West Virginia GOP Poll Results
Capito should be nominee 63-22% (uninformed ballot test)
Capito should be nominee 38-46% (informed ballot test)
Bailouts least popular aspect of Capito's voting record

POLLING METHODOLOGY

Our philosophy about which population to use depends on the election, but we are generally comfortable with a "likely" model (as opposed to a "registered" model) for most elections. For this poll, we chose a sample of West Virginia households for an automated poll who indicated that (1) they were Republican or Independent, and (2) were "very likely" or "somewhat likely" to vote in the Republican primary. 499 Republican/Independent respondents met this screening criteria and answered all 12 questions.

The poll was conducted February 6-7. The margin of error, with a 95% confidence interval, was 4.4%. 53% of the respondents were female (47% were male), and the geographic breakdown of the respondents was as follows: 35% from the 1st Congressional District, 36% from the 2nd Congressional District, and 29% of the 3rd Congressional District (these were the approximate breakdowns of registered Republicans by US House district).

POLL RESULTS

Question 1: Are you a Republican, a Democrat or an Independent?

Democrat	**45% (Excluded from survey)**
Republican	**37%**
Independent	**18%**

Question 2: Are you male or female? (completed responses only)

Female	**53%**
Male	**47%**

Question 3: Which age group do you belong to? (completed responses only)

56 or older	**62%**
36-55	**29%**
18-35	**9%**

Question 4: How likely are you to vote in the 2014 West Virginia Republican Primary?

Very Likely	**79%**
Likely	**8%**
Unlikely	**3% (Excluded from survey)**
Very Unlikely	**9% (Excluded from survey)**

Note: Statistics for the remaining eight questions are only from completed responses

Question 5: Do you consider yourself very conservative, somewhat conservative, moderate, or liberal?

Very conservative	**49%**
Somewhat conservative	**34%**
Moderate	**14%**
Liberal	**2%**

Question 6: Do you believe Congresswoman Shelly Moore Capito should be the Republican nominee for Senate, or would you like to see a conservative Republican challenge her in the primary?

Capito nominee	**63%**
Someone more conservative	**22%**
Undecided	**14%**

Question 7: What is your impression of Congresswoman Shelly Moore Capito?

Very favorable	**23%**
Favorable	**55%**
Unfavorable	**8%**
Very unfavorable	**1%**
Unsure	**13%**

Question 8: If you knew that Congresswoman Shelly Moore Capito supports abortion rights, voted for taxpayer funding of abortion, voted against de-funding of abortion providers like Planned Parenthood overseas, and is a member of a group called WISH List that raises money for pro-choice female candidates, would that make you more or less likely to vote for her?

Much more likely	**17%**
More likely	**14%**
Somewhat less likely	**9%**
Much less likely	**41%**
Unsure	**18%**

Question 9: If you knew that Congresswoman Shelly Moore Capito voted for a $300 billion bailout of Fannie Mae and Freddie Mac, for massive expansions of government-run health insurance, voted to increase the debt limit by $2.4 trillion and repeatedly voted to continue funding for wasteful earmarks like an Exploratorium in San Francisco, would that make you more or less likely to vote for her?

Much more likely	**11%**
More likely	**11%**
Somewhat less likely	**14%**
Much less likely	**51%**
Unsure	**13%**

Question 10: If you knew that Congresswoman Shelly Moore Capito voted multiple times for labor union giveaways like wage mandates that drive up the cost of road construction for taxpayers, would that make you more or less likely to vote for her?

Much more likely	**9%**
More likely	**14%**
Somewhat less likely	**13%**
Much less likely	**46%**
Unsure	**17%**

Question 11: In light of what you know now, do you believe Congresswoman Shelly Moore Capito should be the Republican nominee for Senate, or would you like to see a conservative Republican challenge her in the primary?

Capito nominee   **38%**
Someone more conservative   **46%**
Undecided   **16%**

Question 12: In light of what you know now, what is your impression of Congresswoman Shelly Moore Capito?

Very favorable   **16%**
Favorable   **36%**
Unfavorable   **25%**
Very unfavorable   **12%**
Unsure   **12%**

CROSSTABS

Question 6: Initial ballot test

By Sex		
Description	Male	Female
Capito nominee	64%	62%
Someone more conservative	23%	22%
Undecided	12%	16%

By Congressional District			
Description	CD 1	CD 2	CD 3
Capito nominee	57%	74%	56%
Someone more conservative	26%	17%	26%
Undecided	17%	9%	18%

By Ideology				
Description	Liberal	Moderate	Somewhat Conservative	Very Conservative
Capito nominee	64%	70%	73%	54%
Someone more conservative	9%	11%	14%	32%
Undecided	27%	19%	13%	13%

Comments:
- Before aspects of Rep. Capito's voting record are discussed, she starts off very with strong support among likely primary voters, with very little "gender gap" and with the overwhelming support (74%) from her district;
- Rep. Capito's support falls off, but is still an absolute majority, among "very conservative" respondents.

Question 7: Capito impression

By Sex		
Description	Male	Female
Very Favorable	22%	23%
Favorable	58%	51%
Unfavorable	8%	8%
Very Unfavorable	1%	2%
Unsure	10%	16%

By Congressional District			
Description	CD 1	CD 2	CD 3
Very Favorable	22%	26%	20%
Favorable	50%	61%	52%
Unfavorable	9%	7%	10%
Very Unfavorable	2%	1%	1%
Unsure	17%	7%	17%

By Ideology				
Description	Liberal	Moderate	Somewhat Conservative	Very Conservative
Very Favorable	27%	23%	26%	21%
Favorable	45%	46%	57%	56%
Unfavorable	9%	13%	5%	9%
Very Unfavorable	0%	1%	2%	1%
Unsure	18%	17%	10%	14%

Comments:
- While Rep. Capito starts off very with strong support with likely primary voters, there is a 6 point "gender gap" with regards to the impression primary voters have of her: men are more favorable towards her;
- Her favorability is about 15% higher within her Congressional district;
- Similarly, her favorability is very strong across the ideological spectrum.

Question 8: Abortion

By Sex		
Description	Male	Female
Much More Likely	18%	16%
More Likely	17%	12%
Somewhat Less Likely	10%	8%
Much Less Likely	39%	43%
Unsure	16%	20%

By Congressional District			
Description	CD 1	CD 2	CD 3
Much More Likely	15%	21%	14%
More Likely	15%	13%	15%
Somewhat Less Likely	9%	9%	9%
Much Less Likely	41%	38%	45%
Unsure	19%	19%	17%

Comments:
- Her voting record with regards to abortion hurts across the board, and it hurts her slightly more outside of her congressional district.

Question 9: Spending

By Sex		
Description	Male	Female
Much More Likely	14%	8%
More Likely	15%	8%
Somewhat Less Likely	14%	14%
Much Less Likely	46%	56%
No opinion	12%	14%

By Congressional District			
Description	CD 1	CD 2	CD 3
Much More Likely	10%	12%	10%
More Likely	10%	12%	13%
Somewhat Less Likely	15%	12%	15%
Much Less Likely	52%	50%	52%
No opinion	13%	14%	10%

Comments:
- Rep. Capito's record on spending hurts her the most. Curiously, a gender gap surfaces here: women are 10% less favorable towards this aspect of her record than men are;
- Curiously, the extent to which this issue hurts her does not change much within or without her congressional district.

Question 10: Labor

By Sex		
Description	Male	Female
Much More Likely	11%	8%
More Likely	14%	14%
Somewhat Less Likely	14%	12%
Much Less Likely	46%	47%
No Opinion	15%	19%

By Congressional District			
Description	CD 1	CD 2	CD 3
Much More Likely	9%	11%	8%
More Likely	11%	17%	14%
Somewhat Less Likely	12%	12%	16%
Much Less Likely	52%	41%	46%
No Opinion	16%	19%	15%

Comments:

- Rep. Capito's record on labor related legislation hurts her nearly as much as her spending record does, with the damage to her electoral viability strongest outside of her congressional district. Even within her district, she is nearly 2:1 "underwater."

Question 11: Informed ballot test

By Sex		
Description	Male	Female
Capito nominee	42%	35%
Someone more conservative	44%	47%
Undecided	15%	18%

By Congressional District			
Description	CD 1	CD 2	CD 3
Capito nominee	32%	46%	35%
Someone more conservative	51%	38%	50%
Undecided	18%	16%	15%

By Ideology				
Description	Liberal	Moderate	Somewhat Conservative	Very Conservative
Capito nominee	45%	53%	47%	27%
Someone more conservative	18%	23%	35%	61%
Undecided	36%	24%	17%	13%

Comments:

- After aspects of Rep. Capito's voting record are discussed, her support plunges 10% more among women than with men, although she is "underwater" with both genders;
- Her support also goes "underwater" outside of her congressional district by an absolute majority. Even within her district, less than 50% of primary voters would vote for her against an unnamed opponent;
- Among various ideologies, her support plunges; the amount of plunge is slightly more pronounced among "somewhat" and "very" conservative primary voters;
- **Among the 49% of respondents who described themselves as "very conservative", Rep. Capito trails a "more conservative" opponent 27-61%.**

By Sex		
Description	Male	Female
Very Favorable	17%	15%
Favorable	39%	33%
Unfavorable	23%	26%
Very Unfavorable	12%	12%
No Opinion	10%	14%

By Congressional District			
Description	CD 1	CD 2	CD 3
Very Favorable	15%	17%	15%
Favorable	27%	46%	34%
Unfavorable	30%	18%	27%
Very Unfavorable	12%	8%	17%
No Opinion	16%	11%	8%

By Ideology				
Description	Liberal	Moderate	Somewhat Conservative	Very Conservative
Very Favorable	27%	17%	17%	14%
Favorable	9%	43%	41%	31%
Unfavorable	27%	17%	21%	29%
Very Unfavorable	9%	6%	8%	16%
No Opinion	27%	17%	13%	9%

Comments:
- The aspects to Rep. Capito's record that were presented to respondents hurt her image, although she still has a favorable impression among an absolute majority of voters;
- Rep. Capito's image is hurt the most in District 1 (Rep. McKinley's district), while in District 3 (Rep. Rahall's district), her favorability drops to just below 50%. She maintains a solid favorability rating within her congressional district.