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TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH, PH.D., KYLE LOVELESS
SUBJECT: OKLAHOMANS SUPPORT CUTTING INCOME TAXES
DATE: SEPTEMBER 28, 2023

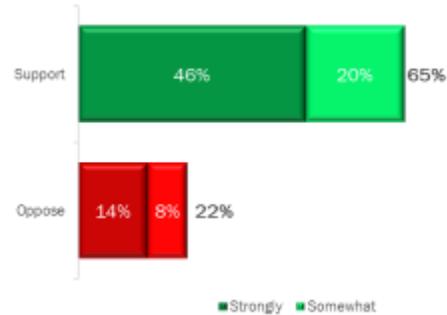
A recent survey conducted by WPA Intelligence on behalf of the Oklahoma Council of Public Affairs and Americans for Prosperity – Oklahoma found that an overwhelming number of Oklahomans support both Governor Stitt’s call for a special session to address this issue and roughly that same amount of voters support getting rid of income taxes in Oklahoma.

The evidence also suggests that any if Republican legislator, and potentially some Democratic legislator, were to oppose removing the state’s income tax, they are doing so at their own peril.

Voters Support Governor Stitt’s Efforts to Cut Income Taxes

Almost three times as many voters support (65%) than oppose (22%) Governor Stitt’s efforts to cut income taxes.

- A majority of Republicans (83%) and Independents (57%) support Governor Stitt’s efforts.
- And even 38% of Democrats support the Governor’s efforts to address this issue.
- Moreover, Republicans, regardless of their ideology, strongly support the Governor here.



As you may be aware, Oklahoma Governor Kevin Stitt recently announced a special session of the Oklahoma Legislature, to address income taxes and provide for an income tax cut. Do you support or oppose Governor Stitt’s efforts to cut income taxes?

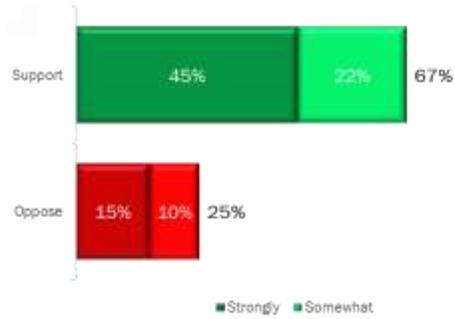
	Overall	Party			Republican Ideology		
		GOP	Ind/Other	Dem	GOP Very Con	GOP Smwt Con	GOP Moderate
Support	65%	83%	57%	38%	91%	88%	74%
Oppose	22%	9%	24%	44%	5%	7%	18%

A Majority of Voters Support Efforts to Get Rid of Income Taxes

Over two-thirds of voters (67%) support getting rid of Oklahoma’s income taxes. And this includes:

- More than eight-in-ten Republicans (82%),
- Roughly two-thirds of Independents (64%),
- 43% of Democrats.

	Overall	Party		
		GOP	Ind/Other	Dem
Support	67%	82%	64%	43%
Oppose	25%	14%	20%	47%

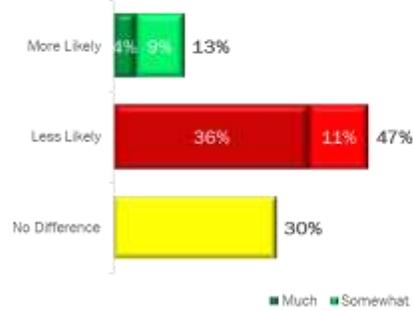


Currently, Oklahoma has an income tax rate is 4.75%. Governor Stitt has called for getting rid of Oklahoma’s income tax in a gradual way, so that other taxes do not have to be increased. Do you support or oppose efforts to get rid of Oklahoma’s income tax?

Opposing Stitt on Income Tax Removal Increases Electoral Risk for Republicans

Almost half (47%) of Republicans would be less likely to vote for a candidate for Oklahoma state legislature who goes against Stitt’s tax proposal.

- This includes a majority of Very Conservative (55%) Republicans.
 - Voters likely to be in the Republican Party’s base and vote in Republican primaries.
- And almost half (46%) of somewhat conservative Republicans



	Republican Ideology			
	GOP Overall	GOP Very Con	GOP Smwt Con	GOP Moderate
More Likely	13%	10%	13%	14%
Less Likely	47%	55%	46%	38%
No Difference	30%	28%	34%	32%

And would you be more or less likely to vote for a candidate for Oklahoma state legislature who goes against Governor Stitt’s tax cut proposal, or does it make no difference to you?

Methodology

WPA Intelligence conducted a study of likely voters in Oklahoma.

WPAi selected a random sample of registered voters from the Oklahoma voter file using Registration Based Sampling (RBS). The sample for this survey was stratified based on geography, age, gender, partisanship, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator interview (26% landline, 10% cell phone) and text-to-web interviews (64% SMS) September 23-25, 2023. The study has a sample size of n=523 likely voters with a margin of error of $\pm 4.3\%$ in 95 out of 100 cases.

About WPA Intelligence

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin’s 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Principal Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign. We have also been recognized by Campaigns & Elections’ Reed Awards for the Best Use of Data Analytics/Machine Learning, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solutions.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections’ Technology Leader of the Year; Amanda Iovino, Principal, Matt Knee, Vice President and Director of Analytics, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)’s prestigious 40 Under 40 list.