

To: Right for Alabama PAC  
 From: Ryan Munce – co/efficient  
 Date: June 8th, 2020  
 RE: Survey of AL-1 Run-Off Electorate

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**Key Takeaways:** With 5 weeks to go, Jerry Carl Leads Bill Hightower 43%-24%. Fully one third (33%) of Electorate remains undecided.

**Initial Run-Off Ballot:** Our latest survey of likely run-off voters in Alabama’s 1st Congressional District shows Jerry Carl with a substantial lead over Bill Hightower. On the initial Ballot for the upcoming July 14<sup>th</sup> run-off, Carl has amassed a statistically significant lead over Bill Hightower (+19%). Carl leads across all major geographic and demographic groups. One-third of the electorate, however, remains undecided and very little campaign spending has taken place since Covid19 forced the run-off election to be moved.

*If the Primary Run-Off Election for Alabama’s 1<sup>st</sup> Congressional District were held today, who would you vote for?*

Candidate	%
Carl	43%
Hightower	24%
Undecided	33%

**Senate Race:** On the Senate race inside of the 1<sup>st</sup> Congressional District, the run-off between Tommy Tuberville and Jeff Sessions is statistically tied. Sessions has maintained a strong popularity inside the 1<sup>st</sup> congressional district, but the fact that his campaign is essentially tied here in a place where he performed well in the primary, does not bode well for his chances statewide in the run-off.

*If the Primary Run-Off Election for US Senator from Alabama were held today, who would you vote for?*

Candidate	%
Sessions	41%
Tuberville	40%
Undecided	19%

**Image Ratings:** President Trump, naturally, enjoys a massive positive image rating among GOP run-off voters at 85%. Run-Off voters also have a strongly favorable opinion of Jerry Carl. 41% have a favorable opinion of Carl compared to only 16% with an unfavorable opinion. Conversely, primary voters are split on their attitude toward Bill Hightower, with 28% Favorable and 26% Unfavorable. However, both candidates are yet to be defined among a significant portion of the electorate with 43% and 46% of voters having No Opinion of the candidates, respectively.

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Carl Image	%
Favorable	41%
Unfavorable	16%
No Opinion	43%
Net Positive	25%

Hightower Image	%
Favorable	28%
Unfavorable	26%
No Opinion	46%
Net Positive	2%

**Informed Ballot:** We asked a series of questions to voters surrounding Bill Hightower’s connections to a Never Trump Interest Group in Washington, DC that his funding his campaign. After those questions were posed to voters the ballot moved even further in Carl’s favor (+40%). This message battery shows that the issues important to Jerry Carl’s endorsers such as agricultural and coastal issues closely align with the district and will carry a winning message for him.

Informed	%
Carl	59%
Hightower	19%
Undecided	23%

**Conclusion:** Carl has a strong lead over Hightower for the Republican Run-Off race for Alabama’s 1<sup>st</sup> Congressional District. However, with 33% of the electorate still undecided and with over 40% of the electorate yet to form an opinion of Carl or Hightower, the race is far from over. Powerful and well-funded interest groups outside Alabama have already committed hundreds of thousands of dollars to support Hightower’s campaign, and those resources have the potential to move these numbers. With adequate resources and messaging, we expect Carl to be able to hold off these attacks and secure the Republican nomination for Congress.

**Methodology:** This poll of 647 likely Republican Run-Off election voters within Alabama’s 1st congressional district was fielded between June 4<sup>th</sup> – 5<sup>th</sup> 2020. All data was collected through a probability driven, multi-mode methodology. Interviews were conducted using text message invitations to mobile devices and Interactive Voice Response (IVR) to landline phones. 47% landline - 53% cellphone. This poll carried a margin of error of +/- 3.6% at a 95% confidence interval and was weighted by Age and Gender.

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