

Mat-Su Household Values Survey

What do Mat-Su residents value most?

The Character Of The Valley

University of Alaska's Institute of Social and Economic Research (ISER) surveyed Mat-Su residents asking what they would like their community to look like in 2040. In simplest terms, residents want the future Mat-Su to keep the character that attracted them: small communities and an unrestricted outdoor lifestyle. Unfortunately, a lot of people want those same things and pressure from rapid population growth has put them in jeopardy.

Tell Us What Future You Want

The survey content was derived from Mat-Su residents' feelings about growth, development and resource protection. Focus groups in Houston, Palmer, Wasilla, Sutton, and Talkeetna helped identify several repeated concerns: diminishing salmon stocks, protecting farmland from becoming suburbs, preserving recreation access. ISER also interviewed local leaders with land use interests.

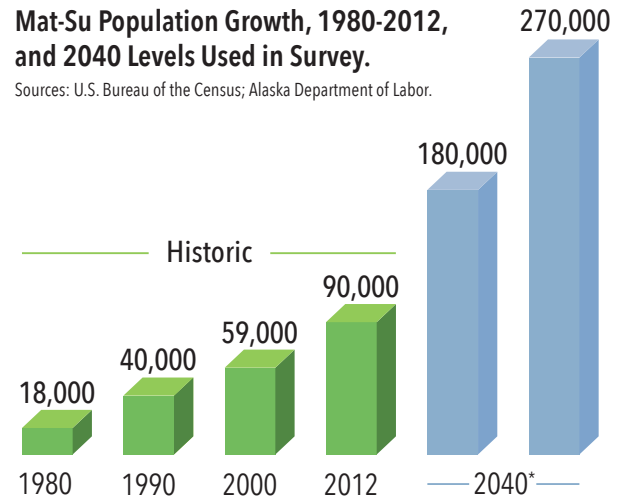
Are You Willing To Pay For It?

Survey recipients chose between different land use and development scenarios and were given options about how much they were willing to pay for the future they wanted. Results showed that Mat-Su residents want the future to look like the valley they know, or knew – one with fully restored salmon runs, farmland used for...farming, and access to recreation areas for fishing, hunting, snowmachining, skiing, etc. It's what brought many of them here in the first place and it's what they'd like for their kids to experience.

Read the complete survey results at iser.uaa.alaska.edu

Mat-Su Population Growth, 1980-2012, and 2040 Levels Used in Survey.

Sources: U.S. Bureau of the Census; Alaska Department of Labor.



Top 3 actions residents would be willing to pay to achieve:



Each survey alternative was assigned a hypothetical annual cost of anywhere from \$0 to \$200 to be paid by the household to see that combination of actions realized.

"A lot of people move to the Valley for the small town feel and atmosphere."*

*Quotes were taken from the transcripts from the Focus Groups performed by ISER.

"You took a field that had Pioneer Peak in the background, and now it's a hundred houses with Pioneer Peak in the background."*

Read the complete survey results at iser.uaa.alaska.edu. Find other Mat-Su studies at matsu2050.org.

MATSU
2050.org