

GS STRATEGY GROUP

TO: JUSTIN VAUGHN

FROM: ROBERT JONES

RE: TREASURE VALLEY RESEARCH

DATE: 10.10.2017

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, Boise, Canyon, Gem, and Owyhee counties). Survey conducted September 5-8, 2017 using a purchased list, from Accudata, of 60,000 Idaho consumers for the sample. Individuals on purchased list had an address within Ada, Boise, Canyon, Gem, 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 49.8% 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. Final measures of precision for research study: response rate 19.99% and incidence rate 92.57% with a MOE 3.10%.

Lastly, on average a respondent completed the survey in 14 minutes.

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