

**INTERVIEWS: Tom Jensen 919-744-6312****IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL  
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH  
OF THE PRESS RELEASE**

### **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 4<sup>th</sup> to 6<sup>th</sup>. 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
<b>Cuccinelli Favorability</b>				
<b>Favorable</b>	29%	10%	48%	30%
<b>Unfavorable</b>	45%	64%	22%	54%
<b>Not sure</b>	27%	26%	30%	16%

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

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

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





**Crosstabs**

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

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

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

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





**Crosstabs**

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

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

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

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





**Crosstabs**

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

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

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

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





**Crosstabs**

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

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

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

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







**Crosstabs**

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

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

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

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





**Crosstabs**

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

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

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

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





**Crosstabs**

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

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

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

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





**Crosstabs**

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

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

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

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

