

VIRGINIA QUANTITATIVE RESEARCH

[the polling company, inc.](#)[WomanTrend](#)

DAILY TRACKING TOPLINES: OCTOBER 23-26, 2017

n800 likely voters in VA (200/night)

Multiple-frame sampling: ½ Online, ¼ Landline, ¼ Cell Phone

margin of error = ± 3.46%

Good evening. My name is _____ and I'm calling on behalf of the polling company, inc., a national public opinion firm. This evening we're conducting a short public opinion survey and we'd like to get your input. We are not trying to sell anything, and your answers will remain confidential.

Are you 18 or over and registered to vote in Virginia?

Oct23-26

100% Yes (GO TO Q2)

0% No/All other responses (TERMINATE)

How likely are to vote in the upcoming November election in Virginia? Would you say you are... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Oct23-26

87% Very Likely (Continue)

13% Somewhat Likely (Continue)

0% Not too likely (**Terminate**)0% Not at all likely (**Terminate**)0% Don't Know/Refused (Do not read) (**Terminate**)

Now I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so. (**PROBE: VERY/SOMEWHAT FAVORABLE/UNFAVORABLE**) (**RANDOMIZE LIST**)

Ed Gillespie

Oct23-26**43% Total Favorable****40% Total Unfavorable**

21% Very Favorable

22% Somewhat Favorable

16% Somewhat Unfavorable

24% Very Unfavorable

12% No Opinion (DNR)

4% Never Heard Of (DNR)

1% Refused (DNR)

Ralph Northam

Oct
23-26
43% Total Favorable
35% Total Unfavorable

23% Very Favorable
20% Somewhat Favorable
14% Somewhat Unfavorable
21% Very Unfavorable
12% No Opinion (DNR)
9% Never Heard Of (DNR)
1% Refused (DNR)

John Adams (If asked, “the candidate running for Attorney General”)

Oct
23-26
33% Total Favorable
28% Total Unfavorable

12% Very Favorable
21% Somewhat Favorable
13% Somewhat Unfavorable
15% Very Unfavorable
18% No Opinion (DNR)
20% Never Heard Of (DNR)
1% Refused (DNR)

Mark Herring

Oct
23-26
31% Total Favorable
25% Total Unfavorable

14% Very Favorable
17% Somewhat Favorable
11% Somewhat Unfavorable
14% Very Unfavorable
23% No Opinion (DNR)
20% Never Heard Of (DNR)
1% Refused (DNR)

If the election for Governor were held today and the candidates were (RANDOMIZE) Republican Ed Gillespie, Democrat Ralph Northam, or Libertarian Cliff Hyra, for whom would you vote? (Probe: Definitely/Probably)

IF UNDECIDED ASK:

And if you had to choose today, which candidate are you leaning towards?

<u>Oct</u>	
<u>24-26</u>	
<u>N600 margin of error = ± 4.0%</u>	
44%	Total Ed Gillespie
44%	Total Ralph Northam
3%	Total Cliff Hyra
28%	Definitely Ed Gillespie
11%	Probably Ed Gillespie
5%	Lean Ed Gillespie
32%	Definitely Ralph Northam
10%	Probably Ralph Northam
2%	Lean Ralph Northam
2%	Definitely Cliff Hyra
1%	Probably Cliff Hyra
0%	Lean Cliff Hyra
7%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
2%	Refused (Do Not Read)

If the election for Governor were held today and the candidates were (RANDOMIZE) Ed Gillespie, and Ralph Northam, for whom would you vote? (Probe: Definitely/Probably)

IF UNDECIDED ASK:

And if you had to choose today, which candidate are you leaning towards?

<u>Oct</u>	
<u>23-26</u>	
45%	Total Ed Gillespie
43%	Total Ralph Northam
29%	Definitely Ed Gillespie
11%	Probably Ed Gillespie
4%	Lean Ed Gillespie
33%	Definitely Ralph Northam
9%	Probably Ralph Northam
2%	Lean Ralph Northam
9%	Firmly Undecided (Do Not Read)
1%	Will Not Vote (Do Not Read)
2%	Refused (Do Not Read)

If the election for Attorney General were held today and the candidates were (RANDOMIZE) Republican John Adams, and Democrat Mark Herring, for whom would you vote? (Probe: Definitely/Probably)

IF UNDECIDED ASK:

And if you had to choose today, which candidate are you leaning towards?

Oct

23-26

43% Total John Adams

43% Total Mark Herring

24% Definitely John Adams

13% Probably John Adams

7% Lean John Adams

28% Definitely Mark Herring

12% Probably Mark Herring

4% Lean Mark Herring

11% Firmly Undecided (Do Not Read)

1% Will Not Vote (Do Not Read)

2% Refused (Do Not Read)

Finally, just a few questions for demographic purposes.....

In politics today, do you generally consider yourself to be... (ROTATE)

Party, Including Leaners

Oct	
23-26	
42%	Total Republican
43%	Total Democrat
11%	Purely Independent
2%	Other (DNR)
2%	Refused (DNR)

Would you say you are a Liberal, Moderate or a Conservative in your political beliefs? (IF LIBERAL OR CONSERVATIVE, PROBE: Very/Somewhat)

Oct	
23-26	
22%	Total Liberal
37%	Total Conservative
9%	Very Liberal
13%	Somewhat Liberal
35%	Moderate
22%	Somewhat Conservative
15%	Very Conservative
6%	Don't Know/Refused (DNR)

In what year were you born? ___ ___ ___ ___ (TERMINATE IF 1999 OR LATER)

Oct	
23-26	
0%	Less than 18
3%	18-24
11%	25-34
15%	35-44
20%	45-54
22%	55-64
29%	65+
1%	Prefer not to answer

Are you from a Latino or Hispanic background?

Oct
23-26
6% Yes
93% No
1% Don't Know/Refused (DNR)

IF SAID "NO" OR "DK/REFUSED" IN PREVIOUS Q, ASK:

What is your main racial background? (READ AND ROTATE 1-3)

Oct
23-26
74% White
19% African American/Black
3% Asian American
1% Other (DNR)
1% Don't Know/Refused (DNR)

CONTINUE TO ALL:

What is the highest level of formal education that you have completed?

Oct
23-26
1% Less than high school
13% High school graduate
22% Some college
8% College graduate with Associates or 2 year degree
28% College graduate with a Bachelors or 4 year degree
26% Post-graduate degree
2% Technical or vocational school graduate
1% Don't Know/Refused (DNR)

Which of the following do you MOST regularly use as a source for news and information on current events? (**RANDOMIZE 1-7**)

Oct
23-26
18% Internet News Sites
18% National Cable News
21% Local TV News
10% Broadcast TV News
7% News Radio
11% Local Newspaper
7% Social Media
3% Other (DNR)
1% None (DNR)
2% Don't Know/Refused (DNR)

Please indicate your gender.

Oct
23-26
48% Male
52% Female

Media Market: (PRE-CODED)

Oct
23-26
0% Bluefield WV
3% Charlottesville
0% Greensboro NC
3% Harrisonburg
20% Norfolk
0% Raleigh-Durham NC
20% Richmond
13% Roanoke
1% Salisbury MD
3% Tri-Cities
36% Washington