Understanding Oklahoma Voters

A Compilation of Studies
Conducted Summer 2016

by
Very few people engage in elections beyond voting. Only 1 in 100 give any amount. Only 25 out of a 10,000 give $200 or more and only 5 out of 10,000 gave $2,600 or more to a candidate.
General Election Voter Turnout

We do not see a trend toward apathy among those who are registered – though their participation in gubernatorial reelects has decreased dramatically. What has changed – according to census data, in 2000, 72% of adult Oklahomans were registered to vote; by 2010 it had dropped to 60%.
Composition of Senate District 22

- Republican Runoff Voters: 6.51%
- Voted Primary / Not Runoff: 5.13%
- Registered Republican Not Voting: 21.32%
- Registered Other Parties: 20.21%
- Not Registered: 41.03%
Senate District 22

78,000 Oklahomans

41,470 Registered Voters

25,704 Registered Republicans

9,077 Primary Voters

5,074 Runoff Voters

2,538 to Win
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=9.9% of Registered Republicans
=6% of Registered Voters
=3.25% of all Residents
Turnout percentages are of “registered” voters, not those eligible to be voters.
Conservatives Since 1978

All
Strongly
Somewhat
Media Habits

Social Media Usage
- Multiple Daily: 33%
- Daily: 32%
- Weekly: 13%
- Rarely: 10%
- Never: 11%

Source of Local News
- Local TV: 56%
- Newspaper: 19%
- Local Radio: 14%
- Social Media: 3%
- Friends & Family: 5%

* Percentages may not add to 100% due to refusals and/or rounding.
Donald Trump Favorable?

Donald Trump has rebounded a bit in Oklahoma and is now a net positive.

28% Strongly Favorable; 20% Somewhat Favorable; 9% Somewhat Unfavorable; 34% Strongly Unfavorable; 9% Heard of, No Opinion

- Favorable
- Unfavorable

<table>
<thead>
<tr>
<th>Category</th>
<th>Favorable</th>
<th>Unfavorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Men</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Women</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Republicans</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>Democrats</td>
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<td>34%</td>
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<tr>
<td>OKC Media</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>Tulsa Media</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Minor Mkts</td>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Trump has

Favorable: 43%
Unfavorable: 57%
Clinton is as negative in the state as is Obama. She unites Republicans.
Donald Trump largely unifies Republicans in the Sooner State and garners support from almost 3-in-10 Democrats. He does exceptionally well in the minor media markets.

Note, Trump only has a 48% favorable rating, but is getting 52% of the vote.
Fully 22% of voters have an unfavorable impression of both major candidates – Trump leads this group by a 4-to-1 margin, but most remain undecided. This group gives a 30-point advantage to a generic Republican and will likely break Trump’s way or stay home.

Note Trump wins among those who say they have a somewhat unfavorable opinion of him.
This study represents the highest wrong track number we have ever recorded – shattering any negativity we have seen in the last 25 years.
These are the worst numbers we have seen. Democrats have been solidly negative for quite some time – much of the recent negative movement is among Republicans and those in Tulsa.
Fallin Favorable Over Time

- Favorable
- Unfavorable

Graph showing percentage trends over time from July 09 to July 16.
Mary Fallin Favorable

Fallin’s numbers are no longer positive. She now has a significant partisan edge.

19% Strongly Favorable; 22% Somewhat Favorable; 14% Somewhat Unfavorable; 34% Strongly Unfavorable; 10% Heard of, No opinion; 1% Never Heard of Fallin’s numbers are no longer positive. She now has a significant partisan edge.
Fallin continues to have real strength among senior citizens.
The poor outlook on the direction of the state is taking a bit of a toll on Republican legislative candidates—but they still have a 13-point advantage. As the presidential campaign continues, expect this number to widen (When this was asked, Trump had only a 20-point lead over Clinton.) This Republican lead is down from 16 points in January.
Despite the wrong track numbers and dissatisfaction we see among Republicans, they are still more united than are Democrats.

We do see a substantial gender difference.
Health and Education issues are followed by economic concerns as the areas currently garnering the most interest. We have seen a slight decrease in liberty and moral issue voters in recent years. Substantial gender and partisan differences exist.
We are starting to see these numbers increase a bit – but they are still very low in an historical perspective. Generally, when the “too high” is below 40% we see almost any effort for increase is successful. We see tax issues that hit a perceived need of the voters succeed when the too high starts as high as 50%.

39% Too High; 10% Too Low; 45% About Right; 6% Undecided
Tax Raise for Teacher Raises? (Not Boren Proposal)

42% Strongly Favor; 20% Somewhat Favor; 9% Somewhat Oppose; 22% Strongly Oppose; 7% Undecided

Consistent with other studies, by a two-to-one margin, Oklahoma voters support raising taxes in order to generate teacher pay raises. Notice, there is a 24-point advantage for Republicans.
This issue starts with a sizeable lead. Democrats and women lead the charge – but even among registered Republicans we see a 15-point advantage.

43% Definitely Yes; 17% Probably Yes; 8% Probably No; 26% Definitely No; 6% Undecided
The strongest line comes from age. The issue becomes very competitive among those over the age of 55.
Despite the support we see for the Boren sales tax proposal, voters really prefer other options for raising teacher pay – in fact, only 12% support this option. They would much rather see tax credits cut or even the sales tax base broadened.

Republicans are the most in favor of getting rid of tax credits for this purpose.
The concept of school choice is overwhelmingly popular. Among registered Republicans, it is a 4-to-1 winner and approaches 2-to-1 among Democrats.

47% Strongly Favor; 23% Somewhat Favor; 11% Somewhat Oppose; 16% Strongly Oppose; 4% Undecided
Favor ESAs? Initial Ask

The initial ask on ESAs shows solid majority support and an 18-point advantage.

ESAs start more partisan than the other reforms tested. Democrat primary voters actually lean against ESA’s and differ from Democrats without a history of voting in primaries by a significant margin. (non-primary voting Democrats 56% support – very close to Republicans).

Education Savings Accounts—often called ESAs—is a proposal which would allow parents to take a portion of the yearly state funding which is currently used to educate their child in a traditional public school and create a personalized account to fund their child’s education expenses. These expenses could be customized to include private or parochial school tuition, online education programs, tutoring, and books, and other future college expenses. These Education Savings Accounts would be administered and overseen by the state and would contain taxpayer protections against fraudulent activity or misuse of funds.
We see very strong support for $1.50 per pack cigarette tax increase. Among Republicans, the advantage is 28 points – and 48 among Democrats.

55% Strongly Favor; 13% Somewhat Favor; 7% Somewhat Oppose; 22% Strongly Oppose; 3% Undecided
Swing voters – like somewhat conservative and those undecided on the presidential election are among the most supportive.
Today, this contest is a little closer than we saw in January.

49% Definitely Yes; 11% Probably Yes; 5% Probably No; 31% Definitely No; 4% Undecided
The negative change occurs primarily in the rural southeast, rural northwest and a little bit in central Oklahoma. We saw no change in Tulsa and slight improvement in the rural northeast.