

## MEMORANDUM

**To:** RAGA Leadership  
**From:** Wes Anderson & Kayla Dunlap  
**Date:** October 29th, 2014  
**Re:** Alabama Statewide

## KEY FINDINGS

If the increasingly GOP-friendly political environment wasn't enough to carry Republican Incumbent Luther Strange across the finish line on November 4<sup>th</sup>, this Alabama statewide, fielded October 27<sup>th</sup> through the 28<sup>th</sup>, shows Attorney General Strange in considerably good shape heading into this year's midterm elections.

- 49% to 36% Alabama voters are inclined to believe Alabama is headed in the right direction. Partisan intensity plays out as we would expect as 64% of Democrats say the state is off on the wrong track while 68% of Republicans believe it's headed in the right direction. Independents are nearly 1:1 at 40/41 wrong track.
- Republicans hold a 20 point lead over Democrats on the generic ballot for Attorney General, 53% to 33% respectively. Among Independents, this margin dwindles to a slightly less, but still strong 17 point advantage for the generic GOP-er (42% to 25%).
- Both President Obama's image and approval rating are abysmal as Obama sits - 29 on his image rating, (32% to 61% unfavorable) and - 32 on his approval rating, (32% to 64% respectively). Perhaps more important is the stark intensity gap against the President on both as his "very unfavorables" hit a noteworthy 55% while his "very favorables" fail to break a quarter of the electorate sitting at a mere 22%. Similarly, while one-fifth (20%) of the electorate says they strongly approve of Obama's job performance as President of the United States, a deplorable 57% majority say they strongly disapprove. If this wasn't enough, Obama's job approval among Independents sits 41 points in the red, 27% to 68% respectively.
- At 44% to 27% favorable, Luther Strange preserves a rather healthy image rating heading into the election, especially for an Incumbent. Democrat opponent Joe Hubbard on the other hand, though 3 points net positive (26/23 favorable), is still relatively soft as 31% hold no opinion of him and another 21% have never heard of him. Looking at the middle, Independents mirror the topline as Strange sits net positive by double digits (42/30 favorable) while Hubbard is in much murkier waters at 25% to 26% unfavorable.
- When it comes to fighting crime and keeping Alabama safe, voters decidedly prefer Strange over Hubbard, 55% to 28% respectively.
- On the ballot test for Governor, Republican Incumbent Robert Bentley leads Democrat Parker Griffith by a dominating 63% to 31% margin. Furthermore, Bentley's lead remains strongly pronounced among Independents as he holds a substantial 29 point advantage over Griffith, 58% to 29% respectively.
- All the above , places Attorney General Luther Strange at a 20 point advantage on the ballot test as Strange receives 57% of the vote share while Hubbard fails to break forty at 37%.
  - Among Independents, this margin grows to 25%, 57-32 Strange
  - Ticketsplitters swing slightly in favor of Hubbard, 46% to 49% respectively
  - A gender gap ceases to exist as Strange holds significant leads among both men and women, 62% to 32% and 52% to 38% respectively

- Strange hits 72% among white voters while Hubbard sits at a mere 23%
- Strange is also winning 55+ (age) by a sturdy 9 point margin, 46% to 37% respectively
- Lastly, Strange holds double digit leads in all Media Markets, hitting a full 60% in Birmingham.

### **Conclusion**

With less than one week to go, Attorney General Luther Strange is incredibly well-positioned to win this race and will likely do so handedly.

### **METHODOLOGY**

*The following survey was conducted by OnMessage Inc. in Alabama. Telephone interviews were conducted on October 27-28, 2014. This survey consists of 600 likely voters and was stratified by county to reflect historic voter trends. The margin of error for this survey is +/- 4.00%.*

### **ABOUT US**

*Wes Anderson is a leading GOP pollster with 20 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. You can read more about Wes Anderson at [onmessageinc.com](http://onmessageinc.com).*