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Shadegg is Vulnerable in Arizona's 3rd CD

To: Interested Parties

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In Arizona's Third Congressional District, as in districts around the country, voters want change. These voters in Phoenix and its northern suburbs want a different direction for the country and they are looking forward to changing the U.S. president next January. There are also indications that Congressman John Shadegg could be vulnerable to a focused and well-financed challenge.

This has been a traditionally tough district for Democrats, but the national mood and Shadegg's relative obscurity make it possible to put him under tremendous pressure and even defeat him in November 2008.

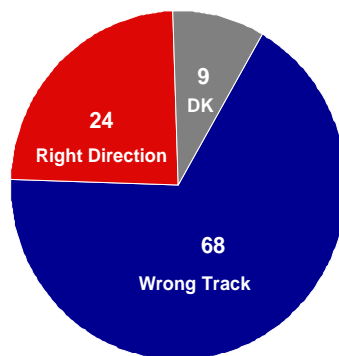
Mood of Discontent

Even though this is a Republican-leaning district, the time is ripe for change in Arizona's Third Congressional District and voters are open to an alternative to Republican leadership. Two out of three voters (68 percent) believe the country is being led off on the wrong track, compared to only one in four (24 percent) who feel the country is moving in the right direction.

In a district where three out of five voters (58 percent) voted to re-elect President Bush in 2004, now nearly the same percentage of voters (57 percent) disapprove of President Bush's job performance, compared to only two out of five (42 percent) who approve.

Voters are looking for change

Generally speaking, do you think that things in the country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



There is further evidence that Democrats can be competitive in this district this cycle:

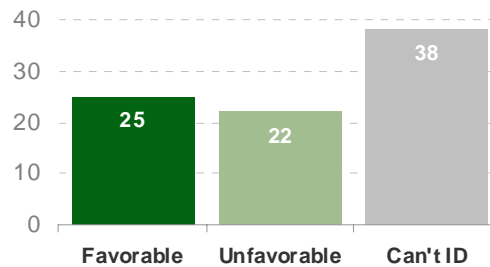
- While Republicans have a 14-point advantage in party registration in this survey of likely voters, they only have a three-point advantage in party identification (37% to 40%) and only a one-point advantage among *strong* party affiliation;
- Each party's "brand" in Congress is identical – 34% favorable to 41% unfavorable;
- Voters are much more likely to blame the Republicans than Democrats for the corruption in Washington (37% blame Republicans to 24% Democrats).

Shadegg's Vulnerability

Despite winning seven consecutive elections to Congress and representing this district for 13 years, John Shadegg does not have a well-defined image among his constituents.

Only three out of five voters in the district (62 percent) could identify Shadegg by name. Just one in four voters (25 percent) said they have warm or favorable feelings about Shadegg, while nearly as many (22 percent) said they have cool or unfavorable feelings about him. To put this in perspective, there are more voters who cannot identify Shadegg than there are that rate him favorably.

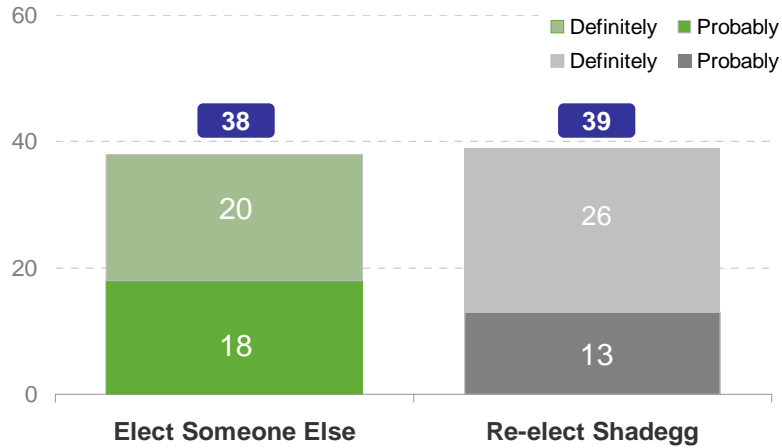
Congressman Shadegg's Favorability and Name ID



More evidence of Shadegg's vulnerability is the number of voters who are presently inclined to re-elect him. Currently, only two out of five voters (39 percent) say they will vote to re-elect John Shadegg, while nearly as many (38 percent) say they will vote for someone else. What should be most alarming to a 13-year incumbent is that only one in eight voters (13 percent) say they will *definitely* vote to re-elect Shadegg.

Shadegg Re-elect

Understanding that the election for Congress is a long way off, do you think you will definitely vote to re-elect John Shadegg to Congress, probably vote to re-elect John Shadegg, probably vote for someone else, or definitely vote for someone else?



The fact that so many voters currently indicate they would vote for someone other than Shadegg in such a Republican district presents solid evidence that voters want change and many would consider an alternative to Shadegg.

Survey Methodology: Greenberg Quinlan Rosner Research conducted a telephone survey from January 14-16, 2008, among 404 likely general election voters in Arizona's 3rd Congressional district. The margin of error for the survey is +/- 4.9%.