



## Alabama Senate (Republican Runoff) Poll Results **Moore 51%, Strange 32% (17% undecided)**

### POLLING METHODOLOGY

For this poll, a landline sample of likely households (based on recent primary participation) for an automated poll was chosen from the population registered to vote in the state of Alabama, and there were 515 completed responses to eight poll questions.

The survey was conducted August 17 and 19. The margin of error, with a 95% confidence interval, was 4.3%. The demographic breakdown of the respondents was 94-5% white/black, while the geographic breakdown (as defined by Nielsen Designated Market Area, or DMA) of the respondents was as follows: 42% from Birmingham, 6% from Dothan, 24% from Huntsville, 15% from Mobile, and 13% 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 Republican US Senate special election runoff on September 26?

<b>Yes</b>	<b>70%</b>
<b>No</b>	<b>17%</b>
<b>Undecided</b>	<b>13%</b>

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

Question 2: If the special election runoff for US Senate were held today, which candidate would you support?

<b>Moore</b>	<b>51%</b>
<b>Strange</b>	<b>32%</b>
<b>Undecided</b>	<b>17%</b>

Question 3: In the US Senate primary, did you vote for one of the candidates who did not make the runoff?

<b>Yes</b>	<b>24%</b>
<b>No</b>	<b>60%</b>
<b>Did not vote in primary</b>	<b>10%</b>
<b>Do not recall/refuse</b>	<b>6%</b>

Question 4: Would you describe yourself as an evangelical Christian?

<b>Yes</b>	<b>68%</b>
<b>No</b>	<b>22%</b>
<b>Undecided</b>	<b>11%</b>

Question 5: President Donald Trump endorsed Luther Strange in the US Senate race. Did his endorsement make you more or less likely to vote for Luther Strange?

<b>More likely</b>	<b>25%</b>
<b>Less likely</b>	<b>23%</b>
<b>No Difference</b>	<b>51%</b>

Question 6: Senate Majority Leader Mitch McConnell spent millions of dollars helping Luther Strange get elected.

Did his support make you more or less likely to vote for Luther Strange?

<b>More likely</b>	<b>10%</b>
<b>Less likely</b>	<b>45%</b>
<b>No Difference</b>	<b>46%</b>

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

<b>Female</b>	<b>52%</b>
<b>Male</b>	<b>48%</b>

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

<b>18-34</b>	<b>4%</b>
<b>35-54</b>	<b>24%</b>
<b>55-64</b>	<b>26%</b>
<b>65 or older</b>	<b>46%</b>

## SUMMARY

JMC Analytics and Polling conducted this poll for the Alabama Senate Republican runoff. There are three main takeaways from this poll: (1) former Chief Justice Roy Moore surges into an early runoff lead due to support from a substantial number of those who did not support either runoff contender in the August 15 primary, (2) evangelical support is fueling Moore's initial runoff lead, and (3) both President Donald Trump and Senate Majority Leader Mitch McConnell's endorsements are not helping Senator Strange.

In the ballot test, Roy Moore has substantial leads across all of the state's media markets except Mobile. It also looks like the support of the defeated primary candidates has initially moved to Moore: **not only did those supporting the "also rans" say they support Moore 51-26%**, but (to use a readily apparent example), "Mo" Brooks' Huntsville base has largely realigned itself with Moore, where he has a 52-29% lead. What also appears to be fueling Moore's surge in post primary support is the substantial difference in support depending on whether the respondent self-identified as an evangelical Christian. **Among that group, Moore has a 58-28% lead over Senator Strange**, while among non-evangelicals, Strange has a narrow 42-39% lead.

Both President Trump and Senate Majority Leader Mitch McConnell have spent a considerable amount of political and/or financial capital on Senator Strange, although those efforts do not appear to have moved many voters. The Trump endorsement only benefitted Strange 25-23% (it made/makes no difference to 51% of respondents), while **by a 45-10% margin, McConnell's support made respondents less likely to support Senator Strange**.

In summary, former Chief Justice Roy Moore at the outset of the runoff has consolidated support from the "also rans", and that when combined with his bedrock support among evangelicals is giving him a substantial initial lead, while appointed incumbent Luther Strange has not been helped by the support from both President Trump and Senate Majority Leader Mitch McConnell.

## CROSSTABS

### *Question 2 – US Senate Special Republican runoff (ballot test)*

		Race Name			
		Black	Other	White	Total
Runoff Ballot	1 Moore	56%		51%	51%
Test	2 Strange	15%	100%	33%	32%
	3 Undecided	30%		16%	17%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Voter Score (Out of last 4 primary elections)				
		1	2	3	4	Total
Runoff Ballot	1 Moore	33%	48%	48%	58%	51%
Test	2 Strange	39%	30%	34%	32%	32%
	3 Undecided	28%	22%	18%	10%	17%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Runoff Ballot	1 Moore	49%	68%	52%	42%	58%	51%
Test	2 Strange	36%	19%	29%	40%	22%	32%
	3 Undecided	15%	13%	19%	18%	19%	17%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Moore (Primary)</b>		<b>40%</b>	<b>55%</b>	<b>32%</b>	<b>36%</b>	<b>44%</b>	<b>39%</b>
<b>Strange (Primary)</b>		<b>38%</b>	<b>24%</b>	<b>29%</b>	<b>32%</b>	<b>29%</b>	<b>33%</b>
<b>Brooks (Primary)</b>		<b>16%</b>	<b>14%</b>	<b>35%</b>	<b>13%</b>	<b>15%</b>	<b>20%</b>
<b>Others (Primary)</b>		<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>19%</b>	<b>12%</b>	<b>8%</b>

		Gender		
		1 Male	2 Female	Total
Runoff Ballot	1 Moore	53%	49%	51%
Test	2 Strange	32%	33%	32%
	3 Undecided	16%	18%	17%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Runoff Ballot	1 Moore	60%	65%	50%	42%	51%
Test	2 Strange	10%	19%	31%	42%	32%
	3 Undecided	30%	16%	19%	16%	17%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Runoff Ballot	1 Moore	58%	39%	29%	51%
Test	2 Strange	28%	42%	36%	32%
	3 Undecided	14%	19%	36%	17%
Total		100%	100%	100%	100%

Question 3 – Vote for "also rans"

		Race Name			
		Black	Other	White	Total
Support "Also Rans"	1 Yes	19%		24%	24%
	2 No	52%	100%	60%	60%
	3 Did not vote	15%		9%	10%
	4 Do not recall/refuse	15%		6%	6%
Total		100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				
		1	2	3	4	Total
Support "Also Rans"	1 Yes	44%	18%	30%	20%	24%
	2 No	39%	60%	58%	66%	60%
	3 Did not vote	6%	15%	7%	9%	10%
	4 Do not recall/refuse	11%	7%	5%	6%	6%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Support "Also Rans"	1 Yes	25%	13%	29%	18%	25%	24%
	2 No	63%	74%	55%	64%	51%	60%
	3 Did not vote	11%	6%	9%	10%	9%	10%
	4 Do not recall/refuse	2%	6%	7%	8%	15%	6%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Support “Also Rans”	1 Yes	29%	19%	24%
	2 No	57%	63%	60%
	3 Did not vote	8%	12%	10%
	4 Do not recall/refuse	6%	6%	6%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Support “Also Rans”	1 Yes	30%	29%	23%	21%	24%
	2 No	55%	58%	61%	61%	60%
	3 Did not vote	15%	7%	10%	11%	10%
	4 Do not recall/refuse		6%	6%	7%	6%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Support “Also Rans”	1 Yes	20%	38%	21%	24%
	2 No	66%	49%	45%	60%
	3 Did not vote	8%	8%	21%	10%
	4 Do not recall/refuse	5%	5%	13%	6%
Total		100%	100%	100%	100%

*Question 5 – Trump endorsement*

		Race Name			Total
		Black	Other	White	
Trump Endorsement	1 More Likely	7%	100%	26%	25%
	2 Less Likely	33%		23%	23%
	3 No Difference	59%		51%	51%
Total		100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Trump Endorsement	1 More Likely	22%	21%	25%	29%	25%
	2 Less Likely	33%	26%	22%	23%	23%
	3 No Difference	44%	53%	53%	48%	51%
Total		100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Trump	1 More Likely	27%	26%	20%	29%	24%	25%
Endorsement	2 Less Likely	25%	29%	27%	17%	15%	23%
	3 No Difference	48%	45%	52%	55%	61%	51%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump	1 More Likely	24%	26%	25%
Endorsement	2 Less Likely	23%	24%	23%
	3 No Difference	53%	50%	51%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Trump	1 More Likely	45%	19%	22%	28%	25%
Endorsement	2 Less Likely	25%	21%	28%	22%	23%
	3 No Difference	30%	60%	50%	49%	51%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Trump	1 More Likely	27%	19%	23%	25%
Endorsement	2 Less Likely	20%	36%	21%	23%
	3 No Difference	53%	45%	55%	51%
Total		100%	100%	100%	100%

*Question 6 – Mitch McConnell help Luther Strange*

		Race Name			Total
		Black	Other	White	
McConnell	1 More Likely	7%	50%	9%	10%
help Strange	2 Less Likely	56%	50%	44%	45%
	3 No Difference	37%		46%	46%
Total		100%	100%	100%	100%

Voter Score (Out of last 4 primary elections)

		1	2	3	4	Total
McConnell	1 More Likely		7%	9%	13%	10%
help Strange	2 Less Likely	56%	38%	43%	52%	45%
	3 No Difference	44%	55%	49%	34%	46%
Total		100%	100%	100%	100%	100%

Region

		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
McConnell	1 More Likely	11%	3%	6%	13%	9%	10%
help Strange	2 Less Likely	41%	58%	52%	42%	42%	45%
	3 No Difference	48%	39%	41%	45%	49%	46%
Total		100%	100%	100%	100%	100%	100%

Gender

		1 Male	2 Female	Total
McConnell	1 More Likely	12%	7%	10%
help Strange	2 Less Likely	47%	43%	45%
	3 No Difference	41%	50%	46%
Total		100%	100%	100%

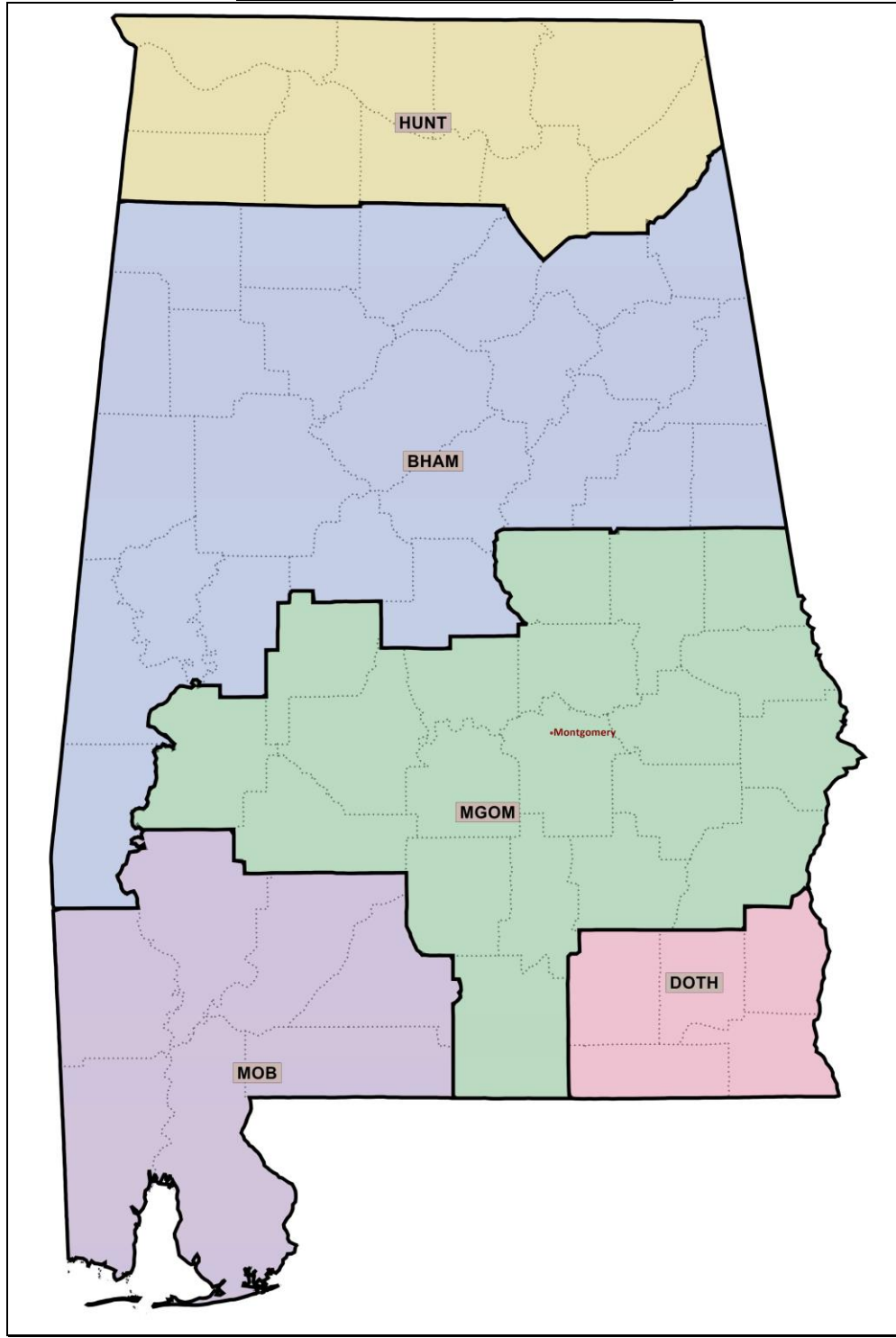
Age Range

		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
McConnell	1 More Likely	20%	6%	8%	11%	10%
help Strange	2 Less Likely	45%	55%	45%	39%	45%
	3 No Difference	35%	40%	47%	49%	46%
Total		100%	100%	100%	100%	100%

Evangelical?

		1 Yes	2 No	3 Undecided	Total
McConnell	1 More Likely	8%	13%	11%	10%
help Strange	2 Less Likely	46%	43%	41%	45%
	3 No Difference	46%	44%	48%	46%
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*