

Public Opinion Survey



2005

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 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 nineteenth year. Visalia conducts an annual Public Opinion survey to establish the public's satisfaction with city services and to obtain feedback on timely issues. This year 378 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 69% of those surveyed. This is 8% lower than the previous year, but about equal to the response rate for the last 5 years.

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 2, down on 14 and one 1 remained the same from the previous year. Visalians were less satisfied in 2005 with Safe Community, Police Service, Fire Service, Medical Response, City Road Maintenance, Bus Services, Senior Citizen Services, Recreation Activities, Services for the Disabled, Park Maintenance, Garbage and Recycling, Private Ambulance, Vibrant Downtown, and Quality of life.

In particular, Hispanics were more positive about Visalia and its services this year. They rated city services lower than the survey average only 9 out of 17 times, compared to 7 out of 17 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 36% of Visalia's population per the 2000 Census, only 19% 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, 86%, 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. One explanation for the high rate of turnout with voters may be the database used as a source for random phone numbers to conduct the survey. The CAC uses the City's Cal Water customer list to make the random calls. This list inherently includes households and does not capture those who live in apartments. This may be one explanation for the high response rate among voters (if it is assumed voters tend to live in homes rather than apartments). The CAC has created a public opinion survey design subcommittee to research other means to access the most dwellings possible.

A question implemented last year asks about the importance of having a vibrant downtown. 77% of the respondents felt it was of very high or high importance to have

a vibrant downtown, as apposed to 80% in 2004. This year, those that lived in Visalia for less than 2 years, 2 to 5 years, 6 to 10 years, and more than 10 years, seem to have rated the importance of having a vibrant downtown close enough to the average at 73%, 75%, 79%, and 77% respectively. The average was 76%.

Methodology

As noted above, the individuals surveyed were selected from Cal Water's customer list. Cal Water provides billing services for the City and at this point presents the most comprehensive list of phone numbers for surveying purposes. Volunteers called the randomly selected numbers from the list. It was not unusual to call 8-10 numbers before successfully completing a 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 CAC members, City Staff members and friends.

It should be noted that the 378 surveys completed yields a confidence level of 95% using a confidence interval of 5. In other words, we can be 95% certain that responses to the survey are within a range of 5% higher or lower than the result reported. This is especially important when small differences in results are reported. Those small differences are not necessarily significant.

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 2005 response then represents the total response for 378 individuals surveyed. 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 and are presented by category, with the category with the most responses listed first.

Section 5 includes the detailed information from the computer tabulations in total and by sub-categories as data was cross-sorted.

Demographic Profile of Survey Respondents

Quadrant of the City

Northeast	15%
Southeast	32%
Northwest	20%
Southwest	33%

Gender

Male	45%
Female	55%

Ethnicity

African-American	2%
Caucasian	70%
Asian	2%
Hispanic	19%
American Indian	1%
Other	6%

Age Group

18-25	8%
26-55	63%
56-Plus	29%

Make-up of Household

Single, no children	14%
Single with children	8%
Married, no children	22%
Married with children	53%
Other	2%

Household Income

Less than \$10,000	3%
\$10,000-\$40,000	25%
\$40,000-\$70,000	32%
Over \$70,000	41%

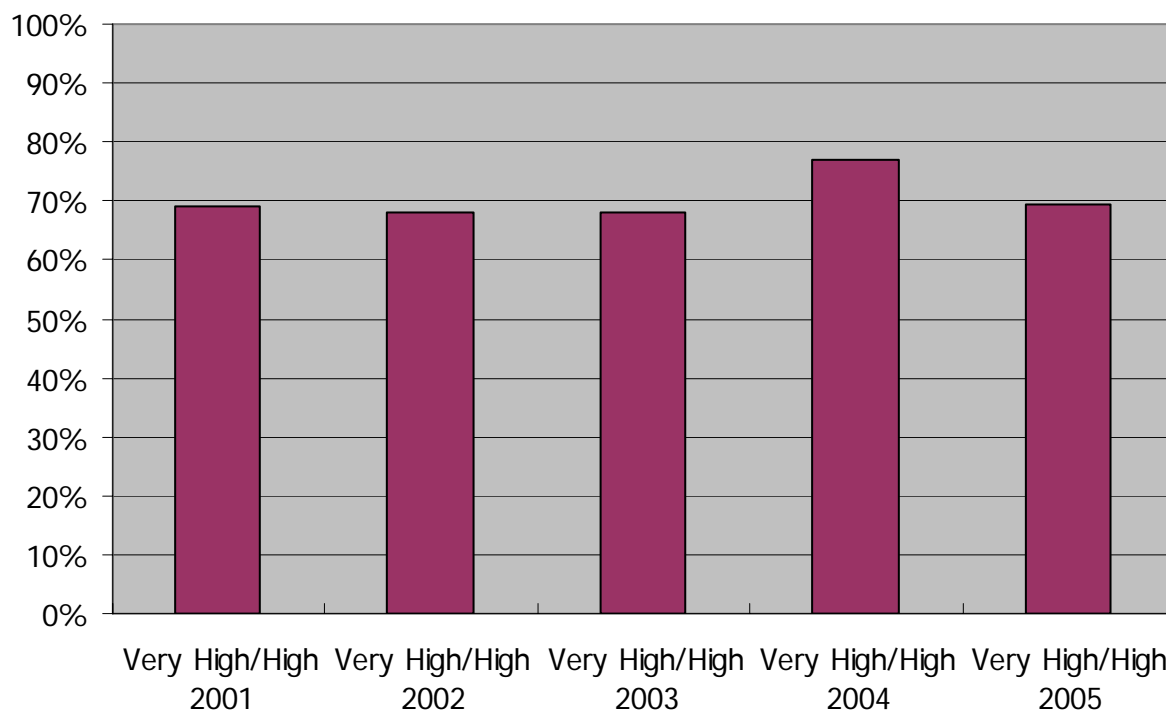
Home Ownership

Own	82%
Rent	15%
Other	3%

Length of Residency

Less than 2 Years	3%
2-5 Years	15%
6 to 10 Years	14%
More than 10 Years	68%

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



Survey respondents are less satisfied with their quality of life in 2005 than in 2004. 69% of the respondents said their quality of life in our community is either very high or high. In 2004, the combined very high/high response was 77%, and in 2001, the combined response was 69%. Only 3% said their quality of life was low or very low. This is a 1% decrease from the 4% combined very low/low response in 2004. In 2001, the combined response for very low/low was 5%.

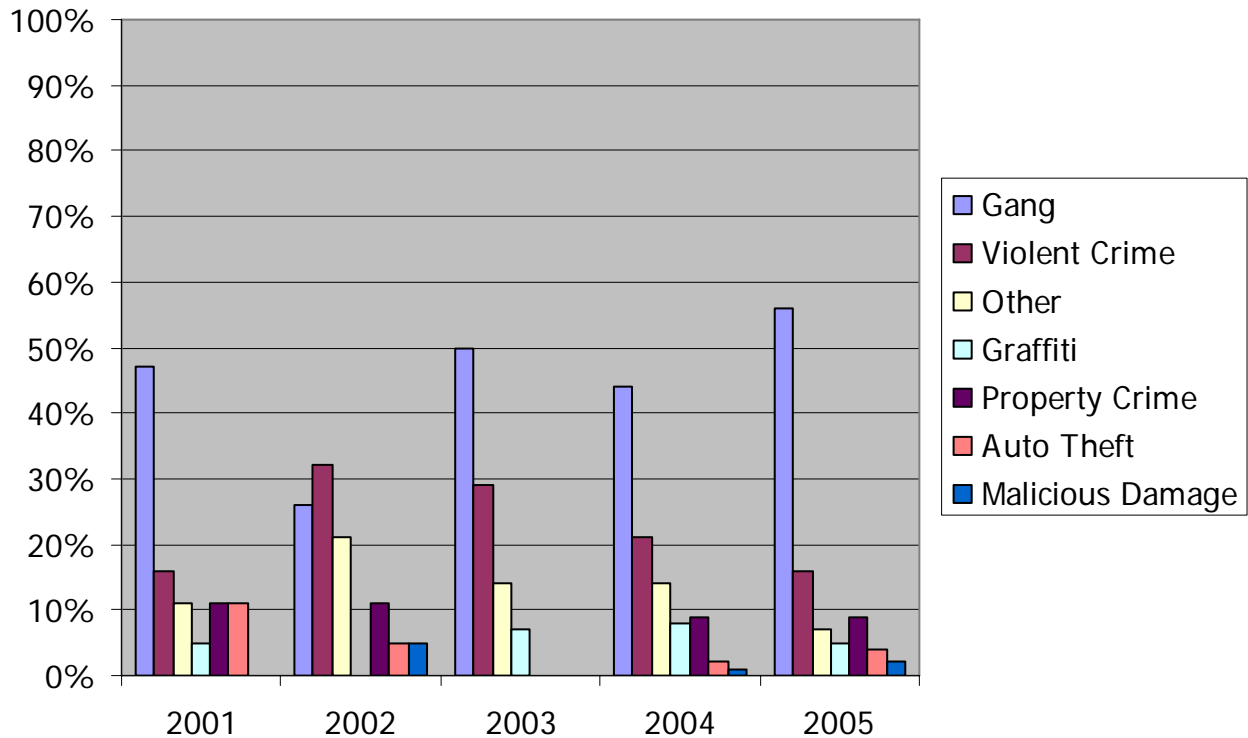
Year	Very High/High	Very Low/Low
2005	69%	3%
2004	77%	4%
2003	68%	3%
2002	68%	3%
2001	69%	5%

Those most satisfied living in Visalia are those between the ages of 55 and plus. 76% of the respondents who are 55 and plus years-old think the quality of life in Visalia is very high. In 2004 and 2001, 74% and 76% of 55 and plus year olds thought the quality of life was high.

Those least satisfied are those aged 18 to 25, 55% rating their quality of life as very high or high and 7% as low or very low.

BOTTOM LINE: Survey respondents are less satisfied with their overall quality of life in 2005 than in 2004, returning to historical averages.

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



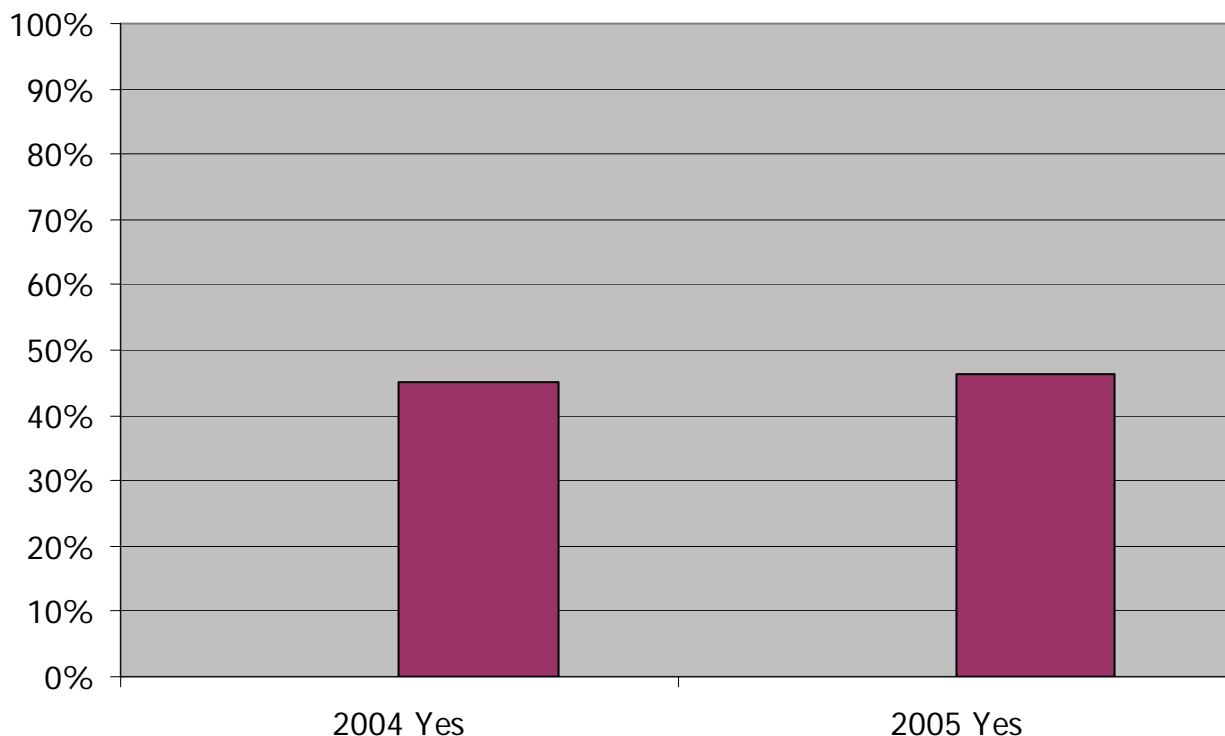
Gang suppression still remains the top activity that the City should target at 56%. This is a 12% increase from the 44% rank in 2004. Violent crime received 16%, 5% less than in 2004. 9% of respondents in 2004 and 2005 said property crime was an activity the City should target.

The subcategory that changed the most dramatically with regards to gang suppression was the Income category, as evidenced by the table below.

Income	2004	2005	% Diff
Less than \$10k	36%	57%	21%
\$10k - \$40k	42%	51%	9%
\$40k - \$70k	43%	57%	14%
Over \$70k	46%	60%	14%

BOTTOM LINE: For the third 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?



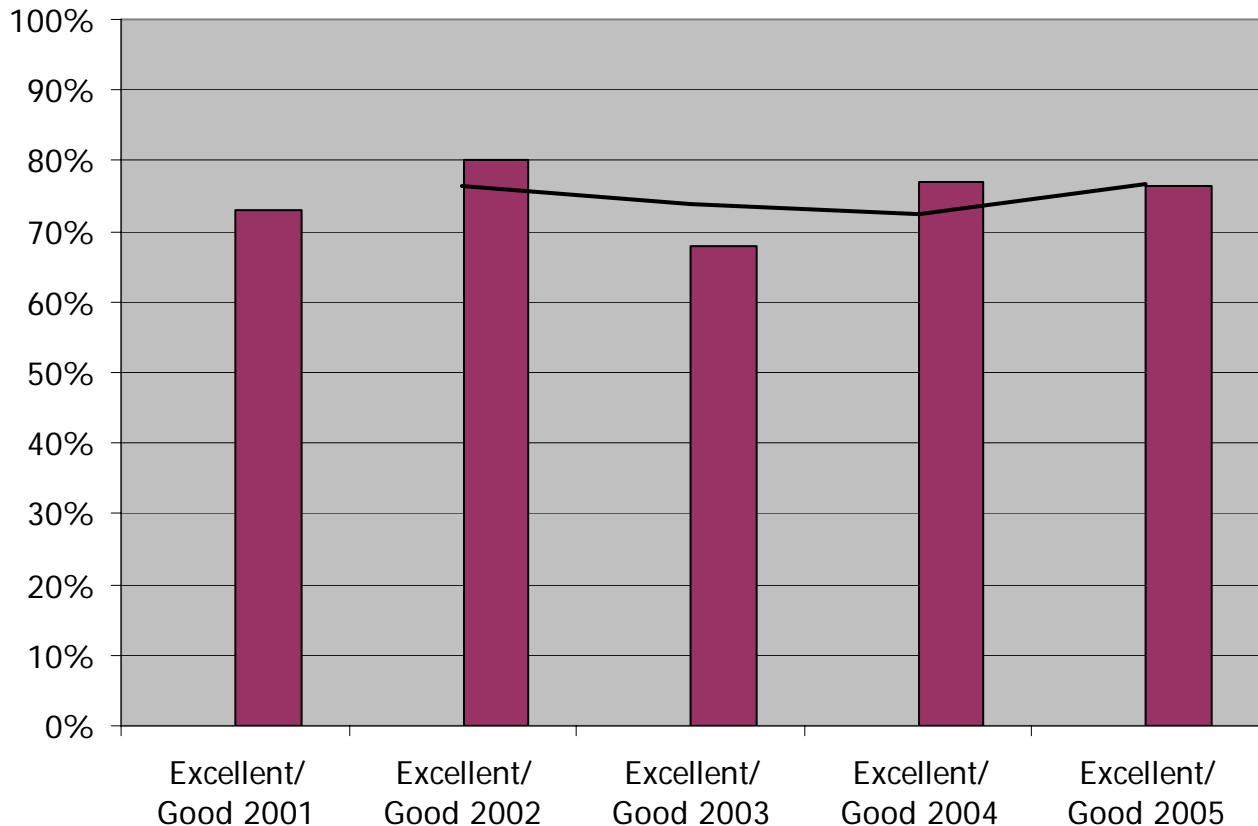
Those who are most likely to have contact with an officer were between the ages of 26 to 55 respondents. 54% of those between 26 and 55 had met with an officer, while those over 55 are some of the least likely, with 31% responding affirmatively. In 2004, 45% of those between the ages of 26 and 55 had met with an officer, while 40% (a 9% decrease from 2004) of those over 55 years of age are likely to meet with an officer.

26 to 55 years old rated the service they received poor or very poor 10% of the time (compared to 11% in 2004), whereas 23% and 8% (compared to 18% and 7% in 2004) of those 18 to 25 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, 67%, 32%, 39%, and 45% respectively rated the service they received as excellent. More specifically, those who make less than \$10,000 respond they are more satisfied with the service they received.

BOTTOM LINE: Citizens who experienced contact with a Police Officer remained about the same from 2004 to 2005.

How would you rate the service you received?

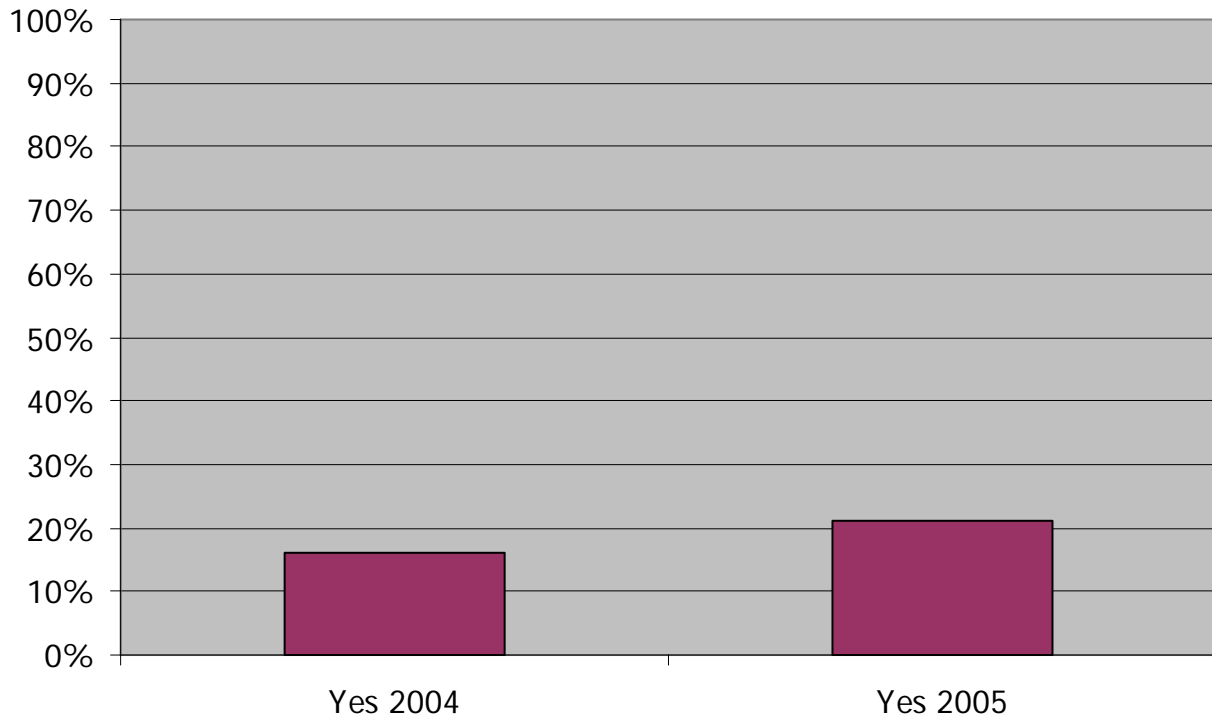


Of those who have had contact with a police officer and had an opinion, 76% rated the service they received as excellent or good, in comparison to 75% in 2004. 9% rated the service received as poor or very poor, compared to 11% in 2004. The four year average from 2002 – 2005 is 75%.

The one subcategory worth noting is Quadrants. 54%, 45%, 53%, and 42% 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 and Northwest were most likely to have contact with a police officer.

BOTTOM LINE: Of those who received service from a Visalia Police Officer, 76% rated this service as excellent or good, equal to the 5 and 4 year averages of 75%.

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

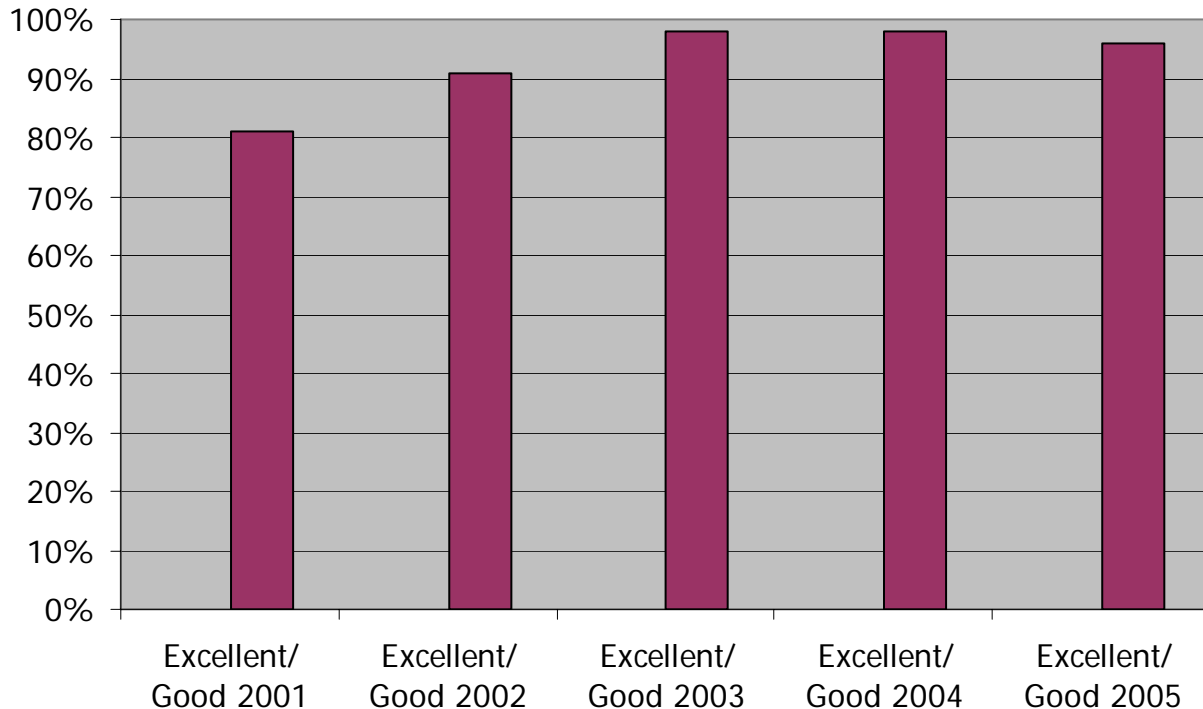


Fewer respondents, 21%, had contact with a firefighter when compared to those who had contact with a police officer.

Of those most likely to have contact with a firefighter, 23% have lived here more than 10 years. The other categories: less than 2 years, 2 to 5 years, and 6 to 10 years said yes 18%, 16%, and 14% of the time.

BOTTOM LINE: 3 out of 20 respondents had contact with a firefighter.

How would you rate the service you received?



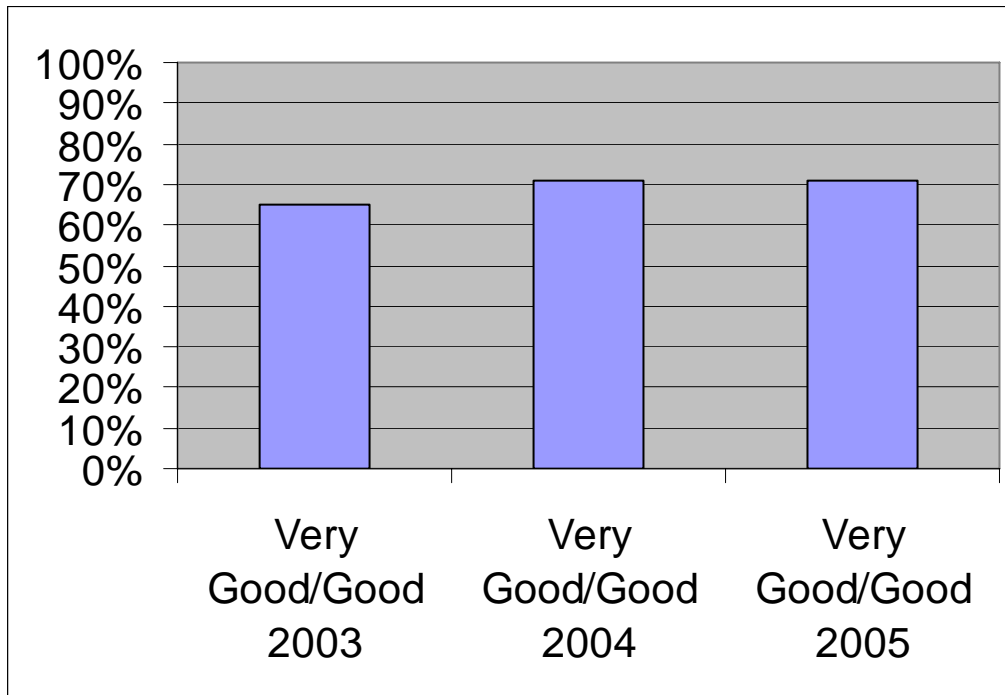
Of those that had an opinion and had contact with a firefighter in 2005, 96% ranked the service they received as excellent or good. This is a 2% decrease from 98% in 2004.

The two subcategories worth noting are Quadrants and Age. Regarding the Quadrants subcategory, 75%, 58%, 85%, and 71% of the Northeast, Southeast, Northwest, and Southwest rated the service they received as excellent.

Regarding age, 50%, 72%, and 65% of those 18 to 25, 26 to 55 and 55 and older ranked the services they received from a firefighter as excellent. The statistic that is noteworthy is that 50% of 18 to 25 years old ranked the service they received as excellent, this is a 30% increase from 20% in 2004. The remaining 50% of 18 to 25 years olds rank the service they received as good.

BOTTOM LINE: There was an insignificant 2% decrease in those citizens who ranked the service they received from a firefighter as excellent or good from 2005 to 2004.

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

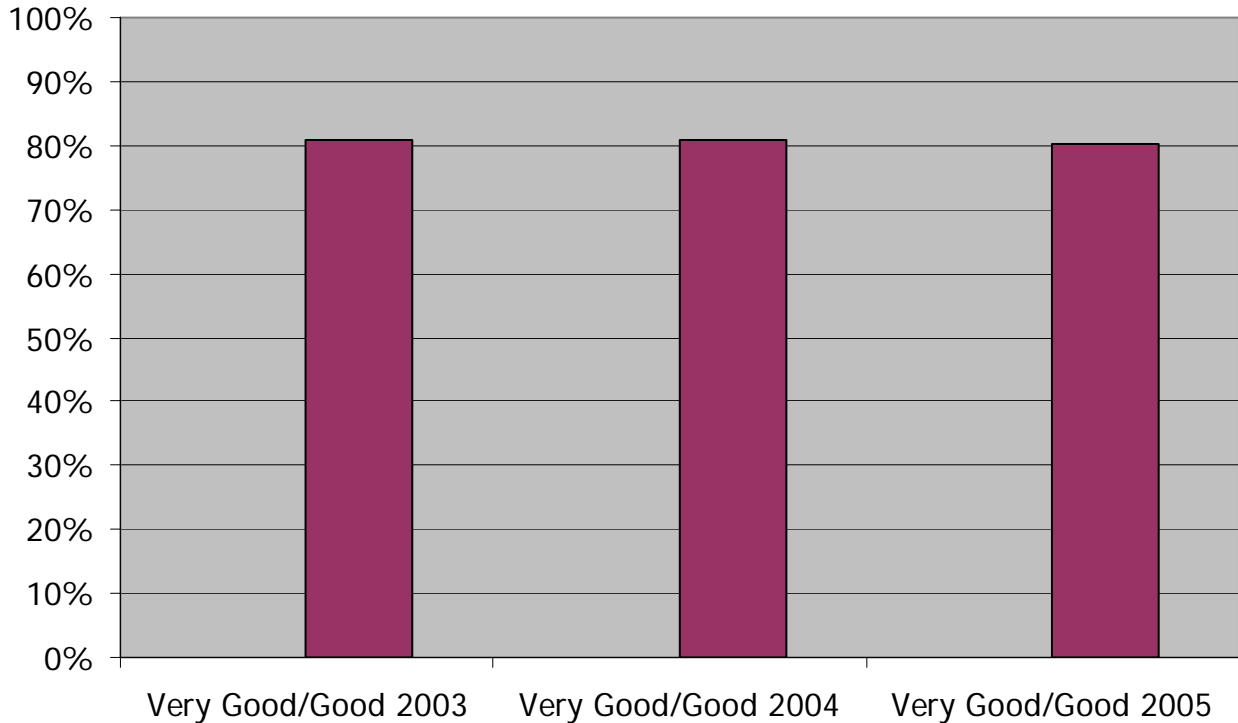


This is the third year the question was asked. For two consecutive years (2004 and 2005), 71% of respondents felt that private ambulance service was very good or good. Whereas in 2003 those that had an opinion, 65% of the respondents gave it a rating of very good or good.

BOTTOM LINE: 70% of survey respondents rate Private Ambulance service as very good or good, the same as in 2004.

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

Fire Emergency Medical Response

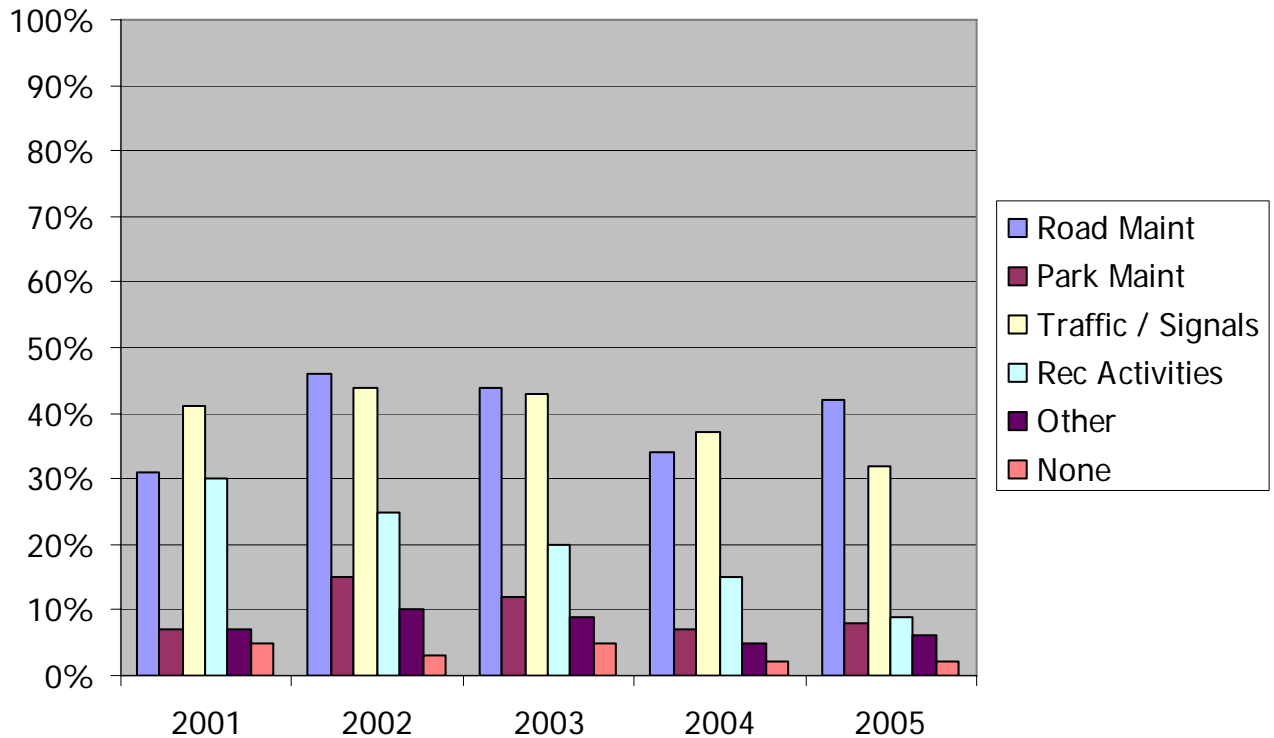


While this question was worded specifically to medical response rather than general fire service, the satisfaction level remains high. 80% rated the service as very good/good and only 2% said the service was poor.

The notable exception to these exceedingly high ratings came from those who had lived in Visalia less than two years. Of these respondents (which 55% had no opinion), 9% rated the service as very good, 27% as good and 0% as average. While there was 9% poor and 0% very poor responses, the ratings are worth mentioning because they are significantly different than the other subcategories.

BOTTOM LINE: 80% of respondents feel medical response services by Fire personnel are very good or good.

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



Road Maintenance was rated the most essential city service with 42%, and Traffic Signs and Signals was rated at 32%.

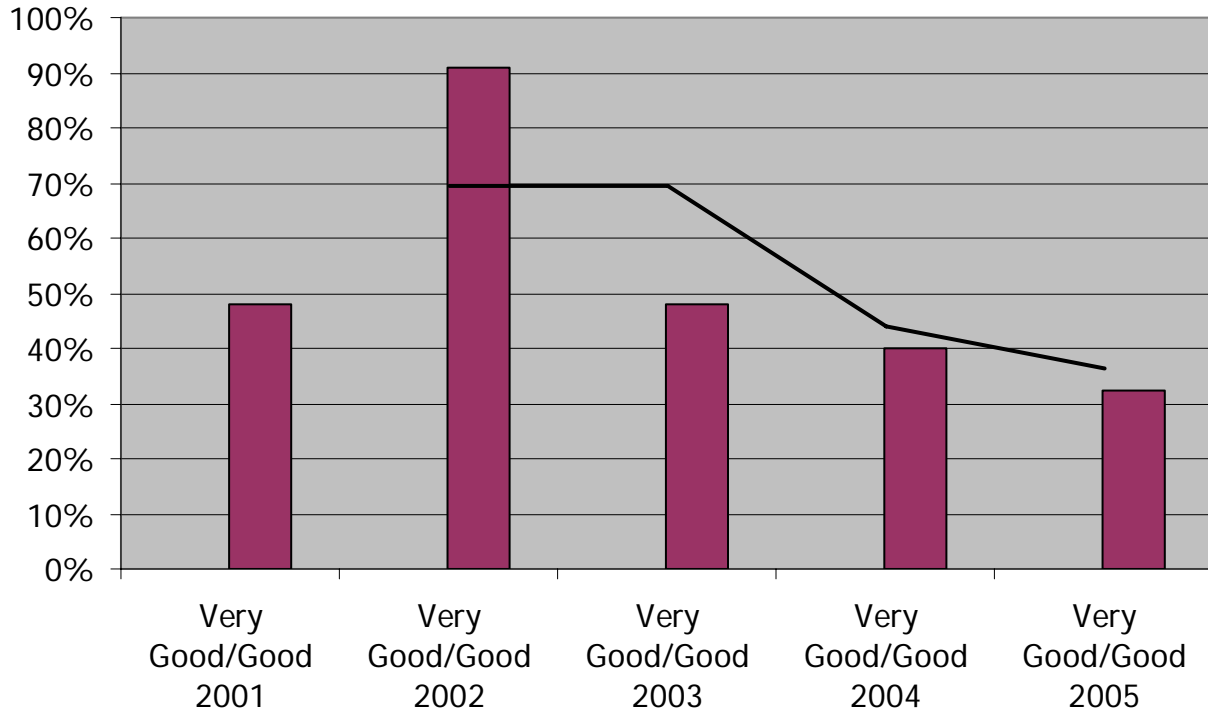
These statistics are consistent with 2003 and 2002 statistics. In 2004, Traffic Signs and Signals was the most essential city service rated at 37%, and Road Maintenance was second with 34%. In 2001 Traffic Signs and Signals was most important at 41%, and Road Maintenance was rated at 31%.

Recreation activities were rated at 9%, a decrease from 2004 when it was rated at 15%. In 2001 Recreation Activities was rated at 30%. Parks were rated at 8%, a slight increase from 2004 when it was rated at 7%. In 2001 Parks was rated at 7%.

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

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

City Road Maintenance



In 2005, 32% rated this service as very good or good, down from 40% in 2003 and 52% in 2000.

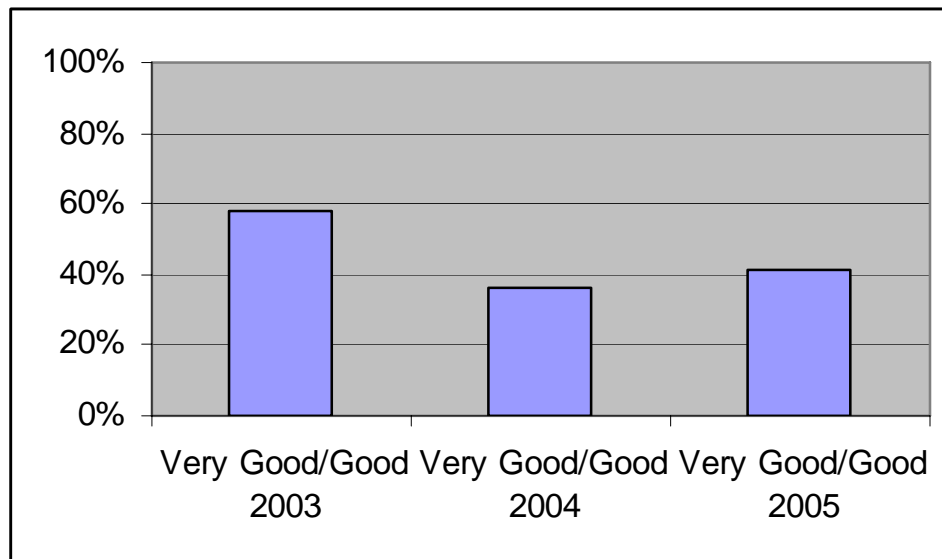
An important statistic to note is that 18% of those who have been here less than two years rated this service as very good or good. Those who have lived in Visalia 2 to 5 years, 6 to 10 years, and 10 years or more, ranked this service very good or good with 34%, 31%, and 32% respectively.

The Southwest is the quadrant that appears to be more satisfied with this service than in 2004. The Northeast and Northwest are the only quadrants that appear to have had a drastic decrease level of satisfaction for this service, 30% and 23% compared to 59% and 38% respectively in 2004 rank City Road Maintenance as very good or good. This should not be surprising given the increase in road projects and housing developments in these areas.

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

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

Traffic Signs and Signals



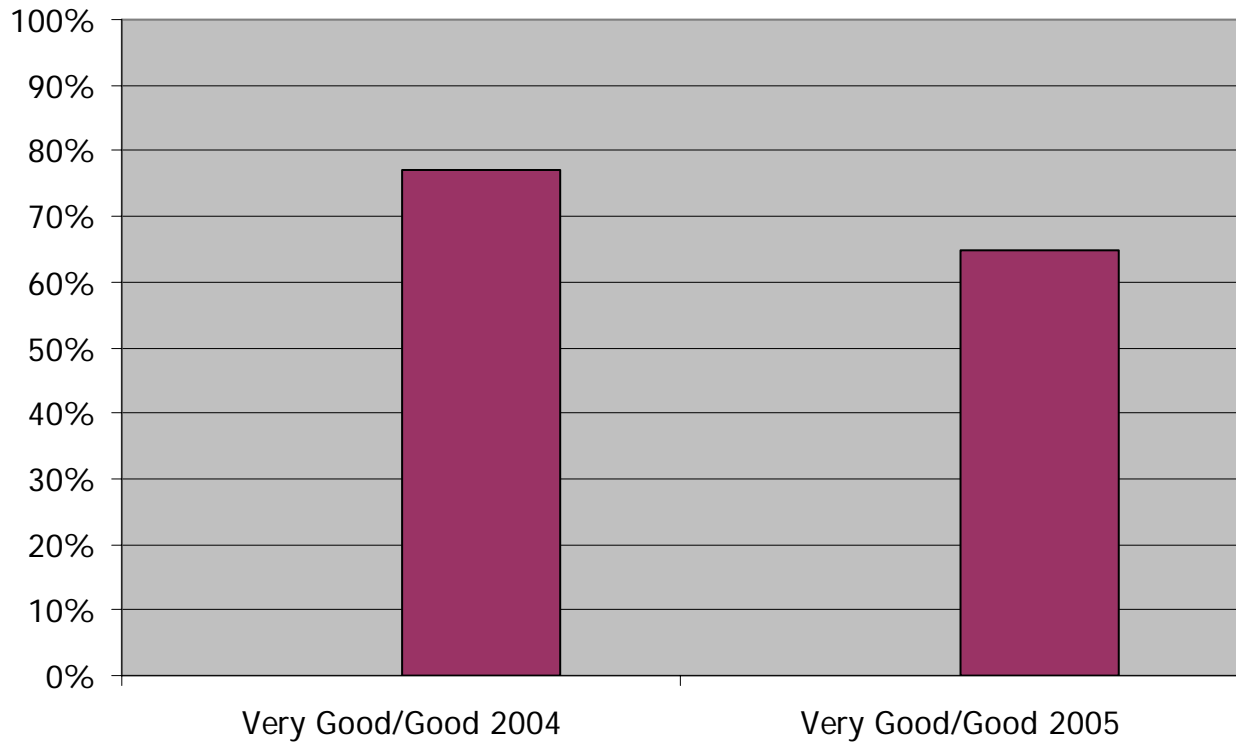
Of those surveyed, 41% said these services were very good or good compared to 36% in 2004.

All of the quadrants, with the exception of the Northeast, rated these services very good or good more often than last year. The Southeast and Southwest quadrant both rated the traffic very good or good with 40% and 40% respectively, compared to 30% and 38% in 2004. The Northeast and Northwest quadrants rated the traffic very good or good with 39% and 42% respectively.

BOTTOM LINE: Satisfaction is slightly higher in 2005 than in previous year.

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

Bus Service

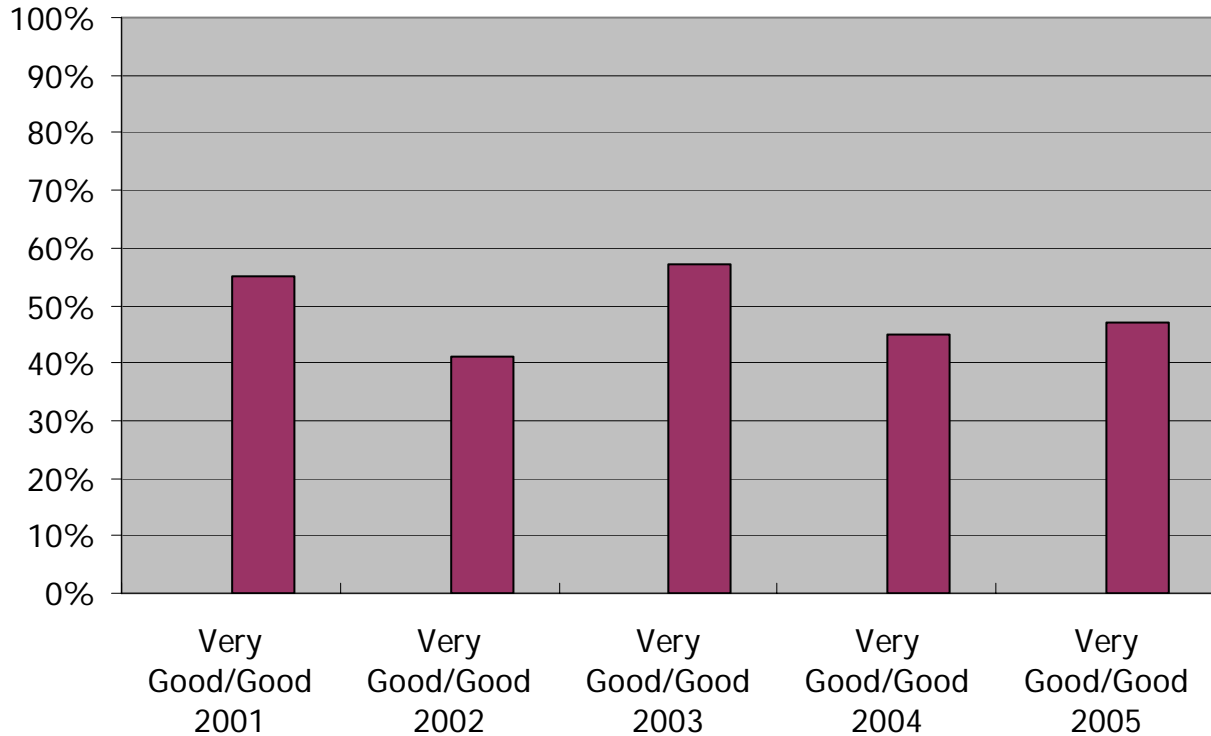


Of those that had an opinion, 65% felt the bus service was very good or good for 2005 which is a decrease from the previous year 2004 with 77% rating it very good/good.

BOTTOM LINE: Very good or good responses decreased from 77% in 2004 to 65% in 2005.

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

Visalia's Street Lighting



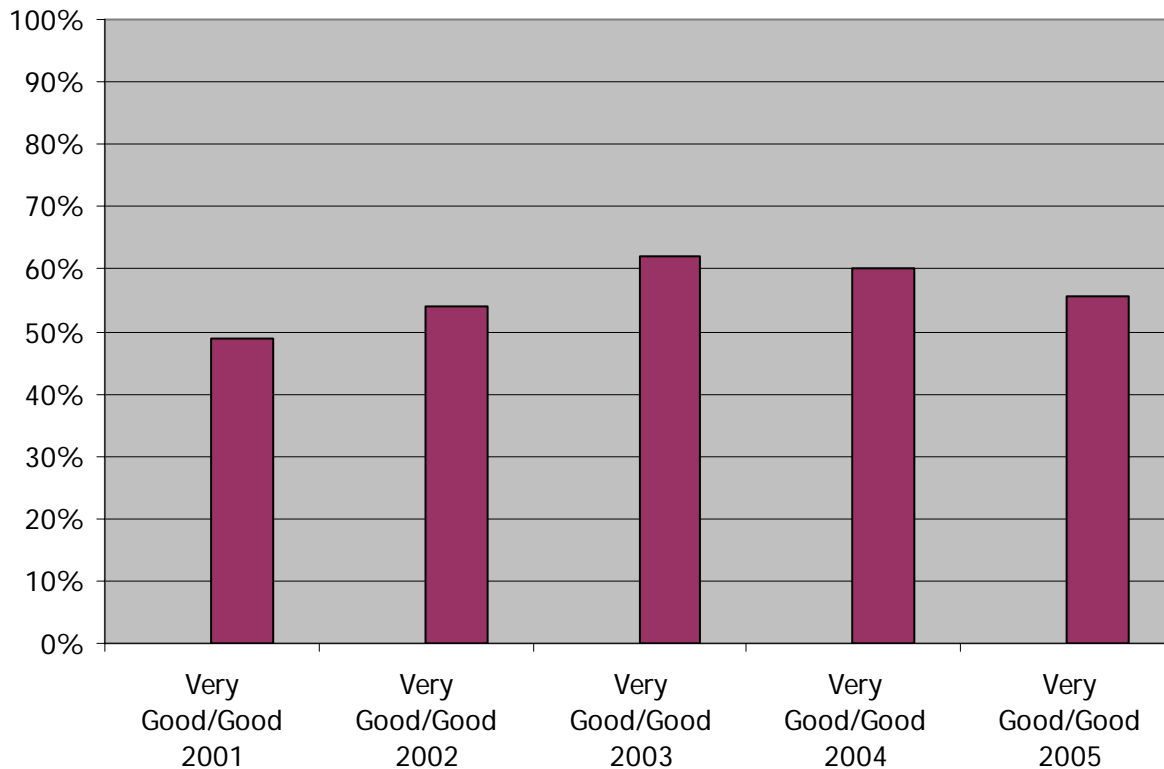
In 2005, 47% of respondents rated this service as very good or good compared to 45% in 2004. For two consecutive years (2004 and 2005), 21% rated this service poor or very poor.

Out of the four quadrants who rated this service very good or good, the Southwest rated this service highest, with 49%. The Northeast, Southeast, and Northwest rated this service very good or good with 46%, 45%, and 48% respectively.

BOTTOM LINE: The Satisfaction with street lighting slightly increased from 2004 to 2005.

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

Senior Citizen Services



Of those that had an opinion, 56% of the respondents chose very good or good, 4% lower than the 60% reported in 2004. In 2001, respondents rated this service very good or good with 49%.

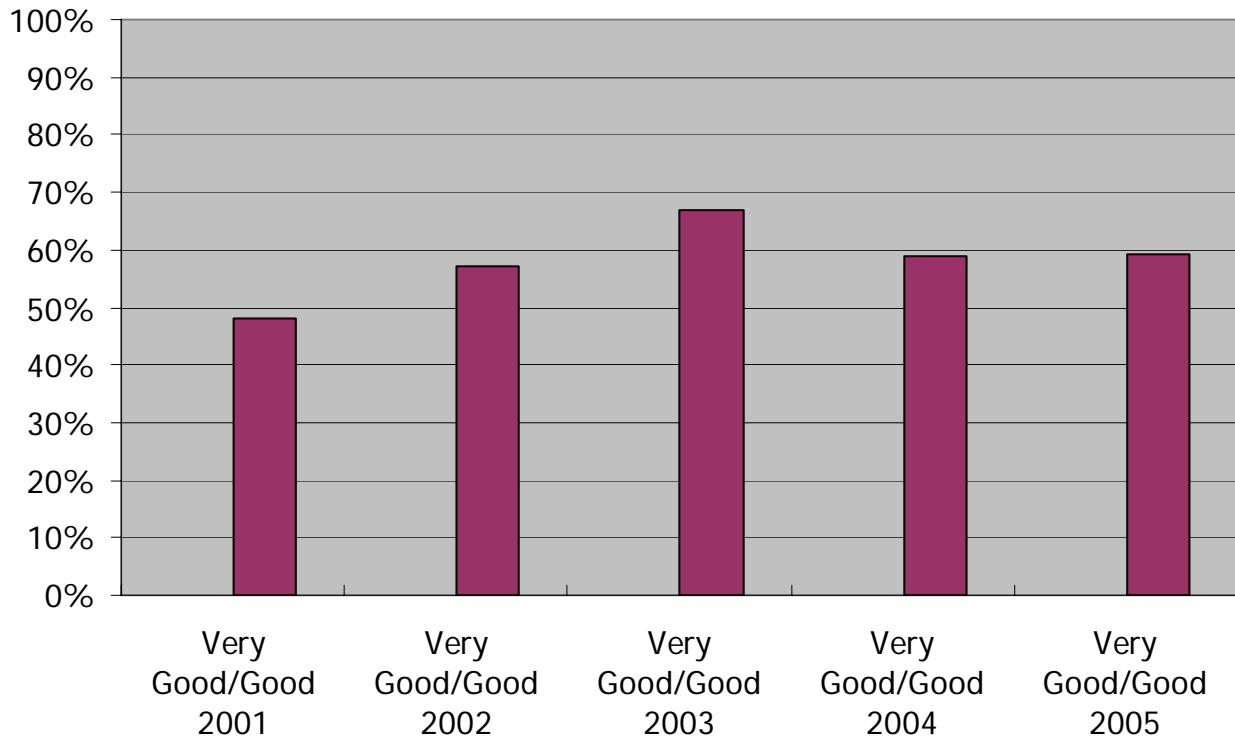
Of those using services and over 56 of age, 67% said the service was very good or good. This is 2% lower than the 69% who gave it a similar rating last year. In 2005, 7% of the respondents rated the service as poor or very poor, which is 1% lower than in 2004.

There was an increase in the satisfaction of Hispanics. 66% of respondents rated this service very good or good, up from 55% in 2004. All Others and Caucasians rated this service very good or good with 55% and 58% respectively. In 2001, Caucasians, Hispanics, and all others rated this service very good or good with 53%, 45%, and 42% respectively.

BOTTOM LINE: Satisfaction with senior services slightly decreased (by 4%).

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

Recreation Activities



Of those that had an opinion in 2005, 59% rated the recreation services as very good/good, which is the same as in 2004. Comparatively in 2001, 48% rated recreation services as very good or good which shows that there has been a significant increase from 2001.

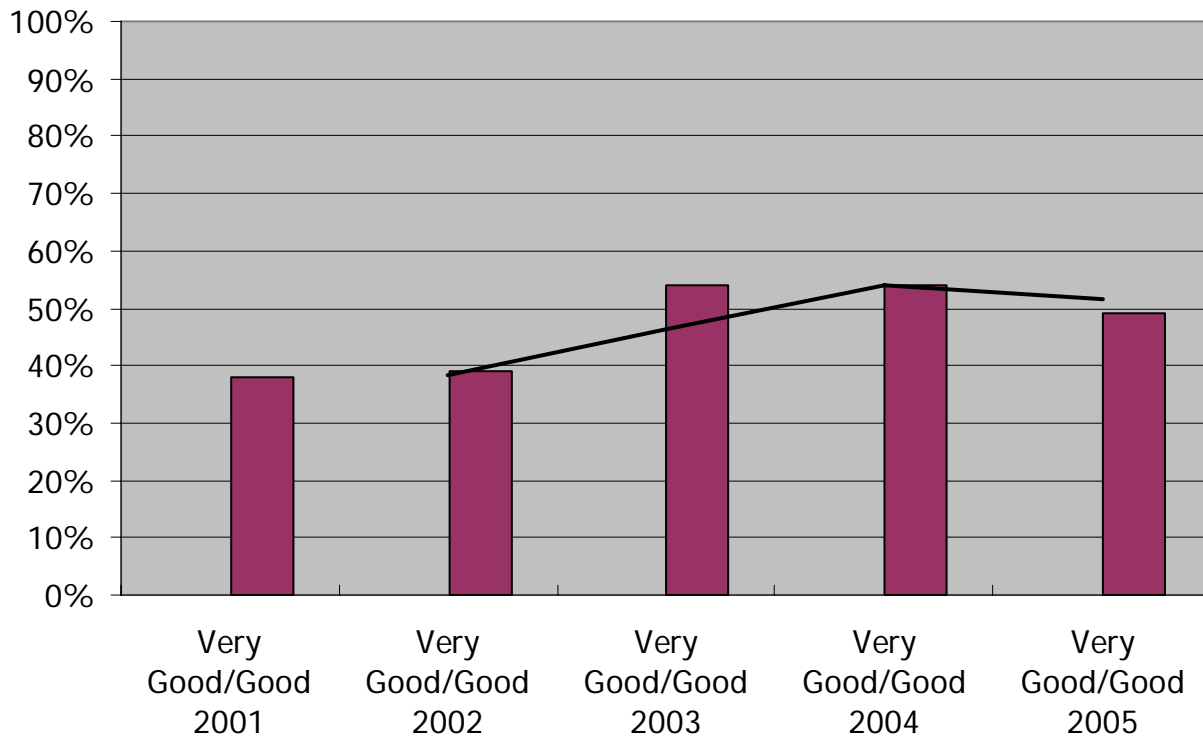
A statistic to note is that "All Others" rated recreation services significantly lower than Hispanics and Caucasians. In 2005 46% of All Others rated this service as very good or good, compared to Hispanics and Caucasians rating this service as 52% and 64% respectively.

Also worth noting is that 30% of those who earn less than \$10,000 rated this service as very good or good. Comparatively, those who earn \$10,000 to 40,000, \$40,000 to \$70,000 and \$70,000 and over rated 51%, 49%, and 51% respectively.

BOTTOM LINE: 59% of respondents rated recreation activities as very good or good in 2005, the same as in 2004.

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

Services for the disabled



Of those that had an opinion in 2005, 49% rated this service as very good or good. This is a 5% decrease from 54% in 2004 and an 11% increase from 38% in 2001, but still above the 5 year average of 46.8%.

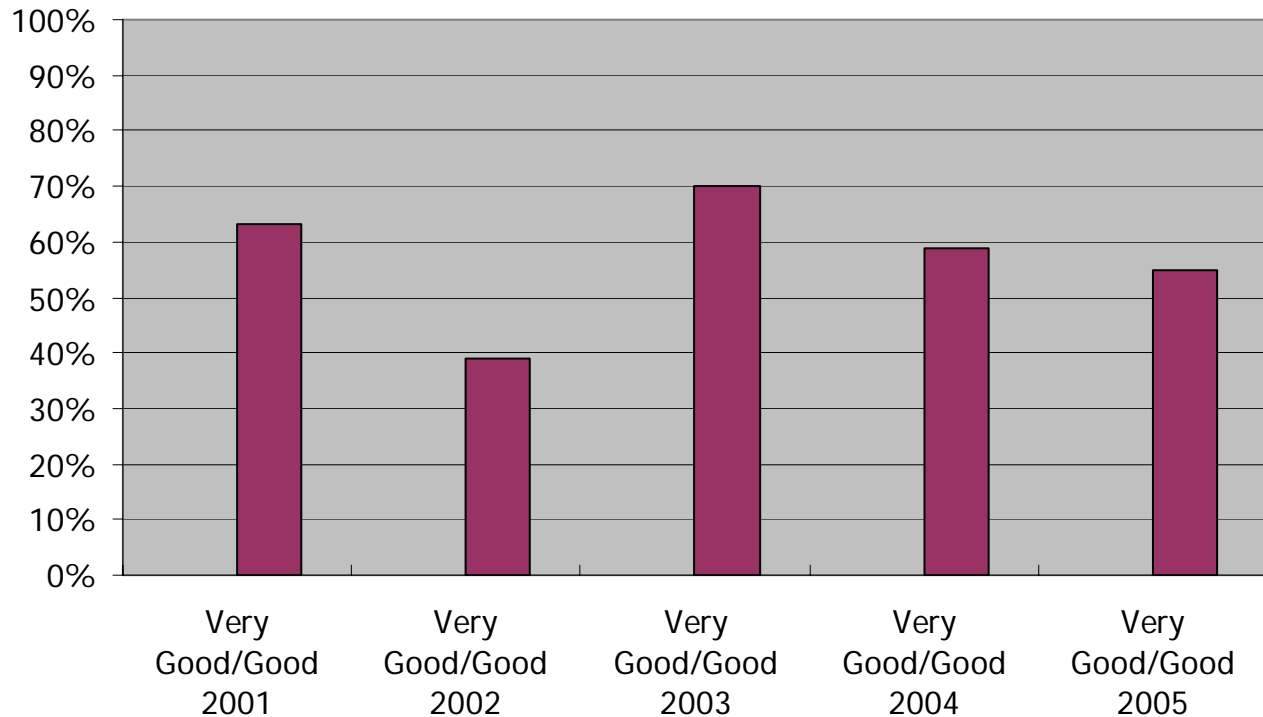
In comparison to 2004, 2005 shows disparity within the Northeast quadrant. In 2005, the Northeast rated services for the disabled as very good or good 46% of the time, compared to 78% in 2004.

In 2005, the percentage of those in the Northeast, Southeast, Northwest, and Southwest who rated this service as poor or very poor was 9%, 3%, 9%, and 7% respectively.

BOTTOM LINE: Overall satisfaction with services for disabled persons decreased to 49% in 2005 from 54% 2004, but is still above the 5 year average of 46.8%.

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 2005 to 55%. In 2004 and 2001, 59% and 63% rated this service as very good or good.

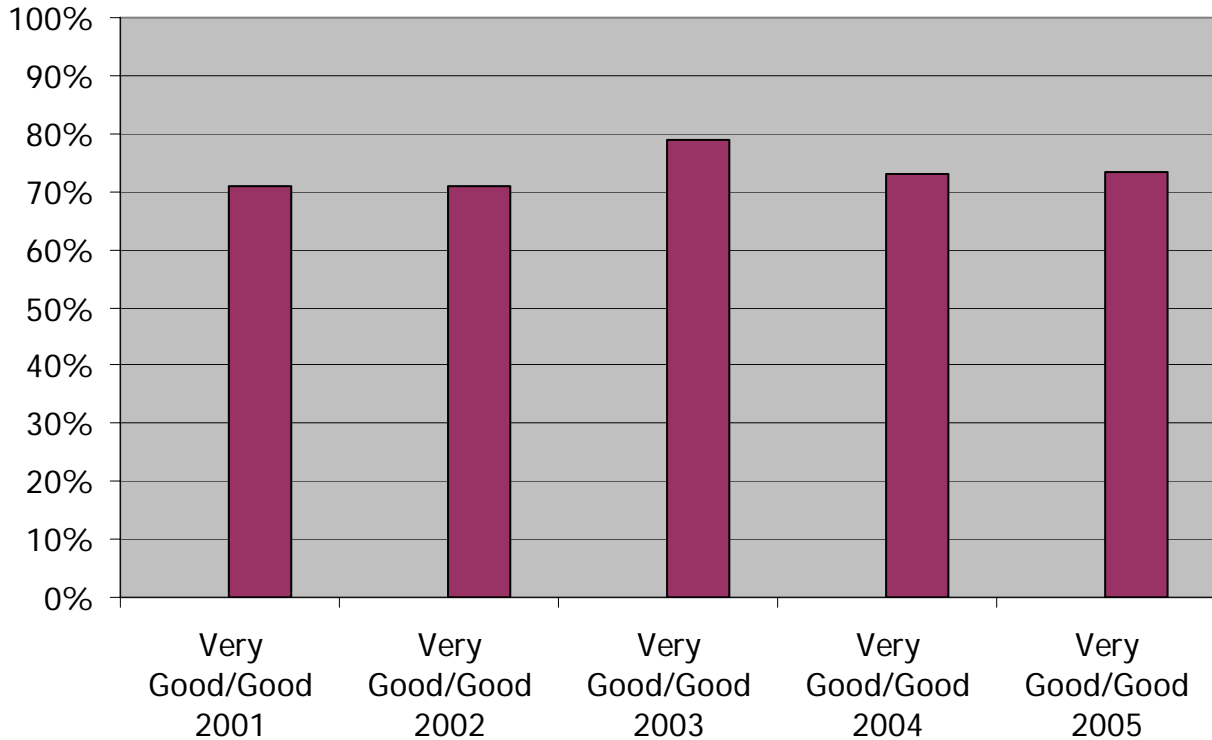
The Northwest and Southwest quadrants were fairly consistent in their responses, 11% rated park maintenance as poor or very poor, but these areas had a 53% very good or good rating. The Northeast respondents were slightly less satisfied, as evidenced by a 14% rating as poor or very poor.

Those most satisfied are those who had lived in Visalia between 6 to 10 years; they gave park maintenance a 64% very good or good rating.

BOTTOM LINE: Satisfaction with park maintenance decreased from 59% in 2004 to 55% in 2005.

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

Garbage Collection

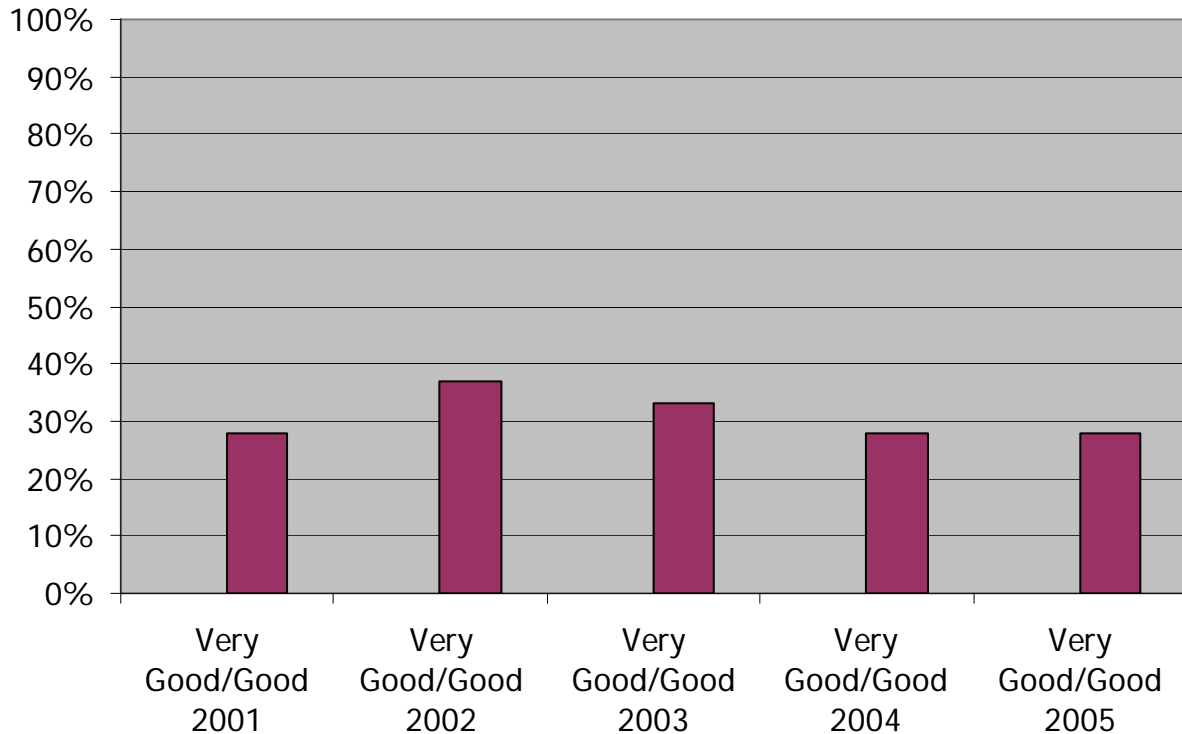


Satisfaction levels in 2005 have remained the same in comparison to 2004 and increased in comparison to 2001. 73% of respondents said garbage collection and recycling rated very good or good in comparison to 73% in 2004 and 71% in 2001.

There is disparity between the quadrants. The Northeast, Southeast, Northwest, and Southwest rated the services very good or good with 63%, 78%, 67%, and 76%. In addition the ratings for poor or very poor in these quadrants were 16%, 8%, 12%, and 12% respectively.

BOTTOM LINE: Satisfaction levels with garbage collection in 2005 remained high, the same as in 2004.

Do you view traffic condition as...?

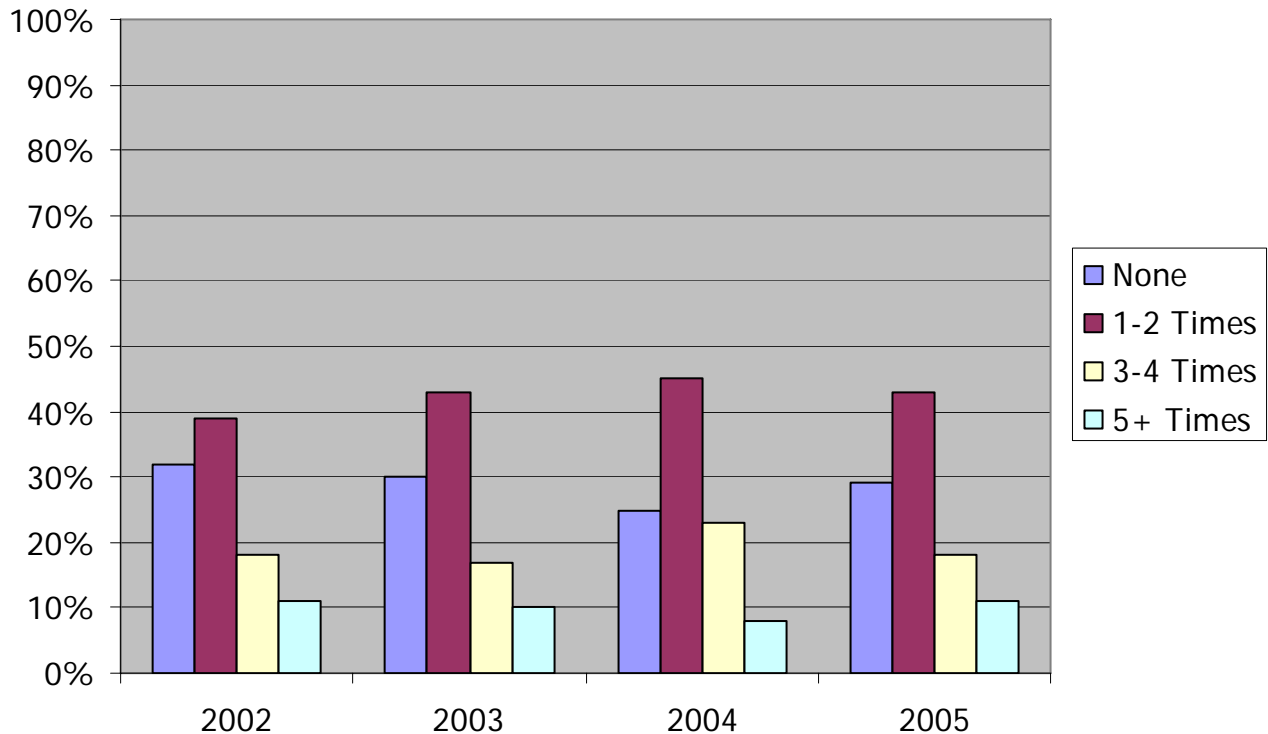


Satisfaction with traffic conditions remained the same in 2005 as in 2004, with 28% of respondents submitting a rating of very good or good. 2003 and 2004 each had decreases from the prior year. In 2004, 31% of respondents thought traffic conditions were either poor or very poor, compared to 30% in 2005.

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.

BOTTOM LINE: Overall satisfaction with traffic conditions is the same as in 2004.

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



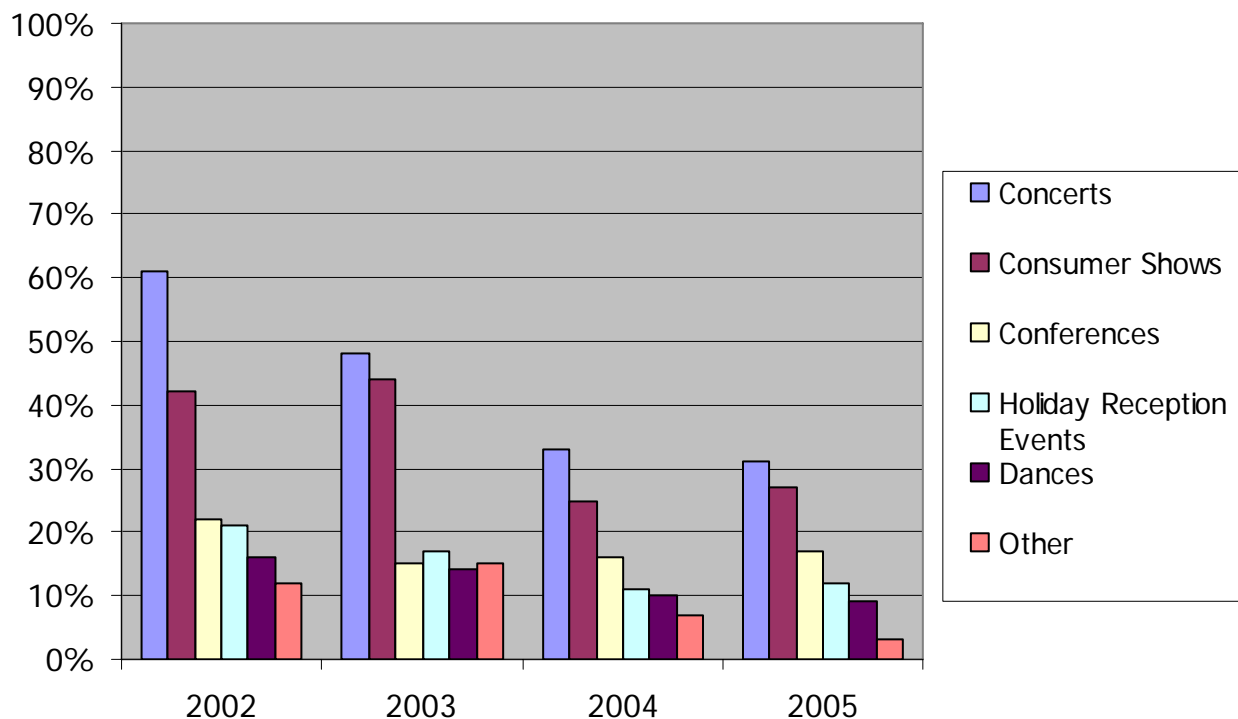
In 2005, 71% of respondents said they had used the Convention Center in the last year, indicating that the City continues to be accessible to a majority of the community. In 2004 and 2003, 69% and 70% respectively of respondents said they used the facility.

Similar to 2004's response, the response in 2005 shows the use of the Convention Center does not seem have a 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, 60%, 60%, 69%, and 82% report having used the Convention Center at least once. In 2004, those figures were 45%, 64%, 79%, and 85% respectively and show that a higher percentage of those earning \$10,000 and below are attending at least one event at the Convention Center.

Of interest is the decrease in attendance those between 18 and 25. In 2005, 55% attended at least one event at the Convention Center, whereas in 2004, 61% of those between 18 and 25 attended an event at the Convention Center.

BOTTOM LINE: Since 2002, the majority of survey respondents attend activities at the Convention Center 1 to 2 times per year. In 2005, 70% of respondents attended a function at the Convention Center.

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



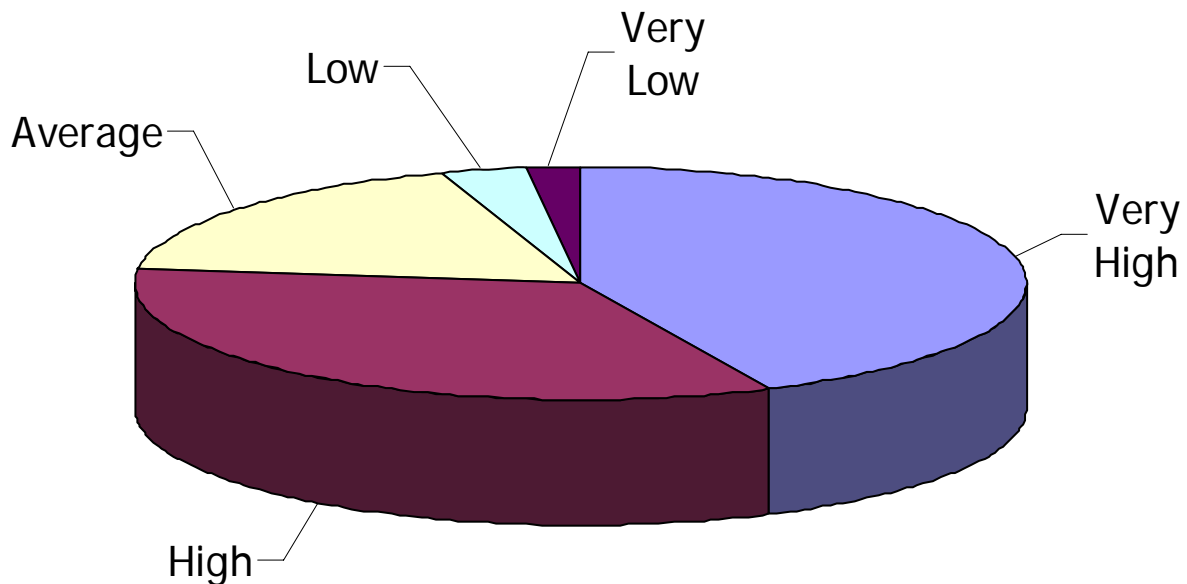
Visalians continue to indicate they would like to attend concerts and consumer shows at the Convention Center. However, for the third consecutive year, the interest in concerts has dropped. However, interest in consumer shows an increase from 25% to 27% in 2005.

Of those who earn less than \$10,000, 37% would like the Convention Center to hold dances, whereas 11%, 10%, 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.

In 2003, 48% of respondents were interested in attending concerts. This number has decreased to 33% in 2004 and 31% in 2005. Council's recent approval of telescoping seating in the Exhibit Hall may help increase the interest in concerts at the Convention Center.

Interest in attending concerts at the Convention Center has decreased the past three years. Council's approval of telescoping seating in the Exhibit Hall may increase interest in this venue.

How important would it be to have a vibrant downtown?



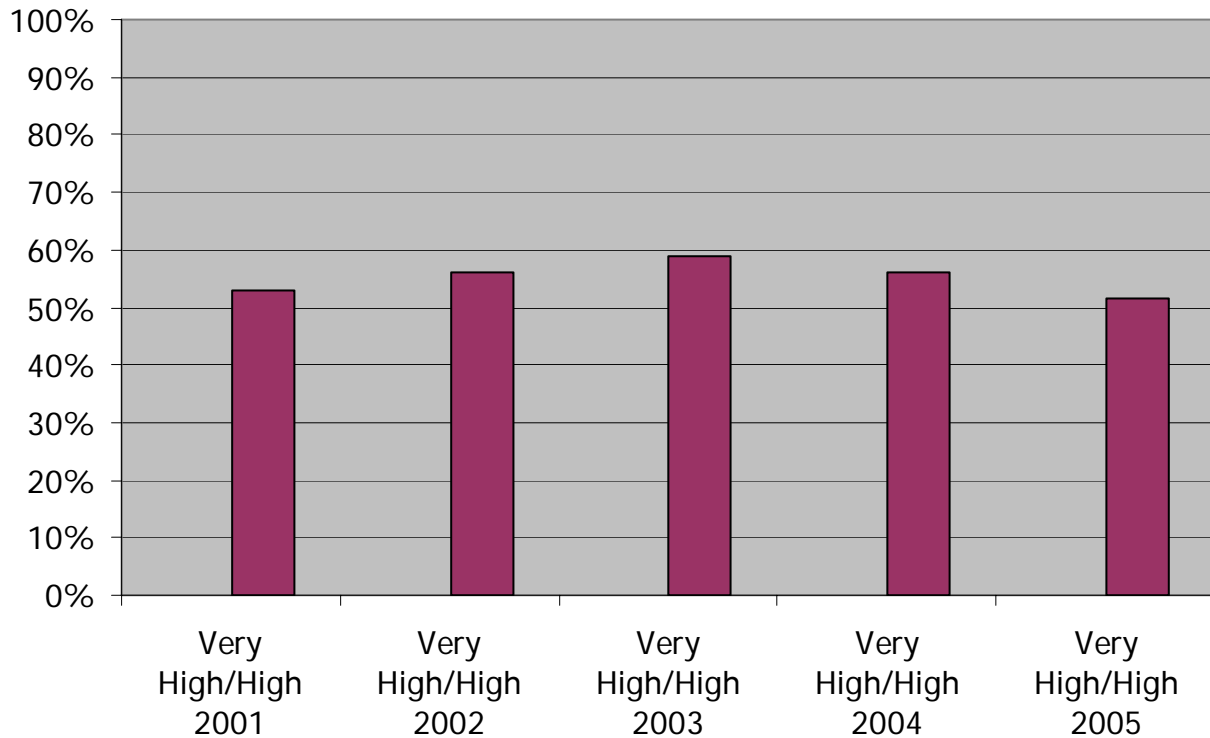
Of all those surveyed 77% felt that it was of very high or high importance to have a vibrant downtown.

An interesting point is the citizens that lived in Visalia for 2 to 5 years showed less interest in having a vibrant downtown. In 2005, 77% rated having a vibrant downtown very high or high that lived here less than 2 years, 75% for 2 to 5 years, 79% for 6 to 10 years, and 77% for more than ten years. Those that lived here 6 to 10 years felt it was the most important to have a vibrant downtown which is interesting to compare to 61% of 6 to 10 years that felt it was the most important to have a vibrant downtown in 2004.

When it came to age, 26 to 55 rated the importance with 80% for very high and high, with 55 plus coming in second with 78%, and last was 18 to 25 with the rating of 52%.

BOTTOM LINE: 77% 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?



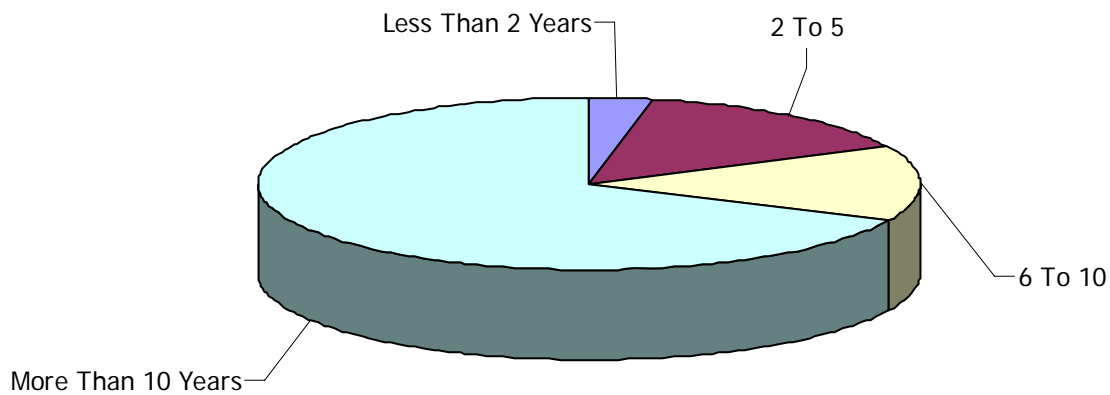
In 2005, 51% of respondents rated the City's effort at providing a safe community as very high or high, compared to 55% in 2004 and 53% in 2003.

Of interest is 45% of the Northeast and 50% of the Southeast ranked the City's effort at providing a safe community very high or high, whereas only 61% of the Northwest and 51% of the Southwest ranked the city's effort as very high or high.

The Council has approved additional funding to increase efforts to specifically address gang activity, particularly intervention programs.

BOTTOM LINE: The community responded with slightly lower marks for community safety this year. However, Council has authorized an additional investment of \$100,000 to fund gang intervention activities.

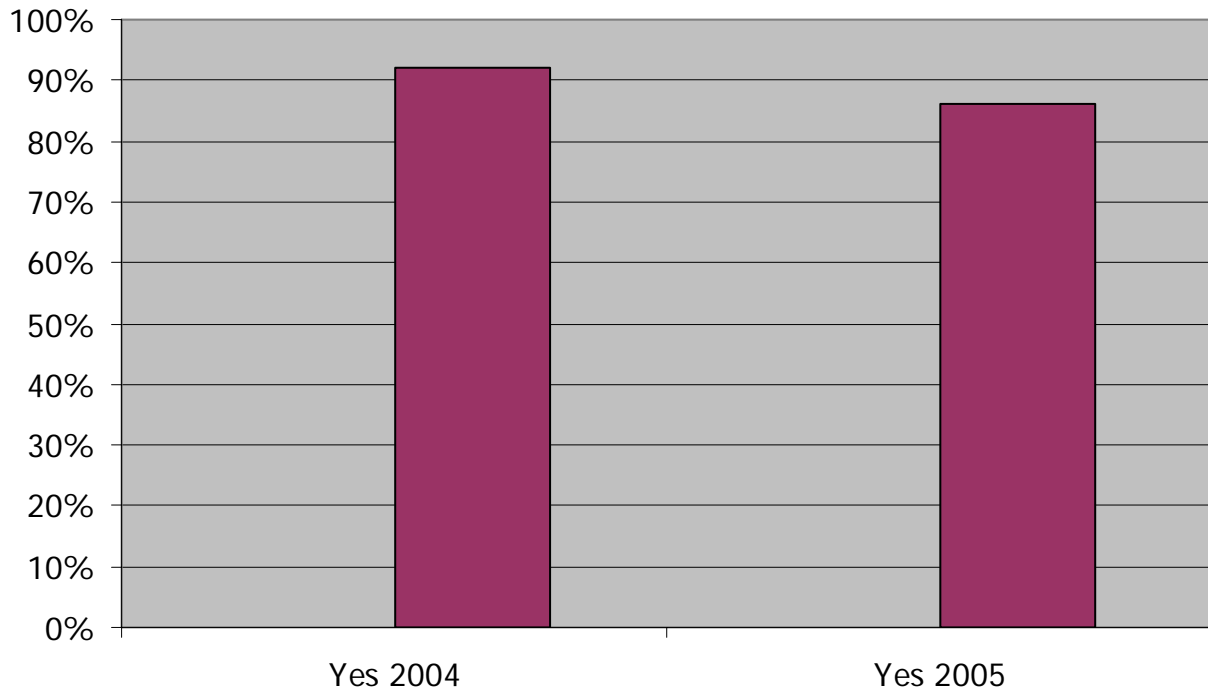
How long have you lived in Visalia?



68% of the respondents said they had lived in Visalia for more than 10 years. The 2000 Census indicates that 85% of the people who live in Visalia also lived in Tulare County prior to 1995.

BOTTOM LINE: Residents of Visalia tend to be long term.

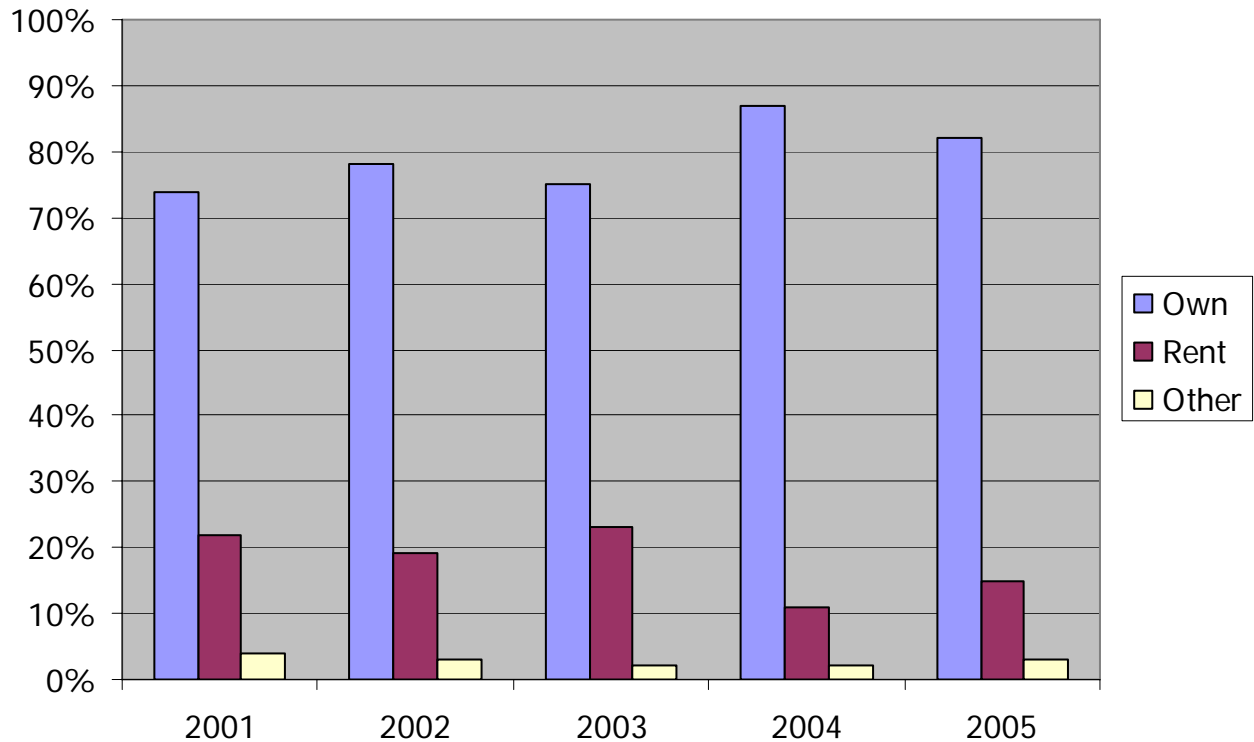
Are you registered to vote?



When asked this question, 86% indicated that they were registered voters, compared to 92% in 2004. 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 69% 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: There is a slightly decrease in the percentage of respondents that indicated they were registered voters.

Do you own or rent your home?



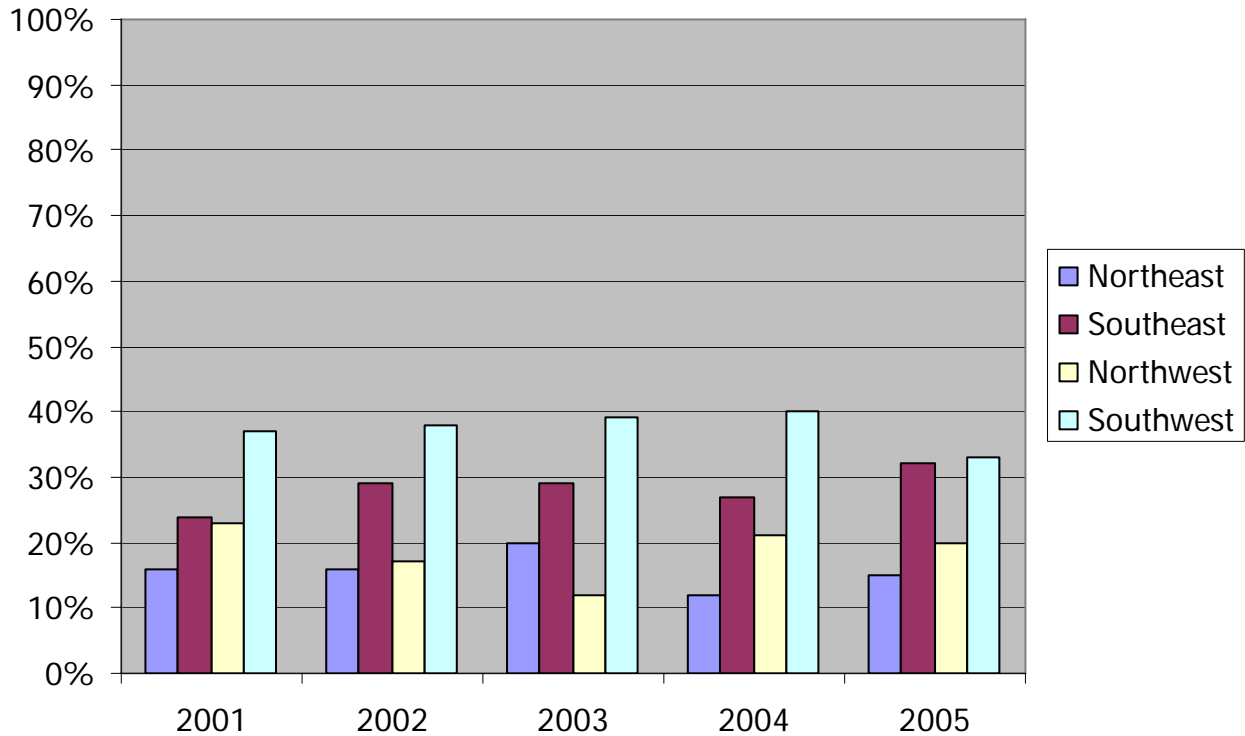
Of those surveyed in 2005 82% own their homes, 15% rent their homes, and 3% had other living arrangements.

Respondents in 2004 that were surveyed indicated 87% of the time that they owned their own home and 11% 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: Of those surveyed, 82% own their homes, compared to the 2000 Census, which indicates 63% of Visalians own their homes.

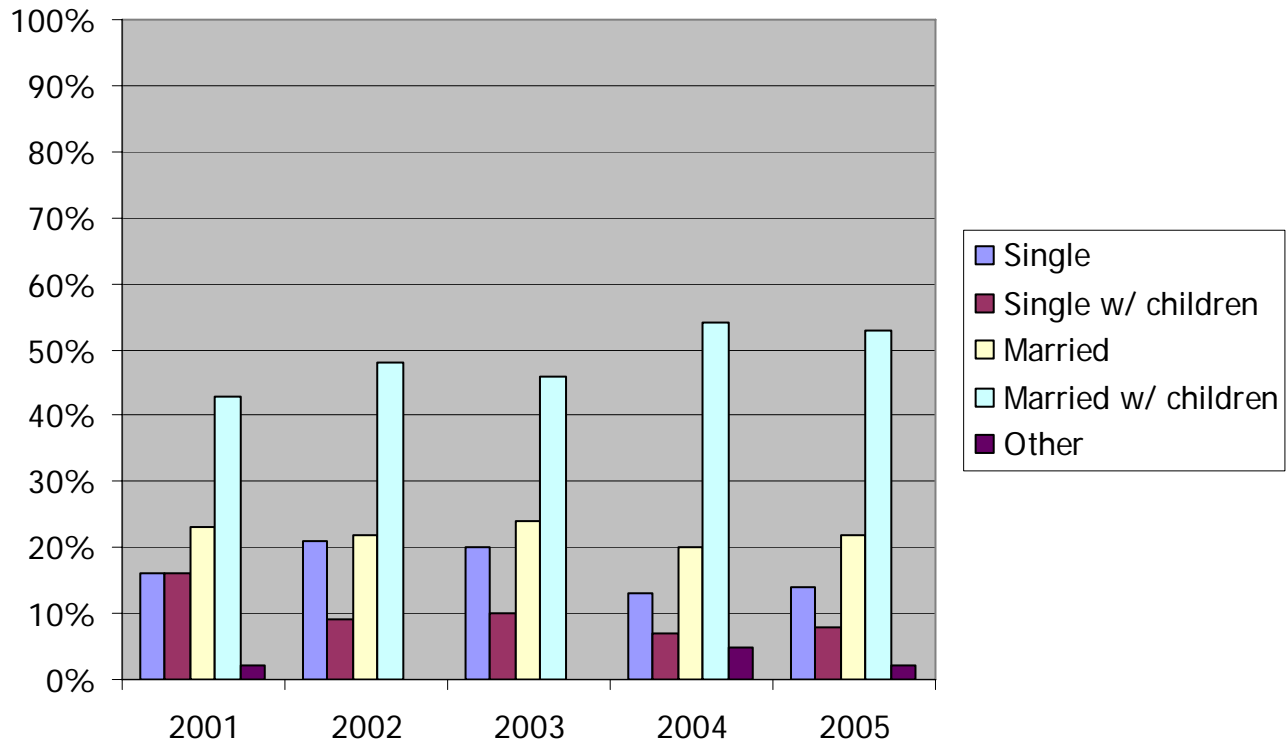
Which quadrant of the City do you live in if Mooney and Hwy 198 are considered the cross section of town?



Respondents from the southeast quadrant increased, whereas the southwest shows a decrease in respondents from 2004. Overall, the north quadrants show an increase in respondents of approximately 5%.

BOTTOM LINE: The number of respondents in the north quadrants of the City increased by approximately 5% from 2004 to 2005.

What is the make up of your household?

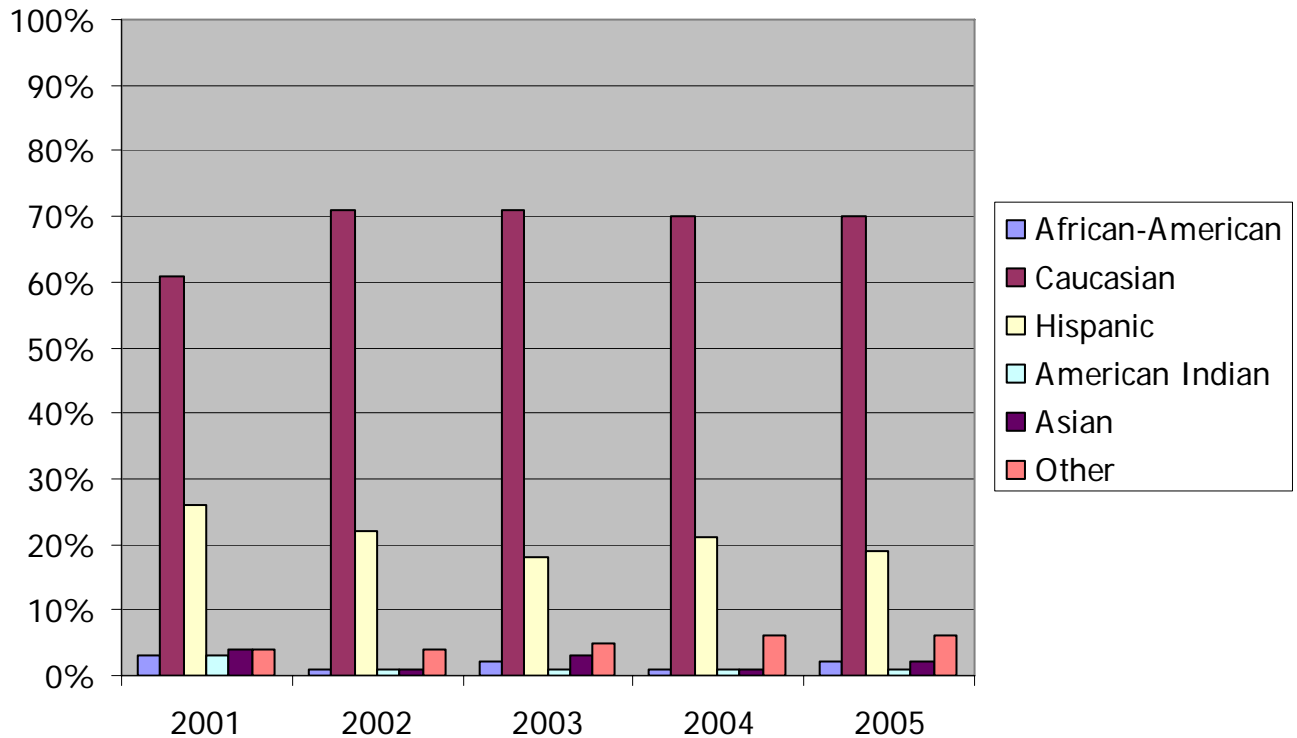


The Census indicates Visalia has 74% family households and 26% non-family households. Our survey indicates 80% families and 20% singles.

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 2000 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?

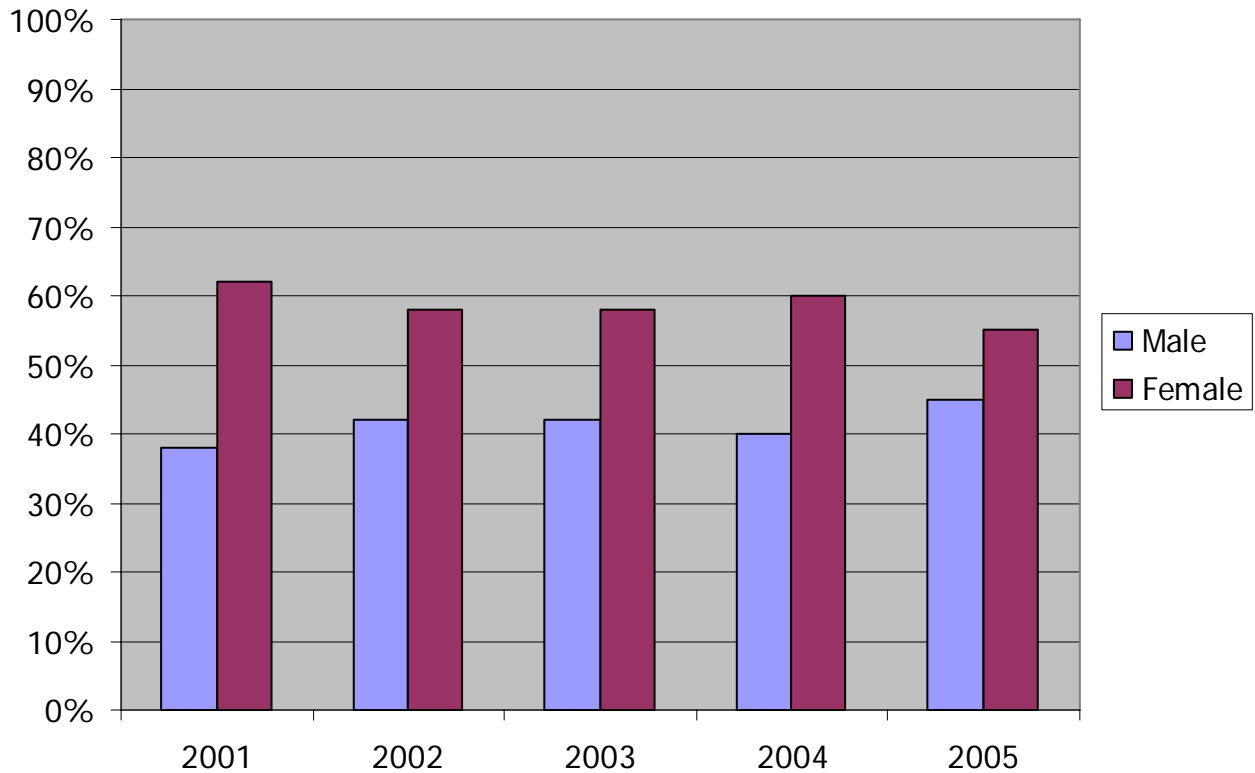


To accurately reflect the community, there would need to be 35% Hispanic respondents and 5% Asian. For several years, the Committee has taken steps to increase the number of Hispanic respondents by having the survey translated into Spanish and having Spanish-speaking surveyors available. This model was 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 2005 there was a decrease in the amount of Hispanics that were surveyed.

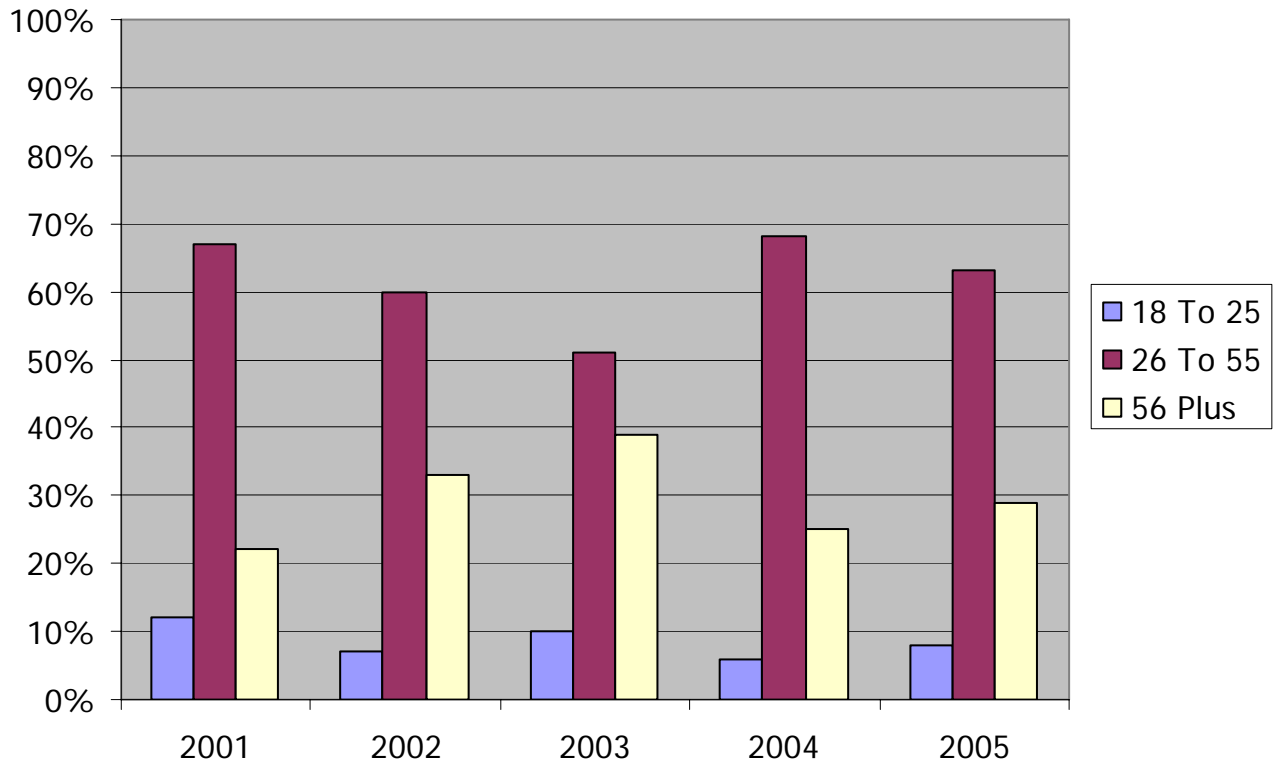
What is your gender?



As usual, the number of females responding to the survey is higher than the number of males. The 2000 Census indicates 52% of the population is female and 55% of our respondents were female, somewhat higher than the actual population.

BOTTOM LINE: Females are more likely to respond to the survey than males.

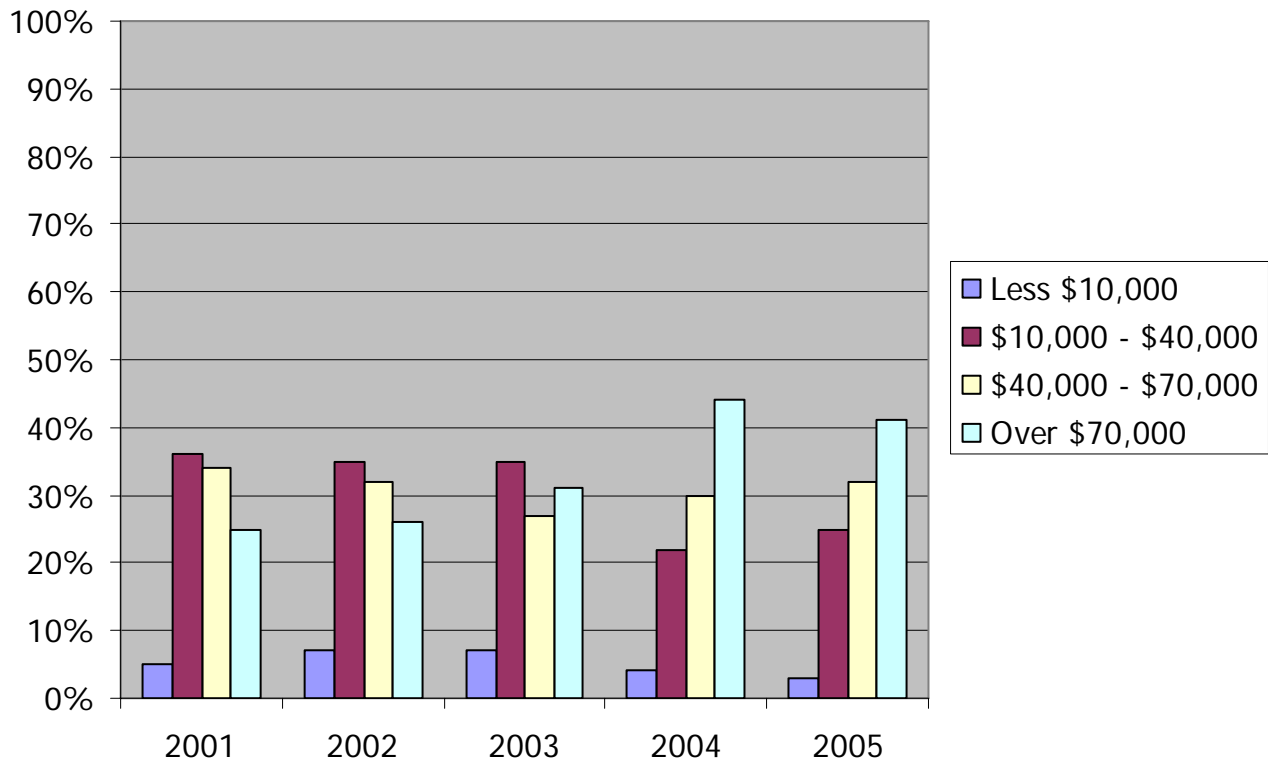
What is your age group?



In the 2005 survey, 63% of respondents were 26 to 55 years of age, as opposed to 68% in 2004. Respondents in the over 55-age group had an increase of 4% to 29% and the 18 to 25 group represented 8% of the respondents.

BOTTOM LINE: While the 2000 Census age categories vary somewhat from the Visalia groupings, the Census reports that 18% of the population is over 55 years of age, 41% are between 25 and 55 years of age, 7% are between 20 and 24 years old and 34% are under 20 years of age.

What was your household's total gross income before taxes in 2005



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 9% of Visalians earn less than \$10,000, 39% earn between \$10,000 and \$40,000, 31% earn between \$40,000 and \$75,000 and 21% earned over \$75,000.

From 2003, survey respondents in the income range of \$10,000 to \$40,000 have decreased while the higher income ranges have increased.

BOTTOM LINE: The majority of survey respondents tend to earn above \$40,000 annually.