



# GS STRATEGY GROUP

The research study was sponsored by Boise State University and conducted by GS Strategy Group. The survey targeted adults (18+) throughout Idaho. Survey conducted December 2-7, 2017 using a purchased list, from AccuData, of 50,000 Idaho consumers.

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 59.0% 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 an Idaho base sample n=1,000. Final measures of precision for research study: response rate 14.84% and incidence rate 91.36% with a MOE 3.10%. The data did not require weighting to ensure a representative sample. Lastly, on average a respondent completed the survey in 18 minutes. For more information, please contact, Robert Jones - [robert@gsstrategygroup.com](mailto:robert@gsstrategygroup.com)