

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.

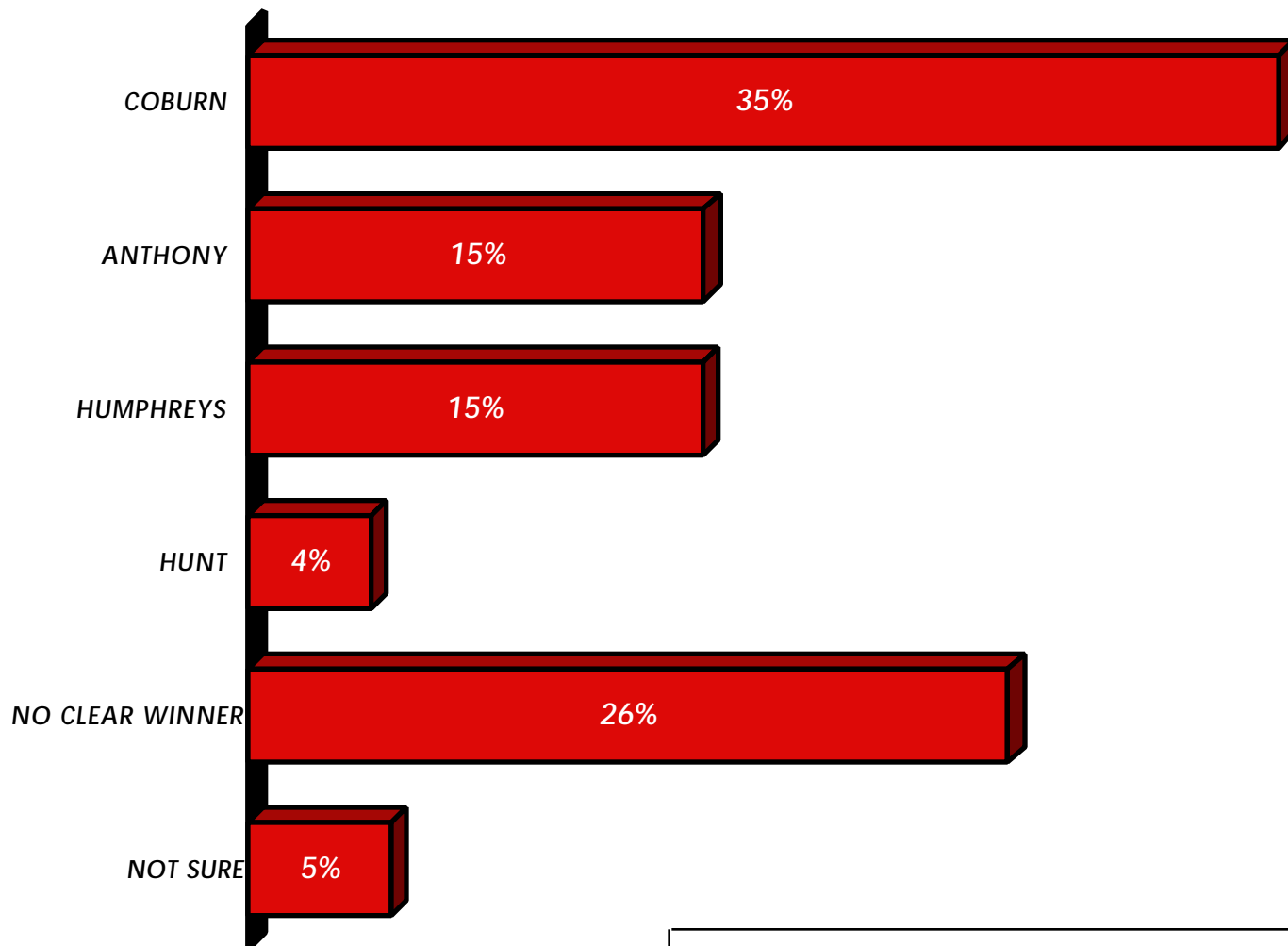
- ☛ 2100 OK ADULTS INTERVIEWED 7/22.
- ☛ OF THEM 312 SAID THEY HAD WATCHED DEBATE 7/21 & WERE ASKED WHO WON.

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

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
	RESPONSES SORTED BY DEMOGRAPHIC CATEGORY														
ANTHONY	15%	14%	18%	15%	12%	14%	23%	15%	16%	19%	17%				
COBURN	35%	36%	33%	29%	34%	43%	34%	39%	20%	6%	33%				
HUMPHREYS	15%	17%	12%	23%	17%	7%	10%	17%	12%	20%	0%				
HUNT	4%	3%	6%	8%	4%	1%	3%	5%	0%	4%	0%				
NO CLEAR WINNER	26%	25%	26%	18%	32%	29%	24%	21%	47%	24%	37%				
NOT SURE	5%	5%	4%	7%	2%	4%	7%	2%	5%	27%	13%				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

	OVERALL	MALE	FEMALE	AGE 18-34	AGE 35-49	AGE 50-64	AGE 65+	WHITE	BLACK	HISPANIC	ASIAN/OTHER				
	DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES														
ANTHONY	100	89	116	97	76	94	153	96	105	126	111				
COBURN	100	103	96	84	98	125	98	113	58	17	96				
HUMPHREYS	100	113	82	153	109	49	62	114	79	128	0				
HUNT	100	69	143	181	87	33	70	128	0	101	0				
NO CLEAR WINNER	100	98	103	69	125	114	92	82	182	95	143				
NOT SURE	100	112	83	147	41	86	137	48	99	547	271				

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

OVERALL **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **NOT REGISTERED** **WESTERN OK** **EASTERN OK**

RESPONSES SORTED BY DEMOGRAPHIC CATEGORY

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%								

DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES

ANTHONY	100	97	90	143	127	101	99								
COBURN	100	120	83	126	65	102	98								
HUMPHREYS	100	158	62	85	108	129	73								
HUNT	100	28	145	92	185	114	87								
NO CLEAR WINNER	100	66	140	39	82	78	121								
NOT SURE	100	30	123	152	256	94	106								

OVERALL **REPUBLICAN** **DEMOCRAT** **INDEPENDENT/OTHER** **NOT REGISTERED** **WESTERN OK** **EASTERN OK**

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.