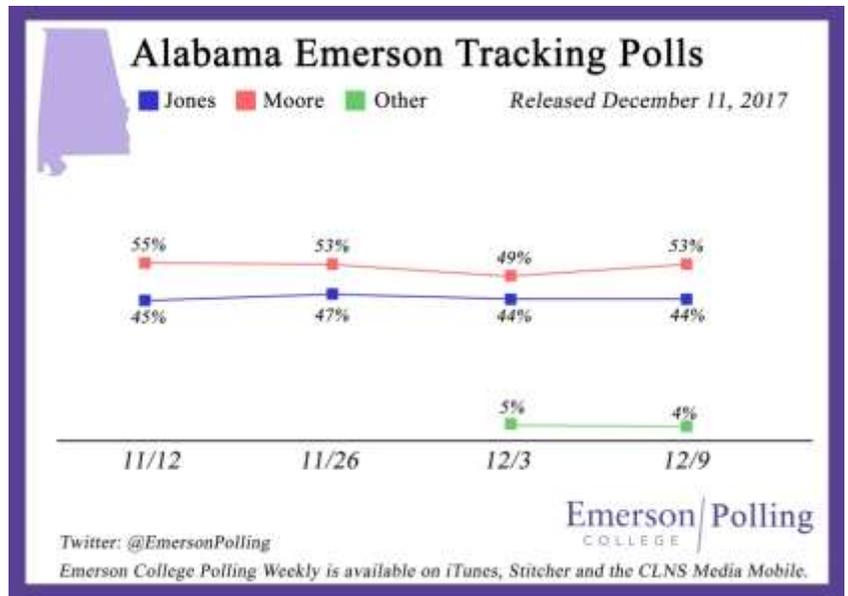


December 11, 2017
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Emerson College Poll: Moore with Significant 9-point Lead in Final Poll.

In the final Emerson College poll before the election, GOP candidate Roy Moore now leads the Democratic candidate Doug Jones 53% to 44%, a six point bump from last week's Emerson poll. The poll suggests Moore has weathered the storm of alleged sexual misconduct; The survey has a sample size of 600 very likely voters, and has a margin of error of +/-3.9 percentage points.

Since the Emerson Poll of Nov. 12, a few days after allegations of sexual misconduct, Moore's lead dropped from 10 points, to 6 points Nov. 26, and to 3 points last week on Dec. 3. A major event that might have contributed to Moore's improved poll numbers is his endorsement by President Trump this past weekend. The President is more popular than either candidate with a 55%/40% favorable/unfavorable rating; Moore is at 45%/45% and Jones at 43%/45%.



Listen to the full podcast and analysis here bit.ly/2z0KLzr

Emerson Poll Experiment

The Alabama Special Election Poll is the third in a series of mixed mode experiments using online panels and automated polls (IVR) to test the reliability and validity of different forms of data collection, by comparing the poll's margin of victory with actual election results.

The previous two studies yielded mixed results on which form of data collection is the most reliable and valid. In the New Jersey Governor's race, the data favored IVR polling to be the most valid and reliable, while in the Virginia Governor race all three modes of data collection performed equally as well.

The full results of the three part study will be released after the Alabama Special Election vote total is certified by the State of Alabama.

The Emerson College Polling Society is a charter member of the Transparency Initiative of the American Association of Public Opinion Research (AAPOR).

Methodology

The Alabama Emerson College poll was conducted December 7-9, 2017 under the Supervision of Professor Spencer Kimball. The sample consisted of only very likely registered voters, n=600, with a margin of error (MOE) of +/- 3.9 percentage points. The Alabama data was weighted by 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 Survey Sampling International (SSI).

Emerson College Polling Weekly is the official podcast for the Emerson College poll. The podcast is available on iTunes, Stitcher and the CLNS Media Mobile App. Visit our website at <http://www.emersoncollegepollingsociety.com>.

Follow us on Twitter @EmersonPolling.

1. To start, can you please tell me your gender?

Press 1 for male

Press 2 for female

2. Are you currently registered to vote? If yes, do you consider yourself a member of a political party?

Press 1 for Democrat

Press 2 for Republican

Press 3 for Independent or other

Press 4 if you are not registered to vote

3. How likely are you to vote in the special election for U.S. Senate on December 12th?

Press 1 if you are very likely to vote

Press 2 if you are somewhat likely to vote

Press 3 if you are 50-50

Press 4 if you are not likely to vote

4. If the special election for U.S. Senate were held today, for whom would you vote among the following candidates?

Press 1 for the Democrat Doug Jones (go to 6)

Press 2 for the Republican Roy Moore (go to 6)

Press 3 if you are unsure (go to 5)

5. For which candidate are you currently leaning towards voting?

Press 1 for the Democrat Doug Jones

Press 2 for the Republican Roy Moore

6. If the special election for U.S. Senate were held today, for whom would you vote among the following candidates?

Press 1 for the Democrat Doug Jones (go to 8)

Press 2 for the Republican Roy Moore (go to 8)

Press 3 if you plan to write in somebody else (go to 8)

Press 3 if you are unsure (go to 7)

7. For which candidate are you currently leaning towards voting?

Press 1 for the Democrat Doug Jones

Press 2 for the Republican Roy Moore

Press 3 if you plan to write in somebody else

8. For whom did you vote in the 2016 Presidential election?

Press 1 for Donald Trump

Press 2 for Hillary Clinton

Press 3 for someone else or if you did not vote in this election

9. Is your opinion of Donald Trump generally favorable or generally unfavorable?

Press 1 for favorable

Press 2 for unfavorable

Press 3 for neutral or no opinion

Press 4 if you have never heard of this person

10. Next, take Roy Moore. Is your opinion of Roy Moore generally favorable or generally unfavorable?

Press 1 for favorable

Press 2 for unfavorable

Press 3 for neutral or no opinion

Press 4 if you have never heard of this person

11. Finally, how about Doug Jones? Is your opinion of Doug Jones generally favorable or generally unfavorable?

Press 1 for favorable

Press 2 for unfavorable

Press 3 for neutral or no opinion

Press 4 if you have never heard of this person

12. In deciding how you will vote next week, how important are the allegations of sexual misconduct against Roy Moore?

Press 1 for very important

Press 2 for somewhat important

Press 3 for not too important

Press 4 for not at all important

13. For statistical purposes only, can you please tell me your ethnicity?

Press 1 for Hispanic or Latino of any race

Press 2 for White or Caucasian

Press 3 for Black or African American

Press 4 for Asian or Indian American

Press 5 for other or multiple races

14. What is your age range?

Press 1 for 18-34 years

Press 2 for 35-54 years

Press 3 for 55-74 years

Press 4 for 75 or more years

15. In Alabama people with a prior felony conviction are eligible to vote in this special election, do you have a prior felony conviction?

Press 1 for yes (question 16)

Press 2 for no (question 17)

16. Have you regained your right to vote?

Press 1 for yes

Press 2 for no

17. Do you have a cell phone, landline, both, or neither?

Press 1 for cell phone only

Press 2 for landline only

Press 3 for both

Press 4 for neither



18. Which Congressional District do you live in?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Thank you for participating in our survey. Have a great day!