

PUBLIC OPINION SURVEY

IVAN MOORE RESEARCH

TEL: 278-4600

Hello, my name is _____ and I'm calling for Ivan Moore Research, an Alaska public opinion research firm. We're conducting a public opinion survey today that should take just a few minutes. Your opinions are important to us, and we'd appreciate your participation if that's OK with you, and of course your responses will be completely confidential.

S1. Is this a residential telephone?

IF "YES", CONTINUE...

IF "NO", TERMINATE...

S2. Are you registered to vote in the state of Alaska?

IF "YES", CONTINUE...

IF "NO", ASK FOR REGISTERED VOTER...

1. I'm first going to read you the names of some public figures, groups and organizations. Please tell me whether your feelings towards them are very positive, somewhat positive, somewhat negative or very negative, or if you have never heard of them?

4	3	2	1	0	WHO?
VERY	SOMEWHAT	NEUTRAL	SOMEWHAT	VERY	
POSITIVE	POSITIVE	NEUTRAL	NEGATIVE	NEGATIVE	

Sarah Palin:

SARAH PALIN'S RATING:		
	Count	%
Very positive	256	50.3%
Somewhat positive	199	39.0%
Neutral	30	6.0%
Somewhat negative	20	3.9%
Very negative	4	.8%

Mean = 3.341

2. What is your opinion on the Alaska Gasline Inducement Act, or AGIA? Do you think it is a good law that increases the chances of a gasline being built, or do you think it is flawed and will reduce the prospects for a gasline?

OPINION OF AGIA:		
	Count	%
Good law	253	49.7%
Flawed	107	21.1%
Not sure	149	29.2%

The following questions are for statistical purposes only.

3. What is your registered party affiliation?

PARTY AFFILIATION:		
	Count	%
Democrat	88	17.2%
Republican	169	33.1%
Other/No party	253	49.7%

4. When it comes to politics, do you consider yourself to be a conservative, a moderate or a progressive?

POLITICAL IDEOLOGY:		
	Count	%
Conservative	211	41.5%
Moderate	211	41.5%
Progressive	87	17.0%

5. In what year were you born?

AGE OF RESPONDENT:		
	Count	%
18-49	171	34.2%
50-58	163	32.7%
59+	165	33.1%

Mean = 53.7 years

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

NUMBER OF CHILDREN:		
	Count	%
None	331	65.5%
One or more	175	34.5%

7. Are you married or single?

MARITAL STATUS:		
	Count	%
Married	392	77.0%
Single	117	23.0%

8. GENDER...

GENDER OF RESPONDENT:		
	Count	%
Male	255	50.0%
Female	255	50.0%

That completes the survey. I have a telephone number for Ivan Moore Research that you can call with any comments, compliments or complaints. Would you like the number? **(278-4600)**

Thank you very much for your help. Goodbye.

THE FOLLOWING AREA VARIABLE WAS COMPUTED USING THE TELEPHONE PREFIX:

AREAS OF ALASKA:		
	Count	%
Southeast	65	12.8%
Rural Alaska	54	10.6%
MatSu-Kenai-Valdez	104	20.5%
Anchorage	211	41.5%
Fairbanks	74	14.6%

THE FOLLOWING MARITAL BY GENDER VARIABLE WAS COMPUTED USING MEASURED DATA:

MARITAL STATUS BY GENDER:		
	Count	%
Married males	196	38.5%
Married females	196	38.5%
Single males	59	11.5%
Single females	58	11.5%

	SARAH PALIN'S RATING:			Total
	Positive	Negative	Neutral	Col %
	Row %	Row %	Row %	
PARTY AFFILIATION:				
Democrat	79.1%	9.9%	11.1%	17.2%
Republican	93.8%	3.0%	3.2%	33.1%
Other/No party	89.9%	4.0%	6.1%	49.7%
POLITICAL IDEOLOGY:				
Conservative	94.8%	1.1%	4.1%	41.5%
Moderate	86.8%	5.5%	7.7%	41.5%
Progressive	82.1%	11.5%	6.4%	17.0%
AGE OF RESPONDENT:				
18-49	83.8%	7.2%	9.0%	34.2%
50-58	92.5%	3.3%	4.2%	32.7%
59+	91.3%	3.7%	5.0%	33.1%
NUMBER OF CHILDREN:				
None	91.6%	3.9%	4.4%	65.5%
One or more	84.8%	6.2%	9.1%	34.5%
MARITAL STATUS:				
Married	90.6%	4.4%	5.0%	77.0%
Single	85.2%	5.7%	9.2%	23.0%
GENDER OF RESPONDENT:				
Male	89.8%	4.4%	5.8%	50.0%
Female	88.9%	5.0%	6.2%	50.0%
MARITAL STATUS BY GENDER:				
Married males	91.8%	3.9%	4.3%	38.5%
Married females	89.3%	4.9%	5.8%	38.5%
Single males	83.0%	6.1%	10.9%	11.5%
Single females	87.3%	5.2%	7.5%	11.5%
AREAS OF ALASKA:				
Southeast	83.3%	5.2%	11.5%	12.8%
Rural Alaska	92.3%		7.7%	10.6%
MatSu-Kenai-Valdez	94.5%	3.3%	2.2%	20.5%
Anchorage	88.0%	6.7%	5.3%	41.5%
Fairbanks	88.8%	4.0%	7.3%	14.6%
Total	89.3%	4.7%	6.0%	100.0%

	OPINION OF AGIA:			Total
	Good law	Flawed	Not sure	Col %
	Row %	Row %	Row %	
PARTY AFFILIATION:				
Democrat	42.6%	31.2%	26.2%	17.2%
Republican	47.5%	22.1%	30.4%	33.1%
Other/No party	53.6%	16.9%	29.5%	49.7%
POLITICAL IDEOLOGY:				
Conservative	52.7%	21.0%	26.3%	41.5%
Moderate	50.2%	18.8%	31.0%	41.5%
Progressive	41.1%	26.8%	32.1%	17.0%
AGE OF RESPONDENT:				
18-49	46.7%	20.8%	32.5%	34.2%
50-58	45.1%	22.6%	32.3%	32.7%
59+	57.2%	20.7%	22.2%	33.1%
NUMBER OF CHILDREN:				
None	50.8%	21.2%	27.9%	65.5%
One or more	47.8%	21.1%	31.1%	34.5%
MARITAL STATUS:				
Married	51.9%	20.3%	27.8%	77.0%
Single	42.3%	23.8%	33.9%	23.0%
GENDER OF RESPONDENT:				
Male	52.3%	23.1%	24.6%	50.0%
Female	47.1%	19.0%	33.9%	50.0%
MARITAL STATUS BY GENDER:				
Married males	56.5%	21.6%	21.9%	38.5%
Married females	47.3%	18.9%	33.8%	38.5%
Single males	38.1%	28.1%	33.8%	11.5%
Single females	46.4%	19.5%	34.1%	11.5%
AREAS OF ALASKA:				
Southeast	45.7%	14.2%	40.1%	12.8%
Rural Alaska	60.5%	20.1%	19.4%	10.6%
MatSu-Kenai-Valdez	49.7%	20.5%	29.7%	20.5%
Anchorage	41.0%	27.2%	31.8%	41.5%
Fairbanks	70.0%	11.0%	19.0%	14.6%
Total	49.7%	21.1%	29.2%	100.0%