



Alabama Senate Poll Results

POLLING METHODOLOGY

For this poll, a sample of likely households was chosen from the population registered to vote in the state of Alabama for a “hybrid” automated (for landlines)/text (for cell phones) poll, where 51% of the phone numbers were cell phones and 49% of the phone numbers were landlines. There were 525 completed responses to 11 poll questions.

The survey was conducted December 16-18. The margin of error, with a 95% confidence interval, was 4.3%. The demographic breakdown of the respondents was 73-25% 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, 15% 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 believe that President Donald Trump deserves to be re-elected?

Yes	54%
No	42%
Undecided	3%

Question 2: Do you believe that Senator Doug Jones deserves to be re-elected?

Yes	34%
No	48%
Undecided	18%

Question 3: Do you support or oppose the impeachment of President Donald Trump ?

Support	39%
Oppose	54%
Undecided	7%

Question 4: If the election for US Senate were held today, which candidate would you support if Doug Jones were running against Jeff Sessions ? (Party affiliation of candidates mentioned)

Sessions (Rep)	46%
Jones (Dem)	41%
Undecided	13%

Question 5: If the election for US Senate were held today, which candidate would you support if Doug Jones were running against Tommy Tuberville? (Party affiliation of candidates mentioned)

Tuberville (Rep)	47%
Jones (Dem)	40%
Undecided	13%

Question 6: If the election for US Senate were held today, which candidate would you support if Doug Jones were running against Roy Moore? (Party affiliation of candidates mentioned)

Jones (Dem)	47%
Moore (Rep)	33%
Undecided	20%

Question 7: If the election for US Senate were held today, which candidate would you support if Doug Jones were running against Bradley Byrne? (Party affiliation of candidates mentioned)

Byrne (Rep)	44%
Jones (Dem)	40%
Undecided	16%

Question 8: If the election for US Senate were held today, which candidate would you support if Doug Jones were running against Arnold Mooney? (Party affiliation of candidates mentioned)

Jones (Dem)	40%
Mooney (Rep)	34%
Undecided	25%

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

Yes	56%
No	32%
Undecided	11%

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

Female	54%
Male	46%

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

18-34	14%
35-54	29%
55-64	21%
65 or older	37%

SUMMARY

JMC Analytics and Polling independently conducted this poll for the upcoming Alabama U.S. Senate election. There are two main takeaways from this poll: (1) While absolute majorities still support President Trump, his support has softened some relative to his 2016 numbers, and (2) Senator Doug Jones faces a challenging re-election.

While Donald Trump carried Alabama by an overwhelming 62-34% margin in 2016, his re-election numbers are noticeably less at 54-42% (opposition to impeachment is stronger: 54-39% against). For each of the two questions, his numbers are weakest in the urban counties of Jefferson, Madison, Mobile, and Montgomery, although curiously in this one region of the state, he “recaptures” some of those voters who oppose his re-election on the impeachment question. And while the gender gap is minimal, support/opposition is noticeably different depending on the age of the respondent: those 18-34 oppose his re-election 63-33%, while those 65 and older favor his re-election by an almost identical (in reverse) 63-34%.

Senator Doug Jones, whose 2017 election was due both to a weak general election opponent and robust black turnout, faces a challenging re-election. And while only 34% affirmatively want to re-elect him, against (with one major exception - Roy Moore) the major Republican candidates, he only polls about 40% on the ballot test. Against Roy Moore, he jumps into a 47-33% lead.

Patterns of support are fairly similar to the 2017 numbers. In the urban counties of Jefferson, Madison, Mobile, and Montgomery, Jones ran up a 64-35% margin against Roy Moore; now, he only polls between 51-53% against any Republican other than Roy Moore (against Moore, Jones runs up a 61-23% lead). In the suburban counties (Autauga, Baldwin, Blount, Elmore, St Clair, and Shelby), Moore led 62-35% in the 2017 special election. Senator Jones is only polling between 28-33%; against Roy Moore, he narrowly trails 38-43%. The remaining 57 counties voted 55-43% for Roy Moore in the 2017 special election; the party lines are noticeably stronger in these counties, as Senator Jones only polls between 34-37%; against Roy Moore, Senator Jones has a small 39-37% lead.

In summary, Senator Doug Jones faces a challenging re-election, and this race will certainly get national attention, as it is one of a handful of seats that will determine control of the U.S. Senate in 2020.

CROSSTABS

Question 1 – Trump re-elect

		Race Name			
		Black	Other	White	Total
Trump re-elect	1 Yes	9%	33%	70%	54%
	2 No	83%	58%	28%	42%
	3 Undecided	8%	8%	2%	3%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					
		0	1	2	3	4	Total
Trump re-elect	1 Yes	36%	55%	50%	52%	58%	54%
	2 No	57%	42%	48%	46%	38%	42%
	3 Undecided	7%	3%	2%	2%	5%	3%
Total		100%	100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Trump re-elect	1 Yes	55%	56%	58%	55%	47%	54%
	2 No	41%	37%	39%	44%	50%	42%
	3 Undecided	4%	7%	3%	1%	3%	3%
Total		100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Trump re-elect	1 Yes	56%	52%	54%
	2 No	40%	45%	42%
	3 Undecided	4%	3%	3%
Total		100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Trump re-elect	1 Yes	71%	29%	43%	54%
	2 No	26%	68%	52%	42%
	3 Undecided	3%	3%	5%	3%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Trump re-elect	1 Yes	56%	53%	54%
	2 No	42%	43%	42%
	3 Undecided	2%	5%	3%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
Trump re-elect	1 Yes	33%	51%	57%	63%	54%
	2 No	63%	46%	39%	34%	42%
	3 Undecided	4%	3%	4%	4%	3%
Total		100%	100%	100%	100%	100%

Question 2 – Jones re-elect

		Race Name			Total
		Black	Other	White	
Jones re-elect	1 Yes	60%	58%	24%	34%
	2 No	21%	17%	58%	48%
	3 Undecided	20%	25%	17%	18%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					Total
		0	1	2	3	4	
Jones re-elect	1 Yes	21%	36%	33%	31%	36%	34%
	2 No	50%	42%	40%	53%	51%	48%
	3 Undecided	29%	22%	27%	16%	13%	18%
Total		100%	100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Jones re-elect	1 Yes	34%	26%	34%	35%	35%	34%
	2 No	51%	37%	51%	46%	42%	48%
	3 Undecided	15%	37%	15%	19%	23%	18%
Total		100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Jones re-elect	1 Yes	34%	34%	34%
	2 No	50%	46%	48%
	3 Undecided	17%	19%	18%
Total		100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Jones re-elect	1 Yes	23%	53%	35%	34%
	2 No	61%	31%	30%	48%
	3 Undecided	16%	16%	35%	18%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Jones re-elect	1 Yes	36%	32%	34%
	2 No	48%	48%	48%
	3 Undecided	16%	20%	18%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
Jones re-elect	1 Yes	49%	30%	35%	31%	34%
	2 No	32%	46%	51%	54%	48%
	3 Undecided	19%	24%	15%	15%	18%
Total		100%	100%	100%	100%	100%

Question 3 – Impeachment

		Race Name			Total
		Black	Other	White	
Impeachment	1 Support	73%	67%	26%	39%
	2 Oppose	12%	33%	69%	54%
	3 Undecided	15%		5%	7%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					
		0	1	2	3	4	Total
Impeachment	1 Support	43%	37%	44%	40%	36%	39%
	2 Oppose	50%	55%	52%	52%	55%	54%
	3 Undecided	7%	7%	4%	8%	8%	7%
Total		100%	100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Impeachment	1 Support	39%	26%	39%	41%	41%	39%
	2 Oppose	52%	59%	56%	54%	54%	54%
	3 Undecided	9%	15%	6%	5%	4%	7%
Total		100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Impeachment	1 Support	39%	39%	39%
	2 Oppose	54%	54%	54%
	3 Undecided	7%	7%	7%
Total		100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Impeachment	1 Support	25%	59%	48%	39%
	2 Oppose	69%	34%	37%	54%
	3 Undecided	6%	6%	15%	7%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Impeachment	1 Support	37%	41%	39%
	2 Oppose	55%	53%	54%
	3 Undecided	8%	6%	7%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
Impeachment	1 Support	51%	41%	32%	37%	39%
	2 Oppose	37%	53%	58%	58%	54%
	3 Undecided	12%	6%	10%	5%	7%
Total		100%	100%	100%	100%	100%

Question 4 – US Senate (ballot test – Jones/Sessions)

		Race Name			Total
		Black	Other	White	
Ballot (Jones/Sessions)	1 Jones	82%	58%	27%	41%
	2 Sessions	6%	33%	60%	46%
	3 Undecided	12%	8%	13%	13%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					Total
		0	1	2	3	4	
Ballot (Jones/ Sessions)	1 Jones	29%	45%	42%	42%	40%	41%
	2 Sessions	36%	40%	41%	45%	51%	46%
	3 Undecided	36%	15%	17%	12%	10%	13%
Total		100%	100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Ballot (Jones/Sessions)	1 Jones	40%	37%	38%	44%	48%	41%
	2 Sessions	46%	48%	48%	48%	40%	46%
	3 Undecided	14%	15%	14%	9%	12%	13%
Total		100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Ballot (Jones/Sessions)	1 Jones	40%	42%	41%
	2 Sessions	48%	44%	46%
	3 Undecided	12%	14%	13%
Total		100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Ballot	1 Jones	27%	65%	42%	41%
(Jones/Sessions)	2 Sessions	60%	27%	32%	46%
	3 Undecided	13%	8%	27%	13%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot	1 Jones	42%	41%	41%
(Jones/Sessions)	2 Sessions	48%	44%	46%
	3 Undecided	10%	15%	13%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Ballot	1 Jones	59%	40%	40%	36%	41%
(Jones/Sessions)	2 Sessions	23%	45%	49%	54%	46%
	3 Undecided	18%	15%	11%	10%	13%
Total		100%	100%	100%	100%	100%

Question 5 – US Senate (ballot test – Jones/Tuberville)

		Race Name			
		Black	Other	White	Total
Ballot	1 Jones	82%	58%	25%	40%
(Jones/Tuberville)	2 Tuberville	5%	17%	62%	47%
	3 Undecided	13%	25%	13%	13%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					
		0	1	2	3	4	Total
Ballot	1 Jones	29%	40%	40%	42%	40%	40%
(Jones/ Tuberville)	2 Tuberville	21%	48%	45%	44%	50%	47%
	3 Undecided	50%	12%	15%	14%	10%	13%
Total		100%	100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Ballot	1 Jones	38%	37%	38%	44%	47%	40%
(Jones/Tuberville)	2 Tuberville	50%	33%	52%	45%	39%	47%
	3 Undecided	13%	30%	10%	11%	14%	13%
Total		100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Ballot	1 Jones	42%	39%	40%
(Jones/Tuberville)	2 Tuberville	46%	48%	47%
	3 Undecided	12%	14%	13%
Total		100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Ballot	1 Jones	27%	63%	42%	40%
(Jones/Tuberville)	2 Tuberville	62%	26%	30%	47%
	3 Undecided	12%	11%	28%	13%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot	1 Jones	39%	41%	40%
(Jones/Tuberville)	2 Tuberville	51%	43%	47%
	3 Undecided	10%	16%	13%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
Ballot	1 Jones	49%	41%	40%	36%	40%
(Jones/Tuberville)	2 Tuberville	29%	47%	51%	51%	47%
	3 Undecided	22%	12%	9%	13%	13%
Total		100%	100%	100%	100%	100%

Question 6 – US Senate (ballot test – Jones/Moore)

		Race Name			
		Black	Other	White	Total
Ballot	1 Jones	81%	67%	34%	47%
(Jones/Moore)	2 Moore	11%	25%	41%	33%
	3 Undecided	8%	8%	25%	20%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					
		0	1	2	3	4	Total
Ballot	1 Jones	57%	48%	45%	48%	46%	47%
(Jones/Moore)	2 Moore	21%	31%	37%	32%	33%	33%
	3 Undecided	21%	21%	18%	20%	21%	20%
Total		100%	100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Ballot	1 Jones	46%	41%	41%	49%	55%	47%
(Jones/Moore)	2 Moore	36%	30%	34%	35%	24%	33%
	3 Undecided	18%	30%	25%	16%	21%	20%
Total		100%	100%	100%	100%	100%	100%

		Cell Phone		
		Landline	Cell	Total
Ballot	1 Jones	48%	45%	47%
(Jones/Moore)	2 Moore	31%	34%	33%
	3 Undecided	21%	20%	20%
Total		100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Ballot	1 Jones	33%	71%	45%	47%
(Jones/Moore)	2 Moore	44%	18%	22%	33%
	3 Undecided	23%	11%	33%	20%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot	1 Jones	47%	47%	47%
(Jones/Moore)	2 Moore	35%	31%	33%
	3 Undecided	18%	22%	20%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
Ballot	1 Jones	64%	43%	45%	44%	47%
(Jones/Moore)	2 Moore	19%	35%	38%	34%	33%
	3 Undecided	16%	23%	17%	22%	20%
Total		100%	100%	100%	100%	100%

Question 7 – US Senate (ballot test – Jones/Byrne)

		Race Name			Total
		Black	Other	White	
Ballot	1 Jones	80%	67%	25%	40%
(Jones/Byrne)	2 Byrne	8%	25%	57%	44%
	3 Undecided	12%	8%	18%	16%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					Total
		0	1	2	3	4	
Ballot	1 Jones	29%	42%	39%	39%	40%	40%
(Jones/Byrne)	2 Byrne	36%	46%	41%	41%	47%	44%
	3 Undecided	36%	12%	20%	20%	13%	16%
Total		100%	100%	100%	100%	100%	100%

		Region					Total
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	
Ballot	1 Jones	39%	37%	36%	43%	45%	40%
(Jones/Byrne)	2 Byrne	47%	41%	45%	48%	34%	44%
	3 Undecided	14%	22%	19%	10%	22%	16%
Total		100%	100%	100%	100%	100%	100%

		Cell Phone		Total
		Landline	Cell	
Ballot	1 Jones	42%	37%	40%
(Jones/Byrne)	2 Byrne	43%	45%	44%
	3 Undecided	15%	17%	16%
Total		100%	100%	100%

		Evangelical?			Total
		1 Yes	2 No	3 Undecided	
Ballot	1 Jones	26%	61%	45%	40%
(Jones/Byrne)	2 Byrne	59%	25%	28%	44%
	3 Undecided	15%	14%	27%	16%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Ballot	1 Jones	39%	40%	40%
(Jones/Byrne)	2 Byrne	47%	42%	44%
	3 Undecided	14%	18%	16%
Total		100%	100%	100%

		Age Range				Total
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	
Ballot	1 Jones	53%	38%	40%	35%	40%
(Jones/Byrne)	2 Byrne	32%	41%	46%	51%	44%
	3 Undecided	15%	21%	14%	14%	16%
Total		100%	100%	100%	100%	100%

Question 8 – US Senate (ballot test – Jones/Mooney)

		Race Name			Total
		Black	Other	White	
Ballot	1 Jones	79%	67%	26%	40%
(Jones/Mooney)	2 Mooney	8%	8%	44%	34%
	3 Undecided	13%	25%	30%	25%
Total		100%	100%	100%	100%

		Voter Score (Last four general elections)					
		0	1	2	3	4	Total
Ballot	1 Jones	36%	42%	41%	42%	39%	40%
(Jones/ Mooney)	2 Mooney	21%	36%	33%	35%	35%	34%
	3 Undecided	43%	22%	26%	23%	26%	25%
Total		100%	100%	100%	100%	100%	100%

		Region					
		Birmingham	Dothan	Huntsville	Mobile	Montgomery	Total
Ballot	1 Jones	40%	41%	36%	43%	45%	40%
(Jones/Mooney)	2 Mooney	39%	30%	34%	33%	27%	34%
	3 Undecided	21%	30%	30%	25%	28%	25%
Total		100%	100%	100%	100%	100%	100%

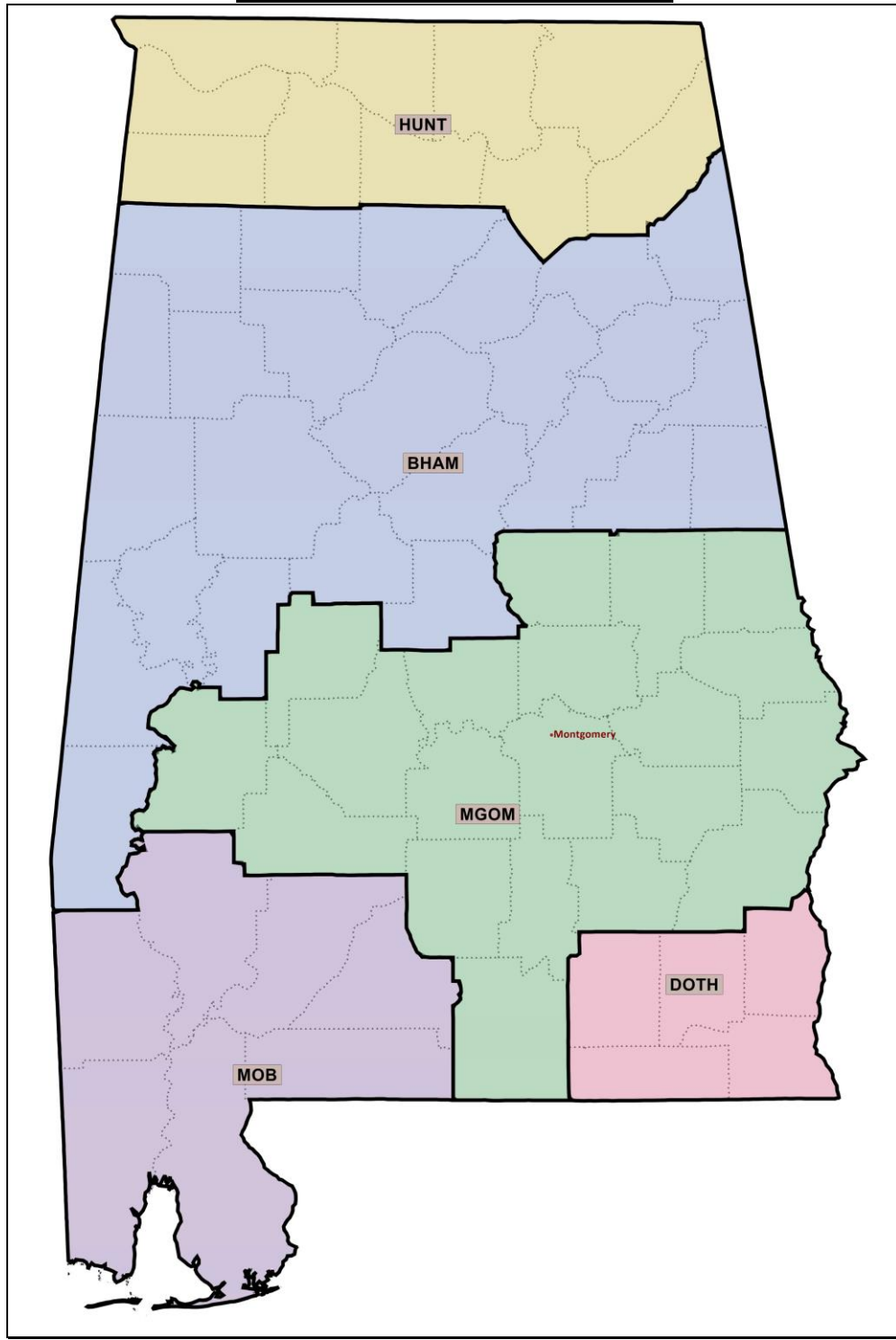
		Cell Phone		
		Landline	Cell	Total
Ballot	1 Jones	42%	39%	40%
(Jones/Mooney)	2 Mooney	31%	37%	34%
	3 Undecided	27%	24%	25%
Total		100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Ballot	1 Jones	27%	62%	45%	40%
(Jones/Mooney)	2 Mooney	48%	15%	22%	34%
	3 Undecided	25%	22%	33%	25%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot	1 Jones	39%	41%	40%
(Jones/Mooney)	2 Mooney	39%	30%	34%
	3 Undecided	21%	29%	25%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Ballot	1 Jones	53%	40%	41%	35%	40%
(Jones/Mooney)	2 Mooney	26%	36%	37%	34%	34%
	3 Undecided	21%	24%	22%	30%	25%
Total		100%	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