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McAuliffe opens 2013 with a lead over Cuccinelli

Raleigh, N.C. – Virginia is unique in its one-term limit on its governors, and if current numbers hold, the GOP may see its four-year moment in control of the entire state end this fall. Likely Democratic nominee Terry McAuliffe leads likely Republican opponent Ken Cuccinelli by five points (46-41) in PPP's first 2013 poll of the state.

Cuccinelli, currently the state's Attorney General, has much higher name identification than McAuliffe, who failed to get his party's nomination four years ago, despite his establishment support and fundraising advantage. Only about half of voters say they are familiar with McAuliffe, but almost three-quarters are with their A.G. If name recognition is neutralized at this point, McAuliffe's lead jumps to 13 points (52-39), suggesting he could do even better as he begins to officially campaign for office.

The race is not all about name I.D., however. Cuccinelli's raw favorability rating (29%) is slightly better than McAuliffe's (25%), but his negatives are far higher (45% versus 26%). Part of Cuccinelli's problem is he is divisive within his own party—23% of Republicans see him unfavorably. With GOP voters who dislike Cuccinelli personally, McAuliffe actually leads by an even larger margin than he does electorate-wide (47-40). Thus, each candidate gets 81% of his own party's support, but McAuliffe pulls more (11%) of the GOP than Cuccinelli does of Democrats (6%).

There has been some talk, stoked by the Lieutenant Governor himself, that Bill Bolling may run as an independent candidate. At this point, he would get a solid 15% of the vote and, as one might expect, help McAuliffe to a wider 40-32 advantage over Cuccinelli. Bolling draws equally from the two among independents, taking 24% of their vote. He makes virtually no dent in McAuliffe's intraparty support, but knocks Cuccinelli down 12 points among the GOP, with 19% of Republican votes.

“Ken Cuccinelli's unpopularity is really the story of the race at this point,” said Dean Debnam, President of Public Policy Polling. “Even to a decent number of Republicans he is an unacceptable candidate, and that could give Bill Bolling an opening to run a viable independent campaign.”

PPP surveyed 602 Virginia voters from January 4th to 6th. The margin of error is +/-4.0%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



Virginia Survey Results

Q1 Do you have a favorable or unfavorable opinion of Ken Cuccinelli?

Favorable..... 29%
Unfavorable 45%
Not sure 27%

Q2 Do you have a favorable or unfavorable opinion of Terry McAuliffe?

Favorable..... 25%
Unfavorable 26%
Not sure 50%

Q3 If the candidates for Governor this fall were Republican Ken Cuccinelli and Democrat Terry McAuliffe, who would you vote for?

Ken Cuccinelli 41%
Terry McAuliffe..... 46%
Undecided..... 13%

Q4 Do you have a favorable or unfavorable opinion of Bill Bolling?

Favorable..... 29%
Unfavorable 16%
Not sure 56%

Q5 If the candidates for Governor this fall were Republican Ken Cuccinelli, Democrat Terry McAuliffe, and Bill Bolling running as an independent, who would you vote for?

Ken Cuccinelli..... 32%
Terry McAuliffe..... 40%
Bill Bolling 15%
Undecided..... 13%

Q6 Generally speaking, if there was an election for the state legislature today, would you vote for the Democratic or Republican candidate from your district?

Democrat..... 45%
Republican..... 41%
Not sure..... 15%

Q7 Who did you vote for President in 2012?

Barack Obama..... 49%
Mitt Romney..... 45%
Someone else/Don't remember 5%

Q8 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 10%
Somewhat liberal 17%
Moderate..... 32%
Somewhat conservative..... 24%
Very conservative 17%

Q9 If you are a woman, press 1. If a man, press 2.

Woman 55%
Man..... 45%

Q10 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 35%
Republican..... 32%
Independent/Other..... 32%

Q11 If you are white, press 1. If African-American, press 2. If other, press 3.

White 73%
African-American 18%
Other..... 9%



Q12 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

<i>18 to 45</i>	36%
<i>46 to 65</i>	43%
<i>Older than 65</i>	21%



Crosstabs

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Cuccinelli Favorability				
Favorable	29%	10%	48%	30%
Unfavorable	45%	64%	22%	54%
Not sure	27%	26%	30%	16%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
McAuliffe Favorability				
Favorable	25%	41%	8%	15%
Unfavorable	26%	12%	40%	24%
Not sure	50%	47%	51%	61%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Cuccinelli/McAuliffe				
Ken Cuccinelli	41%	8%	79%	18%
Terry McAuliffe	46%	80%	8%	60%
Undecided	13%	12%	12%	22%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Bolling Favorability				
Favorable	29%	17%	42%	24%
Unfavorable	16%	19%	12%	16%
Not sure	56%	64%	46%	60%





Crosstabs

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Cuccinelli/McAuliffe/Boling				
Ken Cuccinelli	32%	3%	64%	24%
Terry McAuliffe	40%	74%	3%	34%
Bill Boling	15%	8%	20%	24%
Undecided	13%	14%	12%	18%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else/Don't remember
Generic State Leg. Ballot				
Democrat	45%	81%	6%	38%
Republican	41%	5%	81%	23%
Not sure	15%	14%	13%	38%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cuccinelli Favorability						
Favorable	29%	14%	10%	17%	48%	50%
Unfavorable	45%	59%	69%	58%	26%	13%
Not sure	27%	27%	21%	25%	26%	37%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McAuliffe Favorability						
Favorable	25%	35%	46%	29%	12%	8%
Unfavorable	26%	21%	15%	19%	31%	45%
Not sure	50%	44%	40%	52%	58%	47%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cuccinelli/McAuliffe						
Ken Cuccinelli	41%	22%	6%	25%	68%	77%
Terry McAuliffe	46%	67%	84%	61%	16%	13%
Undecided	13%	11%	10%	14%	16%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bolling Favorability						
Favorable	29%	20%	20%	23%	37%	43%
Unfavorable	16%	25%	22%	17%	9%	10%
Not sure	56%	55%	58%	60%	54%	47%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cuccinelli/McAuliffe/-Bolling						
Ken Cuccinelli	32%	10%	4%	24%	54%	59%
Terry McAuliffe	40%	79%	73%	48%	12%	7%
Bill Bolling	15%	5%	13%	11%	23%	18%
Undecided	13%	6%	10%	17%	11%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Generic State Leg. Ballot						
Democrat	45%	83%	75%	58%	15%	10%
Republican	41%	9%	9%	26%	71%	74%
Not sure	15%	8%	15%	16%	15%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Cuccinelli Favorability			
Favorable	29%	25%	34%
Unfavorable	45%	41%	49%
Not sure	27%	35%	17%

	Base	Gender	
		Woman	Man
McAuliffe Favorability			
Favorable	25%	21%	29%
Unfavorable	26%	20%	32%
Not sure	50%	58%	39%

	Base	Gender	
		Woman	Man
Cuccinelli/McAuliffe			
Ken Cuccinelli	41%	39%	43%
Terry McAuliffe	46%	48%	45%
Undecided	13%	13%	13%

	Base	Gender	
		Woman	Man
Bolling Favorability			
Favorable	29%	23%	37%
Unfavorable	16%	13%	19%
Not sure	56%	65%	44%





Crosstabs

	Base	Gender	
		Woman	Man
Cuccinelli/McAuliffe/- Boling			
Ken Cuccinelli	32%	32%	33%
Terry McAuliffe	40%	43%	36%
Bill Boling	15%	11%	19%
Undecided	13%	14%	12%

	Base	Gender	
		Woman	Man
Generic State Leg. Ballot			
Democrat	45%	50%	39%
Republican	41%	37%	45%
Not sure	15%	13%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Cuccinelli Favorability				
Favorable	29%	9%	48%	31%
Unfavorable	45%	62%	23%	46%
Not sure	27%	29%	29%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
McAuliffe Favorability				
Favorable	25%	41%	9%	22%
Unfavorable	26%	11%	40%	28%
Not sure	50%	48%	50%	51%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cuccinelli/McAuliffe				
Ken Cuccinelli	41%	6%	81%	39%
Terry McAuliffe	46%	81%	11%	43%
Undecided	13%	13%	8%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Bolling Favorability				
Favorable	29%	12%	42%	35%
Unfavorable	16%	21%	13%	12%
Not sure	56%	68%	44%	53%

	Base	Party		
		Democrat	Republican	Independent/Other
Cuccinelli/McAuliffe/ Boling				
Ken Cuccinelli	32%	4%	69%	27%
Terry McAuliffe	40%	80%	6%	30%
Bill Boling	15%	3%	19%	24%
Undecided	13%	13%	7%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic State Leg. Ballot				
Democrat	45%	90%	5%	33%
Republican	41%	4%	82%	41%
Not sure	15%	6%	13%	26%





Crosstabs

	Base	Race		
		White	African-American	Other
Cuccinelli Favorability				
Favorable	29%	29%	31%	18%
Unfavorable	45%	43%	41%	64%
Not sure	27%	28%	28%	18%

	Base	Race		
		White	African-American	Other
McAuliffe Favorability				
Favorable	25%	25%	24%	23%
Unfavorable	26%	25%	22%	34%
Not sure	50%	50%	54%	43%

	Base	Race		
		White	African-American	Other
Cuccinelli/McAuliffe				
Ken Cuccinelli	41%	47%	26%	19%
Terry McAuliffe	46%	42%	54%	62%
Undecided	13%	10%	21%	19%

	Base	Race		
		White	African-American	Other
Bolling Favorability				
Favorable	29%	33%	19%	19%
Unfavorable	16%	14%	20%	16%
Not sure	56%	53%	62%	65%





Crosstabs

	Base	Race		
		White	African-American	Other
Cuccinelli/McAuliffe/Boling				
Ken Cuccinelli	32%	37%	19%	18%
Terry McAuliffe	40%	34%	62%	43%
Bill Boling	15%	17%	2%	20%
Undecided	13%	11%	17%	20%

	Base	Race		
		White	African-American	Other
Generic State Leg. Ballot				
Democrat	45%	38%	72%	46%
Republican	41%	50%	15%	18%
Not sure	15%	12%	13%	36%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Cuccinelli Favorability				
Favorable	29%	26%	29%	32%
Unfavorable	45%	39%	50%	43%
Not sure	27%	35%	21%	24%

	Base	Age		
		18 to 45	46 to 65	Older than 65
McAuliffe Favorability				
Favorable	25%	19%	28%	28%
Unfavorable	26%	22%	28%	29%
Not sure	50%	59%	44%	44%





Crosstabs

	Base	Age		
		18 to 45	46 to 65	Older than 65
Cuccinelli/McAuliffe				
Ken Cuccinelli	41%	39%	40%	45%
Terry McAuliffe	46%	49%	48%	38%
Undecided	13%	12%	12%	17%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Bolling Favorability				
Favorable	29%	28%	27%	34%
Unfavorable	16%	12%	20%	12%
Not sure	56%	59%	53%	54%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Cuccinelli/McAuliffe/-Bolling				
Ken Cuccinelli	32%	27%	35%	37%
Terry McAuliffe	40%	41%	41%	36%
Bill Bolling	15%	18%	12%	15%
Undecided	13%	15%	12%	12%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Generic State Leg. Ballot				
Democrat	45%	42%	49%	39%
Republican	41%	39%	38%	49%
Not sure	15%	19%	13%	12%

