



The Alabama Poll

Likely May 2026 Republican Primary Voter Survey

August 27th, 2025

Prepared by:

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Methodology and Demographic Summary

The Alabama Poll was conducted among 600 likely May 2026 Republican Primary voters in Alabama from August 24th – 26th, 2025.

A multi-modal approach was employed via live telephone calls and self-administered text messages. The live telephone interviews were conducted by professional interviewers with respondents contacted by both landline phone and cell phone. The text message respondents were sent a personalized invitation to complete the survey on a secure online platform. Interview selection was random and interviews were stratified by area, race/ethnicity, age, gender, and vote history to correlate with actual voter turnout from previous even-year primary elections.

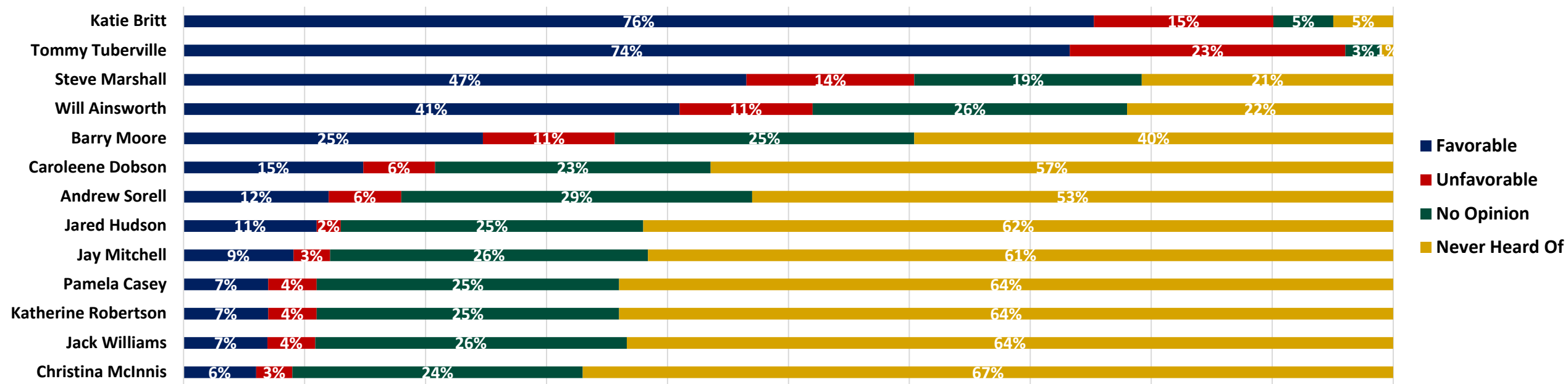
In order to qualify for this survey, had to indicate that they are likely to vote in the May 2026 Republican Primary elections.

This poll of 600 likely May 2026 Republican Primary voters has an accuracy of +/- 4.0% at a 95% confidence interval. The error margin increases for cross-tabulations. Totals may not add up to exactly 100% due to rounding and refusals.

Ideology	Total	Gender	Total
Liberal	3%	Male	48%
Moderate	15%	Female	52%
Conservative	81%	Vote Hist.	
Smwt. Conservative	32%	1 of 3	30%
Very Conservative	49%	2 of 3	31%
Born-Again Christian		3 of 3	40%
Yes	75%	Mode	
No	20%	Landline	25%
Age		Cell	40%
Under 55	37%	Text/Web	35%
56-65	22%	Education	
66-75	23%	Less than College	61%
Over 75	18%	College/Post-Grad	39%
Mean	58.6	Race	
Area – Media Market		White	97%
Birmingham M.M.	40%	Hispanic/Latino	1%
Columbus, Atlanta, GA	5%	African-American	1%
Dothan M.M.	6%	Asian	0%
Huntsville M.M.	23%	Other	1%
Mobile M.M.	15%		
Montg. and Meridian	11%		

Executive Summary

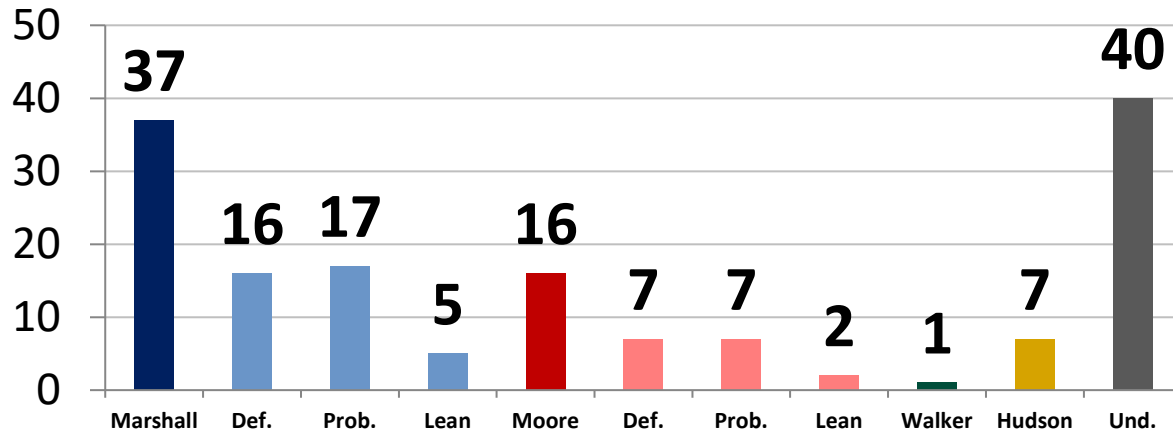
Political Dynamics – Candidate Images



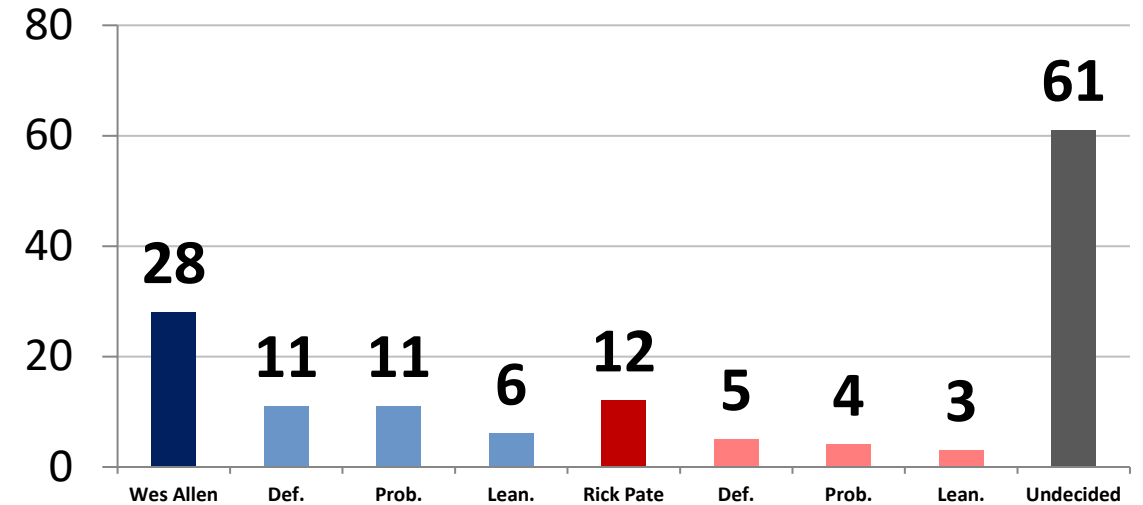
- Alabama Republican Primary voters are overwhelmingly conservative, loyal to President Trump, and fit a strong, Conservative values profile. Eighty-one percent (81%) self-identify as conservatives, with 49% saying they are “very conservative”; 75% are Evangelical or Born-Again Christians. On top of this, 43% identify as both very conservative and born-again.
- Critical to note, 80% of Republican primary voter's affiliate with the Republican party, but another 20% identify as non-Republicans and/or Independents. We see some significant differences between the two, as Non-Republicans voters are less satisfied with Donald Trump (60% approve compared to 95% among Republicans).
- Nearly nine in ten Republican Primary voters approve of the job Donald Trump is doing (88%), with nearly three-quarters, 74%, who approve of him personally AND his policies.
- Of the Alabama political leaders tested, Senator Katie Britt is the most popular with 76% having a favorable opinion, only 15% have an unfavorable opinion. Senator Tommy Tuberville follows close behind with 74% favorable/23% unfavorable.
- Over 6 in 10 (65%) of voters say that Alabama is headed in the right direction, while a quarter (25%) say it is headed in the wrong direction.

GOP Primary Ballots

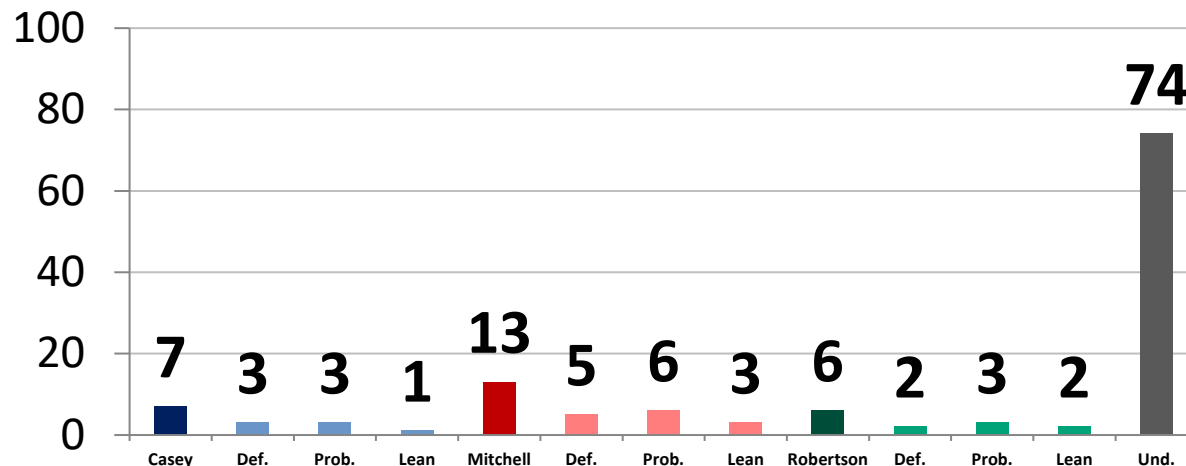
GOP Primary Ballot: U.S. Senate



GOP Primary Ballot: Lieutenant Governor



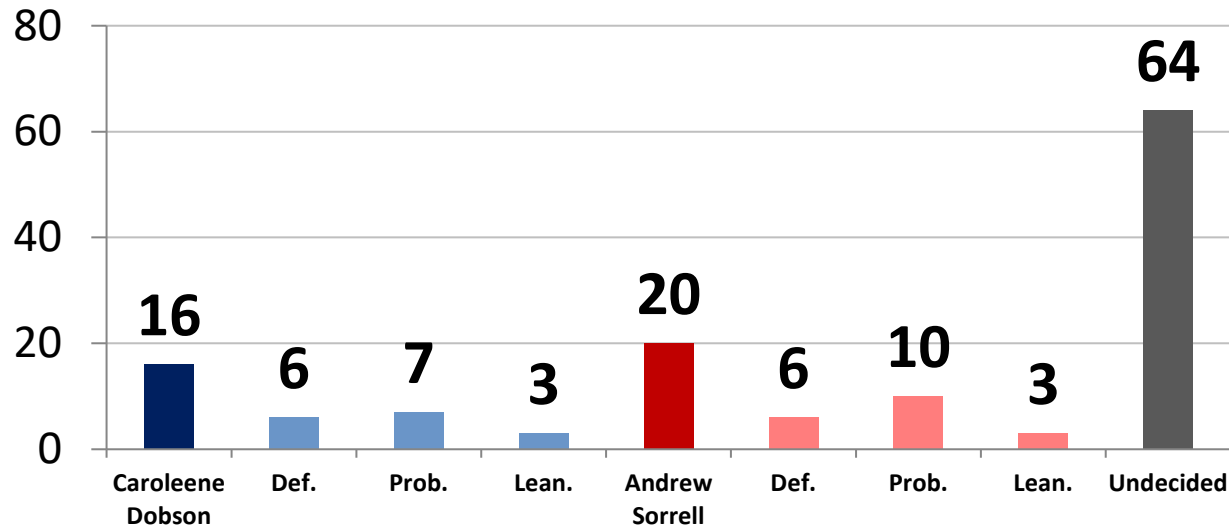
GOP Primary Ballot: Attorney General



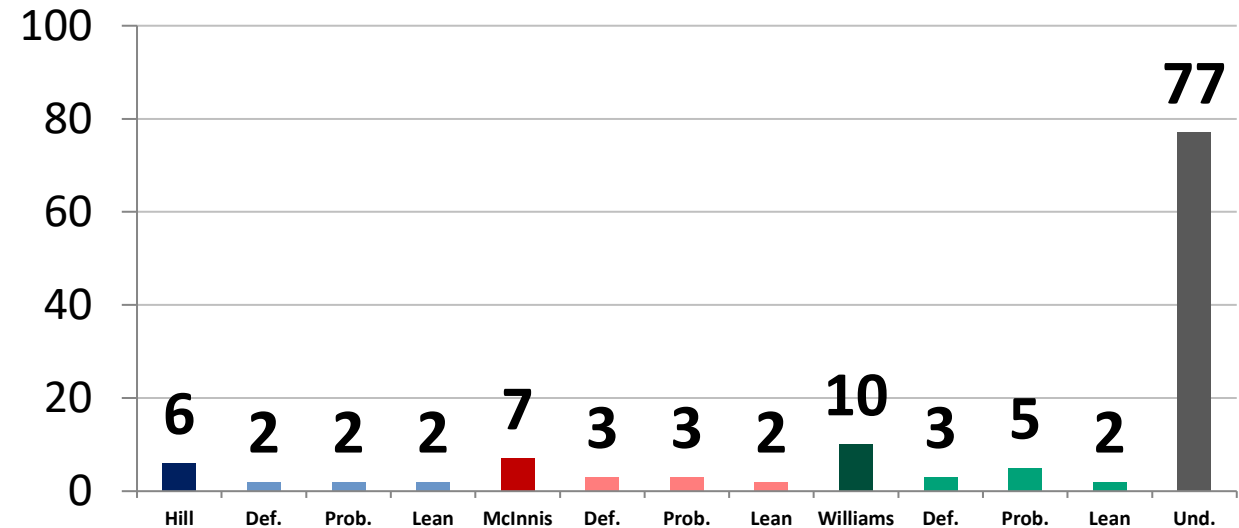
- On the GOP Primary ballot for U.S. Senate, Steve Marshall leads and is the frontrunner with 37% of the vote, followed by Barry Moore at 16%, Jared Hudson at 7%, and Rodney Walker at 1%, while 40% say they remain undecided.
- Wes Allen (28%) leads Rick Pate (12%) in the Primary for Lieutenant Governor; however, the majority (61%) say they are undecided
- The race for Attorney General is wide open with 74% saying they are undecided. Jay Mitchell leads among candidates with 13% of the vote, followed by Pamela Casey and Katherine Robertson virtually tied at 7% and 6% respectively.

GOP Primary Ballots - Continued

GOP Primary Ballot: Secretary of State



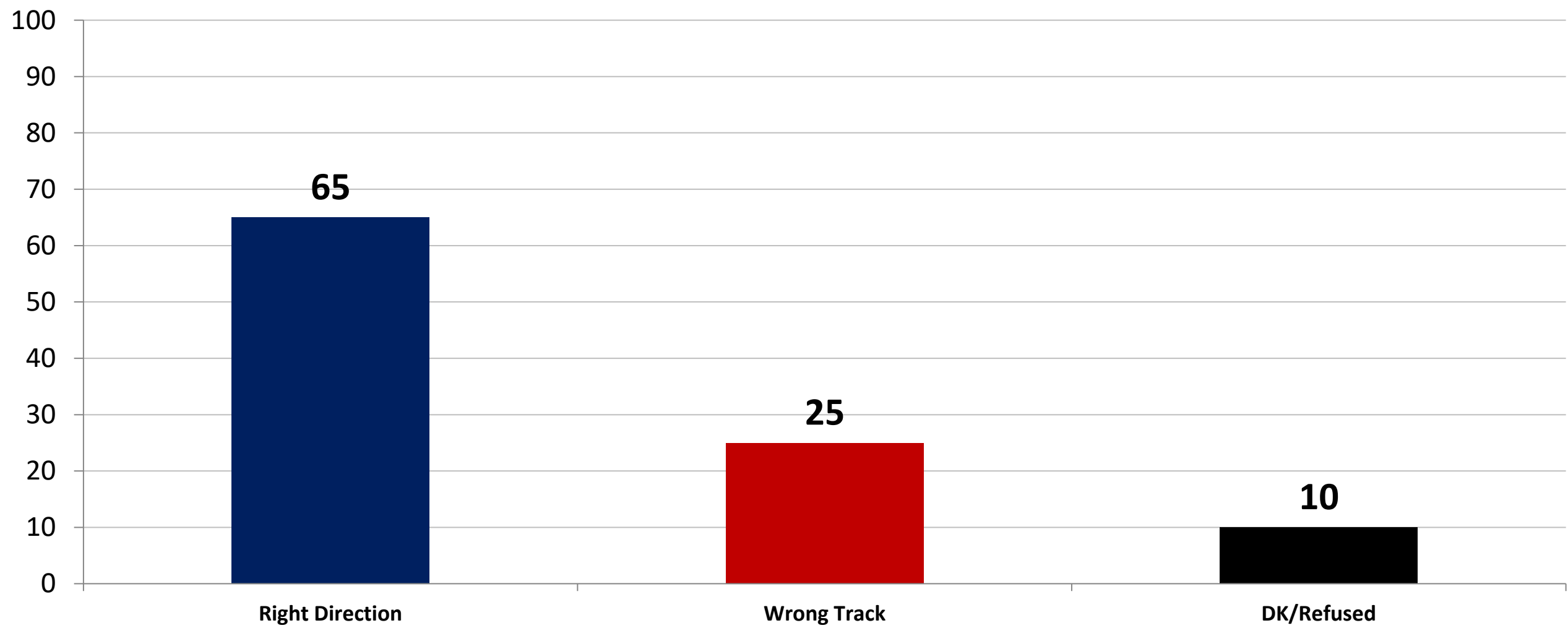
GOP Primary Ballot: Commissioner of Agriculture



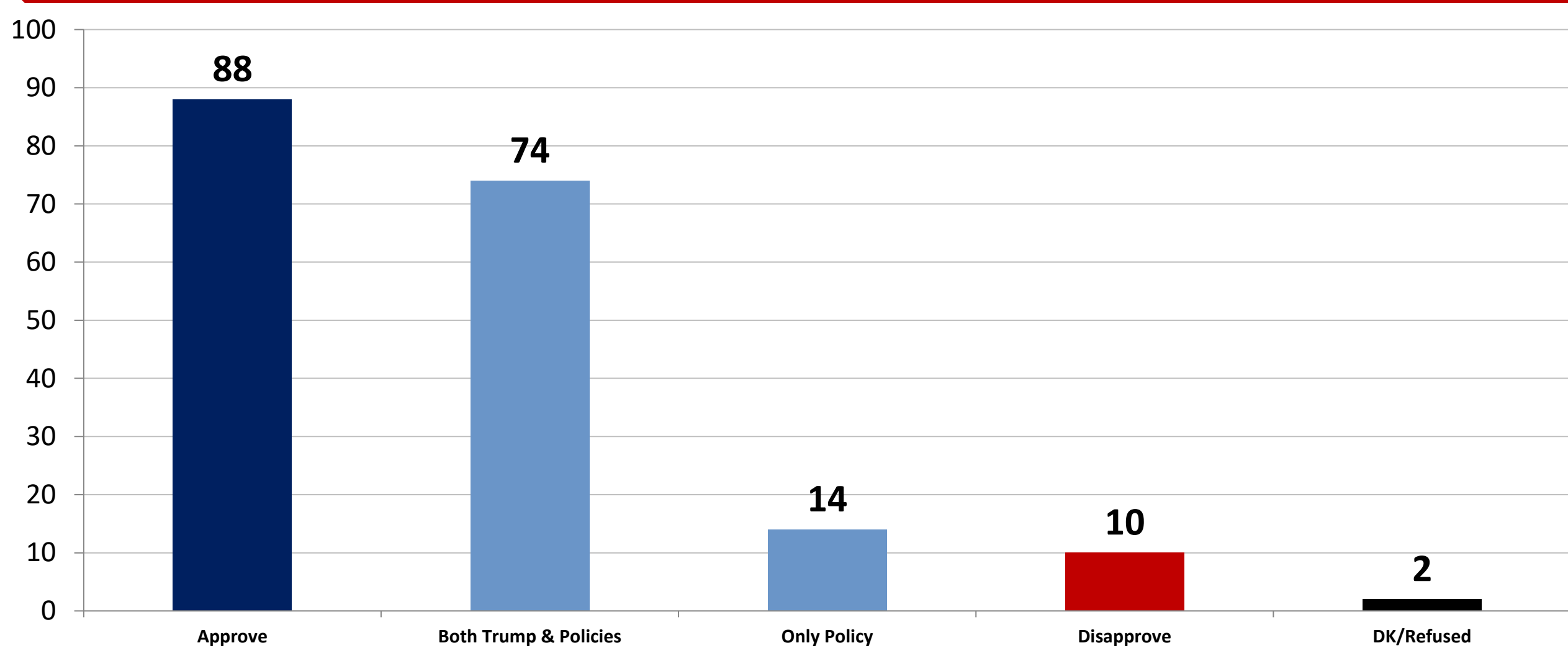
- Though a majority (64%) are undecided, Andrew Sorrell and Caroleene Dobson in the Primary election for Secretary of State of Alabama are virtually tied, 20% to 16%.
- The election for Commissioner of Agriculture is wide open, with nearly eight in ten (77%) saying they are undecided. Among the candidates, Jack Williams (10%) leads over Christina Woerner McInnis (7%) and Corey Hill (6%).

A Closer Look

Direction: *Alabama*

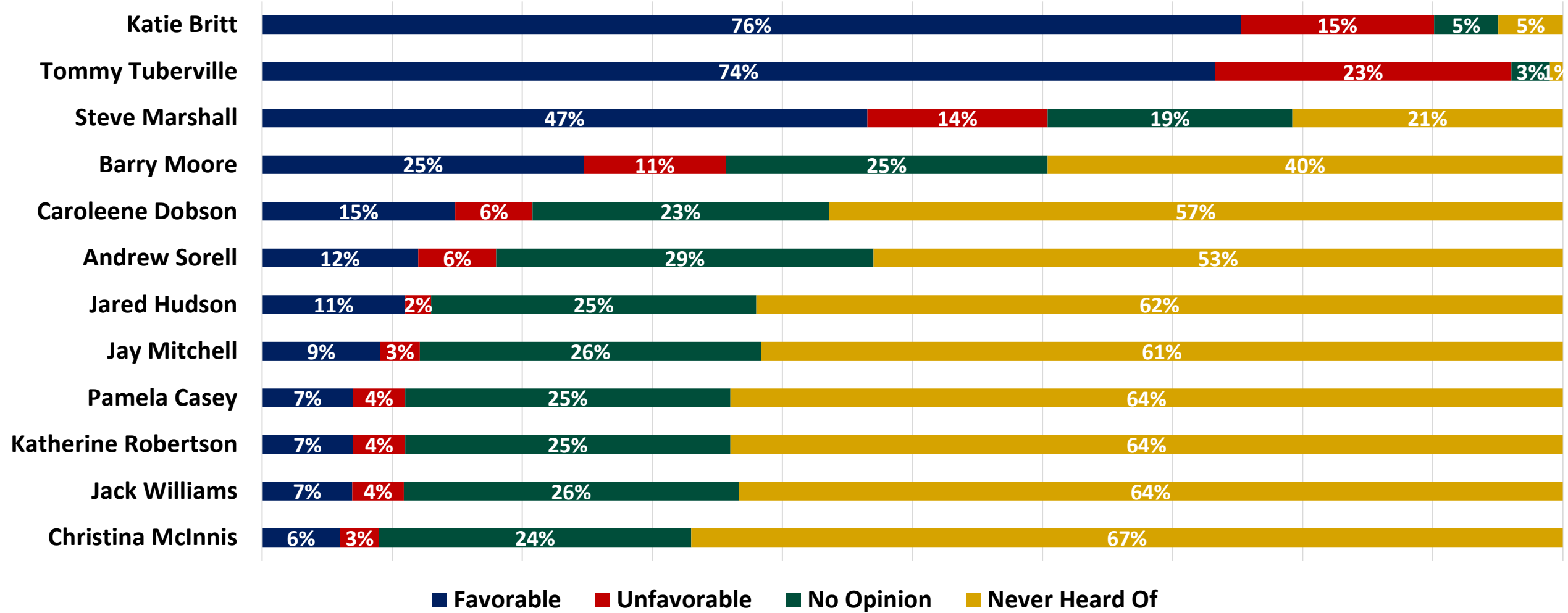


Job Approval: *Donald Trump*



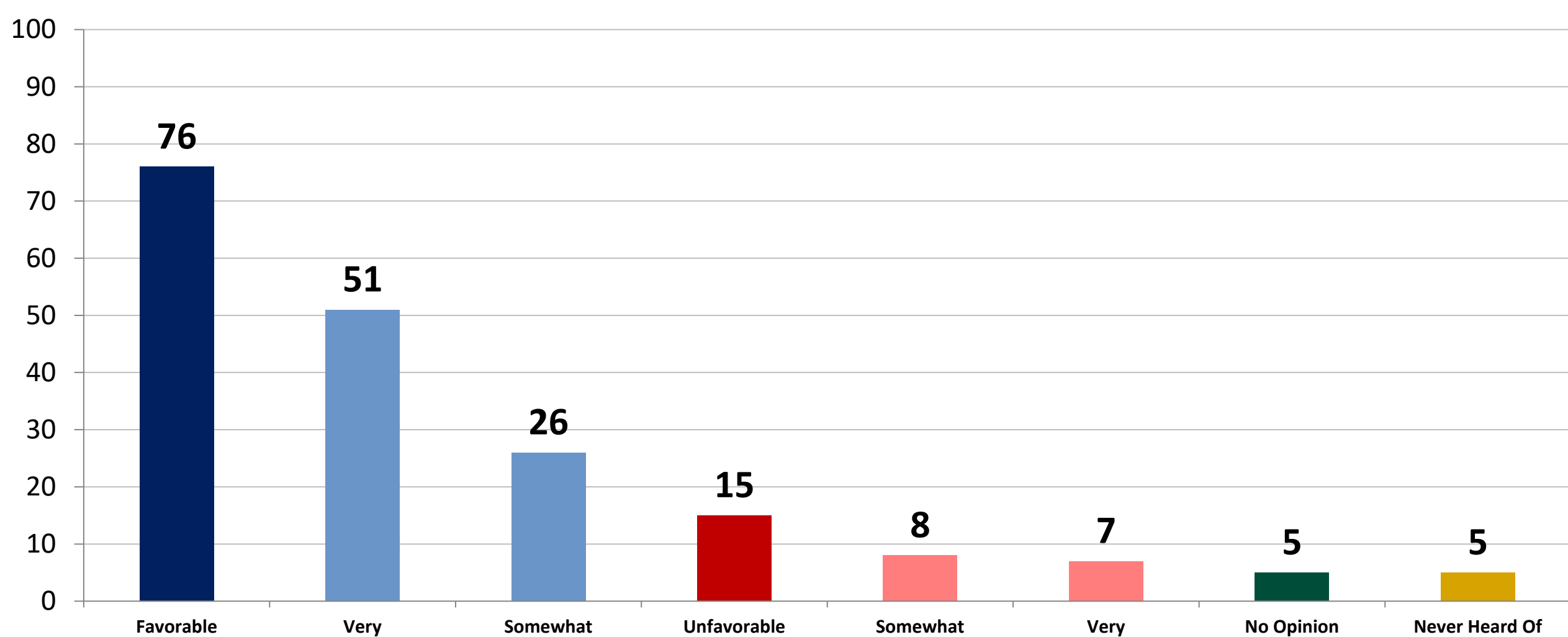
Opinion Ratings: Summary Graph

Ranked Greatest to Least by Total Favorable



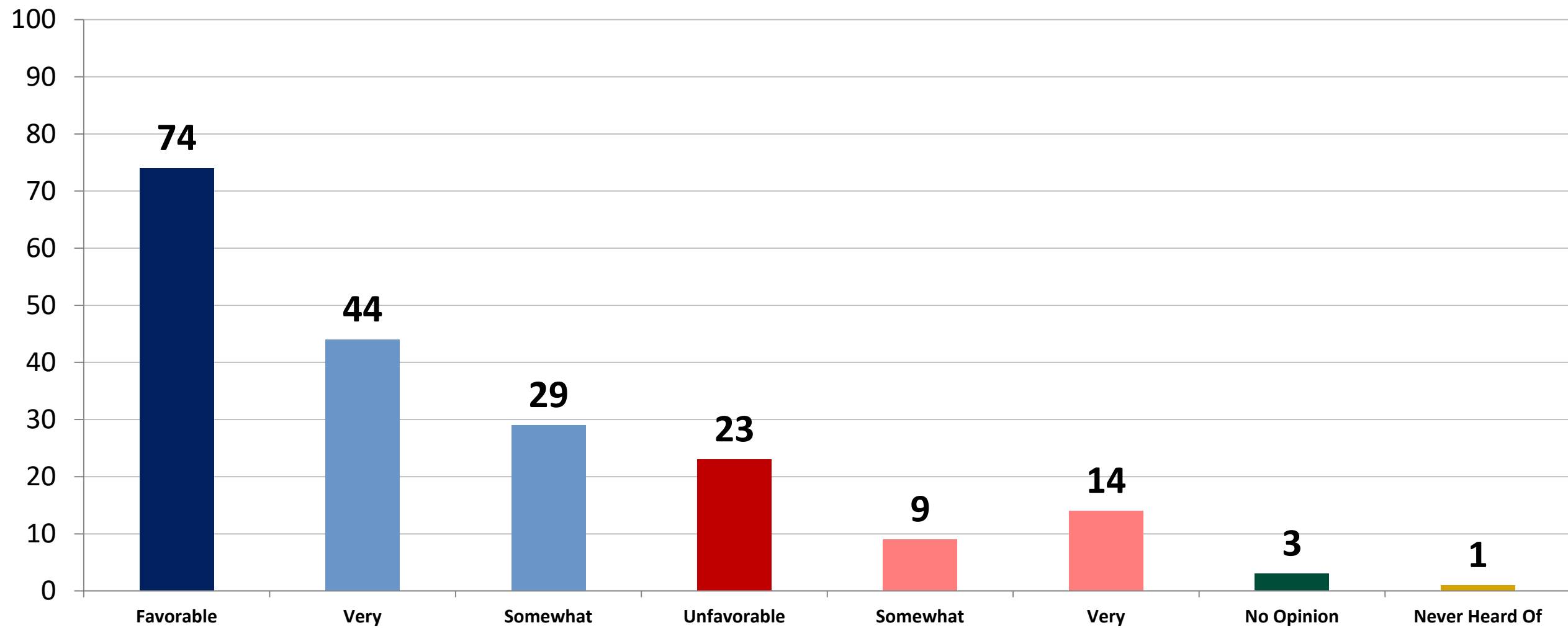
Opinion:

Katie Britt



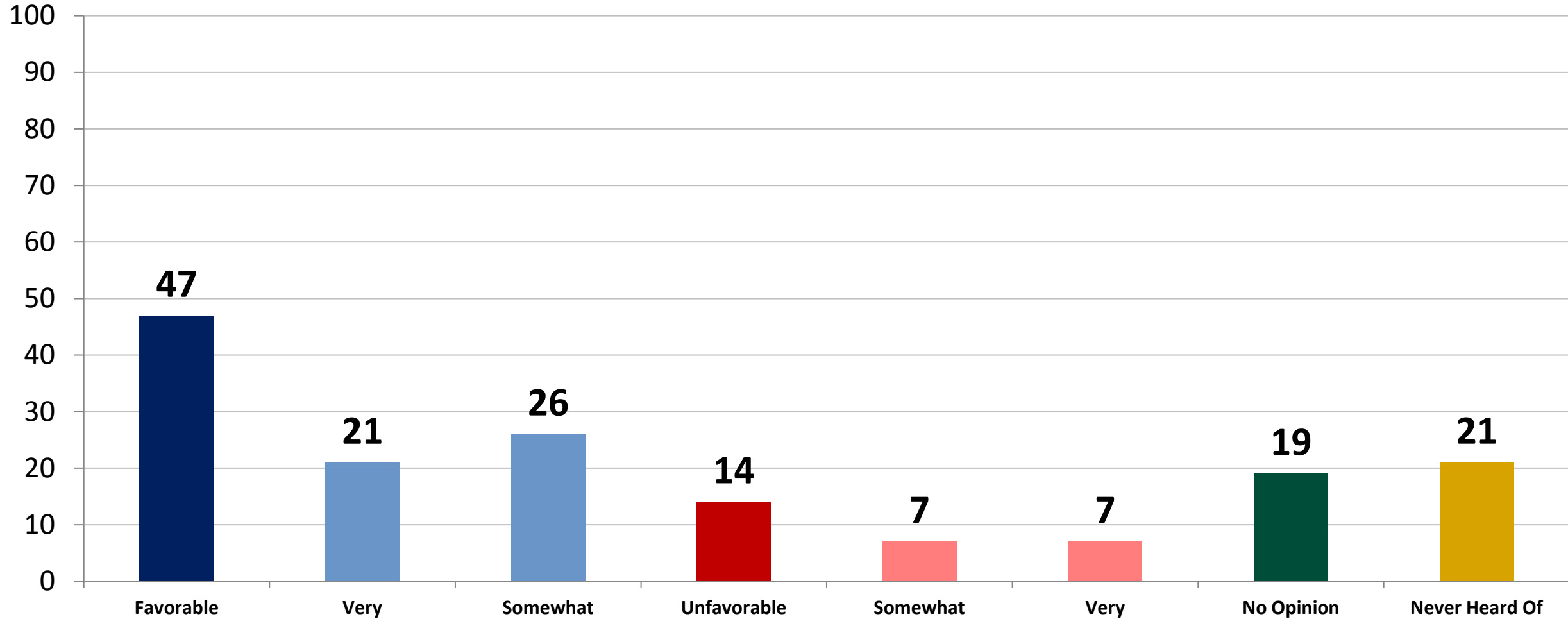
Opinion:

Tommy Tuberville



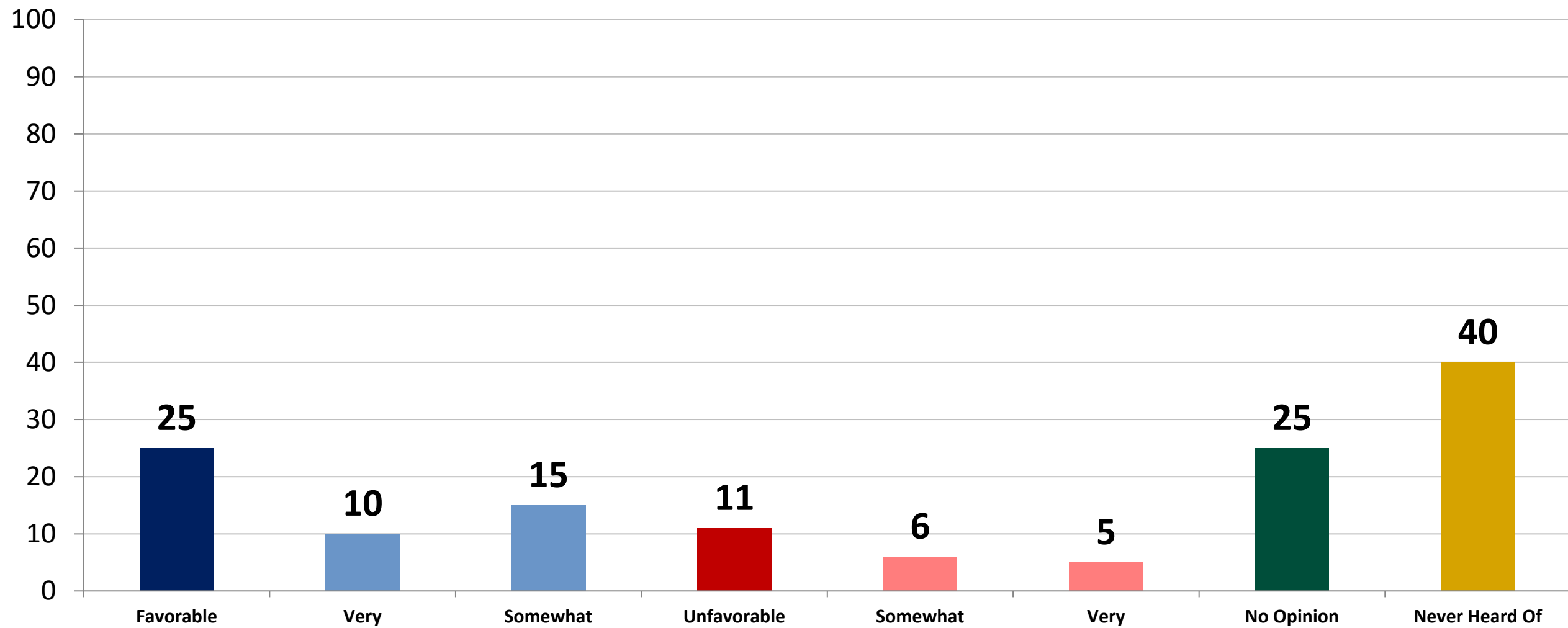
Opinion:

Steve Marshall



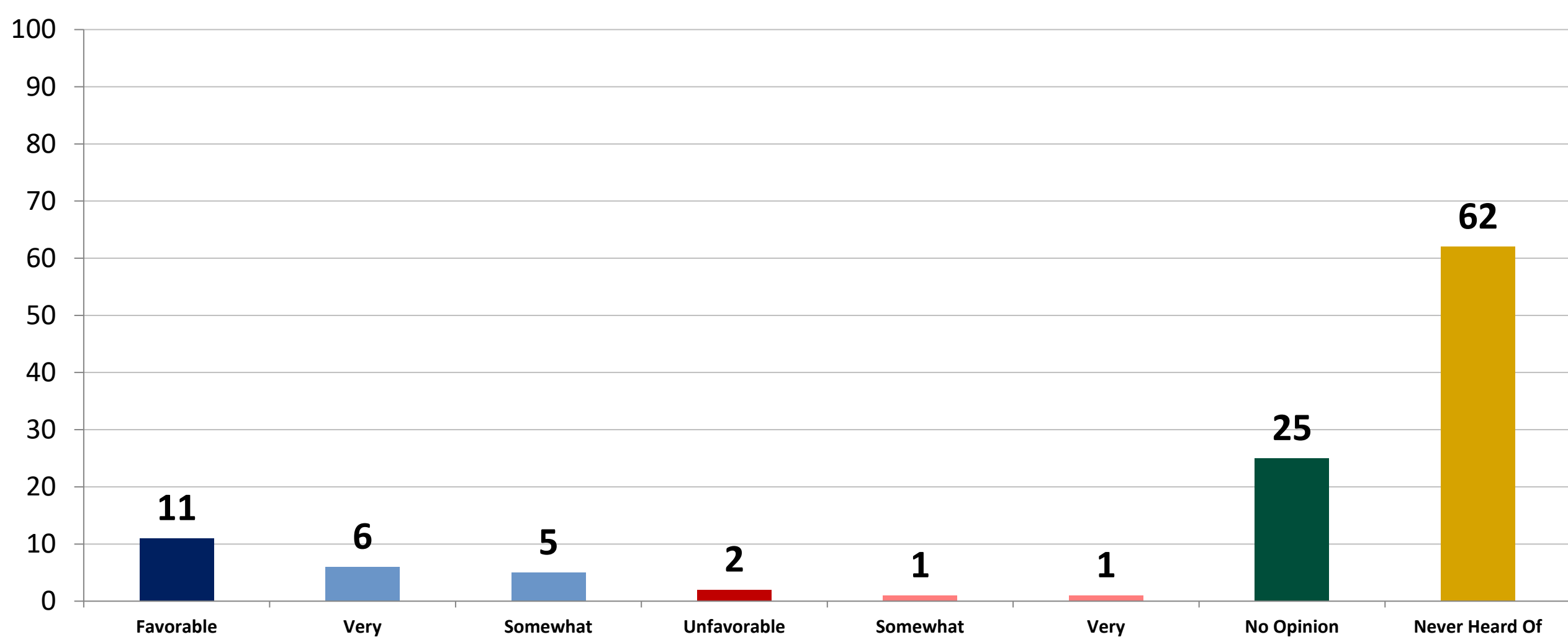
Opinion:

Barry Moore



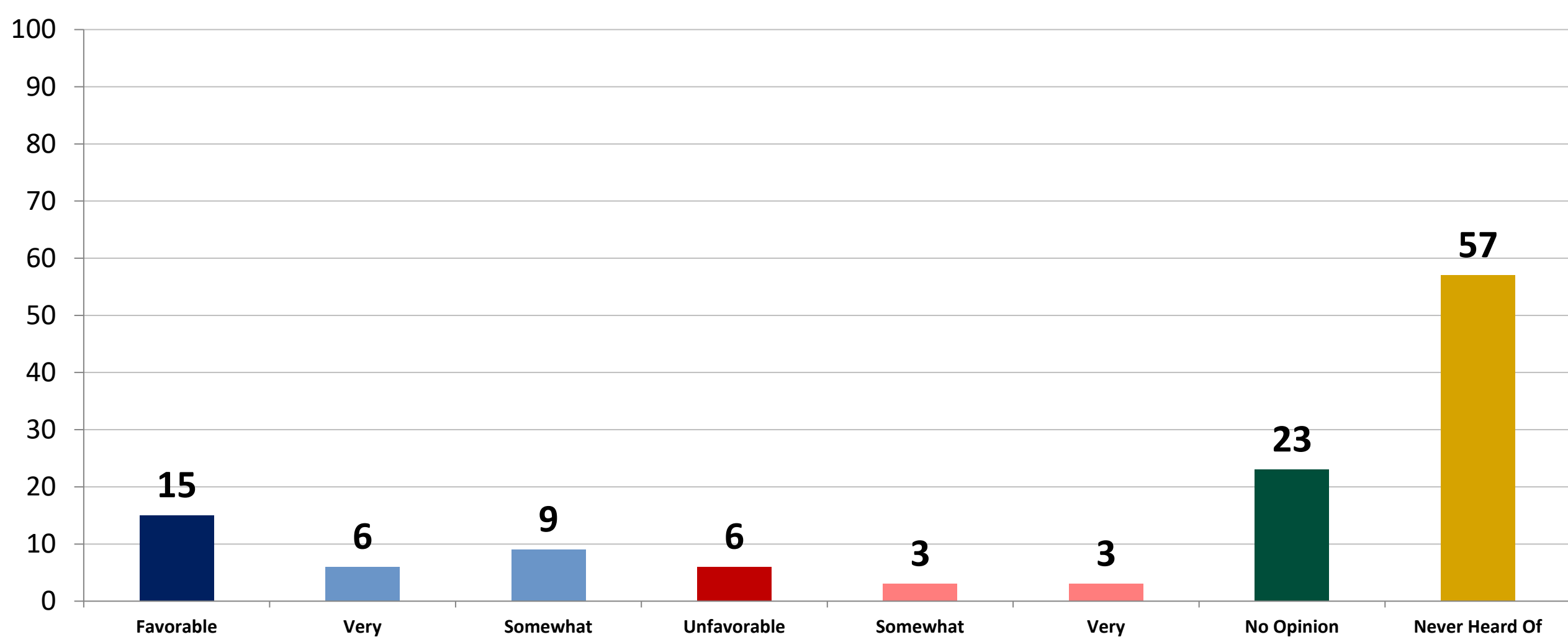
Opinion:

Jared Hudson



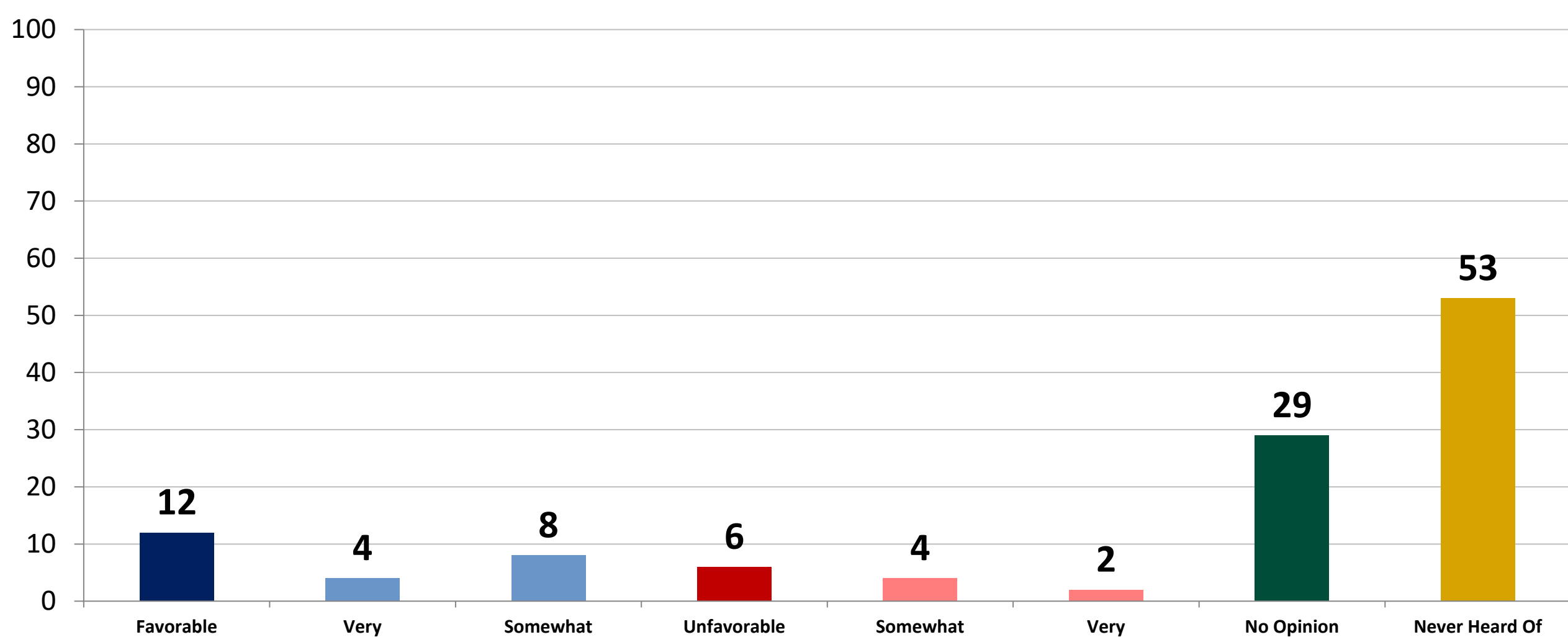
Opinion:

Caroleene Dobson



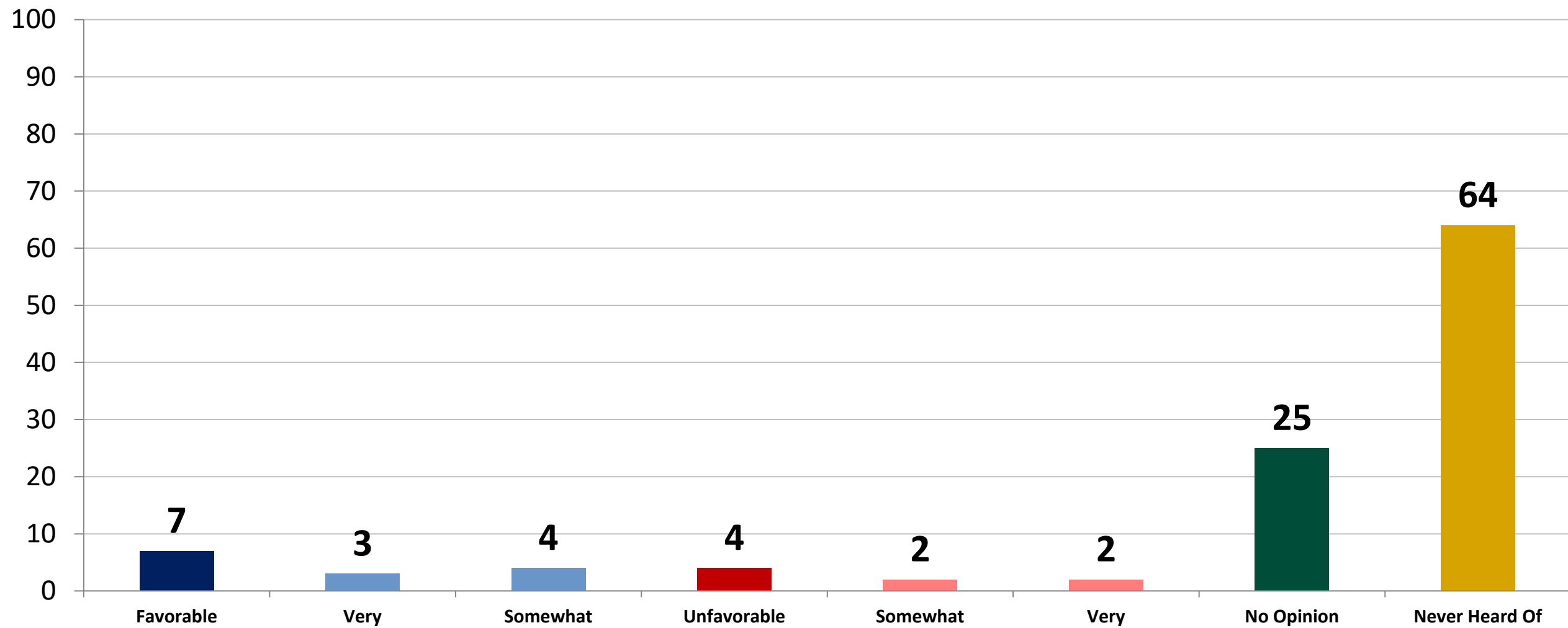
Opinion:

Andrew Sorrell



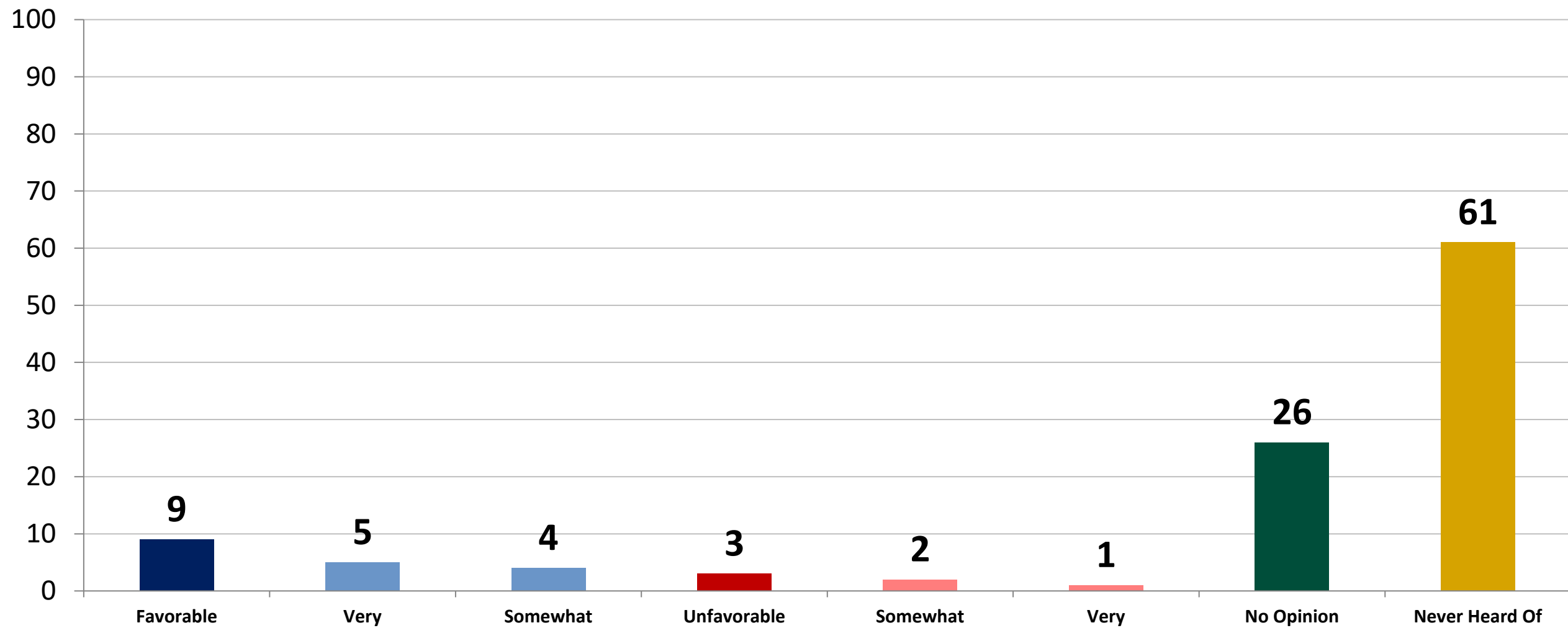
Opinion:

Pamela Casey



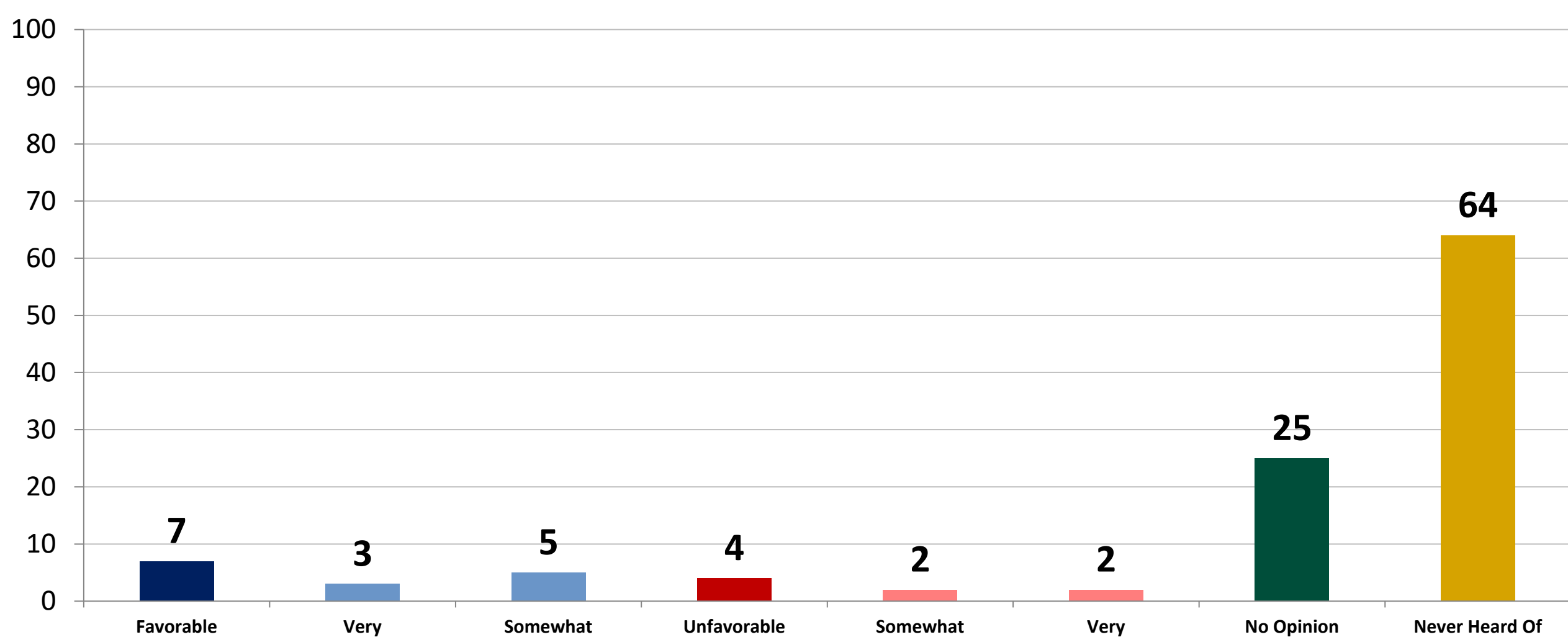
Opinion:

Jay Mitchell



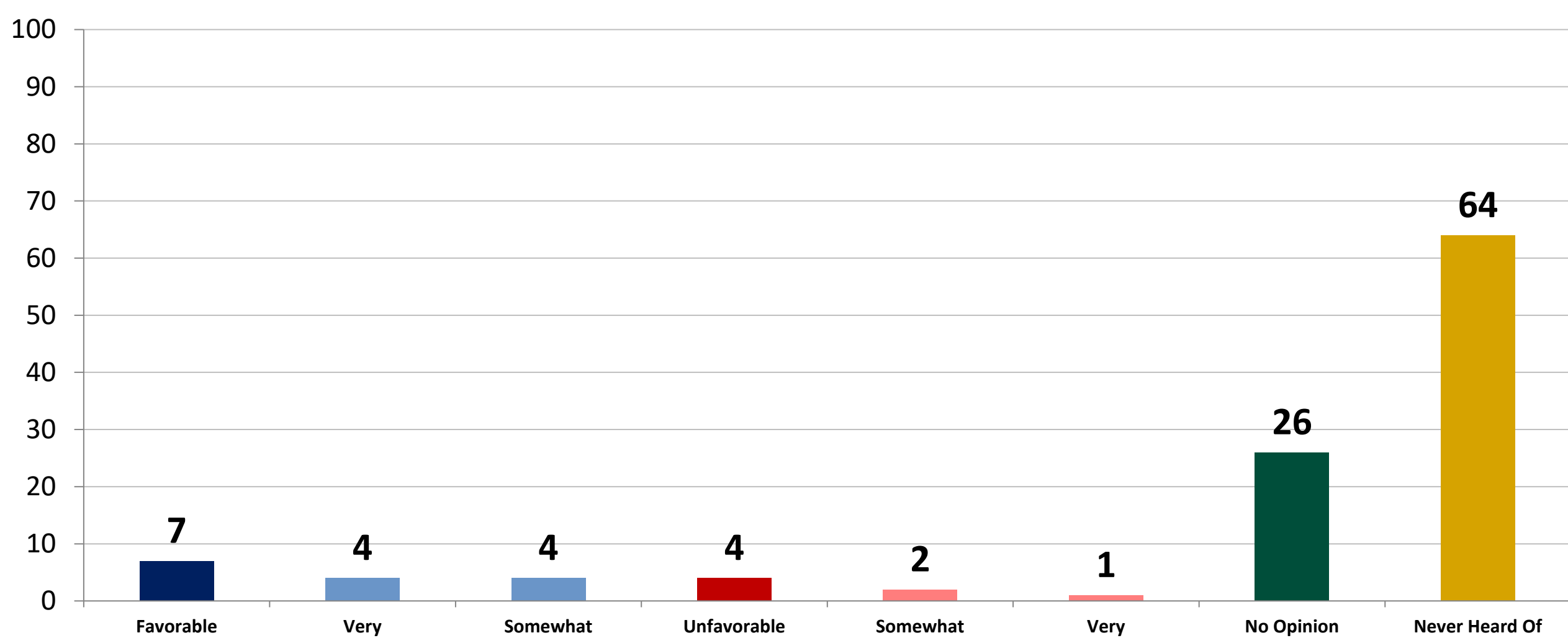
Opinion:

Katherine Robertson



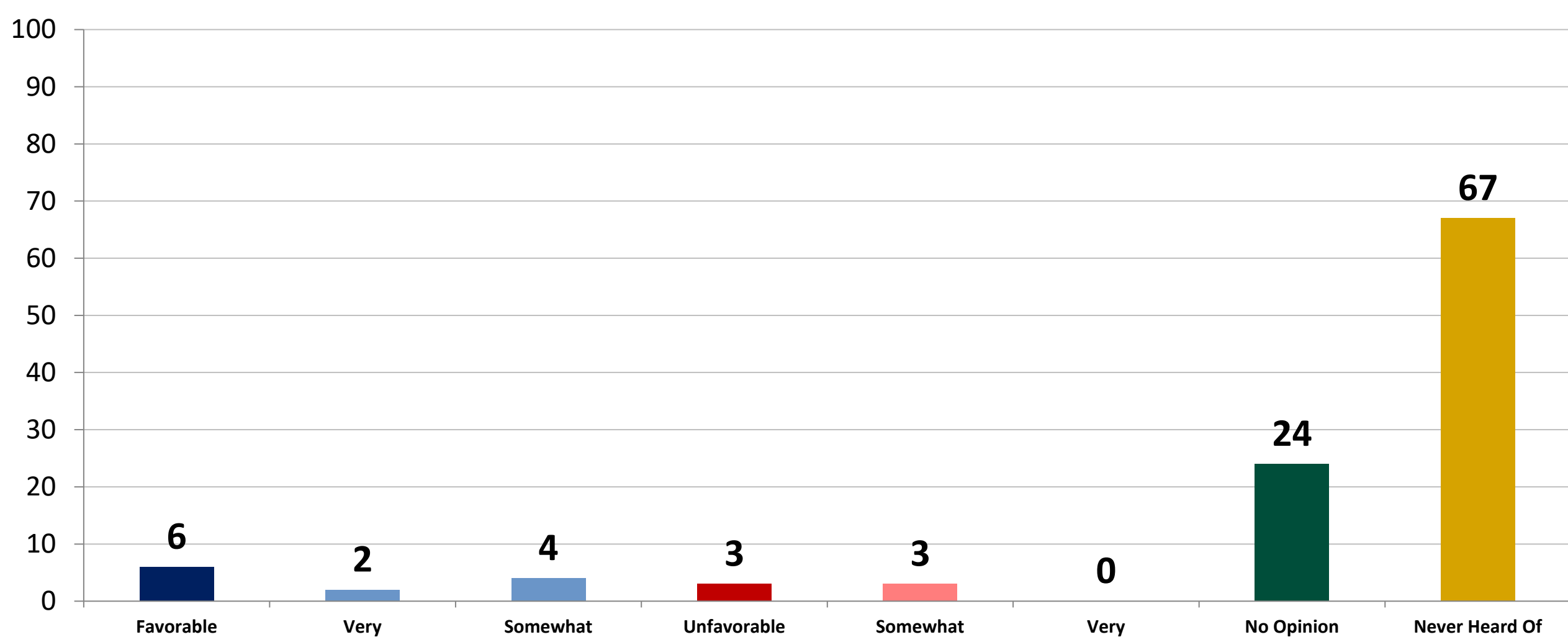
Opinion:

Jack Williams

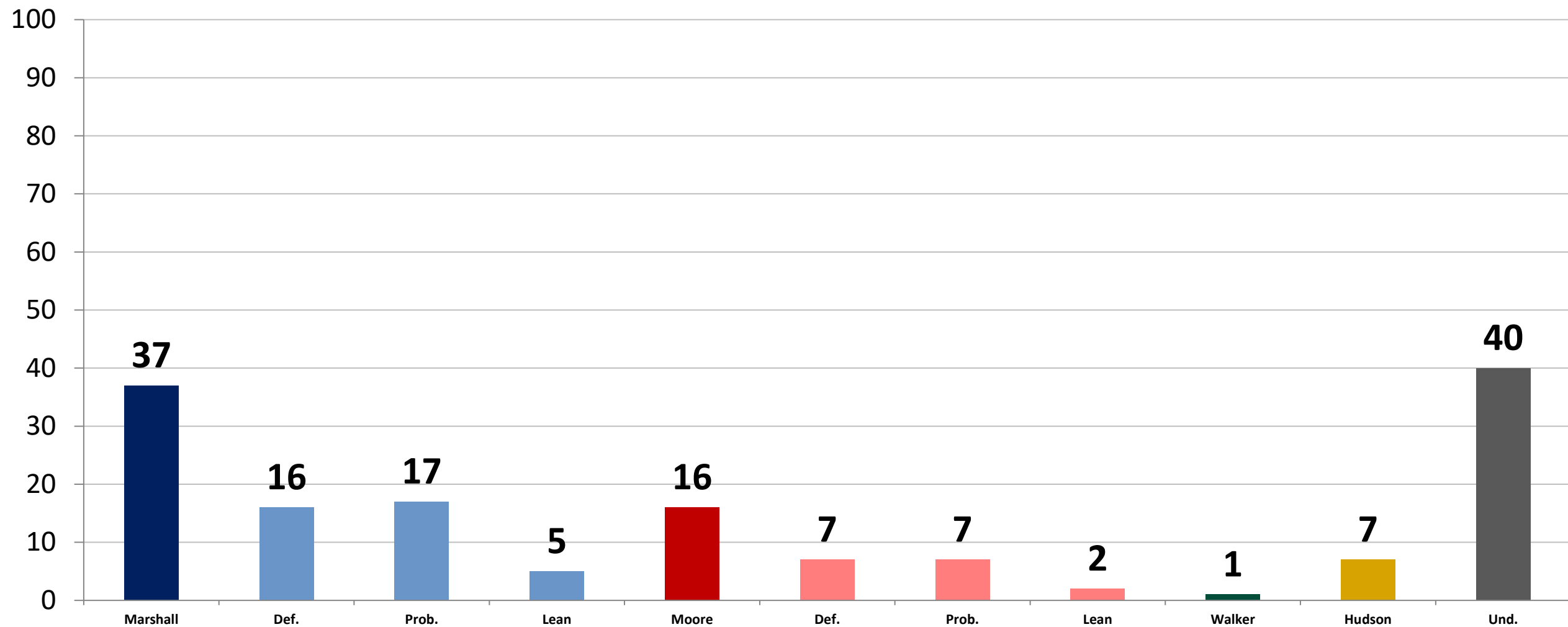


Opinion:

Christina McInnis

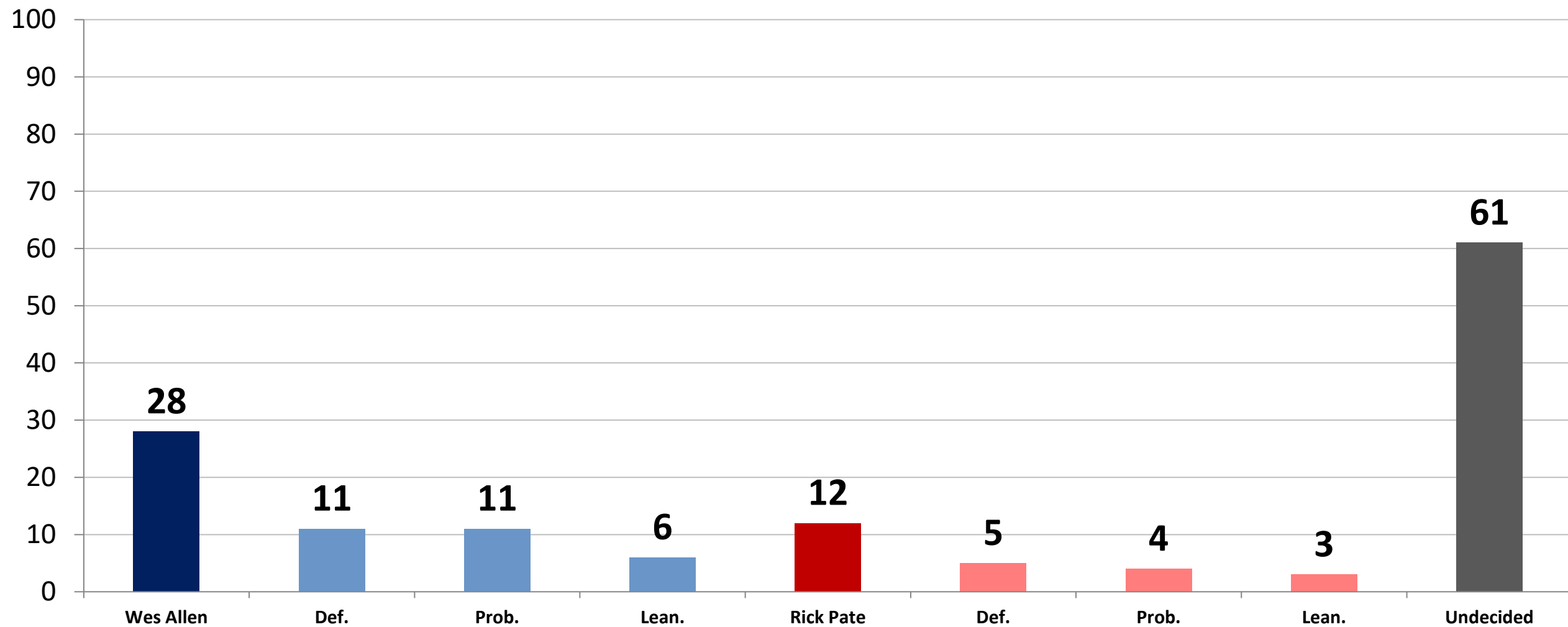


GOP Primary Ballot: *United States Senate*

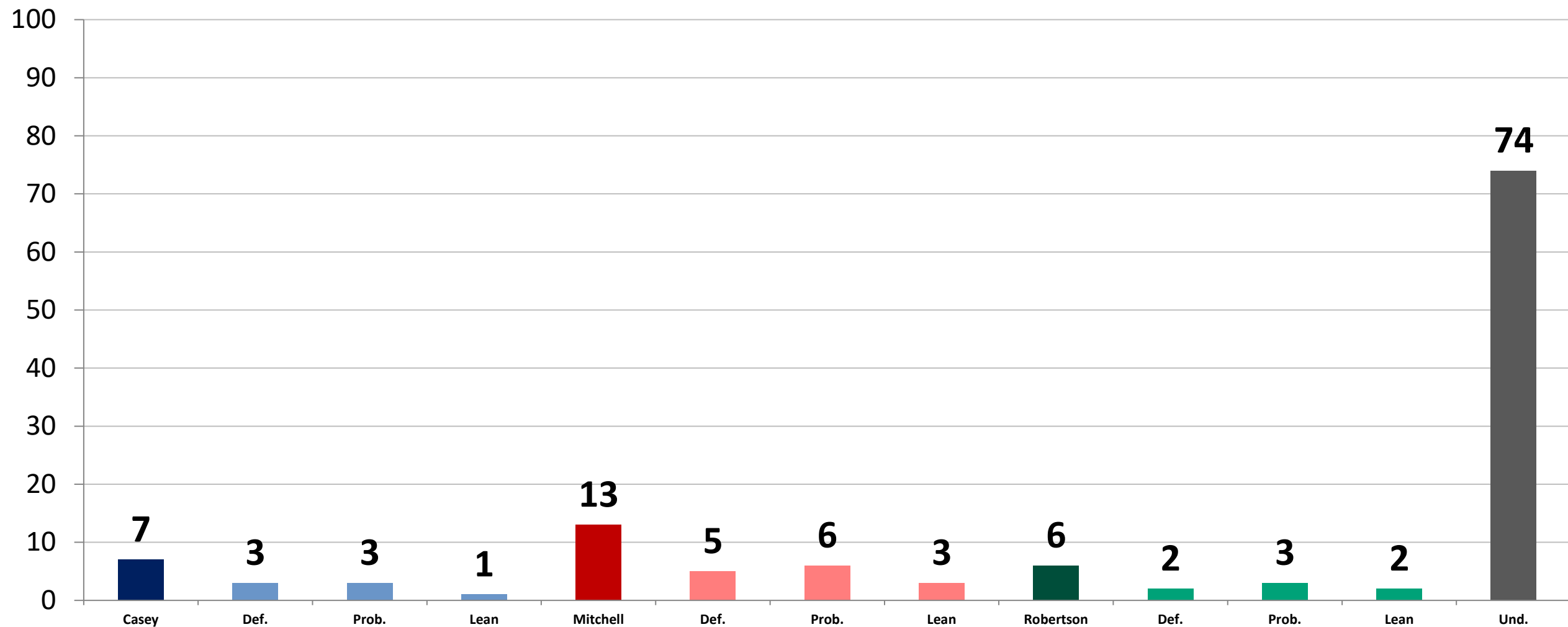


GOP Primary Ballot:

Lieutenant Governor of Alabama

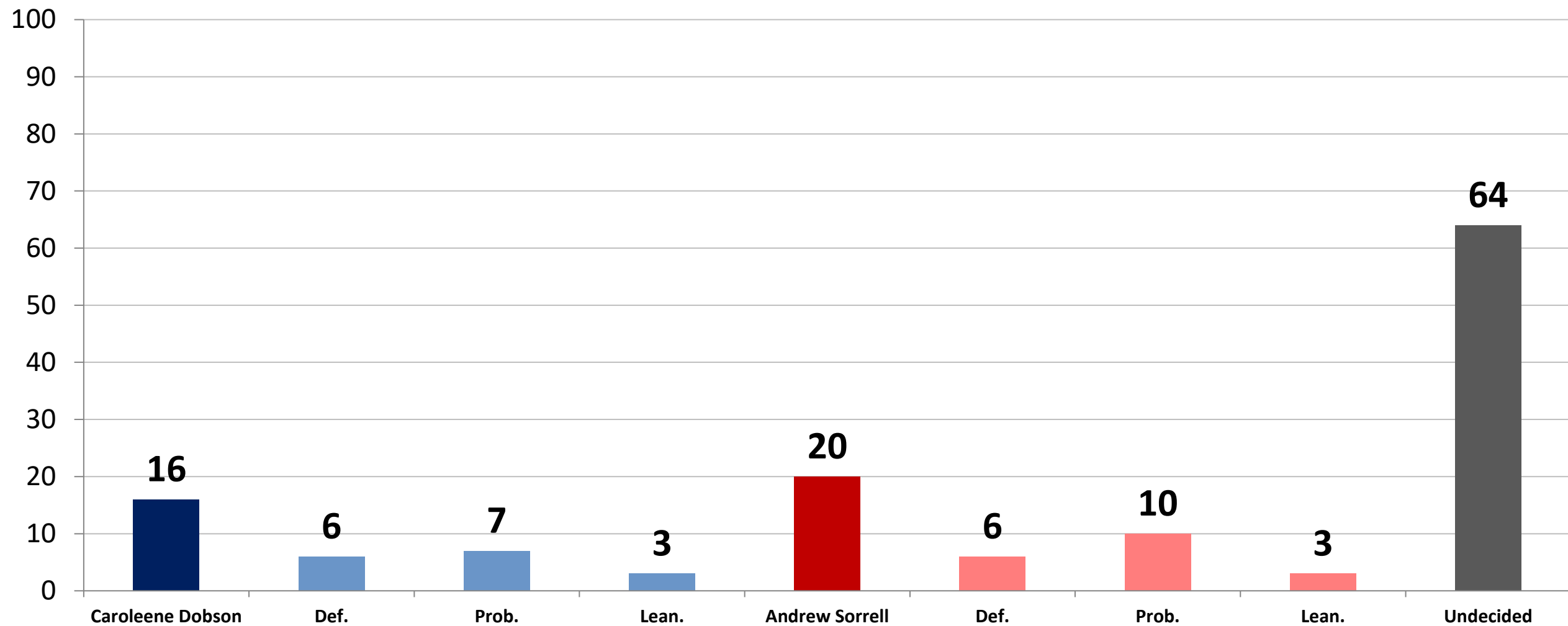


GOP Primary Ballot: *Attorney General of Alabama*



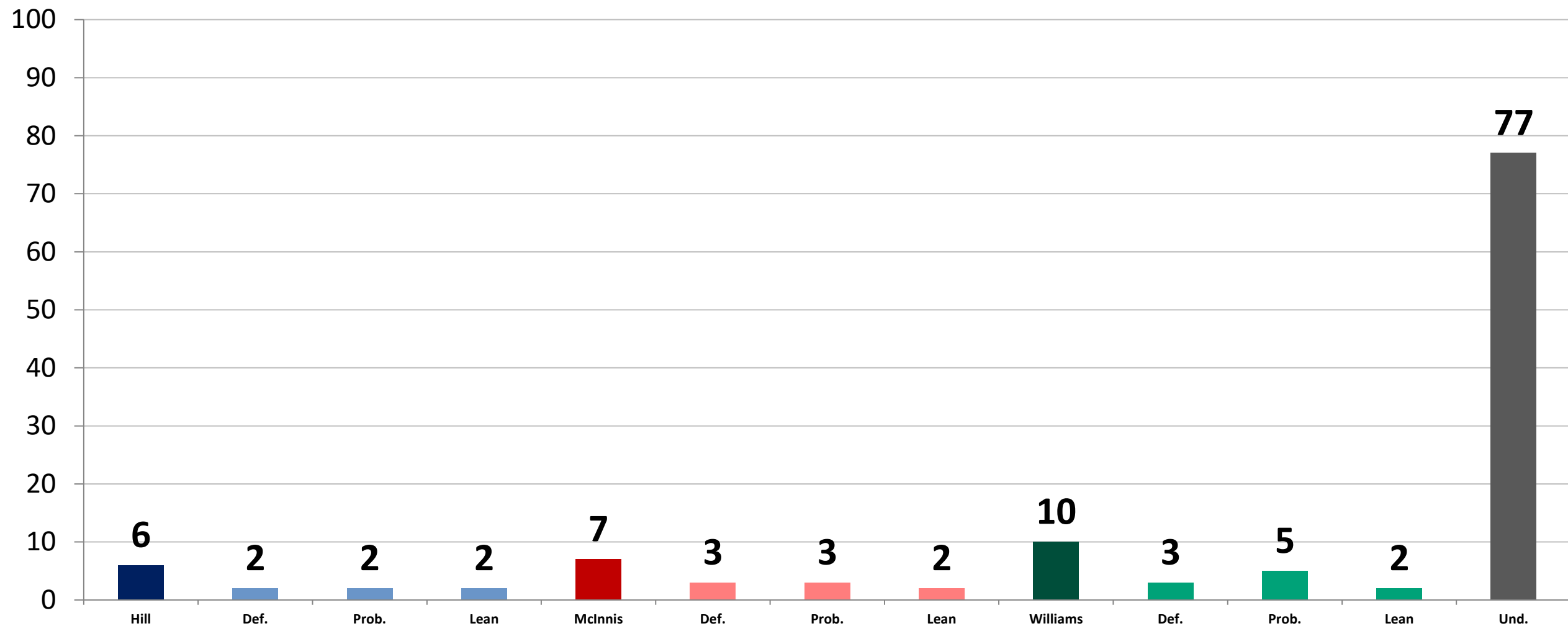
GOP Primary Ballot:

Secretary of State of Alabama



GOP Primary Ballot:

Commissioner of Agriculture of Alabama



Ideology	Total	Marital Status	Total	Vote History	Total
Liberal	3%	Single	7%	1 of 3	30%
Moderate	15%	Single, Living w/Significant Other	1%	2 of 3	31%
Conservative	81%	Married	74%	3 of 3	40%
Somewhat	32%	Separated	1%	Area – Media Market	
Very	49%	Divorced	8%	Birmingham M.M.	40%
Age		Widowed	8%	Jefferson County	9%
<55	37%	Evan/Born Again		Rest of Birmingham	31%
56-65	22%	Yes	75%	Columbus/Atlanta/GA	5%
66-75	23%	No	20%	Dothan M.M.	6%
Over 75	18%	Job Approval: Trump		Huntsville M.M.	23%
Mean	58.6	Approve	88%	Madison County	7%
Gender		Both Trump & Policies	74%	Rest of Huntsville	16%
Male	48%	Only Policies	14%	Mobile M.M.	15%
Female	52%	Disapprove	10%	Mobile County	7%
Race		Education		Rest of Mobile	8%
White	97%	Less Than Col.	61%	Montgomery/Meridian	11%
Hispanic/Latino	1%	College/Post	39%	Mongomery County	2%
African Am./Black	1%	Party		Rest of Mont./Mer.	9%
Asian/Asian Am.	0%	Republican	80%	Direction: Alabama	
Other	1%	Non-Republican	20%	Right Direction	65%
Vote Likelihood		Area – Congressional District		Wrong Track	25%
Definitely	85%	CD-1	18%	Ballot: Senate	
Very Likely	12%	CD-2	8%	Marshall	37%
Somewhat Likely	3%	CD-3	15%	Moore	16%
Interview Mode		CD-4	17%	Walker	1%
Landline	25%	CD-5	15%	Hudson	7%
Cellphone	40%	CD-6	22%	Undecided.	40%
Text to Web	35%	CD-7	6%		