

# SENATE SLUGFEST IN OK: COBURN UP 4 OVER CARSON TO FILL NICKLES SEAT



**IN 2000, BUSH CARRIED OK BY 22 PTS ... LEADS TODAY BY 19 ... 7 ELECTORAL VOTES AT STAKE**

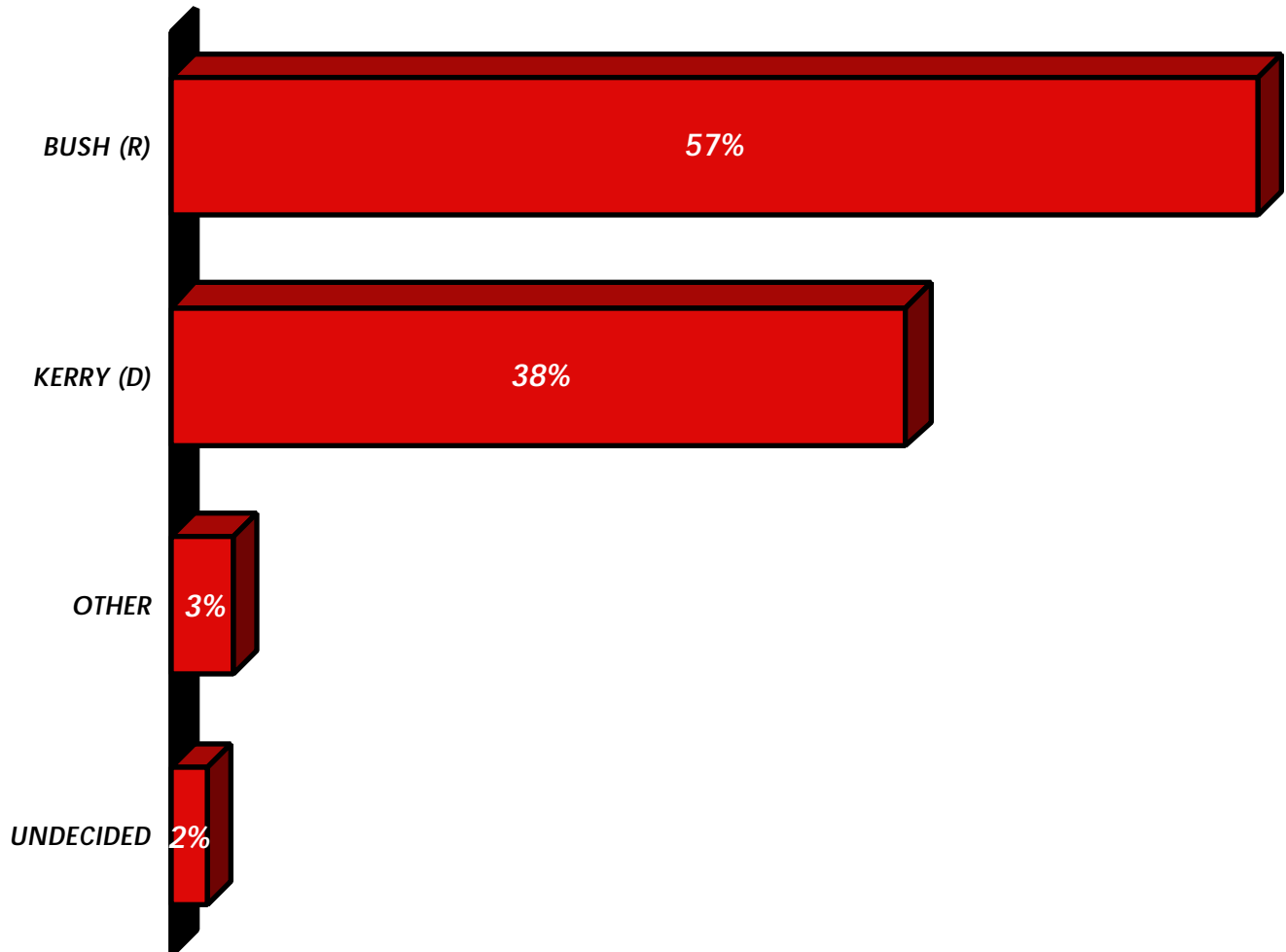
- \* IN AN ELECTION IN OKLAHOMA TODAY, 75 DAYS TO VOTE, GEORGE W BUSH COMFORTABLY DEFEATS JOHN KERRY & CAPTURES OK'S 7 ELECTORAL COLLEGE VOTES, BUT REPUBLICAN TOM COBURN BARELY EDGES DEMOCRAT BRAD CARSON 47% TO 43% FOR DON NICKLES'S OPEN U. S. SENATE SEAT, ACCORDING TO SURVEYUSA POLL OF 596 LIKELY OK VOTERS CONDUCTED 8/16 + 8/17 + 8/18.
- \* TODAY BUSH IS UP 19 PTS OVER KERRY, 57% TO 38%. 8 WKS AGO, BUSH LED BY 26.
- \* COBURN UP BY 17 AMONG THOSE WHO ATTEND CHURCH REGULARLY, CARSON UP 14 AMONG THOSE WHO ATTEND CHURCH RARELY. COBURN UP 2: 1 AMONG PRO-LIFE VOTERS, CARSON UP 2: 1 AMONG PRO-CHOICE VOTERS. COBURN UP 13 IN WESTERN OK. CARSON UP 2 IN EASTERN OK.
- \* 18% OF BUSH VOTERS SPLIT TICKET & VOTE FOR DEMOCRAT IN U. S. SENATE CONTEST.

<b>RESEARCH CONDUCTED E.T.</b>	040816 17: 31- 21: 49 040817 16: 31- 21: 49 040818 16: 30- 21: 49 ET
<b>RESPONDENTS DRAWN FROM</b>	THE ENTIRE STATE OF OKLAHOMA
<b>RANDOM SAMPLE SELECTED BY</b>	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KJRH-TV TULSA AND KFOR-TV OKLAHOMA CITY

*VOTE FOR PRESIDENT / ALL LIKELY VOTERS*

ON NOVEMBER 2ND, AMERICANS WILL ELECT A PRESIDENT. IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN GEORGE W. BUSH? DEMOCRAT JOHN KERRY? OR SOME OTHER CANDIDATE?

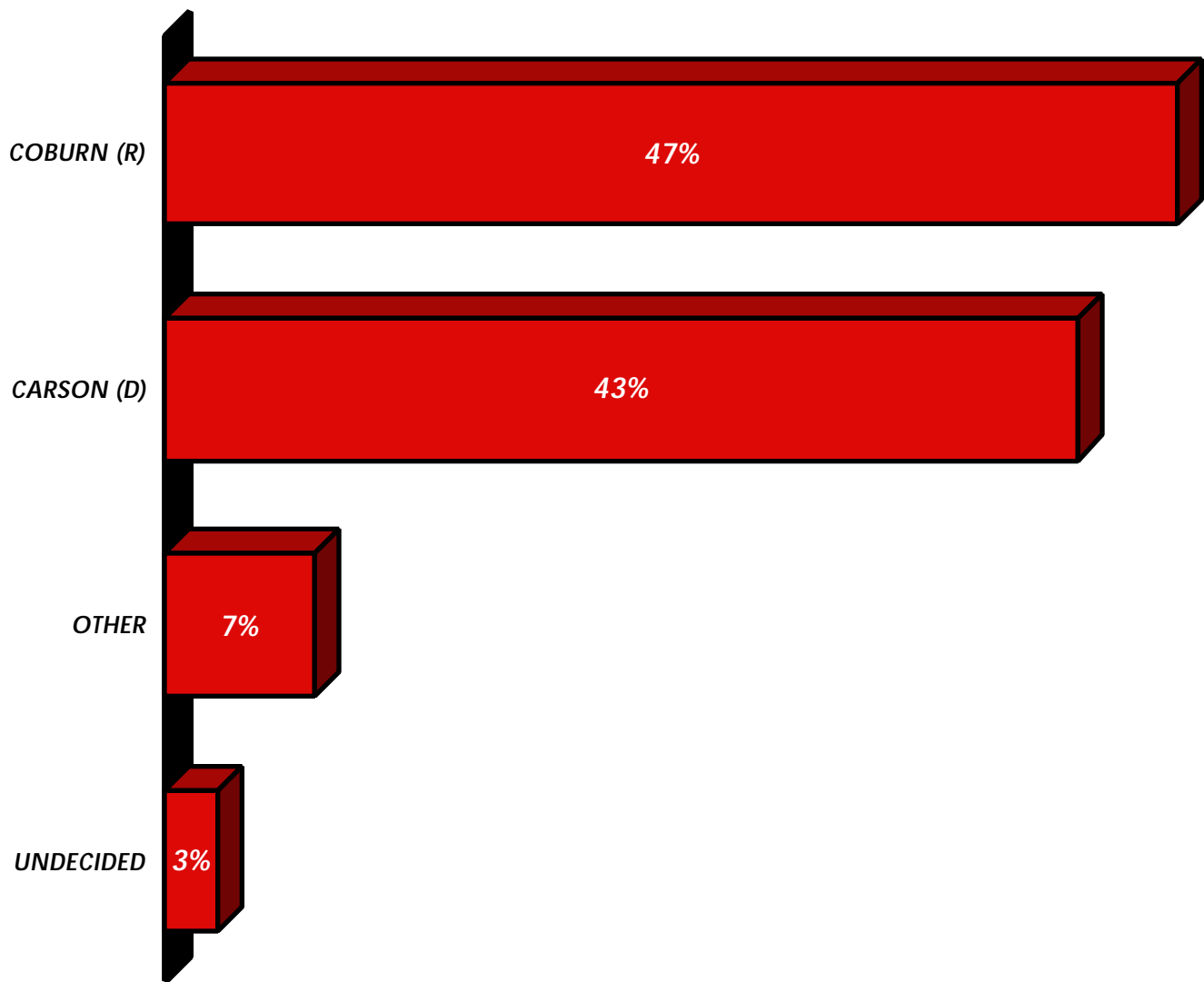


THIS IS A SURVEY OF	<b>596</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF OKLAHOMA
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±4.1%</b>	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

*VOTE FOR SENATOR / ALL LIKELY VOTERS*

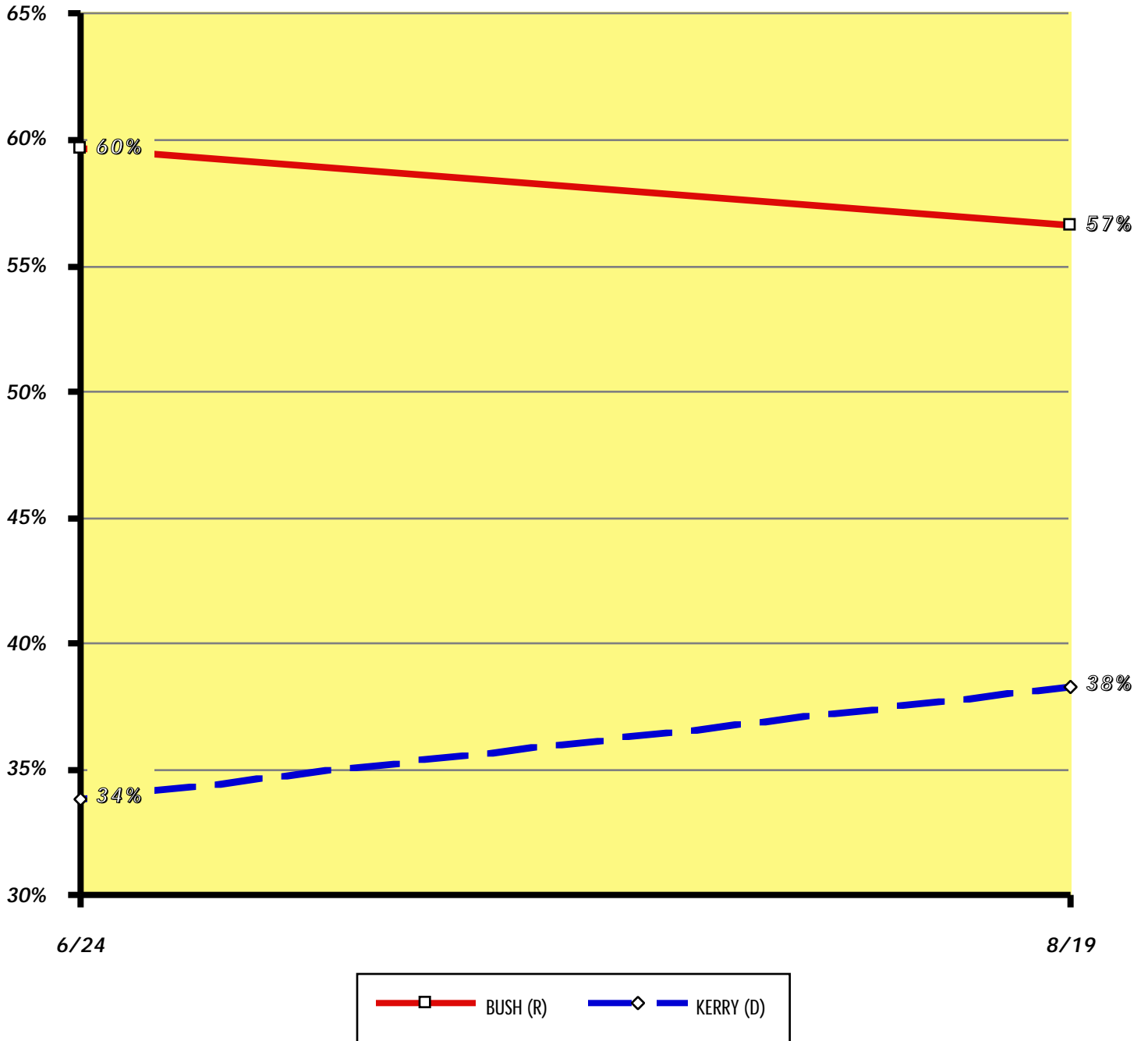
OKLAHOMA VOTERS MAY ALSO VOTE IN AN ELECTION FOR UNITED STATES SENATOR. IF THE ELECTION FOR U. S. SENATOR FROM OKLAHOMA WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? REPUBLICAN TOM COBURN? DEMOCRAT BRAD CARSON? OR SOME OTHER CANDIDATE?



THIS IS A SURVEY OF	<b>586</b>	LIKELY VOTERS FROM THE ENTIRE STATE OF OKLAHOMA
OVERALL RESULTS CONSIDERED SIGNIFICANT	<b>±4.1%</b>	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

VOTE FOR PRESIDENT / ALL LIKELY VOTERS



VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC NATIVE/OTHER BUSH (R) KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

BUSH (R)	57%	58%	48%	59%	54%	55%	56%	55%	62%	64%	16%	15%	44%		
KERRY (D)	38%	38%	43%	37%	40%	41%	38%	40%	34%	32%	71%	85%	44%		
OTHER	3%	3%	6%	3%	3%	3%	4%	4%	1%	2%	9%	0%	11%		
UNDECIDED	2%	2%	3%	1%	2%	1%	2%	2%	2%	2%	4%	0%	1%		
FOR CANDIDATE														84%	40%
AGAINST OTHER CAND.														14%	57%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

BUSH (R)	100	102	85	104	96	98	98	97	110	114	28	27	77		
KERRY (D)	100	98	113	95	105	106	98	103	90	83	186	222	116		
OTHER	100	88	184	102	98	83	136	118	44	57	279	0	348		
UNDECIDED	100	94	145	77	122	80	124	87	109	107	218	0	35		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC NATIVE/OTHER

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
BUSH (R)	57%	91%	25%	58%	57%	63%	57%	53%	81%	38%	18%	56%	58%		
KERRY (D)	38%	5%	70%	32%	38%	33%	39%	40%	16%	58%	73%	40%	37%		
OTHER	3%	3%	2%	8%	2%	4%	3%	3%	3%	3%	4%	3%	3%		
UNDECIDED	2%	1%	3%	1%	4%	1%	0%	3%	1%	1%	5%	1%	3%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
BUSH (R)	100	161	44	103	101	111	100	94	143	68	33	98	102		
KERRY (D)	100	14	184	84	98	85	103	106	41	150	190	103	95		
OTHER	100	80	77	240	53	128	103	103	77	105	112	106	92		
UNDECIDED	100	47	137	81	205	36	21	152	52	38	279	77	141		

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRAD SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 MILITARY/VET  
 NON-MILITARY/VET

VOTE FOR PRESIDENT / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 WESTERN OK  
 EASTERN OK  
 URBAN  
 SUBURBAN  
 RURAL

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

BUSH (R)	57%	45%	55%	62%	75%	35%	57%	56%	57%	56%	56%				
KERRY (D)	38%	49%	38%	36%	23%	58%	39%	38%	38%	38%	39%				
OTHER	3%	5%	5%	1%	2%	4%	2%	4%	4%	5%	2%				
UNDECIDED	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	3%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

BUSH (R)	100	79	97	109	132	62	100	100	101	99	99				
KERRY (D)	100	127	100	93	59	153	101	99	98	99	102				
OTHER	100	144	145	36	56	117	74	124	123	145	56				
UNDECIDED	100	97	118	83	53	133	110	91	54	77	150				

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 WESTERN OK  
 EASTERN OK  
 URBAN  
 SUBURBAN  
 RURAL

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	NATIVE/OTHER		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
COBURN (R)	47%	50%	36%	51%	44%	48%	48%	44%	52%	52%	24%	9%	46%		
CARSON (D)	43%	44%	39%	42%	44%	36%	45%	48%	42%	39%	59%	69%	48%		
OTHER	7%	5%	20%	6%	8%	13%	5%	7%	3%	6%	11%	22%	6%		
UNDECIDED	3%	0%	5%	2%	3%	3%	3%	1%	3%	3%	6%	0%	1%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	CERTAIN	PROBABLE	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	NATIVE/OTHER		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
COBURN (R)	100	106	77	107	93	101	100	92	109	110	50	18	97		
CARSON (D)	100	104	91	97	103	85	104	112	98	91	138	162	111		
OTHER	100	77	279	81	119	176	69	98	48	85	150	311	81		
UNDECIDED	100	0	191	72	128	126	112	57	105	108	241	0	26		

OVERALL CERTAIN PROBABLE MALE FEMALE AGE 18-34 AGE 35-49 AGE 50-64 AGE 65+ WHITE BLACK HISPANIC NATIVE/OTHER



VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
COBURN (R)	47%	79%	18%	52%	51%	56%	46%	43%	68%	32%	19%	46%	51%		
CARSON (D)	43%	14%	73%	31%	43%	34%	45%	45%	22%	61%	68%	43%	42%		
OTHER	7%	4%	7%	17%	4%	8%	7%	8%	7%	6%	13%	9%	4%		
UNDECIDED	3%	3%	2%	1%	2%	2%	2%	3%	3%	2%	1%	2%	3%		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT/OTHER	GRAD SCHOOL	COLLEGE GRAD	SOME COLLEGE	NO COLLEGE	CONSERVATIVE	MODERATE	LIBERAL	MILITARY/VET	NON-MILITARY/VET		
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
COBURN (R)	100	166	38	109	108	118	97	91	143	67	39	97	108		
CARSON (D)	100	32	171	71	100	80	105	105	52	142	158	100	97		
OTHER	100	56	101	236	58	108	92	117	99	81	181	123	56		
UNDECIDED	100	128	62	32	81	70	92	131	109	61	27	95	114		

OVERALL  
 REPUBLICAN  
 DEMOCRAT  
 INDEPENDENT/OTHER  
 GRAD SCHOOL  
 COLLEGE GRAD  
 SOME COLLEGE  
 NO COLLEGE  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 MILITARY/VET  
 NON-MILITARY/VET

VOTE FOR SENATOR / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 WESTERN OK  
 EASTERN OK  
 URBAN  
 SUBURBAN  
 RURAL  
 BUSH (R)  
 KERRY (D)

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY													
COBURN (R)	47%	37%	43%	55%	64%	30%	51%	45%	51%	52%	42%	74%	12%
CARSON (D)	43%	51%	46%	38%	29%	60%	38%	47%	40%	42%	46%	18%	81%
OTHER	7%	8%	8%	5%	5%	8%	8%	7%	7%	4%	9%	5%	7%
UNDECIDED	3%	4%	3%	2%	2%	3%	4%	2%	2%	1%	4%	3%	1%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES													
COBURN (R)	100	78	90	115	135	62	107	94	108	110	88	156	24
CARSON (D)	100	119	107	90	67	139	89	110	92	99	107	42	189
OTHER	100	107	119	76	73	115	108	93	104	57	120	76	94
UNDECIDED	100	172	122	67	76	99	142	62	77	55	144	105	26

OVERALL  
 NO RELIGIOUS SERVICES  
 OCCASIONAL RELIGIOUS SERVICES  
 REGULAR RELIGIOUS SERVICES  
 PRO-LIFE  
 PRO-CHOICE  
 WESTERN OK  
 EASTERN OK  
 URBAN  
 SUBURBAN  
 RURAL  
 BUSH (R)  
 KERRY (D)





RAW COUNTS FOR ALL RESPONSES CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	NO RELIGIOUS SERVICES	OCCASIONAL RELIGIOUS SERVICES	REGULAR RELIGIOUS SERVICES	PRO-LIFE	PRO-CHOICE	WESTERN OK	EASTERN OK	URBAN	SUBURBAN	RURAL	BUSH (R)	KERRY (D)
REGISTERED	673	128	210	319	333	285	324	349	222	161	290		
CERTAIN	521	094	150	270	268	224	247	274	181	130	211		
PROBABLE	075	010	032	030	033	029	040	035	022	013	040		
LIKELY	596	104	181	299	302	253	287	309	203	142	251		
BUSH (R)	337	047	099	185	225	089	163	175	116	080	141		
KERRY (D)	229	051	070	107	068	148	111	117	076	054	098		
OTHER	019	005	009	003	005	010	007	012	008	007	005		
UNDECIDED	011	002	004	005	003	006	006	005	002	002	007		
COBURN (R)	272	037	076	162	189	074	141	137	103	071	104	246	026
CARSON (D)	242	050	082	114	085	150	106	145	080	058	113	060	182
OTHER	033	008	015	016	015	021	021	020	015	006	021	018	015
WON'T VOTE	008	005	002	003	008	002	008	002	001	005	004	004	004
UNDECIDED	010	004	006	005	006	006	010	005	004	002	009	009	001
TOTAL	800	162	257	352	392	330	390	410	411	569	440		
COMPOSITION OF ADULTS	100%	20%	32%	44%	49%	41%	49%	51%	51%	71%	55%		
COMP. OF REGISTERED	100%	19%	31%	47%	49%	42%	48%	52%	33%	24%	43%		
COMP OF LIKELY VOTERS	100%	17%	30%	50%	51%	43%	48%	52%	34%	24%	42%		

800 OKLAHOMA ADULTS INTERVIEWED BY TELEPHONE 8/16 - 8/18. OF THEM, 673 WERE REGISTERED TO VOTE. OF THEM, 596 WERE JUDGED TO BE ' LIKELY' VOTERS. GRAPHS REFLECT ' LIKELY' VOTERS.

The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ. These statements conform to the principles of disclosure of the National Council on Public Polls.