

May 1, 2024



CYGNAL

Survey of Likely General Election Voters **Oklahoma Statewide**

April 11 – 12, 2024 | n=615 | $\pm 3.83\%$

Insights & Analysis

- Most Oklahomans believe the state is going in the right direction.
- **Trump leads Biden 2:1 head-to-head** in Oklahoma (61% – 30%), a lead which **expands** on the full ballot where Biden only receives 24% ballot share.
- **Trump** is the elected official **viewed most favorably in the state** followed by Senator Lankford (45% fav / 36% unfav), Governor Stitt (45% fav / 46% unfav), and Senator Mullin (40% fav / 35% unfav). Women over 55 in Oklahoma are **25 points more positive** on Trump than at the **national level**.
- Oklahomans want their **state government** to focus on **inflation and the economy** (37%) and **education** (26%). Border security and illegal immigration was third at 22%.
 - **Republicans say inflation and border security** while Democrats and Independents are more concerned with inflation and education.
- Oklahomans **overwhelmingly support aligning graduation requirements to career pathways**. Over **70% of Republicans and Democrats** support the proposal.
- A plurality (47% yes) of Oklahomans initially support an **increase to the minimum wage** when hearing about the potential ballot initiative in its simplest form (44% no).
 - But **opposition rises** (32% support – **57% oppose**) when voters are informed of the potential **loss of jobs** to automation and **increased costs** to consumers.
 - **Support** for the minimum wage increase proposal **decreases the most** after being informed about **potential job losses and increased cost to consumers** with women <55, rural voters, Independents, and those in the eastern part of the state.
- Voters are **in the middle** when it comes to the issue of free trade.

Insights & Analysis

- 62% support **Governor Stitt's** decision to send Oklahoma National Guard troops to the **southern border** (47% *strongly* support).
- Even more favor a **harder line** taken by the federal government on the issue of immigration. **Half** of voters overall want to see the U.S. enforce current immigration law and **deport those here illegally** while **another quarter** want to bring a **halt to all immigration** into the country until the border is secure.
 - **Democrats** (42%) and Biden 2020 supporters (36%) are the only groups in **opposition** of stricter enforcement.
- When it comes to social issues, two-thirds of voters **support Oklahoma's law requiring students to use the bathroom of their gender assigned at birth** and a **plurality** (43%) **support the repeal of DEI programs** from Oklahoma's public schools and universities. On the issue of abortion, half of voters **oppose** (40% support) the state **law which banned abortion in all cases** except to save the life of the mother. In contrast, **Republicans support the abortion ban** (59%).
- Voters 2:1 **oppose businesses speaking out publicly** on political and social **issues**, including 55% of Independents.
 - Nearly half say it would impact their decision **a lot** to support a business if they took a public stance on a social or political issue different than their own. **Trump Republicans** (60% a lot of impact) feel most strongly about this issue. Interestingly, men are more likely to say it'll have an impact on their decision than are women.
 - A **majority** of voters **across the spectrum** from Trump to Biden supporters, urban to rural voters, and whites/non-whites would all **boycott a business** for taking a stand on a social or political issue different than their own.

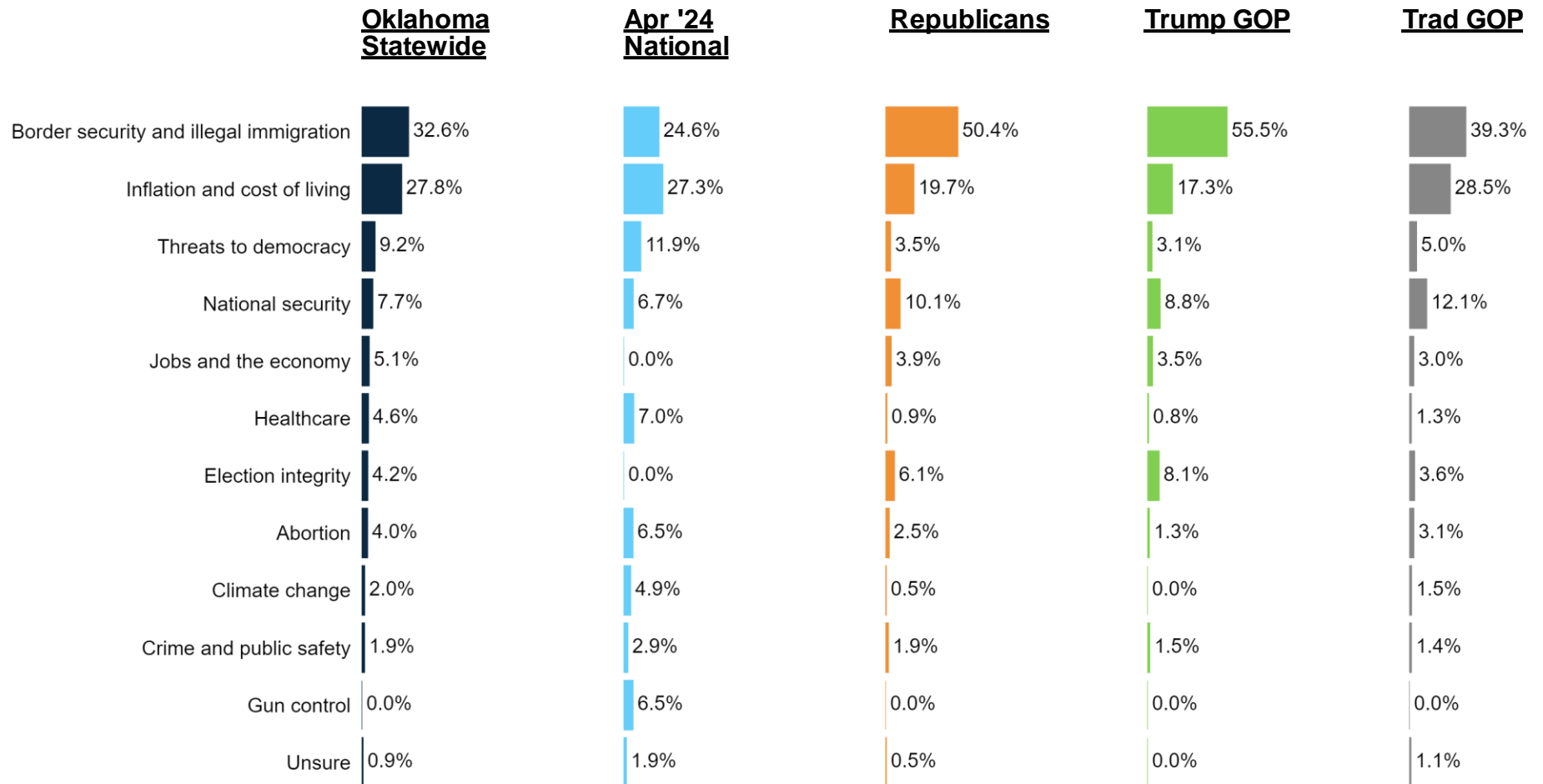
Insights & Analysis

- Machine-learning generated four segmentation analysis groups:
 - Solid Republicans** (39%) are **least supportive** of **minimum wage hikes** and businesses taking stands on social/political issues. As you would expect, they are the **most ideologically conservative** and take the most conservative stands on virtually every issue. However, more favor protections for American workers over unfettered free trade. They are also the most likely to support a **business boycott**. They are **older** – 64% are over the age of 55, and 59% are **male**. *Solid Republicans* are **less educated** than their *Solid Democrats* counterparts, but they report **higher levels of income** and are the **highest propensity** voters. Half live in a rural community and they are **nearly unanimous** (95%) in support of a hardline position on immigration.
 - Lean Republican** (24%) voters are **less focused on immigration and more focused on inflation and economic issues**. However, 94% support the hardline stance on immigration. *Lean Republican* voters are more moderate and female but **more socially conservative** than *Solid Republicans* on the issue of **abortion** and **pornography** which makes sense since they're also the **most Evangelical** and **most Catholic** of all segments. They are **initially supportive of an increase to the minimum wage** but move against after learning of the implications to Oklahoma businesses and economy. They're supportive of Trump but **less Trumpy**.

Insights & Analysis

- Machine-learning generated four segmentation analysis groups:
 - Solid Democrats** (28%) look the **opposite** of *Solid Republicans*. 57% of them are **female** and 58% are **younger than 55**. ***Solid Democrats*** are the most suburban and most urban segment. They are also the **most educated** and have mostly liberal views on business and economics though they are **less skeptical of free trade** than *Solid Republicans*. They are **most supportive** of the **minimum wage increase** and remain largely supportive after hearing of potential impacts of it could have on Oklahoma businesses and economy.
 - Lean Democrat** (9%) voters have a **higher opinion** of Donald Trump (36% favorable) than Joe Biden (30% favorable) however they still have a **slight preference** for Biden on the ballot and prefer a Democratic candidate 3:1 on the generic ballot. *Lean Democrat* voters are the **most supportive of RFK**. They are **hyper-focused on inflation and the economy** as nearly 6 in 10 claim it as their top issue. They are initially +40 in support of the minimum wage increase but move to -6 after learning it could lead to potential job losses and higher costs for consumers. **More than half** identify as **Moderate**. *Lean Democrat* voters are the **lowest propensity, least educated, and lowest income** of all the segments.

Top Priority National



Which one of the following issues do you believe should be the top priority for federal elected officials in Washington, DC?

Top Priority National Heatmap

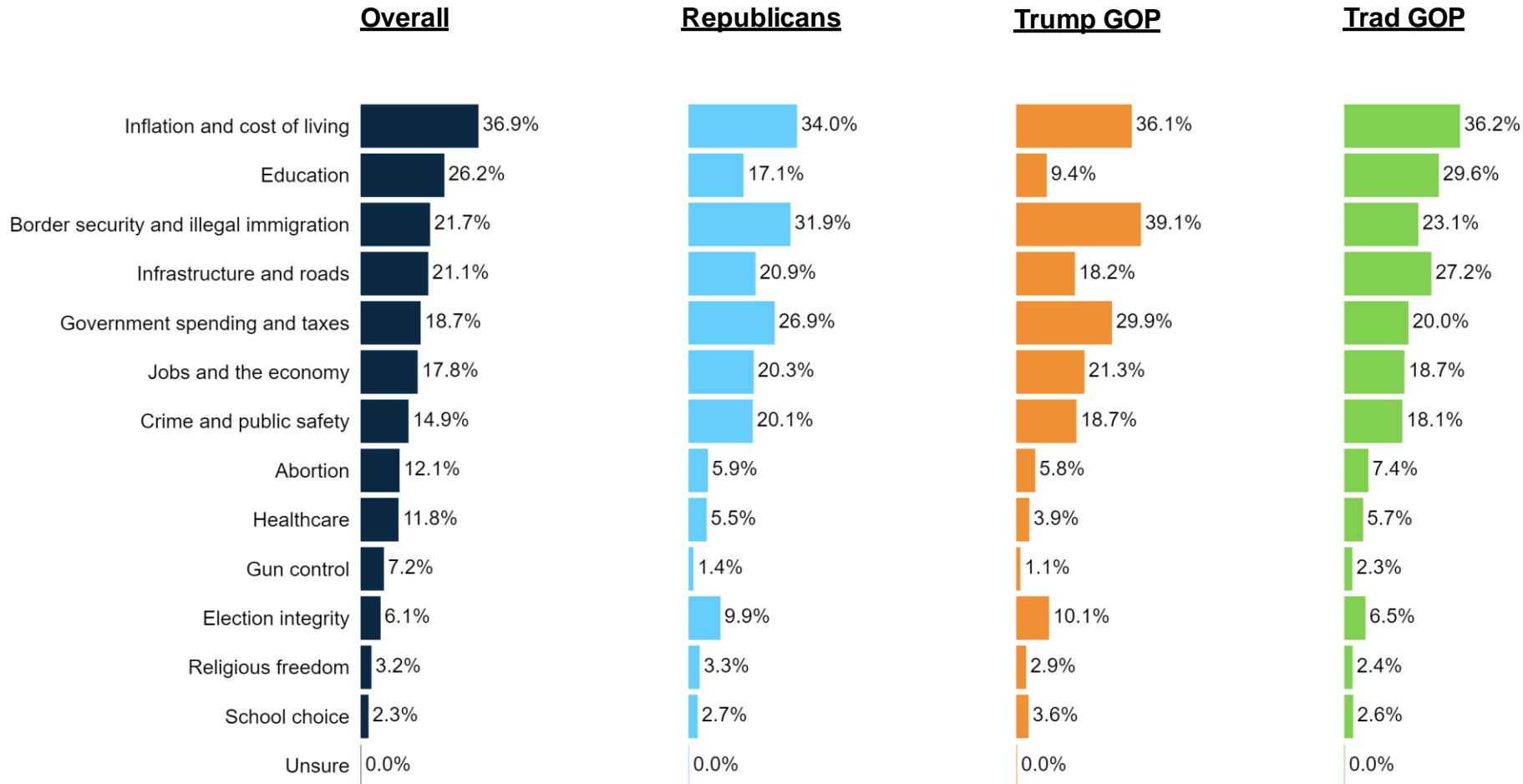
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Border security and illegal immigration	33%	20%	36%	23%	51%	30%	42%	31%	23%	36%	41%	34%	30%	23%	19%	31%	38%	50%	20%	5%	35%	21%	55%	39%	48%	4%
Inflation and cost of living	28%	39%	20%	36%	17%	23%	28%	29%	30%	29%	29%	31%	28%	23%	34%	27%	27%	20%	44%	34%	24%	46%	17%	29%	23%	32%
Threats to democracy	9%	4%	14%	11%	9%	15%	6%	9%	10%	8%	7%	10%	9%	12%	16%	10%	6%	3%	11%	22%	11%	4%	3%	5%	3%	25%
National security	8%	3%	12%	5%	10%	5%	9%	6%	11%	6%	4%	9%	8%	12%	4%	8%	8%	10%	4%	4%	9%	3%	9%	12%	9%	4%
Jobs and the economy	5%	7%	4%	9%	1%	3%	6%	6%	4%	4%	5%	6%	7%	4%	3%	3%	8%	4%	5%	3%	5%	6%	4%	3%	4%	3%
Healthcare	5%	7%	5%	4%	2%	7%	1%	3%	9%	2%	4%	3%	6%	8%	8%	6%	2%	1%	6%	11%	5%	5%	1%	1%	2%	12%
Election integrity	4%	6%	2%	4%	5%	7%	3%	4%	4%	5%	3%	4%	4%	5%	1%	5%	4%	6%	4%	1%	4%	5%	8%	4%	6%	1%
Abortion	4%	8%	3%	4%	0%	4%	1%	6%	5%	5%	3%	2%	5%	5%	9%	4%	3%	3%	2%	9%	4%	3%	1%	3%	2%	7%
Climate change	2%	2%	2%	2%	3%	4%	2%	2%	1%	3%	0%	1%	0%	5%	4%	2%	2%	0%	3%	5%	2%	2%	0%	1%	0%	6%
Crime and public safety	2%	2%	2%	2%	1%	3%	1%	2%	2%	1%	2%	0%	4%	2%	3%	3%	1%	2%	0%	4%	1%	4%	2%	1%	2%	3%
Gun control	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unsure	1%	2%	1%	0%	0%	0%	0%	3%	0%	1%	1%	1%	0%	1%	0%	2%	0%	1%	1%	2%	1%	0%	0%	1%	1%	1%

Which one of the following issues do you believe should be the top priority for federal elected officials in Washington, DC?

Percent Change: Top Priority National (Apr '24 National to Oklahoma Statewide 4/12/24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20
Border security and illegal immigration	8%	6%	9%	2%	12%	2%	12%	10%	3%	14%	14%	11%	2%	-1%	-2%	8%	8%	3%	0%	1%	7%	5%	2%	-1%
Inflation and cost of living	1%	5%	1%	0%	-2%	-3%	-1%	2%	3%	-6%	4%	11%	-1%	-3%	14%	-1%	-3%	-11%	8%	15%	-3%	19%	-8%	12%
Threats to democracy	-3%	-3%	-5%	2%	-6%	1%	-3%	-2%	-5%	0%	-5%	-4%	-2%	-2%	1%	-2%	-2%	0%	1%	0%	-1%	-9%	0%	3%
National security	1%	-3%	3%	2%	2%	0%	2%	-3%	5%	-1%	-2%	1%	1%	5%	-2%	2%	-1%	0%	-1%	1%	2%	-2%	-1%	0%
Jobs and the economy	5%	7%	4%	9%	1%	3%	6%	6%	4%	4%	5%	6%	7%	4%	3%	3%	8%	4%	5%	3%	5%	6%	4%	3%
Healthcare	-2%	-3%	1%	-7%	0%	-2%	-5%	-3%	1%	-5%	-3%	-7%	1%	2%	0%	-1%	-4%	-2%	-3%	0%	-2%	-4%	-1%	1%
Election integrity	4%	6%	2%	4%	5%	7%	3%	4%	4%	5%	3%	4%	4%	5%	1%	5%	4%	6%	4%	1%	4%	5%	6%	1%
Abortion	-2%	-1%	-3%	-1%	-3%	-1%	-3%	-1%	-4%	0%	-5%	-5%	0%	-3%	1%	-3%	-2%	1%	-1%	-4%	-3%	0%	0%	-5%
Climate change	-3%	-3%	-4%	-4%	-1%	-3%	-2%	-3%	-3%	-1%	-5%	-5%	-4%	0%	-2%	-4%	-1%	0%	-2%	-4%	-3%	-4%	0%	-3%
Crime and public safety	-1%	-2%	0%	-1%	-1%	0%	-1%	-1%	-1%	-2%	0%	-2%	1%	-2%	-2%	0%	-1%	1%	-4%	0%	-1%	-1%	0%	-1%
Gun control	-6%	-8%	-7%	-4%	-6%	-4%	-6%	-8%	-7%	-8%	-6%	-7%	-6%	-5%	-11%	-6%	-4%	-1%	-5%	-12%	-4%	-13%	-2%	-11%
Unsure	-1%	-2%	0%	-1%	-1%	0%	-1%	0%	-2%	0%	-1%	-2%	-2%	0%	-2%	0%	-2%	0%	-2%	0%	0%	-3%	0%	-1%

Top Priority State



Which two of the following issues do you believe should be the top priority for state leaders specifically here in Oklahoma? Pick two.



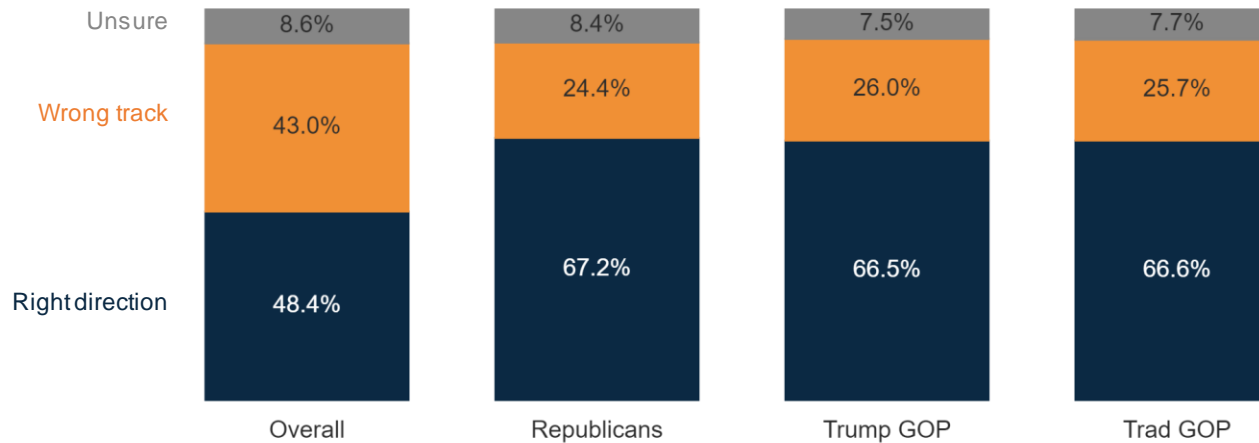
CYGNAL

Top Priority State Heatmap

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Inflation and cost of living	37%	46%	35%	36%	30%	29%	36%	42%	37%	42%	40%	40%	34%	29%	42%	31%	41%	34%	47%	32%	36%	37%	36%	36%	40%	28%
Education	26%	38%	20%	28%	19%	32%	19%	19%	43%	32%	19%	18%	23%	36%	29%	32%	21%	17%	33%	38%	27%	22%	9%	30%	18%	42%
Border security and illegal immigration	22%	15%	26%	10%	34%	13%	28%	25%	14%	19%	33%	24%	19%	14%	10%	21%	26%	32%	17%	4%	23%	16%	39%	23%	33%	2%
Infrastructure and roads	21%	14%	18%	33%	22%	25%	29%	17%	14%	21%	27%	16%	18%	22%	19%	20%	23%	21%	23%	22%	21%	22%	18%	27%	20%	24%
Government spending and taxes	19%	10%	17%	20%	28%	20%	27%	11%	18%	15%	20%	26%	18%	16%	16%	17%	21%	27%	14%	6%	19%	17%	30%	20%	25%	7%
Jobs and the economy	18%	17%	17%	24%	14%	21%	18%	22%	8%	13%	21%	26%	18%	13%	19%	14%	21%	20%	19%	9%	17%	23%	21%	19%	21%	10%
Crime and public safety	15%	10%	20%	11%	18%	23%	10%	16%	14%	16%	10%	14%	22%	13%	13%	17%	14%	20%	10%	8%	15%	11%	19%	18%	18%	9%
Abortion	12%	14%	14%	13%	7%	11%	9%	15%	13%	12%	6%	12%	10%	21%	13%	14%	10%	6%	8%	29%	12%	14%	6%	7%	5%	26%
Healthcare	12%	19%	13%	8%	6%	10%	6%	14%	18%	7%	10%	11%	13%	17%	15%	11%	11%	6%	15%	23%	12%	14%	4%	6%	6%	24%
Gun control	7%	8%	9%	5%	7%	5%	6%	6%	12%	10%	2%	5%	7%	11%	8%	10%	4%	1%	5%	21%	6%	14%	1%	2%	1%	20%
Election integrity	6%	3%	8%	4%	10%	7%	7%	8%	1%	8%	6%	6%	8%	2%	5%	8%	4%	10%	2%	2%	6%	6%	10%	7%	8%	2%
Religious freedom	3%	4%	3%	5%	2%	2%	4%	4%	3%	4%	4%	1%	5%	2%	5%	3%	3%	3%	5%	2%	3%	3%	3%	2%	4%	3%
School choice	2%	3%	2%	2%	3%	3%	2%	1%	5%	2%	1%	0%	4%	4%	6%	2%	2%	3%	2%	2%	3%	1%	4%	3%	2%	1%
Unsure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Which two of the following issues do you believe should be the top priority for state leaders specifically here in Oklahoma? Pick two.

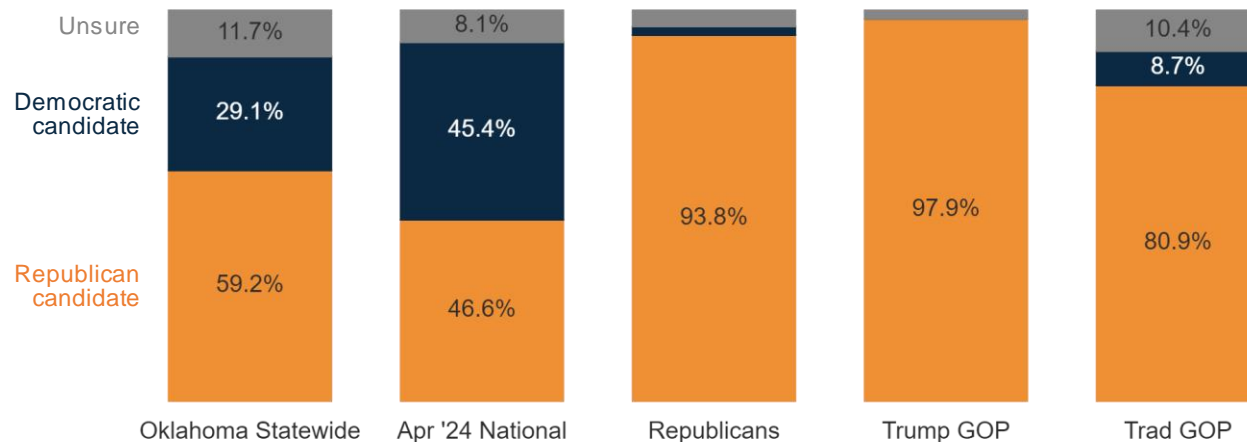
State Direction



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Right direction	48%	35%	52%	45%	63%	52%	55%	44%	42%	46%	44%	49%	52%	51%	34%	49%	51%	67%	35%	18%	50%	39%	67%	67%	65%	14%
Wrong track	43%	55%	39%	47%	31%	46%	35%	44%	53%	44%	46%	39%	40%	45%	61%	44%	37%	24%	57%	76%	42%	50%	26%	26%	26%	81%
Definitely the right direction	4%	4%	4%	4%	4%	4%	4%	6%	1%	8%	4%	3%	3%	3%	0%	4%	5%	6%	0%	2%	4%	2%	7%	5%	5%	2%
Mostly the right direction	44%	31%	47%	41%	58%	48%	51%	38%	42%	38%	40%	47%	50%	47%	34%	45%	46%	61%	35%	16%	46%	37%	59%	62%	60%	12%
Mostly the wrong track	22%	25%	22%	22%	17%	20%	20%	21%	27%	20%	24%	26%	22%	17%	23%	20%	23%	15%	30%	30%	21%	26%	15%	16%	17%	32%
Definitely the wrong track	21%	30%	17%	25%	14%	26%	15%	22%	26%	25%	22%	13%	18%	27%	38%	24%	14%	9%	27%	46%	21%	24%	11%	10%	9%	48%
Unsure	9%	10%	10%	8%	6%	2%	10%	12%	5%	10%	10%	11%	8%	5%	5%	6%	12%	8%	8%	5%	8%	11%	7%	8%	9%	6%

Generally speaking, would you say things in Oklahoma are headed in the right direction or off on the wrong track?

Generic Ballot



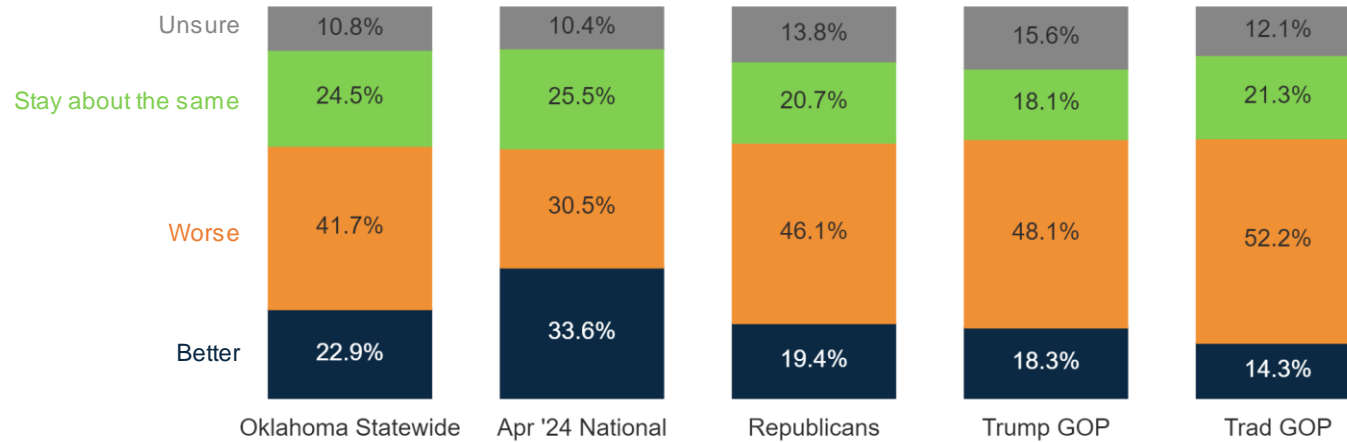
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Republican candidate	59%	48%	62%	55%	73%	56%	69%	58%	51%	56%	70%	64%	58%	49%	36%	55%	69%	94%	40%	2%	60%	49%	98%	81%	89%	3%
Democratic candidate	29%	36%	29%	29%	21%	38%	18%	30%	38%	33%	20%	21%	25%	44%	48%	34%	19%	2%	32%	93%	30%	32%	0%	9%	3%	89%
Definitely the Republican candidate	44%	33%	48%	36%	58%	40%	51%	46%	32%	47%	54%	43%	44%	31%	26%	40%	52%	73%	20%	2%	45%	35%	82%	50%	67%	0%
Probably the Republican candidate	16%	15%	14%	18%	15%	16%	17%	12%	18%	9%	16%	21%	14%	18%	10%	15%	18%	21%	20%	0%	15%	14%	16%	31%	21%	3%
Probably the Democratic candidate	8%	13%	9%	9%	3%	8%	5%	9%	13%	7%	9%	9%	7%	11%	11%	9%	7%	1%	13%	22%	8%	11%	0%	5%	2%	23%
Definitely the Democratic candidate	21%	23%	21%	21%	18%	30%	13%	20%	25%	26%	11%	12%	19%	33%	37%	25%	12%	1%	19%	71%	21%	21%	0%	4%	1%	66%
Unsure	12%	16%	9%	16%	6%	6%	13%	13%	12%	11%	10%	14%	16%	8%	17%	11%	11%	4%	28%	5%	10%	19%	2%	10%	9%	8%

If the November 5th general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Percent Change: Generic Ballot (Apr '24 National to Oklahoma Statewide 4/12/24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20
Republican candidate	13%	9%	22%	3%	14%	9%	7%	16%	15%	2%	20%	26%	11%	8%	2%	12%	9%	0%	-1%	-1%	9%	16%	-3%	-1%
Democratic candidate	-16%	-12%	-24%	-11%	-16%	-8%	-16%	-18%	-18%	-5%	-22%	-34%	-20%	-5%	-12%	-14%	-11%	-1%	-5%	-1%	-11%	-26%	-1%	0%
Definitely the Republican candidate	6%	3%	13%	-5%	9%	5%	0%	14%	1%	3%	14%	12%	4%	-1%	-1%	7%	-1%	-10%	-3%	1%	2%	10%	-11%	-2%
Probably the Republican candidate	7%	5%	9%	7%	5%	4%	8%	3%	14%	-1%	6%	14%	7%	9%	3%	5%	9%	10%	3%	-2%	6%	6%	8%	0%
Probably the Democratic candidate	-2%	-3%	1%	-3%	-4%	-3%	-5%	-1%	-2%	-3%	1%	-2%	-6%	-3%	-2%	-2%	-1%	0%	-5%	5%	1%	-9%	0%	4%
Definitely the Democratic candidate	-14%	-9%	-25%	-8%	-13%	-6%	-12%	-17%	-16%	-3%	-23%	-32%	-14%	-3%	-9%	-12%	-11%	-1%	0%	-6%	-12%	-18%	-1%	-4%
Unsure	4%	3%	2%	9%	2%	-1%	9%	1%	3%	3%	2%	8%	9%	-2%	10%	2%	3%	1%	5%	2%	3%	10%	4%	1%

Household Expectation



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Better Total	23%	24%	21%	25%	22%	31%	19%	19%	29%	21%	15%	24%	20%	34%	25%	27%	18%	19%	23%	34%	23%	22%	18%	14%	17%	32%
Worse Total	42%	43%	38%	39%	49%	38%	47%	44%	34%	33%	57%	41%	47%	31%	35%	37%	48%	46%	50%	25%	42%	42%	48%	52%	50%	25%
A lot better	7%	7%	7%	7%	9%	11%	6%	5%	10%	6%	5%	9%	7%	10%	6%	8%	7%	7%	6%	11%	7%	9%	7%	4%	6%	10%
A little better	16%	17%	14%	19%	12%	20%	13%	14%	19%	15%	10%	16%	13%	24%	19%	19%	11%	12%	18%	23%	17%	13%	11%	11%	11%	23%
Stay about the same	25%	24%	32%	21%	19%	23%	19%	26%	32%	31%	16%	27%	20%	29%	34%	26%	21%	21%	18%	38%	25%	23%	18%	21%	19%	38%
A little worse	19%	18%	20%	20%	19%	22%	18%	20%	18%	19%	21%	18%	22%	16%	21%	15%	22%	20%	23%	15%	20%	16%	17%	28%	20%	15%
A lot worse	23%	25%	18%	19%	30%	16%	29%	24%	16%	15%	37%	23%	25%	15%	14%	21%	26%	26%	27%	10%	22%	26%	31%	24%	30%	10%
Unsure	11%	10%	9%	15%	11%	8%	15%	11%	6%	15%	12%	8%	13%	6%	5%	10%	13%	14%	8%	3%	10%	13%	16%	12%	14%	4%

Over the next few years, do you expect things for you and your household finances to get better, get worse, or stay about the same?

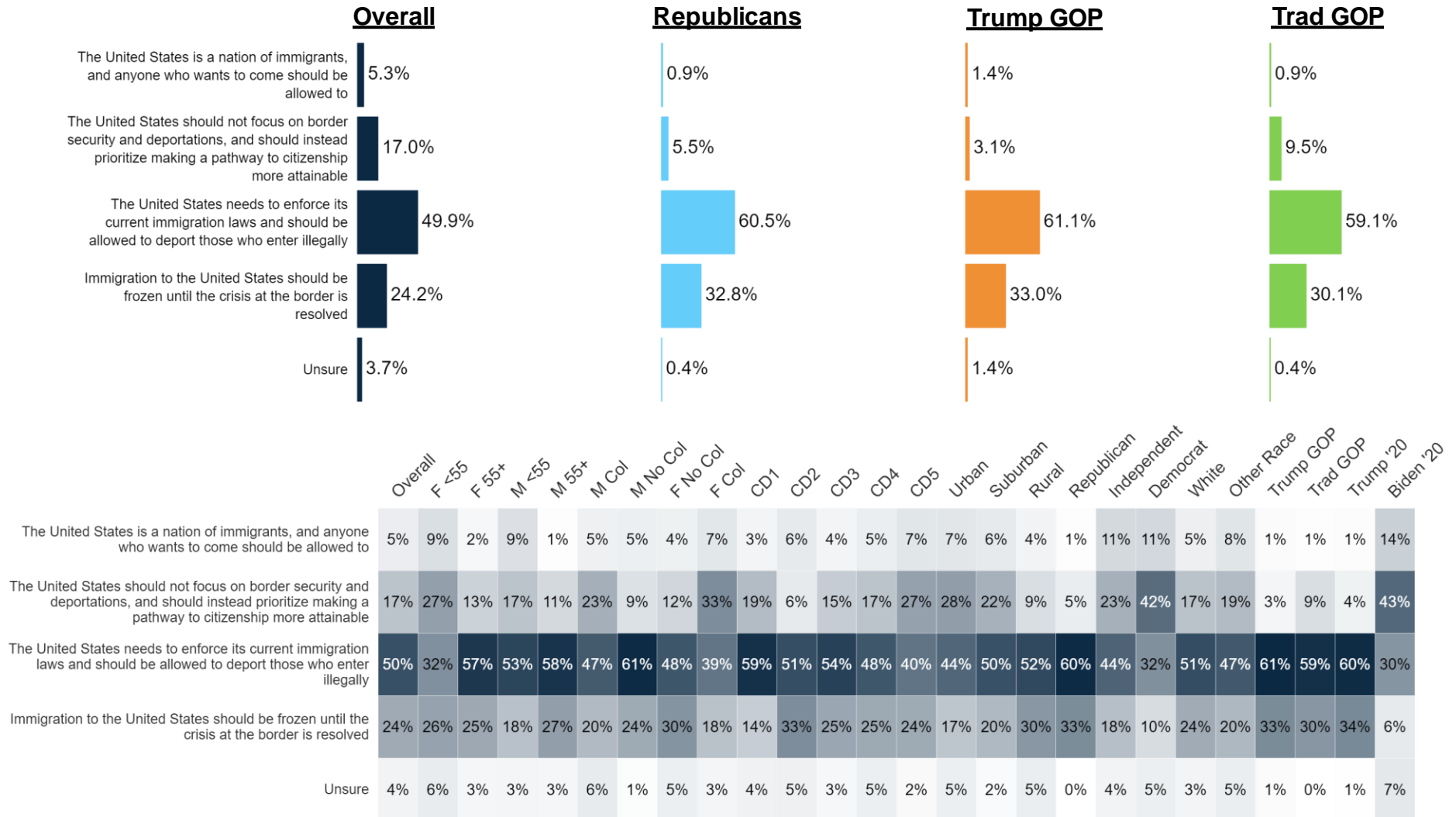


CYGNAL

Percent Change: Household Expectation (Apr '24 National to Apr 12, 2024)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20
Better Total	-11%	-9%	-6%	-14%	-13%	-8%	-17%	-11%	-2%	-14%	-16%	-10%	-12%	-2%	-7%	-8%	-12%	-9%	-7%	-7%	-8%	-19%	-9%	-9%
Worse Total	11%	13%	6%	6%	21%	9%	16%	11%	7%	2%	29%	13%	16%	-2%	10%	7%	13%	6%	18%	6%	10%	17%	9%	6%
A lot better	-5%	-2%	-4%	-10%	-3%	-1%	-10%	-5%	1%	-6%	-7%	-3%	-5%	-2%	-6%	-4%	-5%	-6%	-3%	-2%	-5%	-5%	-6%	-3%
A little better	-6%	-6%	-3%	-4%	-11%	-7%	-7%	-6%	-3%	-8%	-9%	-7%	-7%	0%	-1%	-5%	-8%	-3%	-3%	-5%	-3%	-14%	-3%	-7%
Stay about the same	-1%	0%	1%	2%	-9%	-2%	-4%	0%	2%	9%	-14%	1%	-6%	4%	2%	0%	0%	2%	-9%	5%	-3%	2%	0%	6%
A little worse	2%	2%	4%	0%	3%	5%	-1%	4%	1%	2%	5%	2%	7%	-4%	8%	-3%	4%	0%	4%	3%	2%	2%	-1%	3%
A lot worse	9%	11%	2%	6%	18%	3%	17%	7%	6%	0%	24%	11%	9%	2%	2%	9%	9%	6%	14%	3%	8%	15%	10%	4%
Unsure	0%	-4%	-1%	6%	2%	2%	6%	0%	-6%	3%	0%	-4%	2%	0%	-5%	1%	0%	1%	-2%	-4%	0%	0%	0%	-3%

Immigration Opinion



Which of the following comes closest to your opinion on immigration?

Image Tests (Overall)

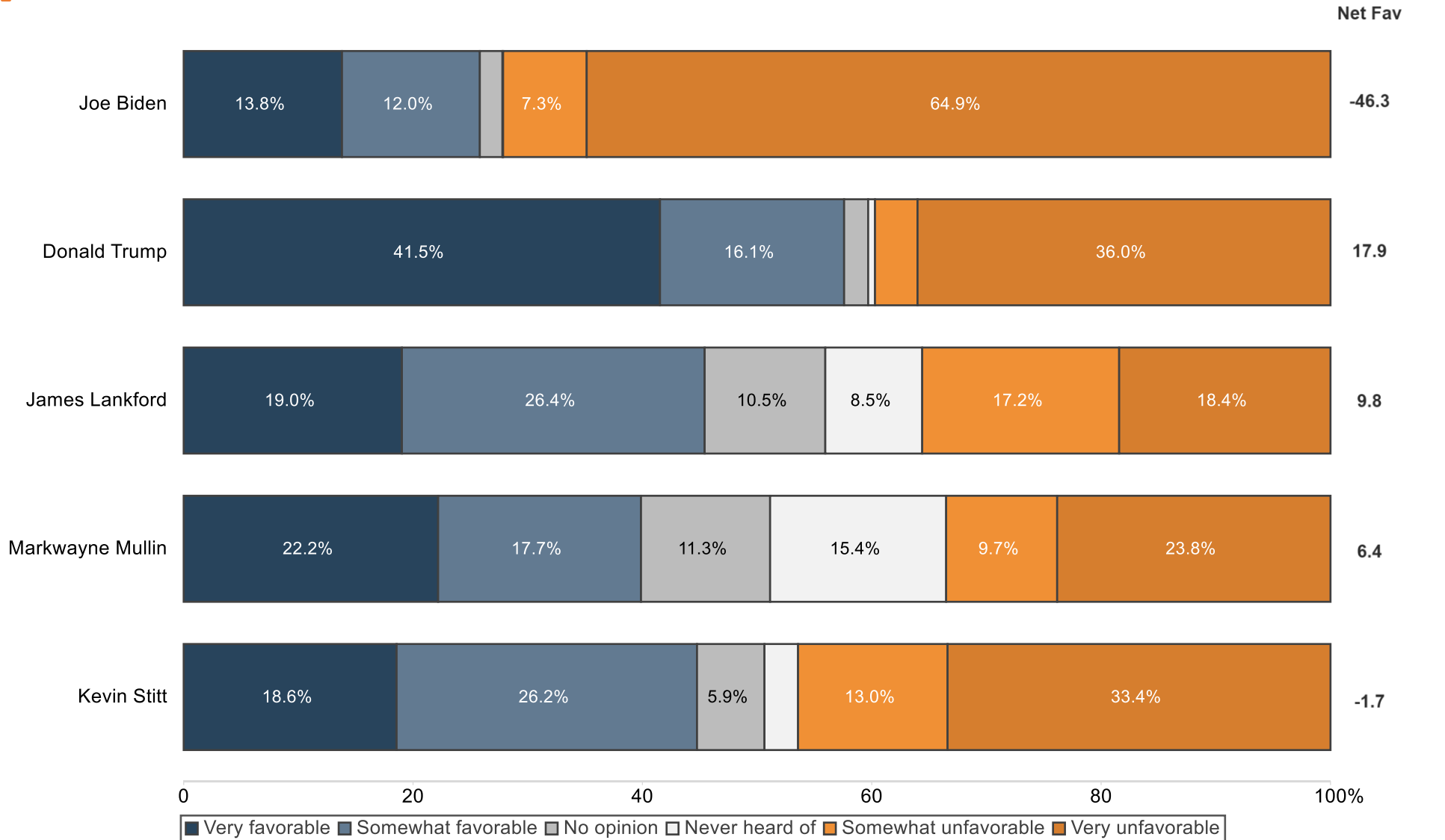


Image Tests Heatmap – Favorable (Overall)

Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Joe Biden	26%	26%	29%	25%	22%	34%	18%	24%	35%	33%	13%	21%	21%	39%	40%	33%	15%	3%	30%	80%	25%	33%	2%	10%	3%	78%
Donald Trump	58%	52%	61%	53%	64%	47%	65%	60%	50%	54%	75%	64%	58%	40%	34%	52%	68%	88%	36%	7%	58%	53%	97%	63%	88%	1%
James Lankford	45%	29%	57%	41%	53%	44%	49%	47%	42%	48%	45%	47%	44%	43%	43%	42%	49%	60%	29%	27%	48%	37%	50%	64%	55%	29%
Markwayne Mullin	40%	29%	42%	35%	54%	37%	49%	37%	33%	45%	54%	41%	30%	30%	26%	36%	47%	62%	18%	11%	40%	37%	58%	52%	58%	6%
Kevin Stitt	45%	30%	50%	37%	62%	41%	54%	44%	35%	49%	49%	38%	46%	41%	25%	45%	50%	67%	29%	8%	49%	24%	71%	56%	66%	4%

Image Tests Heatmap – Unfavorable (Overall)

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Joe Biden	72%	69%	71%	73%	76%	66%	80%	73%	63%	64%	85%	77%	79%	59%	59%	64%	83%	97%	68%	18%	74%	61%	98%	90%	97%	20%
Donald Trump	40%	43%	36%	45%	35%	52%	33%	36%	47%	42%	24%	34%	40%	56%	66%	43%	29%	11%	60%	93%	40%	43%	3%	34%	11%	97%
James Lankford	36%	38%	29%	35%	41%	47%	33%	27%	43%	35%	35%	32%	31%	44%	37%	42%	29%	25%	41%	60%	35%	35%	35%	21%	26%	58%
Markwayne Mullin	34%	31%	34%	39%	31%	47%	28%	31%	35%	40%	32%	22%	26%	44%	50%	39%	24%	15%	48%	69%	35%	24%	15%	25%	15%	75%
Kevin Stitt	46%	56%	43%	55%	31%	57%	36%	45%	58%	44%	37%	54%	44%	52%	66%	50%	38%	25%	61%	86%	44%	63%	22%	35%	26%	91%

Image Tests (Republicans)

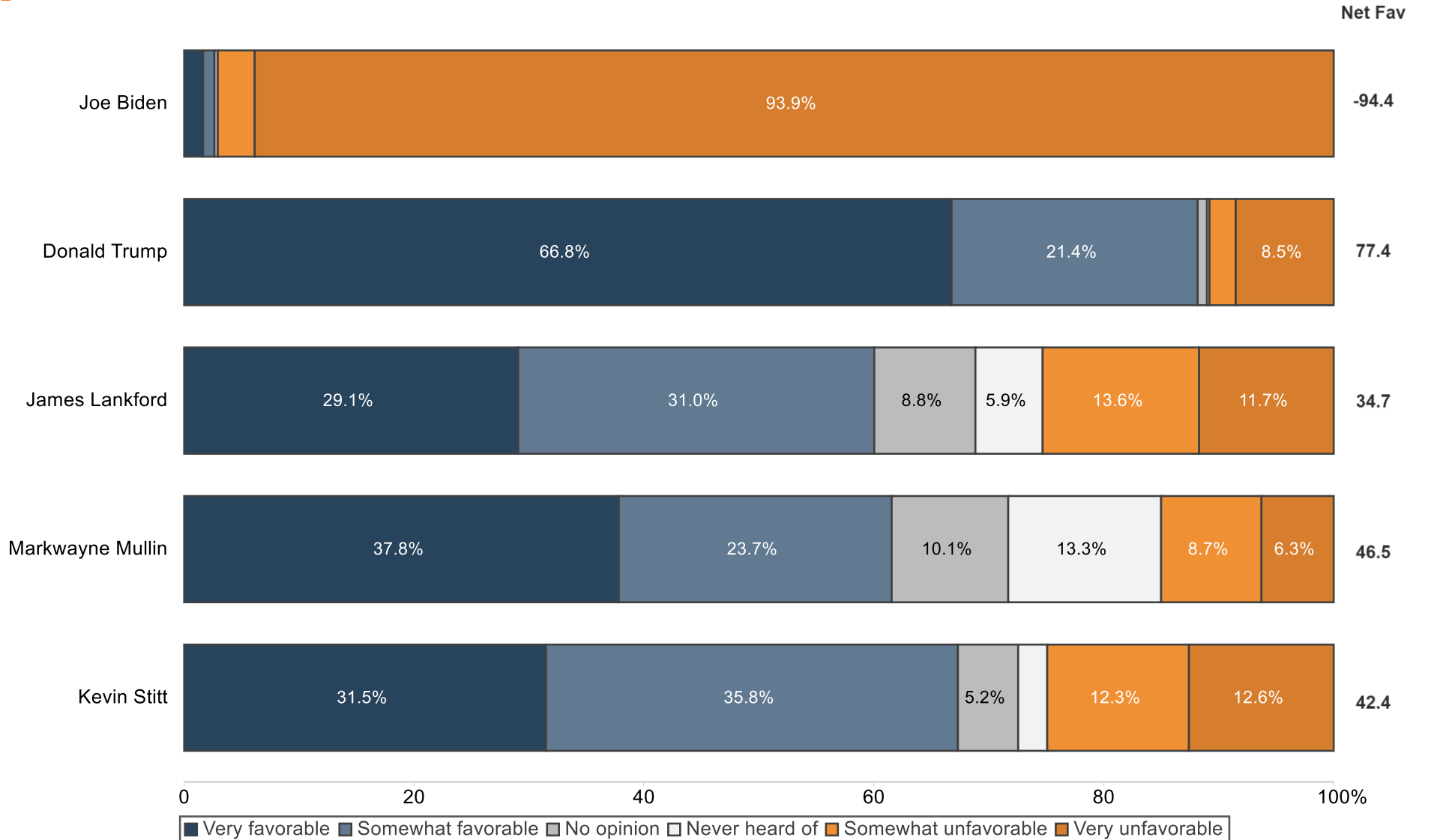


Image Tests Heatmap - Favorable (Republicans)

Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Joe Biden	3%	3%	3%	0%	4%	2%	2%	3%	3%	10%	0%	2%	1%	0%	4%	6%	0%	3%	2%	2%	2%	4%	2%	28%
Donald Trump	88%	96%	89%	90%	81%	77%	88%	91%	91%	84%	95%	90%	91%	78%	73%	90%	89%	88%	87%	94%	97%	75%	91%	7%
James Lankford	60%	49%	67%	57%	62%	51%	63%	63%	57%	66%	55%	61%	58%	61%	82%	54%	62%	60%	62%	54%	55%	71%	60%	43%
Markwayne Mullin	62%	50%	61%	68%	68%	61%	71%	57%	56%	75%	63%	61%	50%	57%	61%	64%	60%	62%	62%	66%	62%	62%	63%	37%
Kevin Stitt	67%	53%	69%	66%	77%	66%	75%	67%	56%	75%	65%	53%	67%	77%	54%	73%	65%	67%	72%	43%	71%	64%	69%	10%

Image Tests Heatmap - Unfavorable (Republicans)

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Joe Biden	97%	97%	97%	99%	96%	98%	97%	97%	97%	90%	100%	97%	99%	100%	96%	94%	100%	97%	98%	96%	98%	96%	98%	58%
Donald Trump	11%	4%	9%	9%	19%	23%	11%	7%	9%	14%	4%	8%	9%	22%	27%	7%	11%	11%	12%	4%	3%	24%	8%	80%
James Lankford	25%	21%	21%	27%	32%	39%	26%	18%	24%	22%	31%	23%	22%	28%	9%	31%	24%	25%	23%	31%	32%	19%	25%	20%
Markwayne Mullin	15%	16%	14%	15%	15%	16%	14%	16%	11%	15%	20%	12%	11%	18%	21%	16%	13%	15%	15%	7%	12%	19%	13%	54%
Kevin Stitt	25%	34%	26%	25%	16%	29%	16%	25%	36%	23%	22%	42%	20%	18%	41%	23%	24%	25%	20%	51%	23%	29%	23%	82%

Image Tests (Trump GOP)

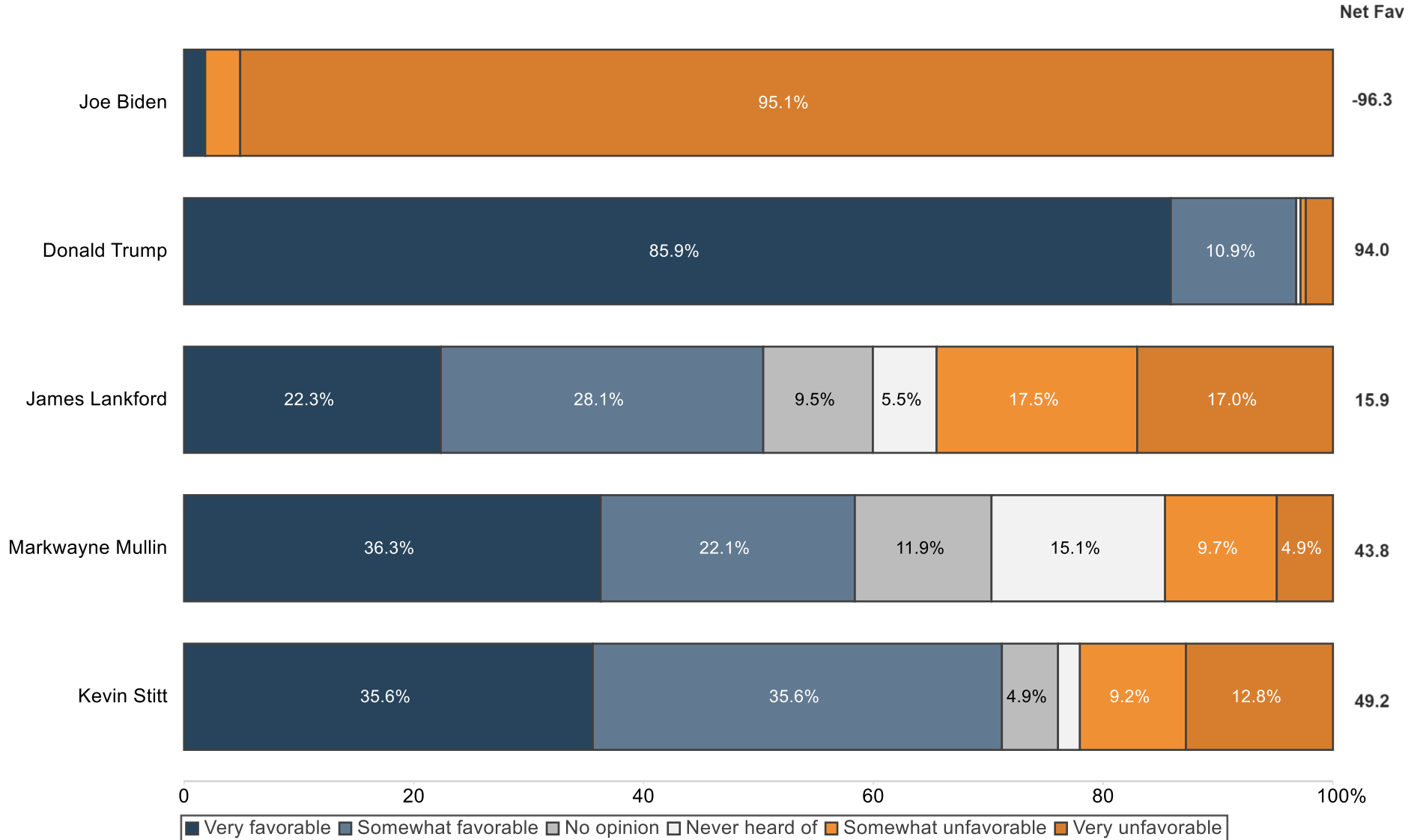


Image Tests Heatmap - Favorable (Trump GOP)

Favorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	White	Other Race	Trump GOP	Trump '20	Biden '20
Joe Biden	2%	0%	5%	0%	0%	0%	0%	5%	0%	8%	0%	0%	0%	0%	0%	4%	0%	2%	0%	1%	0%	2%	2%	NA
Donald Trump	97%	100%	97%	97%	93%	100%	93%	97%	100%	95%	99%	93%	98%	100%	89%	99%	96%	97%	94%	97%	97%	97%	97%	NA
James Lankford	50%	44%	61%	46%	44%	23%	53%	56%	57%	54%	54%	44%	47%	50%	63%	46%	53%	55%	4%	53%	42%	50%	50%	NA
Markwayne Mullin	58%	57%	56%	56%	64%	55%	62%	51%	68%	65%	57%	57%	44%	73%	76%	62%	54%	62%	23%	59%	58%	58%	58%	NA
Kevin Stitt	71%	57%	73%	71%	78%	68%	78%	64%	77%	74%	68%	61%	72%	84%	42%	75%	71%	71%	77%	76%	45%	71%	72%	NA

Image Tests Heatmap - Unfavorable (Trump GOP)

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	White	Other Race	Trump GOP	Trump '20	Biden '20
Joe Biden	98%	100%	95%	100%	100%	100%	100%	95%	100%	92%	100%	100%	100%	100%	100%	96%	100%	98%	100%	99%	100%	98%	98%	NA
Donald Trump	3%	0%	2%	3%	7%	0%	7%	2%	0%	5%	0%	7%	2%	0%	11%	0%	4%	3%	6%	3%	3%	3%	3%	NA
James Lankford	35%	40%	22%	34%	48%	69%	33%	24%	35%	29%	35%	37%	30%	46%	20%	40%	31%	32%	63%	31%	46%	35%	35%	NA
Markwayne Mullin	15%	17%	11%	19%	16%	12%	19%	14%	8%	21%	21%	11%	8%	5%	0%	17%	14%	12%	41%	15%	7%	15%	15%	NA
Kevin Stitt	22%	30%	23%	24%	14%	28%	14%	29%	20%	20%	21%	31%	23%	16%	47%	21%	21%	23%	8%	16%	52%	22%	22%	NA

Image Tests (Trad GOP)

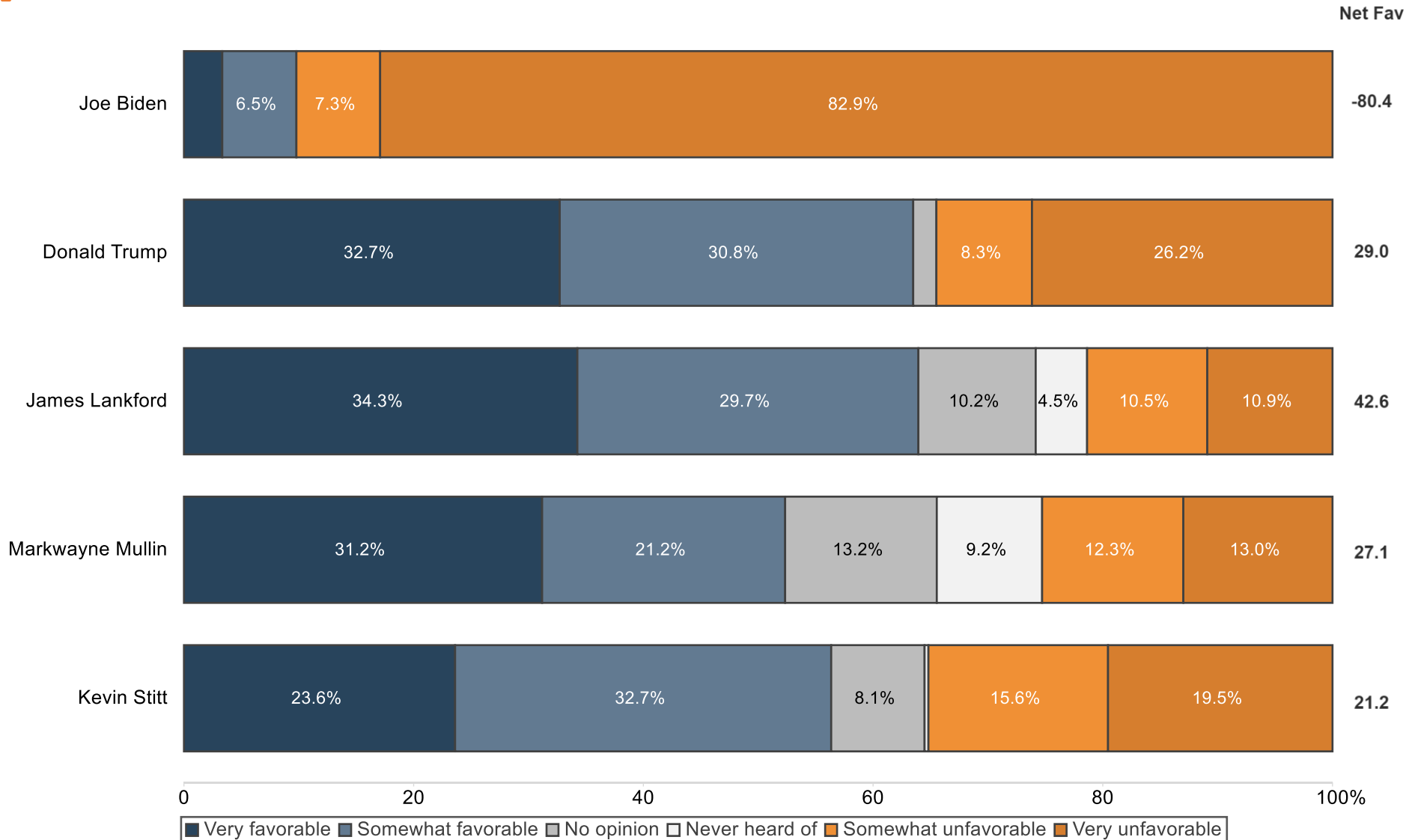


Image Tests Heatmap - Favorable (Trad GOP)

Favorable

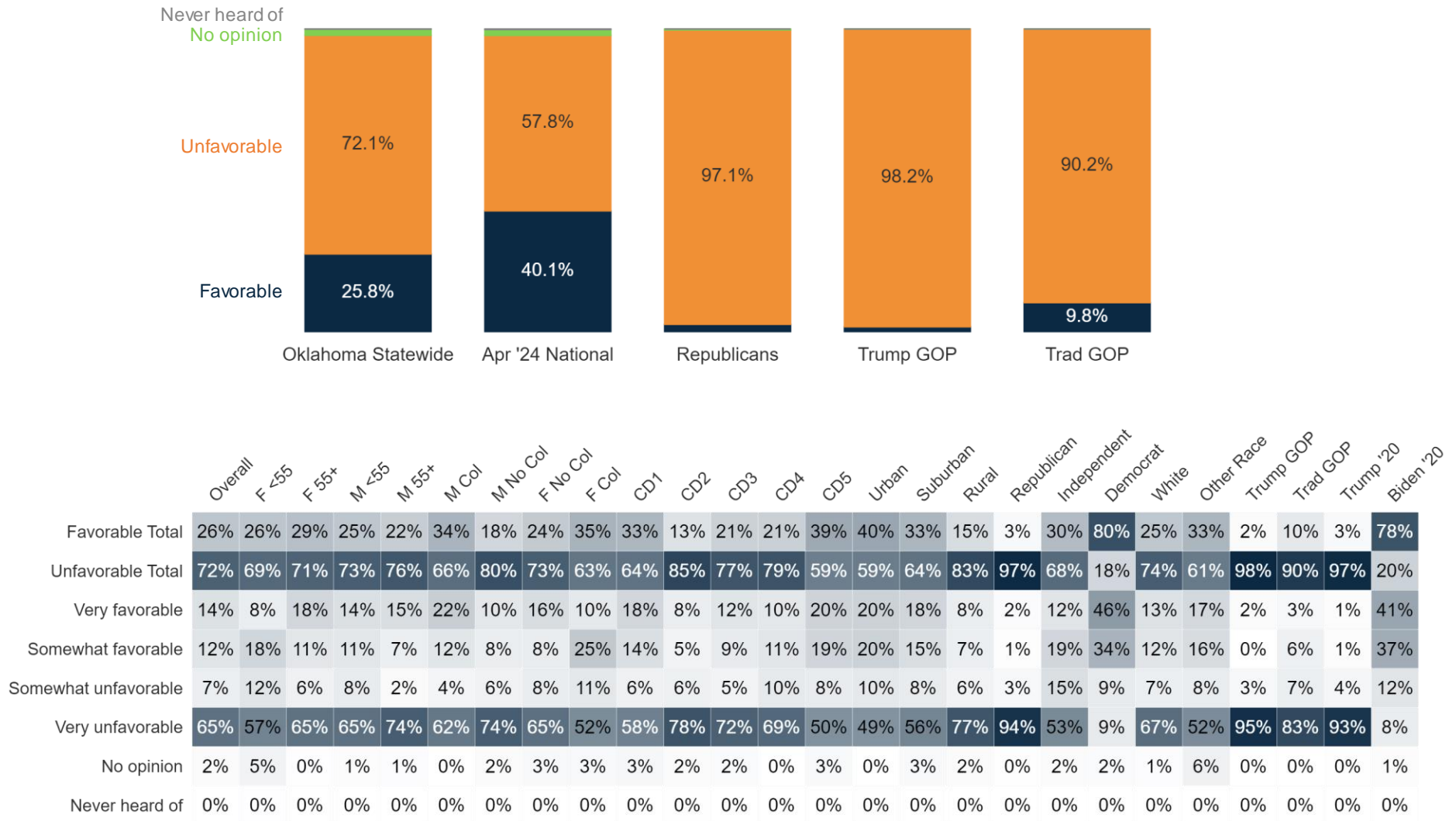
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	White	Other Race	Trad GOP	Trump '20	Biden '20
Joe Biden	10%	24%	7%	6%	6%	2%	8%	1%	31%	16%	7%	6%	2%	15%	5%	13%	9%	4%	29%	7%	29%	10%	4%	55%
Donald Trump	63%	52%	64%	65%	70%	59%	72%	65%	51%	59%	85%	75%	56%	49%	61%	65%	63%	75%	33%	63%	74%	63%	77%	0%
James Lankford	64%	55%	76%	56%	65%	62%	60%	75%	60%	78%	43%	81%	63%	58%	73%	62%	63%	71%	45%	66%	59%	64%	67%	56%
Markwayne Mullin	52%	35%	53%	54%	63%	60%	58%	60%	29%	68%	69%	54%	39%	37%	56%	52%	52%	62%	25%	55%	50%	52%	63%	11%
Kevin Stitt	56%	41%	56%	48%	76%	56%	66%	68%	29%	77%	46%	44%	54%	56%	56%	61%	53%	64%	32%	61%	29%	56%	64%	14%

Image Tests Heatmap - Unfavorable (Trad GOP)

Unfavorable

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	White	Other Race	Trad GOP	Trump '20	Biden '20
Joe Biden	90%	76%	93%	94%	94%	98%	92%	99%	69%	84%	93%	94%	98%	85%	95%	87%	91%	96%	71%	93%	71%	90%	96%	45%
Donald Trump	34%	43%	32%	35%	30%	41%	28%	27%	49%	36%	15%	25%	44%	47%	39%	32%	35%	24%	67%	35%	26%	34%	22%	100%
James Lankford	21%	26%	13%	22%	26%	26%	23%	13%	25%	13%	36%	10%	12%	32%	11%	28%	18%	19%	34%	21%	19%	21%	19%	38%
Markwayne Mullin	25%	30%	22%	28%	23%	23%	27%	21%	31%	19%	25%	21%	14%	42%	26%	30%	21%	19%	46%	24%	30%	25%	17%	77%
Kevin Stitt	35%	55%	34%	40%	16%	39%	22%	29%	62%	20%	33%	54%	35%	37%	37%	34%	36%	29%	57%	32%	54%	35%	27%	84%

Image: Joe Biden

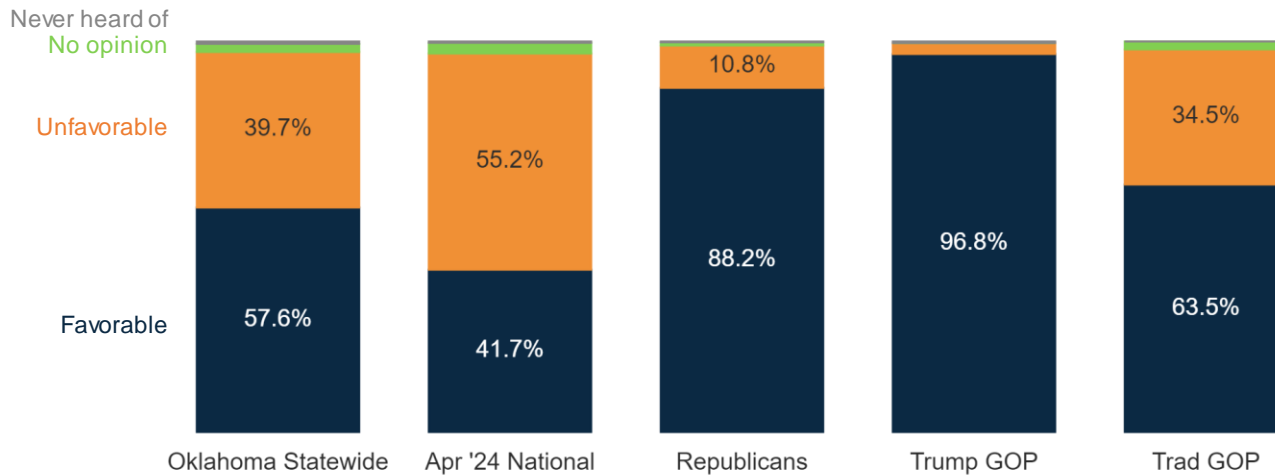


Do you have a favorable or unfavorable opinion of Joe Biden?

Percent Change: Joe Biden Image (Apr '24 National to Oklahoma Statewide 4/12/24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20
Favorable Total	-14%	-11%	-23%	-8%	-15%	-11%	-10%	-19%	-12%	-1%	-25%	-29%	-17%	-4%	-15%	-8%	-12%	-1%	2%	-2%	-11%	-18%	0%	-1%
Unfavorable Total	14%	9%	24%	9%	15%	12%	10%	19%	11%	0%	25%	29%	18%	3%	18%	7%	12%	3%	-1%	2%	11%	17%	1%	1%
Very favorable	-8%	-6%	-18%	-2%	-6%	1%	-6%	-9%	-14%	1%	-12%	-15%	-13%	-4%	-11%	-4%	-6%	0%	2%	-3%	-7%	-10%	0%	-3%
Somewhat favorable	-6%	-5%	-5%	-7%	-9%	-12%	-5%	-10%	2%	-2%	-13%	-14%	-4%	0%	-4%	-4%	-7%	-1%	0%	0%	-5%	-8%	1%	2%
Somewhat unfavorable	-3%	-6%	0%	-4%	-2%	-4%	-4%	-3%	-2%	-5%	-4%	-3%	-2%	-3%	-1%	-3%	-3%	-3%	-6%	-1%	-2%	-6%	-4%	0%
Very unfavorable	18%	14%	24%	13%	17%	16%	14%	22%	14%	5%	29%	32%	20%	6%	20%	10%	15%	5%	5%	3%	13%	23%	4%	1%
No opinion	0%	2%	-1%	0%	-1%	-1%	0%	0%	1%	1%	0%	1%	-1%	1%	-4%	1%	1%	-1%	-1%	0%	0%	1%	-1%	0%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Image: Donald Trump



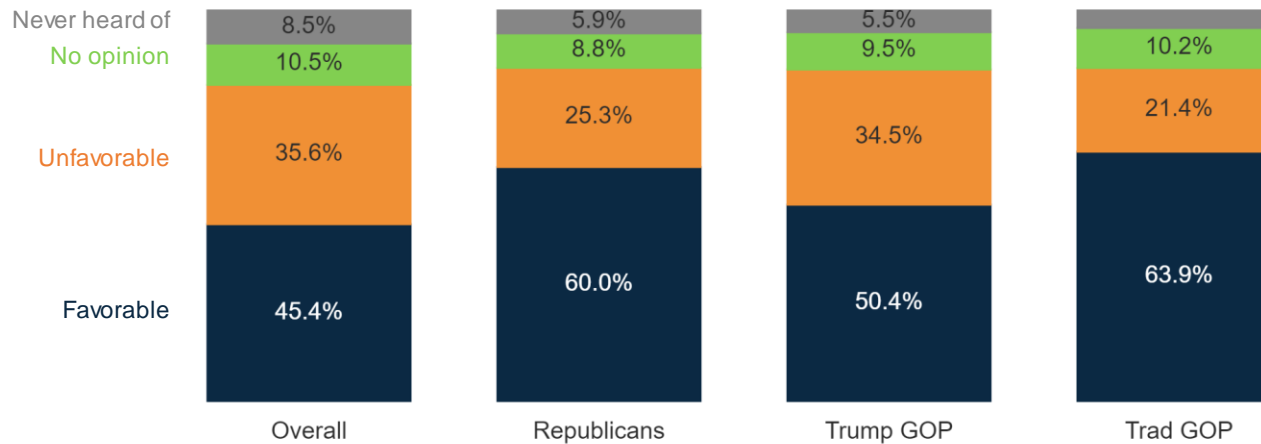
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Favorable Total	58%	52%	61%	53%	64%	47%	65%	60%	50%	54%	75%	64%	58%	40%	34%	52%	68%	88%	36%	7%	58%	53%	97%	63%	88%	1%
Unfavorable Total	40%	43%	36%	45%	35%	52%	33%	36%	47%	42%	24%	34%	40%	56%	66%	43%	29%	11%	60%	93%	40%	43%	3%	34%	11%	97%
Very favorable	42%	31%	45%	35%	54%	32%	52%	45%	28%	40%	57%	37%	49%	25%	19%	37%	52%	67%	18%	5%	43%	33%	86%	33%	65%	1%
Somewhat favorable	16%	20%	16%	17%	10%	15%	13%	15%	22%	13%	18%	27%	9%	15%	15%	15%	17%	21%	18%	1%	15%	20%	11%	31%	23%	0%
Somewhat unfavorable	4%	3%	2%	6%	4%	7%	4%	1%	5%	2%	2%	3%	5%	6%	6%	3%	3%	2%	8%	2%	4%	3%	0%	8%	3%	2%
Very unfavorable	36%	40%	34%	38%	31%	45%	29%	35%	42%	40%	21%	30%	36%	50%	60%	40%	26%	9%	52%	91%	36%	40%	2%	26%	8%	95%
No opinion	2%	5%	1%	2%	0%	1%	1%	3%	3%	4%	0%	2%	2%	3%	0%	3%	2%	1%	4%	0%	2%	3%	0%	2%	1%	1%
Never heard of	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%	1%

Do you have a favorable or unfavorable opinion of Donald Trump?

Percent Change: Donald Trump Image (Apr '24 National to Oklahoma Statewide 4/12/24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20
Favorable Total	16%	13%	25%	7%	15%	11%	10%	19%	18%	6%	30%	28%	14%	6%	4%	15%	12%	3%	5%	2%	12%	23%	5%	-3%
Unfavorable Total	-15%	-13%	-25%	-8%	-14%	-10%	-10%	-19%	-17%	-6%	-30%	-27%	-12%	-6%	1%	-16%	-12%	-2%	-5%	0%	-12%	-21%	-4%	4%
Very favorable	13%	9%	18%	5%	17%	8%	12%	18%	8%	7%	27%	11%	19%	2%	-1%	14%	7%	4%	1%	3%	11%	15%	5%	-1%
Somewhat favorable	3%	4%	7%	2%	-2%	2%	-2%	1%	11%	-1%	3%	17%	-6%	4%	5%	1%	4%	-1%	4%	-2%	1%	8%	-1%	-2%
Somewhat unfavorable	-5%	-7%	-4%	-5%	-2%	-3%	-4%	-7%	-2%	-7%	-6%	-3%	-2%	-5%	-4%	-4%	-5%	-3%	-11%	-4%	-4%	-8%	-5%	-5%
Very unfavorable	-11%	-6%	-21%	-2%	-12%	-7%	-6%	-12%	-15%	2%	-24%	-25%	-10%	-1%	5%	-12%	-7%	1%	5%	4%	-8%	-13%	1%	9%
No opinion	-1%	0%	-1%	1%	-2%	-1%	0%	0%	-1%	-1%	-1%	0%	-1%	0%	-4%	0%	0%	-1%	-1%	-1%	0%	-2%	-1%	0%
Never heard of	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%	-1%	0%	1%	0%	0%

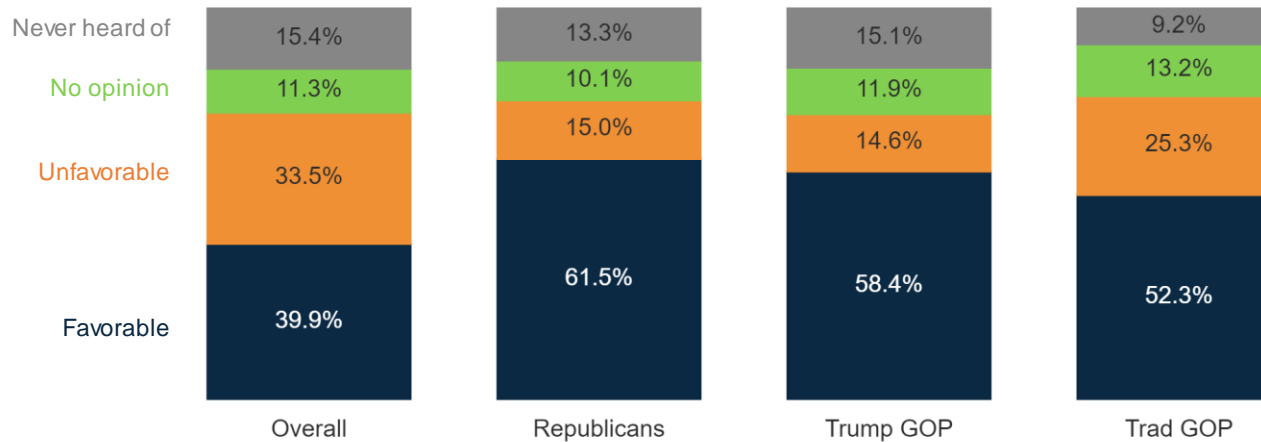
Image: James Lankford



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Favorable Total	45%	29%	57%	41%	53%	44%	49%	47%	42%	48%	45%	47%	44%	43%	43%	42%	49%	60%	29%	27%	48%	37%	50%	64%	55%	29%
Unfavorable Total	36%	38%	29%	35%	41%	47%	33%	27%	43%	35%	35%	32%	31%	44%	37%	42%	29%	25%	41%	60%	35%	35%	35%	21%	26%	58%
Very favorable	19%	15%	27%	14%	19%	19%	15%	25%	15%	24%	20%	16%	16%	18%	21%	18%	20%	29%	8%	7%	20%	16%	22%	34%	27%	5%
Somewhat favorable	26%	15%	31%	27%	34%	25%	33%	22%	27%	24%	25%	32%	28%	25%	22%	24%	29%	31%	22%	21%	28%	21%	28%	30%	29%	23%
Somewhat unfavorable	17%	16%	18%	13%	22%	25%	13%	14%	23%	12%	22%	11%	18%	22%	13%	22%	14%	14%	19%	27%	17%	19%	17%	10%	14%	25%
Very unfavorable	18%	23%	11%	22%	19%	22%	20%	14%	20%	23%	13%	20%	13%	22%	24%	20%	15%	12%	23%	33%	18%	16%	17%	11%	12%	33%
No opinion	11%	16%	10%	11%	5%	9%	7%	12%	12%	12%	10%	14%	9%	9%	10%	10%	11%	9%	17%	4%	9%	13%	10%	10%	11%	6%
Never heard of	8%	16%	4%	13%	2%	1%	11%	14%	2%	5%	10%	7%	16%	4%	9%	6%	10%	6%	12%	8%	7%	14%	6%	4%	8%	8%

Do you have a favorable or unfavorable opinion of James Lankford?

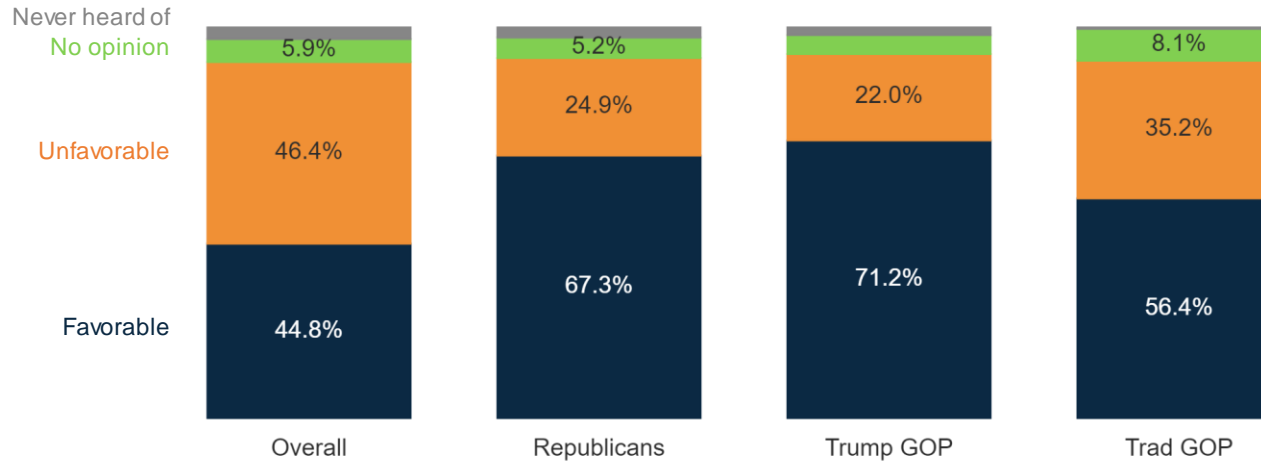
Image: Markwayne Mullin



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Favorable Total	40%	29%	42%	35%	54%	37%	49%	37%	33%	45%	54%	41%	30%	30%	26%	36%	47%	62%	18%	11%	40%	37%	58%	52%	58%	6%
Unfavorable Total	34%	31%	34%	39%	31%	47%	28%	31%	35%	40%	32%	22%	26%	44%	50%	39%	24%	15%	48%	69%	35%	24%	15%	25%	15%	75%
Very favorable	22%	14%	26%	17%	30%	19%	26%	24%	15%	31%	29%	19%	16%	16%	9%	23%	25%	38%	5%	3%	23%	16%	36%	31%	33%	2%
Somewhat favorable	18%	14%	16%	18%	24%	18%	23%	13%	17%	14%	25%	23%	14%	14%	17%	14%	21%	24%	13%	8%	17%	21%	22%	21%	24%	4%
Somewhat unfavorable	10%	6%	9%	15%	9%	12%	12%	8%	7%	11%	13%	5%	7%	12%	9%	11%	8%	9%	16%	9%	10%	7%	10%	12%	9%	11%
Very unfavorable	24%	25%	24%	24%	22%	35%	16%	22%	28%	29%	20%	18%	19%	32%	40%	28%	16%	6%	32%	61%	26%	17%	5%	13%	6%	64%
No opinion	11%	16%	12%	8%	9%	7%	9%	13%	14%	8%	6%	13%	17%	12%	14%	9%	13%	10%	18%	4%	10%	16%	12%	13%	11%	5%
Never heard of	15%	25%	13%	18%	6%	10%	13%	19%	18%	7%	7%	23%	26%	15%	10%	15%	17%	13%	16%	16%	14%	23%	15%	9%	16%	14%

Do you have a favorable or unfavorable opinion of Markwayne Mullin?

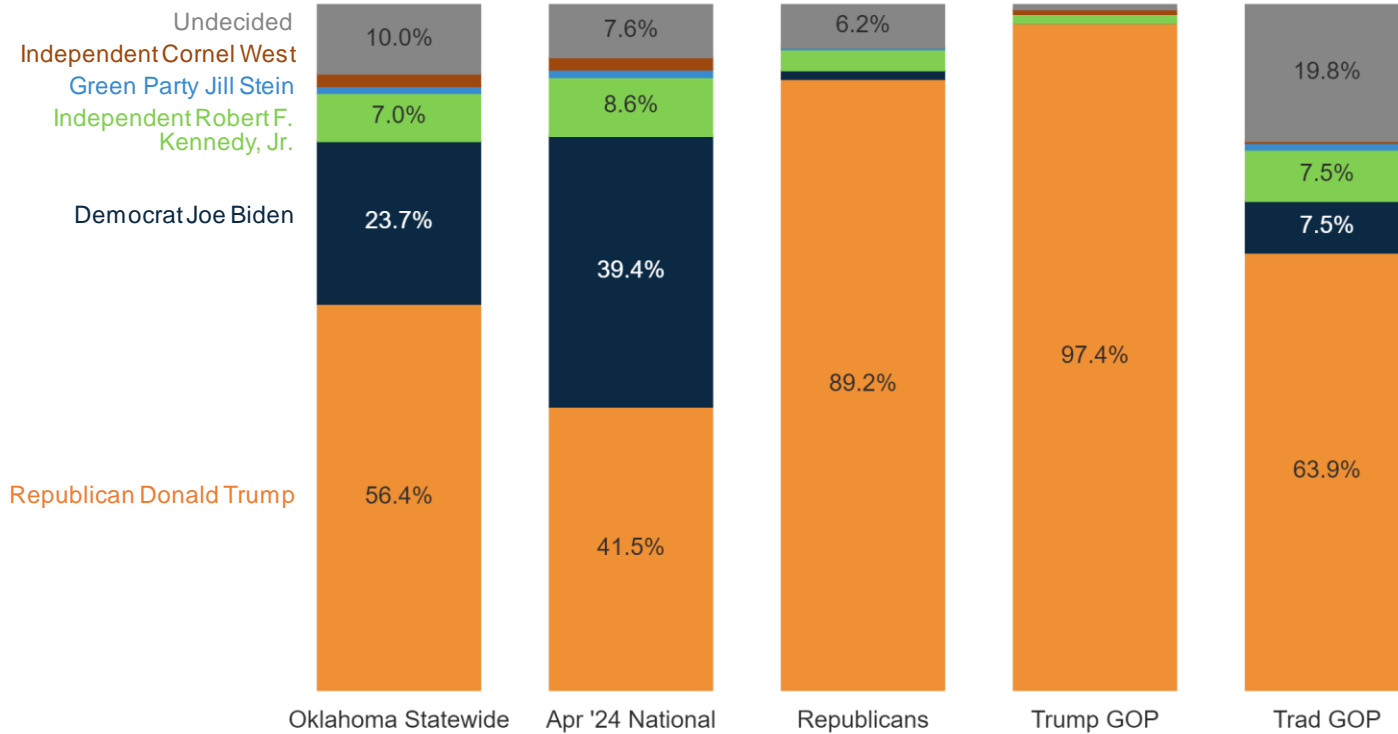
Image: Kevin Stitt



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Favorable Total	45%	30%	50%	37%	62%	41%	54%	44%	35%	49%	49%	38%	46%	41%	25%	45%	50%	67%	29%	8%	49%	24%	71%	56%	66%	4%
Unfavorable Total	46%	56%	43%	55%	31%	57%	36%	45%	58%	44%	37%	54%	44%	52%	66%	50%	38%	25%	61%	86%	44%	63%	22%	35%	26%	91%
Very favorable	19%	9%	25%	10%	29%	14%	23%	21%	12%	23%	23%	13%	20%	14%	7%	17%	23%	31%	6%	2%	20%	10%	36%	24%	28%	1%
Somewhat favorable	26%	22%	25%	26%	32%	27%	31%	24%	23%	26%	26%	24%	26%	27%	18%	28%	27%	36%	23%	6%	28%	14%	36%	33%	38%	3%
Somewhat unfavorable	13%	8%	13%	18%	13%	20%	13%	10%	12%	10%	4%	26%	15%	12%	12%	14%	12%	12%	15%	15%	12%	18%	9%	16%	11%	15%
Very unfavorable	33%	48%	30%	37%	19%	37%	22%	35%	46%	34%	34%	28%	30%	40%	55%	36%	25%	13%	46%	71%	32%	45%	13%	20%	15%	76%
No opinion	6%	9%	5%	5%	5%	2%	7%	6%	6%	6%	11%	4%	4%	5%	7%	4%	7%	5%	7%	2%	5%	8%	5%	8%	6%	2%
Never heard of	3%	5%	2%	3%	2%	0%	4%	5%	1%	1%	3%	4%	6%	1%	2%	1%	5%	3%	2%	4%	2%	5%	2%	0%	2%	3%

Do you have a favorable or unfavorable opinion of Kevin Stitt?

Presidential Ballot Full



If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Presidential Ballot Full Heatmap

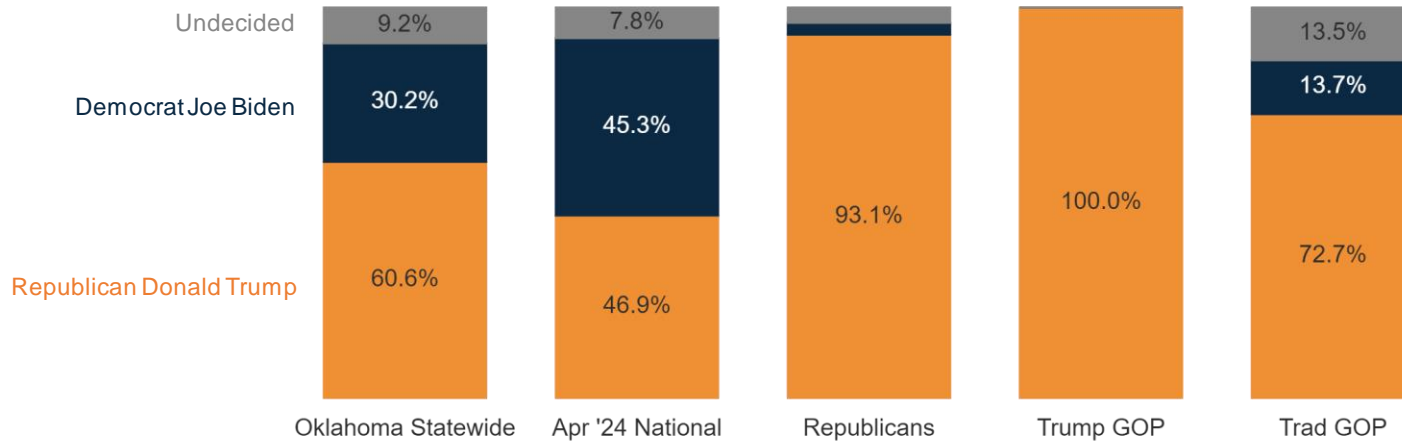
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Republican Donald Trump	56%	47%	59%	51%	69%	47%	67%	58%	43%	54%	74%	62%	59%	37%	35%	50%	68%	89%	31%	5%	58%	51%	97%	64%	87%	1%
Democrat Joe Biden	24%	25%	26%	22%	21%	35%	13%	23%	32%	21%	12%	20%	23%	40%	36%	30%	15%	1%	23%	79%	24%	24%	0%	8%	0%	79%
Independent Robert F. Kennedy, Jr.	7%	7%	5%	17%	1%	9%	9%	6%	6%	5%	5%	10%	10%	5%	11%	7%	6%	3%	15%	8%	7%	6%	1%	7%	5%	7%
Green Party Jill Stein	1%	2%	1%	1%	0%	0%	1%	1%	1%	3%	0%	1%	0%	1%	1%	2%	0%	0%	4%	1%	1%	1%	0%	1%	0%	2%
Independent Cornel West	2%	3%	0%	4%	0%	1%	3%	1%	2%	4%	1%	2%	1%	1%	9%	1%	1%	0%	5%	3%	1%	4%	1%	0%	0%	4%
Definitely Republican Donald Trump	48%	39%	48%	44%	61%	38%	61%	48%	35%	46%	64%	54%	49%	28%	23%	41%	61%	77%	23%	4%	49%	42%	91%	48%	74%	0%
Probably Republican Donald Trump	9%	7%	12%	7%	8%	10%	6%	10%	9%	8%	9%	8%	9%	9%	12%	9%	7%	12%	8%	1%	9%	9%	6%	16%	12%	1%
Definitely Democrat Joe Biden	18%	16%	21%	17%	20%	31%	11%	17%	21%	18%	9%	14%	20%	30%	29%	22%	12%	1%	17%	63%	19%	19%	0%	5%	0%	61%
Probably Democrat Joe Biden	5%	9%	6%	5%	1%	4%	2%	5%	11%	3%	3%	6%	3%	11%	6%	8%	3%	1%	7%	16%	5%	5%	0%	2%	0%	18%
Definitely Independent Robert F. Kennedy, Jr.	3%	3%	2%	6%	0%	3%	3%	4%	1%	3%	2%	4%	4%	1%	4%	3%	2%	1%	5%	5%	3%	1%	1%	1%	2%	2%
Probably Independent Robert F. Kennedy, Jr.	4%	3%	2%	11%	1%	6%	6%	2%	4%	2%	3%	7%	6%	4%	7%	4%	3%	2%	10%	4%	4%	6%	0%	6%	3%	4%
Definitely Green Party Jill Stein	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Probably Green Party Jill Stein	1%	1%	1%	1%	0%	0%	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	0%	0%	3%	0%	1%	1%	0%	1%	0%	2%
Definitely Independent Cornel West	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%
Probably Independent Cornel West	1%	2%	0%	4%	0%	1%	3%	1%	1%	4%	0%	2%	1%	1%	8%	1%	0%	0%	4%	3%	1%	4%	1%	0%	0%	3%
Undecided	10%	16%	9%	5%	9%	8%	7%	11%	16%	14%	7%	5%	7%	16%	9%	10%	10%	6%	23%	4%	9%	13%	1%	20%	8%	8%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Percent Change: Presidential Ballot Full (Apr '24 National to Oklahoma Statewide 4/12/24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20
Republican Donald Trump	15%	13%	22%	4%	18%	8%	12%	20%	12%	4%	30%	27%	16%	2%	4%	13%	12%	2%	0%	2%	11%	22%	2%	-3%
Democrat Joe Biden	-16%	-12%	-23%	-11%	-17%	-7%	-17%	-18%	-16%	-10%	-25%	-27%	-16%	-4%	-17%	-13%	-10%	-2%	-5%	-3%	-13%	-22%	-2%	-1%
Independent Robert F. Kennedy, Jr.	-2%	-3%	-2%	5%	-4%	-1%	0%	-3%	-2%	-3%	-6%	4%	2%	-3%	7%	-2%	-4%	-3%	-2%	3%	-1%	-4%	-3%	1%
Green Party Jill Stein	0%	-1%	1%	0%	0%	-1%	0%	0%	-1%	2%	-1%	0%	-2%	0%	-1%	1%	0%	0%	2%	-1%	0%	0%	0%	1%
Independent Cornel West	0%	0%	-1%	2%	0%	0%	1%	-1%	-1%	2%	1%	0%	0%	-2%	6%	-1%	0%	0%	0%	1%	0%	1%	-1%	2%
Definitely Republican Donald Trump	14%	12%	19%	6%	17%	7%	13%	18%	10%	7%	27%	26%	15%	-2%	-1%	12%	12%	4%	-1%	2%	11%	19%	4%	-3%
Probably Republican Donald Trump	1%	1%	3%	-1%	1%	2%	-1%	2%	3%	-3%	3%	1%	1%	4%	5%	1%	0%	-2%	1%	-1%	1%	3%	-2%	0%
Definitely Democrat Joe Biden	-12%	-7%	-21%	-9%	-10%	-3%	-12%	-14%	-14%	-5%	-19%	-24%	-12%	-3%	-13%	-10%	-7%	-1%	1%	-4%	-11%	-13%	-1%	-2%
Probably Democrat Joe Biden	-4%	-4%	-2%	-2%	-7%	-4%	-5%	-4%	-2%	-5%	-6%	-3%	-4%	-2%	-4%	-3%	-3%	-1%	-6%	1%	-2%	-9%	-1%	1%
Definitely Independent Robert F. Kennedy, Jr.	0%	-1%	0%	2%	-2%	-1%	0%	1%	-1%	1%	-3%	1%	2%	-1%	2%	0%	-2%	-1%	-1%	2%	0%	-4%	0%	0%
Probably Independent Robert F. Kennedy, Jr.	-1%	-3%	-2%	3%	-3%	-1%	0%	-3%	-1%	-4%	-3%	3%	0%	-2%	5%	-2%	-3%	-2%	-1%	1%	-2%	0%	-3%	1%
Definitely Green Party Jill Stein	0%	-1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%	-1%	-1%	0%	-1%	0%	0%	0%	0%	0%	0%	-1%	0%	0%
Probably Green Party Jill Stein	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	-1%	1%	-1%	0%	0%	1%	0%	0%	2%	-1%	0%	1%	0%	1%
Definitely Independent Cornel West	0%	0%	0%	-1%	0%	0%	-1%	-1%	0%	-1%	1%	-1%	0%	-1%	0%	-1%	0%	0%	-1%	0%	0%	-1%	-1%	0%
Probably Independent Cornel West	0%	0%	-1%	3%	0%	0%	2%	0%	-1%	3%	-1%	1%	0%	-1%	6%	0%	0%	0%	1%	2%	0%	2%	0%	2%
Undecided	2%	3%	3%	0%	4%	1%	3%	1%	7%	5%	1%	-3%	1%	7%	2%	2%	3%	3%	6%	-2%	3%	2%	3%	0%

Presidential Ballot H2H



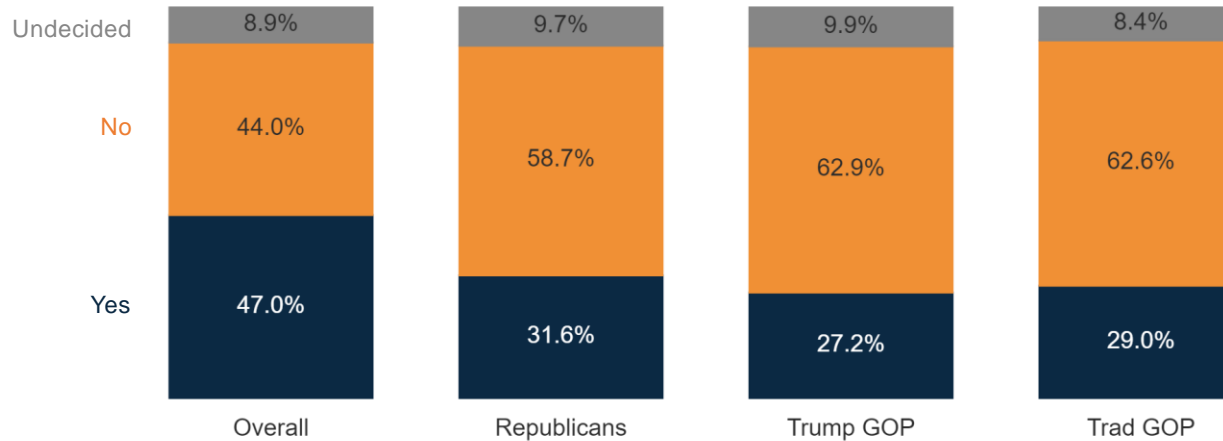
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Republican Donald Trump	61%	50%	65%	56%	72%	54%	70%	62%	50%	56%	75%	67%	64%	43%	38%	54%	72%	93%	40%	6%	62%	52%	100%	73%	92%	1%
Democrat Joe Biden	30%	36%	28%	34%	24%	38%	24%	28%	38%	30%	19%	26%	28%	47%	46%	36%	21%	3%	39%	91%	30%	35%	0%	14%	3%	92%
Definitely Republican Donald Trump	52%	43%	51%	51%	63%	45%	64%	53%	36%	51%	69%	58%	52%	31%	30%	44%	63%	82%	27%	5%	52%	47%	96%	55%	80%	0%
Probably Republican Donald Trump	9%	7%	14%	5%	9%	9%	6%	8%	14%	5%	7%	9%	12%	12%	8%	10%	9%	11%	13%	1%	9%	6%	4%	17%	12%	1%
Definitely Democrat Joe Biden	23%	27%	23%	23%	21%	34%	15%	22%	30%	24%	13%	17%	22%	38%	43%	27%	15%	1%	25%	77%	24%	25%	0%	8%	0%	77%
Probably Democrat Joe Biden	7%	9%	5%	11%	3%	4%	9%	6%	9%	6%	6%	8%	6%	9%	3%	9%	6%	2%	14%	14%	6%	10%	0%	6%	3%	15%
Undecided	9%	15%	8%	10%	4%	8%	6%	10%	12%	14%	6%	8%	8%	10%	16%	10%	6%	4%	22%	2%	8%	13%	0%	14%	5%	7%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Percent Change: Presidential Ballot H2H (Apr '24 National to Oklahoma Statewide 4/12/24)

	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump '20	Biden '20
Republican Donald Trump	14%	7%	25%	2%	18%	10%	9%	18%	14%	2%	25%	28%	15%	3%	3%	11%	11%	0%	-1%	1%	10%	18%	0%	-4%
Democrat Joe Biden	-15%	-9%	-27%	-6%	-17%	-11%	-10%	-18%	-18%	-8%	-24%	-30%	-16%	-2%	-11%	-14%	-9%	-2%	1%	1%	-11%	-22%	-1%	4%
Definitely Republican Donald Trump	15%	10%	20%	10%	17%	11%	14%	19%	8%	8%	29%	26%	13%	0%	3%	12%	12%	4%	1%	3%	11%	22%	4%	-2%
Probably Republican Donald Trump	-1%	-3%	5%	-8%	1%	-1%	-5%	-2%	6%	-6%	-4%	2%	2%	2%	0%	-1%	-1%	-4%	-2%	-2%	-1%	-3%	-4%	-2%
Definitely Democrat Joe Biden	-11%	-3%	-24%	-7%	-11%	-4%	-11%	-13%	-13%	-4%	-22%	-27%	-12%	3%	-3%	-11%	-8%	-2%	4%	2%	-9%	-14%	-2%	7%
Probably Democrat Joe Biden	-4%	-6%	-3%	2%	-5%	-7%	1%	-5%	-5%	-4%	-2%	-3%	-4%	-5%	-9%	-3%	0%	0%	-3%	-2%	-1%	-7%	1%	-3%
Undecided	1%	2%	2%	4%	-2%	1%	1%	0%	4%	6%	-1%	2%	1%	0%	8%	3%	-2%	2%	0%	-2%	1%	4%	1%	0%

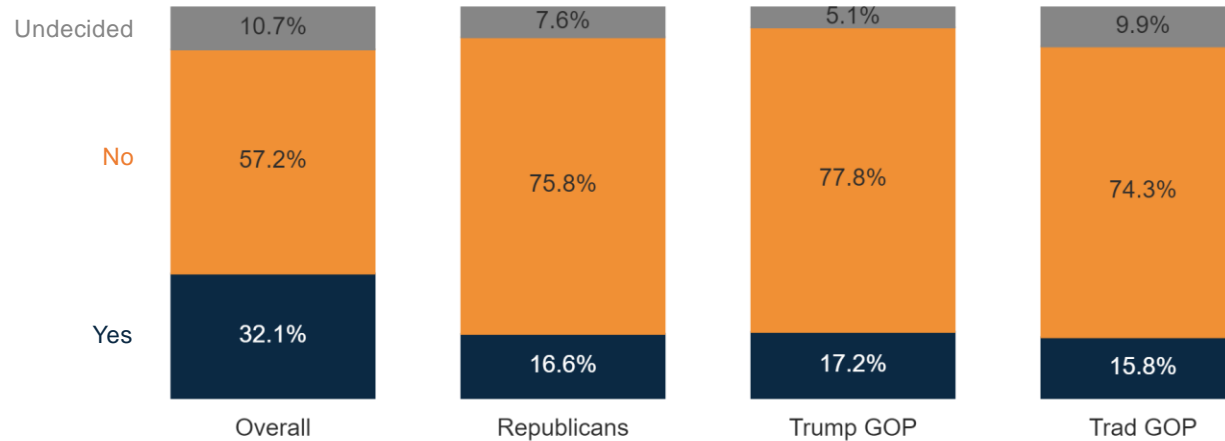
Minimum Wage Initiative Simple



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Yes Total	47%	60%	48%	42%	36%	40%	38%	58%	50%	48%	43%	47%	46%	51%	59%	47%	44%	32%	45%	85%	48%	47%	27%	29%	31%	84%
No Total	44%	27%	43%	53%	56%	56%	53%	33%	40%	45%	47%	43%	44%	42%	38%	43%	46%	59%	48%	9%	42%	45%	63%	63%	60%	11%
Definitely yes	25%	35%	23%	25%	18%	25%	20%	30%	27%	26%	23%	20%	25%	32%	41%	25%	22%	11%	24%	63%	25%	32%	11%	8%	11%	58%
Probably yes	22%	25%	26%	16%	18%	15%	18%	28%	23%	22%	20%	28%	21%	19%	18%	23%	22%	21%	21%	22%	24%	15%	17%	21%	19%	26%
Probably no	20%	14%	22%	20%	25%	19%	25%	14%	25%	18%	26%	21%	18%	19%	19%	19%	22%	23%	26%	5%	19%	21%	23%	30%	26%	7%
Definitely no	24%	13%	21%	33%	31%	37%	29%	18%	15%	27%	21%	22%	26%	23%	19%	24%	25%	35%	22%	4%	23%	23%	40%	32%	34%	4%
Undecided	9%	13%	9%	6%	8%	4%	9%	10%	10%	7%	10%	10%	11%	7%	3%	9%	10%	10%	7%	6%	9%	8%	10%	8%	10%	5%

If the election was held today, would you vote Yes or No to increase the minimum wage to \$15 per hour and continue to increase the minimum wage based on inflation as measured by the U.S. Department of Labor's Consumer Price Index for Urban Wage Earners and Clerical Workers?

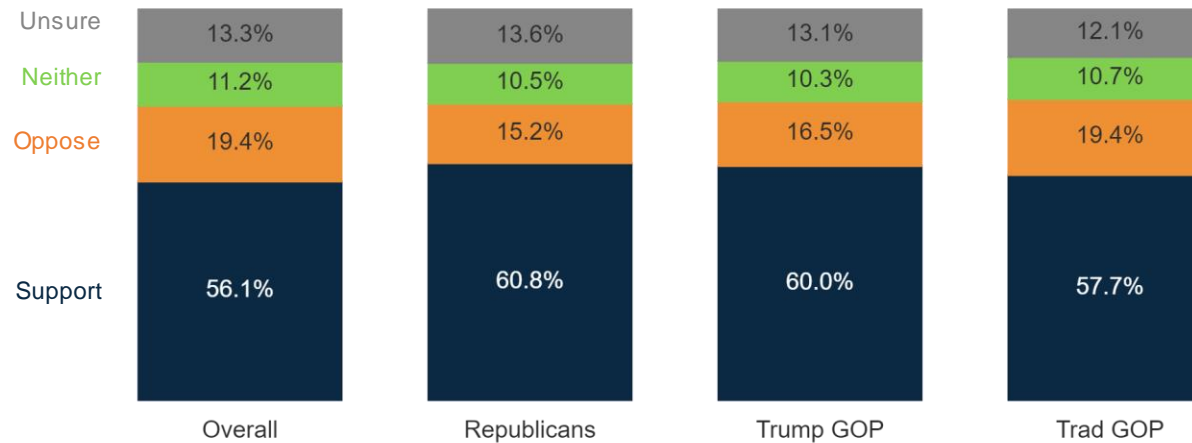
Minimum Wage Increase Impact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Yes Total	32%	36%	28%	41%	25%	40%	29%	32%	32%	35%	24%	32%	29%	39%	54%	33%	26%	17%	36%	68%	33%	32%	17%	16%	16%	67%
No Total	57%	45%	61%	54%	69%	58%	64%	53%	54%	54%	67%	54%	59%	51%	39%	57%	62%	76%	47%	21%	57%	56%	78%	74%	75%	21%
Definitely yes	16%	21%	10%	23%	12%	21%	15%	17%	13%	19%	13%	12%	16%	21%	24%	16%	14%	7%	18%	38%	17%	15%	8%	4%	7%	37%
Probably yes	16%	15%	18%	18%	13%	19%	13%	15%	19%	16%	11%	20%	14%	19%	30%	16%	12%	10%	18%	30%	16%	17%	10%	11%	9%	31%
Probably no	26%	24%	35%	12%	30%	17%	23%	29%	32%	23%	31%	26%	23%	25%	17%	28%	26%	31%	18%	15%	26%	22%	30%	28%	30%	16%
Definitely no	31%	21%	26%	43%	39%	41%	41%	24%	22%	31%	37%	27%	36%	26%	22%	29%	36%	45%	29%	6%	30%	34%	48%	46%	45%	4%
Undecided	11%	19%	11%	5%	6%	2%	7%	15%	14%	10%	9%	15%	11%	9%	6%	10%	12%	8%	16%	11%	11%	12%	5%	10%	9%	12%

How would you vote on raising Oklahoma's minimum wage to \$15 per hour if you knew it could result in a loss of jobs due to automation and increased costs to Oklahoma consumers?

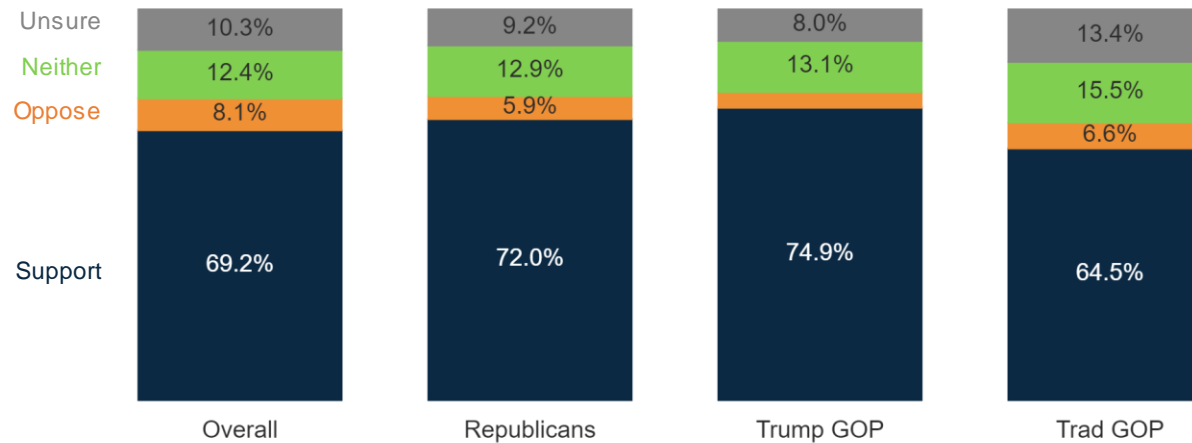
ID for Pornography



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Support Total	56%	57%	69%	39%	56%	45%	49%	67%	57%	54%	59%	60%	56%	52%	58%	53%	58%	61%	47%	55%	58%	49%	60%	58%	61%	49%
Oppose Total	19%	17%	8%	41%	16%	37%	24%	9%	16%	19%	19%	14%	19%	25%	17%	24%	16%	15%	26%	26%	18%	25%	17%	19%	16%	28%
Strongly support	40%	39%	51%	25%	40%	28%	35%	49%	40%	40%	44%	39%	36%	39%	39%	36%	43%	45%	30%	35%	41%	34%	48%	41%	45%	32%
Somewhat support	16%	17%	18%	14%	17%	17%	14%	17%	17%	14%	15%	21%	20%	13%	19%	17%	15%	16%	17%	20%	17%	15%	12%	17%	16%	17%
Neither support nor oppose	11%	11%	11%	11%	13%	8%	14%	10%	13%	13%	12%	12%	10%	9%	14%	10%	11%	10%	14%	13%	11%	12%	10%	11%	10%	14%
Somewhat oppose	7%	8%	4%	13%	5%	10%	8%	4%	9%	4%	7%	6%	7%	11%	4%	8%	7%	6%	8%	11%	7%	9%	7%	8%	6%	10%
Strongly oppose	12%	8%	4%	28%	11%	27%	15%	5%	7%	14%	11%	9%	12%	14%	13%	16%	8%	9%	19%	15%	12%	16%	9%	11%	10%	18%
Unsure	13%	16%	13%	10%	15%	11%	13%	14%	14%	14%	10%	14%	14%	14%	11%	12%	15%	14%	12%	6%	13%	14%	13%	12%	13%	9%

Do you support or oppose a bill aimed at protecting children that would require Oklahomans to provide a government-sponsored ID prior to accessing pornographic content?

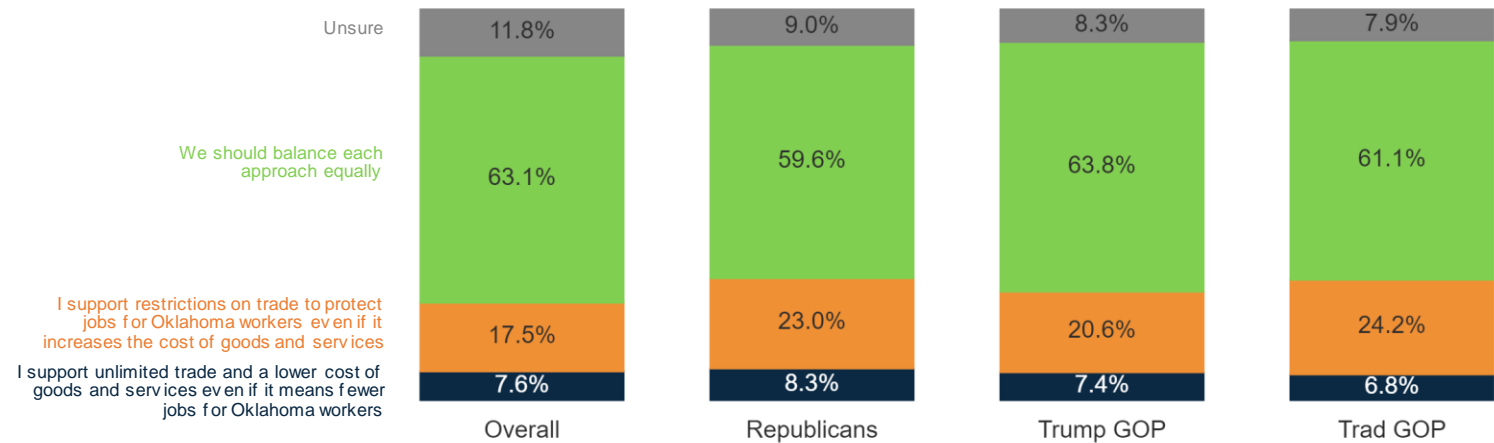
Graduation Requirements



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Support Total	69%	72%	73%	68%	63%	68%	64%	75%	68%	68%	73%	68%	69%	68%	71%	71%	67%	72%	63%	71%	70%	71%	75%	65%	72%	65%
Oppose Total	8%	10%	4%	11%	9%	15%	7%	8%	5%	5%	8%	10%	10%	9%	9%	8%	8%	6%	13%	11%	9%	5%	4%	7%	6%	12%
Strongly support	36%	39%	35%	34%	35%	31%	36%	44%	26%	31%	41%	38%	42%	28%	35%	34%	37%	42%	26%	33%	36%	39%	45%	32%	41%	27%
Somewhat support	33%	32%	38%	34%	28%	37%	28%	32%	42%	36%	33%	30%	27%	40%	36%	37%	29%	30%	36%	38%	34%	32%	30%	32%	32%	38%
Neither support nor oppose	12%	8%	12%	12%	17%	9%	18%	8%	14%	15%	12%	13%	13%	9%	9%	11%	15%	13%	16%	11%	12%	14%	13%	16%	12%	13%
Somewhat oppose	4%	5%	2%	5%	3%	9%	2%	4%	3%	2%	3%	7%	4%	4%	6%	4%	4%	3%	6%	5%	4%	4%	1%	4%	2%	6%
Strongly oppose	4%	5%	2%	6%	6%	7%	5%	4%	2%	3%	5%	3%	6%	5%	4%	5%	4%	3%	6%	6%	5%	1%	3%	3%	3%	6%
Unsure	10%	11%	11%	9%	10%	7%	11%	9%	13%	12%	7%	9%	9%	14%	11%	10%	11%	9%	9%	8%	10%	10%	8%	13%	9%	10%

Do you support or oppose a bill that would align high school graduation requirements to career pathways,, helping students, and giving Oklahoma businesses access to the future workforce they need?

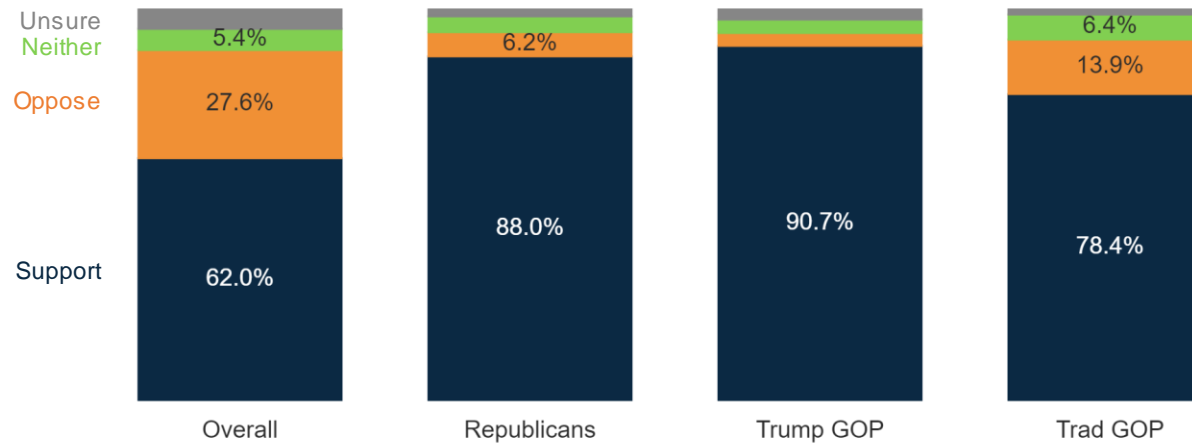
Trade Opinion



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
I support unlimited trade and a lower cost of goods and services even if it means fewer jobs for Oklahoma workers	8%	8%	4%	14%	6%	12%	8%	6%	7%	7%	4%	8%	8%	10%	3%	8%	8%	8%	8%	7%	7%	9%	7%	7%	7%	7%
I support restrictions on trade to protect jobs for Oklahoma workers even if it increases the cost of goods and services	18%	15%	17%	18%	21%	14%	23%	17%	14%	11%	21%	20%	25%	13%	15%	15%	21%	23%	14%	8%	18%	14%	21%	24%	23%	10%
We should balance each approach equally	63%	56%	69%	59%	68%	65%	62%	59%	68%	69%	60%	63%	54%	68%	73%	64%	60%	60%	67%	73%	65%	59%	64%	61%	61%	70%
Unsure	12%	21%	10%	9%	6%	9%	7%	18%	11%	14%	14%	9%	13%	9%	9%	13%	11%	9%	11%	12%	10%	18%	8%	8%	9%	13%

Which of the following statements comes closest to your opinion on the issue of trade?

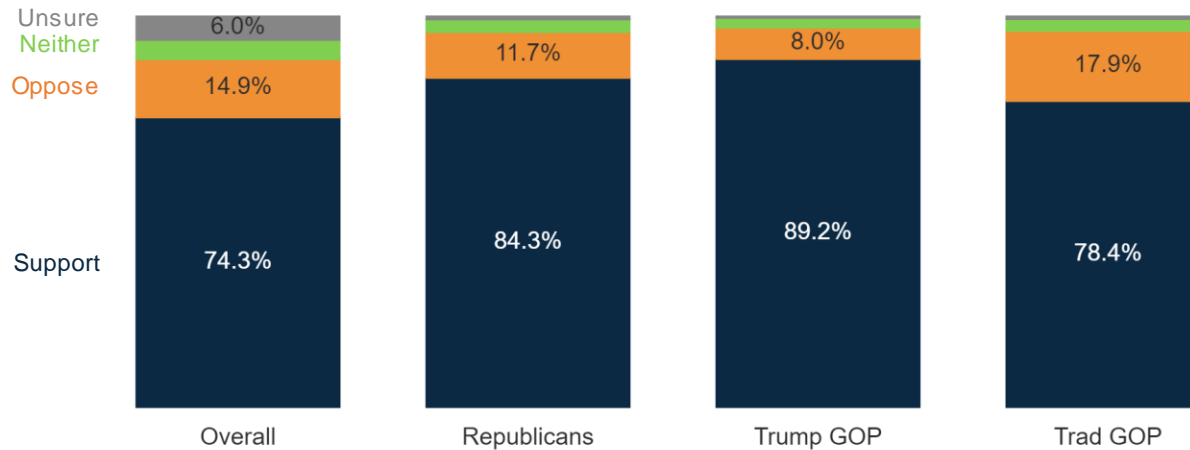
National Guard Border



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Support Total	62%	45%	69%	56%	78%	55%	74%	63%	47%	54%	79%	68%	60%	52%	47%	57%	70%	88%	45%	19%	62%	56%	91%	78%	87%	14%
Oppose Total	28%	38%	22%	33%	18%	40%	17%	23%	41%	32%	15%	24%	24%	42%	41%	33%	19%	6%	40%	70%	28%	29%	3%	14%	6%	75%
Strongly support	47%	31%	54%	39%	63%	41%	57%	49%	33%	40%	58%	53%	51%	35%	23%	43%	57%	71%	31%	6%	48%	36%	78%	58%	69%	5%
Somewhat support	15%	14%	15%	16%	15%	13%	17%	14%	14%	14%	21%	15%	9%	17%	24%	15%	13%	17%	15%	13%	14%	20%	13%	20%	18%	10%
Neither support nor oppose	5%	7%	6%	5%	3%	2%	5%	7%	7%	6%	2%	4%	12%	3%	8%	6%	4%	4%	10%	4%	5%	9%	3%	6%	5%	5%
Somewhat oppose	5%	8%	3%	6%	2%	5%	3%	5%	6%	3%	1%	5%	5%	9%	2%	7%	4%	2%	9%	8%	4%	6%	2%	3%	2%	8%
Strongly oppose	23%	30%	18%	27%	16%	35%	14%	18%	35%	29%	13%	19%	18%	33%	38%	26%	16%	4%	31%	63%	24%	23%	1%	11%	4%	67%
Unsure	5%	10%	4%	6%	1%	3%	3%	8%	5%	8%	5%	4%	4%	3%	5%	4%	6%	2%	5%	6%	5%	5%	3%	1%	3%	5%

Do you support or oppose Governor Stitt's decision to send members of the Oklahoma National Guard to the southern border to help curb the flow of illegal immigration into our country?

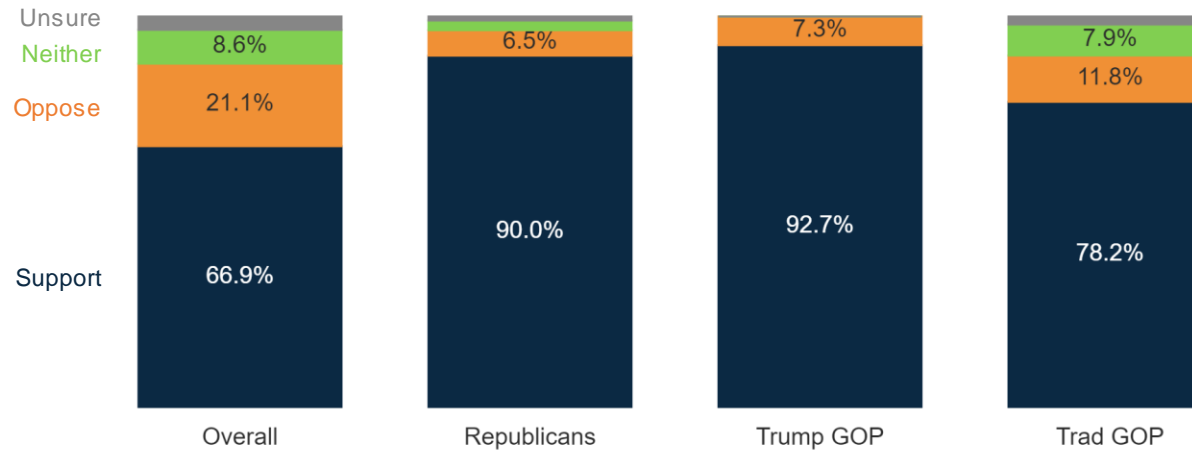
Oklahoma Agricultural Land



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Support Total	74%	63%	77%	75%	83%	83%	77%	75%	61%	67%	82%	80%	74%	69%	69%	73%	77%	84%	69%	60%	75%	70%	89%	78%	84%	60%
Oppose Total	15%	19%	17%	13%	9%	8%	13%	12%	28%	18%	12%	12%	14%	18%	21%	13%	15%	12%	18%	19%	15%	12%	8%	18%	11%	20%
Strongly support	63%	46%	70%	62%	73%	63%	70%	65%	47%	54%	72%	72%	65%	53%	50%	58%	70%	78%	53%	39%	63%	63%	84%	71%	76%	40%
Somewhat support	12%	17%	7%	12%	10%	20%	7%	10%	14%	13%	11%	8%	9%	16%	18%	14%	7%	7%	16%	21%	12%	7%	5%	8%	7%	20%
Neither support nor oppose	5%	5%	3%	8%	4%	4%	7%	4%	3%	8%	4%	3%	6%	4%	3%	8%	3%	3%	8%	7%	5%	6%	2%	3%	3%	8%
Somewhat oppose	4%	5%	6%	4%	1%	4%	2%	2%	11%	3%	2%	3%	3%	10%	5%	5%	4%	2%	5%	8%	4%	3%	2%	5%	2%	8%
Strongly oppose	11%	13%	12%	9%	8%	4%	11%	10%	16%	15%	10%	9%	11%	8%	16%	8%	12%	9%	13%	12%	11%	9%	6%	13%	9%	12%
Unsure	6%	13%	3%	4%	3%	5%	3%	8%	8%	7%	2%	5%	6%	9%	7%	7%	5%	1%	5%	14%	5%	12%	0%	1%	2%	12%

Do you support or oppose a bill that would prevent people who are not U.S. citizens from purchasing or leasing agricultural land in Oklahoma?

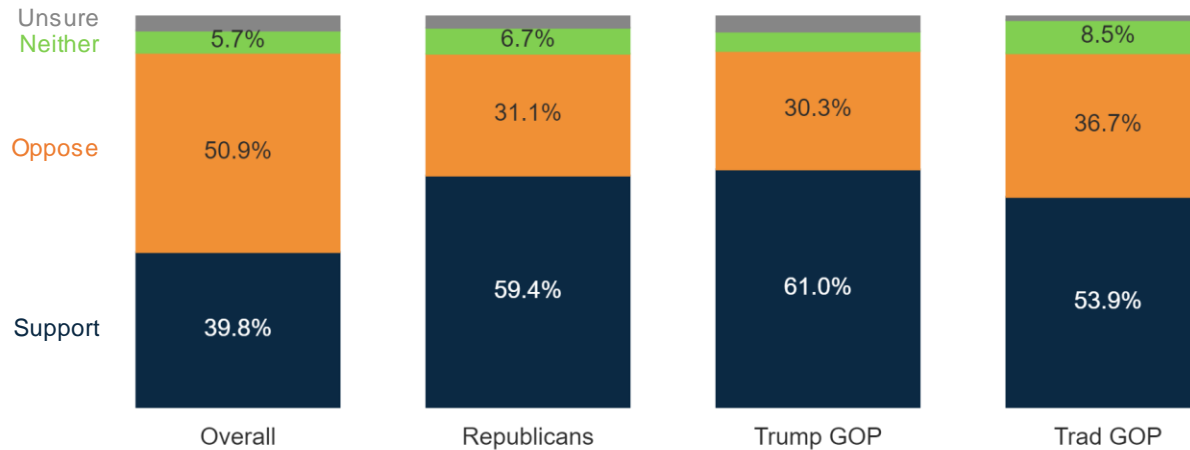
Transgender Bathroom Law



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Support Total	67%	52%	70%	64%	82%	61%	81%	67%	52%	64%	75%	67%	69%	60%	52%	62%	75%	90%	53%	29%	67%	64%	93%	78%	88%	24%
Oppose Total	21%	35%	16%	22%	11%	24%	12%	20%	33%	25%	15%	16%	22%	26%	37%	23%	15%	6%	29%	50%	22%	19%	7%	12%	7%	53%
Strongly support	61%	44%	65%	60%	76%	55%	76%	62%	45%	58%	74%	59%	64%	52%	43%	55%	72%	85%	47%	23%	61%	61%	88%	72%	83%	19%
Somewhat support	6%	7%	5%	5%	6%	6%	5%	5%	7%	6%	1%	7%	6%	8%	9%	7%	4%	5%	6%	5%	6%	2%	4%	7%	5%	4%
Neither support nor oppose	9%	5%	12%	11%	6%	13%	5%	8%	12%	4%	8%	15%	6%	10%	6%	12%	6%	2%	15%	17%	8%	13%	0%	8%	4%	19%
Somewhat oppose	7%	12%	3%	8%	4%	8%	5%	6%	10%	9%	3%	3%	11%	8%	11%	9%	4%	1%	13%	16%	7%	8%	2%	5%	2%	16%
Strongly oppose	14%	23%	13%	14%	7%	16%	7%	14%	24%	16%	12%	13%	12%	18%	27%	14%	12%	5%	16%	34%	15%	11%	6%	7%	5%	38%
Unsure	3%	8%	2%	3%	1%	2%	2%	6%	3%	7%	2%	2%	2%	4%	5%	3%	3%	1%	3%	4%	3%	5%	0%	2%	1%	4%

Do you support or oppose the Oklahoma law which requires students to use the bathroom of their gender assigned at birth?

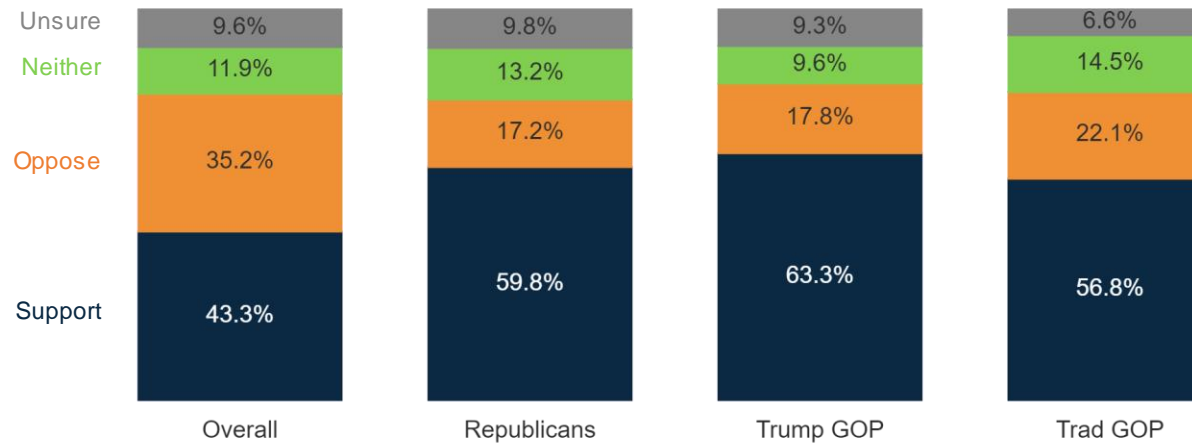
Oklahoma Abortion Law



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Support Total	40%	25%	44%	33%	57%	36%	51%	38%	30%	36%	47%	40%	38%	38%	26%	37%	46%	59%	23%	10%	41%	35%	61%	54%	58%	5%
Oppose Total	51%	64%	48%	57%	34%	56%	39%	51%	64%	53%	43%	48%	51%	58%	68%	56%	42%	31%	69%	86%	50%	56%	30%	37%	31%	91%
Strongly support	31%	19%	34%	26%	45%	28%	39%	31%	19%	29%	36%	34%	28%	27%	20%	27%	37%	46%	21%	6%	31%	27%	47%	42%	45%	3%
Somewhat support	9%	6%	10%	8%	12%	8%	11%	7%	11%	7%	11%	6%	10%	11%	6%	10%	9%	13%	3%	4%	10%	8%	14%	12%	13%	2%
Neither support nor oppose	6%	3%	7%	6%	7%	7%	6%	7%	3%	6%	6%	8%	7%	2%	3%	5%	7%	7%	7%	3%	5%	6%	5%	8%	7%	3%
Somewhat oppose	10%	8%	9%	13%	12%	13%	12%	8%	10%	10%	9%	9%	14%	10%	13%	12%	9%	9%	15%	9%	10%	15%	10%	12%	11%	7%
Strongly oppose	40%	56%	39%	44%	22%	43%	27%	43%	54%	43%	34%	40%	37%	49%	54%	44%	33%	22%	54%	77%	40%	41%	21%	25%	20%	84%
Unsure	4%	7%	1%	4%	3%	1%	4%	4%	3%	5%	4%	3%	3%	2%	3%	2%	5%	3%	1%	1%	4%	3%	4%	1%	3%	1%

Do you support or oppose Oklahoma's abortion law which bans abortion in all cases except to save the life of the mother?

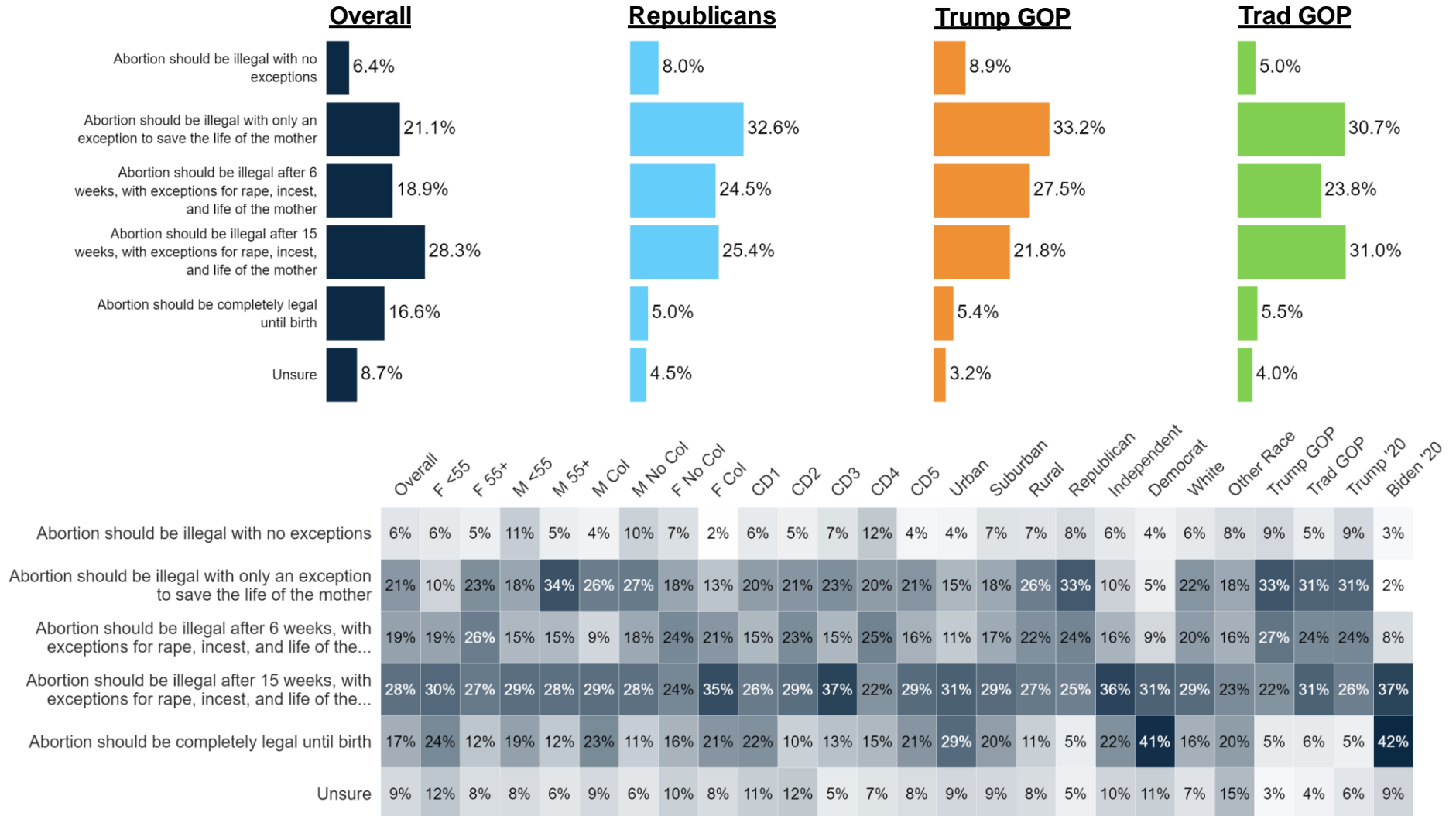
DEI Repeal



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Support Total	43%	28%	39%	45%	64%	56%	54%	35%	32%	42%	48%	40%	47%	39%	32%	43%	46%	60%	38%	16%	44%	37%	63%	57%	60%	13%
Oppose Total	35%	48%	34%	35%	23%	33%	26%	34%	52%	37%	26%	34%	29%	49%	43%	42%	27%	17%	44%	68%	34%	40%	18%	22%	18%	73%
Strongly support	35%	22%	30%	35%	55%	51%	42%	27%	24%	32%	36%	35%	39%	32%	22%	35%	37%	49%	31%	10%	35%	29%	52%	46%	49%	7%
Somewhat support	9%	7%	9%	10%	10%	5%	12%	8%	8%	10%	12%	6%	9%	6%	10%	8%	9%	10%	7%	7%	9%	9%	11%	11%	10%	6%
Neither support nor oppose	12%	12%	15%	15%	5%	5%	12%	15%	12%	13%	9%	15%	15%	8%	15%	7%	15%	13%	15%	7%	12%	11%	10%	15%	13%	8%
Somewhat oppose	9%	11%	11%	8%	6%	6%	8%	10%	13%	7%	10%	10%	9%	9%	5%	12%	7%	8%	10%	10%	10%	7%	7%	8%	8%	10%
Strongly oppose	26%	37%	23%	27%	17%	27%	19%	24%	39%	30%	16%	24%	20%	39%	38%	30%	20%	9%	34%	58%	25%	33%	11%	14%	9%	63%
Unsure	10%	12%	12%	5%	8%	6%	7%	16%	5%	8%	17%	11%	8%	4%	9%	7%	12%	10%	3%	9%	9%	12%	9%	7%	10%	6%

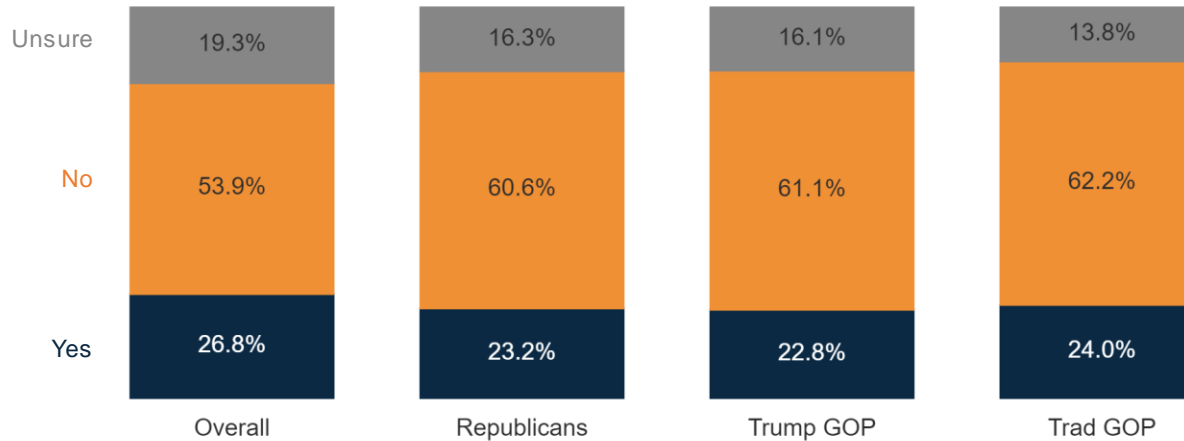
Do you support or oppose efforts to remove Diversity, Equity, and Inclusion programs from Oklahoma's public schools and universities?

Abortion Position



Which of the following options most closely describes your position on the issue of abortion?

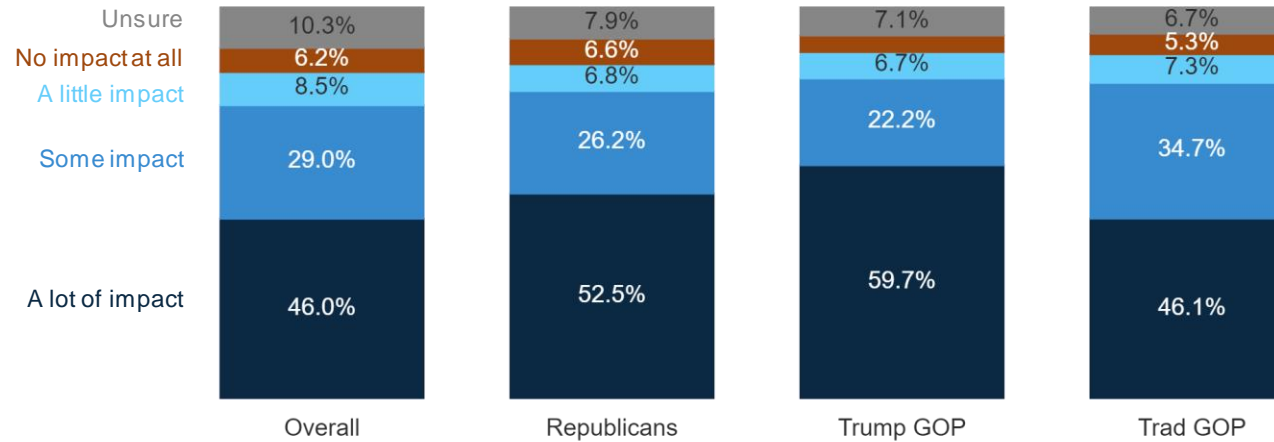
Businesses Speak Out



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Yes Total	27%	32%	19%	31%	26%	32%	27%	23%	30%	29%	29%	20%	22%	32%	39%	28%	23%	23%	28%	36%	26%	28%	23%	24%	21%	40%
No Total	54%	42%	58%	55%	61%	58%	58%	52%	48%	53%	54%	56%	58%	50%	48%	54%	55%	61%	56%	44%	55%	47%	61%	62%	61%	42%
Definitely yes	9%	14%	6%	7%	9%	9%	8%	8%	14%	6%	10%	11%	4%	15%	14%	8%	9%	9%	8%	10%	9%	9%	11%	9%	9%	9%
Somewhat yes	17%	17%	13%	24%	17%	23%	19%	14%	16%	23%	19%	9%	18%	17%	25%	20%	13%	14%	20%	26%	17%	19%	12%	15%	13%	31%
Somewhat no	17%	18%	19%	16%	15%	13%	17%	17%	20%	20%	12%	22%	19%	15%	18%	17%	17%	17%	19%	17%	18%	18%	14%	20%	17%	16%
Definitely no	37%	25%	39%	39%	46%	45%	41%	35%	28%	34%	42%	34%	38%	35%	29%	38%	38%	43%	37%	27%	38%	29%	47%	42%	43%	26%
Unsure	19%	26%	23%	14%	13%	10%	15%	25%	22%	18%	17%	24%	20%	18%	13%	18%	22%	16%	16%	20%	18%	25%	16%	14%	18%	18%

In general, do you think businesses should speak out publicly on social and political issues, even if they have no direct impact on their core business operations?

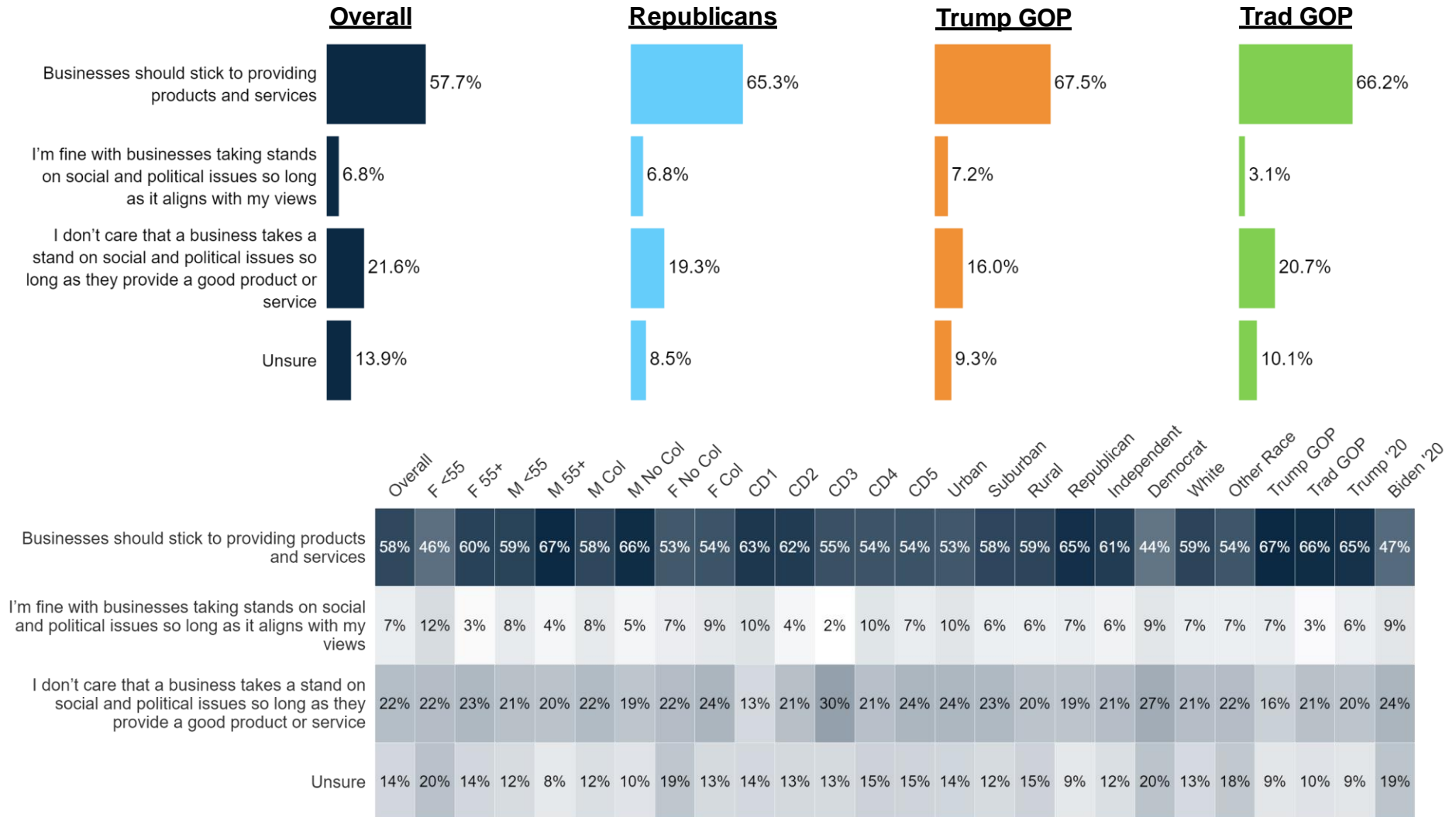
Different Stance Impact



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
A lot of impact	46%	38%	39%	53%	57%	50%	58%	37%	43%	47%	55%	37%	46%	45%	44%	49%	44%	52%	44%	38%	46%	50%	60%	46%	51%	41%
Some impact	29%	33%	33%	23%	26%	33%	20%	33%	33%	28%	18%	32%	32%	35%	32%	29%	28%	26%	30%	35%	30%	25%	22%	35%	27%	34%
A little impact	8%	9%	9%	8%	8%	8%	8%	8%	10%	9%	8%	8%	6%	11%	9%	10%	7%	7%	8%	14%	9%	6%	7%	7%	7%	11%
No impact at all	6%	5%	7%	9%	3%	4%	7%	7%	6%	4%	9%	12%	4%	3%	8%	4%	7%	7%	6%	7%	6%	4%	4%	5%	5%	7%
Unsure	10%	14%	12%	7%	6%	6%	7%	15%	9%	12%	10%	11%	12%	7%	7%	8%	14%	8%	12%	6%	9%	15%	7%	7%	9%	7%

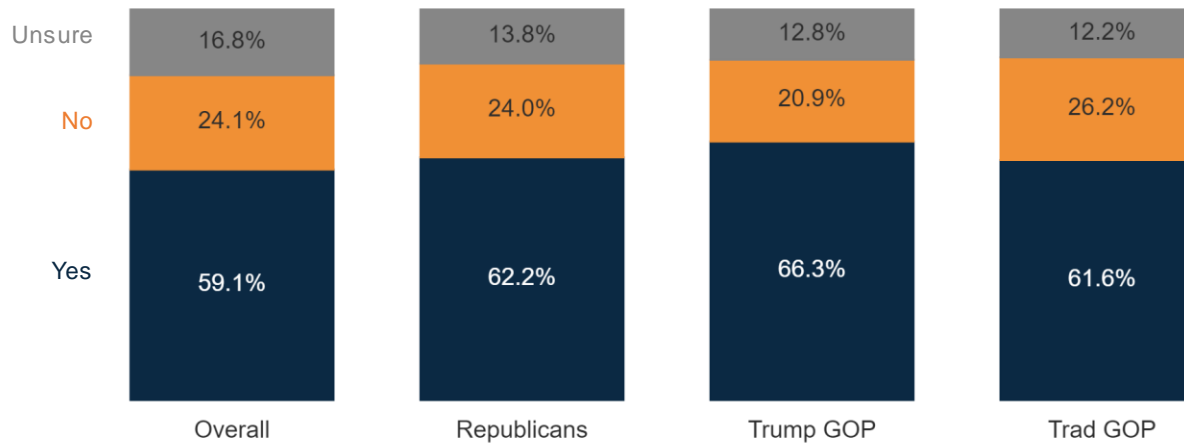
How much impact would it have on your decision to support a business in Oklahoma if they publicly took a stance that you disagree with on a social or political issue?

Biz Speak Out Opinion



Which of the following statements comes closest to your view about the role of businesses and what they should do regarding social and political issues?

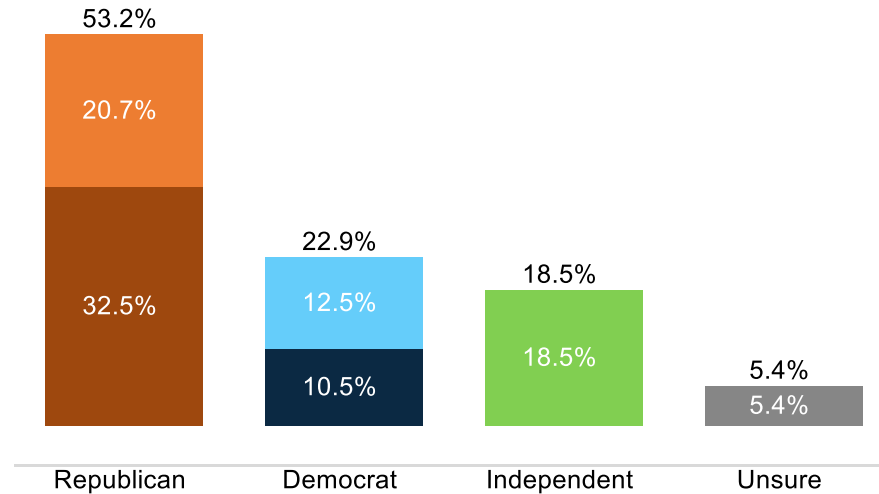
Business Boycott



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	Republican	Independent	Democrat	White	Other Race	Trump GOP	Trad GOP	Trump '20	Biden '20
Yes Total	59%	48%	53%	65%	74%	74%	67%	46%	59%	64%	58%	51%	56%	64%	67%	61%	55%	62%	58%	60%	59%	58%	66%	62%	61%	61%
No Total	24%	26%	29%	23%	17%	17%	22%	31%	24%	19%	28%	28%	26%	21%	21%	23%	26%	24%	22%	27%	25%	21%	21%	26%	23%	24%
Definitely yes	24%	21%	18%	25%	34%	31%	29%	16%	24%	26%	24%	22%	27%	22%	23%	27%	22%	26%	25%	23%	24%	24%	33%	21%	25%	26%
Probably yes	35%	27%	35%	39%	40%	43%	38%	29%	34%	38%	35%	29%	29%	42%	44%	34%	33%	36%	33%	37%	35%	34%	33%	40%	36%	35%
Probably no	17%	18%	18%	19%	13%	14%	16%	21%	15%	13%	20%	19%	20%	14%	14%	15%	19%	17%	15%	20%	17%	17%	15%	19%	17%	18%
Definitely no	7%	8%	10%	5%	4%	3%	5%	10%	8%	6%	8%	10%	6%	6%	7%	8%	6%	7%	8%	7%	8%	5%	6%	7%	7%	6%
Unsure	17%	26%	18%	12%	10%	9%	12%	24%	18%	17%	14%	21%	18%	15%	12%	15%	19%	14%	20%	13%	16%	21%	13%	12%	16%	14%

Would you boycott a business for taking a stand on a social and political issue different than your own?

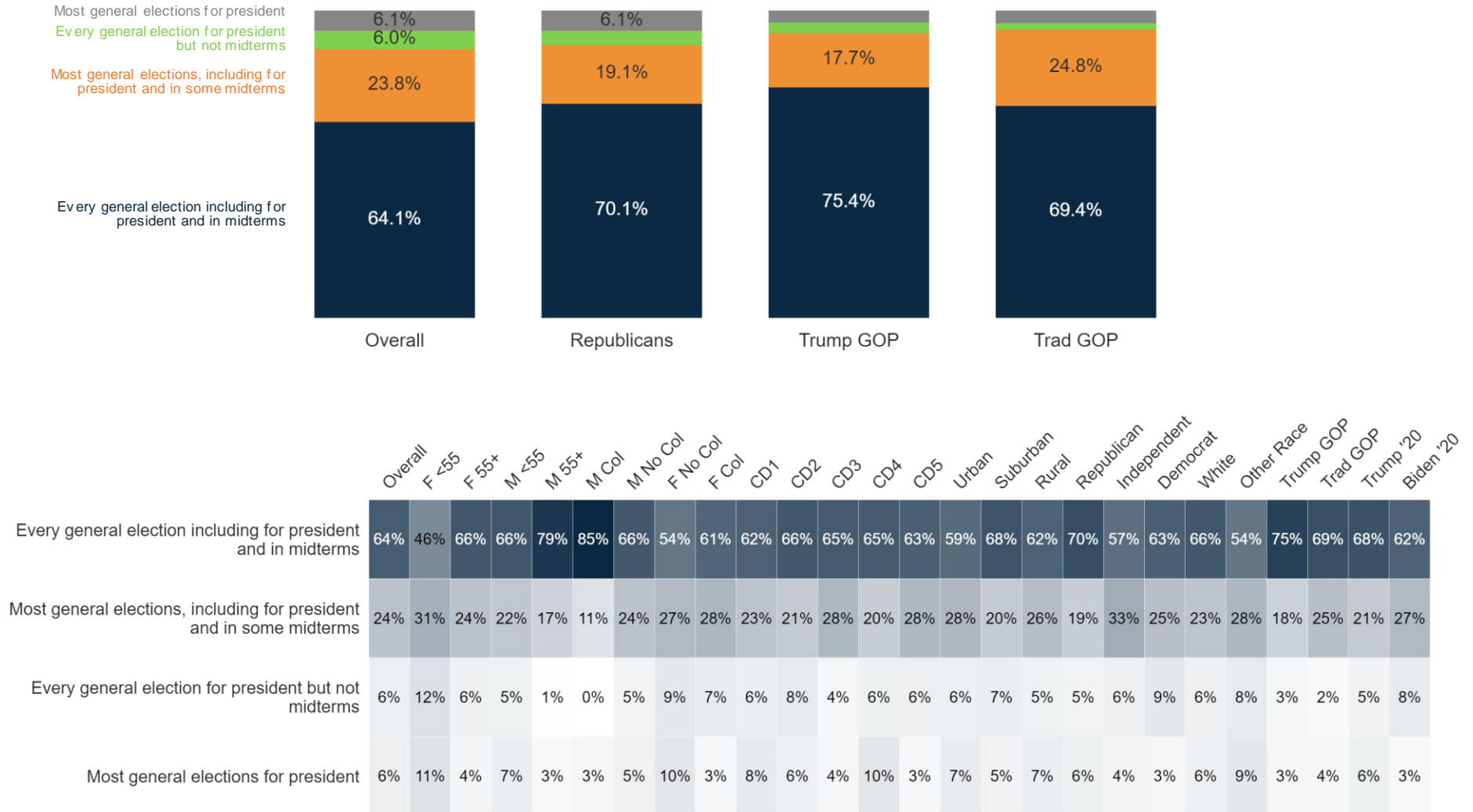
Partisanship by Response



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	CD1	CD2	CD3	CD4	CD5	Urban	Suburban	Rural	White	Other Race	Trump '20	Trad GOP	Trump '20	Biden '20
Republican	53%	42%	62%	46%	61%	46%	58%	57%	47%	55%	61%	59%	51%	41%	33%	49%	62%	55%	45%	91%	72%	82%	4%
Democratic	23%	26%	24%	19%	21%	28%	15%	25%	27%	22%	17%	19%	21%	33%	38%	26%	16%	23%	27%	0%	0%	2%	70%
Strongly Republican	32%	21%	39%	24%	46%	29%	38%	35%	24%	31%	40%	39%	33%	21%	13%	30%	40%	34%	25%	62%	38%	51%	1%
Mostly Republican	21%	21%	23%	22%	15%	17%	20%	22%	23%	24%	21%	20%	18%	20%	20%	19%	22%	21%	20%	29%	35%	30%	3%
Independent	18%	22%	7%	31%	16%	25%	23%	11%	20%	16%	16%	19%	22%	19%	22%	21%	16%	17%	24%	8%	22%	14%	23%
Mostly Democratic	12%	18%	11%	11%	9%	14%	8%	13%	16%	9%	11%	12%	9%	21%	23%	13%	9%	13%	13%	0%	0%	2%	35%
Strongly Democratic	10%	8%	14%	8%	12%	14%	7%	12%	11%	14%	7%	7%	12%	13%	15%	13%	7%	10%	14%	0%	0%	0%	35%
Unsure	5%	9%	6%	4%	2%	1%	4%	7%	6%	6%	6%	3%	6%	6%	7%	4%	6%	5%	4%	1%	5%	3%	3%

Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

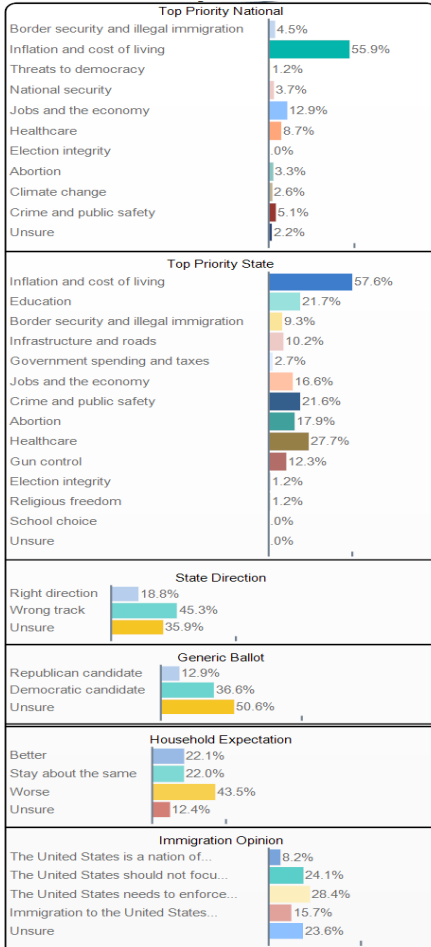
Voter History



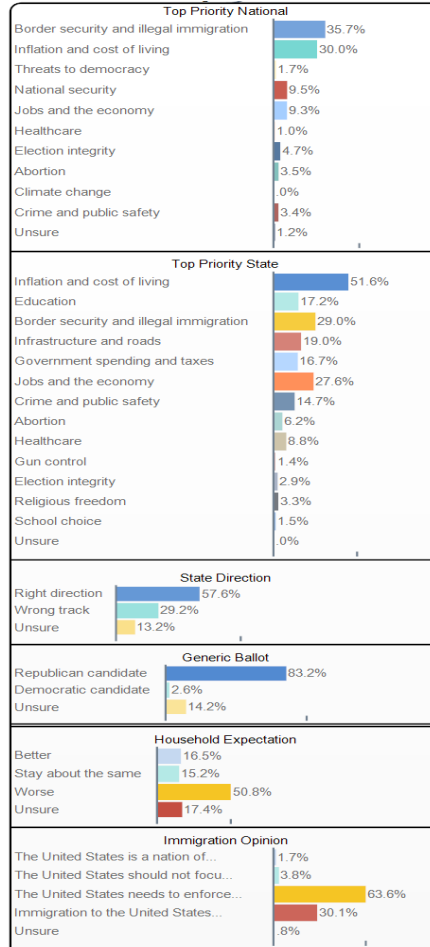
How often do you vote in general elections held in November of each even year?

Segmentation Analysis:

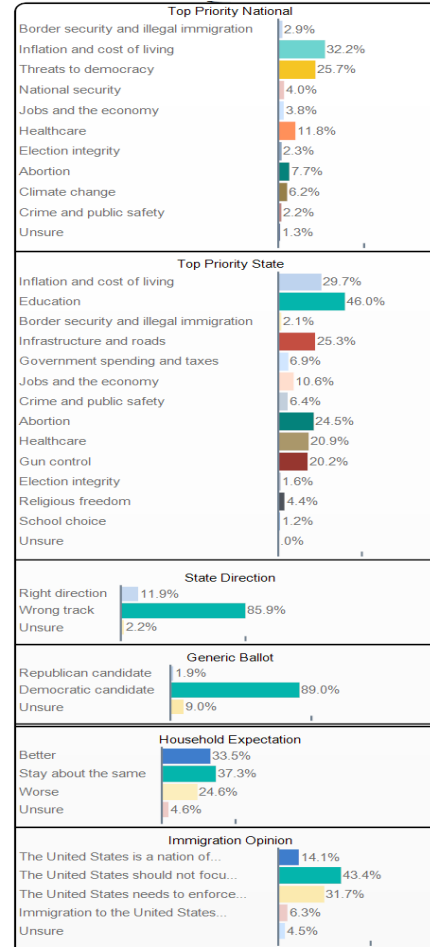
Lean Democrat (9%)



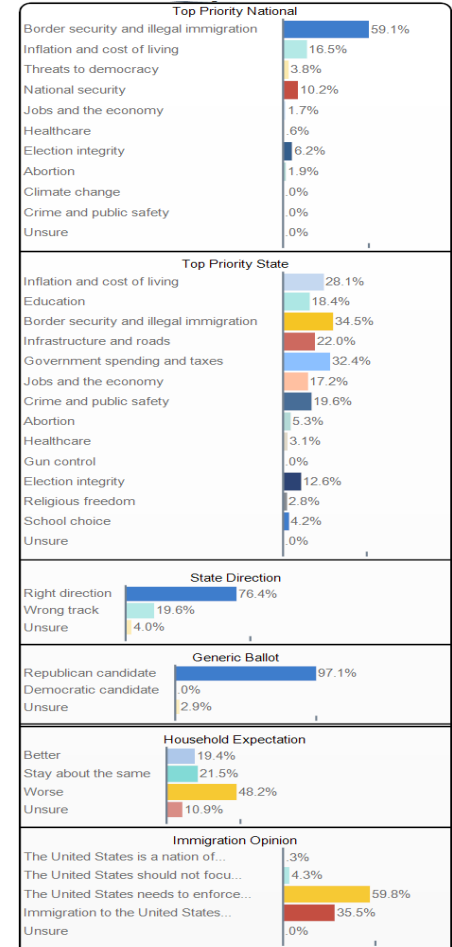
Lean Republican (24%)



Solid Democrats (28%)

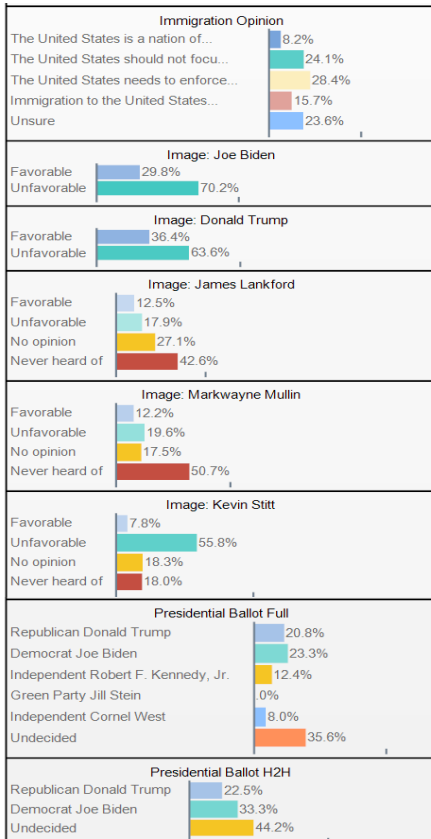


Solid Republicans (39%)

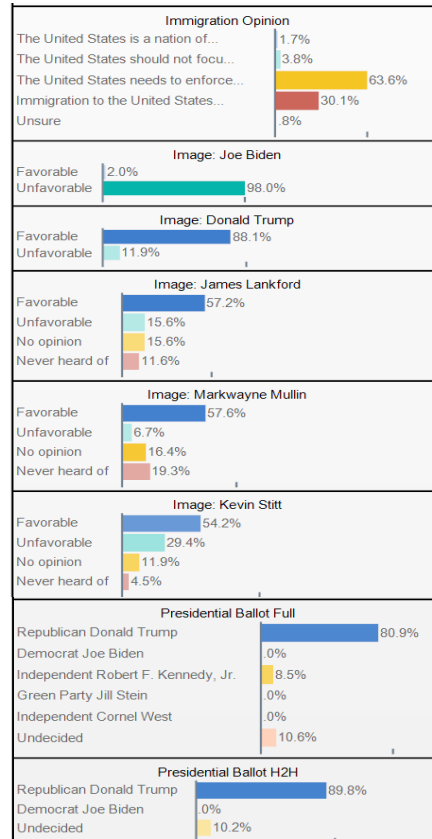


Segmentation Analysis:

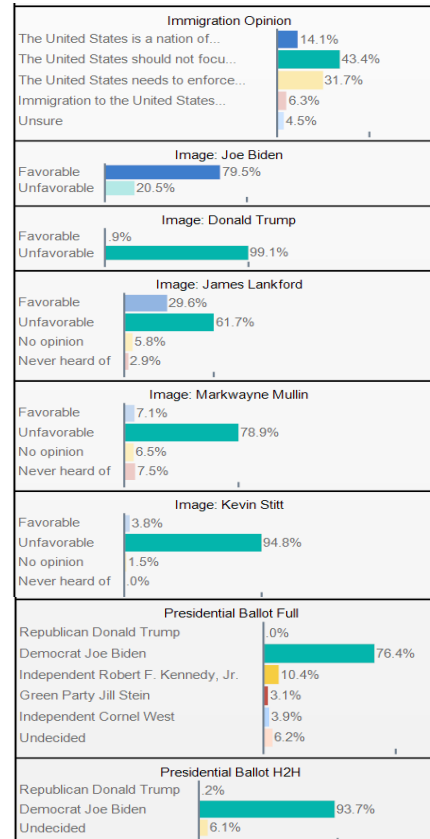
Lean Democrat (9%)



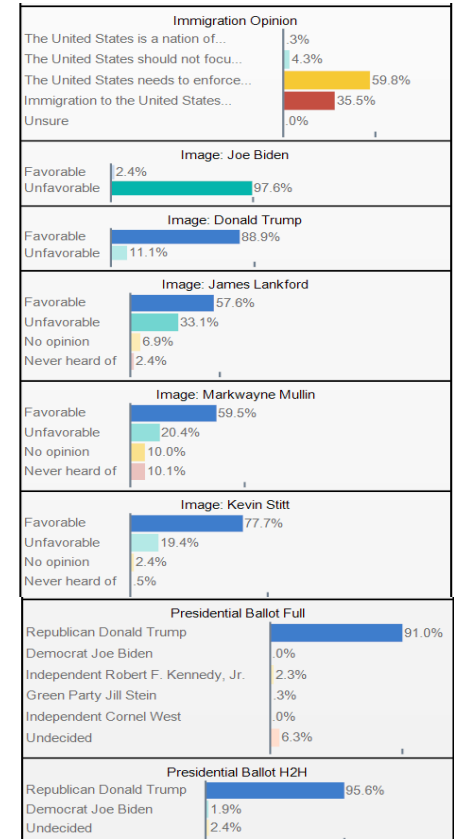
Lean Republican (24%)



Solid Democrats (28%)

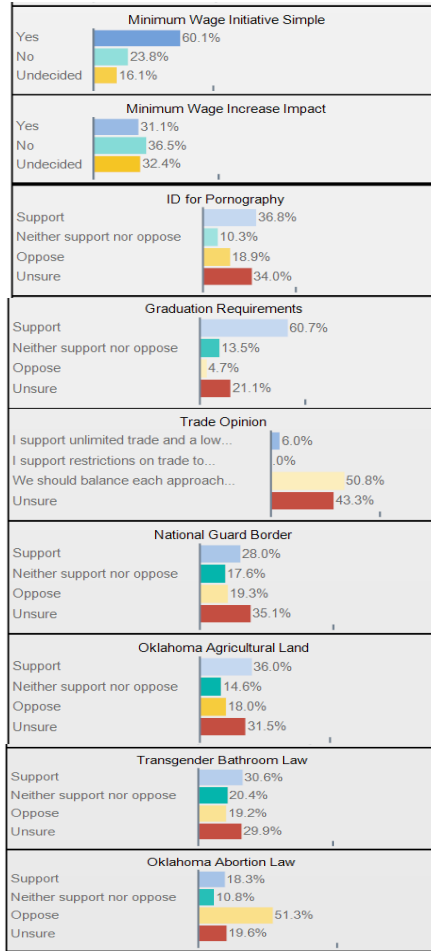


Solid Republicans (39%)

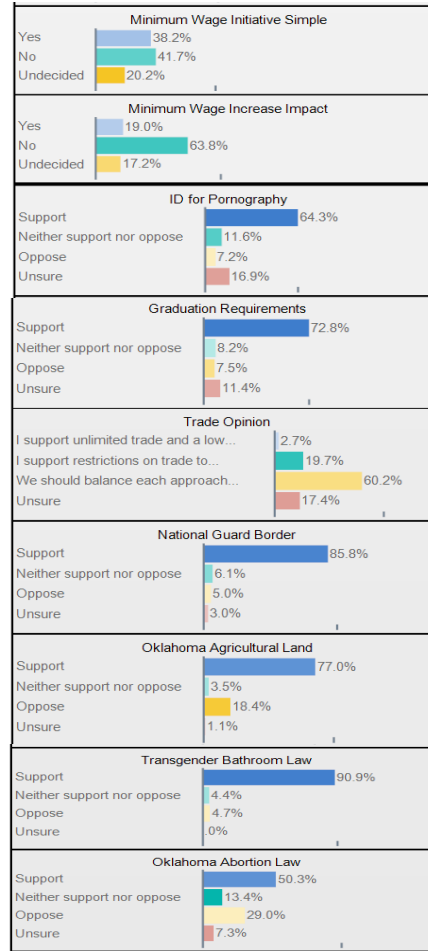


Segmentation Analysis:

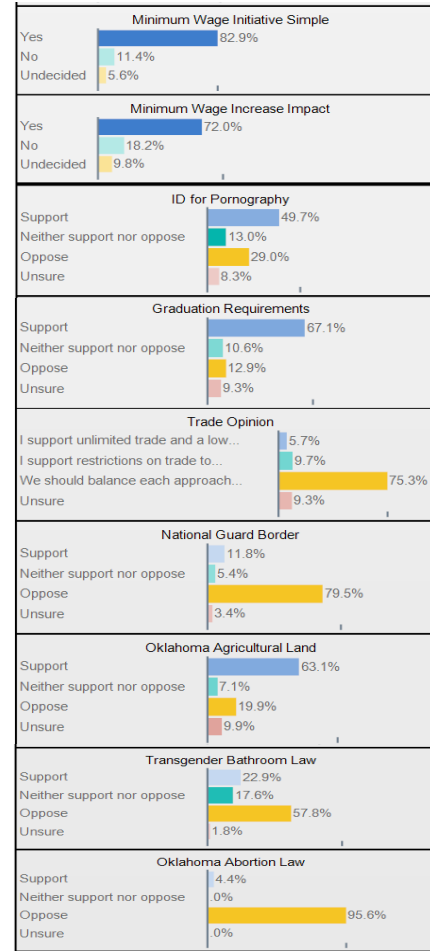
Lean Democrat (9%)



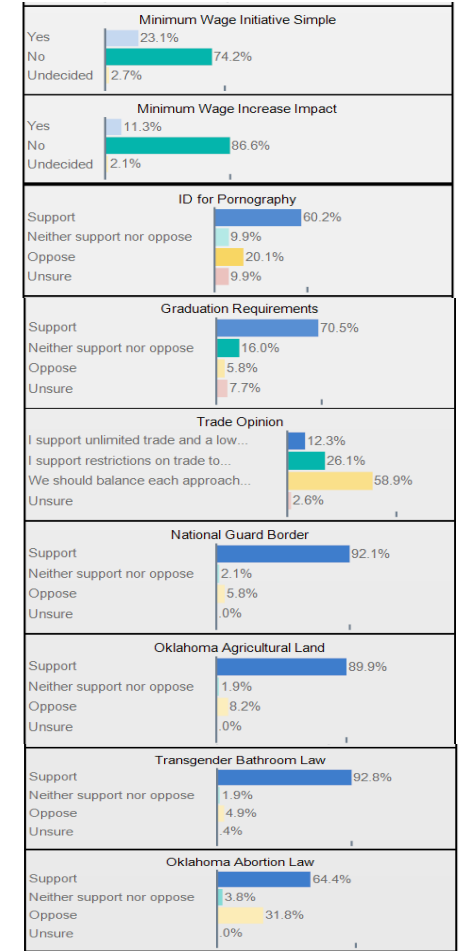
Lean Republican (24%)



Solid Democrats (28%)

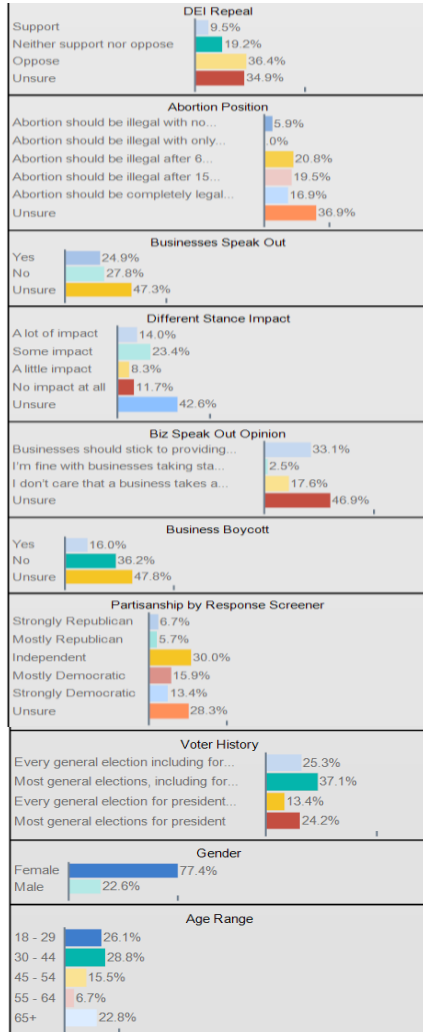


Solid Republicans (39%)

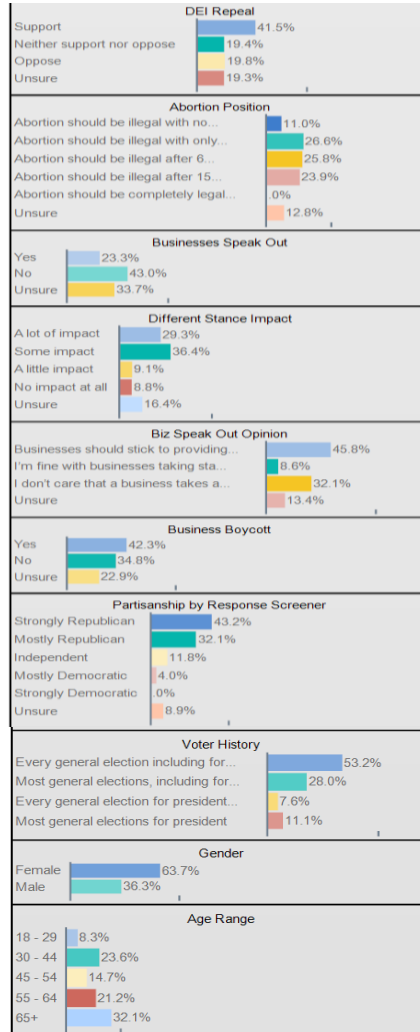


Segmentation Analysis:

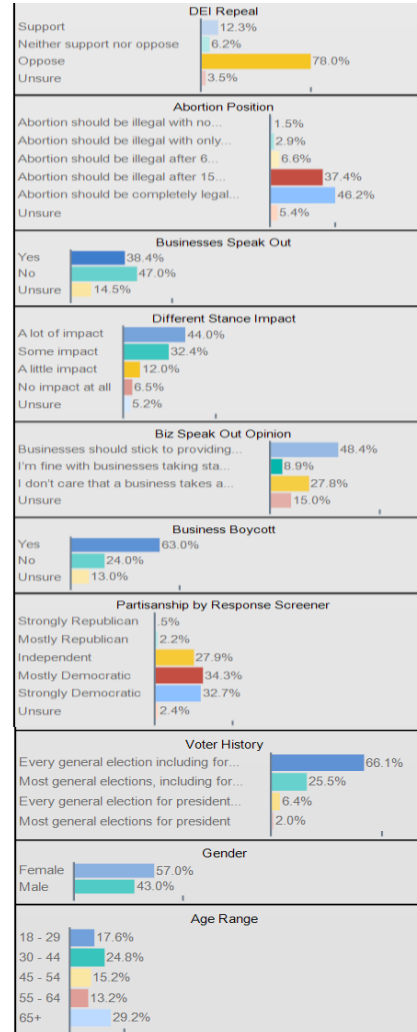
Lean Democrat (9%)



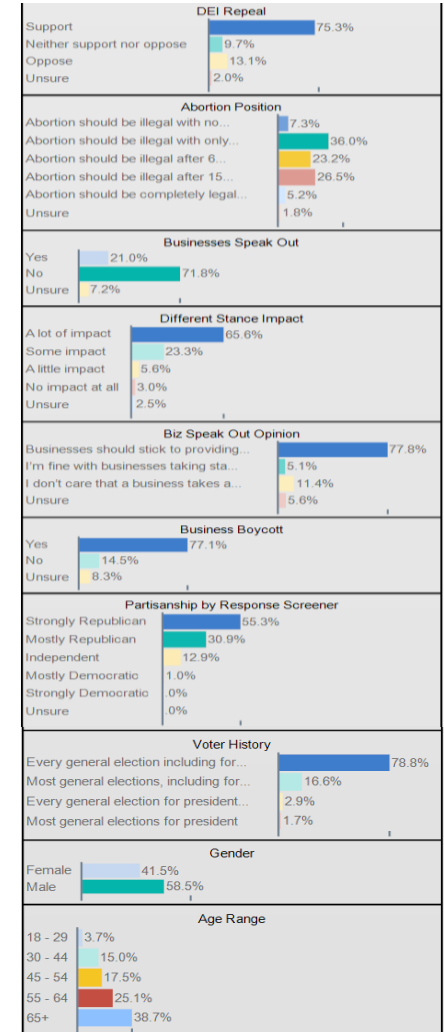
Lean Republican (24%)



Solid Democrats (28%)

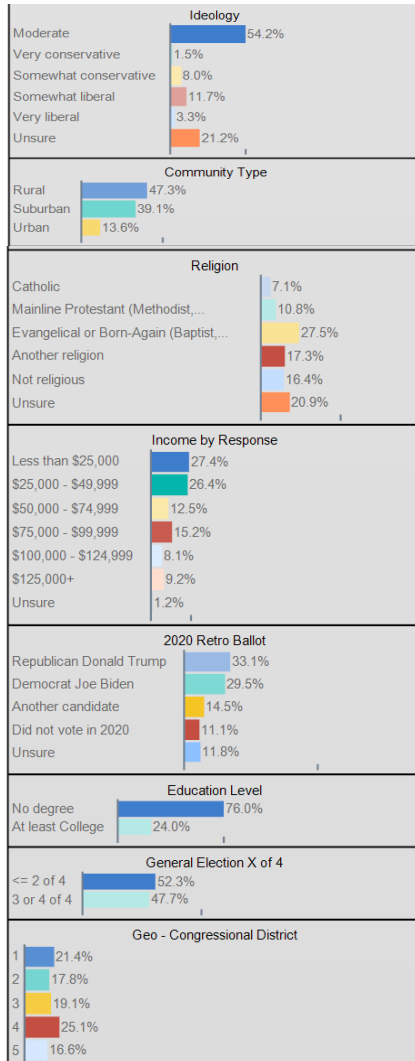


Solid Republicans (39%)

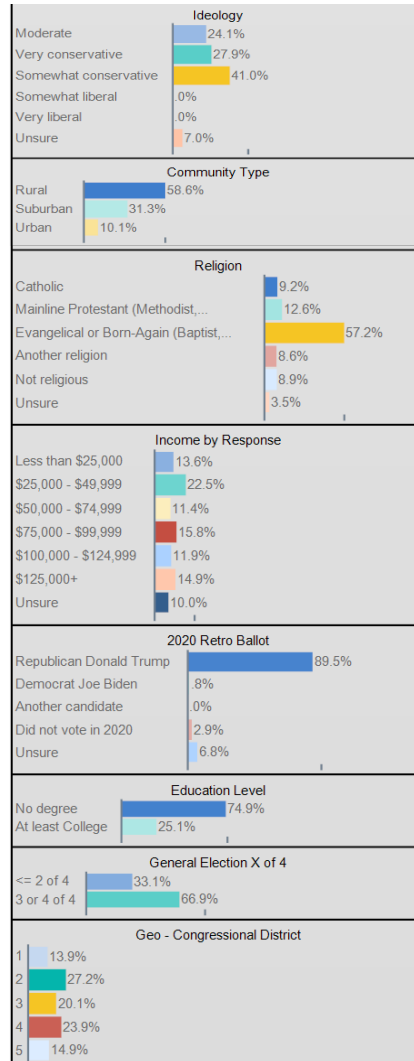


Segmentation Analysis:

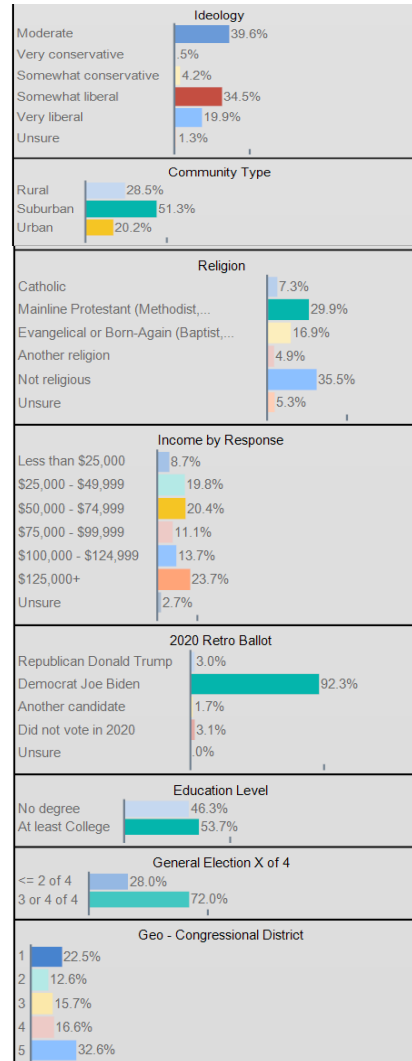
Lean Democrat (9%)



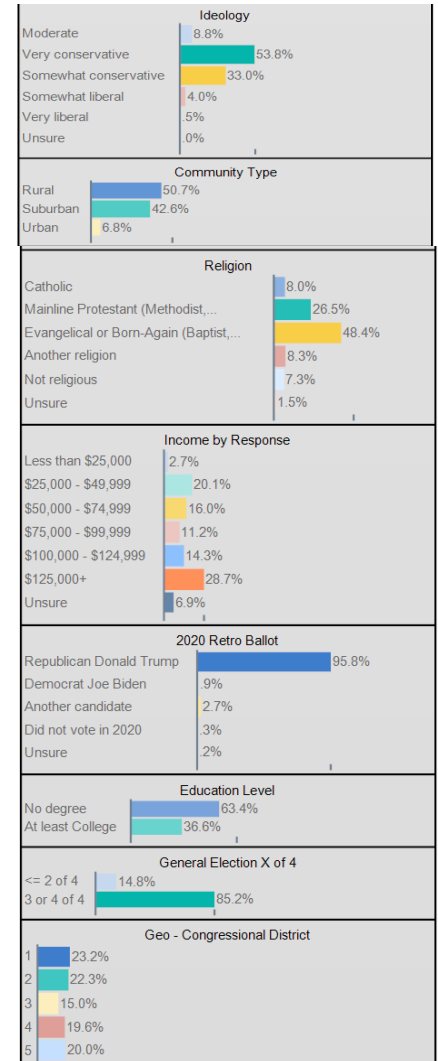
Lean Republican (24%)



Solid Democrats (28%)

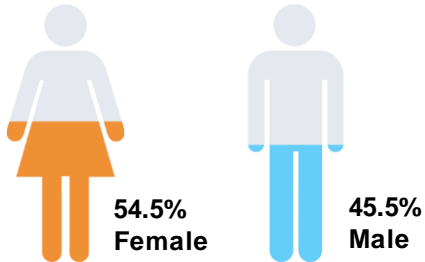


Solid Republicans (39%)

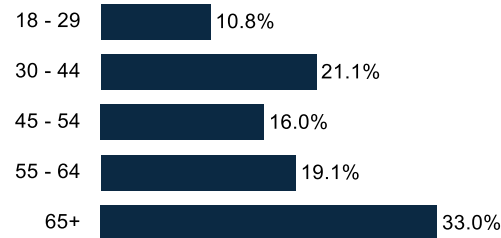


Demographics (Overall)

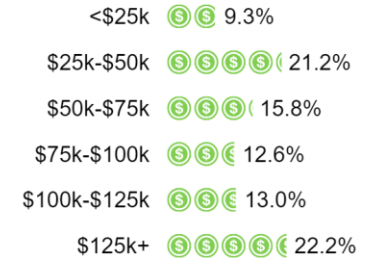
Sex



Age Range



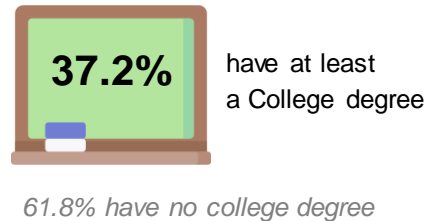
Household Income



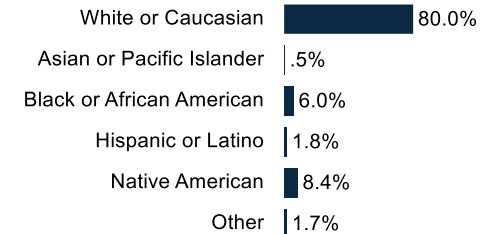
Geo - CD



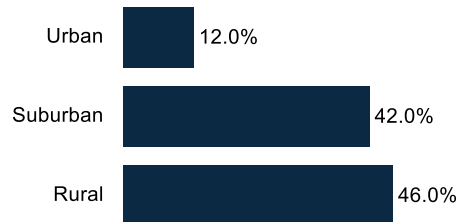
Education



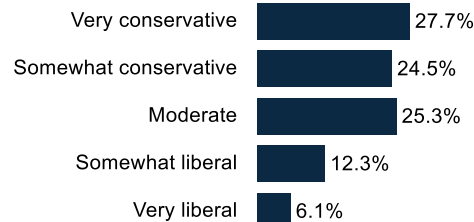
Race/Ethnicity



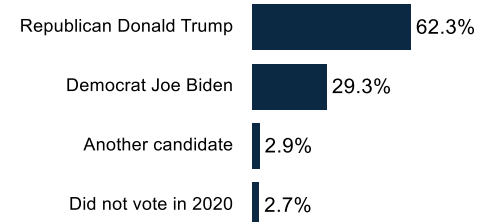
Community Type



Ideology

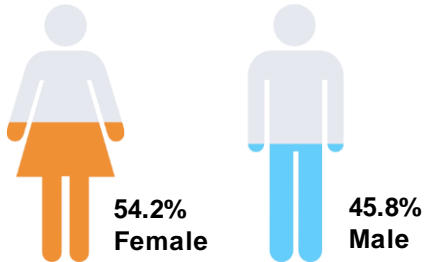


2020 Retro Ballot

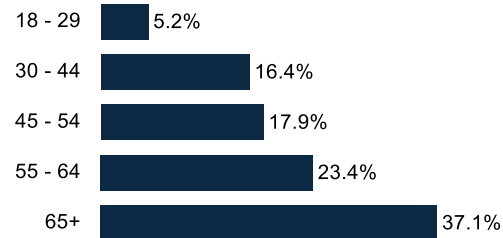


Demographics (Republicans)

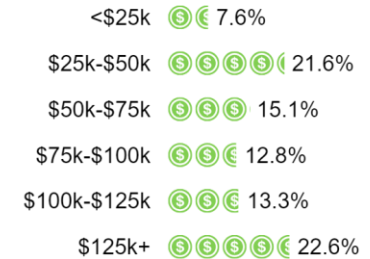
Sex



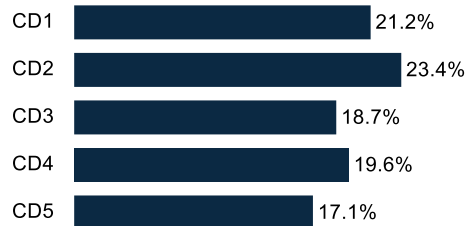
Age Range



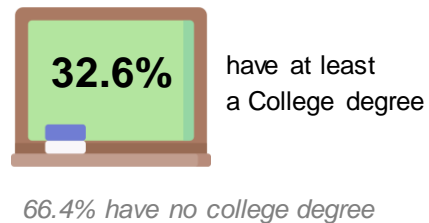
Household Income



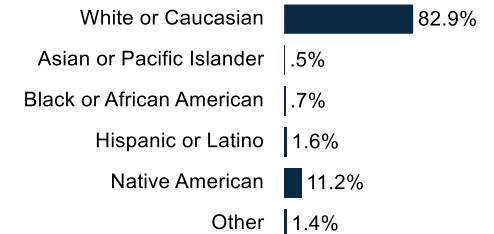
Geo - CD



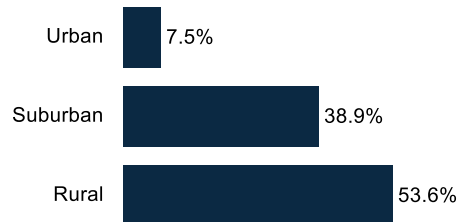
Education



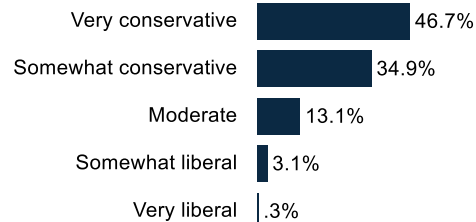
Race/Ethnicity



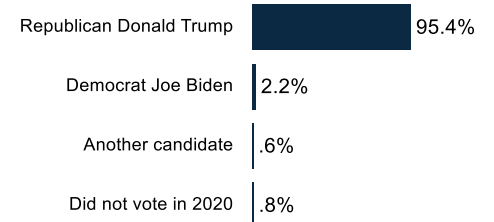
Community Type



Ideology

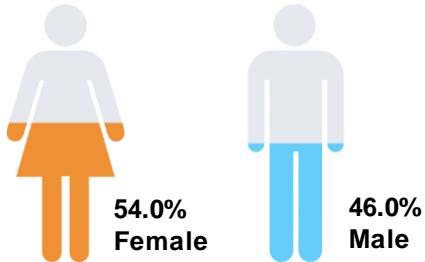


2020 Retro Ballot

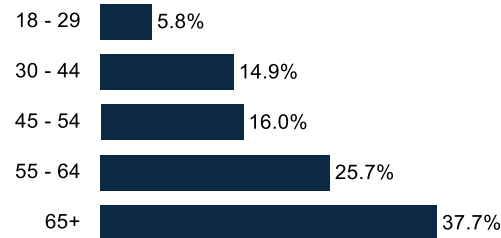


Demographics (Trump GOP)

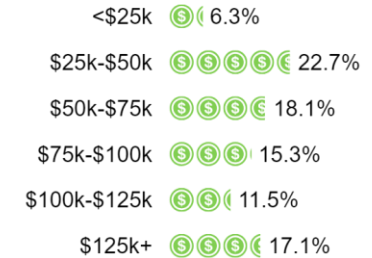
Sex



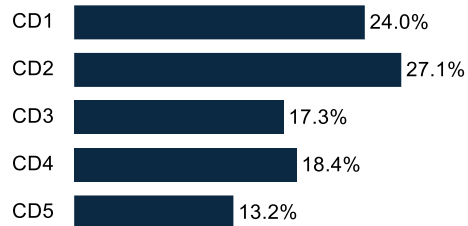
Age Range



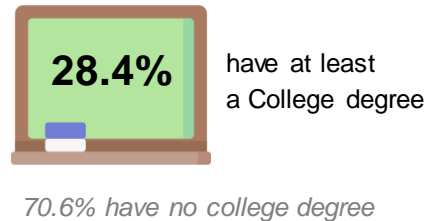
Household Income



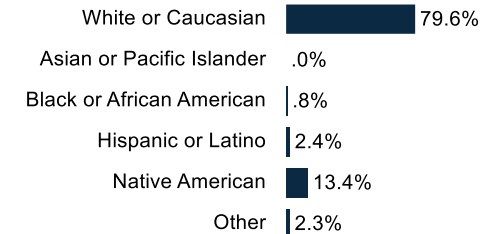
Geo - CD



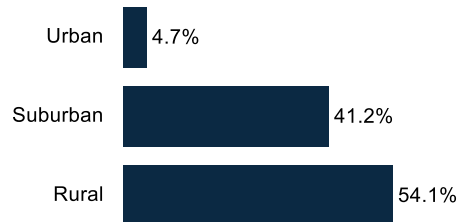
Education



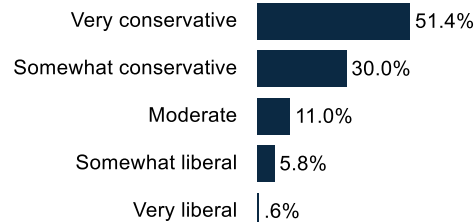
Race/Ethnicity



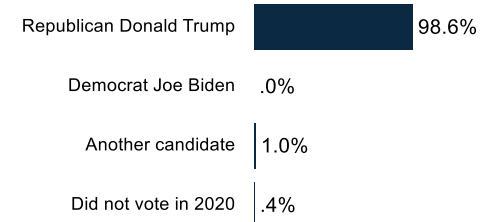
Community Type



Ideology

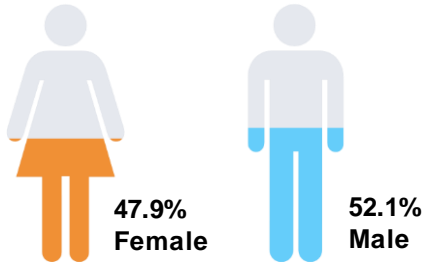


2020 Retro Ballot

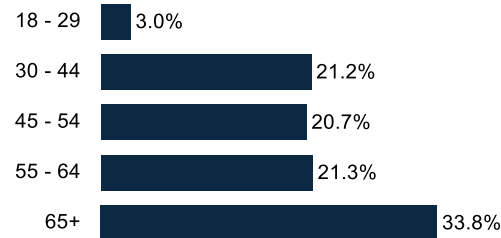


Demographics (Trad GOP)

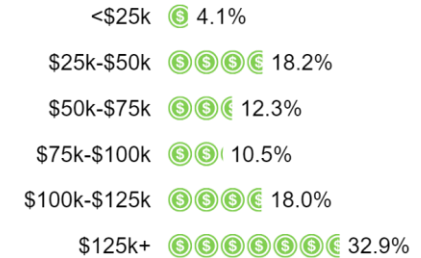
Sex



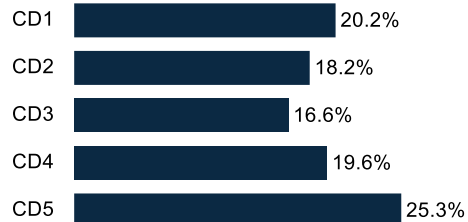
Age Range



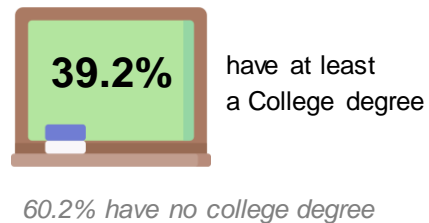
Household Income



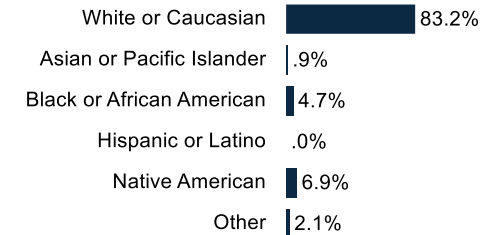
Geo - CD



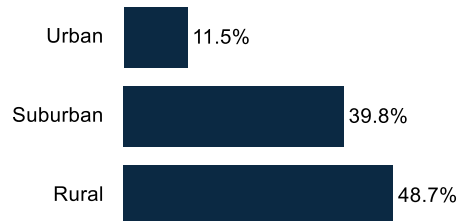
Education



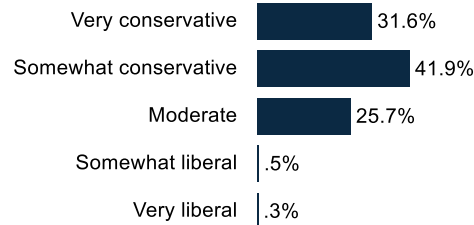
Race/Ethnicity



Community Type



Ideology



2020 Retro Ballot

