



*University of Alaska
Household Opinion Survey 2018*

Prepared for:

University of Alaska

April 2018



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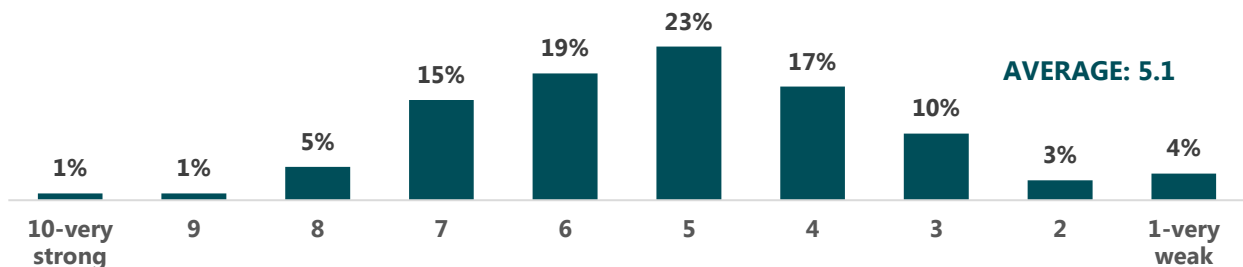
Executive Summary

The University of Alaska contracted with McDowell Group to conduct a statewide public opinion survey in March 2018 to better understand Alaskans' perceptions on quality of life, the economy, outlook for the future, and their level of concern for a number of issues such as crime, energy costs, climate change, quality of education, and employment. The telephone survey was conducted of 623 randomly selected households throughout the state. Results were weighted by region and age to match population characteristics. Several questions were repeated from a 2016 statewide public opinion survey; comparisons are provided where applicable and relevant. Following are key results of the survey.

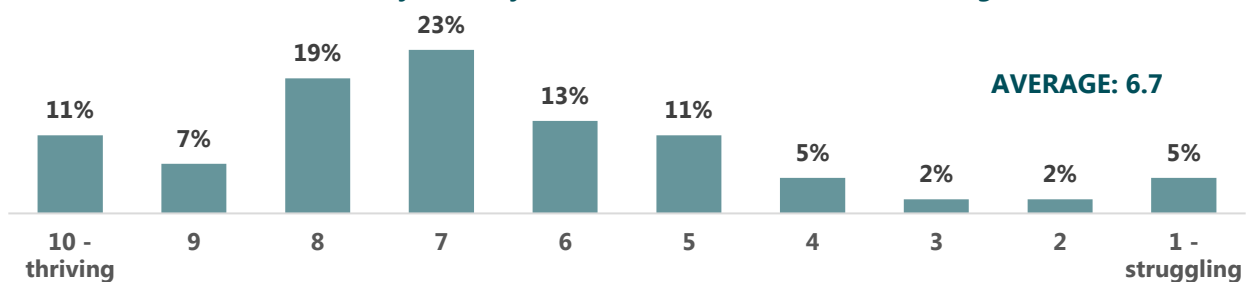
Economic and Quality of Life Conditions

Alaskans rated the condition of the state's economy an average of 5.1 on a 1-to-10 scale. Three-quarters (74 percent) gave a moderate rating of 4, 5, 6, or 7, while just 7 percent gave a strong rating (8, 9, or 10). Alaskans rated their household's economic well-being an average of 6.7 on a 1-to-10 scale; one-half (52 percent) gave moderate ratings, and 9 percent gave low ratings. Quality-of-life ratings were the highest of the three categories measured, with an average of 7.7 on a 1-to-10 scale, and a majority of respondents (62 percent) giving a rating of 8, 9, or 10. (Note that each question used a different scale.)

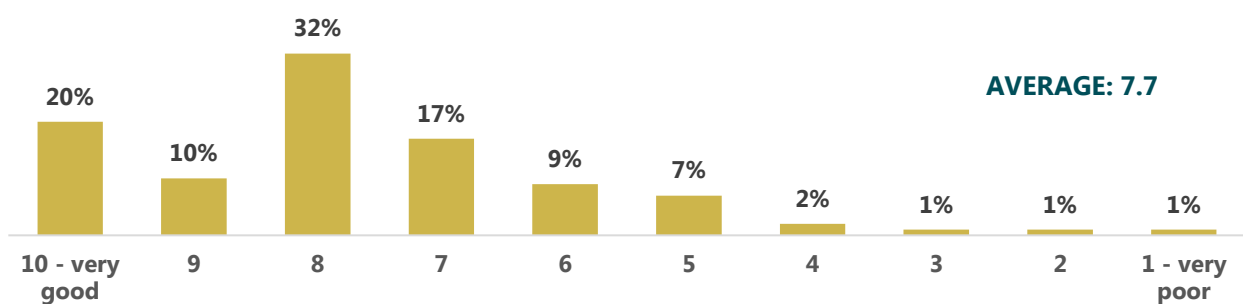
How would you rate the current condition of Alaska's economy?



How would you rate your household's economic well-being?

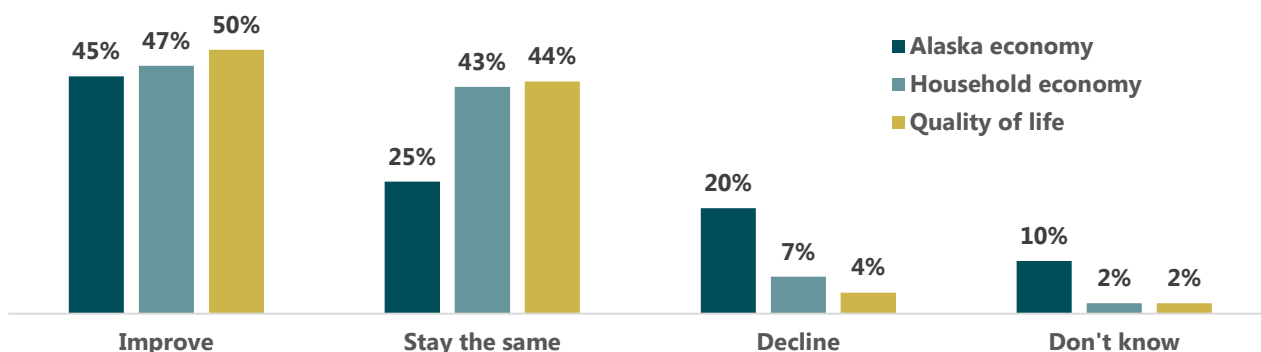


How would you rate your quality of life in Alaska?



Around half of respondents said they expected the state’s economy (45 percent), their household economic condition (47 percent), and their quality of life (50 percent) to improve over the next five years. Respondents were much more likely to expect a decline in the state economy (20 percent) compared to their household’s economy (7 percent) or their quality of life (4 percent).

Over the next five years, do you expect the Alaska economy/your household’s economic condition/your quality of life to improve, decline, or stay about the same?



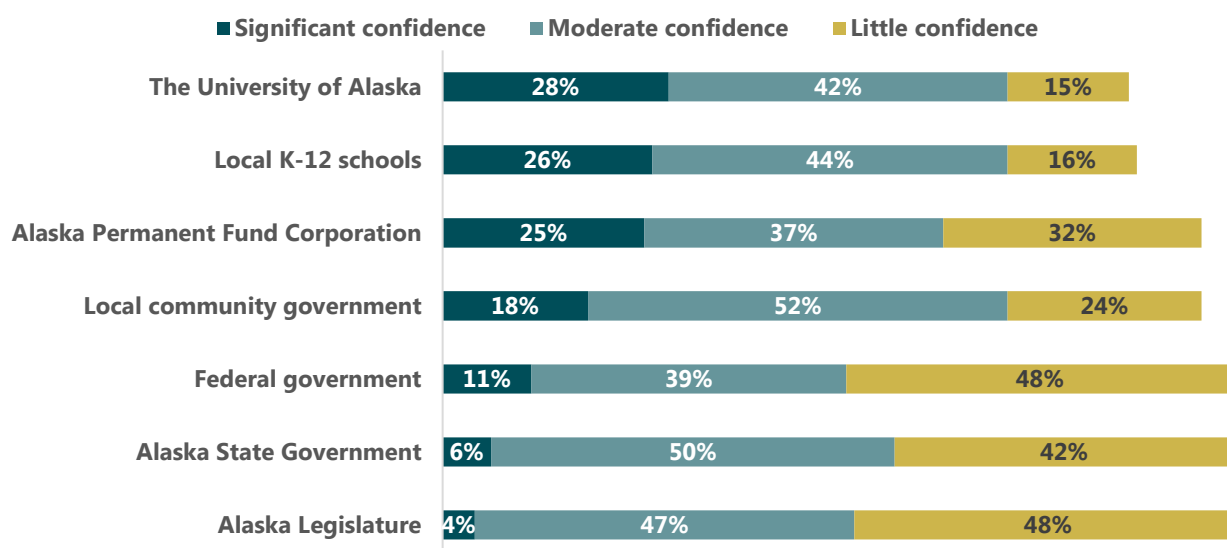
Note: The quality of life question excluded those not expecting to be living in Alaska in five years.

Confidence in Institutions

Respondents were asked to rate their level of confidence in seven State and federal institutions. Respondents reported the highest confidence in the University of Alaska (28 percent had significant confidence), followed closely by local K-12 schools (26 percent) and the Alaska Permanent Fund Corporation (25 percent). Respondents reported the lowest confidence in the Alaska Legislature (4 percent), state government (6 percent), and the federal government (11 percent).

In addition to the 28 percent who felt significant confidence in UA, another 42 percent reported moderate confidence. Just 15 percent said they had little confidence, the lowest such rating of all seven institutions.

Please tell me if you have significant confidence, moderate confidence, or little confidence in each of the following institutions.



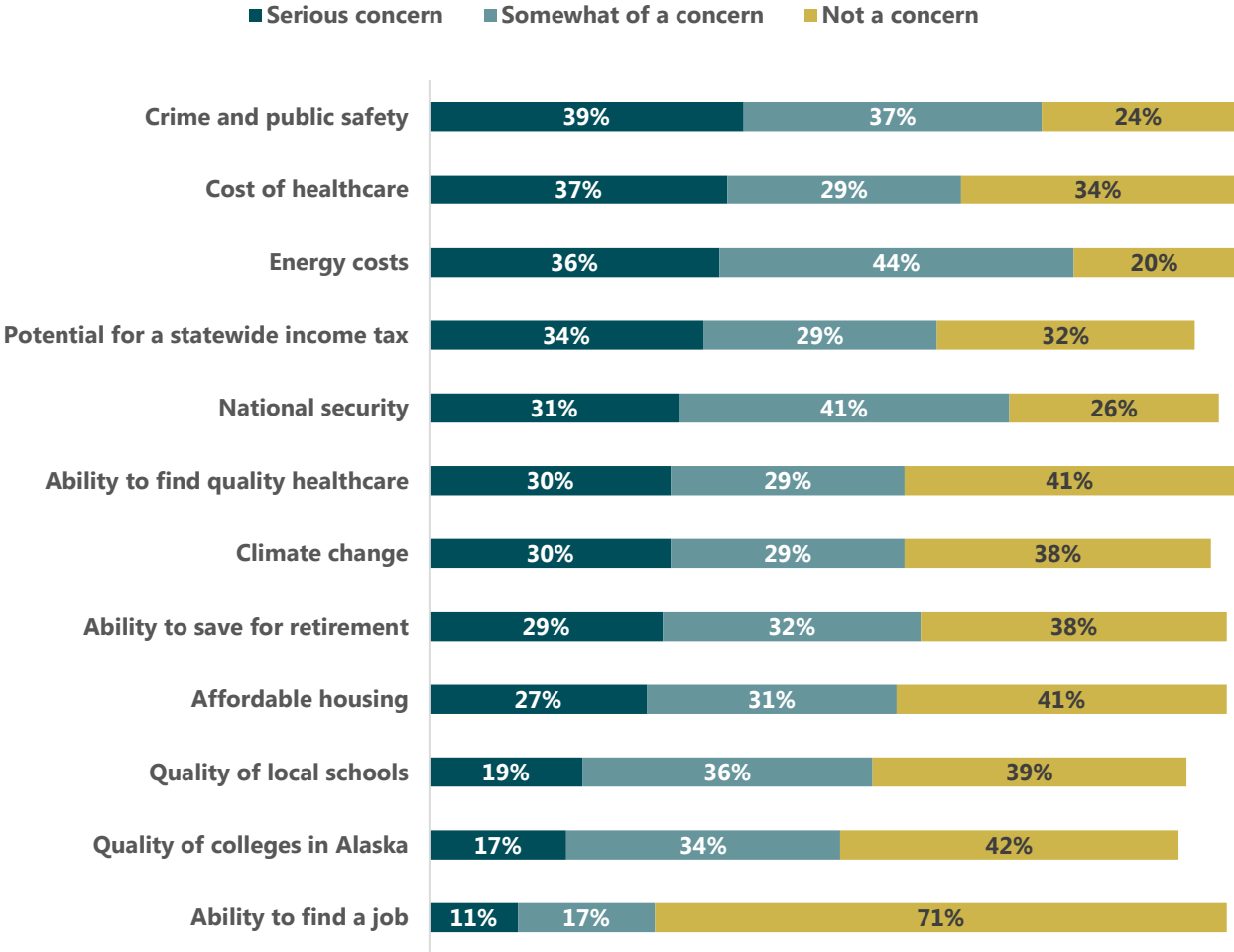
Note: Rows do not add to 100 percent due to “don’t know” responses.

Household Concerns

Respondents were asked to rate their level of concern regarding a variety of issues, for their household. Of the 12 potential concerns for their household, residents reported the most concern with crime and public safety, with 39 percent saying this was a serious concern. This was followed by: cost of healthcare (37 percent), energy costs (36 percent), and potential for a state income tax (34 percent). Of least concern to respondents were their ability to find a job (11 percent), quality of colleges in Alaska (17 percent), and quality of local schools (19 percent).

In addition to the 17 percent who said the quality of colleges in Alaska was a serious concern for their household, 34 percent said it was somewhat of a concern, and 42 percent said it was not a concern. Seven percent didn't know.

Please tell me if each of the following is a serious concern, somewhat of a concern, or not a concern for your household.



Note: Rows do not add to 100 percent due to "don't know" responses.

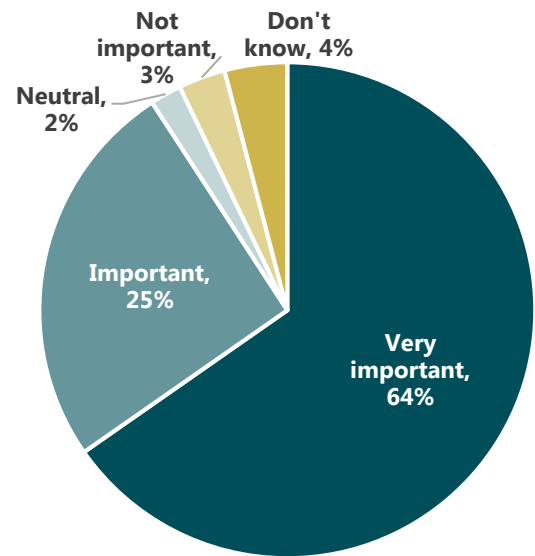
Importance of University of Alaska

Nine out of ten residents (89 percent) say that UA is important or very important to the state of Alaska, including 64 percent who said it is very important. Just 4 percent say UA is not important.

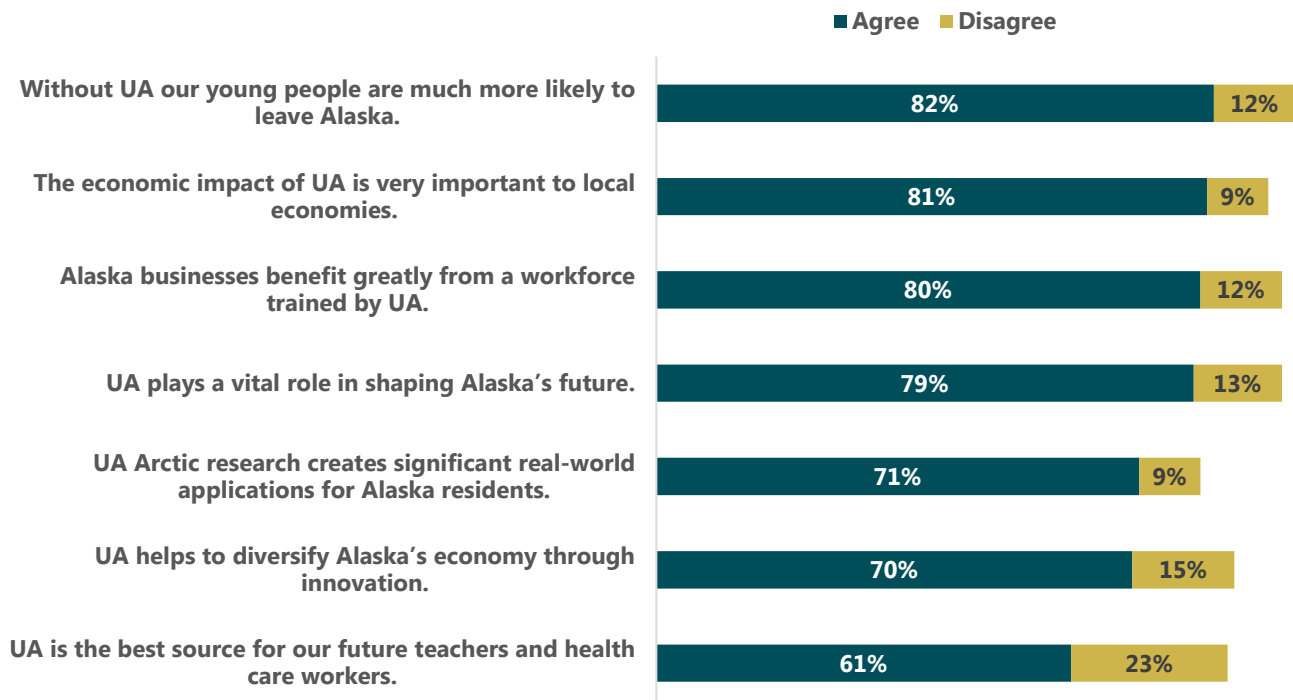
Comparing these results to the 2016 survey, importance ratings fell: those giving a very important rating fell from 73 percent to 64 percent. The not important rate was similarly low both years (2 percent in 2016 and 3 percent in 2018).

When asked to rate their level of agreement with a series of statements about UA, a strong majority of respondents agreed with every statement. The statement with the highest level of agreement, at 82 percent, was *Without University of Alaska our young people are much more likely to leave Alaska*. The statement with the lowest level of agreement, at 61 percent, was *University of Alaska is the best source for our future teachers and health care workers*.

How important is the University of Alaska to the state of Alaska?



Agreement with Statements about University of Alaska



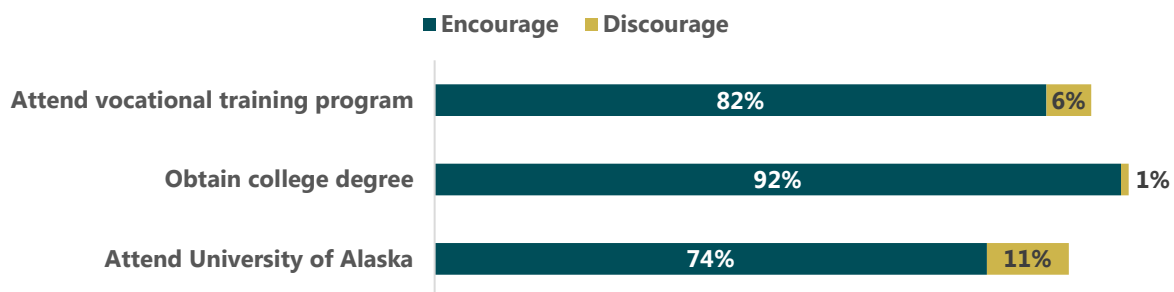
Note: Rows do not add to 100 percent due to "don't know" responses.

Encouraging Children/Grandchildren in Postsecondary Education

Respondents reporting school-aged children or grandchildren were asked whether they would encourage or discourage them from pursuing various postsecondary education options. Four out of five respondents (82 percent) said they would encourage them to attend a vocational training program after high school; 92 percent said they would encourage them to obtain a college degree; and 74 percent said they would encourage them to attend UA.

Would you encourage or discourage your children or grandchildren to/from...

Base: Has school-age children or grandchildren in Alaska



Note: Rows do not add to 100 percent due to “don’t know” and “it depends” responses.

Key Themes

The key themes identified below are based on findings from the UA Household Opinion Survey. These findings are reinforced in recent public opinion surveys conducted by the Anchorage Economic Development Corporation and Alaska Chamber. (A supplemental analysis of common questions and themes is included in the Appendix.)

Alaska’s economic health directly affects public perceptions of UA’s importance and quality of education. The percentage of residents rating UA as very important declined from 73 to 64 percent over two years. Recent interviews conducted by McDowell Group revealed concerns among high school counselors, students, and parents about budget cuts affecting the direction and stability of UA.

Prior McDowell Group research clearly identifies financial issues as one of the most important drivers of postsecondary enrollment and completion. The economy affects the earning power of students, particularly among the significant portion of students working while attending UA.

Despite these stressors, residents’ confidence was highest in UA when compared to other public institutions. Local schools and the Alaska Permanent Fund Corporation were also in the top tier, while the Legislature, state government, and federal government garnered the lowest ratings.

Alaskans have numerous connections to UA and a vested interest in its success. In addition to emphasizing UA’s importance to youth, local economies, and the future—messaging should emphasize coordination across the system and deep commitment to addressing Alaska’s unique needs.

Alaskans are optimistic about the future of the State and their household.

- While Alaskans rated the current condition of the economy an average of 5.1 on a 1-to-10 scale, nearly half (45 percent) believe the economy will improve over the next five years.
- Ratings were higher at the personal level, with Alaskans rating their quality of life an average of 7.7 out of 10 and their household's economic well-being an average of 6.7 out of 10. Half expect their quality of life to improve over the next five years.
- While improving, confidence and optimism are lower than historic levels.

Alaskans are facing a host of issues that affect their household (and therefore their families).

- Crime and public safety presents the greatest concern to respondents, with 39 reporting it as a serious concern and 37 percent as somewhat of a concern.
- Closely following are concerns about the cost of healthcare, energy costs, and potential for a statewide income tax (all ranked a serious concern by 34 percent or higher).

Alaskans have confidence in UA and believe it is vital to shaping our future.

- A strong majority of Alaskans concur UA helps to retain young adults, is important to local economies, benefits businesses greatly, and plays a vital role in shaping Alaska's future (all 79 percent or higher).
- When compared to other public institutions, UA garnered the highest confidence ratings with 28 percent reporting significant confidence and 42 percent moderate confidence.
- Nine out of ten respondents with school-aged children or grandchildren would encourage them to obtain a college degree, with three-quarters encouraging them to attend UA.
- While ratings are strong, the percentage of residents stating UA is very important to the state of Alaska fell from 73 percent to 64 percent since the last household survey.

Introduction and Methodology

Introduction

The University of Alaska contracted with McDowell Group to conduct a statewide public opinion survey in March 2018 to better understand Alaskans' perceptions on quality of life, the economy, outlook for the future, and their level of concern for a number of issues such as crime, energy costs, climate change, quality of education, and employment. The telephone survey asked respondents their opinion of Alaska's economic condition, their household's economic condition, confidence in a range of state and federal entities, their opinions of the University, and whether they would encourage their children to attend, among other subjects. Several questions were repeated from the 2016 public opinion survey, also conducted by McDowell Group; comparisons between the two years are noted where applicable.

Methodology

The McDowell Group study team designed the survey instrument with input from University of Alaska staff. In March 2018, McDowell Group surveyors contacted 623 randomly selected Alaska residents by telephone. A copy of the survey instrument can be found in the Appendix.

Sample Design

Minimum samples of 100 surveys were completed for Anchorage, Mat-Su, Kenai Peninsula, and Fairbanks; a minimum sample of 50 was completed for Juneau. The sample included 316 in the Southcentral region, 156 in the Interior/Far North region, 101 in Southeast, and 50 in Southwest. In total, 623 surveys were completed.

The maximum margin of error at the 95 percent confidence level is ± 3.9 percent for the full sample. As the sample size decreases among sub-samples, the potential margin of error increases, as seen in the following table.

Sample Sizes and Maximum Margin of Error

Region/Community	Sample Size (n)	+/- Margin of Error (%)
Southcentral	316	± 5.6
Anchorage	100	± 10.0
Interior/Far North	156	± 8.1
Fairbanks (including North Pole)	103	± 10.0
Southeast	101	± 10.0
Juneau	52	± 13.6
Southwest	50	± 13.5
Total	623	± 3.9

Fielding

The sample was purchased from Survey Sample International (SSI) and included an appropriate mix of randomly selected cell and land line numbers. The survey was fielded from March 7 through March 21 from the McDowell Group Anchorage and Juneau offices. Completed surveys included 67 percent cell phone and 33 percent landline respondents.

Weighting and Data Analysis

Survey data was weighted to reflect the residential population and age in each region.

Responses were analyzed by region, community, gender, income, age, race, urban/rural, education level, and whether the respondent had a UA degree. Where relevant, sub-group results are reported in the text accompanying each table.

A 2016 public opinion survey for UA asked several questions repeated in the 2018 survey; trend data is presented where applicable.

Alaska and Household Economic Condition

Alaska Economy

- Alaskans rated the condition of the state’s economy an average of 5.1 on a 1-to-10 scale. Three-quarters (74 percent) gave a moderate rating of 4, 5, 6, or 7; the most common response was 5 (23 percent). Seventeen percent of respondents gave a weak rating (1, 2, or 3), while just 7 percent gave a strong rating (8, 9, or 10).
- Residents of different regions tended to answer this question similarly. The only statistically significant difference was in Southwest: 85 percent gave moderate ratings, compared with 74 percent of the total sample; and just 9 percent gave weak ratings, compared with 17 percent of the total sample.
- Other statistically significant differences by subgroup included:
 - Respondents who had earned a degree or certificate from UA were half as likely to give a weak rating: 11 percent, compared with 20 percent of non-degree holders.
 - Those in the middle age group (35 to 59) were more likely to give a weak rating: 23 percent, compared with 11 percent of those aged 19 to 34 and 14 percent of those 60 and older.

Overall how would you rate the current condition of Alaska’s economy, using a scale of 1 to 10, where 1 means “very weak” and 10 means “very strong”?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Strong (8-10)	7	6	9	7	6
10 – Very Strong	1	1	3	-	-
9	1	1	1	-	-
8	5	4	5	7	6
Moderate (4-7)	74	75	74	67	85
7	15	16	15	13	22
6	19	18	21	17	16
5	23	25	19	20	17
4	17	16	19	17	30
Weak (1-3)	17	17	15	22	9
3	10	10	7	14	5
2	3	3	2	5	1
1 – Very Weak	4	4	6	3	3
Average rating	5.1	5.1	5.2	4.9	5.2

Note: Excludes “don’t know” responses.

- Nearly half of residents (45 percent) believe that Alaska’s economy will improve over the next five years, while 20 percent believe it will decline, and 25 percent believe it will stay about the same. Ten percent don’t know.
- Southcentral and Interior/Far North residents are more likely to expect an improvement at 47 and 50 percent, respectively; this compares with 34 percent of Southeast residents and 26 percent of Southwest residents.
- Other differences by subgroup included:
 - Fairbanks residents were the most likely to expect an improvement: 53 percent, compared with 45 percent of Anchorage residents and 35 percent of Juneau residents.
 - Older respondents were less likely to expect a decline: 11 percent, compared with 22 percent of middle-aged respondents and 24 percent of younger respondents.

Over the next five years, do you expect Alaska’s economy to improve, decline, or stay about the same?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Improve	45	47	50	34	26
Decline	20	20	14	26	25
Stay about the same	25	22	30	32	34
Don’t know	10	11	5	8	14

Household Economy

- Alaskans rated their household’s economic well-being an average of 6.7 on a 1-to-10 scale. One-half (52 percent) gave a moderate rating of 4, 5, 6, or 7; the most common response was 7 (23 percent). Thirty-seven percent of respondents gave high ratings (8, 9, or 10), while just 9 percent gave low ratings (1, 2, or 3).
- Alaskans tended to give higher ratings to their household’s economic well-being than to the state’s economy, although the rating scales differed. The average household rating was 6.7 (on a struggling-to-thriving scale); this compares with an average of 5.1 for the state’s economy (on a weak-to-strong scale).
- Residents of Interior/Far North and Southeast were slightly more likely to give high ratings at 46 and 44 percent, respectively; this compares with 35 percent of Southcentral and 39 percent of Southeast.
- Other statistically significant differences by subgroup included:
 - Those without a UA degree were more likely to give low ratings (11 percent, versus 5 percent of UA degree holders).
 - White respondents were more likely to give high ratings (40 percent, versus 26 percent of Alaska Native respondents, and 21 percent of other races).
 - Not surprisingly, responses correlated with income levels. Those earning less than \$50,000 in annual income were much more likely to give low ratings (22 percent) compared with those earning \$50,000 to \$100,000 (3 percent) or those earning more than \$100,000 (2 percent). Conversely, those in the upper income bracket were the most likely to give high ratings (61 percent, compared with 41 percent of those in the middle bracket, and 13 percent of those in the lower bracket).
 - Respondents with an AA or voc/tech degree, and those with at least a Bachelor’s degree, were more likely to give high ratings (42 and 45 percent, respectively) than either those with a high school education or less (26 percent) or those who had completed some college (27 percent).

Overall how would your household’s economic well-being, using a scale of 1 to 10, where 1 means “very weak” and 10 means “very strong”?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Thriving (8-10)	37	35	46	39	44
10 – Thriving	11	12	11	11	8
9	7	6	11	2	6
8	19	17	24	26	30
Moderate (4-7)	52	53	44	51	53
7	23	22	24	23	19
6	13	14	9	17	9
5	11	12	9	6	22
4	5	5	2	5	3
Struggling (1-3)	9	9	8	11	3
3	2	2	3	4	2
2	2	2	1	2	-
1 – Struggling	5	5	4	5	1
Average rating	6.7	6.6	7.0	6.6	6.9

Note: Excludes “don’t know” responses.

- Nearly half of residents (47 percent) believe their household’s economic well-being will improve over the next five years, while 7 percent believe it will decline, and 43 percent believe it will stay about the same.
- As with the previous question, residents were more optimistic about their own economic well-being than about the state’s economy. Twenty percent of residents said they thought Alaska’s economy would decline in the next five years, compared with just 7 percent for their household’s economic well-being.
- No statistically significant differences occurred by region of residence. Other differences by subgroup included:
 - Anchorage residents were the most likely to expect an improvement: 55 percent, compared with 43 percent of Fairbanks residents and 37 percent of Juneau residents.
 - Younger respondents were much more likely to expect an improvement: 64 percent, compared with 46 percent of those in the middle age bracket, and 26 percent of older respondents.
 - Alaska Native respondents were more likely to expect an improvement: 68 percent, compared with 44 percent of White respondents and 50 percent of other races.

Over the next five years, do you expect your household’s economic well-being to improve, decline, or stay about the same?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Improve	47	49	43	40	48
Decline	7	5	7	11	17
Stay about the same	43	43	47	46	35
Don’t know	2	2	3	3	-

Quality of Life

- Alaskans rated their “quality of life in Alaska” an average of 7.7 on a 1-to-10 scale. Nearly two-thirds (62 percent) gave a “good” rating (8, 9, or 10); the most common response was 8 (32 percent). One-third (35 percent) gave a moderate rating of 4, 5, 6, or 7; and only 3 percent gave a “poor” rating (1, 2, or 3).
- While scales for each question differed, Alaskans gave higher average ratings to their quality of life (7.7) than to either Alaska’s economy (5.1) or their household’s economic well-being (6.7).
- No statistically significant differences existed by region. Other statistically significant differences by subgroup included:
 - Juneau residents gave the most “good” ratings at 72 percent, compared with 62 percent of Fairbanks residents and 54 percent of Anchorage residents.
 - Older respondents were slightly more likely to give good ratings at 69 percent; this compares with 63 percent of younger respondents and 59 percent of middle-aged respondents.
 - Those in the highest and middle income brackets were more likely to give good ratings (70 and 69 percent, respectively) than those in the lower income bracket (48 percent).

Overall, how would you rate your quality of life in Alaska using a scale of 1 to 10, where 1 means “very poor and 10 means “very good”

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Good (8-10)	62	61	64	69	67
10 – Very Good	20	20	23	22	12
9	10	9	11	14	14
8	32	32	30	33	41
Moderate (4-7)	35	36	34	28	29
7	17	17	19	13	22
6	9	9	10	7	-
5	7	8	3	7	5
4	2	2	2	1	2
Poor (1-3)	3	2	1	3	5
3	1	<1	-	2	5
2	1	1	<1	-	-
1 – Very Poor	1	1	1	1	-
Average rating	7.7	7.7	7.9	7.9	7.7

Note: Excludes “don’t know” responses.

- Four out of five Alaskans (79 percent) expect to be living in the state five years from now. This rate was higher among Southwest residents (95 percent).
- Other groups showing a higher likelihood of living in Alaska five years from now included:
 - Rural respondents (96 percent, versus 77 percent of urban respondents)
 - Middle-aged and older respondents (83 and 84 percent, versus 68 percent of younger respondents)
 - Alaska Native respondents (90 percent, versus 81 percent of White respondents and 53 percent of other races).

Do you expect to be living in Alaska five years from now?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Yes	79	79	75	78	95
No	16	16	18	16	3
Don't know/declined	5	5	7	6	2

- Among those intending to remain in Alaska, one-half (50 percent) expect their quality of life to improve, while nearly as many (44 percent) expect it to stay about the same. Just 4 percent expect a decline.
- No statistically significant differences existed by region. Other statistically significant differences by subgroup included:
 - Younger respondents were more likely to expect an improvement (76 percent, compared with 48 percent of middle-aged respondents and 24 percent of older respondents).
 - Alaska Native respondents were more likely to expect an improvement (66 percent, versus 44 percent of White respondents).
 - Lower income earners were more likely to expect an improvement (59 percent, versus 46 percent of middle income earners and 43 percent of high income earners).
 - Those with at least a Bachelor's degree were less likely to expect their quality of life to improve (38 percent) when compared with those with high school or less (53 percent), some college (55 percent), and AA/Voc-tech respondents (67 percent).

Over the next five years, do you expect your quality of life to improve, decline, or stay about the same?

(Base: Expect to be living in Alaska in the next five years)

n=510	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Improve	50	51	43	50	53
Decline	4	3	7	6	3
About the same	44	44	49	41	44
Don't know	2	2	1	3	-

Confidence in Institutions

Respondents were asked to rate their level of confidence in State and federal institutions. See table, next page.

- Of the seven institutions, respondents reported the highest confidence in the University of Alaska (28 percent had significant confidence), followed closely by local K-12 schools (26 percent) and the Alaska Permanent Fund Corporation (25 percent). Respondents reported the lowest confidence in the Alaska Legislature (4 percent), state government (6 percent), and the federal government (11 percent).
- In addition to the 28 percent who felt significant confidence in UA, another 42 percent reported moderate confidence. Just 15 percent said they had little confidence, the lowest such rating of all seven institutions. Another 15 percent said they didn't know. This rate of "don't know" was the highest of all categories, although K-12 schools was close behind at 14 percent.
- In terms of confidence in the University of Alaska, regions answered similarly in terms of the "significant confidence" ratings. Southcentral and Interior/Far North were more likely to say they had little confidence at 16 percent and 17 percent, respectively, compared with 11 percent of Southeast residents and 6 percent of Southwest residents. Additional differences among subgroups included the following:
 - Urban residents were more likely to say they had little confidence in UA (16 percent, versus 7 percent of rural residents).
 - UA degree holders were more likely to say they had little confidence in UA (28 percent, versus 11 percent of non-degree holders). Non-degree holders were more likely to say they didn't know (11 percent, versus 4 percent of UA degree holders).
 - Men were more likely to say they had little confidence in UA (19 percent, versus 10 percent of women).

See table, next page

**Please tell me if you have significant confidence, moderate confidence, or little confidence
in each of the following institutions.**

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
The University of Alaska					
Significant confidence	28	28	24	31	28
Moderate confidence	42	41	46	44	51
Little confidence	15	16	17	11	6
Don't know	15	15	13	13	14
Your Local K-12 Schools					
Significant confidence	26	26	24	28	30
Moderate confidence	44	44	41	44	47
Little confidence	16	17	12	12	16
Don't know	14	12	23	16	8
The Alaska Permanent Fund Corporation					
Significant confidence	25	25	23	32	15
Moderate confidence	37	36	39	41	44
Little confidence	32	34	28	21	38
Don't know	6	5	10	6	3
Your Local Community Government					
Significant confidence	18	20	14	8	14
Moderate confidence	52	51	57	56	45
Little confidence	24	22	22	34	35
Don't know	6	6	8	1	6
The Federal Government					
Significant confidence	11	12	9	8	13
Moderate confidence	39	38	45	38	36
Little confidence	48	48	43	51	45
Don't know	2	2	2	2	6
Alaska State Government					
Significant confidence	6	6	7	4	5
Moderate confidence	50	50	43	64	64
Little confidence	42	44	44	31	28
Don't know	2	1	6	1	3
The Alaska Legislature					
Significant confidence	4	3	5	2	8
Moderate confidence	47	47	46	47	47
Little confidence	48	49	44	50	42
Don't know	2	1	5	1	3

Household Concerns

Respondents were asked to rate their level of concern regarding a variety of issues, for their household.

- Of the 12 potential concerns for their household, residents reported the most concern with crime and public safety, with 39 percent saying this was a serious concern. This was followed by: cost of healthcare (37 percent), energy costs (36 percent), and potential for a state income tax (34 percent). Of least concern to respondents were their ability to find a job (11 percent), quality of colleges in Alaska (17 percent), and quality of local schools (19 percent).
- In addition to the 17 percent who said the quality of colleges in Alaska was a serious concern for their household, 34 percent said it was somewhat of a concern, and 42 percent said it was not a concern. Seven percent didn't know.
 - There were no statistically significant differences in responses by region for this question.
 - UA degree holders were more likely to rate quality of colleges as a serious concern: 30 percent, versus 17 percent of non-degree holders.
 - Older respondents were less concerned with the quality of colleges: just 11 percent said it was a serious concern, compared with 18 percent of younger respondents and 20 percent of middle-aged respondents.

Please tell me if each of the following is a serious concern, somewhat of a concern, or not a concern for your household.

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Crime and public safety					
Serious concern	39	43	30	29	25
Somewhat of a concern	37	35	40	42	44
Not a concern	24	22	30	29	29
Don't know	<1	1	-	-	-
Your cost of healthcare					
Serious concern	37	39	30	33	33
Somewhat of a concern	29	27	31	32	31
Not a concern	34	33	39	32	34
Don't know	1	<1	-	2	2
Energy costs					
Serious concern	36	31	51	38	47
Somewhat of a concern	44	47	33	44	42
Not a concern	20	22	17	14	9
Don't know	1	1	-	3	-
Potential for a statewide income tax					
Serious concern	34	38	34	19	20
Somewhat of a concern	29	29	22	36	39
Not a concern	32	30	38	37	28
Don't know	4	3	5	8	13

National security					
Serious concern	31	31	33	28	19
Somewhat of a concern	41	40	41	45	50
Not a concern	26	27	24	25	25
Don't know	2	2	3	2	3
Your ability to find quality healthcare					
Serious concern	30	29	29	32	33
Somewhat of a concern	29	26	33	39	39
Not a concern	41	45	38	28	28
Don't know	<1	<1	-	1	-
Climate change					
Serious concern	30	27	34	43	39
Somewhat of a concern	29	29	29	28	27
Not a concern	38	41	37	27	31
Don't know	2	2	<1	1	2
Your ability to save for retirement					
Serious concern	29	30	30	26	33
Somewhat of a concern	32	32	28	36	28
Not a concern	38	37	39	35	37
Don't know	1	1	3	1	-
Affordable housing					
Serious concern	27	27	24	29	32
Somewhat of a concern	31	29	35	33	36
Not a concern	41	43	39	39	31
Don't know	1	1	3	-	-
Quality of your local schools					
Serious concern	19	20	15	15	22
Somewhat of a concern	36	35	37	31	45
Not a concern	39	38	41	46	31
Don't know	6	6	5	6	-
Quality of colleges in Alaska					
Serious concern	17	18	16	15	17
Somewhat of a concern	34	34	35	35	30
Not a concern	42	40	44	45	43
Don't know	7	8	3	5	8
Your ability to find a job					
Serious concern	11	13	7	9	8
Somewhat of a concern	17	19	11	13	20
Not a concern	71	67	80	77	72
Don't know	1	1	1	-	-

- When asked to pick the number one concern for their household, the most common responses were crime and public safety (21 percent), cost of healthcare (11 percent), potential for statewide income tax (11 percent), and energy costs (11 percent). The quality of colleges in Alaska was only selected by 1 percent of respondents. When asked for the number two concern, responses were similarly ranked, with a significantly higher level of don't know responses. Less than 1 percent selected the quality of colleges in Alaska as second most concerning.

Which of the issues we just talked about is of most concern for your household?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Crime and public safety	21	23	19	16	14
Your cost of healthcare	11	11	10	11	16
Potential for a statewide income tax	11	12	15	3	9
Energy costs	11	9	16	17	14
Your ability to save for retirement	10	11	10	10	8
Climate change	8	7	11	12	14
National security	6	7	4	3	2
Your ability to find quality healthcare	5	5	4	7	6
Your ability to find a job	4	5	4	1	2
Quality of your local schools	4	4	2	5	9
Affordable housing	2	2	<1	4	-
Quality of colleges in Alaska	1	1	1	1	-
Don't know	3	2	5	6	3

Which of the issues we just talked about is the second most concern for your household?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Crime and public safety	12	11	16	12	17
Your cost of healthcare	10	11	9	6	11
Your ability to find quality healthcare	9	8	10	13	6
Potential for a statewide income tax	9	10	10	5	3
Your ability to save for retirement	9	8	9	10	19
Energy costs	9	8	15	4	8
National security	8	9	4	8	5
Climate change	8	7	8	14	3
Quality of your local schools	7	10	2	2	4
Your ability to find a job	3	3	3	2	2
Affordable housing	3	3	3	2	6
Quality of colleges in Alaska	<1	<1	-	-	-
Don't know	12	11	11	21	12

Children's Education

- One-quarter of residents (26 percent) said they had school-age children in Alaska, while another 15 percent said they had school-age grandchildren. The rate of school-age children was higher among Southwest residents (41 percent).
- An additional difference by subgroup was by age: 40 percent of middle-aged respondents reported school-age children, compared with 25 percent of younger respondents and 5 percent of older respondents.

Do you have children or grandchildren who are currently attending elementary, middle, or high school in Alaska?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Children	26	25	28	27	41
Grandchildren	15	15	18	11	14
None	59	60	54	61	43

- Among those with school-age children or grandchildren, one-quarter (27 percent) said that their household's ability to fund their postsecondary education was a serious concern, while another 37 percent said it was somewhat of a concern, and 31 percent said it was not a concern.
- Southwest residents were much more likely to say it was a serious concern at 49 percent, compared with 24 percent of Southcentral, 27 percent of Interior/Far North, and 33 percent of Southeast.
- Those in the lowest income bracket were the most likely to say funding was a serious concern at 35 percent, compared with 28 percent of those in the middle income bracket, and 16 percent of those in the upper income bracket.

Is your household's ability to fund your children or grandchildren's education beyond high school a serious concern, somewhat of a concern, or not a concern?

(Base: Have children or grandchildren currently attending elementary, middle, or high school in Alaska)

n=277	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Serious concern	27	24	27	33	49
Somewhat of a concern	37	38	39	27	25
Not a concern	31	31	30	37	23
Not applicable	5	6	4	-	-

- Among those with school-age children or grandchildren, 82 percent said they would encourage them to attend a vocational training program after high school, while 6 percent would discourage them. Another 12 percent said it would depend. Rates were similar among regions.
- Those with at least a Bachelor's degree were the least likely to say they would encourage: 72 percent, compared with 85 percent of those with a high school degree or less, 90 percent of those with some college, and 91 percent of those with AA/voc-tech.

Would you strongly encourage, encourage, discourage, or strongly discourage them from attending a vocational training program after high school?

(Base: Have children or grandchildren currently attending elementary, middle, or high school in Alaska)

n=277	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Encourage	82	82	83	80	80
Strongly encourage	42	44	34	45	46
Encourage	40	38	49	35	34
Discourage	6	8	1	3	3
Discourage	5	6	1	3	3
Strongly discourage	1	2	-	-	-
It depends	12	10	17	11	14
Don't know	1	-	-	6	3

- Nine out of ten (92 percent) of those with school-aged children or grandchildren said they would encourage them to obtain a college degree, with only 1 percent saying they would discourage. Rates were similar among regions.

Would you strongly encourage, encourage, discourage, or strongly discourage them from obtaining a college degree?

(Base: Have children or grandchildren currently attending elementary, middle, or high school in Alaska)

n=277	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Encourage	92	94	86	86	94
Strongly encourage	48	49	44	47	54
Encourage	44	45	42	39	40
Discourage	1	1	-	9	-
Discourage	1	1	-	9	-
Strongly discourage	-	-	-	-	-
It depends	6	5	11	6	6
Don't know	1	-	3	-	-

- Three-quarters (74 percent) of those with school-aged children or grandchildren said they would encourage them to attend the University of Alaska, with 11 percent saying they would discourage.
- There were few statistically significant differences among subgroups. UA degree holders were more likely to say they would encourage (81 percent, versus 62 percent of non-degree holders). Alaska Native respondents were more likely to say they would encourage (86 percent, versus 69 percent of White respondents). Those with at least a Bachelor’s degree were the least likely to say they would encourage: 65 percent, compared with 81 percent of those with a high school degree or less, 90 percent of those with some college, and 91 percent of those with AA/voc-tech credentials.
- Comparing these results to the 2016 survey, respondents became less likely to encourage their children or grandchildren to attend UA: in 2016, 45 percent said they would strongly encourage them, down to 26 percent in 2018. Adding together encourage and strongly encourage, the percentage fell from 85 percent in 2016 to 74 percent in 2018. About the same amount said they would discourage them: 9 percent in 2016 and 11 percent in 2018. The percentage saying they didn’t know went up from 6 to 15 percent.

Would you strongly encourage, encourage, discourage, or strongly discourage them from attending University of Alaska?

(Base: Have children or grandchildren currently attending elementary, middle, or high school in Alaska)

n=277	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Encourage	74	72	76	75	80
Strongly encourage	26	23	30	34	26
Encourage	48	49	46	41	54
Discourage	11	13	9	12	9
Discourage	10	11	7	12	9
Strongly discourage	1	2	2	-	-
Don’t know	15	15	17	13	11

- The top reasons that respondents gave for encouraging their children or grandchildren to attend UA were location/close to home (41 percent), affordable/low cost (31 percent), and good education (28 percent). Small sample sizes preclude subgroup analysis for this question.
- The reasons given for encouraging their children/grandchildren changed between 2016 and 2018 as follows:
 - Location/close to home: 50 percent in 2016; 41 percent in 2018.
 - Good education: 40 percent in 2016; 28 percent in 2018.
 - Affordable/low cost: 27 percent in 2016; 31 percent in 2018.
 - Can live at home: 18 percent in 2016; 10 percent in 2018.
 - Good preparation for Alaska jobs: 16 percent in 2016; 5 percent in 2018.
 - Convenient: 10 percent in 2016; 3 percent in 2018.
 - Friends/family attending: 4 percent in 2016; 9 percent in 2018.
 - Good reputation: 10 percent in 2016; 9 percent in 2018.
 - New/exciting programs: 7 percent in 2016; 7 percent in 2018.

Why would you encourage them?

(Base: Would encourage children/grandchildren to attend UA); multiple answers allowed

n=204	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Location/close to home	41	45	32	42	32
Affordable/low cost	31	32	27	27	36
Good education	28	29	29	25	21
Can live at home	10	9	14	13	4
Friends/family attending	9	11	7	10	-
Good reputation	9	11	9	4	-
New/exciting programs	7	9	4	4	-
Good preparation for Alaska jobs	5	4	5	11	4
Convenient	3	3	-	7	-
AK performance scholarship	1	2	-	-	-
Child is already attending	1	1	4	-	-
Wants to attend	1	2	-	-	-
Other	8	7	14	11	4
Don't know	5	5	2	5	14

- Only 30 respondents said they would discourage their children/grandchildren from attending UA. Among their reasons were quality of education (34 percent), experience outside Alaska (27 percent), and more/better academic programs elsewhere (15 percent).

Why would you discourage them?

(Base: Would discourage children/grandchildren from attending UA); multiple answers allowed

n=30	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Quality of education	34	*	*	*	*
Experience outside of Alaska	27	*	*	*	*
More/better academic programs elsewhere	15	*	*	*	*
Reputation/name recognition	8	*	*	*	*
Affordability/cost	8	*	*	*	*
More/better activities elsewhere	4	*	*	*	*
Does not want to attend college	2	*	*	*	*
Other	33				

*Sample size too small for analysis.

Opinion of University of Alaska

- Nine out of ten residents (89 percent) say that UA is important or very important to the state of Alaska, including 64 percent who said it is very important. Just 4 percent say UA is not important (or not at all important).
- Southwest respondents were more likely to give very important ratings at 80 percent, compared to between 62 and 67 percent in the other regions. Women were more likely to give very important ratings at 70 percent, compared to 60 percent of men. Those with at least a Bachelor’s degree were more likely to give very important ratings at 75 percent; this compares with 66 percent of those with AA/Voc-tech, 61 percent of those with some college, and 47 percent of those with a high school degree or less.
- Comparing these results to the 2016 survey, importance ratings fell slightly: those giving a rating of important or very important fell from 95 percent to 89 percent, while those giving a very important rating fell from 73 percent to 64 percent. The not important/not at all important rate was similarly low both years (2 percent in 2016 and 3 percent in 2018). Those saying they “don’t know” increased from 1 to 4 percent.

In your opinion, how important is the University of Alaska to the state of Alaska?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Important	89	89	87	90	96
Very important	64	63	62	67	80
Important	25	26	25	23	16
Not Important	3	4	6	4	1
Not important	2	3	2	2	-
Not at all important	1	1	4	2	1
Neutral	2	2	2	3	-
Don’t know	4	5	3	1	2

- When asked to compare the quality of college/university education in Alaska to other states, one-half of residents (50 percent) say it is about the same; 15 percent say it is better; another 15 percent say it is worse; and 19 percent say they don't know.
- Interior/Far North residents are more likely to say Alaska education is better at 25 percent, compared with between 13 and 17 percent in other regions. Other differences between subgroups included:
 - Fairbanks residents were more likely to give a better rating (29 percent) than either Anchorage (11 percent) or Juneau (13 percent) residents.
 - Older residents were more likely to give a better rating (21 percent, compared with 13 percent of middle-aged respondents and 12 percent of younger respondents).
 - Those with a higher education level were more likely to give worse ratings: 20 percent of those with a Bachelor's or higher, 16 percent of those with AA/voc-tech, 11 percent of those with some college, and 6 percent of those with a high school degree or less.
- Comparing these results to the 2016 survey, residents gave slightly worse ratings in 2018: 20 percent of 2016 respondents said postsecondary education in Alaska was better than other states, down to 15 percent in 2018, while those saying Alaska schools were worse increased slightly, from 12 to 15 percent. The percentage saying UA was about the same increased from 44 to 50 percent, while those saying they didn't know went down from 24 to 19 percent.

Compared to other states, do you think the quality of college and university education in Alaska is...

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Better	15	13	25	14	17
Better	13	11	22	10	12
Much better	2	2	3	4	5
Worse	15	17	10	13	6
Worse	13	15	8	10	6
Much worse	2	2	2	3	-
About the same	50	53	42	49	42
Don't know	19	17	20	22	33

Respondents were asked to indicate their level of agreement with a series of statements about the University of Alaska.

- In general, there was a high level of agreement with all eight statements about UA, with agreement ranging from 62 to 82 percent, and disagreement ranging between 8 and 23 percent. The balance of respondents didn't know or declined to answer.
- Of the seven statements about UA, the statement with the highest level of agreement was *Without the University of Alaska our young people are much more likely to leave Alaska*, with 82 percent of respondents agreeing, and 12 percent disagreeing. Close behind were *The economic impact of University of Alaska is very important to local economies*, with 81 percent agreeing and 9 percent disagreeing; and *Alaska businesses benefit greatly from a workforce trained by University of Alaska*, with 80 percent agreeing and 12 percent disagreeing.
- Several statements generated a high number of "don't know" responses, indicating a lack of familiarity with these issues:
 - *University of Alaska Arctic research creates significant real-world applications for Alaska residents* (18 percent don't know)
 - *University of Alaska helps to diversify Alaska's economy through innovation* (14 percent)
 - *University of Alaska is the best source for our future teachers and health care workers* (13 percent). (This statement also had the highest level of disagreement at 23 percent.)
- There were a few statistically significant differences by subgroup:
 - Younger respondents were more likely to agree with the statement about innovation (78 percent, versus 68 percent of middle-aged respondents and 64 percent of older respondents).
 - Women were more likely to agree with the statement about economic impact (86 percent, versus 78 percent of men). They were also more likely to agree with the statements about shaping Alaska's future (84 versus 75 percent) and future teachers/health care workers (70 versus 56 percent).
 - White respondents were more likely to agree with the statement about young people leaving Alaska (86 percent, versus 74 percent of Alaska Native respondents).
- Several of the agree/disagree statements were repeated from the 2016 survey.
 - The percentage agreeing with the statement about young people leaving Alaska stayed about the same between 2016 (81 percent) and 2018 (82 percent).
 - The percentage agreeing with the statement about Alaska businesses benefiting from a UA-trained workforce went down slightly, from 88 to 80 percent.
 - The percentage agreeing with the statement about UA Arctic research having real-world applications went down slightly, from 82 to 71 percent.
 - The percentage agreeing with the statement about UA shaping Alaska's future went down slightly, from 88 to 79 percent.

Please tell me if you strongly agree, agree, disagree, or strongly disagree with each of the following statements about University of Alaska.

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Without University of Alaska our young people are much more likely to leave Alaska.					
Agree	82	82	80	89	77
Strongly Agree	44	45	39	48	36
Agree	38	37	41	41	41
Disagree	12	13	10	7	10
Disagree	11	12	8	6	10
Strongly Disagree	1	1	2	1	-
Don't know	5	4	7	3	11
The economic impact of University of Alaska is very important to local economies.					
Agree	81	80	81	87	81
Strongly Agree	35	34	40	31	31
Agree	46	46	41	56	50
Disagree	9	10	10	7	5
Disagree	8	9	7	7	3
Strongly Disagree	1	1	3	-	2
Don't know	7	8	6	4	12
Alaska businesses benefit greatly from a workforce trained by University of Alaska.					
Agree	80	81	77	80	79
Strongly Agree	33	33	31	36	28
Agree	47	48	46	44	51
Disagree	12	12	13	11	8
Disagree	11	11	12	10	8
Strongly Disagree	1	1	1	1	-
Don't know	7	7	6	8	11
University of Alaska plays a vital role in shaping Alaska's future.					
Agree	79	79	77	85	79
Strongly Agree	32	31	37	31	30
Agree	47	48	40	54	50
Disagree	13	14	14	8	8
Disagree	12	12	13	8	8
Strongly Disagree	1	2	1	-	-
Don't know	6	5	6	6	6
University of Alaska Arctic research creates significant real-world applications for Alaska residents.					
Agree	71	70	76	75	77
Strongly Agree	26	27	31	18	16
Agree	45	43	45	57	61
Disagree	9	9	11	6	2
Disagree	7	7	9	5	2
Strongly Disagree	2	2	2	1	-
Don't know	18	20	9	18	16

University of Alaska helps to diversify Alaska's economy through innovation.					
Agree	70	69	73	72	72
Strongly Agree	19	18	20	21	19
Agree	51	51	53	51	53
Disagree	15	16	13	12	9
Disagree	13	14	10	12	9
Strongly Disagree	2	2	3	-	-
Don't know	14	15	10	15	17
University of Alaska is the best source for our future teachers and health care workers.					
Agree	61	63	57	63	59
Strongly Agree	22	24	20	18	22
Agree	39	39	37	45	37
Disagree	23	23	27	21	17
Disagree	19	19	21	19	11
Strongly Disagree	4	4	6	1	6
Don't know	13	13	12	15	17

Educational Attainment

- Forty-one percent of respondents reported having earned a Bachelor's degree or higher, including 14 percent with a Master's or PhD. Another 10 percent reported an Associate degree. One out of five (19 percent) reported some college.
- The only statistically significant difference by region was for less than high school diploma: Southwest respondents were more likely to fall in this category (13 percent, compared to between 1 and 5 percent in other regions). Other differences by subgroup included:
 - Educational level corresponded with income level: those in the highest income bracket were the most likely to report a Bachelor's or higher: 62 percent, compared to 46 percent of middle income earners, and 23 percent of lower income earners.
 - Alaska Native respondents were much more likely to report less than high school (11 percent, versus 3 percent of White respondents). They were also more likely to report a voc/tech cert/license (15 versus 5 percent). White respondents were much more likely to report a Bachelor's or higher (48 percent, versus 22 percent of Alaska Native respondents).

What is the highest level of education you had the opportunity to complete?

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Less than high school diploma	4	5	3	1	13
High school diploma/GED	16	18	14	13	6
Some college	19	21	17	18	19
Vocational/technical cert/license	6	6	4	7	6
AA (Associate)	10	10	11	7	11
BA (Bachelor's)	27	25	33	34	20
MA (Master's)	11	11	10	10	12
PhD (Doctorate)	3	3	4	5	5
Declined	4	2	4	3	6

- Those who reported some college or a vocational/technical cert/license were asked their level of interest in obtaining a college degree. Among these respondents, over one-quarter (28 percent) said they were very interested, 19 percent were somewhat interested, and 52 percent were not interested.
- Younger respondents were much more likely to say they were very interested (54 percent, compared to 21 percent of middle-aged respondents, and 2 percent of older respondents).

Are you very interested, somewhat interested, or not interested in obtaining a college degree?

(Base: Some college or a vocational/tech. cert./license)

n=152	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Very interested	28	31	24	8	25
Somewhat interested	19	19	15	13	38
Not interested	52	47	58	75	37

- Those who said they were very or somewhat interested in obtaining a college degree were asked if various incentives would encourage them to complete their degree at UA. The most popular option was more affordable courses (62 percent), followed by online courses (36 percent), scholarship programs (24 percent), financial aid or loan programs (22 percent), talking with an advisor (16 percent), and information regarding UA programs (11 percent).

Would any of the following encourage you to complete your training or degree at University of Alaska?
(Base: Very or somewhat interested in obtaining a college degree)

n=55	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
More affordable courses	62	*	*	*	*
Online courses	36	*	*	*	*
Scholarship programs	24	*	*	*	*
Financial aid or loan programs	22	*	*	*	*
Talking with an advisor	16	*	*	*	*
Information regarding UA programs	11	*	*	*	*
None/Nothing	14	*	*	*	*

*Sample size too small for analysis.

- One-third of degree holders (35 percent) said they had received a degree, certificate, or license from UA. (This equates to 18 percent of the total sample.) The rate was slightly higher among Interior/Far North residents (40 percent) and Southwest residents (39 percent) than among Southcentral (35 percent) and Southeast residents (27 percent). There were no other differences among subgroups.

Have you received a degree, certificate, or license from the University of Alaska?
(Base: Completed an AA/BA/MA/PhD)

n=328	% of Base	Southcentral	Interior/ Far North	Southeast	Southwest
Yes	35	35	40	27	39
No	64	64	60	72	61

- One-quarter of respondents (27 percent) had other household members who had received a degree, certificate, or license from UA, with the rate higher in Interior/Far North (34 percent) compared with other regions (between 24 and 26 percent).

Have any other members of your household received a degree, certificate, or license from the University of Alaska?

n=623	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Yes	27	26	34	24	26
No	69	71	61	69	66

Demographics

- Respondent demographics show the following characteristics.
 - Respondents were slightly more likely to be male (54 percent) than female (45 percent).
 - Respondents reported an average age of 47 years, with similar average ages across the regions.
 - Average income among respondents was \$74,000, with the Southcentral average lower than the other regions at \$71,000.
 - Three-quarters of respondents reported White as their ethnicity, while 11 percent reported they were Alaska Native/American Indian. Nine percent reported other ethnicities. The Alaska Native percentage was highest in Southwest at 26 percent, while the White percentage was lowest at 58 percent.

Demographics

	% of Total	Southcentral	Interior/ Far North	Southeast	Southwest
Gender					
Male	54	52	59	61	44
Female	45	47	40	37	56
Age					
18 – 34	32	32	36	27	33
35 – 54	30	29	34	30	34
55 – 64	22	23	16	23	20
65+	16	16	15	20	13
Average respondent age	47 years	47 years	45 years	49 years	46 years
Income					
Less than \$15,000	5	6	4	3	3
\$15,001 to \$25,000	5	7	2	4	-
\$25,001 to \$35,000	7	8	7	6	3
\$35,001 to \$50,000	11	12	9	9	11
\$50,001 to \$75,000	16	16	18	16	16
\$75,001 to \$100,000	17	16	26	13	12
Over \$100,000	25	23	22	35	33
Average income	\$74,000	\$71,000	\$78,000	\$83,000	\$87,000
Ethnicity					
White/Caucasian	75	77	70	80	58
Alaska Native/Amer. Indian	11	10	11	17	26
Asian/Indian	3	4	3	1	3
Latino/Hispanic	2	3	2	-	-
Black/African-American	2	2	2	2	-
Filipino/Pacific Islander	2	2	2	-	3
Declined	8	8	10	4	11

Community of Residence

The chart below shows sample sizes for each community. Note that survey results were weighted by region to reflect actual population size.

Community of Residence			
	# of Respondents		# of Respondents
Fairbanks/North Pole	103	Haines	2
Kenai Peninsula	103	Healy	2
Mat-Su Borough	101	Hoonah	2
Anchorage	100	Petersburg	2
Juneau/Douglas	52	Sand Point	2
Ketchikan	20	Chevak	1
Bethel	18	Craig	1
Kodiak	18	Emmonak	1
Kotzebue	15	Hooper Bay	1
Nome	13	King Cove	1
Sitka	13	Klawock	1
Barrow	10	Mountain Village	1
Valdez	5	Savoonga	1
Glennallen	4	Selawik	1
Dillingham	4	Shishmaref	1
Skagway	4	Stebbins	1
Wrangell	4	Unalakleet	1
Cordova	3	Unalaska	1
Tok	3	Galena	1
Delta Junction	2	Kwethluk	1
Gamble	2	Pilot Point	1

Why would you encourage your children/grandchildren to attend the University of Alaska?

- All education is good.
- All my kids went.
- Already attending and doing well.
- Better future.
- Cannot advance/move up without a degree.
- Currently attending (x2)
- Daughter graduated from there.
- Depends on major programming. (x2)
- Family is Alumni. (x4)
- Get general credits out of the way.
- If you want more out of life, get more out of life
- In tune with Alaska.
- It may have the program they want
- Learn more...prepare for life.
- Provide a variety of fields that are employable.
- Safer than lower 48 schools and less distractions.
- Sister works there.
- So they can have a chance to survive.
- Solid background.
- To get a good experience.
- To start the basics.
- Variety of opportunities available.

Why would you discourage your children/grandchildren from attending the University of Alaska?

- I would recommend trade school over college.
- It's too challenging to obtain a four-year degree.
- My values and University of Alaska's values do not align.
- Need more vocational training.
- Poor experience, bad advising
- Significant differences to their needs.
- University of Alaska is unable to manage their own finances, so they should not be teaching my kids.
- University politics are not consistently applied.

What else would encourage you to complete your training or degree at University of Alaska?

- Better curriculum
- For the University to stop cutting programs.
- Have more courses available.
- Give me "bucketloads of money."
- Having a nursing program so you don't have to leave town.
- I have an appointment next week with UAS in Matsu.
- If an advisor would reach out to me, it might motivate me.
- Listen to the students a bit more.
- Make online classes easier for students who are almost done getting their degree. Only assign classes that are needed to finish, instead of taking a full course.
- More online courses and resources.
- More time.
- Not sure. I have thought about applying but never got around to it.
- Offer a program I'm interested in.
- Offer long distance learning.
- Free tuition.
- Open more programs or open-up more spots in classes to encourage more students to enroll.
- Provide transportation.
- I am very encouraged but need to find the time and finances.
- I would like to continue my education, but I don't want to relocate to Fairbanks or Anchorage.
- Accept more transfer credits from nationally to regionally.
- UAF doesn't offer a BS in aviation, only AA. I will finish my AA but wish they offered more. It is a shame that for a school surrounded by so much military influence from Eielson AFB and Ft. Wainwright they don't offer a full degree.
- University of Alaska should be more helpful and understanding with older applicants who have a lack of knowledge of the process of attending college.
- Would be beneficial if work experience is credited toward practicum.

Supplemental Survey Comparison

The following analysis looks broadly at several recent opinion surveys to provide additional insights and context for the 2018 UA Household Opinion Survey. Respondents, survey methodology, and lines of questioning are not exactly comparable. However, broad commonalities and dissimilarities are identified where possible.

Following is a brief overview of the surveys, methodology, sample sizes, and survey content.

2017 Q4 AEDC ANCHORAGE CONSUMER OPTIMISM INDEX (ANCI) SURVEY, NORTHERN ECONOMICS

Data is collected by a random quarterly telephone survey of at least 350 households located in the Municipality of Anchorage. ANCI lines of questioning included Anchorage residents' optimism regarding the local economy, their personal financial situation, and expectations for the future.

2018 AEDC ANNUAL BUSINESS CONFIDENCE INDEX SURVEY, NOVEMBER-DECEMBER 2017, McDOWELL GROUP

This survey has been conducted online annually since 2009. The sample included 338 responses from businesses and organizations within the municipality of Anchorage. Lines of questioning included respondent expectations for 2018 regarding the Anchorage economy, business revenue, net profits, employment, capital investment, barriers to growth, tax issues, and State fiscal issues.

ALASKA CHAMBER ALASKA OPINION SURVEY, FEBRUARY-MARCH 2018, DITTMAN

The survey was conducted with 809 likely voters statewide. Survey content included questions about the State's economy, budget and policy issues, industry favorability, and resource development. Trend analysis is presented for selected questions for Chamber surveys from 2015, 2016, and 2017.

UNIVERSITY OF ALASKA HOUSEHOLD OPINION SURVEY, APRIL 2018, McDOWELL GROUP

The telephone survey was conducted statewide with a sample of 623 households to better understand Alaskans' perceptions on quality of life, the economy, outlook for the future, and level of concern for several issues such as crime, energy costs, climate change, quality of education, and employment. Trend analysis is provided for questions included in UA's 2016 household survey.

Common Themes

This supplemental analysis reinforces the key themes identified in the UA Household Opinion Survey concerning economic and personal issues.

- Residents recognize some economic recovery and express tempered optimism for the future.
- Ratings for personal finances and household economic well-being are consistently higher than ratings for local or statewide economic conditions.
- Education and workforce development are priorities for residents and businesses.
- Crime and public safety are leading concerns—especially among Anchorage residents.
- Approximately one-third of residents support a statewide income tax as a fiscal solution.

Questions in Common

Areas where one or more of the surveys overlapped included the economy, education and training, crime and public safety, and statewide income tax. A summary of comparability is presented below for each of these categories followed by specific survey results.

The Economy

In general, residents and the business community believe that while the current economy is not great, things are improving.

Results of the Alaska Chamber survey appear to show that residents feel slightly less positive about the State’s economy (61 percent not too good/pretty bad) when compared to UA respondents (who rated the current economy 5.1 out of 10).

AEDC ANCI SURVEY

- The Local Economy Confidence measure recovered from the all-time lows in the previous two quarters to 53.1.
- The Personal Financial Confidence measure has always been the strongest and least volatile component of ANCI (potentially due to personal and family decisions being in greater control of respondents). The component rose to 65.4.
- The Expectations of the Future component had the largest point gain, increasing by 6.7 points to 49.3. That is still in slightly pessimistic or recessionary territory.

AEDC Anchorage Optimism Index, ANCI, 2014-2017

	Local Economy	Personal Finances	Future Expectations
2014 Q1	63.6	66.4	55.8
2014 Q2	65.2	67.1	60.4
2014 Q3	65.9	68.6	59.6
2014 Q4	62.3	64.5	53.0
2015 Q1	62.1	67.1	52.0
2015 Q2	58.4	65.7	51.9
2015 Q3	60.5	65.4	50.0
2015 Q4	57.1	65.1	45.2
2016 Q1	52.8	63.8	42.3
2016 Q2	50.8	65.7	38.2
2016 Q3	52.3	61.9	43.6
2016 Q4	54.4	63.2	45.2
2017 Q1	50.0	67.1	42.6
2017 Q2	46.9	62.0	40.6
2017 Q3	47.6	62.0	42.6
2017 Q4	53.1	65.4	49.3

Note: Values above 50 represent optimism.

AEDC BCI SURVEY

- Nearly one-third (29 percent) of businesses think the Anchorage economy will fare better in 2018 than in 2017, while 58 percent expect it to be worse, and 14 percent expect no change.
- Optimism has increased since last year, when only 18 percent predicted an improvement in the economy, and 70 percent predicted it would worsen.
- The percentage expecting Alaska's economy to improve (32 percent) is up significantly from the last two years (19 percent in 2016 and 5 percent in 2015).
- After four years of optimism from 2011 to 2014, there was considerable drop in confidence in the Anchorage economy in 2015 (20 percent decline) and 2016 (30 percent decline). There was a slight uptick in confidence in 2017 and a significant increase in the confidence level for 2018 (26 increase).

AEDC Business Confidence in the Anchorage Economy, 2009-2018

	Index Score	% chg.
2009	44.9	
2010	46.7	4%
2011	54.7	17%
2012	55.9	2%
2013	55.9	0%
2014	58.4	4%
2015	46.9	-20%
2016	32.8	-30%
2017	33.7	3%
2018	42.5	26%

Note: Values above 50 represent optimism.

ALASKA CHAMBER SURVEY

- Alaskans rated the State's current economy as 38 percent good or very good and 61 percent not to good or pretty bad.

Alaska Chamber Survey, Alaska's Current Economy, 2016-2018

	Good/Very Good	Not too Good/Pretty Bad
2014	79%	19%
2015	75%	22%
2016	47%	53%
2017	37%	63%
2018	38%	61%

UA SURVEY

- Alaskans rated the condition of the state's economy an average of 5.1 on a 1-to-10 scale. Three-quarters (74 percent) gave a moderate rating of 4, 5, 6, or 7; the most common response was 5 (23 percent).

Seventeen percent of respondents gave a weak rating (1, 2, or 3), while just 7 percent gave a strong rating (8, 9, or 10).

- Nearly half of residents (45 percent) believe that Alaska’s economy will improve over the next five years, while 20 percent believe it will decline, and 25 percent believe it will stay about the same. Ten percent don’t know.

Education and Training

There appears to be solid support for K-12 and colleges in Alaska with minimal desire to cut education funding. AEDC respondents recognize workforce-related issues at all professional levels.

AEDC BCI SURVEY

- Businesses were asked to rate barriers to business growth. Combined (significant and moderate barriers) included availability of professional/technical workforce (59 percent), job readiness of entry-level workforce (49 percent), and availability of semi-skilled workforce (49 percent).
- One of the top ten “most important issues facing Anchorage” was achieving a 90 percent ASD high school graduation rate by 2020 (49 percent).
- Very important ratings for issues related to the Anchorage economy increased significantly for workforce training, from 31 percent in 2016 to 44 percent in 2017.

ALASKA CHAMBER SURVEY

- Two-thirds of respondents think that the state is on the wrong track. Three percent of those respondents think that “investing in education” would get Alaska back on track. For comparison, the highest rated suggestions were “cut spending/balance budget” at 18 percent, and “more resource development” at 15 percent.
- Nearly three-quarters of respondents think that cuts need to be made to state spending (72 percent somewhat or strongly support). Of those respondents, 5 percent support cutting education funding.

UA SURVEY

- Among seven public institutions, respondents reported the highest confidence in UA (28 percent had significant confidence), followed closely by local K-12 schools (26 percent). In addition, another 42 percent reported moderate confidence. Just 15 percent said they had little confidence in UA.
- Regarding a list of potential household concerns, respondents expressed some concern for “quality of colleges in Alaska” (17 percent serious concern, 36 percent somewhat of a concern, and 42 percent not a concern).
- The level of concern regarding “quality of local schools” was similar at 19 percent, 36 percent, and 39 percent respectively.

Crime and Public Safety

Crime and public safety are a concern to Anchorage businesses and statewide residents.

AEDC BCI SURVEY

- More than half said public safety was a significant or moderate barrier in Anchorage (53 percent).
- When asked in 2017 how important community and neighborhood safety is to the Anchorage economy, 74 percent of respondents said it was very important (up from 54 percent in 2013).

UA SURVEY

- Of the 12 potential concerns for their household, residents reported the most concern with crime and public safety, with 39 percent describing it as a serious concern and 37 percent saying somewhat of a concern.

Statewide Income Tax

Roughly one-third of respondents in the AEDC and Chamber surveys support a statewide income tax. Among UA survey respondents who said was not a concern, some may support the tax while others may not believe it would be enacted.

AEDC BCI SURVEY

- When asked about potential methods of addressing the State of Alaska's budget deficit, 39 percent supported a statewide income tax.

ALASKA CHAMBER SURVEY

- When asked their level of support or opposition to a statewide income tax, 35 percent supported or strongly supported this option.

UA SURVEY

- Respondents were asked their level of concern regarding a potential statewide income tax. One-third (32 percent) stated that this was not a concern. Nearly two-thirds (63 percent) said it was either somewhat of a concern or a serious concern.

University of Alaska Household Opinion Survey 2018

PHONE # _____

Cell/Landline _____

INTERVIEWER NAME _____

DATE _____

Hello, this is _____ with the McDowell Group. We are gathering opinions from Alaskans about their impressions and personal concerns about Alaska's future. I'd like to ask you a few questions.

1. In what year were you born? 19____ (If 2001 or after, ask for adult. If none, thank and end survey.)

2. In which community do you live? (Thank and end survey if they do not live in AK.)

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> 01 Anchorage | <input type="checkbox"/> 10 Fort Yukon | <input type="checkbox"/> 22 Mat-Su Borough | <input type="checkbox"/> 33 Sitka |
| <input type="checkbox"/> 42 Akutan | <input type="checkbox"/> 11 Galena | <input type="checkbox"/> 23 McGrath | <input type="checkbox"/> 34 Skagway |
| <input type="checkbox"/> 43 Alakanuk | <input type="checkbox"/> 49 Gambel | <input type="checkbox"/> 24 Metlakatla | <input type="checkbox"/> 58 Stebbins |
| <input type="checkbox"/> 44 Anderson | <input type="checkbox"/> 12 Haines | <input type="checkbox"/> 25 Mountain Village | <input type="checkbox"/> 35 St. Paul |
| <input type="checkbox"/> 45 Angoon | <input type="checkbox"/> 13 Healy | <input type="checkbox"/> 26 Naknek | <input type="checkbox"/> 59 Thorne Bay |
| <input type="checkbox"/> 46 Aniak | <input type="checkbox"/> 14 Hoonah | <input type="checkbox"/> 27 Newhalen | <input type="checkbox"/> 36 Togiak |
| <input type="checkbox"/> 02 Barrow | <input type="checkbox"/> 15 Hooper Bay | <input type="checkbox"/> 28 Nome | <input type="checkbox"/> 37 Tok |
| <input type="checkbox"/> 03 Bethel | <input type="checkbox"/> 16 Juneau | <input type="checkbox"/> 29 Nondalton | <input type="checkbox"/> 60 Unalakleet |
| <input type="checkbox"/> 47 Chevak | <input type="checkbox"/> 50 Kake | <input type="checkbox"/> 53 Noorvik | <input type="checkbox"/> 38 Unalaska |
| <input type="checkbox"/> 48 Glenallen | <input type="checkbox"/> 17 Kenai Peninsula | <input type="checkbox"/> 30 North Pole | <input type="checkbox"/> 39 Valdez |
| <input type="checkbox"/> 04 Cordova | <input type="checkbox"/> 18 Ketchikan | <input type="checkbox"/> 31 Petersburg | <input type="checkbox"/> 61 Wainwright |
| <input type="checkbox"/> 05 Craig | <input type="checkbox"/> 19 King Cove | <input type="checkbox"/> 54 Point Hope | <input type="checkbox"/> 40 Wrangell |
| <input type="checkbox"/> 06 Delta Junction | <input type="checkbox"/> 51 King Salmon | <input type="checkbox"/> 32 Sand Point | <input type="checkbox"/> 41 Yakutat |
| <input type="checkbox"/> 07 Dillingham | <input type="checkbox"/> 52 Klawock | <input type="checkbox"/> 55 Savoonga | <input type="checkbox"/> 42 Other _____ |
| <input type="checkbox"/> 08 Emmonak | <input type="checkbox"/> 20 Kodiak | <input type="checkbox"/> 56 Selawik | |
| <input type="checkbox"/> 09 Fairbanks | <input type="checkbox"/> 21 Kotzebue | <input type="checkbox"/> 57 Shishmaref | |

[READ] I'd like to ask a couple questions about Alaska's economy.

3. Overall, how would you rate the current condition of Alaska's economy, using a scale of 1 to 10, where 1 means "very weak" and 10 means "very strong"? (Circle answer)

Very weak	Very strong
1	10
2	11 <input type="checkbox"/> DK
3	12 <input type="checkbox"/> Ref.
4	
5	
6	
7	
8	
9	

4. Over the next five years, do you expect Alaska's economy to improve, decline, or stay about the same? 01 Improve 02 Decline 03 Stay about the same 04 Don't know 05 Refused

[READ] Next, I'd like to ask a couple questions about your household's economic well-being, which includes your confidence in your ability to earn income, pay bills, provide for dependents, and save for the future including retirement.

5. Overall, how would you rate your household's economic well-being, using a scale of 1 to 10, where 1 means "struggling" and 10 means "thriving"? (Circle answer)

Struggling	Thriving
1	10
2	11 <input type="checkbox"/> DK
3	12 <input type="checkbox"/> Ref.
4	
5	
6	
7	
8	
9	

6. Over the next five years, do you expect your household's economic well-being to improve, decline, or stay about the same? 01 Improve 02 Decline 03 Stay about the same 04 Don't know 05 Refused

[Read] Next, I'm going to ask you some questions about your quality of life in Alaska. Quality of life can mean different things to different people. Usually it's a combination of factors that contribute to your sense of well-being and happiness.

7. Overall, how would you rate your quality of life in Alaska using a scale of 1 to 10, where 1 means "very poor" and 10 means "very good"? (Circle answer)

Very Poor	Very Good
1	10
2	11 <input type="checkbox"/> DK
3	12 <input type="checkbox"/> Ref.
4	
5	
6	
7	
8	
9	

8. Do you expect to be living in Alaska five years from now?

- 1 Yes 2 No (Skip to Q9) 3 DK/Refused (Skip to Q9)

8a. Over the next five years, do you expect your quality of life to improve, decline, or stay about the same?

- 1 Improve 4 Don't know
 2 Decline 5 Refused
 3 About the same

9. Please tell me if you have significant confidence, moderate confidence, or little confidence in each of the following institutions.

(READ LIST, ROTATE)	01 <i>Significant Confidence</i>	02 <i>Moderate Confidence</i>	03 <i>Little Confidence</i>	04 <i>Don't know</i>	05 <i>Refused</i>
a. Alaska State government	01	02	03	04	05
b. The Alaska Legislature	01	02	03	04	05
c. Your local community government	01	02	03	04	05
d. Your local K-12 schools	01	02	03	04	05
e. The University of Alaska	01	02	03	04	05
f. The Alaska Permanent Fund Corporation	01	02	03	04	05
g. The Federal government	01	02	03	04	05

10. Please tell me if each of the following is a serious concern, somewhat of a concern, or not a concern for your household.

(READ LIST, ROTATE)	01 <i>Serious Concern</i>	02 <i>Somewhat of a Concern</i>	03 <i>Not a Concern</i>	04 <i>Don't know</i>	05 <i>Refused</i>
a. Your ability to find a job	01	02	03	04	05
b. Your cost of healthcare	01	02	03	04	05
c. Your ability to find quality healthcare	01	02	03	04	05
d. Crime and public safety	01	02	03	04	05
e. Potential for a statewide income tax	01	02	03	04	05
d. Affordable housing	01	02	03	04	05
e. Quality of colleges in Alaska	01	02	03	04	05
h. Quality of your local schools	01	02	03	04	05
i. Your ability to save for retirement	01	02	03	04	05
j. Energy costs	01	02	03	04	05
k. Climate change	01	02	03	04	05
l. National security	01	02	03	04	05

11. Which of the issues we just talked about is of most concern for your household? I will reread the list.

_____ (letter) 02 Don't know 03 Refused

12. Which of the issues is the second most concerning for your household? (Reread if necessary).

_____ (letter) 02 Don't know 03 Refused

[READ] Next, I have a few questions about family members continuing their education beyond high school.

13. Do you have children or grandchildren who are currently attending elementary, middle, or high school in Alaska?

- 1 Children 3 None (Skip to Read before Q18)
 2 Grandchildren 4 Refused (Skip to Read before Q18)

14. Is your household's ability to fund your children or grandchildren's education beyond high school a serious concern, somewhat of a concern, or not a concern?

- 1 Serious concern 4 Not applicable
 2 Somewhat of a concern 5 Don't know
 3 Not a concern 6 Refused

15. Would you strongly encourage, encourage, discourage, or strongly discourage them from attending a vocational training program after high school?

- 1 Strongly encourage 3 Discourage 5 It depends
 2 Encourage 4 Strongly discourage 6 Don't know/refused

16. Would you strongly encourage, encourage, discourage, or strongly discourage them from obtaining a college degree?

- 1 Strongly encourage 3 Discourage 5 It depends
 2 Encourage 4 Strongly discourage 6 Don't know/refused

17. Would you strongly encourage, encourage, discourage, or strongly discourage them from attending University of Alaska?

- 1 Strongly encourage (**Ask Q17a**) 3 Discourage (**Ask Q17b**) 5 Don't know (**Skip to Q18**)
 2 Encourage (**Ask Q17a**) 4 Strongly discourage (**Ask 17b**) 6 Refused (**Skip to Q18**)

17a. Why? (Check all that apply, probe)

01 Affordable/low cost
 02 Location/close to home
 03 Good education
 04 Good reputation
 05 Convenient
 06 Can live at home
 07 Wants to attend
 08 Friends/family attending
 09 AK performance scholarship
 10 New/exciting programs
 11 Good prep. for Alaska jobs
 12 Other

13 Don't know
 14 Refused

17b. Why? (Check all that apply, probe)

01 Affordability/cost
 02 Location/too far away
 03 Quality of education
 04 Reputation/name recognition
 05 College not necessary
 06 Does not want to attend college
 07 More/better academic programs elsewhere
 08 More/better activities elsewhere
 09 Experience outside of Alaska
 10 Other

11 Don't know
 12 Refused

[READ] Now I am going to ask you a few more questions about University of Alaska.

18. In your opinion, how important is the University of Alaska to the state of Alaska? (Read 1-4)

- 1 Very important 3 Not important 5 Neutral 6 Don't know
 2 Important 4 Not at all important 7 Refused

19. Compared to other states, do you think the quality of college and university education in Alaska is: (Read 1-5)

- 1 Better 3 Worse 5 About the same 6 Don't know
 2 Much better 4 Much worse 7 Refused

20. Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements about University of Alaska.

Rotate	1 <i>Strongly agree</i>	2 <i>Agree</i>	3 <i>Disagree</i>	4 <i>Strongly disagree</i>	5 <i>Don't know</i>	6 <i>Ref</i>
a. Without University of Alaska, our young people are much more likely to leave Alaska.	1	2	3	4	5	6
b. Alaska businesses benefit greatly from a workforce trained by University of Alaska.	1	2	3	4	5	6
c. The economic impact of University of Alaska is very important to local economies.	1	2	3	4	5	6
d. University of Alaska helps to diversify Alaska's economy through innovation.	1	2	3	4	5	6
e. University of Alaska plays a vital role in shaping Alaska's future.	1	2	3	4	5	6
f. The University of Alaska is the best source for our future teachers and health care workers.	1	2	3	4	5	6
g. University of Alaska Arctic research creates significant real-world applications for Alaska residents.	1	2	3	4	5	6

[READ] I have just a few more questions for demographic purposes.

21. What is the highest level of education you had the opportunity to complete? (Do not read)

- | | |
|---|---|
| <input type="checkbox"/> 01 Less than HS diploma (Skip to Q 25) | <input type="checkbox"/> 06 AA (Associate's) (skip to Q 24) |
| <input type="checkbox"/> 02 HS diploma/GED (Skip to Q 25) | <input type="checkbox"/> 07 BA (Bachelor's) (skip to Q 24) |
| <input type="checkbox"/> 03 Don't know (Skip to Q 25) | <input type="checkbox"/> 08 MA (Master's) (skip to Q 24) |
| <input type="checkbox"/> 04 Refused (Skip to Q 25) | <input type="checkbox"/> 09 PhD (Doctorate) (skip to Q 24) |
| <input type="checkbox"/> 05 Other _____ (Skip to Q 25) | <input type="checkbox"/> 10 Some college |
| | <input type="checkbox"/> 11 Vocational/Tech Cert/License |

22. Are you very interested, somewhat interested, or not interested in obtaining a college degree?

- | | |
|---|--|
| <input type="checkbox"/> 1 Very interested | <input type="checkbox"/> 04 Don't know (Skip to Q25) |
| <input type="checkbox"/> 2 Somewhat interested | <input type="checkbox"/> 05 Refused (Skip to Q25) |
| <input type="checkbox"/> 3 Not interested (Skip to Q25) | |

23. Would any of the following encourage you to complete your training or degree at University of Alaska? (Read 1-6; check all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> 01 Information regarding UA programs | <input type="checkbox"/> 04 Financial aid or loan programs | <input type="checkbox"/> 07 None/Nothing |
| <input type="checkbox"/> 02 Talking with an advisor | <input type="checkbox"/> 05 Online courses | <input type="checkbox"/> 08 Don't know/ref. |
| <input type="checkbox"/> 03 Scholarship programs | <input type="checkbox"/> 06 More affordable courses | |

23a. Is there anything else that the University of Alaska could do to encourage you to complete your training or degree?

Skip to Q 25

24. Have you received a degree, certificate, or license from the University of Alaska?

- | | | | |
|--------------------------------|-------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't know | <input type="checkbox"/> 4 Refused |
|--------------------------------|-------------------------------|---------------------------------------|------------------------------------|

25. Have any other members of your household received a degree, certificate, or license from the University of Alaska?

- | | | | |
|--------------------------------|-------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No | <input type="checkbox"/> 3 Don't know | <input type="checkbox"/> 4 Refused |
|--------------------------------|-------------------------------|---------------------------------------|------------------------------------|

26. Which racial or ethnic group do you most closely identify yourself with?

(Do not read; check all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> 01 White/Caucasian | <input type="checkbox"/> 04 Filipino/Pacific Islander | <input type="checkbox"/> 07 Other _____ |
| <input type="checkbox"/> 02 Alaska Native/Amer. Indian | <input type="checkbox"/> 05 Asian/Indian | <input type="checkbox"/> 08 Don't know |
| <input type="checkbox"/> 03 Black/African-American | <input type="checkbox"/> 06 Latino/Hispanic | <input type="checkbox"/> 09 Refused |

27. Please stop me at the category that best describes your 2017 household income before taxes.

- | | | |
|--|---|--|
| <input type="checkbox"/> 01 Less than \$15,000 | <input type="checkbox"/> 04 \$35,001 to \$50,000 | <input type="checkbox"/> 07 Over \$100,000 |
| <input type="checkbox"/> 02 \$15,001 to \$25,000 | <input type="checkbox"/> 05 \$50,001 to \$75,000 | <input type="checkbox"/> 08 Don't know |
| <input type="checkbox"/> 03 \$25,001 to \$35,000 | <input type="checkbox"/> 06 \$75,001 to \$100,000 | <input type="checkbox"/> 09 Refused |

28. Gender (do not ask) 1 Male 2 Female 3 Don't know

Thank you for participating