

VCreek/AMG Polling

RUSSELL HAS SOLID LEAD IN OKLAHOMA DISTRICT 5

Crosstabs:

All Correlation Groups	Vote	Among Undecided			Gender		Age				
		LeanRussell	TrueUndecided	LeanDouglas	Male	Female	18-34	35-44	45-54	55-64	64-Older
N=	656	13	136	20	288	368	25	32	94	128	377
Russell	43.70%	7.20%	0.00%	0.00%	50.55%	38.64%	54.67%	21.33%	38.73%	43.02%	44.52%
Douglas	30.89%	0.00%	0.00%	10.66%	27.17%	33.48%	14.00%	50.50%	29.42%	29.11%	31.11%
Undecided	25.41%	0.00%	81.89%	0.00%	22.28%	27.88%	31.33%	28.17%	31.85%	27.87%	24.37%
%Sample	100%	1.98%	20.73%	3.04%	43.90%	56.09%	3.81%	4.87%	14.30%	19.51%	57.46%

Methodology: We used a likely voter model using a sample of registered Republicans in the 5th Congressional District of Oklahoma with a demonstrated propensity to vote in primary elections. Using a proprietary algorithm based on demographic, census and consumer data each voter was assigned a score of correlation to conservative. Polling was based on filling quotas via land line IVR interview of correlational score groups. Polling by score group reduces the need for cell phone interviews as comparably correlated voters are so similar, therefore phone mode is not as large a variable as it is in random digit dialing.

The survey was conducted August 17-18. The Margin of error, with a 95% confidence interval is 3.8%. There were 656 completed surveys.

About: VCreek/AMG is a marketing analytics firm providing polling, market research, data analysis and applied social science and market anthropology to corporate and political clients. This poll was conducted as a Beta Test of methodology.