



**FOR IMMEDIATE RELEASE**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Undecideds Rule in Virginia Gov Primary**

**Raleigh, N.C.** – A majority of voters are undecided in the race to become the Democratic nominee for Governor of Virginia, the first of what will be monthly tracking polls on the contest from Public Policy Polling finds.

Terry McAuliffe and Brian Moran are tied for the lead at 18%, with Creigh Deeds further back at 11%.

Moran has the best favorability marks from likely primary voters, with 34% having a positive opinion of him and just 10% viewing him negatively. McAuliffe is the most well known of the candidates, which cuts both ways. He has the second highest favorable rating, 30%, but also has easily the highest unfavorable rating at 23%. Deeds is the least well known of the trio with 67% of respondents having no opinion of him one way or the other.

“What this poll shows is that the contest for the Democratic nomination is wide open,” said Dean Debnam, President of Public Policy Polling. “None of the candidates are that well known and there is no clear front runner at this point.”

Moran is doing very well in northern Virginia, while McAuliffe has the lead with blacks.

PPP surveyed 998 likely Virginia Democratic primary voters between January 30th and February 1st. The survey’s margin of error is +/-3.19%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Public Policy Polling correctly predicted a six point victory for Barack Obama in Virginia last fall. We will release new numbers looking at the race for Lieutenant Governor, as well as what Virginia Democrats think of Tim Kaine becoming chair of the DNC tomorrow.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## Virginia Democratic Poll

**Q1** The Democratic candidates for Governor are Creigh Deeds, Terry McAuliffe, and Brian Moran. If the election was today, who would you vote for? If Creigh Deeds, press 1. If Terry McAuliffe, press 2. If Brian Moran, press 3. If you're undecided, press 4.

*Creigh Deeds*.....11% *Brian Moran* .....18%  
*Terry McAuliffe*.....18% *Undecided*.....53%

**Q2** Do you have a favorable or unfavorable opinion of Creigh Deeds? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*.....23%  
*Unfavorable* ..... 11%  
*Not Sure*.....67%

**Q3** Do you have a favorable or unfavorable opinion of Terry McAuliffe? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*.....30%  
*Unfavorable* ..... 23%  
*Not Sure*.....47%

**Q4** Do you have a favorable or unfavorable opinion of Brian Moran? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*.....34%  
*Unfavorable* ..... 10%  
*Not Sure*.....57%

**Q5** Were you born in Virginia, or somewhere else? If you were born in Virginia, press 1. If you were born somewhere else, press 2.

*Born in Virginia* ..... 38%  
*Born Elsewhere* ..... 62%

**Q6** I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

*Iraq War*..... 9%  
*Education*..... 8%  
*Economy and Jobs* ..... 71%  
*Taxes*..... 1%  
*Moral and Family Values* ..... 3%  
*Health Care*..... 4%  
*Immigration*..... 2%  
*Other*..... 1%

**Q7** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 63%  
*Man*..... 37%

**Q8** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

*Democrat*..... 83%  
*Republican*..... 3%  
*Other*..... 14%

**Q9** if you are Hispanic, press 1. If you are white, press 2. If you are African-American, press 3. If other, press 4.

*Hispanic*..... 7%  
*White* ..... 58%  
*African American* ..... 30%  
*Other*..... 5%





**Q10** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

<i>18 to 29</i> .....	12%
<i>30 to 45</i> .....	26%
<i>46 to 65</i> .....	39%
<i>Older than 65</i> .....	23%

**Q11**

276.....	4%
434.....	9%
540.....	15%
703.....	38%
757.....	17%
804.....	17%





	Base	Virginia Native	
		Born in Virginia	Born Elsewhere
<b>Governor</b>			
<b>Creigh Deeds</b>	11%	16%	8%
<b>Terry McAuliffe</b>	18%	18%	17%
<b>Brian Moran</b>	18%	9%	24%
<b>Undecided</b>	53%	57%	50%

	Base	Virginia Native	
		Born in Virginia	Born Elsewhere
<b>Deeds Favorability</b>			
<b>Favorable</b>	22%	23%	22%
<b>Unfavorable</b>	11%	16%	8%
<b>Not Sure</b>	67%	61%	70%

	Base	Virginia Native	
		Born in Virginia	Born Elsewhere
<b>McAuliffe Favorability</b>			
<b>Favorable</b>	30%	24%	34%
<b>Unfavorable</b>	23%	25%	22%
<b>Not Sure</b>	47%	51%	44%

	Base	Virginia Native	
		Born in Virginia	Born Elsewhere
<b>Moran Favorability</b>			
<b>Favorable</b>	34%	24%	39%
<b>Unfavorable</b>	10%	14%	7%
<b>Not Sure</b>	57%	61%	54%





	Base	Gender	
		Woman	Man
<b>Governor</b>			
<b>Creigh Deeds</b>	11%	12%	11%
<b>Terry McAuliffe</b>	18%	18%	17%
<b>Brian Moran</b>	18%	16%	23%
<b>Undecided</b>	53%	55%	49%

	Base	Gender	
		Woman	Man
<b>Deeds Favorability</b>			
<b>Favorable</b>	23%	21%	25%
<b>Unfavorable</b>	11%	12%	8%
<b>Not Sure</b>	67%	67%	66%

	Base	Gender	
		Woman	Man
<b>McAuliffe Favorability</b>			
<b>Favorable</b>	30%	28%	34%
<b>Unfavorable</b>	23%	21%	27%
<b>Not Sure</b>	47%	51%	40%

	Base	Gender	
		Woman	Man
<b>Moran Favorability</b>			
<b>Favorable</b>	34%	30%	40%
<b>Unfavorable</b>	10%	8%	12%
<b>Not Sure</b>	57%	62%	48%





	Base	Party		
		Democrat	Republican	Other
<b>Governor</b>				
<b>Creigh Deeds</b>	11%	12%	6%	8%
<b>Terry McAuliffe</b>	18%	20%	6%	9%
<b>Brian Moran</b>	18%	19%	11%	19%
<b>Undecided</b>	53%	50%	77%	64%

	Base	Party		
		Democrat	Republican	Other
<b>Deeds Favorability</b>				
<b>Favorable</b>	23%	22%	6%	29%
<b>Unfavorable</b>	11%	10%	48%	10%
<b>Not Sure</b>	67%	68%	46%	61%

	Base	Party		
		Democrat	Republican	Other
<b>McAuliffe Favorability</b>				
<b>Favorable</b>	30%	32%	11%	22%
<b>Unfavorable</b>	23%	21%	37%	36%
<b>Not Sure</b>	47%	47%	52%	42%

	Base	Party		
		Democrat	Republican	Other
<b>Moran Favorability</b>				
<b>Favorable</b>	34%	34%	31%	35%
<b>Unfavorable</b>	10%	9%	12%	13%
<b>Not Sure</b>	57%	57%	58%	52%





	Base	Race			
		Hispanic	White	African American	Other
<b>Governor</b>					
<b>Creigh Deeds</b>	11%	18%	15%	3%	3%
<b>Terry McAuliffe</b>	18%	7%	18%	20%	15%
<b>Brian Moran</b>	18%	13%	21%	12%	37%
<b>Undecided</b>	53%	61%	46%	65%	44%

	Base	Race			
		Hispanic	White	African American	Other
<b>Deeds Favorability</b>					
<b>Favorable</b>	23%	26%	30%	9%	10%
<b>Unfavorable</b>	11%	42%	9%	8%	7%
<b>Not Sure</b>	67%	32%	60%	84%	83%

	Base	Race			
		Hispanic	White	African American	Other
<b>McAuliffe Favorability</b>					
<b>Favorable</b>	30%	19%	32%	25%	49%
<b>Unfavorable</b>	23%	58%	25%	14%	21%
<b>Not Sure</b>	47%	24%	43%	61%	30%

	Base	Race			
		Hispanic	White	African American	Other
<b>Moran Favorability</b>					
<b>Favorable</b>	34%	45%	39%	20%	40%
<b>Unfavorable</b>	10%	31%	9%	7%	4%
<b>Not Sure</b>	57%	24%	52%	73%	56%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Governor</b>					
<b>Creigh Deeds</b>	11%	6%	11%	11%	15%
<b>Terry McAuliffe</b>	18%	6%	11%	24%	22%
<b>Brian Moran</b>	18%	24%	17%	19%	15%
<b>Undecided</b>	53%	65%	62%	46%	48%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Deeds Favorability</b>					
<b>Favorable</b>	23%	12%	20%	26%	25%
<b>Unfavorable</b>	11%	18%	11%	11%	8%
<b>Not Sure</b>	67%	71%	69%	63%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McAuliffe Favorability</b>					
<b>Favorable</b>	30%	12%	31%	34%	32%
<b>Unfavorable</b>	23%	35%	25%	22%	18%
<b>Not Sure</b>	47%	53%	45%	44%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Moran Favorability</b>					
<b>Favorable</b>	34%	41%	35%	33%	29%
<b>Unfavorable</b>	10%	12%	9%	9%	10%
<b>Not Sure</b>	57%	47%	55%	58%	61%







	Base	Region					
		276	434	540	703	757	804
<b>Governor</b>							
<b>Creigh Deeds</b>	11%	8%	20%	19%	3%	6%	23%
<b>Terry McAuliffe</b>	18%	28%	4%	21%	14%	22%	24%
<b>Brian Moran</b>	18%	-	13%	11%	34%	5%	11%
<b>Undecided</b>	53%	64%	63%	49%	49%	67%	41%

	Base	Region					
		276	434	540	703	757	804
<b>Deeds Favorability</b>							
<b>Favorable</b>	23%	13%	27%	33%	18%	13%	35%
<b>Unfavorable</b>	11%	8%	10%	18%	11%	5%	12%
<b>Not Sure</b>	67%	79%	63%	50%	71%	82%	54%

	Base	Region					
		276	434	540	703	757	804
<b>McAuliffe Favorability</b>							
<b>Favorable</b>	30%	32%	14%	27%	32%	29%	36%
<b>Unfavorable</b>	23%	4%	27%	28%	29%	9%	25%
<b>Not Sure</b>	47%	64%	59%	45%	39%	62%	39%

	Base	Region					
		276	434	540	703	757	804
<b>Moran Favorability</b>							
<b>Favorable</b>	34%	8%	22%	30%	49%	15%	35%
<b>Unfavorable</b>	10%	8%	6%	10%	11%	8%	9%
<b>Not Sure</b>	57%	84%	73%	60%	39%	77%	56%

