



BOISE STATE UNIVERSITY STATEWIDE SURVEY

CONDUCTED DECEMBER 2 – 7, 2017

N = 1,000 Idaho Adults; 60% Cells

Margin of Error: +/- 3.1%

Table 1-1

Q1. First, to make sure we get a representative sample, can you please tell me your current age?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
18-29	21.2	23.6	19.7	21.2
30-44	26.4	25.9	25.8	26.4
45-54	18.0	17.5	18.8	18.0
55-64	16.2	16.1	18.3	16.2
65+	18.2	16.9	17.3	18.2

Table 2-1

Q2. And before we begin, please tell me, do you currently live in Idaho - yes or no?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Yes	100.0	100.0	100.0	100.0

Table 3-1

Q3. What is the most important issue facing Idaho today?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Education/schools	23.3	0.0	0.0	23.3
Economy/jobs	10.7	0.0	0.0	10.7
Health care	7.5	0.0	0.0	7.5
Taxes/tax policy	6.1	0.0	0.0	6.1
Growth/rapid growth/managing growth/population growth	3.4	0.0	0.0	3.4

Land use/public lands/ federal lands	2.8	0.0	0.0	2.8
Wages/low wages/minimum wage/lack of high paying jobs	2.6	0.0	0.0	2.6
Roads/transportation/traffic	1.7	0.0	0.0	1.7
Environment	1.5	0.0	0.0	1.5
Government/government regulations/federal government/states rights	1.4	0.0	0.0	1.4
Immigration	1.4	0.0	0.0	1.4
Politicians/political landscape/politicians	1.4	0.0	0.0	1.4
Gun laws/second amendment	1.2	0.0	0.0	1.2
Republicans/conservatives/ Idaho is too conservative	1.1	0.0	0.0	1.1
Crime	1.0	0.0	0.0	1.0
Morality/family values/ religious values	1.0	0.0	0.0	1.0
Housing/affordable housing	1.0	0.0	0.0	1.0
Liberals/becoming too liberal/democrats/people are not conservative enough	1.0	0.0	0.0	1.0
President Trump	0.9	0.0	0.0	0.9
Water/water rights/water issues/water consumption	0.9	0.0	0.0	0.9
Drug problem/opioid abuse	0.8	0.0	0.0	0.8
Social issues/social services	0.8	0.0	0.0	0.8
Infrastructure	0.7	0.0	0.0	0.7
Marijuana legalization/ medical marijuana	0.7	0.0	0.0	0.7
Labor issues/right to work law	0.7	0.0	0.0	0.7
Net neutrality	0.7	0.0	0.0	0.7
Community involvement/need for people to get along	0.7	0.0	0.0	0.7

Wildlife management/hunting laws	0.7	0.0	0.0	0.7
Homelessness/poverty	0.6	0.0	0.0	0.6
Budget/spending	0.5	0.0	0.0	0.5
Senior issues/caring for the elderly	0.5	0.0	0.0	0.5
Cost of living	0.4	0.0	0.0	0.4
Welfare/welfare reform	0.4	0.0	0.0	0.4
Abortion	0.3	0.0	0.0	0.3
Agriculture	0.3	0.0	0.0	0.3
Logging/mining	0.2	0.0	0.0	0.2
Republicans in government	0.2	0.0	0.0	0.2
Corruption	0.2	0.0	0.0	0.2
Governor/election for Governor	0.2	0.0	0.0	0.2
Other	2.7	0.0	0.0	2.7
DK/Refused	15.8	0.0	0.0	15.8

Table 4-1
 Q4. Do you think things in Idaho are generally headed in the right direction, or do you feel that things are off on the wrong track?
 (NET DIF 1 - Percent right minus percent wrong)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Right Direction	57.5	57.0	61.7	57.5
Wrong Track	30.8	35.2	30.8	30.8
DK/Refused	11.7	7.8	7.5	11.7
NET DIF 1	26.7	21.8	30.9	26.7

Table 5-1

On a scale of 1-10, with 1 being not at all important and 10 being extremely important, how important would you say it is for the Idaho State Legislature to address each of the following issues? If you have no opinion, just say so.

Q5. Jobs and the economy

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
8 to 10	62.2	69.6	70.2	62.2
10	32.1	33.5	37.5	32.1
9	10.7	15.5	12.0	10.7
8	19.4	20.6	20.6	19.4
4 to 7	29.4	25.9	24.6	29.4
7	13.9	12.5	9.9	13.9
6	5.5	6.1	6.6	5.5
5	8.3	5.5	6.4	8.3
4	1.7	1.8	1.6	1.7
1 to 3	3.2	1.8	2.5	3.2
3	1.0	0.5	1.2	1.0
2	1.0	0.3	0.4	1.0
1	1.2	1.0	0.9	1.2
No Opinion	4.6	2.5	2.5	4.6
DK/Refused	0.6	0.2	0.3	0.6
Mean	8.0	8.2	8.2	8.0

Table 6-1

Q6. Education

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
8 to 10	72.4	76.9	80.5	72.4
10	51.1	49.6	53.9	51.1
9	10.3	13.6	11.4	10.3
8	11.0	13.7	15.1	11.0
4 to 7	16.8	14.4	13.9	16.8
7	7.2	6.0	6.3	7.2
6	4.0	3.3	2.3	4.0
5	4.2	4.4	4.4	4.2
4	1.4	0.7	0.9	1.4
1 to 3	4.1	3.2	2.9	4.1
3	1.4	0.9	0.5	1.4
2	0.7	1.5	1.1	0.7
1	2.0	0.8	1.2	2.0
No Opinion	6.1	5.5	2.6	6.1
DK/Refused	0.6	0.0	0.1	0.6
Mean	8.6	8.7	8.8	8.6

Table 7-1
Q7. Transportation

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
8 to 10	33.5	27.9	30.6	33.5
10	12.2	8.7	12.4	12.2
9	6.8	3.7	4.4	6.8
8	14.5	15.5	13.8	14.5
4 to 7	50.1	50.9	54.7	50.1
7	14.3	11.6	16.0	14.3
6	11.6	12.2	11.3	11.6
5	18.2	19.7	22.3	18.2
4	6.0	7.4	5.1	6.0
1 to 3	12.5	18.8	10.9	12.5
3	4.6	6.8	5.1	4.6
2	3.1	5.9	3.6	3.1
1	4.8	6.1	2.2	4.8
No Opinion	3.0	2.0	3.5	3.0
DK/Refused	0.9	0.4	0.3	0.9
Mean	6.3	5.8	6.3	6.3

Table 8-1
Q8. Healthcare

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
8 to 10	66.2	59.3	70.5	66.2
10	39.3	31.0	43.7	39.3
9	12.1	12.8	11.2	12.1
8	14.8	15.5	15.6	14.8
4 to 7	23.1	29.6	22.8	23.1
7	9.7	10.7	9.2	9.7
6	5.4	6.8	4.4	5.4
5	6.8	9.4	7.8	6.8
4	1.2	2.7	1.4	1.2
1 to 3	5.1	7.2	3.6	5.1
3	1.7	2.4	0.9	1.7
2	1.2	2.1	0.8	1.2
1	2.2	2.7	1.8	2.2
No Opinion	5.1	3.3	2.9	5.1
DK/Refused	0.5	0.6	0.2	0.5
Mean	8.1	7.7	8.3	8.1

Table 9-1
Q9. Taxes

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	1000	1000
8 to 10	51.8	0.0	46.4	51.8
10	24.4	0.0	22.6	24.4
9	9.7	0.0	5.7	9.7
8	17.7	0.0	18.1	17.7
4 to 7	35.4	0.0	42.8	35.4
7	10.8	0.0	12.1	10.8
6	10.0	0.0	8.1	10.0
5	12.5	0.0	19.5	12.5
4	2.1	0.0	3.1	2.1
1 to 3	7.7	0.0	7.5	7.7
3	3.5	0.0	2.9	3.5
2	2.0	0.0	2.2	2.0
1	2.2	0.0	2.4	2.2
No Opinion	4.0	0.0	3.0	4.0
DK/Refused	1.1	0.0	0.4	1.1
Mean	7.3	0.0	7.0	7.3

Table 10-1
Q10. Immigration

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	0.0	1000
8 to 10	40.2	38.5	0.0	40.2
10	23.0	19.4	0.0	23.0
9	6.6	7.7	0.0	6.6
8	10.6	11.4	0.0	10.6
4 to 7	32.4	37.1	0.0	32.4
7	10.7	10.6	0.0	10.7
6	4.6	6.3	0.0	4.6
5	13.4	14.6	0.0	13.4
4	3.7	5.6	0.0	3.7
1 to 3	21.0	19.5	0.0	21.0
3	6.2	6.0	0.0	6.2
2	7.0	6.9	0.0	7.0
1	7.8	6.6	0.0	7.8
No Opinion	5.2	3.9	0.0	5.2
DK/Refused	1.2	1.0	0.0	1.2
Mean	6.4	6.3	0.0	6.4

Table 11-1
Q11. Natural Resources

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	1000	1000
8 to 10	48.3	0.0	56.7	48.3
10	22.2	0.0	27.7	22.2
9	9.6	0.0	9.0	9.6
8	16.5	0.0	20.0	16.5
4 to 7	40.7	0.0	35.1	40.7
7	15.0	0.0	13.6	15.0
6	11.1	0.0	7.7	11.1
5	9.7	0.0	11.5	9.7
4	4.9	0.0	2.3	4.9
1 to 3	4.8	0.0	4.5	4.8
3	1.6	0.0	1.5	1.6
2	1.6	0.0	1.3	1.6
1	1.6	0.0	1.7	1.6
No Opinion	4.7	0.0	3.2	4.7
DK/Refused	1.5	0.0	0.5	1.5
Mean	7.4	0.0	7.6	7.4

Table 12-1
Q12. The Environment

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	0.0	1000
8 to 10	47.7	42.2	0.0	47.7
10	23.6	17.4	0.0	23.6
9	8.8	7.7	0.0	8.8
8	15.3	17.1	0.0	15.3
4 to 7	36.9	43.1	0.0	36.9
7	12.5	13.7	0.0	12.5
6	7.2	9.6	0.0	7.2
5	11.8	14.2	0.0	11.8
4	5.4	5.6	0.0	5.4
1 to 3	11.4	12.5	0.0	11.4
3	5.1	5.3	0.0	5.1
2	3.2	2.7	0.0	3.2
1	3.1	4.5	0.0	3.1
No Opinion	3.0	1.6	0.0	3.0
DK/Refused	1.0	0.6	0.0	1.0
Mean	7.0	6.7	0.0	7.0

Table 15-1

Q13. Over the next 2 years do you think Idaho's economy is going to get better, get worse or stay about the same?
(NET DIF 1 - Percent better minus percent worse)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Better	45.6	39.7	43.4	45.6
Worse	12.1	13.5	11.3	12.1
Stay the same	39.0	42.9	41.7	39.0
DK/Refused	3.3	3.9	3.5	3.3
NET DIF 1	33.5	26.2	32.1	33.5

Table 16-1

Q14. Which of the following statements comes closest to your own opinion?
(NET DIF 1 - Percent new industries minus percent historical strengths)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	0.0	1000
The Idaho economy of the future should focus on growing new industries like technology and computer sciences, encouraging innovation and an entrepreneurial culture	56.8	57.4	0.0	56.8
The Idaho economy of the future should focus on its historical strengths in natural resources, like agriculture, timber and mining	34.3	35.4	0.0	34.3
DK/Refused	8.9	7.2	0.0	8.9
NET DIF 1	22.5	22.0	0.0	22.5

Table 17-1

Q15. How important are natural resources like agriculture, mining and timber to Idaho's economy - extremely, very, somewhat, or not at all important?

(NET DIF 1 - Percent extremely/very minus percent somewhat/not)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Extremely/Very	84.9	0.0	0.0	84.9
Extremely	49.3	0.0	0.0	49.3
Very	35.6	0.0	0.0	35.6
Somewhat/Not	14.3	0.0	0.0	14.3
Somewhat	13.1	0.0	0.0	13.1
Not at all	1.2	0.0	0.0	1.2
DK/Refused	0.8	0.0	0.0	0.8
NET DIF 1	70.6	0.0	0.0	70.6

Table 18-1

Q16. Please tell me whether you agree or disagree with the following statement: Mining in Idaho can be done in an environmentally responsible manner.

(NET DIF 1 - Percent agree minus percent disagree)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Agree	80.4	0.0	0.0	80.4
Strongly Agree	55.8	0.0	0.0	55.8
Somewhat Agree	24.6	0.0	0.0	24.6
Disagree	14.5	0.0	0.0	14.5
Somewhat Disagree	7.2	0.0	0.0	7.2
Strongly Disagree	7.3	0.0	0.0	7.3
DK/Refused	5.1	0.0	0.0	5.1
Mean	1.6	0.0	0.0	1.6
NET DIF 1	65.9	0.0	0.0	65.9

Table 19-1

Q17. Currently, the US must rely on China for a majority of its supply of many critical minerals that are used in fire prevention, national defense, batteries and everyday electronics. Knowing this, which of the following comes closer to your opinion?

(NET DIF 1 - Percent Idaho lead way minus percent import China)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Idaho should lead the way by mining for critical minerals here at home, putting America first and reducing our reliance on foreign products	61.2	0.0	0.0	61.2
Global trade is important to the American economy and it's okay to import critical minerals from countries like China	29.5	0.0	0.0	29.5
DK/Refused	9.3	0.0	0.0	9.3
NET DIF 1	31.7	0.0	0.0	31.7

Table 20-1

Q18. How would you rate the quality of education in Idaho's K-12 public schools?
(NET DIF 1 - Percent excellent/good minus percent fair/poor)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Excellent/Good	32.9	27.6	36.6	32.9
Excellent	4.0	3.5	4.1	4.0
Good	28.9	24.1	32.5	28.9
Fair/Poor	62.8	70.1	59.6	62.8
Fair	37.3	37.3	36.6	37.3
Poor	25.5	32.8	22.9	25.5
DK/Refused	4.3	2.3	3.9	4.3
Mean	2.9	3.0	2.8	2.9
NET DIF 1	-29.9	-42.5	-23.0	-29.9

Table 21-1

Q19. And thinking specifically about your school district, how would you rate the quality of K-12 public schools in your area?
(NET DIF 1 - Percent excellent/good minus percent fair/poor)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	1000	1000
Excellent/Good	44.9	0.0	49.6	44.9
Excellent	12.4	0.0	11.7	12.4
Good	32.5	0.0	37.9	32.5
Fair/Poor	48.7	0.0	44.8	48.7
Fair	31.1	0.0	30.2	31.1
Poor	17.6	0.0	14.5	17.6
DK/Refused	6.4	0.0	5.7	6.4
Mean	2.6	0.0	2.5	2.6
NET DIF 1	-3.8	0.0	4.8	-3.8

Table 22-1

Q20. When it comes to preparing students to further their education beyond high school, do you think Idaho is doing an excellent, good, fair, or poor job?
(NET DIF 1 - Percent excellent/good minus percent fair/poor)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Excellent/Good	29.3	0.0	0.0	29.3
Excellent	4.6	0.0	0.0	4.6
Good	24.7	0.0	0.0	24.7
Fair/Poor	66.0	0.0	0.0	66.0
Fair	39.2	0.0	0.0	39.2
Poor	26.8	0.0	0.0	26.8
DK/Refused	4.7	0.0	0.0	4.7
Mean	2.9	0.0	0.0	2.9
NET DIF 1	-36.7	0.0	0.0	-36.7

Table 23-1

On a scale of 1-10, with 1 meaning you disagree completely and 10 meaning you agree completely, how much do you agree or disagree with each of the following statements? If you have no opinion, just say so.

Q21. Idaho's colleges and universities are providing Idaho with an excellent workforce

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
8 to 10	32.0	0.0	0.0	32.0
10	9.7	0.0	0.0	9.7
9	5.3	0.0	0.0	5.3
8	17.0	0.0	0.0	17.0
4 to 7	47.6	0.0	0.0	47.6
7	16.7	0.0	0.0	16.7
6	11.7	0.0	0.0	11.7
5	13.2	0.0	0.0	13.2
4	6.0	0.0	0.0	6.0
1 to 3	10.8	0.0	0.0	10.8
3	3.4	0.0	0.0	3.4
2	2.7	0.0	0.0	2.7
1	4.7	0.0	0.0	4.7
No Opinion	4.6	0.0	0.0	4.6
DK/Refused	5.0	0.0	0.0	5.0
Mean	6.4	0.0	0.0	6.4

Table 24-1

Q22. High School students and parents have a clear understanding of opportunities for university programs in Idaho

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
8 to 10	21.7	0.0	0.0	21.7
10	5.6	0.0	0.0	5.6
9	3.6	0.0	0.0	3.6
8	12.5	0.0	0.0	12.5
4 to 7	50.1	0.0	0.0	50.1
7	13.5	0.0	0.0	13.5
6	11.0	0.0	0.0	11.0
5	16.7	0.0	0.0	16.7
4	8.9	0.0	0.0	8.9
1 to 3	17.4	0.0	0.0	17.4
3	7.0	0.0	0.0	7.0
2	4.7	0.0	0.0	4.7
1	5.7	0.0	0.0	5.7
No Opinion	4.9	0.0	0.0	4.9
DK/Refused	5.9	0.0	0.0	5.9
Mean	5.7	0.0	0.0	5.7

Table 25-1

Q23. High School students and parents have a clear understanding of technical or trade school opportunities in Idaho

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
8 to 10	17.1	0.0	0.0	17.1
10	4.9	0.0	0.0	4.9
9	3.3	0.0	0.0	3.3
8	8.9	0.0	0.0	8.9
4 to 7	50.4	0.0	0.0	50.4
7	10.4	0.0	0.0	10.4
6	11.3	0.0	0.0	11.3
5	17.7	0.0	0.0	17.7
4	11.0	0.0	0.0	11.0
1 to 3	21.6	0.0	0.0	21.6
3	8.7	0.0	0.0	8.7
2	5.3	0.0	0.0	5.3
1	7.6	0.0	0.0	7.6
No Opinion	5.5	0.0	0.0	5.5
DK/Refused	5.4	0.0	0.0	5.4
Mean	5.2	0.0	0.0	5.2

Table 26-1

Q24. There are enough opportunities for either your school-age child or children you know to stay in Idaho

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
8 to 10	26.6	0.0	0.0	26.6
10	10.5	0.0	0.0	10.5
9	4.3	0.0	0.0	4.3
8	11.8	0.0	0.0	11.8
4 to 7	44.2	0.0	0.0	44.2
7	12.6	0.0	0.0	12.6
6	10.3	0.0	0.0	10.3
5	14.2	0.0	0.0	14.2
4	7.1	0.0	0.0	7.1
1 to 3	19.9	0.0	0.0	19.9
3	7.8	0.0	0.0	7.8
2	4.8	0.0	0.0	4.8
1	7.3	0.0	0.0	7.3
No Opinion	5.0	0.0	0.0	5.0
DK/Refused	4.3	0.0	0.0	4.3
Mean	5.8	0.0	0.0	5.8

Table 29-1

Q25. Which of the following resources would provide the most help to a worker in Idaho looking to develop a new skill for a different job?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
A local community college or technical school	50.6	0.0	0.0	50.6
A four-year college or university	16.2	0.0	0.0	16.2
A friend or family member	9.3	0.0	0.0	9.3
The Idaho Department of Labor	7.4	0.0	0.0	7.4
A local business	7.3	0.0	0.0	7.3
The Idaho Department of Commerce	1.2	0.0	0.0	1.2
The local Chamber of Commerce	0.8	0.0	0.0	0.8
DK/Refused	7.2	0.0	0.0	7.2

Table 30-1

Q26. Have you recently seen, read or heard about any marketing information regarding workforce education and training opportunities in your area - yes or no?
(NET DIF 1 - Percent yes minus percent no)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Yes	29.1	0.0	0.0	29.1
No	70.0	0.0	0.0	70.0
DK/Refused	0.9	0.0	0.0	0.9
NET DIF 1	-40.9	0.0	0.0	-40.9

Table 31-1

Q27. What, specifically did you hear about?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	291	0.0	0.0	291
Health care/medical education/nursing programs	6.2	0.0	0.0	6.2
Tech schools/technical college/new tech schools/tech courses	5.8	0.0	0.0	5.8
Trade schools/information on trade schools/trade programs	5.5	0.0	0.0	5.5

Community college programs	4.8	0.0	0.0	4.8
Local college/college/ university trade programs/ workforce training	4.1	0.0	0.0	4.1
North Idaho College/NIC/ adult training programs/ classes/trade programs	4.1	0.0	0.0	4.1
Private company training	4.1	0.0	0.0	4.1
Continuing education/ education/encouraging more education	3.4	0.0	0.0	3.4
Idaho State University/Idaho State University vocational school/discover opportunity	3.1	0.0	0.0	3.1
Job fairs	3.1	0.0	0.0	3.1
CWI/College of Western Idaho/vocational programs/ job retraining	2.7	0.0	0.0	2.7
College of Eastern Idaho/ offering programs	2.4	0.0	0.0	2.4
Mail/emails about job training	2.4	0.0	0.0	2.4
TV commercials/TV ads	2.4	0.0	0.0	2.4
Local high school/high school program	2.1	0.0	0.0	2.1
Truck driving school/moving company training	2.1	0.0	0.0	2.1
Variety of programs being offered	2.1	0.0	0.0	2.1
Idaho Department of Labor/ job fair/career changes	2.1	0.0	0.0	2.1
College of Southern Idaho/ CSI/job training	1.7	0.0	0.0	1.7
Radio ads/radio	1.7	0.0	0.0	1.7
Electrical school / electrician training	1.4	0.0	0.0	1.4
Job training/continuing education	1.4	0.0	0.0	1.4
Advertisements	1.4	0.0	0.0	1.4

Online advertising	1.4	0.0	0.0	1.4
Law enforcement training/ public safety training	1.4	0.0	0.0	1.4
Dual enrollment/local college credits	1.0	0.0	0.0	1.0
Buck The Quo	1.0	0.0	0.0	1.0
Training for veterans	1.0	0.0	0.0	1.0
Workforce training and technical programs/different programs	1.0	0.0	0.0	1.0
Carrington College	1.0	0.0	0.0	1.0
Billboard	1.0	0.0	0.0	1.0
Go On Idaho	0.7	0.0	0.0	0.7
News stories/newspaper	0.7	0.0	0.0	0.7
Word of mouth	0.7	0.0	0.0	0.7
Training and job placement	0.7	0.0	0.0	0.7
Online training	0.7	0.0	0.0	0.7
Other	5.5	0.0	0.0	5.5
DK/Refused	12.0	0.0	0.0	12.0

Table 32-1

Q28. A recent executive order from the Governor created a new, more powerful committee to oversee Idaho's workforce education efforts. From the following list of proposals, please tell me which should be the top priority.

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Increasing awareness and access to career education and training opportunities	44.4	0.0	0.0	44.4
Improving the effectiveness of workforce development programs and services	21.3	0.0	0.0	21.3
Ensuring efficient use of federal, state, and local workforce development resources	17.6	0.0	0.0	17.6
Developing performance measures to track the effectiveness of workforce training funds	8.7	0.0	0.0	8.7
DK/Refused	8.0	0.0	0.0	8.0

Table 33-1

Q29. And which should be the second priority?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	920	0.0	0.0	920
Improving the effectiveness of workforce development programs and services	29.1	0.0	0.0	29.1
Increasing awareness and access to career education and training opportunities	22.9	0.0	0.0	22.9
Ensuring efficient use of federal, state, and local workforce development resources	22.8	0.0	0.0	22.8
Developing performance measures to track the effectiveness of workforce training funds	19.3	0.0	0.0	19.3
DK/Refused	5.8	0.0	0.0	5.8

Table 34-1

Q30. Now, moving on to another issue, do you think the Idaho state budget should be increased, should be decreased, or should stay about the same?

(NET DIF 1 - Percent increased minus percent decreased)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Increased	35.7	35.4	33.8	35.7
Decreased	8.3	9.4	10.6	8.3
Stay about the same	42.2	45.3	45.4	42.2
DK/Refused	13.8	9.9	10.2	13.8
NET DIF 1	27.4	26.0	23.1	27.4

Table 35-1

Q31. In general, would you say that taxes in Idaho are too high, too low or about right?

(NET DIF 1 - Percent high minus percent low)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Too high	24.1	21.3	22.6	24.1
About right	62.6	66.9	65.3	62.6
Too low	8.7	9.5	9.1	8.7
DK/Refused	4.6	2.3	3.0	4.6
NET DIF 1	15.4	11.8	13.5	15.4

Table 36-1

Q32. Which of the following statements comes closest to your own opinion?

(NET DIF 1 - Percent higher taxes/more services minus percent lower taxes/fewer services)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	0.0	1000
I'd rather pay higher taxes and have a state government that provides more services	45.5	42.6	0.0	45.5
I'd rather pay lower taxes and have a state government that provides fewer services	45.7	49.9	0.0	45.7
DK/Refused	8.8	7.5	0.0	8.8
NET DIF 1	-0.2	-7.3	0.0	-0.2

Table 37-1

Q33. Thinking about Idaho's current tax system, would you say:

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
The current tax system works fairly well as it is now	17.1	0.0	0.0	17.1
Some changes are needed, but it should stay basically the same	50.8	0.0	0.0	50.8
Major changes are needed	14.2	0.0	0.0	14.2
A complete overhaul of the current system is needed	11.3	0.0	0.0	11.3
DK/Refused	6.6	0.0	0.0	6.6

Table 38-1

Q34. When it comes to personal income taxes in Idaho, which is the bigger problem?
(NET DIF 1 - Percent too high services minus percent too complex)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
The tax rate is too high	19.8	0.0	0.0	19.8
It is too complex and difficult to understand	23.6	0.0	0.0	23.6
Neither	50.0	0.0	0.0	50.0
DK/Refused	6.6	0.0	0.0	6.6
NET DIF 1	-3.8	0.0	0.0	-3.8

Table 39-1

Q35. When it comes to corporate income taxes in Idaho, which is the bigger problem?
(NET DIF 1 - Percent too high minus percent too many loopholes)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
The tax rate is too high	12.3	0.0	0.0	12.3
It has too many loopholes and tax breaks for special interests	47.6	0.0	0.0	47.6
Neither	25.2	0.0	0.0	25.2
DK/Refused	14.9	0.0	0.0	14.9
NET DIF 1	-35.3	0.0	0.0	-35.3

Table 40-1

Q36. The result of lower taxes often means fewer resources to pay for state and some local government services. Knowing this, would you support or oppose lowering taxes in Idaho?
(NET DIF 1 - Percent support minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Support	48.1	0.0	0.0	48.1
Strongly Support	27.5	0.0	0.0	27.5
Somewhat Support	20.6	0.0	0.0	20.6
Oppose	43.2	0.0	0.0	43.2
Somewhat Oppose	21.8	0.0	0.0	21.8
Strongly Oppose	21.4	0.0	0.0	21.4
DK/Refused	8.7	0.0	0.0	8.7
Mean	2.4	0.0	0.0	2.4
NET DIF 1	4.9	0.0	0.0	4.9

Table 41-1

Q37. Currently, only a few Idaho resort cities have a local sales tax in addition to the state sales tax. These local sales taxes are sometimes also referred to as local "option" taxes because the taxes are decided by the voters in the community affected. These funds go to support infrastructure and other projects in the community. Would you favor or oppose giving every city in Idaho the ability to vote on a local option tax?
(NET DIF 1 - Percent favor minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Favor	66.1	0.0	0.0	66.1
Strongly Favor	39.7	0.0	0.0	39.7
Somewhat Favor	26.4	0.0	0.0	26.4
Oppose	27.7	0.0	0.0	27.7
Somewhat Oppose	7.5	0.0	0.0	7.5
Strongly Oppose	20.2	0.0	0.0	20.2
DK/Refused	6.2	0.0	0.0	6.2
Mean	2.1	0.0	0.0	2.1
NET DIF 1	38.4	0.0	0.0	38.4

Table 42-1

Q38A. And if your town or city were to propose a local option tax, would you favor or oppose that plan?
(NET DIF 1 - Percent favor minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	463	0.0	0.0	463
Favor	45.6	0.0	0.0	45.6
Strongly Favor	24.8	0.0	0.0	24.8
Somewhat Favor	20.7	0.0	0.0	20.7
Oppose	40.4	0.0	0.0	40.4
Somewhat Oppose	12.5	0.0	0.0	12.5
Strongly Oppose	27.9	0.0	0.0	27.9
DK/Refused	14.0	0.0	0.0	14.0
Mean	2.5	0.0	0.0	2.5
NET DIF 1	5.2	0.0	0.0	5.2

Table 43-1

Q38B. And if your town or city were to propose a local option tax to build a library or sports stadium or support the local transportation system, would you favor or oppose that plan?
(NET DIF 1 - Percent favor minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	537	0.0	0.0	537
Favor	55.5	0.0	0.0	55.5
Strongly Favor	28.9	0.0	0.0	28.9
Somewhat Favor	26.6	0.0	0.0	26.6
Oppose	37.4	0.0	0.0	37.4
Somewhat Oppose	11.9	0.0	0.0	11.9
Strongly Oppose	25.5	0.0	0.0	25.5
DK/Refused	7.1	0.0	0.0	7.1
Mean	2.4	0.0	0.0	2.4
NET DIF 1	18.1	0.0	0.0	18.1

Table 44-1

Q39A. Some people are debating different kinds of tax reductions that could be implemented in Idaho. If you had your choice of eliminating either Idaho's sales tax on food or reducing the state income tax, which would you prefer?
(NET DIF 1 - Percent reduce income tax minus percent eliminate tax on food)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	310	0.0	0.0	310
Reduce income tax	28.1	0.0	0.0	28.1
Eliminate tax on food	59.0	0.0	0.0	59.0
Neither should be eliminated	10.6	0.0	0.0	10.6
DK/Refused	2.3	0.0	0.0	2.3
NET DIF 1	-31.0	0.0	0.0	-31.0

Table 45-1

Q39B. Some people are debating different kinds of tax reductions that could be implemented in Idaho. Reducing Idaho's income tax would save the average family significantly more money than eliminating the sales tax on food, but would also create larger reductions in state revenues meaning that some services may have to be reduced. If you had your choice of eliminating either Idaho's sales tax on food or reducing the state income tax, which would you prefer?
(NET DIF 1 - Percent reduce income tax minus percent eliminate tax on food)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	325	0.0	0.0	325
Reduce income tax	32.9	0.0	0.0	32.9
Eliminate tax on food	48.9	0.0	0.0	48.9
Neither should be eliminated	11.4	0.0	0.0	11.4
DK/Refused	6.8	0.0	0.0	6.8
NET DIF 1	-16.0	0.0	0.0	-16.0

Table 46-1

Q39C. Some are debating different kinds of tax reductions that could be implemented in Idaho. Reducing Idaho's income tax would save the average family significantly more money than eliminating the sales tax on food, but would also create larger reductions in state revenues meaning that some services may have to be reduced. This lost state revenue may be made up for down the road through economic growth, but this is not guaranteed. If you had your choice of eliminating either Idaho's sales tax on food or reducing the state income tax, which would you prefer?

(NET DIF 1 - Percent reduce income tax minus percent eliminate tax on food)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	365	0.0	0.0	365
Reduce income tax	28.5	0.0	0.0	28.5
Eliminate tax on food	49.6	0.0	0.0	49.6
Neither should be eliminated	16.4	0.0	0.0	16.4
DK/Refused	5.5	0.0	0.0	5.5
NET DIF 1	-21.1	0.0	0.0	-21.1

Table 47-1

Q40. Currently a homebuyer buying an existing home that did not have a homeowners' exemption prior to purchase would not qualify for the homeowners exemption if the home is purchased after April 15th. Would you support or oppose removing this deadline to allow new owners this exemption, the same as all other owner-occupied homes?

(NET DIF 1 - Percent support minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Support	72.5	0.0	0.0	72.5
Oppose	16.1	0.0	0.0	16.1
DK/Refused	11.4	0.0	0.0	11.4
NET DIF 1	56.4	0.0	0.0	56.4

Table 48-1

Q41. Would you continue to support removing this deadline if you knew that there would be a slight reduction in property tax to local government and schools - yes or no?

(NET DIF 1 - Percent yes minus percent no)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	725	0.0	0.0	725
Yes	78.9	0.0	0.0	78.9
No	15.0	0.0	0.0	15.0
DK/Refused	6.1	0.0	0.0	6.1
NET DIF 1	63.9	0.0	0.0	63.9

Table 49-1

Q42. Over the past year, have your health insurance rates gone up, gone down or stayed about the same?

(NET DIF 1 - Percent up minus percent down)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Up	53.7	0.0	0.0	53.7
Down	3.0	0.0	0.0	3.0
Stayed Same	36.7	0.0	0.0	36.7
DK/Refused	6.6	0.0	0.0	6.6
NET DIF 1	50.7	0.0	0.0	50.7

Table 50-1

Q43. Where do you and your family currently get health insurance?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Through you or your spouse's employer	50.9	0.0	0.0	50.9
Medicare	17.8	0.0	0.0	17.8
Purchased privately through a health exchange	14.8	0.0	0.0	14.8
Medicaid	4.7	0.0	0.0	4.7
You don't have health insurance	8.6	0.0	0.0	8.6
DK/Refused	3.2	0.0	0.0	3.2

Table 51-1

Q44. Do you generally approve or disapprove of the 2010 Affordable Care Act, often referred to as Obamacare, that restructured the U.S. healthcare system?

(NET DIF 1 - Percent approve minus percent disapprove)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Approve	35.2	0.0	0.0	35.2
Strongly approve	21.1	0.0	0.0	21.1
Somewhat approve	14.1	0.0	0.0	14.1
Disapprove	58.8	0.0	0.0	58.8
Somewhat disapprove	10.5	0.0	0.0	10.5
Strongly disapprove	48.3	0.0	0.0	48.3
DK/Refused	6.0	0.0	0.0	6.0
NET DIF 1	-23.6	0.0	0.0	-23.6

Table 52-1

Q45. Please tell me whether you agree or disagree with the following statement: Our state's elected officials need to create an Idaho solution regarding affordable health insurance plans?

(NET DIF 1 - Percent agree minus percent disagree)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Agree	77.0	0.0	0.0	77.0
Strongly Agree	57.7	0.0	0.0	57.7
Somewhat Agree	19.3	0.0	0.0	19.3
Disagree	17.8	0.0	0.0	17.8
Somewhat Disagree	5.6	0.0	0.0	5.6
Strongly Disagree	12.2	0.0	0.0	12.2
DK/Refused	5.2	0.0	0.0	5.2
Mean	1.7	0.0	0.0	1.7
NET DIF 1	59.2	0.0	0.0	59.2

Table 53-1

Q46. When it comes to choosing your health insurance, what is more important:
(NET DIF 1 - Percent affordable/limited benefits minus percent higher/many benefits)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
An affordable plan with limited benefits	51.7	0.0	0.0	51.7
A higher cost plan with many benefits	33.2	0.0	0.0	33.2
DK/Refused	15.1	0.0	0.0	15.1
NET DIF 1	18.5	0.0	0.0	18.5

Table 54-1

As insurance premiums continue to increase, some in our state legislature are working on a coverage solution that makes changes to existing benefits to provide more affordable plans. After hearing each proposed change, please tell if you strongly support, somewhat support, somewhat oppose or strongly oppose them. If you aren't sure, just say so.

Q47. Healthy individuals would be charged less
(NET DIF 1 - Percent support minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Support	61.0	0.0	0.0	61.0
Strongly Support	38.6	0.0	0.0	38.6
Somewhat Support	22.4	0.0	0.0	22.4
Oppose	33.4	0.0	0.0	33.4
Somewhat Oppose	13.3	0.0	0.0	13.3
Strongly Oppose	20.1	0.0	0.0	20.1
DK/Refused	5.6	0.0	0.0	5.6
Mean	2.2	0.0	0.0	2.2
NET DIF 1	27.6	0.0	0.0	27.6

Table 55-1

Q48. People with pre-existing conditions would be charged more
(NET DIF 1 - Percent support minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Support	25.3	0.0	0.0	25.3
Strongly Support	11.5	0.0	0.0	11.5
Somewhat Support	13.8	0.0	0.0	13.8
Oppose	69.4	0.0	0.0	69.4
Somewhat Oppose	14.8	0.0	0.0	14.8
Strongly Oppose	54.6	0.0	0.0	54.6
DK/Refused	5.3	0.0	0.0	5.3
Mean	3.2	0.0	0.0	3.2
NET DIF 1	-44.1	0.0	0.0	-44.1

Table 56-1

Q49. Maternity coverage would be optional and an additional cost for those who need it
(NET DIF 1 - Percent support minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Support	51.2	0.0	0.0	51.2
Strongly Support	29.3	0.0	0.0	29.3
Somewhat Support	21.9	0.0	0.0	21.9
Oppose	43.0	0.0	0.0	43.0
Somewhat Oppose	9.1	0.0	0.0	9.1
Strongly Oppose	33.9	0.0	0.0	33.9
DK/Refused	5.8	0.0	0.0	5.8
Mean	2.5	0.0	0.0	2.5
NET DIF 1	8.2	0.0	0.0	8.2

Table 57-1

Q50. Chiropractic coverage would be optional and an additional cost for those who need it
(NET DIF 1 - Percent support minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	0.0	1000
Support	64.7	0.0	0.0	64.7
Strongly Support	35.4	0.0	0.0	35.4
Somewhat Support	29.3	0.0	0.0	29.3
Oppose	29.9	0.0	0.0	29.9
Somewhat Oppose	12.2	0.0	0.0	12.2
Strongly Oppose	17.7	0.0	0.0	17.7
DK/Refused	5.4	0.0	0.0	5.4
Mean	2.1	0.0	0.0	2.1
NET DIF 1	34.8	0.0	0.0	34.8

Table 60-1

Q51. In Idaho, there are currently 78,000 low income Idahoans who lack affordable comprehensive health coverage. Would you favor or oppose the governor and state legislature taking action to provide them with access to quality health care?
(NET DIF 1 - Percent favor minus percent oppose)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	0.0	1000	1000
Favor	75.7	0.0	70.8	75.7
Strongly Favor	51.3	0.0	45.0	51.3
Somewhat Favor	24.4	0.0	25.7	24.4
Oppose	16.6	0.0	22.0	16.6
Somewhat Oppose	6.9	0.0	9.3	6.9
Strongly Oppose	9.7	0.0	12.7	9.7
DK/Refused	7.7	0.0	7.2	7.7
Mean	1.7	0.0	1.9	1.7
NET DIF 1	59.1	0.0	48.8	59.1

Table 61-1

Q52. We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from very liberal to very conservative. Where would you place yourself on this scale, or haven't you thought much about this?

(NET DIF 1 - Percent conservative minus percent liberal)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Liberal	21.0	20.7	21.3	21.0
Very Liberal	6.2	6.2	6.8	6.2
Liberal	6.5	7.7	5.9	6.5
Somewhat Liberal	8.3	6.8	8.6	8.3
Moderate	26.3	24.2	25.8	26.3
Conservative	44.7	48.4	47.4	44.7
Somewhat Conservative	15.9	15.4	14.2	15.9
Conservative	14.1	15.9	18.1	14.1
Very Conservative	14.7	17.1	15.1	14.7
DK/Refused	8.0	6.7	5.4	8.0
NET DIF 1	23.7	27.7	26.0	23.7

Table 62-1

Q53. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

(NET DIF 1 - Percent Republican minus percent Democrat)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Republican	36.6	39.2	36.4	36.6
Strong Republican	26.0	27.0	23.9	26.0
Not very strong Repub	10.6	12.2	12.6	10.6
Democrat	15.6	17.4	18.1	15.6
Strong Democrat	11.0	12.5	13.0	11.0
Not very strong Dem	4.6	4.9	5.1	4.6
Independent	39.2	36.5	38.5	39.2
Indy lean Repub	11.8	13.0	11.9	11.8
Indy lean Dem	9.4	7.0	6.9	9.4
Pure Independent	18.0	16.5	19.7	18.0
Other	4.0	3.4	3.5	4.0
DK/Refused	4.6	3.5	3.4	4.6
NET DIF 1	21.0	21.8	18.3	21.0

Table 63-1

Q54. What racial or ethnic group best describes you?

(NET DIF 1 - Percent white minus percent non-white)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
White	88.1	90.5	90.6	88.1
Non-White	8.2	7.7	8.3	8.2
Latino or Hispanic	2.3	2.9	2.8	2.3
Black	0.4	0.2	0.2	0.4
Asian	0.1	0.3	0.2	0.1
Native American	1.3	1.1	2.0	1.3
Other	1.8	1.3	1.0	1.8
Two or more	2.3	1.9	2.1	2.3
DK/Refused	3.7	1.8	1.1	3.7
NET DIF 1	79.9	82.8	82.3	79.9

Table 64-1

Q55. What is the highest level of education or training you have completed?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
High school	18.0	21.4	17.9	18.0
Some high school	3.1	2.1	1.8	3.1
High school degree or equivalent	14.9	19.3	16.1	14.9
College	63.7	59.7	63.4	63.7
Some college	22.5	23.0	25.4	22.5
Associate's Degree	13.6	13.0	13.3	13.6
Bachelor's Degree	27.6	23.7	24.7	27.6
Graduate school	15.9	17.3	17.5	15.9
Some graduate school	3.3	3.6	3.3	3.3
Graduate degree	12.6	13.7	14.2	12.6
DK/Refused	2.4	1.6	1.2	2.4

Table 65-1

Q56. Do you currently have any children under the age of 18?

(NET DIF 1 - Percent yes minus percent no)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Yes	34.2	34.7	32.0	34.2
No	64.5	63.9	66.8	64.5
DK/Refused	1.3	1.4	1.1	1.3
NET DIF 1	-30.3	-29.2	-34.8	-30.3

Table 66-1

Q57. Do you currently rent or own your home?

(NET DIF 1 - Percent rent minus percent own)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Rent	20.7	0.0	0.0	20.7
Own	72.9	0.0	0.0	72.9
Other	4.0	0.0	0.0	4.0
DK/Refused	2.4	0.0	0.0	2.4
NET DIF 1	1.6	0.0	0.0	1.6

Table 67-1

Q58. Which of the following best describes your annual household income before taxes?

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
<\$50,000	35.1	35.2	35.0	35.1
Under \$25,000	14.1	14.2	10.4	14.1
\$25,001 to \$50,000	21.0	21.0	24.5	21.0
\$50,000 to \$100,000	35.3	31.2	33.8	35.3
\$50,001 to \$75,000	21.8	18.9	21.7	21.8
\$75,001 to \$100,000	13.5	12.3	12.1	13.5
Over \$100,000	14.1	11.3	12.4	14.1
DK/Refused	15.5	22.3	18.8	15.5

Table 68-1

Q59. Gender:

(NET DIF 1 - Percent male minus percent female)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Male	50.6	49.7	49.7	50.6
Female	49.4	50.3	50.3	49.4
NET DIF 1	1.2	-0.6	-0.6	1.2

Table 70-1

Q61. DMA:

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	1000	1000	1000
Boise MM	46.6	46.4	44.2	46.6
Ada County	28.9	26.4	23.9	28.9
Canyon County	11.6	11.8	10.7	11.6
Rest Boise Mkt	6.1	8.2	9.6	6.1
Idaho Falls Mkt	23.1	23.3	25.7	23.1
Salt Lake City Mkt	1.4	1.3	2.0	1.4
Spokane MM	17.7	21.7	19.7	17.7
Kootenai County	6.7	9.3	7.0	6.7
Rest Spokane Mkt	11.0	12.4	12.7	11.0
Twin Falls MM	11.2	7.3	8.4	11.2
Twin Falls County	5.5	4.8	5.4	5.5
Rest Twin Falls Mkt	5.7	2.5	3.0	5.7

Table 71-1

Q62. Phone:

(NET DIF 1 - Percent land minus percent cell)

	Dec 2017	Jan 2016	Dec 2016	Dec 2017
Total	1000	999	1000	1000
Landline	41.0	59.7	58.7	41.0
Cell	59.0	40.3	41.3	59.0
NET DIF 1	-18.0	19.3	17.4	-18.0