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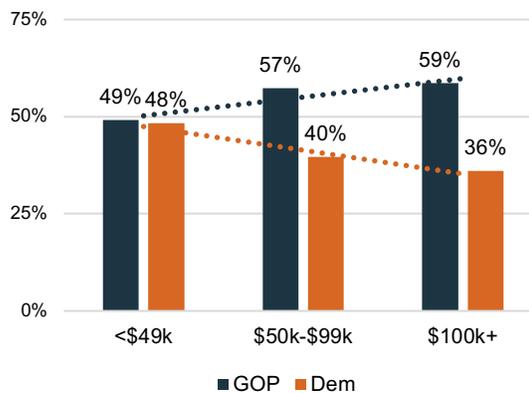
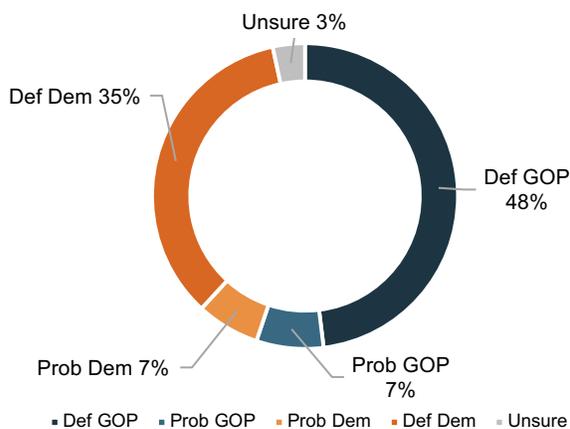
ALABAMA STATEWIDE GENERAL ELECTION MEMORANDUM

DATE: Monday, July 30, 2018
TO: Interested Parties **(FOR IMMEDIATE RELEASE)**
FROM: Matt Hubbard, Vice President of Research & Analytics
RE: Survey of Likely General Election Voters in Alabama

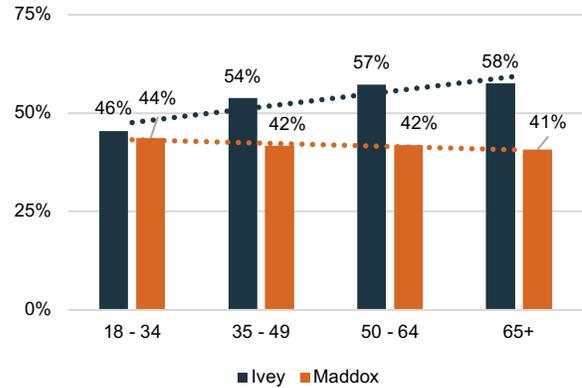
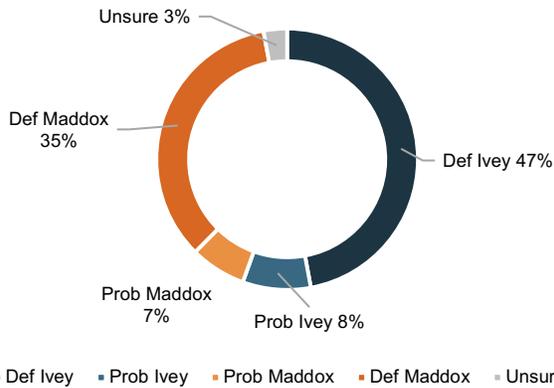
[Cygna](#), an Alabama-based national research firm, conducted a telephone survey for public release in Alabama this week to examine the public opinion of likely general election voters concerning the impact and awareness of the November 6th general election for statewide offices.

OVERALL

- Voter enthusiasm is already high. 90% of respondents indicated they would “definitely vote” in the November 6th general election. While voters are notorious for being aspirational on likelihood to vote screeners, the sample makeup supports high enthusiasm with 1/3 of responses coming from low propensity (27%) and newly-registered (6%) voters.
- On the generic ballot, Republican candidates (55%) hold a 14-point advantage over Democratic candidates (41%). Both parties retain more than 70% of their voters (based on modeled party affiliation). 51% of independent voters indicated their support for generic Republican candidates, while 49% chose the generic Democratic candidates.
- Among high propensity voters, Republicans hold a 19-point ballot advantage (GOP 58% - 39% Dem). The Republican lead drops to single-digits when moving to medium- (+6) and low- (+9) propensity voters.
- The generic ballot is practically tied among working-class voters (GOP 49% - 48% Dem). The Republican margin widens as respondent income increases. Republicans hold a 23-point advantage over their Democratic opponents among high-income respondents (GOP 59% - 36% Dem).
- More than 7 out of every 10 voters (73%) expressed support for a state constitutional amendment to allow the Ten Commandments to be displayed on state or public property.
- Support for the 10 Commandments constitutional amendment is high among both Republican (77% support) and Democratic (65% support) respondents. Support surpasses 80% among respondents from the Dothan DMA (82% support).
- 71% of respondents support a constitutional amendment to recognize the rights of unborn children.
- Opposition is highest among Democratic (54% oppose) and independent (66% oppose) voters.

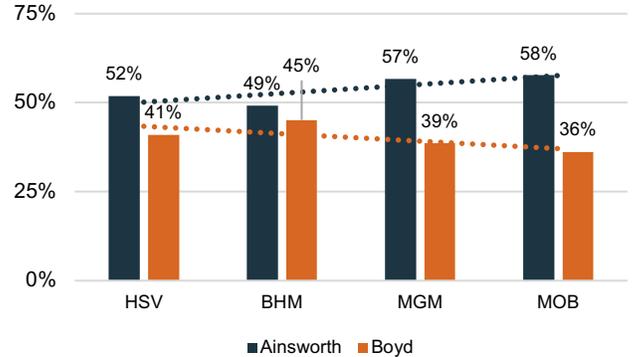
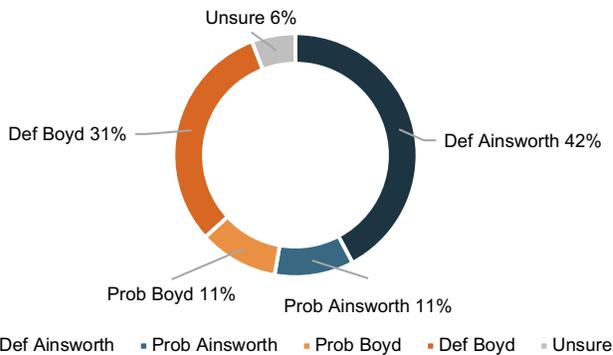


GOVERNOR



- The generic ballot Republican advantage holds true on the gubernatorial ballot. Governor Ivey (56%) begins her general election campaign with a 14-point lead over Tuscaloosa Mayor Walt Maddox (42%).
- Drilling down to ballot intensity, voters are intense over their choice for governor (47% def Ivey / 35% def Maddox). Less than 20% of voters fell into soft support (8% prob Ivey / 7% prob Maddox) or undecided (3%) categories.
- The ballot shows no gender gap. Ivey holds a double-digit with men (+13) and women (+14).
- The ballot is tightest among voters under 40 years old (Ivey +2). Ivey's lead grows as respondent age increases. Ivey holds a 17-point advantage with voters over 65 years old.
- 69% of Caucasian voters are breaking for Ivey, while 82% of African American voters chose Maddox.

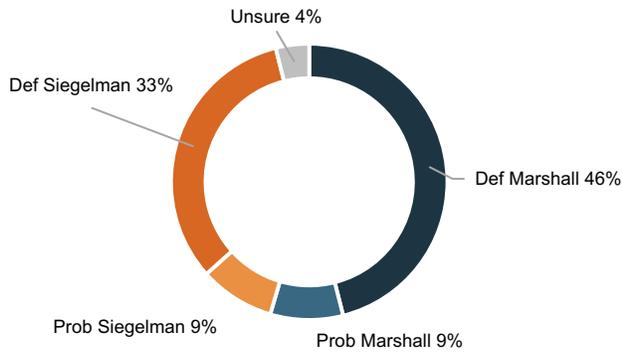
LT. GOVERNOR



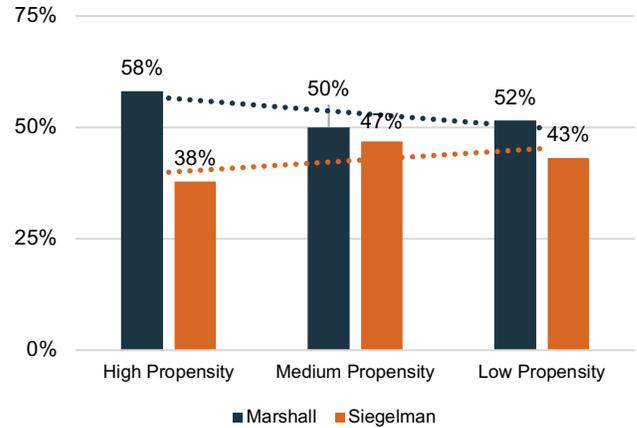
- Republican Will Ainsworth (53%) holds a 12-point lead over Democrat Will Boyd (41%).
- Ainsworth's lead grows by 5 points to +17 among high propensity voters.
- Among college-educated voters, Ainsworth leads by 18 points (56%-38%). The ballot break is closer (Ainsworth +5) among voters who did not attend college (50%-45%).
- Geographically, Ainsworth leads across all DMA groupings. His strongest advantage (+22) is in the Mobile media market. The ballot is close in the Birmingham DMA grouping (Ainsworth +4).



ATTORNEY GENERAL

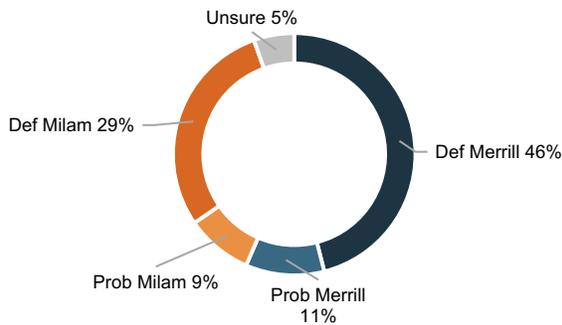


■ Def Marshall ■ Prob Marshall ■ Prob Siegelman ■ Def Siegelman ■ Unsure

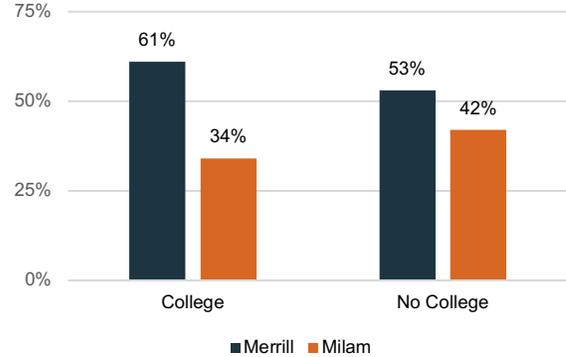


- With support reaching 55%, Steve Marshall leads the attorney general's race by 13-points over Joseph Siegelman, son of former Alabama Governor Don Siegelman.
- Ballot intensity also falls in Marshall's favor (46% def Marshall / 33% def Siegelman).
- The trend of a tied ballot among working-class voters continues on the AG ballot (tied at 48%).
- Marshall maintains a strong lead among high propensity voters (Marshall +20), but the ballot tightens when looking at medium- (Marshall +3) and low-propensity voters (Marshall +9). If the election were held today, lower turnout advantages Marshall.

SECRETARY OF STATE



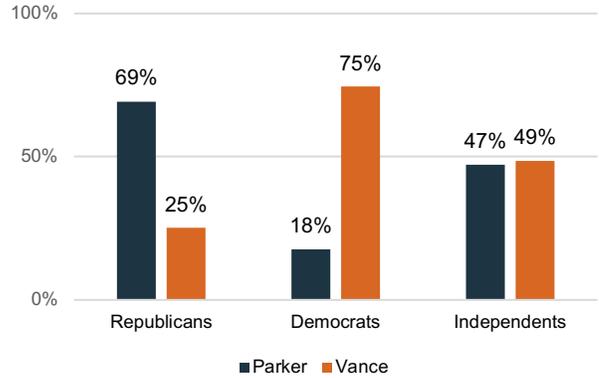
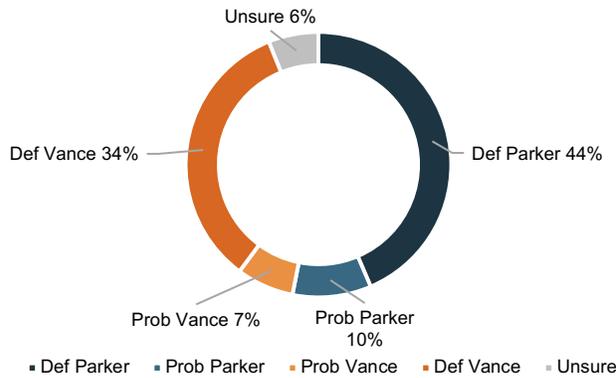
■ Def Merrill ■ Prob Merrill ■ Prob Milam ■ Def Milam ■ Unsure



- Current Secretary of State John Merrill has the largest lead of the statewide candidates. Merrill (57%) holds a 19-point advantage over Democratic challenger Heather Milam (38%).
- Merrill's support reaches 60% among high propensity voters. His support stays above 50% among medium (56%) and low propensity voters (52%).
- Both Merrill and Milam hold onto 71% of their partisan support. Independent voters are breaking for Merrill by 17-points (Merrill 57%-42% Milam).
- Among college-educated voters, Merrill leads by 27-points (61%-34%). Voters who did not attend college are more divided on the ballot (Merrill 53% - 42% Milam).



CHIEF JUSTICE

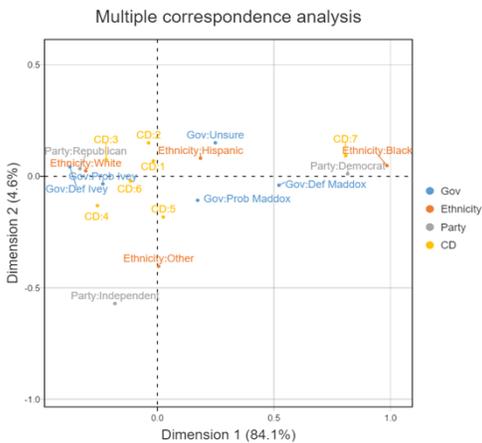


- Republican Tom Parker leads Democrat Bob Vance for the state's top judicial seat. Parker holds a 12-point advantage over Vance (53%-41%).
- Parker's lead is widest among voters over 70 years (+17) and high propensity votes (+20). The race tightens as respondent age and propensity decrease.
- Vance retains his partisan support (75% of Democratic voters) better than Parker (69% of Republican voters) on the ballot test.
- Parker's lead is reduced to single digits (Parker +9) in the Birmingham DMA grouping.

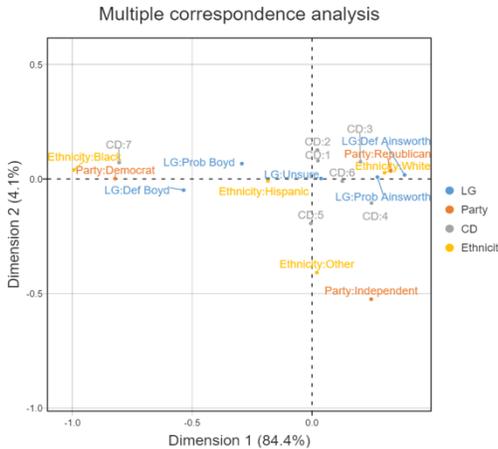
Statistical Plots

All ballot tests on this survey showed a consistent association between the respondents' political party affiliation (modeled), their ethnicity, and the congressional district in which they reside.

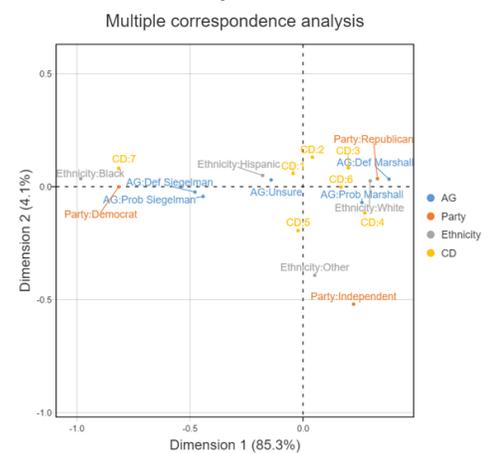
Governor



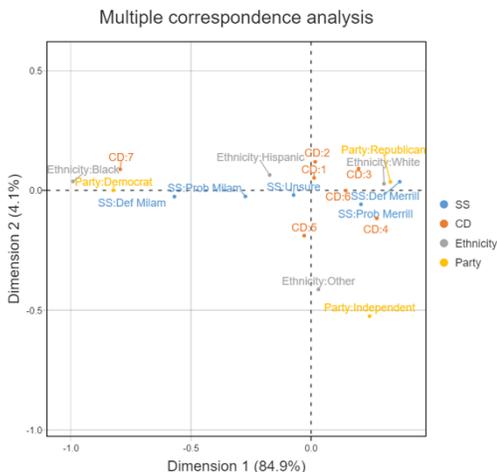
Lt. Governor



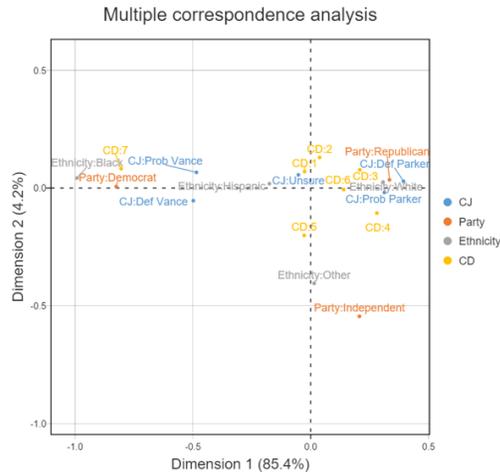
Attorney General



Secretary of State



Chief Justice



STATISTICAL TESTS OF ASSOCIATION

Chi-square test of independence is used to identify demographics having a statistically significant association with each ballot test. The overall level of significance is corrected to test for simultaneous associations of all pairs of variables. Demographic variables that have a p-value less than the corrected level of significance is considered significantly associated with the ballot test. The smaller the p-value, the stronger the relationship between the two variables.

After testing for association, Multiple Correspondence Analysis tests are performed to analyze patterns of relationships across variables that are associated with each other. Corresponding plots are created to show how the responses of the variables are related to each other.

How to Interpret MCA Plots

The plot is divided into four quadrants. Variables positioned close to the intersection of the X and Y axes are considered to not be associated with surrounding variables. The farther variables are positioned from the intersection of the X and Y axes, the more the variables are related.

The plots can be interpreted by quadrant if the two dimensions (X and Y axes) have equal weights, or by the two sides if the percentage of dimension 2 (the Y axis) is less than 10%. The responses that are grouped by quadrant or side are the responses that are associated with each other.

In connection to demographics and ballot tests, MCA determines which group of respondents mostly voted for a particular candidate. For each ballot test, the demographics with the strongest relationship ($p < 0.0001$) are featured in the MCA plot.

METHODOLOGY

This probabilistic telephone survey was conducted July 24 – 25, 2018, with 1,027 likely general election voters. It has a margin of error of $\pm 3.06\%$. Interviews were conducted using interactive voice response (IVR) to landline phones. Cygnal fielded a similar IVR nightly tracking survey over the 5 days leading up to July 17th Republican Primary Runoff Election and correctly predicted all Republican nominees for statewide offices and their intensity of victory, including the slim win for Will Ainsworth. This survey was weighted to a likely general election voter universe.

EDITOR'S NOTE

Cygnal and its principal, Brent Buchanan, work with Governor Kay Ivey's campaign. This survey was conducted without input from any candidate or candidate's campaign. No campaign was told in advance this survey would be conducted.

ABOUT THE FIRM

[Cygnal](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 640 survey research projects in 42 states, including Alabama. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Florida and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygnal to gather reliable, affordable polling data in state-wide, congressional, legislative, and local geographies

