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City of Cupertino 2014 Community Tracking Survey

October 2014





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Recreation and Community Services



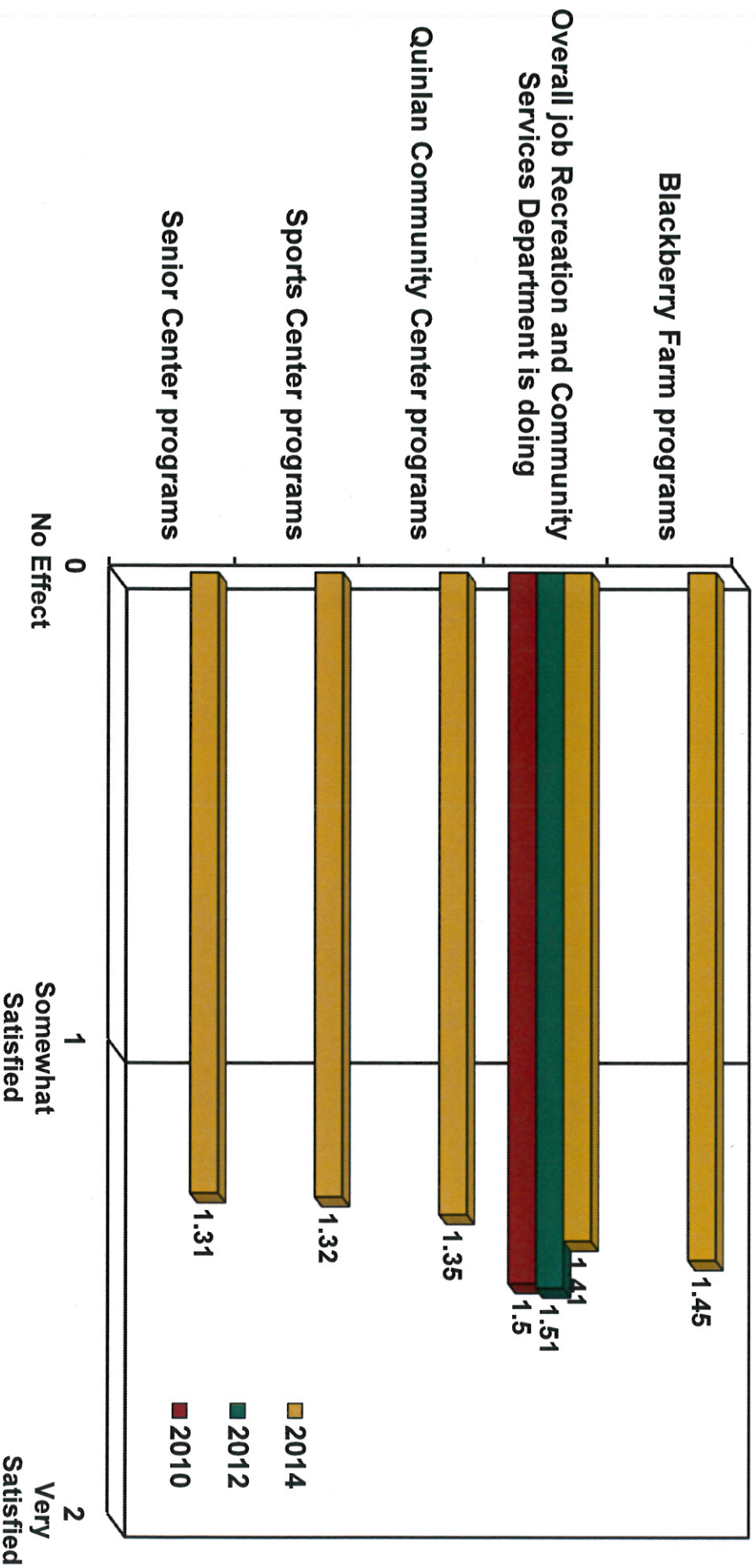
Recreation and Community Services

- A very large majority of the residents are satisfied with the services that the Cupertino Recreation and Community Services Department offers.
 - 78.3 percent of respondents were satisfied with the overall job the department is doing.
- Several new items were added to the Recreation and Community Services section in 2014 and among those respondents that used the service the top rankings were:
 - Blackberry Farms (1.45)
 - Overall job of Recreation and Community Services Department (1.41)
 - Quinlan Community Center (1.35)
 - Sports Center Programs (1.32)
 - Senior City Programs (1.31)

Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2. The 2014 survey added a new response category "Don't Use", so some comparisons with previous data might not be suitable.

Q6: Satisfaction with Recreation and Community Services Department

The City of Cupertino's residents continue to be highly satisfied with the Recreation and Community Services Department, with satisfaction levels statistically similar to 2012. Nearly four out of five residents who use the services indicated they were "Very" or "Somewhat satisfied" with the Department's overall performance.



Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q6: Satisfaction with Recreation and Community Services Department Gender and Age Comparisons

There were no statistically significant differences in response between genders or among the age groupings.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Blackberry Farm programs	1.39	1.52	1.46	1.42	1.49	1.31	1.66
Quinlan Community Center programs	1.39	1.33	1.47	1.18	1.43	1.28	1.46
Overall job the Cupertino Recreation and Community Services Department is doing	1.39	1.43	1.58	1.23	1.36	1.46	1.46
Sports Center programs	1.34	1.29	1.27	1.24	1.34	1.27	1.68
Senior Center programs	1.32	1.30	1.18	1.28	1.16	1.34	1.45

Q6: Satisfaction with Recreation and Community Services Department Ethnicity Comparisons

There were no statistically significant differences in responses among these ethnic groups.

	n=403	Caucasian	Chinese	Asian Indian
The overall job the Cupertino Recreation and Community Services Department is doing	1.42	1.50	1.28	
Senior Center programs	1.43	1.31	.78	
Sports Center programs	1.45	1.42	1.07	
Quinlan Community Center programs	1.50	1.36	1.32	
Blackberry Farm programs	1.60	1.39	1.61	

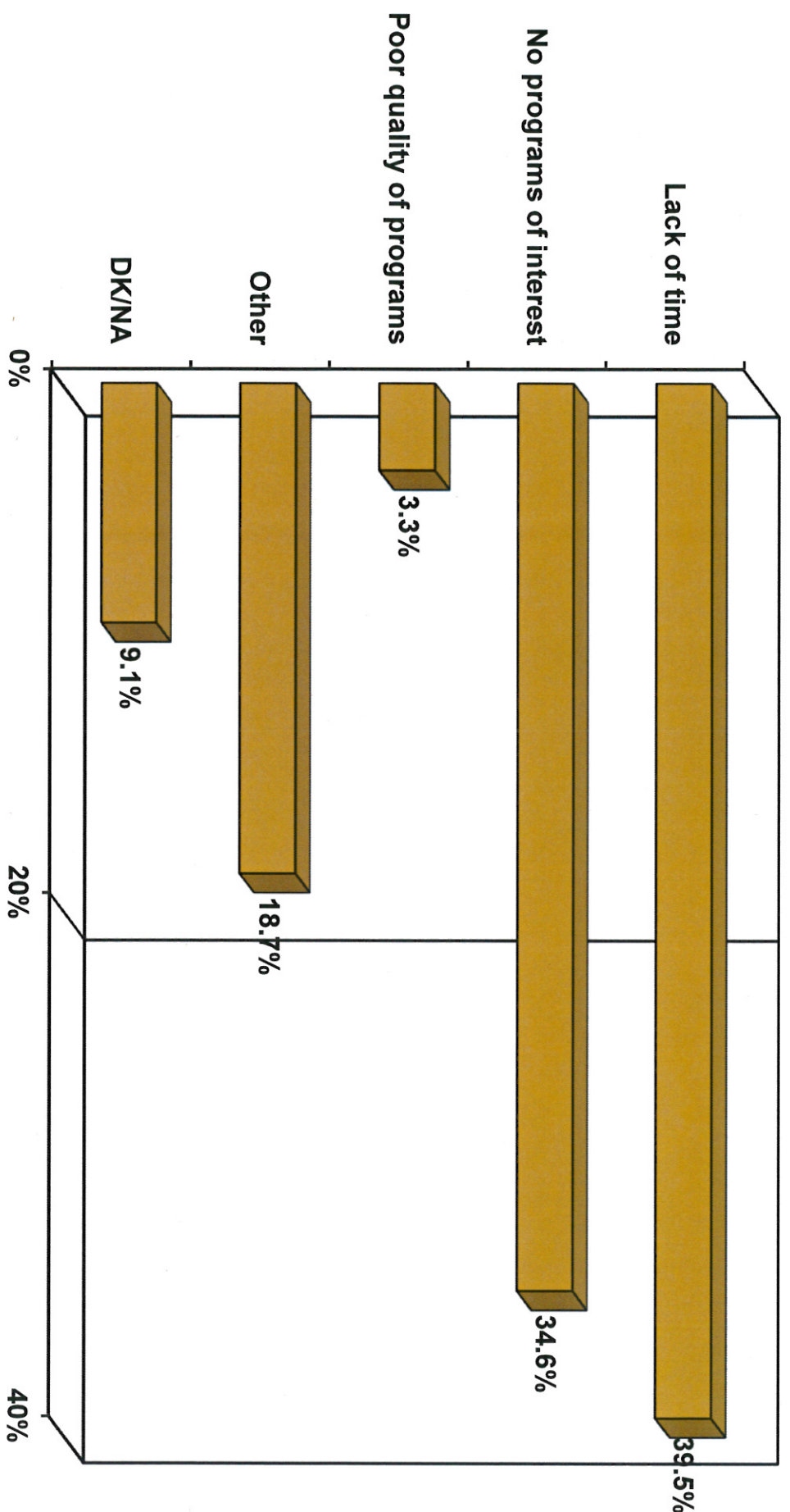
Q6: Satisfaction with Recreation and Community Services Department Length of Residence Comparisons

There were no statistically significant differences in response among the different residence periods.

	Years Lived in Cupertino							
	<1	1-3	4-9	10-15	16-25	26+	DK/NA	
n=403								
Sports Center programs	1.92	1.38	1.19	1.36	1.33	1.23	.	
The overall job the Cupertino Recreation and Community Services Department is doing	1.88	1.54	1.16	1.44	1.40	1.58	1.00	
Quinlan Community Center programs	1.55	1.55	1.10	1.27	1.44	1.55	1.00	
Blackberry Farm programs	1.48	1.42	1.27	1.56	1.43	1.54	-1.00	
Senior Center programs	1.38	1.51	1.20	1.29	1.35	1.30	2.00	

Q7: Reasons for Non-participation in Recreation & Community Service Programs (n=261)

When asked why they don't participate in the recreation and community service programs offered by the City of Cupertino, nearly equal numbers of respondents said it was due to "Lack of time" and "No programs of interest." Only 3.3 percent responded that they felt the programs were of poor quality.



Q7: Reasons for Non-participation in Recreation & Community Service Programs Gender and Age Comparisons

In terms of gender differences, men had a higher tendency to say that they do not participate in the programs due to "Lack of time."

When analyzed by age groups, residents ages 40 to 49 were more likely to give the reason "Poor quality of programs."

n=261	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Lack of time	46.8%	32.4%	50.7%	31.6%	44.8%	44.9%	23.5%
Poor quality of programs	1.3%	5.3%	.0%	.0%	11.3%	.7%	.0%
No programs of interest	33.2%	36.0%	32.4%	43.2%	34.4%	37.2%	26.2%
Other	16.8%	20.6%	11.1%	23.2%	10.2%	9.8%	44.7%
DK/NA	8.4%	9.9%	11.3%	5.1%	10.6%	7.5%	11.1%