Alabama Senate Poll Results
Moore 48%, Jones 43%, Write-ins 4% (5% undecided)
Moore 49%, Jones 44%, Write-ins 5% (2% undecided – leaners included)
Generic Republican preferred 49-46% (5% 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 650 completed responses to 11 poll questions.

The survey was conducted November 27 and 28. The margin of error, with a 95% confidence interval, was 3.8%. The demographic breakdown of the respondents was 75-23% 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, 15% from Mobile, and 19% 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?

	CURRENT	PREVIOUS	POLL 1
Yes	79%	73%	67%
No	11%	12%	12%
Undecided	10%	16%	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?

	CURRENT	PREVIOUS	POLL 1
Approve	52%	52%	51%
Disapprove	43%	41%	41%
Undecided	6%	7%	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?

	CURRENT	PREVIOUS	POLL 1
Republican	49%	45%	49%
Democrat	46%	47%	45%
Write-in	2%	N/A	N/A
Undecided	3%	8%	6%

Question 4: If the special election for US Senate were held today, which candidate would you support? *(Party affiliations of candidates mentioned)*

	CURRENT	PREVIOUS	POLL 1
Moore	48%	42%	48%
Jones	43%	46%	40%
Bishop	2%	N/A	N/A
Crutcher	1%	N/A	N/A
Kirtdoll	1%	N/A	N/A
Watson	<1%	N/A	N/A
McBride	N/A	2%	1%
Undecided	5%	9%	11%

Question 5: *(Only if undecided is selected for the previous question)* Given that you are undecided, which candidate are you leaning towards supporting? *(Party affiliations of candidates mentioned)*

	CURRENT	PREVIOUS
Moore	49%	44%
Jones	44%	48%
Bishop	2%	N/A
McBride	N/A	2%
Kirtdoll	1%	N/A
Crutcher	1%	N/A
Watson	1%	N/A
Undecided	2%	6%

Question 6: Given the campaign that Doug Jones has run so far, do you think that he is qualified to serve as US Senator?

Yes	48%
No	40%
Undecided	12%

Question 7: Given the campaign that Roy Moore has run so far, do you think that he is qualified to serve as US Senator?

	CURRENT	PREVIOUS	POLL 1
Yes	49%	47%	50%
No	46%	43%	35%
Undecided	5%	10%	14%

Question 8: Given the allegations that have come out about Roy Moore's alleged sexual misconduct against several underage women, are you more or less likely to support him as a result of these allegations?

	CURRENT	PREVIOUS
More Likely	29%	29%
Less Likely	38%	38%
No Difference	34%	33%

Question 9: Would you describe yourself as an evangelical Christian?

	CURRENT	PREVIOUS	POLL 1
Yes	59%	58%	53%
No	30%	27%	32%
Undecided	11%	15%	14%

Question 10: To ensure that our survey responses are most accurate, are you male or female?

	CURRENT	PREVIOUS	POLL 1
Female	**56%**	**56%**	**56%**
Male	**44%**	**44%**	**44%**

Question 11: And for demographic purposes, what is your age?

	CURRENT	PREVIOUS	POLL 1
18-34	**3%**	**3%**	**3%**
35-54	**20%**	**19%**	**15%**
55-64	**25%**	**25%**	**28%**
65 or older	**52%**	**53%**	**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 has regained the lead he lost in the last poll, as partisan preferences have reasserted themselves, (2) similarly, Republicans have regained their plurality lead on the generic ballot test, and (3) sexual misconduct allegations against Moore have not materially impacted the race.

While Donald Trump carried Alabama by an overwhelming 62-34% margin last year, the softening of his approval ratings nationally was also apparent in Alabama, although it has now stabilized: it was 51-41% in the October poll, 52-41% in the last poll, and 52-43% in this poll. Blacks disapprove of his performance 87-4%, while women are tied 46-46%. On the other hand, whites give him a 67-28% approval, while men approve by a somewhat smaller 59-39% majority.

Since the last poll, both Republicans in general and Roy Moore specifically have regained their plurality leads, and this arguably can be attributed to existing partisan preferences' reasserting themselves: in the last poll, Moore was tied 47-47% among male voters and trailed 42-48% among women. While he still trails by a similar 44-50% among women (leaners included), he has rebounded among men and leads 54-37%. Similarly, among self-identified evangelicals, the 57-34% support he had in the last poll is now 64-29%. The numbers barely changed among non-evangelicals, where his 22-73% poll deficit is now 23-72%.

Furthermore, if the Senate race were examined through the lens of a respondent's opinion of President Trump, those approving of President Trump's job performance supported Moore 76-10% in the last poll but now favor Moore 87-7% (they also favor a generic Republican 88-7%). Similarly, those disapproving of Trump's performance supported Jones 93-3% last time; this time, they favor Jones 90-4% and a generic Democrat 92-5%. **It's among those undecided about President Trump Jones should be concerned about: they favored Jones 43-19% last time; now, they only favor him 42-39% and a generic Democrat 42-32%.**

A final way of analyzing partisan preferences' reasserting themselves is to aggregate the results by urban, suburban, and small town/rural counties. In the last poll, the four largest counties (Jefferson, Madison, Mobile, and Montgomery) favored Jones 59-33% over Moore – that lead has shrunk to 53-38% (i.e., Jones' lead went from 26 to 15 points). Moore's lead in the suburban counties (Autauga, Baldwin, Blount, Elmore, St Clair, and Shelby) has improved from 54-34% to 61-34% (i.e., his lead increased from 20 to 27 points). And in the remaining 57 counties, his lead has similarly increased from 50-43% to 53-41% (i.e., his lead nearly doubled from seven to 12 points).

When the last poll was released, allegations of sexual misconduct against Moore had just been publicized. Since then, additional allegations have come out, but the poll results then (and now) didn't show that these allegations have appreciably changed the poll results. For one thing, even in this poll, 29% are more likely to support Moore over the allegations, 38% are less likely, and 34% said it makes no difference – **numbers almost identical to the**

last poll. It's when examining the correlation of these responses to the ballot test that it's again apparent how partisan lines have hardened, and those alignments benefit Moore. Last time, those more likely to support Moore over the allegations favored him over Jones 84-13% - now, the margin of support for Moore is 90-9%. Those saying the incident makes them less likely to support Moore favored Jones 81-9% in the last poll and 84-6% now. **However, those saying the incident makes no difference favored Moore 51-39% last time, but Moore now leads 62-30% among this group.** In other words, existing partisan attitudes that are keeping President Trump's approval ratings in Alabama above 50% are now benefitting Moore as well.

In summary, Roy Moore has regained his lost lead. While the race is not a certainty for him, the solidification of existing partisan preferences benefits his campaign.

CROSSTABS

Question 2 – Trump approval

		Race Name			
		Black	Other	White	Total
Trump Approval	1 Approve	4%	31%	67%	52%
	2 Disapprove	87%	54%	28%	43%
	3 Undecided	9%	15%	5%	6%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Trump Approval	1 Approve	53%	42%	44%	55%	52%
	2 Disapprove	30%	56%	50%	40%	43%
	3 Undecided	17%	2%	6%	5%	6%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Trump Approval	1 Approve	55%	71%	54%	47%	39%	52%
	2 Disapprove	38%	26%	40%	48%	55%	43%
	3 Undecided	6%	3%	6%	4%	7%	6%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump Approval	1 Approve	59%	46%	52%
	2 Disapprove	39%	46%	43%
	3 Undecided	3%	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
Trump Approval — 1 Approve	35%	39%	50%	58%	52%
2 Disapprove	60%	50%	47%	37%	43%
3 Undecided	5%	11%	3%	5%	6%
Total	100%	100%	100%	100%	100%

| | Evangelical? | | | |
	1 Yes	2 No	3 Undecided	Total
Trump Approval — 1 Approve	66%	28%	41%	52%
2 Disapprove	28%	67%	55%	43%
3 Undecided	6%	6%	4%	6%
Total	100%	100%	100%	100%

Question 3 – Generic partisan ballot test

| | Race Name | | | |
	Black	Other	White	Total
Generic Ballot — 1 Democrat	89%	54%	32%	46%
2 Republican	7%	31%	63%	49%
3 Write In	1%		3%	2%
4 Undecided	3%	15%	2%	3%
Total	100%	100%	100%	100%

| | Voter Score (Last Four General Elections) | | | | |
	1	2	3	4	Total
Generic Ballot — 1 Democrat	47%	52%	49%	44%	46%
2 Republican	37%	44%	47%	52%	49%
3 Write In	3%	2%	2%	2%	2%
4 Undecided	13%	2%	2%	2%	3%
Total	100%	100%	100%	100%	100%

| | Region | | | | | |
	Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Generic Ballot — 1 Democrat	43%	21%	45%	53%	52%	46%
2 Republican	53%	65%	50%	41%	43%	49%
3 Write In	2%	6%	2%	2%	3%	2%
4 Undecided	1%	9%	3%	4%	2%	3%
Total	100%	100%	100%	100%	100%	100%

Generic		Gender		
		1 Male	2 Female	Total
Generic Ballot	1 Democrat	38%	52%	46%
	2 Republican	57%	44%	49%
	3 Write In	3%	2%	2%
	4 Undecided	2%	3%	3%
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	50%	52%	50%	41%	46%
	2 Republican	40%	41%	47%	54%	49%
	3 Write In	10%	3%	1%	2%	2%
	4 Undecided		4%	2%	3%	3%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Generic Ballot	1 Democrat	31%	73%	51%	46%
	2 Republican	65%	22%	39%	49%
	3 Write In	2%	3%	3%	2%
	4 Undecided	2%	2%	7%	3%
Total		100%	100%	100%	100%

Question 4 – US Senate (ballot test)

		Race Name			
		Black	Other	White	Total
US Senate Ballot	1 Bishop	2%	8%	1%	2%
	2 Crutcher	1%		1%	1%
	3 Jones	86%	54%	29%	43%
	4 Kirtdoll	2%		1%	1%
	5 Moore	4%	31%	62%	48%
	6 Watson			1%	0%
	7 Undecided	5%	8%	6%	5%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
US Senate Ballot	1 Bishop	3%		2%	2%	2%
	2 Crutcher				2%	1%
	3 Jones	43%	54%	47%	41%	43%
	4 Kirtdoll			1%	1%	1%
	5 Moore	37%	42%	47%	49%	48%
	6 Watson				1%	0%
	7 Undecided	17%	4%	4%	5%	5%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
US Senate Ballot	1 Bishop	2%		1%	1%	2%	2%
	2 Crutcher	1%			2%	1%	1%
	3 Jones	41%	24%	46%	46%	48%	43%
	4 Kirtdoll	1%		1%	2%		1%
	5 Moore	51%	59%	48%	39%	43%	48%
	6 Watson	0%	3%		1%		0%
	7 Undecided	3%	15%	4%	8%	7%	5%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
US Senate Ballot	1 Bishop	2%	1%	2%
	2 Crutcher	2%	1%	1%
	3 Jones	36%	48%	43%
	4 Kirtdoll	1%	1%	1%
	5 Moore	54%	43%	48%
	6 Watson	1%	0%	0%
	7 Undecided	4%	6%	5%
Total		100%	100%	100%

| | | Age Range | | | | |
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
US Senate Ballot	1 Bishop	5%	3%	1%	1%	2%
	2 Crutcher	10%	1%	1%	1%	1%
	3 Jones	45%	52%	50%	36%	43%
	4 Kirtdoll		2%	1%	1%	1%
	5 Moore	35%	37%	44%	54%	48%
	6 Watson			1%	1%	0%
	7 Undecided	5%	5%	3%	7%	5%
Total		100%	100%	100%	100%	100%

| | | Evangelical? | | | |
		1 Yes	2 No	3 Undecided	Total
US Senate Ballot	1 Bishop	1%	2%	3%	2%
	2 Crutcher	1%	1%	1%	1%
	3 Jones	28%	70%	49%	43%
	4 Kirtdoll	1%	1%	1%	1%
	5 Moore	63%	22%	35%	48%
	6 Watson	1%			0%
	7 Undecided	5%	5%	10%	5%
Total		100%	100%	100%	100%

Question 5 – US Senate (ballot test – leaners included)

| | | Race Name | | | |
		Black	Other	White	Total
US Senate Ballot (with leaners)	1 Bishop	3%	8%	1%	2%
	2 Crutcher	1%		1%	1%
	3 Jones	87%	54%	31%	44%
	4 Kirtdoll	2%		1%	1%
	5 Moore	5%	31%	63%	49%
	6 Watson			1%	1%
	7 Undecided	2%	8%	2%	2%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
US Senate Ballot (with leaners)	1 Bishop	3%	2%	2%	2%	2%
	2 Crutcher				2%	1%
	3 Jones	43%	54%	48%	42%	44%
	4 Kirtdoll	7%		1%	1%	1%
	5 Moore	40%	42%	48%	50%	49%
	6 Watson				1%	1%
	7 Undecided	7%	2%	2%	2%	2%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
US Senate Ballot (with leaners)	1 Bishop	2%		1%	1%	3%	2%
	2 Crutcher	1%			2%	1%	1%
	3 Jones	42%	26%	47%	47%	49%	44%
	4 Kirtdoll	1%		1%	3%	1%	1%
	5 Moore	52%	62%	50%	41%	43%	49%
	6 Watson	0%	3%		2%		1%
	7 Undecided	1%	9%	2%	3%	3%	2%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
US Senate Ballot (with leaners)	1 Bishop	3%	1%	2%
	2 Crutcher	2%	1%	1%
	3 Jones	37%	50%	44%
	4 Kirtdoll	1%	1%	1%
	5 Moore	54%	44%	49%
	6 Watson	1%	1%	1%
	7 Undecided	2%	2%	2%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
US Senate Ballot (with leaners)	1 Bishop	10%	4%	1%	1%	2%
	2 Crutcher	10%	1%	1%	1%	1%
	3 Jones	45%	54%	50%	38%	44%
	4 Kirtdoll		2%	1%	1%	1%
	5 Moore	35%	37%	45%	55%	49%
	6 Watson			1%	1%	1%
	7 Undecided		2%	2%	2%	2%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
US Senate Ballot (with leaners)	1 Bishop	1%	2%	4%	2%
	2 Crutcher	1%	1%	1%	1%
	3 Jones	29%	72%	52%	44%
	4 Kirtdoll	1%	1%	3%	1%
	5 Moore	64%	23%	37%	49%
	6 Watson	1%	1%		1%
	7 Undecided	2%	2%	3%	2%
Total		100%	100%	100%	100%

Question 6 – Doug Jones qualified?

		Race Name			
		Black	Other	White	Total
Doug Jones qualified?	1 Yes	88%	54%	36%	48%
	2 No	6%	31%	51%	40%
	3 Undecided	6%	15%	13%	12%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Doug Jones qualified?	1 Yes	47%	54%	51%	47%	48%
	2 No	33%	35%	39%	41%	40%
	3 Undecided	20%	10%	10%	12%	12%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Doug Jones qualified?	1 Yes	48%	29%	46%	56%	52%	48%
	2 No	44%	53%	39%	35%	32%	40%
	3 Undecided	9%	18%	15%	9%	16%	12%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Doug Jones qualified?	1 Yes	44%	52%	48%
	2 No	45%	36%	40%
	3 Undecided	11%	12%	12%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Doug Jones qualified?	1 Yes	55%	58%	53%	42%	48%
	2 No	40%	33%	38%	44%	40%
	3 Undecided	5%	10%	9%	14%	12%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Doug Jones qualified?	1 Yes	34%	73%	62%	48%
	2 No	53%	19%	23%	40%
	3 Undecided	13%	8%	15%	12%
Total		100%	100%	100%	100%

Question 7 – Roy Moore qualified?

		Race Name			
		Black	Other	White	Total
Roy Moore qualified?	1 Yes	13%	38%	60%	49%
	2 No	79%	46%	36%	46%
	3 Undecided	8%	15%	4%	5%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Roy Moore qualified?	1 Yes	47%	44%	43%	51%	49%
	2 No	43%	54%	52%	44%	46%
	3 Undecided	10%	2%	5%	5%	5%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Roy Moore qualified?	1 Yes	51%	62%	48%	43%	47%	49%
	2 No	45%	32%	46%	53%	49%	46%
	3 Undecided	5%	6%	6%	4%	4%	5%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Roy Moore qualified?	1 Yes	52%	46%	49%
	2 No	45%	47%	46%
	3 Undecided	3%	7%	5%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Roy Moore qualified?	1 Yes	45%	39%	43%	55%	49%
	2 No	50%	52%	52%	41%	46%
	3 Undecided	5%	9%	4%	4%	5%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Roy Moore qualified?	1 Yes	65%	22%	37%	49%
	2 No	30%	75%	54%	46%
	3 Undecided	5%	3%	10%	5%
Total		100%	100%	100%	100%

		Race Name			
		Black	Other	White	Total
Roy Moore allegations	1 More Likely	10%	8%	35%	29%
	2 Less Likely	72%	62%	27%	38%
	3 No Difference	18%	31%	38%	34%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Roy Moore allegations	1 More Likely	27%	29%	25%	30%	29%
	2 Less Likely	37%	44%	40%	37%	38%
	3 No Difference	37%	27%	35%	34%	34%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Roy Moore allegations	1 More Likely	29%	35%	23%	29%	32%	29%
	2 Less Likely	36%	24%	38%	44%	40%	38%
	3 No Difference	35%	41%	40%	27%	28%	34%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Roy Moore allegations	1 More Likely	29%	28%	29%
	2 Less Likely	33%	41%	38%
	3 No Difference	38%	30%	34%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Roy Moore allegations	1 More Likely	10%	23%	27%	33%	29%
	2 Less Likely	50%	42%	37%	36%	38%
	3 No Difference	40%	34%	36%	32%	34%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Roy Moore allegations	1 More Likely	39%	14%	15%	29%
	2 Less Likely	28%	54%	46%	38%
	3 No Difference	33%	32%	38%	34%
Total		100%	100%	100%	100%

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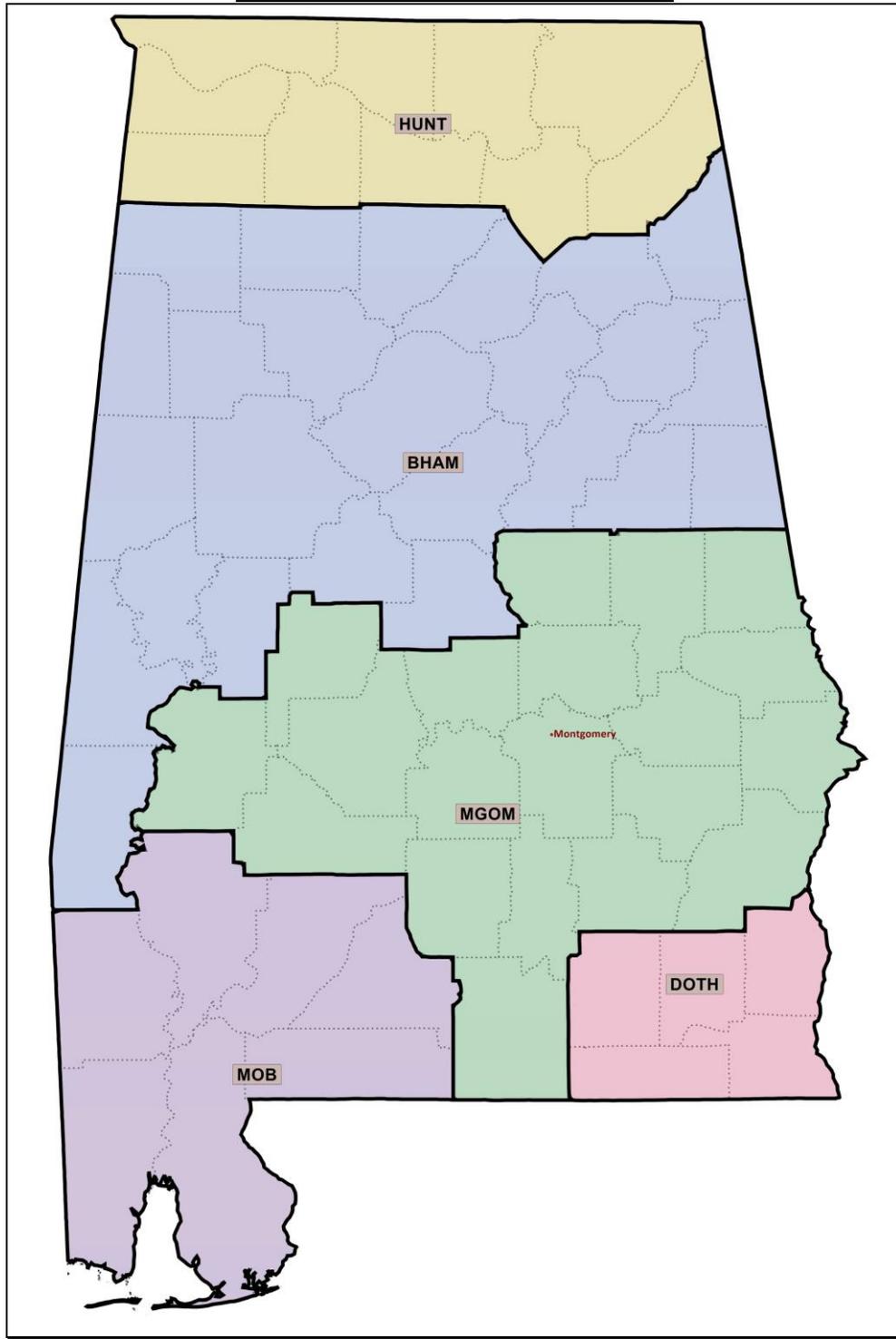
(BHAM=Birmingham, DOTH=Dothan, HUNT=Huntsville, MOB=Mobile, MGOM=Montgomery)

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