



## 2026 ELECTION TRACKER SERIES Results Memo – Survey #1

TO: Interested Parties  
FROM: Ivan Moore, Alaska Survey Research

### Details

Fielding dates: March 19-22  
 Sample size: 1,590 Alaska adults 18+, 1,512 registered voters, 1,283 primary voters, 1,340 general voters  
 Margins of error:  $\pm 2.5\%$  -  $3.0\%$   
 Methodology: Text-to-online + ASR survey panel

### Pos-negs

Q: Indicate whether your feelings to the following public figures, are very positive, somewhat positive, somewhat negative, very negative, if you have never heard of them or have no opinion.

	<b>Oct 10-15 2025</b>	<b>Jan 8-11 2026</b>	<b>March 19-22 2026</b>
Mary Peltola			
Positive	48.0%	46.1%	48.5%
Negative	39.5%	41.0%	41.3%
No opinion	10.4%	11.7%	7.7%
Never heard	2.1%	1.3%	2.5%
Dan Sullivan			
Positive	37.5%	39.3%	40.7%
Negative	50.2%	50.6%	51.4%
No opinion	11.7%	9.9%	7.1%
Never heard	0.6%	0.3%	0.9%

Both Peltola and Sullivan are increasing both their positive and negative ratings simultaneously. Peltola’s positive has increased over 2 points since our January survey, which was fielded immediately before she announced. Sullivan has pushed his positive rating in this latest survey up to over 40% for the first time in over a year.

However, Peltola continues to maintain a clear advantage over Sullivan in positive rating (7.8% higher) and negative rating (10.1% lower).

### Primary

Q: There will be a race for one of Alaska's two U.S. Senate seats in 2026. If the primary election was held today, which of the following candidates do you think you would vote for?

Mary Peltola	46.4%
Dan Sullivan	40.9%
Other candidates	12.7%

This is the first time ASR has asked a Primary contest question for this race. Peltola’s 5.5% lead is a metric we will track moving forward.

### General

The comparisons below show the results for simulated rounds of elimination and vote reassignment based on RCV rules. NOTE: Miklos and Diener were selected from the minor primary candidate list for appearing to have more established campaigns.

Q: Rank the following candidates for US Senate in the numerical order of your preference. You do not need to rank all the candidates. Click only one box in each row and in each column.

	<u>Round 1</u>	<u>Round 2</u>	<u>Round 3</u>
Mary Peltola (D)	48.8%	50.4%	52.4%
Dan Sullivan (R)	43.5%	43.8%	47.6%
Christopher Miklos (R)	5.2%	5.9%	
Ann Diener (D)	2.4%		

It’s notable that Peltola wins the race in Round 2. We calculate Round 3 for the purpose of tracking the head-to-head result.

Comparisons with past surveys are difficult because we're using RCV on this race for the first time. Prior surveys simply measured a head-to-head, including an undecided option. The results below show the results in October and January with the undecided factored out, compared with this RCV measure.

	<b>Oct 10-15 2025</b>	<b>Jan 8-11 2026</b>	<b>March 19-22 2026</b>
Mary Peltola	47.7%	48.0%	
Dan Sullivan	45.9%	46.4%	
Undecided	6.3%	5.6%	
UNDECIDEDS FACTORED OUT:			NO UNDECIDED:
Mary Peltola	51.0%	50.8%	52.4%
Dan Sullivan	49.0%	49.2%	47.6%

Strong result. Looking forward to the next measure in April.



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