

The AlaskaPoll



DITTMAN RESEARCH
& COMMUNICATIONS
CORPORATION

DRC Building
8115 Jewel Lake Road
Anchorage, Alaska 99502

Phone: (907) 243-3345

Fax: (907) 243-7172

Email: dittman@alaska.net

Web: dittmanresearch.com



Information for Solutions

- ❖ Market Research
- ❖ Public Opinion Analysis
- ❖ Political and Government Research
- ❖ Focus Groups

UPDATED 2011: ALASKA STATEWIDE PUBLIC ATTITUDES AND PERCEPTIONS

Knik Arm Bridge And Toll Authority (KABATA)



January 2011



I. Methodology 1

II. Findings 2 - 9

III. Summary 10

IV. Crosstabulations 11 - 22

V. Appendix:
Preliminary Legislative Handout (January 17, 2011)





Methodology





Overview

During the period January 6 through January 16, 2011, six hundred three (n=603) Alaskans over the age of 18, located in 64 communities, were personally contacted via telephone by professional interviewing employees of the Dittman Research & Communications (DRC) of Alaska. All views and data were obtained on a strictly confidential basis.

Research Design

A random sample design was featured which provided that all households listed in the most current telephone directory for each community had essentially an equal chance of being interviewed.

Sample Plan

To provide for independent sub-group analysis in the Anchorage and Mat-Su Valley regions, a sample plan was featured which established that n=179-222 respondents were included in those two geographic regions. Sample allocation to the remaining regions was based on population distribution. To provide for representative statewide analysis, the geographic regions were individually weighted to accurately account for Alaska's actual geographic population totals.

Regional Distribution and Weighting	
<u>Sample Allocation</u>	<u>Weighted To</u>
n=222 Anchorage	41%
n=179 Mat-Su Valley	15%
n= 56 Other Southcentral	8%
n= 64 Fairbanks (Central).....	16%
n= 42 Southeast	12%
n= 40 Rural	8%

Processing the Data

DRC employees completed coding, editing, data entry, and verification, while data processing was completed through the in-house DRC computer system featuring the Statistical Package for the Social Sciences (SPSS) program. The SPSS program is one of the most sophisticated research-oriented data processing and analytical systems available, and is designed specifically for the processing and analysis of survey research data.

Measurement History

Public opinion measurements by DRC, utilizing the previously described methodology, analytical procedures and data processing systems, have proven to accurately represent the outcome of every Primary and General election for U.S. Senator and Governor of Alaska for the past forty years.



Findings

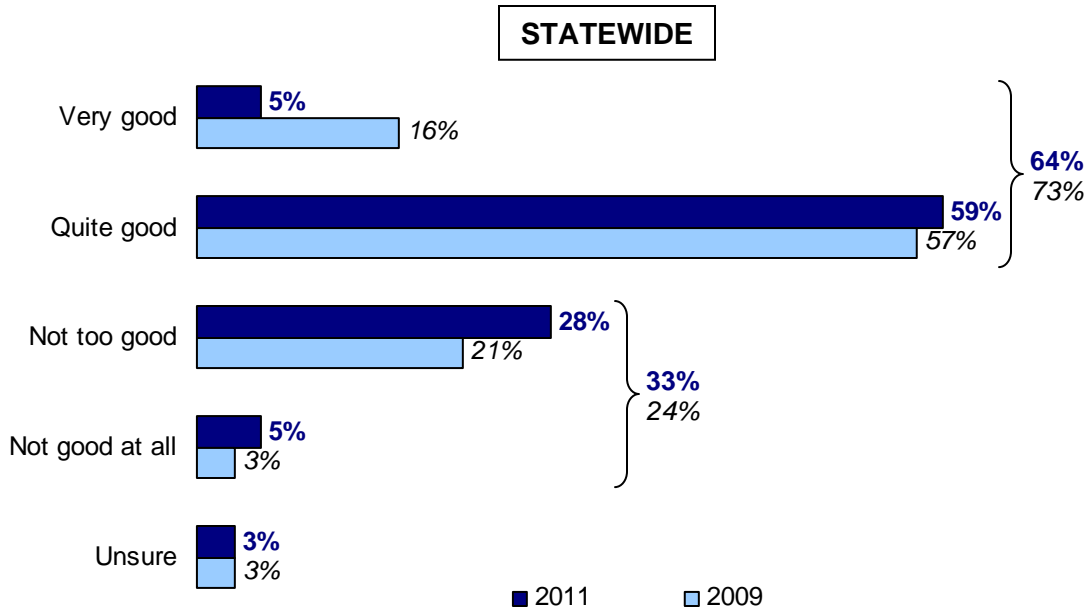




FINDINGS ALASKAN ATTITUDES & PERCEPTIONS

On a statewide basis, Alaskans continue to report substantial optimism regarding the future of the state's economy (64% "very" or "quite good"); however, current confidence has declined somewhat compared to two years ago (73% "very" or "quite good" in 2009).

*Question: Overall, what's your personal opinion regarding the direction of Alaska's economy -- would you say our economic future is looking...? **



Both Anchorage and Mat-Su residents currently report positive perceptions regarding Alaska's economic future, but Mat-Su respondents appear to remain a little less sure.

"...Alaska's economic future...?"

	<u>2011</u>		<u>2009</u>	
	<u>Good</u>	<u>Not good</u>	<u>Good</u>	<u>Not good</u>
Anchorage	63%	36%	78%	19%
Mat-Su Valley	56%	41%	70%	28%

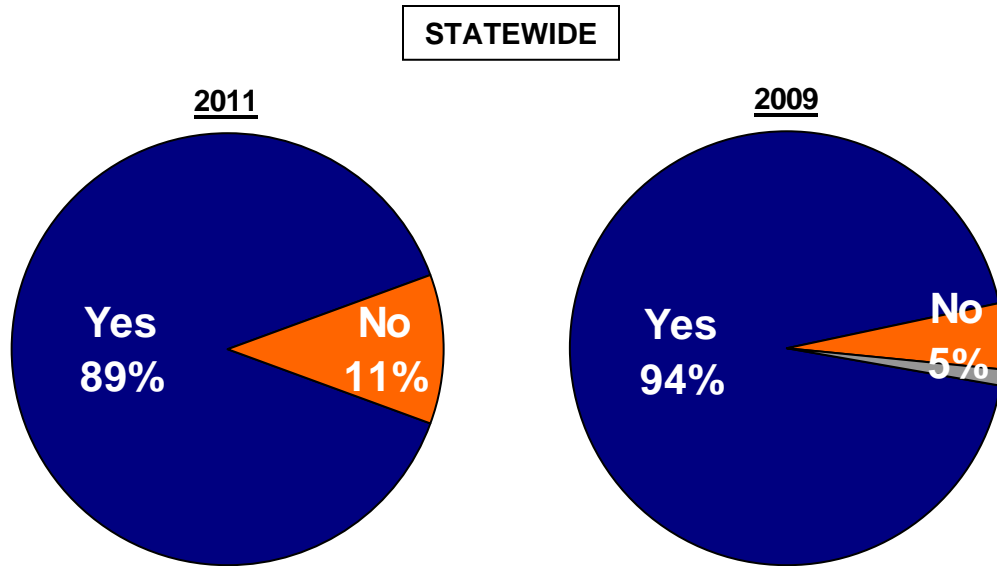
* Note: In 2009, this question was worded: "Looking into the future, how much confidence do you have in Alaska's economy -- would you say our economic future looks...?"





By far, the vast majority of Alaskans (89%) continue to be aware of the proposed Knik Arm Crossing; however, reported awareness has declined slightly during the past two years.

Question: Have you ever heard or read anything about a proposed bridge between Anchorage and the Matanuska-Susitna Borough called the Knik Arm Crossing?



Residents of the most affected communities, Anchorage and Mat-Su Valley, report especially high awareness of the proposed bridge (96-97%).

“...heard or read about proposed Knik Arm bridge...?”

	<u>2011</u>		<u>2009</u>	
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>
Anchorage	96%	4%	100%	-
Mat-Su Valley	97%	3%	98%	2%

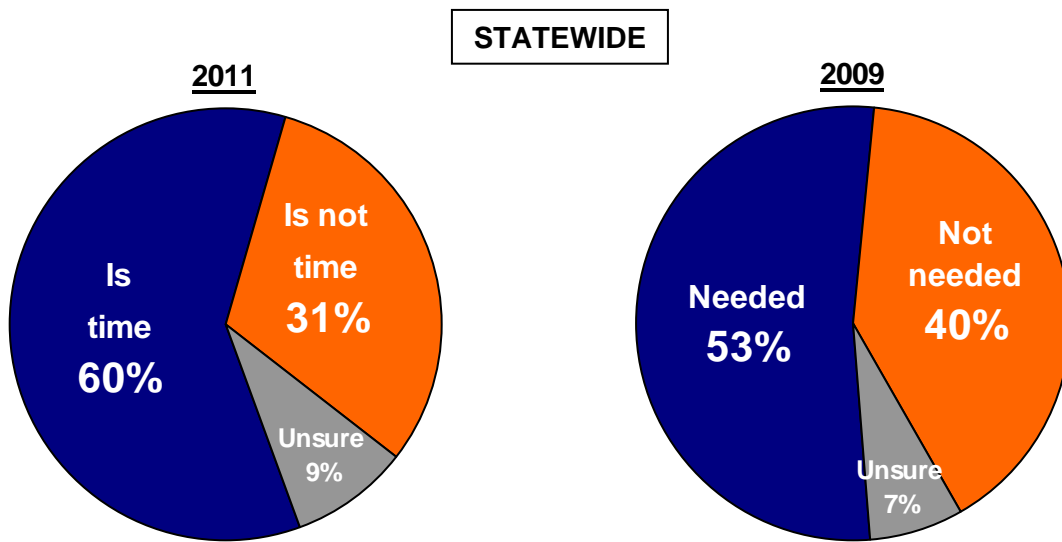




FINDINGS ALASKAN ATTITUDES & PERCEPTIONS

Three-out-of-five Alaskan respondents statewide (60%) report it “is getting close to the time to build” a Knik Arm bridge, which may indicate increasing support in recent years -- in 2009: 53% of Alaskans said a bridge “will be needed in the near future”.

Question: Building a bridge across the Knik Arm connecting Anchorage and the Matanuska-Susitna Borough was first proposed nearly 90 years ago in 1923. Alaska’s population has grown substantially since then, and over half the state’s population now lives in the Anchorage/Mat-Su Valley area. What is your personal opinion -- do you feel it is or is not getting close to the time to build a bridge between Anchorage and the Matanuska-Susitna Valley?



Support for a potential bridge across Knik Arm is high statewide (60%), higher in Anchorage (62%), and especially strong in the Mat-Su Valley (75%).

“...close to time to build a bridge...?”

	<u>2011</u>		<u>2009</u>	
	<u>Is</u>	<u>Is not</u>	<u>Needed</u>	<u>Not needed</u>
Anchorage	62%	33%	52%	45%
Mat-Su Valley	75%	21%	66%	30%

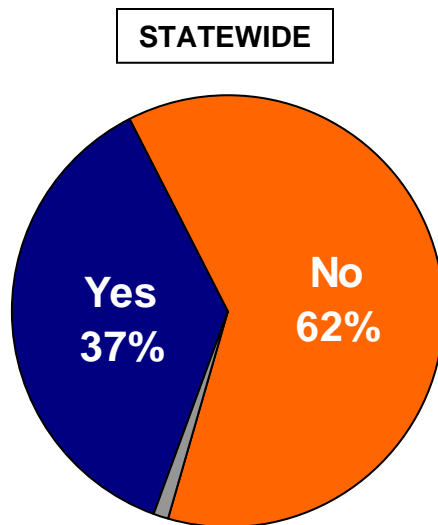
* Note: In 2009, this question was worded: “*Building a bridge across the Knik Arm between Anchorage and the Matanuska-Susitna Borough has been considered for many years. As the populations of these areas continue to grow, interest in the subject appears to be increasing. In your opinion at this time -- based on what you’ve heard or read, or your personal experience -- do you feel a bridge across the Knik Arm connecting Anchorage and the Matanuska-Susitna Valley will be needed in the near future, or not?*”





Compared to awareness of a potential Knik Arm bridge (89%, see page 4), statewide awareness that the federal government has approved construction is relatively low (37%).

Question: On December 15, 2010, the Federal Highway Administration announced that after input from state and local governments, tribes, and the public-at-large, and after careful consideration of social, economic and environmental factors, it has approved construction of the Knik Arm bridge between Anchorage and the Mat-Su Borough. Were you aware the Federal government had approved construction of the Knik Arm bridge?



And even in the areas most directly affected, awareness of federal construction approval does not exceed 50%.

“...aware Federal government approved construction...?”

	<u>Yes</u>	<u>No</u>
Anchorage	45%	55%
Mat-Su Valley	50%	50%

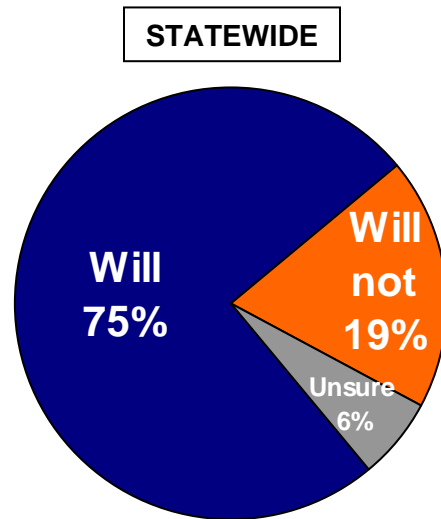




FINDINGS ALASKAN ATTITUDES & PERCEPTIONS

Three-out-of-four Alaskan respondents (75%) feel that a Knik Arm bridge “will” lead to more jobs and economic growth.

*Question: Following federal approval of the Knik Arm bridge, Governor Sean Parnell said that...
“Alaska is a storehouse of natural resources and human capital. Jobs and new development rely on a solid transportation network, and the Knik Arm bridge is an important link in Alaska’s regional transportation system.”
... What is your opinion, do you feel building the Knik Arm bridge will or will not help lead to more jobs and economic growth?*



The vast majority of residents in Anchorage (74%) and the Mat-Su Valley (85%) agree the bridge “will” help the economy.

“...will Knik Arm bridge lead to more jobs and economic growth...?”

	<u>Will</u>	<u>Will not</u>
Anchorage	74%	23%
Mat-Su Valley	85%	13%





The strongest argument for building a bridge across Knik Arm is to have a “second connection for emergencies and evacuations” (77%), followed by “save time, money and provide jobs” (73%), and “meet population and transportation needs” (72%).

Question: *The decision by the Federal Highway Administration to approve construction of the Knik Arm bridge strongly considered social and environmental factors. I’m going to read some other factors and I’d like to know whether you feel they are or are not important reasons to build a Knik Arm bridge.*

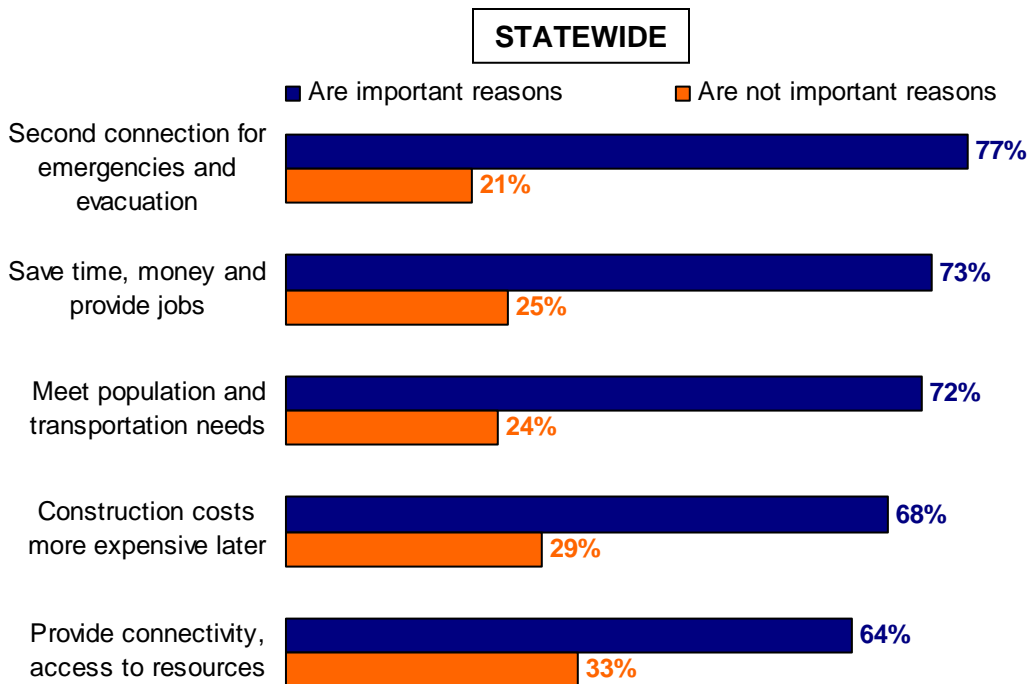
...Provide a second connection between Anchorage and the Mat-Su Valley for emergencies and disaster evacuation

...Save time, money and provide jobs now

...Meet projected population and transportation needs of Anchorage and the Mat-Su Borough

...Construction costs are likely to rise & it will be more expensive later

...Provide community connectivity and access to natural resources





FINDINGS ALASKAN ATTITUDES & PERCEPTIONS

Although all potential factors are considered to be important reasons to build the Knik Arm bridge, the greatest support is reported in the Mat-Su Valley (72-87% “important reasons”).

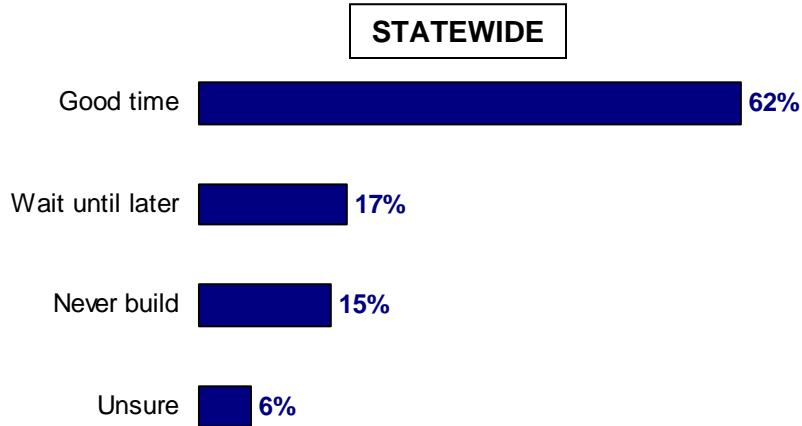
“...reasons to build Knik Arm bridge...?”

% “Are Important Reasons”

	<u>Emergencies, evacuation</u>	<u>Time, money, jobs</u>	<u>Trans. needs</u>	<u>Construction costs</u>	<u>Access to resources</u>
Anchorage.....	77%	71%	71%	69%	64%
Mat-Su Valley.....	87%	82%	80%	78%	72%

And looking ahead, when timing options are considered, more than three-out-of-five statewide respondents (62%) think “now is a good time” to build a Knik Arm bridge.

Question: Overall, when everything is considered, would you say now is a good time to build a Knik Arm bridge, should we wait until later, or should it never be built?



...with a strong majority of Anchorage and Mat-Su respondents (61-73%) saying “now is a good time”.

“...good time to build bridge...?”

	<u>Good time</u>	<u>Wait until later</u>	<u>Never build</u>	<u>Unsure</u>
Anchorage.....	61%	18%	17%	3%
Mat-Su Valley.....	73%	12%	12%	3%

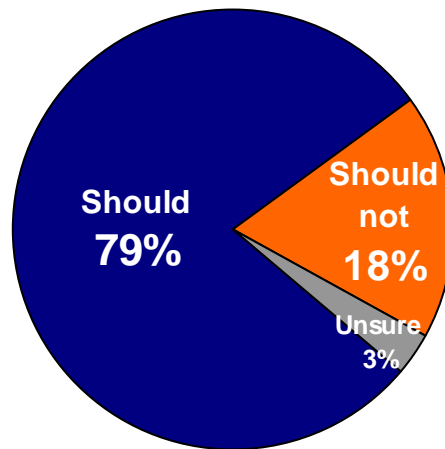




And when everything is considered, if construction of the Knik Arm bridge were to be delayed, nearly four-out-of-five Alaskans (79%) would still like to see the Knik Arm bridge included in the region’s Long-Range Transportation Plan.

*Question: Regardless of whether or not you support building the Knik Arm bridge at the present time, do you feel it should or should not continue to be included in Southcentral Alaska’s Long-Range Transportation Plan? **

STATEWIDE



...and there is growing support in Anchorage and the Mat-Su Valley to include the bridge in the Long-Range Transportation Plan -- 75-88% currently, compared to 67-79% two years ago.

“...include in Long-Range Transportation Plan...?”

	<u>2011</u>		<u>2009</u>	
	<u>Should include</u>	<u>Should not include</u>	<u>Should include</u>	<u>Should not include</u>
Anchorage	75%	23%	67%	31%
Mat-Su Valley	88%	11%	79%	17%

*Note: In 2009, this question was not asked statewide. It was asked only of Anchorage and Mat-Su Valley residents. The 2009 question was worded: “Do you feel planning for a Knik Arm bridge should or should not be included in Southcentral Alaska’s long-range transportation planning?”



III

Summary





SUMMARY OF FINDINGS

- ◆ Awareness of a proposed Knik Arm bridge remains high (89%)...
- ◆ However, only a little over one-out-of-three respondents (37%) are aware the federal government has approved construction of the Knik Arm bridge.
- ◆ It appears information concerning the federal approval of the Knik Arm bridge will be warmly received by Alaskans -- by a ratio of 2:1, Alaskans now report *"it's getting close to the time to build a bridge"* (60%) compared to *"is not getting close to time"* (31%).
- ◆ And nearly the same percentage (62%) report they feel *"now is a good time to build a Knik Arm bridge"* rather than *"later"* (17%) or *"never"* (15%).
- ◆ And if for some reason construction of the Knik Arm bridge were to be delayed, by far the largest number of Alaskans (79%) believe it should be included in the area's Long-Range Transportation Plan.

Crosstabulations



Overall, what's your personal opinion regarding the direction of Alaska's economy -- would you say our economic future is looking...?

		Unsure	Very good	Quite good	Not too good	Not good at all	BASE
TOTAL		3%	5%	59%	28%	5%	100.0%
Region	Rural	3%	5%	60%	25%	8%	8.3%
	Central	6%	2%	59%	30%	3%	15.4%
	Southcentral	9%	7%	59%	20%	5%	8.3%
	Anchorage	1%	5%	58%	29%	7%	41.1%
	Southeast	2%	2%	74%	19%	2%	11.9%
	Mat-Su	3%	6%	50%	35%	6%	14.9%
Registration	Democrat	1%	6%	60%	33%	0%	15.6%
	Republican	5%	2%	53%	33%	7%	26.0%
	Non-Partisan	3%	6%	61%	23%	7%	50.4%
	Other	0%	6%	61%	31%	2%	3.4%
	Not registered	12%	2%	63%	23%	0%	4.6%
Anc/Mat-Su Commute	Unsure	0%	0%	88%	12%	0%	1.3%
	Yes	3%	6%	59%	27%	6%	28.7%
	No	1%	6%	54%	32%	7%	70.0%
Income	Refused	6%	7%	51%	32%	4%	17.5%
	Under \$20,000	10%	6%	46%	37%	1%	6.0%
	\$20-\$40,000	3%	2%	62%	30%	3%	12.3%
	\$40-\$60,000	3%	1%	56%	37%	3%	14.0%
	\$60-\$80,000	0%	3%	69%	22%	5%	13.5%
	\$80-\$100,000	3%	5%	64%	24%	4%	12.9%
	Over \$100,000	1%	7%	61%	20%	11%	23.8%
Age	18-29	4%	5%	63%	22%	6%	9.0%
	30-44	4%	4%	74%	14%	4%	17.7%
	45-59	3%	4%	56%	31%	6%	39.5%
	60+	2%	5%	54%	33%	5%	33.8%
Gender	Male	3%	6%	56%	26%	9%	48.5%
	Female	3%	3%	62%	29%	2%	51.5%

**Have you ever heard or read anything about a proposed
bridge between Anchorage and the Matanuska-Susitna
Borough called the Knik Arm Crossing?**

		Yes	No	BASE
TOTAL		89%	11%	100.0%
Region	Rural	78%	23%	8.3%
	Central	84%	16%	15.4%
	Southcentral	89%	11%	8.3%
	Anchorage	96%	4%	41.1%
	Southeast	67%	33%	11.9%
	Mat-Su	97%	3%	14.9%
Registration	Democrat	77%	23%	15.6%
	Republican	93%	7%	26.0%
	Non-Partisan	92%	8%	50.4%
	Other	96%	4%	3.4%
	Not registered	64%	36%	4.6%
Anc/Mat-Su Commute	Unsure	74%	26%	1.3%
	Yes	97%	3%	28.7%
	No	97%	3%	70.0%
Income	Refused	85%	15%	17.5%
	Under \$20,000	71%	29%	6.0%
	\$20-\$40,000	79%	21%	12.3%
	\$40-\$60,000	91%	9%	14.0%
	\$60-\$80,000	97%	3%	13.5%
	\$80-\$100,000	95%	5%	12.9%
	Over \$100,000	92%	8%	23.8%
Age	18-29	65%	35%	9.0%
	30-44	85%	15%	17.7%
	45-59	93%	7%	39.5%
	60+	93%	7%	33.8%
Gender	Male	89%	11%	48.5%
	Female	89%	11%	51.5%

Building a bridge across the Knik Arm connecting Anchorage and the Matanuska-Susitna Borough was first proposed nearly 90 years ago in 1923. Alaska's population has grown substantially since then, and over half the state's population now lives in the Anchorage/Mat-Su Valley area. What is your personal opinion -- do you feel it is or is not getting close to the time to build a bridge between Anchorage and the Matanuska-Susitna Valley?

		Unsure	Is	Is not	BASE
TOTAL		9%	60%	31%	100.0%
Region	Rural	8%	68%	25%	8.3%
	Central	13%	56%	31%	15.4%
	Southcentral	14%	52%	34%	8.3%
	Anchorage	5%	62%	33%	41.1%
	Southeast	24%	38%	38%	11.9%
	Mat-Su	4%	75%	21%	14.9%
Registration	Democrat	8%	52%	40%	15.6%
	Republican	10%	69%	21%	26.0%
	Non-Partisan	8%	57%	34%	50.4%
	Other	16%	60%	24%	3.4%
	Not registered	17%	59%	24%	4.6%
Anc/Mat-Su Commute	Unsure	26%	37%	37%	1.3%
	Yes	3%	66%	31%	28.7%
	No	5%	66%	29%	70.0%
Income	Refused	17%	48%	35%	17.5%
	Under \$20,000	13%	68%	19%	6.0%
	\$20-\$40,000	6%	62%	32%	12.3%
	\$40-\$60,000	6%	63%	31%	14.0%
	\$60-\$80,000	10%	61%	29%	13.5%
	\$80-\$100,000	7%	61%	32%	12.9%
	Over \$100,000	7%	62%	30%	23.8%
Age	18-29	9%	63%	29%	9.0%
	30-44	14%	65%	20%	17.7%
	45-59	10%	58%	32%	39.5%
	60+	6%	59%	36%	33.8%
Gender	Male	6%	63%	32%	48.5%
	Female	12%	57%	31%	51.5%

On December 15, 2010, the Federal Highway Administration announced that after input from state and local governments, tribes, and the public-at-large, and after careful consideration of social, economic and environmental factors, it has approved construction of the Knik Arm bridge between Anchorage and the Mat-Su Borough. Were you aware the Federal government had approved construction of the Knik Arm bridge?

		Unsure	Yes	No	BASE
TOTAL		1%	37%	62%	100.0%
Region	Rural	3%	23%	75%	8.3%
	Central	3%	22%	75%	15.4%
	Southcentral	0%	30%	70%	8.3%
	Anchorage	0%	45%	55%	41.1%
	Southeast	0%	26%	74%	11.9%
	Mat-Su	0%	50%	50%	14.9%
Registration	Democrat	0%	23%	77%	15.6%
	Republican	2%	37%	61%	26.0%
	Non-Partisan	0%	41%	59%	50.4%
	Other	0%	47%	53%	3.4%
	Not registered	5%	30%	66%	4.6%
Anc/Mat-Su Commute	Unsure	0%	26%	74%	1.3%
	Yes	0%	47%	53%	28.7%
	No	0%	46%	54%	70.0%
Income	Refused	0%	35%	65%	17.5%
	Under \$20,000	0%	20%	80%	6.0%
	\$20-\$40,000	2%	30%	68%	12.3%
	\$40-\$60,000	0%	31%	69%	14.0%
	\$60-\$80,000	0%	37%	63%	13.5%
	\$80-\$100,000	3%	44%	53%	12.9%
	Over \$100,000	0%	46%	54%	23.8%
Age	18-29	0%	12%	88%	9.0%
	30-44	0%	31%	69%	17.7%
	45-59	1%	44%	55%	39.5%
	60+	1%	38%	61%	33.8%
Gender	Male	1%	43%	56%	48.5%
	Female	0%	31%	69%	51.5%

Following federal approval of the Knik Arm bridge, Governor Sean Parnell said that:

'Alaska is a storehouse of natural resources and human capital. Jobs and new development rely on a solid transportation network, and the Knik Arm bridge is an important link in Alaska's regional transportation system.'

...What is your opinion, do you feel building the Knik Arm bridge will or will not help lead to more jobs and economic growth?

		Unsure	Will	Will not	BASE
TOTAL		6%	75%	19%	100.0%
Region	Rural	0%	75%	25%	8.3%
	Central	3%	83%	14%	15.4%
	Southcentral	13%	59%	29%	8.3%
	Anchorage	3%	74%	23%	41.1%
	Southeast	24%	64%	12%	11.9%
	Mat-Su	2%	85%	13%	14.9%
Registration	Democrat	7%	68%	25%	15.6%
	Republican	7%	80%	13%	26.0%
	Non-Partisan	5%	74%	21%	50.4%
	Other	18%	64%	18%	3.4%
	Not registered	4%	82%	14%	4.6%
Anc/Mat-Su Commute	Unsure	26%	37%	37%	1.3%
	Yes	2%	76%	22%	28.7%
	No	3%	78%	19%	70.0%
Income	Refused	15%	59%	26%	17.5%
	Under \$20,000	4%	82%	14%	6.0%
	\$20-\$40,000	6%	79%	15%	12.3%
	\$40-\$60,000	3%	80%	17%	14.0%
	\$60-\$80,000	5%	75%	20%	13.5%
	\$80-\$100,000	1%	74%	25%	12.9%
	Over \$100,000	5%	78%	17%	23.8%
Age	18-29	7%	80%	14%	9.0%
	30-44	5%	80%	15%	17.7%
	45-59	8%	68%	24%	39.5%
	60+	4%	78%	18%	33.8%
Gender	Male	5%	78%	17%	48.5%
	Female	7%	72%	21%	51.5%

...I'm going to read some other factors and I'd like to know whether you feel they are or are not important reasons to build a Knik Arm bridge: Provide a second connection between Anchorage and the Mat-Su Valley for emergencies and disaster evacuation.

		Unsure	Important reason	Not important reason	BASE
TOTAL		1%	77%	21%	100.0%
Region	Rural	0%	73%	28%	8.3%
	Central	0%	78%	22%	15.4%
	Southcentral	0%	79%	21%	8.3%
	Anchorage	0%	77%	23%	41.1%
	Southeast	12%	67%	21%	11.9%
	Mat-Su	0%	87%	13%	14.9%
Registration	Democrat	0%	77%	23%	15.6%
	Republican	1%	87%	12%	26.0%
	Non-Partisan	2%	72%	27%	50.4%
	Other	8%	65%	26%	3.4%
	Not registered	0%	94%	6%	4.6%
Anc/Mat-Su Commute	Unsure	0%	63%	37%	1.3%
	Yes	0%	78%	22%	28.7%
	No	0%	81%	19%	70.0%
Income	Refused	6%	69%	25%	17.5%
	Under \$20,000	0%	90%	10%	6.0%
	\$20-\$40,000	0%	77%	23%	12.3%
	\$40-\$60,000	2%	77%	21%	14.0%
	\$60-\$80,000	0%	77%	23%	13.5%
	\$80-\$100,000	0%	82%	18%	12.9%
	Over \$100,000	0%	78%	22%	23.8%
Age	18-29	0%	87%	13%	9.0%
	30-44	2%	85%	13%	17.7%
	45-59	2%	73%	25%	39.5%
	60+	1%	75%	24%	33.8%
Gender	Male	1%	75%	24%	48.5%
	Female	2%	79%	19%	51.5%

**...I'm going to read some other factors and I'd like to know whether you feel they are or are not important reasons to build a Knik Arm bridge:
Save time, money and provide jobs now.**

		Unsure	Important reason	Not important reason	BASE
TOTAL		2%	73%	25%	100.0%
Region	Rural	0%	73%	28%	8.3%
	Central	0%	81%	19%	15.4%
	Southcentral	2%	70%	29%	8.3%
	Anchorage	1%	71%	28%	41.1%
	Southeast	10%	62%	29%	11.9%
	Mat-Su	2%	82%	16%	14.9%
Registration	Democrat	0%	70%	30%	15.6%
	Republican	3%	84%	13%	26.0%
	Non-Partisan	3%	68%	30%	50.4%
	Other	0%	66%	34%	3.4%
	Not registered	0%	84%	16%	4.6%
Anc/Mat-Su Commute	Unsure	0%	63%	37%	1.3%
	Yes	1%	76%	23%	28.7%
	No	2%	73%	25%	70.0%
Income	Refused	8%	59%	33%	17.5%
	Under \$20,000	0%	88%	12%	6.0%
	\$20-\$40,000	2%	80%	18%	12.3%
	\$40-\$60,000	1%	78%	21%	14.0%
	\$60-\$80,000	1%	76%	22%	13.5%
	\$80-\$100,000	1%	68%	31%	12.9%
	Over \$100,000	0%	75%	25%	23.8%
Age	18-29	0%	80%	20%	9.0%
	30-44	1%	82%	17%	17.7%
	45-59	3%	67%	30%	39.5%
	60+	2%	74%	24%	33.8%
Gender	Male	1%	74%	25%	48.5%
	Female	3%	72%	25%	51.5%

**...I'm going to read some other factors and I'd like to know whether you feel they are or are not important reasons to build a Knik Arm bridge:
Meet projected population and transportation needs of Anchorage and the Mat-Su Borough.**

		Unsure	Important reason	Not important reason	BASE
TOTAL		4%	72%	24%	100.0%
Region	Rural	5%	78%	18%	8.3%
	Central	2%	80%	19%	15.4%
	Southcentral	5%	73%	21%	8.3%
	Anchorage	1%	71%	28%	41.1%
	Southeast	19%	55%	26%	11.9%
	Mat-Su	1%	80%	20%	14.9%
Registration	Democrat	0%	73%	27%	15.6%
	Republican	6%	80%	14%	26.0%
	Non-Partisan	4%	68%	28%	50.4%
	Other	13%	63%	24%	3.4%
	Not registered	5%	82%	14%	4.6%
Anc/Mat-Su Commute	Unsure	0%	63%	37%	1.3%
	Yes	0%	71%	29%	28.7%
	No	2%	74%	24%	70.0%
Income	Refused	10%	63%	27%	17.5%
	Under \$20,000	6%	71%	23%	6.0%
	\$20-\$40,000	2%	73%	26%	12.3%
	\$40-\$60,000	2%	83%	15%	14.0%
	\$60-\$80,000	1%	72%	27%	13.5%
	\$80-\$100,000	6%	67%	26%	12.9%
	Over \$100,000	2%	76%	22%	23.8%
Age	18-29	3%	82%	14%	9.0%
	30-44	3%	83%	14%	17.7%
	45-59	5%	66%	28%	39.5%
	60+	3%	71%	26%	33.8%
Gender	Male	4%	73%	23%	48.5%
	Female	4%	71%	25%	51.5%

**...I'm going to read some other factors and I'd like to know whether you feel they are or are not important reasons to build a Knik Arm bridge:
Construction costs are likely to rise & it will be more expensive later.**

		Unsure	Important reason	Not important reason	BASE
TOTAL		3%	68%	29%	100.0%
Region	Rural	5%	65%	30%	8.3%
	Central	2%	78%	20%	15.4%
	Southcentral	4%	43%	54%	8.3%
	Anchorage	2%	69%	29%	41.1%
	Southeast	14%	55%	31%	11.9%
	Mat-Su	1%	78%	21%	14.9%
Registration	Democrat	3%	63%	34%	15.6%
	Republican	5%	75%	20%	26.0%
	Non-Partisan	3%	66%	31%	50.4%
	Other	0%	76%	24%	3.4%
	Not registered	5%	56%	40%	4.6%
Anc/Mat-Su Commute	Unsure	0%	88%	12%	1.3%
	Yes	2%	71%	27%	28.7%
	No	1%	72%	27%	70.0%
Income	Refused	12%	57%	31%	17.5%
	Under \$20,000	0%	73%	27%	6.0%
	\$20-\$40,000	3%	70%	27%	12.3%
	\$40-\$60,000	3%	72%	25%	14.0%
	\$60-\$80,000	1%	69%	30%	13.5%
	\$80-\$100,000	2%	71%	28%	12.9%
	Over \$100,000	1%	68%	31%	23.8%
Age	18-29	5%	51%	44%	9.0%
	30-44	3%	68%	29%	17.7%
	45-59	3%	65%	32%	39.5%
	60+	4%	75%	21%	33.8%
Gender	Male	2%	68%	30%	48.5%
	Female	5%	67%	27%	51.5%

**...I'm going to read some other factors and I'd like to know whether you feel they are or are not important reasons to build a Knik Arm bridge:
Provide community connectivity and access to natural resources.**

		Unsure	Important reason	Not important reason	BASE
TOTAL		3%	64%	33%	100.0%
Region	Rural	3%	55%	43%	8.3%
	Central	0%	78%	22%	15.4%
	Southcentral	2%	57%	41%	8.3%
	Anchorage	2%	64%	34%	41.1%
	Southeast	14%	45%	40%	11.9%
	Mat-Su	2%	72%	27%	14.9%
Registration	Democrat	0%	52%	48%	15.6%
	Republican	3%	79%	18%	26.0%
	Non-Partisan	4%	57%	38%	50.4%
	Other	8%	66%	25%	3.4%
	Not registered	0%	79%	21%	4.6%
Anc/Mat-Su Commute	Unsure	0%	63%	37%	1.3%
	Yes	2%	65%	33%	28.7%
	No	2%	66%	32%	70.0%
Income	Refused	11%	58%	31%	17.5%
	Under \$20,000	0%	62%	38%	6.0%
	\$20-\$40,000	0%	62%	38%	12.3%
	\$40-\$60,000	2%	69%	29%	14.0%
	\$60-\$80,000	1%	63%	36%	13.5%
	\$80-\$100,000	3%	60%	38%	12.9%
	Over \$100,000	2%	68%	29%	23.8%
Age	18-29	0%	75%	25%	9.0%
	30-44	4%	72%	24%	17.7%
	45-59	4%	58%	37%	39.5%
	60+	2%	62%	35%	33.8%
Gender	Male	3%	67%	30%	48.5%
	Female	4%	60%	36%	51.5%

Overall, when everything is considered, would you say now is a good time to build a Knik Arm bridge, should we wait until later, or should it never be built?

		Unsure	Now good time	Wait 'til later	Never built	BASE
TOTAL		5%	62%	17%	15%	100.0%
Region	Rural	0%	63%	18%	20%	8.3%
	Central	3%	64%	22%	11%	15.4%
	Southcentral	11%	55%	21%	13%	8.3%
	Anchorage	3%	61%	18%	17%	41.1%
	Southeast	19%	55%	10%	17%	11.9%
	Mat-Su	3%	73%	12%	12%	14.9%
Registration	Democrat	8%	53%	19%	21%	15.6%
	Republican	4%	74%	15%	7%	26.0%
	Non-Partisan	4%	59%	18%	19%	50.4%
	Other	17%	58%	17%	8%	3.4%
	Not registered	10%	66%	18%	6%	4.6%
Anc/Mat-Su Commute	Unsure	0%	63%	26%	12%	1.3%
	Yes	3%	66%	11%	20%	28.7%
	No	3%	63%	19%	14%	70.0%
Income	Refused	13%	49%	14%	24%	17.5%
	Under \$20,000	7%	61%	20%	11%	6.0%
	\$20-\$40,000	2%	67%	23%	8%	12.3%
	\$40-\$60,000	1%	70%	17%	12%	14.0%
	\$60-\$80,000	6%	61%	19%	14%	13.5%
	\$80-\$100,000	5%	57%	18%	20%	12.9%
	Over \$100,000	3%	69%	15%	13%	23.8%
Age	18-29	4%	69%	20%	7%	9.0%
	30-44	9%	70%	14%	7%	17.7%
	45-59	5%	57%	20%	18%	39.5%
	60+	4%	63%	15%	18%	33.8%
Gender	Male	3%	69%	15%	12%	48.5%
	Female	7%	56%	19%	18%	51.5%

Regardless of whether or not you support building the Knik Arm bridge at the present time, do you feel it should or should not continue to be included in Southcentral Alaska's long-range transportation plan?

		Unsure	Should	Should not	BASE
TOTAL		3%	79%	18%	100.0%
Region	Rural	3%	75%	23%	8.3%
	Central	2%	89%	9%	15.4%
	Southcentral	7%	71%	21%	8.3%
	Anchorage	2%	75%	23%	41.1%
	Southeast	10%	76%	14%	11.9%
	Mat-Su	1%	88%	11%	14.9%
Registration	Democrat	1%	77%	22%	15.6%
	Republican	1%	87%	12%	26.0%
	Non-Partisan	5%	75%	20%	50.4%
	Other	0%	87%	13%	3.4%
	Not registered	6%	80%	14%	4.6%
Anc/Mat-Su Commute	Unsure	0%	88%	12%	1.3%
	Yes	0%	76%	24%	28.7%
	No	2%	79%	18%	70.0%
Income	Refused	6%	68%	26%	17.5%
	Under \$20,000	5%	82%	14%	6.0%
	\$20-\$40,000	6%	81%	14%	12.3%
	\$40-\$60,000	1%	83%	16%	14.0%
	\$60-\$80,000	2%	83%	15%	13.5%
	\$80-\$100,000	3%	76%	22%	12.9%
	Over \$100,000	1%	83%	16%	23.8%
Age	18-29	1%	85%	14%	9.0%
	30-44	3%	86%	12%	17.7%
	45-59	3%	78%	19%	39.5%
	60+	4%	75%	21%	33.8%
Gender	Male	3%	81%	15%	48.5%
	Female	3%	77%	20%	51.5%

**Appendix:
Preliminary
Legislative Handout
(January 17, 2011)**



The AlaskaPoll [®]



DITTMAN RESEARCH
& COMMUNICATIONS
C O R P O R A T I O N

DRC Building
8115 Jewel Lake Road
Anchorage, Alaska 99502

Phone: (907) 243-3345

Fax: (907) 243-7172

Email: dittman@alaska.net

Web: dittmanresearch.com



Information for Solutions

- ❖ Market Research
- ❖ Public Opinion Analysis
- ❖ Political and Government Research
- ❖ Focus Groups

ALASKA STATEWIDE PUBLIC ATTITUDES AND PERCEPTIONS

Knik Arm Bridge and Toll Authority

January 2011

Methodology

Overview

During the period January 6-16, 2011, six hundred three (n=603) Alaskans were interviewed regarding their views concerning a Knik Arm Crossing toll bridge.

Research Design

A random sample design was featured which provided that all households listed in the most current telephone directory for each community had essentially an equal chance of being interviewed.

Sample Plan

A statewide representative sample was designed to provide sufficient respondents in each region for independent geographic sub-group analysis.

	<u>Sample Size</u>
Rural	n=40
Fairbanks	n=64
Matanuska-Susitna	n=179
Anchorage	n=222
Kenai Peninsula	n=56
Southeast	n=42
TOTAL	n=603

For statewide analysis, the geographic regions were combined and weighted in proportion to their percentage of the total population.

Rural	8%
Fairbanks	16%
Matanuska-Susitna	15%
Anchorage	41%
Kenai Peninsula	8%
Southeast	12%
TOTAL	100%

Sample Selection

Individual respondents were randomly selected from current telephone subscribers listed in the most current directory for each community.

Measurement History

Citizen opinion measurements by the Dittman Research & Communications Corporation have proven to be perfect predictors of U.S. Senate and Gubernatorial election results in Alaska for the past forty years.



**Knik Arm Bridge and Toll Authority
Alaska Statewide Public Attitudes and Perceptions**

**January 2011
(n=603)
Preliminary Findings**

◆ **Overall, statewide awareness of the Knik Arm Crossing remains high (89%).**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
"Have you ever heard or read anything about a proposed bridge between Anchorage and the Matanuska-Susitna Borough called the Knik Arm Crossing?"	Yes	89%	97%
	No	11%	3%

◆ **And by far, the largest percentage of Alaskans (60%) feel it is time to build a bridge between Anchorage and the Mat-Su Valley.**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
"...What is your personal opinion -- do you feel it is or is not getting close to the time to build a bridge between Anchorage and the Matanuska-Susitna Valley?"	Is	60%	65%
	Is not	31%	30%
	Unsure	9%	5%

◆ **However, most Alaskans statewide reported they didn't know the Federal government had recently approved construction.**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
"...Were you aware the Federal government had approved construction of the Knik Arm Bridge?"	Yes	37%	46%
	No	62%	54%
	Unsure	1%	--

◆ **On a statewide basis, three out of four Alaskans (75%) believe the Knik Arm Bridge will lead to more jobs and a better economy.**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
"...What is your opinion, do you feel building the Knik Arm bridge will or will not help lead to more jobs and economic growth?"	Will	75%	77%
	Will not	19%	20%
	Unsure	6%	3%



- ◆ **And strong majorities (64-77%) also believe a Knik Arm Bridge will provide community connectivity and access to natural resources; meet projected population and transportation needs; save time, money, and provide jobs; and provide a second connection for emergencies and evacuation.**

	<u>Good Reason</u>	<u>Not Good Reason</u>	<u>Unsure</u>
Provide community connectivity and access to natural resources	64%	33%	3%
Meet projected population and transportation needs of Anchorage and the Mat-Su Borough	72%	24%	4%
Save time, money and provide jobs now	73%	25%	2%
Provide a second connection between Anchorage and the Mat-Su Valley for emergencies and disaster evacuation	77%	21%	2%
Construction costs are likely to rise & it will be more expensive later	68%	29%	3%

- ◆ **In total, by far, the largest number of Alaskans (62%) report they believe “now” is a good time to build the Knik Arm Bridge.**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
“Overall, when everything is considered, would you say now is a good time to build a Knik Arm bridge, should we wait until later, or should it never be built?”	Now is good	62%	64%
	Wait until later	17%	17%
	Never be built	15%	16%
	Unsure	6%	3%

- ◆ **If, for some reason, the Knik Arm Bridge isn’t built in the near future, approximately four out of five Alaskans (79%) believe it should continue to be included in the region’s long-range transportation plan.**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
“Regardless of whether or not you support building the Knik Arm Bridge at the present time, do you feel it should or should not continue to be included in Southcentral Alaska’s long-range transportation plan?”	Should	79%	79%
	Should not	18%	20%
	Unsure	3%	1%

Final statewide research results will be available January 28, 2011.

