CITY OF CUPERTINO: 2008 Community Survey
Topline Report
October 2008

The City of Cupertino commissioned Godbe Research to conduct a survey of voters in the city to learn their overall perceptions of living in the city and to gauge their satisfaction with the City's performance in providing services and programs to its residents. The survey also focused on gathering voter feedback on other resident issues in the city such as neighborhood and sense of community, commuting behavior, dog park, sustainability, economic development and housing, crime, ethnic diversity, library hours, and information sources.

SURVEY METHODOLOGY

The respondents for this study were selected using a sample of registered voters in the City of Cupertino. Overall, 400 respondents in the city completed the survey, representing a total universe of approximately 37,083 adult residents. The study parameters resulted in a margin of error of plus or minus 4.9 percent. Interviews were conducted from September 18 through September 22, 2008, and the average interview length was approximately 20 minutes.

Once collected, the sample of respondents was compared with the adult population in the City of Cupertino according to the 2007 Population Estimates to examine possible differences between the demographics of the sample of respondents and the actual universe of residents. The data were weighted to correct these differences, and the results presented are representative of the adult resident characteristics of the City of Cupertino in terms of gender, age, and ethnicity.

QUESTIONNAIRE METHODOLOGY

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 5, 7, 8 and 9 were randomized to avoid such position bias.

Questions 3, 10, 26, 30, and H allowed the respondents surveyed to mention multiple responses. For this reason, the response percentages may sum to more than 100, and these represent the percent of the respondents that mentioned a particular response, rather than the percent of total responses.

MEAN SCORES AND ROUNDING

In addition to the percentage breakdown of responses to each question, results for the questions relating to the satisfaction with city services (Q5), agreement with statements (Q7), and satisfaction with neighborhood programs (Q9) include a mean score. For example, to derive respondents' overall satisfaction with a City service or program (Q5), a number value is first assigned to each response category (in this case, "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2). The individual answer of each respondent is then assigned the corresponding number – from +2 to -2 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall importance. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any question.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

Overall Perceptions of Living in Cupertino

I would like to get your overall opinion of living in the City of Cupertino.

1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? [GET ANSWER AND THEN ASK]: Would that be very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

Very Satisfied	57%
Somewhat Satisfied	36%
Somewhat Dissatisfied	4%
Very Dissatisfied	1%
DK/NA	2%

2. What is the primary reason you choose to live in Cupertino? [DO NOT READ LIST. RECORD ONE RESPONSE ONLY]

School system	45%
Friends/family here	10%
Affordable housing	8%
Job	8%
Location	5%
Enjoy/like the City	5%
Grew up here	4%
Small town atmosphere	3%
Quality of life	3%
Safety/low crime	2%
Retirement	1%
Weather	1%
Other	4%
DK/NA	0%

3. What are the two most important issues facing Cupertino? [DO NOT READ LIST. RECORD TWO RESPONSES]

Controlling growth	29%
Affordable housing	22%
Traffic	15%
Education	14%
City's economic health	9%
Crime	5%
Quality of life	5%
Preserving small town atmosphere	4%
Race relations	3%
Taxes	3%
No downtown/Downtown development	2%
Overpopulation	2%
Protection of open space	2%
Neighborhood preservation	2%
Overcrowded schools	1%
Cement plant issues	1%
Cost of living	1%
Inconvenient library hours	1%
Longer hours for entertainment	1%
Schools and general funding	1%
Roads and streets	1%
Nothing	2%
Other	11%
DK/NA	14%

Satisfaction with City Services

4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? [GET ANSWER AND THEN ASK]: Is that very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

Very Satisfied	35%
Somewhat Satisfied	53%
Somewhat Dissatisfied	4%
Very Dissatisfied	3%
DK/NA	5%

Now, I'm going to read a list of services provided by the City of Cupertino:

5. For each one, please tell me whether you are satisfied or dissatisfied with the job the City of Cupertino is doing to provide the service.

   Here's the [first/next] one: _____. Are you satisfied or dissatisfied with the city's performance in this area? [AFTER GETTING ANSWER, ASK:] Would that be very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
5A. Police services	1.3	48%	32%	6%	2%	12%
5B. City recreation services	1.3	38%	37%	5%	1%	19%
5C. Park and picnic area availability	1.4	43%	37%	4%	1%	15%
5D. Quinlan community center facilities	1.5	37%	27%	1%	1%	33%
5E. Garbage collection	1.5	61%	32%	3%	2%	2%
5F. Recycling program	1.5	59%	32%	5%	1%	3%
5G. Library services	1.6	64%	26%	3%	1%	6%
5H. Street pavement maintenance	1.0	37%	44%	9%	8%	2%
5I. Street sweeping services	1.2	45%	40%	4%	5%	6%
5J. Park and picnic area maintenance	1.5	52%	34%	3%	2%	10%
5K. Traffic safety	0.9	34%	47%	8%	8%	2%
5L. Street tree maintenance	1.1	38%	42%	7%	5%	8%
5M. Economic development efforts	0.6	15%	41%	14%	6%	24%
5N. Sidewalk maintenance	1.0	36%	44%	9%	6%	6%
5O. Median strip landscape maintenance	1.2	38%	41%	6%	3%	12%
5P. Youth sports fields	1.3	31%	30%	4%	1%	33%
5Q. Senior citizen programs	1.4	22%	21%	1%	1%	55%
5R. Neighborhood programs	1.0	22%	30%	7%	3%	38%
5S. Managing land use	0.1	12%	31%	20%	12%	26%

Mean Score Computation: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Neighborhood and Sense of Community

6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong sense of community, a somewhat strong sense of community, a somewhat weak sense of community, a very weak sense of community, or no sense of community at all?

Very Strong	15%
Somewhat Strong	46%
Somewhat Weak	25%
Very Weak	7%
None at all	5%
DK/NA	2%

7. Please tell me whether you agree or disagree with each of the following statements about the Cupertino community.

Here's the [first/next] one: _____. [READ ITEM AND ASK:] Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement?

	Mean Score	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	DK/NA
7A. I can recognize most of the people who live in my community	0.2	21%	31%	6%	23%	17%	2%
7B. Very few of my neighbors know me	0.1	22%	29%	2%	25%	22%	0%
7C. I have almost no influence over what this community is like	0.4	29%	26%	7%	25%	11%	2%
7D. My neighbors and I want the same things from this community	0.8	25%	41%	10%	10%	4%	10%
7E. If there is a problem in this community, people who live here can get it solved	0.7	22%	38%	11%	13%	5%	11%
7F. It is very important for me to feel a sense of community with other residents	1.2	41%	43%	6%	8%	1%	1%

Mean Score Computation: "Strongly Agree" = +2, "Somewhat Agree" = +1, "Neither Agree nor Disagree" = 0, "Somewhat Disagree" = -1, and "Strongly Disagree" = -2.

8. Next, I would like to ask you about some neighborhood programs. For each of the program, please tell me if you are aware that it is offered in your neighborhood.

   Here is the [first/next] one: _____. Are you aware that this program is offered in your neighborhood? [FOR 8A THROUGH 8E, IF ANSWER IS YES, IMMEDIATELY FOLLOW UP WITH Q9. IF ALL ANSWERS TO Q8 = 2 "NO" OR 99 "DK/NA," SKIP TO Q10]

	Yes	No	DK/NA
8A. Neighborhood watch	61%	33%	6%
8B. Neighborhood block parties	44%	52%	4%
8C. Earthquake preparedness	47%	49%	4%
8D. Electronic community alert program	15%	79%	6%
8E. Block leader program	24%	70%	6%

9. Are you satisfied or dissatisfied with this program? [GET ANSWER, THEN ASK] Would that be very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

	Sample Size	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
9A. Neighborhood watch	245	1.0	29%	38%	8%	3%	22%
9B. Neighborhood block parties	178	1.1	33%	32%	9%	2%	24%
9C. Earthquake preparedness	188	1.3	40%	39%	5%	3%	14%
9D. Electronic community alert program	59	1.2	31%	37%	1%	4%	26%
9E. Block leader program	97	1.2	39%	37%	8%	2%	13%

Mean Score Computation: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Commuting Behavior

10. Do you walk or bike to work or school? [MULTIPLE RESPONSE OK, PROMPT FOR WORK OR SCHOOL AND BIKE OR WALK]

Yes, walk to work	6%
Yes, bike to work	7%
Yes, walk to school	6%
Yes, bike to school	4%
No	68%
Currently unemployed/ retired	13%
DK/NA	0%

11. In a typical month, how many days do you walk or bike to work or school [MULTIPLE RESPONSE PROMPT BASED ON ANSWER TO Q10]?

	Sample Size	**5 times or less**	**6 to 10 times**	**11 to 20 times**	**21 to 30 times**
11A. Walk to work	23	43%	10%	23%	24%
11B. Bike to work	26	50%	31%	17%	2%
11C. Walk to school	26	17%	18%	51%	15%
11D. Bike to school	15	48%	11%	20%	22%

Note: Due to the small sample size, Godbe Research cautions against generalizing these results to the overall adult population in the City of Cupertino.

12. One proposal for improving the City of Cupertino is to establish a network of paths and roads for people who are walking, biking, or roller-blading. Do you support or oppose this proposal? [GET ANSWER, THEN ASK]: Would that be strongly [support/oppose] or somewhat [support/oppose]?

	All Residents	**Voters**
Strongly Support	61%	61%
Somewhat Support	24%	24%
Somewhat Oppose	4%	4%
Strongly Oppose	5%	5%
DK/NA	7%	7%

Dog Park

13. The City of Cupertino is considering to build a new dog park, which is estimated to cost the City about $250,000 dollars. Do you support or oppose the construction of this dog park? [GET ANSWER, THEN ASK]: Would that be strongly [support/oppose] or somewhat [support/oppose]?

	All Residents	Voters
Strongly Support	23%	26%
Somewhat Support	19%	22%
Somewhat Oppose	14%	13%
Strongly Oppose	29%	26%
DK/NA	15%	13%

14. In place of a new dog park, the City would consider to have designated areas in existing City parks for off-leash dogs during certain hours and days each week. Do you support or oppose having such areas in existing City parks? [GET ANSWER, THEN ASK]: Would that be strongly [support/oppose] or somewhat [support/oppose]?

	All Residents	Voters
Strongly Support	30%	32%
Somewhat Support	31%	29%
Somewhat Oppose	9%	10%
Strongly Oppose	24%	23%
DK/NA	6%	5%

Sustainability

15. Does your household currently have a photovoltaic or PV solar system?

Yes	4%
No	87%
DK/NA	8%

16. Now, I'm going to read you the opinions of two Cupertino residents – Smith and Jones. Please tell me which one sounds most like your own opinion.

    Smith thinks that ensuring unobstructed cell phone coverage in the city is extremely important to the Cupertino residents, even if it means installing a cell phone tower within the city.

    Jones, on the other hand, thinks that it is important to preserve the aesthetic looks of Cupertino by not letting cell phone towers being installed within the city, even if it means lower or inconsistent cell phone coverage.

    Is your opinion most like that of Smith or Jones?

Smith	56%
Jones	33%
Neither	6%
DK/NA	6%

Economic Development and Housing

17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? Would that be very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

Very Satisfied	35%
Somewhat Satisfied	30%
Somewhat Dissatisfied	16%
Very Dissatisfied	16%
DK/NA	3%

18. The Crossroads District in Cupertino along Stevens Creek Boulevard between Stelling Road and De Anza Boulevard has historically been an important central shopping district for the City. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? [GET ANSWER, THEN ASK]: Would that be strongly [support/oppose] or somewhat [support/oppose]?

	All Residents	Voters
Strongly Support	53%	52%
Somewhat Support	24%	25%
Somewhat Oppose	7%	7%
Strongly Oppose	12%	11%
DK/NA	4%	4%

19. In your opinion, how important are economic development efforts for business vitality in the City of Cupertino? Would you say they are extremely important, very important, somewhat important or not at all important?

Extremely Important	26%
Very Important	35%
Somewhat Important	30%
Not at all Important	6%
DK/NA	2%

20. Some people believe that new workforce housing should be built near job locations in Cupertino to shorten workers' commutes, allow for alternative modes of commuting, reduce greenhouse gas emissions and allow workers more time with their families. Others believe that any new development will just increase overcrowding in the city and traffic on Cupertino city streets.

Given this information, and assuming that school impacts can be addressed, would you support or oppose building new workforce housing, such as condominiums, town homes, and apartments in areas along Stevens Creek Boulevard from Stelling Road to Wolfe Road in proportion to job growth to support Cupertino's major corporate tenants? [GET ANSWER, THEN ASK:] Would that be strongly [support/oppose] or somewhat [support/oppose]?

	All Residents	Voters
Strongly Support	17%	18%
Somewhat Support	17%	18%
Somewhat Oppose	15%	14%
Strongly Oppose	46%	44%
DK/NA	5%	6%

Crime

21. In general, do you feel crime in the City of Cupertino has increased, decreased or stayed about the same in the past five years?

Increased	21%
Decreased	3%
Stayed about same	67%
DK/NA	10%

Ethnic Diversity

22. In general, how would you rate race and ethnic relations in the City of Cupertino? Would you say they are excellent, good, poor or very poor?

Excellent	20%
Good	64%
Poor	9%
Very poor	3%
DK/NA	4%

23. Approximately half of the Cupertino residents are members of ethnic minority groups. How has this increase in diversity in Cupertino affected the feelings you have toward people of other races? Has the diversity made you more resentful and closed or more sympathetic and open or has it had no effect on your feelings?

More resentful/closed	8%
More sympathetic/open	38%
No change in how I feel	51%
DK/NA	3%

24. Do you think the City of Cupertino is doing too much, about the right amount, or not enough to ensure that members of all ethnic groups feel welcome in the City?

Too much	9%
About the right amount	59%
Not enough	16%
DK/NA	16%

Library Hours

Now, let's talk about the public library services in Cupertino.

25. In an effort to open to the Cupertino Public Library to residents seven days a week for longer hours, the City is considering some revenue options.

Would you be willing to pay: _____ in order to have the public library open for longer hours on all seven days of the week? [READ IN SEQUENCE. IF A RESPONDENT SAYS 'YES' on Q25A, <u>RECORD 'YES'</u> FOR Q25B, AND GO TO THE NEXT QUESTION Q26.]

		Yes	No	DK/NA
25. An annual fee of $10 for issuing library cards to new and existing users	**All Residents**	62%	35%	4%
	Voters	63%	33%	3%
25. An annual fee of $5 for issuing library cards to new and existing users	**All Residents**	71%	26%	3%
	Voters	73%	25%	3%

Information Sources

26. What information sources do you use to find out about City news, information and programming? [DON'T READ CHOICES, RECORD FIRST TWO RESPONSES].

Cupertino Courier	41%
Internet [No specific site]	21%
City Website	13%
Flyers or posters around town	11%
Cupertino Scene	11%
Television	9%
Cupertino Daily News	9%
San Jose Mercury News	6%
Local cable station [No specific station]	4%
Word of mouth	4%
Email	2%
Radio	1%
Local blogs	1%
Non-English media	1%
KCIU	1%
KTVU	1%
None	4%
Other	4%
DK/NA	3%

27. Have you or any members in your household ever visited the City of Cupertino website – www.cupertino.org?

Yes	66%
No	33%
DK/NA	1%

28. Who is your local cable service provider? [DON'T READ CHOICES]

Comcast	64%
AT&T U-verse	12%
Satellite (Direct TV/Dishnetwork)	10%
Other	0%
Don't have cable	3%
DK/NA	11%

29. Have you or any members in your household ever watched the Cupertino Government Channel on Comcast channel 26 or on AT&T channel 99?

n = 306

Yes	48%
No	50%
DK/NA	2%

30. Which programs on the Government Channel has your household watched? [MULTIPLE RESPONSE OK]

n = 148

City Council Meetings	75%
Commission Meetings	18%
California Channel	8%
None	0%
Other	6%
DK/NA	15%

ADDITIONAL RESPONDENT INFORMATION

A. How many years have you lived in the City of Cupertino?

Less than one year	2%
One to three years	11%
Four to nine years	23%
Ten to fifteen years	22%
Sixteen to twenty-five years	21%
Twenty-six years or more	21%
DK/NA	0%

B. Do you own or rent your home?

Own	75%
Rent	23%
DK/NA	2%

C. What ethnic group do you consider yourself a part of or feel closest to? [IF HESITATE, READ]:

White	37%
Chinese	31%
Asian Indian	20%
Latino or Hispanic	3%
Japanese	3%
Thai	1%
African American or Black	0%
Laotian	0%
Cambodian	0%
Filipino	0%
Korean	0%
Pacific Islander	0%
Other	1%
DK/NA	2%

D. Including yourself, how many people currently reside in your household? [IF RESPONDENT GIVES 0, PLEASE REMIND THE RESPONDENT:] This is including yourself.

One	10%
Two	23%
Three	26%
Four	29%
Five or more	11%
DK/NA	1%

E. Of the people who currently reside in your household, including yourself, how many are _____?

	None	One	Two	Three
E1. Under the age of 18 years	55%	21%	21%	3%
E2. Over the age of 64 years	68%	22%	10%	1%

F. Do you or does anyone in your household currently have one or more dogs? (IF 'NO' THEN RECORD '0' AND SKIP TO QG. IF 'YES' THEN ASK:) How many dogs are in your household?

None	78%
One	17%
Two or more	5%
DK/NA	1%

G. Does anyone in your household speak a language other than English as their primary language?

Yes	53%
No	46%

H. Which language, other than English, does someone in your household speak as their primary language? [DON'T READ. MULTIPLE RESPONSES PERMITTED.]

n = 213

Chinese Languages	**65%**
Chinese (unspecified)	34%
Mandarin	24%
Cantonese	7%
Indian Languages	**20%**
Hindi	8%
Indian language (unspecified)	3%
Telugu	2%
Kannada	2%
Marathi	2%
Urdu	2%
Tamil	1%
European Languages	**13%**
Spanish	7%
German	3%
French	1%
Russian	1%
Italian	1%
Other Asian Languages	**5%**
Japanese	2%
Thai	1%
Korean	1%
Tagalog	1%
Other	7%
DK/NA	2%

I. Finally, I am going to read some income categories. Please stop me when I reach the category that best describes your <u>total</u> household income before taxes in 2007.

Under $60,000	11%
$60,000 to under $80,000	7%
$80,000 to under $100,000	11%
$100,000 to under $120,000	10%
$120,000 to under $140,000	8%
$140,000 to under $160,000	6%
$160,000 to under $180,000	3%
$180,000 to under $200,000	4%
$200,000 or more	15%
DK/NA	25%

J. Gender

Male	49%
Female	51%

K. Age

18 to 29 years	17%
30 to 39 years	8%
40 to 49 years	31%
50 to 64 years	25%
65 years and older	16%
DK/NA	3%

VOTER INFORMATION

L. Party:

Democrat	39%
Republican	25%
Other	1%
DTS	36%

M. Household Party Type:

Democrat (1)	16%
Democrat (2+)	12%
Republican (1)	9%
Republican (2+)	8%
Other (1)	18%
Other (2+)	11%
Democrat & Republican	7%
Democrat & Other	10%
Republican & Other	6%
Mixed	3%

N. Registration Date:

Before 1994	27%
1994 to 1998	8%
1999 to 2003	22%
2004 or later	43%

O. Voting History:

	Poll	Mail	No
Voted March 2002	26%	4%	70%
Voted November 2002	39%	6%	55%
Voted Recall 2003	41%	13%	46%
Voted June 2004	33%	10%	57%
Voted November 2004	47%	19%	34%
Voted June 2006	22%	18%	60%
Voted November 2006	42%	26%	32%
Voted February 2008	10%	37%	53%

P. Voting Propensity:

Never Voted	17%
1 of 8	13%
2 of 8	8%
3 of 8	9%
4 of 8	9%
5 of 8	10%
6 of 8	8%
7 of 8	11%
8 of 8	16%

Q. Absentee Propensity:

Never Voted Absentee	50%
1 of 8	20%
2 of 8	11%
3 of 8	7%
4 of 8	3%
5 of 8	3%
6 of 8	2%
7 of 8	3%
8 of 8	1%

R. Permanent Absentee Voter:

Yes	61%
No	39%

S. Likely Mail Ballot Voter:

Yes	61%
No	39%