Alabama Senate (Republican Primary) Poll Results
Moore 30%, Strange 22%, Brooks 19%, Others 12% (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 500 completed responses to 11 poll questions.

The survey was conducted August 5- 6. The margin of error, with a 95% confidence interval, was 4.4%. The demographic breakdown of the respondents was 95-5% 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 primary on August 15?

Yes	**71%**
No	**15%**
Undecided	**14%**

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

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

Moore	**30%**
Strange	**22%**
Brooks	**19%**
Pittman	**6%**
Other candidate	**4%**
Brinson	**2%**
Undecided	**17%**

Question 3: (*Only if "undecided" is selected for the previous question*) Since you are undecided, which candidate are you leaning towards supporting?

Moore	**32%**
Strange	**24%**
Brooks	**20%**
Pittman	**8%**
Other candidate	**5%**
Brinson	**3%**
Undecided	**8%**

Question 4: Do you have a favorable or unfavorable opinion of Mo Brooks?
Favorable   **31%**
Unfavorable   **43%**
No Opinion   **21%**
Never Heard   **5%**

Question 5: Do you have a favorable or unfavorable opinion of Roy Moore?
Favorable   **53%**
Unfavorable   **34%**
No Opinion   **12%**
Never Heard   **1%**

Question 6: Do you have a favorable or unfavorable opinion of Luther Strange?
Favorable   **35%**
Unfavorable   **50%**
No Opinion   **13%**
Never Heard   **2%**

Question 7: What type of issues are most important to you?
Economic Issues   **56%**
Social Issues   **17%**
Immigration   **16%**
None of these   **11%**

Question 8: Would you describe yourself as an evangelical Christian?
Yes   **70%**
No   **20%**
Undecided   **10%**

Question 9: And how would you describe yourself ideologically?
Very conservative   **46%**
Somewhat conservative   **28%**
Moderate   **17%**
Liberal   **4%**
Don't know   **4%**

Question 10: To ensure that our survey responses are most accurate, are you male or female?
Female   **51%**
Male   **49%**

Question 11: And for demographic purposes, what is your age?
18-34   **3%**
35-54   **25%**
55-64   **25%**
65 or older   **47%**

SUMMARY

JMC Analytics and Polling conducted this poll for the Alabama Senate Republican primary. There are two main takeaways from this poll: (1) former Chief Justice Roy Moore leads the crowded Republican field, and (2) the battle for who makes the September 26 GOP runoff is a statistical tie between appointed incumbent Luther Strange and Congressman Mo Brooks.

In the ballot test, Roy Moore leads the field based on his strength in northern Alabama, while Luther Strange runs relatively strongly across most of the state. Mo Brooks has regional strength in the Huntsville media market, while garnering at least 10% in the other media markets. There is a substantial difference in support depending on whether the respondent self-identified as an evangelical Christian. Among that group, Moore has a 35-23% lead over Senator Strange (17% favor Brooks), while among non-evangelicals, Brooks leads 25-21% over Senator Strange (12% favor Moore). Even if undecided leaners are included, the basic contours of support for the three major candidates do not substantially change.

When testing each of the three major candidate's name recognition, all have very high (at least 95%) name recognition, and Roy Moore is the only candidate with more favorable than unfavorable name recognition (his is 53-34%) – only among those under 35 years old or non-evangelicals does he have more unfavorable name recognition. Mo Brooks has 43-31% unfavorable name recognition (mostly because he's "underwater" 23-47% in the Birmingham media market), while it is 50-35% unfavorable for Senator Strange (only among those 65 or older or those residing in the Mobile media market does he have more favorable name recognition) - what appears to drive Senator Strange's unpopularity is that voters see him as being tied to Senate Majority Leader Mitch McConnell.

Curiously, while 70% of respondents identify as evangelical Christian, only 17% say social issues are most important to them (56% choose economic issues, 16% choose immigration, while 11% chose "none of these"). Similarly, 46% said they were "very conservative", 28% "somewhat conservative", 17% moderate, 4% liberal, and 4% don't know.

In summary, former Chief Justice Roy Moore appears to be a cinch for the September 26 runoff, while the other runoff slot is a close race between appointed incumbent Luther Strange (who is being hurt by the perceived connection to Senate Majority Leader Mitch McConnell) and Congressman "Mo" Brooks.

CROSSTABS

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

		Race Name			
		Black	Other	White	Total
Ballot Test	1 Brinson	13%		2%	2%
	2 Brooks	9%	25%	19%	19%
	3 Moore	22%	50%	30%	30%
	4 Pittman	4%		6%	6%
	5 Strange	13%		23%	22%
	6 Other candidate	4%	25%	4%	4%
	7 Undecided	35%		16%	17%
Total		100%	100%	100%	100%

		Voter Score				
		1	2	3	4	Total
Ballot Test	1 Brinson		4%	2%	1%	2%
	2 Brooks	43%	23%	15%	18%	19%
	3 Moore	14%	23%	34%	31%	30%
	4 Pittman		1%	8%	9%	6%
	5 Strange		20%	24%	22%	22%
	6 Other candidate	14%	5%	4%	3%	4%
	7 Undecided	29%	24%	13%	17%	17%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Ballot Test	1 Brinson	2%		3%		4%	2%
	2 Brooks	13%	10%	31%	17%	19%	19%
	3 Moore	31%	57%	30%	19%	24%	30%
	4 Pittman	7%	3%	2%	13%	6%	6%
	5 Strange	24%	10%	15%	31%	24%	22%
	6 Other candidate	5%		5%	3%	1%	4%
	7 Undecided	18%	20%	14%	17%	21%	17%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot Test	1 Brinson	2%	2%	2%
	2 Brooks	21%	17%	19%
	3 Moore	36%	24%	30%
	4 Pittman	7%	6%	6%
	5 Strange	20%	24%	22%
	6 Other candidate	4%	4%	4%
	7 Undecided	11%	24%	17%
Total		100%	100%	100%

Ballot Test		Age range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Ballot Test	1 Brinson	7%	4%	2%	1%	2%
	2 Brooks	27%	23%	18%	16%	19%
	3 Moore	13%	35%	32%	26%	30%
	4 Pittman	13%	2%	6%	8%	6%
	5 Strange	27%	15%	20%	27%	22%
	6 Other candidate		6%	6%	2%	4%
	7 Undecided	13%	15%	16%	19%	17%
Total		100%	100%	100%	100%	100%

		Evangelical ?			
		1 Yes	2 No	3 Undecided	Total
Ballot Test	1 Brinson	2%	4%	2%	2%
	2 Brooks	17%	25%	18%	19%
	3 Moore	35%	12%	25%	30%
	4 Pittman	6%	7%	6%	6%
	5 Strange	23%	21%	16%	22%
	6 Other candidate	3%	7%	6%	4%
	7 Undecided	14%	25%	27%	17%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Dont know	Total
Ballot Test	1 Brinson	2%	3%	2%			2%
	2 Brooks	15%	21%	28%	16%	9%	19%
	3 Moore	40%	28%	9%	11%	27%	30%
	4 Pittman	5%	7%	8%	5%	5%	6%
	5 Strange	24%	25%	16%	16%	14%	22%
	6 Other candidate	1%	4%	9%	21%	5%	4%
	7 Undecided	13%	13%	28%	32%	41%	17%
Total		100%	100%	100%	100%	100%	100%

		Race Name			
		Black	Other	White	Total
Ballot Test (with Leaners)	1 Brinson	13%		2%	3%
	2 Brooks	17%	25%	20%	20%
	3 Moore	26%	50%	32%	32%
	4 Pittman	4%		8%	8%
	5 Strange	17%		25%	24%
	6 Other candidate	4%	25%	5%	5%
	7 Undecided	17%		8%	8%
Total		100%	100%	100%	100%

		Voter Score				
		1	2	3	4	Total
Ballot Test (with Leaners)	1 Brinson		4%	3%	1%	3%
	2 Brooks	43%	24%	16%	20%	20%
	3 Moore	14%	28%	35%	33%	32%
	4 Pittman		4%	9%	12%	8%
	5 Strange	14%	23%	26%	23%	24%
	6 Other candidate	14%	6%	4%	5%	5%
	7 Undecided	14%	12%	7%	6%	8%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Ballot Test (with Leaners)	1 Brinson	2%	3%	3%		4%	3%
	2 Brooks	15%	13%	31%	20%	19%	20%
	3 Moore	34%	63%	31%	20%	28%	32%
	4 Pittman	7%	3%	5%	16%	9%	8%
	5 Strange	27%	10%	18%	32%	24%	24%
	6 Other candidate	6%		6%	3%	4%	5%
	7 Undecided	9%	7%	6%	9%	10%	8%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot Test (with Leaners)	1 Brinson	2%	3%	3%
	2 Brooks	21%	19%	20%
	3 Moore	38%	27%	32%
	4 Pittman	8%	8%	8%
	5 Strange	21%	26%	24%
	6 Other candidate	5%	5%	5%
	7 Undecided	4%	12%	8%
Total		100%	100%	100%

		Age range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Ballot Test (with Leaners)	1 Brinson	7%	4%	2%	2%	3%
	2 Brooks	27%	26%	19%	17%	20%
	3 Moore	13%	37%	34%	30%	32%
	4 Pittman	20%	3%	7%	10%	8%
	5 Strange	27%	16%	20%	30%	24%
	6 Other candidate		8%	7%	3%	5%
	7 Undecided	7%	6%	11%	8%	8%
Total		100%	100%	100%	100%	100%

		Evangelical ?			
		1 Yes	2 No	3 Undecided	Total
Ballot Test (with Leaners)	1 Brinson	2%	5%	2%	3%
	2 Brooks	18%	28%	20%	20%
	3 Moore	38%	14%	29%	32%
	4 Pittman	7%	10%	10%	8%
	5 Strange	25%	25%	18%	24%
	6 Other candidate	4%	9%	6%	5%
	7 Undecided	7%	10%	16%	8%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Dont know	Total
Ballot Test (with Leaners)	1 Brinson	3%	3%	3%			3%
	2 Brooks	16%	22%	31%	21%	9%	20%
	3 Moore	43%	29%	11%	16%	32%	32%
	4 Pittman	6%	9%	11%	16%	9%	8%
	5 Strange	26%	26%	18%	16%	18%	24%
	6 Other candidate	2%	4%	13%	21%	5%	5%
	7 Undecided	5%	8%	11%	11%	27%	8%
Total		100%	100%	100%	100%	100%	100%

Question 4 – Brooks favorability

		Race Name			
		Black	Other	White	Total
Brooks favorability	1 Favorable	26%	50%	31%	31%
	2 Unfavorable	17%	25%	44%	43%
	3 No Opinion	43%	25%	20%	21%
	4 Never Heard	13%		4%	5%
Total		100%	100%	100%	100%

		Voter Score				
		1	2	3	4	Total
Brooks favorability	1 Favorable	43%	34%	30%	29%	31%
	2 Unfavorable	29%	39%	43%	48%	43%
	3 No Opinion	14%	23%	22%	18%	21%
	4 Never Heard	14%	4%	5%	5%	5%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Brooks favorability	1 Favorable	23%	27%	45%	35%	28%	31%
	2 Unfavorable	47%	50%	42%	37%	34%	43%
	3 No Opinion	24%	13%	13%	23%	30%	21%
	4 Never Heard	6%	10%		5%	7%	5%
Total		100%	100%	100%	100%	100%	100%

Brooks favorability		Gender		
		1 Male	2 Female	Total
Brooks favorability	1 Favorable	34%	28%	31%
	2 Unfavorable	46%	40%	43%
	3 No Opinion	17%	25%	21%
	4 Never Heard	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
Brooks favorability	1 Favorable	27%	40%	27%	29%	31%
	2 Unfavorable	53%	36%	47%	44%	43%
	3 No Opinion	13%	15%	24%	23%	21%
	4 Never Heard	7%	9%	2%	4%	5%
Total		100%	100%	100%	100%	100%

		Evangelical ?			
		1 Yes	2 No	3 Undecided	Total
Brooks favorability	1 Favorable	30%	33%	31%	31%
	2 Unfavorable	45%	42%	31%	43%
	3 No Opinion	20%	23%	25%	21%
	4 Never Heard	4%	3%	12%	5%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Dont know	Total
Brooks favorability	1 Favorable	29%	36%	34%	26%	14%	31%
	2 Unfavorable	47%	39%	39%	53%	36%	43%
	3 No Opinion	19%	24%	20%	21%	36%	21%
	4 Never Heard	6%	1%	7%		14%	5%
Total		100%	100%	100%	100%	100%	100%

Moore favorability		Race Name			
		Black	Other	White	Total
Moore favorability	1 Favorable	43%	50%	53%	53%
	2 Unfavorable	30%	50%	34%	34%
	3 No Opinion	22%		11%	12%
	4 Never Heard	4%		1%	1%
Total		100%	100%	100%	100%

Moore favorability		Voter Score				
		1	2	3	4	Total
Moore favorability	1 Favorable	29%	48%	55%	54%	53%
	2 Unfavorable	43%	38%	30%	35%	34%
	3 No Opinion	14%	11%	14%	10%	12%
	4 Never Heard	14%	3%	0%	1%	1%
Total		100%	100%	100%	100%	100%

Moore favorability		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Moore favorability	1 Favorable	51%	77%	55%	45%	51%	53%
	2 Unfavorable	36%	17%	31%	40%	37%	34%
	3 No Opinion	12%		14%	15%	10%	12%
	4 Never Heard	1%	7%	1%		1%	1%
Total		100%	100%	100%	100%	100%	100%

Moore favorability		Gender		
		1 Male	2 Female	Total
Moore favorability	1 Favorable	53%	52%	53%
	2 Unfavorable	38%	30%	34%
	3 No Opinion	7%	16%	12%
	4 Never Heard	1%	2%	1%
Total		100%	100%	100%

		Age range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Moore favorability	1 Favorable	27%	54%	64%	47%	53%
	2 Unfavorable	53%	36%	29%	35%	34%
	3 No Opinion	13%	8%	6%	17%	12%
	4 Never Heard	7%	2%	1%	1%	1%
Total		100%	100%	100%	100%	100%

		Evangelical ?			
		1 Yes	2 No	3 Undecided	Total
Moore favorability	1 Favorable	62%	26%	41%	53%
	2 Unfavorable	26%	63%	35%	34%
	3 No Opinion	12%	7%	22%	12%
	4 Never Heard	1%	4%	2%	1%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Dont know	Total
Moore favorability	1 Favorable	69%	48%	23%	21%	55%	53%
	2 Unfavorable	19%	38%	63%	74%	14%	34%
	3 No Opinion	11%	12%	11%	5%	27%	12%
	4 Never Heard	1%	1%	2%		5%	1%
Total		100%	100%	100%	100%	100%	100%

Question 6 – Strange favorability

		Race Name			
		Black	Other	White	Total
Strange favorability	1 Favorable	30%		36%	35%
	2 Unfavorable	48%	75%	50%	50%
	3 No Opinion	22%	25%	12%	13%
	4 Never Heard			2%	2%
Total		100%	100%	100%	100%

		Voter Score				
		1	2	3	4	Total
Strange favorability	1 Favorable		35%	38%	33%	35%
	2 Unfavorable	43%	53%	46%	54%	50%
	3 No Opinion	43%	10%	14%	12%	13%
	4 Never Heard	14%	2%	1%	1%	2%
Total		100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Strange favorability	1 Favorable	39%	30%	30%	45%	25%	35%
	2 Unfavorable	43%	57%	60%	43%	60%	50%
	3 No Opinion	17%	10%	10%	9%	10%	13%
	4 Never Heard	1%	3%		3%	4%	2%
Total		100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Strange favorability	1 Favorable	34%	36%	35%
	2 Unfavorable	56%	45%	50%
	3 No Opinion	9%	17%	13%
	4 Never Heard	1%	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
Strange favorability	1 Favorable	27%	25%	36%	41%	35%
	2 Unfavorable	67%	65%	53%	40%	50%
	3 No Opinion		8%	10%	18%	13%
	4 Never Heard	7%	2%	1%	2%	2%
Total		100%	100%	100%	100%	100%

		Evangelical ?			
		1 Yes	2 No	3 Undecided	Total
Strange favorability	1 Favorable	38%	34%	20%	35%
	2 Unfavorable	48%	54%	59%	50%
	3 No Opinion	13%	11%	18%	13%
	4 Never Heard	1%	1%	4%	2%
Total		100%	100%	100%	100%

| | Ideology | | | | | |
	1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Dont know	Total
Strange favorability 1 Favorable	40%	40%	21%	16%	23%	35%
2 Unfavorable	45%	47%	66%	79%	41%	50%
3 No Opinion	13%	12%	13%	5%	23%	13%
4 Never Heard	1%	1%	1%		14%	2%
Total	100%	100%	100%	100%	100%	100%

Question 7 – Important issue

| | Race Name | | | |
	Black	Other	White	Total
Important issue 1 Economic issues	57%	75%	56%	56%
2 Social issues	17%	25%	17%	17%
3 Immigration	13%		16%	16%
4 None of these	13%		11%	11%
Total	100%	100%	100%	100%

| | Voter Score | | | | |
	1	2	3	4	Total
Important issue 1 Economic issues	57%	51%	58%	58%	56%
2 Social issues	14%	18%	18%	14%	17%
3 Immigration	29%	16%	16%	15%	16%
4 None of these		15%	7%	14%	11%
Total	100%	100%	100%	100%	100%

| | Region | | | | | |
	Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Important issue 1 Economic issues	58%	60%	53%	51%	60%	56%
2 Social issues	17%	23%	16%	17%	13%	17%
3 Immigration	13%	13%	19%	17%	21%	16%
4 None of these	12%	3%	12%	15%	6%	11%
Total	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Important issue	1 Economic issues	55%	57%	56%
	2 Social issues	16%	17%	17%
	3 Immigration	17%	15%	16%
	4 None of these	11%	11%	11%
Total		100%	100%	100%

		Age range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or up	Total
Important issue	1 Economic issues	73%	49%	56%	58%	56%
	2 Social issues	13%	18%	19%	15%	17%
	3 Immigration	7%	17%	13%	18%	16%
	4 None of these	7%	16%	12%	9%	11%
Total		100%	100%	100%	100%	100%

		Evangelical ?			
		1 Yes	2 No	3 Undecided	Total
Important issue	1 Economic issues	54%	60%	61%	56%
	2 Social issues	20%	10%	12%	17%
	3 Immigration	18%	11%	16%	16%
	4 None of these	9%	19%	12%	11%
Total		100%	100%	100%	100%

		Ideology					
		1 Very conservative	2 Somewhat conservative	3 Moderate	4 Liberal	5 Dont know	Total
Important issue	1 Economic issues	47%	62%	66%	74%	59%	56%
	2 Social issues	25%	12%	7%	11%	9%	17%
	3 Immigration	21%	16%	9%	5%	5%	16%
	4 None of these	8%	10%	18%	11%	27%	11%
Total		100%	100%	100%	100%	100%	100%
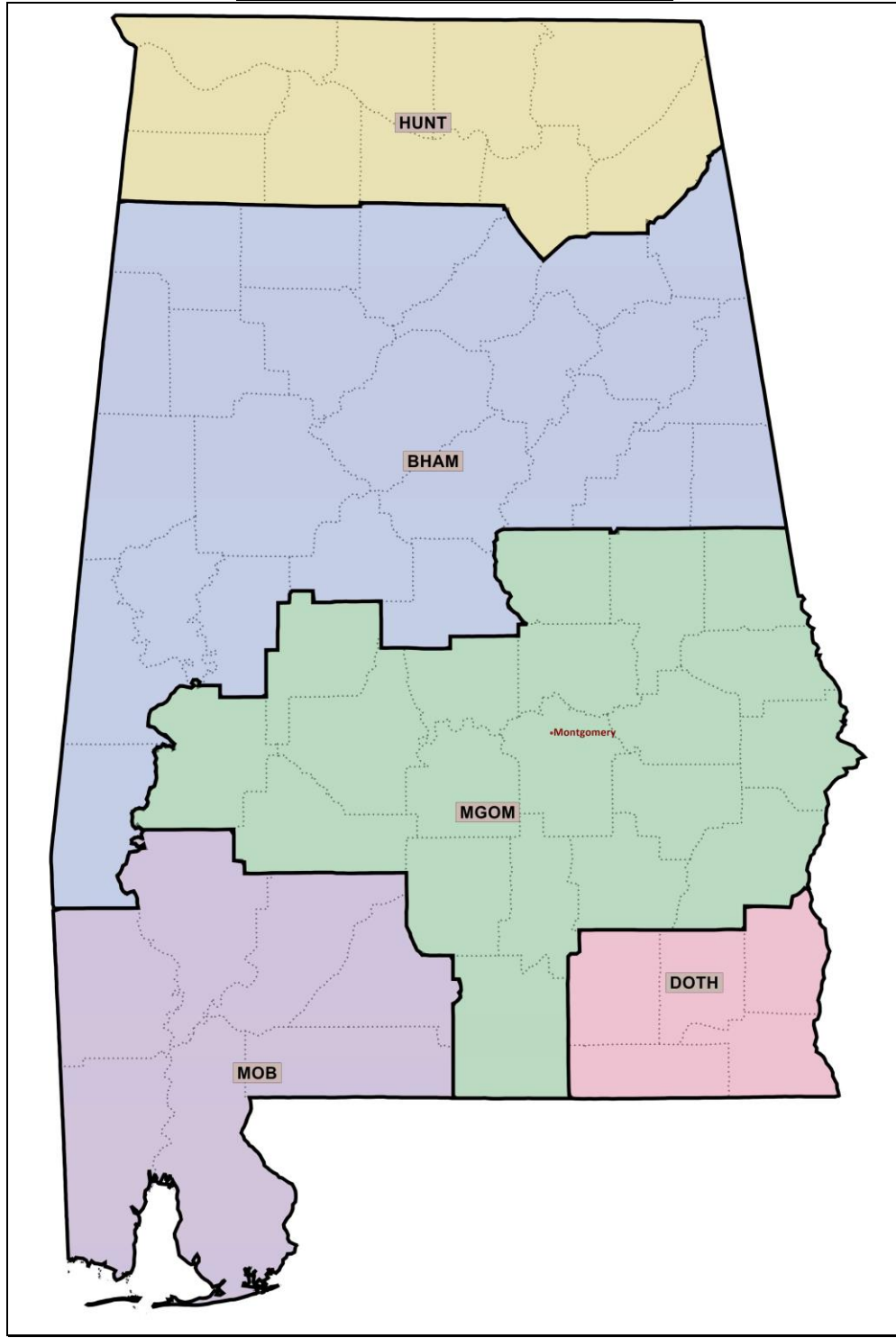
(BHAM=Birmingham, DOTH=Dothan, HUNT=Huntsville, MOB=Mobile, MGOM=Montgomery)

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