



THE ALASKA SURVEY

4TH QUARTER 2016

Hello, my name is _____ and I'm calling for Alaska Survey Research, an Alaska public opinion research firm. We are conducting a public opinion survey today called the Alaska Survey. The survey concerns a variety of different topics that you'll probably find interesting.

IF CELLPHONE RESPONDENT... We'd like to get your input to the survey as a cellphone respondent. We've deliberately called you on the weekend so that hopefully we're not using up your minutes, and we'd like to ask if you can safely respond to the survey where you are right now.

IF LANDLINE RESPONDENT... Is this a residential telephone? IF "YES", CONTINUE... If they are available, I'd like to speak with the youngest male aged 18 or older in your household. (IF AVAILABLE, SWITCH AND REPEAT INTRO. IF NOT AVAILABLE...) How about the youngest female aged 18 or older? (IF AVAILABLE, SWITCH AND REPEAT INTRO. IF NOT AVAILABLE, CONTINUE WITH RESPONDENT.)

All phone numbers used for this survey were randomly generated. We don't know your name, but your opinions are important to us, and we'd appreciate your participation if that's OK with you. Of course, your responses will be completely confidential.

S1. What is the zipcode where you live?

AREAS OF ALASKA:		
	Count	%
Southeast	79	10.5%
Rural	72	9.6%
Southcentral	192	25.6%
Anchorage	306	40.9%
Fairbanks	101	13.4%

1A. Do you approve or disapprove of the health care law passed by Barack Obama and Congress in 2010?

	APPROVE OR DISAPPROVE OF OBAMA HEALTH CARE LAW:	
	Count	%
Approve	240	32.3%
Disapprove	446	60.0%
Not sure	57	7.7%

1B. What, if anything, do you think Congress should do with the law now: expand it, leave it as is, or repeal it?

	WHAT SHOULD HAPPEN WITH HEALTH CARE LAW?	
	Count	%
Expand it	182	24.7%
Leave it as is	109	14.8%
Repeal it	375	50.8%
Not sure	71	9.6%

The following questions are for statistical purposes only.

2A. (IF LANDLINE, THEN ASK...) Do you use a cellphone?

2B. (IF CELLPHONE, THEN ASK...) Do you have a landline telephone in your home?

2C. (IF YES TO EITHER 2A OR 2B, THEN ASK...) On which line do you conduct most of your day-to-day telephone communication, your landline or your cellphone?

	LANDLINE/CELL STATUS:	
	Count	%
Land only	31	4.1%
Both - land dominant	68	9.1%
Both - cell dominant	216	28.8%
Cell only	435	58.0%

3. Think about what types of advertising you normally notice and pay attention to the most. Would you say you notice ____ (READ AND ROTATE LIST) the most?

	ADVERTISING NOTICE MOST:	
	Count	%
Newspaper	61	8.2%
Direct mail	47	6.4%
TV ads	238	32.4%
Radio ads	130	17.7%
Internet ads	226	30.7%
Not sure	34	4.6%

4A. Do you watch TV a lot, a fair amount, a little or none?

	DO YOU WATCH TV...	
	Count	%
A lot	71	9.7%
A fair amount	229	31.1%
A little	295	40.0%
None	142	19.2%

4B. (IF A LOT, SOME OR A LITTLE, THEN ASK...) What TV channel do you watch most often?

	MOST WATCHED TV CHANNEL:	
	Count	%
KTUU Channel 2	68	11.6%
KTBY Channel 4	8	1.3%
KYES Channel 5	1	.2%
KAKM Channel 7	11	1.9%
KTVA Channel 11	33	5.6%
KYUR Channel 13	14	2.4%
KFXF Fairbanks Channel 7	6	1.0%
KTVF Fairbanks Channel 11	19	3.2%
KUAC Fairbanks Channel 9	9	1.5%
KXD Fairbanks Channel 13	7	1.3%
KJUD Southeast Channel 8	2	.3%
KTOO Southeast Channel 10	2	.3%
History	21	3.5%
Discovery	20	3.4%
CNN	17	2.9%
Fox News	35	6.0%
MSNBC	4	.7%
ESPN	26	4.5%
TNT	1	.1%
USA	4	.8%
Comedy	8	1.4%
Lifetime	3	.6%
Cartoon Network	9	1.5%
Food	10	1.6%
HGTV	17	2.9%
HBO	14	2.4%
MTV	2	.3%
National Geographic	6	1.0%
TLC	2	.3%
Outdoor Channel	5	.8%
Disney	4	.7%
CW	5	.8%

(continued)

MOST WATCHED TV CHANNEL:		
	Count	%
KATH Juneau Channel 15	5	.8%
Animal Planet	5	.8%
AMC	3	.5%
Bravo	2	.4%
Travel Channel	1	.1%
CNBC	1	.2%
Golf Channel	0	.0%
Hallmark	14	2.3%
Investigation Discovery	4	.6%
Military Channel	0	.1%
Nick Jr	1	.2%
Syfy	3	.5%
Showtime	2	.3%
Smithsonian	1	.1%
Filipino Channel	1	.2%
TruTV	7	1.2%
TVLand	0	.1%
Weather Channel	2	.3%
Western Channel	0	.1%
FX	3	.5%
ARCS	2	.4%
Spike	1	.1%
Create	1	.2%
Starz	2	.3%
Fox Business	1	.1%
Fox Sports 1	3	.4%
NFL Network	4	.7%
Science Channel	1	.1%
NHL Network	2	.3%
C-Span	1	.2%
Netflix	27	4.6%
The Blaze	1	.1%
Hulu	7	1.2%
Football channels	1	.2%
Disney Jr	8	1.3%
360 North	1	.2%
Amazon	2	.4%
Free speech	0	.0%
Streaming/Internet	3	.4%
CNN Headline News	1	.1%
KACN - Me TV	1	.2%
One America News	5	.8%
Justice Network	1	.1%
Freeform	2	.4%
Credo	0	.0%
Grit TV	0	.0%
Crime and Investigation	1	.2%
Studio Channel	1	.2%
Baby First TV	1	.2%
Viceland	1	.1%
Local Channel 11 Sitka	1	.2%
Mostly news	7	1.2%
Mostly sports	6	.9%
Mostly movies	5	.9%
Local channels	0	.0%
Not sure	43	7.3%

4C. Do you have cable TV, satellite TV, or neither?

	HAVE CABLE OR SATELLITE TV?	
	Count	%
Cable TV	319	43.3%
Satellite TV	149	20.2%
Neither	260	35.3%
Not sure	9	1.2%

4D. (IF SATELLITE, THEN ASK...) What satellite service do you have, Dish Network, DirecTV or something else?

	WHAT TYPE OF SATELLITE TV?	
	Count	%
Dish Network	76	52.1%
DirecTV	67	45.6%
Other	2	1.3%
Not sure	1	1.0%

5A. Do you listen to the radio a lot, a fair amount, a little or none?

	DO YOU LISTEN TO THE RADIO...	
	Count	%
A lot	152	20.7%
A fair amount	225	30.7%
A little	253	34.4%
None	105	14.2%

5B. (IF A LOT, SOME OR A LITTLE, THEN ASK...) What radio station do you listen to most often?

	MOST LISTENED TO RADIO STATION:	
	Count	%
KAFC 93.7 FM	5	.8%
KAKL 88.5 FM	15	2.4%
KASH 107.5 FM	11	1.7%
KATB 89.3 FM	0	.0%
KBBO 92.1 FM	13	2.1%
KBFX 100.5 FM	13	2.1%
KBRJ 104.1 FM	16	2.6%
KBYR 700 AM	4	.7%
KTMB 102.1 FM	1	.2%
KENI 650 AM	28	4.4%
KFAT 92.9 FM	13	2.1%
KFQD 750 AM/103.7 FM	18	2.9%
KGOT 101.3 FM	37	5.9%

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	MOST LISTENED TO RADIO STATION:	
	Count	%
KHAR 590 AM	1	.1%
KLEF 98.1 FM	1	.2%
KYKA 104.9 FM	10	1.7%
KMXS 103.1 FM	6	1.0%
KNBA 90.3 FM	7	1.1%
KNIK 87.7 FM	2	.2%
KMVN 105.7 FM	16	2.5%
KOOL 97.3 FM	9	1.5%
KRUA 88.1 FM	2	.4%
KSKA 91.1 FM	51	8.2%
KTZN 550 AM	4	.6%
KWHL 106.5 FM	21	3.4%
KXLW 96.3 FM	2	.4%
KYMVG 98.9 FM	10	1.5%
KZND 94.7 FM	9	1.5%
KAYO 100.9 FM	10	1.5%
KBBI 890 AM	3	.6%
KDLL 91.9 FM	6	1.0%
KFSE 106.9 FM	9	1.5%
KKIS 96.5 FM	3	.5%
KMBQ 99.7 FM	5	.8%
KPEN 101.7 FM	2	.3%
KSRM 920 AM	4	.7%
KTNA 88.9 AM	3	.4%
KWHQ 100.1 FM	1	.2%
KWVW 103.5 FM	1	.2%
KXBA 93.3 FM	7	1.1%
KAKL 88.5 FM	2	.4%
KAKQ 101.1 FM	8	1.2%
KCBF 820 AM	3	.5%
KDJF 93.5 FM	4	.6%
KIAK 102.5 FM	4	.6%
KIAM 91.9 FM	1	.2%
KJNP 1170 AM/100.3 FM	5	.8%
KFBX 970 AM	8	1.3%
KKED 104.7 FM	4	.6%
KSUA 91.5 FM	1	.2%
KTDZ 103.9 FM	6	1.0%
KUAC 89.9 FM	17	2.7%
KWLF 98.1 FM	6	1.0%
KXLW 95.9 FM	7	1.2%
KYSC 96.9 FM	1	.2%
KFMJ 99.9 FM	1	.1%
KFSK 100.9 FM	1	.2%
KSTK 101.7 FM	2	.4%
KHNS 102.3 FM	2	.3%
KTOO 104.3 FM	16	2.6%
KCAW 104.7 FM	7	1.1%
KTKU 105.1 FM	4	.7%
KRBD 105.3 FM	1	.2%
KSUP 106.3 FM	3	.5%
KJNO 630 AM	2	.3%
KINY 800 AM	6	.9%
KIFW 1230 AM	2	.3%
KVOK 560 AM	2	.4%
KDLG 670 AM	3	.5%
KYUK 640 AM	6	.9%
KOTZ 720 AM	2	.4%
KCHU 770 AM	3	.4%
KNOM 780 AM	5	.9%
KCAM 790 AM	0	.0%
KICY 850 AM	4	.6%
KSKO 870 AM/89.5 FM	1	.1%
KVAK 1230 AM/93.3 FM	2	.4%
KLAM 1450 AM	0	.0%

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	MOST LISTENED TO RADIO STATION:	
	Count	%
KXGA 90.5 FM	1	.2%
KBRW 680 AM/91.9 FM	6	.9%
KMXT 100.1 FM	4	.6%
KRXX 101.1 FM	1	.1%
KAKN 100.9 FM	1	.1%
Moody K220AD 91.9 FM	1	.2%
K-Love 88.1 FM Ketchikan	3	.4%
KXXJ 1330 AM	1	.1%
KSDP 830 AM	2	.3%
KXLL 100.7 FM	1	.2%
Satellite/Sirius/XM	3	.5%
KWDD 94.3 FM	1	.1%
Internet radio	5	.9%
Pandora	3	.5%
KUHB 91.9 FM	3	.5%
KAKI 88.1 FM	0	.1%
Moody K257ES 99.3 FM	1	.2%
KDHS 95.5 FM	1	.1%
KNLT 95.5 FM	1	.1%
KIBH 91.7 FM	2	.3%
slacker.com	1	.1%
Not sure/No favorite station	51	8.1%

6A. How many times per week, out of seven, do you read the print version of the Alaska Dispatch News?

	ALASKA DISPATCH NEWS READS PER WEEK:	
	Count	%
Don't read	493	67.2%
1-3 reads	115	15.6%
4-6 reads	34	4.7%
Every day	73	10.0%
Not sure	18	2.5%

Mean = 1.19

6B. How many times per week, out of seven, do you read the Alaska Dispatch News online?

	ALASKA DISPATCH NEWS ONLINE READS PER WEEK:	
	Count	%
Don't read	347	47.5%
1-3 reads	199	27.2%
4-6 reads	82	11.3%
Every day	93	12.7%
Not sure	10	1.4%

Mean = 1.92

7A. On average, how many hours a day do you use a computer or mobile device to go online? (LESS THAN 1 HOUR BUT NOT ZERO = 1)

	HOURS PER DAY SPENT ONLINE:		
	Count	%	
None	62	8.5%	Mean = 4.65 hours
1 hour or less	117	16.0%	
2-3 hours	207	28.3%	
4+ hours	328	44.8%	
Not sure	18	2.5%	

7B. (IF NOT NONE, THEN ASK...) Do you use the Internet for _____?

Shopping:

	USE INTERNET FOR SHOPPING?		
	Count	%	
Yes	533	72.7%	
No	138	18.8%	
Don't use internet	62	8.5%	

News:

	USE INTERNET FOR NEWS?		
	Count	%	
Yes	548	74.6%	
No	124	16.9%	
Don't use internet	62	8.5%	

Watching TV or movies:

	USE INTERNET FOR TV AND MOVIES?		
	Count	%	
Yes	377	51.4%	
No	295	40.2%	
Don't use internet	62	8.5%	

Social networking, such as Facebook:

	USE INTERNET FOR SOCIAL NETWORKING?	
	Count	%
Yes	505	68.8%
No	167	22.7%
Don't use internet	62	8.5%

8. (IF CALL IS ON CELL OR 2A IS YES, THEN ASK...) Do you use your cellphone for _____?

Texting:

	USE CELLPHONE FOR TEXTING?	
	Count	%
Yes	647	88.3%
No	55	7.5%
Don't use cellphone	31	4.2%

Going online:

	USE CELLPHONE FOR GOING ONLINE?	
	Count	%
Yes	576	78.5%
No	126	17.2%
Don't use cellphone	31	4.2%

9A. Are you registered to vote in the State of Alaska?

	REGISTERED TO VOTE?	
	Count	%
Yes	599	80.0%
No	150	20.0%

9B. (IF REGISTERED TO VOTE...) What is your registered party affiliation? Are you a Democrat, a Republican, are you registered with a different party, or are you no party?

	PARTY AFFILIATION:	
	Count	%
Democrat	88	15.1%
Republican	171	29.4%
Other party	37	6.3%
No party	288	49.3%

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

	POLITICAL IDEOLOGY:	
	Count	%
Conservative	250	34.6%
Moderate	316	43.7%
Progressive	157	21.8%

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

	ALASKA RESIDENCY:	
	Count	%
Less than 15 years	177	24.6%
15-30 years	258	35.9%
More than 30 years	284	39.5%

Mean = 27.2 years

12. In what year were you born?

	AGE OF RESPONDENT:	
	Count	%
18-24	96	13.8%
25-34	129	18.6%
35-44	133	19.1%
45-54	151	21.7%
55-64	111	16.0%
65+	75	10.8%

Mean = 43.9 years

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

CHILDREN IN HOUSEHOLD:			
	Count	%	
None	428	60.2%	Mean = 0.89
One or more	283	39.8%	

14. Are you married or single?

MARITAL STATUS:		
	Count	%
Married	376	52.8%
Single	336	47.2%

15. In which of the following broad categories does your household income fall?

ANNUAL HOUSEHOLD INCOME:			
	Count	%	
\$0-20,000	83	12.4%	Median = \$66,000
\$20-40,000	96	14.4%	
\$40-60,000	103	15.4%	
\$60-80,000	114	17.1%	
\$80-100,000	82	12.3%	
\$100-150,000	78	11.6%	
\$150,000+	76	11.3%	
Not sure	37	5.6%	

16. Which one of the following best describes your race?

ETHNICITY:		
	Count	%
White	469	66.9%
Black	13	1.9%
Asian	19	2.7%
Hawaiian/Pacific Islander	13	1.9%
Native/American Indian	72	10.3%
Combination	79	11.3%
Some other race	35	5.0%

17. GENDER...

GENDER OF RESPONDENT:		
	Count	%
Male	388	51.7%
Female	362	48.3%

That completes the survey. I have a telephone number for Alaska Survey Research that you can call with any comments, compliments or complaints. Would you like the number?

Thank you very much for your help. Goodbye.

CROSSTABULATION TABLES
OBAMA HEALTH CARE LAW
Row Percents

	APPROVE OR DISAPPROVE OF OBAMA HEALTH CARE LAW:			Total
	Approve	Dis- approve	Not sure	Col %
	Row %	Row %	Row %	
AREAS OF ALASKA:				
Southeast	35.2%	63.6%	1.2%	10.5%
Rural	35.3%	53.4%	11.3%	9.3%
Southcentral	22.8%	71.1%	6.2%	25.6%
Anchorage	36.2%	53.9%	10.0%	41.1%
Fairbanks	34.3%	59.6%	6.1%	13.6%
REGISTERED TO VOTE?				
Yes	32.0%	62.0%	6.0%	80.2%
No	33.5%	51.9%	14.6%	19.8%
LANDLINE/CELL STATUS:				
Land only	53.3%	36.7%	10.0%	4.2%
Both - land dominant	40.5%	57.1%	2.4%	9.2%
Both - cell dominant	30.9%	62.7%	6.3%	28.6%
Cell only	30.2%	60.8%	9.0%	58.1%
ADVERTISING NOTICE MOST:				
Newspaper	43.4%	50.6%	6.0%	8.3%
Direct mail	32.9%	58.4%	8.7%	6.5%
TV ads	31.1%	62.8%	6.1%	32.1%
Radio ads	23.5%	68.5%	8.0%	17.8%
Internet ads	34.7%	55.8%	9.5%	30.9%
Not sure	42.3%	48.9%	8.8%	4.4%
DO YOU WATCH TV...				
A lot	37.2%	49.0%	13.9%	9.7%
A fair amount	39.2%	54.4%	6.4%	31.1%
A little	25.2%	68.1%	6.7%	40.2%
None	32.6%	58.3%	9.2%	19.0%
HAVE CABLE OR SATELLITE TV?				
Cable TV	33.5%	58.9%	7.6%	43.1%
Satellite TV	22.5%	69.7%	7.8%	20.2%
Neither	35.5%	56.7%	7.8%	35.5%
Not sure	48.2%	37.6%	14.2%	1.2%
WHAT TYPE OF SATELLITE TV?				
Dish Network	23.7%	66.8%	9.4%	51.7%
DirecTV	20.7%	72.6%	6.7%	46.0%
Other	37.0%	63.0%		1.3%
Not sure	59.1%	40.9%		1.0%
DO YOU LISTEN TO THE RADIO...				
A lot	36.4%	59.2%	4.4%	20.8%
A fair amount	31.7%	60.3%	8.0%	30.6%
A little	27.2%	63.3%	9.6%	34.5%
None	38.8%	53.3%	7.8%	14.1%
Total	32.3%	60.0%	7.7%	100.0%

	APPROVE OR DISAPPROVE OF OBAMA HEALTH CARE LAW:			Total
	Approve	Dis- approve	Not sure	Col %
	Row %	Row %	Row %	
ALASKA DISPATCH NEWS READS PER WEEK:				
Don't read	27.5%	65.5%	7.0%	67.0%
1-3 reads	44.4%	45.1%	10.6%	15.7%
4-6 reads	38.3%	61.7%		4.7%
Every day	41.5%	50.4%	8.1%	10.1%
Not sure	28.9%	44.4%	26.7%	2.5%
ALASKA DISPATCH NEWS ONLINE READS PER WEEK:				
Don't read	25.4%	66.4%	8.1%	47.4%
1-3 reads	36.8%	56.8%	6.4%	27.3%
4-6 reads	39.3%	49.1%	11.6%	11.1%
Every day	38.0%	56.1%	5.8%	12.7%
Not sure	53.2%	34.4%	12.4%	1.4%
HOURS PER DAY SPENT ONLINE:				
None	20.5%	66.5%	12.9%	8.5%
1 hour or less	29.0%	66.9%	4.1%	16.1%
2-3 hours	32.5%	60.2%	7.2%	28.0%
4+ hours	35.8%	56.2%	8.1%	44.9%
Not sure	25.1%	58.4%	16.5%	2.5%
USE INTERNET FOR SHOPPING?				
Yes	34.1%	59.2%	6.7%	72.7%
No	29.7%	60.7%	9.6%	18.8%
Don't use internet	20.5%	66.5%	12.9%	8.5%
USE INTERNET FOR NEWS?				
Yes	34.1%	59.6%	6.3%	74.7%
No	29.3%	58.9%	11.8%	16.7%
Don't use internet	20.5%	66.5%	12.9%	8.5%
USE INTERNET FOR TV AND MOVIES?				
Yes	38.1%	53.9%	8.0%	51.5%
No	26.9%	66.6%	6.5%	40.0%
Don't use internet	20.5%	66.5%	12.9%	8.5%
USE INTERNET FOR SOCIAL NETWORKING?				
Yes	32.4%	59.9%	7.8%	69.0%
No	35.8%	58.3%	5.9%	22.4%
Don't use internet	20.5%	66.5%	12.9%	8.5%
USE CELLPHONE FOR TEXTING?				
Yes	30.4%	61.8%	7.8%	88.2%
No	40.8%	53.0%	6.2%	7.5%
Don't use cellphone	53.3%	36.7%	10.0%	4.3%
USE CELLPHONE FOR GOING ONLINE?				
Yes	31.9%	60.4%	7.7%	78.6%
No	28.0%	64.4%	7.6%	17.2%
Don't use cellphone	53.3%	36.7%	10.0%	4.3%
Total	32.3%	60.0%	7.7%	100.0%

	APPROVE OR DISAPPROVE OF OBAMA HEALTH CARE LAW:			Total
	Approve	Dis- approve	Not sure	Col %
	Row %	Row %	Row %	
PARTY AFFILIATION:				
Democrat	77.4%	18.7%	3.8%	15.1%
Republican	5.6%	91.9%	2.5%	29.4%
Other party	5.0%	78.4%	16.6%	6.3%
No party	37.7%	54.7%	7.6%	49.2%
POLITICAL IDEOLOGY:				
Conservative	8.0%	89.5%	2.5%	34.4%
Moderate	33.6%	53.4%	13.1%	43.8%
Progressive	67.2%	28.2%	4.6%	21.8%
ALASKA RESIDENCY:				
Less than 15 years	36.0%	56.7%	7.3%	24.4%
15-30 years	29.7%	60.0%	10.4%	35.9%
More than 30 years	32.2%	63.6%	4.2%	39.7%
AGE OF RESPONDENT:				
18-34	32.6%	55.8%	11.7%	32.2%
35-44	22.2%	68.4%	9.5%	19.2%
45-54	36.9%	58.8%	4.3%	21.8%
55+	36.7%	59.8%	3.4%	26.9%
CHILDREN IN HOUSEHOLD:				
None	34.1%	59.0%	6.8%	60.3%
One or more	30.8%	61.0%	8.2%	39.7%
MARITAL STATUS:				
Married	29.4%	63.8%	6.7%	52.7%
Single	35.9%	55.6%	8.5%	47.3%
HOUSEHOLD INCOME:				
\$0-\$40,000	33.5%	56.5%	10.0%	26.6%
\$40,000-\$100,000	31.5%	60.5%	8.1%	44.9%
\$100,000+	30.8%	66.9%	2.3%	22.8%
Not sure	44.7%	41.5%	13.8%	5.6%
ETHNICITY OF RESPONDENT:				
White	32.2%	62.6%	5.3%	67.1%
Non-white	32.6%	54.7%	12.6%	32.9%
GENDER OF RESPONDENT:				
Male	32.0%	61.0%	7.0%	51.4%
Female	32.6%	59.0%	8.4%	48.6%
MARITAL STATUS BY GENDER:				
Married males	28.7%	66.8%	4.5%	26.2%
Married females	30.2%	60.9%	9.0%	26.5%
Single males	36.1%	54.7%	9.2%	24.7%
Single females	35.6%	56.7%	7.7%	22.5%
Total	32.3%	60.0%	7.7%	100.0%

CROSSTABULATION TABLES

WHAT SHOULD HAPPEN WITH HEALTH CARE LAW?

Row Percents

	WHAT SHOULD HAPPEN WITH HEALTH CARE LAW?				Total
	Expand it	Leave it as is	Repeal it	Not sure	Col %
	Row %	Row %	Row %	Row %	
AREAS OF ALASKA:					
Southeast	29.0%	19.5%	40.4%	11.1%	10.4%
Rural	10.2%	25.4%	51.0%	13.4%	9.5%
Southcentral	20.9%	6.1%	64.1%	8.9%	25.7%
Anchorage	28.0%	19.2%	45.5%	7.3%	41.4%
Fairbanks	29.3%	6.6%	49.5%	14.6%	13.0%
REGISTERED TO VOTE?					
Yes	26.2%	12.3%	53.7%	7.8%	80.0%
No	19.0%	25.1%	39.1%	16.8%	20.0%
LANDLINE/CELL STATUS:					
Land only	23.5%	32.5%	33.0%	11.0%	4.0%
Both - land dominant	30.8%	10.8%	51.3%	7.2%	9.1%
Both - cell dominant	21.8%	12.9%	56.2%	9.2%	28.8%
Cell only	25.4%	15.2%	49.3%	10.1%	58.1%
ADVERTISING NOTICE MOST:					
Newspaper	24.5%	17.9%	51.1%	6.5%	8.3%
Direct mail	15.6%	28.8%	39.7%	15.9%	6.2%
TV ads	23.6%	12.8%	53.4%	10.2%	32.5%
Radio ads	21.6%	14.6%	56.6%	7.3%	17.9%
Internet ads	31.3%	11.0%	48.4%	9.3%	30.7%
Not sure	19.3%	29.4%	34.7%	16.6%	4.5%
DO YOU WATCH TV...					
A lot	30.9%	23.7%	38.0%	7.3%	9.8%
A fair amount	27.5%	13.7%	48.1%	10.7%	31.1%
A little	21.0%	13.2%	56.4%	9.4%	40.0%
None	26.0%	14.1%	50.0%	9.9%	19.1%
HAVE CABLE OR SATELLITE TV?					
Cable TV	27.7%	12.6%	50.4%	9.3%	43.1%
Satellite TV	13.6%	16.2%	58.7%	11.4%	20.1%
Neither	28.1%	15.6%	47.3%	9.1%	35.6%
Not sure	29.5%	25.1%	31.3%	14.2%	1.2%
WHAT TYPE OF SATELLITE TV?					
Dish Network	9.7%	16.6%	59.5%	14.1%	51.3%
DirectTV	18.0%	12.2%	60.3%	9.4%	46.4%
Other	37.0%		63.0%		1.3%
Not sure		59.1%	40.9%		1.0%
DO YOU LISTEN TO THE RADIO...					
A lot	27.3%	12.7%	55.8%	4.1%	20.9%
A fair amount	29.3%	12.4%	47.5%	10.8%	30.9%
A little	22.4%	15.2%	53.0%	9.3%	34.3%
None	17.9%	19.8%	45.3%	17.1%	13.9%
Total	24.7%	14.8%	50.8%	9.6%	100.0%

	WHAT SHOULD HAPPEN WITH HEALTH CARE LAW?				Total
	Expand it	Leave it as is	Repeal it	Not sure	Col %
	Row %	Row %	Row %	Row %	
ALASKA DISPATCH NEWS READS PER WEEK:					
Don't read	24.0%	11.8%	53.6%	10.5%	66.9%
1-3 reads	30.3%	21.7%	41.6%	6.4%	15.8%
4-6 reads	32.5%	5.8%	60.2%	1.5%	4.7%
Every day	23.2%	20.7%	45.9%	10.2%	10.1%
Not sure	10.1%	19.5%	43.2%	27.2%	2.4%
ALASKA DISPATCH NEWS ONLINE READS PER WEEK:					
Don't read	19.9%	13.8%	54.0%	12.2%	47.7%
1-3 reads	25.5%	13.7%	51.6%	9.1%	27.4%
4-6 reads	37.0%	20.6%	39.4%	3.0%	11.2%
Every day	29.6%	12.3%	51.8%	6.3%	12.3%
Not sure	55.8%	11.5%	14.7%	17.9%	1.4%
HOURS PER DAY SPENT ONLINE:					
None	12.9%	25.8%	44.9%	16.4%	8.6%
1 hour or less	15.6%	15.8%	61.4%	7.2%	16.1%
2-3 hours	28.6%	10.3%	48.1%	12.9%	28.0%
4+ hours	29.2%	14.6%	49.6%	6.6%	44.8%
Not sure	12.9%	10.2%	49.8%	27.2%	2.5%
USE INTERNET FOR SHOPPING?					
Yes	29.4%	11.0%	51.4%	8.2%	72.6%
No	13.7%	22.1%	51.3%	12.9%	18.9%
Don't use internet	12.9%	25.8%	44.9%	16.4%	8.6%
USE INTERNET FOR NEWS?					
Yes	27.2%	12.6%	52.4%	7.8%	74.6%
No	21.4%	16.6%	46.7%	15.2%	16.9%
Don't use internet	12.9%	25.8%	44.9%	16.4%	8.6%
USE INTERNET FOR TV AND MOVIES?					
Yes	30.0%	16.4%	45.2%	8.4%	51.2%
No	21.2%	9.4%	59.3%	10.2%	40.2%
Don't use internet	12.9%	25.8%	44.9%	16.4%	8.6%
USE INTERNET FOR SOCIAL NETWORKING?					
Yes	26.8%	13.7%	50.9%	8.6%	69.1%
No	23.9%	12.3%	52.8%	11.0%	22.3%
Don't use internet	12.9%	25.8%	44.9%	16.4%	8.6%
USE CELLPHONE FOR TEXTING?					
Yes	25.3%	12.8%	51.8%	10.1%	88.4%
No	22.5%	23.7%	48.2%	5.6%	7.6%
Don't use cellphone	23.5%	32.5%	33.0%	11.0%	4.1%
USE CELLPHONE FOR GOING ONLINE?					
Yes	25.9%	13.9%	50.5%	9.6%	78.8%
No	21.1%	12.4%	56.1%	10.3%	17.2%
Don't use cellphone	23.5%	32.5%	33.0%	11.0%	4.1%
Total	24.7%	14.8%	50.8%	9.6%	100.0%

	WHAT SHOULD HAPPEN WITH HEALTH CARE LAW?				Total
	Expand it	Leave it as is	Repeal it	Not sure	Col %
	Row %	Row %	Row %	Row %	
PARTY AFFILIATION:					
Democrat	60.3%	21.4%	16.7%	1.6%	15.0%
Republican	5.4%	6.2%	84.0%	4.4%	29.6%
Other party	3.0%	13.6%	75.5%	7.8%	6.3%
No party	32.4%	12.7%	42.8%	12.2%	49.1%
POLITICAL IDEOLOGY:					
Conservative	4.7%	7.9%	82.0%	5.4%	34.6%
Moderate	25.5%	19.4%	42.8%	12.3%	43.5%
Progressive	57.0%	13.9%	18.4%	10.7%	21.9%
ALASKA RESIDENCY:					
Less than 15 years	29.0%	15.1%	43.6%	12.3%	24.6%
15-30 years	25.4%	15.6%	51.6%	7.3%	35.6%
More than 30 years	22.9%	13.0%	56.2%	7.9%	39.7%
AGE OF RESPONDENT:					
18-34	25.0%	20.5%	43.8%	10.6%	32.1%
35-44	19.3%	7.8%	59.1%	13.8%	19.3%
45-54	30.2%	9.1%	54.5%	6.2%	22.0%
55+	28.8%	16.5%	48.9%	5.8%	26.5%
CHILDREN IN HOUSEHOLD:					
None	27.5%	15.4%	48.2%	8.9%	60.2%
One or more	23.0%	12.4%	54.5%	10.2%	39.8%
MARITAL STATUS:					
Married	24.6%	10.1%	55.0%	10.3%	52.7%
Single	26.2%	18.7%	46.2%	8.9%	47.3%
HOUSEHOLD INCOME:					
\$0-\$40,000	23.0%	20.6%	45.0%	11.4%	26.7%
\$40,000-\$100,000	28.1%	11.5%	53.1%	7.2%	44.8%
\$100,000+	28.6%	8.1%	59.7%	3.6%	22.8%
Not sure	18.8%	30.2%	20.5%	30.5%	5.6%
ETHNICITY OF RESPONDENT:					
White	28.9%	11.6%	52.9%	6.6%	66.8%
Non-white	18.3%	19.7%	47.3%	14.7%	33.2%
GENDER OF RESPONDENT:					
Male	21.8%	13.6%	53.8%	10.8%	51.6%
Female	27.9%	16.1%	47.6%	8.4%	48.4%
MARITAL STATUS BY GENDER:					
Married males	22.4%	7.4%	59.1%	11.1%	26.5%
Married females	26.9%	12.9%	50.8%	9.5%	26.2%
Single males	22.4%	18.1%	48.4%	11.0%	24.6%
Single females	30.4%	19.3%	43.8%	6.5%	22.7%
Total	24.7%	14.8%	50.8%	9.6%	100.0%