



Client: Lois N. Epstein, P.E.  
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## State of Alaska 'Opinion Counts' Survey Methodology

Survey conducted 11/9/07 – 11/12/07

### **Methodology**

This survey was fielded between the dates of November 9, 2007 and November 12, 2007 as part of the Hays Research Group Alaska Statewide Opinion Counts Survey. 400 respondents were interviewed. The margin of error for the data collected is +/- 4.9 % for a 400 response survey for the data analyzed in its entirety with a 95% confidence level; meaning that we can be 95% sure that if every resident of the State was actually surveyed, the results would vary by no more than 4.9% in either direction. The survey sample used was a computer generated random list derived from a database of all households within the State of Alaska with working telephone numbers who have at least one member who has voted in at least two of the last four statewide elections. The sample frame was designed to accurately reflect the actual population percentages.

Respondents were screened to confirm they were over 18 and each household was attempted at least four times over a period of several days to account for non-response bias. Data was analyzed utilizing SPSS Quancept Software. Interviews were conducted by trained staff with on-site supervision utilizing state of the art computer assisted telephone interviewing (CATI). Random interviews were monitored to assure quality control measures were followed. Dialing results were analyzed daily to assure statistically accurate distribution of call disposition in order to account for “non-response” variables.



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Questions:

The proposed Juneau Road/Ferry Project is estimated to cost between \$350 and \$500 million. Given that the Alaska Department of Transportation Commissioner has stated that federal road project funding is likely to be reduced by 25% beginning in 2009, would you prefer:

A) That the state should spend money on this project;

or

B) That the state spend money on local transportation repairs, maintenance and upgrades

	<u>Total</u>	<u>Male</u>	<u>Female</u>
A	11%	14%	8%
B	79%	78%	80%
DK/Ref	10%	9%	12%

Do you think you would use the proposed Juneau Road/Ferry project to access the state legislature in Juneau?

	<u>Total</u>	<u>Male</u>	<u>Female</u>
Yes	13%	13%	13%
No	81%	81%	81%
DK/Ref	6%	6%	6%

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 AK Statewide HRG 07-121  
 Nov 9, 2007 - Nov 12, 2007

Q4. The proposed Juneau Road/Ferry project is estimated to cost between \$350 and \$500 million. Given that The Alaska Department Of Transportation Commissioner has stated that federal road funding is likely to be reduced by 25% beginning in 2009, would you prefer

That the state spend money on this project or

That the state spend money on local transportation repairs, maintenance, and upgrades?

	Total	Gender		Party					Region					
		Male	Female	Dem	Rep	No Party	OTH	DK/REF	SE	Int	MatSu	Anc	Rural	Kenai
Total	400	200	200	64	139	108	79	10	54	71	64	153	21	37
That the state spend money on this project or	44 11%	28 14%	16 8%	7 11%	15 11%	14 13%	6 8%	2 20%	14 26%	6 8%	4 6%	16 10%	1 5%	3 8%
That the state spend money on local transportation repairs, maintenance, and upgrades?	315 79%	155 78%	160 80%	51 80%	110 79%	85 79%	64 81%	5 50%	34 63%	55 77%	55 86%	120 78%	19 90%	32 86%
(Don't Know/Refused)	41 10%	17 9%	24 12%	6 9%	14 10%	9 8%	9 11%	3 30%	6 11%	10 14%	5 8%	17 11%	1 5%	2 5%

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Q5. Do you think you would use the proposed Juneau Road/Ferry project to access the state legislature in Juneau?

	Total	Gender		Party					Region					
		Male	Female	Dem	Rep	No Party	OTH	DK/REF	SE	Int	MatSu	Anc	Rural	Kenai
Total	400	200	200	64	139	108	79	10	54	71	64	153	21	37
Yes	52 13%	26 13%	26 13%	15 23%	14 10%	13 12%	7 9%	3 30%	14 26%	10 14%	8 13%	12 8%	5 24%	3 8%
No	324 81%	162 81%	162 81%	46 72%	116 83%	90 83%	66 84%	6 60%	32 59%	56 79%	54 84%	135 88%	14 67%	33 89%
DK/Ref	24 6%	12 6%	12 6%	3 5%	9 6%	5 5%	6 8%	1 10%	8 15%	5 7%	2 3%	6 4%	2 10%	1 3%

