



OK-02 Republican Primary Horserace Poll

OK-02 Survey of Likely Republican Voters
June 20-22, 2016
N=521

Mullin Leads Jackson by 11-Points Ahead of Tuesday Primary Yet Voters Remain Persuadable

Five days ahead of the June 28th Oklahoma Second Congressional District Republican primary, sitting U.S. Representative Markwayne Mullin leads veteran challenger Jarrin Jackson 51.7 percent to 40.2 percent, with 8 percent undecided in initial polling. Representative Mullin enjoys the support of 53.5% of male Republican likely voters, versus 39% support for Mr. Jackson in this group. Among Republican women, Mullin has the support of exactly half of likely voters, while Jackson has 41.3 percent support. Mullin's support is stronger among older voters, as voters over the age of 55 support Mullin over Jackson 56.3 percent to 43.7 percent among voters who have made a choice in the race. Among the smaller group of younger voters under the age of 35, Jackson enjoys an 82-18 percent advantage over Rep. Mullin.

InsideSources tested a number of messages, both positive and negative, related to the two candidates. Positive messages tailored to Republican primary voters led nearly two-thirds of respondents to report that they were more likely to vote for the associated candidate for both Markwayne Mullin and Jarrin Jackson. However, respondents seemed to be swayed more easily by a positive message related to Representative Mullin, by nearly ten points. This may be due to the themes chosen in the message, or also due to a desire to positively evaluate an incumbent candidate many of these voters may have voted for in the past.

A negative message was also tested for Mullin, which led a significant plurality of Republican likely voters to report that they were less likely to support the incumbent. However, 29.5 percent of the weighted sample reported that this negative message would not alter their vote choice, and only slightly fewer (21.1 percent) reported that they would actually be more likely to support the incumbent as a result of the message. Female voters responded that they would be less likely to support Mullin after hearing the message at greater rates than male voters, with 53.3 percent of female voters stating this intention while only 45.3% of male voters reported similarly.

Following exposure of all three message tests to likely voters, respondents were invited to report their vote intention. Notably, challenger Jarrin Jackson leads Rep. Mullin 45.8 percent to 39.6 percent in a weighted sample of likely voters after receiving these three messages. Nearly all of Markwayne Mullin's 11-point lead evaporates, with roughly half going to Jackson and another half increasing the ranks of undecided Republican primary voters. This may be a result of a lack of a negative message test for Jackson, but it does suggest that Jackson has the ability to close the gap with Mullin and pull ahead with effective messaging in the closing weekend of the race.

Selected Crosstabulated Results

Note: All numbers are percentages. Numbers without parentheses are percentages of the total weighted sample, while numbers in parentheses are within-row percentages. Due to rounding, columns may not total 100 percent.

Initial Ballot Preference by Gender

	Markwayne Mullin	Jarrin Jackson	Undecided	
Female	25.5 (50)	21.1 (41.3)	4.4 (8.7)	51
Male	26.2 (53.5)	19.1 (39)	3.7 (7.5)	49
	51.7	40.2	8	

Initial Ballot Preference by Age Cohort

	Markwayne Mullin	Jarrin Jackson	Undecided	
18-24	1.3	3.2	0	4.5
25-34	0.3	4	0	4.3
35-44	4.9	1	0	5.9
45-54	13	7	2.3	22.3
55-64	14	10.9	0.8	25.7
65-74	11	9.6	3.9	24.5
75+	7.2	4.5	0.9	12.6
	51.7	40.2	8	

Mullin Negative Message Test by Gender

	More Likely to Support	Less Likely to Support	Not Affect	
Female	11.6 (22.7)	27.2 (53.3)	12.2 (23.9)	51
Male	9.6 (19.5)	22.2 (45.3)	17.2 (35.1)	49
	21.2	49.4	29.4	

State Education Standards by Gender

	Support	Oppose	Not Sure	
Female	10.4 (20.4)	13.7 (26.9)	26.9 (52.7)	51
Male	17.3 (35.4)	16.4 (33.5)	15.2 (30.1)	49
	27.7	30.1	42.1	

Topline Results

Note: All numbers are percentages. Due to rounding, columns may not total 100 percent.

Q1: Initial Ballot Preference

If the Republican Primary for U.S. for U.S. Congress were being held today, who would you vote for?

Markwayne Mullin	51.7
Jarrin Jackson	40.3
Not sure	8

Q2: Mullin Positive Message Test

I'd like to tell you a little about both candidates running for the Republican nomination and ask your opinion of them. Incumbent Congressman Markwayne Mullin has been endorsed by Senators James Lankford and Jim Inhofe. Mullin is a rancher and businessman. Supporters of Markwayne Mullin say he represents the conservative Oklahoma principles of limited government. He has voted to defund and eliminate Obamacare and to defend the sanctity of life. Does hearing this make you MORE LIKELY, LESS LIKELY, or does it NOT AFFECT whether you will vote for Markwayne Mullin?

More likely	67.4
Less likely	12.6
Not affect	20

Q3: Mullin Negative Message Test

Opponents of Markwayne Mullin point out that he is a strong supporter of the Export-Import Bank, which they argue supports corporate welfare for large companies. Mullin is also facing an ethics investigation for earning too much income outside Congress, and his business received hundreds of thousands of dollars in Obama Stimulus funding. Does hearing this make you MORE LIKELY, LESS LIKELY, or does it NOT AFFECT whether you will vote for Markwayne Mullin?

More likely	21.1
Less likely	49.4
Not affect	29.5

Q4: Jackson Positive Message Test

Former Senator Tom Coburn has endorsed Jarrin Jackson, a graduate of West Point who served in Afghanistan, earning two Bronze Stars and leading over 500 soldiers. His supporters say he is a conservative who will strengthen our military, defend the Constitution, protect individual liberties, and unleash the growth of free market capitalism. Does hearing this make you MORE LIKELY, LESS LIKELY, or does it NOT AFFECT whether you will vote for Jarrin Jackson?

More likely	58.4
Less likely	7.7
Not affect	33.9

Q5: Post-Treatment Ballot Preference

Now that you know a little more about the candidates, who do you plan to vote for in the Republican Primary?

Markwayne Mullin	39.6
Jarrin Jackson	45.8
Not sure	14.6

Polling Methodology

Survey results are based on a sample of registered Republican voters in Oklahoma's 2nd Congressional District. Respondents were contacted over landline telephone via random-digit dialing on June 20-22, 2016. Data was gathered via interactive voice response (IVR) calls. Out of 1622 partial responses, 521 complete responses were gathered. Poll analysis was conducted by Praecones Analytica.

Respondents who indicated that they were not intending to vote were screened from participation in the study. Responses have been weighted according to gender, age, and county of residence to match the population of Republican voters in the 2014 OK-02 Republican primary election. Data on gender and age were collected via survey while county of residence was taken from voter file data. All participants were given the opportunity to answer the same set of questions. The MoE for the poll with only these demographic weights applied is 6.7%. Some additional items were included in the questionnaire which were not reported but will be released in the future.

Responses have also been weighted using a likely voter scale taking into account past voting history in Republican primary elections for the U.S. House, interest in politics, self-declared likelihood of voting, thought dedicated to the Republican election, news consumption related to the primary election, knowledge of where to vote, with adjustment given to particularly young voters who are historically underweighted on such scales. The scale was used to select likely voters using an expected turnout rate of 27%, equivalent to the 2014 Republican primary election for OK-02.

Applying likely voter weighting serves to focus poll results on the 27% of the sample which is most likely to turn out to vote, given that this proportion is the turnout rate we expect given past history. As such, this effectively reduces the sample size of the poll to 141 individuals. The smaller effective sample size and adjustments to the design effectiveness of the survey from using weights results in a margin of error of 10 percent. As elections draw closer and the pool of likely voters defines itself, likely voter survey designs become increasingly effective in predicting final vote tallies over registered voter survey designs. We took the choice to derive and present estimates from a likely voter design with a larger margin of error rather than estimates from registered Republican voters because we believe that at this stage in the race likely voter estimates will be much better indicators of the result on Election day.