Alabama Senate Poll Results
Moore 48%, Jones 40%, McBride 1% (11% undecided)
Generic Republican 49%, Generic Democrat 45% (6% undecided)

POLLING METHODOLOGY

For this poll, a landline sample of likely households (based on recent general election participation) for an automated poll was chosen from the population registered to vote in the state of Alabama, and there were 500 completed responses to eight poll questions.

The survey was conducted September 30-October 1. The margin of error, with a 95% confidence interval, was 4.4%. The demographic breakdown of the respondents was 75-24% white/black, while the geographic breakdown (as defined by Nielsen Designated Market Area, or DMA) of the respondents was as follows: 41% from Birmingham, 5% from Dothan, 20% from Huntsville, 16% from Mobile, and 18% from Montgomery *(The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis).*

POLL RESULTS

Question 1: Do you plan to vote in the US Senate special election on December 12?

Yes	**67%**
No	**12%**
Undecided	**20%**

Note: Only those who selected "yes" or "undecided" were allowed to take the rest of the survey

Question 2: Do you approve or disapprove of the job performance of President Donald Trump?

Approve	**51%**
Disapprove	**41%**
Undecided	**8%**

Question 3: If the special election for US Senate were held today, would you prefer to vote for the Democratic or the Republican candidate?

Republican	**49%**
Democrat	**45%**
Undecided	**6%**

Question 4: If the special election for US Senate were held today, which candidate would you support?

Moore	**48%**
Jones	**40%**
McBride	**1%**
Undecided	**11%**

Question 5: Given recent controversial statements made by Roy Moore, do you think that he is qualified to serve as US Senator?

Yes	**50%**
No	**35%**
Undecided	**14%**

Question 6: Would you describe yourself as an evangelical Christian?

Yes	**53%**
No	**32%**
Undecided	**14%**

Question 7: To ensure that our survey responses are most accurate, are you male or female?

Female	**56%**
Male	**44%**

Question 8: And for demographic purposes, what is your age?

18-34	**3%**
35-54	**15%**
55-64	**28%**
65 or older	**53%**

SUMMARY

JMC Analytics and Polling independently conducted this poll for the Alabama U.S. Senate special election. There are three main takeaways from this poll: (1) Roy Moore starts off with a comfortable lead, but he is not at or above 50% in the ballot test, (2) the slim margin by which respondents prefer a generic Republican candidate (in a state Donald Trump carried 62-34% last year) should be of some concern to Republicans both in Alabama and nationally, (3) while an absolute majority of voters believe that Roy Moore is qualified to be a U.S. Senator, it is a slim 50% majority.

While Donald Trump carried Alabama by an overwhelming 62-34% margin last year, the softening of his approval ratings is also apparent in Alabama, where a 51% majority approves of his job performance (41% disapprove, while 8% are undecided). This is an issue where there is substantial polarization not only on a racial basis (whites approve 65-28%, while blacks disapprove 80-5%), but also on a gender (men approve of the President's job performance 58-36%, while it's a 45-45% tie among women) and an age basis (while those 65 or older approve of the President 57-35%, those under 65 disapprove 47-44%).

The ballot tests show Roy Moore in decent shape, but he still faces a competitive race, particularly since respondents are only narrowly inclined to support a "generic" Republican candidate. To illustrate, Republican Roy Moore has a 48-40% lead over Democrat Doug Jones, while a narrower 49-45% plurality prefers a Republican candidate. When these two numbers are crosstabed against the Trump approval numbers, a clearer picture of partisan polarization is apparent: Those who approve of President Trump support a Republican by a near unanimous 86-9%, while Moore is favored by a near identical 83-7%. Those who disapprove of President Trump's job performance favor a Democratic candidate 90-6% while favoring Doug Jones by a slightly lower 83-8%. **Where Republicans nationally and Roy Moore specifically need to be a bit concerned is among those with no opinion of President Trump's performance: they favor a Republican 46-34%, but only favor Moore by a 34-27% margin, and 37% are undecided – this 37% represents the support Moore needs to win the general election**.

In summary, Roy Moore starts off the general election campaign in good shape (**his white evangelical base supports him 76-16%**), but given the contentious Republican primary/runoff campaign and an apparently more energized Democratic electorate, he cannot take his election for granted.

CROSSTABS

Question 2 – Trump approval

		Race Name			
		Black	Other	White	Total
Trump approval	1 Approve	5%	44%	65%	51%
	2 Disapprove	80%	56%	28%	41%
	3 Undecided	15%		6%	8%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Trump approval	1 Approve	50%	45%	47%	53%	51%
	2 Disapprove	25%	48%	44%	40%	41%
	3 Undecided	25%	8%	9%	7%	8%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Trump approval	1 Approve	56%	54%	53%	41%	46%	51%
	2 Disapprove	38%	29%	44%	47%	42%	41%
	3 Undecided	6%	17%	3%	13%	12%	8%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump approval	1 Approve	58%	45%	51%
	2 Disapprove	36%	45%	41%
	3 Undecided	6%	10%	8%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Trump approval	1 Approve	24%	43%	47%	57%	51%
	2 Disapprove	59%	49%	45%	35%	41%
	3 Undecided	18%	8%	9%	8%	8%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Trump approval	1 Approve	65%	33%	37%	51%
	2 Disapprove	27%	62%	46%	41%
	3 Undecided	8%	5%	17%	8%
Total		100%	100%	100%	100%

Question 3 – Generic partisan ballot test

		Race Name			
		Black	Other	White	Total
Generic Ballot	1 Democrat	87%	56%	31%	45%
	2 Republican	4%	44%	63%	49%
	3 Undecided	8%		5%	6%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Generic Ballot	1 Democrat	44%	55%	45%	44%	45%
	2 Republican	50%	33%	46%	52%	49%
	3 Undecided	6%	13%	9%	4%	6%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Generic Ballot	1 Democrat	46%	21%	41%	52%	47%	45%
	2 Republican	47%	71%	52%	43%	49%	49%
	3 Undecided	6%	8%	7%	5%	4%	6%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Generic Ballot	1 Democrat	41%	48%	45%
	2 Republican	55%	44%	49%
	3 Undecided	4%	8%	6%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Generic Ballot	1 Democrat	65%	53%	50%	39%	45%
	2 Republican	24%	39%	43%	57%	49%
	3 Undecided	12%	8%	7%	5%	6%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Generic Ballot	1 Democrat	31%	65%	51%	45%
	2 Republican	64%	30%	35%	49%
	3 Undecided	4%	5%	14%	6%
Total		100%	100%	100%	100%

Question 4 – US Senate (ballot test)

		Race Name			
		Black	Other	White	Total
U.S. Senate Ballot	1 Jones	72%	44%	30%	40%
	2 Moore	7%	22%	61%	48%
	3 McBride	2%		1%	1%
	4 Undecided	19%	33%	7%	11%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
U.S. Senate Ballot	1 Jones	25%	38%	41%	41%	40%
	2 Moore	56%	35%	45%	50%	48%
	3 McBride	6%	3%		2%	1%
	4 Undecided	13%	25%	14%	8%	11%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
U.S. Senate Ballot	1 Jones	42%	17%	39%	48%	37%	40%
	2 Moore	47%	75%	49%	38%	48%	48%
	3 McBride	0%		1%	3%	3%	1%
	4 Undecided	10%	8%	11%	11%	12%	11%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
U.S. Senate Ballot	1 Jones	38%	42%	40%
	2 Moore	54%	42%	48%
	3 McBride	0%	2%	1%
	4 Undecided	7%	14%	11%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
U.S. Senate Ballot	1 Jones	59%	51%	46%	33%	40%
	2 Moore	24%	38%	43%	54%	48%
	3 McBride	6%	1%		2%	1%
	4 Undecided	12%	10%	11%	11%	11%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
U.S. Senate Ballot	1 Jones	26%	65%	37%	40%
	2 Moore	63%	28%	32%	48%
	3 McBride	1%	1%	3%	1%
	4 Undecided	9%	6%	28%	11%
Total		100%	100%	100%	100%

Question 5 – Moore qualified

		Race Name			
		Black	Other	White	Total
Moore qualified	1 Yes	26%	22%	59%	50%
	2 No	51%	33%	30%	35%
	3 Undecided	23%	44%	11%	14%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Moore qualified	1 Yes	81%	43%	42%	53%	50%
	2 No	13%	30%	41%	35%	35%
	3 Undecided	6%	28%	17%	12%	14%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Moore qualified	1 Yes	52%	71%	49%	41%	52%	50%
	2 No	36%	17%	35%	46%	30%	35%
	3 Undecided	13%	13%	16%	14%	17%	14%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Moore qualified	1 Yes	55%	47%	50%
	2 No	37%	34%	35%
	3 Undecided	8%	19%	14%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Moore qualified	1 Yes	29%	45%	52%	52%	50%
	2 No	47%	35%	38%	33%	35%
	3 Undecided	24%	19%	11%	14%	14%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Moore qualified	1 Yes	66%	31%	35%	50%
	2 No	19%	60%	38%	35%
	3 Undecided	15%	9%	27%	14%
Total		100%	100%	100%	100%

Appendix A: Alabama regions
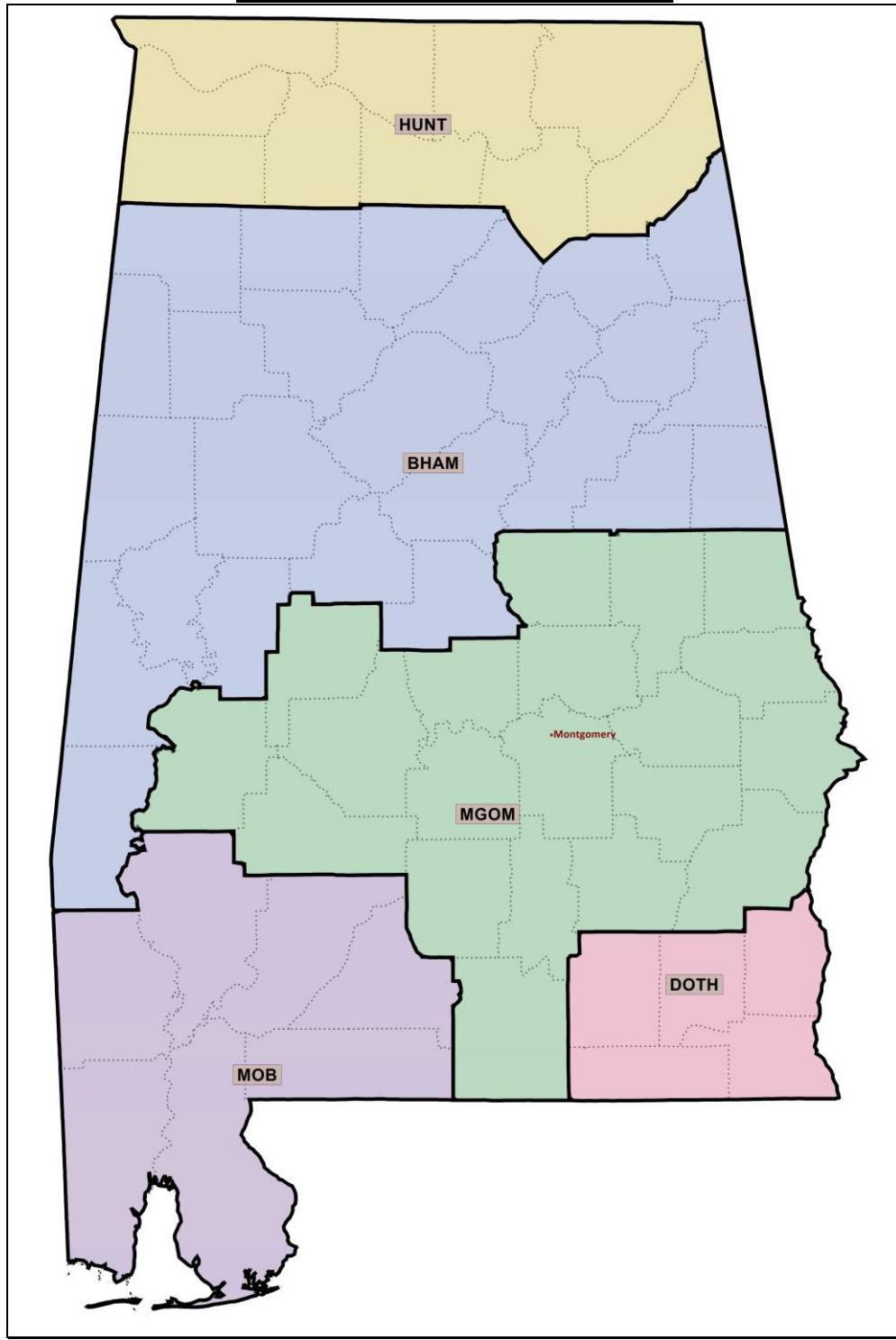
(BHAM=Birmingham, DOTH=Dothan, HUNT=Huntsville, MOB=Mobile, MGOM=Montgomery)

Note: The following media markets were aggregated for reporting purposes: (1) Columbus MS, Meridian MS and Atlanta GA were included in the Birmingham area, (2) Columbus GA was included in the Montgomery area