Peter Brown, Assistant Director, Quinnipiac University Polling Institute (203) 535-6203

Rubenstein Associates, Inc. Public Relations Contact: Pat Smith (212) 843-8026

QUINNIPIAC UNIVERSITY

FOR RELEASE: OCTOBER 23, 2013

SHUTDOWN HURT VIRGINIA, BUT NOT REPUBLICAN IN GOV RACE, QUINNIPIAC UNIVERSITY POLL FINDS; VOTERS DON'T LIKE THE CAMPAIGN OR THE CANDIDATES

While 47 percent of Virginia likely voters say the government shutdown hurt the Old Dominion "a great deal," it apparently has no impact on the governor's race, where Democrat Terry McAuliffe leads Republican Ken Cuccinelli 46 – 39 percent, with 10 percent for Libertarian Party candidate Robert Sarvis, according to a Quinnipiac University poll released today.

This compares to the results of an October 10 survey by the independent Quinnipiac (KWIN-uh-pe-ack) University, showing McAuliffe up 47 – 39 percent, with Sarvis at 8 percent.

In today's survey, McAuliffe leads 92 – 3 percent among Democrats, with 2 percent for

Sarvis, while Cuccinelli leads 81 – 6 among Republicans, with 11 percent for Sarvis.

Independent voters are divided 39 – 39 percent, with 14 percent for Sarvis.

Women back the Democrat 49 – 35 percent, with 10 percent for Sarvis. Men are divided with 44 percent for Cuccinelli, 42 percent for McAuliffe and 10 percent for Sarvis.

Only 4 percent of Virginia likely voters are undecided and 7 percent say there's a "good chance" they will change their mind by Nov. 5.

The federal government shutdown hurt Virginia "a great deal," 47 percent of voters say, while 30 percent say it hurt "somewhat." The shutdown helped, 3 percent say, while 17 percent say it had "no real effect."

Voters say 45 – 35 percent that McAuliffe's position on the shutdown is closer to their own position than Cuccinelli's.

"Democrat Terry McAuliffe leads in the race to be Virginia's next governor, but the double-digit presence of Libertarian Robert Sarvis on the ballot creates a major uncertainty," said Peter A. Brown, assistant director of the Quinnipiac University Polling institute.

-more-

275 Mt. Carmel Avenue, Hamden, CT 06518-1908 • Tel 203-582-5201 • Fax 203-582-8790 • www.quinnipiac.edu

Quinnipiac University Poll/October 23, 2013 – page 2

"The big question about Sarvis is whether his voters will stick with him to the end, or wind up voting for McAuliffe or Republican State Attorney General Ken Cuccinelli," Brown added.

"Generally over the past decades, especially in southern states like Virginia, Republicans win when they have strong party allegiance among their base. One reason McAuliffe is ahead is that he wins 92 percent of Democrats while Cuccinelli has only 81 percent of Republicans. If Cuccinelli can't bring more Republicans home, he is likely to be toast."

By a 58 – 36 percent margin, voters have an unfavorable opinion of this year's race for governor, with 34 percent saying "strongly unfavorable."

Voters don't think much of the candidates, either, giving McAuliffe a negative 39 - 43 percent favorability while Cuccinelli gets a negative 38 - 52 percent score. For Sarvis, 78 percent don't know enough to form an opinion.

A total of 92 percent of Virginia likely voters say honesty is "extremely important" or "very important," but they don't think either of the two leading candidates is a pillar of honesty: McAuliffe is honest and trustworthy, 40 percent of voters say, while 43 percent say he is <u>not</u>. Cuccinelli does no better as 43 percent say he is honest and 46 percent say he is <u>not</u>.

Voters split 42 - 41 percent on who would do a better job handling ethics in government.

Cuccinelli does <u>not</u> understand their problems, voters say 53 - 39 percent, compared to 46 percent who say McAuliffe understands while 43 percent say he does not.

Cuccinelli has the right experience to be governor, voters say 64 - 30 percent, compared to McAuliffe's 49 - 40 percent experience rating.

"In general voters think McAuliffe is better able to understand their problems and Cuccinelli has the right experience to be governor," said Brown. "They overwhelmingly cite honesty and trustworthiness as the characteristics they most want in a governor, and on that scale, the two are virtually even."

From October 15 – 21, Quinnipiac University surveyed 1,085 likely voters with a margin of error of +/-3 percentage points. Live interviewers call land lines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Colorado, Iowa and the nation as a public service and for research.

For more information, visit <u>http://www.quinnipiac.edu/polling</u>, call (203) 582-5201, or follow us on <u>Twitter</u>.

1. If the election for Governor were being held today, and the candidates were Terry McAuliffe the Democrat, Ken Cuccinelli the Republican, and Robert Sarvis the Libertarian, for whom would you vote? (If undecided) As of today, do you lean more toward McAuliffe, Cuccinelli, or Sarvis? (Table includes leaners)

	LIKELY	ELY VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	46%	6%	92%	39%	42%	49%	38%	78%
Cuccinelli	39	81	3	39	44	35	46	14
Sarvis	10	11	2	14	10	10	12	2
SMONE ELSE(VOL)	1	-	-	1	-	1	1	-
DK/NA	4	3	2	6	3	5	3	6
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	-	18-34	35-54	55+
McAuliffe	56%	39%	49%	42%	52%	42%	46%	49%
Cuccinelli	31	45	37	44	33	40	38	38
Sarvis	9	11	7	12	12	11	12	9
SMONE ELSE (VOL)	_	1	_	2	_	2	_	_
DK/NA	4	4	6	1	3	5	4	4
	EXTREM Experi		ORTANT Unders	TO VOTE tanding				
McAuliffe	40%		47%		38%			

McAuliffe	40%	478	38%
Cuccinelli	52	38	46
Sarvis	4	9	11
SMONE ELSE(VOL)	-	1	-
DK/NA	4	5	5

TREND: If the election for Governor were being held today, and the candidates were Terry McAuliffe the Democrat, Ken Cuccinelli the Republican, and Robert Sarvis the Libertarian, for whom would you vote? (If undecided) As of today, do you lean more toward McAuliffe, Cuccinelli, or Sarvis? (Table includes leaners)

8

	LIKELY	VOTERS	
	Oct 23	Oct 10	Sep 1
	2013	2013	2013
McAuliffe	46	47	44
Cuccinelli	39	39	41
Sarvis	10	8	7
SMONE ELSE (VOL)	1	-	1
DK/NA	4	5	6

1a. (If candidate chosen q1) Will you definitely vote for (Candidate of choice), or is there a chance you could change your mind and vote for another of the candidates? IF CHANGE MIND: Would you say there's a good chance you'll change your mind, or would you say it's pretty unlikely?

	LIKELY	Y VOTERS						
	CANDII	CANDIDATE CHOSEN Q1						
		CANDIDATE	OF CHOICE Q1					
	Tot	McAuliffe	Cuccinelli	Sarvis				
Def vote for cand	82%	88%	82%	56%				
Unlikely to change	9	9	8	18				
Good chance change	7	3	9	26				
DK/NA	1	1	1	1				

TREND: (If candidate chosen) Will you definitely vote for (Candidate of choice), or is there a chance you could change your mind and vote for another of the candidates? IF CHANGE MIND: Would you say there's a good chance you'll change your mind, or would you say it's pretty unlikely?

	CANDIDA	VOTERS TE CHOSE Oct 10 2013	N
Def vote for cand	82	79	77
Unlikely to change	9	9	8
Good chance change	7	11	12
DK/NA	1	1	2

1b. (If candidate chosen q1) Would you describe your support for (Candidate of choice) as strongly favoring him, or do you like him but with reservations, or do you support him because you dislike the other candidates?

	LIKELY	VOTERS						
	CANDID	CANDIDATE CHOSEN Q1						
		CANDIDATE OF CHOICE Q1						
	Tot	McAuliffe	Cuccinelli	Sarvis				
Strongly favor	39%	38%	45%	17%				
Like/Reservations	28	28	30	18				
Dislike other cands	30	32	20	63				
DK/NA	3	1	4	1				

TREND: (If candidate chosen q1) Would you describe your support for (Candidate of choice) as strongly favoring him, or do you like him but with reservations, or do you support him because you dislike the other candidates?

		VOTERS Oct 10 2013
Strongly favor	39	40
Like/Reservations	28	27
Dislike other cands	30	31
DK/NA	3	3

1c. (If voting for Sarvis q1) Who is your second choice? (* q1 Recalculated gubernatorial vote without Sarvis using second choice question)

	LIKELY	VOTERS	WITHO	WITHOUT SARVIS					
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	
McAuliffe	50%	8%	93%	46%	46%	53%	42%	80%	
Cuccinelli	42	86	3	43	46	38	50	14	
SMONE ELSE(VOL)	2	1	1	3	1	2	2	-	
DK/NA	7	6	3	9	6	7	6	7	

TREND: (If voting for Sarvis) Who is your second choice? (* Recalculated gubernatorial vote without Sarvis using second choice question)

	LIKELY	VOTERS WITHOUT SARVIS
	Oct 23	Oct 10
	2013	2013
McAuliffe	50	49
Cuccinelli	42	42
SMONE ELSE(VOL)	2	1
DK/NA	7	7

2. Is your opinion of Terry McAuliffe favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	39%	5%	78%	33%	36%	42%	33%	66%
Unfavorable	43	76	6	48	47	39	52	10
Hvn't hrd enough	16	18	14	17	16	16	14	22
REFUSED	2	1	2	2	1	3	2	1

TREND: Is your opinion of Terry McAuliffe favorable, unfavorable or haven't you heard enough about him?

	LIKELY	VOTERS		
	Oct 23	Oct 10	Sep 18	Aug 21
	2013	2013	2013	2013
Favorable	39	41	38	34
Unfavorable	43	40	38	33
Hvn't hrd enough	16	16	22	31
REFUSED	2	3	2	1

3. Is your opinion of Ken Cuccinelli favorable, unfavorable or haven't you heard enough about him?

	LIKELY	VOTER	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	
Favorable	38%	76%	88	35%	41%	35%	44%	18%	
Unfavorable	52	17	83	53	50	55	49	65	
Hvn't hrd enough	9	7	8	10	8	9	6	16	
REFUSED	1	1	1	2	1	1	1	1	

TREND: Is your opinion of Ken Cuccinelli favorable, unfavorable or haven't you heard enough about him?

	LIKELY	VOTERS					
	Oct 23	Oct 10	Sep 18	Aug 21			
	2013	2013	2013	2013			
Favorable	38	39	34	35			
Unfavorable	52	49	51	41			
Hvn't hrd enough	9	10	13	22			
REFUSED	1	2	1	2			

4. Is your opinion of Robert Sarvis favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	13%	12%	6%	18%	16%	10%	14%	5%
Unfavorable	8	5	11	7	9	7	9	4
Hvn't hrd enough	78	81	83	75	74	82	76	90
REFUSED	1	1	-	1	-	1	1	1

TREND: Is your opinion of Robert Sarvis favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS			
	Oct 23	Oct 10	Sep 18	
	2013	2013	2013	
Favorable	13	10	8	
Unfavorable	8	7	6	
Hvn't hrd enough	78	80	85	
REFUSED	1	2	1	

5. Is your opinion of Bob McDonnell favorable, unfavorable or haven't you heard enough about him?

	LIKEL	LIKELY VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	41%	68%	16%	44%	48%	35%	46%	23%
Unfavorable	36	11	59	34	33	39	34	48
Hvn't hrd enough	20	19	22	20	16	24	17	27
REFUSED	2	3	3	1	3	2	3	1

TREND: Is your opinion of Bob McDonnell favorable, unfavorable or haven't you heard enough about him?

	LIKELY	VOTERS
	Oct 23	Oct 10
	2013	2013
Favorable	41	35
Unfavorable	36	40
Hvn't hrd enough	20	21
REFUSED	2	3

6. Is your opinion of E.W. Jackson favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	12%	19%	5%	11%	15%	9%	13%	9%
Unfavorable	20	7	33	19	20	19	20	25
Hvn't hrd enough	68	73	62	70	64	72	67	65
REFUSED	-	-	-	-	-	-	-	-

TREND: Is your opinion of E.W. Jackson favorable, unfavorable or haven't you heard enough about him?

	Oct 23		Sep 18 2013	Aug 21 2013
Favorable	12	10	10	8
Unfavorable	20	20	18	16
Hvn't hrd enough	68	69	72	75
REFUSED	-	1	-	1

7. Is your opinion of Ralph Northam favorable, unfavorable or haven't you heard enough about him?

	LIKEL	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	
Favorable	9%	4%	16%	8%	10%	9%	9%	11%	
Unfavorable	5	6	3	5	6	4	5	2	
Hvn't hrd enough	85	90	80	86	84	87	85	85	
REFUSED	1	-	1	-	-	1	-	2	

TREND: Is your opinion of Ralph Northam favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS						
	Oct 23	Oct 10	Sep 18	Aug 21			
	2013	2013	2013	2013			
Favorable	9	9	9	8			
Unfavorable	5	4	4	4			
Hvn't hrd enough	85	86	87	87			
REFUSED	1	1	1	1			

8. Is your opinion of Mark Herring favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	12%	3%	23%	9%	12%	11%	10%	17%
Unfavorable	7	9	2	9	8	7	8	3
Hvn't hrd enough	81	87	73	82	79	82	81	78
REFUSED	1	-	1	-	1	-	-	2

TREND: Is your opinion of Mark Herring favorable, unfavorable or haven't you heard enough about him?

	LIKELY	VOTERS		
	Oct 23	Oct 10	Sep 18	Aug 21
	2013	2013	2013	2013
Favorable	12	8	8	8
Unfavorable	7	6	4	3
Hvn't hrd enough	81	85	88	88
REFUSED	1	1	-	1

9. Is your opinion of Mark Obenshain favorable, unfavorable or haven't you heard enough about him?

	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	24%	34%	10%	28%	24%	24%	27%	15%
Unfavorable	17	4	31	17	17	18	17	18
Hvn't hrd enough	57	62	56	54	58	56	55	66
REFUSED	1	1	3	1	1	2	1	2

TREND: Is your opinion of Mark Obenshain favorable, unfavorable or haven't you heard enough about him?

	LIKELY	VOTERS					
	Oct 23	Oct 10	Sep 18	Aug 21			
	2013	2013	2013	2013			
Favorable	24	18	12	12			
Unfavorable	17	9	9	6			
Hvn't hrd enough	57	71	79	82			
REFUSED	1	2	1	1			

10. Is your opinion of the Democratic Party favorable, unfavorable or haven't you heard enough about it?

	LIKEL	Y VOTER	VOTERS								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk			
Favorable	45%	4%	95%	35%	42%	48%	38%	80%			
Unfavorable	50	92	2	58	54	46	58	11			
Hvn't hrd enough	3	3	1	4	3	3	2	4			
REFUSED	2	1	2	4	1	3	2	5			

11. Is your opinion of the Republican Party favorable, unfavorable or haven't you heard enough about it?

	LIKELY	Y VOTER	S					
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	34%	82%	2%	29%	36%	32%	40%	15%
Unfavorable	61	14	96	64	61	61	55	78
Hvn't hrd enough	3	3	2	3	2	3	2	6
REFUSED	2	-	1	5	1	4	3	-

12. Is your opinion of the Tea Party movement favorable, unfavorable or haven't you heard enough about it?

	LIKEL	Y VOTER	VOTERS								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk			
Favorable	31%	61%	3%	32%	33%	28%	36%	10%			
Unfavorable	58	22	89	58	56	60	55	72			
Hvn't hrd enough	10	16	6	10	10	10	9	17			
REFUSED	1	1	2	1	1	1	1	1			

13. (INTRO Q13-15: Thinking about this year's election for governor, for each personal quality I name, please tell me how important it is in your decision of who to support in the election for governor). How about the candidate's - experience, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Extremely important	22%	26%	21%	18%	20%	24%	19%	28%
Very important	42	44	43	39	39	44	44	38
Somewhat important	32	28	30	36	35	28	32	29
Not so important	3	1	3	4	2	3	2	3
Not important at all	2	-	1	3	4	-	2	1
DK/NA	-	-	1	-	-	1	-	1

TREND: (INTRO...) How about the candidate's experience, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY	VOTERS		
	Oct 23	Oct 10	Sep 18	Aug 21
	2013	2013	2013	2013
Extremely important	22	22	18	19
Very important	42	41	42	42
Somewhat important	32	31	33	32
Not so important	3	5	4	4
Not important at all	2	1	2	2
DK/NA	-	1	-	-

14. How about the candidate's - understanding of the problems of people like you, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Extremely important	45%	43%	51%	42%	40%	50%	42%	58%
Very important	37	44	34	38	39	35	40	29
Somewhat important	14	11	12	14	14	13	14	9
Not so important	2	1	-	4	3	1	3	2
Not important at all	1	1	2	-	2	-	1	-
DK/NA	1	-	1	-	1	-	-	2
	COLLEGI	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	COLLEGI Yes	E DEG No	ANNUAL <50K		INC >100K	AGE IN 18-34	YRS 35-54	55+
Extremely important	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
Extremely important	Yes 39%	No 49%	<50K 48%	50-100 45%	>100K 40%	18-34 50%	35-54 43%	55+ 44%
Very important	Yes 39% 40	No 49% 36	<50K 48% 38	50-100 45% 40	>100K 40% 37	18-34 50% 26	35-54 43% 39	55+ 44% 40
Very important Somewhat important	Yes 39% 40 19	No 49% 36 10	<50K 48% 38 10	50-100 45% 40 13	>100K 40% 37 19	18-34 50% 26 18	35-54 43% 39 14	55+ 44% 40 12
Very important Somewhat important Not so important	Yes 39% 40 19 1	NO 49% 36 10 3	<50K 48% 38 10 1	50-100 45% 40 13 1	>100K 40% 37 19 3	18-34 50% 26 18 3	35-54 43% 39 14 2	55+ 44% 40
Very important Somewhat important	Yes 39% 40 19	No 49% 36 10	<50K 48% 38 10	50-100 45% 40 13	>100K 40% 37 19	18-34 50% 26 18	35-54 43% 39 14	55+ 44% 40 12

TREND: (INTRO...) How about the candidate's understanding of the problems of people like you, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY	VOTERS		
	Oct 23	Oct 10	Sep 18	Aug 21
	2013	2013	2013	2013
Extremely important	45	48	36	44
Very important	37	36	45	38
Somewhat important	14	13	17	16
Not so important	2	1	1	2
Not important at all	1	1	1	1
DK/NA	1	1	-	1

15. How about the candidate's - honesty and trustworthiness, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Extremely important	60%	73%	52%	61%	61%	60%	61%	62%
Very important	32	25	37	31	30	34	33	26
Somewhat important	6	2	8	8	7	5	6	6
Not so important	-	-	1	-	-	-	-	1
Not important at all	-	-	1	-	-	-	-	1
DK/NA	1	-	2	_	1	-	-	4

TREND: (INTRO...) How about the candidate's honesty and trustworthiness, would you say this is extremely important in your choice for governor, very important, somewhat important, not so important or not important at all?

	LIKELY	VOTERS		
	Oct 23	Oct 10	Sep 18	Aug 21
	2013	2013	2013	2013
Extremely important	60	58	59	58
Very important	32	34	35	35
Somewhat important	6	6	5	6
Not so important	-	1	-	-
Not important at all	-	-	-	1
DK/NA	1	1	-	-

16. (INTRO Q16-21: Now, I'd like to ask whether you think each of these qualities describes each candidate in the election for governor.) Do you think Ken Cuccinelli - has the right kind of experience to be Governor of Virginia or not?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	64%	888	398	69%	68%	60%	67%	49%
No	30	9	56	23	27	34	28	46
DK/NA	6	4	5	8	5	6	5	5

TREND: (INTRO...) Do you think Ken Cuccinelli has the right kind of experience to be Governor of Virginia or not?

	Oct 23	VOTERS Oct 10 2013	Sep 18	Aug 21
Yes	64	63	58	56
No	30	28	34	31
DK/NA	6	9	8	13

17. Would you say that Ken Cuccinelli - understands the problems of people like you or not?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes	39%	74%	9%	38%	42%	36%	44%	14%
No	53	17	85	52	49	57	48	77
DK/NA	8	9	5	10	9	8	8	8
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
	250	410	250	4.2.0	0.5.0	2.60	4.0.0	2.60
Yes	35%	41%	35%	43%	35%	36%	40%	36%
No	60	49	56	49	59	53	53	56
DK/NA	6	10	9	8	6	12	6	9

TREND: (INTRO...) Would you say that Ken Cuccinelli understands the problems of people like you or not?

	LIKELY	VOTERS					
	Oct 23	Oct 10	Sep 18	Aug 21			
	2013	2013	2013	2013			
Yes	39	39	35	37			
No	53	53	56	51			
DK/NA	8	8	10	11			

18. Would you say that Ken Cuccinelli - is honest and trustworthy or not?

	LIKELY	VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	
Yes	43%	77%	12%	43%	45%	41%	48%	18%	
No	46	14	75	44	44	48	43	60	
DK/NA	11	9	13	13	11	11	9	22	

TREND: (INTRO...) Would you say that Ken Cuccinelli is honest and trustworthy or not?

	LIKELY	VOTERS		
	Oct 23	Oct 10	Sep 18	Aug 21
	2013	2013	2013	2013
Yes	43	41	39	42
No	46	46	49	43
DK/NA	11	14	12	15

19. Do you think Terry McAuliffe - has the right kind of experience to be Governor of Virginia or not?

	LIKEL.	Y VOTER	VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk		
Yes	49%	25%	81%	43%	44%	55%	44%	69%		
No	40	63	12	44	46	35	46	23		
DK/NA	10	12	7	13	10	11	11	8		

TREND: (INTRO...) Do you think Terry McAuliffe has the right kind of experience to be Governor of Virginia or not?

	Oct 23	VOTERS Oct 10 2013	Sep 18	Aug 21
Yes	49	52	47	46
No	40	35	36	34
DK/NA	10	12	17	21

20. Would you say that Terry McAuliffe - understands the problems of people like you or not?

	LIKELY	Y VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes No	46% 43	20% 66	82% 11	38% 49	43% 47	50% 38	41% 48	71% 19
DK/NA	11	14	6	13	10	12	11	9
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
Yes	55%	40%	49%	478	50%	51%	46%	47%
No	35	48	41	40	42	33	45	42
DK/NA	10	12	10	13	8	16	9	11

TREND: (INTRO...) Would you say that Terry McAuliffe understands the problems of people like you or not?

	LIKELY	VOTERS			
		Oct 10 2013	-	Aug 21 2013	
	2010	2010	2010	2010	
Yes	46	45	40	38	
No	43	41	44	42	
DK/NA	11	13	16	20	

21. Would you say that Terry McAuliffe - is honest and trustworthy or not?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Yes					38%			63%
No	43	66	12	49	45	41	50	11
DK/NA	17	16	16	20	17	17	15	26

TREND: (INTRO...) Would you say that Terry McAuliffe is honest and trustworthy or not?

	Oct 23	VOTERS Oct 10 2013	Sep 18	
Yes	40	42	39	39
No	43	37	42	36
DK/NA	17	21	19	25

22. Do you think Terry McAuliffe is too liberal, too conservative, or about right?

	LIKELY	VOTER	s					
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Liberal	40%	74%	4%	45%	45%	36%	47%	9%
Conservative	3	2	4	3	4	3	4	1
About right	46	11	87	39	42	50	39	77
DK/NA	11	13	4	13	9	12	11	12

TREND: Do you think Terry McAuliffe is too liberal, too conservative, or about right?

	LIKELY	VOTERS
	Oct 23	Oct 10
	2013	2013
Liberal	40	38
Conservative	3	2
About right	46	48
DK/NA	11	12

23. Do you think Ken Cuccinelli is too liberal, too conservative, or about right?

	LIKELY	LIKELY VOTERS								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk		
Liberal	5%	6%	6%	3%	5%	5%	5%	6%		
Conservative	51	18	78	52	47	54	48	64		
About right	36	72	7	35	38	34	40	17		
DK/NA	8	4	9	9	9	8	7	14		

TREND: Do you think Ken Cuccinelli is too liberal, too conservative, or about right?

		VOTERS Oct 10 2013
Liberal	5	7
Conservative	51	46
About right	36	37
DK/NA	8	11

24. Overall, do you have a favorable or unfavorable impression of this year's election for Governor?

	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	36%	42%	42%	25%	38%	33%	34%	43%
Unfavorable	58	52	52	68	57	59	60	48
DK/NA	6	6	6	7	5	8	6	9
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
Favorable	28%	41%	478	34%	278	42%	33%	37%
Unfavorable	66	52	47	60	68	53	62	56
DK/NA	5	7	6	6	5	5	5	7

TREND: Overall, do you have a favorable or unfavorable impression of this year's election for Governor?

	LIKELY .	VOTERS
	Oct 23	Oct 10
	2013	2013
Favorable	36	41
Unfavorable	58	52
DK/NA	6	7

24a. Overall, do you have a favorable or unfavorable impression of this year's election for Governor? Combined with: (If favorable/unfavorable) Do you feel that way strongly or somewhat?

	LIKELY	VOTERS.						• • • •
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Strongly favorable	15%	14%	23%	98	14%	15%	12%	24%
Somewhat favorable	21	29	20	17	24	18	22	19
Somewhat unfavorable	24	23	27	22	21	27	24	25
Strongly unfavorable	34	29	25	46	36	32	35	23
REFUSED/DK/NA	6	6	6	7	5	8	6	9
	COLLEGE	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	•••
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
Strongly favorable	Yes 10%	No 18%	<50K 20%	50-100 14%	>100K 10%	18-34 15%	35-54 13%	55+ 16%
Strongly favorable Somewhat favorable		-						
2 1	10% 19	18%	20%	14%	10%	15%	13%	16%
Somewhat favorable	10% 19 32	18% 23	20% 27	14% 20	10% 17	15% 27	13% 20	16% 21

TREND: Overall, do you have a favorable or unfavorable impression of this year's election for Governor? COMBINED WITH: (If favorable/unfavorable) Do you feel that way strongly or somewhat?

	LIKELY V	JOTERS
	Oct 23	Oct 10
	2013	2013
Strongly favorable	15	20
Somewhat favorable	21	21
Somewhat unfavorable	24	24
Strongly unfavorable	34	29
REFUSED/DK/NA	6	7

Q25-31. Summary table - Regardless of who you may support, who do you think would do a better job handling ... McAuliffe or Cuccinelli?

LIKELY VOTERS..... McAuliffe Cuccinelli Same-sex marriage 56 25 32 Issues concerning women 56 Healthcare 50 38 40 Protecting middle class 48 44 Business development in VA 46 44 Economy and jobs 46

25. Regardless of who you may support, who do you think would do a better job handling - the economy and jobs, McAuliffe or Cuccinelli?

41

	LIKELY	LY VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	46%	10%	85%	38%	43%	48%	39%	76%
Cuccinelli	44	82	7	46	48	39	51	11
DK/NA	11	8	8	16	10	12	10	13
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
McAuliffe	56%	38%	46%	43%	52%	39%	46%	49%
Cuccinelli	37	48	41	46	41	48	45	39
DK/NA	7	14	13	11	7	13	8	13

42

TREND: Regardless of who you may support, who do you think would do a better job handling - the economy and jobs, McAuliffe or Cuccinelli?

LIKELY	VOTERS
Oct 23	Oct 10
2013	2013
46	44
44	43
11	13
	2013 46 44

Ethics in government

26. Regardless of who you may support, who do you think would do a better job handling - issues of special concern to women, McAuliffe or Cuccinelli?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe Cuccinelli DK/NA	56% 32 12	20% 67 13	90% 6 4	55% 28 17	54% 33 13	59% 31 10	51% 37 12	78% 10 11
	COLLEG Yes	E DEG No	ANNUAL <50K	HSHOLD 50-100	-	AGE IN 18-34	YRS 35-54	 55+
McAuliffe Cuccinelli DK/NA	67% 24 8	48% 38 14	56% 32 13	55% 35 10	65% 24 11	61% 29 10	58% 31 11	56% 31 13

TREND: Regardless of who you may support, who do you think would do a better job handling - issues of special concern to women, McAuliffe or Cuccinelli?

	LIKELY	VOTERS
	Oct 23	Oct 10
	2013	2013
McAuliffe	56	55
Cuccinelli	32	30
DK/NA	12	15

27. Regardless of who you may support, who do you think would do a better job handling - business development in Virginia, McAuliffe or Cuccinelli?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	46%	14%	83%	38%	46%	46%	40%	71%
Cuccinelli	44	77	8	49	47	41	49	17
DK/NA	10	9	9	13	7	13	10	12
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
McAuliffe	54%	40%	47%	44%	53%	43%	44%	51%
Cuccinelli	38	48	43	46	38	46	45	38
DK/NA	8	12	10	10	8	10	11	11

28. Regardless of who you may support, who do you think would do a better job - on protecting the middle class, McAuliffe or Cuccinelli?

	LIKELY VOTERS							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	48%	11%	87%	43%	44%	52%	41%	79%
Cuccinelli	40	81	6	41	44	37	47	15
DK/NA	12	8	6	16	11	12	12	6
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
McAuliffe	58%	41%	51%	46%	54%	48%	49%	50%
Cuccinelli	34	45	38	45	33	40	40	38
DK/NA	8	14	11	9	13	12	11	12

29. Regardless of who you may support, who do you think would do a better job handling - health care, McAuliffe or Cuccinelli?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	50%	12%	89%	46%	47%	53%	44%	78%
Cuccinelli	38	79	4	38	42	35	45	11
DK/NA	11	9	7	16	11	12	11	11
	COLLEG	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
McAuliffe Cuccinelli	62% 31	42% 44	50% 38	48% 44	59% 32	50% 38	51% 39	51% 35
DK/NA	8	44 14	30 12	9	10	30 12	10	13

TREND: Regardless of who you may support, who do you think would do a better job handling - health care, McAuliffe or Cuccinelli?

LIKELY	VOTERS
Oct 23	Oct 10
2013	2013
50	47
38	38
11	15
	Oct 23 2013 50 38

30. Regardless of who you may support, who do you think would do a better job handling - same-sex marriage, McAuliffe or Cuccinelli?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe Cuccinelli DK/NA	56% 25 19	27% 57 16	81% 2 16	58% 23 19	52% 29 19	60% 21 19	52% 29 19	65% 11 24
	COLLEG Yes	E DEG No	ANNUAL <50K	HSHOLD 50-100	-	AGE IN 18-34	YRS 35-54	 55+
McAuliffe Cuccinelli DK/NA	69% 20 11	46% 29 25	53% 23 24	56% 29 15	66% 19 15	58% 23 19	60% 23 17	53% 26 22

31. Regardless of who you may support, who do you think would do a better job handling - ethics in government, McAuliffe or Cuccinelli?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	42%	7%	83%	34%	38%	46%	34%	76%
Cuccinelli	41	79	6	41	45	37	48	12
DK/NA	17	14	11	25	17	17	18	12
	COLLEGH	E DEG	ANNUAL	HSHOLD	INC	AGE IN	YRS	
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
McAuliffe	50%	37%	46%	41%	46%	47%	40%	44%
Cuccinelli	35	45	39	43	38	40	42	39
DK/NA	15	18	16	17	16	13	18	17

TREND: Regardless of who you may support, who do you think would do a better job handling - ethics in government, McAuliffe or Cuccinelli?

	LIKELY	VOTERS
	Oct 23	Oct 10
	2013	2013
McAuliffe	42	43
Cuccinelli	41	39
DK/NA	17	18

32. Generally speaking, would you say things in Virginia are heading in the right direction, or are they off on the wrong track?

	LIKEL	KELY VOTERS								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk		
Right direction	52%	59%	46%	53%	57%	47%	53%	53%		
Wrong track	40	37	42	42	39	42	39	39		
DK/NA	8	5	12	5	4	11	7	9		

33. Do you think the federal government shutdown helped Virginia, hurt Virginia or had no real effect? IF HURT: Would you say the shutdown hurt Virginia a great deal or somewhat?

	LIKEL	Y VOTER	s					
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Helped	3%	5%	4%	1%	4%	2%	2%	48
No real effect	17	26	4	22	19	16	19	11
Hurt/Somewhat	30	35	26	31	30	30	30	31
Hurt/Great deal	47	31	63	46	46	48	47	51
DK/NA	3	4	3	1	1	4	2	3

34. As far as you know, whose position on the federal government shutdown comes closest to your own, Cuccinelli's or McAuliffe's?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	45%	8%	82%	41%	42%	48%	39%	72%
Cuccinelli	35	73	6	31	40	30	41	15
DK/NA	20	18	12	28	18	22	20	14

35. Now thinking of - Ken Cuccinelli, how often would you say you've been seeing his campaign advertisements on television recently, very often, somewhat often, just occasionally or rarely?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Voru ofton	43%	32%	53%	42%	38%	47%	41%	51%
Very often								
Somewhat often	25	32	20	24	25	26	27	20
Just occasionally	16	17	15	17	19	13	16	15
Rarely	9	13	8	8	11	8	9	10
NEVER (VOL)	3	1	1	5	2	3	2	2
DON'T WATCH TV(VOL)	3	4	2	5	4	3	4	1
DK/NA	1	1	1	-	-	1	-	-
	001100		* ***		TNO		VDO	
	COLLEG		ANNUAL	HSHOLD	-	AGE IN	YRS	
	COLLEG Yes	E DEG No	ANNUAL <50K	HSHOLD 50-100	-	AGE IN 18-34	YRS 35-54	 55+
Very often					-	-		 55+ 46%
Very often Somewhat often	Yes	No	<50K	50-100	>100K	18-34	35-54	
-	Yes 44%	No 42%	<50K 48%	50-100 38%	>100K 43%	18-34 34%	35-54 43%	46%
Somewhat often	Yes 44% 26	No 42% 26	<50K 48% 20	50-100 38% 33	>100K 43% 25	18-34 34% 26	35-54 43% 29	46% 23
Somewhat often Just occasionally	Yes 44% 26 16	No 42% 26 16	<50K 48% 20 17	50-100 38% 33 12	>100K 43% 25 19	18-34 34% 26 16	35-54 43% 29 12	46% 23 19
Somewhat often Just occasionally Rarely	Yes 44% 26 16 8	No 42% 26 16 10	<50K 48% 20 17 8	50-100 38% 33 12 12	>100K 43% 25 19 8	18-34 34% 26 16 13	35-54 43% 29 12 11	46% 23 19 7

36. Now thinking of - Terry McAuliffe, how often would you say you've been seeing his campaign advertisements on television recently, very often, somewhat often, just occasionally or rarely?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Very often	49%	49%	45%	52%	49%	48%	49%	47%
-								
Somewhat often	23	21	28	21	20	26	23	29
Just occasionally	13	11	17	11	15	11	12	12
Rarely	8	14	5	7	10	7	8	9
NEVER (VOL)	3	2	2	4	2	3	2	2
DON'T WATCH TV(VOL)	3	3	2	5	3	3	4	1
DK/NA	1	1	1	-	-	1	1	-
	COLLEC	F DFC		ненотр	TNC	ACF IN	VDC	
	COLLEG	-	ANNUAL	HSHOLD	INC	AGE IN		
	COLLEG Yes	E DEG No	ANNUAL <50K	HSHOLD 50-100	INC >100K	AGE IN 18-34	YRS 35-54	 55+
Very often		-	-			-		
Very often Somewhat often	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
1	Yes 48%	No 49%	<50K 49%	50-100 50%	>100K	18-34 41%	35-54 48%	55+ 50%
Somewhat often	Yes 48% 26	No 49% 21	<50K 49% 21	50-100 50% 25	>100K 48% 26	18-34 41% 22	35-54 48% 24	55+ 50% 25
Somewhat often Just occasionally	Yes 48% 26 12	No 49% 21 15	<50K 49% 21 16	50-100 50% 25 11	>100K 48% 26 13	18-34 41% 22 15	35-54 48% 24 12	55+ 50% 25 15
Somewhat often Just occasionally Rarely	Yes 48% 26 12 8	No 49% 21 15 9	<50K 49% 21 16 8	50-100 50% 25 11 9	>100K 48% 26 13 8	18-34 41% 22 15 12	35-54 48% 24 12 11	55+ 50% 25 15 5

37. From what you've seen, would you say - Cuccinelli's ads are very effective at making their point, somewhat effective, not so effective or not effective at all?

	LIKELY	VOTERS						
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Very effective	14%	25%	98	11%	15%	14%	17%	88
Somewhat effective	39	50	33	38	40	39	39	45
Not so effective	16	7	19	20	16	15	16	8
Not effective at all	21	9	32	20	21	21	19	32
DK/NA	9	9	7	12	8	10	9	7

38. From what you've seen, would you say - McAuliffe's ads are very effective at making their point, somewhat effective, not so effective or not effective at all?

	LIKELY	KELY VOTERS								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk		
Very effective	18%	13%	30%	11%	15%	20%	15%	29%		
Somewhat effective	41	35	48	40	44	38	39	53		
Not so effective	13	19	6	15	12	14	15	2		
Not effective at all	19	24	9	22	20	18	21	9		
DK/NA	9	9	7	11	9	10	10	7		