

VIRGINIA QUANTITATIVE RESEARCH[the polling company, inc.](#)[WomanTrend](#)**DAILY TRACKING TOPLINES: OCT 30 - Nov 2, 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?

Oct-Nov**30-2**

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)

Oct-Nov**30-2**

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?

Oct-Nov

30-2

45% Total Ed Gillespie

43% Total Ralph Northam

2% Total Cliff Hyra

30% Definitely Ed Gillespie
11% Probably Ed Gillespie
4% Lean Ed Gillespie
33% Definitely Ralph Northam
8% Probably Ralph Northam
3% Lean Ralph Northam
1% Definitely Cliff Hyra
1% Probably Cliff Hyra
0% Lean Cliff Hyra
7% Firmly Undecided (Do Not Read)
1% Will Not Vote (Do Not Read)
3% 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?

Oct-Nov

30-2

46% Total Ed Gillespie

43% Total Ralph Northam

31% Definitely Ed Gillespie
11% Probably Ed Gillespie
4% Lean Ed Gillespie
33% Definitely Ralph Northam
8% Probably Ralph Northam
2% Lean Ralph Northam
7% Firmly Undecided (Do Not Read)
1% 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?

Oct-Nov

30-2

43% Total Jill Vogel

40% Total Justin Fairfax

25% Definitely Jill Vogel
11% Probably Jill Vogel
6% Lean Jill Vogel
28% Definitely Justin Fairfax
8% Probably Justin Fairfax
4% Lean Justin Fairfax
14% Firmly Undecided (Do Not Read)
1% Will Not Vote (Do Not Read)
3% 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-Nov

30-2

43% Total John Adams

42% Total Mark Herring

26% Definitely John Adams
12% Probably John Adams
5% Lean John Adams
28% Definitely Mark Herring
9% Probably Mark Herring
4% Lean Mark Herring
12% Firmly Undecided (Do Not Read)
1% Will Not Vote (Do Not Read)
3% 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-Nov****30-2**

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)

Oct-Nov**30-2**

25%	Total Liberal
37%	Total Conservative
11%	Very Liberal
14%	Somewhat Liberal
33%	Moderate
21%	Somewhat Conservative
16%	Very Conservative
5%	Don't Know/Refused (DNR)

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

Oct-Nov**30-2**

0%	Less than 18
3%	18-24
11%	25-34
15%	35-44
20%	45-54
21%	55-64
28%	65+
1%	Prefer not to answer

Are you from a Latino or Hispanic background?

Oct-Nov

30-2

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-Nov

30-2

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

CONTINUE TO ALL:

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

Oct-Nov

30-2

2% Less than high school
16% High school graduate
17% Some college
10% College graduate with Associates or 2 year degree
30% College graduate with a Bachelors or 4 year degree
22% Post-graduate degree
1% 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-Nov

30-2

20% Internet News Sites
16% National Cable News
21% Local TV News
8% Broadcast TV News
8% News Radio
11% Local Newspaper
8% Social Media
1% Other (DNR)
2% None (DNR)
3% Don't Know/Refused (DNR)

Please indicate your gender.

Oct-Nov

30-2

48% Male

52% Female

Media Market: (PRE-CODED)

Oct-Nov

30-2

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

37% Washington