



MEMORANDUM

TO: Interested Parties
FROM: David Dougherty
DATE: October 1, 2010
RE: Virginia CD-5 Poll Results

A survey of likely voters in Virginia's 5th Congressional District reveals a deadlocked race with Democrat Tom Perriello receiving 43%, Republican Robert Hurt 44% and Independent candidate Jeff Clark barely registering with 1% in the initial trial heat.

A representative sample of 500 likely voters was interviewed live, by telephone, from September 20 - 23, 2010. The sample was derived from an updated list of registered voters. The Raleigh/Richmond region was oversampled to make the data there statistically reliable and the Roanoke region was correspondingly under sampled. The data are weighted to accurately reflect the geographic distribution of voters in the district. Findings applying to the full sample are subject to sampling error of plus or minus 4.4%.

Data on vote history and race were obtained from a separate source and appended to the sample allowing us to construct a model of drop-off voters and estimate that African Americans comprise 19% of the sample. Drop off voters are those who participated in the 2008 general election but did not vote in the 2009 general election for governor and other statewide offices, as well as the Virginia General Assembly. The partisan breakdown of the likely electorate, based on respondent self-description, is 35% Republican, 33% Democrat and 32% Independent / other.