



820 NE 63 ST
Oklahoma City, OK 73105
405.607.4664

News9 – Oklahoma General Election, Week 1 September 7, 2008

Sample: likely voters in Oklahoma (n= 894)
Margin of Error: 3.27%

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	448	50.1
	2. Republican	388	43.4
	3. Independent	58	6.5
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?	589	65.9
	1. US Senator John McCain	249	27.9
	2. US Senator Barack Obama	55	6.2
	3. Undecided		
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. US Senator Jim Inhofe	511	57.2
	2. State Senator Andrew Rice	261	29.2
	3. Independent candidate, Stephen Wallace	32	3.6
	4. Undecided	90	10.0

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	399	44.7
	2. Democratic candidate, Jim Roth	323	36.1
	3. Undecided	172	19.2
5.	Which of the following do you consider as the most pressing issue in the upcoming presidential election?		
	1. For the economy in general	393	44.0
	2. For energy rates and/or energy prices	203	22.7
	3. Immigration	73	8.2
	4. Education	39	4.4
	5. Other	107	12.0
	6. Dk/Refused	78	8.7
6.	Do you have an overall positive or negative perception of main-stream media?		
	1. Positive	244	27.3
	2. Negative	551	61.6
	3. Dk/Refused	98	11.0
7.	We're almost done. [SEX]		
	1. Male	419	46.8
	2. Female	475	53.2
8.	Do you consider yourself a liberal, a moderate or a conservative in your political beliefs?		
	1. Liberal	86	9.7
	2. Moderate	368	41.1
	3. Conservative	413	46.3
	4. Dk/Refused	26	2.9

9.	Which of the following best describes your employment status?		
	1. Self employed or own your own business	146	16.3
	2. Employed outside the home FULL-time	282	31.6
	3. Employed outside the home PART-time	48	5.4
	4. NOT employed outside the home	96	10.8
	5. Retired	309	34.6
	6. Dk/Refused	12	1.3
10.	Marital status		
	1. Married	696	77.9
	2. Single	167	18.6
	3. Refused	31	3.5
11.	What age group are you in?		
	1. 18-to-24	23	2.6
	2. 25-to-34	42	4.6
	3. 35-to-44	89	10.0
	4. 45-to-54	153	17.1
	5. 55-to-64	246	27.5
	6. 65 and over	342	38.2
12.	What is the highest level of education you've had the opportunity to complete?		
	1. Less than High School	34	3.8
	2. High School graduate	185	20.7
	3. Technical or Vocational school	65	7.3
	4. Some College	237	26.5
	5. College graduate	191	21.4
	6. Post-Graduate study	77	8.7
	7. Post-Graduate degree	93	10.4
	8. Dk/Refused	11	1.2

13.	Approximately how many times do you attend religious services?		
	1. More than once a week	253	28.3
	2. Once a week	267	29.9
	3. Monthly	130	14.5
	4. Less than annually	110	12.3
	5. Annually	41	4.5
	6. Never	56	6.3
	7. Dk/Refused	37	4.1
14.	Do you consider yourself to be an Evangelical Christian?		
	1. Yes	509	57.0
	2. No	294	32.9
	3. Dk/Refused	91	10.2
15.	What would you estimate is your annual household income?		
	1. Under \$15,000	60	6.7
	2. \$15-25 thousand	74	8.3
	3. \$25-40 thousand	150	16.7
	4. \$40-55 thousand	131	14.6
	5. \$55-70 thousand	133	14.9
	6. \$70-100 thousand	132	14.8
	7. \$100-150 thousand	66	7.4
	8. \$150,000 or over	45	5.1
	9. Dk/Refused	103	11.5
16.	Congressional District [PRECODE]		
	1. Sullivan	178	20.0
	2. Boren	197	22.1
	3. Lucas	167	18.7
	4. Cole	178	19.9
	5. Fallin	172	19.3

17. Voter Score [PRECODE]		
1. Less than 80	365	40.8
2. 80-150	292	32.7
3. 151-220	153	17.1
4. 221-290	55	6.1
5. 291+	29	3.3
18. Marital status and Sex [PRECODE]		
1. Married men	348	40.4
2. Married women	348	40.3
3. Single men	57	6.6
4. Single women	109	12.7



Crosstabs

		Party						Political beliefs					
		Democrat		Republican		Independent		Liberal		Moderate		Conservative	
Presidential race	McCain	202	45.2%	358	92.3%	29	49.8%	12	13.8%	195	53.0%	370	89.5%
	Obama	218	48.7%	19	5.0%	12	20.5%	60	69.8%	149	40.5%	29	7.0%
	Undecided	27	6.1%	11	2.7%	17	29.7%	14	16.4%	24	6.5%	15	3.6%
US Senate race	Inhofe	168	37.4%	314	81.1%	29	50.1%	24	28.3%	150	40.7%	325	78.6%
	Rice	213	47.5%	37	9.4%	12	20.3%	49	56.1%	163	44.2%	45	10.8%
	Wallace	15	3.3%	7	1.8%	10	17.7%	6	6.6%	19	5.0%	8	1.9%
	Undecided	53	11.8%	30	7.7%	7	11.9%	8	9.0%	37	10.0%	36	8.8%
Corp. Commissioner race	Murphy	76	16.9%	301	77.7%	23	38.6%	16	18.9%	107	29.0%	270	65.3%
	Roth	285	63.5%	24	6.2%	14	24.7%	58	66.6%	193	52.6%	63	15.2%
	Undecided	88	19.6%	62	16.1%	21	36.7%	13	14.5%	68	18.4%	81	19.5%
Top pressing issues	Economy	248	55.3%	121	31.1%	25	43.0%	53	61.3%	200	54.4%	129	31.2%
	Energy rates/prices	73	16.3%	115	29.7%	14	24.8%	10	11.1%	71	19.4%	114	27.6%
	Education	26	5.7%	12	3.2%	1	2.2%	6	7.1%	16	4.2%	17	4.1%
	Immigration	22	5.0%	46	11.9%	5	8.5%	2	2.8%	20	5.4%	50	12.1%
	Other	44	9.8%	56	14.4%	7	12.7%	11	12.7%	38	10.4%	57	13.7%
	Dk/Refused	35	7.8%	38	9.8%	5	8.7%	4	5.0%	23	6.2%	47	11.3%
Media perceptions	Positive	170	37.9%	51	13.2%	24	40.3%	50	57.6%	135	36.8%	54	13.2%
	Negative	210	46.8%	311	80.2%	30	52.2%	23	27.1%	179	48.7%	333	80.4%
	Unsure	68	15.3%	26	6.6%	4	7.6%	13	15.3%	53	14.5%	26	6.4%



		Age											
		18-24		25-34		35-44		45-54		55-64		65+	
Presidential race	McCain	7	31.7%	27	64.7%	62	69.8%	114	74.5%	154	62.7%	225	65.9%
	Obama	4	19.2%	15	35.3%	23	26.0%	32	21.1%	77	31.3%	98	28.7%
	Undecided	11	49.1%	0	.0%	4	4.2%	7	4.4%	15	6.1%	18	5.4%
US Senate race	Inhofe	19	80.8%	18	42.8%	44	49.1%	98	63.9%	139	56.7%	194	56.8%
	Rice	4	19.2%	12	28.2%	20	22.4%	28	18.2%	87	35.5%	110	32.2%
	Wallace	0	.0%	4	10.2%	3	3.5%	8	4.9%	6	2.3%	11	3.4%
	Undecided	0	.0%	8	18.8%	22	25.1%	20	12.9%	14	5.5%	26	7.7%
Corp. Commissioner race	Murphy	16	67.9%	18	44.5%	41	45.8%	84	55.4%	101	41.1%	139	40.6%
	Roth	4	19.2%	13	31.8%	28	31.3%	34	22.5%	91	37.1%	152	44.5%
	Undecided	3	12.9%	10	23.8%	20	23.0%	34	22.2%	54	21.8%	51	14.9%
Top pressing issues	Economy	20	87.1%	17	40.1%	36	40.4%	54	35.1%	114	46.6%	153	44.6%
	Energy rates/prices	0	.0%	12	29.5%	17	18.7%	39	25.4%	50	20.4%	85	24.9%
	Education	0	.0%	4	10.3%	3	3.5%	8	5.3%	13	5.4%	10	3.0%
	Immigration	0	.0%	1	3.0%	7	8.3%	15	10.1%	24	10.0%	25	7.3%
	Other	3	12.9%	4	9.6%	14	15.7%	23	15.2%	16	6.3%	47	13.8%
	Dk/Refused	0	.0%	3	7.6%	12	13.4%	14	8.9%	28	11.3%	22	6.3%
Media perceptions	Positive	13	55.4%	8	20.5%	19	21.8%	30	20.0%	77	31.3%	96	28.2%
	Negative	10	44.6%	27	65.6%	60	67.2%	106	69.5%	153	62.3%	194	56.9%
	Unsure	0	.0%	6	13.9%	10	11.1%	16	10.5%	16	6.4%	51	14.9%



		Congressional District									
		Sullivan		Boren		Lucas		Cole		Fallin	
Presidential race	McCain	113	63.6%	111	56.3%	128	76.6%	127	71.8%	107	62.3%
	Obama	56	31.6%	66	33.8%	30	18.0%	41	23.3%	55	32.1%
	Undecided	9	4.8%	19	9.8%	9	5.4%	9	4.9%	10	5.6%
US Senate race	Inhofe	108	60.7%	102	51.9%	110	65.9%	100	56.1%	89	51.5%
	Rice	57	32.3%	59	30.0%	38	23.0%	48	26.9%	58	33.9%
	Wallace	1	.5%	12	6.0%	4	2.3%	7	4.0%	9	4.9%
	Undecided	12	6.6%	24	12.1%	15	8.7%	23	13.0%	17	9.7%
Corp. Commissioner race	Murphy	90	50.7%	67	33.9%	87	52.4%	79	44.3%	74	42.9%
	Roth	46	25.8%	97	49.2%	46	27.6%	66	37.0%	69	39.8%
	Undecided	42	23.5%	33	17.0%	33	20.1%	33	18.6%	30	17.3%
Top pressing issues	Economy	75	42.3%	92	47.0%	80	47.8%	72	40.7%	74	42.7%
	Energy rates/prices	29	16.3%	46	23.3%	38	22.9%	42	23.7%	45	26.1%
	Education	3	1.8%	10	4.9%	7	4.3%	12	6.6%	8	4.4%
	Immigration	13	7.3%	14	7.0%	19	11.5%	17	9.3%	11	6.4%
	Other	34	18.8%	20	9.9%	13	7.7%	23	12.9%	18	10.6%
	Dk/Refused	24	13.4%	16	7.9%	10	5.8%	12	6.8%	17	9.9%
Media perceptions	Positive	42	23.6%	49	25.0%	38	23.0%	51	28.4%	64	37.3%
	Negative	122	68.4%	121	61.6%	109	65.2%	107	60.2%	90	52.2%
	Unsure	14	7.9%	26	13.3%	20	11.8%	20	11.4%	18	10.6%



		Employment status									
		Self-employed/Bus owner		Full-time outside home		Part-time outside home		Employed inside home		Retired	
Presidential race	McCain	109	74.5%	202	71.7%	30	62.0%	63	65.5%	177	57.3%
	Obama	23	15.8%	70	24.9%	12	24.0%	27	28.4%	114	36.9%
	Undecided	14	9.7%	9	3.3%	7	14.0%	6	6.2%	18	5.8%
US Senate race	Inhofe	103	70.7%	167	59.1%	30	61.6%	50	51.5%	156	50.5%
	Rice	29	20.1%	68	24.0%	15	30.0%	29	30.3%	118	38.1%
	Wallace	5	3.6%	11	4.1%	1	2.3%	5	5.3%	8	2.6%
	Undecided	8	5.6%	36	12.8%	3	6.1%	12	13.0%	27	8.8%
Corp. Commissioner race	Murphy	84	57.3%	138	48.8%	23	47.6%	45	46.4%	107	34.7%
	Roth	28	18.9%	83	29.6%	15	31.1%	43	44.2%	150	48.4%
	Undecided	35	23.8%	61	21.6%	10	21.3%	9	9.4%	52	16.9%
Top pressing issues	Economy	58	39.5%	111	39.3%	19	39.3%	45	47.0%	157	50.8%
	Energy rates/prices	37	25.2%	69	24.5%	11	21.7%	27	27.7%	59	19.1%
	Education	7	4.5%	14	4.9%	3	6.7%	4	4.4%	11	3.7%
	Immigration	15	10.6%	23	8.1%	4	9.2%	6	6.4%	21	6.8%
	Other	16	11.3%	40	14.1%	7	14.5%	7	7.0%	35	11.3%
	Dk/Refused	13	8.9%	26	9.1%	4	8.6%	7	7.5%	26	8.3%
Media perceptions	Positive	33	22.7%	76	26.9%	12	24.4%	29	30.1%	93	30.1%
	Negative	106	72.9%	190	67.4%	30	62.7%	51	52.7%	165	53.3%
	Unsure	6	4.4%	16	5.7%	6	12.8%	17	17.2%	52	16.6%

		Education													
		< High School		High School grad		Tech/Voca		Some College		College grad		Post-Grad study		Post-Grad degree	
Presidential race	McCain	11	31%	117	63%	55	84%	172	72%	128	67%	49	63%	54	58%
	Obama	13	39%	50	27%	9	14%	53	23%	57	30%	25	32%	36	39%
	Undecided	10	30%	18	9.8%	1	1.8%	12	5.1%	6	3.2%	4	4.7%	3	3.6%
US Senate race	Inhofe	18	54%	93	50%	48	73%	137	58%	118	61%	45	58%	50	53%
	Rice	11	31%	56	30%	13	19%	62	26%	49	25%	27	34%	39	42%
	Wallace	1	3.6%	17	9.1%	1	1.7%	8	3.2%	3	1.4%	2	2.4%	1	.9%
	Undecided	4	11%	19	10%	4	6.2%	31	13%	22	12%	4	5.6%	4	4.0%
Corp. Commissioner race	Murphy	14	41%	68	37%	30	46%	119	50%	97	51%	32	41%	36	39%
	Roth	16	48%	78	42%	18	27%	73	31%	62	33%	28	37%	43	46%
	Undecided	4	11%	39	21%	17	26%	45	19%	32	17%	17	22%	15	16%
Top pressing issues	Economy	21	63%	80	43%	33	50%	100	42%	85	44%	34	44%	37	40%
	Energy rates/prices	4	13%	49	27%	11	17%	64	27%	37	20%	16	21%	20	21%
	Education	4	11%	6	3.4%	3	4.0%	11	4.7%	6	3.4%	4	5.1%	4	4.3%
	Immigration	2	7.1%	14	7.4%	5	8.4%	24	10%	15	7.9%	8	10%	2	2.5%
	Other	2	6.0%	27	14%	6	9.3%	23	9.5%	28	14%	9	12%	13	14%
	Dk/Refused	0	.0%	9	5.1%	7	11%	16	6.8%	20	10%	6	7.4%	17	18%
Media perceptions	Positive	17	49%	51	28%	11	16%	68	29%	48	25%	25	32%	26	28%
	Negative	10	30%	110	59%	46	70%	145	61%	134	70%	45	58%	57	61%
	Unsure	7	21%	24	13%	9	14%	25	10%	9	4.8%	8	9.7%	11	12%



		Voter score									
		Less than 80		80-150		151-220		221-290		291+	
Presidential race	McCain	240	65.9%	201	68.9%	91	59.8%	40	73.0%	16	54.6%
	Obama	96	26.4%	79	27.2%	50	32.6%	13	23.4%	11	38.6%
	Undecided	28	7.7%	11	3.9%	12	7.7%	2	3.6%	2	6.8%
US Senate race	Inhofe	205	56.2%	180	61.7%	79	51.7%	33	59.9%	14	48.8%
	Rice	99	27.1%	75	25.7%	60	39.1%	17	31.0%	10	35.0%
	Wallace	16	4.3%	11	3.6%	4	2.5%	1	1.2%	1	3.8%
	Undecided	45	12.4%	26	9.0%	10	6.7%	4	7.9%	4	12.5%
Corp. Commissioner race	Murphy	178	48.8%	126	43.0%	64	41.6%	22	40.9%	9	32.5%
	Roth	113	31.0%	106	36.2%	63	41.3%	26	46.9%	15	52.4%
	Undecided	74	20.2%	61	20.8%	26	17.1%	7	12.2%	4	15.1%
Top pressing issues	Economy	166	45.6%	117	40.0%	65	42.6%	27	49.8%	18	61.0%
	Energy rates/prices	73	19.9%	79	27.2%	38	24.6%	6	11.8%	7	22.9%
	Education	20	5.5%	13	4.5%	6	4.0%	0	.0%	0	.0%
	Immigration	27	7.3%	29	10.0%	8	5.0%	10	17.7%	0	.0%
	Other	41	11.1%	35	12.1%	24	15.7%	5	8.2%	3	8.8%
	Dk/Refused	38	10.5%	18	6.2%	12	8.1%	7	12.5%	2	7.4%
Media perceptions	Positive	112	30.7%	74	25.5%	34	22.2%	17	30.9%	7	24.2%
	Negative	211	57.8%	192	65.7%	96	62.9%	35	63.3%	17	58.5%
	Unsure	42	11.4%	26	8.8%	23	14.9%	3	5.9%	5	17.2%



Marital and Sex

		Married men		Single men		Married women		Single women		Home-makers		Wal-Mart Moms	
Presidential race	McCain	246	70.6%	36	62.6%	234	67.3%	57	51.7%	42	72.4%	21	45.1%
	Obama	81	23.2%	17	28.8%	95	27.5%	43	39.0%	15	25.3%	20	41.8%
	Undecided	22	6.2%	5	8.6%	18	5.2%	10	9.2%	1	2.3%	6	13.2%
US Senate race	Inhofe	239	68.7%	31	54.6%	184	52.9%	44	40.4%	32	55.1%	19	39.8%
	Rice	83	23.9%	14	24.4%	100	28.9%	49	44.7%	14	24.0%	21	44.7%
	Wallace	15	4.4%	4	7.0%	10	2.8%	2	1.7%	2	2.7%	2	4.0%
	Undecided	11	3.1%	8	14.1%	54	15.4%	14	13.2%	10	18.2%	5	11.6%
Corp. Commissioner race	Murphy	175	50.2%	19	33.5%	164	47.2%	30	27.4%	35	60.6%	10	21.3%
	Roth	117	33.7%	27	47.2%	108	31.1%	53	48.8%	16	27.3%	25	52.7%
	Undecided	56	16.1%	11	19.3%	75	21.7%	26	23.8%	7	12.1%	12	26.0%
Top pressing issues	Economy	126	45.4%	28	62.2%	162	58.1%	59	72.8%	27	53.2%	23	68.8%
	Energy rates/prices	102	36.7%	14	30.0%	68	24.5%	13	16.3%	14	28.6%	7	21.6%
	Education	13	4.7%	0	.0%	21	7.6%	3	4.0%	4	7.2%	2	5.8%
	Immigration	37	13.3%	4	7.9%	27	9.8%	6	7.0%	6	11.1%	1	3.8%
Media perceptions	Positive	77	23.5%	18	32.7%	102	34.3%	39	44.8%	15	30.9%	17	47.4%
	Negative	251	76.5%	36	67.3%	196	65.7%	49	55.2%	33	69.1%	19	52.6%

		Religious attendance								Evangelical Christians					
		Several times week		Once a week		Monthly		Semi to annually		Never		Yes		No	
Presidential race	McCain	207	82%	175	66%	80	62%	91	61%	15	26%	388	76%	150	51%
	Obama	33	13%	83	31%	43	33%	44	29%	35	62%	102	20%	121	41%
	Undecided	13	5.3%	9	3.4%	7	5.1%	15	10%	7	12%	19	3.8%	22	7.6%
US Senate race	Inhofe	180	71%	145	54%	73	56%	80	53%	17	31%	334	65%	137	47%
	Rice	45	18%	97	36%	40	31%	41	27%	28	49%	111	22%	123	42%
	Wallace	6	2.3%	9	3.2%	5	3.5%	9	6.2%	1	2.5%	19	3.7%	11	3.6%
	Undecided	23	8.9%	17	6.3%	13	9.9%	21	14%	10	17%	46	9.0%	22	7.6%
Corp. Commissioner race	Murphy	147	58%	113	42%	50	39%	62	41%	16	29%	256	50%	107	37%
	Roth	62	25%	100	38%	55	43%	56	37%	35	62%	151	30%	137	47%
	Undecided	45	18%	55	20%	24	19%	33	22%	6	9.9%	102	20%	49	17%
Top pressing issues	Economy	89	46%	136	62%	62	61%	66	53%	27	58%	195	49%	153	66%
	Energy rates/prices	75	39%	54	24%	26	25%	35	28%	11	24%	134	34%	54	23%
	Education	7	3.6%	14	6.1%	4	3.6%	12	9.9%	1	2.5%	19	4.7%	12	5.1%
	Immigration	22	11%	18	8.1%	10	10%	12	9.7%	8	16%	52	13%	13	5.6%
Media perceptions	Positive	53	23%	77	33%	37	32%	45	34%	24	48%	112	24%	103	39%
	Negative	177	77%	158	67%	80	68%	88	66%	26	52%	346	76%	164	61%



		Income															
		<\$15,000		\$15-25k		\$25-40k		\$40-55k		\$55-70k		\$70-100k		\$100-150k		\$150,000+	
Presidential race	McCain	24	40%	47	63%	100	67%	89	68%	96	73%	86	65%	53	80%	31	68%
	Obama	25	42%	25	34%	41	28%	38	29%	31	24%	40	30%	12	18%	12	26%
	Undecided	11	18%	2	3.4%	9	5.9%	3	2.6%	5	3.8%	7	5.0%	1	1.9%	3	6.6%
US Senate race	Inhofe	29	49%	33	44%	82	55%	71	55%	84	63%	77	58%	44	67%	30	66%
	Rice	17	28%	25	33%	51	34%	39	30%	33	25%	45	34%	13	20%	13	28%
	Wallace	6	9.8%	5	6.2%	6	3.9%	3	2.1%	3	2.1%	4	3.1%	2	2.4%	2	4.0%
	Undecided	8	13%	12	16%	11	7.2%	17	13%	13	9.7%	6	4.2%	7	11%	1	2.5%
Corp. Commissioner race	Murphy	15	26%	23	31%	55	37%	65	50%	62	46%	67	51%	41	62%	23	51%
	Roth	30	51%	35	48%	67	45%	51	39%	37	28%	44	33%	13	19%	12	27%
	Undecided	14	23%	16	21%	27	18%	15	11%	34	26%	22	16%	12	18%	10	21%
Top pressing issues	Economy	29	64%	30	52%	79	64%	62	59%	50	46%	61	55%	22	45%	23	61%
	Energy rates/prices	13	29%	18	32%	27	22%	26	25%	39	36%	34	30%	18	38%	6	17%
	Education	1	1.7%	7	12%	3	2.1%	4	3.4%	4	4.0%	7	6.4%	3	6.5%	5	12%
	Immigration	2	4.5%	2	3.8%	14	12%	13	12%	14	13%	9	8.1%	5	10%	4	11%
Media perceptions	Positive	21	42%	23	40%	42	33%	36	30%	37	29%	30	26%	15	24%	12	28%
	Negative	28	58%	35	60%	85	67%	84	70%	91	71%	86	74%	46	76%	32	72%



		Top pressing issues								Media perceptions			
		Economy		Energy rates/prices		Education		Immigration		Positive		Negative	
Presidential race	McCain	190	48.3%	172	84.8%	24	60.9%	63	85.9%	85	34.6%	460	83.5%
	Obama	175	44.4%	24	11.6%	13	31.9%	3	4.3%	138	56.4%	71	12.9%
	Undecided	29	7.3%	7	3.6%	3	7.2%	7	9.7%	22	8.9%	20	3.6%
US Senate race	Inhofe	179	45.5%	144	71.1%	18	45.0%	52	70.8%	96	39.1%	388	70.5%
	Rice	162	41.1%	31	15.2%	15	37.2%	15	20.9%	119	48.6%	95	17.2%
	Wallace	11	2.8%	16	7.6%	0	.0%	3	3.6%	9	3.6%	19	3.5%
	Undecided	42	10.6%	12	6.0%	7	17.8%	3	4.8%	21	8.7%	49	8.9%
Corp. Commissioner race	Murphy	136	34.5%	116	57.1%	17	42.8%	37	50.6%	67	27.4%	307	55.8%
	Roth	197	50.0%	50	24.6%	16	40.6%	16	21.9%	139	57.0%	132	24.0%
	Undecided	61	15.6%	37	18.3%	7	16.6%	20	27.5%	38	15.7%	112	20.2%

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 7, 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:

Keith Gaddie, Ph.D., TVPoll.com

820 NE 63rd St, Oklahoma City, OK 73105

Tel: 405-607-4664