



ALASKA SURVEY RESEARCH PRESENTS THE

ANCHORAGE POLITICAL OPINION SURVEY

REPORT

PREPARED FOR
THE ALASKA SURVEY RESEARCH PANEL

SURVEY DETAILS

FIELDING DATES: April 5-7, 2024

SAMPLE SIZE: 1,408 Anchorage 18+ adults

MARGIN OF ERROR: +/- 3.0 % at 95% confidence

WEIGHTING: Data was weighted to Alaska population proportions by age, race, gender, education level, party affiliation and 2020 vote for President

FIELDING METHODOLOGY: Online - random panel respondent.

ANALYSIS: SPSS

RESEARCH DIRECTOR: Ivan Moore

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ANCHORAGE POLITICAL OPINION SURVEY

APRIL 5-7, 2024

Hello ASR panelist!

Thanks for clicking the link and helping us today! And thanks for being a loyal survey taker with Alaska Survey Research! Today's survey is a very quick Anchorage project. You will all receive a copy of the results! Isn't that something? It's like you're the client!

All the information you provide in this survey today, both in response to survey questions and any contact information you provide, will be subject to a strict ASR confidentiality policy which can be found here.

S1. In what year were you born? (ENTER FOUR DIGIT YEAR)

	AGE:	
	Count	%
18-24	110	7.8%
25-34	260	18.5%
35-44	275	19.6%
45-54	226	16.1%
55-64	259	18.4%
65+	277	19.7%

Mean = 48.0 Years

S2. What is the zip code where you live?

	AREAS OF ANCHORAGE:	
	Count	%
Downtown/Spenard/ Turnagain	234	16.6%
University/M'view/East Anchorage	396	28.1%
Sandlake/Bayshore/ Oceanview	294	20.9%
Lake Otis/Hillside	303	21.5%
Eagle River/Chugiak	181	12.9%

1A. Are you registered to vote in the State of Alaska?

	REGISTERED TO VOTE?	
	Count	%
Yes	1408	100.0%

1B. Indicate whether your feelings towards the following public figures are very positive, somewhat positive, somewhat negative, very negative, if you have never heard of them or have no opinion...

Bill Popp:

	BILL POPP'S RATING:	
	Count	%
Very positive	153	10.9%
Somewhat positive	413	29.3%
Somewhat negative	196	13.9%
Very negative	51	3.6%
Never heard of them	209	14.8%
No opinion	386	27.4%

Mean (0-4) = 2.35

Suzanne LaFrance:

	SUZANNE LAFRANCE'S RATING:	
	Count	%
Very positive	275	19.5%
Somewhat positive	333	23.6%
Somewhat negative	205	14.6%
Very negative	293	20.8%
Never heard of them	99	7.0%
No opinion	203	14.4%

Mean (0-4) = 2.07

Chris Tuck:

	CHRIS TUCK'S RATING:	
	Count	%
Very positive	68	4.8%
Somewhat positive	333	23.7%
Somewhat negative	322	22.8%
Very negative	152	10.8%
Never heard of them	132	9.4%
No opinion	401	28.5%

Mean (0-4) = 1.88

Dave Bronson:

	DAVE BRONSON'S RATING:	
	Count	%
Very positive	204	14.5%
Somewhat positive	330	23.5%
Somewhat negative	195	13.8%
Very negative	583	41.4%
Never heard of them	20	1.4%
No opinion	76	5.4%

Mean (0-4) = 1.55

1C. In the November 2020 General election, who did you vote for President?

	2020 PRESIDENT VOTE:	
	Count	%
Donald Trump	604	42.9%
Joe Biden	605	43.0%
Other candidate	109	7.7%
Didn't vote	90	6.4%

1D. In the April 2021 Anchorage local election, who did you vote for Anchorage Mayor in the runoff?

	2021 MAYOR RUNOFF VOTE:	
	Count	%
Dave Bronson	614	43.6%
Forrest Dunbar	596	42.3%
Didn't vote	198	14.1%

2A. How often do you vote in Anchorage Municipal Elections, held in April each year?

	VOTE IN ANCHORAGE MUNICIPAL ELECTIONS:	
	Count	%
Every time	839	59.6%
Most times	328	23.3%
50-50 of the time	106	7.5%
Not very often	82	5.9%
Never	52	3.7%

NOT VERY OFTEN/NEVER SKIP TO DEMOS

2B. Did you vote in the Mayoral election that just concluded on Election Day earlier this week?

	VOTED IN MAYORAL ELECTION FOR 2024?	
	Count	%
Yes	1051	82.9%
No	217	17.1%

NO SKIP TO DEMOS

2C. How likely are you to vote in the Anchorage Municipal Runoff Election, starting with early voting at the start of May and finishing on Election Day May 14th, 2024?

	LIKELINESS TO VOTE IN 2024 ANCHORAGE MUNICIPAL RUNOFF ELECTION FOR MAYOR:	
	Count	%
Certain to vote	940	89.4%
Very likely	92	8.8%
Somewhat likely	16	1.5%
Not likely	3	.3%

SOMEWHAT LIKELY/NOT LIKELY SKIP TO DEMOS

THE FOLLOWING VARIABLE WAS CALCULATED USING DATA FROM QUESTIONS Q2A TO Q2C...

	SUPERVOTER STATUS:	
	Count	%
Every time/Certain	787	76.2%
Other voter	245	23.8%

Q2E-Q2K ASKED IF EVERY TIME/MOST TIMES/50-50 TO Q2A, YES TO Q2B AND CERTAIN/VERY LIKELY TO Q2C...

2E. Which of the following voting methods do you think you'll use for the runoff election?

	VOTING METHOD FOR RUN-OFF ELECTION:	
	Count	%
Vote by mail	297	28.8%
Vote via dropbox	515	49.9%
Vote in person on Election Day	219	21.3%

2E. The two candidates in the Mayoral Runoff election are very likely to be Dave Bronson and Suzanne LaFrance. Which of the two of them do you think would do the best job, if they were elected Mayor, addressing the following items and issues?

Keeping property taxes low:

	KEEPING PROPERTY TAXES LOW:	
	Count	%
Dave Bronson	490	47.6%
Suzanne LaFrance	298	29.0%
No difference	240	23.4%

Diff = DB +18.6%

Fighting crime/Improving public safety:

	FIGHTING CRIME/IMPROVING PUBLIC SAFETY:	
	Count	%
Dave Bronson	433	42.2%
Suzanne LaFrance	442	43.0%
No difference	152	14.8%

Diff = SL +0.8%

Growing the economy:

	GROWING THE ECONOMY:	
	Count	%
Dave Bronson	409	39.9%
Suzanne LaFrance	460	44.9%
No difference	156	15.2%

Diff = SL +5.0%

Fixing and maintaining roads:

	FIXING AND MAINTAINING ROADS:	
	Count	%
Dave Bronson	344	33.6%
Suzanne LaFrance	490	47.8%
No difference	191	18.7%

Diff = SL +14.2%

Pushing for redevelopment projects Downtown:

	REDEVELOPMENT PROGRAMS DOWNTOWN:	
	Count	%
Dave Bronson	343	33.6%
Suzanne LaFrance	506	49.4%
No difference	174	17.0%

Diff = SL +15.8%

Finding solutions to the homelessness issue:

	FINDING SOLUTIONS TO HOMELESSNESS:	
	Count	%
Dave Bronson	317	31.0%
Suzanne LaFrance	521	51.0%
No difference	184	18.0%

Diff = SL +20.0%

Improving snow plowing/snow removal:

	IMPROVING SNOW REMOVAL:	
	Count	%
Dave Bronson	306	29.7%
Suzanne LaFrance	536	52.0%
No difference	189	18.3%

Diff = SL +22.3%

Adequately funding public school education:

	ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:	
	Count	%
Dave Bronson	262	25.5%
Suzanne LaFrance	560	54.3%
No difference	208	20.2%

Diff = SL +28.8%

2F. In the Anchorage Mayoral Runoff election, for whom do you think you will vote?

	VOTE FOR ANCHORAGE MAYORAL RUNOFF ELECTION:	
	Count	%
Dave Bronson	426	41.3%
Suzanne LaFrance	553	53.6%
Undecided	53	5.2%

2G. (IF UNDECIDED...) On election day you won't get an undecided option... so come on, if you were voting right now, for whom would you vote for Anchorage Mayor?

	VOTE FOR ANCHORAGE MAYORAL RUNOFF ELECTION - FORCED RESPONSE:	
	Count	%
Dave Bronson	27	50.7%
Suzanne LaFrance	13	25.0%
I would leave my ballot blank	13	24.3%

THE FOLLOWING VOTE VARIABLE IS CALCULATED USING DATA FROM THE PREVIOUS TWO QUESTIONS:

	2024 ANCHORAGE MAYORAL RUNOFF:	
	Count	%
Dave Bronson	453	44.4%
Suzanne LaFrance	566	55.6%

2H. How would you characterize the certainty of your vote for Suzanne LaFrance? Would you say it's not going to change under any circumstances, or is there a possibility you may change your mind and vote for Dave Bronson?

	CERTAINTY OF VOTE FOR LAFRANCE:	
	Count	%
Not going to change	499	88.1%
May change my mind	68	11.9%

2I. How would you characterize the certainty of your vote for Dave Bronson? Would you say it's not going to change under any circumstances, or is there a possibility you may change your mind and vote for Suzanne LaFrance?

	CERTAINTY OF VOTE FOR BRONSON:	
	Count	%
Not going to change	378	83.7%
May change my mind	74	16.3%

THE FOLLOWING STRENGTH VARIABLE WAS CALCULATED USING DATA FROM THE PREVIOUS TWO QUESTIONS:

	TARGET VOTERS:	
	Count	%
Definite Bronson	378	37.1%
Target voters	141	13.9%
Definite LaFrance	499	49.0%

2K. Bill Popp is likely to come third in the Mayoral race and be eliminated from runoff contention. If Popp endorses Suzanne LaFrance for Mayor, how might this change your likelihood of voting for Suzanne LaFrance?

	LIKELINESS TO VOTE FOR LAFRANCE - POPP ENDORSEMENT:	
	Count	%
It would make me more likely to vote for LaFrance	225	21.8%
It wouldn't make any difference who I vote for	808	78.2%

Finally, the following questions are for demographic and statistical purposes only. Your responses are confidential. We use this data to ensure that our sample is representative of the Alaska population. You are not required to answer these questions, but it helps improve the validity and integrity of the survey if you do.

3A. Politically, do you consider yourself to be...

	POLITICAL IDEOLOGY:	
	Count	%
Very conservative	121	8.6%
Conservative	325	23.1%
Moderate	490	34.8%
Progressive	253	18.0%
Very progressive	135	9.6%
Not sure	83	5.9%

3B. What is your registered party affiliation?

	PARTY AFFILIATION:	
	Count	%
Republican	384	27.3%
Democrat	266	18.9%
Other party	107	7.6%
No party	651	46.2%

4. Are you married or not married?

	MARITAL STATUS:	
	Count	%
Married	774	55.0%
Not married	633	45.0%

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

	TOTAL CHILDREN IN HOUSEHOLD:	
	Count	%
None	918	65.5%
One	190	13.5%
Two or more	293	20.9%

6. What is the highest grade or year of school you completed?

	EDUCATION LEVEL:	
	Count	%
Elementary school	13	.9%
Some high school	19	1.3%
High school graduate	100	7.2%
GED	41	2.9%
Some college	700	50.0%
Bachelor's degree	315	22.5%
Master's degree or higher	213	15.2%

7. In which of the following categories does your total household income fall?

	ANNUAL HOUSEHOLD INCOME:	
	Count	%
\$0-20,000	68	4.9%
\$20-30,000	37	2.6%
\$30-40,000	65	4.7%
\$40-50,000	78	5.6%
\$50-60,000	83	5.9%
\$60-70,000	68	4.9%
\$70-80,000	94	6.7%
\$80-100,000	150	10.8%
\$100-150,000	354	25.4%
\$150,000+	333	23.9%
Not sure	63	4.5%

8. Which one of the following best describes your race?

	RACE:	
	Count	%
White	989	70.7%
Black	28	2.0%
Asian	43	3.1%
Hawaiian/Pacific Islander	4	.3%
Alaska Native/American Indian	137	9.8%
Combination	124	8.9%
Other race	52	3.7%
Not sure	22	1.5%

9. Your gender...

	GENDER:	
	Count	%
Male	684	48.9%
Female	685	48.9%
Other	30	2.2%

CROSSTABULATION TABLES

Areas of Anchorage

Column Percents

	AREAS OF ANCHORAGE:					Total
	Downtown/ Spenard/ Turnagain	University /M'view/ East Anchorage	Sandlake/ Bayshore/ Oceanview	Lake Otis/ Hillside	Eagle River/ Chugiak	Col %
	Col %	Col %	Col %	Col %	Col %	
DAVE BRONSON'S RATING:						
Positive	29.9%	35.2%	35.6%	41.3%	52.7%	38.0%
Negative	60.1%	56.2%	60.2%	50.7%	46.4%	55.2%
No opinion	5.9%	7.4%	4.2%	6.2%	.9%	5.4%
Never heard	4.1%	1.2%		1.8%		1.4%
BILL POPP'S RATING:						
Positive	41.0%	36.9%	40.9%	41.8%	42.7%	40.2%
Negative	14.8%	16.2%	19.4%	18.7%	19.2%	17.5%
No opinion	33.6%	26.6%	22.3%	29.3%	26.8%	27.4%
Never heard	10.6%	20.4%	17.4%	10.3%	11.4%	14.8%
SUZANNE LAFRANCE'S RATING:						
Positive	52.8%	42.9%	42.7%	40.4%	36.5%	43.2%
Negative	21.0%	32.5%	38.0%	41.9%	45.3%	35.4%
No opinion	16.7%	17.5%	11.4%	13.2%	11.7%	14.4%
Never heard	9.5%	7.1%	7.9%	4.5%	6.4%	7.0%
CHRIS TUCK'S RATING:						
Positive	34.1%	27.7%	28.8%	26.1%	26.4%	28.5%
Negative	30.1%	29.3%	41.4%	35.4%	32.3%	33.7%
No opinion	26.7%	34.6%	20.0%	29.5%	29.7%	28.5%
Never heard	9.2%	8.4%	9.8%	9.0%	11.6%	9.4%
Total	15.7%	25.9%	21.9%	22.9%	13.6%	100.0%

	AREAS OF ANCHORAGE:					Total
	Downtown/ Spenard/ Turnagain	University /M'view/ East Anchorage	Sandlake/ Bayshore/ Oceanview	Lake Otis/ Hillside	Eagle River/ Chugiak	Col %
	Col %	Col %	Col %	Col %	Col %	
SUPERVOTER STATUS:						
Every time/Certain	76.8%	75.0%	72.1%	79.3%	79.5%	76.2%
Other voter	23.2%	25.0%	27.9%	20.7%	20.5%	23.8%
VOTING METHOD FOR RUN-OFF ELECTION:						
Vote by mail	34.0%	31.4%	33.1%	25.2%	16.8%	28.8%
Vote via dropbox	49.7%	51.3%	48.0%	52.6%	45.8%	49.9%
Vote in person on Election Day	16.2%	17.3%	19.0%	22.2%	37.4%	21.3%
FINDING SOLUTIONS TO HOMELESSNESS:						
Dave Bronson	25.8%	29.7%	30.5%	35.3%	33.3%	31.0%
Suzanne LaFrance	59.7%	56.8%	49.4%	47.8%	37.2%	51.0%
No difference	14.5%	13.5%	20.1%	16.9%	29.5%	18.0%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:						
Dave Bronson	31.7%	42.4%	39.7%	47.5%	48.8%	42.2%
Suzanne LaFrance	54.6%	43.1%	43.2%	40.5%	33.1%	43.0%
No difference	13.7%	14.5%	17.1%	12.1%	18.1%	14.8%
KEEPING PROPERTY TAXES LOW:						
Dave Bronson	37.1%	46.6%	46.9%	55.0%	50.5%	47.6%
Suzanne LaFrance	43.1%	28.8%	27.8%	24.2%	23.0%	29.0%
No difference	19.8%	24.6%	25.3%	20.9%	26.5%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:						
Dave Bronson	18.1%	22.0%	27.2%	27.1%	35.1%	25.5%
Suzanne LaFrance	66.2%	57.1%	51.1%	50.8%	46.1%	54.3%
No difference	15.7%	20.8%	21.7%	22.0%	18.7%	20.2%
REDEVELOPMENT PROGRAMS DOWNTOWN:						
Dave Bronson	23.1%	33.5%	30.3%	37.6%	44.1%	33.6%
Suzanne LaFrance	64.1%	49.4%	51.9%	45.8%	34.5%	49.4%
No difference	12.8%	17.1%	17.7%	16.5%	21.4%	17.0%
GROWING THE ECONOMY:						
Dave Bronson	31.5%	38.9%	38.2%	43.0%	49.3%	39.9%
Suzanne LaFrance	57.4%	43.5%	48.0%	41.3%	33.9%	44.9%
No difference	11.0%	17.6%	13.9%	15.7%	16.9%	15.2%
IMPROVING SNOW REMOVAL:						
Dave Bronson	20.6%	28.6%	31.0%	31.9%	36.6%	29.7%
Suzanne LaFrance	65.6%	53.4%	51.2%	47.9%	41.3%	52.0%
No difference	13.8%	18.0%	17.8%	20.2%	22.1%	18.3%
FIXING AND MAINTAINING ROADS:						
Dave Bronson	22.5%	34.7%	34.5%	34.7%	40.9%	33.6%
Suzanne LaFrance	60.0%	48.2%	47.6%	42.0%	43.0%	47.8%
No difference	17.5%	17.1%	17.9%	23.3%	16.1%	18.7%
Total	15.5%	26.3%	21.7%	23.2%	13.2%	100.0%

	AREAS OF ANCHORAGE:					Total
	Downtown/ Spenard/ Turnagain	University /M'view/ East Anchorage	Sandlake/ Bayshore/ Oceanview	Lake Otis/ Hillside	Eagle River/ Chugiak	Col %
	Col %	Col %	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:						
Dave Bronson	31.9%	41.9%	45.9%	48.8%	54.4%	44.4%
Suzanne LaFrance	68.1%	58.1%	54.1%	51.2%	45.6%	55.6%
CERTAINTY OF VOTE FOR LAFRANCE:						
Not going to change	91.1%	83.8%	88.9%	95.0%	78.2%	88.1%
May change my mind	8.9%	16.2%	11.1%	5.0%	21.8%	11.9%
CERTAINTY OF VOTE FOR BRONSON:						
Not going to change	77.3%	83.4%	79.0%	90.6%	84.0%	83.7%
May change my mind	22.7%	16.6%	21.0%	9.4%	16.0%	16.3%
TARGET VOTERS:						
Definite Bronson	24.7%	35.0%	36.1%	44.2%	45.7%	37.1%
Target voters	13.3%	16.3%	15.6%	7.2%	18.6%	13.9%
Definite LaFrance	62.0%	48.7%	48.3%	48.7%	35.7%	49.0%
EFFECT OF POPP ENDORSEMENT:						
More likely to vote LaFrance	21.0%	24.6%	21.2%	19.3%	22.2%	21.8%
No difference	79.0%	75.4%	78.8%	80.7%	77.8%	78.2%
Total	15.6%	26.3%	21.8%	23.1%	13.2%	100.0%

	AREAS OF ANCHORAGE:					Total
	Downtown/ Spenard/ Turnagain	University /M'view/ East Anchorage	Sandlake/ Bayshore/ Oceanview	Lake Otis/ Hillside	Eagle River/ Chugiak	Col %
	Col %	Col %	Col %	Col %	Col %	
POLITICAL IDEOLOGY:						
Conservative	17.8%	30.5%	26.4%	40.1%	47.1%	31.7%
Moderate	43.5%	44.1%	43.6%	34.1%	36.0%	40.7%
Progressive	38.8%	25.3%	30.0%	25.8%	16.9%	27.5%
PARTY AFFILIATION:						
Republican	15.5%	26.0%	22.0%	34.3%	42.0%	27.3%
Democrat	30.1%	19.8%	17.2%	16.7%	8.9%	18.9%
Other party	9.6%	5.8%	12.2%	4.6%	6.8%	7.6%
No party	44.8%	48.5%	48.6%	44.4%	42.2%	46.2%
MARITAL STATUS:						
Married	37.8%	49.4%	58.3%	66.7%	64.7%	55.0%
Not married	62.2%	50.6%	41.7%	33.3%	35.3%	45.0%
TOTAL CHILDREN IN HOUSEHOLD:						
None	71.9%	63.4%	69.1%	62.2%	61.7%	65.5%
One	14.0%	14.1%	11.7%	14.2%	13.6%	13.5%
Two or more	14.1%	22.5%	19.2%	23.6%	24.7%	20.9%
EDUCATION LEVEL:						
High school/GED or less	11.3%	16.4%	10.7%	6.6%	17.2%	12.4%
Some college	49.8%	50.8%	51.8%	46.3%	51.4%	50.0%
College graduate	38.9%	32.8%	37.6%	47.1%	31.4%	37.7%
ANNUAL HOUSEHOLD INCOME:						
\$0-\$60,000	32.1%	27.9%	25.0%	13.7%	18.4%	23.7%
\$60,000-\$100,000	24.4%	24.9%	21.8%	21.1%	17.7%	22.4%
\$100,000+	37.3%	43.7%	49.0%	60.6%	58.8%	49.3%
Not sure	6.1%	3.5%	4.2%	4.6%	5.1%	4.5%
RACE:						
White	70.3%	60.5%	71.3%	78.1%	80.7%	70.7%
Native/American Indian	14.5%	9.6%	8.9%	9.7%	5.6%	9.8%
Other	15.2%	29.9%	19.9%	12.2%	13.8%	19.5%
GENDER:						
Male	48.7%	48.2%	49.2%	49.2%	49.8%	48.9%
Female	48.8%	48.2%	49.2%	49.2%	49.9%	48.9%
Other	2.5%	3.7%	1.6%	1.7%	.2%	2.2%
AGE:						
18-34	27.3%	27.8%	26.9%	23.1%	26.0%	26.3%
35-44	22.2%	21.1%	20.5%	18.9%	12.2%	19.6%
45-54	14.6%	16.2%	15.2%	16.4%	18.3%	16.1%
55+	35.8%	34.8%	37.3%	41.6%	43.5%	38.1%
Total	16.6%	28.1%	20.9%	21.5%	12.9%	100.0%

CROSSTABULATION TABLES

Age of Respondent

Column Percents

	AGE:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
DAVE BRONSON'S RATING:					
Positive	31.6%	27.8%	38.1%	47.5%	38.0%
Negative	54.0%	62.2%	58.5%	51.1%	55.2%
No opinion	10.4%	9.6%	2.5%	.9%	5.4%
Never heard	4.0%	.4%	.9%	.4%	1.4%
BILL POPP'S RATING:					
Positive	28.6%	35.4%	39.1%	51.1%	40.2%
Negative	15.9%	12.5%	19.1%	20.6%	17.5%
No opinion	32.7%	33.7%	25.7%	21.3%	27.4%
Never heard	22.8%	18.3%	16.0%	7.0%	14.8%
SUZANNE LAFRANCE'S RATING:					
Positive	41.0%	43.3%	45.0%	43.8%	43.2%
Negative	25.5%	30.7%	35.1%	44.8%	35.4%
No opinion	19.3%	17.0%	15.4%	9.3%	14.4%
Never heard	14.2%	9.0%	4.5%	2.1%	7.0%
CHRIS TUCK'S RATING:					
Positive	18.9%	24.1%	28.8%	37.2%	28.5%
Negative	30.6%	25.9%	33.4%	39.9%	33.7%
No opinion	35.1%	37.0%	29.4%	19.2%	28.5%
Never heard	15.4%	13.0%	8.4%	3.7%	9.4%
Total	21.2%	17.2%	16.2%	45.3%	100.0%

	AGE:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
SUPERVOTER STATUS:					
Every time/Certain	64.9%	75.3%	77.4%	81.3%	76.2%
Other voter	35.1%	24.7%	22.6%	18.7%	23.8%
VOTING METHOD FOR RUN-OFF ELECTION:					
Vote by mail	28.1%	28.7%	27.9%	29.5%	28.8%
Vote via dropbox	47.6%	53.2%	46.6%	50.9%	49.9%
Vote in person on Election Day	24.3%	18.1%	25.5%	19.6%	21.3%
FINDING SOLUTIONS TO HOMELESSNESS:					
Dave Bronson	28.0%	29.5%	36.5%	31.0%	31.0%
Suzanne LaFrance	55.1%	54.7%	51.2%	47.5%	51.0%
No difference	16.9%	15.8%	12.3%	21.4%	18.0%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:					
Dave Bronson	38.7%	40.8%	38.8%	45.5%	42.2%
Suzanne LaFrance	48.5%	44.5%	44.5%	39.4%	43.0%
No difference	12.8%	14.7%	16.8%	15.1%	14.8%
KEEPING PROPERTY TAXES LOW:					
Dave Bronson	44.7%	48.9%	51.4%	47.1%	47.6%
Suzanne LaFrance	32.7%	30.1%	26.1%	27.9%	29.0%
No difference	22.6%	20.9%	22.5%	25.0%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:					
Dave Bronson	21.7%	23.9%	24.1%	28.2%	25.5%
Suzanne LaFrance	63.2%	56.4%	59.0%	47.8%	54.3%
No difference	15.1%	19.7%	16.9%	23.9%	20.2%
REDEVELOPMENT PROGRAMS DOWNTOWN:					
Dave Bronson	27.1%	28.4%	36.3%	37.5%	33.6%
Suzanne LaFrance	56.7%	52.2%	49.7%	45.0%	49.4%
No difference	16.2%	19.4%	14.1%	17.5%	17.0%
GROWING THE ECONOMY:					
Dave Bronson	32.5%	38.5%	37.9%	44.5%	39.9%
Suzanne LaFrance	49.5%	46.2%	46.2%	41.8%	44.9%
No difference	18.0%	15.3%	15.9%	13.7%	15.2%
IMPROVING SNOW REMOVAL:					
Dave Bronson	25.7%	26.9%	31.6%	31.9%	29.7%
Suzanne LaFrance	62.2%	51.6%	52.8%	47.1%	52.0%
No difference	12.1%	21.4%	15.6%	21.0%	18.3%
FIXING AND MAINTAINING ROADS:					
Dave Bronson	29.0%	30.0%	34.5%	36.7%	33.6%
Suzanne LaFrance	53.0%	52.5%	51.2%	42.3%	47.8%
No difference	18.0%	17.5%	14.3%	21.0%	18.7%
Total	20.7%	17.4%	16.5%	45.4%	100.0%

	AGE:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:					
Dave Bronson	35.8%	41.5%	44.4%	49.6%	44.4%
Suzanne LaFrance	64.2%	58.5%	55.6%	50.4%	55.6%
CERTAINTY OF VOTE FOR LAFRANCE:					
Not going to change	80.3%	89.9%	82.7%	94.0%	88.1%
May change my mind	19.7%	10.1%	17.3%	6.0%	11.9%
CERTAINTY OF VOTE FOR BRONSON:					
Not going to change	80.3%	78.8%	70.0%	90.9%	83.7%
May change my mind	19.7%	21.2%	30.0%	9.1%	16.3%
TARGET VOTERS:					
Definite Bronson	28.7%	32.7%	31.1%	45.0%	37.1%
Target voters	19.7%	14.7%	22.9%	7.6%	13.9%
Definite LaFrance	51.5%	52.6%	46.0%	47.5%	49.0%
EFFECT OF POPP ENDORSEMENT:					
More likely to vote LaFrance	27.5%	17.8%	24.3%	19.8%	21.8%
No difference	72.5%	82.2%	75.7%	80.2%	78.2%
Total	20.6%	17.4%	16.4%	45.5%	100.0%

	AGE:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
POLITICAL IDEOLOGY:					
Conservative	21.8%	22.7%	36.0%	41.5%	31.7%
Moderate	42.1%	46.5%	39.0%	37.5%	40.7%
Progressive	36.1%	30.7%	25.1%	21.0%	27.5%
PARTY AFFILIATION:					
Republican	23.0%	19.7%	31.5%	32.3%	27.3%
Democrat	22.8%	18.2%	17.8%	17.0%	18.9%
Other party	9.3%	8.4%	5.1%	7.2%	7.6%
No party	44.9%	53.8%	45.6%	43.5%	46.2%
MARITAL STATUS:					
Married	35.8%	58.6%	61.4%	63.8%	55.0%
Not married	64.2%	41.4%	38.6%	36.2%	45.0%
TOTAL CHILDREN IN HOUSEHOLD:					
None	61.7%	29.8%	60.6%	88.5%	65.5%
One	15.1%	25.9%	17.7%	4.5%	13.5%
Two or more	23.2%	44.3%	21.7%	7.0%	20.9%
EDUCATION LEVEL:					
High school/GED or less	16.6%	15.1%	11.0%	8.7%	12.4%
Some college	54.5%	45.8%	47.2%	50.1%	50.0%
College graduate	28.9%	39.0%	41.8%	41.2%	37.7%
ANNUAL HOUSEHOLD INCOME:					
\$0-\$60,000	40.0%	19.5%	14.4%	18.7%	23.7%
\$60,000-\$100,000	22.2%	24.7%	20.0%	22.4%	22.4%
\$100,000+	34.9%	51.2%	60.0%	53.7%	49.3%
Not sure	2.9%	4.6%	5.6%	5.2%	4.5%
RACE:					
White	64.2%	60.4%	71.8%	80.0%	70.7%
Native/American Indian	6.5%	19.1%	10.2%	7.1%	9.8%
Other	29.3%	20.5%	18.1%	12.9%	19.5%
GENDER:					
Male	41.3%	41.8%	53.2%	55.8%	48.9%
Female	53.3%	55.2%	46.8%	43.7%	48.9%
Other	5.3%	3.0%		.5%	2.2%
AREAS OF ANCHORAGE:					
Downtown/Spennard/ Turnagain	17.2%	18.8%	15.1%	15.6%	16.6%
University/M'view/East Anchorage	29.8%	30.4%	28.5%	25.7%	28.1%
Sandlake/Bayshore/ Oceanview	21.4%	22.0%	19.8%	20.5%	20.9%
Lake Otis/Hillside	18.9%	20.8%	22.0%	23.5%	21.5%
Eagle River/Chugiak	12.7%	8.0%	14.7%	14.7%	12.9%
Total	26.3%	19.6%	16.1%	38.1%	100.0%

CROSSTABULATION TABLES

Gender of Respondent

Column Percents

	GENDER:			Total
	Male	Female	Other	Col %
	Col %	Col %	Col %	
DAVE BRONSON'S RATING:				
Positive	45.4%	31.3%	19.2%	37.9%
Negative	51.5%	59.1%	65.2%	55.5%
No opinion	2.2%	8.2%	15.6%	5.4%
Never heard	.9%	1.4%		1.1%
BILL POPP'S RATING:				
Positive	40.0%	41.5%	15.7%	40.2%
Negative	23.0%	11.6%	33.4%	17.6%
No opinion	24.3%	29.8%	41.3%	27.4%
Never heard	12.7%	17.1%	9.6%	14.8%
SUZANNE LAFRANCE'S RATING:				
Positive	40.3%	46.0%	53.1%	43.4%
Negative	42.5%	29.7%	13.5%	35.6%
No opinion	12.0%	16.0%	25.0%	14.2%
Never heard	5.2%	8.3%	8.4%	6.8%
CHRIS TUCK'S RATING:				
Positive	29.4%	28.5%	11.4%	28.6%
Negative	40.5%	27.5%	27.9%	33.9%
No opinion	24.6%	31.4%	45.4%	28.4%
Never heard	5.5%	12.5%	15.3%	9.1%
Total	51.9%	46.7%	1.4%	100.0%

	GENDER:			Total
	Male	Female	Other	Col %
	Col %	Col %	Col %	
SUPERVOTER STATUS:				
Every time/Certain	78.3%	73.8%	73.9%	76.1%
Other voter	21.7%	26.2%	26.1%	23.9%
VOTING METHOD FOR RUN-OFF ELECTION:				
Vote by mail	29.8%	27.4%	25.3%	28.6%
Vote via dropbox	47.2%	52.6%	69.8%	50.0%
Vote in person on Election Day	23.0%	20.0%	4.9%	21.4%
FINDING SOLUTIONS TO HOMELESSNESS:				
Dave Bronson	36.1%	25.3%	17.8%	30.8%
Suzanne LaFrance	46.4%	55.9%	68.2%	51.1%
No difference	17.5%	18.8%	14.0%	18.1%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:				
Dave Bronson	47.5%	36.1%	31.8%	42.0%
Suzanne LaFrance	37.2%	49.3%	60.6%	43.1%
No difference	15.3%	14.6%	7.7%	14.9%
KEEPING PROPERTY TAXES LOW:				
Dave Bronson	54.3%	40.2%	36.6%	47.5%
Suzanne LaFrance	23.5%	34.8%	51.5%	29.1%
No difference	22.3%	25.0%	11.9%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:				
Dave Bronson	25.3%	25.3%	17.8%	25.2%
Suzanne LaFrance	50.5%	58.3%	76.5%	54.5%
No difference	24.2%	16.4%	5.7%	20.3%
REDEVELOPMENT PROGRAMS DOWNTOWN:				
Dave Bronson	39.0%	27.5%	17.8%	33.4%
Suzanne LaFrance	44.0%	55.5%	60.6%	49.6%
No difference	17.0%	17.0%	21.6%	17.1%
GROWING THE ECONOMY:				
Dave Bronson	45.7%	33.6%	23.5%	39.7%
Suzanne LaFrance	38.9%	51.4%	56.4%	45.0%
No difference	15.4%	15.0%	20.1%	15.3%
IMPROVING SNOW REMOVAL:				
Dave Bronson	32.6%	26.3%	17.8%	29.5%
Suzanne LaFrance	46.7%	57.6%	68.2%	52.1%
No difference	20.6%	16.1%	14.0%	18.4%
FIXING AND MAINTAINING ROADS:				
Dave Bronson	38.6%	27.7%	26.0%	33.4%
Suzanne LaFrance	41.2%	54.9%	65.4%	47.9%
No difference	20.2%	17.4%	8.5%	18.7%
Total	52.2%	46.4%	1.4%	100.0%

	GENDER:			Total
	Male	Female	Other	Col %
	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:				
Dave Bronson	49.6%	38.6%	32.7%	44.3%
Suzanne LaFrance	50.4%	61.4%	67.3%	55.7%
CERTAINTY OF VOTE FOR LAFRANCE:				
Not going to change	85.6%	89.9%	100.0%	88.1%
May change my mind	14.4%	10.1%		11.9%
CERTAINTY OF VOTE FOR BRONSON:				
Not going to change	85.2%	82.6%	26.0%	83.5%
May change my mind	14.8%	17.4%	74.0%	16.5%
TARGET VOTERS:				
Definite Bronson	42.2%	31.9%	8.5%	37.0%
Target voters	14.6%	12.9%	24.2%	13.9%
Definite LaFrance	43.2%	55.2%	67.3%	49.1%
EFFECT OF POPP ENDORSEMENT:				
More likely to vote LaFrance	19.6%	24.7%	10.7%	21.8%
No difference	80.4%	75.3%	89.3%	78.2%
Total	52.0%	46.6%	1.4%	100.0%

	GENDER:			Total
	Male	Female	Other	Col %
	Col %	Col %	Col %	
POLITICAL IDEOLOGY:				
Conservative	39.0%	25.7%	1.3%	31.7%
Moderate	38.7%	42.8%	40.1%	40.8%
Progressive	22.3%	31.5%	58.6%	27.6%
PARTY AFFILIATION:				
Republican	31.5%	24.1%		27.2%
Democrat	16.5%	20.9%	32.8%	19.0%
Other party	8.3%	6.8%	10.9%	7.7%
No party	43.7%	48.2%	56.3%	46.2%
MARITAL STATUS:				
Married	55.6%	55.6%	42.9%	55.3%
Not married	44.4%	44.4%	57.1%	44.7%
TOTAL CHILDREN IN HOUSEHOLD:				
None	68.9%	62.4%	58.9%	65.5%
One	12.1%	14.7%	20.8%	13.6%
Two or more	19.0%	22.9%	20.3%	20.9%
EDUCATION LEVEL:				
High school/GED or less	14.3%	10.2%	17.7%	12.4%
Some college	47.4%	52.1%	62.3%	50.0%
College graduate	38.3%	37.7%	20.0%	37.6%
ANNUAL HOUSEHOLD INCOME:				
\$0-\$60,000	19.5%	25.8%	73.3%	23.7%
\$60,000-\$100,000	21.4%	24.0%	10.0%	22.4%
\$100,000+	55.1%	45.2%	13.1%	49.3%
Not sure	4.0%	5.1%	3.6%	4.5%
RACE:				
White	72.3%	70.0%	52.1%	70.7%
Native/American Indian	7.9%	11.6%	10.8%	9.8%
Other	19.8%	18.4%	37.1%	19.5%
AGE:				
18-34	21.9%	28.3%	63.7%	25.9%
35-44	16.8%	22.1%	26.9%	19.6%
45-54	17.6%	15.4%		16.2%
55+	43.7%	34.2%	9.4%	38.3%
AREAS OF ANCHORAGE:				
Downtown/Spenard/ Turnagain	16.6%	16.6%	19.0%	16.7%
University/M'view/East Anchorage	27.8%	27.8%	47.9%	28.2%
Sandlake/Bayshore/ Oceanview	21.1%	21.1%	15.7%	21.0%
Lake Otis/Hillside	21.3%	21.3%	16.2%	21.2%
Eagle River/Chugiak	13.1%	13.2%	1.3%	12.9%
Total	48.9%	48.9%	2.2%	100.0%

CROSSTABULATION TABLES

Supervoter Status

Column Percents

	SUPERVOTER STATUS:		Total
	Every time/ Certain	Other voter	Col %
	Col %	Col %	
DAVE BRONSON'S RATING:			
Positive	40.6%	44.2%	41.5%
Negative	59.1%	53.7%	57.8%
No opinion	.3%	2.1%	.7%
Never heard	.0%		.0%
BILL POPP'S RATING:			
Positive	51.7%	38.1%	48.5%
Negative	20.9%	13.1%	19.1%
No opinion	19.6%	32.8%	22.7%
Never heard	7.8%	16.0%	9.7%
SUZANNE LAFRANCE'S RATING:			
Positive	51.2%	47.4%	50.3%
Negative	42.0%	32.9%	39.8%
No opinion	5.2%	15.9%	7.7%
Never heard	1.6%	3.8%	2.1%
CHRIS TUCK'S RATING:			
Positive	32.2%	31.8%	32.1%
Negative	42.1%	29.0%	39.0%
No opinion	22.6%	30.3%	24.4%
Never heard	3.1%	8.9%	4.5%
Total	76.2%	23.8%	100.0%

	SUPERVOTER STATUS:		Total
	Every time/ Certain	Other voter	Col %
	Col %	Col %	
VOTING METHOD FOR RUN-OFF ELECTION:			
Vote by mail	30.1%	24.6%	28.8%
Vote via dropbox	50.6%	47.7%	49.9%
Vote in person on Election Day	19.3%	27.6%	21.3%
FINDING SOLUTIONS TO HOMELESSNESS:			
Dave Bronson	31.5%	29.5%	31.0%
Suzanne LaFrance	52.5%	46.1%	51.0%
No difference	16.0%	24.5%	18.0%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:			
Dave Bronson	42.8%	40.2%	42.2%
Suzanne LaFrance	44.2%	39.0%	43.0%
No difference	13.0%	20.8%	14.8%
KEEPING PROPERTY TAXES LOW:			
Dave Bronson	49.2%	42.7%	47.6%
Suzanne LaFrance	29.4%	27.6%	29.0%
No difference	21.4%	29.7%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:			
Dave Bronson	26.0%	23.6%	25.5%
Suzanne LaFrance	54.5%	53.6%	54.3%
No difference	19.4%	22.7%	20.2%
REDEVELOPMENT PROGRAMS DOWNTOWN:			
Dave Bronson	34.9%	29.2%	33.6%
Suzanne LaFrance	49.6%	49.0%	49.4%
No difference	15.5%	21.8%	17.0%
GROWING THE ECONOMY:			
Dave Bronson	41.9%	33.7%	39.9%
Suzanne LaFrance	45.1%	44.0%	44.9%
No difference	13.0%	22.4%	15.2%
IMPROVING SNOW REMOVAL:			
Dave Bronson	31.1%	25.1%	29.7%
Suzanne LaFrance	53.0%	48.8%	52.0%
No difference	15.9%	26.2%	18.3%
FIXING AND MAINTAINING ROADS:			
Dave Bronson	34.4%	30.8%	33.6%
Suzanne LaFrance	48.7%	45.0%	47.8%
No difference	16.9%	24.3%	18.7%
Total	76.3%	23.7%	100.0%

	SUPERVOTER STATUS:		Total
	Every time/ Certain	Other voter	Col %
	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:			
Dave Bronson	44.2%	45.3%	44.4%
Suzanne LaFrance	55.8%	54.7%	55.6%
CERTAINTY OF VOTE FOR LAFRANCE:			
Not going to change	91.4%	77.2%	88.1%
May change my mind	8.6%	22.8%	11.9%
CERTAINTY OF VOTE FOR BRONSON:			
Not going to change	86.0%	76.4%	83.7%
May change my mind	14.0%	23.6%	16.3%
TARGET VOTERS:			
Definite Bronson	37.9%	34.7%	37.1%
Target voters	11.0%	23.1%	13.9%
Definite LaFrance	51.1%	42.2%	49.0%
EFFECT OF POPP ENDORSEMENT:			
More likely to vote LaFrance	21.1%	23.8%	21.8%
No difference	78.9%	76.2%	78.2%
Total	76.2%	23.8%	100.0%

	SUPERVOTER STATUS:		Total
	Every time/ Certain	Other voter	Col %
	Col %	Col %	
POLITICAL IDEOLOGY:			
Conservative	36.0%	29.4%	34.5%
Moderate	33.9%	48.1%	37.2%
Progressive	30.1%	22.5%	28.3%
PARTY AFFILIATION:			
Republican	31.0%	24.1%	29.4%
Democrat	19.3%	16.1%	18.5%
Other party	4.5%	16.8%	7.4%
No party	45.2%	43.1%	44.7%
MARITAL STATUS:			
Married	67.0%	51.0%	63.2%
Not married	33.0%	49.0%	36.8%
TOTAL CHILDREN IN HOUSEHOLD:			
None	68.1%	64.5%	67.3%
One	12.0%	12.9%	12.2%
Two or more	19.9%	22.6%	20.5%
EDUCATION LEVEL:			
High school/GED or less	5.7%	12.7%	7.4%
Some college	47.9%	54.7%	49.5%
College graduate	46.4%	32.7%	43.1%
ANNUAL HOUSEHOLD INCOME:			
\$0-\$60,000	14.2%	26.1%	17.0%
\$60,000-\$100,000	21.3%	20.9%	21.2%
\$100,000+	60.3%	46.5%	57.0%
Not sure	4.2%	6.5%	4.7%
RACE:			
White	80.4%	67.1%	77.2%
Native/American Indian	5.0%	10.6%	6.4%
Other	14.6%	22.3%	16.4%
GENDER:			
Male	53.5%	47.3%	52.0%
Female	45.2%	51.2%	46.6%
Other	1.4%	1.5%	1.4%
AGE:			
18-34	17.5%	30.4%	20.6%
35-44	17.2%	18.2%	17.4%
45-54	16.7%	15.6%	16.4%
55+	48.6%	35.9%	45.5%
AREAS OF ANCHORAGE:			
Downtown/Spenard/ Turnagain	15.7%	15.2%	15.6%
University/M'view/East Anchorage	25.9%	27.7%	26.3%
Sandlake/Bayshore/ Oceanview	20.6%	25.6%	21.8%
Lake Otis/Hillside	24.0%	20.1%	23.1%
Eagle River/Chugiak	13.7%	11.4%	13.2%
Total	76.2%	23.8%	100.0%

CROSSTABULATION TABLES

Party Affiliation

Column Percents

	PARTY AFFILIATION:				Total
	Republican	Democrat	Other party	No party	Col %
	Col %	Col %	Col %	Col %	
DAVE BRONSON'S RATING:					
Positive	77.2%	7.0%	46.6%	26.0%	38.0%
Negative	18.7%	86.4%	50.6%	64.9%	55.2%
No opinion	3.8%	6.2%	2.8%	6.4%	5.4%
Never heard	.4%	.4%		2.7%	1.4%
BILL POPP'S RATING:					
Positive	34.2%	41.5%	23.6%	45.9%	40.2%
Negative	23.4%	16.2%	28.5%	12.8%	17.5%
No opinion	26.4%	30.7%	37.3%	25.1%	27.4%
Never heard	16.0%	11.6%	10.6%	16.1%	14.8%
SUZANNE LAFRANCE'S RATING:					
Positive	11.1%	78.7%	37.7%	48.5%	43.2%
Negative	69.2%	5.1%	39.2%	27.2%	35.4%
No opinion	14.2%	11.3%	18.9%	15.1%	14.4%
Never heard	5.4%	4.9%	4.3%	9.3%	7.0%
CHRIS TUCK'S RATING:					
Positive	21.5%	38.1%	23.2%	29.6%	28.5%
Negative	39.9%	30.4%	45.3%	29.4%	33.7%
No opinion	29.3%	24.9%	24.7%	30.1%	28.5%
Never heard	9.4%	6.6%	6.8%	10.9%	9.4%
Total	29.1%	18.5%	7.3%	45.1%	100.0%

	PARTY AFFILIATION:				Total
	Republican	Democrat	Other party	No party	Col %
	Col %	Col %	Col %	Col %	
SUPERVOTER STATUS:					
Every time/Certain	80.5%	79.3%	46.0%	77.1%	76.2%
Other voter	19.5%	20.7%	54.0%	22.9%	23.8%
VOTING METHOD FOR RUN-OFF ELECTION:					
Vote by mail	23.3%	39.3%	21.6%	29.3%	28.8%
Vote via dropbox	43.0%	52.6%	40.5%	54.9%	49.9%
Vote in person on Election Day	33.7%	8.1%	37.9%	15.8%	21.3%
FINDING SOLUTIONS TO HOMELESSNESS:					
Dave Bronson	62.9%	4.3%	26.9%	22.0%	31.0%
Suzanne LaFrance	16.4%	89.5%	44.5%	58.7%	51.0%
No difference	20.7%	6.2%	28.6%	19.3%	18.0%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:					
Dave Bronson	81.6%	5.9%	45.6%	30.7%	42.2%
Suzanne LaFrance	8.2%	82.0%	34.8%	51.0%	43.0%
No difference	10.2%	12.1%	19.7%	18.3%	14.8%
KEEPING PROPERTY TAXES LOW:					
Dave Bronson	82.3%	17.7%	57.0%	35.5%	47.6%
Suzanne LaFrance	7.1%	54.7%	21.7%	34.0%	29.0%
No difference	10.6%	27.5%	21.3%	30.5%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:					
Dave Bronson	52.7%		26.8%	17.8%	25.5%
Suzanne LaFrance	18.9%	93.4%	43.9%	63.2%	54.3%
No difference	28.5%	6.6%	29.3%	18.9%	20.2%
REDEVELOPMENT PROGRAMS DOWNTOWN:					
Dave Bronson	71.0%	3.4%	36.2%	21.2%	33.6%
Suzanne LaFrance	14.2%	90.0%	41.8%	56.9%	49.4%
No difference	14.9%	6.6%	22.0%	21.9%	17.0%
GROWING THE ECONOMY:					
Dave Bronson	80.8%	7.0%	35.1%	27.8%	39.9%
Suzanne LaFrance	8.4%	85.1%	38.8%	52.9%	44.9%
No difference	10.8%	7.9%	26.1%	19.3%	15.2%
IMPROVING SNOW REMOVAL:					
Dave Bronson	58.5%	1.9%	32.7%	21.7%	29.7%
Suzanne LaFrance	15.0%	91.9%	45.3%	61.0%	52.0%
No difference	26.5%	6.2%	22.0%	17.4%	18.3%
FIXING AND MAINTAINING ROADS:					
Dave Bronson	69.3%	3.6%	32.6%	22.8%	33.6%
Suzanne LaFrance	10.7%	88.8%	40.6%	56.2%	47.8%
No difference	20.0%	7.6%	26.8%	21.0%	18.7%
Total	29.3%	18.6%	7.4%	44.7%	100.0%

	PARTY AFFILIATION:				Total
	Republican	Democrat	Other party	No party	Col %
	Col %	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:					
Dave Bronson	86.0%	2.9%	49.0%	33.8%	44.4%
Suzanne LaFrance	14.0%	97.1%	51.0%	66.2%	55.6%
CERTAINTY OF VOTE FOR LAFRANCE:					
Not going to change	66.2%	92.3%	70.5%	90.7%	88.1%
May change my mind	33.8%	7.7%	29.5%	9.3%	11.9%
CERTAINTY OF VOTE FOR BRONSON:					
Not going to change	90.9%	53.3%	66.9%	76.6%	83.7%
May change my mind	9.1%	46.7%	33.1%	23.4%	16.3%
TARGET VOTERS:					
Definite Bronson	78.2%	1.5%	32.8%	25.8%	37.1%
Target voters	12.5%	8.9%	31.3%	14.0%	13.9%
Definite LaFrance	9.3%	89.6%	35.9%	60.2%	49.0%
EFFECT OF POPP ENDORSEMENT:					
More likely to vote LaFrance	10.7%	29.4%	20.7%	26.0%	21.8%
No difference	89.3%	70.6%	79.3%	74.0%	78.2%
Total	29.4%	18.5%	7.4%	44.7%	100.0%

	PARTY AFFILIATION:				Total
	Republican	Democrat	Other party	No party	Col %
	Col %	Col %	Col %	Col %	
POLITICAL IDEOLOGY:					
Conservative	75.2%	1.2%	22.9%	20.0%	31.7%
Moderate	22.9%	28.0%	57.3%	53.7%	40.7%
Progressive	1.8%	70.8%	19.7%	26.3%	27.5%
MARITAL STATUS:					
Married	65.5%	45.9%	37.2%	55.5%	55.0%
Not married	34.5%	54.1%	62.8%	44.5%	45.0%
TOTAL CHILDREN IN HOUSEHOLD:					
None	62.5%	69.9%	71.0%	64.6%	65.5%
One	11.7%	13.0%	11.8%	15.2%	13.5%
Two or more	25.9%	17.1%	17.2%	20.2%	20.9%
EDUCATION LEVEL:					
High school/GED or less	16.3%	8.8%	22.4%	9.9%	12.4%
Some college	55.3%	43.8%	54.0%	48.7%	50.0%
College graduate	28.4%	47.5%	23.6%	41.4%	37.7%
ANNUAL HOUSEHOLD INCOME:					
\$0-\$60,000	21.3%	28.9%	40.7%	20.2%	23.7%
\$60,000-\$100,000	17.9%	23.4%	23.1%	24.5%	22.4%
\$100,000+	56.3%	41.7%	36.2%	50.5%	49.3%
Not sure	4.4%	6.1%		4.7%	4.5%
RACE:					
White	74.2%	74.1%	63.1%	68.6%	70.7%
Native/American Indian	5.7%	8.9%	14.3%	11.8%	9.8%
Other	20.2%	17.0%	22.6%	19.6%	19.5%
GENDER:					
Male	56.6%	42.4%	53.2%	46.3%	48.9%
Female	43.4%	53.8%	43.7%	51.1%	48.9%
Other		3.7%	3.1%	2.6%	2.2%
AGE:					
18-34	22.2%	31.7%	32.1%	25.6%	26.3%
35-44	14.1%	18.8%	21.5%	22.7%	19.6%
45-54	18.5%	15.2%	10.7%	15.8%	16.1%
55+	45.1%	34.3%	35.7%	35.8%	38.1%
AREAS OF ANCHORAGE:					
Downtown/Spenard/ Turnagain	9.4%	26.4%	20.8%	16.1%	16.6%
University/M'view/East Anchorage	26.8%	29.4%	21.3%	29.5%	28.1%
Sandlake/Bayshore/ Oceanview	16.8%	19.1%	33.3%	22.0%	20.9%
Lake Otis/Hillside	27.1%	19.0%	13.1%	20.6%	21.5%
Eagle River/Chugiak	19.9%	6.1%	11.6%	11.8%	12.9%
Total	27.3%	18.9%	7.6%	46.2%	100.0%

CROSSTABULATION TABLES

Political Ideology

Column Percents

	POLITICAL IDEOLOGY:			Total
	Conservative	Moderate	Progressive	Col %
	Col %	Col %	Col %	
DAVE BRONSON'S RATING:				
Positive	82.1%	26.9%	3.4%	38.0%
Negative	15.0%	61.3%	92.8%	55.2%
No opinion	2.8%	9.0%	3.1%	5.4%
Never heard	.1%	2.8%	.7%	1.4%
BILL POPP'S RATING:				
Positive	35.2%	43.0%	41.8%	40.2%
Negative	23.8%	13.5%	16.3%	17.5%
No opinion	28.2%	26.2%	28.4%	27.4%
Never heard	12.8%	17.3%	13.5%	14.8%
SUZANNE LAFRANCE'S RATING:				
Positive	11.0%	41.3%	83.1%	43.2%
Negative	69.6%	29.7%	4.5%	35.4%
No opinion	16.5%	18.1%	6.5%	14.4%
Never heard	2.9%	10.9%	5.9%	7.0%
CHRIS TUCK'S RATING:				
Positive	22.5%	27.2%	37.2%	28.5%
Negative	37.6%	29.7%	35.0%	33.7%
No opinion	32.0%	30.8%	21.0%	28.5%
Never heard	7.9%	12.2%	6.8%	9.4%
Total	34.0%	37.6%	28.4%	100.0%

	POLITICAL IDEOLOGY:			Total
	Conservative	Moderate	Progressive	Col %
	Col %	Col %	Col %	
SUPERVOTER STATUS:				
Every time/Certain	79.7%	69.3%	81.1%	76.2%
Other voter	20.3%	30.7%	18.9%	23.8%
VOTING METHOD FOR RUN-OFF ELECTION:				
Vote by mail	22.2%	30.6%	34.6%	28.8%
Vote via dropbox	40.1%	53.7%	56.8%	49.9%
Vote in person on Election Day	37.7%	15.7%	8.6%	21.3%
FINDING SOLUTIONS TO HOMELESSNESS:				
Dave Bronson	68.7%	19.0%	1.8%	31.0%
Suzanne LaFrance	7.5%	59.4%	92.0%	51.0%
No difference	23.9%	21.6%	6.2%	18.0%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:				
Dave Bronson	83.3%	34.5%	2.3%	42.2%
Suzanne LaFrance	5.6%	44.8%	86.1%	43.0%
No difference	11.1%	20.7%	11.7%	14.8%
KEEPING PROPERTY TAXES LOW:				
Dave Bronson	82.7%	40.4%	14.4%	47.6%
Suzanne LaFrance	4.2%	32.2%	55.0%	29.0%
No difference	13.1%	27.4%	30.6%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:				
Dave Bronson	56.0%	15.6%	1.1%	25.5%
Suzanne LaFrance	11.5%	63.0%	95.3%	54.3%
No difference	32.5%	21.4%	3.6%	20.2%
REDEVELOPMENT PROGRAMS DOWNTOWN:				
Dave Bronson	69.6%	23.7%	3.0%	33.6%
Suzanne LaFrance	11.9%	54.1%	88.7%	49.4%
No difference	18.5%	22.2%	8.3%	17.0%
GROWING THE ECONOMY:				
Dave Bronson	82.9%	28.6%	2.9%	39.9%
Suzanne LaFrance	5.3%	49.2%	86.9%	44.9%
No difference	11.8%	22.2%	10.2%	15.2%
IMPROVING SNOW REMOVAL:				
Dave Bronson	62.2%	21.3%	1.0%	29.7%
Suzanne LaFrance	10.7%	57.4%	95.2%	52.0%
No difference	27.0%	21.4%	3.7%	18.3%
FIXING AND MAINTAINING ROADS:				
Dave Bronson	69.2%	24.5%	2.1%	33.6%
Suzanne LaFrance	7.3%	52.9%	90.3%	47.8%
No difference	23.5%	22.6%	7.5%	18.7%
Total	34.5%	37.3%	28.2%	100.0%

	POLITICAL IDEOLOGY:			Total
	Conservative	Moderate	Progressive	Col %
	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:				
Dave Bronson	93.1%	31.5%	1.9%	44.4%
Suzanne LaFrance	6.9%	68.5%	98.1%	55.6%
CERTAINTY OF VOTE FOR LAFRANCE:				
Not going to change	63.5%	80.8%	96.6%	88.1%
May change my mind	36.5%	19.2%	3.4%	11.9%
CERTAINTY OF VOTE FOR BRONSON:				
Not going to change	88.9%	71.5%	26.7%	83.7%
May change my mind	11.1%	28.5%	73.3%	16.3%
TARGET VOTERS:				
Definite Bronson	82.8%	22.4%	.5%	37.1%
Target voters	12.8%	22.1%	4.7%	13.9%
Definite LaFrance	4.4%	55.5%	94.8%	49.0%
EFFECT OF POPP ENDORSEMENT:				
More likely to vote LaFrance	7.8%	30.3%	27.4%	21.8%
No difference	92.2%	69.7%	72.6%	78.2%
Total	34.5%	37.2%	28.3%	100.0%

	POLITICAL IDEOLOGY:			Total
	Conservative	Moderate	Progressive	Col %
	Col %	Col %	Col %	
PARTY AFFILIATION:				
Republican	64.6%	15.4%	1.8%	27.3%
Democrat	.7%	13.0%	48.5%	18.9%
Other party	5.5%	10.7%	5.5%	7.6%
No party	29.1%	60.9%	44.2%	46.2%
MARITAL STATUS:				
Married	67.7%	50.6%	46.9%	55.0%
Not married	32.3%	49.4%	53.1%	45.0%
TOTAL CHILDREN IN HOUSEHOLD:				
None	64.7%	64.7%	67.6%	65.5%
One	10.1%	15.0%	15.4%	13.5%
Two or more	25.2%	20.3%	16.5%	20.8%
27.00			.5%	.1%
EDUCATION LEVEL:				
High school/GED or less	14.7%	14.4%	6.8%	12.4%
Some college	54.5%	50.3%	44.3%	50.0%
College graduate	30.8%	35.3%	49.0%	37.7%
ANNUAL HOUSEHOLD INCOME:				
\$0-\$60,000	17.4%	29.0%	23.2%	23.7%
\$60,000-\$100,000	22.1%	19.1%	27.5%	22.4%
\$100,000+	56.1%	47.0%	45.1%	49.3%
Not sure	4.3%	4.9%	4.2%	4.5%
RACE:				
White	76.8%	61.7%	77.1%	70.7%
Native/American Indian	6.0%	13.6%	8.4%	9.8%
Other	17.2%	24.7%	14.5%	19.5%
GENDER:				
Male	60.2%	46.4%	39.5%	48.9%
Female	39.7%	51.5%	55.8%	48.9%
Other	.1%	2.1%	4.6%	2.2%
AGE:				
18-34	18.0%	27.2%	34.5%	26.3%
35-44	14.0%	22.4%	21.8%	19.6%
45-54	18.2%	15.4%	14.6%	16.1%
55+	49.8%	35.1%	29.1%	38.1%
AREAS OF ANCHORAGE:				
Downtown/Spenard/Turnagain	9.3%	17.7%	23.4%	16.6%
University/M'view/East Anchorage	27.1%	30.5%	25.9%	28.1%
Sandlake/Bayshore/Oceanview	17.4%	22.3%	22.8%	20.9%
Lake Otis/Hillside	27.1%	18.0%	20.1%	21.5%
Eagle River/Chugiak	19.1%	11.4%	7.9%	12.9%
Total	31.7%	40.7%	27.5%	100.0%

CROSSTABULATION TABLES

Level of Education

Column Percents

	EDUCATION LEVEL:			Total
	High school/GED or less	Some college	College graduate	Col %
	Col %	Col %	Col %	
DAVE BRONSON'S RATING:				
Positive	52.7%	41.1%	28.8%	37.9%
Negative	35.7%	50.2%	69.0%	55.5%
No opinion	10.9%	7.2%	1.3%	5.4%
Never heard	.7%	1.6%	1.0%	1.2%
BILL POPP'S RATING:				
Positive	22.0%	34.6%	53.5%	40.1%
Negative	16.5%	18.1%	17.4%	17.6%
No opinion	31.6%	31.5%	20.4%	27.3%
Never heard	29.9%	15.8%	8.8%	14.9%
SUZANNE LAFRANCE'S RATING:				
Positive	24.4%	37.4%	57.5%	43.3%
Negative	35.5%	38.5%	31.7%	35.6%
No opinion	26.9%	15.9%	7.9%	14.2%
Never heard	13.3%	8.2%	3.0%	6.9%
CHRIS TUCK'S RATING:				
Positive	26.5%	25.6%	33.2%	28.6%
Negative	26.2%	32.3%	38.3%	33.8%
No opinion	34.2%	31.6%	22.3%	28.4%
Never heard	13.1%	10.5%	6.2%	9.2%
Total	7.7%	49.2%	43.1%	100.0%

	EDUCATION LEVEL:			Total
	High school/GED or less	Some college	College graduate	Col %
	Col %	Col %	Col %	
SUPERVOTER STATUS:				
Every time/Certain	59.1%	73.6%	81.9%	76.1%
Other voter	40.9%	26.4%	18.1%	23.9%
VOTING METHOD FOR RUN-OFF ELECTION:				
Vote by mail	19.1%	28.0%	30.9%	28.6%
Vote via dropbox	35.6%	45.3%	57.9%	50.0%
Vote in person on Election Day	45.3%	26.7%	11.1%	21.4%
FINDING SOLUTIONS TO HOMELESSNESS:				
Dave Bronson	50.8%	34.6%	23.1%	30.8%
Suzanne LaFrance	31.2%	46.8%	59.5%	51.1%
No difference	18.0%	18.6%	17.4%	18.1%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:				
Dave Bronson	49.5%	49.6%	32.0%	42.0%
Suzanne LaFrance	22.4%	41.0%	49.1%	43.1%
No difference	28.1%	9.4%	19.0%	14.9%
KEEPING PROPERTY TAXES LOW:				
Dave Bronson	52.8%	49.4%	44.4%	47.5%
Suzanne LaFrance	21.9%	27.9%	31.7%	29.1%
No difference	25.3%	22.7%	23.9%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:				
Dave Bronson	42.0%	30.4%	16.4%	25.2%
Suzanne LaFrance	25.4%	52.4%	61.7%	54.5%
No difference	32.6%	17.2%	21.8%	20.3%
REDEVELOPMENT PROGRAMS DOWNTOWN:				
Dave Bronson	57.1%	38.4%	23.8%	33.4%
Suzanne LaFrance	26.8%	47.2%	55.9%	49.6%
No difference	16.1%	14.4%	20.3%	17.1%
GROWING THE ECONOMY:				
Dave Bronson	52.6%	46.5%	29.9%	39.7%
Suzanne LaFrance	26.3%	42.1%	51.3%	45.0%
No difference	21.2%	11.5%	18.7%	15.3%
IMPROVING SNOW REMOVAL:				
Dave Bronson	52.3%	33.9%	20.5%	29.5%
Suzanne LaFrance	28.9%	48.3%	60.4%	52.1%
No difference	18.9%	17.8%	19.1%	18.4%
FIXING AND MAINTAINING ROADS:				
Dave Bronson	53.3%	39.5%	22.9%	33.4%
Suzanne LaFrance	27.0%	44.6%	55.2%	47.9%
No difference	19.7%	15.9%	21.8%	18.7%
Total	7.4%	49.5%	43.1%	100.0%

	EDUCATION LEVEL:			Total
	High school/GED or less	Some college	College graduate	Col %
	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:				
Dave Bronson	66.7%	48.2%	35.9%	44.3%
Suzanne LaFrance	33.3%	51.8%	64.1%	55.7%
CERTAINTY OF VOTE FOR LAFRANCE:				
Not going to change	82.6%	82.9%	93.4%	88.1%
May change my mind	17.4%	17.1%	6.6%	11.9%
CERTAINTY OF VOTE FOR BRONSON:				
Not going to change	84.1%	88.6%	75.5%	83.5%
May change my mind	15.9%	11.4%	24.5%	16.5%
TARGET VOTERS:				
Definite Bronson	56.1%	42.7%	27.0%	37.0%
Target voters	16.4%	14.4%	13.0%	13.9%
Definite LaFrance	27.5%	43.0%	59.9%	49.1%
EFFECT OF POPP ENDORSEMENT:				
More likely to vote LaFrance	24.7%	19.5%	24.0%	21.8%
No difference	75.3%	80.5%	76.0%	78.2%
Total	7.4%	49.5%	43.1%	100.0%

	EDUCATION LEVEL:			Total
	High school/GED or less	Some college	College graduate	Col %
	Col %	Col %	Col %	
PARTY AFFILIATION:				
Republican	35.8%	30.1%	20.5%	27.2%
Democrat	13.5%	16.6%	23.9%	19.0%
Other party	13.9%	8.3%	4.8%	7.7%
No party	36.8%	45.0%	50.8%	46.2%
POLITICAL IDEOLOGY:				
Conservative	37.5%	34.5%	25.9%	31.7%
Moderate	47.3%	41.0%	38.2%	40.7%
Progressive	15.2%	24.5%	35.9%	27.6%
MARITAL STATUS:				
Married	39.1%	52.9%	63.8%	55.3%
Not married	60.9%	47.1%	36.2%	44.7%
TOTAL CHILDREN IN HOUSEHOLD:				
None	56.9%	68.7%	64.2%	65.5%
One	17.2%	12.5%	13.7%	13.5%
Two or more	25.9%	18.8%	22.1%	20.9%
ANNUAL HOUSEHOLD INCOME:				
\$0-\$60,000	46.6%	28.6%	10.0%	23.7%
\$60,000-\$100,000	26.7%	21.6%	22.1%	22.4%
\$100,000+	25.3%	44.6%	63.3%	49.3%
Not sure	1.4%	5.2%	4.6%	4.5%
RACE:				
White	58.8%	64.7%	82.7%	70.7%
Native/American Indian	19.0%	11.1%	5.0%	9.8%
Other	22.2%	24.3%	12.3%	19.5%
GENDER:				
Male	56.5%	46.3%	49.8%	48.9%
Female	40.4%	51.0%	49.1%	48.9%
Other	3.1%	2.7%	1.2%	2.2%
AGE:				
18-34	35.0%	28.4%	19.9%	26.0%
35-44	23.9%	18.0%	20.3%	19.6%
45-54	14.3%	15.3%	17.9%	16.1%
55+	26.8%	38.4%	41.9%	38.3%
AREAS OF ANCHORAGE:				
Downtown/Spenard/ Turnagain	15.2%	16.6%	17.2%	16.7%
University/M'view/East Anchorage	37.5%	28.7%	24.6%	28.3%
Sandlake/Bayshore/ Oceanview	18.1%	21.8%	20.9%	21.0%
Lake Otis/Hillside	11.3%	19.6%	26.4%	21.2%
Eagle River/Chugiak	17.9%	13.3%	10.8%	12.9%
Total	12.4%	50.0%	37.7%	100.0%

CROSSTABULATION TABLES

Race

Column Percents

	RACE:			Total
	White	Native/ American Indian	Other	Col %
	Col %	Col %	Col %	
DAVE BRONSON'S RATING:				
Positive	39.5%	24.9%	38.7%	37.9%
Negative	57.1%	55.8%	49.7%	55.5%
No opinion	3.2%	13.6%	9.5%	5.4%
Never heard	.3%	5.7%	2.1%	1.1%
BILL POPP'S RATING:				
Positive	45.2%	25.4%	29.2%	40.1%
Negative	17.6%	8.1%	22.7%	17.7%
No opinion	25.4%	39.6%	28.4%	27.4%
Never heard	11.8%	26.8%	19.7%	14.8%
SUZANNE LAFRANCE'S RATING:				
Positive	47.3%	28.9%	36.5%	43.4%
Negative	36.5%	26.6%	36.8%	35.6%
No opinion	12.8%	24.3%	14.5%	14.3%
Never heard	3.5%	20.3%	12.2%	6.8%
CHRIS TUCK'S RATING:				
Positive	31.0%	25.8%	21.5%	28.6%
Negative	34.9%	18.4%	37.6%	33.8%
No opinion	26.9%	36.9%	29.6%	28.4%
Never heard	7.2%	18.9%	11.4%	9.1%
Total	77.2%	6.5%	16.3%	100.0%

	RACE:			Total
	White	Native/ American Indian	Other	Col %
	Col %	Col %	Col %	
SUPERVOTER STATUS:				
Every time/Certain	79.2%	60.2%	67.6%	76.1%
Other voter	20.8%	39.8%	32.4%	23.9%
VOTING METHOD FOR RUN-OFF ELECTION:				
Vote by mail	27.1%	43.4%	30.0%	28.6%
Vote via dropbox	52.7%	28.6%	45.5%	50.0%
Vote in person on Election Day	20.2%	28.0%	24.4%	21.4%
FINDING SOLUTIONS TO HOMELESSNESS:				
Dave Bronson	30.5%	23.6%	34.9%	30.8%
Suzanne LaFrance	51.4%	52.1%	49.8%	51.2%
No difference	18.1%	24.3%	15.3%	18.1%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:				
Dave Bronson	39.8%	43.0%	51.4%	41.9%
Suzanne LaFrance	44.7%	35.6%	38.8%	43.1%
No difference	15.5%	21.4%	9.7%	14.9%
KEEPING PROPERTY TAXES LOW:				
Dave Bronson	47.0%	42.8%	51.2%	47.4%
Suzanne LaFrance	29.4%	36.7%	25.2%	29.1%
No difference	23.6%	20.5%	23.6%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:				
Dave Bronson	26.0%	32.5%	18.3%	25.2%
Suzanne LaFrance	54.2%	47.3%	58.6%	54.5%
No difference	19.7%	20.3%	23.2%	20.3%
REDEVELOPMENT PROGRAMS DOWNTOWN:				
Dave Bronson	32.3%	31.6%	38.9%	33.4%
Suzanne LaFrance	51.0%	39.5%	46.3%	49.5%
No difference	16.6%	28.9%	14.8%	17.1%
GROWING THE ECONOMY:				
Dave Bronson	39.2%	32.6%	44.8%	39.7%
Suzanne LaFrance	46.8%	36.3%	40.3%	45.0%
No difference	14.1%	31.1%	14.9%	15.3%
IMPROVING SNOW REMOVAL:				
Dave Bronson	29.8%	32.9%	26.5%	29.4%
Suzanne LaFrance	52.9%	41.6%	52.8%	52.1%
No difference	17.4%	25.4%	20.7%	18.4%
FIXING AND MAINTAINING ROADS:				
Dave Bronson	33.5%	28.6%	34.2%	33.3%
Suzanne LaFrance	49.2%	44.8%	43.2%	47.9%
No difference	17.3%	26.7%	22.6%	18.7%
Total	77.1%	6.4%	16.5%	100.0%

	RACE:			Total
	White	Native/ American Indian	Other	Col %
	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:				
Dave Bronson	43.2%	49.4%	47.2%	44.2%
Suzanne LaFrance	56.8%	50.6%	52.8%	55.8%
CERTAINTY OF VOTE FOR LAFRANCE:				
Not going to change	91.5%	79.0%	74.0%	88.1%
May change my mind	8.5%	21.0%	26.0%	11.9%
CERTAINTY OF VOTE FOR BRONSON:				
Not going to change	86.7%	76.6%	72.4%	83.5%
May change my mind	13.3%	23.4%	27.6%	16.5%
TARGET VOTERS:				
Definite Bronson	37.5%	37.9%	34.0%	36.9%
Target voters	10.6%	22.2%	26.8%	14.0%
Definite LaFrance	52.0%	39.9%	39.3%	49.1%
EFFECT OF POPP ENDORSEMENT:				
More likely to vote LaFrance	19.9%	23.9%	30.5%	21.9%
No difference	80.1%	76.1%	69.5%	78.1%
Total	77.2%	6.4%	16.4%	100.0%

	RACE:			Total
	White	Native/ American Indian	Other	Col %
	Col %	Col %	Col %	
PARTY AFFILIATION:				
Republican	28.5%	15.8%	28.1%	27.2%
Democrat	19.9%	17.3%	16.6%	19.0%
Other party	6.8%	11.3%	8.9%	7.7%
No party	44.7%	55.6%	46.4%	46.1%
POLITICAL IDEOLOGY:				
Conservative	34.4%	19.6%	27.8%	31.6%
Moderate	35.6%	56.8%	51.7%	40.8%
Progressive	30.1%	23.6%	20.5%	27.6%
MARITAL STATUS:				
Married	59.5%	36.7%	49.6%	55.3%
Not married	40.5%	63.3%	50.4%	44.7%
TOTAL CHILDREN IN HOUSEHOLD:				
None	70.7%	49.3%	54.7%	65.5%
One	10.2%	26.4%	19.2%	13.6%
Two or more	19.1%	24.3%	26.1%	20.9%
EDUCATION LEVEL:				
High school/GED or less	10.3%	24.1%	14.1%	12.4%
Some college	45.8%	56.6%	62.2%	50.0%
College graduate	43.9%	19.3%	23.7%	37.6%
ANNUAL HOUSEHOLD INCOME:				
\$0-\$60,000	19.6%	37.2%	31.9%	23.8%
\$60,000-\$100,000	22.7%	22.5%	21.3%	22.4%
\$100,000+	54.0%	33.4%	40.2%	49.3%
Not sure	3.6%	6.9%	6.6%	4.5%
GENDER:				
Male	49.9%	39.6%	49.6%	48.9%
Female	48.5%	58.0%	46.3%	49.0%
Other	1.6%	2.4%	4.1%	2.2%
AGE:				
18-34	23.6%	17.2%	39.0%	26.0%
35-44	16.8%	38.3%	20.6%	19.6%
45-54	16.4%	16.8%	15.0%	16.2%
55+	43.3%	27.7%	25.4%	38.3%
AREAS OF ANCHORAGE:				
Downtown/Spenard/ Turnagain	16.6%	24.8%	13.0%	16.7%
University/M'view/East Anchorage	24.2%	27.7%	43.3%	28.2%
Sandlake/Bayshore/ Oceanview	21.2%	19.1%	21.4%	21.0%
Lake Otis/Hillside	23.4%	21.0%	13.2%	21.1%
Eagle River/Chugiak	14.7%	7.4%	9.1%	12.9%
Total	70.7%	9.8%	19.5%	100.0%

CROSSTABULATION TABLES

Household Income

Column Percents

	ANNUAL HOUSEHOLD INCOME:				Total
	\$0-\$60,000	\$60,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
DAVE BRONSON'S RATING:					
Positive	29.6%	32.8%	43.9%	38.4%	37.8%
Negative	54.7%	63.8%	53.1%	47.9%	55.6%
No opinion	11.7%	3.0%	3.0%	11.8%	5.4%
Never heard	4.0%	.4%	.0%	1.9%	1.2%
BILL POPP'S RATING:					
Positive	27.0%	36.8%	48.6%	36.0%	40.3%
Negative	18.1%	13.9%	19.3%	16.8%	17.7%
No opinion	30.4%	32.4%	22.6%	33.3%	27.1%
Never heard	24.6%	16.8%	9.4%	13.9%	14.9%
SUZANNE LAFRANCE'S RATING:					
Positive	38.9%	48.9%	44.3%	30.6%	43.4%
Negative	25.2%	30.0%	43.5%	35.6%	35.8%
No opinion	21.8%	16.2%	8.4%	22.2%	14.0%
Never heard	14.1%	4.9%	3.8%	11.6%	6.8%
CHRIS TUCK'S RATING:					
Positive	27.2%	27.4%	30.6%	20.6%	28.6%
Negative	29.8%	30.4%	37.8%	32.8%	34.0%
No opinion	28.6%	32.6%	25.6%	33.0%	28.2%
Never heard	14.4%	9.7%	6.1%	13.6%	9.2%
Total	17.6%	21.1%	56.7%	4.6%	100.0%

	ANNUAL HOUSEHOLD INCOME:				Total
	\$0-\$60,000	\$60,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
SUPERVOTER STATUS:					
Every time/Certain	63.5%	76.6%	80.6%	67.1%	76.2%
Other voter	36.5%	23.4%	19.4%	32.9%	23.8%
VOTING METHOD FOR RUN-OFF ELECTION:					
Vote by mail	31.6%	28.7%	26.9%	37.0%	28.6%
Vote via dropbox	42.0%	49.7%	52.3%	52.6%	50.0%
Vote in person on Election Day	26.4%	21.6%	20.7%	10.4%	21.4%
FINDING SOLUTIONS TO HOMELESSNESS:					
Dave Bronson	22.6%	27.0%	33.9%	42.6%	30.9%
Suzanne LaFrance	56.7%	57.3%	48.0%	38.5%	51.0%
No difference	20.7%	15.6%	18.2%	19.0%	18.1%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:					
Dave Bronson	34.8%	35.1%	45.7%	56.1%	42.1%
Suzanne LaFrance	47.7%	49.0%	40.4%	31.1%	43.0%
No difference	17.5%	16.0%	14.0%	12.8%	14.9%
KEEPING PROPERTY TAXES LOW:					
Dave Bronson	39.5%	43.0%	52.4%	38.5%	47.5%
Suzanne LaFrance	36.0%	34.2%	25.6%	23.1%	29.1%
No difference	24.5%	22.7%	22.1%	38.4%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:					
Dave Bronson	19.4%	25.0%	27.8%	17.2%	25.3%
Suzanne LaFrance	62.3%	56.4%	51.1%	55.8%	54.4%
No difference	18.3%	18.6%	21.1%	27.0%	20.4%
REDEVELOPMENT PROGRAMS DOWNTOWN:					
Dave Bronson	27.3%	33.4%	35.1%	34.3%	33.4%
Suzanne LaFrance	53.1%	55.2%	46.7%	43.6%	49.5%
No difference	19.5%	11.4%	18.2%	22.1%	17.1%
GROWING THE ECONOMY:					
Dave Bronson	33.1%	36.3%	42.3%	48.8%	39.8%
Suzanne LaFrance	51.1%	52.3%	41.1%	34.4%	44.9%
No difference	15.7%	11.4%	16.5%	16.8%	15.3%
IMPROVING SNOW REMOVAL:					
Dave Bronson	22.6%	25.3%	32.6%	36.6%	29.5%
Suzanne LaFrance	60.8%	58.4%	47.8%	43.1%	52.0%
No difference	16.6%	16.3%	19.7%	20.3%	18.5%
FIXING AND MAINTAINING ROADS:					
Dave Bronson	30.5%	28.8%	35.6%	39.2%	33.4%
Suzanne LaFrance	53.2%	54.6%	45.0%	31.9%	47.8%
No difference	16.3%	16.6%	19.4%	29.0%	18.7%
Total	17.1%	21.1%	57.2%	4.7%	100.0%

	ANNUAL HOUSEHOLD INCOME:				Total
	\$0-\$60,000	\$60,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:					
Dave Bronson	34.0%	40.3%	48.7%	49.0%	44.4%
Suzanne LaFrance	66.0%	59.7%	51.3%	51.0%	55.6%
CERTAINTY OF VOTE FOR LAFRANCE:					
Not going to change	76.1%	97.0%	89.5%	77.3%	88.0%
May change my mind	23.9%	3.0%	10.5%	22.7%	12.0%
CERTAINTY OF VOTE FOR BRONSON:					
Not going to change	81.7%	76.6%	86.3%	81.4%	83.5%
May change my mind	18.3%	23.4%	13.7%	18.6%	16.5%
TARGET VOTERS:					
Definite Bronson	27.8%	30.9%	41.9%	39.9%	37.0%
Target voters	22.0%	11.2%	12.1%	20.7%	14.0%
Definite LaFrance	50.3%	57.9%	46.0%	39.5%	49.0%
EFFECT OF POPP ENDORSEMENT:					
More likely to vote LaFrance	36.1%	18.2%	18.2%	29.0%	21.8%
No difference	63.9%	81.8%	81.8%	71.0%	78.2%
Total	17.0%	21.2%	57.0%	4.7%	100.0%

	ANNUAL HOUSEHOLD INCOME:				Total
	\$0-\$60,000	\$60,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
PARTY AFFILIATION:					
Republican	24.6%	21.8%	31.2%	26.7%	27.3%
Democrat	23.1%	19.8%	16.0%	25.4%	19.0%
Other party	13.2%	8.0%	5.7%		7.7%
No party	39.1%	50.4%	47.1%	47.9%	46.0%
POLITICAL IDEOLOGY:					
Conservative	23.1%	31.1%	35.8%	30.1%	31.4%
Moderate	50.0%	35.0%	39.0%	44.1%	40.9%
Progressive	27.0%	34.0%	25.3%	25.9%	27.6%
MARITAL STATUS:					
Married	18.7%	52.0%	75.0%	54.3%	55.5%
Not married	81.3%	48.0%	25.0%	45.7%	44.5%
TOTAL CHILDREN IN HOUSEHOLD:					
None	76.0%	63.8%	59.7%	78.8%	65.3%
One	12.2%	14.9%	14.2%	8.7%	13.6%
Two or more	11.8%	21.3%	26.1%	12.4%	21.0%
EDUCATION LEVEL:					
High school/GED or less	23.7%	14.4%	6.2%	3.8%	12.1%
Some college	60.4%	48.4%	45.4%	58.0%	50.2%
College graduate	15.9%	37.1%	48.4%	38.2%	37.7%
RACE:					
White	58.3%	71.6%	77.4%	56.7%	70.6%
Native/American Indian	15.4%	9.9%	6.6%	14.9%	9.8%
Other	26.3%	18.6%	16.0%	28.4%	19.6%
GENDER:					
Male	40.0%	46.5%	54.4%	43.1%	48.7%
Female	53.3%	52.6%	45.0%	55.1%	49.1%
Other	6.7%	1.0%	.6%	1.7%	2.2%
AGE:					
18-34	44.0%	25.8%	18.5%	16.7%	26.1%
35-44	16.2%	21.7%	20.4%	20.1%	19.7%
45-54	9.6%	14.1%	19.3%	19.5%	15.8%
55+	30.2%	38.4%	41.8%	43.7%	38.4%
AREAS OF ANCHORAGE:					
Downtown/Spenard/ Turnagain	22.7%	18.3%	12.7%	22.7%	16.8%
University/M'view/East Anchorage	32.9%	31.1%	24.8%	21.7%	28.0%
Sandlake/Bayshore/ Oceanview	22.1%	20.4%	20.8%	19.4%	21.0%
Lake Otis/Hillside	12.3%	20.0%	26.2%	21.5%	21.3%
Eagle River/Chugiak	10.0%	10.2%	15.5%	14.7%	13.0%
Total	23.7%	22.4%	49.3%	4.5%	100.0%

CROSSTABULATION TABLES

Children in Household

Column Percents

	TOTAL CHILDREN IN HOUSEHOLD:			Total
	None	One	Two or more	Col %
	Col %	Col %	Col %	
DAVE BRONSON'S RATING:				
Positive	35.8%	29.7%	49.7%	37.9%
Negative	58.8%	64.8%	38.8%	55.5%
No opinion	3.9%	4.9%	10.5%	5.4%
Never heard	1.5%	.6%	.9%	1.2%
BILL POPP'S RATING:				
Positive	40.2%	44.9%	36.8%	40.1%
Negative	19.6%	11.6%	15.3%	17.6%
No opinion	27.6%	23.2%	29.2%	27.3%
Never heard	12.6%	20.3%	18.6%	14.9%
SUZANNE LAFRANCE'S RATING:				
Positive	46.1%	44.7%	33.7%	43.3%
Negative	34.9%	32.6%	39.7%	35.6%
No opinion	13.7%	12.6%	16.8%	14.2%
Never heard	5.3%	10.1%	9.9%	6.9%
CHRIS TUCK'S RATING:				
Positive	29.6%	29.6%	24.6%	28.6%
Negative	36.6%	30.2%	27.6%	33.8%
No opinion	25.7%	29.8%	35.7%	28.4%
Never heard	8.1%	10.3%	12.1%	9.2%
Total	67.5%	12.2%	20.3%	100.0%

	TOTAL CHILDREN IN HOUSEHOLD:			Total
	None	One	Two or more	Col %
	Col %	Col %	Col %	
SUPERVOTER STATUS:				
Every time/Certain	77.1%	74.8%	73.7%	76.1%
Other voter	22.9%	25.2%	26.3%	23.9%
VOTING METHOD FOR RUN-OFF ELECTION:				
Vote by mail	29.7%	33.8%	21.9%	28.6%
Vote via dropbox	50.0%	48.6%	51.0%	50.0%
Vote in person on Election Day	20.3%	17.7%	27.1%	21.4%
FINDING SOLUTIONS TO HOMELESSNESS:				
Dave Bronson	26.2%	30.6%	46.0%	30.8%
Suzanne LaFrance	54.4%	56.4%	37.2%	51.1%
No difference	19.4%	13.0%	16.8%	18.1%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:				
Dave Bronson	37.8%	40.4%	56.7%	42.0%
Suzanne LaFrance	46.6%	45.5%	30.3%	43.1%
No difference	15.6%	14.1%	13.0%	14.9%
KEEPING PROPERTY TAXES LOW:				
Dave Bronson	43.3%	42.3%	64.1%	47.5%
Suzanne LaFrance	31.0%	36.6%	18.7%	29.1%
No difference	25.7%	21.1%	17.2%	23.4%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:				
Dave Bronson	22.2%	18.0%	39.4%	25.2%
Suzanne LaFrance	56.0%	59.3%	46.6%	54.5%
No difference	21.8%	22.6%	14.1%	20.3%
REDEVELOPMENT PROGRAMS DOWNTOWN:				
Dave Bronson	31.9%	24.3%	43.5%	33.4%
Suzanne LaFrance	52.0%	58.9%	36.2%	49.6%
No difference	16.2%	16.7%	20.3%	17.1%
GROWING THE ECONOMY:				
Dave Bronson	35.5%	39.6%	53.5%	39.7%
Suzanne LaFrance	47.9%	50.5%	32.0%	45.0%
No difference	16.5%	9.8%	14.5%	15.3%
IMPROVING SNOW REMOVAL:				
Dave Bronson	27.6%	19.8%	41.3%	29.5%
Suzanne LaFrance	55.5%	56.6%	38.4%	52.1%
No difference	16.9%	23.6%	20.3%	18.4%
FIXING AND MAINTAINING ROADS:				
Dave Bronson	30.8%	26.8%	45.6%	33.4%
Suzanne LaFrance	49.8%	55.0%	37.5%	47.9%
No difference	19.4%	18.2%	16.9%	18.7%
Total	67.2%	12.3%	20.5%	100.0%

	TOTAL CHILDREN IN HOUSEHOLD:			Total
	None	One	Two or more	Col %
	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF:				
Dave Bronson	40.6%	38.4%	59.8%	44.3%
Suzanne LaFrance	59.4%	61.6%	40.2%	55.7%
CERTAINTY OF VOTE FOR LAFRANCE:				
Not going to change	88.5%	82.6%	90.9%	88.1%
May change my mind	11.5%	17.4%	9.1%	11.9%
CERTAINTY OF VOTE FOR BRONSON:				
Not going to change	85.2%	71.5%	84.6%	83.5%
May change my mind	14.8%	28.5%	15.4%	16.5%
TARGET VOTERS:				
Definite Bronson	34.5%	27.4%	50.6%	37.0%
Target voters	12.9%	21.6%	12.9%	13.9%
Definite LaFrance	52.6%	50.9%	36.5%	49.1%
EFFECT OF POPP ENDORSEMENT:				
More likely to vote LaFrance	23.4%	24.5%	15.3%	21.8%
No difference	76.6%	75.5%	84.7%	78.2%
Total	67.3%	12.2%	20.5%	100.0%

	TOTAL CHILDREN IN HOUSEHOLD:			Total
	None	One	Two or more	Col %
	Col %	Col %	Col %	
PARTY AFFILIATION:				
Republican	25.9%	23.4%	33.6%	27.2%
Democrat	20.2%	18.2%	15.5%	19.0%
Other party	8.3%	6.7%	6.3%	7.7%
No party	45.6%	51.7%	44.6%	46.2%
POLITICAL IDEOLOGY:				
Conservative	31.3%	23.6%	38.1%	31.7%
Moderate	40.2%	45.1%	39.4%	40.7%
Progressive	28.5%	31.3%	22.5%	27.6%
MARITAL STATUS:				
Married	47.3%	60.5%	76.9%	55.3%
Not married	52.7%	39.5%	23.1%	44.7%
EDUCATION LEVEL:				
High school/GED or less	10.7%	15.7%	15.3%	12.4%
Some college	52.4%	46.2%	44.8%	50.0%
College graduate	36.9%	38.1%	39.8%	37.7%
ANNUAL HOUSEHOLD INCOME:				
\$0-\$60,000	27.6%	21.2%	13.3%	23.7%
\$60,000-\$100,000	21.9%	24.4%	22.7%	22.4%
\$100,000+	45.0%	51.4%	61.3%	49.3%
Not sure	5.5%	2.9%	2.7%	4.5%
RACE:				
White	76.3%	53.4%	64.4%	70.7%
Native/American Indian	7.4%	19.0%	11.3%	9.8%
Other	16.3%	27.6%	24.3%	19.5%
GENDER:				
Male	51.4%	43.5%	44.4%	48.9%
Female	46.6%	53.2%	53.5%	48.9%
Other	1.9%	3.3%	2.1%	2.2%
AGE:				
18-34	24.5%	29.0%	28.9%	26.0%
35-44	8.9%	37.4%	41.5%	19.6%
45-54	14.9%	21.1%	16.7%	16.1%
55+	51.7%	12.6%	12.8%	38.3%
AREAS OF ANCHORAGE:				
Downtown/Spenard/ Turnagain	18.3%	17.2%	11.2%	16.7%
University/M'view/East Anchorage	27.3%	29.4%	30.5%	28.3%
Sandlake/Bayshore/ Oceanview	22.1%	18.1%	19.3%	21.0%
Lake Otis/Hillside	20.1%	22.3%	23.8%	21.2%
Eagle River/Chugiak	12.1%	13.0%	15.2%	12.9%
Total	65.5%	13.5%	20.9%	100.0%

CROSSTABULATION TABLES

2024 Anchorage Municipal Run Off
Election for Mayor

Column Percents

	2024 ANCHORAGE MAYORAL RUNOFF:		Total
	Dave Bronson	Suzanne LaFrance	Col %
	Col %	Col %	
DAVE BRONSON'S RATING:			
Positive	90.1%	3.2%	41.8%
Negative	9.7%	95.7%	57.5%
No opinion	.2%	1.1%	.7%
Never heard		.1%	.0%
BILL POPP'S RATING:			
Positive	37.8%	57.0%	48.5%
Negative	24.3%	14.9%	19.1%
No opinion	25.4%	20.5%	22.7%
Never heard	12.4%	7.7%	9.8%
SUZANNE LAFRANCE'S RATING:			
Positive	5.7%	86.6%	50.6%
Negative	80.1%	7.3%	39.6%
No opinion	12.1%	4.1%	7.6%
Never heard	2.1%	2.1%	2.1%
CHRIS TUCK'S RATING:			
Positive	22.1%	40.2%	32.2%
Negative	41.3%	36.8%	38.8%
No opinion	30.9%	19.5%	24.6%
Never heard	5.6%	3.5%	4.5%
Total	44.4%	55.6%	100.0%

	2024 ANCHORAGE MAYORAL RUNOFF:		Total
	Dave Bronson	Suzanne LaFrance	Col %
	Col %	Col %	
SUPERVOTER STATUS:			
Every time/Certain	75.8%	76.7%	76.3%
Other voter	24.2%	23.3%	23.7%
VOTING METHOD FOR RUN-OFF ELECTION:			
Vote by mail	20.1%	35.8%	28.8%
Vote via dropbox	45.6%	53.2%	49.8%
Vote in person on Election Day	34.3%	11.0%	21.3%
FINDING SOLUTIONS TO HOMELESSNESS:			
Dave Bronson	70.0%	.9%	31.4%
Suzanne LaFrance	4.6%	88.0%	51.3%
No difference	25.4%	11.0%	17.4%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:			
Dave Bronson	88.3%	5.4%	42.2%
Suzanne LaFrance	.6%	77.6%	43.4%
No difference	11.1%	17.0%	14.4%
KEEPING PROPERTY TAXES LOW:			
Dave Bronson	87.1%	16.7%	48.0%
Suzanne LaFrance	1.4%	51.8%	29.4%
No difference	11.5%	31.5%	22.6%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:			
Dave Bronson	57.0%	.7%	25.8%
Suzanne LaFrance	8.0%	92.1%	54.7%
No difference	34.9%	7.2%	19.5%
REDEVELOPMENT PROGRAMS DOWNTOWN:			
Dave Bronson	70.2%	5.1%	33.9%
Suzanne LaFrance	8.6%	82.0%	49.6%
No difference	21.2%	12.9%	16.5%
GROWING THE ECONOMY:			
Dave Bronson	85.4%	4.2%	40.2%
Suzanne LaFrance	1.2%	80.3%	45.3%
No difference	13.3%	15.5%	14.6%
IMPROVING SNOW REMOVAL:			
Dave Bronson	65.9%	.7%	29.7%
Suzanne LaFrance	4.4%	90.7%	52.3%
No difference	29.8%	8.6%	18.0%
FIXING AND MAINTAINING ROADS:			
Dave Bronson	72.6%	2.8%	33.8%
Suzanne LaFrance	1.9%	85.5%	48.3%
No difference	25.6%	11.7%	17.9%
Total	44.4%	55.6%	100.0%

	2024 ANCHORAGE MAYORAL RUNOFF:		Total
	Dave Bronson	Suzanne LaFrance	Col %
	Col %	Col %	
CERTAINTY OF VOTE FOR LAFRANCE:			
Not going to change		88.1%	88.1%
May change my mind		11.9%	11.9%
CERTAINTY OF VOTE FOR BRONSON:			
Not going to change	83.7%		83.7%
May change my mind	16.3%		16.3%
TARGET VOTERS:			
Definite Bronson	83.7%		37.1%
Target voters	16.3%	11.9%	13.9%
Definite LaFrance		88.1%	49.0%
EFFECT OF POPP ENDORSEMENT:			
More likely to vote LaFrance	3.6%	36.4%	21.8%
No difference	96.4%	63.6%	78.2%
Total	44.4%	55.6%	100.0%

	2024 ANCHORAGE MAYORAL RUNOFF:		Total
	Dave Bronson	Suzanne LaFrance	Col %
	Col %	Col %	
PARTY AFFILIATION:			
Republican	56.8%	7.4%	29.4%
Democrat	1.2%	32.7%	18.7%
Other party	8.0%	6.7%	7.3%
No party	34.0%	53.2%	44.7%
POLITICAL IDEOLOGY:			
Conservative	72.8%	4.3%	34.7%
Moderate	26.0%	45.2%	36.7%
Progressive	1.2%	50.5%	28.6%
MARITAL STATUS:			
Married	72.0%	55.9%	63.1%
Not married	28.0%	44.1%	36.9%
TOTAL CHILDREN IN HOUSEHOLD:			
None	61.4%	71.4%	67.0%
One	10.7%	13.7%	12.4%
Two or more	27.9%	14.9%	20.7%
EDUCATION LEVEL:			
High school/GED or less	11.3%	4.5%	7.5%
Some college	53.8%	46.0%	49.5%
College graduate	34.9%	49.5%	43.1%
ANNUAL HOUSEHOLD INCOME:			
\$0-\$60,000	13.1%	20.3%	17.1%
\$60,000-\$100,000	19.5%	23.0%	21.4%
\$100,000+	62.4%	52.5%	56.8%
Not sure	5.1%	4.2%	4.6%
RACE:			
White	75.4%	78.7%	77.2%
Native/American Indian	6.9%	5.6%	6.1%
Other	17.7%	15.7%	16.6%
GENDER:			
Male	58.4%	47.1%	52.1%
Female	40.6%	51.2%	46.5%
Other	1.0%	1.7%	1.4%
AGE:			
18-34	16.7%	24.0%	20.8%
35-44	16.4%	18.5%	17.6%
45-54	16.5%	16.5%	16.5%
55+	50.4%	41.0%	45.1%
AREAS OF ANCHORAGE:			
Downtown/Spenard/ Turnagain	11.2%	19.1%	15.6%
University/M'view/East Anchorage	25.0%	27.7%	26.5%
Sandlake/Bayshore/ Oceanview	22.3%	21.1%	21.6%
Lake Otis/Hillside	25.5%	21.4%	23.2%
Eagle River/Chugiak	16.0%	10.7%	13.1%
Total	44.4%	55.6%	100.0%

CROSSTABULATION TABLES

Target Voters

Column Percents

	TARGET VOTERS:			Total
	Definite Bronson	Target voters	Definite LaFrance	Col %
	Col %	Col %	Col %	
DAVE BRONSON'S RATING:				
Positive	94.1%	41.9%	2.2%	41.8%
Negative	5.7%	57.7%	96.6%	57.4%
No opinion	.2%	.4%	1.1%	.7%
Never heard			.1%	.0%
BILL POPP'S RATING:				
Positive	36.6%	46.6%	57.9%	48.4%
Negative	26.2%	17.4%	14.3%	19.1%
No opinion	25.8%	26.0%	19.4%	22.7%
Never heard	11.4%	9.9%	8.5%	9.8%
SUZANNE LAFRANCE'S RATING:				
Positive	4.4%	32.4%	91.0%	50.7%
Negative	82.3%	47.4%	5.0%	39.6%
No opinion	11.4%	14.9%	2.7%	7.6%
Never heard	1.8%	5.3%	1.4%	2.1%
CHRIS TUCK'S RATING:				
Positive	19.9%	33.4%	41.2%	32.2%
Negative	44.8%	34.0%	35.5%	38.7%
No opinion	30.4%	27.1%	19.4%	24.6%
Never heard	4.9%	5.5%	3.9%	4.5%
Total	37.1%	13.9%	49.0%	100.0%

	TARGET VOTERS:			Total
	Definite Bronson	Target voters	Definite LaFrance	Col %
	Col %	Col %	Col %	
SUPERVOTER STATUS:				
Every time/Certain	77.9%	60.4%	79.5%	76.3%
Other voter	22.1%	39.6%	20.5%	23.7%
VOTING METHOD FOR RUN-OFF ELECTION:				
Vote by mail	18.8%	34.9%	34.8%	28.8%
Vote via dropbox	46.1%	35.4%	56.6%	49.8%
Vote in person on Election Day	35.1%	29.7%	8.6%	21.4%
FINDING SOLUTIONS TO HOMELESSNESS:				
Dave Bronson	74.7%	27.7%	.2%	31.4%
Suzanne LaFrance	3.8%	38.4%	90.4%	51.3%
No difference	21.5%	33.8%	9.4%	17.3%
FIGHTING CRIME/IMPROVING PUBLIC SAFETY:				
Dave Bronson	93.2%	45.7%	2.5%	42.1%
Suzanne LaFrance	.2%	21.8%	82.3%	43.5%
No difference	6.6%	32.5%	15.1%	14.4%
KEEPING PROPERTY TAXES LOW:				
Dave Bronson	89.3%	63.4%	12.4%	48.1%
Suzanne LaFrance	1.4%	10.2%	56.1%	29.4%
No difference	9.3%	26.4%	31.5%	22.6%
ADEQUATELY FUNDING PUBLIC SCHOOL EDUCATION:				
Dave Bronson	63.1%	13.7%	.6%	25.7%
Suzanne LaFrance	6.4%	46.5%	93.9%	54.7%
No difference	30.4%	39.8%	5.5%	19.6%
REDEVELOPMENT PROGRAMS DOWNTOWN:				
Dave Bronson	75.6%	32.3%	2.7%	33.9%
Suzanne LaFrance	6.3%	39.5%	85.3%	49.6%
No difference	18.1%	28.2%	12.0%	16.5%
GROWING THE ECONOMY:				
Dave Bronson	90.9%	44.3%	.4%	40.2%
Suzanne LaFrance		24.2%	85.7%	45.3%
No difference	9.1%	31.5%	13.9%	14.5%
IMPROVING SNOW REMOVAL:				
Dave Bronson	70.2%	26.0%		29.7%
Suzanne LaFrance	4.1%	37.6%	93.2%	52.3%
No difference	25.7%	36.4%	6.8%	17.9%
FIXING AND MAINTAINING ROADS:				
Dave Bronson	77.5%	34.0%	.5%	33.8%
Suzanne LaFrance	1.7%	30.8%	88.8%	48.4%
No difference	20.7%	35.1%	10.7%	17.8%
Total	37.3%	13.8%	48.9%	100.0%

	TARGET VOTERS:			Total
	Definite Bronson	Target voters	Definite LaFrance	Col %
	Col %	Col %	Col %	
2024 ANCHORAGE MAYORAL RUNOFF: Dave Bronson Suzanne LaFrance	100.0%	52.2% 47.8%	100.0%	44.4% 55.6%
CERTAINTY OF VOTE FOR LAFRANCE: Not going to change May change my mind		100.0%	100.0%	88.1% 11.9%
CERTAINTY OF VOTE FOR BRONSON: Not going to change May change my mind	100.0%	100.0%		83.7% 16.3%
EFFECT OF POPP ENDORSEMENT: More likely to vote LaFrance No difference	2.7% 97.3%	40.6% 59.4%	31.1% 68.9%	21.9% 78.1%
Total	37.1%	13.9%	49.0%	100.0%

	TARGET VOTERS:			Total
	Definite Bronson	Target voters	Definite LaFrance	Col %
	Col %	Col %	Col %	
PARTY AFFILIATION:				
Republican	61.8%	26.6%	5.6%	29.4%
Democrat	.8%	12.0%	34.3%	18.7%
Other party	6.4%	16.4%	5.3%	7.3%
No party	31.0%	45.1%	54.8%	44.6%
POLITICAL IDEOLOGY:				
Conservative	77.5%	32.1%	3.1%	34.8%
Moderate	22.1%	58.3%	41.5%	36.6%
Progressive	.4%	9.7%	55.4%	28.6%
MARITAL STATUS:				
Married	74.8%	49.9%	57.9%	63.0%
Not married	25.2%	50.1%	42.1%	37.0%
TOTAL CHILDREN IN HOUSEHOLD:				
None	62.5%	61.7%	71.8%	66.9%
One	9.2%	19.2%	12.8%	12.4%
Two or more	28.3%	19.1%	15.4%	20.7%
EDUCATION LEVEL:				
High school/GED or less	11.4%	8.8%	4.2%	7.5%
Some college	57.2%	51.0%	43.3%	49.5%
College graduate	31.5%	40.2%	52.5%	43.0%
ANNUAL HOUSEHOLD INCOME:				
\$0-\$60,000	12.8%	26.9%	17.6%	17.1%
\$60,000-\$100,000	17.9%	17.2%	25.4%	21.5%
\$100,000+	64.3%	49.0%	53.3%	56.8%
Not sure	5.0%	6.8%	3.7%	4.6%
RACE:				
White	78.5%	58.5%	81.8%	77.3%
Native/American Indian	6.3%	9.8%	5.0%	6.1%
Other	15.2%	31.7%	13.2%	16.5%
GENDER:				
Male	59.5%	54.5%	45.8%	52.1%
Female	40.2%	43.1%	52.3%	46.5%
Other	.3%	2.4%	1.9%	1.4%
AGE:				
18-34	16.1%	29.5%	21.9%	20.8%
35-44	15.5%	18.6%	18.9%	17.6%
45-54	13.8%	27.3%	15.5%	16.5%
55+	54.6%	24.6%	43.7%	45.1%
AREAS OF ANCHORAGE:				
Downtown/Spenard/ Turnagain	10.3%	15.0%	19.7%	15.6%
University/M'view/East Anchorage	25.0%	31.2%	26.4%	26.5%
Sandlake/Bayshore/ Oceanview	20.9%	24.3%	21.3%	21.6%
Lake Otis/Hillside	27.6%	12.0%	23.1%	23.3%
Eagle River/Chugiak	16.1%	17.6%	9.5%	13.1%
Total	37.1%	13.9%	49.0%	100.0%