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October 4, 2016

Sent via Overnight Mail

Vicki Davis
Senior Campaign Finance Analyst
Reports Analysis Division
Federal Election Commission
999 E Street, N.W.
Washington, D.C. 20463

Re: Catalyst Oklahoma July Quarterly Report
Identification Number: C90016080

Dear Ms. Davis:

Catalyst Oklahoma, Inc. ("Catalyst") is an Oklahoma not-for-profit corporation established on November 15, 2013, and organized as a social welfare organization under the Internal Revenue Code, 26 U.S.C. § 501(a). Consistent with that designation and with its By-Laws, Article 4, Section 4.2, Catalyst seeks to promote social welfare through research and promotion of pro-growth public policies based on free market principles to ensure a vibrant economy for Oklahoma.

From the beginning, Catalyst's primary goal has been to educate citizens, opinion leaders and policy makers of the importance of sound fiscal and economic policy to job growth, financial well-being and overall quality of life for all Oklahomans. Catalyst seeks to accomplish this goal through social welfare activities such as conducting surveys regarding independent public policy issues and providing results to Oklahoma residents, researching issues affecting pro-growth policy development in Oklahoma, developing recommendations on how Oklahoma can better promote growth within the state's job market and economy and encouraging voter registration and participation.

Enclosed are exhibits demonstrating some of Catalyst's activities during the past three years. Exhibit A shows the results of a poll conducted by Catalyst. Exhibit B shows the results of a survey conducted in Oklahoma City in November of 2015. Exhibit C shows findings from a public opinion survey conducted in Oklahoma City in October of 2013. The direct expenditures for these different surveys illustrate the breadth of Catalyst's activities: Exhibit A cost only \$75.00; while Exhibit B cost \$20,000.00, and Exhibit C cost \$152,000.00.

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To date, Catalyst has spent \$1,306,896.87 well in excess of half of its total expenditures on these and similar social welfare pursuits. The amount spent on independent expenditures supporting federal candidates pales in comparison.

Most significantly, Catalyst does not solicit contributions for the purpose of furthering independent expenditures as contemplated by 11 CFR § 109.10(e)(vi) and thus is not required to identify any person who made a contribution in excess of \$200, *Id.* Catalyst solicits contributions to further its purpose and mission of promoting social welfare through research and promotion of pro-growth public policies.

The foregoing explains why no contributions were shown on Line 6 of the FEC Form 5 filing by Catalyst, as pointed out in Item 2 of your September 1, 2016, letter. None was required.

Catalyst concedes that its 24-hour report was filed late, as stated in Item 1 of your letter. In mitigation of its late filing, Catalyst asks the Federal Election Commission to consider (1) Catalyst's inexperience in making and reporting federal independent expenditures, since this is the first time Catalyst has been required to make such a report; (2) this is obviously the first late report Catalyst has filed, and (3) any harm to the public has been *de minimus*. In addition, Catalyst has educated those responsible so that such late filing is unlikely to be repeated.

Catalyst is eager to provide additional information if necessary. Please contact the undersigned if you have questions or need additional information.

Sincerely,


Glenn Coffee



ABOUT JOIN ISSUES NEWS CONTACT

Poll Results

To keep OK going in the right direction, what is the most important issue for policymakers to tackle?

Holding down taxes

10% 22

Bringing jobs and business to the state

17% 39

Holding down the growth of state spending

7% 16

Improving education

48% 110

Protecting OK from federal government overreach

19% 44

A Survey of 500 Registered Voters in Oklahoma City, Oklahoma
Conducted November 2 – 6, 2015
Margin of error: +/- 4.3%

Hello Mr./Mrs. _____, I'm _____ with CHS & Associates, a national research firm. We're speaking with people in Oklahoma City today about a variety of issues.

1. First, do you think that things in Oklahoma City are going in the right direction or do you think that things have pretty seriously gotten off on the wrong track?

66% Right track
 23% Wrong track
 11% (Do not read) Undecided

2. What do you consider the most important issue facing Oklahoma City today? (Open ended)

20% Jobs / Economy
 5% Taxes / Budget
 20% Education
 18% Roads / Infrastructure
 12% Crime / Public Safety
 2% Government Leadership
 2% Immigration
 6% Miscellaneous
 15% Undecided

Now I want to read you a list of names. For each one, please tell me first if you have heard of this person or organization, then if so; please tell me if you have a favorable or an unfavorable impression of that person or organization. (Randomize Names)

	Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Heard of No Opinion	Never Heard of
3. Mick Cornett	47%	27%	5%	7%	8%	6%
4. Ed Shadid	15%	15%	9%	12%	20%	29%
5. The Oklahoma City Chamber of Commerce	23%	36%	7%	6%	25%	3%
6. Downtown Business Leaders	18%	28%	6%	4%	24%	20%
7. Larry Nichols	15%	14%	4%	3%	24%	40%
8. (Ask of half the sample) Clay Bennett	23%	18%	4%	3%	19%	32%
9. (Ask of half the sample) Aubrey McClendon	12%	19%	12%	7%	21%	31%
10. (Ask of half the sample) David Rainbolt	6%	6%	1%	0%	15%	72%
11. (Ask of half the sample) Harold Hamm	11%	16%	4%	5%	23%	41%

12. Occupy Wall Street	8%	8%	10%	25%	17%	32%
13. Environmental Groups like the Sierra Club	17%	17%	10%	16%	18%	22%
14. Green Party	5%	11%	9%	12%	22%	40%
15. Tea Party	14%	19%	13%	31%	17%	6%

16. When it comes to discussions about the future of Oklahoma City and there are conflicts, who are you most likely to trust? (Rotate statement order)

- 58% Business leaders and those associated with the Chamber of Commerce, the current mayor and former mayors
- 24% Environmental groups, historic preservationists, and other groups associated with Ed Shadid
- 18% (Do not read) Undecided

17. Do you think that the various MAPS programs have been a good thing or a bad thing for Oklahoma City?

- 81% Good thing
- 10% Bad thing
- 9% (Do not read) Undecided

18. Which do you think is the most important priority for area leaders?

- 8% Developing a regional public transit system to include more buses and light rail
- 13% Solving our county jail problems
- 26% Finding ways to better deal with mental health and substance abuse issues
- 4% Creating a visionary MAPS 4 program that continues our city's renaissance
- 17% Focusing on basic infrastructure and neighborhood needs
- 28% Promoting economic development and job creation
- 5% (Do not read) Undecided

Now I want to read you a list of statements. For each one, please tell me if you agree or disagree with each statement.
(After each response, ask:) Would you say you strongly (agree / disagree) or only somewhat (agree / disagree)?
(Randomize statement order)

19. A vibrant downtown Oklahoma City helps our entire community.

- 58% Strongly Agree
- 21% Somewhat Agree
- 7% Somewhat Disagree
- 10% Strongly Disagree
- 4% (Do not read) Undecided

20. Oklahoma City has focused too much on downtown and needs to spend more time and resources in neighborhoods.

- 46% Strongly Agree
- 20% Somewhat Agree
- 17% Somewhat Disagree
- 11% Strongly Disagree
- 7% (Do not read) Undecided

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21. The new convention center will be an important addition to our local economy.

33% Strongly Agree
29% Somewhat Agree
11% Somewhat Disagree
19% Strongly Disagree
8% (Do not read) Undecided

22. (Split the sample with the next question) Oklahoma City needs to do more to help foster development in many of our minority communities. It is important that we don't allow the divisions that happen in other cities to take place here.

54% Strongly Agree
25% Somewhat Agree
7% Somewhat Disagree
8% Strongly Disagree
6% (Do not read) Undecided

23. (Split the sample with the previous question) Oklahoma City needs to do more to help foster development in many of our minority communities.

47% Strongly Agree
29% Somewhat Agree
8% Somewhat Disagree
7% Strongly Disagree
9% (Do not read) Undecided

24. I trust our city leaders to make the right decision when it comes to developing an incentive package for a hotel for the new convention center.

17% Strongly Agree
32% Somewhat Agree
14% Somewhat Disagree
26% Strongly Disagree
11% (Do not read) Undecided

25. (Split the sample with the next question) The City of Oklahoma City should partner with private developers and businesses to grow good paying jobs.

66% Strongly Agree
20% Somewhat Agree
3% Somewhat Disagree
6% Strongly Disagree
4% (Do not read) Undecided

26. (Split the sample with the previous question) The City of Oklahoma City should provide tax incentives to companies so we can grow good paying jobs.

46%	Strongly Agree
28%	Somewhat Agree
9%	Somewhat Disagree
13%	Strongly Disagree
5%	(Do not read) Undecided

(End Randomization)

27. When it comes to the implementation of the downtown street car that was passed as part of the MAPs 3 election, do you think the city is doing an excellent job, a good job, an only fair job, a poor job or do you not know enough to rate their performance?

2%	Excellent
15%	Good
14%	Only Fair
19%	Poor
49%	Do not know enough
2%	(Do not read) Undecided

28. (Ask only if "Only Fair" or "Poor" on previous question) Can you tell me why you don't rate their performance better? (Open ended)

27%	Not Needed
20%	No Progress
15%	General Negative
10%	Waste of Money
9%	Miscellaneous
19%	Undecided

29. While both may be important, which of the following comes closest to your beliefs? (Rotate statements)

52%	I support the progress and development Oklahoma City has made and look forward to additional progress as new projects are implement and undertaken.
37%	I think Oklahoma City is losing too many of its historical buildings and too much of its unique culture as it is pursuing progress and I think it is time to relook at what we are losing.
11%	(Do not read) Undecided

30. How much have you seen, read or heard about the proposal to build to new office towers in downtown? Have you seen... (Read list)

9%	A Lot
21%	Some
25%	Not Too Much
43%	Nothing at All
1%	(Do not read) Don't Know
1%	(Do not read) Refused

31. And based on what you have seen, read, or heard, do you approve or disapprove of the proposal to build two new office towers downtown? (After response, ask:) Would you say you strongly (approve / disapprove) or only somewhat (approve / disapprove)?

21%	Strongly Approve
23%	Somewhat Approve
9%	Somewhat Disapprove
19%	Strongly Disapprove
28%	(Do not read) Don't Know
1%	(Do not read) Refused

(Rotate next two questions)

32. (Skip if "never heard of" on Q4) What issue, action or characteristic do you most associate with Ed Shadid? (open ended)

6%	Positive Personal Traits
6%	Negative Personal Traits
9%	General Negative
6%	General Positive
3%	Honesty
8%	Community Oriented
2%	Ideology
12%	Miscellaneous
48%	Undecided

33. (Skip if "never heard of" on Q3) What issue, action or characteristic do you most associate with Mick Cornett? (open ended)

13%	MAPS
12%	Positive Personal Traits
8%	Mayor
4%	Good Leader
18%	General Positive
6%	General Negative
2%	Weight Loss Program
11%	Miscellaneous
27%	Undecided

34. (Split the sample with the next question) Councilman Ed Shadid has often publicly disagreed with business leaders in Oklahoma City, especially those associated with downtown Oklahoma City like Larry Nichols and Clay Bennett. He has opposed these job creators on issues like the convention center and hotel, tearing down the bus station to make room for new office buildings and the routes for the new downtown light rail system. Do you think Shadid's confrontational approach is a good thing or a bad thing for Oklahoma City?

44%	Good
37%	Bad
20%	(Do not read) Undecided

35. (Split the sample with the previous question) Councilman Ed Shadid has often publicly disagreed when it comes to issues related to downtown development issues like the convention center and hotel, tearing down the bus station to make room for new office buildings and the routes for the new downtown light rail system. Do you think Shadid's confrontational approach is a good thing or a bad thing for Oklahoma City?

48%	Good
32%	Bad
20%	(Do not read) Undecided

(End randomization)

36. Do you agree or disagree with the following statement: While I may not agree with him on all of his positions, the council needs to have diverse opinions, and I am glad Ed Shadid is on the city council and can provide an alternative voice. (After response, ask:) Would you say you strongly (agree / disagree) or only somewhat (agree / disagree)?

50%	Strongly Agree
24%	Somewhat Agree
4%	Somewhat Disagree
9%	Strongly Disagree
13%	(Do not read) Undecided

37. Which of the following age groups is correct for you? Are you: (Read list)

2%	18 to 24
9%	25 to 34
11%	35 to 44
19%	45 to 54
25%	55 to 64
18%	65 to 74
16%	75 and over
1%	(Do not read) Refused

38. How often do you engage in social media platforms such as Facebook, Twitter an Instagram? Would you say you do so?

33%	Multiple times a day
13%	Once a day
11%	A couple of times a week
9%	Only rarely
32%	Never
2%	(Do not read) Undecided

39. Is your household income over or under \$50,000 a year? (If under \$50,000, ask:) Would you say it is over or under \$25,000 a year? (If over \$100,000, ask:) Would you say it is over or under \$75,000? (If over \$75,000, ask:) Would you say it is over or under \$100,000? (If over \$100,00, ask:) Would you say is over or under \$150,000?

11%	Under \$25,000
23%	\$25,000 to \$50,000
25%	\$50,000 to \$75,000
14%	\$75,000 to \$100,000
9%	\$100,000 to \$150,000
6%	Over \$150,000
12%	(Do Not Read) Refused

40. Gender (BY OBSERVATION)

48%	Male
52%	Female

(REMAINING INFORMATION FROM VOTER FILE)

41. Registration

52%	Republican
41%	Democrat
7%	Independent

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42. General Election Vote History

1%	None of the last three
15%	One out of last three
21%	Two out of last three
64%	Three out of last three

43. Municipal Election Vote History

38%	None of the last four
20%	One out of last four
15%	Two out of last four
16%	Three out of last four
11%	Four out of last four

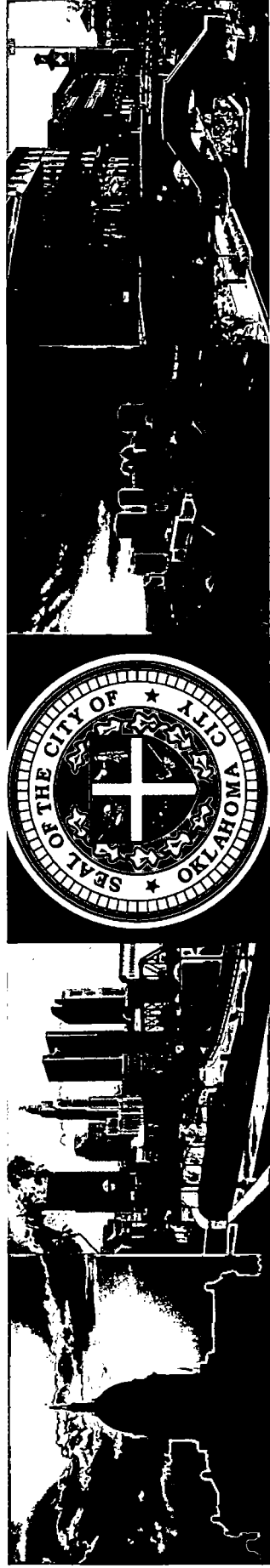
44. City Ward

17%	Ward 1
15%	Ward 2
12%	Ward 3
9%	Ward 4
14%	Ward 5
6%	Ward 6
12%	Ward 7
15%	Ward 8

45. Geographic Region

20%	Near Northwest
12%	South
32%	Far Northwest
14%	East
9%	Canadian County
13%	Cleveland County

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Oklahoma City, Oklahoma

Key Findings from a Survey of 400 Likely Voters
Conducted October 8-9, 2013

POS #13406



Neil Newhouse Robert Blizzard

Methodology

Public Opinion Strategies conducted a survey of 400 likely voters in Oklahoma City, Oklahoma.

306 interviews were administered by landline and 94 among cell phone users. The survey was conducted October 8-9, 2013 and has a margin of error of $\pm 4.9\%$.



The Political Environment

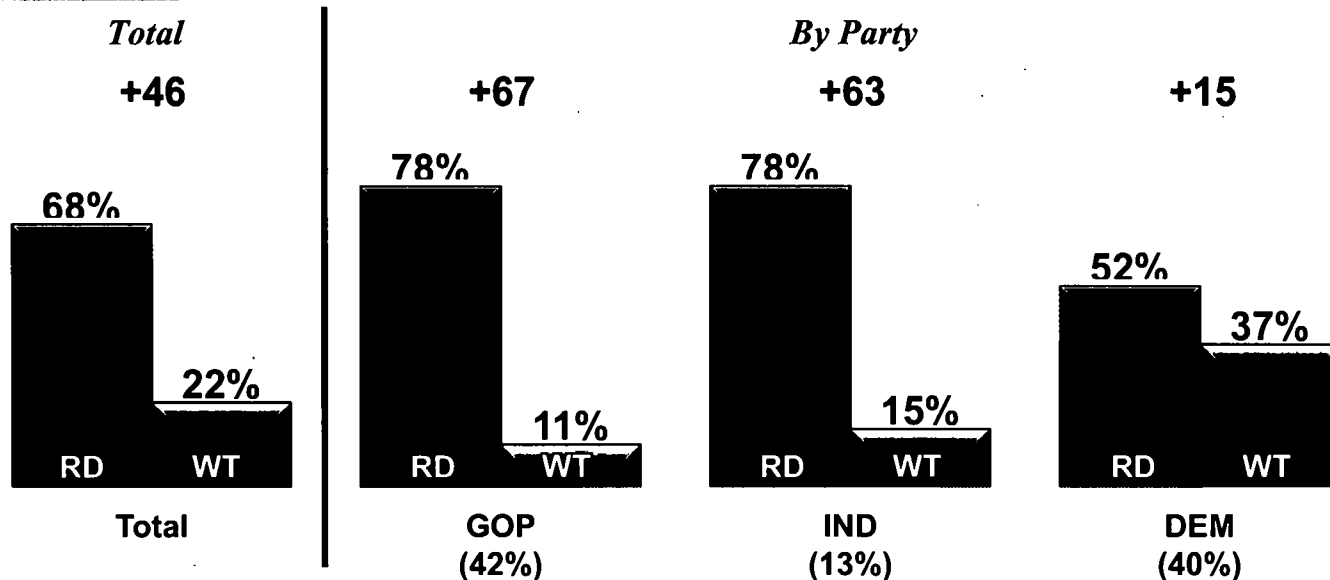
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Compared to what we're seeing nationally, Oklahoma City voters are significantly more positive about how things are going in the city.

Generally speaking, do you believe that things in Oklahoma City are headed in the right direction, or have they pretty seriously gotten off on the wrong track?

National RD-WT*

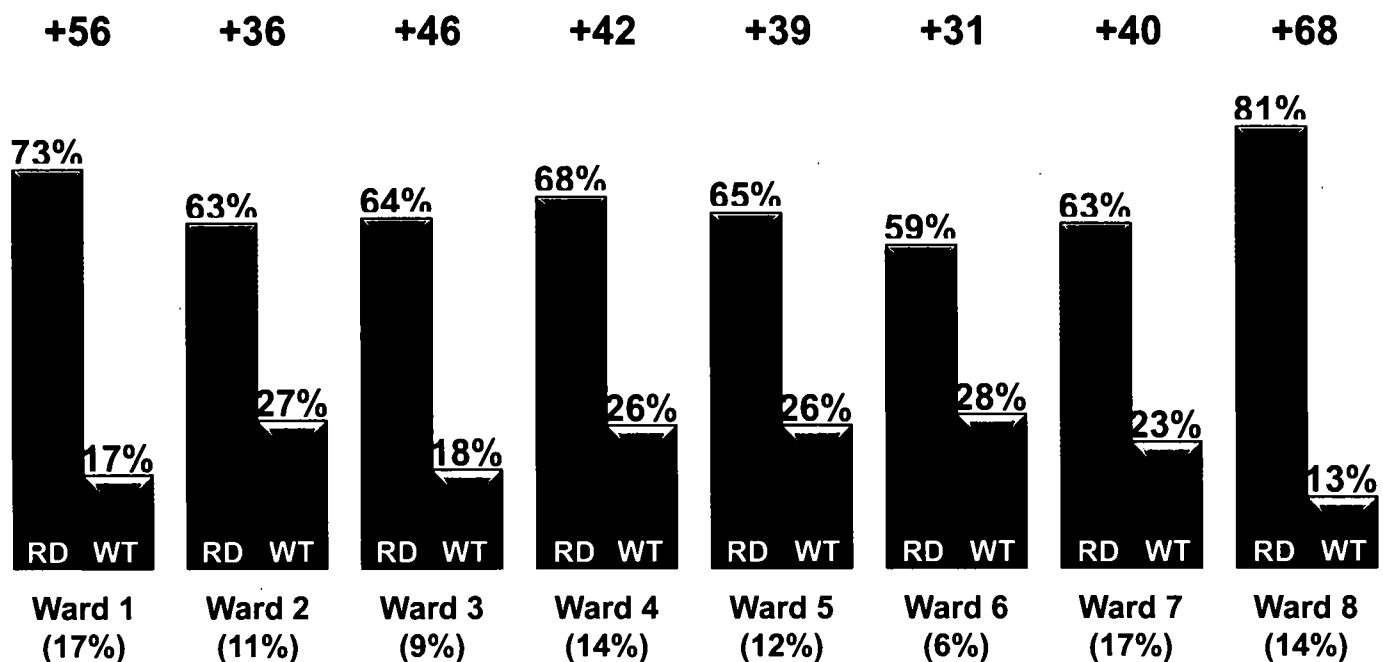
14% - 78%



*Data from an NBC News/Wall Street Journal national survey of 800 adults, conducted October 7-9, 2013.

Voters across the city's wards are upbeat.

City Mood: By City Ward



VERBATIM SUMMARY

What would you say are the best reasons that make Oklahoma City a good place to live?

Overall, voters are extremely positive about the quality of life in Oklahoma City, touting the general culture of the city and its favorable economic conditions as the chief sources of their satisfaction.

To many of these residents, the “way of life” in Oklahoma City makes the area such an appealing place to live. Voters are fond of the Midwestern culture of the city, characterized by the friendly disposition of their people and the comfortable pace of life. They appreciate the “conservative values” and family-oriented nature of the community. Several describe Oklahoma City as a “small-town” with many of the amenities of a large city. As one respondent explained, “I like the small town atmosphere of Oklahoma City. Just the fact that there are still nice neighborhoods and everybody still cares about each other and chips in to help out whenever there is a need.”

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VERBATIM SUMMARY

What would you say are the best reasons that make Oklahoma City a good place to live?
(Continued)

In addition to the positive atmosphere of the city, many voters also praise the low cost of living and prosperous economy of the region. The affordability of real estate coupled with low unemployment rates and a growing economy makes Oklahoma City residents feel like there is ample opportunity for a comfortable life.

As one respondent described, "Employment opportunities are high, the cost of living is low, and I'd say there are enough things to do to be entertained." Other voters allude to improvements to the downtown area, the MAPS project, and the emergence of the Oklahoma City Thunder NBA franchise as examples of the city's positive economic development. One voter summed up the positive improvements of Oklahoma City as, "It's on the fast-track, but it's still not a fast-track city."

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VERBATIM SUMMARY

What would you say are the best reasons that make Oklahoma City a good place to live?
(Continued)

Although not widely discussed, voters who mention the local government do so in a positive light. They appreciate the generally low tax rates, and they describe the government as “responsive” and “encouraging for business.” The Mayor and his administration are admired as being “aggressive” and “innovative.”

Even voters who say the city is “off on the wrong track” echo many of the same positive attitudes as “right direction” voters. Though a couple folks believe the city is outgrowing its size and not investing enough money in schools and education, most of them still believe that Oklahoma City is a great place to live.

VERBATIM RESPONSES

Sample Responses – Qualities of Oklahoma City

Positive Mentions:

- The low cost of living and good people. The character of the people is high and they are nice.
- The cost of living and the opportunities.
- It's friendly. I consider it rural but with a lot of big city features.
- We have a new mayor that is progressing with the city and coming up with new things.
- Probably the quality of life and you get more for your money here.
- People, people, people.
- Low unemployment rate.
- Family oriented. The cost of living is pretty low. The conservativeness.
- Crime rate's not too bad.
- I've lived here my whole life. It's a really exciting time to live here, it's really cool to see what's happening.

Negative Mentions:

- Employment opportunities, family life. We're just not into the education here.
- We don't have enough firemen and we don't have enough policemen on the force.
- If I didn't live here because of my job, I wouldn't live here.
- I think the right wing has taken way too much of a hold here in Oklahoma and we're going to separate because of that.

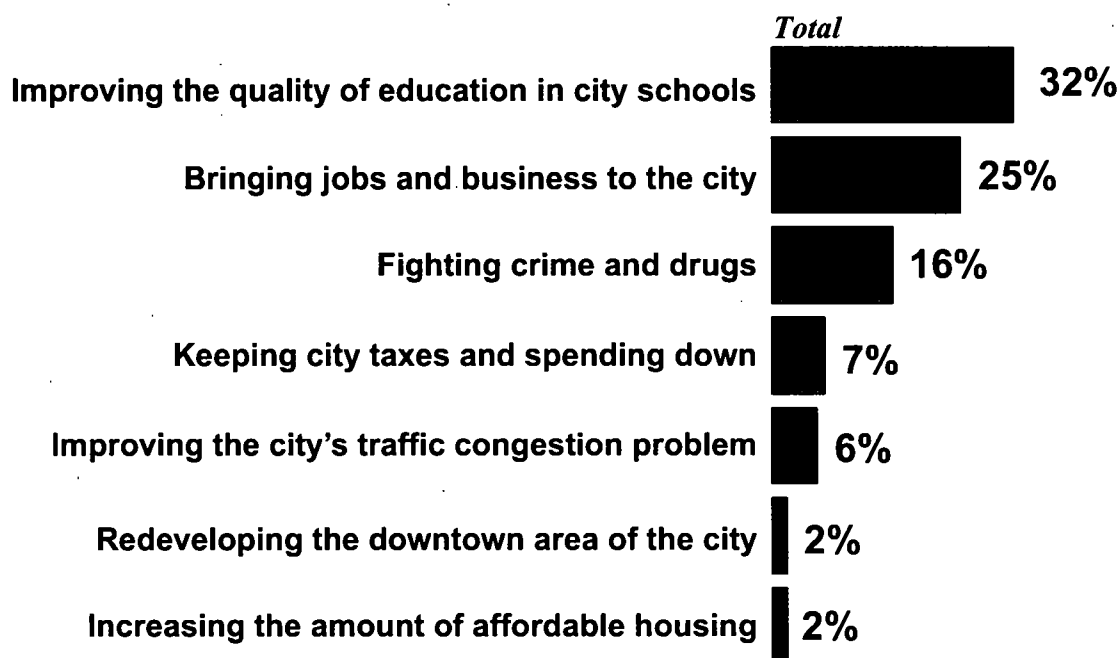
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OKC Issues

Improving education tops voters' priorities for their next Mayor.

And, which ONE of the following issues do you believe should be the top priorities for the next Mayor of Oklahoma City?



While there's not many differences in priority by party or ethnicity...

<i>Top City Issues By Key Groups</i>	Total	GOP (42%)	IND (13%)	DEM (40%)	White Men (36%)	White Women (36%)	Afr-Am (14%)
Improving the quality of education in city schools	32%	28%	35%	34%	30%	31%	35%
Bringing jobs and business to the city	25%	26%	35%	19%	26%	27%	24%
Fighting crime and drugs	16%	19%	11%	15%	13%	19%	6%
Keeping city taxes and spending down	7%	10%	5%	4%	8%	6%	9%
Improving the city's traffic congestion problem	6%	8%	6%	4%	9%	3%	0%
Redeveloping the downtown area of the city	2%	2%	4%	3%	5%	1%	0%
Increasing the amount of affordable housing	2%	1%	0%	5%	3%	1%	8%

There are some minor differences by ward.

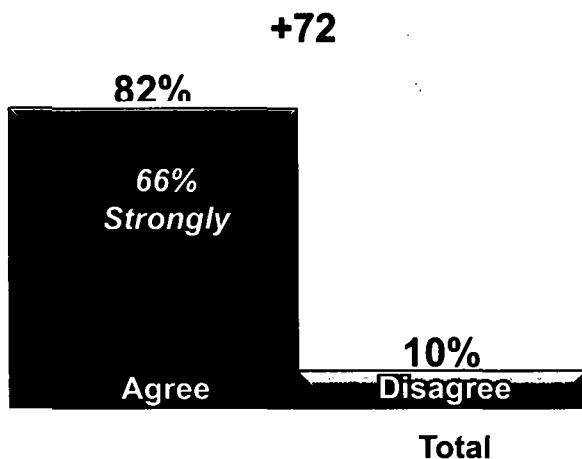
**Top City Issues
By Key Groups**

	Total	Ward 1 (17%)	Ward 2 (11%)	Ward 3 (9%)	Ward 4 (14%)	Ward 5 (12%)	Ward 6 (6%)	Ward 7 (17%)	Ward 8 (14%)
Improving the quality of education in city schools	32%	41%	29%	16%	44%	20%	36%	31%	29%
Bringing jobs and business to the city	25%	19%	28%	28%	26%	35%	8%	27%	23%
Fighting crime and drugs	16%	20%	14%	14%	8%	6%	32%	16%	21%
Keeping city taxes and spending down	7%	7%	4%	12%	10%	8%	4%	3%	7%
Improving the city's traffic congestion problem	6%	3%	12%	11%	0%	13%	4%	3%	7%
Redeveloping the downtown area of the city	2%	2%	4%	3%	2%	2%	4%	0%	5%
Increasing the amount of affordable housing	2%	3%	0%	0%	5%	0%	12%	3%	0%

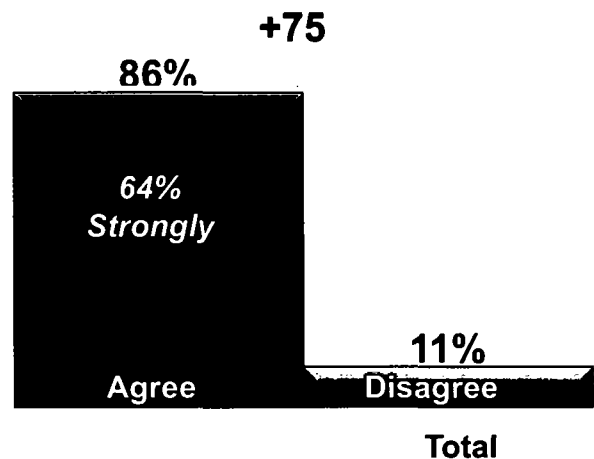
Significant majorities of voters agree that schools are not nearly as good as they should be and local schools should have tornado safety precautions.

Now, here are some things that some people are saying about Oklahoma City. After you hear each one, please tell me whether you agree or disagree.

Our Oklahoma City schools are not nearly as good as they should be.



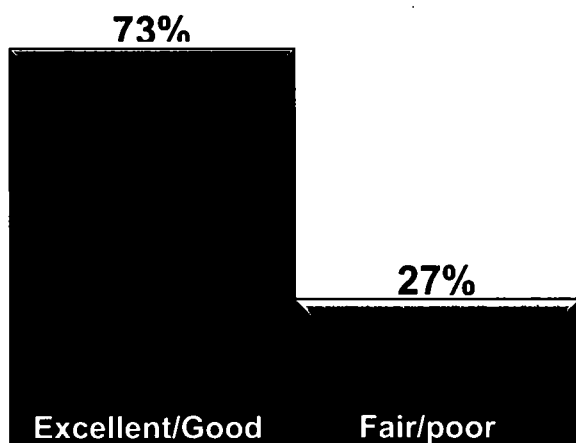
Because many parts of our region have been harmed by tornadoes in recent years, our local schools should be inspected by fire department officials and have safe rooms and shelters installed to protect our children.



Voters seem pretty content with the state of the Oklahoma City economy, and there's not a sense things are getting worse.

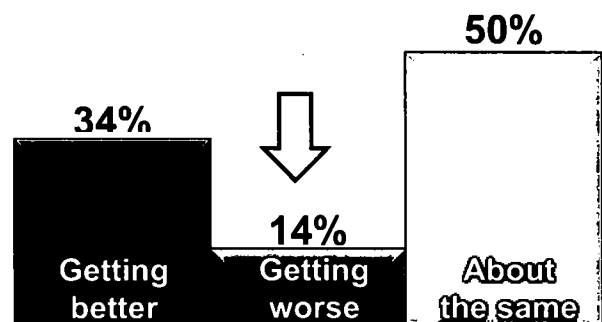
Thinking about the Oklahoma City economy for a moment, would you rate the condition of the city's economy as...excellent, good, only fair, or poor?

+46



Total

And, do you believe that the city's economy is getting better, getting worse, or staying about the same?



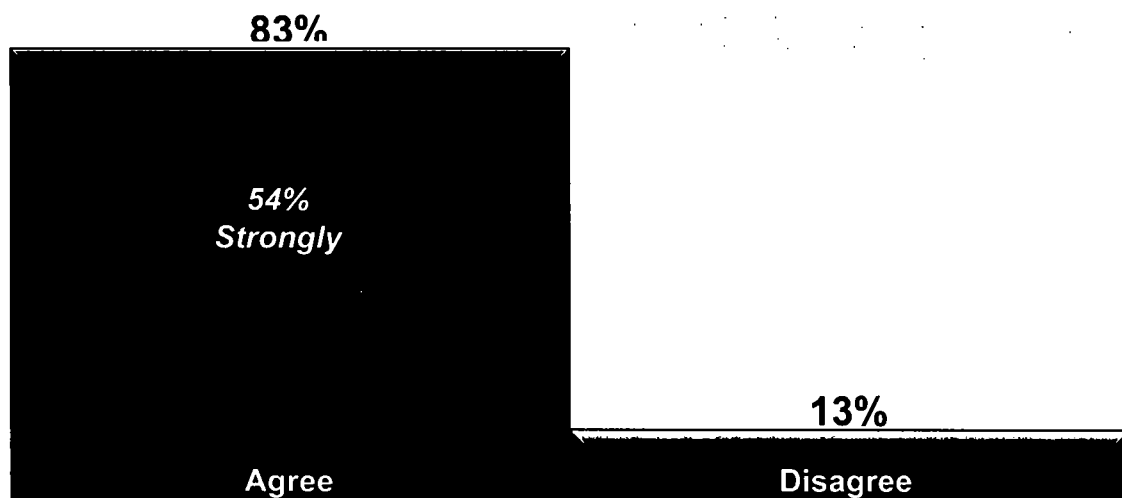
Total

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But, more than eight-out-of-ten agree that the city needs to be careful not to start too many new projects that could increase the budget.

While Oklahoma City's finances are in good shape, we have to be very careful not to start too many expensive new spending programs that could put our city budget in trouble.

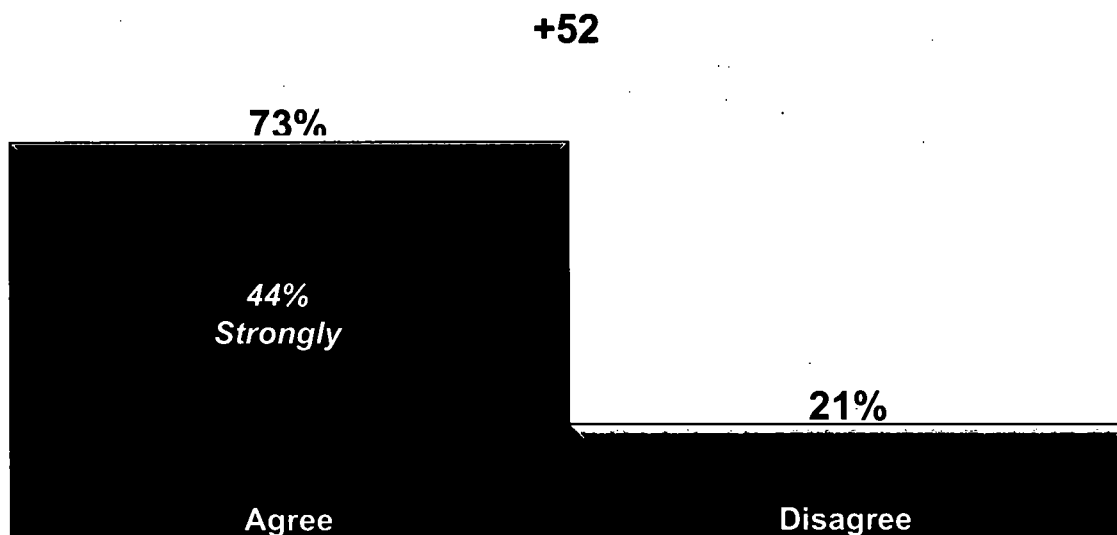
+70



Total

Fully 73% agree that we need to do more to fight crime, including investing money to hire new police officers.

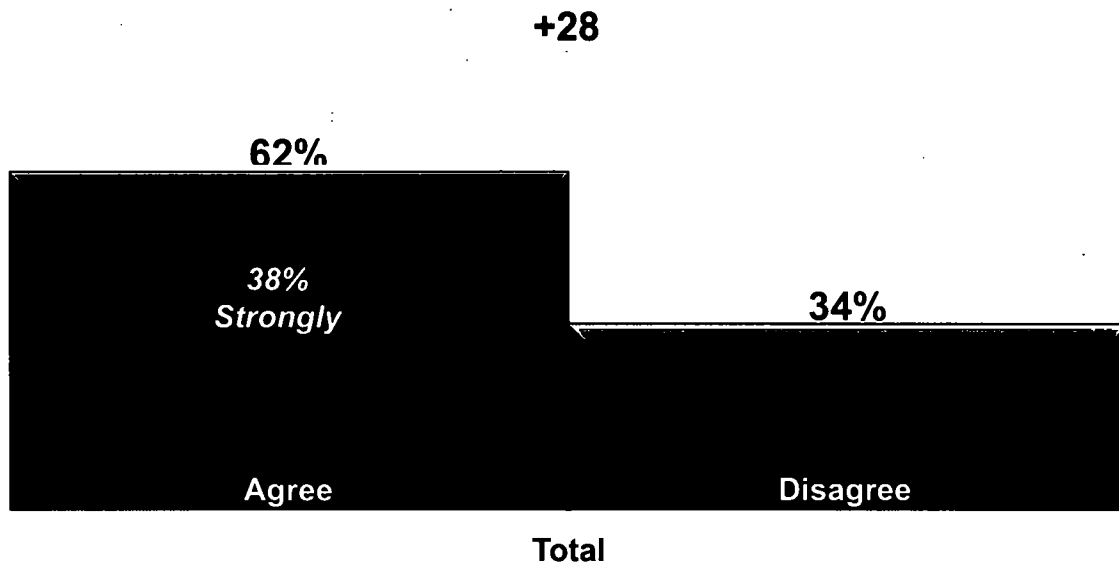
We need to do more to fight crime in Oklahoma City and we should start by investing the money needed to hire 100 new police officers to keep our streets safe.



Total

A majority agree that traffic has not just gotten bad, but is getting worse.

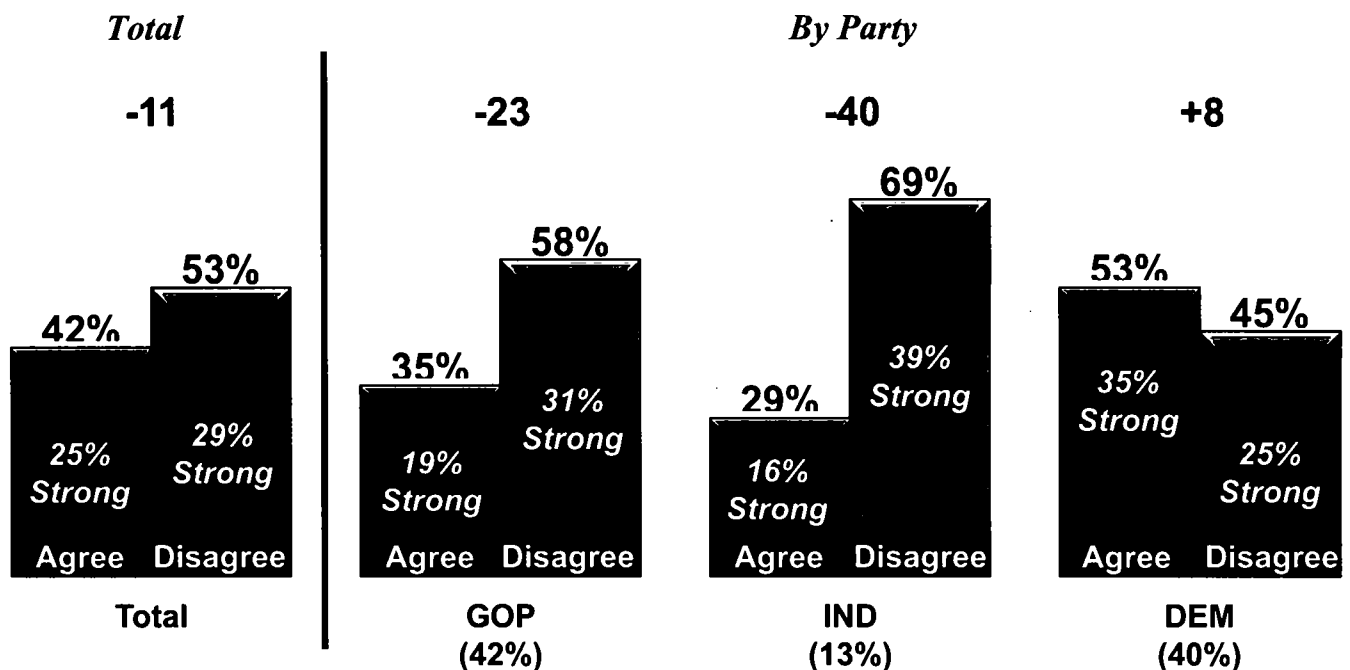
Traffic in Oklahoma City is really getting bad, and it's much worse than it used to be.



NOT FOR RELEASE ON OCTOBER 16, 2013

Still, voters are mixed on whether or not there's too much redevelopment downtown.

There has been just too much downtown redevelopment in Oklahoma City at the sake of our local neighborhoods, and we need to slow things down a bit.

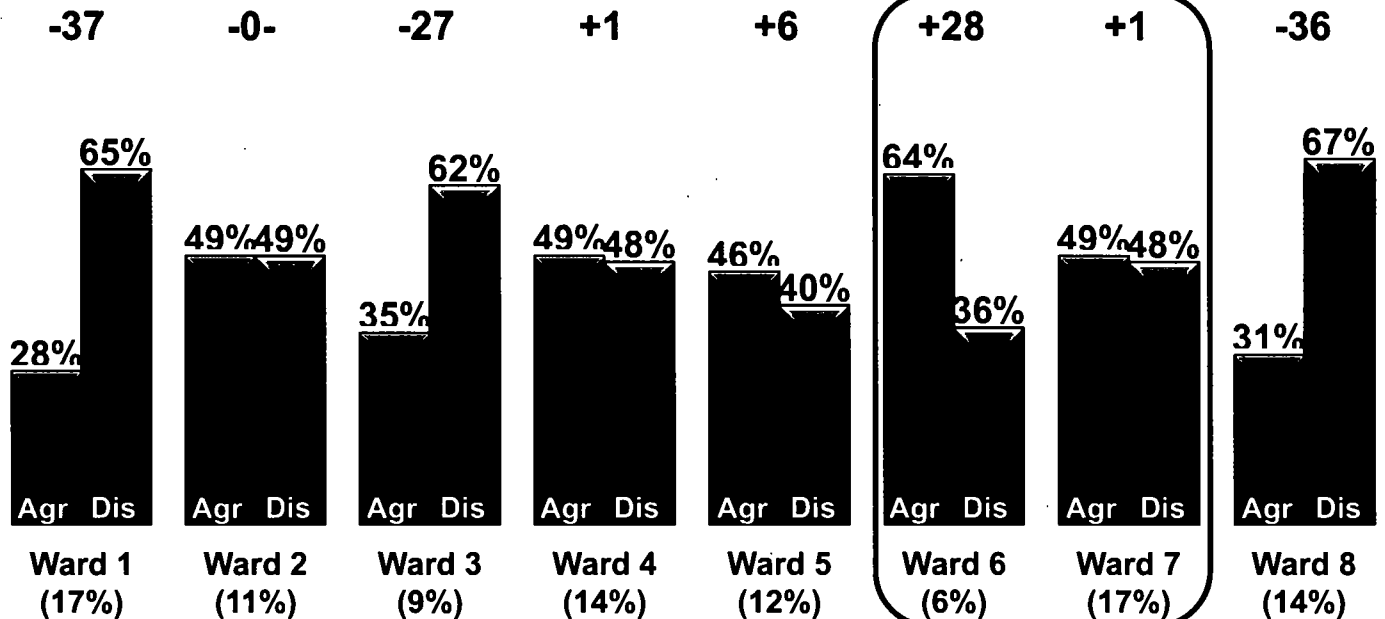


There's some distinct differences here by ward.

There has been just too much downtown redevelopment in Oklahoma City at the sake of our local neighborhoods, and we need to slow things down a bit.

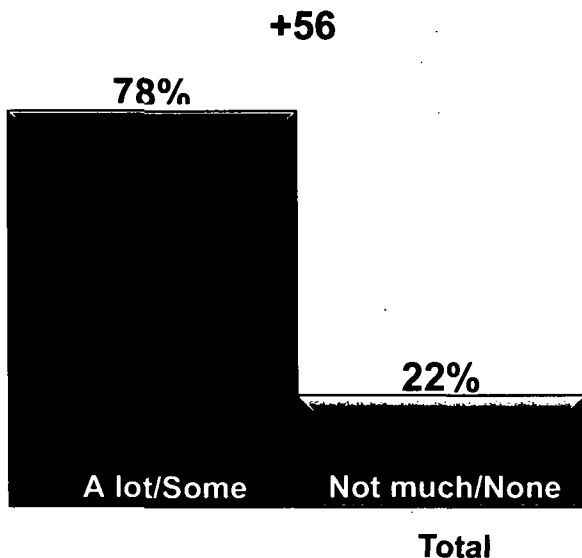
By City Ward

Downtown

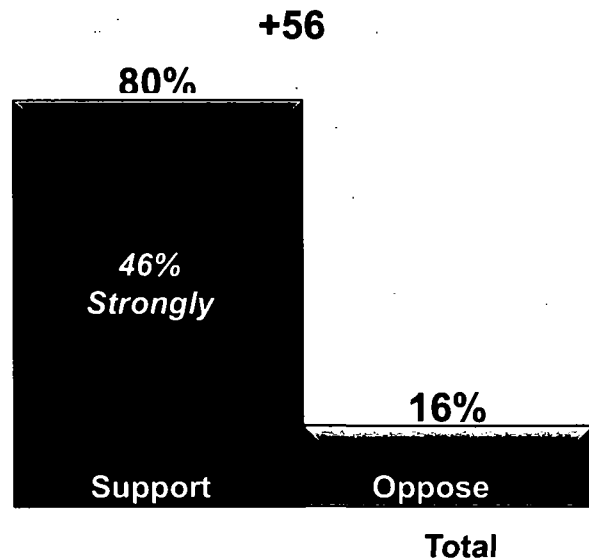


MAPS is well-known and well-liked by OKC voters.

And, on a different topic, how much have you seen, read or heard recently about the Metropolitan Area Projects, also known as MAPS?



And, as you may know, MAPS is a multi-year construction program designed to improve the quality of life in Oklahoma City that is funded by a percentage of your sales tax. In general, do you support or oppose MAPS?

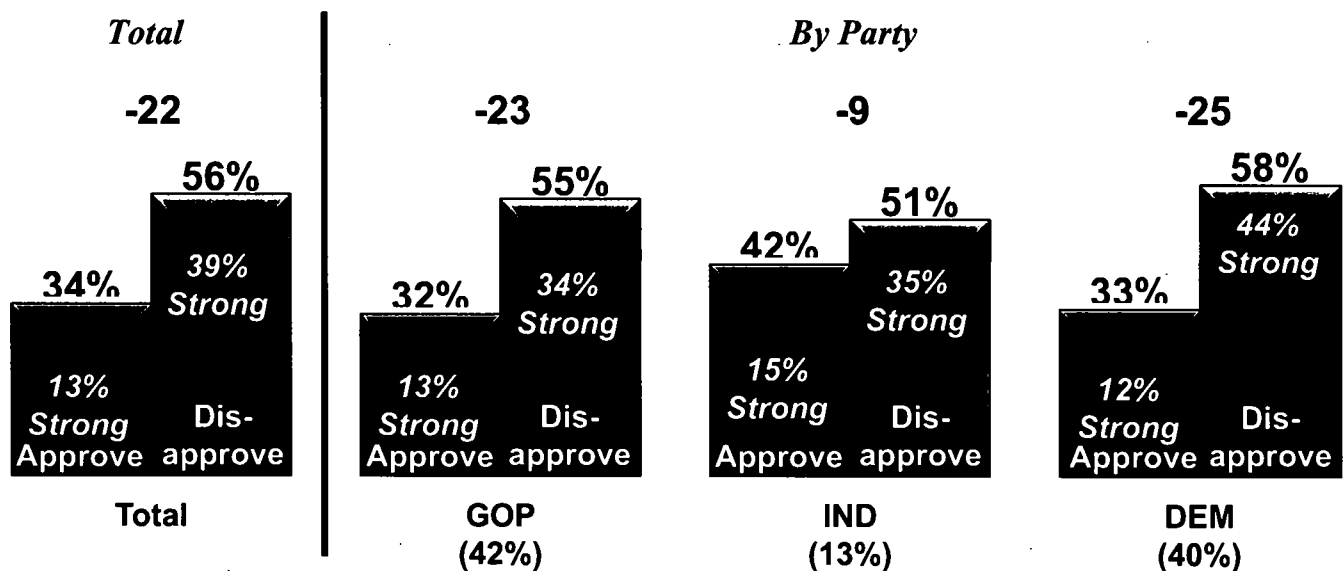


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But, caution: a majority of voters disapprove of how their elected officials are handling the street car system.

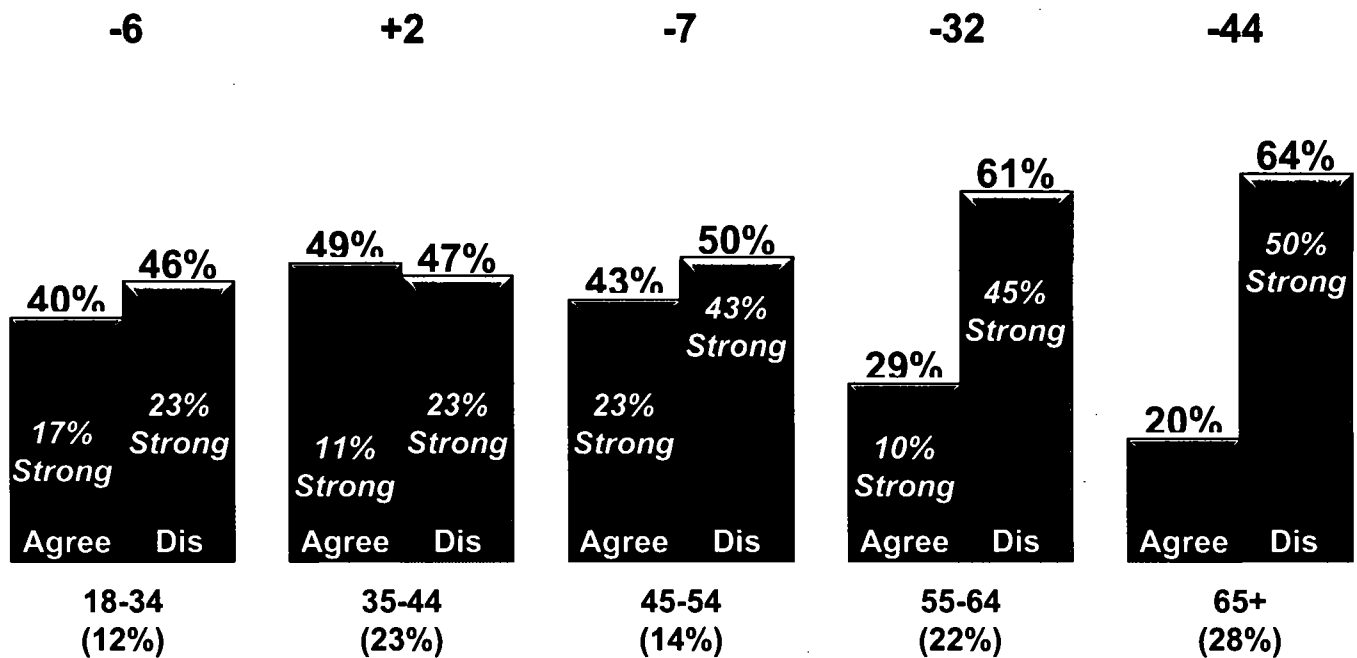
Now, as you may know, as part of MAPS, the Oklahoma City Council approved a project that will build a street car system in downtown Oklahoma City, costing taxpayers approximately ninety-four million dollars.

First, do you approve or disapprove of the job your elected officials are doing handling the street car system?



There are some predictable differences by age.

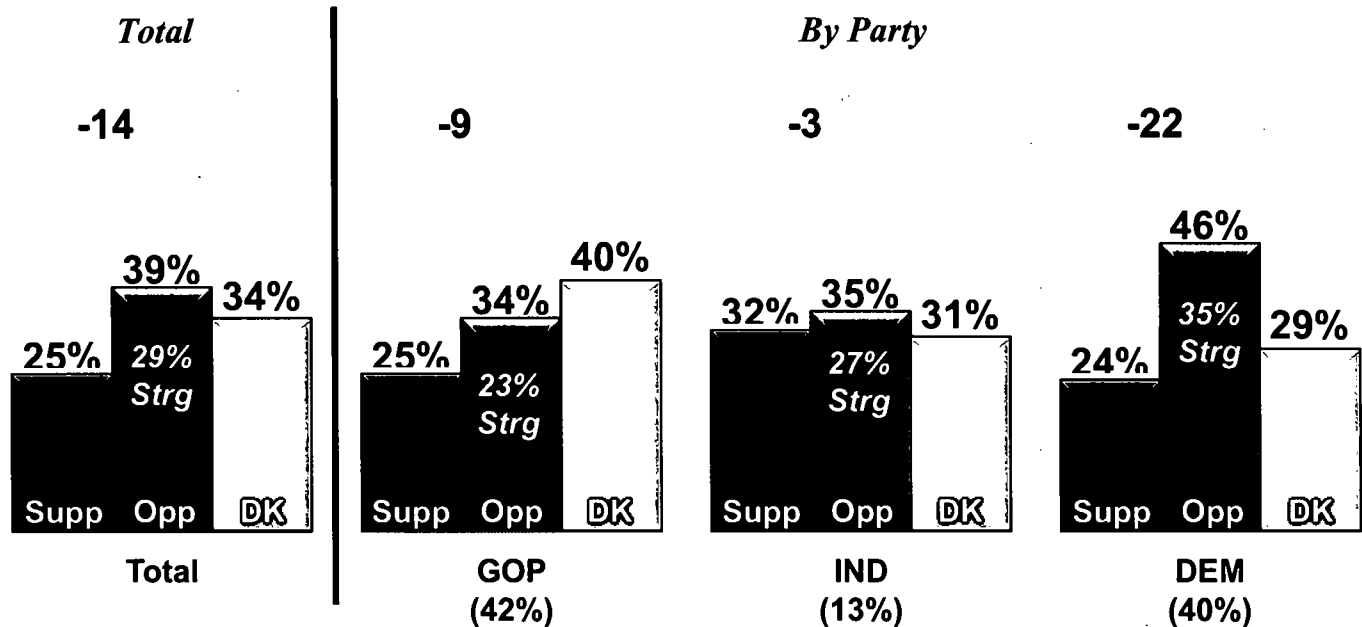
Street Car System Approval: By Age



2013-10-01 10:00:00

And, while one-third aren't sure, more voters oppose the chosen street car route than support it.

And, do you support or oppose the route that has been chosen by your elected officials for the street car project?



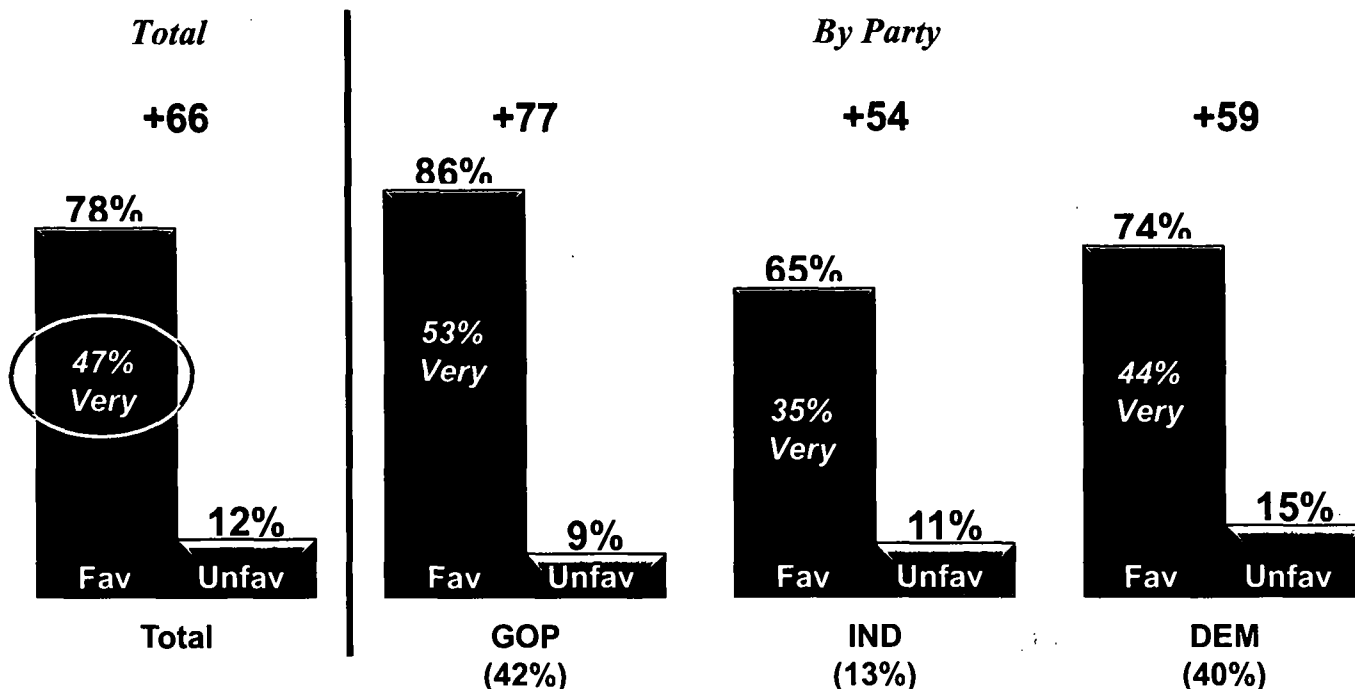
2019-10-05 04:00:17



The Upcoming Mayoral Election

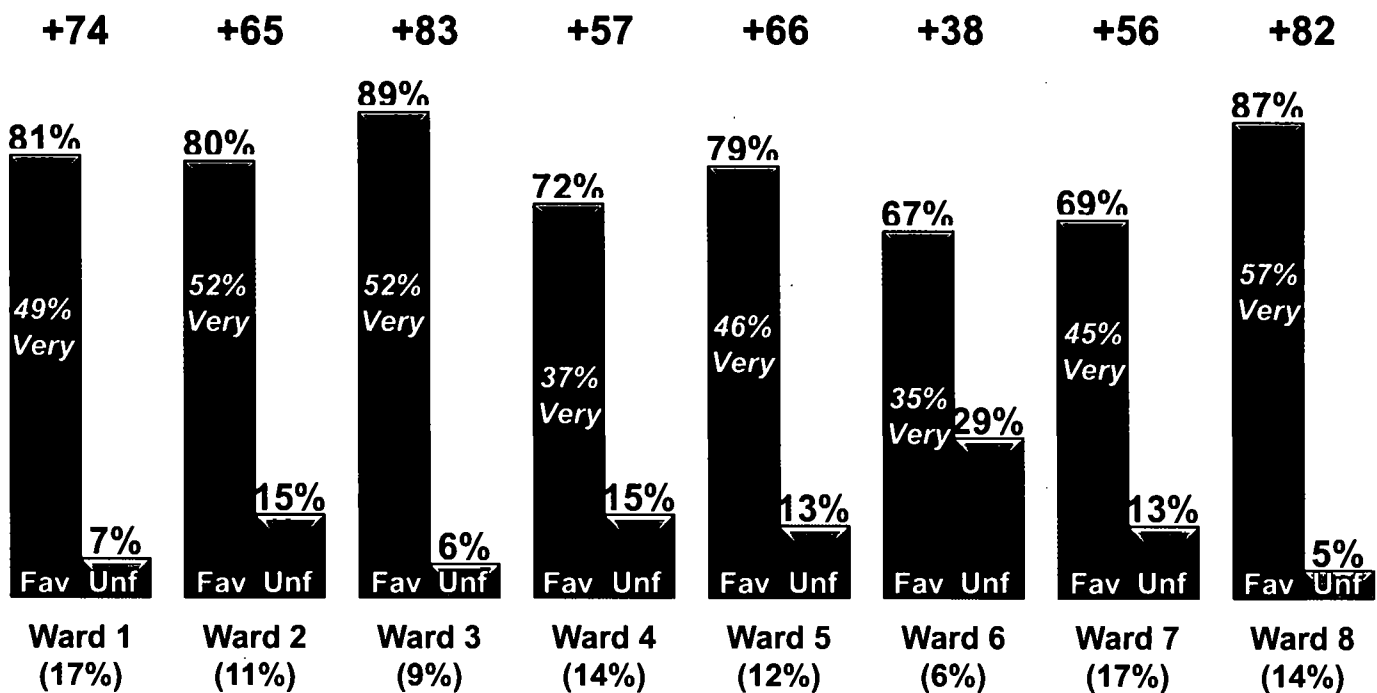
Mayor Cornett has an overwhelmingly positive image, with significant favorable intensity.

Mick Cornett Image



The Mayor is viewed favorably across the city's wards.

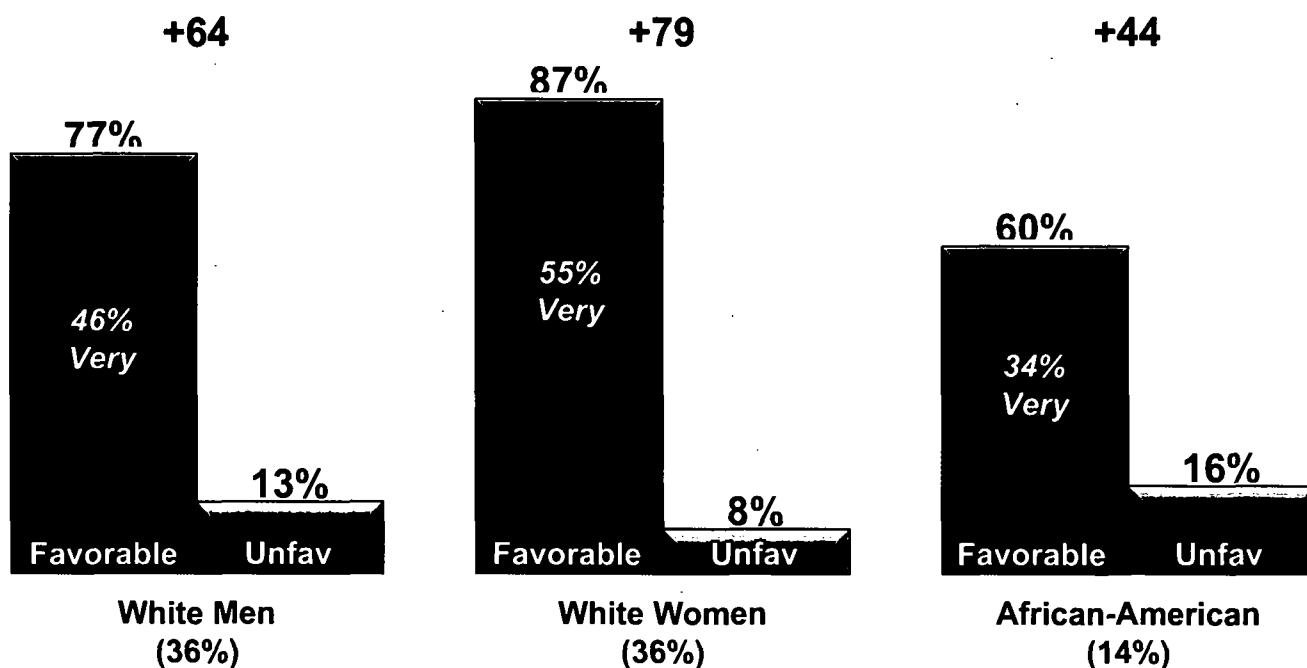
Mick Cornett Image: By City Ward



2013-10-01 09:00:00

And, among both White and African-American voters.

Mick Cornett Image: By Ethnicity



2013-10-01 10:00:00

VERBATIM SUMMARY

What are the first two or three things that come to mind when thinking about Mick Cornett?

Mick Cornett's popularity with Oklahoma City voters is very apparent in the open-ended responses. Overall, voters agree that he is leading the city "in the right direction" as they attest to his proven record as Mayor and his likable personality.

First and foremost, voters believe that Cornett's tenure in office has been extremely successful. They appreciate his leadership in ushering in a wave of successful business development initiatives that have brought sustained economic growth to the area. They recognize Cornett as the principal leader behind the Thunder's move to Oklahoma City as well as being the mastermind of the MAPS downtown development projects. His efforts to revitalize the downtown and attract businesses to the city have led voters to trust his vision for the city. One voter commended him saying, "He has turned the city around. He has kept the momentum going and is a huge advocate for Oklahoma City throughout the country."

VERBATIM SUMMARY

What are the first two or three things that come to mind when thinking about Mick Cornett?
(Continued...)

Voters also believe that Mick Cornett has the demeanor fitting of an Oklahoma City Mayor. They believe he is a friendly and likable personality with an honest and level-headed attitude. Voters also speak highly of his communication skills, explaining that he is very good public speaker who effectively communicates his message to a large audience. Cornett's "healthy living initiative" is also mentioned by a handful of respondents as an example of his ability to engage the public and not be a politician who merely "sits behind a desk."

While a few respondents cite his conservative credentials, his support is undoubtedly bipartisan and rooted in his accomplishments and record. Voters – both Republicans and Democrats – approve of the direction of the city and the positive growth that has occurred under Cornett's tenure.

2013 OCTOBER 31 10:00 AM

VERBATIM SUMMARY

What are the first two or three things that come to mind when thinking about Mick Cornett?
(Continued...)

Among the few voters who hold an “unfavorable” view of the Mayor, there isn’t a real consistent negative theme in their responses. While a few voters say his focus on the downtown development should be replaced by greater attention to the city’s poorer neighborhoods and school systems, others criticize Cornett for an over-willingness to sell out to business interests. To some of these voters, the “maintenance” of the city through essential infrastructure services is more important than development initiatives.

VERBATIM RESPONSES

Sample Responses – Mick Cornett Image

Among Favorable Voters:

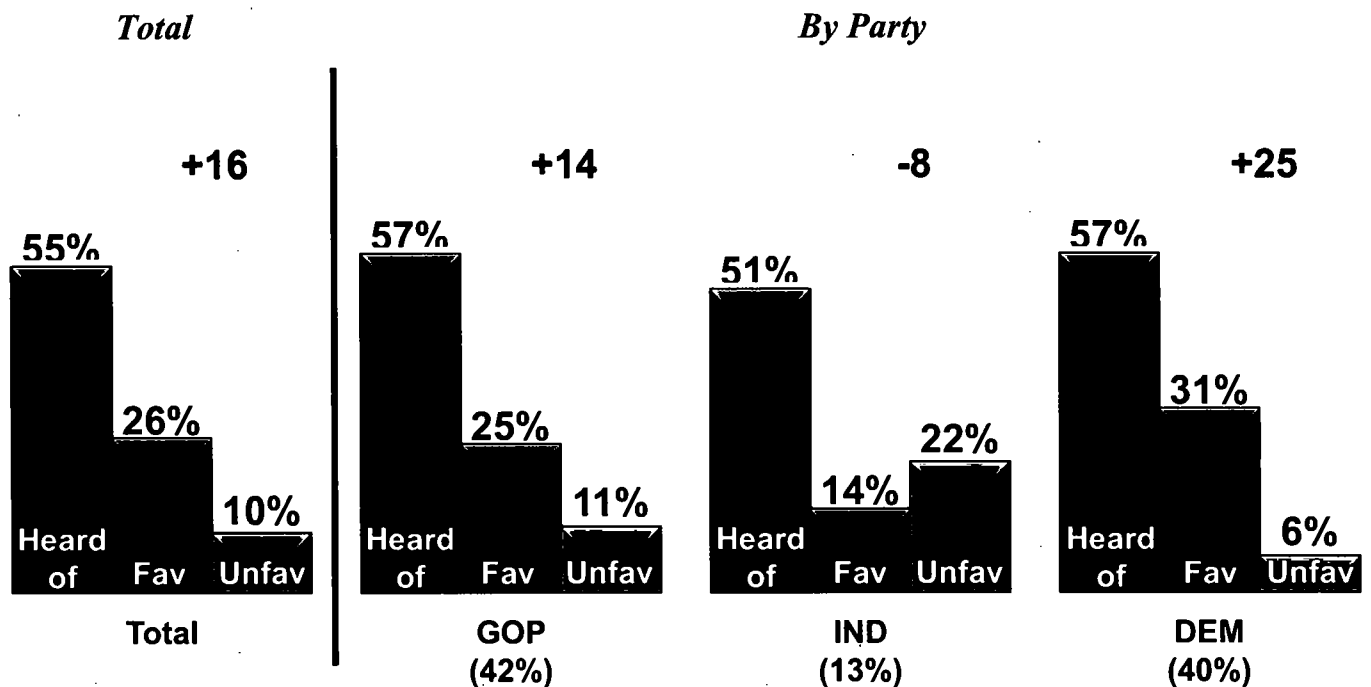
- I know he's brought Oklahoma City to a higher level. It's more attractive to business now than it was, especially downtown.
- He seems to have a good vision for the city.
- Well, he is a good communicator. He looks good when you see him, he has a good looking appearance.
- He brought the Thunder to the city and he helped it get developed.
- He's done a lot for Oklahoma City and growing it in the MAPS program and all that.
- I think that he's an honest man. I like the way that the direction of the city is going.
- Well, you know he seems to always be on the same level. He doesn't get on there mad and hot headed on television.
- He has Oklahoma City going in the right direction.

Among Unfavorable Voters:

- I think that he is just a cheerleader for the Chamber of Commerce and that's his main concern.
- I just think that he sells out to business interests.
- The least I like about him is the fact that I think he's stuck on downtown and can't do anything anywhere else.
- I think he's more concerned with trying to get the development for fancy buildings downtown and high profile stuff, but he doesn't really seem to be concerned with maintaining the city.
- He is for basketball and I'm sick of it.
- I don't care anything about him, he spends too much money.
- What I like least about him is that he is over using the MAPS project. Instead of spending the money where it needs to be.

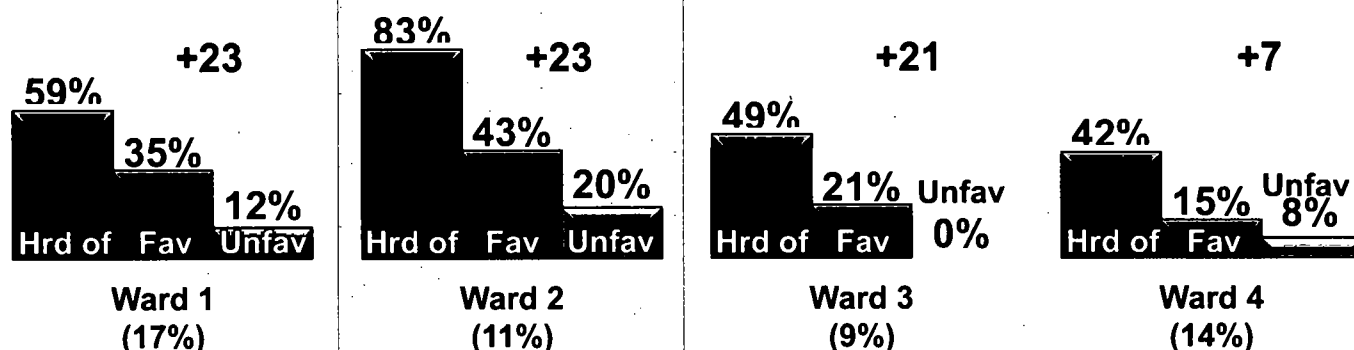
On the other hand, Ed Shadid's not as well-known (or, well-defined).

Ed Shadid Image

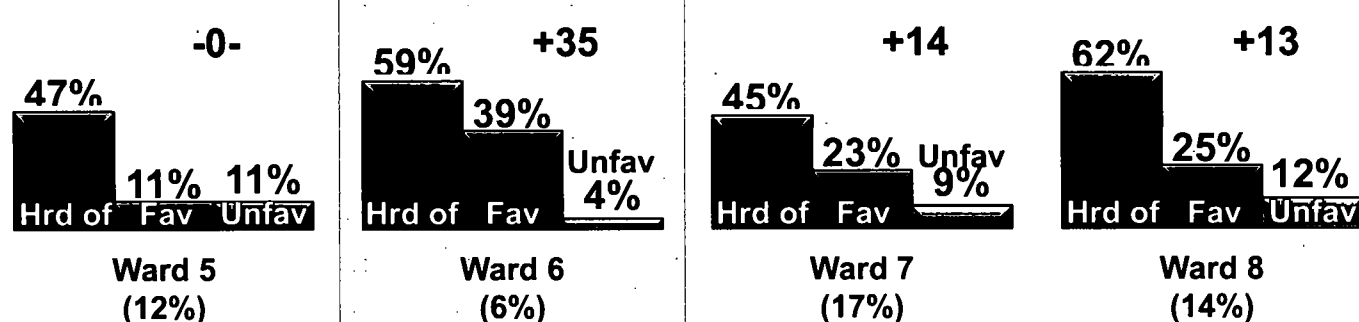


Shadid's base is in his 2nd ward, but he also is pretty well-liked in the 6th.

Ed Shadid Image: By City Ward



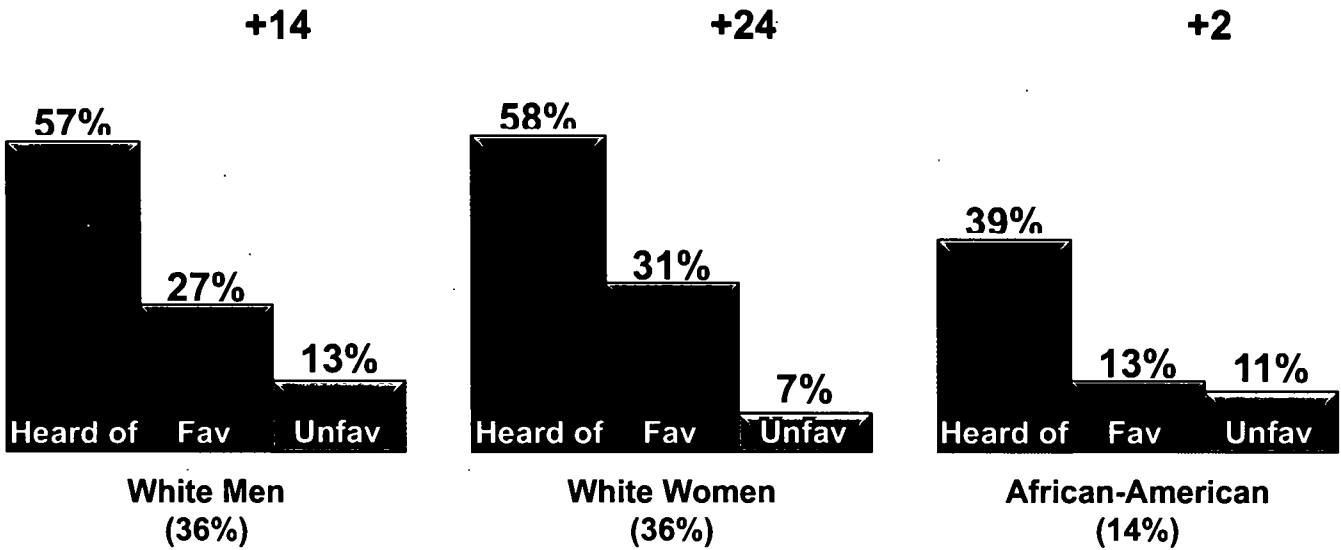
Ed Shadid Image: By City Ward



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**His image is at one-to-one
among African-Americans.**

Ed Shadid Image: By Ethnicity



VERBATIM SUMMARY

What are the first two or three things that come to mind when thinking about Ed Shadid?

Overall, Oklahoma City voters have relatively little specific knowledge of Ed Shadid.

Among those with a favorable impression of him, they like the bits and pieces they have heard from his tenure as Councilman of Ward 2. Several voters identify him as a progressive politician with liberal values. Those who like him believe he will “care about all of the community, not just the top one or two percent.” A couple respondents cite his opposition to the streetcar proposal as an example of his sensible priorities.

Yet, most voters’ impressions of Shadid are shallow and non-descript. A few voters mention his “well-established family” as the basis for their favorable view, while others describe hearing a speech or a sound bite of Shadid taking a strong stand on a general issue.

2013-10-01 10:00:00 AM

VERBATIM SUMMARY

What are the first two or three things that come to mind when thinking about Ed Shadid?
(Continued...)

The few voters who elaborate on their unfavorable image of Ed Shadid disapprove of his opposition to downtown development and his liberal policies. A couple voters note the disruptive position Shadid has taken on the MAPS program, explaining that it is a glaring example of the anti-development policies he would promote as Mayor. Meanwhile, others perceive Shadid as just another self-interested politician who is more interested in advancing his own profile than serving the best interests of Oklahoma City.

VERBATIM RESPONSES

Sample Responses – Ed Shadid Image

Among Favorable Voters:

- I most like his willingness to help the people in the city.
- He dislikes the street car. That's what I like the most about him.
- I just think that he's involved in the community and involved in trying to get more education and cut down on crime.
- I just like the fact that he seems to stand more for the people than big business.
- Community, progressive attitude.
- I've read something and everything seems to be that he's really trying to work hard for the people.
- I heard something the other day and I was like good for him, but what was it. I don't know.
- I've heard him make a speech and pardon me, I don't remember everything, but he seems to be a people's person.

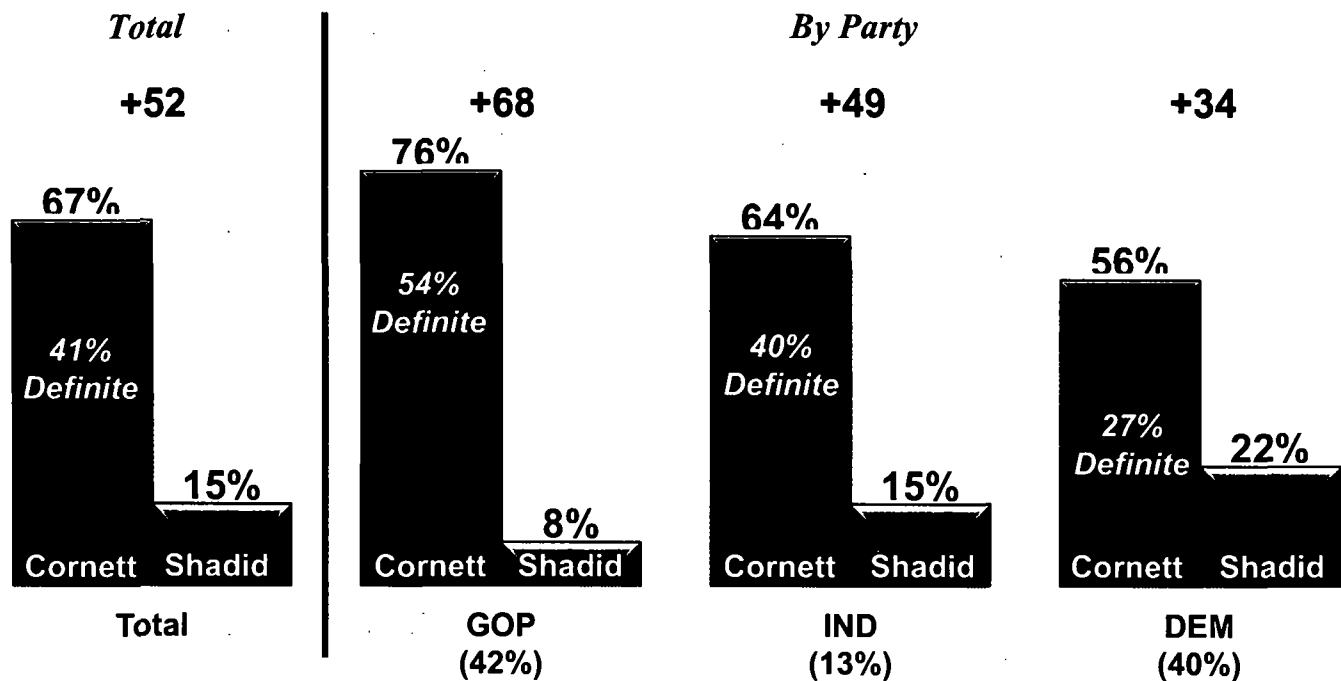
Among Unfavorable Voters:

- Probably the least. I think his running in the mayoral race might be the tip of his personal agenda.
- He is a very selfish man.
- I guess the thing I like least is his big concern over the street car system.
- He hasn't been on there very long, and he's going to run for Mayor. It will be a stepping stone for him to run for higher office once people learn his name.
- For one thing, he ran on a platform in his council race of supporting Maps Three and once he's been on the council, he's done everything just about in his power to undermine it, so that's a telling sign to me.
- He just does not like our downtown development as far as MAPS.
- He's very liberal with other people's money.

2013-10-01 10:00:00

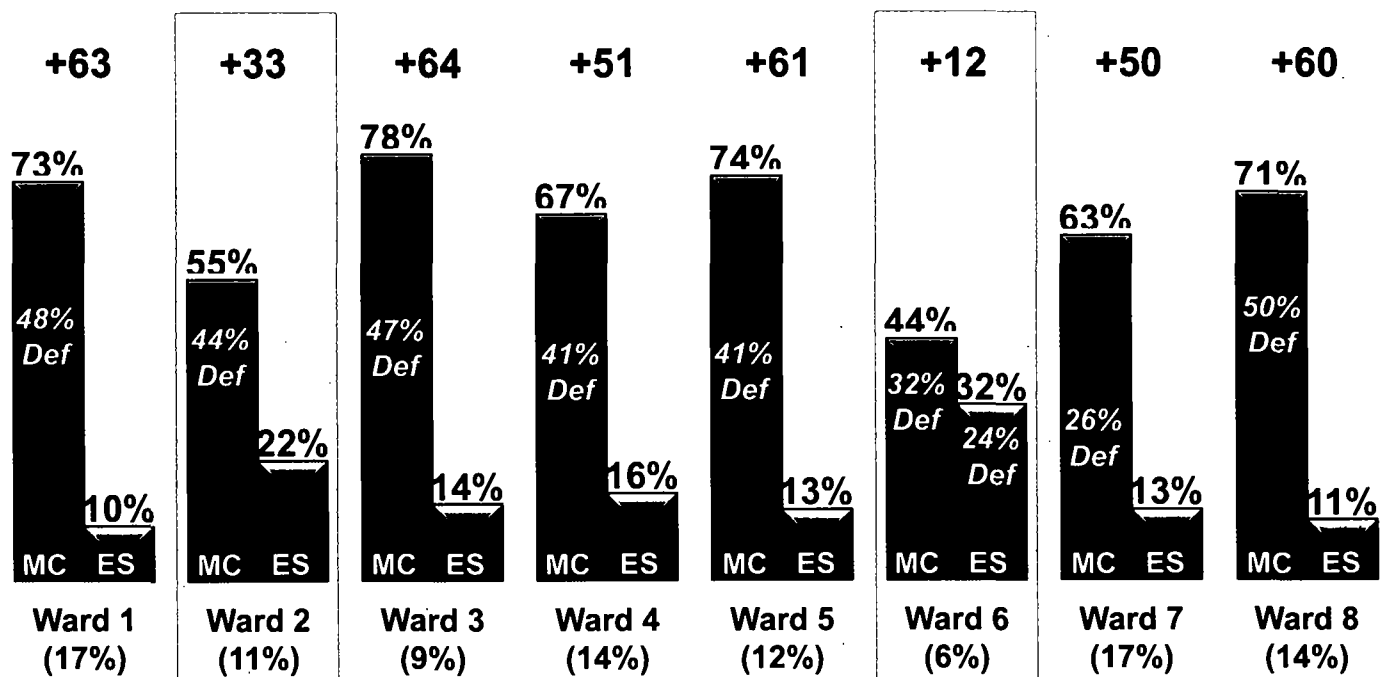
While it's still early, Cornett has a significant lead on the ballot.

And, thinking again about the upcoming election for Mayor... if the election for Mayor were being held today, for whom would you vote if the candidates were Mick Cornett and Ed Shadid?



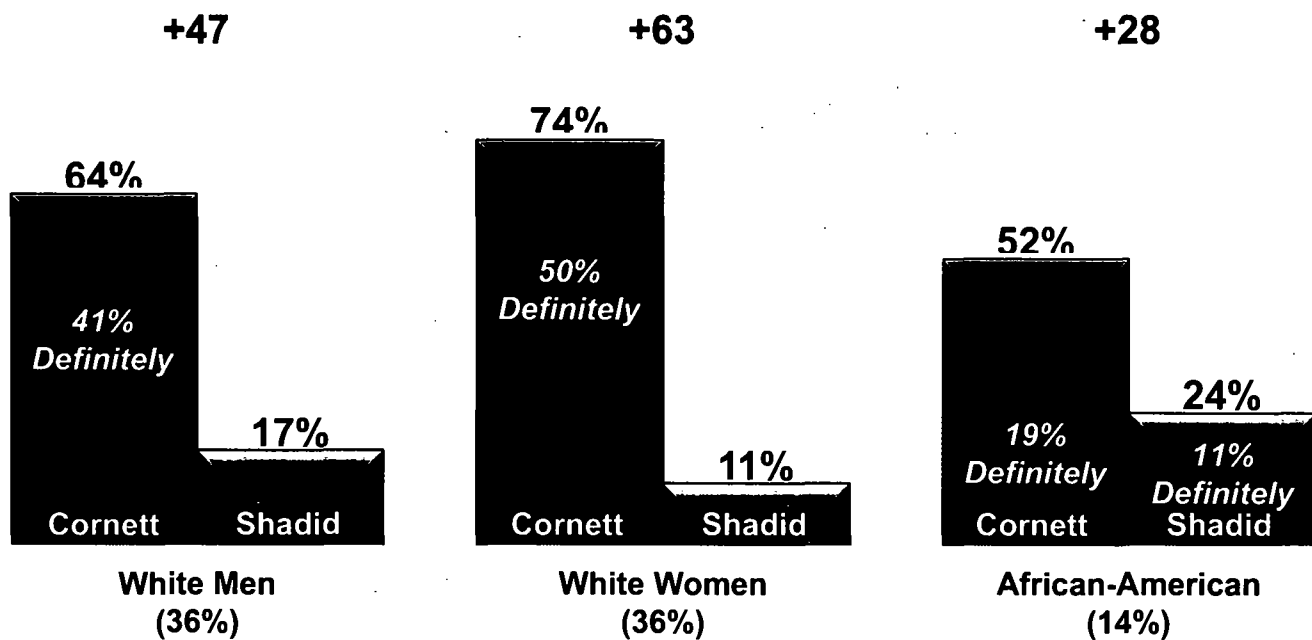
Cornett leads across the city's wards (including in Shadid's home ward)...

Mayoral Ballot: By City Ward



And, among both White and African-American voters.

Mayoral Ballot: By Ethnicity



Who are the Undecided voters?

Profile of Undecided on Mayoral Ballot (17%)

Gender

46% Men
54% Women

2012 Presidential Vote

43% Romney
50% Obama

County Mood

61% Right Direction
26% Wrong Track

By Age

23% Age 18-34
29% Age 35-44
16% Age 45-54
8% Age 55-64
24% Age 65+

Party

37% Republican
14% Independent
49% Democrat

Ward

17% Ward 1
14% Ward 2
4% Ward 3
13% Ward 4
9% Ward 5
9% Ward 6
21% Ward 7
13% Ward 8

Ideology

43% Conservative
39% Moderate
14% Liberal

Cornett Image

56% Favorable
11% Unfavorable

Shadid Image

25% Favorable
3% Unfavorable



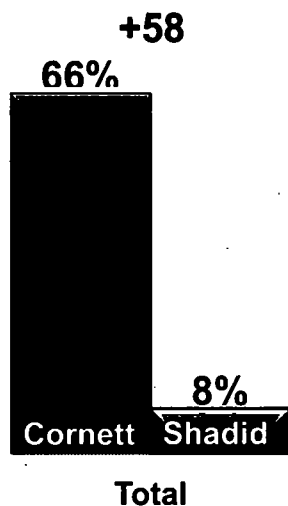
Candidate Descriptors

We tested 13 different phrases, asking voters to tell us which of the two candidates is best described by each phrase.

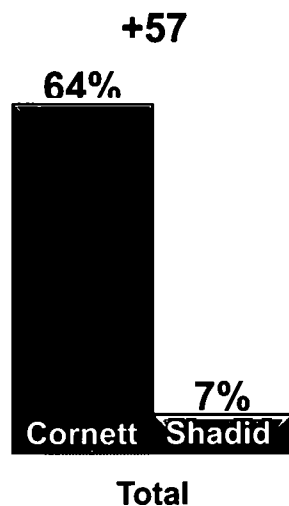
Cornett has significant advantages over Shadid on leadership, being a good administrator, helping create jobs, and having good ideas.

Now, regardless of which candidate for Mayor you may be supporting, which ONE of these two candidates is best described by each of the following phrases – Mick Cornett or Ed Shadid?

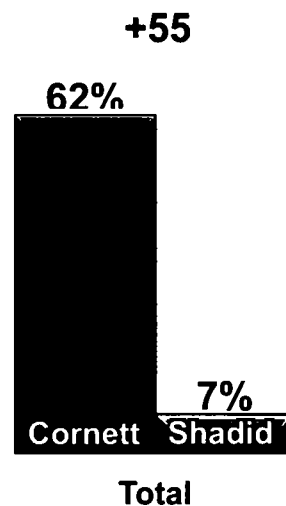
Is a strong, effective leader.



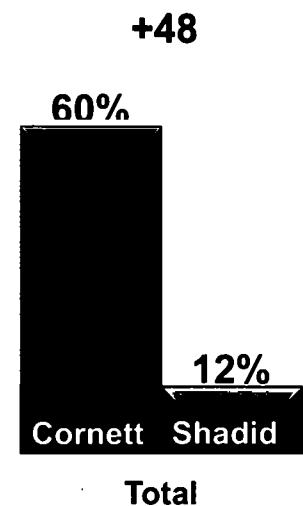
Is a good administrator who knows how to run things well.



Is best at helping create good jobs in Oklahoma City.



Has a lot of good ideas for Oklahoma City.

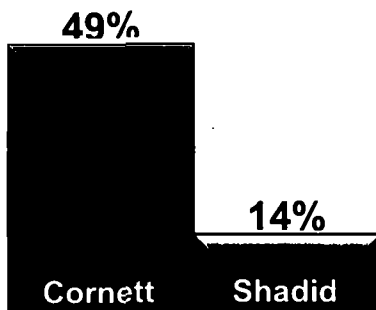


Cornett also has advantages on “softer” phrases like understanding the needs of small business, caring, and honesty.

Now, regardless of which candidate for Mayor you may be supporting, which ONE of these two candidates is best described by each of the following phrases – Mick Cornett or Ed Shadid?

Best understands the needs of small business.

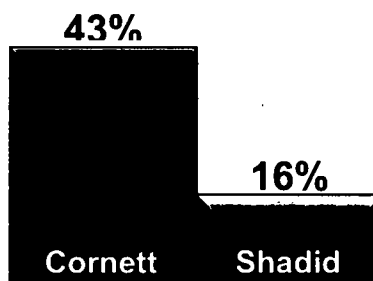
+35



Total

Cares about people like me.

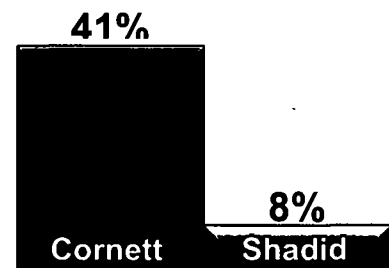
+27



Total

Is honest.

+33



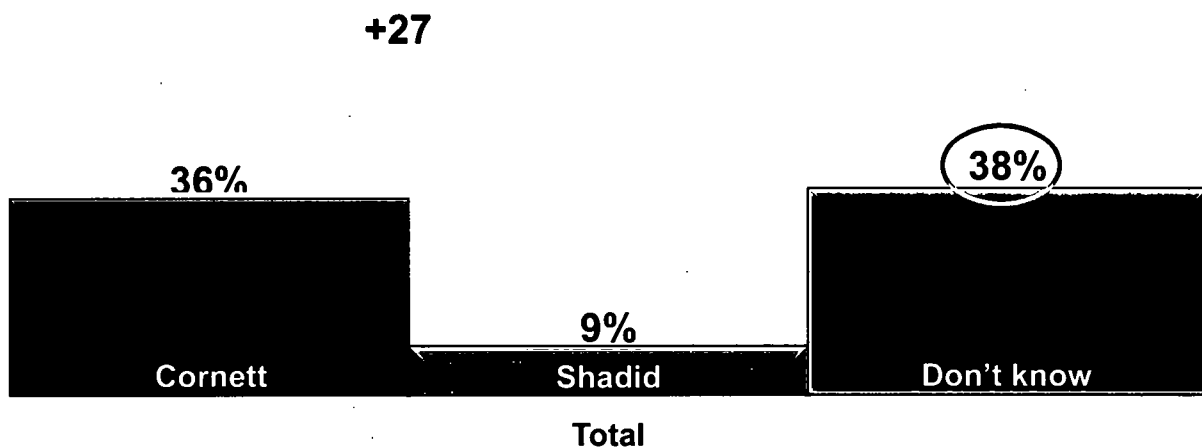
Total

2013-10-05 01:00:10

Crime is an issue where Cornett has the advantage, but there's room to grow.

Now, regardless of which candidate for Mayor you may be supporting, which ONE of these two candidates is best described by each of the following phrases – Mick Cornett or Ed Shadid?

Is best at fighting crime.



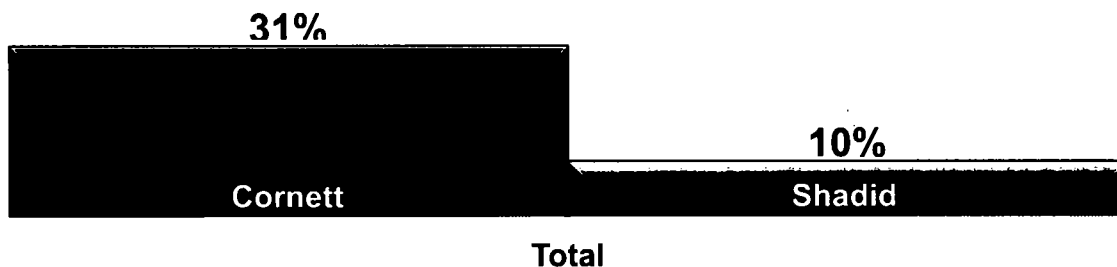
2013-10-05 10:00:00

Right now, Cornett is viewed as being too close to the rich and powerful business interests.

Now, regardless of which candidate for Mayor you may be supporting, which ONE of these two candidates is best described by each of the following phrases – Mick Cornett or Ed Shadid?

Is too close to the rich and powerful business interests.

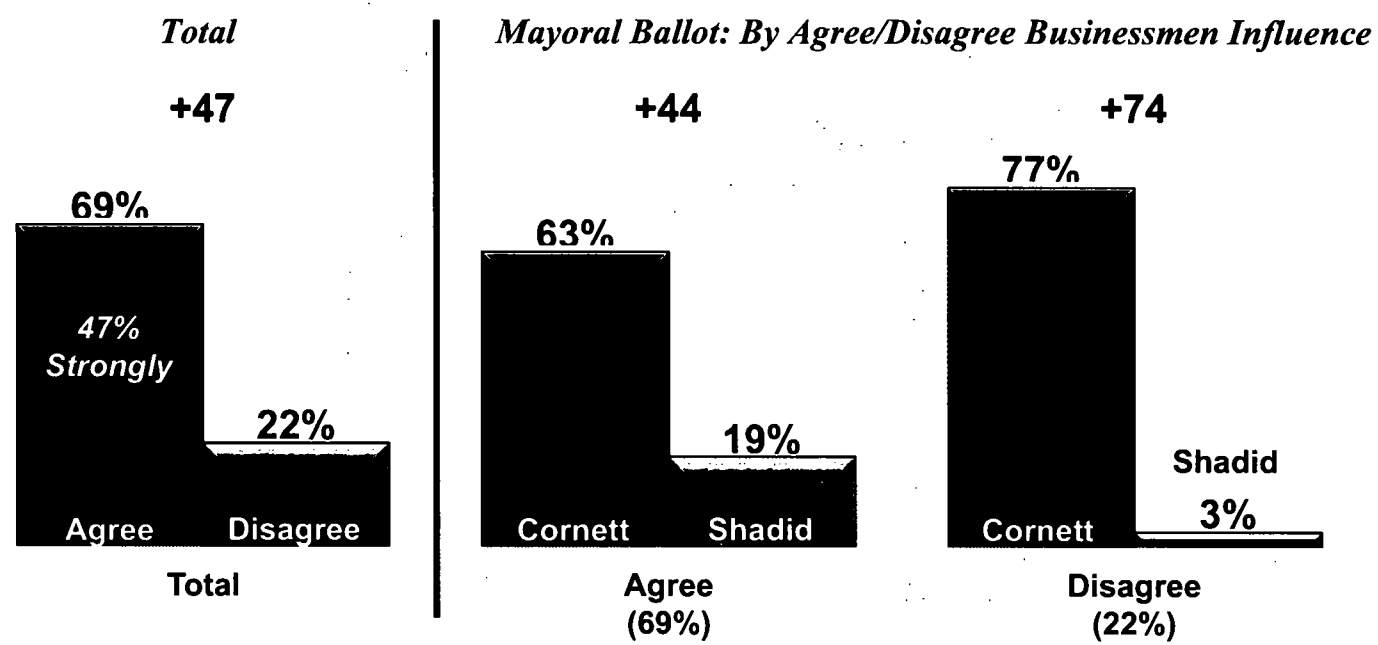
+21



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And, this could be an area of concern, as fully two-thirds of voters agree that a small group of wealthy businessmen have too much influence.

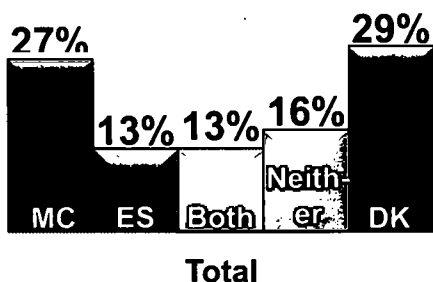
A small group of wealthy businessmen have too much influence in city politics. We need to get more people elected who care about regular working people.



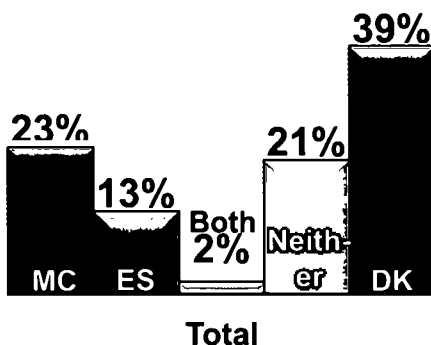
Voters really aren't sure who is better described as being a typical politician, a conservative or a liberal.

Now, regardless of which candidate for Mayor you may be supporting, which ONE of these two candidates is best described by each of the following phrases – Mick Cornett or Ed Shadid?

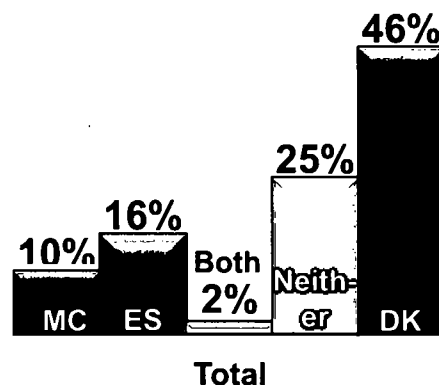
Is just a typical politician.



Is too conservative.



Is too liberal.

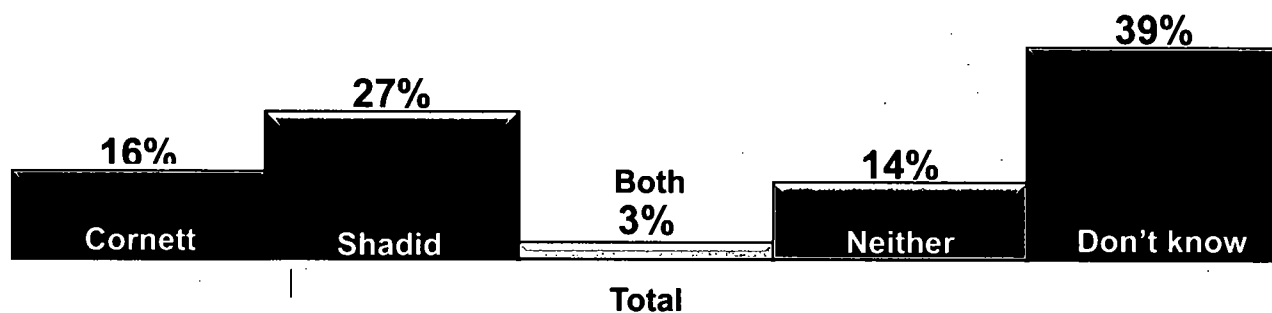


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And, Shadid is viewed as the candidate who has a lot of untested and impractical ideas.

Now, regardless of which candidate for Mayor you may be supporting, which ONE of these two candidates is best described by each of the following phrases – Mick Cornett or Ed Shadid?

Has a lot of untested and impractical ideas.



Neil Newhouse Robert Blizzard



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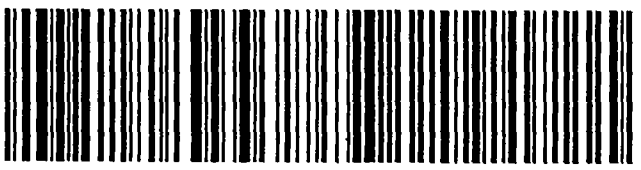
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10/5/16

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