



Alabama Senate (Republican Runoff) Poll Results

Moore 47%, Strange 39% (13% undecided)

Moore 50%, Strange 42% (8% undecided – leaners included)

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 500 completed responses to eight poll questions.

The survey was conducted September 16-17. The margin of error, with a 95% confidence interval, was 4.4%. The demographic breakdown of the respondents was 94-4% white/black, while the geographic breakdown (as defined by Nielsen Designated Market Area, or DMA) of the respondents was as follows: 42% from Birmingham, 7% from Dothan, 22% from Huntsville, 15% from Mobile, and 14% 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?

	CURRENT	PREVIOUS
Yes	71%	70%
No	18%	17%
Undecided	11%	13%

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?

	CURRENT	PREVIOUS
Moore	47%	51%
Strange	39%	32%
Undecided	13%	17%

Question 3: (Only if undecided is selected for Question #2) Given that you are undecided, which candidate are you leaning towards supporting?

Moore	50%
Strange	42%
Undecided	8%

Question 4: Do you think that Senator Luther Strange is part of the Washington DC swamp that President Donald Trump has campaigned against?

Yes	36%
No	35%
Undecided	28%

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

Yes	52%
No	36%
Undecided	12%

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

	CURRENT	PREVIOUS
Yes	66%	68%
No	24%	22%
Undecided	11%	11%

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

	CURRENT	PREVIOUS
Female	52%	52%
Male	48%	48%

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

	CURRENT	PREVIOUS
18-34	3%	4%
35-54	17%	24%
55-64	28%	26%
65 or older	52%	46%

SUMMARY

JMC Analytics and Polling independently conducted this poll for the Alabama Senate Republican runoff. There are three main takeaways from this poll: (1) while the race has tightened since the August 15 primary, Roy Moore still has a respectable lead, (2) the evangelical support which has powered Moore's candidacy has largely remained with the former Chief Justice, and (3) despite recent controversial remarks Moore has made, an absolute majority of likely Alabama runoff voters believe he is qualified to serve as a United States senator.

On the ballot test, the race has tightened across the board, although Moore still leads by eight points, regardless of whether or not undecided "leaners" are included. **Evangelicals (despite some slippage) remain behind his candidacy by a 55-34% margin**, although non-evangelicals (who in the last poll were more evenly divided) support Strange 52-32%. Furthermore, the gender gap has widened a bit since the last poll from five to seven points (eight points if leaners are included), but this gap only marginally benefits Sen. Strange.

There also appears to be an urban/rural split forming: the Mobile and Birmingham media markets show a tighter race, while Moore has larger leads in the other media markets. Most importantly, **in the Huntsville media market (the electoral base of Congressman "Mo" Brooks, who just endorsed Moore), Moore has a wide 51-36% lead**. Those patterns of support largely remain even if undecided leaners are included; most importantly, with "leaners" included, Moore hits 50% support.

Negative messaging about both Moore and Senator Strange were also tested. Respondents were evenly divided on whether Senator Strange "was part of the Washington DC swamp", but a solid 52-36% majority thought that Moore was qualified to serve as US Senator, despite his recent controversial remarks.

There is a fairly strong correlation between the responses to these two messaging questions and candidate support: those who think Strange is "part of the swamp" support Moore 80-12%. Conversely, those who don't support

Strange 77-14%. The 28% who are undecided on this question support Moore 47-28%, and it is this group that enables Moore to maintain his lead in the race. On Moore's being qualified to be Senator, the correlation is even stronger: those who believe Moore is qualified support Moore 82-9%. Those who don't believe Moore is qualified support Strange 82-6%. Those undecided on this question support Strange 43-19%, but 38% are undecided – if Senator Strange wants to have a fighting chance, he needs to “run the tables” among those who are undecided on Moore's qualifications,.

In summary, while the race has tightened since the beginning of the runoff, former Chief Justice Roy Moore remains ahead thanks to his bedrock support among evangelicals.

CROSSTABS

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

		Race Name			Total
		Black	Other	White	
Runoff Ballot	1 Moore	37%	30%	48%	47%
Test	2 Strange	37%	50%	39%	39%
	3 Undecided	26%	20%	13%	13%
Total		100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Runoff Ballot	1 Moore	28%	46%	49%	49%	47%
Test	2 Strange	50%	39%	38%	40%	39%
	3 Undecided	22%	15%	13%	11%	13%
Total		100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Runoff Ballot	1 Moore	45%	46%	51%	45%	50%	47%
Test	2 Strange	45%	34%	36%	39%	32%	39%
	3 Undecided	10%	20%	13%	16%	18%	13%
Total		100%	100%	100%	100%	100%	100%
Moore (Primary)		40%	55%	32%	36%	44%	39%
Strange (Primary)		38%	24%	29%	32%	29%	33%
Brooks (Primary)		16%	14%	35%	13%	15%	20%
Others (Primary)		6%	7%	4%	19%	12%	8%

		Gender		Total
		1 Male	2 Female	
Runoff Ballot	1 Moore	50%	45%	47%
Test	2 Strange	38%	40%	39%
	3 Undecided	12%	15%	13%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Runoff Ballot	1 Moore	56%	56%	46%	45%	47%
Test	2 Strange	31%	32%	40%	42%	39%
	3 Undecided	13%	12%	14%	13%	13%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Runoff Ballot	1 Moore	55%	32%	33%	47%
Test	2 Strange	34%	52%	43%	39%
	3 Undecided	10%	16%	24%	13%
Total		100%	100%	100%	100%

Question 3 – US Senate Special Republican runoff (ballot test, leaners included)

		Race Name			Total
		Black	Other	White	
Runoff Ballot	1 Moore	37%	40%	51%	50%
Test (incl leaners)	2 Strange	42%	50%	42%	42%
	3 Undecided	21%	10%	7%	8%
Total		100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Runoff Ballot	1 Moore	28%	48%	52%	51%	50%
Test (incl leaners)	2 Strange	56%	43%	40%	43%	42%
	3 Undecided	17%	9%	8%	7%	8%
Total		100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Runoff Ballot	1 Moore	47%	51%	54%	48%	51%	50%
Test (incl	2 Strange	46%	37%	39%	45%	34%	42%
leaners)	3 Undecided	7%	11%	6%	6%	15%	8%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Runoff Ballot	1 Moore	52%	48%	50%
Test (incl	2 Strange	40%	44%	42%
leaners)	3 Undecided	8%	8%	8%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Runoff Ballot	1 Moore	69%	58%	48%	47%	50%
Test (incl	2 Strange	31%	33%	43%	45%	42%
leaners)	3 Undecided		8%	9%	8%	8%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Runoff Ballot	1 Moore	57%	34%	41%	50%
Test (incl	2 Strange	36%	56%	50%	42%
leaners)	3 Undecided	7%	10%	9%	8%
Total		100%	100%	100%	100%

Question 4 – Sen. Strange part of swamp

		Race Name			Total
		Black	Other	White	
Part of	1 Yes	26%	30%	37%	36%
swamp	2 No	42%	10%	36%	35%
	3 Undecided	32%	60%	27%	28%
Total		100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				
		1	2	3	4	Total
Part of swamp	1 Yes	50%	37%	34%	37%	36%
	2 No	33%	32%	39%	35%	35%
	3 Undecided	17%	31%	27%	28%	28%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Part of swamp	1 Yes	34%	31%	39%	35%	44%	36%
	2 No	40%	29%	30%	40%	26%	35%
	3 Undecided	26%	40%	31%	25%	29%	28%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Part of swamp	1 Yes	44%	30%	36%
	2 No	36%	35%	35%
	3 Undecided	21%	35%	28%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Part of swamp	1 Yes	63%	43%	36%	33%	36%
	2 No	25%	38%	33%	36%	35%
	3 Undecided	13%	19%	31%	31%	28%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Part of swamp	1 Yes	39%	36%	22%	36%
	2 No	32%	46%	35%	35%
	3 Undecided	30%	18%	43%	28%
Total		100%	100%	100%	100%

Question 5 – Moore qualified

		Race Name			Total
		Black	Other	White	
Moore qualified	1 Yes	42%	60%	53%	52%
	2 No	37%	30%	36%	36%
	3 Undecided	21%	10%	11%	12%
Total		100%	100%	100%	100%

		Voter Score (Out of last 4 primary elections)				Total
		1	2	3	4	
Moore qualified	1 Yes	28%	50%	57%	52%	52%
	2 No	50%	37%	32%	38%	36%
	3 Undecided	22%	13%	11%	10%	12%
Total		100%	100%	100%	100%	100%

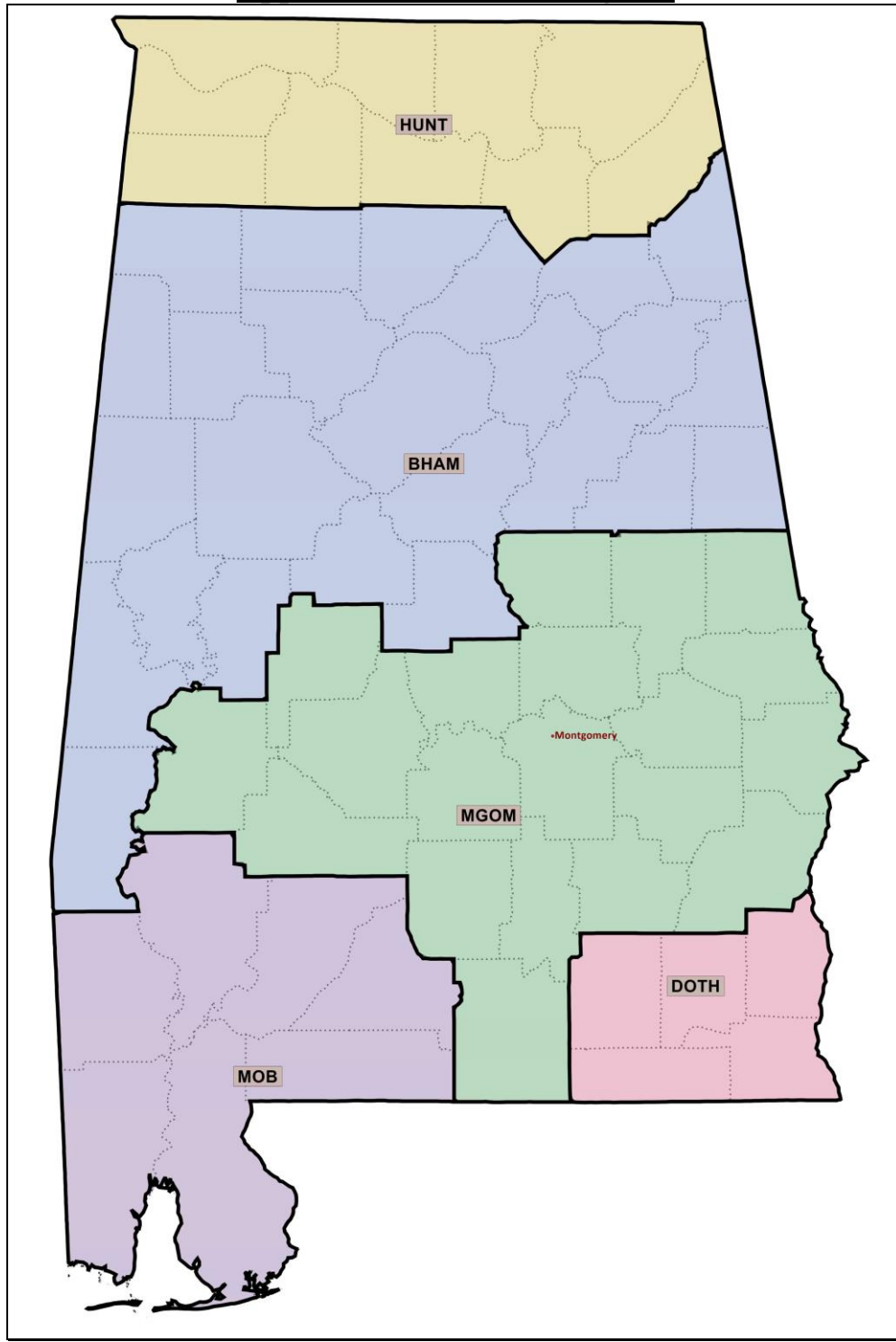
		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Moore qualified	1 Yes	52%	60%	52%	49%	53%	52%
	2 No	36%	29%	40%	44%	25%	36%
	3 Undecided	12%	11%	7%	6%	22%	12%
Total		100%	100%	100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Moore qualified	1 Yes	53%	52%	52%
	2 No	37%	35%	36%
	3 Undecided	10%	13%	12%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	
Moore qualified	1 Yes	69%	60%	51%	50%	52%
	2 No	25%	30%	35%	39%	36%
	3 Undecided	6%	11%	14%	11%	12%
Total		100%	100%	100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Moore qualified	1 Yes	60%	35%	46%	52%
	2 No	27%	60%	35%	36%
	3 Undecided	13%	5%	19%	12%
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