



**News9 – Oklahoma General Election, Week 3  
September 20-22, 2008**

Sample: likely voters in Oklahoma (n=667)  
Margin of Error: 3.79%

**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	335	50.1
	2. Republican	299	44.8
	3. Independent	34	5.0
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	439	65.8
	2. Barack Obama	175	26.2
	3. Undecided	53	8.0
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	367	55.0
	2. Andrew Rice	223	33.4
	3. Stephen Wallace	11	1.6
	4. Undecided	67	10.0
4.	Sex		
	1. Male	308	46.1
	2. Female	360	53.9

5.	Do you consider yourself a liberal, a moderate or a conservative in your political beliefs?		
	1. Liberal	59	8.9
	2. Moderate	252	37.8
	3. Conservative	321	48.2
	4. DK/Refused	35	5.2
6.	Which of the following best describes your employment status?		
	1. Self employed or own business	102	15.3
	2. Employed outside the home FULL-time	164	24.6
	3. Employed outside the home PART-time	46	7.0
	4. NOT employed outside the home	92	13.8
	5. Retired	259	38.8
	6. Refused	4	0.6
7.	Marital status		
	1. Married	522	78.3
	2. Single	134	20.0
	3. Refused	11	1.7
8.	How many children do you have living in your household under the age of 18?		
	1. One	71	10.6
	2. Two	46	6.9
	3. Three	17	2.5
	4. More than three	12	1.7
	5. None	514	76.9
	6. Refused	9	1.3

9.	What age group are you in?		
	1. 18-to-24	12	1.8
	2. 25-to-34	28	4.2
	3. 35-to-44	72	10.8
	4. 45-to-54	124	18.6
	5. 55-to-64	166	24.9
	6. Over 65	265	39.7
	7. Refused		
10.	What is the highest level of education you've had the opportunity to complete?		
	1. Less than High School	21	3.2
	2. High School graduate	159	23.8
	3. Technical or Vocational school	46	6.9
	4. Some College	182	27.3
	5. College graduate	131	19.6
	6. Post-Graduate study	36	5.3
	7. Post-Graduate degree	72	10.8
	8. Refused	21	3.1
11.	Approximately how many times do you attend religious services?		
	1. More than once a week	193	28.9
	2. Once a week	182	27.3
	3. Occasionally attend throughout the year	147	22.0
	4. Do not attend	100	14.9
	5. DK/Refused	46	6.8

12.	What would you estimate is your annual household income?		
	1. Under \$15 thousand	47	7.1
	2. \$15-25 thousand	65	9.8
	3. \$25-40 thousand	105	15.8
	4. \$40-55 thousand	79	11.8
	5. \$55-70 thousand	112	16.8
	6. \$70-100 thousand	78	11.7
	7. \$100-150 thousand	58	8.7
	8. \$150 thousand or more	33	4.9
	9. DK/Refused	90	13.5
13.	Congressional District [PRECODE]		
	1. Sullivan	122	18.4
	2. Boren	138	20.7
	3. Lucas	114	17.2
	4. Cole	171	25.8
	5. Fallin	118	17.8
14.	Voter Score [PRECODE]		
	1. Less than 80	280	42.0
	2. 80-150	223	33.5
	3. 151-220	100	15.0
	4. 221-290	47	7.1
	5. 291+	17	2.5
15.	Marital status and Sex [PRECODE]		
	1. Married men	253	38.6
	2. Married women	269	41.1
	3. Single men	49	7.5
	4. Single women	84	12.8

## Crosstabs

		Party						Political beliefs					
		Democrat		Republican		Independent		Liberal		Moderate		Conservative	
Presidential race	McCain	148	44.2%	270	90.4%	21	61.7%	9	14.5%	132	52.6%	282	87.7%
	Obama	153	45.9%	13	4.4%	8	24.9%	48	80.9%	98	39.0%	19	6.0%
	Undecided	33	10.0%	16	5.2%	5	13.5%	3	4.6%	21	8.5%	20	6.3%
US Senate race	Inhofe	116	34.6%	236	79.0%	15	45.2%	10	16.6%	102	40.4%	237	73.8%
	Rice	172	51.4%	40	13.4%	11	31.9%	47	79.1%	124	49.3%	46	14.4%
	Wallace	7	2.2%	2	.6%	2	5.7%	0	.0%	6	2.5%	4	1.2%
	Undecided	40	11.8%	21	7.1%	6	17.2%	3	4.3%	20	7.8%	34	10.7%

		Age											
		18-24		25-34		35-44		45-54		55-64		65 or older	
Presidential race	McCain	6	50.8%	14	51.0%	51	70.9%	86	69.2%	106	63.6%	176	66.4%
	Obama	4	36.8%	8	29.0%	19	27.0%	30	23.8%	45	26.9%	69	26.0%
	Undecided	1	12.4%	6	20.0%	2	2.1%	9	7.0%	16	9.6%	20	7.6%
US Senate race	Inhofe	5	43.8%	14	48.1%	38	52.4%	71	57.1%	98	58.6%	142	53.8%
	Rice	2	14.3%	9	32.0%	18	25.2%	46	37.4%	54	32.6%	93	35.2%
	Wallace	0	.0%	2	6.0%	3	4.4%	0	.0%	2	1.4%	4	1.4%
	Undecided	5	41.9%	4	14.0%	13	18.1%	7	5.6%	12	7.3%	25	9.6%

		Congressional district									
		Sullivan		Boren		Lucas		Cole		Fallin	
Presidential race	McCain	83	67.6%	87	62.9%	82	71.5%	112	65.6%	73	61.8%
	Obama	31	25.5%	38	27.7%	19	16.3%	49	28.4%	38	31.7%
	Undecided	9	7.0%	13	9.4%	14	12.2%	10	6.0%	8	6.5%
US Senate race	Inhofe	70	57.4%	69	49.8%	73	64.2%	88	51.3%	65	54.9%
	Rice	45	37.0%	43	31.3%	24	21.4%	65	37.9%	44	37.1%
	Wallace	0	.0%	5	3.8%	4	3.3%	1	.4%	1	1.0%
	Undecided	7	5.7%	21	15.1%	13	11.1%	18	10.4%	8	7.0%

		Employment									
		Self-employed		Outside home, full-time		Outside home, part-time		NOT outside home		Retired	
Presidential race	McCain	68	66.5%	115	70.2%	32	68.4%	58	62.6%	164	63.3%
	Obama	30	29.4%	40	24.0%	6	13.1%	26	28.4%	73	28.4%
	Undecided	4	4.1%	9	5.7%	9	18.5%	8	9.0%	22	8.4%
US Senate race	Inhofe	58	56.6%	84	51.3%	31	66.0%	46	50.4%	147	56.7%
	Rice	38	36.9%	57	34.9%	10	22.3%	27	29.8%	87	33.8%
	Wallace	4	3.7%	2	1.5%	0	.0%	1	1.2%	4	1.4%
	Undecided	3	2.8%	20	12.3%	5	11.7%	17	18.6%	21	8.1%

		Education													
		<High school		High school grad		Tech/Voca school		Some college		College grad		Post-Grad study		Post-Grad degree	
Presidential race	McCain	10	47.4%	101	63.5%	31	67.3%	130	71.3%	83	63.3%	24	67.0%	47	64.8%
	Obama	7	34.0%	40	25.5%	10	21.4%	43	23.5%	38	28.8%	9	26.2%	21	29.1%
	Undecided	4	18.6%	18	11.1%	5	11.3%	9	5.2%	10	7.9%	2	6.7%	4	6.2%
US Senate race	Inhofe	14	64.7%	85	53.3%	26	56.4%	103	56.5%	74	56.3%	19	52.9%	41	56.4%
	Rice	8	35.3%	55	34.9%	12	26.9%	50	27.4%	49	37.3%	15	42.8%	26	35.7%
	Wallace	0	.0%	1	.7%	1	1.4%	8	4.2%	1	.8%	0	.0%	1	.7%
	Undecided	0	.0%	18	11.0%	7	15.3%	22	11.9%	7	5.6%	2	4.3%	5	7.1%

		Voter score									
		<80		80-150		151-220		221-290		290+	
Presidential race	McCain	190	68.0%	141	62.9%	60	59.8%	34	71.2%	14	87.2%
	Obama	69	24.6%	68	30.6%	26	26.1%	11	23.4%	1	4.5%
	Undecided	21	7.4%	15	6.5%	14	14.1%	3	5.4%	1	8.3%
US Senate race	Inhofe	152	54.2%	118	53.0%	58	58.1%	28	60.4%	11	63.7%
	Rice	89	31.8%	80	35.7%	35	35.3%	14	30.4%	4	24.2%
	Wallace	8	3.0%	2	.9%	1	.6%	0	.0%	0	.0%
	Undecided	31	11.0%	23	10.4%	6	6.1%	4	9.3%	2	12.1%

		Marital status by Sex								Home-makers	
		Married men		Married women		Single men		Single women			
Presidential race	McCain	175	69.1%	187	69.3%	23	47.2%	46	54.6%	8	60.7%
	Obama	61	24.2%	62	22.9%	18	36.4%	31	36.5%	5	39.3%
	Undecided	17	6.6%	21	7.8%	8	16.5%	8	9.0%	0	.0%
US Senate race	Inhofe	145	57.4%	155	57.4%	30	60.7%	31	36.8%	7	54.6%
	Rice	85	33.5%	87	32.3%	17	33.5%	31	36.5%	3	20.2%
	Wallace	6	2.3%	1	.3%	2	4.1%	2	2.7%	0	.0%
	Undecided	17	6.7%	27	10.0%	1	1.7%	20	24.0%	3	25.2%

		Religious services							
		More than once wk		Once a week		Occasionally		Do not attend	
Presidential race	McCain	143	74.0%	126	69.4%	92	62.4%	52	52.3%
	Obama	38	19.5%	43	23.6%	43	29.5%	36	35.7%
	Undecided	13	6.5%	13	6.9%	12	8.1%	12	12.0%
US Senate race	Inhofe	124	64.5%	108	59.4%	66	45.2%	50	50.1%
	Rice	45	23.3%	62	33.8%	58	39.3%	39	38.8%
	Wallace	3	1.3%	0	.0%	6	3.8%	1	1.1%
	Undecided	21	10.9%	12	6.8%	17	11.7%	10	10.0%



		Income															
		<\$15k		\$15-25k		\$25-40k		\$40-55k		\$55-70k		\$70-100k		\$100-150k		\$150k+	
Presidential race	McCain	27	56.3%	36	55.2%	72	68.8%	53	66.7%	70	62.4%	52	66.9%	41	70.7%	25	76.4%
	Obama	18	37.8%	18	27.8%	25	23.5%	23	29.1%	30	26.8%	20	25.1%	15	25.3%	8	23.6%
	Undecided	3	5.9%	11	17.0%	8	7.7%	3	4.2%	12	10.8%	6	8.0%	2	4.0%	0	.0%
US Senate race	Inhofe	24	50.9%	30	45.3%	53	50.2%	46	58.1%	67	60.2%	41	52.4%	32	54.9%	20	61.4%
	Rice	14	28.8%	20	31.2%	36	34.1%	26	32.9%	38	34.1%	34	43.5%	25	42.3%	8	25.2%
	Wallace	1	1.3%	1	.8%	4	3.4%	3	4.0%	1	.5%	1	1.0%	0	.0%	0	.0%
	Undecided	9	19.1%	15	22.7%	13	12.3%	4	5.0%	6	5.3%	2	3.2%	2	2.8%	4	13.4%

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 20-22, 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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