



**FOR IMMEDIATE RELEASE**

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## **McCain leads in West Virginia**

**Raleigh, N.C.** – Contrary to other recent polls that have found West Virginia too close to call, the newest survey from Public Policy Polling finds John McCain with a 50-42 lead over Barack Obama in the state.

A glimpse at what West Virginians view as their top issue gives an indication to the difficulty Obama might have in winning there. Right now in almost every battleground state more than 60% of the electorate lists the economy as its top issue, something that very much plays to the Democrats' advantage. But only 54% do in West Virginia, with moral and family values placing second at 15%, a much higher share than it is pulling anywhere else. McCain's advantage with those values voters? 87-7.

“The Obama campaign has only just begun to make a real investment in West Virginia,” said Dean Debnam, President of Public Policy Polling. “So these numbers could definitely tighten up over the last couple weeks of the campaign, but for now it appears John McCain is likely to repeat the success George W. Bush had in the state in 2000 and 2004.”

For Obama's numbers to improve he is going to have to significantly increase the share of the Democratic vote he is receiving in the state. Right now he leads McCain with voters in his own party just 62-29, at the same time that McCain is nailing down 85% of the Republican vote. McCain also has a strong advantage with independents, 53-36.

Another thing holding Obama back from greater success in West Virginia is that he is actually faring worse with older voters in the state than John Kerry did in 2004. Among those surveyed, 45% said they supported Kerry but only 41% say they support Obama.

PPP surveyed 1,223 likely voters on October 16<sup>th</sup> and 17<sup>th</sup>. The survey's margin of error is +/-2.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## West Virginia Poll

**Q1** The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3.

*McCain*.....50% *Undecided*..... 8%

*Obama*.....42%

**Q2** Are you firmly committed to your choice for President, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

*Firmly Committed*.....92%

*Could Change Mind*..... 8%

**Q3** In 2004 the candidates for President were Republican George W. Bush and Democrat John Kerry. Who did you vote for that year, or did you not vote? If you voted for George W. Bush, press 1. If John Kerry, press 2. If you didn't vote, press 3.

*Bush*.....53% *Didn't Vote*..... 8%

*Kerry* .....40%

**Q4** I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

*War in Iraq*..... 12%

*Education*..... 4%

*Economy and Jobs* .....54%

*Taxes*..... 6%

*Moral and Family Values* .....15%

*Health Care*..... 5%

*Immigration*..... 2%

*Other*..... 2%

**Q5** Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

*Urban*..... 9%

*Suburban* .....18%

*Rural*.....38%

*Small Town*.....36%

**Q6** If you are a woman, press 1, if a man, press 2.

*Woman* .....52%

*Man*.....48%

**Q7** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

*Democrat*.....55%

*Republican*.....34%

*Other*..... 11%





**Q8** If you are white, press 1. If you are African-American, press 2. If other, press 3.

*White* ..... 94%  
*African American* ..... 3%  
*Other*..... 3%

**Q9** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 14%  
*30 to 45*..... 28%  
*46 to 65*..... 37%  
*Older than 65*..... 21%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>McCain/Obama</b>					
<b>McCain</b>	50%	48%	52%	50%	50%
<b>Obama</b>	42%	47%	44%	40%	42%
<b>Undecided</b>	7%	5%	4%	9%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>Change Mind</b>					
<b>Firmly Committed</b>	92%	91%	95%	92%	92%
<b>Could Change Mind</b>	8%	9%	5%	8%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
<b>2004 Vote</b>					
<b>Bush</b>	52%	43%	54%	54%	52%
<b>Kerry</b>	40%	51%	40%	36%	40%
<b>Didn't Vote</b>	8%	6%	6%	10%	8%

	Base	Gender	
		Woman	Man
<b>McCain/Obama</b>			
<b>McCain</b>	50%	49%	52%
<b>Obama</b>	42%	43%	41%
<b>Undecided</b>	8%	8%	7%





	Base	Gender	
		Woman	Man
<b>Change Mind</b>			
<b>Firmly Committed</b>	<b>92%</b>	94%	91%
<b>Could Change Mind</b>	<b>8%</b>	6%	9%

	Base	Gender	
		Woman	Man
<b>2004 Vote</b>			
<b>Bush</b>	<b>53%</b>	51%	54%
<b>Kerry</b>	<b>40%</b>	41%	38%
<b>Didn't Vote</b>	<b>8%</b>	8%	7%

	Base	Party		
		Democrat	Republican	Other
<b>McCain/Obama</b>				
<b>McCain</b>	<b>50%</b>	29%	85%	53%
<b>Obama</b>	<b>42%</b>	62%	10%	36%
<b>Undecided</b>	<b>8%</b>	8%	5%	11%

	Base	Party		
		Democrat	Republican	Other
<b>Change Mind</b>				
<b>Firmly Committed</b>	<b>92%</b>	92%	94%	91%
<b>Could Change Mind</b>	<b>8%</b>	8%	6%	9%





	Base	Party		
		Democrat	Republican	Other
<b>2004 Vote</b>				
<b>Bush</b>	53%	31%	88%	53%
<b>Kerry</b>	40%	62%	7%	27%
<b>Didn't Vote</b>	8%	7%	5%	20%

	Base	Race		
		White	African American	Other
<b>McCain/Obama</b>				
<b>McCain</b>	50%	52%	5%	48%
<b>Obama</b>	42%	41%	90%	40%
<b>Undecided</b>	8%	7%	5%	12%

	Base	Race		
		White	African American	Other
<b>Change Mind</b>				
<b>Firmly Committed</b>	92%	92%	97%	96%
<b>Could Change Mind</b>	8%	8%	3%	4%

	Base	Race		
		White	African American	Other
<b>2004 Vote</b>				
<b>Bush</b>	53%	54%	26%	40%
<b>Kerry</b>	40%	39%	55%	32%
<b>Didn't Vote</b>	8%	7%	20%	28%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCain/Obama</b>					
<b>McCain</b>	50%	41%	54%	50%	52%
<b>Obama</b>	42%	46%	41%	42%	41%
<b>Undecided</b>	8%	13%	5%	8%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Change Mind</b>					
<b>Firmly Committed</b>	92%	93%	89%	93%	96%
<b>Could Change Mind</b>	8%	7%	11%	7%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>2004 Vote</b>					
<b>Bush</b>	53%	44%	54%	56%	50%
<b>Kerry</b>	40%	40%	35%	40%	45%
<b>Didn't Vote</b>	8%	17%	11%	4%	5%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>McCain/Obama</b>									
<b>McCain</b>	51%	42%	41%	40%	83%	87%	28%	70%	70%
<b>Obama</b>	42%	53%	48%	52%	12%	7%	56%	19%	30%
<b>Undecided</b>	8%	5%	11%	8%	5%	6%	16%	11%	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>Change Mind</b>									
<b>Firmly Committed</b>	92%	92%	92%	91%	95%	95%	97%	91%	94%
<b>Could Change Mind</b>	8%	8%	8%	9%	5%	5%	3%	9%	6%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
<b>2004 Vote</b>									
<b>Bush</b>	53%	45%	43%	43%	78%	85%	41%	66%	69%
<b>Kerry</b>	40%	49%	51%	48%	12%	8%	47%	30%	27%
<b>Didn't Vote</b>	8%	5%	6%	9%	10%	6%	11%	4%	3%

