

City of Cupertino: 2010 Community Tracking Survey Topline Report October 2010

The City of Cupertino commissioned Godbe Research to conduct a survey of its residents 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 feedback on other resident issues in the city including parks and recreation, transportation choices, 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 residents 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 12 through September 19, 2010, 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 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 6, 7, 14 and 15 were randomized to avoid such position bias.

Questions 3, 9, 12, 16, 30, 34, and F allowed the residents 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 (Q6), satisfaction with the parks and recreation services (Q7), and frequency of adoption green and sustainable living practices (Q14) include a mean score. For example, to derive respondents' overall satisfaction with a City service or program (Q6), 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

To begin, 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?
Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	2010	2008
Very satisfied	63%	57%
Somewhat satisfied	32%	36%
Somewhat dissatisfied	3%	4%
Very dissatisfied	1%	1%
DK/NA	1%	2%

2. What is the primary reason you choose to live in Cupertino? (ONE RESPONSE ONLY)

	2010	2008
School system	47%	45%
Job	13%	8%
Friends/family here	10%	10%
Affordable housing	7%	8%
Neighborhood/Small town atmosphere	4%	3%
Grew up here	4%	4%
Enjoy/like the City	3%	5%
Quality of life	3%	3%
Location	2%	5%
Retirement	2%	1%
Safety/low crime	1%	2%
Found a good house	1%	-
Weather	1%	1%
Other	1%	4%
DK/NA	1%	0%

3. What are the two most important issues facing Cupertino? (TWO RESPONSES)

	2010	2008
Education	33%	14%
City's economic health	18%	9%
Controlling growth	12%	29%
Affordable housing	11%	22%
Traffic	10%	15%
Environmental health	6%	-
Taxes	5%	3%
Race relations	4%	3%
Preserving small town atmosphere	3%	4%
Quality of life	3%	5%
Public transportation	3%	-
Crime	2%	5%
Maintenance/development of city facilities	2%	-
School system/funding	2%	1%
City budget	2%	-
Business/retail/shopping development	2%	-
Neighborhood preservation	2%	2%
Overcrowding/overpopulation	1%	2%
Teen programs	1%	-
Safety	1%	-
Protection of open space	1%	2%
Jobs/unemployment	1%	-
No downtown/Downtown development	-	2%
Overcrowded schools	-	1%
Cement plant issues	-	1%
Cost of living	-	1%
Inconvenient library hours	-	1%
Longer hours for entertainment	-	1%
Roads and streets	-	1%
Other	6%	11%
DK/NA	18%	16%

4. 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?

	2010	2008
Very strong	15%	15%
Somewhat strong	40%	46%
Somewhat weak	28%	25%
Very weak	8%	7%
None at all	7%	5%
DK/NA	2%	2%

Satisfaction with City Services

5. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	2010	2008
Very satisfied	37%	35%
Somewhat satisfied	49%	53%
Somewhat dissatisfied	7%	4%
Very dissatisfied	1%	3%
DK/NA	6%	5%

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

6. 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? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	Survey Year	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
6A. Police services	2010	1.3	47%	34%	3%	4%	12%
	2008	1.3	48%	32%	6%	2%	12%
6B. Quinlan community center facilities	2010	1.5	41%	27%	2%	1%	29%
	2008	1.5	37%	27%	1%	1%	33%
6C. Garbage collection	2010	1.7	72%	23%	3%	1%	2%
	2008	1.5	61%	32%	3%	2%	2%
6D. Recycling program	2010	1.5	60%	30%	5%	2%	3%
	2008	1.5	59%	32%	5%	1%	3%
6E. Library services	2010	1.7	74%	17%	2%	1%	6%
	2008	1.6	64%	26%	3%	1%	6%
6F. Street pavement maintenance	2010	0.9	35%	44%	13%	6%	2%
	2008	1.0	37%	44%	9%	8%	2%
6G. Street sweeping services	2010	1.2	48%	35%	9%	4%	5%
	2008	1.2	45%	40%	4%	5%	6%
6H. Traffic safety	2010	1.0	42%	37%	13%	5%	3%
	2008	0.9	34%	47%	8%	8%	2%
6I. Street tree maintenance	2010	1.0	34%	44%	10%	6%	7%
	2008	1.1	38%	42%	7%	5%	8%
6J. Economic development efforts	2010	0.5	14%	41%	18%	6%	22%
	2008	0.6	15%	41%	14%	6%	24%
6K. Sidewalk maintenance	2010	1.0	37%	42%	13%	3%	6%
	2008	1.0	36%	44%	9%	6%	6%

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

	Survey Year	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
6L. Median strip landscape maintenance	2010	1.3	39%	41%	4%	2%	14%
	2008	1.2	38%	41%	6%	3%	12%
6M. Youth sports fields	2010	1.2	33%	31%	4%	3%	28%
	2008	1.3	31%	30%	4%	1%	33%
6N. Senior citizen programs	2010	1.5	27%	15%	1%	1%	55%
	2008	1.4	22%	21%	1%	1%	55%
6O. Neighborhood programs	2010	0.8	18%	35%	9%	4%	34%
	2008	1.0	22%	30%	7%	3%	38%
6P. Managing land use	2010	0.4	15%	39%	16%	9%	20%
	2008	0.1	12%	31%	20%	12%	26%
6Q. Green living and sustainable energy programs	2010	0.7	15%	38%	10%	5%	33%

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

Parks and Recreation

7. Now, let's talk more specifically about the Cupertino Parks and Recreation Department, which maintains local parks and offers recreation activities and programs for the City of Cupertino.

Are you satisfied or dissatisfied with _____? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	Survey Year	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
7A. The overall job the Cupertino Parks and Recreation Department is doing	2010	1.5	53%	39%	2%	1%	5%
7B. Park and picnic area availability	2010	1.4	47%	31%	5%	1%	17%
	2008	1.4	43%	37%	4%	1%	15%
7C. Park and picnic area maintenance	2010	1.5	53%	38%	2%	<1%	7%
	2008	1.5	52%	34%	3%	2%	10%
7D. The availability and cleanliness of restrooms in local City parks	2010	1.1	28%	37%	8%	2%	25%
7E. City recreation services	2010	1.4	37%	39%	3%	0%	21%
	2008	1.3	38%	37%	5%	1%	19%

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

8. As far as you know, is Blackberry Farm owned by the City of Cupertino, by Santa Clara County, or by a private owner?

City of Cupertino	52%
Private owner	18%
Santa Clara County	5%
DK/NA	25%

9. Which City parks in Cupertino have you or members of your household visited during the last 12 months? (MULTIPLE RESPONSES)

Memorial Park	56%
Jollyman Park	24%
Blackberry Farm	18%
Creekside Park	15%
Portal Park	13%
Wilson Park	13%
Linda Vista Park	13%
Hoover Park	6%
Three Oaks Park	5%
McClellan Ranch Park	5%
Monta Vista Park	4%
Library Field	3%
Varian Park	2%
Cali Mill Plaza	2%
Rancho San Antonio Park	2%
Somerset Square Park	1%
Stevens Creek Park	1%
None of the above	7%
Other	5%
DK/NA	4%

Transportation Choices

Moving on, I'd like to ask you about your day-to-day transportation choices.

10. In general, what type of transportation do you use to go to work, school, or other places you visit frequently? (MULTIPLE RESPONSES)

Drive alone (car, truck, motorcycle, scooter)	88%
Carpool/Vanpool/Ride with others	13%
Walk	9%
Bicycle	6%
Light rail	1%
Train	1%
Bus	1%
Other	1%
DK/NA	<1%

11. In the last twelve months, how often have you used alternative transportation, including walking, biking, and public transit, for your trips within the city?

Daily	11%
Few times a week	20%
Once a week	9%
Few times a month	12%
Once a month	6%
Few times a year or less	11%
Never	31%
DK/NA	<1%

12. (IF Q11 ≠ DAILY; n = 356) What prevents you from using alternative transportation more often for your trips within the city? (MULTIPLE RESPONSES)

Inconvenient public transit routes	44%
Inconvenient public transit schedules	24%
Prefer driving	23%
Distance to the destination	8%
Elderly, disabled, or health reasons	6%
No time	3%
Not enough sidewalks/lanes/paths	3%
Feel unsafe due to traffic/automobiles	3%
Public transit is expensive	2%
Have to carry heavy items	1%
Feel unsafe using public transit	1%
Poorly maintained sidewalks/lanes/paths	1%
Not aware of public transit routes or schedules	1%
Weather	<1%
Other	3%
DK/NA	7%

13. In an effort to reduce local traffic congestion and greenhouse gas emissions, the City of Cupertino is working on a plan to establish a network of paths and roads for people to walk, bike, or roller-blade. If such additional paths and roads were available in Cupertino, would you or members of your household be likely use them for your trips within the city? Would that be very (likely/unlikely) or somewhat (likely/unlikely)?

Very likely	46%
Somewhat likely	25%
Somewhat unlikely	8%
Very unlikely	19%
DK/NA	3%

Sustainability

In recent years, there has been more and more talk of going green and sustainable energy, and many people are adopting green practices in their own daily life.

14. In the next question, I am going to read you a list of some common green and sustainable energy practices. Please tell me how often you, or members of your household, practice each, whether it is almost always, most of the time, some of the time, or never.

Here is the (first/next) one: _____.

	Mean Score	Almost Always	Most of the Time	Some of the Time	Never	DK/NA
14A. Using energy efficient light bulbs, such as CFL or LED	2.4	64%	20%	11%	5%	1%
14B. Buying energy star home appliances	2.3	56%	19%	14%	8%	3%
14C. Home composting	0.7	15%	3%	13%	62%	6%
14D. Recycling household waste	2.8	85%	10%	3%	1%	<1%

Mean Score Computation: "Almost Always" = +3, "Most of the Time" = +2, "Some of the Time" = +1, and "Never" = 0.

15. Has your household _____?

	Yes	No	DK/NA
15A. Air sealed and insulated attic, walls and floors at your home	61%	24%	16%
15B. Installed and properly calibrated a programmable thermostat	73%	20%	6%
15C. Installed a low flow irrigation system for your yard	33%	53%	14%
15D. Installed dual pane windows at your home	74%	23%	3%

16. (IF ANY ANSWER TO Q14 = NEVER OR DK/NA OR Q15 = NO or DK/NA; n = 370) You indicated "never" or "no" to one or more of these green and sustainable energy practices we discussed. What would you say are the main reasons why you, or members of your household, have not adopted this/these practice(s)? (MULTIPLE RESPONSES.)

Inconvenient to practice	29%
Don't own a house	15%
Cost/it's expensive	13%
Unsure of how to adopt the practice	11%
Unaware of the practice	10%
No space for some practices, like composting	3%
No time	3%
Not a priority	2%
No need of some of these updates	2%
Too lazy	1%
Energy efficient light bulbs are not bright enough	1%
Some practices do not apply	5%
Other	5%
DK/NA	10%

17. Does your household own a hybrid vehicle?

Yes	14%
No	85%
DK/NA	<1%

18. Is your household interested in a photovoltaic or PV solar system at your home?

Yes	44%
No	46%
DK/NA	10%

19. (IF Q18 = YES; n = 177) How soon does your household plan to install a photovoltaic or PV solar system at your home?

Within the next three months	3%
Within the next six months	2%
Within the next 12 months	8%
Within the next two or more years	44%
Already have a PV solar system	8%
DK/NA	35%

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

Resident A thinks that ensuring unobstructed wireless coverage for phone and data in the city is important to Cupertino residents, even if it means installing low-power cell phone towers and antennas within the city.

Resident B, on the other hand, thinks that it is important to prevent public exposure to radio frequency waves by not allowing cell phone towers within the city limit, even if it means lower or inconsistent wireless coverage.

Is your opinion most like that of Resident A or Resident B?

	2010	2008*
Resident A	62%	56%
Resident B	28%	33%
Neither	5%	6%
DK/NA	6%	6%

* Different wording used in the 2008 survey.

Economic Development and Housing

21. 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)?

	2010	2008
Very satisfied	33%	35%
Somewhat satisfied	35%	30%
Somewhat dissatisfied	21%	16%
Very dissatisfied	10%	16%
DK/NA	1%	3%

22. 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? Would that be strongly (support/oppose) or somewhat (support/oppose)?

	2010	2008
Strongly support	53%	53%
Somewhat support	22%	24%
Somewhat oppose	11%	7%
Strongly oppose	9%	12%
DK/NA	5%	4%

23. 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?

	2010	2008
Extremely Important	32%	26%
Very Important	40%	35%
Somewhat Important	22%	30%
Not at all Important	4%	6%
DK/NA	2%	2%

24. 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? Would that be strongly (support/oppose) or somewhat (support/oppose)?

	2010	2008
Strongly support	18%	17%
Somewhat support	21%	17%
Somewhat oppose	20%	15%
Strongly oppose	36%	46%
DK/NA	5%	5%

Crime

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

	2010	2008
Increased	29%	21%
Decreased	4%	3%
Stayed about same	60%	67%
DK/NA	7%	10%

Ethnic Diversity

26. 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?

	2010	2008
Excellent	25%	20%
Good	60%	64%
Poor	9%	9%
Very poor	3%	3%
DK/NA	3%	4%

27. 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?

	2010	2008
More resentful/closed	9%	8%
More sympathetic/open	33%	38%
No change in how I feel	54%	51%
DK/NA	4%	3%

28. 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?

	2010	2008
Too much	9%	9%
About the right amount	60%	59%
Not enough	16%	16%
DK/NA	16%	16%

Library Hours

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

29. In an effort to open 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?

	Survey Year	Yes	No	Don't use the library	DK/NA
29A. An annual fee of \$10 for issuing a library card to new and existing users	2010	62%	33%	2%	3%
	2008	62%	35%	-	4%
29B. An annual fee of \$5 for issuing a library card to new and existing users	2010	71%	25%	1%	3%
	2008	71%	26%	-	3%

Information Sources

30. What information sources do you use to find out about City news, information and programming? (TWO RESPONSES).

	2010	2008
Cupertino Courier	42%	41%
Internet (No specific site)	23%	21%
City Website	16%	13%
San Jose Mercury News	13%	6%
Cupertino Scene	13%	11%
Flyers or posters around town	6%	11%
Television	5%	9%
Cupertino Daily News	5%	9%
City newsletter, brochures or flyers	4%	-
Local blogs	4%	1%
Word of mouth	2%	4%
Email	1%	2%
The C - Cupertino news	1%	-
Local cable station (No specific station)	1%	4%
Radio	1%	1%
Los Gatos Daily News	<1%	-
KNTV	<1%	-
San Francisco Chronicle	<1%	-
Non-English media	<1%	1%
KCIU	<1%	1%
KNTV	-	1%
None	7%	4%
Other	1%	4%
DK/NA	2%	3%

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

	2010	2008
Yes	71%	66%
No	28%	33%
DK/NA	1%	1%

32. Who is your local cable service provider?

	2010	2008
Comcast	56%	64%
AT&T U-verse	19%	12%
Satellite (Direct TV/Dish network)	14%	10%
Other	2%	0%
DK/NA	9%	11%

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

	2010	2008
Yes	47%	48%
No	52%	50%
DK/NA	1%	2%

34. Which programs on the Government Channel has your household watched? (MULTIPLE RESPONSES)

	2010	2008
City Council Meetings	70%	75%
Commission Meetings	17%	18%
California Channel	5%	8%
Other	7%	6%
DK/NA	23%	15%

Additional Respondent Information

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

	2010	2008
Less than one year	2%	2%
One to three years	9%	11%
Four to nine years	21%	23%
Ten to fifteen years	32%	22%
Sixteen to twenty-five years	15%	21%
Twenty-six years or more	21%	21%
DK/NA	0%	0%

B. Do you own or rent your home?

	2010	2008
Own	78%	75%
Rent	20%	23%
DK/NA	1%	2%

C. What ethnic group do you consider yourself a part of or feel closest to?

	2010	2008
Asian	55%	56%
Chinese	28%	31%
Indian	20%	20%
Japanese	3%	3%
Thai	2%	1%
Korean	1%	<1%
Vietnamese	1%	<1%
Filipino	<1%	<1%
Caucasian or White	37%	37%
Pacific Islander	1%	<1%
Latino or Hispanic	1%	3%
African American or Black	1%	<1%
Two or more races	1%	0%
Other	1%	1%
DK/NA	3%	2%

D. Including yourself, how many people currently reside in your household?

	2010	2008
One	9%	10%
Two	20%	23%
Three	25%	26%
Four	32%	29%
Five or more	14%	11%
DK/NA	1%	1%

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

	Under the age of 18		Over the age of 64	
	2010	2008	2010	2008
None	50%	55%	69%	68%
One	19%	21%	15%	22%
Two	24%	21%	13%	10%
Three or more	5%	3%	1%	1%
DK/NA	1%	0%	1%	0%

F. What primary languages are used in your household? (MULTIPLE RESPONSES)

English	85%
Chinese	14%
Mandarin	7%
Some Indian language	6%
Hindi	5%
Cantonese	1%
Japanese	1%
Hebrew	1%
Korean	1%
Russian	<1%
Thai	<1%
Vietnamese	<1%
German	<1%
Spanish	<1%
French	<1%
Other	2%
DK/NA	1%

G. Finally, I am going to read some income categories. Please stop me when I reach the category that best describes your total household income before taxes in 2009.

	2010	2008
Under \$60,000	10%	11%
\$60,000 to under \$80,000	9%	7%
\$80,000 to under \$100,000	11%	11%
\$100,000 to under \$120,000	9%	10%
\$120,000 to under \$140,000	6%	8%
\$140,000 to under \$160,000	8%	6%
\$160,000 to under \$180,000	5%	3%
\$180,000 to under \$200,000	4%	4%
\$200,000 or more	17%	15%
DK/NA	21%	25%

H. Respondent's Gender (RECORDED FROM VOICE):

	2010	2008
Male	50%	49%
Female	50%	51%

I. Age:

	2010	2008
18 to 24	9%	9%
25 to 34	10%	10%
35 to 44	22%	23%
45 to 54	24%	24%
55 to 64	16%	15%
65 and over	15%	16%
Not coded	3%	3%