



Memorandum

From: Jan R van Lohuizen
To: Interested parties
Date: 9/14/2017
Re: Alabama GOP Runoff Polling Update

We updated our survey findings on the Republican runoff election in Alabama over the weekend of Sept. 9-10. We find that the race has closed since our last poll that was taken between 8/21 and 8/23, as GOP voters become increasingly aware of Moore's record and positions. This new poll finds the race now virtually tied with Luther Strange trailing Roy Moore by only 1%: Moore currently gets 41% of the vote compared to 40% for Luther Strange. By comparison, Strange trailed by 4% two weeks ago. In just over a month's time, the gap between Moore and Strange has shrunk from 6.1 points (Moore's margin over Strange in the August 15 primary election) to a virtual dead heat.

In addition, we saw a substantial change in the image ratings for Roy Moore. Thirty-nine percent now have an unfavorable impression of Moore, an increase of 8% compared to 2 weeks ago, while favorable impressions declined by 5% (from 59% to 54%).

Donald Trump continues to be very popular with Alabama primary voters, getting an 83% favorable rating, unchanged from our last look.

The survey was conducted by telephone on 9/9 and 9/10/2017. We interviewed 604 GOP primary voters; the voters were selected randomly from a voter file consisting of people with a history of voting in Republican primaries. The margin of error associated with these findings is +/- 4%.