

Public Opinion Survey



2004

Conducted By:
The Citizens Advisory Committee

Acknowledgments

The Citizens Advisory Committee, appointed by the City Council, is a group of individuals of all ages and interests bound together by their concern for Visalia. The Committee's mission is to be an advocate and informed voice for the community and an active resource for City Council and staff. The committee prioritizes local issues and concerns and develops recommendations that will positively affect the future of Visalia. This survey is produced annually by the committee.

The Citizens Advisory Committee wishes to express our appreciation to State Farm, College of the Sequoias, San Joaquin Valley College (SIFE), City Staff and friends for their generous help in completing this survey and analyzing the results.

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General Summary

The City of Visalia surveyed its citizens for the eighteenth year. It is a tradition in Visalia to conduct an annual Public Opinion survey to establish the public's satisfaction with city services and to obtain feedback on timely issues. This year, amidst the war in Iraq and discussions of a sales tax to support fire and police, 300 Visalia citizens completed a telephone survey where they were asked a variety of questions ranging from their perception of the quality of life in Visalia, to particular City services, to whether they had contact with a public safety officer.

Visalia's overall quality of life was rated above average by 77% of those surveyed. This is a higher percentage than the previous year; it is a 9% increase from the previous year. This is an enviable rating of which the City should be proud.

Those surveyed were asked to rate individual services and this year, of the 17 questions that could be compared to previous years, ratings were up on 9 and 8 were down from previous year. Visalians were less satisfied in 2004 with Road Maintenance, Street Lighting, Senior Citizens, Recreation Activities, Park Maintenance, Garbage Collection, Traffic Conditions, and Safe Community.

In particular, Hispanics were more positive about Visalia and its services this year. They rated city services lower than the survey average only 7 out of 17 times, compared to 4 out of 14 categories last year. Despite concerted efforts, the number of Hispanics reached by the survey did not reflect their percentage of the population. While Hispanics comprise 39% of Visalia's population, only 21% of the survey's respondents were Hispanic, despite having Spanish-speaking surveyors and having the survey translated into Spanish.

It was noted that a high number of the respondents, 92%, said they were registered voters. According to the County of Tulare, Visalia has 40,737 registered voters and according to the 2000 Census, there are 77,138 people over the age of 20 in Visalia. (The closest age figure to 18 years of age available from the Census.) This would indicate that 47% of the people are registered voters, almost twice the percentage from our survey. This is an anomaly for which we do not have a definitive explanation. It may be that people who take the time to answer the survey are more likely to be registered, or that people simply are not aware whether they are appropriately registered to vote.

A new question this year was importance of having a vibrant downtown. 80% of the respondents felt it was of very high or high importance to have a vibrant downtown. Something to consider was why those that lived here for between 6 to 10 years rated the importance of having a vibrant downtown below the average at 61%. The average was 80% which would make their rating 19% lower than what the general population.

Methodology

The individuals surveyed were selected from Cal Water's customer list. City staff removed business numbers before randomizing the numbers in a list and dispersing them to volunteers. Volunteers called the randomly selected residential numbers from the list. It was not unusual to call 8-10 numbers before successfully completing the survey. At the beginning of each survey, the individual was asked if he/she was over 18 years old and a resident of Visalia. A "no" response to either question disqualified that person as a participant in the survey.

The survey is coordinated entirely by the Citizen's Advisory Committee (CAC) and its assigned staff. The volunteers included College of Sequoias students, CAC members, City Staff members, friends, and volunteers from the Volunteer Center of Visalia.

The following pages will provide a detailed overview of the responses to each question in the survey. Computer sorting enables responses to be shown as a total number and by each quadrant.

There are five sections in this opinion survey: 1) Introduction; 2) detailed analysis for each question which includes a narrative suggesting the meaning of the numbers and possible trends; 3) demographic profile of respondents; 4) comments made by the respondents; and 5) a sorted overview of all questions with percentages of responses.

Section 1 contains the general summary, methodology used for the survey, and demographics of the respondents. A copy of the original survey is also included in this section.

Section 2 contains the major information generated by this survey. Each page has the same format. The question is stated and the responses are shown by percentage for each type of response, i.e. 40% yes, 60% no. The 2004 response then represents the total response for 284 individuals surveyed. On the right-hand side of each page a narrative appears which provides information needed to understand the question or presentation of data. The analysis is an objective summary of the numerical data presented and may contain subjective observations from the Citizens' Advisory Committee.

Section 3 is a compilation of the demographic information on the respondents.

Section 4 is a list of additional comments from the respondents. They are written verbatim with minimal editing.

Section 5 includes the detailed information from the computer tabulations in total and by sub-categories as data was cross-sorted. Each page includes the original question number and the correlating page in which the narrative and graphs are found in Section 2 of this report.

Demographic Profile

Quadrant of the City

| | |
|-----------|-----|
| Northeast | 12% |
| Southeast | 27% |
| Northwest | 21% |
| Southwest | 40% |

Gender

| | |
|--------|-----|
| Male | 40% |
| Female | 60% |

Ethnicity

| | |
|------------------|-----|
| African-American | 1% |
| Caucasian | 70% |
| Asian | 1% |
| Hispanic | 21% |
| American Indian | 1% |
| Other | 6% |

Age Group

| | |
|---------|-----|
| 18-25 | 6% |
| 26-55 | 68% |
| 56-Plus | 25% |

Make-up of Household

| | |
|-----------------------|-----|
| Single, no children | 13% |
| Single with children | 7% |
| Married, no children | 20% |
| Married with children | 54% |
| Other | 5% |

Household Income

| | |
|--------------------|-----|
| Less than \$10,000 | 4% |
| \$10,000-\$40,000 | 22% |
| \$40,000-\$70,000 | 30% |
| Over \$70,000 | 44% |

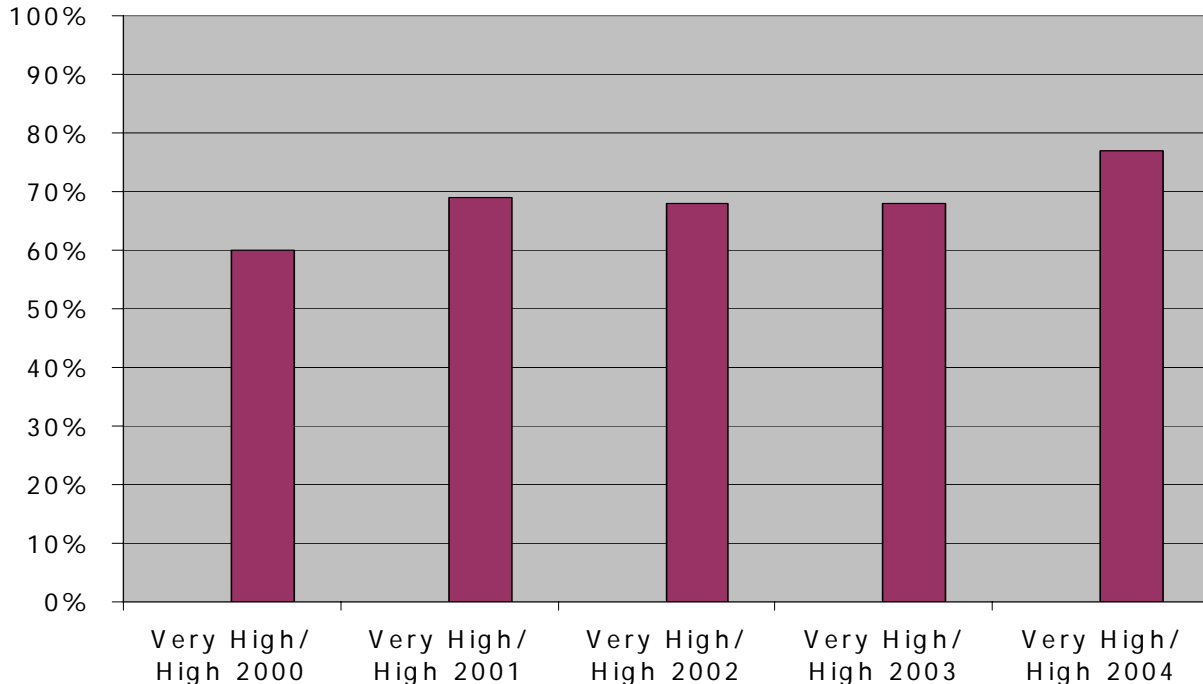
Home Ownership

| | |
|-------|-----|
| Own | 87% |
| Rent | 11% |
| Other | 2% |

Length of Residency

| | |
|--------------------|-----|
| Less than 2 Years | 7% |
| 2-5 Years | 14% |
| 6 to 10 Years | 8% |
| More than 10 Years | 71% |

Taking all things into consideration, how would you rate the overall quality of life in Visalia?



Visalians are more satisfied with their quality of life in 2004. 77% of the respondents said their quality of life in our community is either very high or high. In 2003, the combined very high/high response was 68%, and in 2000, the combined response was 60%. Only 4% said their quality of life was low or very low. This is a 1% increase from the 3% combined very low/low response in 2003. In the 2000, the combined response for very low/low was 2%.

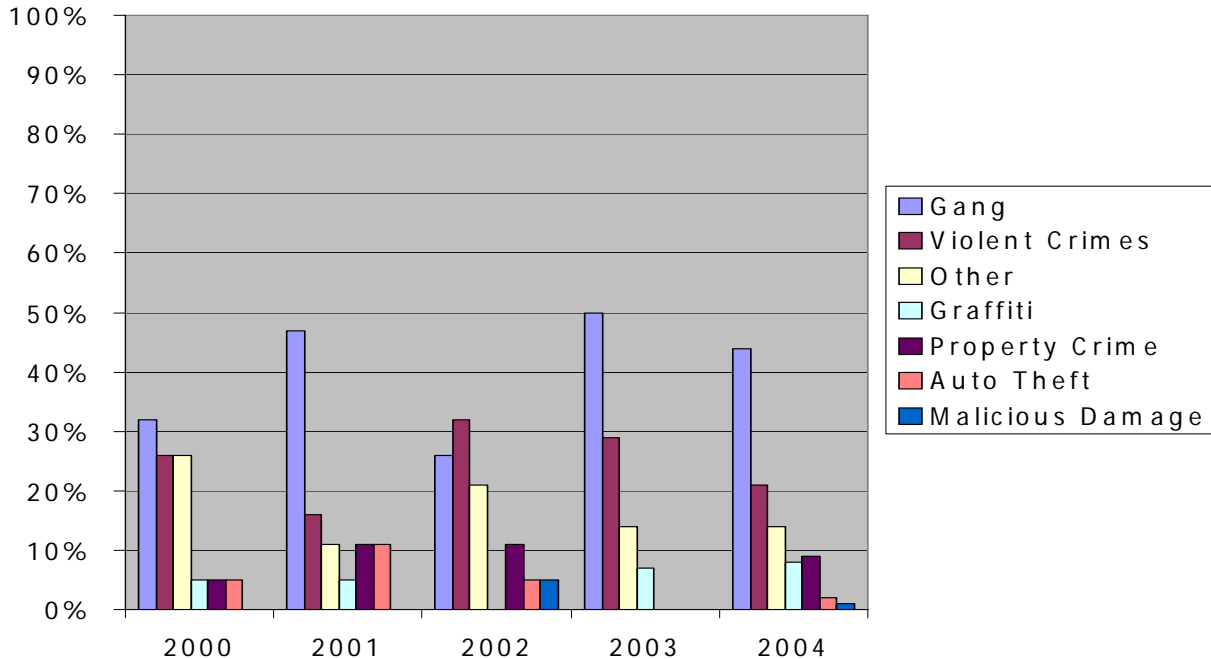
Those most satisfied living in Visalia are those between the ages of 26 and 55. 79% of the respondents who are 26 to 55 years-old think the quality of life in Visalia is very high. In 2003 and 2000, 69% and 57% of 26 to 55 year olds thought the quality of life was high.

Those least satisfied are those aged 18 to 25, 0% rating their quality of life as very high and 8% as low.

One interesting statistic is that none of those who earn less than \$10,000 rate their quality of life as low as low, in contrast to 4% of those who earn \$70,000 or more rate their quality of life as low. (See Sorted Overview of Responses, pg. 53)

BOTTOM LINE: Visalians are more satisfied with their quality of life in 2004.

To provide a safer community, what type of criminal activity should the City target?



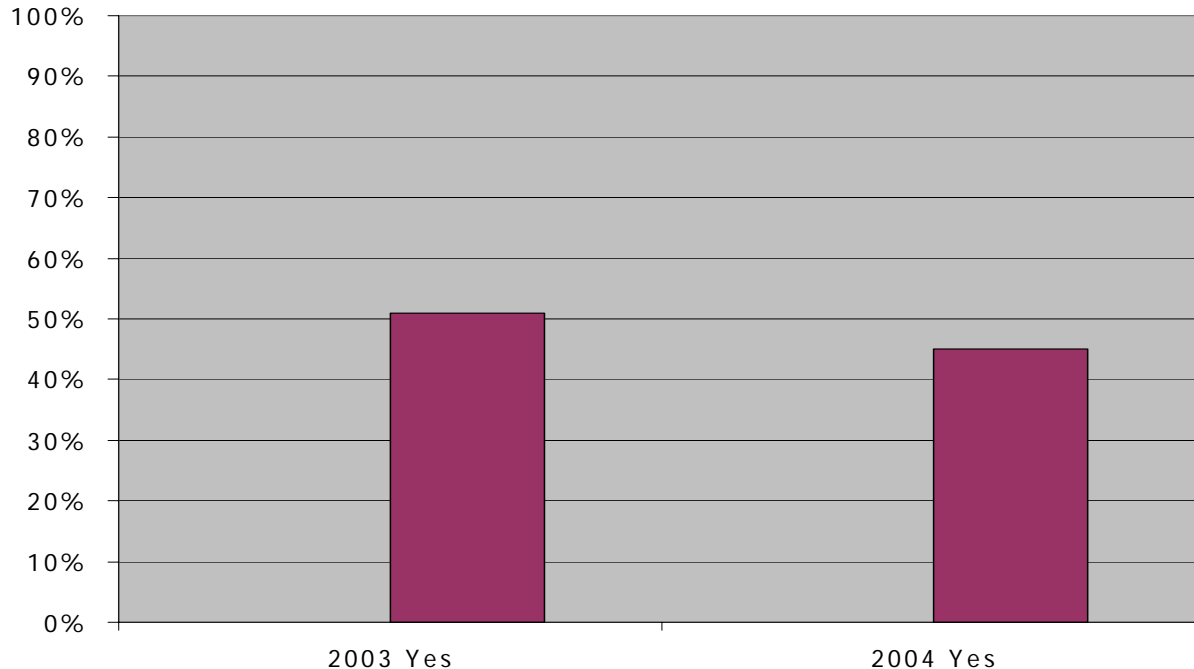
Gang suppression still remains the top activity that the City should target at 44%. However, the respondents ranked it lower than in 2003 when it received 50%. Violent crime received 21%, 8% less than in 2003. However, property crime increased 9%, where as in 2003, 0% of respondents said it was an activity the City should target.

The subcategory that changed the most dramatically was the Income category. In 2004, of those who earn less than \$10,000, \$10,000 to \$40,000, \$40,000 to \$70,000, and over \$70,000, 36%, 42%, 43%, and 46% respectively said that gang suppression is an activity that should be targeted. In 2003, 100%, 43%, 33%, and 50% of those same income levels though gang suppression was an activity that should be targeted.

It should be noted that this year, all respondents answered this question whereas in years past only those who ranked service with the Police Department low or very low answered the question.

BOTTOM LINE: For the second year, Gang Suppression is the activity that citizens would most like that City to target.

Have you had contact with a Visalia Police officer in the last year?



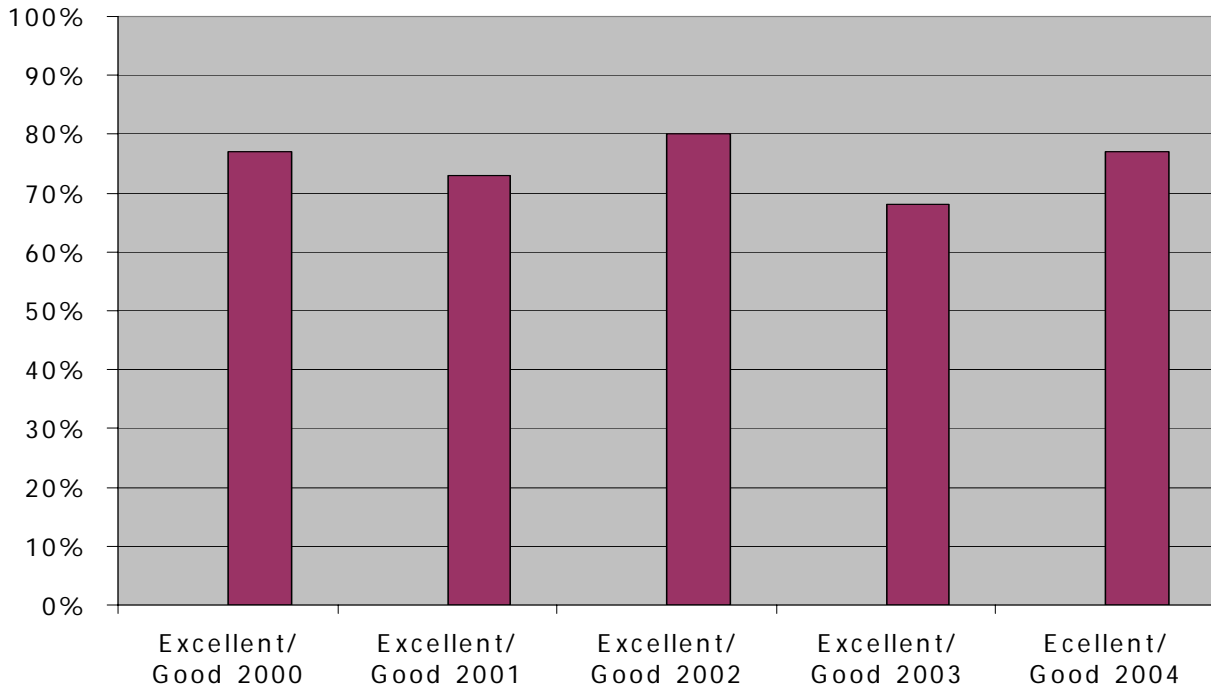
Those who are most likely to have contact with an officer were young respondents. 65% of those between 18 and 25 had met with an officer, while those over 55 are some of the least likely, with 40% responding affirmatively. In 2003, 70% of those between 18 and 25 had met with an officer, while only 37% (a 3% decrease from 2004) of those over 55 years of age are likely to meet with an officer.

18 to 25 years old rated the service they received poor or very poor 18% of the time (compared to 30% in 2003), where as 11% and 7% (compared to 11% and of those 26 to 55 and 55 plus rated the service they received poor or very poor.

One subcategory worth noting is Income. Of those who earn less than \$10,000, \$10,000 to \$40,000, \$40,000 to \$70,000, and over \$70,000, 33%, 36%, 32%, and 50% respectively rated the service they received as excellent. More specifically, those who make over \$70,000 respond they are more satisfied with the service they received.

BOTTOM LINE: There was a slight decrease (51% to 45%) of citizens who experienced contact with a Police Officer.

How would you rate the service you received?



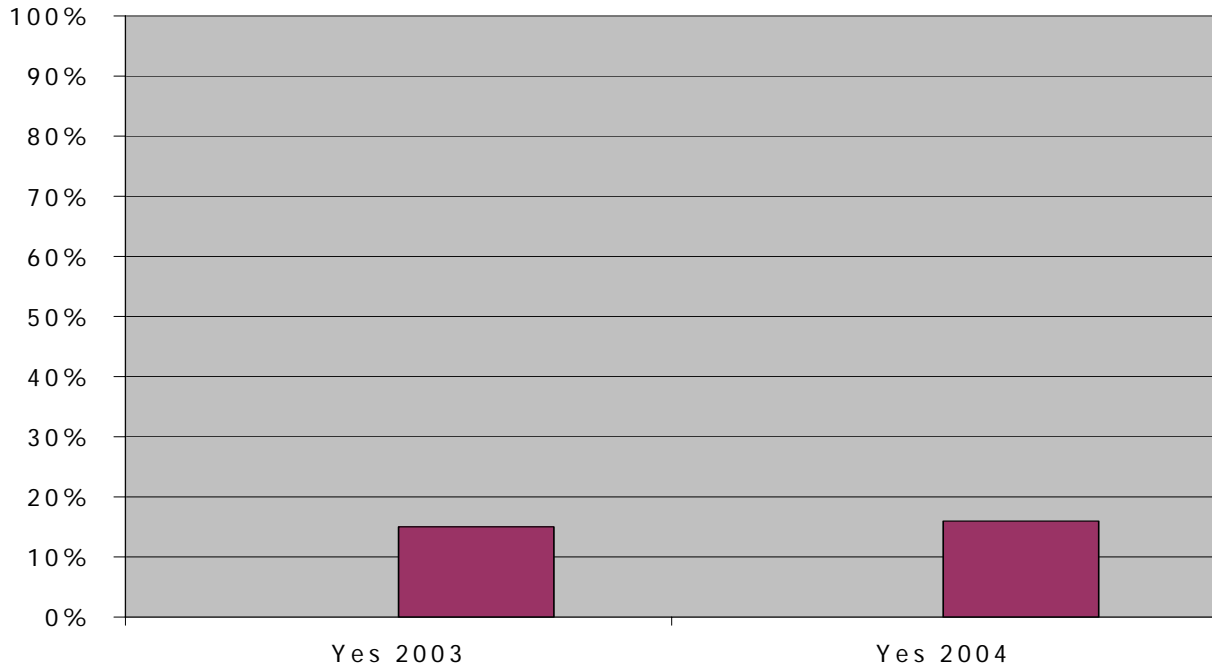
Of those who have had contact with a police officer and had an opinion, 75% rated the service they received as excellent or good, in comparison to 68% in 2003, and 11% rated it as poor or very poor, in comparison to 17% in 2003.

The one subcategory worth noting is Quadrants. 65%, 50%, 36%, and 41% of the Northeast, Southeast, Northwest, and Southwest quadrants responded they had experienced contact with a Visalia Police Officer. Even though there was not much disparity between the rates of the service these respondents received, it is worth noting that Northeast respondents were much more likely to have received, it is worth noting that Northeast respondents were much more likely to have contact with a police officer.

(Note: there are two similar but different questions. One asked respondents to indicate how they rate the City's efforts to provide a safer community, the other asked people who had been in touch with an officer how they rated the service they received.)

BOTTOM LINE: Of those who received service from a Visalia Police Officer, 75% rated this service as excellent or good.

Have you had contact with a Visalia firefighter in the last year?

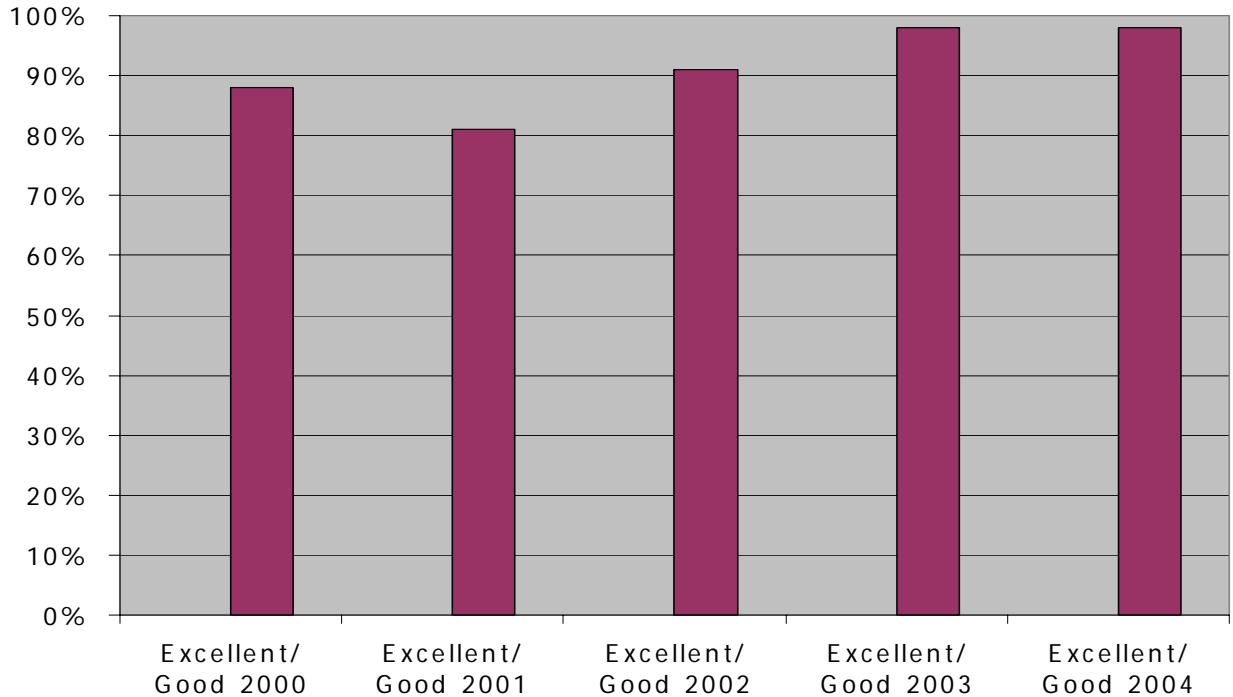


Significantly fewer of the respondents had contact, 16%, with a firefighter when compared to those who had contact with a police officer.

Those most likely to have contact with a firefighter have lived here between 2 and 5 years, 21%. The other categories: less than 2 years, 6 to 10 years, and more than 10 years said yes 15%, 9%, and 17% of the time.

BOTTOM LINE: Relatively few respondents had contact with a firefighter.

How would you rate the service you received?



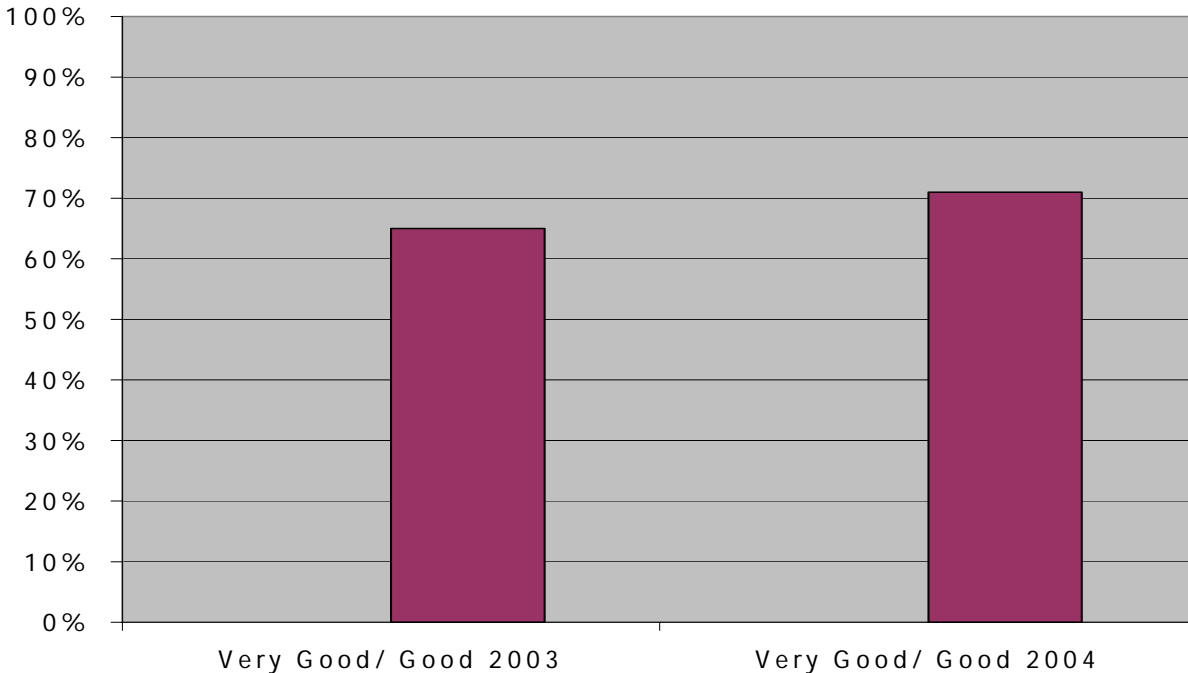
Of those that had an opinion and had contact with a firefighter in 2004, 98% ranked the service they received as excellent or good. This is a 7% increase from 91% in 2002.

The two subcategories worth noting are Quadrants and Age. Regarding the Quadrants subcategory, 83%, 79%, 40%, and 81% of the Northeast, Southeast, Northwest, and Southwest rated the service they received as excellent. The CAC believes the Northwest's 40% response should be studied further.

Regarding age, 20%, 79%, and 92% of those 18 to 25, 26 to 55 and older ranked the services they received from a firefighter as excellent. The statistic that is worth pointing out is that only 20% of 18 to 25 years old ranked the service they received as excellent. However, 80% of 18 to 25 years olds did rank the service they received as good.

BOTTOM LINE: There was a 6% increase in those citizens who ranked the service they received from a firefighter as excellent.

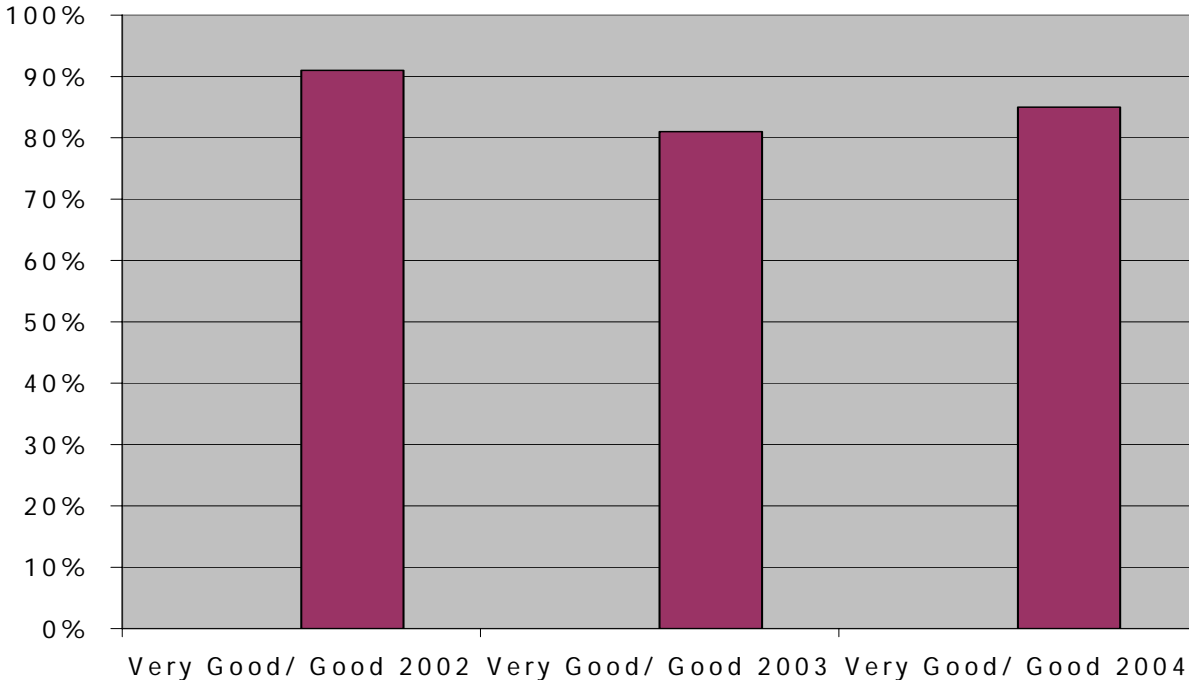
How do you rate the quality of the following services in Visalia? Private Ambulance



This is the second year the question was asked. It has slightly increased from 2003 which it received a average rating, 65% of the respondents felt the private ambulance service was very good or good. Whereas in 2004 those that had an opinion, 71% of the respondents gave it a rating of very good or good.

BOTTOM LINE: The satisfaction of the Private Ambulance service has slightly increased from 2003

How do you rate the quality of the following services in Visalia? Fire Emergency Medical Response

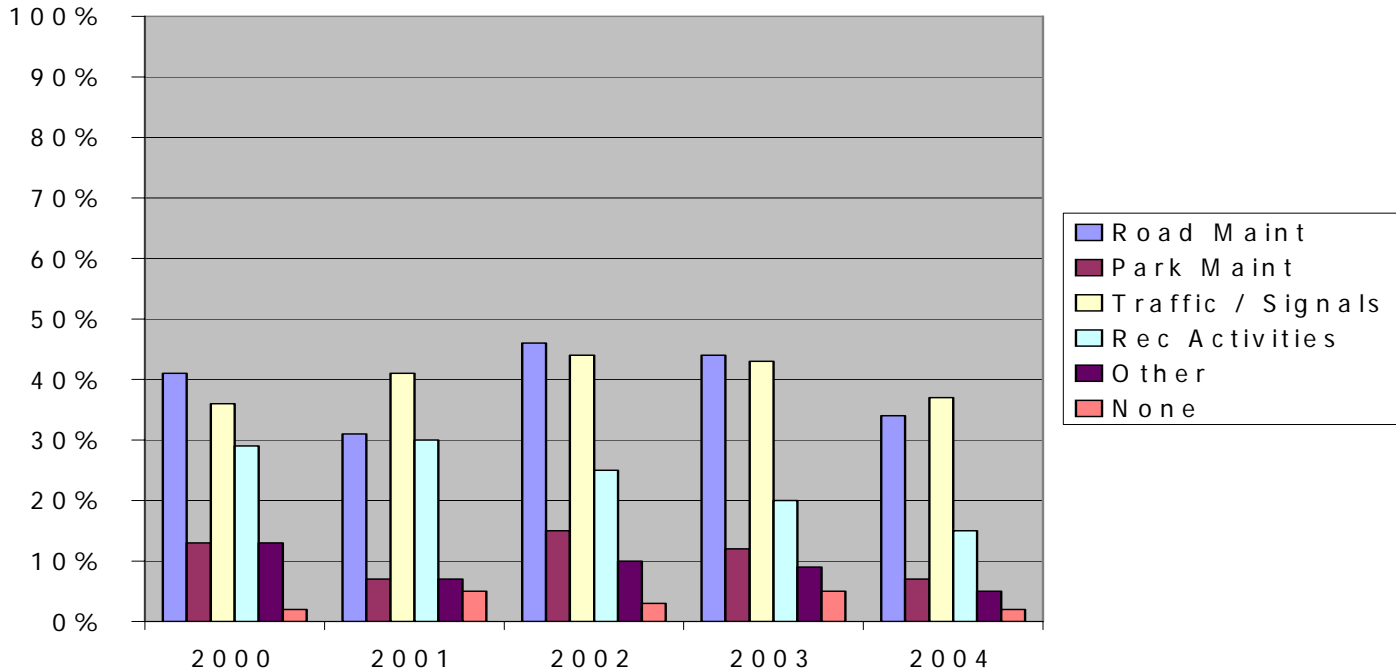


While this question was worded specifically this year to question medical response rather than general fire service, the satisfaction level remains high. 81% rated the service as very good/good and only 1% said the service was poor.

The notable exception to these exceedingly high ratings came from those who had lived in Visalia less than two years. Of these respondents, 10% rated the service as very good, 30% as good and 60% as average. While there were no poor or very poor responses, the ratings are worth mentioning because they are significantly different than the other subcategories.

BOTTOM LINE: Since this is the third year this question has been asked, there is no previous history with which to compare.

What do you consider the most essential City services besides Police and Fire?



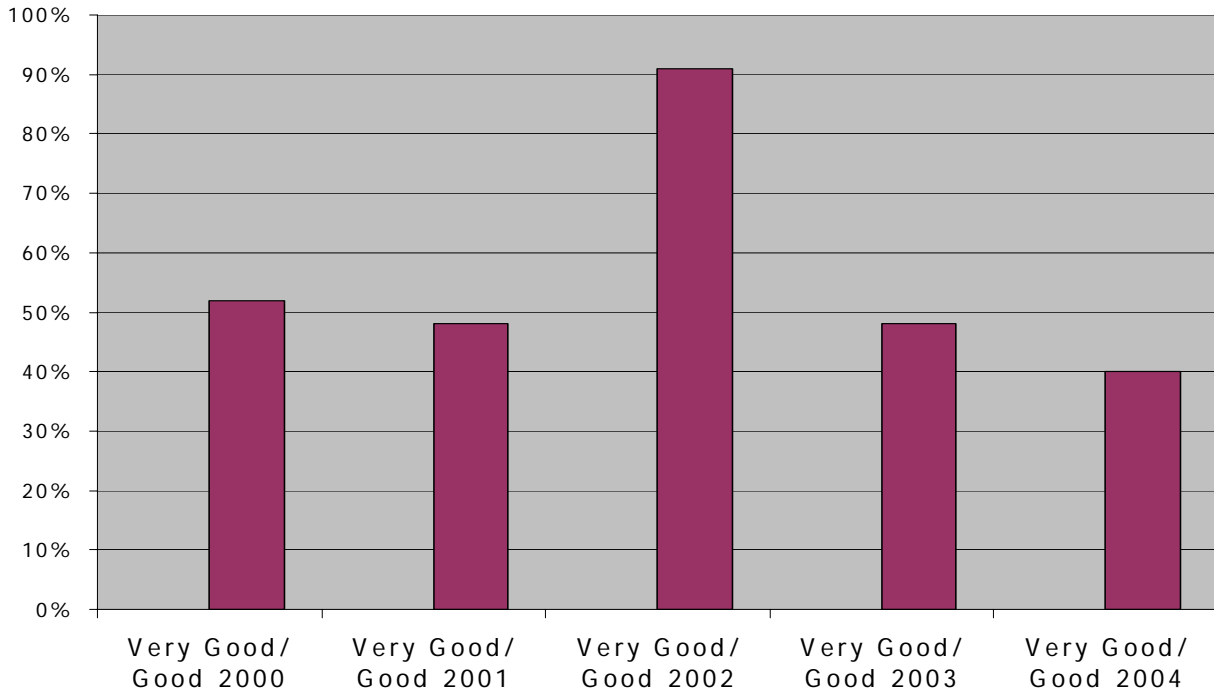
Traffic Signs and Signals were rated the most essential city service with 37%, and Road Maintenance was rated at 34%.

These statistics are consistent with 2003's and 2000's statistics. In 2003, Road Maintenance was the most essential city service rated at 44%, and Traffic was second with 43%. In 2000 Road Maintenance was most important at 41%, and Traffic was rated at 36%.

Recreation activities were rated at 20%, a slight increase from 2003 when it was rated at 15% in 2003. In 2000 Recreation Activities was rated at 29%. Parks were rated at 12%, a slight increase from 2003 when it was rated at 7%. In 2000 Parks was rated at 13%.

BOTTOM LINE: Citizens consider traffic the most essential service after fire and police.

How do you rate the quality of the following services in Visalia? City Road Maintenance



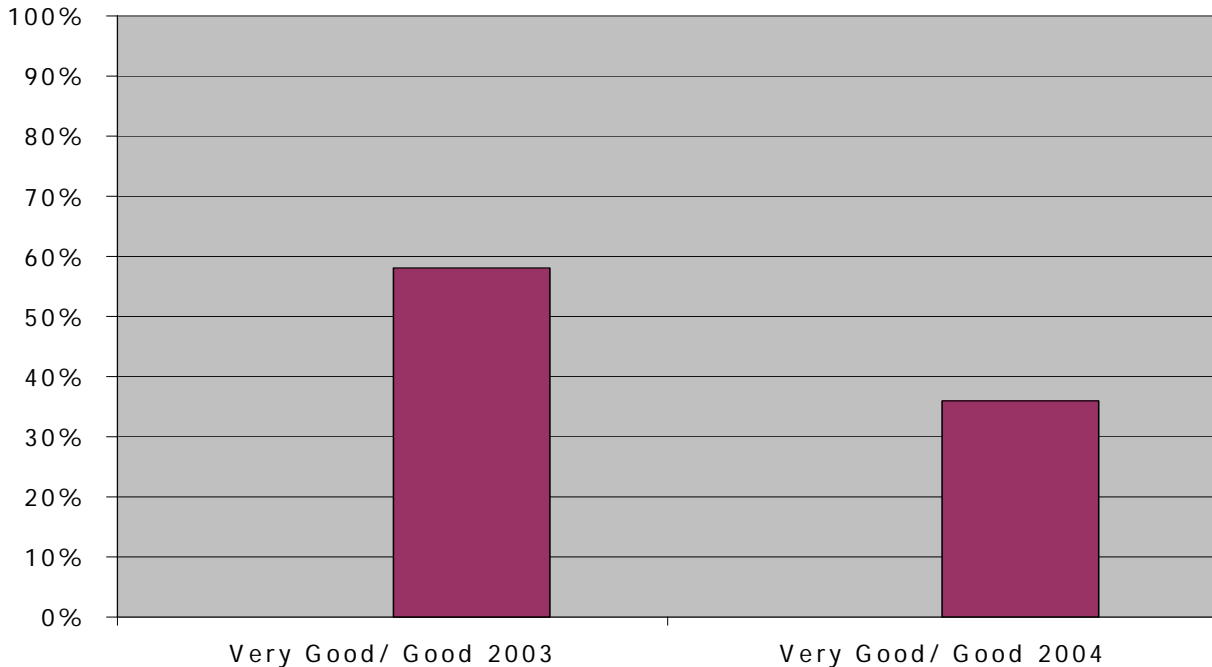
In 2004, 40% rated this service as very good or good, down from 48% in 2003 and 52% in 2000.

An important statistic to note is that 60% of those who have been here less than two years rated this service as very good or good. Those who have lived in Visalia 2 to 5 years, 6 to 10 years, and 10 years or more, ranked this service very good or good with 34%, 35%, and 40% respectively.

The Northeast is the only quadrant that appears to be more satisfied with this service than in 2003. Additionally, the Northeast's percentage for very good or good road maintenance is higher than the other quadrants with 59% compared to the Northwest, Southeast, and Southwest quadrants with 38%, 37%, and 37% respectively.

BOTTOM LINE: Citizens consider road maintenance the second most important service after police and fire. Satisfaction with this service declined somewhat for the second consecutive year.

How do you rate the quality of the following services in Visalia? Traffic Signs and Signals



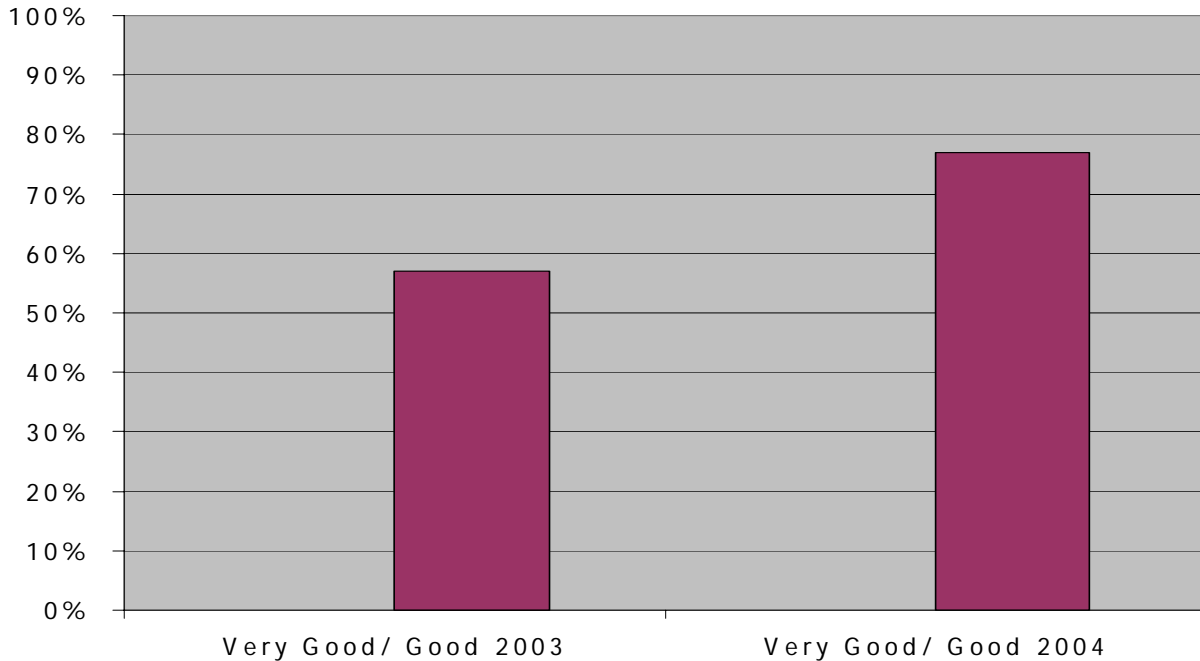
Of those surveyed 36%, 5% very good and 31% good respectively, said these services were very good or good compared to 58% in 2003.

All of the quadrants rated these services very good or good less often than last year. The Southeast and Southwest quadrant both rated the traffic very good or good with 30% and 38% respectively, compared to 54% and 59% in 2003. The Northeast and Northwest quadrants rated the traffic very good or good with 47% and 32% respectively.

The CAC believes it is worth noting that these lower ratings have come when residential construction is at a high.

BOTTOM LINE: Satisfaction is much lower in 2004 than in previous years.

How do you rate the quality of the following services in Visalia? Bus Service



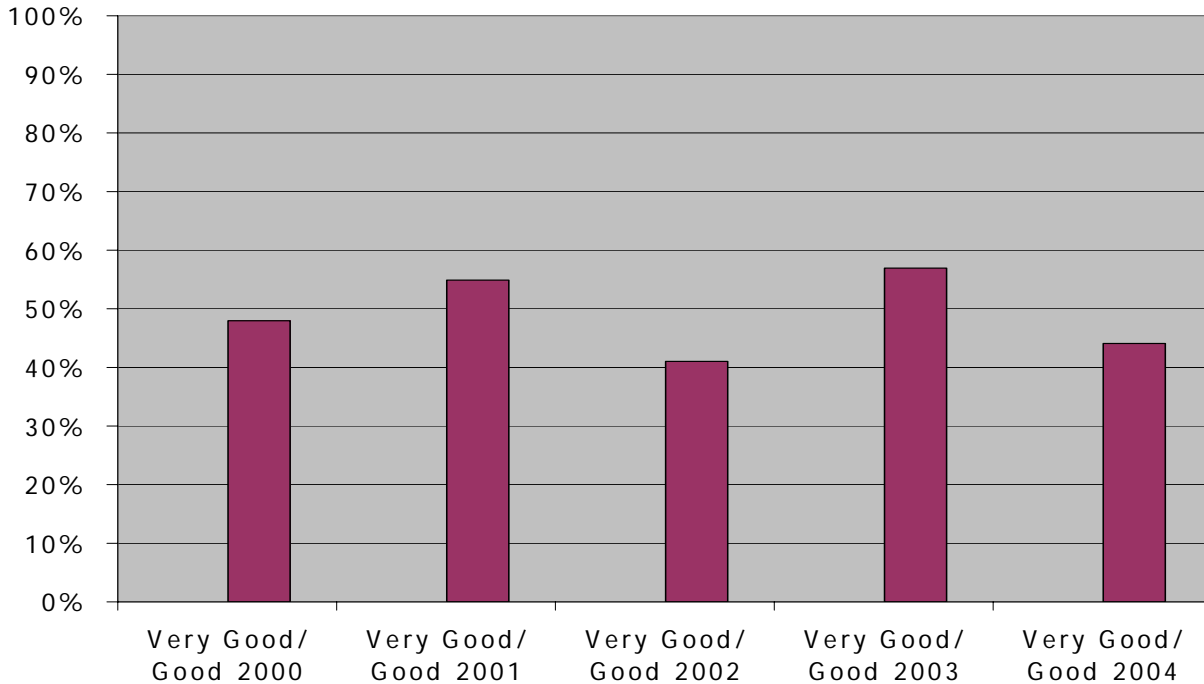
Of those that had an opinion 77% felt the bus service were very good/ good for 2004 which is a dramatic increase from the previous year 2003 with 58% rating it very good/good.

For another year running (literally and figuratively), the transit service has been under scrutiny. Efforts to add routes and stops to meet the demand are being met, and these high ratings are remarkable. The CAC commends the Council and the Transit staff for these ratings.

Also of interest is the Northeast having the lowest "No Opinion" percentage with 38% leading one to believe that Northeast residents use bus services the most. The Southeast, Northwest, and Southwest quadrants chose the "No Opinion" option 57%, 49%, and 57% respectively.

BOTTOM LINE: By adding a "No Opinion" category, vital statistics showed the positive view of Bus Services.

How do you rate the quality of the following services in Visalia? Visalia's Street Lighting

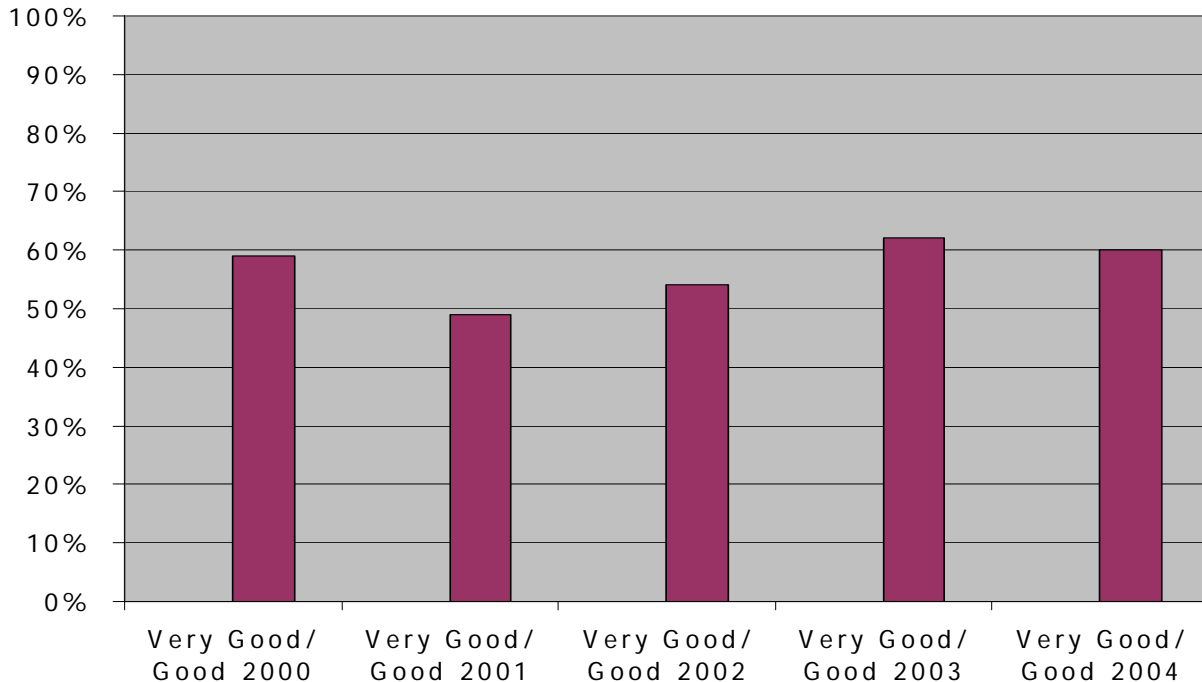


In 2004, 45% of respondents rated this service as very good or good compared to 57% in 2003 and 48% in 2000. This year 21% rated this service poor or very poor compared to 15% in 2003 and 16% in 2000.

Out of the four quadrants who rated this service very good or good, the Southwest rated this service highest, with 51%. The Northeast, Southeast, and Northwest rated this service very good or good with 46%, 39%, and 39% respectively.

BOTTOM LINE: The Satisfaction with street lighting significantly decreased from 2003 to 2004.

How do you rate the quality of the following services in Visalia? Senior Citizen Services



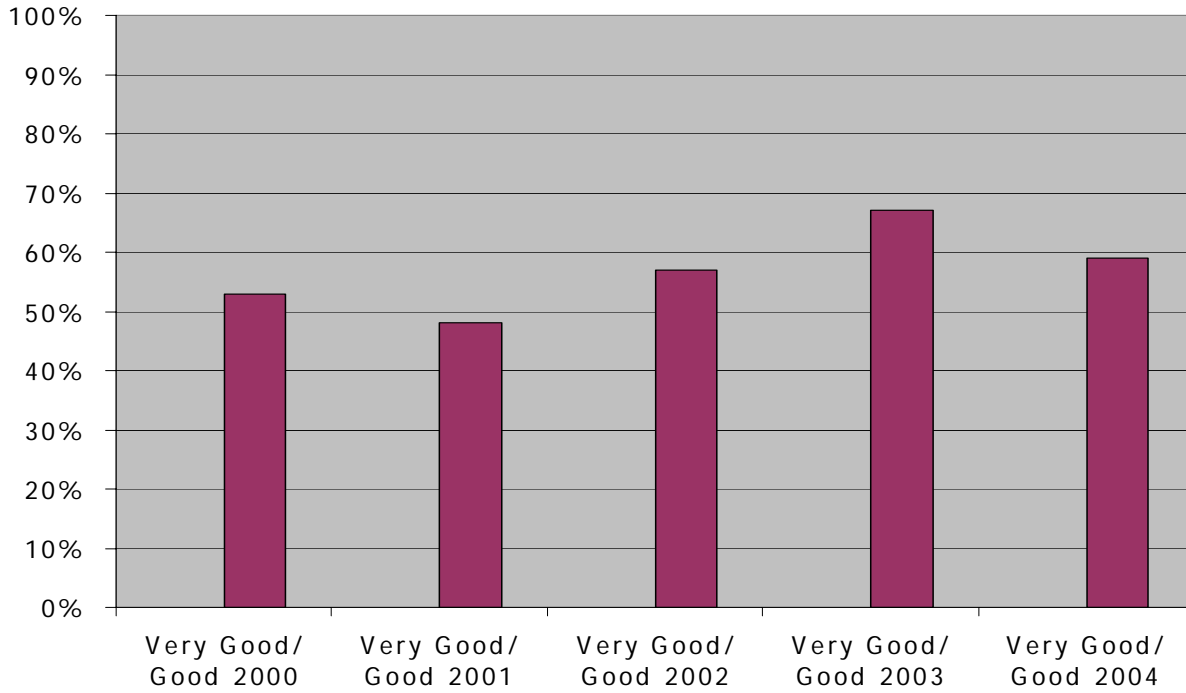
Of those that had an opinion 60% of the respondents chose very good or good, 2% lower than 62% in 2003. In 2000, respondents rated this service very good or good with 59%.

Of those using services, those over 55 of age, 69% said the service was very good or good. This is 8% higher than the 61% who gave it a similar rating last year. In 2004 8% of the respondents rated the service as poor or very poor, the same % as in 2003, and 3% lower than 11% in 2000.

There was a slight decrease in the satisfaction of Hispanics. 55% of respondents rated this service very good or good, down from 74% in 2003. All Others and Caucasians rated this service very good or good with 64% and 63% respectively. In 2000, Caucasians, Hispanics, and all others rated this service very good or good with 61%, 66%, and 59% respectively.

BOTTOM LINE: Satisfaction with senior services slightly decreased (by 2%).

How do you rate the quality of the following services in Visalia? Recreation Activities



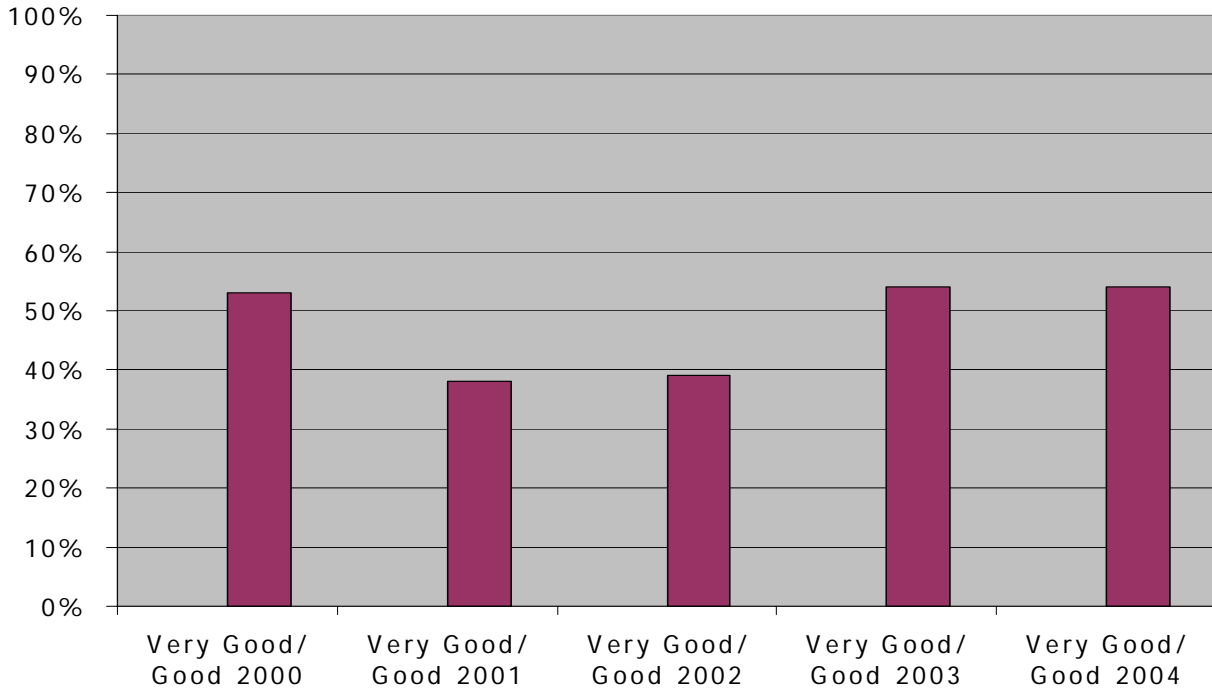
Of those that had an opinion in 2004 59% rated the recreation services as very good/good, which was an 8% decrease from 2003. Although in 2000 53% rated recreation services as very good or good which shows that there has still been an increase in 2004 from 2000.

A statistic to note is that "All Others" rated recreation services significantly lower than Hispanics and Caucasians. In 2004 51% of All Others rated this service as very good or good, compared to Hispanics and Caucasians rating this service as 58% and 63% respectively.

Also worth noting is that, those who earn less than \$10,000 only rated this service as very good or good.

BOTTOM LINE: As satisfaction with recreation services has increased, the perception that recreation services are a high priority.

How do you rate the quality of the following services in Visalia? services for the disabled



Of those that had an opinion in 2004 54% rated this service very good or good, the same percentage as last year and 1% higher than in 2000.

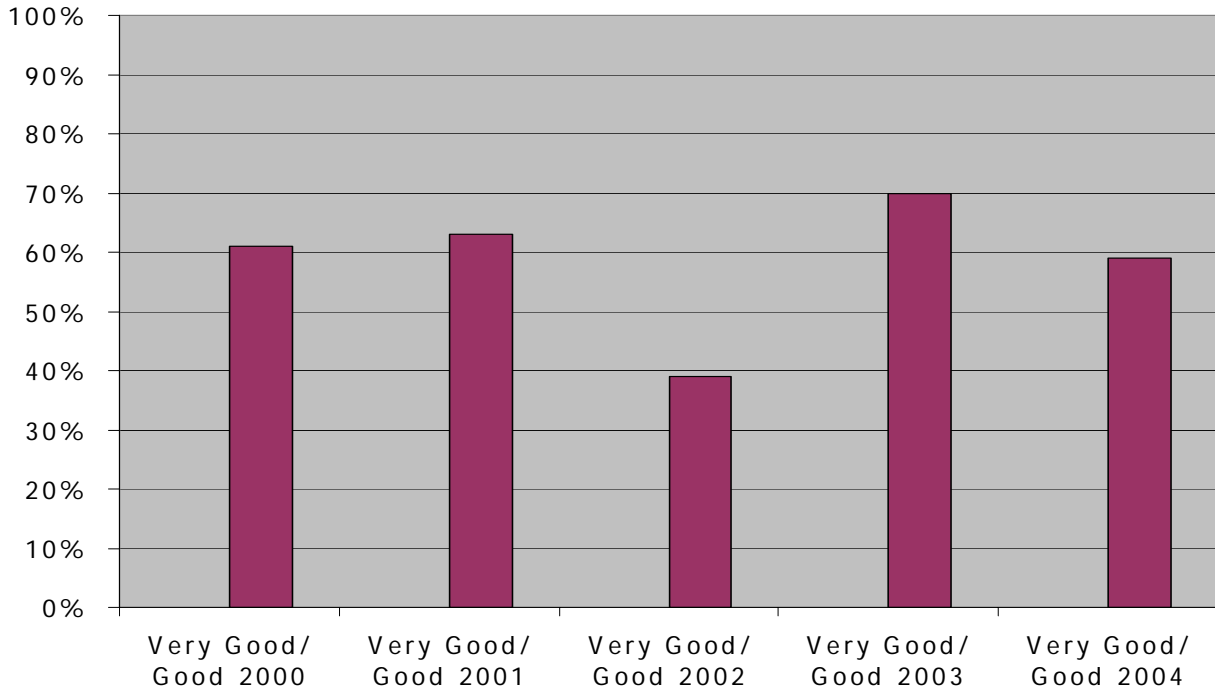
In comparison to 2003, 2004 shows disparity between the four quadrants' rating this service very good or good. The Northeast, Southeast, Northwest, and Southwest rated this service very good or good with 78%, 63%, 44%, and 46% respect. In 2003, the same four quadrants received 57%, 52%, 62% and 53% respectively.

In 2004, the percentage of those in the Northeast, Southeast, Northwest, and Southwest who rated this service as poor or very poor was 4%, 0%, 15%, and 15% respectively.

The CAC will look further into seeing if the disparity between the four quadrants needs to be studied.

BOTTOM LINE: Overall satisfaction with services for people is the same as in 2003. However, the disparity between the four quadrants needs to be looked into further.

How do you rate the quality of the following services in Visalia? Park Maintenance



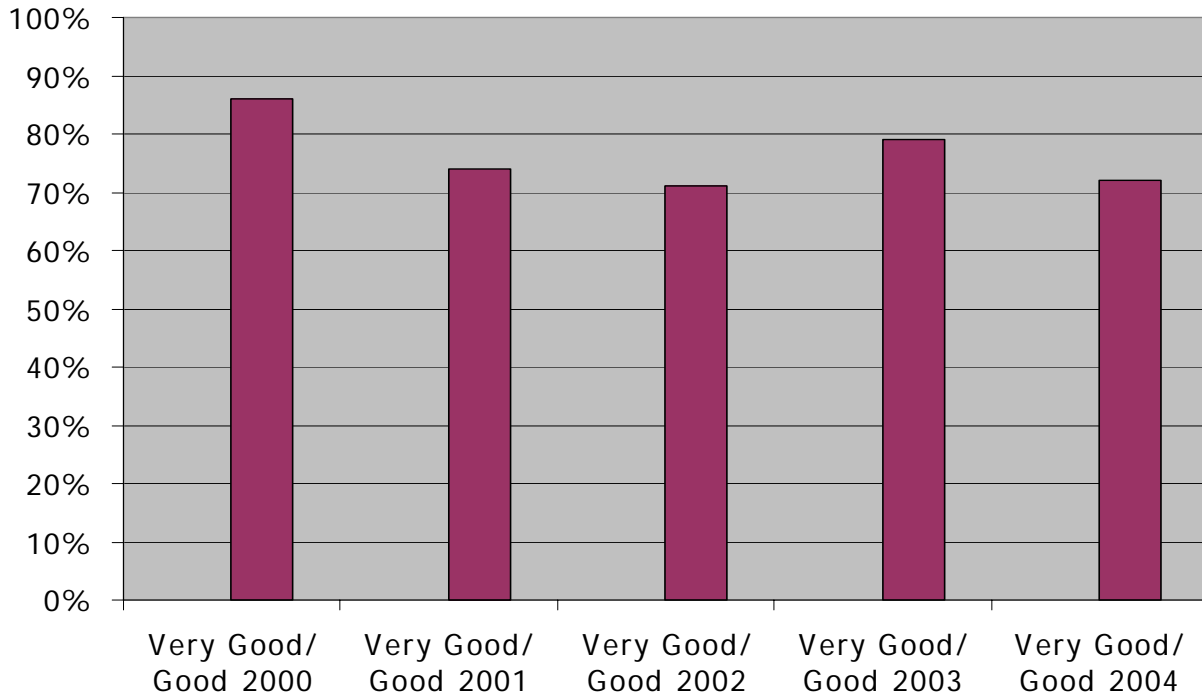
Those who rated park maintenance very good or good decreased in 2004 to 59%. In 2003 and 2000, 70% and 61% rated this service as very good or good.

The quadrants were fairly consistent in their responses with the Northeast and Northwest being slightly less satisfied, 10% rated park maintenance as poor or very poor, but these areas had a 57% and 51% very good or good rating.

Those most satisfied are those who had lived in Visalia for less than 2 years; they gave park maintenance a 63% very good or good rating.

BOTTOM LINE: Most likely due to the respondents having the new option of "No Opinion," satisfaction with this service decreased.

How do you rate the quality of the following services in Visalia? Garbage Collection

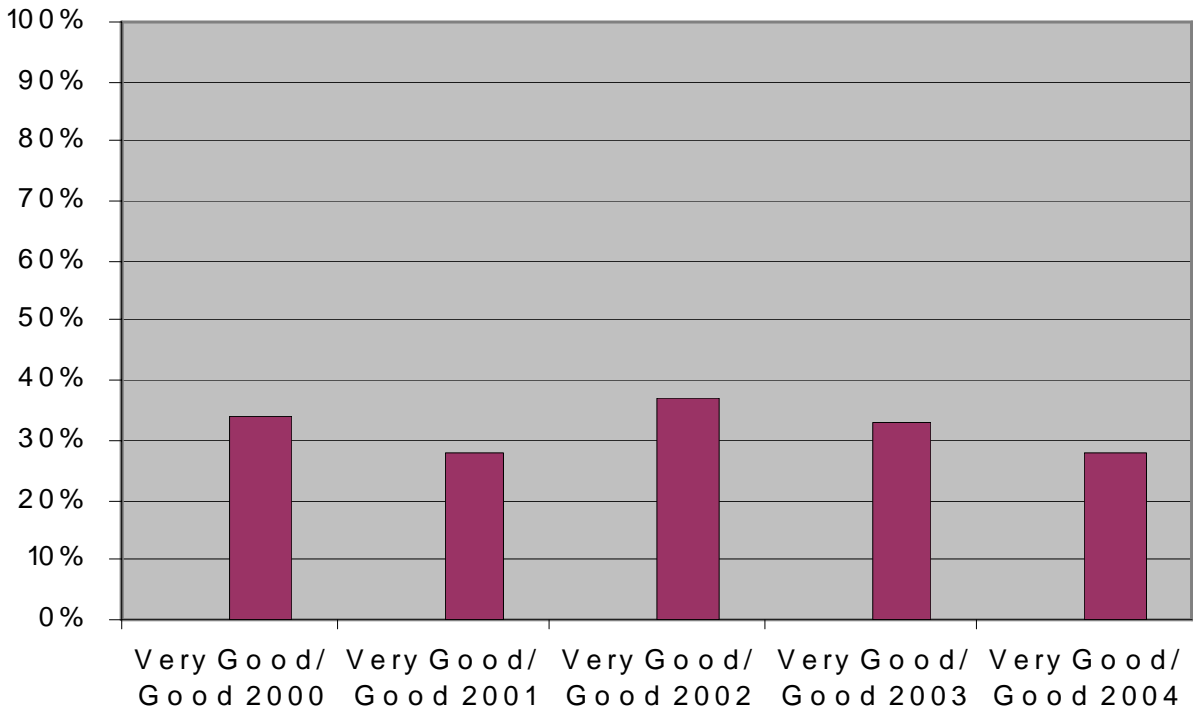


Satisfaction levels have decreased in comparison to 2003 and 2000. 73% of respondents said garbage collection and recycling rated a very good or good ranking in comparison to 79% and 86% in 2003 and 2000 respectively. One could justify that the inclusion of recycling in the question caused the slight decrease in satisfaction levels. Next year, the CAC might decide to separate garbage and recycling to differentiate between the two services.

There is disparity between the quadrants. The Northeast, Southeast, Northwest, and Southwest rated the services very good or good with 86%, 73%, 67%, and 72%. In addition the ratings for poor or very poor in these quadrants were 3%, 5%, 8%, and 10% respectively.

BOTTOM LINE: It is difficult to determine the overall satisfaction of garbage collection and recycling in comparison to 2003 and 2000 because recycling was newly added to the question in 2004.

Do you view traffic condition as...?



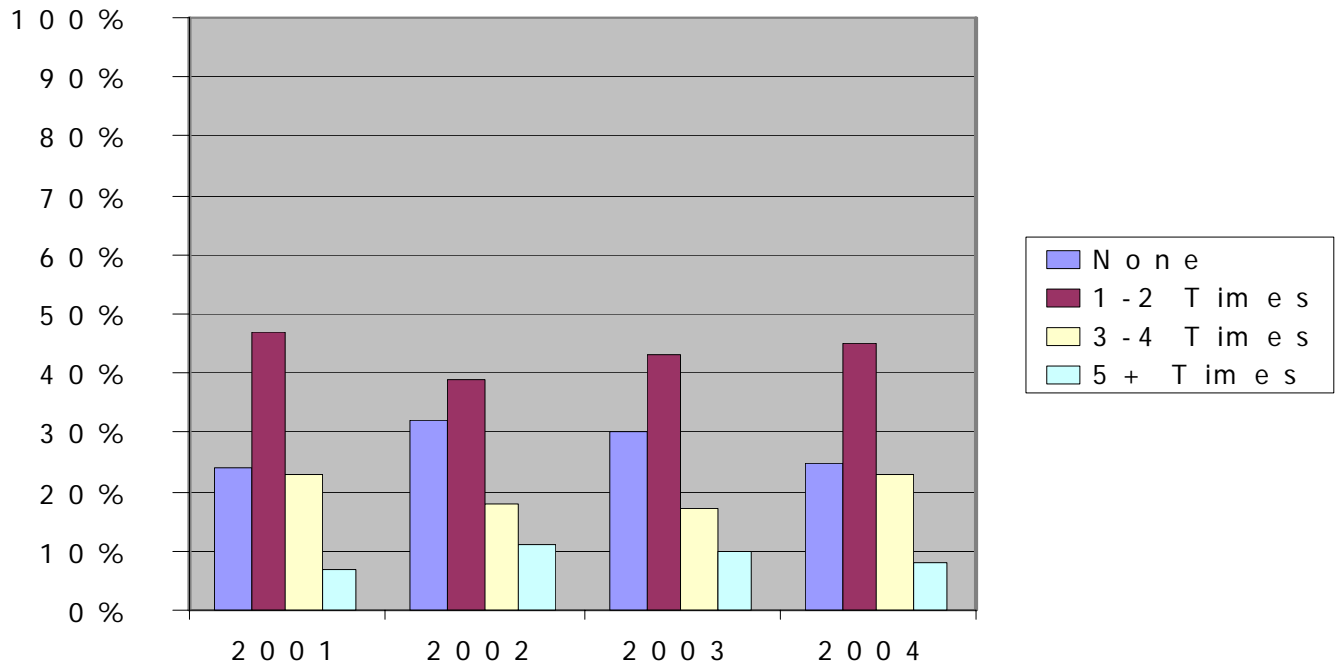
For the second year running, respondents have decreased in their satisfaction levels with traffic. For example, 28% of respondents rated traffic as very good or good and 31% rated traffic as poor or very poor. In 2003 and 2000 respondents rated traffic as very good and good with 33% and 34% respectively and poor and very poor with 27% and 19%.

It is clear from respondents' comments that growth is a concern. Most likely, one of the largest impacts of growth on Visalia is the increase in traffic.

There is quite a bit of disparity between the quadrants. The Northeast, Southeast, Northwest, and Southwest quadrants rated traffic conditions very good or good with 27%, 16%, 30%, and 36%. In 2003, respondents rated the same quadrants having very good or good traffic conditions with 40%, 31%, 33%, and 32% respectively.

BOTTOM LINE: Visalians were less satisfied with traffic conditions in 2004.

How many times have you attended the activities at the Convention Center in the last year?



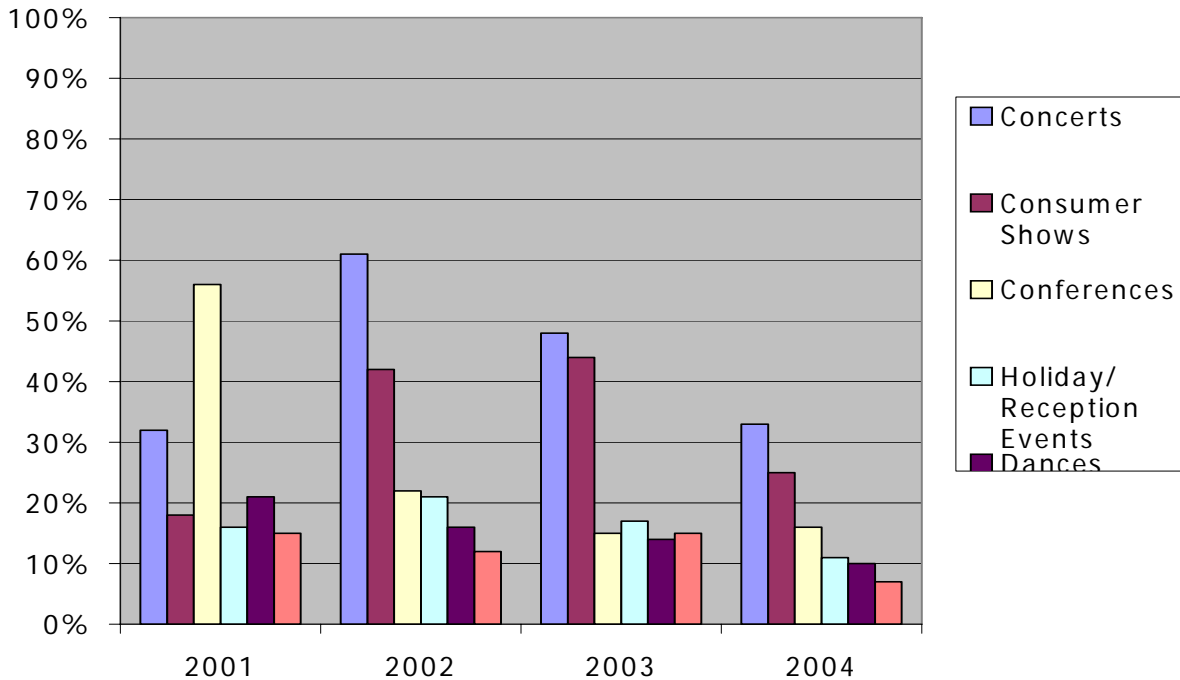
In 2004, 69% of respondents said they had used the Convention Center in the last year, indicating that the City continues to be accessible to a majority of the community. In 2003 and 2002, 70% and 68% respectively of respondents said they used the facility.

Similar to 2003's response, the response in 2004 shows the use of the Convention Center does not seem have as strong correlation to income as it did in 2003. Of those earning less than \$10,000, \$10,000 to \$40,000, \$40,000 to 70,000, and over \$70,000, 45%, 64%, 79%, and 85% report having used the Convention Center at least once. In 2003, those figures were 37%, 54%, 75%, and 89% respectively and show that a higher percentage of those earning \$40,000 and below are attending at least one event at the Convention Center.

Of interest is the increase in attendance those between 18 and 25. In 2004, 61% attended at least one event at the Convention Center, whereas in 2003, only 52% of those between 18 and 25 attended an event at the Convention Center.

BOTTOM LINE: This year shows an increase in the diversity of income levels attending event(s) at the Convention Center.

What type of events would you like to attend at the Convention Center in the Future?

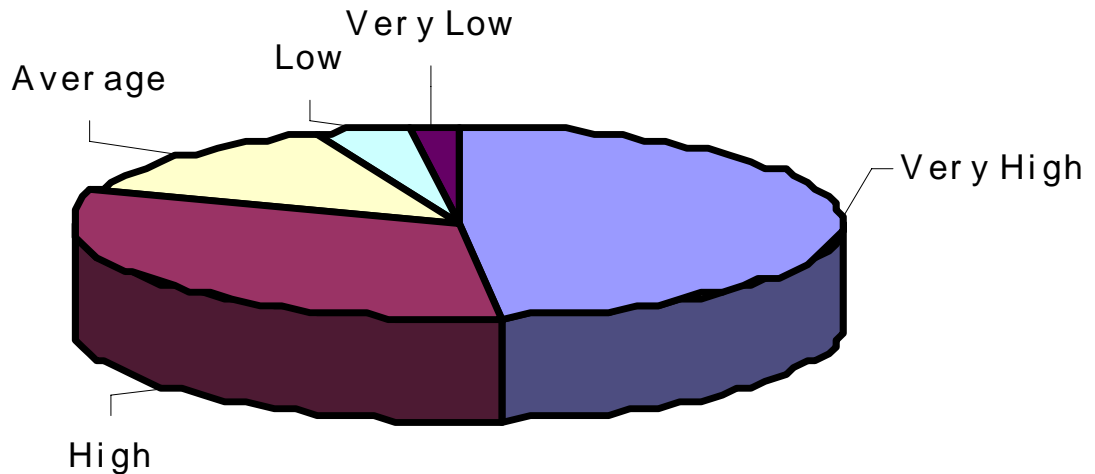


Visalians continue to indicate they would like to attend concerts and Consumer Shows. However, for the second year in a row, the interest in concerts has dropped significantly from 48% to 33%. In addition, for interest in consumer shows dropped significantly from 44% to 25%.

Of those who earn less than \$10,000, 39% would like the Convention Center to hold dances, whereas only 10%, 11%, and 8% respectively of those who earn \$10,000 to 40,000, \$40,000 to 70,000, and over \$70,000, said they would like to attend dances.

BOTTOM LINE: Despite Consumer Shows and Concerts representing the two kinds of events citizens would like to attend, interest for these two events has dropped significantly.

How important would it be to have a vibrant downtown?



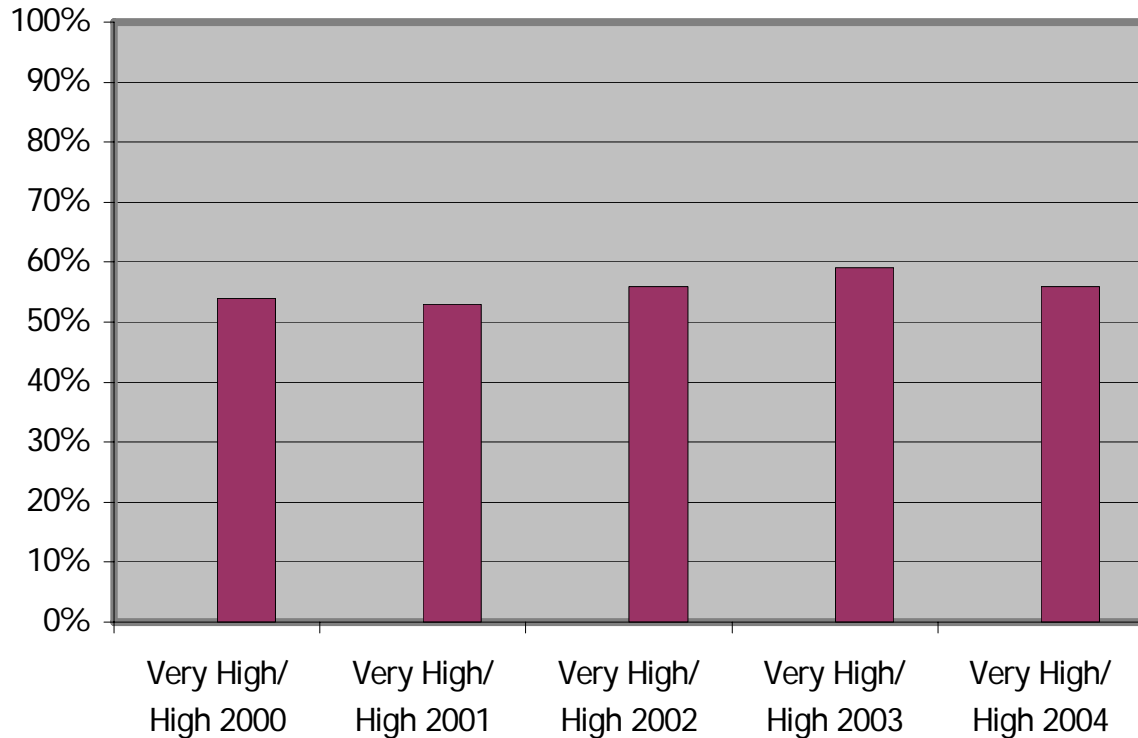
Of all those surveyed 80% felt that it was of very high or high importance to have a vibrant downtown.

An interesting point is the citizens that lived in Visalia for 6 to 10 years cared less about how important it was to have a vibrant downtown. In 2004 80% rated longevity very high or high that lived here less than 2 years, 90% for 2 to 5 years, 61% for 6 to 10 years, and 80% for more than ten years. Those that lived here less than two years felt it was the most important to have a vibrant downtown which is interesting that it wasn't those that haven't lived here longer.

When it came to age 26 to 55 rated the importance with 82% for very high and high, with 55 plus coming in second with 78%, and last was 18 to 25 with the rating of 61% for very high and high. So we can see that the older groups of citizens feel it is more important to have a vibrant downtown.

BOTTOM LINE: 80% of the citizens felt it was important to have a vibrant downtown.

How do you rate the City's effort at providing a safe community?



In 2004, respondents rated the City's effort at providing a safe community as very high or high at 56%, 3% lower than the rating in 2003 at 59%, and 4% lower than the rating in 2000 at 60%.

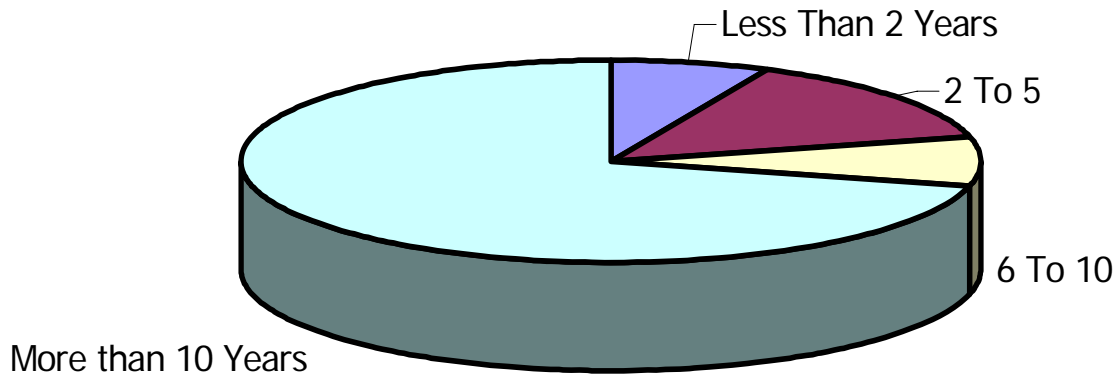
Of interest is 68% of the Northeast and 61% of the Southeast ranked the City's effort at providing a safe community very high or high, whereas only 52% of the Northwest and 53% of the Southwest ranked the city's effort as very high or high.

This information correlates with another question, which asked respondents to rate police service. The Southwest gave the highest poor and very poor ratings with 16%.

The CAC will also look further into the most common comment which discussed the issue of gang violence and what the City can do to make the community safer.

BOTTOM LINE: The community responded with slightly lower marks for community safety this year.

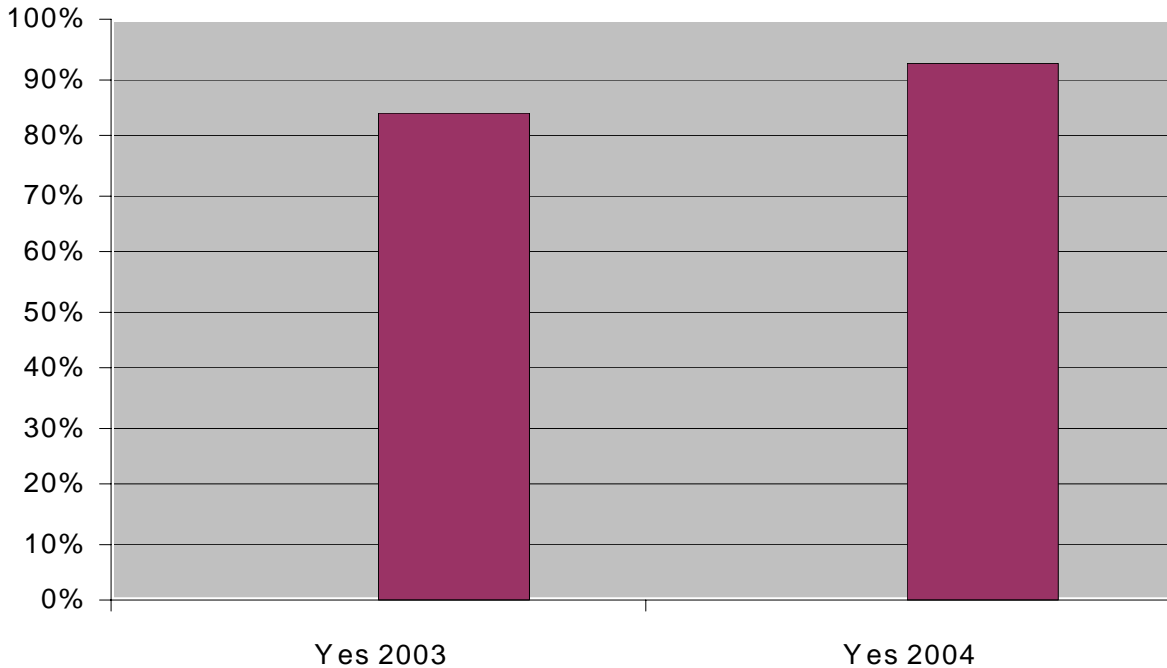
How long have you lived in Visalia?



71% of the respondents said they had lived in Visalia for more than 10 years. The 2002 Census indicates that 85% of the people who live in Visalia also lived in Tulare County prior to 1995.

BOTTOM LINE: This is an indicator that our information fairly reflects the population.

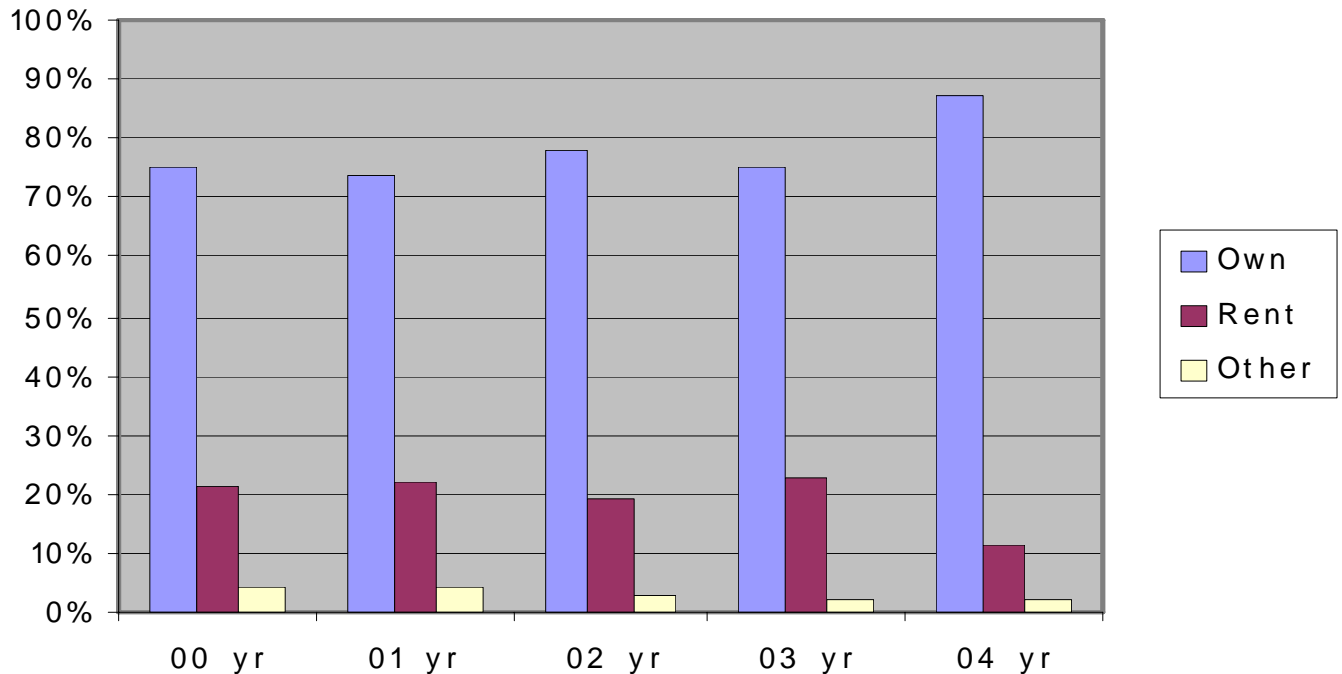
Are you registered to vote?



According to the Tulare County Registrar of Voters, Visalia has just over 40,000 registered voters. Adults in Visalia account for approximately 66% of the population. This would indicate that approximately 65% of the age-qualified adults are registered to vote. Therefore, it would appear that a high number of survey respondents are registered to vote.

BOTTOM LINE: A high percentage of the respondents indicated they are registered voters.

Do you own or rent your home?



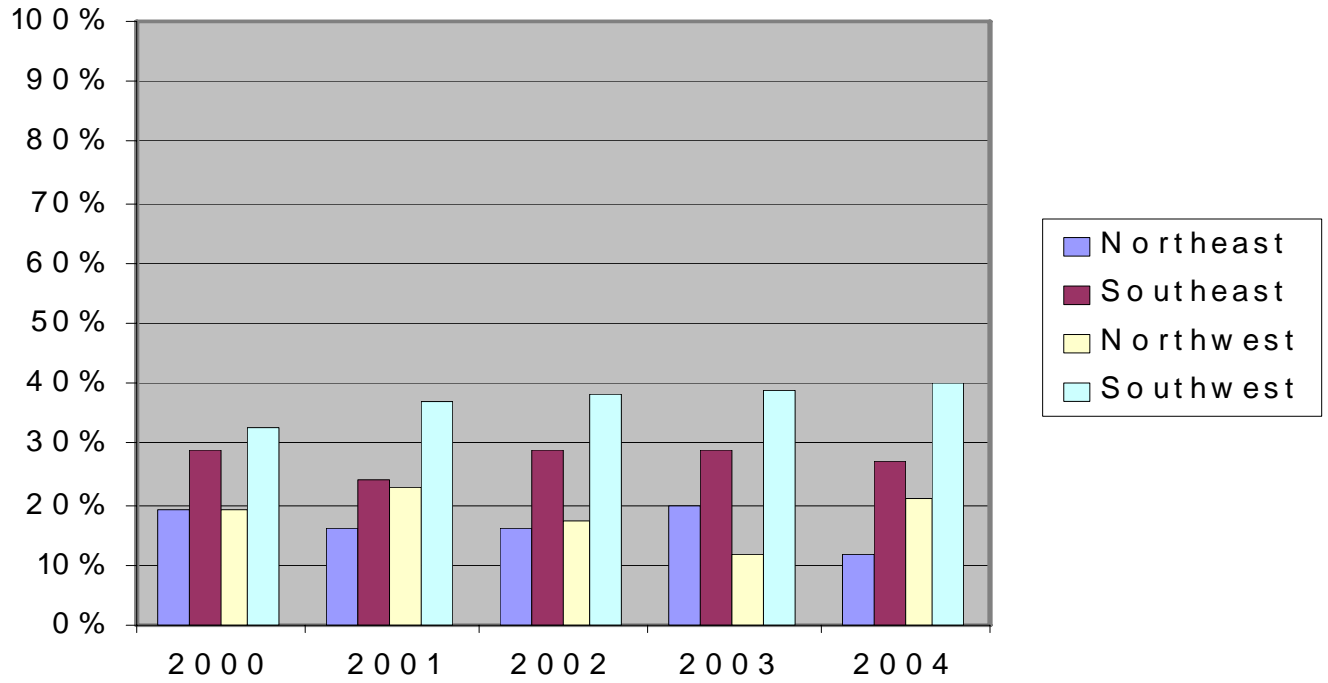
Of those surveyed in 2004 87% own their homes, 11% rent their homes, and 2% had other living arrangements.

Respondents in 2003 that were surveyed indicated 75% of the time that they owned their own home and 23% said they rented. Two percent indicated they had other living arrangements.

According to the 2000 Census data, 63% of Visalians are homeowners, so this survey has a higher percentage of homeowners than the general population.

BOTTOM LINE: The response to this question has been fairly consistent over the past several years.

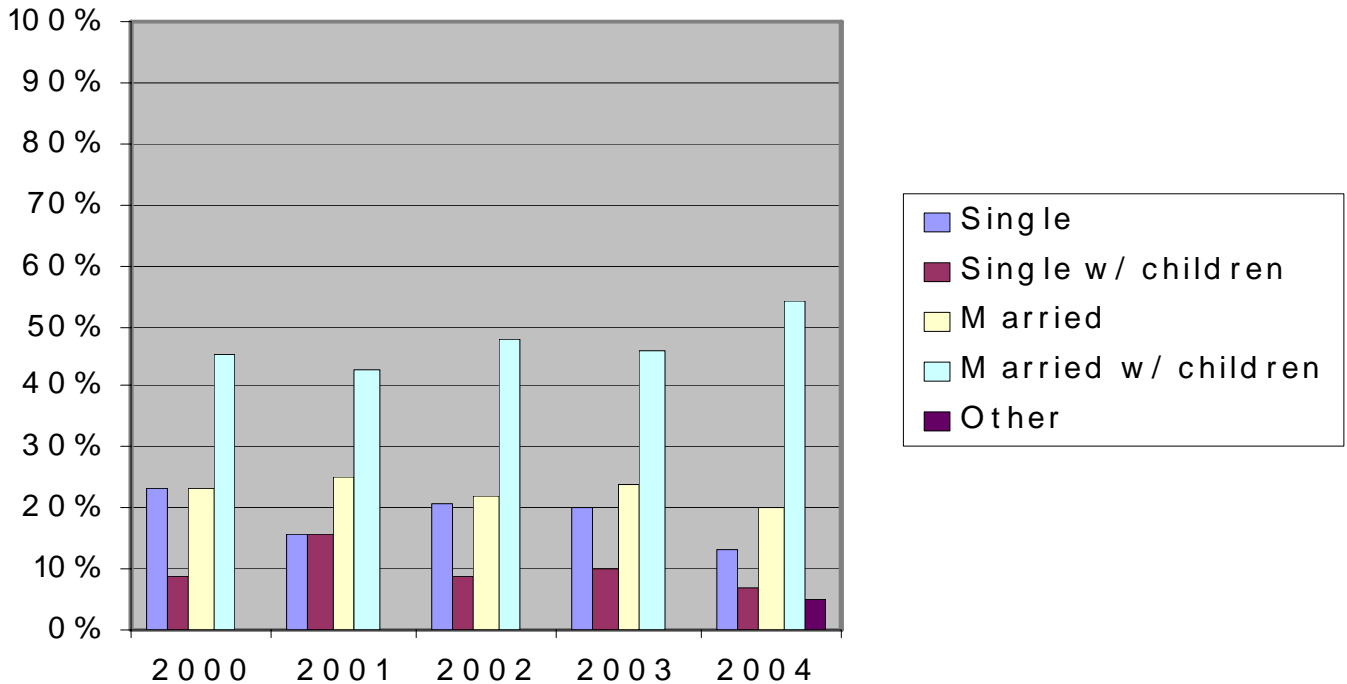
Which quadrant of the City do you live in if Mooney and Hwy 198 are considered the cross section of town?



Respondents from the southern quadrants of the City have been fairly consistent over the years. It was interesting to note that despite the growth in the northwestern sector of the community in 2003, the number of responses is actually starting to increase in that quadrant. Another thing to look at is that the number surveyed from the Northeast quadrant has decreased.

BOTTOM LINE: There has been an increase in the Northwest quadrant and a decrease in the Northeast quadrant.

What is the make up of your household?

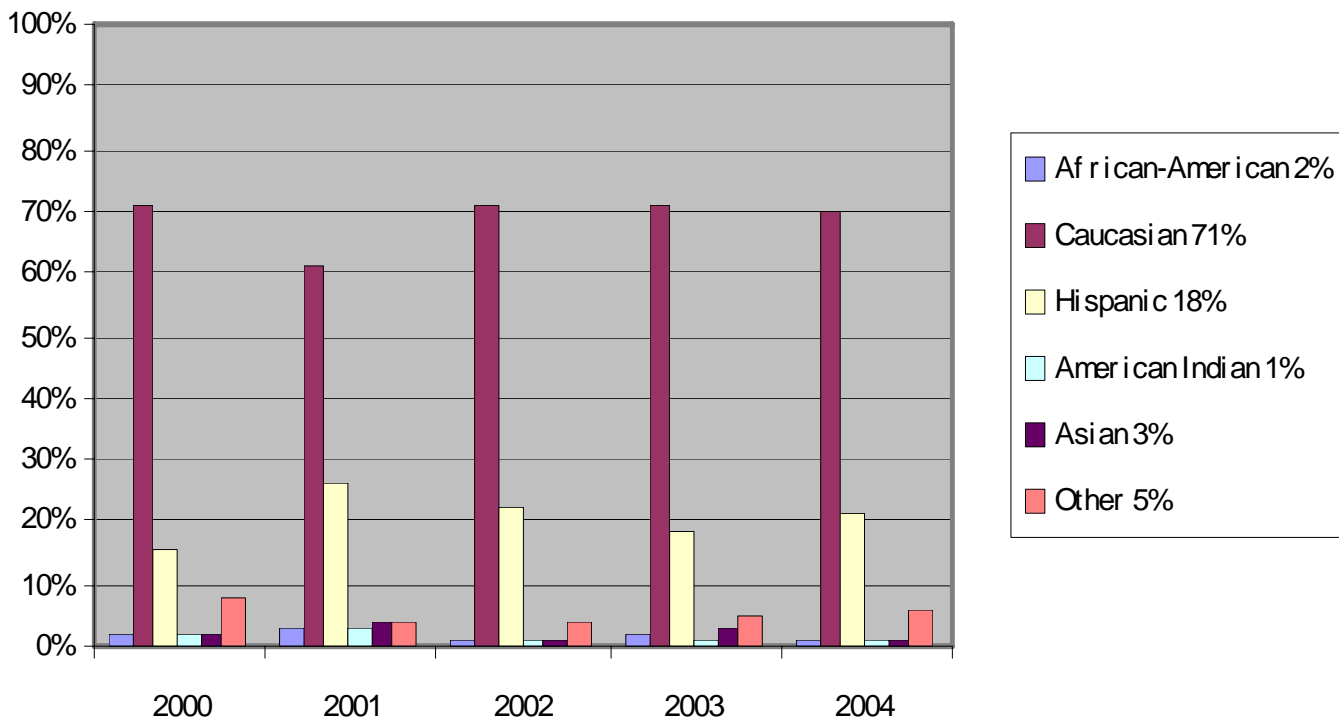


The Census indicates Visalia has 75% family households and 20% non-family households. Our survey indicates 80% families and 20% singles.

The Visalia survey results indicate that 61% of these families have children; it does not specify whether those children are living at home. According to the 2002 Census, 48% of the households have children under the age of 18 years of age. In general, the Visalia survey seems to be a fair representation of the general population.

BOTTOM LINE: Most of the respondents indicate they live in family households and our figures are very similar to the 2000 Census data.

What is your ethnicity?

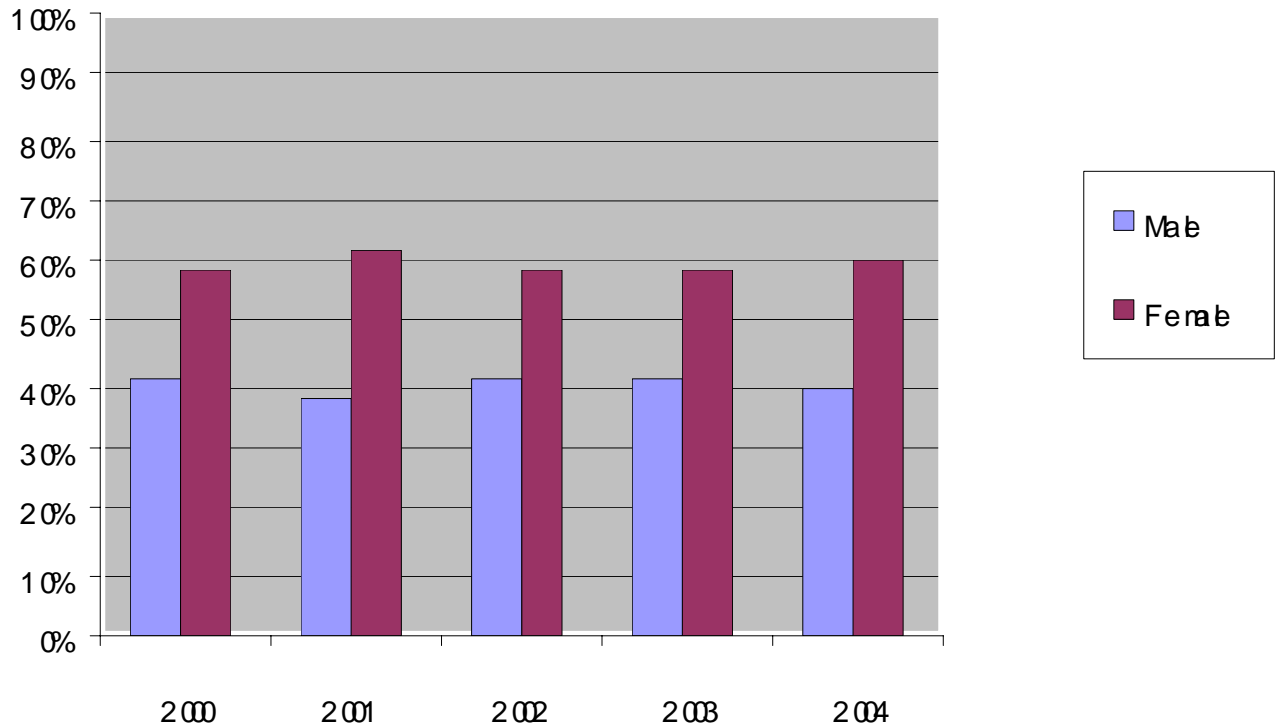


To accurately reflect the community, there would need to be 35% Hispanic respondents and 5% Asian. For several years, the Committee has taken steps to increase the number of Hispanic respondents by having the survey translated into Spanish and having Spanish-speaking surveyors available. This model was followed again this year, although fewer Spanish-speaking surveyors were able to participate.

The CAC will consider additional options to have a fairer representation of the community's ethnic diversity in the next survey.

BOTTOM LINE: In 2004 there was an increase in the amount of Hispanics that were surveyed.

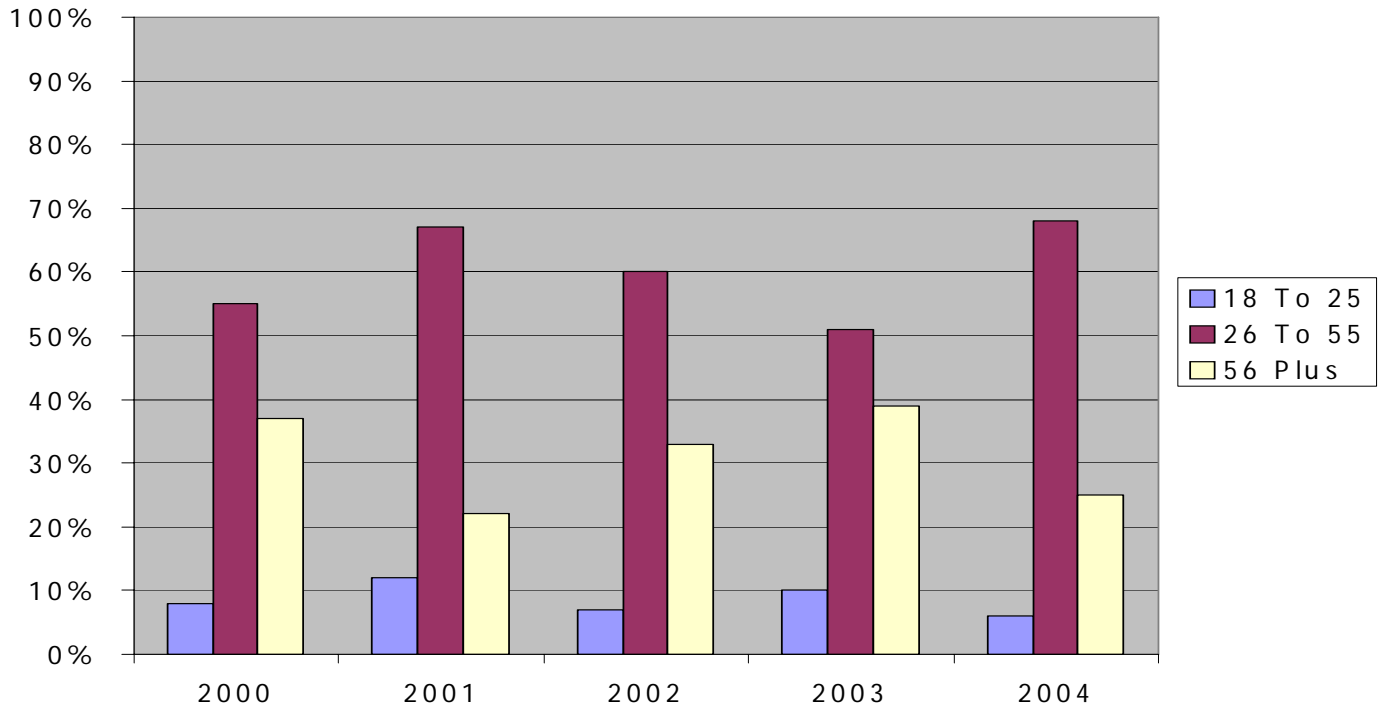
What is your gender?



As usual, the number of females responding to the survey is higher than the number of males. The 2002 Census indicates 52% of the population is female and 60% of our respondents were female, somewhat higher than the actual population.

BOTTOM LINE: This has been a consistent trend with the Visalia survey.

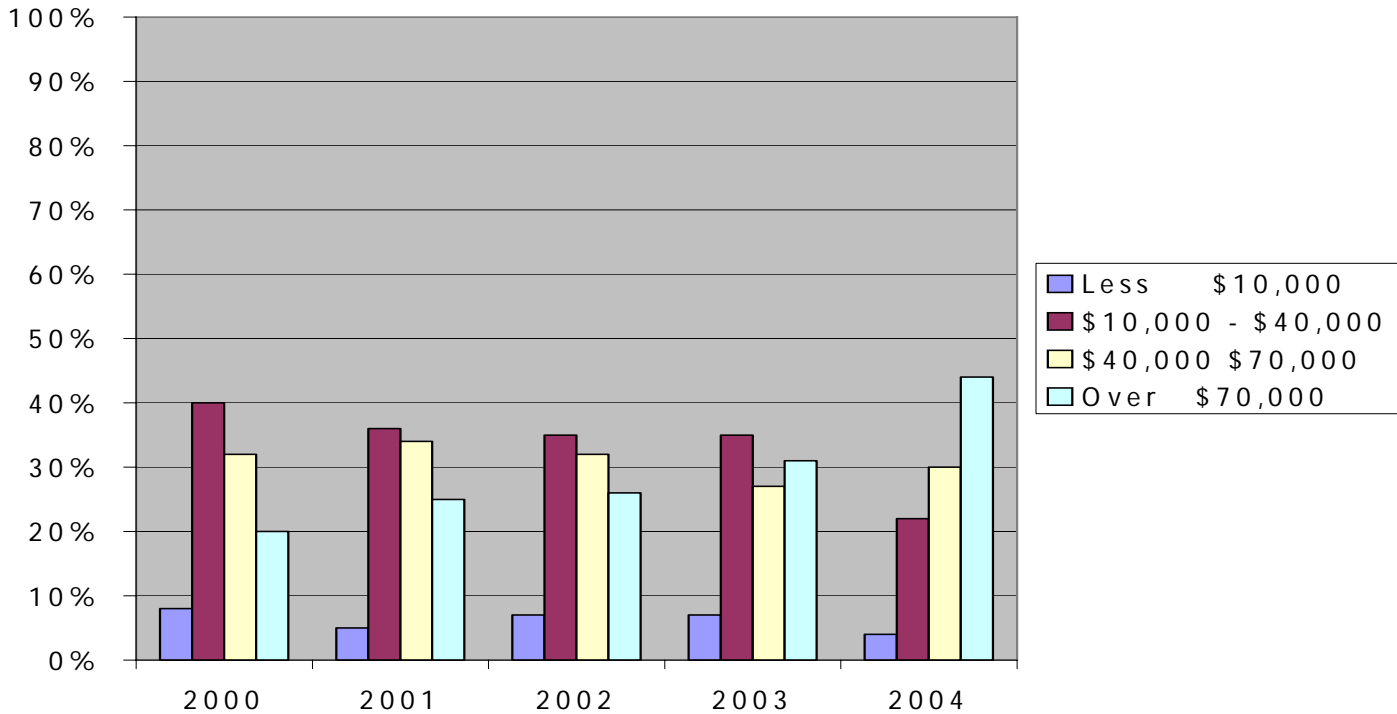
What is your age group?



In the 2004 survey, we had more respondents in the 26 to 55 years of age group than in previous years. This group usually has about 60% of the respondents but this year it had 68%. The over 55-age group had an decrease of 14% to 25% and the 18 to 25 group represented 6% of the respondents.

BOTTOM LINE: While the 2000 Census age categories vary somewhat from the Visalia groupings, the Census reports that 18.1% of the population is over 55 years of age, 41% are between 25 and 55 years of age, 6.6% are between 20 and 24 years old and 34.1% are under 20 years of age.

What was your household's total gross income before taxes in 2004?



In comparing our survey statistics with the 2000 Census, we find the results are similar, although we have more respondents in the highest income category than the general population. The Census indicates 7% of Visalians earn less than \$10,000, 29% earn between \$10,000 and \$35,000, 39% earn between \$35,000 and \$75,000 and 25.5% earned over \$75,000.

We found the number earning less than \$10,000 to be interesting. We had questioned the validity of having such a low figure and were interested to see the Census data was not as low as the survey and needs to be looked at.

BOTTOM LINE: Exact comparisons cannot be drawn in the mid-range categories because of the differences between the two surveys.