



To: Interested Parties
From: David Kanevsky, RSLC Director of Polling and Analytics
Chester Bedell, RSLC Data Director
Re: Virginia Lt. Gov. Race Update
Date: October 12, 2017

1. *The public polling is flawed as it is anticipating Presidential level turnout.*

The public polling average since September has shown Gillespie down -5% (41% Gillespie – 46% Northam) and Vogel down -4 (39% Vogel – 44% Fairfax).

However, these public polls are flawed since they are relying on self-reported turnout, with several polls projecting turnout in the 60%-70% range, which would be near Presidential level turnout.

Since 2000, the average turnout in Virginia gubernatorial elections has been 43.5%.

That has been a problem in past Virginia cycles where they have overestimated turnout, which has resulted in polls that lean too Democratic.

In 2013, the final Real Clear Politics average had Democrat Terry McAuliffe up +6.0%, but he only won by +2.5%.

In 2014, the final Real Clear Politics average had Democrat Mark Warner up +9.7%, but he only won by +0.8%.

Adjusting the public numbers to normal trend lines, shows a dead-heat race.

2. *RSLC's dynamic modeling and scoring shows Jill Vogel is over-performing the top-of-the-ticket and is in a position to win.*

Using recent turnout modeling and simulation of projected votes in the race, Jill Vogel is projected to be slightly ahead and is narrowly favored to win. When allocating undecideds, current models show Vogel getting 51.5%, with room to grow in the Norfolk and Richmond media markets.

Vogel is running ahead of Gillespie as she has gained support the past few weeks, while Gillespie's has been steady.

With her Northern Virginia base, Jill is already over-performing with key demographic groups according to these projections, like young voters and in the DC media market.

Additional resources invested in the Norfolk and the Richmond media markets will secure voters who are receptive to her message and meet the modeled election projections for a Vogel victory.