June 12, 2019

TO: Interested Parties
FROM: Erik Iverson, President and Managing Partner, The Moore Information Group
RE: Alabama U.S. Senate Primary Election Survey Results

A new survey finds former Auburn Tiger football coach Tommy Tuberville leading the field in the Republican primary race for U.S. Senate in Alabama. The survey of 650 likely 2020 Republican U.S. Senate primary voters was conducted by The Moore Information Group, June 10-11, 2019 for Tuberville for Senate.

Tuberville leads all candidates with 23%, followed by former Chief Justice Roy Moore at 18% and Congressman Bradley Byrne at 16%. The survey's margin of error is +/-4%.

Tommy Tuberville	23%
Roy Moore	18%
Bradley Byrne	16%
John Merrill	7%
Arnold Mooney	2%
Other	6%
Don't know	28%

The survey finds Tuberville leading in every media market except the Mobile DMA, which encompasses much of the 1st Congressional District seat currently held by Representative Bradley Byrne. Tuberville, who has the highest favorable rating among the candidates tested, also leads among self-described "very" Conservative voters and among those with a favorable view of President Donald Trump. The poll also finds that 65% of likely primary voters prefer to have a political outsider, as opposed to someone having spent years in elected office, represent them in the U.S. Senate. Tuberville is the top choice of these voters as well.

Ranked by % favorable	Favorable	Unfavorable	*Net favorable*	No opinion/not aware
Donald Trump	80%	18%	*+62%*	2%
Tommy Tuberville	49%	17%	*+32%*	34%
Roy Moore	38%	48%	*-10%*	13%
Bradley Byrne	35%	16%	*+19%*	49%
John Merrill	28%	13%	*+15%*	59%
Arnold Mooney	12%	13%	*-1%*	75%

"Coach Tuberville leads on the ballot, has the highest favorables and wins every DMA except Congressman Byrne's hometown market," said Erik Iverson, President and Managing Partner of The Moore Information Group. "Coach's broad appeal across the state, coupled with his lead on the ballot among very Conservative voters and Trump supporters, puts him in a strong position to start the race."

Methodology. The survey was conducted June 10-11, 2019 by The Moore Information Group among a representative sample of 650 likely 2020 Republican primary voters in Alabama. The potential sampling error is plus or minus 4% at the 95% confidence level. The data have been weighted to reflect expected turnout demographics for the 2020 primary election. Totals do not always equal 100% due to rounding and "*" denotes response of less than one-half of one percent.

Q.   In general, do you have a very favorable, a somewhat favorable, a somewhat unfavorable, or very unfavorable opinion of Donald Trump? If you have no opinion or have never heard of Donald Trump, just say so.

Very favorable	63%
Somewhat favorable	17%
Total favorable	**80%**
Total unfavorable	**18%**
Somewhat unfavorable	4%
Very unfavorable	14%
No opinion	2%
Never heard of	*
NA	*

Q.   Now, using that same scale, please tell me your opinion of Tommy Tuberville.

Very favorable	18%
Somewhat favorable	31%
Total favorable	**49%**
Total unfavorable	**17%**
Somewhat unfavorable	9%
Very unfavorable	8%
No opinion	26%
Never heard of	8%
NA	*

Q.   Using that same scale, please tell me your opinion of Bradley Byrne.

Very favorable	12%
Somewhat favorable	24%
Total favorable	**35%**
Total unfavorable	**16%**
Somewhat unfavorable	11%
Very unfavorable	5%
No opinion	35%
Never heard of	14%
NA	*

Q.   Using that same scale, please tell me your opinion of Roy Moore.

Very favorable	17%
Somewhat favorable	21%
Total favorable	**38%**
Total unfavorable	**48%**
Somewhat unfavorable	17%
Very unfavorable	32%
No opinion	12%
Never heard of	1%
NA	*

Q.   Using that same scale, please tell me your opinion of Arnold Mooney.

Very favorable	3%
Somewhat favorable	9%
Total favorable	**12%**
Total unfavorable	**13%**
Somewhat unfavorable	10%
Very unfavorable	3%
No opinion	46%
Never heard of	29%
NA	*

Q.   Using that same scale, please tell me your opinion of John Merrill.

Very favorable	8%
Somewhat favorable	20%
Total favorable	**28%**
Total unfavorable	**13%**
Somewhat unfavorable	9%
Very unfavorable	4%
No opinion	41%
Never heard of	18%
NA	*

Q. Looking ahead, if the Republican Primary election for U.S. Senate was held today, would you vote for Tommy Tuberville, Bradley Byrne, Roy Moore, Arnold Mooney or John Merrill?

Tommy Tuberville	23%
Bradley Byrne	16%
Roy Moore	18%
Arnold Mooney	2%
John Merrill	7%
Other	6%
Don't know	28%

Q. Who would you prefer to have represent Alabama in the U.S. Senate?

A career politician who has spent the last two decades in office.

OR

An outsider like President Trump who has never been a politician?

A career politician who has spent the last two decades in office	17%
An outsider like President Trump who has never been a politician	65%
Don't know	18%

DEMOGRAPHICS

Q. Registered to vote?

Yes	100%

Q. How likely are you to vote in the Republican primary election for President, U.S. Senate, U.S. House and other state legislative offices in March 2020?

Very likely	89%
Fairly likely	11%

Q. Age

18-34	11%
35-44	11%
45-54	15%
55-59	9%
60-64	11%
65+	43%

Q. Gender

Male	49%
Female	51%

Q.   In political terms, do you consider yourself very Conservative, somewhat Conservative, Moderate, or Liberal?

Very Conservative	45%
Somewhat Conservative	32%
Total Conservative	**77%**
Moderate	16%
Liberal	5%
Don't know	3%

Q.   DMA

Birmingham	40%
Huntsville	24%
Mobile	14%
Montgomery	13%
Dothan	7%
Elsewhere	3%