

**FOR IMMEDIATE RELEASE**

**March 30, 2010**

**INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)**

**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Davis, Byrne ahead in primaries**

**Raleigh, N.C.** – Artur Davis and Bradley Byrne are the early leaders in their party’s primaries as they seek to become Alabama’s next Governor, although both are in pretty close races.

Davis leads the Democratic field with 38% to 28% for Ron Sparks and 9% for Sam Franklin Thomas. Davis leads with liberal, moderates, and conservatives alike by margins ranging from 8 to 14 points. Sparks is ahead 33-29 with white voters but Davis has the overall lead thanks to a 48-23 advantage with African Americans.

There are some warning signs for Davis in the poll though. 80% of likely primary voters support the Democratic health care bill that he opposed with only 14% against it. Perhaps because of that there are actually more Democratic voters with an unfavorable than favorable opinion of Davis, 34/28.

On the Republican side Byrne and Roy Moore are the clear early frontrunners. Byrne has 27% to Moore’s 23%. Robert Bentley and Kay Ivey are tied for third with 10% each followed by Tim James at 9%.

Moore is easily the most popular of the Republican candidates with 48% of likely primary voters viewing him favorably. There seems to be a disconnect though between voters liking Moore and choosing to support him.

“It’s early and a lot could change between now and the primary,” said Dean Debnam, President of Public Policy Polling. “But Davis against Byrne or Moore is the most likely general election match up for now.”

PPP surveyed 407 Democratic primary voters and 457 Republican primary voters from March 27<sup>th</sup> to 29<sup>th</sup>. The margin of error for the Democratic survey is +/-4.9% and for the Republican survey it’s +/-4.6%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



## Alabama Survey Results

**Q1** Do you approve or disapprove of President Barack Obama's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

*Approve* ..... 42%  
*Disapprove*..... 55%  
*Not Sure*..... 4%

**Q2** Do you support or oppose President Obama's health care plan, or do you not have an opinion? If you support it, press 1. If you oppose it, press 2. If you don't have an opinion, press 3.

*Support* ..... 39%  
*Oppose* ..... 56%  
*No Opinion*..... 5%

**Q3** Do you have a favorable or unfavorable opinion of Artur Davis? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 20%  
*Unfavorable* ..... 35%  
*Not Sure*..... 44%

**Q4** Do you have a favorable or unfavorable opinion of Ron Sparks? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 20%  
*Unfavorable* ..... 20%  
*Not Sure*..... 60%

**Q5** The Democratic candidates for Governor are Artur Davis, Ron Sparks, and Sam Franklin Thomas. If the primary was today, who would you vote for? If Artur Davis, press 1. If Ron Sparks, press 2. If Sam Franklin Thomas, press 3. If you're undecided, press 4.

*Davis*..... 38%  
*Sparks* ..... 28%  
*Thomas*..... 9%  
*Undecided*..... 25%

**Q6** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 13%  
*Moderate*..... 37%  
*Conservative*..... 50%

**Q7** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 55%  
*Man*..... 45%

**Q8** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 72%  
*African-American* ..... 24%  
*Other*..... 4%

**Q9** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 14%  
*30 to 45*..... 26%  
*46 to 65*..... 42%  
*Older than 65*..... 18%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Obama Approval</b>				
<b>Approve</b>	<b>84%</b>	98%	87%	61%
<b>Disapprove</b>	<b>13%</b>	1%	9%	33%
<b>Not Sure</b>	<b>3%</b>	1%	4%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Health Care</b>				
<b>Support</b>	<b>80%</b>	94%	85%	54%
<b>Oppose</b>	<b>14%</b>	3%	9%	35%
<b>No Opinion</b>	<b>6%</b>	3%	5%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Davis Favorability</b>				
<b>Favorable</b>	<b>28%</b>	27%	33%	20%
<b>Unfavorable</b>	<b>34%</b>	37%	36%	26%
<b>Not Sure</b>	<b>38%</b>	36%	32%	55%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Sparks Favorability</b>				
<b>Favorable</b>	<b>27%</b>	24%	32%	18%
<b>Unfavorable</b>	<b>17%</b>	16%	16%	18%
<b>Not Sure</b>	<b>57%</b>	60%	52%	64%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Democratic Governor</b>				
<b>Davis</b>	<b>38%</b>	39%	42%	30%
<b>Sparks</b>	<b>28%</b>	31%	28%	22%
<b>Thomas</b>	<b>9%</b>	7%	7%	15%
<b>Undecided</b>	<b>25%</b>	23%	23%	33%

	Base	Gender	
		Woman	Man
<b>Obama Approval</b>			
<b>Approve</b>	<b>84%</b>	83%	85%
<b>Disapprove</b>	<b>13%</b>	12%	14%
<b>Not Sure</b>	<b>3%</b>	5%	1%

	Base	Gender	
		Woman	Man
<b>Health Care</b>			
<b>Support</b>	<b>80%</b>	79%	82%
<b>Oppose</b>	<b>14%</b>	13%	15%
<b>No Opinion</b>	<b>6%</b>	8%	3%

	Base	Gender	
		Woman	Man
<b>Davis Favorability</b>			
<b>Favorable</b>	<b>28%</b>	23%	36%
<b>Unfavorable</b>	<b>34%</b>	33%	35%
<b>Not Sure</b>	<b>38%</b>	45%	29%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Sparks Favorability</b>			
<b>Favorable</b>	27%	16%	40%
<b>Unfavorable</b>	17%	18%	15%
<b>Not Sure</b>	57%	66%	45%

	Base	Gender	
		Woman	Man
<b>Democratic Governor</b>			
<b>Davis</b>	38%	39%	37%
<b>Sparks</b>	28%	22%	35%
<b>Thomas</b>	9%	10%	7%
<b>Undecided</b>	25%	29%	20%

	Base	Race		
		White	African-American	Other
<b>Obama Approval</b>				
<b>Approve</b>	84%	68%	98%	87%
<b>Disapprove</b>	13%	26%	1%	7%
<b>Not Sure</b>	3%	6%	1%	7%

	Base	Race		
		White	African-American	Other
<b>Health Care</b>				
<b>Support</b>	80%	65%	94%	87%
<b>Oppose</b>	14%	27%	3%	7%
<b>No Opinion</b>	6%	8%	4%	7%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>Davis Favorability</b>				
<b>Favorable</b>	28%	31%	28%	7%
<b>Unfavorable</b>	34%	26%	38%	67%
<b>Not Sure</b>	38%	42%	35%	27%

	Base	Race		
		White	African-American	Other
<b>Sparks Favorability</b>				
<b>Favorable</b>	27%	30%	25%	13%
<b>Unfavorable</b>	17%	17%	15%	33%
<b>Not Sure</b>	57%	53%	60%	53%

	Base	Race		
		White	African-American	Other
<b>Democratic Governor</b>				
<b>Davis</b>	38%	29%	48%	20%
<b>Sparks</b>	28%	33%	23%	33%
<b>Thomas</b>	9%	9%	9%	13%
<b>Undecided</b>	25%	29%	21%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Obama Approval</b>					
<b>Approve</b>	84%	90%	90%	80%	78%
<b>Disapprove</b>	13%	6%	9%	16%	17%
<b>Not Sure</b>	3%	4%	1%	4%	5%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Health Care</b>					
<b>Support</b>	80%	81%	89%	79%	69%
<b>Oppose</b>	14%	7%	10%	18%	14%
<b>No Opinion</b>	6%	12%	1%	3%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Davis Favorability</b>					
<b>Favorable</b>	28%	34%	32%	27%	22%
<b>Unfavorable</b>	34%	37%	38%	31%	30%
<b>Not Sure</b>	38%	29%	30%	42%	48%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Sparks Favorability</b>					
<b>Favorable</b>	27%	23%	29%	28%	23%
<b>Unfavorable</b>	17%	32%	10%	13%	19%
<b>Not Sure</b>	57%	45%	61%	58%	57%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Democratic Governor</b>					
<b>Davis</b>	38%	45%	33%	39%	37%
<b>Sparks</b>	28%	24%	33%	27%	25%
<b>Thomas</b>	9%	20%	3%	9%	5%
<b>Undecided</b>	25%	11%	31%	25%	33%





## Alabama Survey Results

**Q1** Do you have a favorable or unfavorable opinion of Bradley Byrne? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 31%  
*Unfavorable* ..... 9%  
*Not Sure*..... 60%

**Q2** Do you have a favorable or unfavorable opinion of Kay Ivey? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 20%  
*Unfavorable* ..... 26%  
*Not Sure*..... 54%

**Q3** Do you have a favorable or unfavorable opinion of Tim James? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 20%  
*Unfavorable* ..... 21%  
*Not Sure*..... 59%

**Q4** Do you have a favorable or unfavorable opinion of Roy Moore? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 48%  
*Unfavorable* ..... 28%  
*Not Sure*..... 24%

**Q5** The Republican candidates for Governor are Robert Bentley, Bradley Byrne, Kay Ivey, Tim James, Bill Johnson, Roy Moore, James Potts, and Charles Taylor. If the primary was today, who would you vote for? If Robert Bentley, press 1. If Bradley Byrne, press 2. If Kay Ivey, press 3. If Tim James, press 4. If Bill Johnson, press 5. If Roy Moore, press 6. If James Potts, press 7. If Charles Taylor, press 8. If you're undecided, press 9.

*Bentley*..... 10%  
*Byrne* ..... 27%  
*Ivey*..... 10%  
*James* ..... 9%  
*Johnson* ..... 1%  
*Moore* ..... 23%  
*Potts* ..... 0%  
*Taylor*..... 0%  
*Undecided*..... 20%

**Q6** The Republican candidates for Attorney General are Troy King and Luther Strange. If the election was today, who would you vote for? If Troy King, press 1. If Luther Strange, press 2. If you're undecided, press 3

*King* ..... 37%  
*Strange* ..... 32%  
*Undecided*..... 31%







**Q7** If the Republican candidates for President in 2012 were Mike Huckabee, Sarah Palin, and Mitt Romney who would you vote for? If Mike Huckabee, press 1. If Sarah Palin, press 2. If Mitt Romney, press 3. If you're undecided, press 4.

*Huckabee*..... 41%  
*Palin*..... 27%  
*Romney* ..... 20%  
*Undecided*..... 13%

**Q8** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 2%  
*Moderate*..... 21%  
*Conservative*..... 77%

**Q9** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 54%  
*Man*..... 46%

**Q10** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 10%  
*30 to 45*..... 27%  
*46 to 65*..... 42%  
*Older than 65*..... 21%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Byrne Favorability</b>				
<b>Favorable</b>	31%	10%	32%	31%
<b>Unfavorable</b>	9%	30%	18%	6%
<b>Not Sure</b>	60%	60%	51%	62%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Ivey Favorability</b>				
<b>Favorable</b>	20%	30%	20%	19%
<b>Unfavorable</b>	26%	30%	30%	25%
<b>Not Sure</b>	54%	40%	51%	56%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>James Favorability</b>				
<b>Favorable</b>	20%	30%	14%	21%
<b>Unfavorable</b>	21%	10%	26%	20%
<b>Not Sure</b>	59%	60%	60%	59%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Moore Favorability</b>				
<b>Favorable</b>	48%	40%	24%	55%
<b>Unfavorable</b>	28%	30%	47%	23%
<b>Not Sure</b>	24%	30%	29%	23%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Republican Governor</b>				
<b>Bentley</b>	10%	20%	6%	10%
<b>Byrne</b>	27%	-	30%	27%
<b>Ivey</b>	10%	-	14%	9%
<b>James</b>	9%	-	10%	9%
<b>Johnson</b>	1%	-	3%	1%
<b>Moore</b>	23%	30%	12%	25%
<b>Potts</b>	0%	-	-	0%
<b>Undecided</b>	20%	50%	24%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Republican AG</b>				
<b>King</b>	37%	50%	45%	34%
<b>Strange</b>	32%	30%	29%	33%
<b>Undecided</b>	31%	20%	26%	33%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Republican President</b>				
<b>Huckabee</b>	41%	30%	39%	42%
<b>Palin</b>	27%	50%	20%	28%
<b>Romney</b>	20%	-	26%	19%
<b>Undecided</b>	13%	20%	15%	11%

	Base	Gender	
		Woman	Man
<b>Byrne Favorability</b>			
<b>Favorable</b>	31%	31%	31%
<b>Unfavorable</b>	9%	8%	10%
<b>Not Sure</b>	60%	61%	58%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Ivey Favorability</b>			
<b>Favorable</b>	<b>20%</b>	21%	19%
<b>Unfavorable</b>	<b>26%</b>	24%	29%
<b>Not Sure</b>	<b>54%</b>	55%	53%

	Base	Gender	
		Woman	Man
<b>James Favorability</b>			
<b>Favorable</b>	<b>20%</b>	14%	27%
<b>Unfavorable</b>	<b>21%</b>	20%	22%
<b>Not Sure</b>	<b>59%</b>	66%	50%

	Base	Gender	
		Woman	Man
<b>Moore Favorability</b>			
<b>Favorable</b>	<b>48%</b>	46%	50%
<b>Unfavorable</b>	<b>28%</b>	26%	30%
<b>Not Sure</b>	<b>24%</b>	27%	20%

	Base	Gender	
		Woman	Man
<b>Republican Governor</b>			
<b>Bentley</b>	<b>10%</b>	9%	11%
<b>Byrne</b>	<b>27%</b>	24%	31%
<b>Ivey</b>	<b>10%</b>	12%	8%
<b>James</b>	<b>9%</b>	9%	10%
<b>Johnson</b>	<b>1%</b>	1%	1%
<b>Moore</b>	<b>23%</b>	22%	24%
<b>Potts</b>	<b>0%</b>	0%	-
<b>Undecided</b>	<b>20%</b>	24%	16%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Republican AG</b>			
<b>King</b>	37%	38%	36%
<b>Strange</b>	32%	24%	42%
<b>Undecided</b>	31%	39%	22%

	Base	Gender	
		Woman	Man
<b>Republican President</b>			
<b>Huckabee</b>	41%	38%	44%
<b>Palin</b>	27%	28%	25%
<b>Romney</b>	20%	19%	21%
<b>Undecided</b>	13%	15%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Byrne Favorability</b>					
<b>Favorable</b>	31%	23%	25%	33%	40%
<b>Unfavorable</b>	9%	9%	13%	6%	10%
<b>Not Sure</b>	60%	68%	62%	61%	50%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Ivey Favorability</b>					
<b>Favorable</b>	20%	16%	16%	22%	23%
<b>Unfavorable</b>	26%	20%	25%	28%	26%
<b>Not Sure</b>	54%	64%	59%	50%	52%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>James Favorability</b>					
<b>Favorable</b>	20%	27%	18%	22%	16%
<b>Unfavorable</b>	21%	14%	11%	27%	24%
<b>Not Sure</b>	59%	59%	70%	51%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Moore Favorability</b>					
<b>Favorable</b>	48%	39%	51%	54%	37%
<b>Unfavorable</b>	28%	23%	20%	29%	38%
<b>Not Sure</b>	24%	39%	29%	17%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Republican Governor</b>					
<b>Bentley</b>	10%	9%	9%	10%	10%
<b>Byrne</b>	27%	23%	23%	28%	34%
<b>Ivey</b>	10%	11%	13%	8%	9%
<b>James</b>	9%	11%	10%	11%	5%
<b>Johnson</b>	1%	2%	2%	1%	1%
<b>Moore</b>	23%	27%	24%	22%	20%
<b>Potts</b>	0%	-	-	1%	-
<b>Undecided</b>	20%	16%	20%	21%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Republican AG</b>					
<b>King</b>	37%	34%	38%	36%	38%
<b>Strange</b>	32%	36%	27%	34%	33%
<b>Undecided</b>	31%	30%	34%	29%	30%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Republican President</b>					
<b>Huckabee</b>	41%	32%	47%	38%	41%
<b>Palin</b>	27%	41%	26%	26%	22%
<b>Romney</b>	20%	16%	14%	22%	26%
<b>Undecided</b>	13%	11%	13%	13%	11%

