Rep. Hawkes

Request Name: Survey – Utah Attitudes on Alcohol and Alcohol Policy

Description: This appropriations request would fund a Utah-specific public opinion survey that replicates what has been done in other states and nationally. The research would provide important background data on the attitude of Utah residents towards alcohol and alcohol policy, data that can help inform policy decisions moving forward.

Agency: Alcoholic Beverage Control

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Per our discussion, we are pleased to provide a proposal for opinion research among adults in Utah regarding core views of alcohol and responsible regulations that ensure safe, adult use of alcohol products. We are happy to revise this to offer a research plan that best meets your budget and goals.

RESEARCH DESIGN & BUDGET

Survey of 400 Utahans age 21 and over: In order to understand and compare these core views to adults nationally, we would recommend conducting a hybrid methodology survey among a representative sample of adults ages 21 and older who are residents of Utah. A sample size of 400 will provide a margin of error of plus or minus 4.9 percent at the 95 percent confidence level for responses reporting the full sample.

A hybrid methodology allows for a larger sample size at a slightly lower cost by combining the phone and internet methodologies. It also ensures that we reach a broad spectrum of adults in the state, including those in more rural areas of the state who may not have access to high speed internet and older residents.

We have well-established procedures to supervise the interviewing process and to verify that interviews are conducted according to specifications. Among these procedures are the monitoring of actual interviews by on-site supervisors, identification of each interview by interviewer, and the use of a regularly employed staff of professional, full time interviewers. There is an established protocol for callbacks of busy or "not-at-home" numbers designed specifically to maintain the randomness of interviewee selection.

Quotas would be set for key variables such as age, gender, and region. We would interview at least 40% of respondents on cell phones in the methodology we are using to ensure a representative sample of voters. Minimal weighting is applied to the data in an effort to ensure that the final data reflects the true composition of the target population.

Response data will be analyzed by our data processing department. We employ a data-checking and editing system to eliminate errors and document the handling of data received from the interviewers. To this end, our data processing department will apply academically supported best practices in our processing of the data collected from landline and cell phones. The day after interviewing has been completed, we will e-mail the client representatives "topline" results of the survey. These results will present the overall percentage of respondents that chose each answer to each of the survey's questions.

Within two days, we will provide a comprehensive set of cross-tabulated results. The cross-tabulated results will include a table for each question or demographic variable in the survey, with a series of up to 150 columns indicating how various subgroups of the electorate responded to that question. The cross-tabulated results will make it possible to detect differences in responses to each survey question among different subsets of the electorate: for example, it will be possible to compare men and women; residents under age 50 and age 50 and over; Democrats, Republicans, and independents; and many more subgroups of the electorate both demographically and attitudinally.

The survey questionnaire will be designed at a length of either 12 minutes (approximately 30-35 questions) or 15 minutes (approximately 35-40 questions), including demographics.

Sample Size	12 Minute Survey	15 Minute Survey
N=400 Interviews on Phones and Online Statewide	$28,000	$31,500

These prices are comprehensive and include survey development, analysis, and presentations of research findings. Travel to presentations is invoiced at cost. There is no additional cost for online webinars or presentation materials.

QUANTITATIVE RESEARCH DELIVERABLES

Upon conclusion of an online survey, you will have received all of the materials listed below.

- **Topline survey results** (the survey questionnaire with response percentages for each response code);
- **Cross-tabulated results** (responses to all survey questions segmented by demographic, geographic, attitudinal and behavioral subgroups of the electorate);
- **Verbatim responses to open-ended questions** (including demographic attributes of each respondent);
- **PowerPoint presentation of key findings** (color slides constituting the comprehensive analysis of the data, and also including conclusions and strategic recommendations);
- **Presentation of the data**; and,
- **Ongoing consultation and strategic advice** (Lori Weigel will remain available to provide ongoing strategic advice and consultation).

CONCLUSION

Once again, thank you for the opportunity to provide this research plan. Please do not hesitate to contact Lori with any questions at (303) 324-7655 or via email (lori@newbridgestrategy.com).