INTRODUCTION

The 1993 City and Borough of Juneau Budget Survey completed by the League of Women Voters of Juneau is submitted November 29, 1993 to the Juneau Borough Assembly.

OVERVIEW

This telephone survey of 450 Juneau households is the sixth cooperative effort between the Borough Assembly and the Juneau League of Women Voters in as many years. The results of this stratified random sample survey are presented with the usual limitations related to its design. The League is confident that a broad cross section of the community was reached during the 1993 survey. A comparison of the survey's demographic data with the 1990 census information supports this view. The survey continues to be limited to those households with telephones. Residential phone number information available from commercial listings was used to create the random pool of numbers. Using information obtained from the local telephone company with respect to the distribution of residential phones in the Borough, the following proportional distribution of residential contacts was made by geographic area: in the 364 exchange 44 calls were completed; in the 586/463 exchange 117 calls were completed; in the 780 exchange 55 calls were completed; and in the 789/790 exchange 234 calls were completed for a total of 450 finished surveys. The results of this survey are statistically significant at better than plus or minus 5% with a population survey at 450. Statistical significance at ±5% can be achieved in Juneau when n=387.

Calls for the survey were begun on Saturday, October 23 at 10:00 a.m. from a central phone bank. League members placed the calls from 10:00 a.m. until 6:00 p.m. on Saturday, October 23, and from noon until 6:00 p.m. on Sunday, October 24. All volunteer callers were supervised by a core group of League members with several years of experience with this project. Callers were instructed to make initial calls and if consistently unsuccessful were directed to utilize the rest of the phone numbers assigned to each individual instrument. As in previous years, a few respondents experienced frustration with the exact wording of the questions, wanting to express their specific concerns but League members conducting the survey were instructed to adhere to the script and avoid deviation. Callers were instructed to speak to an adult over the age of 18 in each household contacted. About half of the surveys were completed the first weekend. Some survey instruments were distributed to experienced callers to be completed during the evening hours of that week, with the balance of the instruments completed using the same methodology during the weekend of October 30-31. Some survey respondents found it more convenient to participate on weekday evenings, while others preferred to participate during the day on one of the two weekends. We are not aware of any variation in types of responses collected during the various calling periods.

The League continues to be pleased with the positive response of the public toward the survey. As in past years, most respondents were very enthusiastic about the opportunity to participate, and seemed genuinely pleased that their number had been selected for participation. Others were