

**ALABAMA VOTER SURVEY - BRUSHFIRE**

CONFIDENTIAL DOCUMENT

Interview Schedule  
 N equals 600 respondents  
 Field Dates: November 26-28, 2017  
 Margin of Error: +/- 4.00%

A. Are you registered to vote in Alabama?  
**If No, ask:** Is there someone else at home who is registered to vote in Alabama?  
 100% Yes (**continue**)

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B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or actively involved with political campaigns?  
 100% No (**continue**)

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C. Thinking about past November general elections for a moment -- which party's candidates have you tended to vote for most often...  
**(Rotate first two choices)** [Note: Record libertarian, reform party or other parties as value 3]

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
53%	53%	Republican ( <b>to next Q</b> )
36%	34%	Democrat ( <b>to next Q</b> )
11%	12%	Or do you vote independent of party ( <b>to D</b> )
1%	2%	Unsure / Refused ( <b>vol</b> ) ( <b>to next Q</b> )

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**IF VALUE 3 (Independent) IN QUESTION C, ASK:**

D. Although you vote for the person and not one of the major parties -- when you have had to choose between two candidates of whom you knew little about, have you tended to vote for... **(Rotate choices)**

<b>N63</b>	<b>N70</b>	
<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
48%	37%	The Republican candidate
28%	34%	The Democrat candidate
13%	19%	Other / won't vote for either ( <b>vol</b> )
12%	11%	Unsure / Refused ( <b>vol</b> )

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E. On most issues, do you consider yourself to be... **(Read list by rotating top-to-bottom / bottom-to-top)**

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
<b>52%</b>	<b>58%</b>	<b>Total Conservative</b>
<b>18%</b>	<b>18%</b>	<b>Total Liberal</b>
29%	29%	Very conservative
23%	29%	Somewhat conservative
28%	21%	Moderate
9%	12%	Somewhat liberal
9%	7%	Very liberal
2%	4%	Unsure / refused ( <b>vol</b> )

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1. In politics today, do you generally consider yourself to be...(Randomize first three options, then read fourth)

<u>Nov</u>	<u>Nov</u>	
<u>13-15</u>	<u>26-28</u>	
49%	49%	a Republican
34%	34%	a Democrat
13%	13%	an Independent
3%	3%	or something else
1%	1%	Unsure / refused (vol)

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**IF VALUE 3 in PREVIOUS QUESTION, ASK:**

2. Do you think of yourself closer to (ROTATE) the Republican party or the Democratic party?

<u>N77</u>	<u>N77</u>	
<u>Nov</u>	<u>Nov</u>	
<u>13-15</u>	<u>26-28</u>	
49%	47%	Closer to Republican Party
27%	33%	Closer to Democratic Party
25%	21%	Purely Independent (vol)

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3. As you may have heard, there will be a special election for U.S. Senate in Alabama. Based on what you've heard, when will this special election be held? (Open-Ended, DO NOT READ RESPONSES)

<u>Nov</u>	<u>Nov</u>	
<u>13-15</u>	<u>26-28</u>	
61%	71%	December 12th
22%	15%	In December
4%	1%	In November
1%	0%	Later this year
0%	1%	Next year
12%	12%	Don't Know
0%	0%	Refused

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4. Now looking ahead to the December 12th Special Election for U.S. Senate....as you know, not everyone gets a chance to vote in all elections. With that said, how likely would you say you are to vote in the election this December? Would you say you are... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

<u>Nov</u>	<u>Nov</u>	
<u>13-15</u>	<u>26-28</u>	
89%	89%	Very Likely (CONTINUE)
11%	11%	Somewhat Likely (CONTINUE)

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5. And on a scale of one to ten, how much attention have you been paying to the upcoming Special Election for U.S. Senate? One means you have not paid any attention at all, and ten means you are following it very closely. Remember you can use any number between one and ten. (RECORD NUMBER) (DK/REFUSED: 99)

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
0%	2%	1
1%	1%	2
2%	1%	3
2%	2%	4
8%	7%	5
5%	6%	6
8%	9%	7
16%	19%	8
12%	13%	9
46%	41%	10
8.37	8.19	MEAN

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6. Although they won't be held for some time, if next year's elections for U.S. Congress were held today, would you vote for... **(Rotate choices)**

48%	The Republican candidate
38%	The Democrat candidate
1%	Other <b>(vol)</b>
13%	Undecided <b>(vol)</b>
0%	Refused <b>(vol)</b>

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7. In the Presidential election last fall, please tell me who you voted for. As you'll recall, the candidates were... **(Randomize choices)**

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
54%	54%	Donald Trump, Republican
37%	36%	Hillary Clinton, Democrat
2%	2%	Gary Johnson, Libertarian
1%	1%	Jill Stein, Green Party
2%	2%	Other names <b>(vol)</b>
3%	3%	Did not vote <b>(vol)</b>
2%	3%	Refused <b>(vol)</b>

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For each one of the following, please (**Phone version:** tell me / **Web version:** indicate) whether you have heard of that person or group and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just (**Phone version:** say so / **Web version:** indicate that). (**Phone version:** Here is the first name... **Wait for response, then ask:** Would that be a strong or just somewhat (positive/negative) impression?)  
**(RANDOMIZE LIST):**

	POSITIVE			NEGATIVE			No Opinion	Never heard of
	Total	Strong	Smwht	Total	Smwht	Strong		
8. Donald Trump								
<b>Nov 26-28</b>	<b>52%</b>	32%	20%	<b>43%</b>	9%	34%	5%	0%
<b>Nov 13-15</b>	<b>53%</b>	37%	16%	<b>44%</b>	6%	37%	3%	0%
9. Jeff Sessions								
<b>Nov 26-28</b>	<b>53%</b>	30%	23%	<b>37%</b>	12%	25%	8%	2%
<b>Nov 13-15</b>	<b>52%</b>	33%	20%	<b>39%</b>	12%	28%	6%	3%
10. Roy Moore								
<b>Nov 26-28</b>	<b>39%</b>	19%	21%	<b>51%</b>	13%	38%	8%	2%
<b>Nov 13-15</b>	<b>39%</b>	21%	18%	<b>54%</b>	10%	44%	6%	1%
11. Doug Jones								
<b>Nov 26-28</b>	<b>45%</b>	27%	17%	<b>38%</b>	13%	25%	12%	6%
<b>Nov 13-15</b>	<b>51%</b>	29%	22%	<b>33%</b>	12%	21%	9%	7%

**(End randomization)**

12. As you have heard, there is a special election for the United States Senate in Alabama on December 12<sup>th</sup>. If the election were held today and the candidates were (RANDOMIZE) Republican Roy Moore and Democrat Doug Jones, for whom would you vote?

<b>Nov 13-15</b>	<b>Nov 26-28</b>	
<b>41%</b>	<b>46%</b>	<b>Total Roy Moore</b>
<b>49%</b>	<b>45%</b>	<b>Total Doug Jones</b>
31%	36%	Definitely Roy Moore
7%	7%	Probably Roy Moore
4%	4%	Lean Roy Moore
44%	39%	Definitely Doug Jones
3%	4%	Probably Doug Jones
1%	2%	Lean Doug Jones
4%	5%	Firmly Undecided (Do Not Read)
2%	1%	Will Not Vote (Do Not Read)
1%	1%	Refused (Do Not Read)
3%	1%	Write-in Luther Strange (Do Not Read)
1%	0%	Write in Mo Brooks (Do Not Read)
0%	1%	Write in Jeff Sessions (Do Not Read)

13. Do you personally know anyone who is going to vote for Roy Moore, but is not saying so publicly?

<b>31%</b>	<b>Total Yes</b>
24%	Yes
7%	Yes, myself included
60%	No
9%	Don't Know/refused (DO NOT READ)

14. Do you personally know anyone who is going to vote for Doug Jones, but is not saying so publicly?

<b>25%</b>	<b>Total Yes</b>
18%	Yes
7%	Yes, myself included
68%	No
8%	Don't Know/refused (DO NOT READ)

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15. Thinking about the majority of your friends and neighbors... For whom do you believe MOST of your friends and neighbors will vote? (ROTATE)

41%	Republican Roy Moore
35%	Democrat Doug Jones
6%	Some friends for Moore, Some for Jones (DO NOT READ)
1%	My friends plan on writing in someone else (DO NOT READ)
0%	My friends aren't planning on voting (DO NOT READ)
17%	Don't Know/refused (DO NOT READ)

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16. Recent news articles have been reporting that in 1979, then 32-year-old Roy Moore may have initiated a sexual encounter with a 14-year-old girl. Does hearing this news make you (ROTATE) more likely to vote for him, less likely to vote for him (END ROTATE) or does it have no impact on your vote?

<b>Nov 13-15</b>	<b>Nov 26-28</b>	
<b>6%</b>	<b>6%</b>	<b>Total More Likely</b>
<b>45%</b>	<b>37%</b>	<b>Total Less Likely</b>
5%	5%	Much More Likely
1%	2%	Somewhat More Likely
8%	8%	Somewhat Less Likely
37%	29%	Much Less Likely
45%	51%	No impact
4%	6%	Unsure / refused (vol)

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17. And which of the three following statements best describes the way you personally feel about the accusations against Roy Moore? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

35%	I believe the women who are making the accusations against Roy Moore
26%	I am not quite sure who to believe at this time
32%	I believe Roy Moore is innocent of these charges and these accusations are politically motivated.
2%	Depends / other (do not read)
5%	Unsure / refused (do not read)

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Now just a few questions to make sure we have a representative sample --

D1. In what year were you born? (Make REFUSED into 9 9 9 9)

<u>Nov</u> <u>13-15</u>	<u>Nov</u> <u>26-28</u>	
6%	6%	18 to 34
15%	15%	35 to 44
19%	19%	45 to 54
30%	30%	55 to 64
30%	30%	65 or older
0%	0%	Refused

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D2. Are you or is anyone in your household a member of a trade, teacher or labor union?

<u>Nov</u> <u>13-15</u>	<u>Nov</u> <u>26-28</u>	
10%	14%	Yes
90%	84%	No
1%	1%	Unsure (vol)
0%	1%	Refused (vol)

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D3. Are you or is anyone in your household a military veteran or current member of the armed services?

<u>Nov</u> <u>13-15</u>	<u>Nov</u> <u>26-28</u>	
26%	29%	Yes
73%	68%	No
0%	0%	Unsure (vol)
0%	2%	Refused (vol)

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D4. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

<u>Nov</u> <u>13-15</u>	<u>Nov</u> <u>26-28</u>	
1%	1%	Yes
98%	97%	No
0%	1%	Unsure (vol)
1%	2%	Refused (vol)

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D5. And is your race Anglo, African-American, Asian, or some other race?

<u>Nov</u> <u>13-15</u>	<u>Nov</u> <u>26-28</u>	
68%	68%	Anglo / White
23%	23%	African-American / Black
1%	1%	Asian
0%	0%	Hispanic (vol)
1%	1%	American Indian (vol)
5%	5%	Other (vol)
0%	0%	Unsure (vol)
1%	2%	Refused (vol)

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D6. Do you consider your religious background to be... **(Read and randomize first three options)**

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
43%	43%	Protestant
6%	8%	Fundamentalist / Pentecostal
6%	6%	Catholic
13%	12%	Other Christian denomination
1%	1%	Jewish
1%	1%	Atheist
1%	2%	Agnostic
20%	17%	Baptist <b>(vol)</b>
6%	6%	Other <b>(vol)</b>
1%	2%	Unsure <b>(vol)</b>
3%	3%	Refused <b>(vol)</b>

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D7. Would you say that you attend church services or religious activities... **(Read top-to-bottom)**

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
27%	28%	More than once a week
35%	35%	Once a week
8%	9%	Once a month
20%	14%	A few times a year
8%	9%	Never
1%	1%	Unsure <b>(vol)</b>
1%	4%	Refused <b>(vol)</b>

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D8. We want to classify people into broad income groups only. Would you estimate your total household income to be...?

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
26%	25%	Below \$40,000
32%	30%	Between \$40,000 and \$79,999
20%	18%	Between \$80,000 and \$124,999
13%	14%	Above \$125,000
1%	1%	Unsure <b>(vol)</b>
9%	12%	Refused <b>(vol)</b>

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D9. Gender **(By observation)** **Ask of everyone:** Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
<b>48%</b>	<b>48%</b>	<b>Total Male</b>
<b>52%</b>	<b>52%</b>	<b>Total Female</b>
30%	27%	Male / employed
18%	19%	Male / not-employed - homemaker - retired
1%	2%	Male / unsure - refused to say
21%	20%	Female / employed
30%	31%	Female / not-employed - homemaker - retired
1%	1%	Female / unsure - refused to say

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D10. What is the highest level of formal education that you have completed?

<b>Nov</b>	<b>Nov</b>	
<b>13-15</b>	<b>26-28</b>	
1%	1%	Less than high school
15%	18%	High school graduate
23%	19%	Some college
9%	11%	College graduate with Associates or 2 year degree
27%	24%	College graduate with a Bachelors or 4 year degree
21%	21%	Post-graduate degree
2%	3%	Technical or vocational school graduate
2%	3%	Don't Know/ Refused ( <b>vol</b> )

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