

METHODOLOGY

This book contains the results of a survey of voters in Idaho. It was conducted by Moore Information, Incorporated, an independent, public opinion research company located in Portland, Oregon.

Sample

A total of 500 interviews were conducted. Random digit dialing of telephone households and probability sampling within those households were used to ensure a representative sample of voters were interviewed.

Data Collection

The interviews were conducted November 17-18, 2000 by Moore Information personnel working from the company's phone bank in Portland, Oregon. Ten percent of each interviewer's work was monitored while in process and verified by Moore Information supervisory personnel.

Sampling Error

Readers of this book should be aware that surveys are designed to measure public opinion at a specific point in time, within defined statistical limits. This survey should not be used as a prediction of future public opinion or action.

Every sample is subject to ranges of variability, usually called sampling error. Sampling error refers to the difference between results obtained and the results that would have been obtained if every voter had been interviewed. The sampling error associated with this survey is +/- 4% at the 95% confidence level. Sampling error is computed at the 95% confidence level. This means if the survey were repeated 100 times, in 95 of those cases the question response would not vary more than the sampling error. For purposes of determining statistical significance between two responses, the percentage difference must be greater than the sum of the sampling error from both responses.