

August 20, 2019

TO: Interested Parties
FROM: Erik Iverson, President and Managing Partner, Moore Information Group
RE: Tuberville Momentum in the Alabama U.S. Senate Primary Election

Former Auburn Tiger football coach Tommy Tuberville has grown his lead to double digits in the Republican primary race for U.S. Senate in Alabama. The survey of 400 likely 2020 Republican U.S. Senate primary voters was conducted by Moore Information Group, August 11-13, 2019 for Tuberville for Senate.

Tuberville leads all candidates with 33%, with support for both Congressman Bradley Byrne (17%) and former Chief Justice Roy Moore (15%) in the mid-teens. In our June survey, Tuberville led with 23%, followed by Moore at 18% and Byrne at 16%.

	June 2019	August 2019
Tommy Tuberville	23%	33%
Bradley Byrne	16%	17%
Roy Moore	18%	15%
John Merrill	7%	13%
Arnold Mooney	2%	1%
None	6%	3%
Don't know	28%	17%

Tuberville leads among both men and women and in all media markets and Congressional Districts except Mobile/CD 1, where Byrne leads and in Dothan/CD 2 where he is tied with Moore. Merrill's best DMA is Birmingham where he is in second place (with 18%) behind Tuberville (with 38%). Tuberville leads 38/18% over Byrne and 38/20% over Moore among voters citing immigration as the top issue. Tuberville also leads among voters with a positive view of President Trump.

Further, when it comes to the narrative pushed by some, that a Bama fan just won't support an Auburn coach, well – Tuberville is the top vote-getter among both sides of that great divide. Specifically, 43% of Auburn fans are voting for Tuberville and 33% of Bama fans are, too. Among Auburn fans, Merrill is in second (with 18%), while Moore is second among Bama fans (with 17%).

On a second choice ballot, Tuberville also leads with 23% and when looking at a combined first choice/second choice ballot, Tuberville breaks the 50% threshold, garnering 52% total support.

	1 st Choice ballot (N=400)	2 nd Choice ballot (N=319)	Combined ballot (N=400)
Tommy Tuberville	33%	23%	52%
Bradley Byrne	17%	17%	31%
Roy Moore	15%	11%	23%
John Merrill	13%	16%	26%
Arnold Mooney	1%	3%	4%
None	3%	10%	3%
Don't know	17%	19%	17%

Looking at candidate name IDs, Tuberville has a significant advantage over Byrne, Merrill and Mooney in terms of overall awareness. Tuberville’s name ID is 87%, with a 54/12% fav/unfav ratio and 20% having no opinion. Both Byrne and Merrill are less well known and share similar image ratings. Moore has the highest name ID of all the candidates, but his image is under water.

Ranked % Aware	% Aware	Favorable	Unfavorable
Roy Moore	97%	31%	56%
Tommy Tuberville	87%	54%	12%
Bradley Byrne	56%	31%	7%
John Merrill	54%	29%	5%

“Coach Tuberville has seized the momentum and stretched his lead to double digits in a crowded primary, and that’s no small feat” said Erik Iverson, President and Managing Partner of Moore Information Group. “Alabama Republican primary voters are backing Coach, a political outsider who’s been a staunch supporter of President Trump from the beginning, over the politicians running against him. Doug Jones should be very nervous.”

Methodology. The survey was conducted by August 11-13, 2019 by Moore Information Group among a representative sample of 400 likely 2020 Republican primary voters in Alabama. Live telephone interviews were conducted among both landline and cell phones. The potential sampling error is plus or minus 5% 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.

DEMOGRAPHICS

Q. AGE

18-34	8%
35-44	9%
45-54	17%
55-59	11%
60-64	13%
65+	43%

Q. GENDER

Male	48%
Female	52%

Q. DMA

Birmingham	40%
Huntsville	22%
Mobile	14%
Montgomery	12%
Dothan	6%
Elsewhere	6%

Q. CONGRESSIONAL DISTRICT

1	13%
2	14%
3	16%
4	17%
5	15%
6	18%
7	7%