

News 9/News on 6 – Democrat District 5 Primary, 2014 May 5-10, 2014

Sample: Likely Democrat voters in Oklahoma (n=674) using a dual frame of randomly selected landlines and cell phones. Landlines were administered by IVR (Interactive Voice Response) and cell phones by live interviewer.

Margin of Error: $\pm 3.76\%$

Results weighted by sex, age, and cell phone/landline collection, then stratified using a model of previous primary elections.

Introduction:

[OKLAHOMA CITY BROADCAST AREA] 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. If Republican, press 1 | 0 | 0.0 |
| | 2. If Democrat, press 2 | 674 | 100.0 |
| | 3. If Independent, press 3 [TERMINATE] | 0 | 0.0 |
| | 4. If you're not registered, press 4 [TERMINATE] | 0 | 0.0 |
| | To have these choice repeated, press 5[REPEAT] | | |
| | [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION] | | |

2.	[DEMOCRATS in FIFTH DISTRICT] On June 24th, Oklahoma Democrats will nominate a candidate for the general election for the Fifth Congressional District. If the election were today and you were standing in the voting booth RIGHT NOW and had to make a choice, for whom would you vote?		
	1. For Tom Guild, press 1	76	11.3
	2. For Al McAffrey, press 2	106	15.7
	3. For Leona Leonard, press 3	57	8.4
	4. If you're unsure, press 4	436	64.6
	To have these choices repeated, press 5 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
3.	Do you have a FAVORABLE or UNFAVORABLE opinion of the Tea Party?		
	1. If very favorable, press 1	40	7.2
	2. If somewhat favorable, press 2	87	15.6
	3. If somewhat unfavorable, press 3	130	23.2
	4. If very unfavorable, press 4	234	41.7
	5. If you don't know anything about the Tea Party or have no opinion, press 5	69	12.3
	To have these choices repeated, press 6 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
4.	Many think economic issues like taxes, government spending and job creation are the most important issues facing America. Others believe that social issues like abortion, gun rights and same-sex marriage are more important. If you had to choose which would you say is the most important to you?		
	1. If Economic issues like taxes, government spending and job creation, press 1	400	74.2
	2. If Social issues like abortion, gun rights and same-sex marriage, press 2	92	17.0
	1. If neither, press 3	31	5.7
	2. If you're not sure, press 4	17	3.1
	To have these choices repeated, press 5 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		

5.	We're almost done. If you are:		
	1. Male, press 1	234	43.9
	2. Female, press 2	299	56.1
	To have these choices repeated, press 3 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
6.	Do you consider yourself to be a liberal, moderate or conservative in your political beliefs?		
	1. If very liberal, press 1	62	11.7
	2. If somewhat liberal, press 2	92	17.4
	3. If moderate, press 3	214	40.4
	4. If somewhat conservative, press 4	98	18.5
	5. If very conservative, press 5	64	12.1
	To have these choices repeated, press 6 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
7.	In which of the following age groups do you fall?		
	1. If you're 17 or younger, press 1 [TERMINATE]	0	0.0
	2. If you're 18 to 34, press 2	30	5.5
	3. If 35 to 49, press 3	103	19.1
	4. If you're 50 to 64, press 4	175	32.5
	5. If you're 65 or older, press 5	231	42.8
	To have these choices repeated, press 6 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
8.	How often do you attend religious services?		
	1. If once a week or more, press 1	263	50.1
	2. If occasionally throughout the year, press 2	142	27.0
	3. If just on major religious holidays, press 3	38	7.2
	4. If never, press 4	82	15.7
	To have these choices repeated, press 5 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		

9.	Are you single, married or widowed?		
	1. If you're single, press 1	120	23.0
	2. If you're married, press 2	339	64.8
	3. If you're widowed, press 3	64	12.2
	To have these choices repeated, press 4 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
10.	What would you estimate is your annual household income?		
	1. If under \$25,000, press 1	105	15.6
	2. If \$25-50 thousand, press 2	135	20.1
	3. If \$50-75 thousand, press 3	94	14.0
	4. If \$75-100 thousand, press 4	46	6.8
	5. If \$100 thousand or more, press 5	99	14.7
	To have these choices repeated, press 6 [REPEAT]		
	[ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]		
11.	Voter Score [PRE-CODE]		
	1. Less than 80	93	15.8
	2. 81-150	200	33.8
	3. 151-220	101	17.0
	4. 221-290	92	15.6
	5. Over 290	105	17.7
12.	Age [PRE-CODE]		
	1. 18-24	2	0.4
	2. 25-34	9	1.5
	3. 35-44	42	7.2
	4. 45-54	86	14.5
	5. 55-64	161	27.3
	6. 65 and older	290	49.1

Crosstabs

		Sex				Ageask							
		Male		Female		18 to 34		35 to 49		50 to 64		65 +	
(D) 5th District	Tom Guild	30	12.9%	41	13.8%	1	2.6%	8	8.1%	27	15.2%	36	15.8%
	Al McAffrey	47	20.0%	54	18.0%	7	23.0%	16	15.7%	35	19.8%	43	18.5%
	Leona Leonard	31	13.1%	24	8.2%	10	32.8%	5	4.6%	17	9.7%	24	10.2%
	Undecided	126	54.0%	180	60.1%	12	41.7%	74	71.6%	97	55.3%	128	55.5%

		Income								Issues Important							
		Under \$25,000		\$25,000 - \$50,000		\$50,000 - \$75,000		\$75,000 to \$100,000		\$100,000 or more		Economic issues		Social issues		Neither	
(D) 5th District	Tom Guild	17	16.3%	15	11.1%	18	19.2%	6	14.2%	14	14.2%	58	14.4%	6	6.2%	7	21.2%
	Al McAffrey	19	18.1%	20	15.0%	25	26.7%	9	20.2%	20	20.4%	63	15.9%	31	33.5%	5	15.4%
	Leona Leonard	11	10.8%	26	19.6%	7	6.9%	4	9.5%	4	3.6%	41	10.2%	10	11.2%	3	9.0%
	Undecided	57	54.7%	74	54.4%	44	47.2%	26	56.1%	61	61.8%	238	59.6%	45	49.2%	17	54.4%

		County						Voter Score									
		Oklahoma		Pottawatomie		Seminole		Less than 80		81 - 150		151 -220		221 - 290		Over 290	
(D) 5th District	Tom Guild	51	10.6%	11	18.3%	7	14.9%	13	13.5%	19	9.4%	10	10.1%	17	18.8%	11	10.1%
	Al McAffrey	80	16.6%	5	7.3%	5	11.4%	10	11.1%	33	16.7%	14	13.8%	17	18.2%	16	14.8%
	Leona Leonard	41	8.4%	5	7.4%	3	5.9%	8	8.4%	11	5.3%	12	11.8%	7	8.0%	10	9.6%
	Undecided	312	64.4%	42	66.9%	31	67.9%	63	67.0%	137	68.5%	65	64.3%	51	55.0%	69	65.5%

		Label										Married					
		Very liberal		Somewhat liberal		Moderate		Somewhat conservative		Very conservative		Single		Married		Widowed	
(D) 5th District	Tom Guild	13	20.3%	8	8.9%	34	15.9%	14	14.3%	3	5.2%	20	16.8%	40	11.9%	9	14.4%
	Al McAffrey	14	21.9%	25	27.4%	34	16.0%	26	26.0%	2	3.0%	20	16.9%	65	19.2%	14	22.0%
	Leona Leonard	12	18.7%	11	12.4%	25	11.7%	5	5.2%	2	2.9%	14	11.7%	34	10.0%	7	10.9%
	Undecided	24	39.0%	47	51.3%	121	56.4%	53	54.5%	57	88.9%	66	54.6%	200	58.9%	34	52.6%

		Tea Party Favor								Religious Services									
		Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		DK/Neutral/No opinion		Once a week or more		Occasionally throughout the year		Just on major religious holidays		Never	
(D) 5th District	Tom Guild	5	13%	10	11.0%	9	6.9%	41	17.7%	10	14.4%	30	11.4%	18	12.9%	4	10.7%	19	23%
	Al McAffrey	13	32%	6	7.0%	23	17.7%	56	23.8%	7	10.8%	56	21.3%	31	21.6%	5	14.1%	9	10%
	Leona Leonard	2	4.6%	10	11.8%	13	9.6%	28	11.8%	5	6.6%	19	7.4%	20	13.8%	1	2.0%	15	19%
	Undecided	20	51%	61	70.2%	86	65.8%	110	46.8%	47	68.3%	158	60.0%	73	51.7%	28	73.2%	39	48%

SoonerPoll.com performed this survey research using a dual frame methodology of automated polling, or Interactive Voice Response (IVR), to landline phones and live interviewers to cell phones.

While this method of using IVR data collection may differ from traditional public opinion pollsters who use solely live operator call centers, the automated survey process is identical and, at times, 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, SoonerPoll.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).

The following is a comprehensive list of the elements proposed for disclosure and our response, which exceeds the "standards for minimum disclosure" proposed by any one of the professional organizations:

1. Who sponsored the survey, and who conducted it;
Sponsored by News 9 in Oklahoma City and News on 6 in Tulsa, OK.
2. The purpose of the study, including specific objectives;
Test both statewide and CD5 ballots in the Republican and Democratic primaries.
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;
Included 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);
Random digit dialed (RDD) cell phone data from SSI; landlines were randomly drawn using the computer random function from

SoonerPoll's internal database.

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;

Dual frame of landline (IVR) and cellphones(live interviewer); five callbacks to all non-connects.

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;

For landlines, respondents were chosen, at random, using model of prior likely voting behavior. Cell phone respondents were then screened at the beginning of the survey as to whether they plan to vote in the upcoming election.

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;

See attached page.

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, age, congressional district and landline/cellphone using a model of previous Oklahoma primary elections..

11. A description of all percentages on which conclusions are based;

Valid percent used based on total sample except where noted.

12. A clear delineation of which results are based on parts of the sample, rather than on the total sample;

Results based on total sample.

13. Method(s), location(s), and dates of interviews, fieldwork or data collection;

SoonPoll.com's Oklahoma City call center for cell phones interviews.

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.