



News9 – Oklahoma General Election, Week 6
October 10-12, 2008

Sample: likely voters in Oklahoma (n=813)
Margin of Error: ± 3.44 %

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. For Democrat, press 1	394	53.5
2. For Republican, press 2	302	41.0
3. If Independent, press 3	41	5.6
4. If you're unsure or not registered, press 4 [TERMINATE]		

To have these choices repeated, press 5 [REPEAT]
[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

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. For John McCain, the Republican, press 1	464	63.0
2. For Barack Obama, the Democrat, press 2	235	31.9
3. If you're undecided, press 3	38	5.1

To have these choices repeated, press 4 [REPEAT]
[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

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. For Jim Inhofe, the Republican, press 1 | 391 | 53.1 |
| 2. For Andrew Rice, the Democrat, press 2 | 291 | 39.5 |
| 3. For Stephen Wallace, the Independent , press 3 | 14 | 2.0 |
| 4. If you're undecided, press 4 | 40 | 5.4 |

To have these choices repeated, press 5 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

4. If the election for the short-term Corporation Commission seat 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. For Dana Murphy, the Republican, press 1 | 294 | 40.0 |
| 2. For Jim Roth, the Democrat, press 2 | 259 | 35.1 |
| 3. If you're undecided, press 3 | 183 | 24.9 |

To have these choices repeated, press 4 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

5. If the election for the long-term Corporation Commission seat 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. For Jeff Cloud, the Republican, press 1 | 276 | 37.4 |
| 2. For Charles Gray, the Democrat, press 2 | 222 | 30.2 |
| 3. If you're undecided, press 3 | 238 | 32.4 |

To have these choices repeated, press 4 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

6.	Thinking about the amount of negative advertising you have seen in this presidential election, are you MORE likely or LESS likely to still vote for your current choice for president?		
	1. If you're MORE likely to still vote for your current choice, press 1	628	85.4
	2. If you're LESS likely to still vote for your current choice, press 2	35	4.7
	3. If the negative advertising makes no difference, press 3	73	9.9

To have these choices repeated, press 4 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

7.	Which political party do you trust MOST to handle the current economic crisis?		
	1. If the Republican Party, press 1	365	49.6
	2. If the Democratic Party, press 2	244	33.1
	3. If you trust both parties about the same, press 3	49	6.6
	4. If you trust neither party, press 4 [OR DK/REFUSED]	79	10.7

To have these choices repeated, press 5 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

8.	Which political party do you trust MOST to handle the current conflicts in Iraq and Afghanistan?		
	1. If the Republican Party, press 1	441	59.8
	2. If the Democratic Party, press 2	238	32.4
	3. If you trust both parties about the same, press 3	26	3.5
	4. If you trust neither party, press 4 [OR DK/REFUSED]	31	4.3

To have these choices repeated, press 5 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

9. We're almost done. [SEX]
- | | | |
|------------------------------|-----|------|
| 1. If you're male, press 1 | 341 | 46.4 |
| 2. If you're female, press 2 | 395 | 53.6 |

To have these choices repeated, press 3 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

10. Do you consider yourself a liberal, a moderate or a conservative in your political beliefs?
- | | | |
|------------------------------|-----|------|
| 1. If liberal, press 1 | 70 | 9.5 |
| 2. If moderate, press 2 | 296 | 40.2 |
| 3. If conservative, press 3 | 343 | 46.6 |
| 4. If you're unsure, press 4 | 27 | 3.7 |

To have these choices repeated, press 5 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

11. Which of the following best describes your employment status?
- | | | |
|--|-----|------|
| 1. If you're self employed or own your own business, press 1 | 121 | 16.4 |
| 2. If you're employed outside the home FULL-time, press 2 | 214 | 29.0 |
| 3. If you're employed outside the home PART-time, press 3 | 32 | 4.3 |
| 4. If you're not employed outside the home, press 4 | 103 | 14.0 |
| 5. If you're retired, press 5 | 266 | 36.2 |
| 6. Refused | 1 | 0.1 |

To have these choices repeated, press 6 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

12. [MARITAL STATUS]

1. If you're married, press 1	582	79.0
2. If you're NOT married, press 2	153	20.8
3. Refused	1	0.1

To have these choices repeated, press 3 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

13. What age group are you in?

1. If you're between 18-to-24, press 1	19	2.5
2. If you're between 25-to-34, press 2	31	4.3
3. If you're between 35-to-44, press 3	77	10.5
4. If you're between 45-to-54, press 4	138	18.7
5. If you're between 55-to-64, press 5	189	25.7
6. If you're over 65, press 6	282	38.3

To have these choices repeated, press 7 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

14. What is the highest level of education you've had the opportunity to complete?

1. For less than High School, press 1	22	3.1
2. For High School graduate, press 2	176	24.0
3. For Technical or Vocational school, press 3	59	8.0
4. For Some College, press 4	169	23.0
5. For College graduate, press 5	183	24.8
6. For Post-Graduate study, press 6	54	7.3
7. For Post-Graduate degree, press 7	67	9.0
8. Refused	6	0.8

To have these choices repeated, press 8 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

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

1. If more than once a week, pres 1	195	26.5
2. If once a week, press 2	233	31.6
3. If you occasionally attend throughout the year, press 3	191	25.9
4. If you don't attend, press 4	93	12.6
5. If you're unsure, press 5	24	3.3

To have these choices repeated, press 6 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

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

1. If under \$15,000, press 1	41	5.6
2. If between \$15-25 thousand, press 2	99	13.4
3. If between \$25-40 thousand, press 3	116	15.8
4. If between \$40-55 thousand, press 4	111	15.1
5. If between \$55-70 thousand, press 5	119	16.1
6. If between \$70-100 thousand, press 6	100	13.5
7. If between \$100-150 thousand, press 7	49	6.6
8. If \$150,000 or over, press 8	34	4.6
9. Refused	67	9.1

To have these choices repeated, press 9 [REPEAT]
 [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

17. Congressional District [PRECODE]

1. Sullivan	151	20.6
2. Boren	165	22.5
3. Lucas	135	18.4
4. Cole	144	19.7
5. Fallin	138	18.8

18. Voter Score [PRECODE]

1. Less than 81	321	43.6
2. 81-150	241	32.8
3. 151-220	96	13.1
4. 221-290	52	7.1
5. 291+	25	3.5

19. Marital status and Sex [PRECODE]

1. Married men	298	37.2
2. Married women	331	41.3
3. Single men	69	8.6
4. Single women	103	12.9

Crosstabs

		Party						Political beliefs					
		Democrat		Republican		Independent		Liberal		Moderate		Conservative	
Presidential race	McCain	168	42.6%	270	89.4%	26	64.5%	19	27.9%	141	47.5%	296	86.2%
	Obama	204	51.8%	20	6.8%	11	25.8%	47	66.9%	137	46.2%	34	9.9%
	Undecided	22	5.6%	11	3.8%	4	9.7%	4	5.2%	19	6.3%	13	3.9%
US Senate race	Inhofe	118	30.0%	248	82.2%	25	60.6%	19	26.8%	110	37.2%	256	74.7%
	Rice	250	63.4%	32	10.6%	10	23.3%	47	67.9%	169	57.2%	60	17.6%
	Wallace	7	1.8%	5	1.6%	2	6.1%	1	2.0%	3	.9%	11	3.1%
	Undecided	19	4.8%	17	5.6%	4	10.1%	2	3.3%	14	4.7%	16	4.7%
Corp Commissioner: short-term	Murphy	62	15.7%	219	72.5%	14	33.8%	17	24.5%	79	26.6%	196	57.1%
	Roth	225	57.2%	22	7.3%	11	27.9%	41	59.0%	148	49.9%	56	16.2%
	Undecided	107	27.1%	61	20.2%	16	38.2%	12	16.5%	69	23.5%	92	26.7%
Corp Commissioner: long-term	Cloud	54	13.8%	208	68.8%	14	33.5%	12	17.4%	72	24.4%	189	55.2%
	Gray	204	51.9%	10	3.4%	8	19.6%	37	53.6%	132	44.5%	43	12.5%
	Undecided	135	34.3%	84	27.8%	19	46.9%	20	29.0%	92	31.1%	111	32.3%
Negative advertising	More likely	336	85.3%	260	86.2%	33	79.6%	61	87.0%	254	85.8%	293	85.3%
	Less likely	22	5.5%	13	4.4%	0	.0%	1	1.6%	17	5.6%	17	4.9%
	No difference	36	9.2%	28	9.4%	8	20.4%	8	11.4%	25	8.5%	33	9.7%
Party to resolve economy	Republican Party	109	27.6%	246	81.6%	11	26.0%	13	18.9%	107	36.2%	237	68.9%
	Democratic Party	215	54.7%	16	5.2%	13	31.2%	47	67.1%	144	48.7%	39	11.4%
	Both	28	7.0%	17	5.7%	4	8.9%	4	5.1%	16	5.5%	25	7.1%
	Neither/Dk/Refused	42	10.7%	23	7.5%	14	34.0%	6	8.8%	29	9.6%	43	12.5%
Party to resolve foreign conflicts	Republican Party	147	37.4%	270	89.6%	23	56.6%	20	28.0%	125	42.2%	288	83.8%
	Democratic Party	211	53.6%	18	6.0%	10	23.3%	45	64.2%	142	48.0%	38	11.2%
	Both	18	4.5%	8	2.7%	0	.0%	3	3.7%	11	3.7%	8	2.4%
	Neither/Dk/Refused	18	4.6%	5	1.7%	8	20.1%	3	4.1%	18	6.1%	9	2.6%

		Age											
		18-24		25-34		35-44		45-54		55-64		65+	
Presidential race	McCain	11	58.2%	20	64.4%	53	68.1%	93	67.8%	121	63.8%	166	58.9%
	Obama	8	41.8%	10	32.5%	20	25.3%	38	27.4%	59	30.9%	101	35.8%
	Undecided	0	.0%	1	3.1%	5	6.6%	7	4.8%	10	5.3%	15	5.3%
US Senate race	Inhofe	11	58.2%	19	61.6%	50	64.5%	69	50.0%	96	50.6%	146	51.8%
	Rice	8	41.8%	11	35.0%	23	29.3%	53	38.4%	76	40.1%	121	42.9%
	Wallace	0	.0%	1	3.3%	1	1.1%	3	2.5%	4	2.2%	5	1.8%
	Undecided	0	.0%	0	.0%	4	5.1%	13	9.1%	13	7.1%	10	3.5%
Corp Commissioner: short-term	Murphy	4	24.0%	11	35.1%	41	52.7%	57	41.7%	65	34.3%	116	41.0%
	Roth	5	24.7%	7	22.8%	20	25.4%	42	30.4%	76	40.2%	109	38.8%
	Undecided	10	51.3%	13	42.1%	17	22.0%	38	27.9%	48	25.5%	57	20.2%
Corp Commissioner: long-term	Cloud	4	24.0%	14	43.4%	40	51.4%	45	32.8%	61	32.5%	111	39.4%
	Gray	5	24.7%	7	22.1%	16	20.2%	36	26.2%	71	37.7%	88	31.1%
	Undecided	10	51.3%	11	34.5%	22	28.4%	56	41.0%	56	29.8%	83	29.5%
Negative advertising	More likely	12	63.6%	26	84.3%	73	94.0%	114	82.7%	162	85.8%	241	85.5%
	Less likely	2	10.5%	1	3.1%	0	.0%	11	7.8%	11	5.7%	10	3.7%
	No difference	5	25.9%	4	12.6%	5	6.0%	13	9.5%	16	8.5%	30	10.8%
Party to resolve economy	Republican Party	11	58.2%	15	48.8%	46	59.1%	65	47.0%	95	50.1%	134	47.5%
	Democratic Party	8	41.8%	12	37.7%	24	30.8%	37	27.2%	57	30.1%	106	37.5%
	Both	0	.0%	1	2.1%	0	.0%	17	12.3%	12	6.1%	19	6.9%
	Neither/Dk/Refused	0	.0%	4	11.4%	8	10.1%	19	13.5%	26	13.6%	23	8.1%
Party to resolve foreign conflicts	Republican Party	9	47.7%	20	64.1%	51	65.7%	90	65.7%	113	59.7%	157	55.8%
	Democratic Party	6	34.7%	10	33.2%	23	29.5%	37	26.6%	62	33.0%	100	35.4%
	Both	3	17.6%	0	.0%	1	1.3%	4	3.1%	6	3.2%	11	3.9%
	Neither/Dk/Refused	0	.0%	1	2.7%	3	3.5%	6	4.6%	8	4.1%	14	4.9%

		Congressional District									
		Sullivan		Boren		Lucas		Cole		Fallin	
Presidential race	McCain	91	60.3%	107	64.5%	86	64.1%	91	63.1%	87	63.1%
	Obama	53	35.3%	52	31.4%	39	29.1%	48	33.1%	42	30.6%
	Undecided	7	4.5%	7	4.1%	9	6.8%	5	3.8%	9	6.3%
US Senate race	Inhofe	89	59.1%	87	52.4%	65	48.6%	77	53.2%	71	51.5%
	Rice	57	38.0%	67	40.6%	58	43.4%	53	37.0%	53	38.8%
	Wallace	1	.6%	3	1.7%	2	1.2%	4	2.5%	6	4.1%
	Undecided	4	2.3%	9	5.3%	9	6.8%	11	7.4%	8	5.6%
Corp Commissioner: short-term	Murphy	62	41.1%	48	28.9%	60	44.9%	58	40.3%	64	46.9%
	Roth	49	32.5%	59	35.8%	48	35.8%	52	35.8%	50	36.2%
	Undecided	40	26.4%	58	35.3%	26	19.3%	34	23.8%	23	16.9%
Corp Commissioner: long-term	Cloud	65	43.1%	47	28.6%	50	37.0%	53	36.6%	59	43.2%
	Gray	41	26.9%	58	35.4%	41	30.6%	43	29.8%	39	28.3%
	Undecided	45	30.0%	60	36.1%	44	32.3%	48	33.6%	39	28.4%
Negative advertising	More likely	133	88.4%	142	86.1%	114	84.8%	115	79.8%	120	87.2%
	Less likely	6	4.0%	10	5.8%	6	4.6%	6	3.9%	7	5.4%
	No difference	12	7.6%	13	8.1%	14	10.6%	24	16.3%	10	7.4%
Party to resolve economy	Republican Party	80	53.3%	77	46.5%	68	50.5%	72	50.2%	66	47.8%
	Democratic Party	47	31.1%	58	35.1%	45	33.2%	49	33.9%	43	31.6%
	Both	9	5.8%	10	6.3%	11	8.5%	7	5.1%	11	7.8%
	Neither/Dk/Refused	15	9.9%	20	12.0%	10	7.8%	16	10.8%	18	12.9%
Party to resolve foreign conflicts	Republican Party	92	60.9%	96	58.1%	80	59.5%	88	61.1%	82	59.9%
	Democratic Party	52	34.3%	58	35.0%	38	28.3%	48	33.1%	42	30.3%
	Both	6	4.2%	5	2.8%	10	7.3%	1	.5%	4	2.9%
	Neither/Dk/Refused	1	.6%	7	4.1%	7	4.9%	8	5.3%	9	6.9%

		Employment									
		Self-employed/ Owner		Full-time		Part-time		Not employed outside home		Retired	
Presidential race	McCain	81	66.7%	145	67.7%	21	66.1%	61	59.1%	157	58.9%
	Obama	33	27.2%	60	28.0%	5	16.8%	40	39.0%	96	36.0%
	Undecided	7	6.1%	9	4.3%	5	17.1%	2	1.8%	14	5.1%
US Senate race	Inhofe	68	56.1%	118	55.0%	18	57.5%	56	55.0%	130	48.8%
	Rice	41	33.9%	79	37.1%	10	32.6%	44	42.5%	117	43.9%
	Wallace	2	1.6%	5	2.4%	2	6.2%	0	.0%	5	2.1%
	Undecided	10	8.5%	12	5.5%	1	3.8%	3	2.5%	14	5.3%
Corp Commissioner: short-term	Murphy	51	41.9%	98	46.1%	11	33.9%	30	29.3%	104	39.2%
	Roth	39	32.0%	60	28.3%	9	29.1%	47	45.6%	103	38.8%
	Undecided	32	26.1%	55	25.6%	12	37.0%	26	25.1%	59	22.0%
Corp Commissioner: long-term	Cloud	58	47.7%	87	40.6%	12	38.3%	28	26.9%	91	34.3%
	Gray	33	27.3%	58	27.1%	7	21.0%	42	40.4%	83	31.3%
	Undecided	30	25.0%	69	32.3%	13	40.6%	34	32.7%	92	34.4%
Negative advertising	More likely	104	86.0%	187	87.8%	24	76.9%	82	80.1%	230	86.5%
	Less likely	5	4.3%	9	4.2%	3	8.1%	5	5.1%	13	4.8%
	No difference	12	9.7%	17	8.0%	5	14.9%	15	14.8%	23	8.8%
Party to resolve economy	Republican Party	68	56.3%	107	50.3%	17	53.0%	50	49.1%	123	46.1%
	Democratic Party	34	28.4%	64	29.9%	9	27.8%	43	41.7%	93	34.9%
	Both	8	6.5%	13	6.0%	5	15.6%	4	4.2%	19	7.0%
	Neither/Dk/Refused	11	8.8%	30	13.9%	1	3.6%	5	5.0%	32	12.0%
Party to resolve foreign conflicts	Republican Party	78	64.5%	134	62.6%	20	63.4%	61	59.6%	148	55.4%
	Democratic Party	36	29.8%	67	31.3%	9	26.9%	36	35.1%	90	33.8%
	Both	1	.5%	7	3.5%	0	.0%	5	4.4%	13	4.9%
	Neither/Dk/Refused	6	5.3%	6	2.7%	3	9.7%	1	.8%	15	5.8%

		Education													
		< High school		High school grad		Voca/Tech school		Some college		College grad		Post-grad study		Post-grad degree	
Presidential race	McCain	13	56.7%	101	57.2%	30	50.3%	124	73.2%	123	67.6%	34	63.4%	35	53.1%
	Obama	9	40.4%	65	36.6%	22	37.1%	36	21.6%	58	31.6%	15	28.7%	27	40.6%
	Undecided	1	2.9%	11	6.1%	7	12.6%	9	5.2%	1	.8%	4	7.9%	4	6.2%
US Senate race	Inhofe	12	51.5%	86	48.6%	24	39.8%	97	57.6%	105	57.3%	31	58.8%	31	47.1%
	Rice	10	45.5%	76	42.9%	30	51.2%	54	32.0%	67	36.8%	20	37.9%	32	48.1%
	Wallace	0	.0%	1	.8%	1	2.0%	6	3.3%	5	3.0%	0	.0%	1	1.2%
	Undecided	1	3.0%	14	7.7%	4	7.0%	12	7.1%	5	2.9%	2	3.3%	2	3.6%
Corp Commissioner: short-term	Murphy	10	42.8%	58	32.7%	18	30.6%	78	46.0%	88	48.3%	18	33.5%	23	34.7%
	Roth	9	37.9%	76	43.1%	23	39.6%	44	25.9%	59	32.4%	22	41.3%	23	34.6%
	Undecided	4	19.3%	43	24.2%	18	29.7%	48	28.1%	35	19.3%	13	25.2%	20	30.7%
Corp Commissioner: long-term	Cloud	8	35.4%	50	28.6%	17	28.5%	72	42.4%	84	45.9%	18	34.0%	24	35.7%
	Gray	8	37.4%	66	37.3%	21	35.7%	36	21.4%	49	26.7%	19	34.7%	22	33.5%
	Undecided	6	27.1%	60	34.1%	21	35.8%	61	36.2%	50	27.4%	17	31.3%	21	30.9%
Negative advertising	More likely	17	77.8%	148	83.7%	47	78.9%	149	87.8%	164	89.8%	43	80.9%	55	82.9%
	Less likely	4	19.3%	9	4.9%	6	11.0%	9	5.4%	3	1.7%	1	1.5%	2	3.5%
	No difference	1	2.9%	20	11.4%	6	10.2%	11	6.8%	16	8.5%	9	17.6%	9	13.7%
Party to resolve economy	Republican Party	14	60.3%	83	47.2%	21	34.7%	98	57.7%	101	55.3%	23	42.6%	23	34.2%
	Democratic Party	8	37.4%	70	39.8%	22	37.9%	42	24.8%	57	31.3%	16	29.6%	25	37.5%
	Both	0	.0%	11	6.4%	6	10.1%	10	6.0%	11	5.9%	5	9.7%	5	7.7%
	Neither/Dk/Refused	1	2.2%	12	6.6%	10	17.3%	19	11.5%	14	7.4%	10	18.1%	14	20.5%
Party to resolve foreign conflicts	Republican Party	11	48.8%	98	55.5%	29	49.2%	120	70.7%	115	62.7%	29	54.6%	36	53.5%
	Democratic Party	10	43.8%	65	36.9%	23	38.6%	38	22.6%	57	31.4%	16	29.8%	27	40.3%
	Both	1	5.2%	8	4.5%	1	2.4%	6	3.6%	5	2.9%	2	4.6%	1	1.9%
	Neither/Dk/Refused	1	2.2%	5	3.1%	6	9.9%	5	3.1%	6	3.1%	6	11.0%	3	4.3%

		Voter score									
		< 81		81-150		151-220		221-290		291+	
Presidential race	McCain	212	66.0%	144	59.9%	64	66.3%	27	52.1%	17	66.2%
	Obama	95	29.7%	80	33.1%	29	29.7%	24	45.4%	7	26.5%
	Undecided	14	4.3%	17	7.0%	4	4.1%	1	2.4%	2	7.4%
US Senate race	Inhofe	176	54.9%	124	51.5%	53	55.3%	24	45.1%	14	54.1%
	Rice	122	38.2%	96	39.9%	38	39.2%	25	47.8%	9	36.6%
	Wallace	3	.8%	6	2.6%	3	3.6%	1	1.0%	2	6.6%
	Undecided	19	6.1%	15	6.1%	2	1.9%	3	6.1%	1	2.7%
Corp Commissioner: short-term	Murphy	145	45.3%	83	34.3%	39	40.1%	18	34.8%	9	37.3%
	Roth	101	31.4%	83	34.5%	40	41.7%	25	47.2%	10	39.4%
	Undecided	75	23.3%	75	31.2%	17	18.2%	9	17.9%	6	23.3%
Corp Commissioner: long-term	Cloud	142	44.4%	70	29.2%	41	42.5%	12	23.2%	10	38.6%
	Gray	90	28.2%	72	29.9%	29	30.5%	20	37.6%	11	42.5%
	Undecided	88	27.4%	98	40.8%	26	27.0%	20	39.3%	5	18.9%
Negative advertising	More likely	277	86.4%	200	82.9%	87	90.5%	43	83.2%	20	79.6%
	Less likely	14	4.2%	11	4.7%	3	3.5%	5	8.8%	2	7.9%
	No difference	30	9.3%	30	12.4%	6	6.0%	4	8.0%	3	12.5%
Party to resolve economy	Republican Party	175	54.5%	106	43.8%	52	53.8%	22	42.2%	11	44.6%
	Democratic Party	93	29.2%	87	36.0%	32	33.4%	21	40.5%	9	36.6%
	Both	18	5.7%	18	7.3%	5	5.5%	5	10.1%	2	7.9%
	Neither/Dk/Refused	34	10.6%	31	12.8%	7	7.4%	4	7.2%	3	10.9%
Party to resolve foreign conflicts	Republican Party	205	63.9%	133	55.1%	62	64.6%	25	47.3%	16	63.2%
	Democratic Party	92	28.8%	84	34.9%	31	32.2%	24	46.7%	6	23.8%
	Both	11	3.5%	8	3.4%	3	3.2%	3	4.8%	1	2.4%
	Neither/Dk/Refused	12	3.8%	16	6.6%	0	.0%	1	1.2%	3	10.6%

Marital status by Sex

		Married men		Married women		Single men		Single women	
Presidential race	McCain	186	66.2%	202	66.9%	33	54.7%	43	46.2%
	Obama	86	30.5%	83	27.5%	24	40.8%	42	44.7%
	Undecided	9	3.3%	17	5.6%	3	4.5%	9	9.1%
US Senate race	Inhofe	164	58.3%	163	54.2%	30	49.7%	33	35.9%
	Rice	101	35.9%	116	38.5%	24	39.7%	50	54.0%
	Wallace	6	2.2%	5	1.6%	2	3.6%	1	1.5%
	Undecided	10	3.6%	17	5.8%	4	7.1%	8	8.6%
Corp Commissioner: short-term	Murphy	131	46.7%	115	38.2%	25	42.4%	22	23.7%
	Roth	77	27.2%	111	36.8%	25	41.6%	46	49.6%
	Undecided	74	26.1%	75	25.0%	10	16.0%	25	26.7%
Corp Commissioner: long-term	Cloud	121	42.9%	106	35.3%	24	40.0%	24	26.1%
	Gray	79	27.9%	83	27.6%	27	44.9%	34	36.1%
	Undecided	82	29.1%	112	37.1%	9	15.1%	35	37.8%
Negative advertising	More likely	242	85.9%	260	86.2%	50	82.6%	77	83.0%
	Less likely	7	2.4%	20	6.6%	2	3.0%	6	6.9%
	No difference	33	11.7%	22	7.3%	9	14.4%	9	10.2%
Party to resolve economy	Republican Party	148	52.7%	164	54.3%	20	33.4%	34	35.9%
	Democratic Party	82	29.0%	93	30.8%	29	47.6%	41	43.5%
	Both	12	4.4%	23	7.6%	4	7.2%	9	9.6%
	Neither/Dk/Refused	39	13.9%	22	7.4%	7	11.7%	10	11.0%
Party to resolve foreign conflicts	Republican Party	175	62.3%	196	64.9%	34	56.0%	36	38.6%
	Democratic Party	87	31.1%	83	27.5%	20	33.4%	48	51.3%
	Both	6	2.1%	12	3.9%	1	1.6%	7	7.4%
	Neither/Dk/Refused	13	4.5%	11	3.6%	5	9.0%	3	2.7%

Religious service attendance

		Several times a week		Once a week		Occasionally		Does not attend	
Presidential race	McCain	152	78.0%	153	65.7%	104	54.6%	41	44.0%
	Obama	37	19.0%	69	29.6%	74	38.6%	45	48.6%
	Undecided	6	3.0%	11	4.7%	13	6.8%	7	7.4%
US Senate race	Inhofe	134	68.6%	132	56.5%	74	38.7%	38	41.1%
	Rice	53	27.0%	86	37.0%	96	50.5%	45	48.1%
	Wallace	3	1.7%	5	2.2%	4	2.2%	2	2.1%
	Undecided	5	2.7%	10	4.4%	16	8.6%	8	8.7%
Corp Commissioner: short-term	Murphy	89	45.7%	88	37.7%	77	40.3%	33	35.8%
	Roth	49	24.9%	76	32.5%	78	40.9%	45	48.1%
	Undecided	57	29.4%	69	29.7%	36	18.8%	15	16.1%
Corp Commissioner: long-term	Cloud	89	45.7%	79	34.0%	68	35.9%	32	34.3%
	Gray	37	19.2%	69	29.5%	69	36.3%	38	41.2%
	Undecided	69	35.1%	85	36.4%	53	27.9%	23	24.5%
Negative advertising	More likely	170	86.8%	195	83.9%	166	86.9%	82	88.0%
	Less likely	8	4.3%	13	5.7%	11	5.9%	2	1.9%
	No difference	17	8.9%	24	10.4%	14	7.2%	9	10.1%
Party to resolve economy	Republican Party	128	65.4%	118	50.8%	77	40.1%	31	33.5%
	Democratic Party	43	22.1%	73	31.2%	78	40.6%	40	42.6%
	Both	9	4.7%	17	7.5%	16	8.3%	5	5.6%
	Neither/Dk/Refused	15	7.8%	25	10.6%	21	11.0%	17	18.2%
Party to resolve foreign conflicts	Republican Party	145	74.4%	145	62.3%	96	50.1%	41	44.3%
	Democratic Party	38	19.4%	73	31.4%	76	40.0%	45	48.0%
	Both	5	2.6%	5	2.3%	9	5.0%	3	2.8%
	Neither/Dk/Refused	7	3.7%	9	4.0%	9	5.0%	5	4.9%

		Income															
		< \$15k		\$15-25k		\$25-40k		\$40-55k		\$55-70k		\$70-100k		\$100-150k		\$150k +	
Presidential race	McCain	18	45%	52	53%	78	67%	77	69%	78	66%	65	65%	33	68%	18	53%
	Obama	21	51%	34	34%	34	29%	30	27%	34	29%	32	32%	12	26%	13	39%
	Undecided	2	4.4%	13	13%	5	4.1%	4	3.7%	6	4.8%	3	2.8%	3	5.9%	3	8.3%
US Senate race	Inhofe	16	40%	42	43%	71	61%	55	49%	69	58%	60	61%	26	54%	15	45%
	Rice	23	56%	46	47%	41	35%	41	37%	43	36%	37	37%	18	36%	17	50%
	Wallace	0	.0%	1	1.4%	1	1.3%	8	7.0%	2	1.6%	0	.0%	1	2.0%	1	2.7%
	Undecided	2	4.3%	9	8.9%	3	2.5%	7	6.5%	5	3.9%	2	2.5%	4	7.5%	1	2.2%
Corp Commissioner: short-term	Murphy	8	19%	31	32%	52	45%	47	42%	50	42%	39	40%	27	55%	16	46%
	Roth	21	50%	45	46%	43	37%	35	31%	34	28%	35	36%	13	26%	12	34%
	Undecided	13	31%	22	22%	22	19%	29	26%	35	30%	25	25%	9	19%	7	20%
Corp Commissioner: long-term	Cloud	11	27%	22	22%	43	37%	40	36%	40	34%	51	51%	25	51%	17	51%
	Gray	20	48%	35	36%	38	33%	32	29%	30	25%	27	27%	13	26%	11	34%
	Undecided	11	25%	42	42%	36	31%	40	36%	48	41%	22	22%	11	23%	5	15%
Negative advertising	More likely	37	89%	73	74%	99	85%	101	91%	101	85%	89	90%	44	91%	27	79%
	Less likely	2	5.3%	10	10%	3	2.3%	3	2.9%	8	6.9%	3	2.9%	1	2.8%	3	8.3%
	No difference	2	5.9%	15	15%	14	12%	7	6.2%	9	7.9%	7	7.2%	3	6.0%	4	13%
Party to resolve economy	Republican Party	12	28%	38	38%	60	51%	57	51%	54	45%	62	62%	30	61%	19	55%
	Democratic Party	22	53%	41	42%	34	29%	31	28%	35	29%	29	29%	15	30%	14	41%
	Both	3	6.3%	11	11%	9	7.5%	7	6.4%	10	8.5%	3	2.6%	3	5.4%	1	1.7%
	Neither/Dk/Refused	5	12%	8	8.3%	14	12%	15	14%	20	17%	7	6.8%	2	3.7%	1	2.7%
Party to resolve foreign conflicts	Republican Party	15	36%	53	54%	70	60%	69	63%	72	61%	67	67%	35	71%	18	54%
	Democratic Party	22	52%	38	38%	31	26%	30	27%	40	33%	31	31%	13	27%	15	43%
	Both	4	9.9%	5	5.1%	4	3.6%	5	4.6%	2	1.6%	1	.6%	1	1.5%	0	.0%
	Neither/Dk/Refused	1	1.2%	2	2.5%	12	9.9%	6	5.4%	5	4.2%	2	1.8%	0	.0%	1	2.7%

		Party to resolve economy								Party to resolve foreign conflicts							
		Republican Party		Democratic Party		Both		Neither/Dk/R		Republican Party		Democratic Party		Both		Neither/Dk/R	
Presidential race	McCain	356	98%	15	6.0%	33	69%	59	75%	420	95%	16	6.5%	10	40%	19	59%
	Obama	5	1.4%	211	87%	5	11%	14	17%	11	2.5%	208	87%	10	38%	6	19%
	Undecided	4	1.1%	18	7.4%	10	20%	6	7.3%	10	2.3%	15	6.2%	6	22%	7	22%
US Senate race	Inhofe	309	85%	21	8.5%	16	33%	45	57%	356	81%	18	7.6%	5	21%	11	36%
	Rice	35	9.7%	217	89%	21	43%	18	22%	52	12%	215	90%	14	55%	11	34%
	Wallace	6	1.6%	1	.6%	3	6.9%	4	4.8%	10	2.3%	1	.6%	0	.0%	3	9.2%
	Undecided	15	4.1%	4	1.8%	8	16%	13	16%	23	5.1%	4	1.8%	6	24%	7	22%
Corp Commissioner: short-term	Murphy	245	67%	16	6.7%	12	24%	21	27%	270	61%	13	5.6%	6	24%	4	14%
	Roth	43	12%	184	76%	15	30%	17	21%	60	14%	180	76%	9	34%	10	31%
	Undecided	77	21%	43	18%	22	45%	41	52%	111	25%	45	19%	11	41%	17	55%
Corp Commissioner: long-term	Cloud	228	62%	18	7.4%	9	19%	20	25%	244	55%	19	8.2%	5	20%	7	22%
	Gray	31	8.4%	165	68%	8	16%	19	24%	46	10%	161	67%	8	30%	8	26%
	Undecided	107	29%	60	25%	32	65%	40	51%	151	34%	58	25%	13	50%	16	52%

Crosstab: Cross-party voting certainty, row %

				Negative advertising					
				More likely		Less likely		No difference	
Party	Democrat	Presidential race	McCain	143	85.5%	10	5.9%	14	8.6%
			Obama	187	91.9%	4	2.1%	12	6.1%
Republican	Presidential race	McCain	243	90.0%	7	2.6%	20	7.4%	
		Obama	15	71.9%	1	2.5%	5	25.7%	
Independent	Presidential race	McCain	20	75.1%	0	.0%	7	24.9%	
		Obama	11	100.0%	0	.0%	0	.0%	

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 and Corporation Commissioner (short-term and long-term) ballot test as well as Economy and foreign conflicts.
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) October 10-12, 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.

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