


SOONER SURVEY

Volume 32 No. 1 February 17, 2020



Regardless of Democrat Nominee, Oklahoma is Trump Country

Bloomberg, Sanders lead fluid Democrat primary field

By Pat McFerron, President
 Cole Hargrave Snodgrass & Associates
 @McFerron

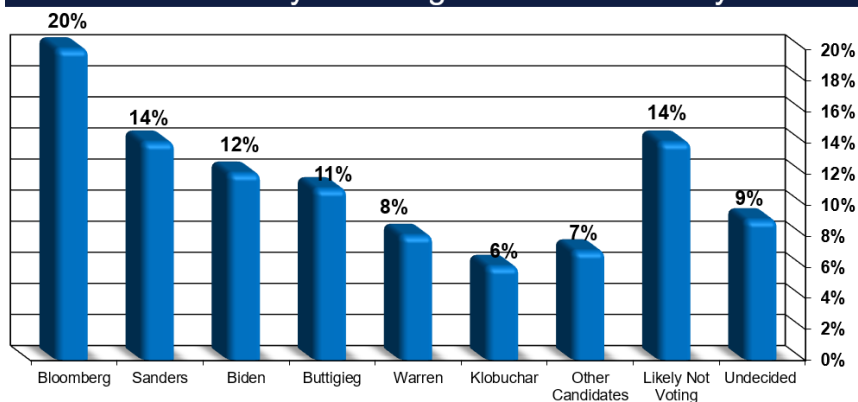
When it comes to presidential politics in Oklahoma in 2020, all of the drama is on the Democrat primary field. The simple fact is, November is already settled. Regardless of the Democrat pitted against him, Donald Trump has at least a 25-point lead and it is reasonable to expect him to reach 65% in Oklahoma in November.

On the Democrat primary side, we see a very fluid electorate. An examination of the dates of our study shows that the New Hampshire results were released in the middle of it – and we did see Amy Klobuchar get a bump. For those interviews conducted prior to that time, she was at 3%. For those conducted on Wednesday and Thursday, she hit 9%. Overall, however, the candidate who has not participated in the early primaries has the current lead, though it is only negligible over Senator Sanders. Michael Bloomberg is currently the top choice of 18% of those eligible to vote in the Democrat primary, topping Sanders by one point and Vice-President Biden by seven. No other candidate reaches double-digits among the entire potential electorate. If we examine, however, only

those with a history of voting in Democrat primaries, we actually see Bloomberg’s lead grow to six points (Bloomberg 20%; Sanders 14%; Biden 12%; Buttigieg 11%).

Perhaps most interesting about the Democrat primary is that 14% of those who have a history of voting in Democrat primaries say they will NOT participate in this one. This group breaks decisively toward President Trump in the

Presidential Primary? - Among Past Dem. Primary Voters



November match-ups. In 2016, Trump carried the state with more than 65% of the vote – and he is in better shape today than he was

then. Furthermore, at this time, it does not appear that a Libertarian candidate as significant as Gary Johnson was in 2016 will make the ballot in Oklahoma. That means it is difficult to see Trump doing worse in 2020 than he did in 2016. And the current polling really backs this up.

President Trump has very solid favorable ratings in the state – but his vote count exceeds even these high numbers.

(continued on page 3)

SOONER SURVEY QUESTIONS

1. Now I want to read you a list of names. For each one, please tell me first if you have heard of the person, then if so, please tell me if you have a favorable or an unfavorable impression of that person. (After response, ask: Would you say your impression is strongly (favorable / unfavorable) or only somewhat (favorable / unfavorable)?)

Donald Trump

- 49% Strongly Favorable
- 31% Somewhat Favorable
- 5% Somewhat Unfavorable
- 33% Strongly Unfavorable
- 3% Heard of / No Opinion
- Never Heard of

2. (Skip if Registered Republican) If the presidential Democratic primary were held today, would you be voting for: (Randomize names) n= 242

- 11% Joe Biden
- 17% Bernie Sanders
- 8% Elizabeth Warren
- 9% Pete Buttigieg
- 3% Andrew Yang
- Tom Steyer
- 18% Michael Bloomberg
- 7% Amy Klobuchar
- 3% One of the Other Candidates
- 15% Or would you not likely vote in the Democratic Presidential Primary
- 8% (Do not read) Undecided

3. If the election for President were held today, who would you vote for if the candidates were: (Randomize)

- 62% Donald Trump, the Republican
- 34% Joe Biden, the Democrat
- 4% (Do not read) Undecided

4. If the election for President were held today, who would you vote for if the candidates were: (Randomize)

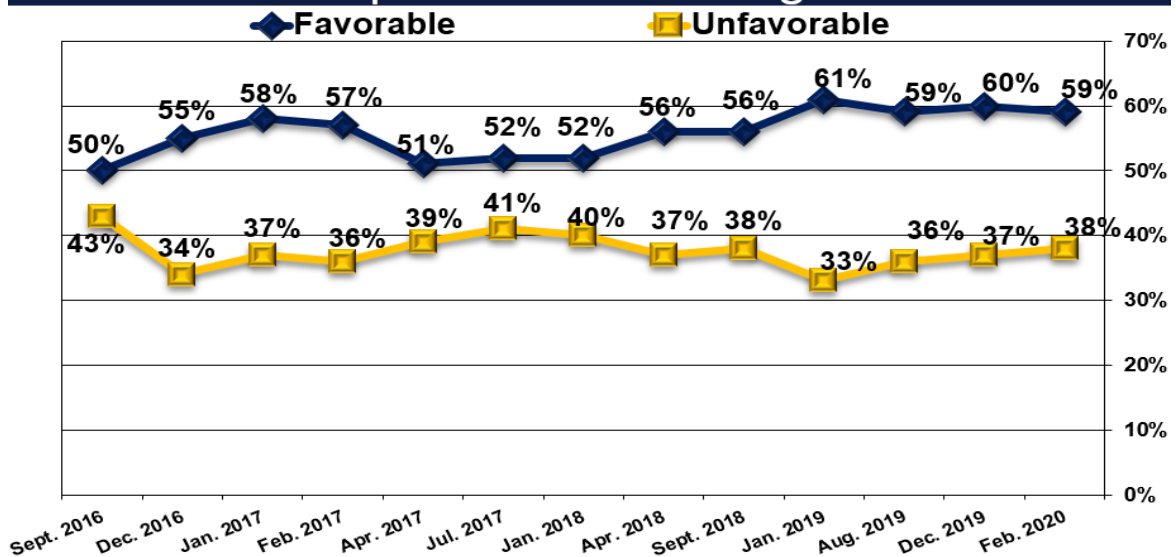
- 63% Donald Trump, the Republican
- 34% Bernie Sanders, the Democrat
- 3% (Do not read) Undecided

5. If the election for President were held today, who would you vote for if the candidates were: (Randomize)

- 61% Donald Trump, the Republican
- 35% Pete Buttigieg, the Democrat
- 3% (Do not read) Undecided

This edition of Sooner Survey was conducted February 10-13, 2020. The study of 500 registered voters in Oklahoma were collected by live agents on mobile (40%) and landline (34%) telephones and through our text-to-web CAWI system (26%). The confidence interval associated with this sample is that 95% of the time the results are within 4.3% of the true values.

Donald Trump Favorable Rating Over Time



(Continued from page 1)

While Trump sports a healthy 59% favorable rating, he exceeds 61% against all of the tested Democrats. In fact, it appears the potential nominees unite Republicans more than Trump does. Among registered Republicans, Trump is a very strong 90% favorable / 9% unfavorable, yet this 81% margin is dwarfed a bit by the margins established among Republicans when pitted against Biden (92%-5%), Sanders (93%-4%) and Buttigieg (91%-6%). This illustrates that even among the few Republicans who don't like the President, to many of them, he is still preferred over the alternative.

Trump does do better in the 71 rural counties (65% favorable; 31% unfavorable) than in six counties we have

ranging from 11 points (over Biden) to 16 (over Buttigieg). This is clearly going to make it difficult for Kendra Horn to keep her seat. Again, Trump carried CD5 by double-digits in 2016 and is in the same, if not better, shape today. With the

focus of 2020 on national instead of state issues, this is a lean Republican seat. We do see some national trends in Oklahoma. For example, while not as stark as we have seen in

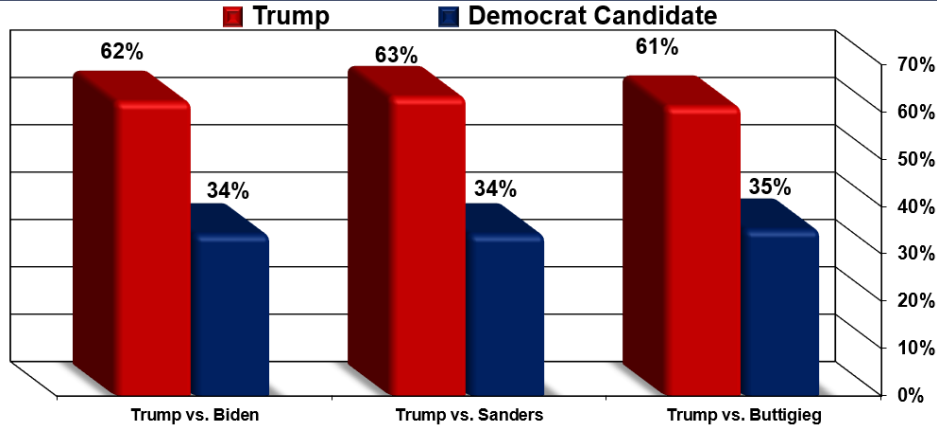
other locales, among those with at least a 4-year degree, the presidential contests are much closer (51% Trump; 45% Biden) than among those who do not have at least a 4-year degree (73% Trump; 24% Biden). However, we do not see

the same gender gap other places are reporting. Among men, Trump leads Biden (64%-33%) only slightly better than he does among women (61%-35%). Against Sanders, even this small difference narrows (63%-35% among men; 63%-33% among women).

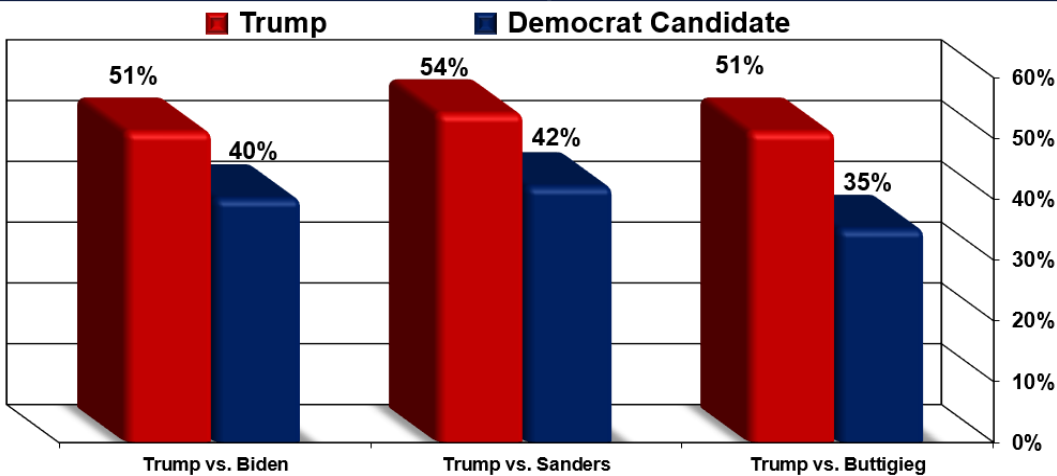
While the Democrat primary is far from over in the state, for most purposes it is just an exercise which does not look to

have much of an impact on November elections in Oklahoma – which we can once again expect to be solidly Republican on the Presidential level, just as it has dating back to 1968. ♦

Presidential Ballot Comparison?



Presidential Ballot Comparison?- In OK CD-5



comprising the two metro centers (53% favorable; 45% unfavorable) but he is still an asset to downballot races – even in the metros. For example, in Oklahoma's 5th Congressional District, we currently have Trump over 50% against each of the tested challengers and holding leads



During his more than 25 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 also oversees marketing research projects for CHS clients who range from Fortune 100 companies to non-profits, universities and entrepreneurial start-ups.

