



TO: Interested Parties
FROM: Brock McCleary
Date: April 14, 2015
RE: Key Poll Findings – West Virginia Governor Democratic Primary Poll

In an early look at the West Virginia Democratic Primary field, our survey found the three potential Democratic candidates at this stage with favorable images, and Joe Manchin with a significant lead on the ballot.

Candidate Images

U.S. Attorney Booth Goodwin has an impressive +22% margin of favorability (43% favorable, 21% unfavorable), while State Senator Jeff Kessler also starts early with a strong image at 40% favorable to 26% unfavorable. But in an indicator of his dominance in his home state, Senator and former Governor Joe Manchin's 70% favorable rating and 97% hard name identification outshines the others.

Goodwin is able to crest the 50% mark among voters in the Charleston-Huntington media market (56% favorable, 24% unfavorable) and is also well-liked among Moderate Democrats (53% favorable, 18% unfavorable). Jeff Kessler is viewed favorably by both women (37% favorable, 18% unfavorable) and men (42% favorable, 34% unfavorable), although he is more of an unknown to women (44% not sure). As is evident from his overall image, Manchin is popular among all demographic groups, but standouts include voters in the Bluefield- Beckley- Oak Hill media market (82% favorable, 56% very favorable), women (74% favorable, 46% very favorable), and those aged 66 or older (77% favorable, 51% very favorable).

Democratic Primary Ballot

On the Democratic primary ballot, Manchin leads with 60%, followed distantly by Goodwin (14%) and Kessler (13%). Manchin leads in all three media markets, but really runs away with it in the Bluefield media market, where his image was strongest (Manchin: 79%, Kessler: 11%, Goodwin: 5%). He also leads among both women (Manchin: 65%, Goodwin: 12%, Kessler: 11%) and men (Manchin: 54%, Goodwin: 16%, Kessler: 15%).

METHODOLOGY:

The sample size for the survey is 365 likely Democratic primary voters in West Virginia and the margin of error is +/- 5.13%. Responses were gathered through land line interviews conducted using Interactive Voice Response (IVR). The survey was conducted April 9-11, 2015 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.