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Alaska Statewide Poll

Statewide likely general election voters

9/13/14-9/14/14 , n= 500 , m.o.e. +/- 4.38%

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Methodology

Hays Research Group was contracted by the Alaska AFL-CIO to conduct this telephone poll as a means to collect data on the attitudes toward candidates for public office among likely voters in the state of Alaska. This survey was fielded 9/13/14-9/14/14 among 500 registered voters in the state of Alaska who had voted in at least two of the last three statewide general elections. The sample size of 500 voters surveyed results in a margin of error of +/- 4.38%.

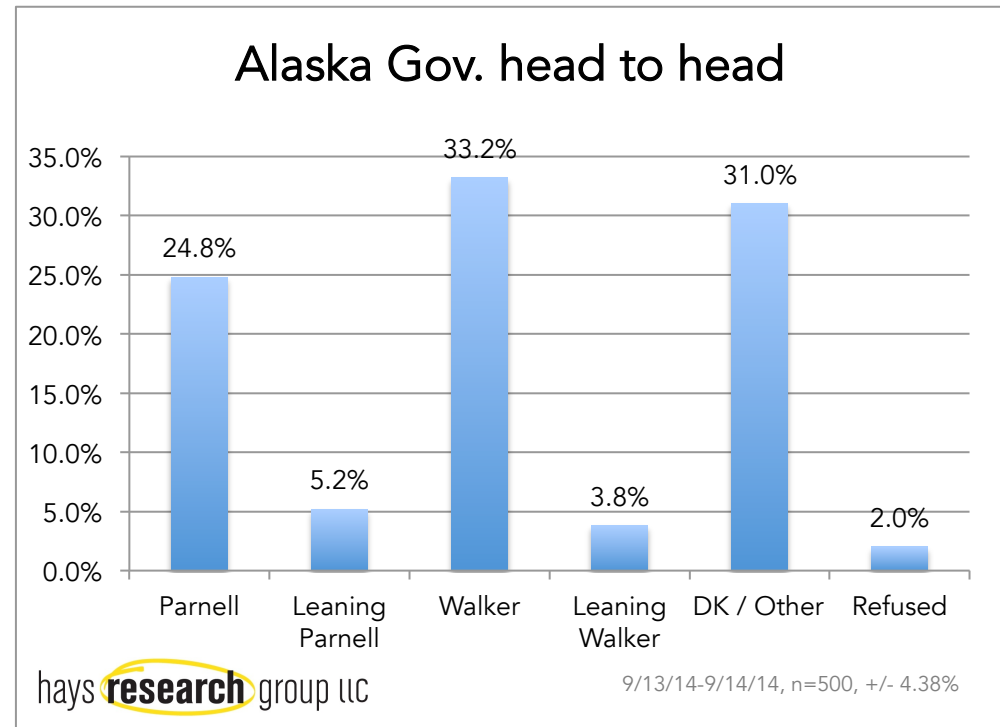
The sample of Alaskan voters surveyed for this project was designed to accurately reflect the actual population percentages of each of the precincts within the state of Alaska. Within the voting history target, individuals were chosen at random from Hays Research Group's proprietary database of Alaskan household and cell phone numbers. Quotas were established to ensure the results reflect the actual gender, age, and population distribution within the state of Alaska. If quotas could not be met for each criterion due to non-response, the results were weighted to reflect actual percentages. Callbacks were attempted as many as five times for each number to maximize the penetration of the sample. Quotas were also established to ensure that 30% of the completed interviews were done with respondents on cell phones.

The survey instrument for this project was developed in concert with the client, and was reviewed by Hays Research Group staff to ensure that all of the wording was appropriate and would result in a statistically unbiased, useful and relevant survey. Once the client approved the final instrument, it was not altered in any way and was read verbatim by our call center staff. In instances where the survey respondent was given multiple options to choose from in a question, the choices were rotated at random by our computer program to eliminate order bias.

CATI (Computer Assisted Telephone Interview) software is used by all of our call center staff to ensure fast and accurate data collection as they conduct the telephone survey. Interviews for this project were randomly monitored in real time by the research director to ensure the quality and accuracy of this survey. Data collected in this interview was analyzed using SPSS and JMP software. Cross tabulations for questions are available at the end of this report.

Question 1 - Alaska Gov. head to head

If the election were held today and the candidates were (rotate names) Republican Sean Parnell, and Independent Bill Walker, for whom would you vote? (IF "undecided" or "don't know" -> ASK "Are you leaning toward either candidate?")



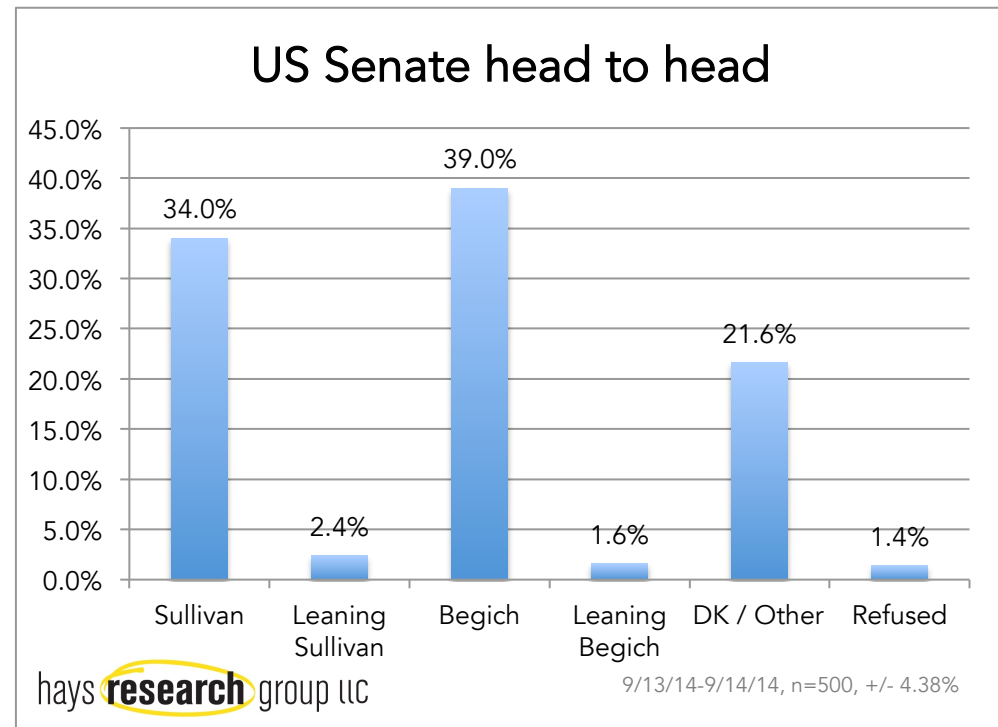
Analysis

Bill Walker continues to build support with polling showing him taking a more comfortable lead over Sean Parnell beyond the margin of error for this poll. Since Bill Walker paired up with Byron Mallott as a running mate, he has held on to a notable lead over Parnell. There is still a large contingent of voters who are undecided in this race, as recent events may have given them new options to consider.

Parnell	24.8%	Combined Parnell	30.0%
Leaning Parnell	5.2%	Combined Walker	37.0%
Walker	33.2%		
Leaning Walker	3.8%		
DK / Other	31.0%		
Refused	2.0%		

Question 2 - US Senate head to head

If the election for US Senate were held today and the candidates were (rotate names) Mark Begich and Dan Sullivan, for whom would you vote? (IF "undecided" or "don't know" -> ASK "Are you leaning toward either candidate?")



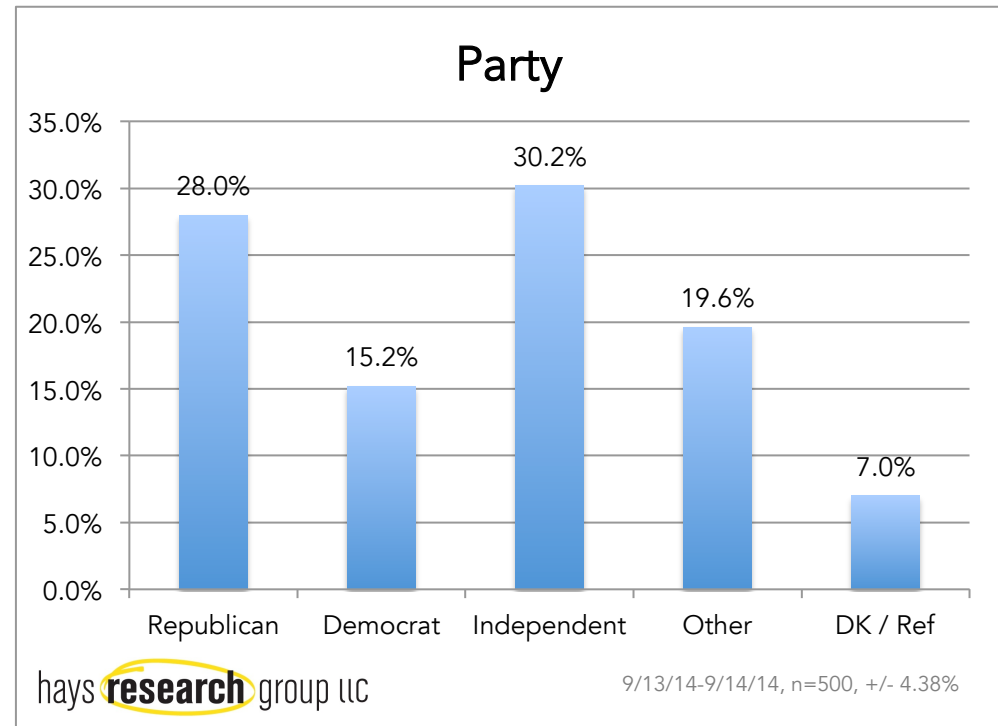
Analysis

While Mark Begich shows a slight lead within the margin of error, polling for the US Senate race has been quite volatile with each candidate taking the lead at various times throughout the past few weeks.

Sullivan	34.0%	Combined Sullivan	36.4%
Leaning Sullivan	2.4%	Combined Begich	40.6%
Begich	39.0%		
Leaning Begich	1.6%		
DK / Other	21.6%		
Refused	1.4%		

Question 3 - Party

Are you registered to vote as a Republican, a Democrat, an Independent, or something else?



Analysis

These numbers fall in line with expectations and recent polling for self identified political party in Alaska. It should be noted that more Alaskans have identified as Independents since Bill Walker and Byron Mallott paired up, with about 75% of those who moved from either D or R to independent being Republicans.

Republican	28.0%
Democrat	15.2%
Independent	30.2%
Other	19.6%