MASON-DIXON

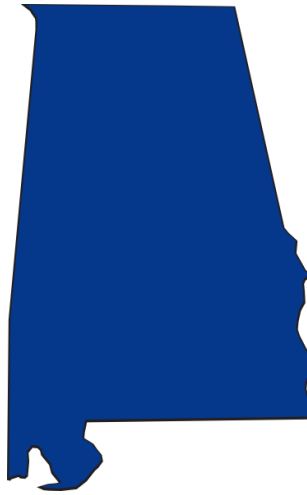**POLLING & STRATEGY**

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MASON-DIXON® ALABAMA POLL

APRIL 2019

2020 SENATE RACE
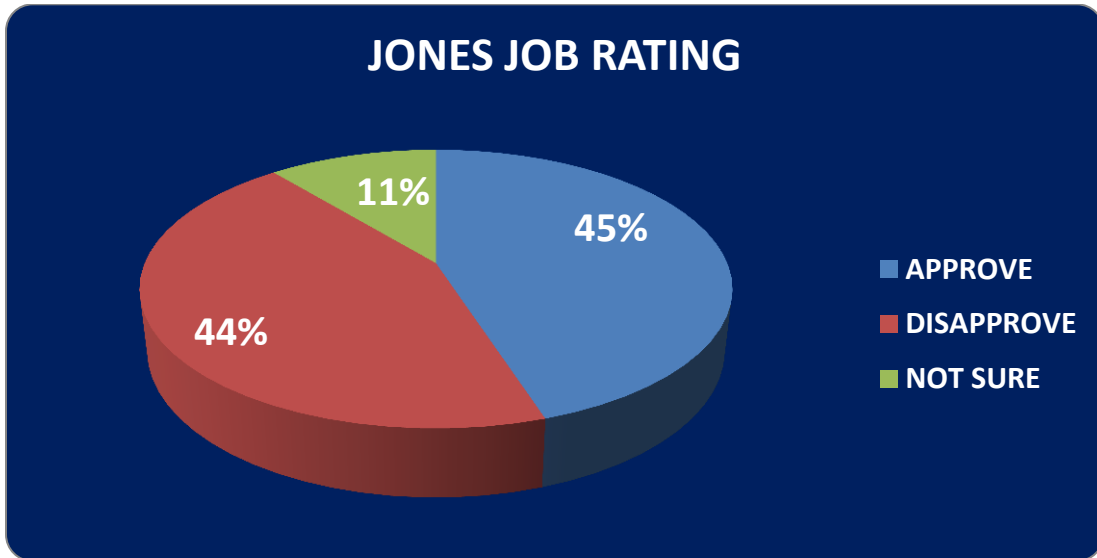
EMBARGO: Newspaper Publication - Tuesday, April 16, 2019
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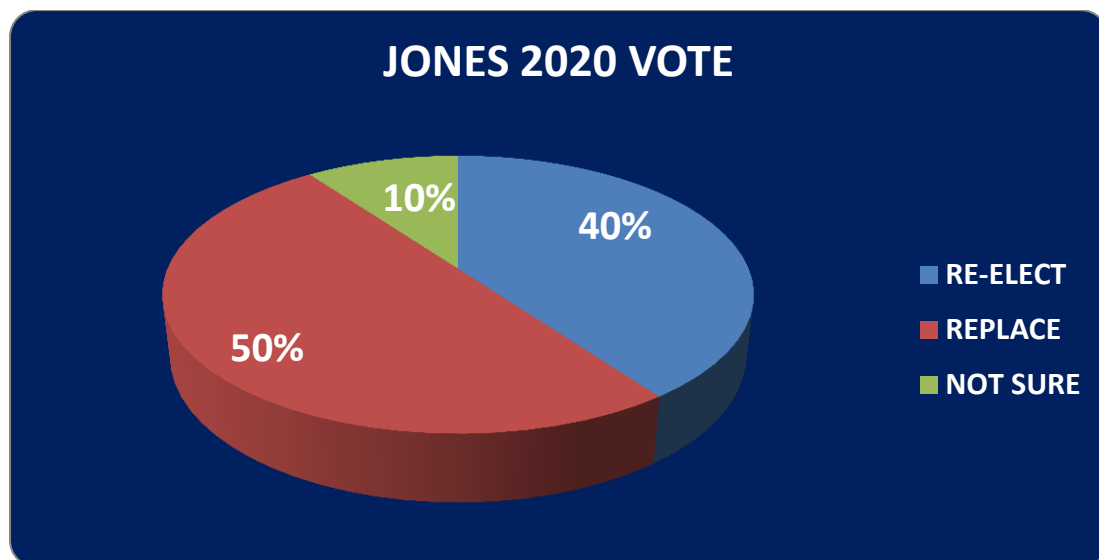
Tracking public opinion in Alabama since 1986

STATE VOTERS SPLIT ON DOUG JONES JOB PERFORMANCE, BUT MOST SAY THEY WILL VOTE TO REPLACE HIM IN 2020 ROY MOORE TOPS GOP PRIMARY FIELD, BUT RUN-OFF WOULD BE TOUGHER

Alabama voters are about evenly divided over the way Democratic U.S. Senator Doug Jones is handling his job. Statewide, 45% say they approve of Jones's performance in office, while 44% disapprove and 11% are not sure.

JONES JOB RATING

- 45% APPROVE
- 44% DISAPPROVE
- 11% NOT SURE

However, when asked how they would vote when Jones was up for re-election next year, 50% of state voters indicated they would vote to replace Jones with a Republican. Only 40% said they would vote to re-elect Jones.

JONES 2020 VOTE

- 40% RE-ELECT
- 50% REPLACE
- 10% NOT SURE

Mason-Dixon® Alabama Poll – April 2019

But Jones's re-election chances will be affected by who he draws as his Republican challenger in 2020. Currently, Roy Moore – who Jones defeated in 2017 – is the top choice of GOP voters. Statewide, 27% of Republicans support Moore as the nominee, ahead of three current Congressmen – Mo Brooks at 18%, Bradley Byrne at 13% and Gary Palmer at 11%. Del Marsh (4%) and Tim James (2%) trial the field and a significant 25% are undecided.

Moore could finish first in the GOP primary, but will likely have a much more difficult time winning a run-off. His current lead is largely a result of his name recognition advantage over others in the field, standing at about 20-points over Brooks, 40-points over Byrne and 50-points over Palmer. Those cushions will evaporate once the campaign begins in earnest.

Moore also remains a divisive figure among Republican voters, with 34% having a favorable opinion of him but 29% holding an unfavorable view. All of the other potential candidates only have single-digit unfavorable name recognition.

Additionally, all of the three Alabama congressmen that could face Moore in the run-off will not have the baggage of his 2017 run-off opponent -- appointed Senator Luther Strange. Strange was hampered by the fact that he received his appointment to the Senate from unpopular former Governor Robert Bentley, who was later forced to resign from office.

QUESTION: Do you approve or disapprove of Doug Jones's job performance as Alabama's U.S. Senator?

	APPROVE	DISAPPROVE	NOT SURE
STATE	**45%**	**44%**	**11%**

REGION	APPROVE	DISAPPROVE	NOT SURE
Northern Alabama	**42%**	**47%**	**11%**
Birmingham Metro	**48%**	**41%**	**11%**
Eastern Alabama	**35%**	**53%**	**12%**
Montgomery/Black Belt	**71%**	**21%**	**8%**
South Alabama	**37%**	**51%**	**12%**

SEX	APPROVE	DISAPPROVE	NOT SURE
Men	**41%**	**51%**	**8%**
Women	**48%**	**38%**	**14%**

AGE	APPROVE	DISAPPROVE	NOT SURE
<50	**56%**	**30%**	**14%**
50+	**36%**	**55%**	**9%**

RACE	APPROVE	DISAPPROVE	NOT SURE
White	**27%**	**58%**	**15%**
Black	**86%**	**11%**	**3%**

PARTY IDENTIFICATION	APPROVE	DISAPPROVE	NOT SURE
Democrat	**84%**	**9%**	**7%**
Republican	**16%**	**74%**	**10%**
Independent	**43%**	**38%**	**19%**

Mason-Dixon® Alabama Poll – April 2019

QUESTION: If the 2020 election for Alabama's U.S. Senate seat were held today, would you vote to re-elect Democrat Doug Jones or would you vote to replace Jones with a Republican?

	RE-ELECT	REPLACE	UNDECIDED
STATE	**40%**	**50%**	**10%**

REGION	RE-ELECT	REPLACE	UNDECIDED
Northern Alabama	**37%**	**51%**	**12%**
Birmingham Metro	**42%**	**49%**	**9%**
Eastern Alabama	**32%**	**54%**	**14%**
Montgomery/Black Belt	**63%**	**28%**	**9%**
South Alabama	**33%**	**60%**	**7%**

SEX	RE-ELECT	REPLACE	UNDECIDED
Men	**34%**	**59%**	**7%**
Women	**46%**	**42%**	**12%**

AGE	RE-ELECT	REPLACE	UNDECIDED
<50	**44%**	**45%**	**11%**
50+	**37%**	**54%**	**9%**

RACE	RE-ELECT	REPLACE	UNDECIDED
White	**20%**	**70%**	**10%**
Black	**84%**	**5%**	**11%**

PARTY IDENTIFICATION	RE-ELECT	REPLACE	UNDECIDED
Democrat	**91%**	**3%**	**6%**
Republican	**5%**	**86%**	**9%**
Independent	**35%**	**49%**	**16%**

*** 400 REPUBLICAN VOTERS ***

STATEWIDE NAME RECOGNITION

Do you recognize the name _____?
(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	RECOGNIZE FAVORABLE	RECOGNIZE UNFAVORABLE	RECOGNIZE NEUTRAL	DON'T RECOGNIZE
Roy Moore	34%	29%	33%	4%
Mo Brooks	27%	8%	42%	23%
Bradley Byrne	25%	2%	27%	46%
Gary Palmer	18%	1%	28%	53%
Del Marsh	15%	7%	21%	57%
Tim James	13%	1%	16%	70%

QUESTION: If the 2020 Republican primary for Alabama's U.S. Senate seat were held today, for whom would you vote if the candidates were: (ORDER ROTATED)

	STATE	MEN	WOMEN	<50	50+
Roy Moore	27%	24%	31%	30%	25%
Mo Brooks	18%	23%	13%	14%	21%
Bradley Byrne	13%	15%	10%	9%	16%
Gary Palmer	11%	11%	11%	8%	13%
Del Marsh	4%	3%	5%	3%	5%
Tim James	2%	3%	1%	1%	3%
Undecided (NOT READ)	25%	21%	29%	35%	17%

Mason-Dixon® Alabama Poll – April 2019

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from April 9 through April 11, 2019. A total of 625 registered Alabama voters were interviewed statewide by telephone.

Those interviewed were randomly selected from a phone-matched Alabama voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter registration by county.

The margin for error, according to standards customarily used by statisticians, is no more than ± 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.

For the GOP primary section of the poll, a sample of 400 registered voters who identified their party affiliation as Republican was queried. The margin for error on this primary voter sample is ± 5 percentage points.

DEMOGRAPHICS

PARTY IDENTIFICATION:

Democrat	**201 (32%)**
Republican	**269 (43%)**
Independent or Other	**155 (25%)**

AGE:

18-34	**105 (17%)**
35-49	**170 (27%)**
50-64	**194 (31%)**
65+	**148 (24%)**
Refused	**8 (1%)**

RACE/ETHNICITY:

White/Caucasian	**403 (64%)**
Black/African American	**179 (29%)**
Other/Refused	**43 (7%)**

SEX:

Male	**294 (47%)**
Female	**331 (53%)**

REGION:

North Alabama	**150 (24%)**
Birmingham Metro	**170 (27%)**
Eastern Alabama	**100 (16%)**
Montgomery/Black Belt	**75 (12%)**
South Alabama	**130 (21%)**

ALABAMA POLL REGIONS

NORTH ALABAMA: Voters in Lauderdale, Limestone, Madison, Jackson, DeKalb, Marshall, Blount, Cullman, Winston, Marion, Morgan, Lawrence, Franklin and Colbert counties.

BIRMINGHAM METRO: Voters in Jefferson, Shelby Chilton, Walker, Bibb, Tuscaloosa, Fayette, Lamar and Pickens counties.

EASTERN ALABAMA: Voters in Cherokee, Etowah, St. Clair, Talladega, Clay, Randolph, Cleburne, Calhoun, Coosa, Tallapoosa, Chambers, Lee and Elmore counties

MONTGOMERY/BLACK BELT: Voters in Russell, Barbour, Macon, Bullock, Pike, Crenshaw, Montgomery, Butler, Lowndes, Wilcox, Dallas, Autauga, Perry, Marengo, Hale, Sumter, Greene and Choctaw counties.

SOUTH ALABAMA: Voters in Henry, Houston, Dale, Geneva, Covington, Coffee, Monroe, Conecuh, Escambia, Clarke, Washington, Mobile and Baldwin counties.