



**POLL MUST BE SOURCED:**  
**NBC4/NBC News/Marist Poll\***

**McAuliffe Edges Cuccinelli**  
**In Contest for Virginia Governor**

\*\*\* Complete Tables for Poll Appended \*\*\*

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**This NBC4/NBC News/Marist Poll Reports:**

Democrat Terry McAuliffe narrowly leads Republican Ken Cuccinelli in the hotly contested race for Virginia governor. Among likely voters in Virginia including those who are undecided yet leaning toward a candidate, McAuliffe receives 43% to 38% for Cuccinelli. Libertarian candidate Robert Sarvis garners 8% of the vote. One percent supports another candidate, and 10% are undecided.

When NBC News/Marist last reported this question in May, Cuccinelli -- 45% -- and McAuliffe -- 42% -- were in a virtual dead heat among likely voters including those who were undecided yet leaning toward a candidate. Less than 1% supported another candidate, and 13% were undecided.

"None of the candidates has reached a comfort level with voters," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "Look no further than how voters compare the candidates on key issues. With the exception of social issues, no one breaks 40% on any area of concern to voters."

**Key points:**

- **Party ID.** 89% of likely voters who are Democrats support McAuliffe while 83% of Republicans are for Cuccinelli. Among independent voters in Virginia, the candidates are in a close contest. 36% back McAuliffe while 34% are for Cuccinelli. Sarvis receives 15% of independents, 5% of Republicans, and 2% of Democrats.

\*All references to the survey must be sourced as "NBC4/NBC News/Marist Poll"

- **Gender.** There is a gender gap. Half of women who are likely to vote -- 50% -- support McAuliffe while 32% are behind Cuccinelli. However, Cuccinelli leads among men with 44% compared with 36% for McAuliffe.
- **Intensity of Support.** A majority of likely voters with a candidate preference -- 59% -- says they strongly support their choice of candidate for governor. 31% are somewhat behind their selection while 9% might vote differently. One percent is unsure. 59% of those who are behind McAuliffe are strongly committed to their choice of candidate for governor. This compares with 60% of Cuccinelli's supporters who have the same level of support for him.

Among registered voters in Virginia including those who are undecided yet leaning toward a candidate, 41% support McAuliffe, 35% are for Cuccinelli, and 8% back Sarvis. One percent wants another candidate to be elected, and 14% are undecided. In that previous survey, registered voters divided. 43% backed McAuliffe, 41% were for Cuccinelli, 1% supported another candidate, and 16% were undecided.

### **Cuccinelli's Favorable Rating Slides... McAuliffe Still Unknown to Three in Ten**

Cuccinelli's favorable rating is now upside down. 45% of Virginia residents have an *unfavorable* view of him while 31% have a *favorable* impression of the candidate. 23% have either never heard of Cuccinelli or are unsure how to rate him. Similar proportions of registered voters share these views. 47% of voters have an unfavorable opinion of Cuccinelli while 34% have a favorable one. 19% have either never heard of him or are unsure how to rate him.

In NBC News/Marist's May survey, Cuccinelli's rating was right side up. Four in ten Virginia adults -- 40% -- had a positive view of Cuccinelli. 26% had an unfavorable one, and 34% had either never heard of him or were unsure how to rate him. Among registered voters, 42%, at that time, thought highly of Cuccinelli, 27% had a lesser opinion of him, and 32% had either never heard of him or were unsure how to rate him.

When it comes to McAuliffe, 38% of Virginia residents have a favorable impression of him. 32% have an unfavorable one, and a notable 30% have either never heard of him or are unsure how to rate him. Among registered voters statewide, 41% think well of McAuliffe, 34% have a negative view of him, and 26% have either never heard of him or are unsure how to rate him.

In the spring, McAuliffe was even less-known to Virginia residents. While 31% had a positive opinion of the candidate and 23% had an unfavorable impression of him, a plurality -- 46% -- had either never heard of him or were unsure how to rate him. Among registered voters, 32%, at that time, viewed McAuliffe favorably. 24% had an unfavorable opinion of him, and 44% had either never heard of him or were unsure how to rate him.

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How does Sarvis fare in the realm of public opinion? The candidate is not well-known to most Virginians. 66% of adults statewide have either never heard of Sarvis or are unsure how to rate him. 20% have a favorable view of him, and 15% have an unfavorable impression of him. Similar proportions of registered voters share these views. 63% of voters have either never heard of or are unsure how to rate Sarvis. 21% have a positive opinion of him, and 16% have a negative view of him.

### **The Impact of Controversy**

The McAuliffe and Cuccinelli campaigns have had to address controversies surrounding their candidates. How have these controversies affected Virginians' opinions of the candidates?

When it comes to McAuliffe's past work at the automotive company Green Tech, about six in ten residents -- 61% -- do not know enough about the situation to form an opinion. 16% say McAuliffe's association with the company has fostered a more negative opinion of the candidate while 2% say it makes them feel more positively toward him. About one in five -- 21% -- report it has not impacted their view of McAuliffe. Similar proportions of registered voters share these views.

Looking at Cuccinelli's association with Star Scientific and its CEO, Jonnie Williams, a plurality -- 47% -- says they don't know enough about the connection to form an opinion. Nearly three in ten -- 28% -- report they have a more negative attitude toward the candidate while just 2% say it has positively affected their opinion of him. About one in four residents -- 24% -- says it has not had much of an impact on their view of Cuccinelli. Again, similar proportions of registered voters have these opinions.

### **Ideologically Speaking**

When it comes to McAuliffe's political views, about four in ten adults in Virginia -- 39% -- believe his ideology is about right. 29% think he is too liberal, and only 7% say he is too conservative. A notable 25% are unsure.

When NBC News/Marist reported this question last spring, 32% of residents reported his ideology was about right. 27% said he was too liberal while 5% thought he was too conservative. 36%, at that time, were unsure.

A plurality of adults statewide -- 37% -- thinks Cuccinelli is too conservative. 32% report his ideology is about right, and only 9% say he is too liberal. About one in five -- 21% -- is unsure about Cuccinelli's political views.

In May, 38% considered Cuccinelli's political views to be about right. This compares with 25% who said he was too conservative, 6% who thought he was too liberal, and 31% who were unsure.

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## Issues and Image: McAuliffe Bests Cuccinelli on Most... Candidates Closer on Trust, Business, and Experience

When it comes to issues and candidate qualities, how do Virginians view the gubernatorial candidates?

- A plurality of residents -- 44% -- says McAuliffe comes closer to their views on **social issues** such as abortion. This compares with 26% who report Cuccinelli better reflects their views. Five percent think neither of the candidates identifies with their personal views on social issues, and less than 1% of residents believe both candidates share their opinion. 24% are unsure. In May, there was little consensus. 31% thought Cuccinelli aligned with their personal position on social issues while 30% had this view of McAuliffe. One percent said both reflected their views while 4% reported neither identified with their views on social issues. 34%, at that time, were unsure.
- Nearly four in ten adults -- 38% -- think McAuliffe **cares more about the middle class** while 29% have this view of Cuccinelli. One percent believes both candidates have the best interests of the middle class in mind while 10% think neither cares about the middle class. 22% are unsure. In that previous survey, residents divided. 30% thought Cuccinelli cared more about the middle class while 29% had this impression of McAuliffe. One percent reported both candidates were concerned about middle class residents while 6% said neither candidate was concerned. 34% were unsure.
- 39% of residents in Virginia think McAuliffe **shares their values** while 31% believe Cuccinelli does. One percent says both candidates reflect their core principles while 10% report neither does. 19% are unsure. When NBC News/Marist last reported this question, 34% said Cuccinelli shared their values. This compares with 28% who had this impression of McAuliffe at that time. One percent reported both candidates represented their ideals while 6% said neither did. 31%, then, were unsure.
- Which candidate **better understands residents' problems**? 39% think McAuliffe is the candidate who can better relate to the problems facing Virginians. This compares with 33% who have this view of Cuccinelli. Less than 1% of residents say both candidates can identify with the average person in Virginia while 10% report neither can relate to their problems. 18% are unsure. In May, there was no consensus. About one-third -- 33% -- said Cuccinelli better understood residents' problems. 29% thought McAuliffe could better relate to the issues confronting residents of Virginia. Less than 1% said both candidates understood residents' challenges while 7% reported neither could empathize with them. 31% were unsure.
- Which candidate for governor do residents **trust more to do what's best for Virginia**? 39% choose McAuliffe, and 34% have confidence in Cuccinelli. Less than 1% of Virginians believe both candidates will improve the state while 10% trust neither. 16% are unsure. In May, Cuccinelli -- 37% -- edged McAuliffe -- 31% -- on this question. Less than 1% trusted both candidates while 5% had confidence in neither candidate. 26% were unsure.

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- However, when it comes to the candidate who would **be better for business** in Virginia, 37% think Cuccinelli is the man for the job while 35% have this opinion of McAuliffe. Less than 1% of residents say both candidates can help bolster business in Virginia while 6% think neither candidate can handle the issue. 22% are unsure.
- When it comes to the candidate who has the **experience to be governor**, 38% think Cuccinelli has the necessary experience while 34% say the same about McAuliffe. Two percent think both candidates have the know-how to be governor while 7% say neither is prepared to assume the role. 20% are unsure.

### **Majority Supports Same-Sex Marriage**

Where do Virginians stand on the issue of same-sex marriage? 55% of adults statewide favor allowing gay and lesbian couples to enter into same-sex marriage. This includes 36% who strongly support gay marriage. 37% oppose same-sex marriage which includes 10% who strongly oppose it. Eight percent are unsure.

### **Northam and Jackson Neck and Neck in Lieutenant Governor's Contest**

In the race for Virginia's lieutenant governor, Democrat Ralph Northam receives the support of 44% of likely Virginia voters including those who are undecided yet leaning toward a candidate. Republican E.W. Jackson has the support of 41% while 1% backs another candidate. 13% are undecided.

How strongly do likely voters with a candidate preference support their choice of candidate for lieutenant governor? 46% are firmly committed to their choice of candidate. 41% say they somewhat support their selection while 11% might vote differently. Two percent are unsure. Among likely voters who back Northam, 47% strongly support him. This compares with 44% of Jackson's backers who are firmly committed to him.

Among registered voters statewide, 42% are for Northam while 40% are for Jackson. One percent supports another candidate, and 16% are undecided.

### **More than One in Four Voters Undecided in Attorney General's Race**

Among likely voters including those who are undecided yet leaning toward a candidate, Democrat Mark Herring has the support of 39% in the contest for attorney general. This compares with 34% for Republican Mark Obenshain. One percent backs another candidate seeking the office, and 26% are undecided.

42% of likely voters with a candidate preference for attorney general strongly support their choice. 40% are somewhat committed to their candidate selection while 16% might vote differently. One percent is unsure. Among those who back Herring, 43% are firmly behind him. A similar proportion of Obenshain backers -- 42% -- has this level of support for their candidate for attorney general.

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Among registered voters in Virginia including those who are undecided yet leaning toward a candidate, 38% support Herring. 32% back Obenshain, and 2% are for another candidate. A notable 28% are undecided.

### **McDonnell's Approval Rating Declines, Yet He Remains Popular**

51% of Virginians approve of the job Governor Bob McDonnell is doing in office. 33% disapprove, and 16% are unsure. 55% of registered voters statewide think highly of McDonnell's job performance while 33% disapprove. 12% are unsure.

There has been a drop in the proportions of Virginia residents and registered voters who approve of how McDonnell is performing his job. When NBC News/Marist reported this question in May, 60% of residents had a positive view of how McDonnell was doing in office while 22% disapproved. At that time, 18% were unsure. Among registered voters, 61% approved of how the governor was doing in his role while 24% disapproved. 15% were unsure.

McDonnell's favorability rating has also suffered. 49% of adults in Virginia have a favorable view of McDonnell. 32% have an unfavorable one, and 19% have either never heard of him or are unsure how to rate him. 52% of registered voters think well of McDonnell. 33% have a lesser view of him, and 15% are unsure.

In May, 58% had a favorable opinion of Governor McDonnell. 23% had a negative impression of him, and 19% were unsure. Among registered voters in Virginia, 60% had a positive opinion of McDonnell. 24% had an unfavorable one, and 16% were unsure.

McDonnell is limited to one term in office, but if he could run for a second term, 47% of registered voters would support his re-election bid while 42% would back McAuliffe. Two percent would cast their ballot for another candidate, and 9% are undecided. In that previous survey, a majority of registered voters -- 51% -- said they would back McDonnell in a race for governor. This compares with 36% who reported they would support McAuliffe. One percent was for another candidate, and 12% were undecided.

### **Nearly Six in Ten Think State is Moving in the Right Direction**

58% of Virginians think the state is on the right course. 36% believe it is on the wrong one, and 6% are unsure. Among registered voters statewide, 59% say Virginia is traveling along the proper path while 36% say it needs a new direction. Five percent are unsure.

In May, 60% of adults thought the state's trajectory was correct. This compares with 33% who said Virginia needed a new path. Seven percent were unsure. Among registered voters, 61% said Virginia was moving in the right direction, 32% believed it was traveling in the wrong direction, and 7% were unsure.

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## **Virginia Residents Divide over Obama's Job Performance**

Nearly half of Virginia residents -- 48% -- approve of the job President Barack Obama is doing in office. 46% disapprove, and 6% are unsure. Similarly, 48% of registered voters have a positive view of the president's job performance. 47% of voters disapprove, and 5% are unsure.

In NBC News/Marist's May survey, a slim majority of adults -- 51% -- gave the president high marks. 45% believed he fell short, and 4% were unsure.

When it comes to President Obama's favorability rating, a majority of adults -- 52% -- has a positive impression of the president. 45% have an unfavorable opinion of Obama, and 4% are unsure. Similar proportions of registered voters share these views.

There has been little change on this question since May when 53% of adults statewide had a favorable view of President Obama. 43% had an unfavorable one, and 3% were unsure.

## How the Survey was Conducted

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### **Nature of the Sample: NBC4/NBC News/Marist Poll Virginia Survey of 1,218 Adults**

This survey of 1,213 adults was conducted September 17<sup>th</sup> through September 19<sup>th</sup>, 2013. Adults 18 years of age and older residing in the state of Virginia were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results for adults are statistically significant within  $\pm 2.8$  percentage points. There are 1,069 registered voters. The results for this subset are statistically significant within  $\pm 3.0$  percentage points. There are 546 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2013 election for governor based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 4.2$  percentage points. The error margin increases for cross-tabulations.



Nature of the Sample - Virginia

		Virginia Adults	Virginia Registered Voters	Virginia Likely Voters
		Col %	Col %	Col %
Virginia Adults		100%		
Virginia Registered Voters		88%	100%	
Virginia Likely Voters		45%	51%	100%
Party Identification	Democrat	n/a	32%	33%
	Republican	n/a	29%	30%
	Independent	n/a	39%	36%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	22%	24%
	Not strong Democrats	n/a	9%	8%
	Democratic leaning independents	n/a	14%	13%
	Just Independents	n/a	11%	9%
	Republican leaning independents	n/a	14%	15%
	Not strong Republicans	n/a	10%	9%
	Strong Republicans	n/a	19%	21%
	Other	n/a	1%	1%
Political Ideology	Very liberal-Liberal	n/a	25%	25%
	Moderate	n/a	38%	36%
	Conservative-Very conservative	n/a	37%	39%
Past Participation**	Yes	n/a	77%	88%
	No	n/a	23%	12%
Tea Party Supporters		n/a	24%	26%
Gender	Men	48%	48%	49%
	Women	52%	52%	51%
Age	Under 45	49%	46%	37%
	45 or older	51%	54%	63%
Age	18 to 29	22%	20%	13%
	30 to 44	27%	26%	24%
	45 to 59	28%	29%	33%
	60 or older	23%	25%	30%
Race	White	67%	68%	72%
	African American	19%	18%	17%
	Latino	7%	7%	5%
	Other	7%	8%	6%
Region	D.C. Suburbs	18%	19%	19%
	Northern Virginia Exurbs	16%	16%	16%
	Central/West	23%	23%	22%
	Richmond/East	23%	23%	25%
	Tidewater	20%	19%	19%
Household Income	Less than \$75,000	59%	57%	52%
	\$75,000 or more	41%	43%	48%
Education	Not college graduate	53%	51%	44%
	College graduate	47%	49%	56%
Evangelical Christian	Yes	16%	17%	19%
	No	84%	83%	81%
Interview Type	Landline	57%	59%	64%
	Cell Phone	43%	41%	36%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, 2013, n=1213 MOE +/- 2.8 percentage points. Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

		Virginia Likely Voters				
		Tossup for governor including those who are undecided yet leaning toward a candidate				
		Terry McAuliffe, the Democrat	Ken Cuccinelli, the Republican	Robert Sarvis, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Virginia Likely Voters		43%	38%	8%	1%	10%
Party Identification	Democrat	89%	2%	2%	0%	6%
	Republican	4%	83%	5%	1%	6%
	Independent	36%	34%	15%	1%	15%
Party Identification*	Strong Democrats	93%	2%	2%	0%	3%
	Soft Democrats	76%	6%	7%	0%	10%
	Soft Republicans	9%	70%	9%	1%	11%
	Strong Republicans	3%	85%	5%	2%	6%
Tea Party Supporters		9%	72%	9%	2%	9%
Political Ideology	Very liberal-Liberal	78%	9%	3%	0%	10%
	Moderate	50%	24%	12%	1%	13%
	Conservative-Very conservative	14%	71%	6%	1%	8%
Intensity of Support	Strongly support	49%	44%	6%	0%	0%
	Somewhat support	47%	45%	8%	0%	0%
	Might vote differently	54%	31%	15%	0%	0%
2009 McDonnell Voters		16%	63%	10%	1%	10%
2012 Obama Voters		81%	5%	5%	1%	9%
Gender	Men	36%	44%	8%	2%	10%
	Women	50%	32%	7%	0%	11%
Age	Under 45	46%	32%	8%	1%	12%
	45 or older	42%	42%	7%	1%	9%
Age	18 to 29	42%	31%	11%	2%	14%
	30 to 44	48%	33%	6%	1%	11%
	45 to 59	40%	42%	8%	1%	9%
	60 or older	44%	41%	5%	1%	8%
Race	White	35%	46%	10%	1%	8%
	African American	74%	8%	3%	0%	15%
Region	D.C. Suburbs	55%	34%	4%	0%	7%
	Northern Virginia Exurbs	37%	48%	5%	1%	9%
	Central/West	34%	46%	8%	1%	10%
	Richmond/East	45%	34%	9%	1%	11%
	Tidewater	43%	31%	10%	2%	15%
Household Income	Less than \$75,000	44%	36%	8%	1%	12%
	\$75,000 or more	44%	40%	8%	1%	7%
Education	Not college graduate	37%	41%	7%	1%	14%
	College graduate	48%	36%	8%	1%	8%
Interview Type	Landline	44%	40%	7%	0%	8%
	Cell Phone	41%	34%	8%	2%	15%

NBC4/NBC News/Marist Poll Virginia Likely Voters. Interviews conducted September 17th through September 19th, 2013, n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include Likely Voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those Likely Voters who identify as "not strong Republicans" or Republican leaning independents.

		Virginia Likely Voters with a Candidate Preference for Governor			
		Would you say you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Virginia Likely Voters with a Candidate Preference for Governor		59%	31%	9%	1%
Party Identification	Democrat	66%	25%	8%	1%
	Republican	62%	29%	8%	2%
	Independent	46%	40%	13%	2%
Governor Choice	Terry McAuliffe	59%	30%	10%	1%
	Ken Cuccinelli	60%	32%	7%	1%
Tea Party Supporters		67%	24%	8%	1%
Political Ideology	Very liberal-Liberal	71%	24%	5%	0%
	Moderate	42%	42%	14%	2%
	Conservative-Very conservative	65%	24%	9%	1%
Gender	Men	55%	34%	9%	2%
	Women	62%	27%	10%	1%
Age	Under 45	45%	44%	10%	0%
	45 or older	66%	24%	9%	2%
Race	White	59%	33%	8%	1%
	African American	59%	27%	13%	1%
Region	D.C. Suburbs	65%	27%	7%	1%
	Northern Virginia Exurbs	60%	31%	9%	1%
	Central/West	53%	35%	10%	2%
	Richmond/East	57%	31%	11%	1%
	Tidewater	60%	29%	9%	2%
Household Income	Less than \$75,000	52%	34%	12%	1%
	\$75,000 or more	64%	28%	7%	1%
Education	Not college graduate	59%	26%	14%	2%
	College graduate	59%	34%	6%	1%
Interview Type	Landline	65%	26%	8%	1%
	Cell Phone	46%	40%	12%	2%

NBC4/NBC News/Marist Poll Virginia Likely Voters with Candidate Preference. Interviews conducted September 17th through September 19th, 2013, n=434 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

## NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Registered Voters				
		Tossup for governor including those who are undecided yet leaning toward a candidate				
		Terry McAuliffe, the Democrat	Ken Cuccinelli, the Republican	Robert Sarvis, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Virginia Registered Voters		41%	35%	8%	1%	14%
Virginia Likely Voters		43%	38%	8%	1%	10%
Party Identification	Democrat	87%	3%	2%	1%	8%
	Republican	5%	78%	5%	2%	9%
	Independent	34%	29%	14%	2%	21%
Party Identification*	Strong Democrats	92%	2%	2%	0%	4%
	Soft Democrats	70%	8%	8%	1%	14%
	Just Independents	23%	18%	18%	6%	36%
	Soft Republicans	10%	63%	9%	1%	17%
	Strong Republicans	3%	82%	6%	1%	7%
Tea Party Supporters		11%	65%	10%	1%	12%
Political Ideology	Very liberal-Liberal	73%	11%	3%	0%	13%
	Moderate	45%	25%	11%	2%	17%
	Conservative-Very conservative	16%	65%	7%	2%	11%
Intensity of Support	Strongly support	50%	44%	7%	0%	0%
	Somewhat support	47%	44%	9%	0%	0%
	Might vote differently	56%	30%	14%	0%	0%
Past Participation**	Yes	40%	36%	8%	2%	14%
	No	46%	30%	6%	0%	18%
2009 McDonnell Voters		18%	58%	11%	2%	11%
2012 Obama Voters		75%	6%	6%	1%	13%
Gender	Men	34%	42%	9%	2%	13%
	Women	48%	28%	7%	1%	15%
Age	Under 45	42%	31%	8%	1%	18%
	45 or older	42%	38%	7%	2%	11%
Age	18 to 29	39%	35%	9%	1%	16%
	30 to 44	44%	28%	7%	1%	19%
	45 to 59	39%	38%	9%	2%	12%
	60 or older	45%	38%	6%	1%	10%
Race	White	33%	44%	10%	1%	12%
	African American	69%	8%	4%	1%	18%
	Other	47%	26%	4%	2%	21%
Region	D.C. Suburbs	52%	32%	5%	0%	11%
	Northern Virginia Exurbs	37%	40%	6%	2%	15%
	Central/West	33%	43%	9%	1%	13%
	Richmond/East	44%	30%	9%	2%	15%
	Tidewater	43%	28%	9%	2%	18%
Household Income	Less than \$75,000	43%	32%	8%	2%	15%
	\$75,000 or more	41%	39%	8%	1%	11%
Education	Not college graduate	37%	36%	8%	2%	18%
	College graduate	47%	34%	8%	1%	11%
Interview Type	Landline	43%	36%	8%	1%	12%
	Cell Phone	39%	33%	8%	2%	18%

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\*\*Past participation refers to previous participation in a gubernatorial election.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Ken Cuccinelli?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		31%	45%	23%
Virginia Registered Voters		34%	47%	19%
Virginia Likely Voters		38%	49%	13%
Party Identification^	Democrat	11%	73%	16%
	Republican	64%	23%	13%
	Independent	31%	46%	22%
Party Identification*	Strong Democrats	11%	77%	13%
	Soft Democrats	12%	69%	18%
	Just Independents	23%	37%	40%
	Soft Republicans	52%	30%	18%
	Strong Republicans	72%	17%	11%
Tea Party Supporters^	63%	25%	12%	
Political Ideology^	Very liberal-Liberal	12%	72%	16%
	Moderate	25%	57%	17%
	Conservative-Very conservative	61%	23%	16%
Gender	Men	39%	39%	22%
	Women	25%	51%	24%
Age	Under 45	27%	41%	32%
	45 or older	36%	49%	15%
Age	18 to 29	26%	39%	35%
	30 to 44	28%	43%	29%
	45 to 59	34%	48%	18%
	60 or older	38%	50%	11%
Race	White	37%	43%	20%
	African American	15%	60%	25%
	Other	28%	37%	35%
Region	D.C. Suburbs	32%	50%	19%
	Northern Virginia Exurbs	34%	38%	28%
	Central/West	38%	42%	20%
	Richmond/East	27%	52%	22%
	Tidewater	27%	44%	29%
Household Income	Less than \$75,000	29%	45%	26%
	\$75,000 or more	36%	49%	15%
Education	Not college graduate	31%	41%	28%
	College graduate	33%	50%	17%
Interview Type	Landline	35%	48%	17%
	Cell Phone	27%	41%	32%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Terry McAuliffe?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		38%	32%	30%
Virginia Registered Voters		41%	34%	26%
Virginia Likely Voters		44%	36%	20%
Party Identification^	Democrat	64%	13%	23%
	Republican	20%	57%	22%
	Independent	38%	33%	29%
Party Identification*	Strong Democrats	72%	9%	20%
	Soft Democrats	55%	22%	24%
	Just Independents	21%	27%	52%
	Soft Republicans	28%	46%	26%
	Strong Republicans	16%	67%	18%
Tea Party Supporters^		23%	57%	20%
Political Ideology^	Very liberal-Liberal	66%	15%	19%
	Moderate	46%	27%	27%
	Conservative-Very conservative	21%	55%	24%
Gender	Men	36%	36%	28%
	Women	39%	29%	32%
Age	Under 45	36%	24%	40%
	45 or older	39%	41%	20%
Age	18 to 29	35%	23%	42%
	30 to 44	37%	24%	39%
	45 to 59	42%	38%	20%
	60 or older	36%	43%	21%
Race	White	36%	38%	27%
	African American	47%	22%	31%
	Other	37%	20%	44%
Region	D.C. Suburbs	53%	24%	23%
	Northern Virginia Exurbs	32%	31%	37%
	Central/West	30%	36%	34%
	Richmond/East	39%	35%	26%
	Tidewater	34%	34%	32%
Household Income	Less than \$75,000	33%	33%	34%
	\$75,000 or more	49%	32%	19%
Education	Not college graduate	30%	35%	35%
	College graduate	47%	30%	22%
Interview Type	Landline	41%	34%	25%
	Cell Phone	33%	30%	37%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

## NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Robert Sarvis?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		20%	15%	66%
Virginia Registered Voters		21%	16%	63%
Virginia Likely Voters		21%	15%	64%
Party Identification^	Democrat	20%	15%	65%
	Republican	18%	21%	61%
	Independent	25%	13%	62%
Party Identification*	Strong Democrats	19%	13%	68%
	Soft Democrats	23%	18%	59%
	Just Independents	26%	8%	66%
	Soft Republicans	21%	17%	62%
	Strong Republicans	20%	20%	59%
Tea Party Supporters^		25%	18%	57%
Political Ideology^	Very liberal-Liberal	20%	15%	65%
	Moderate	24%	16%	60%
	Conservative-Very conservative	21%	17%	62%
Gender	Men	22%	15%	63%
	Women	17%	15%	68%
Age	Under 45	23%	15%	61%
	45 or older	17%	15%	69%
Age	18 to 29	29%	13%	59%
	30 to 44	19%	17%	64%
	45 to 59	19%	17%	64%
	60 or older	13%	12%	75%
Race	White	18%	15%	68%
	African American	23%	21%	57%
	Other	26%	10%	63%
Region	D.C. Suburbs	19%	11%	70%
	Northern Virginia Exurbs	19%	10%	71%
	Central/West	17%	16%	67%
	Richmond/East	23%	15%	62%
	Tidewater	20%	20%	59%
Household Income	Less than \$75,000	22%	17%	61%
	\$75,000 or more	21%	14%	65%
Education	Not college graduate	20%	18%	62%
	College graduate	19%	12%	69%
Interview Type	Landline	19%	14%	67%
	Cell Phone	20%	17%	64%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults			
		Has what you have seen, read, or heard about Terry McAuliffe's past work for the automotive company Green Tech, made you feel more positive about him, more negative about him, not made much difference in your opinion or do you not know enough about this to have an opinion?			
		More positive	More negative	Not made much difference	Do not know enough about this to have an opinion
		Row %	Row %	Row %	Row %
Virginia Adults		2%	16%	21%	61%
Virginia Registered Voters		2%	17%	22%	59%
Virginia Likely Voters		3%	21%	26%	51%
Party Identification^	Democrat	4%	7%	30%	59%
	Republican	1%	26%	17%	57%
	Independent	2%	18%	19%	60%
Party Identification*	Strong Democrats	4%	6%	34%	55%
	Soft Democrats	4%	8%	24%	63%
	Just Independents	0%	13%	17%	70%
	Soft Republicans	1%	25%	15%	59%
Tea Party Supporters^	Strong Republicans	0%	32%	17%	51%
		0%	34%	10%	55%
Political Ideology^	Very liberal-Liberal	5%	6%	36%	54%
	Moderate	2%	16%	21%	61%
	Conservative-Very conservative	1%	26%	15%	58%
Gender	Men	2%	22%	22%	54%
	Women	2%	12%	20%	67%
Age	Under 45	1%	9%	17%	73%
	45 or older	3%	22%	25%	50%
Age	18 to 29	2%	6%	15%	77%
	30 to 44	1%	11%	18%	69%
	45 to 59	2%	21%	28%	50%
	60 or older	3%	24%	22%	50%
Race	White	2%	20%	22%	56%
	African American	4%	6%	15%	74%
	Other	0%	11%	18%	71%
Region	D.C. Suburbs	2%	19%	27%	52%
	Northern Virginia Exurbs	2%	19%	20%	60%
	Central/West	2%	17%	15%	66%
	Richmond/East	2%	13%	21%	64%
	Tidewater	2%	15%	23%	60%
Household Income	Less than \$75,000	2%	12%	16%	71%
	\$75,000 or more	2%	23%	27%	48%
Education	Not college graduate	2%	14%	14%	71%
	College graduate	2%	19%	30%	49%
Interview Type	Landline	2%	20%	22%	56%
	Cell Phone	2%	12%	19%	67%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.  
 ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.



## NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults			
		Has what you have seen, read, or heard about Ken Cuccinelli's association with Star Scientific and its CEO, Jonnie Williams, made you feel more positive about him, more negative about him, not made much difference in your opinion or do you not know enough about this to have an opinion?			
		More positive	More negative	Not made much difference	Do not know enough about this to have an opinion
		Row %	Row %	Row %	Row %
Virginia Adults		2%	28%	24%	47%
Virginia Registered Voters		2%	29%	25%	44%
Virginia Likely Voters		2%	34%	27%	36%
Party Identification^	Democrat	0%	38%	19%	43%
	Republican	4%	19%	33%	44%
	Independent	2%	30%	24%	44%
Party Identification*	Strong Democrats	0%	45%	17%	38%
	Soft Democrats	1%	32%	19%	47%
	Just Independents	1%	23%	19%	57%
	Soft Republicans	4%	25%	30%	41%
	Strong Republicans	4%	16%	36%	44%
Tea Party Supporters^		4%	21%	31%	44%
Political Ideology^	Very liberal-Liberal	1%	39%	24%	35%
	Moderate	1%	31%	22%	46%
	Conservative-Very conservative	4%	22%	30%	45%
Gender	Men	3%	28%	27%	42%
	Women	1%	27%	20%	51%
Age	Under 45	3%	20%	23%	55%
	45 or older	2%	34%	25%	39%
Age	18 to 29	5%	11%	22%	62%
	30 to 44	0%	28%	24%	48%
	45 to 59	1%	35%	25%	39%
	60 or older	2%	34%	24%	39%
Race	White	2%	29%	26%	42%
	African American	0%	26%	19%	55%
	Other	3%	20%	18%	59%
Region	D.C. Suburbs	1%	33%	27%	39%
	Northern Virginia Exurbs	4%	23%	24%	49%
	Central/West	3%	24%	25%	48%
	Richmond/East	2%	32%	17%	49%
	Tidewater	2%	25%	26%	47%
Household Income	Less than \$75,000	2%	22%	20%	56%
	\$75,000 or more	3%	37%	28%	32%
Education	Not college graduate	3%	19%	20%	57%
	College graduate	1%	37%	28%	34%
Interview Type	Landline	2%	30%	24%	44%
	Cell Phone	3%	24%	23%	51%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults			
		Do you think Terry McAuliffe is too liberal, too conservative, or about right?			
		Too liberal	Too conservative	About right	Unsure
		Row %	Row %	Row %	Row %
Virginia Adults		29%	7%	39%	25%
Virginia Registered Voters		31%	6%	41%	22%
Virginia Likely Voters		35%	5%	43%	17%
Party Identification^	Democrat	5%	7%	71%	17%
	Republican	57%	4%	17%	21%
	Independent	32%	8%	37%	24%
Party Identification*	Strong Democrats	3%	5%	80%	12%
	Soft Democrats	15%	12%	54%	18%
	Just Independents	20%	6%	34%	40%
	Soft Republicans	50%	3%	22%	25%
	Strong Republicans	63%	6%	13%	18%
Tea Party Supporters^		55%	6%	21%	18%
Political Ideology^	Very liberal-Liberal	8%	10%	65%	17%
	Moderate	25%	6%	46%	23%
	Conservative-Very conservative	55%	5%	23%	17%
Gender	Men	34%	8%	35%	23%
	Women	24%	7%	43%	26%
Age	Under 45	23%	10%	38%	29%
	45 or older	35%	4%	41%	20%
Age	18 to 29	21%	12%	36%	32%
	30 to 44	24%	9%	39%	28%
	45 to 59	35%	5%	41%	19%
	60 or older	34%	4%	42%	20%
Race	White	36%	7%	35%	23%
	African American	13%	10%	55%	22%
	Other	17%	7%	39%	36%
Region	D.C. Suburbs	26%	8%	45%	22%
	Northern Virginia Exurbs	31%	7%	34%	28%
	Central/West	32%	5%	35%	27%
	Richmond/East	29%	7%	45%	19%
	Tidewater	25%	9%	37%	28%
Household Income	Less than \$75,000	24%	8%	40%	27%
	\$75,000 or more	35%	6%	43%	16%
Education	Not college graduate	26%	8%	38%	28%
	College graduate	32%	7%	42%	19%
Interview Type	Landline	31%	6%	42%	21%
	Cell Phone	26%	9%	36%	30%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.  
 ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults			
		Do you think Ken Cuccinelli is too liberal, too conservative, or about right?			
		Too liberal	Too conservative	About right	Unsure
		Row %	Row %	Row %	Row %
Virginia Adults		9%	37%	32%	21%
Virginia Registered Voters		9%	39%	34%	18%
Virginia Likely Voters		8%	43%	36%	13%
Party Identification^	Democrat	9%	63%	12%	16%
	Republican	7%	18%	60%	15%
	Independent	9%	39%	33%	19%
Party Identification*	Strong Democrats	11%	66%	9%	14%
	Soft Democrats	11%	60%	16%	14%
	Just Independents	5%	27%	33%	35%
	Soft Republicans	5%	28%	48%	19%
Tea Party Supporters^	Strong Republicans	9%	11%	69%	11%
		11%	17%	59%	13%
Political Ideology^	Very liberal-Liberal	5%	63%	18%	14%
	Moderate	10%	52%	18%	19%
	Conservative-Very conservative	10%	14%	63%	13%
Gender	Men	9%	35%	36%	19%
	Women	9%	39%	28%	23%
Age	Under 45	11%	36%	27%	26%
	45 or older	8%	39%	37%	17%
Age	18 to 29	10%	35%	26%	29%
	30 to 44	12%	37%	28%	23%
	45 to 59	9%	39%	35%	18%
	60 or older	6%	39%	39%	16%
Race	White	7%	38%	36%	19%
	African American	19%	39%	22%	19%
	Other	7%	31%	27%	34%
Region	D.C. Suburbs	5%	52%	25%	18%
	Northern Virginia Exurbs	5%	36%	38%	20%
	Central/West	11%	29%	36%	25%
	Richmond/East	13%	38%	30%	19%
	Tidewater	9%	35%	32%	25%
Household Income	Less than \$75,000	12%	33%	30%	25%
	\$75,000 or more	5%	47%	35%	14%
Education	Not college graduate	12%	25%	37%	26%
	College graduate	6%	52%	26%	15%
Interview Type	Landline	8%	40%	34%	18%
	Cell Phone	10%	34%	30%	26%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.  
 ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Which candidate is closer to your position on social issues such as abortion:				
		Terry McAuliffe	Ken Cuccinelli	Both	Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		44%	26%	0%	5%	24%
Virginia Registered Voters		46%	28%	1%	5%	21%
Virginia Likely Voters		49%	31%	0%	4%	15%
Party Identification^	Democrat	74%	6%	0%	2%	18%
	Republican	22%	56%	0%	6%	16%
	Independent	44%	25%	1%	6%	24%
Party Identification*	Strong Democrats	80%	3%	0%	2%	15%
	Soft Democrats	68%	10%	0%	2%	20%
	Just Independents	30%	14%	3%	8%	45%
	Soft Republicans	32%	43%	1%	7%	18%
	Strong Republicans	11%	68%	0%	6%	15%
Tea Party Supporters^		22%	56%	0%	6%	15%
Political Ideology^	Very liberal-Liberal	71%	10%	0%	1%	18%
	Moderate	56%	16%	0%	6%	22%
	Conservative-Very conservative	22%	55%	1%	5%	16%
Gender	Men	40%	31%	0%	6%	23%
	Women	49%	22%	0%	5%	24%
Age	Under 45	46%	21%	1%	5%	27%
	45 or older	44%	31%	0%	5%	20%
Age	18 to 29	43%	22%	1%	5%	28%
	30 to 44	48%	20%	1%	5%	26%
	45 to 59	43%	31%	0%	5%	22%
	60 or older	45%	32%	0%	6%	17%
Race	White	41%	31%	0%	7%	21%
	African American	60%	12%	1%	1%	26%
	Other	44%	21%	0%	5%	30%
Region	D.C. Suburbs	55%	26%	0%	2%	18%
	Northern Virginia Exurbs	43%	31%	0%	4%	22%
	Central/West	35%	30%	1%	8%	26%
	Richmond/East	49%	23%	0%	6%	21%
	Tidewater	41%	21%	1%	6%	30%
Household Income	Less than \$75,000	43%	22%	1%	7%	28%
	\$75,000 or more	49%	33%	0%	4%	14%
Education	Not college graduate	37%	27%	1%	6%	29%
	College graduate	53%	26%	0%	5%	16%
Interview Type	Landline	48%	26%	0%	5%	22%
	Cell Phone	40%	26%	1%	6%	26%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Which candidate cares more about the middle class:				
		Terry McAuliffe	Ken Cuccinelli	Both	Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		38%	29%	1%	10%	22%
Virginia Registered Voters		39%	31%	1%	10%	20%
Virginia Likely Voters		42%	34%	1%	9%	15%
Party Identification^	Democrat	71%	8%	0%	5%	15%
	Republican	14%	62%	1%	7%	17%
	Independent	34%	27%	0%	15%	23%
Party Identification*	Strong Democrats	78%	6%	1%	5%	11%
	Soft Democrats	64%	11%	0%	8%	17%
	Just Independents	14%	24%	0%	25%	36%
	Soft Republicans	17%	47%	1%	12%	23%
	Strong Republicans	9%	70%	2%	4%	15%
Tea Party Supporters^		14%	60%	1%	10%	15%
Political Ideology^	Very liberal-Liberal	65%	12%	0%	5%	17%
	Moderate	44%	21%	1%	15%	20%
	Conservative-Very conservative	19%	57%	1%	7%	16%
Gender	Men	35%	33%	0%	12%	20%
	Women	41%	26%	1%	9%	23%
Age	Under 45	38%	25%	1%	10%	27%
	45 or older	38%	34%	1%	11%	16%
Age	18 to 29	40%	24%	1%	8%	28%
	30 to 44	37%	25%	0%	11%	26%
	45 to 59	39%	31%	1%	11%	18%
	60 or older	36%	37%	1%	11%	15%
Race	White	33%	36%	1%	12%	18%
	African American	59%	13%	0%	8%	20%
	Other	38%	19%	0%	6%	37%
Region	D.C. Suburbs	44%	28%	0%	9%	19%
	Northern Virginia Exurbs	35%	33%	0%	9%	24%
	Central/West	29%	32%	1%	14%	23%
	Richmond/East	43%	24%	2%	11%	20%
	Tidewater	39%	30%	1%	7%	23%
Household Income	Less than \$75,000	37%	27%	1%	10%	25%
	\$75,000 or more	42%	34%	0%	8%	15%
Education	Not college graduate	35%	30%	1%	10%	24%
	College graduate	43%	28%	0%	10%	18%
Interview Type	Landline	41%	31%	1%	10%	18%
	Cell Phone	35%	27%	1%	11%	26%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Which candidate shares your values:				
		Terry McAuliffe	Ken Cuccinelli	Both	Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		39%	31%	1%	10%	19%
Virginia Registered Voters		40%	33%	1%	9%	16%
Virginia Likely Voters		43%	36%	1%	9%	11%
Party Identification^	Democrat	75%	7%	1%	3%	13%
	Republican	11%	66%	1%	11%	12%
	Independent	37%	29%	1%	12%	21%
Party Identification*	Strong Democrats	83%	5%	2%	3%	7%
	Soft Democrats	64%	13%	1%	5%	16%
	Just Independents	17%	21%	1%	20%	41%
	Soft Republicans	18%	50%	1%	14%	17%
	Strong Republicans	7%	74%	1%	8%	10%
Tea Party Supporters^		14%	63%	2%	9%	12%
Political Ideology^	Very liberal-Liberal	63%	14%	1%	6%	16%
	Moderate	49%	23%	1%	10%	17%
	Conservative-Very conservative	18%	59%	1%	9%	12%
Gender	Men	33%	38%	0%	12%	17%
	Women	44%	25%	2%	8%	21%
Age	Under 45	38%	27%	1%	10%	24%
	45 or older	40%	36%	1%	10%	14%
Age	18 to 29	35%	27%	1%	8%	29%
	30 to 44	41%	27%	1%	11%	20%
	45 to 59	40%	35%	1%	10%	14%
	60 or older	41%	36%	1%	10%	13%
Race	White	33%	37%	1%	12%	16%
	African American	63%	14%	2%	4%	17%
	Other	35%	24%	0%	6%	33%
Region	D.C. Suburbs	48%	30%	0%	6%	16%
	Northern Virginia Exurbs	33%	33%	2%	11%	21%
	Central/West	31%	39%	1%	12%	18%
	Richmond/East	41%	28%	2%	12%	17%
	Tidewater	41%	26%	0%	9%	24%
Household Income	Less than \$75,000	38%	28%	1%	10%	22%
	\$75,000 or more	43%	37%	1%	10%	10%
Education	Not college graduate	35%	32%	1%	9%	23%
	College graduate	43%	31%	1%	11%	14%
Interview Type	Landline	41%	33%	1%	11%	14%
	Cell Phone	36%	29%	1%	9%	26%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Which candidate better understands the problems of people like yourself:				
		Terry McAuliffe	Ken Cuccinelli	Both	Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		39%	33%	0%	10%	18%
Virginia Registered Voters		40%	34%	0%	10%	16%
Virginia Likely Voters		42%	37%	0%	10%	11%
Party Identification^	Democrat	77%	6%	0%	4%	14%
	Republican	11%	67%	0%	8%	13%
	Independent	33%	35%	0%	14%	18%
Party Identification*	Strong Democrats	85%	4%	0%	3%	9%
	Soft Democrats	63%	13%	0%	9%	15%
	Just Independents	16%	27%	1%	21%	35%
	Soft Republicans	11%	59%	0%	12%	17%
	Strong Republicans	12%	71%	0%	7%	10%
Tea Party Supporters^		16%	63%	1%	8%	13%
Political Ideology^	Very liberal-Liberal	65%	12%	1%	7%	16%
	Moderate	46%	27%	0%	12%	14%
	Conservative-Very conservative	19%	60%	0%	8%	13%
Gender	Men	34%	36%	1%	13%	16%
	Women	43%	29%	0%	8%	20%
Age	Under 45	40%	29%	1%	9%	22%
	45 or older	38%	36%	0%	11%	14%
Age	18 to 29	40%	28%	0%	9%	22%
	30 to 44	40%	29%	1%	8%	22%
	45 to 59	38%	34%	0%	12%	15%
	60 or older	38%	38%	0%	10%	13%
Race	White	33%	39%	0%	12%	16%
	African American	64%	13%	0%	6%	17%
	Other	36%	27%	2%	6%	29%
Region	D.C. Suburbs	43%	30%	1%	10%	16%
	Northern Virginia Exurbs	37%	36%	0%	5%	21%
	Central/West	31%	37%	0%	15%	16%
	Richmond/East	44%	31%	0%	11%	14%
	Tidewater	38%	28%	1%	8%	25%
Household Income	Less than \$75,000	40%	28%	0%	11%	21%
	\$75,000 or more	41%	38%	1%	8%	13%
Education	Not college graduate	37%	34%	0%	10%	20%
	College graduate	41%	32%	1%	10%	16%
Interview Type	Landline	41%	35%	0%	11%	13%
	Cell Phone	36%	29%	0%	10%	25%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Which candidate do you trust more to do what's best for Virginia:				
		Terry McAuliffe	Ken Cuccinelli	Both	Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		39%	34%	0%	10%	16%
Virginia Registered Voters		40%	36%	0%	9%	14%
Virginia Likely Voters		43%	39%	0%	9%	9%
Party Identification^	Democrat	78%	6%	1%	4%	11%
	Republican	10%	74%	0%	6%	11%
	Independent	35%	33%	0%	15%	17%
Party Identification*	Strong Democrats	83%	5%	0%	3%	9%
	Soft Democrats	68%	11%	1%	8%	12%
	Just Independents	16%	27%	0%	24%	33%
	Soft Republicans	13%	62%	0%	11%	14%
	Strong Republicans	9%	77%	0%	6%	8%
Tea Party Supporters^		16%	65%	0%	6%	12%
Political Ideology^	Very liberal-Liberal	68%	14%	1%	5%	12%
	Moderate	45%	28%	0%	13%	13%
	Conservative-Very conservative	19%	63%	0%	7%	10%
Gender	Men	34%	41%	1%	10%	15%
	Women	44%	29%	0%	9%	18%
Age	Under 45	39%	30%	0%	9%	21%
	45 or older	40%	39%	1%	10%	11%
Age	18 to 29	38%	31%	1%	9%	21%
	30 to 44	41%	29%	0%	9%	21%
	45 to 59	39%	39%	0%	10%	12%
	60 or older	41%	39%	1%	9%	10%
Race	White	34%	41%	1%	10%	14%
	African American	63%	14%	0%	10%	13%
	Other	35%	28%	0%	8%	28%
Region	D.C. Suburbs	45%	33%	0%	7%	15%
	Northern Virginia Exurbs	33%	36%	0%	9%	22%
	Central/West	35%	39%	1%	11%	14%
	Richmond/East	43%	32%	0%	12%	13%
	Tidewater	39%	32%	1%	9%	18%
Household Income	Less than \$75,000	40%	31%	1%	10%	18%
	\$75,000 or more	41%	39%	0%	8%	11%
Education	Not college graduate	36%	34%	1%	11%	18%
	College graduate	43%	35%	0%	8%	14%
Interview Type	Landline	43%	36%	0%	9%	12%
	Cell Phone	34%	32%	1%	11%	22%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.



NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Which candidate is better for business:				
		Terry McAuliffe	Ken Cuccinelli	Both	Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		35%	37%	0%	6%	22%
Virginia Registered Voters		36%	39%	0%	5%	20%
Virginia Likely Voters		39%	41%	0%	5%	14%
Party Identification^	Democrat	67%	13%	0%	2%	18%
	Republican	12%	66%	0%	5%	16%
	Independent	31%	40%	0%	7%	22%
Party Identification*	Strong Democrats	73%	12%	0%	2%	12%
	Soft Democrats	53%	23%	0%	3%	20%
	Just Independents	17%	26%	1%	12%	44%
	Soft Republicans	17%	59%	0%	7%	17%
	Strong Republicans	11%	71%	0%	4%	14%
Tea Party Supporters^		17%	66%	0%	5%	12%
Political Ideology^	Very liberal-Liberal	56%	23%	0%	1%	20%
	Moderate	41%	30%	0%	8%	20%
	Conservative-Very conservative	20%	61%	0%	4%	15%
Gender	Men	31%	41%	0%	6%	22%
	Women	39%	34%	0%	6%	21%
Age	Under 45	30%	36%	0%	7%	27%
	45 or older	40%	38%	0%	5%	17%
Age	18 to 29	31%	37%	0%	5%	27%
	30 to 44	30%	36%	0%	8%	26%
	45 to 59	40%	38%	0%	5%	17%
	60 or older	40%	38%	0%	6%	16%
Race	White	32%	43%	0%	6%	19%
	African American	52%	18%	0%	6%	23%
	Other	29%	34%	0%	7%	30%
Region	D.C. Suburbs	38%	36%	0%	4%	22%
	Northern Virginia Exurbs	28%	42%	0%	4%	25%
	Central/West	32%	41%	0%	6%	21%
	Richmond/East	40%	34%	1%	8%	17%
	Tidewater	36%	33%	0%	8%	24%
Household Income	Less than \$75,000	34%	35%	0%	6%	24%
	\$75,000 or more	38%	42%	0%	6%	13%
Education	Not college graduate	33%	35%	0%	6%	25%
	College graduate	37%	40%	0%	6%	16%
Interview Type	Landline	38%	39%	0%	5%	17%
	Cell Phone	31%	35%	0%	7%	28%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Which candidate has the better experience to be governor:				
		Terry McAuliffe	Ken Cuccinelli	Both	Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		34%	38%	2%	7%	20%
Virginia Registered Voters		34%	40%	2%	6%	18%
Virginia Likely Voters		36%	43%	1%	6%	14%
Party Identification^	Democrat	64%	10%	2%	4%	20%
	Republican	10%	70%	0%	6%	14%
	Independent	30%	43%	2%	8%	18%
Party Identification*	Strong Democrats	76%	7%	2%	4%	13%
	Soft Democrats	50%	22%	1%	5%	21%
	Just Independents	10%	38%	4%	15%	32%
	Soft Republicans	14%	63%	1%	6%	16%
	Strong Republicans	9%	74%	0%	4%	12%
Tea Party Supporters^		15%	68%	1%	4%	12%
Political Ideology^	Very liberal-Liberal	54%	20%	2%	5%	20%
	Moderate	37%	35%	2%	7%	19%
	Conservative-Very conservative	20%	61%	2%	5%	12%
Gender	Men	30%	44%	2%	6%	17%
	Women	37%	32%	1%	7%	23%
Age	Under 45	34%	35%	1%	6%	24%
	45 or older	34%	41%	2%	7%	16%
Age	18 to 29	33%	32%	1%	4%	30%
	30 to 44	34%	37%	2%	8%	19%
	45 to 59	35%	41%	2%	5%	17%
	60 or older	34%	41%	1%	9%	15%
Race	White	28%	45%	1%	7%	18%
	African American	57%	17%	2%	4%	21%
	Other	33%	31%	1%	7%	27%
Region	D.C. Suburbs	40%	34%	0%	5%	21%
	Northern Virginia Exurbs	27%	45%	1%	5%	21%
	Central/West	27%	41%	2%	8%	21%
	Richmond/East	37%	35%	1%	7%	19%
	Tidewater	37%	35%	3%	7%	18%
Household Income	Less than \$75,000	35%	33%	2%	7%	24%
	\$75,000 or more	34%	46%	2%	6%	12%
Education	Not college graduate	31%	36%	2%	7%	23%
	College graduate	37%	40%	1%	6%	16%
Interview Type	Landline	36%	38%	1%	8%	16%
	Cell Phone	31%	37%	2%	4%	25%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Do you favor or oppose allowing gay and lesbian couples to enter into same-sex marriages?		
		Favor	Oppose	Unsure
		Row %	Row %	Row %
Virginia Adults		55%	37%	8%
Virginia Registered Voters		54%	38%	8%
Virginia Likely Voters		53%	39%	8%
Party Identification^	Democrat	69%	24%	7%
	Republican	37%	56%	7%
	Independent	58%	34%	8%
Party Identification*	Strong Democrats	70%	23%	7%
	Soft Democrats	72%	22%	5%
	Just Independents	57%	32%	11%
	Soft Republicans	47%	43%	10%
	Strong Republicans	26%	67%	7%
Tea Party Supporters^	32%	63%	4%	
Political Ideology^	Very liberal-Liberal	86%	10%	4%
	Moderate	61%	29%	10%
	Conservative-Very conservative	27%	65%	8%
Gender	Men	54%	39%	7%
	Women	55%	36%	9%
Age	Under 45	65%	29%	6%
	45 or older	45%	46%	9%
Age	18 to 29	73%	22%	5%
	30 to 44	58%	34%	8%
	45 to 59	50%	43%	7%
	60 or older	39%	49%	11%
Race	White	54%	39%	7%
	African American	45%	44%	11%
	Other	71%	22%	7%
Region	D.C. Suburbs	69%	22%	9%
	Northern Virginia Exurbs	56%	34%	9%
	Central/West	41%	53%	6%
	Richmond/East	54%	37%	9%
	Tidewater	56%	36%	7%
Household Income	Less than \$75,000	52%	40%	8%
	\$75,000 or more	61%	31%	8%
Education	Not college graduate	49%	44%	7%
	College graduate	62%	30%	8%
Interview Type	Landline	51%	41%	8%
	Cell Phone	59%	33%	8%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

## NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults				
		Do you favor or oppose allowing gay and lesbian couples to enter into same-sex marriages? (IF "FAVOR" OR "OPPOSE," ASK:) Would you say that you strongly (favor/oppose), or just somewhat (favor/oppose)?				
		Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Unsure
		Row %	Row %	Row %	Row %	Row %
Virginia Adults		36%	19%	27%	10%	8%
Virginia Registered Voters		34%	20%	27%	11%	8%
Virginia Likely Voters		35%	18%	28%	11%	8%
Party Identification^	Democrat	48%	21%	17%	6%	7%
	Republican	19%	18%	45%	11%	7%
	Independent	37%	21%	20%	13%	8%
Party Identification*	Strong Democrats	54%	16%	17%	6%	7%
	Soft Democrats	45%	27%	12%	10%	5%
	Just Independents	40%	19%	19%	9%	12%
	Soft Republicans	26%	22%	28%	14%	10%
	Strong Republicans	12%	14%	55%	12%	7%
Tea Party Supporters^	16%	16%	45%	18%	5%	
Political Ideology^	Very liberal-Liberal	67%	19%	6%	4%	4%
	Moderate	37%	23%	16%	13%	10%
	Conservative-Very conservative	11%	16%	52%	13%	8%
Gender	Men	32%	22%	27%	11%	7%
	Women	39%	16%	27%	9%	9%
Age	Under 45	46%	19%	20%	8%	6%
	45 or older	26%	19%	34%	13%	9%
Age	18 to 29	54%	19%	16%	6%	5%
	30 to 44	39%	20%	23%	10%	8%
	45 to 59	31%	19%	31%	12%	7%
	60 or older	20%	18%	37%	13%	12%
Race	White	35%	19%	28%	11%	7%
	African American	25%	20%	32%	11%	11%
	Other	51%	20%	18%	5%	7%
Region	D.C. Suburbs	49%	20%	14%	8%	9%
	Northern Virginia Exurbs	39%	18%	25%	9%	9%
	Central/West	22%	20%	39%	13%	6%
	Richmond/East	36%	17%	28%	10%	9%
	Tidewater	36%	21%	25%	10%	8%
Household Income	Less than \$75,000	33%	19%	30%	10%	8%
	\$75,000 or more	39%	22%	21%	11%	8%
Education	Not college graduate	31%	18%	33%	11%	7%
	College graduate	42%	20%	20%	9%	8%
Interview Type	Landline	33%	18%	28%	13%	8%
	Cell Phone	39%	20%	26%	7%	8%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points.

^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Virginia Likely Voters			
		Tossup for lieutenant governor including those who are undecided yet leaning toward a candidate			
		Ralph Northam, the Democrat	E.W. Jackson, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Virginia Likely Voters		44%	41%	1%	13%
Party Identification	Democrat	90%	4%	0%	5%
	Republican	7%	85%	2%	6%
	Independent	35%	39%	2%	24%
Party Identification*	Strong Democrats	96%	1%	1%	2%
	Soft Democrats	74%	12%	0%	15%
	Soft Republicans	9%	74%	1%	16%
	Strong Republicans	5%	89%	2%	3%
Tea Party Supporters		11%	79%	1%	9%
Political Ideology	Very liberal-Liberal	79%	10%	1%	11%
	Moderate	53%	29%	1%	17%
	Conservative-Very conservative	14%	74%	2%	10%
Intensity of Support	Strongly support	54%	46%	0%	0%
	Somewhat support	48%	52%	0%	0%
	Might vote differently	57%	43%	0%	0%
Gender	Men	40%	48%	2%	10%
	Women	49%	34%	1%	16%
Age	Under 45	45%	38%	3%	14%
	45 or older	44%	43%	0%	12%
Age	18 to 29	38%	41%	2%	19%
	30 to 44	48%	36%	3%	12%
	45 to 59	42%	46%	0%	12%
	60 or older	47%	41%	1%	11%
Race	White	37%	50%	1%	12%
	African American	71%	15%	0%	14%
Region	D.C. Suburbs	56%	33%	0%	10%
	Northern Virginia Exurbs	37%	52%	0%	11%
	Central/West	33%	48%	1%	18%
	Richmond/East	49%	38%	1%	12%
	Tidewater	46%	37%	4%	13%
Household Income	Less than \$75,000	46%	39%	1%	13%
	\$75,000 or more	46%	43%	2%	9%
Education	Not college graduate	39%	44%	1%	16%
	College graduate	50%	38%	2%	10%
Interview Type	Landline	46%	42%	1%	11%
	Cell Phone	41%	41%	2%	16%

NBC4/NBC News/Marist Poll Virginia Likely Voters. Interviews conducted September 17th through September 19th, 2013, n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include Likely Voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those Likely Voters who identify as "not strong Republicans" or Republican leaning independents.

Virginia Likely Voters with a Candidate Preference for Lieutenant Governor					
Would you say you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Virginia Likely Voters with a Candidate Preference for Lieutenant Governor		46%	41%	11%	2%
Party Identification	Democrat	52%	35%	12%	2%
	Republican	47%	42%	9%	2%
	Independent	37%	48%	15%	0%
Lieutenant Governor Choice	Ralph Northam	47%	39%	13%	1%
	E.W. Jackson	44%	45%	10%	2%
Tea Party Supporters		48%	42%	8%	2%
Political Ideology	Very liberal-Liberal	55%	39%	5%	1%
	Moderate	32%	48%	19%	1%
	Conservative-Very conservative	50%	39%	9%	2%
Gender	Men	41%	45%	12%	1%
	Women	50%	38%	10%	2%
Age	Under 45	30%	52%	17%	2%
	45 or older	54%	36%	9%	2%
Race	White	47%	43%	9%	1%
	Non White	43%	35%	18%	3%
Region	D.C. Suburbs	50%	33%	17%	0%
Household Income	Less than \$75,000	39%	42%	17%	2%
	\$75,000 or more	51%	41%	7%	1%
Education	Not college graduate	43%	39%	16%	2%
	College graduate	47%	43%	8%	1%
Interview Type	Landline	51%	38%	9%	2%
	Cell Phone	34%	48%	16%	1%

NBC4/NBC News/Marist Poll Virginia Likely Voters with Candidate Preference. Interviews conducted September 17th through September 19th, 2013, n=416 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Registered Voters			
		Tossup for lieutenant governor including those who are undecided yet leaning toward a candidate			
		Ralph Northam, the Democrat	E.W. Jackson, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Virginia Registered Voters		42%	40%	1%	16%
Virginia Likely Voters		44%	41%	1%	13%
Party Identification	Democrat	88%	4%	1%	7%
	Republican	7%	84%	2%	8%
	Independent	34%	36%	2%	28%
Party Identification*	Strong Democrats	94%	1%	1%	4%
	Soft Democrats	69%	14%	0%	17%
	Just Independents	24%	19%	6%	51%
	Soft Republicans	9%	70%	2%	19%
	Strong Republicans	5%	90%	2%	3%
Tea Party Supporters		12%	76%	1%	10%
Political Ideology	Very liberal-Liberal	71%	16%	1%	13%
	Moderate	48%	29%	2%	21%
	Conservative-Very conservative	18%	69%	2%	12%
Intensity of Support	Strongly support	54%	46%	0%	0%
	Somewhat support	50%	50%	0%	0%
	Might vote differently	52%	48%	0%	0%
Gender	Men	38%	47%	2%	13%
	Women	47%	33%	1%	19%
Age	Under 45	41%	38%	2%	19%
	45 or older	44%	41%	1%	14%
Age	18 to 29	38%	43%	2%	17%
	30 to 44	43%	35%	2%	20%
	45 to 59	42%	42%	1%	15%
	60 or older	47%	39%	1%	13%
Race	White	35%	49%	2%	14%
	African American	65%	15%	0%	19%
	Other	47%	30%	1%	22%
Region	D.C. Suburbs	52%	33%	0%	15%
	Northern Virginia Exurbs	37%	46%	0%	17%
	Central/West	32%	48%	2%	18%
	Richmond/East	49%	35%	1%	16%
	Tidewater	43%	36%	4%	16%
Household Income	Less than \$75,000	45%	38%	1%	16%
	\$75,000 or more	43%	43%	2%	12%
Education	Not college graduate	38%	42%	1%	19%
	College graduate	48%	38%	2%	13%
Interview Type	Landline	46%	39%	1%	14%
	Cell Phone	38%	41%	2%	20%

NBC4/NBC News/Marist Poll Virginia Registered Voters. Interviews conducted September 17th through September 19th, 2013, n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		Virginia Likely Voters			
		Tossup for attorney general including those who are undecided yet leaning toward a candidate			
		Mark Herring, the Democrat	Mark Obenshain, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Virginia Likely Voters		39%	34%	1%	26%
Party Identification	Democrat	70%	8%	1%	22%
	Republican	10%	62%	2%	26%
	Independent	37%	34%	1%	28%
Party Identification*	Strong Democrats	72%	7%	1%	21%
	Soft Democrats	64%	12%	1%	22%
	Soft Republicans	14%	57%	1%	28%
	Strong Republicans	8%	68%	3%	21%
Tea Party Supporters		14%	61%	2%	23%
Political Ideology	Very liberal-Liberal	68%	6%	1%	25%
	Moderate	44%	27%	1%	28%
	Conservative-Very conservative	16%	60%	2%	21%
Intensity of Support	Strongly support	54%	46%	0%	0%
	Somewhat support	53%	47%	0%	0%
	Might vote differently	54%	46%	0%	0%
Gender	Men	34%	39%	2%	25%
	Women	44%	28%	1%	26%
Age	Under 45	43%	29%	2%	25%
	45 or older	38%	36%	1%	25%
Age	18 to 29	43%	35%	4%	18%
	30 to 44	43%	26%	2%	29%
	45 to 59	38%	35%	1%	26%
	60 or older	37%	38%	1%	25%
Race	White	34%	40%	1%	25%
	African American	62%	15%	0%	23%
Region	D.C. Suburbs	49%	27%	1%	23%
	Northern Virginia Exurbs	30%	39%	1%	30%
	Central/West	30%	39%	0%	30%
	Richmond/East	43%	35%	0%	22%
	Tidewater	43%	28%	5%	24%
Household Income	Less than \$75,000	40%	32%	1%	27%
	\$75,000 or more	40%	37%	2%	20%
Education	Not college graduate	34%	37%	1%	28%
	College graduate	44%	32%	1%	23%
Interview Type	Landline	39%	34%	1%	26%
	Cell Phone	40%	34%	2%	25%

NBC4/NBC News/Marist Poll Virginia Likely Voters. Interviews conducted September 17th through September 19th, 2013, n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include Likely Voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those Likely Voters who identify as "not strong Republicans" or Republican leaning independents.



		Virginia Likely Voters with a Candidate Preference for Attorney General			
		Would you say you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Virginia Likely Voters with a Candidate Preference for Attorney General		42%	40%	16%	1%
Party Identification	Democrat	53%	35%	11%	1%
	Republican	46%	39%	15%	1%
	Independent	29%	46%	22%	2%
Attorney General Choice	Mark Herring	43%	40%	16%	1%
	Mark Obenshain	42%	41%	16%	1%
Tea Party Supporters		44%	41%	14%	1%
Political Ideology	Very liberal-Liberal	54%	37%	7%	2%
	Moderate	35%	43%	21%	1%
	Conservative-Very conservative	43%	40%	17%	1%
Gender	Men	41%	42%	16%	1%
	Women	44%	39%	16%	1%
Age	Under 45	25%	57%	18%	0%
	45 or older	52%	31%	15%	2%
Race	White	41%	43%	15%	1%
	Non White	46%	33%	20%	2%
Household Income	Less than \$75,000	38%	41%	19%	2%
	\$75,000 or more	46%	40%	13%	0%
Education	Not college graduate	40%	39%	19%	3%
	College graduate	44%	42%	14%	0%
Interview Type	Landline	49%	34%	16%	1%
	Cell Phone	31%	51%	16%	2%

NBC4/NBC News/Marist Poll Virginia Likely Voters with Candidate Preference. Interviews conducted September 17th through September 19th, 2013, n=355 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Registered Voters			
		Tossup for attorney general including those who are undecided yet leaning toward a candidate			
		Mark Herring, the Democrat	Mark Obenshain, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Virginia Registered Voters		38%	32%	2%	28%
Virginia Likely Voters		39%	34%	1%	26%
Party Identification	Democrat	67%	8%	1%	23%
	Republican	9%	61%	2%	28%
	Independent	36%	31%	2%	30%
Party Identification*	Strong Democrats	69%	7%	1%	23%
	Soft Democrats	59%	16%	2%	23%
	Just Independents	37%	13%	4%	46%
	Soft Republicans	15%	52%	2%	31%
	Strong Republicans	8%	68%	2%	22%
Tea Party Supporters		17%	57%	2%	24%
Political Ideology	Very liberal-Liberal	61%	7%	1%	31%
	Moderate	42%	26%	2%	30%
	Conservative-Very conservative	18%	59%	2%	21%
Intensity of Support	Strongly support	53%	47%	0%	0%
	Somewhat support	53%	47%	0%	0%
	Might vote differently	49%	51%	0%	0%
Gender	Men	32%	37%	2%	30%
	Women	43%	28%	2%	27%
Age	Under 45	38%	30%	2%	30%
	45 or older	37%	35%	1%	27%
Age	18 to 29	39%	35%	3%	23%
	30 to 44	38%	26%	2%	35%
	45 to 59	38%	33%	2%	27%
	60 or older	36%	36%	1%	27%
Race	White	31%	39%	2%	28%
	African American	58%	18%	0%	23%
	Other	46%	17%	3%	34%
Region	D.C. Suburbs	46%	26%	2%	27%
	Northern Virginia Exurbs	30%	38%	1%	31%
	Central/West	29%	38%	2%	31%
	Richmond/East	42%	32%	0%	25%
	Tidewater	40%	27%	5%	28%
Household Income	Less than \$75,000	39%	31%	1%	28%
	\$75,000 or more	37%	38%	3%	23%
Education	Not college graduate	35%	33%	2%	30%
	College graduate	41%	32%	1%	26%
Interview Type	Landline	38%	32%	2%	28%
	Cell Phone	38%	32%	2%	28%

NBC4/NBC News/Marist Poll Virginia Registered Voters. Interviews conducted September 17th through September 19th, 2013, n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Do you approve or disapprove of the job Bob McDonnell is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Virginia Adults		51%	33%	16%
Virginia Registered Voters		55%	33%	12%
Virginia Likely Voters		56%	35%	8%
Party Identification^	Democrat	39%	48%	13%
	Republican	72%	21%	7%
	Independent	56%	31%	13%
Party Identification*	Strong Democrats	39%	51%	10%
	Soft Democrats	37%	47%	15%
	Just Independents	50%	30%	20%
	Soft Republicans	74%	18%	8%
	Strong Republicans	74%	20%	6%
Tea Party Supporters^		82%	12%	6%
Political Ideology^	Very liberal-Liberal	38%	51%	11%
	Moderate	52%	34%	14%
	Conservative-Very conservative	72%	21%	8%
Gender	Men	55%	30%	15%
	Women	47%	35%	18%
Age	Under 45	45%	32%	23%
	45 or older	57%	34%	10%
Age	18 to 29	45%	31%	24%
	30 to 44	45%	33%	23%
	45 to 59	58%	31%	11%
	60 or older	56%	36%	8%
Race	White	54%	32%	14%
	African American	46%	38%	16%
	Other	44%	29%	27%
Region	D.C. Suburbs	44%	37%	18%
	Northern Virginia Exurbs	54%	28%	18%
	Central/West	53%	31%	16%
	Richmond/East	52%	33%	15%
	Tidewater	52%	33%	15%
Household Income	Less than \$75,000	50%	31%	19%
	\$75,000 or more	52%	37%	11%
Education	Not college graduate	51%	31%	18%
	College graduate	51%	35%	14%
Interview Type	Landline	51%	36%	13%
	Cell Phone	51%	29%	20%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Bob McDonnell?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		49%	32%	19%
Virginia Registered Voters		52%	33%	15%
Virginia Likely Voters		53%	37%	10%
Party Identification^	Democrat	33%	51%	16%
	Republican	70%	22%	8%
	Independent	53%	30%	17%
Party Identification*	Strong Democrats	30%	55%	15%
	Soft Democrats	41%	44%	16%
	Just Independents	40%	30%	30%
	Soft Republicans	72%	19%	9%
	Strong Republicans	71%	20%	9%
Tea Party Supporters^		78%	13%	9%
Political Ideology^	Very liberal-Liberal	34%	55%	11%
	Moderate	50%	34%	17%
	Conservative-Very conservative	69%	20%	11%
Gender	Men	53%	29%	18%
	Women	46%	35%	19%
Age	Under 45	45%	30%	25%
	45 or older	53%	35%	13%
Age	18 to 29	40%	31%	29%
	30 to 44	50%	29%	21%
	45 to 59	53%	33%	14%
	60 or older	53%	36%	11%
Race	White	52%	33%	15%
	African American	43%	37%	20%
	Other	44%	26%	30%
Region	D.C. Suburbs	43%	38%	20%
	Northern Virginia Exurbs	50%	33%	18%
	Central/West	53%	27%	19%
	Richmond/East	51%	35%	14%
	Tidewater	47%	30%	22%
Household Income	Less than \$75,000	47%	32%	20%
	\$75,000 or more	51%	35%	14%
Education	Not college graduate	48%	30%	22%
	College graduate	50%	36%	14%
Interview Type	Landline	51%	35%	15%
	Cell Phone	47%	29%	24%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Registered Voters			
		Virginia has a one term limit for its governor. If Bob McDonnell were allowed to run for re-election for governor in November, whom would you support if the candidate are: Terry McAuliffe, the Bob McDonnell, the			
		Democrat	Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Virginia Registered Voters		42%	47%	2%	9%
Virginia Likely Voters		44%	48%	1%	7%
Party Identification	Democrat	81%	11%	1%	7%
	Republican	8%	86%	1%	5%
	Independent	37%	49%	2%	12%
Party Identification*	Strong Democrats	87%	6%	0%	7%
	Soft Democrats	72%	22%	1%	5%
	Just Independents	26%	41%	7%	26%
	Soft Republicans	11%	79%	1%	8%
	Strong Republicans	5%	89%	1%	5%
Tea Party Supporters		13%	81%	0%	5%
Political Ideology	Very liberal-Liberal	68%	24%	1%	7%
	Moderate	47%	43%	1%	9%
	Conservative-Very conservative	21%	71%	2%	7%
Past Participation**	Yes	43%	48%	2%	8%
	No	37%	47%	2%	14%
Gender	Men	34%	55%	2%	9%
	Women	49%	41%	1%	9%
Age	Under 45	43%	44%	2%	11%
	45 or older	41%	51%	1%	7%
Age	18 to 29	42%	50%	1%	7%
	30 to 44	44%	39%	2%	14%
	45 to 59	39%	53%	1%	6%
	60 or older	42%	48%	2%	8%
Race	White	35%	56%	2%	7%
	African American	71%	19%	1%	9%
	Other	39%	40%	2%	18%
Region	D.C. Suburbs	49%	43%	1%	8%
	Northern Virginia Exurbs	33%	52%	2%	13%
	Central/West	36%	54%	2%	8%
	Richmond/East	47%	44%	2%	7%
	Tidewater	44%	45%	1%	10%
Household Income	Less than \$75,000	44%	45%	2%	9%
	\$75,000 or more	41%	52%	2%	6%
Education	Not college graduate	40%	48%	2%	10%
	College graduate	45%	47%	1%	8%
Interview Type	Landline	44%	48%	1%	7%
	Cell Phone	39%	46%	3%	12%

NBC4/NBC News/Marist Poll Virginia Registered Voters. Interviews conducted September 17th through September 19th, 2013, n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

## NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		All in all, do you think things in Virginia are generally headed in the right direction, or do you feel things are off on the wrong track?		
		Right direction	Wrong direction	Unsure
		Row %	Row %	Row %
Virginia Adults		58%	36%	6%
Virginia Registered Voters		59%	36%	5%
Virginia Likely Voters		60%	35%	4%
Party Identification^	Democrat	61%	32%	6%
	Republican	62%	35%	3%
	Independent	56%	39%	5%
Party Identification*	Strong Democrats	60%	36%	5%
	Soft Democrats	52%	40%	8%
	Just Independents	60%	38%	1%
	Soft Republicans	67%	27%	6%
	Strong Republicans	58%	39%	2%
Tea Party Supporters^		71%	27%	2%
Political Ideology^	Very liberal-Liberal	54%	42%	4%
	Moderate	60%	34%	6%
	Conservative-Very conservative	64%	32%	4%
Gender	Men	60%	33%	7%
	Women	55%	39%	6%
Age	Under 45	56%	37%	7%
	45 or older	59%	36%	6%
Age	18 to 29	59%	36%	5%
	30 to 44	54%	38%	8%
	45 to 59	57%	39%	4%
	60 or older	61%	32%	7%
Race	White	54%	40%	6%
	African American	59%	35%	5%
	Other	69%	24%	8%
Region	D.C. Suburbs	62%	30%	7%
	Northern Virginia Exurbs	63%	29%	8%
	Central/West	50%	45%	5%
	Richmond/East	59%	38%	4%
	Tidewater	56%	37%	8%
Household Income	Less than \$75,000	55%	38%	7%
	\$75,000 or more	61%	33%	5%
Education	Not college graduate	54%	41%	5%
	College graduate	62%	31%	7%
Interview Type	Landline	57%	38%	5%
	Cell Phone	59%	34%	7%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

## NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Virginia Adults		48%	46%	6%
Virginia Registered Voters		48%	47%	5%
Virginia Likely Voters		46%	50%	4%
Party Identification^	Democrat	89%	7%	4%
	Republican	11%	87%	2%
	Independent	44%	50%	6%
Party Identification*	Strong Democrats	92%	6%	2%
	Soft Democrats	80%	13%	7%
	Just Independents	45%	50%	5%
	Soft Republicans	17%	78%	5%
	Strong Republicans	4%	96%	0%
Tea Party Supporters^	16%	83%	1%	
Political Ideology^	Very liberal-Liberal	82%	15%	3%
	Moderate	51%	42%	7%
	Conservative-Very conservative	22%	76%	3%
Gender	Men	39%	54%	7%
	Women	56%	39%	5%
Age	Under 45	52%	40%	8%
	45 or older	45%	51%	4%
Age	18 to 29	54%	37%	9%
	30 to 44	50%	42%	7%
	45 to 59	45%	50%	5%
	60 or older	45%	52%	2%
Race	White	34%	62%	4%
	African American	88%	4%	8%
	Other	64%	27%	9%
Region	D.C. Suburbs	54%	37%	8%
	Northern Virginia Exurbs	47%	49%	3%
	Central/West	34%	62%	4%
	Richmond/East	53%	41%	6%
	Tidewater	54%	39%	7%
Household Income	Less than \$75,000	52%	43%	5%
	\$75,000 or more	45%	51%	4%
Education	Not college graduate	47%	46%	6%
	College graduate	49%	46%	5%
Interview Type	Landline	47%	49%	4%
	Cell Phone	49%	42%	9%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

NBC4/NBC News/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		52%	45%	4%
Virginia Registered Voters		52%	45%	3%
Virginia Likely Voters		50%	48%	2%
Party Identification^	Democrat	93%	5%	2%
	Republican	12%	87%	1%
	Independent	50%	46%	4%
Party Identification*	Strong Democrats	96%	3%	0%
	Soft Democrats	85%	10%	5%
	Just Independents	47%	45%	8%
	Soft Republicans	22%	76%	1%
	Strong Republicans	5%	95%	1%
Tea Party Supporters^		19%	80%	1%
Political Ideology^	Very liberal-Liberal	84%	12%	4%
	Moderate	58%	39%	3%
	Conservative-Very conservative	24%	75%	1%
Gender	Men	46%	51%	3%
	Women	57%	39%	4%
Age	Under 45	57%	39%	4%
	45 or older	47%	50%	3%
Age	18 to 29	58%	38%	5%
	30 to 44	57%	39%	4%
	45 to 59	46%	50%	4%
	60 or older	48%	50%	2%
Race	White	38%	59%	3%
	African American	90%	5%	5%
	Other	70%	25%	5%
Region	D.C. Suburbs	61%	34%	4%
	Northern Virginia Exurbs	52%	47%	2%
	Central/West	37%	59%	4%
	Richmond/East	55%	42%	3%
	Tidewater	57%	39%	4%
Household Income	Less than \$75,000	54%	41%	5%
	\$75,000 or more	51%	47%	2%
Education	Not college graduate	50%	45%	5%
	College graduate	54%	44%	2%
Interview Type	Landline	50%	48%	2%
	Cell Phone	54%	41%	6%

NBC4/NBC News/Marist Poll Virginia Adults. Interviews conducted September 17th through September 19th, n=1213 MOE +/- 2.8 percentage points. ^Virginia Registered Voters: n=1069 MOE +/- 3.0 percentage points. Virginia Likely Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.