



GS STRATEGY GROUP

TO: INTERESTED PARTIES

FROM: ROBERT JONES, GS STRATEGY GROUP

RE: WEST VIRGINIA'S FIRST CONGRESSIONAL DISTRICT POLLING

DATE: 11.06.18

RESEARCH OUTLINE

GS Strategy Group conducted a poll October 27 – October 30, 2018 among 400 likely voters in West Virginia's First Congressional District. The poll produced a margin of error of +/- 4.9% at the 95% confidence level. Below are some key findings from that research.

KEY FINDINGS

◆ **State of the Race:** Despite a top of the ticket United States Senate race that favors Democrat Joe Manchin by 6%, Congressman David McKinley is at 53% on the ballot and leads by over 20%.

◆ **Strength Among Voters Concerned About Rx Costs:** 17% of voters cited prescription drug prices as the most important health care issue in determining their vote in the 2018 election.

- Among those voters, McKinley's lead expands even further, and he leads 60% to 28%.

◆ **Standing Up to Big Pharma:** Voters are clearly hearing about McKinley's efforts to hold big pharmaceutical companies accountable in Congress.

- A majority of voters (50%) say that "David McKinley fights big drug companies in Congress to lower prescription drug prices." Only 13% say that he sides with drug companies to keep prices high.

◆ **The high costs of prescription drugs is a powerful issue that cuts across party lines.** An overwhelming majority of voters (80%) cited prescription drug prices as a deciding factor in who they voted for.

- West Virginia voters are 58% less likely to support a candidate who has taken contributions from prescription drug corporations and voted against policies that would reduce the price of drugs for consumers (44% much less likely).

◆ **Voters have an unfavorable opinion about drug industry, regardless of their party affiliation.**

Do you have a favorable or unfavorable opinion of pharmaceutical companies?				
	All Voters	Democrat	Independent	Republican
Favorable	13%	14%	8%	13%
Unfavorable	73%	78%	72%	66%

