



March 10, 2020

TO: Interested Parties  
FROM: Erik Iverson, President and Managing Partner, Moore Information Group  
RE: Tuberville Leads Alabama Senate Runoff

**Former Auburn Tiger football coach Tommy Tuberville leads Jeff Sessions by double digits three weeks ahead of the March 31st runoff election.** The survey of 400 likely 2020 Republican U.S. Senate primary runoff voters was conducted March 5 & 7, 2020 by Moore Information Group, for Tuberville for Senate.

Tuberville leads today with 49%, followed by Sessions at 38% and 13% are either undecided or voting for neither candidate.

March 2020	
<b>Tommy Tuberville</b>	49%
<b>Jeff Sessions</b>	38%
<b>Neither</b>	1%
<b>Don't know</b>	12%

Tuberville leads among all age groups, among both men and women and has a double-digit lead in the Birmingham DMA, which is the state's largest TV market. When it comes to football, Coach leads among both Alabama (48/40%) and Auburn (58/30%) fans.

Voters also said they trust Coach Tuberville (48%) more than Jeff Sessions (30%) to support President Trump.

Alabama GOP primary voters are nearly universally favorable toward President Trump, and looking at the candidates' name IDs, Tuberville has the advantage over Sessions with higher favorables and lower unfavorables. Tuberville's image is at +50 (68% fav/18% unfav) while Sessions' is at +26 (60/34%).

Ranked % Favorable	Favorable	Unfavorable	Net favorable
<b>Donald Trump</b>	92%	6%	<b>+86%</b>
<b>Tommy Tuberville</b>	68%	18%	<b>+50%</b>
<b>Jeff Sessions</b>	60%	34%	<b>+26%</b>

"Coach Tuberville won a crowded primary against better funded opponents because he's a political outsider who will always have President Trump's back," said Erik Iverson, President and Managing Partner of Moore Information Group. "And now heading into the runoff, Alabama Republican voters are sending a clear message – they stand with Coach because they trust him to stand with President Trump."

**Methodology.** The survey was conducted March 5 & 7, 2020 by Moore Information Group among a representative sample of 400 likely 2020 Republican primary runoff 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 runoff election. Totals do not always equal 100% due to rounding.

**DEMOGRAPHICS**

Q. **POLITICAL PHILOSOPHY**

Liberal	2%
Moderate	11%
<b>Total Conservative</b>	<b>78%</b>
Somewhat Conservative	26%
Very Conservative	51%
Don't know	5%
NA	4%

Q. **GENDER**

Male	48%
Female	52%

Q. **DMA**

Birmingham	41%
Huntsville	23%
Mobile	16%
Montgomery	12%
Dothan	5%
Columbus Georgia	2%
Atlanta	1%
Meridian	1%
Columbus Mississippi	*less than one-half of one percent

***Totals do not always equal 100% due to rounding.***

Q. **PHONE TYPE**

Cell phone	49%
Landline	51%