



MEMORANDUM

TO: Interested Parties
FROM: Jeffrey Pollock & James Delorey
RE: **West Virginia Statewide Survey Results**
DATE: October 22, 2010

The results of our October 17-20 survey of likely voters in West Virginia show Governor Manchin holding a five point lead over Republican John Raese in the race for United States Senate. Manchin leads Raese, 48% to 43%. Two percent support Mountain Party candidate, Jesse Johnson, and one percent support the Constitution Party candidate, Jeff Becker. Just 7% of voters are undecided.

KEY FINDINGS

Joe Manchin is growing more popular, while voters are getting turned off by John Raese

- Joe Manchin is viewed favorably by 69% of voters and unfavorably by 27% (net +42), his best net positive rating since the primary.
- John Raese is viewed favorably by 44% of voters and unfavorably by 43% (net +1), his worst net positive rating since the primary.

More Democrats are supporting Manchin for Senate

- Among Democrats, 67% support Joe Manchin for Senate to just 23% who support Raese. In our October 3-5 survey, Manchin led, 62% to 25%.
- The latest Rasmussen poll, released October 20th, shows Raese with 32% support among Democrats – a full nine points higher than in our tracking poll.

METHODOLOGICAL NOTE

Global Strategy Group conducted telephone interviews with 804 likely 2010 General Election voters. Interviewing for the poll was conducted over October 17-20, 2010, using live interviewers. Special care was taken to ensure that the geographic and demographic divisions of the actual electorate are properly represented. The estimation error associated with a sample of 804 is +/-3.5% at the 95% confidence interval. This means that in 95 of 100 cases, the results of this poll are within plus or minus 4 points of the results that would have been obtained if all likely voters had been interviewed.

Other polls in this race from Rasmussen Reports and its spin-off, Pulse Opinion Research for FOX News, were fielded over just one night using a recorded, automated “robo-poll” methodology, instead of live, trained interviewers calling over multiple nights. Respected political handicapper Stu Rothenberg notes that Rasmussen is “highly controversial, in part because of the large number of surveys conducted by the firm and the widespread belief that the firm favors Republicans.”

Polling analysts have noted Rasmussen’s “house effect” – its overall bias in favor of Republicans when compared to other polls. Nate Silver of the website fivethirtyeight.com notes that, “so far in the 2010 cycle, [Rasmussen’s] polling has consistently and predictably shown better results for Republican candidates than other polling firms have.” And an analysis by Charles Franklin of Pollster.com showed that Rasmussen had the largest pro-Republican house effect of any pollster in 2008.

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