



# SOONER SURVEY

A PUBLICATION OF COLE HARGRAVE SNODGRASS & ASSOCIATES

VOLUME 21 - NUMBER 3

August 2012

## Fallin Popularity in Oklahoma Precedes Convention Speech

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Governor Mary Fallin is very popular in Oklahoma. It is not just raw popularity making her a good choice as a prime-time speaker tonight for the National Republican convention, but rather her ability to appeal to swing voters – the most important voting bloc of any election. While Oklahoma has become known as “the reddest of the red” states, this is a recent occurrence. In fact, when Mary Fallin was elected as Lt. Governor in 1994, she was the first Republican to ever hold that office. **Oklahoma has become “redder” due in no small part to Governor Fallin’s ability to reach swing voters** and to blend support in both urban and rural Oklahoma, as well as to unite conservatives of all ilk.

**Governor Mary Fallin has found a sweet-spot in Oklahoma politics that at times has been difficult to navigate for Republicans** (recall her congressional predecessor for one). Fallin has tremendous numbers among those who consider themselves to be Tea Party supporters (85% favorable vs. 12% unfavorable) while still having broad appeal to the 28% of the voters in the state who say they are “neutral” toward the Tea Party (67% favorable vs. 13% unfavorable). In addition, urbanites (the traditional strength of Republicans in the state) give her high marks (63% favorable vs. 21% unfavorable) and this is equaled by the historically Democrat-leaning rural denizens (66% favorable vs. 23% unfavorable). In the rural southeast area – a place that politically has deserved the label of “Little Dixie” – Fallin has exceptional numbers for a Republican (61% favorable vs. 28% unfavorable).

Not only does Fallin sport a three-to-one favorable to unfavorable ratio (65% favorable vs. 22% unfavorable) in the Sooner State, but she appeals to women (62% favorable vs.

21% unfavorable) almost as well as she does among men (66% favorable vs. 22% unfavorable). Among ALL registered Democrats, Fallin is viewed favorably by more than half (52%) while only a third have an unfavorable impression (33%) of Oklahoma’s fourth Republican governor.

While nationally, we may see class envy campaigns, in Oklahoma, Mary Fallin helps inoculate against that. While she has good numbers among those households earning more than \$100,000 a year (64% favorable vs. 24% unfavorable), she has almost identical numbers among those residing in households with incomes less than \$40,000 (63% favorable vs. 21% unfavorable).

The most critical swing group in Oklahoma consists of registered Democrats who do not support President Obama’s reelection. Among members of this large group (23% of all state voters fall into this category) Fallin has real strength (70% favorable vs. 17% unfavorable). **This ability to reach across the partisan line is also evident in Fallin’s great success among the 35% of Oklahoma voters over the age of 65 (73% favorable vs. 16% unfavorable).**

More impressive is the fact that Fallin’s “strongly” favorable among this group hits 41%. It is only in the last eight to ten years that this group of senior citizens has not been a solid base for Democrats in Oklahoma. With Fallin’s popularity here, she will be an impressive surrogate when the Romney/Ryan ticket faces the inevitable “Mediscare” game of the national Democrats. She likely also helps stem any effort on Medicare and other seniors’ issues the Democrat nominee in CD-2 may hope to create.

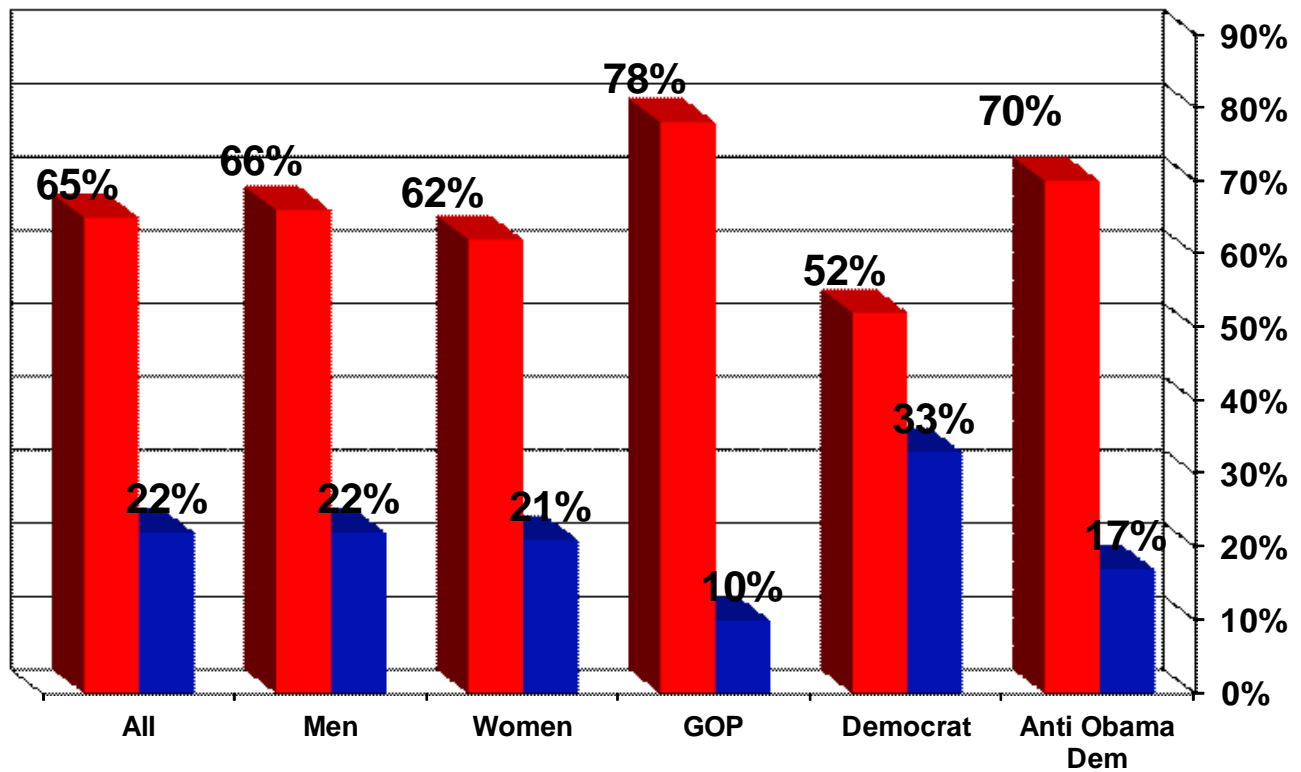
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# SOONER SURVEY

I want to read you a list of names, and I want you to tell me first if you have heard of the person. Then, if so, please tell me whether you have a favorable or an unfavorable impression of that person.

	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Heard of No Opin.	Never Heard of
1. Mary Fallin	34%	31%	9%	13%	11%	3%

■ Favorable ■ Unfavorable



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

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*This edition of the Sooner Survey was conducted between August 6 - 11, 2012. It was a telephone survey of 500 registered voters in the State of Oklahoma. The sample accurately reflects 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% of the "true values," where "true values" refer to the results obtained if it were possible to interview every voter in the state.*