

SOONER SURVEY



A PUBLICATION OF COLE HARGRAVE SNODGRASS & ASSOCIATES

VOLUME 20 - NUMBER 4

July 2010

Edmondson and Fallin Headed for Showdown *Fallin Leads Brogdon Two-to-One, Edmondson Leads Askins by Double Digits*

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Fallin Headed to Victory

In a poll of 500 registered Republicans likely to vote in this Tuesday's election, **Fallin holds a 50%-22% lead over Randy Brogdon.** Candidates Roger Jackson and Robert Hubbard were also included in the ballot question, with each garnering 1% of the vote.

Fallin has substantial leads among most all groups, winning men (54% Fallin vs. 23% Brogdon) and women (46% Fallin vs. 21% Brogdon). **Even in Brogdon's home base of the Tulsa region, Fallin has a commanding lead (40% Fallin vs. 25% Brogdon) though it is the area of the state where the race is the closest.** In contrast, in the Oklahoma City media market, Fallin's lead is more than 30 points (56% Fallin vs. 23% Brogdon). Brogdon has simply not been able to match Fallin's strength in the urban areas, nor her breadth in the rural parts of the state where Fallin has a 53%-18% lead. Fallin also tends to perform better among the most prolific primary voters.

In a smaller, 300 sample survey conducted July 21-22, the race is at essentially the same place (53% Fallin vs. 26% Brogdon), though resolution is a little higher. As such, with many of the undecided voters staying home and seeing little reason why they would disproportionately break toward Brogdon, **it is reasonable to expect Fallin to win with more than 60% of the vote, with high 60s not out of the question.** ♦



Edmondson Beating Askins

While still more fluid than is the Republican primary, it looks as if Attorney General Drew Edmondson is headed to a comfortable victory over Lt. Governor Jari Askins. Edmondson currently has an 11-point lead, and racks up

solid numbers in the Tulsa media market, where he has almost a two-to-one lead (45% Edmondson vs. 24% Askins). In contrast, Askins has a huge lead in the Lawton media market (23% Edmondson vs. 48% Askins), but it contains less than a fourth of the primary voters expected from the Tulsa market. **Central Oklahoma currently breaks toward Edmondson (37%**

Edmondson vs. 22% Askins) while Little Dixie voters are evenly split (30% Edmondson vs. 28% Askins) as are those in the rural northwest (35% Edmondson vs. 32% Askins).

Looking forward to November, the most interesting aspect of the primary is that Obama Democrats seem to be lining up with Edmondson in disproportionate numbers. Even among Democrat primary voters, President Obama is far from popular, in fact, he divides his own party (49% favorable vs. 41% unfavorable). **Currently, Edmondson has a 21-point lead among the 33% of the voter with a strongly favorable impression of Obama (43% Edmondson vs. 22% Askins),** but is in a much closer

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among the 32% with a strongly unfavorable impression of the President (39% Edmondson vs. 33% Askins).

We also see a similar dichotomy when it comes to union membership and race. While Edmondson still leads among all groups, his lead is greater in union households (47% Edmondson vs. 22% Askins) than in non-union homes (36% Edmondson vs. 28% Askins). **Among minorities, Edmondson has a huge lead (45% Edmondson vs. 18% Askins) while among white voters, his lead is in single digits (36% Edmondson vs. 29% Askins).**

This Democrat primary election actually reveals the real challenge Democrats may well face in years to come. The more left-leaning elements of their party still dictate their nominee. This will make it a challenge to compete for Republicans, who at least in the case for Governor this year, are nominating the candidate closer to the center. ♦

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

Mary Fallin	50%
Randy Brogdon	22%
Roger Jackson	1%
Robert Hubbard	1%
Undecided (vol.)	26%

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

Jari Askins	27%
Drew Edmondson	38%
Undecided (vol.)	35%

This edition of the Sooner Survey was conducted between July 18 - 20, 2010. The Republican Primary was a telephone survey of 500 registered voters, the Democratic Primary was a survey of 400 registered voters in the State of Oklahoma. The samples accurately reflect the electorate of the state. The confidence interval associated with samples of this type is such that 95% of the time, the results are within +/- 4.3% (500), +/- 4.9% (400) of the "true values," where "true values" refer to the results obtained if it were possible to interview every voter in the state.

The Sooner Survey is published by Cole Hargrave Snodgrass & Associates, Inc., (405) 415-3017. Subscriptions are \$240 per year.

The Authoritative Newsletter of Oklahoma Political Information Since 1989



A Publication of Cole Hargrave Snodgrass & Associates
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