Roanoke College Poll Topline
Presidential Election
October 2016

Hi, I'm_____ and I'm calling from Roanoke College. How are you today/this evening?
We're conducting a survey of Virginia residents regarding important issues and your opinion is
very important to us. Your responses are anonymous and confidential.

1. How likely is it that you will vote in the presidential election in November? Is it very likely,
somewhat likely, not very likely, or not likely at all?

Very likely	93%
Somewhat likely	7%
Not very likely [TERMINATE]	
Not likely at all [TERMINATE]	

2. Some people don't pay much attention to political campaigns. How about you? Would you
say that you have been very interested, somewhat interested or not very interested in the
presidential campaigns so far this year?

Very interested	62%
Somewhat interested	30%
Not very interested	8%
Refused	0%

3. If the presidential election was held today and you had to decide right now, would you vote
for [ROTATE FIRST FIVE]

Donald Trump, the Republican	36%
Hillary Clinton, the Democrat	45%
Gary Johnson, the Libertarian	7%
Jill Stein, the Green Party	1%
Evan McMullin, the Independent	1%
Unsure [VOLUNTERED ONLY]	10%
Refused [TERMINATE]	

4. a. [IF CLINTON OR TRUMP] How likely is it that you will switch your vote to another
candidate before the election—very likely, somewhat likely, not very likely or not likely at all?

Very likely	2%
Somewhat likely	11%
Not very likely	19%
Not likely at all	67%
Refused	0%

4. b [IF UNSURE] Are you leaning toward voting for a particular candidate—Clinton, Trump. Johnson, Stein, or McMullin?

Clinton	5%
Trump	15%
Johnson	1%
Stein	1%
McMullin	13%
Unsure	64%

4. c [IF JOHNSON,STEIN OR UNSURE] And if the choices were only Hillary Clinton and Donald Trump, who would you vote for?

Clinton	30%
Trump	12%
Unsure [VOLUNTERED ONLY]	31%
Refused [VOLUNTERED ONLY]	2%
I would not vote [VOLUNTERED ONLY]	26%

5. What is the most important issue to you in this election?

Economy--jobs, unemployment, debt, etc.	28%
Immigration	6%
Terrorism	7%
Economic inequality	2%
War	0%
Race relations	1%
Abortion	2%
Gun control/gun rights	1%
Crime/police	2%
Budget deficit/ debt	2%
Education	5%
Health care/ Obamacare	8%
Climate change	1%
Honesty/character/corruption	7%
Leadership	4%
Defeating Trump	5%
Defeating Clinton	1%
Supreme Court	2%
Foreign relations	5%
Other	9%
Refused	3%

6. Do you think things in the COUNTRY are generally going in the right direction or do you think things have gotten off on the wrong track?

Right direction	37%
Wrong track	57%
Unsure	6%
Refused	0%

7. In general, do you approve or disapprove of the way Barack Obama is handling his job as President of the United States?

Approve	50%
Disapprove	40%
Mixed	9%
Don't Know/Refused	1%

Please tell me if you have a generally favorable or unfavorable impression of the following people or if you don't know enough about them to have formed an opinion:

8. Barack Obama

Favorable	54%
Unfavorable	36%
Mixed	9%
Don't know/Refused	1%

9. Hillary Clinton

Favorable	39%
Unfavorable	48%
Mixed	11%
Don't know/Refused	2%

10. Donald Trump

Favorable	29%
Unfavorable	57%
Mixed	11%
Don't know/Refused	3%

11. Mike Pence

Favorable	34%
Unfavorable	26%
Mixed	8%
Don't know/Refused	32%

12. Tim Kaine

Favorable	48%
Unfavorable	29%
Mixed	10%
Don't know/Refused	13%

13. Regardless of your vote intention, please tell me if you think Hillary Clinton or Donald Trump would do a better job as president on the following issues. First, improving the nation's economy?

Clinton	47%
Trump	46%
Unsure/Refused	7%

14. Who would deal better with terrorism-Trump or Clinton?

Clinton	50%
Trump	42%
Unsure/Refused	8%

15. How about health care?

Clinton	55%
Trump	34%
Unsure/Refused	11%

16. Who would do more to improve race relations?

Clinton	64%
Trump	22%
Unsure/Refused	15%

17. Who would deal more effectively with immigration?

Clinton	50%
Trump	42%
Unsure/Refused	8%

18. How about foreign policy?

Clinton	60%
Trump	29%
Unsure/Refused	11%

19. How about issues related to guns?

Clinton	42%
Trump	46%
Unsure/Refused	12%

20. How honest and trustworthy do you think Hillary Clinton is? Very honest, somewhat honest, not very honest or not honest at all?

Very honest	11%
Somewhat honest	35%
Not very honest	15%
Not honest at all	39%
Unsure/Refused	1%

20.a. And how honest is Donald Trump?

Very honest	12%
Somewhat honest	36%
Not very honest	15%
Not honest at all	35%
Unsure/Refused	3%

21. How qualified is Hillary Clinton to be president, is she very qualified, somewhat qualified, not very qualified, or not at all qualified?

Very qualified	40%
Somewhat qualified	31%
Not very qualified	11%
Not qualified at all	17%
Unsure/Refused	1%

21.a. And how qualified is Donald Trump?

Very qualified	11%
Somewhat qualified	30%
Not very qualified	16%
Not qualified at all	41%
Unsure/Refused	2%

22. From what you have seen, how well does Clinton's temperament fit that of a president? Very well, somewhat, not very well, or not well at all?

Very well	39%
Somewhat	35%
Not very well	11%
Not at all	13%
Unsure/Refused	3%

22.a. And how well does Trump's temperament fit that of a president?

Very well	8%
Somewhat	26%
Not very well	19%
Not at all	44%
Unsure/Refused	3%

23. How well does Clinton understand the problems of people like you? Very well, somewhat, not very well, or not well at all?

Very well	21%
Somewhat	36%
Not very well	15%
Not at all	27%
Unsure/Refused	2%

23.a. And how well does Trump understand the problems of people like you?

Very well	17%
Somewhat	23%
Not very well	14%
Not at all	44%
Unsure/Refused	2%

24. Did you happen to watch or listen to any or all of the first Presidential debate or did you not see or listen to any of it?

Yes	80%
No	20%

25. [IF R WATCHED DEBATE] From what you saw or heard, which candidate had a better knowledge of facts and policies—Trump or Clinton?

Clinton	66%
Trump	17%
Neither/both/unsure	17%
Refused	0%

26. [IF R WATCHED DEBATE] And which one impressed you as being more authentic and honest in their responses—Clinton or Trump?

Clinton	46%
Trump	42%
Neither/both/unsure	12%
Refused	0%

27. [IF R WATCHED DEBATE] Which candidate did you think was more likable—Trump or Clinton?

Clinton	56%
Trump	28%
Neither/both/unsure	16%
Refused	0%

28. [IF R WATCHED DEBATE] Who appeared to be more Presidential—Clinton or Trump?

Clinton	66%
Trump	24%
Neither/both/unsure	11%
Refused	0%

29. [IF R WATCHED DEBATE] Did the debate make you more likely to vote for Trump, less likely to vote for him, or did it make no difference?

More likely	6%
Less likely	25%
No difference	68%
Refused	0%

30. [IF R WATCHED DEBATE] Did the debate make you more likely to vote for Clinton, less likely to vote for her, or did it make no difference?

More likely	26%
Less likely	12%
No difference	62%
Refused	0%

31. Code respondent's sex [NOT ASKED]

Male	47%
Female	53%

32. Region

Southwest Virginia	11%
Southside	8%
Shenandoah Valley	7%
Central Virginia/Richmond	20%
Northern Virginia	31%
Tidewater	24%

33. Thanks so much for your patience. I have a few questions about you for statistical purposes.
Are you currently married, living with a partner, divorced, separated, widowed, or have you
never been married?

Married	58%
Living with partner	4%
Divorced	8%
Separated	1%
Widowed	5%
Never married	23%
Refused	1%

34. How much education have you completed?

Less than high school	1%
High School	15%
Some college/technical school	23%
Associate's Degree	11%
Bachelor's Degree	29%
Advanced Degree	20%
Refused	1%

35. In what year were you born? [CODED INTO CATEGORIES]

18-29	19%
30-44	26%
45-64	40%
65 or older	14%
Refused	1%

36. Are you of Hispanic or Latino origin?

Yes, Hispanic	6%
No, not Hispanic	92%
No answer	2%

37. What is your race? Are you White, African-American, or some other race?

White / Hispanic / Latino	74%
African-American	20%
Other/multi-racial	5%
Refused	2%

38. I'm going to read several income groups. When I come to the group that includes your annual family income, please stop me.

Less than $20,000	6%
$20,000-$35,000	9%
$35,000-$50,000	12%
$50,000-$75,000	18%
$75,000-$100,000	14%
More than $100,000	32%
Refused	9%

39. Politically speaking, do you consider yourself to be liberal, moderate or conservative?

Liberal	22%
Moderate	37%
Conservative	34%
Other/Unsure	3%
Refused	5%

40. And would you describe your political party affiliation as Democrat, Republican, Independent, some other party or no affiliation?

Democrat	36%
Republican	29%
Independent	18%
Other	9%
Refused	9%

40. a. [IF INDEPENDENT, OTHER OR REFUSED] As of today, do you lean more toward the Democratic party or toward the Republican party? [RESULTS ARE COMBINED WITH THOSE IN Q. 40]

Democrat	47%
Republican	42%
Neither/Refused	11%

Thank you for your time and have a nice <HOUR1>. If you have any questions or comments about this survey, you may contact Dr. Harry Wilson at (540) 375-2415. You may also contact the Roanoke College Institutional Review Board at (540) 375-24--.

Roanoke College Poll

October 2016 Presidential Election

	Clinton	Trump
Male	39%	43%
Female	51%	29%
White	36%	45%
African-American	82%	4%
High school or less	33%	39%
Some college/Assoc.	43%	38%
B.A. or higher	51%	33%
18-29 years old	48%	30%
30-44	44%	27%
45-64	46%	41%
65 or older	44%	45%
$35,000 or less	51%	24%
$35,001-$75,000	48%	33%
$75,001 or more	43%	41%
Liberal	82%	9%
Moderate	50%	26%
Conservative	22%	63%
Democrat/ (including leaners)	91%/88%	1%/1%
Republican/ (including leaners)	6%/4%	76%/79%
Independent/ (excluding leaners)	35%/19%	35%/18%
Southwest VA	26%	50%
Southside	61%	31%
Shenandoah Valley	35%	60%
Richmond/Central VA	43%	39%
Northern VA	50%	28%
Tidewater	47%	31%
Married	41%	43%
Never married	51%	24%