

# VIRGINIA SURVEY FALL 2013

PRINCETON DATA SOURCE FOR  
UNIVERSITY OF MARY WASHINGTON  
CENTER FOR LEADERSHIP AND MEDIA STUDIES

PARTIAL TOPLINE RESULTS  
FOR IMMEDIATE RELEASE  
OCTOBER 4, 2013

Total Interviews: 1,001 Virginia adults, age 18 or older  
500 landline interviews  
501 cell phone interviews

Margins of error:  $\pm 3.5$  percentage points for results based on Total [N=1,001]  
 $\pm 3.9$  percentage points for results based on Registered voters [N=823]  
 $\pm 4.7$  percentage points for results based on Likely voters [N=559]

Interviewing dates: September 25-29, 2013

Interviewing language: English only

*Notes: Because percentages are rounded they may not total 100%.  
An asterisk indicates a value of less than 0.5%.*

The Fall 2013 Virginia Survey, sponsored by University of Mary Washington (UMW), obtained telephone interviews with a representative sample of 1,001 adults living in Virginia. Telephone interviews were conducted by landline (500) and cell phone (501, including 214 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from September 25 to 29, 2013. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.5$  percentage points. For the subsample of registered voters (N=823), the margin of sampling error is  $\pm 3.9$  percentage points. For the subsample of likely voters (N=559), the margin of sampling error is  $\pm 4.7$  percentage points.

**NOTE: SOME QUESTIONS ARE BEING HELD FOR LATER RELEASE**

**CONTACT: DR. STEPHEN J. FARNSWORTH, PROFESSOR OF POLITICAL SCIENCE AND  
DIRECTOR OF THE CENTER FOR LEADERSHIP AND MEDIA STUDIES**

**[SFARNSWO@UMW.EDU](mailto:SFARNSWO@UMW.EDU)**

**703-380-3025**

Q1. Overall, would you say that things in the U.S. are headed more in the right direction or the wrong direction?

	CURRENT TOTAL	CURRENT RVS <sup>1</sup>	CURRENT LIKELY <sup>2</sup>		MARCH 2013 TOTAL <sup>3</sup>	MARCH 2013 RVS
%	29	28	25	Right	35	36
	9	8	8	(VOL.) Mixed	8	8
	55	56	60	Wrong	50	51
	6	5	4	(VOL.) Don't know	5	5
	1	2	2	(VOL.) Refused	1	2

Q2. Overall, would you say that things in the Commonwealth of Virginia are headed more in the right direction or the wrong direction?

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY		MARCH 2013 TOTAL	MARCH 2013 RVS
%	41	40	38	Right	47	47
	8	9	11	(VOL.) Mixed	6	6
	41	42	43	Wrong	37	36
	9	9	7	(VOL.) Don't know	9	9
	2	1	2	(VOL.) Refused	1	2

Q3. Do you approve or disapprove of the way Barack Obama is handling his job as president? [IF DEPENDS OR IF RESPONDENT IS UNSURE, PROBE ONCE WITH: OVERALL, do you approve or disapprove of the way Barack Obama is handling his job as president? IF STILL DEPENDS OR UNSURE ENTER AS UNSURE/DK]

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY		MARCH 2013 TOTAL	MARCH 2013 RVS
%	45	46	45	Approve	52	51
	47	47	50	Disapprove	42	44
	7	6	5	(VOL.) Unsure/Don't know	4	4
	1	1	*	(VOL.) Refused	2	1

Q4. HELD FOR FUTURE RELEASE

<sup>1</sup> The abbreviation RVs stands for Registered Voters.

<sup>2</sup> The group Likely Voters is sometimes labeled as "Likely"

<sup>3</sup> March 2013 trends are from the University of Mary Washington's Virginia Survey 2013, conducted March 20-24, 2013 among 1,004 Virginia adults age 18 or older.

Q5. Next, I'm going to read the names of some people in Virginia politics. Please tell me if overall you have a favorable or unfavorable view of each. If you have never heard of the person, please just say so. Overall, do you have a favorable or unfavorable opinion of [INSERT ITEMS; RANDOMIZE]?

How about [INSERT NEXT ITEM]? [READ AS NECESSARY: Overall, do you have a favorable or unfavorable opinion of (ITEM)?]

[IF NECESSARY, PROBE "UNSURE" OR "DON'T KNOW": Have you heard of (ITEM) and are undecided? Or have you never heard of this person?]

	FAVORABLE	UNFAVORABLE	NEVER HEARD OF	(VOL.) DON'T KNOW/ CAN'T RATE	(VOL.) REFUSED
<b>a. Ken Cuccinelli</b>					
Current Total	28	43	15	14	*
Current Registered voters	32	46	10	12	0
Current Likely voters	36	52	5	7	0
<b>b. Terry McAuliffe</b>					
Current Total	28	26	32	14	*
Current Registered voters	31	28	27	13	*
Current Likely voters	38	35	16	10	*
<b>c. Rob Sarvis</b>					
Current Total	6	4	80	9	*
Current Registered voters	6	4	79	10	*
Current Likely voters	7	5	77	10	*
<b>d. E.W. Jackson</b>					
Current Total	9	10	71	10	*
Current Registered voters	8	11	70	11	0
Current Likely voters	9	16	65	10	0

*Q5 continued on next page...*

Q5 continued...

	FAVORABLE	UNFAVORABLE	NEVER HEARD OF	(VOL.) DON'T KNOW/ CAN'T RATE	(VOL.) REFUSED
<b>e. Ralph Northam</b>					
Current Total	8	6	77	9	*
Current Registered voters	8	5	75	11	*
Current Likely voters	11	7	69	12	*
<b>f. Mark Obenshain</b>					
Current Total	13	7	66	14	*
Current Registered voters	14	7	63	16	*
Current Likely voters	18	8	58	16	*
<b>g. Mark Herring</b>					
Current Total	9	6	74	11	*
Current Registered voters	9	5	72	13	0
Current Likely voters	13	5	70	13	0

GOV. If the 2013 election for GOVERNOR in Virginia were held today and the candidates were [RANDOMIZE: (Ken Cuccinelli, the Republican,) (Terry McAuliffe, the Democrat,) and (Rob Sarvis, the Libertarian,)] for whom would you vote?

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY	
%	39	43	42	McAuliffe
	31	33	35	Cuccinelli
	9	9	10	Sarvis
	7	5	5	(VOL.) None/Other
	13	9	7	(VOL.) Don't know
	1	1	1	(VOL.) Refused

LG. Thinking about the 2013 election for LIEUTENANT GOVERNOR in Virginia... If the election were held today and the candidates were [RANDOMIZE: (E.W. Jackson, the Republican,) and (Ralph Northam, the Democrat,)] for whom would you vote?

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY	
%	37	40	39	Northam
	32	32	35	Jackson
	9	8	7	(VOL.) Neither/Other
	21	19	16	(VOL.) Don't know
	2	1	2	(VOL.) Refused

AG. Thinking about the 2013 election for ATTORNEY GENERAL in Virginia... If the election were held today and the candidates were [RANDOMIZE: (Mark Obenshain, the Republican,) and (Mark Herring, the Democrat,)] for whom would you vote?

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY	
%	38	38	36	Herring
	34	36	42	Obenshain
	8	7	6	(VOL.) Neither/Other
	19	17	15	(VOL.) Don't know
	1	1	1	(VOL.) Refused

[READ TO ALL:] Moving on...

THOUGHT. How much thought have you given to the coming election for governor... Quite a lot or only a little?

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY	
%	29	35	53	Quite a lot
	4	4	6	(VOL.) Some
	57	55	40	Little
	9	6	1	(VOL.) None
	1	1	1	(VOL.) Don't know
	*	*	0	(VOL.) Refused

CAMPNII. How closely have you been following news about candidates for the election for governor?  
[READ]

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY	
%	13	15	22	Very closely
	28	33	46	Fairly closely
	29	28	22	Not too closely, OR
	29	24	9	Not at all closely?
	1	*	*	(VOL.) Don't know
	*	*	*	(VOL.) Refused

PLANTO1. Do you plan to vote in the election this November?

*Based on all registered voters [N=823]*

	CURRENT	
%	88	Yes
	7	No
	4	(VOL.) Don't know
	*	(VOL.) Refused

FOLGOV. Would you say you follow what's going on in government and public affairs [READ]

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY	
%	44	51	71	Most of the time
	29	30	24	Some of the time
	15	13	4	Only now and then, OR
	11	6	1	Hardly at all?
	1	*	*	(VOL.) Don't know
	*	*	*	(VOL.) Refused

[READ TO ALL:] Other elections will be taking place in 2016...

Q6a. Turning now to the potential candidates for PRESIDENT in 2016... If the Virginia Democratic primary were today and the candidates were [RANDOMIZE: (Hillary Clinton), (Joe Biden), (Martin O'Malley), (Andrew Cuomo), (Elizabeth Warren) and (Mark Warner)], for whom would you vote?<sup>4</sup>

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY		MARCH 2013 TOTAL	MARCH 2013 RVS
%	34	32	31	Clinton	38	38
	16	18	21	Mark Warner	18	19
	9	8	7	Biden	10	10
	3	3	2	Elizabeth Warren	n/a	n/a
	2	2	2	Cuomo	3	3
	1	1	1	O'Malley	3	2
	*	*	*	(VOL.) Other	1	*
	12	12	14	(VOL.) None	12	13
	7	6	8	(VOL.) Would not vote in that primary	4	4
	16	16	13	(VOL.) Don't know	11	9
	1	1	1	(VOL.) Refused	1	1

<sup>4</sup> In March 2013, Elizabeth Warren was not asked as part of the candidate list.

Q7a. Turning now to the potential Republican candidates... If the 2016 Republican presidential primary were today and the candidates were [RANDOMIZE: (Jeb Bush), (Marco Rubio), (Chris Christie), (Paul Ryan), (Ted Cruz) and (Rand Paul)], for whom would you vote?

	CURRENT TOTAL	CURRENT RVS	CURRENT LIKELY	
%	20	23	27	Christie
	10	10	10	Bush
	10	9	8	Rand Paul
	8	8	9	Ryan
	7	8	10	Rubio
	5	5	5	Cruz
	*	*	*	(VOL.) Other
	14	15	14	(VOL.) None
	6	5	4	(VOL.) Would not vote in that primary
	18	15	12	(VOL.) Don't know
	1	1	1	(VOL.) Refused

[READ TO ALL:] Finally, just a few questions for statistical purposes only...

PARTY. Generally speaking do you consider yourself [RANDOMIZE: (a Democrat), (a Republican)], or an independent?

	CURRENT	
%	36	Democrat
	24	Republican
	34	Independent
	1	(VOL.) Other (SPECIFY)
	4	(VOL.) None/No party/No preference
	1	(VOL.) Don't know
	1	(VOL.) Refused

IDEO. In general, would you describe your political views as very liberal, liberal, moderate, conservative, or very conservative?

	CURRENT	
%	6	Very Liberal
	21	Liberal
	33	Moderate
	26	Conservative
	8	Very Conservative
	5	(VOL.) Don't know
	1	(VOL.) Refused

TEA. Do you consider yourself a part of the Tea Party movement?

CURRENT

%	10	Yes
	85	No
	2	(VOL.) Never heard of the Tea Party
	3	(VOL.) Don't know
	*	(VOL.) Refused