Wednesday, July 9, 2014

FLASH POLLING MEMO

FROM: Brent Buchanan, Managing Partner

TO: Interested Parties

RE: Analysis of Alabama 6th Congressional Runoff Flash Poll

Our firm conducted an independent flash poll of Alabama's Sixth Congressional District for the July 15, 2014 Republican primary runoff election. The survey was completed across two days – July 7 & 8 – and we screened respondents for likelihood of voting. The population universe for the state was selected based on an estimated electorate comprised of 89,695 voters that have a high propensity to vote in the 2014 Republican primary runoff election. Since over 647 people qualified to respond and completed the survey, the flash poll has a 3.84% margin of error.

Although Paul DeMarco led the other candidates in last month's primary, the polling data shows he has not been able to continue that momentum. The current head-to-head matchup is 29.3% DeMarco to 59.6% Palmer, with "definite" support at 19.1% DeMarco to 46.8% Palmer. Much of this can be attributed to Palmer's commanding lead in voter favorability. Palmer is viewed 75.2% favorably and 12.8% unfavorably with a fav/unfav ratio of 5.88:1. DeMarco was at 52.5% favorability and 28.6% unfavorability in our May 27 survey, and he now stands at 51.3% favorability and 37.5% unfavorability with a fav/unfav ratio of 1.37:1, well under the desired 2:1 fav/unfav ratio.

Looking at the counties, Palmer does well across the board. In Jefferson County, Palmer leads 56.9% to 35.9%, with even better results in Shelby County – 63.2% to 20.9%. The other outlying counties – Blount, Chilton, Bibb & Coosa – mirror Shelby County with Palmer leading 61.5% to 24.2%.

Consistent Republican primary voters view themselves as conservative (82.3%) with a high number being "very conservative" (49.1%), but they do not see themselves lining up 100% with the Tea Party. Only a small segment (16.1%) of the respondents stated that they agree with all of the Tea Party's views. A larger number (45.8%) tend to agree with most of what the Tea Party believes, with the rest (38.1%) having no or some agreement. The Tea Party is strongest in the outlying counties - Blount, Chilton, Bibb & Coosa (22.9% "all" – 51.4% "most").

As has been seen in other unpredictable turnout elections nationally in the past few months, these results could end up being well outside the margin of error. However, this level of spread among candidates backed up by a large margin difference in favorability leads us to believe we have the order pegged correctly. A drastically lower turnout should benefit DeMarco though, because he has a deep and sophisticated ground effort supported by nearly every elected official in the district.

Alabama 6th Congressional District – 2014
Republican Primary Runoff Flash Poll
Conducted July 7 – 8, 2014
N=89,695 | n=647 | (+/-3.84%)

cygnal

Question 1:   How likely are you to vote in the July 15th Republican primary runoff election for your Congressional district?

	Total
Total	647

Def	585
	90.4
Prob	62
	9.6

Question 2: What is your opinion of Paul DeMarco?

	Total
Total	647

Ver Fav	130
	20.1
Som Fav	202
	31.2
Som Unf	147
	22.6
Ver Unf	96
	14.9
No Opn	64
	9.9
Nvr Hrd	9
	1.3

Favorable	51.3%
Unfavorable	37.5%
Ratio	1.37:1

Question 3: What is your opinion of Gary Palmer?

	Total
Total	647

Ver Fav	296
	45.7
Som Fav	191
	29.5
Som Unf	56
	8.6
Ver Unf	27
	4.2
No Opn	67
	10.4
Nvr Hrd	11
	1.7

Favorable	75.2%
Unfavorable	12.8%
Ratio	5.88:1

Question 4:   If the Republican Primary for Congress were held today, who would you support?

	Total
Total	647

Def DeMarco	124
	19.1
Prob DeMarco	66
	10.2
Def Palmer	303
	46.8
Prob Palmer	83
	12.8
Undec	72
	11.1

Palmer	59.6%
DeMarco	29.3%
Spread	30.3%

Question 5: And how do you consider your political views in relation to those of the Tea Party?

	Total
Total	647

All	104
	16.1
Most	297
	45.8
Some	195
	30.1
None	52
	8.0

Question 6: And in terms of your personal political ideology, how would you consider yourself?

	Total
Total	647

Ver Con	318
	49.1
Som Con	215
	33.2
Mod	90
	13.9
Som Lib	17
	2.6
Ver Lib	8
	1.2

Conservative	82.3%
Moderate	13.9%
Liberal	3.8%

Question 7: And are you male or female?

	Total
Total	647
F	340
	52.5
M	308
	47.5

Question 8: And last question, what age range do you fall within?

	Total
Total	647
18-34	25
	3.9
35-49	117
	18.1
50-64	229
	35.4
65+	276
	42.7

County

	Total
Total	647
Jefferson	337
	52.1
Shelby	188
	29.1
Others	122
	18.8

Primary Propensity Zone

	Total
Total	647
Lowest	28
	4.3
Medium	158
	24.4
High	174
	26.9
Highest	288
	44.5