



Alabama Senate Poll Results

Jones 46%, Moore 42%, McBride 2% (9% undecided)

Jones 48%, Moore 44%, McBride 2% (6% undecided – leaners included)

Generic Democrat preferred 47-45% (8% 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 575 completed responses to 11 poll questions.

The survey was conducted November 9 and 11. The margin of error, with a 95% confidence interval, was 4.1%. 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: 42% from Birmingham, 5% from Dothan, 20% from Huntsville, 14% 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?

	CURRENT	PREVIOUS
Yes	73%	67%
No	12%	12%
Undecided	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
Approve	52%	51%
Disapprove	41%	41%
Undecided	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
Democrat	47%	45%
Republican	45%	49%
Undecided	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
Jones	46%	40%
Moore	42%	48%
McBride	2%	1%
Undecided	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)

Jones	48%
Moore	44%
McBride	2%
Undecided	6%

Question 6: How would you characterize the political views of Doug Jones?

Liberal	31%
Moderate	26%
Conservative	5%
Undecided	37%

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
Yes	47%	50%
No	43%	35%
Undecided	10%	14%

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

More Likely	29%
Less Likely	38%
No Difference	33%

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

	CURRENT	PREVIOUS
Yes	58%	53%
No	27%	32%
Undecided	15%	14%

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

	CURRENT	PREVIOUS
Female	56%	56%
Male	44%	44%

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

	CURRENT	PREVIOUS
18-34	3%	3%
35-54	19%	15%
55-64	25%	28%
65 or older	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 lost the once comfortable lead he had since the last poll, (2) the slim lead Republicans had in last poll's generic ballot test (which in itself should have been a source of concern for Republicans) has vanished, and was echoed nationally in the losses the GOP suffered in races across the country this past Tuesday, and (3) the sexual misconduct allegations have contributed to Moore's problems.

While Donald Trump carried Alabama by an overwhelming 62-34% margin last year, the softening of his approval ratings is also apparent in Alabama and was noted in the October poll (when it was 51-41%). Since then, his approval ratings have stabilized at 52-41%, with slight improvements coming both from blacks (his 80-5% disapproval in the last poll is now 80-10%) and women (his 45-45% approval in October is now 48-42%).

Since October, Roy Moore has lost his lead, and there are three reasons for this: (1) in October, he had a 54-38% lead among men and a 42-42% tie among women. This time, he is tied 47-47% among male voters, while women favor Jones 48-42% (**in other words, his support margin dropped 16 points among men and 6 points among women with leaners included**); (2) regardless of whether a respondent self-identifies as an evangelical Christian, his support has dropped across the board. His 63-26% support among evangelicals has dropped to 57-34%, among non-evangelicals, Jones' lead has expanded from 65-28% to 73-22%. More importantly, those who were undecided favored Jones 37-23% in October – this time, Jones' lead expanded to 53-33%; and (3) the political climate has become less favorable for Republicans even in Alabama. To illustrate, those who approve of President Trump support a Republican by a near unanimous 82-11%, but Moore is only favored 76-10%. Those who disapprove of President Trump's job performance favor a Democratic candidate 93-2% while favoring Doug Jones by an almost identical 93-3% (in other words, the Democratic base has coalesced behind Jones). **Where Republicans nationally and Roy Moore specifically need to be concerned is among those with no opinion of President Trump's performance: not only do they favor a Democrat 45-26%, but they favor Jones by a wider 43-19%, and 38% of this group are undecided – this 38% (combined with lessened support for Moore among Trump supporters) equals the support Moore needs to win the general election.**

The recent allegations of sexual misconduct against Moore have certainly not helped: 29% are more likely to support Moore over the allegations, 38% are less likely, and 33% said it makes no difference. It's when examining how these responses correlate to the ballot test that it's apparent how the partisan lines have hardened in this race. Those more likely to support Moore over the allegations favor him over Jones 84-13%. However, the numbers are just as polarized (81-9% for Jones) among those who say the incident makes them less likely to support Moore. It's the remaining 33% who say it makes no difference that Moore should be concerned about: this group favors Moore, but by 51-39%. In other words, he needs a larger margin of support from this "middle group" if he wants to become U.S. Senator. Especially since any efforts to define Jones have not succeeded thus far: only 31% of respondents think he's liberal, 26% think he's a moderate, 5% think he's a conservative, and 37% don't know.

In summary, Roy Moore has in the last month seen the race move against him. While the general election is still a month away, he needs to reassemble the Republican base and recognize that in the aftermath of the November 7 national elections, there is tangible evidence that Democrats are clearly more energized, and that benefits Jones.

CROSSTABS

Question 2 – Trump approval

		Race Name			
		Black	Other	White	Total
Trump	1 Approve	10%	40%	65%	52%
Approval	2 Disapprove	80%	60%	28%	41%
	3 Undecided	10%		7%	7%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Trump	1 Approve	59%	47%	49%	53%	52%
Approval	2 Disapprove	34%	49%	42%	39%	41%
	3 Undecided	6%	4%	9%	7%	7%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Trump	1 Approve	53%	55%	48%	57%	50%	52%
Approval	2 Disapprove	39%	32%	47%	36%	43%	41%
	3 Undecided	8%	13%	5%	7%	7%	7%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Trump	1 Approve	57%	48%	52%
Approval	2 Disapprove	39%	42%	41%
	3 Undecided	4%	10%	7%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Trump	1 Approve	63%	45%	45%	57%	52%
Approval	2 Disapprove	37%	49%	49%	34%	41%
	3 Undecided		7%	6%	9%	7%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Trump	1 Approve	63%	33%	47%	52%
Approval	2 Disapprove	29%	65%	41%	41%
	3 Undecided	8%	2%	13%	7%
Total		100%	100%	100%	100%

Question 3 – Generic partisan ballot test

		Race Name			Total
		Black	Other	White	
Generic	1 Democrat	87%	50%	35%	47%
Ballot	2 Republican	6%	40%	58%	45%
	3 Undecided	7%	10%	8%	8%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				Total
		1	2	3	4	
Generic	1 Democrat	34%	60%	51%	45%	47%
Ballot	2 Republican	50%	32%	43%	47%	45%
	3 Undecided	16%	9%	5%	8%	8%
Total		100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Generic	1 Democrat	45%	39%	52%	46%	48%	47%
Ballot	2 Republican	48%	45%	43%	49%	40%	45%
	3 Undecided	7%	16%	5%	5%	12%	8%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Generic	1 Democrat	47%	47%	47%
Ballot	2 Republican	48%	44%	45%
	3 Undecided	5%	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
Generic	1 Democrat	42%	53%	59%	39%	47%
Ballot	2 Republican	53%	38%	38%	51%	45%
	3 Undecided	5%	8%	3%	10%	8%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Generic	1 Democrat	34%	73%	52%	47%
Ballot	2 Republican	60%	24%	30%	45%
	3 Undecided	7%	3%	18%	8%
Total		100%	100%	100%	100%

Question 4 – US Senate (ballot test)

		Race Name			
		Black	Other	White	Total
US Senate	1 Jones	85%	50%	34%	46%
Ballot	2 Moore	7%	40%	53%	42%
	3 McBride	2%		2%	2%
	4 Undecided	7%	10%	10%	9%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
US Senate	1 Jones	47%	55%	52%	43%	46%
Ballot	2 Moore	44%	34%	35%	45%	42%
	3 McBride		2%	2%	2%	2%
	4 Undecided	9%	9%	11%	9%	9%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
US Senate	1 Jones	43%	45%	50%	49%	48%	46%
Ballot	2 Moore	47%	45%	40%	36%	38%	42%
	3 McBride	2%		1%	2%	3%	2%
	4 Undecided	8%	10%	9%	12%	12%	9%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
US Senate	1 Jones	46%	46%	46%
Ballot	2 Moore	45%	40%	42%
	3 McBride	3%	2%	2%
	4 Undecided	6%	12%	9%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
US Senate	1 Jones	53%	54%	56%	38%	46%
Ballot	2 Moore	47%	35%	36%	48%	42%
	3 McBride		4%	2%	2%	2%
	4 Undecided		7%	6%	12%	9%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
US Senate	1 Jones	34%	71%	52%	46%
Ballot	2 Moore	55%	22%	28%	42%
	3 McBride	3%	1%	1%	2%
	4 Undecided	9%	6%	18%	9%
Total		100%	100%	100%	100%

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

		Race Name			Total
		Black	Other	White	
US Senate	1 Jones	87%	50%	36%	48%
Ballot (with leaners)	2 Moore	8%	40%	55%	44%
	3 McBride	2%		3%	2%
	4 Undecided	3%	10%	6%	6%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
US Senate	1 Jones	50%	55%	53%	45%	48%
Ballot (with leaners)	2 Moore	44%	38%	38%	47%	44%
	3 McBride		2%	3%	2%	2%
	4 Undecided	6%	4%	6%	6%	6%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
US Senate	1 Jones	44%	45%	52%	49%	50%	48%
Ballot (with leaners)	2 Moore	48%	48%	43%	41%	38%	44%
	3 McBride	3%		1%	2%	3%	2%
	4 Undecided	5%	6%	4%	7%	9%	6%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
US Senate	1 Jones	47%	48%	48%
Ballot (with leaners)	2 Moore	47%	42%	44%
	3 McBride	3%	2%	2%
	4 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
US Senate	1 Jones	53%	56%	59%	39%	48%
Ballot (with leaners)	2 Moore	47%	36%	37%	50%	44%
	3 McBride		4%	2%	2%	2%
	4 Undecided		4%	2%	9%	6%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
US Senate	1 Jones	34%	73%	53%	48%
Ballot (with leaners)	2 Moore	57%	22%	33%	44%
	3 McBride	3%	1%	1%	2%
	4 Undecided	5%	3%	13%	6%
Total		100%	100%	100%	100%

Question 6 – Doug Jones ideology

		Race Name			
		Black	Other	White	Total
Doug Jones ideology	1 Liberal	17%	40%	36%	31%
	2 Moderate	23%	30%	27%	26%
	3 Conservative	10%		4%	5%
	4 Don't Know	50%	30%	33%	37%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				
		1	2	3	4	Total
Doug Jones ideology	1 Liberal	16%	21%	23%	37%	31%
	2 Moderate	22%	30%	36%	23%	26%
	3 Conservative	9%	2%	3%	6%	5%
	4 Don't Know	53%	47%	39%	34%	37%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Doug Jones ideology	1 Liberal	36%	29%	26%	33%	26%	31%
	2 Moderate	25%	19%	29%	23%	30%	26%
	3 Conservative	4%	16%	5%	5%	6%	5%
	4 Don't Know	34%	35%	40%	38%	38%	37%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Doug Jones ideology	1 Liberal	37%	27%	31%
	2 Moderate	29%	24%	26%
	3 Conservative	6%	5%	5%
	4 Don't Know	28%	44%	37%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Doug Jones ideology	1 Liberal	42%	30%	31%	32%	31%
	2 Moderate	32%	32%	27%	24%	26%
	3 Conservative	5%	4%	6%	6%	5%
	4 Don't Know	21%	35%	36%	39%	37%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Doug Jones ideology	1 Liberal	37%	25%	20%	31%
	2 Moderate	19%	49%	16%	26%
	3 Conservative	6%	3%	6%	5%
	4 Don't Know	38%	23%	58%	37%
Total		100%	100%	100%	100%

Question 7 – Roy Moore qualified?

		Race Name			Total
		Black	Other	White	
Roy Moore qualified?	1 Yes	17%	50%	56%	47%
	2 No	64%	40%	36%	43%
	3 Undecided	20%	10%	7%	10%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				Total
		1	2	3	4	
Roy Moore qualified?	1 Yes	47%	40%	41%	50%	47%
	2 No	44%	47%	50%	40%	43%
	3 Undecided	9%	13%	9%	10%	10%
Total		100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Roy Moore qualified?	1 Yes	52%	55%	43%	47%	38%	47%
	2 No	39%	35%	49%	43%	47%	43%
	3 Undecided	9%	10%	8%	10%	15%	10%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Roy Moore qualified?	1 Yes	49%	46%	47%
	2 No	46%	40%	43%
	3 Undecided	5%	15%	10%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Roy Moore qualified?	1 Yes	58%	38%	43%	51%	47%
	2 No	42%	52%	50%	36%	43%
	3 Undecided		9%	7%	13%	10%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Roy Moore qualified?	1 Yes	61%	24%	35%	47%
	2 No	29%	72%	43%	43%
	3 Undecided	10%	5%	22%	10%
Total		100%	100%	100%	100%

Question 8 – Roy Moore allegations

		Race Name			Total
		Black	Other	White	
Roy Moore allegations	1 More Likely	11%	40%	34%	29%
	2 Less Likely	59%	30%	32%	38%
	3 No Difference	30%	30%	34%	33%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)				Total
		1	2	3	4	
Roy Moore allegations	1 More Likely	25%	32%	28%	29%	29%
	2 Less Likely	28%	38%	43%	37%	38%
	3 No Difference	47%	30%	29%	34%	33%
Total		100%	100%	100%	100%	100%

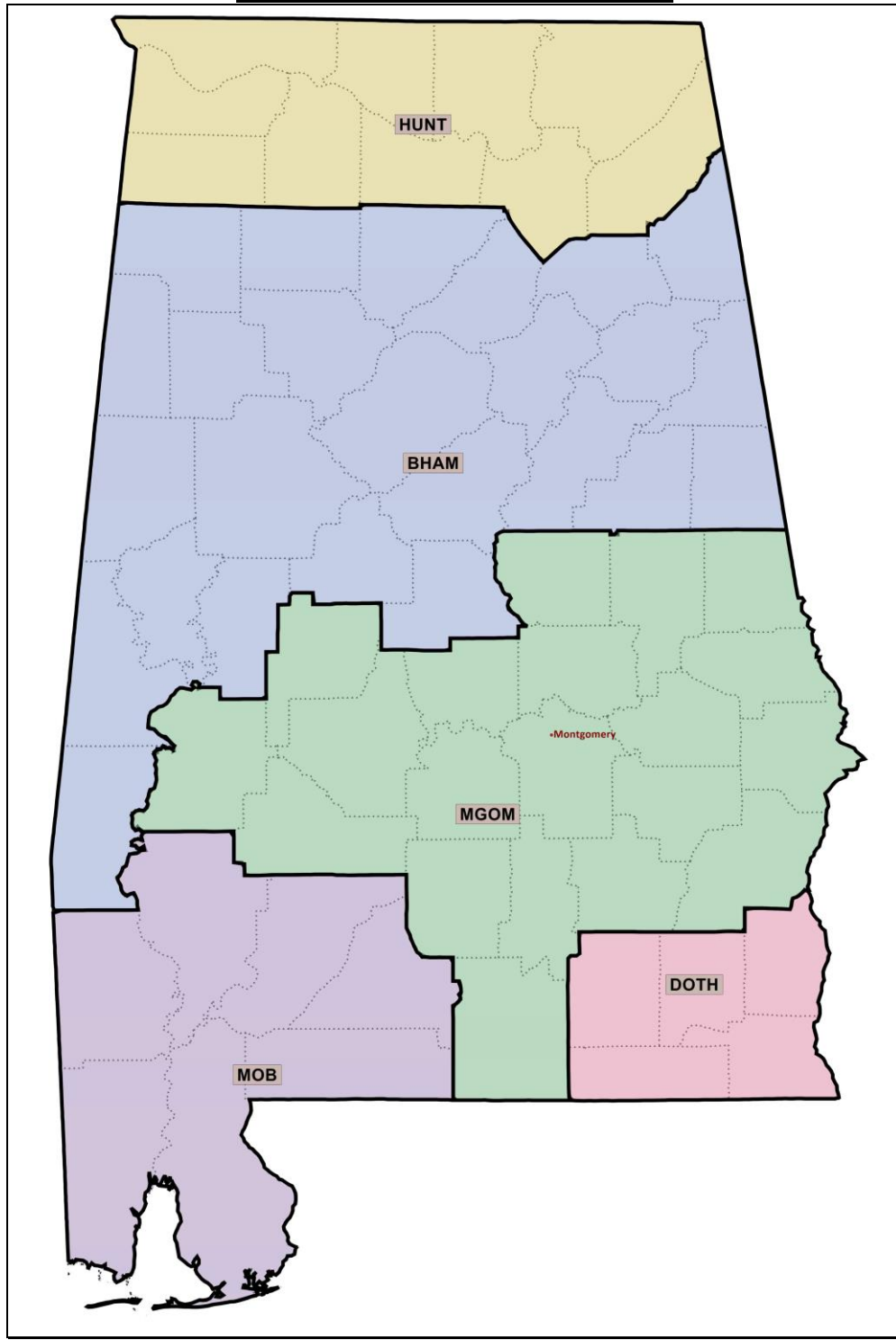
		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Roy Moore allegations	1 More Likely	32%	29%	24%	27%	28%	29%
	2 Less Likely	35%	42%	41%	40%	38%	38%
	3 No Difference	33%	29%	35%	33%	34%	33%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Roy Moore allegations	1 More Likely	28%	30%	29%
	2 Less Likely	39%	37%	38%
	3 No Difference	33%	34%	33%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Roy Moore allegations	1 More Likely	21%	26%	26%	32%	29%
	2 Less Likely	37%	42%	43%	34%	38%
	3 No Difference	42%	32%	31%	34%	33%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Roy Moore allegations	1 More Likely	37%	16%	18%	29%
	2 Less Likely	28%	54%	45%	38%
	3 No Difference	34%	29%	36%	33%
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