

VIRGINIA QUANTITATIVE RESEARCH[the polling company, inc.](#)[WomanTrend](#)**DAILY TRACKING TOPLINES: Nov 2-5, 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?

Nov**2-5**

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)

Nov**2-5**

88% Very Likely (Continue)

12% Somewhat Likely (Continue)

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

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?

Nov

2-5

44% Total Ed Gillespie

45% Total Ralph Northam

3% Total Cliff Hyra

31% Definitely Ed Gillespie
10% Probably Ed Gillespie
4% Lean Ed Gillespie
32% Definitely Ralph Northam
9% Probably Ralph Northam
3% Lean Ralph Northam
1% Definitely Cliff Hyra
2% Probably Cliff Hyra
1% Lean Cliff Hyra
4% 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?

Nov

2-5

46% Total Ed Gillespie

47% Total Ralph Northam

32% Definitely Ed Gillespie
10% Probably Ed Gillespie
4% Lean Ed Gillespie
34% Definitely Ralph Northam
10% Probably Ralph Northam
3% Lean Ralph Northam
4% Firmly Undecided (Do Not Read)
0% Will Not Vote (Do Not Read)
2% Refused (Do Not Read)

If the election for Lieutenant Governor were held today and the candidates were (RANDOMIZE) Republican Jill Vogel, and Democrat Justin Fairfax, for whom would you vote? (Probe: Definitely/Probably)

IF UNDECIDED ASK:

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

Nov

2-5

43% Total Jill Vogel

44% Total Justin Fairfax

27% Definitely Jill Vogel
10% Probably Jill Vogel
6% Lean Jill Vogel
29% Definitely Justin Fairfax
10% Probably Justin Fairfax
5% Lean Justin Fairfax
10% 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?

Nov

2-5

45% Total John Adams

44% Total Mark Herring

28% Definitely John Adams
11% Probably John Adams
6% Lean John Adams
27% Definitely Mark Herring
12% Probably Mark Herring
5% Lean Mark Herring
9% 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

Nov	
2-5	
42%	Total Republican
43%	Total Democrat
11%	Purely Independent
2%	Other (DNR)
2%	Refused (DNR)

CONTINUE TO ALL:

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

Nov	
2-5	
22%	Total Liberal
40%	Total Conservative
9%	Very Liberal
12%	Somewhat Liberal
33%	Moderate
24%	Somewhat Conservative
16%	Very Conservative
5%	Don't Know/Refused (DNR)

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

Nov	
2-5	
0%	Less than 18
3%	18-24
11%	25-34
15%	35-44
20%	45-54
22%	55-64
28%	65+
1%	Prefer not to answer

Are you from a Latino or Hispanic background?

Nov
2-5
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)

Nov
2-5
74% White
19% African American/Black
3% Asian American
2% Other (DNR)
2% Don't Know/Refused (DNR)

CONTINUE TO ALL:

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

Nov
2-5
2% Less than high school
14% High school graduate
20% Some college
11% College graduate with Associates or 2 year degree
28% College graduate with a Bachelors or 4 year degree
21% Post-graduate degree
2% Technical or vocational school graduate
2% 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**)

Nov
2-5
18% Internet News Sites
18% National Cable News
22% Local TV News
8% Broadcast TV News
8% News Radio
11% Local Newspaper
8% Social Media
3% Other (DNR)
2% None (DNR)
3% Don't Know/Refused (DNR)

Please indicate your gender.

Nov
2-5
48% Male
52% Female

Media Market: (PRE-CODED)

Nov
2-5
0% Bluefield WV
3% Charlottesville
0% Greensboro NC
3% Harrisonburg
20% Norfolk
0% Raleigh-Durham NC
20% Richmond
13% Roanoke
0% Salisbury MD
3% Tri-Cities
37% Washington