



To: Interested Parties
From: Foundation for Economic Prosperity
Date: October 9, 2018
Re: Polling Numbers for Stitt/Edmondson/Powell

The Oklahoma Governor's race has tightened dramatically since August when Stitt held a 16-point lead over Edmondson following the late-August Runoff. September polling averaged a margin of 5.25 percent between the party nominees with Stitt leading. Both candidates are spending heavily on television, in addition to a massive influx of third-party expenditures from both the Democratic Governors and Republican Governors associations. Television spending by groups through October 15 total \$1.3 million for Stitt, versus \$1.6 million for Edmondson, but does not include unreported social media expenditures. This marks the first time that Stitt has been outspent in the election. Given the tightening of the race, both the *Cook Political Report* and *Real Clear Politics* have moved it from "Likely Republican" to "Lean Republican."

More troublesome than the statewide polls, is the fact that Stitt is trailing republican state senate nominees in at least five solid republican turnout districts by an average of 8.6 percent. For Stitt to maintain control of the election, his campaign will have to ensure strong republican turn out in Congressional Districts 1, 3, and 5. With that, he can concede Congressional Districts 2 and 4 to Edmondson. If turnout is low, particularly in CD 5 among republicans, Stitt's campaign may slide into the loss column versus Edmondson who is currently gaining momentum without negative attacks upon his record.

Statewide Governor Polls

- Foundation for Economic Prosperity, Aug 6-8 (Stitt 49 – Edmondson 33 – Powell 5)
- Sooner Poll, Sep 5-10 (Stitt – 47 – Edmondson 44 – Powell 3)
- Foundation for Economic Prosperity, Sep 11-13 (Stitt 46 – Edmondson 38 – Powell 3)
- Right Strategy Group, Sep 25-26 (Stitt 47 – Edmondson 43 – Powell 2)
- CHS, Sep 25-28 (Stitt 46 – Edmondson 40 – Powell 4)

Legislative Polls

- Rep. Jon Echols house seat – Stitt running 17 points behind republican nominee
- Sen. Yen open senate seat – Stitt running 10 points behind republican nominee
- Sen. Holt open senate seat – Stitt running 6 points behind republican nominee
- Sen. Breechen open senate seat – Stitt running 9 points behind republican nominee
- Sen. Randy Bass open senate seat – Stitt running 9 points behind republican nominee
- Sen. Mike Schulz open senate seat - Stitt running 1 point ahead republican nominee

Given these trends, it is imperative that pro-business, third-party groups engage in the Governor's race to highlight differences between the candidates on issues, as well as political ideologies, among the electorate. To accommodate this, \$600,000 in paid media is needed for two rounds of third-party advertising attacking Edmondson's record between October 15 and November 6.

Exhibit A: Poll Tracking - OK Gov

Poll	Sample	Edmondson	Stitt	Powell	Margin
FEP 08/08/18	500LV	33	49	5	Stitt + 16
Sooner 09/10/18	407LV	44	47	3	Stitt + 3
FEP 09/13/18	500LV	38	46	3	Stitt + 8
RSG 09/26/18	400LV	43	47	4	Stitt + 4
CHS 09/28/18	500LV	40	46	4	Stitt + 6

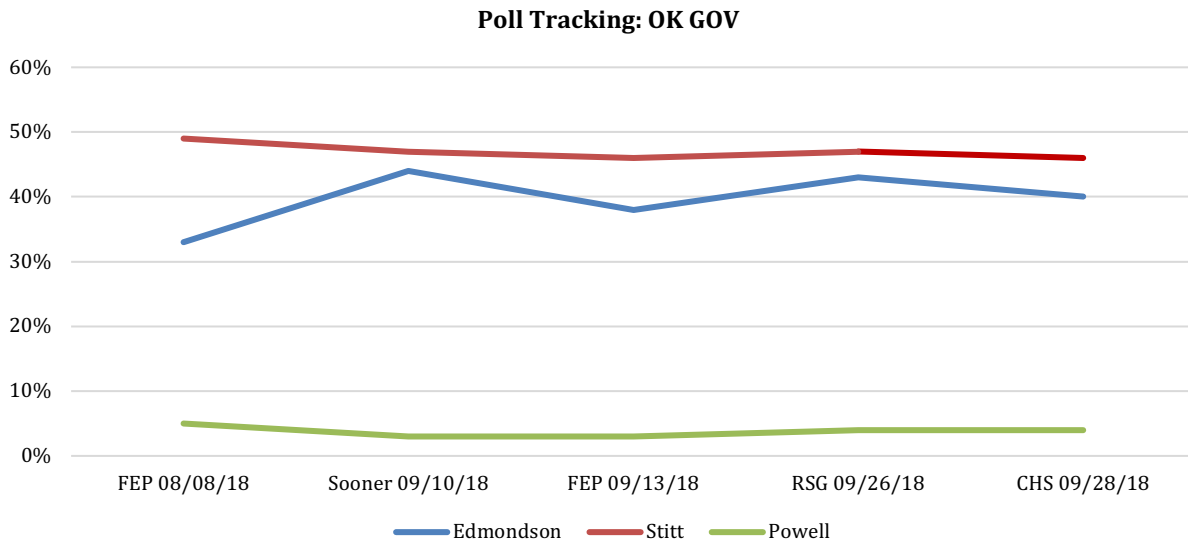
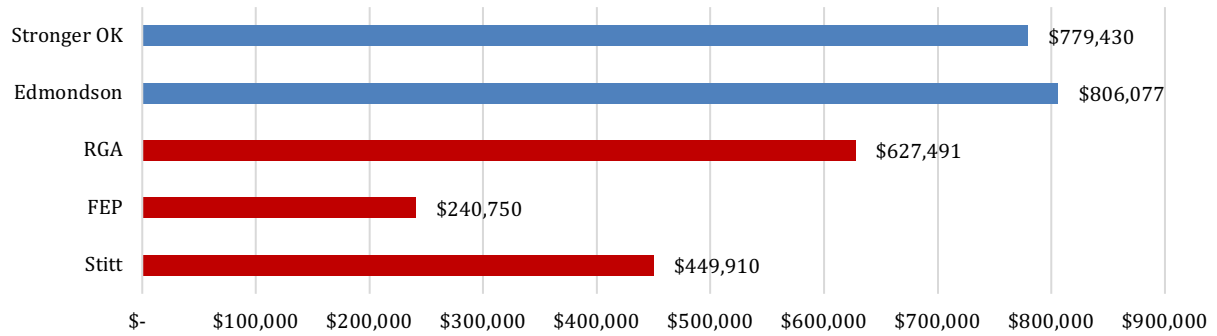


Exhibit B: Media Spending - OK Gov

Media Spending by Group through 10/15/18 - OK Gov



Total Media Spending through 10/15/18 - OK Gov

