

Survey Methodology

The survey was conducted by NBCA President Gordon Certain with assistance of various kinds from NBCA Board Members, select neighbors and Councilman Howard Shook. Before this survey was sent to the neighborhood a minor trial survey was circulated to the NBCA board – it was concluded that it was too long and needed to be more focused.

The real survey was sent to the NBCA mailing list of 1600+ addresses and 336 responses were recorded. See the report's Survey Response Rates And Demographic Information for more information.

The survey was conducted during the 84 hour period from noon on September 19 through midnight September 22 (9/23 12:05AM).

The web-based survey software used is sold by Constant Contact, a company that primarily markets e-mail services. These services are used by a number of larger Atlanta neighborhoods and non-profits, including North Buckhead, Historic Brookhaven, and Chastain Park. This was our first exposure to Constant Contact's Survey capability which is also a commercial product. Before we used the software, we contacted the vendor and asked if the product was mature and stable – we were assured it was. See the 3rd and 4th bullets in Disclaimers for more information about this claim.

The Executive Summary is derived from the Constant Contact Survey report. Additional information and statistics were determined from detailed statistics at the respondent level which showed answer for each question. These were downloaded into Microsoft Excel. Information from NBCA's membership database was also downloaded into the EXCEL spreadsheet so that membership status and similar information could be coupled with the survey download. The identities of respondents were coded in EXCEL and the Narrative reports were exported from EXCEL to Microsoft WORD so they could be formatted. Certain graphics were reworked using Adobe Photoshop for reasons explored in Disclaimers. Certain additional exhibits appearing in the Survey Response Rates And Demographic Information section were prepared using data derived from survey results using EXCEL.

Disclaimers

- We are obviously not professional pollsters. In fact, this is NBCA's first effort of this magnitude involving the public, and it shows. For instance, haven taken the survey, I found the **yes-no-don't care** question scheme a little annoying when I personally took the survey. "Don't

Wieuca Road Survey
SURVEY METHODOLOGY AND DISCLAIMERS

care" is probably not the best choice of words. "Don't know", "undecided", etc. might have been better options. If there is a next survey, I hope we will do better.

- It is also important to recognize that this was not intended to be a statistically significant poll and none of the results are claimed to be statistically significant. This is not to say that they have no value. In fact, the results should be of considerable value to us as neighbors in understanding the range of opinions we have about how to accommodate the new school and to city officials in understanding areas of substantial consensus and deep division in the North Buckhead community.
- The commercial survey software (Constant Contact Surveys) we used was of unknown quality when we started. We have detected a couple of problems.
 - Some survey results may be missing from this report. For instance, our NBCA Traffic Committee Chair Robert Sarkissian's results never appeared from the database. This may have occurred in other cases – there is currently no way of knowing. However, the database does include a very strong neighborhood response of 336 individual respondents, which is far more than I expected. These results are identifiable in almost every case to unique people, mostly NBCA members. No personally identifiable results are included in this report. Comfortingly, no one participated more than once and there is no indication of attempts to load the system with bogus responses.
 - The survey report writing software, while producing pretty reports with unerringly accurate counts of votes on each question, had disturbing bugs when it came to computing percentages and was often unable to come up with the right denominator. This became obvious when the answer to question #1 showed that 101% of participants voted "yes" and 1% voted "no". We contacted the software's vendor and were told that this was a known problem and that they had no forecast schedule for its resolution. They also said that there was no workaround other than downloading the data into EXCEL. As a result, we had to manually re-compute most of the percentages shown in the Executive Summary. This may have introduced a few new errors in reported percentages.