

Memorandum

To: Interested Parties
 From: Adam Geller and Samantha Barthel
 Re: West Virginia GOP Primary Voter Survey Results
 Date: March 7, 2023

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The following memorandum is based on a survey of 600 likely 2024 GOP primary voters in West Virginia. The survey was conducted via telephone with live interviewers from February 23-28, 2023. The margin of error for this survey is +/- 4.0%.

Snapshot

If Attorney General Patrick Morrisey were to announce his candidacy for Governor of West Virginia, he would become the instant frontrunner in the Republican Primary. This is based on several factors, including his lead in a hypothetical multi-candidate ballot, his superior name and image ratings compared to the rest of the field, his high job approval, and his extraordinary informed ballot numbers, after voters hear of his record as Attorney General.

Specific Findings

- **Ballot:** Patrick Morrisey holds a sizable lead in a theoretical GOP Primary ballot:

<i>Patrick Morrisey</i>	28%
<i>Moore Capito</i>	15%
<i>Mac Warner</i>	11%
<i>Chris Miller</i>	6%
<i>Jeff Mullins</i>	3%
<i>JB McCuskey</i>	3%
<i>Lean/Undecided</i>	29%

- **Job Approval:** One reason for this early initial lead over the rest of the field is his very strong job approval rating as Attorney General among Primary voters:

Job Approval as A.G.

<i>Approve</i>	67%
<i>Disapprove</i>	18%
<i>Unsure</i>	15%

- Name ID and Image: Yet another reason for Patrick Morrisey's advantage over the rest of the field is due to his superior name ID and image ratings:

	Patrick Morrisey	Moore Capito	Mac Warner	Chris Miller	JB McCuskey	Jeff Mullins
<i>Heard Of</i>	93%	76%	69%	43%	42%	32%
<i>Favorable</i>	58%	43%	35%	16%	16%	11%
<i>Unfavorable</i>	25%	22%	12%	9%	6%	4%

- Informed Ballot: Morrisey's advantage is not only due to his current positioning over the rest of the field. He also has an impressive record to which Primary voters show an incredibly favorable response:

<i>Informed Ballot</i>	
<i>Patrick Morrisey</i>	53%
<i>Moore Capito</i>	8%
<i>Mac Warner</i>	8%
<i>Chris Miller</i>	4%
<i>Jeff Mullins</i>	2%
<i>JB McCuskey</i>	2%
<i>Lean/Undecided</i>	19%

President Trump

- Trump Image: It should be noted that President Trump remains very popular among these voters:

<i>Trump Image</i>	
<i>Favorable</i>	79%
<i>Unfavorable</i>	18%

Conclusion

Patrick Morrisey is well positioned among the West Virginia GOP Primary electorate. His job approval, his name ID, and his image ratings all contribute to his double-digit lead in the ballot. Once voters hear about his record as Attorney General, his informed ballot tops out at 53% in a six-candidate field. He is by far the strongest Republican to capture the Republican nomination, should be declare his candidacy.

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