



TO: Interested Parties
FROM: Brock McCleary
Date: April 14, 2015
RE: Key Poll Findings – West Virginia Governor Republican Primary Poll

In the West Virginia Republican primary race for Governor, Congressman David McKinley leads Attorney General Patrick Morrisey and Bill Cole, President of the State Senate.

Candidate Images

All three candidates have positive images, but Cole has the weakest hard name identification (41% not sure). Still, Cole earns a +18% margin of favorability (38% favorable, 20% unfavorable) and is viewed favorably by 58% of voters in the Bluefield-Beckley-Oak Hill media market. He is more popular among men (48% favorable, 26% unfavorable) than women (28% favorable, 16% unfavorable). Congressman McKinley has a +37% margin of favorability early on, and a majority of West Virginia voters have a favorable opinion of him (52%). His favorability surges to 65% in the Clarksburg-Weston media market. He has a strong image among both women (48% favorable, 12% unfavorable) and men (57% favorable, 20% unfavorable). Attorney General Patrick Morrisey also has a +37% margin of favorability, although his raw favorability is higher than McKinley's at 56%. Morrisey's image is more consistent across all media markets, and is concentrated in the 'somewhat favorable' category (Bluefield: 58% favorable, Charleston: 58% favorable, Clarksburg: 56% favorable).

Republican Governor Primary Ballot

McKinley leads on the Republican primary ballot with 31% of the vote, followed by Morrisey (25%) and Cole (15%). McKinley leads in Clarksburg (53%), while Morrisey takes the lead in Charleston (34%) and Cole leads in Bluefield (45%). McKinley leads Morrisey among both women (29-22%) and men (32-28%). He also leads among tea party supporters (McKinley: 40%, Morrisey: 26%) and self-identified Very Conservative voters (McKinley: 35%, Morrisey: 23%, Cole: 21%). McKinley and Morrisey split the Somewhat Conservative vote (29% each).

Republican Presidential Primary Ballot

In an early look at the Republican Presidential primary in West Virginia, Jeb Bush leads with 23%, followed by Mike Huckabee (20%) and Scott Walker (13%). The rest of the potential candidates earn single digit support. Huckabee leads Bush in the Bluefield media market (22-19%), while Bush leads Huckabee in Charleston (23-21%) and Clarksburg (34-28%). Bush leads Huckabee among women (29-21%) while among men, Walker (20%) leads both Huckabee (18%) and Bush (16%).

METHODOLOGY:

The sample size for the survey is 242 likely Republican primary voters in West Virginia and the margin of error is +/- 6.3%. Responses were gathered through land line interviews conducted using Interactive Voice Response (IVR). The survey was conducted April 9-11, 2015 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.