

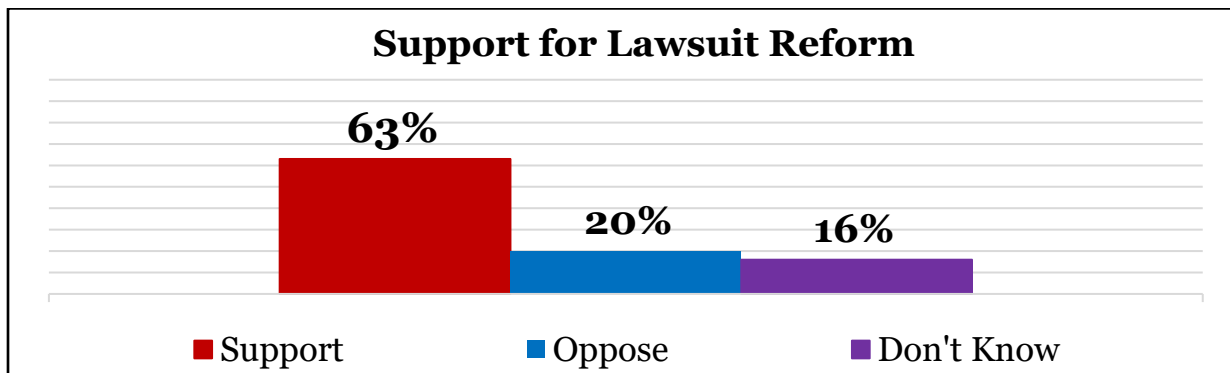
MEMORANDUM

To: Interested Parties
From: 1892 Polling
Re: Alabama GOP Primary Voters Back Lawsuit Reform as a Cost-of-Living Fix

Broad Support for Lawsuit Reform

A survey of likely Republican primary voters in Alabama finds broad, durable support for lawsuit reform ahead of the 2027 legislative session. Three findings stand out:

1. Republican primary voters support lawsuit reform by more than three-to-one (63/20%). Support rises to 75/12% after they hear both sides.
2. Support holds across every ideological group, both wings of the party (Trump vs. Traditional), and every media market statewide.
3. Voters link lawsuit reform to the cost of living — the issue dominating the national conversation heading into November.



Alabama Republican primary voters support lawsuit reform by 63/20% (+43).

Support is strongest among the party's base: Trump Republicans (70/18%, +52), very conservative voters (67/16%, +51), and self-identified Republicans (66/16%, +50). Majorities of traditional Republicans (61/22%, +39) and independents voting in the primary (58/29%, +29) also support reform.

Every media market shows majority support, led by Montgomery/Mobile (71%) and Huntsville (68%).

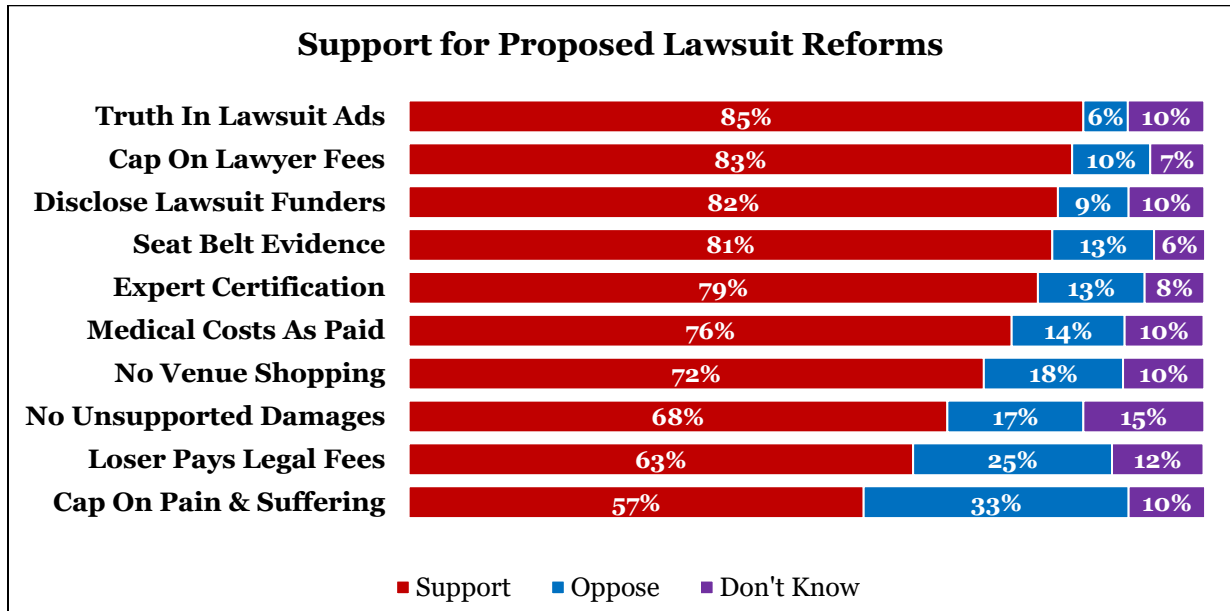
Lawsuit Reform Is an Affordability Issue

Cost of living defines the 2026 cycle, and Alabama Republicans view lawsuit reform through that lens. Together, the national data and survey results place reform squarely in the affordability conversation:

The National Affordability Conversation	What Alabama Republican Primary Voters Told Us
47% of registered voters nationally name cost of living as the single most important factor in their midterm vote; 74% say their own cost of living is on the wrong track (<i>Reuters/Ipsos, Aug. 2026</i>)	By 48/29% (+19) , Alabama Republican primary voters side with the argument that excessive lawsuits drive up insurance, grocery, and medical costs for every Alabama family over the argument blaming insurance companies — +30 among Republicans.
69% of rural voters nationally say it is extremely important for candidates to discuss cost of living; 56% say the same of health care costs (<i>KFF/AP, Sept. 2026</i>)	76% say helping rural hospitals maintain services and recruit doctors through more affordable liability insurance makes them more likely to support reform — tied for the most effective message tested. By 51/28% (+23), they side with the argument that doctors and rural hospitals are closing or leaving the state because they can't afford liability insurance.
Tort costs reached \$4,207 per household nationally, rising 7.1% annually versus 3.4% inflation (<i>U.S. Chamber ILR</i>). In Alabama, liability claims costs rose 59% from 2020–24, versus 23% for consumer prices (<i>Alabama Dept. of Insurance</i>)	Alabama Republican primary voters by 76/14% (+62) support requiring medical expenses to reflect amounts actually paid, not sticker prices. 67% say cutting the hidden “lawsuit tax” on Alabama families makes them more likely to support reform.
81% of insured consumers nationally say the legal system is used to unfairly drive up insurance costs; 84% would support reform if legal practices were raising their premiums (<i>Big “T”, Nov. 2025</i>)	Alabama Republican primary voters by 83/10% (+73) support limiting personal injury lawyers’ settlement fees, and by 82/9% (+73) support requiring hedge funds and foreign investors who secretly fund lawsuits to disclose that funding.

Every Proposed Reform Receives Majority Support

Alabama Republican primary voters give majority support to all ten reforms tested, and six top 75%. The top reforms keep their support even among voters who initially oppose lawsuit reform — truth in lawsuit ads (+66), funding disclosure (+66), and limiting lawyer fees (+54).



Trial Lawyers Start the Debate Underwater

Trial lawyers' image is negative at 26/38% (–12) and remains negative in every subgroup, including Trump Republicans (–18).

Bottom Line

Lawsuit reform has consensus support among Alabama Republican primary voters, and support grows as they learn more. It's cost-of-living case — lower insurance and medical costs, keeping rural hospitals open, and stopping trial lawyers and outside investors from taking an unfair cut — aligns with voters' top national concern and gives legislators a strong answer to the trial bar's accountability argument.

Methodology

1892 surveyed 625 likely Republican primary voters in Alabama in August 2026 using live telephone calls and text-to-web. The margin of error is $\pm 3.92\%$.

About 1892

1892 has polled winning races nationwide at every level of politics, including races for President, Governor, Senate, and Congress. It has also polled for the National Republican Senatorial Committee, Republican Governors Association, and the National Republican Congressional Committee.