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Wednesday, May 21, 2014

FLASH POLLING MEMO

FROM: Brent Buchanan, Managing Partner
TO: Interested Parties
RE: Analysis of Alabama Statewide GOP Primary Flash Poll

Our firm conducted an independent flash poll of the statewide offices in Alabama that have a Republican primary. The survey was completed across two days – May 19 & 20 – and we screened respondents for likelihood of voting. The population universe for the state was selected based on an estimated electorate comprised of 414,101 voters that have a high propensity to vote in the 2014 Republican primary election. Since over 1,300 people qualified to respond and completed the survey, the flash poll has a 2.69% margin of error.

As of this week, Governor Robert Bentley (73.2%) is a shoo-in for re-election. His two opponents only have a combined 4.9% of the potential vote. This race, due to Gov. Bentley's high name ID and favorables, has the lowest undecided number (21.8%). Bentley performs best in the Huntsville media market (77.0%).

Lt. Governor Kay Ivey (35.1%) is leading Stan Cooke (17.6%), yet under 50%. This is not surprising due to the lack of voter contact from either candidate. Ivey should fare well based on her legacy name identification and multiple statewide election wins. She is performing best in the Montgomery media market (45.2%), and the race is closest in the Huntsville media market (27.7%-17.6%).

The race for Secretary of State has all the candidates within the margin of error, despite Reese McKinney (11.5%) showing a lead. At this point, he, Jim Perdue (8.9%) or John Merrill (8.5%) have a shot, and whoever advertises the most will most likely come out on top. Most of McKinney's support is lower propensity primary voters, and the race is much closer among voters who participate in nearly every primary.

Jeremy Oden (19.8%) has a slight lead on Kathy Peterson (16.5%) with high undecided (63.7%). Expect Oden's ad campaign and spending to quickly increase this margin. Currently, Oden's lead opens up in the Huntsville (24.7%-15.4%) and Mobile (26.3%-17.2%) markets.

In the other PSC race, incumbent Terry Dunn (9.8%) appears to be headed for a runoff. Chip Beeker (16.9%) is out front with the other candidates behind Dunn. Beeker is doing very well in the Birmingham media market (25.4%), which will end up being the largest voting block in the state. Dunn leads in the southern half of the state – Mobile market (12.6%) and Montgomery market (15.9%) - but there are also the most undecided voters in these areas.



Jim Zeigler's (20.2%) perennial candidate status is helping him with a head start in the Auditor's race. Another recognizable name – Dale Peterson (11.1%) – is in second. Adam Thompson (4.7%) has the most to spend, so that could easily alter this race. The largest groups of undecided voters in this race are in Huntsville (63.8%) and Birmingham (60.8%).

Republican primary voters have a favorable view of the Alabama legislature (57.4%), but most of that is “mostly favorable” support (44.5%). The favorable numbers drop slightly in the Montgomery (55.1%-44.9%) and “other” (53.2%-56.7%) media markets.

Consistent Republican primary voters view themselves as conservative (75.0%) with a high number being “very conservative” (46.0%), but they do not see themselves lining up completely with the Tea Party. Only a small segment (15.8%) of the respondents stated that they agree with all of the Tea Party's views. A larger number (42.2%) tend to agree with most of what the Tea Party believes, with the rest (42.1%) having no or some agreement. The Tea Party is strongest in the Montgomery media market (20.4% all – 45.6% most).

With Bentley's numbers in our flash poll nearly identical to every other internal survey I've heard, it would be difficult to believe that any of the other races polled are too far off where they currently stand today.



**Alabama Statewide- 2014 Republican
Primary Flash Poll**

Conducted May 19-20, 2014

N=414,101 | n=1327 | (+/-2.69%)



Question 1: How likely are you to vote in the June 3rd Republican primary for state and local candidates?

	<u>Total</u>
Total	1327
Definitely	1221 92.0
Probably	106 8.0

Governor

	<u>Total</u>
Total	1327
Bentley	971 73.2
George	42 3.1
Starkey	24 1.8
Undec	289 21.8

Lieutenant Governor

	<u>Total</u>
Total	1327
Cooke	233 17.6
Ivey	465 35.1
Undec	628 47.3

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Secretary of State

	<u>Total</u>
Total	1327
McKinney	153 11.5
Merrill	113 8.5
Perdue	118 8.9
Undec	943 71.1

Public Service Commission Place 1

	<u>Total</u>
Total	1327
Oden	263 19.8
Peterson	219 16.5
Undec	845 63.7

Public Service Commission Place 2

	<u>Total</u>
Total	1327
Barbee	82 6.2
Beeker	225 16.9
Brown	61 4.6
Dunn	131 9.8
Undec	828 62.4

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State Auditor

	<u>Total</u>
Total	1327
Peterson	147 11.1
Sealy	45 3.4
Thompson	62 4.7
Zeigler	268 20.2
Undec	805 60.7

Question 8: Do you approve or disapprove of the way the State Legislature is doing its job?

	<u>Total</u>
Total	1327
Approve Strongly	172 12.9
Approve Somewhat	590 44.5
Disapprove Somewhat	336 25.3
Disapprove Strongly	229 17.3

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Question 9: How do you consider your political views in relation to those of the Tea Party?

	<u>Total</u>
Total	1327
All	209 15.8
Most	560 42.2
Some	415 31.3
None	143 10.8

Question 10: And in terms of your personal political ideology, would you consider yourself?

	<u>Total</u>
Total	1327
Very Conservative	610 46.0
Some Conservative	384 29.0
Independent	258 19.4
Some Liberal	54 4.1
Very Liberal	21 1.6

Question 11: And are you male or female?

	<u>Total</u>
Total	1327
Female	678 51.1
Male	649 48.9

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Question 12: What age range do you fall within?

	<u>Total</u>
Total	1327
18-34	33 2.5
35-49	205 15.5
50-64	453 34.2
65 or older	635 47.8

Race

	<u>Total</u>
Total	1327
Asian	9 0.7
White	1196 90.2
Hispanic	6 0.4
Black	47 3.6
Other	14 1.1
Unknown	54 4.1

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Primary Score

	<u>Total</u>
Total	1327
1	220 16.6
2	251 18.9
3	255 19.2
4	326 24.5
5	276 20.8

Media Market

	<u>Total</u>
Total	1327
Birmingham	515 38.8
Huntsville	272 20.5
Mobile	189 14.2
Montgomery	174 13.1
Other	177 13.4