ccAdvertising Mobile Phone Only Political Survey – Alaska US Senate Election
Dan Sullivan versus Mark Begich – August 24, 2014

From August 21, 2014 through August 24 2014, ccAdvertising conducted an "Artificial Intelligence Call" (AIC) political survey to mobile phones in Alaska concerning the November 4, 2014, General Election for US Senate. Survey calls were evenly distributed by population density throughout the state. This survey had 4,403 respondents:

**Crosstabs:**

1. Obama Favorable (30%):
   - Sullivan = 16%, Begich = 67%, Undecided = 17%
2. Obama Unfavorable (70%):
   - Sullivan = 57%, Begich = 13%, Undecided = 30%
3. Speak Spanish (8%):
   - Sullivan = 41%, Begich = 32%, Undecided = 27%
4. Support Obama Care (27%):
   - Sullivan = 8%, Begich = 77%, Undecided = 15%
5. Do Not Support Obama Care (73%):
   - Sullivan = 59%, Begich = 15%, Undecided = 26%
6. Republican (40%):
   - Sullivan = 69%, Begich = 15%, Undecided = 16%
7. Democrat (17%):
   - Sullivan = 10%, Begich = 76%, Undecided = 14%
8. Independent (43%):
   - Sullivan = 40%, Begich = 31%, Undecided = 29%
9. Apps on Mobile Phone (75%):
   - Sullivan = 46%, Begich = 34%, Undecided = 20%
10. Mobile Phone Only Home (54%):
    - Sullivan = 41%, Begich = 31%, Undecided = 28%
11. Anti-Tax (79%):
    - Sullivan = 58%, Begich = 25%, Undecided = 17%
12. Pro-Life (54%):
    - Sullivan = 61%, Begich = 22%, Undecided = 17%
13. Pro-NRA (75%):
    - Sullivan = 61%, Begich = 18%, Undecided = 21%
14. Male (59%):
    - Sullivan = 53%, Begich = 29%, Undecided = 18%
15. Female (41%):
    - Sullivan = 40%, Begich = 39%, Undecided = 21%

The Mobile Phone Channel (MPC) of Alaska has a 143% penetration rate into the population (1.43 mobile phones per person). 54% of all respondents in the survey live in a Mobile Phone only home.

ccAdvertising is creating Mobile Phone Channel Opt-In Communities. In surveys like this, ccAdvertising is asking respondents if they would like to be compensated for receiving content on their mobile phones instead of letting the large Internet companies make all of the money. This would be based on what the respondent sees online and on their phones. *57% of respondents in this survey said they would Opt-In to participate in this type of service.*