
NEWS

FOR RELEASE

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Jim Justice Leads Democratic Party Race for W.Va. Governor

Justice Leads Republican Bill Cole in Head-to-Head Match-up

Cincinnati, Ohio – Jim Justice has a seven-point lead over Booth Goodwin, and a nine-point lead over Jeff Kessler for the Democratic Party nomination for governor of W.Va., according to results from the latest edition of the MetroNews West Virginia Poll.

Justice, the Greenbrier Hotel owner, leads former U.S. Attorney Goodwin by a 32-to-25 percent margin, and leads State Senator Kessler by 32-to-23 percent. Twenty-one percent are undecided.

In a head-to-head match-up, Justice leads Republican and W.Va. Senate President by Bill Cole by a 49-to-39 percent margin. However, Cole is in a near dead-heat with Goodwin with Cole at 44 percent and Goodwin at 43 percent. Cole leads Kessler by a 45-to-40 percent margin. Undecided voters account for between 12 and 15 percent.

“As we approach the May 10 primary, Jim Justice has a slight lead over the Democrat field, but with no candidate receiving more than one third of the support and 21 percent undecided, voters are clearly weighing their options,” Rex Repass, CEO of REPASS Research and director of the MetroNews West Virginia Poll said. “As owner of the Greenbrier, Justice has the benefit of high name recognition in the race for the Democratic Party nomination.”

Methodology Statement

Results of this edition of MetroNews West Virginia Poll are the result of interviews conducted between February 11-16, 2016 with a sample of 411 registered, likely voters in W.Va. Data collection methods used included landline phone, cell phone, and opt-in Internet panel. Each data collection method has inherent strengths and weakness.

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Respondents answered screening questions to qualify for participation in the poll including West Virginia residency, current voter registration, past voting behavior and likelihood to vote in the May 10, 2015 primary election.

When using multiple data collection methods, it is not appropriate to apply a probability-based margin of error to interviews completed. However, applying statistical tests of significance to each question asked at the 95 percent confidence interval yields an overall statistical error of +/- 4.9 percentage points.

The purpose of the MetroNews West Virginia Poll is to provide a snapshot of opinion and timely voter views in the Mountain State. The media sponsor of the West Virginia Poll is MetroNews, the statewide radio network owned by West Virginia Radio Corporation.

REPASS is responsible for questionnaire design, the respondent screening and selection process, data tabulation, statistical analysis, and reporting of results. The firm's data collection partner, McMillion Research Services, conducts the data collection. Data collection for this issue of the poll was conducted from the firm's Charleston, W.Va. data collection facilities for telephone, mobile, and online surveys. Both the REPASS and McMillion firms are members of the Council of American Survey Research Organizations (CASRO).

Data as reported has been statistically weighted based by Census estimates of voter participation by age, party affiliation, and gender.

The MetroNews West Virginia Poll is a non-partisan survey of public opinion owned and conducted by the REPASS firm. The West Virginia Poll has been conducted periodically since January 21, 1980. The name The West Virginia Poll is a registered trademark of R.L. Repass & Partners, Inc., dba REPASS, all rights reserved. For more information, see www.wvpoll.com.

About REPASS® | Research • Strategic Consulting

REPASS is a custom survey research and strategic consulting firm. The firm's services range from consulting with clients to identify research objectives, through study design, data collection, analysis, and research-based strategy recommendations. The company is headquartered in Cincinnati, Ohio with offices in metro Washington, DC and Charleston, W.Va. For more information, see www.repassinc.com.

Topline Results Follow

Respondent qualifications:

- Age 18 or older
- Resident of West Virginia
- Registered in current precinct or election district
- Absolutely certain or very likely to vote in May primary election

Respondent Profile

Statistically weighted to W.Va. Census/Past Voting Behavior - 2012

- Gender
 - Male 48%
 - Female 52%

- Age
 - 18-24 8%
 - 25-34 13%
 - 35-44 17%
 - 45-64 33%
 - 65+ 29%

- County of residence
 - Northern 50%
 - Southern 50%

Findings

- Are you registered to vote as a Democrat, a Republican, a Libertarian, the Mountain Party or is your registration unaffiliated with any political party, sometimes referred to as “independent”?
Base: All respondents, n=411

48% Democrat
30% Republican
20% Unaffiliated or Independent
1% Libertarian
1% Mountain

- You said you are registered to vote but unaffiliated with a political party. For the May 10, 2016 primary election, are you likely to ask for a Democratic Party ballot, a Republican Party ballot, or neither a Democratic or Republican ballot? *Base: “Unaffiliated or Independent” voter registration, n=82*

43% Republican ballot
13% Democratic ballot
14% Neither
31% Unsure / Don’t know / Refused

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- As you may or may not know, three candidates from the Democrat Party have announced to run for Governor of West Virginia. They are (**ROTATE ORDER OF NAMES**) [State Senator Jeff Kessler / Greenbrier Hotel president Jim Justice / Former US Attorney Booth Goodwin].

If the primary election were being held TODAY and the candidates for the Democratic Party nomination were (**ROTATE NAMES IN SAME ORDER ABOVE**) [Jeff Kessler / Jim Justice / Booth Goodwin], for whom would you vote? *Base: Democrat voter registration or Unaffiliated voter registration and will ask for Democratic ballot, n=208*

32% Jim Justice
25% Booth Goodwin
23% Jeff Kessler
21% Not sure

- And, if the election for governor of West Virginia were being held TODAY and the candidates were **ROTATE** [Bill Cole the Republican and Jim Justice the Democrat] for whom would you vote? *Base: All respondents, n=411*

49% Jim Justice, the Democrat
39% Bill Cole, the Republican
12% Not sure

- And, if the election for governor of West Virginia were being held TODAY and the candidates were **ROTATE** [Bill Cole the Republican and Jeff Kessler the Democrat] for whom would you vote? *Base: All respondents, n=411*

45% Bill Cole, the Republican
40% Jeff Kessler, the Democrat
15% Not sure

- And, if the election for governor of West Virginia were being held TODAY and the candidates were **ROTATE** [Bill Cole the Republican and Booth Goodwin the Democrat] for whom would you vote? *Base: All respondents, n=411*

44% Bill Cole, the Republican
43% Booth Goodwin, the Democrat
14% Not sure