



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 | 1 Liberal | 17% | 40% | 36% | 31% |
| ideology | 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 | 1 Liberal | 16% | 21% | 23% | 37% | 31% |
| ideology | 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 | 1 Liberal | 36% | 29% | 26% | 33% | 26% | 31% |
| ideology | 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 | 1 Liberal | 37% | 27% | 31% |
| ideology | 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% |

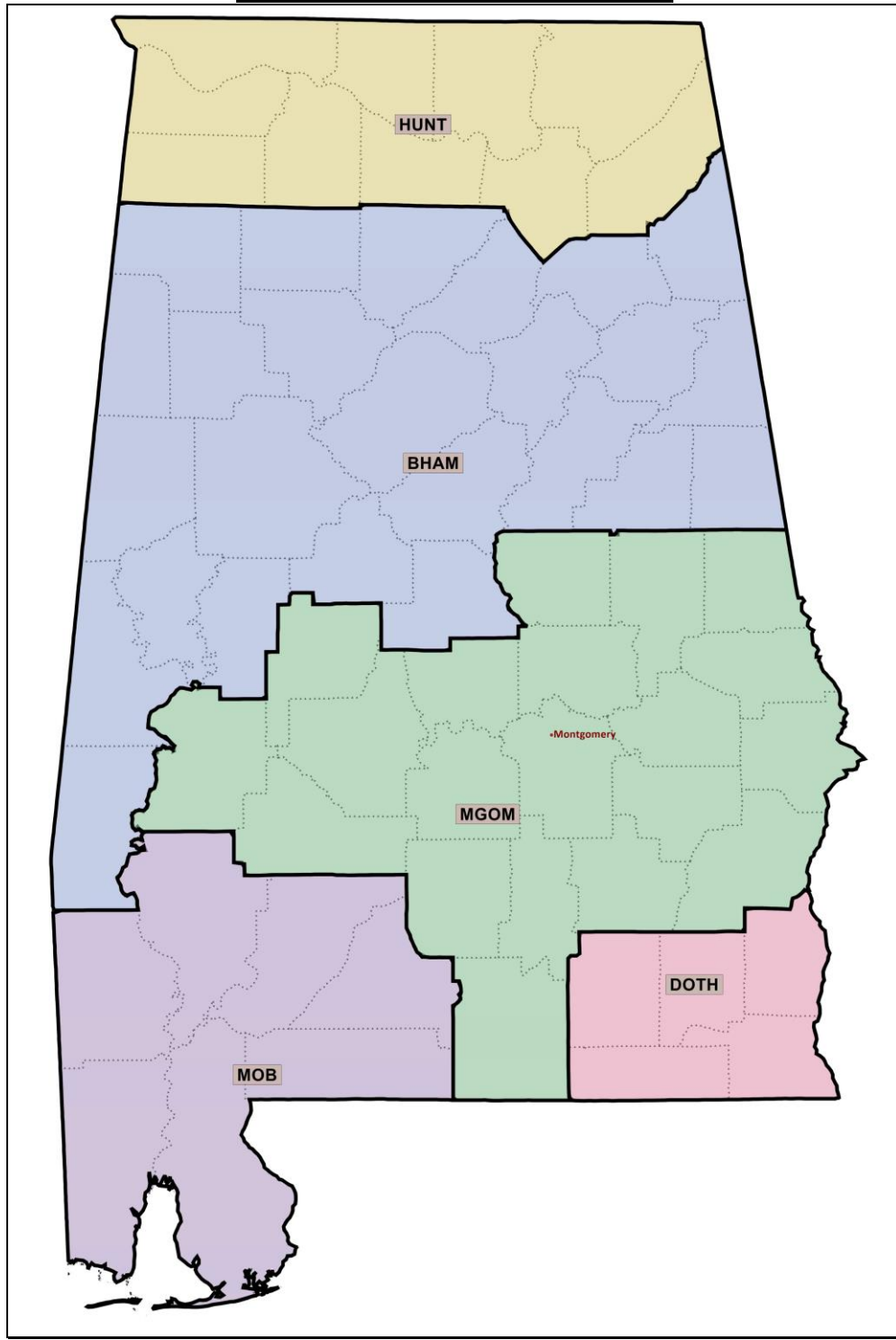
| | | Region | | | | | Total |
|--------------------------|-----------------|------------|--------|------------|--------|------------|-------|
| | | Birmingham | Dothan | Huntsville | Mobile | Montgomery | |
| Roy Moore allegations | 1 More Likely | 32% | 29% | 24% | 27% | 28% | 29% |
| | 2 Less Likely | 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