

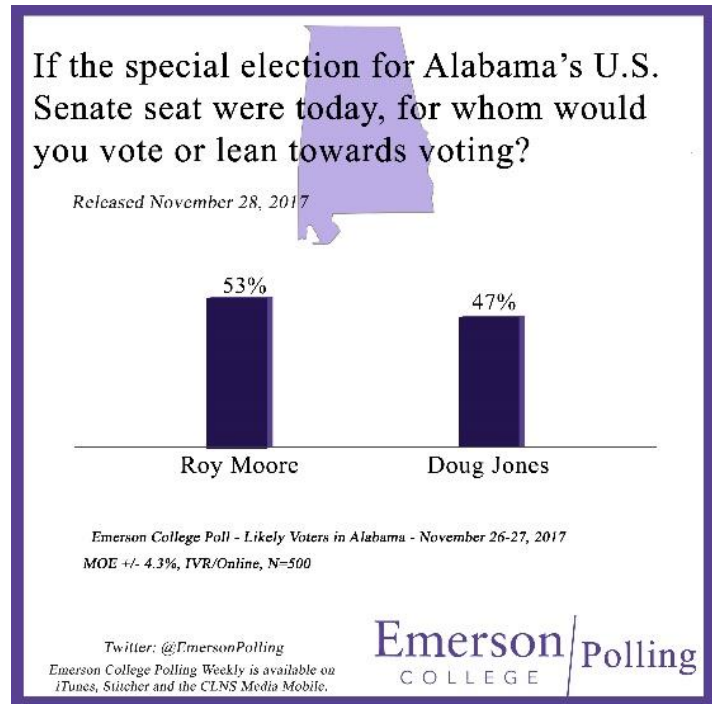
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Emerson College Poll: Jones closes gap to 6 points on Moore in Alabama.

Boston, MA – A new Emerson College poll in Alabama finds Democrat Doug Jones trailing Republican Roy Moore 53% to 47%. The poll was conducted November 25-27 and a margin of error of +/- 4.3 percentage points.

Moore's 6 point advantage is down from ten points (55% to 45%) in Emerson's previous poll conducted November 9-11 in the wake of sexual misconduct allegations.

During the last two weeks, Jones has seen his favorability rating increase from 31% to 45% while his unfavorable rating has stayed constant at 40%. Moore on the other hand has seen his favorability rating stuck at 43% while his unfavorable have gone from 37% to 48%.



Methodology

The Alabama Emerson College poll was conducted November 25-27, 2017 under the Supervision of Professor Spencer Kimball. The sample consisted of only very likely registered voters, n=500, with a margin of error (MOE) of +/- 4.3 percentage points. The Alabama data was weighted by gender, region, 2016 vote, and mode of data collection. It is important to remember that subsets based on gender, age, party affiliation, and education carry with them higher margins of error, as the sample size is reduced. Data was collected using both an Interactive Voice Response (IVR) system of landlines only and an online panel provided by Opinion Access Corp.

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