

MATSU PUBLIC OPINION SURVEY IVAN MOORE RESEARCH FEBRUARY 2009

Hello, my name is _____ and I'm calling for Ivan Moore Research, an Alaska public opinion research firm. We're conducting a public opinion survey in the Mat-Su today that should take just a few minutes. Your opinions are important to us, and we'd appreciate your participation if that's OK with you, and of course your responses will be completely confidential. The questions in this survey are about a variety of topics

S1. Is this a residential telephone?
IF "YES", CONTINUE...

S2. Are you a head of your household?
IF "YES", CONTINUE...

1. Think for a minute about how you think things have been going in MatSu recently. Would you say things have been pretty much going OK, or would you say things have gotten off on the wrong track?

HOW ARE THINGS GOING IN MAT-SU?		
	Count	%
Going OK	303	74.7%
Wrong track	77	19.1%
Not sure	25	6.2%

2. On a scale of A, B, C, D or F, what grade would you give for the performance of _____ ?

4 3 2 1 0 8
A B C D F DON'T KNOW

Mayor Curt Menard:

MAYOR CURT MENARD'S GRADE:		
	Count	%
A	46	11.2%
B	127	31.3%
C	92	22.6%
D	11	2.8%
F	12	2.9%
Not sure	118	29.2%

Mean = 2.637

Mat-Su Borough government:

	MATSU BOROUGH GOVERNMENT GRADE:	
	Count	%
A	17	4.2%
B	137	33.9%
C	174	43.0%
D	32	8.0%
F	20	5.0%
Not sure	24	5.9%

Mean = 2.258

The Mat-Su Borough Assembly:

	MATSU BOROUGH ASSEMBLY'S GRADE:	
	Count	%
A	14	3.4%
B	105	26.0%
C	147	36.3%
D	39	9.6%
F	18	4.4%
Not sure	82	20.3%

Mean = 2.181

Mat-Su Borough Department of Transportation:

	MATSU DEPARTMENT OF TRANSPORTATION GRADE:	
	Count	%
A	36	9.0%
B	122	30.1%
C	113	27.9%
D	54	13.3%
F	39	9.5%
Not sure	42	10.3%

Mean = 2.175

3A. What is the closest street intersection to where you work?

STREET #1:

	CLOSEST STREET TO WORK #1:	
	Count	%
Don't work/Work at home	180	44.5%
Knik Goose Bay Rd	11	2.8%
Parks Hwy	27	6.8%
Bogard Rd	4	1.0%
Crusey St	1	.2%
Church Rd	1	.3%
Lucille St	3	.7%
Schrock Rd	1	.2%
Fairview Loop Rd	1	.2%
Palmer Wasilla Hwy	20	4.8%
Hyer Rd	1	.2%
Pittman Rd	2	.4%
Seward Meridian Pkwy	10	2.5%
Glenn Hwy	15	3.8%
Inner Springer Loop Rd	2	.5%
Old Glenn Hwy	1	.2%
Alaska St	2	.4%
Bodenburg Loop	2	.6%
Arctic Ave	1	.3%
2nd St	1	.2%
Talkeetna Spur Rd	6	1.4%
Wasilla Fishhook Rd	1	.2%
Edgerton Park Rd	1	.3%
Trunk Rd	6	1.5%
Maud Rd	1	.3%
Palmer Fishhook Rd	1	.2%
Evergreen St	3	.8%
Gulkana St	4	1.0%
Chugach St	4	.9%
Big Lake Rd	3	.8%
Railroad Ave	1	.3%
Long Lake Rd	2	.5%
Main St	3	.7%
East Moore Rd	1	.3%
Gishmial Loop	1	.3%
Swanson Ave	1	.3%
Fireweed Ave	1	.2%
Commercial Dr	2	.5%
Clark-Wolverine Rd	1	.3%
Nichols Dr	1	.2%
Willow Creek Pkwy	1	.2%
Hollywood Rd	1	.2%
Denali St	1	.2%
Airport Rd	1	.2%
Sunset Ave	1	.2%
Liahona Dr	1	.3%
City Cr	1	.3%
Anchorage	64	15.7%
Refused	4	1.1%

STREET #2:

	CLOSEST STREET TO WORK #2:	
	Count	%
Don't work/Work at home	180	44.5%
Knik Goose Bay Rd	4	1.0%
Parks Hwy	30	7.5%
Vine Rd	2	.5%
Bogard Rd	4	.9%
Crusey St	3	.7%
Church Rd	1	.3%
Lucille St	3	.7%
Schrock Rd	1	.2%
Fairview Loop Rd	1	.3%
Palmer Wasilla Hwy	11	2.7%
Hyer Rd	3	.6%
Pittman Rd	2	.5%
Seward Meridian Pkwy	4	1.1%
Glenn Hwy	7	1.7%
Cope Industrial Way	4	.9%
Old Glenn Hwy	4	1.1%
Alaska St	1	.4%
Arctic Ave	1	.2%
Settlers Bay Rd	1	.2%
2nd St	1	.3%
Talkeetna Spur Rd	3	.7%
Trunk Rd	5	1.1%
Plumley Rd	1	.2%
Industrial Way	2	.6%
Hemmer Rd	1	.2%
Palmer Fishhook Rd	2	.5%
Evergreen St	3	.8%
Outer Springer Loop Rd	1	.2%
Big Lake Rd	2	.4%
Long Lake Rd	1	.2%
Double B St	1	.2%
Main St	3	.8%
Cobb St	1	.2%
Swanson Ave	2	.4%
49th State St	1	.3%
Moffit Hodson Rd	1	.2%
Fireweed Ave	2	.5%
Colony Way	1	.2%
Commercial Dr	1	.2%
Armstrong Rd	1	.3%
Donovan Dr	1	.3%
Eerie Lake Rd	1	.3%
Comsat Rd	1	.3%
Alpine St	1	.2%
Elmwood Ave	1	.2%
Valley Way	1	.2%
Shennum Dr	1	.2%
Callison Rd	1	.2%
Deshka Landing	1	.2%
Woodworth Loop	1	.2%
Colony Schools Dr	1	.3%
Hidden Hills Rd	1	.3%
Eklutna St	1	.3%
Moose St	1	.3%
Anchorage	64	15.7%
Refused	24	6.0%

3B. And what is the closest street intersection to where you live?

STREET #1:

	CLOSEST STREET TO HOME #1:	
	Count	%
Knik Goose Bay Rd	32	7.8%
Shady Ln	1	.2%
Parks Hwy	36	8.9%
Vine Rd	4	1.1%
Bogard Rd	22	5.5%
Riley Ave	1	.2%
Church Rd	7	1.8%
Lucille St	9	2.3%
Spruce Ave	1	.3%
Schrock Rd	7	1.6%
Fairview Loop Rd	9	2.3%
Palmer Wasilla Hwy	16	4.0%
Hyer Rd	1	.2%
Cottonwood Loop	1	.3%
Pittman Rd	13	3.2%
Foothills Blvd	1	.3%
Seward Meridian Pkwy	8	1.9%
Glenn Hwy	22	5.3%
Cienna Ave	1	.2%
Old Glenn Hwy	8	2.1%
Bodenburg Loop	2	.4%
Arctic Ave	2	.4%
Eagle Ave	1	.2%
Settlers Bay Rd	2	.5%
Horizon Dr	1	.2%
2nd St	2	.6%
Talkeetna Spur Rd	7	1.6%
Wasilla Fishhook Rd	12	2.9%
Beverly Lake Rd	1	.2%
Equestrian Circle	2	.5%
Edgerton Park Rd	2	.6%
Tina Lane	1	.2%
Trunk Rd	17	4.1%
Maud Rd	2	.6%
Plumley Rd	7	1.7%
Seldon Rd	7	1.8%
Dartmoor St	1	.3%
17 Mile Blvd	1	.4%
Palmer Fishhook Rd	6	1.5%
Evergreen St	1	.3%
Lakes Blvd	2	.4%
Outer Springer Loop Rd	3	.8%
Caribou St	2	.5%
McKechnie Loop	1	.3%
Peck St	2	.5%
Cheri Lake Rd	2	.4%
Big Lake Rd	10	2.4%
Allen Rd	1	.2%
Railroad Ave	1	.3%
Long Lake Rd	2	.5%
Main St	3	.7%
Daisy Petal Cir	1	.2%
East Moore Rd	2	.4%
Gishmial Loop	1	.3%
Walling Rd	1	.2%
Laura St	1	.3%
Cobb St	1	.2%
Polar Bear Dr	1	.3%
King Arthur Dr	2	.4%
49th State St	3	.8%

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	CLOSEST STREET TO HOME #1:	
	Count	%
Elizabeth Dr	1	.2%
Knights Dr	1	.2%
Willow Fishhook Rd	3	.8%
Hatcher Pass Rd	2	.5%
Nelson Ave	1	.2%
Woodpecker Ave	1	.2%
Black Knight Dr	1	.3%
Clark-Wolverine Rd	2	.4%
Glennwood Ave	2	.5%
Hawk Rd	1	.3%
Tait Rd	1	.3%
Coffee Lane	1	.2%
Scott Rd	1	.3%
Hayfield Rd	1	.2%
Petersville Rd	1	.3%
Kalweis Ln	1	.3%
Homestead Dr	1	.3%
Canter Dr	1	.3%
Hollywood Rd	3	.7%
Lake St	1	.3%
Beaver Lake Rd	1	.3%
Porcupine Rd	1	.3%
Acorn St	1	.2%
Elmwood Ave	1	.2%
Queensboro Ave	1	.3%
Jubilee Dr	1	.3%
Jasper Rd	1	.2%
Bonnie Dr	1	.3%
Bishop Dr	1	.2%
Orkney Ct	1	.2%
Royal Ln	1	.3%
Scatters Way	1	.2%
Mile 90 Parks Hwy	1	.2%
Althea St	1	.3%
Cottle Loop	1	.4%
Tex-Al Dr	1	.2%
Casual Lake	1	.3%
Serendipity Loop	1	.2%
Sunset Ave	1	.2%
Julie Cir	1	.2%
Bendapole Rd	1	.3%
Holland Prospect	1	.3%
Harvest Loop	1	.3%
Mariah Dr	1	.3%
Territorial Dr	1	.3%
Werner Dr	1	.3%
North Wool Rain	1	.2%
Archie Rd	1	.3%
Point McKenzie	1	.3%
McCloud Rd	1	.2%
Hay St	1	.3%
Susitna Pkwy	1	.2%
Heith Dr	1	.2%
Kathleen Dr	1	.3%
Cottonwood/W. Cottonwood Avenue	2	.4%
Roca Rd	1	.2%
Weatherwane Cir	1	.2%
Chickaloon Branch Rd	1	.2%
Paradise Ln	1	.3%
Columbus Way	1	.3%
Silver Dr	1	.3%
Overview Dr	1	.3%

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	CLOSEST STREET TO HOME #1:	
	Count	%
Goodfishin	1	.3%
Call of the Wild Rd	1	.2%
Raven Dr	1	.2%
Sunnywood Dr	1	.3%
Eklutna St	1	.2%
Knik River Rd	1	.3%
Bogle Bluff Dr	1	.2%
Windsong Cir	1	.3%
Refused	7	1.8%

STREET #2:

	CLOSEST STREET TO HOME #2:	
	Count	%
Knik Goose Bay Rd	18	4.5%
Shady Ln	1	.2%
Parks Hwy	44	10.8%
Vine Rd	11	2.7%
Bogard Rd	8	2.0%
Crusey St	1	.2%
Riley Ave	2	.5%
Lucille St	6	1.4%
Spruce Ave	1	.3%
Schrock Rd	3	.8%
Fairview Loop Rd	4	.9%
Carr St	1	.2%
Palmer Wasilla Hwy	19	4.6%
Hyer Rd	6	1.4%
Cottonwood Loop	2	.4%
Pittman Rd	7	1.7%
Clapp Rd	1	.2%
Foothills Blvd	1	.2%
Seward Meridian Pkwy	9	2.1%
Glenn Hwy	15	3.8%
Inner Springer Loop Rd	4	1.0%
Old Glenn Hwy	9	2.2%
Bodenburg Loop	3	.7%
Arctic Ave	5	1.2%
Eagle Ave	2	.4%
Bonanza St	1	.2%
Settlers Bay Rd	2	.5%
Horizon Dr	1	.2%
Talkeetna Spur Rd	2	.5%
D St	1	.2%
Wasilla Fishhook Rd	5	1.3%
Wyoming Rd	1	.2%
Equestrian Circle	1	.2%
Government Creek	1	.3%
Marcell Loop	1	.2%
Duchess Dr	1	.3%
Trunk Rd	7	1.6%
Seldon Rd	16	4.0%
Greyling St	1	.3%
Hemmer Rd	1	.2%
Wilmington Dr	1	.3%
Yellowstone Way	1	.4%
Palmer Fishhook Rd	8	2.1%
Evergreen St	1	.3%
Bergman Rd	1	.3%

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	CLOSEST STREET TO HOME #2:	
	Count	%
Hour Rd	1	.2%
Outer Springer Loop Rd	3	.7%
Gulkana St	2	.4%
McKechnie Loop	1	.3%
Pioneer Parkway	1	.3%
Peck St	1	.2%
Snohomish Ave	1	.3%
Lucas Rd	2	.5%
Big Lake Rd	1	.2%
Allen Rd	1	.4%
Long Lake Rd	2	.5%
Main St	3	.7%
Inspiration Loop	1	.2%
East Moore Rd	1	.3%
Walling Rd	1	.2%
Arabian Lane	2	.4%
Susitna Dr	2	.5%
North Bride Path Dr	1	.2%
Success Dr	1	.3%
Caribou Loop	1	.3%
King Arthur Dr	2	.5%
49th State St	3	.8%
LeAnn Dr	1	.4%
Lodge Dr	1	.2%
Watana Dr	1	.2%
Willow Fishhook Rd	2	.5%
Hatcher Pass Rd	1	.2%
Woodpecker Ave	1	.3%
Cedar Ave	1	.2%
Moffit Hodson Rd	1	.2%
Jonesville Mine Rd	1	.2%
Colony Way	1	.3%
George Plumley Rd	1	.3%
Melanie Ave/Ln	1	.2%
Duke Dr	1	.3%
Pamela Dr	2	.6%
Lower Loop Rd	1	.2%
Clark-Wolverine Rd	4	1.0%
Thomas St	1	.3%
Armstrong Rd	1	.3%
Tambert Dr	1	.3%
Sushana St	1	.2%
Crimson View Dr	1	.2%
Dandy Rd	2	.4%
Brockton Ave	1	.3%
Scott Rd	1	.3%
Charley Dr	2	.5%
Lucille Creek Dr	2	.6%
Eerie Lake Rd	1	.3%
Longbranch St	2	.5%
Comsat Rd	2	.5%
Willow Creek Pkwy	1	.2%
Potter Rd	2	.5%
Beaver Lake Rd	1	.3%
Huskie Dr	1	.3%
Kiva Way	1	.3%
Carl's Landing	1	.3%
North Star Circle	1	.2%
Bailey St	2	.4%
Matanuska Spur Rd	1	.2%
Mile 4 Knik Goose Bay Rd	1	.2%
Strathclyde Ln	1	.2%
Lakeview Dr	3	.7%
Gold Bullion Blvd	1	.2%
Witherspoon Rd	1	.2%
Bay View Dr	1	.3%

(continued)

	CLOSEST STREET TO HOME #2:	
	Count	%
Bridgestone Dr	1	.2%
Tex-Al Dr	1	.2%
Frank Rd	1	.3%
South Rainbow Ridge	1	.3%
Sunset Ave	1	.2%
Bendapole Rd	1	.3%
Dry Fly Rd	1	.3%
Gold Cord	1	.3%
Lakewood Dr	1	.3%
Sandy Rd	1	.2%
Peaceful Ln	1	.2%
Cindy Ct	1	.2%
Werner Dr	1	.3%
Buffalo Mine Rd	1	.2%
McKechnie Loop	2	.4%
Brimar St	1	.2%
Edlund Rd	2	.5%
Meadow Lakes Dr	1	.2%
Curt Cir	1	.2%
Construction Dr	1	.3%
Blue Lupine Dr	1	.3%
Horseshoe Lake Rd	1	.2%
Muffin St	1	.2%
Britchenstrap Dr	1	.2%
Soapstone Rd	1	.2%
Tulakes Ave	1	.3%
Well Site Rd	1	.2%
Lupin Lane	1	.3%
Carmel Rd	1	.3%
Hollow Nook Dr	1	.3%
Goodfishin	1	.2%
Puritan Way	1	.2%
Raven Cir	1	.2%
Pinnacle Peak Dr	1	.2%
Greentree St	1	.2%
Caudill Rd	2	.5%
Westside Dr	1	.3%
Aycock Pl	1	.3%
Bogle Bluff Dr	1	.2%
Lamont Way	1	.2%
New Hope St	1	.2%
Refused	35	8.6%

4A. How many times in the last 3 months would you say you've ridden public buses in the Mat-Su Borough?

	BUS RIDES IN LAST 3 MONTHS:	
	Count	%
None	392	96.7%
Once or more	13	3.3%

Mean = 1.122

IF "ONE OR MORE" TIMES, ASK 4B & 4C, IF "NONE" ASK 4D

4B. (IF ONE OR MORE, THEN ASK...) How many of these times were for work?

	WORK BUS RIDES IN LAST 3 MONTHS:		
	Count	%	
None	400	98.6%	Mean = 0.954
Once or more	6	1.4%	

4C. (IF ONE OR MORE, THEN ASK...) Tell me how significant each of the following factors is in explaining why you ride the bus on a scale of 1 to 5, where a 5 is a very significant factor and a 1 is not significant.

1 2 3 4 5 NOT
 NOT VERY SURE
 SIGNIFICANT SIGNIFICANT

It's cheaper than driving:

	SIGNIFICANCE - CHEAPER THAN DRIVING:		
	Count	%	
5 - Significant	6	46.9%	Mean = 3.813
4	2	12.5%	
3	1	6.1%	
1 - Not significant	3	18.9%	
Not sure	2	15.6%	

It's safer than driving:

	SIGNIFICANCE - SAFER THAN DRIVING:		
	Count	%	
5 - Significant	6	42.2%	Mean = 3.341
4	1	5.5%	
3	1	6.1%	
1 - Not significant	4	30.6%	
Not sure	2	15.6%	

Don't have to find parking:

	SIGNIFICANCE - DON'T HAVE TO FIND PARKING:		
	Count	%	
5 - Significant	6	46.9%	Mean = 3.315
4	1	9.2%	
1 - Not significant	5	36.8%	
Not sure	1	7.1%	

Don't always have your own vehicle:

SIGNIFICANCE - DON'T ALWAYS HAVE OWN VEHICLE:		
	Count	%
5 - Significant	7	48.8%
3	1	6.2%
1 - Not significant	6	45.0%

Mean = 3.076

It's more convenient:

SIGNIFICANCE - MORE CONVENIENT:		
	Count	%
5 - Significant	2	13.3%
4	3	25.7%
3	3	19.6%
1 - Not significant	5	34.4%
Not sure	1	7.1%

Mean = 2.821

It's more environmentally friendly:

SIGNIFICANCE - MORE ENVIRONMENTALLY FRIENDLY:		
	Count	%
5 - Significant	3	25.1%
4	1	7.0%
3	2	11.6%
1 - Not significant	7	49.2%
Not sure	1	7.1%

Mean = 2.557

4D. **(IF NONE, THEN ASK...)** Tell me how significant each of the following factors is in explaining why you don't ride the bus on a scale of 1 to 5, where a 5 is a very significant factor and a 1 is not significant.

1 2 3 4 5 NOT
 NOT VERY SURE
 SIGNIFICANT SIGNIFICANT

The bus stop locations are inconvenient:

SIGNIFICANCE - BUS STOP LOCATIONS INCONVENIENT:		
	Count	%
5 - Significant	121	31.0%
4	14	3.7%
3	17	4.3%
2	12	2.9%
1 - Not significant	185	47.3%
Not sure	43	10.9%

Mean = 2.642

It takes longer than driving:

	SIGNIFICANCE - TAKES LONGER THAN DRIVING:	
	Count	%
5 - Significant	106	27.0%
4	36	9.2%
3	26	6.8%
2	19	4.8%
1 - Not significant	183	46.6%
Not sure	22	5.6%

Mean = 2.631

Nowhere to park when you drive to the bus stop:

	SIGNIFICANCE - NOWHERE TO PARK AT BUS STOP:	
	Count	%
5 - Significant	78	20.0%
4	19	4.9%
3	25	6.5%
2	20	5.2%
1 - Not significant	198	50.5%
Not sure	50	12.9%

Mean = 2.296

It's too cold to wait at the bus stop:

	SIGNIFICANCE - TOO COLD AT BUS STOP:	
	Count	%
5 - Significant	90	23.0%
4	16	4.1%
3	31	8.0%
2	14	3.6%
1 - Not significant	223	56.9%
Not sure	17	4.5%

Mean = 2.295

I just don't like riding the bus:

	SIGNIFICANCE - JUST DON'T LIKE THE BUS:	
	Count	%
5 - Significant	90	23.0%
4	11	2.7%
3	33	8.4%
2	23	5.9%
1 - Not significant	218	55.8%
Not sure	16	4.1%

Mean = 2.284

The schedules are inconvenient:

	SIGNIFICANCE - SCHEDULES INCONVENIENT:	
	Count	%
5 - Significant	88	22.4%
4	13	3.3%
3	12	3.2%
2	7	1.8%
1 - Not significant	217	55.4%
Not sure	55	13.9%

Mean = 2.249

It's more dangerous for me:

	SIGNIFICANCE - MORE DANGEROUS:	
	Count	%
5 - Significant	38	9.7%
4	9	2.3%
3	18	4.7%
2	21	5.3%
1 - Not significant	286	73.1%
Not sure	20	5.0%

Mean = 1.633

5. OK, imagine you were taking a public bus ride between Wasilla and Palmer. I'm going to read you some possible fares for a one-way ride. Starting at a certain figure, and then gradually going up/down. I want you to tell me what you think of each price. You can say a price is cheap, is about right, is a bit high, or is way too high. OK? Here we go..

\$1.00:

	\$1.00 FOR WASILLA-PALMER ONE WAY RIDE?	
	Count	%
Cheap	340	83.9%
About right	58	14.4%
A bit high	5	1.2%
Way high	1	.2%
Not sure	1	.2%

\$1.50:

	\$1.50 FOR WASILLA-PALMER ONE WAY RIDE?	
	Count	%
Cheap	282	69.7%
About right	96	23.7%
A bit high	19	4.7%
Way high	7	1.7%
Not sure	1	.2%

\$2.00:

	\$2.00 FOR WASILLA-PALMER ONE WAY RIDE?	
	Count	%
Cheap	196	48.3%
About right	132	32.6%
A bit high	52	12.9%
Way high	24	6.0%
Not sure	1	.2%

\$2.50:

	\$2.50 FOR WASILLA-PALMER ONE WAY RIDE?	
	Count	%
Cheap	133	32.8%
About right	128	31.7%
A bit high	77	19.0%
Way high	66	16.2%
Not sure	1	.2%

\$3.00:

	\$3.00 FOR WASILLA-PALMER ONE WAY RIDE?	
	Count	%
Cheap	90	22.2%
About right	98	24.3%
A bit high	96	23.8%
Way high	119	29.3%
Not sure	2	.4%

\$3.50:

	\$3.50 FOR WASILLA-PALMER ONE WAY RIDE?	
	Count	%
Cheap	65	15.9%
About right	65	16.1%
A bit high	88	21.6%
Way high	186	45.9%
Not sure	2	.4%

\$4.00:

	\$4.00 FOR WASILLA-PALMER ONE WAY RIDE?	
	Count	%
Cheap	34	8.4%
About right	69	17.1%
A bit high	67	16.6%
Way high	233	57.4%
Not sure	2	.4%

6. OK, now imagine you were taking a public bus ride from the Mat-Su to Anchorage. I'm going to read you some possible fares for a one-way ride. Starting at a certain figure, and then gradually going up/down. I want you to tell me what you think of each price. Again, you can say a price is cheap, is about right, is a bit high, or is way too high. OK? Here we go...

\$3.00:

	\$3.00 FOR MATSU-ANCHORAGE ONE WAY RIDE?	
	Count	%
Cheap	342	84.4%
About right	57	14.0%
A bit high	2	.6%
Way high	3	.7%
Not sure	1	.2%

\$4.00:

	\$4.00 FOR MATSU-ANCHORAGE ONE WAY RIDE?	
	Count	%
Cheap	284	70.0%
About right	86	21.3%
A bit high	22	5.3%
Way high	12	2.9%
Not sure	2	.5%

\$5.00:

	\$5.00 FOR MATSU-ANCHORAGE ONE WAY RIDE?	
	Count	%
Cheap	182	44.8%
About right	136	33.4%
A bit high	44	10.9%
Way high	42	10.3%
Not sure	2	.5%

A news subscription via E-mail:

EFFECTIVENESS - E-MAIL SUBSCRIPTION:		
	Count	%
5 - Effective	153	37.8%
4	51	12.5%
3	57	14.0%
2	22	5.5%
1 - Not effective	122	30.1%

Mean = 3.225

The Frontiersman:

EFFECTIVENESS - FRONTIERSMAN:		
	Count	%
5 - Effective	102	25.2%
4	72	17.8%
3	91	22.6%
2	56	13.8%
1 - Not effective	84	20.7%

Mean = 3.131

The Borough website:

EFFECTIVENESS - BOROUGH WEBSITE:		
	Count	%
5 - Effective	94	23.3%
4	48	11.8%
3	82	20.3%
2	45	11.2%
1 - Not effective	135	33.5%

Mean = 2.804

KTVA Channel 11:

EFFECTIVENESS - KTVA CHANNEL 11:		
	Count	%
5 - Effective	84	20.8%
4	55	13.7%
3	87	21.6%
2	45	11.2%
1 - Not effective	132	32.7%

Mean = 2.786

The Anchorage Daily News:

	EFFECTIVENESS - ANCHORAGE DAILY NEWS:	
	Count	%
5 - Effective	72	17.8%
4	51	12.6%
3	90	22.2%
2	59	14.5%
1 - Not effective	132	32.7%
Not sure	1	.2%

Mean = 2.683

KIMO Channel 13:

	EFFECTIVENESS - KIMO CHANNEL 13:	
	Count	%
5 - Effective	63	15.6%
4	51	12.6%
3	83	20.5%
2	56	13.9%
1 - Not effective	150	37.2%
Not sure	1	.2%

Mean = 2.555

KMBQ:

	EFFECTIVENESS - KMBQ:	
	Count	%
5 - Effective	62	15.4%
4	48	11.9%
3	77	19.1%
2	43	10.6%
1 - Not effective	153	37.9%
Not sure	21	5.1%

Mean = 2.541

AM Radio like KBYR, KENI and KFQD:

	EFFECTIVENESS - AM RADIO:	
	Count	%
5 - Effective	57	14.1%
4	41	10.2%
3	71	17.7%
2	51	12.5%
1 - Not effective	181	44.7%
Not sure	3	.7%

Mean = 2.360

KTBY Channel 4:

	EFFECTIVENESS - KTBY CHANNEL 4:	
	Count	%
5 - Effective	53	13.2%
4	37	9.0%
3	71	17.5%
2	62	15.4%
1 - Not effective	181	44.7%
Not sure	1	.2%

Mean = 2.306

KSKA Public radio:

	EFFECTIVENESS - KSKA:	
	Count	%
5 - Effective	56	13.8%
4	33	8.1%
3	71	17.5%
2	43	10.6%
1 - Not effective	192	47.5%
Not sure	10	2.4%

Mean = 2.283

Palmer Free Radio:

	EFFECTIVENESS - PALMER FREE RADIO:	
	Count	%
5 - Effective	22	5.4%
4	19	4.6%
3	45	11.1%
2	37	9.2%
1 - Not effective	263	65.1%
Not sure	19	4.6%

Mean = 1.700

Twitter:

	EFFECTIVENESS - TWITTER:	
	Count	%
5 - Effective	10	2.4%
4	3	.8%
3	16	4.0%
2	12	3.1%
1 - Not effective	211	52.1%
Not sure	152	37.7%

Mean = 1.367

The following questions are for statistical purposes only.

8. What radio station do you listen to most often?

	RADIO STATION LISTEN TO MOST OFTEN:	
	Count	%
None	40	9.9%
KASH 107.5 FM	20	4.9%
KATB 89.3 FM	1	.2%
KBFX 100.5 FM	15	3.8%
KBRJ 104.1 FM	23	5.7%
KBYR 700 AM	11	2.8%
KDBZ 102.1 FM	3	.6%
KEAG/KOOL 97.3 FM	18	4.3%
KENI 650 AM	33	8.1%
KEUL 88.9 FM	1	.3%
KFAT 92.9 FM	3	.8%
KFQD 750 AM	21	5.3%
KGOT 101.3 FM	3	.8%
KHAR 590 AM	3	.8%
KJHA 88.7 FM	4	1.1%
KLEF 98.1 FM	4	1.1%
KMBQ 99.7 FM	50	12.4%
KMXS 103.1 FM	4	1.0%
KNBA 90.3 FM	8	2.1%
KNIK 105.3 FM	8	1.9%
KBBO 92.1 FM	9	2.4%
KXLW 96.3 FM	18	4.5%
KRUA 88.1 FM	1	.2%
KSKA/KAKM 91.1 FM	33	8.2%
KTZN 550 AM	5	1.3%
KUDO 1080 AM	1	.3%
KWHL 106.5 FM	19	4.8%
KYMG 98.9 FM	2	.6%
KZND 94.7 FM	9	2.3%
KAKL 88.5 FM	14	3.5%
KWMD 104.5 FM	1	.2%
KAGV 1110 AM	4	1.0%
KAYO 100.9 FM	3	.7%
KTNA 88.5 FM	3	.7%
KJHA 88.7 FM	1	.3%
Not sure	5	1.2%

Second most often?

	RADIO STATION LISTEN TO SECOND MOST OFTEN:	
	Count	%
None	110	27.3%
KAFC 93.7 FM	2	.5%
KASH 107.5 FM	21	5.1%
KATB 89.3 FM	4	.9%
KBFX 100.5 FM	12	2.9%
KBRJ 104.1 FM	18	4.5%
KBYR 700 AM	15	3.7%
KDBZ 102.1 FM	9	2.3%
KEAG/KOOL 97.3 FM	18	4.4%
KENI 650 AM	17	4.1%
KEUL 88.9 FM	1	.2%
KFAT 92.9 FM	4	1.1%
KFQD 750 AM	17	4.2%
KGOT 101.3 FM	11	2.8%
KHAR 590 AM	1	.2%
KLEF 98.1 FM	4	1.0%

(continued)

	RADIO STATION LISTEN TO SECOND MOST OFTEN:	
	Count	%
KMBQ 99.7 FM	35	8.8%
KMXS 103.1 FM	5	1.2%
KNBA 90.3 FM	10	2.6%
KNIK 105.3 FM	3	.9%
KBBO 92.1 FM	10	2.4%
KXLW 96.3 FM	13	3.1%
KSKA/KAKM 91.1 FM	11	2.8%
KTZN 550 AM	3	.6%
KUDO 1080 AM	3	.6%
KWHL 106.5 FM	10	2.5%
KYMG 98.9 FM	9	2.3%
KZND 94.7 FM	6	1.6%
KAKL 88.5 FM	8	2.0%
KMVV 104.9 FM	4	1.0%
KAGV 1110 AM	1	.2%
KAYO 100.9 FM	3	.8%
KTNA 88.5 FM	1	.2%
Not sure	4	1.0%

Third most often?

	RADIO STATION LISTEN TO THIRD MOST OFTEN:	
	Count	%
None	193	48.0%
K AFC 93.7 FM	3	.7%
KASH 107.5 FM	12	3.0%
KATB 89.3 FM	1	.2%
KBFX 100.5 FM	15	3.8%
KBRJ 104.1 FM	13	3.3%
KBYR 700 AM	7	1.7%
KDBZ 102.1 FM	7	1.8%
KEAG/KOOL 97.3 FM	9	2.3%
KENI 650 AM	10	2.5%
KEUL 88.9 FM	1	.2%
KFAT 92.9 FM	3	.7%
KFQD 750 AM	13	3.2%
KGOT 101.3 FM	7	1.7%
KHAR 590 AM	3	.7%
KLEF 98.1 FM	6	1.5%
KMBQ 99.7 FM	21	5.3%
KMXS 103.1 FM	3	.9%
KNBA 90.3 FM	1	.3%
KNIK 105.3 FM	4	1.0%
KBBO 92.1 FM	9	2.2%
KXLW 96.3 FM	13	3.1%
KRUA 88.1 FM	1	.2%
KSKA/KAKM 91.1 FM	6	1.5%
KTZN 550 AM	3	.7%
KWHL 106.5 FM	8	1.9%
KYMG 98.9 FM	4	1.0%
KZND 94.7 FM	3	.8%
KAKL 88.5 FM	5	1.2%
KMVV 104.9 FM	2	.6%
KAGV 1110 AM	2	.5%
KAYO 100.9 FM	3	.7%
KTNA 88.5 FM	1	.3%
Palmer Free Radio	2	.6%
Not sure	7	1.8%

9. What TV station do you watch most often?

	TV STATION WATCH MOST OFTEN:	
	Count	%
Don't watch TV	54	13.4%
KTUU Channel 2	178	44.3%
KTBY Channel 4	19	4.7%
KYES Channel 5	10	2.5%
KAKM Channel 7	15	3.8%
KTVA Channel 11	26	6.6%
KIMO Channel 13	18	4.6%
Fox News Channel	18	4.4%
Lifetime	1	.2%
HBO	1	.2%
USA	6	1.4%
Sci-Fi	4	1.0%
HGTV	3	.9%
Animal Planet	1	.3%
TNT	1	.2%
Food Network	3	.7%
History Channel	9	2.3%
Nickelodeon	2	.5%
Home Shopping Network	1	.2%
Discovery Channel	11	2.8%
TBN/Trinity Broadcasting Network	2	.5%
The Outdoor Channel	2	.5%
CNN	2	.6%
Showtime	1	.3%
MSNBC	1	.2%
CW Network	1	.3%
A&E	1	.2%
Turner Classic Movies	1	.2%
CMT	1	.3%
Disney	1	.2%
ESPN	1	.2%
Weather Channel	1	.2%
AMC	1	.3%
Not sure	3	.8%

10A. How many times in an average week do you read the Frontiersman?

	WEEKLY FRONTIERSMAN READS:	
	Count	%
None	154	38.3%
1	130	32.3%
2	47	11.6%
3	72	17.8%

Mean = 1.09

10B. How many times in an average week do you read the Daily News?

	WEEKLY DAILY NEWS READS:	
	Count	%
None	129	32.1%
1-3	122	30.2%
4-6	30	7.5%
7	122	30.3%

Mean = 3.00

11A. Are you registered to vote in the MatSu Borough?

REGISTERED TO VOTE IN MAT-SU BOROUGH:		
	Count	%
Yes	365	90.7%
No	38	9.3%

11B. (IF REGISTERED, THEN ASK...) What is your registered party affiliation?

PARTY AFFILIATION:		
	Count	%
Democrat	42	11.7%
Republican	134	37.0%
Other party/No party	185	51.3%

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

POLITICAL IDEOLOGY:		
	Count	%
Conservative	191	47.5%
Moderate	161	40.0%
Progressive	50	12.5%

13. How many total years of education have you completed? (HIGH SCHOOL GRADUATE = 12; COLLEGE GRADUATE = 16 ETC)

EDUCATION OF RESPONDENT:		
	Count	%
High school or less	117	29.5%
1-2 years of college	112	28.0%
3-4 years of college	98	24.5%
Post-graduate	72	18.0%

Mean = 14.6 years

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

ALASKA RESIDENCY:		
	Count	%
Less than 15 years	108	27.2%
15 to 25 years	79	19.7%
25 or more years	212	53.1%

Mean = 26.5 years

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

CHILDREN IN HOUSEHOLD:		
	Count	%
None	233	58.1%
One or more	167	41.9%

Mean = 0.84

16. In what year were you born?

AGE OF RESPONDENT:		
	Count	%
18-41	110	27.9%
42-53	122	30.9%
53+	163	41.2%

Mean = 49.8 years

17. Are you married or single?

MARITAL STATUS:		
	Count	%
Married	278	68.7%
Single	127	31.3%

18. Which of the following categories would you say your total household income falls, zero to \$40,000, \$40-80,000 or \$80,000 and up?

INCOME CATEGORY:		
	Count	%
\$0-\$40,000	104	25.8%
\$40,000-\$80,000	139	34.4%
\$80,000 and up	128	31.7%
Not sure	5	1.2%
Refused	28	7.0%

Median = \$63,400

19. GENDER...

GENDER OF RESPONDENT:		
	Count	%
Male	201	49.7%
Female	204	50.3%

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? (278-4600) Thank you very much for your help. Goodbye.

THE FOLLOWING VARIABLES WERE CALCULATED FROM MEASURED DATA:

MARITAL STATUS BY GENDER:		
	Count	%
Married males	139	34.3%
Married females	139	34.4%
Single males	63	15.7%
Single females	63	15.6%

AREAS OF MATSU:		
	Count	%
Wasilla	205	50.6%
Palmer	131	32.4%
Outlying areas	69	17.0%