

March 01, 2010

To: Interested Parties

Fr: John Anzalone / Zac McCrary

Re: Summary of General Election Polling Results in Alabama CD-02

Congressman Bobby Bright is well positioned to win re-election in Alabama's 2nd Congressional District. Bright's personal popularity and positive job rating are both extremely high, and he is already well above the critical 50% support level against each potential Republican opponent. Bright's support measures are even more impressive given the chaotic national environment, and demonstrate his personal connection with voters across race, gender, geographic, and partisan lines.

Bobby Bright is very popular among Second District voters, with an equally strong positive job rating.

- Bright enjoys an extremely high popularity rating (68% Favorable / 25% Unfavorable) and a 67% positive rating for the job he's doing in Congress.
- Bright's favorability crosses partisan lines and geographic boundaries. He's extremely popular with Democrats (68% Favorable), Republicans (70% Favorable), Independents (65% Favorable), and in both the Montgomery media market (63% Favorable) and the Dothan media market (76%).
- Bobby Bright's relationship with voters goes beyond just high name-identification and broad popularity. Bright has a personal relationship with voters in the Second Congressional District - who understand he is on their side and working to get things done in Congress.
 - *Bobby Bright is honest and ethical* **67% Agree**
 - *Bobby Bright is a different kind of Democrat* **67% Agree**
 - *Bobby Bright works with both parties to get things done* **65% Agree**
 - *Bobby Bright is one of the few Democrats I support* **63% Agree**
 - *Bobby Bright fights for people like me* **60% Agree**

Not only is Bright popular, but he is also able to translate the goodwill he's earned into votes. Bright leads possible Republican opponents between 24-32 points and is already over the critical 50% level.

- Bright leads Martha Roby by 24 points (54% Bright / 30% Roby), Stephanie Bell by 26 points (55% Bright / 29% Bell), and Rick Barber by 32 points (58% Bright / 26% Barber).
- Bright leads Roby among virtually all gender, race, and geographic subgroups. Bright earns double-digit margins with white voters, African American voters, Independent voters, and in both the Montgomery and Dothan media markets.

Anzalone Liszt Research conducted N=500 live telephone interviews with likely 2010 General Election voters in AL CD-02. Interviews were conducted between February 8-11, 2010. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. The racial composition of this poll is 76% White / 21% African American / 3% Other. In 2008 African Americans comprised 29% of the electorate, and in 2006 African Americans comprised 23% of the electorate. Expected margin of sampling error is ±4.4% with a 95% confidence level.