

February 5, 2024



CYGNAL

Survey of Likely Republican Primary Voters **Alabama Statewide**

January 29 – 30, 2024 | n=515 | $\pm 4.31\%$

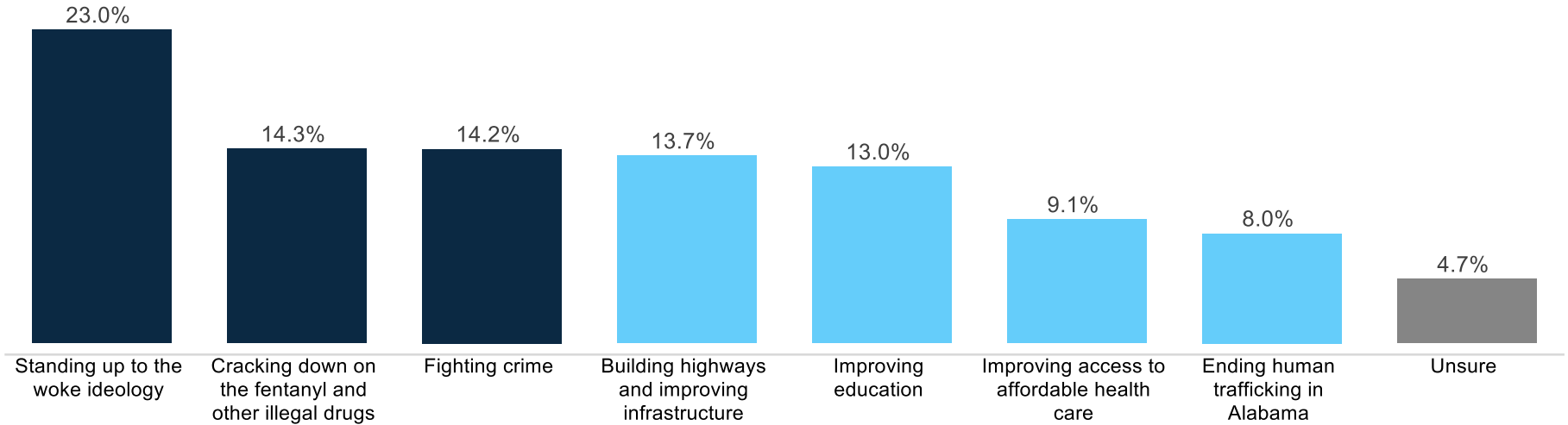
Insights & Analysis

- **Trump** (77% fav; +55 net fav) remains immensely popular, with clear sailing to a win in Alabama's primary (Trump 76% - Haley 16% - Undecided 8%). **Katie Britt** (66% fav; +51 net fav) is similarly favorable to Trump, raising her favorability +15 since the bruising primary days of spring 2022.
 - **50% of primary voters favor Trump adding Britt as the VP pick, especially** among Trump Republicans (59% fav).
 - **Tommy Tuberville's tangles with the DoD haven't hurt him** (63% fav; +37 net fav).
- **Kay Ivey** (76% fav; +55 net fav) also has a strong image and is viewed favorably by both Trump and Traditional Republicans. Voters remain optimistic about the **direction of the state** (66% right direction – 24% wrong track) under Governor Ivey.
 - **Will Ainsworth** (33% fav – 7% unfav; 60% no opinion / never heard of) has a favorable image, but nearly a third of voters have never heard of him.
 - **Steve Marshall** (40% fav – 8 % unfav; 52% no opinion / never heard of) is better known among GOP primary voters, especially 4/4s.
- At 23%, the **top priority** among primary voters is **standing up to woke ideology** (but this is highly concentrated among men age 65+), followed by cracking down on fentanyl (14%) and fighting crime (14%).
- **Education Savings Accounts (ESAs)** are **supported by a majority** of primary voters (59% support – 17% oppose), including two-thirds of Trump Republicans. The more conservative a voter is, the more likely they are to support ESAs.
- **Medicaid expansion** has a plurality of support (46%), and more voters don't have opinion on the topic (29%) than oppose it (25%).

Insights & Analysis – Cont.

- With the inclusion of a **lottery** and proceeds going to education and healthcare, there is broad support for **casino gambling and sports betting** among Republicans under the age of 65 and moderate GOP voters. Only 30% percent of 4/4 Republican primary voters and 41% of extremely conservative voters are opposed.
- A majority of Republican voters are Alabama fans (Alabama 55% - Auburn 26% - Other 20%).
 - Auburn fans give decent marks to **Hugh Freeze's job performance** (55% approve – 7% disapprove), and Alabama fans approve the hiring of **Kalen DeBoer** (63% approve – 4% disapprove).
- 80% of voters are **undecided in the primary for Alabama Supreme Court** (Stewart 12% - Taylor 9%).
- Machine-learning identified two groups for segmentation analysis:
 - **Trump Supporters** (76%) make up the vast majority of the state and view Governor Ivey and Senators Britt and Tuberville almost as favorably as Trump. They tend to be most focused on **standing up to woke ideology**. Over 50% would support Britt as Trump's Vice-Presidential pick. Nearly two-thirds support ESAs. This group tends to be older (65+) than the *Haley Supporters* and are also more likely to be Alabama fans. Most live in the Birmingham and Mobile media markets.
 - **Haley Supporters** (24%) conversely mostly live *outside* of the Birmingham and Mobile media markets. They tend to be more focused on issues like **fighting crime** and improving infrastructure and education. These voters tend to view statewide Republicans favorably, but don't like Trump.

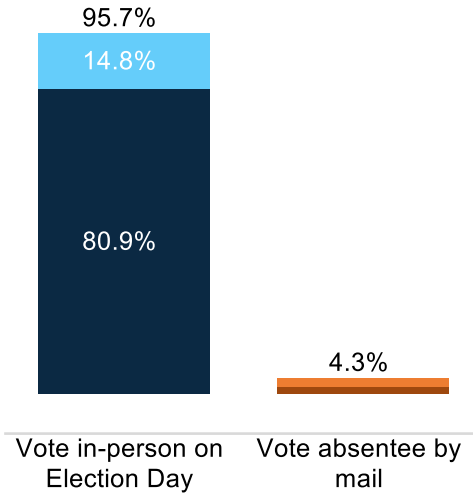
Top Priority



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Standing up to the woke ideology	21%	21%	18%	34%	15%	32%	19%	24%	20%	27%	16%	23%	38%	30%	13%	4%	26%	22%	26%	20%	24%	26%	22%	23%
Cracking down on the fentanyl and other illegal drugs	15%	16%	10%	16%	12%	12%	20%	11%	16%	13%	15%	17%	15%	13%	12%	22%	12%	16%	17%	11%	11%	14%	15%	16%
Fighting crime	14%	13%	16%	14%	13%	17%	12%	15%	9%	11%	22%	22%	19%	11%	14%	11%	15%	16%	13%	15%	8%	15%	12%	17%
Building highways and improving infrastructure	12%	11%	18%	14%	23%	12%	9%	13%	22%	11%	8%	12%	4%	14%	21%	14%	13%	13%	12%	17%	17%	10%	15%	13%
Improving education	14%	11%	16%	10%	15%	12%	12%	14%	9%	12%	20%	11%	7%	12%	17%	19%	16%	10%	10%	15%	19%	9%	11%	12%
Improving access to affordable health care	9%	11%	11%	5%	9%	8%	12%	7%	9%	12%	9%	7%	6%	6%	11%	17%	6%	10%	7%	12%	8%	10%	10%	9%
Ending human trafficking in Alabama	11%	7%	7%	6%	10%	4%	10%	9%	8%	9%	10%	5%	6%	10%	6%	9%	7%	8%	11%	5%	8%	10%	10%	6%
Unsure	4%	9%	5%	1%	3%	3%	6%	7%	7%	6%	2%	2%	5%	4%	6%	4%	4%	5%	4%	5%	5%	6%	5%	4%

Which one of the following state legislative issues do you believe should be the top priority for Republican lawmakers in Alabama?

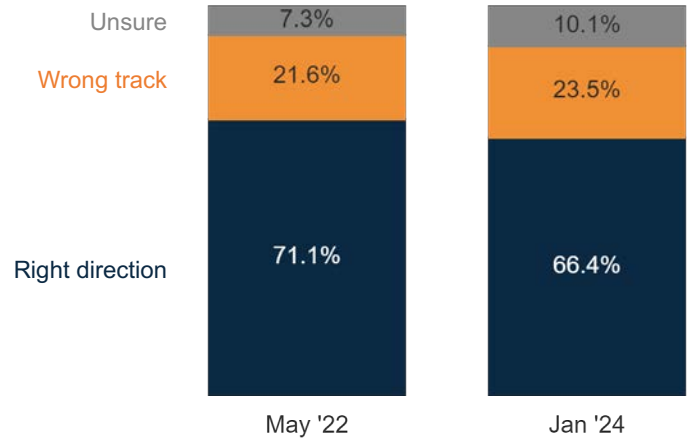
Vote Method



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	83%	77%	88%	84%	88%	84%	84%	75%	84%	85%	77%	80%	78%	85%	82%	83%	83%	84%	86%	80%	75%	78%	86%	89%
Probably vote	17%	23%	12%	16%	12%	16%	16%	25%	16%	15%	23%	20%	22%	15%	18%	17%	17%	16%	14%	20%	25%	22%	14%	11%
Vote in-person on Election Day	97%	93%	96%	97%	96%	97%	96%	93%	94%	97%	96%	94%	94%	98%	94%	96%	98%	95%	98%	94%	98%	92%	97%	96%
Vote absentee by mail	3%	7%	4%	3%	4%	3%	4%	7%	6%	3%	4%	6%	6%	2%	6%	4%	2%	5%	2%	6%	2%	8%	3%	4%
Definitely vote in-person on Election Day	81%	74%	86%	82%	87%	82%	82%	71%	80%	84%	73%	77%	75%	85%	79%	81%	82%	82%	85%	76%	75%	72%	86%	86%
Probably vote in-person on Election Day	16%	19%	10%	15%	10%	14%	14%	22%	14%	12%	23%	17%	19%	14%	15%	14%	16%	13%	13%	18%	23%	19%	11%	10%
Definitely vote absentee by mail	2%	3%	1%	2%	1%	2%	2%	4%	3%	1%	4%	2%	3%	1%	3%	1%	1%	2%	1%	4%	0%	6%	0%	2%
Probably vote absentee by mail	1%	4%	2%	2%	3%	1%	2%	3%	3%	2%	0%	4%	3%	1%	3%	3%	1%	3%	1%	2%	2%	2%	3%	2%

How do you plan to vote in the March Republican primary election for President, U.S. Congress, and Alabama Supreme Court?

State Direction



	Total	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	MobilePensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	66%	61%	68%	66%	72%	74%	65%	61%	68%	66%	62%	55%	73%	67%	78%	68%	35%	67%	67%	71%	67%	68%	57%	75%	68%
Wrong track	23%	28%	19%	26%	19%	18%	27%	25%	21%	22%	26%	29%	19%	22%	12%	21%	51%	23%	23%	21%	22%	24%	28%	14%	23%
Definitely the right direction	5%	3%	6%	6%	6%	4%	8%	4%	4%	5%	6%	1%	9%	5%	6%	4%	5%	6%	5%	5%	6%	5%	4%	5%	6%
Mostly the right direction	61%	58%	62%	61%	66%	70%	58%	57%	64%	62%	57%	53%	65%	62%	72%	65%	30%	61%	62%	66%	62%	62%	53%	70%	63%
Mostly the wrong track	16%	17%	11%	17%	17%	12%	21%	16%	13%	15%	16%	22%	14%	12%	10%	16%	30%	15%	15%	15%	14%	19%	19%	8%	14%
Definitely the wrong track	8%	11%	7%	9%	3%	7%	6%	10%	8%	7%	10%	7%	5%	10%	3%	5%	21%	8%	8%	6%	9%	5%	9%	6%	9%
Unsure	10%	12%	14%	7%	8%	8%	7%	14%	11%	11%	11%	16%	8%	11%	9%	10%	14%	11%	10%	8%	10%	8%	15%	11%	9%

Generally speaking, would you say things in Alabama are headed in the right direction or off on the wrong track?

Image Tests

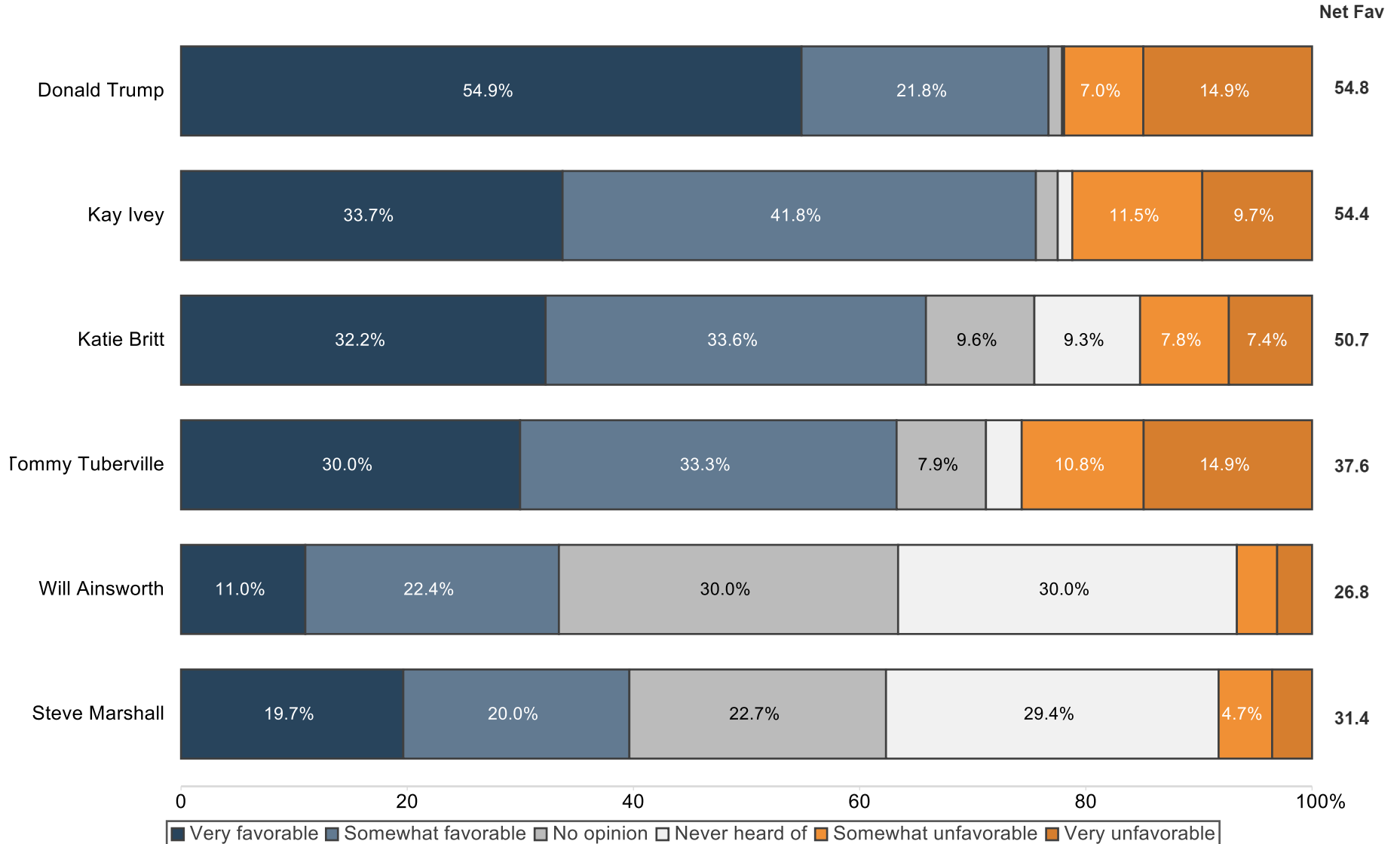


Image Tests Heatmaps

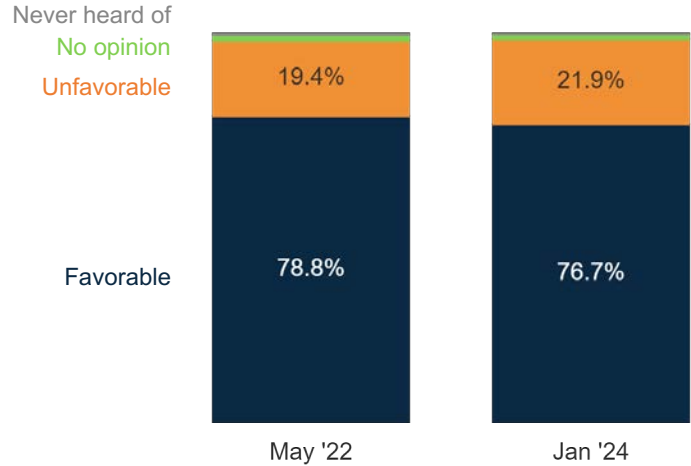
Favorable

	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	MobilePensola	Ext Consv	Very Consv	Smwt Consv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	77%	78%	71%	82%	68%	81%	81%	72%	74%	80%	76%	75%	92%	85%	74%	43%	76%	79%	92%	63%	79%	77%	77%	78%
Kay Ivey	75%	77%	68%	85%	80%	72%	74%	79%	79%	73%	71%	80%	84%	79%	77%	57%	78%	77%	75%	84%	73%	73%	80%	81%
Katie Britt	63%	71%	61%	70%	74%	58%	61%	75%	67%	64%	67%	62%	72%	70%	66%	59%	68%	69%	65%	74%	64%	67%	70%	71%
Tommy Tuberville	56%	68%	58%	76%	66%	66%	62%	61%	59%	64%	67%	61%	77%	75%	54%	36%	74%	65%	73%	60%	57%	59%	67%	74%
Will Ainsworth	27%	38%	38%	32%	46%	28%	32%	32%	36%	33%	42%	27%	39%	38%	31%	20%	38%	36%	34%	35%	20%	27%	41%	45%
Steve Marshall	32%	43%	42%	43%	51%	36%	35%	40%	46%	41%	59%	25%	40%	46%	35%	32%	41%	43%	38%	46%	23%	38%	43%	53%

Unfavorable

	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	MobilePensola	Ext Consv	Very Consv	Smwt Consv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	22%	20%	27%	17%	32%	16%	18%	27%	25%	19%	23%	22%	7%	15%	23%	54%	22%	20%	8%	36%	21%	21%	23%	20%
Kay Ivey	22%	22%	27%	11%	19%	21%	24%	19%	20%	24%	26%	18%	14%	18%	21%	41%	21%	19%	22%	16%	25%	25%	19%	17%
Katie Britt	13%	14%	18%	16%	16%	18%	14%	13%	16%	16%	22%	17%	15%	13%	18%	16%	14%	14%	16%	15%	16%	14%	18%	18%
Tommy Tuberville	26%	24%	31%	19%	31%	23%	24%	27%	32%	25%	21%	31%	18%	15%	34%	56%	20%	26%	17%	35%	27%	32%	30%	20%
Will Ainsworth	6%	5%	9%	6%	7%	8%	3%	8%	8%	7%	13%	4%	7%	6%	4%	10%	5%	7%	6%	7%	4%	6%	7%	9%
Steve Marshall	10%	5%	8%	9%	7%	9%	5%	11%	11%	8%	9%	8%	9%	5%	6%	17%	5%	9%	6%	10%	6%	8%	8%	10%

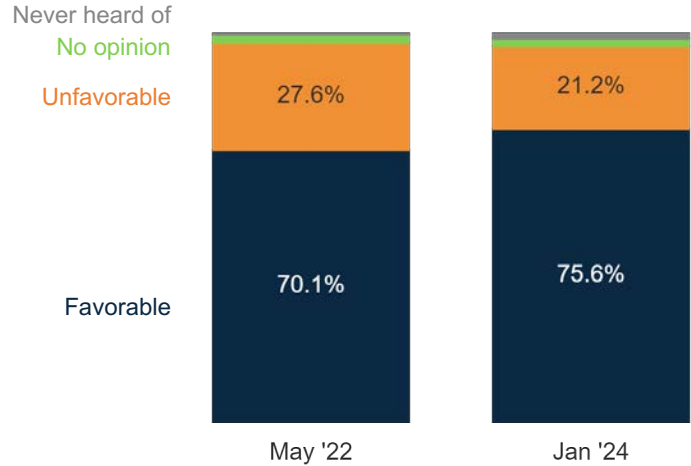
Image: Donald Trump



	Total	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	MobilePensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	77%	77%	78%	71%	82%	68%	81%	81%	72%	74%	80%	76%	75%	92%	85%	74%	43%	76%	79%	92%	63%	79%	77%	77%	78%
Unfavorable Total	22%	22%	20%	27%	17%	32%	16%	18%	27%	25%	19%	23%	22%	7%	15%	23%	54%	22%	20%	8%	36%	21%	21%	23%	20%
Very favorable	55%	51%	55%	50%	65%	49%	62%	62%	41%	50%	61%	43%	55%	80%	60%	45%	29%	48%	60%	81%	29%	59%	53%	47%	60%
Somewhat favorable	22%	26%	23%	21%	16%	20%	19%	20%	31%	25%	19%	33%	21%	12%	25%	29%	14%	28%	19%	11%	33%	20%	24%	29%	18%
Somewhat unfavorable	7%	8%	4%	9%	7%	9%	8%	3%	10%	6%	5%	7%	5%	2%	7%	9%	6%	7%	7%	3%	10%	6%	8%	5%	6%
Very unfavorable	15%	14%	17%	18%	10%	23%	9%	14%	17%	19%	14%	16%	17%	5%	8%	15%	48%	16%	13%	5%	27%	15%	12%	18%	15%
No opinion	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	0%	3%	1%	2%	1%	0%	1%	0%	2%	1%	1%
Never heard of	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%

Do you have a favorable or unfavorable opinion of Donald Trump?

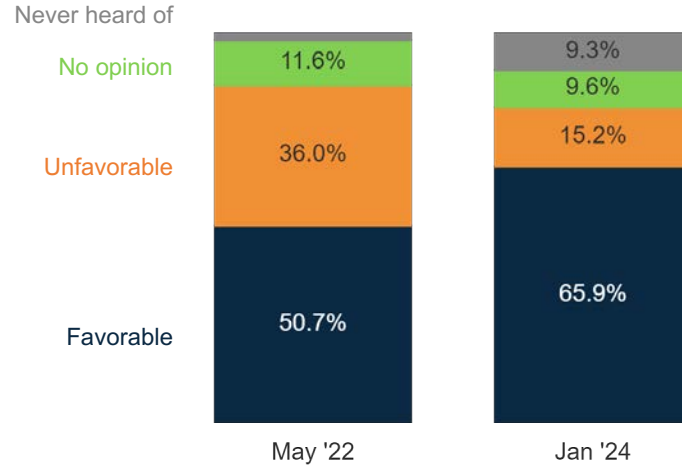
Image: Kay Ivey



	Total	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	MobilePensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	76%	75%	77%	68%	85%	80%	72%	74%	79%	79%	73%	71%	80%	84%	79%	77%	57%	78%	77%	75%	84%	73%	73%	80%	81%
Unfavorable Total	21%	22%	22%	27%	11%	19%	21%	24%	19%	20%	24%	26%	18%	14%	18%	21%	41%	21%	19%	22%	16%	25%	25%	19%	17%
Very favorable	34%	31%	43%	26%	38%	32%	31%	38%	34%	23%	37%	27%	39%	37%	37%	31%	26%	34%	37%	33%	38%	34%	28%	36%	36%
Somewhat favorable	42%	45%	34%	42%	47%	49%	40%	36%	46%	56%	36%	43%	41%	47%	42%	46%	32%	44%	41%	42%	45%	39%	46%	44%	45%
Somewhat unfavorable	11%	13%	12%	14%	5%	9%	11%	12%	13%	13%	12%	18%	8%	8%	11%	11%	22%	11%	12%	12%	9%	13%	16%	15%	6%
Very unfavorable	10%	9%	10%	13%	6%	9%	10%	12%	6%	7%	13%	8%	10%	7%	7%	10%	19%	10%	7%	10%	7%	13%	9%	4%	12%
No opinion	2%	2%	1%	2%	3%	0%	3%	2%	2%	2%	3%	1%	2%	2%	2%	2%	1%	0%	2%	2%	0%	2%	2%	1%	2%
Never heard of	1%	0%	0%	4%	1%	1%	4%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Kay Ivey?

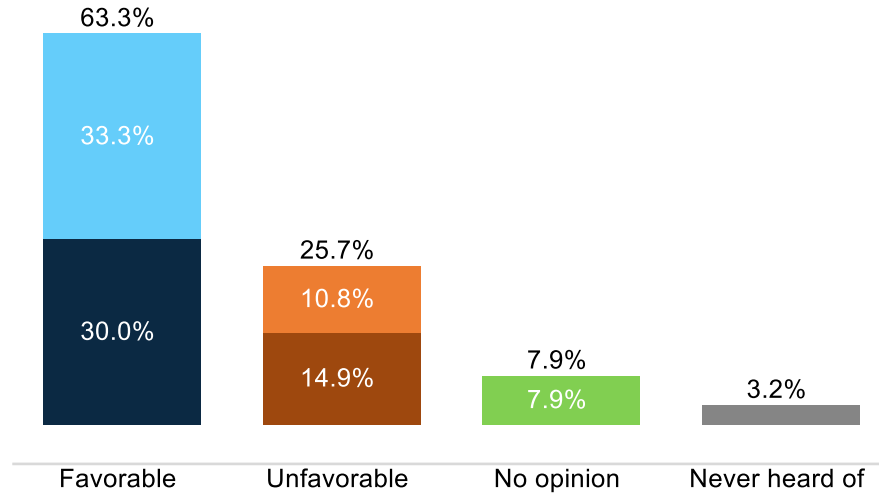
Image: Katie Britt



	Total	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	MobilePensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	66%	63%	71%	61%	70%	74%	58%	61%	75%	67%	64%	67%	62%	72%	70%	66%	59%	68%	69%	65%	74%	64%	67%	70%	71%
Unfavorable Total	15%	13%	14%	18%	16%	16%	18%	14%	13%	16%	16%	22%	17%	15%	15%	13%	18%	16%	14%	14%	16%	15%	16%	14%	18%
Very favorable	32%	26%	43%	26%	36%	35%	28%	29%	40%	27%	33%	35%	34%	35%	39%	25%	22%	30%	37%	32%	37%	31%	27%	31%	40%
Somewhat favorable	34%	37%	28%	35%	34%	39%	31%	32%	35%	40%	31%	31%	28%	37%	30%	40%	37%	38%	32%	33%	37%	32%	41%	40%	30%
Somewhat unfavorable	8%	6%	8%	11%	7%	10%	8%	7%	7%	11%	7%	12%	5%	7%	8%	6%	12%	8%	8%	7%	9%	3%	9%	5%	12%
Very unfavorable	7%	7%	6%	7%	10%	6%	9%	7%	6%	6%	8%	10%	11%	7%	7%	8%	6%	7%	6%	8%	7%	12%	6%	9%	5%
No opinion	10%	12%	8%	8%	11%	6%	12%	10%	10%	9%	11%	8%	11%	9%	8%	11%	12%	13%	7%	10%	7%	11%	8%	11%	8%
Never heard of	9%	12%	8%	13%	3%	4%	12%	15%	3%	8%	9%	3%	11%	5%	7%	10%	11%	4%	10%	11%	3%	10%	9%	5%	3%

Do you have a favorable or unfavorable opinion of Katie Britt?

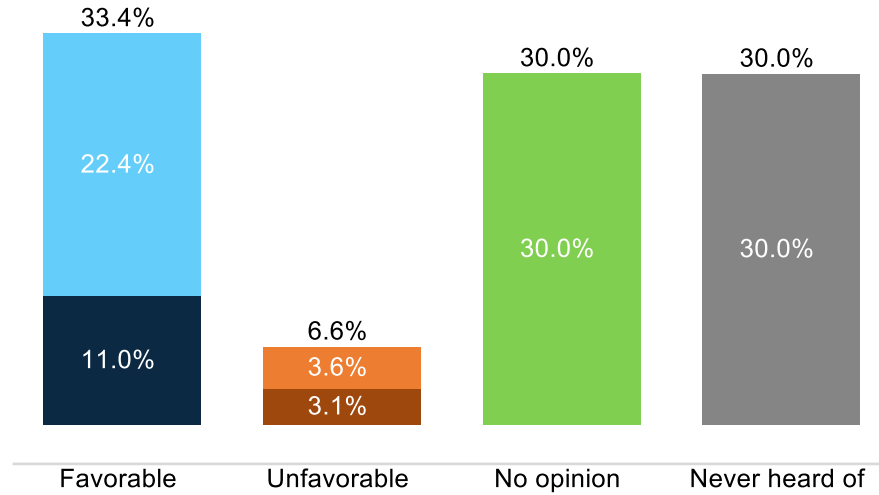
Image: Tommy Tuberville



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
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Unfavorable Total	26%	24%	31%	19%	31%	23%	24%	27%	32%	25%	21%	31%	18%	15%	34%	56%	20%	26%	17%	35%	27%	32%	30%	20%
Very favorable	23%	27%	30%	42%	34%	36%	29%	19%	21%	33%	27%	29%	46%	37%	17%	19%	35%	31%	40%	22%	24%	29%	31%	36%
Somewhat favorable	33%	41%	28%	33%	32%	29%	33%	42%	38%	31%	41%	32%	31%	39%	37%	16%	38%	34%	33%	38%	32%	30%	36%	38%
Somewhat unfavorable	10%	8%	15%	9%	12%	13%	10%	8%	10%	10%	11%	17%	9%	6%	18%	16%	6%	12%	10%	11%	14%	10%	15%	7%
Very unfavorable	16%	16%	16%	10%	19%	10%	14%	19%	21%	15%	10%	15%	9%	9%	16%	41%	14%	14%	7%	24%	14%	21%	15%	13%
No opinion	14%	6%	6%	4%	3%	6%	11%	11%	7%	8%	8%	7%	3%	8%	10%	5%	5%	6%	8%	5%	13%	10%	3%	5%
Never heard of	4%	1%	5%	2%	1%	6%	4%	1%	2%	3%	3%	0%	3%	2%	2%	3%	1%	3%	2%	1%	3%	0%	0%	1%

Do you have a favorable or unfavorable opinion of Tommy Tuberville?

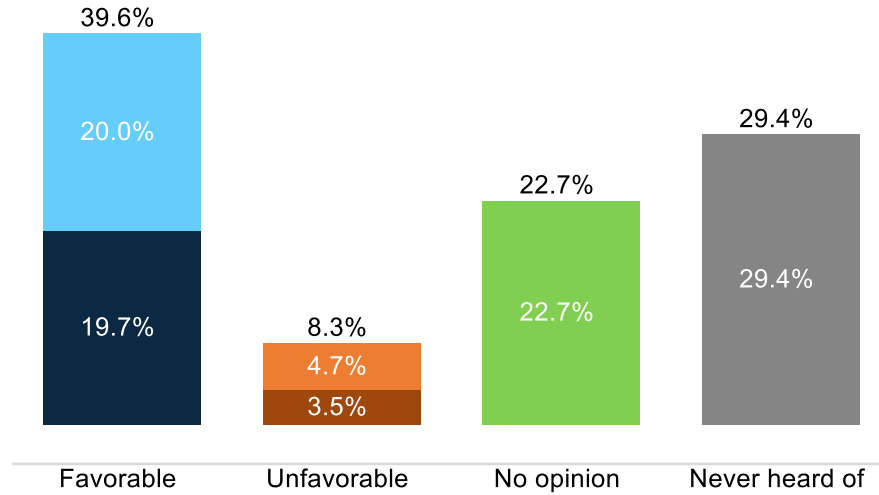
Image: Will Ainsworth



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	27%	38%	38%	32%	46%	28%	32%	32%	36%	33%	42%	27%	39%	38%	31%	20%	38%	36%	34%	35%	20%	27%	41%	45%
Unfavorable Total	6%	5%	9%	6%	7%	8%	3%	8%	8%	7%	13%	4%	7%	6%	4%	10%	5%	7%	6%	7%	4%	6%	7%	9%
Very favorable	5%	11%	14%	15%	15%	14%	8%	7%	11%	13%	10%	6%	15%	15%	8%	3%	15%	11%	14%	8%	5%	12%	8%	17%
Somewhat favorable	22%	26%	24%	16%	31%	14%	23%	24%	25%	20%	31%	21%	24%	24%	24%	18%	23%	25%	20%	27%	14%	15%	32%	28%
Somewhat unfavorable	3%	2%	4%	4%	4%	4%	2%	4%	4%	3%	9%	2%	3%	3%	2%	9%	1%	5%	3%	5%	1%	4%	4%	5%
Very unfavorable	3%	3%	5%	2%	3%	4%	1%	4%	4%	4%	3%	1%	4%	2%	2%	2%	3%	2%	3%	2%	4%	2%	3%	4%
No opinion	33%	32%	20%	37%	25%	29%	30%	37%	30%	29%	32%	34%	27%	31%	34%	28%	36%	27%	27%	36%	35%	32%	31%	29%
Never heard of	34%	26%	33%	25%	22%	35%	36%	23%	25%	31%	14%	36%	27%	25%	31%	41%	21%	30%	33%	22%	41%	35%	22%	17%

Do you have a favorable or unfavorable opinion of Will Ainsworth?

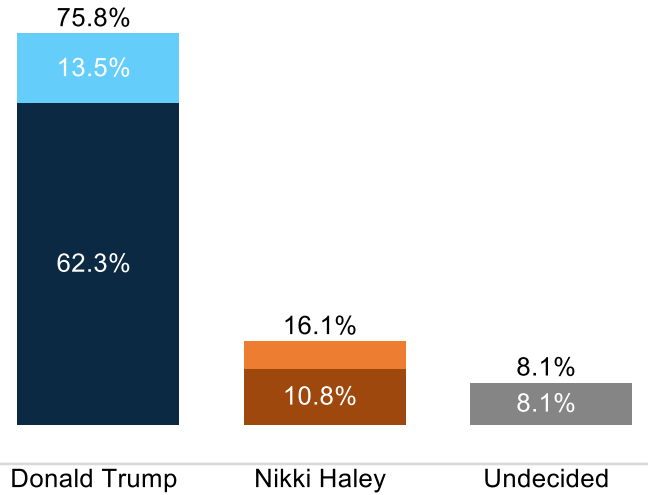
Image: Steve Marshall



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	32%	43%	42%	43%	51%	36%	35%	40%	46%	41%	59%	25%	40%	46%	35%	32%	41%	43%	38%	46%	23%	38%	43%	53%
Unfavorable Total	10%	5%	8%	9%	7%	9%	5%	11%	11%	8%	9%	8%	9%	5%	6%	17%	5%	9%	6%	10%	6%	8%	8%	10%
Very favorable	11%	22%	22%	24%	27%	21%	16%	17%	20%	23%	25%	11%	22%	28%	10%	11%	24%	19%	21%	20%	10%	20%	17%	29%
Somewhat favorable	21%	20%	20%	19%	24%	15%	19%	23%	26%	19%	33%	13%	18%	18%	25%	21%	17%	24%	17%	26%	13%	18%	26%	24%
Somewhat unfavorable	7%	3%	3%	6%	4%	5%	3%	8%	7%	5%	4%	5%	6%	3%	4%	11%	3%	6%	4%	6%	1%	7%	6%	6%
Very unfavorable	4%	2%	5%	3%	3%	5%	2%	3%	4%	4%	5%	4%	3%	3%	2%	6%	2%	3%	1%	4%	5%	1%	2%	4%
No opinion	26%	27%	18%	20%	18%	20%	27%	25%	18%	26%	19%	24%	19%	23%	27%	20%	26%	20%	24%	22%	27%	26%	26%	18%
Never heard of	31%	25%	32%	28%	24%	34%	33%	24%	26%	24%	13%	43%	32%	25%	32%	31%	27%	28%	33%	22%	43%	28%	23%	20%

Do you have a favorable or unfavorable opinion of Steve Marshall?

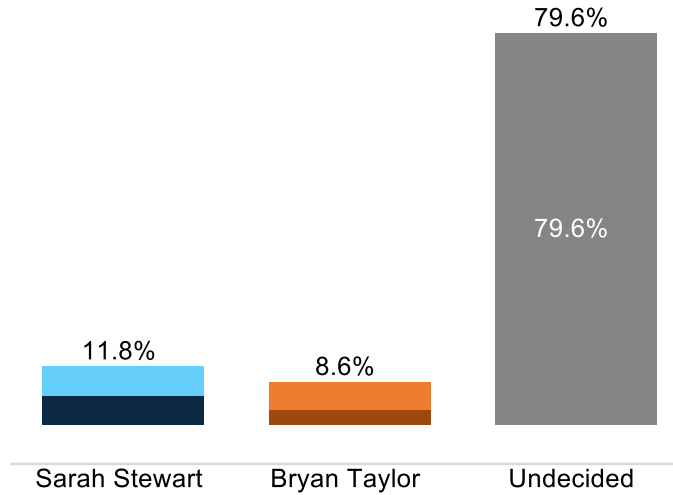
Presidential Primary Ballot



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	74%	75%	71%	85%	66%	84%	80%	66%	70%	84%	70%	73%	96%	82%	73%	42%	69%	79%	98%	53%	80%	73%	73%	79%
Nikki Haley	19%	18%	18%	9%	22%	8%	14%	25%	22%	11%	14%	22%	1%	11%	19%	46%	21%	13%	1%	35%	15%	18%	18%	16%
Definitely Donald Trump	59%	61%	58%	75%	53%	73%	67%	49%	61%	68%	55%	57%	89%	70%	49%	33%	54%	66%	89%	34%	66%	55%	61%	67%
Probably Donald Trump	16%	15%	13%	10%	13%	11%	13%	17%	10%	15%	16%	16%	7%	12%	25%	9%	15%	13%	9%	19%	13%	18%	12%	12%
Definitely Nikki Haley	15%	12%	11%	4%	16%	3%	10%	19%	15%	7%	12%	16%	1%	5%	14%	35%	15%	8%	1%	23%	10%	9%	12%	11%
Probably Nikki Haley	4%	6%	7%	4%	7%	5%	4%	6%	7%	4%	1%	6%	0%	6%	5%	11%	6%	5%	0%	11%	4%	9%	6%	5%
Undecided	7%	7%	11%	7%	11%	8%	6%	9%	8%	5%	16%	5%	3%	7%	8%	12%	11%	7%	1%	12%	6%	9%	9%	6%

If the Republican primary election for President was held today, and you had to make a choice, who would you vote for?

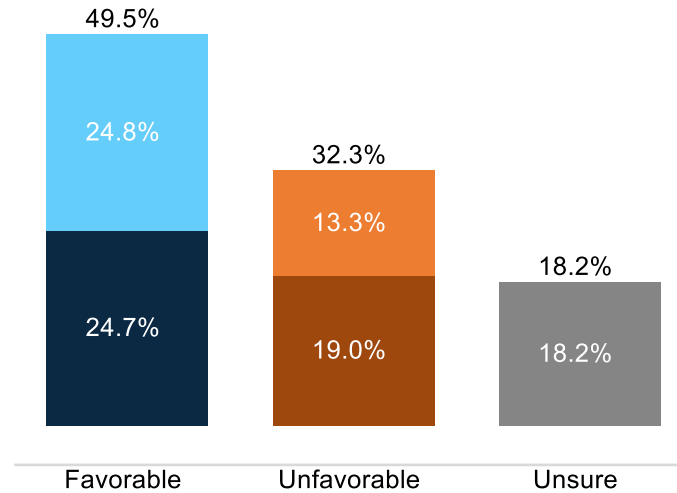
Supreme Court Ballot



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Srmt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Sarah Stewart	11%	11%	11%	14%	11%	14%	13%	8%	9%	11%	15%	18%	12%	12%	12%	14%	10%	14%	12%	12%	8%	10%	14%	15%
Bryan Taylor	11%	8%	8%	7%	7%	8%	11%	7%	3%	9%	13%	8%	8%	11%	6%	7%	9%	9%	10%	7%	7%	7%	14%	8%
Definitely Sarah Stewart	7%	5%	5%	6%	7%	5%	8%	5%	4%	5%	11%	5%	9%	6%	3%	7%	4%	7%	7%	5%	4%	5%	7%	6%
Probably Sarah Stewart	4%	6%	7%	8%	4%	10%	6%	3%	5%	6%	3%	13%	3%	5%	9%	7%	5%	7%	5%	7%	4%	5%	7%	8%
Definitely Bryan Taylor	5%	2%	3%	2%	2%	3%	4%	2%	1%	3%	8%	2%	4%	3%	3%	2%	3%	3%	4%	2%	2%	3%	4%	4%
Probably Bryan Taylor	6%	6%	6%	4%	5%	5%	7%	5%	2%	5%	5%	6%	4%	8%	3%	5%	6%	5%	5%	5%	4%	3%	10%	4%
Undecided	78%	81%	80%	79%	82%	77%	75%	85%	88%	80%	73%	74%	80%	77%	82%	79%	81%	77%	79%	81%	85%	84%	72%	78%

If the Republican primary election for Alabama Supreme Court was held today, and you had to make a choice, who would you vote for?

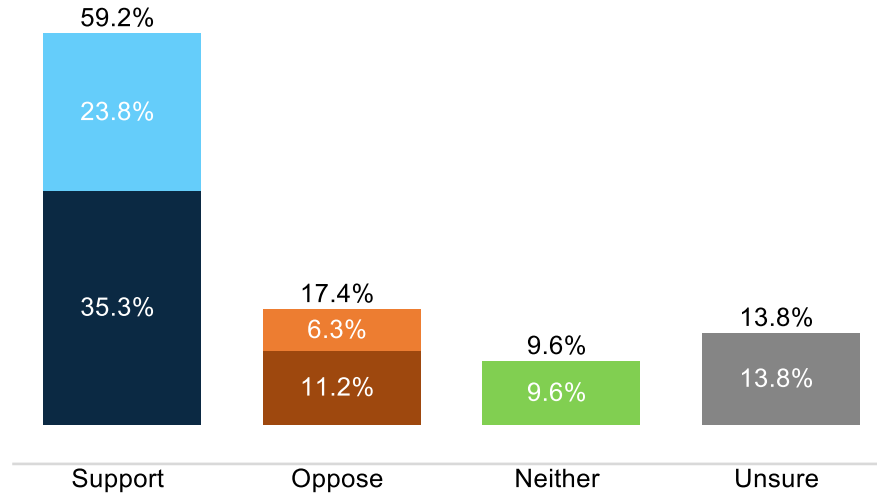
Britt VP



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	56%	48%	43%	52%	38%	53%	49%	57%	48%	49%	54%	48%	58%	47%	55%	45%	54%	52%	59%	43%	51%	50%	45%	53%
Unfavorable Total	24%	29%	42%	35%	46%	33%	27%	26%	34%	32%	29%	32%	28%	35%	28%	30%	32%	30%	26%	36%	31%	27%	39%	32%
Very favorable	27%	23%	24%	24%	18%	28%	25%	26%	22%	29%	27%	19%	28%	24%	25%	26%	25%	27%	30%	22%	24%	24%	20%	29%
Somewhat favorable	29%	25%	19%	27%	20%	24%	24%	31%	27%	20%	27%	29%	30%	24%	30%	19%	29%	25%	30%	21%	27%	26%	25%	25%
Somewhat unfavorable	9%	12%	15%	18%	18%	15%	11%	9%	13%	16%	10%	11%	13%	17%	12%	6%	12%	14%	12%	13%	11%	8%	17%	16%
Very unfavorable	15%	17%	26%	16%	28%	18%	16%	17%	21%	17%	19%	20%	15%	19%	16%	24%	20%	16%	14%	23%	20%	18%	22%	15%
Unsure	20%	23%	16%	14%	15%	15%	24%	17%	17%	19%	17%	20%	14%	17%	17%	25%	14%	18%	14%	21%	18%	24%	16%	15%

There have been news reports that President Trump is considering Senator Katie Britt for Vice President. Would you be favorable or unfavorable to Trump picking Katie Britt as his Vice-Presidential running mate?

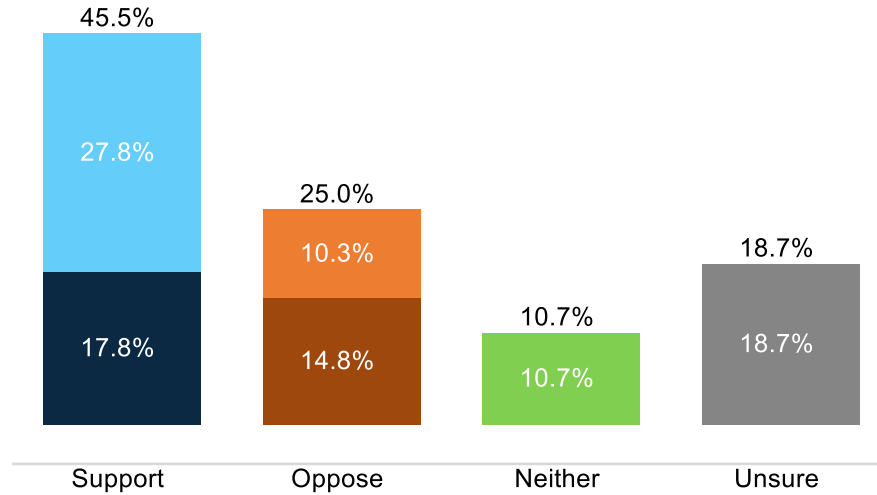
ESA Support



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Consv	Very Consv	Smwt Consv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	61%	52%	58%	67%	69%	57%	58%	54%	51%	60%	64%	62%	67%	65%	56%	46%	63%	56%	67%	52%	57%	62%	62%	58%
Oppose Total	16%	14%	22%	17%	23%	18%	11%	21%	21%	16%	14%	20%	10%	13%	23%	27%	16%	17%	12%	24%	19%	20%	17%	16%
Strongly support	35%	28%	40%	38%	49%	31%	31%	34%	30%	35%	32%	36%	48%	39%	27%	29%	34%	33%	42%	29%	30%	43%	35%	35%
Somewhat support	25%	24%	18%	30%	20%	26%	28%	20%	22%	25%	32%	27%	19%	26%	29%	18%	29%	23%	25%	23%	27%	18%	28%	23%
Neither support nor oppose	9%	13%	7%	10%	5%	11%	13%	7%	14%	10%	7%	6%	9%	9%	10%	13%	7%	12%	10%	10%	11%	4%	11%	11%
Somewhat oppose	9%	6%	6%	3%	6%	5%	5%	11%	8%	6%	4%	10%	2%	6%	9%	10%	7%	6%	5%	9%	7%	11%	6%	3%
Strongly oppose	8%	8%	16%	14%	17%	13%	6%	10%	12%	10%	10%	10%	8%	7%	14%	17%	9%	11%	7%	16%	12%	9%	11%	12%
Unsure	14%	22%	13%	5%	4%	14%	17%	17%	14%	14%	15%	12%	14%	13%	11%	14%	14%	15%	11%	14%	12%	14%	9%	16%

Would you support or oppose enacting Education Savings Accounts (ESAs) in Alabama so that families could direct public tax dollars to a school of their choice, whether that is public, private, or home schooling?

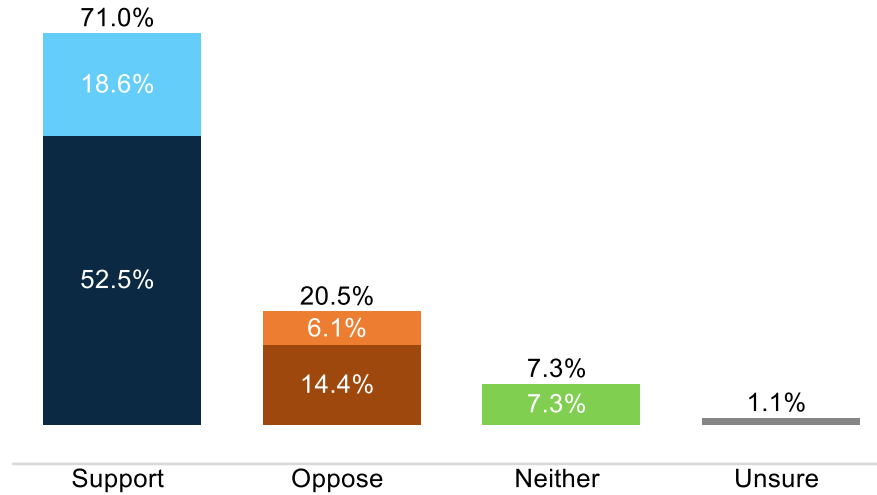
Medicaid Expansion Support



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	51%	42%	47%	40%	50%	40%	46%	49%	44%	42%	41%	48%	43%	40%	50%	54%	44%	48%	42%	51%	47%	46%	40%	46%
Oppose Total	18%	20%	33%	31%	28%	34%	17%	20%	23%	26%	24%	23%	29%	26%	22%	26%	30%	21%	29%	19%	22%	25%	27%	26%
Strongly support	21%	17%	23%	8%	19%	15%	23%	14%	14%	19%	11%	20%	15%	11%	15%	34%	17%	19%	15%	19%	17%	23%	12%	16%
Somewhat support	30%	26%	24%	32%	31%	25%	24%	35%	30%	23%	30%	28%	28%	28%	35%	21%	27%	29%	27%	33%	29%	23%	28%	31%
Neither support nor oppose	10%	13%	10%	11%	9%	11%	13%	9%	8%	12%	17%	12%	10%	12%	12%	7%	9%	12%	14%	8%	12%	8%	13%	10%
Somewhat oppose	8%	7%	15%	12%	16%	12%	7%	8%	11%	11%	9%	8%	9%	12%	10%	11%	10%	8%	11%	8%	9%	11%	7%	12%
Strongly oppose	10%	13%	18%	19%	13%	22%	11%	12%	12%	16%	15%	15%	20%	14%	11%	15%	20%	14%	18%	11%	13%	14%	19%	15%
Unsure	22%	25%	11%	18%	13%	15%	23%	22%	25%	20%	18%	17%	17%	22%	17%	13%	18%	18%	15%	22%	20%	21%	21%	17%

More than 200,000 Alabamians don't have access to health insurance, which is contributing to the state's lagging workforce participation rate. Would you support or oppose state leaders using federal and state Medicaid tax dollars to close that gap by offering affordable health insurance plans through a public-private partnership?

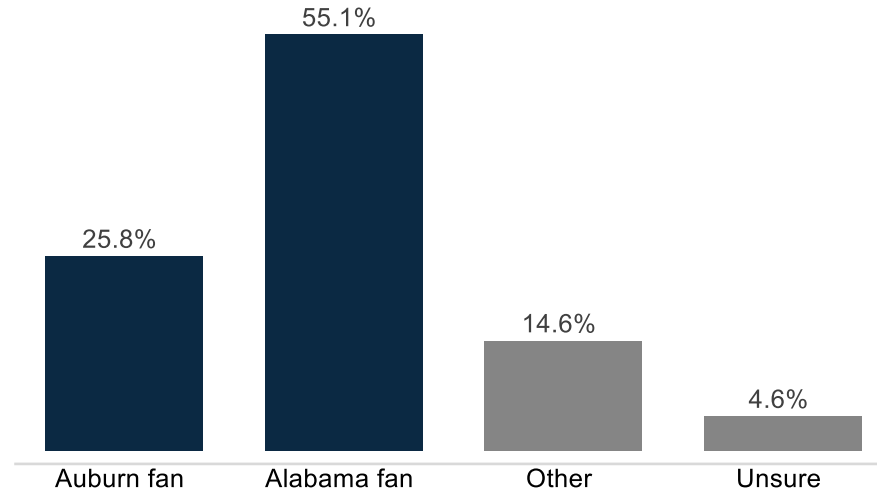
Gambling Support



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	79%	66%	72%	65%	69%	69%	78%	67%	70%	71%	69%	80%	54%	65%	87%	87%	73%	73%	74%	70%	84%	74%	74%	61%
Oppose Total	13%	29%	18%	24%	22%	20%	17%	24%	22%	23%	18%	15%	41%	24%	8%	9%	21%	17%	17%	25%	10%	16%	20%	30%
Strongly support	58%	46%	53%	51%	49%	54%	61%	42%	49%	56%	46%	61%	37%	44%	70%	67%	49%	57%	57%	50%	69%	56%	52%	43%
Somewhat support	21%	20%	19%	14%	20%	15%	17%	25%	21%	15%	23%	19%	17%	21%	17%	21%	25%	16%	17%	20%	15%	18%	22%	18%
Neither support nor oppose	6%	5%	9%	9%	8%	10%	4%	8%	6%	6%	12%	3%	5%	10%	4%	4%	5%	8%	8%	5%	5%	8%	6%	7%
Somewhat oppose	4%	7%	8%	4%	9%	5%	4%	8%	8%	7%	7%	4%	4%	9%	4%	6%	5%	6%	4%	9%	3%	4%	9%	8%
Strongly oppose	9%	21%	10%	20%	13%	15%	13%	16%	14%	16%	11%	11%	36%	16%	4%	3%	16%	11%	13%	16%	7%	12%	11%	23%
Unsure	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	2%

Would you support or oppose a proposal to institute a state lottery, expand and regulate casino gambling, and allow sports betting - with tax proceeds funding state needs like education and health care?

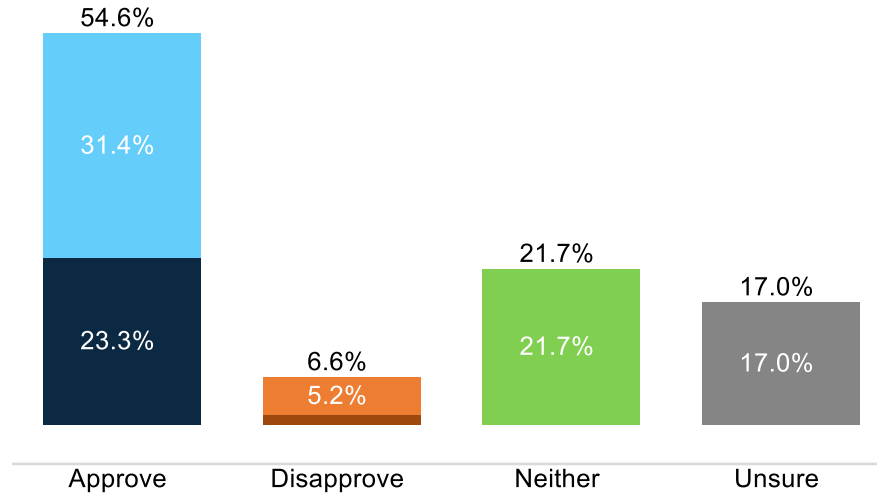
Auburn or Alabama Fan



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensola	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Auburn fan	33%	22%	27%	20%	28%	20%	22%	36%	20%	23%	42%	22%	20%	28%	27%	31%	22%	31%	22%	29%	31%	26%
Alabama fan	49%	59%	55%	61%	46%	65%	64%	38%	54%	62%	37%	59%	65%	51%	58%	49%	58%	53%	51%	56%	53%	59%
Other	15%	13%	17%	13%	26%	8%	11%	19%	21%	11%	19%	14%	11%	16%	12%	18%	15%	14%	18%	9%	15%	11%
Unsure	4%	6%	2%	7%	0%	6%	3%	7%	6%	5%	1%	5%	4%	5%	2%	2%	5%	2%	10%	6%	1%	4%

Are you an Auburn fan or an Alabama fan?

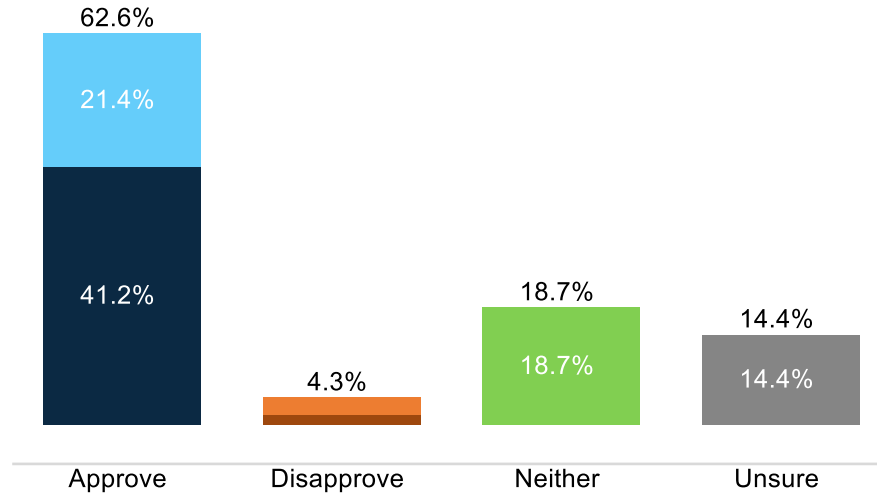
Freeze Job Approval



	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile/Pensla	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Auburn fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Approve Total	44%	48%	72%	56%	68%	66%	41%	49%	49%	50%	67%	50%	58%	62%	46%	47%	55%	54%	57%	50%	53%	61%	54%
Disapprove Total	9%	0%	5%	13%	4%	12%	0%	10%	12%	2%	13%	11%	5%	11%	0%	5%	7%	8%	5%	0%	8%	9%	8%
Strongly approve	20%	19%	27%	29%	27%	30%	20%	19%	20%	25%	29%	34%	35%	28%	14%	17%	23%	24%	24%	13%	24%	30%	20%
Somewhat approve	24%	29%	45%	26%	41%	36%	21%	30%	29%	26%	38%	17%	23%	35%	32%	30%	31%	30%	33%	37%	28%	31%	34%
Neither approve nor disapprove	21%	32%	16%	21%	21%	15%	26%	23%	23%	24%	9%	16%	13%	17%	32%	24%	22%	18%	25%	24%	32%	11%	22%
Somewhat disapprove	9%	0%	0%	13%	4%	6%	0%	10%	12%	0%	9%	11%	5%	8%	0%	5%	5%	7%	5%	0%	4%	9%	7%
Strongly disapprove	0%	0%	5%	0%	0%	6%	0%	0%	0%	2%	4%	0%	0%	3%	0%	0%	1%	1%	0%	0%	4%	0%	2%
Unsure	27%	20%	7%	10%	7%	7%	33%	18%	16%	23%	11%	23%	24%	10%	22%	24%	17%	20%	13%	26%	8%	20%	16%

Do you approve or disapprove of the way Hugh Freeze is handling his job as Auburn's head football coach?

DoBoer Hire Approval

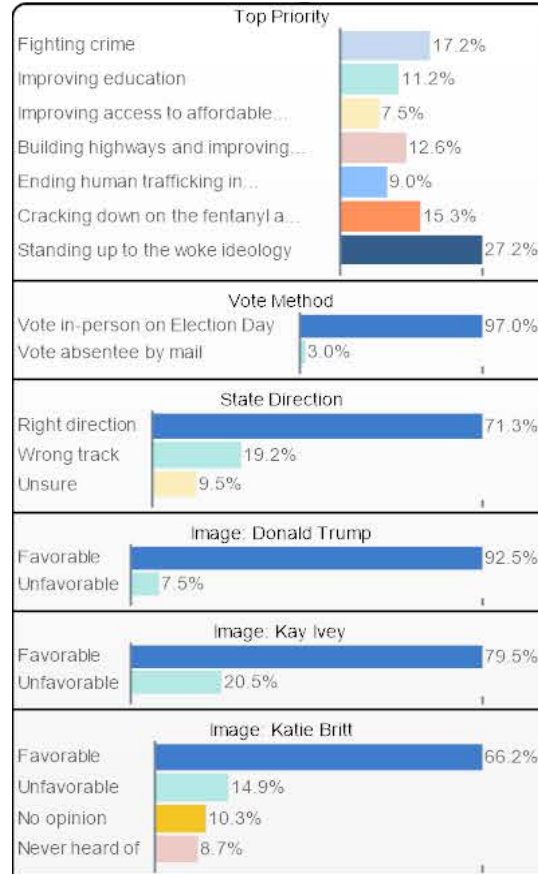


	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	Huntsville	Birmingham	Montgomery	Mobile	Pensla	Ext Conserv	Very Conserv	Smwt Conserv	Mod + Lib	Alabama fan	Trump GOP	Trad GOP	1 of 4	2 of 4	3 of 4	4 of 4
Approve Total	72%	46%	60%	74%	77%	60%	61%	55%	62%	67%	69%	58%	59%	71%	64%	55%	63%	62%	67%	67%	55%	66%	68%	
Disapprove Total	1%	3%	11%	1%	2%	9%	1%	5%	2%	3%	4%	0%	2%	2%	3%	0%	4%	3%	1%	1%	4%	0%	4%	
Strongly approve	46%	27%	38%	54%	55%	40%	41%	29%	38%	51%	30%	28%	36%	46%	46%	35%	41%	40%	45%	47%	34%	42%	48%	
Somewhat approve	25%	19%	21%	20%	23%	20%	20%	27%	24%	16%	39%	30%	23%	24%	18%	20%	21%	21%	22%	20%	21%	24%	20%	
Neither approve nor disapprove	15%	31%	15%	14%	14%	15%	20%	30%	28%	16%	9%	16%	18%	18%	15%	34%	19%	18%	22%	17%	23%	21%	16%	
Somewhat disapprove	1%	1%	8%	0%	2%	6%	1%	2%	1%	1%	4%	0%	0%	1%	3%	0%	3%	2%	0%	1%	2%	0%	1%	
Strongly disapprove	0%	2%	3%	1%	0%	3%	0%	3%	1%	3%	0%	0%	2%	2%	0%	0%	1%	1%	1%	0%	2%	0%	3%	
Unsure	12%	20%	15%	10%	7%	16%	18%	10%	8%	13%	18%	27%	21%	9%	18%	11%	14%	18%	10%	14%	18%	14%	11%	

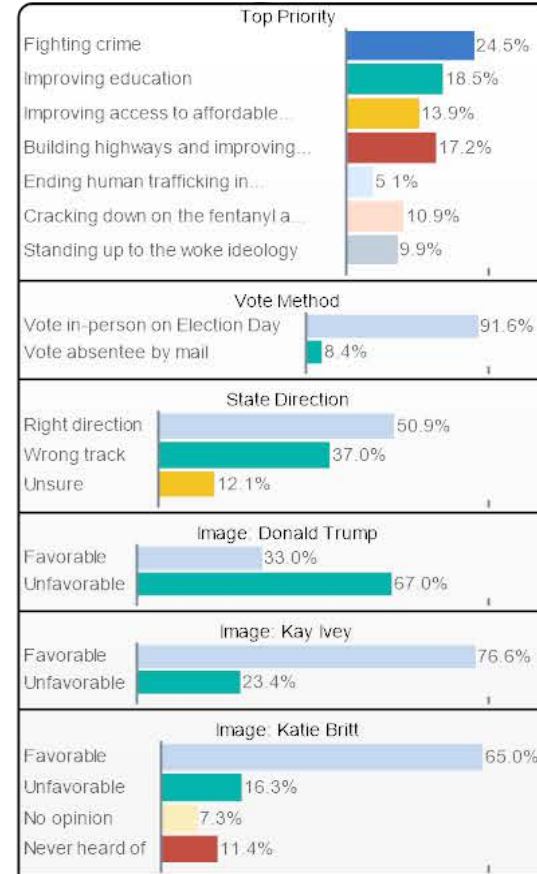
Do you approve or disapprove of the hire of Kalen DeBoer as Alabama's head football coach?

Segmentation Analysis:

Trump Supporters (76%)



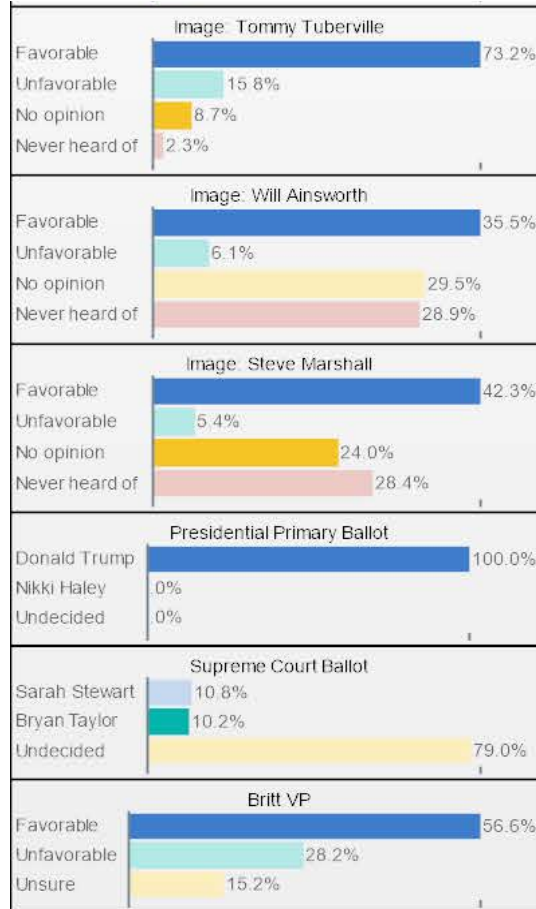
Haley Supporters (24%)



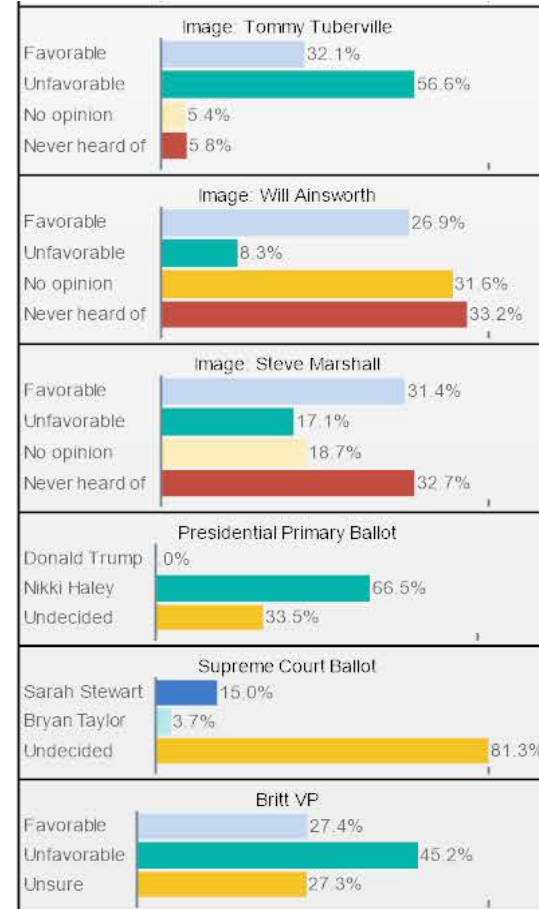
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

Trump Supporters (76%)



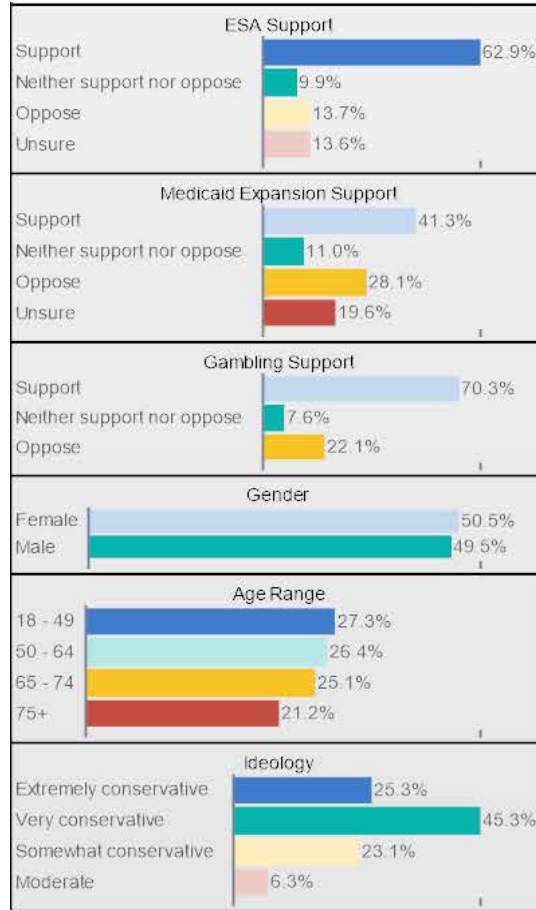
Haley Supporters (24%)



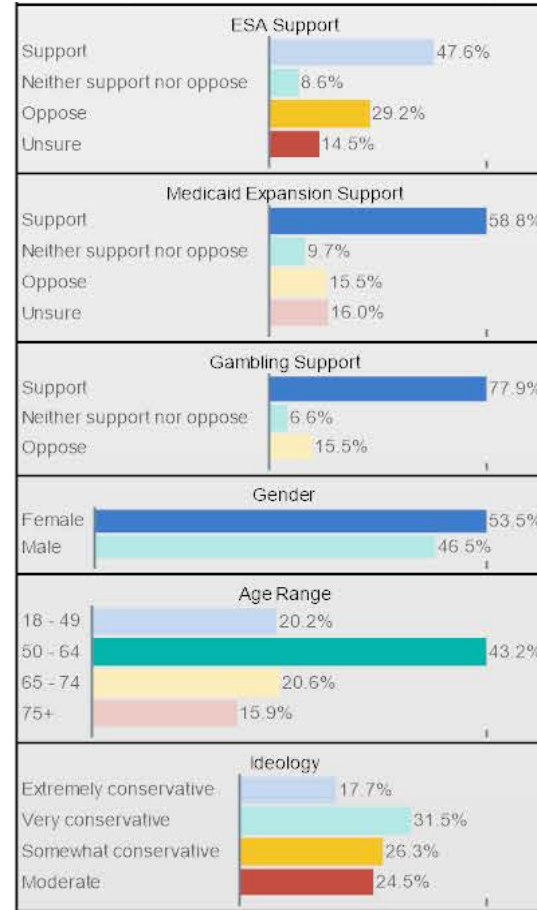
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Segmentation Analysis:

Trump Supporters (76%)



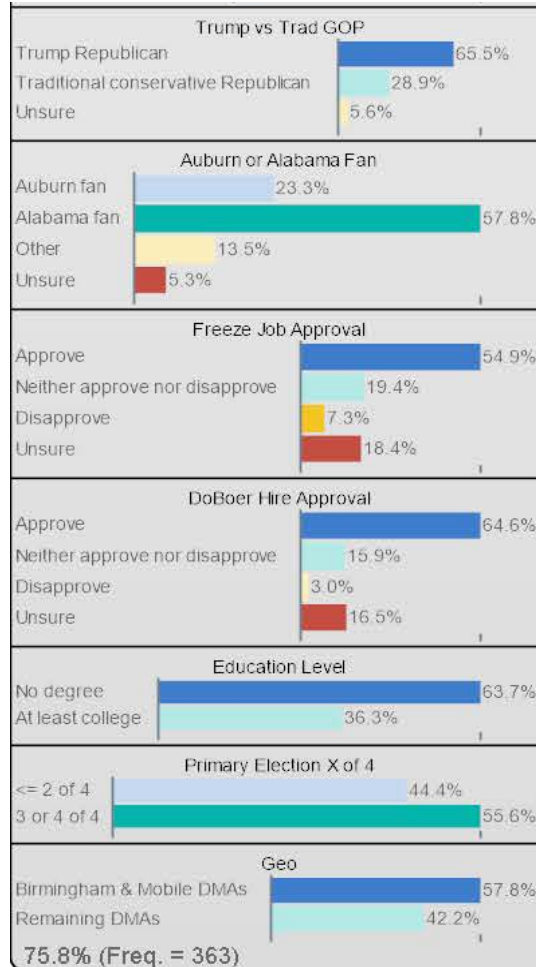
Haley Supporters (24%)



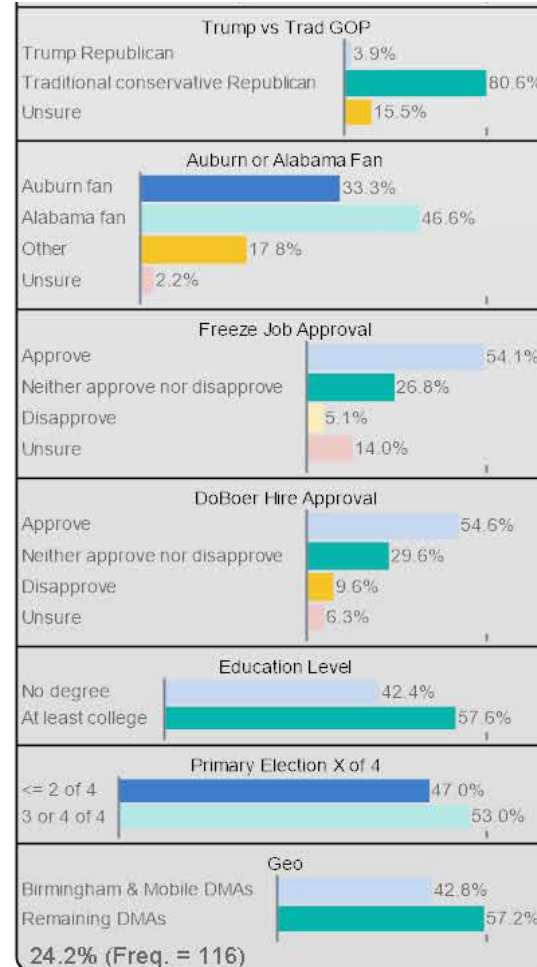
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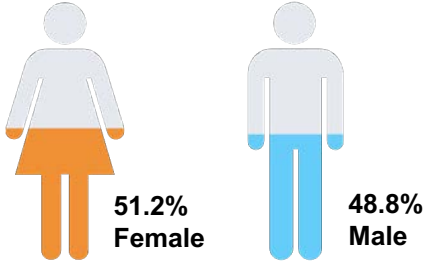
Haley Supporters (24%)



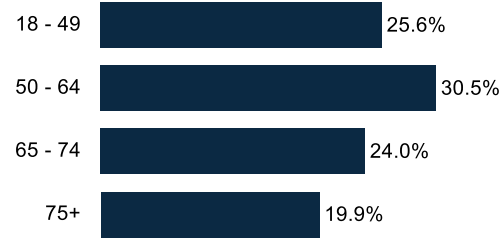
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

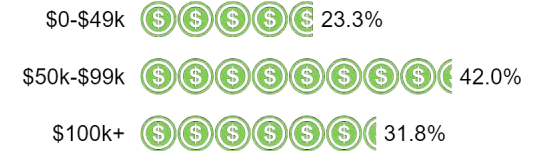
Sex



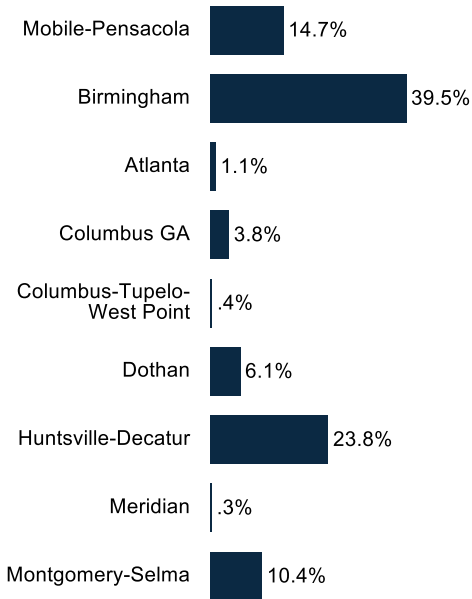
Age Range



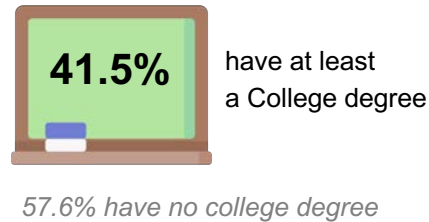
Household Income



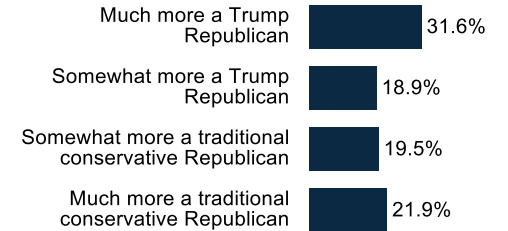
Geo - DMA



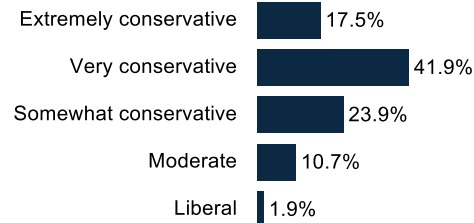
Education



Trump vs Trad GOP



Ideology



Election X of 4

