News9 – Oklahoma General Election, Week 2
September 14, 2008

Sample: likely voters in Oklahoma (n= 859)
Margin of Error: ± 3.34%

Introduction:
Hello, this is Kelly Ogle with News 9 in Oklahoma City. We're conducting a very short scientific political poll for our News at 10. It won't take but just a minute and your participation is greatly appreciated. Press 1 to get started now...

1. With which political party are you registered?
    1. Democrat   426   49.6
    2. Republican   383   44.5
    3. Independent   51   5.9

2. If the election for President were held today, and you were standing in the voting booth right now and had to make a choice, for whom would you vote?
    1. John McCain   594   69.1
    2. Barack Obama   231   26.9
    3. Undecided   34   4.0

3. If the election for US Senate were held today and you were standing in the voting booth right now and had to make a choice, for whom would you vote?
    1. Jim Inhofe   485   56.5
    2. Andrew Rice   258   30.1
    3. Independent candidate, Stephen Wallace   37   4.3
    4. Undecided   78   9.1

4.   If the election for Corporation Commissioner were held today and you were standing in the voting booth right now and had to make a choice, for whom would you vote?

1.	Republican candidate, Dana Murphy	392	45.7
2.	Democratic candidate, Jim Roth	277	32.2
3.	Undecided	190	22.1

5.   Which of the following do you consider as the most pressing issue in the upcoming presidential election?

1.	For the economy in general	366	42.6
2.	For energy rates and/or energy prices	186	21.6
3.	Immigration	42	4.9
4.	Education	71	8.2
5.	Other	116	13.4
6.	Dk/Refused	79	9.2

6.   Do you have an overall positive or negative perception of main-stream media?

1.	Positive	197	22.9
2.	Negative	521	60.7
3.	Dk/Refused	141	16.4

7.   We're almost done. [SEX]

1.	Male	395	46.0
2.	Female	464	54.0

8.   Do you consider yourself a liberal, a moderate or a conservative in your political beliefs?

1.	Liberal	65	7.6
2.	Moderate	365	42.5
3.	Conservative	405	47.1
4.	Dk/Refused	24	2.8

9. Which of the following best describes your employment status?
    1. Self employed or own your own business   151   17.6
    2. Employed outside the home FULL-time   266   30.9
    3. Employed outside the home PART-time   55   6.4
    4. NOT employed outside the home   96   11.2
    5. Retired   283   32.9
    6. Dk/Refused   8   0.9

10. Marital status
    1. Married   666   77.5
    2. Single   167   19.4
    3. Refused   26   3.1

11. What age group are you in?
    1. 18-to-24   16   1.9
    2. 25-to-34   39   4.6
    3. 35-to-44   88   10.3
    4. 45-to-54   164   19.0
    5. 55-to-64   211   24.6
    6. 65 and over   341   39.7

12. What is the highest level of education you've had the opportunity to complete?
    1. Less than High School   24   2.8
    2. High School graduate   171   19.9
    3. Technical or Vocational school   54   6.3
    4. Some College   233   27.2
    5. College graduate   192   22.3
    6. Post-Graduate study   68   7.9
    7. Post-Graduate degree   104   12.1
    8. Dk/Refused   13   1.6

13. Approximately how many times do you attend religious services?

1. More than once a week	232	27.0
2. Once a week	271	31.6
3. Monthly	89	10.3
4. Less than annually	138	16.1
5. Annually	45	5.2
6. Never	36	4.2
7. Dk/Refused	47	5.5

14. Do you consider yourself to be an Evangelical Christian?

1. Yes	468	54.5
2. No	280	32.6
3. Dk/Refused	111	12.9

15. What would you estimate is your annual household income?

1. Under $15,000	53	6.2
2. $15-25 thousand	78	9.1
3. $25-40 thousand	163	18.9
4. $40-55 thousand	130	15.1
5. $55-70 thousand	101	11.8
6. $70-100 thousand	123	14.3
7. $100-150 thousand	68	7.9
8. $150,000 or over	47	5.5
9. Dk/Refused	95	11.1

16. Congressional District [PRECODE]

1. Sullivan	179	21.0
2. Boren	187	21.9
3. Lucas	159	18.7
4. Cole	173	20.3
5. Fallin	155	18.2

17. Voter Score [PRECODE]
1. Less than 80   372   43.3
2. 80-150   290   33.7
3. 151-220   133   15.5
4. 221-290   45   5.2
5. 291+   20   2.3

18. Marital status and Sex [PRECODE]
1. Married men   326   39.2
2. Married women   340   40.8
3. Single men   61   7.4
4. Single women   105   12.6

Crosstabs

		Party						Political beliefs					
		Democrat		Republican		Independent		Liberal		Moderate		Conservative	
Presidential race	McCain	210	49.4%	352	92.0%	32	62.3%	15	23.5%	192	52.6%	369	91.1%
	Obama	190	44.6%	26	6.7%	15	30.2%	48	72.7%	154	42.3%	25	6.1%
	Undecided	26	6.0%	5	1.3%	4	7.5%	2	3.8%	19	5.2%	11	2.8%
US Senate race	Inhofe	163	38.3%	305	79.7%	17	34.1%	13	20.2%	142	38.8%	318	78.5%
	Rice	199	46.7%	35	9.1%	25	48.6%	40	61.6%	165	45.3%	51	12.6%
	Wallace	17	4.0%	13	3.3%	7	14.7%	6	9.5%	24	6.6%	6	1.5%
	Undecided	47	11.0%	30	7.8%	1	2.7%	6	8.7%	34	9.2%	30	7.3%
Corp. Commissioner race	Murphy	96	22.6%	282	73.7%	14	28.0%	10	14.8%	106	29.2%	269	66.5%
	Roth	235	55.2%	30	7.9%	12	24.0%	42	64.7%	173	47.4%	57	14.0%
	Undecided	95	22.2%	71	18.4%	24	48.0%	13	20.5%	85	23.4%	79	19.5%
Top pressing issues	Economy	210	61.9%	137	48.5%	18	44.3%	37	64.3%	176	63.1%	141	45.2%
	Energy rates/prices	90	26.5%	87	30.7%	9	20.7%	13	22.6%	70	25.2%	102	32.6%
	Education	21	6.1%	17	5.9%	5	11.3%	5	8.0%	19	6.9%	18	5.7%
	Immigration	18	5.4%	42	15.0%	10	23.8%	3	5.0%	14	4.9%	52	16.6%
Media perceptions	Positive	127	37.9%	59	16.8%	12	34.0%	28	54.3%	116	38.4%	49	14.0%
	Negative	208	62.1%	291	83.2%	23	66.0%	24	45.7%	186	61.6%	303	86.0%

		Age									
		18-24		25-34		35-44		45-54		55-64		65+	
Presidential race	McCain	16	100%	25	63.2%	63	71.2%	116	71.0%	139	66.0%	235	68.9%
	Obama	0	.0%	13	34.2%	19	21.9%	43	26.3%	63	29.7%	92	27.1%
	Undecided	0	.0%	1	2.6%	6	6.9%	5	2.8%	9	4.3%	14	4.0%
US Senate race	Inhofe	12	75.0%	12	30.2%	57	64.2%	96	58.9%	111	52.7%	197	57.9%
	Rice	0	.0%	14	35.4%	23	26.2%	45	27.8%	78	37.0%	98	28.7%
	Wallace	0	.0%	4	11.3%	3	3.3%	9	5.7%	7	3.5%	13	3.8%
	Undecided	4	25.0%	9	23.1%	6	6.3%	12	7.6%	14	6.8%	33	9.6%
Corp. Commissioner race	Murphy	13	83.7%	11	27.2%	45	51.0%	81	49.8%	96	45.4%	146	42.9%
	Roth	3	16.3%	15	38.9%	26	29.8%	46	28.2%	64	30.3%	123	36.0%
	Undecided	0	.0%	13	33.8%	17	19.2%	36	22.0%	51	24.3%	72	21.1%
Top pressing issues	Economy	5	47.9%	12	44.6%	30	45.2%	64	52.8%	102	59.7%	153	57.1%
	Energy rates/prices	4	38.7%	9	31.9%	22	32.6%	34	27.8%	47	27.5%	70	26.3%
	Education	1	13.4%	4	13.5%	8	11.6%	9	7.6%	8	4.7%	12	4.4%
	Immigration	0	.0%	3	10.0%	7	10.6%	14	11.8%	14	8.1%	33	12.2%
Media perceptions	Positive	2	15.3%	11	30.3%	15	21.2%	36	26.4%	48	25.9%	85	30.9%
	Negative	13	84.7%	24	69.7%	56	78.8%	99	73.6%	137	74.1%	191	69.1%

		Congressional District									
		Sullivan		Boren		Lucas		Cole		Fallin	
Presidential race	McCain	103	57.8%	129	69.2%	124	77.6%	127	73.7%	107	68.8%
	Obama	68	38.2%	51	27.3%	32	19.8%	34	19.4%	44	28.2%
	Undecided	7	4.0%	7	3.5%	4	2.6%	12	6.9%	5	3.0%
US Senate race	Inhofe	98	54.9%	98	52.2%	93	58.2%	111	64.2%	83	53.2%
	Rice	69	38.6%	51	27.3%	43	27.1%	41	23.9%	52	33.1%
	Wallace	4	2.0%	18	9.7%	7	4.2%	4	2.0%	5	3.4%
	Undecided	8	4.5%	20	10.9%	17	10.5%	17	9.9%	16	10.2%
Corp. Commissioner race	Murphy	73	40.9%	76	40.8%	81	50.6%	85	49.2%	75	48.2%
	Roth	62	34.9%	73	39.1%	39	24.3%	46	26.7%	54	35.0%
	Undecided	43	24.2%	38	20.1%	40	25.1%	42	24.1%	26	16.8%
Top pressing issues	Economy	80	60.2%	67	45.8%	67	53.6%	80	58.3%	70	58.3%
	Energy rates/prices	25	19.0%	60	40.6%	40	32.0%	34	24.8%	27	22.5%
	Education	8	6.1%	6	3.7%	9	6.9%	10	7.4%	9	7.2%
	Immigration	19	14.7%	15	9.9%	9	7.5%	13	9.5%	14	12.0%
Media perceptions	Positive	31	20.8%	32	19.9%	40	30.5%	44	30.6%	49	37.6%
	Negative	117	79.2%	128	80.1%	91	69.5%	100	69.4%	81	62.4%

		Employment								
		Self-employed/Bus owner		Full-time outside home		Part-time outside home		Employed inside home		Retired	
Presidential race	McCain	115	75.9%	184	69.1%	41	74.3%	68	70.9%	181	63.9%
	Obama	33	21.8%	71	26.9%	12	22.4%	25	25.9%	87	30.6%
	Undecided	3	2.3%	11	4.0%	2	3.2%	3	3.1%	15	5.5%
US Senate race	Inhofe	103	67.7%	146	55.1%	31	57.0%	55	56.6%	147	51.8%
	Rice	30	19.5%	91	34.2%	15	28.1%	27	27.6%	95	33.7%
	Wallace	8	5.2%	9	3.5%	2	4.1%	5	5.5%	12	4.4%
	Undecided	12	7.6%	19	7.2%	6	10.8%	10	10.3%	29	10.1%
Corp. Commissioner race	Murphy	81	53.6%	125	46.9%	28	50.8%	44	45.9%	111	39.2%
	Roth	39	25.7%	82	31.0%	14	24.8%	33	33.9%	108	38.3%
	Undecided	31	20.7%	59	22.1%	13	24.4%	19	20.3%	64	22.4%
Top pressing issues	Economy	70	58.2%	112	53.0%	21	49.3%	38	50.4%	124	58.1%
	Energy rates/prices	35	29.2%	56	26.5%	11	25.4%	25	33.1%	58	27.4%
	Education	5	4.5%	21	9.9%	4	10.5%	4	5.9%	6	3.0%
	Immigration	10	8.1%	22	10.6%	6	14.8%	8	10.6%	25	11.5%
Media perceptions	Positive	28	21.0%	64	29.3%	10	23.3%	32	39.0%	63	26.8%
	Negative	106	79.0%	154	70.7%	34	76.7%	50	61.0%	172	73.2%

		< High School		High School grad		Tech/Voca		Some College		College grad		Post-Grad study		Post-Grad degree	
								Education							
Presidential race	McCain	18	74%	113	66%	34	63%	171	73%	147	76%	41	60%	62	59%
	Obama	5	23%	49	29%	17	31%	53	23%	37	19%	24	36%	41	39%
	Undecided	1	3.8%	8	4.8%	4	6.5%	9	4.0%	8	4.2%	2	3.5%	2	2.0%
US Senate race	Inhofe	14	60%	91	53%	30	56%	137	59%	117	61%	40	59%	46	44%
	Rice	5	20%	51	30%	15	27%	60	26%	52	27%	27	39%	47	45%
	Wallace	1	6.2%	8	4.4%	4	6.5%	12	5.2%	7	3.8%	0	.0%	5	4.8%
	Undecided	3	14%	21	12%	6	11%	24	10%	15	7.6%	1	1.8%	6	5.6%
Corp. Commissioner race	Murphy	11	45%	62	36%	21	39%	116	50%	101	53%	34	50%	41	39%
	Roth	10	42%	63	37%	20	37%	71	30%	45	24%	20	30%	45	43%
	Undecided	3	13%	46	27%	13	24%	47	20%	46	24%	14	20%	18	17%
Top pressing issues	Economy	12	57%	79	55%	20	56%	91	51%	75	53%	32	61%	49	60%
	Energy rates/prices	7	32%	46	32%	8	23%	55	31%	36	25%	12	24%	19	23%
	Education	1	2.9%	7	5.2%	2	5.5%	8	4.3%	11	7.6%	4	7.7%	9	11%
	Immigration	2	7.9%	10	7.1%	6	16%	23	13%	21	15%	4	8.1%	5	5.7%
Media perceptions	Positive	6	36%	47	37%	15	31%	48	24%	36	21%	17	29%	26	29%
	Negative	11	64%	80	63%	32	69%	155	76%	136	79%	41	71%	61	71%

		Voter Score								
		Less than 80		80-150		151-220		221-290		Higher than 290	
Presidential race	McCain	263	70.8%	199	69.6%	89	65.1%	27	60.0%	15	80.6%
	Obama	96	25.7%	70	24.4%	45	32.5%	18	40.0%	3	14.8%
	Undecided	13	3.5%	17	6.1%	3	2.4%	0	.0%	1	4.6%
US Senate race	Inhofe	205	55.2%	171	59.8%	73	53.0%	24	52.6%	13	66.4%
	Rice	103	27.7%	85	29.7%	48	35.1%	17	38.3%	5	26.4%
	Wallace	19	5.2%	11	3.9%	6	4.3%	1	2.1%	0	.0%
	Undecided	44	11.9%	19	6.6%	10	7.6%	3	7.0%	1	7.3%
Corp. Commissioner race	Murphy	176	47.2%	132	46.1%	59	43.3%	18	38.6%	8	42.2%
	Roth	109	29.4%	92	32.4%	52	38.1%	18	39.0%	5	28.2%
	Undecided	87	23.4%	61	21.5%	25	18.6%	10	22.3%	6	29.7%
Top pressing issues	Economy	148	52.1%	118	53.2%	64	61.1%	28	73.1%	9	54.8%
	Energy rates/prices	80	28.0%	77	34.8%	24	22.7%	4	11.3%	1	5.0%
	Education	23	8.0%	9	4.2%	6	5.4%	1	4.0%	3	18.3%
	Immigration	34	12.0%	17	7.8%	11	10.8%	4	11.7%	4	21.9%
Media perceptions	Positive	81	26.5%	63	26.3%	35	28.9%	16	41.4%	2	17.0%
	Negative	224	73.5%	176	73.7%	85	71.1%	23	58.6%	12	83.0%

		Status									Home-makers		Wal-Mart Moms	
		Married men		Married women		Single men		Single women						
Presidential race	McCain	241	73.8%	243	71.4%	36	58.6%	56	53.3%	44	79.3%	38	54.6%
	Obama	82	25.1%	78	22.8%	25	41.4%	39	36.9%	11	19.5%	24	34.1%
	Undecided	3	1.1%	19	5.7%	0	.0%	10	9.8%	1	1.1%	8	11.3%
US Senate race	Inhofe	201	61.6%	195	57.4%	27	43.3%	50	47.7%	32	57.2%	33	47.6%
	Rice	96	29.3%	93	27.3%	23	36.8%	40	38.0%	15	27.3%	26	36.7%
	Wallace	15	4.7%	8	2.3%	9	14.3%	4	4.2%	3	5.9%	4	5.5%
	Undecided	14	4.4%	44	13.0%	3	5.6%	11	10.0%	5	9.6%	7	10.2%
Corp. Commissioner race	Murphy	164	50.3%	157	46.3%	29	48.1%	30	28.3%	32	56.7%	14	20.6%
	Roth	99	30.4%	95	28.0%	26	43.0%	47	44.3%	15	26.2%	35	50.2%
	Undecided	63	19.3%	87	25.7%	5	8.9%	29	27.4%	10	17.1%	20	29.2%
Top pressing issues	Economy	124	50.1%	164	59.6%	23	52.6%	43	55.0%	19	44.6%	31	58.5%
	Energy rates/prices	80	32.2%	67	24.2%	13	29.0%	20	25.5%	17	39.7%	16	29.4%
	Education	7	2.6%	27	10.0%	1	3.1%	6	7.5%	3	5.9%	3	6.0%
	Immigration	37	15.1%	17	6.2%	7	15.3%	10	12.0%	4	9.8%	3	6.2%
Media perceptions	Positive	51	18.0%	95	34.2%	14	24.3%	32	39.3%	20	38.4%	20	39.2%
	Negative	230	82.0%	183	65.8%	45	75.7%	49	60.7%	32	61.6%	31	60.8%

		Religous service attendance												Evangelical Christians			
		Several times week		Once a week		Monthly		Several times yr		Annually		Never		Yes		No	
Presidential race	McCain	184	79%	195	72%	57	64%	87	63%	24	54%	20	55%	376	80%	145	52%
	Obama	40	17%	67	25%	32	35%	45	32%	16	36%	14	39%	80	17%	118	42%
	Undecided	9	3.7%	10	3.6%	1	.8%	7	4.9%	5	10%	2	5.5%	12	2.6%	17	6.2%
US Senate race	Inhofe	148	64%	172	63%	49	55%	61	44%	19	42%	13	36%	318	68%	113	40%
	Rice	51	22%	70	26%	28	32%	57	41%	18	41%	17	46%	100	21%	125	45%
	Wallace	8	3.5%	9	3.2%	6	7.0%	8	5.8%	4	8.9%	2	5.5%	14	3.0%	18	6.5%
	Undecided	25	11%	21	7.7%	5	5.8%	12	8.9%	4	8.2%	5	13%	36	7.7%	24	8.4%
Corp. Commissioner race	Murphy	128	55%	132	49%	35	40%	55	40%	15	34%	9	25%	248	53%	98	35%
	Roth	61	26%	87	32%	31	35%	50	36%	15	34%	19	51%	128	27%	113	40%
	Undecided	44	19%	53	19%	23	26%	34	25%	14	31%	9	23%	92	20%	68	24%
Top pressing issues	Economy	89	52%	119	55%	42	63%	58	51%	17	56%	13	46%	190	52%	121	58%
	Energy rates/prices	47	28%	65	30%	12	17%	35	31%	10	32%	10	35%	124	34%	46	22%
	Education	14	8.5%	12	5.4%	7	11%	5	4.8%	3	8.7%	1	2.2%	20	5.3%	15	7.0%
	Immigration	19	11%	21	9.6%	6	8.6%	15	13%	1	3.3%	5	17%	35	9.6%	28	13%
Media perceptions	Positive	42	21%	61	27%	21	27%	36	31%	14	38%	9	29%	89	22%	78	33%
	Negative	155	79%	166	73%	58	73%	82	69%	22	62%	22	71%	313	78%	161	67%

		Income													
		<$15k		$15-25k		$25-40k		$40-55k		$55-70k		$70-100k		$100-150k		$150k+	
Presidential race	McCain	29	55%	54	69%	98	60%	81	62%	82	81%	88	72%	54	78%	36	78%
	Obama	19	36%	18	23%	58	36%	45	35%	17	17%	28	23%	13	19%	9	18%
	Undecided	5	9.0%	6	7.7%	7	4.2%	4	3.0%	2	2.3%	6	5.1%	1	2.1%	2	3.7%
US Senate race	Inhofe	21	40%	42	54%	81	50%	63	48%	71	70%	75	61%	38	56%	38	81%
	Rice	21	40%	15	19%	58	35%	50	39%	22	22%	34	27%	24	35%	7	15%
	Wallace	4	8.5%	9	11%	11	6.5%	5	3.8%	2	2.1%	4	3.0%	1	1.6%	1	1.5%
	Undecided	6	12%	13	16%	13	8.0%	12	9.2%	6	6.1%	11	9.1%	5	7.1%	1	2.7%
Corp. Commissioner race	Murphy	16	30%	36	46%	63	38%	60	46%	46	46%	64	52%	34	49%	33	69%
	Roth	25	48%	24	31%	67	41%	46	35%	27	27%	35	28%	16	23%	8	16%
	Undecided	12	22%	18	23%	33	20%	24	19%	28	27%	24	20%	19	28%	7	14%
Top pressing issues	Economy	19	49%	36	63%	69	51%	55	52%	44	55%	51	61%	24	46%	25	67%
	Energy rates/prices	14	37%	15	25%	37	28%	36	33%	23	28%	19	23%	14	27%	5	14%
	Education	2	5.5%	4	6.5%	10	7.3%	6	5.6%	5	5.6%	8	9.7%	5	9.5%	2	4.4%
	Immigration	3	7.7%	3	5.5%	18	14%	10	9.3%	9	11%	6	6.9%	9	17%	6	15%
Media perceptions	Positive	13	34%	24	40%	49	37%	28	26%	15	17%	25	24%	14	22%	10	21%
	Negative	25	66%	36	60%	84	63%	79	74%	75	83%	77	76%	50	78%	37	79%

		Top pressing issues								Media perceptions			
		Economy		Energy rates/prices		Education		Immigration		Positive		Negative	
Presidential race	McCain	211	57.6%	153	82.3%	27	63.6%	65	91.8%	95	48.1%	427	81.9%
	Obama	138	37.6%	29	15.5%	12	28.3%	6	8.2%	94	47.5%	84	16.2%
	Undecided	17	4.7%	4	2.3%	3	8.1%	0	.0%	9	4.4%	10	2.0%
US Senate race	Inhofe	178	48.6%	121	65.2%	21	49.4%	50	70.3%	74	37.6%	356	68.3%
	Rice	139	38.0%	45	24.4%	17	40.3%	14	20.5%	96	48.6%	114	21.9%
	Wallace	14	3.7%	6	3.0%	0	.0%	4	5.7%	6	3.2%	23	4.3%
	Undecided	36	9.8%	14	7.3%	4	10.3%	2	3.5%	21	10.7%	29	5.5%
Corp. Commissioner race	Murphy	142	38.7%	96	51.8%	19	45.4%	45	63.1%	67	33.9%	293	56.2%
	Roth	140	38.3%	57	30.8%	14	33.4%	8	11.0%	94	47.6%	126	24.1%
	Undecided	84	23.0%	32	17.3%	9	21.2%	18	25.9%	36	18.5%	103	19.7%

TVPoll.com performs its survey research using an automated polling methodology for television stations nationwide.

While this method of data collection may differ from traditional public opinion pollsters who use live operator call centers, the automated survey process is identical and performs better in reducing common errors such as interviewer data entry errors, and bias such as interviewer bias. We use a single, digitally-recorded voice to conduct our interviews which insures that every respondent hears exactly the same question, from exactly the same voice, asked with the exact same inflection every single time. The poll's introduction is in the voice of one of the television station's well-known anchors, which can increase poll participation beyond that of traditional pollsters.

After the calls are completed, the data is processed through statistical software and weighted to insure that the sample reflects the overall population in terms of age, race, gender, political party, geography and other factors.

In an effort to provide the best research, TVPoll.com presents the following information in accordance with the *Best Practices for Survey and Public Opinion Research*, established by the American Association for Public Opinion Research (AAPOR).

Disclose all methods of the survey to permit evaluation and replication.

Excellence in survey practice requires that survey methods be fully disclosed and reported in sufficient detail to permit replication by another researcher and that all data (subject to appropriate safeguards to maintain privacy and confidentiality) be fully documented and made available for independent examination. Good professional practice imposes an obligation upon all survey and public opinion researchers to include, in any report of research results, or to make available when that report is released, certain minimal essential information about how the research was conducted to ensure that consumers of survey results have an adequate basis for judging the reliability and validity of the results reported.

Exemplary practice in survey research goes beyond such standards for "minimal disclosure," promulgated by the AAPOR and several other professional associations (e.g., CASRO and NCPP) by:

(a) describing how the research was done in sufficient detail that a skilled researcher could repeat the study, and

(b) making data available for independent examination and analysis by other responsible parties (with appropriate safeguards for privacy concerns).

A comprehensive list of the elements proposed for disclosure by one or more sources which in combination, exceed the "standards for minimum disclosure" proposed by any one of the professional organizations includes:

1. Who sponsored the survey, and who conducted it;
    News9 (Oklahoma City) and conducted by TVPoll.com.
2. The purpose of the study, including specific objectives;
    Test Oklahoma on President, US Senate, Corp. Commissioner ballot test and pressing issues and media perceptions.
3. The questionnaire and/or the exact, full wording of all questions asked, including any visual exhibits and the text of any preceding instruction or explanation to the interviewer or respondents that might reasonably be expected to affect the response;
    Provided in this report.
4. A definition of the universe the population under study which the survey is intended to represent, and a description of the sampling frame used to identify this population (including its source and likely bias);
    Likely voters registered to vote in Oklahoma.
5. A description of the sample design, including cluster size, number of callbacks, information on eligibility criteria and screening procedures, method of selecting sample elements, mode of data collection, and other pertinent information;
    Five callbacks to all non-connects; data collection by recorded call (IVR).
6. A description of the sample selection procedure, giving a clear indication of the methods by which respondents were selected by the researcher, or

whether the respondents were entirely self-selected, and other details of how the sample was drawn in sufficient detail to permit fairly exact replication;

Those selected to participate were determined at random using a computerized calculation of our voter database's "likely voters".

7. Size of samples and sample disposition the results of sample implementation, including a full accounting of the final outcome of all sample cases: e.g., total number of sample elements contacted, those not assigned or reached, refusals, terminations, non-eligibles, and completed interviews or questionnaires;

Provided upon request.

8. Documentation and a full description, if applicable, of any response or completion rates cited (for quota designs, the number of refusals), and (whenever available) information on how non respondents differ from respondents;

Provided upon request.

9. A description of any special scoring, editing, data adjustment or indexing procedures used;

None.

10. A discussion of the precision of findings, including, if appropriate, estimates of sampling error with references to other possible sources of error so that a misleading impression of accuracy or precision is not conveyed and a description of any weighting or estimating procedures used;

Data was weighted by sex, political party, age, congressional district.

11. A description of all percentages on which conclusions are based;

Valid percent used based on total sample unless otherwise specified next to question.

12. A clear delineation of which results are based on parts of the sample, rather than on the total sample;

Margin of error is noted with question if different than total sample.

13. Method(s), location(s), and dates of interviews, fieldwork or data collection;

Data collection by recorded call, (IVR) September 14, 2008 .

14. Interviewer characteristics;

Female, age 40, mid-western voice.

15. Copies of interviewer instructions or manuals, validation results, codebooks, and other important working papers; and

Instructions and manuals provided upon request.

16. Any other information that a layperson would need to make a reasonable assessment of the reported findings.

None.

Prepared by:
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