

## The Alabama Poll: A Britt Endorsement May be Worth More Than Trump's

*By Michael Lowry, February 2026*

**Key Finding:** While President Trump's endorsements of Congressman Barry Moore and ALGOP Chairman John Wahl have dominated headlines, a Katie Britt endorsement actually tests stronger with Alabama GOP primary voters – and both races remain led by the candidates Trump did *not* endorse.

Endorsement	More Likely	Less Likely	Net Effect
<b>Britt (generic)</b>	46%	11%	+35
<b>Trump → Moore</b>	43%	15%	+28
<b>Trump → Wahl</b>	38%	16%	+22

### Why Britt's endorsement carries more weight:

- **Fewer negatives:** Only 11% say a Britt endorsement makes them less likely to support a candidate, compared to 15-16% for Trump's endorsements.
- **Broader coalition:** Britt performs dramatically better with moderates (net +4) and women (net +38), segments where Trump's endorsements underperform or actively works against candidates with voters.
- **Reaches the "endorsement-resistant" voters:** Among the 39% who say Trump's endorsement makes "no difference," a Britt endorsement still moves 25% toward "more likely" – that's incremental value Trump doesn't unlock.

***A Britt endorsement for Marshall or Allen would provide a powerful counterweight to Trump's picks – and potentially prove more decisive with the voters who will actually determine these races.***

# THE RACES: Trump's Candidates Trail Despite Endorsements

## U.S. SENATE: Marshall Leads Moore by 9 Points

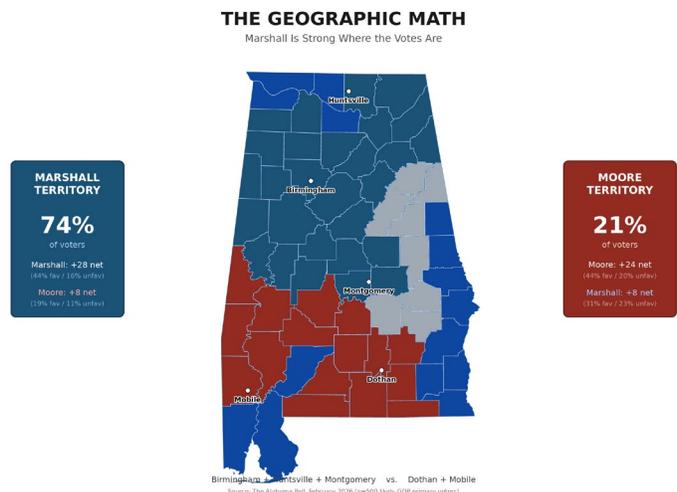
Candidate	February 2026	December 2025	August 2025
Steve Marshall	26%	30%	37%
Barry Moore	17%	12%	16%
Jared Hudson	8%	8%	7%
Rodney Walker	4%	3%	1%
Morgan Murphy	1%	1%	–
Undecided	43%	46%	40%

The Trump endorsement has helped Moore, but his overall numbers remain consistent and within the margin of error. In addition, Marshall retains a commanding position with significant structural advantages:

- **Durable coalition:** 52% of current Marshall voters say the Trump endorsement makes "no difference" – they've already chosen Marshall and aren't moving.
- **Broad geographic strength:** Marshall leads in 5 of 7 congressional districts; Moore's support remains concentrated in his home CD-1 and the Dothan media market.
- **Favorability advantage:** Marshall's favorable/unfavorable ratio (41%/17%) outperforms Moore's (28%/13%), with Marshall showing higher intensity among his supporters.
- **Room to grow:** With 43% still undecided, the race remains fluid – and Marshall's statewide name recognition positions him well to compete for late-deciders.

### THE GEOGRAPHIC MATH: Marshall Is Strong Where the Votes Are

The Birmingham, Huntsville, and Montgomery media markets account for 74% of likely GOP primary voters. Marshall dominates in these population centers – while Moore remains largely unknown.



Note: Gray represents the Columbus/GA/Atlanta media market.

**Marshall vs. Moore Favorability by Media Market:**

Media Markets	% of GOP Voters	Marshall Fav/Unfav	Marshall Net	Moore Fav/Unfav	Moore Net
Birmingham + Huntsville + Montgomery	74%	44% / 16%	+28	19% / 11%	+8
Dothan + Mobile	21%	31% / 23%	+8	44% / 20%	+24

**What this means:**

- **Marshall's base is where the voters live.** He holds a +28 net favorability with nearly three-quarters of the primary electorate – a structural advantage built over two terms as Attorney General in the population centers that drive statewide elections.
- **Moore is underwater where the votes are.** In Birmingham/Huntsville/Montgomery’s media markets, Moore's net favorability is just +8 – and 37% have never heard of him. He can't win voters who don't know he exists.
- **Moore's path is geographically constrained.** His strength is concentrated in Dothan (his home base) and Mobile – but those markets combined are only 21% of the vote. Even dominant margins there can't overcome Marshall's metro advantage.
- **The Trump endorsement has to do two jobs at once.** First, it must introduce Moore to the 37% in major metros who've never heard of him. Then it must make them prefer him over Marshall, whom they already know and like. That's a massive lift in a compressed timeframe.

**Bottom line:** Moore's path requires the Trump endorsement to build name ID and favorability from scratch in markets representing three-quarters of the vote – while Marshall is already established. That requires time and money Moore may not have.

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**LIEUTENANT GOVERNOR: Allen Leads Wahl by 17 Points**

Candidate	February
Wes Allen	23%
John Wahl	6%
Nicole Wadsworth	6%
Rick Pate	6%
Undecided	59%

## Allen's lead: +17 points (nearly 4:1)

The Trump endorsement of Wahl has yet to significantly reshape this race:

- **Commanding position:** Allen's 17-point lead represents the largest margin in any statewide contested primary.
  - **Established statewide brand:** As sitting Secretary of State, Allen benefits from name recognition and credibility that Wahl – despite his role as ALGOP Chairman – has not yet achieved with primary voters.
  - **Weaker endorsement effect:** Only 38% say Trump's Wahl endorsement makes them "more likely" to support him – the weakest of any endorsement tested.
  - **Name ID deficit:** 46% of voters have never heard of Wahl, limiting the endorsement's ability to convert voters who don't yet know the candidate.
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## THE ENDORSEMENT EFFECT: Powerful, But Not Deterministic

Trump endorsements remain influential, but this poll reveals important limitations:

Endorsement	More Likely	Less Likely	No Difference
Generic Trump endorsement (Aug '25)	59%	12%	28%
Trump → Moore (named)	43%	15%	39%
Trump → Wahl (named)	38%	16%	39%

The 16-21 point gap between generic and named endorsement effects confirms that candidate-specific factors – qualifications, name recognition, and existing voter relationships – significantly moderate endorsement impact. Roughly 4 in 10 voters say the Trump endorsement makes no difference to their vote.

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## CONCLUSION

The narrative that Trump endorsements have "sealed" these races is not supported by the data. Attorney General Steve Marshall and Secretary of State Wes Allen entered this campaign with significant advantages – statewide name recognition, favorable ratings, and broad coalitions – and those advantages persist.

The geographic math is particularly stark in the Senate race: Marshall holds a +28 net favorability in markets representing 74% of the electorate, while Moore sits at just +8 in those same markets with 37% of voters having never heard of him. The Trump endorsement must overcome this structural deficit in a matter of months.

Meanwhile, a potential Britt endorsement looms as an untapped asset that could prove even more valuable than Trump's nod – reaching voters the President's endorsement cannot move while carrying fewer downsides.

With 43% undecided in the Senate race and 59% undecided in the Lieutenant Governor race, these primaries will be decided by candidate performance, resources, and voter contact over the final months – not by endorsements alone.

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*The Alabama Poll interviewed 500 likely May 2026 Republican Primary voters February 1-4, 2026. Margin of error: ±4.4%.*