



City of Visalia Resident Satisfaction Survey 2025



OPINION
RESEARCH
& STRATEGY

Survey Methodology

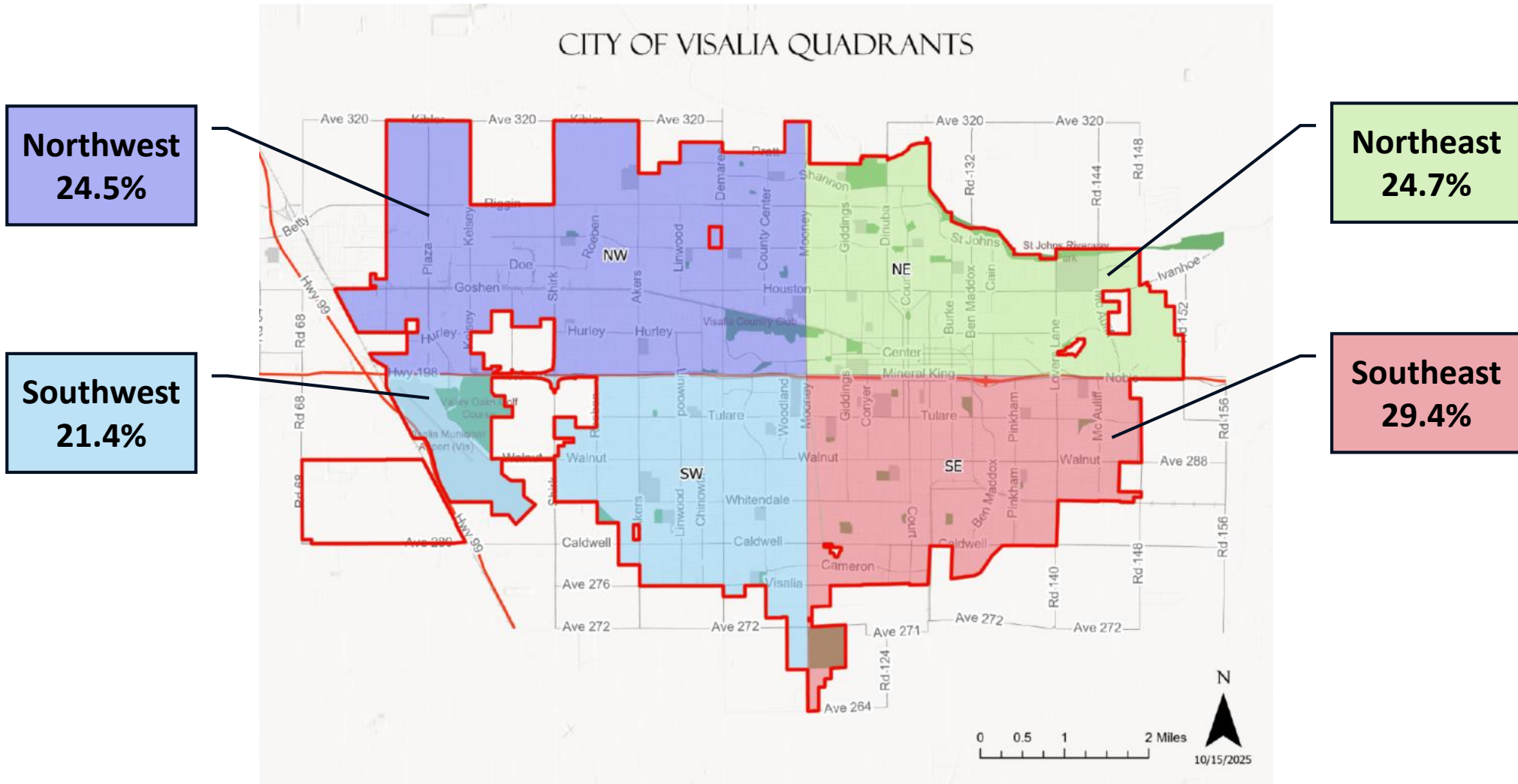
Dates	August 13-28, 2025
Survey Type	Dual-mode Voter Survey
Research Population	City of Visalia Adult Residents
Total Interviews	556
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

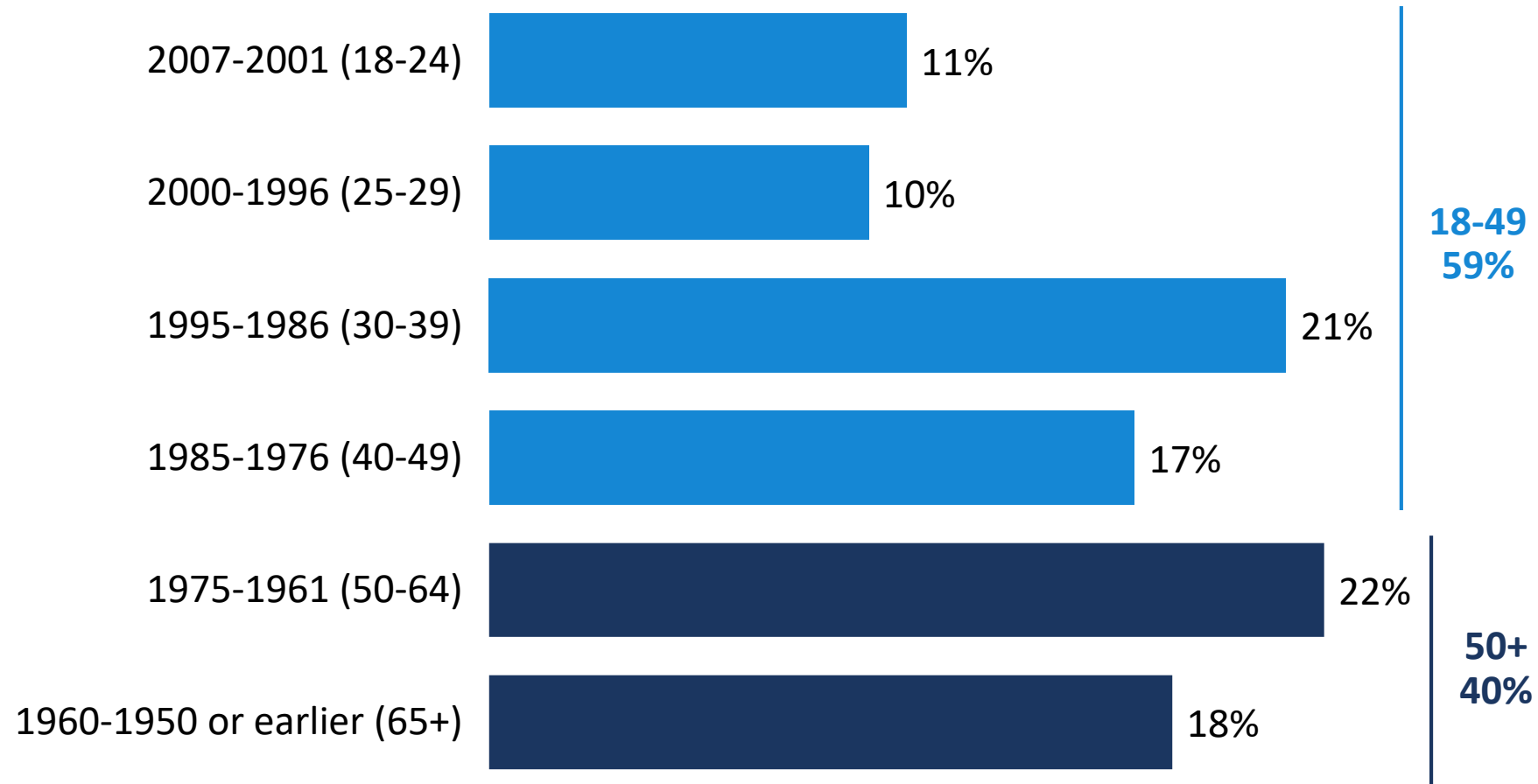


Survey Respondent Demographics

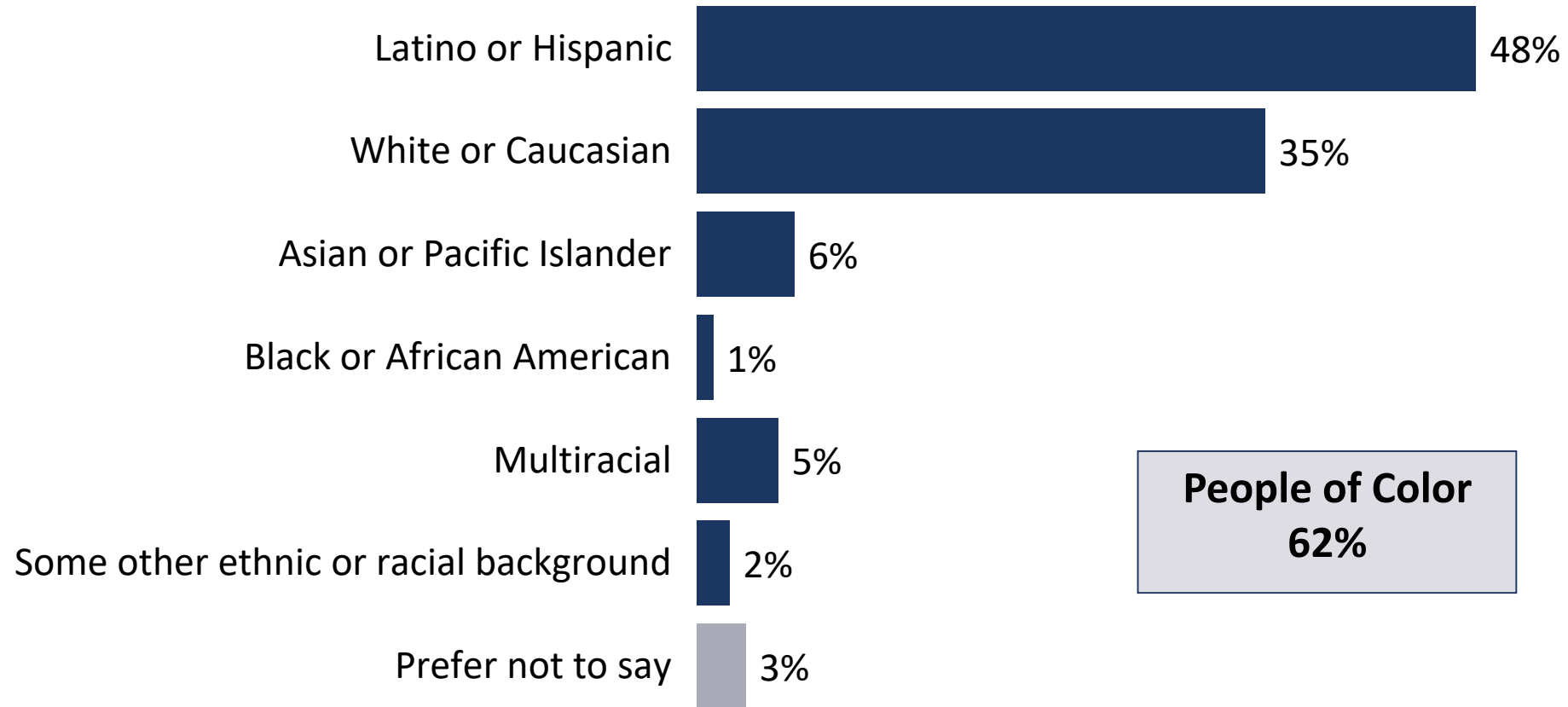
Population by Area of the City



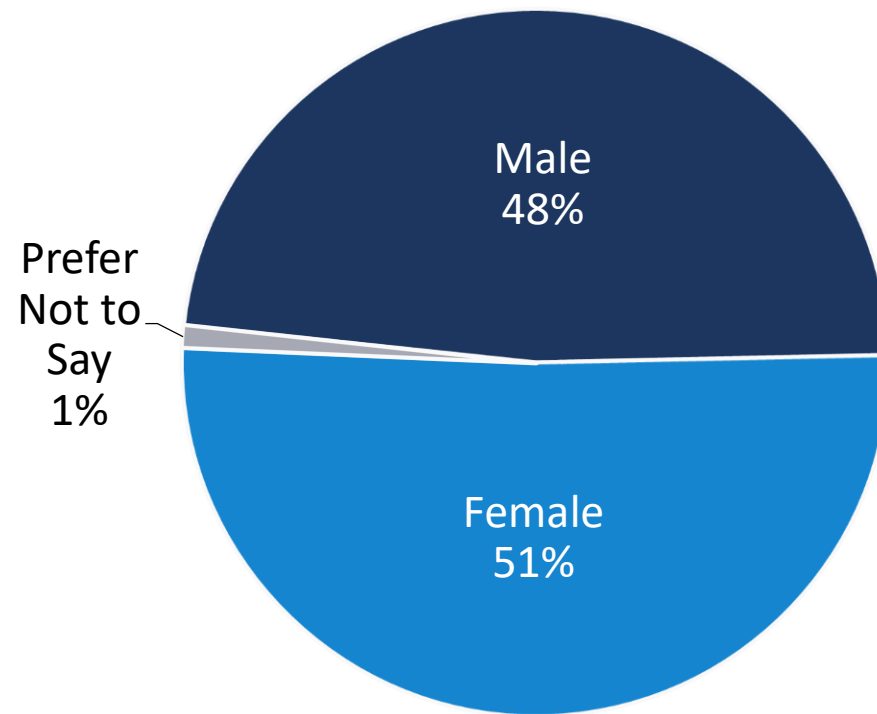
Age of Respondents



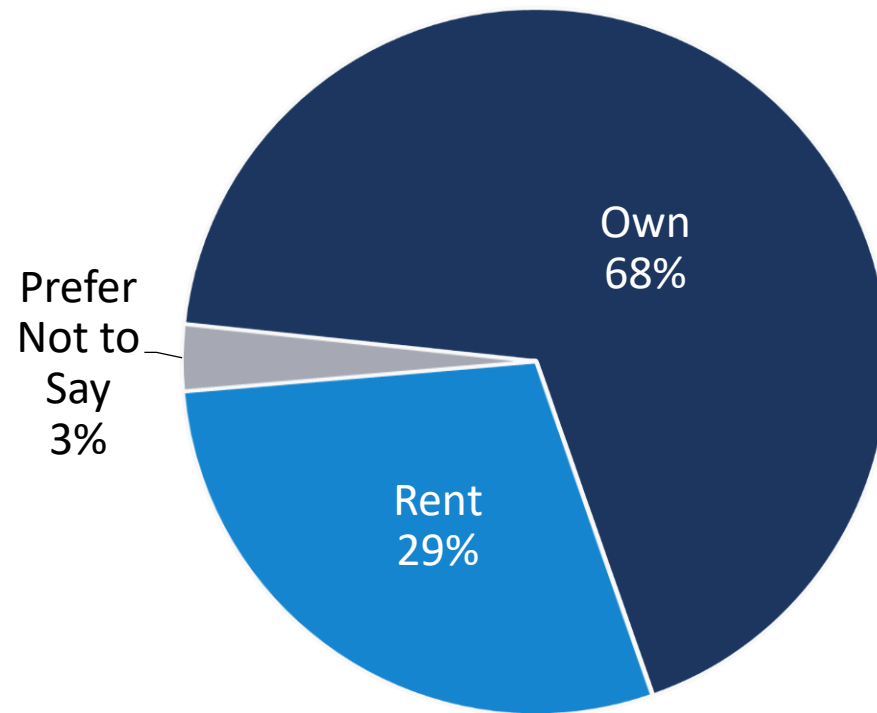
Self-Identified Race/Ethnicity of Respondents



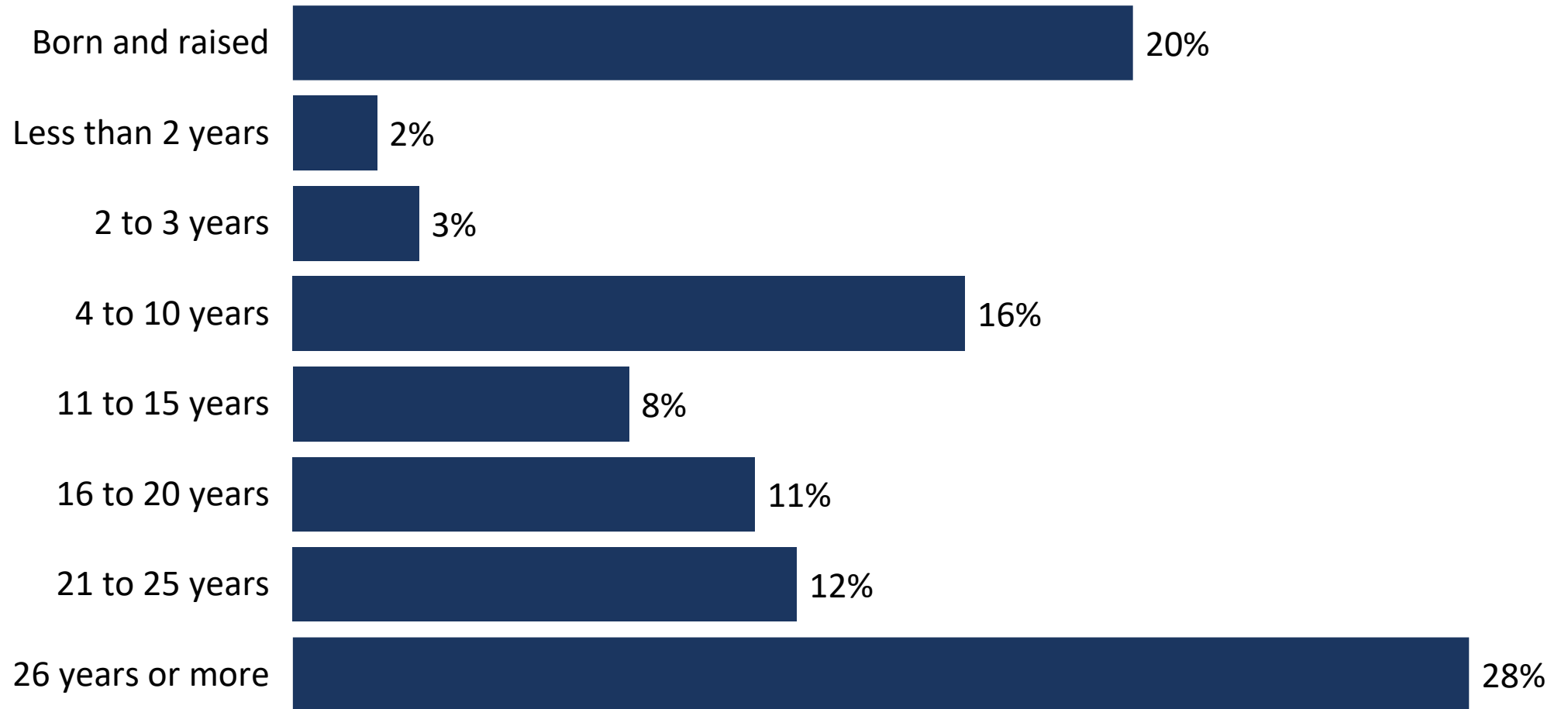
Gender of Respondents



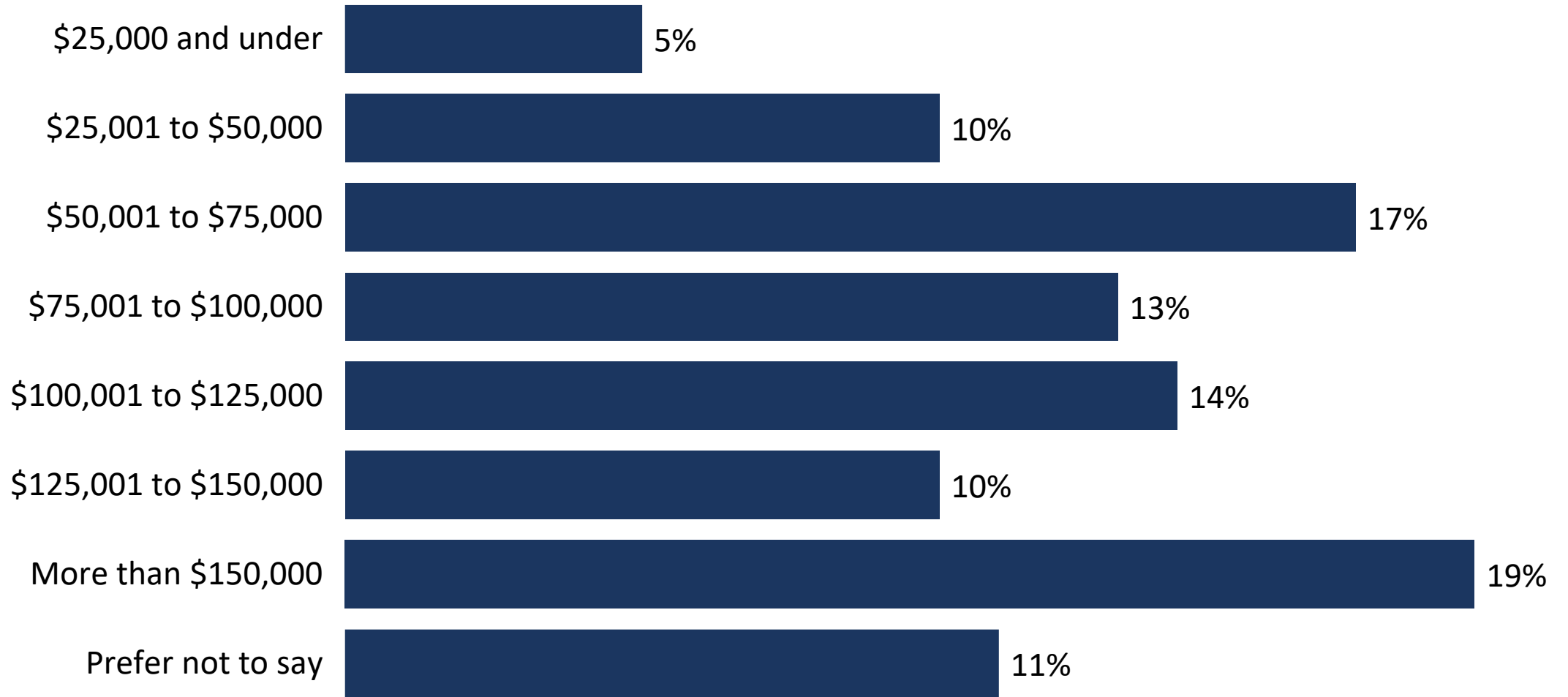
Homeownership of Respondents



Length of Time Living in Visalia



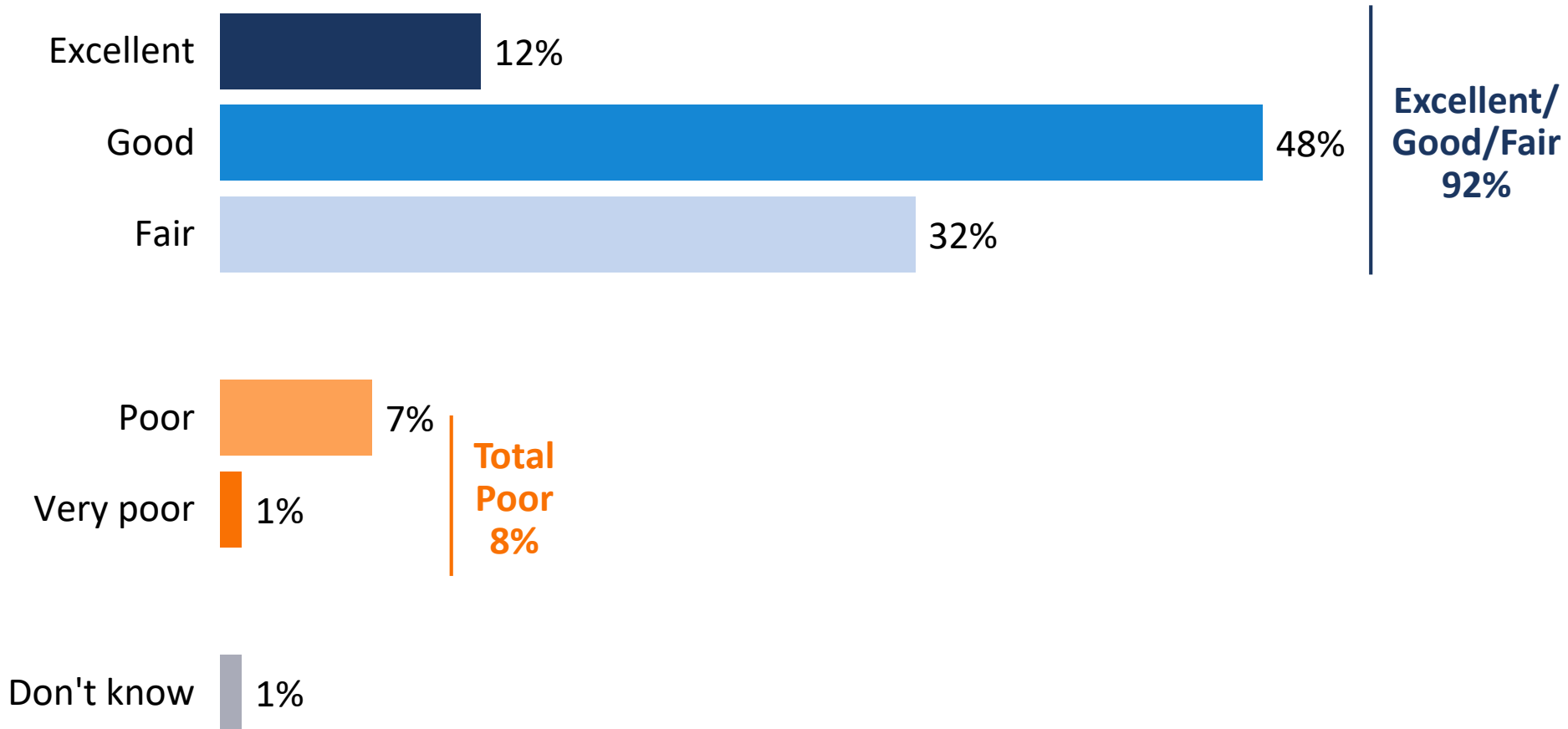
Household Income in 2024





General Perceptions of the City

Slightly more than 9-in-10 have favorable views of Visalia as a place to live.



Seventy-five percent feel safe living in Visalia.

(Ranked by Total Agree)

■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree ■ Don't Know

Total Agree **Total Disagree**

I personally feel safe living in Visalia



75% **25%**

I trust Visalia City government to do what is right all or most of the time



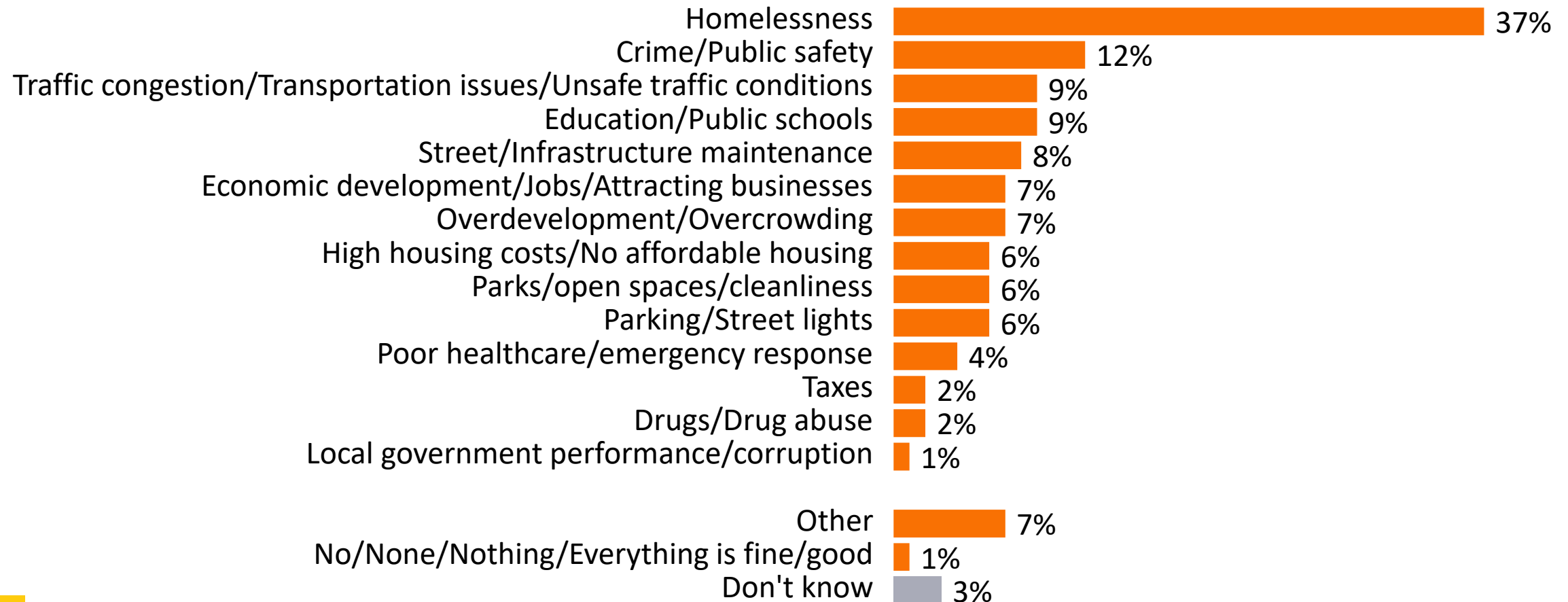
54% **40%**



Resident Concerns

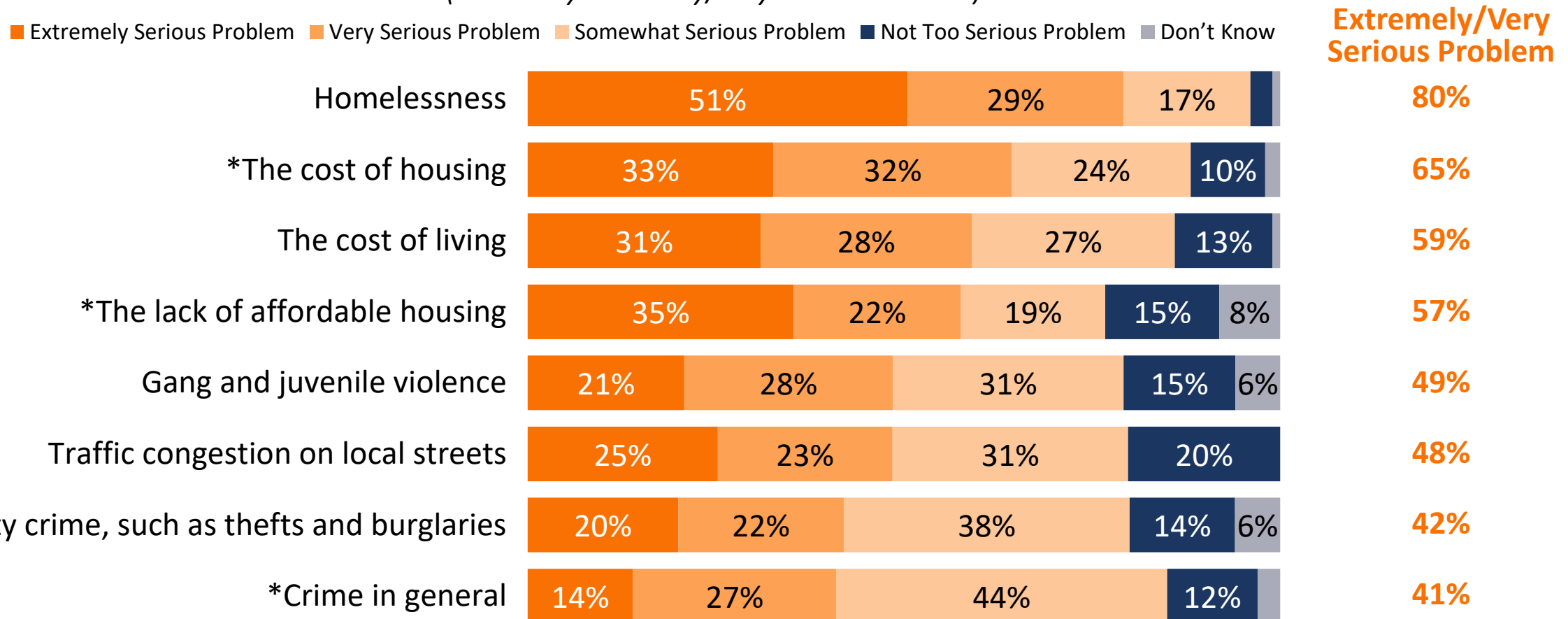
Homelessness, crime, traffic, and education are among the most top-of-mind important issues residents would like the City to do something about.

(Open-ended Grouped Responses; Multiple Responses Accepted)



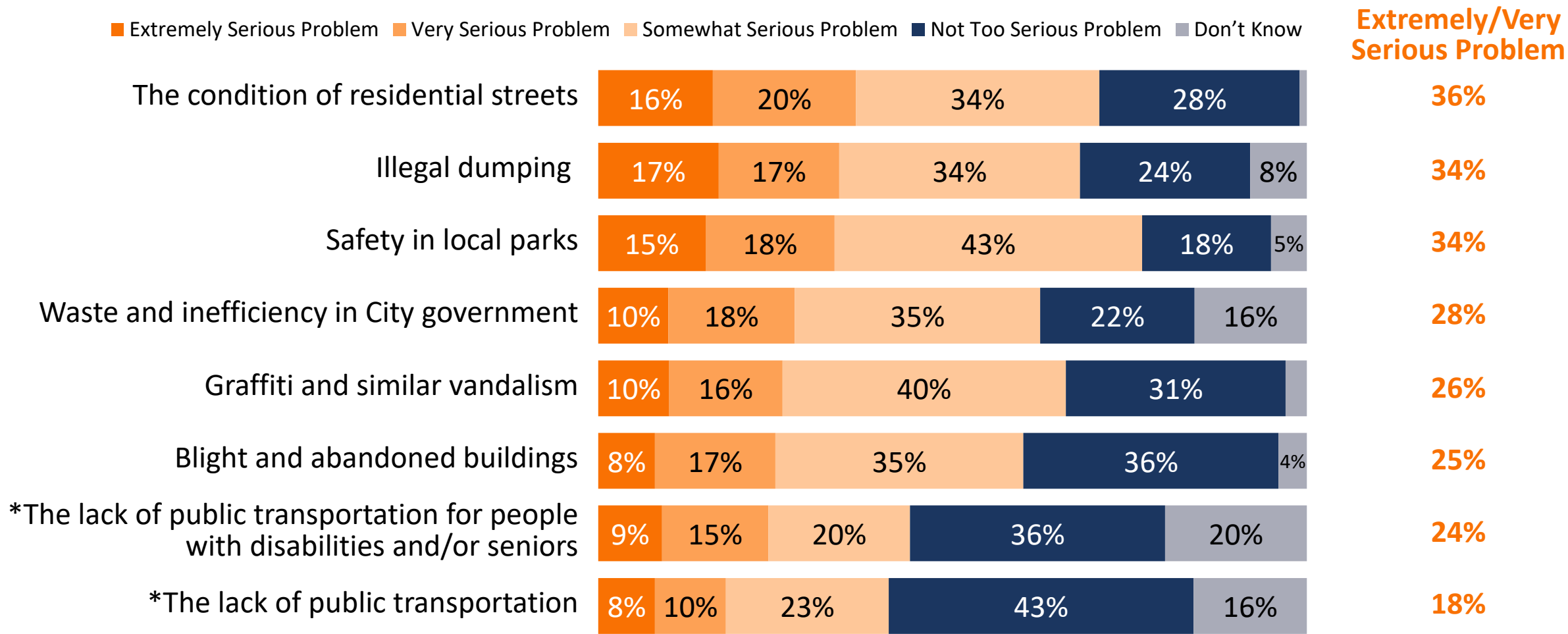
Homelessness; cost of living, particularly cost of housing; traffic congestion and gang/juvenile violence are among top issues considered to be an extremely or very serious problem.

(Ranked by Extremely/Very Serious Problem)



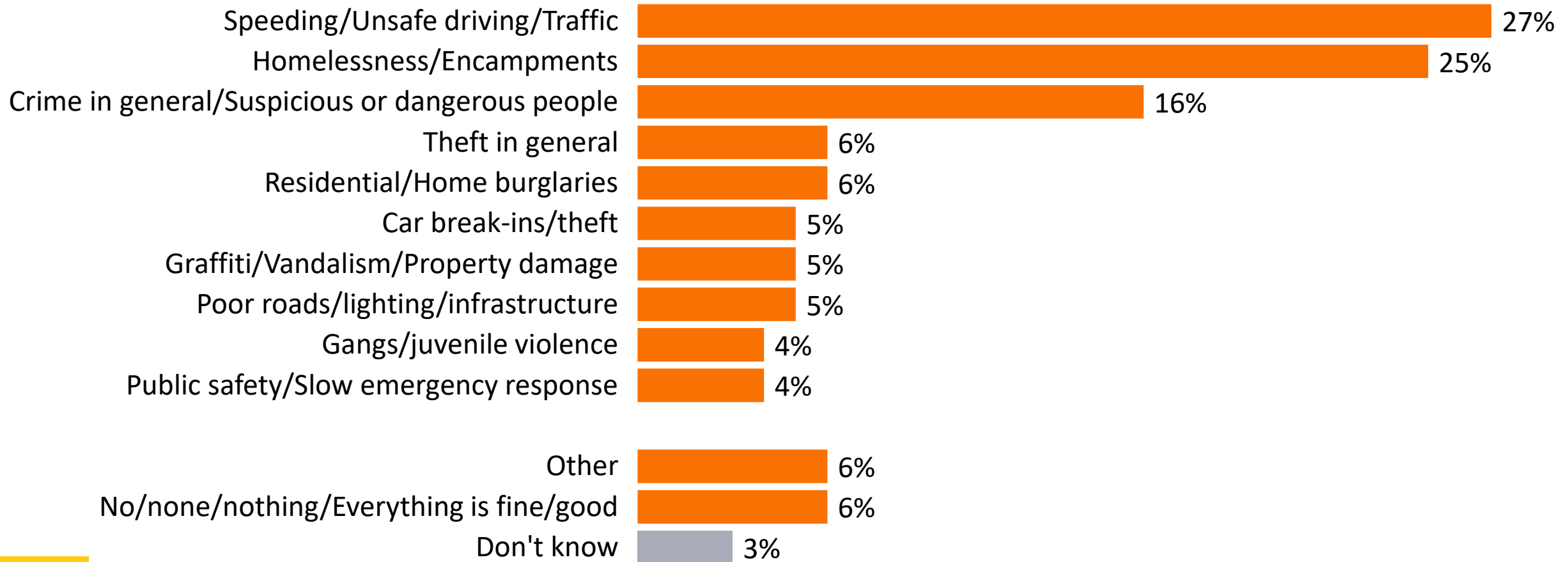
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(Ranked by Extremely/Very Serious Problem)



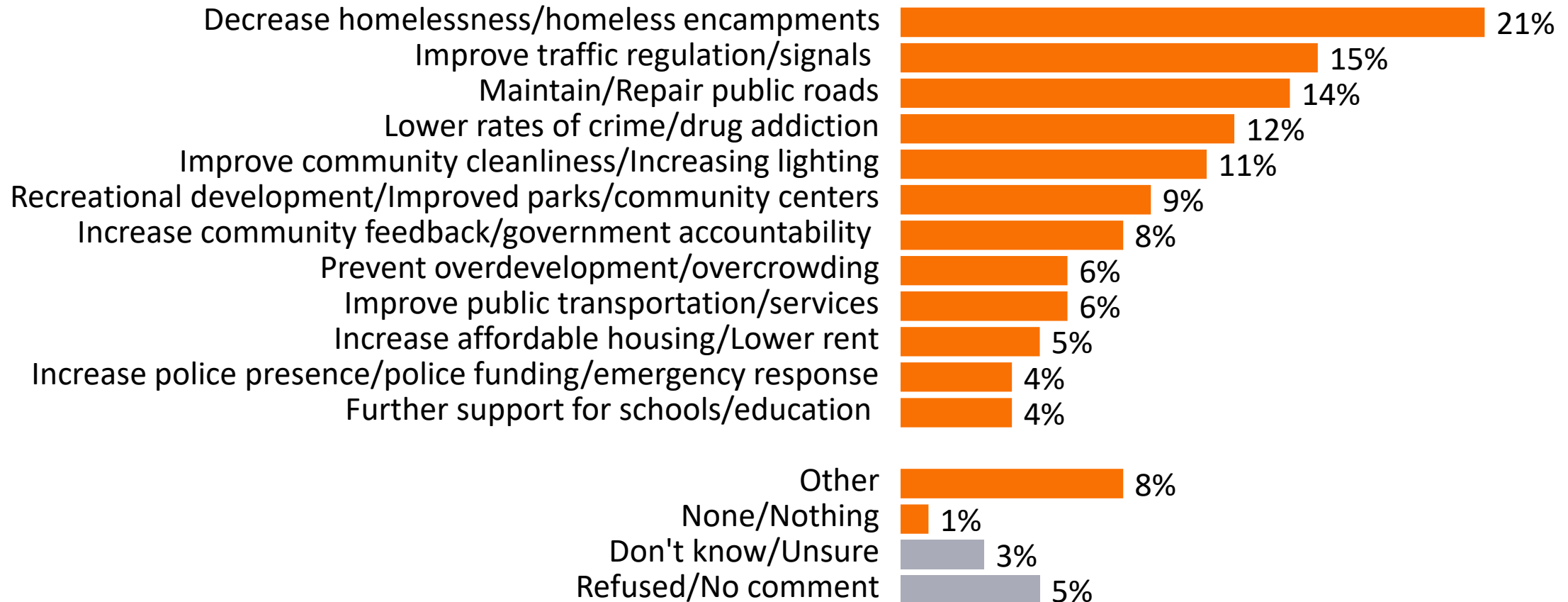
Speeding and traffic concerns; homelessness; and crime are considered by residents to be among the most serious public safety problems in their neighborhood.

(Open-ended Grouped Responses; Multiple Responses Accepted)



At the end of the survey, homelessness, improving traffic regulations and maintaining/repairing public roads were the top issues that residents would most like the City to improve.

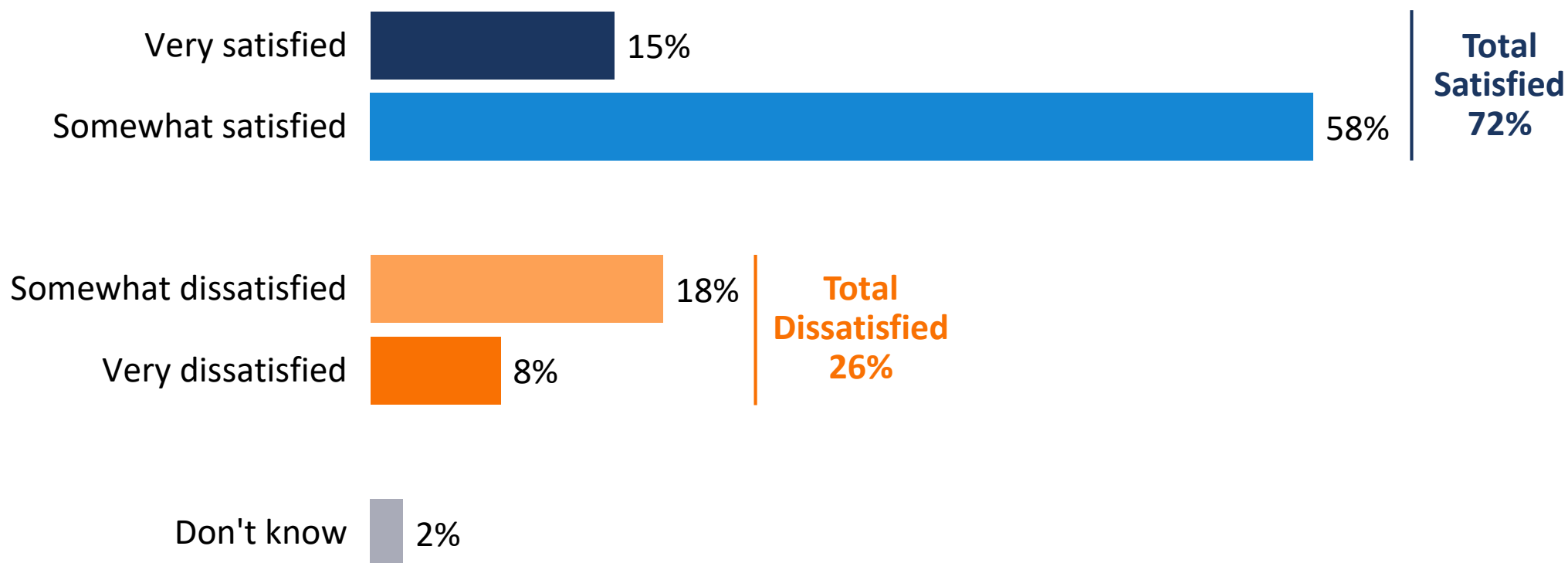
(Open-ended Grouped Responses; Multiple Responses Accepted)





Importance of and Satisfaction With Specific City Services

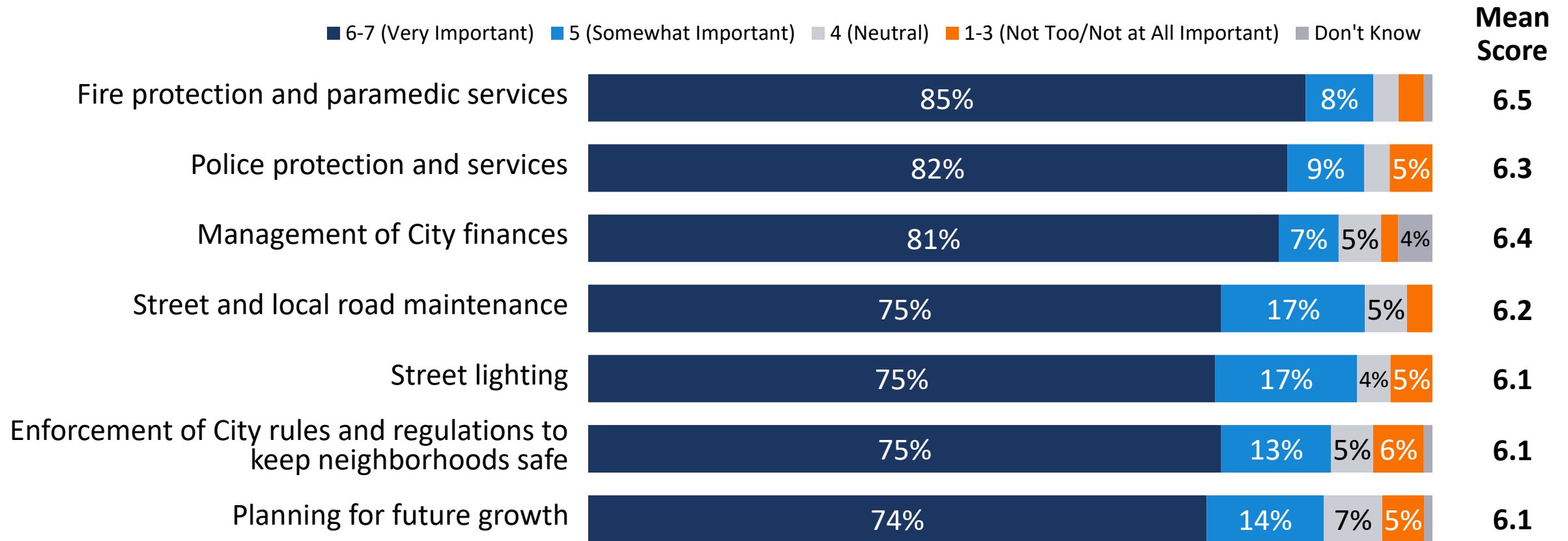
Close to three-quarters are satisfied with the overall job Visalia is doing providing City services.



Police protection and services; management of City finances; fire protection and paramedic services; and street and local road maintenance are among the services rated with high importance by large percentages of residents.

(Ranked by Very Important, Rating “6” and “7”)

■ 6-7 (Very Important) ■ 5 (Somewhat Important) ■ 4 (Neutral) ■ 1-3 (Not Too/Not at All Important) ■ Don't Know

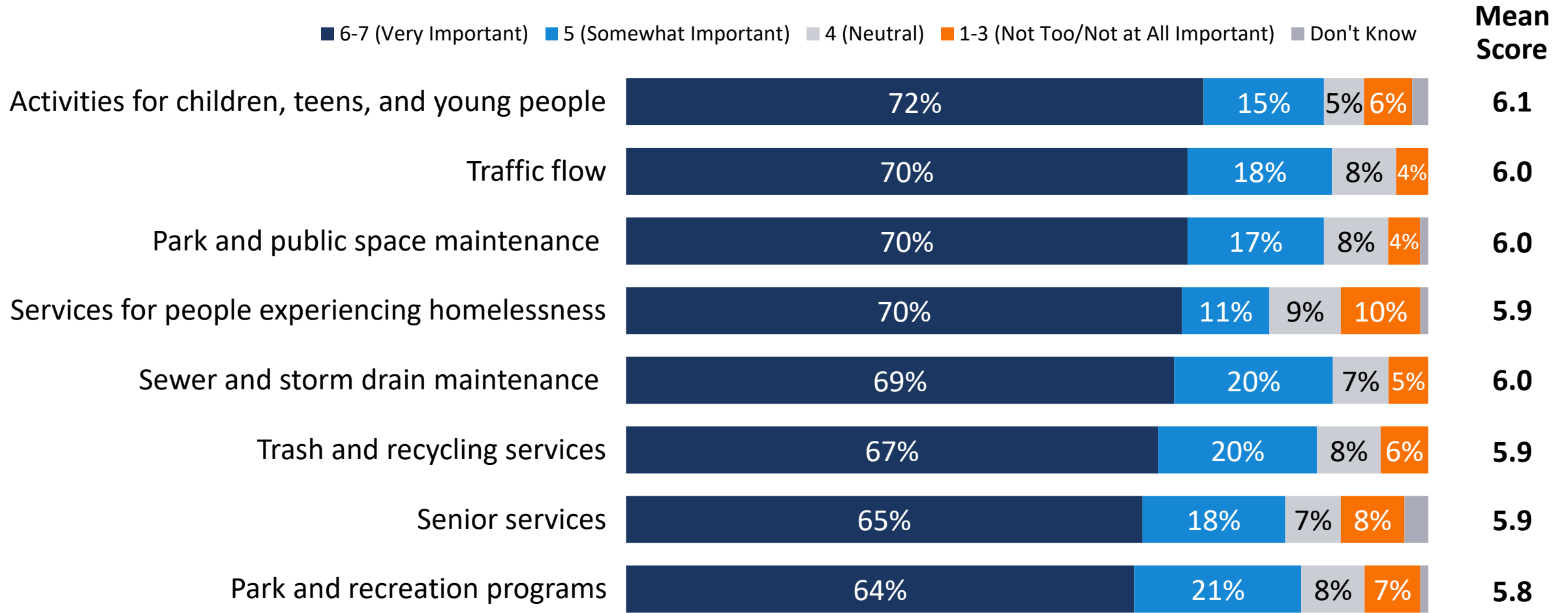


Q. Please consider some services and programs that are provided by the City of Visalia. Please indicate how important it is to you personally that the City of Visalia includes that service or program in the city budget. Using a scale of 1 to 7 where one means it is NOT AT ALL IMPORTANT to you that the City provides that service or program and seven means it is VERY IMPORTANT that the City provides that service or program. You can use any number from 1 to 7.

Continued

(Ranked by Very Important, Rating “6” and “7”)

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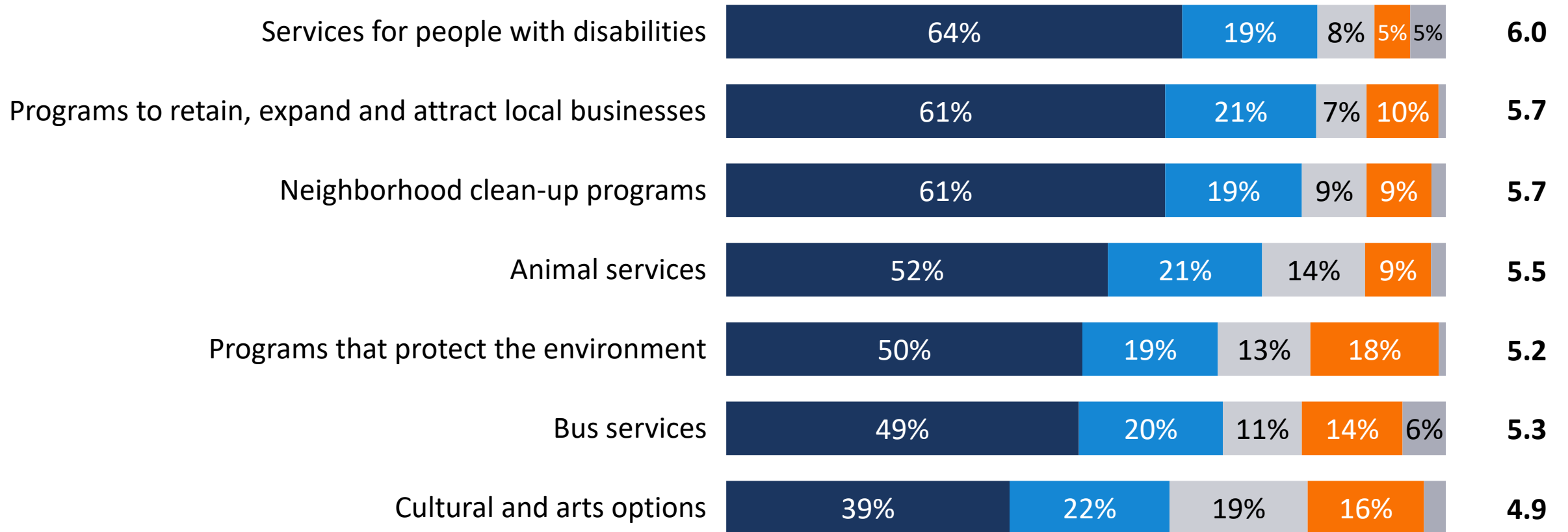
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Continued

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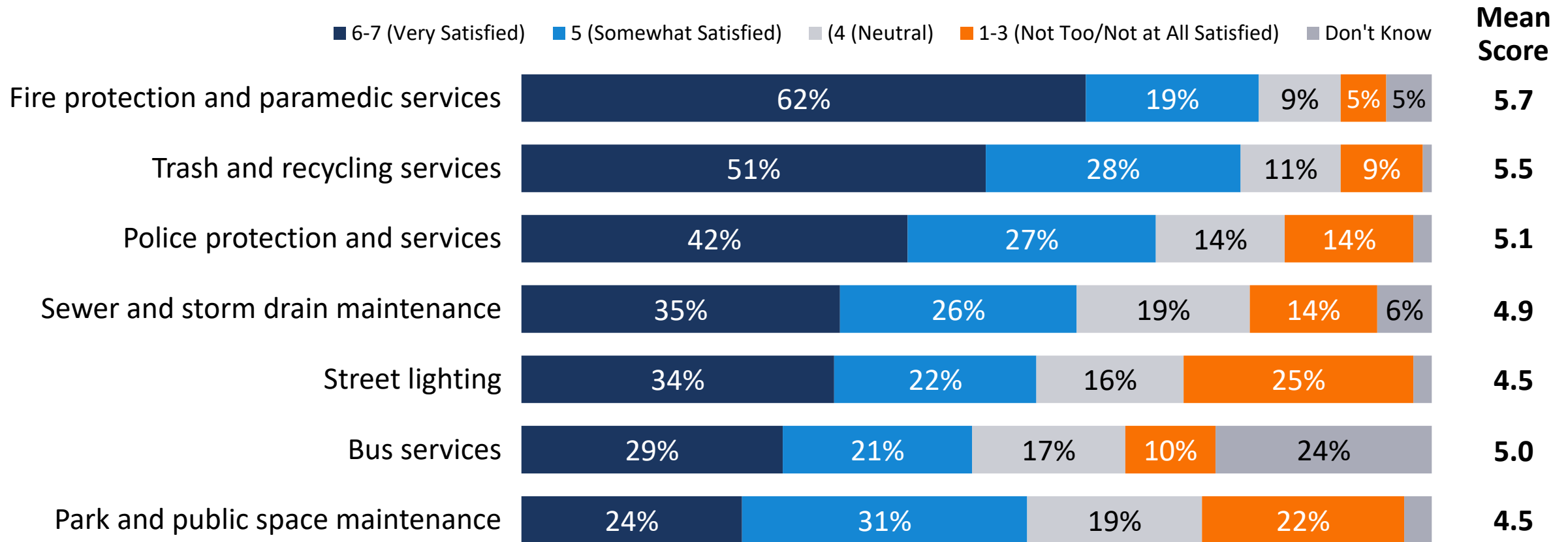
**Mean
Score**



Q. Please consider some services and programs that are provided by the City of Visalia. Please indicate how important it is to you personally that the City of Visalia includes that service or program in the city budget. Using a scale of 1 to 7 where one means it is NOT AT ALL IMPORTANT to you that the City provides that service or program and seven means it is VERY IMPORTANT that the City provides that service or program. You can use any number from 1 to 7.

Fire protection and paramedic services; police protection and trash and recycling services among the services rated with high satisfaction by large percentages of residents.

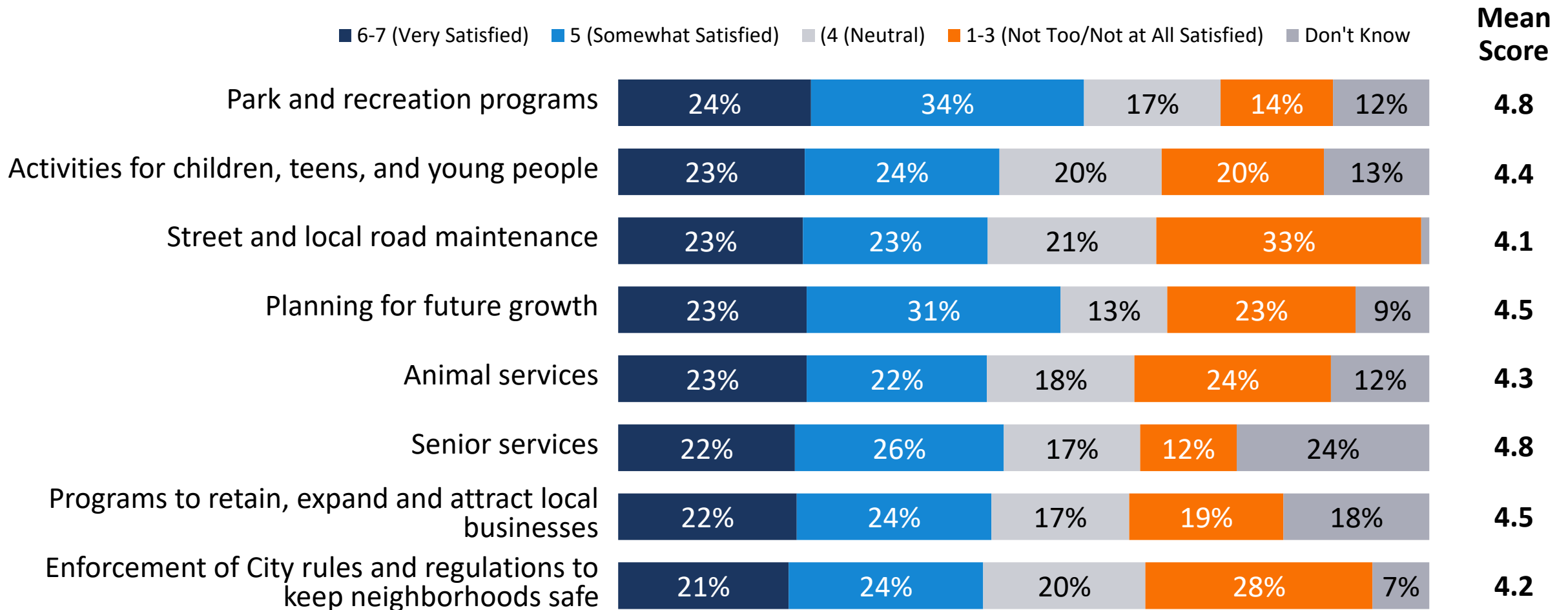
(Ranked by Very Satisfied, Rating "6" and "7")



Q. Please consider the same services and programs that are provided by the City of Visalia. Please indicate how satisfied you are personally with the job Visalia City government is doing in providing that service or program. Using a scale of 1 to 7 where this time one means you are NOT AT ALL SATISFIED with the job the City is doing in providing that service or program and seven means you are VERY SATISFIED with the job the City is doing in providing that service or program. You can use any number from 1 to 7.

Continued

(Ranked by Very Satisfied, Rating “6” and “7”)



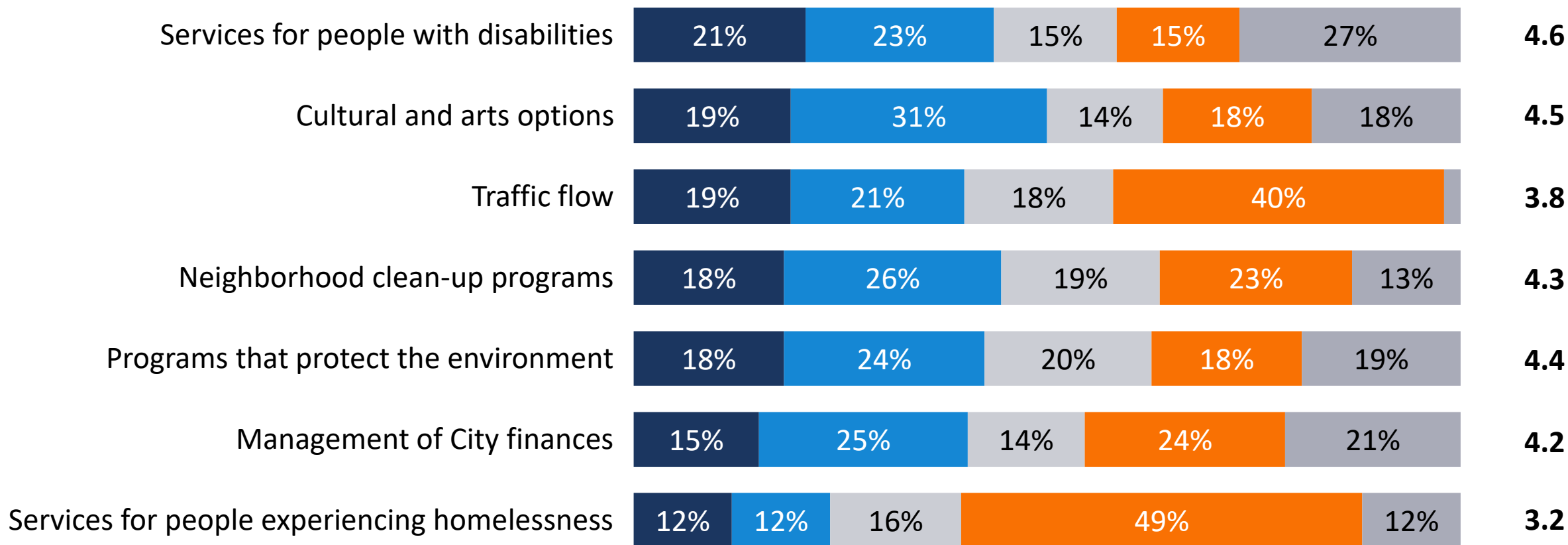
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Continued

(Ranked by Very Satisfied, Rating “6” and “7”)

■ 6-7 (Very Satisfied) ■ 5 (Somewhat Satisfied) ■ (4 (Neutral) ■ 1-3 (Not Too/Not at All Satisfied) ■ Don't Know

**Mean
Score**



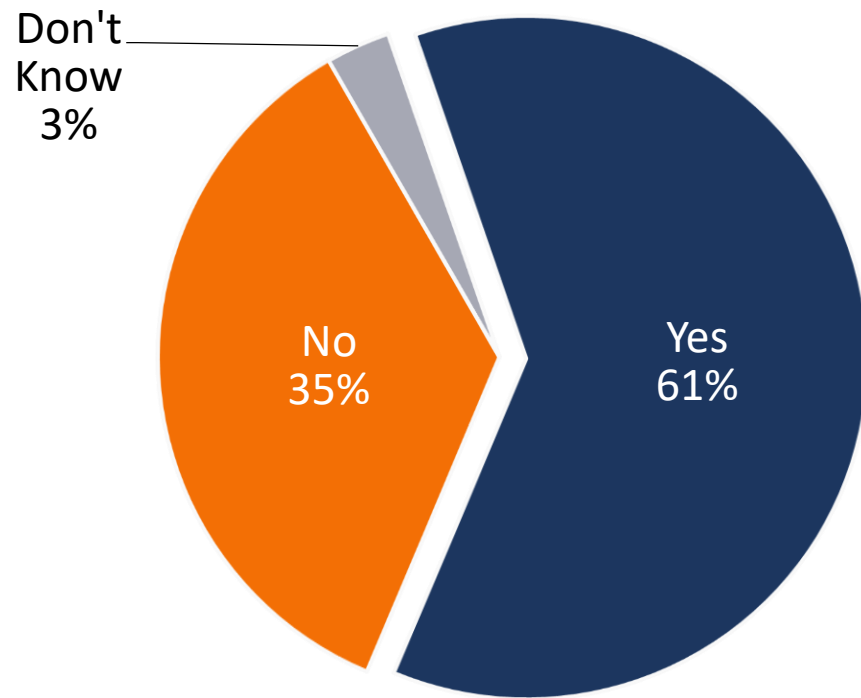
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Direct Customer Satisfaction

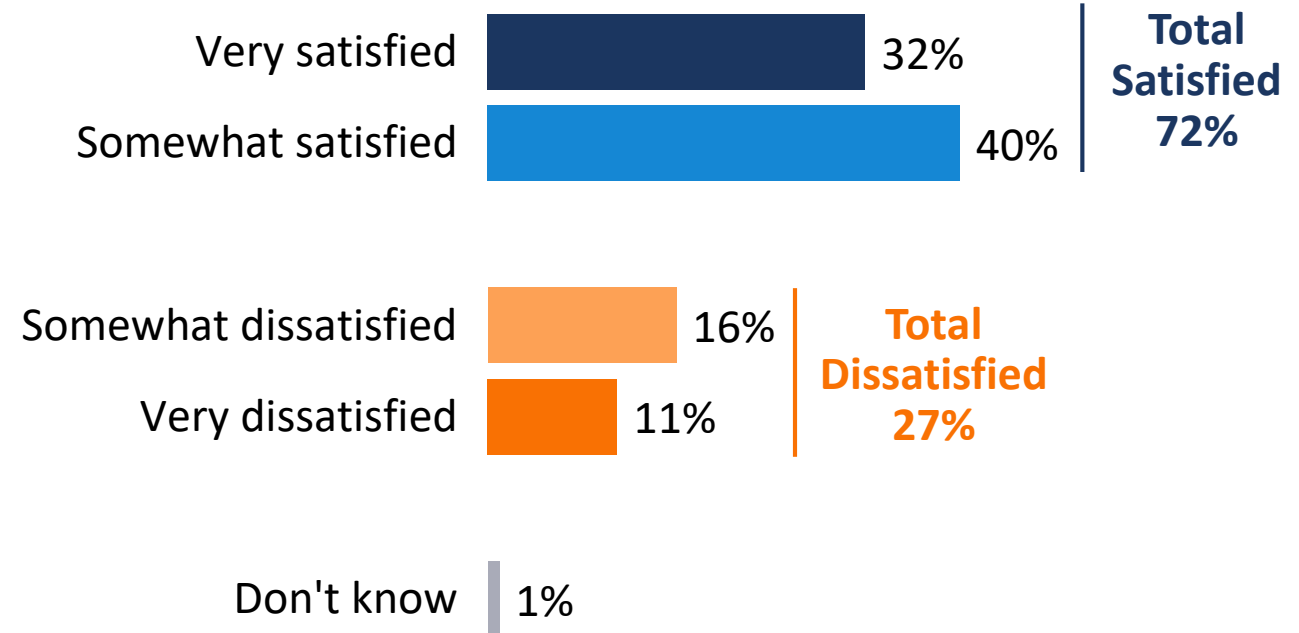
Approximately 6-in-10 reported having had contact with a Visalia department or agency in the last two years, with slightly more than 7-in-10 satisfied with the overall customer service.

**Contact with Visalia Government
in Last 2 Years**



Satisfaction Rating

(Asked if Had Contact with A Visalia Department or Agency, n=341)

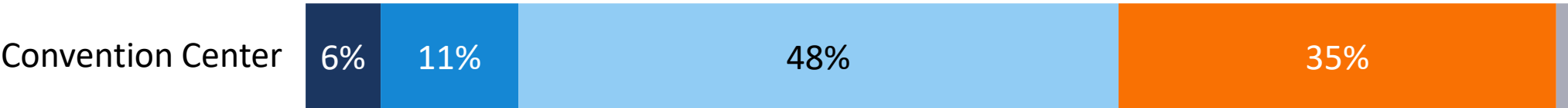




Use of City Facilities

Half frequent City parks 5 or more times a year and a third frequent City trails and/or walking paths 5 or more times a year.

■ 5 or More Times ■ 3 to 4 Times ■ 1 to 2 Times ■ None ■ Don't Know

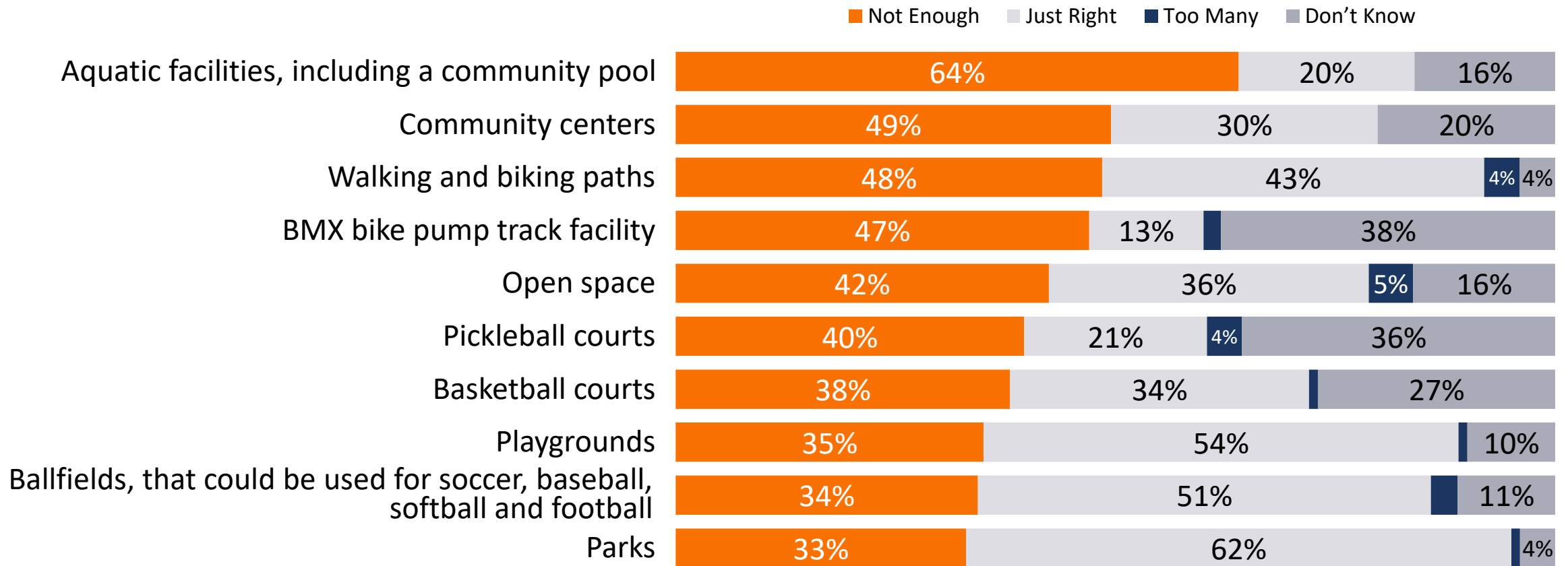




Perceptions of the Recreation and Community Facilities Needs

Close to half or more residents expressed the view that there are not enough aquatic facilities, including a community pool; community centers; walking and biking paths; and BMX bike pump tracks in Visalia.

(Ranked by Not Enough)

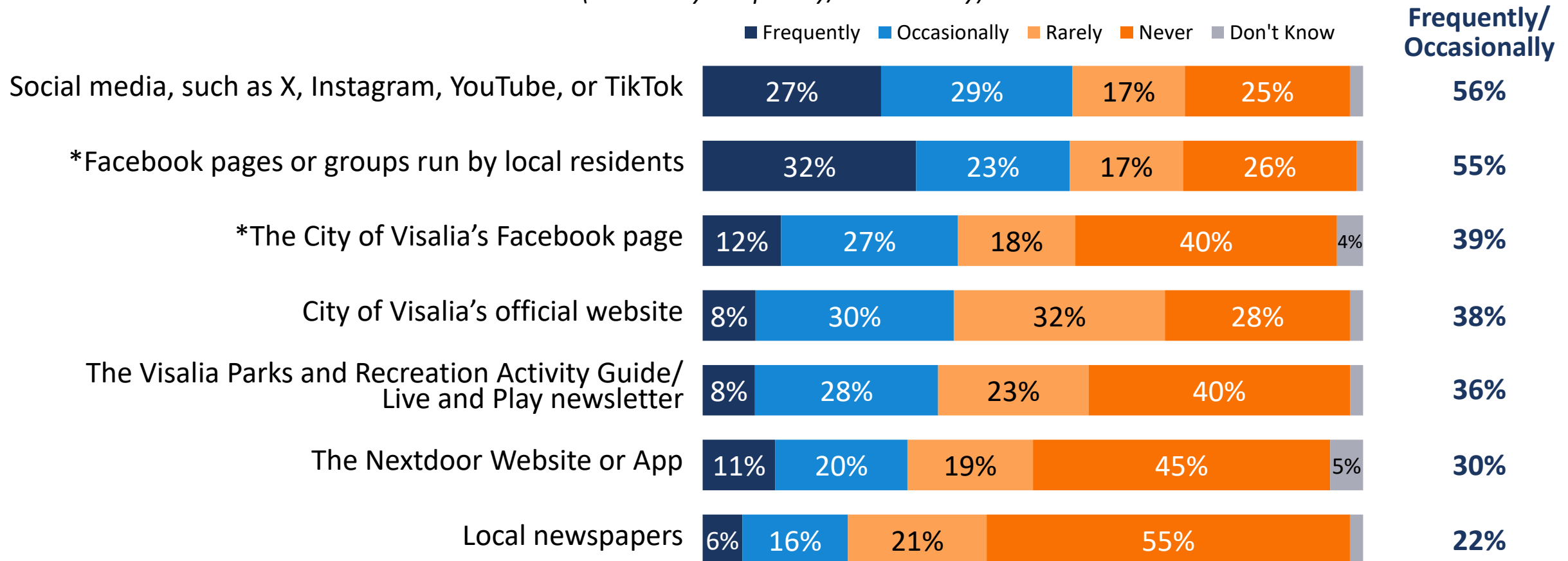




Sources of Information Used about City-related Programs, Events and Issues

Social media and local group Facebook pages are among the most frequently used sources of information about Visalia programs, events and issues.

(Ranked by Frequently/Occasionally)





Conclusions

Conclusions

General Views of the City:

- Slightly more than 9-in-10 have a favorable view of Visalia as a place to live; only 8% are dissatisfied.
- Three-quarters feel safe living in Visalia.



Conclusions; Continued

Serious Issues:

- Homelessness, crime, traffic and unsafe driving, as well as public schools are among the most volunteered top-of-mind concerns.
- When provided with a list of issues, the highest percentages indicate that homelessness; cost of living, most notably the cost of housing; traffic congestion of local streets; gang and juvenile violence; and property crime top the list of extremely or very serious problems.
- More specifically, among public safety issues: unsafe driving/traffic, homelessness and crime are volunteered the most frequently.

After various issues are discussed in the survey, high percentages volunteer they would like the City to address homelessness, improve traffic regulations, repair roads, and lower crime rates.

Conclusions; Continued

City Services:

- Close to three quarters are satisfied with the overall services the City provides.
- Specifically, fire protection/paramedic services, management of City finances, and police protection/services top the list of city services considered to be very important.
- Fire protection/paramedic services, trash and recycling, and police protection/services are the services residents were very satisfied with at the highest percentages.

Contact with Visalia Government:

- Six-in-ten had contact with Visalia Government in the last two years, with close to 75% having reported they were satisfied with that contact.

Conclusions; Continued

Facilities:

- Most residents use City Parks multiple times a year and a slight majority use city trails/walking paths multiple times a year. A majority indicated that they attended events at the Convention Center at least once in the last year.
- A majority of residents perceive there are not enough aquatic facilities, including a community pool; and close to 1-in-2 perceive there are not enough community centers, walking and biking paths, and BMX bike pump track facilities.

Sources of Information:

- Social media, particularly Facebook, are the most frequently/occasionally used City-related sources of information.



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