Overview.

1. Introduction. The League of Women Voters Juneau, in collaboration with the City and Borough of Juneau Assembly, conducted an opinion survey of Juneau households during March and April 1997. In the past, this survey has been conducted annually, however, as CBJ moved to a two-year budget process, assembly members felt that a survey every two years would serve the community needs. The last survey was conducted in March and April 1995. The survey sought to measure opinions regarding a range of issues from capital projects to management of borough finances.

2. Methodology. A sample size of 400 was chosen to ensure a confidence interval of plus or minus 5% assuming a proportion of .50 on non-quantitative responses. The actual margin of error for this survey is plus or minus 4.9%. Telephone numbers were selected using a random number generator to ensure possible selection of new listings and unlisted numbers. The proportion of numbers selected from each area was based on the actual number of residential lines in service within each area as reported by PTI on March 1, 1997. The percentages for each area, compared with the figures from the last survey were:

<table>
<thead>
<tr>
<th>Area</th>
<th>This Survey</th>
<th>Last Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Douglas</td>
<td>9.8%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Downtown</td>
<td>25.3%</td>
<td>26.7%</td>
</tr>
<tr>
<td>Lemon Creek</td>
<td>12.3%</td>
<td>14.05</td>
</tr>
<tr>
<td>Mendenhall Valley</td>
<td>52.8%</td>
<td>51.3%</td>
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</table>

The survey instrument was developed jointly by Assembly Members and representatives from the League of Women Voters Juneau. Telephone calls were made on weekend days and nights as well as weekday nights. All surveyors were given an orientation to the project as well as written instructions on proper conduct of interviews. Interviews were conducted with only those persons 18 years of age or older. The various analyses were conducted using Statistical Program for Social Sciences - SPSS®. Specific analyses used included frequency analysis, cross tabulation, and chi-square tests. We used the chi-square test to evaluate the independence of demographic variables for survey questions at the .05 level of significance. In the discussion section for each question, we address the extent to which differences in response patterns between the various demographic groups meet this test for independence.


a. Rate of Refusal. Past survey reports indicated relatively few participant refusals. Although the survey was not set up to document specifics of those declining to participate, the refusal rate was significantly higher than in past years. Although there seemed to be no specific day or time that was worse than others for refusals, surveyors reported a higher percentage of men refusing than women. One factor which could have played a role in this is that the Tourism Working Group resident survey was just finishing up about the time this survey was beginning. In future
surveys, this might be overcome by greater attention to timing and pre-survey public relations (newspaper articles, public service announcements, etc.).

b. **Gender Imbalance.** As with past surveys, there was imbalance in the gender of respondents this year. With this survey, the percentage of women respondents was 59.9% with 37.6% of respondents being male. Surveyors were unable to determine (without asking) the gender of 2.5%. Past surveys have seen the proportions at approximately 56% and 44% for women and men respectively. The unusually high rate of refusals among men (see sub-paragraph (a) above) may well have contributed to this imbalance. Nationally, approximately 66% of respondents in telephone surveys are women.¹ This imbalance was a source of concern so a chi-square test was performed on all questions to determine if differences in response between the genders were statistically significant. In summary, we noted that gender was not independent (differences were significant) at the .05 significance level for responses to the following questions:

- Question 4(a) - Inclusion of a theater with a new high school
- Question 8(a) - Level of service for youth programs in the community
- Question 8(b) - Level of service for the homeless in the community
- Question 8(e) - Level of domestic violence services in the community
- Question 9 - Awareness of televised CBJ Assembly proceedings

The exact proportion of the responses for these questions are reported in the discussion section for the specific questions.

Those individuals who agreed to be interviewed seemed glad for the opportunity to make their voices heard, frequently adding additional comments over and above the answers solicited. In interviewing respondents, League members took every opportunity to encourage citizen participation and communication with elected officials in writing or in person. The League appreciates the efforts on the part of the Assembly to actively seek public participation and input regarding issues facing the Borough. We also appreciate the opportunity to be a part of that process through this survey effort as well as other processes throughout the year.