

expanding *the* *battleground

September 29, 2026

Expanding the Battleground
– Alaska



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=600 likely 2026 general election voters in Alaska.



100% of interviews were conducted via text-to-web.



Interviews were conducted between August 18-29, 2026.



The margin of error for a sample of this size is +/- 4.0 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways – Political and Economic Landscape in Alaska

- Inflation and the cost of living (41% top five), jobs and the economy (40%), and government corruption (38%) are the **top issues for Alaskans**. Other top issues for Alaska constituents are government spending and debt (32%) and healthcare (31%).
- **President Trump's brand in Alaska is underwater**. A majority of constituents in Alaska have an unfavorable opinion of him (-5 net fav) and give him a failing grade overall (-14 net job rating), on the economy (-19 net job rating), and handling the war with Iran (-17 net job rating).
- **Nearly 70% of Alaskans rate the economy negatively and more blame Republicans in Congress for rising costs than Democrats**. By an 11-point margin, Alaskans say Trump and Republicans in Congress are more to blame than Democrats. Nearly half of constituents in the Last Frontier say corporate greed and price gouging (41% top two) are the main non-political culprits for high prices, followed by the Iran war (38% top two).
- **81% of Alaskans say that it's more important that officials share their values, rather than being part of the political party they support**. This holds true across partisan lines.
- **Neither party has a clear advantage on Alaskans' biggest priorities – lowering costs and taking on corruption in government**.

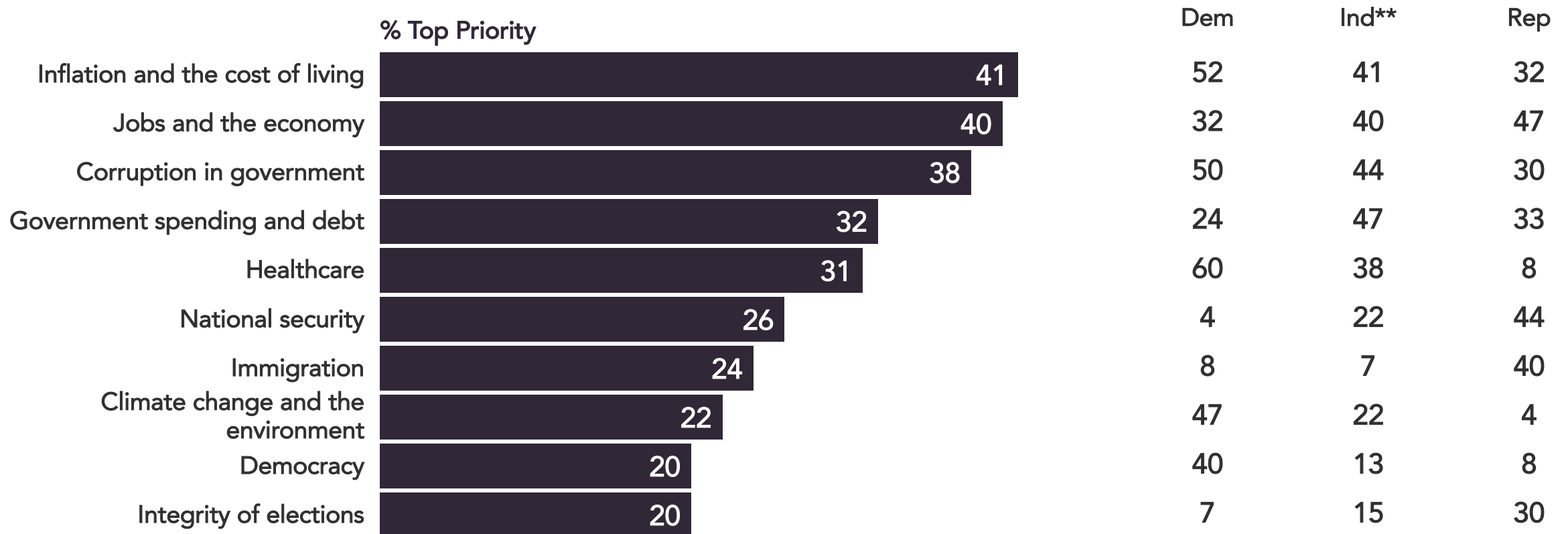
Key Takeaways – Party and Elected Official Branding in Alaska

- Alaskans are sour on both parties in Congress. Both parties are viewed unfavorably by over 60% of constituents in the state.
- Alaskans don't see their priorities reflected in the priorities of Republicans in Congress, especially on cost of living. There is a 30-point gap between what issues Alaskans want Congress to prioritize and where they think Republicans are placing their energy.
- A gap exists with Democrats in Congress, as well. Alaskans are more likely to think Democrats are prioritizing lowering costs than Republicans.
- Democrats have a trust advantage on key issues like healthcare and protecting Social Security, while Republicans have an advantage on resource development and energy. Things are more mixed on issues like handling the economy, lowering costs, taking on government corruption, and handling the war with Iran.
- Sen. Dan Sullivan's (R-AK) brand is weak. Alaskans don't think he is lowering costs, will bring change to Washington, or is looking out for Alaskans. However, they are more mixed in Sullivan's ratings on getting things done.
- Alaskans think their Republican senator will just vote with Trump all of the time regardless of whether it's good for the state. Only 43% of constituents in the state think a Republican senator would stand up to Trump in the interest of their state. And this is their biggest concern in a forced choice – that an elected official will blindly follow Trump over things like self-enrichment and doing the bidding of the ultra-wealthy.

Political and Economic Landscape

The Top Issues for Alaskans are Inflation, the Economy, and Corruption in Government

Which of the following do you feel are the most important issues that Congress should make a top priority?*



*Five responses accepted. Top 10 are shown.

**Smaller sample leading to a higher margin of error.

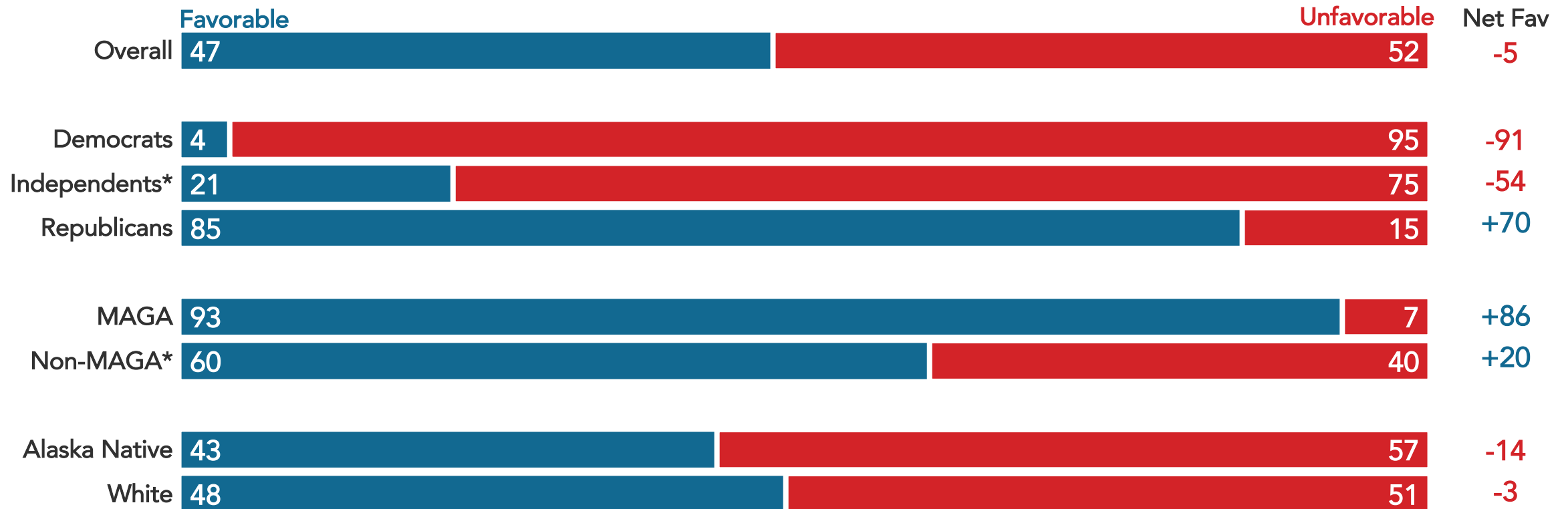
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Trump is Narrowly Underwater in Alaska, but is Rated Negatively by Three-in-Four Independents

Please indicate whether you have a very favorable view, somewhat favorable view, somewhat unfavorable view, or very unfavorable view of: **Donald Trump**



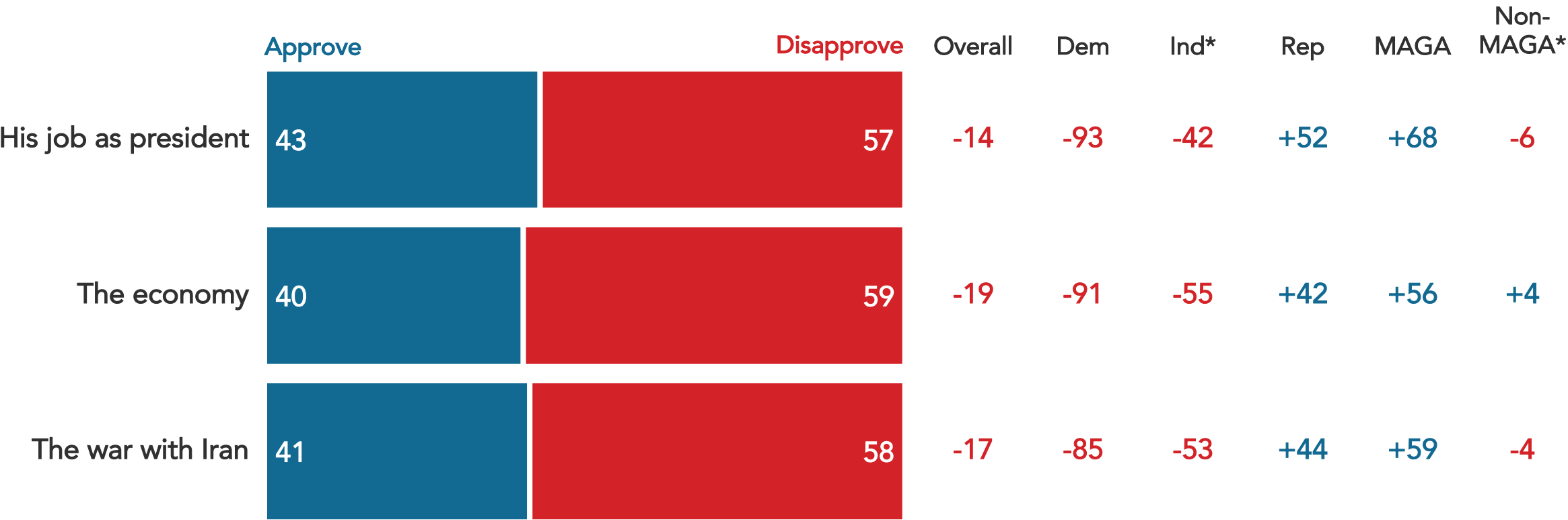
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Trump is Underwater on His Handling of the Presidency, the Economy, and the War With Iran

Do you approve or disapprove of the way Donald Trump is handling...

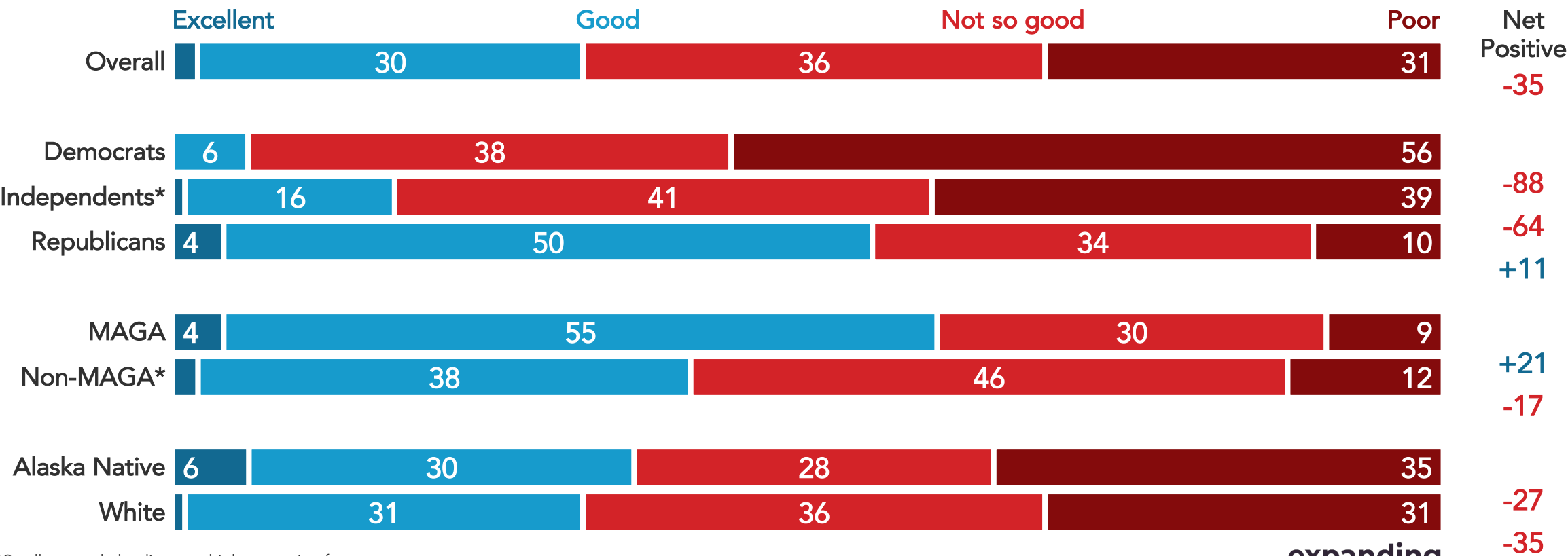
Net Approve



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Nearly Seven-in-10 Rate the Economy Negatively, Including 80% of Independents

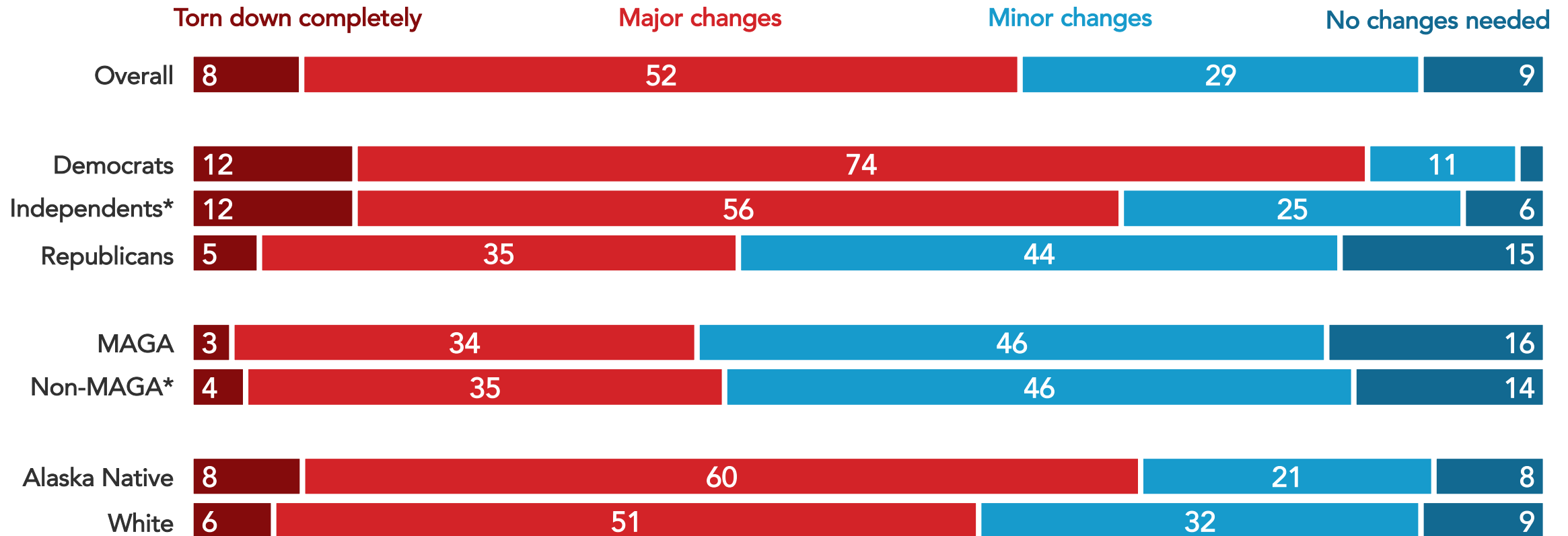
How would you rate how things are going in the U.S. economy?



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A Majority of Alaskans, Including Independents, Think the Economy Needs at Least Major Changes

Which comes closest to your view of the current economic system in America?

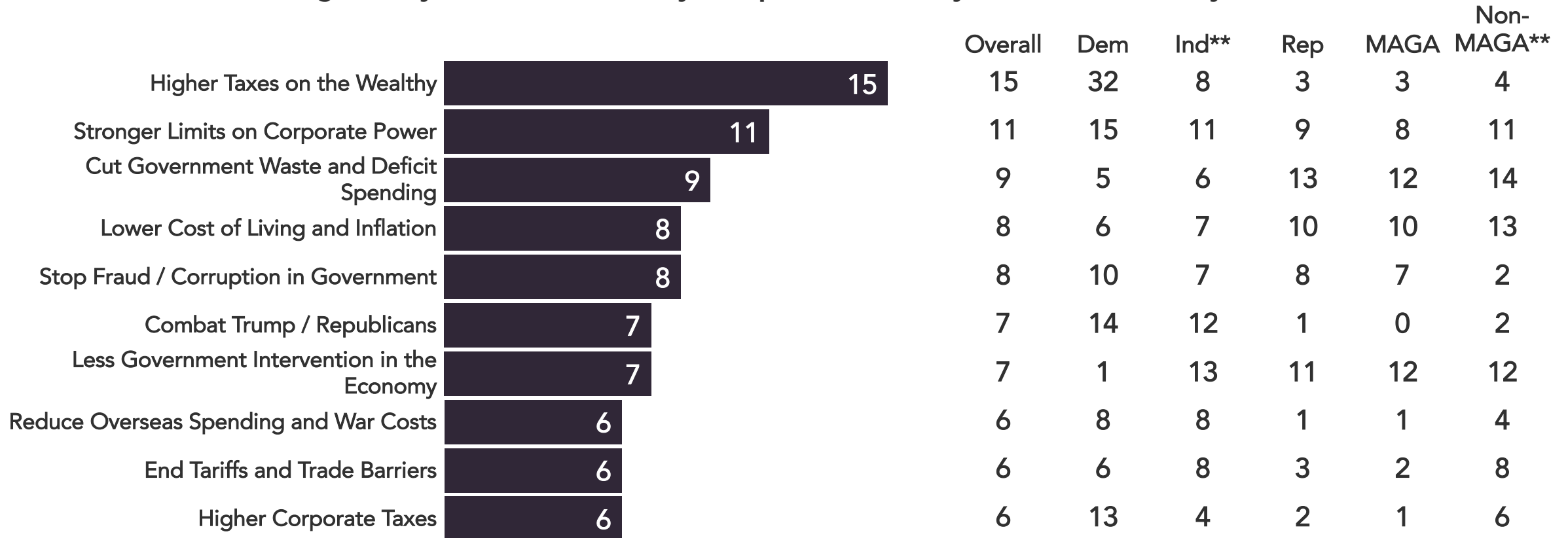


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Independents Say Standing up to Trump and Limiting Government Intervention Will Improve the Economy

What are the main changes that you think are necessary to improve the country's current economic system?*



*Open-ended. Asked of those who say the system needs changes. Top 10 are shown.

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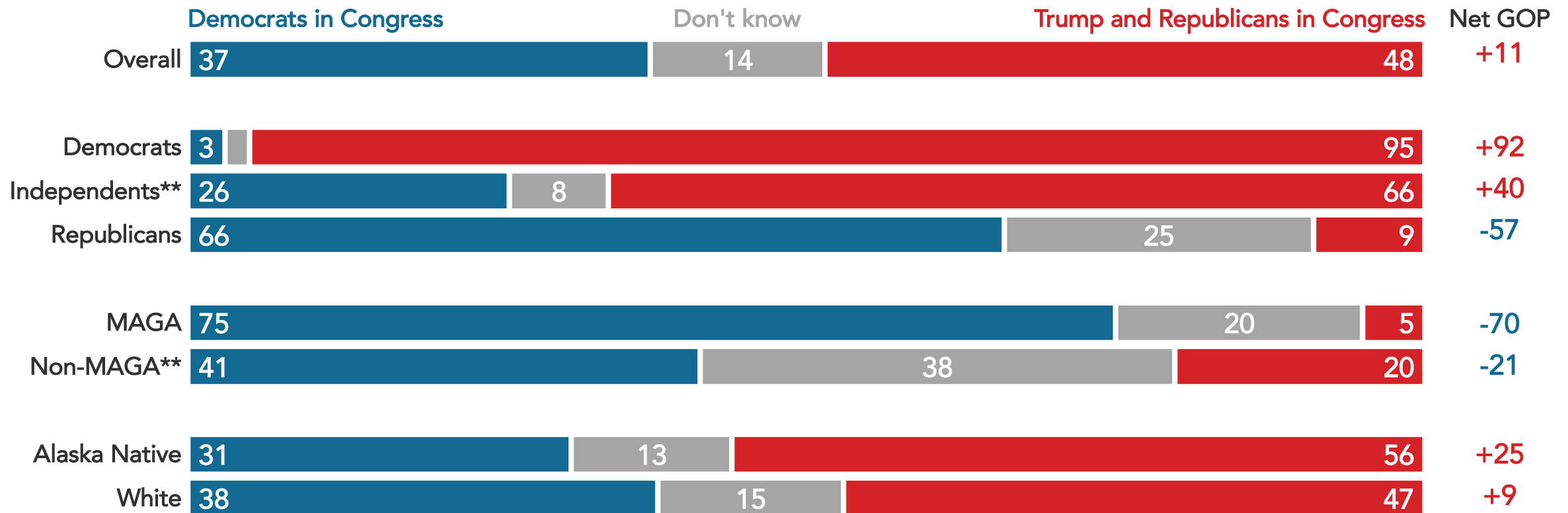
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Alaskans Blame Republicans in Congress More for Rising Costs Than Democrats

When it comes to rising costs, who do you believe is MOST to blame?*



*Split

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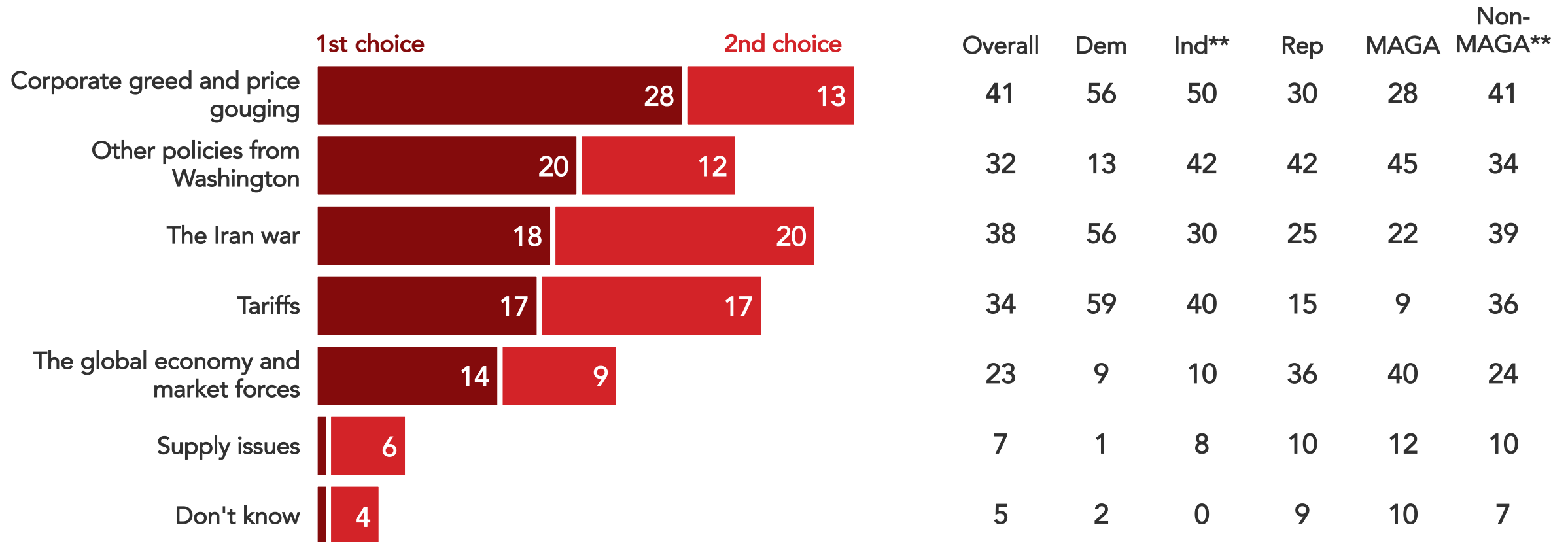
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Alaskans Place Corporate Greed and Price Gouging Above the Iran War and Tariffs in Terms of Raising Costs

When it comes to rising costs, what do you believe is MOST to blame?*

% 1st or 2nd choice



*Split

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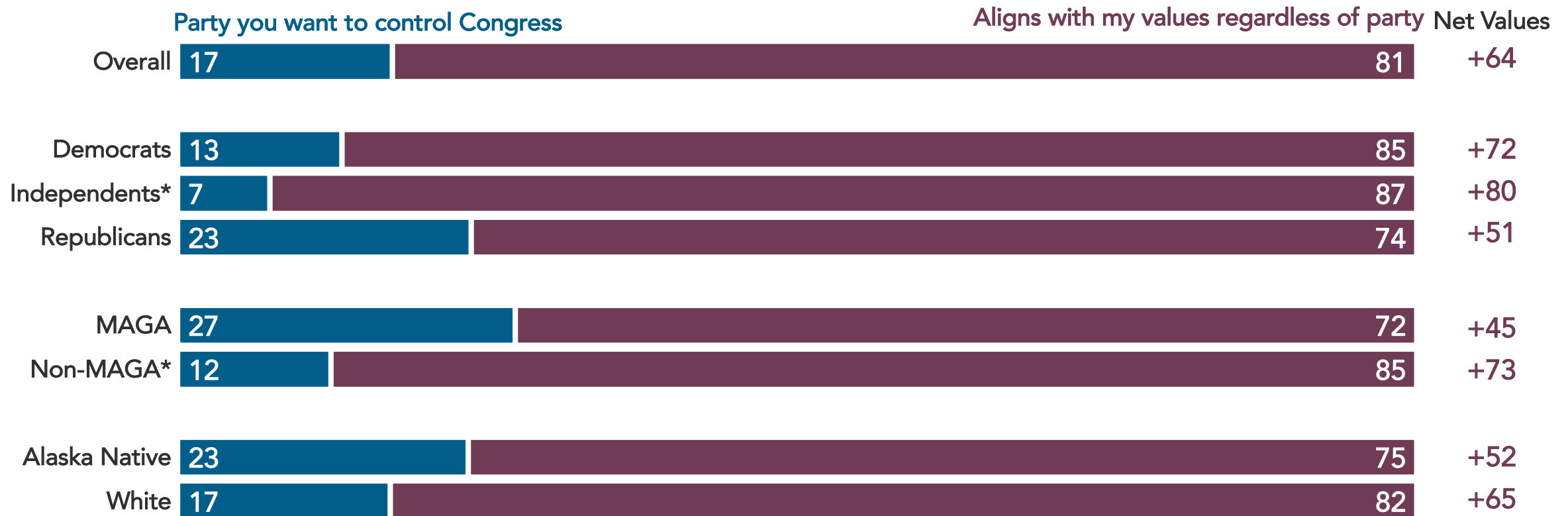
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Party Branding

Alaskans Want Elected Officials Who Align With Their Values

When thinking about elections for U.S. Congress, which is more important to you: a candidate from the party you want to control Congress, or one who aligns with your values regardless of party?



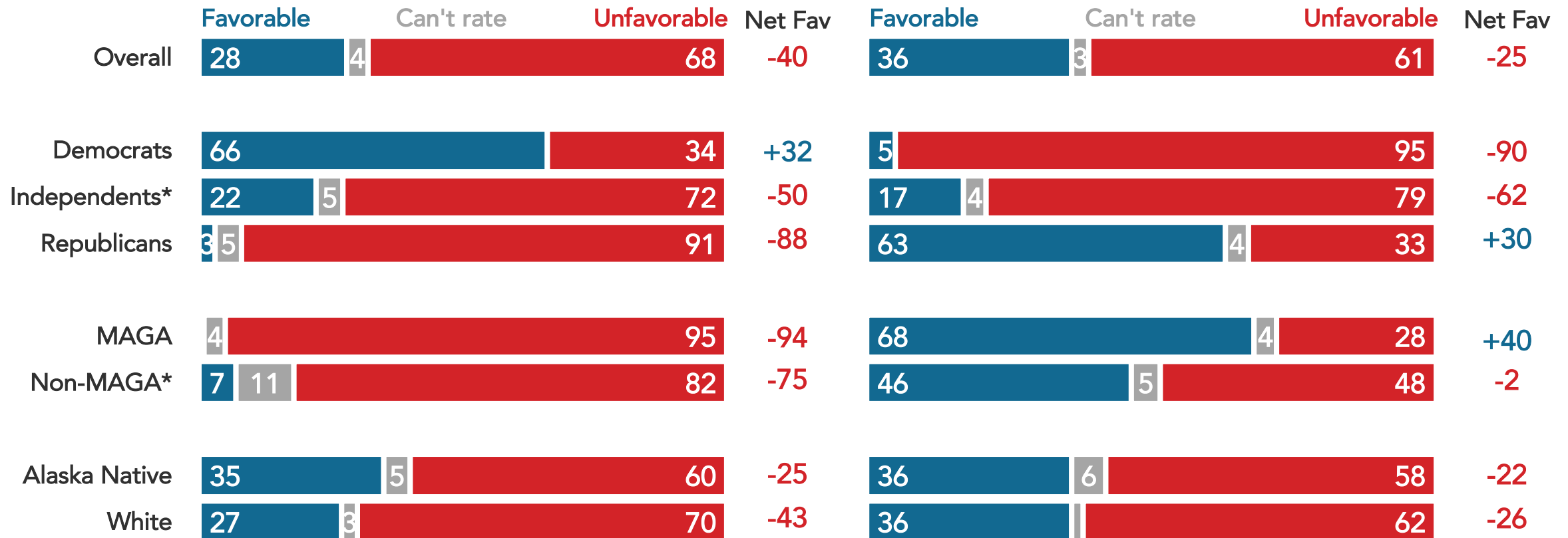
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Both Democrats and Republicans in Congress are Disliked, Though Independents are More Negative Towards Republicans

Favorability of **Democrats in Congress**

Favorability of **Republicans in Congress**



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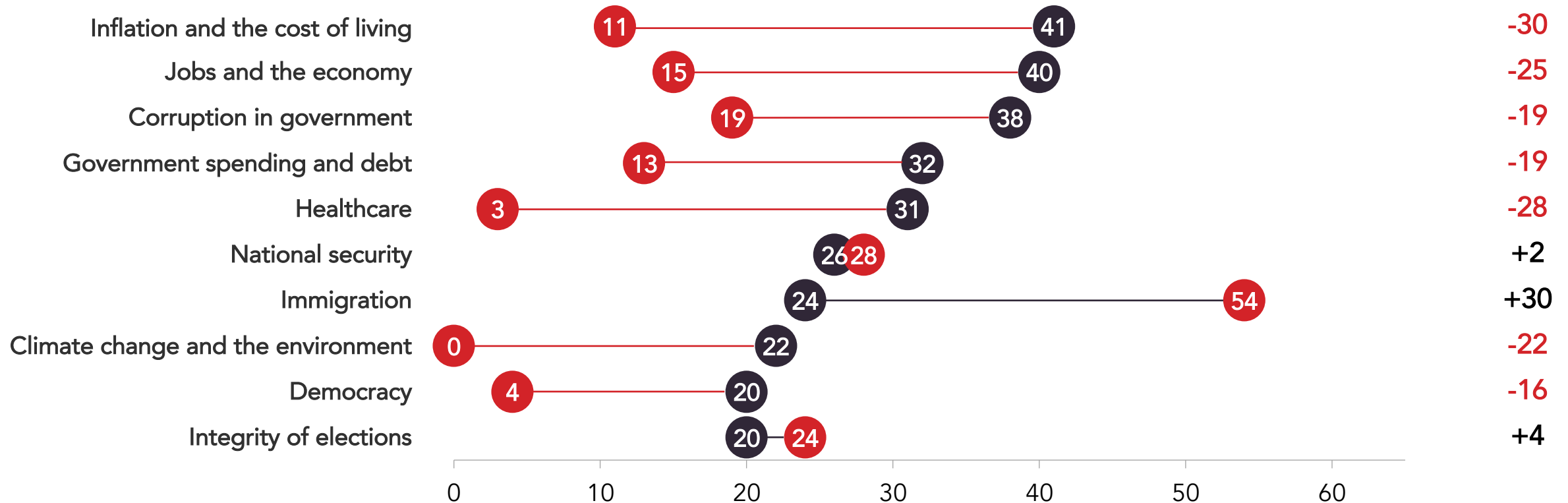
Alaskans Say Trump and Republicans in Congress are Too Focused on Immigration, Not Focused Enough on Costs

Top priorities for Congress vs. what Trump and Republicans in Congress are most focused on*

GOP Focus –
Priority

• % Top priority for Congress

• % Trump and GOP most focused on

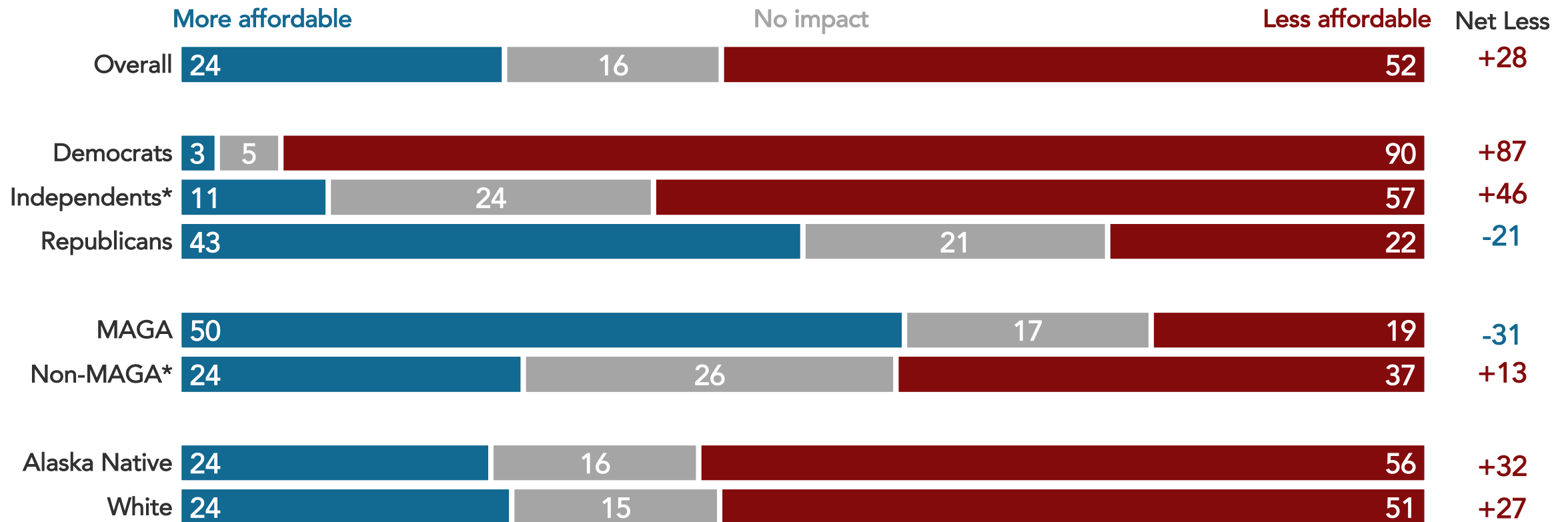


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A Majority of Alaskans Say That Republicans in Congress are Focused on Policies That Make Life Less Affordable

From what you know, have Republicans in Congress focused on policies that have made life more affordable, had no impact on affordability, or made life less affordable?

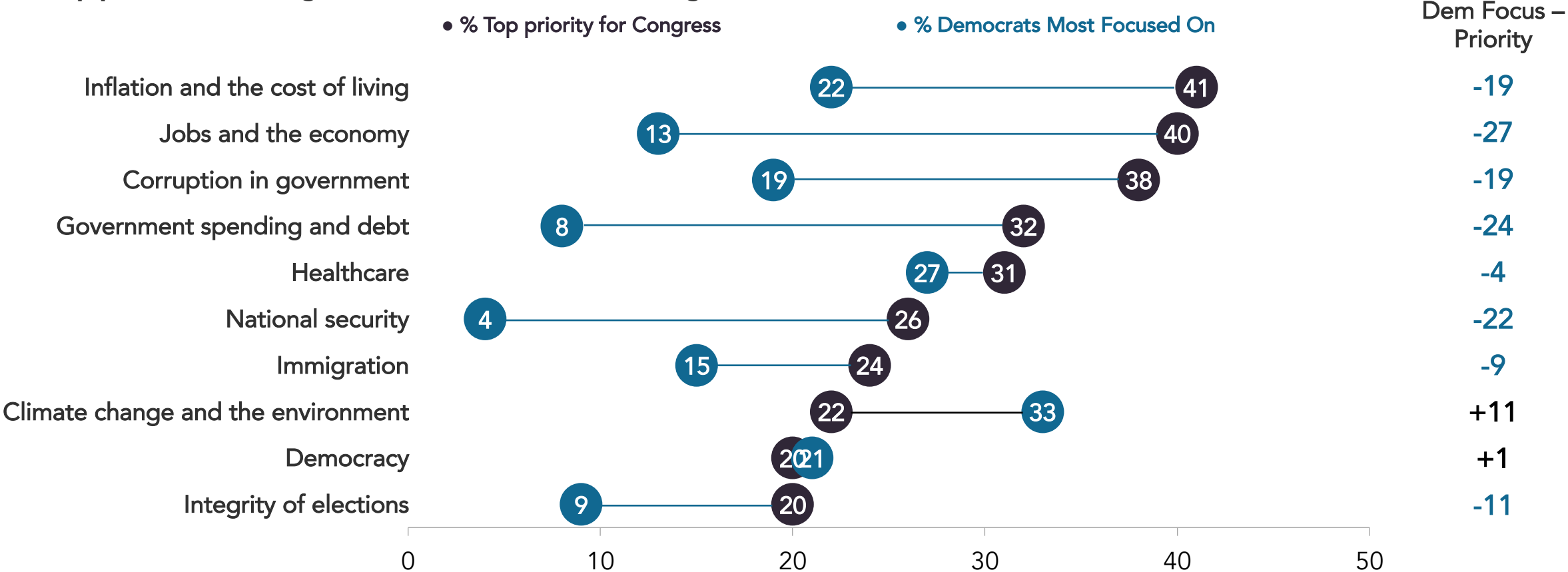


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Democrats in Congress are Seen as More Focused on Cost of Living Than Their Republican Counterparts

Top priorities for Congress vs. what Democrats in Congress are most focused on*

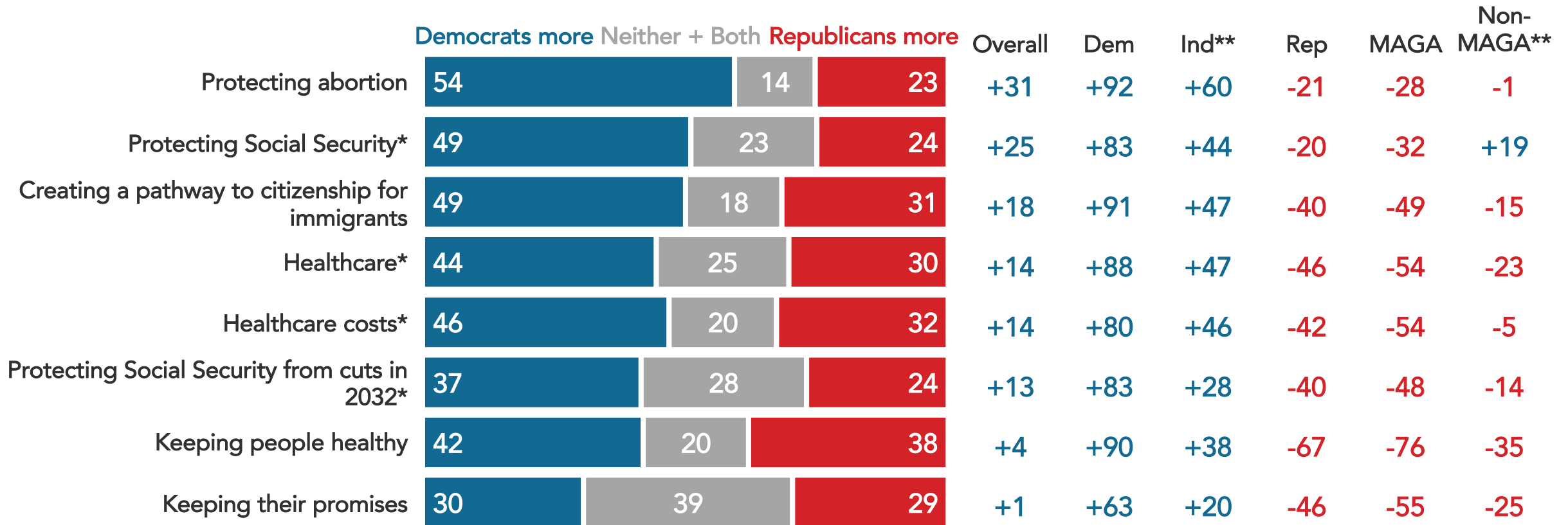


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Democrats Hold Trust Advantages on Protecting Abortion, Social Security, and Healthcare

Which party do you trust more to handle each of the following?

Net Democrats More



*Split

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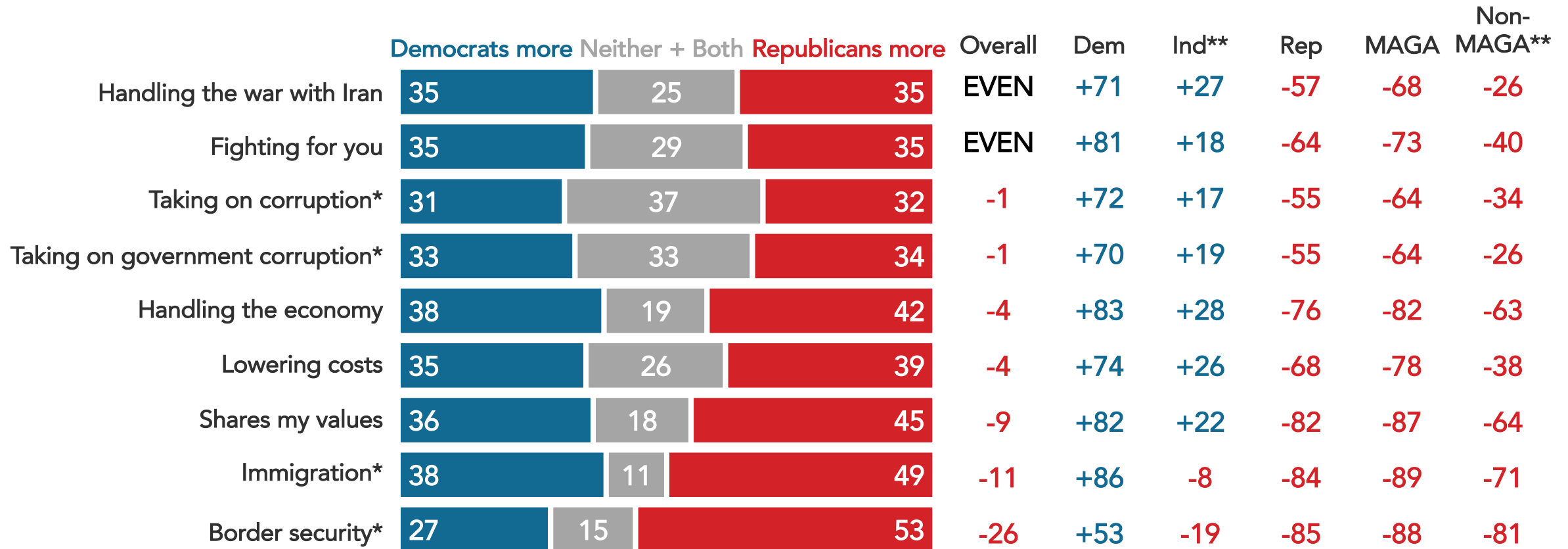
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Neither Party Has Advantages on Handling the War With Iran or Taking on Corruption

Which party do you trust more to handle each of the following?



*Split

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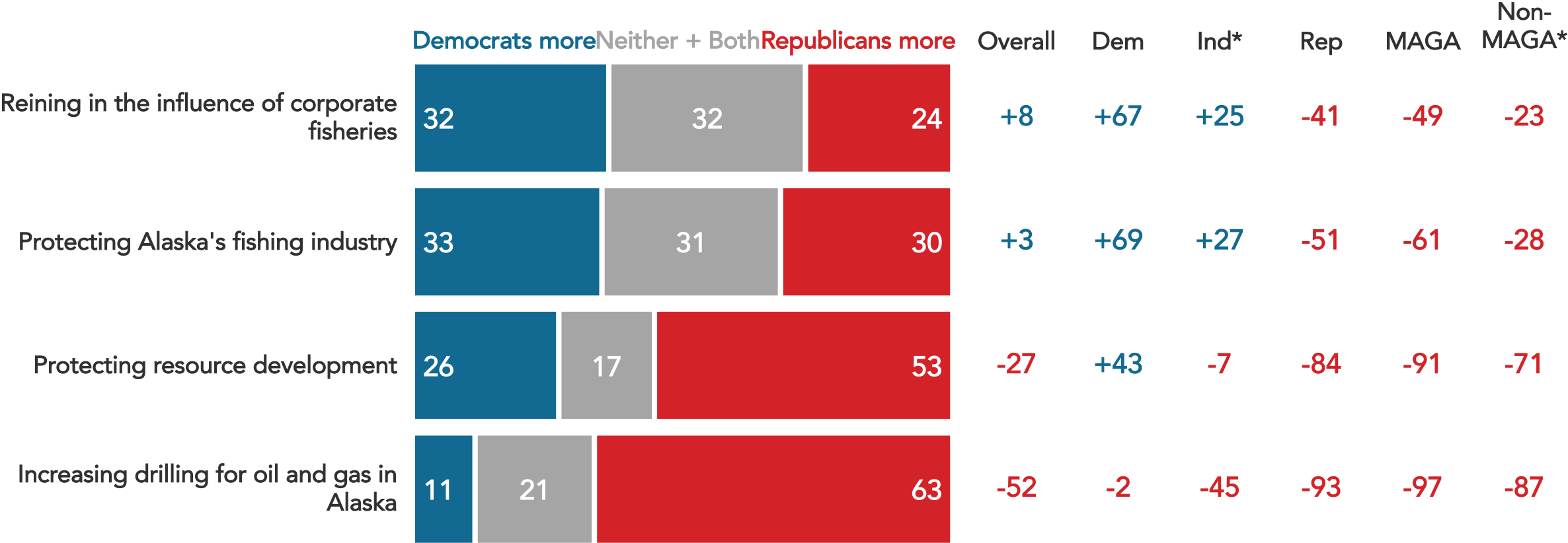
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On Alaska-Specific Priorities, Democrats Have an Advantage on Fishing and a Disadvantage on Energy

Which party do you trust more to handle each of the following?

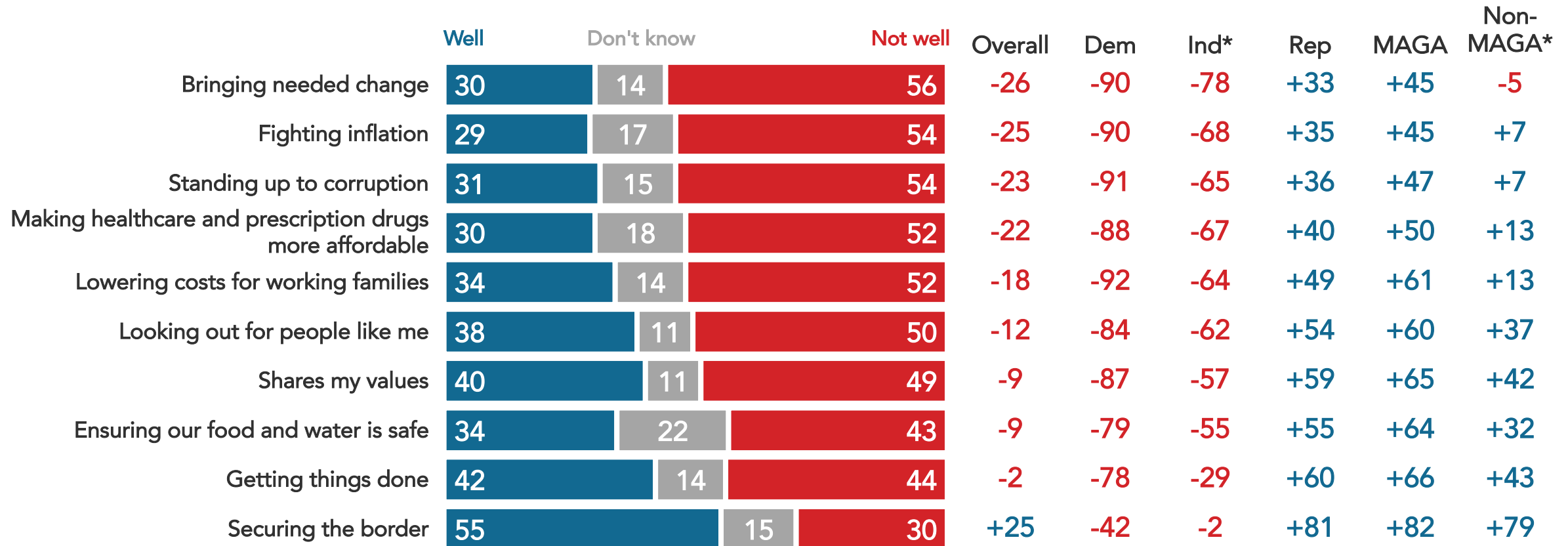


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Branding of Elected Officials

Alaskans Don't Believe Senator Sullivan is Bringing Needed Change, Taking on Corruption, or Lowering Costs

How well does each of the following describe Dan Sullivan?

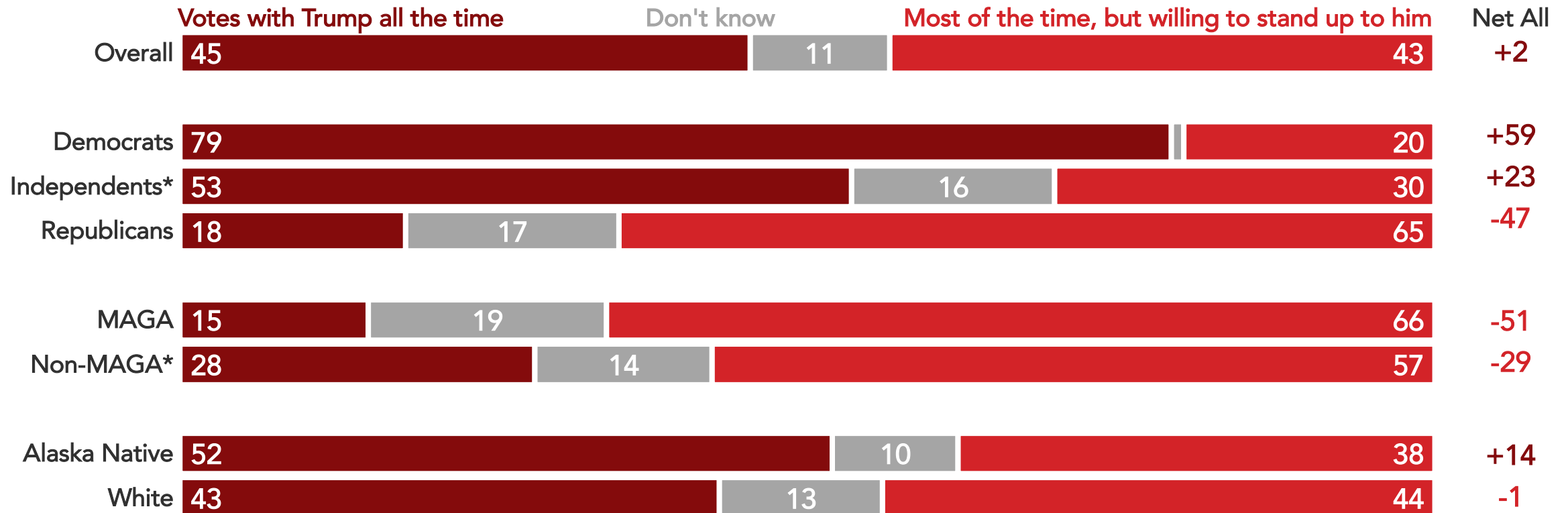


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A Majority of Independents Say That Republican Senators Vote with Trump All of the Time, Even When It's Bad for Alaska

Do you believe Republican Senators vote with Trump all of the time, or most of the time, but are willing to stand up to him when it's in the best interest of Alaska?



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Alaskans Have Serious Concerns About a Taxpayer-Funded Slush Fund That Would Give Big Payouts to Members of Congress

On a scale of 1-10, how concerned would you be if your representative in Congress did each of the following?

	% 10 - Serious concern	Dem	Ind**	Rep	MAGA	Non-MAGA**
Created a taxpayer-funded slush fund that would give members of Congress a half a million dollar payout	69	87	85	51	54	43
Refused to ban pesticides that pollute water	57	79	67	39	44	21
Supported allowing big tech companies to build data centers with no restrictions*	56	76	71	37	39	35
Voted to spend billions of dollars on the war with Iran	53	85	62	26	20	42
Supported one of the biggest tax increases in history on goods, like cars and medicine	52	73	53	35	37	35
Is supported by big Pharma and the healthcare industry	52	63	57	44	42	45
Opposed a stock trading ban for members of Congress	51	64	57	41	45	32
Ended tax credits that help working people and small businesses pay for health insurance, driving up premiums by 114%	51	76	61	30	29	34

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A Near Majority Have Serious Concerns About ICE Raids, Health Insurance Cuts, and Tax Breaks for Billionaires

On a scale of 1-10, how concerned would you be if your representative in Congress did each of the following?

	% 10 - Serious concern	Dem	Ind**	Rep	MAGA	Non-MAGA**
Supported ICE raids in communities that have killed innocent civilians	48	88	52	17	15	27
Passed one of the largest tax cuts for billionaires in history	48	89	59	15	10	24
Cut Medicaid, putting health insurance at risk for 9,000 Alaskans*	47	85	50	19	13	35
Supported a nationwide abortion ban	46	85	54	16	16	17
Supported the privatization of Social Security	45	80	51	18	17	21
Cut Medicaid, putting five rural hospitals in Alaska at risk of closure*	45	84	62	11	6	27
Passed handouts for and decreased regulations on big food corporations	44	65	48	27	26	29

*Split

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Alaskans are Less Concerned About Cuts to FEMA, Limits on Energy, and Cuts to Rural Healthcare

On a scale of 1-10, how concerned would you be if your representative in Congress did each of the following?

	% 10 - Serious concern	Dem	Ind**	Rep	MAGA	Non-MAGA**
Supported building data centers that pollute local waterways*	41	68	38	21	22	24
Passed funding cuts for rural healthcare	40	71	49	13	12	17
Voted for funding cuts to SNAP, taking food away from families and children	40	85	47	7	3	15
Allowed utility companies to raise utility rates	39	51	46	28	26	30
Passed limits on more sources of energy	39	57	43	23	22	26
Opposed a pathway to citizenship for immigrants	38	67	37	19	16	24
Passed funding cuts to the federal disaster relief agency	37	68	52	9	5	14

*Split

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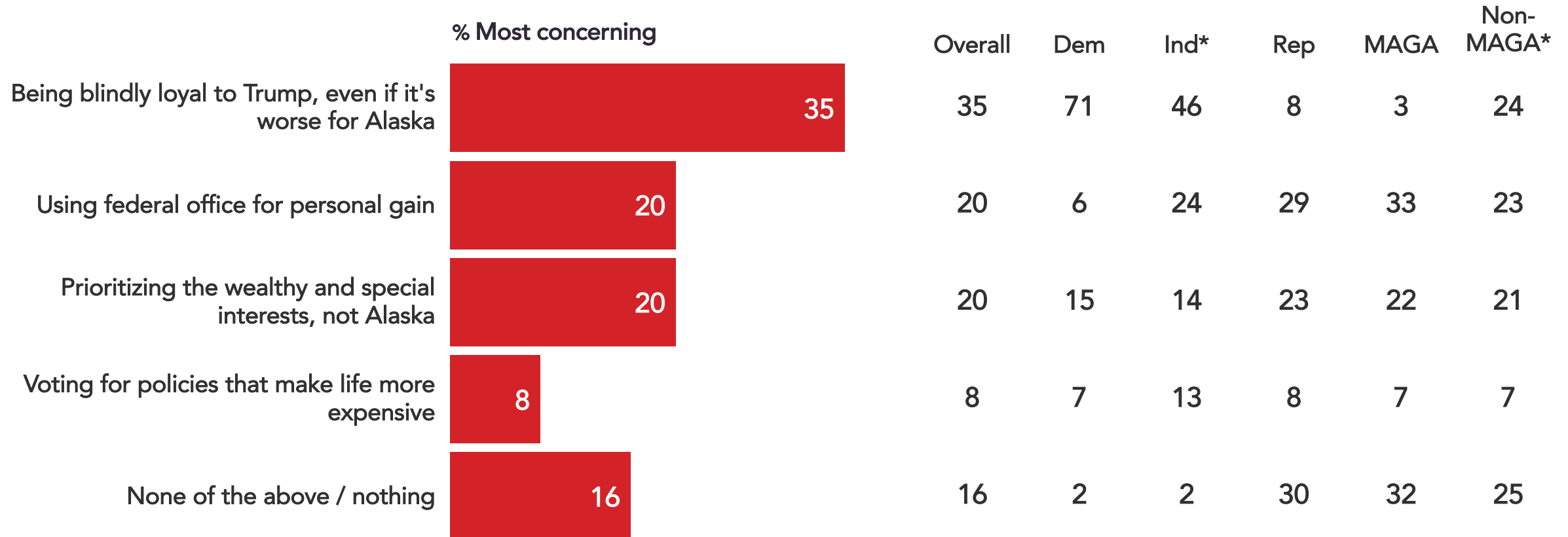
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Alaskans, Including Independents, are Most Concerned About Representatives Being Blindly Loyal to Trump

Which of the following is the most concerning policy action your elected representative could take?



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About Navigator and Expanding the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and providing reliable guidance to inform allies, elected leaders, and the press. Expanding the Battleground is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research.

About the Study

Impact Research conducted public opinion surveys among a sample of 600 likely 2026 general election voters in each of Alaska, Iowa, Ohio, and Texas for a total sample size of 2,400 between August 18-29, 2026. The survey was conducted via text-to-web interviews. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of each state included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.0 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

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<http://navigatorresearch.org>

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