

*Statewide
Survey*
OF
ALABAMA
VOTERS

MARCH 2001
BUSINESS ISSUES

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NOTE: Previous polling data is referenced by data collection date and not by publication date. Totals may not equal 100 percent due to rounding.

This statewide survey covers a number of topics of importance to voters in Alabama. This report presents what we consider to be the more significant findings of general interest from the poll. Substantial additional data were collected and analyzed. If you are interested in obtaining any additional data or a more detailed analysis, please contact us:

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About the Poll

This statewide poll was designed, developed and analyzed by Harris, DeVille & Associates, Inc. and Southern Media & Opinion Research, Inc. It was designed to address issues of concern to Alabama voters.

Interviews were conducted by telephone with 600 self-professed, registered voters between Friday, March 16 and Saturday, March 24, 2001. The overall margin of error for the statewide statistics obtained from the survey data is plus or minus 4.2% at the 95% level of confidence. This means there is a 95% certainty that the statistics presented from the results on this survey of 600 voters statewide will be no more than 4.2% above or below the figure that would be obtained if all voters in the state would have been interviewed.

A random start interval sample design was used to select interviewees from a sample frame of residential telephone numbers. The demographic characteristics of the interviews based on their responses are:

- Political affiliation: Democrats, 44 percent; Republicans, 28 percent; Independents, 21 percent; no response, 8 percent
- Age: under 25, 7 percent; 25-34, 15 percent; 35-44, 20 percent; 45-54, 22 percent; 55-64, 16 percent; 65 over 20 percent; no response 1 percent
- Education: less than high school, 11 percent; high school graduate, 33 percent; some college, 23 percent; college graduate, 31 percent; no response 1 percent
- Sex: male, 44 percent; female, 56 percent
- Race: white, 74 percent; African-American, 23 percent; other, 2 percent; no response, 1 percent
- Annual Income: over \$60,000, 29 percent; under \$20,000, 16 percent; in-between, 48 percent; no response, 7 percent
- Geographic Area
South: (Congressional Districts 1 & 2) Baldwin, Clarke, Escambia, Mobile, Monroe, Washington, Autauga, Barbour, Bullock, Butler, Coffee, Conecuh, Covington, Crenshaw, Dale, Elmore, Geneva, Henry, Houston, Montgomery and Pike Counties;
Middle: (Congressional Districts 3, 6 & 7) Bibb, Calhoun, Chambers, Chilton, Choctaw, Clay, Cleburne, Coosa, Dallas, Greene, Hale, Jefferson, Lee, Lowndes, Macon, Marengo, Perry, Randolph, Russell, Shelby, St. Clair, Sumter, Talladega, Tallapoosa and Wilcox Counties;
North: (Congressional Districts 4 & 5) Blount, Cherokee, Cullman, DeKalb, Etowah, Fayette, Franklin, Lamar, Lawrence, Marion, Marshall, Pickens, Walker, Winston, Colbert, Jackson, Lauderdale, Limestone, Madison and Morgan Counties.

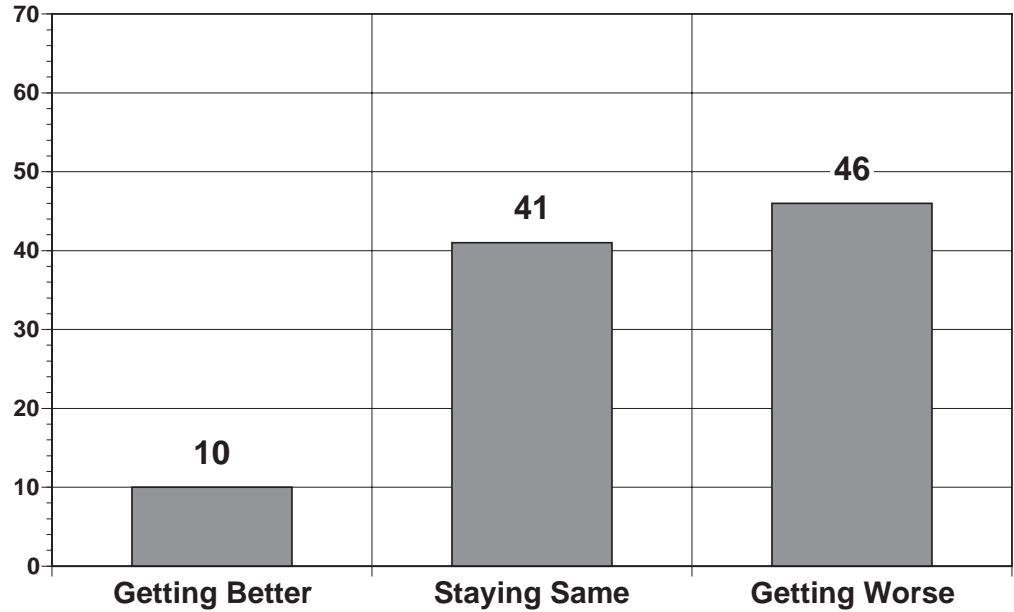
Note: All references to DNK/WS on the charts mean "Do not know/Won't say."

Conditions in Alabama

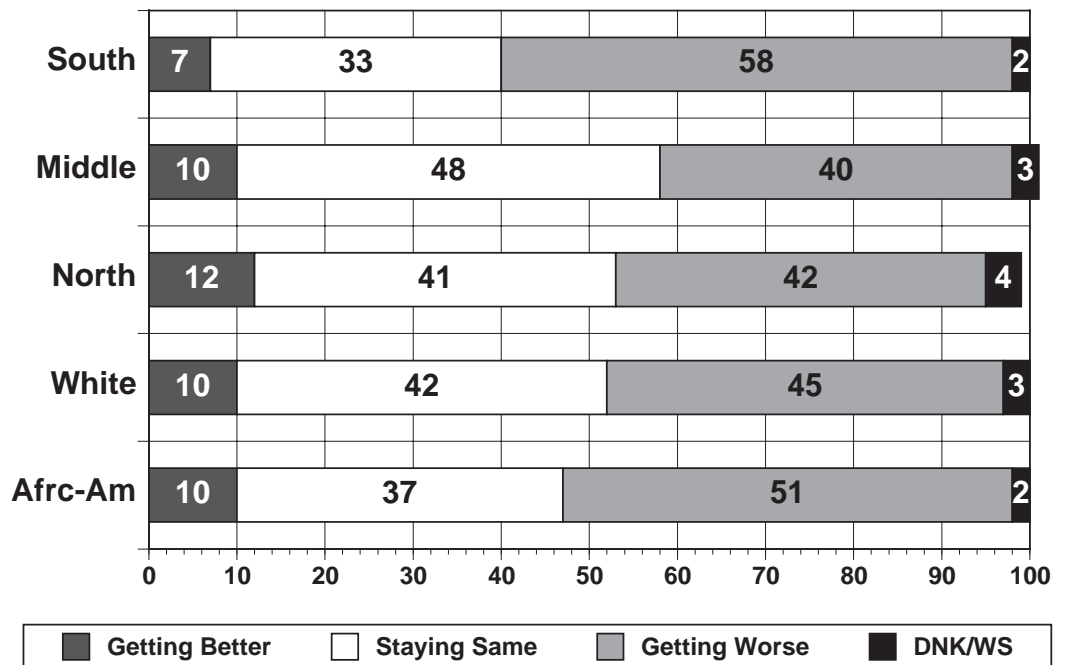
Respondents are nearly split when asked about the overall conditions in Alabama. Fifty-one percent think conditions are staying the same or getting better, forty-six percent believe conditions are getting worse. Data indicates respondents in the Southern part of the state (58 percent) have a more negative outlook on overall conditions.

Overall, do you think conditions in Alabama are getting better, staying about the same or getting worse?

ANALYSIS
Alabama respondents are generally negative about conditions in the state. They responded at a nearly 5:1 negative-to-positive ratio.

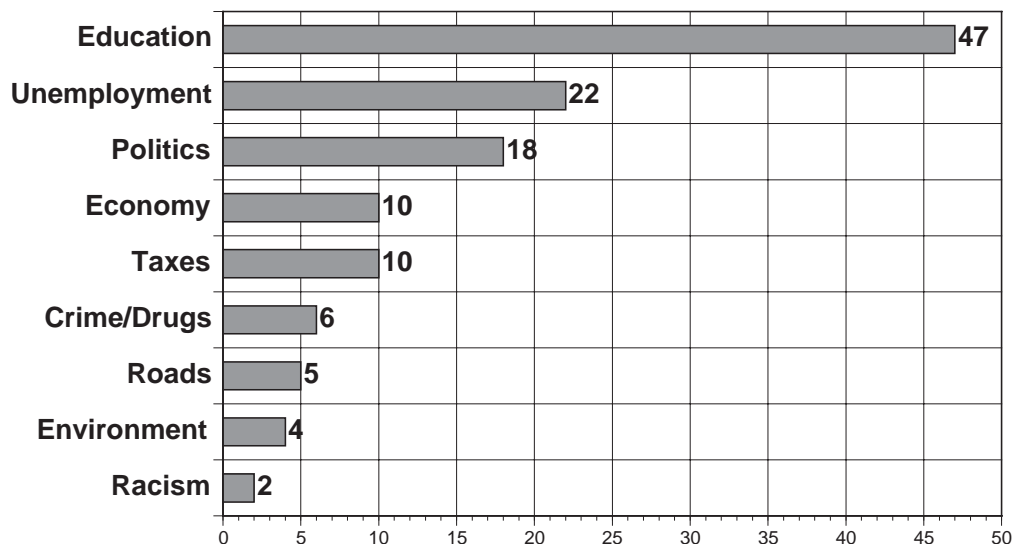


Overall, do you think conditions in Alabama are getting better, staying about the same or getting worse?

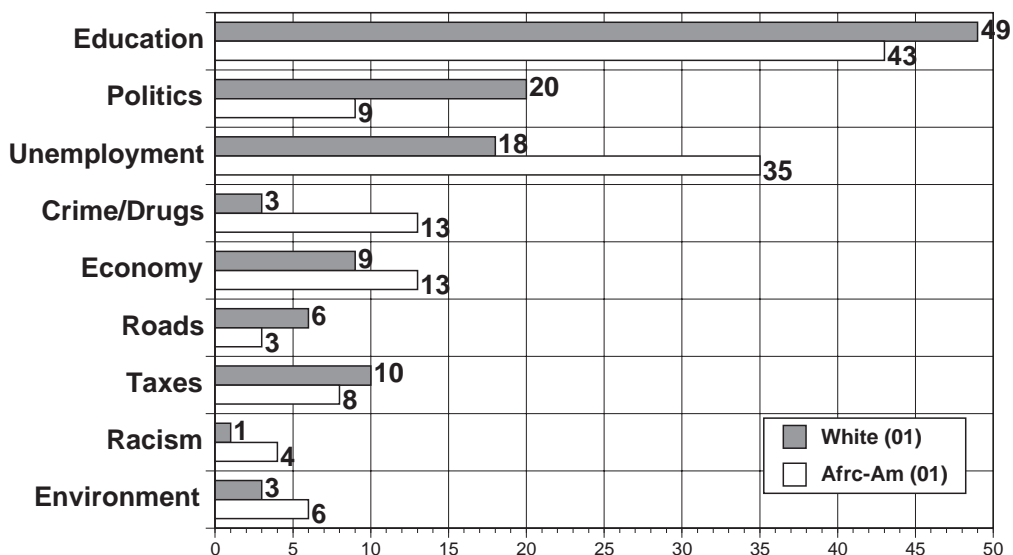


Education (47 percent) and unemployment (22 percent) continued to be viewed as the main problems that keep Alabama from being a better place to live. Education is the top concern for whites, but African Americans are more concerned about unemployment (35 percent) or a lack of jobs (18 percent).

What would you say are the main problems which keep Alabama from being a better place to live? (up to three responses)

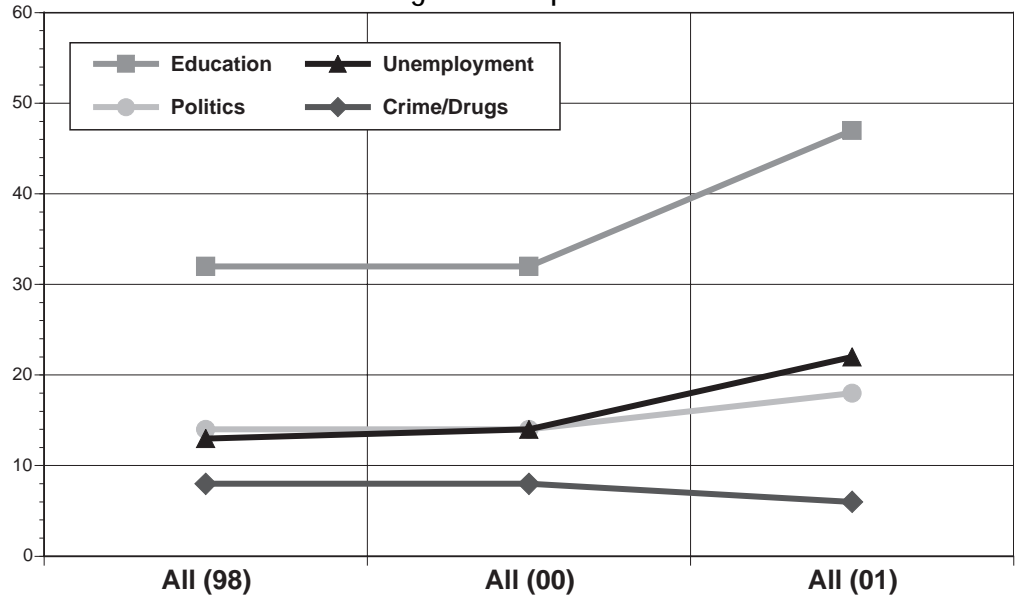


What would you say are the main problems which keep Alabama from being a better place to live? (up to three responses)



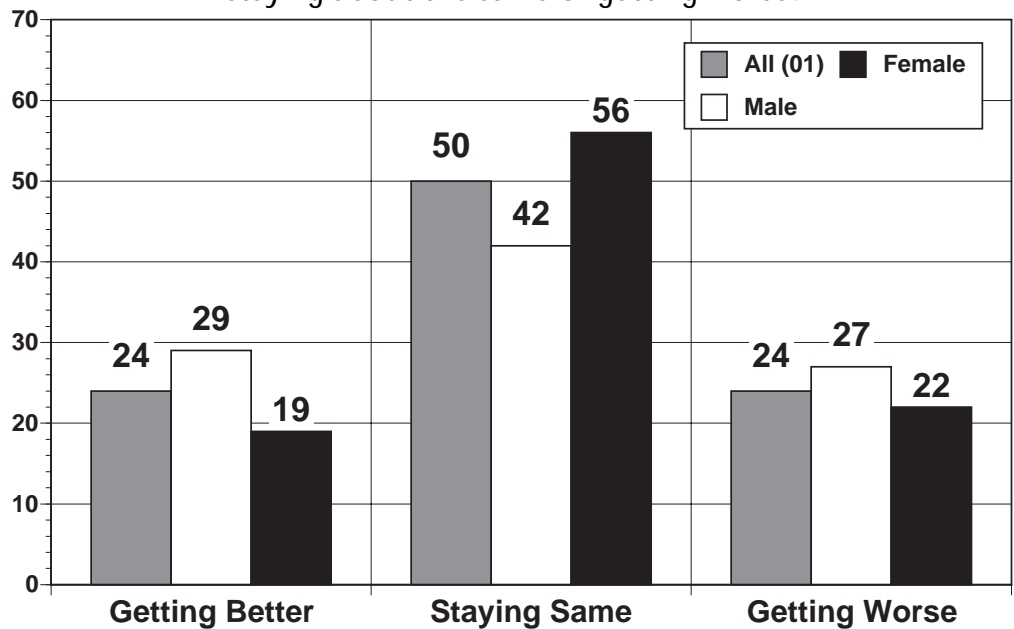
What would you say are the main problems which keep Alabama from being a better place to live?

ANALYSIS
 Education remains the top concerns by voters in all areas of the state. The sharp increase in response could be attributed to the state's widely publicized education budget cuts. A slower than expected economy could also have generated more concern over unemployment.



Statewide, three quarters of respondents have a positive opinion of the quality of environment in Alabama, while only one quarter view it as getting worse. Men are more likely to think the environment is getting better (29 percent), compared to women (19 percent).

Do you think the quality of environment in Alabama is getting better, staying about the same or getting worse?



Education

Nearly half (49 percent) of respondents think public schools in Alabama are doing a good or excellent job. More than half (62 percent) of respondents in Northern Alabama have a more favorable view toward the public school systems.

Would you rate the job being done by public schools in Alabama
as excellent, good, not so good or poor?

Taxes

Most respondents think business and industry pay their fair share of taxes, though more whites (45 percent) hold this view than African Americans (29 percent).

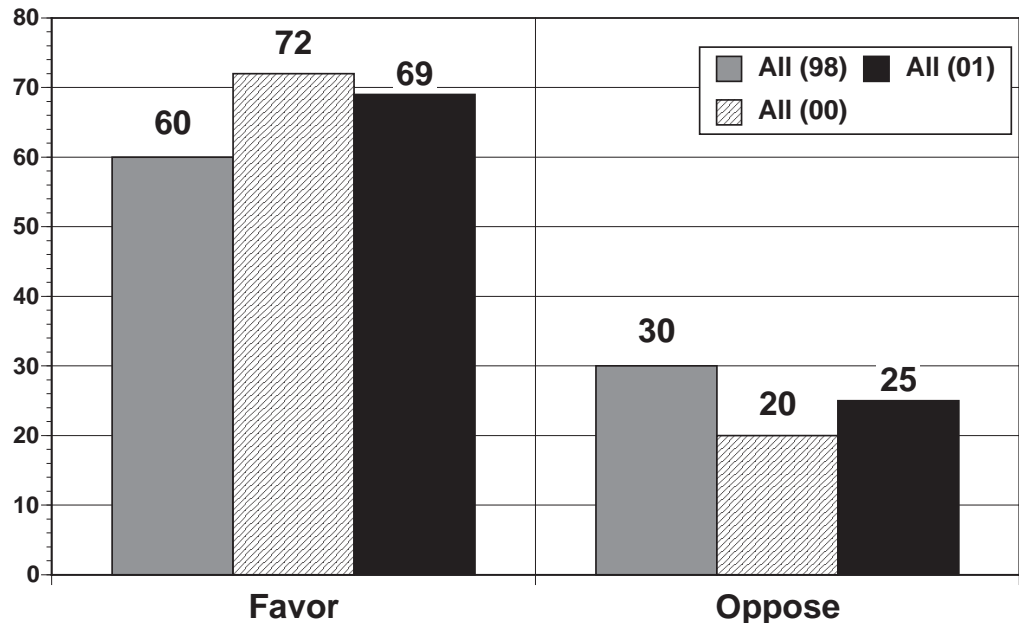
In your opinion, does business pay more, less or about their fair share of taxes?

	MORE	LESS	FAIR SHARE	DON'T KNOW/ WON'T SAY
ALL RESPONDENTS	8	38	41	13
BY RACE				
WHITE	6	35	45	14
AFRICAN-AMERICAN	13	48	29	10

A majority of respondents continue to favor financial incentives given to companies that invest and create jobs in Alabama. However, those who oppose incentives (25 percent) increased slightly in 2001 compared to (20 percent) 2000.

The state now offers financial incentives including exemptions from paying some taxes to companies who invest and create jobs in Alabama. Do you favor or oppose continuing these incentive programs?

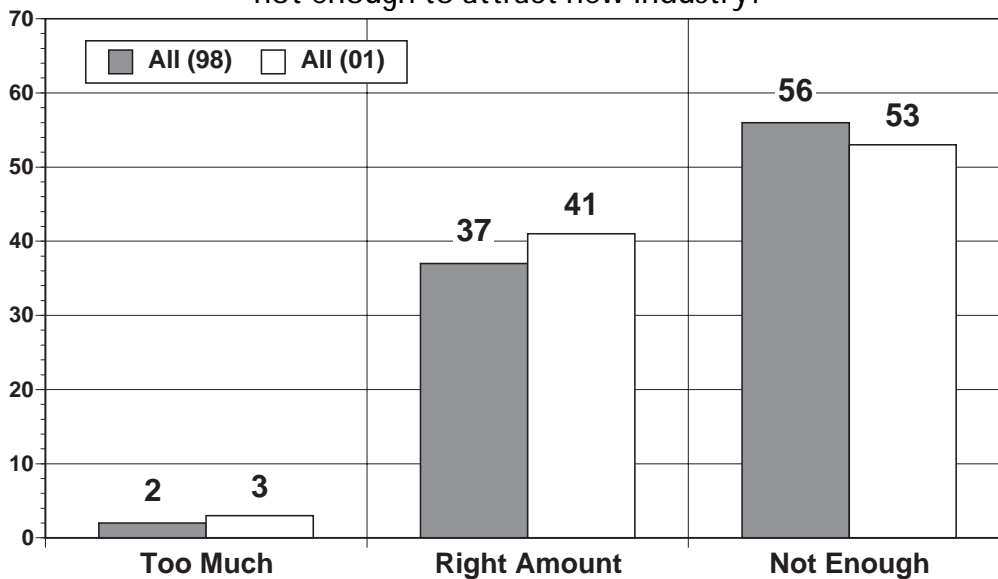
ANALYSIS
Alabama voters like new business and recognize the state has to provide incentives to get businesses to locate here.



Business Importance

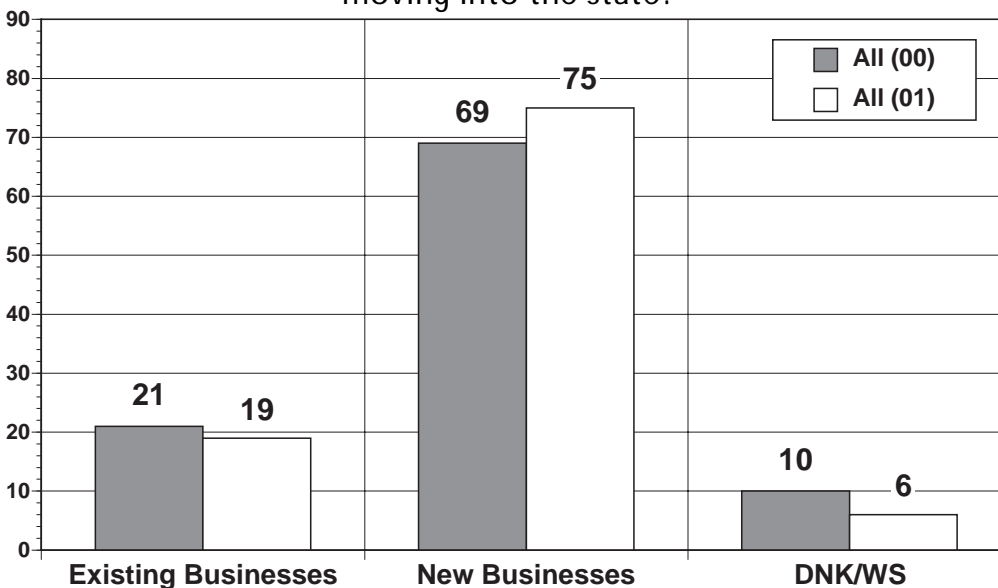
Respondents continue to understand the importance of attracting new industry to Alabama. Respondents in the southern part of the state as well as African Americans think it is a bigger concern. Sixty three percent in the South and seventy six percent of African Americans say the state is not doing enough to recruit new business.

Do you think Alabama is doing too much, about the right amount or not enough to attract new industry?



Three-fourths of all voters think future jobs will come from new business moving into Alabama. This perception continues to be widely held throughout the state and from year to year. In addition, data indicates an increase in those who believe this, up six percent from 2000.

Do you think most future jobs will come from an expansion of existing businesses already in Alabama, or from new businesses moving into the state?



ANALYSIS

*There is a general misperception that more jobs are created by new businesses. *Sixty to eighty percent of jobs created in Mobile last year came from existing businesses, mostly in the service industry. *Statewide in 1999, existing businesses projected the creation of 13,253 jobs, while only 6,999 were projected by new businesses locating in Alabama.*

**Source: Mobile Chamber of Commerce & Alabama Development Office*

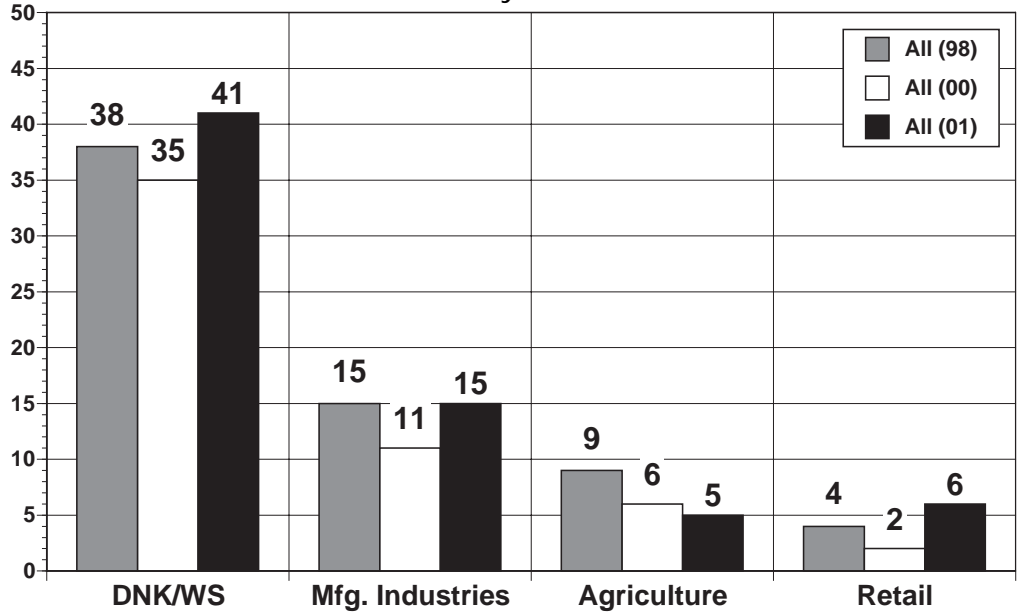
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When asked what type of business plays the most important role in supporting Alabama's economy, overall the majority of respondents (41 percent) said they don't know. However, manufacturing was listed higher in the northern and southern part of the state; health/medical was named more in the central part of Alabama.

What type of business plays the most important role in supporting the economy in Alabama?

ANALYSIS
 Residents don't seem to know what type of business forms the economic base for Alabama. The "Don't Know" response is consistently high from year to year and has increased from 2000. Statewide, Manufacturing (durable- lumber, primary metals, electrical machinery), Trade and the Service Industry form Alabama's economic base.

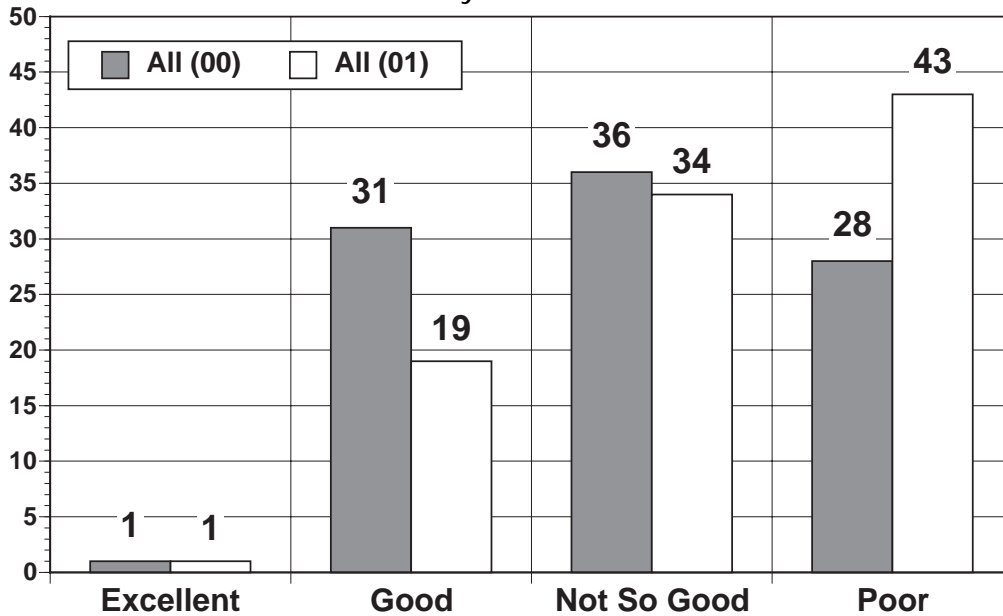
**Source- Alabama Development Office*



Job Performance

More than three-fourths of respondents think the state does a poor job of getting the most out of its tax money. The poor rating is up 15 percentage points from 2000. The opinion is higher among respondents in the South and among men.

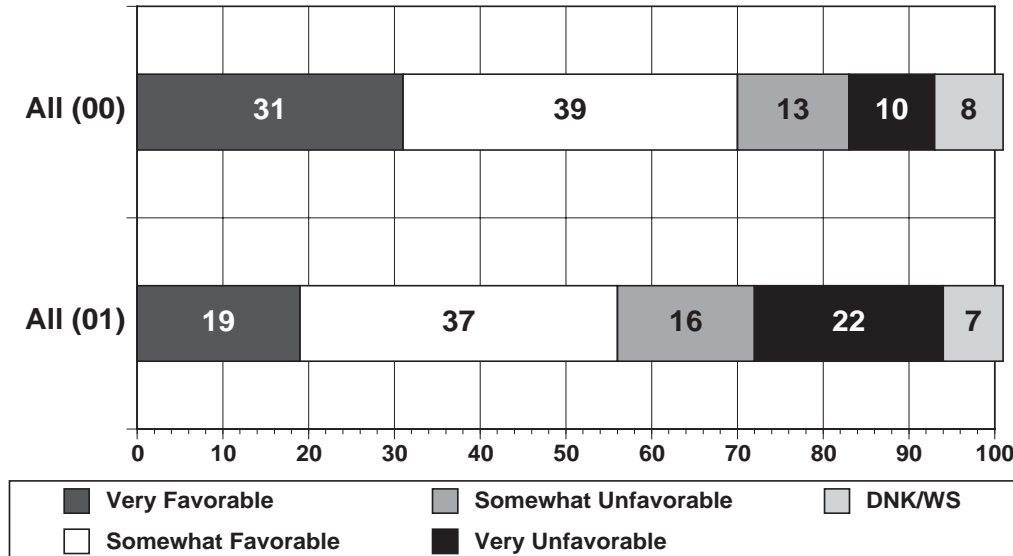
In your opinion, does the state government do an excellent, good, not so good or poor job of getting the most out of the tax money it receives?



ANALYSIS
Alabama voters think if the state did a better job of utilizing tax money, it would have enough money and consequently be able to do a better job.

Fifty six percent of Alabama voters are happy with Governor Don Siegelman's job performance, although support is down significantly when compared with a seventy-percent approval rating from 2000. Public support falls along racial lines with three-quarters of African Americans giving a positive response about Governor Siegelman compared with fifty-one percent of whites.

Please tell me if your impressions of the following officials are favorable or unfavorable: Governor Don Siegelman.



ANALYSIS
Voters think the state is doing a poor job utilizing tax money, consequently Gov. Siegelman's performance rating is down from last year. A slowing economy and statewide education budget cuts may have contributed.

A majority (53 percent) of all voters statewide is pleased with Lt. Gov. Steve Windom's job performance. Voters are evenly divided regardless of race or gender.

Please tell me if your impressions of the following officials is favorable or unfavorable: Lt. Gov. Steve Windom

	VERY FAVORABLE	SOMEWHAT FAVORABLE	SOMEWHAT UNFAVORABLE	VERY UNFAVORABLE	DON'T KNOW/WON'T SAY
ALL RESPONDENTS	15	38	15	11	22
BY RACE					
WHITE	15	39	16	10	21
AFRICAN-AMERICAN	15	33	13	15	23
BY GENDER					
MALE	15	37	20	12	17
FEMALE	15	38	11	10	26

Alabama voters are pleased with U.S. Senator Jeff Sessions' job performance; however, public support falls along racial lines with whites (30%) responding much more favorably than African Americans (8%).