

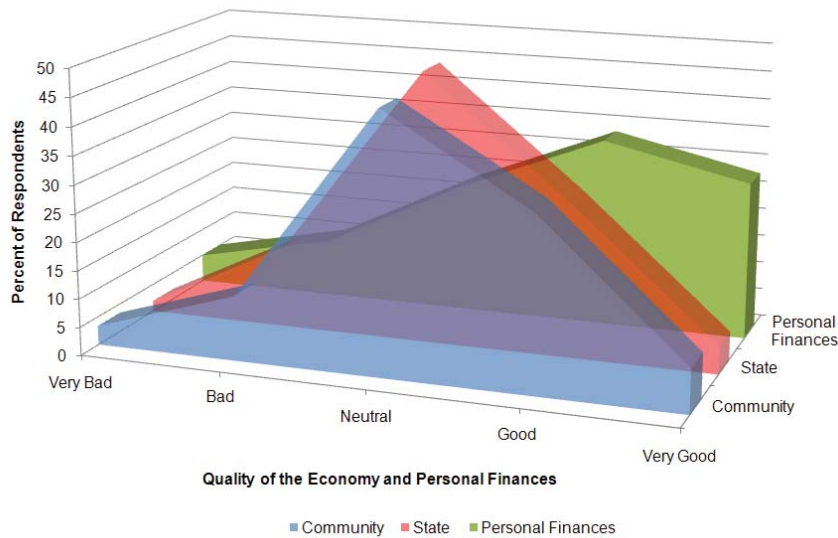
## The Alaska Confidence Review

Northern Economics, Inc. has launched a new project to measure Alaskans' confidence in the state's economy and their personal finances—the Alaska Confidence Review. This survey-based index, to be released quarterly, will fill an important niche in the information available to state officials, lawmakers, business owners, and the public by providing a scientific and statistically valid measure of public confidence in Alaska's economy.

The first survey was conducted last month. One of the most interesting results we noted is the apparent disconnect between respondents' view of their personal finances and their view of their local and state economies. As the graph to the right shows, people clearly felt better about the state of their household than they did about the economy as a whole. A solid majority of respondents felt neutral about both the state and local economies, feeling they were neither very good nor very bad, with the state economy

(red block) receiving slightly higher positive numbers than the local (blue). But those same respondents felt relatively good about their own household finances (the green block). The question is whether that belief in their personal finances will translate over time to greater consumer spending, thus improving the local and state economies, or whether people are perceiving a broader upcoming economic weakness that will eventually hit their own pocketbooks. The goal of the Alaska Confidence Review will be to track over

time changing public confidence in the Alaska economy and Alaskans' personal finances. Turn to page 2 for more survey results.



*Alaska Confidence Review  
continued on page 2.*

## Welcome Aurora Palmer!

If you've called Northern Economics recently, chances are you've heard a friendly new voice on the other end of the line. Aurora Palmer joined us in March as our new Administrative Assistant. In addition to being the friendly face of Northern Economics, she is responsible for many of the day-to-day operations of the business and the myriad things that keep an office running smoothly. Aurora graduated with a B.A. in Justice with a minor in Business Administration from the University of Alaska Anchorage in 2007.



# Alaska Confidence Review

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Some of the more interesting results from this first survey include:

- ◆ A majority of Alaskans would not describe their local community's economy as good or improving:
  - Fewer than 40 percent of respondents rated their local community's economy as good or better, while just under 15 percent rated local economic conditions as poor or worse.
  - Two-thirds of respondents said they felt the economy in their local communities was staying the same getting neither worse nor better. The remainder split equally between those who felt things were getting better and those who felt things were getting worse.
- ◆ A majority of Alaskans would not describe the overall state economy as good or improving:
  - Only 32 percent of respondents rated Alaska's economy as good or better, while just over 16 percent rate the economy as poor or worse.
  - Two-thirds of respondents said they felt the Alaska economy was staying the same—getting neither worse nor better. The remaining respondents leaned slightly towards an improving state economy.
- ◆ Alaskans feel comparatively good about their personal finances:
  - More than 60 percent of respondents rated their family's financial situation as secure or very secure. Respondents

who felt their family's financial situation is getting better outnumbered those who felt it is getting worse by more than a two-to-one margin.

- ◆ Long-term Alaska residents (those with more than 30 years in the state) are slightly less confident in their local community's economy, the state's economy, and their own personal finances than residents with less time in-state
- ◆ Urban areas feel more confident in their local economies than rural communities, but there are very few regional differences in the overall assessment of the state's economy.

For more information regarding the Alaska Confidence Review please contact Jonathan King in our Anchorage office: 907-274-5600.

### Got Questions? The Alaska Survey

The data supporting the Alaska Confidence Review are generated via The Alaska Survey, a quarterly public opinion survey of 750 Alaska residents, including hard to reach cell-only respondents. Best of all, this tool is open to individual clients who just need to ask a question or two. Conducted as a joint venture with Ivan Moore Research and Northwest Strategies, the survey will provide an economical way for clients to get high-quality, proprietary survey data without shouldering all the initial

set-up costs (think of it as information ride-sharing—your results are yours alone, you just share the vehicle).

For Northern Economics clients, the availability of a regularly scheduled open survey vehicle will result in significant cost savings when clients only need to field a couple of questions. For smaller projects, this tool makes survey data gathering a viable and comparatively inexpensive option.

For anyone who just needs a little more information before making a business or policy

decision, Northern Economics or Northwest Strategies will work with you to develop your questions and can tailor customized results to a specific area you're interested in. You'll receive a PDF report with frequencies, cross-tabs, charts and trendlines along with access to a comprehensive set of media and personal demographics.

To learn more about how to use the Alaska Survey, contact Jonathan King at Northern Economics: 907-274-5600, or Chris Monroe at Northwest Strategies: 907-632-5575.