

# Strategic Market Planning & Research

A Report  
January 4, 2018



by



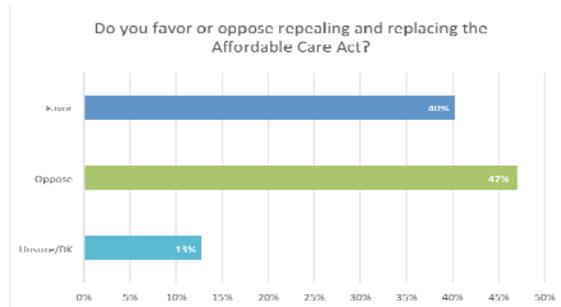
## Methodology

- August 3 – 13, 2017 data collection
- N=700 participated. Respondents were 18 years of age, the ratio of men to women and of age-group levels was kept in proportion to State population figures
- Regional samples proportional to Alaska Resident populations (2012 census)
- Margin of error +/- 4% ; 95% confidence interval
- Drawn from the five main regions of Alaska - Anchorage, Mat-Su/Kenai, Fairbanks, Rural, and Southeast



## Affordable Care Act

- Given what you know about the Affordable Care Act, do you generally have a positive or negative opinion about the Affordable Care Act?
- Do you generally have a positive or negative opinion of Alaska expanding Medicaid to offer healthcare to more Alaskans?
- Do you favor or oppose repealing and replacing the Affordable Care Act?



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## Stigma of Trust Beneficiaries

To identify differences in stigma against groups of beneficiaries in the survey, respondents were asked the same set of questions, while the questions referenced different stories.

Whenever the results showed a significant difference between one story and another, it indicated a pronounced stigma against the person described in the story.

The various questions selected have been used in similar national studies; we amended them for our purposes, to identify stigmas.



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## Stigma of Trust Beneficiaries

Here are the questions asked:

- People with a problem like John's could snap out of it if they wanted.
- People with a problem like John's are dangerous.
- If I had a problem like John's I would not tell anyone.
- I would not employ someone if I knew they had a problem like John's.

How likely would you be to do the following?

- Spend an evening socializing with John.
- Become a close friend with John.
- Trust John on the job.
- Welcome John to marry into your family.



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## Stigma of Trust Beneficiaries

### High Stigma Against People with Alcohol Abuse Problems

Throughout the survey, negative sentiment was disproportionately expressed toward Alaskans experiencing alcohol abuse:

- Compared to drug addiction and mental illness, respondents are 11% more likely to believe that people suffering from alcohol addiction should be able to snap out of it—28% to 17%.
- Respondents are more than twice as likely to deny employment to someone with an alcohol abuse problem than they are to deny employment to someone with a mental illness
- Alaskans are about 34% less likely to socialize with someone who has an alcohol abuse problem as they are to socialize with someone with a drug abuse problem or a mental illness.
- More Alaskans stated that they would not socialize with someone who has an alcohol abuse problem than those who would—55% to 41%.



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## Stigma of Trust Beneficiaries

And finally, we asked a seminal question: Do you think John is likely to be discriminated against by people in your community?

### **Alaskans Perceptions of Alcohol Abuse is Discriminatory**

A very telling question asked respondents whether people with the sort of problem described in the story are likely to be discriminated against by others in the community.

Overall, the majority report YES to discrimination with 64% for Alcohol Abuse, 62% for Mental Illness, and 58% for Drug Abuse.



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## Stigma of Trust Beneficiaries

**Alaskans agree that such discrimination does exist.**

Significantly, there is some indication that those with alcohol abuse problems are even more stigmatized:

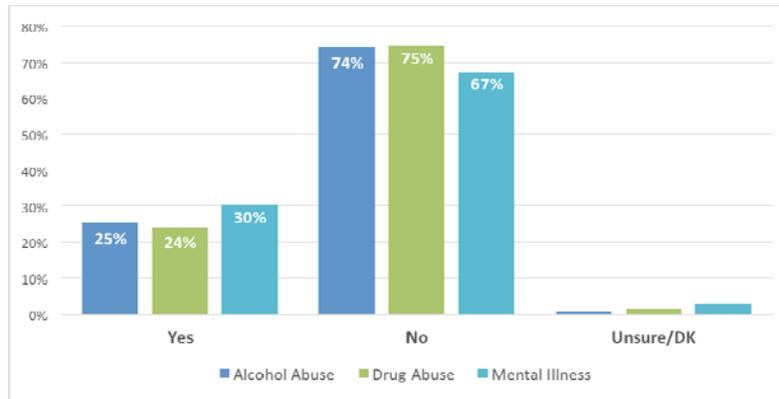
- When asked do you think John is likely to be discriminated against by people in your community? A higher percentage believes that those who have a drug abuse problem or a mental illness are not discriminated against, 35% and 33%, respectively. And less than 26% of respondents believe that those suffering from alcohol addiction are not discriminated against in the community,
- Although this difference in sentiment is relatively small, there is some indication that Alaskans perceive a community-wide stigma against those suffering from alcohol addiction.



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## Awareness

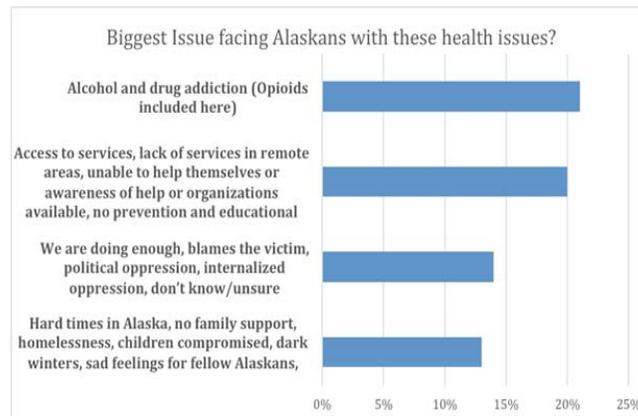
Does anyone in your family or close friends have similar problems to the person described in the story?



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## Biggest Issues facing Alaskans

And finally, what do you think is the biggest issue facing Alaskans with one of these health issues?



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## Notable Perceptions

The following are some of the notable findings based on the results collected about public perception of Alaska Mental Health Trust Authority and The Trust Land Office.

### Positive Awareness

- 50% of respondents have a positive opinion of the Alaska Mental Health Trust Authority.
- 17% of respondents held positive opinions about The Trust Land Office.

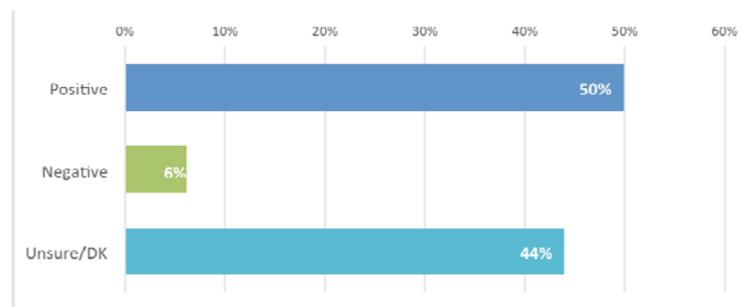
### Low Level of Negative Opinion

- 6% of respondents had a negative opinion about Alaska Mental Health Trust Authority
- 4% of respondents had a negative opinion about The Trust Land Office



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## Overall Perception of Trust Authority

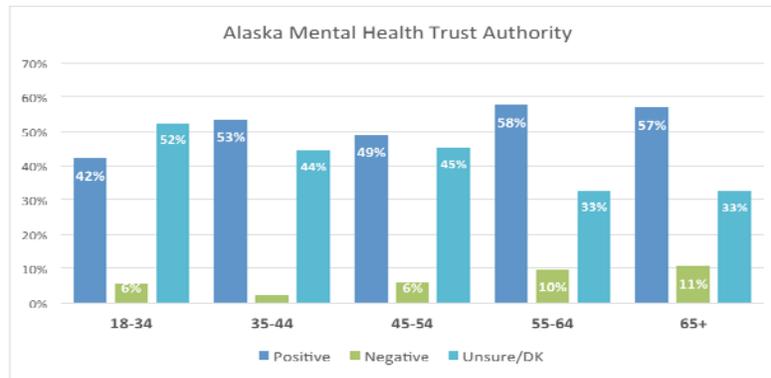


Half of the respondents had a positive sentiment, and only 6% had a negative opinion of it. Many respondents (44%) did not know or were unsure about the organization.



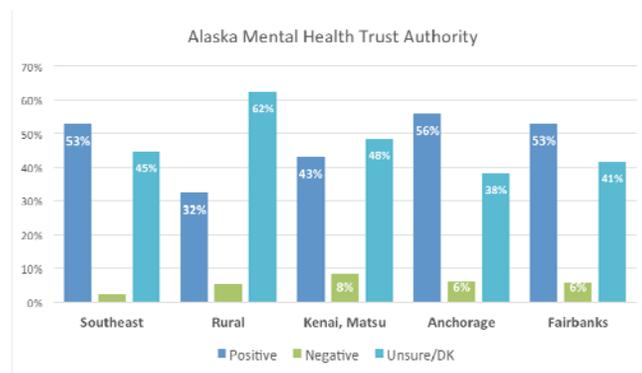
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## Perception of Trust Authority by Age



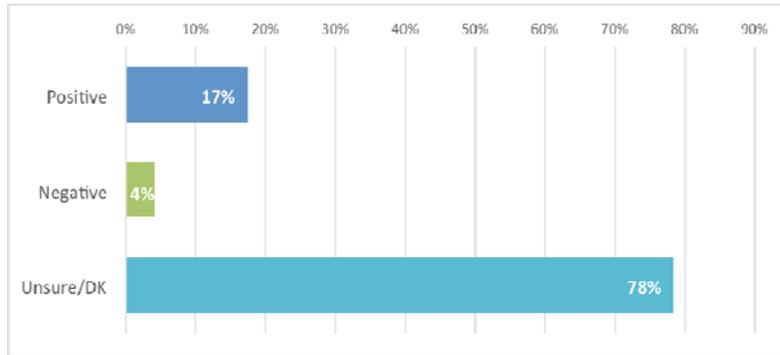
Elders in the 55+ age groups had the most positive opinions of the organization.

## Perception of Trust Authority by Area



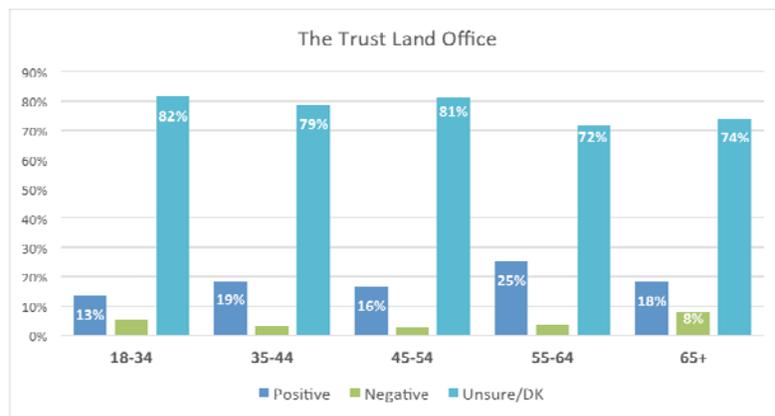
Most positive opinions came from Anchorage residents

## Overall Perception of Trust Land Office



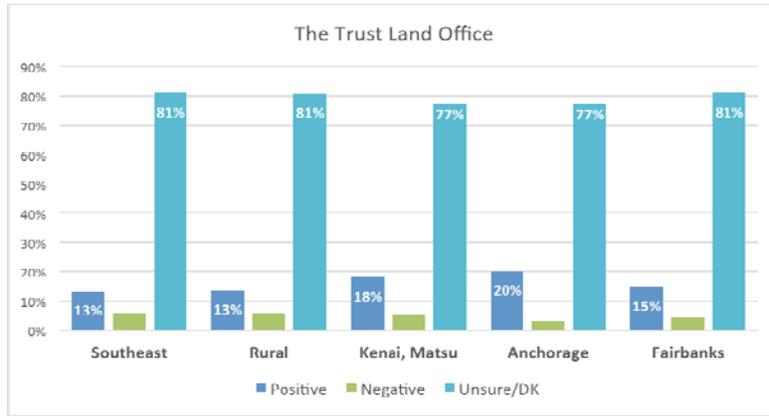
17% had a positive sentiment, and only 4% offered a negative opinion of it.

## Perception of Trust Land Office by Age



Most positive impression came from the 55-64 age groups.

## Perception of Trust Land Office by Area

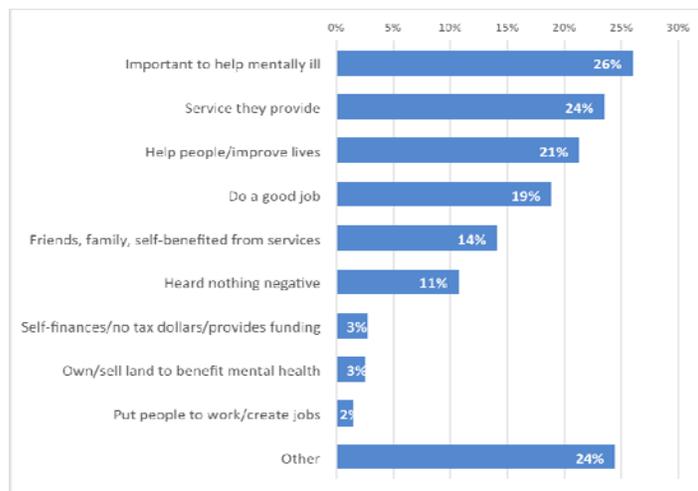


All areas had the same lack of familiarity; but Anchorage had the highest positive rating overall.



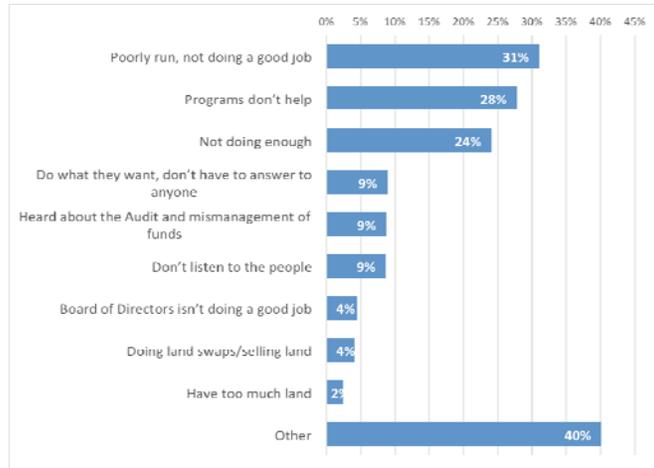
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## Reason for Positive Opinion



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## Reason for Negative Opinion



## Role of Alaska Mental Health Trust Authority

