



**News9 – Oklahoma General Election, Week 4
September 26-28, 2008**

Sample: likely voters in Oklahoma (n=904)
Margin of Error: 3.25%

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	440	48.7
2. For Republican, press 2	410	45.4
3. If Independent, press 3	54	5.9
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	611	67.6
2. For Barack Obama, the Democrat, press 2	240	26.5
3. If you're undecided, press 3	53	5.9

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 | 506 | 56.0 |
| 2. For Andrew Rice, the Democrat, press 2 | 321 | 35.5 |
| 3. For Stephen Wallace, the Independent , press 3 | 24 | 2.6 |
| 4. If you're undecided, press 4 | 53 | 5.8 |

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

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. For Dana Murphy, the Republican, press 1 | 346 | 38.3 |
| 2. For Jim Roth, the Democrat, press 2 | 263 | 29.1 |
| 3. If you're undecided, press 3 | 295 | 32.6 |

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

5. We're almost done. [SEX]
- | | | |
|------------------------------|-----|------|
| 1. If you're male, press 1 | 410 | 45.3 |
| 2. If you're female, press 2 | 494 | 54.7 |

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

6.	Do you consider yourself a liberal, a moderate or a conservative in your political beliefs?		
	1. If liberal, press 1	77	8.5
	2. If moderate, press 2	368	40.7
	3. If conservative, press 3	413	45.6
	4. If you're unsure, press 4	46	5.1

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

7.	Which of the following best describes your employment status?		
	1. If you're self employed or own your own business, press 1	139	15.3
	2. If you're employed outside the home FULL-time, press 2	298	33.0
	3. If you're employed outside the home PART-time, press 3	50	5.5
	4. If you're not employed outside the home, press 4	115	12.7
	5. If you're retired, press 5	302	33.4
	6. Refused	1	0.1

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

8.	[MARITAL STATUS]		
	1. If you're married, press 1	696	77.0
	2. If you're NOT married, press 2	198	21.9
	3. Refused	10	1.1

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

9. How many children do you have living in your household under the age of 18?

1. If one, press 1	90	9.9
2. If two, press 2	89	9.9
3. If three, press 3	26	2.9
4. If more than three, press 4	10	1.1
5. If none, press 5	687	76.0
6. Refused	1	0.2

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

10. What age group are you in?

1. If you're between 18-to-24, press 1	20	2.2
2. If you're between 25-to-34, press 2	34	3.7
3. If you're between 35-to-44, press 3	98	10.9
4. If you're between 45-to-54, press 4	170	18.8
5. If you're between 55-to-64, press 5	225	24.9
6. If you're over 65, press 6	357	39.5

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

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

1. For less than High School, press 1	42	4.7
2. For High School graduate, press 2	204	22.6
3. For Technical or Vocational school, press 3	70	7.7
4. For Some College, press 4	222	24.6
5. For College graduate, press 5	203	22.5
6. For Post-Graduate study, press 6	60	6.6
7. For Post-Graduate degree, press 7	93	10.3
8. Refused	8	0.9

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

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

1. If more than once a week, pres 1	257	28.4
2. If once a week, press 2	274	30.3
3. If you occasionally attend throughout the year, press 3	210	23.3
4. If you don't attend, press 4	123	13.6
5. If you're unsure, press 5	41	4.5

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

13.	What would you estimate is your annual household income?		
	1. If under \$15,000, press 1	73	8.1
	2. If between \$15-25 thousand, press 2	106	11.7
	3. If between \$25-40 thousand, press 3	142	15.7
	4. If between \$40-55 thousand, press 4	143	15.8
	5. If between \$55-70 thousand, press 5	126	13.9
	6. If between \$70-100 thousand, press 6	110	12.1
	7. If between \$100-150 thousand, press 7	73	8.1
	8. If \$150,000 or over, press 8	37	4.1
	9. Refused	9	10.4
	To have these choices repeated, press 9 [REPEAT] [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
14.	Congressional District [PRECODE]		
	1. Sullivan	177	19.7
	2. Boren	191	21.3
	3. Lucas	169	18.9
	4. Cole	187	20.8
	5. Fallin	172	19.2
15.	Voter Score [PRECODE]		
	1. Less than 80	384	42.5
	2. 80-150	285	31.5
	3. 151-220	155	17.2
	4. 221-290	55	6.1
	5. 291+	25	2.7
16.	Marital status and Sex [PRECODE]		
	1. Married men	333	37.2
	2. Married women	364	40.7
	3. Single men	73	8.2
	4. Single women	125	13.9

Crosstabs

		Party						Political beliefs					
		Democrat		Republican		Independent		Liberal		Moderate		Conservative	
Presidential race	McCain	191	43.4%	386	94.2%	33	62.1%	25	32.5%	192	52.1%	369	89.5%
	Obama	207	47.1%	16	3.9%	16	30.6%	51	66.4%	145	39.3%	30	7.2%
	Undecided	42	9.5%	8	1.9%	4	7.3%	1	1.1%	32	8.6%	14	3.3%
US Senate race	Inhofe	134	30.4%	350	85.3%	22	41.6%	20	25.9%	136	36.8%	334	80.9%
	Rice	269	61.1%	39	9.6%	13	24.5%	53	68.7%	198	53.8%	55	13.3%
	Wallace	5	1.2%	8	2.0%	10	18.6%	3	3.6%	12	3.2%	9	2.2%
	Undecided	32	7.3%	13	3.1%	8	15.3%	1	1.8%	23	6.2%	15	3.6%
Corp. Commissioner race	Murphy	65	14.8%	266	64.9%	15	27.9%	14	17.8%	100	27.1%	224	54.4%
	Roth	233	53.0%	22	5.3%	7	13.9%	47	60.3%	136	37.0%	64	15.6%
	Undecided	142	32.1%	122	29.8%	31	58.2%	17	21.9%	132	35.9%	124	30.0%

		Age											
		18-24		25-34		35-44		45-54		55-64		65 and over	
Presidential race	McCain	11	55.6%	16	48.3%	75	76.4%	108	63.5%	157	69.6%	244	68.3%
	Obama	6	30.6%	15	43.0%	16	15.8%	49	28.5%	61	26.9%	95	26.5%
	Undecided	3	13.7%	3	8.7%	8	7.8%	14	8.0%	8	3.4%	19	5.2%
US Senate race	Inhofe	3	13.3%	17	49.3%	57	57.8%	92	54.1%	132	58.5%	207	57.8%
	Rice	13	65.4%	13	39.0%	25	25.6%	59	34.4%	83	36.9%	128	36.0%
	Wallace	0	.0%	0	.0%	7	7.5%	6	3.2%	5	2.4%	5	1.5%
	Undecided	4	21.4%	4	11.7%	9	9.1%	14	8.3%	5	2.2%	17	4.7%
Corp. Commissioner race	Murphy	5	25.6%	12	34.4%	32	32.5%	64	37.5%	86	38.1%	148	41.5%
	Roth	8	41.8%	11	31.7%	22	22.2%	53	31.1%	55	24.4%	114	32.0%
	Undecided	6	32.6%	11	33.9%	45	45.4%	53	31.4%	84	37.5%	95	26.5%

		Congressional district									
		Sullivan		Boren		Lucas		Cole		Fallin	
Presidential race	McCain	137	77.4%	125	65.4%	119	70.4%	119	63.7%	105	61.2%
	Obama	29	16.3%	50	26.4%	36	21.2%	60	32.2%	62	35.9%
	Undecided	11	6.2%	16	8.2%	14	8.3%	8	4.1%	5	2.9%
US Senate race	Inhofe	118	67.0%	101	52.8%	100	58.8%	96	51.6%	89	51.7%
	Rice	44	24.8%	73	38.0%	55	32.5%	74	39.9%	73	42.1%
	Wallace	10	5.8%	3	1.4%	3	1.9%	4	2.2%	4	2.1%
	Undecided	4	2.4%	15	7.8%	11	6.8%	12	6.4%	7	4.1%
Corp. Commissioner race	Murphy	90	51.0%	53	27.7%	73	42.9%	66	35.2%	62	36.0%
	Roth	33	18.8%	57	29.9%	41	24.1%	65	34.7%	64	37.2%
	Undecided	53	30.2%	81	42.4%	56	33.0%	56	30.1%	46	26.8%

		Employment									
		Self-employed/ Owner		Full-time		Part-time		Employed within home		Retired	
Presidential race	McCain	103	74.3%	197	65.9%	32	63.9%	67	58.5%	211	70.1%
	Obama	28	20.5%	82	27.5%	15	29.3%	38	33.1%	77	25.4%
	Undecided	7	5.2%	20	6.6%	3	6.8%	10	8.4%	13	4.5%
US Senate race	Inhofe	89	64.0%	157	52.5%	26	51.5%	54	47.4%	180	59.7%
	Rice	35	25.5%	110	37.0%	20	40.0%	53	46.1%	103	34.1%
	Wallace	4	3.2%	13	4.2%	1	1.3%	1	.9%	5	1.6%
	Undecided	10	7.3%	19	6.3%	4	7.2%	6	5.6%	14	4.6%
Corp. Commissioner race	Murphy	65	47.2%	99	33.1%	22	43.7%	36	31.8%	123	40.8%
	Roth	29	21.1%	87	29.0%	15	30.4%	48	41.5%	84	27.9%
	Undecided	44	31.6%	113	37.9%	13	25.9%	31	26.7%	94	31.3%

		Education													
		<High school		High school grad		Voca/Tech school		Some college		College grad		Post-grad study		Post-grad degree	
Presidential race	McCain	21	49.2%	140	68.6%	52	74.0%	157	70.8%	148	72.7%	40	66.3%	48	51.6%
	Obama	20	48.3%	56	27.4%	10	14.8%	50	22.3%	46	22.4%	19	31.6%	37	39.5%
	Undecided	1	2.5%	8	4.1%	8	11.1%	15	6.9%	10	4.9%	1	2.1%	8	8.9%
US Senate race	Inhofe	18	41.9%	111	54.3%	38	54.6%	121	54.6%	135	66.6%	33	55.4%	44	47.4%
	Rice	21	50.8%	77	37.6%	26	36.6%	82	37.0%	54	26.6%	19	32.4%	39	42.2%
	Wallace	1	2.5%	4	2.0%	1	1.5%	8	3.8%	4	1.8%	5	8.3%	0	.5%
	Undecided	2	4.8%	12	6.1%	5	7.2%	10	4.7%	10	5.0%	2	3.9%	9	9.8%
Corp. Commissioner race	Murphy	11	26.7%	69	33.6%	25	35.8%	78	35.1%	99	48.5%	25	41.8%	38	40.4%
	Roth	23	55.5%	68	33.1%	18	26.0%	71	31.8%	39	19.4%	11	18.4%	29	30.8%
	Undecided	7	17.7%	68	33.2%	27	38.2%	74	33.1%	65	32.2%	24	39.8%	27	28.8%

		Voter score									
		<80		81-150		151-220		221-290		291+	
Presidential race	McCain	253	65.9%	192	67.3%	112	72.2%	40	72.6%	14	56.2%
	Obama	107	27.8%	76	26.5%	37	23.6%	13	23.5%	8	32.6%
	Undecided	24	6.3%	18	6.2%	7	4.2%	2	3.9%	3	11.2%
US Senate race	Inhofe	207	53.9%	166	58.3%	86	55.1%	36	65.2%	12	47.6%
	Rice	137	35.6%	104	36.4%	53	34.3%	18	32.9%	9	37.9%
	Wallace	12	3.0%	1	.5%	9	5.6%	1	1.9%	1	4.2%
	Undecided	29	7.4%	14	4.9%	8	5.0%	0	.0%	3	10.2%
Corp. Commissioner race	Murphy	147	38.2%	102	35.7%	67	43.4%	21	38.4%	9	38.4%
	Roth	106	27.7%	85	30.0%	45	28.7%	18	33.2%	8	32.5%
	Undecided	131	34.1%	98	34.3%	43	27.9%	16	28.4%	7	29.1%

Religious service attendance

		Several times a week		Once a week		Occasionally		Do not attend	
Presidential race	McCain	201	78.2%	196	71.4%	123	58.5%	66	54.0%
	Obama	40	15.6%	70	25.7%	68	32.1%	48	38.9%
	Undecided	16	6.1%	8	2.9%	20	9.4%	9	7.2%
US Senate race	Inhofe	168	65.3%	170	62.0%	101	47.9%	49	39.6%
	Rice	68	26.3%	87	31.8%	88	41.7%	60	49.0%
	Wallace	7	2.6%	4	1.5%	10	4.8%	3	2.1%
	Undecided	15	5.7%	13	4.7%	12	5.6%	11	9.3%
Corp. Commissioner race	Murphy	112	43.7%	114	41.5%	72	34.3%	31	24.9%
	Roth	55	21.4%	82	29.9%	68	32.5%	46	37.5%
	Undecided	89	34.9%	78	28.6%	70	33.3%	46	37.6%

Income

		<\$15k		\$15-25k		\$25-40k		\$40-55k		\$55-70k		\$70-100k		\$100-150k		\$150k+	
Presidential race	McCain	43	60%	60	57%	100	70%	98	68%	96	77%	74	67%	54	73%	26	70%
	Obama	25	34%	36	34%	33	23%	38	26%	25	20%	28	26%	20	27%	8	22%
	Undecided	5	6.5%	9	8.7%	10	6.8%	8	5.3%	4	3.4%	8	7.1%	0	.0%	3	8.0%
US Senate race	Inhofe	22	30%	56	52%	79	56%	80	56%	76	60%	64	58%	46	62%	30	80%
	Rice	42	58%	43	40%	50	35%	50	35%	41	33%	35	32%	22	30%	7	20%
	Wallace	1	1.5%	3	3.0%	6	3.9%	4	2.6%	5	4.2%	2	1.8%	0	.7%	0	.0%
	Undecided	8	11%	5	4.3%	7	5.2%	9	6.3%	3	2.7%	8	7.6%	5	7.5%	0	.0%
Corp. Commissioner race	Murphy	23	31%	30	28%	54	38%	66	46%	39	31%	51	47%	33	45%	20	52%
	Roth	31	42%	39	37%	37	26%	47	33%	37	29%	21	19%	17	23%	8	22%
	Undecided	20	27%	37	35%	51	36%	30	21%	49	39%	38	34%	23	31%	10	26%

Children living in household under 18

		One		Two		Three		More than three		None	
Presidential race	McCain	58	64.7%	69	76.7%	13	50.8%	7	65.0%	463	67.4%
	Obama	27	29.9%	10	11.7%	8	30.3%	2	22.8%	192	28.0%
	Undecided	5	5.4%	10	11.5%	5	18.9%	1	12.2%	32	4.7%
US Senate race	Inhofe	54	59.8%	56	62.2%	13	51.0%	3	31.0%	379	55.2%
	Rice	24	26.2%	20	22.4%	11	42.8%	3	25.7%	264	38.4%
	Wallace	0	.0%	7	7.4%	0	.0%	0	.0%	17	2.5%
	Undecided	12	13.9%	7	8.0%	2	6.2%	4	43.3%	27	3.9%
Corp. Commissioner race	Murphy	28	30.8%	44	49.5%	11	41.7%	3	24.3%	260	37.9%
	Roth	27	30.5%	14	16.0%	5	18.1%	4	35.0%	213	31.0%
	Undecided	35	38.8%	31	34.4%	11	40.2%	4	40.7%	214	31.1%

Marrital status by Sex

		Married men		Married women		Single men		Single women	
Presidential race	McCain	237	71.1%	254	69.9%	40	54.4%	72	57.9%
	Obama	74	22.1%	89	24.6%	31	41.9%	44	35.3%
	Undecided	22	6.7%	20	5.5%	3	3.7%	8	6.7%
US Senate race	Inhofe	213	64.1%	207	56.9%	24	33.2%	57	45.7%
	Rice	95	28.7%	125	34.5%	39	52.7%	59	47.4%
	Wallace	8	2.5%	5	1.4%	4	6.0%	4	3.1%
	Undecided	16	4.7%	26	7.2%	6	8.2%	5	3.9%
Corp. Commissioner race	Murphy	162	48.6%	133	36.5%	15	20.2%	35	27.7%
	Roth	78	23.4%	102	28.2%	29	39.0%	48	38.1%
	Undecided	93	28.0%	128	35.3%	30	40.8%	43	34.1%

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 ballot test.
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 26-28, 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