

Roanoke College Poll
Roanoke City Election Poll
October 29, 2024
Co-sponsored by The Roanoke Rambler

The Institute for Policy and Opinion Research at Roanoke College is conducting a survey of Roanoke City residents regarding important issues and your opinion is very important to us; we're not selling anything and won't ask you for any money. Your responses are anonymous and confidential. Are you 18 or older and a resident of Roanoke City?

1. How likely is it that you will vote in Roanoke's Mayoral and City Council elections in November? Is it almost certain, very likely, somewhat likely, not very likely or have you already voted?

Almost certain	46%
Very likely	5%
Somewhat likely	2%
Not very likely [TERMINATE]	0%
Already voted	47%

2. Roanoke has three candidates for mayor. If you had to decide right now, would you vote for [ASKED IN ORDER OF BALLOT]

Joseph L. "Joe" Cobb, the Democrat	50%
Stephanie M. Moon, the Independent	18%
David A. Bowers, the Republican	26%
Other write-in	0%
Undecided	5%
Refused	2%

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.

3. Joe Cobb

Favorable	47%
Unfavorable	16%
Mixed	17%
Unsure/Don't know	20%

4. Stephanie Moon Reynolds

Favorable	27%
Unfavorable	10%
Mixed	24%
Unsure/Don't know	40%

5. David Bowers	
Favorable	22%
Unfavorable	43%
Mixed	22%
Unsure/Don't know	13%

How familiar are you with the following names? Are you very familiar, somewhat familiar, not very familiar, or not familiar at all?

6. Terry McGuire	
Very familiar	25%
Somewhat familiar	36%
Not very familiar	20%
Not familiar at all	11%
Don't know/Refused	8%

7. Phazhon Nash	
Very familiar	26%
Somewhat familiar	28%
Not very familiar	20%
Not familiar at all	20%
Don't know/Refused	7%

8. Benjamin Woods	
Very familiar	8%
Somewhat familiar	19%
Not very familiar	27%
Not familiar at all	35%
Don't know/Refused	10%

9. Jim Garrett	
Very familiar	9%
Somewhat familiar	24%
Not very familiar	25%
Not familiar at all	32%
Don't know/Refused	10%

10. Nick Hagen	
Very familiar	12%
Somewhat familiar	25%
Not very familiar	20%
Not familiar at all	33%
Don't know/Refused	11%

11. Cathy Reynolds	
Very familiar	3%
Somewhat familiar	13%
Not very familiar	26%
Not familiar at all	44%
Don't know/Refused	14%

12. Evelyn Powers	
Very familiar	36%
Somewhat familiar	36%
Not very familiar	9%
Not familiar at all	12%
Don't know/Refused	7%

13. Seven Roanoke City Council candidates are competing for three open seats. Please select up to three candidates. [ASKED IN ORDER OF BALLOT. NUMBER WILL NOT ADD TO 100% DUE TO SELECTION OF MULTIPLE CANDIDATES.]

S. Terry McGuire (the Democrat)	54%
Phazhon T. Nash (the Democrat)	51%
I. Benjamin Woods (the Democrat)	34%
James R. "Jim" Garrett (the Republican)	28%
Nicolas S. "Nick" Hagen (the Republican)	33%
Cathy M. Reynolds (the Independent)	10%
Evelyn W. Powers (the Independent)	35%
Write in	1%
Undecided	5%
Refused	3%

14. Which of the following statements is closest to your reasoning for choosing candidates from different parties? [ASKED ONLY IF RESPONDENT CHOSE MORE THAN ONE CANDIDATE AND NOT FROM THE SAME PARTY]

The candidate's name is more familiar	5%
The candidate's policies are more aligned with mine	44%
I know the candidate personally	10%
Someone I know recommended the candidate	2%
To bring diverse viewpoints to City Council	29%
Something else	5%
Not sure	3%
Refused	2%

15. What is the most important LOCAL issue to you in this election? Would you say, economic development, housing, jobs, crime, zoning, city hall management or something else?

Economic development	23%
Housing	14%
Jobs	2%
Crime	19%
Zoning	5%
City hall management	6%
Homelessness	16%
Education	9%
Something else	4%
Don't know/Refused	2%

16. As you may know, the city has a development plan for privately owned land across Interstate 581 from Valley View Mall called Evans Spring. Which of the following statements is closer to your view? [ROTATED] That land should be developed to bring more retail and housing options to Roanoke. OR That land should be preserved as green space and development should be pursued elsewhere.

It should be developed	32%
It should be preserved	39%
Neutral	23%
Don't know/Refused	6%

17. Roanoke recently eliminated single-family-only zoning to allow for more multi-unit housing across the city. Do you agree or disagree with this policy? Is that strongly or somewhat?

Strongly agree	13%
Somewhat agree	22%
Neutral	15%
Somewhat disagree	20%
Strongly disagree	27%
Unsure /Refused	3%

18. Do you think the current City Council should pick Roanoke's next city manager? Or should the new City Council elected in November pick the new city manager?

Current Council	9%
New Council	74%
Doesn't matter	10%
Unsure/Refused	8%

Demographics

19. Gender

Male	42%
Female	57%
Other/No answer	1%

20. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Married	47%
Living with partner	8%
Divorced	14%
Separated	0%
Widowed	8%
Never married	22%
Refused	0%

21. How much education have you completed?

Less than High school	0%
High School	7%
Some College/Technical School	20%
Associate's Degree	10%
Bachelor's Degree	33%
Advanced Degree	30%
Refused	0%

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

18-29	10%
30-44	23%
45-64	33%
65 or older	34%
Refused	0%

23. Are you of Hispanic origin or descent, such as Mexican, Dominican, Puerto Rican, Cuban, or some other Spanish background?

Yes, Hispanic	2%
No, not Hispanic	98%
Refused	0%

24. Would you consider yourself Caucasian or white, African-American or Black, Asian or some other race?

White / Caucasian	75%
African-American	22%
Asian/Other/multi-racial	3%
Refused	0%

25. What income group includes your annual family income?

Less than \$20,000	4%
\$20,000-\$35,000	9%
\$35,000-\$50,000	14%
\$50,000-\$75,000	20%
\$75,000-\$100,000	20%
More than \$100,000	33%
Refused	0%

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

Liberal	42%
Moderate	29%
Conservative	25%
Other/Unsure	4%
Don't know/Refused	0%

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

Democrat	61%
Republican	28%
Independent	8%
Other/None	4%
Don't know/No answer	0%