

SEPTEMBER 2013 EDITION

PURPLEPOLL™



VIRGINIA STATEWIDE

ABOUT PURPLE STRATEGIES

Purple is a fully integrated, bipartisan team that excels at merging red and blue perspectives to find effective strategic solutions. We look to build a consensus that will support a public affairs initiative, influence a debate or stimulate change. Our team includes experts in opinion research, strategic communications, grassroots, government affairs, digital communications and creative.

Recognizing the need for a balanced, bipartisan approach to corporate communications and issue advocacy, Alex Castellanos and Steve McMahon merged two well-established Republican and Democratic firms – National Media and Issue & Image – to create Purple Strategies. By joining forces, Purple brings together strategists and communication specialists from across the political spectrum, including veteran political strategists Bruce Haynes, Mark Squier and Jim Jordan.

The PurplePoll is fielded and analyzed by Purple Insights, the research division of Purple Strategies, the bipartisan public affairs firm.

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For more: www.purplestrategies.com

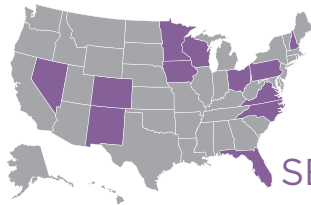


WHY THE PURPLEPOLL?

Unlike other polls, the PurplePoll focuses exclusively on the 12 states that are most likely to determine presidential elections and offer a closer view of which way the country is leaning. Since 1996, nine of these states swung between the Republican and Democratic candidates. The voters in these states have held the presidential election balance for the past dozen years, represent a fulcrum of American public opinion, and will continue to do so.

The PurplePoll was named one of the most accurate pollsters of 2012 for its national and swing state polls. It has been cited on television, in print, and online by sources that span the political spectrum, including: *MSNBC*, *Fox News*, *ABC News*, *the Wall Street Journal*, *Talking Points Memo*, *Slate*, *Politico*, *the National Review* and over a hundred other sources.

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SEPTEMBER 2013 PURPLE POLL VIRGINIA STATEWIDE

McAuliffe leads Cuccinelli by 5, with many voters still up for grabs.

As we enter a key stretch of the Virginia gubernatorial race, Democrat Terry McAuliffe holds a 5-point lead over Republican Ken Cuccinelli, 43% to 38%. With 19% undecided and nearly two months to go, this race remains volatile.

McAuliffe has nearly consolidated Democrats, leading 84% to 3%. Cuccinelli has room to grow among Republicans (77% to 6%), and leads among independent voters (45% to 33%). There is a strong split on education lines: McAuliffe leads by 18 among those with a college degree (48% to 30%), and Cuccinelli has a solid 11-point lead among those without a college degree (48% to 37%).

The gender gap in this election is strong: McAuliffe has an 18-point lead and a majority among women (50% to 32%), while Cuccinelli has the advantage among men (45% to 35%). The race also cleaves on predictable regional divides. McAuliffe holds leads in Northern Virginia (53% to 28%), and in the I-64 corridor including Richmond and Tidewater Virginia (52% to 33%). Cuccinelli is ahead in the central part of the state (44% to 31%) and has a majority in southwestern Virginia (51% to 34%).

In hypothetical 2016 match-ups in Virginia, Hillary Clinton has a 7-point lead over Rand Paul, and a slight 2-point lead over Chris Christie.

Virginia will be a key swing state in the 2016 election, as it was in 2012 and 2008. To get an early look, we tested former Senator/Secretary of State Hillary Clinton against two potential Republican nominees, Senator Rand Paul and Governor Chris Christie.

Clinton fares well in a hypothetical match-up against Rand Paul, leading 48% to 41%. In this match-up, she has almost unanimous support among Democrats (93% to 3%), while Paul captures just ¾ of GOP voters (77% to 9%).

Against Chris Christie, Clinton leads by just 2 points, 42% to 40%. Clinton's support among Democrats is lower against Christie (82% to 9%). Christie also does better among independents – he leads by 13 against Clinton, while Paul leads Clinton by 9.

The gender gap is extremely wide in both match-ups. Women prefer Clinton to Paul by 18 (55% to 37%), while men favor Paul by 5 (46% to 41%). Clinton leads Christie by 16 among women (50% to 34%), while Christie reverses that advantage among men, leading by 14 (47% to 33%).

Virginia voters do not like their gubernatorial candidates.

The Virginia governor's race pits two of the least well-liked candidates that we can recall competing in a single election. Just 24% of Virginians have a

favorable impression of Democrat Terry McAuliffe (39% unfavorable). Similarly, 29% have a favorable view of Ken Cuccinelli (49% unfavorable). Both have comparable net ratings with embattled Governor Bob McDonnell (31%/44%).

Even partisans do not particularly like their candidates. Just a bare majority of Democrats have a favorable view of McAuliffe (53%/14%). Cuccinelli has similar challenges among his partisans (slightly better-liked among his partisans (54%/16%). Importantly, he is no better liked among Republicans than current Governor Bob McDonnell (55% favorable, 16% unfavorable among Republicans).

As Alex Castellanos, founding partner of Purple Strategies, commented, "This could be a volatile race until the last minute. In Virginia, we seem to have two candidates running against each other, neither of whom can possibly win."

Voters are slightly more likely to believe that McAuliffe "shares their values" (41% to 35%), will "make Virginia a better place" (40% to 34%), and will "improve the economy" (39% to 35%). However, voters are evenly divided on which candidate is most ethical (36% McAuliffe, 35% Cuccinelli), with 30% unsure.

One of these two candidates will win the race. At the same time, it also appears that most Virginians will be unsatisfied whomever they choose.



		Total	Male	Female	Democrat	Republican	Independent	No College	College+	Northern VA	Central/North Central VA	64 Corridor	South/Southwest
Do you have a favorable or unfavorable view of Barack Obama?	Favorable	44	39	49	89	7	30	33	54	59	38	49	27
	Unfavorable	45	52	39	5	82	56	54	38	31	54	44	53
	Not sure	11	9	12	7	11	15	13	9	11	8	7	20
Do you have a favorable or unfavorable view of Hillary Clinton?	Favorable	53	46	61	93	14	45	43	62	67	46	61	38
	Unfavorable	40	46	34	5	75	47	50	32	27	48	36	51
	Not sure	7	8	5	2	11	8	7	6	7	6	4	11
Do you have a favorable or unfavorable view of Chris Christie?	Favorable	39	39	39	40	31	43	31	46	51	33	43	27
	Unfavorable	27	32	22	29	26	27	26	28	23	26	29	31
	Not sure	34	29	39	31	43	30	42	26	27	41	28	42
Do you have a favorable or unfavorable view of Rand Paul?	Favorable	30	37	23	11	38	40	33	27	28	35	26	29
	Unfavorable	41	39	43	67	20	34	32	48	53	30	44	36
	Not sure	30	24	35	22	43	25	35	25	19	36	30	35
Do you have a favorable or unfavorable view of Bob McDonnell?	Favorable	31	41	21	10	55	33	35	27	24	33	27	41
	Unfavorable	44	39	49	67	16	43	40	48	42	42	53	38
	Not sure	25	21	29	23	29	23	25	25	34	25	20	21
Do you have a favorable or unfavorable view of Terry McAuliffe?	Favorable	24	21	28	53	4	17	17	30	28	23	25	19
	Unfavorable	39	46	33	14	60	45	45	35	31	40	44	44
	Not sure	36	34	39	33	36	38	38	35	41	37	31	37
Do you have a favorable or unfavorable view of Ken Cuccinelli?	Favorable	29	39	21	8	54	33	36	24	18	34	30	36
	Unfavorable	49	44	54	75	16	49	41	57	57	45	56	37
	Not sure	21	17	25	18	30	18	23	19	25	21	14	26
If the 2013 Virginia gubernatorial election were held today and the candidates were: Democrat Terry McAuliffe and Republican Ken Cuccinelli, for whom would you vote?	McAuliffe	43	35	50	84	6	33	37	48	53	31	52	34
	Cuccinelli	38	45	32	3	77	45	48	30	28	44	33	51
	Not sure	19	19	19	13	17	23	15	22	19	25	15	15
While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Rand Paul, for whom would you vote?	Clinton	48	41	55	93	9	39	37	57	59	44	58	27
	Paul	41	46	37	3	77	48	52	32	27	46	33	63
	Not sure	11	13	9	4	14	13	11	11	13	11	9	11
While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Chris Christie, for whom would you vote?	Clinton	42	33	50	82	8	28	33	49	51	31	47	37
	Christie	40	47	34	9	79	41	46	36	27	49	41	44
	Not sure	18	20	17	9	13	31	21	15	22	20	12	19

Fielded 9/6-9/10, using automated telephone and online interviews. Total weighted N size=800 likely voters, margin of error +/-3.5.



		Total	Male	Female	Democrat	Republican	Independent	No College	College+	Northern VA	Central/North Central VA	64 Corridor	South/Southwest
Thinking about the Virginia race again, which candidate do you think is <u>more ethical</u> - Terry McAuliffe or Ken Cuccinelli?	McAuliffe	36	30	41	66	9	26	30	41	40	29	42	33
	Cuccinelli	35	43	27	5	68	40	41	29	24	38	34	45
	Not sure	30	27	32	29	24	33	29	30	36	33	24	22
Which candidate do you think more closely <u>shares your values</u> - Terry McAuliffe or Ken Cuccinelli?	McAuliffe	41	35	46	77	6	34	34	48	50	33	45	36
	Cuccinelli	35	44	26	3	69	42	42	28	26	39	36	39
	Not sure	24	20	27	20	25	24	24	24	23	28	19	25
Which candidate do you think is more likely to help <u>improve the economy and create jobs</u> - Terry McAuliffe or Ken Cuccinelli?	McAuliffe	39	33	43	69	8	33	33	43	42	34	46	31
	Cuccinelli	35	44	27	6	66	43	43	29	26	38	35	44
	Not sure	26	22	30	25	26	24	24	27	31	28	19	25
Which candidate do you think is more likely to <u>make Virginia a better place to live</u> - Terry McAuliffe or Ken Cuccinelli?	McAuliffe	40	34	45	71	7	36	33	46	46	32	46	36
	Cuccinelli	34	43	25	4	66	40	39	29	28	38	33	36
	Not sure	26	24	29	25	26	24	27	25	27	30	21	28

Fielded 9/6-9/10, using automated telephone and online interviews. Total weighted N size=800 likely voters, margin of error +/-3.5.



Are you male or female?	Male	48
	Female	52
Do you consider yourself to be a Democrat, Republican, or Independent?	Democrat	33
	Republican	28
	Independent	33
	Other/Don't know	6
What is your race?	White	73
	Black	16
	Hispanic/Latino	3
	Other	3
	Don't know/Refused	5
Into which of the following categories does your age fall?	18 to 29	10
	30 to 44	25
	45 to 64	45
	65 or older	18
	Don't know/Refused	2
What is the highest level of education you have completed?	No college degree	45
	College degree or higher	54
	Don't know/Refused	1

Fielded 9/6-9/10, using automated telephone and online interviews. Total weighted N size=800 likely voters, margin of error +/-3.5.



1. Do you have a favorable or unfavorable view of Barack Obama?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

2. Do you have a favorable or unfavorable view of Hillary Clinton?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

3. Do you have a favorable or unfavorable view of Chris Christie?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

4. Do you have a favorable or unfavorable view of Rand Paul?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

5. Do you have a favorable or unfavorable view of Bob McDonnell?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

6. Do you have a favorable or unfavorable view of Terry McAuliffe?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

7. Do you have a favorable or unfavorable view of Ken Cuccinelli?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

8. If the 2013 Virginia gubernatorial election were held today and the candidates were: Democrat Terry McAuliffe and Republican Ken Cuccinelli, for whom would you vote?

- 1) McAuliffe
- 2) Cuccinelli
- 3) Not sure

9. While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Rand Paul, for whom would you vote?

- 1) Clinton
- 2) Paul
- 3) Not sure

10. While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Chris Christie, for whom would you vote?

- 1) Clinton
- 2) Christie
- 3) Not sure

11. Thinking about the Virginia race again, which candidate do you think is more ethical – Terry McAuliffe or Ken Cuccinelli?

- 1) McAuliffe
- 2) Cuccinelli
- 3) Not sure

12. Which candidate do you think more closely shares your values – Terry McAuliffe or Ken Cuccinelli?

- 1) McAuliffe
- 2) Cuccinelli
- 3) Not sure

13. Which candidate do you think is more likely to help improve the economy and create jobs – Terry McAuliffe or Ken Cuccinelli?

- 1) McAuliffe
- 2) Cuccinelli
- 3) Not sure

14. Which candidate do you think is more likely to make Virginia a better place to live – Terry McAuliffe or Ken Cuccinelli?

- 1) McAuliffe
- 2) Cuccinelli
- 3) Not sure