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Wednesday, October 30, 2013

## FLASH POLLING MEMO

FROM: Brent Buchanan, Managing Partner  
TO: Interested Parties  
RE: Analysis of AL01 Primary Runoff Flash Poll

Our firm fielded an independent flash poll in Alabama's 1st Congressional District on October 30th. We screened respondents for likelihood of voting. The population universe for the district was selected based on an estimated electorate comprised of 50,950 voters that have a high propensity to vote in the 2013 Republican Primary special election. The universe includes voters from the 2012 Alabama Republican Primary, which had Chief Justice Roy Moore on the ballot. Since over 1,000 people qualified to respond and completed the survey, the flash poll has a 3.03% margin of error.

As of Wednesday, the race is a close tie between Bradley Byrne (40.2%) and Dean Young (43.2%). Earlier this month, [another independently commissioned survey](#) showed Byrne at 44% and Young at 37%. Based on this information, the race has not changed much in the past month, and undecided voters and those who actually turnout will determine the hotly contested runoff.

One potential reason for Byrne's positioning, despite his drastic fundraising advantage, is his favorability rating (57.1% fav / 33.1% unfav) compared to Young's standing in voters' minds (58.7% fav / 30.4% unfav). Traditionally, candidates with such disparate resources are not so similar in fav/unfav ratios.

Among voters "definitely likely" to vote, Young maintains a similar margin on Byrne (45.1% - 42.1%). Where Young seems to have an advantage on Byrne is with males (47.6% - 36.5%). The flash poll also shows that Bradley Byrne outperforms Dean Young in Baldwin County, the conservative bastion of the district (48.5% - 37.0%). However, Mobile and the other counties will most likely account for over 60% of the vote on Tuesday, November 5th.

Just to be honest, I was shocked at the result of the flash poll when our Data Strategist, Cory Brown, told me the topline numbers. After thoroughly reviewing the crosstabs, I am still equally shocked. In 2010, our firm - using Baseline & Associate - independently polled the Alabama gubernatorial Primary and Primary Runoff during which Byrne was a candidate. I was shocked then also at the numbers, but they ended up being correct.

It's important to remember that polling is just a snapshot of a moment in time, but it can show trends and movement. Our flash poll shows that 16.6% of people are undecided, and either Byrne or Young has a shot at this point. Tuesday is the only poll that really matters.

**NOTE:** Our 09/19/13 flash polled pegged every candidate within the margin of error except Hillyer (within 4.7%) and Young (outperformed by nearly double).



**Alabama Congressional District 1 -  
2013 Republican Primary Special Election Flash Poll**

*Conducted October 30, 2013*

*N=50,950 | n=1027 | (+/-3.03%)*



Question 1: How likely are you to vote next Tuesday in the Republican Primary special election runoff for your congressional district?

	Total
Total	1027
Def Voting	930
	90.5
Prob Voting	97
	9.5

Question 2: As of today, whom do you see yourself most likely supporting?

	Total
Total	1027
Byrne	413
	40.2
Young	443
	43.2
Undec	171
	16.6

**Alabama Congressional Dist. 1 - 2013 Republican Primary Special Election**

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Question 3: What is your opinion of Bradley Byrne?

	Total
Total	1027
Very Fav	291 28.3
Some Fav	295 28.8
Some Unfav	233 22.7
Very Unfav	109 10.6
No Opinion	87 8.5
Never Heard Of	12 1.2

Question 4: What is your opinion of Dean Young?

	Total
Total	1027
Very Fav	301 29.3
Some Fav	302 29.4
Some Unfav	194 18.9
Very Unfav	118 11.5
No Opinion	99 9.6
Never Heard Of	14 1.3

Alabama Congressional Dist. 1 - 2013 Republican Primary Special Election

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Question 5: What age range do you fall within?

	Total
Total	1027
18-34	27 2.6
35-49	132 12.9
50-64	331 32.3
65+	536 52.2

Question 6: And are you male or female?

	Total
Total	1027
Female	532 51.8
Male	495 48.2

Question 7: County

	Total
Total	1027
Baldwin	349 34.0
Mobile	478 46.6
Others	199 19.4