



4th QUARTER – DECEMBER 2012

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

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

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

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

1A. Have you heard any recommendations about the amount of physical activity or exercise a child or youth should get each day for good health?

HEARD RECOMMENDATIONS ABOUT EXERCISE?	
Count	%
Yes	485 64.7%
No	264 35.3%

1B. (IF YES TO 10A, THEN ASK...) How many days per week have you heard that a child or youth should be physically active?

	DAYS PER WEEK:		
	Count	%	
One	27	5.5%	Mean = 5.4 days
Two	14	2.9%	
Three	46	9.4%	
Four	28	5.8%	
Five	94	19.4%	
Six	15	3.1%	
Seven	211	43.7%	
Not sure	49	10.2%	

1C. (IF YES TO 10A, THEN ASK...) For each of those days, how many minutes have you heard that a child or youth should be physically active?

	MINUTES PER DAY:		
	Count	%	
Less than 30 minutes	38	7.9%	
30 minutes	138	28.5%	
31-59 minutes	15	3.2%	
60 minutes or more	194	40.0%	
Not sure	99	20.4%	

1D. Tell me if you think a child being overweight or obese increases their risk of the following things that may or may not be true... Does a child being overweight or obese increase the risk of _____ (INSERT ITEM)?

Diabetes:

	DOES OBESITY INCREASE RISK OF DIABETES?		
	Count	%	
Yes	701	93.4%	
No	30	4.0%	
Not sure	19	2.5%	

High cholesterol:

	DOES OBESITY INCREASE RISK OF HIGH CHOLESTEROL?	
	Count	%
Yes	677	90.2%
No	41	5.5%
Not sure	32	4.3%

High blood pressure:

	DOES OBESITY INCREASE RISK OF HIGH BLOOD PRESSURE?	
	Count	%
Yes	686	91.4%
No	37	4.9%
Not sure	28	3.7%

Doing poorly at school:

	DOES OBESITY INCREASE RISK OF DOING POORLY AT SCHOOL?	
	Count	%
Yes	485	64.7%
No	203	27.1%
Not sure	61	8.2%

Feeling bad about themselves:

	DOES OBESITY INCREASE RISK OF FEELING BAD?	
	Count	%
Yes	682	91.0%
No	44	5.9%
Not sure	24	3.1%

Lung cancer:

	DOES OBESITY INCREASE RISK OF LUNG CANCER?	
	Count	%
Yes	136	18.1%
No	488	65.1%
Not sure	126	16.8%

1E. There are different ideas about what causes people to be overweight or obese. Tell me if you strongly agree, somewhat agree, or disagree that each of the following causes overweight or obesity. For example, [INSERT] causes overweight or obesity? How about [INSERT NEXT ITEM]?

Genetics:

	GENETICS CAUSES OBESITY:	
	Count	%
Strong agree	275	36.6%
Somewhat agree	390	52.0%
Disagree	66	8.8%
Not sure	19	2.6%

Not exercising:

	NOT EXERCISING CAUSES OBESITY:	
	Count	%
Strong agree	625	83.3%
Somewhat agree	105	14.1%
Disagree	15	1.9%
Not sure	5	.7%

Eating large portions of food:

	EATING LARGE PORTIONS CAUSES OBESITY:	
	Count	%
Strong agree	485	64.7%
Somewhat agree	201	26.8%
Disagree	49	6.5%
Not sure	15	2.0%

Drinking sugar-sweetened drinks like soda, not including diet drinks:

DRINKING SUGARY DRINKS CAUSES OBESITY:		
	Count	%
Strong agree	581	77.5%
Somewhat agree	137	18.3%
Disagree	29	3.8%
Not sure	3	.4%

Eating junk food, like potato chips, candy and sweets:

EATING JUNK FOOD CAUSES OBESITY:		
	Count	%
Strong agree	595	79.4%
Somewhat agree	125	16.7%
Disagree	21	2.9%
Not sure	8	1.0%

Sitting around:

SITTING AROUND CAUSES OBESITY:		
	Count	%
Strong agree	525	70.1%
Somewhat agree	184	24.5%
Disagree	35	4.7%
Not sure	5	.7%

Driving instead of walking or biking to get around:

DRIVING INSTEAD OF WALKING CAUSES OBESITY:		
	Count	%
Strong agree	322	42.9%
Somewhat agree	293	39.1%
Disagree	124	16.5%
Not sure	11	1.5%

Watching TV:

WATCHING TV CAUSES OBESITY:		
	Count	%
Strong agree	303	40.4%
Somewhat agree	295	39.3%
Disagree	138	18.4%
Not sure	14	1.9%

1F. Are you a parent of a child aged between 5 and 12?

ARE YOU A PARENT OF A CHILD AGED 5-12?		
	Count	%
Yes	193	25.7%
No	557	74.3%

1G. (IF YES, THEN ASK...) In the last 12 months, have you or any of your children aged between 5 and 12 had conversations with a health care provider about your child's weight?

IN LAST 12 MONTHS, SPOKEN ABOUT CHILD'S WEIGHT WITH HEALTH CARE PROVIDER?		
	Count	%
Yes	39	20.4%
No	153	79.6%

1H. (IF YES, THEN ASK...) Do you make sure your child is physically active?

DO YOU MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE?		
	Count	%
Yes	184	95.7%
No	8	4.3%

11. (IF YES, THEN ASK...) What do you do to make sure your child is physically active?

WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #1?		
	Count	%
Backpacking	2	.9%
Be involved in school	5	2.5%
Biking/Bike riding	6	3.3%
Gathering/carrying wood	2	.9%
Doing chores/Take care of the house	9	4.9%
Climbing mountains/Hiking	6	3.6%
Outdoor activities/Get them outside/Go outside to play	43	23.9%
Exercise/Create ways to exercise	5	2.5%
Skiing/Cross-country skiing/Snowboarding	5	2.7%
Dance classes/Dancing	1	.3%
Football	2	.8%
Hunting	2	1.0%
Hockey	5	3.0%
Do stuff with them/Interact with them/Be active with them	2	.9%
Treadmill	2	1.0%
General sports/Sports programs/Encourage sports	17	9.4%
Physical/healthy activity/Keep active/Run around/Movement	1	.6%
Explore the forest	1	.5%
Extra-curricular activities	3	1.7%
Walking/Walk the dog/Walk to school	22	12.2%
Go to the gym/Working out	4	2.0%
Go to the park/playground	1	.4%
Healthy food/Not eating so much/Feed them less/Balanced diet	2	1.3%
Hiking and camping	4	2.4%
Not sitting around	3	1.6%
Limit electronic time/TV	4	2.0%
Ski jumping	0	.3%
PE/Physical education	1	.5%
Play/Playing together	2	1.3%
Baseball	1	.5%
Catch/Play ball	1	.4%
Pushing them/Encourage them	1	.4%
Basketball	1	.4%
Snowmachining	1	.4%
Running	3	1.9%
Sledding	1	.4%
Soccer	2	1.2%
Swimming	5	2.8%
Talk to them/Counsel them/Verbal reinforcement	1	.5%
Trampoline	1	.7%
Wrestle	1	.5%
Camping	3	1.5%

What else?

WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #2?		
	Count	%
Nothing else	11	6.2%
Biking/Bike riding	17	9.6%
Gathering/carrying wood	4	2.4%
Doing chores/Take care of the house	2	.9%
Climbing mountains/Hiking	9	5.2%
Outdoor activities/Get them outside/Go outside to play	22	12.0%
Exercise/Create ways to exercise	2	1.4%
Skiing/Cross-country skiing/Snowboarding	11	5.8%
Hunting	2	1.2%
Do stuff with them/Interact with them/Be active with them	1	.3%
General sports/Sports programs/Encourage sports	18	9.8%
Physical/healthy activity/Keep active/Run around/Movement	6	3.4%
Walking/Walk the dog/Walk to school	16	8.8%
Go to the gym/Working out	14	8.0%
Go to the park/playground	2	.9%
Healthy food/Not eating so much/Feed them less/Balanced diet	1	.6%
Limit electronic time/TV	5	2.9%
PE/Physical education	1	.4%
Play/Playing together	3	1.5%
Catch/Play ball	1	.7%
Basketball	2	1.4%
Snowmachining	1	.5%
Running	1	.4%
Sledding	3	1.5%
Soccer	1	.4%
Swimming	1	.7%
Trampoline	1	.4%
Wrestle	1	.6%
They cannot sit after dinner	1	.3%
Fishing	3	1.6%
Frisbee	1	.5%
Camping	1	.4%
Bowling	1	.6%
Skating	5	2.8%
Wii exercise/Xbox Kinect	2	1.3%
Judo/Martial arts	1	.3%
Physical activities inside	2	1.1%
Athletics/Athletic events	0	.2%
Boys and Girls Club	1	.3%
Coach sports teams	1	.5%
Fishing, swimming and camping	1	.4%
Modeling	1	.4%
Dog sledding	1	.3%
Prepare food	1	.3%
Recess	1	.5%
Run dogs	1	.3%

What else?

WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #3?		
	Count	%
Nothing else	37	20.3%
Biking/Bike riding	3	1.9%
Camping and fishing	3	1.6%
Doing chores/Take care of the house	5	2.8%
Climbing mountains/Hiking	9	5.2%
Outdoor activities/Get them outside/Go outside to play	7	4.1%
Exercise/Create ways to exercise	2	1.3%
Skiing/Cross-country skiing/Snowboarding	3	1.7%
Dance classes/Dancing	1	.6%
Football	1	.5%
Hockey	1	.3%
General sports/Sports programs/Encourage sports	26	14.2%
Physical/healthy activity/Keep active/Run around/Movement	5	2.5%
Walking/Walk the dog/Walk to school	11	6.2%
Go to the gym/Working out	3	1.5%
Go to the park/playground	4	2.1%
Healthy food/Not eating so much/Feed them less/Balanced diet	8	4.3%
Limit electronic time/TV	1	.5%
Play/Playing together	4	2.2%
Pushing them/Encourage them	1	.4%
Basketball	4	2.4%
Running	3	1.9%
Sledding	3	1.9%
Swimming	6	3.2%
Talk to them/Counsel them/Verbal reinforcement	4	2.3%
Camping	1	.3%
Skating	1	.3%
Wii exercise/Xbox Kinect	2	1.3%
Judo/Martial arts	2	1.0%
Dog sledding	1	.3%
Recess	1	.3%
Cheerleading	3	1.8%
Doing projects outside/Jobs	6	3.3%
Game wheel	1	.5%
Gymnastics	1	.4%
Nordic combined	0	.3%
Play with the dogs	1	.5%
Reading	0	.2%
Rockclimbing	0	.3%
Scouting	1	.5%
Self-defense training	2	1.3%
Skateboarding	1	.5%
Trapping	1	.8%
Weights	1	.4%

The following questions are for statistical purposes only.

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

USE CELLPHONE?		
	Count	%
Yes	286	84.2%
No	54	15.8%

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

HAVE LANDLINE:		
	Count	%
Yes	155	37.8%
No	255	62.2%

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

PHONE USE MOST:		
	Count	%
Landline	141	32.1%
Cellphone	300	67.9%

THE FOLLOWING VARIABLE WAS COMPUTED USING MEASURED DATA:

LANDLINE/CELL STATUS:		
	Count	%
Landline only	54	7.2%
Both - land dominant	141	18.9%
Both - cell dominant	300	40.0%
Cell only	255	34.0%

3. Are you a head of your household?

HEAD OF HOUSEHOLD?		
	Count	%
Yes	520	69.7%
No	226	30.3%

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

ADVERTISING NOTICE MOST:		
	Count	%
Newspaper	100	13.6%
Direct mail	31	4.2%
TV ads	262	35.5%
Radio ads	182	24.7%
Internet ads	150	20.4%
Not sure	12	1.6%

5A. Do you watch TV a lot, a fair amount, a little or none?

DO YOU WATCH TV...		
	Count	%
A lot	74	10.0%
A fair amount	258	34.8%
A little	292	39.4%
None	117	15.8%

5B. (IF A LOT, SOME OR A LITTLE, THEN ASK...) What TV channel do you watch most often?

MOST WATCHED TV CHANNEL:		
	Count	%
KTUU Channel 2	92	14.8%
KTBY Channel 4	11	1.8%
KYES Channel 5	1	.1%
KAKM Channel 7	20	3.3%
KTVA Channel 11	24	3.9%
KIMO Channel 13	11	1.7%
KATN Fairbanks Channel 2	2	.3%
KFXF Fairbanks Channel 7	4	.6%
KTVF Fairbanks Channel 11	10	1.6%
KUAC Fairbanks Channel 9	9	1.4%
KJNP Fairbanks Channel 4	1	.1%
KXD Fairbanks Channel 13	10	1.6%
KJUD Southeast Channel 8	1	.2%
KTOO Southeast Channel 3	1	.1%
History	52	8.4%
Discovery	44	7.2%
CNN	11	1.8%
Fox News	50	8.0%
MSNBC	15	2.4%
ESPN	34	5.5%
A&E	2	.3%
TBS	8	1.2%
TNT	9	1.5%
USA	5	.8%
Comedy	24	3.9%
Lifetime	8	1.2%
Cartoon Network	4	.6%

(continued)

MOST WATCHED TV CHANNEL:		
	Count	%
Food	7	1.1%
HGTV	10	1.6%
HBO	11	1.8%
National Geographic	5	.8%
Telemundo	2	.2%
Outdoor Channel	2	.4%
Disney	1	.2%
CW	4	.6%
KATH Juneau Channel 15	1	.2%
Alaska One	1	.2%
Animal Planet	4	.6%
AMC	4	.6%
BBC America	1	.2%
Bravo	2	.3%
CNBC	1	.1%
Hallmark	2	.3%
Investigation Discovery	1	.1%
Nick Jr	2	.4%
Nickelodeon	5	.8%
Sci-Fi	4	.6%
Showtime	1	.2%
TCM	1	.2%
TruTV	5	.8%
TVLand	0	.1%
Weather Channel	0	.1%
Western Channel	2	.2%
FX	1	.1%
ARCS	0	.1%
Spike	1	.1%
OWN	1	.1%
Create	1	.1%
Starz	1	.1%
NFL Network	7	1.1%
Oxygen	1	.2%
KSCT Sitka Channel 5	2	.3%
K09RF Eagle	0	.1%
KCFT Channel 19	1	.1%
Disney Jr	1	.1%
Armed Forces Network	1	.1%
Cinemax	1	.2%
CMT	1	.1%
Current	1	.2%
Fuel	1	.2%
Gay Network	1	.2%
Gameshow Network	1	.1%
Lifetime Movie Network	1	.2%
Sportsman Channel	0	.1%
Not sure	55	8.9%

6A. Do you listen to the radio a lot, a fair amount, a little or none?

DO YOU LISTEN TO THE RADIO...		
	Count	%
A lot	179	24.3%
A fair amount	209	28.4%
A little	259	35.1%
None	91	12.3%

6B. (IF A LOT, SOME OR A LITTLE, THEN ASK...) What radio station do you listen to most often?

	RADIO STATION LISTEN TO MOST OFTEN:	
	Count	%
KAFC 93.7 FM	6	.9%
KAKL 88.5 FM	17	2.6%
KASH 107.5 FM	14	2.1%
KATB 89.3 FM	3	.4%
KBBO 92.1 FM	9	1.4%
KBFX 100.5 FM	7	1.1%
KBRJ 104.1 FM	18	2.8%
KBYR 700 AM	10	1.5%
KDBZ 102.1 FM	1	.2%
KENI 650 AM	28	4.3%
KFAT 92.9 FM	18	2.8%
KFQD 750 AM	21	3.2%
KGOT 101.3 FM	41	6.3%
KHAR 590 AM	3	.5%
KLEF 98.1 FM	3	.5%
KMXS 103.1 FM	16	2.5%
KNBA 90.3 FM	11	1.7%
KMVN 105.7 FM	3	.5%
KOAN 1020 AM	0	.1%
KOOL 97.3 FM	18	2.8%
KSKA 91.1 FM	48	7.4%
KTZN 550 AM	10	1.6%
KWHL 106.5 FM	28	4.4%
KXLW 96.3 FM	11	1.7%
KYMG 98.9 FM	9	1.3%
KZND 94.7 FM	16	2.4%
KAYO 100.9 FM	7	1.0%
KBBI 890 AM	2	.3%
KDLL 91.9 FM	0	.1%
KFSE 106.9 FM	2	.3%
KMBQ 99.7 FM	6	1.0%
KPEN 101.7 FM	5	.8%
KSRM 920 AM	13	2.0%
KTNA 88.9 AM	2	.2%
KWHQ 100.1 FM	2	.3%
KWVV 103.5 FM	4	.6%
KXBA 93.3 FM	1	.1%
KAKL 88.3 FM	1	.2%
KAKQ 101.1 FM	4	.6%
KCBF 820 AM	1	.1%
KDJF 93.5 FM	1	.1%
KFAR 660 AM	7	1.0%
KIAK 102.5 FM	18	2.8%
KIAM 91.9 FM	3	.4%
KJNP 100.3 FM	4	.6%
KFBX 970 AM	2	.3%
KKED 104.7 FM	7	1.0%
KSUA 91.5 FM	8	1.2%
KTDZ 103.9 FM	3	.5%
KUAC 89.9 FM	19	3.0%
KWLF 98.1 FM	8	1.2%
KXLR 95.9 FM	16	2.5%
KYSC 96.9 FM	2	.3%
KFMJ 99.9 FM	3	.4%
KFSK 100.9 FM	3	.4%
KSTK 101.7 FM	2	.3%
KHNS 102.3 FM	4	.7%
KSRJ 102.7 FM	0	.1%
KSBZ 103.1 FM	1	.1%
KTOO 104.3 FM	11	1.8%
KCAW 104.7 FM	3	.4%

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	RADIO STATION LISTEN TO MOST OFTEN:	
	Count	%
KTKU 105.1 FM	8	1.2%
KRBD 105.9 FM	8	1.2%
KGTW 106.7 FM	3	.4%
KJNO 630 AM	7	1.2%
KINY 800 AM	6	.9%
KIFW 1230 AM	2	.3%
KVOK 560 AM	2	.3%
KDLG 670 AM	5	.7%
KYUK 640 AM	2	.2%
KOTZ 720 AM	3	.5%
KCHU 770 AM	2	.4%
KNOM 780 AM	5	.8%
KCAM 790 AM	1	.1%
KICY 850 AM	1	.1%
KSKO 870 AM	0	.1%
KVAK 1230 AM	4	.7%
KBRW 91.9 FM	7	1.2%
KMXT 100.1 FM	4	.6%
KAKN 100.9 FM	4	.7%
KXXJ 1330 AM	1	.1%
KNSA 930 AM	0	.1%
KPFN 105.9 FM	1	.1%
KUHB 91.9 FM	1	.1%
KYKD 100.1 FM	1	.1%
KAWZ 96.7 FM	2	.3%
Moody K237CI 95.3 FM	1	.1%
Not sure	24	3.6%

7A. How many times per week, out of seven, do you read the print version of the Anchorage Daily News?

	ANCHORAGE DAILY NEWS READS PER WEEK:	
	Count	%
Don't read	462	63.0%
1-3 reads	143	19.5%
4-6 reads	35	4.7%
Every day	89	12.2%
Not sure	4	.5%

Mean = 1.377

7B. How many times per week, out of seven, do you read the Anchorage Daily News online?

	ANCHORAGE DAILY NEWS ONLINE READS PER WEEK:	
	Count	%
Don't read	470	64.0%
1-3 reads	137	18.7%
4-6 reads	56	7.6%
Every day	51	6.9%
Not sure	20	2.8%

Mean = 1.250

8A. On average, how many hours a day do you use a computer to access the internet? (LESS THAN 1 HOUR BUT NOT ZERO = 1)

HOURS PER DAY USING INTERNET:		
	Count	%
None	72	9.8%
1 hour or less	215	29.2%
2-3 hours	201	27.3%
4+ hours	236	32.1%
Not sure	11	1.5%

Mean = 3.24 hours

8B. (IF NOT NONE, THEN ASK...) Do you use the Internet for _____?

Shopping:

USE INTERNET FOR SHOPPING?		
	Count	%
Yes	479	70.7%
No	198	29.3%

News:

USE INTERNET FOR NEWS?		
	Count	%
Yes	500	73.8%
No	177	26.2%

Watching TV or movies:

USE INTERNET FOR TV AND MOVIES?		
	Count	%
Yes	245	36.2%
No	432	63.8%

E-mail:

USE INTERNET FOR E-MAIL?		
	Count	%
Yes	610	90.0%
No	68	10.0%

Social networking, such as Facebook:

	USE INTERNET FOR SOCIAL NETWORKING?	
	Count	%
Yes	449	66.2%
No	229	33.8%

Streaming video:

	USE INTERNET FOR STREAMING VIDEO?	
	Count	%
Yes	293	43.2%
No	385	56.8%

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

Texting:

	USE CELLPHONE FOR TEXTING?	
	Count	%
Yes	563	81.1%
No	131	18.9%

Accessing the internet:

	USE CELLPHONE FOR ACCESSING INTERNET?	
	Count	%
Yes	416	60.0%
No	277	40.0%

10. Are you the owner of a business in Alaska?

	ALASKA BUSINESS OWNER?	
	Count	%
Yes	143	19.5%
No	589	80.5%

11A. Are you registered to vote in the State of Alaska?

REGISTERED TO VOTE?		
	Count	%
Yes	661	88.1%
No	89	11.9%

11B. What is your registered party affiliation? Are you a Democrat, a Republican, are you registered with another party, or are you no party?

PARTY AFFILIATION:		
	Count	%
Democrat	105	14.6%
Republican	185	25.9%
Other party	76	10.7%
No party	350	48.9%

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

POLITICAL IDEOLOGY:		
	Count	%
Conservative	271	36.2%
Moderate	342	45.7%
Progressive	136	18.1%

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

ALASKA RESIDENCY:		
	Count	%
Less than 15 years	205	28.3%
15-30 years	244	33.7%
More than 30 years	275	38.0%

Mean = 25.7 years

14. In what year were you born?

AGE OF RESPONDENT:		
	Count	%
18-24	96	13.8%
25-34	129	18.6%
35-44	132	19.1%
45-54	150	21.7%
55-64	112	16.1%
65+	75	10.8%

Mean = 43.9 years

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

CHILDREN IN HOUSEHOLD:		
	Count	%
None	385	54.0%
One or more	328	46.0%

Mean = 1.0

16. Are you married or single?

MARITAL STATUS:		
	Count	%
Married	425	56.7%
Single	325	43.3%

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

ANNUAL HOUSEHOLD INCOME:		
	Count	%
\$0-20,000	72	10.8%
\$20-40,000	124	18.5%
\$40-60,000	109	16.2%
\$60-80,000	89	13.3%
\$80-100,000	87	13.0%
\$100-150,000	86	12.8%
\$150,000+	57	8.4%
Not sure/Refused	47	7.0%

Median = \$61,500

18A. Which one or more of the following would you say is your race?

18B. (IF MORE THAN ONE RACE SELECTED...) Which one of these groups would you say best represents your race?

ETHNICITY OF RESPONDENT:		
	Count	%
White	504	71.6%
Black	16	2.2%
Asian	21	2.9%
Hawaiian/Pacific Islander	25	3.5%
Native/American Indian	97	13.8%
Some other race	42	6.0%

19. GENDER...

GENDER OF RESPONDENT:		
	Count	%
Male	375	50.0%
Female	375	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?

Thank you very much for your help. Goodbye.

THE FOLLOWING VARIABLES WERE COMPUTED USING MEASURED DATA:

MARITAL STATUS BY GENDER:		
	Count	%
Married males	212	28.3%
Married females	212	28.3%
Single males	162	21.7%
Single females	163	21.7%

AREAS OF ALASKA:		
	Count	%
Southeast	79	10.5%
Rural	68	9.0%
Southcentral	186	24.7%
Anchorage	316	42.2%
Fairbanks	101	13.5%

GENDER OF RESPONDENT
Column Percents

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
HEARD RECOMMENDATIONS ABOUT EXERCISE?			
Yes	61.3%	68.2%	64.7%
No	38.7%	31.8%	35.3%
DAYS PER WEEK:			
One	5.7%	5.4%	5.5%
Two	3.4%	2.4%	2.9%
Three	8.5%	10.2%	9.4%
Four	6.1%	5.6%	5.8%
Five	18.7%	20.1%	19.4%
Six	3.4%	2.8%	3.1%
Seven	44.1%	43.4%	43.7%
Not sure	10.2%	10.1%	10.2%
MINUTES PER DAY:			
Less than 30 minutes	8.5%	7.4%	7.9%
30 minutes	19.1%	37.0%	28.5%
31-59 minutes	3.0%	3.3%	3.2%
60 minutes or more	48.4%	32.6%	40.0%
Not sure	21.1%	19.6%	20.4%
DOES OBESITY INCREASE RISK OF DIABETES?			
Yes	92.8%	94.0%	93.4%
No	3.8%	4.2%	4.0%
Not sure	3.3%	1.8%	2.5%
DOES OBESITY INCREASE RISK OF HIGH CHOLESTEROL?			
Yes	89.8%	90.6%	90.2%
No	5.2%	5.7%	5.5%
Not sure	4.9%	3.7%	4.3%
DOES OBESITY INCREASE RISK OF HIGH BLOOD PRESSURE?			
Yes	90.9%	91.9%	91.4%
No	4.6%	5.2%	4.9%
Not sure	4.5%	2.9%	3.7%
DOES OBESITY INCREASE RISK OF DOING POORLY AT SCHOOL?			
Yes	63.9%	65.6%	64.7%
No	27.6%	26.5%	27.1%
Not sure	8.5%	7.9%	8.2%
DOES OBESITY INCREASE RISK OF FEELING BAD?			
Yes	90.9%	91.1%	91.0%
No	4.7%	7.0%	5.9%
Not sure	4.5%	1.8%	3.1%
DOES OBESITY INCREASE RISK OF LUNG CANCER?			
Yes	19.1%	17.0%	18.1%
No	63.7%	66.5%	65.1%
Not sure	17.2%	16.5%	16.8%
Total	50.0%	50.0%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
GENETICS CAUSES OBESITY:			
Strong agree	34.7%	38.6%	36.6%
Somewhat agree	54.1%	49.9%	52.0%
Disagree	8.6%	9.1%	8.8%
Not sure	2.7%	2.4%	2.6%
NOT EXERCISING CAUSES OBESITY:			
Strong agree	85.4%	81.1%	83.3%
Somewhat agree	11.9%	16.2%	14.1%
Disagree	2.4%	1.5%	1.9%
Not sure	.3%	1.1%	.7%
EATING LARGE PORTIONS CAUSES OBESITY:			
Strong agree	63.7%	65.7%	64.7%
Somewhat agree	26.1%	27.4%	26.8%
Disagree	8.6%	4.5%	6.5%
Not sure	1.6%	2.4%	2.0%
DRINKING SUGARY DRINKS CAUSES OBESITY:			
Strong agree	71.3%	83.7%	77.5%
Somewhat agree	22.4%	14.1%	18.3%
Disagree	5.6%	2.0%	3.8%
Not sure	.7%	.2%	.4%
EATING JUNK FOOD CAUSES OBESITY:			
Strong agree	75.5%	83.3%	79.4%
Somewhat agree	19.3%	14.1%	16.7%
Disagree	4.0%	1.7%	2.9%
Not sure	1.2%	.8%	1.0%
SITTING AROUND CAUSES OBESITY:			
Strong agree	70.3%	69.9%	70.1%
Somewhat agree	24.6%	24.5%	24.5%
Disagree	4.7%	4.8%	4.7%
Not sure	.5%	.9%	.7%
DRIVING INSTEAD OF WALKING CAUSES OBESITY:			
Strong agree	39.8%	46.1%	42.9%
Somewhat agree	40.4%	37.8%	39.1%
Disagree	17.7%	15.3%	16.5%
Not sure	2.1%	.8%	1.5%
WATCHING TV CAUSES OBESITY:			
Strong agree	40.1%	40.6%	40.4%
Somewhat agree	36.6%	42.0%	39.3%
Disagree	20.7%	16.2%	18.4%
Not sure	2.6%	1.2%	1.9%
Total	50.0%	50.0%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
ARE YOU A PARENT OF A CHILD AGED 5-12?			
Yes	31.2%	20.2%	25.7%
No	68.8%	79.8%	74.3%
IN LAST 12 MONTHS, SPOKEN ABOUT CHILD'S WEIGHT WITH HEALTH CARE PROVIDER?			
Yes	20.4%	20.6%	20.4%
No	79.6%	79.4%	79.6%
DO YOU MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE?			
Yes	94.4%	97.6%	95.7%
No	5.6%	2.4%	4.3%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #1?			
Backpacking	1.5%		.9%
Be involved in school	4.3%		2.5%
Biking/Bike riding	4.1%	2.3%	3.3%
Gathering/carrying wood	.5%	1.6%	.9%
Doing chores/Take care of the house	7.5%	1.0%	4.9%
Climbing mountains/Hiking	3.9%	3.0%	3.6%
Outdoor activities/Get them outside/Go outside to play	20.4%	28.9%	23.9%
Exercise/Create ways to exercise	3.2%	1.4%	2.5%
Skiing/Cross-country skiing/Snowboarding	3.2%	2.1%	2.7%
Dance classes/Dancing	.5%		.3%
Football	1.4%		.8%
Hunting	.9%	1.1%	1.0%
Hockey	.9%	6.1%	3.0%
Do stuff with them/Interact with them/Be active with them	1.4%		.9%
Treadmill	1.8%		1.0%
General sports/Sports programs/Encourage sports	8.2%	10.9%	9.4%
Physical/healthy activity/Keep active/Run around/Movement	1.0%		.6%
Explore the forest		1.3%	.5%
Extra-curricular activities	2.9%		1.7%
Walking/Walk the dog/Walk to school	13.9%	9.9%	12.2%
Go to the gym/Working out		4.9%	2.0%
Go to the park/playground	.7%		.4%
Healthy food/Not eating so much/Feed them less/Balanced diet	1.3%	1.2%	1.3%
Hiking and camping	4.1%		2.4%
Not sitting around		3.8%	1.6%
Limit electronic time/TV	2.7%	1.0%	2.0%
Ski jumping	.4%		.3%
PE/Physical education		1.1%	.5%
Play/Playing together	1.1%	1.5%	1.3%
Baseball	.9%		.5%
Catch/Play ball	.6%		.4%
Pushing them/Encourage them	.7%		.4%
Basketball		1.1%	.4%
Snowmachining	.6%		.4%
Running		4.6%	1.9%

(continued)

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
Sledding		1.1%	.4%
Soccer	.7%	1.9%	1.2%
Swimming	2.5%	3.1%	2.8%
Talk to them/Counsel them/Verbal reinforcement	.8%		.5%
Trampoline	.4%	1.1%	.7%
Wrestle	.9%		.5%
Camping		3.8%	1.5%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #2?			
Nothing else	4.7%	8.5%	6.2%
Biking/Bike riding	5.1%	16.0%	9.6%
Gathering/carrying wood	4.1%		2.4%
Doing chores/Take care of the house		2.2%	.9%
Climbing mountains/Hiking	6.2%	3.8%	5.2%
Outdoor activities/Get them outside/Go outside to play	10.7%	14.0%	12.0%
Exercise/Create ways to exercise	2.3%		1.4%
Skiing/Cross-country skiing/Snowboarding	4.2%	8.3%	5.8%
Hunting	2.1%		1.2%
Do stuff with them/Interact with them/Be active with them	.6%		.3%
General sports/Sports programs/Encourage sports	12.2%	6.3%	9.8%
Physical/healthy activity/Keep active/Run around/Movement	1.7%	5.8%	3.4%
Walking/Walk the dog/Walk to school	6.6%	12.0%	8.8%
Go to the gym/Working out	9.1%	6.4%	8.0%
Go to the park/playground	1.5%		.9%
Healthy food/Not eating so much/Feed them less/Balanced diet	1.0%		.6%
Limit electronic time/TV	1.2%	5.3%	2.9%
PE/Physical education		1.0%	.4%
Play/Playing together	2.5%		1.5%
Catch/Play ball		1.6%	.7%
Basketball	2.3%		1.4%
Snowmachining	.8%		.5%
Running	.6%		.4%
Sledding	2.5%		1.5%
Soccer		1.0%	.4%
Swimming	1.3%		.7%
Trampoline		1.1%	.4%
Wrestle		1.4%	.6%
They cannot sit after dinner	.5%		.3%
Fishing	2.7%		1.6%
Frisbee	.9%		.5%
Camping	.7%		.4%
Bowling		1.4%	.6%
Skating	3.8%	1.2%	2.8%
Wii exercise/Xbox Kinect	1.5%	1.0%	1.3%
Judo/Martial arts	.5%		.3%
Physical activities inside	.7%	1.7%	1.1%
Athletics/Athletic events	.3%		.2%
Boys and Girls Club	.6%		.3%
Coach sports teams	.9%		.5%
Fishing, swimming and camping	.7%		.4%

(continued)

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
Modeling	.6%		.4%
Dog sledding	.5%		.3%
Prepare food	.5%		.3%
Recess	.9%		.5%
Run dogs	.5%		.3%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #3?			
Nothing else	21.8%	18.1%	20.3%
Biking/Bike riding	2.1%	1.5%	1.9%
Camping and fishing	2.8%		1.6%
Doing chores/Take care of the house	4.7%		2.8%
Climbing mountains/Hiking	4.0%	7.0%	5.2%
Outdoor activities/Get them outside/Go outside to play	2.5%	6.5%	4.1%
Exercise/Create ways to exercise	2.2%		1.3%
Skiing/Cross-country skiing/Snowboarding	2.2%	1.0%	1.7%
Dance classes/Dancing	1.0%		.6%
Football	.9%		.5%
Hockey	.5%		.3%
General sports/Sports programs/Encourage sports	17.6%	9.2%	14.2%
Physical/healthy activity/Keep active/Run around/Movement	.6%	5.2%	2.5%
Walking/Walk the dog/Walk to school	6.7%	5.5%	6.2%
Go to the gym/Working out		3.5%	1.5%
Go to the park/playground	3.5%		2.1%
Healthy food/Not eating so much/Feed them less/Balanced diet	2.2%	7.3%	4.3%
Limit electronic time/TV		1.1%	.5%
Play/Playing together	1.3%	3.7%	2.2%
Pushing them/Encourage them	.7%		.4%
Basketball	1.3%	3.9%	2.4%
Running	.6%	3.8%	1.9%
Sledding	.7%	3.6%	1.9%
Swimming	2.3%	4.4%	3.2%
Talk to them/Counsel them/Verbal reinforcement	1.2%	3.7%	2.3%
Camping	.6%		.3%
Skating	.6%		.3%
Wii exercise/Xbox Kinect	.7%	2.2%	1.3%
Judo/Martial arts	1.6%		1.0%
Dog sledding		.8%	.3%
Recess	.5%		.3%
Cheerleading		4.4%	1.8%
Doing projects outside/Jobs	5.5%		3.3%
Game wheel		1.1%	.5%
Gymnastics	.6%		.4%
Nordic combined	.4%		.3%
Play with the dogs	.8%		.5%
Reading	.4%		.2%
Rockclimbing	.4%		.3%
Scouting	.9%		.5%
Self-defense training	2.2%		1.3%
Skateboarding		1.3%	.5%
Trapping	1.4%		.8%
Weights		1.0%	.4%
Total	59.0%	41.0%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
AREAS OF ALASKA:			
Southeast	10.5%	10.5%	10.5%
Rural	9.1%	9.0%	9.0%
Southcentral	24.7%	24.8%	24.7%
Anchorage	42.2%	42.2%	42.2%
Fairbanks	13.5%	13.5%	13.5%
LANDLINE/CELL STATUS:			
Landline only	6.6%	7.8%	7.2%
Both - land dominant	13.3%	24.4%	18.9%
Both - cell dominant	40.8%	39.1%	40.0%
Cell only	39.3%	28.7%	34.0%
HEAD OF HOUSEHOLD?			
Yes	86.2%	53.3%	69.7%
No	13.8%	46.7%	30.3%
ADVERTISING NOTICE MOST:			
Newspaper	12.2%	15.0%	13.6%
Direct mail	4.3%	4.1%	4.2%
TV ads	35.7%	35.3%	35.5%
Radio ads	28.5%	20.8%	24.7%
Internet ads	16.9%	23.8%	20.4%
Not sure	2.4%	.9%	1.6%
DO YOU WATCH TV...			
A lot	9.1%	10.9%	10.0%
A fair amount	34.0%	35.7%	34.8%
A little	41.7%	37.0%	39.4%
None	15.2%	16.3%	15.8%
DO YOU LISTEN TO THE RADIO...			
A lot	27.2%	21.3%	24.3%
A fair amount	27.4%	29.3%	28.4%
A little	33.5%	36.7%	35.1%
None	11.8%	12.7%	12.3%
ANCHORAGE DAILY NEWS READS PER WEEK:			
Don't read	62.7%	63.4%	63.0%
1-3 reads	20.0%	19.1%	19.5%
4-6 reads	7.0%	2.5%	4.7%
Every day	9.5%	14.8%	12.2%
Not sure	.8%	.2%	.5%
ANCHORAGE DAILY NEWS ONLINE READS PER WEEK:			
Don't read	64.8%	63.2%	64.0%
1-3 reads	20.4%	16.9%	18.7%
4-6 reads	7.2%	8.1%	7.6%
Every day	6.1%	7.8%	6.9%
Not sure	1.5%	4.0%	2.8%
Total	50.1%	49.9%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
MOST WATCHED TV CHANNEL:			
KTUU Channel 2	12.1%	17.6%	14.8%
KTBY Channel 4	3.3%	.3%	1.8%
KYES Channel 5		.2%	.1%
KAKM Channel 7	1.8%	4.7%	3.3%
KTVA Channel 11	3.2%	4.6%	3.9%
KIMO Channel 13	1.4%	2.1%	1.7%
KATN Fairbanks Channel 2	.6%		.3%
KFXF Fairbanks Channel 7	1.0%	.3%	.6%
KTVF Fairbanks Channel 11	1.3%	2.0%	1.6%
KUAC Fairbanks Channel 9	1.0%	1.8%	1.4%
KJNP Fairbanks Channel 4	.2%		.1%
KXD Fairbanks Channel 13	2.4%	.9%	1.6%
KJUD Southeast Channel 8		.3%	.2%
KTOO Southeast Channel 3		.2%	.1%
History	10.3%	6.5%	8.4%
Discovery	10.6%	3.7%	7.2%
CNN	2.8%	.7%	1.8%
Fox News	8.6%	7.4%	8.0%
MSNBC	.4%	4.4%	2.4%
ESPN	8.6%	2.4%	5.5%
A&E	.7%		.3%
TBS	.3%	2.3%	1.2%
TNT	1.1%	1.9%	1.5%
USA	.4%	1.2%	.8%
Comedy	2.8%	5.1%	3.9%
Lifetime	1.1%	1.4%	1.2%
Cartoon Network	.8%	.4%	.6%
Food	.8%	1.4%	1.1%
HGTV	.4%	2.9%	1.6%
HBO	1.8%	1.8%	1.8%
National Geographic	.9%	.8%	.8%
Telemundo	.5%		.2%
Outdoor Channel	.7%		.4%
Disney	.2%	.2%	.2%
CW	.7%	.5%	.6%
KATH Juneau Channel 15		.5%	.2%
Alaska One	.2%	.2%	.2%
Animal Planet	.7%	.6%	.6%
AMC	.6%	.5%	.6%
BBC America	.2%	.2%	.2%
Bravo		.5%	.3%
CNBC	.2%		.1%
Hallmark	.2%	.4%	.3%
Investigation Discovery		.3%	.1%
Nick Jr	.4%	.3%	.4%
Nickelodeon		1.5%	.8%
Sci-Fi		1.3%	.6%
Showtime		.3%	.2%
TCM		.4%	.2%
TruTV	1.3%	.4%	.8%
TVLand	.1%		.1%
Weather Channel	.1%		.1%
Western Channel	.5%		.2%
FX		.3%	.1%
ARCS	.1%		.1%
Spike	.2%		.1%
OWN		.2%	.1%
Create		.2%	.1%
Starz	.2%		.1%
NFL Network	.5%	1.8%	1.1%
Oxygen		.4%	.2%

(continued)

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
KSCT Sitka Channel 5	.4%	.3%	.3%
K09RF Eagle	.1%		.1%
KCFT Channel 19	.2%		.1%
Disney Jr	.2%		.1%
Armed Forces Network	.2%		.1%
Cinemax	.4%		.2%
CMT	.3%		.1%
Current		.3%	.2%
Fuel	.4%		.2%
Gay Network		.4%	.2%
Gameshow Network		.3%	.1%
Lifetime Movie Network		.5%	.2%
Sportsman Channel	.1%		.1%
Not sure	9.6%	8.1%	8.9%
RADIO STATION LISTEN TO MOST OFTEN:			
KAFC 93.7 FM	.4%	1.5%	.9%
KAKL 88.5 FM	1.3%	3.8%	2.6%
KASH 107.5 FM	1.9%	2.4%	2.1%
KATB 89.3 FM	.5%	.4%	.4%
KBBO 92.1 FM	2.4%	.5%	1.4%
KBFX 100.5 FM	1.4%	.8%	1.1%
KBRJ 104.1 FM	1.5%	4.1%	2.8%
KBYR 700 AM	1.6%	1.4%	1.5%
KDBZ 102.1 FM	.3%		.2%
KENI 650 AM	6.2%	2.5%	4.3%
KFAT 92.9 FM	2.7%	2.9%	2.8%
KFQD 750 AM	3.9%	2.6%	3.2%
KGOT 101.3 FM	4.8%	7.7%	6.3%
KHAR 590 AM	.3%	.8%	.5%
KLEF 98.1 FM	.6%	.4%	.5%
KMXS 103.1 FM	1.5%	3.6%	2.5%
KNBA 90.3 FM	2.6%	.8%	1.7%
KMVN 105.7 FM	.9%		.5%
KOAN 1020 AM	.1%		.1%
KOOL 97.3 FM	2.2%	3.4%	2.8%
KSKA 91.1 FM	6.4%	8.3%	7.4%
KTZN 550 AM	3.2%		1.6%
KWHL 106.5 FM	6.0%	2.8%	4.4%
KXLW 96.3 FM	2.6%	.9%	1.7%
KYMGM 98.9 FM	.7%	2.0%	1.3%
KZND 94.7 FM	3.3%	1.5%	2.4%
KAYO 100.9 FM	.9%	1.2%	1.0%
KBBI 890 AM	.7%		.3%
KDLL 91.9 FM	.1%		.1%
KFSE 106.9 FM		.6%	.3%
KMBQ 99.7 FM	.9%	1.0%	1.0%
KPEN 101.7 FM	.7%	.9%	.8%
KSRM 920 AM	1.3%	2.6%	2.0%
KTNA 88.9 AM		.5%	.2%
KWHQ 100.1 FM	.2%	.4%	.3%
KWVV 103.5 FM	.8%	.4%	.6%
KXBA 93.3 FM	.2%		.1%
KAKL 88.3 FM		.4%	.2%
KAKQ 101.1 FM	.6%	.5%	.6%
KCBF 820 AM	.2%		.1%
KDJF 93.5 FM	.2%		.1%
KFAR 660 AM	1.1%	1.0%	1.0%
KIAK 102.5 FM	2.2%	3.5%	2.8%
KIAM 91.9 FM		.8%	.4%
KJNP 100.3 FM	1.2%		.6%

(continued)

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
KFBX 970 AM	.4%	.2%	.3%
KKED 104.7 FM	1.6%	.4%	1.0%
KSUA 91.5 FM	.6%	1.9%	1.2%
KTDZ 103.9 FM	.5%	.6%	.5%
KUAC 89.9 FM	2.0%	3.9%	3.0%
KWLF 98.1 FM	1.1%	1.3%	1.2%
KXLR 95.9 FM	3.1%	1.9%	2.5%
KYSC 96.9 FM	.4%	.2%	.3%
KFMJ 99.9 FM	.3%	.5%	.4%
KFSK 100.9 FM	.9%		.4%
KSTK 101.7 FM	.5%		.3%
KHNS 102.3 FM	.3%	1.1%	.7%
KSRJ 102.7 FM	.1%		.1%
KSBZ 103.1 FM	.2%		.1%
KTOO 104.3 FM	1.1%	2.4%	1.8%
KCAW 104.7 FM	.8%		.4%
KTKU 105.1 FM		2.5%	1.2%
KRBD 105.9 FM	1.3%	1.0%	1.2%
KGTW 106.7 FM	.8%		.4%
KJNO 630 AM	1.8%	.5%	1.2%
KINY 800 AM	.2%	1.7%	.9%
KIFW 1230 AM	.6%		.3%
KVOK 560 AM	.5%	.2%	.3%
KDLG 670 AM	.9%	.5%	.7%
KYUK 640 AM	.3%	.2%	.2%
KOTZ 720 AM	.7%	.2%	.5%
KCHU 770 AM	.1%	.6%	.4%
KNOM 780 AM		1.6%	.8%
KCAM 790 AM		.2%	.1%
KICY 850 AM	.3%		.1%
KSKO 870 AM	.1%		.1%
KVAK 1230 AM		1.3%	.7%
KBRW 91.9 FM	1.0%	1.3%	1.2%
KMXT 100.1 FM	.2%	1.0%	.6%
KAKN 100.9 FM	1.3%		.7%
KXXJ 1330 AM	.2%		.1%
KNSA 930 AM	.1%		.1%
KPFN 105.9 FM		.2%	.1%
KUHB 91.9 FM	.2%		.1%
KYKD 100.1 FM		.2%	.1%
KAWZ 96.7 FM	.6%		.3%
Moody K237CI 95.3 FM	.3%		.1%
Not sure	3.8%	3.5%	3.6%
Total	50.0%	50.0%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
HOURS PER DAY USING INTERNET:			
None	11.4%	8.3%	9.8%
1 hour or less	32.0%	26.4%	29.2%
2-3 hours	26.7%	27.9%	27.3%
4+ hours	28.5%	35.7%	32.1%
Not sure	1.4%	1.6%	1.5%
USE INTERNET FOR SHOPPING?			
Yes	68.7%	72.7%	70.7%
No	31.3%	27.3%	29.3%
USE INTERNET FOR NEWS?			
Yes	77.0%	70.7%	73.8%
No	23.0%	29.3%	26.2%
USE INTERNET FOR TV AND MOVIES?			
Yes	39.3%	33.2%	36.2%
No	60.7%	66.8%	63.8%
USE INTERNET FOR E-MAIL?			
Yes	90.4%	89.5%	90.0%
No	9.6%	10.5%	10.0%
USE INTERNET FOR SOCIAL NETWORKING?			
Yes	62.6%	69.7%	66.2%
No	37.4%	30.3%	33.8%
USE INTERNET FOR STREAMING VIDEO?			
Yes	47.3%	39.3%	43.2%
No	52.7%	60.7%	56.8%
USE CELLPHONE FOR TEXTING?			
Yes	78.6%	83.8%	81.1%
No	21.4%	16.2%	18.9%
USE CELLPHONE FOR ACCESSING INTERNET?			
Yes	57.8%	62.3%	60.0%
No	42.2%	37.7%	40.0%
ALASKA BUSINESS OWNER?			
Yes	19.8%	19.3%	19.5%
No	80.2%	80.7%	80.5%
Total	49.8%	50.2%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
REGISTERED TO VOTE?			
Yes	85.0%	91.2%	88.1%
No	15.0%	8.8%	11.9%
PARTY AFFILIATION:			
Democrat	10.9%	18.4%	14.6%
Republican	28.6%	23.1%	25.9%
Other party	10.2%	11.1%	10.7%
No party	50.2%	47.5%	48.9%
POLITICAL IDEOLOGY:			
Conservative	42.7%	29.7%	36.2%
Moderate	41.6%	49.7%	45.7%
Progressive	15.7%	20.6%	18.1%
ALASKA RESIDENCY:			
Less than 15 years	27.4%	29.2%	28.3%
15-30 years	33.6%	33.8%	33.7%
More than 30 years	39.0%	37.0%	38.0%
AGE OF RESPONDENT:			
18-34	28.3%	36.5%	32.4%
35-44	26.3%	11.6%	19.1%
45-54	21.0%	22.4%	21.7%
55+	24.4%	29.5%	26.9%
CHILDREN IN HOUSEHOLD:			
None	53.0%	55.0%	54.0%
One or more	47.0%	45.0%	46.0%
MARITAL STATUS:			
Married	56.7%	56.6%	56.7%
Single	43.3%	43.4%	43.3%
HOUSEHOLD INCOME:			
Less than \$40,000	27.9%	30.6%	29.3%
\$40,000-\$100,000	44.6%	40.4%	42.5%
More than \$100,000	22.3%	20.1%	21.2%
Not sure	5.2%	8.8%	7.0%
ETHNICITY OF RESPONDENT:			
White	70.1%	73.1%	71.6%
Non-white	29.9%	26.9%	28.4%
MARITAL STATUS BY GENDER:			
Married males	56.7%		28.3%
Married females		56.6%	28.3%
Single males	43.3%		21.7%
Single females		43.4%	21.7%
AWARENESS OF EXERCISE REQUIREMENTS:			
7 days/60 mins or more	28.0%	19.0%	23.3%
7 days/Less than 60 mins	13.5%	19.5%	16.7%
Less than 7 days/60 mins or more	19.2%	12.4%	15.6%
Less than 7 days/Less than 60 mins	14.4%	25.6%	20.3%
Not sure to one or both	24.9%	23.5%	24.1%
Total	50.0%	50.0%	100.0%

PARENT OF CHILD AGED 5-12?
Column Percents

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
HEARD RECOMMENDATIONS ABOUT EXERCISE?			
Yes	75.2%	61.1%	64.7%
No	24.8%	38.9%	35.3%
DAYS PER WEEK:			
One	2.6%	6.8%	5.5%
Two	2.2%	3.2%	2.9%
Three	10.5%	9.0%	9.4%
Four	3.1%	7.0%	5.8%
Five	19.2%	19.5%	19.4%
Six	1.0%	3.9%	3.1%
Seven	51.8%	40.3%	43.7%
Not sure	9.7%	10.4%	10.2%
MINUTES PER DAY:			
Less than 30 minutes	8.3%	7.7%	7.9%
30 minutes	30.4%	27.7%	28.5%
31-59 minutes	3.0%	3.2%	3.2%
60 minutes or more	43.4%	38.6%	40.0%
Not sure	14.9%	22.7%	20.4%
DOES OBESITY INCREASE RISK OF DIABETES?			
Yes	95.1%	92.9%	93.4%
No	2.5%	4.5%	4.0%
Not sure	2.3%	2.6%	2.5%
DOES OBESITY INCREASE RISK OF HIGH CHOLESTEROL?			
Yes	93.4%	89.1%	90.2%
No	3.8%	6.0%	5.5%
Not sure	2.8%	4.8%	4.3%
DOES OBESITY INCREASE RISK OF HIGH BLOOD PRESSURE?			
Yes	95.5%	90.0%	91.4%
No	2.7%	5.6%	4.9%
Not sure	1.8%	4.3%	3.7%
DOES OBESITY INCREASE RISK OF DOING POORLY AT SCHOOL?			
Yes	63.2%	65.3%	64.7%
No	27.5%	26.9%	27.1%
Not sure	9.3%	7.8%	8.2%
DOES OBESITY INCREASE RISK OF FEELING BAD?			
Yes	94.0%	90.0%	91.0%
No	2.7%	7.0%	5.9%
Not sure	3.3%	3.1%	3.1%
DOES OBESITY INCREASE RISK OF LUNG CANCER?			
Yes	22.7%	16.5%	18.1%
No	61.7%	66.3%	65.1%
Not sure	15.6%	17.2%	16.8%
Total	25.7%	74.3%	100.0%

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
GENETICS CAUSES OBESITY:			
Strong agree	37.5%	36.3%	36.6%
Somewhat agree	52.9%	51.7%	52.0%
Disagree	8.1%	9.1%	8.8%
Not sure	1.5%	2.9%	2.6%
NOT EXERCISING CAUSES OBESITY:			
Strong agree	84.7%	82.8%	83.3%
Somewhat agree	12.8%	14.5%	14.1%
Disagree	2.1%	1.9%	1.9%
Not sure	.4%	.8%	.7%
EATING LARGE PORTIONS CAUSES OBESITY:			
Strong agree	63.4%	65.1%	64.7%
Somewhat agree	27.1%	26.7%	26.8%
Disagree	9.1%	5.6%	6.5%
Not sure	.4%	2.6%	2.0%
DRINKING SUGARY DRINKS CAUSES OBESITY:			
Strong agree	79.4%	76.8%	77.5%
Somewhat agree	17.5%	18.5%	18.3%
Disagree	3.0%	4.1%	3.8%
Not sure		.6%	.4%
EATING JUNK FOOD CAUSES OBESITY:			
Strong agree	81.2%	78.8%	79.4%
Somewhat agree	17.8%	16.3%	16.7%
Disagree	.9%	3.5%	2.9%
Not sure		1.4%	1.0%
SITTING AROUND CAUSES OBESITY:			
Strong agree	73.4%	68.9%	70.1%
Somewhat agree	21.9%	25.4%	24.5%
Disagree	4.3%	4.9%	4.7%
Not sure	.4%	.8%	.7%
DRIVING INSTEAD OF WALKING CAUSES OBESITY:			
Strong agree	44.6%	42.3%	42.9%
Somewhat agree	39.1%	39.1%	39.1%
Disagree	14.7%	17.1%	16.5%
Not sure	1.6%	1.4%	1.5%
WATCHING TV CAUSES OBESITY:			
Strong agree	42.1%	39.8%	40.4%
Somewhat agree	40.9%	38.8%	39.3%
Disagree	15.5%	19.4%	18.4%
Not sure	1.6%	2.0%	1.9%
Total	25.7%	74.3%	100.0%

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
AREAS OF ALASKA:			
Southeast	13.1%	9.6%	10.5%
Rural	12.1%	8.0%	9.0%
Southcentral	25.2%	24.6%	24.7%
Anchorage	37.3%	43.9%	42.2%
Fairbanks	12.4%	13.9%	13.5%
LANDLINE/CELL STATUS:			
Landline only	2.7%	8.7%	7.2%
Both - land dominant	10.6%	21.7%	18.9%
Both - cell dominant	46.3%	37.7%	40.0%
Cell only	40.4%	31.8%	34.0%
HEAD OF HOUSEHOLD?			
Yes	78.6%	66.7%	69.7%
No	21.4%	33.3%	30.3%
ADVERTISING NOTICE MOST:			
Newspaper	14.6%	13.3%	13.6%
Direct mail	3.7%	4.4%	4.2%
TV ads	28.9%	37.8%	35.5%
Radio ads	34.1%	21.4%	24.7%
Internet ads	17.9%	21.2%	20.4%
Not sure	.7%	1.9%	1.6%
DO YOU WATCH TV...			
A lot	6.5%	11.2%	10.0%
A fair amount	34.3%	35.0%	34.8%
A little	42.9%	38.2%	39.4%
None	16.3%	15.6%	15.8%
DO YOU LISTEN TO THE RADIO...			
A lot	27.7%	23.1%	24.3%
A fair amount	26.7%	28.9%	28.4%
A little	38.6%	33.9%	35.1%
None	7.0%	14.1%	12.3%
ANCHORAGE DAILY NEWS READS PER WEEK:			
Don't read	66.2%	61.9%	63.0%
1-3 reads	21.5%	18.8%	19.5%
4-6 reads	4.1%	5.0%	4.7%
Every day	6.8%	14.0%	12.2%
Not sure	1.3%	.3%	.5%
ANCHORAGE DAILY NEWS ONLINE READS PER WEEK:			
Don't read	64.7%	63.8%	64.0%
1-3 reads	19.2%	18.5%	18.7%
4-6 reads	7.4%	7.7%	7.6%
Every day	7.1%	6.8%	6.9%
Not sure	1.5%	3.2%	2.8%
Total	26.2%	73.8%	100.0%

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
MOST WATCHED TV CHANNEL:			
KTUU Channel 2	14.4%	15.0%	14.8%
KTBY Channel 4	1.0%	2.1%	1.8%
KYES Channel 5		.1%	.1%
KAKM Channel 7	5.5%	2.5%	3.3%
KTVA Channel 11	3.1%	4.2%	3.9%
KIMO Channel 13	1.5%	1.8%	1.7%
KATN Fairbanks Channel 2	1.2%		.3%
KFXF Fairbanks Channel 7	.4%	.7%	.6%
KTVF Fairbanks Channel 11	2.3%	1.4%	1.6%
KUAC Fairbanks Channel 9		1.9%	1.4%
KJNP Fairbanks Channel 4		.1%	.1%
KXD Fairbanks Channel 13	2.1%	1.5%	1.6%
KJUD Southeast Channel 8		.2%	.2%
KTOO Southeast Channel 3		.2%	.1%
History	9.1%	8.2%	8.4%
Discovery	16.8%	3.8%	7.2%
CNN	2.0%	1.7%	1.8%
Fox News	9.3%	7.6%	8.0%
MSNBC	1.0%	2.9%	2.4%
ESPN	6.5%	5.2%	5.5%
A&E	.9%	.1%	.3%
TBS		1.7%	1.2%
TNT		2.0%	1.5%
USA	.7%	.8%	.8%
Comedy	2.1%	4.5%	3.9%
Lifetime	1.3%	1.2%	1.2%
Cartoon Network		.8%	.6%
Food		1.5%	1.1%
HGTV	.9%	1.9%	1.6%
HBO	1.9%	1.8%	1.8%
National Geographic		1.1%	.8%
Telemundo		.3%	.2%
Outdoor Channel		.5%	.4%
Disney	.8%		.2%
CW	1.0%	.5%	.6%
KATH Juneau Channel 15		.3%	.2%
Alaska One	.5%	.1%	.2%
Animal Planet		.9%	.6%
AMC	1.2%	.4%	.6%
BBC America		.3%	.2%
Bravo		.3%	.3%
CNBC		.1%	.1%
Hallmark		.4%	.3%
Investigation Discovery		.2%	.1%
Nick Jr		.5%	.4%
Nickelodeon	1.6%	.5%	.8%
Sci-Fi	1.8%	.3%	.6%
Showtime	.6%		.2%
TCM		.3%	.2%
TruTV	1.1%	.8%	.8%
TVLand		.1%	.1%
Weather Channel		.1%	.1%
Western Channel		.3%	.2%
FX		.2%	.1%
ARCS		.1%	.1%
Spike	.4%		.1%
OWN		.1%	.1%
Create		.1%	.1%
Starz		.2%	.1%
NFL Network		1.5%	1.1%

(continued)

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
Oxygen		.2%	.2%
KSCT Sitka Channel 5		.4%	.3%
K09RF Eagle		.1%	.1%
KCFT Channel 19		.1%	.1%
Disney Jr	.4%		.1%
Armed Forces Network		.2%	.1%
Cinemax		.2%	.2%
CMT	.5%		.1%
Current		.2%	.2%
Fuel		.3%	.2%
Gay Network		.2%	.2%
Gameshow Network		.2%	.1%
Lifetime Movie Network		.3%	.2%
Sportsman Channel		.1%	.1%
Not sure	6.3%	9.7%	8.9%
RADIO STATION LISTEN TO MOST OFTEN:			
KAFC 93.7 FM	2.2%	.5%	.9%
KAKL 88.5 FM	2.2%	2.7%	2.6%
KASH 107.5 FM	2.2%	2.1%	2.1%
KATB 89.3 FM	.5%	.4%	.4%
KBBO 92.1 FM	2.7%	.9%	1.4%
KBFX 100.5 FM	.4%	1.3%	1.1%
KBRJ 104.1 FM	3.6%	2.5%	2.8%
KBYR 700 AM	1.4%	1.5%	1.5%
KDBZ 102.1 FM		.2%	.2%
KENI 650 AM	4.4%	4.3%	4.3%
KFAT 92.9 FM	4.8%	2.1%	2.8%
KFQD 750 AM	2.5%	3.5%	3.2%
KGOT 101.3 FM	9.6%	5.0%	6.3%
KHAR 590 AM		.7%	.5%
KLEF 98.1 FM		.7%	.5%
KMXS 103.1 FM	.7%	3.2%	2.5%
KNBA 90.3 FM	.3%	2.2%	1.7%
KMVN 105.7 FM	1.7%		.5%
KOAN 1020 AM		.1%	.1%
KOOL 97.3 FM	.9%	3.5%	2.8%
KSKA 91.1 FM	3.1%	9.0%	7.4%
KTZN 550 AM	2.3%	1.3%	1.6%
KWHL 106.5 FM	3.6%	4.7%	4.4%
KXLW 96.3 FM	2.1%	1.6%	1.7%
KYMG 98.9 FM	2.0%	1.1%	1.3%
KZND 94.7 FM	3.1%	2.2%	2.4%
KAYO 100.9 FM		1.4%	1.0%
KBBI 890 AM	.5%	.3%	.3%
KDLL 91.9 FM		.1%	.1%
KFSE 106.9 FM		.4%	.3%
KMBQ 99.7 FM	2.1%	.5%	1.0%
KPEN 101.7 FM		1.1%	.8%
KSRM 920 AM	2.8%	1.7%	2.0%
KTNA 88.9 AM		.3%	.2%
KWHQ 100.1 FM		.5%	.3%
KWVV 103.5 FM	.5%	.6%	.6%
KXBA 93.3 FM		.1%	.1%
KAKL 88.3 FM		.3%	.2%
KAKQ 101.1 FM	.5%	.6%	.6%
KCBF 820 AM		.1%	.1%
KDJF 93.5 FM		.1%	.1%
KFAR 660 AM		1.4%	1.0%
KIAK 102.5 FM	1.7%	3.3%	2.8%

(continued)

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
KIAM 91.9 FM		.6%	.4%
KJNP 100.3 FM	1.3%	.3%	.6%
KFBX 970 AM		.4%	.3%
KKED 104.7 FM	1.1%	1.0%	1.0%
KSUA 91.5 FM		1.7%	1.2%
KTUZ 103.9 FM	.8%	.4%	.5%
KUAC 89.9 FM	1.3%	3.6%	3.0%
KWLF 98.1 FM	2.0%	.9%	1.2%
KXLR 95.9 FM	5.2%	1.5%	2.5%
KYSC 96.9 FM		.4%	.3%
KFMJ 99.9 FM	1.0%	.2%	.4%
KFSK 100.9 FM		.6%	.4%
KSTK 101.7 FM	.5%	.2%	.3%
KHNS 102.3 FM	.6%	.7%	.7%
KSRJ 102.7 FM		.1%	.1%
KSBZ 103.1 FM		.1%	.1%
KTOO 104.3 FM	1.1%	2.0%	1.8%
KCAW 104.7 FM		.6%	.4%
KTKU 105.1 FM		1.7%	1.2%
KRBD 105.9 FM	1.1%	1.2%	1.2%
KGTW 106.7 FM		.5%	.4%
KJNO 630 AM	1.9%	.9%	1.2%
KINY 800 AM	2.2%	.5%	.9%
KIFW 1230 AM	.4%	.3%	.3%
KVOK 560 AM		.5%	.3%
KDLG 670 AM		1.0%	.7%
KYUK 640 AM	.5%	.1%	.2%
KOTZ 720 AM	.5%	.4%	.5%
KCHU 770 AM		.5%	.4%
KNOM 780 AM		1.1%	.8%
KCAM 790 AM		.1%	.1%
KICY 850 AM	.5%		.1%
KSKO 870 AM		.1%	.1%
KVAK 1230 AM	1.3%	.5%	.7%
KBRW 91.9 FM	3.0%	.5%	1.2%
KMXT 100.1 FM		.9%	.6%
KAKN 100.9 FM	2.5%		.7%
KXXJ 1330 AM		.2%	.1%
KNSA 930 AM		.1%	.1%
KPFN 105.9 FM		.2%	.1%
KUHB 91.9 FM		.2%	.1%
KYKD 100.1 FM		.1%	.1%
KAWZ 96.7 FM	1.1%		.3%
Moody K237CI 95.3 FM		.2%	.1%
Not sure	5.8%	2.9%	3.6%
Total	27.0%	73.0%	100.0%

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
HOURS PER DAY USING INTERNET:			
None	10.1%	9.7%	9.8%
1 hour or less	28.5%	29.5%	29.2%
2-3 hours	31.5%	25.8%	27.3%
4+ hours	28.9%	33.3%	32.1%
Not sure	.9%	1.7%	1.5%
USE INTERNET FOR SHOPPING?			
Yes	75.1%	69.2%	70.7%
No	24.9%	30.8%	29.3%
USE INTERNET FOR NEWS?			
Yes	81.2%	71.3%	73.8%
No	18.8%	28.7%	26.2%
USE INTERNET FOR TV AND MOVIES?			
Yes	38.5%	35.4%	36.2%
No	61.5%	64.6%	63.8%
USE INTERNET FOR E-MAIL?			
Yes	91.5%	89.5%	90.0%
No	8.5%	10.5%	10.0%
USE INTERNET FOR SOCIAL NETWORKING?			
Yes	68.5%	65.4%	66.2%
No	31.5%	34.6%	33.8%
USE INTERNET FOR STREAMING VIDEO?			
Yes	52.0%	40.2%	43.2%
No	48.0%	59.8%	56.8%
USE CELLPHONE FOR TEXTING?			
Yes	88.5%	78.4%	81.1%
No	11.5%	21.6%	18.9%
USE CELLPHONE FOR ACCESSING INTERNET?			
Yes	69.7%	56.4%	60.0%
No	30.3%	43.6%	40.0%
ALASKA BUSINESS OWNER?			
Yes	23.7%	18.1%	19.5%
No	76.3%	81.9%	80.5%
Total	26.0%	74.0%	100.0%

	ARE YOU A PARENT OF A CHILD AGED 5-12?		Total
	Yes	No	Col %
	Col %	Col %	
REGISTERED TO VOTE?			
Yes	89.6%	87.6%	88.1%
No	10.4%	12.4%	11.9%
PARTY AFFILIATION:			
Democrat	15.7%	14.2%	14.6%
Republican	23.9%	26.5%	25.9%
Other party	7.9%	11.7%	10.7%
No party	52.5%	47.6%	48.9%
POLITICAL IDEOLOGY:			
Conservative	44.3%	33.4%	36.2%
Moderate	40.1%	47.6%	45.7%
Progressive	15.6%	19.0%	18.1%
ALASKA RESIDENCY:			
Less than 15 years	31.0%	27.4%	28.3%
15-30 years	30.9%	34.7%	33.7%
More than 30 years	38.1%	38.0%	38.0%
AGE OF RESPONDENT:			
18-34	31.1%	32.8%	32.4%
35-44	42.3%	10.9%	19.1%
45-54	21.3%	21.8%	21.7%
55+	5.3%	34.4%	26.9%
CHILDREN IN HOUSEHOLD:			
None	8.4%	69.6%	54.0%
One or more	91.6%	30.4%	46.0%
MARITAL STATUS:			
Married	67.8%	52.8%	56.7%
Single	32.2%	47.2%	43.3%
HOUSEHOLD INCOME:			
Less than \$40,000	34.1%	27.5%	29.3%
\$40,000-\$100,000	43.6%	42.1%	42.5%
More than \$100,000	18.2%	22.3%	21.2%
Not sure	4.1%	8.0%	7.0%
ETHNICITY OF RESPONDENT:			
White	65.8%	73.6%	71.6%
Non-white	34.2%	26.4%	28.4%
GENDER OF RESPONDENT:			
Male	60.7%	46.3%	50.0%
Female	39.3%	53.7%	50.0%
MARITAL STATUS BY GENDER:			
Married males	39.5%	24.4%	28.3%
Married females	28.3%	28.4%	28.3%
Single males	21.2%	21.8%	21.7%
Single females	11.0%	25.4%	21.7%
AWARENESS OF EXERCISE REQUIREMENTS:			
7 days/60 mins or more	29.3%	20.7%	23.3%
7 days/Less than 60 mins	19.8%	15.4%	16.7%
Less than 7 days/60 mins or more	13.2%	16.7%	15.6%
Less than 7 days/Less than 60 mins	19.4%	20.7%	20.3%
Not sure to one or both	18.3%	26.6%	24.1%
Total	25.7%	74.3%	100.0%

ETHNICITY OF RESPONDENT
Column Percents

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
HEARD RECOMMENDATIONS ABOUT EXERCISE?				
Yes	66.9%	69.0%	49.4%	64.6%
No	33.1%	31.0%	50.6%	35.4%
DAYS PER WEEK:				
One	5.5%	7.8%	5.6%	5.9%
Two	2.7%	3.3%	1.7%	2.7%
Three	10.2%	9.6%	8.2%	9.9%
Four	4.8%	2.8%	19.9%	6.2%
Five	20.1%	17.2%	18.3%	19.5%
Six	2.5%	4.4%	2.5%	2.8%
Seven	45.0%	39.6%	35.0%	43.1%
Not sure	9.1%	15.4%	8.8%	10.0%
MINUTES PER DAY:				
Less than 30 minutes	6.3%	13.9%	10.3%	7.9%
30 minutes	31.1%	15.7%	29.7%	28.6%
31-59 minutes	4.1%	1.2%		3.2%
60 minutes or more	40.4%	41.4%	38.1%	40.3%
Not sure	18.2%	27.8%	21.9%	20.0%
DOES OBESITY INCREASE RISK OF DIABETES?				
Yes	96.0%	93.7%	80.6%	93.4%
No	1.7%	3.8%	16.1%	4.1%
Not sure	2.4%	2.5%	3.3%	2.5%
DOES OBESITY INCREASE RISK OF HIGH CHOLESTEROL?				
Yes	92.8%	93.7%	74.7%	90.3%
No	3.7%	4.7%	17.2%	5.8%
Not sure	3.5%	1.6%	8.1%	3.9%
DOES OBESITY INCREASE RISK OF HIGH BLOOD PRESSURE?				
Yes	94.1%	94.2%	78.2%	91.8%
No	2.6%	4.4%	17.5%	5.0%
Not sure	3.3%	1.4%	4.3%	3.2%
DOES OBESITY INCREASE RISK OF DOING POORLY AT SCHOOL?				
Yes	69.8%	54.8%	51.3%	65.1%
No	22.0%	39.3%	43.5%	27.5%
Not sure	8.1%	5.9%	5.2%	7.4%
DOES OBESITY INCREASE RISK OF FEELING BAD?				
Yes	94.4%	84.1%	80.2%	90.9%
No	3.1%	9.0%	16.0%	5.8%
Not sure	2.5%	7.0%	3.8%	3.3%
DOES OBESITY INCREASE RISK OF LUNG CANCER?				
Yes	15.1%	20.8%	23.8%	17.2%
No	67.8%	65.8%	62.5%	66.7%
Not sure	17.1%	13.4%	13.7%	16.1%
Total	71.6%	13.8%	14.6%	100.0%

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
GENETICS CAUSES OBESITY:				
Strong agree	40.6%	26.5%	25.0%	36.4%
Somewhat agree	50.2%	56.9%	62.2%	52.9%
Disagree	7.3%	15.6%	8.7%	8.6%
Not sure	1.9%	1.1%	4.1%	2.1%
NOT EXERCISING CAUSES OBESITY:				
Strong agree	85.0%	80.5%	80.8%	83.8%
Somewhat agree	12.5%	16.3%	16.4%	13.6%
Disagree	1.7%	3.2%	2.8%	2.1%
Not sure	.8%			.6%
EATING LARGE PORTIONS CAUSES OBESITY:				
Strong agree	69.7%	57.3%	47.6%	64.8%
Somewhat agree	24.1%	30.4%	38.4%	27.0%
Disagree	4.6%	12.3%	9.0%	6.3%
Not sure	1.6%		5.0%	1.8%
DRINKING SUGARY DRINKS CAUSES OBESITY:				
Strong agree	76.6%	81.1%	78.7%	77.5%
Somewhat agree	18.9%	16.7%	16.5%	18.2%
Disagree	4.0%	2.2%	4.8%	3.9%
Not sure	.5%			.4%
EATING JUNK FOOD CAUSES OBESITY:				
Strong agree	80.5%	79.8%	75.0%	79.6%
Somewhat agree	15.6%	18.8%	19.0%	16.6%
Disagree	3.1%	1.4%	4.1%	3.0%
Not sure	.8%		1.9%	.8%
SITTING AROUND CAUSES OBESITY:				
Strong agree	71.0%	67.3%	69.4%	70.3%
Somewhat agree	23.5%	29.7%	24.0%	24.4%
Disagree	4.7%	3.0%	6.6%	4.8%
Not sure	.8%			.5%
DRIVING INSTEAD OF WALKING CAUSES OBESITY:				
Strong agree	41.8%	45.7%	44.9%	42.8%
Somewhat agree	40.6%	38.2%	36.6%	39.7%
Disagree	15.8%	16.1%	17.4%	16.1%
Not sure	1.7%		1.2%	1.4%
WATCHING TV CAUSES OBESITY:				
Strong agree	41.4%	42.8%	31.4%	40.1%
Somewhat agree	38.0%	37.5%	47.9%	39.4%
Disagree	18.2%	19.2%	20.0%	18.6%
Not sure	2.4%	.5%	.8%	1.9%
Total	71.6%	13.8%	14.6%	100.0%

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
ARE YOU A PARENT OF A CHILD AGED 5-12?				
Yes	23.4%	39.1%	22.8%	25.5%
No	76.6%	60.9%	77.2%	74.5%
IN LAST 12 MONTHS, SPOKEN ABOUT CHILD'S WEIGHT WITH HEALTH CARE PROVIDER?				
Yes	18.5%	24.7%	28.8%	21.1%
No	81.5%	75.3%	71.2%	78.9%
DO YOU MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE?				
Yes	96.0%	95.1%	94.3%	95.6%
No	4.0%	4.9%	5.7%	4.4%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #1?				
Backpacking	1.4%			.9%
Be involved in school		14.3%		2.7%
Biking/Bike riding	2.3%	5.2%	7.7%	3.6%
Gathering/carrying wood	1.0%	1.6%		1.0%
Doing chores/Take care of the house	6.0%	1.6%		4.3%
Climbing mountains/Hiking	5.6%			3.8%
Outdoor activities/Get them outside/Go outside to play	21.8%	34.5%	32.7%	25.7%
Exercise/Create ways to exercise	2.0%			1.3%
Skiing/Cross-country skiing/Snowboarding	4.3%			2.9%
Dance classes/Dancing	.5%			.3%
Football	.6%	2.8%		.9%
Hunting	1.6%			1.1%
Hockey	4.0%		4.4%	3.3%
Do stuff with them/Interact with them/Be active with them	1.4%			.9%
Treadmill	1.6%			1.1%
General sports/Sports programs/Encourage sports	10.9%	2.3%	10.5%	9.2%
Physical/healthy activity/Keep active/Run around/Movement	.9%			.6%
Explore the forest	.9%			.6%
Extra-curricular activities			8.9%	1.2%
Walking/Walk the dog/Walk to school	9.4%	17.8%	24.3%	13.0%
Go to the gym/Working out	2.4%			1.6%
Go to the park/playground	.6%			.4%
Healthy food/Not eating so much/Feed them less/Balanced diet	.8%	1.6%	4.1%	1.4%
Hiking and camping		13.5%		2.6%
Limit electronic time/TV	3.2%			2.2%
Ski jumping	.4%			.3%
PE/Physical education	.7%			.5%
Play/Playing together	1.4%			1.0%
Baseball	.8%			.5%
Catch/Play ball	.6%			.4%
Pushing them/Encourage them			3.4%	.4%
Basketball	.7%			.5%

(continued)

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
Snowmachining	.6%			.4%
Running	2.4%	2.2%		2.0%
Soccer	1.9%			1.3%
Swimming	2.8%		4.0%	2.4%
Talk to them/Counsel them/Verbal reinforcement		2.6%		.5%
Trampoline	1.1%			.7%
Wrestle	.9%			.6%
Camping	2.5%			1.7%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #2?				
Nothing else	6.3%	12.8%		6.7%
Biking/Bike riding	12.0%	6.2%	4.0%	9.9%
Gathering/carrying wood		13.5%		2.6%
Doing chores/Take care of the house	1.4%			.9%
Climbing mountains/Hiking	7.6%	2.3%		5.6%
Outdoor activities/Get them outside/Go outside to play	11.9%	5.4%	12.3%	10.7%
Exercise/Create ways to exercise			8.4%	1.1%
Skiing/Cross-country skiing/Snowboarding	5.9%	12.1%		6.3%
Hunting	1.3%			.9%
Do stuff with them/Interact with them/Be active with them	.5%			.4%
General sports/Sports programs/Encourage sports	8.7%	5.5%	16.7%	9.2%
Physical/healthy activity/Keep active/Run around/Movement	3.8%	5.5%		3.6%
Walking/Walk the dog/Walk to school	9.8%		21.5%	9.5%
Go to the gym/Working out	5.1%	20.4%	8.9%	8.6%
Go to the park/playground	1.4%			1.0%
Limit electronic time/TV	3.8%		3.7%	3.1%
PE/Physical education	.7%			.4%
Play/Playing together	1.6%	2.6%		1.6%
Catch/Play ball			5.4%	.7%
Basketball	1.5%	2.6%		1.5%
Snowmachining	.8%			.5%
Running	.6%			.4%
Sledding	1.5%	2.8%		1.6%
Soccer	.6%			.4%
Swimming	1.2%			.8%
Trampoline	.7%			.5%
Wrestle	.9%			.6%
They cannot sit after dinner		1.6%		.3%
Fishing	.9%		8.8%	1.7%
Frisbee		2.8%		.5%
Camping	.7%			.5%
Bowling	.9%			.6%
Skating	2.3%			1.5%
Wii exercise/Xbox Kinect	2.0%			1.4%
Judo/Martial arts	.5%			.3%
Physical activities inside	.6%		5.8%	1.2%
Boys and Girls Club	.5%			.4%
Coach sports teams	.8%			.6%
Fishing, swimming and camping		2.3%		.4%

(continued)

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
Dog sledding	.5%			.3%
Prepare food	.5%			.3%
Recess			4.4%	.6%
Run dogs		1.6%		.3%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #3?				
Nothing else	19.2%	24.6%	16.4%	19.9%
Biking/Bike riding	1.9%	3.7%		2.0%
Camping and fishing			13.3%	1.8%
Doing chores/Take care of the house	2.0%		12.2%	3.0%
Climbing mountains/Hiking	6.7%		4.0%	5.1%
Outdoor activities/Get them outside/Go outside to play	4.8%	6.3%		4.5%
Exercise/Create ways to exercise	2.1%			1.4%
Skiing/Cross-country skiing/Snowboarding	1.2%	2.3%	4.4%	1.9%
Dance classes/Dancing	.6%			.4%
Football	.8%			.5%
Hockey	.5%			.3%
General sports/Sports programs/Encourage sports	11.4%	24.3%	5.8%	13.1%
Physical/healthy activity/Keep active/Run around/Movement		12.1%		2.3%
Walking/Walk the dog/Walk to school	7.1%		14.3%	6.7%
Go to the gym/Working out	2.3%			1.6%
Go to the park/playground		2.2%	13.5%	2.2%
Healthy food/Not eating so much/Feed them less/Balanced diet	5.5%		6.4%	4.6%
Limit electronic time/TV	.7%			.5%
Play/Playing together	2.4%	4.2%		2.4%
Pushing them/Encourage them	.6%			.4%
Basketball	1.0%	4.4%	7.7%	2.6%
Running	3.0%			2.0%
Sledding	2.2%			1.5%
Swimming	3.0%			2.0%
Talk to them/Counsel them/Verbal reinforcement	3.0%			2.1%
Camping	.5%			.3%
Skating	.5%			.3%
Wii exercise/Xbox Kinect	1.4%	2.3%		1.4%
Judo/Martial arts	1.5%			1.0%
Dog sledding	.6%			.4%
Recess	.5%			.3%
Cheerleading	2.9%			2.0%
Doing projects outside/Jobs	1.4%	13.5%		3.5%
Game wheel	.7%			.5%
Gymnastics	.6%			.4%
Nordic combined	.4%			.3%
Play with the dogs	.7%			.5%
Reading			1.9%	.2%
Rockclimbing	.4%			.3%
Scouting	.8%			.5%
Self-defense training	2.0%			1.4%
Skateboarding	.9%			.6%
Trapping	1.3%			.9%
Weights	.7%			.5%
Total	67.7%	19.2%	13.2%	100.0%

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
AREAS OF ALASKA:				
Southeast	12.0%	4.4%	10.6%	10.8%
Rural	3.0%	33.3%	14.0%	8.8%
Southcentral	30.0%	13.3%	9.0%	24.6%
Anchorage	40.6%	39.4%	52.8%	42.2%
Fairbanks	14.4%	9.5%	13.6%	13.6%
LANDLINE/CELL STATUS:				
Landline only	7.2%	5.8%	4.4%	6.6%
Both - land dominant	21.5%	10.1%	11.1%	18.4%
Both - cell dominant	39.2%	52.0%	36.1%	40.5%
Cell only	32.0%	32.1%	48.5%	34.4%
HEAD OF HOUSEHOLD?				
Yes	73.1%	60.7%	54.0%	68.6%
No	26.9%	39.3%	46.0%	31.4%
ADVERTISING NOTICE MOST:				
Newspaper	13.2%	18.8%	11.3%	13.7%
Direct mail	4.0%	1.2%	6.9%	4.0%
TV ads	35.5%	37.6%	32.0%	35.3%
Radio ads	25.8%	23.8%	16.7%	24.2%
Internet ads	19.8%	18.6%	32.3%	21.4%
Not sure	1.7%		.8%	1.3%
DO YOU WATCH TV...				
A lot	8.2%	7.5%	20.5%	9.9%
A fair amount	35.6%	39.7%	30.6%	35.4%
A little	40.5%	45.7%	25.8%	39.1%
None	15.7%	7.1%	23.1%	15.6%
DO YOU LISTEN TO THE RADIO...				
A lot	24.6%	24.7%	20.0%	23.9%
A fair amount	28.2%	25.7%	32.1%	28.4%
A little	37.6%	36.0%	23.9%	35.4%
None	9.6%	13.6%	24.1%	12.3%
ANCHORAGE DAILY NEWS READS PER WEEK:				
Don't read	62.9%	58.4%	67.6%	63.0%
1-3 reads	19.5%	22.3%	18.0%	19.7%
4-6 reads	4.5%	7.9%	1.7%	4.6%
Every day	12.8%	8.7%	12.8%	12.2%
Not sure	.3%	2.8%		.6%
ANCHORAGE DAILY NEWS ONLINE READS PER WEEK:				
Don't read	67.7%	60.7%	49.6%	64.0%
1-3 reads	17.7%	15.6%	24.4%	18.4%
4-6 reads	7.2%	9.8%	7.6%	7.6%
Every day	6.2%	11.5%	6.5%	7.0%
Not sure	1.2%	2.4%	11.9%	2.9%
Total	71.6%	13.8%	14.7%	100.0%

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
MOST WATCHED TV CHANNEL:				
KTUU Channel 2	14.0%	21.4%	9.3%	14.5%
KTBY Channel 4	1.7%	3.4%	1.1%	1.9%
KYES Channel 5	.1%			.1%
KAKM Channel 7	3.7%	1.9%		2.9%
KTVA Channel 11	4.3%	6.0%	1.1%	4.1%
KIMO Channel 13	2.2%	.6%	1.3%	1.8%
KATN Fairbanks Channel 2	.4%			.3%
KFXF Fairbanks Channel 7	.7%	.9%		.7%
KTVF Fairbanks Channel 11	2.3%			1.6%
KUAC Fairbanks Channel 9	1.7%	.7%		1.3%
KJNP Fairbanks Channel 4	.1%			.1%
KXD Fairbanks Channel 13	1.5%	3.5%		1.6%
KJUD Southeast Channel 8	.2%			.2%
KTOO Southeast Channel 3	.2%			.1%
History	9.1%	10.0%	6.6%	8.9%
Discovery	5.3%	17.4%	7.9%	7.5%
CNN	1.1%	3.5%	3.5%	1.8%
Fox News	9.6%	3.8%	3.1%	7.8%
MSNBC	2.4%		4.1%	2.3%
ESPN	5.3%	6.3%	6.8%	5.6%
A&E	.3%	.9%		.4%
TBS	.8%		5.3%	1.3%
TNT	1.9%			1.3%
USA	1.2%			.8%
Comedy	1.6%	3.8%	18.2%	4.1%
Lifetime	1.2%	3.1%		1.3%
Cartoon Network	.6%	1.3%		.6%
Food	1.0%		.5%	.8%
HGTV	1.3%		4.9%	1.6%
HBO	2.3%	1.1%	.7%	1.9%
National Geographic	1.2%			.9%
Telemundo	.4%			.3%
Outdoor Channel	.4%	.6%		.4%
Disney	.3%			.2%
CW	.5%		2.0%	.6%
KATH Juneau Channel 15	.3%			.2%
Alaska One	.1%	.8%		.2%
Animal Planet	.8%	.7%		.7%
AMC	.8%			.6%
BBC America	.3%			.2%
Bravo	.4%			.3%
CNBC	.1%			.1%
Hallmark	.4%			.3%
Investigation Discovery	.2%			.1%
Nick Jr	.6%			.4%
Nickelodeon	.7%		2.2%	.8%
Showtime	.2%			.2%
TCM	.3%			.2%
TruTV	.6%	1.7%		.7%
TVLand	.1%			.1%
Weather Channel	.1%			.1%
Western Channel	.4%			.3%
FX	.2%			.1%
ARCS	.1%			.1%
Spike	.1%			.1%
OWN	.1%			.1%
Create	.1%			.1%
Starz			.9%	.1%
NFL Network	1.5%	.6%		1.2%
Oxygen	.3%			.2%

(continued)

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
KSCT Sitka Channel 5	.2%		1.6%	.3%
K09RF Eagle	.1%			.1%
KCFT Channel 19			.8%	.1%
Disney Jr	.2%			.1%
Armed Forces Network		.8%		.1%
Cinemax	.3%			.2%
CMT	.2%			.1%
Current			1.3%	.2%
Fuel	.3%			.2%
Gay Network	.3%			.2%
Gameshow Network	.2%			.1%
Lifetime Movie Network			1.8%	.2%
Sportsman Channel	.1%			.1%
Not sure	8.3%	5.2%	15.0%	8.7%
RADIO STATION LISTEN TO MOST OFTEN:				
KAFC 93.7 FM	1.3%			1.0%
KAKL 88.5 FM	3.2%	1.0%	1.7%	2.7%
KASH 107.5 FM	2.8%		1.2%	2.2%
KATB 89.3 FM	.3%		1.9%	.4%
KBBO 92.1 FM	1.9%			1.4%
KBFX 100.5 FM	1.3%	.8%	.7%	1.2%
KBRJ 104.1 FM	2.9%	5.8%		2.9%
KBYR 700 AM	1.0%	.9%	3.8%	1.3%
KDBZ 102.1 FM	.2%			.2%
KENI 650 AM	5.6%	.6%	.9%	4.3%
KFAT 92.9 FM	.9%	7.2%	10.5%	2.9%
KFQD 750 AM	4.1%		.7%	3.2%
KGOT 101.3 FM	4.0%	13.2%	11.6%	6.2%
KHAR 590 AM	.3%	2.4%		.6%
KLEF 98.1 FM	.6%		.5%	.5%
KMXS 103.1 FM	2.1%	4.8%	3.5%	2.7%
KNBA 90.3 FM	1.3%	2.0%	2.2%	1.5%
KMVN 105.7 FM			3.8%	.5%
KOAN 1020 AM	.1%			.1%
KOOL 97.3 FM	3.2%	2.2%	1.1%	2.8%
KSKA 91.1 FM	7.8%	2.5%	8.8%	7.2%
KTZN 550 AM	1.0%	1.0%	6.4%	1.7%
KWHL 106.5 FM	4.9%	2.6%	4.2%	4.5%
KXLW 96.3 FM	2.3%			1.7%
KYMG 98.9 FM	1.2%		4.4%	1.4%
KZND 94.7 FM	2.7%	4.2%		2.6%
KAYO 100.9 FM	1.5%			1.1%
KBBI 890 AM	.3%			.2%
KDLL 91.9 FM	.1%			.1%
KFSE 106.9 FM		2.5%		.3%
KMBQ 99.7 FM	1.4%			1.0%
KPEN 101.7 FM	.8%	1.7%		.8%
KSRM 920 AM	1.8%	4.3%		1.9%
KTNA 88.9 AM	.3%			.2%
KWHQ 100.1 FM	.5%			.4%
KWVV 103.5 FM	.6%	1.3%		.6%
KXBA 93.3 FM	.1%			.1%
KAKL 88.3 FM	.3%			.2%
KAKQ 101.1 FM	.3%		1.9%	.5%
KCBF 820 AM	.1%			.1%
KDJF 93.5 FM	.1%			.1%
KFAR 660 AM	1.1%			.8%
KIAK 102.5 FM	3.9%			2.9%
KIAM 91.9 FM	.6%			.4%

(continued)

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
KJNP 100.3 FM	.5%	2.2%		.6%
KFBX 970 AM	.4%			.3%
KKED 104.7 FM	.9%	3.3%		1.1%
KSUA 91.5 FM	.8%		5.6%	1.3%
KTDZ 103.9 FM	.7%			.5%
KUAC 89.9 FM	3.3%		2.6%	2.8%
KWLF 98.1 FM	.5%	1.6%	5.8%	1.3%
KXLR 95.9 FM	2.2%	7.8%		2.6%
KYSC 96.9 FM	.4%			.3%
KFMJ 99.9 FM	.2%		2.2%	.4%
KFSK 100.9 FM	.6%			.5%
KSTK 101.7 FM	.4%			.3%
KHNS 102.3 FM	.5%		2.7%	.7%
KSRJ 102.7 FM	.1%			.1%
KSBZ 103.1 FM	.1%			.1%
KTOO 104.3 FM	2.0%		1.6%	1.7%
KCAW 104.7 FM	.6%			.4%
KTKU 105.1 FM	1.8%			1.3%
KRBD 105.9 FM	.9%		2.4%	1.0%
KGTW 106.7 FM	.6%			.4%
KJNO 630 AM	1.3%	2.2%		1.2%
KINY 800 AM	1.3%			1.0%
KIFW 1230 AM		.9%	1.6%	.3%
KVOK 560 AM	.5%			.4%
KDLG 670 AM	.5%	1.4%	.7%	.7%
KYUK 640 AM	.2%	.6%		.3%
KOTZ 720 AM		3.6%		.5%
KCHU 770 AM	.5%			.4%
KNOM 780 AM		3.4%		.4%
KCAM 790 AM	.1%			.1%
KICY 850 AM		1.0%		.1%
KSKO 870 AM	.1%			.1%
KVAK 1230 AM	1.0%			.7%
KBRW 91.9 FM	1.3%	1.2%		1.1%
KMXT 100.1 FM	.7%	1.1%		.7%
KAKN 100.9 FM		5.4%		.7%
KXXJ 1330 AM	.2%			.1%
KPFN 105.9 FM	.2%			.1%
KUHB 91.9 FM		1.0%		.1%
KYKD 100.1 FM		.8%		.1%
KAWZ 96.7 FM			2.5%	.3%
Moody K237CI 95.3 FM	.2%			.1%
Not sure	4.0%	1.4%	2.8%	3.5%
Total	74.1%	13.1%	12.8%	100.0%

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
HOURS PER DAY USING INTERNET:				
None	7.8%	16.6%	10.2%	9.3%
1 hour or less	29.2%	28.3%	28.1%	28.9%
2-3 hours	27.6%	33.4%	21.6%	27.5%
4+ hours	33.5%	20.1%	40.1%	32.7%
Not sure	1.8%	1.6%		1.5%
USE INTERNET FOR SHOPPING?				
Yes	76.4%	47.3%	78.2%	73.0%
No	23.6%	52.7%	21.8%	27.0%
USE INTERNET FOR NEWS?				
Yes	77.3%	72.2%	69.9%	75.6%
No	22.7%	27.8%	30.1%	24.4%
USE INTERNET FOR TV AND MOVIES?				
Yes	39.2%	22.1%	43.8%	37.7%
No	60.8%	77.9%	56.2%	62.3%
USE INTERNET FOR E-MAIL?				
Yes	95.7%	86.5%	85.4%	93.1%
No	4.3%	13.5%	14.6%	6.9%
USE INTERNET FOR SOCIAL NETWORKING?				
Yes	65.4%	69.6%	80.6%	68.1%
No	34.6%	30.4%	19.4%	31.9%
USE INTERNET FOR STREAMING VIDEO?				
Yes	46.8%	40.6%	40.3%	45.1%
No	53.2%	59.4%	59.7%	54.9%
USE CELLPHONE FOR TEXTING?				
Yes	80.1%	89.0%	88.3%	82.6%
No	19.9%	11.0%	11.7%	17.4%
USE CELLPHONE FOR ACCESSING INTERNET?				
Yes	60.2%	57.1%	69.9%	61.2%
No	39.8%	42.9%	30.1%	38.8%
ALASKA BUSINESS OWNER?				
Yes	23.6%	7.2%	9.6%	19.3%
No	76.4%	92.8%	90.4%	80.7%
Total	71.6%	13.8%	14.6%	100.0%

	ETHNICITY OF RESPONDENT:			Total
	White	Alaska Native	Other	Col %
	Col %	Col %	Col %	
REGISTERED TO VOTE?				
Yes	91.0%	86.2%	70.5%	87.3%
No	9.0%	13.8%	29.5%	12.7%
PARTY AFFILIATION:				
Democrat	12.4%	19.2%	22.8%	14.9%
Republican	31.7%	16.3%	9.9%	26.3%
Other party	12.3%	6.8%	6.9%	10.8%
No party	43.6%	57.6%	60.4%	48.0%
POLITICAL IDEOLOGY:				
Conservative	40.1%	26.6%	23.4%	35.8%
Moderate	40.2%	65.2%	56.2%	46.0%
Progressive	19.6%	8.1%	20.3%	18.1%
ALASKA RESIDENCY:				
Less than 15 years	26.2%	16.6%	54.6%	29.1%
15-30 years	35.2%	33.8%	30.4%	34.3%
More than 30 years	38.6%	49.6%	15.0%	36.6%
AGE OF RESPONDENT:				
18-34	25.4%	49.9%	51.8%	32.6%
35-44	20.1%	12.7%	18.7%	18.9%
45-54	22.2%	23.1%	16.8%	21.6%
55+	32.3%	14.3%	12.7%	27.0%
CHILDREN IN HOUSEHOLD:				
None	58.6%	45.6%	40.4%	54.1%
One or more	41.4%	54.4%	59.6%	45.9%
MARITAL STATUS:				
Married	61.2%	35.7%	39.3%	54.5%
Single	38.8%	64.3%	60.7%	45.5%
HOUSEHOLD INCOME:				
Less than \$40,000	25.9%	48.1%	27.1%	29.0%
\$40,000-\$100,000	45.4%	32.7%	39.3%	42.8%
More than \$100,000	25.1%	13.8%	9.0%	21.2%
Not sure	3.6%	5.4%	24.6%	7.0%
GENDER OF RESPONDENT:				
Male	48.8%	57.7%	47.5%	49.8%
Female	51.2%	42.3%	52.5%	50.2%
MARITAL STATUS BY GENDER:				
Married males	29.5%	14.9%	27.5%	27.2%
Married females	31.7%	20.8%	11.8%	27.3%
Single males	19.3%	42.8%	20.0%	22.6%
Single females	19.6%	21.5%	40.7%	22.9%
AWARENESS OF EXERCISE REQUIREMENTS:				
7 days/60 mins or more	24.0%	19.0%	22.1%	23.1%
7 days/Less than 60 mins	18.0%	9.6%	11.2%	16.0%
Less than 7 days/60 mins or more	15.1%	21.3%	14.9%	16.0%
Less than 7 days/Less than 60 mins	21.4%	14.8%	25.1%	20.9%
Not sure to one or both	21.4%	35.3%	26.7%	24.0%
Total	71.6%	13.8%	14.6%	100.0%

AREAS OF ALASKA
Column Percents

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
HEARD RECOMMENDATIONS ABOUT EXERCISE?						
Yes	66.4%	49.4%	65.1%	66.6%	67.2%	64.7%
No	33.6%	50.6%	34.9%	33.4%	32.8%	35.3%
DAYS PER WEEK:						
One	13.2%	6.0%	6.9%	4.1%	1.2%	5.5%
Two		2.5%	1.4%	3.2%	6.9%	2.9%
Three	15.6%	3.2%	11.4%	7.5%	10.4%	9.4%
Four	4.7%	1.2%	5.1%	7.3%	5.6%	5.8%
Five	23.9%	21.5%	16.1%	22.9%	10.3%	19.4%
Six	1.3%		3.9%	3.5%	2.9%	3.1%
Seven	37.3%	57.6%	46.9%	41.1%	44.3%	43.7%
Not sure	4.1%	7.9%	8.2%	10.6%	18.4%	10.2%
MINUTES PER DAY:						
Less than 30 minutes	15.5%	3.2%	6.0%	8.4%	6.3%	7.9%
30 minutes	27.1%	13.4%	29.2%	29.6%	32.5%	28.5%
31-59 minutes		4.6%	2.3%	4.3%	2.7%	3.2%
60 minutes or more	38.3%	52.5%	41.5%	39.1%	35.6%	40.0%
Not sure	19.1%	26.4%	20.9%	18.6%	22.9%	20.4%
DOES OBESITY INCREASE RISK OF DIABETES?						
Yes	96.8%	75.6%	95.5%	94.5%	95.6%	93.4%
No		23.4%	2.7%	2.7%	.8%	4.0%
Not sure	3.2%	1.0%	1.8%	2.8%	3.7%	2.5%
DOES OBESITY INCREASE RISK OF HIGH CHOLESTEROL?						
Yes	91.7%	71.7%	90.0%	93.0%	93.3%	90.2%
No	3.4%	25.3%	4.2%	3.6%	1.9%	5.5%
Not sure	4.9%	3.0%	5.8%	3.4%	4.8%	4.3%
DOES OBESITY INCREASE RISK OF HIGH BLOOD PRESSURE?						
Yes	93.5%	75.9%	89.4%	94.3%	95.0%	91.4%
No	1.9%	23.4%	4.7%	3.1%	.8%	4.9%
Not sure	4.6%	.8%	5.9%	2.6%	4.2%	3.7%
DOES OBESITY INCREASE RISK OF DOING POORLY AT SCHOOL?						
Yes	65.3%	36.7%	68.8%	67.9%	65.6%	64.7%
No	23.7%	53.4%	22.9%	25.4%	24.9%	27.1%
Not sure	10.9%	9.9%	8.2%	6.7%	9.6%	8.2%
DOES OBESITY INCREASE RISK OF FEELING BAD?						
Yes	96.4%	69.1%	93.7%	92.3%	92.6%	91.0%
No		25.5%	3.4%	5.8%	2.1%	5.9%
Not sure	3.6%	5.4%	2.9%	2.0%	5.3%	3.1%
DOES OBESITY INCREASE RISK OF LUNG CANCER?						
Yes	22.0%	13.1%	19.3%	18.4%	15.2%	18.1%
No	64.7%	74.9%	61.1%	69.0%	53.9%	65.1%
Not sure	13.3%	12.0%	19.6%	12.6%	30.8%	16.8%
Total	10.5%	9.0%	24.7%	42.2%	13.5%	100.0%

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
GENETICS CAUSES OBESITY:						
Strong agree	41.1%	30.2%	34.4%	38.4%	36.0%	36.6%
Somewhat agree	55.8%	56.5%	53.2%	50.3%	49.3%	52.0%
Disagree	2.3%	9.0%	11.2%	8.3%	11.0%	8.8%
Not sure	.8%	4.3%	1.3%	3.0%	3.7%	2.6%
NOT EXERCISING CAUSES OBESITY:						
Strong agree	87.8%	87.5%	83.6%	82.7%	78.2%	83.3%
Somewhat agree	6.6%	10.1%	14.9%	14.5%	19.5%	14.1%
Disagree	4.9%	2.4%	.7%	1.7%	2.3%	1.9%
Not sure	.7%		.7%	1.1%		.7%
EATING LARGE PORTIONS CAUSES OBESITY:						
Strong agree	73.5%	40.9%	67.9%	66.2%	63.1%	64.7%
Somewhat agree	16.8%	53.1%	24.6%	25.9%	23.7%	26.8%
Disagree	6.8%	4.9%	6.8%	6.1%	8.3%	6.5%
Not sure	2.9%	1.1%	.7%	1.8%	4.9%	2.0%
DRINKING SUGARY DRINKS CAUSES OBESITY:						
Strong agree	86.3%	86.9%	74.2%	74.2%	80.5%	77.5%
Somewhat agree	10.5%	9.5%	23.0%	20.3%	15.0%	18.3%
Disagree	2.5%	3.7%	1.7%	5.3%	4.5%	3.8%
Not sure	.7%		1.1%	.2%		.4%
EATING JUNK FOOD CAUSES OBESITY:						
Strong agree	84.7%	87.9%	78.6%	77.1%	78.2%	79.4%
Somewhat agree	13.7%	10.2%	19.3%	16.9%	18.1%	16.7%
Disagree	1.6%	1.8%	1.1%	5.1%	.6%	2.9%
Not sure			1.0%	.8%	3.2%	1.0%
SITTING AROUND CAUSES OBESITY:						
Strong agree	61.0%	84.5%	75.2%	64.8%	74.5%	70.1%
Somewhat agree	37.1%	11.1%	22.5%	26.5%	21.0%	24.5%
Disagree	1.9%	4.4%	1.7%	7.4%	4.4%	4.7%
Not sure			.6%	1.3%		.7%
DRIVING INSTEAD OF WALKING CAUSES OBESITY:						
Strong agree	59.6%	60.5%	37.3%	42.0%	31.4%	42.9%
Somewhat agree	31.4%	32.2%	47.7%	34.4%	49.0%	39.1%
Disagree	9.1%	6.2%	11.1%	22.9%	19.1%	16.5%
Not sure		1.1%	3.9%	.8%	.6%	1.5%
WATCHING TV CAUSES OBESITY:						
Strong agree	47.7%	35.9%	46.8%	35.5%	41.1%	40.4%
Somewhat agree	40.1%	50.9%	33.4%	41.3%	35.5%	39.3%
Disagree	11.5%	9.7%	16.6%	21.5%	23.3%	18.4%
Not sure	.7%	3.6%	3.2%	1.7%		1.9%
Total	10.5%	9.0%	24.7%	42.2%	13.5%	100.0%

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
ARE YOU A PARENT OF A CHILD AGED 5-12?						
Yes	32.1%	34.3%	26.2%	22.7%	23.5%	25.7%
No	67.9%	65.7%	73.8%	77.3%	76.5%	74.3%
IN LAST 12 MONTHS, SPOKEN ABOUT CHILD'S WEIGHT WITH HEALTH CARE PROVIDER?						
Yes	24.6%	32.6%	16.9%	18.9%	15.9%	20.4%
No	75.4%	67.4%	83.1%	81.1%	84.1%	79.6%
DO YOU MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE?						
Yes	100.0%	95.8%	100.0%	92.3%	92.2%	95.7%
No		4.2%		7.7%	7.8%	4.3%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #1?						
Backpacking				2.4%		.9%
Be involved in school		20.6%				2.5%
Biking/Bike riding	6.8%		1.9%	5.3%		3.3%
Gathering/carrying wood		2.3%	2.4%			.9%
Doing chores/Take care of the house		2.3%	10.9%	2.4%	7.2%	4.9%
Climbing mountains/Hiking			7.1%	1.7%	9.2%	3.6%
Outdoor activities/Get them outside/Go outside to play	21.5%	23.9%	20.4%	21.5%	42.6%	23.9%
Exercise/Create ways to exercise			6.8%	1.9%		2.5%
Skiing/Cross-country skiing/Snowboarding			2.9%	3.5%	6.5%	2.7%
Dance classes/Dancing				.9%		.3%
Football				1.0%	4.5%	.8%
Hunting			3.7%			1.0%
Hockey	4.9%	14.7%	2.0%			3.0%
Do stuff with them/Interact with them/Be active with them			1.9%		3.0%	.9%
Treadmill					9.2%	1.0%
General sports/Sports programs/Encourage sports	6.4%	3.3%	2.1%	17.4%	11.6%	9.4%
Physical/healthy activity/Keep active/Run around/Movement				1.7%		.6%
Explore the forest	3.8%					.5%
Extra-curricular activities	4.3%			3.1%		1.7%
Walking/Walk the dog/Walk to school	41.0%	3.9%		16.4%	1.6%	12.2%
Go to the gym/Working out			5.6%		4.5%	2.0%
Go to the park/playground				1.1%		.4%
Healthy food/Not eating so much/Feed them less/Balanced diet				3.6%		1.3%
Hiking and camping		19.4%				2.4%
Not sitting around				4.4%		1.6%
Limit electronic time/TV	2.7%		2.9%	2.4%		2.0%
Ski jumping				.7%		.3%
PE/Physical education			1.7%			.5%
Play/Playing together		2.6%	2.2%	1.0%		1.3%
Baseball			1.9%			.5%
Catch/Play ball				1.0%		.4%
Pushing them/Encourage them				1.2%		.4%
Basketball			1.6%			.4%
Snowmachining			1.4%			.4%
Running		3.2%	5.6%			1.9%

(continued)

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
Sledding				1.2%		.4%
Soccer	8.7%					1.2%
Swimming			5.4%	3.7%		2.8%
Talk to them/Counsel them/Verbal reinforcement		3.7%				.5%
Trampoline			1.7%	.6%		.7%
Wrestle			2.0%			.5%
Camping			5.7%			1.5%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #2?						
Nothing else	4.2%	3.2%	5.8%	5.3%	16.2%	6.2%
Biking/Bike riding	40.0%	2.2%	1.7%	6.3%	9.2%	9.6%
Gathering/carrying wood		19.4%				2.4%
Doing chores/Take care of the house		2.8%		1.5%		.9%
Climbing mountains/Hiking			8.9%	7.9%		5.2%
Outdoor activities/Get them outside/Go outside to play	2.2%	18.7%	12.9%	14.2%	8.4%	12.0%
Exercise/Create ways to exercise				3.9%		1.4%
Skiing/Cross-country skiing/Snowboarding		17.4%	2.4%	7.5%	3.3%	5.8%
Hunting		3.3%			7.2%	1.2%
Do stuff with them/Interact with them/Be active with them				.9%		.3%
General sports/Sports programs/Encourage sports	16.9%	2.6%	16.3%	6.3%	4.1%	9.8%
Physical/healthy activity/Keep active/Run around/Movement	7.1%		3.4%	4.1%		3.4%
Walking/Walk the dog/Walk to school	6.8%		9.2%	5.5%	30.9%	8.8%
Go to the gym/Working out		20.6%	7.4%	8.4%	3.8%	8.0%
Go to the park/playground			3.3%			.9%
Healthy food/Not eating so much/Feed them less/Balanced diet	4.3%					.6%
Limit electronic time/TV	4.9%		5.6%	1.9%		2.9%
PE/Physical education				1.2%		.4%
Play/Playing together		3.7%	1.4%	.9%	2.8%	1.5%
Catch/Play ball				1.9%		.7%
Basketball		3.7%	3.4%			1.4%
Snowmachining			1.8%			.5%
Running				1.0%		.4%
Sledding				4.1%		1.5%
Soccer				1.1%		.4%
Swimming	2.9%			1.0%		.7%
Trampoline			1.6%			.4%
Wrestle			2.1%			.6%
They cannot sit after dinner				.8%		.3%
Fishing	7.7%		2.0%			1.6%
Frisbee					4.5%	.5%
Camping	3.1%					.4%
Bowling			2.2%			.6%
Skating			3.1%	4.0%	4.5%	2.8%
Wii exercise/Xbox Kinect			1.6%	2.4%		1.3%
Judo/Martial arts				.9%		.3%
Physical activities inside				2.0%	3.5%	1.1%
Athletics/Athletic events					1.6%	.2%
Boys and Girls Club				.9%		.3%
Coach sports teams			1.9%			.5%
Fishing, swimming and camping				1.2%		.4%

(continued)

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
Modeling				1.0%		.4%
Dog sledding				.9%		.3%
Prepare food				.9%		.3%
Recess			2.0%			.5%
Run dogs		2.3%				.3%
WHAT DO YOU DO TO MAKE SURE YOUR CHILD IS PHYSICALLY ACTIVE #3?						
Nothing else	17.8%	9.5%	22.0%	21.6%	27.2%	20.3%
Biking/Bike riding				5.2%		1.9%
Camping and fishing			6.1%			1.6%
Doing chores/Take care of the house	10.9%		2.0%	1.2%	2.8%	2.8%
Climbing mountains/Hiking	20.5%		3.9%	3.8%		5.2%
Outdoor activities/Get them outside/Go outside to play		2.2%	3.0%	7.6%	3.2%	4.1%
Exercise/Create ways to exercise	6.9%			1.0%		1.3%
Skiing/Cross-country skiing/Snowboarding			2.0%	3.3%		1.7%
Dance classes/Dancing			1.4%		1.6%	.6%
Football			1.9%			.5%
Hockey			1.2%			.3%
General sports/Sports programs/Encourage sports	7.1%	28.0%	13.6%	13.1%	13.1%	14.2%
Physical/healthy activity/Keep active/Run around/Movement		17.4%		1.0%		2.5%
Walking/Walk the dog/Walk to school	7.9%		4.7%	10.9%		6.2%
Go to the gym/Working out	7.2%				3.9%	1.5%
Go to the park/playground	2.9%			1.3%	10.7%	2.1%
Healthy food/Not eating so much/Feed them less/Balanced diet			4.1%	8.9%		4.3%
Limit electronic time/TV					4.1%	.5%
Play/Playing together		3.7%	5.6%	.8%		2.2%
Pushing them/Encourage them					3.5%	.4%
Basketball	6.8%	2.3%	2.4%		4.5%	2.4%
Running			5.7%	.9%		1.9%
Sledding			3.2%	1.5%	4.5%	1.9%
Swimming	5.6%		4.1%	3.6%		3.2%
Talk to them/Counsel them/Verbal reinforcement	2.7%			1.0%	13.7%	2.3%
Camping				.9%		.3%
Skating				.9%		.3%
Wii exercise/Xbox Kinect			1.7%	2.4%		1.3%
Judo/Martial arts				2.7%		1.0%
Dog sledding		2.8%				.3%
Recess				.9%		.3%
Cheerleading		14.7%				1.8%
Doing projects outside/Jobs		19.4%		2.4%		3.3%
Game wheel			1.7%			.5%
Gymnastics				1.0%		.4%
Nordic combined				.7%		.3%
Play with the dogs			1.7%			.5%
Reading				.6%		.2%
Rockclimbing				.7%		.3%
Scouting			1.9%			.5%
Self-defense training			4.7%			1.3%
Skateboarding	3.8%					.5%
Trapping					7.2%	.8%
Weights			1.6%			.4%
Total	14.0%	12.4%	26.9%	35.5%	11.2%	100.0%

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
LANDLINE/CELL STATUS:						
Landline only	9.4%	14.8%	5.9%	6.1%	6.2%	7.2%
Both - land dominant	24.6%	20.2%	19.9%	17.2%	16.8%	18.9%
Both - cell dominant	29.8%	47.0%	42.1%	41.4%	34.4%	40.0%
Cell only	36.2%	18.0%	32.1%	35.3%	42.5%	34.0%
HEAD OF HOUSEHOLD?						
Yes	80.9%	53.1%	72.7%	69.4%	67.8%	69.7%
No	19.1%	46.9%	27.3%	30.6%	32.2%	30.3%
ADVERTISING NOTICE MOST:						
Newspaper	15.1%	11.6%	15.7%	11.3%	17.2%	13.6%
Direct mail		2.8%	5.4%	5.3%	2.8%	4.2%
TV ads	34.2%	34.3%	31.9%	37.9%	36.2%	35.5%
Radio ads	25.4%	16.5%	30.2%	23.8%	22.4%	24.7%
Internet ads	24.6%	32.3%	15.9%	19.2%	20.9%	20.4%
Not sure	.7%	2.4%	.9%	2.5%	.4%	1.6%
DO YOU WATCH TV...						
A lot	6.2%	23.2%	7.2%	7.5%	17.5%	10.0%
A fair amount	35.9%	34.3%	29.0%	40.5%	27.4%	34.8%
A little	35.4%	38.1%	43.7%	39.2%	36.1%	39.4%
None	22.5%	4.3%	20.1%	12.9%	19.0%	15.8%
DO YOU LISTEN TO THE RADIO...						
A lot	19.1%	7.0%	27.0%	25.5%	30.9%	24.3%
A fair amount	36.3%	13.5%	30.1%	26.1%	36.2%	28.4%
A little	29.6%	42.6%	34.4%	38.0%	26.5%	35.1%
None	15.1%	36.8%	8.4%	10.4%	6.4%	12.3%
ANCHORAGE DAILY NEWS READS PER WEEK:						
Don't read	95.4%	80.8%	59.0%	46.4%	85.0%	63.0%
1-3 reads	1.8%	16.6%	21.1%	26.1%	11.9%	19.5%
4-6 reads		.5%	5.9%	7.5%	.7%	4.7%
Every day	.5%	2.1%	14.0%	19.3%	2.5%	12.2%
Not sure	2.3%			.7%		.5%
ANCHORAGE DAILY NEWS ONLINE READS PER WEEK:						
Don't read	79.8%	47.6%	72.7%	54.4%	76.7%	64.0%
1-3 reads	13.9%	15.4%	17.5%	22.8%	13.8%	18.7%
4-6 reads	2.2%	12.3%	4.7%	11.4%	2.6%	7.6%
Every day	1.8%	5.6%	3.6%	10.9%	5.7%	6.9%
Not sure	2.3%	19.1%	1.6%	.5%	1.2%	2.8%
Total	10.6%	9.1%	25.0%	42.1%	13.3%	100.0%

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
MOST WATCHED TV CHANNEL:						
KTUU Channel 2		10.4%	16.9%	21.6%	2.0%	14.8%
KTBY Channel 4	2.7%		2.1%	2.4%		1.8%
KYES Channel 5			.4%			.1%
KAKM Channel 7	3.0%	1.8%	5.2%	3.5%		3.3%
KTVA Channel 11		4.7%	6.4%	4.4%		3.9%
KIMO Channel 13		1.4%	3.7%	1.3%	1.0%	1.7%
KATN Fairbanks Channel 2					2.4%	.3%
KFXF Fairbanks Channel 7					5.0%	.6%
KTVF Fairbanks Channel 11			.8%		11.6%	1.6%
KUAC Fairbanks Channel 9			.4%		10.4%	1.4%
KJNP Fairbanks Channel 4					.7%	.1%
KXD Fairbanks Channel 13					13.2%	1.6%
KJUD Southeast Channel 8	1.7%					.2%
KTOO Southeast Channel 3	1.2%					.1%
History	13.9%	8.7%	9.3%	7.9%	4.2%	8.4%
Discovery	5.0%	22.9%	7.9%	3.9%	5.9%	7.2%
CNN	4.9%	3.8%	.9%	1.6%		1.8%
Fox News	14.6%	1.6%	11.6%	6.1%	8.1%	8.0%
MSNBC	1.8%		1.0%	4.3%	.8%	2.4%
ESPN	7.6%	3.8%	4.9%	6.8%	2.2%	5.5%
A&E			.5%	.5%		.3%
TBS			1.9%	1.3%	2.0%	1.2%
TNT	2.8%		.6%	1.6%	2.6%	1.5%
USA			2.6%	.2%	.8%	.8%
Comedy	1.2%	19.1%	.5%	2.7%	4.2%	3.9%
Lifetime		4.3%	.9%	1.0%	1.1%	1.2%
Cartoon Network		1.8%		.9%		.6%
Food		.9%	1.0%	1.8%		1.1%
HGTV			2.8%	2.2%		1.6%
HBO	2.0%	1.0%	1.2%	2.8%		1.8%
National Geographic			1.9%	.4%	1.7%	.8%
Telemundo				.6%		.2%
Outdoor Channel	2.8%	.8%				.4%
Disney				.5%		.2%
CW				.6%	2.7%	.6%
KATH Juneau Channel 15	2.3%					.2%
Alaska One		2.0%				.2%
Animal Planet		.9%	.9%	.8%		.6%
AMC	.9%	1.0%	.7%	.5%		.6%
BBC America				.3%	.7%	.2%
Bravo	.9%			.4%		.3%
CNBC				.2%		.1%
Hallmark				.2%	1.5%	.3%
Investigation Discovery				.3%		.1%
Nick Jr	2.3%			.4%		.4%
Nickelodeon	2.8%			.8%	1.0%	.8%
Sci-Fi			.8%	1.0%		.6%
Showtime	1.6%					.2%
TCM	1.7%	.5%				.2%
TruTV		2.4%	.6%	1.1%		.8%
TVLand				.2%		.1%
Weather Channel				.2%		.1%
Western Channel			1.0%			.2%
FX				.3%		.1%
ARCS			.3%			.1%
Spike					.8%	.1%
OWN			.4%			.1%
Create			.4%			.1%
Starz					1.0%	.1%
NFL Network	8.0%	.9%	.6%		.8%	1.1%

(continued)

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
Oxygen				.4%		.2%
KSCT Sitka Channel 5	3.3%					.3%
K09RF Eagle		.6%				.1%
KCFT Channel 19				.2%		.1%
Disney Jr				.2%		.1%
Armed Forces Network				.3%		.1%
Cinemax				.4%		.2%
CMT			.6%			.1%
Current			.7%			.2%
Fuel				.5%		.2%
Gay Network				.4%		.2%
Gameshow Network	1.3%					.1%
Lifetime Movie Network				.5%		.2%
Sportsman Channel				.1%		.1%
Not sure	9.7%	4.8%	7.7%	9.6%	11.4%	8.9%
RADIO STATION LISTEN TO MOST OFTEN:						
KAFC 93.7 FM			2.6%	.6%		.9%
KAKL 88.5 FM			3.2%	4.1%		2.6%
KASH 107.5 FM			1.7%	3.6%	1.0%	2.1%
KATB 89.3 FM			.7%	.5%		.4%
KBBO 92.1 FM			1.8%	2.2%		1.4%
KBFX 100.5 FM			1.2%	1.7%	.5%	1.1%
KBRJ 104.1 FM			3.5%	4.5%		2.8%
KBYR 700 AM			.3%	3.3%		1.5%
KDBZ 102.1 FM			.4%	.1%		.2%
KENI 650 AM		1.2%	7.6%	5.3%		4.3%
KFAT 92.9 FM			1.3%	5.5%	.8%	2.8%
KFQD 750 AM			2.9%	5.8%		3.2%
KGOT 101.3 FM		9.1%	2.6%	11.7%		6.3%
KHAR 590 AM			.7%	.8%		.5%
KLEF 98.1 FM			.3%	1.0%		.5%
KMXS 103.1 FM	2.6%		1.2%	4.5%		2.5%
KNBA 90.3 FM			.9%	3.4%		1.7%
KMVN 105.7 FM			1.8%			.5%
KOAN 1020 AM				.2%		.1%
KOOL 97.3 FM			2.6%	4.9%		2.8%
KSKA 91.1 FM			8.8%	11.9%		7.4%
KTZN 550 AM			.5%	3.4%		1.6%
KWHL 106.5 FM			6.5%	6.3%		4.4%
KXLW 96.3 FM			2.1%	2.8%		1.7%
KYMG 98.9 FM				3.1%		1.3%
KZND 94.7 FM			2.6%	4.1%		2.4%
KAYO 100.9 FM			3.2%	.5%		1.0%
KBBI 890 AM			1.3%			.3%
KDLL 91.9 FM			.3%			.1%
KFSE 106.9 FM			1.2%			.3%
KMBQ 99.7 FM			3.7%			1.0%
KPEN 101.7 FM			3.0%			.8%
KSRM 920 AM			7.6%			2.0%
KTNA 88.9 AM			.9%			.2%
KWHQ 100.1 FM			1.3%			.3%
KWVV 103.5 FM			2.3%			.6%
KXBA 93.3 FM			.3%			.1%
KAKL 88.3 FM					1.3%	.2%
KAKQ 101.1 FM					4.1%	.6%
KCBF 820 AM					.6%	.1%
KDJF 93.5 FM					.7%	.1%
KFAR 660 AM					7.1%	1.0%
KIAK 102.5 FM		1.3%	2.2%		15.1%	2.8%

(continued)

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
KIAM 91.9 FM					2.9%	.4%
KJNP 100.3 FM			.3%		3.6%	.6%
KFBX 970 AM					1.9%	.3%
KKED 104.7 FM					7.1%	1.0%
KSUA 91.5 FM					8.5%	1.2%
KTDZ 103.9 FM					3.6%	.5%
KUAC 89.9 FM		.9%			20.0%	3.0%
KWLF 98.1 FM					8.4%	1.2%
KXLR 95.9 FM		10.8%	1.6%		9.4%	2.5%
KYSC 96.9 FM					2.0%	.3%
KFMJ 99.9 FM	4.2%					.4%
KFSK 100.9 FM	4.3%					.4%
KSTK 101.7 FM	2.7%					.3%
KHNS 102.3 FM	6.9%					.7%
KSRJ 102.7 FM	.6%					.1%
KSBZ 103.1 FM	1.0%					.1%
KTOO 104.3 FM	17.5%					1.8%
KCAW 104.7 FM	4.1%					.4%
TKU 105.1 FM	12.4%					1.2%
KRBD 105.9 FM	11.8%					1.2%
KGTW 106.7 FM	3.9%					.4%
KJNO 630 AM	11.5%					1.2%
KINY 800 AM	9.3%					.9%
KIFW 1230 AM	3.0%					.3%
KVOK 560 AM			1.3%			.3%
KDLG 670 AM		11.0%				.7%
KYUK 640 AM		3.6%				.2%
KOTZ 720 AM		6.9%				.5%
KCHU 770 AM			1.4%			.4%
KNOM 780 AM		12.1%				.8%
KCAM 790 AM			.3%			.1%
KICY 850 AM		1.9%				.1%
KSKO 870 AM		.9%				.1%
KVAK 1230 AM			2.6%			.7%
KBRW 91.9 FM		17.5%				1.2%
KMXT 100.1 FM			2.5%			.6%
KAKN 100.9 FM		10.2%				.7%
KXXJ 1330 AM	1.1%					.1%
KNSA 930 AM		.9%				.1%
KPFN 105.9 FM			.4%			.1%
KUHB 91.9 FM		1.8%				.1%
KYKD 100.1 FM		1.6%				.1%
KAWZ 96.7 FM	3.0%					.3%
Moody K237CI 95.3 FM			.5%			.1%
Not sure		8.3%	3.8%	4.4%	1.5%	3.6%
Total	10.1%	6.6%	26.0%	42.9%	14.4%	100.0%

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
HOURS PER DAY USING INTERNET:						
None	7.4%	12.3%	11.7%	7.1%	15.0%	9.8%
1 hour or less	22.3%	51.5%	30.1%	28.5%	20.2%	29.2%
2-3 hours	29.4%	23.3%	29.8%	29.8%	15.8%	27.3%
4+ hours	38.8%	12.1%	25.6%	33.2%	49.0%	32.1%
Not sure	2.1%	.8%	2.7%	1.3%		1.5%
USE INTERNET FOR SHOPPING?						
Yes	82.7%	68.5%	69.2%	68.3%	73.2%	70.7%
No	17.3%	31.5%	30.8%	31.7%	26.8%	29.3%
USE INTERNET FOR NEWS?						
Yes	81.4%	61.7%	73.9%	75.1%	71.3%	73.8%
No	18.6%	38.3%	26.1%	24.9%	28.7%	26.2%
USE INTERNET FOR TV AND MOVIES?						
Yes	46.4%	4.6%	29.5%	40.2%	48.2%	36.2%
No	53.6%	95.4%	70.5%	59.8%	51.8%	63.8%
USE INTERNET FOR E-MAIL?						
Yes	95.8%	67.1%	89.6%	91.6%	96.0%	90.0%
No	4.2%	32.9%	10.4%	8.4%	4.0%	10.0%
USE INTERNET FOR SOCIAL NETWORKING?						
Yes	71.4%	77.2%	60.2%	65.6%	67.6%	66.2%
No	28.6%	22.8%	39.8%	34.4%	32.4%	33.8%
USE INTERNET FOR STREAMING VIDEO?						
Yes	45.3%	20.5%	44.2%	44.4%	51.2%	43.2%
No	54.7%	79.5%	55.8%	55.6%	48.8%	56.8%
USE CELLPHONE FOR TEXTING?						
Yes	79.7%	89.9%	76.9%	81.3%	84.2%	81.1%
No	20.3%	10.1%	23.1%	18.7%	15.8%	18.9%
USE CELLPHONE FOR ACCESSING INTERNET?						
Yes	63.7%	65.3%	56.9%	62.7%	51.5%	60.0%
No	36.3%	34.7%	43.1%	37.3%	48.5%	40.0%
ALASKA BUSINESS OWNER?						
Yes	30.0%	10.9%	26.0%	15.4%	18.6%	19.5%
No	70.0%	89.1%	74.0%	84.6%	81.4%	80.5%
Total	10.7%	9.0%	24.3%	42.3%	13.6%	100.0%

	AREAS OF ALASKA:					Total
	Southeast	Rural	Southcentral	Anchorage	Fairbanks	Col %
	Col %	Col %	Col %	Col %	Col %	
REGISTERED TO VOTE?						
Yes	94.2%	96.1%	88.0%	86.5%	83.0%	88.1%
No	5.8%	3.9%	12.0%	13.5%	17.0%	11.9%
PARTY AFFILIATION:						
Democrat	28.6%	12.6%	8.2%	15.1%	14.4%	14.6%
Republican	15.7%	8.6%	35.1%	28.0%	22.6%	25.9%
Other party	11.0%	2.9%	18.0%	8.4%	9.8%	10.7%
No party	44.7%	76.0%	38.7%	48.5%	53.1%	48.9%
POLITICAL IDEOLOGY:						
Conservative	23.7%	24.7%	50.3%	33.7%	35.8%	36.2%
Moderate	38.4%	69.8%	34.6%	47.0%	51.3%	45.7%
Progressive	37.8%	5.4%	15.1%	19.4%	12.9%	18.1%
ALASKA RESIDENCY:						
Less than 15 years	33.6%	33.7%	28.0%	24.4%	33.5%	28.3%
15-30 years	34.7%	19.9%	34.9%	35.6%	33.7%	33.7%
More than 30 years	31.7%	46.3%	37.0%	40.0%	32.8%	38.0%
AGE OF RESPONDENT:						
18-34	20.7%	46.2%	24.9%	36.5%	33.9%	32.4%
35-44	13.2%	17.2%	20.0%	21.2%	16.9%	19.1%
45-54	32.4%	22.5%	22.5%	16.3%	27.3%	21.7%
55+	33.8%	14.2%	32.5%	25.9%	21.9%	26.9%
CHILDREN IN HOUSEHOLD:						
None	53.4%	24.6%	55.0%	57.0%	60.8%	54.0%
One or more	46.6%	75.4%	45.0%	43.0%	39.2%	46.0%
MARITAL STATUS:						
Married	50.2%	34.7%	69.6%	59.9%	42.5%	56.7%
Single	49.8%	65.3%	30.4%	40.1%	57.5%	43.3%
HOUSEHOLD INCOME:						
Less than \$40,000	27.5%	43.1%	26.4%	27.9%	31.0%	29.3%
\$40,000-\$100,000	53.2%	26.8%	49.2%	41.2%	36.5%	42.5%
More than \$100,000	17.0%	7.8%	20.9%	24.7%	22.7%	21.2%
Not sure	2.3%	22.3%	3.4%	6.2%	9.8%	7.0%
ETHNICITY OF RESPONDENT:						
White	79.9%	24.7%	87.2%	68.9%	75.7%	71.6%
Non-white	20.1%	75.3%	12.8%	31.1%	24.3%	28.4%
GENDER OF RESPONDENT:						
Male	50.0%	50.0%	49.9%	50.0%	49.9%	50.0%
Female	50.0%	50.0%	50.1%	50.0%	50.1%	50.0%
MARITAL STATUS BY GENDER:						
Married males	25.1%	17.4%	34.7%	30.0%	21.3%	28.3%
Married females	25.1%	17.3%	34.8%	29.9%	21.3%	28.3%
Single males	24.9%	32.6%	15.2%	20.0%	28.7%	21.7%
Single females	24.9%	32.7%	15.2%	20.1%	28.8%	21.7%
AWARENESS OF EXERCISE REQUIREMENTS:						
7 days/60 mins or more	20.3%	35.3%	25.7%	21.1%	21.8%	23.3%
7 days/Less than 60 mins	11.8%	9.9%	16.5%	17.5%	21.6%	16.7%
Less than 7 days/60 mins or more	15.2%	17.2%	15.3%	16.5%	13.2%	15.6%
Less than 7 days/Less than 60 mins	30.8%	11.3%	18.7%	21.8%	14.9%	20.3%
Not sure to one or both	21.9%	26.4%	23.7%	23.1%	28.6%	24.1%
Total	10.5%	9.0%	24.7%	42.2%	13.5%	100.0%