

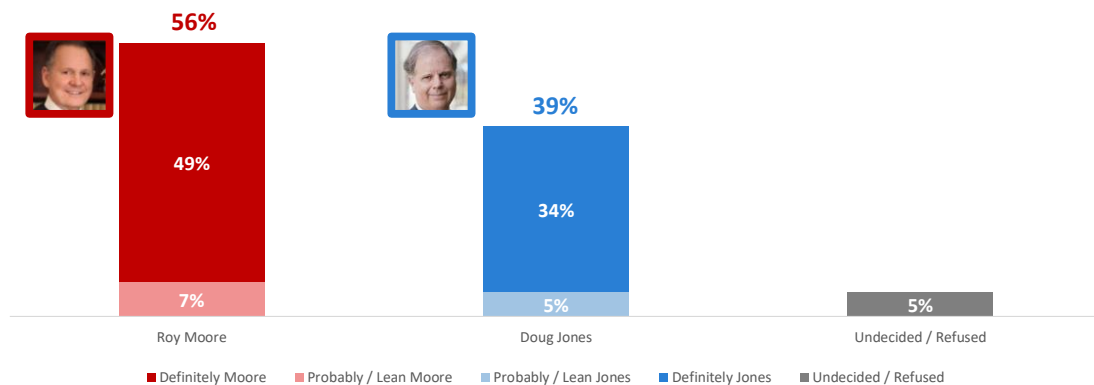


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To: Interested Parties
From: Brenda Gianiny
President, Axis Research
Date: October 31, 2017
RE: Alabama Special Election Poll

Summary of Findings

From the poll fielded this week (October 24th through October 26th, 2017) focused on likely special election voters in Alabama, we see a race that is looking less and less competitive for Democrat Doug Jones. Our most conservative modeling produced an election turnout comprised of voters who self-identified as Republicans by just a 16-point margin over voters who self-identified as Democrats (43% Republican | 27% Democrat | 19% Independent | 8% Other | 2% Refused). Even using this conservative turnout projection, we find Roy Moore leading in the contest with 56% of the vote to just 39% for Democrat Doug Jones.



Not only is nearly half of the electorate (49%) DEFINITELY voting for Roy Moore, the data shows Moore has united the Republican Party following the Republican primary and the Republican run-off, and earns



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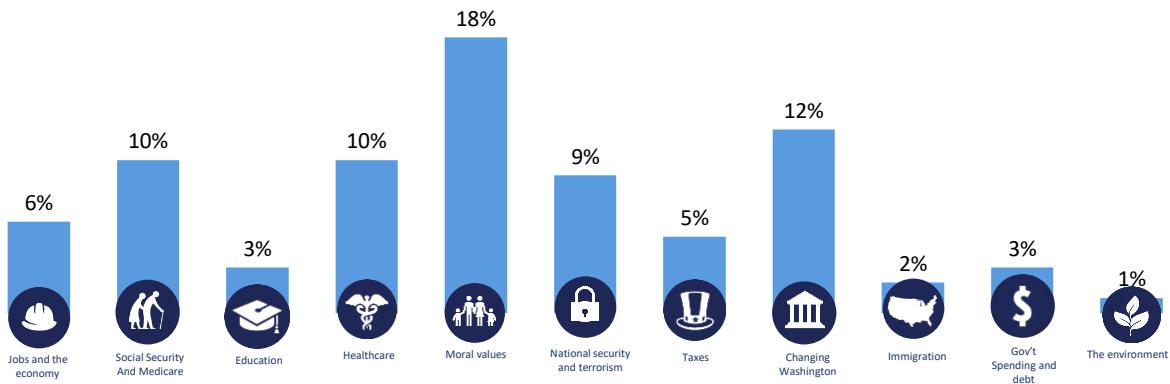
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strong support throughout the conservative coalition. Moore is currently leading in each DMA across Alabama, and also has strong leads among:

- Trump voters (+87 points)
- Republicans without a college degree (+86)
- Republican men (+80)
- All Republican voters (+78)
- Republican women (+76)
- Strange/Brooks primary voters (+66)
- Republicans with a college degree (+66)

In fact, Roy Moore has a stronger lead against Doug Jones than that shown for the generic Republican (53%) against a generic Democrat (41%) with special election voters.

Voters in Alabama remained focused on two things, which also drove preferences and vote behavior in the 2016 elections: moral values and changing Washington. The prioritization of these two areas also continues to drive high marks for President Trump. Fifty-seven percent (57%) of Alabama voters approve of the job President Trump is doing, with 45% giving his job performance STRONG approval.



Methodology

Axis Research conducted a statewide poll in Alabama from October 24-26, 2017. Poll respondents were selected based on their past participation in elections, while also including any new registrants. In addition, respondents had to express an interest in the 2017 Special Election and an intention to vote on December 12th.

A total of 503 interviews were conducted with live interviewers via telephone (53% cell phone, 47% landline phone). The margin of error on these results is $\pm 4.47\%$.