

Memorandum

Date: July 28, 2009
To: Interested Parties
From: Andrew Myers and Ben Lazarus
Myers Research | Strategic Services

Recent Poll Spells Opportunity for West in the 94th

Democrat Gary West's effort to unseat incumbent Republican Delegate Glenn Oder is rife with opportunity, according to the findings from our recent poll¹. Despite his incumbent status, a significant number of voters fail to recognize Oder's name today. And, although West is just beginning to introduce himself to the voting public, he earns warm personal ratings, particularly among the key bloc of independent voters in this electorate.

West can map a clear path to victory by harnessing the general sense of frustration we observe among independents and Republicans alike. A majority of voters in each group indicate that they believe things in the state are pretty seriously off on the wrong track. This is likely the key factor locking the race in a statistical dead heat among those voters who are able to identify both candidates.

While both West and Oder receive solid support from their respective partisan bases, a majority of independent voters are not convinced that the incumbent deserves to be sent back to Richmond. With concerns that align more closely with Democrats, independent voters will likely respond positively to West's practical, solutions based messaging. As a result, it will be absolutely essential for West to have the resources he needs to undertake an effective and aggressive campaign to ensure his competitiveness throughout this contest, and ultimate success come Election Day.

¹ These findings are based on a survey of 400 likely November 2009 voters in the 94th House District. Calling took place from July 13-15, 2009, and interviews were conducted by professional interviewers supervised by Myers Research | Strategic Services staff. The data were stratified to reflect the projected geographical contribution to the total expected vote. The margin of error associated with these data at a 95 in 100 percent confidence level is +/- 4.9 percent. The margin of error for subgroups is greater.