

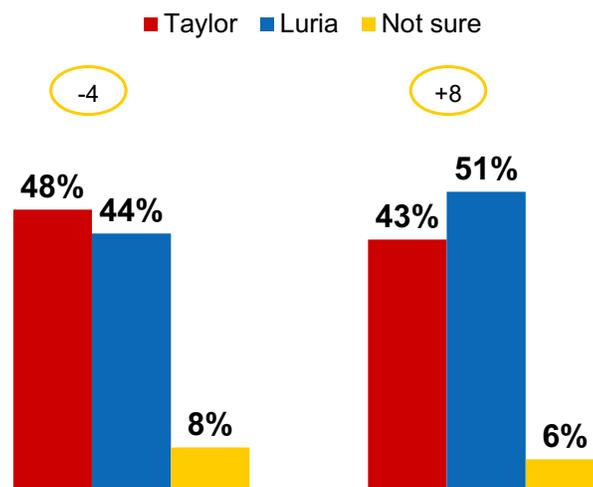
TO: Elaine for Congress
FROM: Garin-Hart-Yang Research Group
DATE: September 17, 2018
RE: Recent 2nd CD survey shows Elaine Luria gaining lead over embattled Rep. Scott Taylor

Between September 5 and 8, Garin-Hart-Yang interviewed a representative sample of 404 likely general election voters on both landlines and cell phones. The survey, which has a margin of error of $\pm 5\%$, reflected the 2nd CD's demographic, geographic, and political trends.

Elaine Luria has grabbed the lead in our latest survey, bolstered by two key developments: (1) Congressman Taylor's standing with 2nd CD voters has been severely damaged by the ongoing election fraud scandal involving his campaign and forged signatures on petition forms, and (2) equally important, voters are responding extremely well to Elaine Luria's impressive background and message of bringing independent leadership to Washington.

Elaine narrowly trailed Congressman Taylor in our June survey 45%-49%, although the deficit was well within the margin of error and the findings signified a competitive race. Currently, Elaine has jumped out to a significant 51%-43% lead:

Initial Trial Heat for Congress



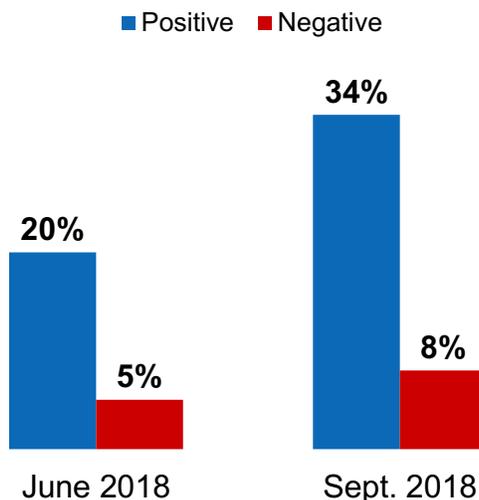
The change in the congressional trial heat stems from two dynamics.

First, Rep. Scott Taylor's standing has eroded from his lackluster personal ratings in June (41% positive, 27% negative) to a more polarizing image: 33% positive, 33% negative. Notably, Taylor's feeling thermometer has gone from a +10 positive differential in June to a -7 negative differential among Independents.

An open-ended question on Rep. Scott Taylor indicates that the overwhelming reason for the erosion of his image is the intense media coverage of "petition gate" and the doubts it raises about his honesty and character. Thus, when asked to rate Taylor on a number of critical qualities, his image on "honesty" has eroded to the level where 2nd CD voters are mixed about him: 34% have confidence, 35% have doubts.

At the same time, Elaine Luria has improved her name recognition from the June survey (38% name ID) to 58% name ID currently, and it is evident that 2nd CD voters are finding Elaine's background and message to be appealing (in contrast to their current reactions to Scott Taylor):

Luria "Feeling Thermometer"



Finally, in addition to the favorable dynamics in the congressional race, Elaine is benefitting from the broader political environment.

President Trump's approval rating in the 2nd CD has eroded to just 39% approve among the electorate. And Elaine should definitely be aided by a strong top-of-the-ticket performance by U.S. Senator Tim Kaine.

GARIN HART YANG —
— **RESEARCH GROUP**

In summary, Elaine stood to benefit from the favorable 2018 dynamics and the appeal of her impressive background and message and was already poised to run a competitive and potentially winning campaign. However, the added advantage of the election fraud scandal and the very real concerns that it raises about Rep. Scott Taylor among voters, provides important momentum to Elaine as the campaign heads into the critical final weeks.