



## 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%

1. Do you think it should be legal or not legal for same-sex couples to marry?

LEGAL OR NOT LEGAL FOR SAME SEX COUPLES TO MARRY?		
	Count	%
Legal	503	69.0%
Not legal	171	23.5%
Not sure	54	7.5%

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%
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%

(continued)

MOST WATCHED TV CHANNEL:		
	Count	%
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	%
K AFC 93.7 FM	5	.8%
K AKL 88.5 FM	15	2.4%
K ASH 107.5 FM	11	1.7%
K ATB 89.3 FM	0	.0%
K BBO 92.1 FM	13	2.1%
K BFX 100.5 FM	13	2.1%
K BRJ 104.1 FM	16	2.6%
K BYR 700 AM	4	.7%
K TMB 102.1 FM	1	.2%
K ENI 650 AM	28	4.4%
K FAT 92.9 FM	13	2.1%
K FQD 750 AM/103.7 FM	18	2.9%
K GOT 101.3 FM	37	5.9%
K HAR 590 AM	1	.1%
K LEF 98.1 FM	1	.2%
K YKA 104.9 FM	10	1.7%
K MXS 103.1 FM	6	1.0%
K NBA 90.3 FM	7	1.1%
K NIK 87.7 FM	2	.2%
K MVN 105.7 FM	16	2.5%
K OOL 97.3 FM	9	1.5%
K RUA 88.1 FM	2	.4%
K SKA 91.1 FM	51	8.2%
K TZN 550 AM	4	.6%
K WHL 106.5 FM	21	3.4%
K XLW 96.3 FM	2	.4%
K YMG 98.9 FM	10	1.5%
K ZND 94.7 FM	9	1.5%
K AYO 100.9 FM	10	1.5%
K BBI 890 AM	3	.6%
K DLL 91.9 FM	6	1.0%
K FSE 106.9 FM	9	1.5%
K KIS 96.5 FM	3	.5%
K MBQ 99.7 FM	5	.8%
K PEN 101.7 FM	2	.3%
K SRM 920 AM	4	.7%
K TNA 88.9 AM	3	.4%
K WHQ 100.1 FM	1	.2%
K WV 103.5 FM	1	.2%
K XBA 93.3 FM	7	1.1%
K AKL 88.5 FM	2	.4%
K AKQ 101.1 FM	8	1.2%
K CBF 820 AM	3	.5%

(continued)

MOST LISTENED TO RADIO STATION:		
	Count	%
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%
KXLR 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%
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%
1 hour or less	117	16.0%
2-3 hours	207	28.3%
4+ hours	328	44.8%
Not sure	18	2.5%

Mean = 4.65 hours

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%
One or more	283	39.8%

Mean = 0.89

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%
\$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%

Median = \$66,000

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  
SAME-SEX MARRIAGE  
Row Percents

	LEGAL OR NOT LEGAL FOR SAME SEX COUPLES TO MARRY?			Total
	Legal	Not legal	Not sure	Col %
	Row %	Row %	Row %	
AREAS OF ALASKA:				
Southeast	76.3%	20.6%	3.1%	10.6%
Rural	57.7%	37.9%	4.4%	8.9%
Southcentral	56.6%	33.5%	9.9%	25.4%
Anchorage	75.8%	16.9%	7.3%	41.7%
Fairbanks	73.5%	18.0%	8.6%	13.4%
REGISTERED TO VOTE?				
Yes	70.1%	22.4%	7.4%	80.5%
No	64.6%	27.9%	7.5%	19.5%
LANDLINE/CELL STATUS:				
Land only	51.2%	41.0%	7.8%	4.3%
Both - land dominant	63.0%	28.8%	8.2%	9.2%
Both - cell dominant	62.1%	30.1%	7.7%	27.7%
Cell only	74.6%	18.3%	7.2%	58.8%
ADVERTISING NOTICE MOST:				
Newspaper	65.6%	31.7%	2.7%	8.3%
Direct mail	76.6%	21.6%	1.8%	6.6%
TV ads	64.1%	28.5%	7.4%	31.9%
Radio ads	68.1%	21.6%	10.3%	18.0%
Internet ads	77.2%	15.4%	7.4%	30.8%
Not sure	50.5%	34.0%	15.5%	4.5%
DO YOU WATCH TV...				
A lot	75.9%	18.5%	5.6%	9.8%
A fair amount	71.6%	20.8%	7.6%	30.4%
A little	67.4%	25.1%	7.5%	40.7%
None	64.2%	27.4%	8.4%	19.2%
HAVE CABLE OR SATELLITE TV?				
Cable TV	69.0%	23.2%	7.8%	43.3%
Satellite TV	60.5%	27.8%	11.7%	19.5%
Neither	74.7%	20.4%	4.9%	36.0%
Not sure	36.4%	57.3%	6.3%	1.2%
WHAT TYPE OF SATELLITE TV?				
Dish Network	48.5%	38.0%	13.5%	51.3%
DirecTV	71.3%	17.9%	10.7%	46.3%
Other	66.9%	33.1%		1.3%
Not sure	100.0%			1.0%
DO YOU LISTEN TO THE RADIO...				
A lot	71.2%	18.3%	10.5%	21.0%
A fair amount	70.0%	24.1%	6.0%	30.8%
A little	66.9%	25.8%	7.2%	34.6%
None	68.9%	25.3%	5.8%	13.6%
Total	69.0%	23.5%	7.5%	100.0%

	LEGAL OR NOT LEGAL FOR SAME SEX COUPLES TO MARRY?			Total
	Legal	Not legal	Not sure	Col %
	Row %	Row %	Row %	
ALASKA DISPATCH NEWS READS PER WEEK:				
Don't read	68.4%	23.3%	8.3%	66.7%
1-3 reads	69.1%	21.8%	9.1%	15.9%
4-6 reads	83.5%	15.1%	1.3%	4.8%
Every day	78.4%	20.1%	1.5%	10.1%
Not sure	27.6%	71.0%	1.4%	2.5%
ALASKA DISPATCH NEWS ONLINE READS PER WEEK:				
Don't read	63.5%	28.4%	8.1%	47.8%
1-3 reads	67.6%	23.8%	8.7%	26.9%
4-6 reads	82.3%	11.9%	5.8%	11.1%
Every day	83.4%	13.5%	3.1%	12.8%
Not sure	61.7%	38.3%		1.4%
HOURS PER DAY SPENT ONLINE:				
None	44.5%	39.2%	16.2%	8.5%
1 hour or less	60.5%	28.3%	11.2%	16.0%
2-3 hours	65.6%	27.2%	7.2%	27.9%
4+ hours	78.7%	17.0%	4.3%	45.0%
Not sure	62.7%	26.7%	10.6%	2.5%
USE INTERNET FOR SHOPPING?				
Yes	73.5%	20.4%	6.1%	72.7%
No	62.5%	29.1%	8.4%	18.8%
Don't use internet	44.5%	39.2%	16.2%	8.5%
USE INTERNET FOR NEWS?				
Yes	73.2%	20.5%	6.4%	74.6%
No	62.8%	29.9%	7.4%	16.9%
Don't use internet	44.5%	39.2%	16.2%	8.5%
USE INTERNET FOR TV AND MOVIES?				
Yes	80.2%	14.6%	5.1%	51.8%
No	59.6%	32.1%	8.4%	39.7%
Don't use internet	44.5%	39.2%	16.2%	8.5%
USE INTERNET FOR SOCIAL NETWORKING?				
Yes	75.4%	19.1%	5.4%	68.9%
No	58.5%	31.5%	10.0%	22.6%
Don't use internet	44.5%	39.2%	16.2%	8.5%
USE CELLPHONE FOR TEXTING?				
Yes	70.5%	22.1%	7.4%	88.3%
No	60.8%	32.6%	6.6%	7.4%
Don't use cellphone	51.2%	41.0%	7.8%	4.3%
USE CELLPHONE FOR GOING ONLINE?				
Yes	72.3%	21.1%	6.6%	78.8%
No	58.2%	31.2%	10.7%	16.9%
Don't use cellphone	51.2%	41.0%	7.8%	4.3%
Total	69.0%	23.5%	7.5%	100.0%

	LEGAL OR NOT LEGAL FOR SAME SEX COUPLES TO MARRY?			Total
	Legal	Not legal	Not sure	Col %
	Row %	Row %	Row %	
<b>PARTY AFFILIATION:</b>				
Democrat	85.4%	13.0%	1.6%	15.3%
Republican	49.8%	40.9%	9.3%	29.4%
Other party	49.5%	38.6%	11.9%	6.4%
No party	80.2%	12.6%	7.3%	49.0%
<b>POLITICAL IDEOLOGY:</b>				
Conservative	51.6%	38.7%	9.7%	34.3%
Moderate	70.4%	20.3%	9.3%	43.6%
Progressive	92.5%	7.5%		22.0%
<b>ALASKA RESIDENCY:</b>				
Less than 15 years	67.3%	25.5%	7.2%	24.2%
15-30 years	80.3%	15.9%	3.8%	36.4%
More than 30 years	60.8%	29.3%	10.0%	39.4%
<b>AGE OF RESPONDENT:</b>				
18-34	80.5%	15.4%	4.2%	32.4%
35-44	67.5%	27.6%	4.9%	19.4%
45-54	65.9%	23.5%	10.6%	21.4%
55+	62.9%	29.6%	7.5%	26.7%
<b>CHILDREN IN HOUSEHOLD:</b>				
None	71.2%	21.0%	7.8%	60.0%
One or more	68.5%	26.0%	5.5%	40.0%
<b>MARITAL STATUS:</b>				
Married	65.5%	26.9%	7.6%	52.5%
Single	74.7%	18.8%	6.5%	47.5%
<b>HOUSEHOLD INCOME:</b>				
\$0-\$40,000	68.2%	27.4%	4.4%	26.6%
\$40,000-\$100,000	69.5%	24.1%	6.4%	45.1%
\$100,000+	72.9%	18.9%	8.1%	22.6%
Not sure	71.4%	14.3%	14.3%	5.7%
<b>ETHNICITY OF RESPONDENT:</b>				
White	72.5%	20.9%	6.6%	67.2%
Non-white	64.2%	27.7%	8.1%	32.8%
<b>GENDER OF RESPONDENT:</b>				
Male	65.8%	24.4%	9.8%	51.1%
Female	72.4%	22.5%	5.0%	48.9%
<b>MARITAL STATUS BY GENDER:</b>				
Married males	61.0%	29.9%	9.2%	26.0%
Married females	70.0%	24.0%	6.0%	26.5%
Single males	72.7%	18.3%	9.0%	24.8%
Single females	76.8%	19.4%	3.8%	22.7%
Total	69.0%	23.5%	7.5%	100.0%