

**VCREEK/AMG Poll**

**BRECHEEN HAS SOLID LEAD IN OK SENATE 6**

N=674

	.99-.82	.82-.72	.72-.64	.64-.52	.52-00	Combined Avg
	163	186	146	110	70	
Brecheen	79%	47%	38%	45%	39%	49%
Hill	16%	41%	46%	42%	53%	39%
Und/Other	9%	12%	16%	14%	9%	12%

Methodology: We used a likely voter model using a sample of registered voters in the 6<sup>TH</sup> Senate District of Oklahoma with a demonstrated propensity to vote in general elections. Using a proprietary algorithm based on demographic, census and consumer data each voter was assigned a score of correlation to Traditional Values. The correlational scores are the groups in the cross tabs above. 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. Raw results crosstabs are below.

The survey was conducted Oct 23<sup>rd</sup>. The Margin of error, with a 95% confidence interval is 3.7%. There were 674 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 public Beta Test of methodology. VCreek/AMG last polled Oklahoma during the runoff of the 5<sup>th</sup> Congressional District race between Steve Russell and Patrice Douglas and predicted a Russell win.

SD 6 Oct 23, 2014 IVR

	SD 6	Dorman	Fallin	Male	Female	18-34	35-44	45-54	55-64	65 Over
N=	674	262	313	271	403	21	41	55	131	426
Brecheen	51.63%	20.61%	84.98%	49.82%	52.85%	52.38%	29.27%	58.18%	50.38%	53.29%
Hill	36.20%	73.66%	9.58%	40.59%	33.25%	19.05%	46.34%	23.64%	41.98%	35.92%
Und/Other	12.17%	5.73%	5.43%	9.59%	13.90%	28.57%	24.39%	18.18%	7.63%	10.80%
All	100%	39%	46%	40%	60%	3%	6%	8%	19%	63%