

Trump maintains steady lead in Alabama Republican Presidential Preference Primary

Rubio rises while Cruz drops

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A flash survey conducted by Master Image, a Homewood political consulting firm, shows Donald Trump leading Alabama Republican voters, with a 36% preference. Candidates Marco Rubio (19%) and Ted Cruz (12%) rank second and third in the survey, but a large (17%) undecided voters will still determine which other candidate will gain delegates in Alabama.

“Trump’s popularity in Alabama continues the trend we see elsewhere,” said Joe Sanders, President and owner of Master Image, Inc. “Trump’s numbers in Alabama appear to be a few points lower than other southern states, but in line with what should happen on March 1, considering almost one in five voters remain undecided.”

“Behind Trump, Marco Rubio places second in the state, and does well in urban/suburban communities and counties such as Mountain Brook (29%), Mobile (22%), and Houston (22%) counties, while Cruz finds strength in Shelby (19%) and Madison counties (14%). John Kasich and Ben Carson are gaining little ground in Alabama and their numbers are flat,” said Sanders. “I think it is obvious the Bush voters have moved to Rubio, as I would predict Carson and Kasich voters were those candidates not in the race,” commented Sanders.

“Trump is appealing highly in Elmore County (49%), where there is a high profile congressional race with a notable tea party conservative candidate. Trump also hits over 40% in Walker County (46%) and in the Bessemer Cutoff (43%) of Jefferson Count,” said Sanders.

The phone survey was conducted February 24th with 1,556 active Republican primary voters, and has a +/-4.2% margin of error. Master Image is not affiliated with any of the presidential campaigns. This survey was not commissioned by any candidate or campaign committee.

Master Image conducted the statewide poll among specific counties to represent a good sample of urban and rural republicans, and a geographic sample of north central and south Alabama Republicans. “We also picked a representative selected of counties where there are other active Republican primaries for lower offices, as well as in counties where there are none or few other races on-going,” stated Sanders. The survey was conducted in association with Alelect and Joe Domnanovich, President.

“I feel confident this survey is an accurate sample of Alabama Republicans one week out of the March 1 Primary,” said Sanders.

Master Image, Inc., has been involved in political consulting, research and marketing for over 25 years, having managed or had significant roles in well over a 150 Republican primaries and general elections races across the state, ranging from statewide governor’s campaigns, legislative and countywide offices in numerous counties. Master Image was among the first to assist in electing Republicans in counties where Democrats had reigned for over 130 years.

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Alabama Republican Preferences Survey

	Carson	Cruz	Kasich	Rubio	Trump	Und
Autauga	12%	10%	6%	21%	38%	14%
Baldwin	10%	9%	12%	21%	35%	13%
Coffee	7%	12%	7%	18%	38%	19%
Dekalb	3%	6%	9%	13%	41%	28%
Elmore	9%	10%	3%	14%	49%	15%
Franklin	9%	13%	5%	14%	36%	23%
Houston	7%	7%	7%	22%	42%	15%
Jefferson	7%	12%	9%	20%	33%	18%
Cutoff	5%	12%	4%	17%	43%	19%
Gardendale	7%	14%	5%	16%	39%	18%
Mt Brook	9%	9%	21%	29%	14%	18%
Madison	13%	14%	8%	20%	28%	17%
Mobile	8%	13%	8%	22%	37%	12%
Shelby	7%	19%	7%	21%	33%	13%
Walker	8%	6%	3%	16%	46%	21%
	8%	12%	7%	19%	36%	17%

Data collected Feb. 23, 2016; 1,556 respondents; +/-4.2 margin of error

TRACKING

	Bush	Carson	Cruz	Kasich	Rubio	Trump	Others	Und
Jan 25th	7%		17%		12%	36%	11%	17%
Feb 11th	6%	6%	13%	9%	11%	36%		19%
Feb 24th		8%	12%	7%	19%	36%		17%

41% to 50%
31% to 40%
21% to 30%
Under 21%

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