



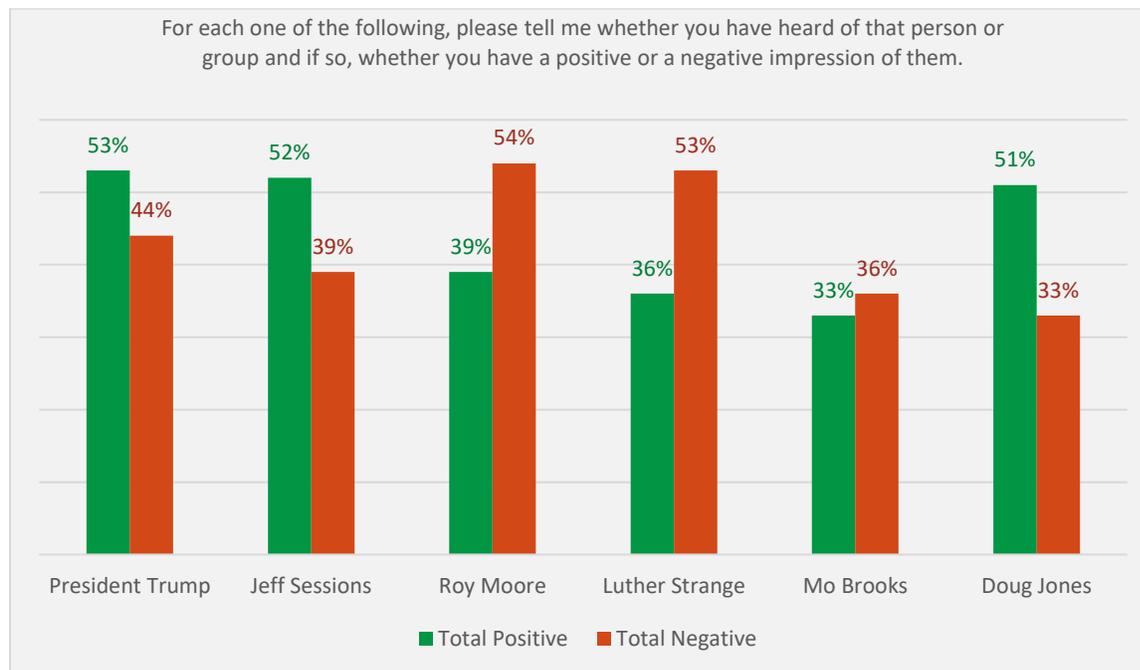
Alabama Special Election Research Memo

Methodology

America First Policies is pleased to present this report of our Alabama Special Election Research. Alabama statewide quantitative research was conducted between November 12-15, 2017 among N = 600 likely 2018 Alabama special election voters using a split-sample of 1/4 Landline, 1/4 Cell phone, and 1/2 Internet. Margin of error: + 4.0%

President Trump and Attorney General Jeff Sessions remain 'positive' Republicans

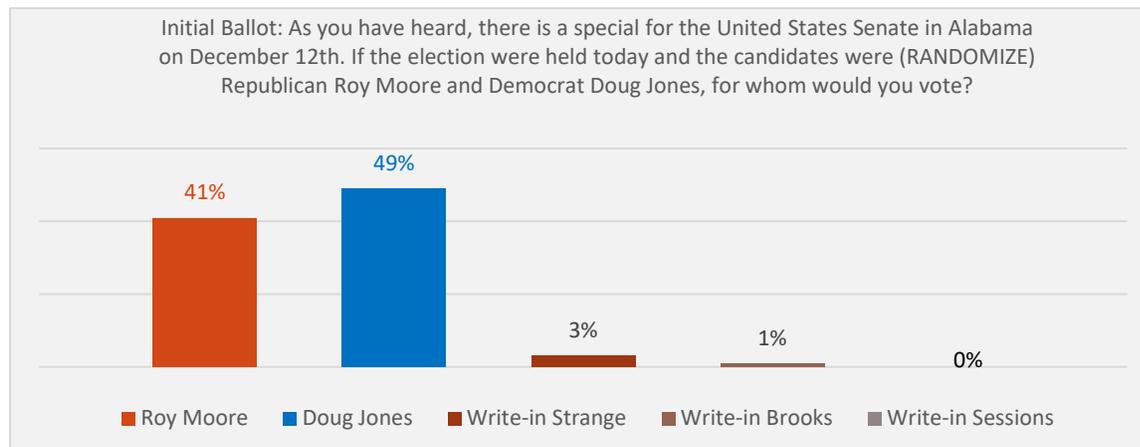
Attorney Jeff Sessions and President Trump were the only two Republicans from a field of 5 Republicans (Trump, Sessions, Moore, Strange, and Brooks) to receive a net-positive impression from likely special election voters in Alabama. Democrat Doug Jones also receives positive marks, with a net-positive 18-point impression among likely voters.





Initial Ballot gives Doug Jones the lead

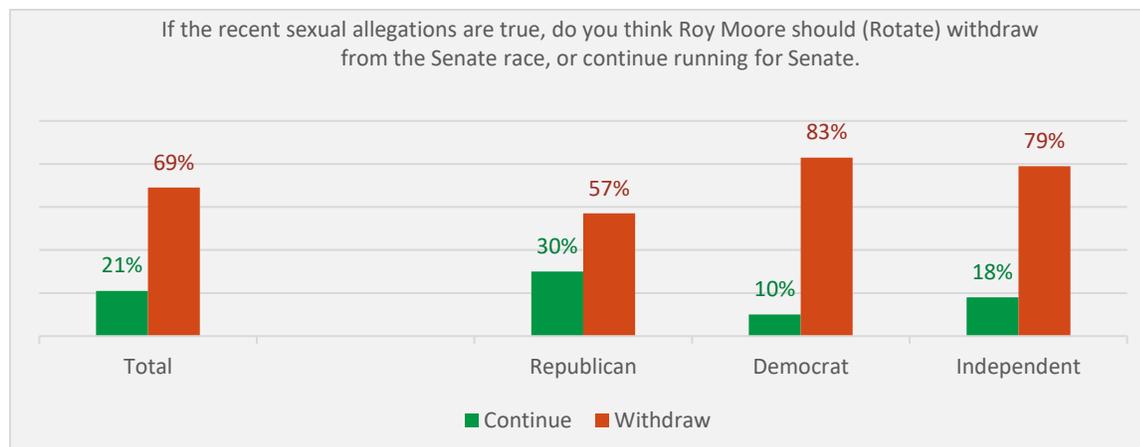
When voters were given a 2-way ballot option between Roy Moore and Doug Jones (captured write-in answers, but not read), Jones leads the ballot by 8-points.



After the initial ballot test, voters were asked if they have recently seen, read or heard anything in the news about Roy Moore, in which 95% of voters said 'yes'. Of those that had seen/read/heard about Moore recently, 38% said that they were less likely to vote for him based what they had seen/read/heard, to 14% who said they would be more likely to vote for him. Of that, 30% of Republican voters said they would be less likely to vote for him based on what they have recently seen, read or heard about Roy Moore.

Once voters were informed that 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, 45% of all voters were less likely to vote for the candidate, with 36% of Republican voters less likely.

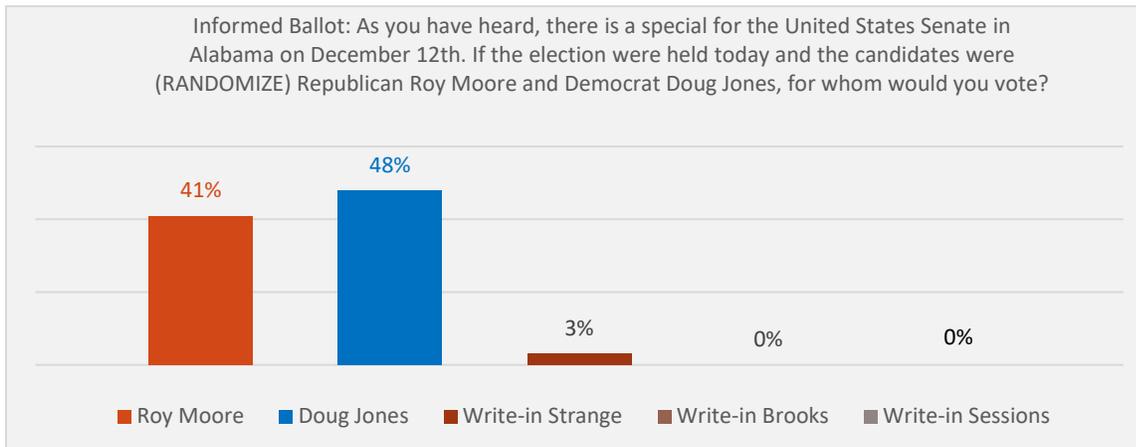
Voters were then asked if the recent allegations are true, if Moore should withdraw from the race, or continue running for Senate, with 69% of voters suggesting Moore should withdraw, and 21% suggesting he should continue running.





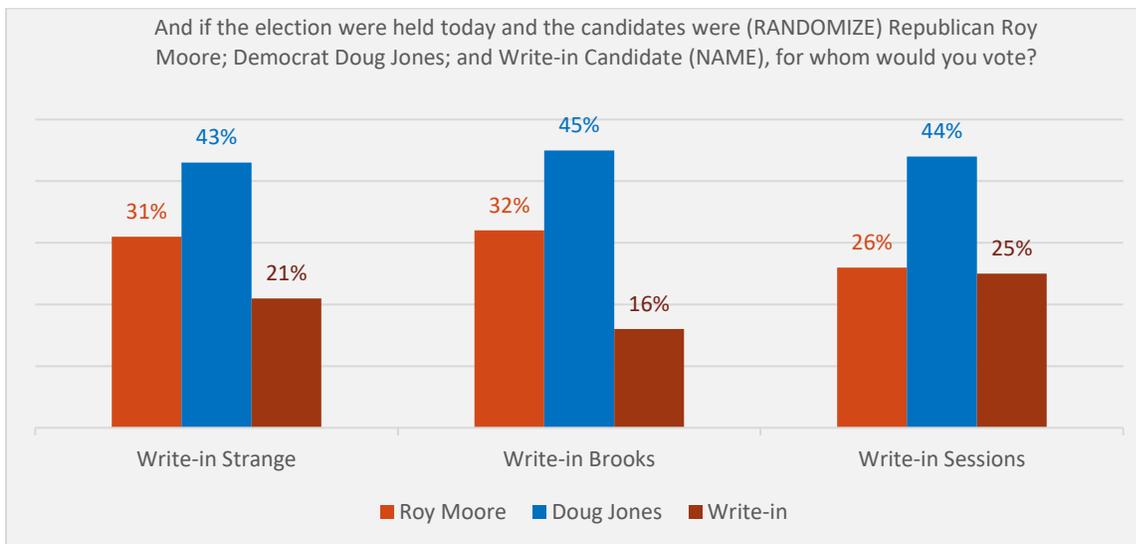
Informed ballot bolsters Jones lead

After voters were informed of stances Doug Jones has taken, as well as recent news cycles involving Roy Moore, voters were given another special election ballot test, which Jones led by 7-points.



Informed 3-way ballots favor Jones, with Republicans splitting their base's vote

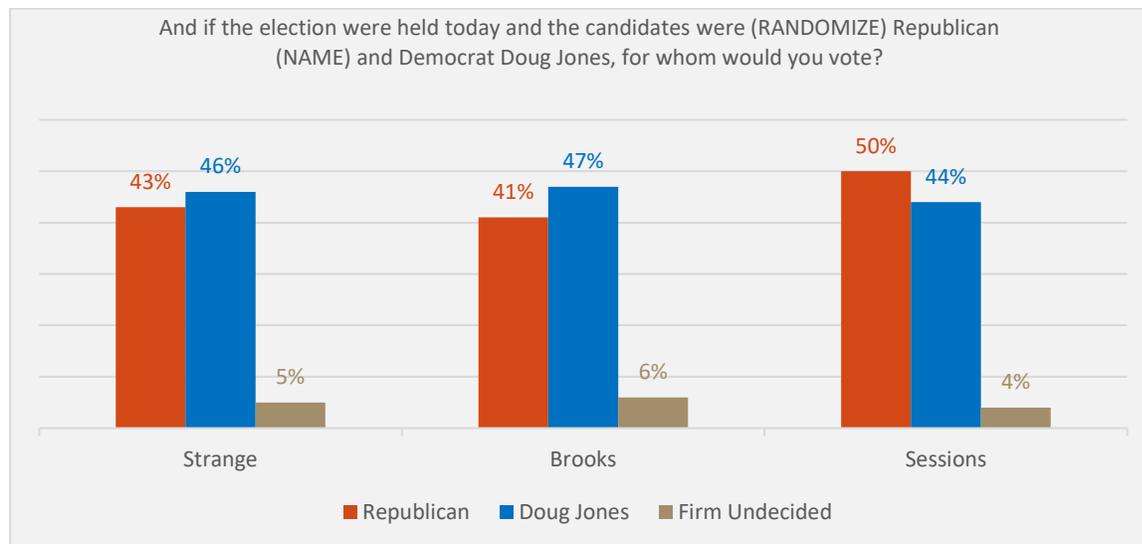
After initial and informed ballots were given, voters were given three separate theoretical 3-way ballots with potential Republican write-in candidates read in the ballot. Democrat Doug Jones took home the largest vote share percent in all three 3-way ballots proposed to special election voters.





Informed 2-way ballots lean Jones, unless Sessions is on the ticket

Voters were then given three theoretical ballots without Roy Moore on the ticket, with the Strange/Jones ballot within the margin of error (Jones +3), and Sessions, the only Republican besting Democrat Doug Jones, holding a 6-point lead in the theoretical 2-way matchup.



Bottom Line

An overwhelming majority (95%) of special election voters have heard the allegations made against Roy Moore, with 45% of the electorate less likely to vote for him because of this fact. Running a write-in campaign with Moore still on the ticket is a losing proposition regardless of the Republican write-in. The only ballots tested which had a chance of a Republican winning the special election were a Strange/Jones ballot (in which Strange is still trailing by 3-points), or a Sessions/Jones ballot (in which Sessions leads by 6-points).