



City of Cupertino 2008 Resident Satisfaction Survey



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City of Cupertino 2008 Community Survey November 2008



City of Cupertino 2008 Resident Satisfaction Survey

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Overview and Research Objectives

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- Assess resident perceptions of living in the City of Cupertino, including quality of life, the reason for living in the city and the major issues in the city
- Gauge resident satisfaction with city's performance and with various city services, and derive potential priorities for improvement and maintenance
- Gather resident feedback on important city issues including sense of community, commuting behavior, dog park, sustainability, economic development and housing, crime, ethnic diversity, library hours, and information sources
- Identify differences in opinions due to demographic, geographic and behavioral characteristics

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Methodology Overview

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- | | |
|--------------------|--|
| ➤ Data Collection | Telephone Interviewing |
| ➤ Universe | Registered voters weighted to the 2007 population estimates of 38,270 adult residents in the City of Cupertino |
| ➤ Fielding Dates | September 18 to 22, 2008 |
| ➤ Interview Length | 20 minutes |
| ➤ Sample Size | 400 |
| ➤ Margin of Error | $\pm 4.9\%$ |

Note: The data have been weighted by respondent age, and ethnicity to reflect the actual population characteristics of the adult residents in the City of Cupertino (Based on the 2007 Population Estimates).

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Executive Summary



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Executive Summary: Living in Cupertino

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- Overall, 93 percent of the respondents were satisfied with quality of life in the City of Cupertino (57% “Very Satisfied” and 36% “Somewhat Satisfied”)
 - Higher satisfaction among the women than the men
- Top reasons for choosing to live in Cupertino:
 - School system (45%)
 - Mentioned especially by the respondents of age 30 to 49, non-White residents, and those who have lived in the city for 4 to 15 years
 - Other responses with ten percent or fewer mentions include: friends or family here (10%), affordable housing (8%), and job (8%)
- Top issues in Cupertino:
 - Controlling growth (29%)
 - Especially to the Chinese-American residents and homeowners
 - Affordable housing (22%)
 - Cited by substantially more respondents of age 30 to 49, Asian-Indians, and city residents for 3 years or less
 - Traffic (15%)
 - Especially to the homeowners
 - Education (14%)

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Executive Summary: City Services

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- 88 percent were satisfied with the job the City of Cupertino was doing to provide resident services and programs (35% “Very Satisfied” and 53% “Somewhat Satisfied”)
 - Higher satisfaction reported by the White respondents and those who rent their place of residence
- City services and programs with the highest satisfaction ratings include:
 - Library services (96%)
 - Garbage collection (95%)
 - Quinlan Community Center facilities (97%)
 - Recycling programs (94%)
 - Park and picnic area maintenance (96%)

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Executive Summary: Priorities

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- Services to improve (relatively high derived importance and low resident ratings) include:
 - Street pavement maintenance
 - Traffic safety
 - Street tree maintenance
 - Economic development efforts
 - Awareness of neighborhood programs
 - Managing land use
- Services to maintain (relatively high derived importance and high resident ratings) include:
 - Police services
 - City recreation services
 - Park and picnic area availability
 - Youth sports fields

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Executive Summary: Neighborhood & Sense of Community

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- 61 percent feel a strong sense of community in Cupertino (15% “Very Strong” and 46% “Somewhat Strong”)
 - Stronger sense of community among the Chinese-American and Asian-Indian residents
- Highest agreement with sense of community statements:
 - It is very important for me to feel a sense of community with other residents
 - Higher agreement reported by women, those of age 40 and over, and the Asian-Indians
 - My neighbors and I want the same things from this community
 - Mainly for the Chinese-Americans, Asian-Indians and those of other ethnic backgrounds
 - If there is a problem in this community, people who live here can get it solved
- Neighborhood programs with the highest awareness:
 - Neighborhood watch (61%)
 - Earthquake preparedness (47%)
 - Neighborhood block parties (44%)
 - Awareness of at least one of these programs was higher among the women, Whites, Asian-Indians, city residents for 16 years or more and homeowners
- Neighborhood programs with highest satisfaction scores are:
 - Earthquake preparedness (79%)
 - Electronic community alert program (68%)
 - Block leader program (76%)
 - Higher satisfaction with these programs reported by the women and the respondents of age 30 and older

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Executive Summary: Commuting and Dog Park

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- 68 percent of the respondents do not walk or bike to work or school, while 13 percent were unemployed or retired
 - Only few reported that they walk to work (6%), bike to work (7%), walk to school (6%) and bike to school (4%)
- 85 percent support the proposal to establish a network of paths and roads for people who are walking, biking or roller-blading (61% “Strongly Support” and 24% “Somewhat Support”)
 - Strong support was reported by the respondents of age 40 to 49, the Asian-Indians, the city residents for 4 to 15 years, and the Democrats
- Low support levels were reported for the construction of a potential dog park at 48 percent (26% “Strongly Support” and 22% “Somewhat Support”)
 - Support for the dog park was higher among the Whites, those who have a dog in the household, the renters and the Democrats
- Instead of a new dog park, 61 percent supported having designated areas in existing City parks for off-leash dogs during certain hours and days each week (32% “Strong Support” and 29% “Somewhat Support”)
 - Higher support among the 18-to 29-year-olds, Whites, those who have a dog in the household, and the Democrats

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Executive Summary: Sustainability

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- A majority of the Cupertino residents do not have a Photovoltaic solar system in their household (87%), as opposed to 4 percent who have one
- 55 percent supported the installation of a cell phone tower within the city to ensure unobstructed cell phone coverage
 - Especially men and respondents of age 18 to 29
- Conversely, 33 percent believed that preserving the aesthetic looks of the city was more important than unobstructed cell phone coverage by not letting cell phone towers being installed
 - Mainly women and those of age 50 to 64

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Executive Summary: Economic Development & Housing

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- Two-thirds of the respondents reported being very (35%) or somewhat satisfied (30%) with the shopping environment in Cupertino, when compared to the neighboring cities in the Bay Area
 - Higher satisfaction among the 40-to 64-year-olds, Asian-Indians and those who have lived in the city for 4 years or more
- 77 percent reported their strong (52%) or somewhat support (25%) for making improvements to the Crossroads District in Cupertino that creates a downtown feel
 - Higher support among the men
- Economic development efforts for business vitality were rated as important by 91 percent of the respondents (26% “Extremely Important,” 35% “Very Important,” and 30% “Somewhat Important”)
 - Higher importance attributed by the Asian-Indians and the renters
- Very low support levels were reported for new workforce housing near job locations in Cupertino at 36 percent (18% “Strongly Support” and 18% “Somewhat Support”)
 - Support was higher among the renters, while those of age 40 to 64, Chinese-Americans, Asian-Indians and the homeowners were strongly opposed to the project

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Executive Summary: Crime & Ethnic Relations

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- 66 percent believe that crime in Cupertino has stayed about the same, while 21 percent thought that it has increased
 - Crime in the city was believed to be staying the same by more men and the 18-to 29-year-olds
 - Increased crime perceived by the women, the 40-to 49-year-olds, and the Asian-Indians
- 84 percent gave positive ratings to ethnic relations in Cupertino (20% “Excellent” and 64% “Good”)
 - Excellent ratings reported by proportionately more women and the Asian-Indians
- About half of the respondents mentioned that increase in ethnic diversity in Cupertino had no change in how they feel about people of other races (51%)
 - 38 percent reported being more sympathetic
 - Eight percent reported being more resentful
- About 6 in 10 respondents feel that the City is doing about the right amount to ensure that members of all ethnic groups feel welcome in Cupertino
 - 16 percent perceived the efforts to be “Not enough”
 - Nine percent believed that the efforts were “Too much”

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Executive Summary: Library & Information Sources

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- About 73 percent of registered voters in Cupertino were willing to pay an annual fee of \$5 for issuing library cards to new and existing users, in order to have the public library open for longer hours on all 7 days of the week
 - Higher willingness among the men and the Whites
- Top sources used for city news, information and programming were:
 - Cupertino Courier (41%)
 - Internet (21%)
 - City website (13%)
 - Flyers or posters (11%)
 - Cupertino Scene (11%)
 - Traditional media like newspapers were used by substantially more women, those of age 50 and older, city residents for 16 years or more, and the homeowners
 - Internet was used as an information source by proportionately more men and the 18-to 29-year-olds
- Two-thirds of the respondents reported visiting the Cupertino City website – www.cupertino.org
 - Especially men, 49-to 49-year-olds, and Asian-Indians
- Top cable service providers in Cupertino were Comcast (64%) and AT&T U-verse (12%)
 - 48 percent watch the Cupertino Government Channel
 - City Council Meetings had the highest viewership on this channel (75%), followed by Commission Meetings (18%)

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Key Findings

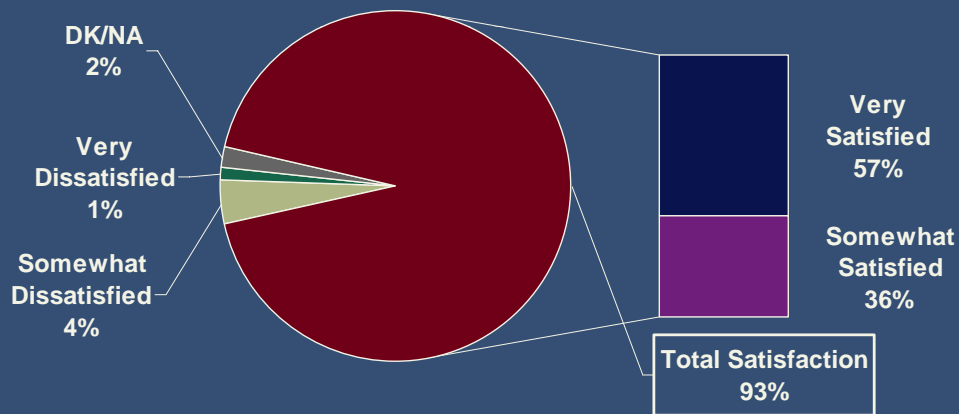


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Satisfaction with Quality of Life

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Overall, the Cupertino residents are highly satisfied with the quality of life in the city. In particular, 93 percent of the survey respondents reported being “Very Satisfied” (57%) or “Somewhat Satisfied” (36%) with the quality of life. As opposed to this, only five percent of the respondents were dissatisfied, and another two percent did not render an opinion (DK/NA).



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Satisfaction with Quality of Life Difference in Subgroups

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The following table presents differences in the quality of life ratings across important resident subgroups. A higher percentage of the women in the survey were “Very Satisfied” with the quality of life in Cupertino, whereas proportionately more men were only “Somewhat Satisfied”. Further, the proportions of “Somewhat Dissatisfied” respondents were higher among the those who have lived in the city for 3 years or less and those who rent their place of residence.

	Gender		Length of Residence			Homeownership Status	
	Male	Female	3 years or less	4 to 15 years	16 years or more	Own	Rent
Total	197	203	49	182	168	299	92
Very Satisfied	51.9%	61.6%	65.1%	51.2%	61.0%	57.8%	58.1%
Somewhat Satisfied	41.2%	30.8%	23.5%	41.9%	32.5%	36.3%	30.9%
Somewhat Dissatisfied	3.9%	4.3%	11.4%	3.1%	3.1%	2.9%	7.7%
Very Dissatisfied	1.0%	1.6%	0.0%	1.4%	1.6%	1.6%	0.5%
DK/NA	2.1%	1.7%	0.0%	2.4%	1.8%	1.4%	2.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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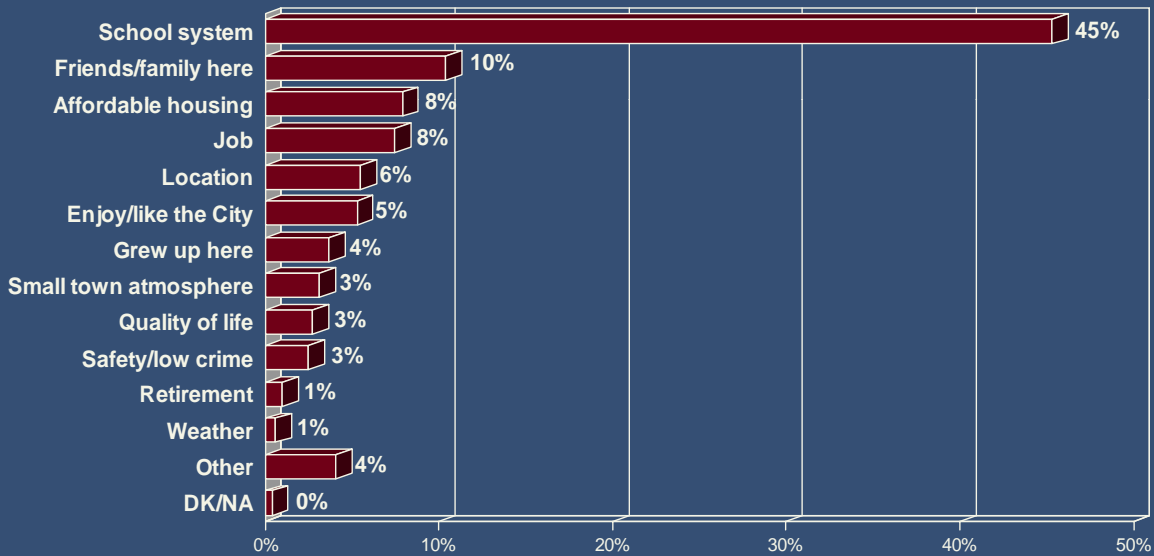


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Top Reasons for Living in Cupertino

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Next, the respondents were asked to cite one primary reason why they chose to live in Cupertino. By a wide margin, "School system" emerged as the top response mentioned by 45 percent of the respondents. Otherwise, some of the reasons cited by ten percent or fewer respondents for choosing to live in the city were: family or friends, affordable housing, job, location, etc.



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Top Reasons for Living in Cupertino Difference in Subgroups I

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Looking at subgroups, substantially more women and those of age 18 to 29 reported that family or friends in the area was the primary reason why they live in Cupertino. Not surprisingly, a higher percentage of those in the 30 to 49 age group, who are likely to have school-aged children in the household mentioned the “School system” as the main reason for living in Cupertino.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Total	197	203	67	31	125	98	65
School system	44.8%	45.8%	25.7%	53.4%	70.2%	43.7%	23.0%
Friends/family here	7.3%	13.3%	30.1%	2.7%	6.0%	6.8%	7.8%
Affordable housing	8.2%	7.7%	7.2%	2.7%	3.0%	5.2%	17.8%
Job	9.5%	5.6%	4.3%	0.0%	6.7%	12.2%	9.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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Top Reasons for Living in Cupertino Difference in Subgroups II

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Similarly, higher proportions of the non-White respondents and those who have lived in the city for 4 to 15 years mentioned the “School system” as the main reason for living in Cupertino. By contrast, a higher percentage of the White respondents lived in the city because of affordable housing and job. Additionally, affordable housing was also mentioned by a higher percentage of the respondents belonging to other ethnic backgrounds.

	Ethnicity				Length of Residence		
	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more
Total	149	124	82	36	49	182	168
School system	26.8%	56.9%	60.8%	53.6%	43.7%	59.2%	31.2%
Friends/family here	9.9%	13.9%	6.3%	8.2%	15.7%	7.5%	12.0%
Affordable housing	12.4%	3.9%	1.4%	14.5%	8.0%	4.9%	11.3%
Job	13.7%	2.2%	7.7%	0.8%	9.6%	6.4%	8.2%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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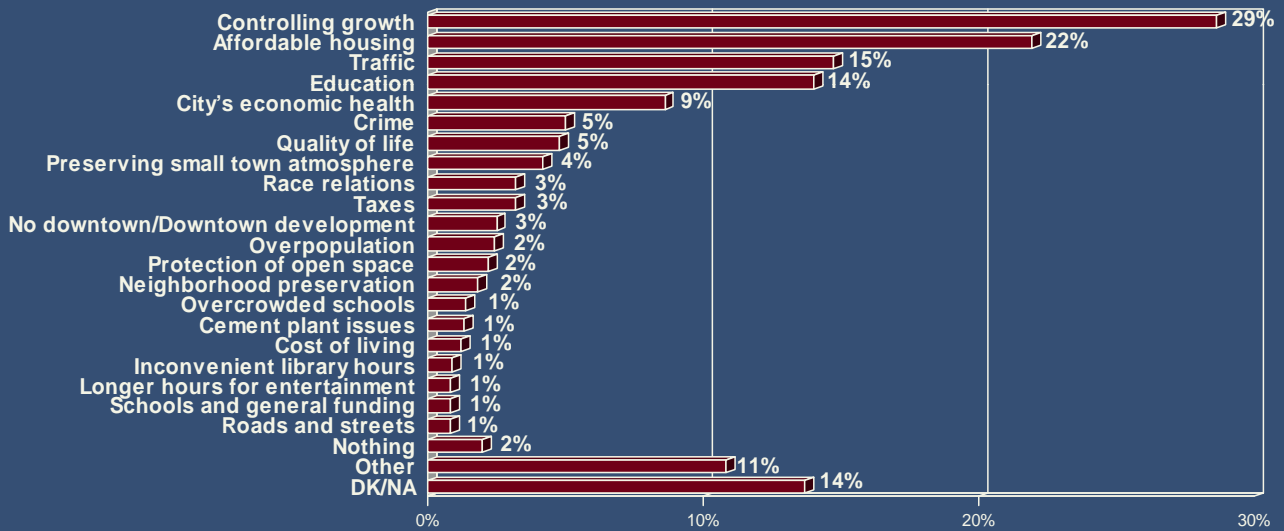


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Top Issues in Cupertino

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When asked to name the two most important issues facing Cupertino, “Controlling growth” and “Affordable housing” were the top responses, cited by 29 and 22 percent of the respondents, respectively. In the second tier of important issues were traffic and education with approximately 15 percent mentions. Otherwise fewer than ten percent of the respondents mentioned such issues as the city’s economic health, crime, quality of life and preserving small town atmosphere.



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Top Issues in Cupertino Difference in Subgroups I

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When compared to the 50-to 64-year-old respondents, a significantly higher percentage of those in the 30 to 49 age group cited “Affordable housing” as the top issue facing the City of Cupertino. This issue was also mentioned by proportionately more Asian-Indian respondents than their counterparts of White, Chinese-American, and Other ethnic descent. Meanwhile, “Controlling growth” was more of an issue to the Chinese-American than to the Asian-Indian respondents.

	Age					Ethnicity			
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other
Total	67	31	125	98	65	149	124	82	36
Controlling growth	28.0%	18.7%	28.8%	32.8%	26.8%	27.6%	32.3%	21.2%	36.2%
Affordable housing	22.2%	39.2%	29.1%	12.1%	16.3%	18.4%	19.8%	36.7%	12.6%
Traffic	8.0%	5.6%	16.3%	17.2%	18.4%	15.6%	21.3%	5.6%	9.7%
Education	17.8%	14.3%	13.1%	18.1%	7.4%	10.8%	15.1%	17.5%	15.2%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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Top Issues in Cupertino Difference in Subgroups II

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To proportionately more respondents who have lived in Cupertino for 3 years or less, “Affordable housing” was an important issue, when compared to those who have lived here for 16 years or more. Further, this issue was also mentioned by a higher percentage of the renters. By contrast, substantially more homeowners in the survey stated that “Controlling growth” and “Traffic” were the top issues facing the city.

	Length of Residence			Homeownership Status	
	3 years or less	4 to 15 years	16 years or more	Own	Rent
Total	49	182	168	299	92
Controlling growth	16.4%	28.7%	31.8%	31.3%	20.6%
Affordable housing	37.9%	22.7%	16.6%	19.5%	30.6%
Traffic	12.2%	11.6%	18.3%	17.2%	7.1%
Education	17.6%	14.7%	12.2%	12.7%	18.2%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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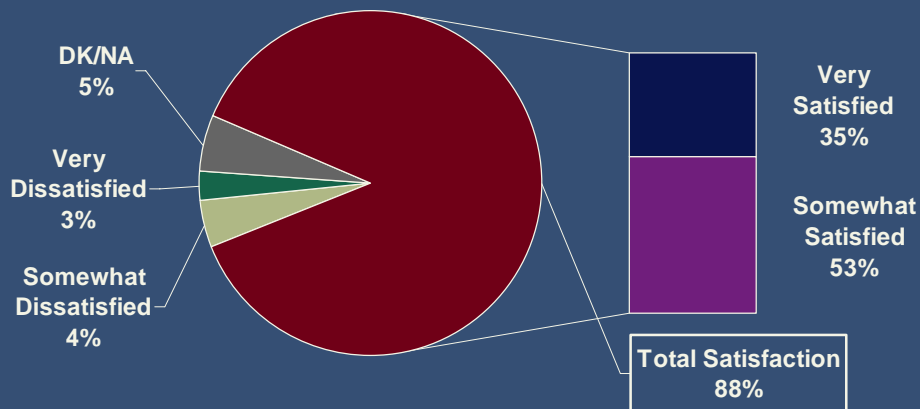


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Overall Satisfaction with City Services

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The next section in the survey focused on gathering resident feedback on the services and programs offered by the City of Cupertino. Overall, 88 percent of the respondents reported their satisfaction with the overall job the City was doing to provide services and programs to its residents. Specifically, 35 percent were "Very Satisfied" and 53 percent were "Somewhat Satisfied" in this regard. On the other hand, about seven percent of the survey respondents were dissatisfied with the City's job in providing resident services, while the remaining five percent did not give an opinion (DK/NA).



Note: A comparison of the satisfaction ratings from the 2006 and 2004 surveys are available in the Topline Report included in Appendix C.

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Overall Satisfaction with City Services Difference in Subgroups

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In terms of subgroup differences, a higher percentage of the White respondents were “Very Satisfied”, while proportionately more of their Chinese-American counterparts were only “Somewhat Satisfied” with the job the City was doing in providing resident services. Likewise, the level of satisfaction in this area was higher among the renters than the homeowners in the survey.

	Ethnicity				Homeownership Status	
	White	Chinese American	Asian Indian	Other	Own	Rent
Total	149	124	82	36	299	92
Very Satisfied	44.0%	22.7%	34.6%	37.6%	30.3%	49.3%
Somewhat Satisfied	44.5%	65.6%	49.5%	52.0%	57.6%	37.6%
Somewhat Dissatisfied	3.1%	5.5%	5.3%	5.7%	5.6%	1.0%
Very Dissatisfied	3.6%	1.4%	3.1%	3.9%	2.9%	2.8%
DK/NA	4.8%	4.9%	7.5%	0.8%	3.7%	9.4%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

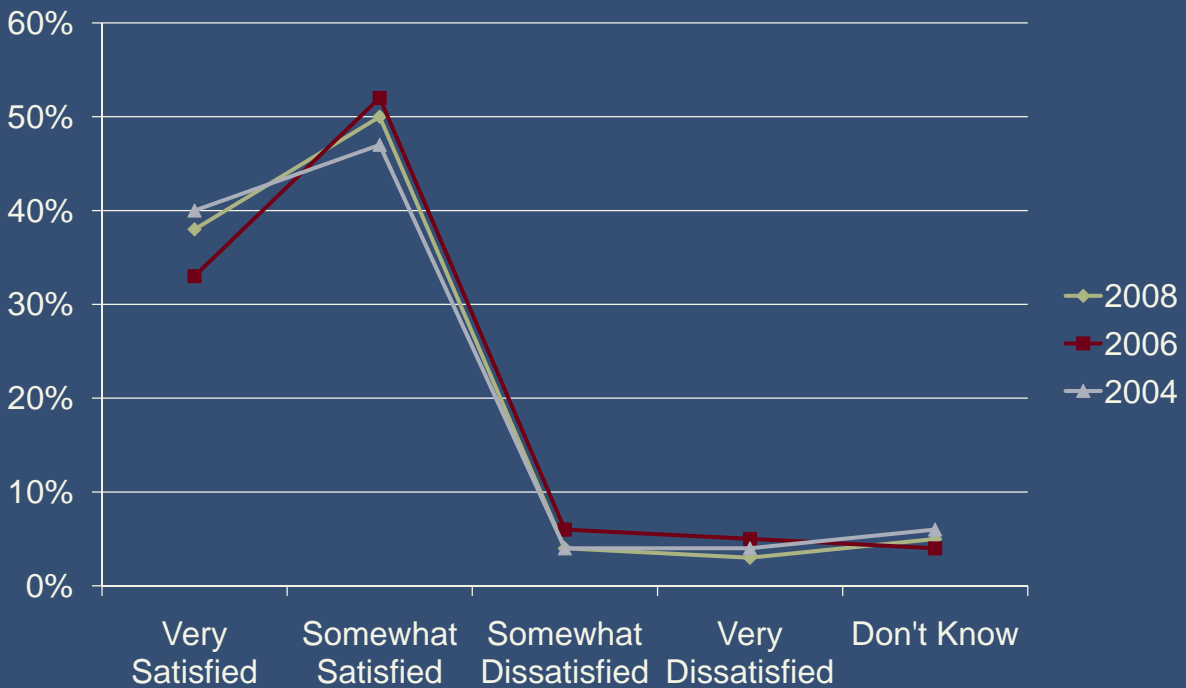
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Overall Satisfaction with City Services Trending 2004 to 2008

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Note: All of the trending data presented in this report is based on the datasets being weighted to the 2000 census to make the different years comparable. As a result, the 2008 data in the trending charts does not match the 2008 only data, which was weighted to 2007 population estimates.

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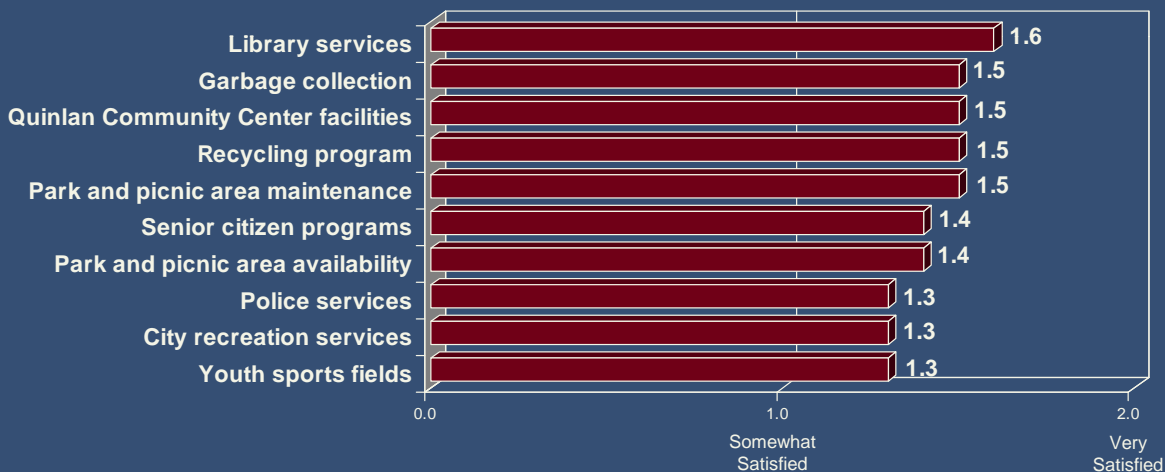


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Satisfaction with Specific City Services I

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Next, the respondents were asked to rate their level of satisfaction or dissatisfaction with 19 specific services and programs provided by the City of Cupertino. Overall, the average resident in the city was at least "Somewhat Satisfied" with 16 of the tested services (mean score of 1.0 or higher). Of these, "Library services" garnered the highest satisfaction ratings, followed closely by the following services: garbage collection, Quinlan Community Center facilities, recycling program, and park and picnic area maintenance. Expressed differently, more than 90 percent of the respondents who had an opinion about these services were very or somewhat satisfied with them.



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

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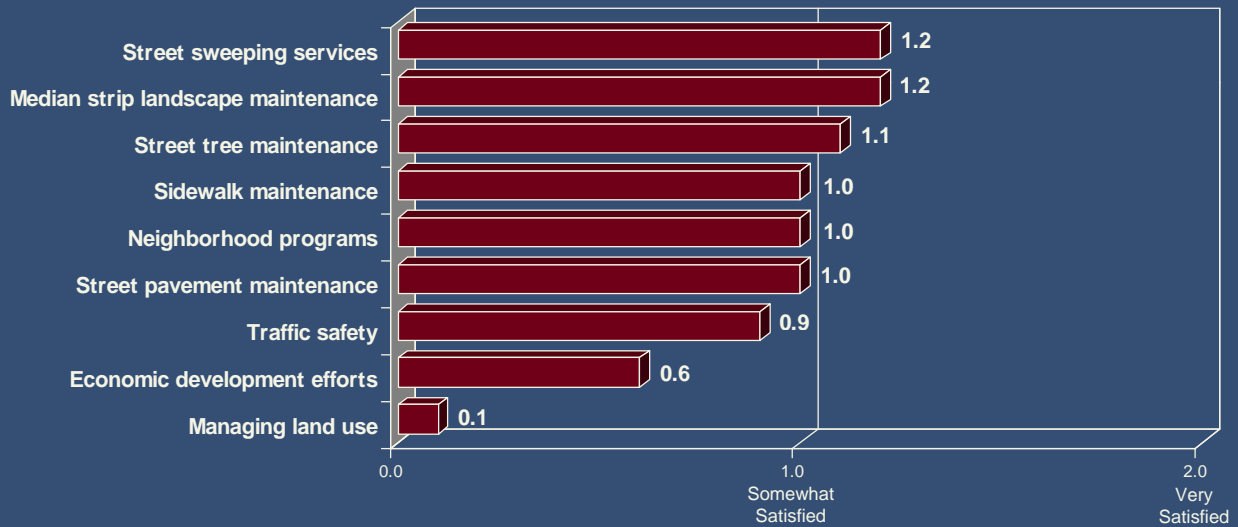


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Satisfaction with Specific City Services II

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The following chart presents the resident services that gained relatively lower satisfaction ratings. Of these, "Managing land use" was assigned a satisfaction score of 0.1 indicating that the average Cupertino resident was neither satisfied nor dissatisfied with the City's performance in this area. Note that about a quarter of the survey respondents did not render an opinion about managing land use. The other services with which the average residents were less than somewhat satisfied (mean score lower than 1.0) were "Traffic safety" and "Economic development efforts."



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

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Satisfaction with Specific City Services Difference in Subgroups I

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The following table demonstrates subgroup differences in satisfaction ratings for the top 10 resident services and programs. Overall, the women were more satisfied with the garbage collection service and youth sports fields, when compared to the men. Meanwhile, the 30-to 39-year-old respondents reported lowest satisfaction with the following services: garbage collection, Quinlan Community Center facilities, senior citizen programs and park and picnic area availability. Comparatively, most of these services garnered higher satisfaction ratings from the respondents of age 18 to 29, 40 to 49, and 65 or older.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Library services	1.6	1.6	1.6	1.7	1.6	1.6	1.6
Garbage collection	1.4	1.6	1.5	1.0	1.6	1.4	1.6
Quinlan Community Center facilities	1.5	1.5	1.6	1.0	1.5	1.5	1.6
Recycling program	1.4	1.5	1.5	1.4	1.5	1.4	1.6
Park and picnic area maintenance	1.4	1.5	1.4	1.3	1.5	1.4	1.7
Senior citizen programs	1.3	1.4	1.7	0.9	1.5	1.3	1.4
Park and picnic area availability	1.4	1.3	1.7	0.9	1.3	1.3	1.5
Police services	1.2	1.4	1.2	1.6	1.3	1.3	1.5
City recreation services	1.3	1.3	1.4	1.2	1.3	1.3	1.4
Youth sports fields	1.1	1.5	1.4	1.3	1.3	1.2	1.4

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Satisfaction with Specific City Services Difference in Subgroups II

GODBE RESEARCH
Gain Insight

In terms of ethnic differences, the Asian-Indians in the survey reported highest satisfaction scores for the library services, Quinlan Community Center facilities, park and picnic area maintenance, and youth sports fields. Similarly, the White respondents reported higher satisfaction with Quinlan Community Center facilities, when compared to their Chinese-American counterparts. Otherwise, the respondents who have lived in Cupertino for 4 years or more reported higher satisfaction with garbage collection and police services, as opposed to those who have lived here for a shorter period.

	Ethnicity				Length of Residence		
	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more
Library services	1.6	1.6	1.7	1.3	1.7	1.6	1.6
Garbage collection	1.7	1.4	1.4	1.4	1.0	1.6	1.6
Quinlan Community Center facilities	1.5	1.3	1.7	1.5	1.5	1.4	1.6
Recycling program	1.6	1.4	1.4	1.2	1.5	1.4	1.5
Park and picnic area maintenance	1.6	1.3	1.6	1.2	1.7	1.4	1.4
Senior citizen programs	1.3	1.3	1.5	1.4	1.4	1.4	1.3
Park and picnic area availability	1.5	1.2	1.4	1.3	1.5	1.3	1.4
Police services	1.4	1.2	1.3	1.4	1.0	1.3	1.5
City recreation services	1.3	1.2	1.5	1.5	1.5	1.3	1.3
Youth sports fields	1.3	1.1	1.5	1.2	1.5	1.1	1.4

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Importance - Satisfaction Matrix I

GODBE RESEARCH
Gain Insight

To derive the relative importance of various resident services and programs provided by the City of Cupertino, Godbe Research correlated the respondent reported satisfaction with individual City service or program with their overall satisfaction with the quality of life in the city. In other words, we looked at how much each City service or program corresponds to the residents' perceived quality of life. As such, the higher the correlation, the more important a particular City service is to the residents.

In the figure on the next page, the derived importance for each of the 19 City services and programs tested are plotted along the vertical axis, such that the services that have a relatively high relationship with respondent-rated quality of life are near the top, while the services with lower derived importance appear toward the bottom of the graph. Respondents' satisfaction with individual services are plotted along the horizontal axis, ranging from "Very Dissatisfied" on the left to "Very Satisfied" on the right. By plotting importance and satisfaction scores together, the 19 tested services and programs are classified into four quadrants, which are described in turn below.

Please note that the chart on the next page displays importance and satisfaction in *relative terms*. For example, an item in the low importance/low satisfaction quadrant should not be read as being unimportant or garnering no resident satisfaction in absolute terms. Instead, it has *relatively* low importance and low satisfaction ratings *in comparison to* the other services and programs.

Quadrant A: The services in this quadrant were rated relatively low in terms of resident satisfaction but had a relatively high relationship with respondent-rated quality of life; these would be ***the highest priorities for the City's improvement efforts***. Classified in this quadrant are street pavement maintenance, traffic safety, street tree maintenance, economic development efforts, neighborhood programs and managing land use.

Quadrant B: Items in this quadrant, i.e., police services, City recreation services, park and picnic area availability, and youth sports fields garnered relatively high satisfaction ratings, and are also relatively important to them. These represent ***areas where the City of Cupertino should maintain its efforts***.

Quadrant C: Items in this quadrant have relatively low importance and high satisfaction ratings, and ***do not require urgent improvement***. They include Quinlan Community Center facilities, garbage collection, recycling program, library services, street sweeping services, park and picnic area maintenance, median strip landscape maintenance, and senior citizen programs.

Quadrant D: Finally, sidewalk maintenance received a relatively low satisfaction rating and also has low correlation with the resident-perceived quality of life, when compared to the other City services and programs. Therefore, this may be considered as ***the lowest priority for improvement efforts***.

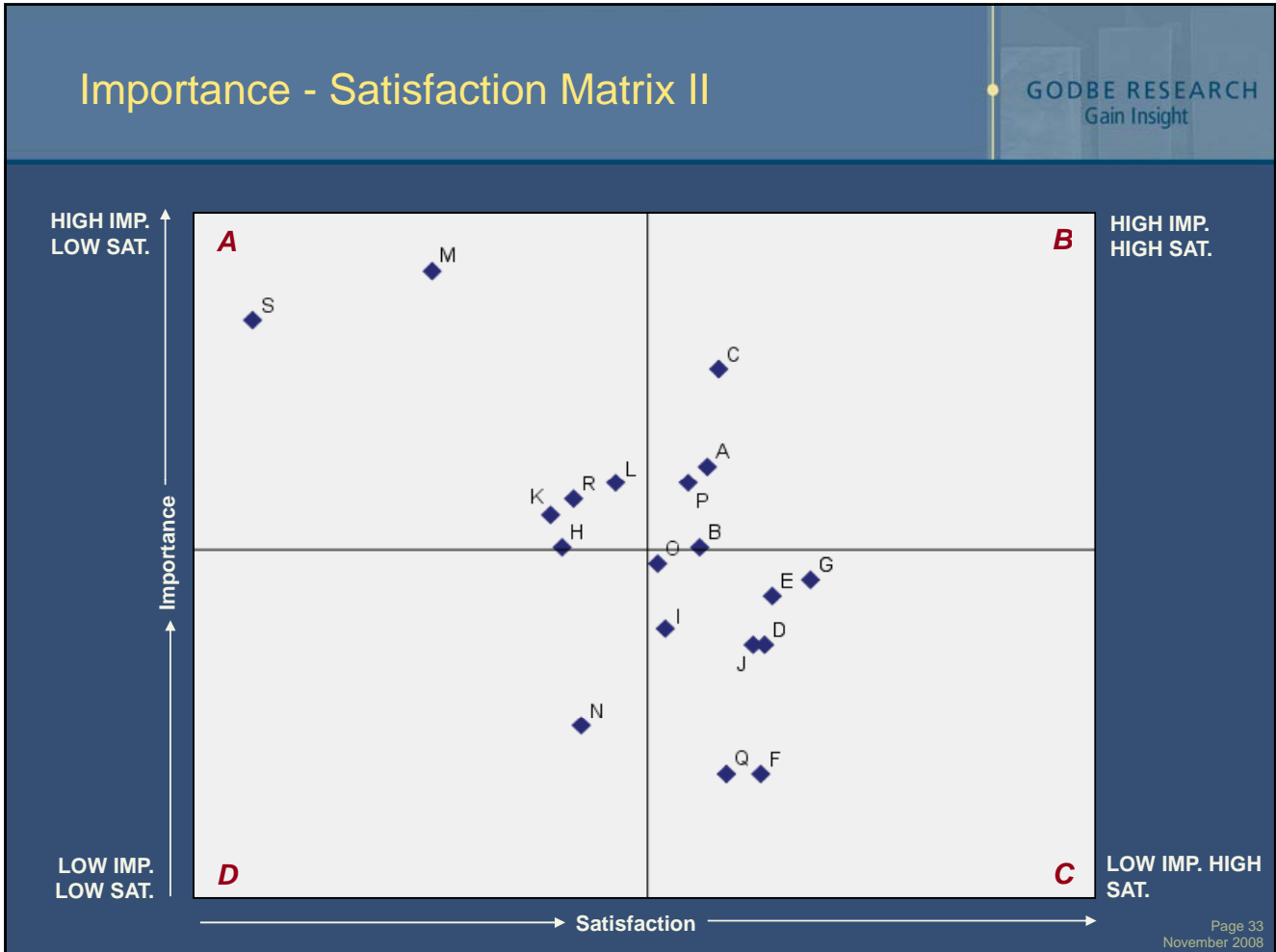
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City of Cupertino 2008 Resident Satisfaction Survey

Importance - Satisfaction Matrix II

GODBE RESEARCH
Gain Insight



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City of Cupertino 2008 Resident Satisfaction Survey

Importance - Satisfaction Matrix III

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Service items in **RED** are priorities for improvement efforts.
Service items in **BLUE** are priorities for maintenance.

Services	Importance Score	Satisfaction Score
A. Police services	0.26	1.33
B. City recreation services	0.21	1.31
C. Park and picnic area availability	0.32	1.36
D. Quinlan Community Center facilities	0.15	1.48
E. Garbage collection	0.18	1.50
F. Recycling program	0.07	1.47
G. Library services	0.19	1.60
H. Street pavement maintenance	0.21	0.95
I. Street sweeping services	0.16	1.22
J. Park and picnic area maintenance	0.15	1.45

Services	Importance Score	Satisfaction Score
K. Traffic safety	0.23	0.92
L. Street tree maintenance	0.25	1.09
M. Economic development efforts	0.38	0.61
N. Sidewalk maintenance	0.10	1.00
O. Median strip landscape maintenance	0.20	1.20
P. Youth sports fields	0.25	1.28
Q. Senior citizen programs	0.07	1.38
R. Neighborhood programs	0.24	0.98
S. Managing land use	0.35	0.14

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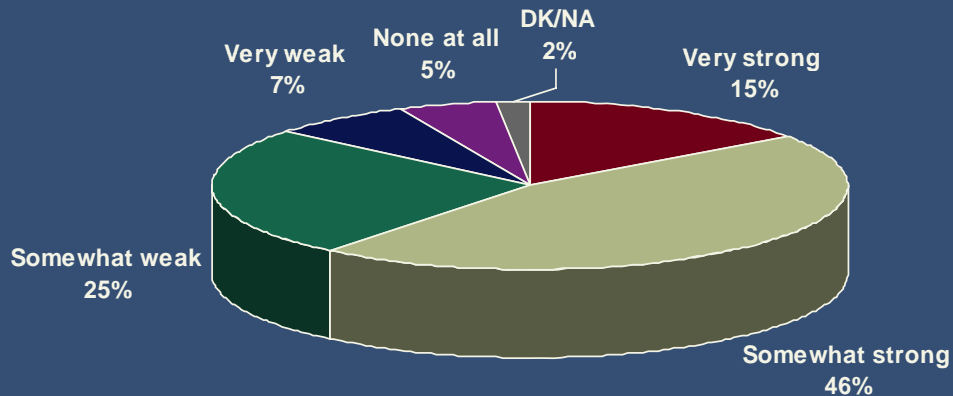


City of Cupertino 2008 Resident Satisfaction Survey

Sense of Community in Cupertino

GODBE RESEARCH
Gain Insight

The following section in the survey aimed at learning resident opinions about sense of community and neighborhood programs in Cupertino. First, the respondents were asked if they felt a strong or weak sense of community in the city. As shown in the following chart, 6 out of every 10 respondents reported feeling at least a "Somewhat Strong" sense of community living in Cupertino. As opposed to this, 32 percent felt a weak sense of community, and another five percent did not feel any sense of community in the city.



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City of Cupertino 2008 Resident Satisfaction Survey

Sense of Community in Cupertino Difference in Subgroups

GODBE RESEARCH
Gain Insight

A higher percentage of the 18-to 29-year-old respondents than their 40-to 64-year-old counterparts felt a “Somewhat weak” sense of community living in Cupertino. Further, proportionally more Chinese-American and Asian-Indian respondents reported feeling a “Somewhat strong” sense of community in the city, when compared to the White respondents.

	Age					Ethnicity			
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other
Total	67	31	125	98	65	149	124	82	36
Very strong	6.0%	15.2%	13.3%	18.0%	21.2%	12.7%	15.9%	16.4%	17.8%
Somewhat strong	34.5%	59.7%	54.4%	46.8%	35.8%	33.8%	53.8%	53.8%	54.4%
Somewhat weak	42.9%	17.3%	18.0%	20.6%	32.0%	32.1%	22.4%	21.5%	13.3%
Very weak	7.4%	7.8%	9.0%	6.9%	4.7%	12.2%	4.5%	0.0%	10.8%
None at all	8.1%	0.0%	3.3%	5.8%	5.1%	7.5%	1.4%	6.7%	3.8%
DK/NA	1.1%	0.0%	2.0%	1.9%	1.1%	1.6%	2.0%	1.6%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

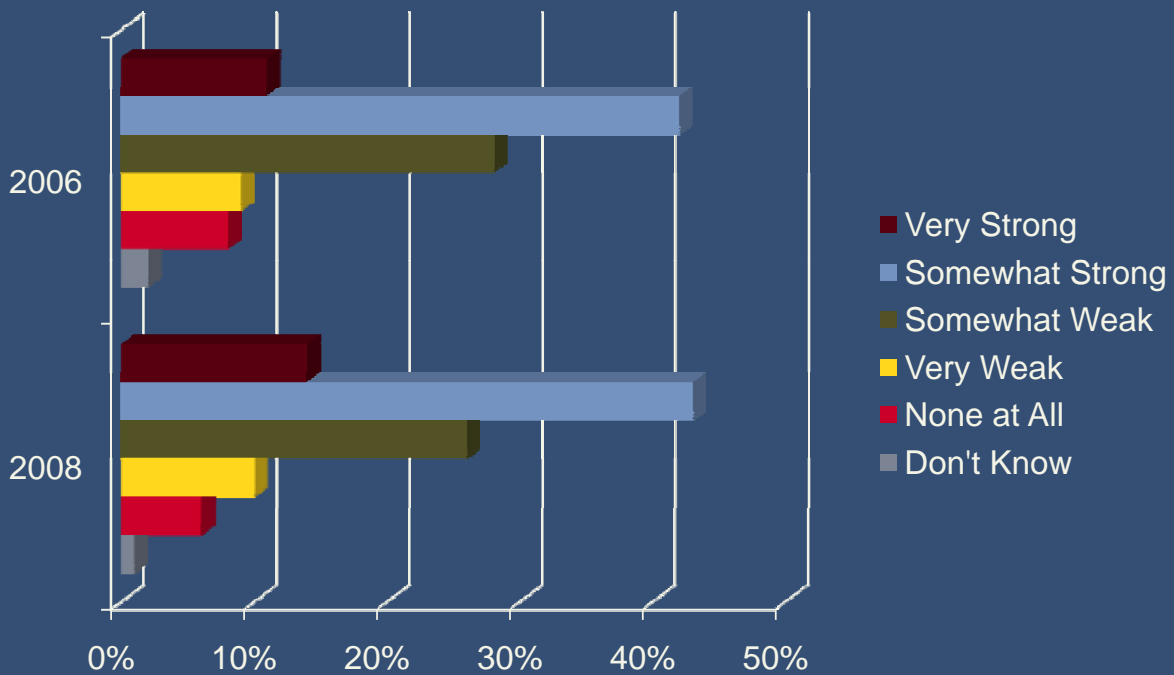
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City of Cupertino 2008 Resident Satisfaction Survey

Sense of Community in Cupertino Trending 2006 to 2008

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Gain Insight



Note: All of the trending data presented in this report is based on the datasets being weighted to the 2000 census to make the different years comparable. As a result, the 2008 data in the trending charts does not match the 2008 only data, which was weighted to 2007 population estimates.

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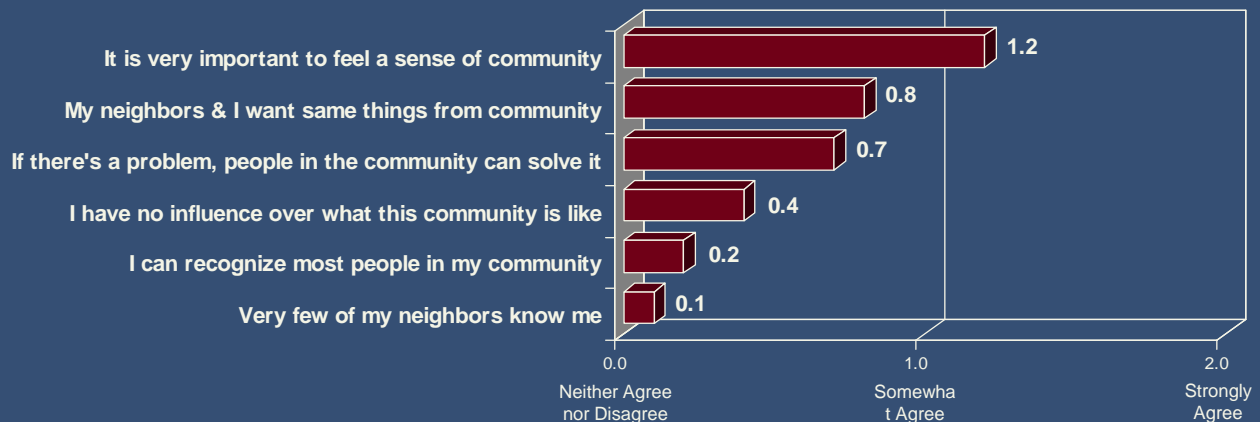


City of Cupertino 2008 Resident Satisfaction Survey

Feeling Sense of Community

GODBE RESEARCH
Gain Insight

In the next question, the respondents were presented with six statements about sense of community and were asked if they agreed or disagreed with each one. Overall, the average Cupertino resident agreed somewhat with the statement that it was important to feel a sense of community with other residents. To a lesser extent, the survey respondents reported close to somewhat agreement with the following two statements: "My neighbors and I want the same things from this community" and "If there is a problem in this community, people who live here can get it solved." Otherwise, the average resident neither agreed nor disagreed with the two statements about knowing their neighbors and recognizing people in the community, as indicated by low mean scores of 0.1 and 0.2, respectively.



Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: "Strongly Agree" = +2, "Somewhat Agree" = +1, "Neither Agree nor Disagree" = 0, "Somewhat Disagree" = -1, and "Strongly Disagree" = -2.

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City of Cupertino 2008 Resident Satisfaction Survey

Feeling Sense of Community Difference in Subgroups I

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Gain Insight

Feeling a sense of community with other residents was more important to the female respondents, as opposed to the male respondents who believed that they had no influence over what the Cupertino community is like and that very few of the neighbors know them. Further, feeling a sense of community was not very important to the 18-to 29-year-old respondents, when compared to those of age 40 and older. Moreover, the 40-to 49-year-olds reported higher agreement with the statement about recognizing most people in the community, while the 18-to 29-year-olds reported knowing very few of their neighbors.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
It is very important for me to feel a sense of community with other residents	1.0	1.3	0.7	1.2	1.4	1.2	1.2
My neighbors and I want the same things from this community	0.8	0.8	0.5	0.8	0.9	0.9	0.8
If there is a problem in this community, people who live here can get it solved	0.7	0.7	0.7	0.4	0.6	0.7	0.9
I have almost no influence over what this community is like	0.6	0.2	0.7	0.7	0.4	0.3	0.2
I can recognize most of the people who live in my community	0.1	0.3	-0.1	-0.1	0.4	0.4	-0.3
Very few of my neighbors know me	0.3	-0.2	0.6	0.1	-0.2	-0.1	0.0

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Feeling Sense of Community Difference in Subgroups II

GODBE RESEARCH
Gain Insight

Looking at ethnic groups, the White respondents in the survey reported the lowest agreement with the following statements: “It is very important for me to feel a sense of community with other residents,” “My neighbors and I want the same things from this community,” and “I can recognize most of the people who live in my community.” Meanwhile, the respondents who have lived in Cupertino for 3 years or less agreed more with the statements about having no influence over what the community is like and very few neighbors knowing them. Similarly, the renters also agreed with the statement that very few neighbors know them.

	Ethnicity				Length of Residence			Homeownership Status	
	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more	Own	Rent
It is very important for me to feel a sense of community with other residents	1.0	1.2	1.4	1.3	1.1	1.1	1.2	1.2	1.0
My neighbors and I want the same things from this community	0.5	0.9	1.0	1.2	0.8	0.8	0.8	0.8	0.8
If there is a problem in this community, people who live here can get it solved	0.6	0.6	0.7	1.0	0.4	0.6	0.8	0.6	0.8
I have almost no influence over what this community is like	0.3	0.2	0.8	0.4	1.1	0.4	0.2	0.3	0.7
I can recognize most of the people who live in my community	-0.3	0.4	0.5	0.3	-0.1	0.4	0.0	0.2	0.1
Very few of my neighbors know me	0.2	0.1	-0.2	-0.2	0.6	0.0	0.0	-0.1	0.4

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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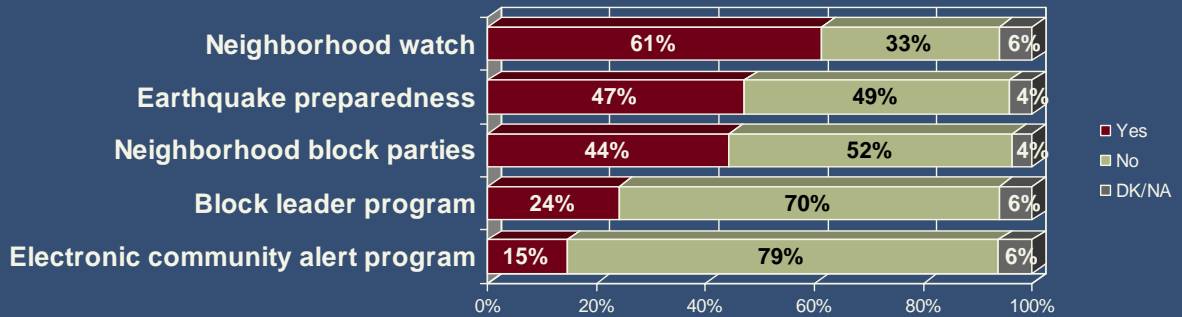


City of Cupertino 2008 Resident Satisfaction Survey

Awareness of Neighborhood Programs

GODBE RESEARCH
Gain Insight

Next, the survey respondents were asked if they were aware of five different neighborhood programs in Cupertino. Overall, the neighborhood watch program garnered the highest awareness, with 6 out of every 10 respondents reporting that they were aware of this program. In the second tier were earthquake preparedness and neighborhood block parties, of which 47 and 44 percent of the respondents were aware, respectively. Finally, the programs with lowest awareness were block leader program (24%) and electronic community alert program (15%).



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City of Cupertino 2008 Resident Satisfaction Survey

Awareness of Neighborhood Programs Difference in Subgroups I

GODBE RESEARCH
Gain Insight

When compared to the men, substantially more women in the survey were aware of earthquake preparedness and block leader program. Similarly, the awareness of electronic community alert program was higher among the 50-to 64-year-old respondents than those of age 18 to 29.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Total	197	203	67	31	125	98	65
Neighborhood watch	58.5%	63.9%	48.3%	62.3%	65.8%	64.0%	56.5%
Earthquake preparedness	39.9%	54.1%	30.5%	36.3%	49.4%	50.5%	54.1%
Neighborhood block parties	39.5%	49.1%	27.8%	40.5%	48.3%	51.3%	41.5%
Block leader program	19.1%	29.0%	13.2%	15.5%	26.0%	31.9%	23.5%
Electronic community alert program	12.7%	16.5%	5.3%	14.2%	16.5%	10.9%	21.2%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Awareness of Neighborhood Programs Difference in Subgroups II

GODBE RESEARCH
Gain Insight

As may be expected, the awareness of each of the five neighborhood programs was higher among the respondents who have lived in Cupertino for 16 years or more than those who have lived here for 3 years or less. Similarly, the awareness of neighborhood block parties and block leader program was higher among the homeowners than the renters. Meanwhile, proportionately more White and Asian-Indian respondents reported being aware of neighborhood watch and earthquake preparedness programs, when compared to their Chinese- American counterparts.

	Ethnicity				Length of Residence			Homeownership Status	
	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more	Own	Rent
Total	149	124	82	36	49	182	168	299	92
Neighborhood watch	67.4%	48.8%	68.3%	62.4%	43.9%	62.4%	64.7%	64.6%	54.4%
Earthquake preparedness	54.1%	32.8%	57.1%	44.9%	30.1%	45.8%	53.9%	50.3%	39.2%
Neighborhood block parties	49.6%	35.3%	46.6%	49.0%	28.6%	42.7%	50.8%	51.6%	23.5%
Block leader program	27.6%	19.5%	24.5%	23.8%	11.9%	21.4%	30.3%	29.1%	10.3%
Electronic community alert program	18.4%	9.6%	19.1%	10.2%	1.5%	16.4%	16.7%	14.5%	16.6%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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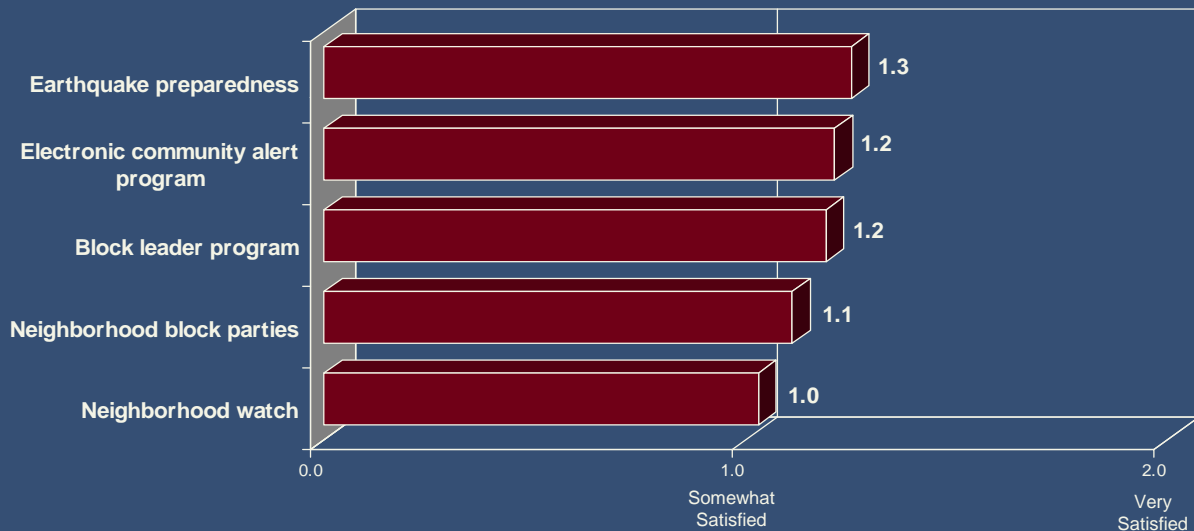


City of Cupertino 2008 Resident Satisfaction Survey

Satisfaction with Neighborhood Programs

GODBE RESEARCH
Gain Insight

Next, the respondents were asked to rate their satisfaction or dissatisfaction with the neighborhood programs, which they reported being aware of. On average, the respondents were at least somewhat satisfied with each of the tested neighborhood program. Of these, earthquake preparedness, electronic community alert and block leader programs gained the highest satisfaction scores, while neighborhood block parties and neighborhood watch gained lower relatively lower satisfaction scores.



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

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City of Cupertino 2008 Resident Satisfaction Survey

Satisfaction with Neighborhood Programs Difference in Subgroups I

GODBE RESEARCH
Gain Insight

The female respondents were more satisfied with the program for earthquake preparedness than the male respondents. Likewise, the 30-years and-older respondents were more satisfied with the electronic community alert program, when compared to their counterparts of age 18 to 29.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Earthquake preparedness	0.9	1.5	0.9	1.5	1.2	1.3	1.2
Electronic community alert program	1.0	1.4	-1.6	1.0	1.6	1.4	1.4
Block leader program	1.1	1.3	1.5	0.3	1.2	1.1	1.3
Neighborhood block parties	1.0	1.2	0.5	0.8	1.3	1.1	1.1
Neighborhood watch	0.9	1.1	0.8	1.0	0.9	1.2	1.1

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Satisfaction with Neighborhood Programs Difference in Subgroups II

GODBE RESEARCH
Gain Insight

When compared to the respondents who have lived in Cupertino for 16 years or more, those who have lived here for 3 years or less were more satisfied with neighborhood block parties. Moreover, the satisfaction with neighborhood watch was higher among the renters than the homeowners.

	Length of Residence			Homeownership Status	
	3 years or less	4 to 15 years	16 years or more	Own	Rent
Earthquake preparedness	0.8	1.3	1.3	1.2	1.3
Electronic community alert program	2.0	1.4	1.0	1.1	1.4
Block leader program	1.5	1.3	1.1	1.2	1.4
Neighborhood block parties	1.9	1.1	1.0	1.1	1.3
Neighborhood watch	1.3	1.0	1.0	0.9	1.3

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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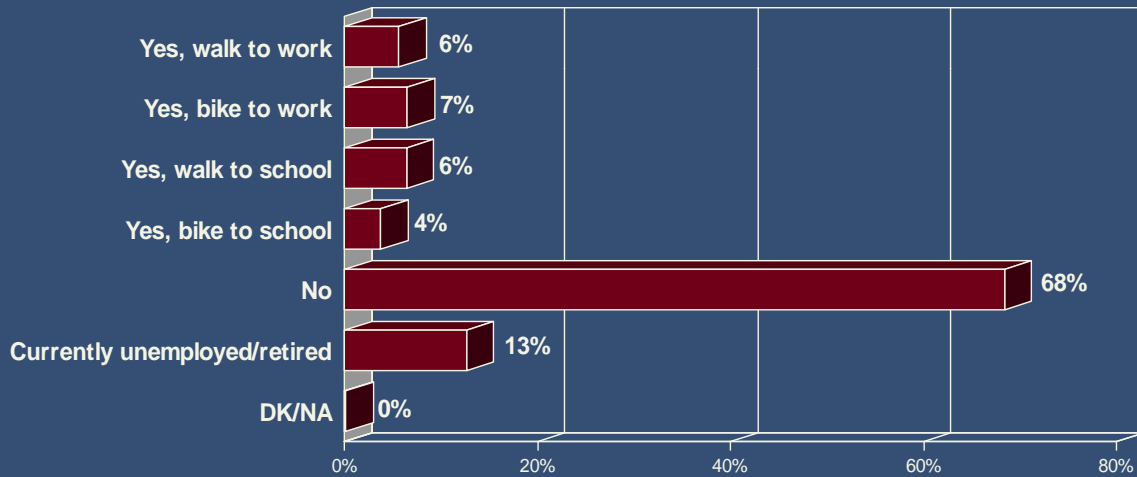


City of Cupertino 2008 Resident Satisfaction Survey

Modes for Commuting

GODBE RESEARCH
Gain Insight

In the next section of the survey, the respondents were asked if they walk or bike to work or school. As shown in the following chart, a majority of the survey respondents did not walk or bike to work or school (68%), while 13 percent were unemployed or retired. Otherwise, only four to seven percent reported that they walk to work (6%), bike to work (7%), walk to school (6%), or bike to school (4%).



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City of Cupertino 2008 Resident Satisfaction Survey

Modes for Commuting Difference in Subgroups

GODBE RESEARCH
Gain Insight

The proportions of respondents who did not walk or bike to work or school were higher among those of age 40 to 64, the Chinese-Americans, and those who have lived in the city for 4 to 15 years. Conversely, higher percentages of the 65-years and-older respondents, Whites and those who have lived in the city for 3 years or less and 16 years or more were not employed or retired. Further, substantially more respondents who have lived in Cupertino for 3 years or less reported that they bike to work and those who have lived here for 4 to 15 years mentioned that they walk to school.

	Age					Ethnicity				Length of Residence		
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more
Total	67	31	125	98	65	149	124	82	36	49	182	168
Yes, walk to work	8.6%	2.4%	7.4%	4.1%	3.5%	4.6%	5.8%	7.3%	1.2%	8.6%	4.0%	6.6%
Yes, bike to work	6.3%	12.0%	9.7%	5.2%	1.3%	8.9%	2.8%	8.5%	4.4%	15.4%	4.2%	6.5%
Yes, walk to school	7.3%	9.5%	10.6%	4.8%	0.0%	2.5%	9.3%	8.2%	5.3%	6.1%	9.4%	3.0%
Yes, bike to school	6.1%	5.6%	5.6%	0.7%	1.3%	3.8%	4.5%	3.6%	0.0%	5.0%	4.8%	2.3%
No	70.3%	67.5%	74.8%	74.8%	49.3%	57.2%	77.0%	73.1%	80.8%	55.8%	78.8%	60.9%
Currently unemployed/ retired	4.2%	3.0%	0.0%	10.9%	46.0%	25.8%	4.8%	1.7%	12.0%	11.3%	2.5%	24.0%
DK/NA	0.0%	0.0%	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Frequency of Walking/Biking for Commuting

GODBE RESEARCH
Gain Insight

The following table presents the frequency at which the survey respondents reported walking or biking to work or school every month. At least 40 percent reported that they walk to work, bike to work or bike to school “5 times or less” every month, as opposed to approximately a quarter of them who reported walking to work or biking to school “21 to 30 times” a month. Otherwise, almost half of them walked to school “11 to 20 times” a month. Note that due to the small sample sizes, this feedback should be treated as anecdotal.

	Sample Size	5 times or less	6 to 10 times	11 to 20 times	21 to 30 times
Walk to work	22	45.6%	10.1%	18.7%	25.6%
Bike to work	26	49.9%	30.9%	17.3%	1.9%
Walk to school	25	17.2%	18.2%	48.8%	15.8%
Bike to school	14	50.6%	11.1%	15.3%	23.0%

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

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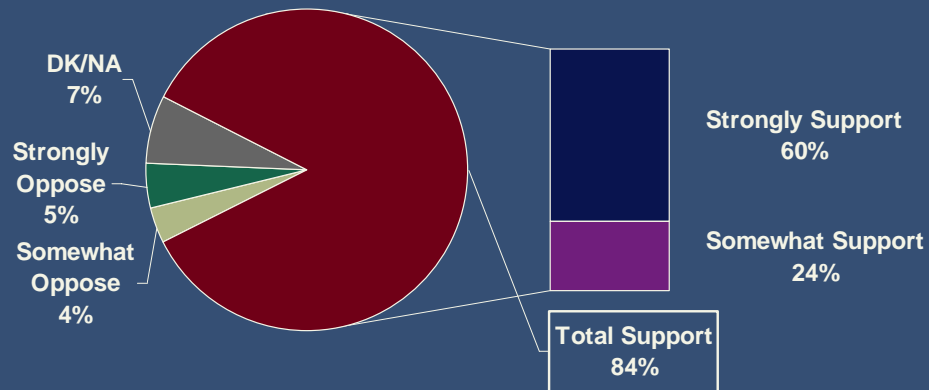


City of Cupertino 2008 Resident Satisfaction Survey

Support for Network of Paths and Roads

GODBE RESEARCH
Gain Insight

When asked about a proposal to establish a network of paths and roads for people who are walking, biking or roller-blading, 84 percent of the survey respondents reported their support for this improvement in the City of Cupertino. In particular, 60 percent reported their strong support and 24 percent reported their somewhat support to establish a network of paths and roads in the city. On the other hand, nine percent were strongly (5%) or somewhat opposed (4%) to this proposal, and seven percent did not have an opinion (DK/NA). Note that the data presented here has been weighted to represent the population of registered voters in Cupertino.



Note: The data presented for this question has been weighted to the actual population characteristics of the registered voters in the City of Cupertino.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for Network of Paths and Roads Difference in Subgroups I

GODBE RESEARCH
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Strong support for the proposal to establish a network of paths and roads for walking, biking or roller-blading in Cupertino was more likely to come from the 40-to 49-year-old respondents than their counterparts of age 50 and over. Similarly, the Asian-Indian respondents were also more likely to report their strong support for this proposal, when compared to the Chinese-Americans.

	Age					Ethnicity			
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other
Total	53	40	100	123	65	203	82	55	45
Strongly Support	64.0%	55.8%	78.0%	59.7%	47.6%	62.7%	49.3%	72.4%	62.7%
Somewhat Support	26.4%	27.1%	13.0%	25.1%	30.1%	23.6%	31.9%	14.8%	23.9%
Somewhat Oppose	5.6%	3.1%	2.9%	2.6%	1.5%	3.1%	5.2%	1.3%	4.8%
Strongly Oppose	2.0%	5.5%	3.3%	5.4%	6.5%	3.9%	3.8%	8.0%	2.4%
DK/NA	2.0%	8.5%	2.8%	7.1%	14.3%	6.7%	9.8%	3.5%	6.2%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

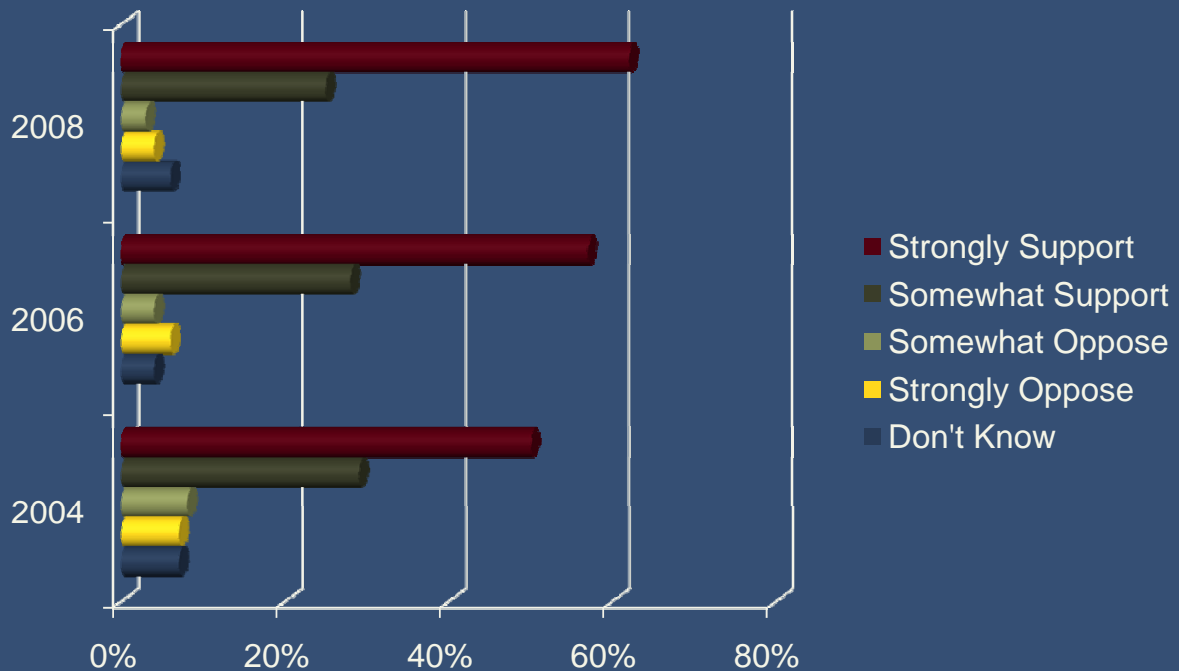
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City of Cupertino 2008 Resident Satisfaction Survey

Support for Network of Paths and Roads Trending 2004 to 2008

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Note: All of the trending data presented in this report is based on the datasets being weighted to the 2000 census to make the different years comparable. As a result, the 2008 data in the trending charts does not match the 2008 only data, which was weighted to 2007 population estimates.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for Network of Paths and Roads Difference in Subgroups II

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Further, a higher percentage of the voters who have lived in Cupertino for 4 to 15 years reported their strong support for a network of paths and roads for walking, biking or roller-blading. Likewise, substantially more of the Democrats and the voters with undeclared party affiliations reported their strong support for the proposal, when compared to the Republicans.

	Length of Residence			Individual Party			
	3 years or less	4 to 15 years	16 years or more	Democrat	Republican	Other	DTS
Total	48	162	187	155	99	3	142
Strongly Support	70.3%	68.7%	52.4%	67.5%	45.0%	69.0%	65.5%
Somewhat Support	21.6%	20.3%	27.3%	19.3%	31.8%	31.0%	22.9%
Somewhat Oppose	0.0%	3.0%	5.2%	3.1%	7.5%	0.0%	1.6%
Strongly Oppose	2.2%	3.7%	5.9%	4.2%	6.5%	0.0%	3.7%
DK/NA	5.9%	4.3%	9.2%	5.9%	9.2%	0.0%	6.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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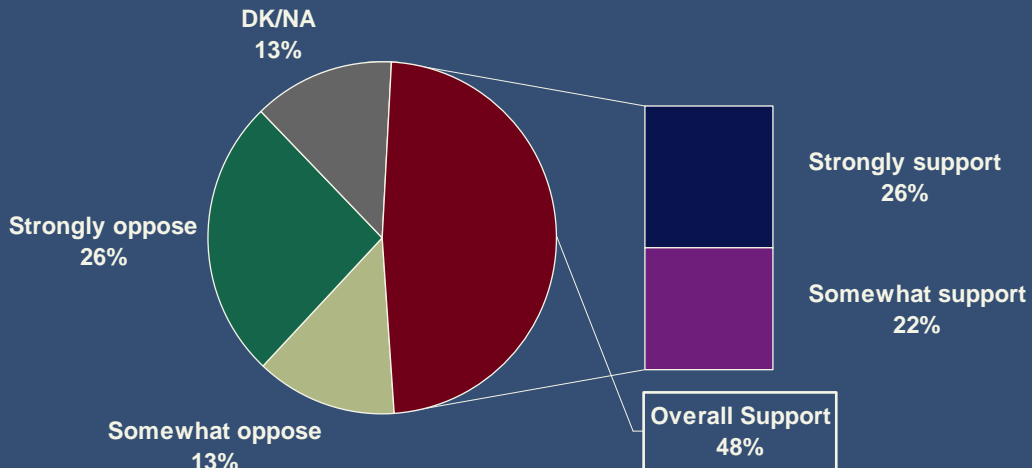


City of Cupertino 2008 Resident Satisfaction Survey

Support for New Dog Park

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Gain Insight

The next section in the survey was designed to gather resident feedback on a potential dog park in the City of Cupertino. Here, the respondents were asked if they would support or oppose the construction of a new dog park, which would cost the City about \$250,000 dollars. As shown in the following chart, support for this proposal was quite low at 48 percent, with 26 percent saying that they would “Strongly Support” and 22 percent saying that they would “Somewhat Support” the project. By contrast, four out of every ten respondents in the survey opposed this project, and 13 percent did not render an opinion (DK/NA). Note that the data for this question was weighted to be representative of the registered voter population in Cupertino.



Note: The data presented for this question has been weighted to the actual population characteristics of the registered voters in the City of Cupertino.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for New Dog Park Difference in Subgroups I

GODBE RESEARCH
Gain Insight

As may be expected, the respondents who have a dog at home reported their strong support for the potential dog park, while those who do not have a dog were strongly opposed to it. Meanwhile, proportionately more women in the survey reported their strong opposition to this project. Similarly, the White respondents were more likely to support the project, as opposed to their Chinese-American and Asian-Indian counterparts, who strongly opposed it.

	Gender		Ethnicity				Dogs in the Household	
	Male	Female	White	Chinese American	Asian Indian	Other	Yes	No
Total	198	202	203	82	55	45	98	297
Strongly Support	27.5%	23.4%	32.8%	16.1%	17.8%	21.5%	50.2%	17.7%
Somewhat Support	26.3%	18.3%	29.1%	13.9%	10.1%	26.2%	22.5%	22.5%
Somewhat Oppose	15.1%	11.7%	9.4%	19.1%	15.2%	17.1%	8.4%	15.2%
Strongly Oppose	20.5%	30.4%	17.8%	32.2%	39.4%	23.3%	9.3%	30.0%
DK/NA	10.6%	16.2%	10.9%	18.6%	17.5%	12.0%	9.6%	14.6%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for New Dog Park Difference in Subgroups II

GODBE RESEARCH
Gain Insight

Additionally, the respondents who rented their place of residence strongly supported the new dog park. Similarly, proportionately more Democrats supported this project strongly, when compared to those with undeclared party affiliations.

	Homeownership Status		Individual Party			
	Own	Rent	Democrat	Republican	Other	DTS
Total	304	86	155	99	3	142
Strongly Support	23.2%	35.3%	32.6%	25.7%	37.3%	17.3%
Somewhat Support	24.0%	15.2%	22.0%	27.5%	31.7%	18.7%
Somewhat Oppose	14.0%	11.8%	13.7%	11.3%	0.0%	14.8%
Strongly Oppose	26.9%	20.4%	22.6%	23.5%	31.0%	29.9%
DK/NA	11.9%	17.3%	9.2%	12.1%	0.0%	19.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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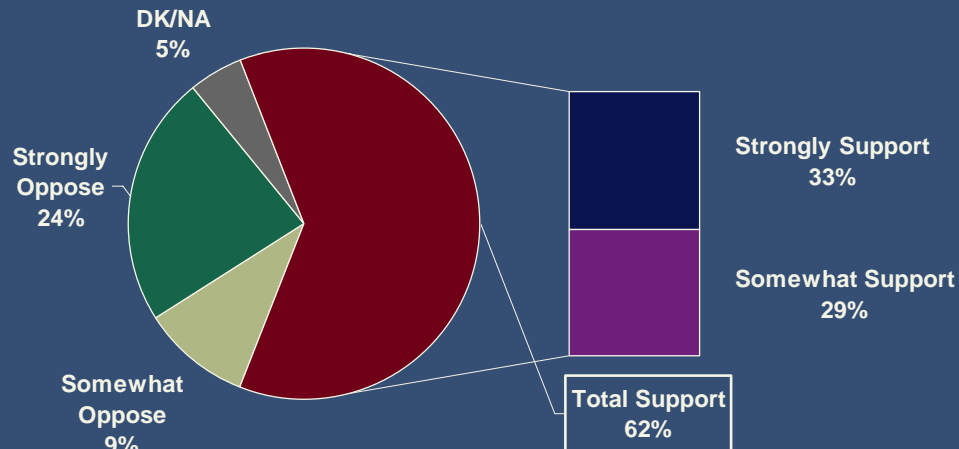


City of Cupertino 2008 Resident Satisfaction Survey

Support for Off-Leash Dog Hours In City Park

GODBE RESEARCH
Gain Insight

Next, the respondents were told that in place of a new dog park, the City would have designated areas in existing City parks for off-leash dogs during certain hours and days each week. In response to this, 62 percent reported their support with 33 percent strong and 29 percent somewhat support. When compared to this, 33 percent of the respondents were still opposed to having such areas for off-leash dogs in existing City parks, and five percent did not give an opinion (DK/NA).



Note: The data presented for this question has been weighted to the actual population characteristics of the registered voters in the City of Cupertino.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for Off-Leash Dog Hours In City Park Difference in Subgroups I

GODBE RESEARCH
Gain Insight

Consistent with the previous findings, the respondents who have a dog at home strongly supported, while those not having a dog at home strongly opposed the proposal for having off-leash dog hours in existing City parks. Further, the 18-to 29-year-old respondents strongly supported the off-leash dog hours in existing City parks, when compared to their counterparts of age 65 and older.

	Age					Dogs in the Household	
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	Yes	No
Total	53	40	100	123	65	98	297
Strongly Support	48.0%	31.7%	31.3%	35.3%	18.6%	56.2%	24.6%
Somewhat Support	29.3%	28.9%	31.7%	26.6%	30.4%	23.1%	31.0%
Somewhat Oppose	8.9%	12.3%	10.2%	8.6%	8.8%	8.1%	10.5%
Strongly Oppose	11.8%	21.7%	22.4%	25.5%	30.7%	11.8%	27.2%
DK/NA	2.0%	5.5%	4.3%	4.0%	11.6%	0.9%	6.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for Off-Leash Dog Hours In City Park Difference in Subgroups II

GODBE RESEARCH
Gain Insight

Looking at ethnicity, proportionately more White than the Chinese-American and Asian-Indian respondents strongly supported having off-leash dog hours in existing City parks. Furthermore, proportionately more Asian-Indians than those of other ethnic backgrounds reported their “Somewhat Support” for the proposal. Likewise, the Democrats were also more likely to report their strong support for this proposal, while those with undeclared party affiliations were more likely to support the project somewhat.

	Ethnicity				Individual Party			
	White	Chinese American	Asian Indian	Other	Democrat	Republican	Other	DTS
Total	203	82	55	45	155	99	3	142
Strongly Support	40.6%	21.2%	15.3%	34.3%	40.9%	28.8%	62.7%	24.9%
Somewhat Support	27.6%	32.8%	43.4%	17.9%	20.1%	32.6%	37.3%	36.7%
Somewhat Oppose	8.3%	16.0%	3.5%	14.3%	13.9%	7.9%	0.0%	6.9%
Strongly Oppose	18.9%	27.2%	26.8%	30.0%	19.8%	26.8%	0.0%	25.3%
DK/NA	4.6%	2.7%	11.0%	3.5%	5.4%	3.9%	0.0%	6.2%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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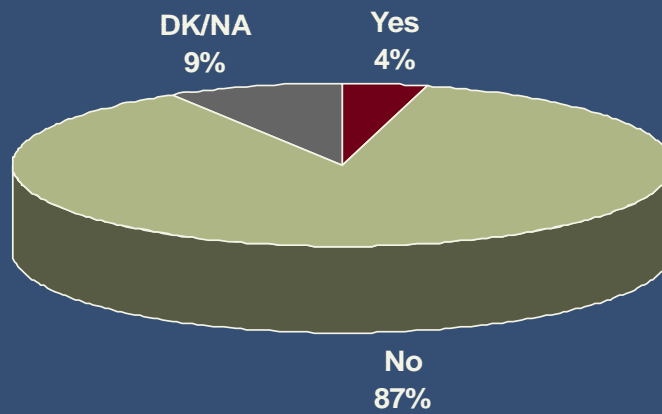


City of Cupertino 2008 Resident Satisfaction Survey

PV Solar System Ownership

GODBE RESEARCH
Gain Insight

The survey results show that an overwhelming majority of the Cupertino residents do not have a photovoltaic or PV solar system in their household. Specifically, 87 percent of the survey respondents did not have a PV solar system in their household, when compared to only four percent who reported having one. The remaining nine percent did not know or did not provide an answer to the question (DK/NA).



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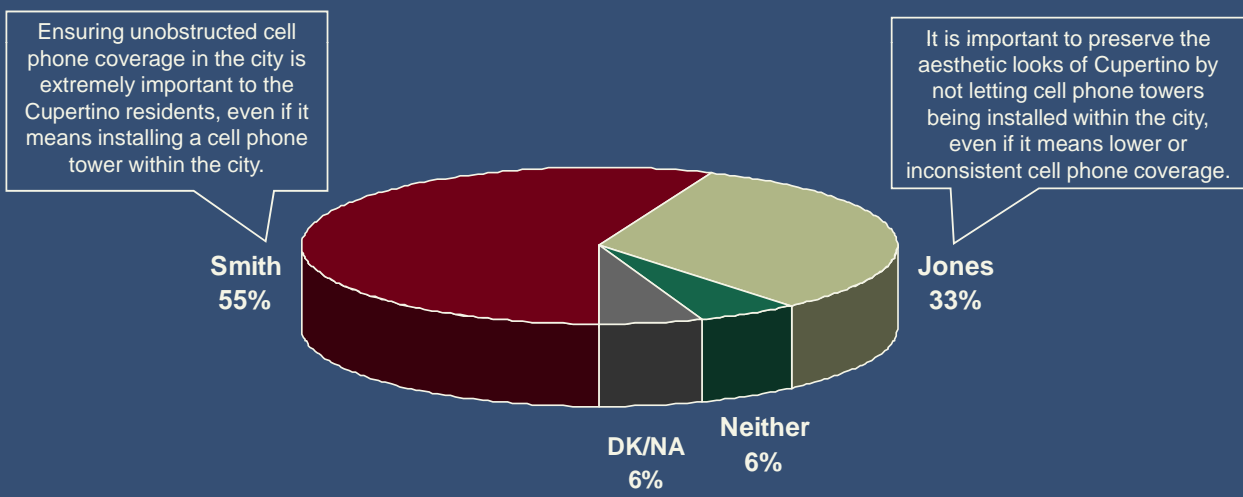


City of Cupertino 2008 Resident Satisfaction Survey

Cell Phone Tower in the City

GODBE RESEARCH
Gain Insight

In the following question, the respondents were read the opinions of two Cupertino residents – Smith and Jones. Smith thought that unobstructed cell phone coverage was important even if it meant installing a cell phone tower in the city, while Jones thought that it was important to preserve the aesthetic looks of the city by not letting cell phone towers be installed within the city. Then, the respondents were asked to indicate whose opinion was closer to their own. In response to this, more than half of the respondents thought that their opinion was closer to that of Smith (55%), while one-third of them mentioned that it was closer to that of Jones (33%). The remaining twelve percent reported that their view resonated with neither or did not give an answer.



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City of Cupertino 2008 Resident Satisfaction Survey

Cell Phone Tower in the City Difference in Subgroups

GODBE RESEARCH
Gain Insight

A higher percentage of the men reported that their opinion was closer to that of Smith, while proportionately more women agreed with Jones' view about preserving the aesthetic looks of the city. Likewise, a higher percentage of the 18-to 29-year-old respondents than their older counterparts reported that they agreed with Smith's opinion about the importance of unobstructed cell phone coverage, while proportionately more 50-to 64-year-olds agreed with the opinion of Jones.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Total	197	203	67	31	125	98	65
Smith	64.7%	48.0%	81.8%	46.6%	54.5%	46.0%	53.2%
Jones	24.5%	40.6%	17.6%	32.5%	36.3%	40.7%	29.0%
Neither	6.6%	4.6%	0.6%	6.2%	6.3%	6.1%	7.5%
DK/NA	4.2%	6.9%	0.0%	14.6%	2.9%	7.1%	10.2%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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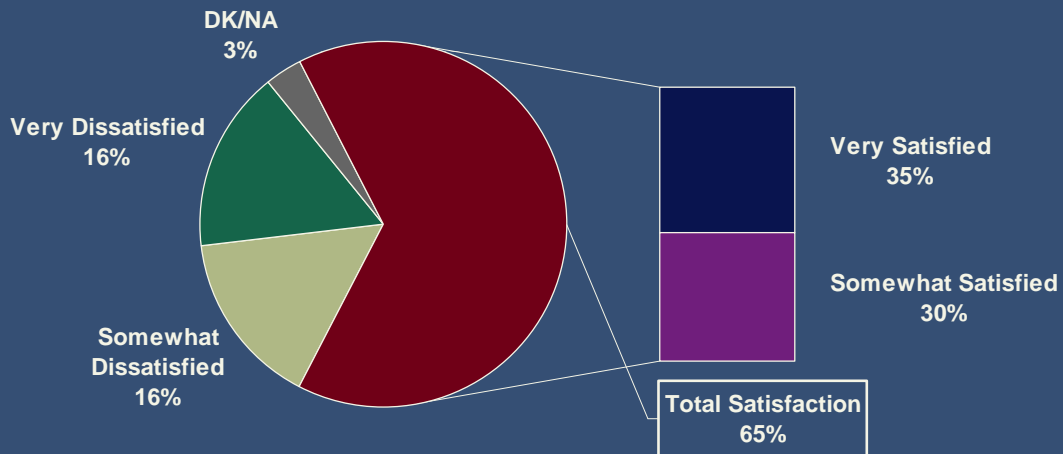


City of Cupertino 2008 Resident Satisfaction Survey

Satisfaction with Shopping Environment

GODBE RESEARCH
Gain Insight

With respect to the shopping environment in Cupertino compared to neighboring cities in the Bay Area, about two-thirds of the survey respondents reported being satisfied, with 35 percent saying "Very Satisfied" and 30 percent saying "Somewhat Satisfied." Conversely, about one-third of them reported their dissatisfaction with the shopping environment in the city and the remaining three percent did not render an opinion (DK/NA).



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City of Cupertino 2008 Resident Satisfaction Survey

Satisfaction with Shopping Environment Difference in Subgroups

GODBE RESEARCH
Gain Insight

Overall, the older residents especially between the ages 40 and 64 and those who have lived in Cupertino for 4 years or more were satisfied with the shopping environment in the city, while their younger counterparts and those who have lived in the city for 3 years or less were dissatisfied with it. In terms of ethnic differences, a higher percentage of the Asian-Indians than their White counterparts were “Very Satisfied” with the shopping environment. Otherwise, substantially more respondents of other ethnic backgrounds were “Very Dissatisfied” with it, when compared to the Chinese-Americans in the survey.

	Age					Ethnicity				Length of Residence		
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more
Total	67	31	125	98	65	149	124	82	36	49	182	168
Very satisfied	17.4%	30.3%	43.0%	38.3%	36.4%	27.6%	36.5%	48.7%	27.9%	26.3%	36.1%	35.5%
Somewhat satisfied	22.7%	14.8%	36.0%	31.9%	32.1%	31.0%	32.5%	29.5%	24.3%	12.6%	34.5%	30.9%
Somewhat dissatisfied	30.6%	9.5%	11.1%	14.7%	12.7%	18.2%	17.6%	7.2%	15.0%	18.6%	14.7%	16.1%
Very dissatisfied	27.7%	39.9%	7.3%	12.5%	12.7%	18.2%	9.3%	14.5%	32.8%	33.6%	12.0%	15.2%
DK/NA	1.6%	5.6%	2.6%	2.6%	6.1%	4.9%	4.1%	0.0%	0.0%	8.9%	2.7%	2.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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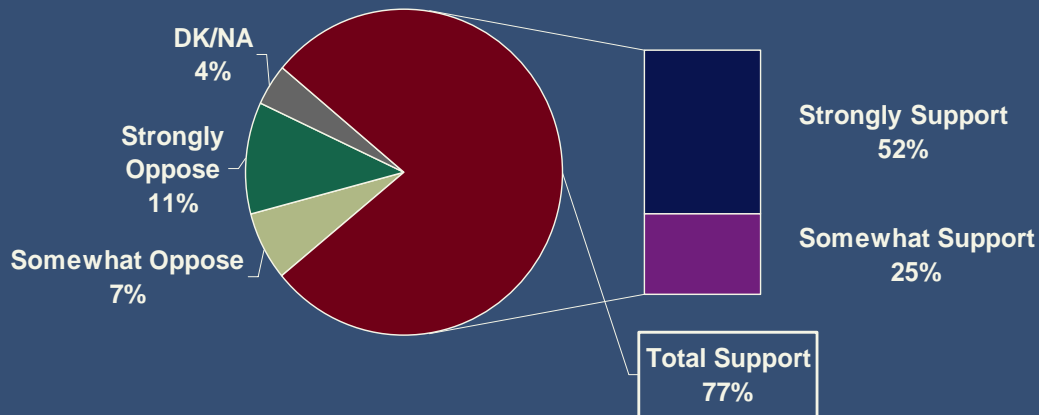


City of Cupertino 2008 Resident Satisfaction Survey

Support for Downtown Area

GODBE RESEARCH
Gain Insight

Next, the respondents were asked if they supported making improvements to the Crossroads District in Cupertino with amenities that create a downtown feel. Looking at the data representing the registered voter population, 77 percent reported their support for this project, with 52 percent saying “Strongly Support” and 25 percent saying “Somewhat Support.” When compared to this, 18 percent were opposed to the development of a downtown area in the city (11% “Strongly Oppose” and 7% “Somewhat Oppose”), while the remaining four percent did not know or did not provide an answer to the question (DK/NA).



Note: The data presented for this question has been weighted to the actual population characteristics of the registered voters in the City of Cupertino.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for Downtown Area Difference in Subgroups

GODBE RESEARCH
Gain Insight

With respect to subgroup differences, a higher percentage of the male than the female respondents strongly supported the development of the downtown area in the City of Cupertino.

	Gender	
	Male	Female
Total	198	202
Strongly Support	57.6%	47.3%
Somewhat Support	24.2%	26.6%
Somewhat Oppose	4.4%	9.3%
Strongly Oppose	11.0%	11.0%
DK/NA	2.9%	5.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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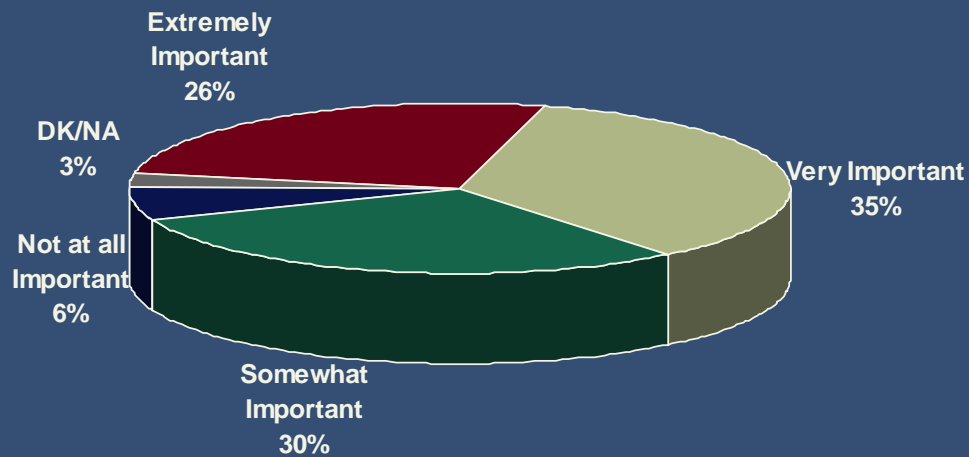


City of Cupertino 2008 Resident Satisfaction Survey

Importance of Economic Development Efforts

GODBE RESEARCH
Gain Insight

An overwhelming majority of the survey respondents attributed at least somewhat importance to economic development efforts for business vitality in the City of Cupertino. Specifically, 26 percent rated the efforts as “Extremely Important,” 35 percent rated them as “Very Important,” and 30 percent rated them as “Somewhat Important.” On the other hand, only six percent thought that these efforts were not important at all, and three percent did not have an opinion (DK/NA).



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City of Cupertino 2008 Resident Satisfaction Survey

Importance of Economic Development Efforts Difference in Subgroups

GODBE RESEARCH
Gain Insight

With respect to subgroup differences, a higher percentage of the Asian-Indian respondents in the survey thought that economic development efforts in the city were “Extremely Important,” while substantially more of their White and Chinese-American counterparts rated such efforts are “Very Important.” Likewise, the support for these efforts was stronger among the renters than the homeowners in the survey.

	Ethnicity				Homeownership Status	
	White	Chinese American	Asian Indian	Other	Own	Rent
Total	149	124	82	36	299	92
Extremely Important	22.6%	17.0%	48.7%	30.0%	23.2%	38.2%
Very Important	36.7%	49.2%	15.7%	30.0%	39.4%	23.5%
Somewhat Important	30.7%	25.0%	29.0%	35.4%	29.8%	31.1%
Not at all Important	6.6%	6.0%	6.5%	4.5%	6.2%	4.1%
DK/NA	3.3%	2.9%	0.0%	0.0%	1.4%	3.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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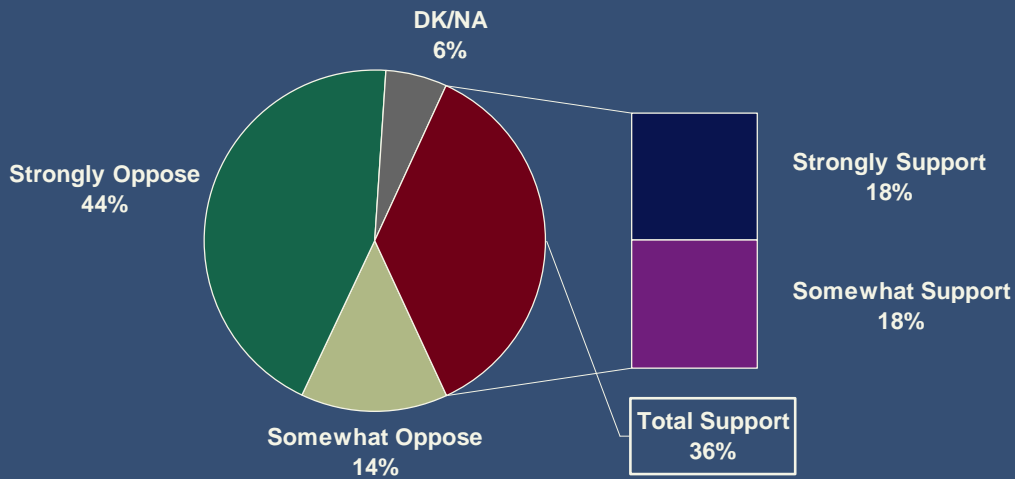


City of Cupertino 2008 Resident Satisfaction Survey

Support for New Workforce Housing

GODBE RESEARCH
Gain Insight

Next, the respondents were presented with the potential benefits and problems of new workforce housing near job locations in Cupertino. Then, they were asked if they would support or oppose building housing such as condominiums, town homes, and apartments in areas along Stevens Creek Boulevard from Stelling Road to Wolfe Road in proportion to growth to support Cupertino's major corporate tenants. In response to this, only 35 percent of the survey respondents reported their support for this proposal, as opposed to 58 percent who were strongly (44%) or somewhat opposed to it (14%). Note that the data for this question was weighted to be representative of the registered voter population in Cupertino.



Note: The data presented for this question has been weighted to the actual population characteristics of the registered voters in the City of Cupertino.

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City of Cupertino 2008 Resident Satisfaction Survey

Support for New Workforce Housing Difference in Subgroups

GODBE RESEARCH
Gain Insight

When compared to the respondents of age 18 to 29 and 65 or over, a significantly higher percentage of their 40-to 64-year-old counterparts reported their strong opposition for the new work force housing near job locations in Cupertino. Similarly, strong opposition for the proposal was more likely to be reported by the Chinese-Americans, the Asian-Indians, and the homeowners. By contrast, a higher percentage of the renters in the survey supported the proposed workforce housing.

	Age					Ethnicity				Homeownership Status	
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other	Own	Rent
Total	53	40	100	123	65	203	82	55	45	304	86
Strongly Support	16.5%	24.4%	9.8%	19.4%	26.2%	22.2%	11.0%	15.4%	15.2%	15.6%	28.7%
Somewhat Support	27.2%	13.5%	17.5%	14.2%	21.9%	21.6%	10.0%	18.1%	19.6%	15.2%	26.2%
Somewhat Oppose	25.0%	16.2%	13.0%	9.7%	12.8%	16.0%	14.0%	7.9%	17.7%	15.6%	10.5%
Strongly Oppose	25.1%	41.3%	54.4%	49.6%	32.1%	33.3%	59.6%	57.3%	42.8%	48.4%	27.7%
DK/NA	6.2%	4.5%	5.2%	7.1%	7.0%	6.9%	5.4%	1.3%	4.7%	5.1%	7.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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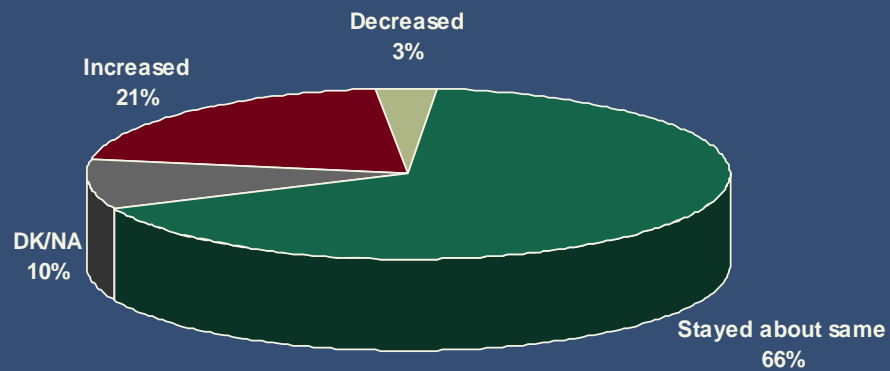


City of Cupertino 2008 Resident Satisfaction Survey

Crime in Cupertino

GODBE RESEARCH
Gain Insight

The next question in the survey gauged resident perception of crime in the City of Cupertino. As shown in the following chart, two-thirds of the respondents thought that crime in the city has “Stayed about the same,” while 21 percent thought that it has increased and only three percent thought that it has decreased. About one out of every ten respondents in the survey did not have an opinion in this regard (DK/NA).



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City of Cupertino 2008 Resident Satisfaction Survey

Crime in Cupertino Difference in Subgroups

GODBE RESEARCH
Gain Insight

The proportions of respondents who thought that crime in the City of Cupertino has increased was higher among the women, 40-to 49-year-olds and the Asian-Indians. As opposed to this, proportionately more men and the 18-to 29-year-olds cited that crime in the city has stayed about the same.

	Gender		Age					Ethnicity			
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other
Total	197	203	67	31	125	98	65	149	124	82	36
Increased	14.1%	27.0%	7.9%	21.1%	28.5%	20.5%	19.3%	11.7%	23.8%	31.2%	23.8%
Decreased	4.3%	1.8%	8.5%	1.0%	3.0%	0.3%	2.4%	3.8%	1.1%	3.1%	7.1%
Stayed about same	73.6%	60.2%	83.6%	63.2%	62.1%	68.3%	61.4%	69.5%	70.2%	61.2%	57.5%
DK/NA	8.0%	11.0%	0.0%	14.6%	6.5%	10.9%	16.9%	14.9%	4.9%	4.4%	11.5%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

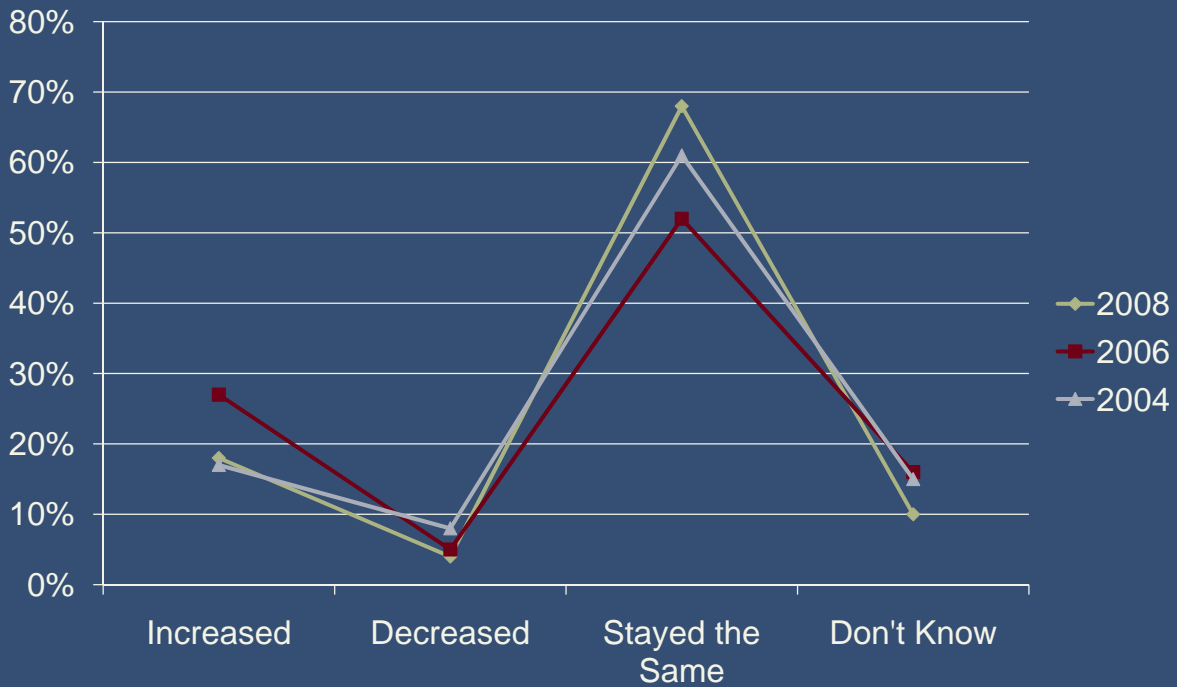
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City of Cupertino 2008 Resident Satisfaction Survey

Crime in Cupertino Trending 2004 to 2008

GODBE RESEARCH
Gain Insight



Note: All of the trending data presented in this report is based on the datasets being weighted to the 2000 census to make the different years comparable. As a result, the 2008 data in the trending charts does not match the 2008 only data, which was weighted to 2007 population estimates.

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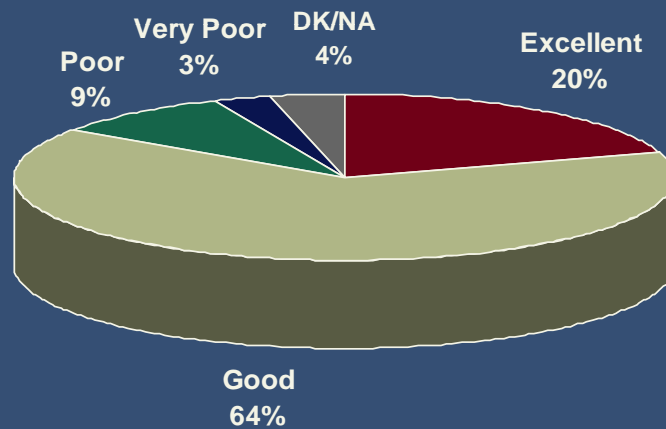


City of Cupertino 2008 Resident Satisfaction Survey

Ethnic Relations

GODBE RESEARCH
Gain Insight

The next section in the survey focused on gauging resident opinion on issues related to ethnic diversity in the City of Cupertino. Firstly, when asked to rate race and ethnic relations in the city, 84 percent gave it positive ratings, with 20 percent rating the relations as “Excellent” and 64 percent rating them as “Good.” By contrast, twelve percent rated these relations as “Poor” (9%) or “Very Poor” (3%), and the remaining four percent did not know or did not provide an answer to the question (DK/NA).



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City of Cupertino 2008 Resident Satisfaction Survey

Ethnic Relations Difference in Subgroups

GODBE RESEARCH
Gain Insight

When compared to the women, a significantly higher percentage of the men rated ethnic relations in the City of Cupertino as “Excellent.” Looking at ethnic groups, proportionately more Asian-Indians than the Whites and the Chinese-Americans rated ethnic relations in the city as “Excellent,” whereas substantially more Chinese-Americans than their Asian-Indian counterparts rated these relations as “Good.”

	Gender		Ethnicity			
	Male	Female	White	Chinese American	Asian Indian	Other
Total	197	203	149	124	82	36
Excellent	26.3%	14.5%	16.8%	17.9%	35.0%	10.2%
Good	61.1%	67.4%	61.1%	75.0%	53.5%	66.1%
Poor	7.0%	10.9%	13.5%	5.8%	4.5%	12.0%
Very poor	3.0%	2.6%	3.9%	0.0%	3.1%	7.9%
DK/NA	2.6%	4.6%	4.6%	1.3%	3.8%	3.9%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

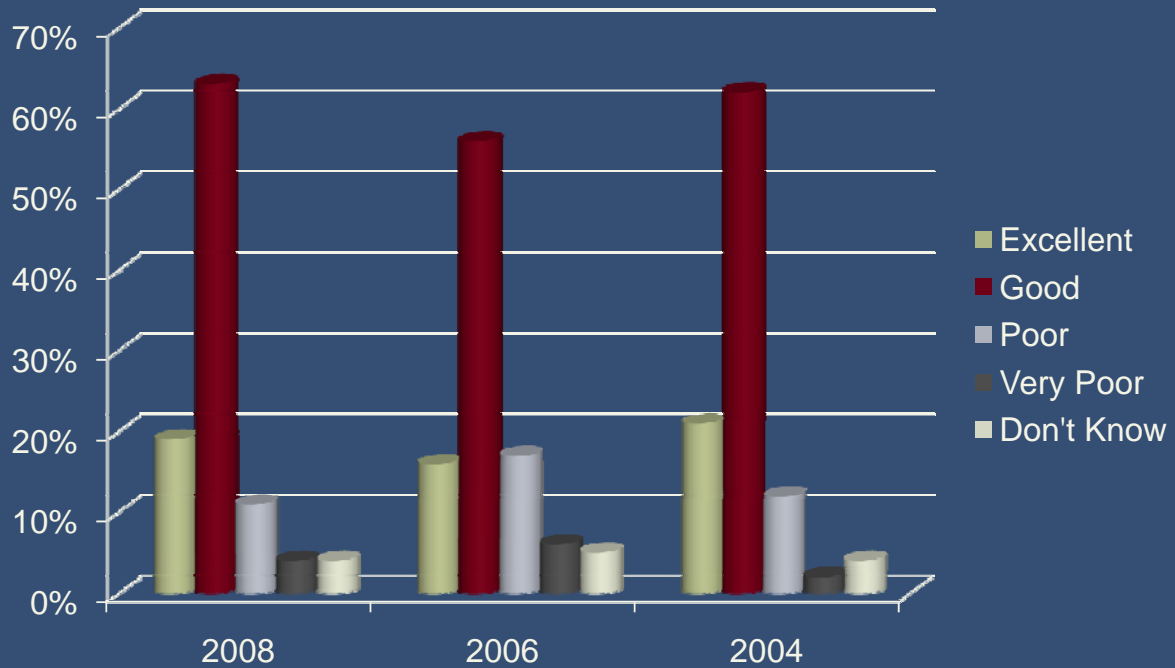
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City of Cupertino 2008 Resident Satisfaction Survey

Ethnic Relations Trending 2004 to 2008

GODBE RESEARCH
Gain Insight



Note: All of the trending data presented in this report is based on the datasets being weighted to the 2000 census to make the different years comparable. As a result, the 2008 data in the trending charts does not match the 2008 only data, which was weighted to 2007 population estimates.

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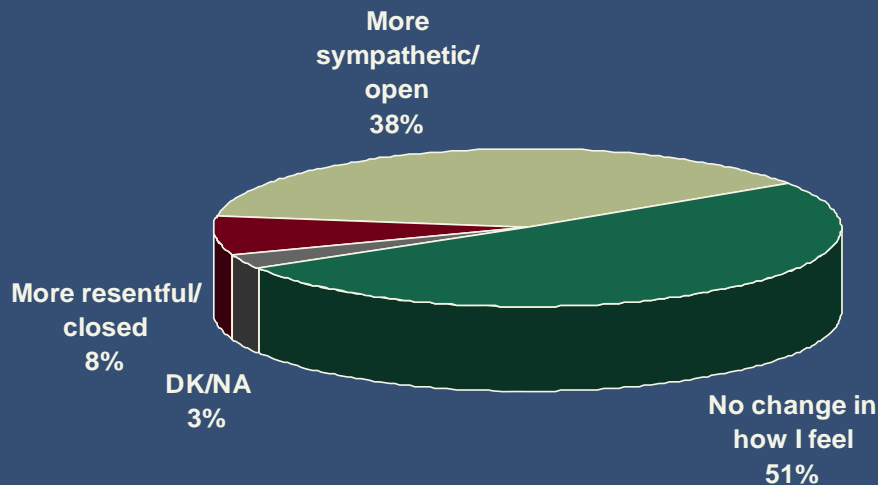


City of Cupertino 2008 Resident Satisfaction Survey

Diversity and Effect on Community Sentiment

GODBE RESEARCH
Gain Insight

In the next question, the respondents were told that approximately half of the Cupertino residents were members of ethnic minority groups. Then, they were asked to indicate the affect this increase in diversity has had on their feelings towards people of other races. In response to this, about half of the survey respondents (51%) indicated that there has been no change in their feeling towards people of other races. By contrast, 38 percent stated that the increase in ethnic diversity has made them more sympathetic or open towards people of other races, whereas eight percent reported that this diversity has made them more resentful or closed.



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City of Cupertino 2008 Resident Satisfaction Survey

Diversity and Effect on Community Sentiment Difference in Subgroups

GODBE RESEARCH
Gain Insight

Looking at subgroups, a higher percentage of the women stated that the ethnic diversity in the City of Cupertino has made them more resentful or closed towards people of other races, whereas proportionately more men mentioned that it has made no change on how they feel. Otherwise, proportionately more White and homeowners than the Asian-Indians and those who rent their place of residents indicated that the increase in ethnic in the city has made them more resentful or closed towards people of other races.

	Gender		Ethnicity				Homeownership Status	
	Male	Female	White	Chinese American	Asian Indian	Other	Own	Rent
Total	197	203	149	124	82	36	299	92
More resentful/closed	4.6%	11.3%	12.0%	7.1%	1.6%	11.1%	9.5%	3.1%
More sympathetic/open	37.2%	39.0%	33.0%	35.5%	50.2%	45.4%	37.1%	43.7%
No change in how I feel	56.4%	45.3%	50.3%	53.5%	48.3%	43.5%	51.1%	49.7%
DK/NA	1.8%	4.5%	4.7%	3.9%	0.0%	0.0%	2.3%	3.5%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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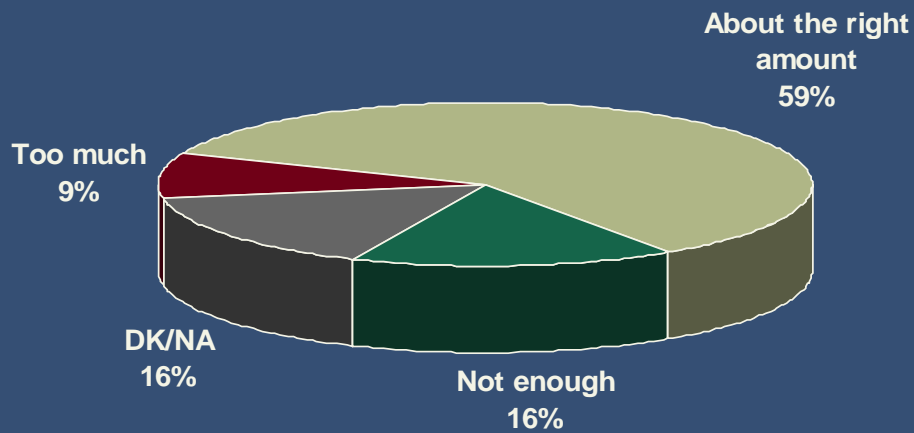


City of Cupertino 2008 Resident Satisfaction Survey

City Efforts to Improve Race Relations

GODBE RESEARCH
Gain Insight

When asked about the perceived adequacy of the City efforts in ensuring that members of all ethnic groups feel welcome in Cupertino, 59 percent thought that the City was doing "About the right amount" in this area. Conversely, 16 percent thought that such efforts were "Not enough," while nine percent perceived these efforts to be "Too much." It is important to note that 16 percent of the respondents did not have an opinion in this regard (DK/NA).



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City of Cupertino 2008 Resident Satisfaction Survey

City Efforts to Improve Race Relations Difference in Subgroups

GODBE RESEARCH
Gain Insight

When compared to the 40-to 49-year-old respondents a higher percentage of those between ages 30 and 39 reported that the City was doing too much to ensure that members of all ethnic groups feel welcome in Cupertino. As opposed to this, proportionately more 18-to 29-year-old respondents than their senior counterparts reported that the City efforts in this regard were "Not enough." In addition, proportionately more White than their Chinese-American counterparts stated that the City was doing "Too much" in this regard. The same opinion was reported by a higher percentage of those who have lived in Cupertino for 3 years or less and for 16 years or more, when compared to the residents for who have lived here for 4 to 15 years.

	Age					Ethnicity				Length of Residence		
	18 to 29	30 to 39	40 to 49	50 to 64	65 and older	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more
Total	67	31	125	98	65	149	124	82	36	49	182	168
Too much	6.8%	18.8%	4.1%	9.5%	12.0%	15.5%	3.1%	4.8%	4.3%	16.4%	4.1%	11.9%
About the right amount	61.2%	40.4%	61.1%	63.1%	58.4%	56.6%	64.6%	59.0%	57.9%	46.1%	61.3%	60.7%
Not enough	27.6%	24.7%	17.4%	11.7%	7.0%	14.6%	14.2%	22.0%	18.7%	26.4%	15.5%	14.1%
DK/NA	4.4%	16.1%	17.4%	15.8%	22.6%	13.3%	18.1%	14.2%	19.2%	11.1%	19.1%	13.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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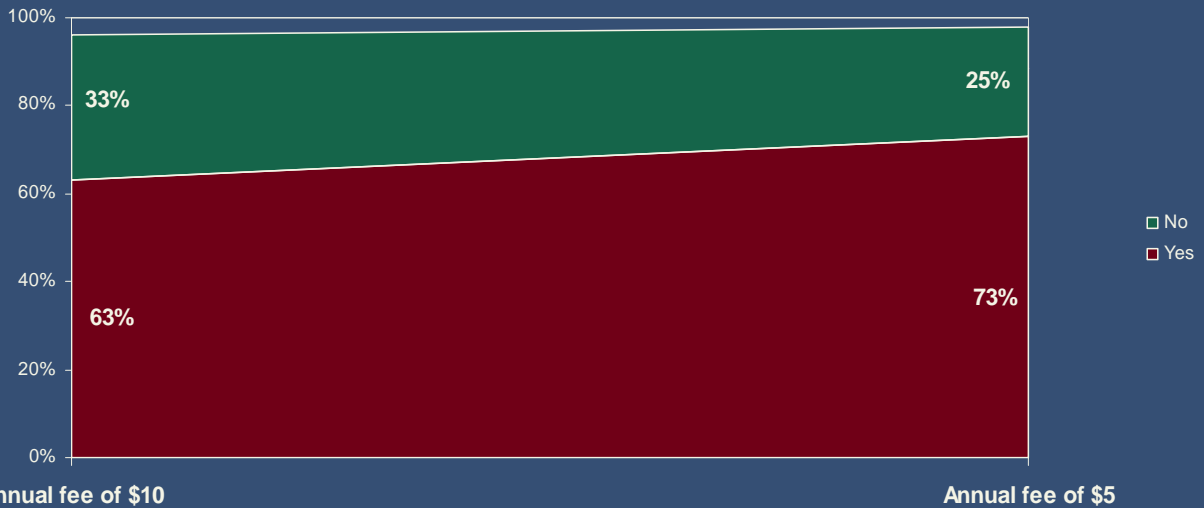


City of Cupertino 2008 Resident Satisfaction Survey

Willingness to Pay for Library Card

GODBE RESEARCH
Gain Insight

The next question in the survey gauged resident willingness to pay an annual fee for issuing library cards to new and existing users, in order to have the public library open for longer hours on all seven days of the week. In response to this, 63 percent were willing to pay an annual fee of \$10 for the library card to have the public library open for longer hours. This percentage increased to 73 percent when the annual fee for issuing cards was reduced to \$5. These results indicate that having the public library open for longer hours throughout the week was important to the Cupertino residents, even if it meant paying an annual fee for using the library.



Note: The data presented for this question has been weighted to the actual population characteristics of the registered voters in the City of Cupertino.

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City of Cupertino 2008 Resident Satisfaction Survey

Willingness to Pay for Library Card Difference in Subgroups

GODBE RESEARCH
Gain Insight

As shown in the following table, proportionately more men than women in the survey were willing to pay both \$10 and \$5 for issuing library cards to new and existing users in order to have the public library open for longer hours on all seven days of the week. Similarly, substantially more White respondents than their Asian-Indian counterparts reported their willingness to pay an annual fee of \$5 for issuing library cards.

		Gender		Ethnicity			
		Male	Female	White	Chinese American	Asian Indian	Other
25A. An annual fee of \$10 for issuing library cards to new and existing users	Total	198	202	203	82	55	45
	Yes	69.9%	57.1%	69.2%	57.0%	58.2%	60.4%
	No	26.8%	39.8%	26.7%	39.7%	39.8%	39.6%
	DK/NA	3.3%	3.1%	4.1%	3.3%	1.9%	0.0%
25B. An annual fee of \$5 for issuing library cards to new and existing users	Yes	78.1%	67.6%	79.3%	71.1%	61.7%	67.8%
	No	20.1%	28.8%	17.4%	27.6%	38.3%	29.4%
	DK/NA	1.8%	3.6%	3.3%	1.3%	0.0%	2.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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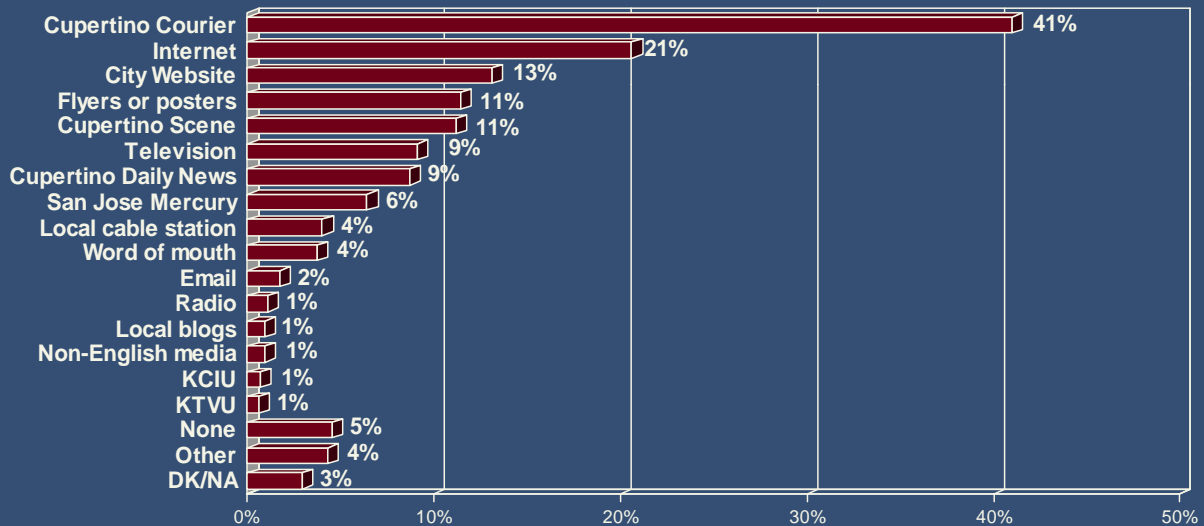


City of Cupertino 2008 Resident Satisfaction Survey

Preferred Information Sources

GODBE RESEARCH
Gain Insight

In the next question, the respondents were asked to indicate the sources that they use to find out about city news, information and programming. By a wide margin “Cupertino Courier” was the top response cited by 41 percent of the survey respondents, followed by the “Internet, which received 21 percent mentions. Otherwise, fewer than 15 percent reported using other information sources such as City website (13%), flyers or posters (11%), Cupertino Scene (11%), Television (9%), and Cupertino Daily News (9%).



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City of Cupertino 2008 Resident Satisfaction Survey

Preferred Information Sources Difference in Subgroups I

GODBE RESEARCH
Gain Insight

A higher percentage of the women used Cupertino Courier and Cupertino Scene to find out about city news, information and programming, while proportionately more men reported using the Internet as an information source. Meanwhile, the use of the newspapers – Cupertino Courier and Cupertino Scene was higher among those of age 50 and older, whereas proportionately more 18-to 29-year-olds used the Internet as an information source on city news and programming.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Total	197	203	67	31	125	98	65
Cupertino Courier	35.8%	46.0%	32.0%	31.6%	32.7%	53.7%	49.3%
Internet [No specific site]	27.0%	14.3%	38.3%	15.7%	15.8%	22.3%	12.0%
City Website	12.0%	14.2%	9.9%	6.2%	23.1%	8.9%	7.0%
Flyers or posters around town	10.7%	12.1%	7.5%	17.6%	17.5%	6.1%	9.5%
Cupertino Scene	7.8%	14.5%	1.5%	3.9%	6.8%	20.1%	15.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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City of Cupertino 2008 Resident Satisfaction Survey

Preferred Information Sources Difference in Subgroups II

GODBE RESEARCH
Gain Insight

The use of Cupertino Courier and Cupertino Scene as an information source was reported by proportionately more homeowners and those who have lived in the city for 16 years or more. As opposed to this, flyers or posters around the town were reportedly used by a higher percentage of the respondents who have lived in Cupertino for 3 years or less, when compared to those who have lived here for a longer period.

	Length of Residence			Homeownership Status	
	3 years or less	4 to 15 years	16 years or more	Own	Rent
Total	49	182	168	299	92
Cupertino Courier	21.2%	33.6%	55.1%	46.8%	24.5%
Internet [No specific site]	16.4%	24.1%	17.2%	21.1%	20.1%
City Website	4.7%	17.5%	10.9%	13.0%	14.9%
Flyers or posters around town	25.3%	15.2%	3.4%	10.0%	17.4%
Cupertino Scene	0.0%	5.0%	20.9%	13.4%	5.1%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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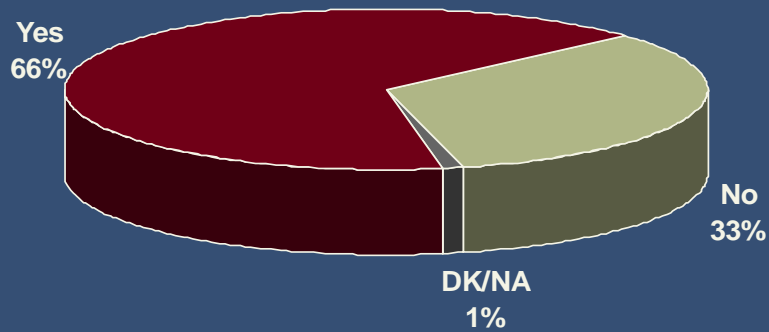


City of Cupertino 2008 Resident Satisfaction Survey

City Website Visits

GODBE RESEARCH
Gain Insight

About two-thirds of the survey respondents reported visiting the Cupertino City website – www.cupertino.org, while 33 percent had not.



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City of Cupertino 2008 Resident Satisfaction Survey

City Website Visits Difference in Subgroups

GODBE RESEARCH
Gain Insight

The proportions of respondents who visited the City website was higher among the men, 40-to 49-year-olds, and Asian-Indians in the survey. On the other hand, the percentages of those who did not visit the website was higher among those of age 18 and 39 or 65 and older, White, Chinese-Americans, and those who have lived in the city for 16 years or more.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Total	197	203	67	31	125	98	65
Yes	71.3%	61.0%	53.4%	58.0%	82.6%	69.3%	51.0%
No	28.1%	37.2%	46.6%	42.0%	14.8%	29.0%	49.0%
DK/NA	0.6%	1.8%	0.0%	0.0%	2.6%	1.6%	0.0%

	Ethnicity				Length of Residence		
	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more
Total	149	124	82	36	49	182	168
Yes	60.8%	61.5%	80.5%	71.1%	68.1%	71.1%	59.7%
No	39.2%	36.3%	17.9%	28.9%	31.9%	26.2%	40.3%
DK/NA	0.0%	2.2%	1.6%	0.0%	0.0%	2.6%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

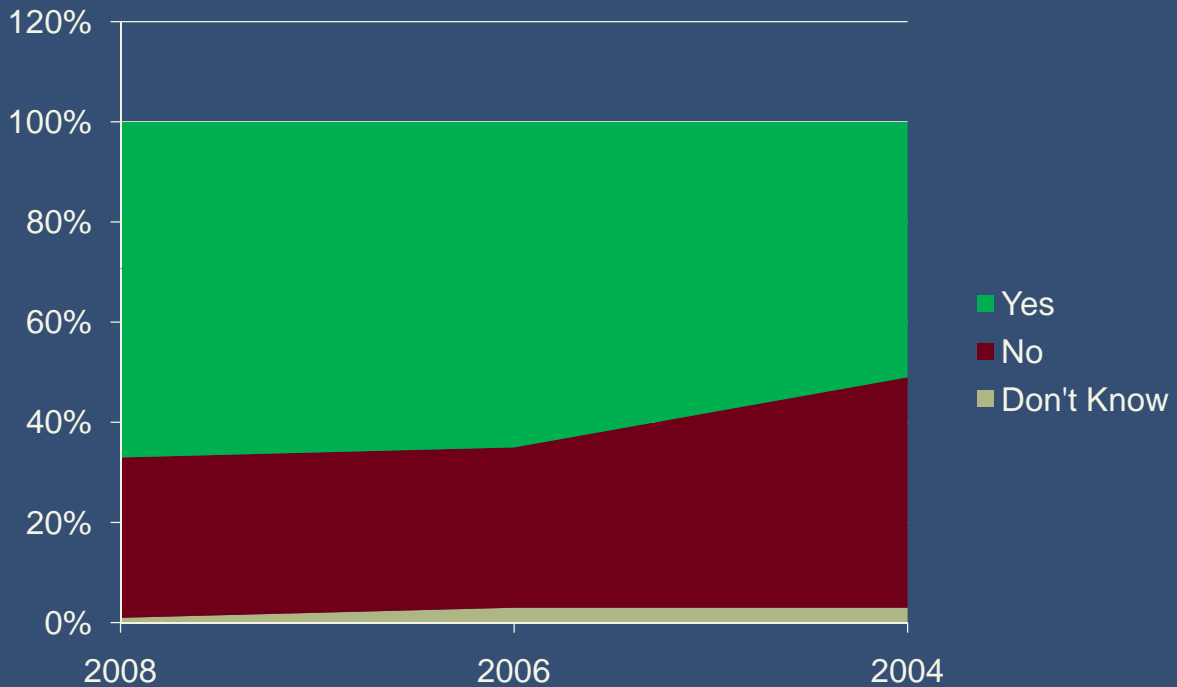
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City of Cupertino 2008 Resident Satisfaction Survey

City Website Visits Trending 2004 to 2008

GODBE RESEARCH
Gain Insight



Note: All of the trending data presented in this report is based on the datasets being weighted to the 2000 census to make the different years comparable. As a result, the 2008 data in the trending charts does not match the 2008 only data, which was weighted to 2007 population estimates.

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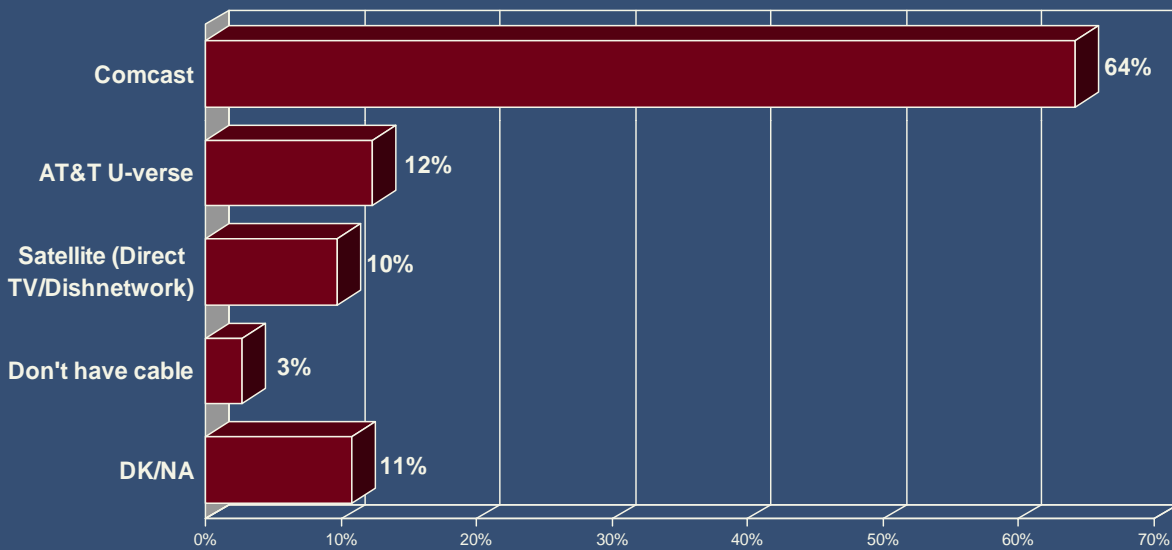


City of Cupertino 2008 Resident Satisfaction Survey

Cable Service Provider

GODBE RESEARCH
Gain Insight

When asked about their cable service provider, 64 percent of the survey respondents reported using Comcast, twelve percent used AT& T U-verse, and ten percent used Satellite Cable such as Direct TV or Dishnetwork. Only three percent did not have a cable at home, and eleven percent did not answer the question.



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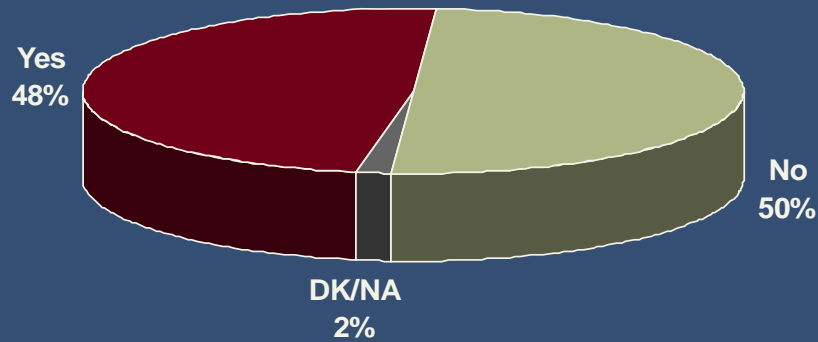


City of Cupertino 2008 Resident Satisfaction Survey

Government Channel Viewership

GODBE RESEARCH
Gain Insight

Of the 306 respondents who had cable through Comcast or AT&T U-verse, 48 percent reported watching Cupertino Government Channel, while half of them did not watch this channel.



n = 306

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City of Cupertino 2008 Resident Satisfaction Survey

Government Channel Viewership Difference in Subgroups

GODBE RESEARCH
Gain Insight

Overall, the percentages of respondents who watched the Cupertino Government Channel were higher among the men, those of age 50 and older, Whites, Chinese-Americans, city residents for 16 years or more, and those who own their place of residence.

	Gender		Age				
	Male	Female	18 to 29	30 to 39	40 to 49	50 to 64	65 and older
Total	150	156	47	21	104	74	51
Yes	54.5%	42.4%	43.3%	17.4%	43.8%	57.5%	54.7%
No	45.1%	54.5%	54.9%	82.6%	53.2%	41.8%	43.7%
DK/NA	0.3%	3.1%	1.8%	0.0%	3.1%	0.7%	1.6%

	Ethnicity				Length of Residence			Homeownership Status	
	White	Chinese American	Asian Indian	Other	3 years or less	4 to 15 years	16 years or more	Own	Rent
Total	115	91	65	29	42	142	121	231	71
Yes	53.4%	55.1%	32.4%	39.1%	24.8%	43.6%	61.7%	54.8%	28.3%
No	44.2%	43.5%	67.6%	56.4%	73.8%	54.5%	36.5%	43.2%	70.9%
DK/NA	2.4%	1.4%	0.0%	4.5%	1.3%	1.8%	1.8%	2.1%	0.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

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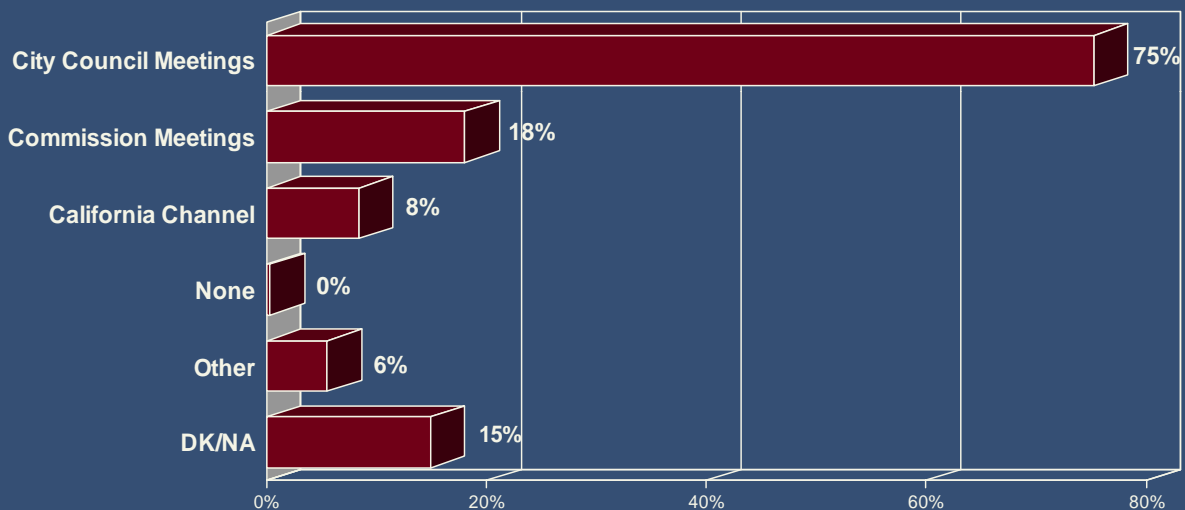


City of Cupertino 2008 Resident Satisfaction Survey

Programs Viewed on Government Channel

GODBE RESEARCH
Gain Insight

In the final substantive question, the respondents were asked to cite the programs that they watch on the Cupertino Government Channel. As shown in the following chart, "City Council Meetings" was the top response, by a wide margin, cited by 75 percent of the survey respondents. To a lesser extent, Commission meetings and California Channel were cited by 18 and eight percent of the respondents, respectively.



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GODBE RESEARCH
Gain Insight



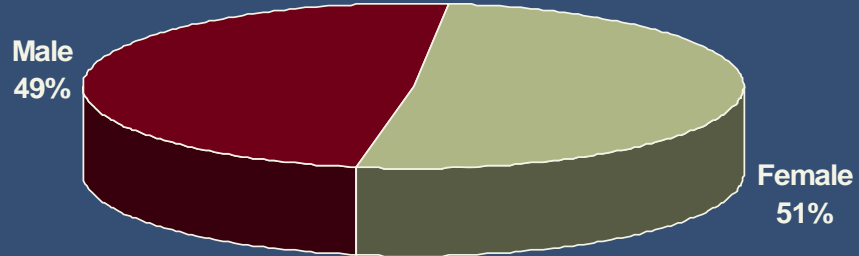
Appendix A: Additional Respondent Information



City of Cupertino 2008 Resident Satisfaction Survey

Gender

GODBE RESEARCH
Gain Insight



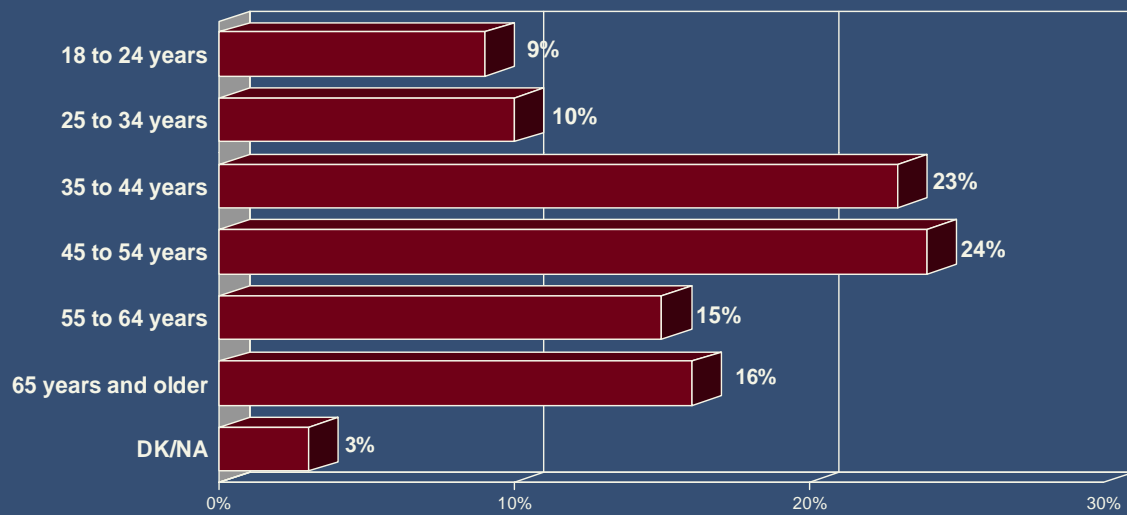
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Age

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Gain Insight



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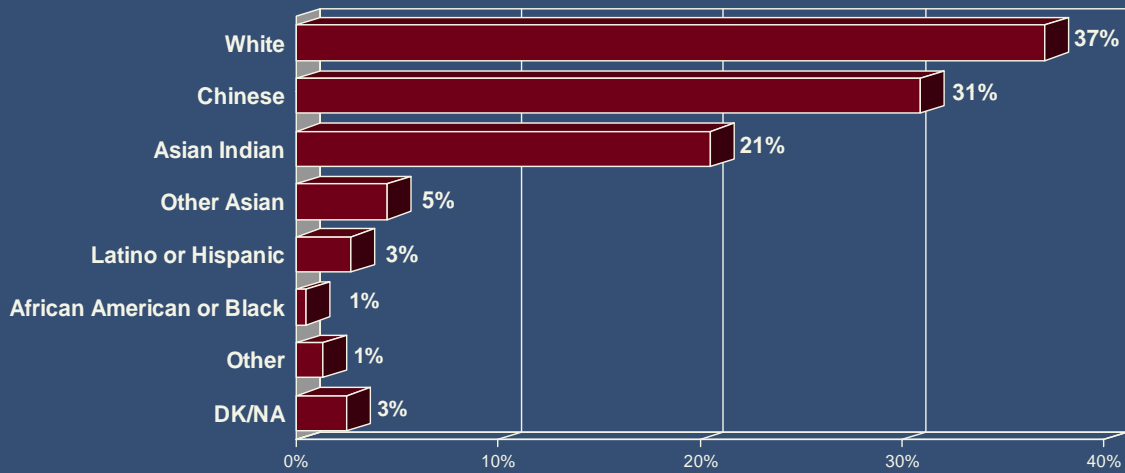


City of Cupertino 2008 Resident Satisfaction Survey

Ethnicity

GODBE RESEARCH
Gain Insight

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



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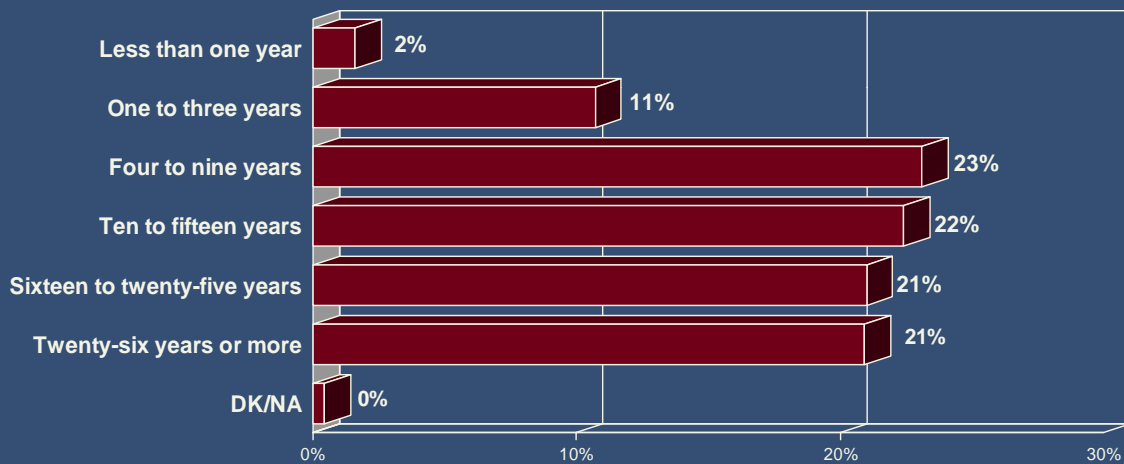


City of Cupertino 2008 Resident Satisfaction Survey

Length of Residence

GODBE RESEARCH
Gain Insight

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



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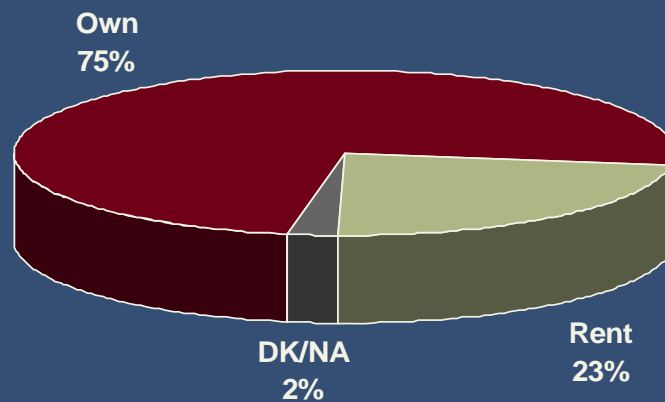


City of Cupertino 2008 Resident Satisfaction Survey

Homeownership Status

GODBE RESEARCH
Gain Insight

Do you own or rent your home?



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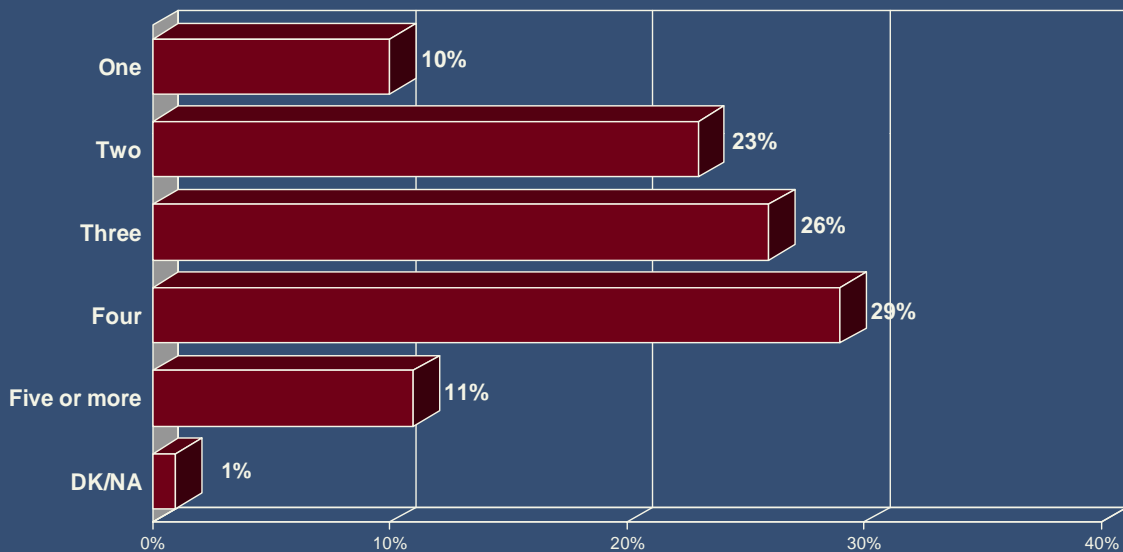


City of Cupertino 2008 Resident Satisfaction Survey

Members in the Household

GODBE RESEARCH
Gain Insight

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



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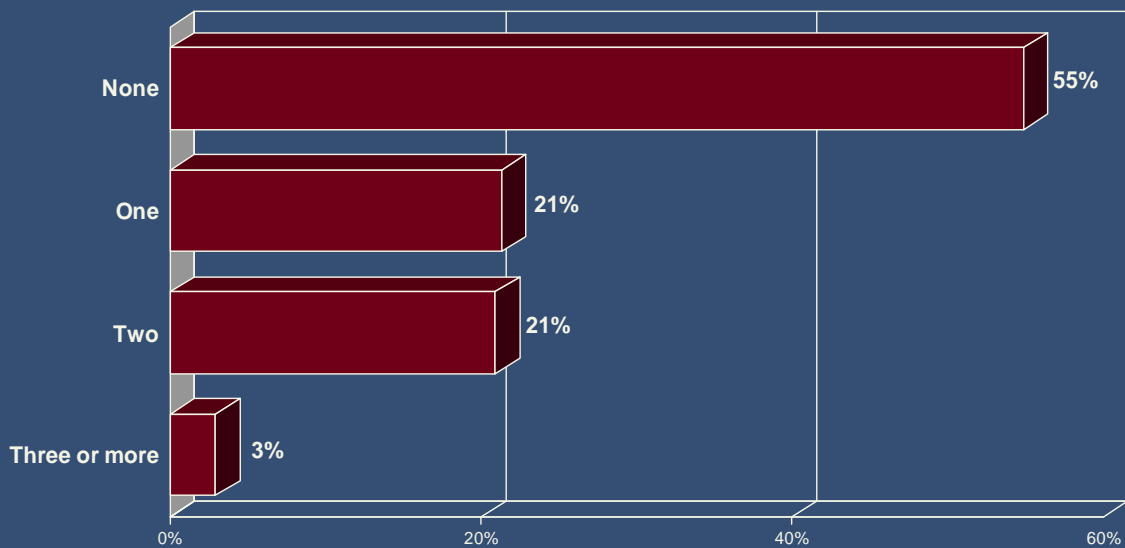


City of Cupertino 2008 Resident Satisfaction Survey

Children in the Household

GODBE RESEARCH
Gain Insight

Of the people who currently reside in your household, including yourself, how many are under the age of 18?



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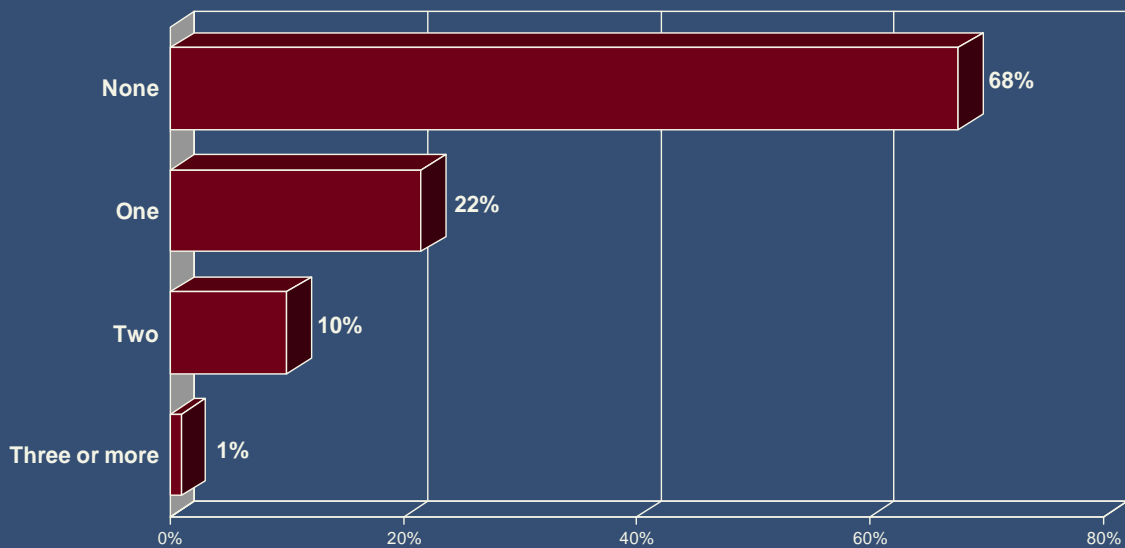


City of Cupertino 2008 Resident Satisfaction Survey

Seniors in the Household

GODBE RESEARCH
Gain Insight

Of the people who currently reside in your household, including yourself, how many are over the age of 64?



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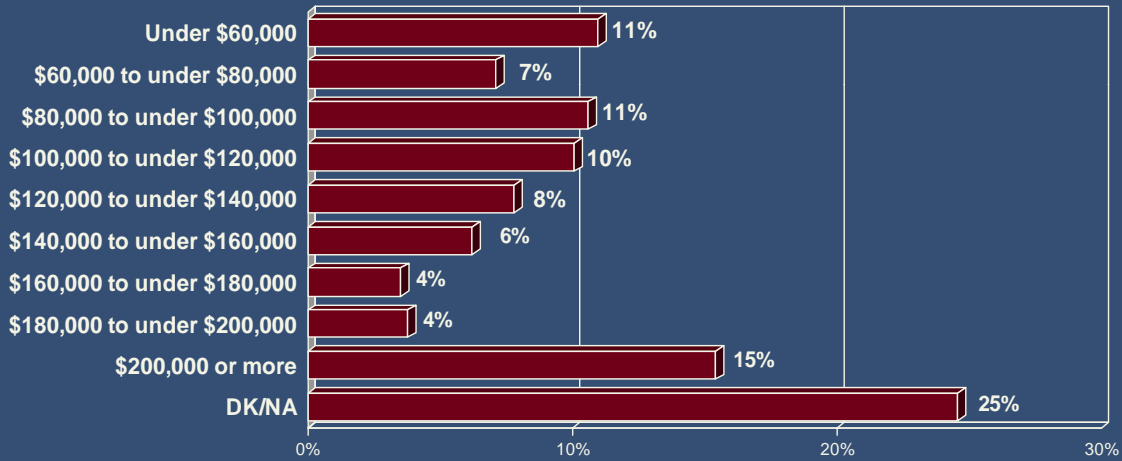


City of Cupertino 2008 Resident Satisfaction Survey

Annual Household Income

GODBE RESEARCH
Gain Insight

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.



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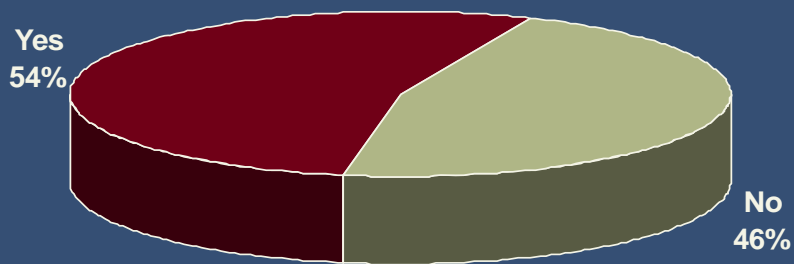


City of Cupertino 2008 Resident Satisfaction Survey

Primary Use of Non-English Languages In the Household

GODBE RESEARCH
Gain Insight

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



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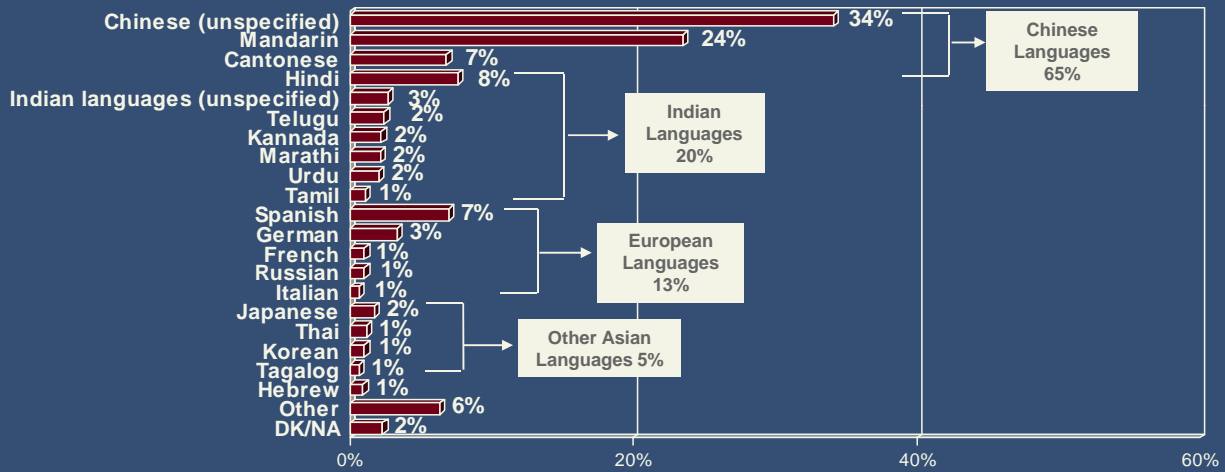


City of Cupertino 2008 Resident Satisfaction Survey

Non-English Languages Used in the Household

GODBE RESEARCH
Gain Insight

Which language, other than English, does someone in your household speak as their primary language?



n = 213

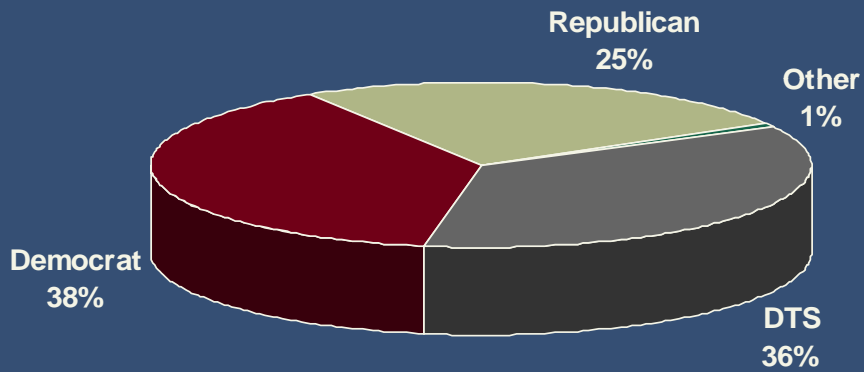
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City of Cupertino 2008 Resident Satisfaction Survey

Individual Party

GODBE RESEARCH
Gain Insight



Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

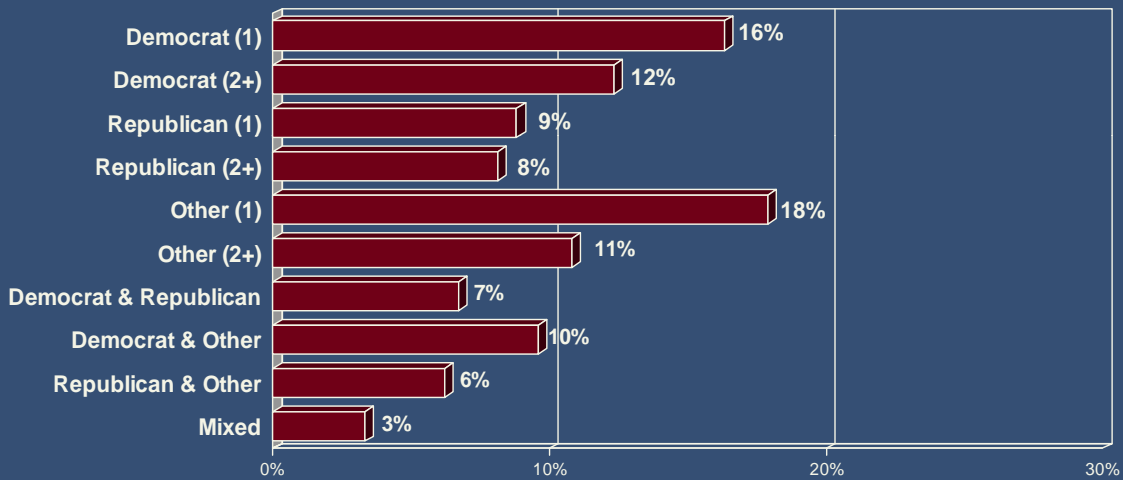
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Household Party

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Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

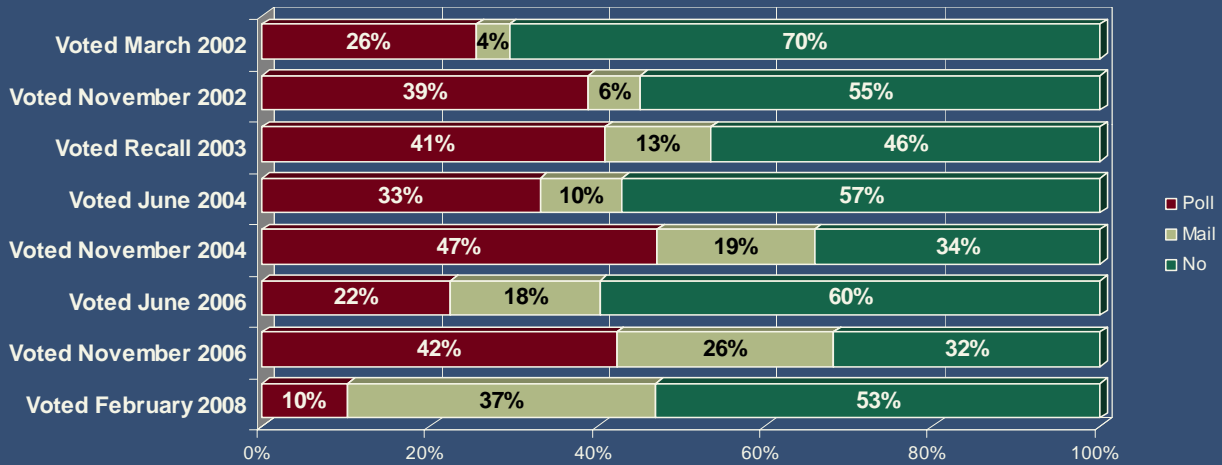
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Voting History

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Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

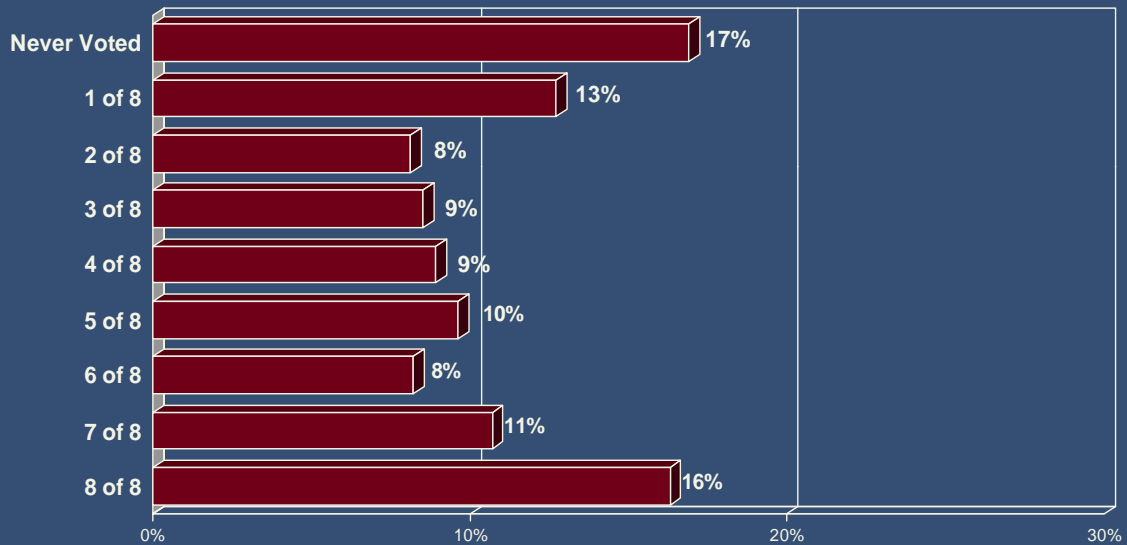
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Voting Propensity

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Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

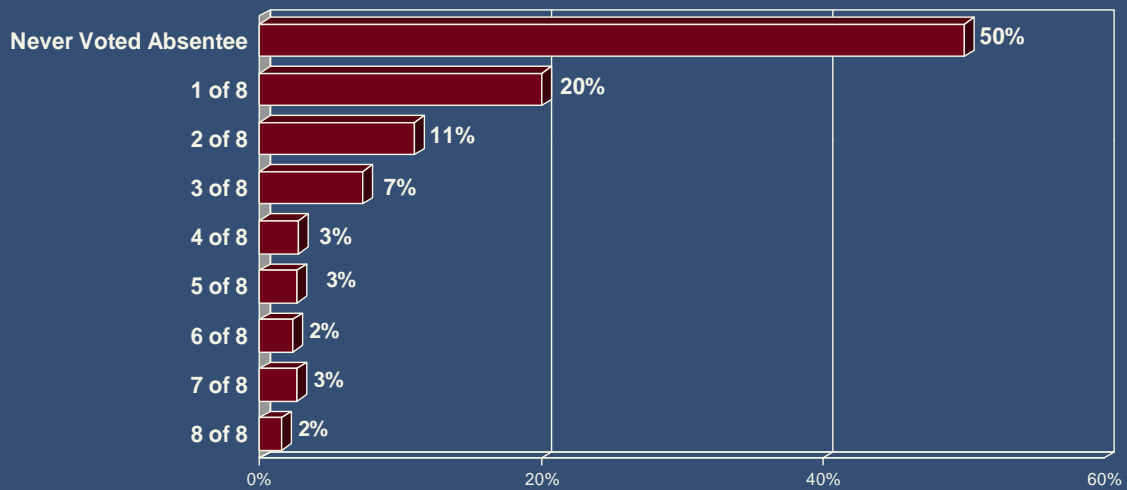
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Absentee Propensity

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Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

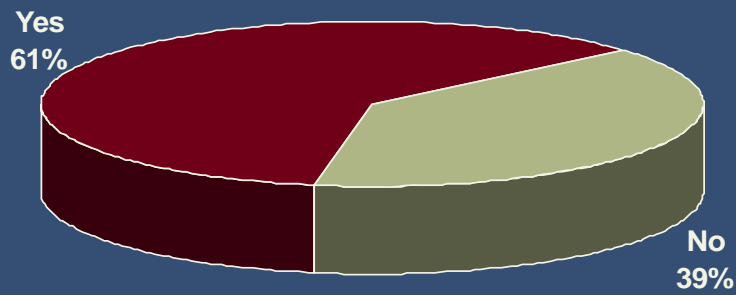
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Permanent Absentee Voter

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Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

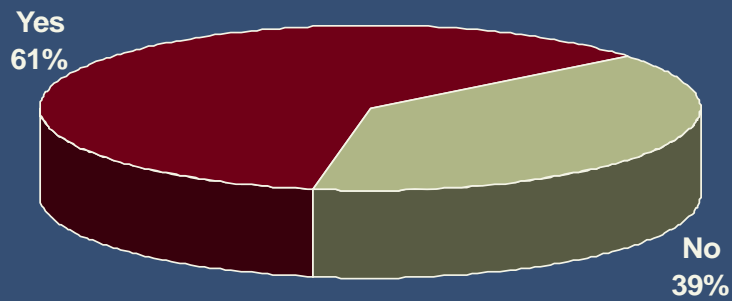
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Likely Mail Ballot Voter

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Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

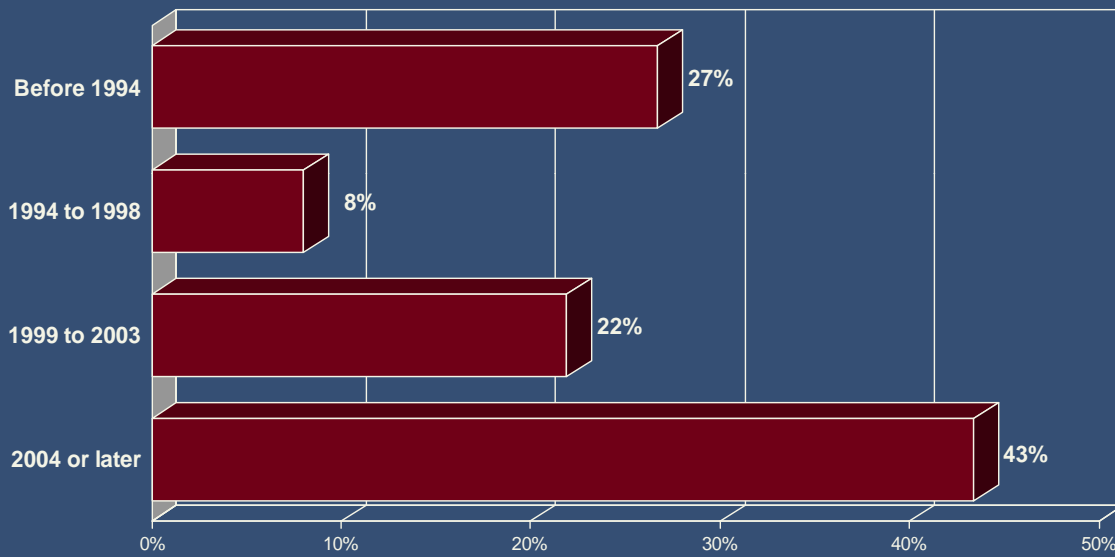
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Registration Date

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Note: For presenting the results in the chart above, the data that was weighted to represent the actual population characteristics of all registered voters in the City of Cupertino.

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Appendix B: Detailed Methodology



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Sample Characteristics

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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.

Sample, Screeners and Weighting

The respondents for this study were selected using a sample of registered voters in the City of Cupertino. Once collected, the sample of respondents was compared with the actual adult population of Cupertino City (based on 2007 Population Estimates) to examine possible differences between the demographics of the sample of respondents and the actual population universe. The data were weighted to correct differences, and the results presented are representative of the adult population characteristics in the City of Cupertino in terms of gender, age, and ethnicity. In particular, the data was weighted by respondent age and ethnicity.

Survey Question Randomization

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.

Subgroup Comparisons

In addition to looking at the overall results, it is also useful to examine the responses of different demographic and behavioral groups. Generally, Godbe Research comments only on statistically significant differences in key segments in this type of report. The main report highlights statistically significant differences observed in responses by gender, age, ethnicity, length of residence, area of residence, and annual household income. For percentages broken down by other demographic groups, please see crosstabulation tables in Appendix E.

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Margin of Error I

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Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone, there will almost always be some differences between a sample and the population from which it was drawn.

These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

The following table shows the possible sampling variation that applies to a percent result reported from a probability type sample. Because the sample of 400 respondents was drawn from the estimated population of approximately 38,274 adult residents in the City of Cupertino, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percent points from the result that would have been obtained if the interviews had been conducted with all residents in the county. As the table indicates, the maximum margin of error for all aggregate responses is between 2.9 and 4.9 percent for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by all 400 respondents, one can be 95 percent confident that the difference between the percent breakdowns of the sample and those of the total population is no greater than 4.9 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of the respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 45 (50 minus 4.9) percent and 55 (50 plus 4.9) percent.

The margin of error for a given question also depends on the distribution of responses to the question. The 4.9 percent refers to dichotomous questions where opinions are evenly split in the sample with 50 percent of the respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of the respondents say yes and 90 percent say no, then the margin of error would be no greater than plus or minus 2.9 percent. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

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Margin of Error II

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n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.8%	2.4%	2.8%	3.0%	3.1%
900	1.9%	2.6%	3.0%	3.2%	3.2%
800	2.1%	2.7%	3.1%	3.4%	3.4%
700	2.2%	2.9%	3.4%	3.6%	3.7%
600	2.4%	3.2%	3.6%	3.9%	4.0%
500	2.6%	3.5%	4.0%	4.3%	4.4%
400	2.9%	3.9%	4.5%	4.8%	4.9%
300	3.4%	4.5%	5.2%	5.5%	5.6%
200	4.1%	5.5%	6.3%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%

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Reading Crosstabulation

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The questions discussed and analyzed in this report comprise a subset of various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to obtain a closer look at subgroups for a given question, the complete breakouts appear in Appendix E. These crosstabulation tables provide detailed information on the responses to each question by demographic and behavioral groups that were assessed in the survey. A typical crosstabulation table is shown here.

A short description of the item appears on the left-hand side of the table. The item sample size (in this case n = 400) is presented in the first column of data under "Total."

The results to each possible answer choice of all respondents are presented in the first column of data under "Total." The aggregate number of respondents in each answer category is presented as a whole number, and the percent of the entire sample that this number represents is just below the whole number. For example, among the total respondents, 227 were "Very Satisfied" with the quality of life in Cupertino and this number equals 57 percent of the total sample size of 400. Next to the "Total" column are other columns representing responses from men and women. The data from these columns are read in exactly the same fashion as the data in the "Total" column, although each group makes up a smaller percent of the entire sample.

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



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Subgroup Comparisons

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To test whether or not the differences found in percent results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a “z-test” was performed. In the headings of each column are labels, “A,” “B,” “C,” etc. along with a description of the variable. The “z-test” is performed by comparing the percent in each cell with all other cells in the same row within a given variable (within Gender in the pictured table, for example).

The results from the “z-test” are displayed in a separate table below the crosstabulation table. If the percent in one cell is statistically different from the percent in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the adjacent table, a significantly higher percent of women (62%) are very satisfied with the quality of life than the percentage of men (51%). Hence the letter “A” which stands for “Male” respondents would appear under column “B,” which stands for “Female” respondents. The letters in the table indicate the differences where one can be 95 percent confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percent difference among subgroups is just one piece in the equation to determine whether or not two percentages are significantly different from each other. The variance associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other according to the percent reported, yet the difference may not be statistically significant according to the “z” statistic.

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

		Gender	
		Male	Female
		(A)	(B)
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		

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Understanding a Mean

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In addition to the analysis of the percent of the responses, certain results are discussed with respect to a descriptive “mean.” Means are the arithmetic averages of responses. For example, to derive respondents’ satisfaction with different city services, 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 satisfaction with a city service. The resulting mean makes the interpretation of the data considerably easier.

In the crosstabulation tables (Appendix E), as well as in some tables and charts throughout the report for Questions 5, 7 and 9, the reader will find mean scores. These mean scores represent the average response of each group. The adjacent table shows the scales for all the three questions. Responses of “DK/NA” were not included in the calculations of the means for any question.

Question	Measure	Scale	Values
Q5 and Q9	Satisfaction Ratings	+2 to -2	+2 = Very Satisfied +1 = Somewhat Satisfied -1 = Somewhat Dissatisfied -2 = Very Dissatisfied
Q7	Agreement Ratings	+2 to -2	+2 = Very Agree +1 = Somewhat Agree 0 = Neither Agree nor Disagree -1 = Somewhat Disagree -2 = Very Disagree

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Means Comparisons

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Only those subgroups that are of particular interest, or that illustrate a particular insight, are included in the discussion within the report with regard to mean scores. A typical crosstabulation table of mean scores is shown in the table.

The aggregate mean score for each item in the question series is presented in the first column of the data under "Total." For example, among all the survey respondents, the city's performance in providing "Police services" earned an overall satisfaction score of 1.3. Next to the "Total" column are other columns representing the mean satisfaction scores assigned to the respondents grouped by Gender.

The data from these columns are read in the same fashion as the data in the "Total" column. To test whether two mean scores are statistically different, a "t-test" is performed. As in the case of the "z-test" for percentages, a statistically significant result is indicated by the letter representing the data column.

	Gender		
	Total	Male	Female
A. Police services	1.3	1.2	1.4
B. City recreation services	1.3	1.3	1.3
C. Park and picnic area availability	1.4	1.4	1.3
D. Quinlan community center facilities	1.5	1.5	1.5
E. Garbage collection	1.5	1.4	1.6
F. Recycling program	1.5	1.4	1.5

	Gender	
	Male	Female
	(A)	(B)
A. Police services		
B. City recreation services		
C. Park and picnic area availability		
D. Quinlan community center facilities		
E. Garbage collection		A
F. Recycling program		

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Appendix C: 2008 Topline Report



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Appendix D: Topline Report Historical Trends



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Appendix E: Questionnaire



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Appendix F: Crosstabulation Tables