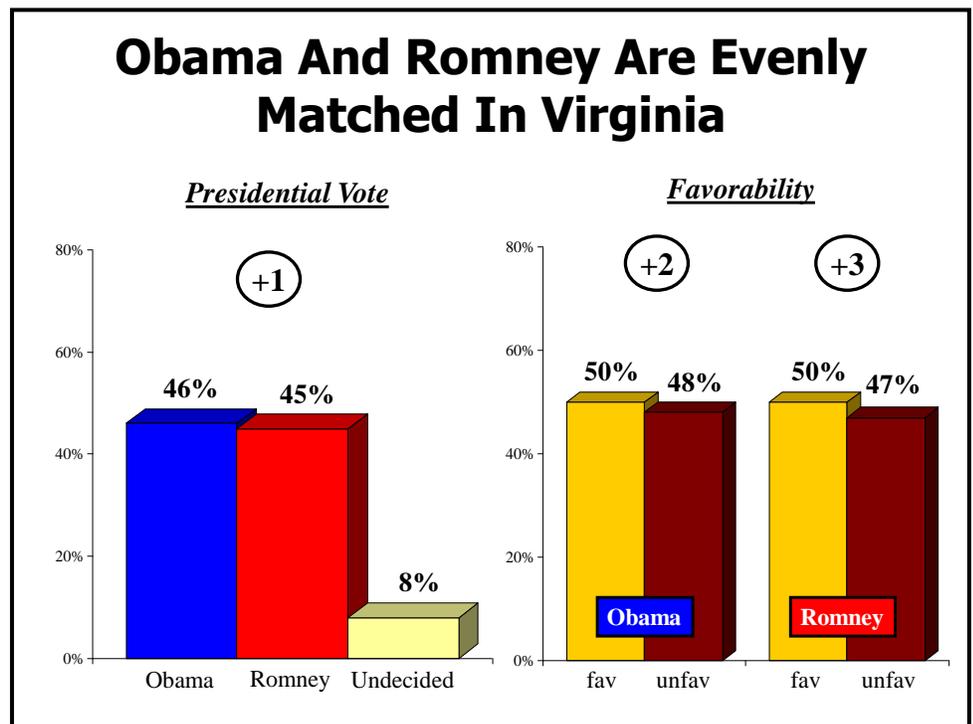


To: Americans United for Change
From: The Mellman Group, Inc.
Re: Virginia Presidential Race
Date: October 22, 2012

This analysis represents the findings of a survey of 800 voters representing the likely 2012 Virginia electorate who were interviewed by telephone October 18-21, 2012. The study uses a registration-based sample and has a margin of error of +/-3.46% at the 95% level of confidence. The margin of error is higher for subgroups.

With less than three weeks to go until Election Day, our just completed survey shows Virginia living up to its reputation as one of 2012's most competitive swing states. President Obama leads Mitt Romney by one point in the Old Dominion, holding a slim 46%-45% advantage with 8% still undecided (numbers do not add up to 100% due to rounding).

The President's lead expands to a still-close 2% among voters with strong views (43% strong Obama, 41% strong Romney). President Obama has consolidated liberals (87% Obama, 9% Romney) to a greater extent than Romney consolidates conservatives and earns a majority of the vote among moderates (53%-33%).



Identical 50% majorities hold favorable opinions of both candidates, while President Obama's 48% unfavorable rating is one point higher than Romney's 47% unfavorable rating. It is next to impossible to find another race in the country in which the candidates are so evenly matched. However, President Obama does hold an important image advantage among undecideds, who view him more favorably than his challenger. Among those currently undecided, President Obama's favorables are 12 points higher than Romney's, while Romney's unfavorables are 7 points higher than the President's (44% favorable-39% unfavorable for President Obama, 32%-46% for Romney). Thus undecideds are poised to break toward the President.

While some commentators have written off Virginia, the Commonwealth is likely to remain extremely close for the remainder of the election.