

TO: INTERESTED PARTIES

FROM: CONOR MAGUIRE, WPA INTELLIGENCE

SUBJECT: WEST VIRGINIA STATEWIDE GUBERNATORIAL SURVEY

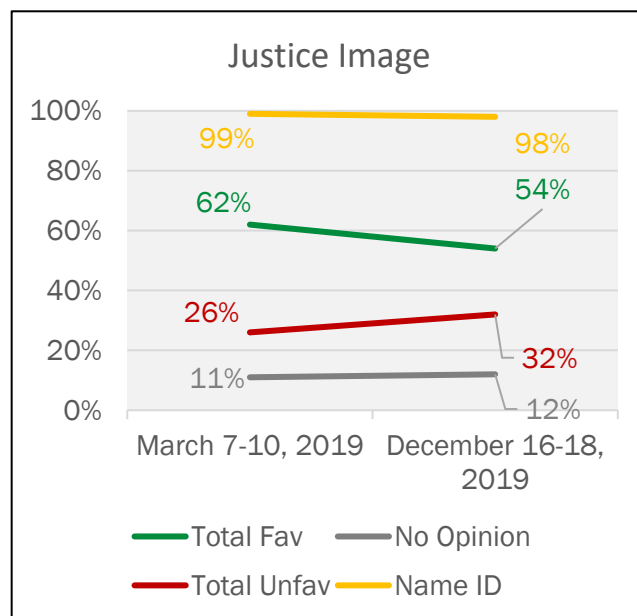
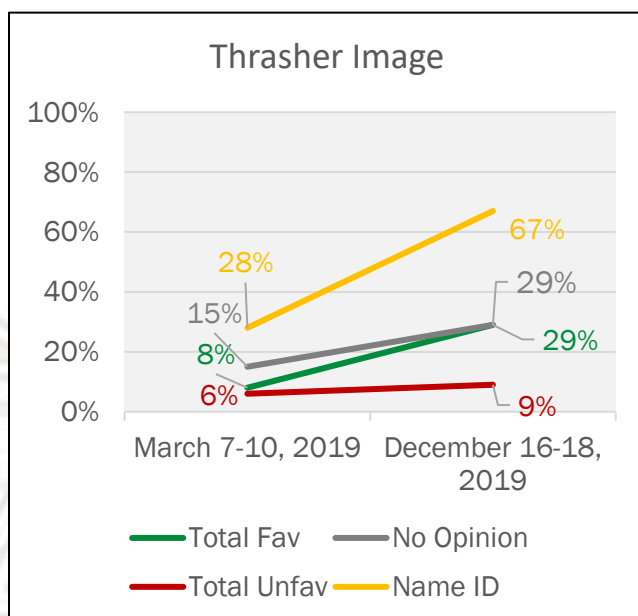
DATE: JANUARY 2, 2020

The following memorandum, prepared on behalf of Woody Thrasher for Governor, details the research findings from a study conducted by WPA Intelligence among Republican primary voters in West Virginia. The survey was fielded December 16-December 18, 2019, gathering insights n=502 likely Republican primary voters. The margin of error in the study is $\pm 4.4\%$.

Candidate Images

In just this last year, two different stories are emerging: Governor Justice's favorables have decreased and Woody Thrasher's name identification has skyrocketed with his favorables following this same trend.

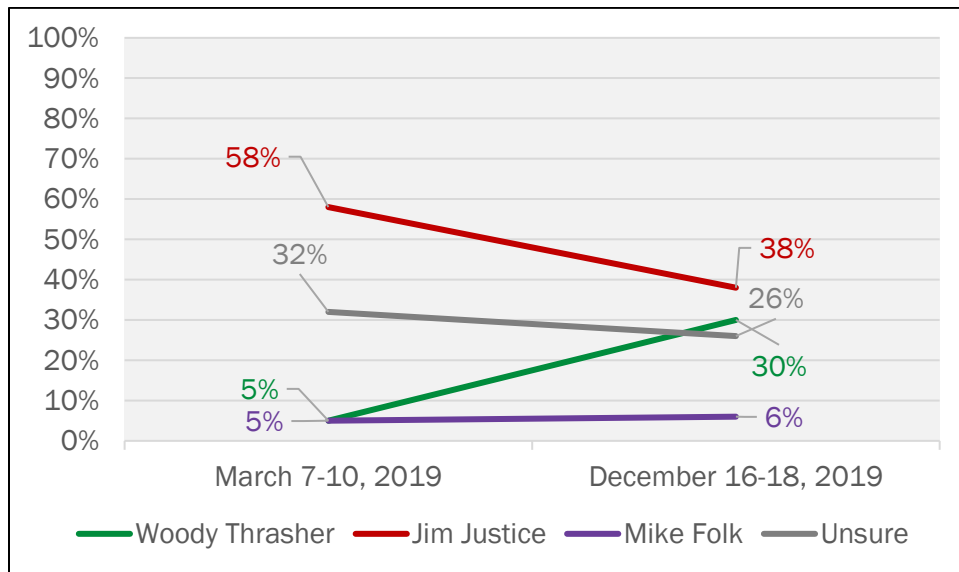
- Woody Thrasher's name identification has increased 39-points since March and his favorable have increased 21-points.
- Governor Justice, on-the-other-hand, remains well-known but his favorables have decreased eight-points. At this same time, Justice's unfavorables have increased six-points.



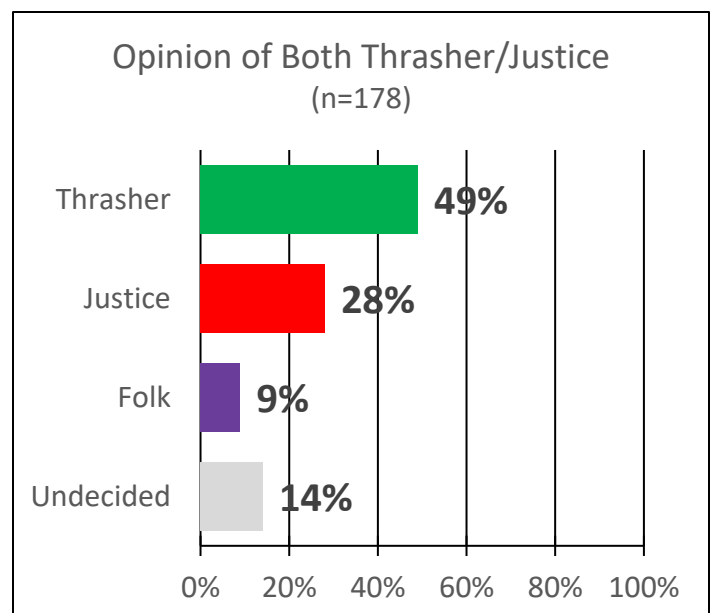
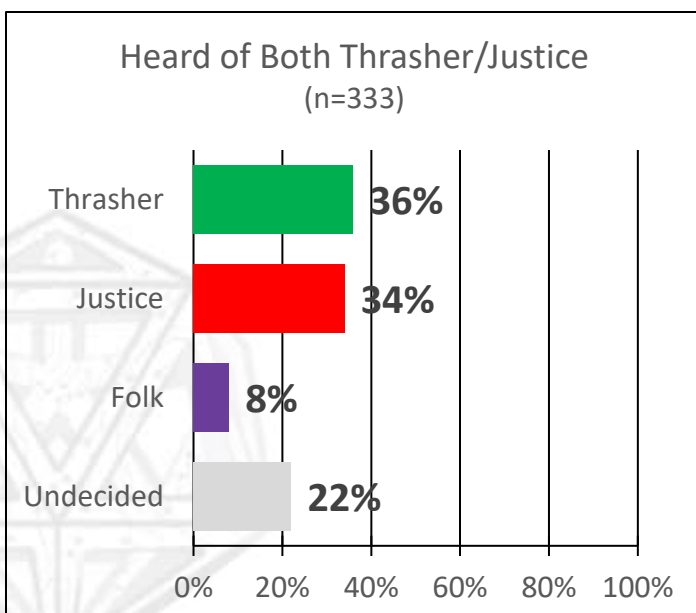
Ballot

The Republican primary for West Virginia Governor nomination is now a dead heat.

- As voters have learned more about both Thrasher and Governor Justice, the ballot has tightened.
- Thrasher has increased on the ballot 25-points since March to 30%.
- Governor Justice has decreased on the ballot 20-points since March to 38%.



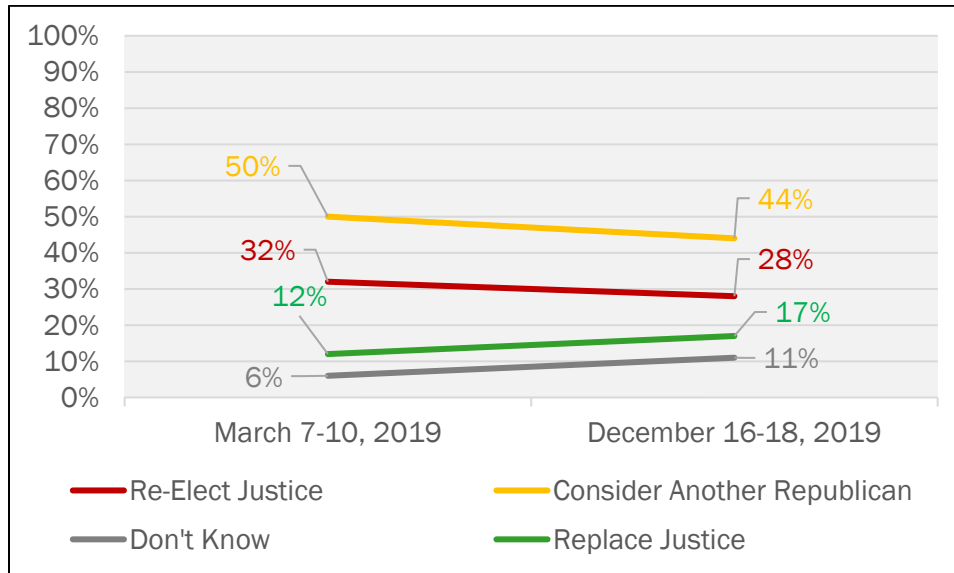
- Republican primary voters who have heard of both Woody Thrasher and Governor Justice are split between the two.
- Thrasher leads Governor Justice by twenty-one points among Republican primary voters who have opinions on both candidates.



Justice Re-Elect

While Justice was in trouble back in March with a hard re-elect of 32%, Republican primary voters are even less likely to re-elect him now (28%).

- There has been a five-point increase in voters who would vote to replace Justice.



Research Design

WPAi selected a random sample of registered voters from the West Virginia voter file using Probability Proportionate to Size sampling (PPS). The sample for this survey was stratified based on geography, age, and gender. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results. Respondents were contacted by phone via a live telephone operator interview December 16-December 18, 2019. The study has a sample size of n=502 Republican primary voters (37% cell phones) with a margin of error of $\pm 4.4\%$.

About WPAi

Since 1998, WPA Intelligence has been a leading provider of survey research, predictive analytics and technology for corporations, educational institutions, public affairs programs, non-profits and campaigns from President to Governor, U.S. Senate, and local elections in all 50 states and multiple foreign countries. In the 2017-2018 cycle, WPAi's polling and data plotted the course for multiple winning Senate, Governor's races and House campaigns.

WPAi's data and analytics continue to lead the industry. In the 2016 Republican primary for president, arguably the most unprecedented presidential contest by way of turnout and political environment volatility, WPAi accurately projected turnout and the ballot score in 42 states through the use of advanced, predictive analytics. In 2018 our predictive analytics tools were a key element of the RNC Voter Scores program and predicted the margins in numerous races with unmatched accuracy.

WPAi has been nationally recognized for providing cutting edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) awarded WPAi "Pollies" for our Predictive Analytics and Adaptive Sampling techniques and our groundbreaking data-focused social media application "Leonardo." In addition, WPAi received a "Reed Award" for building the most expansive, optimized field program in GOP politics on behalf of Abbott for Governor in 2018.