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To: Tom Perriello Campaign Team
 Fr: Pete Brodnitz
 Da: October 10, 2008
 Re: Poll of Fifth Congressional District voters

Perriello Has Closed 17 Points On Goode Since July And Is Now Within Single Digits

Our poll of likely voters of Virginia’s Fifth Congressional District shows a very different race than in July of this year. Perriello has closed the gap on Congressman Goode from 25% to just 8%:

And if the November election for Congress was held today and the candidates were ... for whom would you vote?			
	July 2008	Oct 2008	Δ
Difference	-25	-8	+17
Democrat Tom Perriello	31	40	+9
Republican Virgil Goode	56	48	-8
Don't Know	14	12	-2

In recent months, as Perriello has traveled the District and begun advertising that in which he talks to voters about his vision of change in Washington and bringing good-paying middle-class jobs to the area, more voters have gotten to know him. As a result, his name ID is now at 73%, up from 29% in July. More importantly, there has been a 25% surge in the number of voters who say the view Perriello favorably despite Virgil Goode’s negative advertising about Perriello.

Goode’s Popularity Falling As Job Approval Remains Stalled

While Perriello’s movement in the District has been decidedly positive, Congressman Goode has been experiencing a negative trend. The race has become far closer and Congressman Goode has experienced a 16% decline in his net-favorability: a 9% drop in his favorability, and a 7% increase in his unfavorability

Virgil Goode: Do you have a ... view of that person?			
	Goode		
	July '08	Oct '08	Δ
Favorable	64	55	-9
Unfavorable	24	31	+7

This is due in part to voters’ perception of the job Goode is doing in Congress. For the second consecutive survey, fewer than half of District voters (49%) approve of the job Goode is doing, saying he is doing an excellent or good job.

The Benenson Strategy Group conducted 400 interviews with likely general election voters between October 7 - 9, 2008. The margin of error for overall results is ±4.9%. The Benenson Strategy Group’s clients include Governor Tim Kaine (VA), Senator Jim Webb (VA), and Senator Robert Menendez (NJ). In Virginia, BSG clients also include Congressman Rick Boucher and State Senator Donald McEachin. Peter Brodnitz, who conducted this survey, was named "Pollster of the Year" by the American Association of Political Consultants earlier this year for his work for Kaine, Webb and the Democratic Senatorial Campaign Committee during the 2006 elections. It is a bi-partisan award given to one pollster every two years.