



City of Cupertino 2008 Resident Satisfaction Survey



GODBE RESEARCH
Gain Insight



Appendix C: 2008 Topline Report

**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, RECORD 'YES' 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 total 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%



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Appendix D: Topline Report Historical Trends

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

	2008	2006	2004
School system	43%	46%	41%
Friends/family here	9%	7%	6%
Job	9%	11%	15%
Affordable housing	9%	6%	7%
Enjoy/like the City	5%	6%	10%
Grew up here	5%	3%	4%
Location	5%	6%	2%
Quality of life	3%	5%	4%
Safety/low crime	3%	<0.5%	2%
Small town atmosphere	3%	3%	3%
Retirement	1%	<0.5%	1%
Weather	1%	-	-
Bought house in Cupertino	-	2%	-
Other	4%	2%	2%
DK/NA	0%	2%	3%

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

	2008	2006	2004
Controlling growth	29%	31%	20%
Affordable housing	22%	30%	24%
Traffic	15%	21%	14%
Education	13%	15%	22%
City's economic health	9%	2%	11%
Quality of life	5%	2%	3%
Preserving small town atmosphere	5%	5%	5%
Crime	4%	7%	8%
Race relations	4%	6%	7%
Taxes	3%	2%	5%
No downtown/Downtown development	3%	2%	2%
Protection of open space	3%	4%	3%
Overpopulation	2%	-	-
Neighborhood preservation	2%	3%	2%
Overcrowded schools	2%	2%	-
Cement plant issues	1%	-	-
Cost of living	1%	2%	-
Schools and general funding	1%	-	-
Roads and streets	1%	-	-
Inconvenient library hours	1%	-	-
Longer hours for entertainment	1%	-	-
City's maintenance is needed	-	5%	1%
New library	-	-	4%
Pollution	-	2%	-
Employment opportunities	-	-	2%
Teen programs	-	-	2%
Shopping opportunities	-	-	1%
Nothing	2%	-	-
Other	11%	5%	9%
DK/NA	15%	14%	26%

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]?

	2008	2006	2004
Very Satisfied	38%	33%	40%
Somewhat Satisfied	50%	52%	47%
Somewhat Dissatisfied	4%	6%	4%
Very Dissatisfied	3%	5%	4%
DK/NA	5%	4%	6%

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]?

	Year	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
5A. Police services	2008	1.4	50%	32%	5%	2%	11%
	2006	1.1	46%	31%	7%	7%	9%
	2004	1.4	50%	35%	4%	2%	10%
5B. City recreation services	2008	1.3	40%	34%	7%	1%	20%
	2006	1.3	39%	36%	5%	2%	19%
	2004	1.4	44%	43%	4%	1%	9%
5C. Park and picnic area availability	2008	1.4	45%	34%	4%	1%	15%
	2006	1.3	48%	31%	8%	2%	12%
	2004	1.4	48%	37%	3%	3%	9%
5D. Quinlan community center facilities	2008	1.5	38%	27%	1%	1%	33%
	2006	1.5	43%	23%	3%	1%	31%
	2004	1.5	43%	29%	2%	1%	25%
5E. Garbage collection	2008	1.5	63%	29%	4%	2%	3%
	2006	1.5	64%	28%	4%	2%	2%
	2004	1.4	55%	33%	4%	3%	5%
5F. Recycling program	2008	1.5	60%	30%	5%	1%	4%
	2006	1.5	60%	27%	3%	3%	7%
	2004	1.3	53%	33%	8%	2%	4%
5G. Library services	2008	1.6	64%	25%	3%	1%	7%
	2006	1.4	60%	23%	5%	4%	9%
	2004	1.2	43%	38%	7%	5%	8%
5H. Street pavement maintenance	2008	0.9	37%	45%	9%	9%	2%
	2006	0.8	32%	44%	14%	9%	2%
	2004	1.1	39%	44%	9%	5%	3%

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

	Year	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
5I. Street sweeping services	2008	1.2	47%	38%	4%	6%	6%
	2006	1.3	55%	31%	7%	3%	5%
	2004	1.2	46%	41%	5%	4%	4%
5J. Park and picnic area maintenance	2008	1.5	53%	33%	3%	3%	10%
	2006	1.5	54%	33%	2%	3%	9%
	2004	1.4	45%	43%	3%	1%	9%
5K. Traffic safety	2008	0.9	35%	45%	9%	9%	2%
	2006	0.8	36%	38%	15%	9%	2%
	2004	1.2	44%	42%	8%	3%	3%
5L. Street tree maintenance	2008	1.1	39%	41%	7%	6%	7%
	2006	1.1	43%	35%	10%	6%	7%
	2004	1.2	41%	44%	6%	3%	6%
5M. Economic development efforts	2008	0.6	16%	41%	13%	7%	24%
	2006	0.4	14%	42%	17%	8%	19%
	2004	0.6	18%	42%	13%	8%	19%
5N. Sidewalk maintenance	2008	1.0	36%	43%	9%	6%	6%
	2006	1.0	36%	42%	10%	6%	5%
	2004	1.1	37%	45%	9%	5%	4%
5O. Median strip landscape maintenance	2008	1.2	42%	38%	6%	3%	10%
	2006	1.2	37%	45%	7%	2%	9%
	2004	1.3	40%	45%	6%	2%	8%
5P. Youth sports fields	2008	1.3	33%	30%	4%	1%	32%
	2006	1.2	32%	30%	8%	2%	29%
	2004	1.4	37%	36%	4%	1%	24%
5Q. Senior citizen programs	2008	1.4	22%	20%	1%	2%	56%
	2006	1.4	26%	16%	1%	2%	55%
	2004	1.5	34%	22%	1%	0%	43%
5R. Neighborhood programs	2008	1.0	23%	27%	7%	4%	39%
	2006	0.9	22%	29%	9%	3%	37%
	2004	1.0	23%	35%	7%	3%	33%
5S. Managing land use	2008	0.1	12%	32%	19%	13%	24%
	2006	0.0	11%	33%	18%	18%	20%
	2004	0.4	16%	42%	13%	12%	17%

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?

	2008	2006
Very Strong	14%	11%
Somewhat Strong	43%	42%
Somewhat Weak	26%	28%
Very Weak	10%	9%
None at all	6%	8%
DK/NA	1%	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	0.0	18%	31%	5%	24%	20%	2%
	-0.3	10%	31%	5%	31%	23%	1%
7B. Very few of my neighbors know me	0.1	26%	28%	2%	23%	21%	0%
	0.2	25%	27%	3%	31%	13%	1%
7C. I have almost no influence over what this community is like	0.4	31%	25%	6%	24%	11%	3%
	0.3	20%	29%	10%	34%	4%	3%
7D. My neighbors and I want the same things from this community	0.7	23%	41%	11%	11%	6%	10%
	0.6	20%	36%	12%	17%	5%	11%
7E. If there is a problem in this community, people who live here can get it solved	0.6	20%	39%	12%	13%	6%	11%
	0.4	12%	45%	11%	16%	6%	10%
7F. It is very important for me to feel a sense of community with other residents	1.1	40%	43%	6%	9%	2%	1%
	1.0	36%	41%	7%	13%	2%	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]

	Year	Yes	No	DK/NA
8A. Neighborhood watch	2008	62%	31%	7%
	2006	63%	29%	7%
	2004	67%	30%	3%
8B. Neighborhood block parties	2008	45%	51%	4%
	2006	44%	49%	7%
	2004	43%	52%	5%
8C. Earthquake preparedness	2008	47%	49%	4%
	2006	51%	39%	10%
	2004	51%	45%	4%
8D. Electronic community alert program	2008	15%	79%	6%
	2006	14%	69%	17%
	2004	13%	78%	9%
8E. Block leader program	2008	25%	69%	6%
	2006	24%	61%	15%

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

	Mean Score	Sample Size	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
9A. Neighborhood watch	1.0	249	28%	37%	9%	4%	23%
9B. Neighborhood block parties	1.1	179	34%	30%	9%	2%	25%
9C. Earthquake preparedness	1.3	188	39%	41%	4%	3%	13%
9D. Electronic community alert program	1.2	59	33%	37%	1%	5%	24%
9E. Block leader program	1.1	100	38%	37%	8%	3%	14%

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

Note: The tracking information from previous surveys has not been presented for this question because it was asked of all respondents in 2004 and 2006, as opposed to only the aware respondents from Q8 in the 2008 survey.

Commuting Behavior

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

	2008	2006	2004
Yes, walk to work	6%	7%	5%
Yes, bike to work	9%	5%	5%
Yes, walk to school	6%	5%	5%
Yes, bike to school	4%	1%	3%
No	66%	73%	73%
Currently unemployed/ retired	13%	10%	10%
DK/NA	0%	0%	1%

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	38%	18%	20%	23%
11B. Bike to work	35	43%	34%	20%	2%
11C. Walk to school	25	15%	22%	50%	14%
11D. Bike to school	15	43%	11%	24%	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]?

	2008	2006	2004
Strongly Support	62%	57%	50%
Somewhat Support	25%	28%	29%
Somewhat Oppose	3%	4%	8%
Strongly Oppose	4%	6%	7%
DK/NA	6%	4%	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]?

Strongly Support	27%
Somewhat Support	21%
Somewhat Oppose	12%
Strongly Oppose	26%
DK/NA	14%

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]?

Strongly Support	34%
Somewhat Support	29%
Somewhat Oppose	10%
Strongly Oppose	22%
DK/NA	6%

Sustainability

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

Yes	4%
No	89%
DK/NA	7%

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	58%
Jones	31%
Neither	6%
DK/NA	5%

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	32%
Somewhat Satisfied	29%
Somewhat Dissatisfied	16%
Very Dissatisfied	18%
DK/NA	4%

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]?

	2008	2006*	2004*
Strongly Support	54%	47%	41%
Somewhat Support	25%	19%	31%
Somewhat Oppose	6%	8%	9%
Strongly Oppose	11%	20%	13%
DK/NA	4%	6%	7%

* Question worded differently in the 2004 and 2006 surveys.

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	33%
Somewhat Important	34%
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]?

	2008	2006*	2004*
Strongly Support	19%	25%	26%
Somewhat Support	18%	21%	27%
Somewhat Oppose	15%	13%	15%
Strongly Oppose	43%	38%	25%
DK/NA	5%	3%	7%

* Question worded differently in the 2004 and 2006 surveys.

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?

	2008	2006	2004
Increased	18%	27%	17%
Decreased	4%	5%	8%
Stayed about same	68%	52%	61%
DK/NA	10%	16%	15%

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?

	2008	2006	2004
Excellent	19%	16%	21%
Good	63%	56%	62%
Poor	11%	17%	12%
Very Poor	4%	6%	2%
DK/NA	4%	5%	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?

	2008	2006	2004
More resentful/closed	9%	15%	11%
More sympathetic/open	37%	27%	31%
No change in how I feel	51%	52%	51%
DK/NA	3%	5%	7%

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?

	2008	2006	2004
Too much	11%	19%	12%
About the right amount	57%	47%	51%
Not enough	18%	18%	19%
DK/NA	15%	17%	18%

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, RECORD 'YES' FOR Q25B, AND GO TO THE NEXT QUESTION Q26.]

	Yes	No	DK/NA
25A. An annual fee of \$10 for issuing library cards to new and existing users	64%	32%	3%
25B. An annual fee of \$5 for issuing library cards to new and existing users	74%	23%	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].

	2008	2006	2004
Cupertino Courier	40%	45%	51%
Internet [No specific site]	21%	16%	14%
City Website	14%	13%	7%
Flyers or posters around town	13%	14%	13%
Cupertino Scene	11%	16%	31%
Television	8%	8%	13%
Cupertino Daily News	8%	-	-
San Jose Mercury News	6%	12%	19%
Local cable station [No specific station]	4%	3%	4%
Word of mouth	3%	3%	3%
Email	2%	2%	4%
Local blogs	1%	-	-
Radio	1%	1%	2%
KCIU	1%	-	-
Non-English media	1%	-	2%
KTVU	1%	-	-
City Hall or City Newsletter	-	10%	-
Community Center or Community Newsletter	-	3%	2%
Library	-	3%	1%
School or kids programs	-	1%	-
Parks and Recreation Newsletter	-	1%	-
Los Gatos Daily News	-	1%	5%
Magazines	-	-	2%
None	5%	2%	1%
Other	5%	5%	7%
DK/NA	3%	0%	8%

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

	2008	2006	2004
Yes	67%	65%	51%
No	32%	32%	46%
DK/NA	1%	3%	3%

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

Comcast	65%
AT&T U-verse	11%
Satellite (Direct TV/Dishnetwork)	10%
Other	1%
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 = 305

Yes	48%
No	51%
DK/NA	2%

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

n = 145

City Council Meetings	74%
Commission Meetings	19%
California Channel	9%
None	1%
Other	5%
DK/NA	15%

ADDITIONAL RESPONDENT INFORMATION

A. How many years have you lived in the City of Cupertino [COOPER-TEENO]?

	2008	2006	2004
Less than one year	2%	9%	5%
One to three years	14%	23%	19%
Four to nine years	25%	22%	26%
Ten to fifteen years	19%	14%	15%
Sixteen to twenty-five years	18%	11%	12%
Twenty-six years or more	22%	22%	24%
DK/NA	0%	0%	0%

B. Do you own or rent your home?

	2008	2006	2004
Own	70%	67%	64%
Rent	28%	32%	32%
DK/NA	2%	1%	4%

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

	2008	2006	2004
White	51%	47%	49%
Chinese	21%	16%	21%
Asian Indian	16%	22%	8%
Latino or Hispanic	4%	1%	4%
Japanese	2%	1%	3%
African American or Black	1%	0%	1%
Thai	1%	0%	1%
Pacific Islander	1%	1%	1%
Other Asian	1%	3%	7%
Other	2%	4%	1%
DK/NA	2%	5%	6%

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

	2008	2006	2004
One	11%	11%	13%
Two	24%	25%	23%
Three	24%	25%	22%
Four	28%	27%	25%
Five or more	11%	11%	13%
DK/NA	1%	2%	3%

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

	Year	Under the age 18	Over the age 64
None	2008	54%	70%
	2006	50%	75%
	2004	51	74%
One	2008	21%	19%
	2006	20%	15%
	2004	18	11%
Two	2008	22%	10%
	2006	25%	8%
	2004	26	12%
Three or more	2008	4%	1%
	2006	4%	<0.5%
	2004	5	1%
DK/NA	2008	0%	0%
	2006	2%	1%
	2004	0	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	76%
One	18%
Two or three	5%
DK/NA	1%

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

	2008	2006	2004
Yes	43%	49%	45%
No	57%	51%	52%
DK/NA	0%	1%	3%

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

	2008 (n = 172)	2006 (n = 193)	2004 (n = XXX)
Chinese languages	54%	39%	59%
Chinese	26%	21%	39%
Mandarin	22%	15%	18%
Cantonese	6%	3%	2%
Indian languages	21%	27%	12%
Hindi	8%	7%	4%
Telugu	3%	-	3%
Indian languages (unspecified)	3%	20%	3%
Kannada	2%	-	-
Marathi	2%	-	-
Urdu	2%	-	-
Tamil	1%	-	2%
Gujarati	1%	-	-
European languages	20%	6%	19%
Spanish	11%	3%	11%
German	5%	2%	4%
Russian	2%	-	1%
French	1%	1%	3%
Italian	1%	-	-
Japanese	2%	4%	4%
Thai	2%	-	-
Hebrew	1%	6%	-
Korean	1%	5%	3%
Tagalog	1%	<0.5%	5%
Vietnamese	-	<0.5%	1%
Arabic	-	-	1%
Other	7%	16%	9%
DK/NA	2%	2%	1%

- I. 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 2007.

	2008	2006
Under \$60,000	12%	12%
\$60,000 to under \$80,000	7%	10%
\$80,000 to under \$100,000	10%	15%
\$100,000 to under \$120,000	9%	16%
\$120,000 to under \$140,000	8%	6%
\$140,000 to under \$160,000	7%	5%
\$160,000 to under \$180,000	5%	4%
\$180,000 to under \$200,000	4%	3%
\$200,000 or more	15%	10%
DK/NA	23%	20%

J. Gender

	2008	2006	2004
Male	49%	46%	50%
Female	51%	54%	50%

K. Age

	2008	2006	2004
18 to 24 years	6%	7%	6%
25 to 34 years	15%	16%	12%
35 to 44 years	28%	28%	30%
45 to 54 years	20%	20%	20%
55 to 64 years	11%	12%	12%
65 years and older	15%	14%	16%
DK/NA	4%	4%	4%

VOTER INFORMATION

L. Party:

Democrat	46%
Republican	22%
Other	1%
DTS	31%

M. Household Party Type:

Democrat (1)	25%
Democrat (2+)	12%
Republican (1)	8%
Republican (2+)	7%
Other (1)	16%
Other (2+)	8%
Democrat & Republican	6%
Democrat & Other	9%
Republican & Other	6%
Mixed	3%

N. Registration Date:

Before 1994	23%
1994 to 1998	6%
1999 to 2003	22%
2004 or later	49%

O. Voting History:

	Poll	Mail	No
A. Voted March 2002	22%	4%	74%
B. Voted November 2002	34%	6%	61%
C. Voted Recall 2003	37%	11%	52%
D. Voted June 2004	28%	8%	63%
E. Voted November 2004	43%	18%	39%
F. Voted June 2006	21%	17%	63%
G. Voted November 2006	42%	23%	35%
H. Voted February 2008	10%	35%	56%

P. Voting Propensity:

Never Voted	20%
1 of 8	13%
2 of 8	10%
3 of 8	9%
4 of 8	8%
5 of 8	8%
6 of 8	7%
7 of 8	9%
8 of 8	15%

Q. Absentee Propensity:

Never Voted Absentee	55%
1 of 8	18%
2 of 8	10%
3 of 8	7%
4 of 8	3%
5 of 8	2%
6 of 8	2%
7 of 8	2%
8 of 8	1%

R. Permanent Absentee Voter:

Yes	55%
No	46%

S. Likely Mail Ballot Voter:

Yes	55%
No	45%



City of Cupertino 2008 Resident Satisfaction Survey



GODBE RESEARCH
Gain Insight



Appendix E: Questionnaire

2008 Cupertino Community Survey
Final Questionnaire (APPROVED 9/17/2008)

Hello, May I speak with _____? Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning some important issues in your community, and we would like to get your opinions. It should just take a few minutes of your time.

[IF NEEDED]: This is a study about issues of importance in your community. It is a survey only, and I am not selling anything.

[IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: "I'm sorry, but for statistical purposes this survey must only be completed by this particular individual."]

[IF THE INDIVIDUAL INDICATES THAT THEY ARE AN EMPLOYEE OF THE CITY, AN ELECTED OFFICIAL, OR A CITY COUNCIL MEMBER, THANK THEM FOR THEIR TIME, POLITELY EXPLAIN THAT THE FOCUS OF THIS SURVEY IS ON THE PUBLIC'S PERCEPTION OF CITY ISSUES, AND TERMINATE THE INTERVIEW.]

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH: "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"]

~~~~~

Record Gender [DO NOT ASK]:

- Male----- 1
Female ----- 2

A. How many years have you lived in the City of Cupertino [COOPER-TEENO]?

- Less than one year----- 1
One to three years ----- 2
Four to nine years----- 3
Ten to fifteen years ----- 4
Sixteen to twenty-five years ----- 5
Twenty-six years or more ----- 6
[DON'T READ] DK/NA ----- 99

**Overall Perceptions of Living in Cupertino**

Next, 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 -----        | 1  |
| Somewhat satisfied -----    | 2  |
| Somewhat dissatisfied ----- | 3  |
| Very dissatisfied -----     | 4  |
| [DON'T READ] DK/NA -----    | 99 |

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

|                                     |    |
|-------------------------------------|----|
| Affordable housing -----            | 1  |
| Enjoy/like the City -----           | 2  |
| Friends/family here -----           | 3  |
| Grew up here -----                  | 4  |
| Job -----                           | 5  |
| Quality of life -----               | 6  |
| Retirement -----                    | 7  |
| Safety/low crime -----              | 8  |
| School system -----                 | 9  |
| Small town atmosphere -----         | 10 |
| Other [Please specify: _____] ----- | 98 |
| [DON'T READ] DK/NA -----            | 99 |

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

|                                        |    |
|----------------------------------------|----|
| Affordable housing -----               | 1  |
| City's economic health -----           | 2  |
| Controlling growth -----               | 3  |
| Crime -----                            | 4  |
| Education -----                        | 5  |
| Inconvenient library hours -----       | 6  |
| Neighborhood preservation -----        | 7  |
| Preserving small town atmosphere ----- | 8  |
| Protection of open space -----         | 9  |
| Quality of life -----                  | 10 |
| Race relations -----                   | 11 |
| Taxes -----                            | 12 |
| Teen programs -----                    | 13 |
| Traffic -----                          | 14 |
| Other [Please specify: _____] -----    | 98 |
| [DON'T READ] DK/NA -----               | 99 |

**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 ----- 1  
 Somewhat satisfied ----- 2  
 Somewhat dissatisfied ----- 3  
 Very dissatisfied ----- 4  
 [DON'T READ] DK/NA ----- 99

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]?

**RANDOMIZE**

|                                                         | <u>Very Sat.</u> | <u>Swt. Sat.</u> | <u>Swt. Dissat.</u> | <u>Very Dissat.</u> | <u>[DON'T READ] DK/NA</u> |
|---------------------------------------------------------|------------------|------------------|---------------------|---------------------|---------------------------|
| A. Police services -----                                | 1                | 2                | 3                   | 4                   | 99                        |
| B. City recreation services -----                       | 1                | 2                | 3                   | 4                   | 99                        |
| C. Park and picnic area availability -----              | 1                | 2                | 3                   | 4                   | 99                        |
| D. Quinlan [KWIN-lan] community center facilities ----- | 1                | 2                | 3                   | 4                   | 99                        |
| E. Garbage collection -----                             | 1                | 2                | 3                   | 4                   | 99                        |
| F. Recycling program -----                              | 1                | 2                | 3                   | 4                   | 99                        |
| G. Library services -----                               | 1                | 2                | 3                   | 4                   | 99                        |
| H. Street pavement maintenance -----                    | 1                | 2                | 3                   | 4                   | 99                        |
| I. Street sweeping services -----                       | 1                | 2                | 3                   | 4                   | 99                        |
| J. Park and picnic area maintenance -----               | 1                | 2                | 3                   | 4                   | 99                        |
| K. Traffic safety -----                                 | 1                | 2                | 3                   | 4                   | 99                        |
| L. Street tree maintenance -----                        | 1                | 2                | 3                   | 4                   | 99                        |
| M. Economic development efforts -----                   | 1                | 2                | 3                   | 4                   | 99                        |
| N. Sidewalk maintenance -----                           | 1                | 2                | 3                   | 4                   | 99                        |
| O. Median strip landscape maintenance -----             | 1                | 2                | 3                   | 4                   | 99                        |
| P. Youth sports fields -----                            | 1                | 2                | 3                   | 4                   | 99                        |
| Q. Senior citizen programs -----                        | 1                | 2                | 3                   | 4                   | 99                        |
| R. Neighborhood programs -----                          | 1                | 2                | 3                   | 4                   | 99                        |
| S. Managing land use -----                              | 1                | 2                | 3                   | 4                   | 99                        |

**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----- 1
- Somewhat strong-----2
- Somewhat weak-----3
- Very weak----- 4
- None at all----- 5
- [DON'T READ] DK/NA----- 99

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?

RANDOMIZE

- |                                                                                          | <u>Strongly</u><br><u>Agree</u> | <u>Sw.</u><br><u>Agree</u> | <u>Neither</u><br><u>Agree nor</u><br><u>Disagree</u> | <u>Sw.</u><br><u>Disagree</u> | <u>Strongly</u><br><u>Disagree</u> | <u>[DON'T</u><br><u>READ]</u><br><u>DK/NA</u> |
|------------------------------------------------------------------------------------------|---------------------------------|----------------------------|-------------------------------------------------------|-------------------------------|------------------------------------|-----------------------------------------------|
| A. I can recognize most of the people who live in my community -----                     | 1                               | 2                          | 3                                                     | 4                             | 5                                  | 99                                            |
| B. Very few of my neighbors know me -----                                                | 1                               | 2                          | 3                                                     | 4                             | 5                                  | 99                                            |
| C. I have almost no influence over what this community is like -----                     | 1                               | 2                          | 3                                                     | 4                             | 5                                  | 99                                            |
| D. My neighbors and I want the same things from this community -----                     | 1                               | 2                          | 3                                                     | 4                             | 5                                  | 99                                            |
| E. If there is a problem in this community, people who live here can get it solved ----- | 1                               | 2                          | 3                                                     | 4                             | 5                                  | 99                                            |
| F. It is very important for me to feel a sense of community with other residents-----    | 1                               | 2                          | 3                                                     | 4                             | 5                                  | 99                                            |

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]

| RANDOMIZE                                  | <u>Yes</u> | <u>No</u> | [DON'T<br>READ]<br>DK/NA |
|--------------------------------------------|------------|-----------|--------------------------|
| A. Neighborhood watch -----                | 1          | 2         | 99                       |
| B. Neighborhood block parties -----        | 1          | 2         | 99                       |
| C. Earthquake preparedness -----           | 1          | 2         | 99                       |
| D. Electronic community alert program----- | 1          | 2         | 99                       |
| E. Block leader program -----              | 1          | 2         | 99                       |

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

| HOLD RANDOMATION ORDER FROM Q8                 | <u>Very<br/>Sat.</u> | <u>Swt.<br/>Sat.</u> | <u>Swt.<br/>Dissat.</u> | <u>Very<br/>Dissat.</u> | [DON'T<br>READ]<br>DK/NA |
|------------------------------------------------|----------------------|----------------------|-------------------------|-------------------------|--------------------------|
| A. Neighborhood watch -----                    | 1                    | 2                    | 3                       | 4                       | 99                       |
| B. Neighborhood block parties -----            | 1                    | 2                    | 3                       | 4                       | 99                       |
| C. Earthquake preparedness -----               | 1                    | 2                    | 3                       | 4                       | 99                       |
| D. Electronic community<br>alert program ----- | 1                    | 2                    | 3                       | 4                       | 99                       |
| E. Block leader program -----                  | 1                    | 2                    | 3                       | 4                       | 99                       |

**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 <u>to work</u> -----     | 1  | [CONTINUE]   |
| Yes, bike <u>to work</u> -----     | 2  | [CONTINUE]   |
| Yes, walk <u>to school</u> -----   | 3  | [CONTINUE]   |
| Yes, bike <u>to school</u> -----   | 4  | [CONTINUE]   |
| No -----                           | 5  | [SKIP TO 12] |
| Currently unemployed/ retired----- | 6  | [SKIP TO 12] |
| [DON'T READ] DK/NA -----           | 99 | [SKIP TO 12] |

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]?

WORK: WALK: \_\_\_\_ BIKE: \_\_\_\_ SCHOOL: WALK: \_\_\_\_ BIKE: \_\_\_\_

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]?

Strongly support ----- 1  
 Somewhat support ----- 2  
 Somewhat oppose ----- 3  
 Strongly oppose ----- 4  
 [DON'T READ] DK/NA ----- 99

**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]?

Strongly support ----- 1  
 Somewhat support ----- 2  
 Somewhat oppose ----- 3  
 Strongly oppose ----- 4  
 [DON'T READ] DK/NA ----- 99

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]?

Strongly support ----- 1  
 Somewhat support ----- 2  
 Somewhat oppose ----- 3  
 Strongly oppose ----- 4  
 [DON'T READ] DK/NA ----- 99

**Sustainability**

15. Does your household currently have a photovoltaic [FOTO-VOL-TA-IK] or PV solar system?

Yes ----- 1  
 No ----- 2  
 [DON'T READ] DK/NA ----- 99

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 ----- 1
- Jones ----- 2
- [DON'T READ] Neither----- 3
- [DON'T READ] DK/NA ----- 99

**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 ----- 1
- Somewhat Satisfied ----- 2
- Somewhat Dissatisfied ----- 3
- Very Dissatisfied ----- 4
- [DON'T READ] DK/NA----- 99

18. The Crossroads District in Cupertino along Stevens Creek Boulevard between Stelling Road and De Anza Boulevard [DEE-ANZA] 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]?

- Strongly support ----- 1
- Somewhat support ----- 2
- Somewhat oppose ----- 3
- Strongly oppose ----- 4
- [DON'T READ] DK/NA ----- 99

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----- 1
- Very Important ----- 2
- Somewhat Important ----- 3
- Not at all Important ----- 4
- [DON'T READ] DK/NA----- 99

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 [WOLF] Road in proportion to job growth to support Cupertino's major corporate tenants (such as...)? [GET ANSWER, THEN ASK:] Would that be strongly [support/oppose] or somewhat [support/oppose]?

- Strongly support----- 1
- Somewhat support----- 2
- Somewhat oppose----- 3
- Strongly oppose----- 4
- [DON'T READ] DK/NA----- 99

**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----- 1
- Decreased ----- 2
- Stayed about same----- 3
- [DON'T READ] DK/NA----- 99

**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----- 1
- Good ----- 2
- Poor ----- 3
- Very poor----- 4
- [DON'T READ] DK/NA----- 99

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 ----- 1
- More sympathetic/open ----- 2
- [DON'T READ] No change in how I feel ----- 3
- [DON'T READ] DK/NA----- 99

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 ----- 1
- About the right amount ----- 2
- Not enough ----- 3
- [DON'T READ] DK/NA----- 99

**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, RECORD 'YES' FOR Q25B, AND GO TO THE NEXT QUESTION Q26.]

|                                                                                    | <u>Yes</u> | No     | Don't use<br><u>the lib.</u> | [DON'T<br>READ]<br><u>DK/NA</u> |
|------------------------------------------------------------------------------------|------------|--------|------------------------------|---------------------------------|
| A. An annual fee of \$10 for issuing library cards to new and existing users ----- | 1          | -----2 | ----- 3                      | ----- 99                        |
| B. An annual fee of \$5 for issuing library cards to new and existing users -----  | 1          | -----2 | ----- 3                      | ----- 99                        |

**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 ----- 1
- Cupertino Daily News ----- 2
- Cupertino Scene----- 2
- Los Gatos Daily News----- 3
- Internet [No specific site] ----- 4
- City Website ----- 5
- Flyers or posters around town ----- 6
- KCIU ----- 7
- KTVU ----- 8
- KNTV ----- 9
- Local blogs ----- 10
- Local cable station [No specific station] ----- 11
- Non-English media----- 12
- Radio ----- 13
- San Francisco Chronicle ----- 14
- San Jose Mercury News----- 15
- Television----- 16
- Email----- 17
- None ----- 97
- Other [Please specify: \_\_\_\_\_]----- 98
- [DON'T READ] DK/NA ----- 99

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

- Yes ----- 1
- No ----- 2
- [DON'T READ] DK/NA ----- 99

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

- AT&T U-verse ----- 1 [CONTINUE]
- Comcast ----- 2 [CONTINUE]
- Satellite (Direct TV/Dishnetwork)----- 3 [SKIP TO Q30]
- Other [Please specify: \_\_\_\_\_]----- 98 [SKIP TO Q30]
- [DON'T READ] DK/NA ----- 99 [SKIP TO Q30]

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?

- Yes ----- 1 [CONTINUE]
- No ----- 2 [SKIP TO QB]
- [DON'T READ] DK/NA ----- 99 [SKIP TO QB]

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

- City Council Meetings ----- 1
- Commission Meetings----- 2
- California Channel ----- 3
- Other [Please specify: \_\_\_\_\_]----- 98
- [DON'T READ] DK/NA ----- 99

**And now, just some background questions for comparison purposes**

B. Do you own or rent your home?

- Own ----- 1
- Rent----- 2
- [DON'T READ] DK/NA ----- 3

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

- Asian Indian----- 1
- African American or Black----- 2
- Cambodian----- 3
- Chinese ----- 4
- Filipino----- 5
- Japanese ----- 6
- Korean ----- 7
- Latino or Hispanic ----- 8
- Laotian ----- 9
- Pacific Islander----- 10
- Thai ----- 11
- Vietnamese ----- 12
- White ----- 13
- Other [Specify: \_\_\_\_\_] ----- 14
- [DON'T READ] DK/NA ----- 15

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

- [INDICATE NUMBER:]----- \_\_\_\_\_
- DK/NA ----- 99

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

- E1. Under the age of 18 \_\_\_\_\_
- E2. Over the age of 64 \_\_\_\_\_

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?

(INDICATE NUMBER:) ----- \_\_\_\_\_  
 DK/NA----- 99

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

Yes ----- 1 [CONTINUE]  
 No ----- 2 [SKIP TO QI]  
 [DON'T READ] DK/NA ----- 99 [SKIP TO QI]

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

Cantonese ----- 1  
 French ----- 2  
 German ----- 3  
 Hindi ----- 4  
 Japanese ----- 5  
 Korean ----- 6  
 Mandarin ----- 7  
 Chinese ----- 8  
 Spanish ----- 9  
 Tagalog ----- 10  
 Thai ----- 11  
 Vietnamese ----- 12  
 Other [Please specify: \_\_\_\_\_] ----- 98  
 DK/NA ----- 99

I. 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 2005.

Under \$60,000 ----- 1  
 \$60,000 to under \$80,000 ----- 2  
 \$80,000 to under \$100,000 ----- 3  
 \$100,000 to under \$120,000 ----- 4  
 \$120,000 to under \$140,000 ----- 5  
 \$140,000 to under \$160,000 ----- 6  
 \$160,000 to under \$180,000 ----- 7  
 \$180,000 to under \$200,000 ----- 8  
 \$200,000 or more ----- 9  
 [DON'T READ] Refused ----- 99

**These are all the questions I have for you. Thank you very much for your participation.**

**Voter Information [FROM VOTER FILE]**

## J. Age:

|                          |   |
|--------------------------|---|
| 18 to 29 years -----     | 1 |
| 30 to 39 years -----     | 2 |
| 40 to 49 years -----     | 3 |
| 50 to 64 years -----     | 4 |
| 65 years and older ----- | 5 |
| Not coded -----          | 6 |

## K. Party:

|                  |   |
|------------------|---|
| Democrat -----   | 1 |
| Republican ----- | 2 |
| Other -----      | 3 |
| DTS -----        | 4 |

## L. Household Party Type:

|                             |    |
|-----------------------------|----|
| Democrat [1] -----          | 1  |
| Democrat [2+] -----         | 2  |
| Republican [1] -----        | 3  |
| Republican [2+] -----       | 4  |
| Other [1] -----             | 5  |
| Other [2+] -----            | 6  |
| Democrat & Republican ----- | 7  |
| Democrat & Other -----      | 8  |
| Republican & Other -----    | 9  |
| Mixed -----                 | 10 |

## M. Registration Date:

|                     |   |
|---------------------|---|
| Before 1994 -----   | 1 |
| 1994 - 1998 -----   | 2 |
| 1999 - 2003 -----   | 3 |
| 2004 or later ----- | 4 |

N. Voting History:

|                             | <u>Poll</u> | <u>Mail</u> | <u>No</u> |
|-----------------------------|-------------|-------------|-----------|
| A. Voted March 2002-----    | 1           | 2           | 3         |
| B. Voted November 2002----- | 1           | 2           | 3         |
| C. Voted Recall 2003-----   | 1           | 2           | 3         |
| D. Voted June 2004-----     | 1           | 2           | 3         |
| E. Voted November 2004----- | 1           | 2           | 3         |
| F. Voted November 2005----- | 1           | 2           | 3         |
| G. Voted June 2006-----     | 1           | 2           | 3         |
| H. Voted November 2006----- | 1           | 2           | 3         |
| I. Voted February 2008----- | 1           | 2           | 3         |

O. Voting Propensity:

|                  |   |
|------------------|---|
| Never voted----- | 0 |
| Once-----        | 1 |
| Twice-----       | 2 |
| Three times----- | 3 |
| Four times-----  | 4 |
| Five times-----  | 5 |
| Six times-----   | 6 |
| Seven times----- | 7 |
| Eight times----- | 8 |
| Nine times-----  | 9 |

P. Absentee Propensity:

|                           |   |
|---------------------------|---|
| Never voted absentee----- | 0 |
| Once-----                 | 1 |
| Twice-----                | 2 |
| Three times-----          | 3 |
| Four times-----           | 4 |
| Five times-----           | 5 |
| Six times-----            | 6 |
| Seven times-----          | 7 |
| Eight times-----          | 8 |
| Nine times-----           | 9 |

Q. Permanent Absentee Voter:

|          |   |
|----------|---|
| Yes----- | 1 |
| No-----  | 2 |

R. Likely Mail Ballot Voter:

|          |   |
|----------|---|
| Yes----- | 1 |
| No-----  | 2 |

S. PRECINCT NUMBER [REQUIRED] \_\_\_\_\_

T. RESPONDENT'S ZIP CODE OF RESIDENCE [REQUIRED] \_\_\_\_\_

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

DATE OF INTERVIEW \_\_\_\_\_ VALIDATED BY \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ NUMBER: \_\_\_\_\_



# City of Cupertino 2008 Resident Satisfaction Survey

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GODBE RESEARCH  
Gain Insight



## Appendix F: Crosstabulation Tables

|                                                                                                         |                       | Gender       |              |              |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------|--------------|--------------|
|                                                                                                         |                       | Total        | Male         | Female       |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 400          | 197          | 203          |
|                                                                                                         | Very satisfied        | 227<br>56.8% | 102<br>51.9% | 125<br>61.6% |
|                                                                                                         | Somewhat satisfied    | 144<br>35.9% | 81<br>41.2%  | 63<br>30.8%  |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.1%   | 8<br>3.9%    | 9<br>4.3%    |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%    | 2<br>1.0%    | 3<br>1.6%    |
|                                                                                                         | DK/NA                 | 8<br>1.9%    | 4<br>2.1%    | 3<br>1.7%    |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                         |                       | Gender      |               |
|---------------------------------------------------------------------------------------------------------|-----------------------|-------------|---------------|
|                                                                                                         |                       | Male<br>(A) | Female<br>(B) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied        |             | A             |
|                                                                                                         | Somewhat satisfied    | B           |               |
|                                                                                                         | Somewhat dissatisfied |             |               |
|                                                                                                         | Very dissatisfied     |             |               |
|                                                                                                         | DK/NA                 |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Age          |             |             |             |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|
|                                                                                                         |                       | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 387          | 67          | 31          | 125         |
|                                                                                                         | Very satisfied        | 217<br>56.1% | 37<br>54.8% | 15<br>49.4% | 65<br>52.1% |
|                                                                                                         | Somewhat satisfied    | 142<br>36.6% | 24<br>36.2% | 14<br>44.4% | 53<br>42.3% |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.1%   | 3<br>3.8%   | 2<br>6.2%   | 5<br>3.7%   |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%    | 0<br>.0%    | 0<br>.0%    | 1<br>.8%    |
|                                                                                                         | DK/NA                 | 8<br>1.9%    | 4<br>5.2%   | 0<br>.0%    | 1<br>1.0%   |

|                                                                                                         |                       | Age         |              |
|---------------------------------------------------------------------------------------------------------|-----------------------|-------------|--------------|
|                                                                                                         |                       | 50 to 64    | 65 and older |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 98          | 65           |
|                                                                                                         | Very satisfied        | 55<br>56.1% | 44<br>68.2%  |
|                                                                                                         | Somewhat satisfied    | 32<br>32.5% | 18<br>28.2%  |
|                                                                                                         | Somewhat dissatisfied | 7<br>6.8%   | 0<br>.0%     |
|                                                                                                         | Very dissatisfied     | 3<br>2.7%   | 1<br>2.3%    |
|                                                                                                         | DK/NA                 | 2<br>1.9%   | 1<br>1.3%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                         |                       | Age             |                 |                 |                 |                     |
|---------------------------------------------------------------------------------------------------------|-----------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                         |                       | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied        |                 |                 |                 |                 |                     |
|                                                                                                         | Somewhat satisfied    |                 |                 |                 |                 | a                   |
|                                                                                                         | Somewhat dissatisfied |                 |                 |                 |                 |                     |
|                                                                                                         | Very dissatisfied     | a               | a               |                 |                 |                     |
|                                                                                                         | DK/NA                 |                 | a               |                 |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Ethnicity    |             |             |             |             |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                         |                       | Total        | White       | Chinese     | Indian      | Other       |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 390          | 149         | 124         | 82          | 36          |
|                                                                                                         | Very satisfied        | 223<br>57.0% | 90<br>60.3% | 67<br>54.4% | 42<br>50.8% | 24<br>66.8% |
|                                                                                                         | Somewhat satisfied    | 140<br>36.0% | 47<br>31.6% | 48<br>38.8% | 35<br>43.0% | 10<br>27.9% |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.0%   | 5<br>3.6%   | 6<br>4.7%   | 3<br>3.1%   | 2<br>5.3%   |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%    | 4<br>2.6%   | 1<br>1.1%   | 0<br>.0%    | 0<br>.0%    |
|                                                                                                         | DK/NA                 | 7<br>1.7%    | 3<br>1.8%   | 1<br>1.1%   | 3<br>3.1%   | 0<br>.0%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                         |                       | Ethnicity    |                |               |              |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------|----------------|---------------|--------------|
|                                                                                                         |                       | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied        |              |                |               |              |
|                                                                                                         | Somewhat satisfied    |              |                |               |              |
|                                                                                                         | Somewhat dissatisfied |              |                | .a            | .a           |
|                                                                                                         | Very dissatisfied     |              |                |               | .a           |
|                                                                                                         | DK/NA                 |              |                |               | .a           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------------------------------------|-----------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                         |                       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 399                 | 49              | 182           | 168              |
|                                                                                                         | Very satisfied        | 227<br>57.0%        | 32<br>65.1%     | 93<br>51.2%   | 102<br>61.0%     |
|                                                                                                         | Somewhat satisfied    | 142<br>35.7%        | 11<br>23.5%     | 76<br>41.9%   | 54<br>32.5%      |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.1%          | 6<br>11.4%      | 6<br>3.1%     | 5<br>3.1%        |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%           | 0<br>.0%        | 2<br>1.4%     | 3<br>1.6%        |
|                                                                                                         | DK/NA                 | 8<br>1.9%           | 0<br>.0%        | 4<br>2.4%     | 3<br>1.8%        |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                         |                       | Length of Residence    |                      |                         |
|---------------------------------------------------------------------------------------------------------|-----------------------|------------------------|----------------------|-------------------------|
|                                                                                                         |                       | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied        |                        |                      |                         |
|                                                                                                         | Somewhat satisfied    |                        |                      |                         |
|                                                                                                         | Somewhat dissatisfied | B                      |                      |                         |
|                                                                                                         | Very dissatisfied     | .a                     |                      |                         |
|                                                                                                         | DK/NA                 | .a                     |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Homeownership Status |              |             |
|---------------------------------------------------------------------------------------------------------|-----------------------|----------------------|--------------|-------------|
|                                                                                                         |                       | Total                | Own          | Rent        |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 391                  | 299          | 92          |
|                                                                                                         | Very satisfied        | 226<br>57.9%         | 173<br>57.8% | 53<br>58.1% |
|                                                                                                         | Somewhat satisfied    | 137<br>35.0%         | 109<br>36.3% | 28<br>30.9% |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.0%           | 9<br>2.9%    | 7<br>7.7%   |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%            | 5<br>1.6%    | 1<br>.5%    |
|                                                                                                         | DK/NA                 | 7<br>1.7%            | 4<br>1.4%    | 3<br>2.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                         |                       | Homeownership Status |             |
|---------------------------------------------------------------------------------------------------------|-----------------------|----------------------|-------------|
|                                                                                                         |                       | Own<br>(A)           | Rent<br>(B) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied        |                      |             |
|                                                                                                         | Somewhat satisfied    |                      |             |
|                                                                                                         | Somewhat dissatisfied |                      | A           |
|                                                                                                         | Very dissatisfied     |                      |             |
|                                                                                                         | DK/NA                 |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Members in the Household |             |             |             |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                         |                       | Total                    | One         | Two         | Three       |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 395                      | 38          | 91          | 105         |
|                                                                                                         | Very satisfied        | 227<br>57.4%             | 28<br>72.8% | 54<br>59.3% | 58<br>54.9% |
|                                                                                                         | Somewhat satisfied    | 140<br>35.4%             | 10<br>25.4% | 29<br>32.0% | 40<br>38.1% |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.0%               | 0<br>.0%    | 4<br>4.3%   | 1<br>1.1%   |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%                | 1<br>1.8%   | 2<br>2.2%   | 1<br>1.2%   |
|                                                                                                         | DK/NA                 | 8<br>1.9%                | 0<br>.0%    | 2<br>2.3%   | 5<br>4.6%   |

|                                                                                                         |                       | Members in the |              |
|---------------------------------------------------------------------------------------------------------|-----------------------|----------------|--------------|
|                                                                                                         |                       | Four           | Five or more |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 117            | 43           |
|                                                                                                         | Very satisfied        | 66<br>55.8%    | 22<br>50.2%  |
|                                                                                                         | Somewhat satisfied    | 43<br>36.3%    | 18<br>42.5%  |
|                                                                                                         | Somewhat dissatisfied | 7<br>6.3%      | 3<br>7.3%    |
|                                                                                                         | Very dissatisfied     | 1<br>1.1%      | 0<br>.0%     |
|                                                                                                         | DK/NA                 | 1<br>.5%       | 0<br>.0%     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                         |                       | Members in the Household |            |              |             |                     |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                         |                       | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied        |                          |            |              |             |                     |
|                                                                                                         | Somewhat satisfied    |                          |            |              |             |                     |
|                                                                                                         | Somewhat dissatisfied | . <sup>a</sup>           |            |              |             |                     |
|                                                                                                         | Very dissatisfied     |                          |            |              |             | . <sup>a</sup>      |
|                                                                                                         | DK/NA                 | . <sup>a</sup>           |            |              |             | . <sup>a</sup>      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Children in the Household |             |              |
|---------------------------------------------------------------------------------------------------------|-----------------------|---------------------------|-------------|--------------|
|                                                                                                         |                       | Total                     | Yes         | No           |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 400                       | 181         | 220          |
|                                                                                                         | Very satisfied        | 227<br>56.8%              | 96<br>53.3% | 131<br>59.7% |
|                                                                                                         | Somewhat satisfied    | 144<br>35.9%              | 72<br>39.7% | 72<br>32.8%  |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.1%                | 11<br>6.3%  | 5<br>2.3%    |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%                 | 0<br>.0%    | 5<br>2.4%    |
|                                                                                                         | DK/NA                 | 8<br>1.9%                 | 1<br>.7%    | 6<br>2.8%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                         |                            | Children in the Household |           |
|---------------------------------------------------------------------------------------------------------|----------------------------|---------------------------|-----------|
|                                                                                                         |                            | Yes<br>(A)                | No<br>(B) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied             |                           |           |
|                                                                                                         | Somewhat satisfied         |                           |           |
|                                                                                                         | Somewhat dissatisfied      | B<br>. <sup>a</sup>       |           |
|                                                                                                         | Very dissatisfied<br>DK/NA |                           |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Seniors in the Household |             |              |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-------------|--------------|
|                                                                                                         |                       | Total                    | Yes         | No           |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 400                      | 130         | 271          |
|                                                                                                         | Very satisfied        | 227<br>56.8%             | 80<br>61.8% | 147<br>54.4% |
|                                                                                                         | Somewhat satisfied    | 144<br>35.9%             | 40<br>30.6% | 104<br>38.4% |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.1%               | 3<br>2.4%   | 13<br>4.9%   |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%                | 3<br>2.1%   | 2<br>.9%     |
|                                                                                                         | DK/NA                 | 8<br>1.9%                | 4<br>3.1%   | 3<br>1.3%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                         |                            | Seniors in the Household |           |
|---------------------------------------------------------------------------------------------------------|----------------------------|--------------------------|-----------|
|                                                                                                         |                            | Yes<br>(A)               | No<br>(B) |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied             |                          |           |
|                                                                                                         | Somewhat satisfied         |                          |           |
|                                                                                                         | Somewhat dissatisfied      |                          |           |
|                                                                                                         | Very dissatisfied<br>DK/NA |                          |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                         |                       | Annual Household Income |                    |                       |                        |
|---------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                         |                       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 400                     | 72                 | 83                    | 70                     |
|                                                                                                         | Very satisfied        | 227<br>56.8%            | 51<br>70.7%        | 41<br>49.4%           | 36<br>51.8%            |
|                                                                                                         | Somewhat satisfied    | 144<br>35.9%            | 18<br>25.2%        | 33<br>40.1%           | 28<br>39.6%            |
|                                                                                                         | Somewhat dissatisfied | 16<br>4.1%              | 1<br>1.4%          | 6<br>6.7%             | 4<br>5.4%              |
|                                                                                                         | Very dissatisfied     | 5<br>1.3%               | 2<br>2.7%          | 0<br>.0%              | 1<br>1.7%              |
|                                                                                                         | DK/NA                 | 8<br>1.9%               | 0<br>.0%           | 3<br>3.8%             | 1<br>1.4%              |

|                                                                                                         |                       | Annual Household  |             |
|---------------------------------------------------------------------------------------------------------|-----------------------|-------------------|-------------|
|                                                                                                         |                       | \$180,000 or more | DK/NA       |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total                 | 77                | 98          |
|                                                                                                         | Very satisfied        | 47<br>60.8%       | 52<br>53.3% |
|                                                                                                         | Somewhat satisfied    | 23<br>30.3%       | 41<br>41.9% |
|                                                                                                         | Somewhat dissatisfied | 3<br>4.4%         | 3<br>2.7%   |
|                                                                                                         | Very dissatisfied     | 1<br>1.7%         | 1<br>.8%    |
|                                                                                                         | DK/NA                 | 2<br>2.8%         | 1<br>1.3%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                         |                       | Annual Household Income |                       |                        |                   |       |
|---------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                         |                       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                         |                       | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Very satisfied        |                         |                       |                        |                   |       |
|                                                                                                         | Somewhat satisfied    |                         |                       |                        |                   |       |
|                                                                                                         | Somewhat dissatisfied |                         |                       |                        |                   |       |
|                                                                                                         | Very dissatisfied     |                         |                       |                        |                   |       |
|                                                                                                         | DK/NA                 | . <sup>a</sup>          | . <sup>a</sup>        |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Gender       |             |             |
|----------------------------------------------------------------|-----------------------|--------------|-------------|-------------|
|                                                                |                       | Total        | Male        | Female      |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 400          | 197         | 203         |
|                                                                | Affordable housing    | 32<br>7.9%   | 16<br>8.2%  | 16<br>7.7%  |
|                                                                | Enjoy/like the City   | 21<br>5.3%   | 14<br>6.9%  | 8<br>3.7%   |
|                                                                | Friends/family here   | 42<br>10.4%  | 14<br>7.3%  | 27<br>13.3% |
|                                                                | Grew up here          | 15<br>3.7%   | 7<br>3.5%   | 8<br>3.9%   |
|                                                                | Job                   | 30<br>7.5%   | 19<br>9.5%  | 11<br>5.6%  |
|                                                                | Quality of life       | 11<br>2.7%   | 4<br>2.2%   | 7<br>3.3%   |
|                                                                | Retirement            | 4<br>1.0%    | 3<br>1.6%   | 1<br>.4%    |
|                                                                | Safety/low crime      | 10<br>2.5%   | 3<br>1.5%   | 7<br>3.4%   |
|                                                                | School system         | 181<br>45.3% | 88<br>44.8% | 93<br>45.8% |
|                                                                | Small town atmosphere | 12<br>3.1%   | 7<br>3.4%   | 6<br>2.8%   |
|                                                                | Location              | 22<br>5.5%   | 13<br>6.6%  | 9<br>4.4%   |
|                                                                | Weather               | 2<br>.6%     | 2<br>.8%    | 1<br>.4%    |
|                                                                | Other                 | 16<br>4.1%   | 7<br>3.7%   | 9<br>4.4%   |
|                                                                | DK/NA                 | 2<br>.4%     | 0<br>.0%    | 2<br>.7%    |

|                                                                |                       | Age          |             |             |             |
|----------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|
|                                                                |                       | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 387          | 67          | 31          | 125         |
|                                                                | Affordable housing    | 26<br>6.7%   | 5<br>7.2%   | 1<br>2.7%   | 4<br>3.0%   |
|                                                                | Enjoy/like the City   | 21<br>5.3%   | 7<br>9.7%   | 0<br>.0%    | 5<br>3.8%   |
|                                                                | Friends/family here   | 40<br>10.4%  | 20<br>30.1% | 1<br>2.7%   | 7<br>6.0%   |
|                                                                | Grew up here          | 15<br>3.8%   | 9<br>12.9%  | 3<br>8.7%   | 0<br>.0%    |
|                                                                | Job                   | 29<br>7.5%   | 3<br>4.3%   | 0<br>.0%    | 8<br>6.7%   |
|                                                                | Quality of life       | 10<br>2.7%   | 0<br>.0%    | 2<br>5.6%   | 1<br>1.0%   |
|                                                                | Retirement            | 4<br>1.0%    | 0<br>.0%    | 0<br>.0%    | 0<br>.0%    |
|                                                                | Safety/low crime      | 10<br>2.5%   | 0<br>.0%    | 2<br>5.4%   | 5<br>3.9%   |
|                                                                | School system         | 180<br>46.4% | 17<br>25.7% | 17<br>53.4% | 88<br>70.2% |
|                                                                | Small town atmosphere | 11<br>2.9%   | 0<br>.0%    | 0<br>.0%    | 2<br>1.8%   |
|                                                                | Location              | 21<br>5.4%   | 5<br>7.5%   | 5<br>15.3%  | 3<br>2.3%   |
|                                                                | Weather               | 2<br>.6%     | 1<br>1.5%   | 0<br>.0%    | 0<br>.0%    |
|                                                                | Other                 | 16<br>4.1%   | 1<br>1.0%   | 2<br>6.2%   | 2<br>1.4%   |
|                                                                | DK/NA                 | 2<br>.4%     | 0<br>.0%    | 0<br>.0%    | 0<br>.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Gender      |               |
|----------------------------------------------------------------|-----------------------|-------------|---------------|
|                                                                |                       | Male<br>(A) | Female<br>(B) |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    |             |               |
|                                                                | Enjoy/like the City   |             |               |
|                                                                | Friends/family here   |             | A             |
|                                                                | Grew up here          |             |               |
|                                                                | Job                   |             |               |
|                                                                | Quality of life       |             |               |
|                                                                | Retirement            |             |               |
|                                                                | Safety/low crime      |             |               |
|                                                                | School system         |             |               |
|                                                                | Small town atmosphere |             |               |
|                                                                | Location              |             |               |
|                                                                | Weather               |             |               |
|                                                                | Other                 |             |               |
| DK/NA                                                          | . <sup>a</sup>        |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Age         |              |
|----------------------------------------------------------------|-----------------------|-------------|--------------|
|                                                                |                       | 50 to 64    | 65 and older |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 98          | 65           |
|                                                                | Affordable housing    | 5<br>5.2%   | 12<br>17.8%  |
|                                                                | Enjoy/like the City   | 6<br>6.2%   | 3<br>5.1%    |
|                                                                | Friends/family here   | 7<br>6.8%   | 5<br>7.8%    |
|                                                                | Grew up here          | 3<br>2.7%   | 1<br>1.1%    |
|                                                                | Job                   | 12<br>12.2% | 6<br>9.0%    |
|                                                                | Quality of life       | 2<br>1.8%   | 6<br>8.7%    |
|                                                                | Retirement            | 0<br>.0%    | 4<br>6.2%    |
|                                                                | Safety/low crime      | 3<br>3.3%   | 0<br>.0%     |
|                                                                | School system         | 43<br>43.7% | 15<br>23.0%  |
|                                                                | Small town atmosphere | 7<br>6.7%   | 2<br>3.8%    |
|                                                                | Location              | 5<br>5.0%   | 3<br>5.1%    |
|                                                                | Weather               | 1<br>.6%    | 1<br>1.3%    |
|                                                                | Other                 | 5<br>5.2%   | 6<br>9.8%    |
|                                                                | DK/NA                 | 1<br>.7%    | 1<br>1.3%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Age            |                |                |                |                |
|----------------------------------------------------------------|-----------------------|----------------|----------------|----------------|----------------|----------------|
|                                                                |                       | 18 to 29       | 30 to 39       | 40 to 49       | 50 to 64       | 65 and older   |
|                                                                |                       | (A)            | (B)            | (C)            | (D)            | (E)            |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    |                |                |                |                | C              |
|                                                                | Enjoy/like the City   |                | . <sup>a</sup> |                |                |                |
|                                                                | Friends/family here   | B C D E        |                |                |                |                |
|                                                                | Grew up here          |                |                | . <sup>a</sup> |                |                |
|                                                                | Job                   |                | . <sup>a</sup> |                |                |                |
|                                                                | Quality of life       | . <sup>a</sup> |                |                |                | C              |
|                                                                | Retirement            | . <sup>a</sup> | . <sup>a</sup> |                | . <sup>a</sup> |                |
|                                                                | Safety/low crime      | . <sup>a</sup> |                |                |                | . <sup>a</sup> |
|                                                                | School system         |                | E              | A D E          |                |                |
|                                                                | Small town atmosphere | . <sup>a</sup> | . <sup>a</sup> |                |                |                |
|                                                                | Location              |                | C              |                |                |                |
|                                                                | Weather               |                | . <sup>a</sup> | . <sup>a</sup> |                |                |
|                                                                | Other                 |                |                |                |                |                |
|                                                                | DK/NA                 | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |                |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- This category is not used in comparisons because its column proportion is equal to zero or one.
- Tests are adjusted for all pairwise comparisons within a row of each innermost table using the Bonferroni correction.
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Ethnicity    |             |             |             |             |
|----------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                |                       | Total        | White       | Chinese     | Indian      | Other       |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 390          | 149         | 124         | 82          | 36          |
|                                                                | Affordable housing    | 30<br>7.6%   | 19<br>12.4% | 5<br>3.9%   | 1<br>1.4%   | 5<br>14.5%  |
|                                                                | Enjoy/like the City   | 21<br>5.3%   | 9<br>6.0%   | 9<br>7.2%   | 2<br>3.0%   | 0<br>.5%    |
|                                                                | Friends/family here   | 40<br>10.3%  | 15<br>9.9%  | 17<br>13.9% | 5<br>6.3%   | 3<br>8.2%   |
|                                                                | Grew up here          | 14<br>3.6%   | 11<br>7.6%  | 0<br>.0%    | 3<br>3.1%   | 0<br>.9%    |
|                                                                | Job                   | 30<br>7.6%   | 20<br>13.7% | 3<br>2.2%   | 6<br>7.7%   | 0<br>.8%    |
|                                                                | Quality of life       | 11<br>2.8%   | 8<br>5.3%   | 3<br>2.5%   | 0<br>.0%    | 0<br>.0%    |
|                                                                | Retirement            | 4<br>1.0%    | 2<br>1.6%   | 0<br>.0%    | 2<br>2.1%   | 0<br>.0%    |
|                                                                | Safety/low crime      | 10<br>2.5%   | 2<br>1.3%   | 2<br>2.0%   | 4<br>4.5%   | 2<br>4.9%   |
|                                                                | School system         | 179<br>46.0% | 40<br>26.8% | 71<br>56.9% | 50<br>60.8% | 19<br>53.6% |
|                                                                | Small town atmosphere | 12<br>3.0%   | 5<br>3.3%   | 4<br>3.5%   | 1<br>1.6%   | 1<br>3.6%   |
|                                                                | Location              | 22<br>5.6%   | 5<br>3.4%   | 10<br>7.9%  | 4<br>5.0%   | 3<br>8.6%   |
|                                                                | Weather               | 1<br>.4%     | 1<br>1.0%   | 0<br>.0%    | 0<br>.0%    | 0<br>.0%    |
|                                                                | Other                 | 15<br>3.9%   | 10<br>6.7%  | 0<br>.0%    | 4<br>4.5%   | 2<br>4.4%   |
|                                                                | DK/NA                 | 2<br>.4%     | 2<br>1.0%   | 0<br>.0%    | 0<br>.0%    | 0<br>.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Ethnicity |                |                |                |
|----------------------------------------------------------------|-----------------------|-----------|----------------|----------------|----------------|
|                                                                |                       | White     | Chinese        | Indian         | Other          |
|                                                                |                       | (A)       | (B)            | (C)            | (D)            |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    | C         |                |                | C              |
|                                                                | Enjoy/like the City   |           |                |                |                |
|                                                                | Friends/family here   |           |                |                |                |
|                                                                | Grew up here          |           | . <sup>a</sup> |                |                |
|                                                                | Job                   | B         |                |                |                |
|                                                                | Quality of life       |           |                | . <sup>a</sup> | . <sup>a</sup> |
|                                                                | Retirement            |           | . <sup>a</sup> |                | . <sup>a</sup> |
|                                                                | Safety/low crime      |           |                |                |                |
|                                                                | School system         |           | A              | A              | A              |
|                                                                | Small town atmosphere |           |                |                |                |
|                                                                | Location              |           |                |                |                |
|                                                                | Weather               |           | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |
|                                                                | Other                 |           | . <sup>a</sup> |                |                |
|                                                                | DK/NA                 |           | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- This category is not used in comparisons because its column proportion is equal to zero or one.
- Tests are adjusted for all pairwise comparisons within a row of each innermost table using the Bonferroni correction.
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Length of Residence |                 |               |                  |
|----------------------------------------------------------------|-----------------------|---------------------|-----------------|---------------|------------------|
|                                                                |                       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 399                 | 49              | 182           | 168              |
|                                                                | Affordable housing    | 32                  | 4               | 9             | 19               |
|                                                                |                       | 7.9%                | 8.0%            | 4.9%          | 11.3%            |
|                                                                | Enjoy/like the City   | 20                  | 1               | 7             | 12               |
|                                                                |                       | 5.0%                | 1.5%            | 3.9%          | 7.1%             |
|                                                                | Friends/family here   | 42                  | 8               | 14            | 20               |
|                                                                |                       | 10.4%               | 15.7%           | 7.5%          | 12.0%            |
|                                                                | Grew up here          | 15                  | 0               | 2             | 13               |
|                                                                |                       | 3.7%                | .0%             | 1.0%          | 7.7%             |
|                                                                | Job                   | 30                  | 5               | 12            | 14               |
|                                                                |                       | 7.5%                | 9.6%            | 6.4%          | 8.2%             |
|                                                                | Quality of life       | 11                  | 1               | 4             | 7                |
|                                                                |                       | 2.7%                | 1.5%            | 2.0%          | 4.0%             |
|                                                                | Retirement            | 4                   | 0               | 3             | 1                |
|                                                                |                       | 1.0%                | .0%             | 1.4%          | .9%              |
|                                                                | Safety/low crime      | 10                  | 2               | 6             | 1                |
|                                                                |                       | 2.5%                | 4.5%            | 3.5%          | .8%              |
|                                                                | School system         | 181                 | 21              | 108           | 52               |
|                                                                |                       | 45.5%               | 43.7%           | 59.2%         | 31.2%            |
|                                                                | Small town atmosphere | 12                  | 0               | 6             | 6                |
|                                                                | 3.1%                  | .0%                 | 3.3%            | 3.7%          |                  |
| Location                                                       | 22                    | 6                   | 7               | 8             |                  |
|                                                                | 5.5%                  | 12.5%               | 4.1%            | 5.0%          |                  |
| Weather                                                        | 2                     | 0                   | 0               | 2             |                  |
|                                                                | .6%                   | .0%                 | .0%             | 1.4%          |                  |
| Other                                                          | 16                    | 1                   | 5               | 10            |                  |
|                                                                | 4.1%                  | 2.9%                | 2.9%            | 5.8%          |                  |
| DK/NA                                                          | 2                     | 0                   | 0               | 2             |                  |
|                                                                | .4%                   | .0%                 | .0%             | .9%           |                  |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Length of Residence |                |                  |
|----------------------------------------------------------------|-----------------------|---------------------|----------------|------------------|
|                                                                |                       | 3 years or less     | 4 to 15 years  | 16 years or more |
|                                                                |                       | (A)                 | (B)            | (C)              |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    |                     |                |                  |
|                                                                | Enjoy/like the City   |                     |                |                  |
|                                                                | Friends/family here   |                     |                |                  |
|                                                                | Grew up here          | . <sup>a</sup>      |                | B                |
|                                                                | Job                   |                     |                |                  |
|                                                                | Quality of life       | . <sup>a</sup>      |                |                  |
|                                                                | Retirement            |                     |                |                  |
|                                                                | Safety/low crime      |                     |                |                  |
|                                                                | School system         |                     | C              |                  |
|                                                                | Small town atmosphere | . <sup>a</sup>      |                |                  |
|                                                                | Location              |                     |                |                  |
|                                                                | Weather               | . <sup>a</sup>      | . <sup>a</sup> |                  |
|                                                                | Other                 |                     |                |                  |
| DK/NA                                                          | . <sup>a</sup>        | . <sup>a</sup>      |                |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Homeownership Status |              |             |
|----------------------------------------------------------------|-----------------------|----------------------|--------------|-------------|
|                                                                |                       | Total                | Own          | Rent        |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 391                  | 299          | 92          |
|                                                                | Affordable housing    | 32<br>8.1%           | 23<br>7.7%   | 9<br>9.6%   |
|                                                                | Enjoy/like the City   | 21<br>5.3%           | 12<br>4.1%   | 8<br>9.0%   |
|                                                                | Friends/family here   | 40<br>10.3%          | 30<br>10.1%  | 10<br>11.0% |
|                                                                | Grew up here          | 13<br>3.4%           | 13<br>4.2%   | 1<br>.8%    |
|                                                                | Job                   | 29<br>7.4%           | 20<br>6.6%   | 9<br>10.0%  |
|                                                                | Quality of life       | 11<br>2.8%           | 11<br>3.7%   | 0<br>.0%    |
|                                                                | Retirement            | 3<br>.8%             | 0<br>.0%     | 3<br>3.6%   |
|                                                                | Safety/low crime      | 10<br>2.5%           | 6<br>2.1%    | 4<br>4.0%   |
|                                                                | School system         | 177<br>45.4%         | 140<br>46.7% | 37<br>40.9% |
|                                                                | Small town atmosphere | 12<br>3.1%           | 12<br>3.9%   | 1<br>.7%    |
|                                                                | Location              | 22<br>5.6%           | 14<br>4.6%   | 8<br>9.1%   |
|                                                                | Weather               | 2<br>.6%             | 2<br>.8%     | 0<br>.0%    |
|                                                                | Other                 | 16<br>4.2%           | 15<br>5.1%   | 1<br>1.3%   |
|                                                                | DK/NA                 | 2<br>.4%             | 2<br>.5%     | 0<br>.0%    |

|                                                                |                       | Members in the Household |            |             |             |
|----------------------------------------------------------------|-----------------------|--------------------------|------------|-------------|-------------|
|                                                                |                       | Total                    | One        | Two         | Three       |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 395                      | 38         | 91          | 105         |
|                                                                | Affordable housing    | 30<br>7.5%               | 8<br>21.7% | 9<br>9.9%   | 5<br>4.9%   |
|                                                                | Enjoy/like the City   | 21<br>5.2%               | 1<br>2.0%  | 8<br>8.5%   | 5<br>5.0%   |
|                                                                | Friends/family here   | 42<br>10.5%              | 4<br>11.2% | 4<br>4.5%   | 11<br>10.0% |
|                                                                | Grew up here          | 15<br>3.8%               | 1<br>3.2%  | 6<br>6.1%   | 4<br>3.8%   |
|                                                                | Job                   | 30<br>7.6%               | 6<br>15.1% | 7<br>8.1%   | 9<br>8.3%   |
|                                                                | Quality of life       | 11<br>2.8%               | 2<br>6.6%  | 5<br>5.6%   | 2<br>2.4%   |
|                                                                | Retirement            | 4<br>1.0%                | 1<br>2.2%  | 2<br>1.9%   | 0<br>.0%    |
|                                                                | Safety/low crime      | 10<br>2.5%               | 0<br>.0%   | 3<br>2.9%   | 3<br>2.4%   |
|                                                                | School system         | 179<br>45.2%             | 8<br>20.4% | 24<br>25.8% | 58<br>55.4% |
|                                                                | Small town atmosphere | 12<br>3.1%               | 2<br>5.2%  | 6<br>6.5%   | 0<br>.0%    |
|                                                                | Location              | 22<br>5.6%               | 1<br>2.2%  | 10<br>10.9% | 3<br>2.9%   |
|                                                                | Weather               | 2<br>.6%                 | 1<br>2.2%  | 0<br>.0%    | 2<br>1.5%   |
|                                                                | Other                 | 16<br>4.1%               | 2<br>6.3%  | 8<br>8.3%   | 4<br>3.4%   |
|                                                                | DK/NA                 | 2<br>.4%                 | 1<br>1.8%  | 1<br>.9%    | 0<br>.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Homeownership Status |              |
|----------------------------------------------------------------|-----------------------|----------------------|--------------|
|                                                                |                       | Own<br>(A)           | Rent<br>(B)  |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    |                      |              |
|                                                                | Enjoy/like the City   |                      |              |
|                                                                | Friends/family here   |                      |              |
|                                                                | Grew up here          |                      |              |
|                                                                | Job                   |                      |              |
|                                                                | Quality of life       |                      | <sup>a</sup> |
|                                                                | Retirement            | <sup>a</sup>         |              |
|                                                                | Safety/low crime      |                      |              |
|                                                                | School system         |                      |              |
|                                                                | Small town atmosphere |                      |              |
|                                                                | Location              |                      |              |
|                                                                | Weather               |                      | <sup>a</sup> |
|                                                                | Other                 |                      |              |
| DK/NA                                                          |                       | <sup>a</sup>         |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Members in the |              |
|----------------------------------------------------------------|-----------------------|----------------|--------------|
|                                                                |                       | Four           | Five or more |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 117            | 43           |
|                                                                | Affordable housing    | 3<br>2.8%      | 4<br>9.5%    |
|                                                                | Enjoy/like the City   | 5<br>4.5%      | 1<br>3.5%    |
|                                                                | Friends/family here   | 16<br>13.6%    | 7<br>15.3%   |
|                                                                | Grew up here          | 2<br>1.5%      | 2<br>5.5%    |
|                                                                | Job                   | 7<br>5.9%      | 1<br>3.0%    |
|                                                                | Quality of life       | 1<br>.7%       | 0<br>.0%     |
|                                                                | Retirement            | 0<br>.0%       | 1<br>3.5%    |
|                                                                | Safety/low crime      | 5<br>4.0%      | 0<br>.0%     |
|                                                                | School system         | 69<br>58.8%    | 20<br>46.6%  |
|                                                                | Small town atmosphere | 3<br>2.7%      | 1<br>2.7%    |
|                                                                | Location              | 6<br>4.8%      | 3<br>5.9%    |
|                                                                | Weather               | 0<br>.0%       | 0<br>.0%     |
|                                                                | Other                 | 1<br>.7%       | 2<br>4.5%    |
|                                                                | DK/NA                 | 0<br>.0%       | 0<br>.0%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Members in the Household |                |                |                |                |
|----------------------------------------------------------------|-----------------------|--------------------------|----------------|----------------|----------------|----------------|
|                                                                |                       | One                      | Two            | Three          | Four           | Five or more   |
|                                                                |                       | (A)                      | (B)            | (C)            | (D)            | (E)            |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    | C D                      |                |                |                |                |
|                                                                | Enjoy/like the City   |                          |                |                |                |                |
|                                                                | Friends/family here   |                          |                |                |                |                |
|                                                                | Grew up here          |                          |                |                |                |                |
|                                                                | Job                   |                          |                |                |                |                |
|                                                                | Quality of life       |                          |                |                |                | . <sup>a</sup> |
|                                                                | Retirement            |                          |                | . <sup>a</sup> | . <sup>a</sup> |                |
|                                                                | Safety/low crime      | . <sup>a</sup>           |                |                |                | . <sup>a</sup> |
|                                                                | School system         |                          |                | A B            | A B            |                |
|                                                                | Small town atmosphere |                          |                | . <sup>a</sup> |                |                |
|                                                                | Location              |                          |                |                |                |                |
|                                                                | Weather               |                          | . <sup>a</sup> |                | . <sup>a</sup> | . <sup>a</sup> |
|                                                                | Other                 |                          |                |                |                |                |
| DK/NA                                                          |                       |                          | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- This category is not used in comparisons because its column proportion is equal to zero or one.
- Tests are adjusted for unpaired comparisons within a row of each internal table using the Bonferroni correction.
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Children in the Household |              |             |
|----------------------------------------------------------------|-----------------------|---------------------------|--------------|-------------|
|                                                                |                       | Total                     | Yes          | No          |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 400                       | 181          | 220         |
|                                                                | Affordable housing    | 32<br>7.9%                | 5<br>3.0%    | 26<br>11.9% |
|                                                                | Enjoy/like the City   | 21<br>5.3%                | 4<br>2.0%    | 18<br>8.0%  |
|                                                                | Friends/family here   | 42<br>10.4%               | 17<br>9.5%   | 24<br>11.1% |
|                                                                | Grew up here          | 15<br>3.7%                | 4<br>2.3%    | 11<br>4.9%  |
|                                                                | Job                   | 30<br>7.5%                | 10<br>5.4%   | 20<br>9.2%  |
|                                                                | Quality of life       | 11<br>2.7%                | 1<br>.7%     | 10<br>4.4%  |
|                                                                | Retirement            | 4<br>1.0%                 | 0<br>.0%     | 4<br>1.8%   |
|                                                                | Safety/low crime      | 10<br>2.5%                | 6<br>3.3%    | 4<br>1.8%   |
|                                                                | School system         | 181<br>45.3%              | 121<br>66.8% | 61<br>27.7% |
|                                                                | Small town atmosphere | 12<br>3.1%                | 2<br>1.3%    | 10<br>4.5%  |
|                                                                | Location              | 22<br>5.5%                | 6<br>3.4%    | 16<br>7.2%  |
|                                                                | Weather               | 2<br>.6%                  | 0<br>.0%     | 2<br>1.1%   |
|                                                                | Other                 | 16<br>4.1%                | 4<br>2.3%    | 12<br>5.5%  |
|                                                                | DK/NA                 | 2<br>.4%                  | 0<br>.0%     | 2<br>.7%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Children in the Household |     |
|----------------------------------------------------------------|-----------------------|---------------------------|-----|
|                                                                |                       | Yes                       | No  |
|                                                                |                       | (A)                       | (B) |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    |                           | A   |
|                                                                | Enjoy/like the City   |                           | A   |
|                                                                | Friends/family here   |                           |     |
|                                                                | Grew up here          |                           |     |
|                                                                | Job                   |                           |     |
|                                                                | Quality of life       |                           | A   |
|                                                                | Retirement            | . <sup>a</sup>            |     |
|                                                                | Safety/low crime      |                           |     |
|                                                                | School system         | B                         |     |
|                                                                | Small town atmosphere |                           |     |
|                                                                | Location              |                           |     |
|                                                                | Weather               | . <sup>a</sup>            |     |
|                                                                | Other                 |                           |     |
| DK/NA                                                          | . <sup>a</sup>        |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- This category is not used in comparisons because its column proportion is equal to zero or one.
- Tests are adjusted for unpaired comparisons within a row of each internal table using the Bonferroni correction.
- Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Seniors in the Household |             |              |
|----------------------------------------------------------------|-----------------------|--------------------------|-------------|--------------|
|                                                                |                       | Total                    | Yes         | No           |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 400                      | 130         | 271          |
|                                                                | Affordable housing    | 32<br>7.9%               | 18<br>13.7% | 14<br>5.1%   |
|                                                                | Enjoy/like the City   | 21<br>5.3%               | 5<br>3.6%   | 17<br>6.2%   |
|                                                                | Friends/family here   | 42<br>10.4%              | 12<br>9.5%  | 29<br>10.8%  |
|                                                                | Grew up here          | 15<br>3.7%               | 7<br>5.2%   | 8<br>3.0%    |
|                                                                | Job                   | 30<br>7.5%               | 12<br>8.9%  | 18<br>6.8%   |
|                                                                | Quality of life       | 11<br>2.7%               | 7<br>5.2%   | 4<br>1.6%    |
|                                                                | Retirement            | 4<br>1.0%                | 4<br>3.1%   | 0<br>.0%     |
|                                                                | Safety/low crime      | 10<br>2.5%               | 3<br>2.5%   | 7<br>2.4%    |
|                                                                | School system         | 181<br>45.3%             | 36<br>27.4% | 146<br>53.9% |
|                                                                | Small town atmosphere | 12<br>3.1%               | 6<br>4.3%   | 7<br>2.5%    |
|                                                                | Location              | 22<br>5.5%               | 7<br>5.4%   | 15<br>5.5%   |
|                                                                | Weather               | 2<br>.6%                 | 1<br>.6%    | 2<br>.6%     |
|                                                                | Other                 | 16<br>4.1%               | 13<br>9.8%  | 4<br>1.3%    |
|                                                                | DK/NA                 | 2<br>.4%                 | 1<br>.6%    | 1<br>.3%     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                |                       | Seniors in the Household |                |
|----------------------------------------------------------------|-----------------------|--------------------------|----------------|
|                                                                |                       | Yes (A)                  | No (B)         |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    | B                        |                |
|                                                                | Enjoy/like the City   |                          |                |
|                                                                | Friends/family here   |                          |                |
|                                                                | Grew up here          |                          |                |
|                                                                | Job                   |                          |                |
|                                                                | Quality of life       | B                        | . <sup>a</sup> |
|                                                                | Retirement            |                          |                |
|                                                                | Safety/low crime      |                          | A              |
|                                                                | School system         |                          |                |
|                                                                | Small town atmosphere |                          |                |
|                                                                | Location              |                          |                |
|                                                                | Weather               |                          |                |
|                                                                | Other                 | B                        |                |
| DK/NA                                                          |                       |                          |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for unpaired comparisons within a set of such unpaired subtests using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                |                       | Annual Household Income |                    |                       |                        |
|----------------------------------------------------------------|-----------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                |                       | Total                   | Less than \$60,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 400                     | 72                 | 83                    | 70                     |
|                                                                | Affordable housing    | 32<br>7.9%              | 10<br>13.6%        | 7<br>8.6%             | 4<br>6.3%              |
|                                                                | Enjoy/like the City   | 21<br>5.3%              | 5<br>7.3%          | 5<br>5.9%             | 2<br>2.2%              |
|                                                                | Friends/family here   | 42<br>10.4%             | 7<br>9.9%          | 8<br>10.1%            | 8<br>11.3%             |
|                                                                | Grew up here          | 15<br>3.7%              | 4<br>5.7%          | 3<br>3.5%             | 2<br>3.5%              |
|                                                                | Job                   | 30<br>7.5%              | 8<br>10.7%         | 4<br>4.9%             | 7<br>9.3%              |
|                                                                | Quality of life       | 11<br>2.7%              | 2<br>2.8%          | 0<br>.0%              | 0<br>.0%               |
|                                                                | Retirement            | 4<br>1.0%               | 3<br>3.5%          | 0<br>.0%              | 0<br>.0%               |
|                                                                | Safety/low crime      | 10<br>2.5%              | 3<br>4.5%          | 2<br>2.1%             | 3<br>4.1%              |
|                                                                | School system         | 181<br>45.3%            | 22<br>30.1%        | 42<br>50.8%           | 37<br>53.1%            |
|                                                                | Small town atmosphere | 12<br>3.1%              | 1<br>2.0%          | 2<br>2.1%             | 4<br>5.3%              |
|                                                                | Location              | 22<br>5.5%              | 2<br>3.0%          | 7<br>8.3%             | 1<br>.8%               |
|                                                                | Weather               | 2<br>.6%                | 1<br>1.2%          | 0<br>.0%              | 2<br>2.3%              |
|                                                                | Other                 | 16<br>4.1%              | 4<br>5.8%          | 3<br>3.6%             | 1<br>1.8%              |
|                                                                | DK/NA                 | 2<br>.4%                | 0<br>.0%           | 0<br>.0%              | 0<br>.0%               |

|                                                                |                       | Annual Household  |             |
|----------------------------------------------------------------|-----------------------|-------------------|-------------|
|                                                                |                       | \$180,000 or more | DK/NA       |
| 2. What is the primary reason you choose to live in Cupertino? | Total                 | 77                | 98          |
|                                                                | Affordable housing    | 2<br>2.8%         | 8<br>8.3%   |
|                                                                | Enjoy/like the City   | 3<br>4.0%         | 7<br>6.7%   |
|                                                                | Friends/family here   | 5<br>6.8%         | 13<br>13.0% |
|                                                                | Grew up here          | 2<br>2.9%         | 3<br>3.2%   |
|                                                                | Job                   | 5<br>6.6%         | 7<br>6.8%   |
|                                                                | Quality of life       | 4<br>5.6%         | 5<br>4.7%   |
|                                                                | Retirement            | 0<br>.0%          | 1<br>1.5%   |
|                                                                | Safety/low crime      | 0<br>.0%          | 2<br>2.0%   |
|                                                                | School system         | 42<br>54.5%       | 39<br>39.1% |
|                                                                | Small town atmosphere | 2<br>3.1%         | 3<br>3.1%   |
|                                                                | Location              | 8<br>10.3%        | 4<br>4.6%   |
|                                                                | Weather               | 0<br>.0%          | 0<br>.0%    |
|                                                                | Other                 | 2<br>2.5%         | 6<br>6.1%   |
|                                                                | DK/NA                 | 1<br>.9%          | 1<br>.8%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                |                       | Annual Household Income |                       |                        |                   |                |
|----------------------------------------------------------------|-----------------------|-------------------------|-----------------------|------------------------|-------------------|----------------|
|                                                                |                       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA          |
|                                                                |                       | (A)                     | (B)                   | (C)                    | (D)               | (E)            |
| 2. What is the primary reason you choose to live in Cupertino? | Affordable housing    |                         |                       |                        |                   |                |
|                                                                | Enjoy/like the City   |                         |                       |                        |                   |                |
|                                                                | Friends/family here   |                         |                       |                        |                   |                |
|                                                                | Grew up here          |                         |                       |                        |                   |                |
|                                                                | Job                   |                         |                       |                        |                   |                |
|                                                                | Quality of life       |                         | . <sup>a</sup>        | . <sup>a</sup>         |                   |                |
|                                                                | Retirement            |                         | . <sup>a</sup>        | . <sup>a</sup>         | . <sup>a</sup>    |                |
|                                                                | Safety/low crime      |                         |                       |                        | . <sup>a</sup>    |                |
|                                                                | School system         |                         |                       |                        | A                 |                |
|                                                                | Small town atmosphere |                         |                       |                        |                   |                |
|                                                                | Location              |                         |                       |                        |                   |                |
|                                                                | Weather               |                         | . <sup>a</sup>        |                        | . <sup>a</sup>    | . <sup>a</sup> |
|                                                                | Other                 |                         |                       |                        |                   |                |
|                                                                | DK/NA                 | . <sup>a</sup>          | . <sup>a</sup>        | . <sup>a</sup>         |                   |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                             |                                  | Gender       |             |             |
|-------------------------------------------------------------|----------------------------------|--------------|-------------|-------------|
|                                                             |                                  | Total        | Male        | Female      |
| 3. What are the two most important issues facing Cupertino? | Total                            | 400          | 197         | 203         |
|                                                             | Affordable housing               | 88<br>21.9%  | 41<br>20.7% | 47<br>23.1% |
|                                                             | City's economic health           | 35<br>8.6%   | 20<br>9.9%  | 15<br>7.4%  |
|                                                             | Controlling growth               | 114<br>28.6% | 57<br>28.9% | 57<br>28.3% |
|                                                             | Crime                            | 20<br>5.0%   | 7<br>3.5%   | 13<br>6.5%  |
|                                                             | Education                        | 56<br>14.0%  | 27<br>13.9% | 29<br>14.0% |
|                                                             | Inconvenient library hours       | 3<br>.9%     | 1<br>.4%    | 3<br>1.3%   |
|                                                             | Neighborhood preservation        | 7<br>1.8%    | 3<br>1.8%   | 4<br>1.9%   |
|                                                             | Preserving small town atmosphere | 17<br>4.2%   | 8<br>4.1%   | 9<br>4.4%   |
|                                                             | Protection of open space         | 9<br>2.2%    | 5<br>2.7%   | 4<br>1.8%   |
|                                                             | Quality of life                  | 19<br>4.8%   | 12<br>5.9%  | 7<br>3.6%   |
|                                                             | Race relations                   | 13<br>3.2%   | 7<br>3.6%   | 6<br>2.8%   |
|                                                             | Taxes                            | 13<br>3.2%   | 9<br>4.8%   | 3<br>1.6%   |
|                                                             | Traffic                          | 59<br>14.7%  | 32<br>16.4% | 26<br>13.0% |
|                                                             | Overpopulation                   | 9<br>2.4%    | 3<br>1.7%   | 6<br>3.0%   |
|                                                             | No downtown/Downtown development | 10<br>2.5%   | 3<br>1.4%   | 7<br>3.5%   |
|                                                             | Overcrowded schools              | 5<br>1.4%    | 2<br>.8%    | 4<br>1.8%   |
|                                                             | Cement plant issues              | 5<br>1.3%    | 2<br>1.1%   | 3<br>1.5%   |
|                                                             | Schools and general funding      | 3<br>.8%     | 1<br>.7%    | 2<br>1.0%   |
|                                                             | Roads and streets                | 3<br>.8%     | 2<br>1.2%   | 1<br>.4%    |
|                                                             | Cost of living                   | 5<br>1.2%    | 2<br>.9%    | 3<br>1.5%   |
|                                                             | Longer hours for entertainment   | 3<br>.8%     | 1<br>.7%    | 2<br>1.0%   |
|                                                             | Nothing                          | 8<br>2.0%    | 4<br>1.8%   | 4<br>2.1%   |
|                                                             | Other                            | 43<br>10.8%  | 23<br>11.8% | 20<br>9.8%  |
|                                                             | DK/NA                            | 55<br>13.7%  | 26<br>13.3% | 29<br>14.1% |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                             |                                  | Gender   |            |
|-------------------------------------------------------------|----------------------------------|----------|------------|
|                                                             |                                  | Male (A) | Female (B) |
| 3. What are the two most important issues facing Cupertino? | Affordable housing               |          |            |
|                                                             | City's economic health           |          |            |
|                                                             | Controlling growth               |          |            |
|                                                             | Crime                            |          |            |
|                                                             | Education                        |          |            |
|                                                             | Inconvenient library hours       |          |            |
|                                                             | Neighborhood preservation        |          |            |
|                                                             | Preserving small town atmosphere |          |            |
|                                                             | Protection of open space         |          |            |
|                                                             | Quality of life                  |          |            |
|                                                             | Race relations                   |          |            |
|                                                             | Taxes                            |          |            |
|                                                             | Traffic                          |          |            |
|                                                             | Overpopulation                   |          |            |
|                                                             | No downtown/Downtown development |          |            |
|                                                             | Overcrowded schools              |          |            |
|                                                             | Cement plant issues              |          |            |
|                                                             | Schools and general funding      |          |            |
|                                                             | Roads and streets                |          |            |
|                                                             | Cost of living                   |          |            |
|                                                             | Longer hours for entertainment   |          |            |
|                                                             | Nothing                          |          |            |
|                                                             | Other                            |          |            |
|                                                             | DK/NA                            |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                             |                                  | Age          |             |             |             |
|-------------------------------------------------------------|----------------------------------|--------------|-------------|-------------|-------------|
|                                                             |                                  | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 3. What are the two most important issues facing Cupertino? | Total                            | 387          | 67          | 31          | 125         |
|                                                             | Affordable housing               | 86<br>22.2%  | 15<br>22.2% | 12<br>39.2% | 36<br>29.1% |
|                                                             | City's economic health           | 32<br>8.2%   | 10<br>14.2% | 2<br>4.8%   | 9<br>7.3%   |
|                                                             | Controlling growth               | 110<br>28.5% | 19<br>28.0% | 6<br>18.7%  | 36<br>28.8% |
|                                                             | Crime                            | 20<br>5.2%   | 6<br>8.6%   | 3<br>9.1%   | 4<br>3.1%   |
|                                                             | Education                        | 55<br>14.3%  | 12<br>17.8% | 4<br>14.3%  | 16<br>13.1% |
|                                                             | Inconvenient library hours       | 3<br>.9%     | 2<br>2.8%   | 0<br>.0%    | 0<br>.0%    |
|                                                             | Neighborhood preservation        | 6<br>1.6%    | 0<br>.0%    | 0<br>.0%    | 4<br>3.0%   |
|                                                             | Preserving small town atmosphere | 17<br>4.4%   | 1<br>1.2%   | 4<br>12.0%  | 3<br>2.2%   |
|                                                             | Protection of open space         | 8<br>2.2%    | 0<br>.0%    | 0<br>.0%    | 5<br>3.9%   |
|                                                             | Quality of life                  | 19<br>4.9%   | 2<br>2.8%   | 2<br>7.1%   | 4<br>3.6%   |
|                                                             | Race relations                   | 12<br>3.1%   | 2<br>2.8%   | 2<br>6.6%   | 3<br>2.0%   |
|                                                             | Taxes                            | 12<br>3.1%   | 4<br>6.3%   | 0<br>.0%    | 3<br>2.8%   |
|                                                             | Traffic                          | 56<br>14.6%  | 5<br>8.0%   | 2<br>5.6%   | 20<br>16.3% |
|                                                             | Overpopulation                   | 9<br>2.4%    | 0<br>.0%    | 0<br>.0%    | 5<br>4.1%   |
|                                                             | No downtown/Downtown development | 9<br>2.4%    | 2<br>2.8%   | 0<br>.0%    | 0<br>.0%    |
|                                                             | Overcrowded schools              | 5<br>1.4%    | 0<br>.0%    | 3<br>10.1%  | 2<br>1.3%   |
|                                                             | Cement plant issues              | 5<br>1.3%    | 0<br>.0%    | 0<br>.0%    | 4<br>3.0%   |
|                                                             | Schools and general funding      | 3<br>.9%     | 1<br>1.1%   | 0<br>.0%    | 2<br>1.6%   |
|                                                             | Roads and streets                | 3<br>.7%     | 1<br>1.2%   | 0<br>.0%    | 1<br>.9%    |
|                                                             | Cost of living                   | 5<br>1.3%    | 0<br>.0%    | 0<br>.0%    | 2<br>1.4%   |
|                                                             | Longer hours for entertainment   | 3<br>.9%     | 1<br>2.2%   | 0<br>.0%    | 0<br>.0%    |
|                                                             | Nothing                          | 8<br>2.0%    | 1<br>1.1%   | 0<br>1.5%   | 3<br>2.2%   |
|                                                             | Other                            | 40<br>10.4%  | 7<br>10.3%  | 3<br>10.5%  | 11<br>9.1%  |
|                                                             | DK/NA                            | 52<br>13.5%  | 14<br>20.6% | 3<br>11.2%  | 12<br>9.6%  |

|                                                             |                                  | Age         |              |
|-------------------------------------------------------------|----------------------------------|-------------|--------------|
|                                                             |                                  | 50 to 64    | 65 and older |
| 3. What are the two most important issues facing Cupertino? | Total                            | 98          | 65           |
|                                                             | Affordable housing               | 12<br>12.1% | 11<br>16.3%  |
|                                                             | City's economic health           | 8<br>7.6%   | 4<br>6.3%    |
|                                                             | Controlling growth               | 32<br>32.8% | 17<br>26.8%  |
|                                                             | Crime                            | 7<br>7.6%   | 0<br>.0%     |
|                                                             | Education                        | 18<br>18.1% | 5<br>7.4%    |
|                                                             | Inconvenient library hours       | 0<br>.0%    | 2<br>2.4%    |
|                                                             | Neighborhood preservation        | 2<br>1.8%   | 1<br>1.1%    |
|                                                             | Preserving small town atmosphere | 6<br>5.7%   | 4<br>6.2%    |
|                                                             | Protection of open space         | 1<br>1.3%   | 2<br>3.7%    |
|                                                             | Quality of life                  | 7<br>7.4%   | 3<br>4.8%    |
|                                                             | Race relations                   | 4<br>4.1%   | 2<br>2.4%    |
|                                                             | Taxes                            | 4<br>3.7%   | 1<br>1.1%    |
|                                                             | Traffic                          | 17<br>17.2% | 12<br>18.4%  |
|                                                             | Overpopulation                   | 2<br>1.9%   | 2<br>3.6%    |
|                                                             | No downtown/Downtown development | 6<br>5.9%   | 2<br>2.4%    |
|                                                             | Overcrowded schools              | 1<br>.6%    | 0<br>.0%     |
|                                                             | Cement plant issues              | 1<br>1.4%   | 0<br>.0%     |
|                                                             | Schools and general funding      | 1<br>.6%    | 0<br>.0%     |
|                                                             | Roads and streets                | 0<br>.0%    | 1<br>1.1%    |
|                                                             | Cost of living                   | 3<br>3.2%   | 0<br>.0%     |
|                                                             | Longer hours for entertainment   | 0<br>.0%    | 2<br>3.0%    |
|                                                             | Nothing                          | 4<br>3.7%   | 0<br>.4%     |
|                                                             | Other                            | 7<br>7.5%   | 11<br>17.5%  |
|                                                             | DK/NA                            | 10<br>9.8%  | 13<br>20.3%  |

Comparisons of Column Proportions<sup>b,c</sup>

|                                  | Age      |          |          |          |              |
|----------------------------------|----------|----------|----------|----------|--------------|
|                                  | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                  | (A)      | (B)      | (C)      | (D)      | (E)          |
| Affordable housing               |          | D        | D        |          |              |
| City's economic health           |          |          |          |          |              |
| Controlling growth               |          |          |          |          |              |
| Crime                            |          |          |          |          | a            |
| Education                        |          |          |          |          |              |
| Inconvenient library hours       |          | a        | a        | a        |              |
| Neighborhood preservation        | a        | a        |          |          |              |
| Preserving small town atmosphere |          |          |          |          |              |
| Protection of open space         | a        | a        |          |          |              |
| Quality of life                  |          |          |          |          |              |
| Race relations                   |          |          |          |          |              |
| Taxes                            |          | a        |          |          |              |
| Traffic                          |          |          |          |          |              |
| Overpopulation                   | a        | a        |          |          |              |
| No downtown/Downtown development |          | a        | a        |          |              |
| Overcrowded schools              | a        | C D      |          |          | a            |
| Cement plant issues              | a        | a        |          |          | a            |
| Schools and general funding      |          | a        |          |          | a            |
| Roads and streets                |          | a        |          | a        |              |
| Cost of living                   | a        | a        |          |          | a            |
| Longer hours for entertainment   |          | a        | a        | a        |              |
| Nothing                          |          |          |          |          |              |
| Other                            |          |          |          |          |              |
| DK/NA                            |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                  | Total | Ethnicity |         |        |       |
|----------------------------------|-------|-----------|---------|--------|-------|
|                                  |       | White     | Chinese | Indian | Other |
| Total                            | 390   | 149       | 124     | 82     | 36    |
| Affordable housing               | 86    | 27        | 25      | 30     | 5     |
| City's economic health           | 34    | 17        | 12      | 4      | 2     |
| Controlling growth               | 111   | 41        | 40      | 17     | 13    |
| Crime                            | 19    | 3         | 9       | 3      | 4     |
| Education                        | 55    | 16        | 19      | 14     | 5     |
| Inconvenient library hours       | 3     | 2         | 2       | 0      | 0     |
| Neighborhood preservation        | 7     | 2         | 5       | 0      | 0     |
| Preserving small town atmosphere | 17    | 7         | 3       | 5      | 1     |
| Protection of open space         | 9     | 5         | 2       | 1      | 0     |
| Quality of life                  | 18    | 5         | 11      | 2      | 0     |
| Race relations                   | 13    | 8         | 5       | 0      | 0     |
| Taxes                            | 11    | 3         | 0       | 7      | 1     |
| Traffic                          | 58    | 23        | 26      | 5      | 3     |
| Overpopulation                   | 9     | 4         | 4       | 1      | 0     |
| No downtown/Downtown development | 10    | 7         | 0       | 0      | 3     |
| Overcrowded schools              | 5     | 2         | 1       | 2      | 0     |
| Cement plant issues              | 5     | 1         | 1       | 0      | 2     |
| Schools and general funding      | 3     | 1         | 0       | 2      | 0     |
| Roads and streets                | 3     | 2         | 0       | 1      | 0     |
| Cost of living                   | 5     | 0         | 2       | 3      | 0     |
| Longer hours for entertainment   | 3     | 1         | 2       | 0      | 0     |
| Nothing                          | 8     | 1         | 4       | 0      | 2     |
| Other                            | 41    | 20        | 9       | 10     | 2     |
| DK/NA                            | 53    | 25        | 15      | 9      | 5     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                             |                                  | Ethnicity    |                |               |              |
|-------------------------------------------------------------|----------------------------------|--------------|----------------|---------------|--------------|
|                                                             |                                  | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 3. What are the two most important issues facing Cupertino? | Affordable housing               |              |                | A B D         |              |
|                                                             | City's economic health           |              |                |               |              |
|                                                             | Controlling growth               |              |                |               |              |
|                                                             | Crime                            |              |                |               | A            |
|                                                             | Education                        |              |                |               |              |
|                                                             | Inconvenient library hours       |              |                | .a            | .a           |
|                                                             | Neighborhood preservation        |              |                | .a            | .a           |
|                                                             | Preserving small town atmosphere |              |                |               |              |
|                                                             | Protection of open space         |              |                |               |              |
|                                                             | Quality of life                  |              |                |               |              |
|                                                             | Race relations                   |              |                | .a            |              |
|                                                             | Taxes                            |              | .a             |               |              |
|                                                             | Traffic                          |              | C              |               |              |
|                                                             | Overpopulation                   |              |                |               | .a           |
|                                                             | No downtown/Downtown development |              | .a             | .a            |              |
|                                                             | Overcrowded schools              |              |                |               | .a           |
|                                                             | Cement plant issues              |              |                | .a            |              |
|                                                             | Schools and general funding      |              | .a             |               | .a           |
|                                                             | Roads and streets                |              | .a             |               | .a           |
|                                                             | Cost of living                   | .a           |                |               |              |
| Longer hours for entertainment                              |                                  |              | .a             | .a            |              |
| Nothing                                                     |                                  |              | .a             |               |              |
| Other                                                       |                                  |              |                |               |              |
| DK/NA                                                       |                                  |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                             |                                  | Length of Residence |                 |               |                  |
|-------------------------------------------------------------|----------------------------------|---------------------|-----------------|---------------|------------------|
|                                                             |                                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 3. What are the two most important issues facing Cupertino? | Total                            | 399                 | 49              | 182           | 168              |
|                                                             | Affordable housing               | 88                  | 19              | 41            | 28               |
|                                                             | City's economic health           | 35                  | 2               | 13            | 20               |
|                                                             | Controlling growth               | 114                 | 8               | 52            | 53               |
|                                                             | Crime                            | 20                  | 4               | 9             | 7                |
|                                                             | Education                        | 56                  | 9               | 27            | 21               |
|                                                             | Inconvenient library hours       | 3                   | 0               | 0             | 3                |
|                                                             | Neighborhood preservation        | 7                   | 2               | 3             | 2                |
|                                                             | Preserving small town atmosphere | 17                  | 3               | 9             | 5                |
|                                                             | Protection of open space         | 9                   | 1               | 5             | 3                |
|                                                             | Quality of life                  | 19                  | 2               | 11            | 7                |
|                                                             | Race relations                   | 13                  | 0               | 5             | 8                |
|                                                             | Taxes                            | 13                  | 7               | 3             | 3                |
|                                                             | Traffic                          | 58                  | 6               | 21            | 31               |
|                                                             | Overpopulation                   | 9                   | 0               | 3             | 7                |
|                                                             | No downtown/Downtown development | 10                  | 1               | 2             | 7                |
|                                                             | Overcrowded schools              | 5                   | 0               | 4             | 2                |
|                                                             | Cement plant issues              | 5                   | 0               | 5             | 0                |
|                                                             | Schools and general funding      | 3                   | 0               | 2             | 1                |
|                                                             | Roads and streets                | 3                   | 0               | 2             | 1                |
| Cost of living                                              | 5                                | 0                   | 3               | 2             |                  |
| Longer hours for entertainment                              | 3                                | 0                   | 3               | 0             |                  |
| Nothing                                                     | 8                                | 0                   | 4               | 4             |                  |
| Other                                                       | 42                               | 3                   | 22              | 18            |                  |
| DK/NA                                                       | 55                               | 7                   | 24              | 23            |                  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                             | Length of Residence |               |                  |
|-------------------------------------------------------------|---------------------|---------------|------------------|
|                                                             | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                             | (A)                 | (B)           | (C)              |
| 3. What are the two most important issues facing Cupertino? |                     |               |                  |
| Affordable housing                                          | C                   |               |                  |
| City's economic health                                      |                     |               |                  |
| Controlling growth                                          |                     |               |                  |
| Crime                                                       |                     |               |                  |
| Education                                                   |                     |               |                  |
| Inconvenient library hours                                  | .a                  | .a            |                  |
| Neighborhood preservation                                   |                     |               |                  |
| Preserving small town atmosphere                            |                     |               |                  |
| Protection of open space                                    |                     |               |                  |
| Quality of life                                             |                     |               |                  |
| Race relations                                              | .a                  |               |                  |
| Taxes                                                       | B C                 |               |                  |
| Traffic                                                     |                     |               |                  |
| Overpopulation                                              | .a                  |               |                  |
| No downtown/Downtown development                            |                     |               |                  |
| Overcrowded schools                                         | .a                  |               |                  |
| Cement plant issues                                         | .a                  | C             |                  |
| Schools and general funding                                 | .a                  |               |                  |
| Roads and streets                                           | .a                  |               |                  |
| Cost of living                                              | .a                  |               |                  |
| Longer hours for entertainment                              | .a                  |               | .a               |
| Nothing                                                     | .a                  |               |                  |
| Other                                                       |                     |               |                  |
| DK/NA                                                       |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                             | Homeownership Status |       |       |
|-------------------------------------------------------------|----------------------|-------|-------|
|                                                             | Total                | Own   | Rent  |
| 3. What are the two most important issues facing Cupertino? |                      |       |       |
| Total                                                       | 391                  | 299   | 92    |
| Affordable housing                                          | 86                   | 58    | 28    |
| City's economic health                                      | 33                   | 28    | 6     |
| Controlling growth                                          | 112                  | 94    | 19    |
| Crime                                                       | 28.8%                | 31.3% | 20.6% |
| Education                                                   | 17                   | 12    | 5     |
| Inconvenient library hours                                  | 4.2%                 | 3.9%  | 5.4%  |
| Neighborhood preservation                                   | 55                   | 38    | 17    |
| Preserving small town atmosphere                            | 14.0%                | 12.7% | 18.2% |
| Protection of open space                                    | 2                    | 1     | 1     |
| Quality of life                                             | .4%                  | .3%   | .8%   |
| Race relations                                              | 7                    | 6     | 2     |
| Taxes                                                       | 1.9%                 | 1.9%  | 1.9%  |
| Traffic                                                     | 17                   | 14    | 3     |
| Overpopulation                                              | 4.3%                 | 4.7%  | 3.2%  |
| No downtown/Downtown development                            | 8                    | 7     | 2     |
| Overcrowded schools                                         | 2.2%                 | 2.3%  | 1.8%  |
| Cement plant issues                                         | 19                   | 13    | 6     |
| Schools and general funding                                 | 4.9%                 | 4.5%  | 6.1%  |
| Roads and streets                                           | 13                   | 11    | 1     |
| Cost of living                                              | 3.2%                 | 3.8%  | 1.6%  |
| Longer hours for entertainment                              | 13                   | 9     | 4     |
| Nothing                                                     | 3.2%                 | 2.9%  | 4.2%  |
| Other                                                       | 58                   | 51    | 7     |
| DK/NA                                                       | 14.8%                | 17.2% | 7.1%  |
|                                                             | 9                    | 9     | 0     |
|                                                             | 2.4%                 | 3.1%  | .0%   |
|                                                             | 9                    | 8     | 1     |
|                                                             | 2.3%                 | 2.7%  | 1.2%  |
|                                                             | 5                    | 3     | 2     |
|                                                             | 1.4%                 | 1.2%  | 2.1%  |
|                                                             | 5                    | 5     | 0     |
|                                                             | 1.3%                 | 1.7%  | .0%   |
|                                                             | 3                    | 3     | 0     |
|                                                             | .8%                  | 1.1%  | .0%   |
|                                                             | 2                    | 2     | 0     |
|                                                             | .6%                  | .8%   | .0%   |
|                                                             | 5                    | 5     | 0     |
|                                                             | 1.3%                 | 1.5%  | .3%   |
|                                                             | 3                    | 3     | 1     |
|                                                             | .9%                  | .9%   | .8%   |
|                                                             | 8                    | 6     | 2     |
|                                                             | 2.0%                 | 2.1%  | 1.7%  |
|                                                             | 41                   | 34    | 7     |
|                                                             | 10.4%                | 11.4% | 7.5%  |
|                                                             | 55                   | 37    | 18    |
|                                                             | 14.1%                | 12.3% | 20.0% |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                             |                                  | Homeownership Status |             |
|-------------------------------------------------------------|----------------------------------|----------------------|-------------|
|                                                             |                                  | Own<br>(A)           | Rent<br>(B) |
| 3. What are the two most important issues facing Cupertino? | Affordable housing               |                      | A           |
|                                                             | City's economic health           |                      |             |
|                                                             | Controlling growth               | B                    |             |
|                                                             | Crime                            |                      |             |
|                                                             | Education                        |                      |             |
|                                                             | Inconvenient library hours       |                      |             |
|                                                             | Neighborhood preservation        |                      |             |
|                                                             | Preserving small town atmosphere |                      |             |
|                                                             | Protection of open space         |                      |             |
|                                                             | Quality of life                  |                      |             |
|                                                             | Race relations                   |                      |             |
|                                                             | Taxes                            |                      |             |
|                                                             | Traffic                          | B                    |             |
|                                                             | Overpopulation                   |                      | .a          |
|                                                             | No downtown/Downtown development |                      |             |
|                                                             | Overcrowded schools              |                      | .a          |
|                                                             | Cement plant issues              |                      | .a          |
|                                                             | Schools and general funding      |                      | .a          |
|                                                             | Roads and streets                |                      | .a          |
|                                                             | Cost of living                   |                      |             |
| Longer hours for entertainment                              |                                  |                      |             |
| Nothing                                                     |                                  |                      |             |
| Other                                                       |                                  |                      |             |
| DK/NA                                                       |                                  |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                             |                                  | Members in the Household |     |     |       |
|-------------------------------------------------------------|----------------------------------|--------------------------|-----|-----|-------|
|                                                             |                                  | Total                    | One | Two | Three |
| 3. What are the two most important issues facing Cupertino? | Total                            | 395                      | 38  | 91  | 105   |
|                                                             | Affordable housing               | 86                       | 4   | 14  | 30    |
|                                                             | City's economic health           | 35                       | 3   | 11  | 8     |
|                                                             | Controlling growth               | 114                      | 8   | 30  | 28    |
|                                                             | Crime                            | 18                       | 0   | 9   | 4     |
|                                                             | Education                        | 56                       | 2   | 13  | 13    |
|                                                             | Inconvenient library hours       | 3                        | 0   | 1   | 2     |
|                                                             | Neighborhood preservation        | 7                        | 1   | 0   | 2     |
|                                                             | Preserving small town atmosphere | 17                       | 1   | 5   | 5     |
|                                                             | Protection of open space         | 8                        | 2   | 1   | 4     |
|                                                             | Quality of life                  | 19                       | 1   | 6   | 5     |
|                                                             | Race relations                   | 13                       | 0   | 4   | 2     |
|                                                             | Taxes                            | 13                       | 1   | 2   | 5     |
|                                                             | Traffic                          | 59                       | 6   | 13  | 15    |
|                                                             | Overpopulation                   | 9                        | 1   | 2   | 0     |
|                                                             | No downtown/Downtown development | 10                       | 1   | 5   | 0     |
|                                                             | Overcrowded schools              | 5                        | 1   | 0   | 0     |
|                                                             | Cement plant issues              | 5                        | 0   | 0   | 1     |
|                                                             | Schools and general funding      | 3                        | 0   | 0   | 0     |
|                                                             | Roads and streets                | 3                        | 0   | 1   | 0     |
| Cost of living                                              | 5                                | 0                        | 2   | 2   |       |
| Longer hours for entertainment                              | 3                                | 2                        | 1   | 0   |       |
| Nothing                                                     | 8                                | 0                        | 0   | 1   |       |
| Other                                                       | 42                               | 6                        | 11  | 10  |       |
| DK/NA                                                       | 54                               | 10                       | 10  | 17  |       |

|                                  |  | Members in the |              |
|----------------------------------|--|----------------|--------------|
|                                  |  | Four           | Five or more |
| Total                            |  | 117            | 43           |
| Affordable housing               |  | 32<br>27.6%    | 5<br>11.9%   |
| City's economic health           |  | 12<br>9.9%     | 1<br>1.2%    |
| Controlling growth               |  | 37<br>31.9%    | 9<br>22.1%   |
| Crime                            |  | 3<br>2.6%      | 3<br>5.9%    |
| Education                        |  | 19<br>15.9%    | 10<br>22.2%  |
| Inconvenient library hours       |  | 0<br>.0%       | 1<br>1.7%    |
| Neighborhood preservation        |  | 0<br>.0%       | 4<br>10.4%   |
| Preserving small town atmosphere |  | 6<br>5.1%      | 0<br>.0%     |
| Protection of open space         |  | 1<br>.6%       | 0<br>.0%     |
| Quality of life                  |  | 6<br>5.4%      | 0<br>.0%     |
| Race relations                   |  | 6<br>5.4%      | 1<br>1.4%    |
| Taxes                            |  | 2<br>2.1%      | 3<br>5.9%    |
| Traffic                          |  | 14<br>11.5%    | 11<br>25.4%  |
| Overpopulation                   |  | 4<br>3.7%      | 1<br>3.0%    |
| No downtown/Downtown development |  | 3<br>2.5%      | 1<br>1.9%    |
| Overcrowded schools              |  | 4<br>3.6%      | 0<br>.0%     |
| Cement plant issues              |  | 3<br>2.8%      | 1<br>2.7%    |
| Schools and general funding      |  | 3<br>2.8%      | 0<br>.0%     |
| Roads and streets                |  | 1<br>1.0%      | 1<br>1.9%    |
| Cost of living                   |  | 1<br>1.1%      | 0<br>.0%     |
| Longer hours for entertainment   |  | 1<br>.6%       | 0<br>.0%     |
| Nothing                          |  | 4<br>3.5%      | 2<br>4.7%    |
| Other                            |  | 7<br>6.4%      | 8<br>19.6%   |
| DK/NA                            |  | 9<br>7.7%      | 8<br>18.7%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                             |  | Members in the Household |     |       |      |              |
|-------------------------------------------------------------|--|--------------------------|-----|-------|------|--------------|
|                                                             |  | One                      | Two | Three | Four | Five or more |
|                                                             |  | (A)                      | (B) | (C)   | (D)  | (E)          |
| 3. What are the two most important issues facing Cupertino? |  |                          |     |       |      |              |
| Affordable housing                                          |  |                          |     |       |      |              |
| City's economic health                                      |  |                          |     |       |      |              |
| Controlling growth                                          |  |                          |     |       |      |              |
| Crime                                                       |  | .a                       |     |       |      |              |
| Education                                                   |  |                          |     |       |      |              |
| Inconvenient library hours                                  |  | .a                       |     |       | .a   |              |
| Neighborhood preservation                                   |  |                          |     |       | .a   | B            |
| Preserving small town atmosphere                            |  |                          |     |       |      | .a           |
| Protection of open space                                    |  |                          |     |       |      | .a           |
| Quality of life                                             |  |                          |     |       |      | .a           |
| Race relations                                              |  | .a                       |     |       |      |              |
| Taxes                                                       |  |                          |     |       |      |              |
| Traffic                                                     |  |                          |     |       |      |              |
| Overpopulation                                              |  |                          |     | .a    |      |              |
| No downtown/Downtown development                            |  |                          |     |       |      |              |
| Overcrowded schools                                         |  |                          | .a  | .a    |      | .a           |
| Cement plant issues                                         |  | .a                       | .a  |       |      |              |
| Schools and general funding                                 |  | .a                       | .a  | .a    |      | .a           |
| Roads and streets                                           |  | .a                       |     |       |      |              |
| Cost of living                                              |  | .a                       |     |       |      | .a           |
| Longer hours for entertainment                              |  |                          |     | .a    |      | .a           |
| Nothing                                                     |  |                          | .a  |       |      |              |
| Other                                                       |  |                          |     |       |      |              |
| DK/NA                                                       |  | D                        |     |       |      |              |

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a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                  | Children in the Household |             |             |
|----------------------------------|---------------------------|-------------|-------------|
|                                  | Total                     | Yes         | No          |
| Total                            | 400                       | 181         | 220         |
| Affordable housing               | 88<br>21.9%               | 47<br>26.2% | 40<br>18.4% |
| City's economic health           | 35<br>8.6%                | 10<br>5.8%  | 24<br>11.0% |
| Controlling growth               | 114<br>28.6%              | 56<br>30.8% | 59<br>26.7% |
| Crime                            | 20<br>5.0%                | 4<br>2.5%   | 16<br>7.1%  |
| Education                        | 56<br>14.0%               | 24<br>13.5% | 32<br>14.4% |
| Inconvenient library hours       | 3<br>.9%                  | 2<br>1.1%   | 2<br>.7%    |
| Neighborhood preservation        | 7<br>1.8%                 | 4<br>2.1%   | 4<br>1.6%   |
| Preserving small town atmosphere | 17<br>4.2%                | 10<br>5.4%  | 7<br>3.3%   |
| Protection of open space         | 9<br>2.2%                 | 4<br>2.1%   | 5<br>2.3%   |
| Quality of life                  | 19<br>4.8%                | 5<br>3.0%   | 14<br>6.2%  |
| Race relations                   | 13<br>3.2%                | 6<br>3.5%   | 6<br>2.9%   |
| Taxes                            | 13<br>3.2%                | 7<br>4.1%   | 5<br>2.4%   |
| Traffic                          | 59<br>14.7%               | 28<br>15.3% | 31<br>14.2% |
| Overpopulation                   | 9<br>2.4%                 | 5<br>2.7%   | 4<br>2.0%   |
| No downtown/Downtown development | 10<br>2.5%                | 3<br>1.7%   | 7<br>3.1%   |
| Overcrowded schools              | 5<br>1.4%                 | 4<br>2.0%   | 2<br>.8%    |
| Cement plant issues              | 5<br>1.3%                 | 4<br>2.5%   | 1<br>.3%    |
| Schools and general funding      | 3<br>.8%                  | 3<br>1.4%   | 1<br>.3%    |
| Roads and streets                | 3<br>.8%                  | 2<br>1.1%   | 1<br>.6%    |
| Cost of living                   | 5<br>1.2%                 | 3<br>1.7%   | 2<br>.8%    |
| Longer hours for entertainment   | 3<br>.8%                  | 1<br>.4%    | 3<br>1.2%   |
| Nothing                          | 8<br>2.0%                 | 3<br>1.9%   | 4<br>2.0%   |
| Other                            | 43<br>10.8%               | 17<br>9.4%  | 26<br>11.9% |
| DK/NA                            | 55<br>13.7%               | 20<br>10.8% | 35<br>16.1% |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                             | Children in the Household |           |
|-------------------------------------------------------------|---------------------------|-----------|
|                                                             | Yes<br>(A)                | No<br>(B) |
| 3. What are the two most important issues facing Cupertino? |                           |           |
| Affordable housing                                          |                           |           |
| City's economic health                                      |                           |           |
| Controlling growth                                          |                           | A         |
| Crime                                                       |                           |           |
| Education                                                   |                           |           |
| Inconvenient library hours                                  |                           |           |
| Neighborhood preservation                                   |                           |           |
| Preserving small town atmosphere                            |                           |           |
| Protection of open space                                    |                           |           |
| Quality of life                                             |                           |           |
| Race relations                                              |                           |           |
| Taxes                                                       |                           |           |
| Traffic                                                     |                           |           |
| Overpopulation                                              |                           |           |
| No downtown/Downtown development                            |                           |           |
| Overcrowded schools                                         |                           |           |
| Cement plant issues                                         |                           |           |
| Schools and general funding                                 |                           |           |
| Roads and streets                                           |                           |           |
| Cost of living                                              |                           |           |
| Longer hours for entertainment                              |                           |           |
| Nothing                                                     |                           |           |
| Other                                                       |                           |           |
| DK/NA                                                       |                           |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                             |                                  | Seniors in the Household |             |             |
|-------------------------------------------------------------|----------------------------------|--------------------------|-------------|-------------|
|                                                             |                                  | Total                    | Yes         | No          |
| 3. What are the two most important issues facing Cupertino? | Total                            | 400                      | 130         | 271         |
|                                                             | Affordable housing               | 88<br>21.9%              | 26<br>20.4% | 61<br>22.7% |
|                                                             | City's economic health           | 35<br>8.6%               | 14<br>10.5% | 21<br>7.7%  |
|                                                             | Controlling growth               | 114<br>28.6%             | 36<br>27.4% | 79<br>29.1% |
|                                                             | Crime                            | 20<br>5.0%               | 3<br>2.4%   | 17<br>6.2%  |
|                                                             | Education                        | 56<br>14.0%              | 17<br>13.0% | 39<br>14.5% |
|                                                             | Inconvenient library hours       | 3<br>.9%                 | 2<br>1.2%   | 2<br>.7%    |
|                                                             | Neighborhood preservation        | 7<br>1.8%                | 4<br>2.9%   | 4<br>1.3%   |
|                                                             | Preserving small town atmosphere | 17<br>4.2%               | 7<br>5.6%   | 10<br>3.6%  |
|                                                             | Protection of open space         | 9<br>2.2%                | 3<br>2.6%   | 6<br>2.1%   |
|                                                             | Quality of life                  | 19<br>4.8%               | 3<br>2.4%   | 16<br>5.9%  |
|                                                             | Race relations                   | 13<br>3.2%               | 3<br>2.5%   | 9<br>3.5%   |
|                                                             | Taxes                            | 13<br>3.2%               | 2<br>1.9%   | 10<br>3.8%  |
|                                                             | Traffic                          | 59<br>14.7%              | 25<br>19.1% | 34<br>12.5% |
|                                                             | Overpopulation                   | 9<br>2.4%                | 4<br>3.3%   | 5<br>1.9%   |
|                                                             | No downtown/Downtown development | 10<br>2.5%               | 4<br>3.2%   | 6<br>2.1%   |
|                                                             | Overcrowded schools              | 5<br>1.4%                | 0<br>.0%    | 5<br>2.0%   |
|                                                             | Cement plant issues              | 5<br>1.3%                | 1<br>.9%    | 4<br>1.5%   |
|                                                             | Schools and general funding      | 3<br>.8%                 | 1<br>1.0%   | 2<br>.7%    |
|                                                             | Roads and streets                | 3<br>.8%                 | 1<br>1.0%   | 2<br>.7%    |
|                                                             | Cost of living                   | 5<br>1.2%                | 0<br>.0%    | 5<br>1.8%   |
|                                                             | Longer hours for entertainment   | 3<br>.8%                 | 2<br>1.5%   | 1<br>.5%    |
|                                                             | Nothing                          | 8<br>2.0%                | 0<br>.0%    | 8<br>2.9%   |
|                                                             | Other                            | 43<br>10.8%              | 19<br>14.7% | 24<br>8.9%  |
|                                                             | DK/NA                            | 55<br>13.7%              | 21<br>16.6% | 33<br>12.4% |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                             |                                  | Seniors in the Household |     |
|-------------------------------------------------------------|----------------------------------|--------------------------|-----|
|                                                             |                                  | Yes                      | No  |
|                                                             |                                  | (A)                      | (B) |
| 3. What are the two most important issues facing Cupertino? | Affordable housing               |                          |     |
|                                                             | City's economic health           |                          |     |
|                                                             | Controlling growth               |                          |     |
|                                                             | Crime                            |                          |     |
|                                                             | Education                        |                          |     |
|                                                             | Inconvenient library hours       |                          |     |
|                                                             | Neighborhood preservation        |                          |     |
|                                                             | Preserving small town atmosphere |                          |     |
|                                                             | Protection of open space         |                          |     |
|                                                             | Quality of life                  |                          |     |
|                                                             | Race relations                   |                          |     |
|                                                             | Taxes                            |                          |     |
|                                                             | Traffic                          |                          |     |
|                                                             | Overpopulation                   |                          |     |
|                                                             | No downtown/Downtown development |                          |     |
|                                                             | Overcrowded schools              | .a                       |     |
|                                                             | Cement plant issues              |                          |     |
|                                                             | Schools and general funding      |                          |     |
|                                                             | Roads and streets                |                          |     |
|                                                             | Cost of living                   | .a                       |     |
| Longer hours for entertainment                              |                                  |                          |     |
| Nothing                                                     | .a                               |                          |     |
| Other                                                       |                                  |                          |     |
| DK/NA                                                       |                                  |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                             |                                  | Annual Household Income |                    |                       |                        |
|-------------------------------------------------------------|----------------------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                             |                                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 3. What are the two most important issues facing Cupertino? | Total                            | 400                     | 72                 | 83                    | 70                     |
|                                                             | Affordable housing               | 88                      | 15                 | 19                    | 12                     |
|                                                             |                                  | 21.9%                   | 20.1%              | 23.5%                 | 17.0%                  |
|                                                             | City's economic health           | 35                      | 7                  | 9                     | 8                      |
|                                                             |                                  | 8.6%                    | 10.3%              | 11.3%                 | 11.2%                  |
|                                                             | Controlling growth               | 114                     | 20                 | 21                    | 18                     |
|                                                             |                                  | 28.6%                   | 27.3%              | 25.1%                 | 26.1%                  |
|                                                             | Crime                            | 20                      | 3                  | 5                     | 6                      |
|                                                             |                                  | 5.0%                    | 4.2%               | 6.4%                  | 9.0%                   |
|                                                             | Education                        | 56                      | 14                 | 7                     | 10                     |
|                                                             |                                  | 14.0%                   | 19.4%              | 8.1%                  | 13.6%                  |
|                                                             | Inconvenient library hours       | 3                       | 3                  | 0                     | 0                      |
|                                                             |                                  | .9%                     | 3.8%               | .0%                   | .0%                    |
|                                                             | Neighborhood preservation        | 7                       | 2                  | 0                     | 4                      |
|                                                             |                                  | 1.8%                    | 2.5%               | .0%                   | 6.0%                   |
|                                                             | Preserving small town atmosphere | 17                      | 2                  | 3                     | 5                      |
|                                                             |                                  | 4.2%                    | 3.3%               | 3.3%                  | 7.3%                   |
|                                                             | Protection of open space         | 9                       | 1                  | 1                     | 2                      |
|                                                             |                                  | 2.2%                    | 1.8%               | 1.0%                  | 3.2%                   |
|                                                             | Quality of life                  | 19                      | 4                  | 1                     | 6                      |
|                                                             |                                  | 4.8%                    | 5.4%               | 1.0%                  | 8.3%                   |
|                                                             | Race relations                   | 13                      | 4                  | 3                     | 1                      |
|                                                             |                                  | 3.2%                    | 5.8%               | 3.3%                  | 2.0%                   |
|                                                             | Taxes                            | 13                      | 1                  | 3                     | 5                      |
|                                                             |                                  | 3.2%                    | 1.3%               | 3.7%                  | 6.9%                   |
|                                                             | Traffic                          | 59                      | 10                 | 14                    | 11                     |
|                                                             |                                  | 14.7%                   | 13.1%              | 16.4%                 | 15.1%                  |
|                                                             | Overpopulation                   | 9                       | 1                  | 5                     | 0                      |
|                                                             |                                  | 2.4%                    | 1.0%               | 5.5%                  | .0%                    |
|                                                             | No downtown/Downtown development | 10                      | 3                  | 5                     | 1                      |
|                                                             | 2.5%                             | 3.6%                    | 6.3%               | .7%                   |                        |
| Overcrowded schools                                         | 5                                | 2                       | 1                  | 1                     |                        |
|                                                             | 1.4%                             | 2.7%                    | .7%                | 1.7%                  |                        |
| Cement plant issues                                         | 5                                | 0                       | 0                  | 3                     |                        |
|                                                             | 1.3%                             | .0%                     | .0%                | 4.0%                  |                        |
| Schools and general funding                                 | 3                                | 0                       | 1                  | 0                     |                        |
|                                                             | .8%                              | .0%                     | .7%                | .0%                   |                        |
| Roads and streets                                           | 3                                | 0                       | 0                  | 0                     |                        |
|                                                             | .8%                              | .7%                     | .0%                | .0%                   |                        |
| Cost of living                                              | 5                                | 0                       | 3                  | 0                     |                        |
|                                                             | 1.2%                             | .0%                     | 3.8%               | .0%                   |                        |
| Longer hours for entertainment                              | 3                                | 2                       | 1                  | 0                     |                        |
|                                                             | .8%                              | 2.7%                    | 1.8%               | .0%                   |                        |
| Nothing                                                     | 8                                | 2                       | 0                  | 2                     |                        |
|                                                             | 2.0%                             | 2.6%                    | .0%                | 3.2%                  |                        |
| Other                                                       | 43                               | 7                       | 9                  | 5                     |                        |
|                                                             | 10.8%                            | 9.3%                    | 10.7%              | 7.0%                  |                        |
| DK/NA                                                       | 55                               | 11                      | 11                 | 7                     |                        |
|                                                             | 13.7%                            | 14.7%                   | 13.2%              | 10.4%                 |                        |

|                                                             |                                  | Annual Household  |       |
|-------------------------------------------------------------|----------------------------------|-------------------|-------|
|                                                             |                                  | \$180,000 or more | DK/NA |
| 3. What are the two most important issues facing Cupertino? | Total                            | 77                | 98    |
|                                                             | Affordable housing               | 18                | 24    |
|                                                             |                                  | 23.6%             | 24.2% |
|                                                             | City's economic health           | 1                 | 9     |
|                                                             |                                  | .7%               | 9.4%  |
|                                                             | Controlling growth               | 28                | 27    |
|                                                             |                                  | 36.6%             | 27.9% |
|                                                             | Crime                            | 4                 | 2     |
|                                                             |                                  | 4.9%              | 1.6%  |
|                                                             | Education                        | 8                 | 18    |
|                                                             |                                  | 9.9%              | 18.3% |
|                                                             | Inconvenient library hours       | 0                 | 1     |
|                                                             |                                  | .0%               | .8%   |
|                                                             | Neighborhood preservation        | 1                 | 0     |
|                                                             |                                  | 1.7%              | .0%   |
|                                                             | Preserving small town atmosphere | 4                 | 3     |
|                                                             |                                  | 5.5%              | 2.6%  |
|                                                             | Protection of open space         | 2                 | 3     |
|                                                             |                                  | 2.0%              | 3.1%  |
|                                                             | Quality of life                  | 4                 | 5     |
|                                                             |                                  | 4.6%              | 5.0%  |
|                                                             | Race relations                   | 2                 | 2     |
|                                                             |                                  | 3.0%              | 2.0%  |
|                                                             | Taxes                            | 3                 | 1     |
|                                                             |                                  | 4.0%              | .8%   |
|                                                             | Traffic                          | 12                | 13    |
|                                                             |                                  | 15.7%             | 13.2% |
|                                                             | Overpopulation                   | 3                 | 1     |
|                                                             |                                  | 3.6%              | 1.4%  |
|                                                             | No downtown/Downtown development | 1                 | 0     |
|                                                             | 1.8%                             | .2%               |       |
| Overcrowded schools                                         | 1                                | 1                 |       |
|                                                             | 1.5%                             | .5%               |       |
| Cement plant issues                                         | 1                                | 2                 |       |
|                                                             | .7%                              | 1.9%              |       |
| Schools and general funding                                 | 1                                | 2                 |       |
|                                                             | 1.0%                             | 2.0%              |       |
| Roads and streets                                           | 1                                | 2                 |       |
|                                                             | 1.0%                             | 2.0%              |       |
| Cost of living                                              | 0                                | 2                 |       |
|                                                             | .0%                              | 1.8%              |       |
| Longer hours for entertainment                              | 0                                | 0                 |       |
|                                                             | .0%                              | .0%               |       |
| Nothing                                                     | 2                                | 2                 |       |
|                                                             | 2.5%                             | 1.9%              |       |
| Other                                                       | 14                               | 9                 |       |
|                                                             | 17.8%                            | 9.1%              |       |
| DK/NA                                                       | 10                               | 16                |       |
|                                                             | 13.0%                            | 16.4%             |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                  | Annual Household Income |                       |                        |                   |                |
|----------------------------------|-------------------------|-----------------------|------------------------|-------------------|----------------|
|                                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA          |
|                                  | (A)                     | (B)                   | (C)                    | (D)               | (E)            |
| Affordable housing               |                         |                       |                        |                   |                |
| City's economic health           |                         |                       |                        |                   |                |
| Controlling growth               |                         |                       |                        |                   |                |
| Crime                            |                         |                       |                        |                   |                |
| Education                        |                         |                       |                        |                   |                |
| Inconvenient library hours       |                         | . <sup>a</sup>        | . <sup>a</sup>         | . <sup>a</sup>    |                |
| Neighborhood preservation        |                         | . <sup>a</sup>        |                        |                   | . <sup>a</sup> |
| Preserving small town atmosphere |                         |                       |                        |                   |                |
| Protection of open space         |                         |                       |                        |                   |                |
| Quality of life                  |                         |                       |                        |                   |                |
| Race relations                   |                         |                       |                        |                   |                |
| Taxes                            |                         |                       |                        |                   |                |
| Traffic                          |                         |                       |                        |                   |                |
| Overpopulation                   |                         |                       | . <sup>a</sup>         |                   |                |
| No downtown/Downtown development |                         |                       |                        |                   |                |
| Overcrowded schools              |                         |                       |                        |                   |                |
| Cement plant issues              | . <sup>a</sup>          | . <sup>a</sup>        |                        |                   |                |
| Schools and general funding      | . <sup>a</sup>          |                       | . <sup>a</sup>         |                   |                |
| Roads and streets                |                         | . <sup>a</sup>        | . <sup>a</sup>         |                   |                |
| Cost of living                   | . <sup>a</sup>          |                       | . <sup>a</sup>         |                   |                |
| Longer hours for entertainment   |                         |                       | . <sup>a</sup>         | . <sup>a</sup>    | . <sup>a</sup> |
| Nothing                          |                         | . <sup>a</sup>        |                        |                   |                |
| Other                            |                         |                       |                        |                   |                |
| DK/NA                            |                         |                       |                        |                   |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Gender |       |        |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------|-------|--------|
|                                                                                                                     |                       | Total  | Male  | Female |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 400    | 197   | 203    |
|                                                                                                                     | Very satisfied        | 140    | 68    | 72     |
|                                                                                                                     |                       | 35.0%  | 34.3% | 35.6%  |
|                                                                                                                     | Somewhat satisfied    | 211    | 99    | 112    |
|                                                                                                                     |                       | 52.6%  | 50.1% | 55.1%  |
|                                                                                                                     | Somewhat dissatisfied | 18     | 12    | 6      |
|                                                                                                                     | 4.4%                  | 5.9%   | 3.0%  |        |
| Very dissatisfied                                                                                                   | 11                    | 8      | 3     |        |
|                                                                                                                     | 2.8%                  | 4.2%   | 1.4%  |        |
| DK/NA                                                                                                               | 21                    | 11     | 10    |        |
|                                                                                                                     | 5.2%                  | 5.5%   | 5.0%  |        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                     |                       | Gender |        |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------|--------|
|                                                                                                                     |                       | Male   | Female |
|                                                                                                                     |                       | (A)    | (B)    |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied        |        |        |
|                                                                                                                     | Somewhat satisfied    |        |        |
|                                                                                                                     | Somewhat dissatisfied |        |        |
|                                                                                                                     | Very dissatisfied     |        |        |
|                                                                                                                     | DK/NA                 |        |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Age   |          |          |          |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|-------|----------|----------|----------|
|                                                                                                                     |                       | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 387   | 67       | 31       | 125      |
|                                                                                                                     | Very satisfied        | 132   | 28       | 6        | 39       |
|                                                                                                                     |                       | 34.1% | 41.3%    | 20.6%    | 31.3%    |
|                                                                                                                     | Somewhat satisfied    | 207   | 35       | 18       | 71       |
|                                                                                                                     |                       | 53.4% | 52.2%    | 57.2%    | 57.1%    |
|                                                                                                                     | Somewhat dissatisfied | 18    | 1        | 1        | 9        |
|                                                                                                                     |                       | 4.6%  | 1.1%     | 2.4%     | 7.1%     |
| Very dissatisfied                                                                                                   | 11                    | 3     | 1        | 3        |          |
|                                                                                                                     | 2.9%                  | 3.8%  | 2.4%     | 2.5%     |          |
| DK/NA                                                                                                               | 19                    | 1     | 5        | 2        |          |
|                                                                                                                     | 5.0%                  | 1.6%  | 17.4%    | 1.9%     |          |

|                                                                                                                     |                       | Age         |              |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|-------------|--------------|
|                                                                                                                     |                       | 50 to 64    | 65 and older |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 98          | 65           |
|                                                                                                                     | Very satisfied        | 32<br>32.1% | 27<br>41.8%  |
|                                                                                                                     | Somewhat satisfied    | 51<br>51.8% | 31<br>48.3%  |
|                                                                                                                     | Somewhat dissatisfied | 5<br>4.9%   | 2<br>3.8%    |
|                                                                                                                     | Very dissatisfied     | 2<br>2.5%   | 2<br>3.3%    |
|                                                                                                                     | DK/NA                 | 9<br>8.7%   | 2<br>2.9%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                     |                       | Age      |          |          |          |              |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|----------|----------|----------|----------|--------------|
|                                                                                                                     |                       | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                     |                       | (A)      | (B)      | (C)      | (D)      | (E)          |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied        |          |          |          |          |              |
|                                                                                                                     | Somewhat satisfied    |          |          |          |          |              |
|                                                                                                                     | Somewhat dissatisfied |          |          |          |          |              |
|                                                                                                                     | Very dissatisfied     |          |          |          |          |              |
|                                                                                                                     | DK/NA                 |          | A C      |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Ethnicity    |             |             |             |             |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                     |                       | Total        | White       | Chinese     | Indian      | Other       |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 390          | 149         | 124         | 82          | 36          |
|                                                                                                                     | Very satisfied        | 135<br>34.7% | 65<br>44.0% | 28<br>22.7% | 28<br>34.6% | 13<br>37.6% |
|                                                                                                                     | Somewhat satisfied    | 207<br>52.9% | 66<br>44.5% | 81<br>65.6% | 41<br>49.5% | 19<br>52.0% |
|                                                                                                                     | Somewhat dissatisfied | 18<br>4.5%   | 5<br>3.1%   | 7<br>5.5%   | 4<br>5.3%   | 2<br>5.7%   |
|                                                                                                                     | Very dissatisfied     | 11<br>2.8%   | 5<br>3.6%   | 2<br>1.4%   | 3<br>3.1%   | 1<br>3.9%   |
|                                                                                                                     | DK/NA                 | 20<br>5.0%   | 7<br>4.8%   | 6<br>4.9%   | 6<br>7.5%   | 0<br>.8%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                     |                            | Ethnicity |             |            |           |
|---------------------------------------------------------------------------------------------------------------------|----------------------------|-----------|-------------|------------|-----------|
|                                                                                                                     |                            | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied             | B         |             |            |           |
|                                                                                                                     | Somewhat satisfied         |           | A           |            |           |
|                                                                                                                     | Somewhat dissatisfied      |           |             |            |           |
|                                                                                                                     | Very dissatisfied<br>DK/NA |           |             |            |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                     |                       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 399                 | 49              | 182           | 168              |
|                                                                                                                     | Very satisfied        | 140<br>35.1%        | 18<br>36.6%     | 61<br>33.5%   | 61<br>36.3%      |
|                                                                                                                     | Somewhat satisfied    | 209<br>52.4%        | 23<br>47.6%     | 100<br>55.1%  | 86<br>51.0%      |
|                                                                                                                     | Somewhat dissatisfied | 18<br>4.4%          | 0<br>.7%        | 10<br>5.4%    | 7<br>4.4%        |
|                                                                                                                     | Very dissatisfied     | 11<br>2.8%          | 3<br>5.2%       | 2<br>.8%      | 7<br>4.2%        |
|                                                                                                                     | DK/NA                 | 21<br>5.3%          | 5<br>10.0%      | 9<br>5.1%     | 7<br>4.1%        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                            |  | Length of Residence                                                                                                 |                   |                      |
|----------------------------|--|---------------------------------------------------------------------------------------------------------------------|-------------------|----------------------|
|                            |  | 3 years or less (A)                                                                                                 | 4 to 15 years (B) | 16 years or more (C) |
|                            |  | 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied    |                      |
| Somewhat satisfied         |  |                                                                                                                     |                   |                      |
| Somewhat dissatisfied      |  |                                                                                                                     |                   |                      |
| Very dissatisfied<br>DK/NA |  |                                                                                                                     |                   |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Homeownership Status |              |             |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|--------------|-------------|
|                                                                                                                     |                       | Total                | Own          | Rent        |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 391                  | 299          | 92          |
|                                                                                                                     | Very satisfied        | 136<br>34.7%         | 91<br>30.3%  | 45<br>49.3% |
|                                                                                                                     | Somewhat satisfied    | 207<br>52.9%         | 172<br>57.6% | 34<br>37.6% |
|                                                                                                                     | Somewhat dissatisfied | 18<br>4.5%           | 17<br>5.6%   | 1<br>1.0%   |
|                                                                                                                     | Very dissatisfied     | 11<br>2.8%           | 9<br>2.9%    | 3<br>2.8%   |
|                                                                                                                     | DK/NA                 | 20<br>5.0%           | 11<br>3.7%   | 9<br>9.4%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                     |                       | Homeownership Status |          |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|----------|
|                                                                                                                     |                       | Own (A)              | Rent (B) |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied        |                      | A        |
|                                                                                                                     | Somewhat satisfied    | B                    |          |
|                                                                                                                     | Somewhat dissatisfied |                      |          |
|                                                                                                                     | Very dissatisfied     |                      |          |
|                                                                                                                     | DK/NA                 |                      | A        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Members in the Household |             |             |             |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                     |                       | Total                    | One         | Two         | Three       |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 395                      | 38          | 91          | 105         |
|                                                                                                                     | Very satisfied        | 138<br>34.9%             | 14<br>37.3% | 38<br>41.4% | 32<br>30.4% |
|                                                                                                                     | Somewhat satisfied    | 209<br>53.0%             | 18<br>48.4% | 38<br>41.7% | 63<br>60.2% |
|                                                                                                                     | Somewhat dissatisfied | 17<br>4.2%               | 1<br>2.0%   | 4<br>4.8%   | 7<br>6.6%   |
|                                                                                                                     | Very dissatisfied     | 11<br>2.8%               | 1<br>1.8%   | 4<br>4.0%   | 1<br>.5%    |
|                                                                                                                     | DK/NA                 | 20<br>5.1%               | 4<br>10.6%  | 7<br>8.1%   | 2<br>2.4%   |

|                                                                                                                     |                       | Members in the |              |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|----------------|--------------|
|                                                                                                                     |                       | Four           | Five or more |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 117            | 43           |
|                                                                                                                     | Very satisfied        | 46<br>39.3%    | 8<br>17.7%   |
|                                                                                                                     | Somewhat satisfied    | 65<br>55.0%    | 25<br>58.5%  |
|                                                                                                                     | Somewhat dissatisfied | 3<br>2.2%      | 2<br>4.5%    |
|                                                                                                                     | Very dissatisfied     | 1<br>.5%       | 6<br>13.3%   |
|                                                                                                                     | DK/NA                 | 4<br>3.2%      | 3<br>6.0%    |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                     |                       | Members in the Household |         |           |          |                  |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|---------|-----------|----------|------------------|
|                                                                                                                     |                       | One (A)                  | Two (B) | Three (C) | Four (D) | Five or more (E) |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied        |                          |         |           |          |                  |
|                                                                                                                     | Somewhat satisfied    |                          |         |           |          |                  |
|                                                                                                                     | Somewhat dissatisfied |                          |         |           |          |                  |
|                                                                                                                     | Very dissatisfied     |                          |         |           |          | C D              |
|                                                                                                                     | DK/NA                 |                          |         |           |          |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Children in the Household |              |              |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------|--------------|--------------|
|                                                                                                                     |                       | Total                     | Yes          | No           |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 400                       | 181          | 220          |
|                                                                                                                     | Very satisfied        | 140<br>35.0%              | 54<br>29.8%  | 86<br>39.2%  |
|                                                                                                                     | Somewhat satisfied    | 211<br>52.6%              | 105<br>58.1% | 106<br>48.1% |
|                                                                                                                     | Somewhat dissatisfied | 18<br>4.4%                | 8<br>4.6%    | 9<br>4.3%    |
|                                                                                                                     | Very dissatisfied     | 11<br>2.8%                | 6<br>3.4%    | 5<br>2.2%    |
|                                                                                                                     | DK/NA                 | 21<br>5.2%                | 7<br>4.1%    | 14<br>6.2%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                     |                       | Children in the Household |           |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------|-----------|
|                                                                                                                     |                       | Yes<br>(A)                | No<br>(B) |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied        | B                         | A         |
|                                                                                                                     | Somewhat satisfied    |                           |           |
|                                                                                                                     | Somewhat dissatisfied |                           |           |
|                                                                                                                     | Very dissatisfied     |                           |           |
|                                                                                                                     | DK/NA                 |                           |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Seniors in the Household |             |              |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-------------|--------------|
|                                                                                                                     |                       | Total                    | Yes         | No           |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 400                      | 130         | 271          |
|                                                                                                                     | Very satisfied        | 140<br>35.0%             | 50<br>38.5% | 90<br>33.2%  |
|                                                                                                                     | Somewhat satisfied    | 211<br>52.6%             | 56<br>43.4% | 154<br>57.1% |
|                                                                                                                     | Somewhat dissatisfied | 18<br>4.4%               | 8<br>6.3%   | 9<br>3.5%    |
|                                                                                                                     | Very dissatisfied     | 11<br>2.8%               | 7<br>5.0%   | 5<br>1.7%    |
|                                                                                                                     | DK/NA                 | 21<br>5.2%               | 9<br>6.7%   | 12<br>4.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                     |                       | Seniors in the Household |           |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-----------|
|                                                                                                                     |                       | Yes<br>(A)               | No<br>(B) |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied        |                          | A         |
|                                                                                                                     | Somewhat satisfied    |                          |           |
|                                                                                                                     | Somewhat dissatisfied |                          |           |
|                                                                                                                     | Very dissatisfied     |                          |           |
|                                                                                                                     | DK/NA                 |                          |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                     |                       | Annual Household Income |                    |                       |                        |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                     |                       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                     | Very satisfied        | 140<br>35.0%            | 27<br>37.2%        | 31<br>37.9%           | 25<br>36.2%            |
|                                                                                                                     | Somewhat satisfied    | 211<br>52.6%            | 34<br>46.6%        | 47<br>56.6%           | 32<br>45.5%            |
|                                                                                                                     | Somewhat dissatisfied | 18<br>4.4%              | 6<br>7.8%          | 3<br>3.9%             | 4<br>5.3%              |
|                                                                                                                     | Very dissatisfied     | 11<br>2.8%              | 1<br>1.7%          | 0<br>.0%              | 4<br>5.2%              |
|                                                                                                                     | DK/NA                 | 21<br>5.2%              | 5<br>6.6%          | 1<br>1.6%             | 5<br>7.8%              |

|                                                                                                                     |                       | Annual Household  |             |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------|-------------|
|                                                                                                                     |                       | \$180,000 or more | DK/NA       |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total                 | 77                | 98          |
|                                                                                                                     | Very satisfied        | 24<br>30.8%       | 33<br>33.2% |
|                                                                                                                     | Somewhat satisfied    | 46<br>59.5%       | 53<br>53.4% |
|                                                                                                                     | Somewhat dissatisfied | 2<br>3.2%         | 3<br>2.7%   |
|                                                                                                                     | Very dissatisfied     | 3<br>4.3%         | 3<br>3.0%   |
|                                                                                                                     | DK/NA                 | 2<br>2.3%         | 8<br>7.8%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                     |                       | Annual Household Income |                       |                        |                   |       |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                     |                       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                     |                       | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Very satisfied        |                         |                       |                        |                   |       |
|                                                                                                                     | Somewhat satisfied    |                         |                       |                        |                   |       |
|                                                                                                                     | Somewhat dissatisfied |                         |                       |                        |                   |       |
|                                                                                                                     | Very dissatisfied     |                         | a                     |                        |                   |       |
|                                                                                                                     | DK/NA                 |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                         | Gender |      |        |
|-----------------------------------------|--------|------|--------|
|                                         | Total  | Male | Female |
| 5A. Police services                     | 1.33   | 1.24 | 1.42   |
| 5B. City recreation services            | 1.31   | 1.28 | 1.34   |
| 5C. Park and picnic area availability   | 1.36   | 1.39 | 1.34   |
| 5D. Quinlan community center facilities | 1.48   | 1.47 | 1.50   |
| 5E. Garbage collection                  | 1.50   | 1.40 | 1.61   |
| 5F. Recycling program                   | 1.47   | 1.40 | 1.54   |
| 5G. Library services                    | 1.60   | 1.61 | 1.58   |
| 5H. Street pavement maintenance         | .95    | .77  | 1.13   |
| 5I. Street sweeping services            | 1.22   | 1.09 | 1.34   |
| 5J. Park and picnic area maintenance    | 1.45   | 1.44 | 1.47   |
| 5K. Traffic safety                      | .92    | 1.00 | .84    |
| 5L. Street tree maintenance             | 1.09   | 1.03 | 1.15   |
| 5M. Economic development efforts        | .61    | .66  | .56    |
| 5N. Sidewalk maintenance                | 1.00   | .82  | 1.17   |
| 5O. Median strip landscape maintenance  | 1.20   | 1.12 | 1.28   |
| 5P. Youth sports fields                 | 1.28   | 1.12 | 1.46   |
| 5Q. Senior citizen programs             | 1.38   | 1.30 | 1.44   |
| 5R. Neighborhood programs               | .98    | .83  | 1.14   |
| 5S. Managing land use                   | .14    | .20  | .09    |

Comparisons of Column Means<sup>a,b</sup>

|                                         | Gender |        |
|-----------------------------------------|--------|--------|
|                                         | Male   | Female |
|                                         | (A)    | (B)    |
| 5A. Police services                     |        |        |
| 5B. City recreation services            |        |        |
| 5C. Park and picnic area availability   |        |        |
| 5D. Quinlan community center facilities |        |        |
| 5E. Garbage collection                  |        | A      |
| 5F. Recycling program                   |        |        |
| 5G. Library services                    |        |        |
| 5H. Street pavement maintenance         |        | A      |
| 5I. Street sweeping services            |        | A      |
| 5J. Park and picnic area maintenance    |        |        |
| 5K. Traffic safety                      |        |        |
| 5L. Street tree maintenance             |        |        |
| 5M. Economic development efforts        |        |        |
| 5N. Sidewalk maintenance                |        | A      |
| 5O. Median strip landscape maintenance  |        |        |
| 5P. Youth sports fields                 |        | A      |
| 5Q. Senior citizen programs             |        |        |
| 5R. Neighborhood programs               |        | A      |
| 5S. Managing land use                   |        |        |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Age   |          |          |          |          |        |
|-----------------------------------------|-------|----------|----------|----------|----------|--------|
|                                         | Total | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and |
| 5A. Police services                     | 1.32  | 1.20     | 1.57     | 1.25     | 1.28     | 1.54   |
| 5B. City recreation services            | 1.31  | 1.39     | 1.17     | 1.27     | 1.32     | 1.36   |
| 5C. Park and picnic area availability   | 1.36  | 1.69     | .87      | 1.31     | 1.31     | 1.50   |
| 5D. Quinlan community center facilities | 1.49  | 1.62     | .96      | 1.52     | 1.45     | 1.63   |
| 5E. Garbage collection                  | 1.49  | 1.55     | 1.04     | 1.59     | 1.37     | 1.64   |
| 5F. Recycling program                   | 1.48  | 1.53     | 1.41     | 1.47     | 1.36     | 1.64   |
| 5G. Library services                    | 1.59  | 1.61     | 1.68     | 1.56     | 1.58     | 1.59   |
| 5H. Street pavement maintenance         | .95   | 1.05     | .82      | .98      | 1.03     | .69    |
| 5I. Street sweeping services            | 1.22  | 1.49     | 1.37     | 1.20     | 1.10     | 1.11   |
| 5J. Park and picnic area maintenance    | 1.46  | 1.45     | 1.26     | 1.45     | 1.42     | 1.67   |
| 5K. Traffic safety                      | .92   | .92      | 1.14     | .76      | .92      | 1.12   |
| 5L. Street tree maintenance             | 1.07  | 1.48     | .68      | 1.10     | 1.01     | .89    |
| 5M. Economic development efforts        | .63   | .92      | .66      | .67      | .42      | .53    |
| 5N. Sidewalk maintenance                | .99   | 1.34     | .78      | .87      | 1.06     | .82    |
| 5O. Median strip landscape maintenance  | 1.20  | 1.46     | .89      | 1.15     | 1.05     | 1.38   |
| 5P. Youth sports fields                 | 1.29  | 1.35     | 1.29     | 1.27     | 1.24     | 1.37   |
| 5Q. Senior citizen programs             | 1.41  | 1.70     | .89      | 1.50     | 1.32     | 1.41   |
| 5R. Neighborhood programs               | .98   | 1.12     | .31      | .93      | 1.07     | 1.19   |
| 5S. Managing land use                   | -.16  | .85      | .22      | -.10     | -.11     | .33    |

Comparisons of Column Means<sup>a,b</sup>

|                                         | Age      |          |          |          |              |
|-----------------------------------------|----------|----------|----------|----------|--------------|
|                                         | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                         | (A)      | (B)      | (C)      | (D)      | (E)          |
| 5A. Police services                     |          |          |          |          |              |
| 5B. City recreation services            |          |          |          |          |              |
| 5C. Park and picnic area availability   | B C      |          |          |          | B            |
| 5D. Quinlan community center facilities | B        |          | B        |          | B            |
| 5E. Garbage collection                  | B        |          | B        |          | B            |
| 5F. Recycling program                   |          |          |          |          |              |
| 5G. Library services                    |          |          |          |          |              |
| 5H. Street pavement maintenance         |          |          |          |          |              |
| 5I. Street sweeping services            |          |          |          |          |              |
| 5J. Park and picnic area maintenance    |          |          |          |          |              |
| 5K. Traffic safety                      |          |          |          |          |              |
| 5L. Street tree maintenance             | B E      |          |          |          |              |
| 5M. Economic development efforts        |          |          |          |          |              |
| 5N. Sidewalk maintenance                |          |          |          |          |              |
| 5O. Median strip landscape maintenance  |          |          |          |          |              |
| 5P. Youth sports fields                 |          |          |          |          |              |
| 5Q. Senior citizen programs             | B        |          |          |          |              |
| 5R. Neighborhood programs               |          |          |          |          |              |
| 5S. Managing land use                   | C D      |          |          |          |              |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Ethnicity |       |         |        |       |
|-----------------------------------------|-----------|-------|---------|--------|-------|
|                                         | Total     | White | Chinese | Indian | Other |
| 5A. Police services                     | 1.32      | 1.44  | 1.18    | 1.29   | 1.36  |
| 5B. City recreation services            | 1.31      | 1.28  | 1.18    | 1.48   | 1.46  |
| 5C. Park and picnic area availability   | 1.36      | 1.45  | 1.25    | 1.40   | 1.30  |
| 5D. Quinlan community center facilities | 1.49      | 1.54  | 1.28    | 1.65   | 1.48  |
| 5E. Garbage collection                  | 1.50      | 1.65  | 1.43    | 1.38   | 1.38  |
| 5F. Recycling program                   | 1.47      | 1.60  | 1.41    | 1.43   | 1.21  |
| 5G. Library services                    | 1.60      | 1.61  | 1.59    | 1.71   | 1.28  |
| 5H. Street pavement maintenance         | .95       | .94   | .86     | 1.01   | 1.16  |
| 5I. Street sweeping services            | 1.23      | 1.28  | 1.19    | 1.37   | .86   |
| 5J. Park and picnic area maintenance    | 1.46      | 1.57  | 1.27    | 1.64   | 1.24  |
| 5K. Traffic safety                      | .94       | 1.02  | .91     | .95    | .68   |
| 5L. Street tree maintenance             | 1.09      | 1.04  | 1.02    | 1.15   | 1.38  |
| 5M. Economic development efforts        | .63       | .55   | .59     | .91    | .53   |
| 5N. Sidewalk maintenance                | .99       | 1.10  | .94     | .92    | .91   |
| 5O. Median strip landscape maintenance  | 1.21      | 1.32  | 1.08    | 1.22   | 1.09  |
| 5P. Youth sports fields                 | 1.28      | 1.30  | 1.09    | 1.52   | 1.20  |
| 5Q. Senior citizen programs             | 1.38      | 1.33  | 1.34    | 1.53   | 1.39  |
| 5R. Neighborhood programs               | .98       | .98   | .86     | 1.04   | 1.29  |
| 5S. Managing land use                   | .16       | .27   | .03     | .36    | -.25  |

Comparisons of Column Means<sup>a,b</sup>

|                                         | Ethnicity    |                |               |              |
|-----------------------------------------|--------------|----------------|---------------|--------------|
|                                         | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 5A. Police services                     |              |                |               |              |
| 5B. City recreation services            |              |                |               |              |
| 5C. Park and picnic area availability   |              |                |               |              |
| 5D. Quinlan community center facilities |              |                | B             |              |
| 5E. Garbage collection                  |              |                |               |              |
| 5F. Recycling program                   |              |                |               |              |
| 5G. Library services                    |              |                | D             |              |
| 5H. Street pavement maintenance         |              |                |               |              |
| 5I. Street sweeping services            |              |                |               |              |
| 5J. Park and picnic area maintenance    | B            |                | B             |              |
| 5K. Traffic safety                      |              |                |               |              |
| 5L. Street tree maintenance             |              |                |               |              |
| 5M. Economic development efforts        |              |                |               |              |
| 5N. Sidewalk maintenance                |              |                |               |              |
| 5O. Median strip landscape maintenance  |              |                |               |              |
| 5P. Youth sports fields                 |              |                | B             |              |
| 5Q. Senior citizen programs             |              |                |               |              |
| 5R. Neighborhood programs               |              |                |               |              |
| 5S. Managing land use                   |              |                |               |              |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Length of Residence |                 |               |                  |
|-----------------------------------------|---------------------|-----------------|---------------|------------------|
|                                         | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 5A. Police services                     | 1.33                | 1.04            | 1.30          | 1.45             |
| 5B. City recreation services            | 1.31                | 1.47            | 1.31          | 1.26             |
| 5C. Park and picnic area availability   | 1.37                | 1.46            | 1.29          | 1.43             |
| 5D. Quinlan community center facilities | 1.48                | 1.50            | 1.40          | 1.57             |
| 5E. Garbage collection                  | 1.50                | 1.05            | 1.56          | 1.57             |
| 5F. Recycling program                   | 1.47                | 1.53            | 1.39          | 1.54             |
| 5G. Library services                    | 1.59                | 1.75            | 1.59          | 1.55             |
| 5H. Street pavement maintenance         | .95                 | .61             | 1.11          | .88              |
| 5I. Street sweeping services            | 1.22                | 1.48            | 1.24          | 1.14             |
| 5J. Park and picnic area maintenance    | 1.45                | 1.68            | 1.44          | 1.40             |
| 5K. Traffic safety                      | .92                 | 1.07            | .88           | .91              |
| 5L. Street tree maintenance             | 1.09                | 1.08            | 1.20          | .98              |
| 5M. Economic development efforts        | .61                 | 1.14            | .67           | .41              |
| 5N. Sidewalk maintenance                | 1.00                | 1.02            | 1.07          | .92              |
| 5O. Median strip landscape maintenance  | 1.21                | 1.34            | 1.13          | 1.25             |
| 5P. Youth sports fields                 | 1.28                | 1.54            | 1.14          | 1.39             |
| 5Q. Senior citizen programs             | 1.38                | 1.40            | 1.43          | 1.35             |
| 5R. Neighborhood programs               | .98                 | .97             | .95           | 1.02             |
| 5S. Managing land use                   | .14                 | .68             | .09           | .07              |

Comparisons of Column Means<sup>a,b</sup>

|                                         | Length of Residence |               |                  |
|-----------------------------------------|---------------------|---------------|------------------|
|                                         | 3 years or less     | 4 to 15 years | 16 years or more |
|                                         | (A)                 | (B)           | (C)              |
| 5A. Police services                     |                     |               | A                |
| 5B. City recreation services            |                     |               |                  |
| 5C. Park and picnic area availability   |                     |               |                  |
| 5D. Quinlan community center facilities |                     |               |                  |
| 5E. Garbage collection                  |                     | A             | A                |
| 5F. Recycling program                   |                     |               |                  |
| 5G. Library services                    |                     |               |                  |
| 5H. Street pavement maintenance         |                     | A             |                  |
| 5I. Street sweeping services            |                     |               |                  |
| 5J. Park and picnic area maintenance    |                     |               |                  |
| 5K. Traffic safety                      |                     |               |                  |
| 5L. Street tree maintenance             |                     |               |                  |
| 5M. Economic development efforts        | C                   |               |                  |
| 5N. Sidewalk maintenance                |                     |               |                  |
| 5O. Median strip landscape maintenance  |                     |               |                  |
| 5P. Youth sports fields                 |                     |               |                  |
| 5Q. Senior citizen programs             |                     |               |                  |
| 5R. Neighborhood programs               |                     |               |                  |
| 5S. Managing land use                   |                     |               |                  |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Homeownership Status |      |      |
|-----------------------------------------|----------------------|------|------|
|                                         | Total                | Own  | Rent |
| 5A. Police services                     | 1.32                 | 1.34 | 1.26 |
| 5B. City recreation services            | 1.32                 | 1.28 | 1.44 |
| 5C. Park and picnic area availability   | 1.37                 | 1.36 | 1.39 |
| 5D. Quinlan community center facilities | 1.50                 | 1.52 | 1.40 |
| 5E. Garbage collection                  | 1.50                 | 1.54 | 1.36 |
| 5F. Recycling program                   | 1.48                 | 1.52 | 1.36 |
| 5G. Library services                    | 1.59                 | 1.57 | 1.67 |
| 5H. Street pavement maintenance         | .95                  | .88  | 1.16 |
| 5I. Street sweeping services            | 1.22                 | 1.19 | 1.31 |
| 5J. Park and picnic area maintenance    | 1.48                 | 1.47 | 1.51 |
| 5K. Traffic safety                      | .91                  | .86  | 1.08 |
| 5L. Street tree maintenance             | 1.09                 | 1.05 | 1.22 |
| 5M. Economic development efforts        | .60                  | .56  | .76  |
| 5N. Sidewalk maintenance                | .99                  | .91  | 1.23 |
| 5O. Median strip landscape maintenance  | 1.20                 | 1.17 | 1.29 |
| 5P. Youth sports fields                 | 1.28                 | 1.27 | 1.30 |
| 5Q. Senior citizen programs             | 1.38                 | 1.35 | 1.47 |
| 5R. Neighborhood programs               | .97                  | .97  | .97  |
| 5S. Managing land use                   | .12                  | .02  | .48  |

Comparisons of Column Means<sup>a,b</sup>

|                                         | Homeownership Status |      |
|-----------------------------------------|----------------------|------|
|                                         | Own                  | Rent |
|                                         | (A)                  | (B)  |
| 5A. Police services                     |                      |      |
| 5B. City recreation services            |                      |      |
| 5C. Park and picnic area availability   |                      |      |
| 5D. Quinlan community center facilities |                      |      |
| 5E. Garbage collection                  |                      |      |
| 5F. Recycling program                   |                      |      |
| 5G. Library services                    |                      |      |
| 5H. Street pavement maintenance         |                      |      |
| 5I. Street sweeping services            |                      |      |
| 5J. Park and picnic area maintenance    |                      |      |
| 5K. Traffic safety                      |                      |      |
| 5L. Street tree maintenance             |                      |      |
| 5M. Economic development efforts        |                      |      |
| 5N. Sidewalk maintenance                |                      | A    |
| 5O. Median strip landscape maintenance  |                      |      |
| 5P. Youth sports fields                 |                      |      |
| 5Q. Senior citizen programs             |                      |      |
| 5R. Neighborhood programs               |                      |      |
| 5S. Managing land use                   |                      | A    |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Members in the Household |      |      |       |      |         |
|-----------------------------------------|--------------------------|------|------|-------|------|---------|
|                                         | Total                    | One  | Two  | Three | Four | Five or |
| 5A. Police services                     | 1.33                     | 1.48 | 1.40 | 1.35  | 1.36 | .87     |
| 5B. City recreation services            | 1.31                     | 1.16 | 1.25 | 1.44  | 1.37 | 1.08    |
| 5C. Park and picnic area availability   | 1.37                     | 1.37 | 1.41 | 1.33  | 1.31 | 1.55    |
| 5D. Quinlan community center facilities | 1.49                     | 1.61 | 1.54 | 1.59  | 1.39 | 1.40    |
| 5E. Garbage collection                  | 1.50                     | 1.59 | 1.57 | 1.44  | 1.56 | 1.25    |
| 5F. Recycling program                   | 1.47                     | 1.61 | 1.52 | 1.42  | 1.50 | 1.30    |
| 5G. Library services                    | 1.59                     | 1.63 | 1.60 | 1.73  | 1.50 | 1.48    |
| 5H. Street pavement maintenance         | .95                      | .90  | 1.08 | 1.01  | .93  | .61     |
| 5I. Street sweeping services            | 1.22                     | 1.37 | 1.14 | 1.26  | 1.23 | 1.18    |
| 5J. Park and picnic area maintenance    | 1.46                     | 1.61 | 1.56 | 1.48  | 1.40 | 1.23    |
| 5K. Traffic safety                      | .92                      | 1.08 | .88  | 1.11  | .82  | .68     |
| 5L. Street tree maintenance             | 1.09                     | 1.12 | 1.13 | 1.09  | 1.09 | .95     |
| 5M. Economic development efforts        | .62                      | .84  | .52  | .65   | .60  | .63     |
| 5N. Sidewalk maintenance                | .99                      | .98  | 1.16 | .92   | .95  | .97     |
| 5O. Median strip landscape maintenance  | 1.21                     | 1.47 | 1.18 | 1.08  | 1.18 | 1.45    |
| 5P. Youth sports fields                 | 1.28                     | 1.56 | 1.20 | 1.33  | 1.21 | 1.34    |
| 5Q. Senior citizen programs             | 1.38                     | 1.40 | 1.15 | 1.38  | 1.59 | 1.34    |
| 5R. Neighborhood programs               | .98                      | 1.27 | .96  | .97   | .95  | .89     |
| 5S. Managing land use                   | .14                      | .45  | .14  | .38   | -.16 | .13     |

Comparisons of Column Means<sup>a,b</sup>

|                                         | Members in the Household |     |       |      |              |
|-----------------------------------------|--------------------------|-----|-------|------|--------------|
|                                         | One                      | Two | Three | Four | Five or more |
|                                         | (A)                      | (B) | (C)   | (D)  | (E)          |
| 5A. Police services                     |                          |     |       |      |              |
| 5B. City recreation services            |                          |     |       |      |              |
| 5C. Park and picnic area availability   |                          |     |       |      |              |
| 5D. Quinlan community center facilities |                          |     |       |      |              |
| 5E. Garbage collection                  |                          |     |       |      |              |
| 5F. Recycling program                   |                          |     |       |      |              |
| 5G. Library services                    |                          |     |       |      |              |
| 5H. Street pavement maintenance         |                          |     |       |      |              |
| 5I. Street sweeping services            |                          |     |       |      |              |
| 5J. Park and picnic area maintenance    |                          |     |       |      |              |
| 5K. Traffic safety                      |                          |     |       |      |              |
| 5L. Street tree maintenance             |                          |     |       |      |              |
| 5M. Economic development efforts        |                          |     |       |      |              |
| 5N. Sidewalk maintenance                |                          |     |       |      |              |
| 5O. Median strip landscape maintenance  |                          |     |       |      |              |
| 5P. Youth sports fields                 |                          |     |       |      |              |
| 5Q. Senior citizen programs             |                          |     |       |      |              |
| 5R. Neighborhood programs               |                          |     |       |      |              |
| 5S. Managing land use                   |                          |     |       |      |              |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Children in the Household |      |      |
|-----------------------------------------|---------------------------|------|------|
|                                         | Total                     | Yes  | No   |
| 5A. Police services                     | 1.33                      | 1.27 | 1.38 |
| 5B. City recreation services            | 1.31                      | 1.32 | 1.31 |
| 5C. Park and picnic area availability   | 1.36                      | 1.33 | 1.39 |
| 5D. Quinlan community center facilities | 1.48                      | 1.42 | 1.54 |
| 5E. Garbage collection                  | 1.50                      | 1.42 | 1.57 |
| 5F. Recycling program                   | 1.47                      | 1.46 | 1.49 |
| 5G. Library services                    | 1.60                      | 1.62 | 1.58 |
| 5H. Street pavement maintenance         | .95                       | .79  | 1.08 |
| 5I. Street sweeping services            | 1.22                      | 1.24 | 1.21 |
| 5J. Park and picnic area maintenance    | 1.45                      | 1.37 | 1.52 |
| 5K. Traffic safety                      | .92                       | .87  | .95  |
| 5L. Street tree maintenance             | 1.09                      | 1.06 | 1.11 |
| 5M. Economic development efforts        | .61                       | .66  | .57  |
| 5N. Sidewalk maintenance                | 1.00                      | .87  | 1.11 |
| 5O. Median strip landscape maintenance  | 1.20                      | 1.12 | 1.28 |
| 5P. Youth sports fields                 | 1.28                      | 1.24 | 1.33 |
| 5Q. Senior citizen programs             | 1.38                      | 1.44 | 1.34 |
| 5R. Neighborhood programs               | .98                       | .93  | 1.04 |
| 5S. Managing land use                   | .14                       | -.10 | .32  |

**Comparisons of Column Means<sup>a,b</sup>**

|                                         | Children in the Household |     |
|-----------------------------------------|---------------------------|-----|
|                                         | Yes                       | No  |
|                                         | (A)                       | (B) |
| 5A. Police services                     |                           |     |
| 5B. City recreation services            |                           |     |
| 5C. Park and picnic area availability   |                           |     |
| 5D. Quinlan community center facilities |                           |     |
| 5E. Garbage collection                  |                           |     |
| 5F. Recycling program                   |                           |     |
| 5G. Library services                    |                           |     |
| 5H. Street pavement maintenance         |                           | A   |
| 5I. Street sweeping services            |                           |     |
| 5J. Park and picnic area maintenance    |                           |     |
| 5K. Traffic safety                      |                           |     |
| 5L. Street tree maintenance             |                           |     |
| 5M. Economic development efforts        |                           |     |
| 5N. Sidewalk maintenance                |                           | A   |
| 5O. Median strip landscape maintenance  |                           |     |
| 5P. Youth sports fields                 |                           |     |
| 5Q. Senior citizen programs             |                           |     |
| 5R. Neighborhood programs               |                           |     |
| 5S. Managing land use                   |                           | A   |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the cell of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Seniors in the Household |      |      |
|-----------------------------------------|--------------------------|------|------|
|                                         | Total                    | Yes  | No   |
| 5A. Police services                     | 1.33                     | 1.50 | 1.25 |
| 5B. City recreation services            | 1.31                     | 1.25 | 1.34 |
| 5C. Park and picnic area availability   | 1.36                     | 1.37 | 1.36 |
| 5D. Quinlan community center facilities | 1.48                     | 1.46 | 1.49 |
| 5E. Garbage collection                  | 1.50                     | 1.57 | 1.47 |
| 5F. Recycling program                   | 1.47                     | 1.59 | 1.42 |
| 5G. Library services                    | 1.60                     | 1.60 | 1.59 |
| 5H. Street pavement maintenance         | .95                      | .89  | .98  |
| 5I. Street sweeping services            | 1.22                     | 1.23 | 1.22 |
| 5J. Park and picnic area maintenance    | 1.45                     | 1.53 | 1.42 |
| 5K. Traffic safety                      | .92                      | .93  | .91  |
| 5L. Street tree maintenance             | 1.09                     | .94  | 1.16 |
| 5M. Economic development efforts        | .61                      | .55  | .63  |
| 5N. Sidewalk maintenance                | 1.00                     | .85  | 1.07 |
| 5O. Median strip landscape maintenance  | 1.20                     | 1.31 | 1.15 |
| 5P. Youth sports fields                 | 1.28                     | 1.37 | 1.25 |
| 5Q. Senior citizen programs             | 1.38                     | 1.34 | 1.42 |
| 5R. Neighborhood programs               | .98                      | .98  | .99  |
| 5S. Managing land use                   | .14                      | .20  | .12  |

Comparisons of Column Means<sup>a,b</sup>

|                                         | Seniors in the Household |     |
|-----------------------------------------|--------------------------|-----|
|                                         | Yes                      | No  |
|                                         | (A)                      | (B) |
| 5A. Police services                     | B                        |     |
| 5B. City recreation services            |                          |     |
| 5C. Park and picnic area availability   |                          |     |
| 5D. Quinlan community center facilities |                          |     |
| 5E. Garbage collection                  |                          |     |
| 5F. Recycling program                   |                          |     |
| 5G. Library services                    |                          |     |
| 5H. Street pavement maintenance         |                          |     |
| 5I. Street sweeping services            |                          |     |
| 5J. Park and picnic area maintenance    |                          |     |
| 5K. Traffic safety                      |                          |     |
| 5L. Street tree maintenance             |                          |     |
| 5M. Economic development efforts        |                          |     |
| 5N. Sidewalk maintenance                |                          |     |
| 5O. Median strip landscape maintenance  |                          |     |
| 5P. Youth sports fields                 |                          |     |
| 5Q. Senior citizen programs             |                          |     |
| 5R. Neighborhood programs               |                          |     |
| 5S. Managing land use                   |                          |     |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                         | Annual Household Income |                    |                       |                                |      | DK/NA |
|-----------------------------------------|-------------------------|--------------------|-----------------------|--------------------------------|------|-------|
|                                         | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$180,000 or more |      |       |
| 5A. Police services                     | 1.33                    | 1.29               | 1.47                  | 1.18                           | 1.27 | 1.39  |
| 5B. City recreation services            | 1.31                    | 1.17               | 1.55                  | 1.34                           | 1.09 | 1.36  |
| 5C. Park and picnic area availability   | 1.36                    | 1.52               | 1.43                  | 1.30                           | 1.41 | 1.19  |
| 5D. Quinlan community center facilities | 1.48                    | 1.53               | 1.57                  | 1.63                           | 1.44 | 1.31  |
| 5E. Garbage collection                  | 1.50                    | 1.41               | 1.55                  | 1.58                           | 1.36 | 1.60  |
| 5F. Recycling program                   | 1.47                    | 1.41               | 1.70                  | 1.46                           | 1.45 | 1.37  |
| 5G. Library services                    | 1.60                    | 1.57               | 1.59                  | 1.66                           | 1.61 | 1.57  |
| 5H. Street pavement maintenance         | .95                     | 1.02               | 1.19                  | .68                            | .98  | .88   |
| 5I. Street sweeping services            | 1.22                    | 1.22               | 1.27                  | 1.10                           | 1.10 | 1.36  |
| 5J. Park and picnic area maintenance    | 1.45                    | 1.43               | 1.47                  | 1.52                           | 1.49 | 1.37  |
| 5K. Traffic safety                      | .92                     | .72                | 1.08                  | .91                            | .89  | .95   |
| 5L. Street tree maintenance             | 1.09                    | 1.17               | 1.16                  | 1.20                           | .98  | .97   |
| 5M. Economic development efforts        | .61                     | .87                | .65                   | .62                            | .74  | .24   |
| 5N. Sidewalk maintenance                | 1.00                    | 1.09               | 1.16                  | .83                            | .87  | 1.03  |
| 5O. Median strip landscape maintenance  | 1.20                    | 1.32               | 1.21                  | 1.26                           | .94  | 1.30  |
| 5P. Youth sports fields                 | 1.28                    | 1.34               | 1.40                  | 1.28                           | 1.10 | 1.31  |
| 5Q. Senior citizen programs             | 1.38                    | 1.40               | 1.32                  | 1.45                           | 1.66 | 1.22  |
| 5R. Neighborhood programs               | .98                     | 1.03               | .93                   | 1.17                           | .79  | 1.06  |
| 5S. Managing land use                   | .14                     | .58                | .48                   | -.01                           | -.04 | -.30  |

**Comparisons of Column Means<sup>a,b</sup>**

|                                         | Annual Household Income |                       |                        |                   |       |
|-----------------------------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                         | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                         | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 5A. Police services                     |                         |                       |                        |                   |       |
| 5B. City recreation services            |                         | D                     |                        |                   |       |
| 5C. Park and picnic area availability   |                         |                       |                        |                   |       |
| 5D. Quinlan community center facilities |                         |                       |                        |                   |       |
| 5E. Garbage collection                  |                         |                       |                        |                   |       |
| 5F. Recycling program                   |                         |                       |                        |                   |       |
| 5G. Library services                    |                         |                       |                        |                   |       |
| 5H. Street pavement maintenance         |                         |                       |                        |                   |       |
| 5I. Street sweeping services            |                         |                       |                        |                   |       |
| 5J. Park and picnic area maintenance    |                         |                       |                        |                   |       |
| 5K. Traffic safety                      |                         |                       |                        |                   |       |
| 5L. Street tree maintenance             |                         |                       |                        |                   |       |
| 5M. Economic development efforts        | E                       |                       |                        |                   |       |
| 5N. Sidewalk maintenance                |                         |                       |                        |                   |       |
| 5O. Median strip landscape maintenance  |                         |                       |                        |                   |       |
| 5P. Youth sports fields                 |                         |                       |                        |                   |       |
| 5Q. Senior citizen programs             |                         |                       |                        |                   |       |
| 5R. Neighborhood programs               |                         |                       |                        |                   |       |
| 5S. Managing land use                   | E                       | E                     |                        |                   |       |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                                                                                                                           |                 | Gender |       |        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------|-------|--------|
|                                                                                                                                                                                           |                 | Total  | Male  | Female |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 400    | 197   | 203    |
|                                                                                                                                                                                           | Very strong     | 60     | 25    | 35     |
|                                                                                                                                                                                           |                 | 15.0%  | 12.6% | 17.3%  |
|                                                                                                                                                                                           | Somewhat strong | 183    | 86    | 98     |
|                                                                                                                                                                                           |                 | 45.8%  | 43.7% | 48.0%  |
|                                                                                                                                                                                           | Somewhat weak   | 101    | 55    | 46     |
|                                                                                                                                                                                           |                 | 25.3%  | 28.1% | 22.6%  |
|                                                                                                                                                                                           | Very weak       | 29     | 15    | 14     |
|                                                                                                                                                                                           | 7.2%            | 7.5%   | 7.0%  |        |
| None at all                                                                                                                                                                               | 20              | 13     | 7     |        |
|                                                                                                                                                                                           | 4.9%            | 6.7%   | 3.3%  |        |
| DK/NA                                                                                                                                                                                     | 7               | 3      | 4     |        |
|                                                                                                                                                                                           | 1.7%            | 1.5%   | 1.9%  |        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                           |                 | Gender   |            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|------------|
|                                                                                                                                                                                           |                 | Male (A) | Female (B) |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |          |            |
|                                                                                                                                                                                           | Somewhat strong |          |            |
|                                                                                                                                                                                           | Somewhat weak   |          |            |
|                                                                                                                                                                                           | Very weak       |          |            |
|                                                                                                                                                                                           | None at all     |          |            |
|                                                                                                                                                                                           | DK/NA           |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                           |                 | Age   |          |          |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------|----------|----------|----------|
|                                                                                                                                                                                           |                 | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 387   | 67       | 31       | 125      |
|                                                                                                                                                                                           | Very strong     | 57    | 4        | 5        | 17       |
|                                                                                                                                                                                           |                 | 14.7% | 6.0%     | 15.2%    | 13.3%    |
|                                                                                                                                                                                           | Somewhat strong | 179   | 23       | 19       | 68       |
|                                                                                                                                                                                           |                 | 46.3% | 34.5%    | 59.7%    | 54.4%    |
|                                                                                                                                                                                           | Somewhat weak   | 98    | 29       | 5        | 23       |
|                                                                                                                                                                                           |                 | 25.3% | 42.9%    | 17.3%    | 18.0%    |
|                                                                                                                                                                                           | Very weak       | 28    | 5        | 2        | 11       |
|                                                                                                                                                                                           | 7.4%            | 7.4%  | 7.8%     | 9.0%     |          |
| None at all                                                                                                                                                                               | 19              | 5     | 0        | 4        |          |
|                                                                                                                                                                                           | 4.8%            | 8.1%  | .0%      | 3.3%     |          |
| DK/NA                                                                                                                                                                                     | 6               | 1     | 0        | 2        |          |
|                                                                                                                                                                                           | 1.5%            | 1.1%  | .0%      | 2.0%     |          |

|                                                                                                                                                                                                              |                 | Age         |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|--------------|
|                                                                                                                                                                                                              |                 | 50 to 64    | 65 and older |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 98          | 65           |
|                                                                                                                                                                                                              | Very strong     | 18<br>18.0% | 14<br>21.2%  |
|                                                                                                                                                                                                              | Somewhat strong | 46<br>46.8% | 23<br>35.8%  |
|                                                                                                                                                                                                              | Somewhat weak   | 20<br>20.6% | 21<br>32.0%  |
|                                                                                                                                                                                                              | Very weak       | 7<br>6.9%   | 3<br>4.7%    |
|                                                                                                                                                                                                              | None at all     | 6<br>5.8%   | 3<br>5.1%    |
|                                                                                                                                                                                                              | DK/NA           | 2<br>1.9%   | 1<br>1.1%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                              |                 | Age      |          |          |          |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|----------|----------|----------|--------------|
|                                                                                                                                                                                                              |                 | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                                                                              |                 | (A)      | (B)      | (C)      | (D)      | (E)          |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |          |          |          |          |              |
|                                                                                                                                                                                                              | Somewhat strong |          |          |          |          |              |
|                                                                                                                                                                                                              | Somewhat weak   | C D      |          |          |          |              |
|                                                                                                                                                                                                              | Very weak       |          | a        |          |          |              |
|                                                                                                                                                                                                              | None at all     |          | a        |          |          |              |
|                                                                                                                                                                                                              | DK/NA           |          | a        |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                              |                 | Total        | Ethnicity   |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                                                              |                 |              | White       | Chinese     | Indian      | Other       |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 390          | 149         | 124         | 82          | 36          |
|                                                                                                                                                                                                              | Very strong     | 59<br>15.0%  | 19<br>12.7% | 20<br>15.9% | 13<br>16.4% | 6<br>17.8%  |
|                                                                                                                                                                                                              | Somewhat strong | 181<br>46.3% | 50<br>33.8% | 67<br>53.8% | 44<br>53.8% | 20<br>54.4% |
|                                                                                                                                                                                                              | Somewhat weak   | 98<br>25.1%  | 48<br>32.1% | 28<br>22.4% | 18<br>21.5% | 5<br>13.3%  |
|                                                                                                                                                                                                              | Very weak       | 28<br>7.1%   | 18<br>12.2% | 6<br>4.5%   | 0<br>.0%    | 4<br>10.8%  |
|                                                                                                                                                                                                              | None at all     | 20<br>5.1%   | 11<br>7.5%  | 2<br>1.4%   | 5<br>6.7%   | 1<br>3.8%   |
|                                                                                                                                                                                                              | DK/NA           | 6<br>1.6%    | 2<br>1.6%   | 2<br>2.0%   | 1<br>1.6%   | 0<br>.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                              |                 | Ethnicity |         |        |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------|---------|--------|-------|
|                                                                                                                                                                                                              |                 | White     | Chinese | Indian | Other |
|                                                                                                                                                                                                              |                 | (A)       | (B)     | (C)    | (D)   |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |           |         |        |       |
|                                                                                                                                                                                                              | Somewhat strong |           | A       | A      |       |
|                                                                                                                                                                                                              | Somewhat weak   |           |         | a      |       |
|                                                                                                                                                                                                              | Very weak       |           |         | a      |       |
|                                                                                                                                                                                                              | None at all     |           |         |        |       |
|                                                                                                                                                                                                              | DK/NA           |           |         |        | a     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                              |                 | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                              |                 | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                                                              | Very strong     | 60                  | 5               | 25            | 30               |
|                                                                                                                                                                                                              | Somewhat strong | 183                 | 27              | 85            | 71               |
|                                                                                                                                                                                                              |                 | 45.8%               | 54.8%           | 46.4%         | 42.6%            |
|                                                                                                                                                                                                              | Somewhat weak   | 101                 | 8               | 51            | 42               |
|                                                                                                                                                                                                              |                 | 25.2%               | 15.9%           | 27.9%         | 25.0%            |
|                                                                                                                                                                                                              | Very weak       | 29                  | 5               | 11            | 13               |
|                                                                                                                                                                                                              |                 | 7.3%                | 9.7%            | 6.0%          | 8.0%             |
| None at all                                                                                                                                                                                                  | 20              | 3                   | 9               | 7             |                  |
|                                                                                                                                                                                                              | 4.9%            | 6.6%                | 5.0%            | 4.4%          |                  |
| DK/NA                                                                                                                                                                                                        | 7               | 1                   | 2               | 3             |                  |
|                                                                                                                                                                                                              | 1.7%            | 2.7%                | 1.1%            | 2.1%          |                  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                              |                 | Length of Residence |               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------|---------------|------------------|
|                                                                                                                                                                                                              |                 | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                                                                                                                                                              |                 | (A)                 | (B)           | (C)              |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |                     |               |                  |
|                                                                                                                                                                                                              | Somewhat strong |                     |               |                  |
|                                                                                                                                                                                                              | Somewhat weak   |                     |               |                  |
|                                                                                                                                                                                                              | Very weak       |                     |               |                  |
|                                                                                                                                                                                                              | None at all     |                     |               |                  |
|                                                                                                                                                                                                              | DK/NA           |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                              |                 | Homeownership Status |       |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------|-------|-------|
|                                                                                                                                                                                                              |                 | Total                | Own   | Rent  |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 391                  | 299   | 92    |
|                                                                                                                                                                                                              | Very strong     | 59                   | 43    | 17    |
|                                                                                                                                                                                                              | Somewhat strong | 180                  | 141   | 38    |
|                                                                                                                                                                                                              |                 | 46.0%                | 47.3% | 42.0% |
|                                                                                                                                                                                                              | Somewhat weak   | 96                   | 75    | 21    |
|                                                                                                                                                                                                              |                 | 24.5%                | 25.1% | 22.7% |
|                                                                                                                                                                                                              | Very weak       | 29                   | 22    | 7     |
|                                                                                                                                                                                                              |                 | 7.4%                 | 7.5%  | 7.3%  |
| None at all                                                                                                                                                                                                  | 20              | 13                   | 7     |       |
|                                                                                                                                                                                                              | 5.1%            | 4.3%                 | 7.5%  |       |
| DK/NA                                                                                                                                                                                                        | 7               | 5                    | 2     |       |
|                                                                                                                                                                                                              | 1.7%            | 1.7%                 | 2.0%  |       |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                              |                 | Homeownership Status |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------|----------|
|                                                                                                                                                                                                              |                 | Own (A)              | Rent (B) |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |                      |          |
|                                                                                                                                                                                                              | Somewhat strong |                      |          |
|                                                                                                                                                                                                              | Somewhat weak   |                      |          |
|                                                                                                                                                                                                              | Very weak       |                      |          |
|                                                                                                                                                                                                              | None at all     |                      |          |
|                                                                                                                                                                                                              | DK/NA           |                      |          |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                              |                 | Members in the Household |       |       |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------|-------|-------|-------|
|                                                                                                                                                                                                              |                 | Total                    | One   | Two   | Three |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 395                      | 38    | 91    | 105   |
|                                                                                                                                                                                                              | Very strong     | 60                       | 8     | 14    | 10    |
|                                                                                                                                                                                                              | Somewhat strong | 179                      | 13    | 39    | 55    |
|                                                                                                                                                                                                              |                 | 45.4%                    | 34.8% | 43.0% | 52.9% |
|                                                                                                                                                                                                              | Somewhat weak   | 100                      | 11    | 22    | 27    |
|                                                                                                                                                                                                              |                 | 25.3%                    | 27.9% | 24.6% | 26.1% |
|                                                                                                                                                                                                              | Very weak       | 29                       | 2     | 10    | 6     |
|                                                                                                                                                                                                              |                 | 7.3%                     | 4.8%  | 11.0% | 5.6%  |
| None at all                                                                                                                                                                                                  | 20              | 4                        | 3     | 4     |       |
|                                                                                                                                                                                                              | 5.0%            | 11.8%                    | 3.1%  | 3.7%  |       |
| DK/NA                                                                                                                                                                                                        | 7               | 0                        | 2     | 3     |       |
|                                                                                                                                                                                                              | 1.7%            | .0%                      | 2.5%  | 2.5%  |       |

|                                                                                                                                                                                                              |                 | Members in the |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------|--------------|
|                                                                                                                                                                                                              |                 | Four           | Five or more |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 117            | 43           |
|                                                                                                                                                                                                              | Very strong     | 19<br>16.4%    | 9<br>20.3%   |
|                                                                                                                                                                                                              | Somewhat strong | 56<br>47.8%    | 15<br>35.2%  |
|                                                                                                                                                                                                              | Somewhat weak   | 27<br>22.9%    | 13<br>29.4%  |
|                                                                                                                                                                                                              | Very weak       | 8<br>6.9%      | 3<br>7.3%    |
|                                                                                                                                                                                                              | None at all     | 5<br>4.4%      | 3<br>7.8%    |
|                                                                                                                                                                                                              | DK/NA           | 2<br>1.6%      | 0<br>.0%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                              |                 | Members in the Household |     |       |      |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                                                                              |                 | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                                                                              |                 | (A)                      | (B) | (C)   | (D)  | (E)          |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |                          |     |       |      |              |
|                                                                                                                                                                                                              | Somewhat strong |                          |     |       |      |              |
|                                                                                                                                                                                                              | Somewhat weak   |                          |     |       |      |              |
|                                                                                                                                                                                                              | Very weak       |                          |     |       |      |              |
|                                                                                                                                                                                                              | None at all     |                          |     |       |      |              |
|                                                                                                                                                                                                              | DK/NA           | a                        |     |       |      | a            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                              |                 | Children in the Household |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                                              |                 | Total                     | Yes         | No          |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 400                       | 181         | 220         |
|                                                                                                                                                                                                              | Very strong     | 60<br>15.0%               | 27<br>14.9% | 33<br>15.0% |
|                                                                                                                                                                                                              | Somewhat strong | 183<br>45.8%              | 88<br>48.5% | 96<br>43.6% |
|                                                                                                                                                                                                              | Somewhat weak   | 101<br>25.3%              | 41<br>22.9% | 60<br>27.3% |
|                                                                                                                                                                                                              | Very weak       | 29<br>7.2%                | 13<br>7.1%  | 16<br>7.4%  |
|                                                                                                                                                                                                              | None at all     | 20<br>4.9%                | 9<br>4.9%   | 11<br>5.0%  |
|                                                                                                                                                                                                              | DK/NA           | 7<br>1.7%                 | 3<br>1.8%   | 4<br>1.6%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                              |                 | Children in the Household |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------|-----|
|                                                                                                                                                                                                              |                 | Yes                       | No  |
|                                                                                                                                                                                                              |                 | (A)                       | (B) |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |                           |     |
|                                                                                                                                                                                                              | Somewhat strong |                           |     |
|                                                                                                                                                                                                              | Somewhat weak   |                           |     |
|                                                                                                                                                                                                              | Very weak       |                           |     |
|                                                                                                                                                                                                              | None at all     |                           |     |
|                                                                                                                                                                                                              | DK/NA           |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                              |                 | Seniors in the Household |             |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------|-------------|--------------|
|                                                                                                                                                                                                              |                 | Total                    | Yes         | No           |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 400                      | 130         | 271          |
|                                                                                                                                                                                                              | Very strong     | 60<br>15.0%              | 28<br>21.2% | 32<br>12.0%  |
|                                                                                                                                                                                                              | Somewhat strong | 183<br>45.8%             | 53<br>40.5% | 131<br>48.4% |
|                                                                                                                                                                                                              | Somewhat weak   | 101<br>25.3%             | 32<br>24.9% | 69<br>25.5%  |
|                                                                                                                                                                                                              | Very weak       | 29<br>7.2%               | 6<br>4.9%   | 23<br>8.4%   |
|                                                                                                                                                                                                              | None at all     | 20<br>4.9%               | 9<br>7.0%   | 11<br>3.9%   |
|                                                                                                                                                                                                              | DK/NA           | 7<br>1.7%                | 2<br>1.3%   | 5<br>1.9%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                              |                 | Seniors in the Household |        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------|--------|
|                                                                                                                                                                                                              |                 | Yes (A)                  | No (B) |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     | B                        |        |
|                                                                                                                                                                                                              | Somewhat strong |                          |        |
|                                                                                                                                                                                                              | Somewhat weak   |                          |        |
|                                                                                                                                                                                                              | Very weak       |                          |        |
|                                                                                                                                                                                                              | None at all     |                          |        |
|                                                                                                                                                                                                              | DK/NA           |                          |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                              |                 | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                              |                 | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                                                              | Very strong     | 60<br>15.0%             | 13<br>18.0%        | 12<br>14.6%           | 10<br>14.7%            |
|                                                                                                                                                                                                              | Somewhat strong | 183<br>45.8%            | 29<br>39.5%        | 36<br>43.1%           | 32<br>46.0%            |
|                                                                                                                                                                                                              | Somewhat weak   | 101<br>25.3%            | 21<br>29.0%        | 22<br>26.7%           | 14<br>20.4%            |
|                                                                                                                                                                                                              | Very weak       | 29<br>7.2%              | 5<br>6.6%          | 7<br>8.9%             | 7<br>9.4%              |
|                                                                                                                                                                                                              | None at all     | 20<br>4.9%              | 4<br>5.5%          | 3<br>3.8%             | 7<br>9.4%              |
|                                                                                                                                                                                                              | DK/NA           | 7<br>1.7%               | 1<br>1.4%          | 2<br>3.0%             | 0<br>.0%               |

|                                                                                                                                                                                                              |                 | Annual Household  |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------|-------------|
|                                                                                                                                                                                                              |                 | \$180,000 or more | DK/NA       |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Total           | 77                | 98          |
|                                                                                                                                                                                                              | Very strong     | 8<br>10.0%        | 17<br>17.2% |
|                                                                                                                                                                                                              | Somewhat strong | 41<br>53.2%       | 46<br>47.0% |
|                                                                                                                                                                                                              | Somewhat weak   | 17<br>22.2%       | 27<br>27.3% |
|                                                                                                                                                                                                              | Very weak       | 7<br>9.2%         | 3<br>3.2%   |
|                                                                                                                                                                                                              | None at all     | 3<br>4.5%         | 3<br>2.6%   |
|                                                                                                                                                                                                              | DK/NA           | 1<br>1.0%         | 3<br>2.6%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                              |                 | Annual Household Income |                           |                            |                       |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------|---------------------------|----------------------------|-----------------------|-----------|
|                                                                                                                                                                                                              |                 | Less than \$80,000 (A)  | \$80,000 to \$119,999 (B) | \$120,000 to \$179,999 (C) | \$180,000 or more (D) | DK/NA (E) |
| 6. Please think about the sense of community that you feel living in Cupertino. Would you say that you feel a very strong, a somewhat strong, a somewhat weak, a very weak, or no sense of community at all? | Very strong     |                         |                           |                            |                       |           |
|                                                                                                                                                                                                              | Somewhat strong |                         |                           |                            |                       |           |
|                                                                                                                                                                                                              | Somewhat weak   |                         |                           |                            |                       |           |
|                                                                                                                                                                                                              | Very weak       |                         |                           |                            |                       |           |
|                                                                                                                                                                                                              | None at all     |                         |                           |                            |                       |           |
|                                                                                                                                                                                                              | DK/NA           |                         |                           | a                          |                       |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                     | Gender |      |        |
|-------------------------------------------------------------------------------------|--------|------|--------|
|                                                                                     | Total  | Male | Female |
| 7A. I can recognize most of the people who live in my community                     | .16    | .07  | .25    |
| 7B. Very few of my neighbors know me                                                | .05    | .30  | -.18   |
| 7C. I have almost no influence over what this community is like                     | .40    | .55  | .24    |
| 7D. My neighbors and I want the same things from this community                     | .80    | .79  | .81    |
| 7E. If there is a problem in this community, people who live here can get it solved | .66    | .66  | .66    |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16   | .99  | 1.33   |

Comparisons of Column Means<sup>a,b</sup>

|                                                                                     | Gender |        |
|-------------------------------------------------------------------------------------|--------|--------|
|                                                                                     | Male   | Female |
|                                                                                     | (A)    | (B)    |
| 7A. I can recognize most of the people who live in my community                     |        |        |
| 7B. Very few of my neighbors know me                                                | B      |        |
| 7C. I have almost no influence over what this community is like                     | B      |        |
| 7D. My neighbors and I want the same things from this community                     |        |        |
| 7E. If there is a problem in this community, people who live here can get it solved |        |        |
| 7F. It is very important for me to feel a sense of community with other residents   |        | A      |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Age   |          |          |          |          |              |
|-------------------------------------------------------------------------------------|-------|----------|----------|----------|----------|--------------|
|                                                                                     | Total | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
| 7A. I can recognize most of the people who live in my community                     | .16   | -.07     | -.13     | .39      | .38      | -.25         |
| 7B. Very few of my neighbors know me                                                | .06   | .65      | .12      | -.16     | -.05     | .00          |
| 7C. I have almost no influence over what this community is like                     | .39   | .70      | .71      | .36      | .25      | .19          |
| 7D. My neighbors and I want the same things from this community                     | .80   | .53      | .78      | .93      | .86      | .77          |
| 7E. If there is a problem in this community, people who live here can get it solved | .65   | .73      | .36      | .57      | .67      | .85          |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16  | .66      | 1.21     | 1.41     | 1.16     | 1.18         |

Comparisons of Column Means<sup>a,b</sup>

|                                                                                     | Age      |          |          |          |              |
|-------------------------------------------------------------------------------------|----------|----------|----------|----------|--------------|
|                                                                                     | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                     | (A)      | (B)      | (C)      | (D)      | (E)          |
|                                                                                     | (A)      | (B)      | (C)      | (D)      | (E)          |
| 7A. I can recognize most of the people who live in my community                     |          |          | E        |          |              |
| 7B. Very few of my neighbors know me                                                | C D      |          |          |          |              |
| 7C. I have almost no influence over what this community is like                     |          |          |          |          |              |
| 7D. My neighbors and I want the same things from this community                     |          |          |          |          |              |
| 7E. If there is a problem in this community, people who live here can get it solved |          |          |          |          |              |
| 7F. It is very important for me to feel a sense of community with other residents   |          |          | A        | A        | A            |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Ethnicity |       |         |        |       |
|-------------------------------------------------------------------------------------|-----------|-------|---------|--------|-------|
|                                                                                     | Total     | White | Chinese | Indian | Other |
| 7A. I can recognize most of the people who live in my community                     | .16       | -.26  | .40     | .48    | .34   |
| 7B. Very few of my neighbors know me                                                | .04       | .21   | .09     | -.23   | -.15  |
| 7C. I have almost no influence over what this community is like                     | .39       | .29   | .25     | .78    | .38   |
| 7D. My neighbors and I want the same things from this community                     | .81       | .52   | .94     | .95    | 1.19  |
| 7E. If there is a problem in this community, people who live here can get it solved | .66       | .63   | .60     | .72    | .95   |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16      | .97   | 1.15    | 1.45   | 1.27  |

Comparisons of Column Means<sup>a,b</sup>

|                                                                                     | Ethnicity    |                |               |              |
|-------------------------------------------------------------------------------------|--------------|----------------|---------------|--------------|
|                                                                                     | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 7A. I can recognize most of the people who live in my community                     |              | A              | A             |              |
| 7B. Very few of my neighbors know me                                                |              |                |               |              |
| 7C. I have almost no influence over what this community is like                     |              |                |               |              |
| 7D. My neighbors and I want the same things from this community                     |              | A              | A             | A            |
| 7E. If there is a problem in this community, people who live here can get it solved |              |                |               |              |
| 7F. It is very important for me to feel a sense of community with other residents   |              |                | A             |              |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Length of Residence |                 |               |                  |
|-------------------------------------------------------------------------------------|---------------------|-----------------|---------------|------------------|
|                                                                                     | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 7A. I can recognize most of the people who live in my community                     | .16                 | -.05            | .36           | .01              |
| 7B. Very few of my neighbors know me                                                | .05                 | .61             | -.03          | -.02             |
| 7C. I have almost no influence over what this community is like                     | .40                 | 1.06            | .37           | .24              |
| 7D. My neighbors and I want the same things from this community                     | .80                 | .79             | .85           | .76              |
| 7E. If there is a problem in this community, people who live here can get it solved | .66                 | .43             | .63           | .76              |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16                | 1.14            | 1.11          | 1.22             |

Comparisons of Column Means<sup>a,b</sup>

|                                                                                     | Length of Residence    |                      |                         |
|-------------------------------------------------------------------------------------|------------------------|----------------------|-------------------------|
|                                                                                     | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 7A. I can recognize most of the people who live in my community                     |                        |                      |                         |
| 7B. Very few of my neighbors know me                                                | B C                    |                      |                         |
| 7C. I have almost no influence over what this community is like                     | B C                    |                      |                         |
| 7D. My neighbors and I want the same things from this community                     |                        |                      |                         |
| 7E. If there is a problem in this community, people who live here can get it solved |                        |                      |                         |
| 7F. It is very important for me to feel a sense of community with other residents   |                        |                      |                         |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Homeownership Status |      |      |
|-------------------------------------------------------------------------------------|----------------------|------|------|
|                                                                                     | Total                | Own  | Rent |
| 7A. I can recognize most of the people who live in my community                     | .18                  | .22  | .06  |
| 7B. Very few of my neighbors know me                                                | .03                  | -.08 | .37  |
| 7C. I have almost no influence over what this community is like                     | .40                  | .33  | .65  |
| 7D. My neighbors and I want the same things from this community                     | .80                  | .81  | .75  |
| 7E. If there is a problem in this community, people who live here can get it solved | .66                  | .63  | .78  |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16                 | 1.20 | 1.02 |

Comparisons of Column Means<sup>a,b</sup>

|                                                                                     | Homeownership Status |          |
|-------------------------------------------------------------------------------------|----------------------|----------|
|                                                                                     | Own (A)              | Rent (B) |
| 7A. I can recognize most of the people who live in my community                     |                      |          |
| 7B. Very few of my neighbors know me                                                |                      | A        |
| 7C. I have almost no influence over what this community is like                     |                      |          |
| 7D. My neighbors and I want the same things from this community                     |                      |          |
| 7E. If there is a problem in this community, people who live here can get it solved |                      |          |
| 7F. It is very important for me to feel a sense of community with other residents   |                      |          |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Members in the Household |      |      |       |      |              |
|-------------------------------------------------------------------------------------|--------------------------|------|------|-------|------|--------------|
|                                                                                     | Total                    | One  | Two  | Three | Four | Five or more |
| 7A. I can recognize most of the people who live in my community                     | .16                      | -.04 | .03  | .03   | .29  | .61          |
| 7B. Very few of my neighbors know me                                                | .05                      | .23  | .02  | .31   | -.13 | -.19         |
| 7C. I have almost no influence over what this community is like                     | .39                      | .16  | .45  | .24   | .45  | .68          |
| 7D. My neighbors and I want the same things from this community                     | .79                      | .49  | .82  | .83   | .77  | .96          |
| 7E. If there is a problem in this community, people who live here can get it solved | .66                      | .86  | .73  | .59   | .75  | .27          |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16                     | 1.01 | 1.09 | .99   | 1.41 | 1.20         |

Comparisons of Column Means<sup>a,b</sup>

|                                                                                     | Members in the Household                                        |         |           |          |                  |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------|---------|-----------|----------|------------------|
|                                                                                     | One (A)                                                         | Two (B) | Three (C) | Four (D) | Five or more (E) |
|                                                                                     | 7A. I can recognize most of the people who live in my community |         |           |          |                  |
| 7B. Very few of my neighbors know me                                                |                                                                 |         |           |          |                  |
| 7C. I have almost no influence over what this community is like                     |                                                                 |         |           |          |                  |
| 7D. My neighbors and I want the same things from this community                     |                                                                 |         |           |          |                  |
| 7E. If there is a problem in this community, people who live here can get it solved |                                                                 |         |           |          |                  |
| 7F. It is very important for me to feel a sense of community with other residents   |                                                                 |         |           | C        |                  |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Children in the Household |      |      |
|-------------------------------------------------------------------------------------|---------------------------|------|------|
|                                                                                     | Total                     | Yes  | No   |
| 7A. I can recognize most of the people who live in my community                     | .16                       | .33  | .02  |
| 7B. Very few of my neighbors know me                                                | .05                       | -.22 | .28  |
| 7C. I have almost no influence over what this community is like                     | .40                       | .42  | .38  |
| 7D. My neighbors and I want the same things from this community                     | .80                       | .88  | .74  |
| 7E. If there is a problem in this community, people who live here can get it solved | .66                       | .62  | .70  |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16                      | 1.32 | 1.03 |

**Comparisons of Column Means<sup>a,b</sup>**

|                                                                                     | Children in the Household |     |
|-------------------------------------------------------------------------------------|---------------------------|-----|
|                                                                                     | Yes                       | No  |
|                                                                                     | (A)                       | (B) |
| 7A. I can recognize most of the people who live in my community                     | B                         |     |
| 7B. Very few of my neighbors know me                                                |                           | A   |
| 7C. I have almost no influence over what this community is like                     |                           |     |
| 7D. My neighbors and I want the same things from this community                     |                           |     |
| 7E. If there is a problem in this community, people who live here can get it solved |                           |     |
| 7F. It is very important for me to feel a sense of community with other residents   | B                         |     |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Seniors in the Household |      |      |
|-------------------------------------------------------------------------------------|--------------------------|------|------|
|                                                                                     | Total                    | Yes  | No   |
| 7A. I can recognize most of the people who live in my community                     | .16                      | -.03 | .25  |
| 7B. Very few of my neighbors know me                                                | .05                      | -.03 | .09  |
| 7C. I have almost no influence over what this community is like                     | .40                      | .35  | .42  |
| 7D. My neighbors and I want the same things from this community                     | .80                      | .78  | .81  |
| 7E. If there is a problem in this community, people who live here can get it solved | .66                      | .73  | .63  |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16                     | 1.21 | 1.14 |

**Comparisons of Column Means<sup>a,b</sup>**

|                                                                                     | Seniors in the Household |     |
|-------------------------------------------------------------------------------------|--------------------------|-----|
|                                                                                     | Yes                      | No  |
|                                                                                     | (A)                      | (B) |
| 7A. I can recognize most of the people who live in my community                     |                          |     |
| 7B. Very few of my neighbors know me                                                |                          |     |
| 7C. I have almost no influence over what this community is like                     |                          |     |
| 7D. My neighbors and I want the same things from this community                     |                          |     |
| 7E. If there is a problem in this community, people who live here can get it solved |                          |     |
| 7F. It is very important for me to feel a sense of community with other residents   |                          |     |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                                                                     | Annual Household Income |                    |                       |                        |                   | DK/NA |
|-------------------------------------------------------------------------------------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                     | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$180,000 | \$180,000 or more |       |
| 7A. I can recognize most of the people who live in my community                     | .16                     | .13                | .06                   | .14                    | .14               | .31   |
| 7B. Very few of my neighbors know me                                                | .05                     | .47                | .01                   | -.15                   | .10               | -.12  |
| 7C. I have almost no influence over what this community is like                     | .40                     | .49                | .51                   | .23                    | .54               | .23   |
| 7D. My neighbors and I want the same things from this community                     | .80                     | .73                | .67                   | .78                    | .85               | .96   |
| 7E. If there is a problem in this community, people who live here can get it solved | .66                     | .90                | .97                   | .33                    | .47               | .61   |
| 7F. It is very important for me to feel a sense of community with other residents   | 1.16                    | 1.03               | 1.14                  | 1.33                   | 1.15              | 1.16  |

Comparisons of Column Means<sup>a,b</sup>

|                                                                                     | Annual Household Income |                       |                        |                   |       |
|-------------------------------------------------------------------------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                     | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                     | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 7A. I can recognize most of the people who live in my community                     |                         |                       |                        |                   |       |
| 7B. Very few of my neighbors know me                                                |                         |                       |                        |                   |       |
| 7C. I have almost no influence over what this community is like                     |                         |                       |                        |                   |       |
| 7D. My neighbors and I want the same things from this community                     |                         |                       |                        |                   |       |
| 7E. If there is a problem in this community, people who live here can get it solved | C                       | C                     |                        |                   |       |
| 7F. It is very important for me to feel a sense of community with other residents   |                         |                       |                        |                   |       |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        |       | Gender       |              |              |
|----------------------------------------|-------|--------------|--------------|--------------|
|                                        |       | Total        | Male         | Female       |
| 8A. Neighborhood watch                 | Total | 400          | 197          | 203          |
|                                        | Yes   | 245<br>61.2% | 115<br>58.5% | 130<br>63.9% |
|                                        | No    | 131<br>32.6% | 71<br>36.2%  | 59<br>29.2%  |
|                                        | DK/NA | 25<br>6.1%   | 10<br>5.3%   | 14<br>7.0%   |
| 8B. Neighborhood block parties         | Total | 400          | 197          | 203          |
|                                        | Yes   | 178<br>44.4% | 78<br>39.5%  | 100<br>49.1% |
|                                        | No    | 208<br>51.9% | 115<br>58.6% | 92<br>45.4%  |
|                                        | DK/NA | 15<br>3.7%   | 4<br>1.9%    | 11<br>5.5%   |
| 8C. Earthquake preparedness            | Total | 400          | 197          | 203          |
|                                        | Yes   | 188<br>47.1% | 79<br>39.9%  | 110<br>54.1% |
|                                        | No    | 194<br>48.6% | 110<br>56.0% | 84<br>41.4%  |
|                                        | DK/NA | 17<br>4.3%   | 8<br>4.1%    | 9<br>4.6%    |
| 8D. Electronic community alert program | Total | 400          | 197          | 203          |
|                                        | Yes   | 59<br>14.6%  | 25<br>12.7%  | 34<br>16.5%  |
|                                        | No    | 316<br>79.1% | 163<br>82.6% | 154<br>75.7% |
|                                        | DK/NA | 25<br>6.3%   | 9<br>4.7%    | 16<br>7.8%   |
| 8E. Block leader program               | Total | 400          | 197          | 203          |
|                                        | Yes   | 97<br>24.1%  | 38<br>19.1%  | 59<br>29.0%  |
|                                        | No    | 279<br>69.8% | 154<br>78.4% | 125<br>61.5% |
|                                        | DK/NA | 24<br>6.1%   | 5<br>2.5%    | 19<br>9.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                        |       | Gender      |               |
|----------------------------------------|-------|-------------|---------------|
|                                        |       | Male<br>(A) | Female<br>(B) |
| 8A. Neighborhood watch                 | Yes   |             |               |
|                                        | No    |             |               |
|                                        | DK/NA |             |               |
| 8B. Neighborhood block parties         | Yes   | B           | A             |
|                                        | No    |             |               |
|                                        | DK/NA |             |               |
| 8C. Earthquake preparedness            | Yes   | B           | A             |
|                                        | No    |             |               |
|                                        | DK/NA |             |               |
| 8D. Electronic community alert program | Yes   | B           | A             |
|                                        | No    |             |               |
|                                        | DK/NA |             |               |
| 8E. Block leader program               | Yes   | B           | A             |
|                                        | No    |             |               |
|                                        | DK/NA |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Age          |             |             |             |             |              |
|----------------------------------------|-------|--------------|-------------|-------------|-------------|-------------|--------------|
|                                        |       | Total        | 18 to 29    | 30 to 39    | 40 to 49    | 50 to 64    | 65 and older |
| 8A. Neighborhood watch                 | Total | 387          | 67          | 31          | 125         | 98          | 65           |
|                                        | Yes   | 234<br>60.5% | 33<br>48.3% | 20<br>62.3% | 82<br>65.8% | 63<br>64.0% | 37<br>56.5%  |
|                                        | No    | 129<br>33.2% | 31<br>45.8% | 9<br>29.7%  | 34<br>27.4% | 33<br>33.1% | 22<br>33.1%  |
|                                        | DK/NA | 25<br>6.3%   | 4<br>5.9%   | 3<br>8.0%   | 9<br>6.8%   | 3<br>2.9%   | 7<br>10.3%   |
| 8B. Neighborhood block parties         | Total | 387          | 67          | 31          | 125         | 98          | 65           |
|                                        | Yes   | 169<br>43.7% | 19<br>27.8% | 13<br>40.5% | 60<br>48.3% | 50<br>51.3% | 27<br>41.5%  |
|                                        | No    | 204<br>52.6% | 46<br>68.1% | 19<br>59.5% | 60<br>47.6% | 44<br>44.6% | 36<br>54.8%  |
|                                        | DK/NA | 14<br>3.7%   | 3<br>4.1%   | 0<br>.0%    | 5<br>4.1%   | 4<br>4.1%   | 2<br>3.7%    |
| 8C. Earthquake preparedness            | Total | 387          | 67          | 31          | 125         | 98          | 65           |
|                                        | Yes   | 179<br>46.1% | 21<br>30.5% | 11<br>36.3% | 62<br>49.4% | 50<br>50.5% | 35<br>54.1%  |
|                                        | No    | 192<br>49.5% | 44<br>65.0% | 18<br>58.1% | 60<br>47.6% | 45<br>45.4% | 26<br>39.4%  |
|                                        | DK/NA | 17<br>4.3%   | 3<br>4.5%   | 2<br>5.6%   | 4<br>3.0%   | 4<br>4.1%   | 4<br>6.5%    |
| 8D. Electronic community alert program | Total | 387          | 67          | 31          | 125         | 98          | 65           |
|                                        | Yes   | 53<br>13.7%  | 4<br>5.3%   | 4<br>14.2%  | 21<br>16.5% | 11<br>10.9% | 14<br>21.2%  |
|                                        | No    | 310<br>79.9% | 63<br>92.9% | 26<br>83.4% | 93<br>73.9% | 80<br>81.7% | 48<br>73.8%  |
|                                        | DK/NA | 25<br>6.4%   | 1<br>1.8%   | 1<br>2.4%   | 12<br>9.6%  | 7<br>7.5%   | 3<br>5.0%    |
| 8E. Block leader program               | Total | 387          | 67          | 31          | 125         | 98          | 65           |
|                                        | Yes   | 93<br>24.0%  | 9<br>13.2%  | 5<br>15.5%  | 33<br>26.0% | 31<br>31.9% | 15<br>23.5%  |
|                                        | No    | 273<br>70.4% | 55<br>81.0% | 26<br>84.5% | 83<br>66.1% | 64<br>64.8% | 45<br>69.1%  |
|                                        | DK/NA | 22<br>5.7%   | 4<br>5.8%   | 0<br>.0%    | 10<br>8.0%  | 3<br>3.2%   | 5<br>7.4%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                        |       | Age      |          |          |          |              |
|----------------------------------------|-------|----------|----------|----------|----------|--------------|
|                                        |       | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                        |       | (A)      | (B)      | (C)      | (D)      | (E)          |
| 8A. Neighborhood watch                 | Yes   |          |          |          |          |              |
|                                        | No    |          |          |          |          |              |
|                                        | DK/NA |          |          |          |          |              |
| 8B. Neighborhood block parties         | Yes   |          |          |          | A        |              |
|                                        | No    | D        | a        |          |          |              |
|                                        | DK/NA |          |          |          |          |              |
| 8C. Earthquake preparedness            | Yes   |          |          |          |          |              |
|                                        | No    | E        |          |          |          |              |
|                                        | DK/NA |          |          |          |          |              |
| 8D. Electronic community alert program | Yes   |          |          |          |          |              |
|                                        | No    | C E      |          |          |          |              |
|                                        | DK/NA |          |          |          |          |              |
| 8E. Block leader program               | Yes   |          |          |          |          |              |
|                                        | No    |          |          |          |          |              |
|                                        | DK/NA |          | a        |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Ethnicity    |              |              |             |             |
|----------------------------------------|-------|--------------|--------------|--------------|-------------|-------------|
|                                        |       | Total        | White        | Chinese      | Indian      | Other       |
| 8A. Neighborhood watch                 | Total | 390          | 149          | 124          | 82          | 36          |
|                                        | Yes   | 239<br>61.2% | 100<br>67.4% | 60<br>48.8%  | 56<br>68.3% | 22<br>62.4% |
|                                        | No    | 128<br>32.7% | 40<br>27.1%  | 57<br>46.4%  | 18<br>22.4% | 11<br>31.8% |
|                                        | DK/NA | 24<br>6.1%   | 8<br>5.5%    | 6<br>4.8%    | 8<br>9.3%   | 2<br>5.8%   |
| 8B. Neighborhood block parties         | Total | 390          | 149          | 124          | 82          | 36          |
|                                        | Yes   | 173<br>44.4% | 74<br>49.6%  | 44<br>35.3%  | 38<br>46.6% | 18<br>49.0% |
|                                        | No    | 203<br>52.0% | 67<br>45.4%  | 79<br>63.7%  | 40<br>48.6% | 17<br>46.6% |
|                                        | DK/NA | 14<br>3.6%   | 8<br>5.1%    | 1<br>.9%     | 4<br>4.8%   | 2<br>4.4%   |
| 8C. Earthquake preparedness            | Total | 390          | 149          | 124          | 82          | 36          |
|                                        | Yes   | 184<br>47.1% | 80<br>54.1%  | 41<br>32.8%  | 47<br>57.1% | 16<br>44.9% |
|                                        | No    | 190<br>48.7% | 62<br>41.6%  | 77<br>62.2%  | 31<br>38.4% | 20<br>55.1% |
|                                        | DK/NA | 16<br>4.2%   | 6<br>4.3%    | 6<br>5.0%    | 4<br>4.5%   | 0<br>.0%    |
| 8D. Electronic community alert program | Total | 390          | 149          | 124          | 82          | 36          |
|                                        | Yes   | 59<br>15.0%  | 27<br>18.4%  | 12<br>9.6%   | 16<br>19.1% | 4<br>10.2%  |
|                                        | No    | 307<br>78.5% | 112<br>75.2% | 108<br>87.5% | 58<br>71.0% | 28<br>78.4% |
|                                        | DK/NA | 25<br>6.5%   | 9<br>6.4%    | 3<br>2.8%    | 8<br>9.9%   | 4<br>11.4%  |
| 8E. Block leader program               | Total | 390          | 149          | 124          | 82          | 36          |
|                                        | Yes   | 94<br>24.0%  | 41<br>27.6%  | 24<br>19.5%  | 20<br>24.5% | 9<br>23.8%  |
|                                        | No    | 274<br>70.1% | 99<br>66.5%  | 97<br>78.0%  | 53<br>64.5% | 26<br>71.0% |
|                                        | DK/NA | 23<br>5.8%   | 9<br>5.9%    | 3<br>2.5%    | 9<br>11.0%  | 2<br>5.1%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                        |       | Ethnicity    |                |               |                |
|----------------------------------------|-------|--------------|----------------|---------------|----------------|
|                                        |       | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D)   |
| 8A. Neighborhood watch                 | Yes   | B            |                | B             |                |
|                                        | No    |              | A C            |               |                |
|                                        | DK/NA |              |                |               |                |
| 8B. Neighborhood block parties         | Yes   |              | A              |               |                |
|                                        | No    |              |                |               |                |
|                                        | DK/NA |              |                |               |                |
| 8C. Earthquake preparedness            | Yes   | B            |                | B             |                |
|                                        | No    |              | A C            |               |                |
|                                        | DK/NA |              |                |               | . <sup>a</sup> |
| 8D. Electronic community alert program | Yes   |              |                |               |                |
|                                        | No    |              | C              |               |                |
|                                        | DK/NA |              |                |               |                |
| 8E. Block leader program               | Yes   |              |                |               |                |
|                                        | No    |              |                |               |                |
|                                        | DK/NA |              |                |               |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Length of Residence |                 |               |                  |
|----------------------------------------|-------|---------------------|-----------------|---------------|------------------|
|                                        |       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 8A. Neighborhood watch                 | Total | 399                 | 49              | 182           | 168              |
|                                        | Yes   | 244                 | 21              | 114           | 109              |
|                                        | No    | 131                 | 22              | 55            | 53               |
|                                        | DK/NA | 25                  | 5               | 13            | 6                |
| 8B. Neighborhood block parties         | Total | 399                 | 49              | 182           | 168              |
|                                        | Yes   | 177                 | 14              | 78            | 85               |
|                                        | No    | 207                 | 33              | 98            | 77               |
|                                        | DK/NA | 15                  | 2               | 7             | 6                |
| 8C. Earthquake preparedness            | Total | 399                 | 49              | 182           | 168              |
|                                        | Yes   | 188                 | 15              | 83            | 90               |
|                                        | No    | 193                 | 32              | 92            | 69               |
|                                        | DK/NA | 17                  | 2               | 7             | 8                |
| 8D. Electronic community alert program | Total | 399                 | 49              | 182           | 168              |
|                                        | Yes   | 59                  | 1               | 30            | 28               |
|                                        | No    | 315                 | 46              | 138           | 132              |
|                                        | DK/NA | 25                  | 2               | 15            | 8                |
| 8E. Block leader program               | Total | 399                 | 49              | 182           | 168              |
|                                        | Yes   | 96                  | 6               | 39            | 51               |
|                                        | No    | 279                 | 39              | 131           | 109              |
|                                        | DK/NA | 24                  | 4               | 12            | 8                |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                        |       | Length of Residence |               |                  |
|----------------------------------------|-------|---------------------|---------------|------------------|
|                                        |       | 3 years or less     | 4 to 15 years | 16 years or more |
|                                        |       | (A)                 | (B)           | (C)              |
| 8A. Neighborhood watch                 | Yes   |                     |               | A                |
|                                        | No    |                     |               |                  |
|                                        | DK/NA |                     |               |                  |
| 8B. Neighborhood block parties         | Yes   | C                   |               | A                |
|                                        | No    |                     |               |                  |
|                                        | DK/NA |                     |               |                  |
| 8C. Earthquake preparedness            | Yes   | C                   |               | A                |
|                                        | No    |                     |               |                  |
|                                        | DK/NA |                     |               |                  |
| 8D. Electronic community alert program | Yes   | B                   | A             | A                |
|                                        | No    |                     |               |                  |
|                                        | DK/NA |                     |               |                  |
| 8E. Block leader program               | Yes   |                     |               | A                |
|                                        | No    |                     |               |                  |
|                                        | DK/NA |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Homeownership Status |              |             |
|----------------------------------------|-------|----------------------|--------------|-------------|
|                                        |       | Total                | Own          | Rent        |
| 8A. Neighborhood watch                 | Total | 391                  | 299          | 92          |
|                                        | Yes   | 243<br>62.2%         | 193<br>64.6% | 50<br>54.4% |
|                                        | No    | 124<br>31.7%         | 87<br>29.1%  | 37<br>40.0% |
|                                        | DK/NA | 24<br>6.1%           | 19<br>6.3%   | 5<br>5.6%   |
| 8B. Neighborhood block parties         | Total | 391                  | 299          | 92          |
|                                        | Yes   | 176<br>45.0%         | 154<br>51.6% | 22<br>23.5% |
|                                        | No    | 201<br>51.4%         | 133<br>44.4% | 68<br>74.4% |
|                                        | DK/NA | 14<br>3.6%           | 12<br>4.1%   | 2<br>2.1%   |
| 8C. Earthquake preparedness            | Total | 391                  | 299          | 92          |
|                                        | Yes   | 186<br>47.7%         | 150<br>50.3% | 36<br>39.2% |
|                                        | No    | 187<br>47.9%         | 133<br>44.4% | 54<br>59.3% |
|                                        | DK/NA | 17<br>4.4%           | 16<br>5.3%   | 1<br>1.6%   |
| 8D. Electronic community alert program | Total | 391                  | 299          | 92          |
|                                        | Yes   | 59<br>15.0%          | 43<br>14.5%  | 15<br>16.6% |
|                                        | No    | 308<br>78.8%         | 232<br>77.7% | 76<br>82.5% |
|                                        | DK/NA | 24<br>6.2%           | 23<br>7.8%   | 1<br>.9%    |
| 8E. Block leader program               | Total | 391                  | 299          | 92          |
|                                        | Yes   | 97<br>24.7%          | 87<br>29.1%  | 9<br>10.3%  |
|                                        | No    | 272<br>69.6%         | 193<br>64.5% | 79<br>86.2% |
|                                        | DK/NA | 22<br>5.7%           | 19<br>6.4%   | 3<br>3.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                        |       | Homeownership Status |             |
|----------------------------------------|-------|----------------------|-------------|
|                                        |       | Own<br>(A)           | Rent<br>(B) |
| 8A. Neighborhood watch                 | Yes   | B                    | A           |
|                                        | No    |                      |             |
|                                        | DK/NA |                      |             |
| 8B. Neighborhood block parties         | Yes   | B                    | A           |
|                                        | No    |                      |             |
|                                        | DK/NA |                      |             |
| 8C. Earthquake preparedness            | Yes   | B                    | A           |
|                                        | No    |                      |             |
|                                        | DK/NA |                      |             |
| 8D. Electronic community alert program | Yes   | B                    | A           |
|                                        | No    |                      |             |
|                                        | DK/NA |                      |             |
| 8E. Block leader program               | Yes   | B                    | A           |
|                                        | No    |                      |             |
|                                        | DK/NA |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Members in the Household |     |     |       |      |              |
|----------------------------------------|-------|--------------------------|-----|-----|-------|------|--------------|
|                                        |       | Total                    | One | Two | Three | Four | Five or more |
| 8A. Neighborhood watch                 | Total | 395                      | 38  | 91  | 105   | 117  | 43           |
|                                        | Yes   | 243                      | 25  | 55  | 54    | 87   | 21           |
|                                        | No    | 128                      | 9   | 29  | 41    | 26   | 22           |
|                                        | DK/NA | 24                       | 3   | 7   | 9     | 4    | 0            |
| 8B. Neighborhood block parties         | Total | 395                      | 38  | 91  | 105   | 117  | 43           |
|                                        | Yes   | 175                      | 15  | 46  | 33    | 68   | 13           |
|                                        | No    | 205                      | 20  | 40  | 68    | 49   | 29           |
|                                        | DK/NA | 14                       | 3   | 6   | 3     | 1    | 1            |
| 8C. Earthquake preparedness            | Total | 395                      | 38  | 91  | 105   | 117  | 43           |
|                                        | Yes   | 186                      | 18  | 51  | 41    | 61   | 15           |
|                                        | No    | 192                      | 19  | 34  | 59    | 53   | 28           |
|                                        | DK/NA | 17                       | 2   | 6   | 6     | 4    | 0            |
| 8D. Electronic community alert program | Total | 395                      | 38  | 91  | 105   | 117  | 43           |
|                                        | Yes   | 59                       | 6   | 15  | 16    | 18   | 3            |
|                                        | No    | 311                      | 30  | 67  | 87    | 89   | 38           |
|                                        | DK/NA | 25                       | 2   | 10  | 2     | 10   | 1            |
| 8E. Block leader program               | Total | 395                      | 38  | 91  | 105   | 117  | 43           |
|                                        | Yes   | 95                       | 12  | 22  | 17    | 35   | 10           |
|                                        | No    | 276                      | 24  | 62  | 81    | 75   | 33           |
|                                        | DK/NA | 23                       | 2   | 7   | 6     | 8    | 0            |

Comparisons of Column Proportions<sup>b,c</sup>

|                                        |       | Members in the Household |     |       |      |                |
|----------------------------------------|-------|--------------------------|-----|-------|------|----------------|
|                                        |       | One                      | Two | Three | Four | Five or more   |
|                                        |       | (A)                      | (B) | (C)   | (D)  | (E)            |
| 8A. Neighborhood watch                 | Yes   |                          |     |       | C E  |                |
|                                        | No    |                          |     |       |      | D <sup>a</sup> |
|                                        | DK/NA |                          |     |       |      |                |
| 8B. Neighborhood block parties         | Yes   |                          |     | B D   | C E  |                |
|                                        | No    |                          |     |       |      | D              |
|                                        | DK/NA |                          |     |       |      |                |
| 8C. Earthquake preparedness            | Yes   |                          |     |       |      | B <sup>a</sup> |
|                                        | No    |                          |     |       |      |                |
|                                        | DK/NA |                          |     |       |      |                |
| 8D. Electronic community alert program | Yes   |                          |     |       |      |                |
|                                        | No    |                          |     |       |      |                |
|                                        | DK/NA |                          |     |       |      |                |
| 8E. Block leader program               | Yes   |                          |     |       |      |                |
|                                        | No    |                          |     |       |      |                |
|                                        | DK/NA |                          |     |       |      | <sup>a</sup>   |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Children in the Household |              |              |
|----------------------------------------|-------|---------------------------|--------------|--------------|
|                                        |       | Total                     | Yes          | No           |
| 8A. Neighborhood watch                 | Total | 400                       | 181          | 220          |
|                                        | Yes   | 245<br>61.2%              | 113<br>62.6% | 132<br>60.0% |
|                                        | No    | 131<br>32.6%              | 59<br>32.5%  | 72<br>32.8%  |
|                                        | DK/NA | 25<br>6.1%                | 9<br>4.9%    | 16<br>7.2%   |
| 8B. Neighborhood block parties         | Total | 400                       | 181          | 220          |
|                                        | Yes   | 178<br>44.4%              | 89<br>49.4%  | 88<br>40.2%  |
|                                        | No    | 208<br>51.9%              | 89<br>49.5%  | 118<br>53.9% |
|                                        | DK/NA | 15<br>3.7%                | 2<br>1.1%    | 13<br>5.9%   |
| 8C. Earthquake preparedness            | Total | 400                       | 181          | 220          |
|                                        | Yes   | 188<br>47.1%              | 81<br>45.1%  | 107<br>48.7% |
|                                        | No    | 194<br>48.6%              | 94<br>51.8%  | 101<br>45.9% |
|                                        | DK/NA | 17<br>4.3%                | 5<br>3.0%    | 12<br>5.4%   |
| 8D. Electronic community alert program | Total | 400                       | 181          | 220          |
|                                        | Yes   | 59<br>14.6%               | 25<br>14.1%  | 33<br>15.1%  |
|                                        | No    | 316<br>79.1%              | 146<br>80.7% | 171<br>77.7% |
|                                        | DK/NA | 25<br>6.3%                | 9<br>5.2%    | 16<br>7.2%   |
| 8E. Block leader program               | Total | 400                       | 181          | 220          |
|                                        | Yes   | 97<br>24.1%               | 49<br>27.1%  | 48<br>21.7%  |
|                                        | No    | 279<br>69.8%              | 125<br>69.2% | 155<br>70.4% |
|                                        | DK/NA | 24<br>6.1%                | 7<br>3.8%    | 17<br>8.0%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                        |       | Children in the Household |     |
|----------------------------------------|-------|---------------------------|-----|
|                                        |       | Yes                       | No  |
|                                        |       | (A)                       | (B) |
| 8A. Neighborhood watch                 | Yes   |                           |     |
|                                        | No    |                           |     |
|                                        | DK/NA |                           |     |
| 8B. Neighborhood block parties         | Yes   |                           |     |
|                                        | No    |                           | A   |
|                                        | DK/NA |                           |     |
| 8C. Earthquake preparedness            | Yes   |                           |     |
|                                        | No    |                           |     |
|                                        | DK/NA |                           |     |
| 8D. Electronic community alert program | Yes   |                           |     |
|                                        | No    |                           |     |
|                                        | DK/NA |                           |     |
| 8E. Block leader program               | Yes   |                           |     |
|                                        | No    |                           |     |
|                                        | DK/NA |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Seniors in the Household |             |              |
|----------------------------------------|-------|--------------------------|-------------|--------------|
|                                        |       | Total                    | Yes         | No           |
| 8A. Neighborhood watch                 | Total | 400                      | 130         | 271          |
|                                        | Yes   | 245<br>61.2%             | 80<br>61.9% | 165<br>60.9% |
|                                        | No    | 131<br>32.6%             | 41<br>31.5% | 90<br>33.2%  |
|                                        | DK/NA | 25<br>6.1%               | 9<br>6.7%   | 16<br>5.9%   |
| 8B. Neighborhood block parties         | Total | 400                      | 130         | 271          |
|                                        | Yes   | 178<br>44.4%             | 61<br>46.7% | 117<br>43.3% |
|                                        | No    | 208<br>51.9%             | 65<br>49.8% | 143<br>52.9% |
|                                        | DK/NA | 15<br>3.7%               | 5<br>3.5%   | 10<br>3.8%   |
| 8C. Earthquake preparedness            | Total | 400                      | 130         | 271          |
|                                        | Yes   | 188<br>47.1%             | 71<br>54.5% | 118<br>43.6% |
|                                        | No    | 194<br>48.6%             | 54<br>41.9% | 140<br>51.8% |
|                                        | DK/NA | 17<br>4.3%               | 5<br>3.7%   | 13<br>4.6%   |
| 8D. Electronic community alert program | Total | 400                      | 130         | 271          |
|                                        | Yes   | 59<br>14.6%              | 29<br>22.3% | 30<br>11.0%  |
|                                        | No    | 316<br>79.1%             | 92<br>71.0% | 224<br>82.9% |
|                                        | DK/NA | 25<br>6.3%               | 9<br>6.7%   | 17<br>6.1%   |
| 8E. Block leader program               | Total | 400                      | 130         | 271          |
|                                        | Yes   | 97<br>24.1%              | 36<br>27.9% | 60<br>22.3%  |
|                                        | No    | 279<br>69.8%             | 86<br>66.6% | 193<br>71.4% |
|                                        | DK/NA | 24<br>6.1%               | 7<br>5.5%   | 17<br>6.3%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                        |       | Seniors in the Household |     |
|----------------------------------------|-------|--------------------------|-----|
|                                        |       | Yes                      | No  |
|                                        |       | (A)                      | (B) |
| 8A. Neighborhood watch                 | Yes   |                          |     |
|                                        | No    |                          |     |
|                                        | DK/NA |                          |     |
| 8B. Neighborhood block parties         | Yes   |                          |     |
|                                        | No    |                          |     |
|                                        | DK/NA |                          |     |
| 8C. Earthquake preparedness            | Yes   | B                        |     |
|                                        | No    |                          |     |
|                                        | DK/NA |                          |     |
| 8D. Electronic community alert program | Yes   | B                        | A   |
|                                        | No    |                          |     |
|                                        | DK/NA |                          |     |
| 8E. Block leader program               | Yes   |                          |     |
|                                        | No    |                          |     |
|                                        | DK/NA |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        |       | Annual Household Income |                    |                       |                        |                   |       |
|----------------------------------------|-------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|
|                                        |       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
| 8A. Neighborhood watch                 | Total | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                        | Yes   | 245                     | 37                 | 54                    | 47                     | 47                | 61    |
|                                        | No    | 131                     | 26                 | 23                    | 23                     | 26                | 33    |
|                                        | DK/NA | 25                      | 9                  | 6                     | 1                      | 5                 | 5     |
| 8B. Neighborhood block parties         | Total | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                        | Yes   | 178                     | 24                 | 39                    | 38                     | 32                | 45    |
|                                        | No    | 208                     | 46                 | 38                    | 31                     | 41                | 52    |
|                                        | DK/NA | 15                      | 2                  | 6                     | 2                      | 4                 | 1     |
| 8C. Earthquake preparedness            | Total | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                        | Yes   | 188                     | 27                 | 48                    | 35                     | 33                | 46    |
|                                        | No    | 194                     | 41                 | 32                    | 31                     | 40                | 50    |
|                                        | DK/NA | 17                      | 4                  | 3                     | 4                      | 4                 | 3     |
| 8D. Electronic community alert program | Total | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                        | Yes   | 59                      | 12                 | 10                    | 8                      | 11                | 19    |
|                                        | No    | 316                     | 58                 | 67                    | 56                     | 60                | 76    |
|                                        | DK/NA | 25                      | 2                  | 6                     | 7                      | 6                 | 4     |
| 8E. Block leader program               | Total | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                        | Yes   | 97                      | 14                 | 20                    | 23                     | 17                | 23    |
|                                        | No    | 279                     | 56                 | 55                    | 45                     | 54                | 69    |
|                                        | DK/NA | 24                      | 2                  | 7                     | 2                      | 5                 | 7     |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                        |       | Annual Household Income |                       |                        |                   |       |
|----------------------------------------|-------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                        |       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                        |       | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 8A. Neighborhood watch                 | Yes   |                         |                       |                        |                   |       |
|                                        | No    |                         |                       |                        |                   |       |
|                                        | DK/NA |                         |                       |                        |                   |       |
| 8B. Neighborhood block parties         | Yes   |                         |                       |                        |                   |       |
|                                        | No    |                         |                       |                        |                   |       |
|                                        | DK/NA |                         |                       |                        |                   |       |
| 8C. Earthquake preparedness            | Yes   |                         |                       |                        |                   |       |
|                                        | No    |                         |                       |                        |                   |       |
|                                        | DK/NA |                         |                       |                        |                   |       |
| 8D. Electronic community alert program | Yes   |                         |                       |                        |                   |       |
|                                        | No    |                         |                       |                        |                   |       |
|                                        | DK/NA |                         |                       |                        |                   |       |
| 8E. Block leader program               | Yes   |                         |                       |                        |                   |       |
|                                        | No    |                         |                       |                        |                   |       |
|                                        | DK/NA |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                        | Gender |      |        |
|----------------------------------------|--------|------|--------|
|                                        | Total  | Male | Female |
| 9A. Neighborhood watch                 | 1.03   | .93  | 1.12   |
| 9B. Neighborhood block parties         | 1.11   | .97  | 1.25   |
| 9C. Earthquake preparedness            | 1.25   | .89  | 1.52   |
| 9D. Electronic community alert program | 1.21   | .97  | 1.43   |
| 9E. Block leader program               | 1.19   | 1.07 | 1.27   |

**Comparisons of Column Means<sup>a,b</sup>**

|                                        | Gender   |            |
|----------------------------------------|----------|------------|
|                                        | Male (A) | Female (B) |
| 9A. Neighborhood watch                 |          |            |
| 9B. Neighborhood block parties         |          |            |
| 9C. Earthquake preparedness            |          | A          |
| 9D. Electronic community alert program |          |            |
| 9E. Block leader program               |          |            |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Age   |          |          |          |          |              |
|----------------------------------------|-------|----------|----------|----------|----------|--------------|
|                                        | Total | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
| 9A. Neighborhood watch                 | 1.02  | .84      | 1.00     | .93      | 1.20     | 1.14         |
| 9B. Neighborhood block parties         | 1.09  | .52      | .76      | 1.35     | 1.05     | 1.14         |
| 9C. Earthquake preparedness            | 1.24  | .91      | 1.55     | 1.20     | 1.33     | 1.25         |
| 9D. Electronic community alert program | 1.20  | -1.56    | 1.00     | 1.62     | 1.42     | 1.44         |
| 9E. Block leader program               | 1.18  | 1.45     | .32      | 1.17     | 1.15     | 1.27         |

**Comparisons of Column Means<sup>a,b</sup>**

|                                        | Age          |              |              |              |                  |
|----------------------------------------|--------------|--------------|--------------|--------------|------------------|
|                                        | 18 to 29 (A) | 30 to 39 (B) | 40 to 49 (C) | 50 to 64 (D) | 65 and older (E) |
| 9A. Neighborhood watch                 |              |              |              |              |                  |
| 9B. Neighborhood block parties         |              |              |              |              |                  |
| 9C. Earthquake preparedness            |              |              |              |              |                  |
| 9D. Electronic community alert program |              | A            | A            | A            | A                |
| 9E. Block leader program               |              |              |              |              |                  |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Ethnicity |       |         |        |       |
|----------------------------------------|-----------|-------|---------|--------|-------|
|                                        | Total     | White | Chinese | Indian | Other |
| 9A. Neighborhood watch                 | 1.02      | .98   | 1.00    | 1.12   | .97   |
| 9B. Neighborhood block parties         | 1.13      | 1.21  | .99     | 1.15   | 1.18  |
| 9C. Earthquake preparedness            | 1.24      | 1.28  | 1.17    | 1.10   | 1.62  |
| 9D. Electronic community alert program | 1.21      | 1.42  | 1.21    | .86    | 1.07  |
| 9E. Block leader program               | 1.18      | 1.10  | 1.20    | 1.45   | 1.02  |

Comparisons of Column Means<sup>a,b</sup>

|                                        | Ethnicity |             |            |           |
|----------------------------------------|-----------|-------------|------------|-----------|
|                                        | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 9A. Neighborhood watch                 |           |             |            |           |
| 9B. Neighborhood block parties         |           |             |            |           |
| 9C. Earthquake preparedness            |           |             |            |           |
| 9D. Electronic community alert program |           |             |            |           |
| 9E. Block leader program               |           |             |            |           |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Length of Residence |                 |               |                  |
|----------------------------------------|---------------------|-----------------|---------------|------------------|
|                                        | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 9A. Neighborhood watch                 | 1.03                | 1.25            | .99           | 1.04             |
| 9B. Neighborhood block parties         | 1.11                | 1.91            | 1.07          | 1.00             |
| 9C. Earthquake preparedness            | 1.25                | .78             | 1.30          | 1.30             |
| 9D. Electronic community alert program | 1.21                | 2.00            | 1.37          | 1.03             |
| 9E. Block leader program               | 1.18                | 1.48            | 1.31          | 1.05             |

Comparisons of Column Means<sup>b,c</sup>

|                                        | Length of Residence |                   |                      |
|----------------------------------------|---------------------|-------------------|----------------------|
|                                        | 3 years or less (A) | 4 to 15 years (B) | 16 years or more (C) |
| 9A. Neighborhood watch                 |                     |                   |                      |
| 9B. Neighborhood block parties         | C                   |                   |                      |
| 9C. Earthquake preparedness            |                     |                   |                      |
| 9D. Electronic community alert program | a                   |                   |                      |
| 9E. Block leader program               |                     |                   |                      |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. This category is not used in comparisons because the sum of case weights is less than two.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Homeownership Status |      |      |
|----------------------------------------|----------------------|------|------|
|                                        | Total                | Own  | Rent |
| 9A. Neighborhood watch                 | 1.03                 | .95  | 1.34 |
| 9B. Neighborhood block parties         | 1.11                 | 1.08 | 1.32 |
| 9C. Earthquake preparedness            | 1.25                 | 1.24 | 1.30 |
| 9D. Electronic community alert program | 1.21                 | 1.13 | 1.37 |
| 9E. Block leader program               | 1.19                 | 1.17 | 1.42 |

Comparisons of Column Means<sup>a,b</sup>

|                                        | Homeownership Status |          |
|----------------------------------------|----------------------|----------|
|                                        | Own (A)              | Rent (B) |
| 9A. Neighborhood watch                 |                      | A        |
| 9B. Neighborhood block parties         |                      |          |
| 9C. Earthquake preparedness            |                      |          |
| 9D. Electronic community alert program |                      |          |
| 9E. Block leader program               |                      |          |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Members in the Household |      |      |       |      |              |
|----------------------------------------|--------------------------|------|------|-------|------|--------------|
|                                        | Total                    | One  | Two  | Three | Four | Five or more |
| 9A. Neighborhood watch                 | 1.02                     | .95  | 1.07 | .88   | 1.08 | 1.07         |
| 9B. Neighborhood block parties         | 1.11                     | 1.27 | 1.15 | .69   | 1.22 | 1.47         |
| 9C. Earthquake preparedness            | 1.25                     | 1.68 | 1.16 | 1.28  | 1.21 | 1.15         |
| 9D. Electronic community alert program | 1.21                     | 1.54 | 1.40 | .85   | 1.27 | 1.50         |
| 9E. Block leader program               | 1.19                     | 1.32 | 1.25 | .84   | 1.22 | 1.34         |

**Comparisons of Column Means<sup>b,c</sup>**

|                                        | Members in the Household |     |       |      |              |
|----------------------------------------|--------------------------|-----|-------|------|--------------|
|                                        | One                      | Two | Three | Four | Five or more |
|                                        | (A)                      | (B) | (C)   | (D)  | (E)          |
| 9A. Neighborhood watch                 |                          |     |       |      |              |
| 9B. Neighborhood block parties         |                          |     |       |      |              |
| 9C. Earthquake preparedness            |                          |     |       |      |              |
| 9D. Electronic community alert program |                          |     |       |      | a            |
| 9E. Block leader program               |                          |     |       |      |              |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. This category is not used in comparisons because the sum of case weights is less than two.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Children in the Household |      |      |
|----------------------------------------|---------------------------|------|------|
|                                        | Total                     | Yes  | No   |
| 9A. Neighborhood watch                 | 1.03                      | 1.04 | 1.02 |
| 9B. Neighborhood block parties         | 1.11                      | 1.17 | 1.05 |
| 9C. Earthquake preparedness            | 1.25                      | 1.25 | 1.26 |
| 9D. Electronic community alert program | 1.21                      | 1.48 | 1.05 |
| 9E. Block leader program               | 1.19                      | 1.21 | 1.16 |

**Comparisons of Column Means<sup>a,b</sup>**

|                                        | Children in the Household |     |
|----------------------------------------|---------------------------|-----|
|                                        | Yes                       | No  |
|                                        | (A)                       | (B) |
| 9A. Neighborhood watch                 |                           |     |
| 9B. Neighborhood block parties         |                           |     |
| 9C. Earthquake preparedness            |                           |     |
| 9D. Electronic community alert program |                           |     |
| 9E. Block leader program               |                           |     |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Seniors in the Household |      |      |
|----------------------------------------|--------------------------|------|------|
|                                        | Total                    | Yes  | No   |
| 9A. Neighborhood watch                 | 1.03                     | 1.12 | .99  |
| 9B. Neighborhood block parties         | 1.11                     | 1.13 | 1.10 |
| 9C. Earthquake preparedness            | 1.25                     | 1.45 | 1.13 |
| 9D. Electronic community alert program | 1.21                     | 1.02 | 1.41 |
| 9E. Block leader program               | 1.19                     | 1.24 | 1.15 |

**Comparisons of Column Means<sup>a,b</sup>**

|                                        | Seniors in the Household |     |
|----------------------------------------|--------------------------|-----|
|                                        | Yes                      | No  |
|                                        | (A)                      | (B) |
| 9A. Neighborhood watch                 |                          |     |
| 9B. Neighborhood block parties         |                          |     |
| 9C. Earthquake preparedness            | B                        |     |
| 9D. Electronic community alert program |                          |     |
| 9E. Block leader program               |                          |     |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                        | Annual Household Income |                    |                       |                        |                   |       |
|----------------------------------------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|
|                                        | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
| 9A. Neighborhood watch                 | 1.03                    | .78                | 1.12                  | .93                    | .99               | 1.18  |
| 9B. Neighborhood block parties         | 1.11                    | .42                | 1.38                  | 1.09                   | 1.17              | 1.27  |
| 9C. Earthquake preparedness            | 1.25                    | 1.39               | 1.17                  | 1.21                   | 1.14              | 1.36  |
| 9D. Electronic community alert program | 1.21                    | .52                | 1.33                  | 1.57                   | 1.64              | 1.27  |
| 9E. Block leader program               | 1.19                    | 1.53               | 1.14                  | 1.23                   | .82               | 1.30  |

**Comparisons of Column Means<sup>a,b</sup>**

|                                        | Annual Household Income |                       |                        |                   |       |
|----------------------------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                        | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                        | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 9A. Neighborhood watch                 |                         |                       |                        |                   |       |
| 9B. Neighborhood block parties         |                         | A                     |                        |                   |       |
| 9C. Earthquake preparedness            |                         |                       |                        |                   |       |
| 9D. Electronic community alert program |                         |                       |                        |                   |       |
| 9E. Block leader program               |                         |                       |                        |                   |       |

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

|                                            | Total        | Gender       |              |
|--------------------------------------------|--------------|--------------|--------------|
|                                            |              | Male         | Female       |
| 10. Do you walk or bike to work or school? | 400          | 197          | 203          |
| Yes, walk to work                          | 23<br>5.6%   | 11<br>5.6%   | 12<br>5.7%   |
| Yes, bike to work                          | 26<br>6.5%   | 16<br>8.2%   | 10<br>4.9%   |
| Yes, walk to school                        | 26<br>6.4%   | 11<br>5.7%   | 15<br>7.1%   |
| Yes, bike to school                        | 15<br>3.7%   | 7<br>3.6%    | 8<br>3.8%    |
| No                                         | 274<br>68.4% | 138<br>70.0% | 136<br>66.8% |
| Currently unemployed/ retired              | 50<br>12.6%  | 21<br>10.5%  | 30<br>14.6%  |
| DK/NA                                      | 1<br>.1%     | 0<br>.0%     | 1<br>.3%     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                            |                               | Gender       |        |
|--------------------------------------------|-------------------------------|--------------|--------|
|                                            |                               | Male         | Female |
|                                            |                               | (A)          | (B)    |
| 10. Do you walk or bike to work or school? | Yes, walk to work             |              |        |
|                                            | Yes, bike to work             |              |        |
|                                            | Yes, walk to school           |              |        |
|                                            | Yes, bike to school           |              |        |
|                                            | No                            |              |        |
|                                            | Currently unemployed/ retired |              |        |
|                                            | DK/NA                         | <sup>a</sup> |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Age          |             |             |             |             |              |
|--------------------------------------------|-------------------------------|--------------|-------------|-------------|-------------|-------------|--------------|
|                                            |                               | Total        | 18 to 29    | 30 to 39    | 40 to 49    | 50 to 64    | 65 and older |
| 10. Do you walk or bike to work or school? | Total                         | 387          | 67          | 31          | 125         | 98          | 65           |
|                                            | Yes, walk to work             | 22<br>5.7%   | 6<br>8.6%   | 1<br>2.4%   | 9<br>7.4%   | 4<br>4.1%   | 2<br>3.5%    |
|                                            | Yes, bike to work             | 26<br>6.7%   | 4<br>6.3%   | 4<br>12.0%  | 12<br>9.7%  | 5<br>5.2%   | 1<br>1.3%    |
|                                            | Yes, walk to school           | 26<br>6.7%   | 5<br>7.3%   | 3<br>9.5%   | 13<br>10.6% | 5<br>4.8%   | 0<br>.0%     |
|                                            | Yes, bike to school           | 14<br>3.7%   | 4<br>6.1%   | 2<br>5.6%   | 7<br>5.6%   | 1<br>.7%    | 1<br>1.3%    |
|                                            | No                            | 268<br>69.2% | 47<br>70.3% | 21<br>67.5% | 94<br>74.8% | 73<br>74.8% | 32<br>49.3%  |
|                                            | Currently unemployed/ retired | 44<br>11.5%  | 3<br>4.2%   | 1<br>3.0%   | 0<br>.0%    | 11<br>10.9% | 30<br>46.0%  |
|                                            | DK/NA                         | 1<br>.1%     | 0<br>.0%    | 0<br>.0%    | 1<br>.4%    | 0<br>.0%    | 0<br>.0%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                            |                               | Age            |                |                |                |                |
|--------------------------------------------|-------------------------------|----------------|----------------|----------------|----------------|----------------|
|                                            |                               | 18 to 29       | 30 to 39       | 40 to 49       | 50 to 64       | 65 and older   |
|                                            |                               | (A)            | (B)            | (C)            | (D)            | (E)            |
| 10. Do you walk or bike to work or school? | Yes, walk to work             |                |                |                |                | . <sup>a</sup> |
|                                            | Yes, bike to work             |                |                |                |                |                |
|                                            | Yes, walk to school           |                |                |                |                |                |
|                                            | Yes, bike to school           |                |                |                |                |                |
|                                            | No                            |                |                | E              | E              |                |
|                                            | Currently unemployed/ retired |                |                | . <sup>a</sup> |                | A B D          |
|                                            | DK/NA                         | . <sup>a</sup> | . <sup>a</sup> |                | . <sup>a</sup> | . <sup>a</sup> |

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- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Ethnicity    |             |             |             |             |
|--------------------------------------------|-------------------------------|--------------|-------------|-------------|-------------|-------------|
|                                            |                               | Total        | White       | Chinese     | Indian      | Other       |
| 10. Do you walk or bike to work or school? | Total                         | 390          | 149         | 124         | 82          | 36          |
|                                            | Yes, walk to work             | 20<br>5.2%   | 7<br>4.6%   | 7<br>5.8%   | 6<br>7.3%   | 0<br>1.2%   |
|                                            | Yes, bike to work             | 25<br>6.5%   | 13<br>8.9%  | 3<br>2.8%   | 7<br>8.5%   | 2<br>4.4%   |
|                                            | Yes, walk to school           | 24<br>6.1%   | 4<br>2.5%   | 11<br>9.3%  | 7<br>8.2%   | 2<br>5.3%   |
|                                            | Yes, bike to school           | 14<br>3.6%   | 6<br>3.8%   | 6<br>4.5%   | 3<br>3.6%   | 0<br>.0%    |
|                                            | No                            | 269<br>69.0% | 85<br>57.2% | 95<br>77.0% | 60<br>73.1% | 29<br>80.8% |
|                                            | Currently unemployed/ retired | 50<br>12.8%  | 38<br>25.8% | 6<br>4.8%   | 1<br>1.7%   | 4<br>12.0%  |
|                                            | DK/NA                         | 1<br>.1%     | 1<br>.4%    | 0<br>.0%    | 0<br>.0%    | 0<br>.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                            |                               | Ethnicity |                |                |                |
|--------------------------------------------|-------------------------------|-----------|----------------|----------------|----------------|
|                                            |                               | White     | Chinese        | Indian         | Other          |
|                                            |                               | (A)       | (B)            | (C)            | (D)            |
| 10. Do you walk or bike to work or school? | Yes, walk to work             |           |                |                |                |
|                                            | Yes, bike to work             |           |                |                |                |
|                                            | Yes, walk to school           |           |                |                |                |
|                                            | Yes, bike to school           |           |                |                | . <sup>a</sup> |
|                                            | No                            |           | A              |                |                |
|                                            | Currently unemployed/ retired | B C       |                |                |                |
|                                            | DK/NA                         |           | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |

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- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Length of Residence |                 |               |                  |
|--------------------------------------------|-------------------------------|---------------------|-----------------|---------------|------------------|
|                                            |                               | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 10. Do you walk or bike to work or school? | Total                         | 399                 | 49              | 182           | 168              |
|                                            | Yes, walk to work             | 23<br>5.7%          | 4<br>8.6%       | 7<br>4.0%     | 11<br>6.6%       |
|                                            | Yes, bike to work             | 26<br>6.6%          | 8<br>15.4%      | 8<br>4.2%     | 11<br>6.5%       |
|                                            | Yes, walk to school           | 25<br>6.3%          | 3<br>6.1%       | 17<br>9.4%    | 5<br>3.0%        |
|                                            | Yes, bike to school           | 15<br>3.7%          | 2<br>5.0%       | 9<br>4.8%     | 4<br>2.3%        |
|                                            | No                            | 273<br>68.4%        | 27<br>55.8%     | 143<br>78.8%  | 102<br>60.9%     |
|                                            | Currently unemployed/ retired | 50<br>12.7%         | 6<br>11.3%      | 5<br>2.5%     | 40<br>24.0%      |
|                                            | DK/NA                         | 1<br>.1%            | 0<br>.0%        | 0<br>.0%      | 1<br>.3%         |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                            |                               | Length of Residence |                |                  |
|--------------------------------------------|-------------------------------|---------------------|----------------|------------------|
|                                            |                               | 3 years or less     | 4 to 15 years  | 16 years or more |
|                                            |                               | (A)                 | (B)            | (C)              |
| 10. Do you walk or bike to work or school? | Yes, walk to work             |                     |                |                  |
|                                            | Yes, bike to work             | B                   |                |                  |
|                                            | Yes, walk to school           |                     | C              |                  |
|                                            | Yes, bike to school           |                     | A C            |                  |
|                                            | No                            |                     |                |                  |
|                                            | Currently unemployed/ retired | B                   |                | B                |
|                                            | DK/NA                         | . <sup>a</sup>      | . <sup>a</sup> |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Homeownership Status |              |             |
|--------------------------------------------|-------------------------------|----------------------|--------------|-------------|
|                                            |                               | Total                | Own          | Rent        |
| 10. Do you walk or bike to work or school? | Total                         | 391                  | 299          | 92          |
|                                            | Yes, walk to work             | 23<br>5.8%           | 15<br>5.0%   | 8<br>8.4%   |
|                                            | Yes, bike to work             | 26<br>6.7%           | 18<br>6.2%   | 8<br>8.4%   |
|                                            | Yes, walk to school           | 25<br>6.4%           | 17<br>5.6%   | 8<br>9.2%   |
|                                            | Yes, bike to school           | 15<br>3.8%           | 11<br>3.7%   | 4<br>4.2%   |
|                                            | No                            | 265<br>67.9%         | 206<br>68.8% | 60<br>65.3% |
|                                            | Currently unemployed/ retired | 50<br>12.7%          | 43<br>14.3%  | 7<br>7.8%   |
|                                            | DK/NA                         | 1<br>.1%             | 1<br>.2%     | 0<br>.0%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                            |                               | Homeownership Status |                |
|--------------------------------------------|-------------------------------|----------------------|----------------|
|                                            |                               | Own                  | Rent           |
|                                            |                               | (A)                  | (B)            |
| 10. Do you walk or bike to work or school? | Yes, walk to work             |                      |                |
|                                            | Yes, bike to work             |                      |                |
|                                            | Yes, walk to school           |                      |                |
|                                            | Yes, bike to school           |                      |                |
|                                            | No                            |                      |                |
|                                            | Currently unemployed/ retired |                      |                |
|                                            | DK/NA                         |                      | . <sup>a</sup> |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Members in the Household |             |             |             |             |              |
|--------------------------------------------|-------------------------------|--------------------------|-------------|-------------|-------------|-------------|--------------|
|                                            |                               | Total                    | One         | Two         | Three       | Four        | Five or more |
| 10. Do you walk or bike to work or school? | Total                         | 395                      | 38          | 91          | 105         | 117         | 43           |
|                                            | Yes, walk to work             | 23<br>5.7%               | 3<br>7.0%   | 6<br>7.0%   | 6<br>5.6%   | 5<br>4.3%   | 2<br>5.8%    |
|                                            | Yes, bike to work             | 26<br>6.6%               | 1<br>3.2%   | 7<br>8.0%   | 7<br>6.8%   | 5<br>4.3%   | 5<br>12.7%   |
|                                            | Yes, walk to school           | 25<br>6.4%               | 0<br>.0%    | 1<br>1.4%   | 6<br>5.4%   | 14<br>11.8% | 4<br>10.0%   |
|                                            | Yes, bike to school           | 15<br>3.8%               | 0<br>.0%    | 2<br>2.0%   | 4<br>3.6%   | 7<br>5.8%   | 2<br>5.8%    |
|                                            | No                            | 269<br>68.2%             | 18<br>47.8% | 59<br>64.3% | 75<br>71.3% | 87<br>73.9% | 31<br>71.8%  |
|                                            | Currently unemployed/ retired | 50<br>12.8%              | 16<br>42.0% | 18<br>19.9% | 8<br>7.8%   | 5<br>4.6%   | 3<br>6.3%    |
|                                            | DK/NA                         |                          |             |             |             |             |              |

Comparisons of Column Proportions<sup>b,c</sup>

|                                            |                     | Members in the Household |            |              |             |                     |
|--------------------------------------------|---------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                            |                     | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 10. Do you walk or bike to work or school? | Yes, walk to work   |                          |            |              |             |                     |
|                                            | Yes, bike to work   | . <sup>a</sup>           |            |              | B           |                     |
|                                            | Yes, walk to school | . <sup>a</sup>           |            |              |             |                     |
|                                            | Yes, bike to school |                          |            |              | A           |                     |
|                                            | No                  |                          |            |              |             |                     |
| Currently unemployed/ retired              | C D E               | D                        |            |              |             |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Children in the Household |              |              |
|--------------------------------------------|-------------------------------|---------------------------|--------------|--------------|
|                                            |                               | Total                     | Yes          | No           |
| 10. Do you walk or bike to work or school? | Total                         | 400                       | 181          | 220          |
|                                            | Yes, walk to work             | 23<br>5.6%                | 10<br>5.5%   | 13<br>5.8%   |
|                                            | Yes, bike to work             | 26<br>6.5%                | 14<br>7.5%   | 13<br>5.7%   |
|                                            | Yes, walk to school           | 26<br>6.4%                | 22<br>12.4%  | 3<br>1.5%    |
|                                            | Yes, bike to school           | 15<br>3.7%                | 10<br>5.4%   | 5<br>2.3%    |
|                                            | No                            | 274<br>68.4%              | 131<br>72.6% | 143<br>64.9% |
|                                            | Currently unemployed/ retired | 50<br>12.6%               | 4<br>2.3%    | 46<br>21.1%  |
|                                            | DK/NA                         | 1<br>.1%                  | 1<br>.3%     | 0<br>.0%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                            |                               | Children in the Household |                |
|--------------------------------------------|-------------------------------|---------------------------|----------------|
|                                            |                               | Yes<br>(A)                | No<br>(B)      |
| 10. Do you walk or bike to work or school? | Yes, walk to work             |                           |                |
|                                            | Yes, bike to work             |                           |                |
|                                            | Yes, walk to school           | B                         |                |
|                                            | Yes, bike to school           |                           |                |
|                                            | No                            |                           |                |
|                                            | Currently unemployed/ retired |                           | A              |
|                                            | DK/NA                         |                           | . <sup>a</sup> |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Seniors in the Household |     |     |
|--------------------------------------------|-------------------------------|--------------------------|-----|-----|
|                                            |                               | Total                    | Yes | No  |
| 10. Do you walk or bike to work or school? | Total                         | 400                      | 130 | 271 |
|                                            | Yes, walk to work             | 23                       | 8   | 15  |
|                                            | Yes, bike to work             | 26                       | 6   | 20  |
|                                            | Yes, walk to school           | 26                       | 3   | 23  |
|                                            | Yes, bike to school           | 15                       | 3   | 12  |
|                                            | No                            | 274                      | 76  | 197 |
|                                            | Currently unemployed/ retired | 50                       | 40  | 11  |
|                                            | DK/NA                         | 1                        | 0   | 1   |
|                                            |                               | .1%                      | .0% | .2% |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                            |                               | Seniors in the Household |        |
|--------------------------------------------|-------------------------------|--------------------------|--------|
|                                            |                               | Yes (A)                  | No (B) |
| 10. Do you walk or bike to work or school? | Yes, walk to work             |                          |        |
|                                            | Yes, bike to work             |                          |        |
|                                            | Yes, walk to school           |                          | A      |
|                                            | Yes, bike to school           |                          | A      |
|                                            | No                            |                          |        |
|                                            | Currently unemployed/ retired | B                        |        |
|                                            | DK/NA                         | . <sup>a</sup>           |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                            |                               | Annual Household Income |                    |                       |                        |                   |       |
|--------------------------------------------|-------------------------------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|
|                                            |                               | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
| 10. Do you walk or bike to work or school? | Total                         | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                            | Yes, walk to work             | 23                      | 2                  | 10                    | 2                      | 5                 | 4     |
|                                            | Yes, bike to work             | 26                      | 0                  | 3                     | 9                      | 10                | 3     |
|                                            | Yes, walk to school           | 26                      | 2                  | 10                    | 4                      | 7                 | 2     |
|                                            | Yes, bike to school           | 15                      | 1                  | 1                     | 3                      | 3                 | 7     |
|                                            | No                            | 274                     | 43                 | 52                    | 50                     | 57                | 72    |
|                                            | Currently unemployed/ retired | 50                      | 25                 | 9                     | 3                      | 2                 | 11    |
|                                            | DK/NA                         | 1                       | 0                  | 0                     | 0                      | 0                 | 1     |
|                                            |                               | .1%                     | .0%                | .0%                   | .0%                    | .0%               | .6%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                            |                               | Annual Household Income |                           |                            |                       |           |
|--------------------------------------------|-------------------------------|-------------------------|---------------------------|----------------------------|-----------------------|-----------|
|                                            |                               | Less than \$80,000 (A)  | \$80,000 to \$119,999 (B) | \$120,000 to \$179,999 (C) | \$180,000 or more (D) | DK/NA (E) |
| 10. Do you walk or bike to work or school? | Yes, walk to work             | . <sup>a</sup>          |                           |                            |                       |           |
|                                            | Yes, bike to work             |                         |                           |                            |                       |           |
|                                            | Yes, walk to school           |                         | E                         |                            |                       |           |
|                                            | Yes, bike to school           |                         |                           |                            |                       |           |
|                                            | No                            |                         |                           |                            |                       |           |
|                                            | Currently unemployed/ retired | B C D E                 |                           |                            |                       |           |
|                                            | DK/NA                         | . <sup>a</sup>          | . <sup>a</sup>            | . <sup>a</sup>             | . <sup>a</sup>        |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Gender       |              |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|--------------|--------------|
|                                                                                                                                                                                                  |                  | Total        | Male         | Female       |
| 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? | Total            | 400          | 197          | 203          |
|                                                                                                                                                                                                  | Strongly support | 243<br>60.6% | 117<br>59.5% | 125<br>61.7% |
|                                                                                                                                                                                                  | Somewhat support | 97<br>24.3%  | 47<br>24.1%  | 50<br>24.5%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 14<br>3.6%   | 7<br>3.6%    | 7<br>3.5%    |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.5%   | 9<br>4.6%    | 9<br>4.5%    |
|                                                                                                                                                                                                  | DK/NA            | 28<br>7.0%   | 16<br>8.2%   | 12<br>5.9%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                  |                  | Gender      |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|---------------|
|                                                                                                                                                                                                  |                  | Male<br>(A) | Female<br>(B) |
| 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? | Strongly support |             |               |
|                                                                                                                                                                                                  | Somewhat support |             |               |
|                                                                                                                                                                                                  | Somewhat oppose  |             |               |
|                                                                                                                                                                                                  | Strongly oppose  |             |               |
|                                                                                                                                                                                                  | DK/NA            |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Age          |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 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? | Total            | 387          | 67          | 31          | 125         |
|                                                                                                                                                                                                  | Strongly support | 239<br>61.7% | 39<br>58.2% | 14<br>46.1% | 98<br>78.3% |
|                                                                                                                                                                                                  | Somewhat support | 91<br>23.6%  | 21<br>30.4% | 11<br>34.4% | 18<br>14.0% |
|                                                                                                                                                                                                  | Somewhat oppose  | 12<br>3.1%   | 4<br>6.1%   | 0<br>1.5%   | 3<br>2.5%   |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%   | 1<br>1.5%   | 2<br>6.2%   | 4<br>2.9%   |
|                                                                                                                                                                                                  | DK/NA            | 27<br>7.0%   | 3<br>3.8%   | 4<br>11.8%  | 3<br>2.4%   |

|                                                                                                                                                                                                  |                  | Age         |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|--------------|
|                                                                                                                                                                                                  |                  | 50 to 64    | 65 and older |
| 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? | Total            | 98          | 65           |
|                                                                                                                                                                                                  | Strongly support | 56<br>57.0% | 31<br>48.0%  |
|                                                                                                                                                                                                  | Somewhat support | 25<br>25.2% | 18<br>27.5%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 4<br>3.7%   | 1<br>1.1%    |
|                                                                                                                                                                                                  | Strongly oppose  | 7<br>7.1%   | 4<br>6.2%    |
|                                                                                                                                                                                                  | DK/NA            | 7<br>6.9%   | 11<br>17.1%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                  |                  | Age             |                 |                 |                 |                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                                                                                                                  |                  | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 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? | Strongly support |                 |                 | A B D E         |                 |                     |
|                                                                                                                                                                                                  | Somewhat support |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                  | Somewhat oppose  |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                  | Strongly oppose  |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                  | DK/NA            |                 |                 |                 |                 | C                   |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Ethnicity    |             |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total        | White       | Chinese     | Indian      | Other       |
| 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? | Total            | 390          | 149         | 124         | 82          | 36          |
|                                                                                                                                                                                                  | Strongly support | 237<br>60.7% | 92<br>61.6% | 65<br>52.5% | 62<br>75.6% | 18<br>51.3% |
|                                                                                                                                                                                                  | Somewhat support | 96<br>24.6%  | 37<br>24.6% | 39<br>31.4% | 11<br>12.9% | 10<br>27.9% |
|                                                                                                                                                                                                  | Somewhat oppose  | 14<br>3.5%   | 4<br>2.7%   | 6<br>4.8%   | 2<br>2.1%   | 2<br>4.9%   |
|                                                                                                                                                                                                  | Strongly oppose  | 16<br>4.2%   | 5<br>3.6%   | 4<br>3.5%   | 5<br>6.4%   | 2<br>4.4%   |
|                                                                                                                                                                                                  | DK/NA            | 27<br>7.0%   | 11<br>7.5%  | 10<br>7.7%  | 2<br>3.0%   | 4<br>11.5%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Ethnicity    |                |               |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                                                  |                  | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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? | Strongly support |              |                | B             |              |
|                                                                                                                                                                                                  | Somewhat support |              | C              |               |              |
|                                                                                                                                                                                                  | Somewhat oppose  |              |                |               |              |
|                                                                                                                                                                                                  | Strongly oppose  |              |                |               |              |
|                                                                                                                                                                                                  | DK/NA            |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                  |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total            | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                                                  | Strongly support | 242<br>60.6%        | 32<br>64.7%     | 126<br>68.9%  | 85<br>50.5%      |
|                                                                                                                                                                                                  | Somewhat support | 96<br>24.2%         | 14<br>28.1%     | 36<br>19.8%   | 46<br>27.7%      |
|                                                                                                                                                                                                  | Somewhat oppose  | 14<br>3.6%          | 0<br>.0%        | 5<br>2.7%     | 9<br>5.6%        |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%          | 1<br>1.5%       | 6<br>3.5%     | 11<br>6.6%       |
|                                                                                                                                                                                                  | DK/NA            | 28<br>7.1%          | 3<br>5.7%       | 9<br>5.0%     | 16<br>9.6%       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                  |                  | Length of Residence    |                      |                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                                                  |                  | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 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? | Strongly support |                        | C                    |                         |
|                                                                                                                                                                                                  | Somewhat support |                        |                      |                         |
|                                                                                                                                                                                                  | Somewhat oppose  |                        |                      |                         |
|                                                                                                                                                                                                  | Strongly oppose  |                        |                      |                         |
|                                                                                                                                                                                                  | DK/NA            |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Homeownership Status |              |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|--------------|-------------|
|                                                                                                                                                                                                  |                  | Total                | Own          | Rent        |
| 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? | Total            | 391                  | 299          | 92          |
|                                                                                                                                                                                                  | Strongly support | 237<br>60.5%         | 176<br>58.9% | 60<br>66.0% |
|                                                                                                                                                                                                  | Somewhat support | 96<br>24.5%          | 72<br>24.1%  | 23<br>25.5% |
|                                                                                                                                                                                                  | Somewhat oppose  | 14<br>3.6%           | 11<br>3.6%   | 3<br>3.7%   |
|                                                                                                                                                                                                  | Strongly oppose  | 17<br>4.5%           | 17<br>5.6%   | 1<br>.8%    |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.9%           | 23<br>7.8%   | 4<br>4.0%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Homeownership Status |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                                                  |                  | Own<br>(A)           | Rent<br>(B) |
| 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? | Strongly support |                      |             |
|                                                                                                                                                                                                  | Somewhat support |                      |             |
|                                                                                                                                                                                                  | Somewhat oppose  |                      |             |
|                                                                                                                                                                                                  | Strongly oppose  |                      |             |
|                                                                                                                                                                                                  | DK/NA            |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Members in the Household |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total                    | One         | Two         | Three       |
| 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? | Total            | 395                      | 38          | 91          | 105         |
|                                                                                                                                                                                                  | Strongly support | 241<br>61.0%             | 21<br>54.7% | 46<br>50.6% | 71<br>67.6% |
|                                                                                                                                                                                                  | Somewhat support | 96<br>24.2%              | 12<br>30.6% | 26<br>28.3% | 22<br>21.1% |
|                                                                                                                                                                                                  | Somewhat oppose  | 14<br>3.6%               | 0<br>.0%    | 6<br>7.1%   | 1<br>1.2%   |
|                                                                                                                                                                                                  | Strongly oppose  | 17<br>4.3%               | 2<br>4.1%   | 7<br>8.2%   | 4<br>4.0%   |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.9%               | 4<br>10.5%  | 5<br>5.8%   | 6<br>6.1%   |

|                                                                                                                                                                                                  |                  | Members in the |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                                  |                  | Four           | Five or more |
| Total                                                                                                                                                                                            |                  | 117            | 43           |
| 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? | Strongly support | 81<br>68.7%    | 22<br>51.2%  |
|                                                                                                                                                                                                  | Somewhat support | 25<br>21.2%    | 11<br>25.5%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 4<br>3.8%      | 2<br>4.7%    |
|                                                                                                                                                                                                  | Strongly oppose  | 2<br>1.5%      | 2<br>4.5%    |
|                                                                                                                                                                                                  | DK/NA            | 6<br>4.8%      | 6<br>14.1%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                  |                  | Members in the Household |            |              |             |                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                                                                                                                  |                  | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 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? | Strongly support |                          |            |              |             |                     |
|                                                                                                                                                                                                  | Somewhat support |                          |            |              |             |                     |
|                                                                                                                                                                                                  | Somewhat oppose  | a                        |            |              |             |                     |
|                                                                                                                                                                                                  | Strongly oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                                  | DK/NA            |                          |            |              |             |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Children in the Household |              |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|--------------|--------------|
|                                                                                                                                                                                                  |                  | Total                     | Yes          | No           |
| Total                                                                                                                                                                                            |                  | 400                       | 181          | 220          |
| 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? | Strongly support | 243<br>60.6%              | 125<br>69.4% | 117<br>53.4% |
|                                                                                                                                                                                                  | Somewhat support | 97<br>24.3%               | 32<br>17.8%  | 65<br>29.6%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 14<br>3.6%                | 5<br>2.8%    | 9<br>4.2%    |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.5%                | 7<br>3.8%    | 11<br>5.2%   |
|                                                                                                                                                                                                  | DK/NA            | 28<br>7.0%                | 11<br>6.3%   | 17<br>7.7%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Children in the Household |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----------|
|                                                                                                                                                                                                  |                  | Yes<br>(A)                | No<br>(B) |
| 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? | Strongly support | B                         |           |
|                                                                                                                                                                                                  | Somewhat support |                           | A         |
|                                                                                                                                                                                                  | Somewhat oppose  |                           |           |
|                                                                                                                                                                                                  | Strongly oppose  |                           |           |
|                                                                                                                                                                                                  | DK/NA            |                           |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Seniors in the Household |             |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                                                  |                  | Total                    | Yes         | No           |
| Total                                                                                                                                                                                            |                  | 400                      | 130         | 271          |
| 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? | Strongly support | 243<br>60.6%             | 67<br>51.9% | 175<br>64.8% |
|                                                                                                                                                                                                  | Somewhat support | 97<br>24.3%              | 32<br>24.8% | 65<br>24.0%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 14<br>3.6%               | 4<br>3.0%   | 10<br>3.8%   |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.5%               | 10<br>7.9%  | 8<br>2.9%    |
|                                                                                                                                                                                                  | DK/NA            | 28<br>7.0%               | 16<br>12.4% | 12<br>4.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Seniors in the Household |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----------|
|                                                                                                                                                                                                  |                  | Yes<br>(A)               | No<br>(B) |
| 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? | Strongly support |                          | A         |
|                                                                                                                                                                                                  | Somewhat support |                          |           |
|                                                                                                                                                                                                  | Somewhat oppose  |                          |           |
|                                                                                                                                                                                                  | Strongly oppose  | B                        |           |
|                                                                                                                                                                                                  | DK/NA            | B                        |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                  |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total            | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                                                  | Strongly support | 243                     | 46                 | 54                    | 47                     |
|                                                                                                                                                                                                  |                  | 60.6%                   | 63.2%              | 64.8%                 | 67.3%                  |
|                                                                                                                                                                                                  | Somewhat support | 97                      | 19                 | 12                    | 14                     |
|                                                                                                                                                                                                  |                  | 24.3%                   | 26.9%              | 14.8%                 | 19.9%                  |
|                                                                                                                                                                                                  | Somewhat oppose  | 14                      | 0                  | 5                     | 2                      |
| 3.6%                                                                                                                                                                                             |                  | .7%                     | 5.7%               | 3.0%                  |                        |
| Strongly oppose                                                                                                                                                                                  | 18               | 2                       | 6                  | 5                     |                        |
|                                                                                                                                                                                                  | 4.5%             | 2.4%                    | 7.3%               | 7.0%                  |                        |
| DK/NA                                                                                                                                                                                            | 28               | 5                       | 6                  | 2                     |                        |
|                                                                                                                                                                                                  | 7.0%             | 6.8%                    | 7.3%               | 2.9%                  |                        |

|                                                                                                                                                                                                  |                  | Annual Household  |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------|
|                                                                                                                                                                                                  |                  | \$180,000 or more | DK/NA |
| 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? | Total            | 77                | 98    |
|                                                                                                                                                                                                  | Strongly support | 47                | 49    |
|                                                                                                                                                                                                  |                  | 61.5%             | 49.7% |
|                                                                                                                                                                                                  | Somewhat support | 24                | 27    |
|                                                                                                                                                                                                  |                  | 31.5%             | 27.7% |
|                                                                                                                                                                                                  | Somewhat oppose  | 2                 | 5     |
| 2.3%                                                                                                                                                                                             |                  | 5.2%              |       |
| Strongly oppose                                                                                                                                                                                  | 0                | 6                 |       |
|                                                                                                                                                                                                  | .0%              | 5.6%              |       |
| DK/NA                                                                                                                                                                                            | 4                | 12                |       |
|                                                                                                                                                                                                  | 4.7%             | 11.7%             |       |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                  |                  | Annual Household Income |                       |                        |                   |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                                  |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                  |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                  | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                  | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                  | Strongly oppose  |                         |                       |                        | a                 |       |
|                                                                                                                                                                                                  | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Gender |       |        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------|-------|--------|
|                                                                                                                                                                                            |                  | Total  | Male  | Female |
| 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? | Total            | 400    | 197   | 203    |
|                                                                                                                                                                                            | Strongly support | 92     | 51    | 41     |
|                                                                                                                                                                                            |                  | 22.9%  | 25.9% | 20.0%  |
|                                                                                                                                                                                            | Somewhat support | 76     | 46    | 30     |
|                                                                                                                                                                                            |                  | 18.9%  | 23.1% | 14.9%  |
|                                                                                                                                                                                            | Somewhat oppose  | 55     | 34    | 21     |
| 13.7%                                                                                                                                                                                      |                  | 17.3%  | 10.1% |        |
| Strongly oppose                                                                                                                                                                            | 117              | 46     | 71    |        |
|                                                                                                                                                                                            | 29.2%            | 23.2%  | 35.1% |        |
| DK/NA                                                                                                                                                                                      | 61               | 21     | 40    |        |
|                                                                                                                                                                                            | 15.2%            | 10.4%  | 19.9% |        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Gender |        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------|--------|
|                                                                                                                                                                                            |                  | Male   | Female |
|                                                                                                                                                                                            |                  | (A)    | (B)    |
| 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? | Strongly support |        |        |
|                                                                                                                                                                                            | Somewhat support | B      |        |
|                                                                                                                                                                                            | Somewhat oppose  | B      |        |
|                                                                                                                                                                                            | Strongly oppose  |        | A      |
|                                                                                                                                                                                            | DK/NA            |        | A      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Age   |          |          |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------|----------|----------|----------|
|                                                                                                                                                                                            |                  | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 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? | Total            | 387   | 67       | 31       | 125      |
|                                                                                                                                                                                            | Strongly support | 91    | 20       | 8        | 28       |
|                                                                                                                                                                                            |                  | 23.4% | 30.1%    | 25.8%    | 22.0%    |
|                                                                                                                                                                                            | Somewhat support | 72    | 18       | 4        | 19       |
|                                                                                                                                                                                            |                  | 18.7% | 26.4%    | 13.9%    | 15.6%    |
|                                                                                                                                                                                            | Somewhat oppose  | 54    | 7        | 7        | 17       |
|                                                                                                                                                                                            |                  | 13.9% | 9.7%     | 21.4%    | 13.7%    |
| Strongly oppose                                                                                                                                                                            | 111              | 14    | 6        | 38       |          |
|                                                                                                                                                                                            | 28.8%            | 21.4% | 19.7%    | 30.0%    |          |
| DK/NA                                                                                                                                                                                      | 59               | 8     | 6        | 23       |          |
|                                                                                                                                                                                            | 15.2%            | 12.4% | 19.2%    | 18.7%    |          |

|                                                                                                                                                                                            |                  | Age      |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|--------------|
|                                                                                                                                                                                            |                  | 50 to 64 | 65 and older |
| 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? | Total            | 98       | 65           |
|                                                                                                                                                                                            | Strongly support | 24       | 11           |
|                                                                                                                                                                                            |                  | 24.5%    | 16.4%        |
|                                                                                                                                                                                            | Somewhat support | 17       | 13           |
|                                                                                                                                                                                            |                  | 17.8%    | 20.6%        |
|                                                                                                                                                                                            | Somewhat oppose  | 12       | 11           |
|                                                                                                                                                                                            | 12.5%            | 16.9%    |              |
| Strongly oppose                                                                                                                                                                            | 33               | 20       |              |
|                                                                                                                                                                                            | 33.8%            | 30.9%    |              |
| DK/NA                                                                                                                                                                                      | 11               | 10       |              |
|                                                                                                                                                                                            | 11.4%            | 15.2%    |              |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Age      |          |          |          |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|----------|----------|----------|--------------|
|                                                                                                                                                                                            |                  | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                                                            |                  | (A)      | (B)      | (C)      | (D)      | (E)          |
| 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? | Strongly support |          |          |          |          |              |
|                                                                                                                                                                                            | Somewhat support |          |          |          |          |              |
|                                                                                                                                                                                            | Somewhat oppose  |          |          |          |          |              |
|                                                                                                                                                                                            | Strongly oppose  |          |          |          |          |              |
|                                                                                                                                                                                            | DK/NA            |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Ethnicity |       |         |        |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|-------|---------|--------|-------|
|                                                                                                                                                                                            |                  | Total     | White | Chinese | Indian | Other |
| 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? | Total            | 390       | 149   | 124     | 82     | 36    |
|                                                                                                                                                                                            | Strongly support | 90        | 49    | 18      | 14     | 9     |
|                                                                                                                                                                                            |                  | 23.1%     | 33.0% | 14.8%   | 17.3%  | 23.7% |
|                                                                                                                                                                                            | Somewhat support | 75        | 42    | 19      | 9      | 6     |
|                                                                                                                                                                                            |                  | 19.2%     | 28.1% | 15.2%   | 10.5%  | 16.4% |
|                                                                                                                                                                                            | Somewhat oppose  | 53        | 14    | 21      | 12     | 6     |
|                                                                                                                                                                                            | 13.5%            | 9.1%      | 17.0% | 14.5%   | 17.3%  |       |
| Strongly oppose                                                                                                                                                                            | 112              | 28        | 42    | 32      | 9      |       |
|                                                                                                                                                                                            | 28.7%            | 19.0%     | 34.2% | 39.5%   | 25.1%  |       |
| DK/NA                                                                                                                                                                                      | 60               | 16        | 23    | 15      | 6      |       |
|                                                                                                                                                                                            | 15.5%            | 10.8%     | 18.8% | 18.2%   | 17.4%  |       |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Ethnicity    |                |               |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                                            |                  | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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? | Strongly support | B            |                |               |              |
|                                                                                                                                                                                            | Somewhat support | C            |                |               |              |
|                                                                                                                                                                                            | Somewhat oppose  |              |                |               |              |
|                                                                                                                                                                                            | Strongly oppose  |              | A              | A             |              |
|                                                                                                                                                                                            | DK/NA            |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                            |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total            | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                                            | Strongly support | 92<br>23.0%         | 12<br>25.5%     | 42<br>23.1%   | 37<br>22.1%      |
|                                                                                                                                                                                            | Somewhat support | 74<br>18.6%         | 9<br>17.9%      | 27<br>15.0%   | 38<br>22.8%      |
|                                                                                                                                                                                            | Somewhat oppose  | 55<br>13.7%         | 6<br>11.9%      | 30<br>16.2%   | 19<br>11.5%      |
|                                                                                                                                                                                            | Strongly oppose  | 117<br>29.4%        | 15<br>31.0%     | 47<br>25.9%   | 55<br>32.6%      |
|                                                                                                                                                                                            | DK/NA            | 61<br>15.3%         | 7<br>13.7%      | 36<br>19.8%   | 18<br>10.9%      |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Length of Residence    |                      |                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                                            |                  | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 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? | Strongly support |                        |                      |                         |
|                                                                                                                                                                                            | Somewhat support |                        |                      |                         |
|                                                                                                                                                                                            | Somewhat oppose  |                        |                      |                         |
|                                                                                                                                                                                            | Strongly oppose  |                        |                      |                         |
|                                                                                                                                                                                            | DK/NA            |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Homeownership Status |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                | Own         | Rent        |
| 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? | Total            | 391                  | 299         | 92          |
|                                                                                                                                                                                            | Strongly support | 91<br>23.3%          | 64<br>21.5% | 27<br>29.1% |
|                                                                                                                                                                                            | Somewhat support | 74<br>18.8%          | 58<br>19.5% | 15<br>16.7% |
|                                                                                                                                                                                            | Somewhat oppose  | 54<br>13.9%          | 43<br>14.4% | 11<br>12.0% |
|                                                                                                                                                                                            | Strongly oppose  | 114<br>29.2%         | 91<br>30.4% | 23<br>25.2% |
|                                                                                                                                                                                            | DK/NA            | 58<br>14.8%          | 42<br>14.1% | 16<br>17.0% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Homeownership Status |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                                            |                  | Own<br>(A)           | Rent<br>(B) |
| 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? | Strongly support |                      |             |
|                                                                                                                                                                                            | Somewhat support |                      |             |
|                                                                                                                                                                                            | Somewhat oppose  |                      |             |
|                                                                                                                                                                                            | Strongly oppose  |                      |             |
|                                                                                                                                                                                            | DK/NA            |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Members in the Household |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                    | One         | Two         | Three       |
| 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? | Total            | 395                      | 38          | 91          | 105         |
|                                                                                                                                                                                            | Strongly support | 91<br>23.0%              | 8<br>20.1%  | 17<br>19.1% | 27<br>25.7% |
|                                                                                                                                                                                            | Somewhat support | 75<br>19.0%              | 7<br>19.2%  | 22<br>23.8% | 18<br>16.8% |
|                                                                                                                                                                                            | Somewhat oppose  | 54<br>13.7%              | 5<br>12.6%  | 12<br>13.0% | 15<br>14.7% |
|                                                                                                                                                                                            | Strongly oppose  | 115<br>29.1%             | 11<br>29.3% | 28<br>30.9% | 25<br>24.2% |
|                                                                                                                                                                                            | DK/NA            | 60<br>15.3%              | 7<br>18.8%  | 12<br>13.3% | 19<br>18.5% |

|                                                                                                                                                                                            |                  | Members in the |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                            |                  | Four           | Five or more |
| Total                                                                                                                                                                                      |                  | 117            | 43           |
| 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? | Strongly support | 26<br>21.8%    | 13<br>30.2%  |
|                                                                                                                                                                                            | Somewhat support | 25<br>21.2%    | 4<br>8.3%    |
|                                                                                                                                                                                            | Somewhat oppose  | 17<br>14.4%    | 5<br>11.5%   |
|                                                                                                                                                                                            | Strongly oppose  | 32<br>27.0%    | 18<br>42.5%  |
|                                                                                                                                                                                            | DK/NA            | 18<br>15.6%    | 3<br>7.6%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Members in the Household |     |       |      |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                                                            |                  | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                                                            |                  | (A)                      | (B) | (C)   | (D)  | (E)          |
| 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? | Strongly support |                          |     |       |      |              |
|                                                                                                                                                                                            | Somewhat support |                          |     |       |      |              |
|                                                                                                                                                                                            | Somewhat oppose  |                          |     |       |      |              |
|                                                                                                                                                                                            | Strongly oppose  |                          |     |       |      |              |
|                                                                                                                                                                                            | DK/NA            |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Children in the Household |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                     | Yes         | No          |
| Total                                                                                                                                                                                      |                  | 400                       | 181         | 220         |
| 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? | Strongly support | 92<br>22.9%               | 44<br>24.6% | 47<br>21.5% |
|                                                                                                                                                                                            | Somewhat support | 76<br>18.9%               | 29<br>15.9% | 47<br>21.5% |
|                                                                                                                                                                                            | Somewhat oppose  | 55<br>13.7%               | 26<br>14.6% | 28<br>12.9% |
|                                                                                                                                                                                            | Strongly oppose  | 117<br>29.2%              | 47<br>26.0% | 70<br>31.9% |
|                                                                                                                                                                                            | DK/NA            | 61<br>15.2%               | 34<br>19.0% | 27<br>12.1% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Children in the Household |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----|
|                                                                                                                                                                                            |                  | Yes                       | No  |
|                                                                                                                                                                                            |                  | (A)                       | (B) |
| 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? | Strongly support |                           |     |
|                                                                                                                                                                                            | Somewhat support |                           |     |
|                                                                                                                                                                                            | Somewhat oppose  |                           |     |
|                                                                                                                                                                                            | Strongly oppose  |                           |     |
|                                                                                                                                                                                            | DK/NA            |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Seniors in the Household |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                    | Yes         | No          |
| Total                                                                                                                                                                                      |                  | 400                      | 130         | 271         |
| 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? | Strongly support | 92<br>22.9%              | 26<br>20.3% | 65<br>24.2% |
|                                                                                                                                                                                            | Somewhat support | 76<br>18.9%              | 23<br>17.9% | 53<br>19.4% |
|                                                                                                                                                                                            | Somewhat oppose  | 55<br>13.7%              | 19<br>14.5% | 36<br>13.3% |
|                                                                                                                                                                                            | Strongly oppose  | 117<br>29.2%             | 42<br>32.4% | 75<br>27.7% |
|                                                                                                                                                                                            | DK/NA            | 61<br>15.2%              | 19<br>14.8% | 42<br>15.4% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Seniors in the Household |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|
|                                                                                                                                                                                            |                  | Yes                      | No  |
|                                                                                                                                                                                            |                  | (A)                      | (B) |
| 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? | Strongly support |                          |     |
|                                                                                                                                                                                            | Somewhat support |                          |     |
|                                                                                                                                                                                            | Somewhat oppose  |                          |     |
|                                                                                                                                                                                            | Strongly oppose  |                          |     |
|                                                                                                                                                                                            | DK/NA            |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                            |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total            | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                                            | Strongly support | 92<br>22.9%             | 16<br>21.8%        | 26<br>31.3%           | 19<br>27.8%            |
|                                                                                                                                                                                            | Somewhat support | 76<br>18.9%             | 17<br>23.7%        | 15<br>18.5%           | 14<br>20.5%            |
|                                                                                                                                                                                            | Somewhat oppose  | 55<br>13.7%             | 9<br>12.8%         | 8<br>9.2%             | 7<br>10.1%             |
|                                                                                                                                                                                            | Strongly oppose  | 117<br>29.2%            | 21<br>29.2%        | 23<br>27.5%           | 19<br>27.6%            |
|                                                                                                                                                                                            | DK/NA            | 61<br>15.2%             | 9<br>12.5%         | 11<br>13.5%           | 10<br>14.0%            |

|                                                                                                                                                                                            |                  | Annual Household  |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|
|                                                                                                                                                                                            |                  | \$180,000 or more | DK/NA       |
| 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? | Total            | 77                | 98          |
|                                                                                                                                                                                            | Strongly support | 18<br>23.2%       | 13<br>13.1% |
|                                                                                                                                                                                            | Somewhat support | 12<br>15.5%       | 17<br>17.3% |
|                                                                                                                                                                                            | Somewhat oppose  | 12<br>16.0%       | 19<br>18.9% |
|                                                                                                                                                                                            | Strongly oppose  | 22<br>28.5%       | 32<br>32.5% |
|                                                                                                                                                                                            | DK/NA            | 13<br>16.8%       | 18<br>18.3% |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                            |                  | Annual Household Income |                       |                        |                   |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                            |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                            |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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? | Strongly support |                         | E                     |                        |                   |       |
|                                                                                                                                                                                            | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                                            | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                            | Strongly oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                            | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Dogs in the Household |             |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|-------------|--------------|
|                                                                                                                                                                                            |                  | Total                 | Yes         | No           |
| 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? | Total            | 397                   | 86          | 311          |
|                                                                                                                                                                                            | Strongly support | 92<br>23.1%           | 42<br>49.4% | 49<br>15.9%  |
|                                                                                                                                                                                            | Somewhat support | 76<br>19.1%           | 16<br>18.4% | 60<br>19.3%  |
|                                                                                                                                                                                            | Somewhat oppose  | 55<br>13.8%           | 8<br>9.4%   | 47<br>15.0%  |
|                                                                                                                                                                                            | Strongly oppose  | 114<br>28.8%          | 10<br>11.3% | 104<br>33.6% |
|                                                                                                                                                                                            | DK/NA            | 60<br>15.2%           | 10<br>11.6% | 50<br>16.2%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Dogs in the Household |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|-----------|
|                                                                                                                                                                                            |                  | Yes<br>(A)            | No<br>(B) |
| 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? | Strongly support | B                     |           |
|                                                                                                                                                                                            | Somewhat support |                       |           |
|                                                                                                                                                                                            | Somewhat oppose  |                       |           |
|                                                                                                                                                                                            | Strongly oppose  |                       | A         |
|                                                                                                                                                                                            | DK/NA            |                       |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Gender       |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total        | Male        | Female      |
| 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? | Total            | 400          | 197         | 203         |
|                                                                                                                                                                                                                                        | Strongly support | 118<br>29.5% | 55<br>27.8% | 64<br>31.3% |
|                                                                                                                                                                                                                                        | Somewhat support | 122<br>30.6% | 58<br>29.5% | 64<br>31.7% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.5%   | 22<br>11.0% | 16<br>8.0%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 97<br>24.2%  | 48<br>24.6% | 48<br>23.8% |
|                                                                                                                                                                                                                                        | DK/NA            | 25<br>6.2%   | 14<br>7.2%  | 11<br>5.3%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Gender      |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|---------------|
|                                                                                                                                                                                                                                        |                  | Male<br>(A) | Female<br>(B) |
| 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? | Strongly support |             |               |
|                                                                                                                                                                                                                                        | Somewhat support |             |               |
|                                                                                                                                                                                                                                        | Somewhat oppose  |             |               |
|                                                                                                                                                                                                                                        | Strongly oppose  |             |               |
|                                                                                                                                                                                                                                        | DK/NA            |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Age          |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 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? | Total            | 387          | 67          | 31          | 125         |
|                                                                                                                                                                                                                                        | Strongly support | 116<br>29.8% | 32<br>47.4% | 5<br>17.5%  | 33<br>26.0% |
|                                                                                                                                                                                                                                        | Somewhat support | 119<br>30.7% | 21<br>30.7% | 12<br>37.3% | 43<br>34.6% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 36<br>9.3%   | 4<br>5.2%   | 5<br>16.1%  | 12<br>9.4%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.9%  | 10<br>14.2% | 7<br>23.6%  | 29<br>23.0% |
|                                                                                                                                                                                                                                        | DK/NA            | 24<br>6.3%   | 2<br>2.5%   | 2<br>5.6%   | 9<br>7.0%   |

|                                                                                                                                                                                                                                        |                  | Age         |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|--------------|
|                                                                                                                                                                                                                                        |                  | 50 to 64    | 65 and older |
| 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? | Total            | 98          | 65           |
|                                                                                                                                                                                                                                        | Strongly support | 34<br>34.2% | 12<br>18.4%  |
|                                                                                                                                                                                                                                        | Somewhat support | 23<br>23.9% | 20<br>30.4%  |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 9<br>9.5%   | 6<br>9.5%    |
|                                                                                                                                                                                                                                        | Strongly oppose  | 28<br>28.4% | 19<br>29.2%  |
|                                                                                                                                                                                                                                        | DK/NA            | 4<br>4.0%   | 8<br>12.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Age      |          |          |          |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|----------|----------|----------|--------------|
|                                                                                                                                                                                                                                        |                  | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                                                                                                        |                  | (A)      | (B)      | (C)      | (D)      | (E)          |
| 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? | Strongly support | B C E    |          |          |          |              |
|                                                                                                                                                                                                                                        | Somewhat support |          |          |          |          |              |
|                                                                                                                                                                                                                                        | Somewhat oppose  |          |          |          |          |              |
|                                                                                                                                                                                                                                        | Strongly oppose  |          |          |          |          |              |
|                                                                                                                                                                                                                                        | DK/NA            |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Ethnicity    |             |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total        | White       | Chinese     | Indian      | Other       |
| 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? | Total            | 390          | 149         | 124         | 82          | 36          |
|                                                                                                                                                                                                                                        | Strongly support | 114<br>29.2% | 58<br>39.0% | 28<br>23.0% | 14<br>17.0% | 14<br>37.6% |
|                                                                                                                                                                                                                                        | Somewhat support | 121<br>31.1% | 41<br>27.8% | 40<br>32.3% | 34<br>40.9% | 7<br>18.4%  |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.6%   | 13<br>8.7%  | 18<br>14.7% | 3<br>3.8%   | 3<br>8.8%   |
|                                                                                                                                                                                                                                        | Strongly oppose  | 94<br>24.0%  | 28<br>19.1% | 32<br>25.6% | 24<br>28.8% | 10<br>28.3% |
|                                                                                                                                                                                                                                        | DK/NA            | 24<br>6.0%   | 8<br>5.4%   | 5<br>4.4%   | 8<br>9.5%   | 2<br>6.9%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Ethnicity |             |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|-------------|------------|-----------|
|                                                                                                                                                                                                                                        |                  | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 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? | Strongly support | B C       |             |            |           |
|                                                                                                                                                                                                                                        | Somewhat support |           |             |            |           |
|                                                                                                                                                                                                                                        | Somewhat oppose  |           |             |            |           |
|                                                                                                                                                                                                                                        | Strongly oppose  |           |             |            |           |
|                                                                                                                                                                                                                                        | DK/NA            |           |             |            |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Length of Residence |                 |               |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                                                        |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total            | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                                                                                        | Strongly support | 118<br>29.5%        | 15<br>31.2%     | 56<br>30.5%   | 47<br>27.9%      |
|                                                                                                                                                                                                                                        | Somewhat support | 122<br>30.5%        | 15<br>30.0%     | 63<br>34.3%   | 45<br>26.5%      |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.5%          | 3<br>5.2%       | 16<br>9.0%    | 19<br>11.3%      |
|                                                                                                                                                                                                                                        | Strongly oppose  | 97<br>24.2%         | 11<br>21.7%     | 36<br>19.9%   | 50<br>29.7%      |
|                                                                                                                                                                                                                                        | DK/NA            | 25<br>6.2%          | 6<br>11.9%      | 11<br>6.3%    | 8<br>4.5%        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Length of Residence |                   |                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-------------------|----------------------|
|                                                                                                                                                                                                                                        |                  | 3 years or less (A) | 4 to 15 years (B) | 16 years or more (C) |
| 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? | Strongly support |                     |                   |                      |
|                                                                                                                                                                                                                                        | Somewhat support |                     |                   |                      |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                     |                   |                      |
|                                                                                                                                                                                                                                        | Strongly oppose  |                     |                   |                      |
|                                                                                                                                                                                                                                        | DK/NA            |                     |                   |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Homeownership Status |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                | Own         | Rent        |
| 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? | Total            | 391                  | 299         | 92          |
|                                                                                                                                                                                                                                        | Strongly support | 115<br>29.5%         | 82<br>27.5% | 33<br>36.0% |
|                                                                                                                                                                                                                                        | Somewhat support | 119<br>30.5%         | 96<br>32.1% | 23<br>25.3% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.6%           | 34<br>11.3% | 4<br>4.0%   |
|                                                                                                                                                                                                                                        | Strongly oppose  | 95<br>24.4%          | 74<br>24.7% | 21<br>23.3% |
|                                                                                                                                                                                                                                        | DK/NA            | 24<br>6.1%           | 13<br>4.4%  | 10<br>11.4% |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Homeownership Status |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                                                                                        |                  | Own<br>(A)           | Rent<br>(B) |
| 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? | Strongly support |                      |             |
|                                                                                                                                                                                                                                        | Somewhat support |                      |             |
|                                                                                                                                                                                                                                        | Somewhat oppose  | B                    |             |
|                                                                                                                                                                                                                                        | Strongly oppose  |                      |             |
|                                                                                                                                                                                                                                        | DK/NA            |                      | A           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Members in the Household |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                    | One         | Two         | Three       |
| 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? | Total            | 395                      | 38          | 91          | 105         |
|                                                                                                                                                                                                                                        | Strongly support | 117<br>29.6%             | 9<br>22.4%  | 23<br>25.6% | 34<br>32.4% |
|                                                                                                                                                                                                                                        | Somewhat support | 121<br>30.7%             | 12<br>30.5% | 29<br>31.5% | 28<br>27.1% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.6%               | 4<br>10.3%  | 15<br>16.0% | 10<br>9.8%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 95<br>24.0%              | 10<br>27.0% | 19<br>21.3% | 24<br>23.0% |
|                                                                                                                                                                                                                                        | DK/NA            | 24<br>6.1%               | 4<br>9.8%   | 5<br>5.6%   | 8<br>7.7%   |

|                                                                                                                                                                                                                                        |                  | Members in the |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                                                                        |                  | Four           | Five or more |
| 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? | Total            | 117            | 43           |
|                                                                                                                                                                                                                                        | Strongly support | 31<br>26.6%    | 20<br>45.7%  |
|                                                                                                                                                                                                                                        | Somewhat support | 45<br>38.7%    | 7<br>16.4%   |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 6<br>5.4%      | 3<br>6.7%    |
|                                                                                                                                                                                                                                        | Strongly oppose  | 29<br>24.7%    | 12<br>27.1%  |
|                                                                                                                                                                                                                                        | DK/NA            | 5<br>4.6%      | 2<br>4.1%    |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Members in the Household |            |              |             |                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                                                                                                                                                        |                  | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 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? | Strongly support |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | Somewhat support |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | Strongly oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | DK/NA            |                          |            |              |             |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Children in the Household |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                     | Yes         | No          |
| 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? | Total            | 400                       | 181         | 220         |
|                                                                                                                                                                                                                                        | Strongly support | 118<br>29.5%              | 53<br>29.3% | 65<br>29.7% |
|                                                                                                                                                                                                                                        | Somewhat support | 122<br>30.6%              | 60<br>33.1% | 63<br>28.5% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.5%                | 14<br>7.6%  | 24<br>11.1% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 97<br>24.2%               | 43<br>23.6% | 54<br>24.6% |
|                                                                                                                                                                                                                                        | DK/NA            | 25<br>6.2%                | 11<br>6.4%  | 13<br>6.1%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Children in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----|
|                                                                                                                                                                                                                                        |                  | Yes                       | No  |
|                                                                                                                                                                                                                                        |                  | (A)                       | (B) |
| 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? | Strongly support |                           |     |
|                                                                                                                                                                                                                                        | Somewhat support |                           |     |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                           |     |
|                                                                                                                                                                                                                                        | Strongly oppose  |                           |     |
|                                                                                                                                                                                                                                        | DK/NA            |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Seniors in the Household |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                    | Yes         | No          |
| 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? | Total            | 400                      | 130         | 271         |
|                                                                                                                                                                                                                                        | Strongly support | 118<br>29.5%             | 33<br>25.7% | 85<br>31.4% |
|                                                                                                                                                                                                                                        | Somewhat support | 122<br>30.6%             | 36<br>27.5% | 87<br>32.1% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.5%               | 9<br>6.6%   | 29<br>10.9% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 97<br>24.2%              | 42<br>32.6% | 54<br>20.1% |
|                                                                                                                                                                                                                                        | DK/NA            | 25<br>6.2%               | 10<br>7.7%  | 15<br>5.5%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Seniors in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|
|                                                                                                                                                                                                                                        |                  | Yes                      | No  |
|                                                                                                                                                                                                                                        |                  | (A)                      | (B) |
| 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? | Strongly support |                          |     |
|                                                                                                                                                                                                                                        | Somewhat support |                          |     |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                          |     |
|                                                                                                                                                                                                                                        | Strongly oppose  | B                        |     |
|                                                                                                                                                                                                                                        | DK/NA            |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Annual Household Income |                    |                       |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                                                        |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total            | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                                                                                        | Strongly support | 118<br>29.5%            | 23<br>31.6%        | 29<br>35.1%           | 21<br>30.3%            |
|                                                                                                                                                                                                                                        | Somewhat support | 122<br>30.6%            | 28<br>38.9%        | 24<br>29.3%           | 17<br>24.5%            |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.5%              | 4<br>5.1%          | 5<br>6.4%             | 10<br>14.5%            |
|                                                                                                                                                                                                                                        | Strongly oppose  | 97<br>24.2%             | 12<br>16.2%        | 21<br>25.9%           | 15<br>21.6%            |
|                                                                                                                                                                                                                                        | DK/NA            | 25<br>6.2%              | 6<br>8.1%          | 3<br>3.4%             | 6<br>9.1%              |

|                                                                                                                                                                                                                                        |                  | Annual Household  |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|
|                                                                                                                                                                                                                                        |                  | \$180,000 or more | DK/NA       |
| 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? | Total            | 77                | 98          |
|                                                                                                                                                                                                                                        | Strongly support | 23<br>29.8%       | 22<br>22.6% |
|                                                                                                                                                                                                                                        | Somewhat support | 23<br>29.6%       | 30<br>30.8% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 9<br>12.0%        | 10<br>9.8%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 20<br>25.5%       | 29<br>29.3% |
|                                                                                                                                                                                                                                        | DK/NA            | 2<br>3.2%         | 7<br>7.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Annual Household Income |                       |                        |                   |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                                                                        |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                                                        |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | Strongly oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Dogs in the Household |             |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|-------------|--------------|
|                                                                                                                                                                                                                                        |                  | Total                 | Yes         | No           |
| 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? | Total            | 397                   | 86          | 311          |
|                                                                                                                                                                                                                                        | Strongly support | 117<br>29.6%          | 44<br>50.9% | 74<br>23.7%  |
|                                                                                                                                                                                                                                        | Somewhat support | 121<br>30.4%          | 20<br>23.5% | 100<br>32.3% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.6%            | 9<br>10.5%  | 29<br>9.3%   |
|                                                                                                                                                                                                                                        | Strongly oppose  | 96<br>24.2%           | 12<br>13.8% | 84<br>27.1%  |
|                                                                                                                                                                                                                                        | DK/NA            | 25<br>6.3%            | 1<br>1.4%   | 24<br>7.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Dogs in the Household |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|--------|
|                                                                                                                                                                                                                                        |                  | Yes (A)               | No (B) |
| 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? | Strongly support | B                     |        |
|                                                                                                                                                                                                                                        | Somewhat support |                       |        |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                       |        |
|                                                                                                                                                                                                                                        | Strongly oppose  |                       | A      |
|                                                                                                                                                                                                                                        | DK/NA            |                       | A      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Gender       |              |              |
|---------------------------------------------------------------------------|-------|--------------|--------------|--------------|
|                                                                           |       | Total        | Male         | Female       |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 400          | 197          | 203          |
|                                                                           | Yes   | 17<br>4.3%   | 12<br>5.9%   | 6<br>2.7%    |
|                                                                           | No    | 349<br>87.3% | 175<br>88.8% | 175<br>85.8% |
|                                                                           | DK/NA | 34<br>8.5%   | 11<br>5.4%   | 23<br>11.4%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                           |       | Gender   |            |
|---------------------------------------------------------------------------|-------|----------|------------|
|                                                                           |       | Male (A) | Female (B) |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   |          |            |
|                                                                           | No    |          |            |
|                                                                           | DK/NA |          | A          |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Age          |             |             |              |             |              |
|---------------------------------------------------------------------------|-------|--------------|-------------|-------------|--------------|-------------|--------------|
|                                                                           |       | Total        | 18 to 29    | 30 to 39    | 40 to 49     | 50 to 64    | 65 and older |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 387          | 67          | 31          | 125          | 98          | 65           |
|                                                                           | Yes   | 17<br>4.4%   | 1<br>1.2%   | 0<br>.0%    | 3<br>2.4%    | 6<br>6.3%   | 7<br>10.8%   |
|                                                                           | No    | 338<br>87.1% | 57<br>84.8% | 31<br>99.0% | 111<br>88.9% | 87<br>88.6% | 51<br>78.3%  |
|                                                                           | DK/NA | 33<br>8.4%   | 9<br>14.0%  | 0<br>1.0%   | 11<br>8.7%   | 5<br>5.1%   | 7<br>10.9%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                           |       | Age      |              |          |          |              |
|---------------------------------------------------------------------------|-------|----------|--------------|----------|----------|--------------|
|                                                                           |       | 18 to 29 | 30 to 39     | 40 to 49 | 50 to 64 | 65 and older |
|                                                                           |       | (A)      | (B)          | (C)      | (D)      | (E)          |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   |          | <sup>a</sup> |          |          |              |
|                                                                           | No    |          |              |          |          |              |
|                                                                           | DK/NA |          |              |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Ethnicity    |              |              |             |             |
|---------------------------------------------------------------------------|-------|--------------|--------------|--------------|-------------|-------------|
|                                                                           |       | Total        | White        | Chinese      | Indian      | Other       |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 390          | 149          | 124          | 82          | 36          |
|                                                                           | Yes   | 17<br>4.4%   | 10<br>6.7%   | 5<br>3.8%    | 1<br>1.4%   | 1<br>3.6%   |
|                                                                           | No    | 340<br>87.0% | 127<br>85.3% | 108<br>86.9% | 72<br>87.9% | 33<br>91.6% |
|                                                                           | DK/NA | 34<br>8.7%   | 12<br>7.9%   | 12<br>9.3%   | 9<br>10.7%  | 2<br>4.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                           |       | Ethnicity |         |        |       |
|---------------------------------------------------------------------------|-------|-----------|---------|--------|-------|
|                                                                           |       | White     | Chinese | Indian | Other |
|                                                                           |       | (A)       | (B)     | (C)    | (D)   |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   |           |         |        |       |
|                                                                           | No    |           |         |        |       |
|                                                                           | DK/NA |           |         |        |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------|-------|---------------------|-----------------|---------------|------------------|
|                                                                           |       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 399                 | 49              | 182           | 168              |
|                                                                           | Yes   | 16<br>4.1%          | 0<br>.0%        | 6<br>3.5%     | 10<br>5.9%       |
|                                                                           | No    | 349<br>87.4%        | 48<br>98.5%     | 160<br>87.9%  | 140<br>83.7%     |
|                                                                           | DK/NA | 34<br>8.5%          | 1<br>1.5%       | 16<br>8.6%    | 17<br>10.4%      |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                           |       | Length of Residence |               |                  |
|---------------------------------------------------------------------------|-------|---------------------|---------------|------------------|
|                                                                           |       | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                           |       | (A)                 | (B)           | (C)              |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   | <sup>a</sup>        |               |                  |
|                                                                           | No    | C                   |               |                  |
|                                                                           | DK/NA |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Homeownership Status |              |             |
|---------------------------------------------------------------------------|-------|----------------------|--------------|-------------|
|                                                                           |       | Total                | Own          | Rent        |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 391                  | 299          | 92          |
|                                                                           | Yes   | 16<br>4.2%           | 16<br>5.5%   | 0<br>.0%    |
|                                                                           | No    | 341<br>87.4%         | 259<br>86.6% | 82<br>90.0% |
|                                                                           | DK/NA | 33<br>8.4%           | 24<br>8.0%   | 9<br>10.0%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                           |       | Homeownership Status |              |
|---------------------------------------------------------------------------|-------|----------------------|--------------|
|                                                                           |       | Own                  | Rent         |
|                                                                           |       | (A)                  | (B)          |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   |                      | <sup>a</sup> |
|                                                                           | No    |                      |              |
|                                                                           | DK/NA |                      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Members in the Household |       |       |       |       |              |
|---------------------------------------------------------------------------|-------|--------------------------|-------|-------|-------|-------|--------------|
|                                                                           |       | Total                    | One   | Two   | Three | Four  | Five or more |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 395                      | 38    | 91    | 105   | 117   | 43           |
|                                                                           | Yes   | 17                       | 3     | 4     | 2     | 5     | 3            |
|                                                                           |       | 4.3%                     | 7.5%  | 3.9%  | 2.4%  | 4.2%  | 7.3%         |
|                                                                           | No    | 346                      | 31    | 81    | 97    | 104   | 32           |
|                                                                           | 87.5% | 80.7%                    | 89.1% | 92.3% | 88.9% | 75.2% |              |
|                                                                           | DK/NA | 32                       | 4     | 6     | 6     | 8     | 8            |
|                                                                           |       | 8.1%                     | 11.8% | 6.9%  | 5.4%  | 6.9%  | 17.5%        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                           |       | Members in the Household |     |       |      |              |
|---------------------------------------------------------------------------|-------|--------------------------|-----|-------|------|--------------|
|                                                                           |       | One                      | Two | Three | Four | Five or more |
|                                                                           |       | (A)                      | (B) | (C)   | (D)  | (E)          |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   |                          |     |       |      |              |
|                                                                           | No    |                          |     | E     |      |              |
|                                                                           | DK/NA |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Children in the Household |       |      |
|---------------------------------------------------------------------------|-------|---------------------------|-------|------|
|                                                                           |       | Total                     | Yes   | No   |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 400                       | 181   | 220  |
|                                                                           | Yes   | 17                        | 7     | 10   |
|                                                                           |       | 4.3%                      | 3.7%  | 4.7% |
|                                                                           | No    | 349                       | 158   | 191  |
|                                                                           | 87.3% | 87.8%                     | 86.9% |      |
|                                                                           | DK/NA | 34                        | 15    | 19   |
|                                                                           |       | 8.5%                      | 8.5%  | 8.4% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                           |       | Children in the Household |     |
|---------------------------------------------------------------------------|-------|---------------------------|-----|
|                                                                           |       | Yes                       | No  |
|                                                                           |       | (A)                       | (B) |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   |                           |     |
|                                                                           | No    |                           |     |
|                                                                           | DK/NA |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Seniors in the Household |       |      |
|---------------------------------------------------------------------------|-------|--------------------------|-------|------|
|                                                                           |       | Total                    | Yes   | No   |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 400                      | 130   | 271  |
|                                                                           | Yes   | 17                       | 10    | 8    |
|                                                                           |       | 4.3%                     | 7.4%  | 2.8% |
|                                                                           | No    | 349                      | 104   | 246  |
|                                                                           | 87.3% | 79.8%                    | 90.9% |      |
|                                                                           | DK/NA | 34                       | 17    | 17   |
|                                                                           |       | 8.5%                     | 12.9% | 6.3% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                           |       | Seniors in the Household |     |
|---------------------------------------------------------------------------|-------|--------------------------|-----|
|                                                                           |       | Yes                      | No  |
|                                                                           |       | (A)                      | (B) |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   | B                        |     |
|                                                                           | No    |                          | A   |
|                                                                           | DK/NA | B                        |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                           |       | Annual Household Income |                    |                       |                        |                   |       |
|---------------------------------------------------------------------------|-------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|
|                                                                           |       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
| 15. Does your household currently have a photovoltaic or PV solar system? | Total | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                                                           | Yes   | 17                      | 3                  | 2                     | 4                      | 1                 | 7     |
|                                                                           |       | 4.3%                    | 4.0%               | 2.8%                  | 5.5%                   | .7%               | 7.6%  |
|                                                                           | No    | 349                     | 62                 | 73                    | 62                     | 71                | 81    |
|                                                                           |       | 87.3%                   | 85.9%              | 87.8%                 | 88.8%                  | 92.7%             | 82.5% |
|                                                                           | DK/NA | 34                      | 7                  | 8                     | 4                      | 5                 | 10    |
|                                                                           |       | 8.5%                    | 10.1%              | 9.4%                  | 5.7%                   | 6.6%              | 9.9%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                           |       | Annual Household Income |                       |                        |                   |       |
|---------------------------------------------------------------------------|-------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                           |       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                           |       | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 15. Does your household currently have a photovoltaic or PV solar system? | Yes   |                         |                       |                        |                   |       |
|                                                                           | No    |                         |                       |                        |                   |       |
|                                                                           | DK/NA |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Gender       |              |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|--------------|-------------|
|                                                                                                                                                       |         | Total        | Male         | Female      |
| 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. | Total   | 400          | 197          | 203         |
|                                                                                                                                                       | Smith   | 225<br>56.2% | 127<br>64.7% | 98<br>48.0% |
|                                                                                                                                                       | Jones   | 131<br>32.7% | 48<br>24.5%  | 82<br>40.6% |
|                                                                                                                                                       | Neither | 22<br>5.6%   | 13<br>6.6%   | 9<br>4.6%   |
|                                                                                                                                                       | DK/NA   | 22<br>5.6%   | 8<br>4.2%    | 14<br>6.9%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                       |         | Gender      |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|---------------|
|                                                                                                                                                       |         | Male<br>(A) | Female<br>(B) |
| 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   | B           |               |
|                                                                                                                                                       | Jones   |             | A             |
|                                                                                                                                                       | Neither |             |               |
|                                                                                                                                                       | DK/NA   |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Age          |             |             |             |             |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|-------------|-------------|-------------|-------------|--------------|
|                                                                                                                                                       |         | Total        | 18 to 29    | 30 to 39    | 40 to 49    | 50 to 64    | 65 and older |
| 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. | Total   | 387          | 67          | 31          | 125         | 98          | 65           |
|                                                                                                                                                       | Smith   | 218<br>56.3% | 55<br>81.8% | 15<br>46.6% | 68<br>54.5% | 45<br>46.0% | 35<br>53.2%  |
|                                                                                                                                                       | Jones   | 126<br>32.6% | 12<br>17.6% | 10<br>32.5% | 45<br>36.3% | 40<br>40.7% | 19<br>29.0%  |
|                                                                                                                                                       | Neither | 21<br>5.5%   | 0<br>.6%    | 2<br>6.2%   | 8<br>6.3%   | 6<br>6.1%   | 5<br>7.5%    |
|                                                                                                                                                       | DK/NA   | 22<br>5.6%   | 0<br>.0%    | 5<br>14.6%  | 4<br>2.9%   | 7<br>7.1%   | 7<br>10.2%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                       |         | Age      |          |          |          |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|----------|----------|----------|--------------|
|                                                                                                                                                       |         | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                       |         | (A)      | (B)      | (C)      | (D)      | (E)          |
| 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   | B        | C        | D        | E        |              |
|                                                                                                                                                       | Jones   |          |          |          | A        |              |
|                                                                                                                                                       | Neither |          |          |          |          |              |
|                                                                                                                                                       | DK/NA   | a        | C        |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Ethnicity    |             |             |             |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                       |         | Total        | White       | Chinese     | Indian      | Other       |
| 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. | Total   | 390          | 149         | 124         | 82          | 36          |
|                                                                                                                                                       | Smith   | 222<br>56.8% | 93<br>62.7% | 63<br>51.0% | 47<br>57.8% | 18<br>49.9% |
|                                                                                                                                                       | Jones   | 126<br>32.2% | 41<br>27.8% | 44<br>35.4% | 29<br>35.6% | 12<br>32.2% |
|                                                                                                                                                       | Neither | 21<br>5.4%   | 10<br>6.6%  | 6<br>5.0%   | 3<br>4.2%   | 2<br>4.4%   |
|                                                                                                                                                       | DK/NA   | 22<br>5.6%   | 4<br>3.0%   | 11<br>8.6%  | 2<br>2.4%   | 5<br>13.5%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                       |         | Ethnicity    |                |               |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------|----------------|---------------|--------------|
|                                                                                                                                                       |         | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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   |              |                |               |              |
|                                                                                                                                                       | Jones   |              |                |               |              |
|                                                                                                                                                       | Neither |              |                |               |              |
|                                                                                                                                                       | DK/NA   |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Length of Residence |                 |               |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                       |         | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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. | Total   | 399                 | 49              | 182           | 168              |
|                                                                                                                                                       | Smith   | 224                 | 33              | 96            | 96               |
|                                                                                                                                                       | Jones   | 130                 | 10              | 64            | 56               |
|                                                                                                                                                       | Neither | 22                  | 2               | 16            | 4                |
|                                                                                                                                                       | DK/NA   | 22                  | 4               | 6             | 12               |
|                                                                                                                                                       |         | 56.2%               | 67.5%           | 52.5%         | 57.0%            |
|                                                                                                                                                       |         | 32.6%               | 20.5%           | 35.3%         | 33.2%            |
|                                                                                                                                                       |         | 5.6%                | 4.6%            | 8.7%          | 2.4%             |
|                                                                                                                                                       |         | 5.6%                | 7.3%            | 3.5%          | 7.3%             |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                       |         | Length of Residence |               |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------|---------------|------------------|
|                                                                                                                                                       |         | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                                                                                                       |         | (A)                 | (B)           | (C)              |
| 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   |                     |               |                  |
|                                                                                                                                                       | Jones   |                     |               |                  |
|                                                                                                                                                       | Neither |                     | C             |                  |
|                                                                                                                                                       | DK/NA   |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Homeownership Status |       |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------|-------|-------|
|                                                                                                                                                       |         | Total                | Own   | Rent  |
| 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. | Total   | 391                  | 299   | 92    |
|                                                                                                                                                       | Smith   | 219                  | 165   | 55    |
|                                                                                                                                                       | Jones   | 129                  | 104   | 25    |
|                                                                                                                                                       | Neither | 20                   | 13    | 7     |
|                                                                                                                                                       | DK/NA   | 22                   | 18    | 4     |
|                                                                                                                                                       |         | 56.1%                | 55.0% | 59.6% |
|                                                                                                                                                       |         | 33.0%                | 34.7% | 27.5% |
|                                                                                                                                                       |         | 5.2%                 | 4.3%  | 8.1%  |
|                                                                                                                                                       |         | 5.7%                 | 6.0%  | 4.8%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                       |         | Homeownership Status |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------|----------|
|                                                                                                                                                       |         | Own (A)              | Rent (B) |
| 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   |                      |          |
|                                                                                                                                                       | Jones   |                      |          |
|                                                                                                                                                       | Neither |                      |          |
|                                                                                                                                                       | DK/NA   |                      |          |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Total | Members in the Household |       |       |       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------|--------------------------|-------|-------|-------|--------------|
|                                                                                                                                                       |         |       | One                      | Two   | Three | Four  | Five or more |
| 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. | Total   | 395   | 38                       | 91    | 105   | 117   | 43           |
|                                                                                                                                                       | Smith   | 223   | 20                       | 53    | 61    | 64    | 24           |
|                                                                                                                                                       | Jones   | 128   | 14                       | 26    | 30    | 41    | 17           |
|                                                                                                                                                       | Neither | 21    | 3                        | 6     | 4     | 8     | 0            |
|                                                                                                                                                       | DK/NA   | 22    | 1                        | 6     | 10    | 4     | 2            |
|                                                                                                                                                       |         |       | 56.4%                    | 53.5% | 57.8% | 58.4% | 54.7%        |
|                                                                                                                                                       |         | 32.5% | 35.9%                    | 29.0% | 28.5% | 35.1% | 39.6%        |
|                                                                                                                                                       |         | 5.4%  | 7.6%                     | 6.9%  | 3.8%  | 7.1%  | .0%          |
|                                                                                                                                                       |         | 5.7%  | 2.9%                     | 6.3%  | 9.2%  | 3.1%  | 4.9%         |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                       |         | Members in the Household |     |       |      |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                       |         | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                       |         | (A)                      | (B) | (C)   | (D)  | (E)          |
| 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   |                          |     |       |      |              |
|                                                                                                                                                       | Jones   |                          |     |       |      | a            |
|                                                                                                                                                       | Neither |                          |     |       |      | .            |
|                                                                                                                                                       | DK/NA   |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Children in the Household |              |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------|--------------|--------------|
|                                                                                                                                                       |         | Total                     | Yes          | No           |
| Total                                                                                                                                                 |         | 400                       | 181          | 220          |
| 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   | 225<br>56.2%              | 100<br>55.2% | 125<br>57.0% |
|                                                                                                                                                       | Jones   | 131<br>32.7%              | 64<br>35.5%  | 67<br>30.4%  |
|                                                                                                                                                       | Neither | 22<br>5.6%                | 10<br>5.3%   | 13<br>5.7%   |
|                                                                                                                                                       | DK/NA   | 22<br>5.6%                | 7<br>4.0%    | 15<br>6.9%   |
|                                                                                                                                                       |         |                           |              |              |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                       |         | Children in the Household |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------|-----------|
|                                                                                                                                                       |         | Yes<br>(A)                | No<br>(B) |
| 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   |                           |           |
|                                                                                                                                                       | Jones   |                           |           |
|                                                                                                                                                       | Neither |                           |           |
|                                                                                                                                                       | DK/NA   |                           |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Seniors in the Household |             |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------|-------------|--------------|
|                                                                                                                                                       |         | Total                    | Yes         | No           |
| Total                                                                                                                                                 |         | 400                      | 130         | 271          |
| 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   | 225<br>56.2%             | 65<br>49.8% | 160<br>59.3% |
|                                                                                                                                                       | Jones   | 131<br>32.7%             | 47<br>36.0% | 84<br>31.0%  |
|                                                                                                                                                       | Neither | 22<br>5.6%               | 12<br>8.9%  | 11<br>4.0%   |
|                                                                                                                                                       | DK/NA   | 22<br>5.6%               | 7<br>5.3%   | 15<br>5.7%   |
|                                                                                                                                                       |         |                          |             |              |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                       |         | Seniors in the Household |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------|-----------|
|                                                                                                                                                       |         | Yes<br>(A)               | No<br>(B) |
| 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   |                          |           |
|                                                                                                                                                       | Jones   |                          |           |
|                                                                                                                                                       | Neither | B                        |           |
|                                                                                                                                                       | DK/NA   |                          |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                       |         | Annual Household Income |                    |                       |                        |                   |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------------|
|                                                                                                                                                       |         | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA       |
| Total                                                                                                                                                 |         | 400                     | 72                 | 83                    | 70                     | 77                | 98          |
| 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   | 225<br>56.2%            | 39<br>54.0%        | 50<br>61.0%           | 49<br>70.4%            | 47<br>61.6%       | 39<br>39.5% |
|                                                                                                                                                       | Jones   | 131<br>32.7%            | 23<br>31.8%        | 28<br>33.8%           | 19<br>27.1%            | 21<br>27.0%       | 40<br>40.7% |
|                                                                                                                                                       | Neither | 22<br>5.6%              | 6<br>7.8%          | 1<br>1.4%             | 2<br>2.5%              | 6<br>7.7%         | 8<br>7.9%   |
|                                                                                                                                                       | DK/NA   | 22<br>5.6%              | 5<br>6.4%          | 3<br>3.8%             | 0<br>.0%               | 3<br>3.7%         | 12<br>11.9% |
|                                                                                                                                                       |         |                         |                    |                       |                        |                   |             |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                       |         | Annual Household Income   |                              |                               |                          |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------|------------------------------|-------------------------------|--------------------------|--------------|
|                                                                                                                                                       |         | Less than \$80,000<br>(A) | \$80,000 to \$119,999<br>(B) | \$120,000 to \$179,999<br>(C) | \$180,000 or more<br>(D) | DK/NA<br>(E) |
| 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   |                           | E                            | E                             | E                        |              |
|                                                                                                                                                       | Jones   |                           |                              |                               |                          |              |
|                                                                                                                                                       | Neither |                           |                              | a                             |                          |              |
|                                                                                                                                                       | DK/NA   |                           |                              | .                             |                          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Gender       |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|
|                                                                                                                                       |                       | Total        | Male        | Female      |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 400          | 197         | 203         |
|                                                                                                                                       | Very satisfied        | 139<br>34.7% | 74<br>37.8% | 65<br>31.8% |
|                                                                                                                                       | Somewhat satisfied    | 122<br>30.4% | 54<br>27.3% | 68<br>33.3% |
|                                                                                                                                       | Somewhat dissatisfied | 63<br>15.7%  | 31<br>15.5% | 32<br>15.8% |
|                                                                                                                                       | Very dissatisfied     | 64<br>15.9%  | 30<br>15.1% | 34<br>16.7% |
|                                                                                                                                       | DK/NA                 | 13<br>3.3%   | 8<br>4.2%   | 5<br>2.4%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                       |                       | Gender      |               |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------|---------------|
|                                                                                                                                       |                       | Male<br>(A) | Female<br>(B) |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |             |               |
|                                                                                                                                       | Somewhat satisfied    |             |               |
|                                                                                                                                       | Somewhat dissatisfied |             |               |
|                                                                                                                                       | Very dissatisfied     |             |               |
|                                                                                                                                       | DK/NA                 |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Age          |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                       |                       | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 387          | 67          | 31          | 125         |
|                                                                                                                                       | Very satisfied        | 136<br>35.2% | 12<br>17.4% | 9<br>30.3%  | 54<br>43.0% |
|                                                                                                                                       | Somewhat satisfied    | 117<br>30.3% | 15<br>22.7% | 5<br>14.8%  | 45<br>36.0% |
|                                                                                                                                       | Somewhat dissatisfied | 60<br>15.5%  | 21<br>30.6% | 3<br>9.5%   | 14<br>11.1% |
|                                                                                                                                       | Very dissatisfied     | 61<br>15.7%  | 19<br>27.7% | 12<br>39.9% | 9<br>7.3%   |
|                                                                                                                                       | DK/NA                 | 13<br>3.3%   | 1<br>1.6%   | 2<br>5.6%   | 3<br>2.6%   |

|                                                                                                                                       |                       | Age         |              |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------|--------------|
|                                                                                                                                       |                       | 50 to 64    | 65 and older |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 98          | 65           |
|                                                                                                                                       | Very satisfied        | 38<br>38.3% | 24<br>36.4%  |
|                                                                                                                                       | Somewhat satisfied    | 31<br>31.9% | 21<br>32.1%  |
|                                                                                                                                       | Somewhat dissatisfied | 14<br>14.7% | 8<br>12.7%   |
|                                                                                                                                       | Very dissatisfied     | 12<br>12.5% | 8<br>12.7%   |
|                                                                                                                                       | DK/NA                 | 3<br>2.6%   | 4<br>6.1%    |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                       |                       | Age             |                 |                 |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------|-----------------|-----------------|
|                                                                                                                                       |                       | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                 |                 | A               |
|                                                                                                                                       | Somewhat satisfied    |                 |                 |                 |
|                                                                                                                                       | Somewhat dissatisfied | C               |                 |                 |
|                                                                                                                                       | Very dissatisfied     | C               | C D E           |                 |
|                                                                                                                                       | DK/NA                 |                 |                 |                 |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                       |                       | Age             |                     |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------|---------------------|
|                                                                                                                                       |                       | 50 to 64<br>(D) | 65 and older<br>(E) |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        | A               |                     |
|                                                                                                                                       | Somewhat satisfied    |                 |                     |
|                                                                                                                                       | Somewhat dissatisfied |                 |                     |
|                                                                                                                                       | Very dissatisfied     |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Ethnicity    |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|
|                                                                                                                                       |                       | Total        | White       | Chinese     |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 390          | 149         | 124         |
|                                                                                                                                       | Very satisfied        | 136<br>34.9% | 41<br>27.6% | 45<br>36.5% |
|                                                                                                                                       | Somewhat satisfied    | 119<br>30.6% | 46<br>31.0% | 40<br>32.5% |
|                                                                                                                                       | Somewhat dissatisfied | 60<br>15.4%  | 27<br>18.2% | 22<br>17.6% |
|                                                                                                                                       | Very dissatisfied     | 62<br>16.0%  | 27<br>18.2% | 11<br>9.3%  |
|                                                                                                                                       | DK/NA                 | 12<br>3.2%   | 7<br>4.9%   | 5<br>4.1%   |

|                                                                                                                                       |                       | Ethnicity   |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------|-------------|
|                                                                                                                                       |                       | Indian      | Other       |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 82          | 36          |
|                                                                                                                                       | Very satisfied        | 40<br>48.7% | 10<br>27.9% |
|                                                                                                                                       | Somewhat satisfied    | 24<br>29.5% | 9<br>24.3%  |
|                                                                                                                                       | Somewhat dissatisfied | 6<br>7.2%   | 5<br>15.0%  |
|                                                                                                                                       | Very dissatisfied     | 12<br>14.5% | 12<br>32.8% |
|                                                                                                                                       | DK/NA                 | 0<br>.0%    | 0<br>.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                       |                       | Ethnicity    |                |                |                |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|----------------|----------------|----------------|
|                                                                                                                                       |                       | White<br>(A) | Chinese<br>(B) | Indian<br>(C)  | Other<br>(D)   |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |              |                | A              |                |
|                                                                                                                                       | Somewhat satisfied    |              |                |                |                |
|                                                                                                                                       | Somewhat dissatisfied |              |                |                |                |
|                                                                                                                                       | Very dissatisfied     |              |                |                | B              |
|                                                                                                                                       | DK/NA                 |              |                | . <sup>a</sup> | . <sup>a</sup> |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                       |                       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 399                 | 49              | 182           | 168              |
|                                                                                                                                       | Very satisfied        | 138<br>34.7%        | 13<br>26.3%     | 66<br>36.1%   | 60<br>35.5%      |
|                                                                                                                                       | Somewhat satisfied    | 121<br>30.3%        | 6<br>12.6%      | 63<br>34.5%   | 52<br>30.9%      |
|                                                                                                                                       | Somewhat dissatisfied | 63<br>15.7%         | 9<br>18.6%      | 27<br>14.7%   | 27<br>16.1%      |
|                                                                                                                                       | Very dissatisfied     | 64<br>16.0%         | 16<br>33.6%     | 22<br>12.0%   | 25<br>15.2%      |
|                                                                                                                                       | DK/NA                 | 13<br>3.3%          | 4<br>8.9%       | 5<br>2.7%     | 4<br>2.3%        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                       |                       | Length of Residence |               |                  |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------|---------------|------------------|
|                                                                                                                                       |                       | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                                                                                       |                       | (A)                 | (B)           | (C)              |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                     | A             | A                |
|                                                                                                                                       | Somewhat satisfied    |                     |               |                  |
|                                                                                                                                       | Somewhat dissatisfied |                     |               |                  |
|                                                                                                                                       | Very dissatisfied     | B C                 |               |                  |
|                                                                                                                                       | DK/NA                 |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Homeownership Status |              |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|--------------|-------------|
|                                                                                                                                       |                       | Total                | Own          | Rent        |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 391                  | 299          | 92          |
|                                                                                                                                       | Very satisfied        | 135<br>34.6%         | 104<br>34.9% | 31<br>33.6% |
|                                                                                                                                       | Somewhat satisfied    | 117<br>30.0%         | 94<br>31.3%  | 24<br>25.8% |
|                                                                                                                                       | Somewhat dissatisfied | 63<br>16.1%          | 48<br>16.0%  | 15<br>16.3% |
|                                                                                                                                       | Very dissatisfied     | 64<br>16.3%          | 46<br>15.3%  | 18<br>19.8% |
|                                                                                                                                       | DK/NA                 | 12<br>3.0%           | 7<br>2.5%    | 4<br>4.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                       |                       | Homeownership Status |      |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|------|
|                                                                                                                                       |                       | Own                  | Rent |
|                                                                                                                                       |                       | (A)                  | (B)  |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                      |      |
|                                                                                                                                       | Somewhat satisfied    |                      |      |
|                                                                                                                                       | Somewhat dissatisfied |                      |      |
|                                                                                                                                       | Very dissatisfied     |                      |      |
|                                                                                                                                       | DK/NA                 |                      |      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Members in the Household |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                       |                       | Total                    | One         | Two         | Three       |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 395                      | 38          | 91          | 105         |
|                                                                                                                                       | Very satisfied        | 137<br>34.7%             | 10<br>25.4% | 30<br>32.3% | 38<br>35.9% |
|                                                                                                                                       | Somewhat satisfied    | 119<br>30.2%             | 10<br>26.6% | 35<br>38.0% | 33<br>31.6% |
|                                                                                                                                       | Somewhat dissatisfied | 63<br>15.9%              | 9<br>23.6%  | 9<br>9.7%   | 19<br>18.1% |
|                                                                                                                                       | Very dissatisfied     | 63<br>16.0%              | 7<br>17.8%  | 15<br>16.9% | 12<br>11.6% |
|                                                                                                                                       | DK/NA                 | 12<br>3.1%               | 2<br>6.6%   | 3<br>3.1%   | 3<br>2.9%   |

|                                                                                                                                       |                       | Members in the |              |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------|--------------|
|                                                                                                                                       |                       | Four           | Five or more |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 117            | 43           |
|                                                                                                                                       | Very satisfied        | 48<br>41.1%    | 12<br>27.8%  |
|                                                                                                                                       | Somewhat satisfied    | 31<br>26.1%    | 11<br>25.0%  |
|                                                                                                                                       | Somewhat dissatisfied | 18<br>15.2%    | 8<br>18.8%   |
|                                                                                                                                       | Very dissatisfied     | 20<br>17.2%    | 9<br>20.0%   |
|                                                                                                                                       | DK/NA                 | 1<br>.4%       | 4<br>8.4%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                       |                       | Members in the Household |     |       |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-----|-------|
|                                                                                                                                       |                       | One                      | Two | Three |
|                                                                                                                                       |                       | (A)                      | (B) | (C)   |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                          |     |       |
|                                                                                                                                       | Somewhat satisfied    |                          |     |       |
|                                                                                                                                       | Somewhat dissatisfied |                          |     |       |
|                                                                                                                                       | Very dissatisfied     |                          |     |       |
|                                                                                                                                       | DK/NA                 |                          |     |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                       |                       | Members in the |              |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------|--------------|
|                                                                                                                                       |                       | Four           | Five or more |
|                                                                                                                                       |                       | (D)            | (E)          |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                |              |
|                                                                                                                                       | Somewhat satisfied    |                |              |
|                                                                                                                                       | Somewhat dissatisfied |                |              |
|                                                                                                                                       | Very dissatisfied     |                |              |
|                                                                                                                                       | DK/NA                 |                | D            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Children in the Household |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------|-------------|-------------|
|                                                                                                                                       |                       | Total                     | Yes         | No          |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 400                       | 181         | 220         |
|                                                                                                                                       | Very satisfied        | 139<br>34.7%              | 68<br>37.5% | 71<br>32.5% |
|                                                                                                                                       | Somewhat satisfied    | 122<br>30.4%              | 54<br>30.1% | 67<br>30.6% |
|                                                                                                                                       | Somewhat dissatisfied | 63<br>15.7%               | 25<br>13.6% | 38<br>17.4% |
|                                                                                                                                       | Very dissatisfied     | 64<br>15.9%               | 29<br>15.9% | 35<br>16.0% |
|                                                                                                                                       | DK/NA                 | 13<br>3.3%                | 5<br>2.9%   | 8<br>3.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                       |                       | Children in the Household |     |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------|-----|
|                                                                                                                                       |                       | Yes                       | No  |
|                                                                                                                                       |                       | (A)                       | (B) |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                           |     |
|                                                                                                                                       | Somewhat satisfied    |                           |     |
|                                                                                                                                       | Somewhat dissatisfied |                           |     |
|                                                                                                                                       | Very dissatisfied     |                           |     |
|                                                                                                                                       | DK/NA                 |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Seniors in the Household |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-------------|-------------|
|                                                                                                                                       |                       | Total                    | Yes         | No          |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 400                      | 130         | 271         |
|                                                                                                                                       | Very satisfied        | 139<br>34.7%             | 47<br>35.9% | 92<br>34.1% |
|                                                                                                                                       | Somewhat satisfied    | 122<br>30.4%             | 40<br>30.6% | 82<br>30.2% |
|                                                                                                                                       | Somewhat dissatisfied | 63<br>15.7%              | 14<br>11.0% | 49<br>17.9% |
|                                                                                                                                       | Very dissatisfied     | 64<br>15.9%              | 23<br>17.8% | 41<br>15.0% |
|                                                                                                                                       | DK/NA                 | 13<br>3.3%               | 6<br>4.7%   | 7<br>2.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                       |                       | Seniors in the Household |     |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|-----|
|                                                                                                                                       |                       | Yes                      | No  |
|                                                                                                                                       |                       | (A)                      | (B) |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                          |     |
|                                                                                                                                       | Somewhat satisfied    |                          |     |
|                                                                                                                                       | Somewhat dissatisfied |                          |     |
|                                                                                                                                       | Very dissatisfied     |                          |     |
|                                                                                                                                       | DK/NA                 |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                       |                       | Annual Household Income |                    |                       |                        |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                       |                       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                       | Very satisfied        | 139<br>34.7%            | 21<br>29.0%        | 35<br>42.5%           | 21<br>30.1%            |
|                                                                                                                                       | Somewhat satisfied    | 122<br>30.4%            | 18<br>24.6%        | 23<br>28.2%           | 21<br>30.3%            |
|                                                                                                                                       | Somewhat dissatisfied | 63<br>15.7%             | 11<br>15.6%        | 8<br>10.2%            | 12<br>17.0%            |
|                                                                                                                                       | Very dissatisfied     | 64<br>15.9%             | 17<br>23.2%        | 16<br>19.1%           | 14<br>19.3%            |
|                                                                                                                                       | DK/NA                 | 13<br>3.3%              | 5<br>7.6%          | 0<br>.0%              | 2<br>3.2%              |

|                                                                                                                                       |                       | Annual Household  |             |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------|-------------|
|                                                                                                                                       |                       | \$180,000 or more | DK/NA       |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total                 | 77                | 98          |
|                                                                                                                                       | Very satisfied        | 28<br>36.8%       | 34<br>34.0% |
|                                                                                                                                       | Somewhat satisfied    | 24<br>31.7%       | 35<br>35.4% |
|                                                                                                                                       | Somewhat dissatisfied | 11<br>14.8%       | 20<br>20.1% |
|                                                                                                                                       | Very dissatisfied     | 11<br>13.7%       | 7<br>7.3%   |
|                                                                                                                                       | DK/NA                 | 2<br>3.1%         | 3<br>3.1%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                       |                       | Annual Household Income |                       |                        |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|------------------------|
|                                                                                                                                       |                       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
|                                                                                                                                       |                       | (A)                     | (B)                   | (C)                    |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        |                         |                       |                        |
|                                                                                                                                       | Somewhat satisfied    |                         |                       |                        |
|                                                                                                                                       | Somewhat dissatisfied |                         |                       |                        |
|                                                                                                                                       | Very dissatisfied     | E                       | .a                    |                        |
|                                                                                                                                       | DK/NA                 |                         |                       |                        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                       |                       | Annual Household  |       |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------|-------|
|                                                                                                                                       |                       | \$180,000 or more | DK/NA |
| 17. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Very satisfied        | (D)               | (E)   |
|                                                                                                                                       | Somewhat satisfied    |                   |       |
|                                                                                                                                       | Somewhat dissatisfied |                   |       |
|                                                                                                                                       | Very dissatisfied     |                   |       |
|                                                                                                                                       | DK/NA                 |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Gender       |              |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|--------------|-------------|
|                                                                                                                                                                           |                  | Total        | Male         | Female      |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400          | 197          | 203         |
|                                                                                                                                                                           | Strongly support | 211<br>52.8% | 115<br>58.4% | 96<br>47.3% |
|                                                                                                                                                                           | Somewhat support | 97<br>24.3%  | 44<br>22.5%  | 53<br>26.1% |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.7%   | 9<br>4.4%    | 18<br>9.0%  |
|                                                                                                                                                                           | Strongly oppose  | 48<br>12.1%  | 24<br>12.4%  | 24<br>11.7% |
|                                                                                                                                                                           | DK/NA            | 17<br>4.1%   | 5<br>2.3%    | 12<br>5.9%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                           |                  | Gender      |               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|---------------|
|                                                                                                                                                                           |                  | Male<br>(A) | Female<br>(B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support | B           |               |
|                                                                                                                                                                           | Somewhat support |             |               |
|                                                                                                                                                                           | Somewhat oppose  |             |               |
|                                                                                                                                                                           | Strongly oppose  |             |               |
|                                                                                                                                                                           | DK/NA            |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Age          |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                           |                  | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 387          | 67          | 31          | 125         |
|                                                                                                                                                                           | Strongly support | 205<br>53.0% | 47<br>70.3% | 15<br>46.8% | 68<br>54.4% |
|                                                                                                                                                                           | Somewhat support | 95<br>24.4%  | 17<br>25.8% | 6<br>20.6%  | 27<br>21.6% |
|                                                                                                                                                                           | Somewhat oppose  | 26<br>6.7%   | 3<br>3.9%   | 6<br>18.1%  | 6<br>4.8%   |
|                                                                                                                                                                           | Strongly oppose  | 46<br>12.0%  | 0<br>.0%    | 5<br>14.5%  | 21<br>16.4% |
|                                                                                                                                                                           | DK/NA            | 15<br>3.8%   | 0<br>.0%    | 0<br>.0%    | 3<br>2.7%   |

|                                                                                                                                                                           |                  | Age         |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|--------------|
|                                                                                                                                                                           |                  | 50 to 64    | 65 and older |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 98          | 65           |
|                                                                                                                                                                           | Strongly support | 50<br>51.2% | 25<br>38.3%  |
|                                                                                                                                                                           | Somewhat support | 25<br>25.5% | 19<br>28.6%  |
|                                                                                                                                                                           | Somewhat oppose  | 5<br>5.4%   | 6<br>9.8%    |
|                                                                                                                                                                           | Strongly oppose  | 10<br>10.2% | 11<br>17.3%  |
|                                                                                                                                                                           | DK/NA            | 8<br>7.7%   | 4<br>6.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                           |                  | Age             |                 |                 |                 |                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                                                                                           |                  | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support | E               |                 |                 |                 |                     |
|                                                                                                                                                                           | Somewhat support |                 |                 |                 |                 |                     |
|                                                                                                                                                                           | Somewhat oppose  | .a              |                 |                 |                 |                     |
|                                                                                                                                                                           | Strongly oppose  | .a              | .a              |                 |                 |                     |
|                                                                                                                                                                           | DK/NA            | .a              | .a              |                 |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Ethnicity    |             |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                           |                  | Total        | White       | Chinese     | Indian      | Other       |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 390          | 149         | 124         | 82          | 36          |
|                                                                                                                                                                           | Strongly support | 208<br>53.2% | 75<br>50.6% | 66<br>53.1% | 45<br>55.5% | 22<br>59.9% |
|                                                                                                                                                                           | Somewhat support | 95<br>24.4%  | 46<br>30.8% | 27<br>21.5% | 16<br>19.3% | 7<br>19.1%  |
|                                                                                                                                                                           | Somewhat oppose  | 26<br>6.6%   | 9<br>5.9%   | 9<br>7.6%   | 6<br>7.2%   | 2<br>4.4%   |
|                                                                                                                                                                           | Strongly oppose  | 47<br>12.0%  | 13<br>8.7%  | 16<br>13.0% | 12<br>15.2% | 5<br>15.1%  |
|                                                                                                                                                                           | DK/NA            | 15<br>3.8%   | 6<br>4.1%   | 6<br>4.9%   | 2<br>2.8%   | 1<br>1.4%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Ethnicity    |                |               |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                           |                  | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |              |                |               |              |
|                                                                                                                                                                           | Somewhat support |              |                |               |              |
|                                                                                                                                                                           | Somewhat oppose  |              |                |               |              |
|                                                                                                                                                                           | Strongly oppose  |              |                |               |              |
|                                                                                                                                                                           | DK/NA            |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                           |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                           | Strongly support | 211<br>53.0%        | 32<br>65.4%     | 100<br>54.7%  | 80<br>47.4%      |
|                                                                                                                                                                           | Somewhat support | 97<br>24.2%         | 11<br>23.4%     | 41<br>22.3%   | 45<br>26.6%      |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%          | 2<br>3.6%       | 14<br>7.9%    | 11<br>6.4%       |
|                                                                                                                                                                           | Strongly oppose  | 48<br>11.9%         | 3<br>5.3%       | 20<br>11.1%   | 25<br>14.8%      |
|                                                                                                                                                                           | DK/NA            | 17<br>4.1%          | 1<br>2.2%       | 7<br>4.1%     | 8<br>4.8%        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Length of Residence    |                      |                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                           |                  | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                        |                      |                         |
|                                                                                                                                                                           | Somewhat support |                        |                      |                         |
|                                                                                                                                                                           | Somewhat oppose  |                        |                      |                         |
|                                                                                                                                                                           | Strongly oppose  |                        |                      |                         |
|                                                                                                                                                                           | DK/NA            |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Homeownership Status |              |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|--------------|-------------|
|                                                                                                                                                                           |                  | Total                | Own          | Rent        |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 391                  | 299          | 92          |
|                                                                                                                                                                           | Strongly support | 209<br>53.6%         | 156<br>52.3% | 53<br>57.7% |
|                                                                                                                                                                           | Somewhat support | 93<br>23.8%          | 70<br>23.4%  | 23<br>25.3% |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.9%           | 24<br>7.9%   | 3<br>3.6%   |
|                                                                                                                                                                           | Strongly oppose  | 46<br>11.9%          | 36<br>12.2%  | 10<br>10.9% |
|                                                                                                                                                                           | DK/NA            | 15<br>3.9%           | 13<br>4.3%   | 2<br>2.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Homeownership Status |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                           |                  | Own<br>(A)           | Rent<br>(B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                      |             |
|                                                                                                                                                                           | Somewhat support |                      |             |
|                                                                                                                                                                           | Somewhat oppose  |                      |             |
|                                                                                                                                                                           | Strongly oppose  |                      |             |
|                                                                                                                                                                           | DK/NA            |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Members in the Household |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                           |                  | Total                    | One         | Two         | Three       |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 395                      | 38          | 91          | 105         |
|                                                                                                                                                                           | Strongly support | 211<br>53.5%             | 16<br>41.7% | 40<br>43.9% | 62<br>59.1% |
|                                                                                                                                                                           | Somewhat support | 96<br>24.2%              | 12<br>32.5% | 22<br>24.1% | 26<br>24.5% |
|                                                                                                                                                                           | Somewhat oppose  | 26<br>6.7%               | 4<br>9.9%   | 9<br>9.4%   | 4<br>3.8%   |
|                                                                                                                                                                           | Strongly oppose  | 46<br>11.8%              | 4<br>10.3%  | 13<br>14.4% | 8<br>7.7%   |
|                                                                                                                                                                           | DK/NA            | 15<br>3.8%               | 2<br>5.6%   | 7<br>8.2%   | 5<br>5.0%   |

|                                                                                                                                                                           |                  | Members in the |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                           |                  | Four           | Five or more |
| Total                                                                                                                                                                     |                  | 117            | 43           |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support | 69<br>58.4%    | 25<br>57.4%  |
|                                                                                                                                                                           | Somewhat support | 24<br>20.6%    | 11<br>26.5%  |
|                                                                                                                                                                           | Somewhat oppose  | 8<br>6.7%      | 2<br>5.2%    |
|                                                                                                                                                                           | Strongly oppose  | 17<br>14.3%    | 5<br>10.5%   |
|                                                                                                                                                                           | DK/NA            | 0<br>.0%       | 0<br>.4%     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                           |                  | Members in the Household |            |              |             |                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                                                                                           |                  | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                          |            |              |             |                     |
|                                                                                                                                                                           | Somewhat support |                          |            |              |             |                     |
|                                                                                                                                                                           | Somewhat oppose  |                          |            |              |             |                     |
|                                                                                                                                                                           | Strongly oppose  |                          |            |              |             |                     |
|                                                                                                                                                                           | DK/NA            |                          |            |              |             | <sup>a</sup>        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Children in the Household |             |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|--------------|
|                                                                                                                                                                           |                  | Total                     | Yes         | No           |
| Total                                                                                                                                                                     |                  | 400                       | 181         | 220          |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support | 211<br>52.8%              | 98<br>54.3% | 113<br>51.5% |
|                                                                                                                                                                           | Somewhat support | 97<br>24.3%               | 42<br>23.5% | 55<br>25.0%  |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.7%                | 13<br>7.0%  | 14<br>6.5%   |
|                                                                                                                                                                           | Strongly oppose  | 48<br>12.1%               | 25<br>13.6% | 24<br>10.8%  |
|                                                                                                                                                                           | DK/NA            | 17<br>4.1%                | 3<br>1.6%   | 14<br>6.2%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Children in the Household |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----------|
|                                                                                                                                                                           |                  | Yes<br>(A)                | No<br>(B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                           |           |
|                                                                                                                                                                           | Somewhat support |                           |           |
|                                                                                                                                                                           | Somewhat oppose  |                           |           |
|                                                                                                                                                                           | Strongly oppose  |                           |           |
|                                                                                                                                                                           | DK/NA            |                           | A         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Seniors in the Household |             |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                           |                  | Total                    | Yes         | No           |
| Total                                                                                                                                                                     |                  | 400                      | 130         | 271          |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support | 211<br>52.8%             | 60<br>46.6% | 151<br>55.7% |
|                                                                                                                                                                           | Somewhat support | 97<br>24.3%              | 29<br>22.7% | 68<br>25.1%  |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.7%               | 9<br>7.3%   | 18<br>6.5%   |
|                                                                                                                                                                           | Strongly oppose  | 48<br>12.1%              | 23<br>17.4% | 26<br>9.5%   |
|                                                                                                                                                                           | DK/NA            | 17<br>4.1%               | 8<br>6.0%   | 9<br>3.2%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Seniors in the Household |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----------|
|                                                                                                                                                                           |                  | Yes<br>(A)               | No<br>(B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                          |           |
|                                                                                                                                                                           | Somewhat support |                          |           |
|                                                                                                                                                                           | Somewhat oppose  |                          |           |
|                                                                                                                                                                           | Strongly oppose  | B                        |           |
|                                                                                                                                                                           | DK/NA            |                          |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Annual Household Income |                    |                       |                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                           |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                           | Strongly support | 211<br>52.8%            | 36<br>50.2%        | 47<br>56.3%           | 42<br>60.3%            |
|                                                                                                                                                                           | Somewhat support | 97<br>24.3%             | 19<br>26.6%        | 23<br>27.4%           | 16<br>22.8%            |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.7%              | 5<br>6.7%          | 3<br>3.6%             | 6<br>8.9%              |
|                                                                                                                                                                           | Strongly oppose  | 48<br>12.1%             | 7<br>10.3%         | 11<br>12.7%           | 4<br>5.2%              |
|                                                                                                                                                                           | DK/NA            | 17<br>4.1%              | 5<br>6.3%          | 0<br>.0%              | 2<br>2.7%              |

|                                                                                                                                                                           |                  | Annual Household  |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|
|                                                                                                                                                                           |                  | \$180,000 or more | DK/NA       |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 77                | 98          |
|                                                                                                                                                                           | Strongly support | 42<br>54.4%       | 44<br>45.1% |
|                                                                                                                                                                           | Somewhat support | 18<br>23.0%       | 22<br>22.2% |
|                                                                                                                                                                           | Somewhat oppose  | 4<br>4.9%         | 9<br>9.2%   |
|                                                                                                                                                                           | Strongly oppose  | 9<br>11.9%        | 18<br>17.8% |
|                                                                                                                                                                           | DK/NA            | 4<br>5.8%         | 6<br>5.7%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                           |                  | Annual Household Income |                       |                        |                   |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                           |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                           |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                           | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                           | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                           | Strongly oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                           | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Gender       |             |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------|-------------|-------------|
|                                                                                                                                                                                                                             |                      | Total        | Male        | Female      |
| 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? | Total                | 400          | 197         | 203         |
|                                                                                                                                                                                                                             | Extremely Important  | 105<br>26.3% | 55<br>28.1% | 50<br>24.6% |
|                                                                                                                                                                                                                             | Very Important       | 140<br>35.0% | 66<br>33.7% | 74<br>36.4% |
|                                                                                                                                                                                                                             | Somewhat Important   | 119<br>29.7% | 64<br>32.5% | 55<br>27.0% |
|                                                                                                                                                                                                                             | Not at all Important | 26<br>6.4%   | 11<br>5.4%  | 15<br>7.5%  |
|                                                                                                                                                                                                                             | DK/NA                | 10<br>2.5%   | 1<br>.4%    | 9<br>4.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                             |                      | Gender      |               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------|---------------|
|                                                                                                                                                                                                                             |                      | Male<br>(A) | Female<br>(B) |
| 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  |             |               |
|                                                                                                                                                                                                                             | Very Important       |             |               |
|                                                                                                                                                                                                                             | Somewhat Important   |             |               |
|                                                                                                                                                                                                                             | Not at all Important |             |               |
|                                                                                                                                                                                                                             | DK/NA                |             | A             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Age   |          |          |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------|----------|----------|----------|
|                                                                                                                                                                                                                             |                      | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 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? | Total                | 387   | 67       | 31       | 125      |
|                                                                                                                                                                                                                             | Extremely Important  | 102   | 22       | 10       | 35       |
|                                                                                                                                                                                                                             | Very Important       | 134   | 22       | 6        | 42       |
|                                                                                                                                                                                                                             | Somewhat Important   | 116   | 21       | 13       | 35       |
|                                                                                                                                                                                                                             | Not at all Important | 25    | 2        | 0        | 13       |
|                                                                                                                                                                                                                             | DK/NA                | 9     | 1        | 2        | 1        |

|                                                                                                                                                                                                                             |                      | Age      |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------|--------------|
|                                                                                                                                                                                                                             |                      | 50 to 64 | 65 and older |
| 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? | Total                | 98       | 65           |
|                                                                                                                                                                                                                             | Extremely Important  | 18       | 17           |
|                                                                                                                                                                                                                             | Very Important       | 38       | 27           |
|                                                                                                                                                                                                                             | Somewhat Important   | 34       | 13           |
|                                                                                                                                                                                                                             | Not at all Important | 5        | 6            |
|                                                                                                                                                                                                                             | DK/NA                | 3        | 2            |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                                             |                      | Age             |                 |                 |                 |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                                                                                                                                             |                      | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 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  |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                                             | Very Important       |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                                             | Somewhat Important   |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                                             | Not at all Important |                 | a               |                 |                 |                     |
|                                                                                                                                                                                                                             | DK/NA                |                 | .               |                 |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Ethnicity |       |         |        |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-------|---------|--------|-------|
|                                                                                                                                                                                                                             |                      | Total     | White | Chinese | Indian | Other |
| 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? | Total                | 390       | 149   | 124     | 82     | 36    |
|                                                                                                                                                                                                                             | Extremely Important  | 105       | 34    | 21      | 40     | 11    |
|                                                                                                                                                                                                                             | Very Important       | 139       | 55    | 61      | 13     | 11    |
|                                                                                                                                                                                                                             | Somewhat Important   | 113       | 46    | 31      | 24     | 13    |
|                                                                                                                                                                                                                             | Not at all Important | 24        | 10    | 7       | 5      | 2     |
|                                                                                                                                                                                                                             | DK/NA                | 8         | 5     | 4       | 0      | 0     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                                             |                      | Ethnicity    |                |               |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                                                                             |                      | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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  |              |                | A B           |              |
|                                                                                                                                                                                                                             | Very Important       | C            | C              |               |              |
|                                                                                                                                                                                                                             | Somewhat Important   |              |                |               |              |
|                                                                                                                                                                                                                             | Not at all Important |              |                | a             | a            |
|                                                                                                                                                                                                                             | DK/NA                |              |                | .             | .            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Length of Residence |                 |               |                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                                             |                      | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total                | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                                                                             | Extremely Important  | 105                 | 16              | 53            | 37               |
|                                                                                                                                                                                                                             | Very Important       | 140                 | 15              | 58            | 67               |
|                                                                                                                                                                                                                             | Somewhat Important   | 118                 | 15              | 55            | 47               |
|                                                                                                                                                                                                                             | Not at all Important | 26                  | 1               | 10            | 14               |
|                                                                                                                                                                                                                             | DK/NA                | 10                  | 1               | 6             | 3                |
|                                                                                                                                                                                                                             |                      | 2.5%                | 1.7%            | 3.5%          | 1.6%             |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                             |                      | Length of Residence    |                      |                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                                                                             |                      | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 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  |                        |                      |                         |
|                                                                                                                                                                                                                             | Very Important       |                        |                      |                         |
|                                                                                                                                                                                                                             | Somewhat Important   |                        |                      |                         |
|                                                                                                                                                                                                                             | Not at all Important |                        |                      |                         |
|                                                                                                                                                                                                                             | DK/NA                |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Homeownership Status |      |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|------|------|
|                                                                                                                                                                                                                             |                      | Total                | Own  | Rent |
| 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? | Total                | 391                  | 299  | 92   |
|                                                                                                                                                                                                                             | Extremely Important  | 105                  | 70   | 35   |
|                                                                                                                                                                                                                             | Very Important       | 139                  | 118  | 22   |
|                                                                                                                                                                                                                             | Somewhat Important   | 118                  | 89   | 29   |
|                                                                                                                                                                                                                             | Not at all Important | 22                   | 19   | 4    |
|                                                                                                                                                                                                                             | DK/NA                | 7                    | 4    | 3    |
|                                                                                                                                                                                                                             |                      | 5.7%                 | 6.2% | 4.1% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                             |                      | Homeownership Status |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|-------------|
|                                                                                                                                                                                                                             |                      | Own<br>(A)           | Rent<br>(B) |
| 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  |                      | A           |
|                                                                                                                                                                                                                             | Very Important       | B                    |             |
|                                                                                                                                                                                                                             | Somewhat Important   |                      |             |
|                                                                                                                                                                                                                             | Not at all Important |                      |             |
|                                                                                                                                                                                                                             | DK/NA                |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Members in the Household |      |      |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------|------|------|-------|
|                                                                                                                                                                                                                             |                      | Total                    | One  | Two  | Three |
| 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? | Total                | 395                      | 38   | 91   | 105   |
|                                                                                                                                                                                                                             | Extremely Important  | 105                      | 10   | 22   | 36    |
|                                                                                                                                                                                                                             | Very Important       | 140                      | 11   | 36   | 34    |
|                                                                                                                                                                                                                             | Somewhat Important   | 117                      | 12   | 25   | 25    |
|                                                                                                                                                                                                                             | Not at all Important | 25                       | 2    | 7    | 9     |
|                                                                                                                                                                                                                             | DK/NA                | 7                        | 2    | 2    | 0     |
|                                                                                                                                                                                                                             |                      | 1.7%                     | 4.0% | 2.2% | .0%   |

|                                                                                                                                                                                                                             |                      | Members in the |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------|--------------|
|                                                                                                                                                                                                                             |                      | Four           | Five or more |
| Total                                                                                                                                                                                                                       |                      | 117            | 43           |
| 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  | 29<br>25.1%    | 7<br>17.4%   |
|                                                                                                                                                                                                                             | Very Important       | 39<br>33.6%    | 19<br>45.1%  |
|                                                                                                                                                                                                                             | Somewhat Important   | 39<br>33.5%    | 15<br>34.8%  |
|                                                                                                                                                                                                                             | Not at all Important | 7<br>5.5%      | 1<br>1.4%    |
|                                                                                                                                                                                                                             | DK/NA                | 3<br>2.4%      | 1<br>1.3%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                                             |                      | Members in the Household |     |       |      |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                                                                                             |                      | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                                                                                             |                      | (A)                      | (B) | (C)   | (D)  | (E)          |
| 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  |                          |     |       |      |              |
|                                                                                                                                                                                                                             | Very Important       |                          |     |       |      |              |
|                                                                                                                                                                                                                             | Somewhat Important   |                          |     |       |      |              |
|                                                                                                                                                                                                                             | Not at all Important |                          |     |       |      |              |
|                                                                                                                                                                                                                             | DK/NA                |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Children in the Household |             |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                                                             |                      | Total                     | Yes         | No          |
| Total                                                                                                                                                                                                                       |                      | 400                       | 181         | 220         |
| 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  | 105<br>26.3%              | 50<br>27.8% | 55<br>25.1% |
|                                                                                                                                                                                                                             | Very Important       | 140<br>35.0%              | 55<br>30.6% | 85<br>38.7% |
|                                                                                                                                                                                                                             | Somewhat Important   | 119<br>29.7%              | 58<br>32.1% | 61<br>27.8% |
|                                                                                                                                                                                                                             | Not at all Important | 26<br>6.4%                | 14<br>7.6%  | 12<br>5.5%  |
|                                                                                                                                                                                                                             | DK/NA                | 10<br>2.5%                | 3<br>1.8%   | 7<br>3.0%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                             |                      | Children in the Household |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------------------|-----|
|                                                                                                                                                                                                                             |                      | Yes                       | No  |
|                                                                                                                                                                                                                             |                      | (A)                       | (B) |
| 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  |                           |     |
|                                                                                                                                                                                                                             | Very Important       |                           |     |
|                                                                                                                                                                                                                             | Somewhat Important   |                           |     |
|                                                                                                                                                                                                                             | Not at all Important |                           |     |
|                                                                                                                                                                                                                             | DK/NA                |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Seniors in the Household |             |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------|-------------|-------------|
|                                                                                                                                                                                                                             |                      | Total                    | Yes         | No          |
| Total                                                                                                                                                                                                                       |                      | 400                      | 130         | 271         |
| 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  | 105<br>26.3%             | 40<br>30.5% | 66<br>24.3% |
|                                                                                                                                                                                                                             | Very Important       | 140<br>35.0%             | 46<br>35.4% | 94<br>34.9% |
|                                                                                                                                                                                                                             | Somewhat Important   | 119<br>29.7%             | 30<br>22.8% | 89<br>33.0% |
|                                                                                                                                                                                                                             | Not at all Important | 26<br>6.4%               | 8<br>5.9%   | 18<br>6.7%  |
|                                                                                                                                                                                                                             | DK/NA                | 10<br>2.5%               | 7<br>5.5%   | 3<br>1.0%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                             |                      | Seniors in the Household |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------|-----|
|                                                                                                                                                                                                                             |                      | Yes                      | No  |
|                                                                                                                                                                                                                             |                      | (A)                      | (B) |
| 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  |                          |     |
|                                                                                                                                                                                                                             | Very Important       |                          | A   |
|                                                                                                                                                                                                                             | Somewhat Important   |                          |     |
|                                                                                                                                                                                                                             | Not at all Important |                          |     |
|                                                                                                                                                                                                                             | DK/NA                | B                        |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                             |                      | Annual Household Income |                    |                       |                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                                             |                      | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total                | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                                                                             | Extremely Important  | 105<br>26.3%            | 19<br>26.2%        | 28<br>34.1%           | 19<br>26.6%            |
|                                                                                                                                                                                                                             | Very Important       | 140<br>35.0%            | 27<br>37.1%        | 24<br>28.7%           | 27<br>38.3%            |
|                                                                                                                                                                                                                             | Somewhat Important   | 119<br>29.7%            | 20<br>27.8%        | 27<br>32.1%           | 23<br>33.4%            |
|                                                                                                                                                                                                                             | Not at all Important | 26<br>6.4%              | 6<br>8.1%          | 3<br>4.1%             | 1<br>1.7%              |
|                                                                                                                                                                                                                             | DK/NA                | 10<br>2.5%              | 1<br>.8%           | 1<br>1.0%             | 0<br>.0%               |

|                                                                                                                                                                                                                             |                      | Annual Household  |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------------|-------------|
|                                                                                                                                                                                                                             |                      | \$180,000 or more | DK/NA       |
| 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? | Total                | 77                | 98          |
|                                                                                                                                                                                                                             | Extremely Important  | 18<br>23.5%       | 21<br>21.8% |
|                                                                                                                                                                                                                             | Very Important       | 29<br>37.4%       | 34<br>34.7% |
|                                                                                                                                                                                                                             | Somewhat Important   | 23<br>29.7%       | 26<br>26.5% |
|                                                                                                                                                                                                                             | Not at all Important | 6<br>7.5%         | 10<br>9.7%  |
|                                                                                                                                                                                                                             | DK/NA                | 1<br>1.9%         | 7<br>7.2%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                                             |                      | Annual Household Income |                       |                        |                   |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                                                             |                      | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                                             |                      | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                             | Very Important       |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                             | Somewhat Important   |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                             | Not at all Important |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                             | DK/NA                |                         |                       | a                      |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Gender       |             |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|--------------|
|                                                                                                                                                                                                                                                          |                  | Total        | Male        | Female       |
| 20. 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 major corporate tenants? | Total            | 400          | 197         | 203          |
|                                                                                                                                                                                                                                                          | Strongly support | 69<br>17.2%  | 43<br>21.9% | 26<br>12.7%  |
|                                                                                                                                                                                                                                                          | Somewhat support | 67<br>16.7%  | 37<br>18.6% | 30<br>14.9%  |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 59<br>14.8%  | 24<br>12.4% | 35<br>17.1%  |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 184<br>46.0% | 84<br>42.8% | 100<br>49.1% |
|                                                                                                                                                                                                                                                          | DK/NA            | 21<br>5.2%   | 8<br>4.2%   | 13<br>6.2%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Gender |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------|--------|
|                                                                                                                                                                                                                                                          |                  | Male   | Female |
|                                                                                                                                                                                                                                                          |                  | (A)    | (B)    |
| 20. 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 major corporate tenants? | Strongly support | B      |        |
|                                                                                                                                                                                                                                                          | Somewhat support |        |        |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |        |        |
|                                                                                                                                                                                                                                                          | Strongly oppose  |        |        |
|                                                                                                                                                                                                                                                          | DK/NA            |        |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Age   |          |          |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------|----------|----------|----------|
|                                                                                                                                                                                                                                                          |                  | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 20. 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 major corporate tenants? | Total            | 387   | 67       | 31       | 125      |
|                                                                                                                                                                                                                                                          | Strongly support | 67    | 16       | 6        | 12       |
|                                                                                                                                                                                                                                                          |                  | 17.3% | 23.2%    | 19.6%    | 9.4%     |
|                                                                                                                                                                                                                                                          | Somewhat support | 66    | 16       | 5        | 19       |
|                                                                                                                                                                                                                                                          |                  | 17.0% | 23.6%    | 14.5%    | 14.8%    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 56    | 18       | 6        | 17       |
|                                                                                                                                                                                                                                                          | 14.4%            | 26.3% | 19.0%    | 13.8%    |          |
| Strongly oppose                                                                                                                                                                                                                                          | 178              | 15    | 14       | 72       |          |
|                                                                                                                                                                                                                                                          | 46.0%            | 22.7% | 44.5%    | 57.3%    |          |
| DK/NA                                                                                                                                                                                                                                                    | 20               | 3     | 1        | 6        |          |
|                                                                                                                                                                                                                                                          | 5.3%             | 4.2%  | 2.4%     | 4.7%     |          |

|                                                                                                                                                                                                                                                          |                  | Age      |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|--------------|
|                                                                                                                                                                                                                                                          |                  | 50 to 64 | 65 and older |
| 20. 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 major corporate tenants? | Total            | 98       | 65           |
|                                                                                                                                                                                                                                                          | Strongly support | 15       | 18           |
|                                                                                                                                                                                                                                                          |                  | 15.6%    | 27.7%        |
|                                                                                                                                                                                                                                                          | Somewhat support | 13       | 14           |
|                                                                                                                                                                                                                                                          |                  | 13.5%    | 20.9%        |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 8        | 7            |
|                                                                                                                                                                                                                                                          | 8.5%             | 10.1%    |              |
| Strongly oppose                                                                                                                                                                                                                                          | 55               | 22       |              |
|                                                                                                                                                                                                                                                          | 56.0%            | 34.1%    |              |
| DK/NA                                                                                                                                                                                                                                                    | 6                | 5        |              |
|                                                                                                                                                                                                                                                          | 6.5%             | 7.2%     |              |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Age      |          |          |          |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|----------|----------|----------|--------------|
|                                                                                                                                                                                                                                                          |                  | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                                                                                                                          |                  | (A)      | (B)      | (C)      | (D)      | (E)          |
| 20. 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 major corporate tenants? | Strongly support |          |          |          |          | C            |
|                                                                                                                                                                                                                                                          | Somewhat support |          |          |          |          |              |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | D        |          |          |          |              |
|                                                                                                                                                                                                                                                          | Strongly oppose  |          |          | A E      | A        |              |
|                                                                                                                                                                                                                                                          | DK/NA            |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Ethnicity |       |         |        |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|-------|---------|--------|-------|
|                                                                                                                                                                                                                                                          |                  | Total     | White | Chinese | Indian | Other |
| 20. 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 major corporate tenants? | Total            | 390       | 149   | 124     | 82     | 36    |
|                                                                                                                                                                                                                                                          | Strongly support | 67        | 33    | 16      | 13     | 5     |
|                                                                                                                                                                                                                                                          |                  | 17.1%     | 22.1% | 12.7%   | 16.4%  | 13.2% |
|                                                                                                                                                                                                                                                          | Somewhat support | 67        | 34    | 13      | 14     | 6     |
|                                                                                                                                                                                                                                                          |                  | 17.1%     | 22.5% | 10.8%   | 17.7%  | 15.4% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58        | 23    | 18      | 6      | 11    |
|                                                                                                                                                                                                                                                          | 15.0%            | 15.8%     | 14.4% | 7.5%    | 30.6%  |       |
| Strongly oppose                                                                                                                                                                                                                                          | 180              | 49        | 71    | 47      | 13     |       |
|                                                                                                                                                                                                                                                          | 46.0%            | 33.0%     | 57.5% | 56.9%   | 35.5%  |       |
| DK/NA                                                                                                                                                                                                                                                    | 19               | 10        | 6     | 1       | 2      |       |
|                                                                                                                                                                                                                                                          | 4.8%             | 6.5%      | 4.6%  | 1.6%    | 5.3%   |       |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Ethnicity |         |        |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|---------|--------|-------|
|                                                                                                                                                                                                                                                          |                  | White     | Chinese | Indian | Other |
|                                                                                                                                                                                                                                                          |                  | (A)       | (B)     | (C)    | (D)   |
| 20. 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 major corporate tenants? | Strongly support |           |         |        |       |
|                                                                                                                                                                                                                                                          | Somewhat support |           |         |        |       |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |           |         |        | C     |
|                                                                                                                                                                                                                                                          | Strongly oppose  |           | A       | A      |       |
|                                                                                                                                                                                                                                                          | DK/NA            |           |         |        |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Length of Residence |                 |               |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                                                                          |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
|                                                                                                                                                                                                                                                          |                  | (A)                 | (B)             | (C)           | (D)              |
| 20. 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 major corporate tenants? | Total            | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                                                                                                          | Strongly support | 69                  | 10              | 30            | 29               |
|                                                                                                                                                                                                                                                          | Somewhat support | 66                  | 11              | 24            | 31               |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 59                  | 6               | 34            | 19               |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 184                 | 19              | 85            | 79               |
|                                                                                                                                                                                                                                                          | DK/NA            | 21                  | 3               | 9             | 10               |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Length of Residence |               |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|---------------|------------------|
|                                                                                                                                                                                                                                                          |                  | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                                                                                                                                                                                                          |                  | (A)                 | (B)           | (C)              |
| 20. 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 major corporate tenants? | Strongly support |                     |               |                  |
|                                                                                                                                                                                                                                                          | Somewhat support |                     |               |                  |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                     |               |                  |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                     |               |                  |
|                                                                                                                                                                                                                                                          | DK/NA            |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Homeownership Status |     |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-----|------|
|                                                                                                                                                                                                                                                          |                  | Total                | Own | Rent |
| 20. 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 major corporate tenants? | Total            | 391                  | 299 | 92   |
|                                                                                                                                                                                                                                                          | Strongly support | 69                   | 44  | 25   |
|                                                                                                                                                                                                                                                          | Somewhat support | 64                   | 41  | 23   |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58                   | 46  | 12   |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 181                  | 155 | 26   |
|                                                                                                                                                                                                                                                          | DK/NA            | 18                   | 13  | 5    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Homeownership Status |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|------|
|                                                                                                                                                                                                                                                          |                  | Own                  | Rent |
|                                                                                                                                                                                                                                                          |                  | (A)                  | (B)  |
| 20. 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 major corporate tenants? | Strongly support |                      | A    |
|                                                                                                                                                                                                                                                          | Somewhat support |                      | A    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                      |      |
|                                                                                                                                                                                                                                                          | Strongly oppose  | B                    |      |
|                                                                                                                                                                                                                                                          | DK/NA            |                      |      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Members in the Household |     |     |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|-----|-------|
|                                                                                                                                                                                                                                                          |                  | Total                    | One | Two | Three |
| 20. 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 major corporate tenants? | Total            | 395                      | 38  | 91  | 105   |
|                                                                                                                                                                                                                                                          | Strongly support | 68                       | 10  | 21  | 12    |
|                                                                                                                                                                                                                                                          | Somewhat support | 67                       | 11  | 12  | 20    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 59                       | 4   | 10  | 15    |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 182                      | 9   | 43  | 51    |
|                                                                                                                                                                                                                                                          | DK/NA            | 19                       | 3   | 4   | 6     |

|                                                                                                                                                                                                                                                          |                  | Members in the |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                                                                                          |                  | Four           | Five or more |
| 20. 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 major corporate tenants? | Total            | 117            | 43           |
|                                                                                                                                                                                                                                                          | Strongly support | 15<br>13.0%    | 10<br>24.2%  |
|                                                                                                                                                                                                                                                          | Somewhat support | 18<br>15.5%    | 5<br>10.7%   |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 25<br>21.6%    | 3<br>8.1%    |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 56<br>48.0%    | 22<br>51.6%  |
|                                                                                                                                                                                                                                                          | DK/NA            | 2<br>1.9%      | 2<br>5.3%    |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                                          |                  | Members in the Household |     |       |      |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                                                                                                                          |                  | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                                                                                                                          |                  | (A)                      | (B) | (C)   | (D)  | (E)          |
| 20. 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 major corporate tenants? | Strongly support |                          |     |       |      |              |
|                                                                                                                                                                                                                                                          | Somewhat support |                          |     |       |      |              |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                          |     |       |      |              |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                          |     |       |      |              |
|                                                                                                                                                                                                                                                          | DK/NA            |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Children in the Household |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                                                                                          |                  | Total                     | Yes         | No          |
| 20. 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 major corporate tenants? | Total            | 400                       | 181         | 220         |
|                                                                                                                                                                                                                                                          | Strongly support | 69<br>17.2%               | 28<br>15.5% | 41<br>18.7% |
|                                                                                                                                                                                                                                                          | Somewhat support | 67<br>16.7%               | 21<br>11.7% | 46<br>20.8% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 59<br>14.8%               | 30<br>16.7% | 29<br>13.2% |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 184<br>46.0%              | 95<br>52.6% | 89<br>40.6% |
|                                                                                                                                                                                                                                                          | DK/NA            | 21<br>5.2%                | 6<br>3.4%   | 15<br>6.7%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                                          |                  | Children in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----|
|                                                                                                                                                                                                                                                          |                  | Yes                       | No  |
|                                                                                                                                                                                                                                                          |                  | (A)                       | (B) |
| 20. 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 major corporate tenants? | Strongly support |                           |     |
|                                                                                                                                                                                                                                                          | Somewhat support |                           | A   |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                           |     |
|                                                                                                                                                                                                                                                          | Strongly oppose  | B                         |     |
|                                                                                                                                                                                                                                                          | DK/NA            |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Seniors in the Household |             |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                                                                                                          |                  | Total                    | Yes         | No           |
| 20. 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 major corporate tenants? | Total            | 400                      | 130         | 271          |
|                                                                                                                                                                                                                                                          | Strongly support | 69<br>17.2%              | 24<br>18.5% | 45<br>16.6%  |
|                                                                                                                                                                                                                                                          | Somewhat support | 67<br>16.7%              | 23<br>17.8% | 44<br>16.2%  |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 59<br>14.8%              | 12<br>9.3%  | 47<br>17.4%  |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 184<br>46.0%             | 62<br>48.0% | 122<br>45.1% |
|                                                                                                                                                                                                                                                          | DK/NA            | 21<br>5.2%               | 8<br>6.4%   | 13<br>4.7%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                                          |                  | Seniors in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|
|                                                                                                                                                                                                                                                          |                  | Yes                      | No  |
|                                                                                                                                                                                                                                                          |                  | (A)                      | (B) |
| 20. 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 major corporate tenants? | Strongly support |                          |     |
|                                                                                                                                                                                                                                                          | Somewhat support |                          |     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                          | A   |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                          |     |
|                                                                                                                                                                                                                                                          | DK/NA            |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Annual Household Income |                    |                       |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                                                                          |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 20. 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 major corporate tenants? | Total            | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                                                                                                          | Strongly support | 69                      | 16                 | 16                    | 14                     |
|                                                                                                                                                                                                                                                          |                  | 17.2%                   | 22.4%              | 19.8%                 | 19.9%                  |
|                                                                                                                                                                                                                                                          | Somewhat support | 67                      | 21                 | 12                    | 13                     |
|                                                                                                                                                                                                                                                          |                  | 16.7%                   | 29.7%              | 14.1%                 | 18.0%                  |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 59                      | 12                 | 11                    | 10                     |
|                                                                                                                                                                                                                                                          | 14.8%            | 16.1%                   | 13.8%              | 15.0%                 |                        |
| Strongly oppose                                                                                                                                                                                                                                          | 184              | 16                      | 41                 | 31                    |                        |
|                                                                                                                                                                                                                                                          | 46.0%            | 22.7%                   | 49.2%              | 44.3%                 |                        |
| DK/NA                                                                                                                                                                                                                                                    | 21               | 7                       | 3                  | 2                     |                        |
|                                                                                                                                                                                                                                                          | 5.2%             | 9.1%                    | 3.1%               | 2.9%                  |                        |

|                                                                                                                                                                                                                                                          |                  | Annual Household  |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------|
|                                                                                                                                                                                                                                                          |                  | \$180,000 or more | DK/NA |
| 20. 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 major corporate tenants? | Total            | 77                | 98    |
|                                                                                                                                                                                                                                                          | Strongly support | 12                | 11    |
|                                                                                                                                                                                                                                                          |                  | 15.3%             | 11.0% |
|                                                                                                                                                                                                                                                          | Somewhat support | 8                 | 13    |
|                                                                                                                                                                                                                                                          |                  | 10.6%             | 13.3% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 12                | 13    |
|                                                                                                                                                                                                                                                          | 16.1%            | 13.5%             |       |
| Strongly oppose                                                                                                                                                                                                                                          | 44               | 52                |       |
|                                                                                                                                                                                                                                                          | 57.2%            | 53.0%             |       |
| DK/NA                                                                                                                                                                                                                                                    | 1                | 9                 |       |
|                                                                                                                                                                                                                                                          | .7%              | 9.3%              |       |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                                          |                  | Annual Household Income |                       |                        |                   |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                                                                                          |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                                                                          |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 20. 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 major corporate tenants? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                                          | Somewhat support | D                       |                       |                        |                   |       |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                         | A                     |                        | A                 | A     |
|                                                                                                                                                                                                                                                          | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Gender |       |        |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------|-------|--------|
|                                                                                                                                      |                   | Total  | Male  | Female |
| 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? | Total             | 400    | 197   | 203    |
|                                                                                                                                      | Increased         | 83     | 28    | 55     |
|                                                                                                                                      |                   | 20.6%  | 14.1% | 27.0%  |
|                                                                                                                                      | Decreased         | 12     | 9     | 4      |
|                                                                                                                                      |                   | 3.0%   | 4.3%  | 1.8%   |
|                                                                                                                                      | Stayed about same | 267    | 145   | 122    |
|                                                                                                                                      | 66.8%             | 73.6%  | 60.2% |        |
| DK/NA                                                                                                                                | 38                | 16     | 22    |        |
|                                                                                                                                      | 9.5%              | 8.0%   | 11.0% |        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                      |                   | Gender      |               |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------|---------------|
|                                                                                                                                      |                   | Male<br>(A) | Female<br>(B) |
| 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         |             | A             |
|                                                                                                                                      | Decreased         |             |               |
|                                                                                                                                      | Stayed about same | B           |               |
|                                                                                                                                      | DK/NA             |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Age   |          |          |          |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------|----------|----------|----------|
|                                                                                                                                      |                   | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 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? | Total             | 387   | 67       | 31       | 125      |
|                                                                                                                                      | Increased         | 80    | 5        | 7        | 36       |
|                                                                                                                                      |                   | 20.7% | 7.9%     | 21.1%    | 28.5%    |
|                                                                                                                                      | Decreased         | 12    | 6        | 0        | 4        |
|                                                                                                                                      |                   | 3.0%  | 8.5%     | 1.0%     | 3.0%     |
|                                                                                                                                      | Stayed about same | 261   | 56       | 20       | 78       |
|                                                                                                                                      | 67.4%             | 83.6% | 63.2%    | 62.1%    |          |
| DK/NA                                                                                                                                | 34                | 0     | 5        | 8        |          |
|                                                                                                                                      | 8.9%              | .0%   | 14.6%    | 6.5%     |          |

|                                                                                                                                      |           | Age      |              |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|--------------|
|                                                                                                                                      |           | 50 to 64 | 65 and older |
| 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? | Total     | 98       | 65           |
|                                                                                                                                      | Increased | 20       | 13           |
|                                                                                                                                      |           | 20.5%    | 19.3%        |
|                                                                                                                                      | Decreased | 0        | 2            |
|                                                                                                                                      |           | .3%      | 2.4%         |
| Stayed about same                                                                                                                    | 67        | 40       |              |
|                                                                                                                                      | 68.3%     | 61.4%    |              |
| DK/NA                                                                                                                                | 11        | 11       |              |
|                                                                                                                                      | 10.9%     | 16.9%    |              |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                      |                   | Age             |                 |                 |                 |                     |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                                                      |                   | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 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         |                 |                 | A               |                 |                     |
|                                                                                                                                      | Decreased         |                 |                 |                 |                 |                     |
|                                                                                                                                      | Stayed about same | C E             |                 |                 |                 |                     |
|                                                                                                                                      | DK/NA             | a               |                 |                 |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Ethnicity |       |         |        |       |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|-------|---------|--------|-------|
|                                                                                                                                      |                   | Total     | White | Chinese | Indian | Other |
| 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? | Total             | 390       | 149   | 124     | 82     | 36    |
|                                                                                                                                      | Increased         | 81        | 17    | 30      | 26     | 9     |
|                                                                                                                                      |                   | 20.8%     | 11.7% | 23.8%   | 31.2%  | 23.8% |
|                                                                                                                                      | Decreased         | 12        | 6     | 1       | 3      | 3     |
|                                                                                                                                      |                   | 3.1%      | 3.8%  | 1.1%    | 3.1%   | 7.1%  |
|                                                                                                                                      | Stayed about same | 261       | 103   | 87      | 50     | 21    |
|                                                                                                                                      | 66.9%             | 69.5%     | 70.2% | 61.2%   | 57.5%  |       |
| DK/NA                                                                                                                                | 36                | 22        | 6     | 4       | 4      |       |
|                                                                                                                                      | 9.2%              | 14.9%     | 4.9%  | 4.4%    | 11.5%  |       |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                      |                   | Ethnicity    |                |               |              |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                      |                   | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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         |              |                | A             |              |
|                                                                                                                                      | Decreased         |              |                |               |              |
|                                                                                                                                      | Stayed about same |              |                |               |              |
|                                                                                                                                      | DK/NA             | B            |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                      |                   | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total             | 399                 | 49              | 182           | 168              |
|                                                                                                                                      | Increased         | 83<br>20.7%         | 5<br>10.7%      | 41<br>22.4%   | 37<br>21.8%      |
|                                                                                                                                      | Decreased         | 12<br>3.0%          | 2<br>4.4%       | 5<br>2.6%     | 5<br>3.2%        |
|                                                                                                                                      | Stayed about same | 266<br>66.7%        | 35<br>70.6%     | 124<br>68.0%  | 108<br>64.1%     |
|                                                                                                                                      | DK/NA             | 38<br>9.6%          | 7<br>14.4%      | 13<br>7.1%    | 18<br>10.9%      |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                      |                   | Length of Residence    |                      |                         |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                      |                   | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 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         |                        |                      |                         |
|                                                                                                                                      | Decreased         |                        |                      |                         |
|                                                                                                                                      | Stayed about same |                        |                      |                         |
|                                                                                                                                      | DK/NA             |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Homeownership Status |              |             |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------|--------------|-------------|
|                                                                                                                                      |                   | Total                | Own          | Rent        |
| 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? | Total             | 391                  | 299          | 92          |
|                                                                                                                                      | Increased         | 82<br>21.0%          | 65<br>21.8%  | 17<br>18.3% |
|                                                                                                                                      | Decreased         | 12<br>3.1%           | 7<br>2.2%    | 6<br>6.1%   |
|                                                                                                                                      | Stayed about same | 259<br>66.3%         | 200<br>66.8% | 59<br>64.6% |
|                                                                                                                                      | DK/NA             | 37<br>9.6%           | 27<br>9.1%   | 10<br>11.0% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                      |                   | Homeownership Status |             |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------|-------------|
|                                                                                                                                      |                   | Own<br>(A)           | Rent<br>(B) |
| 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         |                      |             |
|                                                                                                                                      | Decreased         |                      |             |
|                                                                                                                                      | Stayed about same |                      |             |
|                                                                                                                                      | DK/NA             |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Members in the Household |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                      |                   | Total                    | One         | Two         | Three       |
| 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? | Total             | 395                      | 38          | 91          | 105         |
|                                                                                                                                      | Increased         | 83<br>20.9%              | 5<br>12.6%  | 23<br>25.5% | 19<br>17.9% |
|                                                                                                                                      | Decreased         | 12<br>2.9%               | 2<br>6.1%   | 3<br>3.1%   | 4<br>3.9%   |
|                                                                                                                                      | Stayed about same | 264<br>66.9%             | 22<br>58.0% | 53<br>58.4% | 71<br>67.6% |
|                                                                                                                                      | DK/NA             | 37<br>9.3%               | 9<br>23.2%  | 12<br>13.0% | 11<br>10.6% |

|                                                                                                                                      |                   | Members in the |              |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------|--------------|
|                                                                                                                                      |                   | Four           | Five or more |
| 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? | Total             | 117            | 43           |
|                                                                                                                                      | Increased         | 27<br>23.3%    | 8<br>19.4%   |
|                                                                                                                                      | Decreased         | 2<br>1.7%      | 0<br>.7%     |
|                                                                                                                                      | Stayed about same | 84<br>71.3%    | 34<br>78.7%  |
|                                                                                                                                      | DK/NA             | 4<br>3.6%      | 1<br>1.3%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                      |                   | Members in the Household |     |       |      |              |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                      |                   | One                      | Two | Three | Four | Five or more |
|                                                                                                                                      |                   | (A)                      | (B) | (C)   | (D)  | (E)          |
| 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         |                          |     |       |      |              |
|                                                                                                                                      | Decreased         |                          |     |       |      |              |
|                                                                                                                                      | Stayed about same |                          |     |       |      |              |
|                                                                                                                                      | DK/NA             | D E                      |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Children in the Household |              |              |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------|--------------|--------------|
|                                                                                                                                      |                   | Total                     | Yes          | No           |
| 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? | Total             | 400                       | 181          | 220          |
|                                                                                                                                      | Increased         | 83<br>20.6%               | 38<br>21.0%  | 45<br>20.4%  |
|                                                                                                                                      | Decreased         | 12<br>3.0%                | 1<br>.8%     | 11<br>4.8%   |
|                                                                                                                                      | Stayed about same | 267<br>66.8%              | 134<br>74.0% | 134<br>60.9% |
|                                                                                                                                      | DK/NA             | 38<br>9.5%                | 8<br>4.3%    | 30<br>13.9%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                      |                   | Children in the Household |     |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------|-----|
|                                                                                                                                      |                   | Yes                       | No  |
|                                                                                                                                      |                   | (A)                       | (B) |
| 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         |                           |     |
|                                                                                                                                      | Decreased         |                           | A   |
|                                                                                                                                      | Stayed about same | B                         |     |
|                                                                                                                                      | DK/NA             |                           | A   |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Seniors in the Household |             |              |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------|-------------|--------------|
|                                                                                                                                      |                   | Total                    | Yes         | No           |
| 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? | Total             | 400                      | 130         | 271          |
|                                                                                                                                      | Increased         | 83<br>20.6%              | 31<br>23.6% | 52<br>19.2%  |
|                                                                                                                                      | Decreased         | 12<br>3.0%               | 5<br>3.6%   | 8<br>2.8%    |
|                                                                                                                                      | Stayed about same | 267<br>66.8%             | 78<br>59.8% | 190<br>70.2% |
|                                                                                                                                      | DK/NA             | 38<br>9.5%               | 17<br>13.1% | 21<br>7.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                      |                   | Seniors in the Household |     |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------|-----|
|                                                                                                                                      |                   | Yes                      | No  |
|                                                                                                                                      |                   | (A)                      | (B) |
| 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         |                          |     |
|                                                                                                                                      | Decreased         |                          |     |
|                                                                                                                                      | Stayed about same |                          | A   |
|                                                                                                                                      | DK/NA             |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                      |                   | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                      |                   | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total             | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                      | Increased         | 83                      | 14                 | 17                    | 12                     |
|                                                                                                                                      | Decreased         | 12                      | 3                  | 6                     | 1                      |
|                                                                                                                                      | Stayed about same | 267                     | 49                 | 53                    | 50                     |
|                                                                                                                                      | DK/NA             | 38                      | 7                  | 7                     | 7                      |
|                                                                                                                                      |                   | 9.5%                    | 9.8%               | 8.4%                  | 9.9%                   |

|                                                                                                                                      |                   | Annual Household  |       |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------|-------|
|                                                                                                                                      |                   | \$180,000 or more | DK/NA |
| 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? | Total             | 77                | 98    |
|                                                                                                                                      | Increased         | 14                | 26    |
|                                                                                                                                      | Decreased         | 0                 | 2     |
|                                                                                                                                      | Stayed about same | 56                | 60    |
|                                                                                                                                      | DK/NA             | 7                 | 10    |
|                                                                                                                                      |                   | 8.9%              | 10.6% |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                      |                   | Annual Household Income |                       |                        |                   |       |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                      |                   | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                      |                   | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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         |                         |                       |                        | a                 |       |
|                                                                                                                                      | Decreased         |                         |                       |                        | .                 |       |
|                                                                                                                                      | Stayed about same |                         |                       |                        |                   |       |
|                                                                                                                                      | DK/NA             |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Gender |      |        |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------|------|--------|
|                                                                                                                                                   |           | Total  | Male | Female |
| 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? | Total     | 400    | 197  | 203    |
|                                                                                                                                                   | Excellent | 81     | 52   | 29     |
|                                                                                                                                                   | Good      | 257    | 120  | 137    |
|                                                                                                                                                   | Poor      | 36     | 14   | 22     |
|                                                                                                                                                   | Very poor | 11     | 6    | 5      |
|                                                                                                                                                   | DK/NA     | 15     | 5    | 9      |
|                                                                                                                                                   |           | 3.6%   | 2.6% | 4.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                   |           | Gender |        |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------|--------|
|                                                                                                                                                   |           | Male   | Female |
|                                                                                                                                                   |           | (A)    | (B)    |
| 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 | B      |        |
|                                                                                                                                                   | Good      |        |        |
|                                                                                                                                                   | Poor      |        |        |
|                                                                                                                                                   | Very poor |        |        |
|                                                                                                                                                   | DK/NA     |        |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Age   |          |          |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------|----------|----------|----------|
|                                                                                                                                                   |           | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 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? | Total     | 387   | 67       | 31       | 125      |
|                                                                                                                                                   | Excellent | 80    | 15       | 5        | 25       |
|                                                                                                                                                   | Good      | 249   | 43       | 19       | 84       |
|                                                                                                                                                   | Poor      | 35    | 6        | 4        | 10       |
|                                                                                                                                                   | Very poor | 11    | 4        | 1        | 3        |
|                                                                                                                                                   | DK/NA     | 13    | 0        | 2        | 2        |
|                                                                                                                                                   |           | 3.5%  | .0%      | 6.2%     | 1.9%     |

|                                                                                                                                                   |           | Age      |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|--------------|
|                                                                                                                                                   |           | 50 to 64 | 65 and older |
| 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? | Total     | 98       | 65           |
|                                                                                                                                                   | Excellent | 24       | 11           |
|                                                                                                                                                   | Good      | 60       | 41           |
|                                                                                                                                                   | Poor      | 9        | 6            |
|                                                                                                                                                   | Very poor | 2        | 1            |
|                                                                                                                                                   | DK/NA     | 3        | 6            |
|                                                                                                                                                   | 3.0%      | 9.4%     |              |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                   |           | Age            |          |          |          |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|----------|----------|----------|--------------|
|                                                                                                                                                   |           | 18 to 29       | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                   |           | (A)            | (B)      | (C)      | (D)      | (E)          |
| 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 |                |          |          |          |              |
|                                                                                                                                                   | Good      |                |          |          |          |              |
|                                                                                                                                                   | Poor      |                |          |          |          |              |
|                                                                                                                                                   | Very poor |                |          |          |          |              |
|                                                                                                                                                   | DK/NA     | . <sup>a</sup> |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Ethnicity |       |         |        |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-------|---------|--------|-------|
|                                                                                                                                                   |           | Total     | White | Chinese | Indian | Other |
| 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? | Total     | 390       | 149   | 124     | 82     | 36    |
|                                                                                                                                                   | Excellent | 80        | 25    | 22      | 29     | 4     |
|                                                                                                                                                   | Good      | 251       | 91    | 93      | 44     | 24    |
|                                                                                                                                                   | Poor      | 35        | 20    | 7       | 4      | 4     |
|                                                                                                                                                   | Very poor | 11        | 6     | 0       | 3      | 3     |
|                                                                                                                                                   | DK/NA     | 13        | 7     | 2       | 3      | 1     |
|                                                                                                                                                   |           | 3.3%      | 4.6%  | 1.3%    | 3.8%   | 3.9%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                   |           | Ethnicity    |                |               |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------|----------------|---------------|--------------|
|                                                                                                                                                   |           | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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 |              |                | A B D         |              |
|                                                                                                                                                   | Good      |              | C              |               |              |
|                                                                                                                                                   | Poor      |              | .a             |               |              |
|                                                                                                                                                   | Very poor |              |                |               |              |
|                                                                                                                                                   | DK/NA     |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                   |           | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total     | 399                 | 49              | 182           | 168              |
|                                                                                                                                                   | Excellent | 81<br>20.4%         | 15<br>30.2%     | 38<br>21.1%   | 28<br>16.7%      |
|                                                                                                                                                   | Good      | 256<br>64.2%        | 29<br>58.7%     | 120<br>65.8%  | 107<br>64.0%     |
|                                                                                                                                                   | Poor      | 36<br>9.0%          | 3<br>5.2%       | 15<br>8.1%    | 19<br>11.1%      |
|                                                                                                                                                   | Very poor | 11<br>2.8%          | 3<br>5.9%       | 2<br>1.3%     | 6<br>3.6%        |
|                                                                                                                                                   | DK/NA     | 15<br>3.6%          | 0<br>.0%        | 7<br>3.8%     | 8<br>4.6%        |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                   |           | Length of Residence    |                      |                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------------------|----------------------|-------------------------|
|                                                                                                                                                   |           | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 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 |                        |                      |                         |
|                                                                                                                                                   | Good      |                        |                      |                         |
|                                                                                                                                                   | Poor      |                        |                      |                         |
|                                                                                                                                                   | Very poor |                        |                      |                         |
|                                                                                                                                                   | DK/NA     | .a                     |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Homeownership Status |              |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------|--------------|-------------|
|                                                                                                                                                   |           | Total                | Own          | Rent        |
| 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? | Total     | 391                  | 299          | 92          |
|                                                                                                                                                   | Excellent | 80<br>20.5%          | 58<br>19.5%  | 22<br>23.7% |
|                                                                                                                                                   | Good      | 252<br>64.5%         | 193<br>64.7% | 59<br>63.9% |
|                                                                                                                                                   | Poor      | 36<br>9.2%           | 30<br>9.9%   | 6<br>7.0%   |
|                                                                                                                                                   | Very poor | 11<br>2.9%           | 8<br>2.7%    | 3<br>3.6%   |
|                                                                                                                                                   | DK/NA     | 12<br>2.9%           | 10<br>3.3%   | 2<br>1.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                   |           | Homeownership Status |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------|-------------|
|                                                                                                                                                   |           | Own<br>(A)           | Rent<br>(B) |
| 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 |                      |             |
|                                                                                                                                                   | Good      |                      |             |
|                                                                                                                                                   | Poor      |                      |             |
|                                                                                                                                                   | Very poor |                      |             |
|                                                                                                                                                   | DK/NA     |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Members in the Household |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                   |           | Total                    | One         | Two         | Three       |
| 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? | Total     | 395                      | 38          | 91          | 105         |
|                                                                                                                                                   | Excellent | 80<br>20.3%              | 5<br>13.7%  | 15<br>16.6% | 29<br>27.4% |
|                                                                                                                                                   | Good      | 257<br>65.0%             | 23<br>60.5% | 63<br>69.0% | 69<br>65.4% |
|                                                                                                                                                   | Poor      | 35<br>9.0%               | 7<br>19.3%  | 5<br>5.9%   | 6<br>5.6%   |
|                                                                                                                                                   | Very poor | 11<br>2.8%               | 0<br>.0%    | 5<br>5.5%   | 1<br>.9%    |
|                                                                                                                                                   | DK/NA     | 11<br>2.9%               | 2<br>6.5%   | 3<br>3.0%   | 1<br>.8%    |

|                                                                                                                                                   |           | Members in the |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|--------------|
|                                                                                                                                                   |           | Four           | Five or more |
| 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? | Total     | 117            | 43           |
|                                                                                                                                                   | Excellent | 24<br>20.5%    | 7<br>15.9%   |
|                                                                                                                                                   | Good      | 76<br>64.6%    | 26<br>61.0%  |
|                                                                                                                                                   | Poor      | 14<br>11.6%    | 3<br>7.5%    |
|                                                                                                                                                   | Very poor | 2<br>1.6%      | 3<br>7.8%    |
|                                                                                                                                                   | DK/NA     | 2<br>1.7%      | 3<br>7.8%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                   |           | Members in the Household |     |       |      |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                   |           | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                   |           | (A)                      | (B) | (C)   | (D)  | (E)          |
| 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 |                          |     |       |      |              |
|                                                                                                                                                   | Good      |                          |     |       |      |              |
|                                                                                                                                                   | Poor      |                          |     |       |      |              |
|                                                                                                                                                   | Very poor | a                        |     |       |      |              |
|                                                                                                                                                   | DK/NA     |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Children in the Household |              |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------------|--------------|--------------|
|                                                                                                                                                   |           | Total                     | Yes          | No           |
| 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? | Total     | 400                       | 181          | 220          |
|                                                                                                                                                   | Excellent | 81<br>20.3%               | 30<br>16.6%  | 51<br>23.3%  |
|                                                                                                                                                   | Good      | 257<br>64.3%              | 127<br>70.2% | 131<br>59.5% |
|                                                                                                                                                   | Poor      | 36<br>9.0%                | 15<br>8.5%   | 21<br>9.3%   |
|                                                                                                                                                   | Very poor | 11<br>2.8%                | 5<br>2.8%    | 6<br>2.8%    |
|                                                                                                                                                   | DK/NA     | 15<br>3.6%                | 3<br>1.9%    | 11<br>5.1%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                   |           | Children in the Household |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------------|-----|
|                                                                                                                                                   |           | Yes                       | No  |
|                                                                                                                                                   |           | (A)                       | (B) |
| 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 |                           |     |
|                                                                                                                                                   | Good      |                           |     |
|                                                                                                                                                   | Poor      | B                         |     |
|                                                                                                                                                   | Very poor |                           |     |
|                                                                                                                                                   | DK/NA     |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Seniors in the Household |             |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------|-------------|--------------|
|                                                                                                                                                   |           | Total                    | Yes         | No           |
| 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? | Total     | 400                      | 130         | 271          |
|                                                                                                                                                   | Excellent | 81<br>20.3%              | 22<br>17.3% | 59<br>21.7%  |
|                                                                                                                                                   | Good      | 257<br>64.3%             | 80<br>61.6% | 177<br>65.6% |
|                                                                                                                                                   | Poor      | 36<br>9.0%               | 12<br>9.5%  | 24<br>8.7%   |
|                                                                                                                                                   | Very poor | 11<br>2.8%               | 5<br>3.5%   | 7<br>2.5%    |
|                                                                                                                                                   | DK/NA     | 15<br>3.6%               | 11<br>8.2%  | 4<br>1.5%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                   |           | Seniors in the Household |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------|-----|
|                                                                                                                                                   |           | Yes                      | No  |
|                                                                                                                                                   |           | (A)                      | (B) |
| 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 |                          |     |
|                                                                                                                                                   | Good      |                          |     |
|                                                                                                                                                   | Poor      |                          |     |
|                                                                                                                                                   | Very poor |                          |     |
|                                                                                                                                                   | DK/NA     | B                        |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                   |           | Annual Household Income |                    |                       |                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                   |           | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total     | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                   | Excellent | 81                      | 10                 | 26                    | 11                     |
|                                                                                                                                                   | Good      | 257                     | 48                 | 48                    | 48                     |
|                                                                                                                                                   | Poor      | 36                      | 11                 | 5                     | 6                      |
|                                                                                                                                                   | Very poor | 11                      | 1                  | 2                     | 3                      |
|                                                                                                                                                   | DK/NA     | 15                      | 2                  | 1                     | 1                      |
|                                                                                                                                                   |           |                         | 3.6%               | 2.7%                  | 1.0%                   |

|                                                                                                                                                   |           | Annual Household  |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------|-------|
|                                                                                                                                                   |           | \$180,000 or more | DK/NA |
| 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? | Total     | 77                | 98    |
|                                                                                                                                                   | Excellent | 21                | 13    |
|                                                                                                                                                   | Good      | 48                | 65    |
|                                                                                                                                                   | Poor      | 5                 | 7     |
|                                                                                                                                                   | Very poor | 2                 | 2     |
|                                                                                                                                                   | DK/NA     | 0                 | 11    |
|                                                                                                                                                   |           | .0%               | 10.7% |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                   |           | Annual Household Income |                       |                        |                   |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                   |           | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                   |           | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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 |                         | E                     |                        |                   |       |
|                                                                                                                                                   | Good      |                         |                       |                        |                   |       |
|                                                                                                                                                   | Poor      |                         |                       |                        |                   |       |
|                                                                                                                                                   | Very poor |                         |                       |                        |                   |       |
|                                                                                                                                                   | DK/NA     |                         |                       |                        | a                 | B     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |                         | Gender |      |        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------|------|--------|
|                                                                                                                                                                                                       |                         | Total  | Male | Female |
| 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? | Total                   | 400    | 197  | 203    |
|                                                                                                                                                                                                       | More resentful/closed   | 32     | 9    | 23     |
|                                                                                                                                                                                                       | More sympathetic/open   | 153    | 73   | 79     |
|                                                                                                                                                                                                       | No change in how I feel | 203    | 111  | 92     |
|                                                                                                                                                                                                       | DK/NA                   | 13     | 4    | 9      |
|                                                                                                                                                                                                       |                         | 3.1%   | 1.8% | 4.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                       |                         | Gender      |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------|---------------|
|                                                                                                                                                                                                       |                         | Male<br>(A) | Female<br>(B) |
| 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? | More resentful/closed   |             | A             |
|                                                                                                                                                                                                       | More sympathetic/open   |             |               |
|                                                                                                                                                                                                       | No change in how I feel | B           |               |
|                                                                                                                                                                                                       | DK/NA                   |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |                         | Age   |          |          |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------|----------|----------|----------|
|                                                                                                                                                                                                       |                         | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 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? | Total                   | 387   | 67       | 31       | 125      |
|                                                                                                                                                                                                       | More resentful/closed   | 31    | 1        | 2        | 11       |
|                                                                                                                                                                                                       |                         | 8.0%  | 1.2%     | 6.3%     | 8.8%     |
|                                                                                                                                                                                                       | More sympathetic/open   | 148   | 23       | 8        | 56       |
|                                                                                                                                                                                                       |                         | 38.2% | 34.8%    | 26.1%    | 44.9%    |
|                                                                                                                                                                                                       | No change in how I feel | 198   | 43       | 19       | 55       |
|                                                                                                                                                                                                       | 51.1%                   | 64.0% | 61.4%    | 43.7%    |          |
| DK/NA                                                                                                                                                                                                 | 10                      | 0     | 2        | 3        |          |
|                                                                                                                                                                                                       | 2.7%                    | .0%   | 6.2%     | 2.6%     |          |

|                                                                                                                                                                                                       |                       | Age      |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------|--------------|
|                                                                                                                                                                                                       |                       | 50 to 64 | 65 and older |
| 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? | Total                 | 98       | 65           |
|                                                                                                                                                                                                       | More resentful/closed | 9        | 8            |
|                                                                                                                                                                                                       |                       | 9.5%     | 11.8%        |
|                                                                                                                                                                                                       | More sympathetic/open | 34       | 26           |
|                                                                                                                                                                                                       |                       | 34.6%    | 40.5%        |
| No change in how I feel                                                                                                                                                                               | 52                    | 29       |              |
|                                                                                                                                                                                                       | 53.1%                 | 44.1%    |              |
| DK/NA                                                                                                                                                                                                 | 3                     | 2        |              |
|                                                                                                                                                                                                       | 2.8%                  | 3.7%     |              |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                       |                         | Age             |                 |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------|-----------------|-----------------|
|                                                                                                                                                                                                       |                         | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) |
| 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? | More resentful/closed   |                 |                 |                 |
|                                                                                                                                                                                                       | More sympathetic/open   |                 |                 |                 |
|                                                                                                                                                                                                       | No change in how I feel |                 |                 |                 |
|                                                                                                                                                                                                       | DK/NA                   | a               |                 |                 |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                       |                         | Age             |                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------|---------------------|
|                                                                                                                                                                                                       |                         | 50 to 64<br>(D) | 65 and older<br>(E) |
| 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? | More resentful/closed   |                 |                     |
|                                                                                                                                                                                                       | More sympathetic/open   |                 |                     |
|                                                                                                                                                                                                       | No change in how I feel |                 |                     |
|                                                                                                                                                                                                       | DK/NA                   |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |  | Ethnicity    |             |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------|-------------|-------------|
|                                                                                                                                                                                                       |  | Total        | White       | Chinese     |
| 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? |  | 390          | 149         | 124         |
| Total                                                                                                                                                                                                 |  |              |             |             |
| More resentful/closed                                                                                                                                                                                 |  | 32<br>8.2%   | 18<br>12.0% | 9<br>7.1%   |
| More sympathetic/open                                                                                                                                                                                 |  | 150<br>38.5% | 49<br>33.0% | 44<br>35.5% |
| No change in how I feel                                                                                                                                                                               |  | 196<br>50.3% | 75<br>50.3% | 66<br>53.5% |
| DK/NA                                                                                                                                                                                                 |  | 12<br>3.0%   | 7<br>4.7%   | 5<br>3.9%   |

|                                                                                                                                                                                                       |  | Ethnicity   |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-------------|-------------|
|                                                                                                                                                                                                       |  | Indian      | Other       |
| 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? |  | 82          | 36          |
| Total                                                                                                                                                                                                 |  |             |             |
| More resentful/closed                                                                                                                                                                                 |  | 1<br>1.6%   | 4<br>11.1%  |
| More sympathetic/open                                                                                                                                                                                 |  | 41<br>50.2% | 16<br>45.4% |
| No change in how I feel                                                                                                                                                                               |  | 40<br>48.3% | 16<br>43.5% |
| DK/NA                                                                                                                                                                                                 |  | 0<br>.0%    | 0<br>.0%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                       |                         | Ethnicity    |                |               |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                                                       |                         | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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? | More resentful/closed   | C            |                |               |              |
|                                                                                                                                                                                                       | More sympathetic/open   |              |                |               |              |
|                                                                                                                                                                                                       | No change in how I feel |              |                | a             | a            |
|                                                                                                                                                                                                       | DK/NA                   |              |                | .             | .            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |  | Length of Residence |                 |               |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                       |  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? |  | 399                 | 49              | 182           | 168              |
| Total                                                                                                                                                                                                 |  |                     |                 |               |                  |
| More resentful/closed                                                                                                                                                                                 |  | 32<br>8.0%          | 2<br>3.2%       | 11<br>5.9%    | 20<br>11.7%      |
| More sympathetic/open                                                                                                                                                                                 |  | 153<br>38.3%        | 17<br>34.2%     | 77<br>42.4%   | 59<br>34.9%      |
| No change in how I feel                                                                                                                                                                               |  | 202<br>50.6%        | 30<br>61.0%     | 88<br>48.4%   | 84<br>50.0%      |
| DK/NA                                                                                                                                                                                                 |  | 13<br>3.1%          | 1<br>1.5%       | 6<br>3.3%     | 6<br>3.4%        |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                       |                         | Length of Residence |               |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------|---------------|------------------|
|                                                                                                                                                                                                       |                         | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                                                                                                                                                       |                         | (A)                 | (B)           | (C)              |
| 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? | More resentful/closed   |                     |               |                  |
|                                                                                                                                                                                                       | More sympathetic/open   |                     |               |                  |
|                                                                                                                                                                                                       | No change in how I feel |                     |               |                  |
|                                                                                                                                                                                                       | DK/NA                   |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |                         | Homeownership Status |      |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------|------|------|
|                                                                                                                                                                                                       |                         | Total                | Own  | Rent |
| 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? | Total                   | 391                  | 299  | 92   |
|                                                                                                                                                                                                       | More resentful/closed   | 31                   | 28   | 3    |
|                                                                                                                                                                                                       | More sympathetic/open   | 151                  | 111  | 40   |
|                                                                                                                                                                                                       | No change in how I feel | 198                  | 153  | 45   |
|                                                                                                                                                                                                       | DK/NA                   | 10                   | 7    | 3    |
|                                                                                                                                                                                                       |                         | 2.6%                 | 2.3% | 3.5% |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                       |                         | Homeownership Status |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------|-------------|
|                                                                                                                                                                                                       |                         | Own<br>(A)           | Rent<br>(B) |
| 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? | More resentful/closed   | B                    |             |
|                                                                                                                                                                                                       | More sympathetic/open   |                      |             |
|                                                                                                                                                                                                       | No change in how I feel |                      |             |
|                                                                                                                                                                                                       | DK/NA                   |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |                         | Members in the Household |      |      |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------|------|------|-------|
|                                                                                                                                                                                                       |                         | Total                    | One  | Two  | Three |
| 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? | Total                   | 395                      | 38   | 91   | 105   |
|                                                                                                                                                                                                       | More resentful/closed   | 32                       | 7    | 9    | 7     |
|                                                                                                                                                                                                       | More sympathetic/open   | 151                      | 13   | 31   | 35    |
|                                                                                                                                                                                                       | No change in how I feel | 202                      | 17   | 48   | 61    |
|                                                                                                                                                                                                       | DK/NA                   | 10                       | 1    | 4    | 3     |
|                                                                                                                                                                                                       |                         | 2.6%                     | 3.4% | 4.7% | 2.5%  |

|                                                                                                                                                                                                       |                         | Members in the |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------|--------------|
|                                                                                                                                                                                                       |                         | Four           | Five or more |
| Total                                                                                                                                                                                                 |                         | 117            | 43           |
| 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? | More resentful/closed   | 8<br>7.2%      | 1<br>1.9%    |
|                                                                                                                                                                                                       | More sympathetic/open   | 53<br>45.1%    | 20<br>45.7%  |
|                                                                                                                                                                                                       | No change in how I feel | 54<br>46.0%    | 23<br>52.4%  |
|                                                                                                                                                                                                       | DK/NA                   | 2<br>1.7%      | 0<br>.0%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                       |                         | Members in the Household |     |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------|-----|-------|
|                                                                                                                                                                                                       |                         | One                      | Two | Three |
|                                                                                                                                                                                                       |                         | (A)                      | (B) | (C)   |
| 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? | More resentful/closed   |                          |     |       |
|                                                                                                                                                                                                       | More sympathetic/open   |                          |     |       |
|                                                                                                                                                                                                       | No change in how I feel |                          |     |       |
|                                                                                                                                                                                                       | DK/NA                   |                          |     |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                       |                         | Members in the |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------|--------------|
|                                                                                                                                                                                                       |                         | Four           | Five or more |
|                                                                                                                                                                                                       |                         | (D)            | (E)          |
| 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? | More resentful/closed   |                |              |
|                                                                                                                                                                                                       | More sympathetic/open   |                |              |
|                                                                                                                                                                                                       | No change in how I feel |                |              |
|                                                                                                                                                                                                       | DK/NA                   |                | <sup>a</sup> |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |                         | Children in the Household |             |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------|-------------|--------------|
|                                                                                                                                                                                                       |                         | Total                     | Yes         | No           |
| Total                                                                                                                                                                                                 |                         | 400                       | 181         | 220          |
| 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? | More resentful/closed   | 32<br>8.0%                | 12<br>6.8%  | 20<br>8.9%   |
|                                                                                                                                                                                                       | More sympathetic/open   | 153<br>38.1%              | 79<br>43.9% | 73<br>33.4%  |
|                                                                                                                                                                                                       | No change in how I feel | 203<br>50.8%              | 87<br>48.2% | 116<br>52.9% |
|                                                                                                                                                                                                       | DK/NA                   | 13<br>3.1%                | 2<br>1.1%   | 11<br>4.8%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                       |                         | Children in the Household |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------|-----|
|                                                                                                                                                                                                       |                         | Yes                       | No  |
|                                                                                                                                                                                                       |                         | (A)                       | (B) |
| 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? | More resentful/closed   |                           |     |
|                                                                                                                                                                                                       | More sympathetic/open   | B                         |     |
|                                                                                                                                                                                                       | No change in how I feel |                           |     |
|                                                                                                                                                                                                       | DK/NA                   |                           | A   |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |                         | Seniors in the Household |             |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                                                       |                         | Total                    | Yes         | No           |
| Total                                                                                                                                                                                                 |                         | 400                      | 130         | 271          |
| 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? | More resentful/closed   | 32<br>8.0%               | 14<br>10.6% | 18<br>6.7%   |
|                                                                                                                                                                                                       | More sympathetic/open   | 153<br>38.1%             | 40<br>31.1% | 112<br>41.5% |
|                                                                                                                                                                                                       | No change in how I feel | 203<br>50.8%             | 68<br>52.1% | 136<br>50.1% |
|                                                                                                                                                                                                       | DK/NA                   | 13<br>3.1%               | 8<br>6.2%   | 4<br>1.7%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                       |                         | Seniors in the Household |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------------------------|-----|
|                                                                                                                                                                                                       |                         | Yes                      | No  |
|                                                                                                                                                                                                       |                         | (A)                      | (B) |
| 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? | More resentful/closed   |                          |     |
|                                                                                                                                                                                                       | More sympathetic/open   |                          | A   |
|                                                                                                                                                                                                       | No change in how I feel |                          |     |
|                                                                                                                                                                                                       | DK/NA                   | B                        |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                       |                         | Annual Household Income |                    |                       |                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                       |                         | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total                   | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                                                       | More resentful/closed   | 32                      | 7                  | 7                     | 5                      |
|                                                                                                                                                                                                       |                         | 8.0%                    | 10.3%              | 8.4%                  | 7.6%                   |
|                                                                                                                                                                                                       | More sympathetic/open   | 153                     | 25                 | 38                    | 27                     |
|                                                                                                                                                                                                       |                         | 38.1%                   | 34.6%              | 46.2%                 | 39.2%                  |
|                                                                                                                                                                                                       | No change in how I feel | 203                     | 38                 | 38                    | 37                     |
|                                                                                                                                                                                                       | 50.8%                   | 53.2%                   | 45.5%              | 52.5%                 |                        |
| DK/NA                                                                                                                                                                                                 | 13                      | 1                       | 0                  | 0                     |                        |
|                                                                                                                                                                                                       | 3.1%                    | 1.8%                    | .0%                | .7%                   |                        |

|                                                                                                                                                                                                       |                       | Annual Household  |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------|-------|
|                                                                                                                                                                                                       |                       | \$180,000 or more | DK/NA |
| 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? | Total                 | 77                | 98    |
|                                                                                                                                                                                                       | More resentful/closed | 4                 | 8     |
|                                                                                                                                                                                                       |                       | 5.7%              | 7.9%  |
|                                                                                                                                                                                                       | More sympathetic/open | 25                | 37    |
|                                                                                                                                                                                                       |                       | 32.3%             | 37.7% |
| No change in how I feel                                                                                                                                                                               | 45                    | 45                |       |
|                                                                                                                                                                                                       | 58.7%                 | 46.0%             |       |
| DK/NA                                                                                                                                                                                                 | 3                     | 8                 |       |
|                                                                                                                                                                                                       | 3.3%                  | 8.3%              |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                       |                         | Annual Household Income |                       |                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|-----------------------|------------------------|
|                                                                                                                                                                                                       |                         | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
|                                                                                                                                                                                                       |                         | (A)                     | (B)                   | (C)                    |
| 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? | More resentful/closed   |                         |                       |                        |
|                                                                                                                                                                                                       | More sympathetic/open   |                         |                       |                        |
|                                                                                                                                                                                                       | No change in how I feel |                         |                       |                        |
|                                                                                                                                                                                                       | DK/NA                   |                         | a                     |                        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                       |                         | Annual Household  |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------|-------|
|                                                                                                                                                                                                       |                         | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                       |                         | (D)               | (E)   |
| 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? | More resentful/closed   |                   |       |
|                                                                                                                                                                                                       | More sympathetic/open   |                   |       |
|                                                                                                                                                                                                       | No change in how I feel |                   |       |
|                                                                                                                                                                                                       | DK/NA                   |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Gender       |              |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|--------------|--------------|
|                                                                                                                                                                       |                        | Total        | Male         | Female       |
| 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? | Total                  | 400          | 197          | 203          |
|                                                                                                                                                                       | Too much               | 35<br>8.9%   | 17<br>8.9%   | 18<br>8.8%   |
|                                                                                                                                                                       | About the right amount | 237<br>59.3% | 122<br>62.0% | 115<br>56.8% |
|                                                                                                                                                                       | Not enough             | 65<br>16.2%  | 29<br>14.7%  | 36<br>17.6%  |
|                                                                                                                                                                       | DK/NA                  | 63<br>15.6%  | 28<br>14.4%  | 34<br>16.8%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                       |                        | Gender   |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------|------------|
|                                                                                                                                                                       |                        | Male (A) | Female (B) |
| 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               |          |            |
|                                                                                                                                                                       | About the right amount |          |            |
|                                                                                                                                                                       | Not enough             |          |            |
|                                                                                                                                                                       | DK/NA                  |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Age          |             |             |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                       |                        | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 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? | Total                  | 387          | 67          | 31          | 125         |
|                                                                                                                                                                       | Too much               | 33<br>8.4%   | 5<br>6.8%   | 6<br>18.8%  | 5<br>4.1%   |
|                                                                                                                                                                       | About the right amount | 230<br>59.5% | 41<br>61.2% | 13<br>40.4% | 77<br>61.1% |
|                                                                                                                                                                       | Not enough             | 64<br>16.6%  | 19<br>27.6% | 8<br>24.7%  | 22<br>17.4% |
|                                                                                                                                                                       | DK/NA                  | 60<br>15.5%  | 3<br>4.4%   | 5<br>16.1%  | 22<br>17.4% |

|                                                                                                                                                                       |                        | Age         |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------|--------------|
|                                                                                                                                                                       |                        | 50 to 64    | 65 and older |
| 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? | Total                  | 98          | 65           |
|                                                                                                                                                                       | Too much               | 9<br>9.5%   | 8<br>12.0%   |
|                                                                                                                                                                       | About the right amount | 62<br>63.1% | 38<br>58.4%  |
|                                                                                                                                                                       | Not enough             | 11<br>11.7% | 5<br>7.0%    |
|                                                                                                                                                                       | DK/NA                  | 15<br>15.8% | 15<br>22.6%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                       |                        | Age          |              |              |              |                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|--------------|--------------|--------------|------------------|
|                                                                                                                                                                       |                        | 18 to 29 (A) | 30 to 39 (B) | 40 to 49 (C) | 50 to 64 (D) | 65 and older (E) |
| 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               |              | C            |              |              |                  |
|                                                                                                                                                                       | About the right amount |              |              |              |              |                  |
|                                                                                                                                                                       | Not enough             | E            |              |              |              |                  |
|                                                                                                                                                                       | DK/NA                  |              |              |              |              | A                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Ethnicity    |             |             |             |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                       |                        | Total        | White       | Chinese     | Indian      | Other       |
| 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? | Total                  | 390          | 149         | 124         | 82          | 36          |
|                                                                                                                                                                       | Too much               | 32<br>8.3%   | 23<br>15.5% | 4<br>3.1%   | 4<br>4.8%   | 2<br>4.3%   |
|                                                                                                                                                                       | About the right amount | 233<br>59.8% | 84<br>56.6% | 80<br>64.6% | 48<br>59.0% | 21<br>57.9% |
|                                                                                                                                                                       | Not enough             | 64<br>16.4%  | 22<br>14.6% | 18<br>14.2% | 18<br>22.0% | 7<br>18.7%  |
|                                                                                                                                                                       | DK/NA                  | 61<br>15.5%  | 20<br>13.3% | 22<br>18.1% | 12<br>14.2% | 7<br>19.2%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                       |                        | Ethnicity    |                |               |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                       |                        | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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               | B            |                |               |              |
|                                                                                                                                                                       | About the right amount |              |                |               |              |
|                                                                                                                                                                       | Not enough             |              |                |               |              |
|                                                                                                                                                                       | DK/NA                  |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Length of Residence |                 |               |                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                       |                        | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total                  | 399                 | 49              | 182           | 168              |
|                                                                                                                                                                       | Too much               | 35<br>8.9%          | 8<br>16.4%      | 8<br>4.1%     | 20<br>11.9%      |
|                                                                                                                                                                       | About the right amount | 236<br>59.2%        | 23<br>46.1%     | 112<br>61.3%  | 102<br>60.7%     |
|                                                                                                                                                                       | Not enough             | 65<br>16.2%         | 13<br>26.4%     | 28<br>15.5%   | 24<br>14.1%      |
|                                                                                                                                                                       | DK/NA                  | 63<br>15.7%         | 5<br>11.1%      | 35<br>19.1%   | 22<br>13.3%      |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                       |                        | Length of Residence    |                      |                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                       |                        | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 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               | B                      |                      | B                       |
|                                                                                                                                                                       | About the right amount |                        |                      |                         |
|                                                                                                                                                                       | Not enough             |                        |                      |                         |
|                                                                                                                                                                       | DK/NA                  |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Homeownership Status |              |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------|--------------|-------------|
|                                                                                                                                                                       |                        | Total                | Own          | Rent        |
| 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? | Total                  | 391                  | 299          | 92          |
|                                                                                                                                                                       | Too much               | 35<br>8.9%           | 24<br>8.1%   | 10<br>11.3% |
|                                                                                                                                                                       | About the right amount | 236<br>60.3%         | 178<br>59.4% | 58<br>63.4% |
|                                                                                                                                                                       | Not enough             | 64<br>16.4%          | 51<br>16.9%  | 13<br>14.5% |
|                                                                                                                                                                       | DK/NA                  | 56<br>14.4%          | 47<br>15.6%  | 10<br>10.8% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                       |                        | Homeownership Status |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------|-------------|
|                                                                                                                                                                       |                        | Own<br>(A)           | Rent<br>(B) |
| 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               |                      |             |
|                                                                                                                                                                       | About the right amount |                      |             |
|                                                                                                                                                                       | Not enough             |                      |             |
|                                                                                                                                                                       | DK/NA                  |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Members in the Household |             |             |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                       |                        | Total                    | One         | Two         | Three       |
| 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? | Total                  | 395                      | 38          | 91          | 105         |
|                                                                                                                                                                       | Too much               | 35<br>9.0%               | 4<br>11.5%  | 12<br>12.7% | 7<br>6.6%   |
|                                                                                                                                                                       | About the right amount | 235<br>59.5%             | 23<br>60.6% | 48<br>52.4% | 63<br>59.8% |
|                                                                                                                                                                       | Not enough             | 65<br>16.4%              | 5<br>14.4%  | 11<br>12.3% | 18<br>16.7% |
|                                                                                                                                                                       | DK/NA                  | 59<br>15.1%              | 5<br>13.6%  | 21<br>22.5% | 18<br>16.9% |

|                                                                                                                                                                       |                        | Members in the |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------|--------------|
|                                                                                                                                                                       |                        | Four           | Five or more |
| Total                                                                                                                                                                 |                        | 117            | 43           |
| 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<br>7.9%      | 3<br>7.6%    |
|                                                                                                                                                                       | About the right amount | 77<br>65.7%    | 24<br>56.3%  |
|                                                                                                                                                                       | Not enough             | 21<br>17.7%    | 10<br>22.4%  |
|                                                                                                                                                                       | DK/NA                  | 10<br>8.7%     | 6<br>13.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                       |                        | Members in the Household |     |       |      |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                                       |                        | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                                       |                        | (A)                      | (B) | (C)   | (D)  | (E)          |
| 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               |                          |     |       |      |              |
|                                                                                                                                                                       | About the right amount |                          |     |       |      |              |
|                                                                                                                                                                       | Not enough             |                          |     |       |      |              |
|                                                                                                                                                                       | DK/NA                  |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Children in the Household |              |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------|--------------|--------------|
|                                                                                                                                                                       |                        | Total                     | Yes          | No           |
| Total                                                                                                                                                                 |                        | 400                       | 181          | 220          |
| 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               | 35<br>8.9%                | 14<br>7.5%   | 22<br>10.0%  |
|                                                                                                                                                                       | About the right amount | 237<br>59.3%              | 111<br>61.7% | 126<br>57.4% |
|                                                                                                                                                                       | Not enough             | 65<br>16.2%               | 34<br>19.1%  | 30<br>13.8%  |
|                                                                                                                                                                       | DK/NA                  | 63<br>15.6%               | 21<br>11.7%  | 41<br>18.8%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                       |                        | Children in the Household |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------|-----|
|                                                                                                                                                                       |                        | Yes                       | No  |
|                                                                                                                                                                       |                        | (A)                       | (B) |
| 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               |                           |     |
|                                                                                                                                                                       | About the right amount |                           |     |
|                                                                                                                                                                       | Not enough             |                           |     |
|                                                                                                                                                                       | DK/NA                  |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Seniors in the Household |             |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                       |                        | Total                    | Yes         | No           |
| Total                                                                                                                                                                 |                        | 400                      | 130         | 271          |
| 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               | 35<br>8.9%               | 11<br>8.7%  | 24<br>8.9%   |
|                                                                                                                                                                       | About the right amount | 237<br>59.3%             | 77<br>59.0% | 161<br>59.5% |
|                                                                                                                                                                       | Not enough             | 65<br>16.2%              | 19<br>14.4% | 46<br>17.0%  |
|                                                                                                                                                                       | DK/NA                  | 63<br>15.6%              | 23<br>17.8% | 39<br>14.6%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                       |                        | Seniors in the Household |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------|-----|
|                                                                                                                                                                       |                        | Yes                      | No  |
|                                                                                                                                                                       |                        | (A)                      | (B) |
| 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               |                          |     |
|                                                                                                                                                                       | About the right amount |                          |     |
|                                                                                                                                                                       | Not enough             |                          |     |
|                                                                                                                                                                       | DK/NA                  |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                       |                        | Annual Household Income |                    |                       |                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                       |                        | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total                  | 400                     | 72                 | 83                    | 70                     |
|                                                                                                                                                                       | Too much               | 35                      | 4                  | 4                     | 11                     |
|                                                                                                                                                                       |                        | 8.9%                    | 5.6%               | 4.7%                  | 15.5%                  |
|                                                                                                                                                                       | About the right amount | 237                     | 40                 | 50                    | 48                     |
|                                                                                                                                                                       |                        | 59.3%                   | 55.8%              | 60.4%                 | 68.1%                  |
|                                                                                                                                                                       | Not enough             | 65                      | 14                 | 17                    | 6                      |
|                                                                                                                                                                       | 16.2%                  | 19.6%                   | 20.1%              | 8.9%                  |                        |
| DK/NA                                                                                                                                                                 | 63                     | 14                      | 12                 | 5                     |                        |
|                                                                                                                                                                       | 15.6%                  | 19.1%                   | 14.7%              | 7.5%                  |                        |

|                                                                                                                                                                       |                        | Annual Household  |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------|-------|
|                                                                                                                                                                       |                        | \$180,000 or more | DK/NA |
| 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? | Total                  | 77                | 98    |
|                                                                                                                                                                       | Too much               | 6                 | 10    |
|                                                                                                                                                                       |                        | 8.3%              | 10.5% |
|                                                                                                                                                                       | About the right amount | 50                | 49    |
|                                                                                                                                                                       |                        | 65.2%             | 50.2% |
|                                                                                                                                                                       | Not enough             | 11                | 17    |
|                                                                                                                                                                       | 14.6%                  | 16.8%             |       |
| DK/NA                                                                                                                                                                 | 9                      | 22                |       |
|                                                                                                                                                                       | 11.9%                  | 22.5%             |       |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                       |                        | Annual Household Income |                       |                        |                   |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                       |                        | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                       |                        | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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               |                         |                       |                        |                   |       |
|                                                                                                                                                                       | About the right amount |                         |                       |                        |                   |       |
|                                                                                                                                                                       | Not enough             |                         |                       |                        |                   |       |
|                                                                                                                                                                       | DK/NA                  |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |                       | Gender |       |        |
|--------------------------------------------------------------------------------|-----------------------|--------|-------|--------|
|                                                                                |                       | Total  | Male  | Female |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 400    | 197   | 203    |
|                                                                                | Yes                   | 246    | 138   | 109    |
|                                                                                |                       | 61.6%  | 69.9% | 53.4%  |
|                                                                                | No                    | 139    | 54    | 85     |
|                                                                                |                       | 34.8%  | 27.4% | 42.0%  |
| DK/NA                                                                          | 15                    | 5      | 9     |        |
|                                                                                | 3.6%                  | 2.7%   | 4.6%  |        |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 400    | 197   | 203    |
|                                                                                | Yes                   | 284    | 152   | 132    |
|                                                                                |                       | 71.0%  | 77.1% | 65.2%  |
|                                                                                | No                    | 105    | 43    | 62     |
|                                                                                |                       | 26.1%  | 21.6% | 30.5%  |
|                                                                                | (DON'T READ)<br>DK/NA | 11     | 2     | 9      |
|                                                                                | 2.8%                  | 1.3%   | 4.3%  |        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |                       | Gender      |               |
|--------------------------------------------------------------------------------|-----------------------|-------------|---------------|
|                                                                                |                       | Male<br>(A) | Female<br>(B) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   | B           |               |
|                                                                                | No                    |             | A             |
|                                                                                | DK/NA                 |             |               |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   | B           |               |
|                                                                                | No                    |             | A             |
|                                                                                | (DON'T READ)<br>DK/NA |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |                       | Age          |             |             |             |
|--------------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|
|                                                                                |                       | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 387          | 67          | 31          | 125         |
|                                                                                | Yes                   | 238<br>61.5% | 42<br>62.3% | 16<br>51.1% | 80<br>64.3% |
|                                                                                | No                    | 136<br>35.1% | 25<br>37.7% | 15<br>48.9% | 42<br>33.6% |
|                                                                                | DK/NA                 | 13<br>3.4%   | 0<br>.0%    | 0<br>.0%    | 3<br>2.2%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 387          | 67          | 31          | 125         |
|                                                                                | Yes                   | 275<br>70.9% | 50<br>74.3% | 18<br>57.7% | 94<br>75.0% |
|                                                                                | No                    | 102<br>26.4% | 17<br>25.7% | 10<br>33.2% | 31<br>24.4% |
|                                                                                | (DON'T READ)<br>DK/NA | 10<br>2.6%   | 0<br>.0%    | 3<br>9.1%   | 1<br>.6%    |

|                                                                                |                       | Age         |              |
|--------------------------------------------------------------------------------|-----------------------|-------------|--------------|
|                                                                                |                       | 50 to 64    | 65 and older |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 98          | 65           |
|                                                                                | Yes                   | 64<br>65.2% | 36<br>55.1%  |
|                                                                                | No                    | 31<br>32.1% | 22<br>33.2%  |
|                                                                                | DK/NA                 | 3<br>2.7%   | 8<br>11.8%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 98          | 65           |
|                                                                                | Yes                   | 72<br>73.1% | 41<br>62.4%  |
|                                                                                | No                    | 24<br>24.0% | 21<br>31.6%  |
|                                                                                | (DON'T READ)<br>DK/NA | 3<br>2.8%   | 4<br>6.0%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                |                       | Age             |                 |                 |                 |                     |
|--------------------------------------------------------------------------------|-----------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                |                       | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   |                 |                 |                 |                 |                     |
|                                                                                | No                    |                 |                 |                 |                 |                     |
|                                                                                | DK/NA                 | a               | a               |                 |                 | C                   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   |                 |                 |                 |                 |                     |
|                                                                                | No                    |                 |                 |                 |                 |                     |
|                                                                                | (DON'T READ)<br>DK/NA | a               | C               |                 |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |              | Ethnicity    |              |             |             |             |
|--------------------------------------------------------------------------------|--------------|--------------|--------------|-------------|-------------|-------------|
|                                                                                |              | Total        | White        | Chinese     | Indian      | Other       |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total        | 390          | 149          | 124         | 82          | 36          |
|                                                                                | Yes          | 242<br>62.0% | 100<br>67.3% | 72<br>57.9% | 48<br>58.8% | 22<br>61.4% |
|                                                                                | No           | 135<br>34.5% | 42<br>28.2%  | 47<br>37.9% | 32<br>38.8% | 14<br>38.6% |
|                                                                                | DK/NA        | 14<br>3.5%   | 7<br>4.5%    | 5<br>4.2%   | 2<br>2.4%   | 0<br>.0%    |
|                                                                                | Total        | 390          | 149          | 124         | 82          | 36          |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes          | 280<br>71.7% | 115<br>77.1% | 90<br>72.8% | 52<br>63.5% | 23<br>63.8% |
|                                                                                | No           | 101<br>25.8% | 29<br>19.2%  | 32<br>25.9% | 30<br>36.5% | 10<br>28.3% |
|                                                                                | (DON'T READ) | 10           | 5            | 2           | 0           | 3           |
|                                                                                | DK/NA        | 2.5%         | 3.6%         | 1.3%        | .0%         | 7.9%        |
|                                                                                | Total        | 390          | 149          | 124         | 82          | 36          |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                |                       | Ethnicity    |                |               |              |
|--------------------------------------------------------------------------------|-----------------------|--------------|----------------|---------------|--------------|
|                                                                                |                       | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   |              |                |               |              |
|                                                                                | No                    |              |                |               |              |
|                                                                                | DK/NA                 |              |                |               | a            |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   |              |                | A             |              |
|                                                                                | No                    |              |                | a             |              |
|                                                                                | (DON'T READ)<br>DK/NA |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |              | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------|--------------|---------------------|-----------------|---------------|------------------|
|                                                                                |              | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total        | 399                 | 49              | 182           | 168              |
|                                                                                | Yes          | 245<br>61.4%        | 28<br>57.4%     | 113<br>61.9%  | 104<br>62.1%     |
|                                                                                | No           | 139<br>34.9%        | 19<br>39.4%     | 65<br>35.6%   | 55<br>32.9%      |
|                                                                                | DK/NA        | 15<br>3.7%          | 2<br>3.2%       | 5<br>2.6%     | 8<br>5.0%        |
|                                                                                | Total        | 399                 | 49              | 182           | 168              |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes          | 283<br>70.9%        | 32<br>65.8%     | 130<br>71.4%  | 121<br>71.9%     |
|                                                                                | No           | 105<br>26.2%        | 12<br>25.1%     | 51<br>28.2%   | 41<br>24.5%      |
|                                                                                | (DON'T READ) | 11                  | 4               | 1             | 6                |
|                                                                                | DK/NA        | 2.8%                | 9.0%            | .4%           | 3.7%             |
|                                                                                | Total        | 399                 | 49              | 182           | 168              |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |                       | Length of Residence    |                      |                         |
|--------------------------------------------------------------------------------|-----------------------|------------------------|----------------------|-------------------------|
|                                                                                |                       | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   |                        |                      |                         |
|                                                                                | No                    |                        |                      |                         |
|                                                                                | DK/NA                 |                        |                      |                         |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   |                        |                      |                         |
|                                                                                | No                    |                        |                      |                         |
|                                                                                | (DON'T READ)<br>DK/NA | B                      |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |                       | Homeownership Status |              |             |
|--------------------------------------------------------------------------------|-----------------------|----------------------|--------------|-------------|
|                                                                                |                       | Total                | Own          | Rent        |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 391                  | 299          | 92          |
|                                                                                | Yes                   | 243<br>62.1%         | 186<br>62.1% | 57<br>62.0% |
|                                                                                | No                    | 135<br>34.6%         | 103<br>34.4% | 32<br>34.9% |
|                                                                                | DK/NA                 | 13<br>3.4%           | 10<br>3.4%   | 3<br>3.0%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 391                  | 299          | 92          |
|                                                                                | Yes                   | 280<br>71.8%         | 214<br>71.7% | 66<br>72.1% |
|                                                                                | No                    | 100<br>25.7%         | 79<br>26.2%  | 22<br>23.9% |
|                                                                                | (DON'T READ)<br>DK/NA | 10<br>2.5%           | 6<br>2.1%    | 4<br>4.0%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |                       | Homeownership Status |      |
|--------------------------------------------------------------------------------|-----------------------|----------------------|------|
|                                                                                |                       | Own                  | Rent |
|                                                                                |                       | (A)                  | (B)  |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   |                      |      |
|                                                                                | No                    |                      |      |
|                                                                                | DK/NA                 |                      |      |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   |                      |      |
|                                                                                | No                    |                      |      |
|                                                                                | (DON'T READ)<br>DK/NA |                      |      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |                       | Members in the Household |             |             |             |
|--------------------------------------------------------------------------------|-----------------------|--------------------------|-------------|-------------|-------------|
|                                                                                |                       | Total                    | One         | Two         | Three       |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 395                      | 38          | 91          | 105         |
|                                                                                | Yes                   | 245<br>62.1%             | 23<br>61.3% | 51<br>56.3% | 68<br>64.9% |
|                                                                                | No                    | 136<br>34.4%             | 11<br>27.8% | 36<br>39.2% | 35<br>33.0% |
|                                                                                | DK/NA                 | 14<br>3.5%               | 4<br>10.9%  | 4<br>4.5%   | 2<br>2.1%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 395                      | 38          | 91          | 105         |
|                                                                                | Yes                   | 283<br>71.7%             | 25<br>66.5% | 62<br>67.8% | 76<br>72.6% |
|                                                                                | No                    | 101<br>25.7%             | 11<br>29.8% | 22<br>23.5% | 28<br>26.9% |
|                                                                                | (DON'T READ)<br>DK/NA | 11<br>2.7%               | 1<br>3.7%   | 8<br>8.7%   | 1<br>.5%    |

|                                                                                |                       | Members in the |              |
|--------------------------------------------------------------------------------|-----------------------|----------------|--------------|
|                                                                                |                       | Four           | Five or more |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 117            | 43           |
|                                                                                | Yes                   | 77<br>65.9%    | 25<br>57.6%  |
|                                                                                | No                    | 38<br>32.0%    | 17<br>40.6%  |
|                                                                                | DK/NA                 | 3<br>2.2%      | 1<br>1.7%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 117            | 43           |
|                                                                                | Yes                   | 90<br>77.0%    | 29<br>67.6%  |
|                                                                                | No                    | 27<br>23.0%    | 13<br>30.6%  |
|                                                                                | (DON'T READ)<br>DK/NA | 0<br>.0%       | 1<br>1.7%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                |                       | Members in the Household |     |       |      |              |
|--------------------------------------------------------------------------------|-----------------------|--------------------------|-----|-------|------|--------------|
|                                                                                |                       | One                      | Two | Three | Four | Five or more |
|                                                                                |                       | (A)                      | (B) | (C)   | (D)  | (E)          |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   |                          |     |       |      |              |
|                                                                                | No                    |                          |     |       |      |              |
|                                                                                | DK/NA                 |                          |     |       |      |              |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   |                          |     |       |      |              |
|                                                                                | No                    |                          | C   |       | a    |              |
|                                                                                | (DON'T READ)<br>DK/NA |                          |     |       | .    |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |                       | Children in the Household |              |              |
|--------------------------------------------------------------------------------|-----------------------|---------------------------|--------------|--------------|
|                                                                                |                       | Total                     | Yes          | No           |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 400                       | 181          | 220          |
|                                                                                | Yes                   | 246<br>61.6%              | 113<br>62.5% | 134<br>60.8% |
|                                                                                | No                    | 139<br>34.8%              | 65<br>36.1%  | 74<br>33.7%  |
|                                                                                | DK/NA                 | 15<br>3.6%                | 3<br>1.4%    | 12<br>5.5%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 400                       | 181          | 220          |
|                                                                                | Yes                   | 284<br>71.0%              | 130<br>72.0% | 154<br>70.3% |
|                                                                                | No                    | 105<br>26.1%              | 51<br>28.0%  | 54<br>24.6%  |
|                                                                                | (DON'T READ)<br>DK/NA | 11<br>2.8%                | 0<br>.0%     | 11<br>5.2%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                |                       | Children in the Household |     |
|--------------------------------------------------------------------------------|-----------------------|---------------------------|-----|
|                                                                                |                       | Yes                       | No  |
|                                                                                |                       | (A)                       | (B) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   |                           |     |
|                                                                                | No                    |                           |     |
|                                                                                | DK/NA                 |                           | A   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   |                           |     |
|                                                                                | No                    | a                         |     |
|                                                                                | (DON'T READ)<br>DK/NA | .                         |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |              | Seniors in the Household |             |              |
|--------------------------------------------------------------------------------|--------------|--------------------------|-------------|--------------|
|                                                                                |              | Total                    | Yes         | No           |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total        | 400                      | 130         | 271          |
|                                                                                | Yes          | 246<br>61.6%             | 73<br>56.4% | 173<br>64.0% |
|                                                                                | No           | 139<br>34.8%             | 47<br>36.1% | 92<br>34.2%  |
|                                                                                | DK/NA        | 15<br>3.6%               | 10<br>7.6%  | 5<br>1.8%    |
|                                                                                | Total        | 400                      | 130         | 271          |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes          | 284<br>71.0%             | 85<br>65.5% | 199<br>73.7% |
|                                                                                | No           | 105<br>26.1%             | 40<br>30.7% | 65<br>23.9%  |
|                                                                                | (DON'T READ) | 11                       | 5           | 6            |
|                                                                                | DK/NA        | 2.8%                     | 3.8%        | 2.4%         |
|                                                                                | Total        | 400                      | 130         | 271          |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |              | Seniors in the Household |        |
|--------------------------------------------------------------------------------|--------------|--------------------------|--------|
|                                                                                |              | Yes (A)                  | No (B) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes          | B                        |        |
|                                                                                | No           |                          |        |
|                                                                                | DK/NA        |                          |        |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes          |                          |        |
|                                                                                | No           |                          |        |
|                                                                                | (DON'T READ) |                          |        |
|                                                                                | DK/NA        |                          |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |              | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------|--------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                |              | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total        | 400                     | 72                 | 83                    | 70                     |
|                                                                                | Yes          | 246<br>61.6%            | 46<br>63.9%        | 49<br>59.2%           | 50<br>72.1%            |
|                                                                                | No           | 139<br>34.8%            | 22<br>30.9%        | 33<br>40.0%           | 19<br>27.1%            |
|                                                                                | DK/NA        | 15<br>3.6%              | 4<br>5.2%          | 1<br>.7%              | 1<br>.7%               |
|                                                                                | Total        | 400                     | 72                 | 83                    | 70                     |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes          | 284<br>71.0%            | 48<br>66.5%        | 60<br>72.6%           | 56<br>80.5%            |
|                                                                                | No           | 105<br>26.1%            | 24<br>32.8%        | 20<br>24.0%           | 13<br>18.8%            |
|                                                                                | (DON'T READ) | 11                      | 0                  | 3                     | 1                      |
|                                                                                | DK/NA        | 2.8%                    | .7%                | 3.4%                  | .7%                    |
|                                                                                | Total        | 400                     | 72                 | 83                    | 70                     |

|                                                                                |                       | Annual Household  |             |
|--------------------------------------------------------------------------------|-----------------------|-------------------|-------------|
|                                                                                |                       | \$180,000 or more | DK/NA       |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total                 | 77                | 98          |
|                                                                                | Yes                   | 56<br>72.3%       | 45<br>45.9% |
|                                                                                | No                    | 20<br>25.7%       | 45<br>45.8% |
|                                                                                | DK/NA                 | 2<br>2.0%         | 8<br>8.3%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total                 | 77                | 98          |
|                                                                                | Yes                   | 62<br>80.1%       | 58<br>59.3% |
|                                                                                | No                    | 13<br>17.0%       | 35<br>35.4% |
|                                                                                | (DON'T READ)<br>DK/NA | 2<br>2.9%         | 5<br>5.3%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                |     | Annual Household Income |                       |                        |                   |       |
|--------------------------------------------------------------------------------|-----|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                |     | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                |     | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes |                         |                       | E                      | E                 |       |
|                                                                                | No  |                         |                       |                        |                   |       |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes |                         |                       | E                      | E                 |       |
|                                                                                | No  |                         |                       |                        |                   |       |
|                                                                                |     | (DON'T READ)            |                       |                        |                   |       |
|                                                                                |     | DK/NA                   |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                   |                                           | Gender       |             |             |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|--------------|-------------|-------------|
|                                                                                                   |                                           | Total        | Male        | Female      |
| 26. What information sources do you use to find out about City news, information and programming? | Total                                     | 400          | 197         | 203         |
|                                                                                                   | Cupertino Courier                         | 164<br>41.0% | 71<br>35.8% | 94<br>46.0% |
|                                                                                                   | Cupertino Daily News                      | 35<br>8.7%   | 15<br>7.8%  | 19<br>9.5%  |
|                                                                                                   | Cupertino Scene                           | 45<br>11.2%  | 15<br>7.8%  | 29<br>14.5% |
|                                                                                                   | Los Gatos Daily News                      | 1<br>.1%     | 0<br>.0%    | 1<br>.3%    |
|                                                                                                   | Internet [No specific site]               | 82<br>20.6%  | 53<br>27.0% | 29<br>14.3% |
|                                                                                                   | City Website                              | 53<br>13.1%  | 24<br>12.0% | 29<br>14.2% |
|                                                                                                   | Flyers or posters around town             | 46<br>11.4%  | 21<br>10.7% | 25<br>12.1% |
|                                                                                                   | KCIU                                      | 3<br>.7%     | 2<br>1.0%   | 1<br>.5%    |
|                                                                                                   | KTVU                                      | 2<br>.6%     | 1<br>.3%    | 2<br>.8%    |
|                                                                                                   | KNTV                                      | 1<br>.2%     | 0<br>.0%    | 1<br>.4%    |
|                                                                                                   | Local blogs                               | 4<br>.9%     | 1<br>.3%    | 3<br>1.6%   |
|                                                                                                   | Local cable station [No specific station] | 16<br>4.0%   | 8<br>4.3%   | 7<br>3.6%   |
|                                                                                                   | Non-English media                         | 3<br>.9%     | 3<br>1.8%   | 0<br>.0%    |
|                                                                                                   | Radio                                     | 4<br>1.1%    | 4<br>2.0%   | 1<br>.3%    |
|                                                                                                   | San Jose Mercury News                     | 26<br>6.4%   | 13<br>6.7%  | 12<br>6.1%  |
|                                                                                                   | Television                                | 36<br>9.1%   | 16<br>8.3%  | 20<br>9.8%  |
|                                                                                                   | Email                                     | 7<br>1.7%    | 2<br>1.3%   | 4<br>2.2%   |
|                                                                                                   | Word of mouth                             | 15<br>3.7%   | 5<br>2.7%   | 9<br>4.6%   |
|                                                                                                   | None                                      | 18<br>4.5%   | 7<br>3.5%   | 11<br>5.4%  |
|                                                                                                   | Other                                     | 16<br>4.0%   | 8<br>4.1%   | 8<br>3.9%   |
|                                                                                                   | DK/NA                                     | 11<br>2.9%   | 10<br>4.8%  | 2<br>.9%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   |                                           | Gender         |                |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|----------------|----------------|
|                                                                                                   |                                           | Male<br>(A)    | Female<br>(B)  |
| 26. What information sources do you use to find out about City news, information and programming? | Cupertino Courier                         |                | A              |
|                                                                                                   | Cupertino Daily News                      |                |                |
|                                                                                                   | Cupertino Scene                           |                | A              |
|                                                                                                   | Los Gatos Daily News                      | . <sup>a</sup> |                |
|                                                                                                   | Internet [No specific site]               | B              |                |
|                                                                                                   | City Website                              |                |                |
|                                                                                                   | Flyers or posters around town             |                |                |
|                                                                                                   | KCIU                                      |                |                |
|                                                                                                   | KTVU                                      | . <sup>a</sup> |                |
|                                                                                                   | KNTV                                      |                |                |
|                                                                                                   | Local blogs                               |                |                |
|                                                                                                   | Local cable station [No specific station] |                |                |
|                                                                                                   | Non-English media                         |                | . <sup>a</sup> |
|                                                                                                   | Radio                                     |                |                |
|                                                                                                   | San Jose Mercury News                     |                |                |
|                                                                                                   | Television                                |                |                |
|                                                                                                   | Email                                     |                |                |
|                                                                                                   | Word of mouth                             |                |                |
|                                                                                                   | None                                      |                |                |
|                                                                                                   | Other                                     |                |                |
| DK/NA                                                                                             | B                                         |                |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                   |                               | Age   |          |          |          |
|---------------------------------------------------------------------------------------------------|-------------------------------|-------|----------|----------|----------|
|                                                                                                   |                               | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 26. What information sources do you use to find out about City news, information and programming? | Total                         | 387   | 67       | 31       | 125      |
|                                                                                                   | Cupertino Courier             | 157   | 22       | 10       | 41       |
|                                                                                                   | Cupertino Daily News          | 40.6% | 32.0%    | 31.6%    | 32.7%    |
|                                                                                                   | Cupertino Scene               | 33    | 0        | 4        | 13       |
|                                                                                                   | Los Gatos Daily News          | 8.6%  | .0%      | 12.0%    | 10.5%    |
|                                                                                                   | Internet [No specific site]   | 41    | 1        | 1        | 8        |
|                                                                                                   | Cupertino Scene               | 10.5% | 1.5%     | 3.9%     | 6.8%     |
|                                                                                                   | Los Gatos Daily News          | 1     | 0        | 0        | 1        |
|                                                                                                   | Internet [No specific site]   | .1%   | .0%      | .0%      | .4%      |
|                                                                                                   | City Website                  | 80    | 26       | 5        | 20       |
|                                                                                                   | Flyers or posters around town | 20.7% | 38.3%    | 15.7%    | 15.8%    |
|                                                                                                   | City Website                  | 51    | 7        | 2        | 29       |
|                                                                                                   | Flyers or posters around town | 13.1% | 9.9%     | 6.2%     | 23.1%    |
|                                                                                                   | KCIU                          | 45    | 5        | 6        | 22       |
|                                                                                                   | KCIU                          | 11.5% | 7.5%     | 17.6%    | 17.5%    |
|                                                                                                   | KTVU                          | 3     | 1        | 0        | 1        |
|                                                                                                   | KTVU                          | .8%   | 1.1%     | 1.5%     | .4%      |
|                                                                                                   | KNTV                          | 2     | 0        | 0        | 0        |
|                                                                                                   | KNTV                          | .6%   | .0%      | .0%      | .0%      |
|                                                                                                   | Local blogs                   | 1     | 0        | 0        | 0        |
| Local blogs                                                                                       | .2%                           | .0%   | .0%      | .0%      |          |
| Local cable station [No specific station]                                                         | 4                             | 3     | 0        | 0        |          |
| Local cable station [No specific station]                                                         | .9%                           | 4.7%  | .0%      | .0%      |          |
| Non-English media                                                                                 | 16                            | 3     | 0        | 2        |          |
| Non-English media                                                                                 | 4.1%                          | 4.0%  | .0%      | 2.0%     |          |
| Radio                                                                                             | 3                             | 0     | 2        | 2        |          |
| Radio                                                                                             | .9%                           | .0%   | 5.6%     | 1.4%     |          |
| San Jose Mercury News                                                                             | 4                             | 2     | 0        | 2        |          |
| San Jose Mercury News                                                                             | 1.0%                          | 2.5%  | .0%      | 1.3%     |          |
| Television                                                                                        | 24                            | 3     | 0        | 8        |          |
| Television                                                                                        | 6.1%                          | 5.0%  | .0%      | 6.0%     |          |
| Email                                                                                             | 35                            | 1     | 6        | 9        |          |
| Email                                                                                             | 9.0%                          | 1.1%  | 19.9%    | 7.3%     |          |
| Word of mouth                                                                                     | 7                             | 0     | 1        | 4        |          |
| Word of mouth                                                                                     | 1.8%                          | .5%   | 2.7%     | 3.0%     |          |
| None                                                                                              | 14                            | 3     | 0        | 7        |          |
| None                                                                                              | 3.6%                          | 4.5%  | .0%      | 5.6%     |          |
| Other                                                                                             | 18                            | 8     | 2        | 3        |          |
| Other                                                                                             | 4.6%                          | 11.4% | 7.3%     | 2.0%     |          |
| DK/NA                                                                                             | 15                            | 4     | 2        | 3        |          |
| DK/NA                                                                                             | 3.8%                          | 6.6%  | 5.6%     | 2.5%     |          |
| DK/NA                                                                                             | 11                            | 2     | 3        | 5        |          |
| DK/NA                                                                                             | 3.0%                          | 2.8%  | 11.2%    | 4.3%     |          |

|                                           | Age         |              |
|-------------------------------------------|-------------|--------------|
|                                           | 50 to 64    | 65 and older |
| Total                                     | 98          | 65           |
| Cupertino Courier                         | 53<br>53.7% | 32<br>49.3%  |
| Cupertino Daily News                      | 8<br>7.9%   | 8<br>13.0%   |
| Cupertino Scene                           | 20<br>20.1% | 10<br>15.8%  |
| Los Gatos Daily News                      | 0<br>.0%    | 0<br>.0%     |
| Internet [No specific site]               | 22<br>22.3% | 8<br>12.0%   |
| City Website                              | 9<br>8.9%   | 5<br>7.0%    |
| Flyers or posters around town             | 6<br>6.1%   | 6<br>9.5%    |
| KCIU                                      | 1<br>1.2%   | 0<br>.0%     |
| KTVU                                      | 1<br>.6%    | 2<br>2.6%    |
| KNTV                                      | 0<br>.0%    | 1<br>1.3%    |
| Local blogs                               | 1<br>.5%    | 0<br>.0%     |
| Local cable station [No specific station] | 5<br>5.0%   | 6<br>8.9%    |
| Non-English media                         | 0<br>.0%    | 0<br>.0%     |
| Radio                                     | 1<br>.5%    | 0<br>.0%     |
| San Jose Mercury News                     | 7<br>7.4%   | 6<br>8.6%    |
| Television                                | 12<br>11.8% | 7<br>10.8%   |
| Email                                     | 1<br>1.3%   | 1<br>1.1%    |
| Word of mouth                             | 1<br>1.4%   | 3<br>4.1%    |
| None                                      | 4<br>3.7%   | 2<br>2.6%    |
| Other                                     | 1<br>1.5%   | 4<br>6.1%    |
| DK/NA                                     | 1<br>.6%    | 0<br>.0%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   | Age            |                |                |                |                |
|---------------------------------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
|                                                                                                   | 18 to 29       | 30 to 39       | 40 to 49       | 50 to 64       | 65 and older   |
|                                                                                                   | (A)            | (B)            | (C)            | (D)            | (E)            |
| 26. What information sources do you use to find out about City news, information and programming? |                |                |                |                |                |
| Cupertino Courier                                                                                 |                |                |                | C              |                |
| Cupertino Daily News                                                                              | . <sup>a</sup> |                |                |                |                |
| Cupertino Scene                                                                                   |                |                |                | A C            | A              |
| Los Gatos Daily News                                                                              |                | . <sup>a</sup> |                | . <sup>a</sup> | . <sup>a</sup> |
| Internet [No specific site]                                                                       | C E            |                |                |                |                |
| City Website                                                                                      |                |                |                |                |                |
| Flyers or posters around town                                                                     |                |                |                |                |                |
| KCIU                                                                                              |                |                |                |                | . <sup>a</sup> |
| KTVU                                                                                              | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |                |                |
| KNTV                                                                                              | . <sup>a</sup> |
| Local blogs                                                                                       |                | . <sup>a</sup> |                |                | . <sup>a</sup> |
| Local cable station [No specific station]                                                         |                | . <sup>a</sup> |                |                |                |
| Non-English media                                                                                 | . <sup>a</sup> |                |                | . <sup>a</sup> | . <sup>a</sup> |
| Radio                                                                                             |                | . <sup>a</sup> |                |                | . <sup>a</sup> |
| San Jose Mercury News                                                                             |                | . <sup>a</sup> |                |                |                |
| Television                                                                                        |                | A              |                |                |                |
| Email                                                                                             |                |                |                |                |                |
| Word of mouth                                                                                     |                | . <sup>a</sup> |                |                |                |
| None                                                                                              |                |                |                |                |                |
| Other                                                                                             |                |                |                |                |                |
| DK/NA                                                                                             |                | D              |                |                | . <sup>a</sup> |

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- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                           | Total | Ethnicity |         |        |       |
|-------------------------------------------|-------|-----------|---------|--------|-------|
|                                           |       | White     | Chinese | Indian | Other |
| Total                                     | 390   | 149       | 124     | 82     | 36    |
| Cupertino Courier                         | 159   | 64        | 49      | 24     | 22    |
| Cupertino Daily News                      | 40.9% | 43.3%     | 39.8%   | 28.8%  | 62.1% |
| Cupertino Daily News                      | 34    | 12        | 11      | 10     | 2     |
| Cupertino Daily News                      | 8.7%  | 8.0%      | 8.7%    | 11.8%  | 4.3%  |
| Cupertino Scene                           | 44    | 25        | 9       | 8      | 2     |
| Cupertino Scene                           | 11.2% | 16.5%     | 7.5%    | 9.2%   | 6.9%  |
| Los Gatos Daily News                      | 1     | 1         | 0       | 0      | 0     |
| Los Gatos Daily News                      | .1%   | .4%       | .0%     | .0%    | .0%   |
| Internet [No specific site]               | 79    | 27        | 28      | 13     | 12    |
| Internet [No specific site]               | 20.4% | 18.0%     | 22.6%   | 15.9%  | 32.6% |
| City Website                              | 51    | 18        | 16      | 11     | 6     |
| City Website                              | 13.2% | 12.1%     | 13.2%   | 13.0%  | 17.9% |
| Flyers or posters around town             | 46    | 19        | 11      | 12     | 3     |
| Flyers or posters around town             | 11.7% | 12.8%     | 9.2%    | 14.4%  | 9.5%  |
| KCIU                                      | 3     | 1         | 1       | 0      | 0     |
| KCIU                                      | .7%   | .9%       | .9%     | .0%    | 1.3%  |
| KTVU                                      | 2     | 2         | 0       | 0      | 0     |
| KTVU                                      | .6%   | 1.5%      | .0%     | .0%    | .0%   |
| KNTV                                      | 1     | 1         | 0       | 0      | 0     |
| KNTV                                      | .2%   | .6%       | .0%     | .0%    | .0%   |
| Local blogs                               | 4     | 1         | 3       | 0      | 0     |
| Local blogs                               | .9%   | .3%       | 2.3%    | .0%    | .9%   |
| Local cable station [No specific station] | 15    | 7         | 7       | 0      | 1     |
| Local cable station [No specific station] | 3.8%  | 4.5%      | 5.6%    | .0%    | 3.2%  |
| Non-English media                         | 3     | 0         | 3       | 0      | 0     |
| Non-English media                         | .9%   | .0%       | 2.8%    | .0%    | .0%   |
| Radio                                     | 4     | 2         | 2       | 1      | 0     |
| Radio                                     | 1.1%  | 1.1%      | 1.4%    | 1.4%   | .0%   |
| San Jose Mercury News                     | 25    | 11        | 7       | 3      | 3     |
| San Jose Mercury News                     | 6.4%  | 7.6%      | 5.6%    | 4.3%   | 8.7%  |
| Television                                | 36    | 12        | 12      | 11     | 1     |
| Television                                | 9.3%  | 8.2%      | 9.9%    | 13.5%  | 2.3%  |
| Email                                     | 7     | 2         | 1       | 4      | 0     |
| Email                                     | 1.8%  | 1.1%      | 1.1%    | 4.5%   | .9%   |
| Word of mouth                             | 15    | 3         | 8       | 3      | 0     |
| Word of mouth                             | 3.8%  | 1.9%      | 6.8%    | 3.8%   | .9%   |
| None                                      | 16    | 6         | 5       | 5      | 1     |
| None                                      | 4.2%  | 3.7%      | 4.2%    | 6.1%   | 1.8%  |
| Other                                     | 16    | 8         | 1       | 6      | 0     |
| Other                                     | 4.1%  | 5.6%      | .9%     | 7.6%   | .6%   |
| DK/NA                                     | 11    | 1         | 4       | 6      | 0     |
| DK/NA                                     | 2.9%  | .9%       | 2.9%    | 7.8%   | .0%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   | Total | Ethnicity |             |            |           |
|---------------------------------------------------------------------------------------------------|-------|-----------|-------------|------------|-----------|
|                                                                                                   |       | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 26. What information sources do you use to find out about City news, information and programming? |       |           |             |            |           |
| Cupertino Courier                                                                                 |       |           |             |            | C         |
| Cupertino Daily News                                                                              |       |           |             |            |           |
| Cupertino Scene                                                                                   |       |           |             |            |           |
| Los Gatos Daily News                                                                              |       |           | a           | a          | a         |
| Internet [No specific site]                                                                       |       |           |             |            |           |
| City Website                                                                                      |       |           |             |            |           |
| Flyers or posters around town                                                                     |       |           |             |            |           |
| KCIU                                                                                              |       |           |             | a          |           |
| KTVU                                                                                              |       |           | a           |            | a         |
| KNTV                                                                                              |       |           | a           | a          | a         |
| Local blogs                                                                                       |       |           |             | a          |           |
| Local cable station [No specific station]                                                         |       |           |             | a          |           |
| Non-English media                                                                                 |       | a         |             | a          | a         |
| Radio                                                                                             |       |           |             |            | a         |
| San Jose Mercury News                                                                             |       |           |             |            |           |
| Television                                                                                        |       |           |             |            |           |
| Email                                                                                             |       |           |             |            |           |
| Word of mouth                                                                                     |       |           |             |            |           |
| None                                                                                              |       |           |             | A          |           |
| Other                                                                                             |       |           |             |            | a         |
| DK/NA                                                                                             |       |           |             |            |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                   |                                           | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                   |                                           | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 26. What information sources do you use to find out about City news, information and programming? | Total                                     | 399                 | 49              | 182           | 168              |
|                                                                                                   | Cupertino Courier                         | 164<br>41.1%        | 10<br>21.2%     | 61<br>33.6%   | 93<br>55.1%      |
|                                                                                                   | Cupertino Daily News                      | 35<br>8.7%          | 5<br>11.2%      | 12<br>6.8%    | 17<br>10.0%      |
|                                                                                                   | Cupertino Scene                           | 44<br>11.0%         | 0<br>.0%        | 9<br>5.0%     | 35<br>20.9%      |
|                                                                                                   | Los Gatos Daily News                      | 1<br>.1%            | 0<br>.0%        | 0<br>.0%      | 1<br>.3%         |
|                                                                                                   | Internet [No specific site]               | 81<br>20.3%         | 8<br>16.4%      | 44<br>24.1%   | 29<br>17.2%      |
|                                                                                                   | City Website                              | 53<br>13.2%         | 2<br>4.7%       | 32<br>17.5%   | 18<br>10.9%      |
|                                                                                                   | Flyers or posters around town             | 46<br>11.5%         | 12<br>25.3%     | 28<br>15.2%   | 6<br>3.4%        |
|                                                                                                   | KCIU                                      | 3<br>.7%            | 0<br>.0%        | 1<br>.4%      | 2<br>1.3%        |
|                                                                                                   | KTVU                                      | 2<br>.6%            | 1<br>1.7%       | 0<br>.0%      | 1<br>.9%         |
|                                                                                                   | KNTV                                      | 1<br>.2%            | 0<br>.0%        | 0<br>.0%      | 1<br>.5%         |
|                                                                                                   | Local blogs                               | 4<br>.9%            | 3<br>5.8%       | 1<br>.4%      | 0<br>.0%         |
|                                                                                                   | Local cable station [No specific station] | 16<br>4.0%          | 1<br>1.0%       | 5<br>3.0%     | 10<br>5.9%       |
|                                                                                                   | Non-English media                         | 3<br>.9%            | 0<br>.0%        | 3<br>1.9%     | 0<br>.0%         |
|                                                                                                   | Radio                                     | 4<br>1.1%           | 0<br>.0%        | 3<br>1.8%     | 1<br>.6%         |
|                                                                                                   | San Jose Mercury News                     | 26<br>6.4%          | 1<br>1.7%       | 10<br>5.6%    | 15<br>8.7%       |
|                                                                                                   | Television                                | 36<br>9.1%          | 8<br>17.0%      | 14<br>7.5%    | 14<br>8.5%       |
|                                                                                                   | Email                                     | 7<br>1.7%           | 3<br>5.3%       | 4<br>2.0%     | 1<br>.4%         |
|                                                                                                   | Word of mouth                             | 15<br>3.7%          | 0<br>.0%        | 8<br>4.4%     | 7<br>3.9%        |
|                                                                                                   | None                                      | 18<br>4.5%          | 5<br>9.7%       | 8<br>4.4%     | 5<br>3.0%        |
|                                                                                                   | Other                                     | 16<br>4.0%          | 1<br>2.2%       | 8<br>4.5%     | 7<br>3.9%        |
|                                                                                                   | DK/NA                                     | 11<br>2.9%          | 4<br>7.5%       | 8<br>4.3%     | 0<br>.0%         |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   |                                           | Length of Residence    |                      |                         |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|------------------------|----------------------|-------------------------|
|                                                                                                   |                                           | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 26. What information sources do you use to find out about City news, information and programming? | Cupertino Courier                         |                        |                      | A B                     |
|                                                                                                   | Cupertino Daily News                      |                        |                      |                         |
|                                                                                                   | Cupertino Scene                           | . <sup>a</sup>         |                      | B                       |
|                                                                                                   | Los Gatos Daily News                      | . <sup>a</sup>         | . <sup>a</sup>       |                         |
|                                                                                                   | Internet [No specific site]               |                        |                      |                         |
|                                                                                                   | City Website                              |                        |                      |                         |
|                                                                                                   | Flyers or posters around town             | C                      | C                    |                         |
|                                                                                                   | KCIU                                      | . <sup>a</sup>         |                      |                         |
|                                                                                                   | KTVU                                      | . <sup>a</sup>         | . <sup>a</sup>       |                         |
|                                                                                                   | KNTV                                      | . <sup>a</sup>         | . <sup>a</sup>       |                         |
|                                                                                                   | Local blogs                               | B                      |                      | . <sup>a</sup>          |
|                                                                                                   | Local cable station [No specific station] |                        |                      |                         |
|                                                                                                   | Non-English media                         | . <sup>a</sup>         |                      | . <sup>a</sup>          |
|                                                                                                   | Radio                                     | . <sup>a</sup>         |                      |                         |
|                                                                                                   | San Jose Mercury News                     |                        |                      |                         |
|                                                                                                   | Television                                |                        |                      |                         |
|                                                                                                   | Email                                     | C                      |                      |                         |
|                                                                                                   | Word of mouth                             | . <sup>a</sup>         |                      |                         |
| None                                                                                              |                                           |                        |                      |                         |
| Other                                                                                             |                                           |                        |                      |                         |
| DK/NA                                                                                             |                                           |                        | . <sup>a</sup>       |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                   |                                           | Homeownership Status |       |       |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------|-------|-------|
|                                                                                                   |                                           | Total                | Own   | Rent  |
| 26. What information sources do you use to find out about City news, information and programming? | Total                                     | 391                  | 299   | 92    |
|                                                                                                   | Cupertino Courier                         | 162                  | 140   | 22    |
|                                                                                                   | Cupertino Daily News                      | 41.6%                | 46.8% | 24.5% |
|                                                                                                   | Cupertino Daily News                      | 35                   | 30    | 5     |
|                                                                                                   | Cupertino Daily News                      | 8.9%                 | 10.0% | 5.1%  |
|                                                                                                   | Cupertino Scene                           | 45                   | 40    | 5     |
|                                                                                                   | Cupertino Scene                           | 11.5%                | 13.4% | 5.1%  |
|                                                                                                   | Los Gatos Daily News                      | 1                    | 1     | 0     |
|                                                                                                   | Los Gatos Daily News                      | .1%                  | .2%   | .0%   |
|                                                                                                   | Internet [No specific site]               | 82                   | 63    | 18    |
|                                                                                                   | Internet [No specific site]               | 20.9%                | 21.1% | 20.1% |
|                                                                                                   | City Website                              | 53                   | 39    | 14    |
|                                                                                                   | City Website                              | 13.4%                | 13.0% | 14.9% |
|                                                                                                   | Flyers or posters around town             | 46                   | 30    | 16    |
|                                                                                                   | Flyers or posters around town             | 11.7%                | 10.0% | 17.4% |
|                                                                                                   | KCIU                                      | 3                    | 2     | 1     |
|                                                                                                   | KCIU                                      | .7%                  | .6%   | 1.3%  |
|                                                                                                   | KTVU                                      | 2                    | 1     | 1     |
|                                                                                                   | KTVU                                      | .6%                  | .5%   | .9%   |
|                                                                                                   | KNTV                                      | 1                    | 1     | 0     |
|                                                                                                   | KNTV                                      | .2%                  | .3%   | .0%   |
|                                                                                                   | Local blogs                               | 4                    | 4     | 0     |
|                                                                                                   | Local blogs                               | .9%                  | 1.2%  | .0%   |
|                                                                                                   | Local cable station [No specific station] | 16                   | 15    | 1     |
|                                                                                                   | Local cable station [No specific station] | 4.1%                 | 5.1%  | .5%   |
|                                                                                                   | Non-English media                         | 3                    | 3     | 0     |
| Non-English media                                                                                 | .9%                                       | 1.2%                 | .0%   |       |
| Radio                                                                                             | 4                                         | 3                    | 1     |       |
| Radio                                                                                             | 1.0%                                      | .9%                  | 1.3%  |       |
| San Jose Mercury News                                                                             | 26                                        | 21                   | 5     |       |
| San Jose Mercury News                                                                             | 6.6%                                      | 7.0%                 | 5.2%  |       |
| Television                                                                                        | 34                                        | 27                   | 7     |       |
| Television                                                                                        | 8.7%                                      | 9.0%                 | 7.9%  |       |
| Email                                                                                             | 7                                         | 5                    | 2     |       |
| Email                                                                                             | 1.8%                                      | 1.6%                 | 2.5%  |       |
| Word of mouth                                                                                     | 12                                        | 11                   | 1     |       |
| Word of mouth                                                                                     | 3.1%                                      | 3.6%                 | 1.2%  |       |
| None                                                                                              | 16                                        | 8                    | 8     |       |
| None                                                                                              | 4.1%                                      | 2.6%                 | 8.8%  |       |
| Other                                                                                             | 15                                        | 10                   | 5     |       |
| Other                                                                                             | 3.9%                                      | 3.3%                 | 5.7%  |       |
| DK/NA                                                                                             | 11                                        | 7                    | 4     |       |
| DK/NA                                                                                             | 2.9%                                      | 2.4%                 | 4.7%  |       |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   |                                           | Homeownership Status |                |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------|----------------|
|                                                                                                   |                                           | Own (A)              | Rent (B)       |
| 26. What information sources do you use to find out about City news, information and programming? | Cupertino Courier                         | B                    |                |
|                                                                                                   | Cupertino Daily News                      |                      |                |
|                                                                                                   | Cupertino Scene                           | B                    |                |
|                                                                                                   | Los Gatos Daily News                      |                      | . <sup>a</sup> |
|                                                                                                   | Internet [No specific site]               |                      |                |
|                                                                                                   | City Website                              |                      |                |
|                                                                                                   | Flyers or posters around town             |                      |                |
|                                                                                                   | KCIU                                      |                      |                |
|                                                                                                   | KTVU                                      |                      | . <sup>a</sup> |
|                                                                                                   | KNTV                                      |                      | . <sup>a</sup> |
|                                                                                                   | Local blogs                               |                      |                |
|                                                                                                   | Local cable station [No specific station] |                      | . <sup>a</sup> |
|                                                                                                   | Non-English media                         |                      | . <sup>a</sup> |
|                                                                                                   | Radio                                     |                      |                |
|                                                                                                   | San Jose Mercury News                     |                      |                |
|                                                                                                   | Television                                |                      |                |
|                                                                                                   | Email                                     |                      |                |
|                                                                                                   | Word of mouth                             |                      |                |
|                                                                                                   | None                                      |                      | A              |
|                                                                                                   | Other                                     |                      |                |
| DK/NA                                                                                             |                                           |                      |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                  | Members in the Household |             |             |             |
|--------------------------------------------------|--------------------------|-------------|-------------|-------------|
|                                                  | Total                    | One         | Two         | Three       |
| <b>Total</b>                                     | 395                      | 38          | 91          | 105         |
| <b>Cupertino Courier</b>                         | 163<br>41.4%             | 13<br>35.4% | 46<br>50.5% | 39<br>36.9% |
| <b>Cupertino Daily News</b>                      | 35<br>8.8%               | 4<br>9.2%   | 9<br>9.8%   | 12<br>11.7% |
| <b>Cupertino Scene</b>                           | 45<br>11.3%              | 7<br>17.4%  | 17<br>18.1% | 6<br>5.3%   |
| <b>Los Gatos Daily News</b>                      | 1<br>.1%                 | 0<br>.0%    | 0<br>.0%    | 0<br>.0%    |
| <b>Internet [No specific site]</b>               | 82<br>20.7%              | 8<br>22.2%  | 15<br>16.5% | 22<br>21.1% |
| <b>City Website</b>                              | 53<br>13.3%              | 3<br>9.0%   | 13<br>13.8% | 18<br>17.4% |
| <b>Flyers or posters around town</b>             | 46<br>11.6%              | 4<br>9.3%   | 13<br>13.9% | 9<br>8.6%   |
| <b>KCIU</b>                                      | 2<br>.6%                 | 0<br>.0%    | 0<br>.0%    | 1<br>.7%    |
| <b>KTVU</b>                                      | 2<br>.6%                 | 1<br>2.2%   | 1<br>.9%    | 0<br>.0%    |
| <b>KNTV</b>                                      | 1<br>.2%                 | 0<br>.0%    | 1<br>.9%    | 0<br>.0%    |
| <b>Local blogs</b>                               | 4<br>.9%                 | 0<br>.0%    | 0<br>.0%    | 1<br>.5%    |
| <b>Local cable station [No specific station]</b> | 16<br>4.0%               | 2<br>4.4%   | 4<br>4.5%   | 5<br>4.6%   |
| <b>Non-English media</b>                         | 3<br>.9%                 | 0<br>.0%    | 0<br>.0%    | 2<br>1.7%   |
| <b>Radio</b>                                     | 4<br>1.1%                | 1<br>1.5%   | 1<br>.5%    | 2<br>1.6%   |
| <b>San Jose Mercury News</b>                     | 24<br>6.2%               | 4<br>9.3%   | 7<br>7.7%   | 6<br>5.6%   |
| <b>Television</b>                                | 35<br>8.8%               | 5<br>14.3%  | 5<br>5.4%   | 13<br>12.0% |
| <b>Email</b>                                     | 7<br>1.7%                | 0<br>.0%    | 1<br>.8%    | 1<br>1.2%   |
| <b>Word of mouth</b>                             | 15<br>3.7%               | 2<br>6.5%   | 0<br>.0%    | 7<br>6.3%   |
| <b>None</b>                                      | 17<br>4.3%               | 3<br>7.5%   | 1<br>1.2%   | 3<br>2.8%   |
| <b>Other</b>                                     | 16<br>4.0%               | 4<br>10.0%  | 2<br>1.8%   | 5<br>4.9%   |
| <b>DK/NA</b>                                     | 11<br>2.9%               | 1<br>2.0%   | 2<br>1.9%   | 4<br>3.5%   |

|                                                  | Members in the |              |
|--------------------------------------------------|----------------|--------------|
|                                                  | Four           | Five or more |
| <b>Total</b>                                     | 117            | 43           |
| <b>Cupertino Courier</b>                         | 43<br>36.7%    | 22<br>51.0%  |
| <b>Cupertino Daily News</b>                      | 8<br>6.8%      | 2<br>4.6%    |
| <b>Cupertino Scene</b>                           | 11<br>9.5%     | 5<br>11.5%   |
| <b>Los Gatos Daily News</b>                      | 1<br>.5%       | 0<br>.0%     |
| <b>Internet [No specific site]</b>               | 25<br>21.3%    | 11<br>25.4%  |
| <b>City Website</b>                              | 17<br>14.6%    | 1<br>2.4%    |
| <b>Flyers or posters around town</b>             | 17<br>14.1%    | 4<br>8.9%    |
| <b>KCIU</b>                                      | 1<br>1.0%      | 0<br>1.1%    |
| <b>KTVU</b>                                      | 1<br>.5%       | 0<br>.0%     |
| <b>KNTV</b>                                      | 0<br>.0%       | 0<br>.0%     |
| <b>Local blogs</b>                               | 3<br>2.7%      | 0<br>.0%     |
| <b>Local cable station [No specific station]</b> | 1<br>.9%       | 4<br>9.5%    |
| <b>Non-English media</b>                         | 2<br>1.5%      | 0<br>.0%     |
| <b>Radio</b>                                     | 2<br>1.4%      | 0<br>.0%     |
| <b>San Jose Mercury News</b>                     | 8<br>6.9%      | 0<br>.0%     |
| <b>Television</b>                                | 7<br>6.1%      | 5<br>10.9%   |
| <b>Email</b>                                     | 5<br>3.9%      | 0<br>.7%     |
| <b>Word of mouth</b>                             | 4<br>3.2%      | 2<br>4.4%    |
| <b>None</b>                                      | 7<br>5.6%      | 4<br>8.5%    |
| <b>Other</b>                                     | 4<br>3.4%      | 1<br>3.2%    |
| <b>DK/NA</b>                                     | 5<br>4.0%      | 1<br>1.4%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   |                                           | Members in the Household |     |       |      |              |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|-----|-------|------|--------------|
|                                                                                                   |                                           | One                      | Two | Three | Four | Five or more |
|                                                                                                   |                                           | (A)                      | (B) | (C)   | (D)  | (E)          |
| 26. What information sources do you use to find out about City news, information and programming? | Cupertino Courier                         |                          |     |       |      |              |
|                                                                                                   | Cupertino Daily News                      |                          |     |       |      |              |
|                                                                                                   | Cupertino Scene                           |                          | C   |       |      |              |
|                                                                                                   | Los Gatos Daily News                      | .a                       | .a  | .a    |      | .a           |
|                                                                                                   | Internet [No specific site]               |                          |     |       |      |              |
|                                                                                                   | City Website                              |                          |     |       |      |              |
|                                                                                                   | Flyers or posters around town             |                          |     |       |      |              |
|                                                                                                   | KCIU                                      | .a                       | .a  |       |      |              |
|                                                                                                   | KTVU                                      | .a                       |     | .a    |      | .a           |
|                                                                                                   | KNTV                                      | .a                       |     | .a    | .a   | .a           |
|                                                                                                   | Local blogs                               | .a                       | .a  |       |      | .a           |
|                                                                                                   | Local cable station [No specific station] |                          |     |       |      |              |
|                                                                                                   | Non-English media                         | .a                       | .a  |       |      | .a           |
|                                                                                                   | Radio                                     |                          |     |       |      | .a           |
|                                                                                                   | San Jose Mercury News                     |                          |     |       |      | .a           |
|                                                                                                   | Television                                |                          |     |       |      |              |
|                                                                                                   | Email                                     | .a                       |     |       |      |              |
|                                                                                                   | Word of mouth                             |                          | .a  |       |      |              |
|                                                                                                   | None                                      |                          |     |       |      |              |
|                                                                                                   | Other                                     |                          |     |       |      |              |
| DK/NA                                                                                             |                                           |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                   |                               | Children in the Household |       |       |
|---------------------------------------------------------------------------------------------------|-------------------------------|---------------------------|-------|-------|
|                                                                                                   |                               | Total                     | Yes   | No    |
| 26. What information sources do you use to find out about City news, information and programming? | Total                         | 400                       | 181   | 220   |
|                                                                                                   | Cupertino Courier             | 164                       | 67    | 97    |
|                                                                                                   | Cupertino Daily News          | 41.0%                     | 37.0% | 44.3% |
|                                                                                                   | Cupertino Daily News          | 35                        | 17    | 18    |
|                                                                                                   | Cupertino Daily News          | 8.7%                      | 9.4%  | 8.1%  |
|                                                                                                   | Cupertino Scene               | 45                        | 11    | 34    |
|                                                                                                   | Cupertino Scene               | 11.2%                     | 6.0%  | 15.4% |
|                                                                                                   | Los Gatos Daily News          | 1                         | 0     | 1     |
|                                                                                                   | Los Gatos Daily News          | .1%                       | .0%   | .3%   |
|                                                                                                   | Internet [No specific site]   | 82                        | 38    | 44    |
|                                                                                                   | Internet [No specific site]   | 20.6%                     | 20.9% | 20.2% |
|                                                                                                   | City Website                  | 53                        | 31    | 22    |
|                                                                                                   | City Website                  | 13.1%                     | 17.2% | 9.8%  |
|                                                                                                   | Flyers or posters around town | 46                        | 29    | 17    |
|                                                                                                   | Flyers or posters around town | 11.4%                     | 15.9% | 7.8%  |
|                                                                                                   | KCIU                          | 3                         | 2     | 1     |
|                                                                                                   | KCIU                          | .7%                       | 1.0%  | .5%   |
|                                                                                                   | KTVU                          | 2                         | 1     | 2     |
|                                                                                                   | KTVU                          | .6%                       | .3%   | .8%   |
|                                                                                                   | KNTV                          | 1                         | 0     | 1     |
| KNTV                                                                                              | .2%                           | .0%                       | .4%   |       |
| Local blogs                                                                                       | 4                             | 4                         | 0     |       |
| Local blogs                                                                                       | .9%                           | 2.0%                      | .0%   |       |
| Local cable station [No specific station]                                                         | 16                            | 4                         | 12    |       |
| Local cable station [No specific station]                                                         | 4.0%                          | 2.3%                      | 5.3%  |       |
| Non-English media                                                                                 | 3                             | 3                         | 0     |       |
| Non-English media                                                                                 | .9%                           | 1.9%                      | .0%   |       |
| Radio                                                                                             | 4                             | 1                         | 3     |       |
| Radio                                                                                             | 1.1%                          | .6%                       | 1.5%  |       |
| San Jose Mercury News                                                                             | 26                            | 5                         | 21    |       |
| San Jose Mercury News                                                                             | 6.4%                          | 2.8%                      | 9.4%  |       |
| Television                                                                                        | 36                            | 16                        | 20    |       |
| Television                                                                                        | 9.1%                          | 8.8%                      | 9.3%  |       |
| Email                                                                                             | 7                             | 5                         | 2     |       |
| Email                                                                                             | 1.7%                          | 2.7%                      | .9%   |       |
| Word of mouth                                                                                     | 15                            | 8                         | 7     |       |
| Word of mouth                                                                                     | 3.7%                          | 4.5%                      | 3.0%  |       |
| None                                                                                              | 18                            | 7                         | 10    |       |
| None                                                                                              | 4.5%                          | 4.1%                      | 4.8%  |       |
| Other                                                                                             | 16                            | 7                         | 9     |       |
| Other                                                                                             | 4.0%                          | 3.9%                      | 4.0%  |       |
| DK/NA                                                                                             | 11                            | 6                         | 6     |       |
| DK/NA                                                                                             | 2.9%                          | 3.2%                      | 2.5%  |       |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   |                                           | Children in the Household |                |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|---------------------------|----------------|
|                                                                                                   |                                           | Yes                       | No             |
|                                                                                                   |                                           | (A)                       | (B)            |
| 26. What information sources do you use to find out about City news, information and programming? | Cupertino Courier                         |                           | A              |
|                                                                                                   | Cupertino Daily News                      |                           |                |
|                                                                                                   | Cupertino Scene                           |                           |                |
|                                                                                                   | Los Gatos Daily News                      | . <sup>a</sup>            |                |
|                                                                                                   | Internet [No specific site]               |                           |                |
|                                                                                                   | City Website                              | B                         |                |
|                                                                                                   | Flyers or posters around town             | B                         |                |
|                                                                                                   | KCIU                                      |                           |                |
|                                                                                                   | KTVU                                      |                           |                |
|                                                                                                   | KNTV                                      | . <sup>a</sup>            |                |
|                                                                                                   | Local blogs                               |                           | . <sup>a</sup> |
|                                                                                                   | Local cable station [No specific station] |                           |                |
|                                                                                                   | Non-English media                         |                           | . <sup>a</sup> |
|                                                                                                   | Radio                                     |                           |                |
|                                                                                                   | San Jose Mercury News                     |                           | A              |
|                                                                                                   | Television                                |                           |                |
|                                                                                                   | Email                                     |                           |                |
| Word of mouth                                                                                     |                                           |                           |                |
| None                                                                                              |                                           |                           |                |
| Other                                                                                             |                                           |                           |                |
| DK/NA                                                                                             |                                           |                           |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                   |                                           | Seniors in the Household |       |       |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|-------|-------|
|                                                                                                   |                                           | Total                    | Yes   | No    |
| 26. What information sources do you use to find out about City news, information and programming? | Total                                     | 400                      | 130   | 271   |
|                                                                                                   | Cupertino Courier                         | 164                      | 64    | 100   |
|                                                                                                   |                                           | 41.0%                    | 49.2% | 37.0% |
|                                                                                                   | Cupertino Daily News                      | 35                       | 15    | 19    |
|                                                                                                   |                                           | 8.7%                     | 11.9% | 7.1%  |
|                                                                                                   | Cupertino Scene                           | 45                       | 19    | 26    |
|                                                                                                   |                                           | 11.2%                    | 14.8% | 9.5%  |
|                                                                                                   | Los Gatos Daily News                      | 1                        | 1     | 0     |
|                                                                                                   |                                           | .1%                      | .4%   | .0%   |
|                                                                                                   | Internet [No specific site]               | 82                       | 17    | 65    |
|                                                                                                   |                                           | 20.6%                    | 12.9% | 24.2% |
|                                                                                                   | City Website                              | 53                       | 10    | 43    |
|                                                                                                   |                                           | 13.1%                    | 7.4%  | 15.9% |
|                                                                                                   | Flyers or posters around town             | 46                       | 9     | 36    |
|                                                                                                   |                                           | 11.4%                    | 7.3%  | 13.4% |
|                                                                                                   | KCIU                                      | 3                        | 0     | 3     |
|                                                                                                   |                                           | .7%                      | .0%   | 1.1%  |
|                                                                                                   | KTVU                                      | 2                        | 2     | 0     |
|                                                                                                   |                                           | .6%                      | 1.8%  | .0%   |
|                                                                                                   | KNTV                                      | 1                        | 1     | 0     |
|                                                                                                   |                                           | .2%                      | .6%   | .0%   |
|                                                                                                   | Local blogs                               | 4                        | 0     | 4     |
|                                                                                                   |                                           | .9%                      | .0%   | 1.4%  |
|                                                                                                   | Local cable station [No specific station] | 16                       | 12    | 4     |
|                                                                                                   |                                           | 4.0%                     | 9.4%  | 1.4%  |
|                                                                                                   | Non-English media                         | 3                        | 0     | 3     |
|                                                                                                   |                                           | .9%                      | .0%   | 1.3%  |
| Radio                                                                                             | 4                                         | 3                        | 2     |       |
|                                                                                                   | 1.1%                                      | 2.1%                     | .6%   |       |
| San Jose Mercury News                                                                             | 26                                        | 11                       | 15    |       |
|                                                                                                   | 6.4%                                      | 8.3%                     | 5.5%  |       |
| Television                                                                                        | 36                                        | 18                       | 18    |       |
|                                                                                                   | 9.1%                                      | 14.1%                    | 6.7%  |       |
| Email                                                                                             | 7                                         | 1                        | 6     |       |
|                                                                                                   | 1.7%                                      | .6%                      | 2.3%  |       |
| Word of mouth                                                                                     | 15                                        | 3                        | 11    |       |
|                                                                                                   | 3.7%                                      | 2.5%                     | 4.2%  |       |
| None                                                                                              | 18                                        | 4                        | 14    |       |
|                                                                                                   | 4.5%                                      | 2.8%                     | 5.3%  |       |
| Other                                                                                             | 16                                        | 8                        | 8     |       |
|                                                                                                   | 4.0%                                      | 6.4%                     | 2.8%  |       |
| DK/NA                                                                                             | 11                                        | 2                        | 10    |       |
|                                                                                                   | 2.9%                                      | 1.3%                     | 3.6%  |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                   |                                           | Seniors in the Household |                |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|----------------|
|                                                                                                   |                                           | Yes                      | No             |
|                                                                                                   |                                           | (A)                      | (B)            |
| 26. What information sources do you use to find out about City news, information and programming? | Cupertino Courier                         | B                        |                |
|                                                                                                   | Cupertino Daily News                      |                          |                |
|                                                                                                   | Cupertino Scene                           |                          |                |
|                                                                                                   | Los Gatos Daily News                      |                          | . <sup>a</sup> |
|                                                                                                   | Internet [No specific site]               |                          | A              |
|                                                                                                   | City Website                              |                          | A              |
|                                                                                                   | Flyers or posters around town             |                          |                |
|                                                                                                   | KCIU                                      | . <sup>a</sup>           |                |
|                                                                                                   | KTVU                                      |                          | . <sup>a</sup> |
|                                                                                                   | KNTV                                      |                          | . <sup>a</sup> |
|                                                                                                   | Local blogs                               | . <sup>a</sup>           |                |
|                                                                                                   | Local cable station [No specific station] | B                        |                |
|                                                                                                   | Non-English media                         | . <sup>a</sup>           |                |
|                                                                                                   | Radio                                     |                          |                |
|                                                                                                   | San Jose Mercury News                     |                          |                |
|                                                                                                   | Television                                | B                        |                |
|                                                                                                   | Email                                     |                          |                |
|                                                                                                   | Word of mouth                             |                          |                |
|                                                                                                   | None                                      |                          |                |
|                                                                                                   | Other                                     |                          |                |
| DK/NA                                                                                             |                                           |                          |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                   |                                           | Annual Household Income |                    |                       |                        |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                   |                                           | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 26. What information sources do you use to find out about City news, information and programming? | Total                                     | 400                     | 72                 | 83                    | 70                     |
|                                                                                                   | Cupertino Courier                         | 164<br>41.0%            | 23<br>32.2%        | 36<br>43.3%           | 34<br>48.4%            |
|                                                                                                   | Cupertino Daily News                      | 35<br>8.7%              | 3<br>4.0%          | 8<br>9.9%             | 7<br>10.4%             |
|                                                                                                   | Cupertino Scene                           | 45<br>11.2%             | 6<br>8.6%          | 10<br>11.7%           | 9<br>12.2%             |
|                                                                                                   | Los Gatos Daily News                      | 1<br>.1%                | 1<br>.8%           | 0<br>.0%              | 0<br>.0%               |
|                                                                                                   | Internet [No specific site]               | 82<br>20.6%             | 20<br>27.9%        | 21<br>25.3%           | 12<br>16.6%            |
|                                                                                                   | City Website                              | 53<br>13.1%             | 13<br>17.8%        | 9<br>11.3%            | 7<br>9.6%              |
|                                                                                                   | Flyers or posters around town             | 46<br>11.4%             | 10<br>13.1%        | 9<br>11.3%            | 7<br>9.6%              |
|                                                                                                   | KCIU                                      | 3<br>.7%                | 0<br>.0%           | 0<br>.0%              | 0<br>.0%               |
|                                                                                                   | KTVU                                      | 2<br>.6%                | 0<br>.0%           | 1<br>.7%              | 0<br>.0%               |
|                                                                                                   | KNTV                                      | 1<br>.2%                | 0<br>.0%           | 0<br>.0%              | 0<br>.0%               |
|                                                                                                   | Local blogs                               | 4<br>.9%                | 3<br>3.9%          | 0<br>.0%              | 0<br>.0%               |
|                                                                                                   | Local cable station [No specific station] | 16<br>4.0%              | 0<br>.0%           | 5<br>6.5%             | 4<br>5.6%              |
|                                                                                                   | Non-English media                         | 3<br>.9%                | 2<br>2.4%          | 0<br>.0%              | 2<br>2.5%              |
|                                                                                                   | Radio                                     | 4<br>1.1%               | 1<br>.7%           | 3<br>3.5%             | 0<br>.0%               |
|                                                                                                   | San Jose Mercury News                     | 26<br>6.4%              | 1<br>2.0%          | 8<br>9.6%             | 4<br>5.9%              |
|                                                                                                   | Television                                | 36<br>9.1%              | 9<br>11.9%         | 5<br>5.5%             | 4<br>5.3%              |
|                                                                                                   | Email                                     | 7<br>1.7%               | 0<br>.0%           | 2<br>3.0%             | 0<br>.4%               |
|                                                                                                   | Word of mouth                             | 15<br>3.7%              | 6<br>8.0%          | 3<br>3.8%             | 1<br>1.5%              |
|                                                                                                   | None                                      | 18<br>4.5%              | 5<br>6.5%          | 1<br>.6%              | 4<br>6.4%              |
| Other                                                                                             | 16<br>4.0%                                | 2<br>2.3%               | 7<br>8.1%          | 2<br>2.6%             |                        |
| DK/NA                                                                                             | 11<br>2.9%                                | 0<br>.0%                | 0<br>.0%           | 2<br>2.5%             |                        |

|                                                                                                   |                                           | Annual Household  |             |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------|-------------|
|                                                                                                   |                                           | \$180,000 or more | DK/NA       |
| 26. What information sources do you use to find out about City news, information and programming? | Total                                     | 77                | 98          |
|                                                                                                   | Cupertino Courier                         | 35<br>45.1%       | 36<br>37.1% |
|                                                                                                   | Cupertino Daily News                      | 8<br>10.4%        | 8<br>8.5%   |
|                                                                                                   | Cupertino Scene                           | 4<br>5.1%         | 16<br>16.6% |
|                                                                                                   | Los Gatos Daily News                      | 0<br>.0%          | 0<br>.0%    |
|                                                                                                   | Internet [No specific site]               | 20<br>26.4%       | 9<br>9.5%   |
|                                                                                                   | City Website                              | 7<br>9.2%         | 17<br>16.9% |
|                                                                                                   | Flyers or posters around town             | 14<br>18.8%       | 6<br>5.8%   |
|                                                                                                   | KCIU                                      | 2<br>2.5%         | 1<br>1.0%   |
|                                                                                                   | KTVU                                      | 0<br>.0%          | 2<br>1.7%   |
|                                                                                                   | KNTV                                      | 0<br>.0%          | 1<br>.8%    |
|                                                                                                   | Local blogs                               | 1<br>.7%          | 0<br>.3%    |
|                                                                                                   | Local cable station [No specific station] | 2<br>3.2%         | 4<br>4.1%   |
|                                                                                                   | Non-English media                         | 0<br>.0%          | 0<br>.0%    |
|                                                                                                   | Radio                                     | 1<br>.7%          | 1<br>.6%    |
|                                                                                                   | San Jose Mercury News                     | 4<br>5.0%         | 8<br>8.4%   |
|                                                                                                   | Television                                | 10<br>12.5%       | 10<br>10.0% |
|                                                                                                   | Email                                     | 1<br>1.7%         | 3<br>2.8%   |
|                                                                                                   | Word of mouth                             | 3<br>4.1%         | 2<br>1.6%   |
|                                                                                                   | None                                      | 1<br>1.4%         | 7<br>7.2%   |
|                                                                                                   | Other                                     | 0<br>.0%          | 6<br>5.8%   |
|                                                                                                   | DK/NA                                     | 3<br>4.6%         | 6<br>6.3%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                   |                                           | Annual Household Income |                       |                        |                   |                |
|---------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------|-----------------------|------------------------|-------------------|----------------|
|                                                                                                   |                                           | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA          |
|                                                                                                   |                                           | (A)                     | (B)                   | (C)                    | (D)               | (E)            |
| 26. What information sources do you use to find out about City news, information and programming? | Cupertino Courier                         |                         |                       |                        |                   |                |
|                                                                                                   | Cupertino Daily News                      |                         |                       |                        |                   |                |
|                                                                                                   | Cupertino Scene                           |                         |                       |                        |                   |                |
|                                                                                                   | Los Gatos Daily News                      |                         | . <sup>a</sup>        | . <sup>a</sup>         | . <sup>a</sup>    | . <sup>a</sup> |
|                                                                                                   | Internet [No specific site]               | E                       | E                     |                        | E                 |                |
|                                                                                                   | City Website                              |                         |                       |                        |                   |                |
|                                                                                                   | Flyers or posters around town             |                         |                       |                        |                   |                |
|                                                                                                   | KCIU                                      | . <sup>a</sup>          | . <sup>a</sup>        | . <sup>a</sup>         |                   |                |
|                                                                                                   | KTVU                                      | . <sup>a</sup>          |                       | . <sup>a</sup>         | . <sup>a</sup>    |                |
|                                                                                                   | KNTV                                      | . <sup>a</sup>          | . <sup>a</sup>        | . <sup>a</sup>         | . <sup>a</sup>    |                |
|                                                                                                   | Local blogs                               |                         | . <sup>a</sup>        | . <sup>a</sup>         |                   |                |
|                                                                                                   | Local cable station [No specific station] | . <sup>a</sup>          |                       |                        |                   |                |
|                                                                                                   | Non-English media                         |                         | . <sup>a</sup>        |                        | . <sup>a</sup>    | . <sup>a</sup> |
|                                                                                                   | Radio                                     |                         |                       | . <sup>a</sup>         |                   |                |
|                                                                                                   | San Jose Mercury News                     |                         |                       |                        |                   |                |
|                                                                                                   | Television                                |                         |                       |                        |                   |                |
|                                                                                                   | Email                                     | . <sup>a</sup>          |                       |                        |                   |                |
| Word of mouth                                                                                     |                                           |                         |                       |                        |                   |                |
| None                                                                                              |                                           |                         |                       | . <sup>a</sup>         |                   |                |
| Other                                                                                             |                                           |                         |                       |                        |                   |                |
| DK/NA                                                                                             | . <sup>a</sup>                            | . <sup>a</sup>          |                       |                        |                   |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |       | Gender       |              |              |
|---------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|--------------|
|                                                                                                               |       | Total        | Male         | Female       |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Total | 400          | 197          | 203          |
|                                                                                                               | Yes   | 264<br>66.1% | 140<br>71.3% | 124<br>61.0% |
|                                                                                                               | No    | 131<br>32.7% | 55<br>28.1%  | 76<br>37.2%  |
|                                                                                                               | DK/NA | 5<br>1.2%    | 1<br>.6%     | 4<br>1.8%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                               |       | Gender      |               |
|---------------------------------------------------------------------------------------------------------------|-------|-------------|---------------|
|                                                                                                               |       | Male<br>(A) | Female<br>(B) |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   | B           |               |
|                                                                                                               | No    |             |               |
|                                                                                                               | DK/NA |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |       | Age   |          |          |          |          |              |
|---------------------------------------------------------------------------------------------------------------|-------|-------|----------|----------|----------|----------|--------------|
|                                                                                                               |       | Total | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Total | 387   | 67       | 31       | 125      | 98       | 65           |
|                                                                                                               | Yes   | 259   | 36       | 18       | 103      | 68       | 33           |
|                                                                                                               | No    | 124   | 31       | 13       | 19       | 29       | 32           |
|                                                                                                               | DK/NA | 5     | 0        | 0        | 3        | 2        | 0            |
|                                                                                                               |       | 1.2%  | .0%      | .0%      | 2.6%     | 1.6%     | .0%          |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                               |       | Age             |                 |                 |                 |                     |
|---------------------------------------------------------------------------------------------------------------|-------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                               |       | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   |                 |                 | A B E           |                 |                     |
|                                                                                                               | No    | C               | C               |                 |                 | C                   |
|                                                                                                               | DK/NA | . <sup>a</sup>  | . <sup>a</sup>  |                 |                 | . <sup>a</sup>      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |       | Ethnicity |       |         |        |       |
|---------------------------------------------------------------------------------------------------------------|-------|-----------|-------|---------|--------|-------|
|                                                                                                               |       | Total     | White | Chinese | Indian | Other |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Total | 390       | 149   | 124     | 82     | 36    |
|                                                                                                               | Yes   | 258       | 90    | 76      | 66     | 26    |
|                                                                                                               | No    | 128       | 58    | 45      | 15     | 10    |
|                                                                                                               | DK/NA | 4         | 0     | 3       | 1      | 0     |
|                                                                                                               |       | 1.0%      | .0%   | 2.2%    | 1.6%   | .0%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                               |       | Ethnicity      |                |               |                |
|---------------------------------------------------------------------------------------------------------------|-------|----------------|----------------|---------------|----------------|
|                                                                                                               |       | White<br>(A)   | Chinese<br>(B) | Indian<br>(C) | Other<br>(D)   |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   |                |                | A B           |                |
|                                                                                                               | No    | C              | C              |               |                |
|                                                                                                               | DK/NA | . <sup>a</sup> |                |               | . <sup>a</sup> |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |       | Length of Residence |                 |               |                  |
|---------------------------------------------------------------------------------------------------------------|-------|---------------------|-----------------|---------------|------------------|
|                                                                                                               |       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Total | 399                 | 49              | 182           | 168              |
|                                                                                                               | Yes   | 263                 | 33              | 130           | 100              |
|                                                                                                               | No    | 131                 | 16              | 48            | 68               |
|                                                                                                               | DK/NA | 5                   | 0               | 5             | 0                |
|                                                                                                               |       | 1.2%                | .0%             | 2.6%          | .0%              |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                               |       | Length of Residence    |                      |                         |
|---------------------------------------------------------------------------------------------------------------|-------|------------------------|----------------------|-------------------------|
|                                                                                                               |       | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   |                        |                      |                         |
|                                                                                                               | No    |                        |                      | B                       |
|                                                                                                               | DK/NA | . <sup>a</sup>         |                      | . <sup>a</sup>          |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |     | Homeownership Status |       |       |    |
|---------------------------------------------------------------------------------------------------------------|-----|----------------------|-------|-------|----|
|                                                                                                               |     | Total                | Own   | Rent  |    |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? |     | Total                | 391   | 299   | 92 |
| Yes                                                                                                           | Yes | 260                  | 205   | 55    |    |
|                                                                                                               |     | 66.5%                | 68.4% | 60.2% |    |
|                                                                                                               | No  | 128                  | 92    | 36    |    |
|                                                                                                               |     | 32.8%                | 30.7% | 39.8% |    |
| DK/NA                                                                                                         |     | 2                    | 2     | 0     |    |
|                                                                                                               |     | .6%                  | .8%   | .0%   |    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                               |       | Homeownership Status |          |
|---------------------------------------------------------------------------------------------------------------|-------|----------------------|----------|
|                                                                                                               |       | Own (A)              | Rent (B) |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   |                      |          |
|                                                                                                               | No    |                      | a        |
|                                                                                                               | DK/NA |                      | .        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |     | Members in the Household |       |       |       |       |              |    |
|---------------------------------------------------------------------------------------------------------------|-----|--------------------------|-------|-------|-------|-------|--------------|----|
|                                                                                                               |     | Total                    | One   | Two   | Three | Four  | Five or more |    |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? |     | Total                    | 395   | 38    | 91    | 105   | 117          | 43 |
| Yes                                                                                                           | Yes | 263                      | 17    | 56    | 76    | 83    | 30           |    |
|                                                                                                               |     | 66.5%                    | 45.0% | 61.5% | 72.5% | 70.5% | 70.7%        |    |
| No                                                                                                            | No  | 130                      | 21    | 35    | 28    | 33    | 13           |    |
|                                                                                                               |     | 32.9%                    | 55.0% | 38.5% | 26.2% | 28.5% | 29.3%        |    |
| DK/NA                                                                                                         |     | 2                        | 0     | 0     | 1     | 1     | 0            |    |
|                                                                                                               |     | .6%                      | .0%   | .0%   | 1.2%  | 1.0%  | .0%          |    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                               |       | Members in the Household |         |           |          |                  |
|---------------------------------------------------------------------------------------------------------------|-------|--------------------------|---------|-----------|----------|------------------|
|                                                                                                               |       | One (A)                  | Two (B) | Three (C) | Four (D) | Five or more (E) |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   |                          |         | A         | A        |                  |
|                                                                                                               | No    | C D                      |         |           |          | a                |
|                                                                                                               | DK/NA | .                        | .       |           |          | .                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |     | Children in the Household |       |       |     |
|---------------------------------------------------------------------------------------------------------------|-----|---------------------------|-------|-------|-----|
|                                                                                                               |     | Total                     | Yes   | No    |     |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? |     | Total                     | 400   | 181   | 220 |
| Yes                                                                                                           | Yes | 264                       | 139   | 125   |     |
|                                                                                                               |     | 66.1%                     | 77.1% | 57.0% |     |
| No                                                                                                            | No  | 131                       | 39    | 92    |     |
|                                                                                                               |     | 32.7%                     | 21.5% | 41.9% |     |
| DK/NA                                                                                                         |     | 5                         | 2     | 2     |     |
|                                                                                                               |     | 1.2%                      | 1.4%  | 1.1%  |     |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                               |       | Children in the Household |        |
|---------------------------------------------------------------------------------------------------------------|-------|---------------------------|--------|
|                                                                                                               |       | Yes (A)                   | No (B) |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   | B                         |        |
|                                                                                                               | No    |                           | A      |
|                                                                                                               | DK/NA |                           |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |     | Seniors in the Household |       |       |     |
|---------------------------------------------------------------------------------------------------------------|-----|--------------------------|-------|-------|-----|
|                                                                                                               |     | Total                    | Yes   | No    |     |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? |     | Total                    | 400   | 130   | 271 |
| Yes                                                                                                           | Yes | 264                      | 75    | 189   |     |
|                                                                                                               |     | 66.1%                    | 58.1% | 69.9% |     |
| No                                                                                                            | No  | 131                      | 53    | 78    |     |
|                                                                                                               |     | 32.7%                    | 40.7% | 28.9% |     |
| DK/NA                                                                                                         |     | 5                        | 2     | 3     |     |
|                                                                                                               |     | 1.2%                     | 1.2%  | 1.2%  |     |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                               |       | Seniors in the Household |        |
|---------------------------------------------------------------------------------------------------------------|-------|--------------------------|--------|
|                                                                                                               |       | Yes (A)                  | No (B) |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   |                          | A      |
|                                                                                                               | No    | B                        |        |
|                                                                                                               | DK/NA |                          |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                               |       | Annual Household Income |                    |                       |                        |                   |       |      |
|---------------------------------------------------------------------------------------------------------------|-------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|------|
|                                                                                                               |       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |      |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Total | 400                     | 72                 | 83                    | 70                     | 77                | 98    |      |
|                                                                                                               | Yes   | 264                     | 40                 | 52                    | 46                     | 64                | 62    |      |
|                                                                                                               | No    | 131                     | 31                 | 31                    | 23                     | 13                | 34    |      |
|                                                                                                               | DK/NA | 5                       | 1                  | 0                     | 1                      | 0                 | 2     |      |
|                                                                                                               |       |                         | 1.2%               | 1.8%                  | .0%                    | 1.7%              | .0%   | 2.4% |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                               |       | Annual Household Income |                       |                        |                   |       |
|---------------------------------------------------------------------------------------------------------------|-------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                               |       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                               |       | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 27. Have you or any members in your household ever visited the City of Cupertino website - www.cupertino.org? | Yes   | D                       | D                     |                        | A B E             |       |
|                                                                                                               | No    |                         |                       |                        |                   |       |
|                                                                                                               | DK/NA |                         | <sup>a</sup>          |                        | <sup>a</sup>      |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Gender |      |        |
|-----------------------------------------------|-----------------------------------|--------|------|--------|
|                                               |                                   | Total  | Male | Female |
| 28. Who is your local cable service provider? | Total                             | 400    | 197  | 203    |
|                                               | AT&T U-verse                      | 49     | 23   | 26     |
|                                               | Comcast                           | 257    | 127  | 130    |
|                                               | Satellite (Direct TV/Dishnetwork) | 39     | 24   | 15     |
|                                               | Other                             | 1      | 0    | 1      |
|                                               | Don't have cable                  | 11     | 6    | 5      |
|                                               | DK/NA                             | 43     | 17   | 26     |
|                                               |                                   | 10.8%  | 8.4% | 13.0%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Gender       |            |
|-----------------------------------------------|-----------------------------------|--------------|------------|
|                                               |                                   | Male (A)     | Female (B) |
| 28. Who is your local cable service provider? | AT&T U-verse                      |              |            |
|                                               | Comcast                           |              |            |
|                                               | Satellite (Direct TV/Dishnetwork) | <sup>a</sup> |            |
|                                               | Other                             |              |            |
|                                               | Don't have cable                  |              |            |
| DK/NA                                         |                                   |              |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Age   |          |          |          |          |              |
|-----------------------------------------------|-----------------------------------|-------|----------|----------|----------|----------|--------------|
|                                               |                                   | Total | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
| 28. Who is your local cable service provider? | Total                             | 387   | 67       | 31       | 125      | 98       | 65           |
|                                               | AT&T U-verse                      | 48    | 10       | 2        | 17       | 12       | 7            |
|                                               | Comcast                           | 249   | 36       | 19       | 87       | 62       | 44           |
|                                               | Satellite (Direct TV/Dishnetwork) | 37    | 10       | 8        | 6        | 9        | 5            |
|                                               | Other                             | 1     | 1        | 0        | 0        | 0        | 0            |
|                                               | Don't have cable                  | 10    | 2        | 0        | 3        | 3        | 2            |
|                                               | DK/NA                             | 42    | 8        | 2        | 13       | 13       | 7            |
|                                               |                                   | 10.8% | 11.7%    | 6.6%     | 10.1%    | 13.0%    | 10.1%        |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Age          |              |              |              |                  |
|-----------------------------------------------|-----------------------------------|--------------|--------------|--------------|--------------|------------------|
|                                               |                                   | 18 to 29 (A) | 30 to 39 (B) | 40 to 49 (C) | 50 to 64 (D) | 65 and older (E) |
| 28. Who is your local cable service provider? | AT&T U-verse                      |              |              |              |              |                  |
|                                               | Comcast                           |              |              |              |              |                  |
|                                               | Satellite (Direct TV/Dishnetwork) |              | C            |              |              |                  |
|                                               | Other                             | <sup>a</sup> | <sup>a</sup> | <sup>a</sup> | <sup>a</sup> |                  |
|                                               | Don't have cable                  | <sup>a</sup> | <sup>a</sup> |              |              |                  |
| DK/NA                                         |                                   |              |              |              |              |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Ethnicity |       |         |        |       |
|-----------------------------------------------|-----------------------------------|-----------|-------|---------|--------|-------|
|                                               |                                   | Total     | White | Chinese | Indian | Other |
| 28. Who is your local cable service provider? | Total                             | 390       | 149   | 124     | 82     | 36    |
|                                               | AT&T U-verse                      | 48        | 17    | 20      | 7      | 5     |
|                                               |                                   | 12.3%     | 11.2% | 16.2%   | 8.3%   | 13.2% |
|                                               | Comcast                           | 252       | 98    | 71      | 59     | 24    |
|                                               |                                   | 64.6%     | 65.9% | 57.6%   | 71.5%  | 67.4% |
|                                               | Satellite (Direct TV/Dishnetwork) | 38        | 13    | 10      | 11     | 4     |
|                                               |                                   | 9.7%      | 8.6%  | 8.3%    | 13.4%  | 10.4% |
|                                               | Other                             | 1         | 1     | 0       | 0      | 0     |
|                                               | .3%                               | .8%       | .0%   | .0%     | .0%    |       |
| Don't have cable                              | 10                                | 3         | 4     | 1       | 2      |       |
|                                               | 2.6%                              | 1.8%      | 3.5%  | 1.4%    | 5.6%   |       |
| DK/NA                                         | 41                                | 17        | 18    | 4       | 1      |       |
|                                               | 10.5%                             | 11.7%     | 14.5% | 5.4%    | 3.3%   |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Ethnicity |                |                |                |
|-----------------------------------------------|-----------------------------------|-----------|----------------|----------------|----------------|
|                                               |                                   | White (A) | Chinese (B)    | Indian (C)     | Other (D)      |
| 28. Who is your local cable service provider? | AT&T U-verse                      |           |                |                |                |
|                                               | Comcast                           |           |                |                |                |
|                                               | Satellite (Direct TV/Dishnetwork) |           |                |                |                |
|                                               | Other                             |           | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |
|                                               | Don't have cable                  |           |                |                |                |
| DK/NA                                         |                                   |           |                |                |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Length of Residence |                 |               |                  |
|-----------------------------------------------|-----------------------------------|---------------------|-----------------|---------------|------------------|
|                                               |                                   | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 28. Who is your local cable service provider? | Total                             | 399                 | 49              | 182           | 168              |
|                                               | AT&T U-verse                      | 49                  | 4               | 20            | 25               |
|                                               |                                   | 12.4%               | 8.5%            | 11.1%         | 14.9%            |
|                                               | Comcast                           | 256                 | 38              | 122           | 96               |
|                                               |                                   | 64.2%               | 77.8%           | 66.8%         | 57.5%            |
|                                               | Satellite (Direct TV/Dishnetwork) | 39                  | 4               | 17            | 17               |
|                                               |                                   | 9.7%                | 8.2%            | 9.6%          | 10.3%            |
|                                               | Other                             | 1                   | 0               | 0             | 1                |
|                                               | .3%                               | .0%                 | .0%             | .7%           |                  |
| Don't have cable                              | 11                                | 0                   | 4               | 7             |                  |
|                                               | 2.7%                              | .0%                 | 2.0%            | 4.3%          |                  |
| DK/NA                                         | 42                                | 3                   | 19              | 21            |                  |
|                                               | 10.6%                             | 5.5%                | 10.5%           | 12.3%         |                  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Length of Residence |                   |                      |
|-----------------------------------------------|-----------------------------------|---------------------|-------------------|----------------------|
|                                               |                                   | 3 years or less (A) | 4 to 15 years (B) | 16 years or more (C) |
| 28. Who is your local cable service provider? | AT&T U-verse                      |                     |                   |                      |
|                                               | Comcast                           | C                   |                   |                      |
|                                               | Satellite (Direct TV/Dishnetwork) |                     |                   |                      |
|                                               | Other                             | . <sup>a</sup>      | . <sup>a</sup>    |                      |
|                                               | Don't have cable                  | . <sup>a</sup>      |                   |                      |
| DK/NA                                         |                                   |                     |                   |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Homeownership Status |       |       |
|-----------------------------------------------|-----------------------------------|----------------------|-------|-------|
|                                               |                                   | Total                | Own   | Rent  |
| 28. Who is your local cable service provider? | Total                             | 391                  | 299   | 92    |
|                                               | AT&T U-verse                      | 47                   | 42    | 6     |
|                                               |                                   | 12.2%                | 14.0% | 6.0%  |
|                                               | Comcast                           | 255                  | 189   | 66    |
|                                               |                                   | 65.2%                | 63.1% | 72.0% |
|                                               | Satellite (Direct TV/Dishnetwork) | 38                   | 31    | 7     |
|                                               |                                   | 9.8%                 | 10.3% | 8.1%  |
|                                               | Other                             | 1                    | 1     | 0     |
|                                               | .3%                               | .4%                  | .0%   |       |
| Don't have cable                              | 11                                | 7                    | 4     |       |
|                                               | 2.8%                              | 2.4%                 | 4.1%  |       |
| DK/NA                                         | 38                                | 29                   | 9     |       |
|                                               | 9.8%                              | 9.7%                 | 9.9%  |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Homeownership Status |          |
|-----------------------------------------------|-----------------------------------|----------------------|----------|
|                                               |                                   | Own (A)              | Rent (B) |
| 28. Who is your local cable service provider? | AT&T U-verse                      | B                    |          |
|                                               | Comcast                           |                      |          |
|                                               | Satellite (Direct TV/Dishnetwork) |                      |          |
|                                               | Other                             | . <sup>a</sup>       |          |
|                                               | Don't have cable                  |                      |          |
| DK/NA                                         |                                   |                      |          |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Members in the Household |             |             |             |             |              |
|-----------------------------------------------|-----------------------------------|--------------------------|-------------|-------------|-------------|-------------|--------------|
|                                               |                                   | Total                    | One         | Two         | Three       | Four        | Five or more |
| Total                                         |                                   | 395                      | 38          | 91          | 105         | 117         | 43           |
| 28. Who is your local cable service provider? | AT&T U-verse                      | 49<br>12.5%              | 4<br>10.7%  | 5<br>5.9%   | 14<br>13.4% | 18<br>15.6% | 8<br>17.7%   |
|                                               | Comcast                           | 256<br>64.9%             | 26<br>69.0% | 63<br>68.6% | 68<br>65.0% | 77<br>65.7% | 22<br>51.3%  |
|                                               | Satellite (Direct TV/Dishnetwork) | 39<br>9.8%               | 1<br>3.4%   | 13<br>13.8% | 10<br>9.4%  | 10<br>8.3%  | 5<br>12.4%   |
|                                               | Other                             | 1<br>.3%                 | 0<br>.0%    | 1<br>1.3%   | 0<br>.0%    | 0<br>.0%    | 0<br>.0%     |
|                                               | Don't have cable                  | 9<br>2.3%                | 1<br>3.7%   | 5<br>5.6%   | 1<br>.9%    | 2<br>1.4%   | 0<br>.0%     |
|                                               | DK/NA                             | 40<br>10.2%              | 5<br>13.3%  | 4<br>4.8%   | 12<br>11.3% | 11<br>9.1%  | 8<br>18.7%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Members in the Household |     |                |                |                |
|-----------------------------------------------|-----------------------------------|--------------------------|-----|----------------|----------------|----------------|
|                                               |                                   | One                      | Two | Three          | Four           | Five or more   |
|                                               |                                   | (A)                      | (B) | (C)            | (D)            | (E)            |
| 28. Who is your local cable service provider? | AT&T U-verse                      |                          |     |                |                |                |
|                                               | Comcast                           |                          |     |                |                |                |
|                                               | Satellite (Direct TV/Dishnetwork) |                          |     |                |                |                |
|                                               | Other                             | . <sup>a</sup>           |     | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> |
|                                               | Don't have cable                  |                          |     |                |                | . <sup>a</sup> |
| DK/NA                                         |                                   |                          |     |                |                |                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Children in the Household |              |              |
|-----------------------------------------------|-----------------------------------|---------------------------|--------------|--------------|
|                                               |                                   | Total                     | Yes          | No           |
| Total                                         |                                   | 400                       | 181          | 220          |
| 28. Who is your local cable service provider? | AT&T U-verse                      | 49<br>12.3%               | 24<br>13.3%  | 25<br>11.5%  |
|                                               | Comcast                           | 257<br>64.2%              | 124<br>68.7% | 133<br>60.4% |
|                                               | Satellite (Direct TV/Dishnetwork) | 39<br>9.7%                | 14<br>8.0%   | 24<br>11.1%  |
|                                               | Other                             | 1<br>.3%                  | 0<br>.0%     | 1<br>.6%     |
|                                               | Don't have cable                  | 11<br>2.7%                | 2<br>1.2%    | 9<br>4.0%    |
|                                               | DK/NA                             | 43<br>10.8%               | 16<br>8.8%   | 27<br>12.4%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Children in the Household |     |
|-----------------------------------------------|-----------------------------------|---------------------------|-----|
|                                               |                                   | Yes                       | No  |
|                                               |                                   | (A)                       | (B) |
| 28. Who is your local cable service provider? | AT&T U-verse                      |                           |     |
|                                               | Comcast                           |                           |     |
|                                               | Satellite (Direct TV/Dishnetwork) |                           |     |
|                                               | Other                             | . <sup>a</sup>            |     |
|                                               | Don't have cable                  |                           |     |
| DK/NA                                         |                                   |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Seniors in the Household |             |              |
|-----------------------------------------------|-----------------------------------|--------------------------|-------------|--------------|
|                                               |                                   | Total                    | Yes         | No           |
| Total                                         |                                   | 400                      | 130         | 271          |
| 28. Who is your local cable service provider? | AT&T U-verse                      | 49<br>12.3%              | 21<br>15.8% | 29<br>10.7%  |
|                                               | Comcast                           | 257<br>64.2%             | 75<br>58.1% | 181<br>67.1% |
|                                               | Satellite (Direct TV/Dishnetwork) | 39<br>9.7%               | 17<br>12.8% | 22<br>8.2%   |
|                                               | Other                             | 1<br>.3%                 | 0<br>.0%    | 1<br>.5%     |
|                                               | Don't have cable                  | 11<br>2.7%               | 3<br>2.3%   | 8<br>2.9%    |
|                                               | DK/NA                             | 43<br>10.8%              | 14<br>11.0% | 29<br>10.6%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Seniors in the Household |     |
|-----------------------------------------------|-----------------------------------|--------------------------|-----|
|                                               |                                   | Yes                      | No  |
|                                               |                                   | (A)                      | (B) |
| 28. Who is your local cable service provider? | AT&T U-verse                      |                          |     |
|                                               | Comcast                           |                          |     |
|                                               | Satellite (Direct TV/Dishnetwork) |                          |     |
|                                               | Other                             | . <sup>a</sup>           |     |
|                                               | Don't have cable                  |                          |     |
| DK/NA                                         |                                   |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                               |                                   | Annual Household Income |                    |                       |                        |                   | DK/NA |
|-----------------------------------------------|-----------------------------------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|
|                                               |                                   | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more |       |
| 28. Who is your local cable service provider? | Total                             | 400                     | 72                 | 83                    | 70                     | 77                | 98    |
|                                               | AT&T U-verse                      | 49                      | 11                 | 12                    | 9                      | 5                 | 12    |
|                                               |                                   | 12.3%                   | 15.0%              | 14.4%                 | 12.6%                  | 7.1%              | 12.5% |
|                                               | Comcast                           | 257                     | 45                 | 44                    | 48                     | 57                | 63    |
|                                               |                                   | 64.2%                   | 61.6%              | 53.4%                 | 69.1%                  | 74.2%             | 63.8% |
|                                               | Satellite (Direct TV/Dishnetwork) | 39                      | 7                  | 12                    | 3                      | 12                | 5     |
|                                               |                                   | 9.7%                    | 9.4%               | 14.6%                 | 3.9%                   | 15.7%             | 5.2%  |
|                                               | Other                             | 1                       | 0                  | 0                     | 1                      | 0                 | 0     |
|                                               | .3%                               | .0%                     | .0%                | 1.7%                  | .0%                    | .0%               |       |
| Don't have cable                              | 11                                | 2                       | 4                  | 2                     | 0                      | 3                 |       |
|                                               | 2.7%                              | 3.3%                    | 4.8%               | 2.4%                  | .0%                    | 2.9%              |       |
| DK/NA                                         | 43                                | 8                       | 11                 | 7                     | 2                      | 15                |       |
|                                               | 10.8%                             | 10.6%                   | 12.8%              | 10.3%                 | 3.0%                   | 15.6%             |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                               |                                   | Annual Household Income |                       |                        |                   |       |
|-----------------------------------------------|-----------------------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                               |                                   | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                               |                                   | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 28. Who is your local cable service provider? | AT&T U-verse                      |                         |                       |                        |                   |       |
|                                               | Comcast                           |                         |                       |                        |                   |       |
|                                               | Satellite (Direct TV/Dishnetwork) |                         |                       |                        |                   |       |
|                                               | Other                             | .a                      | .a                    |                        | .a                | .a    |
|                                               | Don't have cable                  |                         |                       |                        |                   |       |
|                                               | DK/NA                             |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Gender |       |        |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|-------|--------|
|                                                                                                                                          |       | Total  | Male  | Female |
| 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? | Total | 306    | 150   | 156    |
|                                                                                                                                          | Yes   | 148    | 82    | 66     |
|                                                                                                                                          |       | 48.3%  | 54.5% | 42.4%  |
|                                                                                                                                          | No    | 153    | 68    | 85     |
|                                                                                                                                          | 49.9% | 45.1%  | 54.5% |        |
| DK/NA                                                                                                                                    | 5     | 1      | 5     |        |
|                                                                                                                                          | 1.7%  | .3%    | 3.1%  |        |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                          |       | Gender   |            |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|------------|
|                                                                                                                                          |       | Male (A) | Female (B) |
| 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? | Yes   | B        |            |
|                                                                                                                                          | No    |          |            |
|                                                                                                                                          | DK/NA |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Age   |          |          |          |          |              |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|----------|----------|----------|----------|--------------|
|                                                                                                                                          |       | Total | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
| 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? | Total | 297   | 47       | 21       | 104      | 74       | 51           |
|                                                                                                                                          | Yes   | 140   | 20       | 4        | 45       | 43       | 28           |
|                                                                                                                                          |       | 47.1% | 43.3%    | 17.4%    | 43.8%    | 57.5%    | 54.7%        |
|                                                                                                                                          | No    | 152   | 26       | 18       | 55       | 31       | 22           |
|                                                                                                                                          | 51.1% | 54.9% | 82.6%    | 53.2%    | 41.8%    | 43.7%    |              |
| DK/NA                                                                                                                                    | 5     | 1     | 0        | 3        | 1        | 1        |              |
|                                                                                                                                          | 1.8%  | 1.8%  | .0%      | 3.1%     | .7%      | 1.6%     |              |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                          |       | Age          |              |              |              |                  |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------|--------------|--------------|--------------|------------------|
|                                                                                                                                          |       | 18 to 29 (A) | 30 to 39 (B) | 40 to 49 (C) | 50 to 64 (D) | 65 and older (E) |
| 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? | Yes   |              |              |              | B            | B                |
|                                                                                                                                          | No    |              | D E          |              |              |                  |
|                                                                                                                                          | DK/NA | .a           |              |              |              |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Ethnicity |       |         |        |       |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|-------|---------|--------|-------|
|                                                                                                                                          |       | Total     | White | Chinese | Indian | Other |
| 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? | Total | 300       | 115   | 91      | 65     | 29    |
|                                                                                                                                          | Yes   | 144       | 61    | 50      | 21     | 11    |
|                                                                                                                                          | No    | 151       | 51    | 40      | 44     | 16    |
|                                                                                                                                          | DK/NA | 5         | 3     | 1       | 0      | 1     |
|                                                                                                                                          |       | 48.0%     | 53.4% | 55.1%   | 32.4%  | 39.1% |
|                                                                                                                                          |       | 50.2%     | 44.2% | 43.5%   | 67.6%  | 56.4% |
|                                                                                                                                          |       | 1.8%      | 2.4%  | 1.4%    | .0%    | 4.5%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                          |       | Ethnicity |             |            |           |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|-------------|------------|-----------|
|                                                                                                                                          |       | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 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? | Yes   | C         | C           |            |           |
|                                                                                                                                          | No    |           |             | A B        |           |
|                                                                                                                                          | DK/NA |           |             | a          | .         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Length of Residence |                 |               |                  |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                          |       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total | 305                 | 42              | 142           | 121              |
|                                                                                                                                          | Yes   | 147                 | 10              | 62            | 75               |
|                                                                                                                                          | No    | 153                 | 31              | 77            | 44               |
|                                                                                                                                          | DK/NA | 5                   | 1               | 3             | 2                |
|                                                                                                                                          |       | 48.2%               | 24.8%           | 43.6%         | 61.7%            |
|                                                                                                                                          |       | 50.0%               | 73.8%           | 54.5%         | 36.5%            |
|                                                                                                                                          |       | 1.7%                | 1.3%            | 1.8%          | 1.8%             |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                          |       | Length of Residence |                   |                      |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------|-------------------|----------------------|
|                                                                                                                                          |       | 3 years or less (A) | 4 to 15 years (B) | 16 years or more (C) |
| 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? | Yes   |                     |                   | A B                  |
|                                                                                                                                          | No    | C                   | C                 |                      |
|                                                                                                                                          | DK/NA |                     |                   |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Homeownership Status |       |       |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------------|-------|-------|
|                                                                                                                                          |       | Total                | Own   | Rent  |
| 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? | Total | 302                  | 231   | 71    |
|                                                                                                                                          | Yes   | 147                  | 126   | 20    |
|                                                                                                                                          | No    | 150                  | 100   | 51    |
|                                                                                                                                          | DK/NA | 5                    | 5     | 1     |
|                                                                                                                                          |       | 48.5%                | 54.8% | 28.3% |
|                                                                                                                                          |       | 49.7%                | 43.2% | 70.9% |
|                                                                                                                                          |       | 1.8%                 | 2.1%  | .8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                          |       | Homeownership Status |          |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------------|----------|
|                                                                                                                                          |       | Own (A)              | Rent (B) |
| 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? | Yes   | B                    |          |
|                                                                                                                                          | No    |                      | A        |
|                                                                                                                                          | DK/NA |                      |          |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Members in the Household |             |             |             |             |              |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------------------|-------------|-------------|-------------|-------------|--------------|
|                                                                                                                                          |       | Total                    | One         | Two         | Three       | Four        | Five or more |
| 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? | Total | 306                      | 30          | 68          | 82          | 95          | 30           |
|                                                                                                                                          | Yes   | 148<br>48.4%             | 14<br>46.2% | 39<br>56.8% | 32<br>39.3% | 52<br>54.1% | 11<br>38.7%  |
|                                                                                                                                          | No    | 152<br>49.8%             | 16<br>53.8% | 29<br>42.0% | 49<br>59.2% | 41<br>43.4% | 17<br>58.5%  |
|                                                                                                                                          | DK/NA | 5<br>1.7%                | 0<br>.0%    | 1<br>1.2%   | 1<br>1.6%   | 2<br>2.5%   | 1<br>2.8%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                          |       | Members in the Household |     |       |      |              |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                          |       | One                      | Two | Three | Four | Five or more |
|                                                                                                                                          |       | (A)                      | (B) | (C)   | (D)  | (E)          |
| 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? | Yes   |                          |     |       |      |              |
|                                                                                                                                          | No    |                          |     |       |      |              |
|                                                                                                                                          | DK/NA | <sup>a</sup>             |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Children in the Household |             |             |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------------|-------------|-------------|
|                                                                                                                                          |       | Total                     | Yes         | No          |
| 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? | Total | 306                       | 148         | 158         |
|                                                                                                                                          | Yes   | 148<br>48.3%              | 67<br>45.3% | 81<br>51.2% |
|                                                                                                                                          | No    | 153<br>49.9%              | 77<br>51.7% | 76<br>48.3% |
|                                                                                                                                          | DK/NA | 5<br>1.7%                 | 4<br>3.0%   | 1<br>.5%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                          |       | Children in the Household |     |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------------|-----|
|                                                                                                                                          |       | Yes                       | No  |
|                                                                                                                                          |       | (A)                       | (B) |
| 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? | Yes   |                           |     |
|                                                                                                                                          | No    |                           |     |
|                                                                                                                                          | DK/NA |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Seniors in the Household |             |              |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------------------|-------------|--------------|
|                                                                                                                                          |       | Total                    | Yes         | No           |
| 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? | Total | 306                      | 96          | 210          |
|                                                                                                                                          | Yes   | 148<br>48.3%             | 52<br>53.7% | 96<br>45.9%  |
|                                                                                                                                          | No    | 153<br>49.9%             | 43<br>44.5% | 110<br>52.4% |
|                                                                                                                                          | DK/NA | 5<br>1.7%                | 2<br>1.7%   | 4<br>1.7%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                          |       | Seniors in the Household |     |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------------------|-----|
|                                                                                                                                          |       | Yes                      | No  |
|                                                                                                                                          |       | (A)                      | (B) |
| 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? | Yes   |                          |     |
|                                                                                                                                          | No    |                          |     |
|                                                                                                                                          | DK/NA |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                          |       | Annual Household Income |                    |                       |                        |                   | DK/NA |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------------------|--------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                          |       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more |       |
| 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? | Total | 306                     | 55                 | 56                    | 57                     | 63                | 75    |
|                                                                                                                                          | Yes   | 148                     | 25                 | 36                    | 25                     | 28                | 34    |
|                                                                                                                                          | No    | 153                     | 30                 | 20                    | 32                     | 31                | 39    |
|                                                                                                                                          | DK/NA | 5                       | 0                  | 0                     | 1                      | 3                 | 2     |
|                                                                                                                                          |       | 1.7%                    | .0%                | .0%                   | 1.0%                   | 5.0%              | 2.2%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                          |       | Annual Household Income |                       |                        |                   |       |
|------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                          |       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                          |       | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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? | Yes   |                         |                       |                        |                   |       |
|                                                                                                                                          | No    |                         |                       |                        |                   |       |
|                                                                                                                                          | DK/NA | a                       | a                     |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                          |                       | Gender |       |        |
|--------------------------------------------------------------------------|-----------------------|--------|-------|--------|
|                                                                          |                       | Total  | Male  | Female |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 148    | 82    | 66     |
|                                                                          | City Council Meetings | 111    | 63    | 48     |
|                                                                          | Commission Meetings   | 27     | 20    | 7      |
|                                                                          | California Channel    | 12     | 7     | 5      |
|                                                                          | None                  | 0      | 0     | 0      |
|                                                                          | Other                 | 8      | 5     | 3      |
|                                                                          | DK/NA                 | 22     | 12    | 10     |
|                                                                          |                       | 14.9%  | 14.4% | 15.5%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                          |                       | Gender   |            |
|--------------------------------------------------------------------------|-----------------------|----------|------------|
|                                                                          |                       | Male (A) | Female (B) |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |          |            |
|                                                                          | Commission Meetings   | B        |            |
|                                                                          | California Channel    |          |            |
|                                                                          | None                  |          | a          |
|                                                                          | Other                 |          |            |
|                                                                          | DK/NA                 |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                          |                       | Age   |          |          |          |
|--------------------------------------------------------------------------|-----------------------|-------|----------|----------|----------|
|                                                                          |                       | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 140   | 20       | 4        | 45       |
|                                                                          | City Council Meetings | 105   | 9        | 3        | 38       |
|                                                                          | Commission Meetings   | 25    | 4        | 3        | 6        |
|                                                                          | California Channel    | 12    | 5        | 1        | 2        |
|                                                                          | None                  | 8.9%  | 26.7%    | 20.2%    | 5.3%     |
|                                                                          | Other                 | 8     | 3        | 0        | 1        |
|                                                                          | DK/NA                 | 21    | 6        | 1        | 6        |
|                                                                          | 14.7%                 | 29.3% | 20.2%    | 12.7%    |          |

|                                                                          |                       | Age         |              |
|--------------------------------------------------------------------------|-----------------------|-------------|--------------|
|                                                                          |                       | 50 to 64    | 65 and older |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 43          | 28           |
|                                                                          | City Council Meetings | 32<br>75.4% | 23<br>83.4%  |
|                                                                          | Commission Meetings   | 9<br>20.7%  | 4<br>14.6%   |
|                                                                          | California Channel    | 3<br>7.2%   | 1<br>3.0%    |
|                                                                          | None                  |             |              |
|                                                                          | Other                 | 5<br>10.6%  | 0<br>.0%     |
|                                                                          | DK/NA                 | 4<br>10.0%  | 4<br>13.6%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                          |                       | Age      |          |          |          |              |
|--------------------------------------------------------------------------|-----------------------|----------|----------|----------|----------|--------------|
|                                                                          |                       | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                          |                       | (A)      | (B)      | (C)      | (D)      | (E)          |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |          |          | A        |          | A            |
|                                                                          | Commission Meetings   |          | C        |          |          |              |
|                                                                          | California Channel    |          |          |          |          |              |
|                                                                          | Other                 |          | .a       |          |          | .a           |
|                                                                          | DK/NA                 |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                          |                       | Ethnicity    |             |             |             |            |
|--------------------------------------------------------------------------|-----------------------|--------------|-------------|-------------|-------------|------------|
|                                                                          |                       | Total        | White       | Chinese     | Indian      | Other      |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 144          | 61          | 50          | 21          | 11         |
|                                                                          | City Council Meetings | 108<br>75.0% | 47<br>76.6% | 36<br>71.0% | 17<br>79.4% | 9<br>75.5% |
|                                                                          | Commission Meetings   | 26<br>17.8%  | 13<br>21.8% | 4<br>8.6%   | 8<br>36.8%  | 0<br>1.9%  |
|                                                                          | California Channel    | 12<br>8.7%   | 3<br>5.6%   | 4<br>8.2%   | 5<br>23.0%  | 0<br>.0%   |
|                                                                          | None                  | 0<br>.3%     | 0<br>.8%    | 0<br>.0%    | 0<br>.0%    | 0<br>.0%   |
|                                                                          | Other                 | 8<br>5.7%    | 2<br>3.1%   | 4<br>7.6%   | 2<br>11.7%  | 0<br>.0%   |
|                                                                          | DK/NA                 | 21<br>14.8%  | 9<br>14.4%  | 7<br>13.4%  | 3<br>14.4%  | 3<br>24.5% |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                          |                       | Ethnicity |             |            |           |
|--------------------------------------------------------------------------|-----------------------|-----------|-------------|------------|-----------|
|                                                                          |                       | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |           |             |            |           |
|                                                                          | Commission Meetings   |           |             | B          |           |
|                                                                          | California Channel    |           |             |            | .a        |
|                                                                          | None                  |           | .a          | .a         | .a        |
|                                                                          | Other                 |           |             |            | .a        |
|                                                                          | DK/NA                 |           |             |            |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                          |                       | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------|-----------------------|---------------------|-----------------|---------------|------------------|
|                                                                          |                       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 147                 | 10              | 62            | 75               |
|                                                                          | City Council Meetings | 111<br>75.1%        | 3<br>25.6%      | 47<br>76.1%   | 61<br>81.1%      |
|                                                                          | Commission Meetings   | 27<br>18.1%         | 0<br>.0%        | 10<br>16.3%   | 17<br>22.2%      |
|                                                                          | California Channel    | 12<br>8.5%          | 3<br>31.9%      | 3<br>5.2%     | 6<br>7.9%        |
|                                                                          | None                  | 0<br>.3%            | 0<br>.0%        | 0<br>.0%      | 0<br>.7%         |
|                                                                          | Other                 | 8<br>5.6%           | 0<br>.0%        | 5<br>8.0%     | 3<br>4.4%        |
|                                                                          | DK/NA                 | 22<br>15.0%         | 4<br>42.6%      | 7<br>11.8%    | 10<br>13.7%      |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                          |                       | Length of Residence |                   |                      |
|--------------------------------------------------------------------------|-----------------------|---------------------|-------------------|----------------------|
|                                                                          |                       | 3 years or less (A) | 4 to 15 years (B) | 16 years or more (C) |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings | .a                  | A                 | A                    |
|                                                                          | Commission Meetings   | .                   |                   |                      |
|                                                                          | California Channel    | B                   |                   |                      |
|                                                                          | None                  | .a                  | .a                |                      |
|                                                                          | Other                 | .a                  |                   |                      |
|                                                                          | DK/NA                 | B                   |                   |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                          |                       | Homeownership Status |              |             |
|--------------------------------------------------------------------------|-----------------------|----------------------|--------------|-------------|
|                                                                          |                       | Total                | Own          | Rent        |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 147                  | 126          | 20          |
|                                                                          | City Council Meetings | 111<br>75.5%         | 100<br>78.8% | 11<br>54.8% |
|                                                                          | Commission Meetings   | 27<br>18.2%          | 26<br>20.6%  | 1<br>3.0%   |
|                                                                          | California Channel    | 12<br>8.5%           | 12<br>9.3%   | 1<br>3.7%   |
|                                                                          | None                  | 0<br>.3%             | 0<br>.4%     | 0<br>.0%    |
|                                                                          | Other                 | 8<br>5.6%            | 5<br>3.6%    | 4<br>18.4%  |
|                                                                          | DK/NA                 | 21<br>14.5%          | 16<br>12.7%  | 5<br>25.9%  |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                          |                       | Homeownership Status |                |
|--------------------------------------------------------------------------|-----------------------|----------------------|----------------|
|                                                                          |                       | Own (A)              | Rent (B)       |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |                      | B              |
|                                                                          | Commission Meetings   |                      |                |
|                                                                          | California Channel    |                      |                |
|                                                                          | None                  |                      | . <sup>a</sup> |
|                                                                          | DK/NA                 |                      | A              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                          |                       | Members in the Household |             |             |             |
|--------------------------------------------------------------------------|-----------------------|--------------------------|-------------|-------------|-------------|
|                                                                          |                       | Total                    | One         | Two         | Three       |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 148                      | 14          | 39          | 32          |
|                                                                          | City Council Meetings | 111<br>75.2%             | 11<br>75.5% | 29<br>73.9% | 28<br>86.8% |
|                                                                          | Commission Meetings   | 27<br>18.0%              | 2<br>10.8%  | 9<br>24.5%  | 7<br>22.4%  |
|                                                                          | California Channel    | 12<br>8.4%               | 2<br>11.3%  | 1<br>3.5%   | 4<br>11.9%  |
|                                                                          | None                  | 0<br>.3%                 | 0<br>3.6%   | 0<br>.0%    | 0<br>.0%    |
|                                                                          | Other                 | 8<br>5.5%                | 0<br>.0%    | 5<br>13.3%  | 1<br>1.9%   |
|                                                                          | DK/NA                 | 22<br>14.9%              | 1<br>10.6%  | 5<br>13.0%  | 2<br>6.6%   |

|                                                                          |                       | Members in the |              |
|--------------------------------------------------------------------------|-----------------------|----------------|--------------|
|                                                                          |                       | Four           | Five or more |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 52             | 11           |
|                                                                          | City Council Meetings | 38<br>73.9%    | 6<br>52.1%   |
|                                                                          | Commission Meetings   | 8<br>15.3%     | 1<br>4.9%    |
|                                                                          | California Channel    | 6<br>11.0%     | 0<br>.0%     |
|                                                                          | None                  | 0<br>.0%       | 0<br>.0%     |
|                                                                          | Other                 | 2<br>4.8%      | 0<br>.0%     |
|                                                                          | DK/NA                 | 8<br>16.4%     | 5<br>43.0%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                          |                       | Members in the Household |                |                |                |                  |
|--------------------------------------------------------------------------|-----------------------|--------------------------|----------------|----------------|----------------|------------------|
|                                                                          |                       | One (A)                  | Two (B)        | Three (C)      | Four (D)       | Five or more (E) |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |                          |                |                |                |                  |
|                                                                          | Commission Meetings   |                          |                |                |                |                  |
|                                                                          | California Channel    |                          |                |                |                | . <sup>a</sup>   |
|                                                                          | None                  |                          | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup> | . <sup>a</sup>   |
|                                                                          | Other                 | . <sup>a</sup>           |                |                |                | . <sup>a</sup>   |
|                                                                          | DK/NA                 |                          |                |                |                | C                |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                          |                       | Children in the Household |             |             |
|--------------------------------------------------------------------------|-----------------------|---------------------------|-------------|-------------|
|                                                                          |                       | Total                     | Yes         | No          |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 148                       | 67          | 81          |
|                                                                          | City Council Meetings | 111<br>75.2%              | 47<br>70.6% | 64<br>79.0% |
|                                                                          | Commission Meetings   | 27<br>18.0%               | 10<br>14.5% | 17<br>20.9% |
|                                                                          | California Channel    | 12<br>8.4%                | 6<br>9.6%   | 6<br>7.5%   |
|                                                                          | None                  | 0<br>.3%                  | 0<br>.0%    | 0<br>.6%    |
|                                                                          | Other                 | 8<br>5.5%                 | 2<br>3.7%   | 6<br>7.1%   |
|                                                                          | DK/NA                 | 22<br>14.9%               | 13<br>20.0% | 9<br>10.7%  |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                          |                       | Children in the Household |     |
|--------------------------------------------------------------------------|-----------------------|---------------------------|-----|
|                                                                          |                       | Yes                       | No  |
|                                                                          |                       | (A)                       | (B) |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |                           |     |
|                                                                          | Commission Meetings   |                           |     |
|                                                                          | California Channel    |                           |     |
|                                                                          | None                  | .a                        |     |
|                                                                          | Other                 |                           |     |
|                                                                          | DK/NA                 |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
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|                                                                          |                       | Seniors in the Household |             |             |
|--------------------------------------------------------------------------|-----------------------|--------------------------|-------------|-------------|
|                                                                          |                       | Total                    | Yes         | No          |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 148                      | 52          | 96          |
|                                                                          | City Council Meetings | 111<br>75.2%             | 44<br>84.5% | 68<br>70.2% |
|                                                                          | Commission Meetings   | 27<br>18.0%              | 12<br>23.3% | 15<br>15.2% |
|                                                                          | California Channel    | 12<br>8.4%               | 4<br>8.0%   | 8<br>8.6%   |
|                                                                          | None                  | 0<br>.3%                 | 0<br>1.0%   | 0<br>.0%    |
|                                                                          | Other                 | 8<br>5.5%                | 1<br>1.3%   | 8<br>7.8%   |
|                                                                          | DK/NA                 | 22<br>14.9%              | 6<br>11.8%  | 16<br>16.5% |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                          |                       | Seniors in the Household |     |
|--------------------------------------------------------------------------|-----------------------|--------------------------|-----|
|                                                                          |                       | Yes                      | No  |
|                                                                          |                       | (A)                      | (B) |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |                          |     |
|                                                                          | Commission Meetings   |                          |     |
|                                                                          | California Channel    |                          |     |
|                                                                          | None                  |                          | .a  |
|                                                                          | Other                 |                          |     |
|                                                                          | DK/NA                 |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
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|                                                                          |                       | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------|-----------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                          |                       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 148                     | 25                 | 36                    | 25                     |
|                                                                          | City Council Meetings | 111<br>75.2%            | 15<br>61.0%        | 16<br>45.6%           | 21<br>86.0%            |
|                                                                          | Commission Meetings   | 27<br>18.0%             | 6<br>25.2%         | 5<br>12.8%            | 5<br>20.7%             |
|                                                                          | California Channel    | 12<br>8.4%              | 7<br>27.1%         | 1<br>3.5%             | 1<br>4.7%              |
|                                                                          | None                  | 0<br>.3%                | 0<br>2.0%          | 0<br>.0%              | 0<br>.0%               |
|                                                                          | Other                 | 8<br>5.5%               | 3<br>10.1%         | 2<br>5.0%             | 0<br>.0%               |
|                                                                          | DK/NA                 | 22<br>14.9%             | 3<br>13.2%         | 14<br>40.0%           | 3<br>14.0%             |

|                                                                          |                       | Annual Household  |              |
|--------------------------------------------------------------------------|-----------------------|-------------------|--------------|
|                                                                          |                       | \$180,000 or more | DK/NA        |
| 30. Which programs on the Government Channel has your household watched? | Total                 | 28                | 34           |
|                                                                          | City Council Meetings | 24<br>85.5%       | 34<br>100.0% |
|                                                                          | Commission Meetings   | 5<br>17.2%        | 6<br>16.9%   |
|                                                                          | California Channel    | 2<br>8.8%         | 1<br>2.2%    |
|                                                                          | None                  | 0<br>.0%          | 0<br>.0%     |
|                                                                          | Other                 | 2<br>6.8%         | 2<br>5.8%    |
|                                                                          | DK/NA                 | 1<br>3.5%         | 0<br>.0%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                          |                       | Annual Household Income |                       |                        |                   |                |
|--------------------------------------------------------------------------|-----------------------|-------------------------|-----------------------|------------------------|-------------------|----------------|
|                                                                          |                       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA          |
|                                                                          |                       | (A)                     | (B)                   | (C)                    | (D)               | (E)            |
| 30. Which programs on the Government Channel has your household watched? | City Council Meetings |                         |                       | B                      | B                 | . <sup>a</sup> |
|                                                                          | Commission Meetings   |                         |                       |                        |                   |                |
|                                                                          | California Channel    | E                       |                       |                        |                   | . <sup>a</sup> |
|                                                                          | None                  |                         | . <sup>a</sup>        | . <sup>a</sup>         | . <sup>a</sup>    | . <sup>a</sup> |
|                                                                          | Other                 |                         |                       | . <sup>a</sup>         |                   |                |
|                                                                          | DK/NA                 |                         | D                     |                        |                   | . <sup>a</sup> |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Gender       |              |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|--------------|--------------|
|                                                                                                                                                                                                  |                  | Total        | Male         | Female       |
| 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? | Total            | 400          | 198          | 202          |
|                                                                                                                                                                                                  | Strongly support | 245<br>61.2% | 122<br>61.5% | 123<br>60.9% |
|                                                                                                                                                                                                  | Somewhat support | 95<br>23.8%  | 46<br>23.2%  | 49<br>24.4%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%   | 6<br>3.2%    | 8<br>4.1%    |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%   | 8<br>4.3%    | 10<br>4.8%   |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%   | 15<br>7.8%   | 12<br>5.8%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                  |                  | Gender      |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|---------------|
|                                                                                                                                                                                                  |                  | Male<br>(A) | Female<br>(B) |
| 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? | Strongly support |             |               |
|                                                                                                                                                                                                  | Somewhat support |             |               |
|                                                                                                                                                                                                  | Somewhat oppose  |             |               |
|                                                                                                                                                                                                  | Strongly oppose  |             |               |
|                                                                                                                                                                                                  | DK/NA            |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Age          |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 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? | Total            | 382          | 53          | 40          | 100         |
|                                                                                                                                                                                                  | Strongly support | 240<br>62.6% | 34<br>64.0% | 23<br>55.8% | 78<br>78.0% |
|                                                                                                                                                                                                  | Somewhat support | 89<br>23.2%  | 14<br>26.4% | 11<br>27.1% | 13<br>13.0% |
|                                                                                                                                                                                                  | Somewhat oppose  | 11<br>3.0%   | 3<br>5.6%   | 1<br>3.1%   | 3<br>2.9%   |
|                                                                                                                                                                                                  | Strongly oppose  | 17<br>4.6%   | 1<br>2.0%   | 2<br>5.5%   | 3<br>3.3%   |
|                                                                                                                                                                                                  | DK/NA            | 25<br>6.7%   | 1<br>2.0%   | 3<br>8.5%   | 3<br>2.8%   |

|                                                                                                                                                                                                  |                  | Age         |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|--------------|
|                                                                                                                                                                                                  |                  | 50 to 64    | 65 and older |
| 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? | Total            | 123         | 65           |
|                                                                                                                                                                                                  | Strongly support | 74<br>59.7% | 31<br>47.6%  |
|                                                                                                                                                                                                  | Somewhat support | 31<br>25.1% | 20<br>30.1%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 3<br>2.6%   | 1<br>1.5%    |
|                                                                                                                                                                                                  | Strongly oppose  | 7<br>5.4%   | 4<br>6.5%    |
|                                                                                                                                                                                                  | DK/NA            | 9<br>7.1%   | 9<br>14.3%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                  |                  | Age             |                 |                 |                 |                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                                                                                                                  |                  | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 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? | Strongly support |                 |                 | D E             |                 |                     |
|                                                                                                                                                                                                  | Somewhat support |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                  | Somewhat oppose  |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                  | Strongly oppose  |                 |                 |                 |                 |                     |
|                                                                                                                                                                                                  | DK/NA            |                 |                 |                 |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Ethnicity    |              |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total        | White        | Chinese     | Indian      | Other       |
| 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? | Total            | 386          | 203          | 82          | 55          | 45          |
|                                                                                                                                                                                                  | Strongly support | 236<br>61.3% | 127<br>62.7% | 41<br>49.3% | 40<br>72.4% | 28<br>62.7% |
|                                                                                                                                                                                                  | Somewhat support | 93<br>24.1%  | 48<br>23.6%  | 26<br>31.9% | 8<br>14.8%  | 11<br>23.9% |
|                                                                                                                                                                                                  | Somewhat oppose  | 13<br>3.5%   | 6<br>3.1%    | 4<br>5.2%   | 1<br>1.3%   | 2<br>4.8%   |
|                                                                                                                                                                                                  | Strongly oppose  | 17<br>4.3%   | 8<br>3.9%    | 3<br>3.8%   | 4<br>8.0%   | 1<br>2.4%   |
|                                                                                                                                                                                                  | DK/NA            | 26<br>6.9%   | 14<br>6.7%   | 8<br>9.8%   | 2<br>3.5%   | 3<br>6.2%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Ethnicity    |                |               |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                                                  |                  | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 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? | Strongly support |              |                | B             |              |
|                                                                                                                                                                                                  | Somewhat support |              |                |               |              |
|                                                                                                                                                                                                  | Somewhat oppose  |              |                |               |              |
|                                                                                                                                                                                                  | Strongly oppose  |              |                |               |              |
|                                                                                                                                                                                                  | DK/NA            |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                  |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total            | 398                 | 48              | 162           | 187              |
|                                                                                                                                                                                                  | Strongly support | 244<br>61.2%        | 34<br>70.3%     | 111<br>68.7%  | 98<br>52.4%      |
|                                                                                                                                                                                                  | Somewhat support | 94<br>23.7%         | 10<br>21.6%     | 33<br>20.3%   | 51<br>27.3%      |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%          | 0<br>.0%        | 5<br>3.0%     | 10<br>5.2%       |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%          | 1<br>2.2%       | 6<br>3.7%     | 11<br>5.9%       |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%          | 3<br>5.9%       | 7<br>4.3%     | 17<br>9.2%       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                  |                  | Length of Residence    |                      |                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                                                  |                  | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 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? | Strongly support |                        | C                    |                         |
|                                                                                                                                                                                                  | Somewhat support |                        |                      |                         |
|                                                                                                                                                                                                  | Somewhat oppose  |                        |                      |                         |
|                                                                                                                                                                                                  | Strongly oppose  |                        |                      |                         |
|                                                                                                                                                                                                  | DK/NA            |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Homeownership Status |              |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|--------------|-------------|
|                                                                                                                                                                                                  |                  | Total                | Own          | Rent        |
| 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? | Total            | 390                  | 304          | 86          |
|                                                                                                                                                                                                  | Strongly support | 238<br>61.1%         | 180<br>59.3% | 58<br>67.4% |
|                                                                                                                                                                                                  | Somewhat support | 94<br>24.1%          | 72<br>23.8%  | 22<br>25.3% |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.8%           | 13<br>4.2%   | 2<br>2.0%   |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.5%           | 17<br>5.5%   | 1<br>1.2%   |
|                                                                                                                                                                                                  | DK/NA            | 26<br>6.6%           | 22<br>7.3%   | 3<br>4.1%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Homeownership Status |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                                                  |                  | Own<br>(A)           | Rent<br>(B) |
| 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? | Strongly support |                      |             |
|                                                                                                                                                                                                  | Somewhat support |                      |             |
|                                                                                                                                                                                                  | Somewhat oppose  |                      |             |
|                                                                                                                                                                                                  | Strongly oppose  |                      |             |
|                                                                                                                                                                                                  | DK/NA            |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Members in the Household |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total                    | One         | Two         | Three       |
| 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? | Total            | 394                      | 40          | 104         | 91          |
|                                                                                                                                                                                                  | Strongly support | 243<br>61.5%             | 21<br>52.8% | 58<br>55.3% | 63<br>69.0% |
|                                                                                                                                                                                                  | Somewhat support | 94<br>23.8%              | 13<br>32.6% | 26<br>25.0% | 19<br>20.4% |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%               | 0<br>.0%    | 7<br>7.0%   | 1<br>1.2%   |
|                                                                                                                                                                                                  | Strongly oppose  | 17<br>4.2%               | 2<br>5.3%   | 7<br>6.9%   | 3<br>3.3%   |
|                                                                                                                                                                                                  | DK/NA            | 26<br>6.7%               | 4<br>9.4%   | 6<br>5.8%   | 6<br>6.1%   |

|                                                                                                                                                                                                  |                  | Members in the |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                                  |                  | Four           | Five or more |
| 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? | Total            | 117            | 42           |
|                                                                                                                                                                                                  | Strongly support | 78<br>66.7%    | 23<br>54.7%  |
|                                                                                                                                                                                                  | Somewhat support | 27<br>22.7%    | 10<br>23.1%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 4<br>3.4%      | 2<br>5.6%    |
|                                                                                                                                                                                                  | Strongly oppose  | 2<br>1.8%      | 2<br>5.3%    |
|                                                                                                                                                                                                  | DK/NA            | 6<br>5.4%      | 5<br>11.3%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                  |                  | Members in the Household |            |              |             |                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                                                                                                                  |                  | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 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? | Strongly support |                          |            |              |             |                     |
|                                                                                                                                                                                                  | Somewhat support |                          |            |              |             |                     |
|                                                                                                                                                                                                  | Somewhat oppose  | a                        |            |              |             |                     |
|                                                                                                                                                                                                  | Strongly oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                                  | DK/NA            |                          |            |              |             |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Children in the Household |              |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|--------------|--------------|
|                                                                                                                                                                                                  |                  | Total                     | Yes          | No           |
| 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? | Total            | 400                       | 167          | 232          |
|                                                                                                                                                                                                  | Strongly support | 245<br>61.2%              | 111<br>66.6% | 133<br>57.3% |
|                                                                                                                                                                                                  | Somewhat support | 95<br>23.8%               | 35<br>20.9%  | 60<br>25.9%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%                | 4<br>2.3%    | 11<br>4.6%   |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%                | 6<br>3.7%    | 12<br>5.1%   |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%                | 11<br>6.5%   | 16<br>7.0%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Children in the Household |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----------|
|                                                                                                                                                                                                  |                  | Yes<br>(A)                | No<br>(B) |
| 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? | Strongly support |                           |           |
|                                                                                                                                                                                                  | Somewhat support |                           |           |
|                                                                                                                                                                                                  | Somewhat oppose  |                           |           |
|                                                                                                                                                                                                  | Strongly oppose  |                           |           |
|                                                                                                                                                                                                  | DK/NA            |                           |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Seniors in the Household |             |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                                                  |                  | Total                    | Yes         | No           |
| 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? | Total            | 400                      | 129         | 271          |
|                                                                                                                                                                                                  | Strongly support | 245<br>61.2%             | 65<br>50.8% | 179<br>66.2% |
|                                                                                                                                                                                                  | Somewhat support | 95<br>23.8%              | 33<br>25.4% | 62<br>23.0%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%               | 4<br>3.5%   | 10<br>3.7%   |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%               | 10<br>8.0%  | 8<br>2.9%    |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%               | 16<br>12.4% | 11<br>4.1%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Seniors in the Household |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----------|
|                                                                                                                                                                                                  |                  | Yes<br>(A)               | No<br>(B) |
| 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? | Strongly support |                          | A         |
|                                                                                                                                                                                                  | Somewhat support |                          |           |
|                                                                                                                                                                                                  | Somewhat oppose  |                          |           |
|                                                                                                                                                                                                  | Strongly oppose  | B                        |           |
|                                                                                                                                                                                                  | DK/NA            | B                        |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                  |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total            | 400                     | 68                 | 75                    | 76                     |
|                                                                                                                                                                                                  | Strongly support | 245                     | 41                 | 50                    | 51                     |
|                                                                                                                                                                                                  |                  | 61.2%                   | 59.9%              | 67.0%                 | 66.9%                  |
|                                                                                                                                                                                                  | Somewhat support | 95                      | 19                 | 12                    | 16                     |
|                                                                                                                                                                                                  |                  | 23.8%                   | 27.4%              | 15.4%                 | 21.0%                  |
|                                                                                                                                                                                                  | Somewhat oppose  | 15                      | 1                  | 4                     | 2                      |
| 3.7%                                                                                                                                                                                             |                  | 1.2%                    | 4.7%               | 2.8%                  |                        |
| Strongly oppose                                                                                                                                                                                  | 18               | 3                       | 4                  | 4                     |                        |
|                                                                                                                                                                                                  | 4.6%             | 4.1%                    | 5.9%               | 5.4%                  |                        |
| DK/NA                                                                                                                                                                                            | 27               | 5                       | 5                  | 3                     |                        |
|                                                                                                                                                                                                  | 6.8%             | 7.5%                    | 7.0%               | 4.0%                  |                        |

|                                                                                                                                                                                                  |                  | Annual Household  |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------|
|                                                                                                                                                                                                  |                  | \$180,000 or more | DK/NA |
| 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? | Total            | 73                | 107   |
|                                                                                                                                                                                                  | Strongly support | 47                | 56    |
|                                                                                                                                                                                                  |                  | 64.0%             | 52.1% |
|                                                                                                                                                                                                  | Somewhat support | 20                | 29    |
|                                                                                                                                                                                                  |                  | 27.6%             | 26.9% |
|                                                                                                                                                                                                  | Somewhat oppose  | 2                 | 6     |
| 2.6%                                                                                                                                                                                             |                  | 5.8%              |       |
| Strongly oppose                                                                                                                                                                                  | 0                | 7                 |       |
|                                                                                                                                                                                                  | .0%              | 6.4%              |       |
| DK/NA                                                                                                                                                                                            | 4                | 9                 |       |
|                                                                                                                                                                                                  | 5.8%             | 8.8%              |       |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                  |                  | Annual Household Income |                       |                        |                   |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                                  |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                  |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                  | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                  | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                  | Strongly oppose  |                         |                       |                        | a                 |       |
|                                                                                                                                                                                                  | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Individual Party |          |            |       |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|----------|------------|-------|-------|
|                                                                                                                                                                                                  |                  | Total            | Democrat | Republican | Other | DTS   |
| 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? | Total            | 400              | 155      | 99         | 3     | 142   |
|                                                                                                                                                                                                  | Strongly support | 245              | 104      | 45         | 2     | 93    |
|                                                                                                                                                                                                  |                  | 61.2%            | 67.5%    | 45.0%      | 69.0% | 65.5% |
|                                                                                                                                                                                                  | Somewhat support | 95               | 30       | 32         | 1     | 33    |
|                                                                                                                                                                                                  |                  | 23.8%            | 19.3%    | 31.8%      | 31.0% | 22.9% |
|                                                                                                                                                                                                  | Somewhat oppose  | 15               | 5        | 7          | 0     | 2     |
|                                                                                                                                                                                                  |                  | 3.7%             | 3.1%     | 7.5%       | .0%   | 1.6%  |
| Strongly oppose                                                                                                                                                                                  | 18               | 6                | 6        | 0          | 5     |       |
|                                                                                                                                                                                                  | 4.6%             | 4.2%             | 6.5%     | .0%        | 3.7%  |       |
| DK/NA                                                                                                                                                                                            | 27               | 9                | 9        | 0          | 9     |       |
|                                                                                                                                                                                                  | 6.8%             | 5.9%             | 9.2%     | .0%        | 6.3%  |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                  |                  | Individual Party |                |           |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|----------------|-----------|---------|
|                                                                                                                                                                                                  |                  | Democrat (A)     | Republican (B) | Other (C) | DTS (D) |
| 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? | Strongly support | B                |                |           | B       |
|                                                                                                                                                                                                  | Somewhat support |                  |                |           |         |
|                                                                                                                                                                                                  | Somewhat oppose  |                  |                | a         |         |
|                                                                                                                                                                                                  | Strongly oppose  |                  |                | a         |         |
|                                                                                                                                                                                                  | DK/NA            |                  |                | a         |         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Household Party |              |               |                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|--------------|---------------|----------------|
|                                                                                                                                                                                                  |                  | Total           | Democrat (1) | Democrat (2+) | Republican (1) |
| 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? | Total            | 400             | 65           | 49            | 35             |
|                                                                                                                                                                                                  | Strongly support | 245<br>61.2%    | 41<br>62.3%  | 38<br>76.9%   | 16<br>46.9%    |
|                                                                                                                                                                                                  | Somewhat support | 95<br>23.8%     | 15<br>22.8%  | 8<br>16.0%    | 11<br>31.0%    |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%      | 2<br>3.0%    | 1<br>1.6%     | 1<br>2.8%      |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%      | 1<br>.9%     | 2<br>3.7%     | 4<br>12.7%     |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%      | 7<br>10.9%   | 1<br>1.8%     | 2<br>6.6%      |

|                                                                                                                                                                                                  |                  | Household Party |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Republican (2+) | Other       | Mixed       |
| 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? | Total            | 32              | 114         | 103         |
|                                                                                                                                                                                                  | Strongly support | 15<br>47.5%     | 79<br>69.4% | 55<br>53.2% |
|                                                                                                                                                                                                  | Somewhat support | 8<br>23.7%      | 22<br>19.6% | 31<br>30.3% |
|                                                                                                                                                                                                  | Somewhat oppose  | 3<br>7.9%       | 2<br>2.0%   | 6<br>5.9%   |
|                                                                                                                                                                                                  | Strongly oppose  | 2<br>6.2%       | 3<br>2.9%   | 6<br>5.8%   |
|                                                                                                                                                                                                  | DK/NA            | 5<br>14.7%      | 7<br>6.1%   | 5<br>4.9%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Household Party  |                   |                    |                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------------|--------------------|---------------------|
|                                                                                                                                                                                                  |                  | Democrat (1) (A) | Democrat (2+) (B) | Republican (1) (C) | Republican (2+) (D) |
| 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? | Strongly support |                  |                   |                    |                     |
|                                                                                                                                                                                                  | Somewhat support |                  |                   |                    |                     |
|                                                                                                                                                                                                  | Somewhat oppose  |                  |                   |                    |                     |
|                                                                                                                                                                                                  | Strongly oppose  |                  |                   |                    |                     |
|                                                                                                                                                                                                  | DK/NA            |                  |                   |                    |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Household Party |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-----------|
|                                                                                                                                                                                                  |                  | Other (E)       | Mixed (F) |
| 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? | Strongly support |                 |           |
|                                                                                                                                                                                                  | Somewhat support |                 |           |
|                                                                                                                                                                                                  | Somewhat oppose  |                 |           |
|                                                                                                                                                                                                  | Strongly oppose  |                 |           |
|                                                                                                                                                                                                  | DK/NA            |                 |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Voting Propensity |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total             | High        | Medium      | Low         |
| 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? | Total            | 400               | 151         | 108         | 141         |
|                                                                                                                                                                                                  | Strongly support | 245<br>61.2%      | 95<br>62.9% | 71<br>65.6% | 79<br>56.0% |
|                                                                                                                                                                                                  | Somewhat support | 95<br>23.8%       | 36<br>24.1% | 25<br>23.4% | 33<br>23.8% |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%        | 5<br>3.4%   | 5<br>4.6%   | 5<br>3.2%   |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%        | 8<br>5.2%   | 4<br>3.6%   | 7<br>4.6%   |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%        | 7<br>4.5%   | 3<br>2.7%   | 17<br>12.4% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Voting Propensity |            |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|------------|---------|
|                                                                                                                                                                                                  |                  | High (A)          | Medium (B) | Low (C) |
| 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? | Strongly support |                   |            |         |
|                                                                                                                                                                                                  | Somewhat support |                   |            |         |
|                                                                                                                                                                                                  | Somewhat oppose  |                   |            |         |
|                                                                                                                                                                                                  | Strongly oppose  |                   |            |         |
|                                                                                                                                                                                                  | DK/NA            |                   |            | A B     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Absentee Propensity |              |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|--------------|-------------|-------------|
|                                                                                                                                                                                                  |                  | Total               | High         | Medium      | Low         |
| 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? | Total            | 400                 | 280          | 84          | 36          |
|                                                                                                                                                                                                  | Strongly support | 245<br>61.2%        | 182<br>64.9% | 44<br>53.0% | 19<br>51.4% |
|                                                                                                                                                                                                  | Somewhat support | 95<br>23.8%         | 65<br>23.4%  | 22<br>25.9% | 8<br>22.1%  |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%          | 8<br>2.9%    | 5<br>5.4%   | 2<br>5.4%   |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%          | 11<br>3.9%   | 4<br>4.7%   | 3<br>9.1%   |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%          | 14<br>4.9%   | 9<br>11.0%  | 4<br>11.9%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                  |                  | Absentee Propensity |            |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------------|---------|
|                                                                                                                                                                                                  |                  | High (A)            | Medium (B) | Low (C) |
| 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? | Strongly support |                     |            |         |
|                                                                                                                                                                                                  | Somewhat support |                     |            |         |
|                                                                                                                                                                                                  | Somewhat oppose  |                     |            |         |
|                                                                                                                                                                                                  | Strongly oppose  |                     |            |         |
|                                                                                                                                                                                                  | DK/NA            |                     |            |         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                  |                  | Registration Date |             |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|--------------|
|                                                                                                                                                                                                  |                  | Total             | Before 1994 | 1994 to 1998 |
| 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? | Total            | 400               | 107         | 32           |
|                                                                                                                                                                                                  | Strongly support | 245<br>61.2%      | 52<br>49.3% | 18<br>57.2%  |
|                                                                                                                                                                                                  | Somewhat support | 95<br>23.8%       | 30<br>27.8% | 7<br>22.3%   |
|                                                                                                                                                                                                  | Somewhat oppose  | 15<br>3.7%        | 5<br>5.0%   | 0<br>.0%     |
|                                                                                                                                                                                                  | Strongly oppose  | 18<br>4.6%        | 8<br>7.5%   | 1<br>3.4%    |
|                                                                                                                                                                                                  | DK/NA            | 27<br>6.8%        | 11<br>10.5% | 5<br>17.1%   |

|                                                                                                                                                                                                  |                  | Registration Date |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------|
|                                                                                                                                                                                                  |                  | 1999 to 2003      | 2004 or later |
| 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? | Total            | 87                | 174           |
|                                                                                                                                                                                                  | Strongly support | 55<br>63.2%       | 118<br>68.3%  |
|                                                                                                                                                                                                  | Somewhat support | 23<br>26.2%       | 35<br>20.4%   |
|                                                                                                                                                                                                  | Somewhat oppose  | 5<br>6.0%         | 4<br>2.3%     |
|                                                                                                                                                                                                  | Strongly oppose  | 2<br>2.5%         | 7<br>4.0%     |
|                                                                                                                                                                                                  | DK/NA            | 2<br>2.0%         | 9<br>5.0%     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                  |                  | Registration Date  |                     |                     |                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|---------------------|---------------------|----------------------|
|                                                                                                                                                                                                  |                  | Before 1994<br>(A) | 1994 to 1998<br>(B) | 1999 to 2003<br>(C) | 2004 or later<br>(D) |
| 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? | Strongly support |                    |                     |                     | A                    |
|                                                                                                                                                                                                  | Somewhat support |                    |                     |                     |                      |
|                                                                                                                                                                                                  | Somewhat oppose  |                    | a                   |                     |                      |
|                                                                                                                                                                                                  | Strongly oppose  |                    |                     |                     |                      |
|                                                                                                                                                                                                  | DK/NA            |                    | C                   |                     |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Gender       |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total        | Male        | Female      |
| 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? | Total            | 400          | 198         | 202         |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5% | 54<br>27.5% | 47<br>23.4% |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%  | 52<br>26.3% | 37<br>18.3% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%  | 30<br>15.1% | 24<br>11.7% |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5% | 41<br>20.5% | 61<br>30.4% |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%  | 21<br>10.6% | 33<br>16.2% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Gender      |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|---------------|
|                                                                                                                                                                                            |                  | Male<br>(A) | Female<br>(B) |
| 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? | Strongly support |             |               |
|                                                                                                                                                                                            | Somewhat support |             |               |
|                                                                                                                                                                                            | Somewhat oppose  |             |               |
|                                                                                                                                                                                            | Strongly oppose  |             | A             |
|                                                                                                                                                                                            | DK/NA            |             |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Age          |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 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? | Total            | 382          | 53          | 40          | 100         |
|                                                                                                                                                                                            | Strongly support | 100<br>26.2% | 19<br>35.1% | 16<br>38.6% | 25<br>24.5% |
|                                                                                                                                                                                            | Somewhat support | 85<br>22.1%  | 14<br>26.0% | 5<br>12.2%  | 21<br>20.9% |
|                                                                                                                                                                                            | Somewhat oppose  | 52<br>13.6%  | 6<br>11.8%  | 6<br>14.7%  | 14<br>13.8% |
|                                                                                                                                                                                            | Strongly oppose  | 95<br>24.9%  | 9<br>15.9%  | 9<br>21.8%  | 26<br>25.6% |
|                                                                                                                                                                                            | DK/NA            | 50<br>13.2%  | 6<br>11.2%  | 5<br>12.7%  | 15<br>15.3% |

|                                                                                                                                                                                            |                  | Age         |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|--------------|
|                                                                                                                                                                                            |                  | 50 to 64    | 65 and older |
| 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? | Total            | 123         | 65           |
|                                                                                                                                                                                            | Strongly support | 30<br>24.6% | 11<br>16.8%  |
|                                                                                                                                                                                            | Somewhat support | 30<br>24.3% | 15<br>22.9%  |
|                                                                                                                                                                                            | Somewhat oppose  | 15<br>12.5% | 11<br>16.5%  |
|                                                                                                                                                                                            | Strongly oppose  | 34<br>27.2% | 19<br>28.6%  |
|                                                                                                                                                                                            | DK/NA            | 14<br>11.3% | 10<br>15.3%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                            |                  | Age      |          |          |          |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|----------|----------|----------|--------------|
|                                                                                                                                                                                            |                  | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                                                            |                  | (A)      | (B)      | (C)      | (D)      | (E)          |
| 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? | Strongly support |          |          |          |          |              |
|                                                                                                                                                                                            | Somewhat support |          |          |          |          |              |
|                                                                                                                                                                                            | Somewhat oppose  |          |          |          |          |              |
|                                                                                                                                                                                            | Strongly oppose  |          |          |          |          |              |
|                                                                                                                                                                                            | DK/NA            |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Ethnicity   |             |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total       | White       | Chinese     | Indian      | Other       |
| 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? | Total            | 386         | 203         | 82          | 55          | 45          |
|                                                                                                                                                                                            | Strongly support | 99<br>25.8% | 67<br>32.8% | 13<br>16.1% | 10<br>17.8% | 10<br>21.5% |
|                                                                                                                                                                                            | Somewhat support | 88<br>22.8% | 59<br>29.1% | 11<br>13.9% | 6<br>10.1%  | 12<br>26.2% |
|                                                                                                                                                                                            | Somewhat oppose  | 51<br>13.2% | 19<br>9.4%  | 16<br>19.1% | 8<br>15.2%  | 8<br>17.1%  |
|                                                                                                                                                                                            | Strongly oppose  | 95<br>24.6% | 36<br>17.8% | 27<br>32.2% | 22<br>39.4% | 10<br>23.3% |
|                                                                                                                                                                                            | DK/NA            | 53<br>13.6% | 22<br>10.9% | 15<br>18.6% | 10<br>17.5% | 5<br>12.0%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                            |                  | Ethnicity |             |            |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|-------------|------------|-----------|
|                                                                                                                                                                                            |                  | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 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? | Strongly support | B         |             |            |           |
|                                                                                                                                                                                            | Somewhat support | B C       |             |            |           |
|                                                                                                                                                                                            | Somewhat oppose  |           |             |            |           |
|                                                                                                                                                                                            | Strongly oppose  |           | A           | A          |           |
|                                                                                                                                                                                            | DK/NA            |           |             |            |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                            |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total            | 398                 | 48              | 162           | 187              |
|                                                                                                                                                                                            | Strongly support | 102<br>25.6%        | 15<br>30.1%     | 43<br>26.5%   | 44<br>23.6%      |
|                                                                                                                                                                                            | Somewhat support | 87<br>21.9%         | 9<br>18.7%      | 32<br>19.8%   | 46<br>24.6%      |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%         | 6<br>11.7%      | 25<br>15.4%   | 23<br>12.2%      |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.6%        | 13<br>26.7%     | 37<br>22.5%   | 52<br>28.0%      |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.5%         | 6<br>12.8%      | 26<br>15.8%   | 22<br>11.6%      |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                            |                  | Length of Residence |                   |                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-------------------|----------------------|
|                                                                                                                                                                                            |                  | 3 years or less (A) | 4 to 15 years (B) | 16 years or more (C) |
| 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? | Strongly support |                     |                   |                      |
|                                                                                                                                                                                            | Somewhat support |                     |                   |                      |
|                                                                                                                                                                                            | Somewhat oppose  |                     |                   |                      |
|                                                                                                                                                                                            | Strongly oppose  |                     |                   |                      |
|                                                                                                                                                                                            | DK/NA            |                     |                   |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Homeownership Status |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                | Own         | Rent        |
| 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? | Total            | 390                  | 304         | 86          |
|                                                                                                                                                                                            | Strongly support | 101<br>25.9%         | 70<br>23.2% | 30<br>35.3% |
|                                                                                                                                                                                            | Somewhat support | 86<br>22.0%          | 73<br>24.0% | 13<br>15.2% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.5%          | 42<br>14.0% | 10<br>11.8% |
|                                                                                                                                                                                            | Strongly oppose  | 99<br>25.5%          | 82<br>26.9% | 18<br>20.4% |
|                                                                                                                                                                                            | DK/NA            | 51<br>13.1%          | 36<br>11.9% | 15<br>17.3% |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                            |                  | Homeownership Status |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                                            |                  | Own<br>(A)           | Rent<br>(B) |
| 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? | Strongly support |                      | A           |
|                                                                                                                                                                                            | Somewhat support |                      |             |
|                                                                                                                                                                                            | Somewhat oppose  |                      |             |
|                                                                                                                                                                                            | Strongly oppose  |                      |             |
|                                                                                                                                                                                            | DK/NA            |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Members in the Household |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                    | One         | Two         | Three       |
| 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? | Total            | 394                      | 40          | 104         | 91          |
|                                                                                                                                                                                            | Strongly support | 101<br>25.6%             | 7<br>17.9%  | 24<br>23.0% | 28<br>31.1% |
|                                                                                                                                                                                            | Somewhat support | 88<br>22.3%              | 8<br>19.8%  | 29<br>27.6% | 16<br>18.1% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%              | 7<br>16.4%  | 12<br>11.9% | 12<br>12.7% |
|                                                                                                                                                                                            | Strongly oppose  | 100<br>25.4%             | 11<br>28.0% | 27<br>25.7% | 20<br>21.6% |
|                                                                                                                                                                                            | DK/NA            | 53<br>13.4%              | 7<br>17.9%  | 12<br>11.8% | 15<br>16.5% |

|                                                                                                                                                                                            |                  | Members in the |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                            |                  | Four           | Five or more |
| 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? | Total            | 117            | 42           |
|                                                                                                                                                                                            | Strongly support | 28<br>24.3%    | 13<br>30.6%  |
|                                                                                                                                                                                            | Somewhat support | 29<br>24.5%    | 6<br>14.7%   |
|                                                                                                                                                                                            | Somewhat oppose  | 17<br>14.2%    | 6<br>13.7%   |
|                                                                                                                                                                                            | Strongly oppose  | 29<br>25.2%    | 13<br>30.8%  |
|                                                                                                                                                                                            | DK/NA            | 14<br>11.9%    | 4<br>10.2%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                            |                  | Members in the Household |            |              |             |                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                                                                                                            |                  | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 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? | Strongly support |                          |            |              |             |                     |
|                                                                                                                                                                                            | Somewhat support |                          |            |              |             |                     |
|                                                                                                                                                                                            | Somewhat oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                            | Strongly oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                            | DK/NA            |                          |            |              |             |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Children in the Household |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                     | Yes         | No          |
| 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? | Total            | 400                       | 167         | 232         |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%              | 47<br>27.9% | 55<br>23.7% |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%               | 32<br>19.2% | 57<br>24.4% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%               | 23<br>13.9% | 30<br>13.0% |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%              | 39<br>23.1% | 63<br>27.2% |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%               | 27<br>15.9% | 27<br>11.6% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Children in the Household |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----|
|                                                                                                                                                                                            |                  | Yes                       | No  |
|                                                                                                                                                                                            |                  | (A)                       | (B) |
| 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? | Strongly support |                           |     |
|                                                                                                                                                                                            | Somewhat support |                           |     |
|                                                                                                                                                                                            | Somewhat oppose  |                           |     |
|                                                                                                                                                                                            | Strongly oppose  |                           |     |
|                                                                                                                                                                                            | DK/NA            |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Seniors in the Household |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                    | Yes         | No          |
| 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? | Total            | 400                      | 129         | 271         |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%             | 27<br>21.2% | 74<br>27.5% |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%              | 28<br>21.5% | 61<br>22.6% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%              | 17<br>13.1% | 37<br>13.5% |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%             | 39<br>29.9% | 63<br>23.4% |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%              | 18<br>14.3% | 35<br>13.0% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Seniors in the Household |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|
|                                                                                                                                                                                            |                  | Yes                      | No  |
|                                                                                                                                                                                            |                  | (A)                      | (B) |
| 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? | Strongly support |                          |     |
|                                                                                                                                                                                            | Somewhat support |                          |     |
|                                                                                                                                                                                            | Somewhat oppose  |                          |     |
|                                                                                                                                                                                            | Strongly oppose  |                          |     |
|                                                                                                                                                                                            | DK/NA            |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                            |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total            | 400                     | 68                 | 75                    | 76                     |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%            | 17<br>25.3%        | 24<br>32.2%           | 22<br>28.6%            |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%             | 18<br>26.3%        | 17<br>22.1%           | 22<br>28.6%            |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%             | 8<br>11.8%         | 9<br>11.4%            | 6<br>8.4%              |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%            | 17<br>25.6%        | 19<br>25.7%           | 18<br>23.0%            |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%             | 7<br>11.1%         | 7<br>8.8%             | 9<br>11.4%             |

|                                                                                                                                                                                            |                  | Annual Household  |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|
|                                                                                                                                                                                            |                  | \$180,000 or more | DK/NA       |
| 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? | Total            | 73                | 107         |
|                                                                                                                                                                                            | Strongly support | 22<br>29.8%       | 17<br>15.7% |
|                                                                                                                                                                                            | Somewhat support | 12<br>17.0%       | 20<br>18.9% |
|                                                                                                                                                                                            | Somewhat oppose  | 11<br>15.2%       | 19<br>18.1% |
|                                                                                                                                                                                            | Strongly oppose  | 16<br>22.6%       | 31<br>29.1% |
|                                                                                                                                                                                            | DK/NA            | 11<br>15.5%       | 20<br>18.2% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Annual Household Income |                       |                        |                   |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                            |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                            |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                                            | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                                            | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                            | Strongly oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                            | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Dogs in the Household |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total                 | Yes         | No          |
| 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? | Total            | 395                   | 98          | 297         |
|                                                                                                                                                                                            | Strongly support | 102<br>25.7%          | 49<br>50.2% | 53<br>17.7% |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.5%           | 22<br>22.5% | 67<br>22.5% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.5%           | 8<br>8.4%   | 45<br>15.2% |
|                                                                                                                                                                                            | Strongly oppose  | 98<br>24.9%           | 9<br>9.3%   | 89<br>30.0% |
|                                                                                                                                                                                            | DK/NA            | 53<br>13.3%           | 9<br>9.6%   | 43<br>14.6% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Dogs in the Household |        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|--------|
|                                                                                                                                                                                            |                  | Yes (A)               | No (B) |
| 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? | Strongly support | B                     |        |
|                                                                                                                                                                                            | Somewhat support |                       |        |
|                                                                                                                                                                                            | Somewhat oppose  |                       |        |
|                                                                                                                                                                                            | Strongly oppose  |                       | A      |
|                                                                                                                                                                                            | DK/NA            |                       |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Individual Party |             |             |            |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------|-------------|------------|-------------|
|                                                                                                                                                                                            |                  | Total            | Democrat    | Republican  | Other      | DTS         |
| 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? | Total            | 400              | 155         | 99          | 3          | 142         |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%     | 50<br>32.6% | 26<br>25.7% | 1<br>37.3% | 25<br>17.3% |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%      | 34<br>22.0% | 27<br>27.5% | 1<br>31.7% | 27<br>18.7% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%      | 21<br>13.7% | 11<br>11.3% | 0<br>.0%   | 21<br>14.8% |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%     | 35<br>22.6% | 23<br>23.5% | 1<br>31.0% | 43<br>29.9% |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%      | 14<br>9.2%  | 12<br>12.1% | 0<br>.0%   | 27<br>19.3% |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                            |                  | Individual Party |                |           |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|----------------|-----------|---------|
|                                                                                                                                                                                            |                  | Democrat (A)     | Republican (B) | Other (C) | DTS (D) |
| 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? | Strongly support | D                |                |           |         |
|                                                                                                                                                                                            | Somewhat support |                  |                |           |         |
|                                                                                                                                                                                            | Somewhat oppose  |                  |                | a         |         |
|                                                                                                                                                                                            | Strongly oppose  |                  |                |           |         |
|                                                                                                                                                                                            | DK/NA            |                  |                | a         | A       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Household Party |              |               |                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|--------------|---------------|----------------|
|                                                                                                                                                                                            |                  | Total           | Democrat (1) | Democrat (2+) | Republican (1) |
| 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? | Total            | 400             | 65           | 49            | 35             |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%    | 18<br>27.9%  | 19<br>39.2%   | 8<br>23.2%     |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%     | 12<br>18.6%  | 11<br>21.8%   | 7<br>21.2%     |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%     | 10<br>15.4%  | 5<br>9.7%     | 4<br>12.7%     |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%    | 15<br>23.2%  | 12<br>23.8%   | 9<br>25.0%     |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%     | 10<br>14.9%  | 3<br>5.5%     | 6<br>17.9%     |

|                                                                                                                                                                                            |                  | Household Party |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Republican (2+) | Other       | Mixed       |
| 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? | Total            | 32              | 114         | 103         |
|                                                                                                                                                                                            | Strongly support | 10<br>32.3%     | 22<br>19.1% | 24<br>23.1% |
|                                                                                                                                                                                            | Somewhat support | 10<br>30.2%     | 20<br>17.9% | 28<br>27.5% |
|                                                                                                                                                                                            | Somewhat oppose  | 2<br>5.4%       | 18<br>15.8% | 14<br>13.9% |
|                                                                                                                                                                                            | Strongly oppose  | 7<br>20.3%      | 34<br>30.1% | 25<br>24.4% |
|                                                                                                                                                                                            | DK/NA            | 4<br>11.8%      | 20<br>17.1% | 12<br>11.1% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Household Party |               |                |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|---------------|----------------|-----------------|
|                                                                                                                                                                                            |                  | Democrat (1)    | Democrat (2+) | Republican (1) | Republican (2+) |
|                                                                                                                                                                                            |                  | (A)             | (B)           | (C)            | (D)             |
| 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? | Strongly support |                 |               |                |                 |
|                                                                                                                                                                                            | Somewhat support |                 |               |                |                 |
|                                                                                                                                                                                            | Somewhat oppose  |                 |               |                |                 |
|                                                                                                                                                                                            | Strongly oppose  |                 |               |                |                 |
|                                                                                                                                                                                            | DK/NA            |                 |               |                |                 |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Household Party |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------|
|                                                                                                                                                                                            |                  | Other           | Mixed |
|                                                                                                                                                                                            |                  | (E)             | (F)   |
| 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? | Strongly support |                 |       |
|                                                                                                                                                                                            | Somewhat support |                 |       |
|                                                                                                                                                                                            | Somewhat oppose  |                 |       |
|                                                                                                                                                                                            | Strongly oppose  |                 |       |
|                                                                                                                                                                                            | DK/NA            |                 |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Voting Propensity |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total             | High        | Medium      | Low         |
| 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? | Total            | 400               | 151         | 108         | 141         |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%      | 37<br>24.7% | 32<br>29.2% | 33<br>23.4% |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%       | 32<br>21.2% | 28<br>25.6% | 29<br>20.8% |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%       | 20<br>13.0% | 12<br>11.3% | 22<br>15.4% |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%      | 40<br>26.4% | 23<br>21.3% | 39<br>27.8% |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%       | 22<br>14.8% | 14<br>12.6% | 18<br>12.6% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Voting Propensity |               |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------|------------|
|                                                                                                                                                                                            |                  | High<br>(A)       | Medium<br>(B) | Low<br>(C) |
| 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? | Strongly support |                   |               |            |
|                                                                                                                                                                                            | Somewhat support |                   |               |            |
|                                                                                                                                                                                            | Somewhat oppose  |                   |               |            |
|                                                                                                                                                                                            | Strongly oppose  |                   |               |            |
|                                                                                                                                                                                            | DK/NA            |                   |               |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Absentee Propensity |             |             |             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-------------|-------------|-------------|
|                                                                                                                                                                                            |                  | Total               | High        | Medium      | Low         |
| 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? | Total            | 400                 | 280         | 84          | 36          |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%        | 81<br>28.9% | 14<br>16.3% | 7<br>19.8%  |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%         | 63<br>22.5% | 23<br>27.6% | 3<br>8.1%   |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%         | 34<br>12.1% | 12<br>14.0% | 8<br>21.9%  |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%        | 61<br>21.8% | 26<br>30.5% | 15<br>42.5% |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%         | 41<br>14.7% | 10<br>11.5% | 3<br>7.7%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Absentee Propensity |               |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|---------------|------------|
|                                                                                                                                                                                            |                  | High<br>(A)         | Medium<br>(B) | Low<br>(C) |
| 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? | Strongly support |                     |               |            |
|                                                                                                                                                                                            | Somewhat support |                     |               |            |
|                                                                                                                                                                                            | Somewhat oppose  |                     |               |            |
|                                                                                                                                                                                            | Strongly oppose  |                     |               | A          |
|                                                                                                                                                                                            | DK/NA            |                     |               |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                            |                  | Registration Date |             |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|--------------|
|                                                                                                                                                                                            |                  | Total             | Before 1994 | 1994 to 1998 |
| 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? | Total            | 400               | 107         | 32           |
|                                                                                                                                                                                            | Strongly support | 102<br>25.5%      | 21<br>19.5% | 6<br>19.9%   |
|                                                                                                                                                                                            | Somewhat support | 89<br>22.3%       | 24<br>22.6% | 6<br>20.0%   |
|                                                                                                                                                                                            | Somewhat oppose  | 53<br>13.4%       | 17<br>16.2% | 5<br>15.6%   |
|                                                                                                                                                                                            | Strongly oppose  | 102<br>25.5%      | 34<br>32.3% | 5<br>14.3%   |
|                                                                                                                                                                                            | DK/NA            | 54<br>13.4%       | 10<br>9.4%  | 10<br>30.1%  |

|                                                                                                                                                                                            |                  | Registration Date |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------|
|                                                                                                                                                                                            |                  | 1999 to 2003      | 2004 or later |
| Total                                                                                                                                                                                      |                  | 87                | 174           |
| 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? | Strongly support | 30<br>34.1%       | 45<br>25.8%   |
|                                                                                                                                                                                            | Somewhat support | 15<br>17.1%       | 43<br>25.0%   |
|                                                                                                                                                                                            | Somewhat oppose  | 7<br>7.6%         | 25<br>14.2%   |
|                                                                                                                                                                                            | Strongly oppose  | 22<br>25.4%       | 41<br>23.4%   |
|                                                                                                                                                                                            | DK/NA            | 14<br>15.8%       | 20<br>11.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                            |                  | Registration Date |              |              |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|--------------|--------------|---------------|
|                                                                                                                                                                                            |                  | Before 1994       | 1994 to 1998 | 1999 to 2003 | 2004 or later |
|                                                                                                                                                                                            |                  | (A)               | (B)          | (C)          | (D)           |
| 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? | Strongly support |                   |              |              |               |
|                                                                                                                                                                                            | Somewhat support |                   |              |              |               |
|                                                                                                                                                                                            | Somewhat oppose  |                   |              |              |               |
|                                                                                                                                                                                            | Strongly oppose  |                   |              |              |               |
|                                                                                                                                                                                            | DK/NA            |                   | A D          |              |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Gender       |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total        | Male        | Female      |
| Total                                                                                                                                                                                                                                  |                  | 400          | 198         | 202         |
| 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? | Strongly support | 129<br>32.4% | 57<br>28.6% | 73<br>36.1% |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3% | 60<br>30.3% | 57<br>28.3% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%   | 23<br>11.7% | 16<br>8.0%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%  | 45<br>22.6% | 49<br>24.1% |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%   | 14<br>6.9%  | 7<br>3.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Gender   |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|------------|
|                                                                                                                                                                                                                                        |                  | Male (A) | Female (B) |
| 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? | Strongly support |          |            |
|                                                                                                                                                                                                                                        | Somewhat support |          |            |
|                                                                                                                                                                                                                                        | Somewhat oppose  |          |            |
|                                                                                                                                                                                                                                        | Strongly oppose  |          |            |
|                                                                                                                                                                                                                                        | DK/NA            |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Age          |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| Total                                                                                                                                                                                                                                  |                  | 382          | 53          | 40          | 100         |
| 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? | Strongly support | 125<br>32.8% | 26<br>48.0% | 13<br>31.7% | 31<br>31.3% |
|                                                                                                                                                                                                                                        | Somewhat support | 112<br>29.2% | 16<br>29.3% | 12<br>28.9% | 32<br>31.7% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 36<br>9.5%   | 5<br>8.9%   | 5<br>12.3%  | 10<br>10.2% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 89<br>23.2%  | 6<br>11.8%  | 9<br>21.7%  | 23<br>22.4% |
|                                                                                                                                                                                                                                        | DK/NA            | 20<br>5.3%   | 1<br>2.0%   | 2<br>5.5%   | 4<br>4.3%   |

|                                                                                                                                                                                                                                        |                  | Age         |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|--------------|
|                                                                                                                                                                                                                                        |                  | 50 to 64    | 65 and older |
| 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? | Total            | 123         | 65           |
|                                                                                                                                                                                                                                        | Strongly support | 43<br>35.3% | 12<br>18.6%  |
|                                                                                                                                                                                                                                        | Somewhat support | 33<br>26.6% | 20<br>30.4%  |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 11<br>8.6%  | 6<br>8.8%    |
|                                                                                                                                                                                                                                        | Strongly oppose  | 31<br>25.5% | 20<br>30.7%  |
|                                                                                                                                                                                                                                        | DK/NA            | 5<br>4.0%   | 8<br>11.6%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Age      |          |          |          |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|----------|----------|----------|--------------|
|                                                                                                                                                                                                                                        |                  | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                                                                                                        |                  | (A)      | (B)      | (C)      | (D)      | (E)          |
| 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? | Strongly support | E        |          |          |          |              |
|                                                                                                                                                                                                                                        | Somewhat support |          |          |          |          |              |
|                                                                                                                                                                                                                                        | Somewhat oppose  |          |          |          |          |              |
|                                                                                                                                                                                                                                        | Strongly oppose  |          |          |          |          |              |
|                                                                                                                                                                                                                                        | DK/NA            |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Ethnicity    |             |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total        | White       | Chinese     | Indian      | Other       |
| 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? | Total            | 386          | 203         | 82          | 55          | 45          |
|                                                                                                                                                                                                                                        | Strongly support | 124<br>32.1% | 82<br>40.6% | 18<br>21.2% | 8<br>15.3%  | 15<br>34.3% |
|                                                                                                                                                                                                                                        | Somewhat support | 115<br>29.8% | 56<br>27.6% | 27<br>32.8% | 24<br>43.4% | 8<br>17.9%  |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.9%   | 17<br>8.3%  | 13<br>16.0% | 2<br>3.5%   | 6<br>14.3%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 89<br>23.1%  | 38<br>18.9% | 22<br>27.2% | 15<br>26.8% | 13<br>30.0% |
|                                                                                                                                                                                                                                        | DK/NA            | 19<br>5.0%   | 9<br>4.6%   | 2<br>2.7%   | 6<br>11.0%  | 2<br>3.5%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Ethnicity |             |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|-------------|------------|-----------|
|                                                                                                                                                                                                                                        |                  | White (A) | Chinese (B) | Indian (C) | Other (D) |
| 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? | Strongly support | B C       |             |            |           |
|                                                                                                                                                                                                                                        | Somewhat support |           |             | D          |           |
|                                                                                                                                                                                                                                        | Somewhat oppose  |           |             |            |           |
|                                                                                                                                                                                                                                        | Strongly oppose  |           |             |            |           |
|                                                                                                                                                                                                                                        | DK/NA            |           |             |            |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Length of Residence |                 |               |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                                                        |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 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? | Total            | 398                 | 48              | 162           | 187              |
|                                                                                                                                                                                                                                        | Strongly support | 128<br>32.2%        | 16<br>33.0%     | 54<br>33.4%   | 58<br>31.1%      |
|                                                                                                                                                                                                                                        | Somewhat support | 116<br>29.2%        | 13<br>27.3%     | 55<br>33.6%   | 49<br>25.9%      |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%          | 3<br>5.6%       | 16<br>9.6%    | 21<br>11.1%      |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.4%         | 11<br>23.6%     | 30<br>18.2%   | 52<br>27.9%      |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.3%          | 5<br>10.4%      | 8<br>5.2%     | 8<br>4.0%        |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Length of Residence |                   |                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-------------------|----------------------|
|                                                                                                                                                                                                                                        |                  | 3 years or less (A) | 4 to 15 years (B) | 16 years or more (C) |
| 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? | Strongly support |                     |                   |                      |
|                                                                                                                                                                                                                                        | Somewhat support |                     |                   |                      |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                     |                   |                      |
|                                                                                                                                                                                                                                        | Strongly oppose  |                     |                   |                      |
|                                                                                                                                                                                                                                        | DK/NA            |                     |                   |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Homeownership Status |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                | Own         | Rent        |
| 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? | Total            | 390                  | 304         | 86          |
|                                                                                                                                                                                                                                        | Strongly support | 126<br>32.3%         | 95<br>31.2% | 31<br>36.0% |
|                                                                                                                                                                                                                                        | Somewhat support | 114<br>29.3%         | 92<br>30.3% | 22<br>25.6% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 38<br>9.8%           | 33<br>10.8% | 6<br>6.5%   |
|                                                                                                                                                                                                                                        | Strongly oppose  | 92<br>23.6%          | 72<br>23.9% | 20<br>22.7% |
|                                                                                                                                                                                                                                        | DK/NA            | 20<br>5.1%           | 12<br>3.9%  | 8<br>9.2%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Homeownership Status |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                                                                                        |                  | Own<br>(A)           | Rent<br>(B) |
| 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? | Strongly support |                      |             |
|                                                                                                                                                                                                                                        | Somewhat support |                      |             |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                      |             |
|                                                                                                                                                                                                                                        | Strongly oppose  |                      |             |
|                                                                                                                                                                                                                                        | DK/NA            |                      | A           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Members in the Household |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                    | One         | Two         | Three       |
| 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? | Total            | 394                      | 40          | 104         | 91          |
|                                                                                                                                                                                                                                        | Strongly support | 128<br>32.4%             | 9<br>22.0%  | 29<br>28.2% | 33<br>36.4% |
|                                                                                                                                                                                                                                        | Somewhat support | 116<br>29.4%             | 12<br>29.2% | 30<br>29.1% | 25<br>27.7% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.9%               | 5<br>12.2%  | 15<br>13.9% | 10<br>10.8% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 91<br>23.1%              | 11<br>27.3% | 24<br>23.5% | 18<br>19.3% |
|                                                                                                                                                                                                                                        | DK/NA            | 20<br>5.2%               | 4<br>9.4%   | 6<br>5.3%   | 5<br>5.9%   |

|                                                                                                                                                                                                                                        |                  | Members in the |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                                                                        |                  | Four           | Five or more |
| 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? | Total            | 117            | 42           |
|                                                                                                                                                                                                                                        | Strongly support | 37<br>31.8%    | 19<br>46.2%  |
|                                                                                                                                                                                                                                        | Somewhat support | 38<br>32.8%    | 10<br>24.2%  |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 8<br>6.9%      | 2<br>4.7%    |
|                                                                                                                                                                                                                                        | Strongly oppose  | 28<br>24.2%    | 10<br>23.5%  |
|                                                                                                                                                                                                                                        | DK/NA            | 5<br>4.3%      | 1<br>1.4%    |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Members in the Household |            |              |             |                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                                                                                                                                                        |                  | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 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? | Strongly support |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | Somewhat support |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | Strongly oppose  |                          |            |              |             |                     |
|                                                                                                                                                                                                                                        | DK/NA            |                          |            |              |             |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Children in the Household |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                     | Yes         | No          |
| 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? | Total            | 400                       | 167         | 232         |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%              | 58<br>34.5% | 72<br>30.9% |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%              | 52<br>30.8% | 65<br>28.1% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%                | 13<br>8.1%  | 26<br>11.1% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%               | 37<br>22.1% | 56<br>24.2% |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%                | 8<br>4.6%   | 13<br>5.7%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Children in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----|
|                                                                                                                                                                                                                                        |                  | Yes                       | No  |
|                                                                                                                                                                                                                                        |                  | (A)                       | (B) |
| 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? | Strongly support |                           |     |
|                                                                                                                                                                                                                                        | Somewhat support |                           |     |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                           |     |
|                                                                                                                                                                                                                                        | Strongly oppose  |                           |     |
|                                                                                                                                                                                                                                        | DK/NA            |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Seniors in the Household |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                    | Yes         | No          |
| 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? | Total            | 400                      | 129         | 271         |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%             | 36<br>28.3% | 93<br>34.3% |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%             | 35<br>27.5% | 81<br>30.1% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%               | 9<br>6.9%   | 30<br>11.2% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%              | 39<br>30.3% | 54<br>20.0% |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%               | 9<br>7.1%   | 12<br>4.4%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Seniors in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|
|                                                                                                                                                                                                                                        |                  | Yes                      | No  |
|                                                                                                                                                                                                                                        |                  | (A)                      | (B) |
| 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? | Strongly support |                          |     |
|                                                                                                                                                                                                                                        | Somewhat support |                          |     |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                          |     |
|                                                                                                                                                                                                                                        | Strongly oppose  | B                        |     |
|                                                                                                                                                                                                                                        | DK/NA            |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Annual Household Income |                    |                       |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                                                        |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 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? | Total            | 400                     | 68                 | 75                    | 76                     |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%            | 22<br>32.0%        | 25<br>33.1%           | 26<br>34.6%            |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%            | 25<br>36.3%        | 21<br>28.6%           | 20<br>26.7%            |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%              | 5<br>6.8%          | 6<br>8.2%             | 11<br>13.9%            |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%             | 12<br>17.3%        | 21<br>28.0%           | 14<br>18.4%            |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%              | 5<br>7.6%          | 2<br>2.1%             | 5<br>6.4%              |

|                                                                                                                                                                                                                                        |                  | Annual Household  |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|
|                                                                                                                                                                                                                                        |                  | \$180,000 or more | DK/NA       |
| 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? | Total            | 73                | 107         |
|                                                                                                                                                                                                                                        | Strongly support | 26<br>35.5%       | 30<br>28.4% |
|                                                                                                                                                                                                                                        | Somewhat support | 21<br>28.5%       | 30<br>27.7% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 7<br>10.0%        | 11<br>9.8%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 18<br>24.2%       | 29<br>26.7% |
|                                                                                                                                                                                                                                        | DK/NA            | 1<br>1.8%         | 8<br>7.4%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Annual Household Income |                       |                        |                   |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                                                                        |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                                                        |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 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? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | Strongly oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                        | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Dogs in the Household |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total                 | Yes         | No          |
| 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? | Total            | 395                   | 98          | 297         |
|                                                                                                                                                                                                                                        | Strongly support | 128<br>32.4%          | 55<br>56.2% | 73<br>24.6% |
|                                                                                                                                                                                                                                        | Somewhat support | 115<br>29.0%          | 23<br>23.1% | 92<br>31.0% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.9%            | 8<br>8.1%   | 31<br>10.5% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 92<br>23.4%           | 12<br>11.8% | 81<br>27.2% |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.3%            | 1<br>.9%    | 20<br>6.8%  |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                        |                  | Dogs in the Household |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------|--------|
|                                                                                                                                                                                                                                        |                  | Yes (A)               | No (B) |
| 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? | Strongly support | B                     |        |
|                                                                                                                                                                                                                                        | Somewhat support |                       |        |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                       |        |
|                                                                                                                                                                                                                                        | Strongly oppose  |                       | A      |
|                                                                                                                                                                                                                                        | DK/NA            |                       | A      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Individual Party |             |             |            |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------|-------------|------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total            | Democrat    | Republican  | Other      | DTS         |
| 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? | Total            | 400              | 155         | 99          | 3          | 142         |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%     | 63<br>40.9% | 29<br>28.8% | 2<br>62.7% | 35<br>24.9% |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%     | 31<br>20.1% | 32<br>32.6% | 1<br>37.3% | 52<br>36.7% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%       | 22<br>13.9% | 8<br>7.9%   | 0<br>.0%   | 10<br>6.9%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%      | 31<br>19.8% | 27<br>26.8% | 0<br>.0%   | 36<br>25.3% |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%       | 8<br>5.4%   | 4<br>3.9%   | 0<br>.0%   | 9<br>6.2%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                                                        |                  | Individual Party |                |           |         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|----------------|-----------|---------|
|                                                                                                                                                                                                                                        |                  | Democrat (A)     | Republican (B) | Other (C) | DTS (D) |
| 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? | Strongly support | D                |                |           |         |
|                                                                                                                                                                                                                                        | Somewhat support |                  |                |           | A       |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                  |                | .         |         |
|                                                                                                                                                                                                                                        | Strongly oppose  |                  |                | .         |         |
|                                                                                                                                                                                                                                        | DK/NA            |                  |                | .         |         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Household Party |              |               |                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|--------------|---------------|----------------|
|                                                                                                                                                                                                                                        |                  | Total           | Democrat (1) | Democrat (2+) | Republican (1) |
| 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? | Total            | 400             | 65           | 49            | 35             |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%    | 20<br>30.9%  | 24<br>48.5%   | 9<br>27.0%     |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%    | 16<br>24.0%  | 6<br>12.9%    | 12<br>33.9%    |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%      | 10<br>15.4%  | 8<br>17.0%    | 1<br>3.3%      |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%     | 13<br>19.9%  | 9<br>17.8%    | 12<br>33.4%    |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%      | 6<br>9.8%    | 2<br>3.9%     | 1<br>2.5%      |

|                                                                                                                                                                                                                                        |                  | Household Party |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Republican (2+) | Other       | Mixed       |
| 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? | Total            | 32              | 114         | 103         |
|                                                                                                                                                                                                                                        | Strongly support | 8<br>25.6%      | 26<br>23.0% | 41<br>39.9% |
|                                                                                                                                                                                                                                        | Somewhat support | 11<br>33.1%     | 45<br>39.6% | 27<br>26.1% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 4<br>11.0%      | 7<br>6.0%   | 9<br>8.9%   |
|                                                                                                                                                                                                                                        | Strongly oppose  | 8<br>24.0%      | 30<br>26.3% | 22<br>21.2% |
|                                                                                                                                                                                                                                        | DK/NA            | 2<br>6.2%       | 6<br>5.1%   | 4<br>3.9%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Household Party     |                      |                       |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|----------------------|-----------------------|------------------------|
|                                                                                                                                                                                                                                        |                  | Democrat (1)<br>(A) | Democrat (2+)<br>(B) | Republican (1)<br>(C) | Republican (2+)<br>(D) |
| 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? | Strongly support |                     | E                    |                       |                        |
|                                                                                                                                                                                                                                        | Somewhat support |                     |                      |                       |                        |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                     |                      |                       |                        |
|                                                                                                                                                                                                                                        | Strongly oppose  |                     |                      |                       |                        |
|                                                                                                                                                                                                                                        | DK/NA            |                     |                      |                       |                        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Household Party |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|--------------|
|                                                                                                                                                                                                                                        |                  | Other<br>(E)    | Mixed<br>(F) |
| 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? | Strongly support |                 |              |
|                                                                                                                                                                                                                                        | Somewhat support | B               |              |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                 |              |
|                                                                                                                                                                                                                                        | Strongly oppose  |                 |              |
|                                                                                                                                                                                                                                        | DK/NA            |                 |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Voting Propensity |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total             | High        | Medium      | Low         |
| 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? | Total            | 400               | 151         | 108         | 141         |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%      | 50<br>33.0% | 35<br>32.7% | 44<br>31.4% |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%      | 46<br>30.7% | 30<br>27.4% | 41<br>29.1% |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%        | 13<br>8.8%  | 11<br>10.1% | 15<br>10.7% |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%       | 34<br>22.6% | 24<br>22.2% | 35<br>25.0% |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%        | 7<br>4.8%   | 8<br>7.6%   | 5<br>3.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Voting Propensity |               |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------|------------|
|                                                                                                                                                                                                                                        |                  | High<br>(A)       | Medium<br>(B) | Low<br>(C) |
| 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? | Strongly support |                   |               |            |
|                                                                                                                                                                                                                                        | Somewhat support |                   |               |            |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                   |               |            |
|                                                                                                                                                                                                                                        | Strongly oppose  |                   |               |            |
|                                                                                                                                                                                                                                        | DK/NA            |                   |               |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Absentee Propensity |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                        |                  | Total               | High        | Medium      | Low         |
| 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? | Total            | 400                 | 280         | 84          | 36          |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%        | 98<br>35.1% | 23<br>27.8% | 8<br>21.7%  |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%        | 79<br>28.3% | 30<br>35.3% | 8<br>22.5%  |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%          | 23<br>8.4%  | 9<br>10.6%  | 7<br>19.2%  |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%         | 65<br>23.3% | 18<br>21.1% | 10<br>28.7% |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%          | 14<br>4.9%  | 4<br>5.3%   | 3<br>7.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Absentee Propensity |               |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|---------------|------------|
|                                                                                                                                                                                                                                        |                  | High<br>(A)         | Medium<br>(B) | Low<br>(C) |
| 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? | Strongly support |                     |               |            |
|                                                                                                                                                                                                                                        | Somewhat support |                     |               |            |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                     |               |            |
|                                                                                                                                                                                                                                        | Strongly oppose  |                     |               |            |
|                                                                                                                                                                                                                                        | DK/NA            |                     |               |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                        |                  | Registration Date |             |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|--------------|
|                                                                                                                                                                                                                                        |                  | Total             | Before 1994 | 1994 to 1998 |
| 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? | Total            | 400               | 107         | 32           |
|                                                                                                                                                                                                                                        | Strongly support | 129<br>32.4%      | 32<br>30.2% | 6<br>17.6%   |
|                                                                                                                                                                                                                                        | Somewhat support | 117<br>29.3%      | 28<br>26.0% | 15<br>47.5%  |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 39<br>9.8%        | 10<br>9.1%  | 4<br>13.2%   |
|                                                                                                                                                                                                                                        | Strongly oppose  | 93<br>23.3%       | 30<br>28.3% | 5<br>15.7%   |
|                                                                                                                                                                                                                                        | DK/NA            | 21<br>5.2%        | 7<br>6.4%   | 2<br>6.0%    |

|                                                                                                                                                                                                                                        |                  | Registration Date |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------|
|                                                                                                                                                                                                                                        |                  | 1999 to 2003      | 2004 or later |
| 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? | Total            | 87                | 174           |
|                                                                                                                                                                                                                                        | Strongly support | 29<br>33.7%       | 62<br>35.8%   |
|                                                                                                                                                                                                                                        | Somewhat support | 26<br>29.6%       | 48<br>27.7%   |
|                                                                                                                                                                                                                                        | Somewhat oppose  | 10<br>10.9%       | 16<br>9.1%    |
|                                                                                                                                                                                                                                        | Strongly oppose  | 20<br>23.3%       | 38<br>21.7%   |
|                                                                                                                                                                                                                                        | DK/NA            | 2<br>2.6%         | 10<br>5.7%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                        |                  | Registration Date |              |              |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|--------------|--------------|---------------|
|                                                                                                                                                                                                                                        |                  | Before 1994       | 1994 to 1998 | 1999 to 2003 | 2004 or later |
|                                                                                                                                                                                                                                        |                  | (A)               | (B)          | (C)          | (D)           |
| 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? | Strongly support |                   |              |              |               |
|                                                                                                                                                                                                                                        | Somewhat support |                   |              |              |               |
|                                                                                                                                                                                                                                        | Somewhat oppose  |                   |              |              |               |
|                                                                                                                                                                                                                                        | Strongly oppose  |                   |              |              |               |
|                                                                                                                                                                                                                                        | DK/NA            |                   |              |              |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Gender       |              |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|--------------|-------------|
|                                                                                                                                                                           |                  | Total        | Male         | Female      |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400          | 198          | 202         |
|                                                                                                                                                                           | Strongly support | 209<br>52.4% | 114<br>57.6% | 95<br>47.3% |
|                                                                                                                                                                           | Somewhat support | 102<br>25.4% | 48<br>24.2%  | 54<br>26.6% |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%   | 9<br>4.4%    | 19<br>9.3%  |
|                                                                                                                                                                           | Strongly oppose  | 44<br>11.0%  | 22<br>11.0%  | 22<br>11.0% |
|                                                                                                                                                                           | DK/NA            | 17<br>4.3%   | 6<br>2.9%    | 12<br>5.8%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Gender   |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|------------|
|                                                                                                                                                                           |                  | Male (A) | Female (B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support | B        |            |
|                                                                                                                                                                           | Somewhat support |          |            |
|                                                                                                                                                                           | Somewhat oppose  |          |            |
|                                                                                                                                                                           | Strongly oppose  |          |            |
|                                                                                                                                                                           | DK/NA            |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Total        | Age         |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                           |                  |              | 18 to 29    | 30 to 39    | 40 to 49    |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 382          | 53          | 40          | 100         |
|                                                                                                                                                                           | Strongly support | 201<br>52.6% | 34<br>63.0% | 20<br>49.2% | 54<br>54.1% |
|                                                                                                                                                                           | Somewhat support | 98<br>25.6%  | 17<br>32.7% | 9<br>22.1%  | 22<br>22.0% |
|                                                                                                                                                                           | Somewhat oppose  | 26<br>6.8%   | 2<br>4.3%   | 6<br>14.0%  | 6<br>5.7%   |
|                                                                                                                                                                           | Strongly oppose  | 42<br>11.1%  | 0<br>.0%    | 6<br>14.7%  | 15<br>14.9% |
|                                                                                                                                                                           | DK/NA            | 15<br>4.0%   | 0<br>.0%    | 0<br>.0%    | 3<br>3.3%   |

|                                                                                                                                                                           |                  | Age         |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|--------------|
|                                                                                                                                                                           |                  | 50 to 64    | 65 and older |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 123         | 65           |
|                                                                                                                                                                           | Strongly support | 68<br>55.2% | 25<br>38.7%  |
|                                                                                                                                                                           | Somewhat support | 30<br>24.1% | 20<br>30.3%  |
|                                                                                                                                                                           | Somewhat oppose  | 6<br>4.8%   | 6<br>9.9%    |
|                                                                                                                                                                           | Strongly oppose  | 12<br>9.4%  | 10<br>15.1%  |
|                                                                                                                                                                           | DK/NA            | 8<br>6.5%   | 4<br>6.0%    |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                           |                  | Age             |                 |                 |                 |                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|---------------------|
|                                                                                                                                                                           |                  | 18 to 29<br>(A) | 30 to 39<br>(B) | 40 to 49<br>(C) | 50 to 64<br>(D) | 65 and older<br>(E) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                 |                 |                 |                 |                     |
|                                                                                                                                                                           | Somewhat support |                 |                 |                 |                 |                     |
|                                                                                                                                                                           | Somewhat oppose  | a               |                 |                 |                 |                     |
|                                                                                                                                                                           | Strongly oppose  |                 |                 |                 |                 |                     |
|                                                                                                                                                                           | DK/NA            | a               | a               |                 |                 |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Ethnicity    |              |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|--------------|-------------|-------------|-------------|
|                                                                                                                                                                           |                  | Total        | White        | Chinese     | Indian      | Other       |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 386          | 203          | 82          | 55          | 45          |
|                                                                                                                                                                           | Strongly support | 205<br>53.1% | 109<br>53.9% | 39<br>47.1% | 29<br>52.1% | 28<br>62.3% |
|                                                                                                                                                                           | Somewhat support | 98<br>25.4%  | 59<br>28.9%  | 21<br>25.5% | 9<br>16.5%  | 9<br>19.9%  |
|                                                                                                                                                                           | Somewhat oppose  | 25<br>6.5%   | 11<br>5.4%   | 7<br>8.2%   | 5<br>9.9%   | 2<br>4.4%   |
|                                                                                                                                                                           | Strongly oppose  | 42<br>10.8%  | 16<br>8.1%   | 11<br>13.5% | 10<br>17.6% | 4<br>9.6%   |
|                                                                                                                                                                           | DK/NA            | 16<br>4.2%   | 8<br>3.8%    | 5<br>5.7%   | 2<br>3.8%   | 2<br>3.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Ethnicity    |                |               |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|----------------|---------------|--------------|
|                                                                                                                                                                           |                  | White<br>(A) | Chinese<br>(B) | Indian<br>(C) | Other<br>(D) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |              |                |               |              |
|                                                                                                                                                                           | Somewhat support |              |                |               |              |
|                                                                                                                                                                           | Somewhat oppose  |              |                |               |              |
|                                                                                                                                                                           | Strongly oppose  |              |                |               |              |
|                                                                                                                                                                           | DK/NA            |              |                |               |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Length of Residence |                        |                      |                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                           |                  | Total               | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 398                 | 48                     | 162                  | 187                     |
|                                                                                                                                                                           | Strongly support | 209<br>52.6%        | 28<br>58.8%            | 86<br>53.2%          | 95<br>50.5%             |
|                                                                                                                                                                           | Somewhat support | 101<br>25.4%        | 11<br>23.6%            | 40<br>24.8%          | 49<br>26.4%             |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.9%          | 3<br>5.8%              | 13<br>7.9%           | 12<br>6.3%              |
|                                                                                                                                                                           | Strongly oppose  | 43<br>10.8%         | 4<br>8.4%              | 16<br>10.0%          | 23<br>12.1%             |
|                                                                                                                                                                           | DK/NA            | 17<br>4.4%          | 2<br>3.3%              | 7<br>4.2%            | 9<br>4.8%               |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Length of Residence    |                      |                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------|----------------------|-------------------------|
|                                                                                                                                                                           |                  | 3 years or less<br>(A) | 4 to 15 years<br>(B) | 16 years or more<br>(C) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                        |                      |                         |
|                                                                                                                                                                           | Somewhat support |                        |                      |                         |
|                                                                                                                                                                           | Somewhat oppose  |                        |                      |                         |
|                                                                                                                                                                           | Strongly oppose  |                        |                      |                         |
|                                                                                                                                                                           | DK/NA            |                        |                      |                         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Homeownership Status |              |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|--------------|-------------|
|                                                                                                                                                                           |                  | Total                | Own          | Rent        |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 390                  | 304          | 86          |
|                                                                                                                                                                           | Strongly support | 207<br>53.2%         | 161<br>52.9% | 47<br>54.1% |
|                                                                                                                                                                           | Somewhat support | 98<br>25.2%          | 74<br>24.3%  | 24<br>28.3% |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>7.0%           | 23<br>7.7%   | 4<br>4.7%   |
|                                                                                                                                                                           | Strongly oppose  | 41<br>10.6%          | 32<br>10.7%  | 9<br>10.2%  |
|                                                                                                                                                                           | DK/NA            | 16<br>4.0%           | 13<br>4.4%   | 2<br>2.7%   |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                           |                  | Homeownership Status |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|-------------|
|                                                                                                                                                                           |                  | Own<br>(A)           | Rent<br>(B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                      |             |
|                                                                                                                                                                           | Somewhat support |                      |             |
|                                                                                                                                                                           | Somewhat oppose  |                      |             |
|                                                                                                                                                                           | Strongly oppose  |                      |             |
|                                                                                                                                                                           | DK/NA            |                      |             |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Members in the Household |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|-------------|-------------|
|                                                                                                                                                                           |                  | Total                    | One         | Two         | Three       |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 394                      | 40          | 104         | 91          |
|                                                                                                                                                                           | Strongly support | 209<br>53.1%             | 17<br>42.9% | 48<br>45.9% | 54<br>59.3% |
|                                                                                                                                                                           | Somewhat support | 100<br>25.5%             | 14<br>34.7% | 25<br>24.4% | 24<br>25.8% |
|                                                                                                                                                                           | Somewhat oppose  | 26<br>6.7%               | 3<br>8.7%   | 9<br>9.0%   | 3<br>3.4%   |
|                                                                                                                                                                           | Strongly oppose  | 42<br>10.6%              | 4<br>9.1%   | 13<br>12.6% | 6<br>6.4%   |
|                                                                                                                                                                           | DK/NA            | 16<br>4.1%               | 2<br>4.6%   | 9<br>8.2%   | 5<br>5.1%   |

|                                                                                                                                                                           |                  | Members in the |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                           |                  | Four           | Five or more |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 117            | 42           |
|                                                                                                                                                                           | Strongly support | 69<br>58.7%    | 22<br>52.1%  |
|                                                                                                                                                                           | Somewhat support | 25<br>21.7%    | 12<br>29.3%  |
|                                                                                                                                                                           | Somewhat oppose  | 7<br>6.1%      | 3<br>7.9%    |
|                                                                                                                                                                           | Strongly oppose  | 16<br>13.5%    | 3<br>8.2%    |
|                                                                                                                                                                           | DK/NA            | 0<br>.0%       | 1<br>2.6%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                           |                  | Members in the Household |            |              |             |                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------------|--------------|-------------|---------------------|
|                                                                                                                                                                           |                  | One<br>(A)               | Two<br>(B) | Three<br>(C) | Four<br>(D) | Five or more<br>(E) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                          |            |              |             |                     |
|                                                                                                                                                                           | Somewhat support |                          |            |              |             |                     |
|                                                                                                                                                                           | Somewhat oppose  |                          |            |              |             |                     |
|                                                                                                                                                                           | Strongly oppose  |                          |            |              |             |                     |
|                                                                                                                                                                           | DK/NA            |                          |            |              |             |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Children in the Household |             |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|--------------|
|                                                                                                                                                                           |                  | Total                     | Yes         | No           |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400                       | 167         | 232          |
|                                                                                                                                                                           | Strongly support | 209<br>52.4%              | 89<br>53.0% | 121<br>51.9% |
|                                                                                                                                                                           | Somewhat support | 102<br>25.4%              | 41<br>24.8% | 60<br>25.9%  |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%                | 13<br>7.8%  | 14<br>6.2%   |
|                                                                                                                                                                           | Strongly oppose  | 44<br>11.0%               | 20<br>12.1% | 24<br>10.2%  |
|                                                                                                                                                                           | DK/NA            | 17<br>4.3%                | 4<br>2.3%   | 14<br>5.8%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Children in the Household |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----------|
|                                                                                                                                                                           |                  | Yes<br>(A)                | No<br>(B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                           |           |
|                                                                                                                                                                           | Somewhat support |                           |           |
|                                                                                                                                                                           | Somewhat oppose  |                           |           |
|                                                                                                                                                                           | Strongly oppose  |                           |           |
|                                                                                                                                                                           | DK/NA            |                           |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Seniors in the Household |             |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                           |                  | Total                    | Yes         | No           |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400                      | 129         | 271          |
|                                                                                                                                                                           | Strongly support | 209<br>52.4%             | 57<br>44.3% | 152<br>56.2% |
|                                                                                                                                                                           | Somewhat support | 102<br>25.4%             | 32<br>24.8% | 70<br>25.8%  |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%               | 10<br>7.8%  | 17<br>6.4%   |
|                                                                                                                                                                           | Strongly oppose  | 44<br>11.0%              | 20<br>15.8% | 23<br>8.7%   |
|                                                                                                                                                                           | DK/NA            | 17<br>4.3%               | 9<br>7.3%   | 8<br>3.0%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Seniors in the Household |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----------|
|                                                                                                                                                                           |                  | Yes<br>(A)               | No<br>(B) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                          | A         |
|                                                                                                                                                                           | Somewhat support |                          |           |
|                                                                                                                                                                           | Somewhat oppose  |                          |           |
|                                                                                                                                                                           | Strongly oppose  | B                        |           |
|                                                                                                                                                                           | DK/NA            | B                        |           |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Annual Household Income |                    |                       |                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                           |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400                     | 68                 | 75                    | 76                     |
|                                                                                                                                                                           | Strongly support | 209<br>52.4%            | 33<br>49.5%        | 40<br>53.5%           | 45<br>59.5%            |
|                                                                                                                                                                           | Somewhat support | 102<br>25.4%            | 18<br>26.5%        | 23<br>31.3%           | 18<br>23.8%            |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%              | 5<br>6.8%          | 3<br>4.1%             | 6<br>7.4%              |
|                                                                                                                                                                           | Strongly oppose  | 44<br>11.0%             | 7<br>10.8%         | 8<br>11.1%            | 4<br>5.5%              |
|                                                                                                                                                                           | DK/NA            | 17<br>4.3%              | 4<br>6.4%          | 0<br>.0%              | 3<br>3.9%              |

|                                                                                                                                                                           |                  | Annual Household  |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|
|                                                                                                                                                                           |                  | \$180,000 or more | DK/NA       |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 73                | 107         |
|                                                                                                                                                                           | Strongly support | 41<br>56.5%       | 49<br>45.6% |
|                                                                                                                                                                           | Somewhat support | 18<br>24.4%       | 24<br>22.6% |
|                                                                                                                                                                           | Somewhat oppose  | 3<br>4.5%         | 11<br>9.9%  |
|                                                                                                                                                                           | Strongly oppose  | 7<br>9.7%         | 17<br>15.8% |
|                                                                                                                                                                           | DK/NA            | 4<br>4.9%         | 6<br>6.0%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                           |                  | Annual Household Income |                       |                        |                   |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                           |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                           |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                           | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                           | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                           | Strongly oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                           | DK/NA            |                         | <sup>a</sup>          |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Individual Party |             |             |             |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------|-------------|-------------|-------------|
|                                                                                                                                                                           |                  | Total            | Democrat    | Republican  | Other       | DTS         |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400              | 155         | 99          | 3           | 142         |
|                                                                                                                                                                           | Strongly support | 209<br>52.4%     | 89<br>57.8% | 46<br>46.8% | 3<br>100.0% | 70<br>49.3% |
|                                                                                                                                                                           | Somewhat support | 102<br>25.4%     | 37<br>23.6% | 34<br>33.9% | 0<br>.0%    | 31<br>22.1% |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%       | 7<br>4.4%   | 8<br>8.2%   | 0<br>.0%    | 12<br>8.7%  |
|                                                                                                                                                                           | Strongly oppose  | 44<br>11.0%      | 14<br>9.3%  | 7<br>7.1%   | 0<br>.0%    | 22<br>15.8% |
|                                                                                                                                                                           | DK/NA            | 17<br>4.3%       | 8<br>4.9%   | 4<br>4.1%   | 0<br>.0%    | 6<br>4.0%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                           |                  | Individual Party |                |              |         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|----------------|--------------|---------|
|                                                                                                                                                                           |                  | Democrat (A)     | Republican (B) | Other (C)    | DTS (D) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                  |                | <sup>a</sup> |         |
|                                                                                                                                                                           | Somewhat support |                  |                | <sup>a</sup> |         |
|                                                                                                                                                                           | Somewhat oppose  |                  |                | <sup>a</sup> |         |
|                                                                                                                                                                           | Strongly oppose  |                  |                | <sup>a</sup> |         |
|                                                                                                                                                                           | DK/NA            |                  |                | <sup>a</sup> |         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Household Party |              |               |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|--------------|---------------|----------------|
|                                                                                                                                                                           |                  | Total           | Democrat (1) | Democrat (2+) | Republican (1) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400             | 65           | 49            | 35             |
|                                                                                                                                                                           | Strongly support | 209<br>52.4%    | 34<br>52.2%  | 34<br>69.3%   | 18<br>50.0%    |
|                                                                                                                                                                           | Somewhat support | 102<br>25.4%    | 17<br>25.8%  | 8<br>17.1%    | 13<br>37.4%    |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%      | 5<br>7.5%    | 0<br>.0%      | 2<br>6.3%      |
|                                                                                                                                                                           | Strongly oppose  | 44<br>11.0%     | 6<br>8.9%    | 6<br>11.4%    | 1<br>3.0%      |
|                                                                                                                                                                           | DK/NA            | 17<br>4.3%      | 4<br>5.6%    | 1<br>2.1%     | 1<br>3.3%      |

|                                                                                                                                                                           |                  | Household Party |       |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------|-------|
|                                                                                                                                                                           |                  | Republican (2+) | Other | Mixed |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 32              | 114   | 103   |
|                                                                                                                                                                           | Strongly support | 14              | 54    | 56    |
|                                                                                                                                                                           |                  | 42.8%           | 47.1% | 54.1% |
|                                                                                                                                                                           | Somewhat support | 9               | 27    | 28    |
|                                                                                                                                                                           |                  | 26.7%           | 23.2% | 27.2% |
|                                                                                                                                                                           | Somewhat oppose  | 4               | 11    | 5     |
|                                                                                                                                                                           |                  | 12.2%           | 10.0% | 4.7%  |
| Strongly oppose                                                                                                                                                           | 3                | 18              | 11    |       |
|                                                                                                                                                                           | 9.3%             | 15.6%           | 10.2% |       |
| DK/NA                                                                                                                                                                     | 3                | 5               | 4     |       |
|                                                                                                                                                                           | 9.0%             | 4.1%            | 3.8%  |       |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                           |                  | Household Party |               |                |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|---------------|----------------|-----------------|
|                                                                                                                                                                           |                  | Democrat (1)    | Democrat (2+) | Republican (1) | Republican (2+) |
|                                                                                                                                                                           |                  | (A)             | (B)           | (C)            | (D)             |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                 |               |                |                 |
|                                                                                                                                                                           | Somewhat support |                 |               |                |                 |
|                                                                                                                                                                           | Somewhat oppose  |                 |               |                |                 |
|                                                                                                                                                                           | Strongly oppose  |                 |               |                |                 |
|                                                                                                                                                                           | DK/NA            |                 |               |                |                 |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                           |                  | Household Party |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------|
|                                                                                                                                                                           |                  | Other           | Mixed |
|                                                                                                                                                                           |                  | (E)             | (F)   |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                 |       |
|                                                                                                                                                                           | Somewhat support |                 |       |
|                                                                                                                                                                           | Somewhat oppose  |                 |       |
|                                                                                                                                                                           | Strongly oppose  |                 |       |
|                                                                                                                                                                           | DK/NA            |                 |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Voting Propensity |       |        |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------|--------|-------|
|                                                                                                                                                                           |                  | Total             | High  | Medium | Low   |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400               | 151   | 108    | 141   |
|                                                                                                                                                                           | Strongly support | 209               | 81    | 61     | 67    |
|                                                                                                                                                                           |                  | 52.4%             | 53.6% | 56.5%  | 47.8% |
|                                                                                                                                                                           | Somewhat support | 102               | 43    | 24     | 35    |
|                                                                                                                                                                           |                  | 25.4%             | 28.3% | 22.0%  | 25.0% |
|                                                                                                                                                                           | Somewhat oppose  | 27                | 10    | 5      | 12    |
|                                                                                                                                                                           |                  | 6.8%              | 6.7%  | 4.8%   | 8.6%  |
| Strongly oppose                                                                                                                                                           | 44               | 13                | 12    | 19     |       |
|                                                                                                                                                                           | 11.0%            | 8.8%              | 11.1% | 13.3%  |       |
| DK/NA                                                                                                                                                                     | 17               | 4                 | 6     | 7      |       |
|                                                                                                                                                                           | 4.3%             | 2.6%              | 5.6%  | 5.3%   |       |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                           |                  | Voting Propensity |        |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|--------|-----|
|                                                                                                                                                                           |                  | High              | Medium | Low |
|                                                                                                                                                                           |                  | (A)               | (B)    | (C) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                   |        |     |
|                                                                                                                                                                           | Somewhat support |                   |        |     |
|                                                                                                                                                                           | Somewhat oppose  |                   |        |     |
|                                                                                                                                                                           | Strongly oppose  |                   |        |     |
|                                                                                                                                                                           | DK/NA            |                   |        |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Absentee Propensity |       |        |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-------|--------|-------|
|                                                                                                                                                                           |                  | Total               | High  | Medium | Low   |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400                 | 280   | 84     | 36    |
|                                                                                                                                                                           | Strongly support | 209                 | 148   | 49     | 12    |
|                                                                                                                                                                           |                  | 52.4%               | 52.9% | 58.2%  | 34.5% |
|                                                                                                                                                                           | Somewhat support | 102                 | 69    | 21     | 12    |
|                                                                                                                                                                           |                  | 25.4%               | 24.6% | 25.0%  | 32.6% |
|                                                                                                                                                                           | Somewhat oppose  | 27                  | 18    | 5      | 4     |
|                                                                                                                                                                           |                  | 6.8%                | 6.4%  | 6.5%   | 11.2% |
| Strongly oppose                                                                                                                                                           | 44               | 31                  | 7     | 6      |       |
|                                                                                                                                                                           | 11.0%            | 10.9%               | 8.7%  | 16.8%  |       |
| DK/NA                                                                                                                                                                     | 17               | 14                  | 1     | 2      |       |
|                                                                                                                                                                           | 4.3%             | 5.1%                | 1.5%  | 5.0%   |       |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                           |                  | Absentee Propensity |               |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|---------------|------------|
|                                                                                                                                                                           |                  | High<br>(A)         | Medium<br>(B) | Low<br>(C) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                     |               |            |
|                                                                                                                                                                           | Somewhat support |                     |               |            |
|                                                                                                                                                                           | Somewhat oppose  |                     |               |            |
|                                                                                                                                                                           | Strongly oppose  |                     |               |            |
|                                                                                                                                                                           | DK/NA            |                     |               |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                           |                  | Registration Date |             |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|--------------|
|                                                                                                                                                                           |                  | Total             | Before 1994 | 1994 to 1998 |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 400               | 107         | 32           |
|                                                                                                                                                                           | Strongly support | 209<br>52.4%      | 52<br>49.1% | 15<br>45.5%  |
|                                                                                                                                                                           | Somewhat support | 102<br>25.4%      | 23<br>22.0% | 10<br>31.4%  |
|                                                                                                                                                                           | Somewhat oppose  | 27<br>6.8%        | 9<br>8.8%   | 2<br>7.3%    |
|                                                                                                                                                                           | Strongly oppose  | 44<br>11.0%       | 16<br>14.9% | 5<br>15.7%   |
|                                                                                                                                                                           | DK/NA            | 17<br>4.3%        | 6<br>5.2%   | 0<br>.0%     |

|                                                                                                                                                                           |                  | Registration Date |               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------|
|                                                                                                                                                                           |                  | 1999 to 2003      | 2004 or later |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Total            | 87                | 174           |
|                                                                                                                                                                           | Strongly support | 48<br>54.4%       | 95<br>54.7%   |
|                                                                                                                                                                           | Somewhat support | 21<br>24.3%       | 47<br>27.0%   |
|                                                                                                                                                                           | Somewhat oppose  | 5<br>5.5%         | 11<br>6.2%    |
|                                                                                                                                                                           | Strongly oppose  | 9<br>10.7%        | 14<br>7.9%    |
|                                                                                                                                                                           | DK/NA            | 4<br>5.1%         | 7<br>4.3%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                           |                  | Registration Date  |                     |                     |                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|---------------------|---------------------|----------------------|
|                                                                                                                                                                           |                  | Before 1994<br>(A) | 1994 to 1998<br>(B) | 1999 to 2003<br>(C) | 2004 or later<br>(D) |
| 18. Do you support improving the Crossroads District with amenities that create more of a downtown feel, including benches, trees, and additional shopping opportunities? | Strongly support |                    |                     |                     |                      |
|                                                                                                                                                                           | Somewhat support |                    |                     |                     |                      |
|                                                                                                                                                                           | Somewhat oppose  |                    |                     |                     |                      |
|                                                                                                                                                                           | Strongly oppose  |                    |                     |                     |                      |
|                                                                                                                                                                           | DK/NA            |                    | <sup>a</sup>        |                     |                      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Gender       |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|-------------|-------------|
|                                                                                                                                                                                                                                                          |                  | Total        | Male        | Female      |
| 20. 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 major corporate tenants? | Total            | 400          | 198         | 202         |
|                                                                                                                                                                                                                                                          | Strongly support | 72<br>18.0%  | 43<br>21.7% | 29<br>14.4% |
|                                                                                                                                                                                                                                                          | Somewhat support | 71<br>17.7%  | 39<br>19.7% | 32<br>15.8% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58<br>14.4%  | 24<br>12.1% | 33<br>16.6% |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175<br>43.7% | 81<br>40.7% | 94<br>46.6% |
|                                                                                                                                                                                                                                                          | DK/NA            | 24<br>6.1%   | 11<br>5.7%  | 13<br>6.5%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Gender |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------|--------|
|                                                                                                                                                                                                                                                          |                  | Male   | Female |
|                                                                                                                                                                                                                                                          |                  | (A)    | (B)    |
| 20. 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 major corporate tenants? | Strongly support |        |        |
|                                                                                                                                                                                                                                                          | Somewhat support |        |        |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |        |        |
|                                                                                                                                                                                                                                                          | Strongly oppose  |        |        |
|                                                                                                                                                                                                                                                          | DK/NA            |        |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Age   |          |          |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------|----------|----------|----------|
|                                                                                                                                                                                                                                                          |                  | Total | 18 to 29 | 30 to 39 | 40 to 49 |
| 20. 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 major corporate tenants? | Total            | 382   | 53       | 40       | 100      |
|                                                                                                                                                                                                                                                          | Strongly support | 69    | 9        | 10       | 10       |
|                                                                                                                                                                                                                                                          |                  | 18.2% | 16.5%    | 24.4%    | 9.8%     |
|                                                                                                                                                                                                                                                          | Somewhat support | 69    | 14       | 5        | 18       |
|                                                                                                                                                                                                                                                          |                  | 18.1% | 27.2%    | 13.5%    | 17.5%    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 53    | 13       | 7        | 13       |
|                                                                                                                                                                                                                                                          | 13.9%            | 25.0% | 16.2%    | 13.0%    |          |
| Strongly oppose                                                                                                                                                                                                                                          | 167              | 13    | 17       | 55       |          |
|                                                                                                                                                                                                                                                          | 43.6%            | 25.1% | 41.3%    | 54.4%    |          |
| DK/NA                                                                                                                                                                                                                                                    | 24               | 3     | 2        | 5        |          |
|                                                                                                                                                                                                                                                          | 6.2%             | 6.2%  | 4.5%     | 5.2%     |          |

|                                                                                                                                                                                                                                                          |                  | Age      |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|--------------|
|                                                                                                                                                                                                                                                          |                  | 50 to 64 | 65 and older |
| 20. 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 major corporate tenants? | Total            | 123      | 65           |
|                                                                                                                                                                                                                                                          | Strongly support | 24       | 17           |
|                                                                                                                                                                                                                                                          |                  | 19.4%    | 26.2%        |
|                                                                                                                                                                                                                                                          | Somewhat support | 17       | 14           |
|                                                                                                                                                                                                                                                          |                  | 14.2%    | 21.9%        |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 12       | 8            |
|                                                                                                                                                                                                                                                          | 9.7%             | 12.8%    |              |
| Strongly oppose                                                                                                                                                                                                                                          | 61               | 21       |              |
|                                                                                                                                                                                                                                                          | 49.6%            | 32.1%    |              |
| DK/NA                                                                                                                                                                                                                                                    | 9                | 5        |              |
|                                                                                                                                                                                                                                                          | 7.1%             | 7.0%     |              |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Age      |          |          |          |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|----------|----------|----------|--------------|
|                                                                                                                                                                                                                                                          |                  | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                                                                                                                                                                                          |                  | (A)      | (B)      | (C)      | (D)      | (E)          |
| 20. 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 major corporate tenants? | Strongly support |          |          |          |          |              |
|                                                                                                                                                                                                                                                          | Somewhat support |          |          |          |          |              |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |          |          |          |          |              |
|                                                                                                                                                                                                                                                          | Strongly oppose  |          |          | A E      | A        |              |
|                                                                                                                                                                                                                                                          | DK/NA            |          |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Ethnicity |       |         |        |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|-------|---------|--------|-------|
|                                                                                                                                                                                                                                                          |                  | Total     | White | Chinese | Indian | Other |
| 20. 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 major corporate tenants? | Total            | 386       | 203   | 82      | 55     | 45    |
|                                                                                                                                                                                                                                                          | Strongly support | 70        | 45    | 9       | 9      | 7     |
|                                                                                                                                                                                                                                                          |                  | 18.0%     | 22.2% | 11.0%   | 15.4%  | 15.2% |
|                                                                                                                                                                                                                                                          | Somewhat support | 71        | 44    | 8       | 10     | 9     |
|                                                                                                                                                                                                                                                          |                  | 18.4%     | 21.6% | 10.0%   | 18.1%  | 19.6% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 56        | 32    | 12      | 4      | 8     |
|                                                                                                                                                                                                                                                          | 14.6%            | 16.0%     | 14.0% | 7.9%    | 17.7%  |       |
| Strongly oppose                                                                                                                                                                                                                                          | 168              | 68        | 49    | 32      | 19     |       |
|                                                                                                                                                                                                                                                          | 43.5%            | 33.3%     | 59.6% | 57.3%   | 42.8%  |       |
| DK/NA                                                                                                                                                                                                                                                    | 21               | 14        | 4     | 1       | 2      |       |
|                                                                                                                                                                                                                                                          | 5.5%             | 6.9%      | 5.4%  | 1.3%    | 4.7%   |       |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Ethnicity |         |        |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|---------|--------|-------|
|                                                                                                                                                                                                                                                          |                  | White     | Chinese | Indian | Other |
|                                                                                                                                                                                                                                                          |                  | (A)       | (B)     | (C)    | (D)   |
| 20. 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 major corporate tenants? | Strongly support |           |         |        |       |
|                                                                                                                                                                                                                                                          | Somewhat support |           |         |        |       |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |           |         |        |       |
|                                                                                                                                                                                                                                                          | Strongly oppose  |           | A       | A      |       |
|                                                                                                                                                                                                                                                          | DK/NA            |           |         |        |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Length of Residence |                 |               |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|-----------------|---------------|------------------|
|                                                                                                                                                                                                                                                          |                  | Total               | 3 years or less | 4 to 15 years | 16 years or more |
|                                                                                                                                                                                                                                                          |                  | (A)                 | (B)             | (C)           | (D)              |
| 20. 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 major corporate tenants? | Total            | 398                 | 48              | 162           | 187              |
|                                                                                                                                                                                                                                                          | Strongly support | 72                  | 11              | 27            | 34               |
|                                                                                                                                                                                                                                                          | Somewhat support | 70                  | 12              | 25            | 33               |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58                  | 6               | 28            | 24               |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 174                 | 16              | 72            | 86               |
|                                                                                                                                                                                                                                                          | DK/NA            | 24                  | 3               | 11            | 11               |
|                                                                                                                                                                                                                                                          |                  | 6.2%                | 5.7%            | 6.7%          | 5.8%             |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Length of Residence |               |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|---------------|------------------|
|                                                                                                                                                                                                                                                          |                  | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                                                                                                                                                                                                          |                  | (A)                 | (B)           | (C)              |
| 20. 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 major corporate tenants? | Strongly support |                     |               |                  |
|                                                                                                                                                                                                                                                          | Somewhat support |                     |               |                  |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                     |               |                  |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                     |               |                  |
|                                                                                                                                                                                                                                                          | DK/NA            |                     |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Homeownership Status |      |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|------|------|
|                                                                                                                                                                                                                                                          |                  | Total                | Own  | Rent |
| 20. 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 major corporate tenants? | Total            | 390                  | 304  | 86   |
|                                                                                                                                                                                                                                                          | Strongly support | 72                   | 47   | 25   |
|                                                                                                                                                                                                                                                          | Somewhat support | 69                   | 46   | 23   |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 56                   | 47   | 9    |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 171                  | 147  | 24   |
|                                                                                                                                                                                                                                                          | DK/NA            | 22                   | 16   | 6    |
|                                                                                                                                                                                                                                                          |                  | 5.5%                 | 5.1% | 7.0% |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Homeownership Status |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------|------|
|                                                                                                                                                                                                                                                          |                  | Own                  | Rent |
|                                                                                                                                                                                                                                                          |                  | (A)                  | (B)  |
| 20. 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 major corporate tenants? | Strongly support |                      | A    |
|                                                                                                                                                                                                                                                          | Somewhat support |                      | A    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                      |      |
|                                                                                                                                                                                                                                                          | Strongly oppose  | B                    |      |
|                                                                                                                                                                                                                                                          | DK/NA            |                      |      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Members in the Household |      |      |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|------|------|-------|
|                                                                                                                                                                                                                                                          |                  | Total                    | One  | Two  | Three |
| 20. 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 major corporate tenants? | Total            | 394                      | 40   | 104  | 91    |
|                                                                                                                                                                                                                                                          | Strongly support | 71                       | 10   | 22   | 14    |
|                                                                                                                                                                                                                                                          | Somewhat support | 71                       | 14   | 13   | 17    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58                       | 6    | 11   | 12    |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 172                      | 8    | 50   | 42    |
|                                                                                                                                                                                                                                                          | DK/NA            | 23                       | 3    | 8    | 6     |
|                                                                                                                                                                                                                                                          |                  | 5.7%                     | 6.5% | 7.9% | 7.1%  |

|                                                                                                                                                                                                                                                          |                  | Members in the |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------|--------------|
|                                                                                                                                                                                                                                                          |                  | Four           | Five or more |
| 20. 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 major corporate tenants? | Total            | 117            | 42           |
|                                                                                                                                                                                                                                                          | Strongly support | 17<br>14.7%    | 8<br>18.3%   |
|                                                                                                                                                                                                                                                          | Somewhat support | 22<br>18.8%    | 5<br>12.4%   |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 24<br>20.5%    | 5<br>11.9%   |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 52<br>44.4%    | 21<br>49.4%  |
|                                                                                                                                                                                                                                                          | DK/NA            | 2<br>1.7%      | 3<br>8.0%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Members in the Household |     |       |      |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|-------|------|--------------|
|                                                                                                                                                                                                                                                          |                  | One                      | Two | Three | Four | Five or more |
|                                                                                                                                                                                                                                                          |                  | (A)                      | (B) | (C)   | (D)  | (E)          |
| 20. 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 major corporate tenants? | Strongly support |                          |     |       |      |              |
|                                                                                                                                                                                                                                                          | Somewhat support | B                        |     |       |      |              |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                          |     |       |      |              |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                          | A   | A     | A    | A            |
|                                                                                                                                                                                                                                                          | DK/NA            |                          |     |       |      |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Children in the Household |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-------------|-------------|
|                                                                                                                                                                                                                                                          |                  | Total                     | Yes         | No          |
| 20. 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 major corporate tenants? | Total            | 400                       | 167         | 232         |
|                                                                                                                                                                                                                                                          | Strongly support | 72<br>18.0%               | 30<br>17.7% | 43<br>18.3% |
|                                                                                                                                                                                                                                                          | Somewhat support | 71<br>17.7%               | 22<br>13.4% | 49<br>20.9% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58<br>14.4%               | 28<br>16.8% | 29<br>12.6% |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175<br>43.7%              | 80<br>47.9% | 94<br>40.6% |
|                                                                                                                                                                                                                                                          | DK/NA            | 24<br>6.1%                | 7<br>4.2%   | 17<br>7.5%  |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Children in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------|-----|
|                                                                                                                                                                                                                                                          |                  | Yes                       | No  |
|                                                                                                                                                                                                                                                          |                  | (A)                       | (B) |
| 20. 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 major corporate tenants? | Strongly support |                           |     |
|                                                                                                                                                                                                                                                          | Somewhat support |                           |     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                           |     |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                           |     |
|                                                                                                                                                                                                                                                          | DK/NA            |                           |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Seniors in the Household |             |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-------------|--------------|
|                                                                                                                                                                                                                                                          |                  | Total                    | Yes         | No           |
| 20. 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 major corporate tenants? | Total            | 400                      | 129         | 271          |
|                                                                                                                                                                                                                                                          | Strongly support | 72<br>18.0%              | 22<br>17.4% | 50<br>18.4%  |
|                                                                                                                                                                                                                                                          | Somewhat support | 71<br>17.7%              | 22<br>16.9% | 49<br>18.1%  |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58<br>14.4%              | 15<br>11.5% | 43<br>15.7%  |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175<br>43.7%             | 60<br>46.7% | 114<br>42.2% |
|                                                                                                                                                                                                                                                          | DK/NA            | 24<br>6.1%               | 10<br>7.4%  | 15<br>5.5%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Seniors in the Household |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------|-----|
|                                                                                                                                                                                                                                                          |                  | Yes                      | No  |
|                                                                                                                                                                                                                                                          |                  | (A)                      | (B) |
| 20. 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 major corporate tenants? | Strongly support |                          |     |
|                                                                                                                                                                                                                                                          | Somewhat support |                          |     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                          |     |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                          |     |
|                                                                                                                                                                                                                                                          | DK/NA            |                          |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Annual Household Income |                    |                       |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                                                                                                                                                                                          |                  | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 20. 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 major corporate tenants? | Total            | 400                     | 68                 | 75                    | 76                     |
|                                                                                                                                                                                                                                                          | Strongly support | 72                      | 15                 | 16                    | 15                     |
|                                                                                                                                                                                                                                                          | Somewhat support | 71                      | 20                 | 11                    | 15                     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58                      | 10                 | 10                    | 11                     |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175                     | 15                 | 35                    | 34                     |
|                                                                                                                                                                                                                                                          | DK/NA            | 24                      | 7                  | 3                     | 2                      |
|                                                                                                                                                                                                                                                          |                  | 6.1%                    | 10.9%              | 3.8%                  | 3.0%                   |

|                                                                                                                                                                                                                                                          |                  | Annual Household  |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------|
|                                                                                                                                                                                                                                                          |                  | \$180,000 or more | DK/NA |
| 20. 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 major corporate tenants? | Total            | 73                | 107   |
|                                                                                                                                                                                                                                                          | Strongly support | 15                | 12    |
|                                                                                                                                                                                                                                                          | Somewhat support | 9                 | 16    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 12                | 14    |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 36                | 55    |
|                                                                                                                                                                                                                                                          | DK/NA            | 1                 | 11    |
|                                                                                                                                                                                                                                                          |                  | 1.5%              | 10.2% |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                                                                                                                                                                                          |                  | Annual Household Income |                       |                        |                   |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                                                                                                                                                                                          |                  | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                                                                                                                                                                                          |                  | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 20. 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 major corporate tenants? | Strongly support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                                          | Somewhat support |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                         |                       |                        |                   |       |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                         | A                     |                        | A                 | A     |
|                                                                                                                                                                                                                                                          | DK/NA            |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Individual Party |          |            |       |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|----------|------------|-------|------|
|                                                                                                                                                                                                                                                          |                  | Total            | Democrat | Republican | Other | DTS  |
| 20. 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 major corporate tenants? | Total            | 400              | 155      | 99         | 3     | 142  |
|                                                                                                                                                                                                                                                          | Strongly support | 72               | 32       | 15         | 2     | 23   |
|                                                                                                                                                                                                                                                          | Somewhat support | 71               | 30       | 16         | 1     | 24   |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58               | 22       | 17         | 0     | 18   |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175              | 60       | 47         | 0     | 67   |
|                                                                                                                                                                                                                                                          | DK/NA            | 24               | 10       | 4          | 0     | 10   |
|                                                                                                                                                                                                                                                          |                  | 6.1%             | 6.7%     | 3.9%       | .0%   | 7.3% |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                                                                          |                  | Individual Party |                |           |         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|----------------|-----------|---------|
|                                                                                                                                                                                                                                                          |                  | Democrat (A)     | Republican (B) | Other (C) | DTS (D) |
| 20. 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 major corporate tenants? | Strongly support |                  |                |           |         |
|                                                                                                                                                                                                                                                          | Somewhat support |                  |                |           |         |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                  |                | a         |         |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                  |                | a         |         |
|                                                                                                                                                                                                                                                          | DK/NA            |                  |                | a         |         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Household Party |              |               |                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|--------------|---------------|----------------|
|                                                                                                                                                                                                                                                          |                  | Total           | Democrat (1) | Democrat (2+) | Republican (1) |
| 20. 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 major corporate tenants? | Total            | 400             | 65           | 49            | 35             |
|                                                                                                                                                                                                                                                          | Strongly support | 72<br>18.0%     | 13<br>20.7%  | 13<br>25.7%   | 5<br>15.1%     |
|                                                                                                                                                                                                                                                          | Somewhat support | 71<br>17.7%     | 13<br>20.3%  | 6<br>12.3%    | 10<br>27.5%    |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58<br>14.4%     | 11<br>17.2%  | 7<br>14.5%    | 6<br>16.0%     |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175<br>43.7%    | 23<br>34.9%  | 18<br>35.8%   | 15<br>41.4%    |
|                                                                                                                                                                                                                                                          | DK/NA            | 24<br>6.1%      | 4<br>6.9%    | 6<br>11.8%    | 0<br>.0%       |

|                                                                                                                                                                                                                                                          |                  | Household Party |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------------|-------------|
|                                                                                                                                                                                                                                                          |                  | Republican (2+) | Other       | Mixed       |
| 20. 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 major corporate tenants? | Total            | 32              | 114         | 103         |
|                                                                                                                                                                                                                                                          | Strongly support | 5<br>16.2%      | 19<br>16.2% | 17<br>16.3% |
|                                                                                                                                                                                                                                                          | Somewhat support | 4<br>11.1%      | 20<br>17.7% | 18<br>17.6% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 6<br>17.5%      | 13<br>11.1% | 15<br>14.7% |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 16<br>49.6%     | 55<br>47.8% | 49<br>47.4% |
|                                                                                                                                                                                                                                                          | DK/NA            | 2<br>5.6%       | 8<br>7.2%   | 4<br>4.0%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                                                                          |                  | Household Party  |                   |                    |                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------------|--------------------|---------------------|
|                                                                                                                                                                                                                                                          |                  | Democrat (1) (A) | Democrat (2+) (B) | Republican (1) (C) | Republican (2+) (D) |
| 20. 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 major corporate tenants? | Strongly support |                  |                   |                    |                     |
|                                                                                                                                                                                                                                                          | Somewhat support |                  |                   |                    |                     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                  |                   |                    |                     |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                  |                   | a                  |                     |
|                                                                                                                                                                                                                                                          | DK/NA            |                  |                   |                    |                     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                                                                                                                                                                                          |                  | Household Party |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------|
|                                                                                                                                                                                                                                                          |                  | Other           | Mixed |
|                                                                                                                                                                                                                                                          |                  | (E)             | (F)   |
| 20. 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 major corporate tenants? | Strongly support |                 |       |
|                                                                                                                                                                                                                                                          | Somewhat support |                 |       |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                 |       |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                 |       |
|                                                                                                                                                                                                                                                          | DK/NA            |                 |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Voting Propensity |             |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|-------------|-------------|
|                                                                                                                                                                                                                                                          |                  | Total             | High        | Medium      | Low         |
| 20. 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 major corporate tenants? | Total            | 400               | 151         | 108         | 141         |
|                                                                                                                                                                                                                                                          | Strongly support | 72<br>18.0%       | 23<br>15.3% | 22<br>20.1% | 27<br>19.4% |
|                                                                                                                                                                                                                                                          | Somewhat support | 71<br>17.7%       | 29<br>19.4% | 20<br>18.7% | 21<br>15.2% |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58<br>14.4%       | 20<br>13.2% | 14<br>13.3% | 23<br>16.5% |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175<br>43.7%      | 69<br>45.5% | 46<br>42.3% | 60<br>42.8% |
|                                                                                                                                                                                                                                                          | DK/NA            | 24<br>6.1%        | 10<br>6.5%  | 6<br>5.7%   | 9<br>6.1%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Voting Propensity |        |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|--------|-----|
|                                                                                                                                                                                                                                                          |                  | High              | Medium | Low |
|                                                                                                                                                                                                                                                          |                  | (A)               | (B)    | (C) |
| 20. 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 major corporate tenants? | Strongly support |                   |        |     |
|                                                                                                                                                                                                                                                          | Somewhat support |                   |        |     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                   |        |     |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                   |        |     |
|                                                                                                                                                                                                                                                          | DK/NA            |                   |        |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Absentee Propensity |              |             |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|--------------|-------------|-------------|
|                                                                                                                                                                                                                                                          |                  | Total               | High         | Medium      | Low         |
| 20. 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 major corporate tenants? | Total            | 400                 | 280          | 84          | 36          |
|                                                                                                                                                                                                                                                          | Strongly support | 72<br>18.0%         | 49<br>17.5%  | 16<br>19.3% | 7<br>19.7%  |
|                                                                                                                                                                                                                                                          | Somewhat support | 71<br>17.7%         | 47<br>16.7%  | 17<br>20.2% | 7<br>20.5%  |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58<br>14.4%         | 37<br>13.1%  | 16<br>18.9% | 5<br>13.8%  |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175<br>43.7%        | 130<br>46.4% | 29<br>35.1% | 15<br>42.4% |
|                                                                                                                                                                                                                                                          | DK/NA            | 24<br>6.1%          | 18<br>6.4%   | 5<br>6.5%   | 1<br>3.6%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                                                                                                                                                                                          |                  | Absentee Propensity |        |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|--------|-----|
|                                                                                                                                                                                                                                                          |                  | High                | Medium | Low |
|                                                                                                                                                                                                                                                          |                  | (A)                 | (B)    | (C) |
| 20. 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 major corporate tenants? | Strongly support |                     |        |     |
|                                                                                                                                                                                                                                                          | Somewhat support |                     |        |     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                     |        |     |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                     |        |     |
|                                                                                                                                                                                                                                                          | DK/NA            |                     |        |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                                                                                                                                                                                          |                  | Registration Date |             |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|--------------|
|                                                                                                                                                                                                                                                          |                  | Total             | Before 1994 | 1994 to 1998 |
| 20. 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 major corporate tenants? | Total            | 400               | 107         | 32           |
|                                                                                                                                                                                                                                                          | Strongly support | 72<br>18.0%       | 24<br>22.7% | 5<br>14.5%   |
|                                                                                                                                                                                                                                                          | Somewhat support | 71<br>17.7%       | 13<br>12.2% | 0<br>.0%     |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 58<br>14.4%       | 14<br>13.2% | 8<br>23.5%   |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 175<br>43.7%      | 52<br>49.0% | 16<br>50.9%  |
|                                                                                                                                                                                                                                                          | DK/NA            | 24<br>6.1%        | 3<br>2.9%   | 4<br>11.2%   |

|                                                                                                                                                                                                                                                          |                  | Registration Date |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------|
|                                                                                                                                                                                                                                                          |                  | 1999 to 2003      | 2004 or later |
| 20. 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 major corporate tenants? | Total            | 87                | 174           |
|                                                                                                                                                                                                                                                          | Strongly support | 11<br>12.6%       | 32<br>18.6%   |
|                                                                                                                                                                                                                                                          | Somewhat support | 24<br>27.0%       | 34<br>19.8%   |
|                                                                                                                                                                                                                                                          | Somewhat oppose  | 6<br>7.4%         | 29<br>17.0%   |
|                                                                                                                                                                                                                                                          | Strongly oppose  | 38<br>43.2%       | 68<br>39.3%   |
|                                                                                                                                                                                                                                                          | DK/NA            | 9<br>9.8%         | 9<br>5.3%     |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                                                                                                                                                                                          |                  | Registration Date |              |              |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|--------------|--------------|---------------|
|                                                                                                                                                                                                                                                          |                  | Before 1994       | 1994 to 1998 | 1999 to 2003 | 2004 or later |
|                                                                                                                                                                                                                                                          |                  | (A)               | (B)          | (C)          | (D)           |
| 20. 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 major corporate tenants? | Strongly support |                   |              |              |               |
|                                                                                                                                                                                                                                                          | Somewhat support |                   | a            | A            |               |
|                                                                                                                                                                                                                                                          | Somewhat oppose  |                   |              |              |               |
|                                                                                                                                                                                                                                                          | Strongly oppose  |                   |              |              |               |
|                                                                                                                                                                                                                                                          | DK/NA            |                   |              |              |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Gender       |              |              |
|--------------------------------------------------------------------------------|-------|--------------|--------------|--------------|
|                                                                                |       | Total        | Male         | Female       |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400          | 198          | 202          |
|                                                                                | Yes   | 253<br>63.4% | 138<br>69.9% | 115<br>57.1% |
|                                                                                | No    | 133<br>33.4% | 53<br>26.8%  | 80<br>39.8%  |
|                                                                                | DK/NA | 13<br>3.2%   | 6<br>3.3%    | 6<br>3.1%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400          | 198          | 202          |
|                                                                                | Yes   | 291<br>72.8% | 155<br>78.1% | 136<br>67.6% |
|                                                                                | No    | 98<br>24.5%  | 40<br>20.1%  | 58<br>28.8%  |
|                                                                                | DK/NA | 11<br>2.7%   | 4<br>1.8%    | 7<br>3.6%    |

Comparisons of Column Proportions<sup>a,b</sup>

|                                                                                |       | Gender   |            |
|--------------------------------------------------------------------------------|-------|----------|------------|
|                                                                                |       | Male (A) | Female (B) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   | B        | A          |
|                                                                                | No    |          |            |
|                                                                                | DK/NA |          |            |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   | B        | A          |
|                                                                                | No    |          |            |
|                                                                                | DK/NA |          |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Age          |             |             |             |
|--------------------------------------------------------------------------------|-------|--------------|-------------|-------------|-------------|
|                                                                                |       | Total        | 18 to 29    | 30 to 39    | 40 to 49    |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 382          | 53          | 40          | 100         |
|                                                                                | Yes   | 242<br>63.4% | 32<br>60.5% | 24<br>58.2% | 66<br>65.8% |
|                                                                                | No    | 129<br>33.9% | 21<br>39.5% | 17<br>41.8% | 33<br>32.6% |
|                                                                                | DK/NA | 11<br>2.8%   | 0<br>.0%    | 0<br>.0%    | 2<br>1.6%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 382          | 53          | 40          | 100         |
|                                                                                | Yes   | 277<br>72.5% | 38<br>72.1% | 26<br>64.3% | 77<br>76.3% |
|                                                                                | No    | 95<br>25.0%  | 15<br>27.9% | 13<br>32.6% | 23<br>23.1% |
|                                                                                | DK/NA | 10<br>2.5%   | 0<br>.0%    | 1<br>3.1%   | 1<br>.6%    |

|                                                                                |       | Age         |              |
|--------------------------------------------------------------------------------|-------|-------------|--------------|
|                                                                                |       | 50 to 64    | 65 and older |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 123         | 65           |
|                                                                                | Yes   | 84<br>68.0% | 37<br>56.6%  |
|                                                                                | No    | 36<br>29.3% | 23<br>34.8%  |
|                                                                                | DK/NA | 3<br>2.7%   | 6<br>8.6%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 123         | 65           |
|                                                                                | Yes   | 95<br>77.2% | 41<br>63.4%  |
|                                                                                | No    | 25<br>20.2% | 19<br>29.8%  |
|                                                                                | DK/NA | 3<br>2.6%   | 4<br>6.8%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                |       | Age      |          |          |          |              |
|--------------------------------------------------------------------------------|-------|----------|----------|----------|----------|--------------|
|                                                                                |       | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 64 | 65 and older |
|                                                                                |       | (A)      | (B)      | (C)      | (D)      | (E)          |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |          |          |          |          |              |
|                                                                                | No    |          |          |          |          |              |
|                                                                                | DK/NA | .a       | .a       |          |          |              |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |          |          |          |          |              |
|                                                                                | No    |          |          |          |          |              |
|                                                                                | DK/NA | .a       |          |          |          |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Ethnicity    |              |             |             |             |
|--------------------------------------------------------------------------------|-------|--------------|--------------|-------------|-------------|-------------|
|                                                                                |       | Total        | White        | Chinese     | Indian      | Other       |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 386          | 203          | 82          | 55          | 45          |
|                                                                                | Yes   | 247<br>64.0% | 141<br>69.2% | 47<br>57.0% | 32<br>58.2% | 27<br>60.4% |
|                                                                                | No    | 127<br>32.9% | 54<br>26.7%  | 33<br>39.7% | 22<br>39.8% | 18<br>39.6% |
|                                                                                | DK/NA | 12<br>3.1%   | 8<br>4.1%    | 3<br>3.3%   | 1<br>1.9%   | 0<br>.0%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 386          | 203          | 82          | 55          | 45          |
|                                                                                | Yes   | 284<br>73.7% | 161<br>79.3% | 59<br>71.1% | 34<br>61.7% | 30<br>67.8% |
|                                                                                | No    | 92<br>24.0%  | 35<br>17.4%  | 23<br>27.6% | 21<br>38.3% | 13<br>29.4% |
|                                                                                | DK/NA | 9<br>2.4%    | 7<br>3.3%    | 1<br>1.3%   | 0<br>.0%    | 1<br>2.8%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                |       | Ethnicity |         |        |       |
|--------------------------------------------------------------------------------|-------|-----------|---------|--------|-------|
|                                                                                |       | White     | Chinese | Indian | Other |
|                                                                                |       | (A)       | (B)     | (C)    | (D)   |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |           |         |        |       |
|                                                                                | No    |           |         |        |       |
|                                                                                | DK/NA |           |         |        | .a    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   | C         |         | A      |       |
|                                                                                | No    |           |         | .a     |       |
|                                                                                | DK/NA |           |         |        |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Length of Residence |                 |               |                  |
|--------------------------------------------------------------------------------|-------|---------------------|-----------------|---------------|------------------|
|                                                                                |       | Total               | 3 years or less | 4 to 15 years | 16 years or more |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 398                 | 48              | 162           | 187              |
|                                                                                | Yes   | 252                 | 30              | 103           | 118              |
|                                                                                | No    | 133                 | 16              | 57            | 60               |
|                                                                                | DK/NA | 13                  | 2               | 2             | 9                |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 398                 | 48              | 162           | 187              |
|                                                                                | Yes   | 289                 | 35              | 118           | 137              |
|                                                                                | No    | 98                  | 11              | 44            | 43               |
|                                                                                | DK/NA | 11                  | 3               | 1             | 7                |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |       | Length of Residence |               |                  |
|--------------------------------------------------------------------------------|-------|---------------------|---------------|------------------|
|                                                                                |       | 3 years or less     | 4 to 15 years | 16 years or more |
|                                                                                |       | (A)                 | (B)           | (C)              |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                     |               |                  |
|                                                                                | No    |                     |               |                  |
|                                                                                | DK/NA |                     |               |                  |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                     |               |                  |
|                                                                                | No    |                     |               |                  |
|                                                                                | DK/NA | B                   |               |                  |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Homeownership Status |     |      |
|--------------------------------------------------------------------------------|-------|----------------------|-----|------|
|                                                                                |       | Total                | Own | Rent |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 390                  | 304 | 86   |
|                                                                                | Yes   | 248                  | 196 | 53   |
|                                                                                | No    | 130                  | 98  | 32   |
|                                                                                | DK/NA | 11                   | 10  | 2    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 390                  | 304 | 86   |
|                                                                                | Yes   | 286                  | 224 | 61   |
|                                                                                | No    | 94                   | 72  | 23   |
|                                                                                | DK/NA | 10                   | 8   | 2    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |       | Homeownership Status |      |
|--------------------------------------------------------------------------------|-------|----------------------|------|
|                                                                                |       | Own                  | Rent |
|                                                                                |       | (A)                  | (B)  |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                      |      |
|                                                                                | No    |                      |      |
|                                                                                | DK/NA |                      |      |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                      |      |
|                                                                                | No    |                      |      |
|                                                                                | DK/NA |                      |      |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Members in the Household |     |     |       |
|--------------------------------------------------------------------------------|-------|--------------------------|-----|-----|-------|
|                                                                                |       | Total                    | One | Two | Three |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 394                      | 40  | 104 | 91    |
|                                                                                | Yes   | 252                      | 26  | 62  | 63    |
|                                                                                | No    | 130                      | 11  | 38  | 26    |
|                                                                                | DK/NA | 12                       | 2   | 5   | 2     |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 394                      | 40  | 104 | 91    |
|                                                                                | Yes   | 289                      | 29  | 74  | 68    |
|                                                                                | No    | 95                       | 10  | 24  | 22    |
|                                                                                | DK/NA | 10                       | 1   | 7   | 1     |

|                                                                                |       | Members in the |              |
|--------------------------------------------------------------------------------|-------|----------------|--------------|
|                                                                                |       | Four           | Five or more |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 117            | 42           |
|                                                                                | Yes   | 79<br>67.2%    | 23<br>54.9%  |
|                                                                                | No    | 36<br>30.9%    | 18<br>43.6%  |
|                                                                                | DK/NA | 2<br>1.9%      | 1<br>1.6%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 117            | 42           |
|                                                                                | Yes   | 90<br>77.3%    | 28<br>67.7%  |
|                                                                                | No    | 27<br>22.7%    | 13<br>30.7%  |
|                                                                                | DK/NA | 0<br>.0%       | 1<br>1.6%    |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                |                       | Members in the Household |     |       |      |              |
|--------------------------------------------------------------------------------|-----------------------|--------------------------|-----|-------|------|--------------|
|                                                                                |                       | One                      | Two | Three | Four | Five or more |
|                                                                                |                       | (A)                      | (B) | (C)   | (D)  | (E)          |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes                   |                          |     |       |      |              |
|                                                                                | No                    |                          |     |       |      |              |
|                                                                                | DK/NA                 |                          |     |       |      |              |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes                   |                          |     |       |      |              |
|                                                                                | No                    |                          |     |       | a    |              |
|                                                                                | (DON'T READ)<br>DK/NA |                          |     |       | .    |              |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Children in the Household |              |              |
|--------------------------------------------------------------------------------|-------|---------------------------|--------------|--------------|
|                                                                                |       | Total                     | Yes          | No           |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400                       | 167          | 232          |
|                                                                                | Yes   | 253<br>63.4%              | 105<br>63.0% | 148<br>63.7% |
|                                                                                | No    | 133<br>33.4%              | 60<br>35.6%  | 74<br>31.8%  |
|                                                                                | DK/NA | 13<br>3.2%                | 2<br>1.3%    | 10<br>4.5%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400                       | 167          | 232          |
|                                                                                | Yes   | 291<br>72.8%              | 122<br>72.7% | 169<br>72.9% |
|                                                                                | No    | 98<br>24.5%               | 46<br>27.3%  | 52<br>22.4%  |
|                                                                                | DK/NA | 11<br>2.7%                | 0<br>.0%     | 11<br>4.7%   |

Comparisons of Column Proportions<sup>b,c</sup>

|                                                                                |       | Children in the Household |     |
|--------------------------------------------------------------------------------|-------|---------------------------|-----|
|                                                                                |       | Yes                       | No  |
|                                                                                |       | (A)                       | (B) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                           |     |
|                                                                                | No    |                           |     |
|                                                                                | DK/NA |                           |     |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                           |     |
|                                                                                | No    | a                         |     |
|                                                                                | DK/NA | .                         |     |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Seniors in the Household |             |              |
|--------------------------------------------------------------------------------|-------|--------------------------|-------------|--------------|
|                                                                                |       | Total                    | Yes         | No           |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400                      | 129         | 271          |
|                                                                                | Yes   | 253<br>63.4%             | 75<br>58.0% | 179<br>66.0% |
|                                                                                | No    | 133<br>33.4%             | 45<br>35.1% | 88<br>32.6%  |
|                                                                                | DK/NA | 13<br>3.2%               | 9<br>6.9%   | 4<br>1.4%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400                      | 129         | 271          |
|                                                                                | Yes   | 291<br>72.8%             | 87<br>67.6% | 204<br>75.3% |
|                                                                                | No    | 98<br>24.5%              | 36<br>27.9% | 62<br>22.9%  |
|                                                                                | DK/NA | 11<br>2.7%               | 6<br>4.5%   | 5<br>1.9%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |       | Seniors in the Household |        |
|--------------------------------------------------------------------------------|-------|--------------------------|--------|
|                                                                                |       | Yes (A)                  | No (B) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   | B                        |        |
|                                                                                | No    |                          |        |
|                                                                                | DK/NA |                          |        |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                          |        |
|                                                                                | No    |                          |        |
|                                                                                | DK/NA |                          |        |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Annual Household Income |                    |                       |                        |
|--------------------------------------------------------------------------------|-------|-------------------------|--------------------|-----------------------|------------------------|
|                                                                                |       | Total                   | Less than \$80,000 | \$80,000 to \$119,999 | \$120,000 to \$179,999 |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400                     | 68                 | 75                    | 76                     |
|                                                                                | Yes   | 253<br>63.4%            | 48<br>70.9%        | 45<br>59.9%           | 53<br>69.1%            |
|                                                                                | No    | 133<br>33.4%            | 17<br>24.8%        | 29<br>38.5%           | 23<br>29.5%            |
|                                                                                | DK/NA | 13<br>3.2%              | 3<br>4.3%          | 1<br>1.5%             | 1<br>1.4%              |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400                     | 68                 | 75                    | 76                     |
|                                                                                | Yes   | 291<br>72.8%            | 51<br>74.7%        | 55<br>73.0%           | 61<br>79.8%            |
|                                                                                | No    | 98<br>24.5%             | 16<br>24.1%        | 19<br>25.4%           | 14<br>18.8%            |
|                                                                                | DK/NA | 11<br>2.7%              | 1<br>1.2%          | 1<br>1.7%             | 1<br>1.4%              |

|                                                                                |       | Annual Household  |             |
|--------------------------------------------------------------------------------|-------|-------------------|-------------|
|                                                                                |       | \$180,000 or more | DK/NA       |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 73                | 107         |
|                                                                                | Yes   | 52<br>71.8%       | 55<br>51.4% |
|                                                                                | No    | 20<br>26.8%       | 46<br>42.6% |
|                                                                                | DK/NA | 1<br>1.5%         | 6<br>6.0%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 73                | 107         |
|                                                                                | Yes   | 59<br>81.2%       | 65<br>60.8% |
|                                                                                | No    | 12<br>15.9%       | 37<br>34.0% |
|                                                                                | DK/NA | 2<br>3.0%         | 6<br>5.2%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |       | Annual Household Income |                       |                        |                   |       |
|--------------------------------------------------------------------------------|-------|-------------------------|-----------------------|------------------------|-------------------|-------|
|                                                                                |       | Less than \$80,000      | \$80,000 to \$119,999 | \$120,000 to \$179,999 | \$180,000 or more | DK/NA |
|                                                                                |       | (A)                     | (B)                   | (C)                    | (D)               | (E)   |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                         |                       |                        |                   |       |
|                                                                                | No    |                         |                       |                        |                   |       |
|                                                                                | DK/NA |                         |                       |                        | E                 |       |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                         |                       |                        |                   |       |
|                                                                                | No    |                         |                       |                        |                   |       |
|                                                                                | DK/NA |                         |                       |                        |                   |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Individual Party |              |             |             |             |
|--------------------------------------------------------------------------------|-------|------------------|--------------|-------------|-------------|-------------|
|                                                                                |       | Total            | Democrat     | Republican  | Other       | DTS         |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400              | 155          | 99          | 3           | 142         |
|                                                                                | Yes   | 253<br>63.4%     | 103<br>66.4% | 63<br>63.0% | 3<br>100.0% | 85<br>59.6% |
|                                                                                | No    | 133<br>33.4%     | 47<br>30.7%  | 32<br>32.0% | 0<br>.0%    | 54<br>38.1% |
|                                                                                | DK/NA | 13<br>3.2%       | 5<br>2.9%    | 5<br>5.0%   | 0<br>.0%    | 3<br>2.3%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400              | 155          | 99          | 3           | 142         |
|                                                                                | Yes   | 291<br>72.8%     | 117<br>76.0% | 76<br>76.8% | 3<br>100.0% | 94<br>65.9% |
|                                                                                | No    | 98<br>24.5%      | 33<br>21.6%  | 19<br>19.3% | 0<br>.0%    | 45<br>31.8% |
|                                                                                | DK/NA | 11<br>2.7%       | 4<br>2.4%    | 4<br>3.9%   | 0<br>.0%    | 3<br>2.3%   |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                |       | Individual Party |                |                |         |
|--------------------------------------------------------------------------------|-------|------------------|----------------|----------------|---------|
|                                                                                |       | Democrat (A)     | Republican (B) | Other (C)      | DTS (D) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                  |                | . <sup>a</sup> |         |
|                                                                                | No    |                  |                | . <sup>a</sup> |         |
|                                                                                | DK/NA |                  |                | . <sup>a</sup> |         |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                  |                | . <sup>a</sup> |         |
|                                                                                | No    |                  |                | . <sup>a</sup> |         |
|                                                                                | DK/NA |                  |                | . <sup>a</sup> |         |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Household Party |              |               |                |
|--------------------------------------------------------------------------------|-------|-----------------|--------------|---------------|----------------|
|                                                                                |       | Total           | Democrat (1) | Democrat (2+) | Republican (1) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400             | 65           | 49            | 35             |
|                                                                                | Yes   | 253             | 38           | 35            | 26             |
|                                                                                | No    | 133             | 23           | 13            | 8              |
|                                                                                | DK/NA | 13              | 4            | 1             | 1              |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400             | 65           | 49            | 35             |
|                                                                                | Yes   | 291             | 45           | 41            | 31             |
|                                                                                | No    | 98              | 17           | 8             | 4              |
|                                                                                | DK/NA | 11              | 4            | 0             | 0              |

|                                                                                |       | Household Party |       |       |
|--------------------------------------------------------------------------------|-------|-----------------|-------|-------|
|                                                                                |       | Republican (2+) | Other | Mixed |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 32              | 114   | 103   |
|                                                                                | Yes   | 15              | 69    | 70    |
|                                                                                | No    | 15              | 44    | 30    |
|                                                                                | DK/NA | 3               | 1     | 3     |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 32              | 114   | 103   |
|                                                                                | Yes   | 22              | 78    | 75    |
|                                                                                | No    | 8               | 35    | 25    |
|                                                                                | DK/NA | 3               | 1     | 3     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                |       | Household Party |                |                |                 |
|--------------------------------------------------------------------------------|-------|-----------------|----------------|----------------|-----------------|
|                                                                                |       | Democrat (1)    | Democrat (2+)  | Republican (1) | Republican (2+) |
|                                                                                |       | (A)             | (B)            | (C)            | (D)             |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                 |                |                |                 |
|                                                                                | No    |                 |                |                |                 |
|                                                                                | DK/NA |                 |                |                |                 |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                 |                |                |                 |
|                                                                                | No    |                 | . <sup>a</sup> | . <sup>a</sup> |                 |
|                                                                                | DK/NA |                 |                |                |                 |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                |       | Household Party |       |
|--------------------------------------------------------------------------------|-------|-----------------|-------|
|                                                                                |       | Other           | Mixed |
|                                                                                |       | (E)             | (F)   |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                 |       |
|                                                                                | No    |                 |       |
|                                                                                | DK/NA |                 |       |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                 |       |
|                                                                                | No    |                 |       |
|                                                                                | DK/NA |                 |       |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Voting Propensity |              |             |              |
|--------------------------------------------------------------------------------|-------|-------------------|--------------|-------------|--------------|
|                                                                                |       | Total             | High         | Medium      | Low          |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400               | 151          | 108         | 141          |
|                                                                                | Yes   | 253<br>63.4%      | 90<br>59.7%  | 68<br>62.8% | 95<br>67.9%  |
|                                                                                | No    | 133<br>33.4%      | 55<br>36.6%  | 39<br>35.7% | 40<br>28.2%  |
|                                                                                | DK/NA | 13<br>3.2%        | 6<br>3.7%    | 2<br>1.5%   | 6<br>3.9%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400               | 151          | 108         | 141          |
|                                                                                | Yes   | 291<br>72.8%      | 103<br>68.4% | 80<br>74.0% | 108<br>76.6% |
|                                                                                | No    | 98<br>24.5%       | 43<br>28.3%  | 25<br>23.5% | 30<br>21.2%  |
|                                                                                | DK/NA | 11<br>2.7%        | 5<br>3.4%    | 3<br>2.5%   | 3<br>2.2%    |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |       | Voting Propensity |               |            |
|--------------------------------------------------------------------------------|-------|-------------------|---------------|------------|
|                                                                                |       | High<br>(A)       | Medium<br>(B) | Low<br>(C) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                   |               |            |
|                                                                                | No    |                   |               |            |
|                                                                                | DK/NA |                   |               |            |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                   |               |            |
|                                                                                | No    |                   |               |            |
|                                                                                | DK/NA |                   |               |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Absentee Propensity |              |             |             |
|--------------------------------------------------------------------------------|-------|---------------------|--------------|-------------|-------------|
|                                                                                |       | Total               | High         | Medium      | Low         |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400                 | 280          | 84          | 36          |
|                                                                                | Yes   | 253<br>63.4%        | 170<br>60.8% | 61<br>73.2% | 22<br>60.7% |
|                                                                                | No    | 133<br>33.4%        | 101<br>36.2% | 21<br>24.6% | 12<br>32.5% |
|                                                                                | DK/NA | 13<br>3.2%          | 8<br>3.0%    | 2<br>2.2%   | 2<br>6.9%   |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400                 | 280          | 84          | 36          |
|                                                                                | Yes   | 291<br>72.8%        | 199<br>71.1% | 67<br>80.2% | 25<br>68.6% |
|                                                                                | No    | 98<br>24.5%         | 74<br>26.3%  | 15<br>17.7% | 9<br>26.4%  |
|                                                                                | DK/NA | 11<br>2.7%          | 7<br>2.6%    | 2<br>2.2%   | 2<br>5.1%   |

**Comparisons of Column Proportions<sup>a,b</sup>**

|                                                                                |       | Absentee Propensity |               |            |
|--------------------------------------------------------------------------------|-------|---------------------|---------------|------------|
|                                                                                |       | High<br>(A)         | Medium<br>(B) | Low<br>(C) |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                     |               |            |
|                                                                                | No    |                     |               |            |
|                                                                                | DK/NA |                     |               |            |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                     |               |            |
|                                                                                | No    |                     |               |            |
|                                                                                | DK/NA |                     |               |            |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

|                                                                                |       | Registration Date |             |              |
|--------------------------------------------------------------------------------|-------|-------------------|-------------|--------------|
|                                                                                |       | Total             | Before 1994 | 1994 to 1998 |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 400               | 107         | 32           |
|                                                                                | Yes   | 253<br>63.4%      | 68<br>64.1% | 22<br>68.2%  |
|                                                                                | No    | 133<br>33.4%      | 32<br>29.8% | 10<br>29.8%  |
|                                                                                | DK/NA | 13<br>3.2%        | 6<br>6.1%   | 1<br>2.0%    |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 400               | 107         | 32           |
|                                                                                | Yes   | 291<br>72.8%      | 77<br>72.2% | 26<br>82.1%  |
|                                                                                | No    | 98<br>24.5%       | 24<br>23.0% | 5<br>15.9%   |
|                                                                                | DK/NA | 11<br>2.7%        | 5<br>4.8%   | 1<br>2.0%    |

|                                                                                |       | Registration Date |               |
|--------------------------------------------------------------------------------|-------|-------------------|---------------|
|                                                                                |       | 1999 to 2003      | 2004 or later |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Total | 87                | 174           |
|                                                                                | Yes   | 55<br>63.2%       | 108<br>62.3%  |
|                                                                                | No    | 32<br>36.8%       | 60<br>34.6%   |
|                                                                                | DK/NA | 0<br>.0%          | 6<br>3.2%     |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Total | 87                | 174           |
|                                                                                | Yes   | 61<br>69.9%       | 127<br>72.9%  |
|                                                                                | No    | 26<br>30.1%       | 42<br>24.2%   |
|                                                                                | DK/NA | 0<br>.0%          | 5<br>2.9%     |

**Comparisons of Column Proportions<sup>b,c</sup>**

|                                                                                |       | Registration Date |              |              |               |
|--------------------------------------------------------------------------------|-------|-------------------|--------------|--------------|---------------|
|                                                                                |       | Before 1994       | 1994 to 1998 | 1999 to 2003 | 2004 or later |
|                                                                                |       | (A)               | (B)          | (C)          | (D)           |
| 25A. An annual fee of \$10 for issuing library cards to new and existing users | Yes   |                   |              |              |               |
|                                                                                | No    |                   |              |              |               |
|                                                                                | DK/NA |                   |              | a            |               |
| 25B. An annual fee of \$5 for issuing library cards to new and existing users  | Yes   |                   |              |              |               |
|                                                                                | No    |                   |              |              |               |
|                                                                                | DK/NA |                   |              | a            |               |

Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.



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