

SOONER SURVEY



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Bice Holds Narrow Lead

Trump up Six in District He won by Double-digits in 2016

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Republican State Senator Stephanie Bice currently leads incumbent Democrat Member of Congress Kendra

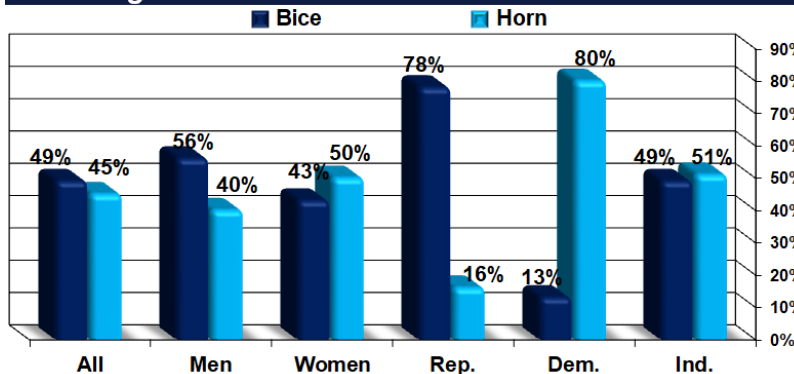
Horn by four points in our latest Sooner Survey, a special survey of 500 Likely Voters in Oklahoma's Fifth Congressional District.

As is the case in the presidential contest, relatively few voters remain undecided. Bice

currently has a lead of 49%-45% for Horn with only 6% yet to choose. At this time, Bice may have a little more room to grow as Republicans are slightly less unified (78% Bice / 16% Horn) than are registered Democrats (13% Bice / 80% Horn). Registered Independent voters are very evenly split (49% Bice / 51% Horn), though even on a 500-sample study, this is a small cell size.

Bice's strength lies in the two rural counties (66% Bice / 27% Horn) and the vote rich Edmond and Northwest OKC / Bethany / Warr Acres portions of the district (52% Bice / 44% Horn) while Horn does well in the eastern part of Oklahoma County (30% Bice / 57% Horn) and the southwest (47% Bice / 53% Horn).

US Congressional District 5 Ballot?



The greatest differences (aside from partisan affiliation) is along age lines. Currently, Horn dominates among those under 45 years of age (35% Bice / 59% Horn) but loses all voters over that age by double-digits including losing those between 55 and 64 by 20 points (57%

Bice / 37% Horn). Should those under 45 comprise more than our 30% model, the race could be closer.

Another interesting difference is how support for the candidate correlates with how the voter plans to cast a vote. Among the 25% of voters intending to vote by absentee, Horn has a very large lead (24% Bice / 74% Horn) but among the 46% waiting for election day, the numbers are almost reversed (63% Bice / 29% Horn).

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As much as either candidate may try to separate from the national narrative, there really is no escaping it. Most voters are simply picking a party and staying loyal. Among those committing to vote for Donald Trump, 93% are voting for Bice while 94% of Biden voters are voting for Horn.

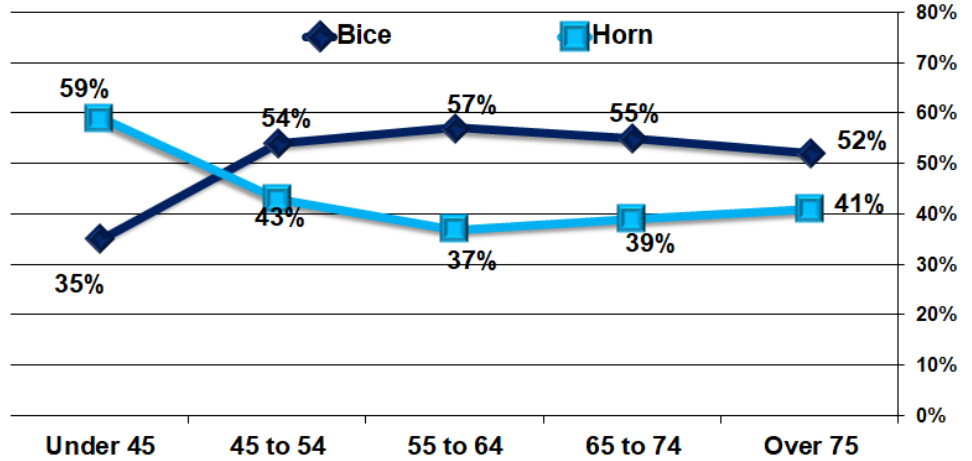
Because of the alignment, it is important to understand what is going on in the presidential contest. Here, Donald Trump holds a six-point lead (49% / 43%) over Joe Biden. The other candidates were included but together combined for only 4% of the vote (3% for Libertarian Jo Jorgensen and 1% for Independent Kanye West) and only 4% remain undecided. The internals for the presidency look very similar to that for congress with the exception of registered Independents breaking slightly for Trump (42% Trump / 38% Biden) as 12% are committed to one of the other candidates.

The most polarizing national figure is not either of the ones vying for president, but rather the current Speaker

of the House Nancy Pelosi. Not only do 59% of CD5 voters say they have an unfavorable impression of Pelosi, 53% categorize their opinion as "strongly unfavorable". Among the 6% of voters who are undecided (a small cell size of only 24 cases), Pelosi has even worse ratings (19% favorable / 62% unfavorable). This explains why the Bice campaign is working to tie Horn to Speaker Pelosi and why Horn has sought high profile opportunities to break away from the person she supported for the office.

Horn is slightly more defined than is Bice. 99% of voters say they have at least heard the name Kendra

CD-5 Ballot?- by Age

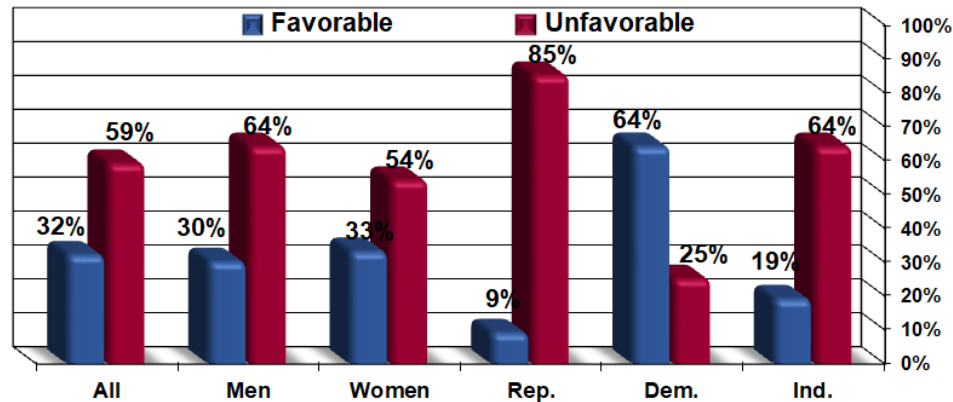


Horn and only 6% have not yet formed an opinion. Fully 79% have formed a strong opinion of the incumbent and they are evenly split (34% strongly favorable / 36% strongly unfavorable). Bice is not quite at that same point today. Fully 6% say they have heard the name and

another 12% cannot rate her. The intensity for, and especially, against Bice is not as strong (26% strongly favorable / 21% strongly unfavorable). All of this indicates that there is a

Nancy Pelosi Favorable?

17% Strongly Favorable; 15% Somewhat Favorable; 6% Somewhat Unfavorable; 53% Strongly Unfavorable; 7% Heard of, No Opinion; 2% Never Heard Of



greater opportunity to change how voters think about Stephanie Bice than how they think about Kendra Horn between now and election day.

This contest will be very close. It will largely mirror the presidential contest and although there is a small amount of defining Bice that can still occur, this contest appears to be much more about motivation than persuasion. Given the current status of the presidential contest and the negative perception of Nancy Pelosi, Bice should be considered a favorite one month out.

SOONER SURVEY QUESTIONS

1. What would you say is the likelihood of voting in the upcoming November elections? Would you say it is:
(Read list)

- 89% Extremely Likely
- 11% Very Likely
- Only Somewhat Likely (Terminate with thanks)
- Not Likely at All (Terminate with thanks)
- (Do not read) Undecided (Terminate with thanks)

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)? (Randomize Names)

	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	(DNR) Heard of No Opinion	(DNR) Never Heard Of
2. Stephanie Bice	26%	20%	14%	21%	12%	6%
3. Kendra Horn	34%	14%	10%	36%	6%	1%
4. Nancy Pelosi	17%	15%	6%	53%	7%	2%

5. If the election for President were held today, would you be voting for (Randomize)?

- 49% Donald Trump, the Republican
- 43% Joe Biden, the Democrat
- 3% Jo Jorgensen, the Libertarian
- 1% Kanye West, an Independent
- Jade Simmons, an Independent
- Brock Pierce, an Independent
- 4% (Do not read) Undecided

6. If the election for US Congress were held today, would you be voting for: (Rotate)

- 49% Stephanie Bice, the Republican
- 45% Kendra Horn, the Democrat
- 6% (Do not read) Undecided

7. In the upcoming election, how do you plan to vote? (Randomize)

- 25% Absentee voting through mail
- 24% Early in person
- 46% On election day
- 5% (Do not read) Uncertain

This edition of Sooner Survey was conducted September 25-30, 2020. The study of 500 registered voters in Oklahoma's 5th Congressional District were collected by live agents on mobile (52%) and landline (21%) telephones and through our text-to-web CAWI system (27%). The confidence interval associated with this sample is that 95% of the time the results are within 4.3% of the true values.



During his more than 25 years with Cole Hargrave Snodgrass & Associates, Pat McFerron supervised polling and telephone voter contact programs in more than 40 states - including polling for numerous successful presidential, 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.