



CYGNAL

Survey of Likely Republican Primary Voters

Alabama Statewide

Conducted January 29 – 30, 2024

n=515 | $\pm 4.31\%$

Q1. Top Priority: Which one of the following state legislative issues do you believe should be the top priority for Republican lawmakers in Alabama?

	Freq.	%
Standing up to the woke ideology	118	23.0%
Cracking down on the fentanyl and other illegal drugs	73	14.3%
Fighting crime	73	14.2%
Building highways and improving infrastructure	71	13.7%
Improving education	67	13.0%
Improving access to affordable health care	47	9.1%
Ending human trafficking in Alabama	41	8.0%
Unsure	24	4.7%
Total	515	100.0%

Q2. Vote Method: How do you plan to vote in the March Republican primary election for President, U.S. Congress, and Alabama Supreme Court?

	Freq.	%
<u>Vote in-person on Election Day</u>	493	95.7%
Definitely vote in-person on Election Day	416	80.9%
Probably vote in-person on Election Day	76	14.8%
<u>Vote absentee by mail</u>	22	4.3%
Definitely vote absentee by mail	11	2.1%
Probably vote absentee by mail	11	2.2%
Total	515	100.0%

Q3. State Direction: Generally speaking, would you say things in Alabama are headed in the right direction or off on the wrong track?

	Jan '24	May '22
<u>Right direction</u>	66.4%	71.1%
Definitely the right direction	5.0%	14.1%
Mostly the right direction	61.4%	57.0%
<u>Wrong track</u>	23.5%	21.6%
Mostly the wrong track	15.6%	12.8%
Definitely the wrong track	7.9%	8.8%
Unsure	10.1%	7.3%
Total	100.0%	100.0%

Q4 - Q9. The following is a list of names of various people who may have been mentioned in the news recently. For each one, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you haven't heard of a name, choose so.

Q4. Image: Donald Trump

	Jan '24	May '22
<u>Favorable</u>	76.7%	78.8%
Very favorable	54.9%	57.1%
Somewhat favorable	21.8%	21.8%
<u>Unfavorable</u>	21.9%	19.4%
Somewhat unfavorable	7.0%	6.0%
Very unfavorable	14.9%	13.3%



No opinion	1.2%	1.5%
Never heard of	0.2%	0.3%
Total	100.0%	100.0%

Q5. Image: Kay Ivey

	Jan '24	May '22
<u>Favorable</u>	<u>75.6%</u>	<u>70.1%</u>
Very favorable	33.7%	34.0%
Somewhat favorable	41.8%	36.1%
<u>Unfavorable</u>	<u>21.2%</u>	<u>27.6%</u>
Somewhat unfavorable	11.5%	13.7%
Very unfavorable	9.7%	13.9%
No opinion	1.9%	2.0%
Never heard of	1.3%	0.3%
Total	100.0%	100.0%

Q6. Image: Katie Britt

	Jan '24	May '22
<u>Favorable</u>	<u>65.9%</u>	<u>50.7%</u>
Very favorable	32.2%	19.6%
Somewhat favorable	33.6%	31.2%
<u>Unfavorable</u>	<u>15.2%</u>	<u>36.0%</u>
Somewhat unfavorable	7.8%	17.5%
Very unfavorable	7.4%	18.5%
No opinion	9.6%	11.6%
Never heard of	9.3%	1.7%
Total	100.0%	100.0%

Q7. Image: Tommy Tuberville

	Freq.	%
<u>Favorable</u>	<u>326</u>	<u>63.3%</u>
Very favorable	154	30.0%
Somewhat favorable	171	33.3%
<u>Unfavorable</u>	<u>132</u>	<u>25.7%</u>
Somewhat unfavorable	56	10.8%
Very unfavorable	77	14.9%
No opinion	41	7.9%
Never heard of	16	3.2%
Total	515	100.0%

Q8. Image: Will Ainsworth

	Freq.	%
<u>Favorable</u>	<u>172</u>	<u>33.4%</u>
Very favorable	57	11.0%
Somewhat favorable	115	22.4%
<u>Unfavorable</u>	<u>34</u>	<u>6.6%</u>
Somewhat unfavorable	18	3.6%
Very unfavorable	16	3.1%
No opinion	154	30.0%
Never heard of	154	30.0%
Total	515	100.0%



Q9. Image: Steve Marshall

	Freq.	%
<u>Favorable</u>	204	39.6%
Very favorable	101	19.7%
Somewhat favorable	103	20.0%
<u>Unfavorable</u>	43	8.3%
Somewhat unfavorable	24	4.7%
Very unfavorable	18	3.5%
No opinion	117	22.7%
Never heard of	151	29.4%
Total	515	100.0%

Q10. Presidential Primary Ballot: Now, thinking about the March 5th Republican primary elections...If the Republican primary election for President was held today, and you had to make a choice, who would you vote for?

	Freq.	%
<u>Donald Trump</u>	390	75.8%
Definitely Donald Trump	321	62.3%
Probably Donald Trump	69	13.5%
<u>Nikki Haley</u>	83	16.1%
Definitely Nikki Haley	56	10.8%
Probably Nikki Haley	27	5.3%
Undecided	42	8.1%
Total	515	100.0%

Q11. Supreme Court Ballot: If the Republican primary election for Alabama Supreme Court was held today, and you had to make a choice, who would you vote for?

	Freq.	%
<u>Sarah Stewart</u>	61	11.8%
Definitely Sarah Stewart	30	5.9%
Probably Sarah Stewart	31	5.9%
<u>Bryan Taylor</u>	44	8.6%
Definitely Bryan Taylor	16	3.0%
Probably Bryan Taylor	29	5.6%
Undecided	410	79.6%
Total	515	100.0%

Q12. Britt VP: 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?

	Freq.	%
<u>Favorable</u>	255	49.5%
Very favorable	127	24.7%
Somewhat favorable	128	24.8%
<u>Unfavorable</u>	166	32.3%
Somewhat unfavorable	69	13.3%
Very unfavorable	98	19.0%
Unsure	94	18.2%
Total	515	100.0%



Q13. ESA Support: Now thinking about issues with the Alabama Legislature convening next week...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?

	Freq.	%
<u>Support</u>	305	59.2%
Strongly support	182	35.3%
Somewhat support	123	23.8%
<u>Neither support nor oppose</u>	49	9.6%
<u>Oppose</u>	90	17.4%
Somewhat oppose	32	6.3%
Strongly oppose	58	11.2%
Unsure	71	13.8%
Total	515	100.0%

Q14. Medicaid Expansion Support: 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?

	Freq.	%
<u>Support</u>	235	45.5%
Strongly support	91	17.8%
Somewhat support	143	27.8%
<u>Neither support nor oppose</u>	55	10.7%
<u>Oppose</u>	129	25.0%
Somewhat oppose	53	10.3%
Strongly oppose	76	14.8%
Unsure	96	18.7%
Total	515	100.0%

Q15. Gambling Support: 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?

	Freq.	%
<u>Support</u>	366	71.0%
Strongly support	270	52.5%
Somewhat support	96	18.6%
<u>Neither support nor oppose</u>	38	7.3%
<u>Oppose</u>	105	20.5%
Somewhat oppose	31	6.1%
Strongly oppose	74	14.4%
Unsure	6	1.1%
Total	515	100.0%

Q16. Gender

	Freq.	%
Female	264	51.2%
Male	251	48.8%
Total	515	100.0%



Q17. Age Range

	Freq.	%
<u>Under 65</u>	289	56.1%
18 - 49	132	25.6%
50 - 64	157	30.5%
<u>65 and Over</u>	226	43.9%
65 - 74	124	24.0%
75+	102	19.9%
Total	515	100.0%

Q18. Ideology

	Freq.	%
<u>Conservative</u>	429	83.3%
Extremely conservative	90	17.5%
Very conservative	216	41.9%
Somewhat conservative	123	23.9%
<u>Moderate</u>	55	10.7%
<u>Liberal</u>	10	1.9%
Unsure	21	4.1%
Total	515	100.0%

Q19. Trump vs Trad GOP

	Freq.	%
<u>Trump Republican</u>	260	50.6%
Much more a Trump Republican	163	31.6%
Somewhat more a Trump Republican	97	18.9%
<u>Traditional conservative Republican</u>	213	41.4%
Somewhat more a traditional conservative Republican	101	19.5%
Much more a traditional conservative Republican	113	21.9%
Unsure	41	8.0%
Total	515	100.0%

Q20. Auburn or Alabama Fan: Are you an Auburn fan or an Alabama fan?

	Freq.	%
Auburn fan	133	25.8%
Alabama fan	284	55.1%
Other	75	14.6%
Unsure	23	4.6%
Total	515	100.0%

Q21. Freeze Job Approval: Do you approve or disapprove of the way Hugh Freeze is handling his job as Auburn's head football coach?

	Freq.	%
<u>Approve</u>	73	54.6%
Strongly approve	31	23.3%
Somewhat approve	42	31.4%
<u>Neither approve nor disapprove</u>	29	21.7%
<u>Disapprove</u>	9	6.6%
Somewhat disapprove	7	5.2%
Strongly disapprove	2	1.4%



Unsure	23	17.0%
Total	133	100.0%

Q22. DoBoer Hire Approval: Do you approve or disapprove of the hire of Kalen DeBoer as Alabama's head football coach?

	Freq.	%
<u>Approve</u>	<u>178</u>	<u>62.6%</u>
Strongly approve	117	41.2%
Somewhat approve	61	21.4%
<u>Neither approve nor disapprove</u>	<u>53</u>	<u>18.7%</u>
<u>Disapprove</u>	<u>12</u>	<u>4.3%</u>
Somewhat disapprove	8	2.9%
Strongly disapprove	4	1.5%
Unsure	41	14.4%
Total	284	100.0%

Q23. Education Level

	Freq.	%
<u>No degree</u>	<u>297</u>	<u>57.6%</u>
Some high school	3	0.6%
High school diploma/GED	86	16.7%
Technical Certification	30	5.9%
Some college or Associate's Degree	177	34.4%
<u>At least college</u>	<u>214</u>	<u>41.5%</u>
Four-year undergraduate or Bachelor's Degree	108	20.9%
Graduate degree or further	106	20.6%
Unsure	5	0.9%
Total	515	100.0%

Q24. Primary Election X of 4

	Freq.	%
0 of 4	33	6.3%
1 of 4	105	20.3%
2 of 4	95	18.4%
3 of 4	112	21.8%
4 of 4	171	33.2%
Total	515	100.0%

Q25. Geo

	Freq.	%
Birmingham & Mobile DMAs	279	54.2%
Remaining DMAs	236	45.8%
Total	515	100.0%

Q26. Geo - Congressional District

	Freq.	%
1	87	16.9%
2	48	9.3%
3	77	14.9%
4	97	18.9%
5	82	15.9%
6	87	17.0%



7	37	7.2%
Total	515	100.0%

Q27. Geo - DMA

	Freq.	%
<u>HSV - Huntsville-Decatur (Flor) Dma</u>	<u>122</u>	<u>23.8%</u>
<u>BHM</u>	<u>211</u>	<u>40.9%</u>
Birmingham (And Tusc) Dma	203	39.5%
Atlanta Dma	6	1.1%
Columbus-Tupelo-West Point Dma	2	0.4%
<u>MGM</u>	<u>106</u>	<u>20.6%</u>
Columbus Ga (Opelika Al) Dma	19	3.8%
Montgomery-Selma Dma	54	10.4%
Dothan Dma	31	6.1%
Meridian Dma	2	0.3%
<u>MOB - Mobile-Pensacola (Ft Walt) Dma</u>	<u>76</u>	<u>14.7%</u>
Total	515	100.0%

Q28. Community Type

	Freq.	%
Rural	272	52.7%
Suburban	226	43.9%
Urban	17	3.4%
Total	515	100.0%

Q29. Income from File

	Freq.	%
\$0-\$49k	120	23.3%
\$50k-\$99k	216	42.0%
\$100k+	164	31.8%
Unknown	15	2.9%
Total	515	100.0%

Q30. Age + Income

	Freq.	%
<65 <\$50k	59	11.5%
<65 \$50k-\$99k	118	23.0%
<65 \$100k+	102	19.9%
65+ <\$50k	61	11.9%
65+ \$50k-\$99k	98	19.0%
65+ \$100k+	61	11.9%
Unknown	15	2.9%
Total	515	100.0%

Q31. Gender + Age

	Freq.	%
F 18 - 49	67	13.1%
F 50 - 64	78	15.2%
F 65 - 74	65	12.5%
F 75+	54	10.4%
M 18 - 49	64	12.5%
M 50 - 64	79	15.3%
M 65 - 74	59	11.5%
M 75+	49	9.5%
Total	515	100.0%



Q32. Race from File

	Freq.	%
White	467	90.6%
Asian	3	0.6%
Black	15	3.0%
Hispanic	4	0.8%
Other	3	0.7%
Unknown	22	4.3%
Total	515	100.0%

Q33. Race from File + Gender

	Freq.	%
White Female	249	48.4%
White Male	218	42.3%
Black Female	4	0.7%
Black Male	12	2.3%
Asian Female	2	0.4%
Asian Male	1	0.1%
Hispanic Female	3	0.5%
Hispanic Male	2	0.3%
Other Female	1	0.2%
Other Male	2	0.5%
Unknown	22	4.3%
Total	515	100.0%

Q34. Gender + Education

	Freq.	%
Female At least College	110	21.4%
Female No degree	151	29.4%
Male At least College	103	20.1%
Male No degree	145	28.2%
Unsure	5	0.9%
Total	515	100.0%

METHODOLOGY

This probabilistic survey was conducted January 29 – 30, 2024, with 515 likely Republican primary voters. It has a margin of error of $\pm 4.31\%$. Known registered voters were interviewed via online panel, and SMS. This survey was weighted to a likely Republican primary voter universe.

ABOUT THE FIRM

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

