

Alabama Senate Runoff Poll
8/23/17

Sponsor(s)	Decision Desk HQ
Target Population	Likely voters; Alabama; Senate special election; Republican primary runoff
Sampling Method	Blended sample; mixed mode Contacted voters of both modes were pre-screened for vote likelihood from a list of registered Alabama voters. Only voters likely to vote in the Senate primary runoff were included in the final sample. Voters without a valid landline telephone number were selected for the mobile sample. Landline: voters selected for the landline sample were contacted on August 22 nd 2017 using an automated interactive voice response system. The survey was presented in English. Mobile: voters selected for the mobile sample were contacted on August 22 nd 2017 on their mobile devices. Using voter identification data, selected voters were first matched to online and mobile application profiles electronically, using IP verification to ensure accurate selection and to prevent duplicate and/or unauthorized 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.
Weighting	The blended sample was weighted for age, race, gender, and region using propensity scores. Weighting benchmarks were determined using past voter turnout figures and estimates.
Total Number of Respondents	494
Margin of Error*	± 4.4% (95% confidence)

*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 runoff election to determine Alabama's Republican nominee for US Senate on September 26, 2017?
 - 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	456	92.2
Considering	38	7.8
Total	494	100.0

2. What is your opinion of former Alabama Supreme Court Justice Roy Moore?
 - a. I have a favorable opinion of Roy Moore.
 - b. I have an unfavorable opinion of Roy Moore.
 - c. I have never heard of Roy Moore.
 - d. I am unsure

Moore Favorability

	Frequency	Percent
Favorable	267	54.3
Unfavorable	164	33.5
Never heard of	7	1.3
Unsure	53	10.9
Total	491	100.0

3. What is your opinion of current US Senator for Alabama Luther Strange?
 - a. I have a favorable opinion of Senator Luther Strange.
 - b. I have an unfavorable opinion of Senator Luther Strange.
 - c. I have never heard of Senator Luther Strange.
 - d. I am unsure.

Strange Favorability

	Frequency	Percent
Favorable	197	39.9
Unfavorable	227	45.9
Never heard of	8	1.6
Unsure	63	12.7
Total	494	100.0

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4. If the runoff election to determine Alabama's Republican nominee for US Senate were held today and your choices were: former Alabama Supreme Court Justice Roy Moore; and current US Senator for Alabama Luther Strange, for whom would you vote? [ROTATE]
- Roy Moore
 - Luther Strange
 - I am undecided.

Horseshace

	Frequency	Percent
Moore	249	50.3
Strange	159	32.2
Undecided	86	17.5
Total	494	100.0

5. What is your opinion of the job performance of President Donald Trump?
- I strongly approve.
 - I strongly disapprove.
 - I somewhat disapprove.
 - I strongly disapprove.
 - I am unsure.

Trump Approval

	Frequency	Percent
Strongly approve	339	68.6
Somewhat approve	73	14.8
Somewhat disapprove	17	3.5
Strongly disapprove	52	10.5
Unsure	13	2.6
Total	494	100.0

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

Evangelism

	Frequency	Percent
Yes	351	71.0
No	115	23.3
Unsure	28	5.7
Total	494	100.0

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

Age

	Frequency	Percent
18-29	20	4.0
30-44	64	13.0
45-64	228	46.1
65+	183	37.0
Total	494	100.0

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

Race

	Frequency	Percent
White	454	91.8
African - American	30	6.1
Other	10	2.1
Total	494	100.0

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

Gender

	Frequency	Percent
Male	248	50.1
Female	247	49.9
Total	494	100.0

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10. How would you describe your political ideology?

- a. Very conservative
- b. Somewhat conservative
- c. Moderate
- d. Somewhat liberal
- e. Very liberal

Ideology

	Frequency	Percent
Very conservative	230	51.0
Somewhat conservative	128	28.4
Moderate	71	15.7
Somewhat liberal	12	2.7
Very liberal	10	2.2
Total	450	100.0

11. Region

- a. Huntsville / NE / E
- b. Birmingham / Central / W
- c. Montgomery / SE
- d. Mobile / SW

Region

	Frequency	Percent
Huntsville / N&E	114	23.1
Birmingham / Cent & W	178	35.9
Montgomery / SE	123	25.0
Mobile / SW	79	16.0
Total	494	100.0

12. Collection mode

- a. Landline
- b. Mobile

Collection Mode

	Frequency	Percent
Landline	441	89.3
Mobile	53	10.7
Total	494	100.0

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		Evangelism		
		Yes	No	Unsure
		%	%	%
Moore Favorability	Favorable	64.4%	24.9%	50.5%
	Unfavorable	24.4%	61.4%	31.9%
	Never heard of	1.5%	1.0%	.8%
	Unsure	9.8%	12.8%	16.8%
Strange Favorability	Favorable	43.4%	33.4%	23.7%
	Unfavorable	42.1%	51.9%	67.4%
	Never heard of	2.0%	.4%	.8%
	Unsure	12.5%	14.3%	8.1%
Horserace	Moore	57.5%	26.0%	59.5%
	Strange	27.9%	48.2%	21.2%
	Undecided	14.6%	25.9%	19.2%
Trump Approval	Strongly approve	73.5%	53.7%	67.7%
	Somewhat approve	14.6%	15.7%	12.6%
	Somewhat disapprove	3.3%	3.7%	5.4%
	Strongly disapprove	5.2%	26.4%	12.2%
	Unsure	3.4%	.5%	2.0%

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		Age			
		18-29	30-44	45-64	65+
		%	%	%	%
Moore Favorability	Favorable	67.7%	38.6%	58.5%	53.3%
	Unfavorable	27.1%	39.2%	32.8%	33.0%
	Never heard of	0.0%	1.7%	1.0%	1.7%
	Unsure	5.2%	20.4%	7.7%	12.0%
Strange Favorability	Favorable	41.2%	37.7%	40.1%	40.4%
	Unfavorable	54.7%	43.2%	46.4%	45.2%
	Never heard of	0.0%	1.7%	1.5%	1.8%
	Unsure	4.1%	17.4%	12.0%	12.7%
Horserace	Moore	74.9%	29.9%	55.3%	48.5%
	Strange	19.2%	32.6%	30.5%	35.6%
	Undecided	5.9%	37.5%	14.1%	15.9%
Trump Approval	Strongly approve	84.3%	67.3%	65.9%	70.7%
	Somewhat approve	7.0%	8.6%	16.0%	16.2%
	Somewhat disapprove	0.0%	8.8%	1.9%	4.0%
	Strongly disapprove	0.0%	15.4%	12.8%	7.1%
	Unsure	8.7%	0.0%	3.3%	2.0%

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		Race		
		White	African - American	Other
		%	%	%
Moore Favorability	Favorable	55.0%	42.3%	59.3%
	Unfavorable	33.0%	42.8%	27.0%
	Never heard of	1.2%	4.4%	0.0%
	Unsure	10.8%	10.4%	13.6%
Strange Favorability	Favorable	40.8%	28.8%	32.3%
	Unfavorable	45.4%	51.2%	50.7%
	Never heard of	1.4%	4.4%	1.0%
	Unsure	12.4%	15.6%	16.0%
Horserace	Moore	50.3%	52.5%	41.6%
	Strange	33.5%	18.6%	16.8%
	Undecided	16.2%	28.9%	41.6%
Trump Approval	Strongly approve	70.4%	46.4%	52.4%
	Somewhat approve	15.1%	11.8%	9.9%
	Somewhat disapprove	2.2%	19.2%	13.7%
	Strongly disapprove	9.8%	19.1%	17.0%
	Unsure	2.5%	3.4%	7.0%

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		Gender	
		Male	Female
		%	%
Moore Favorability	Favorable	52.9%	55.7%
	Unfavorable	34.6%	32.3%
	Never heard of	1.2%	1.5%
	Unsure	11.3%	10.5%
Strange Favorability	Favorable	39.5%	40.4%
	Unfavorable	48.2%	43.5%
	Never heard of	.9%	2.2%
	Unsure	11.4%	13.9%
Horserace	Moore	53.2%	47.4%
	Strange	30.7%	33.8%
	Undecided	16.1%	18.9%
Trump Approval	Strongly approve	71.7%	65.5%
	Somewhat approve	12.6%	16.9%
	Somewhat disapprove	2.7%	4.3%
	Strongly disapprove	11.0%	10.1%
	Unsure	2.0%	3.3%

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		Ideology				
		Very conservative	Somewhat conservative	Moderate	Somewhat liberal	Very liberal
		%	%	%	%	%
Moore Favorability	Favorable	71.6%	46.1%	26.2%	20.6%	16.5%
	Unfavorable	22.1%	40.9%	48.5%	74.5%	70.0%
	Never heard of	.5%	1.5%	4.0%	4.9%	0.0%
	Unsure	5.8%	11.5%	21.4%	0.0%	13.5%
Strange Favorability	Favorable	51.8%	35.3%	27.5%	5.0%	2.4%
	Unfavorable	38.3%	43.3%	61.6%	79.0%	67.6%
	Never heard of	1.8%	1.9%	.7%	0.0%	0.0%
Horserace	Unsure	8.1%	19.5%	10.3%	15.9%	30.0%
	Moore	61.6%	41.6%	38.0%	30.5%	8.2%
	Strange	29.2%	38.3%	35.4%	32.1%	20.8%
Trump Approval	Undecided	9.3%	20.2%	26.6%	37.3%	71.0%
	Strongly approve	85.6%	62.1%	37.7%	15.7%	26.1%
	Somewhat approve	10.2%	23.3%	19.4%	0.0%	9.1%
	Somewhat disapprove	1.4%	4.5%	5.0%	21.3%	2.0%
	Strongly disapprove	1.7%	7.0%	31.3%	61.0%	62.8%
	Unsure	1.2%	3.2%	6.7%	1.9%	0.0%

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		Region			
		Huntsville / N&E	Birmingham / Cent & W	Montgomery / SE	Mobile / SW
		%	%	%	%
Moore Favorability	Favorable	59.4%	50.4%	57.8%	50.4%
	Unfavorable	23.0%	40.6%	31.6%	35.6%
	Never heard of	1.4%	.7%	2.6%	.7%
	Unsure	16.2%	8.3%	8.0%	13.3%
Strange Favorability	Favorable	42.6%	42.4%	29.1%	47.5%
	Unfavorable	43.3%	45.4%	51.4%	42.0%
	Never heard of	1.4%	.3%	3.6%	1.4%
	Unsure	12.7%	11.9%	16.0%	9.0%
Horserace	Moore	54.2%	46.3%	57.4%	42.3%
	Strange	29.3%	35.0%	21.7%	46.8%
	Undecided	16.5%	18.7%	20.9%	10.8%
Trump Approval	Strongly approve	71.6%	71.8%	59.4%	71.3%
	Somewhat approve	15.3%	11.3%	17.6%	17.4%
	Somewhat disapprove	4.3%	3.5%	2.9%	3.4%
	Strongly disapprove	5.9%	12.1%	15.8%	5.3%
	Unsure	2.9%	1.4%	4.2%	2.7%

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		Trump Approval				
		Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Unsure
		%	%	%	%	%
Moore Favorability	Favorable	65.0%	45.7%	37.6%	6.4%	40.9%
	Unfavorable	23.2%	40.0%	56.0%	87.4%	14.9%
	Never heard of	.5%	.8%	6.4%	1.1%	19.6%
	Unsure	11.2%	13.4%	0.0%	5.1%	24.5%
Strange Favorability	Favorable	48.2%	29.5%	33.7%	6.4%	24.3%
	Unfavorable	37.7%	57.5%	51.7%	83.4%	35.9%
	Never heard of	1.0%	3.2%	9.9%	.2%	1.8%
	Unsure	13.1%	9.7%	4.6%	10.0%	38.0%
Horserace	Moore	56.4%	49.2%	31.5%	18.4%	48.8%
	Strange	31.3%	38.4%	38.1%	29.0%	26.1%
	Undecided	12.3%	12.4%	30.5%	52.6%	25.1%