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Virginia Race Knotted

To: Interested Parties

From: Greenberg Quinlan Rosner Research

Despite spending over \$2.5 million in television ads, radio ads, mail and field staff this year, and running 8 weeks of television advertising, Terry McAuliffe has failed to put any distance between himself and Brian Moran in the Democratic primary for Governor. In fact, in a recent, carefully screened survey of 606 likely primary voters, McAuliffe and Moran stand “knotted” at 31 percent and 29 percent respectively.

This survey was prepared and supervised by Greenberg Quinlan Rosner Research, Inc. Calling took place between April 30 and May 3, 2009. We sampled 606 likely Democratic primary voters, based both on vote history in Virginia and self-reported likelihood to vote in the upcoming gubernatorial primary. The results are subject to a sampling error of +/- 4.0 percent.

■ **Table 1: Trial Heat Results**

	Vote
McAuliffe	31
Moran	29
Deeds	18
Undecided	22

Terry McAuliffe does lead, at least for now, in name recognition. What is striking is that so far he has been unable to translate his name recognition into a significant trial heat advantage. He also leads the field in generating negative personal appeal scores.

■ **Table 2: Favorability and Name Recognition**

	Favorability (positive- negative)	Name recognition
McAuliffe	39 - 17	74
Moran	36 - 8	59
Deeds	31 - 11	56

The Moran campaign is built from the bottom up. It’s strength lies in the support Brian Moran has earned from 20 years of work building the Democratic party in Virginia and from his ideas on jobs, education, the environment and transportation. To date, over 100 Virginia office-holders, activists and community leaders have endorsed his candidacy. This is support that can not be purchased.