Community Insight
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Community Insight™
Best Places to Live Program™
Citizen Satisfaction Survey©

Survey Report

Inform your community
Engage your citizenry
Inspire greatness

November 20, 2009

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Research of the People by the People for the People

Letter from the Founder

Hello. My name is Paul Butcher and I'm the founder of Community Insight and the Best Places to Live Program.

The first thing I'd like to do is to take this opportunity to not only thank, but also congratulate Mi-Ai Parrish and Roger Plothow. These two individuals are the Publishers of the Idaho Statesman (Boise) and the Post Register (Idaho Falls), the two largest newspapers in the state. These two individuals had the vision and the courage to invest in something new in order to help their communities establish a powerful feedback loop between the citizens and the institutions that serve the citizens, facilitated by the local newspapers.

So Mi-Ai and Roger, thank you.

The second thing I'd like to do is to thank and congratulate all the people that participated in the survey. Without your belief in the process and contribution of your time and opinions, none of this would be possible.

Thank you all.

Finally, I believe that all else being equal, better information will lead to better decisions which will yield better results. I believe this model applies to communities just as well as it does to commercial enterprises. However, instead of measuring the results in dollars as commercial enterprises do, communities must measure the success in terms of citizen satisfaction.

With that premise in mind, I created a process I believe measures the will of the people within a community and communicates the results. I'm optimistic that once the results are communicated they will then be used by civic and business leaders in their decision making processes as they go about establishing priorities and allocating resources.

Without any further delay, ladies and gentlemen, I present to you the results from the first Community Insight Best Places to Live Program Citizen Satisfaction survey.

Enjoy.

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Introduction

Well…are they? Are the citizens satisfied? Are our politicians living up to the citizens' expectations? Can we trust them? What are the community's strengths? What are the weaknesses? This survey reveals insights into the opinions of the communities from which we received a sufficient number of responses.

The purpose of the Community Insight Best Places to Live Program's surveys is to inform the community, engage the community, and inspire the community to better informed action. Better information leads to better decisions, which yield better results. By conducting unbiased, affordable, and as statistically valid survey research as possible, Community Insight surveys will stimulate debate, cut through the clutter, and allow opinions and perceptions to form based on facts.

The only way the Community Insight Best Places to Live Program can achieve its purpose is to establish an affordable, timely, and accurate means of surveying within communities. To this end, Community Insight surveys ask respondents if they would like to join the Community Insight panel and have us retain their email address in order to inform them of future community surveying opportunities. Over time, as this panel becomes larger and more representative of the populations it purports to represent, the level of accuracy (i.e. Margin of Error and Level of Confidence) of the surveys will approach, if not reach, that of telephone-based surveys for the general population.

To date, nearly 4,000 individuals from across the state have agreed to join the Community Insight panel. Most members are from the Treasure Valley.

Statistical Validity

Statistics enable the accurate estimations of the opinions of a larger group (population) based on those of a smaller group (sample). The estimated accuracy of predictions is reflected in two concepts associated with any survey-based research. These concepts are margin of error (MOE) and level of confidence (LOC). These concepts interact as follows. If a survey claims to have a MOE of 3% with a LOC of 95% for a given population (e.g., the general population, a special sub-group such as "newspaper readers", etc.) this means that if the survey were repeated 100 times using the same techniques and processes, the estimated percentages for the stated population would vary by no more than 3 percentage points up or down 95 times. The other 5 times, the estimated percentages may vary more than 3 percentage points up or down.

For the Community Insight Best Places to Live Citizen Satisfaction survey the estimated MOE is 5% with a LOC of 90% for the general populations of Idaho Falls and Boise, (n=670 and 424 respectively). For readers of the Idaho Statesman and Post Register, the reported numbers have a higher degree of accuracy, having a MOE of 3% with a LOC of 95%. Although Meridian is reported in the City Satisfaction section, they received too few completed surveys to have their margin of error and level of confidence estimated reliably. So, although their information is interesting, it shouldn't be interpreted as having the same margin of error and level of confidence as that of Boise and Idaho Falls.

The results of the City Satisfaction section of the survey were weighted to the Census data for the three cities for which we collected more than 100 surveys. Refer to Appendix A for a more detailed discussion about the weighting performed upon the data from this survey.

A MOE and LOC are only estimated for the general populations of the cities of Boise and Idaho Falls. All other results should be considered as only reflecting the opinions of the readers of the particular newspapers.

Executive Summary

In this section, I highlight my opinions about what comparisons are of particular interest. Specific questions from the survey cited in this section are shown in italics enclosed in parentheses.

Since the idea of recruiting respondents from newspaper readers is a relatively new approach to surveying, two major intersections with the City of Boise's Citizen Satisfaction survey from the spring of 2009 were designed. The idea being that if the results from the Best Places to Live Citizen Satisfaction survey are predominantly similar to the City of Boise's survey, then the confidence in the accuracy of the Best Places to Live survey will be confirmed. Recognizing that there has been a lag of nearly 9 months between the collection of the data for the City of Boise and the Best Places to Live surveys which could account for some differences.

The questions that were identical are citydirection, and 20 of the 32 items in the importance / satisfaction / gap section (aspectsatisfaction, aspectimportance).

The city of Boise survey used the telephone to collect 511 completed responses. The results of this survey are available at http://www.cityofboise.org/Departments/Mayor/PDF/2009CitizenSurvey.pdf. This survey measured 25 issues facing Boise and, based on the respondent feedback and a proprietary analysis, identified the top eight (see p. 31 of the city of Boise report). The top four are shown below.

1. Jobs / Economic Opportunities (68%)
2. Planning for Growth (55%)
3. Adequacy of Public Transportation (49%)
4. Air Pollution (49%)

The POPULUS Citizen Satisfaction survey measured 32 items using a different methodology (gap analysis explained later in this document) to identify the significance of the aspects. Twenty of the items measured were also measured in the city of Boise survey. The POPULUS survey identified the same four issues as the top four issues and in the same order as did the city of Boise survey. Furthermore, the city of Boise survey gave items 3 and 4 above nearly identical scores, as did the POPULUS Citizen Satisfaction survey (9.3, 8.9, 7.9, and 7.8 respectively).

The other intersection based on the citydirection question, which again is remarkably similar, is detailed later in this report.

The information contained in this report isn't being presented as the be-all-end-all of citizen opinions. The accuracy of this survey, when applied to general populations outside of newspaper readers, isn't high enough to reliably permit detailed analyses and projections. As such, with a MOE of +/- 5%, people shouldn't obsess over specific percentages reported as they can fluctuate by 5 percentage points up or down.

However, I believe the results are accurate enough for general populations outside of newspaper readers to be strong indications of general citizen preferences, broad brush strokes if you will, and that if further investment and refinement is made, this tool can evolve into a very robust and highly accurate general population citizen satisfaction surveying tool. As it evolves, this tool will get closer and closer to delivering on the initial objective of increased community citizen satisfaction through information, engagement, and inspiration.

City Satisfaction

When it comes to overall satisfaction with the three cities for which we gathered more than 100 surveys, Boise (n=670) residents appear to be the least satisfied with 83% either satisfied or very satisfied, versus 87% for Idaho Falls (N=424), and 88% for Meridian (n=114). The one significant difference is that the top box score (very satisfied) for each city reveals an apparently less enthusiastic satisfaction for Meridian (25%) versus 44% for Boise and 43% for Idaho Falls (*cityoverall*).

At the same time as being the least enthusiastic relative to their overall satisfaction, Meridian residents are very content with the direction their city is headed (80% top two boxes somewhat / strongly headed in the right direction) versus 63% for Boise and 74% for Idaho Falls.

It seems clear that Boise residents, relative to Idaho Falls and Meridian, are less satisfied with their current situation and much less content with the direction the city is headed. However, it would appear that Boise's numbers on these two questions, in an absolute sense, appear to be high. The apparent shortcomings on these two questions may be a result of being compared to two cities with very contented citizens overall.

Each of the three cities for which more than 100 surveys were obtained has a unique set of MOST IMPORTANT issues with which to deal. The MOST and LEAST important issues from the 13 shown in the survey, for each of the three cities, are shown below (*cityissue*).

City	Top 5 Issues	Bottom 5 Issues
Boise (n=670)	1. Public transportation (19.2%) 2. Unemployment / bad economy (19.0%) 3. Sprawl (16.2%) 4. Pollution (10.2%) 5. Supporting current and attracting new businesses (7.9%)	13. Road expansion / upkeep and maintenance (1.6%) 12. Planning / annexation / zoning (1.9%) 11. Crime (2.1% 10. Budget cutbacks / funding (2.1%) 9. Government trust / accountability (2.8%)
Idaho Falls (n=424)	1. Schools / education (26.5%) 2. Crime (11.3%) 3. Government trust / accountability (9.0%) 4. Traffic / congestion (8.7%) 5. (tie) Sprawl AND Supporting current and attracting new businesses (8.3%)	13. Pollution (0%) 12. Budge cuts / funding (1.7%) 11. Planning / annexation / zoning (3.1%) 10. Road expansion / upkeep and maintenance (3.8%) 9. Public transportation (4.0%)
Meridian (n=114)	1. Traffic / congestion (21.9%) 2. Sprawl (18.4%) 3. Unemployment / bad economy (12.3%) 4. Schools / education (10.5%) 5. Public transportation (8.8%)	13. Budget cuts / funding (0%) 12. Pollution (1.8%) 11. Government size / taxes (1.8%) 10 & 9. (3-way tie) Government trust / accountability AND Planning / annexation / zoning AND Crime (2.6%)

The survey contained a Gap Analysis section. This section attempts to identify those aspects of a city that are not only relatively more important, but relatively less satisfied as well. This should help city leaders determine what is driving dissatisfaction and satisfaction of their citizenry. Each respondent was asked to state their level of importance with each of 32 questions related to some specific aspect of life in the city using a 5-point scale where 1 = very dissatisfied and 5 = very satisfied. Then, each respondent was asked to select their level of satisfaction with each of those same 32 aspects on a 5-point scale where 1 = very unimportant and 5 = very important.. The 'gap' for each aspect was computed as (importance – satisfaction) * importance. The importance was multiplied by the subtraction result in order to distinguish between similar scores for aspects with dissimilar levels of importance. For instance, if the subtraction result of two items both are '2' yet one aspect has an importance of 4 and the other an importance of 3, weighting the result using the importance will result in the aspect with an importance of 4 having a gap of 8 while the aspect with an importance of 3 will have a gap of 6. This would indicate that more satisfaction can be generated by addressing the aspect with a gap of 8 before the aspect with a gap of 6.

The biggest gaps are just as revealing as the smallest gaps. The biggest gaps represent the best opportunities for improving satisfaction within each city just as the smallest gaps represent the strengths of each city (*aspectimportance* and *aspectsatisfaction*).

Boise's top five opportunities for improvement are based on the Gap Analysis are:
1. Jobs and economic opportunities
2. Good planning for future growth
3. Getting around by public transportation
4. Quality of air
5. Safety of transportation by bike

Boise's top five strengths are:
1. Shopping opportunities
2. Recreation opportunities
3. City parks walking distance from home
4. Housing available close to where you work
5. Being a good place to raise children.

Idaho Falls' top five opportunities for improvement are:
1. Amount of crime
2. Good planning for future growth
3. Quality of public education (K-12)
4. Jobs and economic opportunities
5. Get around by public transportation.

Idaho Falls' top five strengths are:
1. Housing available close to where you work
2. Preservation of and access to natural areas and open space
3. Shopping opportunities
4. The quality of the air
5. City parks walking distance from home.

For Meridian, the top five opportunities are
1. Good planning for future growth
2. Safety of transportation by bike
3. Jobs and economic opportunities
4. Get around by public transportation
5. Traffic signal timing.

The top five strengths are:
1. Shopping opportunities
2. Housing available close to where you work
3. Availability of city recreational opportunities for youth
4. City parks walking distance from home
5. Entertainment opportunities.

All three cities receive high marks from residents for both seeing themselves living in the city 5 years from now and recommending the city to close friends and family as a good place to live (cityconclude). When it comes to only considering a new residence from within the city, the marks drop considerably from the respondents' intention to stay and recommend, with Meridian's scores dropping the most.

Political Trust

Report

Mean (1 = strongly disagree to 5 = strongly agree)

n_city_rated City Rated	LibConMod Liberal / Moderate / Conservative	CityTrust_r7 Agreement: I trust the elected officials	CountyTrust_r7 Agreement: I trust the elected officials	StateTrust_r7 Agreement: I trust the elected officials	FederalTrust_r7 Agreement: I trust the elected officials	PresidentTrust_r7 Agreement: I trust the elected official
1.00 Boise	1.00 Liberal	3.24	2.72	2.26	2.19	4.35
	2.00 Moderate	2.96	2.66	2.44	2.40	3.37
	3.00 Conservative	2.72	2.79	2.74	2.97	1.98
	Total	3.00	2.71	2.45	2.47	3.37
2.00 Idaho Falls	1.00 Liberal	3.10	2.75	2.23	2.30	4.22
	2.00 Moderate	3.12	2.85	2.40	2.47	2.94
	3.00 Conservative	3.41	3.14	2.77	2.95	1.86
	Total	3.18	2.91	2.46	2.56	2.87
3.00 Meridian	1.00 Liberal	3.04	2.52	1.91	2.04	4.35
	2.00 Moderate	3.00	2.64	2.54	2.36	2.98
	3.00 Conservative	3.00	2.50	2.46	2.56	1.58
	Total	3.01	2.57	2.40	2.38	2.67
Total	1.00 Liberal	3.20	2.71	2.23	2.20	4.33
	2.00 Moderate	3.04	2.75	2.43	2.43	3.14
	3.00 Conservative	2.98	2.86	2.71	2.91	1.89
	Total	3.06	2.77	2.45	2.49	3.13

A couple of observations related to the Political Trust set of questions. First, for the most part, city level officials are the most trusted across the political spectrum, with a few exceptions. Liberals trust the President more than any other political official and moderates trust him about the same as their city officials. Within the cities of Idaho Falls and Boise, the political party of the Mayor appears to have a lot to do with the amount of trust. Where the Mayor is a republican, conservatives will trust more. Where the Mayor is a democrat, liberals will trust more. Meridian is somewhat of an anomaly since the level of trust among liberals, moderates, and conservatives is virtually identical. However, since Meridian only achieved 114 completed surveys, their numbers aren't as precise as those for Boise and Idaho Falls.

How to pay for governmental budget shortfalls

There were four questions in the survey that explored citizens' preferred methods of paying for government. The same seven options were available for each of the city, county, state, and federal levels of government (cityservicepayment, otherservicepayment). Three of the seven options focused on increasing revenue, three focused on reducing expenses, and one focused on borrowing money. Each respondent could select up to three options per question.

What the citizens have said, resoundingly, is that they do not want to borrow money to cover budget shortfalls. Period. Less than 7% of respondents selected the debt financing option for every level of government.

One observation from the responses to this question is how people are primarily focused on raising revenue the closer they are to home. As the question moves from the city level through the county and state levels to the national level, peoples' preferences move from raising revenue to cutting expenses.

Charging user fees and eliminating services are usually the top selected options, except at the city level where 'raise my taxes' is dead even with reducing or eliminating services. Charging user fees at the federal level, although still the second most preferred method, is significantly lower than at other levels of government.

CityBal*n_city_rated Crosstabulation

			City Rated			
			Boise	Idaho Falls	Meridian	Total
City Budget Balancing(a)	Increase Revenue	Count	548	354	87	990
		% within n_city_rated	81.8%	83.8%	76.3%	
	Reduce Expenses	Count	372	256	69	697
		% within n_city_rated	55.5%	60.4%	60.5%	
	Borrow Money	Count	37	32	10	79
		% within n_city_rated	5.6%	7.6%	8.8%	
Total		Count	670	423	114	1207

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

CityBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			
			Liberal	Moderate	Conservative	Total
City Budget Balancing(a)	Increase Revenue	Count	318	415	256	990
		% within LibConMod	91.3%	81.1%	73.9%	
	Reduce Expenses	Count	129	321	246	697
		% within LibConMod	37.1%	62.7%	71.0%	
	Borrow Money	Count	32	34	14	79
		% within LibConMod	9.2%	6.5%	4.0%	
Total		Count	348	512	347	1207

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

CountyBal*n_county2 Crosstabulation

			County - Condensed					Total
			Ada	Canyon	Bonneville	Bingham	Jefferson	
County Budget Balancing(a)	Increase Revenue	Count	803	64	519	38	38	1462
		% within n_county2	78.6%	73.6%	80.5%	64.4%	66.7%	
	Reduce Expenses	Count	637	53	386	49	45	1170
		% within n_county2	62.3%	60.9%	59.8%	83.1%	78.9%	
	Borrow Money	Count	57	1	22	2	1	83
		% within n_county2	5.6%	1.1%	3.4%	3.4%	1.8%	
Total		Count	1022	87	645	59	57	1870

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

CountyBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
County Budget Balancing(a)	Increase Revenue	Count	431	674	357	1462
		% within LibConMod	92.1%	78.3%	66.0%	
	Reduce Expenses	Count	199	552	419	1170
		% within LibConMod	42.5%	64.1%	77.4%	
	Borrow Money	Count	34	36	13	83
		% within LibConMod	7.3%	4.2%	2.4%	
Total		Count	468	861	541	1870

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

stateBal*region Crosstabulation

			County Regions		Total
			Western Idaho	Eastern Idaho	
State Budget Balancing(a)	Increase Revenue	Count	882	628	1510
		% within region	76.2%	73.2%	
	Reduce Expenses	Count	726	587	1313
		% within region	62.7%	68.4%	
	Borrow Money	Count	75	28	103
		% within region	6.5%	3.3%	
Total		Count	1157	858	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

stateBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
State Budget Balancing(a)	Increase Revenue	Count	452	695	363	1510
		% within LibConMod	91.9%	74.5%	61.5%	
	Reduce Expenses	Count	206	631	476	1313
		% within LibConMod	41.9%	67.6%	80.7%	
	Borrow Money	Count	41	46	16	103
		% within LibConMod	8.3%	4.9%	2.7%	
Total		Count	492	933	590	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

fedBal*region Crosstabulation

			County Regions		Total
			Western Idaho	Eastern Idaho	
Federal Budget Balancing(a)	Increase Revenue	Count	769	521	1290
		% within region	66.5%	60.7%	
	Reduce Expenses	Count	807	657	1464
		% within region	69.7%	76.6%	
	Borrow Money	Count	86	51	137
		% within region	7.4%	5.9%	
Total		Count	1157	858	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

fedBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
Federal Budget Balancing(a)	Increase Revenue	Count	426	600	264	1290
		% within LibConMod	86.6%	64.3%	44.7%	
	Reduce Expenses	Count	246	694	524	1464
		% within LibConMod	50.0%	74.4%	88.8%	
	Borrow Money	Count	59	62	16	137
		% within LibConMod	12.0%	6.6%	2.7%	
Total		Count	492	933	590	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

Region Ratings

Respondents were shown a list of 7 items from which to choose their most and least favorite thing about where they live (regionfavorite).

Most Favorite Things:

For western Idaho the top three are:
1. Overall quality of life (73%)
2. Weather (8%)
3. Location (8%)

For eastern Idaho the top three are:
1. Overall quality of life (67%).
2. Location (13%)
3. Cost of Living (8%)

Least Favorite Things:

For western Idaho the top three are:
1. Career Opportunities (34%)
2. Something Else (30%)
3. Availability of Cultural Opportunities (14%).

For eastern Idaho the top three are:
1. Something Else (28%)
2. Weather (25%)
3. Career Opportunities 22%).

A detailed analysis has not been performed related to the respondent supplied text for the Something Else option for the Least Favorite Thing. However, upon a cursory review, it appears that the number one Something Else for eastern Idaho is the influence of the LDS church. For western Idaho it's pretty evenly split between Traffic, Environment, and Public Transportation.

The overall quality of life in the region (regionQOL) was split identically between western and eastern Idaho. About 83% in both regions say the quality of life in their region is either excellent or above average, approximately 27% in each region selecting excellent.

Newspaper Satisfaction

Most of the analyses done below would be enhanced significantly with more detailed information related to the specific subgroups to target for new strategies and tactics.

It appears that local newspaper readership is high (94% IS, 96% PR) but we must remember these are newspaper readers responding (paperqualify). The Existing Panel (EP) sample is much more telling in that local newspaper readership drops to 78%. Unfortunately, there is still a large portion of the EP that came from newspaper readers during the Vision for the Valley survey. A large portion of the table also comes from non-newspaper sources (primarily the Idaho Shakespeare Festival email list and the Best Places to Work in Idaho program).

The bottom line is that we know readership is much lower than is indicated by the numbers on this question. Efforts are still underway to breakout the EP respondents by specific sample source. If sufficient numbers are obtained from non-newspaper sources, we may be able to provide an accurate general population number for local newspaper readership. Initial estimates are that approximately 1/3 of EP respondents were recruited from newspaper readers.

The vast majority of the EP respondents are not Post Register readers (95.5% - readpapers_r2) so any usage of this sample sources data must take this into consideration.

The newspaper is still the preferred source for local advertising and news for all groups of newspaper readers (mainmedia_r1, mainmedia_r2). I suspect that television surpasses the newspaper for local news with the general population, at least for the Idaho Statesman, and particularly for the younger demographic groups.

It appears that as market size decreases reliance on the local newspaper for local news and advertising increases. The difference between the local newspaper reliance between the IS and PR readers is nearly 10 percentage points. This variation could be due to other causes, such as perceived differences in quality within each newspaper's market.

9% of the IS readers also read the PR at least once per week (readpapers_r1, readpapers_r2) whereas only 2% of PR readers also read the IS. This could be due to intra-state migration and people retaining some connection to their 'home' region.

The majority of readers for both newspapers read it for at least 6 days per week (75% IS, 82% PR). This also supports the increase in reliance as market size drops.

The satisfaction with newspapers appears to indicate that PR readers are significantly more satisfied with their newspaper than are IS readers (PR: 50% top two boxes / 24% bottom two boxes; IS: 41% top two boxes / 33% bottom two boxes) (paperoverall). Certainly more analyses in this area could yield specific subgroups of readers that present the best opportunity for marketing campaigns in order to improve satisfaction and hopefully readership and reliance.

When it comes to the 'leaning' of the paper, there aren't too many surprises (paperleaning). Conservatives in general believe both papers are too liberal and liberals believe the papers are too conservative. Conservatives hold these beliefs much more strongly than do liberals. Moderates hold a middle position, but still tend toward too liberal. It's clear that the newspapers haven't figured out a way yet to satisfy both groups. So…what should be done with this information? It's clear that to do nothing will not change people's perceptions of the newspaper. Perhaps addressing this criticism head-on might make some headway. As this program matures and more data are gathered covering more timeframes and more markets, I'm hopeful that some best practices can be identified that may help balance the perceived 'leanings' of the newspapers.

The two newspapers appear to have strikingly similar ratings among the liberals, moderates, and conservatives within their own markets. However, the moderates within the two markets perceive the PR to be more liberal than the IS.

What does each paper cover well and cover poorly. Both newspapers top three coverage topics include 'Outdoor Activities' and 'Places to go and Things to do'. However, the IS's top three also includes 'College Sports' (aka BSU) whereas the PR's top three is rounded out with a tie between 'Regional Growth and Development' and 'News about Local Technology Businesses and Issues'.

The lowest scored items indicate the best opportunities for improvement and can help direct the development of strategies and tactics to improve satisfaction. The bottom three coverage areas for the IS are: 'News from your own neighborhoods'; 'Local topics you can't find anywhere else'; and, 'City and county government and politics'. The bottom three coverage areas for the PR are: 'News from your own neighborhoods'; 'News from your town or community'; 'Local college sports'; and, 'Local topics you can't find anywhere else'. Four items are listed for the PR since there was a tie.

Readers seem to believe that the papers aren't 'local' enough. This finding would seem to indicate that implementing the Community Insight Best Places to Live Program's surveys may significantly improve the readers' perception of the two newspapers, as long as readers are reminded that the results are local, exclusive information about their neighborhoods, towns, and communities.

One weakness of the advertisinginfo questions is the lack of distinction between 'Internet' and 'Newspaper Website'. This will be corrected in future iterations. Without this distinction, it's not possible to determine if people using the 'Internet' are actually using the newspaper's Website (or one of its partners) to find information. This shortcoming may explain the high 'Internet' scores for information related to new and used automobiles.

One thing we can say is that 'Internet' is a much bigger factor for the Idaho Statesman than the Post Register.

There are still a few categories where the newspaper is the hands down predominant source of information from local newspaper readers. These are, in order;
1. Entertainment and things to do
2. Groceries
3. Movie times and listings

Current Topics

From an initial review of the current topics (currentgrid) a few items jump out.

The Boise trolley question was broken out in more detail to show that it appears that the general consensus of Boise residents is negative toward the idea. Idaho Falls and meridian are much more negative toward the idea.

Everyone surveyed seems to believe that bicyclists should be forced to follow the traffic laws. Although no one seems to feel too strongly that bicyclists should be licensed and help contribute to the cost of road maintenance.

There is a strong indication among newspaper readers that road agencies could do more to make roads safe for bicyclists.

The 'Cash for Clunkers' program appears to be perceived as helping auto dealers, but falling short in achieving air quality improvements and being managed well.

Survey Effectiveness as an Engagement Mechanism

Regarding the perceived effectiveness of this survey as a community tool to 'accurately represent the opinions of the majority' (opiniongather) and to be the 'most convenient way for people to participate in the governmental process' (participate) the survey was seen as a significant contribution.

Nearly two thirds or respondents believe that 'scientific surveys sponsored by an independent organization with no political affiliations' is the best way to accurately represent the opinions of the majority (64%) followed by town hall style meetings (20%). In addition, scientific surveys was the preferred method of conveniently participating (40%) followed by email (28%).

There is strong evidence to suggest that this survey is seen as a positive contributor to the community since it was the highest rated item for each of these questions.

One caveat to this conclusion is the fact that only people that responded to this survey answered this question. One could argue that extrapolating this to the general population, or even to those that read the paper, might be a shaky one. But, in the absence of evidence to the contrary, and given the overwhelming preference for the survey tool for both of these purposes, I believe it's safe to presume that a truly general population based survey would still result in the survey being the most highly rated technique.

One other finding related to this question is the appearance that as the city size shrinks, the preference for town-hall style meetings increases as a means of representing the opinions of the majority. As a convenient way to participate, town hall style meetings rank near the bottom at 2%.

Health Care (Idaho Falls only)

In general, people believe they pay too much for health care but are fairly satisfied with the quality of care they receive and they access they have to specialists (healthgrid2).

Although a number of differences exist between the beliefs of conservatives and liberals when it comes to health care, there are a few items upon which everyone seems to agree.
1. It should be mandatory for all members of congress to participate in whatever federal plan is put in place.
2. Everyone is scared to be without health insurance.
3. Everyone is in agreement that there is a significant amount of waste in the current system that could be eliminated.
4. Our situation isn't hopeless and something can be done to improve our health care system.
5. Everyone seems to agree that the present situation can get much worse.
6. Not too many people agree with the notion of mandatory health insurance.

Finally, when it comes to paying for health care reform, there are significant differences in the approach favored by liberal versus conservatives. Liberals prefer to increase governmental revenue (i.e., increase taxes). Conservatives favor a cost reduction approach including the elimination of non-health care related governmental expenditures, reducing wages and benefits for government employees, and laying off federal employees. As with other budget considerations, no one is in favor of borrowing money to finance health care.

Demographics

Regarding the demographics, it should come as no surprise to anyone that the newspaper readers that responded were older, wealthier, and better educated than the general population. Getting feedback from the less educated, lower income, and younger demographics is a challenge that we'll continue to face in the future.

Tactical Review

It appears that the banner ad on the Post Register online edition was much more effective at recruiting participants. Likewise, the size of the Post Register ad was significantly larger than that of the Idaho Statesman and again, appears to have been more effective. I would suggest that these two techniques be applied to future Idaho Statesman surveys in order to increase the participation rate.

One other possibility for this observation is the 'newness' of the Program to the Post Register.

recruit Frequencies

		Responses		Percent of Cases
		N	Percent	
Recruiting Methods(a)	Email from POPULUS	1617	59.0%	63.7%
	Someone besides POPULUS sent me a link	114	4.2%	4.5%
	Post Register in print	193	7.0%	7.6%
	Post Register online	393	14.3%	15.5%
	Idaho Statesman in print	91	3.3%	3.6%
	Idaho Statesman online	208	7.6%	8.2%
	Other	86	3.1%	3.4%
	Don't know	39	1.4%	1.5%
Total		2741	100.0%	107.9%

a Dichotomy group tabulated at value 1.

Note: Please refer to Appendix C for information about the disposition of all people who at least started the survey.

Follow up: Email from POPULUS by list.

eid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Idaho Statesman	804	49.7	49.7	49.7
	3 Post Register	469	29.0	29.0	78.7
	4 Existing Panel	344	21.3	21.3	100.0
	Total	1617	100.0	100.0	

Detailed Results

This document contains the survey questions for the Community Insight – Best Places to Live Program – Citizen Satisfaction survey.

The Best Places to Live Program is a high-profile community improvement program available to newspapers that increases each newspaper's local relevance. The program also creates additional revenue opportunities through sponsorships and advertising.

The Best Places to Live Program delivers *must-read* content that is local, credible, and exclusive. The content comes from an annual series of independent, unbiased reader surveys. These surveys gather reader opinions on topics such as:

1. City Satisfaction (for residents only)
2. Other Government Satisfaction
3. Newspaper Satisfaction
4. Health Care Reform
5. Other current topics

Each community's opinions are benchmarked to neighboring, participating communities.

More details about this program can be found at: http://www.populus.com. Learn more about Community Insight and its unique mission at: http://www.communityinsight.com.

This document contains proprietary information owned by POPULUS related to the Community Insight - Best Places to Live Program – Citizen Satisfaction survey.

Nothing contained in this document may be copied in part or in whole without written consent from POPULUS.

INTRODUCTION

Intro1: **Welcome to the Best Places to Live Program's Citizen Satisfaction survey.**

Make a difference
Complete the survey
See the results in your local newspaper
Find out how your community compares to others

The Best Places to Live Program is a revolutionary community improvement tool. This Program is based on a simple premise:

1. use statistically valid survey methods to find out the community's opinions;
2. benchmark the results to neighboring, participating communities; and,
3. publish the unfiltered results in the local newspaper.

Respondent Bill of Rights

Survey research is a collaboration between researcher and respondent. The researcher promises to report the findings in an unbiased and thorough manner. In addition, the researcher promises to protect the confidentiality of the respondent and to not report individual level results, unless specifically directed to do so by the respondent.

Terms of Use

The respondent agrees to do nothing intentional that will compromise the accuracy of the survey, such as completing more than one survey or intentionally answering a question inaccurately. In the cases where the respondent is asked to indicate their opinion, there are no 'right' or 'wrong' answers. In these instances, the respondent agrees to accurately reflect their opinion at that point in time.

By continuing and participating in this survey, you agree to the terms of use as outlined above.

PersonalIntro: Hello. My name is Paul Butcher and I'm the President of POPULUS. POPULUS is the research company conducting the Best Places to Live Program and this Citizen Satisfaction survey. POPULUS was founded in 1984 and our motto is 'Research of the People, by the People, for the People.'

I want to take this opportunity to personally thank you for participating in this important research initiative. The Best Places to Live Program is an annual series of independent, unbiased community surveys on topics of local interest.

The first survey in this series, the citizen satisfaction survey, will measure a number of local issues, including the performance of your city government (if you live in a city), your satisfaction with your county, state, and federal elected officials, and your satisfaction with your community newspaper. Yes, even the community's opinions regarding their newspaper will be reported IN THEIR ENTIRETY by the newspaper, warts and all. That's the deal. Not only will the results be reported, but they will be compared to other communities that are also participating in this survey.

You may press the 'Next Page' button below to get started.

Paul Butcher
President
POPULUS
paul@populus.com

Intro2: **Your answers do matter**. Please consider each question carefully and respond to the best of your ability.

This survey should take between 25 and 35 minutes to complete. It's not a short survey because we're asking a lot of questions whose answers should be very interesting to your community.

Remember, since you have a single use password, you may stop and restart the survey at any time. You don't need to finish the survey in one setting (please see the instructions below).

Your URL (link) and password can only be used one time, so please don't forward your URL to someone else. If you know of someone that wants to take the survey, send them the URL listed below. The URL below will direct the user to Community Insight which will generate a URL specifically for them with their own single use password.

URL: http://www.communityinsight.com/BPTLP02/passalong

Once again, thank you for participating.

Instructions:

   Stopping and Re-starting: If at any time you need to exit the survey, you may do so by closing your web browser. To return to the survey, use the same method you used to access the survey originally. The survey will take you to the point where you left off. However, upon returning you will not be able to go back and change earlier responses.
   Navigation: To move through this survey, click on the **Next Page** button at the bottom of every page.
   Changing Answers: Use the **Back** button on your web browser to change a previous answer. However, if you do change an answer, you must click on the **Next Page** button to record the change. If you use your web browser's **Forward** button, any changes you have made will be ignored. Please note that if you go back to a previous page and change an answer, you will be required to re-enter answers on all subsequent pages.
   Skipping a Question: If you miss a question, you will be prompted to make a selection. You will not be able to proceed further through the survey unless you answer every question on each page.

Recruit: **How did you hear about this survey?** (Please select all that apply.)

☐ Email from POPULUS
☐ Someone besides POPULUS sent me a link
☐ Post Register in print
☐ Post Register online
☐ Idaho Statesman in print
☐ Idaho Statesman online
☐ Other _____
☐ Don't know

recruit Frequencies

		Responses		Percent of Cases
		N	Percent	
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	Don't know	39	1.4%	1.5%
Total		2741	100.0%	107.9%

a Dichotomy group tabulated at value 1.

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Follow up: Email from POPULUS by list.

eid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Idaho Statesman	804	49.7	49.7	49.7
	3 Post Register	469	29.0	29.0	78.7
	4 Existing Panel	344	21.3	21.3	100.0
	Total	1617	100.0	100.0	

CityQualify: Is your place of residence located within the boundaries of an incorporated town or city?

- o Yes
- o No
- o Not sure

eid * CityQualify Crosstabulation

Count

		CityQualify			Total
		1 Yes	2 No	3 Not sure	
eid	2 Idaho Statesman	946	128	10	1084
	3 Post Register	733	285	21	1039
	4 Existing Panel	347	60	14	421
	6 Extra 003	5	0	0	5
Total		2031	473	45	2549

CityName: What is the name of the town or city in which you reside? (this question is only shown if the respondent resides within the boundaries of an incorporated town or city)

n_city_rated * eid Crosstabulation

Count

		eid				Total
		2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
n_city_rated	1.00 Boise	622	1	191	5	819
	2.00 Idaho Falls	0	529	4	0	533
	3.00 Meridian	117	0	36	0	153
	4.00 Ammon	0	58	0	0	58
	5.00 Eagle	56	0	11	0	67
	6.00 Nampa	38	1	17	0	56
	98.00 Other - cities with less than 30 mentions	105	138	87	0	330
Total		938	727	346	5	2016

(*Note: total n reduces as people drop out of the survey*)

CITY SATISFACTION

(substitute city name supplied by respondent for [SCRIPT], this section only shown if respondent resides within the boundaries of an incorporated town or city)

Note: all of the following 'city' tables are weighted using age and gender to the 2007 census community population estimates. Refer to appendix a for more information.

CityOverall: Overall, how satisfied are you with the quality of life in [SCRIPT]?

1. Very Dissatisfied
2. Dissatisfied
3. Neutral - neither satisfied nor dissatisfied
4. Satisfied
5. Very Satisfied

CityOverall * n_city_rated Crosstabulation

			n_city_rated			
			1.00 Boise	2.00 Idaho Falls	3.00 Meridian	Total
CityOverall	1 Very Dissatisfied	Count	47	9	6	62
		% within n_city_rated	7.0%	2.1%	5.3%	5.1%
	2 Dissatisfied	Count	23	14	3	40
		% within n_city_rated	3.4%	3.3%	2.6%	3.3%
	3 Neutral - neither satisfied nor dissatisfied	Count	46	31	5	82
		% within n_city_rated	6.9%	7.3%	4.4%	6.8%
	4 Satisfied	Count	261	188	71	520
		% within n_city_rated	39.0%	44.4%	62.3%	43.1%
	5 Very Satisfied	Count	293	181	29	503
		% within n_city_rated	43.7%	42.8%	25.4%	41.7%
Total		Count	670	423	114	1207
		% within n_city_rated	100.0%	100.0%	100.0%	100.0%

CityDirection: Overall, would you say that [SCRIPT] is headed in the right direction or in the wrong direction?

1. Strongly headed in the wrong direction
2. Somewhat headed in the wrong direction
3. Neutral
4. Somewhat headed in the right direction
5. Strongly headed in the right direction

CityDirection * n_city_rated Crosstabulation

			n_city_rated			Total
			1.00 Boise	2.00 Idaho Falls	3.00 Meridian	
CityDirection	1 Strongly headed in the wrong direction	Count	37	17	7	61
		% within n_city_rated	5.5%	4.0%	6.1%	5.1%
	2 Somewhat headed in the wrong direction	Count	85	34	6	125
		% within n_city_rated	12.7%	8.0%	5.3%	10.4%
	3 Neutral	Count	56	59	10	125
		% within n_city_rated	8.4%	13.9%	8.8%	10.4%
	4 Somewhat headed in the right direction	Count	361	221	65	647
		% within n_city_rated	54.0%	52.2%	57.0%	53.6%
	5 Strongly headed in the right direction	Count	130	92	26	248
		% within n_city_rated	19.4%	21.7%	22.8%	20.6%
Total		Count	669	423	114	1206
		% within n_city_rated	100.0%	100.0%	100.0%	100.0%

The City of Boise Citizen Satisfaction survey asked this same question and came up with the following remarkably similar results.
1. Strongly headed in the wrong direction – 4%
2. Somewhat headed in the wrong direction – 12%
3. Neutral – 6%
4. Somewhat headed in the right direction – 52%
5. Strongly headed in the right direction – 26%

CityIssue: Please select from the issues listed below the one that you believe is the most important issue facing [SCRIPT].

- o Public transportation / bus system / rail / trolley
- o Traffic / congestion / difficult to get around / too many cars
- o Schools / education / funding / overcrowding
- o Sprawl / growth beyond boundaries / getting too big too fast / reduction of farmland and open spaces
- o Pollution / air quality / water quality / environment in general / global warming
- o Crime / drugs / gangs / vandalism / burglary / robbery / assaults / DUI / traffic violations
- o Unemployment / bad economy
- o Road expansion / upkeep and maintenance / need more roads, stoplights, and signs
- o Planning / annexation / zoning
- o Government size / taxes
- o Supporting current and attracting new businesses
- o Budget cutbacks / funding
- o Government trust / accountability / transparency
- o Don't know

CityIssue * n_city_rated Crosstabulation

			n_city_rated			
			1.00 Boise	2.00 Idaho Falls	3.00 Meridian	Total
CityIssue	1 Public transportation / bus system / rail / trolley	Count	128	17	10	155
		% within n_city_rated	19.2%	4.0%	8.8%	12.9%
	2 Traffic / congestion / difficult to get around / too many cars	Count	42	37	25	104
		% within n_city_rated	6.3%	8.7%	21.9%	8.6%
	3 Schools / education / funding / overcrowding	Count	49	112	12	173
		% within n_city_rated	7.3%	26.5%	10.5%	14.4%
	4 Sprawl / growth beyond boundaries / getting too big too fast / reduction of farmland and open spaces	Count	108	35	21	164
		% within n_city_rated	16.2%	8.3%	18.4%	13.6%
	5 Pollution / air quality / water quality / environment in general / global warming	Count	68	0	2	70

	% within n_city_rated	10.2%	.0%	1.8%	5.8%
6 Crime / drugs / gangs / vandalism / burglary / robbery / assaults / DUI / traffic violations	Count	14	48	3	65
	% within n_city_rated	2.1%	11.3%	2.6%	5.4%
7 Unemployment / bad economy	Count	127	20	14	161
	% within n_city_rated	19.0%	4.7%	12.3%	13.4%
8 Road expansion / upkeep and maintenance / need more roads, stoplights, and signs	Count	11	16	8	35
	% within n_city_rated	1.6%	3.8%	7.0%	2.9%
9 Planning / annexation / zoning	Count	13	13	3	29
	% within n_city_rated	1.9%	3.1%	2.6%	2.4%
10 Government size / taxes	Count	21	32	2	55
	% within n_city_rated	3.1%	7.6%	1.8%	4.6%
11 Supporting current and attracting new businesses	Count	53	35	7	95
	% within n_city_rated	7.9%	8.3%	6.1%	7.9%
12 Budget cutbacks / funding	Count	14	7	0	21
	% within n_city_rated	2.1%	1.7%	.0%	1.7%
13 Government trust / accountability / transparency	Count	19	38	3	60
	% within n_city_rated	2.8%	9.0%	2.6%	5.0%
14 Don't know	Count	1	13	4	18
	% within n_city_rated	.1%	3.1%	3.5%	1.5%
Total	Count	668	423	114	1205
	% within n_city_rated	100.0%	100.0%	100.0%	100.0%

Both of the following two questions use the same question list. This allows us to create a two-dimensional satisfaction / importance grid to ensure resources are applied at not just the low satisfaction items, but those that are also relatively high in importance.

AspectSatisfaction: Please indicate your level of satisfaction with the following characteristics as they relate to [SCRIPT] as a whole (1 = very dissatisfied to 5 = very satisfied).

AspectImportance: Please indicate how important each of the following characteristics of [SCRIPT] are to you, personally (1 = very unimportant to 5 = very important).

1. Having an adequate number of jobs and economic opportunities
2. Having a reasonable cost of living
3. Attracting new businesses / industries
4. The affordability of housing
5. The quality of the air
6. The quality of the drinking water
7. The quality of the ponds, rivers, streams, and underground water
8. The preservation of and access to natural areas such as open space and greenbelts
9. Quality of public education (K-12).
10. Quality, cost, and availability of post high school education (college, trade school, community college)
11. The ability to get around by public transportation
12. Safety of transportation by bike
13. Traffic signal timing
14. Opportunities to participate in community / government matters
15. The availability of city recreational opportunities for youth (such as sports, art programs, and after school programs)
16. The availability of art and cultural opportunities (such as festivals, concerts, museums, etc.)
17. The availability of city parks within walking distance from your home
18. The adequacy of support services for senior citizens (such as senior centers, transportation services, etc.)
19. The quality of existing neighborhoods
20. The ability to find housing close to where you work
21. Vibrancy of downtown
22. Safety in downtown
23. Vibrancy of neighborhoods
24. Safety in neighborhoods
25. Programs for residents with disabilities
26. The cleanliness

27. Shopping opportunities
28. Entertainment opportunities
29. Recreation opportunities
30. The amount of crime (e.g., gangs, drugs vandalism, graffiti, burglary, robbery, traffic violations, assaults, rapes, attacks, etc.)
31. Good planning for future growth
32. Being a good place to raise children

Satisfaction Summary of Means	Boise	Idaho Falls	Meridian	Total
Jobs and economic opportunities	2.6	3.2	2.8	2.8
Having a reasonable cost of living	3.7	3.8	3.7	3.7
Attracting new businesses / industries	3.0	3.3	3.2	3.1
The affordability of housing	3.5	3.7	3.6	3.6
The quality of the air	3.0	4.1	3.4	3.4
The quality of the drinking water	4.0	4.2	3.7	4.0
Quality of the water	4.0	4.0	3.6	3.9
Preserve/access to natural areas/open space	4.2	4.1	3.3	4.1
Quality of public education (K-12).	3.5	3.4	3.6	3.4
Quality/cost/avail post HS education	3.5	3.2	3.3	3.4
Get around by public transportation	2.3	2.4	2.1	2.3
Safety of transportation by bike	2.7	2.9	2.6	2.8
Traffic signal timing	3.1	3.0	3.0	3.1
Opp. to participate in community/government	3.6	3.5	3.4	3.6
Avail. of city recreational opps. for youth	3.8	3.6	3.7	3.8
Availability of art and cultural opportunities	4.0	3.7	3.0	3.8
City parks walking distance from home	4.0	3.6	3.5	3.8
Adequacy of support services for seniors	3.0	3.3	3.1	3.1
Quality of existing neighborhoods	3.9	3.7	4.0	3.8
Housing avail. close to where you work	3.8	3.9	3.6	3.9
Vibrancy of downtown	3.9	3.2	3.0	3.6
Safety in downtown	4.0	3.8	3.9	3.9
Vibrancy of neighborhoods	3.6	3.4	3.7	3.6
Safety in neighborhoods	3.9	3.9	4.0	3.9
Programs for residents with disabilities	3.1	3.1	3.1	3.1
Cleanliness	4.1	3.8	3.9	4.0
Shopping opportunities	3.8	3.7	3.7	3.8
Entertainment opportunities	3.9	3.3	3.4	3.7
Recreation opportunities	4.4	3.7	3.6	4.1
The amount of crime	3.4	3.1	3.6	3.3
Good planning for future growth	2.8	3.1	3.1	2.9
Being a good place to raise children	4.2	4.1	4.1	4.2

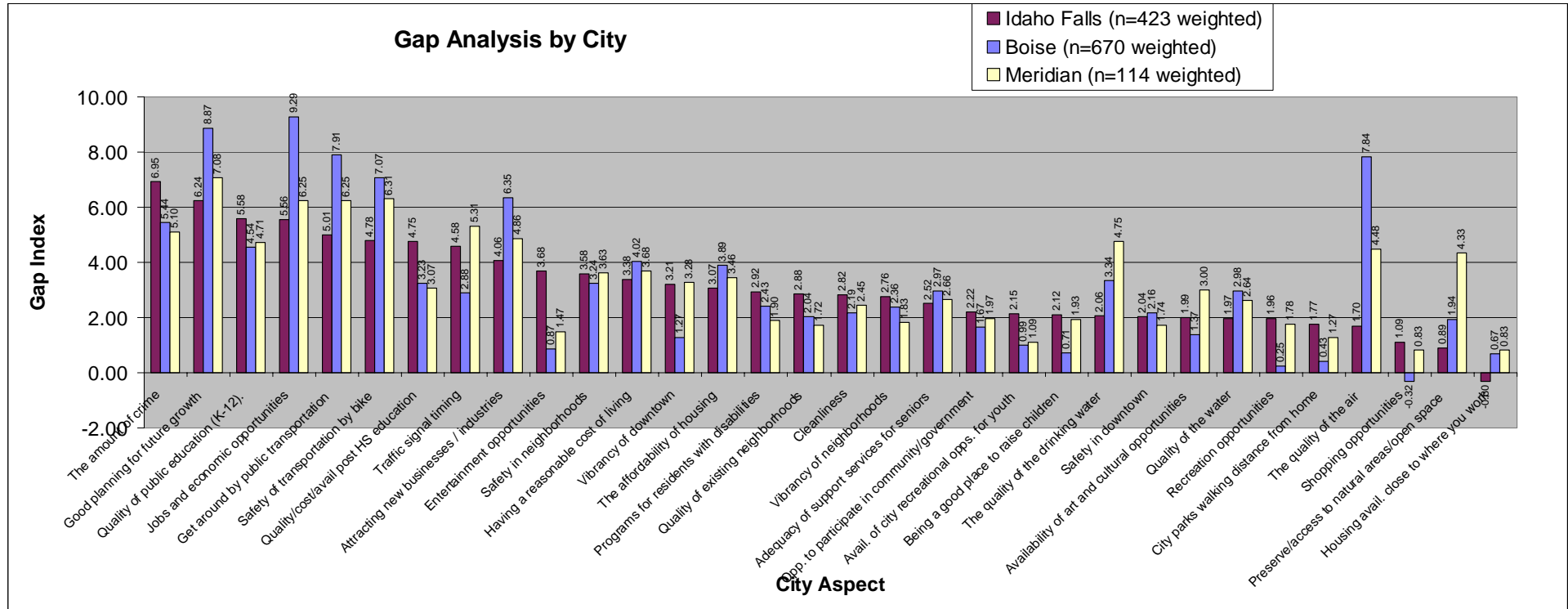| Importance Summary of Means	Boise	Idaho Falls	Meridian	Total
Jobs and economic opportunities	4.5	4.4	4.2	4.4
Having a reasonable cost of living	4.5	4.4	4.5	4.5
Attracting new businesses / industries	4.2	4.1	4.2	4.2
The affordability of housing	4.3	4.3	4.1	4.3
The quality of the air	4.6	4.4	4.4	4.5
The quality of the drinking water	4.6	4.5	4.6	4.6
Quality of the water	4.6	4.4	4.3	4.5
Preserve/access to natural areas/open space	4.5	4.2	4.0	4.4
Quality of public education (K-12).	4.4	4.5	4.4	4.4
Quality/cost/avail post HS education	4.1	4.1	3.8	4.1
Get around by public transportation	3.9	3.5	3.5	3.7
Safety of transportation by bike	4.1	3.9	3.9	4.0
Traffic signal timing	3.6	4.0	4.1	3.8
Opp. to participate in community/government	3.9	4.0	3.8	3.9
Avail. of city recreational opps. for youth	3.9	4.0	3.8	3.9
Availability of art and cultural opportunities	4.1	4.0	3.6	4.0
City parks walking distance from home	4.0	3.9	3.8	3.9
Adequacy of support services for seniors	3.6	3.8	3.7	3.7
Quality of existing neighborhoods	4.3	4.3	4.3	4.3
Housing avail. close to where you work	3.8	3.7	3.5	3.8
Vibrancy of downtown	4.1	3.9	3.8	4.0
Safety in downtown	4.4	4.2	4.3	4.3
Vibrancy of neighborhoods	4.1	4.0	4.1	4.1
Safety in neighborhoods	4.6	4.6	4.7	4.6
Programs for residents with disabilities	3.5	3.7	3.5	3.6
Cleanliness	4.5	4.4	4.4	4.4
Shopping opportunities	3.5	3.8	3.8	3.6
Entertainment opportunities	4.0	4.0	3.8	4.0
Recreation opportunities	4.4	4.1	3.9	4.2
The amount of crime	4.5	4.6	4.6	4.5
Good planning for future growth	4.6	4.4	4.5	4.5
Being a good place to raise children	4.3	4.5	4.4	4.4

Gaps ((importance - satisfaction) * importance) Summary of Means	Boise	Idaho Falls	Meridian	Total
Jobs and economic opportunities	9.2	5.6	6.3	7.7
Having a reasonable cost of living	4.0	3.4	3.6	3.7
Attracting new businesses / industries	6.3	4.0	5.1	5.4
The affordability of housing	3.8	3.1	2.7	3.5
The quality of the air	7.8	1.7	5.3	5.4
The quality of the drinking water	3.3	2.1	4.3	3.0
Quality of the water	3.0	2.0	3.1	2.6
Preserve/access to natural areas/open space	1.9	0.9	3.9	1.7
Quality of public education (K-12).	4.6	5.6	3.9	4.9
Quality/cost/avail post HS education	3.3	4.7	2.8	3.8
Get around by public transportation	7.9	5.0	6.8	6.8
Safety of transportation by bike	6.9	4.8	6.2	6.1
Traffic signal timing	2.9	4.6	5.5	3.7
Opp. to participate in community/government	1.7	2.2	1.9	1.9
Avail. of city recreational opps. for youth	0.8	2.2	1.2	1.3
Availability of art and cultural opportunities	1.1	2.0	3.0	1.6
City parks walking distance from home	0.5	1.8	1.7	1.0
Adequacy of support services for seniors	3.0	2.5	3.4	2.9
Quality of existing neighborhoods	2.1	2.9	1.8	2.3
Housing avail. close to where you work	0.6	-0.3	0.3	0.3
Vibrancy of downtown	1.3	3.2	3.8	2.2
Safety in downtown	2.1	2.0	2.1	2.1
Vibrancy of neighborhoods	2.4	2.8	1.8	2.5
Safety in neighborhoods	3.3	3.6	3.6	3.4
Programs for residents with disabilities	2.4	2.9	2.3	2.6
Cleanliness	2.1	2.8	2.2	2.4
Shopping opportunities	-0.4	1.1	0.8	0.3
Entertainment opportunities	0.7	3.7	1.7	1.8
Recreation opportunities	0.2	2.0	1.5	0.9
The amount of crime	5.5	6.9	5.0	5.9
Good planning for future growth	8.7	6.2	6.8	7.6
Being a good place to raise children	0.8	2.1	1.7	1.3

Gap Analysis sorted for Boise.

Gap Analysis by City
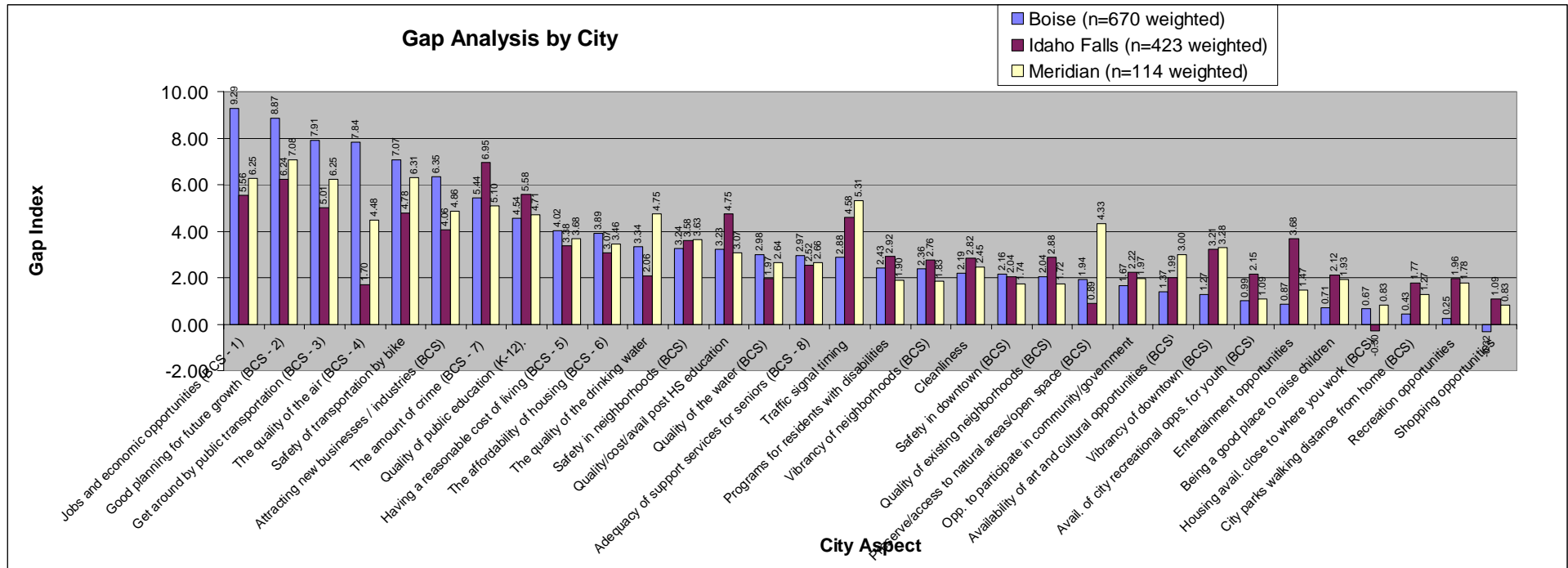
Note: Items designated with a "BCS" above also were measured in the city of Boise 2009 Citizen Survey. If a number also appears, it is the order of priority of the top eight items identified in the city of Boise survey.

Gap Analysis sorted for Idaho Falls.

Gap Analysis by City

Legend:
- Idaho Falls (n=423 weighted)
- Boise (n=670 weighted)
- Meridian (n=114 weighted)

Y-axis: Gap Index
X-axis: City Aspect

Gap Analysis sorted for Meridian

Gap Analysis by City

Legend:
- Meridian (n=114 weighted)
- Boise (n=670 weighted)
- Idaho Falls (n=423 weighted)

Y-axis: Gap Index
X-axis: City Aspect
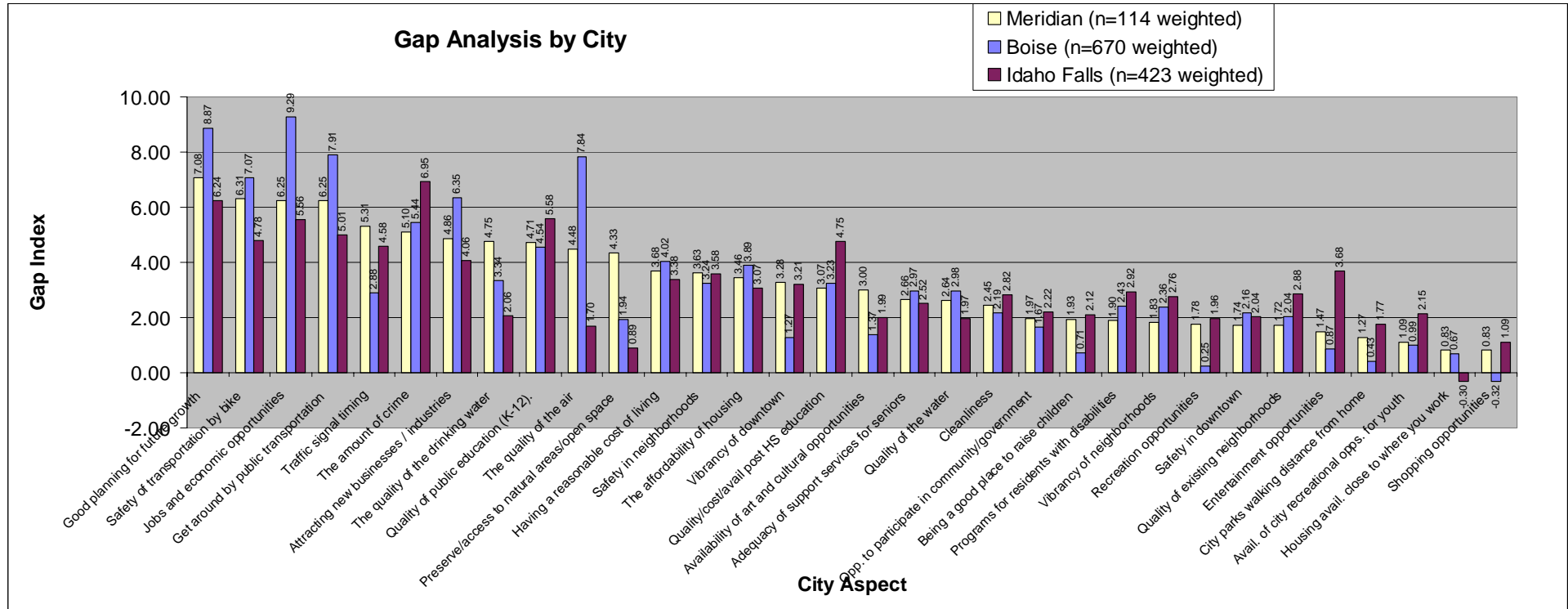
CityServicePayment: If revenue does not keep pace with growth and demand for services, how would you prefer [SCRIPT] balance their budget? You may select up to three choices.

☐ Raise my taxes
☐ Raise someone else's taxes
☐ Charge user fees
☐ Reduce or eliminate services
☐ Borrow money (increase debt, also known as deficit spending)
☐ Reduce wages and/or benefits
☐ Layoff employees

CityRev*n_city_rated Crosstabulation

			City Rated			Total
			Boise	Idaho Falls	Meridian	
City Revenue Source(a)	Raise my taxes	Count	308	165	37	511
		% within n_city_rated	46.0%	39.1%	32.5%	
	Raise someone else's taxes	Count	131	95	16	243
		% within n_city_rated	19.6%	22.5%	14.0%	
	Charge user fees	Count	432	288	76	796
		% within n_city_rated	64.5%	68.1%	66.7%	
	Reduce or eliminate services	Count	317	213	56	586
		% within n_city_rated	47.2%	50.4%	49.1%	
	Borrow money (increase debt, also known as deficit spending)	Count	37	32	10	79
		% within n_city_rated	5.6%	7.6%	8.8%	
	Reduce wages and/or benefits	Count	145	100	24	269
		% within n_city_rated	21.6%	23.6%	21.1%	
	Layoff employees	Count	98	52	15	165
		% within n_city_rated	14.7%	12.3%	13.2%	
Total		Count	670	423	114	1207

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

CityBal*n_city_rated Crosstabulation

			City Rated			Total
			Boise	Idaho Falls	Meridian	
City Budget Balancing(a)	Increase Revenue	Count	548	354	87	990
		% within n_city_rated	81.8%	83.8%	76.3%	
	Reduce Expenses	Count	372	256	69	697
		% within n_city_rated	55.5%	60.4%	60.5%	
	Borrow Money	Count	37	32	10	79
		% within n_city_rated	5.6%	7.6%	8.8%	
Total		Count	670	423	114	1207

Percentages and totals are based on respondents. a Dichotomy group tabulated at value 1.

CityRev*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
City Revenue Source(a)	Raise my taxes	Count	228	198	85	511
		% within LibConMod	65.4%	38.6%	24.6%	
	Raise someone else's taxes	Count	100	104	38	243
		% within LibConMod	28.7%	20.3%	11.0%	
	Charge user fees	Count	238	346	212	796
		% within LibConMod	68.3%	67.6%	61.2%	
	Reduce or eliminate services	Count	98	258	230	586
		% within LibConMod	28.1%	50.4%	66.3%	
	Borrow money (increase debt, also known as deficit spending)	Count	32	34	14	79
		% within LibConMod	9.2%	6.5%	4.0%	
	Reduce wages and/or benefits	Count	44	118	107	269
		% within LibConMod	12.6%	23.1%	30.8%	
	Layoff employees	Count	21	90	55	165
		% within LibConMod	5.9%	17.5%	15.8%	
Total		Count	348	512	347	1207

Percentages and totals are based on respondents. a Dichotomy group tabulated at value 1.

CityBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
City Budget Balancing(a)	Increase Revenue	Count	318	415	256	990
		% within LibConMod	91.3%	81.1%	73.9%	
	Reduce Expenses	Count	129	321	246	697
		% within LibConMod	37.1%	62.7%	71.0%	
	Borrow Money	Count	32	34	14	79
		% within LibConMod	9.2%	6.5%	4.0%	
Total		Count	348	512	347	1207

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

POPULUS

CityTrust: Please indicate how much you agree or disagree with the following statements as they relate to the government of the City of [SCRIPT] (1 = strongly disagree to 5 = strongly agree).

1. The elected officials act in the best interests of the citizens
2. Lobbyists have too much influence
3. The elected officials enable and encourage transparency
4. The elected officials are only in it for the money
5. The elected officials keep their word and don't lie to the citizens
6. I receive too much communication from the elected officials
7. I trust the elected officials

Summary of Means	Boise	Idaho Falls	Meridian	Total
The elected officials act in the best interests of the citizens	3.3	3.4	3.4	3.4
Lobbyists have too much influence	3.8	3.5	3.7	3.7
The elected officials enable and encourage transparency	3.1	3.2	3.2	3.1
The elected officials are only in it for the money	2.5	2.5	2.6	2.5
The elected officials keep their word and don't lie to the citizens	2.9	3.1	3.1	3.0
I receive too much communication from the elected officials	2.1	2.3	2.0	2.2
I trust the elected officials	3.0	3.1	3.0	3.0

CityConclude: Please tell us how much you agree or disagree with the following statements regarding [SCRIPT] (1 = strongly disagree to 5 = strongly agree).

1. I can see myself living in [SCRIPT] five years from now
2. If I were looking to purchase or rent a new home I would only look at those in [SCRIPT]
3. I would recommend [SCRIPT] to close friends and family as a place to live

Summary of Means	Boise	Idaho Falls	Meridian	Total
I can see myself living in [city name] five years from now	4.3	4.2	4.3	4.3
If I were looking to purchase or rent a new home I would only look at those in [city name]	3.7	3.5	3.2	3.6
I would recommend [city name] to close friends and family as a place to live	4.4	4.1	4.3	4.3

POPULUS

GOVERNMENT RATINGS

CountyTrust: Please indicate how much you agree or disagree with the following statements as they relate to the government of your <u>county</u> of residence (1 = strongly disagree to 5 = strongly agree).

1. The elected officials act in the best interests of the citizens
2. Lobbyists have too much influence
3. The elected officials enable and encourage transparency
4. The elected officials are only in it for the money
5. The elected officials keep their word and don't lie to the citizens
6. I receive too much communication from the elected officials
7. I trust the elected officials

n_county2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Ada	1048	54.7	54.7	54.7
	2.00 Canyon	88	4.6	4.6	59.3
	3.00 Bonneville	663	34.6	34.6	93.9
	4.00 Bingham	59	3.1	3.1	97.0
	5.00 Jefferson	57	3.0	3.0	100.0
	Total	1915	100.0	100.0	

Summary of Means	Ada	Canyon	Bonneville	Bingham	Jefferson	Total
The elected officials act in the best interests of the citizens	2.9	3.0	3.2	3.2	3.2	3.0
Lobbyists have too much influence	3.9	3.6	3.7	3.8	3.4	3.8
The elected officials enable and encourage transparency	2.7	2.9	2.9	2.8	3.0	2.8
The elected officials are only in it for the money	2.7	2.8	2.6	2.7	2.4	2.7
The elected officials keep their word and don't lie to the citizens	2.7	2.9	3.0	2.8	2.7	2.8
I receive too much communication from the elected officials	2.2	2.2	2.2	2.3	2.0	2.2
I trust the elected officials	2.7	2.8	2.9	2.8	2.8	2.8

StateTrust: Please indicate how much you agree or disagree with the following statements as they relate to the government of your <u>state</u> of residence (1 = strongly disagree to 5 = strongly agree).

1. The elected officials act in the best interests of the citizens
2. Lobbyists have too much influence
3. The elected officials enable and encourage transparency
4. The elected officials are only in it for the money
5. The elected officials keep their word and don't lie to the citizens
6. I receive too much communication from the elected officials
7. I trust the elected officials

region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Western Idaho	1329	58.7	58.7	58.7
	2.00 Eastern Idaho	936	41.3	41.3	100.0
	Total	2265	100.0	100.0	

Summary of Means	Western Idaho	Eastern Idaho	Total
The elected officials act in the best interests of the citizens	2.6	2.7	2.7
Lobbyists have too much influence	4.1	4.1	4.1
The elected officials enable and encourage transparency	2.5	2.6	2.5
The elected officials are only in it for the money	2.8	3.0	2.9
The elected officials keep their word and don't lie to the citizens	2.6	2.5	2.5
I receive too much communication from the elected officials	2.2	2.2	2.2
I trust the elected officials	2.4	2.5	2.5

FederalTrust: Please indicate how much you agree or disagree with the following statements as they relate to <u>your state's elected members of the U.S. Senate and the U.S. House of Representatives</u> (1 = strongly disagree to 5 = strongly agree).

1. The elected official acts in the best interests of the citizens
2. Lobbyists have too much influence on this elected official
3. The elected official enables and encourages transparency
4. The elected official is only in it for the money
5. The elected official keeps his/her word and doesn't lie to the citizens
6. I receive too much communication from the elected official
7. I trust the elected official

region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Western Idaho	1157	57.4	57.4	57.4
	2.00 Eastern Idaho	858	42.6	42.6	100.0
	Total	2015	100.0	100.0	

Summary of Means	Western Idaho	Eastern Idaho	Total
The elected officials act in the best interests of the citizens	2.7	2.9	2.8
Lobbyists have too much influence	4.2	4.2	4.2
The elected officials enable and encourage transparency	2.6	2.7	2.7
The elected officials are only in it for the money	3.0	3.1	3.1
The elected officials keep their word and don't lie to the citizens	2.5	2.6	2.6
I receive too much communication from the elected officials	2.3	2.3	2.3
I trust the elected officials	2.5	2.6	2.5

PresidentTrust: Please indicate how much you agree or disagree with the following statements as they relate to President Barack Obama (1 = strongly disagree to 5 = strongly agree).

1. The elected official acts in the best interests of the citizens
2. Lobbyists have too much influence on this elected official
3. The elected official enables and encourages transparency
4. The elected official is only in it for the money
5. The elected official keeps his/her word and doesn't lie to the citizens
6. I receive too much communication from the elected official
7. I trust the elected official

region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Western Idaho	1157	57.4	57.4	57.4
	2.00 Eastern Idaho	858	42.6	42.6	100.0
	Total	2015	100.0	100.0	

Summary of Means	Western Idaho	Eastern Idaho	Total
The elected officials act in the best interests of the citizens	3.3	2.8	3.1
Lobbyists have too much influence	3.6	3.8	3.7
The elected officials enable and encourage transparency	3.1	2.9	3.0
The elected officials are only in it for the money	2.1	2.5	2.3
The elected officials keep their word and don't lie to the citizens	3.0	2.6	2.8
I receive too much communication from the elected officials	2.4	2.4	2.4
I trust the elected officials	3.1	2.7	2.9

OtherServicePayment: If revenue does not keep pace with growth and demand for services, how would you prefer each of the governmental agencies listed below balance their budget? You may select up to three items for each governmental agency.

Agencies displayed:

1. County government
2. [State Name] government
3. Federal government

Choices:

☐ Raise my taxes
☐ Raise someone else's taxes
☐ Charge user fees
☐ Reduce or eliminate services
☐ Borrow money (increase debt, also known as deficit spending)
☐ Reduce wages and/or benefits
☐ Layoff employees

CountyRev*n_county2 Crosstabulation

			County - Condensed					Total
			Ada	Canyon	Bonneville	Bingham	Jefferson	
County Revenue Source(a)	Raise my taxes	Count	340	24	243	14	13	634
		% within n_county2	33.3%	27.6%	37.7%	23.7%	22.8%	
	Raise someone else's taxes	Count	175	14	128	4	8	329
		% within n_county2	17.1%	16.1%	19.8%	6.8%	14.0%	
	Charge user fees	Count	680	56	417	34	30	1217
		% within n_county2	66.5%	64.4%	64.7%	57.6%	52.6%	
	Reduce or eliminate services	Count	528	44	335	44	35	986
		% within n_county2	51.7%	50.6%	51.9%	74.6%	61.4%	
	Borrow money (increase debt, also known as deficit spending)	Count	57	1	22	2	1	83
		% within n_county2	5.6%	1.1%	3.4%	3.4%	1.8%	
	Reduce wages and/or benefits	Count	248	25	136	19	27	455
		% within n_county2	24.3%	28.7%	21.1%	32.2%	47.4%	
	Layoff employees	Count	192	17	104	11	15	339
		% within n_county2	18.8%	19.5%	16.1%	18.6%	26.3%	
Total		Count	1022	87	645	59	57	1870

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

CountyRev*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
County Revenue Source(a)	Raise my taxes	Count	255	272	107	634
		% within LibConMod	54.5%	31.6%	19.8%	
	Raise someone else's taxes	Count	119	162	48	329
		% within LibConMod	25.4%	18.8%	8.9%	
	Charge user fees	Count	344	551	322	1217
		% within LibConMod	73.5%	64.0%	59.5%	
	Reduce or eliminate services	Count	156	458	372	986
		% within LibConMod	33.3%	53.2%	68.8%	
	Borrow money (increase debt, also known as deficit spending)	Count	34	36	13	83
		% within LibConMod	7.3%	4.2%	2.4%	
	Reduce wages and/or benefits	Count	61	226	168	455
		% within LibConMod	13.0%	26.2%	31.1%	
	Layoff employees	Count	41	171	127	339
		% within LibConMod	8.8%	19.9%	23.5%	
Total		Count	468	861	541	1870

Percentages and totals are based on respondents. a Dichotomy group tabulated at value 1.

CountyBal*n_county2 Crosstabulation

			County - Condensed					Total
			Ada	Canyon	Bonneville	Bingham	Jefferson	
County Budget Balancing(a)	Increase Revenue	Count	803	64	519	38	38	1462
		% within n_county2	78.6%	73.6%	80.5%	64.4%	66.7%	
	Reduce Expenses	Count	637	53	386	49	45	1170
		% within n_county2	62.3%	60.9%	59.8%	83.1%	78.9%	
	Borrow Money	Count	57	1	22	2	1	83
		% within n_county2	5.6%	1.1%	3.4%	3.4%	1.8%	
Total		Count	1022	87	645	59	57	1870

Percentages and totals are based on respondents. a Dichotomy group tabulated at value 1.

CountyBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
County Budget Balancing(a)	Increase Revenue	Count	431	674	357	1462
		% within LibConMod	92.1%	78.3%	66.0%	
	Reduce Expenses	Count	199	552	419	1170
		% within LibConMod	42.5%	64.1%	77.4%	
	Borrow Money	Count	34	36	13	83
		% within LibConMod	7.3%	4.2%	2.4%	
Total		Count	468	861	541	1870

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

POPULUS

StateRev*region Crosstabulation

			County Regions		Total
			Western Idaho	Eastern Idaho	
State Revenue Source(a)	Raise my taxes	Count	397	280	677
		% within region	34.3%	32.6%	
	Raise someone else's taxes	Count	217	181	398
		% within region	18.8%	21.1%	
	Charge user fees	Count	723	479	1202
		% within region	62.5%	55.8%	
	Reduce or eliminate services	Count	593	485	1078
		% within region	51.3%	56.5%	
	Borrow money (increase debt, also known as deficit spending)	Count	75	28	103
		% within region	6.5%	3.3%	
	Reduce wages and/or benefits	Count	304	243	547
		% within region	26.3%	28.3%	
	Layoff employees	Count	226	196	422
		% within region	19.5%	22.8%	
Total		Count	1157	858	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

StateRev*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
State Revenue Source(a)	Raise my taxes	Count	275	286	116	677
		% within LibConMod	55.9%	30.7%	19.7%	
	Raise someone else's taxes	Count	143	188	67	398
		% within LibConMod	29.1%	20.2%	11.4%	
	Charge user fees	Count	347	545	310	1202
		% within LibConMod	70.5%	58.4%	52.5%	
	Reduce or eliminate services	Count	153	508	417	1078
		% within LibConMod	31.1%	54.4%	70.7%	
	Borrow money (increase debt, also known as deficit spending)	Count	41	46	16	103
		% within LibConMod	8.3%	4.9%	2.7%	
	Reduce wages and/or benefits	Count	75	268	204	547
		% within LibConMod	15.2%	28.7%	34.6%	
	Layoff employees	Count	47	215	160	422
		% within LibConMod	9.6%	23.0%	27.1%	
Total		Count	492	933	590	2015

Percentages and totals are based on respondents. a Dichotomy group tabulated at value 1.

stateBal*region Crosstabulation

			County Regions		Total
			Western Idaho	Eastern Idaho	
State Budget Balancing(a)	Increase Revenue	Count	882	628	1510
		% within region	76.2%	73.2%	
	Reduce Expenses	Count	726	587	1313
		% within region	62.7%	68.4%	
	Borrow Money	Count	75	28	103
		% within region	6.5%	3.3%	
Total		Count	1157	858	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

stateBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
State Budget Balancing(a)	Increase Revenue	Count	452	695	363	1510
		% within LibConMod	91.9%	74.5%	61.5%	
	Reduce Expenses	Count	206	631	476	1313
		% within LibConMod	41.9%	67.6%	80.7%	
	Borrow Money	Count	41	46	16	103
		% within LibConMod	8.3%	4.9%	2.7%	
Total		Count	492	933	590	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

FedRev*region Crosstabulation

			County Regions		Total
			Western Idaho	Eastern Idaho	
Federal Revenue Source(a)	Raise my taxes	Count	346	214	560
		% within region	29.9%	24.9%	
	Raise someone else's taxes	Count	261	201	462
		% within region	22.6%	23.4%	
	Charge user fees	Count	538	339	877
		% within region	46.5%	39.5%	
	Reduce or eliminate services	Count	649	547	1196
		% within region	56.1%	63.8%	
	Borrow money (increase debt, also known as deficit spending)	Count	86	51	137
		% within region	7.4%	5.9%	
	Reduce wages and/or benefits	Count	350	299	649
		% within region	30.3%	34.8%	
	Layoff employees	Count	334	299	633
		% within region	28.9%	34.8%	
Total		Count	1157	858	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

FedRev*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			
			Liberal	Moderate	Conservative	Total
Federal Revenue Source(a)	Raise my taxes	Count	259	245	56	560
		% within LibConMod	52.6%	26.3%	9.5%	
	Raise someone else's taxes	Count	172	225	65	462
		% within LibConMod	35.0%	24.1%	11.0%	
	Charge user fees	Count	272	386	219	877
		% within LibConMod	55.3%	41.4%	37.1%	
	Reduce or eliminate services	Count	184	558	454	1196
		% within LibConMod	37.4%	59.8%	76.9%	
	Borrow money (increase debt, also known as deficit spending)	Count	59	62	16	137
		% within LibConMod	12.0%	6.6%	2.7%	
	Reduce wages and/or benefits	Count	84	322	243	649
		% within LibConMod	17.1%	34.5%	41.2%	
	Layoff employees	Count	68	312	253	633
		% within LibConMod	13.8%	33.4%	42.9%	
Total		Count	492	933	590	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

fedBal*region Crosstabulation

			County Regions		Total
			Western Idaho	Eastern Idaho	
Federal Budget Balancing(a)	Increase Revenue	Count	769	521	1290
		% within region	66.5%	60.7%	
	Reduce Expenses	Count	807	657	1464
		% within region	69.7%	76.6%	
	Borrow Money	Count	86	51	137
		% within region	7.4%	5.9%	
Total		Count	1157	858	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

fedBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
Federal Budget Balancing(a)	Increase Revenue	Count	426	600	264	1290
		% within LibConMod	86.6%	64.3%	44.7%	
	Reduce Expenses	Count	246	694	524	1464
		% within LibConMod	50.0%	74.4%	88.8%	
	Borrow Money	Count	59	62	16	137
		% within LibConMod	12.0%	6.6%	2.7%	
Total		Count	492	933	590	2015

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

REGION RATINGS

RegionFavorite_1: Please consider the importance of each of the following aspects in your choice to live in [the region of state in which you reside].

Considering only these 7 features, which is your Most Favorite thing about [the region of the state in which you reside] and which is your Least Favorite thing?

1. Location
2. Overall quality of life
3. Availability of cultural opportunities
4. Weather / environment
5. Cost of living
6. Career opportunities
7. Something else

Most Favorite Thing

RegionFavorite_1_b * region Crosstabulation

			region		Total
			1.00 Western Idaho	2.00 Eastern Idaho	
RegionFavorite_1_b	1 Location	Count	92	113	205
		% within region	8.0%	13.2%	10.2%
	2 Overall quality of life	Count	835	572	1407
		% within region	72.5%	66.7%	70.0%
	3 Availability of cultural opportunities	Count	14	6	20
		% within region	1.2%	.7%	1.0%
	4 Weather / environment	Count	96	43	139
		% within region	8.3%	5.0%	6.9%
	5 Cost of living	Count	43	68	111
		% within region	3.7%	7.9%	5.5%
	6 Career opportunities	Count	23	22	45
		% within region	2.0%	2.6%	2.2%
	7 Something else	Count	49	33	82
		% within region	4.3%	3.9%	4.1%
Total		Count	1152	857	2009
		% within region	100.0%	100.0%	100.0%

Least Favorite Thing

RegionFavorite_1_w * region Crosstabulation

			region		Total
			1.00 Western Idaho	2.00 Eastern Idaho	
RegionFavorite_1_w	1 Location	Count	64	28	92
		% within region	5.6%	3.3%	4.6%
	2 Overall quality of life	Count	13	10	23
		% within region	1.1%	1.2%	1.1%
	3 Availability of cultural opportunities	Count	162	137	299
		% within region	14.1%	16.0%	14.9%
	4 Weather / environment	Count	67	215	282
		% within region	5.8%	25.1%	14.0%
	5 Cost of living	Count	116	36	152
		% within region	10.1%	4.2%	7.6%
	6 Career opportunities	Count	390	190	580
		% within region	33.9%	22.2%	28.9%
	7 Something else	Count	340	241	581
		% within region	29.5%	28.1%	28.9%
Total		Count	1152	857	2009
		% within region	100.0%	100.0%	100.0%

RegionFavoriteFollowUp: In the previous question, you indicated that 'Something else' was either your least or most favorite thing about [the region of the state in which you reside]. Will you please describe what you had in mind for 'Something else'? Please limit your response to 60 characters or less.

(asked only if 'something else' chosen in the previous question)

RegionQOL: Overall, the quality of life in [the region of the state in which you reside] is...?

1. Poor
2. Below average
3. Average
4. Above average
5. Excellent

RegionQOL * region Crosstabulation

			region		Total
			1.00 Western Idaho	2.00 Eastern Idaho	
RegionQOL	1 Poor	Count	10	4	14
		% within region	.9%	.5%	.7%
	2 Below average	Count	39	26	65
		% within region	3.4%	3.0%	3.2%
	3 Average	Count	138	115	253
		% within region	12.0%	13.4%	12.6%
	4 Above average	Count	651	475	1126
		% within region	56.5%	55.5%	56.1%
	5 Excellent	Count	314	236	550
		% within region	27.3%	27.6%	27.4%
Total		Count	1152	856	2008
		% within region	100.0%	100.0%	100.0%

NEWSPAPER SATISFACTION

IntroPaper: The questions on this and the next few screens will pertain to your usage and opinions of the local media available to you.

PaperQualify: Do you read at least one local newspaper (not a national newspaper such as the Wall Street Journal or USA Today) at least one time each week, on average? Please answer whether you subscribe or pay for the paper or not.

1. Yes
2. No
3. Not sure

PaperQualify * eid Crosstabulation

			eid				Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
PaperQualify	1 Yes	Count	835	872	287	3	1997
		% within eid	94.2%	95.5%	77.8%	75.0%	91.9%
	2 No	Count	49	38	77	1	165
		% within eid	5.5%	4.2%	20.9%	25.0%	7.6%
	3 Not sure	Count	2	3	5	0	10
		% within eid	.2%	.3%	1.4%	.0%	.5%
Total		Count	886	913	369	4	2172
		% within eid	100.0%	100.0%	100.0%	100.0%	100.0%

MainMedia: Please indicate your primary media source for each of the following.

1. What is your main source for local news
2. What is your main source for local advertising

Choices:

o Television
o Radio
o Internet
o Newspaper
o Word of mouth

MainMedia_r1 * eid Crosstabulation

Main Source for local news			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	Total
MainMedia_r1	1 Television	Count	284	284	115	1	684
		% within eid	32.1%	31.1%	31.2%	25.0%	31.5%
	2 Radio	Count	37	23	37	0	97
		% within eid	4.2%	2.5%	10.0%	.0%	4.5%
	3 Internet	Count	141	76	77	2	296
		% within eid	15.9%	8.3%	20.9%	50.0%	13.6%
	4 Newspaper	Count	418	522	131	1	1072
		% within eid	47.2%	57.2%	35.5%	25.0%	49.4%
	5 Word of mouth	Count	6	8	9	0	23
		% within eid	.7%	.9%	2.4%	.0%	1.1%
Total		Count	886	913	369	4	2172
		% within eid	100.0%	100.0%	100.0%	100.0%	100.0%

MainMedia_r2 * eid Crosstabulation

Main source for local advertising information			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	Total
					eid		
MainMedia_r2	1 Television	Count	128	102	90	1	321
		% within eid	14.4%	11.2%	24.4%	25.0%	14.8%
	2 Radio	Count	52	46	44	1	143
		% within eid	5.9%	5.0%	11.9%	25.0%	6.6%
	3 Internet	Count	67	34	37	1	139
		% within eid	7.6%	3.7%	10.0%	25.0%	6.4%
	4 Newspaper	Count	548	643	148	1	1340
		% within eid	61.9%	70.4%	40.1%	25.0%	61.7%
	5 Word of mouth	Count	91	88	50	0	229
		% within eid	10.3%	9.6%	13.6%	.0%	10.5%
Total		Count	886	913	369	4	2172
		% within eid	100.0%	100.0%	100.0%	100.0%	100.0%

POPULUS

ReadPapers: Please indicate the average number of days each week that you read the newspapers listed below, whether online or in print, regardless of whether you subscribe or purchase the paper or not.

NOTE: This list is only shown if respondent selects 'yes' to the 'PaperQualify' question above.

(This list can be customized to whatever regional papers the client wishes to include)

      The Idaho Statesman
      The Post Register
      Wall Street Journal
      USA Today
      Other (please specify) _____

Choices:

1. I don't read this paper
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7

ReadPapers_r1 The Idaho Statesman * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
ReadPapers_r1 The Idaho Statesman	1 I don't read this paper	Count	6	790	66	862
		% within eid Entity Identity	.7%	90.9%	23.1%	43.4%
	2 1	Count	43	42	24	109
		% within eid Entity Identity	5.2%	4.8%	8.4%	5.5%
	3 2	Count	25	8	12	45
		% within eid Entity Identity	3.0%	.9%	4.2%	2.3%
	4 3	Count	61	11	21	93
		% within eid Entity Identity	7.3%	1.3%	7.3%	4.7%
	5 4	Count	21	2	15	38
		% within eid Entity Identity	2.5%	.2%	5.2%	1.9%
	6 5	Count	51	4	22	77
		% within eid Entity Identity	6.1%	.5%	7.7%	3.9%
	7 6	Count	37	1	10	48
		% within eid Entity Identity	4.4%	.1%	3.5%	2.4%
	8 7	Count	589	11	116	716
		% within eid Entity Identity	70.7%	1.3%	40.6%	36.0%
Total		Count	833	869	286	1988
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

ReadPapers_r2 The Post Register * eid Entity Identity Crosstabulation

			eid Entity Identity			Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
ReadPapers_r2 The Post Register	1 I don't read this paper	Count	814	9	273	1096
		% within eid Entity Identity	97.7%	1.0%	95.5%	55.1%
	2 1	Count	10	22	2	34
		% within eid Entity Identity	1.2%	2.5%	.7%	1.7%
	3 2	Count	4	15	4	23
		% within eid Entity Identity	.5%	1.7%	1.4%	1.2%
	4 3	Count	1	22	1	24
		% within eid Entity Identity	.1%	2.5%	.3%	1.2%
	5 4	Count	2	30	0	32
		% within eid Entity Identity	.2%	3.5%	.0%	1.6%
	6 5	Count	0	58	0	58
		% within eid Entity Identity	.0%	6.7%	.0%	2.9%
	7 6	Count	0	532	3	535
		% within eid Entity Identity	.0%	61.2%	1.0%	26.9%
	8 7	Count	2	181	3	186
		% within eid Entity Identity	.2%	20.8%	1.0%	9.4%
Total		Count	833	869	286	1988
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

ReadPapers_r3 Wall Street Journal * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
ReadPapers_r3 Wall Street Journal	1 I don't read this paper	Count	639	752	218	1609
		% within eid Entity Identity	76.7%	86.5%	76.2%	80.9%
	2 1	Count	68	53	28	149
		% within eid Entity Identity	8.2%	6.1%	9.8%	7.5%
	3 2	Count	32	16	11	59
		% within eid Entity Identity	3.8%	1.8%	3.8%	3.0%
	4 3	Count	20	5	9	34
		% within eid Entity Identity	2.4%	.6%	3.1%	1.7%
	5 4	Count	8	7	3	18
		% within eid Entity Identity	1.0%	.8%	1.0%	.9%
	6 5	Count	20	16	5	41
		% within eid Entity Identity	2.4%	1.8%	1.7%	2.1%
	7 6	Count	31	11	8	50
		% within eid Entity Identity	3.7%	1.3%	2.8%	2.5%
	8 7	Count	15	9	4	28
		% within eid Entity Identity	1.8%	1.0%	1.4%	1.4%
Total		Count	833	869	286	1988
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

ReadPapers_r4 USA Today * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
ReadPapers_r4 USA Today	1 I don't read this paper	Count	665	681	229	1575
		% within eid Entity Identity	79.8%	78.4%	80.1%	79.2%
	2 1	Count	94	89	33	216
		% within eid Entity Identity	11.3%	10.2%	11.5%	10.9%
	3 2	Count	28	32	6	66
		% within eid Entity Identity	3.4%	3.7%	2.1%	3.3%
	4 3	Count	13	22	11	46
		% within eid Entity Identity	1.6%	2.5%	3.8%	2.3%
	5 4	Count	6	11	2	19
		% within eid Entity Identity	.7%	1.3%	.7%	1.0%
	6 5	Count	17	24	5	46
		% within eid Entity Identity	2.0%	2.8%	1.7%	2.3%
	7 6	Count	3	3	0	6
		% within eid Entity Identity	.4%	.3%	.0%	.3%
	8 7	Count	7	7	0	14
		% within eid Entity Identity	.8%	.8%	.0%	.7%
Total		Count	833	869	286	1988
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

ReadPapers_r5 Other (please specify) * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
ReadPapers_r5 Other (please specify)	1 I don't read this paper	Count	172	172	30	374
		% within eid Entity Identity	40.0%	39.9%	17.4%	36.2%
	2 1	Count	103	106	47	256
		% within eid Entity Identity	24.0%	24.6%	27.3%	24.8%
	3 2	Count	21	12	15	48
		% within eid Entity Identity	4.9%	2.8%	8.7%	4.6%
	4 3	Count	15	34	5	54
		% within eid Entity Identity	3.5%	7.9%	2.9%	5.2%
	5 4	Count	13	13	7	33
		% within eid Entity Identity	3.0%	3.0%	4.1%	3.2%
	6 5	Count	21	22	21	64
		% within eid Entity Identity	4.9%	5.1%	12.2%	6.2%
	7 6	Count	10	21	7	38
		% within eid Entity Identity	2.3%	4.9%	4.1%	3.7%
	8 7	Count	75	51	40	166
		% within eid Entity Identity	17.4%	11.8%	23.3%	16.1%
Total		Count	430	431	172	1033
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

NOTE: The next three questions are only shown if 'yes' is selected in the *PaperQualify* question above.

PaperOverall: Overall, how satisfied are you with the [local newspaper]?

1. Very Dissatisfied
2. Dissatisfied
3. Neutral - neither satisfied nor dissatisfied
4. Satisfied
5. Very Satisfied
6. Don't know / don't read this paper

PaperOverall Overall, how satisfied are you with the [paper name]? * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
PaperOverall Overall, how satisfied are you with the [paper name]?	1 Very Dissatisfied	Count	74	33	107
		% within papername_assigned	7.0%	3.8%	5.6%
	2 Dissatisfied	Count	280	177	457
		% within papername_assigned	26.6%	20.6%	23.9%
	3 Neutral - neither satisfied nor dissatisfied	Count	260	216	476
		% within papername_assigned	24.7%	25.1%	24.9%
	4 Satisfied	Count	341	338	679
		% within papername_assigned	32.4%	39.3%	35.5%
	5 Very Satisfied	Count	94	96	190
		% within papername_assigned	8.9%	11.2%	9.9%
	6 Don't know / don't read this paper	Count	5	0	5
		% within papername_assigned	.5%	.0%	.3%
Total		Count	1054	860	1914
		% within papername_assigned	100.0%	100.0%	100.0%

PaperLeaning: In general, would you say that the [local newspaper] is...?

1. Too conservative
2. Middle of the road
3. Too liberal
4. Don't know / don't read this paper

PaperLeaning In general, would you say that the [paper name] is...? * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
PaperLeaning In general, would you say that the [paper name] is...?	1 Too conservative	Count	157	93	250
		% within papername_assigned	15.1%	10.9%	13.2%
	2 Middle of the road	Count	624	461	1085
		% within papername_assigned	59.8%	54.0%	57.2%
	3 Too liberal	Count	262	300	562
		% within papername_assigned	25.1%	35.1%	29.6%
Total		Count	1043	854	1897
		% within papername_assigned	100.0%	100.0%	100.0%

PaperLeaning In general, would you say that the [paper name] is...? * papername_assigned * LibConMod Liberal / Moderate / Conservative Crosstabulation

LibConMod Liberal / Moderate / Conservative				Idaho Statesman	Post Register	Total
1.00 Liberal	PaperLeaning In general, would you say that the [paper name] is...?	1 Too conservative	Count	92	22	114
			% within papername_assigned	26.5%	21.2%	25.3%
		2 Middle of the road	Count	248	76	324
			% within papername_assigned	71.5%	73.1%	71.8%
		3 Too liberal	Count	7	6	13
			% within papername_assigned	2.0%	5.8%	2.9%
	Total		Count	347	104	451
			% within papername_assigned	100.0%	100.0%	100.0%
2.00 Moderate	PaperLeaning In general, would you say that the [paper name] is...?	1 Too conservative	Count	52	63	115
			% within papername_assigned	13.4%	12.1%	12.7%
		2 Middle of the road	Count	253	288	541
			% within papername_assigned	65.2%	55.5%	59.6%
		3 Too liberal	Count	83	168	251
			% within papername_assigned	21.4%	32.4%	27.7%
	Total		Count	388	519	907
			% within papername_assigned	100.0%	100.0%	100.0%
3.00 Conservative	PaperLeaning In general, would you say that the [paper name] is...?	1 Too conservative	Count	13	8	21
			% within papername_assigned	4.2%	3.5%	3.9%
		2 Middle of the road	Count	123	97	220
			% within papername_assigned	39.9%	42.0%	40.8%
		3 Too liberal	Count	172	126	298
			% within papername_assigned	55.8%	54.5%	55.3%
	Total		Count	308	231	539
			% within papername_assigned	100.0%	100.0%	100.0%

PaperCoverage: Please indicate your opinions about the [local newspaper]'s coverage of the various topics listed below (1 = very dissatisfied to 5 = very satisfied plus 6 = don't know / don't read this paper). *Note: 'Don't know' dropped from table and calculation of means.*

1. News from your town or community
2. News from your own neighborhood
3. Good things happening in the local area
4. Education and the local schools
5. Local high school sports
6. Local college sports
7. Local police, crime and court news
8. Growth and development in [the region of the state in which you reside]
9. City and county government and politics
10. News about Idaho state government
11. Places to go and things to do in [the region of the state in which you reside]
12. News about [state name]'s environment and natural resources
13. Health and fitness
14. Home decorating and gardening
15. Outdoor activities such as hiking, skiing, biking, camping, and river rafting
16. News about local technology businesses and issues
17. Local topics that you can't find anywhere else

	Idaho Statesman		Post Register		Total	
	Mean	N	Mean	N	Mean	N
News from your town or community	3.3	1031	3.3	852	3.3	1883
News from your own neighborhood	2.9	1030	3.0	851	2.9	1881
Good things happening in the local area	3.4	1031	3.5	852	3.5	1883
Education and the local schools	3.3	1029	3.4	851	3.3	1880
Local high school sports	3.4	1005	3.5	836	3.4	1841
Local college sports	3.8	1005	3.3	832	3.5	1837
Local police, crime and court news	3.4	1026	3.4	853	3.4	1879
Growth and development in [region name]	3.4	1031	3.6	851	3.5	1882
City and county government and politics	3.2	1031	3.4	852	3.3	1883
News about Idaho state government	3.4	1031	3.5	852	3.4	1883
Places to go and things to do in [region name]	3.8	1029	3.9	849	3.8	1878
News about [state name]'s environment and natural resources	3.5	1030	3.5	852	3.5	1882
Health and fitness	3.4	1023	3.4	848	3.4	1871
Home decorating and gardening	3.5	1019	3.5	841	3.5	1860
Outdoor activities such as hiking, skiing, biking, camping, and river rafting	3.9	1024	3.9	851	3.9	1875
News about local technology businesses and issues	3.3	1029	3.6	852	3.4	1881
Local topics that you can't find anywhere else	3.2	1028	3.3	852	3.2	1880

AdvertisingInfo: Which one source, listed across the top of the columns below, do you rely on most for product and provider information when it comes to each of the categories listed along the left side of the table below.

1. A used car, truck, or van
2. A new car, truck, or van
3. Home improvement items and hardware
4. Groceries
5. Entertainment and things to do in and around [SCRIPT] and [SCRIPT]
6. Clothing and accessories
7. Electronic equipment such as TV's, DVD players or computer equipment
8. Furniture and home furnishings
9. Home or real estate to buy or rent
10. Lawn and garden supplies and equipment
11. Looking for a job
12. Restaurants
13. Tires, batteries and auto accessories
14. Movie times and listings

Choices:

Weekly or shopper
TV
Radio
Magazines
Yellow Pages
Advertising that comes in the mail
The Internet
[local paper]
Another daily newspaper
Other
Don't use ad/ Don't know/ Don't buy product

InfoSource01 - A used car, truck, or van * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource01 - A used car, truck, or van	1 Weekly or shopper	Count	20	68	88
		% within papername_assigned	2.0%	8.1%	4.7%
	2 TV	Count	9	6	15
		% within papername_assigned	.9%	.7%	.8%
	3 Radio	Count	2	3	5
		% within papername_assigned	.2%	.4%	.3%
	4 Magazines	Count	5	5	10
		% within papername_assigned	.5%	.6%	.5%
	5 Yellow Pages	Count	1	4	5
		% within papername_assigned	.1%	.5%	.3%
	6 Advertising that comes in the mail	Count	5	7	12
		% within papername_assigned	.5%	.8%	.6%
	7 The Internet	Count	398	121	519
		% within papername_assigned	39.1%	14.4%	27.9%
	8 [paper name]	Count	186	321	507
		% within papername_assigned	18.3%	38.2%	27.3%
	9 Another daily newspaper	Count	8	8	16
		% within papername_assigned	.8%	1.0%	.9%
	10 Other	Count	53	73	126
		% within papername_assigned	5.2%	8.7%	6.8%
	11 Don't use ad/ Don't know/ Don't buy product	Count	330	225	555
		% within papername_assigned	32.4%	26.8%	29.9%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource02 - A new car, truck, or van * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource02 - A new car, truck, or van	1 Weekly or shopper	Count	9	31	40
		% within papername_assigned	.9%	3.7%	2.2%
	2 TV	Count	18	32	50
		% within papername_assigned	1.8%	3.8%	2.7%
	3 Radio	Count	3	4	7
		% within papername_assigned	.3%	.5%	.4%
	4 Magazines	Count	23	18	41
		% within papername_assigned	2.3%	2.1%	2.2%
	5 Yellow Pages	Count	8	11	19
		% within papername_assigned	.8%	1.3%	1.0%
	6 Advertising that comes in the mail	Count	12	8	20
		% within papername_assigned	1.2%	1.0%	1.1%
	7 The Internet	Count	402	229	631
		% within papername_assigned	39.5%	27.2%	34.0%
	8 [paper name]	Count	153	180	333
		% within papername_assigned	15.0%	21.4%	17.9%
	9 Another daily newspaper	Count	5	5	10
		% within papername_assigned	.5%	.6%	.5%
	10 Other	Count	94	115	209
		% within papername_assigned	9.2%	13.7%	11.2%
	11 Don't use ad/ Don't know/ Don't buy product	Count	290	208	498
		% within papername_assigned	28.5%	24.7%	26.8%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource03 Home improvement items and hardware * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource03 Home improvement items and hardware	1 Weekly or shopper	Count	42	38	80
		% within papername_assigned	4.1%	4.5%	4.3%
	2 TV	Count	14	20	34
		% within papername_assigned	1.4%	2.4%	1.8%
	3 Radio	Count	5	5	10
		% within papername_assigned	.5%	.6%	.5%
	4 Magazines	Count	30	16	46
		% within papername_assigned	2.9%	1.9%	2.5%
	5 Yellow Pages	Count	36	56	92
		% within papername_assigned	3.5%	6.7%	5.0%
	6 Advertising that comes in the mail	Count	64	50	114
		% within papername_assigned	6.3%	5.9%	6.1%
	7 The Internet	Count	244	127	371
		% within papername_assigned	24.0%	15.1%	20.0%
	8 [paper name]	Count	371	381	752
		% within papername_assigned	36.5%	45.3%	40.5%
	9 Another daily newspaper	Count	14	4	18
		% within papername_assigned	1.4%	.5%	1.0%
	10 Other	Count	96	67	163
		% within papername_assigned	9.4%	8.0%	8.8%
	11 Don't use ad/ Don't know/ Don't buy product	Count	101	77	178
		% within papername_assigned	9.9%	9.2%	9.6%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource04 Groceries * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource04 Groceries	1 Weekly or shopper	Count	77	77	154
		% within papername_assigned	7.6%	9.2%	8.3%
	2 TV	Count	4	2	6
		% within papername_assigned	.4%	.2%	.3%
	3 Radio	Count	1	0	1
		% within papername_assigned	.1%	.0%	.1%
	4 Magazines	Count	2	2	4
		% within papername_assigned	.2%	.2%	.2%
	5 Yellow Pages	Count	1	1	2
		% within papername_assigned	.1%	.1%	.1%
	6 Advertising that comes in the mail	Count	62	39	101
		% within papername_assigned	6.1%	4.6%	5.4%
	7 The Internet	Count	29	10	39
		% within papername_assigned	2.9%	1.2%	2.1%
	8 [paper name]	Count	560	544	1104
		% within papername_assigned	55.1%	64.7%	59.4%
	9 Another daily newspaper	Count	20	21	41
		% within papername_assigned	2.0%	2.5%	2.2%
	10 Other	Count	125	66	191
		% within papername_assigned	12.3%	7.8%	10.3%
	11 Don't use ad/ Don't know/ Don't buy product	Count	136	79	215
		% within papername_assigned	13.4%	9.4%	11.6%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource05 Entertainment and things to do in and around [city name] and [region name] * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource05 Entertainment and things to do in and around [city name] and [region name]	1 Weekly or shopper	Count	52	7	59
		% within papername_assigned	5.1%	.8%	3.2%
	2 TV	Count	15	22	37
		% within papername_assigned	1.5%	2.6%	2.0%
	3 Radio	Count	17	15	32
		% within papername_assigned	1.7%	1.8%	1.7%
	4 Magazines	Count	5	6	11
		% within papername_assigned	.5%	.7%	.6%
	5 Yellow Pages	Count	1	1	2
		% within papername_assigned	.1%	.1%	.1%
	6 Advertising that comes in the mail	Count	7	21	28
		% within papername_assigned	.7%	2.5%	1.5%
	7 The Internet	Count	138	48	186
		% within papername_assigned	13.6%	5.7%	10.0%
	8 [paper name]	Count	701	636	1337
		% within papername_assigned	68.9%	75.6%	72.0%
	9 Another daily newspaper	Count	18	18	36
		% within papername_assigned	1.8%	2.1%	1.9%
	10 Other	Count	41	31	72
		% within papername_assigned	4.0%	3.7%	3.9%
	11 Don't use ad/ Don't know/ Don't buy product	Count	22	36	58
		% within papername_assigned	2.2%	4.3%	3.1%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource06 Clothing and accessories * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource06 Clothing and accessories	1 Weekly or shopper	Count	42	45	87
		% within papername_assigned	4.1%	5.4%	4.7%
	2 TV	Count	17	10	27
		% within papername_assigned	1.7%	1.2%	1.5%
	3 Radio	Count	2	2	4
		% within papername_assigned	.2%	.2%	.2%
	4 Magazines	Count	31	21	52
		% within papername_assigned	3.0%	2.5%	2.8%
	5 Yellow Pages	Count	3	11	14
		% within papername_assigned	.3%	1.3%	.8%
	6 Advertising that comes in the mail	Count	93	72	165
		% within papername_assigned	9.1%	8.6%	8.9%
	7 The Internet	Count	216	113	329
		% within papername_assigned	21.2%	13.4%	17.7%
	8 [paper name]	Count	377	414	791
		% within papername_assigned	37.1%	49.2%	42.6%
	9 Another daily newspaper	Count	6	7	13
		% within papername_assigned	.6%	.8%	.7%
	10 Other	Count	113	74	187
		% within papername_assigned	11.1%	8.8%	10.1%
	11 Don't use ad/ Don't know/ Don't buy product	Count	117	72	189
		% within papername_assigned	11.5%	8.6%	10.2%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource07 Electronic equipment such as TV's, DVD players or computer equipment * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource07 Electronic equipment such as TV's, DVD players or computer equipment	1 Weekly or shopper	Count	34	37	71
		% within papername_assigned	3.3%	4.4%	3.8%
	2 TV	Count	14	19	33
		% within papername_assigned	1.4%	2.3%	1.8%
	3 Radio	Count	2	3	5
		% within papername_assigned	.2%	.4%	.3%
	4 Magazines	Count	29	32	61
		% within papername_assigned	2.9%	3.8%	3.3%
	5 Yellow Pages	Count	10	22	32
		% within papername_assigned	1.0%	2.6%	1.7%
	6 Advertising that comes in the mail	Count	42	32	74
		% within papername_assigned	4.1%	3.8%	4.0%
	7 The Internet	Count	448	289	737
		% within papername_assigned	44.1%	34.4%	39.7%
	8 [paper name]	Count	294	306	600
		% within papername_assigned	28.9%	36.4%	32.3%
	9 Another daily newspaper	Count	8	4	12
		% within papername_assigned	.8%	.5%	.6%
	10 Other	Count	53	38	91
		% within papername_assigned	5.2%	4.5%	4.9%
	11 Don't use ad/ Don't know/ Don't buy product	Count	83	59	142
		% within papername_assigned	8.2%	7.0%	7.6%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource08 Furniture and home furnishings * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource08 Furniture and home furnishings	1 Weekly or shopper	Count	28	38	66
		% within papername_assigned	2.8%	4.5%	3.6%
	2 TV	Count	38	26	64
		% within papername_assigned	3.7%	3.1%	3.4%
	3 Radio	Count	4	7	11
		% within papername_assigned	.4%	.8%	.6%
	4 Magazines	Count	22	26	48
		% within papername_assigned	2.2%	3.1%	2.6%
	5 Yellow Pages	Count	27	38	65
		% within papername_assigned	2.7%	4.5%	3.5%
	6 Advertising that comes in the mail	Count	53	59	112
		% within papername_assigned	5.2%	7.0%	6.0%
	7 The Internet	Count	204	91	295
		% within papername_assigned	20.1%	10.8%	15.9%
	8 [paper name]	Count	375	348	723
		% within papername_assigned	36.9%	41.4%	38.9%
	9 Another daily newspaper	Count	9	6	15
		% within papername_assigned	.9%	.7%	.8%
	10 Other	Count	98	79	177
		% within papername_assigned	9.6%	9.4%	9.5%
	11 Don't use ad/ Don't know/ Don't buy product	Count	159	123	282
		% within papername_assigned	15.6%	14.6%	15.2%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource09 Home or real estate to buy or rent * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource09 Home or real estate to buy or rent	1 Weekly or shopper	Count	21	23	44
		% within papername_assigned	2.1%	2.7%	2.4%
	2 TV	Count	1	1	2
		% within papername_assigned	.1%	.1%	.1%
	3 Radio	Count	2	0	2
		% within papername_assigned	.2%	.0%	.1%
	4 Magazines	Count	7	16	23
		% within papername_assigned	.7%	1.9%	1.2%
	5 Yellow Pages	Count	1	2	3
		% within papername_assigned	.1%	.2%	.2%
	6 Advertising that comes in the mail	Count	8	1	9
		% within papername_assigned	.8%	.1%	.5%
	7 The Internet	Count	272	118	390
		% within papername_assigned	26.7%	14.0%	21.0%
	8 [paper name]	Count	278	366	644
		% within papername_assigned	27.3%	43.6%	34.7%
	9 Another daily newspaper	Count	11	14	25
		% within papername_assigned	1.1%	1.7%	1.3%
	10 Other	Count	67	41	108
		% within papername_assigned	6.6%	4.9%	5.8%
	11 Don't use ad/ Don't know/ Don't buy product	Count	349	258	607
		% within papername_assigned	34.3%	30.7%	32.7%
Total		Count	1017	840	1857
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource10 Lawn and garden supplies and equipment * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource10 Lawn and garden supplies and equipment	1 Weekly or shopper	Count	42	40	82
		% within papername_assigned	4.1%	4.8%	4.4%
	2 TV	Count	10	12	22
		% within papername_assigned	1.0%	1.4%	1.2%
	3 Radio	Count	16	10	26
		% within papername_assigned	1.6%	1.2%	1.4%
	4 Magazines	Count	16	16	32
		% within papername_assigned	1.6%	1.9%	1.7%
	5 Yellow Pages	Count	34	45	79
		% within papername_assigned	3.3%	5.4%	4.3%
	6 Advertising that comes in the mail	Count	54	45	99
		% within papername_assigned	5.3%	5.4%	5.3%
	7 The Internet	Count	177	93	270
		% within papername_assigned	17.4%	11.1%	14.5%
	8 [paper name]	Count	383	396	779
		% within papername_assigned	37.7%	47.1%	41.9%
	9 Another daily newspaper	Count	13	7	20
		% within papername_assigned	1.3%	.8%	1.1%
	10 Other	Count	115	79	194
		% within papername_assigned	11.3%	9.4%	10.4%
	11 Don't use ad/ Don't know/ Don't buy product	Count	157	98	255
		% within papername_assigned	15.4%	11.7%	13.7%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource11 Looking for a job * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource11 Looking for a job	1 Weekly or shopper	Count	3	3	6
		% within papername_assigned	.3%	.4%	.3%
	2 TV	Count	1	1	2
		% within papername_assigned	.1%	.1%	.1%
	4 Magazines	Count	1	0	1
		% within papername_assigned	.1%	.0%	.1%
	6 Advertising that comes in the mail	Count	3	1	4
		% within papername_assigned	.3%	.1%	.2%
	7 The Internet	Count	440	203	643
		% within papername_assigned	43.3%	24.1%	34.6%
	8 [paper name]	Count	112	273	385
		% within papername_assigned	11.0%	32.5%	20.7%
	9 Another daily newspaper	Count	4	13	17
		% within papername_assigned	.4%	1.5%	.9%
	10 Other	Count	67	50	117
		% within papername_assigned	6.6%	5.9%	6.3%
	11 Don't use ad/ Don't know/ Don't buy product	Count	386	297	683
		% within papername_assigned	38.0%	35.3%	36.8%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource12 Restaurants * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource12 Restaurants	1 Weekly or shopper	Count	69	20	89
		% within papername_assigned	6.8%	2.4%	4.8%
	2 TV	Count	21	39	60
		% within papername_assigned	2.1%	4.6%	3.2%
	3 Radio	Count	7	11	18
		% within papername_assigned	.7%	1.3%	1.0%
	4 Magazines	Count	5	17	22
		% within papername_assigned	.5%	2.0%	1.2%
	5 Yellow Pages	Count	72	106	178
		% within papername_assigned	7.1%	12.6%	9.6%
	6 Advertising that comes in the mail	Count	60	63	123
		% within papername_assigned	5.9%	7.5%	6.6%
	7 The Internet	Count	147	58	205
		% within papername_assigned	14.5%	6.9%	11.0%
	8 [paper name]	Count	400	231	631
		% within papername_assigned	39.3%	27.5%	34.0%
	9 Another daily newspaper	Count	12	4	16
		% within papername_assigned	1.2%	.5%	.9%
	10 Other	Count	158	187	345
		% within papername_assigned	15.5%	22.2%	18.6%
	11 Don't use ad/ Don't know/ Don't buy product	Count	66	105	171
		% within papername_assigned	6.5%	12.5%	9.2%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource13 Tires, batteries and auto accessories * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource13 Tires, batteries and auto accessories	1 Weekly or shopper	Count	28	40	68
		% within papername_assigned	2.8%	4.8%	3.7%
	2 TV	Count	15	22	37
		% within papername_assigned	1.5%	2.6%	2.0%
	3 Radio	Count	9	11	20
		% within papername_assigned	.9%	1.3%	1.1%
	4 Magazines	Count	13	14	27
		% within papername_assigned	1.3%	1.7%	1.5%
	5 Yellow Pages	Count	79	103	182
		% within papername_assigned	7.8%	12.2%	9.8%
	6 Advertising that comes in the mail	Count	58	43	101
		% within papername_assigned	5.7%	5.1%	5.4%
	7 The Internet	Count	205	90	295
		% within papername_assigned	20.2%	10.7%	15.9%
	8 [paper name]	Count	237	251	488
		% within papername_assigned	23.3%	29.8%	26.3%
	9 Another daily newspaper	Count	11	10	21
		% within papername_assigned	1.1%	1.2%	1.1%
	10 Other	Count	183	128	311
		% within papername_assigned	18.0%	15.2%	16.7%
	11 Don't use ad/ Don't know/ Don't buy product	Count	179	129	308
		% within papername_assigned	17.6%	15.3%	16.6%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

InfoSource14 Movie times and listings * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
InfoSource14 Movie times and listings	1 Weekly or shopper	Count	15	8	23
		% within papername_assigned	1.5%	1.0%	1.2%
	2 TV	Count	14	10	24
		% within papername_assigned	1.4%	1.2%	1.3%
	3 Radio	Count	1	0	1
		% within papername_assigned	.1%	.0%	.1%
	5 Yellow Pages	Count	0	1	1
		% within papername_assigned	.0%	.1%	.1%
	6 Advertising that comes in the mail	Count	3	3	6
		% within papername_assigned	.3%	.4%	.3%
	7 The Internet	Count	362	195	557
		% within papername_assigned	35.6%	23.2%	30.0%
	8 [paper name]	Count	511	505	1016
		% within papername_assigned	50.2%	60.0%	54.7%
	9 Another daily newspaper	Count	11	6	17
		% within papername_assigned	1.1%	.7%	.9%
	10 Other	Count	20	18	38
		% within papername_assigned	2.0%	2.1%	2.0%
	11 Don't use ad/ Don't know/ Don't buy product	Count	80	95	175
		% within papername_assigned	7.9%	11.3%	9.4%
Total		Count	1017	841	1858
		% within papername_assigned	100.0%	100.0%	100.0%

PaperImage: How much do you agree or disagree with the following statement?

My opinion of the [local paper] has improved since learning that they are conducting this survey.

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know

PaperImage My opinion of the [paper name] has improved since learning that they are conducting this survey. * papername_assigned Crosstabulation

			papername_assigned		Total
			Idaho Statesman	Post Register	
PaperImage My opinion of the [paper name] has improved since learning that they are conducting this survey.	1 Strongly disagree	Count	72	27	99
		% within papername_assigned	7.1%	4.6%	6.2%
	2 Somewhat disagree	Count	66	31	97
		% within papername_assigned	6.5%	5.3%	6.1%
	3 Neither agree nor disagree	Count	668	385	1053
		% within papername_assigned	65.9%	65.9%	65.9%
	4 Somewhat agree	Count	144	110	254
		% within papername_assigned	14.2%	18.8%	15.9%
	5 Strongly agree	Count	35	22	57
		% within papername_assigned	3.5%	3.8%	3.6%
	6 Don't know	Count	29	9	38
		% within papername_assigned	2.9%	1.5%	2.4%
Total		Count	1014	584	1598
		% within papername_assigned	100.0%	100.0%	100.0%

CURRENT TOPICS

CurrentGrid: Please indicate how much you agree or disagree with each of the following statements (1 = strongly disagree to 5 = strongly agree).

1. The stimulus dollars coming into [state name] are being spent effectively
2. [state name] received their fair share of the available stimulus dollars
3. The 'cash for clunkers' program was well managed
4. The 'cash for clunkers' program will achieve significant reductions in air pollution
5. The 'cash for clunkers' program did help auto dealers
6. The 'cash for clunkers' program did help people not related to the auto industry
7. Road agencies are doing everything possible to make roads safe for cyclists
8. Cyclists should be licensed and contribute to the cost of roads (e.g., bike paths and lanes)
9. Cyclists should be forced to follow the law
10. Boise should have a downtown trolley paid for by taxpayer money

Summary of Means	Western Idaho		Eastern Idaho		Total	
	Mean	N	Mean	N	Mean	N
The stimulus dollars coming into [state name] are being spent effectively	2.7	1110	2.6	832	2.7	1942
[state name] received their fair share of the available stimulus dollars	3.2	1110	3.1	832	3.2	1942
The 'cash for clunkers' program was well managed	2.5	1110	2.2	832	2.4	1942
The 'cash for clunkers' program will achieve significant reductions in air pollution	2.3	1110	2.3	832	2.3	1942
The 'cash for clunkers' program did help auto dealers	3.7	1110	3.7	832	3.7	1942
The 'cash for clunkers' program did help people not related to the auto industry	3.0	1110	3.1	832	3.0	1942
Road agencies are doing everything possible to make roads safe for cyclists	2.6	1110	2.5	832	2.5	1942
Cyclists should be licensed and contribute to the cost of roads (e.g., bike paths and lanes)	3.0	1110	2.9	832	3.0	1942
Cyclists should be forced to follow the law	4.5	1110	4.3	832	4.4	1942
Boise should have a downtown trolley paid for by taxpayer money	2.5	1110	2.4	832	2.5	1942

CurrentGrid_r10 Agreement: Boise should have a downtown trolley paid for by taxpayer money * city City Crosstabulation

			city City			Total
			Boise	Idaho Falls	Meridian	
CurrentGrid_r10 Agreement: Boise should have a downtown trolley paid for by taxpayer money	1 Strongly disagree	Count	255	150	63	468
		% within city City	34.2%	26.8%	50.8%	32.7%
	2 Somewhat disagree	Count	127	80	21	228
		% within city City	17.0%	14.3%	16.9%	15.9%
	3 Neither agree nor disagree	Count	123	262	18	403
		% within city City	16.5%	46.8%	14.5%	28.2%
	4 Somewhat agree	Count	175	55	16	246
		% within city City	23.5%	9.8%	12.9%	17.2%
	5 Strongly agree	Count	66	13	6	85
		% within city City	8.8%	2.3%	4.8%	5.9%
Total		Count	746	560	124	1430
		% within city City	100.0%	100.0%	100.0%	100.0%

POPULUS

OpinionGather: Which one of the methods of gathering constituent opinions listed below do you believe will result in the <u>most accurate representation of the opinions of the majority</u>?

1. Lobbyists (paid or unpaid)
2. Town hall style meetings in person
3. Town hall style meetings on the phone
4. Sending emails
5. Sending US Mail letters
6. Phone calls
7. Pre-recruited roundtable discussions
8. Scientific surveys sponsored by a political organization
9. Scientific surveys sponsored by an independent, non-political organization

OpinionGather Which one of the methods of gathering constituent opinions listed below do you believe will result in the most accurate representation of the opinions of the majority? * eid Entity Identity Crosstabulation

			eid Entity Identity			
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
OpinionGather Which one of the methods of gathering constituent opinions listed below do you believe will result in the most accurate representation of the opinions of the majority?	1 Lobbyists (paid or unpaid)	Count	7	4	4	15
		% within eid Entity Identity	.8%	.5%	1.1%	.7%
	2 Town hall style meetings in person	Count	149	201	64	414
		% within eid Entity Identity	17.7%	23.3%	18.3%	20.1%
	3 Town hall style meetings on the phone	Count	3	9	3	15
		% within eid Entity Identity	.4%	1.0%	.9%	.7%
	4 Sending emails	Count	67	66	21	154
		% within eid Entity Identity	7.9%	7.7%	6.0%	7.5%
	5 Sending US Mail letters	Count	24	43	9	76
		% within eid Entity Identity	2.8%	5.0%	2.6%	3.7%
	6 Phone calls	Count	16	17	2	35
		% within eid Entity Identity	1.9%	2.0%	.6%	1.7%
	7 Pre-recruited roundtable discussions	Count	8	4	7	19
		% within eid Entity Identity	.9%	.5%	2.0%	.9%
	8 Scientific surveys sponsored by a political organization	Count	0	3	0	3
		% within eid Entity Identity	.0%	.3%	.0%	.1%
	9 Scientific surveys sponsored by an independent organization with no political affiliation	Count	559	515	236	1310
		% within eid Entity Identity	66.2%	59.7%	67.6%	63.7%
	10 Other (please specify)	Count	11	0	3	14
		% within eid Entity Identity	1.3%	.0%	.9%	.7%
Total		Count	844	862	349	2055
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Participate: Which one of the methods of gathering constituent opinions listed below do you believe provides the <u>most convenient way for people to participate in the governmental process</u>?

1. Lobbyists (paid or unpaid)
2. Town hall style meetings in person
3. Town hall style meetings on the phone
4. Sending emails
5. Sending US Mail letters
6. Phone calls
7. Pre-recruited roundtable discussions
8. Scientific surveys sponsored by a political organization
9. Scientific surveys sponsored by an independent, non-political organization

Participate Which one of the methods of gathering constituent opinions listed below do you believe provides the most convenient way for people to participate in the governmental process? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
Participate Which one of the methods of gathering constituent opinions listed below do you believe provides the most convenient way for people to participate in the governmental process?	1 Lobbyists (paid or unpaid)	Count	12	11	4	27
		% within eid Entity Identity	1.4%	1.3%	1.1%	1.3%
	2 Town hall style meetings in person	Count	124	182	65	371
		% within eid Entity Identity	14.7%	21.1%	18.6%	18.1%
	3 Town hall style meetings on the phone	Count	18	10	7	35
		% within eid Entity Identity	2.1%	1.2%	2.0%	1.7%
	4 Sending emails	Count	243	241	98	582
		% within eid Entity Identity	28.8%	28.0%	28.1%	28.3%
	5 Sending US Mail letters	Count	37	58	11	106
		% within eid Entity Identity	4.4%	6.7%	3.2%	5.2%
	6 Phone calls	Count	27	26	9	62
		% within eid Entity Identity	3.2%	3.0%	2.6%	3.0%
	7 Pre-recruited roundtable discussions	Count	5	4	6	15
		% within eid Entity Identity	.6%	.5%	1.7%	.7%
	8 Scientific surveys sponsored by a political organization	Count	4	5	1	10
		% within eid Entity Identity	.5%	.6%	.3%	.5%
	9 Scientific surveys sponsored by an independent organization with no political affiliation	Count	362	325	144	831
		% within eid Entity Identity	42.9%	37.7%	41.3%	40.4%
	10 Other (please specify)	Count	12	0	4	16
		% within eid Entity Identity	1.4%	.0%	1.1%	.8%
Total		Count	844	862	349	2055
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

HEALTH CARE (Idaho Falls only)

HealthGrid2: How satisfied are you personally with the following aspects of health care in the United States (very dissatisfied to very satisfied)?

1. The quality of the health care I receive
2. How quickly I'm able to see a doctor when I want to
3. The amount of money I have to pay to see a doctor or have a medical procedure
4. The amount of money I pay for health insurance
5. The ability to see specialists when I want to

Summary of Means (1=Very dissatisfied, 5=Very satisfied)	Liberal (n=114)	Moderate (n=234)	Conser-vative (n=239)	Total (n=587)
	Mean	Mean	Mean	Mean
HealthGrid2_r1 The quality of the health care I receive	3.5	3.8	4.2	3.9
HealthGrid2_r2 How quickly I'm able to see a doctor when I want to	3.6	3.7	4.1	3.8
HealthGrid2_r3 The amount of money I have to pay to see a doctor or have a medical procedure	2.3	2.5	3.0	2.7
HealthGrid2_r4 The amount of money I pay for health insurance	2.4	2.5	2.9	2.6
HealthGrid2_r5 The ability to see specialists when I want to	3.5	3.6	4.0	3.8

HealthGrid1: Please indicate how much you agree or disagree with each of the following statements (strongly disagree to strongly agree plus don't know).

1. The federal government will do more harm than good by providing a separate government run health plan
2. My present health care situation can't get any worse
3. I'm scared to be without health insurance
4. A government run health care option will be fair to existing health care providers
5. A government run health care plan will increase competition among health insurance providers and lower insurance premiums
6. An overhaul of our health care system will reduce the quality of care I presently receive
7. An overhaul of our health care system will increase the amount of out-of-pocket expenses I pay
8. An overhaul of our health care system will limit my options in choosing doctors
9. An overhaul of the health care system will result in higher taxes
10. I like our health care system just the way it is
11. There is nothing that can be done to improve our health care system
12. We need MORE government involvement in health care to make our system better (e.g. separate government run plan, more oversight of private carriers, more oversight of individuals, etc.)
13. We need LESS government involvement in health care to make our system better (e.g. allow providers to compete across state lines)
14. Everyone should be required to purchase health insurance, pay a fine, or go to jail
15. If every man, woman, and child in the US is covered by health insurance and no significant changes are made to the availability of health services, the health service industry will be overwhelmed resulting in longer wait times for doctor visits and treatment.
16. If more medical schools and nursing schools were accredited producing more health care professionals, health care costs would go down due to the increased supply of service providers.
17. If more medical schools and nursing schools were accredited producing more health care professionals, health care quality would be reduced so much that many peoples' health will suffer.
18. Health care reform is so important it must be accomplished quickly (e.g., within 60 days)
19. Health care reform is so important it must be done slowly (e.g. no faster than 6 months)
20. Health care cooperatives should be encouraged as a means of providing more affordable health insurance to more people
21. If administrative processes were streamlined in the health care industry, costs could be reduced and not impact health care profits
22. Employee provided health care should be taxed
23. Employers should be required to provide health insurance to all employees or be taxed
24. If all employers are required to provide health insurance for their employees, prices of goods and services will rise and jobs will be lost
25. A government run medical insurance plan, with similar benefits to private plans at a significantly lower cost to the insured, will ultimately run private providers out of business
26. The federal government should be required to balance the budget every year

27. Members of congress should be required to participate in the same programs as they provide for their constituents (e.g. Social Security, health care, etc.)

Summary of Means (1=Disagree completely, 5 = Agree completely) *sorted descending by 'Total' column*	Liberal (n=114)	Moderate (n=234)	Conser-vative (n=239)	Total (n=587)
	Mean	Mean	Mean	Mean
HealthGrid1_r27 Members of congress should be required to participate in the same programs as they provide for their constituents (e.g. Social Security, health care, etc.)	4.6	4.6	4.8	4.7
HealthGrid1_r3 I'm scared to be without health insurance	4.7	4.5	4.4	4.5
HealthGrid1_r21 If administrative processes were streamlined in the health care industry, costs could be reduced and not impact health care profits	4.2	4.1	4.0	4.1
HealthGrid1_r9 An overhaul of the health care system will result in higher taxes	3.2	3.9	4.6	4.1
HealthGrid1_r26 The federal government should be required to balance the budget every year	3.4	3.9	4.5	4.0
HealthGrid1_r19 Health care reform is so important it must be done slowly (e.g. no faster than 6 months)	3.2	3.9	4.1	3.8
HealthGrid1_r20 Health care cooperatives should be encouraged as a means of providing more affordable health insurance to more people	3.9	3.9	3.7	3.8
HealthGrid1_r7 An overhaul of our health care system will increase the amount of out-of-pocket expenses I pay	2.6	3.5	4.2	3.6
HealthGrid1_r24 If all employers are required to provide health insurance for their employees, prices of goods and services will rise and jobs will be lost	2.7	3.6	4.0	3.6
HealthGrid1_r15 If every man, woman, and child in the US is covered by health insurance and no significant changes are made to the availability of health services, the health service industry will be overwhelmed resulting in longer wait times for doctor visits and treatment.	2.5	3.4	4.0	3.5
HealthGrid1_r16 If more medical schools and nursing schools were accredited producing more health care professionals, health care costs would go down due to the increased supply of service providers.	3.5	3.4	3.4	3.4
HealthGrid1_r13 We need LESS government involvement in health care to make our system better (e.g. allow providers to compete across state lines)	2.0	3.2	4.2	3.4

Summary of Means (1=Disagree completely, 5 = Agree completely) *sorted descending by 'Total' column*	Liberal (n=114)	Moderate (n=234)	Conser- vative (n=239)	Total (n=587)
HealthGrid1_r1 The federal government will do more harm than good by providing a separate government run health plan	1.9	3.1	4.3	3.4
HealthGrid1_r8 An overhaul of our health care system will limit my options in choosing doctors	2.2	3.1	4.2	3.4
HealthGrid1_r25 A government run medical insurance plan, with similar benefits to private plans at a significantly lower cost to the insured, will ultimately run private providers out of business	2.3	3.1	3.9	3.3
HealthGrid1_r6 An overhaul of our health care system will reduce the quality of care I presently receive	1.9	3.1	4.0	3.2
HealthGrid1_r5 A government run health care plan will increase competition among health insurance providers and lower insurance premiums	4.2	3.3	2.2	3.0
HealthGrid1_r23 Employers should be required to provide health insurance to all employees or be taxed	3.4	2.9	2.5	2.8
HealthGrid1_r4 A government run health care option will be fair to existing health care providers	3.8	3.1	1.9	2.7
HealthGrid1_r12 We need MORE government involvement in health care to make our system better (e.g. separate government run plan, more oversight of private carriers, more oversight of individuals, etc.)	3.9	3.0	1.6	2.6
HealthGrid1_r10 I like our health care system just the way it is	1.6	2.3	3.1	2.5
HealthGrid1_r17 If more medical schools and nursing schools were accredited producing more health care professionals, health care quality would be reduced so much that many peoples' health will suffer.	2.0	2.2	2.3	2.2
HealthGrid1_r22 Employee provided health care should be taxed	2.2	2.1	1.8	2.0
HealthGrid1_r18 Health care reform is so important it must be accomplished quickly (e.g., within 60 days)	2.9	2.1	1.5	2.0
HealthGrid1_r14 Everyone should be required to purchase health insurance, pay a fine, or go to jail	2.2	2.1	1.7	1.9
HealthGrid1_r2 My present health care situation can't get any worse	2.0	2.0	1.8	1.9
HealthGrid1_r11 There is nothing that can be done to improve our health care system	1.2	1.8	1.8	1.7

HealthCarePay: If the government passes some form of health care legislation how would you prefer they pay for it? You may select up to three answers.

☐ Raise my taxes
☐ Raise someone else's taxes
☐ Reduce or eliminate non-health care services
☐ Borrow money (increase debt, also known as deficit spending)
☐ Reduce wages and/or benefits for federal employees
☐ Layoff federal employees

healthBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
Health Care Budget Balancing(a)	Increase Revenue	Count	86	125	64	275
		% within LibConMod	75.4%	53.4%	26.8%	
	Reduce Expenses	Count	70	169	211	450
		% within LibConMod	61.4%	72.2%	88.3%	
	Borrow Money	Count	10	6	4	20
		% within LibConMod	8.8%	2.6%	1.7%	
Total		Count	114	234	239	587

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

healthBal*LibConMod Crosstabulation

			Liberal / Moderate / Conservative			Total
			Liberal	Moderate	Conservative	
Health Care Budget Balancing(a)	Raise my taxes	Count	69	78	34	181
		% within LibConMod	60.5%	33.3%	14.2%	
	Raise someone else's taxes	Count	47	93	41	181
		% within LibConMod	41.2%	39.7%	17.2%	
	Reduce or eliminate non-health care services	Count	53	121	148	322
		% within LibConMod	46.5%	51.7%	61.9%	
	Borrow money (increase debt, also known as deficit spending)	Count	10	6	4	20
		% within LibConMod	8.8%	2.6%	1.7%	
	Reduce wages and/or benefits for federal employees	Count	24	76	106	206
		% within LibConMod	21.1%	32.5%	44.4%	
	Layoff federal employees	Count	13	62	117	192
		% within LibConMod	11.4%	26.5%	49.0%	
Total		Count	114	234	239	587

Percentages and totals are based on respondents.
a Dichotomy group tabulated at value 1.

DEMOGRAPHICS

NOTE: The demographic questions have been selected to allow the optimal balancing of response groups to the US Census.

Birth: Please enter your birth month and year.

Month: [drop down list]
Year: [drop down list]

n_age Age - categories * eid Entity Identity Crosstabulation

			eid Entity Identity				Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
n_age Age - categories	1 18 - 24	Count	6	3	6	0	15
		% within eid Entity Identity	.7%	.3%	1.7%	.0%	.7%
	2 25 - 34	Count	53	36	49	1	139
		% within eid Entity Identity	6.3%	4.2%	14.1%	25.0%	6.8%
	3 35 - 44	Count	106	90	75	0	271
		% within eid Entity Identity	12.6%	10.5%	21.6%	.0%	13.2%
	4 45 - 54	Count	193	234	96	0	523
		% within eid Entity Identity	22.9%	27.2%	27.6%	.0%	25.5%
	5 55 - 64	Count	300	284	87	3	674
		% within eid Entity Identity	35.5%	33.1%	25.0%	75.0%	32.8%
	6 65 - 74	Count	146	171	30	0	347
		% within eid Entity Identity	17.3%	19.9%	8.6%	.0%	16.9%
	7 75 and older	Count	40	41	5	0	86
		% within eid Entity Identity	4.7%	4.8%	1.4%	.0%	4.2%
Total		Count	844	859	348	4	2055
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%	100.0%

MovedtoArea: Please enter the month and year when you first began living in this area. (It can be the same as above if you were born here.)

Month: [drop down list]
Year: [drop down list]

n_region_tenure Region Tenure in years * region County Regions Crosstabulation

			region County Regions		Total
			1.00 Western Idaho	2.00 Eastern Idaho	
n_region_tenure Region Tenure in years	1 Two years and less	Count	77	41	118
		% within region County Regions	6.9%	4.9%	6.1%
	2 3 - 5 years	Count	134	40	174
		% within region County Regions	12.1%	4.8%	9.0%
	3 6 - 10 years	Count	129	45	174
		% within region County Regions	11.6%	5.4%	9.0%
	4 11 - 15 years	Count	113	49	162
		% within region County Regions	10.2%	5.9%	8.4%
	5 16 - 20 years	Count	117	67	184
		% within region County Regions	10.6%	8.1%	9.5%
	6 21 - 30 years	Count	179	121	300
		% within region County Regions	16.1%	14.6%	15.5%
	7 31 - 40 years	Count	164	146	310
		% within region County Regions	14.8%	17.6%	16.0%
	8 41 years and more	Count	196	322	518
		% within region County Regions	17.7%	38.7%	26.7%
Total		Count	1109	831	1940
		% within region County Regions	100.0%	100.0%	100.0%

Education: What is the highest level of education you have achieved?

1. Less than high school
2. High school graduate (or GED)
3. Some college credit, no degree
4. Associates degree
5. Bachelor's degree
6. Some post bachelor's degree credit, no graduate degree
7. Master's degree
8. Doctorate or professional degree

Education What is the highest level of education you have achieved? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
Education What is the highest level of education you have achieved?	1 Less than high school	Count	0	3	0	0	3
		% within eid Entity Identity	.0%	.3%	.0%	.0%	.1%
	2 High school graduate (or GED)	Count	36	64	15	0	115
		% within eid Entity Identity	4.3%	7.5%	4.3%	.0%	5.6%
	3 Some college credit, no degree	Count	143	193	80	0	416
		% within eid Entity Identity	16.9%	22.5%	23.0%	.0%	20.2%
	4 Associates degree	Count	60	81	17	1	159
		% within eid Entity Identity	7.1%	9.4%	4.9%	25.0%	7.7%
	5 Bachelor's degree	Count	228	197	97	0	522
		% within eid Entity Identity	27.0%	22.9%	27.9%	.0%	25.4%
	6 Some post bachelor's degree credit, no graduate degree	Count	119	119	41	2	281
		% within eid Entity Identity	14.1%	13.9%	11.8%	50.0%	13.7%
	7 Master's degree	Count	188	145	76	1	410
		% within eid Entity Identity	22.3%	16.9%	21.8%	25.0%	20.0%
	8 Doctorate or professional degree	Count	70	57	22	0	149
		% within eid Entity Identity	8.3%	6.6%	6.3%	.0%	7.3%
Total		Count	844	859	348	4	2055
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%	100.0%

Work: Approximately how many hours, if any, do you typically work each week for pay or profit?

1. I am not currently working
2. less than 10 hours
3. 10 to 20 hours
4. 21 to 30 hours
5. 31 to 40 hours
6. more than 40 hours

work Approximately how many hours, if any, do you typically work each week for pay or profit? * eid Entity Identity Crosstabulation

			eid Entity Identity				
			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	Total
work Approximately how many hours, if any, do you typically work each week for pay or profit?	1 I am not currently working	Count	329	309	60	1	699
		% within eid Entity Identity	39.0%	36.0%	17.2%	25.0%	34.0%
	2 less than 10 hours	Count	27	34	4	0	65
		% within eid Entity Identity	3.2%	4.0%	1.1%	.0%	3.2%
	3 10 to 20 hours	Count	45	45	9	0	99
		% within eid Entity Identity	5.3%	5.2%	2.6%	.0%	4.8%
	4 21 to 30 hours	Count	43	46	15	0	104
		% within eid Entity Identity	5.1%	5.4%	4.3%	.0%	5.1%
	5 31 to 40 hours	Count	143	154	83	1	381
		% within eid Entity Identity	16.9%	17.9%	23.9%	25.0%	18.5%
	6 more than 40 hours	Count	257	271	177	2	707
		% within eid Entity Identity	30.5%	31.5%	50.9%	50.0%	34.4%
Total		Count	844	859	348	4	2055
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%	100.0%

SelfEmployed: Are you self-employed?

1. Yes
2. No

SelfEmployed Are you self-employed? * eid Entity Identity Crosstabulation

			eid Entity Identity				Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
SelfEmployed Are you self-employed?	1 Yes	Count	135	128	30	0	293
		% within eid Entity Identity	26.2%	23.3%	10.4%	.0%	21.6%
	2 No	Count	380	421	258	3	1062
		% within eid Entity Identity	73.8%	76.7%	89.6%	100.0%	78.4%
Total		Count	515	549	288	3	1355
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%	100.0%

POPULUS

Commute: During your typical seven (7) day week, how many days do you commute to work in each manner listed below? Please enter the total number of days, using whole numbers. The total of days must sum to 7.

_____ Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) BY MYSELF
_____ Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) WITH AT LEAST ONE OTHER PERSON
_____ Bus, rail, subway, or some other form of public transportation
_____ Walk
_____ Bicycle
_____ Work at home
_____ Other
_____ Days off (e.g. weekends, etc.)
_____ Total

Average number of days per week using commute method	Idaho Statesman		Post Register		Existing Panel		Total	
	Mean	N	Mean	N	Mean	N	Mean	N
Motorized vehicle BY MYSELF	3.5	515	3.9	549	4.0	288	3.8	1352
Motorized vehicle WITH AT LEAST ONE OTHER PERSON	0.3	515	0.2	549	0.5	288	0.3	1352
Bus, rail, subway, or some other form of public transportation	0.1	515	0.1	549	0.1	288	0.1	1352
Walk	0.1	515	0.1	549	0.1	288	0.1	1352
Bicycle	0.4	515	0.1	549	0.3	288	0.3	1352
Work at home	1.0	515	0.7	549	0.5	288	0.8	1352
Other	0.1	515	0.1	549	0.0	288	0.1	1352
Days off (e.g. weekends, etc.)	1.5	515	1.7	549	1.5	288	1.6	1352

CommuteNum: When you commute with at least one other person, on average how many people, other than yourself, ride to work in the motorized vehicle with you?

(_only shown_ if 'Motorized vehicle… WITH AT LEAST ONE OTHER PERSON' _selected above_)

1. 1 person
2. 2 people
3. 3 people
4. 4 people
5. 5 or 6 people
6. 7 or more people

CommuteNum When you commute with at least one other person, on average how many people, other than yourself, ride to work in the motorized vehicle with you? * eid Entity Identity Crosstabulation

			eid Entity Identity			
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
CommuteNum When you commute with at least one other person, on average how many people, other than yourself, ride to work in the motorized vehicle with you?	1 1 person	Count	38	25	26	89
		% within eid Entity Identity	77.6%	69.4%	68.4%	72.4%
	2 2 people	Count	9	5	9	23
		% within eid Entity Identity	18.4%	13.9%	23.7%	18.7%
	3 3 people	Count	2	3	1	6
		% within eid Entity Identity	4.1%	8.3%	2.6%	4.9%
	4 4 people	Count	0	2	1	3
		% within eid Entity Identity	.0%	5.6%	2.6%	2.4%
	5 5 or 6 people	Count	0	0	1	1
		% within eid Entity Identity	.0%	.0%	2.6%	.8%
	6 7 or more people	Count	0	1	0	1
		% within eid Entity Identity	.0%	2.8%	.0%	.8%
Total		Count	49	36	38	123
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

CommuteTime: For each of the methods of commuting that you selected previously, please specify how many minutes, on average, it takes you to travel one-way from your home to work.

(*only shown for those items selected in* 'Commute' *above*)

_____ Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) BY MYSELF
_____ Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) WITH AT LEAST ONE OTHER PERSON
_____ Bus, rail, subway, or some other form of public transportation
_____ Walk
_____ Bicycle
_____ Work at home
_____ Other
_____ Total

Average number of minutes one-way commute	Idaho Statesman		Post Register		Existing Panel		Total	
	Mean	N	Mean	N	Mean	N	Mean	N
Motorized vehicle BY MYSELF	17.6	405	14.8	464	17.1	245	16.3	1114
Motorized vehicle WITH AT LEAST ONE OTHER PERSON	21.1	49	27.6	36	22.4	38	23.4	123
Bus, rail, subway, or some other form of public transportation	33.0	10	67.1	17	30.4	5	50.7	32
Walk	18.2	20	16.9	27	16.7	9	17.3	56
Bicycle	22.4	66	18.7	27	20.5	36	21.1	129
Other	21.1	17	32.1	13	10.7	3	24.5	33

HHincome: Approximately what was your household income for last year?

1. Less than $15,000
2. $15,000 to $34,999
3. $35,000 to $49,999
4. $50,000 to $74,999
5. $75,000 to $99,999
6. $100,000 to $149,999
7. $150,000 to $199,999
8. $200,000 or more

n_hhincome Household Income - Categorized * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
n_hhincome Household Income - Categoried	1 Less than $35,000	Count	85	106	34	225
		% within eid Entity Identity	10.1%	12.4%	9.8%	11.0%
	2 $35,000 - $49,999	Count	90	122	43	255
		% within eid Entity Identity	10.7%	14.3%	12.4%	12.5%
	3 $50,000 - $74,999	Count	186	212	71	469
		% within eid Entity Identity	22.2%	24.8%	20.5%	23.0%
	4 $75,000 - $99,999	Count	172	155	73	400
		% within eid Entity Identity	20.5%	18.1%	21.0%	19.6%
	5 $100,000 - $149,999	Count	194	180	81	455
		% within eid Entity Identity	23.2%	21.1%	23.3%	22.3%
	6 $150,000 and more	Count	111	79	45	235
		% within eid Entity Identity	13.2%	9.3%	13.0%	11.5%
Total		Count	838	854	347	2039
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Marital: What is your marital status?

1. Single / never married
2. Married
3. Separated / divorced
4. Widowed
5. Other

Marital What is your marital status? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
Marital What is your marital status?	1 Single / never married	Count	58	39	34	131
		% within eid Entity Identity	6.9%	4.6%	9.8%	6.4%
	2 Married	Count	661	703	263	1627
		% within eid Entity Identity	78.9%	82.3%	75.8%	79.8%
	3 Separated / divorced	Count	76	73	42	191
		% within eid Entity Identity	9.1%	8.5%	12.1%	9.4%
	4 Widowed	Count	29	29	4	62
		% within eid Entity Identity	3.5%	3.4%	1.2%	3.0%
	5 Other	Count	14	10	4	28
		% within eid Entity Identity	1.7%	1.2%	1.2%	1.4%
Total		Count	838	854	347	2039
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

HouseHold: Please indicate the number of people (excluding yourself) living in your household for each category shown below.

_____ Your child(ren): 0 - 2 years old
_____ Your child(ren): 3 - 5 years old
_____ Your child(ren): 6 - 12 years old
_____ Your child(ren): 13 - 17 years old
_____ Your child(ren): 18 years or older
_____ Other child(ren): 0 - 18 years old
_____ Other adults

HH_child Children in HH (own or not) * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
HH_child Children in HH (own or not)	.00 No	Count	630	631	238	1499
		% within eid Entity Identity	75.3%	74.1%	68.6%	73.6%
	1.00 Yes	Count	207	221	109	537
		% within eid Entity Identity	24.7%	25.9%	31.4%	26.4%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

hh_adult Other adult in household? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
hh_adult Other adult in household?	.00 No	Count	234	215	90	539
		% within eid Entity Identity	28.0%	25.2%	25.9%	26.5%
	1.00 Yes	Count	603	637	257	1497
		% within eid Entity Identity	72.0%	74.8%	74.1%	73.5%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

HH_type Household Type * eid Entity Identity Crosstabulation

			eid Entity Identity			
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
HH_type Household Type	1.00 One adult no children	Count	155	141	57	353
		% within eid Entity Identity	18.5%	16.5%	16.4%	17.3%
	2.00 One adult with children	Count	79	74	33	186
		% within eid Entity Identity	9.4%	8.7%	9.5%	9.1%
	3.00 Two+ adults no children	Count	475	490	181	1146
		% within eid Entity Identity	56.8%	57.5%	52.2%	56.3%
	4.00 Two+ adults with children	Count	128	147	76	351
		% within eid Entity Identity	15.3%	17.3%	21.9%	17.2%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

n_hh_kids Number of children in household * eid Entity Identity Crosstabulation

			eid Entity Identity			
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
n_hh_kids Number of children in household	.00 None	Count	630	631	238	1499
		% within eid Entity Identity	75.3%	74.1%	68.6%	73.6%
	1.00 One	Count	80	83	44	207
		% within eid Entity Identity	9.6%	9.7%	12.7%	10.2%
	2.00 Two	Count	82	69	47	198
		% within eid Entity Identity	9.8%	8.1%	13.5%	9.7%
	3.00 Three or more	Count	45	69	18	132
		% within eid Entity Identity	5.4%	8.1%	5.2%	6.5%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Registered: Are you registered to vote in your jurisdiction?

1. No
2. Yes
3. Ineligible to vote
4. Don't know

Registered Are you registered to vote in your jurisdiction? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
Registered Are you registered to vote in your jurisdiction?	1 No	Count	18	21	14	53
		% within eid Entity Identity	2.1%	2.5%	4.0%	2.6%
	2 Yes	Count	810	828	330	1968
		% within eid Entity Identity	96.7%	97.0%	95.1%	96.5%
	3 Ineligible to vote	Count	8	3	1	12
		% within eid Entity Identity	1.0%	.4%	.3%	.6%
	4 Don't know	Count	2	2	2	6
		% within eid Entity Identity	.2%	.2%	.6%	.3%
Total		Count	838	854	347	2039
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Voted: Did you vote in the last general election?

1. No
2. Yes
3. Ineligible to vote
4. Don't know

Voted Did you vote in the last general election? * eid Entity Identity Crosstabulation

			eid Entity Identity			Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
Voted Did you vote in the last general election?	1 No	Count	27	39	16	82
		% within eid Entity Identity	3.2%	4.6%	4.6%	4.0%
	2 Yes	Count	804	812	330	1946
		% within eid Entity Identity	95.9%	95.1%	95.1%	95.4%
	3 Ineligible to vote	Count	7	2	1	10
		% within eid Entity Identity	.8%	.2%	.3%	.5%
	4 Don't know	Count	0	1	0	1
		% within eid Entity Identity	.0%	.1%	.0%	.0%
Total		Count	838	854	347	2039
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Party: For which political party did you register?

(only shown if respondent registered for last election)

1. Constitution Party
2. Green Party
3. Democratic Party
4. Libertarian Party
5. Natural Law Party
6. Reform Party
7. Republican Party
8. Other (please specify)
9. None of the above

Party For which political party did you register? * eid Entity Identity Crosstabulation

			eid Entity Identity			Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
Party For which political party did you register?	1 Constitution Party	Count	1	2	0	3
		% within eid Entity Identity	.1%	.3%	.0%	.2%
	3 Democratic Party	Count	279	115	122	516
		% within eid Entity Identity	34.5%	19.4%	37.0%	29.8%
	4 Libertarian Party	Count	6	5	5	16
		% within eid Entity Identity	.7%	.8%	1.5%	.9%
	5 Natural Law Party	Count	1	0	0	1
		% within eid Entity Identity	.1%	.0%	.0%	.1%
	7 Republican Party	Count	288	241	101	630
		% within eid Entity Identity	35.6%	40.7%	30.6%	36.4%
	8 Other (please specify)	Count	26	25	8	59
		% within eid Entity Identity	3.2%	4.2%	2.4%	3.4%
	9 None	Count	208	204	94	506
		% within eid Entity Identity	25.7%	34.5%	28.5%	29.2%
Total		Count	809	592	330	1731
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Gender : What is your gender?

1. Male
2. Female

Gender What is your gender? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
Gender What is your gender?	1 Male	Count	424	443	163	1030
		% within eid Entity Identity	50.7%	52.0%	47.0%	50.6%
	2 Female	Count	413	409	184	1006
		% within eid Entity Identity	49.3%	48.0%	53.0%	49.4%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Gender2: Are you...?

1. the oldest male in the household?
2. the oldest female in the household?
3. the youngest male in the household?
4. the youngest female in the household?
5. None of the above

Gender2 Are you...? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
Gender2 Are you...?	1 the oldest male in the household?	Count	410	425	160	995
		% within eid Entity Identity	49.0%	49.9%	46.1%	48.9%
	2 the oldest female in the household?	Count	359	373	158	890
		% within eid Entity Identity	42.9%	43.8%	45.5%	43.7%
	3 the youngest male in the household?	Count	9	8	1	18
		% within eid Entity Identity	1.1%	.9%	.3%	.9%
	4 the youngest female in the household?	Count	22	17	16	55
		% within eid Entity Identity	2.6%	2.0%	4.6%	2.7%
	5 None of the above	Count	37	29	12	78
		% within eid Entity Identity	4.4%	3.4%	3.5%	3.8%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Hispanic: Do you consider yourself to be Hispanic or Latino?

1. Yes
2. No

Hispanic Do you consider yourself to be Hispanic or Latino? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
Hispanic Do you consider yourself to be Hispanic or Latino?	1 Yes	Count	11	7	7	25
		% within eid Entity Identity	1.3%	.8%	2.0%	1.2%
	2 No	Count	826	845	340	2011
		% within eid Entity Identity	98.7%	99.2%	98.0%	98.8%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

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RaceEth: Which of the following best describes your race and ethnicity?

1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian
5. Native Hawaiian or other Pacific Islander
6. Some other race

RaceEth Which of the following best describes your race and ethnicity? * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	Total
RaceEth Which of the following best describes your race and ethnicity?	1 White	Count	804	832	328	1964
		% within eid Entity Identity	96.1%	97.7%	94.5%	96.5%
	2 Black or African American	Count	3	0	5	8
		% within eid Entity Identity	.4%	.0%	1.4%	.4%
	3 American Indian or Alaska Native	Count	1	0	0	1
		% within eid Entity Identity	.1%	.0%	.0%	.0%
	4 Asian	Count	9	10	4	23
		% within eid Entity Identity	1.1%	1.2%	1.2%	1.1%
	6 Some other race	Count	20	10	10	40
		% within eid Entity Identity	2.4%	1.2%	2.9%	2.0%
Total		Count	837	852	347	2036
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Address: Please enter your name and current residential address:

Your name and address information will be safeguarded at POPULUS and will not be given to any other organization without your expressed consent. This information is necessary in order to ensure one survey per person and to report the results of this survey by legislative district.

Your 9-digit Zip Code is required in order to report the survey results of this survey by legislative district.

The information you provide will not be used to identify any individual survey data without your expressed consent. All results will only be reported on an aggregated basis.

If you don't know what your full 9-digit zip code is, click on the United States Postal link below to look it up:

USPS 9-digit Zip Code Look Up (hyperlink to: http://zip4.usps.com/zip4/welcom.jsp)

After you find your full 9-digit Zip Code, press the 'back' button on your browser to return to the survey.

(optional) First name:
(optional) Last name:
(optional) Apt. or Suite #:
(optional) Street Address:
(optional) City:
(optional) State: [drop down list]
(REQUIRED) 9-digit Zip Code: _____- _____

state State * eid Entity Identity Crosstabulation

Count

		eid Entity Identity				Total
		2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
state State	AZ	0	1	0	0	1
	CA	0	2	1	0	3
	GA	0	0	1	0	1
	IA	0	1	0	0	1
	ID	831	844	343	4	2022
	MT	1	0	1	0	2
	NC	0	1	0	0	1
	OH	0	0	1	0	1
	OR	3	0	0	0	3
	TX	0	1	0	0	1
	UT	1	4	0	0	5
	WA	1	1	1	0	3
	WV	0	0	1	0	1
	WY	0	1	0	0	1
	ZZ - None	481	277	118	1	877
Total		1318	1133	467	5	2923

n_city City of residence * eid Entity Identity Crosstabulation

Count

		eid Entity Identity				
		2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	Total
n_city City of residence	1.00 Boise	669	1	205	5	880
	2.00 Idaho Falls	0	642	6	0	648
	3.00 Meridian	124	0	39	0	163
	4.00 Ammon	0	64	0	0	64
	5.00 Eagle	62	0	13	0	75
	6.00 Nampa	42	1	24	0	67
	7.00 Rigby	0	42	0	0	42
	8.00 Rexburg	0	36	0	0	36
	98.00 Other - cities with less than 30 mentions	145	176	123	0	444
	99.00 None	276	171	57	0	504
Total		1318	1133	467	5	2923

n_county County * eid Entity Identity Crosstabulation

Count

		eid Entity Identity				Total
		2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
n_county County	1.00 Ada	900	1	274	5	1180
	2.00 Canyon	64	1	34	0	99
	3.00 Other Western Idaho	41	0	9	0	50
	4.00 Bonneville	0	715	6	0	721
	5.00 Bingham	0	59	1	0	60
	6.00 Jefferson	0	57	0	0	57
	7.00 Madison	0	39	0	0	39
	8.00 Other Eastern Idaho	2	53	4	0	59
	9.00 South Central Idaho	4	0	33	0	37
	10.00 North Idaho	0	1	21	0	22
	12.00 None	307	207	85	0	599
Total		1318	1133	467	5	2923

Community: Community Insight™ is a web-based panel of local citizens who are interested in providing feedback on issues or topics that affect our community and seeing the entire aggregated results of the feedback.

The mission of Community Insight™ is to enhance the trust between the people in the community and the local government, media, non-profit organizations, employers, and merchants. Community Insight™ enhances this trust by increasing the accountability and transparency of the organizations through the unbiased and scientifically valid collection and reporting of the opinions, preferences, and beliefs of the people within the community.

Being a part of this panel, would simply mean responding to occasional brief online surveys about topics of interest in our community. The surveys would come through email invitations. Please indicate whether or not you would like to join the Community Insight™ research panel.

1. Yes, I would like to join.
2. No, I am not interested in joining at this time.

Community Join Community Insight? * eid Entity Identity Crosstabulation

			eid Entity Identity			Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
Community Join Community Insight?	1 Yes, I would like to join.	Count	345	415	187	947
		% within eid Entity Identity	42.3%	51.9%	63.6%	49.6%
	2 No, I am not interested in joining at this time.	Count	470	384	107	961
		% within eid Entity Identity	57.7%	48.1%	36.4%	50.4%
Total		Count	815	799	294	1908
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Note: the Community Insight panel now stands at 3,757 opted in people between the efforts of the Best Places to Work in Idaho (2008 and 2009), the Vision for the Valley survey, and the Best Places to Live in Idaho Citizen Satisfaction survey.

CommEmailInput: Please enter your preferred email address for communicating with the Community Insight™ panel.

NOTE: Only shown if respondent answers 'yes' to 'Community' above.

E-mail address: _____
Re-enter to confirm: _____

InterviewPermission: In order to report on the results of this survey, the [local newspaper] is interested in interviewing some individuals further for future stories related to the survey results. Would you like POPULUS to share your email address with the [local newspaper] in order for them to contact you for an interview? Please note that POPULUS would only share your email address for the specific purpose of contacting you about your opinions regarding this topic.

1. Yes, please share my email address with the [local newspaper].
2. No, I do not want my email address shared with anyone.

InterviewPermission Interview Permission * eid Entity Identity Crosstabulation

| | | | eid Entity Identity | | | Total |
			2 Idaho Statesman	3 Post Register	4 Existing Panel	
InterviewPermission Interview Permission	1 Yes, please share my email address with the [PaperName].	Count	184	256	105	545
		% within eid Entity Identity	22.6%	52.8%	30.8%	33.2%
	2 No, I do not want my email address shared with anyone.	Count	631	229	236	1096
		% within eid Entity Identity	77.4%	47.2%	69.2%	66.8%
Total		Count	815	485	341	1641
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%

Confirmation: **You are ready to submit your answers.**

By clicking the Next Page button below, you attest that you completed no more than one survey and have answered all questions in this survey accurately, honestly, and to the best of your ability, reflecting your opinions at the time you answered the questions.

If you would like to change any of your responses, please use the Back button on your web browser to go to that question and make the change. If you do go back and change an answer, you will be required to re-enter answers on subsequent pages.

If you are ready to submit your answers, please click the Next Page button below. You will not be able to make further changes once you do.

Appendix A
Weighting Survey Data to the Census

The basic premise behind probability sampling is that each household has a known and non-zero probability of selection. In convenience sampled Web-based surveys, all households do not have an equal probability of selection. Therefore, post-stratification weighting is used to adjust the sample to match the target population estimates in each Census category.

Weighting is a statistical procedure that attempts to account for non-response by assigning differential weights to the data depending on the response rates.

Weighting was only done for those people that live within the city limits of Idaho Falls, Boise, and Meridian. Insufficient completed surveys were received from other cities to permit a reliable weighting. This weighting was only used when reporting the results from the City Satisfaction section of the survey. All other respondents and all other reporting is done using no weighting.

Best Places to Live Program
Respondent Basic Demographic Profile
Idaho Falls, ID
Post-stratification Weighting for Gender / Age Distribution

Survey (n=443)			
	US Census	Survey Unweighted	Survey Weighted
Male	49.2	50.7	49.2
Female	50.8	49.3	50.8
18 - 34 years	36.0	5.2	36.0
35 - 54 years	34.2	34.4	34.2
55 years and older	29.8	60.4	29.8
Less than $35,000	37.1	11.8	37.1
$35,000 to $74,999	37.4	35.3	37.4
$75,000 and more	25.5	52.9	25.5

Note: Census figures from American FactFinder ACS July 1, 2007 (est.), available at www.census.gov.
Weighted results reflect post-stratification adjustments for county, gender, age, household type and income.
These cells contain too few respondents to be weighted reliably.

Best Places to Live Program
Respondent Basic Demographic Profile
Boise, ID
Post-stratification Weighting for Gender / Age Distribution

	Survey (n=657)		
	US Census	Survey Unweighted	Survey Weighted
Male	49.4	50.2	49.4
Female	50.6	49.8	50.6
18 - 34 years	34.1	8.4	34.1
35 - 54 years	37.6	37.9	37.6
55 years and older	28.3	53.7	28.3
Less than $35,000	34.8	10.0	34.8
$35,000 to $74,999	34.9	30.4	34.9
$75,000 and more	30.3	59.5	30.3

Note: Census figures from American FactFinder ACS July 1, 2007 (est.), available at www.census.gov.
Weighted results reflect post-stratification adjustments for county, gender, age, household type and income.
These cells contain too few respondents to be weighted reliably.

Best Places to Live Program
Respondent Basic Demographic Profile
Meridian, ID
Post-stratification Weighting for Gender / Age Distribution

Survey (n=114)

	US Census	Survey Unweighted	Survey Weighted
Male	49.4	59.6	49.4
Female	50.6	40.4	50.6
18 - 34 years	34.1	10.5	34.1
35 - 54 years	37.6	43.0	37.6
55 years and older	28.3	46.5	28.3

Note: Census figures from American FactFinder ACS July 1, 2007 (est.), available at www.census.gov.
Weighted results reflect post-stratification adjustments for county, gender, age, household type and income.
These cells contain too few respondents to be weighted reliably.

Appendix B
Responsibilities in Reporting to Clients and the Public
Council of American Survey Research Organizations (www.casro.org)

In accordance with CASRO standards, the following information is provided to allow the public to make a reasonable assessment of the reported findings. Any public release of survey findings should include the exact wording of the questions used and the following information. Please note that this survey is a copyrighted work. Nothing contained in this document may be copied in part or in whole without written consent from POPULUS.

The Community Insight Best Places to Live Citizen Satisfaction Survey is brought to you by POPULUS – Research of the People, by the People, for the people (http://www.populus.com), the Idaho Statesman (http://www.idahostatesman.com), and the Post Register (http://www.postregister.com). The Idaho Statesman and the Post Register are the two largest newspapers in the state of Idaho. The purpose of this survey is to gain insight into the preferences and opinions of citizen communities within the state of Idaho in order to both inform the populus and the institutions that serve them because better information leads to better decisions which leads to better results.

Three distinct sample sources were used for this survey. First, each participating newspaper ran advertisements in both their online and offline publications inviting readers to participate in the survey. Second, email invitations were sent to the email lists provided by each participating newspaper. Finally, the Community Insight panel members were each sent an invitation to participate. The Community Insight panel is a panel of individuals across the state of Idaho that have volunteered to take surveys for the purpose of bettering their communities (http://www.communityinsight.com) The actual number of completed surveys as of 10/26/09 for each sample source are as follows.

Entity Identity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Idaho Statesman	837	41.1	41.1	41.1
	3 Post Register	852	41.8	41.8	83.0
	4 Existing Panel	347	17.0	17.0	100.0
	Total	2036	100.0	100.0	

Surveys were collected according to the following schedule: Post Register, August 28, 2009 – September 24, 2009; Idaho Statesman, September 25, 2009 – October 17, 2009; and, the Community Insight panel, September 26, 2009 – October 17, 2009.

The Community Insight community was created and is maintained by POPULUS in order to facilitate community-focused survey-based research in order to help communities prosper.

Suggested verbiage to accompany articles.

The Community Insight Best Places to Live Citizen Satisfaction Survey gathered 2,040 surveys between the dates of August 28 and October 17, 2009. Respondents were recruited from readers of the Post Register (41.8%) and Idaho Statesman (41.1%) newspapers as well as from the Community Insight panel (17.1%). All surveys were conducted online utilizing above industry standard measures to ensure only one survey is completed per email address. The margin of error and confidence level for this survey related to the readers of the Post Register and Idaho Statesman are 3% and 95% respectively. What this means is that if this survey were repeated 100 times using the exact same techniques, the reported answers would vary by no more than 3% 95 out of the 100 times. The margin of error and confidence level for Idaho Falls and Boise city general populations are 5% and 90% respectively. More information related to the survey can be found at: …

Note: Whenever results are quoted in an article, be sure to print the precise text of the question and ALL of the possible responses.

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Appendix C
Survey Completion Statistics

2,923 people landed on the first page of the survey. Of the 2,923, 2,040 completed the entire survey. These numbers are reflected in the 'status' table below. The sections at which the 883 incomplete respondents abandoned their surveys are reflected in the 'incomplete' table below.

status Respondent Status * eid Entity Identity Crosstabulation

			eid Entity Identity				
			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	Total
status Respondent Status	2 Incomplete	Count	481	281	120	1	883
		% within eid Entity Identity	36.5%	24.8%	25.7%	20.0%	30.2%
	5 Qualified / Complete	Count	837	852	347	4	2040
		% within eid Entity Identity	63.5%	75.2%	74.3%	80.0%	69.8%
Total		Count	1318	1133	467	5	2923
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%	100.0%

incomplete Where dropped * eid Entity Identity Crosstabulation

			eid Entity Identity				Total
			2 Idaho Statesman	3 Post Register	4 Existing Panel	6 Extra 003	
incomplete Where dropped	1 First page	Count	234	94	45	0	373
		% within eid Entity Identity	48.6%	33.5%	37.5%	.0%	42.2%
	2 City Satisfaction section	Count	126	65	31	0	222
		% within eid Entity Identity	26.2%	23.1%	25.8%	.0%	25.1%
	3 Politician Trust section	Count	62	56	17	1	136
		% within eid Entity Identity	12.9%	19.9%	14.2%	100.0%	15.4%
	4 Newspaper section	Count	45	41	22	0	108
		% within eid Entity Identity	9.4%	14.6%	18.3%	.0%	12.2%
	5 Healthcare section	Count	14	12	5	0	31
		% within eid Entity Identity	2.9%	4.3%	4.2%	.0%	3.5%
	6 Current Events section	Count	0	8	0	0	8
		% within eid Entity Identity	.0%	2.8%	.0%	.0%	.9%
	7 Demographics	Count	0	5	0	0	5
		% within eid Entity Identity	.0%	1.8%	.0%	.0%	.6%
Total		Count	481	281	120	1	883
		% within eid Entity Identity	100.0%	100.0%	100.0%	100.0%	100.0%