



To: Interested Parties

From: Global Strategy Group

Date: October 12, 2020

Re: NEW POLL: Democrat Cameron Webb Leads Republican Bob Good in VA-05 Race

New research conducted by Global Strategy Group on behalf of 314 Action Fund finds that Democrat Cameron Webb has taken the lead as voters have become more familiar with him and Republican Bob Good. Despite the district's heavy Republican lean, voters are hearing more negative information about Good than positive, while they recall much more positive information than negative about Webb, resulting in an advantage for Webb.

Key findings from the recent poll of 400 likely general election voters in VA-05 are as follows:

KEY SURVEY FINDINGS:

Webb has been able to break through a heavily Republican environment. Not only did Trump win the district by 11 points in 2016 (42% Clinton/53% Trump), but there is still a double-digit Republican identification advantage (40% Democrat/50% Republican). Trump continues to hold a lead against Biden, though it is narrower than his 2016 margin of victory (44% Biden/50% Trump). A Democrat in the race for Congress is thus at a disadvantage heading into the race (43% generic Democrat/48% generic Republican), but Webb has been able to overcome this.

Hits on Good are breaking through, while Webb's positives have given him an edge. Nearly two-thirds of voters (65%) have seen, read, or heard something recently about Bob Good, and most of that is negative (36% recall mostly negative information or a mix of positive and negative). And these negative communications have made a major impact. While voters are more familiar with Good now than they were in September (72% familiar, up from 63% familiar), he is now underwater for the first time (34% favorable/37% unfavorable, down from 33% favorable/30% unfavorable). Cameron Webb, on the other hand, has benefitted from all voters are hearing about him. About two-third of voters (66%) recall seeing, reading, or hearing about Webb, but unlike Good, most of what voters recall about Webb is positive (41% recall mostly positive information or a mix of positive and negative). This has not just boosted Webb's familiarity (70% familiar, up from 60% familiar), but also his popularity as voters now view him positively by 12 points (41% favorable/29% unfavorable, up from 38% favorable/22% unfavorable).

As a result, Webb has overtaken Good, holding onto a narrow lead. Good started out benefitting from the district's Republican partisanship (42% Webb/48% Good in August), but that has slipped as voters continue to learn more about him. Now, with his popularity slumping as voters continue hearing negative communications, Webb has taken a narrow lead (47% Webb/45% Good, up from 46% Webb/47% Good in September). Bob Good is so vulnerable to attack that even in this Republican stronghold, Democrat Cameron Webb is able to gain a slight advantage in the final stretch of the campaign.

ABOUT THIS POLL

Global Strategy Group conducted a survey of 400 likely general election voters in VA-05 between October 4th and October 8th, 2020. Interviews were conducted by phone with a margin of error of +/- 4.9%. The margin of error among subgroups is larger. Care has been taken to ensure the geographic and demographic divisions of the population of likely voters are properly represented.