



PUBLIC OPINION STRATEGIES

MEMORANDUM

TO: CHRIS HANSEN

FROM: GENE ULM – PARTNER
GEORGE NASSAR—VICE PRESIDENT

SUBJECT: KEY FINDINGS— WEST VIRGINIA SENATE

DATE: OCTOBER 10, 2018

Public Opinion Strategies recently completed a survey of 600 likely voters in West Virginia. The survey was conducted October 7-9, 2018 using live interviewers, including 40% with cell phone respondents, and has a margin of error of ± 4.0 . The memorandum below reviews the key findings of the poll. The survey was sponsored by the National Republican Senatorial Committee and Morrisey for Senate.

1. Joe Manchin and Patrick Morrisey are in a statistical tie.

- Joe Manchin leads Patrick Morrisey 41% to 40%.
- Patrick Morrisey leads Manchin 30% to 29% among those who are “definitely” voting for one of the candidates.

2. Joe Manchin’s image is underwater, and his ideology is out of step with West Virginia voters.

- Joe Manchin’s image rating is 45% favorable and 50% unfavorable.
- A plurality of voters (45%) consider themselves conservative while only 17% consider Manchin conservative.

3. The campaign against Joe Manchin is driving voters away from him.

- Of the 90% of voters who have recently seen read or heard something about Joe Manchin or his campaign for U.S. Senate, a majority (54%) said it made them less likely to vote for him while 32% said it made them more likely to vote for him.

4. The political environment is toxic for Manchin.

- President Trump enjoys a solid approval rating in the state with 62% of voters approving of the job he is doing.
- Voters prefer a Republican represent them in the U.S. Senate by a five-point margin, 44% prefer a Republican and 39% prefer a Democrat.