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# QUINNIPIAC UNIVERSITY POLL

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**FOR RELEASE: OCTOBER 30, 2013**

## **McAULIFFE UP BY 4 POINTS IN CLOSE VIRGINIA GOV RACE, QUINNIPIAC UNIVERSITY POLL FINDS; LIBERTARIAN HAS 9 PERCENT**

The Virginia governor's race is going down to the wire with Democrat Terry McAuliffe clinging to a slight 45 – 41 percent likely voter lead over Republican State Attorney General Ken Cuccinelli, and 9 percent for Libertarian Party candidate Robert Sarvis, according to a Quinnipiac University poll released today.

This compares to the results of an October 23 survey by the independent Quinnipiac (KWIN-uh-pe-ack) University, showing McAuliffe up 46 – 39 percent, with Sarvis at 10 percent.

Today's survey shows that if Sarvis were not in the race, McAuliffe would have 47 percent to 45 percent for Cuccinelli, too close to call.

In the three-way matchup, 4 percent of likely voters remain undecided and 7 percent of those who name a candidate say there's a "good chance" they will change their mind in the next six days.

McAuliffe leads 91 – 2 percent among Democrats, with 4 percent for Sarvis, while Cuccinelli leads 86 – 5 percent among Republicans, with 7 percent for Sarvis. Independent voters go to McAuliffe 46 – 31 percent, with 16 percent for Sarvis.

Women back the Democrat 50 – 37 percent, with 7 percent for Sarvis. Men go to Cuccinelli 45 – 39 percent with 11 percent for Sarvis.

"State Attorney General Ken Cuccinelli is nipping at Terry McAuliffe's heels as the race to be Virginia's next governor enters the final week of the campaign," said Peter A. Brown, assistant director of the Quinnipiac University Polling Institute. "It goes without saying that turnout is the key to this race and the harshly negative tone of the campaign is the kind that often turns off voters."

**-more-**

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“With the race this close, the final decision by the roughly one in 10 voters who are supporting Libertarian Robert Sarvis has become even more critical. Nationally, third-party candidates often lose support in the end as voters enter the voting booth and back someone they consider the lesser of two evils. Only six in 10 Sarvis supporters say they definitely will vote for him. Almost nine in 10 McAuliffe and Cuccinelli backers are committed.

“Cuccinelli seems to be benefitting from Republicans coming home, but McAuliffe still does a little better among Democrats than Cuccinelli does among GOPers. And, McAuliffe leads among independents, perhaps the key voting group. It is difficult to see Cuccinelli winning if he can’t run at least even or slightly ahead among independents. Here, too, Sarvis’ voters matter greatly since the libertarian is getting 16 percent of independents, but only 9 percent overall.”

Virginia likely voters give McAuliffe a negative 41 – 46 percent favorability rating, compared to a negative 40 – 52 percent for Cuccinelli. For Sarvis, 75 percent don’t know enough to form an opinion.

From October 22 – 28, Quinnipiac University surveyed 1,182 likely voters with a margin of error of +/- 2.9 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 <http://www.quinnipiac.edu/polling>, call (203) 582-5201, or follow us on [Twitter](#).**

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 VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	45%	5%	91%	46%	39%	50%	36%	85%
Cuccinelli	41	86	2	31	45	37	49	9
Sarvis	9	7	4	16	11	7	11	4
SMONE ELSE (VOL)	1	-	-	1	1	-	1	-
DK/NA	4	2	3	6	4	5	3	3

  

	COLLEGE DEG		ANNUAL HSHOLD INC		AGE IN YRS.....			
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
McAuliffe	55%	37%	48%	46%	45%	52%	43%	44%
Cuccinelli	33	48	39	40	44	41	41	42
Sarvis	8	10	9	9	10	5	12	9
SMONE ELSE (VOL)	1	-	-	1	-	-	1	1
DK/NA	4	4	3	4	1	2	3	4

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)

	LIKELY VOTERS.....			
	Oct 30 2013	Oct 23 2013	Oct 10 2013	Sep 18 2013
McAuliffe	45	46	47	44
Cuccinelli	41	39	39	41
Sarvis	9	10	8	7
SMONE ELSE (VOL)	1	1	-	1
DK/NA	4	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 VOTERS.....			
	Tot	CANDIDATE CHOSEN Q1.....		
		McAuliffe	Cuccinelli	Sarvis
Def vote for cand	85%	86%	88%	62%
Unlikely to change	7	6	5	15
Good chance change	7	5	6	18
DK/NA	2	2	1	4

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?

	LIKELY VOTERS.....			
	CANDIDATE CHOSEN.....			
	Oct 30	Oct 23	Oct 10	Sep 18
	2013	2013	2013	2013
Def vote for cand	85	82	79	77
Unlikely to change	7	9	9	8
Good chance change	7	7	11	12
DK/NA	2	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.....			
	CANDIDATE CHOSEN Q1.....			
	CANDIDATE OF CHOICE Q1.....			
	Tot	McAuliffe	Cuccinelli	Sarvis
Strongly favor	43%	39%	53%	22%
Like/Reservations	23	27	22	9
Dislike other cand	32	33	22	68
DK/NA	2	2	3	-

TREND: (If candidate chosen) 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.....		
	CANDIDATE CHOSEN.....		
	Oct 30	Oct 23	Oct 10
	2013	2013	2013
Strongly favor	43	39	40
Like/Reservations	23	28	27
Dislike other cand	32	30	31
DK/NA	2	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 WITHOUT SARVIS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
McAuliffe	47%	7%	92%	50%	41%	52%	38%	86%
Cuccinelli	45	89	2	37	50	39	54	9
SMONE ELSE (VOL)	2	1	1	3	1	2	2	1
DK/NA	7	3	5	10	7	7	6	5
	COLLEGE DEG ANNUAL HSHOLD INC AGE IN YRS.....							
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
McAuliffe	57%	39%	51%	47%	48%	53%	46%	46%
Cuccinelli	35	52	41	43	48	45	45	45
SMONE ELSE (VOL)	1	2	1	2	1	-	2	2
DK/NA	6	7	7	8	3	2	8	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 30 2013	Oct 23 2013	Oct 10 2013
McAuliffe	47	50	49
Cuccinelli	45	42	42
SMONE ELSE (VOL)	2	2	1
DK/NA	7	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	41%	7%	82%	41%	36%	46%	32%	77%
Unfavorable	46	77	8	48	49	42	56	10
Hvn't hrd enough	11	14	7	10	13	9	10	10
REFUSED	2	1	2	2	2	3	1	3

	COLLEGE DEG		ANNUAL	HS HOLD	INC	AGE IN YRS.....		
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
Favorable	50%	34%	42%	44%	43%	48%	39%	42%
Unfavorable	42	48	41	43	51	37	50	46
Hvn't hrd enough	6	15	14	12	5	13	10	11
REFUSED	2	2	2	2	1	1	2	2

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

	LIKELY VOTERS.....				
	Oct 30 2013	Oct 23 2013	Oct 10 2013	Sep 18 2013	Aug 21 2013
Favorable	41	39	41	38	34
Unfavorable	46	43	40	38	33
Hvn't hrd enough	11	16	16	22	31
REFUSED	2	2	3	2	1

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

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	40%	80%	4%	30%	43%	36%	48%	11%
Unfavorable	52	12	88	62	47	56	46	77
Hvn't hrd enough	6	6	6	6	7	5	5	9
REFUSED	3	3	1	2	2	3	2	3

	COLLEGE DEG		ANNUAL	HS HOLD	INC	AGE IN YRS.....		
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
Favorable	31%	47%	38%	38%	41%	42%	39%	40%
Unfavorable	62	44	50	55	56	47	54	52
Hvn't hrd enough	4	7	10	5	3	9	6	5
REFUSED	3	2	2	2	-	2	1	3

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

	LIKELY VOTERS.....				
	Oct 30 2013	Oct 23 2013	Oct 10 2013	Sep 18 2013	Aug 21 2013
Favorable	40	38	39	34	35
Unfavorable	52	52	49	51	41
Hvn't hrd enough	6	9	10	13	22
REFUSED	3	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	12%	11%	4%	18%	15%	9%	13%	5%
Unfavorable	11	13	10	11	12	10	12	12
Hvn't hrd enough	75	74	85	69	72	78	74	83
REFUSED	2	1	1	1	1	3	1	1

	COLLEGE DEG ANNUAL HSHOLD INC AGE IN YRS.....							
	Yes	No	<50K	50-100	>100K	18-34	35-54	55+
Favorable	12%	12%	12%	11%	12%	7%	14%	12%
Unfavorable	10	12	12	9	12	16	8	12
Hvn't hrd enough	76	74	75	79	75	76	76	74
REFUSED	2	2	1	2	-	1	1	2

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

	LIKELY VOTERS.....			
	Oct 30 2013	Oct 23 2013	Oct 10 2013	Sep 18 2013
Favorable	12	13	10	8
Unfavorable	11	8	7	6
Hvn't hrd enough	75	78	80	85
REFUSED	2	1	2	1