



**CONFIDENTIAL**

**VA 35<sup>th</sup> District  
Executive Summary  
August 2009**

To: Jim Hyland  
From: Barry Zeplowitz  
Bill Lee  
Re: Key findings from July 2009 Benchmark  
Date: August 7, 2009

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**Summary**

- Jim Hyland starts off the campaign with better name recognition than his Democratic opponent and leads in the ballot test.
- While the District is behaviorally Democratic by a few points, voters like Jim Hyland's profile (71%) by a significant margin over his opponent (13%) and this should give the campaign a "message" path to follow in the early phases of the campaign.
- ◆ Jim Hyland has a 32% favorable and 5% unfavorable rating with 33% recognizing his name but having no opinion of him and 30% not aware of him.
- ◆ **Hyland holds a 43% to 36% lead with 21% undecided.**
- ◆ Jim Hyland is clearly on his way to victory if he can sustain his present momentum. Obviously his door to door work in the district and his strong community presence at both campaign/non campaign events is yielding dividends.
- ◆ Hyland's lead in this race is significant given the recent voting behavior of the district. His candidate profile and campaign to this point indicate that a Republican can still win in Northern Virginia. **This is even more significant because Jim Hyland is competing for an open seat with no incumbent.**
- ◆ It is clear that voters in the district like who Jim Hyland is...now he needs to present his message in the coming months and that means raising enough funds to do so. Hyland's immediate concern must be raising the necessary funds to effectively communicate his message to the voters.
- ◆ **This is a possible pickup/gain opportunity for Republicans in the House of Delegates.**