

Brewbaker Does Better with African-American Voters; Key to a GOP Chance in November



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DATE: Monday, April 8, 2024
TO: Interested Parties
FROM: Brent Buchanan, President and Founder, Cygnal
RE: Poll of African-American Voters in Alabama 2nd Congressional District

Dick Brewbaker better poised to win over African-American voters.

- Dick Brewbaker is **viewed more favorably** by African-American voters than his primary opponent, Caroleene Dobson.
- Brewbaker has more of a path with African-American voters than Dobson. The number of African-American voters who view Brewbaker favorably is **on par** with those who have a favorable view of former President Donald Trump.
- This is particularly **noteworthy** as African-American voters are 2.5x more likely to have heard of Trump than Brewbaker.

African-American general election voters prefer Dick Brewbaker over Caroleene Dobson.

- Nominating a Republican who can perform well with African-American voters is **necessary** in a district where African-American voters make up nearly half of voting age population.
- In addition to being viewed more favorably, **Brewbaker** is also the **favored Republican candidate** among African-American voters in a head-to-head matchup against Dobson.
- In fact, **Brewbaker's lead** over Dobson **expands** among those who say they will **definitely vote for their candidate**.
- In a head-to-head matchup against either Shomari Figures or Anthony Daniels, Dick Brewbaker performs better than Caroleene Dobson against either Democrat.

Additional opportunities exist for Brewbaker to win over African-American voters in general election

- **30% of African-American voters are either undecided or supporting someone other than Biden for President.**
- Dick Brewbaker is better positioned to grow his ballot share with the almost half of African-American voters who think the country is headed in the wrong direction.
- **Inflation is the top issue** of African-American voters in the district which should also bode well for Brewbaker as **polls consistently show Republicans with a trust advantage** over Democrats on the issue.

Methodology: This probabilistic survey was conducted April 3 – 4, 2024 with 300 likely African-American general election voters in Alabama's 2nd Congressional District. It has a margin of error of $\pm 5.65\%$. Known registered voters were interviewed via text and online. The survey was weighted to reflect likely African-American voters in the 2024 general election.



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 is ranked as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 50 states and 17 countries on more than 3,000 corporate, public affairs, and political campaigns.