



POLLING MEMORANDUM

FR: Fritz Wenzel, President, Wenzel Strategies LLC

RE: Survey of Likely Voters in Virginia

Wenzel Strategies conducted a telephone survey of likely voters statewide in Virginia regarding the race for governor. The survey was conducted Oct. 21-22, 2013, and included 640 respondents statewide. The survey carries a confidence interval of 95% and a margin of error of +/- 3.85 percentage points.

The Wenzel Strategies survey of likely voters in Virginia shows a close race for governor heading into the final two weeks before Election Day, as Democrat Terry McAuliffe leads Republican Ken Cuccinelli by a 41% to 40% margin, with Libertarian Rob Sarvis winning 10%. Another 9% of likely voters said they were yet undecided in the race.

The Wenzel Strategies poll, using a turnout model that is closely balanced, includes a sample of 28% Democrats, 26% Republicans, and 46% independent voters. This reflects the swing-state tradition of Virginia that has lately leaned toward Republicans in statewide, non-presidential years, but has tilted to the Democrats in recent presidential elections.

Using a turnout model replicated by Quinnipiac University in its recent survey, weighting the sample to include 33% Democrats, 25% Republicans, and 42% independents or minor party supporters, McAuliffe leads with 43%, compared to 38% Cuccinelli, 10% for Sarvis and 9% yet undecided. This reflects a slight tightening of the race, compared to the Quinnipiac survey that showed McAuliffe with a 7-point lead.

The survey shows there is reason to believe the race may well be tightening going into the final stretch, as a key issue benefitting McAuliffe fades into the rearview mirror - the recent government shutdown, which hit some parts of Virginia hard. As the shutdown fades, another key issue that benefits Cuccinelli - the expanding controversy over the bungled rollout of Obamacare - is bound to grab more attention among voters by the day. It could well be that Cuccinelli has bounced off his low point and is headed up.

Finally, the question of how many conservative voters who say now that they support Sarvis will actually follow through and vote for him is yet unanswered. Voters who are disaffected with the political establishment can say they are supporting a third-party candidate, but actually casting a ballot for a spoiler is quite another matter. Outsiders have won GOP primary elections in recent cycles, but my sense is it is less likely to happen in this instance, when Sarvis supporters know it could well lead directly to the election of someone whose political philosophy is completely opposite of their own.

Uncertainty on this question is further compounded by the fact that 53% of Virginians don't even know enough about Sarvis to have formed an opinion about him. His support must be considered soft at best. In addition, a significant percentage said they were yet unsure about the race - 9% are yet undecided, yet are likely to vote.

The Wenzel Strategies survey shows voters are split on both McAuliffe and Cuccinelli. While 45% said they have a favorable opinion of McAuliffe, 46% have an unfavorable opinion of him. For Cuccinelli, 47% hold a favorable opinion, while 50% have an unfavorable opinion of him.

McAuliffe has done a better job locking down his political base, perhaps in part to recent campaigning in the state by both Clintons, who are longtime allies of McAuliffe. Among Democrats, McAuliffe wins 81% support. Among Republicans, Cuccinelli wins just 68% support. Among those who consider themselves political independents, Cuccinelli wins 44% support, compared to 33% for McAuliffe and 11% for Sarvis.

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Survey of Likely Voters in Virginia

Topline Report – October 24, 2013

Wenzel Strategies conducted a telephone survey of likely voters statewide in Virginia regarding the race for governor. The survey was conducted Oct. 21-22, 2013, and included 640 respondents statewide. The survey carries a confidence interval of 95% and a margin of error of +/- 3.85 percentage points.

1. Overall, thinking about how things are going here in Virginia, would you say things are heading in the right direction or do you think things are off on the wrong track?

Q1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RIGHT DIRECTION	239	37.3	37.3	37.3
WRONG TRACK	305	47.7	47.7	85.0
NOT SURE	96	15.0	15.0	100.0
Total	640	100.0	100.0	

2. Thinking about the upcoming election, have you already voted, would you say you are very likely to vote, somewhat likely, or not at all likely to vote?

Q2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ALREADY VOTED-VERY LIKELY	562	87.8	87.8	87.8
SOMEWHAT LIKELY	78	12.2	12.2	100.0
Total	640	100.0	100.0	



3. Do you have a favorable or unfavorable opinion of Terry McAuliffe?

Q3

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FAVORABLE	171	26.8	26.8	26.8
SOMEWHAT FAVORABLE	126	19.6	19.6	46.4
SOMEWHAT UNFAVORABLE	103	16.0	16.0	62.4
VERY UNFAVORABLE	195	30.4	30.4	92.9
NO OPINION	46	7.1	7.1	100.0
Total	640	100.0	100.0	

4. Do you have a favorable or unfavorable opinion of Ken Cuccinelli?

Q4

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FAVORABLE	185	28.8	28.8	28.8
SOMEWHAT FAVORABLE	116	18.1	18.1	46.9
SOMEWHAT UNFAVORABLE	82	12.8	12.8	59.7
VERY UNFAVORABLE	237	37.0	37.0	96.7
NO OPINION	21	3.3	3.3	100.0
Total	640	100.0	100.0	

5. Do you have a favorable or unfavorable opinion of Rob Sarvis?

Q5

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FAVORABLE	42	6.5	6.5	6.5
SOMEWHAT FAVORABLE	96	15.0	15.0	21.5
SOMEWHAT UNFAVORABLE	98	15.2	15.2	36.8
VERY UNFAVORABLE	64	10.0	10.0	46.7
NO OPINION	341	53.3	53.3	100.0
Total	640	100.0	100.0	



6. Based on everything you know about Terry McAuliffe, do you think that he is too liberal, too conservative, or do his political actions show his political philosophy is just right, to your way of thinking?

Q6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TOO LIBERAL	328	51.3	51.3	51.3
TOO CONSERVATIVE	63	9.8	9.8	61.2
JUST RIGHT	249	38.8	38.8	100.0
Total	640	100.0	100.0	

7. Based on everything you know about Ken Cuccinelli, do you think that he is too liberal, too conservative, or do his political actions show his political philosophy is just right, to your way of thinking?

Q7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TOO LIBERAL	76	11.9	11.9	11.9
TOO CONSERVATIVE	327	51.0	51.0	63.0
JUST RIGHT	237	37.0	37.0	100.0
Total	640	100.0	100.0	

8. Based on everything you know about Rob Sarvis, do you think that he is too liberal, too conservative, or do his political actions show his political philosophy is just right, to your way of thinking?

Q8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TOO LIBERAL	212	33.1	33.1	33.1
TOO CONSERVATIVE	215	33.7	33.7	66.8
JUST RIGHT	213	33.2	33.2	100.0
Total	640	100.0	100.0	



9. Now, if you were voting today in the election for governor of Virginia, and the candidates were Democrat Terry McAuliffe, Republican Ken Cuccinelli, and Libertarian Rob Sarvis, for whom would you vote?

Q9

	Frequency	Percent	Valid Percent	Cumulative Percent
McAULIFFE	262	41.0	41.0	41.0
CUCCINELLI	253	39.6	39.6	80.5
Valid SARVIS	67	10.4	10.4	91.0
NOT SURE	58	9.0	9.0	100.0
Total	640	100.0	100.0	

10. Thinking about the choice you just made for governor of Virginia, how firm would you say you are in your selection?

Q10

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY FIRM - ALREADY VOTE	490	76.6	76.6	76.6
Valid SOMEWHAT FIRM	98	15.3	15.3	91.9
NOT AT ALL FIRM	52	8.1	8.1	100.0
Total	640	100.0	100.0	

Party

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DEM	180	28.2	28.2	28.2
GOP	166	26.0	26.0	54.2
INDY	293	45.8	45.8	100.0
Total	640	100.0	100.0	



Philosophy

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY LIBERAL	54	8.5	8.5	8.5
LIBERAL	82	12.8	12.8	21.3
MODERATE	235	36.7	36.7	58.0
CONSERVATIVE	160	25.0	25.0	83.0
VERY CONSERVATIVE	109	17.0	17.0	100.0
Total	640	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
MEN	319	49.9	49.9	49.9
WOMEN	321	50.1	50.1	100.0
Total	640	100.0	100.0	

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
MARRIED	458	71.6	71.6	71.6
SINGLE	126	19.6	19.6	91.2
DIVORCED-SEPARATED	56	8.8	8.8	100.0
Total	640	100.0	100.0	

Region

	Frequency	Percent	Valid Percent	Cumulative Percent
NORTH VA	269	42.0	42.0	42.0
S-SW VA	109	17.0	17.0	59.0
S-SE VA	262	41.0	41.0	100.0
Total	640	100.0	100.0	



Public Sector Employment

	Frequency	Percent	Valid Percent	Cumulative Percent
PUBLIC SECTOR	136	21.3	21.3	21.3
Valid PRIVATE SECTOR	504	78.7	78.7	100.0
Total	640	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
UNDER AGE 25	43	6.7	6.7	6.7
25-34	59	9.2	9.2	15.9
35-44	70	10.9	10.9	26.8
Valid 45-54	102	15.9	15.9	42.7
55-64	144	22.5	22.5	65.1
65-74	125	19.6	19.6	84.7
75 +	98	15.3	15.3	100.0
Total	640	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
LESS THAN \$50K	187	29.2	29.2	29.2
\$50K TO \$75K	142	22.2	22.2	51.4
Valid \$75K TO \$125K	140	21.9	21.9	73.3
\$125K OR MORE	127	19.9	19.9	93.1
DECLINED	44	6.9	6.9	100.0
Total	640	100.0	100.0	