

Area	GOP Vote Keating	Dem Vote Boyd	Ind Vote	Total Vote	GOP %	Dem %	Ind %	Rem %	Plurality/Win	%of Marg	%St Tot
OKLAHOMA				KEATING WINS				Governor, 1998			
Total for State	505,498	357,552	0	873,585*	57.9	40.9	0.0	1.2	147,946 R	16.9	100.0

DMAs, MEDIA MARKETS for 2000

Joplin - Pittsburg, MO - KS - OK DMA	3,555	4,464		8,134*	43.7	54.9		1.4	909 D	11.2	0.9
Shreveport, LA - AR - OK - TX DMA	2,926	3,587		6,768*	43.2	53.0		3.8	661 D	9.8	0.8
Wichita Falls & Lawton, TX - OK DMA	29,653	18,034		48,119*	61.6	37.5		0.9	11,619 R	24.1	5.5
Amarillo, TX -NM - OK DMA	5,657	1,762		7,554*	74.9	23.3		1.8	3,895 R	51.6	0.9
Oklahoma City, OK DMA	261,534	143,981		410,547*	63.7	35.1		1.2	117,553 R	28.6	47.0
Sherman - Ada, OK - TX DMA	28,406	24,944		53,923*	52.7	46.3		1.1	3,462 R	6.4	6.2
Ft. Smith - Fay - Springdale - Rogers, AR	9,453	10,051		19,769*	47.8	50.8		1.3	598 D	3.0	2.3
Tulsa, OK - KS DMA	164,314	150,729		318,771*	51.5	47.3		1.2	13,585 R	4.2	36.5

SUMMARY OF UNITS WON

1a. Won by Keating for Republicans:	5	Lowest %	43.2	Shreveport, LA - AR - OK - TX	Highest %	74.9	Amarillo, TX -NM - OK DMA
1b. Won by Boyd for Democrats:	3	Lowest %	23.3	Amarillo, TX -NM - OK DMA	Highest %	54.9	Joplin - Pittsburg, MO - KS -

ISRs, INTERNAL STATE REGIONS

Northwest-Red Carpet	48,208	23,049		72,242*	66.7	31.9		1.4	25,159 R	34.8	8.3
Central-Frontier	198,856	108,645		311,377*	63.9	34.9		1.2	90,211 R	29.0	35.6
Northeast-Green	168,354	152,662		324,849*	51.8	47.0		1.2	15,692 R	4.8	37.2
Southeast-Kiamichi	13,843	18,615		33,021*	41.9	56.4		1.7	4,772 D	14.5	3.8
Southcentral-Lake	30,385	25,662		56,648*	53.6	45.3		1.1	4,723 R	8.3	6.5
Southwest-Great Plains	45,852	28,919		75,448*	60.8	38.3		0.9	16,933 R	22.5	8.6

SUMMARY OF UNITS WON

1a. Won by Keating for Republicans:	5	Lowest %	41.9	Southeast-Kiamichi	Highest %	66.7	Northwest-Red Carpet
1b. Won by Boyd for Democrats:	1	Lowest %	31.9	Northwest-Red Carpet	Highest %	56.4	Southeast-Kiamichi

GMRs, METRO GROUPS for 1999

Oklahoma City Metro	169,334	87,377		259,935*	65.1	33.6		1.2	81,957 R	31.5	29.8
Tulsa Metro	112,260	88,946		203,489*	55.2	43.7		1.1	23,314 R	11.5	23.3
Other Metro	27,819	18,556		46,875*	59.3	39.6		1.1	9,263 R	19.7	5.4
Non Metro	196,085	162,673		363,286*	54.0	44.8		1.2	33,412 R	9.2	41.6

SUMMARY OF UNITS WON

1a. Won by Keating for Republicans:	4	Lowest %	54.0	Non Metro	Highest %	65.1	Oklahoma City Metro
1b. Won by Boyd for Democrats:	0	Lowest %	33.6	Oklahoma City Metro	Highest %	44.8	Non Metro