

March 17, 2008

To: Interested Parties

Fr: Jeff Liszt

Re: Summary of Polling Results in Alabama's Third Congressional District

Alabama's Third Congressional District was drawn to be a swing district and despite years of Republican representation the district has retained its competitiveness. Republicans hold just a three-point lead on the generic ballot, and a majority of voters say things in the U.S. are moving in the wrong direction. This electorate is looking for change at the national level. Although Mike Rogers leads unknown challenger Joshua Segall, Rogers' support is soft and falls under 50% after voters receive basic information about both candidates. The race will be competitive if Segall has the resources to compete in paid communications.

AL-03 Is a Competitive District

- Democrats are extremely competitive on the generic ballot in AL-3, in spite of the fact that Republicans have held the seat since the mid-1990s. Republicans hold a statistically insignificant 41% to 38% lead on the generic ballot, with more than one-fifth of the district (21%) persuadable.
- According to the voter file, African-Americans have represented 27% and 30% of the last two federal electorates in the 3rd District. A Democrat only needs to secure one-third of the white vote to win.

The Political Environment in AL-03 is Ripe for a Democrat

- A majority of voters (53%) say things in the U.S. are moving in the wrong direction while only 25% say they are moving in the right direction. A Democrat with a message of change will find resonance with these voters.
- George W. Bush's popularity has sunk to a 1:1 ratio of favorables to unfavorables (49% fav / 48% unfav), a stark change from numbers in this district in previous cycles. Even among white voters Bush has a 41% unfavorable rating. This is a key number in a district where a Democrat only needs 30-35% of white votes to win.
- Bush's numbers have soured along with public opinion on the war. By a greater than 2 to 1 margin (63% to 27%) voters want withdrawal by the end of 2008. Bush's numbers and numbers on the war (where Rogers has supported Bush 100% of the time) are ominous for the incumbent.

Mike Rogers' support is soft

- Mike Rogers leads Josh Segall 54% to 26% on the current vote. Rogers' support is lower than expected given his advantage in name identification (72% to 14%), and extrapolating African-American vote support to likely election-day levels drops Rogers' vote to right at 50%.
- When voters hear basic information about both candidates, Rogers' lead shrinks to just 7 points, and he falls under 50% (48% Rogers / 41% Segall). If Joshua Segall has the resources to be competitive in paid communications, this race will be competitive and represent a potential Democratic takeover.

<p>Anzalone Liszt Research conducted N=400 telephone interviews with likely 2008 general election voters in Alabama's Third Congressional District. Interviews were conducted Nov 16-20, 2007. Respondents were selected at random, with interviews apportioned geographically based on past voter turnout. Expected margin of sampling error for these results is $\pm 4.9\%$ with a 95% confidence level.</p>
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