

COBURN OUTDUELS HUMPHREYS, ANTHONY IN GOP SENATE DEBATE



HERE ARE SOME OF THE KEY FINDINGS FROM THIS STUDY

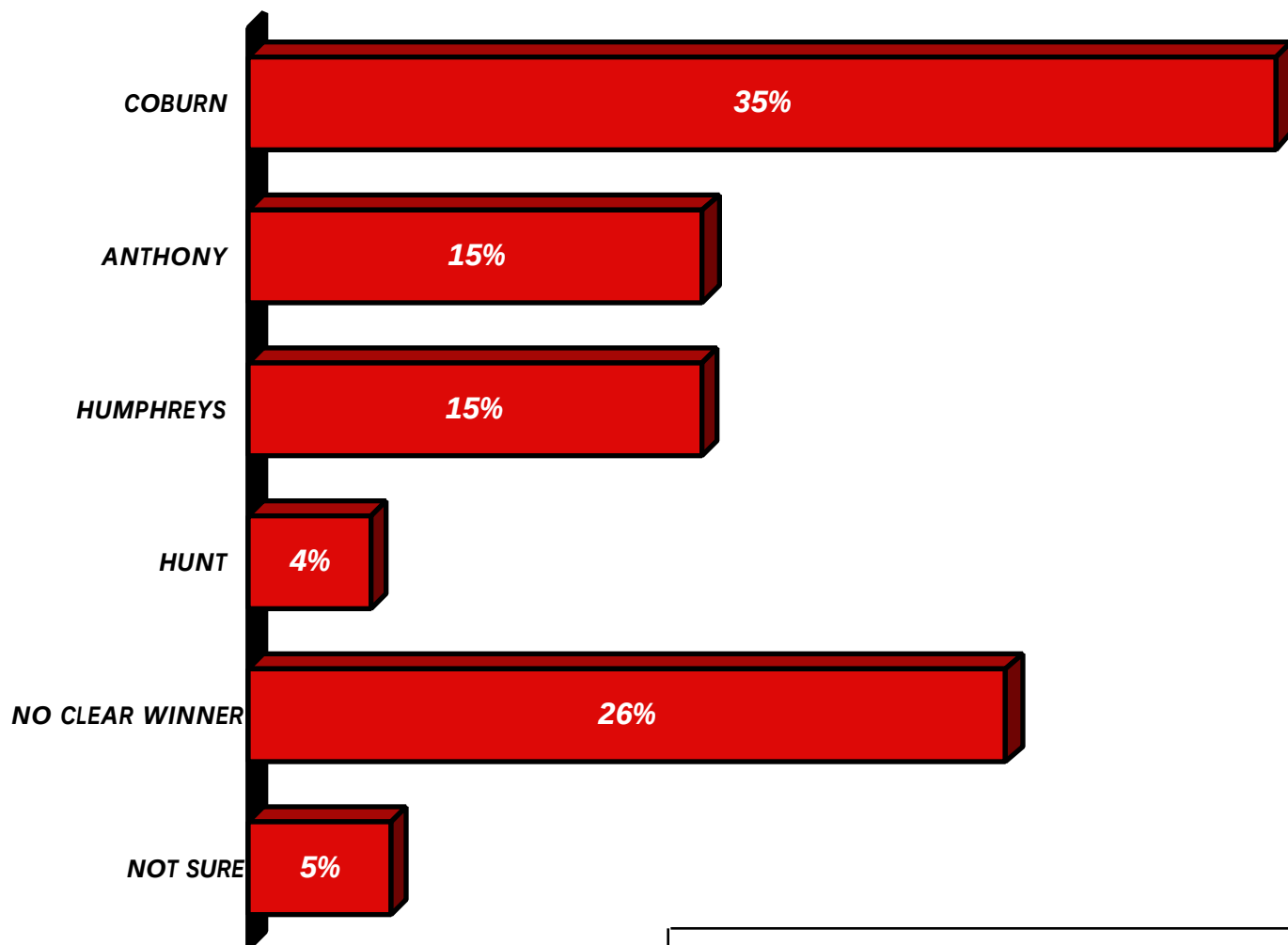
- ☛ TOM COBURN WON THE REPUBLICAN PRIMARY U.S. SENATE DEBATE LAST NIGHT, ACCORDING TO SURVEYUSA POLL OF 312 OKLAHOMA ADULTS STATEWIDE WHO WATCHED IT.
- ☛ 35% OF DEBATE WATCHERS SAID COBURN WAS THE WINNER.
- ☛ 15% OF DEBATE WATCHERS SAID KIRK HUMPHREYS WAS THE WINNER.
- ☛ 15% OF DEBATE WATCHERS SAID BOB ANTHONY WAS THE WINNER.
- ☛ 4% OF DEBATE WATCHERS SAID JAY RICHARD HUNT WAS THE WINNER.
- ☛ 26% OF DEBATE WATCHERS SAID THERE WAS NO CLEAR WINNER.
- ☛ 2100 OK ADULTS INTERVIEWED 7/22.
- ☛ OF THEM 312 SAID THEY HAD WATCHED DEBATE 7/21 & WERE ASKED WHO WON.

RESEARCH CONDUCTED E.T.	040722 16:33-20:30 ET
RESPONDENTS DRAWN FROM	THE ENTIRE STATE OF OKLAHOMA
RANDOM SAMPLE SELECTED BY	SURVEY SAMPLING INC.

RESEARCH CONDUCTED FOR KJRH-TV TULSA

WHO WON THE DEBATE? / ALL ADULT RESPONDENTS WHO WATCHED THE DEBATE

WHO WON THE DEBATE? BOB ANTHONY? TOM COBURN? KIRK HUMPHREYS? JAY RICHARD HUNT? OR WAS THERE NO CLEAR WINNER?



☞ Candidate names were not read in this order.
Results ranked here for ease of comprehension.

THIS IS A SURVEY OF	312	ADULT RESPONDENTS WHO WATCHED THE DEBATE
OVERALL RESULTS CONSIDERED SIGNIFICANT	± 5.7 %	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

WHO WON THE DEBATE? / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

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WHO WON THE DEBATE? / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY															
	OVERALL	REPUBLICAN	DEMOCRAT	INDEPENDENT / OTHER	NOT REGISTERED	WESTERN OK	EASTERN OK								
ANTHONY	15%	15%	14%	22%	20%	16%	15%								
COBURN	35%	42%	29%	44%	23%	35%	34%								
HUMPHREYS	15%	24%	9%	13%	17%	20%	11%								
HUNT	4%	1%	6%	4%	8%	5%	4%								
NO CLEAR WINNER	26%	17%	36%	10%	21%	20%	31%								
NOT SURE	5%	1%	6%	7%	12%	5%	5%								
	100%	100%	100%	100%	100%	100%	100%								

[illegible]

PAGE 4 OF 7

RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE $\pm 10\%$. PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

[illegible]

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[illegible]

The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ. These statements conform to the principles of disclosure of the National Council on Public Polls.