

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

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.

