



GS STRATEGY GROUP

TO: JUSTIN VAUGHN

FROM: ROBERT JONES

RE: TREASURE VALLEY RESEARCH

DATE: 10.31.2016

TRANSPARENCY INITIATIVE DISCLOSURE

The research study was sponsored by Boise State University and conducted by GS Strategy Group. The survey targeted Idaho adults (18+) in Treasure Valley (Ada, Canyon and Owyhee counties). Survey conducted September 10-22, 2016 using a purchased list, from AccuData, of 25,000 Idaho consumers for the base sample and 5,000 for oversample. Individuals on purchased list had an address within Ada, Canyon or Owyhee County.

Participants were not recruited for the study, rather respondents were called from list using an Nth select to ensure random selection and a representative distribution. Idaho has a higher cell phone only household percentage than most states and capturing these individuals is a key component to gather a representative sample. The survey had 41.0% of respondents complete it via cell phone. Also, quotas were modeled for county, age and gender to provide a representative sample. Only specific people from list were contacted when a household was telephoned.

When calling respondents the survey was offered in English and administered utilizing CATI software. The sample included a Treasure Valley base sample n=1,000 and Owyhee County oversample n=73. Final measures of precision for research study: response rate 13.93% and incidence rate 83.84% with a MOE 3.10%. The data was not weighted as it was representative of the population.

For more information, please contact, Robert Jones - robert@gsstrategygroup.com