

June 15, 2009

To: Interested Parties

Fr: John Anzalone / Jeff Liszt

Re: Summary of Statewide Polling in Virginia

Republican Bob McDonnell faced no primary opponent, and spent nearly two million dollars on early paid communications, yet he begins the general election trailing Democrat Creigh Deeds. Deeds has a higher favorable rating, and a lower unfavorable rating, even though McDonnell spent more on television. Deeds also holds critical issue advantages that will make it difficult for McDonnell to make up ground.

McDonnell has a higher unfavorable rating and a lower favorable rating than Deeds

- Creigh Deeds, who had to navigate a 3-way primary, receives a 48% favorable / 14% unfavorable rating from Virginia voters. Bob McDonnell, who had no primary, receives just a 43% favorable / 19% unfavorable rating.
- Among independent voters, McDonnell receives a 35% favorable / 18% unfavorable rating. Deeds receives a 50% favorable / 9% unfavorable rating. McDonnell's favorable rating with independent voters is 15 points lower than Deeds's, but McDonnell has nearly twice the unfavorable rating of Deeds.

Deeds leads McDonnell 42% to 38%

- Democrat Creigh Deeds holds a 4-point lead over Republican Bob McDonnell. Deeds leads in spite of the fact that Republicans hold a 2-point advantage over Democrats on the generic ballot for Governor (36% Democrat / 38% Republican).
- Deeds has the ability to win votes across the state, including traditionally Republican strongholds. Deeds leads McDonnell 51% to 29% in Southwest Virginia. Deeds's favorable rating in Southwest Virginia (50% favorable / 15% unfavorable) is 8 points higher than Bob McDonnell's (42% favorable / 20% unfavorable).
- At the same time, McDonnell will have a difficult time making inroads in increasingly Democratic Northern Virginia. In spite of a substantial investment in the Washington, D.C. media market, McDonnell's popularity among white voters in suburban Northern Virginia is just 36% favorable / 30% unfavorable.

Deeds is better positioned to win with this electorate

- By a 2:1 margin, Virginia voters think the state is moving in the right direction (53% right / 26% wrong) and Governor Kaine receives a 66% favorable rating. This race will be about who is best positioned to continue the Warner / Kaine legacy, in ways that go beyond simple partisanship.
- McDonnell understands (and his ads demonstrate) that the next governor must, like Kaine and Warner, be aligned with the economic interests of the middle class, and able to reach across party lines to get things done. Yet voters have more confidence in Deeds on those issues. By a 14-point margin, voters think Creigh Deeds would do a better job "fighting for the middle class" than Bob McDonnell (42% Deeds / 28% McDonnell). And Deeds leads 39% to 26% on "working with the other political party."

Anzalone Liszt Research conducted N=600 live telephone interviews with likely 2009 Virginia general election voters between June 10-14, 2009. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. Expected margin of sampling error is $\pm 4.0\%$ with a 95% confidence level.