



## NEWS

### FOR RELEASE

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### **Jim Justice Leads Bill Cole by 11 Percentage Points in Race for West Virginia Governor**

**Cincinnati, Ohio** – Democrat Jim Justice leads Republican Bill Cole by a 11-point margin in the race for governor of West Virginia, according to results from the latest edition of the MetroNews West Virginia Poll. The poll of 408 likely voters was conducted October 12 and 17 after the second gubernatorial debate.

Justice leads Senate president Cole by a 44-to-33 percent margin. Charlotte Pritt, the nominee of the Mountain Party would receive eight percent of the vote if the election were held today, while Libertarian David Moran would receive five percent. Pritt was the Democratic nominee for governor in 1996. Nine percent are undecided.

When the two major party candidates are paired in a head-to-head match-up, Justice leads Cole by a 52 percent to 36 percent margin, with 12 percent undecided.

Other key findings include:

- Cole voters were more uncertain about their choice: 29 percent of likely voters said they would definitely or probably vote for the Republican nominee, while 44 percent of Justice voters said they would definitely or probably vote for the Democratic nominee.
- Justice was supported by 20% of Republicans, while 15 percent of Democrats said they would vote for Cole. Justice leads Cole by 15 percentage points among independents.
- A majority of likely voters (52 percent) said they believe Justice will prevail, regardless of their personal support for any of the candidates.

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## **Methodology Statement**

Results of this edition of MetroNews West Virginia Poll are based on interviews conducted between October 12-17, 2016 with a sample of 408 likely voters in West Virginia including registered Democrats, Republicans, Libertarian, Mountain Party, and unaffiliated or independent voters. Data collection methods used included landline phone, cell phone, and opt-in Internet panel. Each data collection method has inherent strengths and weakness.

Respondents answered screening questions to qualify for participation including West Virginia residency, current voter registration, and likelihood to vote in the November 8, 2016 general election. Only respondents who said they are absolutely certain or very likely to vote were included. Likely voters in all 55 West Virginia counties were represented in the survey modeled to the number of registered voters based on 2016 data from the West Virginia Secretary of State's office.

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 based on the 408 interviews with likely voters. The 95 percent confidence interval varies by question.

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 REPASS firm is a member of the Council of American Survey Research Organizations (CASRO) and the Marketing Research Association (MRA).

The MetroNews West Virginia Poll is a non-partisan survey of public opinion conducted by the REPASS firm. The West Virginia Poll has been directed by Rex Repass and conducted periodically since January 21, 1980. The name The West Virginia Poll is a registered trademark REPASS, all rights reserved. For more information, see [www.wvpoll.com](http://www.wvpoll.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 9%
  - 25-34 14%
  - 35-44 19%
  - 45-64 36%
  - 65+ 23%
- County of residence
  - Northern 51%
  - Southern 49%
- Political party affiliation
  - Democrat 45%
  - Republican 35%
  - Libertarian 1%
  - Mountain <1%
  - Independent 19%

Note: some percentages may not total 100% due to rounding error

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## Findings

- If the election for Governor of West Virginia were being held TODAY, would you vote for **(ROTATE ORDER OF NAMES)** [Jim Justice, the Democratic Party candidate / Bill Cole, the Republican Party candidate / Charlotte Pritt, the Mountain Party candidate / David Moran, the Libertarian Party candidate]?

44%	Jim Justice, the Democratic Party candidate
33%	Bill Cole, the Republican Party candidate
8%	Charlotte Pritt, the Mountain Party candidate
5%	David Moran, the Libertarian Party candidate
9%	Not sure

- If the next election for Governor were being held today, with only Jim Justice as the Democratic candidate and Bill Cole as the Republican candidate, would you vote for **[ROTATE]**?

52%	<i>Jim Justice (Net)</i>
32%	Definitely will vote for Justice
12%	Probably will vote for Justice
7%	Leaning toward voting for Justice
1%	Not sure

36%	<i>Bill Cole (Net)</i>
21%	Definitely will vote for Cole
8%	Probably will vote for Cole
6%	Leaning toward voting for Justice
1%	Note sure

- Regardless of who you support, and trying to be as objective as possible, who do you think will win the election for Governor of West Virginia?

52%	Jim Justice
28%	Bill Cole
20%	No opinion

Note: some percentages may not total 100% due to rounding error

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## Respondent Demographics

These last few questions are for statistical purposes only.

- Thinking about your general approach to issues, do you consider yourself to be . . . ?

8%	Very liberal
14%	Somewhat liberal
37%	Moderate
22%	Somewhat conservative
18%	Very conservative
1%	Refused

- Which of the following best describes your level of education?

2%	Some high school or less
30%	High school graduate or equivalent (GED)
5%	Technical school graduate
21%	Some college
10%	Associate's degree
21%	Bachelor's degree
11%	Graduate or professional degree
	<i>32% NET HS grad or less education</i>
	<i>36% NET Tech school, some college, Associate's degree</i>
	<i>32% NET College degree or graduate degree</i>

- Are you or anyone else in your immediate household a member of a labor union organization?

15%	Yes
84%	No

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

8%	Less than \$10,000
5%	\$10,000 - \$14,999
13%	\$15,000 - \$24,999
14%	\$25,000 - \$34,999
15%	\$35,000 - \$49,999
22%	\$50,000 - \$74,999
12%	\$75,000 - \$99,999
9%	\$100,000 - \$149,999
2%	Over \$150,000
<1%	Refused

Note: some percentages may not total 100% due to rounding error