

TO: Interested Parties
 FROM: Global Strategy Group
 DATE: March 23, 2018
 RE: **VA-07 POLL: Abigail Spanberger well positioned to win primary**

A new poll of likely Democratic primary voters shows that Abigail Spanberger’s profile and message position her to emerge victorious from the Democratic primary in Virginia’s Seventh Congressional District. In a largely unknown field of Democratic candidates, Abigail Spanberger starts with a significant lead. More importantly, the poll reveals Spanberger’s profile to be especially resonant, driving her to a large advantage over the other Democrats in a simulated race.

KEY SURVEY FINDINGS:

- **In a field of relatively unknown candidates, Spanberger starts with a strong lead.** In a three-way ballot test, Spanberger leads with 27% of the vote. No other candidate even earns double-digit support (7% Dan Ward/4% Helen Alli).
- **Spanberger’s profile is the most resonant with primary voters, increasing her lead.** After voters hear balanced, positive profiles of the top two Democratic candidates (Spanberger and Ward), using actual language from their websites and stump speeches, Spanberger’s vote share surges to 48%, increasing her lead over both Ward (22%) and Alli (2%) significantly.

	INITIAL VOTE SHARE	VOTE SHARE AFTER PROFILES	CHANGE IN VOTE SHARE
Abigail Spanberger	27%	48%	+21
Dan Ward	7%	22%	+15
Helen Alli	4%	2%	-2
Undecided	62%	29%	-33

- **Spanberger’s appeal is widespread, putting her in a strong position to defeat Brat come November.** Spanberger’s profile, touting her experience as a CIA operative and dedication to the people of VA-07, resonates with voters across the district. After fair and balanced profiles of the top two candidates, she leads the field in both of the district’s major counties, among men and women, and among voters of all ages, education levels, and ethnicities.
 - Moreover, Spanberger wins voters from across the political spectrum. After balanced profiles on both Ward and Spanberger, Spanberger not only earns a 52% majority of liberal Democratic voters (34 points ahead of Ward) but also a 41% plurality of moderate and conservative Democratic voters (11 points ahead of Ward).

ABOUT THIS POLL

Global Strategy Group conducted a survey of 400 likely Democratic primary voters in VA-07 from March 13th to 15th, 2018. The margin of error at the 95% confidence level is +/- 4.9%. The margin of error on sub-samples is greater.