

The AlaskaPoll®



DITTMAN RESEARCH
& COMMUNICATIONS
CORPORATION

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Anchorage, Alaska 99502



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 2009

Methodology

Overview

During the period January 7-13, 2009, one thousand (n=1000) 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=100
Fairbanks	n=150
Matanuska-Susitna	n=225
Anchorage	n=225
Kenai Peninsula	n=150
Southeast	n=150
TOTAL	<hr/> n=1000

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	<hr/> 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 election results for U.S. Senator and Governor of Alaska for over thirty years.

The state of Alaska has a history of close elections. Over the past 34 years, eight elections for Mayor of Anchorage or Governor of Alaska have been decided by less than one-half of one percent of the vote. The published pre-election surveys by the Dittman Research & Communications Corporation were proven correct in every case.

1994 Knowles, Gubernatorial General - 583 votes
1990 Fink, Mayor of Anchorage (pre-run-off) - 29 votes
1984 Knowles, Mayor of Anchorage - 187 votes
1982 Sheffield, Gubernatorial Primary - 260 votes
1981 Knowles, Mayor of Anchorage (pre-run-off) - 31 votes
1978 Croft, Gubernatorial Primary - 255 votes
1978 Hammond, Gubernatorial Primary - 98 votes
1974 Hammond, Gubernatorial General - 287 votes

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

**January 2009
(n=1000)
Preliminary Findings**

◆ **Looking ahead, most Alaskans report confidence in Alaska’s economic future...**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
“Looking into the future, how much confidence do you have in Alaska’s economy — would you say our economic future looks very good, quite good, not too good or not good at all?”	Very good	16%	15%
	Quite good	57%	61%
	Not too good	21%	19%
	Not good at all	3%	3%
	Unsure	3%	2%

◆ **At the same time, many Alaskans also report substantial concern that the national economic situation may have a negative effect.....**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
“Are you concerned, or not concerned, that the national economic situation may have a negative effect on Alaska’s economy and employment?”	Concerned	83%	82%
	Not concerned	16%	17%
	Unsure	1%	1%

◆ **A broad majority of Alaskans are aware of the population growth in the Matanuska-Susitna Borough and Anchorage...**

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
“As far as you know, is the population of the Mat-Su Borough north of Anchorage increasing, staying about the same, or decreasing?”	Increasing	67%	73%
	Staying about same	15%	19%
	Decreasing	3%	3%
	Unsure	15%	5%

<u>Question:</u>	<u>Answer:</u>	<u>Statewide</u>	<u>Anchorage/ Mat-Su</u>
“And what about the population of Anchorage—is it increasing, staying about the same, or decreasing?”	Increasing	55%	58%
	Staying about same	29%	33%
	Decreasing	4%	4%
	Unsure	12%	5%

◆ **And nearly all respondents reported they were aware of a proposal for a bridge across the Knik Arm to connect Anchorage and the Matanuska-Susitna Borough...**

<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	94%	99%
	No	6%	1%



◆ **When reasons both for and against building a bridge across the Knik Arm were presented, most Alaskans reported they support building the Knik Arm Crossing...**

<p>STATEMENT</p> <p>Those <u>in favor</u> of a bridge across the Knik Arm say:</p> <ol style="list-style-type: none"> 1. It's needed, over half of the state's population lives in the two areas and there's only one four-lane highway connecting them. 2. Studies show a bridge will lead to over fourteen thousand jobs and over eighteen billion dollars in economic growth in twenty-three years. 3. With gas at two dollars and fifty cents a gallon, the bridge will save over forty million dollars a year in vehicle operating expenses. 4. It will reduce high-density housing in Anchorage and provide access to more affordable homes in the Mat-Su Borough, where new houses cost approximately one hundred thousand dollars less than in Anchorage. 5. By reducing traffic congestion, the Knik Arm Bridge will reduce carbon emissions by eighty thousand metric tons a year. <p>Those <u>opposed</u> to a bridge across the Knik Arm say:</p> <ol style="list-style-type: none"> 1. It's not needed — car and van pooling, mass transit busses and trains and a ferry will provide all the transportation that will ever be needed. 2. It will primarily only benefit land speculators who have been buying up land in the area. 3. It will cost too much and take money away from other more important transportation needs. 4. The availability of lower cost homes in the Mat-Su Borough will lead to a decline of housing values in Anchorage. 5. It will harm the environment and threaten the endangered Beluga whale population. 																
<p>Question:</p> <p>"Overall, when you weigh the reasons for and against, do you <u>support</u> or <u>oppose</u> building the Knik Arm Crossing toll bridge?"</p>	<table> <tr> <td></td> <td style="text-align: center;">Statewide</td> <td style="text-align: center;">Anchorage/ Mat-Su</td> </tr> <tr> <td>Answer:</td> <td></td> <td></td> </tr> <tr> <td>Support</td> <td style="text-align: center;">56%</td> <td style="text-align: center;">60%</td> </tr> <tr> <td>Oppose</td> <td style="text-align: center;">40%</td> <td style="text-align: center;">39%</td> </tr> <tr> <td>Unsure</td> <td style="text-align: center;">4%</td> <td style="text-align: center;">1%</td> </tr> </table>		Statewide	Anchorage/ Mat-Su	Answer:			Support	56%	60%	Oppose	40%	39%	Unsure	4%	1%
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◆ **By a wide margin (70% to 27%) Alaskans in the Anchorage and Mat-Su Borough region believe the Knik Arm Crossing bridge should be included in Southcentral Alaska's long-range transportation plan.**

<p>Question:</p> <p>"Do you feel planning for a Knik Arm bridge should or should not be included in Southcentral Alaska's long-range transportation planning?"</p>	<table> <tr> <td></td> <td style="text-align: center;">Statewide</td> <td style="text-align: center;">Anchorage/ Mat-Su</td> </tr> <tr> <td>Answer:</td> <td></td> <td></td> </tr> <tr> <td>Should be</td> <td style="text-align: center;">n/a</td> <td style="text-align: center;">70%</td> </tr> <tr> <td>Should not be</td> <td style="text-align: center;">n/a</td> <td style="text-align: center;">27%</td> </tr> <tr> <td>Unsure</td> <td style="text-align: center;">n/a</td> <td style="text-align: center;">3%</td> </tr> </table>		Statewide	Anchorage/ Mat-Su	Answer:			Should be	n/a	70%	Should not be	n/a	27%	Unsure	n/a	3%
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Final statewide research results will be available January 30, 2009.

