Sooner Poll.com

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: ±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 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
   2. If Democrat, press 2
   3. If Independent, press 3 [TERMINATE]
   4. If you're not registered, press 4 [TERMINATE]
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  
   2. For Al McAffrey, press 2  
   3. For Leona Leonard, press 3  
   4. If you're unsure, press 4

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  
   2. If somewhat favorable, press 2  
   3. If somewhat unfavorable, press 3  
   4. If very unfavorable, press 4  
   5. If you don't know anything about the Tea Party or have no opinion, press 5

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  
   2. If Social issues like abortion, gun rights and same-sex marriage, press 2  
   3. If neither, press 3  
   4. If you're not sure, press 4

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
   2. Female, press 2
   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
   2. If somewhat liberal, press 2
   3. If moderate, press 3
   4. If somewhat conservative, press 4
   5. If very conservative, press 5
   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]
   2. If you’re 18 to 34, press 2
   3. If 35 to 49, press 3
   4. If you’re 50 to 64, press 4
   5. If you’re 65 or older, press 5
   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
   2. If occasionally throughout the year, press 2
   3. If just on major religious holidays, press 3
   4. If never, press 4
   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
   2. If you’re married, press 2
   3. If you’re widowed, press 3
   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
    2. If $25-50 thousand, press 2
    3. If $50-75 thousand, press 3
    4. If $75-100 thousand, press 4
    5. If $100 thousand or more, press 5
    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
    2. 81-150
    3. 151-220
    4. 221-290
    5. Over 290
    To have these choices repeated, press 6 [REPEAT]
    [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]

12. Age [PRE-CODE]
    1. 18-24
    2. 25-34
    3. 35-44
    4. 45-54
    5. 55-64
    6. 65 and older
    To have these choices repeated, press 6 [REPEAT]
    [ANOTHER SELECTED NUMBER OR NO SELECTION: REPEAT QUESTION]
### Crosstabs

<table>
<thead>
<tr>
<th></th>
<th>Sex</th>
<th>Ageask</th>
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<th></th>
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<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18 to 34</td>
<td>35 to 49</td>
<td>50 to 64</td>
<td>65 +</td>
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<tr>
<td>(D) 5th District Tom Guild</td>
<td>30</td>
<td>41</td>
<td>13.8%</td>
<td>2.6%</td>
<td>27</td>
<td>15.2%</td>
<td>36</td>
</tr>
<tr>
<td>Al McAffrey</td>
<td>47</td>
<td>54</td>
<td>18.0%</td>
<td>7</td>
<td>16</td>
<td>15.7%</td>
<td>35</td>
</tr>
<tr>
<td>Leona Leonard</td>
<td>31</td>
<td>24</td>
<td>8.2%</td>
<td>10</td>
<td>5</td>
<td>4.6%</td>
<td>17</td>
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<tr>
<td>Undecided</td>
<td>126</td>
<td>180</td>
<td>60.1%</td>
<td>12</td>
<td>74</td>
<td>71.6%</td>
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### Income

<table>
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<tr>
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<th>Under $25,000</th>
<th>$25,000 - $50,000</th>
<th>$50,000 - $75,000</th>
<th>$75,000 to $100,000</th>
<th>$100,000 or more</th>
<th>Economic issues</th>
<th>Social issues</th>
<th>Neither</th>
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<tbody>
<tr>
<td>(D) 5th District Tom Guild</td>
<td>17</td>
<td>15</td>
<td>18</td>
<td>18</td>
<td>14</td>
<td>14.2%</td>
<td>58</td>
<td>6</td>
</tr>
<tr>
<td>Al McAffrey</td>
<td>19</td>
<td>20</td>
<td>25</td>
<td>9</td>
<td>20</td>
<td>20.4%</td>
<td>63</td>
<td>31</td>
</tr>
<tr>
<td>Leona Leonard</td>
<td>11</td>
<td>26</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>3.6%</td>
<td>41</td>
<td>10.2%</td>
</tr>
<tr>
<td>Undecided</td>
<td>57</td>
<td>74</td>
<td>44</td>
<td>26</td>
<td>61</td>
<td>61.8%</td>
<td>238</td>
<td>45</td>
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### Voter Score

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<tr>
<th></th>
<th>Oklahoma</th>
<th>Pottawatomie</th>
<th>Seminole</th>
<th>Less than 80</th>
<th>81 - 150</th>
<th>151 -220</th>
<th>221 - 290</th>
<th>Over 290</th>
</tr>
</thead>
<tbody>
<tr>
<td>(D) 5th District Tom Guild</td>
<td>51</td>
<td>10.6%</td>
<td>11</td>
<td>18.3%</td>
<td>7</td>
<td>14.9%</td>
<td>13</td>
<td>13.5%</td>
</tr>
<tr>
<td>Al McAffrey</td>
<td>80</td>
<td>16.6%</td>
<td>5</td>
<td>7.3%</td>
<td>5</td>
<td>11.4%</td>
<td>10</td>
<td>11.1%</td>
</tr>
<tr>
<td>Leona Leonard</td>
<td>41</td>
<td>8.4%</td>
<td>5</td>
<td>7.4%</td>
<td>3</td>
<td>5.9%</td>
<td>8</td>
<td>8.4%</td>
</tr>
<tr>
<td>Undecided</td>
<td>312</td>
<td>64.4%</td>
<td>42</td>
<td>66.9%</td>
<td>31</td>
<td>67.9%</td>
<td>63</td>
<td>67.0%</td>
</tr>
<tr>
<td>Label</td>
<td>Married</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>Very liberal</td>
<td>Somewhat liberal</td>
<td>Moderate</td>
<td>Somewhat conservative</td>
<td>Very conservative</td>
<td>Single</td>
<td>Married</td>
<td>Widowed</td>
</tr>
<tr>
<td>(D) 5th District</td>
<td>Tom Guild 13</td>
<td>20.3%</td>
<td>8</td>
<td>8.9%</td>
<td>34</td>
<td>15.9%</td>
<td>14</td>
<td>14.3%</td>
</tr>
<tr>
<td></td>
<td>Al McAffrey 14</td>
<td>21.9%</td>
<td>25</td>
<td>27.4%</td>
<td>34</td>
<td>16.0%</td>
<td>26</td>
<td>26.0%</td>
</tr>
<tr>
<td></td>
<td>Leona Leonard 12</td>
<td>18.7%</td>
<td>11</td>
<td>12.4%</td>
<td>25</td>
<td>11.7%</td>
<td>5</td>
<td>5.2%</td>
</tr>
<tr>
<td>Undecided</td>
<td>24</td>
<td>39.0%</td>
<td>47</td>
<td>51.3%</td>
<td>121</td>
<td>56.4%</td>
<td>53</td>
<td>54.5%</td>
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</table>

<table>
<thead>
<tr>
<th>Tea Party Favor</th>
<th>Religious Services</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Very favorable</td>
<td>Somewhat favorable</td>
<td>Somewhat unfavorable</td>
<td>Very unfavorable</td>
<td>DK/Neutral/No opinion</td>
<td>Once a week or more</td>
<td>Occasionally throughout the year</td>
<td>Just on major religious holidays</td>
</tr>
<tr>
<td>(D) 5th District</td>
<td>Tom Guild 5</td>
<td>13%</td>
<td>10</td>
<td>11.0%</td>
<td>9</td>
<td>6.9%</td>
<td>41</td>
<td>17.7%</td>
</tr>
<tr>
<td></td>
<td>Al McAffrey 13</td>
<td>32%</td>
<td>6</td>
<td>7.0%</td>
<td>23</td>
<td>17.7%</td>
<td>56</td>
<td>23.8%</td>
</tr>
<tr>
<td></td>
<td>Leona Leonard 2</td>
<td>4.6%</td>
<td>10</td>
<td>11.8%</td>
<td>13</td>
<td>9.6%</td>
<td>28</td>
<td>11.8%</td>
</tr>
<tr>
<td>Undecided</td>
<td>20</td>
<td>51%</td>
<td>61</td>
<td>70.2%</td>
<td>86</td>
<td>65.8%</td>
<td>110</td>
<td>46.8%</td>
</tr>
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</table>
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**
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;

SoonerPoll's internal database.

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;

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

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.