



Date: February 5, 2020
To: Interested Parties
Re: AL-02 Polling Results 2/3-2/4

Ballot

With a little over 1,000 points behind Jessica Taylor's first TV ad in the Montgomery media market alone, her position on the ballot is growing faster than any other candidate. **She has gained 8-points** since the last [publicly available survey](#) was released.

In the same timeframe, Jeff Coleman's stock has been dropping fast once voters learned the truth about him. With only the negative earned media surrounding the [federal investigation into the alleged fraud](#) his company committed against military families, Jeff Coleman has fallen 8-points on the ballot since he [publicly released his internal numbers](#).

	Jan 14-15, 2020 <i>We Ask America</i>	Feb 3-4, 2020 <i>Osage Research</i>
Jeff Coleman	43%	36%
Troy King	16%	18%
Jessica Taylor	5%	13%
Barry Moore	8%	11%
Other Candidates	3%	7%
Undecided	25%	15%

Candidate Images

Jeff Coleman's image (how voters view him) is cratering. His total favorability has dropped 12 points since January 15th (57% favorable), and his unfavorables are skyrocketing toward Troy King's poor image rating.

	Favorable	Unfavorable	Name ID
Jessica Taylor	27%	7%	71%
Troy King	37%	28%	94%
Barry Moore	28%	17%	92%
Jeff Coleman	45%	21%	93%

Conclusion

With about four week left before the primary on March 3, 2020, Jessica Taylor is well poised to gain a runoff birth. As voters learn more about her conservative platform and more about her opponents' negative background, she will continue to grow on the ballow up to election day.

Methodology

On behalf of Jessica Taylor for Congress, Osage Research conducted a study of likely primary voters in Alabama's 2nd Congressional District. Respondents were contacted by interactive voice response on February 3-4, 2020. The study has a sample size of 400 likely primary voters in AL-02 with a margin of error of $\pm 4.9\%$ in 95 out of 100 cases.