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SURVEY OVERVIEW

Baselice & Associates, Inc. is pleased to present the results of this survey. This report contains the results of a telephone survey of N=453 likely voters in Oklahoma. Responses to this survey were gathered September 26 - 27, 2010.

All respondents interviewed in this study were part of a fully representative sample based on the average of the latest voter registration and turnout figures for each region in the state. The confidence interval associated with a sample of this type is such that 95% of the time the results will be within $\pm 4.6\%$ of the “true values” where “true values” refer to the results obtained if it were possible to interview every voter in the state. The results in this survey were weighted slightly to reflect the actual partisan voter registration for each region of the state.

Fifteen percent (15%) of all interviews were conducted among respondents who say they have unlisted telephone numbers. The incidence of interviewing was 57.1%.

OKLAHOMA VOTER SURVEY

BASELICE & ASSOCIATES, INC.
CONFIDENTIAL DOCUMENT
N equals 453 respondents

STUDY # 10603OK.Q%OX

Hello, I am _____ of Baselice & Associates, a national survey research firm, and we're talking to people long distance today about issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other voters such as yourself.

A1. Are you registered to vote in _____ County?

Yes **(thank & terminate)**
No **(Go to A2)**

A2. **If No, ask:** Is there someone else at home who is registered to vote in _____ County?
(If Yes, ask: May I speak with him/her? And return to introduction)

Yes **(continue)**
No **(thank & terminate)**

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?

Yes **(thank & terminate)**
No **(continue)**

C. Thinking about this November's general election, are you definitely going to vote, probably going to vote, not likely to vote, or have you not decided yet? **(RECORD ONLY)**

81%	Definitely voting (to next Q)
12%	Probably voting (to next Q)
0%	Not likely (to A2)
7%	Haven't decided yet (to next Q)
0%	Unsure / refused (to A2)

D. Do state and county records show you to be registered as ... **(Rotate first two choices)?**

42%	Republican
50%	Democrat
6%	Other / Independent
2%	Unsure / refused (vol)

NOTE: ALL CLOSE-ENDED RESULTS ROUNDED TO THE NEAREST WHOLE PERCENTAGE

* DENOTES LESS THAN ONE PERCENT

O1. Assume for a moment that there were two brands of motor oil brands and both met the automobile manufacturer's performance specifications for your vehicle, but one brand was labeled as officially approved or licensed by the automobile manufacturer and the other brand was not labeled as officially approved or licensed. How important is it to you that the motor oil you purchase for your vehicle be labeled as officially approved or licensed?

36%	Very important
28%	Somewhat important
63%	TOTAL IMPORTANT
17%	Not very important
15%	Not important at all
32%	TOTAL NOT IMPORTANT
1%	No difference / depends
4%	Unsure / refused

O2. Would you be more likely or less likely to purchase the motor oil labeled as officially approved or licensed if you knew that it cost ten percent more than the same type of oil without the officially approved label or license? **If choice made, ask:** Is that strongly or just somewhat (more/less) likely?

20%	More likely / strongly
17%	More likely / somewhat
37%	TOTAL MORE LIKELY
19%	Less likely / somewhat
26%	Less likely / strongly
45%	TOTAL LESS LIKELY
10%	No difference / depends
8%	Unsure / refused

O3. Now let's assume an automobile manufacturer requires that you use a particular brand or an equivalent oil made to their specifications in order to keep your warranty. And, assume there are two brands of oil and both meet the auto manufacturer's specifications, but one brand is licensed and officially approved by the manufacturer and the other brand is not. Which product would you feel confident buying for your vehicle to maintain your warranty? **READ AND ROTATE CHOICES 1 and 2**

75%	A licensed oil
8%	An unlicensed oil
8%	Both / no difference (vol)
3%	Depends (vol)
4%	Unsure (vol)
2%	Refused (vol)

Now just a few questions to make sure we have a representative sample --

D1. What is your age, please? (i.e. Record 48 years old as 0 4 8)
(Record Unsure/Refused as 9 9 9)

23%	18-44
24%	45-54
19%	55-64
30%	65 or over
4%	Age unknown

D2. What is the highest level of education you have completed? **(Do not read, record only)**

5%	Less than high school
26%	High school grad / vocational school
29%	Some college
25%	College graduate
14%	Post graduate (masters or higher)
*	Unsure
1%	Refused

D3. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...

(Rotate first two choices) [Note: Record libertarian, reform party or other parties as value 3]

45%	Republican
34%	Democrat
16%	Or do you vote independent of party
5%	Unsure / Refused (vol)

D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

2%	Yes
96%	No
1%	Unsure (vol)
1%	Refused (vol)

D5. And is your race Anglo, African-American, Asian, or some other race?

82%	Anglo / White
6%	African-American / Black
1%	Asian
1%	Hispanic (vol)
8%	American Indian (vol)
0%	Other (vol) (specify_____)
*	Unsure (vol)
2%	Refused (vol)

D6. Do you consider yourself to be... **(Read list by rotating top-to-bottom / bottom-to-top)**

28%	Very conservative
32%	Somewhat conservative
21%	Moderate
9%	Somewhat liberal
5%	Very liberal
5%	Unsure / refused (vol)

D7. Sex **(By observation)**

48%	Male
52%	Female
