

TO: 907 Initiative & Interested Parties
FR: Aspect Strategic
RE: Key Findings from a Recent Alaska Survey



New polling finds Senator Dan Sullivan's core image and electoral metrics continue to erode with Alaska voters. Further, we find the 907 Initiative's "Yes Man Dan" accountability framework is gaining traction and represents one of Sullivan's greatest vulnerabilities.

Sullivan's Position Has Weakened

- **Sullivan has lost ground on nearly every major metric since July:**
 - **His favorability is now negative** (47% favorable - 50% unfavorable), down from a positive 50%-45% in July.
 - **His reelect numbers have hit a new low**, with only 41% saying he deserves reelection (down from 43% in July) and 53% saying he should be replaced (up from 49% in July).
 - Belief he is fighting for Alaska's interests **has narrowed dramatically**, shrinking from a 12-pt margin (54%-42%) in July to just a 5-pt margin today (50%-45%).
 - And for the first time, he is **under water on being a strong leader** (45%-47%).

The "Yes Man Dan" Frame is a Dominant Liability

- **By a nearly 20-pt margin, voters believe Sullivan is a Yes Man:**
 - **56% agree that Sullivan is "a Yes Man for his party leaders, even when it hurts Alaska,"** including 44% who say this describes him *very well*.
 - Further, **being a Yes Man is the most broadly and intensely agreed upon characteristic** of Sullivan.
 - When asked why they currently disapprove of his job performance, the component parts of the **"Yes Man" framework tops the list:**
 - **#1 reason:** Obedience to Trump and party
 - **#2 reason:** Not representing or fighting for Alaska
 - Relatedly, **59% say that Dan Sullivan is not independent**, a massive liability when more than half of the state's voters do not affiliate with a party.

Sullivan is Also Vulnerable on Affordability and Focus

- **Voters increasingly believe Sullivan is misaligned with their primary concerns:**
 - 52% say Sullivan is **"focused on the wrong priorities,"** up from 49% in July.
 - 53% say Sullivan is **"not doing enough to lower costs for working people,"** up from 51% in July.

Message Testing Further Validates the Potency of the Yes Man Framework

- **Of all messages tested in the survey, “Yes Man Dan” generated the most concern:**
 - Nearly half (48%) say **the Yes Man message is a “very convincing” reason** to replace Sullivan.
 - This was **the strongest message tested among Independents and swing voter targets.**
- **Messages centering his Yes Man votes against Alaskans also pop:**
 - Messages centering his votes on SNAP (47% very convincing), the ACA (46%), and Medicaid (45%) are **alarming and bolster the Yes Man framework’s focus on harm to Alaskans.**
- **Sullivan is also vulnerable on looking out for donors, corporations, and his own bottom line:**
 - **Persuadable voters are particularly receptive** to these attacks, providing more fodder for accountability.

About the Survey

On behalf of the 907 Initiative, Aspect Strategic conducted a mixed-mode survey of 800 likely 2026 voters in Alaska. Respondents were sampled from the voter file and reached by a combination of SMS, cell phones, and landlines between January 22 – 27, 2026. The margin of error for 800 interviews is $\pm 3.5\%$ at the 95% confidence level. All interviews were weighted proportionally to reflect the composition of the expected midterm electorate.