



City of Lodi, California
General Fund Survey

February – March, 2004

Exhibit "B" - Utilities Customers



Summary Report Utility Customers

City of Lodi General Fund Survey Prepared for: City of Lodi

Report Date: April 19, 2004

Note: Total responses per question vary because not all participants answered each question. Answers are ranked by highest to lowest % response.

10% hotel/motel tax (Up from current 6%)	Responses	%
5	631	51 %
4	182	15 %
3	156	13 %
2	71	6 %
1	160	13 %
Not sure	39	3 %
Grand Total	1239	100 %

1/4 cent sales tax increase	Responses	%
5	437	35 %
4	168	14 %
3	172	14 %
2	86	7 %
1	332	27 %
Not sure	40	3 %
Grand Total	1235	100 %

To what extent do you approve of 'big box', large-scale retailers entering Lodi?	Responses	%
Strongly approve	374	30 %
Somewhat approve	171	14 %
I'm neutral about it	169	14 %
Somewhat disapprove	145	12 %
Strongly disapprove	384	31 %
Grand Total	1243	100 %

Should the City allocate funds to update its 10-yr. old Lodi Lake master plan, to address current and future needs?	Responses	%
Definitely!	190	15 %
Probably	329	27 %
I'm neutral about it	312	25 %
Probably not	286	23 %
Definitely not!	118	10 %
Grand Total	1235	100 %

Should the City continue to partially fund non-profits that promote community and economic development?	Responses	%
Definitely!	189	15 %
Probably	361	29 %
I'm neutral about it	289	23 %
Probably not	237	19 %
Definitely not!	159	13 %
Grand Total	1235	100 %

If the City offered on-line utility billing, payments, and usage history, how often would you use it?	Responses	%
Always	198	16 %
Often	149	12 %
Occasionally	150	12 %
Rarely	208	17 %
Never	527	43 %
Grand Total	1232	100 %

To what extent do you approve of Lodi Lake as an 'active' park?	Responses	%
Strongly approve	349	28 %
Somewhat approve	319	26 %
I'm neutral about it	228	18 %
Somewhat disapprove	197	16 %
Strongly disapprove	149	12 %
Grand Total	1242	100 %



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City of Lodi

Are there school-age children in your household?	Responses	%
None	890	72 %
One	147	12 %
Two	136	11 %
Three	43	3 %
Four	13	1 %
More than four	2	0 %
Grand Total	1231	100 %

How long have you lived in Lodi?	Responses	%
0 - 2 years	79	6 %
3 - 5 years	122	10 %
6 - 10 years	118	9 %
11 - 15 years	109	9 %
16 - 20 years	123	10 %
More than 20 years	697	56 %
Grand Total	1248	100 %

Do you own or rent your residence?	Responses	%
I own my residence	1032	83 %
I rent my residence	191	15 %
Other	25	2 %
Grand Total	1248	100 %

Zip Code	Responses	%
95240	732	59 %
95242	490	40 %
95241	12	1 %
Grand Total	1234	100 %

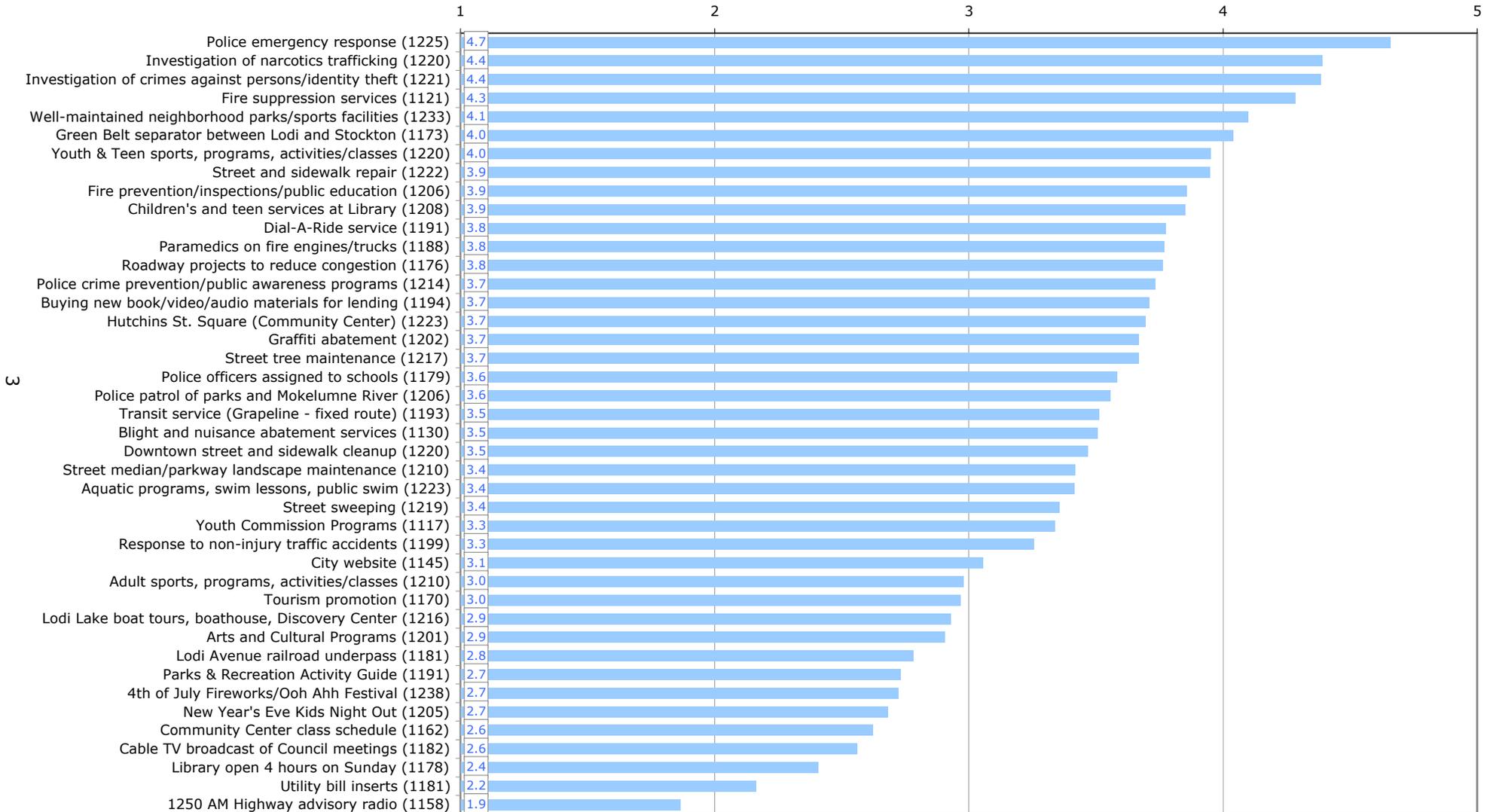
In which age bracket are you?	Responses	%
18 - 24	21	2 %
25 - 34	96	8 %
35 - 49	316	25 %
50 - 65	381	31 %
66 - 75	242	19 %
Over 75	190	15 %
Grand Total	1246	100 %



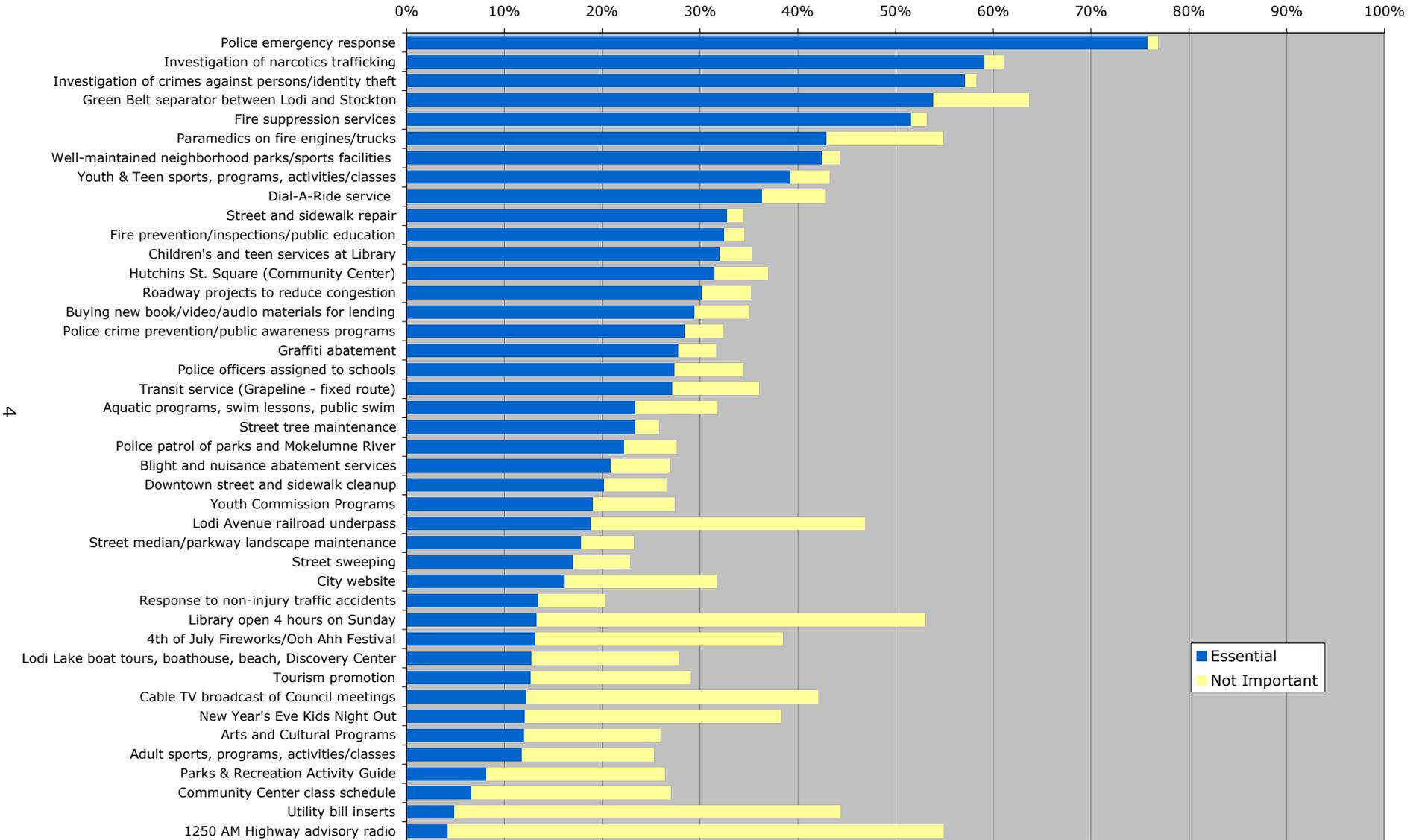
City of Lodi - General Fund Survey

Ranking of Services

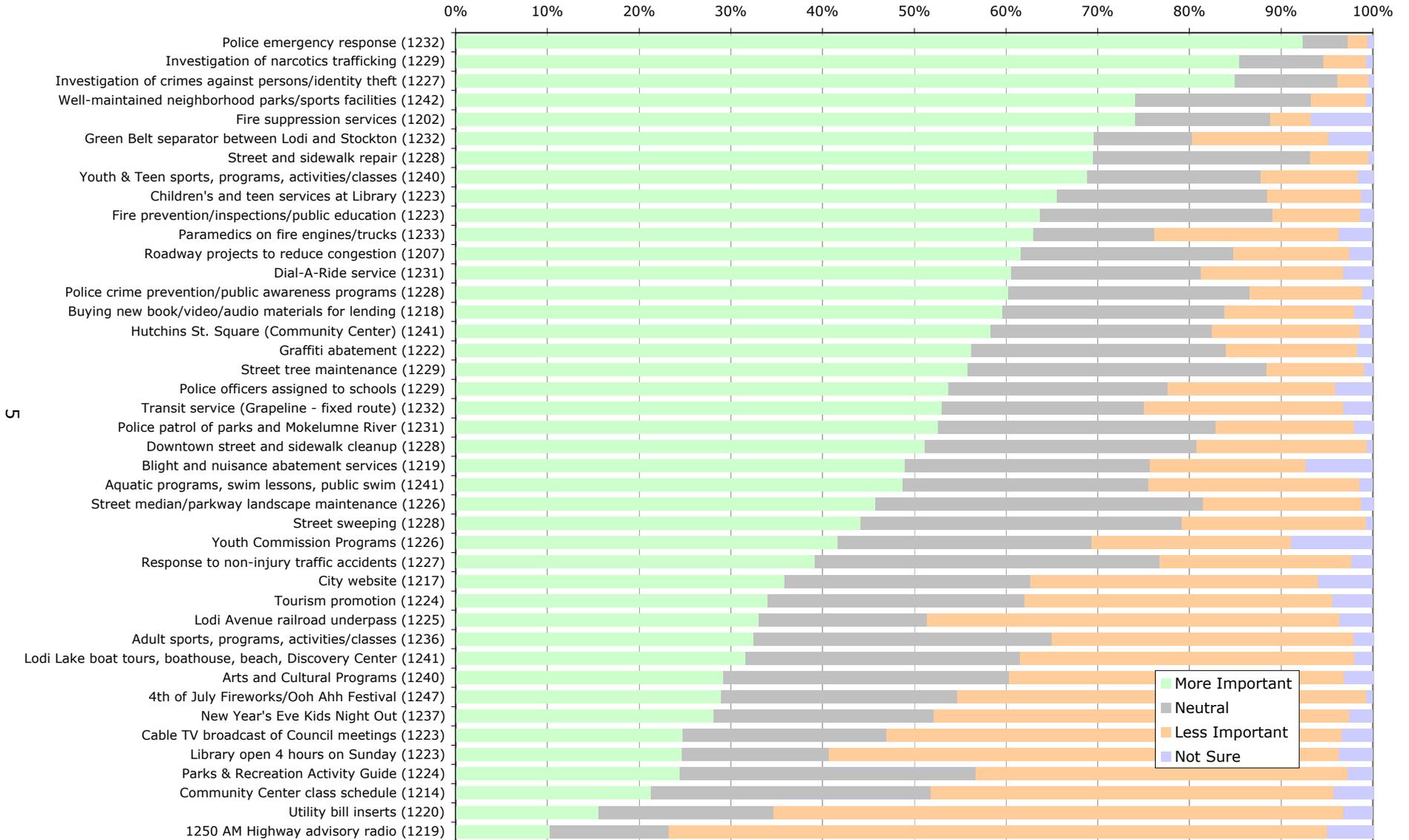
Utility Customers



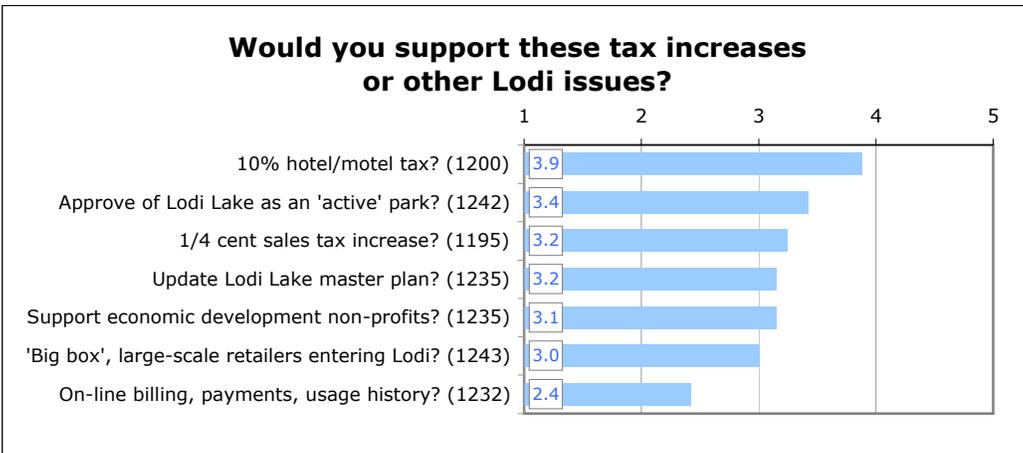
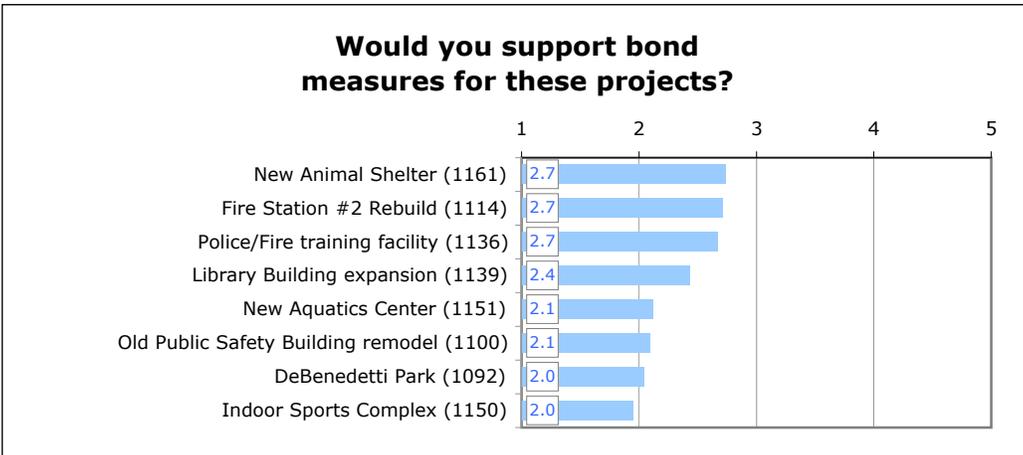
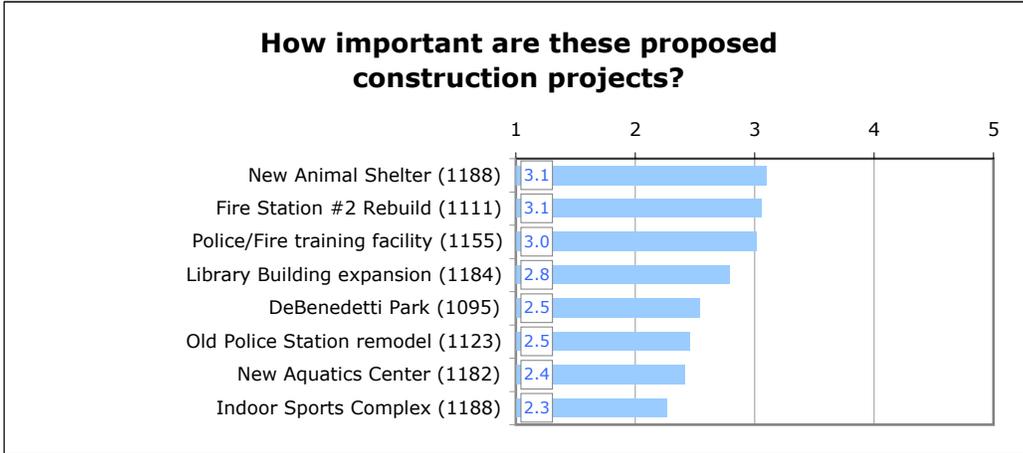
City of Lodi - General Fund Survey Essential vs. Not Important Utility Customers



City of Lodi - General Fund Survey Score Composition of Services Utility Customers



City of Lodi - General Fund Survey Ranking of Projects, Taxes, other Issues Utility Customers



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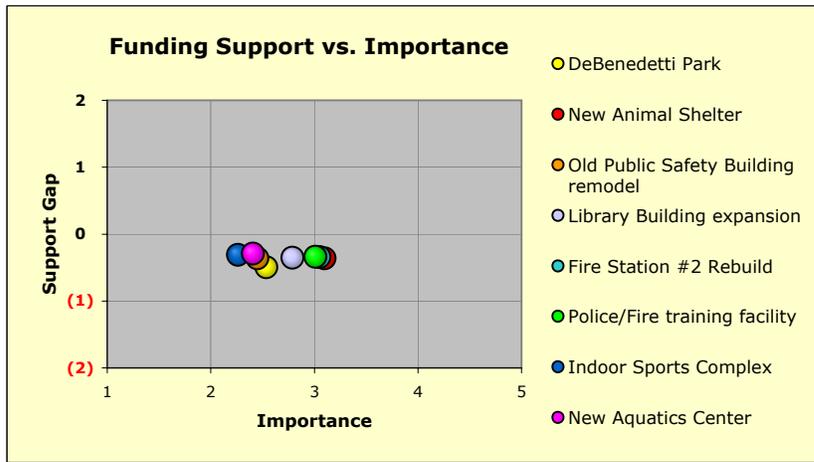
**Utility Customers
Proposed Construction Projects
Importance vs. Funding Support**

***How important are these proposed construction projects?
...Would you support bond measures for these projects?***

	Support*	Importance*	Support Gap**
DeBenedetti Park	2.0	2.5	(0.5)
New Animal Shelter	2.7	3.1	(0.4)
Old Public Safety Building remodel	2.1	2.5	(0.4)
Library Building expansion	2.4	2.8	(0.4)
Fire Station #2 Rebuild	2.7	3.1	(0.3)
Police/Fire training facility	2.7	3.0	(0.3)
Indoor Sports Complex	2.0	2.3	(0.3)
New Aquatics Center	2.1	2.4	(0.3)

* Average scores are based on a rating scale of 1 (Not Important/Not Supportive) to 5 (Very Important/Very Supportive).

** Support gap is calculated by subtracting Importance from Support



The Support "Gap" is the average "support" score minus the average importance score for each proposed project. It is generally seen as a measure of the degree to which support for funding the projects with bond measures meets, exceeds, or falls short of the importance of the project.