

ALASKA PUBLIC OPINION RESEARCH SURVEY

October 25th to 27th, 2010

Sample size = 400; margin of error \pm 4.90%

INTRODUCTION AND METHODOLOGY

This report presents an analysis of a survey of Alaskan statewide registered voters who are eligible to vote in the November 2nd General Election. The survey measured properties of Alaskan voters' demographics, behaviors and attitudes. Research typically involves estimating the characteristics of a designated population. Because of the costs of conducting a census of all items in a population and the adequacy of sample results, sample statistics were used to make statistical inferences concerning population parameters.

Four hundred (400) Alaskan registered voters who are likely to vote in the November 2nd General Election were interviewed between October 25th and 27th, 2010. Interviewing was conducted by telephone on a random digit basis. That is, computerized random numbers were generated for the last two digits of the suffix of each workable telephone prefix in Alaska. All Alaskan voters who are accessible by telephone had an equal chance of being interviewed.

The areas of Alaska surveyed for the general population survey were as follows:

THE FOLLOWING VARIABLE IS CALCULATED USING THE TELEPHONE PREFIX

AREAS	UNWEIGHTED FREQUENCY	WEIGHTED PERCENT	MARGIN OF ERROR
Southeast.....	52.....	13.0%.....	+ 13.6%
Kenai.....	34.....	8.6%.....	+ 18.9%
Anchorage.....	168.....	42.0%.....	+ 8.1%
Mat-Su.....	47.....	11.8%.....	+ 10.9%
Greater Fairbanks.....	62.....	15.6%.....	+ 11.7%
Rural/Bush.....	36.....	9.0%.....	+ 20.0%
TOTALS.....	400.....	100.0%.....	+ 4.90%

Margin of error

At a 95% confidence level, the empirical proportions reported in the general population survey can be projected, within plus or minus 4.90%, to the entire Alaskan registered voter population, aged 18 and over, who are likely to vote in the November 2nd General Election. This means one can be 95% sure that the frequencies reported in the general population survey are within 4.90% of the true Alaskan registered voters who are likely to vote in the November 2nd General Election.

The questionnaire with results is as follows:

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October 25th to 27th, 2010

Sample size = 400; margin of error ± 4.90%

HELLENTHAL AND ASSOCIATES

2200 Vanderbilt Circle
Anchorage, Alaska 99508
(907) 276-1001 or
277-2315 (fax)
hellenthal@gci.net (e-mail)

Hello, my name is _____ and I am calling for Alaska Research Company. We are conducting an area-wide public opinion research survey. Your telephone number was randomly selected. The questions I need to ask only will take a few minutes. All of your responses will be completely confidential. (PAUSE AND PROCEED)

S1. Is this telephone number _____?

S2. Am I talking to you at a place where you live?

S3. Are you registered to vote in the State of Alaska?

IF YES, THEN PROCEED TO QUESTION #1

IF NO, THEN ASK...

Is there anyone home who is registered to vote in the State of Alaska?

IF YES THEN ASK...

May I speak with them? (PROCEED TO QUESTION #1 OR TERMINATE AND NOTE ON TELEPHONE SHEET)

IF NO, THEN ASK...

When will someone be home who is registered to vote? (TERMINATE AND NOTE ON TELEPHONE SHEET)

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1. Realistically speaking, are you absolutely certain, very likely, somewhat likely, or not at all likely to vote in this year's November 2nd General election?

LIKELINESS TO VOTE	FREQUENCY	PERCENT
Absolutely certain.....	326.....	81.6%
Very likely.....	63.....	15.7%
Somewhat likely.....	11.....	2.7%
Not at all likely.....	TERMINATE

2. I am going to read to you a list of names of public figures. Please tell me whether your feelings toward each of them are very positive, somewhat positive, somewhat negative, or very negative -- or if you don't know who they are. Are your feelings toward _____ (FILL PUBLIC FIGURES) very positive, somewhat positive, somewhat negative, or very negative -- or don't you know who he/she is?

FIGURES	4	3	2	1	0	WHO?	MEAN
	VERY POSITIVE	SOMEWHAT POSITIVE	NEUTRAL	SOMEWHAT NEGATIVE	VERY NEGATIVE		
Lisa Murkowski...	28.5%	27.4%	4.4%	22.6%	17.2%	0.0%	2.273
Scott McAdams...	14.3%	30.5%	18.9%	19.0%	10.2%	7.1%	2.212
Joe Miller.....	18.2%	15.2%	5.0%	15.5%	46.1%	0.0%	1.438

(ROTATE ORDER)

3. If the **November 2nd General** election for U.S. Senate were held today and the candidates are.... For whom would you vote for U.S. Senate?

2010 U.S. SENATORIAL GENERAL	FREQUENCY	ALL ADULT PERCENT	VOTER PERCENT
Lisa Murkowski, as a write-in,.....	174.....	43.5%	45.7%
Joe Miller, Republican,.....	116.....	29.1%	30.4%
Scott McAdams, Democrat,.....	91.....	22.7%	23.9%
Don't know.....	19.....	4.7%	MISSING

MURKOWSKI AND OPPONENTS STRENGTHS	FREQUENCY	PERCENT
Strong Murkowski.....	68.....	17.1%
Moderate Murkowski.....	65.....	16.3%
Leaning Murkowski.....	41.....	10.1%
Undecided.....	18.....	4.5%
Leaning Opponents.....	37.....	9.2%
Moderate Opponents.....	27.....	6.6%
Strong Opponents.....	145.....	36.2%

MURKOWSKI AND OPPONENTS STRENGTHS	FREQUENCY	PERCENT
Str-Mod Murkowski.....	134.....	33.4%
Leaning Murkowski.....	41.....	10.1%
Undecided.....	18.....	4.5%
Leaning Opponents.....	37.....	9.2%
Str-Mod Opponents.....	171.....	42.8%

MURKOWSKI/OPPONENTS TARGET VOTERS	FREQUENCY	PERCENT
Str-Mod Murkowski.....	134.....	33.4%
Target Voters.....	95.....	23.8%
Str-Mod Opponents.....	171.....	42.8%

4. What is your political party affiliation? ("What are you registered as?")

PARTY AFFILIATION	FREQUENCY	PERCENT
No Party Affiliation/ Nonpartisan or undeclared.....	185.....	46.2%
Republican Party.....	152.....	37.9%
Democratic Party.....	61.....	15.3%
Green Party.....	1.....	0.2%
Alaska Independence Party.....	1.....	0.2%
Libertarian Party.....	1.....	0.2%

5. When it comes to politics, do you consider yourself to be very liberal, somewhat liberal, somewhat conservative or very conservative?

IDEOLOGY	FREQUENCY	PERCENT
1. Very liberal.....	19.....	4.8%
2. Somewhat liberal.....	101.....	25.2%
3. Moderate.....	39.....	9.9%
4. Somewhat conservative.....	160.....	40.0%
5. Very conservative.....	80.....	20.1%
(Mean 3.453)		

The last few questions are being collected purely for statistical purposes.

6. Are you, or any person presently living in your household, a member of a labor union?

LABOR UNION HOUSEHOLD	FREQUENCY	PERCENT
Yes.....	96.....	24.0%
No.....	304.....	76.0%

7. Are you, or any person presently living in your household, a veteran or an active member of the military?

VETERAN HOUSEHOLD	FREQUENCY	PERCENT
Yes.....	143.....	35.7%
No.....	257.....	64.3%

8. Are you, or is any member of your household, a shareholder of any of the thirteen (13) Alaska Native Regional Corporations?

NATIVE CORP SHAREHOLDER	FREQUENCY	PERCENT
Yes.....	52.....	13.0%
No.....	348.....	87.0%

9. In what year were you born? (COMPUTED TO AGE BY SUBTRACTING FROM 110)

AGE OF RESPONDENT	FREQUENCY	PERCENT
18 to 45.....	79.....	19.6%
46 to 55.....	122.....	30.6%
56 to 65.....	114.....	28.6%
66 or older.....	85.....	21.2%
	(Mean 54.969)	
	(Median 54.935)	

10. Are you married or single?

MARITAL STATUS	FREQUENCY	PERCENT
Married.....	291.....	72.8%
Single.....	109.....	27.2%

11. GENDER (USUALLY DO NOT NEED TO ASK).....

GENDER	FREQUENCY	PERCENT
Male.....	200.....	50.0%
Female.....	200.....	50.0%

THE FOLLOWING VARIABLE IS CALCULATED USING THE MARITAL AND GENDER VARIABLES

MARITAL BY GENDER	FREQUENCY	PERCENT
Married Males.....	146.....	36.4%
Married Females.....	146.....	36.4%
Single Males.....	54.....	13.6%
Single Females.....	54.....	13.6%

This completes the survey. Thank you for helping us -- goodbye.