



PUBLIC OPINION
STRATEGIES
MEMORANDUM

TO: INTERESTED PARTIES
FROM: GLEN BOLGER
RE: VIRGINIA CD 5 SURVEY KEY FINDINGS
DATE: May 12, 2010

Key Findings

1. *Robert Hurt has significantly boosted his name ID and favorables in the last three months.*

Since our February survey, Robert Hurt has increased his name ID by twenty-three points (from 47% to 70%) and his favorables by sixteen points (from 22% to 38%). Hurt has seen his name ID and favorables rise throughout the district, with both men and women, and across all age groups. In comparison, the images of the other candidates lag behind, as none of the other candidates' name ID is over 50%.

2. *Hurt has a commanding lead on the primary ballot.*

Robert Hurt has increased his support on the ballot by fourteen points (from 21% to 35%) and now has a twenty-five point lead on his nearest primary opposition. Hurt's lead expands among many key groups, such as core primary voters (voters who are both base GOPers and very conservative) where he leads by twenty-eight points, and with voters who rate their interest as a "10" on a 1-10 scale, where he leads by thirty points.

While Hurt has succeeded in driving up his ballot support, the other candidates in the race have been stuck in neutral, with no one candidate increasing their support by more than four points. Hurt's closest opposition, Ken Boyd, garners just 10% of the vote, the same percentage he received in our February survey. Including Boyd, the other six candidates' ballot support does not even equal Hurt's 35%.

<u>Candidate</u>	<u>Feb. Ballot %</u>	<u>May Ballot %</u>	<u>% Increase</u>
Robert Hurt	21%	35%	14%
Ken Boyd	10%	10%	0%
Michael McPadden	3%	7%	4%
Jim McKelvey	1%	5%	4%
Feda Kidd Morton	3%	5%	2%
Laurence Verga	2%	4%	2%
Ron Ferrin	0%	0%	0%

The Bottom Line

If this is, as many in the media have written, a competitive primary, then the competition has yet to start for any candidate but Robert Hurt. While the other candidates have had limited success in improving their image and almost no success in improving their standing on the ballot, Robert Hurt has significantly increased his name ID and favorables across the district, and opened up a twenty-five point lead on the primary ballot. With the June primary less than a month away, this race is currently Robert Hurt, and then everybody else.

Methodology

Public Opinion Strategies conducted a telephone survey of 300 likely GOP primary voters in Virginia's 5th Congressional District. The survey was conducted May 10-11 2010, and has a margin of error of $\pm 5.66\%$ in 95 out of 100 cases.