

# THE ALASKA SURVEY

IVAN MOORE RESEARCH

TEL: 278-4600

Hello, my name is \_\_\_\_\_ and I'm calling for Ivan Moore Research, an Alaska public opinion research firm. We are conducting a public opinion survey today called the Alaska Survey. The survey concerns a variety of different topics that you'll probably find interesting.

IF CELLPHONE RESPONDENT... We'd like to get your input to the survey as a cellphone respondent. We've deliberately called you on the weekend so that hopefully we're not using up your minutes, and we'd like to ask if you can safely respond to the survey where you are right now.

IF LANDLINE RESPONDENT... Is this a residential telephone? IF "YES", CONTINUE... If they are available, I'd like to speak with the youngest male aged 18 or older in your household. (IF AVAILABLE, SWITCH AND REPEAT INTRO. IF NOT AVAILABLE...) How about the youngest female aged 18 or older? (IF AVAILABLE, SWITCH AND REPEAT INTRO. IF NOT AVAILABLE, CONTINUE WITH RESPONDENT.)

All phone numbers used for this survey were randomly generated. We don't know your name, but your opinions are important to us, and we'd appreciate your participation if that's OK with you. Of course, your responses will be completely confidential.

1A. Are you registered to vote in the State of Alaska?

REGISTERED TO VOTE?		
	Count	%
Yes	647	85.7%
No	108	14.3%

1B. (IF YES TO 1A...) I'm now going to read you the names of some public figures. Please tell me whether your feelings towards them are very positive, somewhat positive, somewhat negative or very negative, or if you have never heard of them?

4	3	2	1	0	
VERY	SOMEWHAT		SOMEWHAT	VERY	NEVER
POSITIVE	POSITIVE	NEUTRAL	NEGATIVE	NEGATIVE	HEARD

Sarah Palin:

SARAH PALIN'S RATING:		
	Count	%
Very Positive	159	24.5%
Somewhat Positive	107	16.6%
Neutral	79	12.3%
Somewhat Negative	94	14.5%
Very Negative	208	32.1%

Mean = 1.869

Lisa Murkowski:

LISA MURKOWSKI'S RATING:		
	Count	%
Very Positive	117	18.1%
Somewhat Positive	224	34.7%
Neutral	99	15.4%
Somewhat Negative	120	18.6%
Very Negative	69	10.7%
Who?	16	2.5%

Mean = 2.317

Joe Miller:

JOE MILLER'S RATING:		
	Count	%
Very Positive	32	4.9%
Somewhat Positive	87	13.4%
Neutral	95	14.6%
Somewhat Negative	41	6.3%
Very Negative	42	6.5%
Who?	351	54.3%

Mean = 2.084

1C. (IF YES TO 1A...) What is your registered party affiliation? Are you a Democrat, a Republican, are you registered with another party, or are you no party?

PARTY AFFILIATION:		
Count	%	
Democrat	102	16.0%
Republican	202	31.6%
Other party	90	14.0%
No party	246	38.4%

1D. (IF YES TO 1A...) How likely are you to vote in the Primary election on August 24, absolutely certain, very likely or not at all likely?

LIKELINESS TO VOTE:		
Count	%	
Certain	372	57.6%
Very likely	194	30.0%
Somewhat likely	42	6.5%
Not likely	38	5.9%

1E. (IF NO PARTY, THEN ASK...) If the August 2010 Primary election was held today, which of the following two ballots do you think you would choose, a Republican ballot with Republican candidates only, or an Other Party ballot with Democrat, Alaska Independent and Libertarian candidates only? (PROBE FOR LEANING)

	PRIMARY BALLOT CHOICE:	
	Count	%
Republican	79	33.3%
Other party	126	53.6%
Not sure	31	13.1%

1I. (IF REPUBLICAN OR REPUBLICAN BALLOT CHOOSERS OR UNSURE/REFUSED, THEN ASK...) If the 2010 Republican Primary election for U.S. Senate was held today, and the candidates were \_\_\_\_\_ (READ LIST), for whom would you vote for U.S. Senate?

	COMPUTED 2010 U.S. SENATE REPUBLICAN PRIMARY:	
	Count	%
Lisa Murkowski	187	61.8%
Joe Miller	90	29.6%
Undecided	26	8.6%

The following questions are for statistical purposes only.

2. Are you a head of your household?

	HEAD OF HOUSEHOLD?	
	Count	%
Yes	524	69.7%
No	221	29.4%
Not sure	7	1.0%

3. Think about what types of advertising you normally notice and pay attention to the most. Would you say you notice \_\_\_\_\_ (READ AND ROTATE LIST) the most?

	ADVERTISING NOTICE MOST:	
	Count	%
Newspaper	131	17.5%
Direct mail	45	6.1%
TV ads	284	38.0%
Radio ads	243	32.5%
Not sure	44	5.9%

4. Do you watch TV a lot, a fair amount, a little or none?

DO YOU WATCH TV...		
	Count	%
A lot	88	11.7%
A fair amount	249	33.3%
A little	290	38.7%
None	121	16.2%
Not sure	1	.1%

5. Do you listen to the radio a lot, a fair amount, a little or none?

DO YOU LISTEN TO THE RADIO...		
	Count	%
A lot	207	27.8%
A fair amount	214	28.8%
A little	239	32.2%
None	82	11.1%
Not sure	1	.1%

6A. How many times per week, out of seven, do you read the print version of the Anchorage Daily News?

ANCHORAGE DAILY NEWS READS PER WEEK:		
	Count	%
Don't read	469	63.4%
1-3 reads	118	16.0%
4-6 reads	43	5.8%
Every day	98	13.3%
Not sure	12	1.6%

Mean = 1.505

6B. How many times per week, out of seven, do you read the Anchorage Daily News online?

ANCHORAGE DAILY NEWS ONLINE READS PER WEEK:		
	Count	%
Don't read	474	64.0%
1-3 reads	134	18.1%
4-6 reads	57	7.7%
Every day	67	9.1%
Not sure	9	1.2%

Mean = 1.355

7. Politically, do you consider yourself to be conservative, moderate or progressive?

POLITICAL IDEOLOGY:		
	Count	%
Conservative	307	42.7%
Moderate	299	41.5%
Progressive	113	15.8%

8. How many years and months have you lived in Alaska?

ALASKA RESIDENCY:		
	Count	%
Less than 15 years	197	27.2%
15-30 years	275	38.1%
More than 30 years	251	34.7%

Mean = 25 years

9. In what year were you born?

AGE OF RESPONDENT:		
	Count	%
18-24	91	13.5%
25-34	126	18.6%
35-44	130	19.2%
45-54	147	21.8%
55-64	109	16.2%
65+	72	10.7%

Mean = 44 years

10. Of the people currently living in your household, how many are children or adolescents aged 18 or under?

CHILDREN IN HOUSEHOLD:		
	Count	%
None	444	62.7%
One or more	265	37.3%

11. Are you married or single?

MARITAL STATUS:		
	Count	%
Married	390	55.4%
Single	313	44.6%

12. In which of the following broad categories does your household income fall?

	ANNUAL HOUSEHOLD INCOME:	
	Count	%
\$0-20,000	82	10.9%
\$20-40,000	99	13.1%
\$40-60,000	109	14.4%
\$60-80,000	113	15.0%
\$80-100,000	65	8.7%
\$100-150,000	90	11.9%
\$150,000+	41	5.4%
Not sure/Refused	156	20.7%

Median = \$61,000

13. Which one or more of the following would you say is your race?

	COMPUTED ETHNICITY:	
	Count	%
White	513	75.6%
Black/African American	12	1.8%
Asian	8	1.2%
Hawaiian/Pacific Islander	5	.7%
American Indian/Alaska Native	110	16.3%
Other race	30	4.4%

14. GENDER...

	GENDER OF RESPONDENT:	
	Count	%
Male	377	50.0%
Female	377	50.0%

That completes the survey. I have a telephone number for Ivan Moore Research that you can call with any comments, compliments or complaints. Would you like the number?

Thank you very much for your help. Goodbye.

THE FOLLOWING VARIABLES WERE COMPUTED USING MEASURED DATA:

MARITAL STATUS BY GENDER:		
	Count	%
Married males	195	25.8%
Married females	195	25.8%
Single males	182	24.2%
Single females	182	24.2%

AREAS OF ALASKA:		
	Count	%
Southeast	80	10.6%
Rural Alaska	81	10.8%
MatSu-Kenai-Valdez	172	22.9%
Anchorage	319	42.3%
Fairbanks	102	13.5%