

**Alabama Senate Poll  
11/10/17**

Sponsor(s)	Decision Desk HQ served as the sponsoring organization. Opinion Savvy, LLC conducted the survey on behalf of the sponsor.
Target Population	Likely voters; Alabama; 2017 Senate special election
Sampling Frame & Methodology	<p>Frame: The sample frame includes registered voters with either a landline telephone or internet-enabled mobile smartphone. Registered voters without access to either a landline telephone or an internet-enabled smartphone are excluded from the frame.</p> <p>Methodology Blended sample; mixed mode</p> <p>Contacted voters of both modes were selected randomly from a list of registered Alabama voters purchased by Opinion Savvy from Aristotle, Inc. Only voters determined likely to vote in the 2017 Senate special election were selected to participate in the survey, based on past election participation. Voters without a valid landline telephone number were selected for the mobile sample.</p> <p>Landline: selected voters were contacted on November 9th 2017 using an automated interactive voice response system. The survey was presented in English.</p> <p>Mobile: selected voters not available by landline telephone were contacted on November 9th 2018 on their mobile devices. Using voter data, selected voters were first matched to online and mobile application profiles electronically, using IP verification to ensure accurate selection and to prevent duplicate results. Selected voters were shown a brief message, push notification, or mobile advertisement requesting their participation in the survey. Respondents were offered a small, non-monetary prize for survey participation. Respondents answered a web-based survey instrument identical to that of landline respondents in written form. The survey was presented in English.</p>

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Weighting

The blended sample was weighted for age, race, gender, party affiliation, and media market using propensity scores. Weighting benchmarks were determined using 2014 and 2016 primary and general election results with voter turnout figures provided by the Alabama Secretary of State.

Total Number of Respondents

515

Margin of Error\*

± 4.3% (95% confidence; not adjusted for weighting)

\*The reported margin of sampling error is calculated using multiple assumptions that modern surveys rarely fit. The estimate assumes that, insofar as probability-based sampling is possible under real-world conditions, this model conforms to these parameters. Disregarding response rates, each individual within the studied population is equally likely to be selected for survey participation.

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1. How likely are you to vote in the December 12 election to determine the next US Senator for Alabama?
  - a. I will definitely vote.
  - b. I am considering voting.
  - c. I am unsure, or I do not plan on voting. [TERMINATE]

**Likely**

	Frequency	Percent
Definitely	479	93.1
Considering	35	6.9
Total	515	100.0

2. If the election to determine the next US Senator for Alabama were held today and your choices were: Democratic nominee and former United States attorney Doug Jones; and Republican nominee and former Alabama Supreme Court justice Roy Moore, for whom would you vote?
  - a. Democratic nominee Doug Jones
  - b. Republican nominee Roy Moore
  - c. Another candidate
  - d. I am undecided

**Horseshoe 1**

	Frequency	Percent
Jones	237	46.0
Moore	239	46.4
Other	20	3.8
Undecided	19	3.7
Total	515	100.0

3. Have you read, seen, or heard any news stories in the past 24 hours regarding Senate candidate Roy Moore, which allege that Moore engaged in a sexual encounter with a 14-year-old girl in 1979, when he was 32 years old?
  - a. Yes
  - b. No
  - c. I am unsure

**Moore 1**

	Frequency	Percent
Yes	423	82.2
No	48	9.4
Unsure	43	8.4
Total	515	100.0

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4. [IF Q3 =A] Given the current allegations made against Senate candidate Roy Moore, do you believe that he should withdraw himself as a candidate in the Senate election?
- Yes
  - No
  - I am unsure

**Moore 2**

	Frequency	Percent
Yes	148	<b>34.9</b>
No	229	<b>54.0</b>
Unsure	47	<b>11.1</b>
Total	423	<b>100.0</b>

\*MOE = ± 4.7%

5. If the election to determine the next US Senator for Alabama were held today and your choices were: Democratic nominee and former United States attorney Doug Jones; Republican nominee and former Alabama Supreme Court justice Roy Moore; and current US Senator for Alabama Luther Strange as a write-in candidate, for whom would you vote?
- Democratic nominee Doug Jones
  - Republican nominee Roy Moore
  - Write-in candidate Senator Luther Strange
  - Another candidate
  - I am undecided

**Horserace 2**

	Frequency	Percent
Jones	224	<b>43.6</b>
Moore	212	<b>41.3</b>
Strange	63	<b>12.3</b>
Other	7	<b>1.4</b>
Undecided	8	<b>1.5</b>
Total	515	<b>100.0</b>

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6. Would you describe yourself as an evangelical Christian?
- Yes
  - No
  - I am unsure.

**Evangelical**

	Frequency	Percent
Yes	288	56.6
No	172	33.7
Unsure	49	9.7
Total	510	100.0

7. What is your age?
- 18-29
  - 30-44
  - 45-64
  - 65+

**Age**

	Frequency	Percent
18-29	31	6.0
30-44	88	17.0
45-64	232	45.0
65+	165	32.0
Total	515	100.0

8. What is your race or ethnicity?
- White
  - African-American
  - Other

**Race**

	Frequency	Percent
White	389	75.5
African - American	116	22.5
Other	10	2.0
Total	515	100.0

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9. What is your gender?  
 a. Male  
 b. Female

**Gender**

	Frequency	Percent
Male	237	46.0
Female	278	54.0
Total	515	100.0

10. What is your party affiliation?  
 a. Democrat  
 b. Republican  
 c. Independent or another party

**Party**

	Frequency	Percent
Democrat	149	29.0
Republican	299	58.0
Independent / other	67	13.0
Total	515	100.0

11. What is your highest level of education?  
 a. Less than high school  
 b. High school diploma  
 c. Associates degree or trade school  
 d. College degree or higher

**Education**

	Frequency	Percent
< HS	9	1.8
HS diploma	123	25.0
Asoc. or trade	93	19.0
College+	266	54.2
Total	490	100.0

\*MOE = ±4.4%

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12. Media market
- a. Huntsville
  - b. Birmingham (incl. Columbus, MS and Atlanta)
  - c. Montgomery (incl Meridian)
  - d. Columbus, GA
  - e. Dothan
  - f. Mobile

**Media Market**

	Frequency	Percent
Huntsville	103	20.0
Birmingham	211	41.0
Montgomery	72	14.0
Columbus	26	5.0
Dothan	26	5.0
Mobile	77	15.0
<b>Total</b>	<b>515</b>	<b>100.0</b>

13. Collection mode
- a. Landline
  - b. Mobile

**Mode**

	Frequency	Percent
Landline	390	75.7
Mobile	125	24.3
<b>Total</b>	<b>515</b>	<b>100.0</b>