



## NEWS

**FOR RELEASE**  
**10:30 a.m. EDT**  
May 5, 2016

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

**Cincinnati, Ohio** – Jim Justice has a five-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-27 percent margin, and leads State Senator Kessler by 32-to-23 percent. Eighteen percent are undecided.

In a head-to-head match-up against Republican Bill Cole, Justice leads by a 52-to-34 percent margin. Goodwin leads Cole by eight points, 47 percent to 39 percent; and Kessler leads Cole by six points, 45 percent to 39 percent. Undecided voters account for between 14 and 16 percent.

“The May 10 primary is next Tuesday, and it appears likely voters in West Virginia are continuing to weigh their options. Jim Justice has the lead, but for this late date there are still a large number of undecideds,” Rex Repass CEO of REPASS Research and director of the MetroNews West Virginia Poll said. “Turnout on the Democratic side among younger voters will make a difference in this race. Justice has a 13-to-14-point lead among voters over age 45, who are traditionally more likely to vote in a West Virginia primary. Goodwin and Kessler’s strength is among voters under age 45 and college graduates,” Repass added.

### **Methodology Statement**

Results of this edition of MetroNews West Virginia Poll are from interviews conducted between April 22-May 2, 2016, with a sample of 596 registered, likely voters in W.Va. including registered Democrats, Republicans, Libertarian, Mountain Party, and unaffiliated or independent voters. Unaffiliated or independent voters were asked which ballot they would select and were included in that party’s set of ballot questions. A total of 315 survey respondents were classified as requesting a Democratic Party ballot; 228 were classified as requesting a Republican Party ballot; and the balance were classified as requesting a minor party ballot or not sure. 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, 2016 primary election. All 55 counties in West Virginia were represented in the survey proportionate to the number of registered voters by party based on 2016 data from the W.Va. Secretary of State's office.

When using multiple data collection methods, it is not appropriate to apply a probability-based margin of error to completed interviews. However, applying statistical tests of significance at the 95 percent confidence level to each question asked yields an overall statistical error of +/- 4.0 percentage points. The 95 percent confidence interval varies by question. For example, for the Democratic party respondents, the overall statistical error for testing purposes is +/- 5.5 percentage points; and for the Republican respondents, the overall statistical error for testing purposes is 6.5 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 based on participation in recent past elections according to 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](http://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](http://www.repassinc.com).

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## 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

- Gender
  - Male 48%
  - Female 52%
- Age
  - 18-24 8%
  - 25-34 13%
  - 35-44 17%
  - 45-64 33%
  - 65+ 29%
- W.Va. county of residence
  - Northern 48%
  - Southern 52%

### 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=596*

48% Democrat  
30% Republican  
20% Unaffiliated or Independent  
2% Libertarian  
<1% Mountain

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- 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 nor Republican ballot? *Base: "Unaffiliated or Independent" voter registration, n=119*

41% Republican ballot  
25% Democratic ballot  
13% Neither  
21% Unsure / Don't know / Refused

- As you may or may not know, three candidates from the Democratic 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=315*

32% Jim Justice  
27% Booth Goodwin  
23% Jeff Kessler  
18% 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=596*

52% Jim Justice, the Democrat  
34% Bill Cole, the Republican  
14% 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=596*

47% Booth Goodwin, the Democrat  
39% Bill Cole, the Republican  
14% Not sure

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- 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=596*

45% Jeff Kessler, the Democrat  
39% Bill Cole, the Republican  
16% Not sure

## Respondent Demographics

These last few questions are for statistical purposes only.

- Thinking about your general approach to issues, do you consider yourself to be...? *Base: All respondents, n=596*

11% Very liberal  
20% Somewhat liberal  
*31% NET Liberal*

32% Moderate

19% Somewhat conservative  
16% Very conservative  
*35% NET Conservative*

2% Refused/Other

- Which of the following best describes your level of education? *Base: All respondents, n=596*

2% Some high school or less  
27% High school graduate or equivalent (GED)  
4% Technical school graduate  
22% Some college  
12% Associate's degree  
19% Bachelor's degree  
13% Graduate or professional degree  
1% Refused/Other

*29% NET HS grad or less education*  
*38% NET Tech school, some college, Associate's degree*  
*32% NET College degree or graduate degree*

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- Are you or anyone else in your immediate household a member of a labor union organization?  
*Base: All respondents, n=596*

20% Yes  
80% No

- Finally, into which of the following categories does your total annual household income happen to fall? *Base: All respondents, n=411*

6% Less than \$10,000  
7% \$10,000 - \$14,999  
9% \$15,000 - \$24,999  
14% \$25,000 - \$34,999  
22% \$35,000 - \$49,999  
20% \$50,000 - \$74,999  
11% \$75,000 - \$99,999  
7% \$100,000 - \$149,999  
2% Over \$150,000  
3% Refused