



APPENDIX: METHODOLOGY

Change Research surveyed 2079 registered voters in Oklahoma from July 22-26, 2022. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform*

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted all adults living in the state of Oklahoma. Those who indicated that they were not registered to vote were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was conducted on behalf of Oklahoma's Children, Our Future, and conducted online by Change Research. Post-stratification was performed on age, gender, education, ethnicity, 2020 presidential vote, and congressional district. Weighting parameters are based on the demographic composition of 2022 general election voters, based on probabilistic turnout scores provided by Deck. These scores incorporate past vote history and demographic factors, as well as environmental factors including media coverage, fundraising numbers, and candidate demographics.

The modeled margin of error for this survey is 3.1%, which uses effective sample sizes** that adjust for the design effect of weighting.*

** We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*

*** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*

(1)

<https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. *Survey Sampling*, 1965.

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REPORTED QUESTIONS

1. What do you think should be the highest priorities for the Oklahoma government? Please choose two.

- Increasing access to health care
- Fighting inflation
- Cleaning up corruption in government
- Providing comprehensive background checks for gun purchases
- Working with Native American tribes
- Preserving gun rights and protecting the Second Amendment
- Implementing school vouchers
- Banning the teaching of Critical Race Theory and monitoring content taught in Oklahoma schools
- Legalizing marijuana
- Reducing crime and protecting law and order
- Something else (please specify)

2. Do you approve or disapprove of how each of the following are doing their job?

[Strongly approve | Somewhat approve | Somewhat disapprove | Strongly disapprove | Not sure]

- Kevin Stitt as Governor
- Joy Hofmeister as State Superintendent of Public Instruction
- Joe Biden as President
- The Oklahoma legislature

3. If the election for Governor were held today and the candidates are the following, who would you vote for?

- Joy Hofmeister, the Democrat
- Kevin Stitt, the Republican
- Natalie Bruno, the Libertarian
- Ervin Yen, Independent
- Not sure

4. How well does the word “corrupt” describe the following?

[Very well | Somewhat well | Not too well | Not well at all | Not sure]

- Governor Kevin Stitt
- The Oklahoma legislature
- The U.S. Congress
- President Joe Biden

5. This year, candidates for office are being asked to sign an anti-corruption pledge. The pledge includes the following provisions:

- Supporting legislation to stop politicians, their staffs, their families, and their donors from cashing in at the taxpayers’ expense, including a two year ban on lobbying for any politician after they leave office.
- Stopping secret meetings with special interests, undisclosed gifts and failures to comply with the state’s open records act.
- Cleaning up elections by getting big money out of politics and preventing politicians from handpicking their own voters.
- Returning power to voters and protecting our right to vote on important issues.

Do you support or oppose this pledge?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure

6. Thus far, Kevin Stitt has not signed this pledge while Joy Hofmeister has. Does this make you:

- Make you more likely to vote for Kevin Stitt
- Make you more likely to vote for Joy Hoffmeister
- Make no difference at all in how you would vote