

# Results of SurveyUSA Election Poll #10607



Sponsor:

WKRG-TV (Mobile-Pensacola)

Geography: Alabama

Data Collected: 10/29/2006 - 10/31/2006

Release Date: 11/01/2006

**Some Tightening in AL Governor's Race, But Republican Riley Still Poised for Easy Re-Elect:** In an election for Governor of Alabama today, 11/1/06, 6 days to Election Day, incumbent Republican Bob Riley defeats Democrat challenger Lucy Baxley, according to a SurveyUSA poll conducted exclusively for WKRG-TV Mobile. Two weeks ago, in an identical SurveyUSA poll, Riley led by 21 points. Today, approaching the finish line, he leads by 15 points, 54% to 39%. Baxley has gained ground among female voters.

**Filtering:** 1,000 Alabama adults were interviewed 10/29/06 through 10/31/06. Of them, 874 were registered to vote. Of them, 602 were judged to be "likely" voters. Crosstabs reflect Likely Voters.

**1** If the election for Governor of Alabama were today, and you were standing in the voting booth right now, who would you vote for? Republican Bob Riley? Democrat Lucy Baxley? Or some other candidate?

602 Likely Voters	All	Gender		Age				Race		Party			Ideology		
Margin of Sampling Error: +/-4.1%		Male	Female	18-34	35-49	50-64	65+	White	Black	Republi	Democr	Indepen	Conser	Modera	Liberal
Riley (R)	54%	59%	50%	49%	52%	54%	62%	62%	19%	86%	17%	55%	78%	38%	19%
Baxley (D)	39%	35%	44%	45%	40%	39%	35%	32%	74%	9%	78%	33%	17%	56%	74%
Other/Undecided	6%	6%	6%	6%	8%	7%	3%	6%	6%	5%	5%	12%	5%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	53%	19%	27%	34%	21%	79%	18%	42%	36%	20%	48%	31%	11%

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602 Likely Voters	All	Education				Income			Bush Job Appro		Region		Geocoding		
Margin of Sampling Error: +/-4.1%		No Coll	Some C	College	Grad S	< \$40K	\$40K -	> \$80K	Approv	Disappr	Norther	Souther	Urban	Suburb	Rural
Riley (R)	54%	55%	53%	59%	51%	43%	56%	62%	85%	23%	51%	60%	55%	55%	53%
Baxley (D)	39%	39%	39%	37%	42%	50%	37%	34%	9%	71%	42%	35%	41%	38%	41%
Other/Undecided	6%	6%	8%	4%	7%	7%	7%	4%	6%	6%	7%	5%	5%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	17%	34%	24%	25%	28%	38%	29%	49%	47%	62%	38%	29%	39%	33%

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602 Likely Voters	All	Generation *				
		Gen Y	Gen X	Jones	Boomer	Mature
Margin of Sampling Error: +/-4.1%						
Riley (R)	54%	58%	45%	55%	53%	62%
Baxley (D)	39%	41%	46%	38%	39%	35%
Other/Undecided	6%	1%	8%	7%	8%	3%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	8%	21%	25%	25%	21%

**Statement of Methodology:** The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.