



Customer Expectations

City Commission Retreat April 13, 2011

Citizen Satisfaction Survey | METHODOLOGY

- Random sample of 1500 residents drawn from electric utility records
- Utilized www.random.org, a well-respected utility used internationally by many universities and researchers to generate true random numbers
- Conducted using two mailings in December 2010 and January 2011
- Valid response from 348 residents, providing a conventional margin of error of +/- 5 percent in the raw data and an ACSI margin of error of +/- 2.2 percent

DEMOGRAPHIC SNAPSHOT

Largest number of respondents

65 or older = 45.7%

White = 82.4%

Homeowner = 75.6%

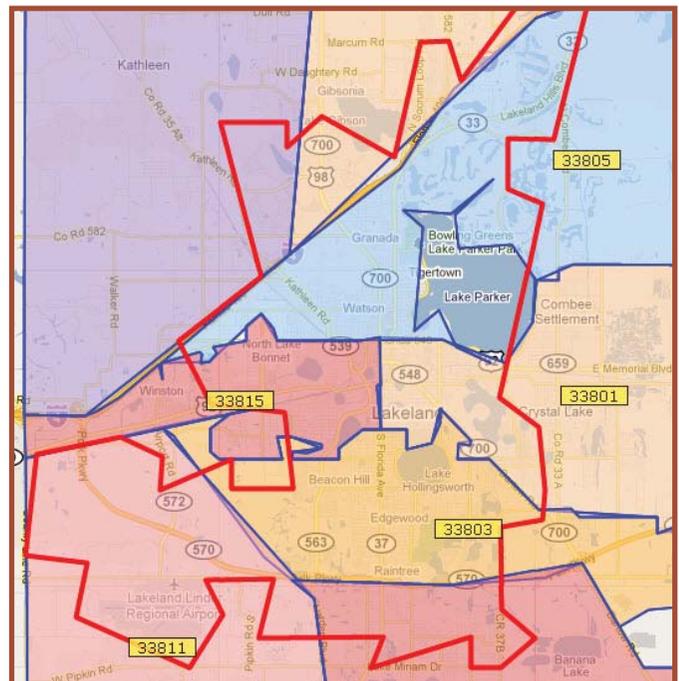
Married = 56.4%

Established resident = 67.7%

Empty nester = 69.7%

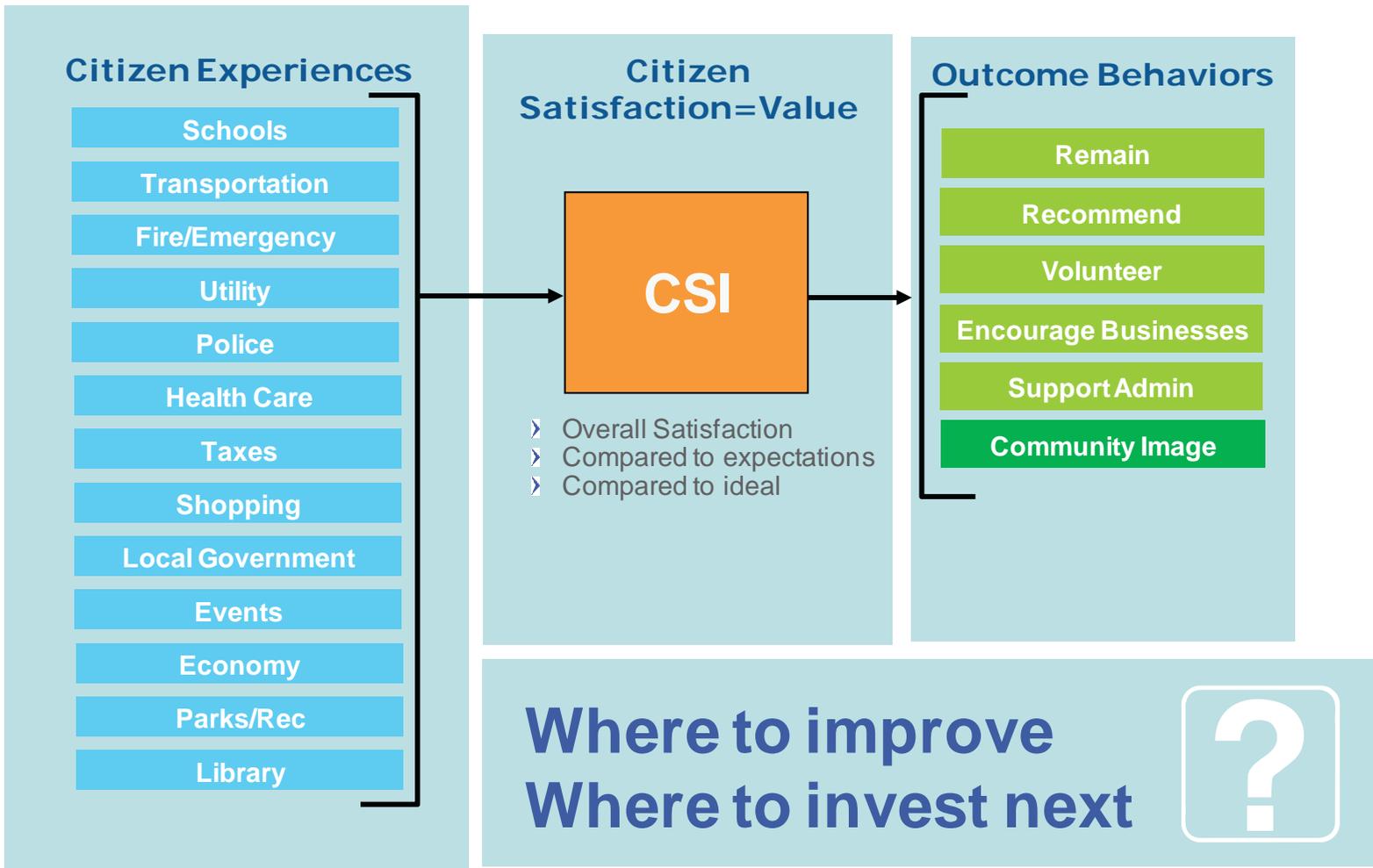
SATISFACTION & BEHAVIOR DRIVERS

- Diversity
- Public Schools
- Economic Health
- Transportation
- Local Government Management



LAKELAND ZIP CODES

33801 = 36	33810 = 39
33803 = 103	33811 = 10
33805 = 45	33813 = 51
33809 = 29	33815 = 34



**Lakeland ranked higher than Florida overall,
South overall & National overall**

**Overall Satisfaction
Community Image
As a place to live
Remain in the Community**



COMMUNITY IMAGE

- Enjoyable for children
- Enjoyable for young adults
- Enjoyable for seniors
- Great place to live
- Great place for doing business
- Responsible growth
- Safe place to bike & walk
- Perfect community

Reported | CONCERNS

- Safe place to walk at night
- Safe place to live

Very Unhappy Demographic
consistently scored services low across the board

BEHAVIOR DRIVERS

- Public Schools
- Transportation
- Police Department
- Property Taxes
- Local Government Management
- Economic Health

35-44 year olds
11% Respondents

NEXT STEPS

Next steps include additional research especially with the 35-44 demographic. This could be done through focus groups to find out why this age group is so dissatisfied. There is speculation that this demographic is the hardest hit by underemployment, unemployment, falling home values and we know they have school age children so they hear stories of bullying, fights and gangs. We also know from the survey that there are some perceptions that we need to change and this can be done through communication. We are already doing much more now in the form of communicating with the use of television, radio, internet and social media but there are other tools that we can implement. For example, our respondents told us they would like to see a City newsletter so we will explore some possibilities.

Satisfied Demographic

- Public safety
- Utility services
- Health care

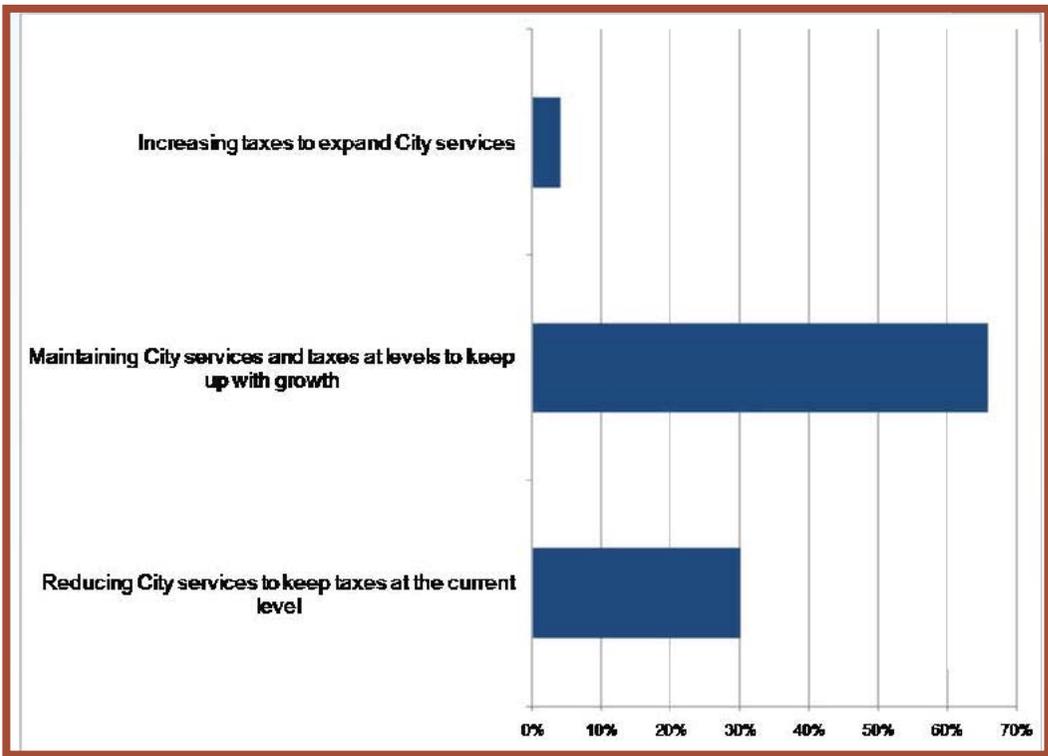
65+
45.8% of respondents

Top 5 Issues

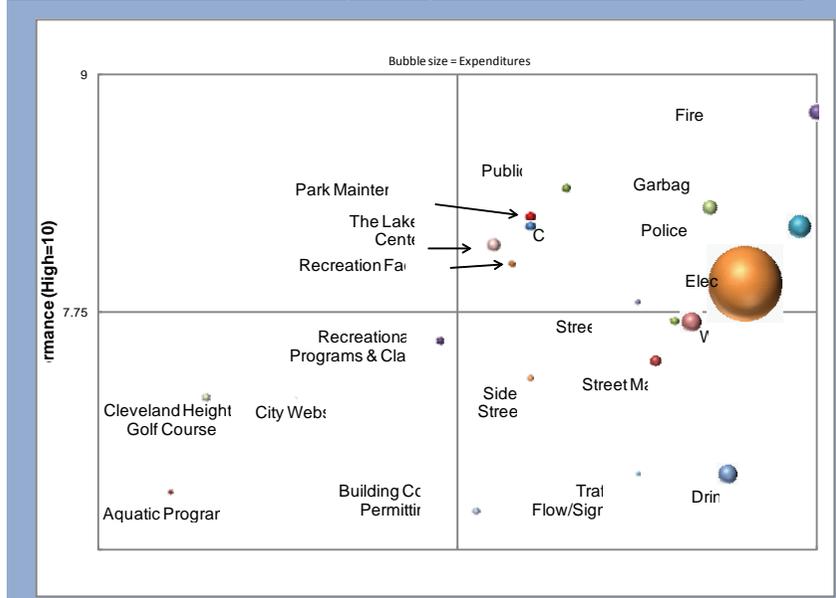
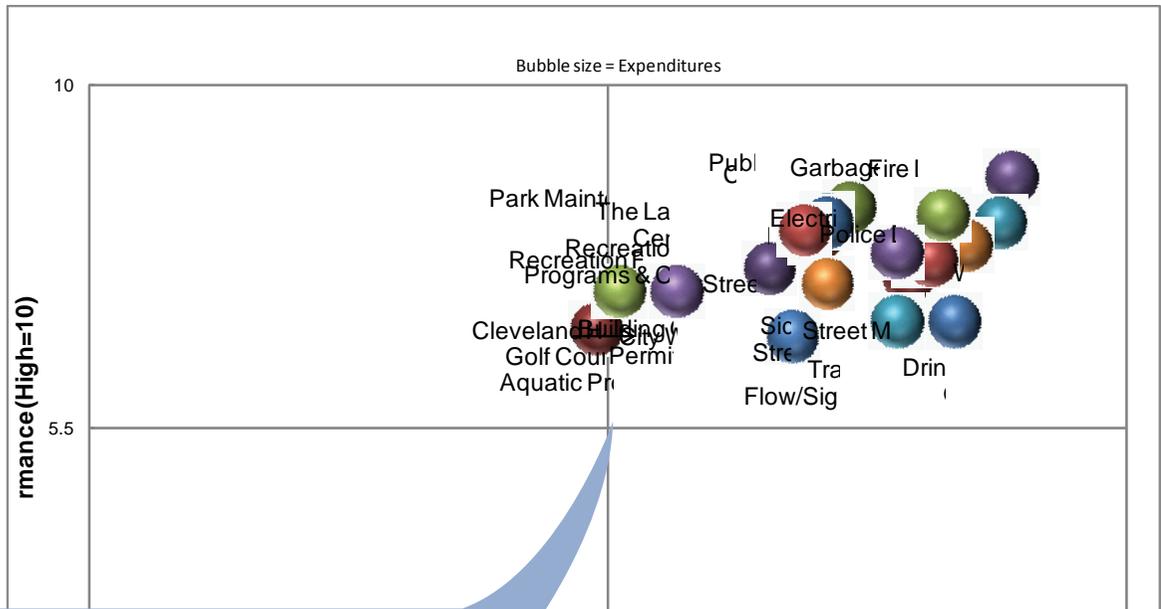
- Jobs/Unemployment
- Crime/Safety/Drugs/Gangs
- Utilities (bills/rates)
- Police/Fire
- Education/Schools

Top 5 Likes

- Clean/Attractive/Beauty/Well-Maintained
- "Small Town"/Hometown/Size
- Location
- Restaurants/Shopping/Stores
- Parks/Recreation



70% of respondents want the City to at least have tax levels keep up with growth



Services and Programs Rated by Satisfaction and Importance All performed well