



Municipal Opinion Counts Survey

March 14-15, 2007

Alaska Transportation Priorities Project

hays  group

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## **Methodology**

This survey was fielded March 14 & 15, 2007 as part of the Hays Research Group Municipality of Anchorage Opinion Counts Survey. 300 completed respondents were interviewed. The margin of error for the data collected is +/- 6 % for a 300 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 Municipality was actually surveyed, the results would vary by no more than 6% in either direction.

The survey sample used was a computer generated random list derived from a database of all households within the Municipality of Anchorage with working telephone numbers who have at least one member who has voted in at least one of the last two local 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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Question 1

How do you personally feel about the Knik Arm Crossing Project? Are you mostly in favor or opposed? And is that strongly (in favor/opposed) or just somewhat (in favor/opposed)?

Strongly in favor	75 / 300 <b>25%</b>
Somewhat in favor	69 / 300 <b>23%</b>
Somewhat opposed	50 / 300 <b>17%</b>
Strongly opposed	86 / 300 <b>29%</b>
Don't know / Refused	20 / 300 <b>7%</b>

