



April 15, 2026

TO: Interested Parties

FROM: Erik Iverson, Peak Insights

RE: Barry Moore Has Opened Up a Wide Lead in U.S. Senate Race

A recent survey of likely Republican Primary voters (N=500 live calls; MoE+/-4%, April 11-13) shows that Barry Moore has opened up a wide lead in the multi-candidate primary for U.S. Senate in Alabama.

Full-Field U.S. Senate ballot	
Barry Moore	34%
Steve Marshall	16%
Jared Hudson	12%
Rodney Walker	2%
Seth Burton	1%
Dale Shelton Deas, Jr.	*
Someone else	1%
Don't know	32%

**Less than one-half of one percent*

Barry Moore leads in every media market. Moore also leads among both men and women and voters of all ages. Among “Trump/MAGA” wing voters (who make up 67% of the primary electorate in AL), Moore leads Marshall, 42-14%. Moore also leads Marshall by double digits among both “Conservative” and “very” Conservative voters, who combined make up 88% of the vote.

Fully 56% of voters are aware that Moore has been endorsed by President Trump, and among this group Moore leads Marshall 53-18% on the full-field ballot. As voters continue to learn about the Trump endorsement Moore’s lead on the ballot will continue to grow.

Moore also has a commanding lead over Marshall in a hypothetical match up in a runoff.

H2H U.S. Senate ballot	
Barry Moore	47%
Steve Marshall	27%
Neither	1%
Don't know	25%

Portland, OR
Chicago, IL

Missoula, MT
Atlanta, GA
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Denver, CO
Washington, DC

In sum, Congressman Barry Moore is well positioned to finish first in the Primary and to win a run-off election should one be necessary.