

WMOV American Pulse Poll



EMBARGOED Until 9:30 AM EST Wednesday Nov. 22

Top Line Results

Survey of West Virginia Republican Primary Likely Voters

Conducted: 11/13/2023 through 11/14/2023

Survey Type: Live Telephone Interview, Text-to-Web, Interactive Voice Response

N = 414N

Margin of Error at 95% Confidence Level: +/- 4.8%

Weighting Applied: Gender, Age & Highest Education Level

Methodology

	Count	Percent	Cumulative Percent
Interactive Voice Response	197	47.5	47.5
Live Interview Telephone	103	25.0	72.5
Text to Web	114	27.5	100.0
Total	414	100.0	

Q1. Are you currently registered to vote in West Virginia?

	Count	Percent	Cumulative Percent
Yes	414	100.0	100.0

Q2. How likely are you to vote in the May 14th, 2024 Primary Election?

	Count	Percent	Cumulative Percent
Very likely to vote	383	92.6	92.6
Somewhat likely to vote	19	4.6	97.2
Maybe Will Vote	12	2.8	100.0
Total	414	100.0	

Q3. In which primary election do you typically vote?

	Count	Percent	Cumulative Percent
Republican Primary	414	100.0	100.0

Next, please tell me if you have favorable or unfavorable views of the following people involved in West Virginia politics. If you have never heard of one, just say so and we'll move on to the next.

Q4. Jim Justice

	Count	Percent	Cumulative Percent		
Very favorable impression	178	43.0	43.0		
Somewhat favorable impression	124	30.0	73.0	Total % Favorable	73.0
Somewhat unfavorable impression	53	12.7	85.7	Total % Unfavorable	22.7
Very unfavorable impression	41	9.9	95.7	Total % Hard Name ID	95.7
Heard of Jim Justice, but no opinion either way	11	2.7	98.3	Net Favorability	50.4
Never heard of them	3	.6	99.0		
Not Sure / Don't Know	4	1.0	100.0		
Total	414	100.0			

Q5. Alex Mooney

	Count	Percent	Cumulative Percent		
Very favorable impression	89	21.4	21.4		
Somewhat favorable impression	114	27.7	49.2	Total % Favorable	49.2
Somewhat unfavorable impression	51	12.3	61.5	Total % Unfavorable	21.6
Very unfavorable impression	39	9.3	70.8	Total % Hard Name ID	70.8
Heard of Alex Mooney, but no opinion either way	83	20.1	90.9	Net Favorability	27.5
Never heard of them	26	6.3	97.2		
Not Sure / Don't Know	12	2.8	100.0		
Total	414	100.0			

Q6. Moore Capito

	Count	Percent	Cumulative Percent		
Very favorable impression	117	28.2	28.2		
Somewhat favorable impression	132	31.9	60.1	Total % Favorable	60.1
Somewhat unfavorable impression	46	11.0	71.1	Total % Unfavorable	23.4
Very unfavorable impression	51	12.3	83.4	Total % Hard Name ID	83.4
Heard of Moore Capito, but no opinion either way	37	9.0	92.4	Net Favorability	36.7
Never heard of them	22	5.3	97.7		
Not Sure / Don't Know	9	2.3	100.0		
Total	414	100.0			

Q7. Mac Warner

	Count	Percent	Cumulative Percent		
Very favorable impression	87	20.9	20.9		
Somewhat favorable impression	124	30.3	51.2	Total % Favorable	51.2
Somewhat unfavorable impression	34	8.1	59.3	Total % Unfavorable	11.4
Very unfavorable impression	14	3.3	62.6	Total % Hard Name ID	62.6
Heard of Mac Warner, but no opinion either way	86	20.8	83.4	Net Favorability	39.8
Never heard of them	57	13.8	97.1		
Not Sure / Don't Know	12	2.9	100.0		
Total	414	100.0			

Q8. Chris Miller

	Count	Percent	Cumulative Percent		
Very favorable impression	27	6.5	6.5		
Somewhat favorable impression	77	18.6	25.2	Total % Favorable	25.2
Somewhat unfavorable impression	22	5.4	30.6	Total % Unfavorable	11.0
Very unfavorable impression	23	5.5	36.1	Total % Hard Name ID	36.1
Heard of Chris Miller, but no opinion either way	81	19.6	55.8	Net Favorability	14.2
Never heard of them	162	39.0	94.8		
Not Sure / Don't Know	22	5.2	100.0		
Total	414	100.0			

Q9. Patrick Morrisey

	Count	Percent	Cumulative Percent		
Very favorable impression	131	31.8	31.8		
Somewhat favorable impression	129	31.1	62.9	Total % Favorable	62.9
Somewhat unfavorable impression	49	11.8	74.7	Total % Unfavorable	22.8
Very unfavorable impression	46	11.0	85.7	Total % Hard Name ID	85.7
Heard of Patrick Morrisey, but no opinion either way	45	10.8	96.5	Net Favorability	40.0
Never heard of them	8	2.0	98.5		
Not Sure / Don't Know	6	1.5	100.0		
Total	414	100.0			

Q10. Doug Skaff

	Count	Percent	Cumulative Percent		
Very favorable impression	15	3.6	3.6		
Somewhat favorable impression	46	11.2	14.8	Total % Favorable	14.8
Somewhat unfavorable impression	22	5.3	20.1	Total % Unfavorable	11.0
Very unfavorable impression	23	5.7	25.7	Total % Hard Name ID	25.7
Heard of Doug Skaff, but no opinion either way	77	18.6	44.3	Net Favorability	3.8
Never heard of them	210	50.6	94.9		
Not Sure / Don't Know	21	5.1	100.0		
Total	414	100.0			

Q11. Kris Warner

	Count	Percent	Cumulative Percent		
Very favorable impression	37	9.1	9.1		
Somewhat favorable impression	85	20.6	29.6	Total % Favorable	29.6
Somewhat unfavorable impression	34	8.2	37.8	Total % Unfavorable	11.4
Very unfavorable impression	13	3.2	41.0	Total % Hard Name ID	41.0
Heard of Kris Warner, but no opinion either way	92	22.3	63.3	Net Favorability	18.2
Never heard of them	127	30.4	93.7		
Not Sure / Don't Know	26	6.3	100.0		
Total	414	100.0			

Now, I would like to turn your attention to the upcoming Republican primary elections.

Q12. If the Republican Primary for US Senate was held today and you had to choose, would you vote for

	Count	Percent	Cumulative Percent
Zane Lawhorn of Princeton	2	.6	.6
Alex Mooney of Charles Town	82	19.9	20.5
Jim Justice of Lewisburg	232	55.7	76.2
Bryan McKinney of Inwood	7	1.7	77.9
Not Sure / Don't Know	91	22.1	100.0
Total	414	100.0	

Q13. If the Republican Primary for Attorney General was held today and you had to choose, would you vote for

	Count	Percent	Cumulative Percent
Mike Stuart of Charleston	44	10.6	10.6
Ryan Weld of Wellsburg	22	5.4	16.0
JB McCuskey of Charleston	66	16.1	32.1
Not Sure / Don't Know	282	67.9	100.0
Total	414	100.0	

Q14. If the Republican Primary for Secretary of State was held today and you had to choose, would you vote for

	Count	Percent	Cumulative Percent
Chris Pritt of Charleston	17	4.2	4.2
Doug Skaff of South Charleston	31	7.5	11.6
Kris Warner of Charleston	84	20.3	31.9
Ken Reed of Charlestown	17	4.1	36.0
Brian Wood of Winfield	24	5.8	41.8
Not Sure / Don't Know	241	58.2	100.0
Total	414	100.0	

Q15. If the Republican Primary for Auditor was held today and you had to choose, would you vote for

	Count	Percent	Cumulative Percent
Caleb Hanna of Richwood	53	12.8	12.8
Eric Householder of Martinsburg	65	15.7	28.5
Not Sure / Don't Know	296	71.5	100.0
Total	414	100.0	

Q16. If the Republican Primary for Governor was held today and you had to choose, would you vote

	Count	Percent	Cumulative Percent
Patrick Morrissey of Harpers Ferry	127	30.5	30.5
Moore Capito of Charleston	93	22.6	53.1
Chris Miller of Huntington	43	10.4	63.5
Mac Warner of Charleston	57	13.7	77.2
Not Sure / Don't Know	94	22.8	100.0
Total	414	100.0	

Q17. If the Republican Primary for Congress was held today and you had to choose, would you vote

[Responses only from Congressional District 2]

	Count	Percent	Cumulative Percent
Alex Mooney	81	41.1	41.1
Riley Moore	23	11.6	52.7
Joe Early	4	1.9	54.6
Nate Cain	6	3.0	57.6
Alex Gaasured	3	1.6	59.2
Not Sure / Don't Know	80	40.8	100.0
Total	197	100.0	
Question not asked (Reside in CD1)	217		

Now, I would like to get your thoughts on issues being discussed in West Virginia.

Q18. Governor Jim Justice is running for US Senate. Justice has had several lawsuits filed against him that assert he does not pay his bills. Does that make you more or less likely to vote for him?

	Count	Percent	Cumulative Percent		
Much more likely	47	11.3	11.3		
Somewhat more likely	59	14.3	25.6	Total % More Likely	25.6
Somewhat less likely	95	23.0	48.6	Total % Less Likely	46.2
Much less likely	96	23.2	71.8	Net	-20.6
Not Sure / Don't Know	117	28.2	100.0		
Total	414	100.0			

Q19. Many candidates for office have other family members on the ballot. Does it make you more likely or less likely to vote for a candidate if they have another family member on the ballot or in office at the same time?

	Count	Percent	Cumulative Percent		
Much more likely	13	3.3	3.3		
Somewhat more likely	50	12.1	15.4	Total % More Likely	15.4
Somewhat less likely	99	23.9	39.3	Total % Less Likely	48.2
Much less likely	100	24.3	63.5	Net	-32.8
Not Sure / Don't Know	152	36.5	100.0		
Total	414	100.0			

Finally, we have a few quick demographic questions to complete the survey.

What is your gender?

	Count	Percent	Cumulative Percent
Female	210	50.6	50.6
Male	200	48.3	98.9
Not Sure / Don't Know	4	1.1	100.0
Total	414	100.0	

What is your age?

	Count	Percent	Cumulative Percent
18-34	31	7.4	7.4
35-44	45	10.8	18.1
45-54	68	16.4	34.5
55-64	89	21.6	56.1
65-74	96	23.3	79.4
75-84	66	15.9	95.3
85+	12	3.0	98.3
Not Sure / Don't Know	7	1.7	100.0
Total	414	100.0	

Which political party do you primarily identify with?

	Count	Percent	Cumulative Percent
Republican	375	90.5	90.5
Independent, or not a member of a party	39	9.5	100.0
Total	414	100.0	

Thinking about your political beliefs....are you a...

	Count	Percent	Cumulative Percent
Conservative	316	76.2	76.2
Moderate	63	15.0	91.3
Progressive	7	1.8	93.0
Liberal	6	1.5	94.6
Not Sure / Don't Know	22	5.4	100.0
Total	414	100.0	

What is the highest level of formal education you have completed?

	Count	Percent	Cumulative Percent
Less than high school graduate	18	4.4	4.4
Highschool graduate	87	21.1	25.6
Some college	94	22.6	48.1
Associates Degree	41	10.0	58.1
Bachelor's degree	108	26.0	84.1
Postgraduate	61	14.8	98.9
Not Sure / Don't Know	5	1.1	100.0
Total	414	100.0	

Which of the following best describes your race or ethnicity?

	Count	Percent	Cumulative Percent
White or Caucasian	388	93.8	93.8
Hispanic or Latino	1	.3	94.1
Black or African American	9	2.1	96.2
Asian	2	.4	96.6
Another not listed	3	.8	97.4
Not Sure / Don't Know	11	2.6	100.0
Total	414	100.0	

Congressional District

	Count	Percent	Cumulative Percent
1	217	52.5	52.5
2	197	47.5	100.0
Total	414	100.0	

Neilsen DMA

	Count	Percent	Cumulative Percent
Bluefield-Beckley-Oak Hill	68	16.3	16.3
Charleston-Huntington	142	34.5	50.8
Clarksburg-Weston	62	15.1	65.9
Harrisonburg	1	.2	66.1
Parkersburg	24	5.7	71.9
Pittsburgh	36	8.6	80.5
Roanoke-Lynchburg	4	.9	81.3
Washington, DC (Hagerstown)	54	13.1	94.4
Wheeling-Steubenville	23	5.6	100.0
Total	414	100.0	