



MEMORANDUM

TO: INTERESTED PARTIES

FROM: PATRICK LANNE -- PUBLIC OPINION STRATEGIES

SUBJECT: RECENT VA-2 POLL RESULTS

DATE: MAY 22, 2010

Public Opinion Strategies recently conducted a district-wide survey of 300 likely Republican primary voters on behalf of the Scott Rigell for Congress campaign. The poll was conducted May 17-18, 2010 and has a margin of error of +/- 5.66% in 95 out of 100 cases. The purpose of this memo is to review some of the key findings of that poll.

Key Findings

1. ***Scott Rigell is well-known and well-liked among Republican voters.***

Nearly two-thirds (64%) of Republican primary voters have a “favorable” impression of Scott Rigell with just 4% having an unfavorable impression. Rigell’s strong personal favorable rating extends across every sub-group in the poll. Importantly, Rigell owns a wide advantage in overall name identification and favorable ratings over his primary opponents.

<u>Candidate</u>	<u>Heard Of / Favorable – Unfavorable</u>
Scott Rigell	86% / 64% - 4%
Ben Loyola	58% / 21% - 5%
Scott Taylor	55% / 22% - 4%
Bert Mizusawa	52% / 21% - 1%
Ed Maulbeck	38% / 7% - 3%

2. ***The ballot test shows a strong Rigell lead.***

Scott Rigell’s name identification advantage has propelled him into a strong lead on the ballot test garnering 47% of the vote followed by Mizusawa (10%), Taylor (9%), Loyola (6%), and Maulbeck (1%). Rigell’s ballot strength cuts across all major subgroups in the poll including very conservative voters (53%), strong Republicans (52%), pro-life voters (49%), strong tea party supporters (52%), and those that are very likely to vote (46%).

The Bottom Line

Heading into the final weeks of the primary election, Scott Rigell owns strong advantages in both personal image and ballot strength over his primary opponents. Rigell is well-known and well-liked and his campaign message of creating jobs and fixing Washington DC is striking a chord with Republican primary voters. He owns a wide lead on the ballot test that cuts across every subgroup in the poll. There is no question; Scott Rigell has emerged as the clear frontrunner in this race.