

August 7, 2008

To: Interested Parties
Fr: John Anzalone
Re: Summary of Polling in Alabama's 2nd Congressional District

Less than three months from the 2008 election, Montgomery Mayor Bobby Bright leads Jay Love by ten points in the race to fill the seat of retiring Republican Congressman Terry Everett. Despite spending hundreds of thousands of dollars to secure the Republican nomination, Jay Love emerged from the Republican primary process battered after a highly negative, six-week runoff.

- Bobby Bright's personal popularity is very strong with 63% of the district rating him favorably to only 16% unfavorably. Voters give him even higher marks for the job he's done as mayor of Montgomery – 68% positive / 9% negative.
- Jay Love's negative job rating (20%) is twice as high as Bright's and by a greater than 3 to 1 margin, voters say Love is running a negative campaign. The negative and divisive Republican runoff has clearly taken a toll on voters' opinions of Love.
- Bright is able to translate these strong support measures into a ten point margin over his opponent. Bright leads Jay Love 50% to 40% on the current vote. With Bright (79% name ID) and Love (74% name ID) at rough parity in name identification, Bright's lead is clearly not a factor of simply being better known or holding a more visible public office.
- Among voters who are currently undecided or are supporting Love, 60% say there is a chance they will support Bright in November. This shows an impressive ability for Bright to hold his vote and expand even beyond his current double-digit lead.
- Bright's ten-point lead and broad appeal defy traditional partisan politics. Alabama's 2nd District has a twelve point Republican lean on the generic ballot (45% GOP / 33% Dem) and an eight-point advantage in self-identified Republicans over self-identified Democrats (36% Dem / 44% GOP).

Anzalone Liszt Research conducted N=400 telephone interviews with likely 2008 general election voters in Alabama's 2nd Congressional District. Interviews were conducted between August 3-6, 2008. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. Expected margin of sampling error is $\pm 4.9\%$ with a 95% confidence level.