INTRODUCTION

The 1995 City and Borough of Juneau Budget Survey completed by the League of Women Voters of Juneau is submitted April 24, 1995 to the Juneau Borough Assembly.

OVERVIEW

This telephone survey of 534 Juneau households is the seventh cooperative effort between the Borough Assembly and the Juneau League of Women Voters. 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. Quite a few commented that they had seen publicity regarding the survey and were glad to receive a call and be included in the process. As in the past, we experienced very few actual refusals.

Traditionally, the survey has been conducted in the spring. At the recommendation of the city manager the last survey (October, 1993) was conducted in the fall in order to make the report correspond more closely to the budget preparation cycle. This year League recommended a later survey. October of 1994 was an active campaign period. The survey would have run in direct competition with political polls and League feared it would not be as well received as in past years. In addition, the responses to a number of questions could have been significantly different with the capital move issue was resolved.

The League is confident that a broad cross section of the community was reached during the 1995 survey. As a check, the survey's demographic data was compared with the 1990 census information and found to be within the range of error. The survey continues to be limited to those households with telephones which, according to the 1990 federal census information, eliminates only 4.85% of the borough households from the population. Using information obtained from the local telephone company with respect to the distribution of residential phones in the Borough, the sample was structured to represent the following proportional distribution by geographic area: in the 364 exchange 48 calls were completed; in the 586/463 exchanges 137 calls were completed; in the 780 exchange 75 calls were completed; and in the 789/790 exchange 274 calls were completed for a total of 534 finished surveys. The results of this survey are statistically significant at better than plus or minus 4% if P=.50.

In the past, the League has used all published residential telephone numbers as the base for randomization. This year, in effort to include all new hook-ups and unlisted phone numbers in the base, the League used a random digit dial methodology to identify all potential numbers for each exchange in the Borough. After checking for duplicates, each questionnaire was assigned a block of 8 random phone numbers. While this method did include two subgroups of the Borough population who were previously unrepresented (new phone hook-ups and unlisted numbers) it also included a large number of commercial, electronic and non-working numbers. Additional
calling time was needed by phone volunteers to work through the assigned phone numbers to connect with households with adults.

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 to the first identified random number and, if consistently unsuccessful, were directed to utilize the rest of the phone numbers assigned to each individual instrument. Callers were instructed to speak to an adult over the age of 18 in each household contacted. As in previous years, a few respondents experienced frustration with the exact wording of the questions, and wanted to express their specific concerns. However, League members conducting the survey were instructed to adhere to the script and avoid deviation.

Calls for the survey were begun on Saturday, February 11 and ended on March 23. League members placed the calls from 10:00 a.m. until 6:00 p.m. on Saturday, and from noon until 6:00 p.m. on Sunday from a central phone bank. Some survey instruments were distributed to experienced callers to be completed during the evening hours of the week. 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 have not detected any variation in types of responses collected during the various calling periods.

In conducting the survey, League took advantage of every opportunity to promote citizen responsibility to fully participate in the local government process. Juneau citizens were encouraged to make their interests and concerns known to the Assembly and to Borough staff, either in person or in writing, particularly when the Assembly begins the budget hearings in the near future.

The League is confident that the survey and report meet the goals of the Assembly. We anticipate that the information gathered and presented will be useful in budget deliberations and in long range planning as the Assembly deals with the wide range of issues affecting constituents in Juneau. In conclusion, we feel that the complexities of public opinion in Juneau are well reflected in the content of this report.

The League continues to appreciate the opportunity to participate with the Borough in the design and implementation of the Annual Budget Survey.