

# SOONER SURVEY

*Cole Hargrave  
Snodgrass & Associates*



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## Fallin Maintains Double-Digit Lead

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Mary Fallin currently holds a 13-point lead over Democratic challenger Joe Dorman (44% Fallin vs. 31% Dorman), despite having seen her numbers fall slightly in the last four months. The other three candidates who will appear on the ballot garner support from 4% of the voters.

In April, Fallin had a 15-point advantage, 52%-37%. Today, Fallin has a wide lead among men (48% Fallin vs. 26% Dorman) and narrowly leads among women (40% Fallin vs. 35% Dorman). Republicans are more united behind Fallin (67% Fallin vs. 9% Dorman) than Democrats are behind their nominee (24% Fallin vs. 52% Dorman). Among Democrats with an unfavorable impression of President Obama – the key swing group in general elections in Oklahoma – Fallin has a 12-point advantage (42% Fallin vs. 29% Dorman).

Interest areas in this election show voters have aligned their electoral preferences with their topics, for the most part. Among the 13% of voters focused on moral issues, Fallin has a commanding lead (70% Fallin vs. 12% Dorman). The same can be said for the 19% whose focus is on efforts to stop federal intrusion (65% Fallin vs. 10% Dorman). In contrast, the 28% intent on societal issues like health and education opt for Dorman (16% Fallin vs. 53% Dorman) by a better than three-to-one margin. The second largest voter bloc, those interested in economic issues like taxes and jobs (22% of voters) are evenly split (36% Fallin vs. 40% Dorman).

The ideological bases are also aligned with candidates. Among the 32% of voters who consider themselves supporters of the Tea Party, Fallin leads 72%-7%. Among the 32% who disagree with the Tea Party, Dorman has a sizeable lead (11% Fallin vs. 66% Dorman). Among the 30% neutral toward the Tea Party, Fallin leads Dorman by a two-to-one measure (46% Fallin vs. 23% Dorman). While some on the left may try to say those neutral toward

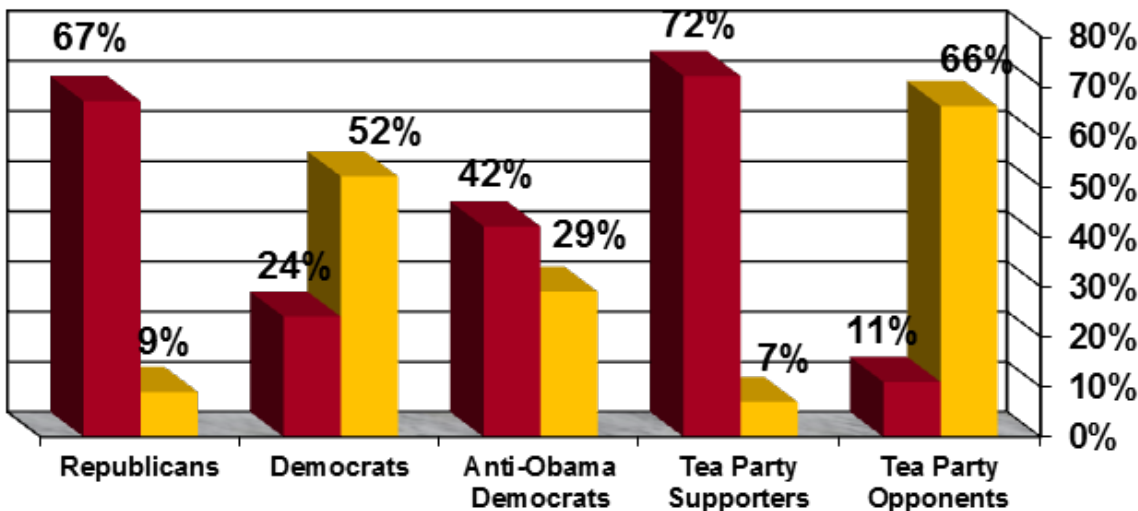


the Tea Party are in play, by almost any standard, these voters are conservatives. This “middle-ground” in Oklahoma opts for the Republican over the Democrat on a generic ballot by 19 points (46% Republican vs. 27% Democrat) and are very negative toward President Obama (18% favorable vs. 71% unfavorable), with 58% saying they have a “strongly unfavorable” impression.

# Governor Election Survey Question

1. If the election for Governor were held today, would you be voting for:  
(Rotate)

Mary Fallin, the Republican .....	44%
Joe Dorman, the Democrat.....	31%
Richard Prawdzienski, an Independent .....	1%
Joe Sills, an Independent .....	1%
Kimberly Willis, an Independent.....	2%
Undecided (vol.) .....	22%



## Key Facts

- Republicans are more united than are Democrats, but are not as united as they have been in recent election cycles.
- Expect Republican unity to rebound as the national tide becomes a referendum on the President – the historical trend during the sixth year of a presidency.
- Fallin has a commanding lead among the critical swing groups in Oklahoma.
- Fallin leads among anti-Obama Democrats 42%-29%.
- Fallin leads among those “neutral” toward the Tea Party 46% -23%.



During his more than 20 years with Cole Hargrave Snodgrass & Associates, Pat McFerron has supervised polling and telephone voter contact programs in more than 40 states – including polling for numerous successful gubernatorial, U.S. Senate, congressional and legislative clients throughout the nation. McFerron has been the pollster for all of the recent successful OKC initiatives, including Big League City, MAPs for Kids and MAPs 3, as well as Oklahoma’s historic right-to-work effort and many other state questions. McFerron also oversees marketing research projects for CHS clients who range from Fortune 100 companies to non-profits, universities and entrepreneurial start-ups.

This edition of Sooner Survey was taken July 20-25, 2014. It was a telephone survey of 500 registered voters in Oklahoma. The confidence interval associated with this sample is that 95% of the time, the results are within 4.3% of the true values.

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