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Gain Insight

City of Cupertino 2014 Community Tracking Survey

October 2014

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The City of Cupertino commissioned Godbe Research to conduct a survey of its residents with the following research objectives:

- Learn their overall perceptions of living in the City;
- Gauge resident satisfaction with the City's performance in providing services and programs;
- Gather resident feedback on several local issues including:
 - (a) recreation and community services; (b) civic center use;
 - (c) transportation choices; (d) public works;
 - (e) economic development and housing; (f) crime;
 - (g) ethnic diversity; (h) information sources; and
- Identify any differences in attitudes and behavior due to demographic and/or behavioral characteristics.

- Data Collection Telephone Interviewing
- Universe 42,424 adult (18 years or older) residents in the City of Cupertino
- Fielding Dates August 20 through August 31, 2012
- Interview Length 22 minutes
- Sample Size 403
- Margin of Error $\pm 4.86\%$



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Executive Summary

- The survey results indicate that Cupertino residents continue to have very positive perceptions about living in the City.
 - An overwhelming majority of the residents are satisfied with their quality of life in the City (96.9%), with more than twice as many residents reporting “very satisfied” (67.9%) than “somewhat satisfied” (29.0%). The total is slightly higher than in 2012 (94.0%).
 - Seventy percent feel a strong sense of community in the City, while 23.7 percent feel a weak or no sense of community at all. This is slightly lower than in the 2012 data.
- As in previous years, the “school system” emerged as the top reason why residents choose to live in Cupertino.
 - 39.4 percent of the residents mentioned “school system” as the main reason for living in Cupertino, which is higher than the 37.7 percent mentions in 2012 survey.
 - This response was more common among the residents ages 40 to 64, and among those of Chinese-American and Asian-Indian descent.
- The current survey revealed a growing resident concern for affordable housing.

- Cupertino residents continue to be highly satisfied with the overall job the City is doing to provide services to its residents.
 - 89.1 percent of the residents are satisfied with the job the City is doing to provide services, with 44.4 percent “very satisfied” and 44.7 percent “somewhat satisfied” ratings. While this is a slight decrease from 2012, the difference is not statistically significant.
 - Only 8.4 percent were dissatisfied with the City’s overall job performance, and 2.4 percent did not have an opinion.

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

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

- 44.9 percent of the respondents have visited the Civic Center in the last year.
 - The top reason to visit the Civic Center was to use the Library (69.0%).
- 52.9 percent have visited Library Field in the last year.
 - The top reason for visiting Library Field was for “Exercise, walking or jogging” (31.8%).
- 66.9 percent of respondents did not find parking to be a barrier to visiting the Civic Center, while 25 percent said parking was a barrier.
 - Those that indicated their visits to the Civic Center are limited by the availability of parking are far more likely to visit the Civic Center than those who indicated parking is not an issue.
 - Those who indicated their visit to the Civic Center was limited by the availability of parking were numerically, but not statistically significant, more likely to visit Library Field than those who did not indicate parking limited their visits to the Civic Center.

- A overwhelming majority of the Cupertino residents continue to rely on personal vehicles for their daily commute.
 - 83.6 percent of the residents reported they “drive alone”.
 - 12.3 percent use “carpool, vanpool, or ride with others,” to go to work, school or other places they visit frequently.
 - At the same time, a combined total of 18.5 percent of the residents reported walking, bicycling or using public transit for these trips.
- Currently, 27.6 percent of the residents use alternative transportation at least once a week.
- The survey indicates that Cupertino residents continue to be very enthusiastic about using a network of paths and roads to walk, bike, or roller blade.
 - Almost 8 out of 10 residents are likely to use this network of additional paths and roads, with 43.7 percent being “very likely” and 34.3 percent being “somewhat likely”, although the intensity is somewhat less than in 2012.

- New questions were added in 2014 to the Public Works section about creek maintenance and support of a storm water fee.
 - 55.3 percent of respondents believe the City is doing a good job preventing pollution in the creeks in the City, while only 11.8 percent disagree.
 - 62.7 percent of respondents indicated they would support a \$12 increase in the annual storm water fee.
 - 79.1 percent support renewing the current annual storm water fee without an increase.

- At the same rate as in 2012, 57.6 percent of respondents agree that ensuring unobstructed wireless coverage for phone and data is important even if it means installing towers and antennas in Cupertino.

- Similar to 2012, 78.2 percent of the residents are satisfied with the shopping environment in Cupertino when compared to the neighboring cities in the Bay Area. Conversely, 19.3 percent indicated their dissatisfaction.
 - The intensity is lower than the 2012 survey as the very satisfied has decreased by 8.3 percent.
 - 13.1 percent of respondents wanted to see more restaurants (not fast food) in Cupertino.
- 86.7 percent of respondents support revitalizing the Vallco Shopping District and 78.1 percent support at mixed use retail/housing/office mix to revitalize the Vallco Shopping District.
- Finally, respondents a split on their preference for siting new housing, with 36.2 percent indicating the prefer “major routes” and 31.8 percent prefer “smaller residential streets closer to existing apartments”. While another 11.6 percent prefer single-family neighborhoods.

- The 2014 survey indicates that 57.2 percent of respondents feel that “crime has stayed about the same”, just slightly more than in 2012.
- 8.2 percent feel that “crime has decreased”, and 26.6 percent felt it has increased – both slightly lower than corresponding data from 2012.
- The survey results suggest that race and ethnic relations have been consistently positive (excellent and good) among Cupertino residents over the last 14 years.
 - 86.8 percent of the residents in the current survey indicated “excellent” or “good” ratings for race and ethnic relations in the City – the highest in any Cupertino survey.
 - 30.6 percent of the respondents indicated that Cupertino’s ethnic diversity has made them more sympathetic and open, while 58.8 percent indicated there was no change in how they feel.
- Further, 67.4 percent of the residents indicated they felt that City’s efforts to ensure that members of all ethnic groups feel welcome in the City was “about right” – the highest in any survey in Cupertino. While, 13.3 percent feel that the City is not doing enough in this regard.

- Comcast continues to be the largest cable service provider in Cupertino (47.5%), but has lost market share since 2012 with AT&T U-verse picking up market share (32.5%).



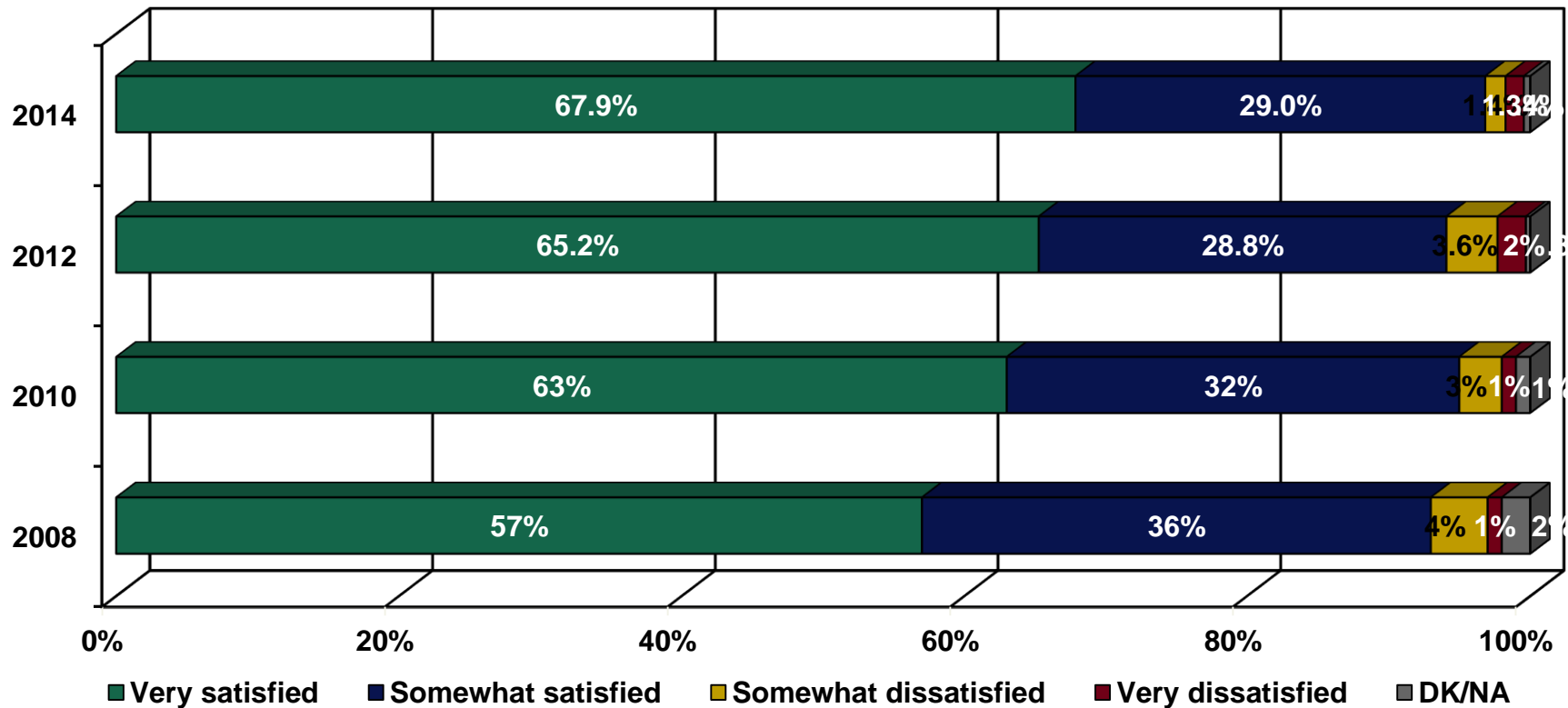
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Key Findings: Living in Cupertino

Q1: Satisfaction with Quality of Life

Continuing with the same trend seen in previous years, the 2014 Community Survey shows that Cupertino residents continue to be increasingly satisfied with quality of life in the City. Illustrated below, 96.9 percent of residents surveyed expressed satisfaction with the quality of life. Twice as many residents indicated “Very satisfied” (67.9 percent) than “Somewhat satisfied” (29.0 percent). In contrast, only 2.7 percent indicated their dissatisfaction, and .4 percent either did not know or had no answer for the question (DK/NA). These results show a slight increase in satisfaction over the years with each survey.



Q1: Satisfaction with Quality of Life

Gender and Age Comparisons

When analyzed in light of gender differences, there were no statistically significant differences between the responses from men and women surveyed.

With respect to age groupings, residents ages 40 to 49 had a higher tendency to say they were “Somewhat satisfied” with the quality of life in Cupertino, and those ages 65 and older more frequently reported they were “Very satisfied.”

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Very satisfied	68.5%	67.3%	75.2%	66.4%	59.4%	63.6%	82.5%
Somewhat satisfied	28.9%	29.0%	23.9%	30.1%	37.0%	32.4%	14.9%
Somewhat dissatisfied	1.1%	1.7%	.9%	3.5%	1.8%	.9%	.0%
Very dissatisfied	1.5%	1.1%	.0%	.0%	1.8%	1.4%	2.7%
DK/NA	.0%	.9%	.0%	.0%	.0%	1.7%	.0%

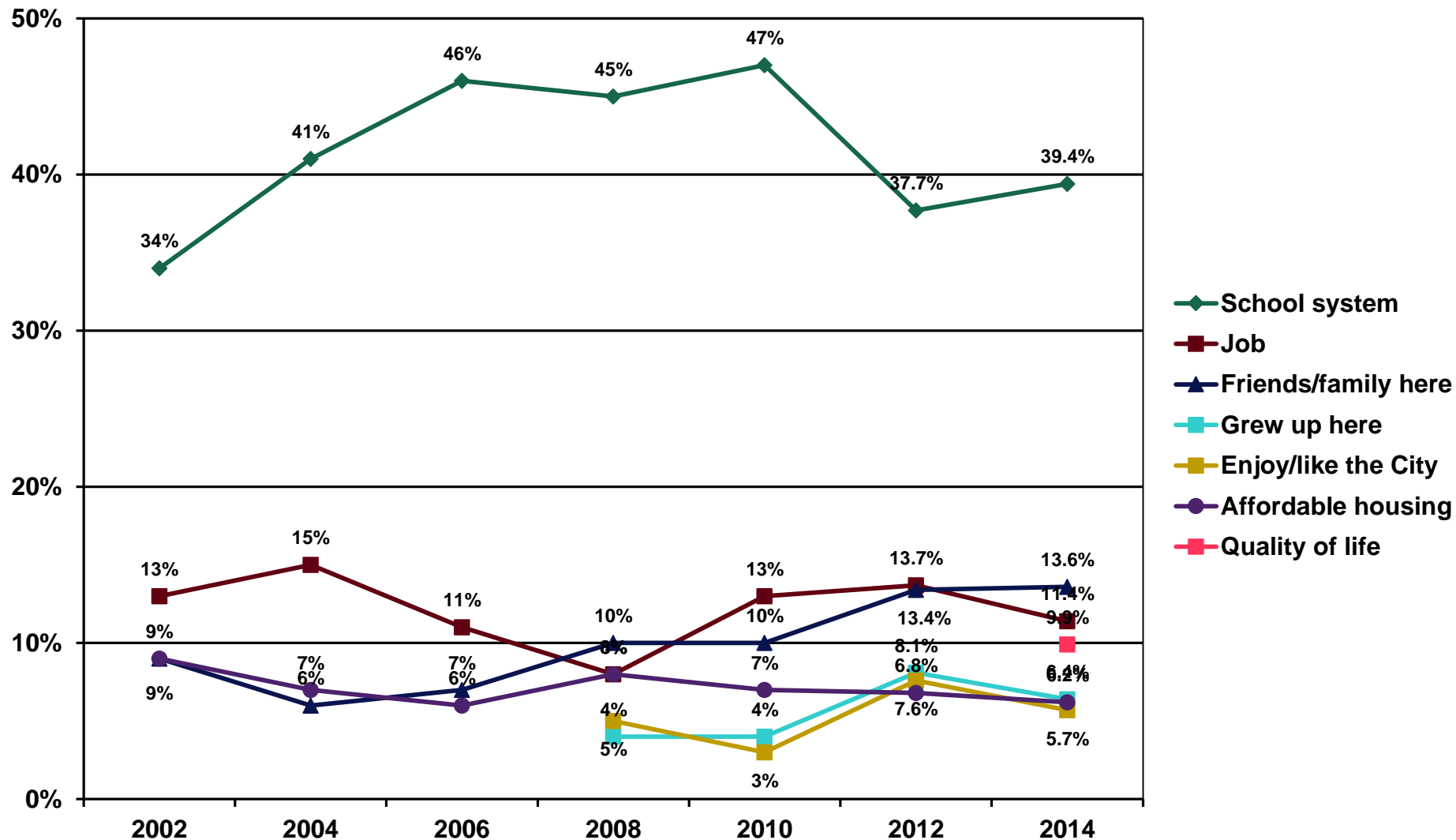
Q2: Reason for Living in Cupertino

The residents were next asked to give their primary reason for choosing to live in Cupertino. In the current survey results, “School system” again topped the list of responses by a large margin, with 39.4 percent mentions. This was a small, but statistically insignificant increase from 2012.

Following this, 13.6 percent of the residents cited “Friends or family here,” while the response “Job,” garnered 11.4 percent mentions. These responses were followed by “Quality of life” at 9.9 percent, “Grew up here” at 6.4 percent, “Affordable housing” at 6.2 percent, and “Enjoy/like the city” at 5.7 percent.

Clearly, “School system” is a driving factor that has attracted residents to Cupertino. The results for 2014 overall are fairly consistent with the 2012 survey results. The chart illustrating these results is shown on the next page.

Q2: Reason for Living in Cupertino (Continued)



Note: Responses with fewer than 3 percent mentions have not been charted above. For more details, refer to the topline report in Appendix C.

Q2: Reason for Living in Cupertino Gender and Age Comparisons

Women tended to more frequently say that they live in Cupertino for the reasons that they have friends and family there, and retirement. Men had a higher tendency to say they live in Cupertino for a job-related reason.

The youngest residents more frequently gave the reason “Friends/family here,” while those ages 40 to 64 were more likely to respond “School system.” Residents ages 65 and older had a higher tendency to indicate their reason for living in Cupertino is “Retirement.”

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Affordable housing	8.0%	4.5%	8.2%	6.4%	4.1%	7.4%	6.3%
Enjoy/like the City	6.4%	5.0%	5.3%	.0%	11.9%	3.1%	6.5%
Friends/family here	9.0%	18.0%	27.8%	9.9%	4.1%	14.2%	17.4%
Grew up here	4.9%	7.8%	13.9%	7.4%	.0%	6.0%	7.8%
Job	15.0%	8.0%	8.3%	17.7%	7.7%	12.9%	11.3%
Quality of life	8.5%	11.1%	3.5%	11.4%	7.2%	14.1%	11.3%
Retirement	.4%	4.4%	.0%	.0%	.0%	.6%	14.0%
Safety/low crime	1.5%	1.9%	.0%	6.2%	.6%	.6%	1.6%
School system	42.9%	36.1%	28.7%	37.5%	61.4%	40.3%	18.8%
Small town atmosphere	3.4%	.9%	4.3%	.0%	1.8%	.3%	4.8%
Other	.1%	1.5%	.0%	3.5%	.0%	.5%	.3%
DK/NA	.0%	.7%	.0%	.0%	1.3%	.0%	.0%

Q2: Reason for Living in Cupertino Ethnicity Comparisons

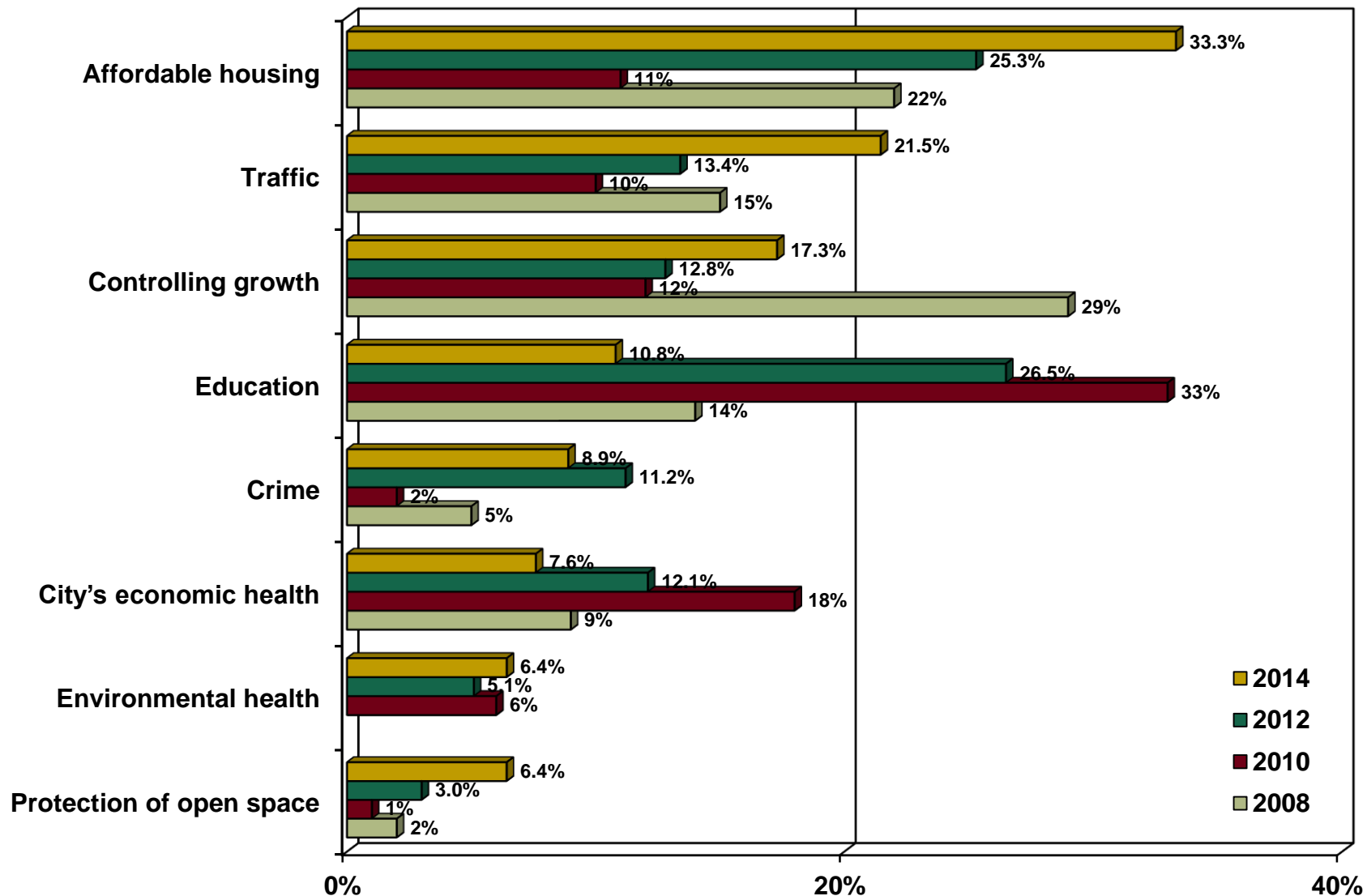
When comparing ethnic subgroups, Chinese and Asian Indian residents were more likely to indicate they live in Cupertino because of the school system.

n=403	Caucasian	Chinese	Asian Indian
School system	19.6%	53.4%	57.5%
Friends/family here	16.3%	12.0%	8.7%
Job	16.0%	7.8%	11.0%
Affordable housing	11.0%	.0%	5.0%
Grew up here	9.9%	5.3%	1.5%
Retirement	7.3%	.0%	1.5%
Quality of life	7.3%	14.3%	7.6%
Enjoy/like the City	5.8%	5.4%	2.0%
Safety/low crime	2.9%	.0%	.0%
Small town atmosphere	2.4%	1.7%	2.0%
Other	.6%	.0%	3.0%
DK/NA	1.1%	.0%	.0%

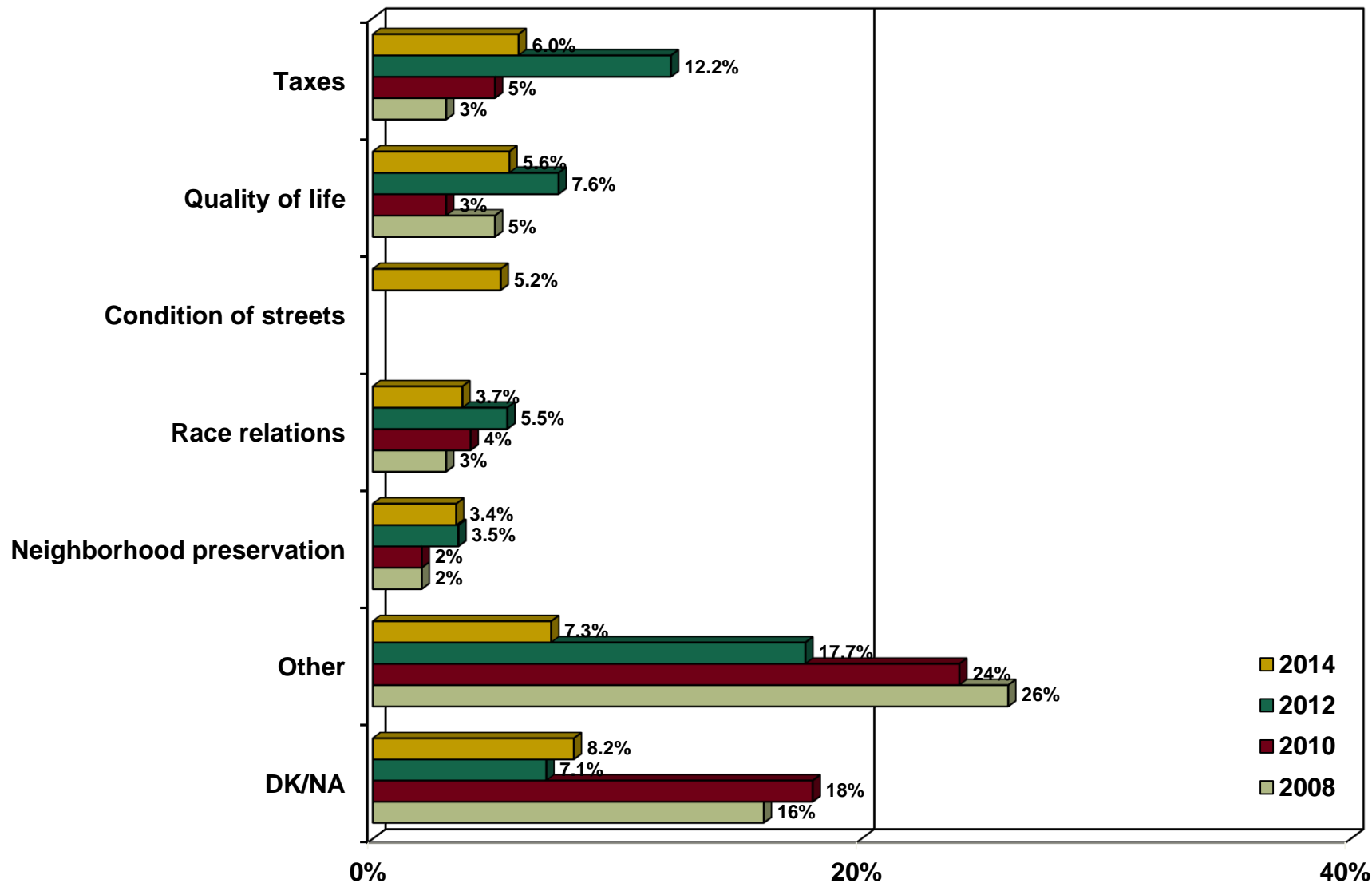
Q3: Issues Facing Cupertino

Next, the survey asked the residents to give two important issues facing the City of Cupertino, and there were some major shifts in the current survey when compared with 2012 survey results. The response “Affordable housing” topped the list at 33.3 percent mentions, which was an eight percent increase over 2012. The next highest issue was “Traffic” at 21.5 percent, an 8.1 percent increase over 2012. The next tier of responses included “Controlling growth” at 17.3 percent (4.5 percent increase over 2012), and “Education” at 10.8 percent (15.7 percent decrease over 2012). All other issues garnered less than 10 percent mentions. However, there were a small, but statistically significant, decrease in importance for one of these less popular issues, “Taxes” (6.0 percent in 2014 vs. 12.2 percent in 2012). The chart illustrating the results from 2008, 2010, 2012 and 2014 is on the next page.

Q3: Issues Facing Cupertino (Continued)



Q3: Issues Facing Cupertino (Continued)



Note: Responses with fewer than 3 percent mentions have not been charted above. For more details, refer to the topline report in Appendix C.

Q3: Issues Facing Cupertino

Gender and Age Comparisons

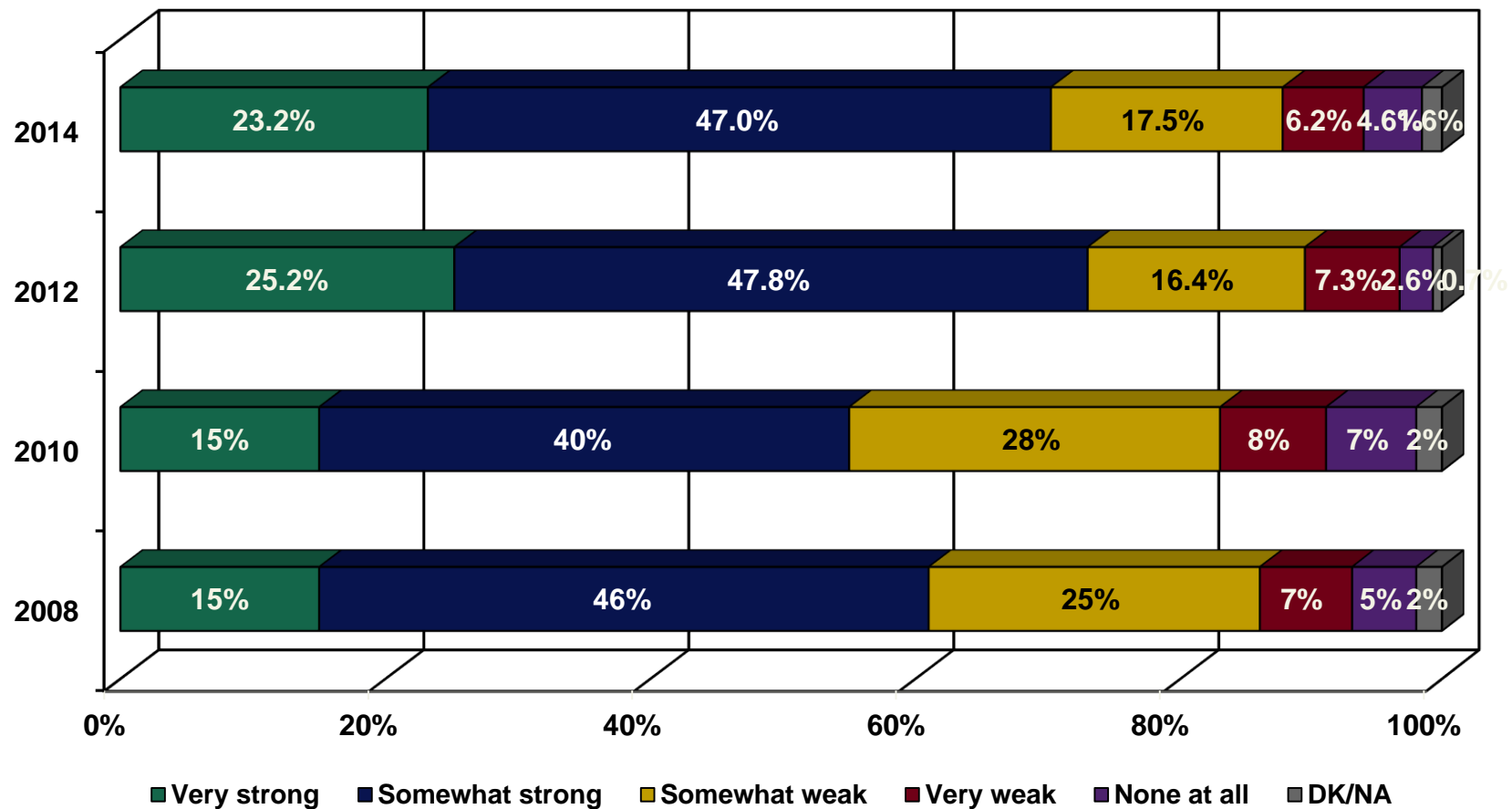
Women tended to respond at higher levels that they felt the issues “Environmental health” and “Quality of life” were important issues facing the City.

When viewed in terms of age groups, residents ages 50 and older more frequently gave the response “Controlling growth.” Those ages 50 to 64 tended to cite “Education” at higher levels, and residents ages 65 and older tended to say “Neighborhood preservation” at higher levels in response to this question.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Affordable housing	36.3%	30.5%	34.0%	42.6%	37.9%	27.0%	25.5%
City's economic health	9.8%	5.5%	13.1%	12.2%	6.0%	5.9%	3.5%
Controlling growth	17.1%	17.5%	11.7%	12.9%	5.8%	30.3%	21.5%
Crime	8.8%	9.0%	3.8%	9.4%	13.2%	10.7%	4.1%
Condition of streets	6.5%	4.0%	1.8%	6.4%	7.5%	7.3%	.6%
Education	11.7%	9.9%	9.9%	12.5%	12.1%	15.3%	1.4%
Environmental health	3.1%	9.6%	7.8%	2.4%	7.8%	6.8%	7.7%
Neighborhood preservation	2.5%	4.2%	.0%	3.1%	2.5%	1.4%	11.3%
Poor cell coverage	4.4%	1.4%	6.7%	.0%	2.9%	3.9%	1.1%
Protection of open space	6.8%	6.1%	4.3%	9.8%	4.2%	8.1%	4.1%
Quality of life	2.8%	8.2%	1.5%	4.0%	3.1%	8.5%	10.3%
Race relations	2.8%	4.5%	7.5%	.0%	5.1%	2.3%	4.9%
Taxes	7.0%	4.9%	6.4%	7.9%	7.0%	4.2%	5.2%
Teen programs	.9%	1.1%	.0%	2.4%	2.4%	.0%	.0%
Traffic	20.7%	22.1%	19.7%	22.7%	17.8%	17.6%	32.2%
Other	3.7%	3.3%	.0%	.0%	3.9%	3.4%	10.3%
DK/NA	8.5%	8.0%	18.9%	5.1%	6.7%	4.7%	9.0%

Q4: Sense of Community

For this question, results from the current survey are nearly the same as for the 2012 survey. While there were small increases and decreases, none were statistically significant. These results point to a continuation of a strong sense of community in Cupertino, with 70.2 percent of residents stating as such.



Q4: Sense of Community

Gender and Age Comparisons

When analyzed in light of gender differences, women tended to indicate at higher levels that they felt the sense of community in the City of Cupertino was “Very strong.” Men, on the other hand, were more likely to say the sense of community was “Somewhat strong.”

With respect to age groupings, the youngest residents, ages 18 to 29, tended to state with more frequency that the sense of community was “Somewhat weak,” and the 30-to-39-year-olds were more likely to report that they felt the sense of community was “Very weak.” However, the 40-to-49-year-olds indicated at higher levels that they felt the sense of community was somewhat strong.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Very strong	16.9%	29.2%	15.4%	20.7%	22.3%	26.7%	27.6%
Somewhat strong	52.5%	41.8%	30.3%	44.3%	56.0%	49.6%	45.7%
Somewhat weak	17.9%	17.1%	34.1%	13.8%	18.2%	15.6%	10.9%
Very weak	8.2%	4.2%	8.2%	12.3%	.4%	5.0%	8.5%
None at all	3.3%	5.7%	7.6%	5.9%	3.1%	3.1%	5.0%
DK/NA	1.1%	2.0%	4.4%	3.1%	.0%	.0%	2.4%



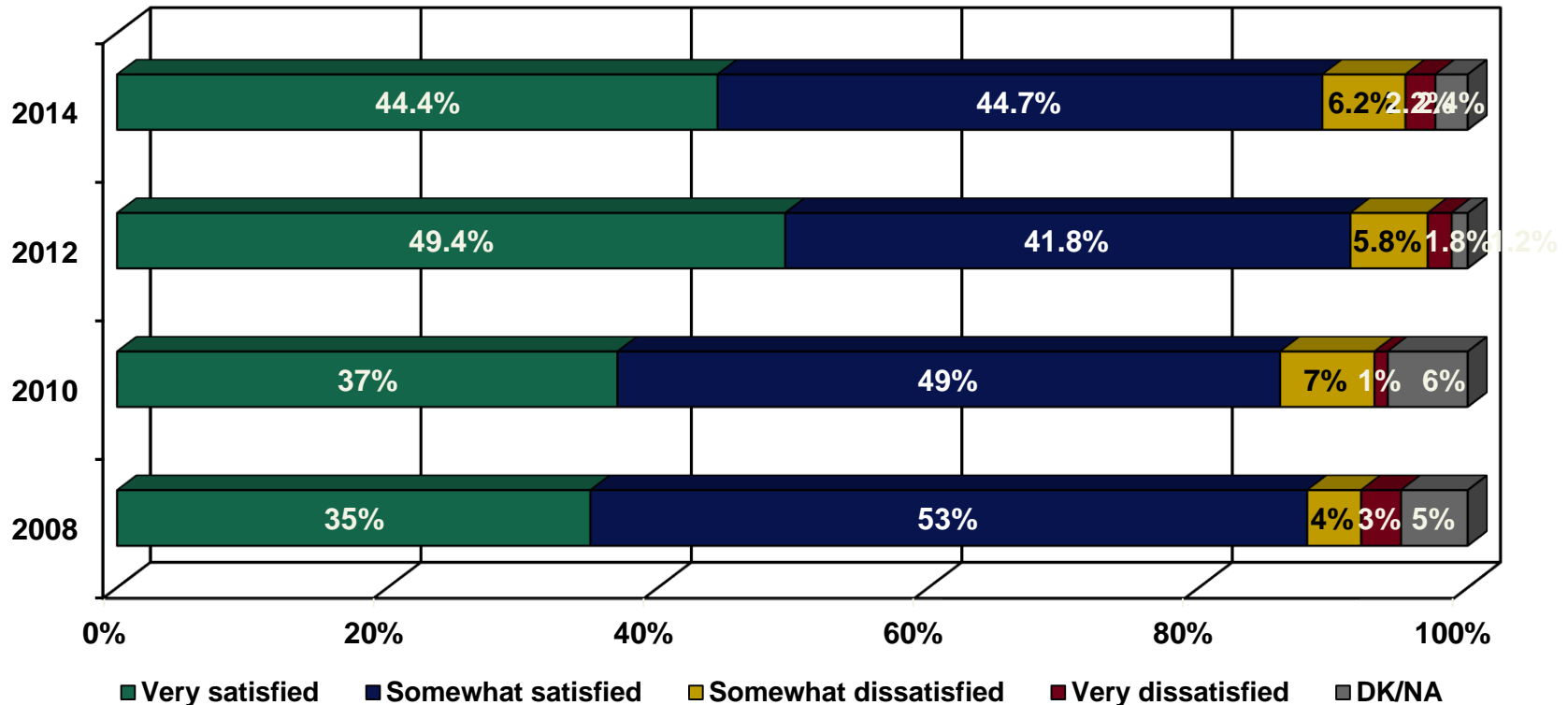
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Cupertino City Services

Q5: Satisfaction with Overall City Services

In the next section of the survey, residents were asked to express their level of satisfaction with City services. Overall, the vast majority of City residents are satisfied with the job the City is doing to provide services to its residents with 89.1 percent of the residents having indicated being “Very satisfied” (44.4 percent) or “Somewhat satisfied” (44.7 percent) with the City’s performance. Only 8.4 percent indicated dissatisfaction, while 2.4 percent did not render an opinion. There was a small decrease in the number of residents who indicated they were very satisfied when compared with 2012 survey results (44.4 percent in 2014 vs. 49.4 percent in 2012), and a slight increase in the response “Somewhat satisfied” (44.7 percent in 2014 vs. 41.8 percent in 2012).



Q5: Satisfaction with Overall City Services

Gender and Age Comparisons

There were no statistically significant differences in response between men and women.

With respect to age groupings, residents ages 65 and older were more likely to indicate that they were very satisfied with City services.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Very satisfied	42.2%	46.5%	52.3%	53.9%	32.0%	35.8%	56.6%
Somewhat satisfied	46.7%	42.9%	44.5%	37.6%	54.3%	49.1%	33.9%
Somewhat dissatisfied	6.1%	6.3%	.9%	3.9%	7.3%	11.5%	3.6%
Very dissatisfied	3.2%	1.3%	.0%	3.1%	1.8%	3.2%	2.2%
DK/NA	1.9%	3.0%	2.3%	1.5%	4.6%	.5%	3.7%



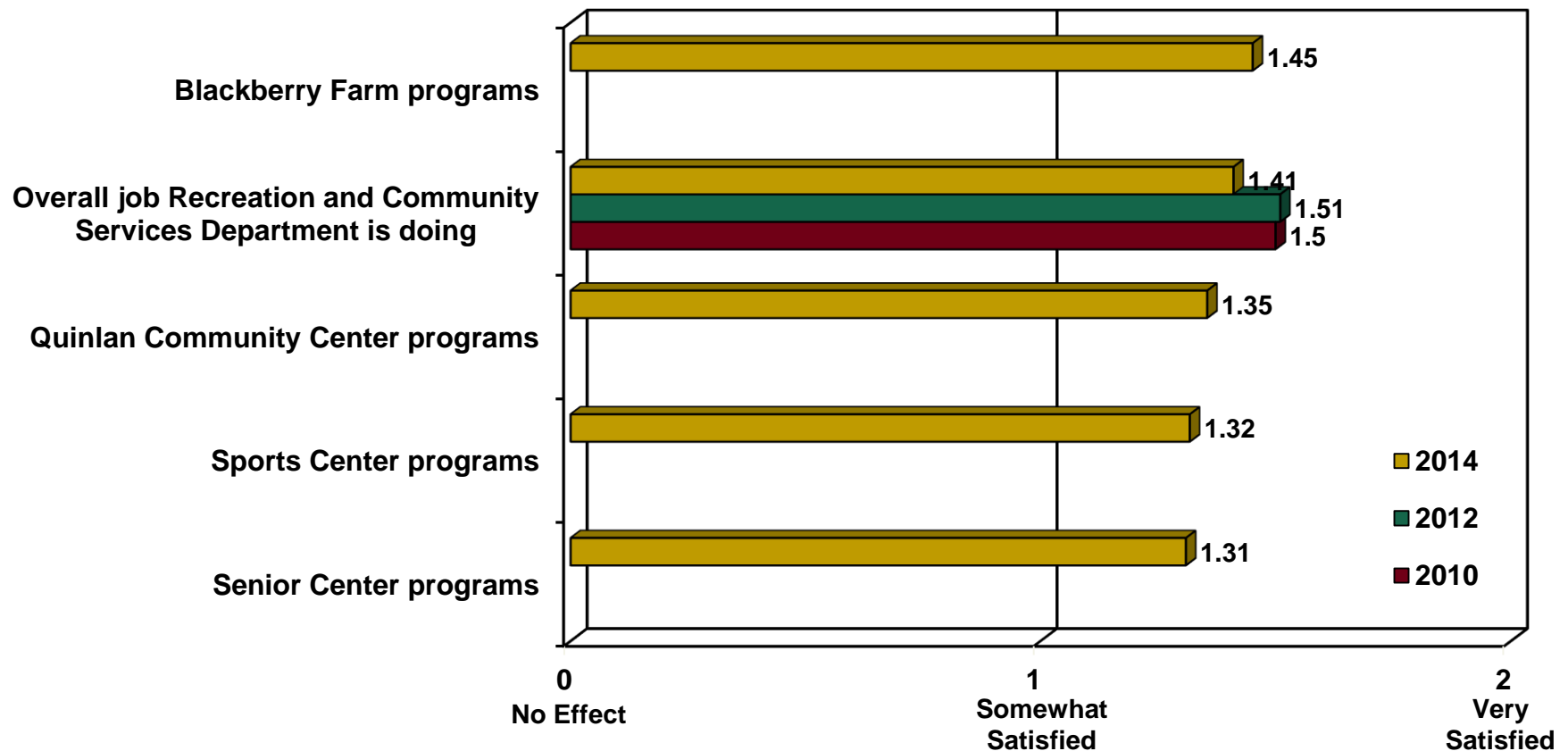
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Recreation and Community Services

Q6: Satisfaction with Recreation and Community Services Department

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



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

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

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

Q6: Satisfaction with Recreation and Community Services Department Ethnicity Comparisons

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

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

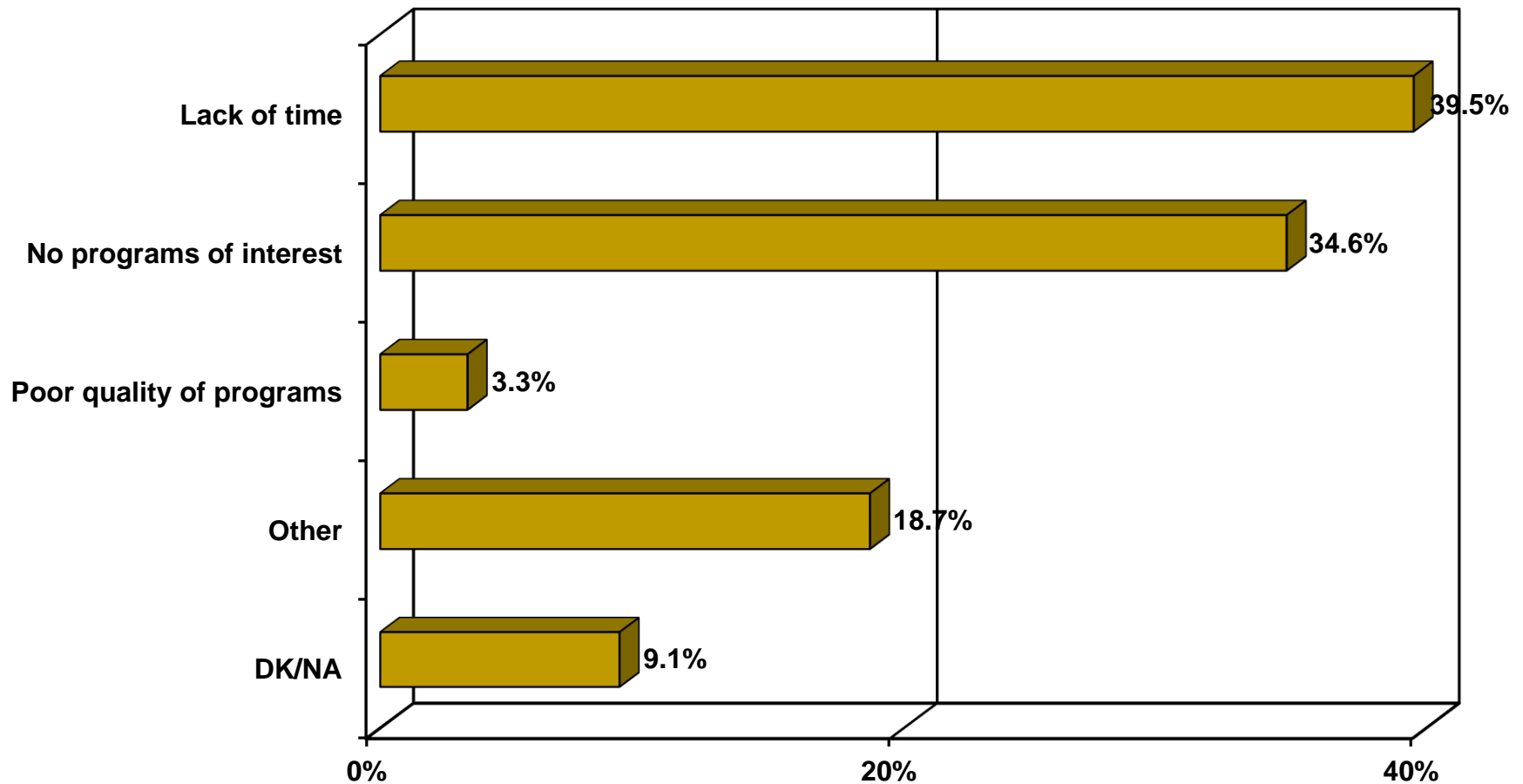
Q6: Satisfaction with Recreation and Community Services Department Length of Residence Comparisons

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

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

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

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



Q7: Reasons for Non-participation in Recreation & Community Service Programs

Gender and Age Comparisons

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

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

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



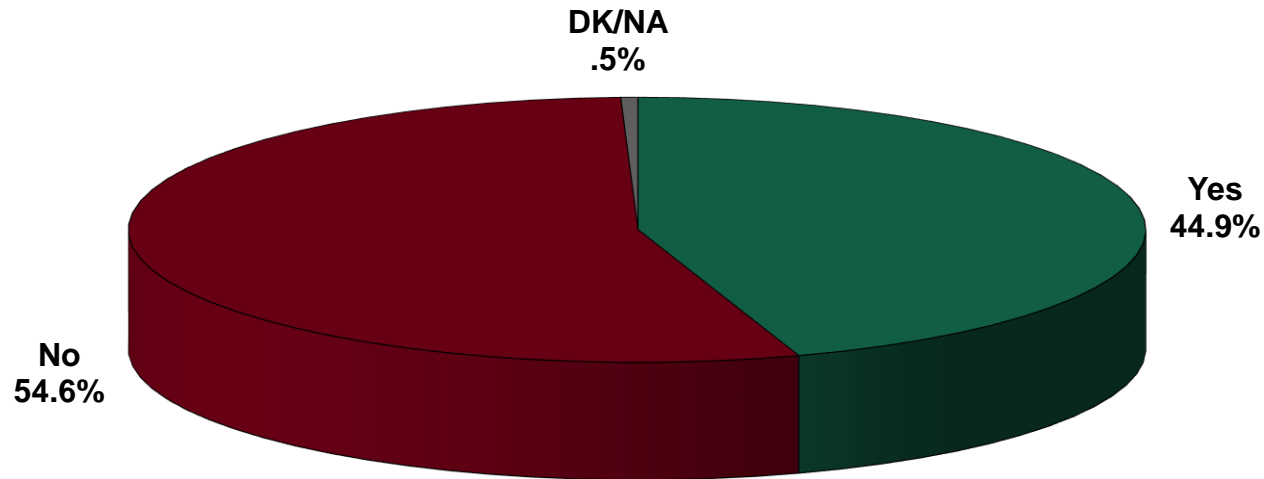
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Civic Center, Including City Hall, The Library,
Community Hall and Library Field

Q8: Visited the Civic Center in the Past Year (n=403)

The next section of the survey probed the residents' use of the Civic Center (including City Hall, Library, Community Hall and Library Field). Slightly less than half of the residents reported visiting the Civic Center in the previous 12 months.



Q8: Visited the Civic Center in the Past Year

Gender, Age Comparisons & Parking Availability

There were no statistically significant differences between genders.

With respect to age groupings, there was a strong contrast in responses. Younger residents (ages 18 to 29) were more likely to indicate that they had not visited the Civic Center, while older residents (ages 30 and older) tended to indicate in higher levels that they had visited the Center.

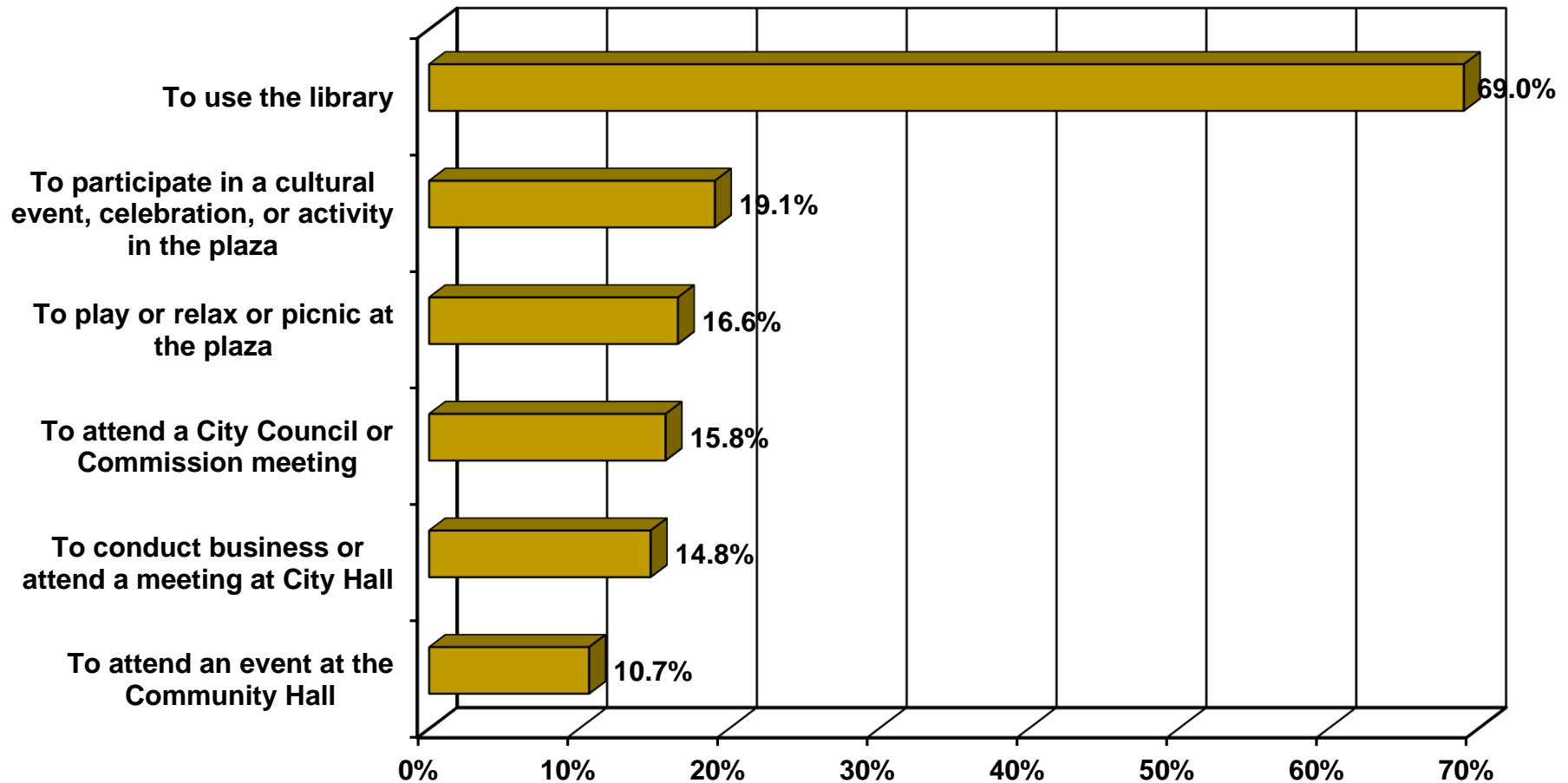
Additionally, those that indicated their visits to the Civic Center are limited by the availability of parking are far more likely to visit the Civic Center than those who indicated parking is not an issue.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	46.0%	43.8%	16.0%	47.4%	57.2%	48.7%	41.7%
No	53.5%	55.5%	84.0%	52.6%	42.5%	49.9%	57.6%
DK/NA	.4%	.6%	.0%	.0%	.3%	1.4%	.6%

Visited Civic Center	Visit to Civic Center Limited by Availability of Parking		
	Yes	No	DK/NA
Yes	68.5%	39.4%	17.8%
No	31.3%	60.2%	80.1%
DK/NA	.3%	.4%	2.1%

Q9: Reasons for Visiting the Civic Center (n=181)

The residents who indicated they had visited the Civic Center were then queried about the reasons for their visit, the most popular response was “To use the library,” with 69 percent mentions. All other reasons ranged between 10 and 20 percent mentions.



Q9: Reasons for Visiting the Civic Center

Gender and Age Comparisons

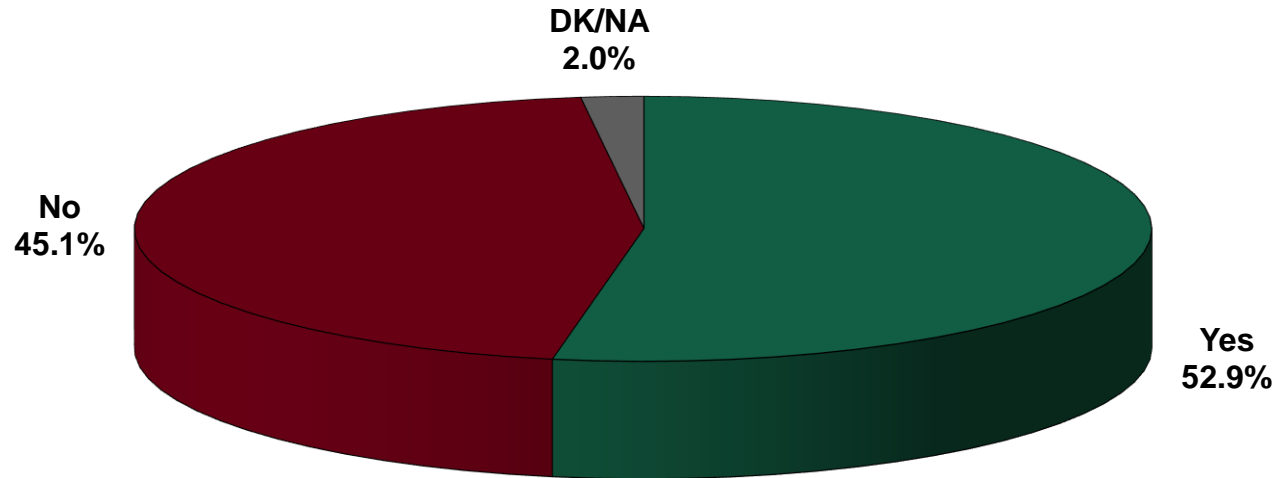
When examined in terms of gender differences, women were more likely to report that they visited the Civic Center “To conduct business or attend a meeting at City Hall” and “To participate in a cultural event, celebration, or activity in the plaza.”

There were no statistically significant differences among the age groupings.

n=181	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
To use the library	65.0%	73.1%	71.0%	71.9%	70.7%	61.6%	72.0%
To attend a City Council or Commission meeting	15.5%	16.0%	12.8%	12.5%	12.8%	20.2%	17.0%
To attend an event at the Community Hall	9.6%	11.7%	18.5%	.0%	7.2%	18.9%	13.2%
To conduct business or attend a meeting at City Hall	8.6%	20.9%	14.6%	12.4%	16.7%	13.7%	17.6%
To participate in a cultural event, celebration, or activity in the plaza	11.1%	27.1%	22.0%	23.0%	11.9%	27.3%	14.0%
To play or relax or picnic at the plaza	19.3%	13.9%	34.5%	7.4%	18.1%	21.8%	11.3%

Q10: Visited Library Field in the Past Year (n=403)

The residents were next asked to indicate whether they had visited Library Field in the past 12 months. The results were split almost evenly with slightly more than half reporting they had visited Library Field, and slightly less than half saying they had not.



Q10: Visited Library Field in the Past Year

Gender and Age Comparisons and Parking Availability

In terms of gender, there were no significant differences in opinion expressed between men and women.

An examination of age groupings reveals that younger residents (ages 30 to 49) were more likely to say they had visited Library Field in the last year, whereas older residents (ages 50 and older) tended to indicate at higher levels that they had not.

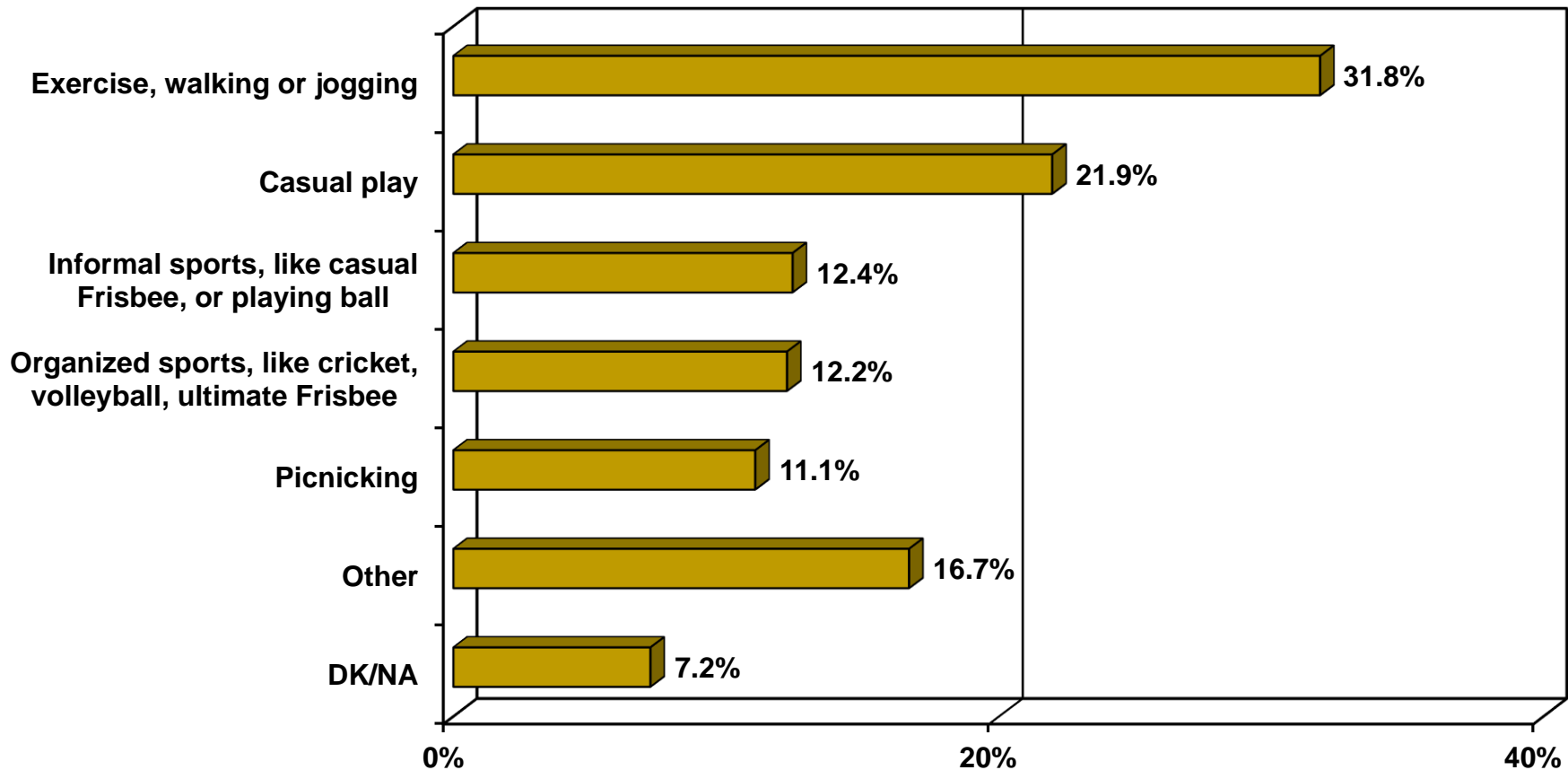
Additionally, those who indicated their visit to the Civic Center was limited by the availability of parking were numerically, but not statistically significant, more likely to visit Library Field than those who did not indicate parking limited their visits to the Civic Center.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	54.6%	51.2%	55.2%	64.7%	65.7%	46.2%	31.2%
No	43.3%	46.9%	44.8%	35.3%	30.0%	51.8%	66.0%
DK/NA	2.2%	1.8%	.0%	.0%	4.2%	2.0%	2.8%

Visited Library Field	Visit to Civic Center Limited by Availability of Parking		
	Yes	No	DK/NA
Yes	59.5%	50.2%	54.6%
No	38.5%	47.6%	45.4%
DK/NA	2.0%	2.2%	.0%

Q11: Reasons for Visiting Library Field (n=213)

When Cupertino residents who had said they visited Library Field in the past year were asked their reasons for the visit, the most frequently mentioned response was “Exercise, walking or jogging” at 31.8 percent. “Casual play” was the next most popular reason at 21.9 percent. The remaining top tier of reasons garnered slightly more than 10 percent mentions.



Q11: Reasons for Visiting Library Field

Gender and Age Comparisons

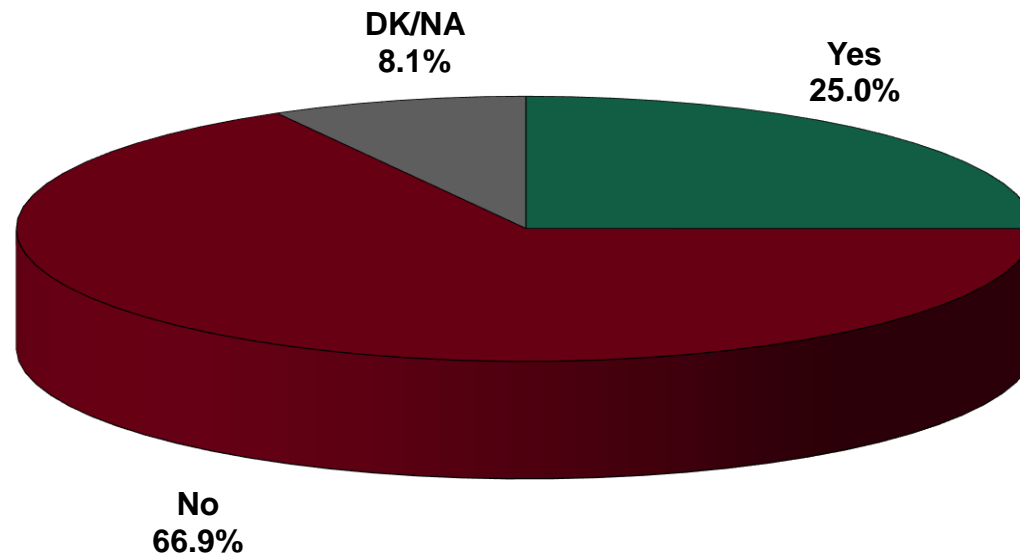
Men tended state at higher levels that they visited Library Field for “Informal sports, like casual Frisbee, or playing ball.”

There were no statistically significant differences in response among the different age groupings.

n=213	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Organized sports, like cricket, volleyball, ultimate Frisbee	10.8%	13.7%	11.1%	14.5%	12.2%	9.2%	12.7%
Informal sports, like casual Frisbee, or playing ball	17.1%	7.7%	24.6%	6.1%	13.6%	15.1%	.0%
Picnicking	10.1%	12.1%	10.6%	6.8%	9.9%	14.5%	18.0%
Exercise, walking or jogging	33.2%	30.3%	24.9%	40.9%	22.8%	39.2%	33.7%
Casual play	26.6%	17.2%	31.2%	19.3%	19.3%	25.8%	15.2%
Other	10.7%	22.9%	25.7%	23.6%	12.9%	6.7%	24.4%
DK/NA	2.9%	11.6%	2.6%	2.3%	14.6%	5.9%	2.0%

Q12: Visits to Civic Center Limited by Difficulty Finding Parking (n=403)

Next, the residents were asked if their desire to visit the Civic Center was hampered by a difficulty finding parking. Only one quarter of the residents indicated that parking was a barrier to visiting the Center, whereas two thirds said it was not.



Q12: Visits to Civic Center Limited by Difficulty Finding Parking

Gender and Age Comparisons

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

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	23.8%	26.2%	18.4%	22.3%	28.6%	27.5%	21.8%
No	70.8%	63.1%	72.9%	72.9%	65.8%	61.1%	68.5%
DK/NA	5.4%	10.7%	8.7%	4.8%	5.5%	11.4%	9.7%



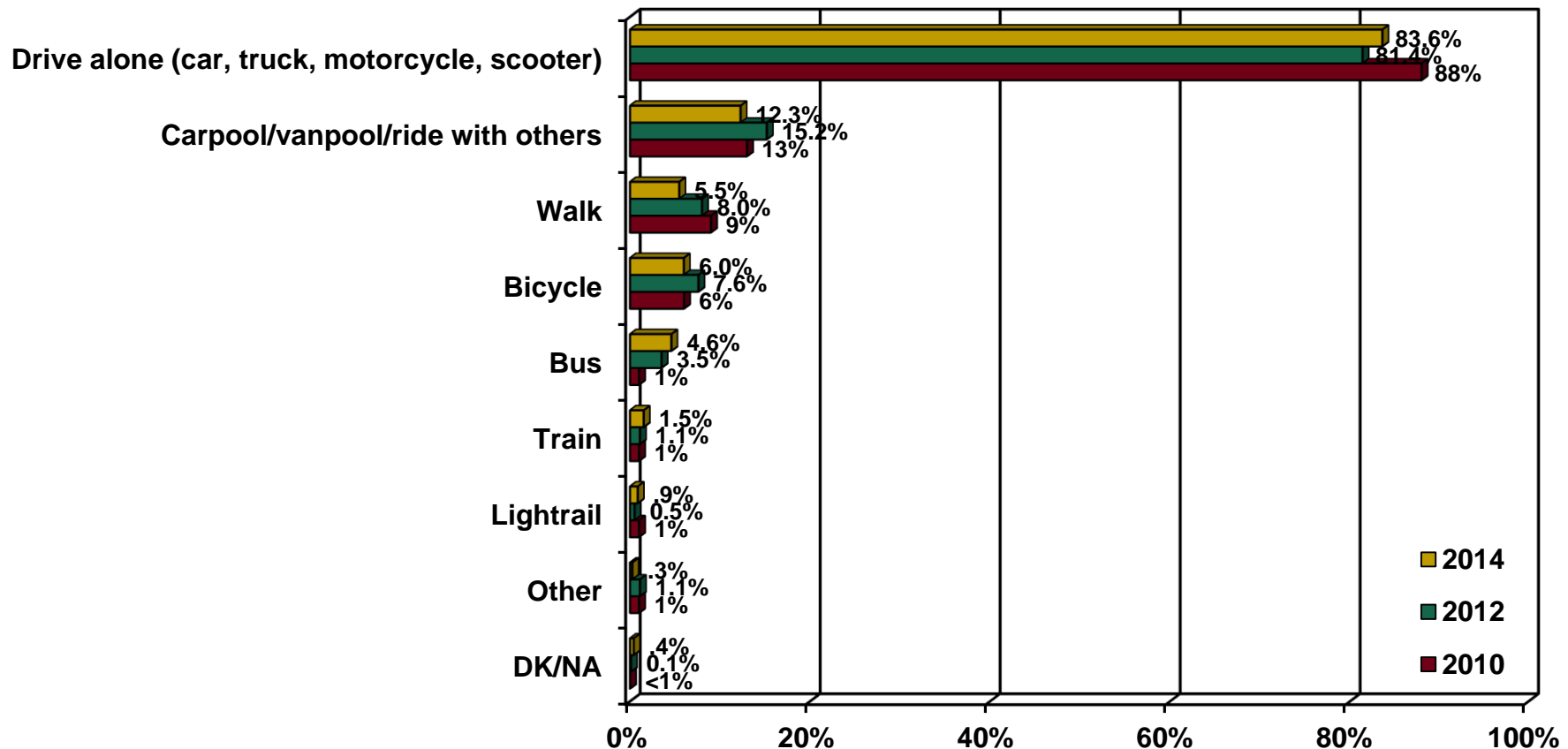
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Transportation Choices

Q13: Daily Commuting Choices

This portion of the survey was designed to learn about residents' transportation behavior for the City to identify potential ways to address traffic congestion and pollution-related issues. When compared with the 2012 results, we find small but statistically insignificant changes from previous results, and again see that the overwhelming majority of Cupertino residents continue to drive alone for their daily commute. Also, fewer than six percent of residents reported using alternative transportation methods such as walking, bicycle, and public transportation.



Q13: Daily Commuting Choices

Gender and Age Comparisons

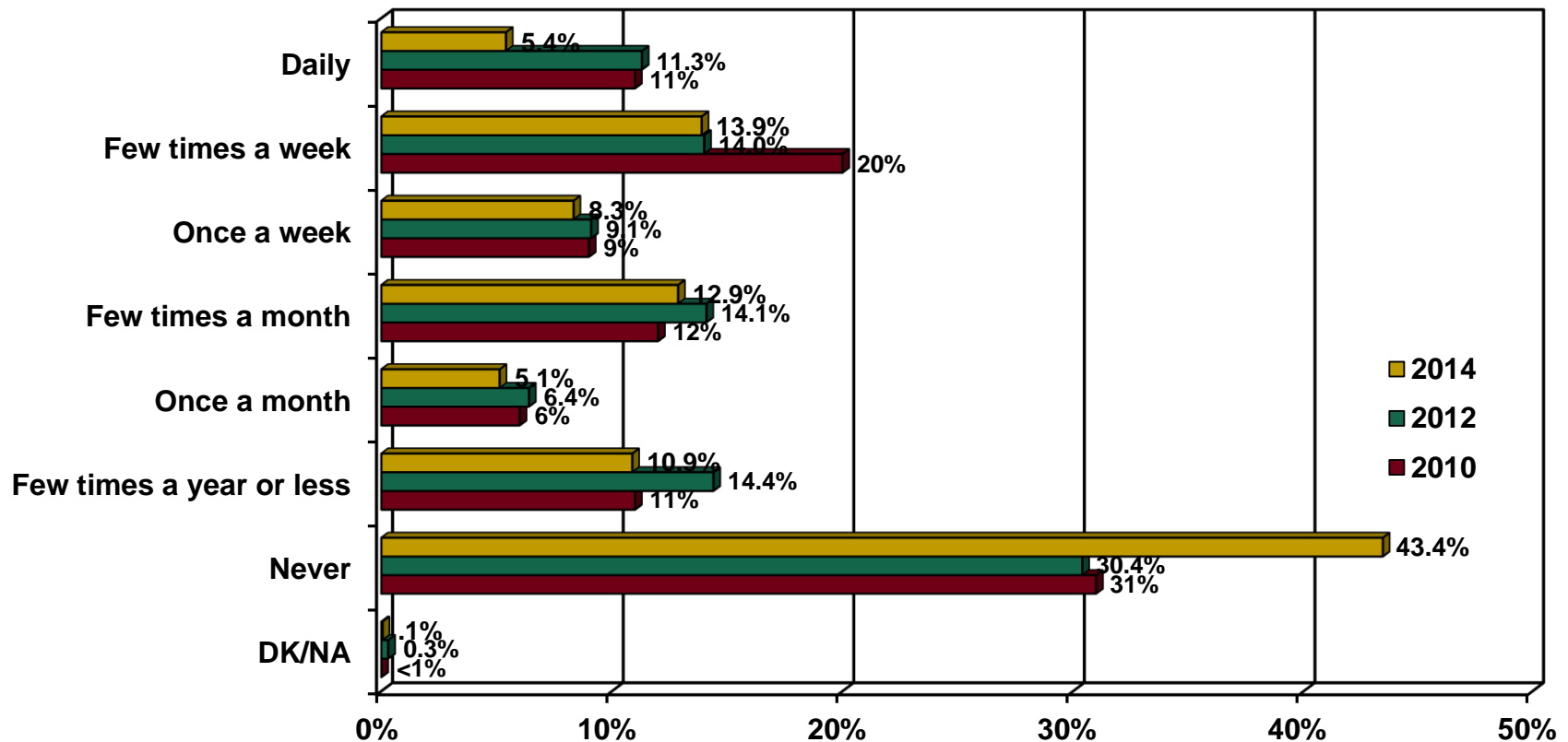
There were no significant differences in response between men and women.

In terms of age groups, the youngest group (18 to 29) were more likely to say that they use a bike or bus to commute, while those ages 30 to 64 indicated at higher levels that they choose to drive alone.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Bicycle	6.8%	5.1%	16.0%	5.9%	1.9%	7.6%	1.4%
Bus	3.7%	5.5%	11.6%	.0%	1.0%	3.5%	9.8%
Carpool/vanpool/ride with others	13.2%	11.4%	20.6%	6.7%	8.3%	11.3%	18.4%
Drive alone (car, truck, motorcycle, scooter)	84.0%	83.2%	76.2%	93.7%	87.7%	88.0%	67.9%
Lightrail	.3%	1.3%	.9%	.0%	1.3%	1.6%	.0%
Train	2.3%	.8%	2.9%	.0%	4.5%	.2%	.0%
Walk	4.5%	6.4%	5.0%	3.5%	4.4%	7.6%	5.4%
Other	.0%	.5%	.0%	.0%	.0%	.0%	1.6%
DK/NA	.3%	.5%	.0%	.0%	.0%	.0%	1.6%

Q14: Use of Alternative Transportation

Next, the residents were asked to indicate how often they used alternative transportation (walking, biking and public transit) in the last year for trips within the City. When compared with 2012 results, there is a small decrease in the number of residents, but not statistically significant, who reported using alternative transportation on a daily basis (5.4 percent in 2014 vs. 11.3 percent in 2012), and a large increase in those who say they never use alternate transit methods (43.4 percent in 2014 vs. 30.4 percent in 2012). There were small but statistically insignificant decreases seen for 2014 in all time periods tested for this question.



Q14: Use of Alternative Transportation

Gender and Age Comparisons

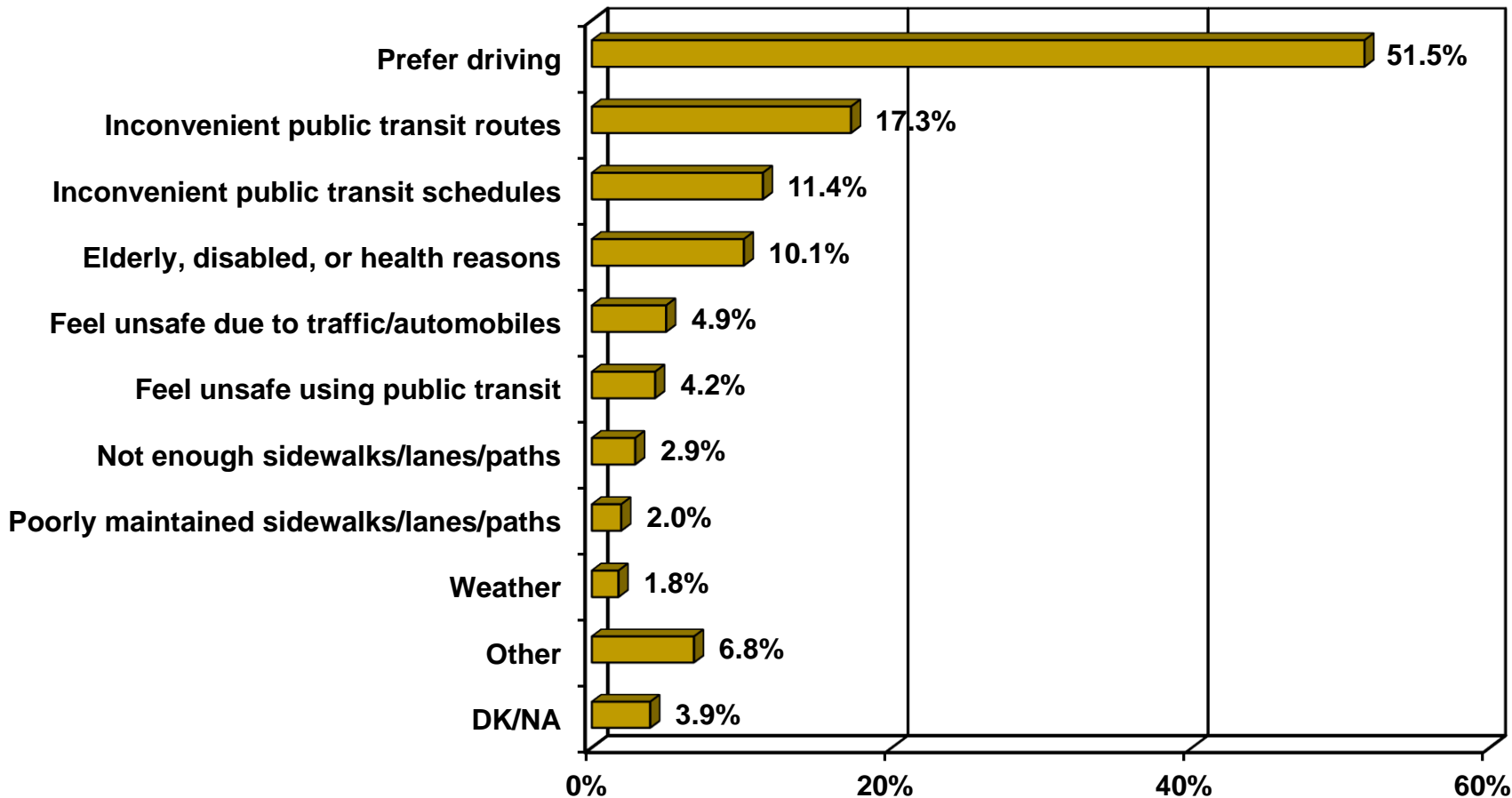
Men tended to respond more frequently that they use alternative transportation a few times a month.

In terms of age groupings, the 18-to-29-year-olds were more likely to state that they use alternative transportation a few times a month. Those residents ages 40 to 49 and 65 and older tended to report at higher levels that they never use alternative transportation methods.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Daily	4.1%	6.7%	9.3%	5.9%	.0%	7.1%	5.8%
Few times a week	15.4%	12.5%	20.4%	18.8%	10.8%	9.2%	13.4%
Once a week	7.7%	8.9%	1.5%	10.3%	10.5%	11.8%	3.9%
Few times a month	18.8%	7.2%	22.3%	5.0%	12.9%	14.7%	11.5%
Once a month	3.0%	7.2%	7.4%	7.8%	4.3%	3.7%	3.7%
Few times a year or less	11.2%	10.5%	16.3%	8.2%	12.1%	9.8%	10.1%
Never	39.7%	47.0%	22.9%	44.0%	49.3%	43.6%	51.3%
DK/NA	.1%	.0%	.0%	.0%	.0%	.0%	.3%

Q15: Reasons for Not Using Alternative Transportation (n=381)

When asked what prevents them from using alternative transportation methods, the residents most frequently mentioned that they prefer driving at 51.5 percent. The next most popular responses, although with far fewer mentions, were “Inconvenient public transit routes” and “Inconvenient public transit schedules.” All other reasons garnered fewer than five percent mentions.



Q15: Reasons for Not Using Alternative Transportation

Gender and Age Comparisons

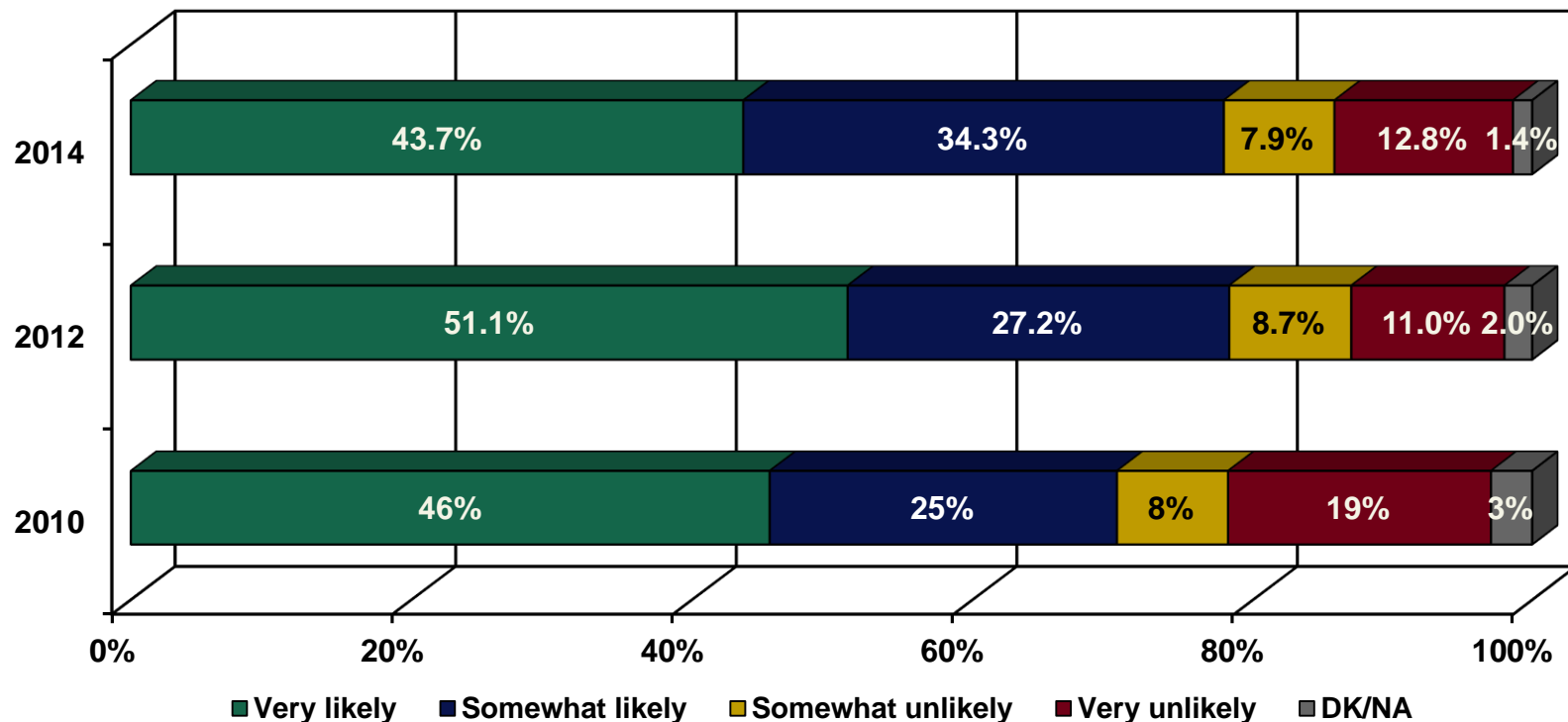
When analyzed in light of gender differences, women tended to indicate at higher levels that they did not use alternative transportation for the reason “Elderly, disabled, or health reasons.”

With respect to age groupings, residents ages 65 and older tended to cite “Elderly, disabled, or health reasons” more frequently than the other age groups. The 50-to-64-year-olds were more likely to indicate that they prefer driving.

n=381	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Elderly, disabled, or health reasons	6.0%	14.2%	.0%	7.9%	.0%	5.7%	40.4%
Feel unsafe due to traffic/automobiles	4.8%	5.1%	5.4%	8.6%	7.1%	2.0%	2.2%
Feel unsafe using public transit	4.4%	4.0%	.0%	2.6%	10.6%	3.0%	1.7%
Inconvenient public transit routes	16.4%	18.1%	11.1%	7.9%	24.7%	18.2%	20.4%
Inconvenient public transit schedules	10.1%	12.7%	4.4%	7.9%	14.9%	12.6%	14.4%
Not enough sidewalks/lanes/paths	4.5%	1.3%	3.5%	.9%	5.6%	1.4%	3.0%
Poorly maintained sidewalks/lanes/paths	1.8%	2.1%	1.6%	2.1%	1.6%	2.6%	.3%
Prefer driving	49.6%	53.4%	57.6%	57.5%	41.8%	62.3%	38.5%
Weather	3.6%	.0%	3.8%	4.2%	1.8%	.2%	.0%
Other	6.4%	7.1%	3.6%	6.3%	10.9%	8.7%	1.2%
DK/NA	5.5%	2.3%	17.4%	2.1%	2.4%	1.0%	2.0%

Q16: Likely Use of Additional Paths and Roads

Next, the respondents were asked what the likelihood was that they would use a planned network of paths and roads designed to encourage walking, biking or rollerblading. Comparing 2014 results with 2012, the current survey results show a slight decrease (7.4 percent) in those who said they were very likely to use this resource, and a corresponding increase (7.1 percent) in those who were “Somewhat likely” to use this resource. Even with this shift, nearly 4 out of 5 residents stated they are “Very” or “Somewhat likely” to use these additional paths and roads, in contrast with 20.7 percent who stated they are not likely to use these for their trips within Cupertino.



Q16: Likely Use of Additional Paths and Roads

Gender and Age Comparisons

Women were more likely to say that it was very unlikely that they would use this network.

The 30-to-39-year-olds tended to more frequently say that it was somewhat unlikely they would use this network of paths and roads, and those ages 65 and older tended to indicate at higher levels that they were very unlikely to use this resource. On the positive side, residents ages 40 to 64 were more likely to state that they were somewhat more likely to use this network.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Very likely	45.9%	41.5%	62.1%	45.0%	40.8%	41.1%	35.7%
Somewhat likely	38.1%	30.6%	15.5%	34.3%	44.8%	40.2%	26.0%
Somewhat unlikely	6.6%	9.1%	7.8%	15.3%	8.5%	1.3%	10.2%
Very unlikely	8.8%	16.6%	14.6%	5.4%	5.8%	15.6%	23.5%
DK/NA	.6%	2.1%	.0%	.0%	.0%	1.9%	4.6%

Q16: Likely Use of Additional Paths and Roads Ethnicity Comparisons

Caucasians and residents of Chinese descent were significantly less likely to use this network of additional roads and paths, when compared with Indian residents.

n=403	Caucasian	Chinese	Asian Indian
Very likely	39.3%	45.2%	56.4%
Somewhat likely	32.3%	31.2%	32.6%
Somewhat unlikely	6.8%	8.6%	9.9%
Very unlikely	18.3%	15.0%	1.1%
DK/NA	3.2%	.0%	.0%



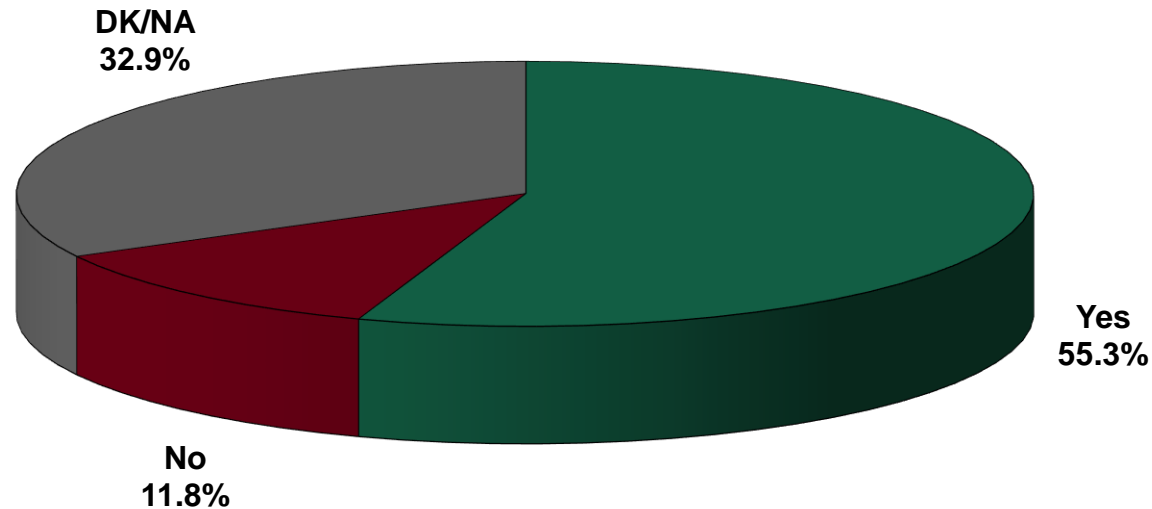
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Public Works

Q17: City Doing a Good Job Preventing Pollution in Creeks (n=403)

The next section of the survey asked residents for their opinion on a number of public works issues. The first question asked whether the respondents felt the City of Cupertino was doing a good job of preventing pollution in four creeks within the City. More than half of the residents indicated that they did feel the City was doing a good job, while slightly more than one in ten said “No” in answer to this question. Nearly a third of residents surveyed either did not know or had no answer for this question.



Q17: City Doing a Good Job Preventing Pollution in Creeks

Gender and Age Comparisons

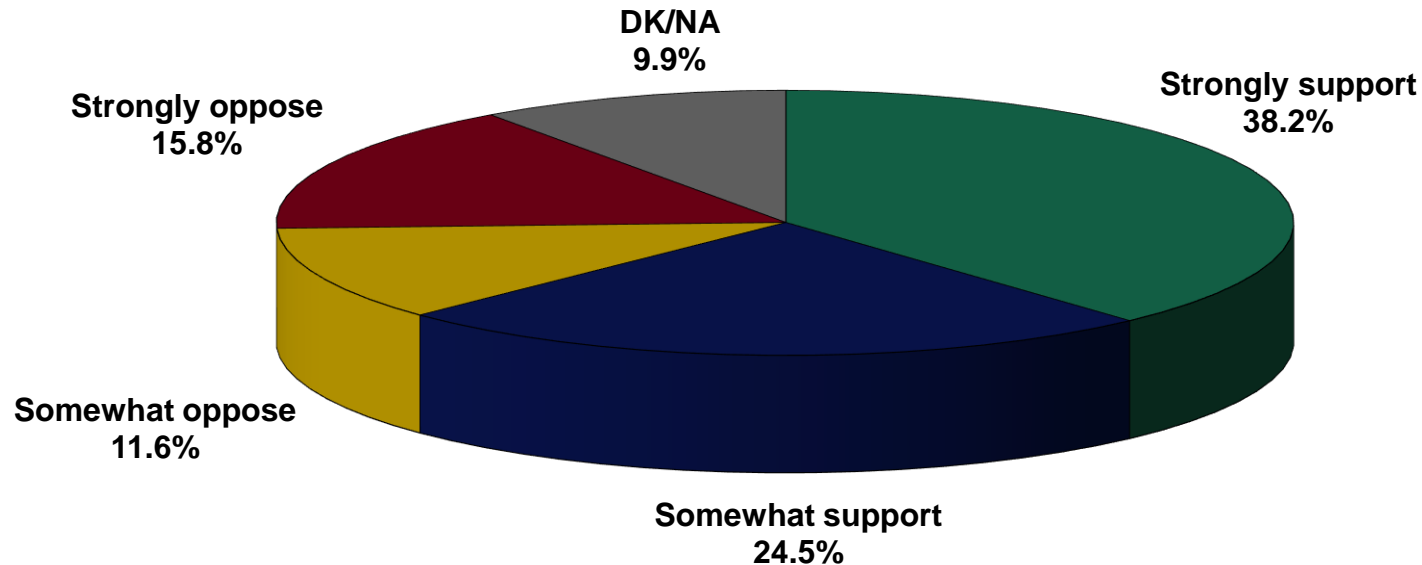
Men had a higher tendency to state that they did not feel the City was doing a good job in preventing pollution to the City's four creeks.

There were no statistically significant difference in responses among the different age groups.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	51.8%	58.7%	54.0%	57.1%	48.8%	56.0%	60.4%
No	15.0%	8.7%	18.4%	14.5%	10.9%	8.2%	11.6%
DK/NA	33.2%	32.6%	27.6%	28.4%	40.3%	35.8%	28.1%

Q18: Support for Storm Water Fee Increase of \$12 per Year (n=403)

Next, the residents were asked if they would support an increase to the storm water fee to improve water quality of their local creeks and continue the City's creek education programs. Overall support was at 62.7 percent ("Strongly support" 38.2%, "Somewhat support" 24.5 percent), while total opposition was at 27.4 percent ("Strongly oppose" 15.8 percent, "Somewhat oppose" 11.6 percent). Nearly one in ten residents either did not know or had no response for this question. Support among homeowners was 62.3 percent with 28.3 opposed.



Homeowners

Support – 62.3%

Oppose – 28.3%

DK – 9.4%

Q18: Support for Storm Water Fee Increase of \$12 per Year

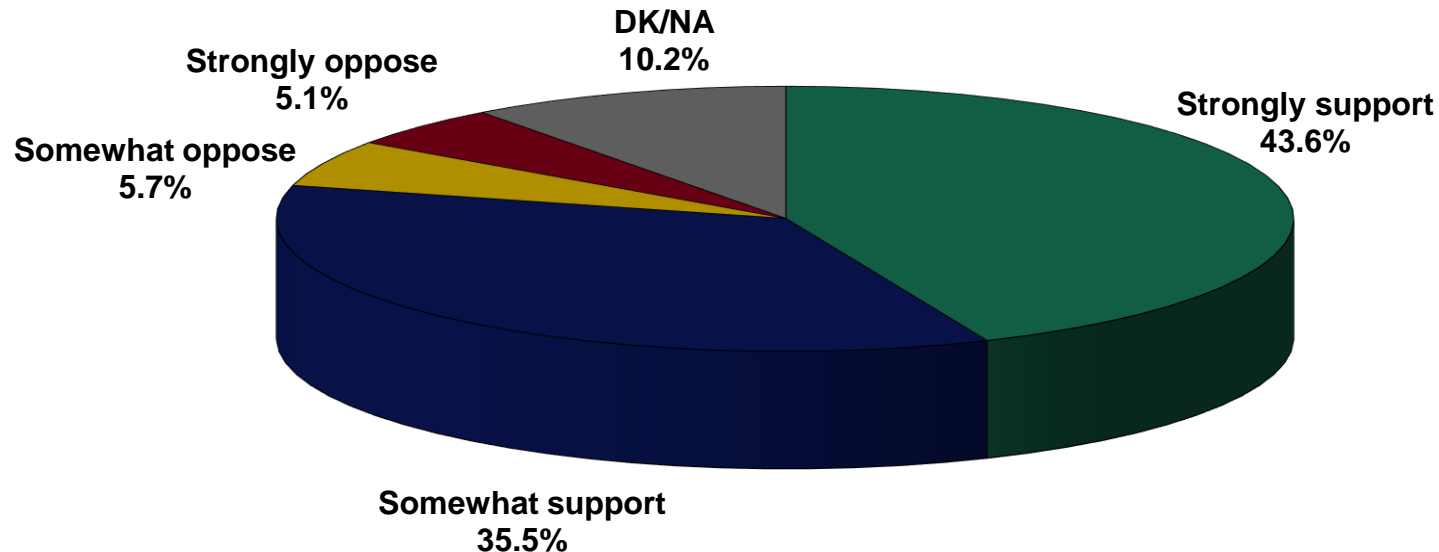
Gender and Age Comparisons

There were no statistically significant difference in response between genders or among the different age groups.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Strongly support	39.1%	37.4%	32.4%	49.6%	36.2%	38.1%	35.7%
Somewhat support	26.3%	22.8%	23.2%	28.9%	22.1%	27.5%	19.9%
Somewhat oppose	12.0%	11.2%	14.4%	8.2%	16.1%	10.8%	7.6%
Strongly oppose	15.3%	16.4%	15.7%	7.9%	17.7%	17.4%	16.4%
DK/NA	7.4%	12.2%	14.2%	5.5%	8.0%	6.2%	20.5%

Q19: Support for Storm Water Fee Without Increase (n=249)

The respondents who indicated they would “Somewhat support” the fee increase, oppose it, or did not know were asked a follow up questions of whether they would support or oppose renewing the existing fee without an increase. Total support was at 79.1 percent (“Strongly support” 43.6%, “Somewhat support” 35.5 percent), while total opposition was at 10.8 percent (“Strongly oppose” 5.1 percent, “Somewhat oppose” 5.7 percent). About one in ten residents either did not know or had no response for this question,



Homeowners

Support – 80.7%

Oppose – 9.6%

DK – 9.6%

Q19: Support for Storm Water Fee Without Increase

Gender and Age Comparisons

There were no statistically significant difference in response between genders.

The residents ages 30 to 39 were more likely to say that they “Somewhat support” the existing storm water fee without an increase.

n=249	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Strongly support	43.4%	43.7%	35.2%	37.9%	42.3%	48.6%	47.7%
Somewhat support	39.4%	31.8%	33.3%	56.5%	33.9%	38.0%	21.2%
Somewhat oppose	5.5%	5.8%	8.3%	.0%	12.6%	1.5%	5.4%
Strongly oppose	2.4%	7.6%	5.6%	3.0%	3.9%	4.4%	7.5%
DK/NA	9.3%	11.1%	17.6%	2.6%	7.3%	7.6%	18.2%

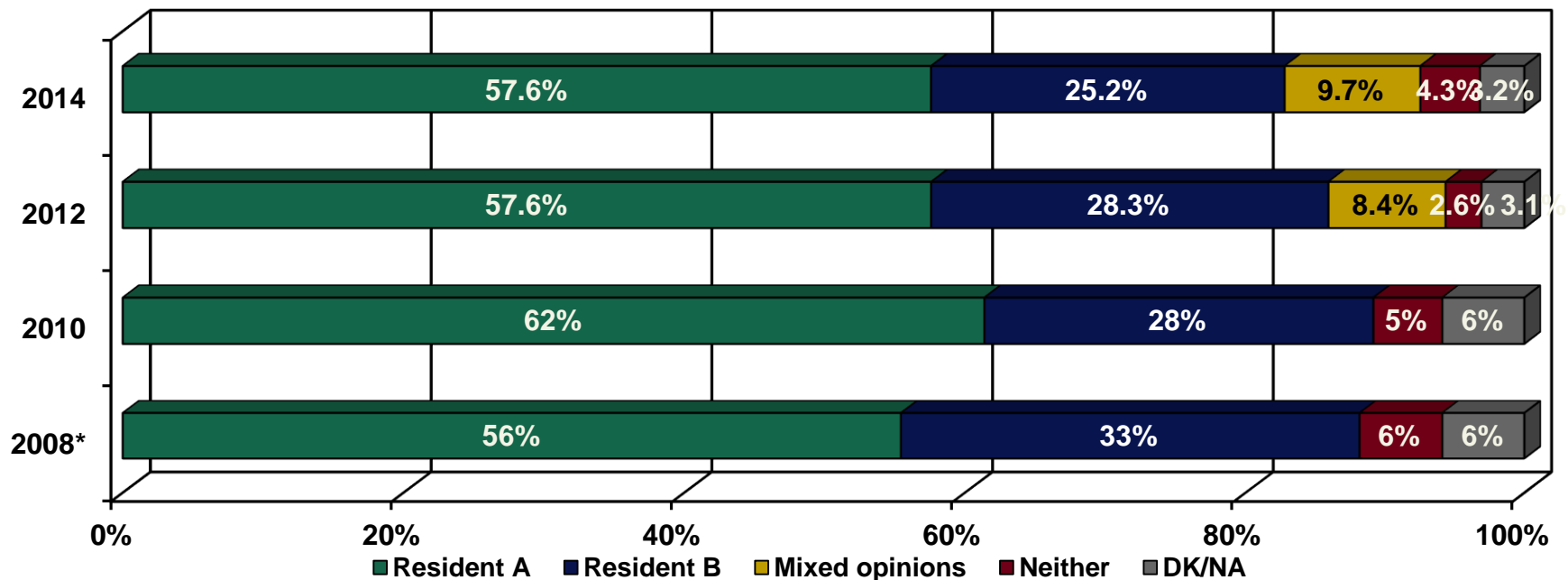
Q20: Cell Phone Antenna Installation

Next, respondents were read the opinions of two Cupertino residents – A and B (presented below), and asked which their opinion was more like. The 2014 results are nearly identical to 2012 results, with almost 3 out of 5 residents indicating unobstructed wireless coverage for phone and data was more important. About one quarter of residents (25.2 percent) said they were more concerned about public exposure to radio frequency waves.

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

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

* Different wording used in the 2008 survey..



Q20: Cell Phone Antenna Installation

Gender and Age Comparisons

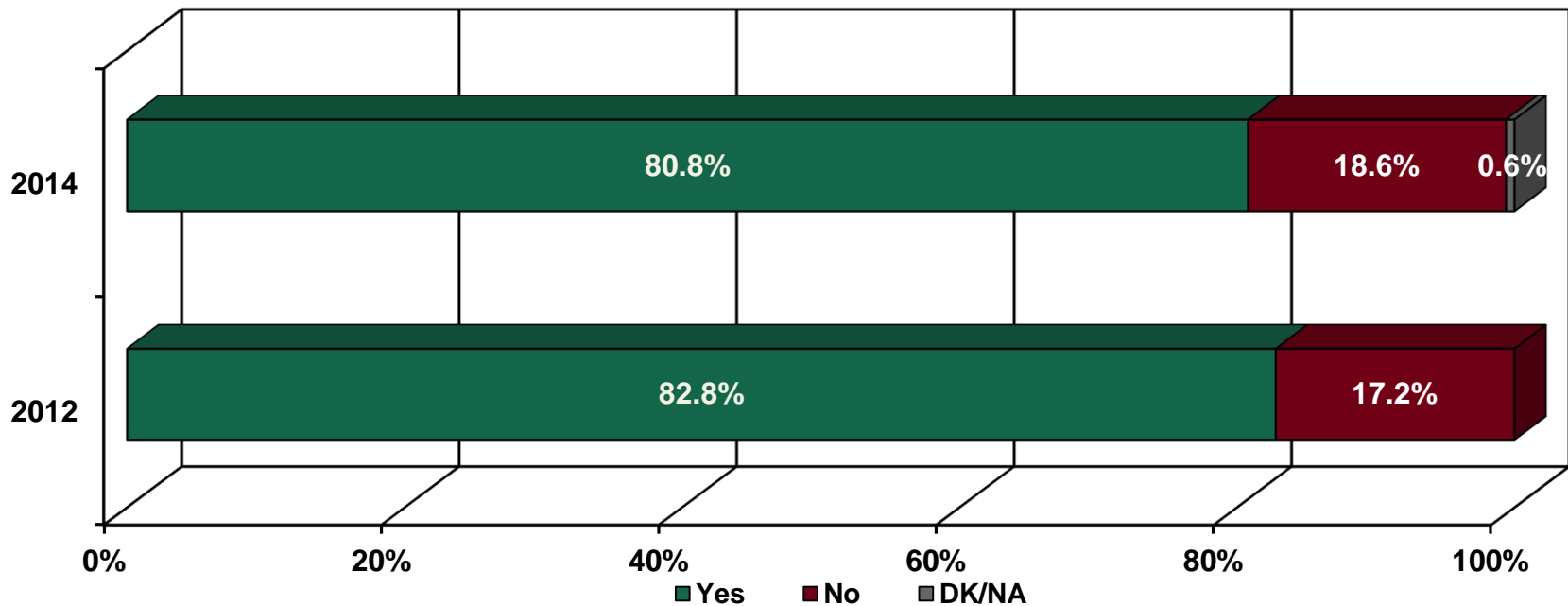
There were no statistically significant differences in response between genders.

When examined in terms of age group differences, residents ages 30 to 39 more frequently preferred the opinion of Resident A, whereas the 40-to-49-year-olds were more likely to prefer the opinion of Resident B.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Resident A	57.1%	58.0%	55.6%	75.2%	43.9%	56.5%	62.0%
Resident B	26.4%	24.0%	29.6%	11.8%	37.5%	23.6%	21.1%
Mixed opinions	11.3%	8.2%	6.4%	7.5%	14.2%	11.3%	6.6%
Neither	2.3%	6.2%	5.0%	5.5%	3.4%	3.6%	5.4%
DK/NA	2.9%	3.5%	3.4%	.0%	1.0%	5.0%	4.9%

Q21: Traditional Land-line Phone in Household

Results are largely the same between the 2014 and 2012 surveys. Approximately four out of five residents reported that they have a land-line phone in their household, with nearly one in five indicating they do not.



Q21: Traditional Land-line Phone in Household

Gender and Age Comparisons

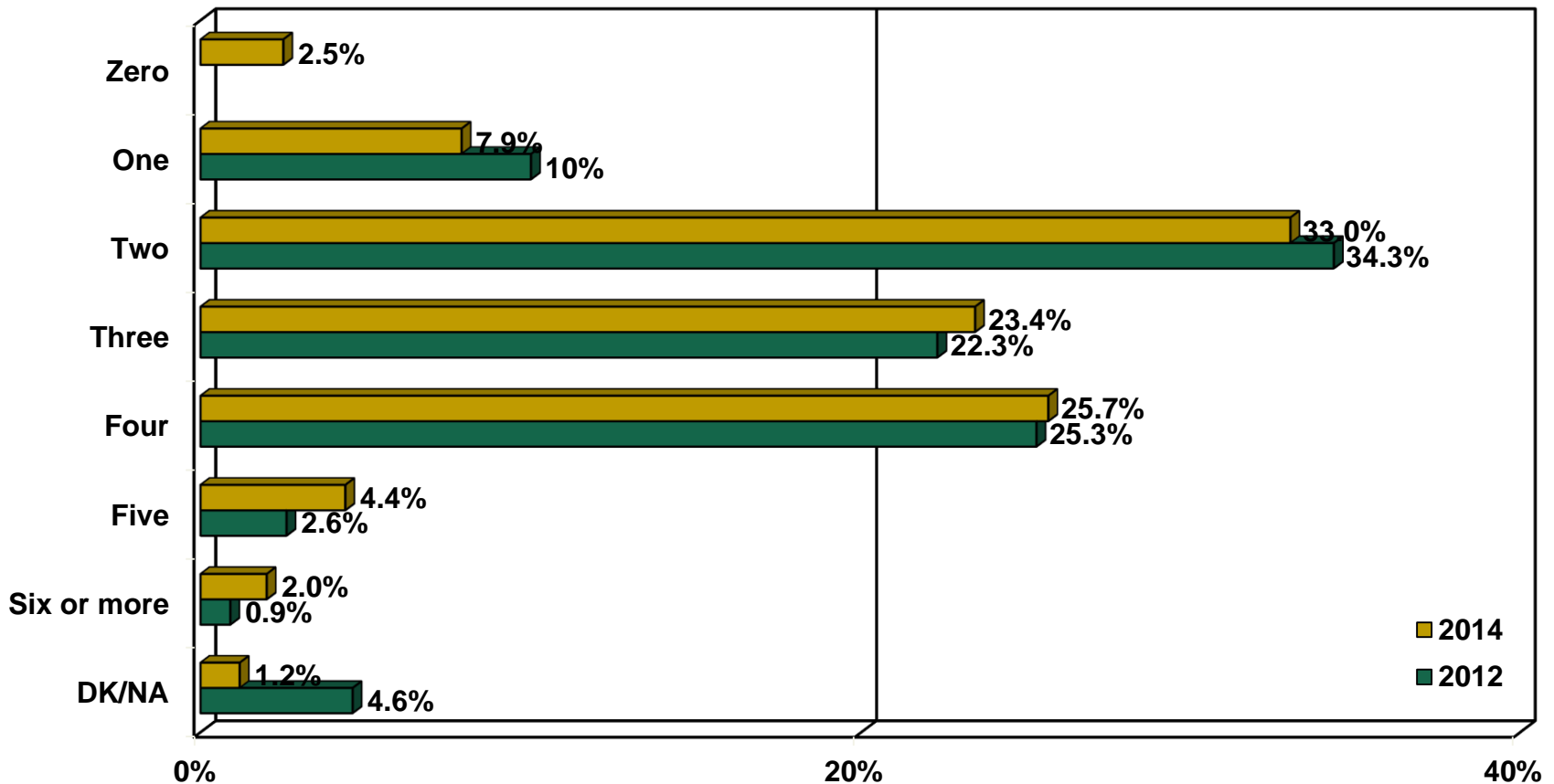
When viewed in terms of gender, women were more likely to state that they had a land-line phone in their household while men more frequently said they did not.

Residents ages 65 and older had a higher tendency to report that they had a land-line phone, whereas the 30-to-39-year-olds had a higher likelihood to say they did not.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	76.6%	84.8%	75.9%	68.1%	79.7%	84.2%	93.4%
No	23.3%	14.2%	20.3%	31.9%	20.3%	15.8%	6.3%
DK/NA	.1%	1.0%	3.8%	.0%	.0%	.0%	.3%

Q22: Persons in Household Who Have a Cell Phone

With results in the current survey similar to the 2012 results, the overwhelming majority of households include more than one person having a cell phone. In total, 88.5 percent of respondents stated that their households included more than one person in the residence with a cell phone. Less than ten percent of residents indicated that just one person in their household had a cell phone.



Q22: Persons in Household Who Have a Cell Phone

Gender and Age Comparisons

Women had a higher tendency over men to indicate that they did not have a cell phone in their household.

Residents ages 65 and older were more likely to say that they either did not have a cell phone, or had one cell phone in their household. Residents ages 30 to 49 and 65 and older more frequently reported that they had two cell phones in their household. The 40-to-49-year-olds had a higher likelihood of saying that they have three cell phones in their household, while residents ages 18 to 29 and 50 to 64 more often indicated that their household has four cell phones.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Zero	.6%	4.3%	.0%	.0%	.0%	1.4%	12.2%
One	6.1%	9.7%	4.3%	8.8%	1.8%	2.8%	23.7%
Two	31.3%	34.6%	6.5%	51.2%	38.6%	25.4%	40.2%
Three	24.7%	22.3%	18.8%	22.3%	36.9%	24.8%	8.7%
Four	28.9%	22.6%	48.3%	14.7%	17.9%	38.8%	9.6%
Five	3.9%	4.8%	7.7%	1.5%	4.6%	6.9%	.8%
Six	2.3%	.8%	11.0%	.0%	.0%	.0%	.0%
Seven	.8%	.0%	.0%	.0%	.0%	.0%	2.3%
Eight	.1%	.0%	.0%	.0%	.0%	.0%	.3%
DK/NA	1.3%	1.0%	3.4%	1.5%	.3%	.0%	2.2%

Q22: Persons in Household Who Have a Cell Phone

Ethnicity Comparisons

When analyzed in terms of ethnicity, significantly more Caucasians reported their household had only one member who had a cell phone. On the other hand, the Chinese-American residents reported the highest levels of having four persons who had a cell phone in their household.

n=403	Caucasian	Chinese	Asian Indian
Zero	5.4%	1.7%	.0%
One	20.7%	.0%	3.6%
Two	38.3%	34.5%	37.9%
Three	18.1%	23.9%	25.8%
Four	12.6%	32.5%	25.8%
Five	3.5%	4.0%	2.0%
Six or more	.2%	1.7%	4.9%
DK/NA	1.2%	1.7%	.0%



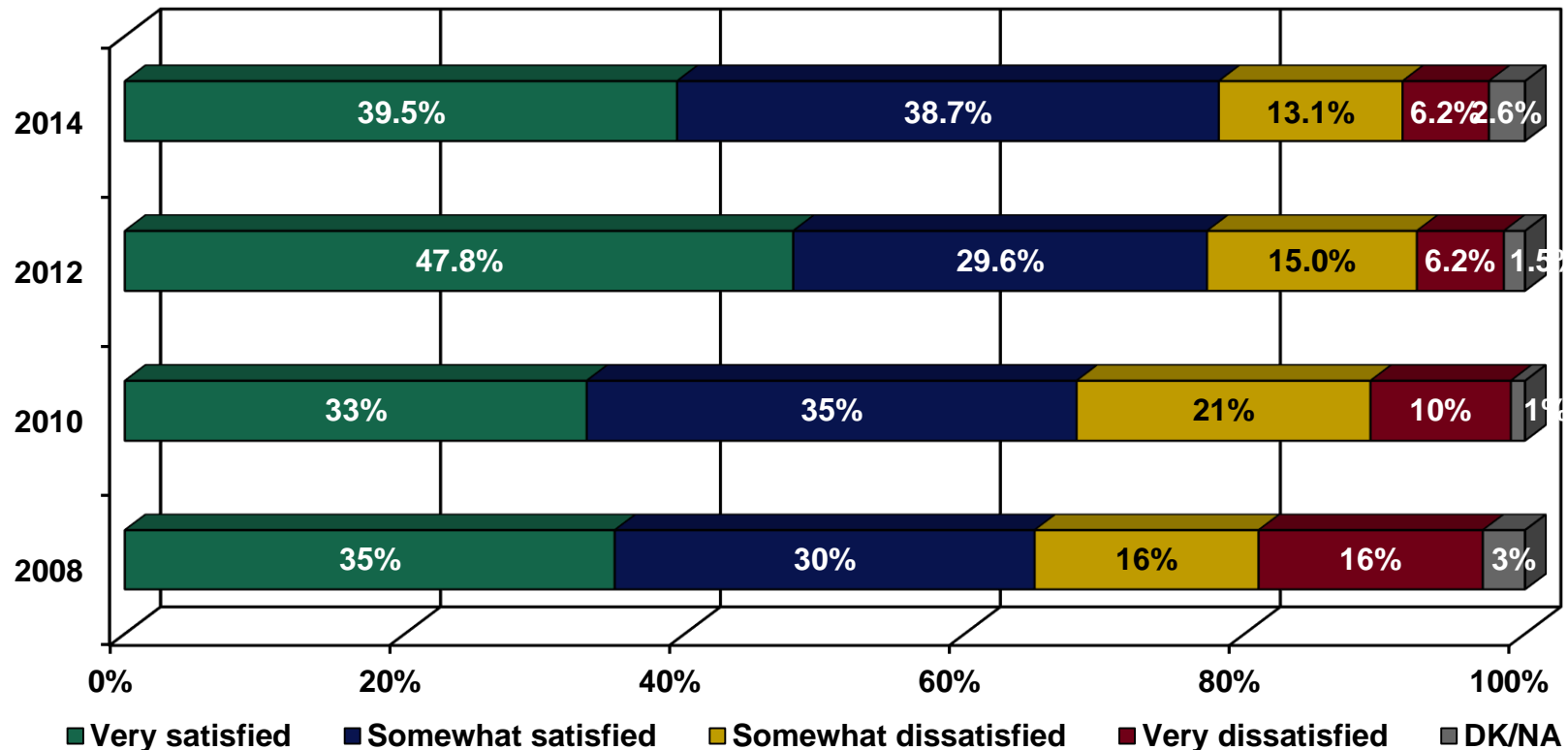
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Economic Development and Housing

Q23: Satisfaction with Shopping Environment

In the next section of the survey, the questions covered economic development and housing issues. City of Cupertino residents were asked to indicate their level of satisfaction or dissatisfaction with the shopping environment in Cupertino, in comparison to neighboring Bay Area cities. The 2014 survey results show a significant decrease in residents who are very satisfied at 39.5 percent, versus 47.8 percent in 2012. However, there was a corresponding increase in those who said they were “Somewhat satisfied” at 38.7 percent, versus 29.6 percent. Results for the “Somewhat dissatisfied,” and “Very dissatisfied” response categories remained basically the same from 2012 to the current study.



Q23: Satisfaction with Shopping Environment

Gender and Age Comparisons

There were no significant differences in response between men and women, nor among the various age groups.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Very satisfied	39.9%	39.0%	39.5%	45.5%	36.5%	36.9%	38.8%
Somewhat satisfied	39.5%	38.0%	33.8%	29.0%	44.5%	43.5%	39.1%
Somewhat dissatisfied	11.1%	15.1%	17.7%	16.9%	11.4%	9.6%	14.0%
Very dissatisfied	5.8%	6.5%	9.0%	5.9%	3.1%	9.5%	3.6%
DK/NA	3.8%	1.4%	.0%	2.7%	4.4%	.5%	4.5%

Q23: Satisfaction with Shopping Environment

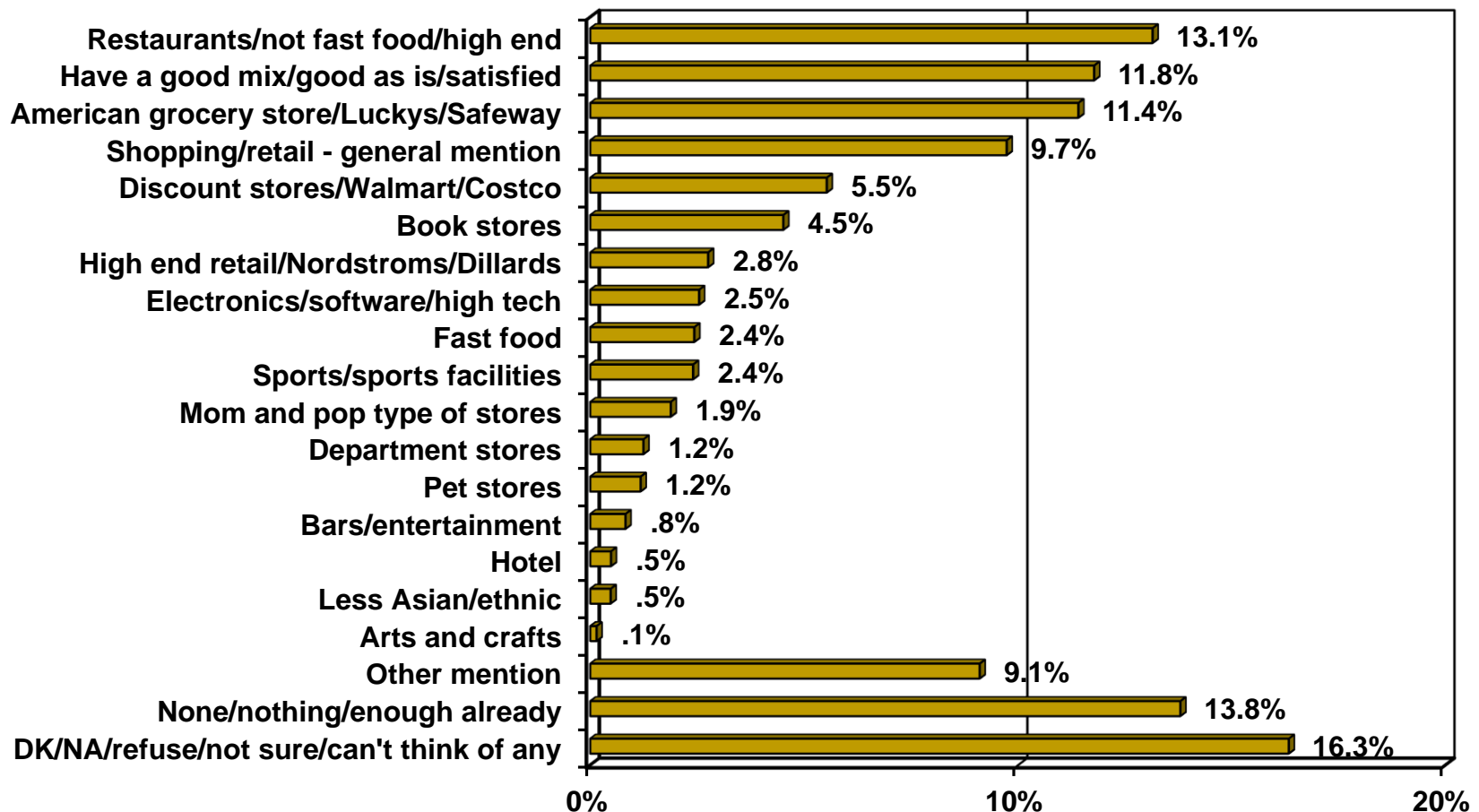
Ethnicity Comparisons

There were no statistically significant differences in response among the various ethnic groups surveyed.

n=403	Caucasian	Chinese	Asian Indian
Very satisfied	41.3%	41.4%	34.2%
Somewhat satisfied	30.3%	43.5%	39.8%
Somewhat dissatisfied	17.3%	9.7%	18.0%
Very dissatisfied	7.9%	3.3%	6.5%
DK/NA	3.2%	2.1%	1.5%

Q24: Businesses Would Like to See in Cupertino (n=403)

When asked what type of businesses the residents would like to see in the City, the top responses were “Restaurants/not fast food/high end” at 13.1 percent mentions, “Have a good mix/good as is/satisfied” at 11.8 percent, and “American grocery store/Luckys/Safeway” at 11.4 percent. All other responses garnered less than ten percent mentions. However, 13.8 percent of residents also said Cupertino has enough businesses already.



Q24: Businesses Would Like to See in Cupertino

Gender and Age Comparisons

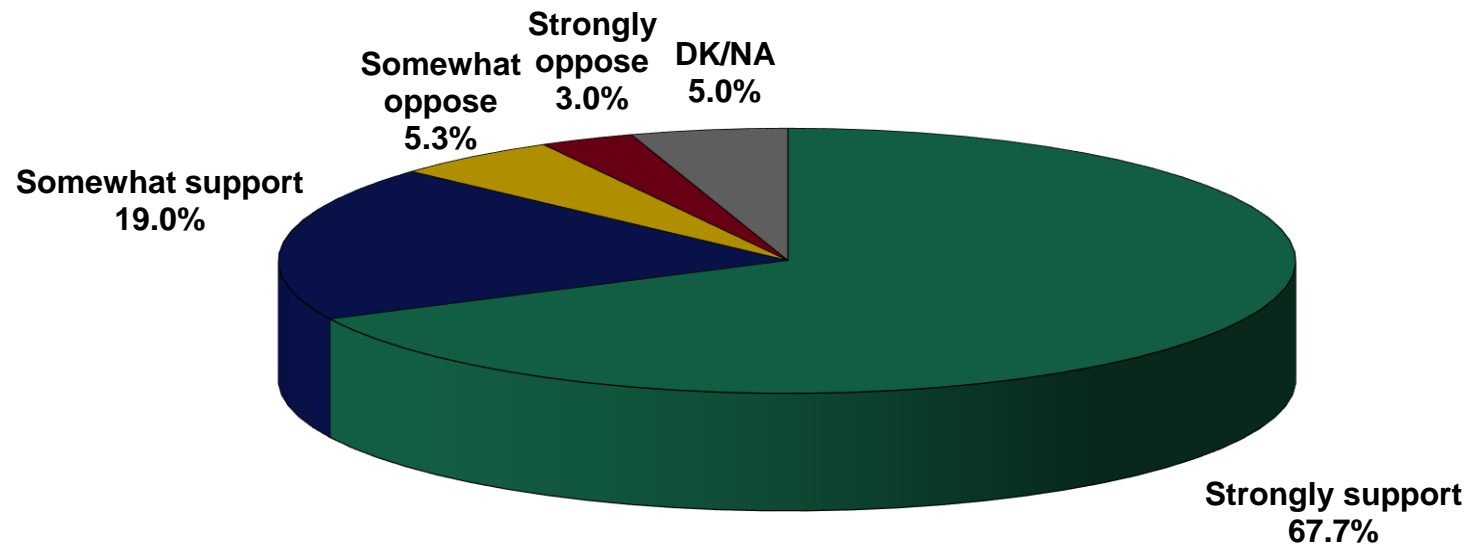
Women had a higher tendency to say that they would like to see more “Restaurants/not fast food/high end” businesses in the City.

Residents ages 18 to 29 were more likely to say they were satisfied with the current mix of businesses, while those ages 65 and older had a tendency to want American grocery stores like Luckys or Safeway.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
American grocery store/Luckys/Safeway	11.5%	11.3%	9.3%	3.1%	8.1%	13.3%	24.2%
Discount stores/Walmart/Costco	7.0%	4.1%	3.4%	5.5%	7.5%	3.7%	7.8%
High end retail/Nordstroms/Dillards	1.3%	4.1%	3.2%	3.5%	.0%	3.6%	4.4%
Restaurants/not fast food/high end	9.5%	16.6%	7.9%	16.6%	13.1%	18.6%	6.1%
Electronics/software/high tech	2.0%	3.0%	.9%	2.0%	3.9%	2.4%	2.9%
Book stores	5.8%	3.3%	.9%	5.0%	4.2%	4.6%	7.5%
Hardware stores	.1%	.0%	.0%	.0%	.0%	.2%	.0%
Mom and pop type of stores	1.4%	2.3%	1.2%	3.5%	.0%	.2%	6.3%
Sports/sports facilities	2.8%	2.0%	2.9%	.0%	5.2%	2.5%	.6%
Shopping/retail - general mention	9.8%	9.7%	5.8%	4.8%	8.2%	16.1%	10.0%
Have a good mix/good as is/satisfied	12.9%	10.7%	20.0%	8.3%	16.0%	11.5%	3.8%
Fast food	1.1%	3.7%	7.0%	5.9%	.0%	1.5%	.0%
Art's and crafts	.1%	.2%	.0%	.0%	.4%	.2%	.0%
Department stores	.0%	2.4%	2.0%	.0%	.0%	1.8%	1.6%
Pet stores	1.2%	1.1%	.0%	3.1%	1.3%	.0%	1.9%
Hotel	1.0%	.0%	.0%	.0%	1.8%	.0%	.3%
Bars/entertainment	.3%	1.3%	.0%	2.4%	.0%	.8%	1.1%
Less Asian/ethnic	.0%	.9%	.0%	.0%	.0%	.5%	.8%
Other mention	11.8%	6.5%	15.5%	12.7%	7.5%	7.0%	4.7%
None/nothing/enough already	13.0%	14.6%	5.1%	9.4%	16.9%	14.7%	19.4%
DK/NA/refuse/not sure/can't think of any	18.2%	14.5%	19.8%	28.6%	14.1%	12.3%	10.8%

Q25: Support for Revitalization of the Vallco Shopping District (n=403)

The residents were next asked to indicate whether they would support a revitalization of the Vallco Shopping District. In response, total support was 86.7 percent (“Strongly support” 67.7 percent, “Somewhat support” 19.0 percent). Total opposition was only 8.3 percent, and 5.0 percent said they either did not know or had no answer for this question.



Q25: Support for Revitalization of the Vallco Shopping District

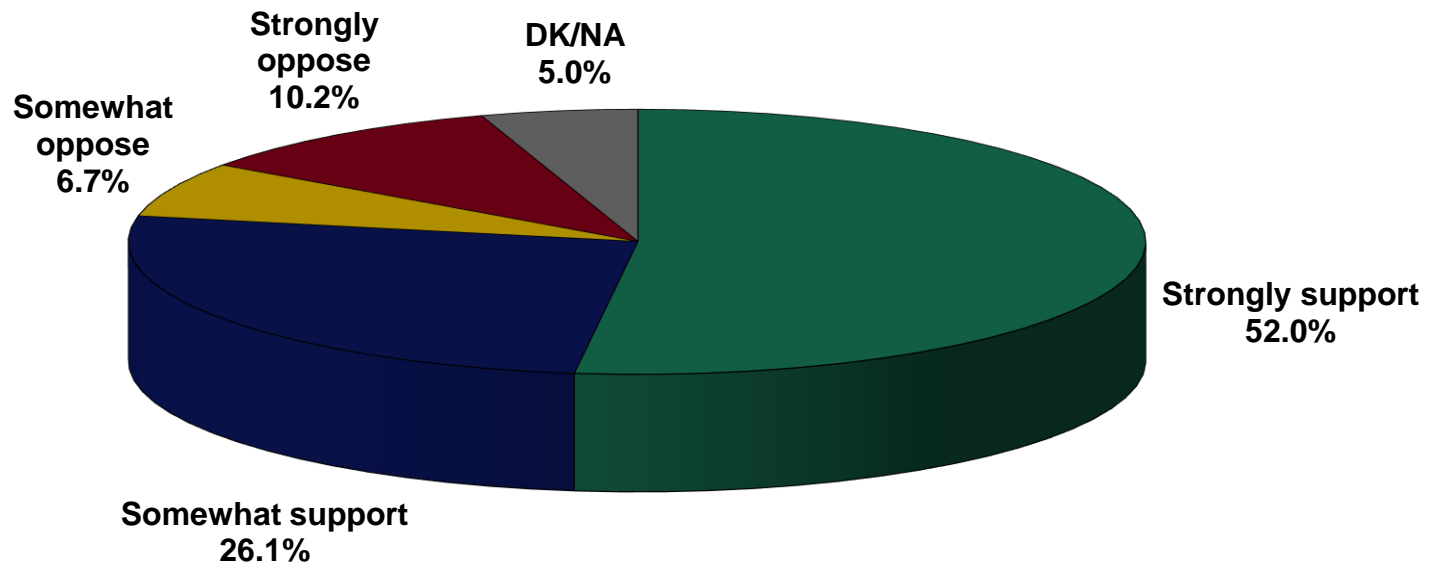
Gender and Age Comparisons

There were no statistically significant differences in response between genders, nor among age groupings.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Strongly support	70.0%	65.6%	80.8%	72.5%	65.3%	60.4%	67.6%
Somewhat support	18.2%	19.8%	6.3%	24.9%	20.8%	22.3%	15.5%
Somewhat oppose	3.8%	6.7%	5.3%	2.6%	6.0%	4.9%	8.1%
Strongly oppose	3.1%	2.9%	1.8%	.0%	.6%	6.7%	3.7%
DK/NA	4.9%	5.0%	5.8%	.0%	7.2%	5.6%	5.1%

Q26: Support for Housing & Office Mix at Vallco Shopping District (n=403)

The residents were next asked to indicate whether they would support or oppose a mix of housing and office uses incorporated into the Vallco Shopping District. Overall support for this concept was strong at 78.1 percent (“Strongly support” 52.0 percent, “Somewhat support” 26.1 percent). Total opposition was 16.9 percent, and 5 percent did not render an opinion.



Q26: Support for Housing & Office Mix at Vallco Shopping District

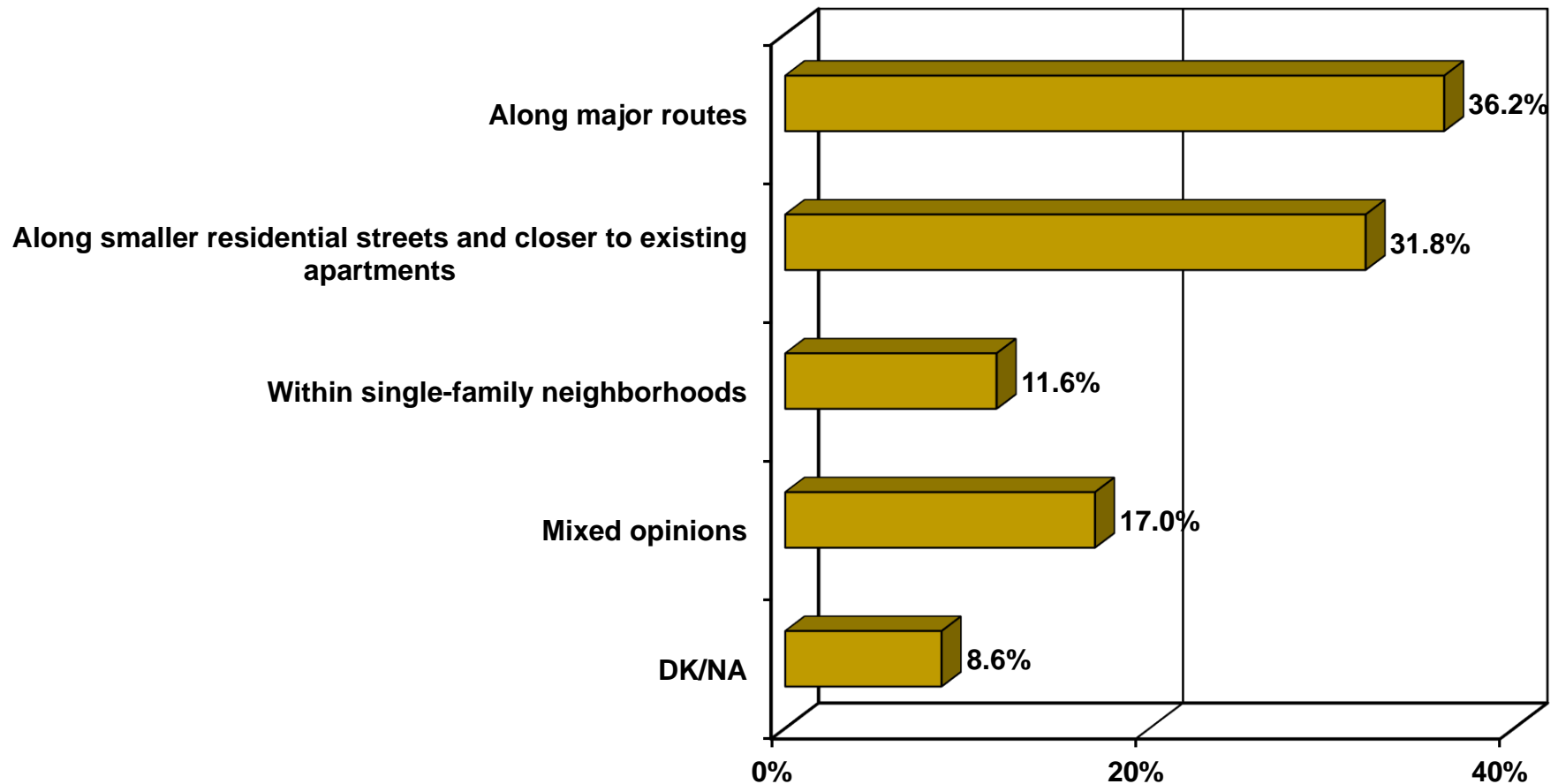
Gender and Age Comparisons

There were no statistically significant differences in opinion expressed between men and women, or among age groups.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Strongly support	56.0%	48.1%	52.8%	64.3%	57.5%	42.8%	45.9%
Somewhat support	24.1%	28.0%	32.2%	22.6%	19.3%	34.1%	24.2%
Somewhat oppose	5.2%	8.2%	4.4%	2.6%	8.4%	5.3%	10.9%
Strongly oppose	9.3%	11.1%	10.6%	7.4%	5.5%	16.7%	8.5%
DK/NA	5.4%	4.5%	.0%	3.1%	9.5%	1.1%	10.5%

Q27: Preferences for Housing Sites (n=403)

Residents were next asked for their preferences for where housing should be built. The response “Along major routes” and “Along smaller residential streets and closer to existing apartments” were the most frequently mentioned responses. Far fewer residents wanted the housing sites within single-family neighborhoods, and about one in six residents reported that they have mixed opinions on the subject.



Q27: Preferences for Housing Sites

Gender and Age Comparisons

In light of gender differences, men had a higher tendency to say that these housing sites should be located along major routes.

There were no statistically significant differences in response among age groupings.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Along major routes	42.1%	30.4%	30.0%	40.1%	40.2%	34.6%	32.3%
Along smaller residential streets and closer to existing apartments	27.7%	35.8%	41.5%	39.6%	28.0%	27.9%	29.6%
Within single-family neighborhoods	12.4%	10.8%	17.6%	6.1%	7.3%	15.9%	11.6%
Mixed opinions	16.9%	17.0%	13.4%	15.7%	19.3%	18.6%	15.4%
DK/NA	5.9%	11.1%	5.6%	2.3%	8.9%	11.0%	13.0%



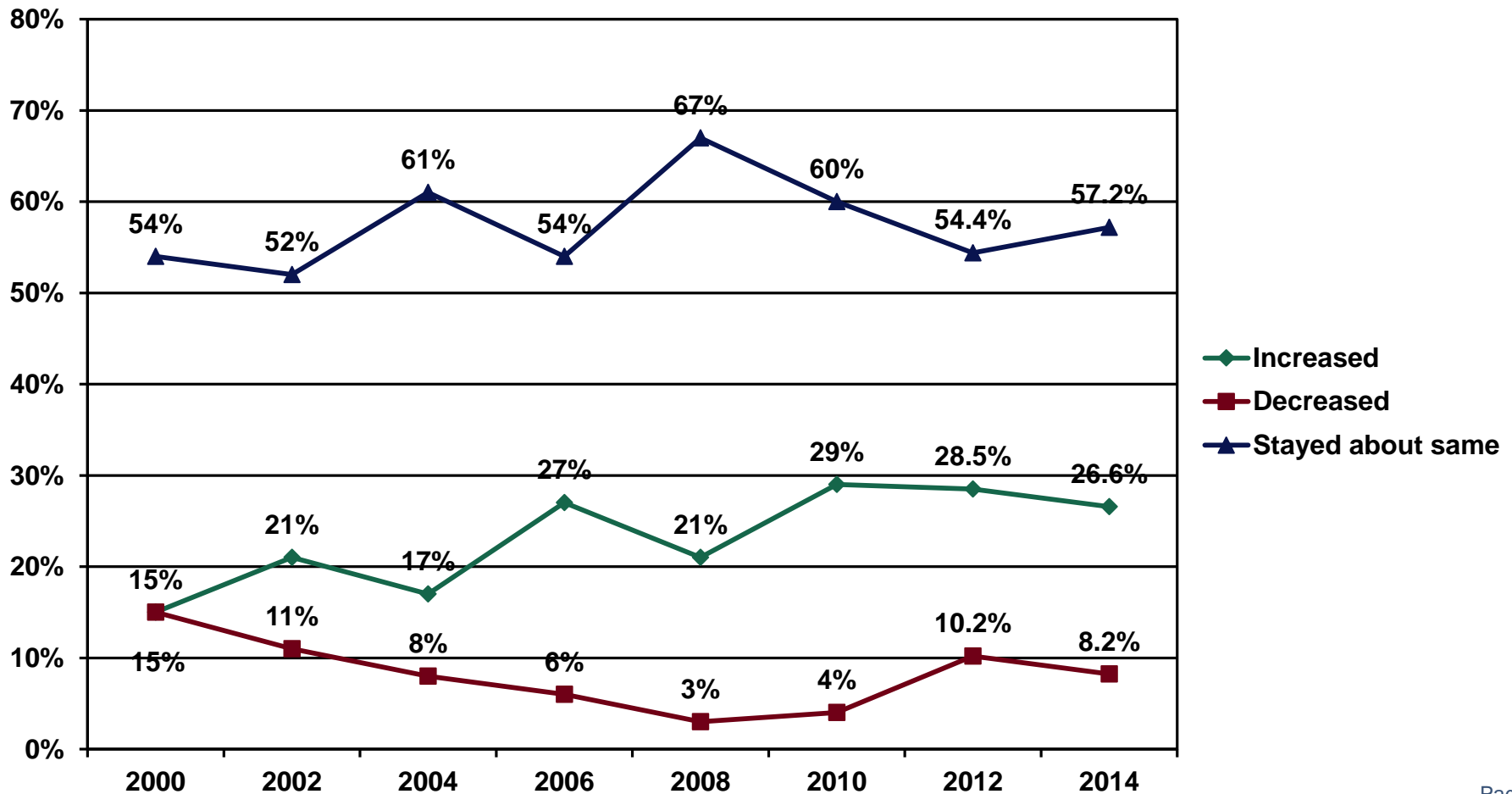
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Crime

Q28: Crime

Next, the residents were asked about their attitudes regarding crime in Cupertino. In the current survey results, the residents' perception of crime show slight shifts, although these shifts are not statistically significant. The majority of residents (57.2 percent) reported they feel the level of crime has stayed about the same.



Q28: Crime

Gender and Age Comparisons

There were no statistically significant differences in response for both gender and age groups.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Increased	28.6%	24.6%	20.4%	27.6%	31.8%	26.9%	22.9%
Decreased	6.0%	10.4%	10.4%	11.9%	6.4%	6.1%	7.9%
Stayed about same	60.0%	54.5%	60.6%	54.2%	60.0%	55.4%	56.0%
DK/NA	5.4%	10.5%	8.6%	6.3%	1.8%	11.6%	13.2%

Q28: Crime Ethnicity Comparisons

There were no statistically significant differences in response among the three largest ethnic groups in the City of Cupertino.

n=403	Caucasian	Chinese	Asian Indian
Increased	20.3%	32.2%	31.7%
Decreased	9.3%	4.4%	3.9%
Stayed about same	64.6%	52.2%	56.5%
DK/NA	5.8%	11.2%	7.9%



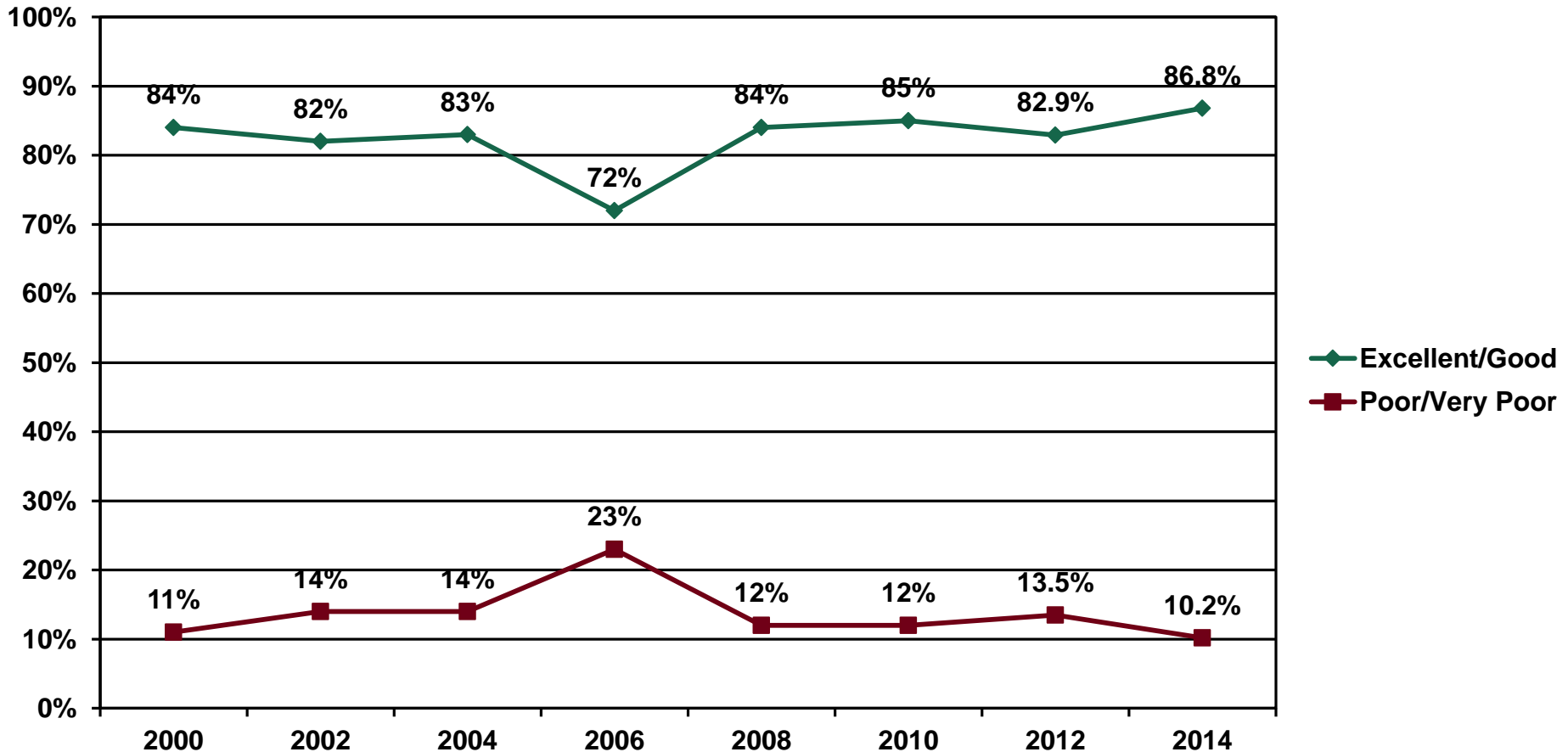
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Ethnic Diversity

Q29: Ethnic Relations

The current survey results reveal a small increase in the number of residents who feel that ethnic relations are excellent or good over the 2012 survey, while the level of those who feel ethnic relations are poor or very poor shows a slight (but statistically insignificant) decrease. The vast majority of Cupertino residents indicated a positive outlook on ethnic relations.



Q29: Ethnic Relations Gender and Age Comparisons

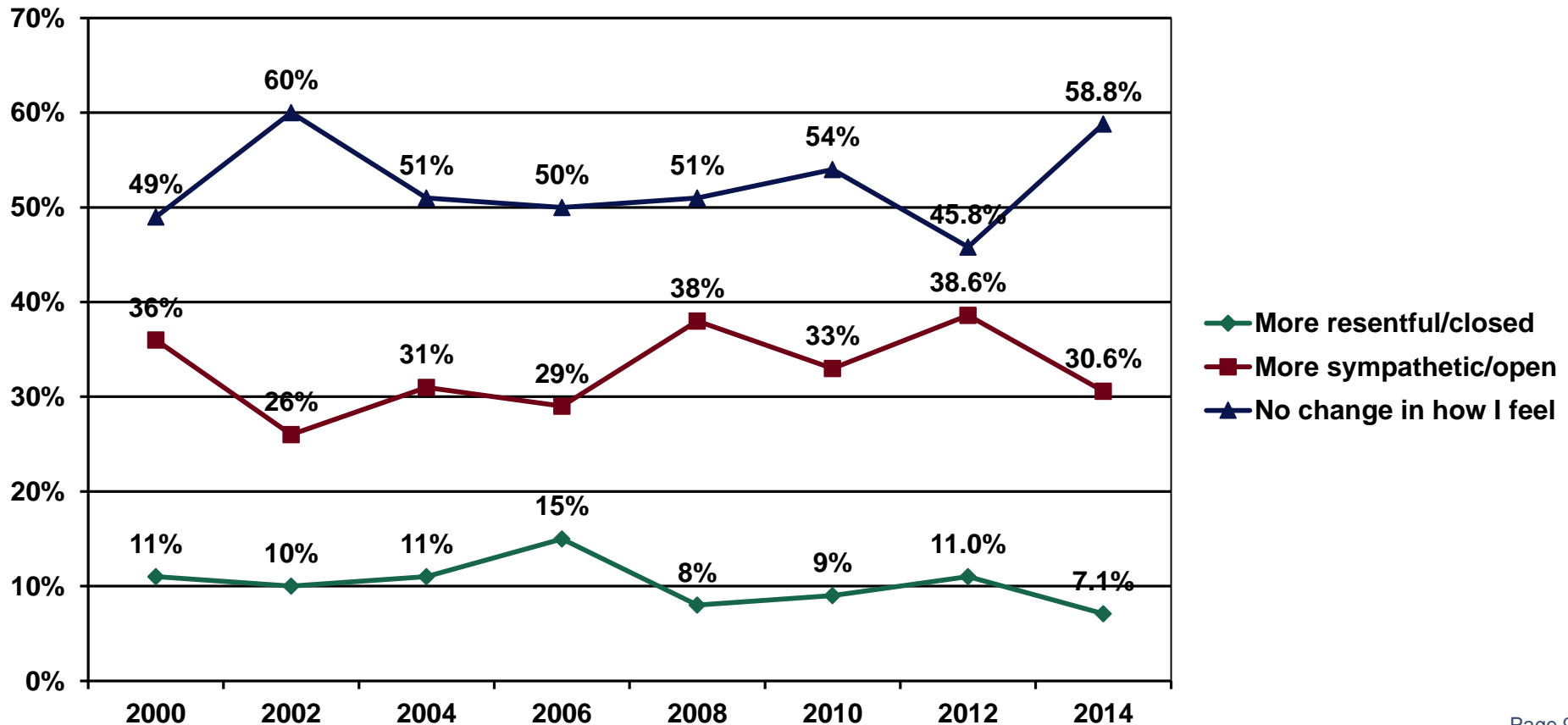
There were no statistically significant differences in responses between genders.

The youngest resident group (18 to 29) were more likely to rate ethnic relations as “Excellent,” whereas those ages 30 to 49 more frequently reported that they felt ethnic relations were “Good.”

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Excellent	21.1%	16.0%	43.4%	19.7%	7.8%	13.4%	20.0%
Good	65.0%	71.4%	47.0%	76.4%	75.2%	68.7%	67.0%
Poor	11.0%	8.7%	8.8%	3.9%	15.0%	11.6%	6.1%
Very poor	.1%	.6%	.0%	.0%	.0%	.9%	.3%
DK/NA	2.8%	3.3%	.9%	.0%	1.9%	5.3%	6.6%

Q30: Attitude Towards Ethnic Minorities

The next question asked respondents to indicate how they feel toward people of other races. In the current survey, there were significant increases in the response “No change in how I feel.” In addition, there was a small decrease in those residents who said they feel “More sympathetic/open,” with a small but statistically insignificant reduction in those who reported they feel “More resentful/closed.” The majority of Cupertino residents (58.8 percent) indicated there was no change in their feelings.



Q30: Attitude Towards Ethnic Minorities

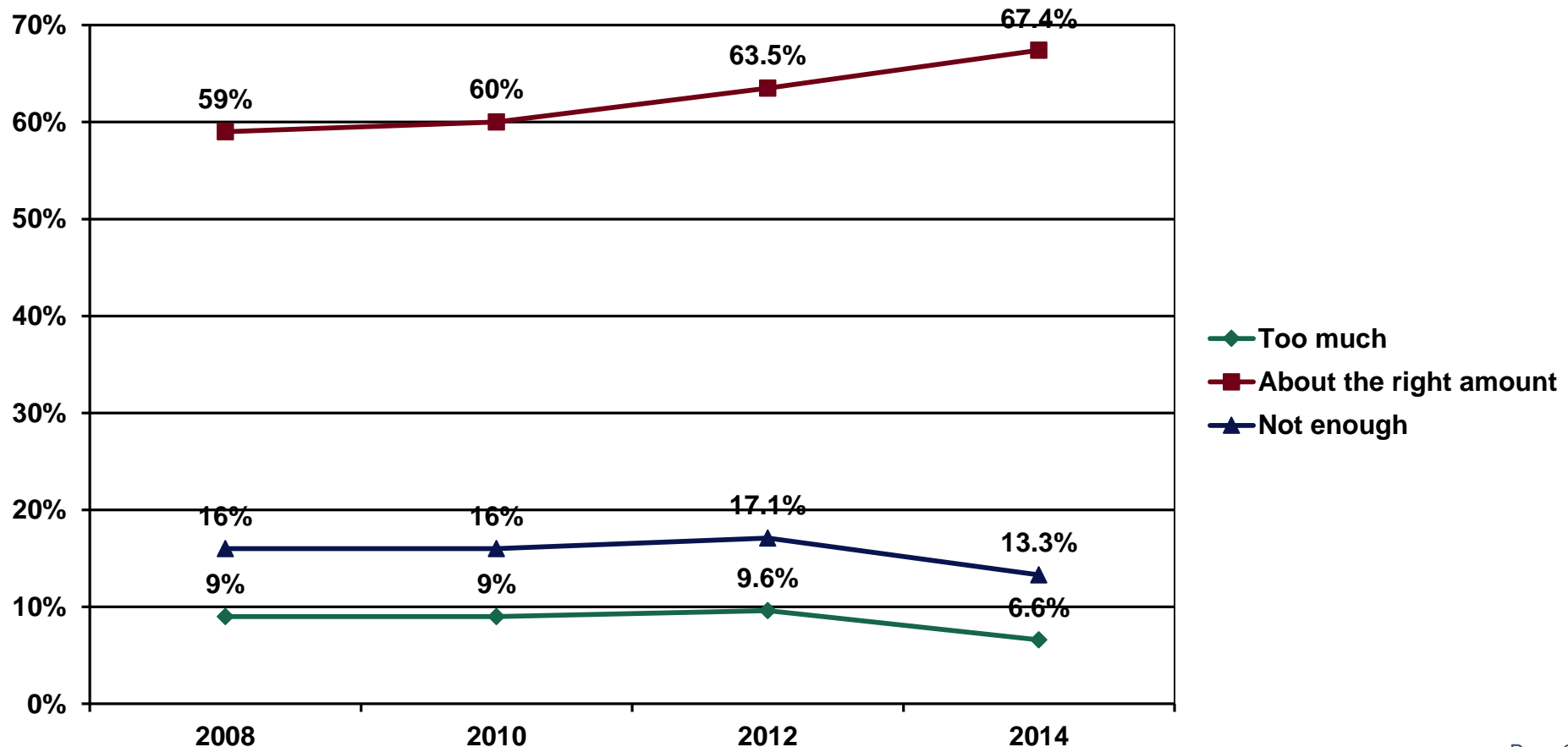
Gender and Age Comparisons

There were no significant differences in opinion between genders, nor among age groupings.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
More resentful/closed	8.7%	5.6%	8.4%	5.8%	6.0%	6.1%	10.2%
More sympathetic/open	29.1%	32.0%	38.2%	25.2%	37.8%	27.6%	25.4%
No change in how I feel/No Effect	60.9%	56.8%	52.5%	64.7%	52.1%	63.3%	59.7%
DK/NA	1.3%	5.6%	.9%	4.4%	4.1%	3.0%	4.7%

Q31: City Efforts for Ethnic Minorities

As seen in previous survey results, the majority of residents (67.4 percent) feel that the City is doing about the right amount to make sure all ethnic groups feel welcome. The current survey results show a slight, but not statistically significant, increase in the residents who indicated “About the right amount,” and again, a small but not statistically significant decreases in both “Too much” and “Not enough” response categories.



Q31: City Efforts for Ethnic Minorities

Gender and Age Comparisons

There were no statistically significant differences between men and women, nor among the age groupings.

n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
Too much	8.3%	5.0%	5.8%	4.4%	9.2%	4.1%	9.2%
About the right amount	65.7%	69.0%	67.6%	73.4%	61.4%	71.0%	64.9%
Not enough	13.9%	12.7%	16.1%	10.9%	16.6%	12.2%	10.9%
DK/NA	12.1%	13.3%	10.5%	11.4%	12.8%	12.6%	15.0%



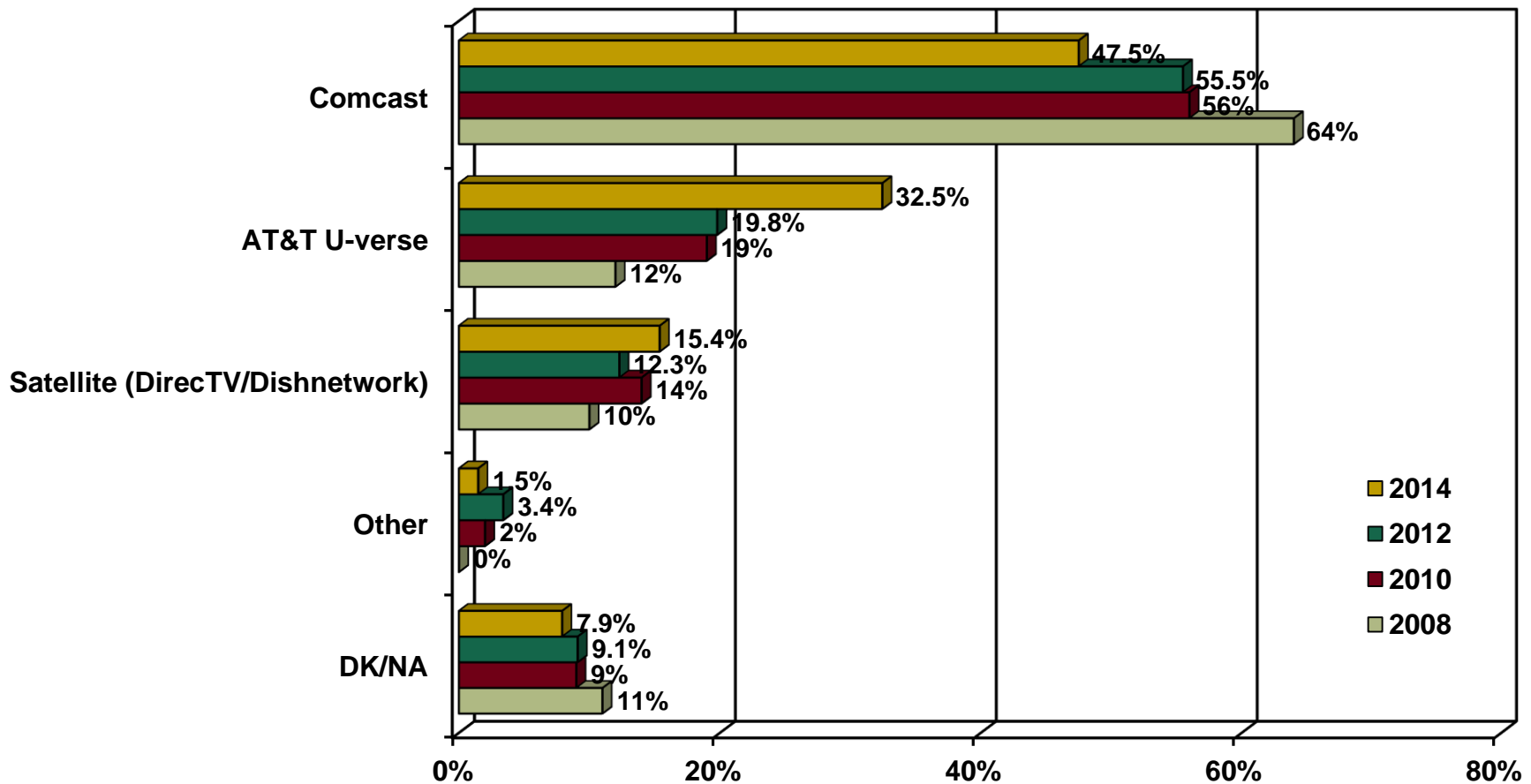
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Information Sources

Q32: Cable Service Provider

Once again, Comcast topped the list of cable service providers in Cupertino, but has lost some ground since 2012. The provider AT&T U-verse significantly increased market share in the intervening two years. Satellite providers retained relatively the same market presence with a slight, but not statistically significant, increase in the current survey results.



Q32: Cable Service Provider

Gender and Age Comparisons

There were no statistically significant differences in response between men and women, or among age groupings.

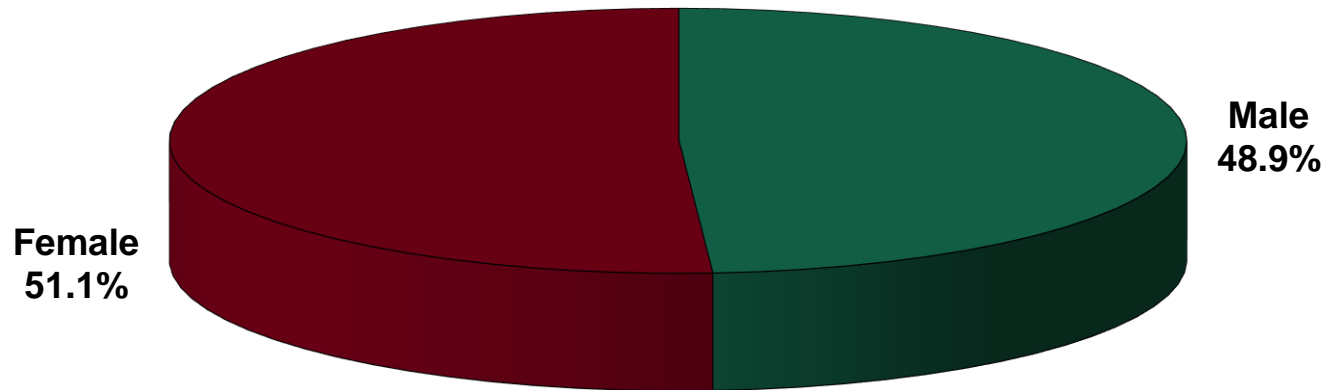
n=403	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
AT&T U-verse	30.7%	34.2%	29.1%	36.0%	24.2%	38.1%	32.5%
Comcast	51.9%	43.3%	44.3%	50.6%	53.3%	42.4%	48.3%
Satellite (DirecTV/Dishnetwork)	15.8%	15.0%	15.3%	13.3%	13.4%	17.8%	18.1%
Other	1.9%	1.1%	3.4%	.0%	1.3%	2.1%	.8%
DK/NA	5.6%	10.1%	7.8%	9.4%	11.9%	3.8%	6.6%



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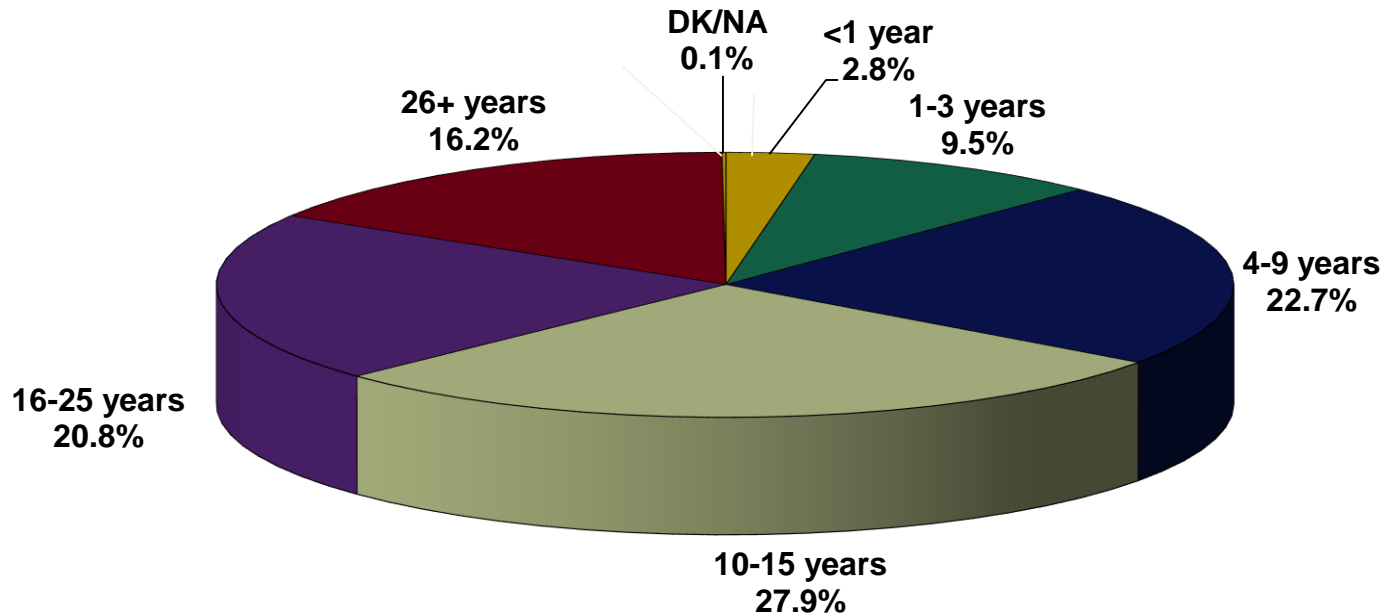


Appendix A: Additional Respondent Information



QB: Years Lived in Cupertino

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



QB: Years Lived in Cupertino

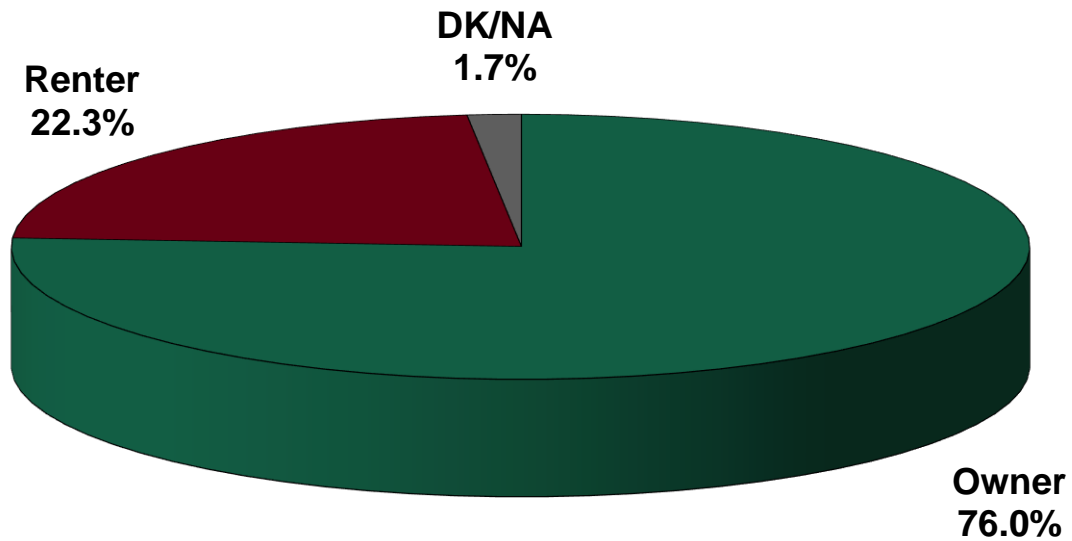
Year-to-Year Comparison

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

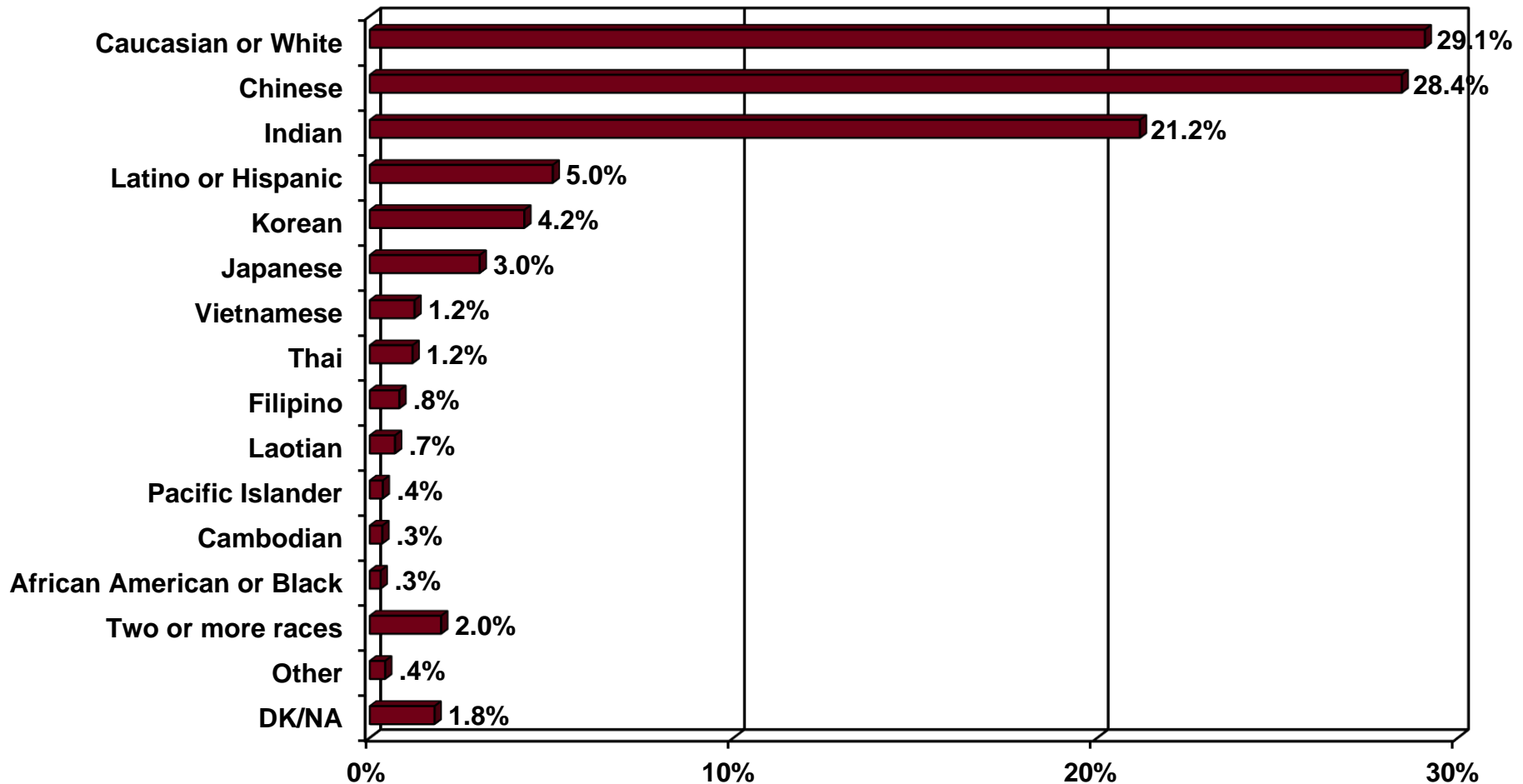
	2014	2012	2010	2008	2006	2004	2002	2000
Less than one year	2.8%	1.2%	2%	2%	9%	5%	10%	10%
One to three years	9.5%	8.2%	9%	11%	23%	19%	20%	18%
Four to nine years	22.7%	24.5%	21%	23%	22%	26%	22%	26%
Ten to fifteen years	27.9%	27.9%	32%	22%	14%	15%	17%	13%
Sixteen to twenty-five years	20.8%	19.8%	15%	21%	11%	12%	14%	33%
Twenty-six years or more	16.2%	18.4%	21%	21%	22%	24%	17%	-
DK/NA	0.1%	0.1%	0%	0%	0%	0%	1%	<1%

QC: Homeownership Status

Do you own or rent your home?

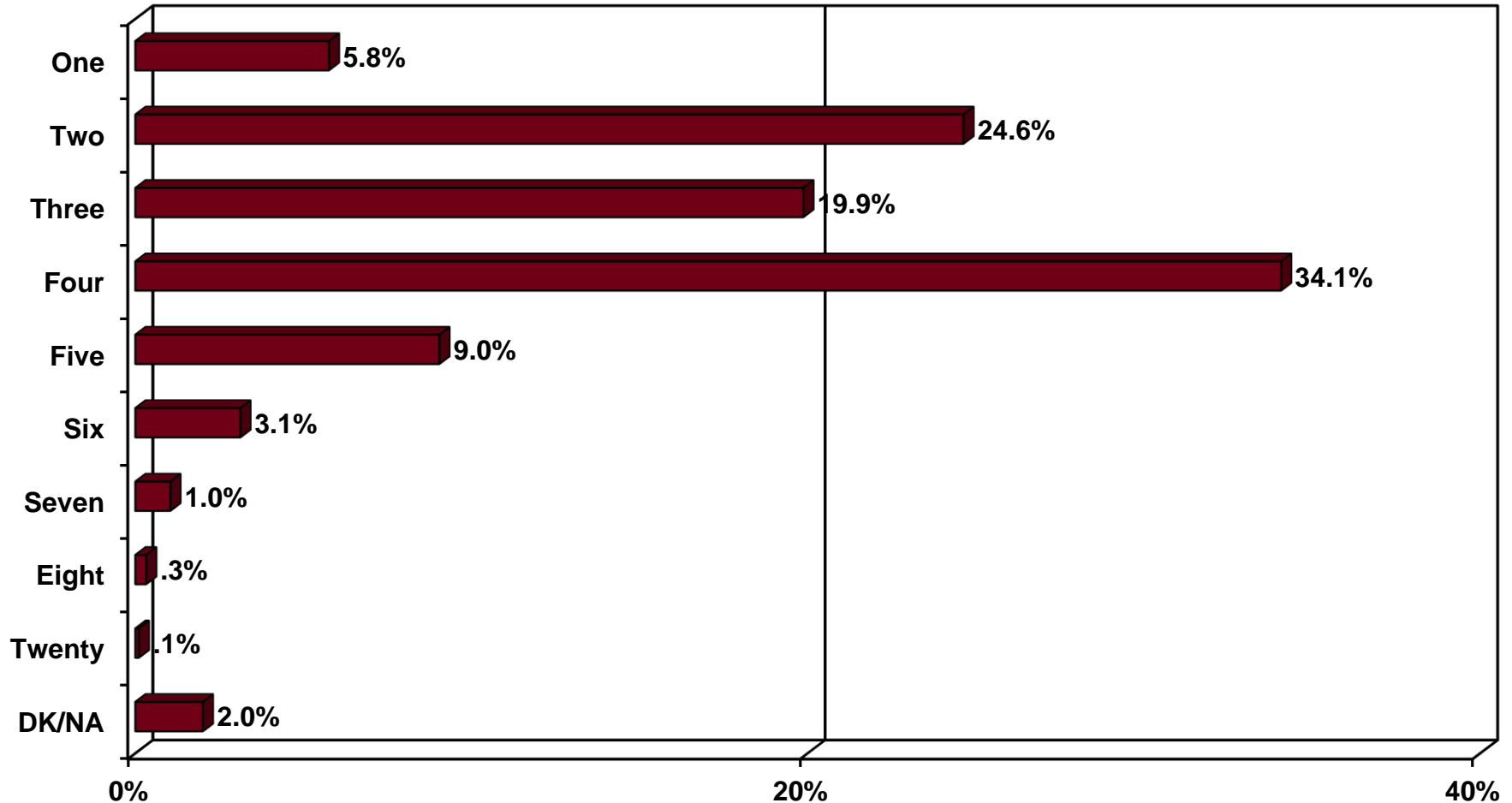


What ethnic group do you consider yourself a part of or feel closest to?



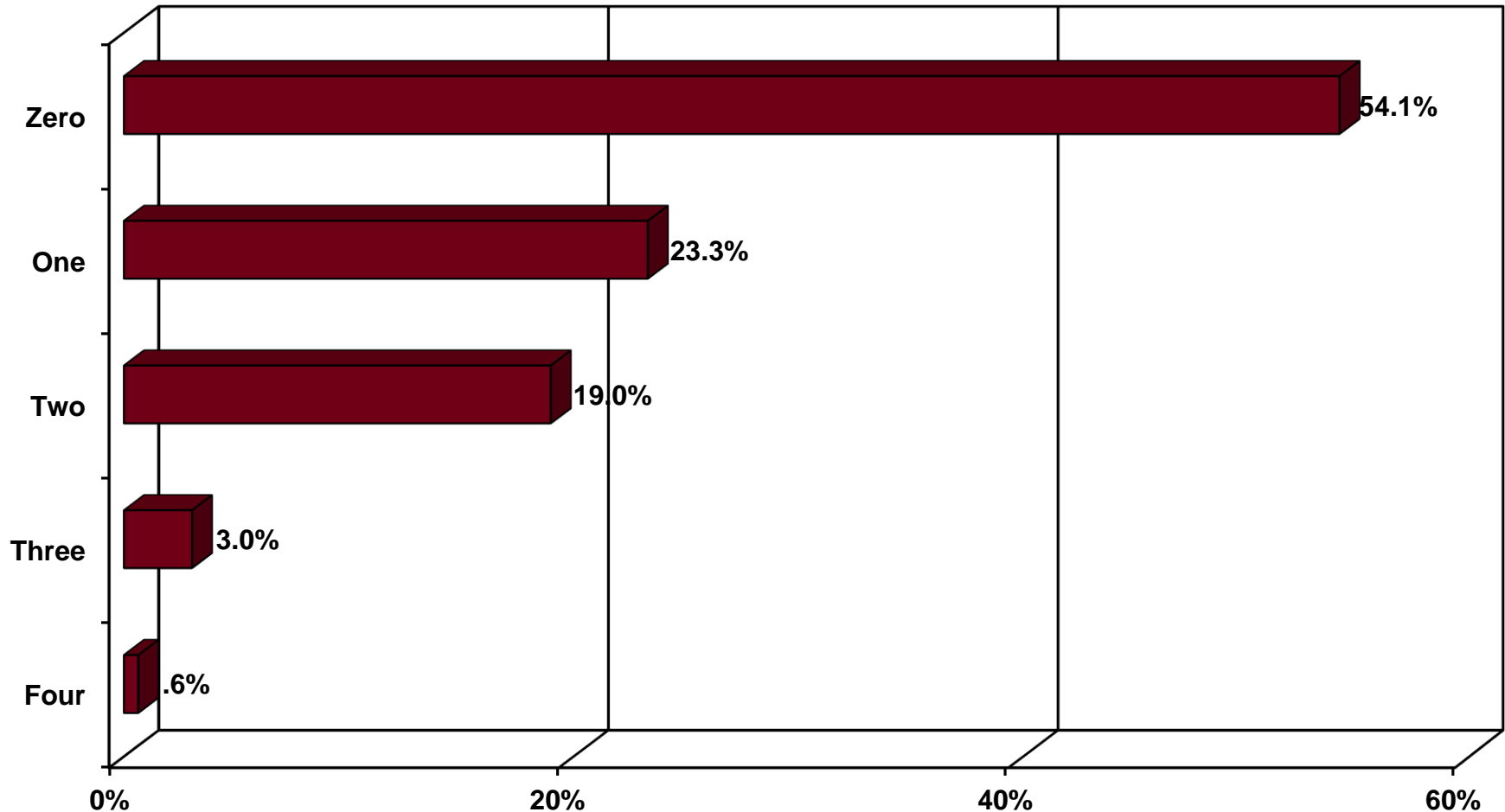
QE: Number of People in Household

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



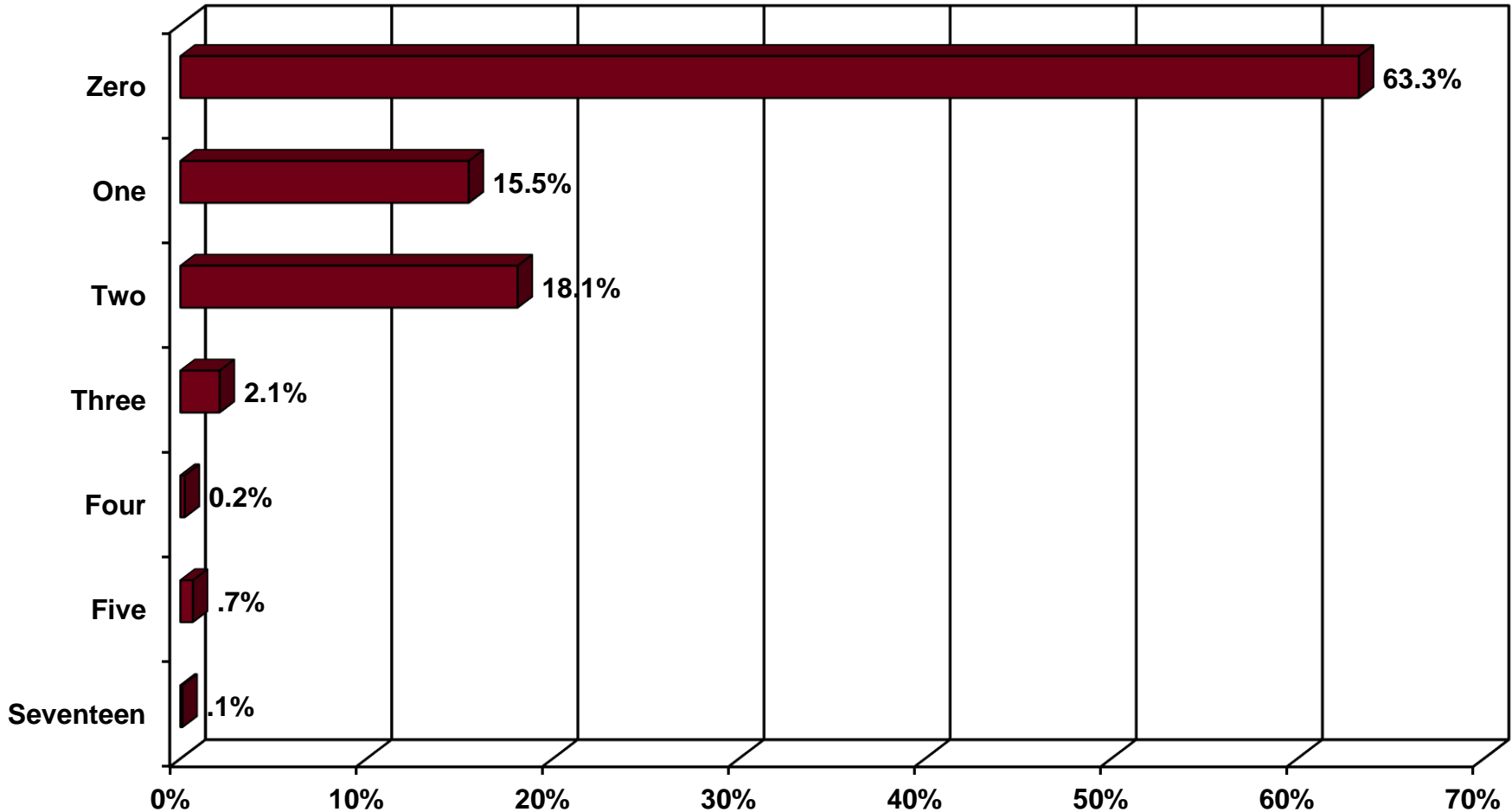
QF1: Number of People Under Age 18 in Household

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



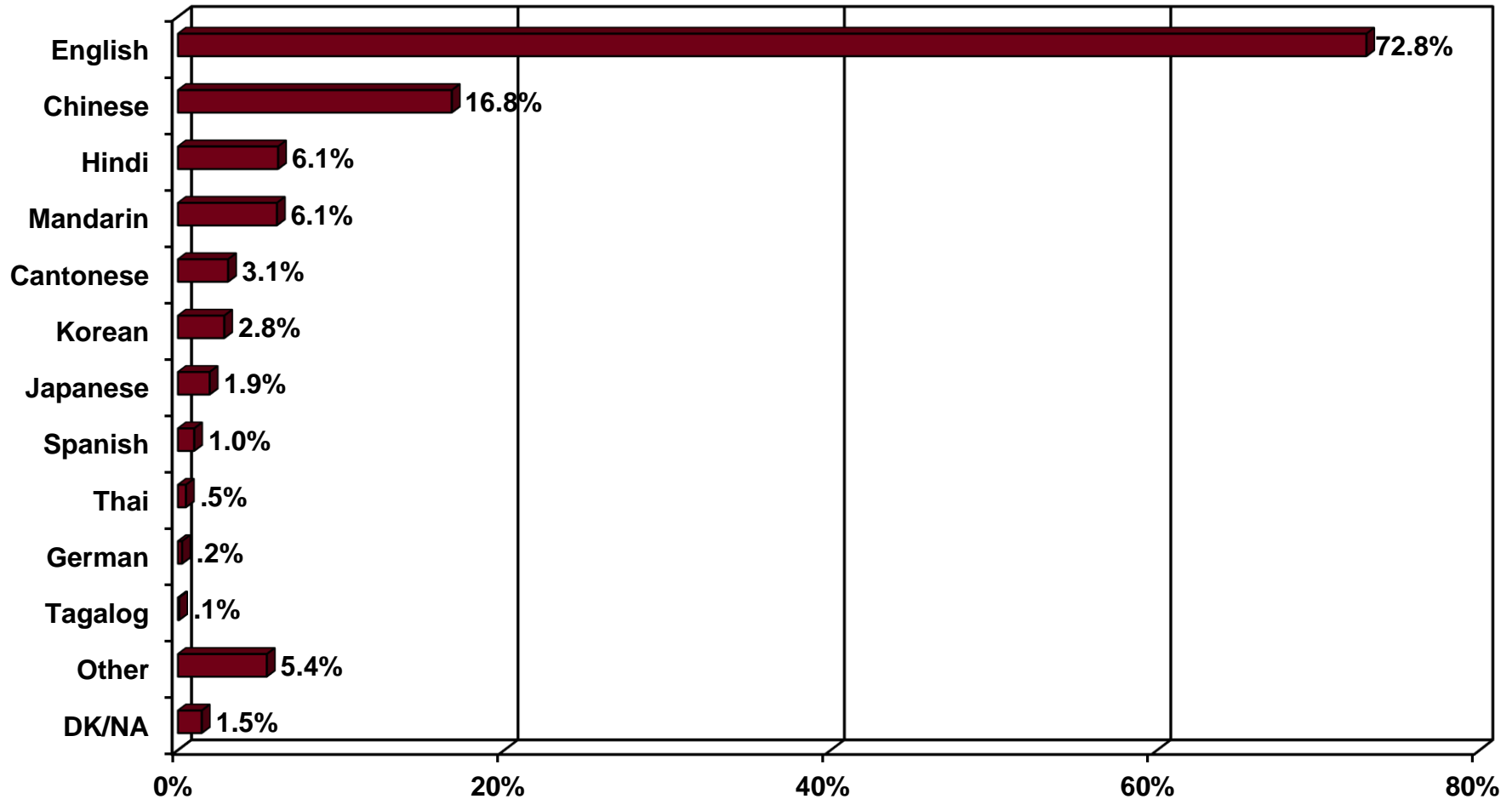
QF2: Number of People Over Age 64 in Household

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



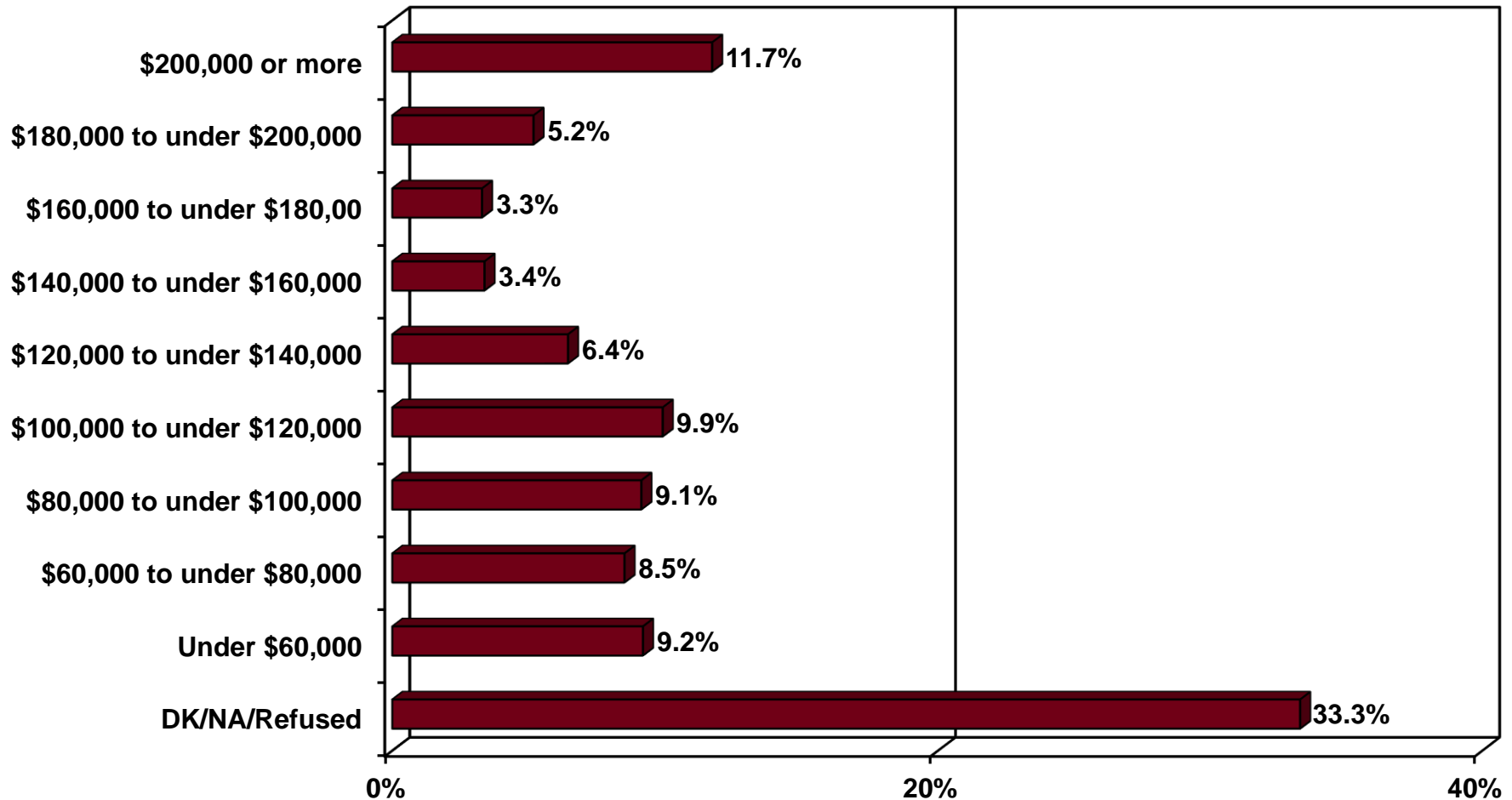
QG: Primary Household Language

What primary languages are used in your household?

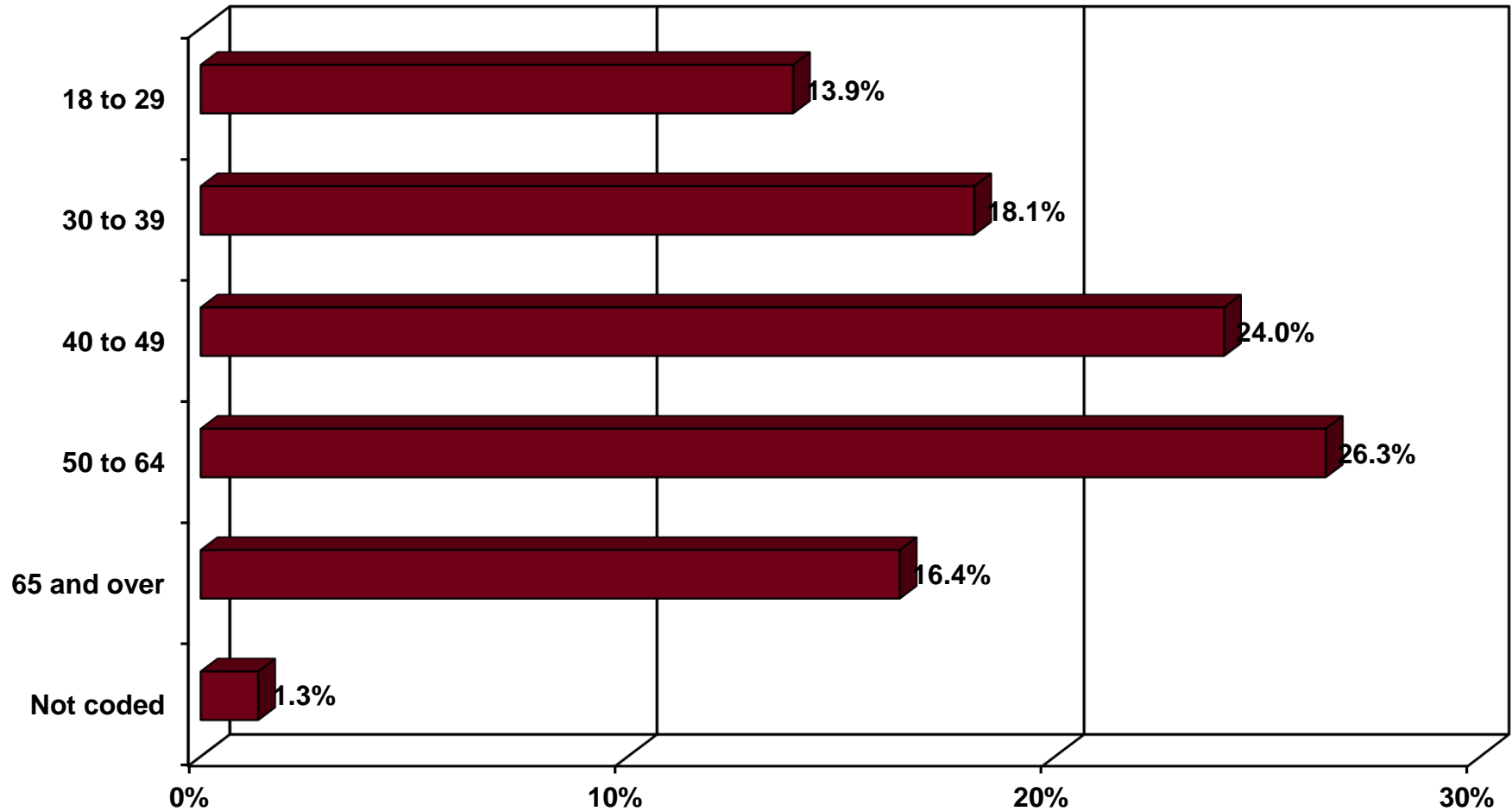


QH: Annual Household Income

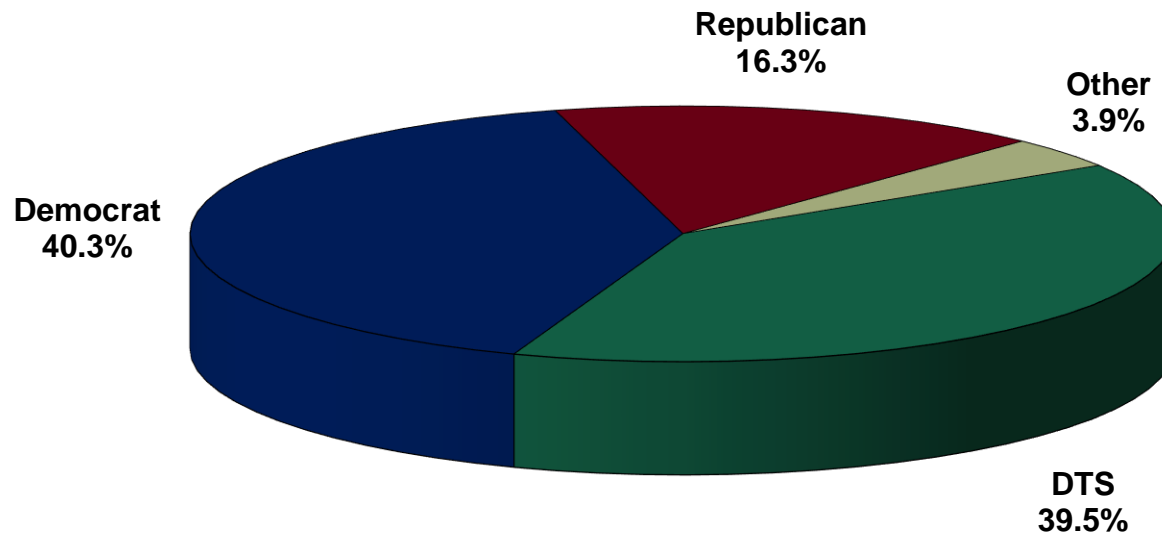
Finally, I am going to read some income categories. Please stop me when I reach the category that best describes your total household income before taxes in 2013.



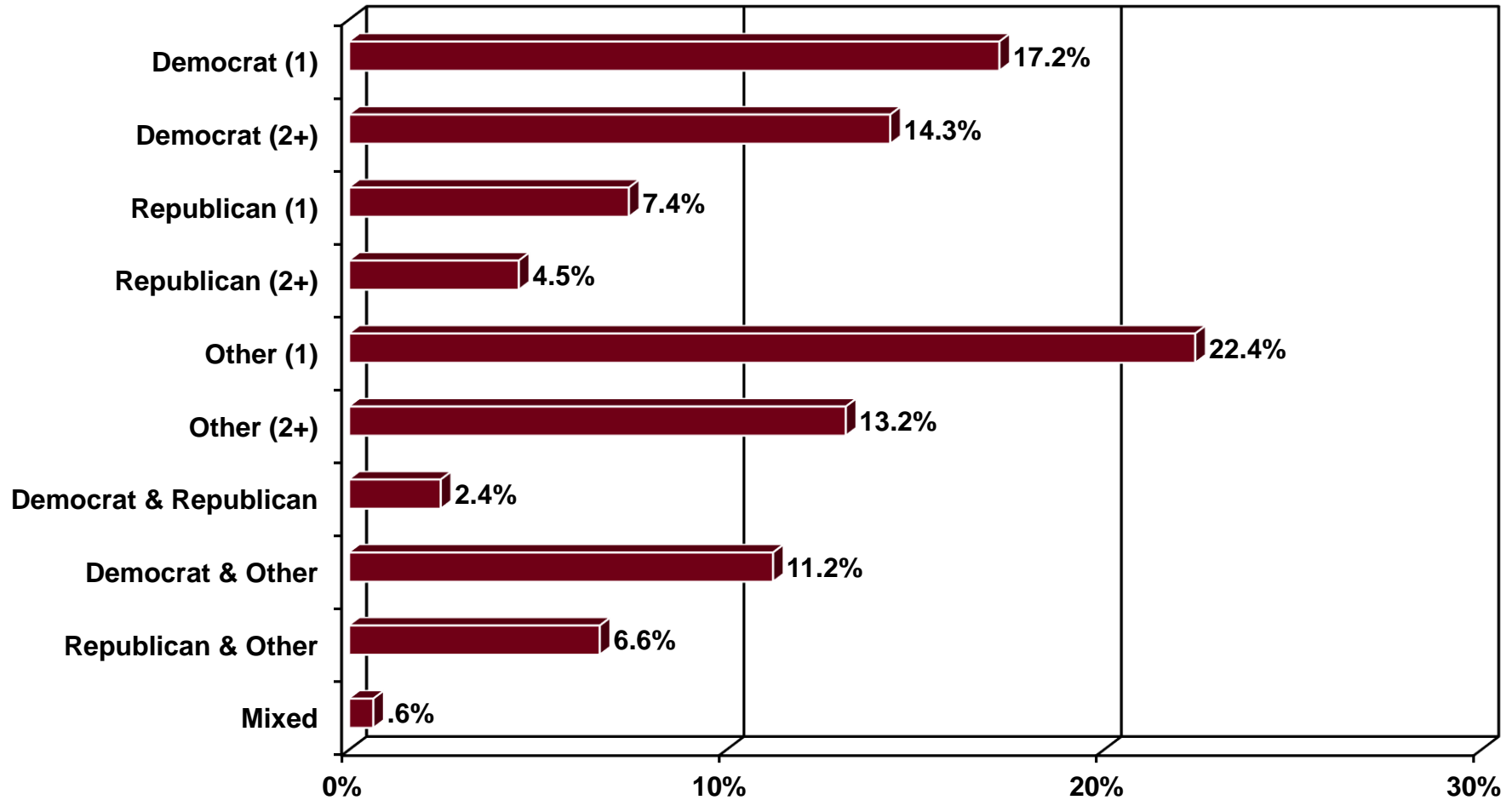
Q1. Age



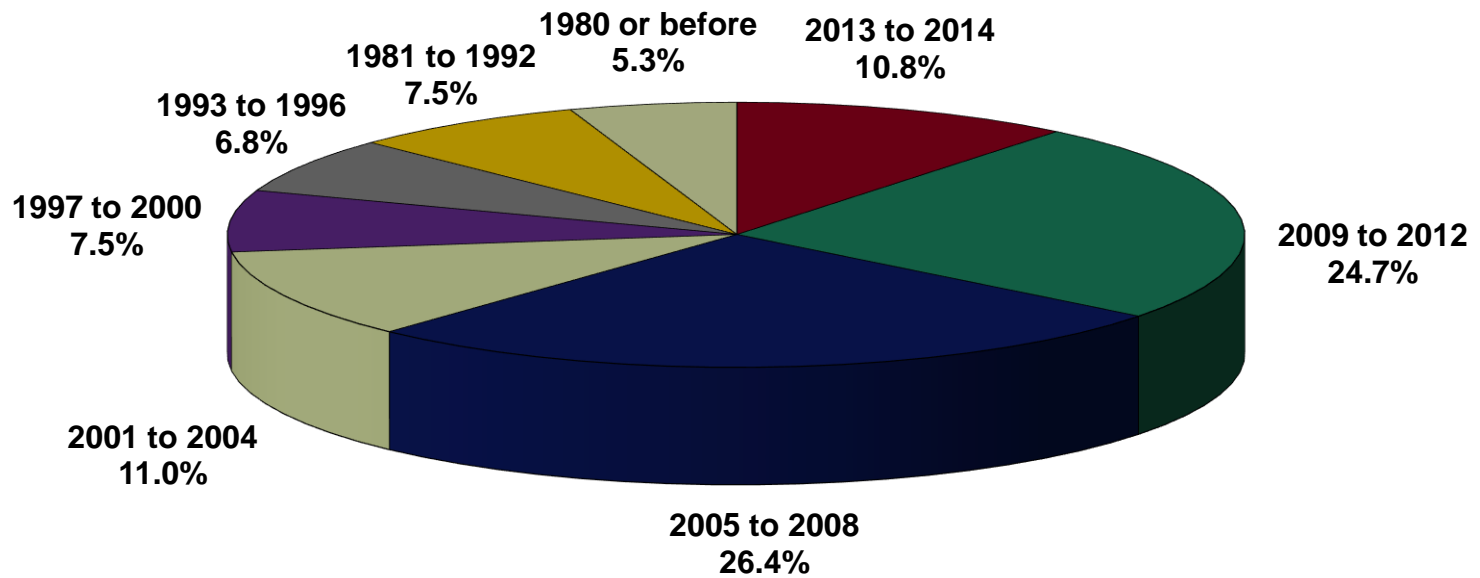
QJ: Individual Party



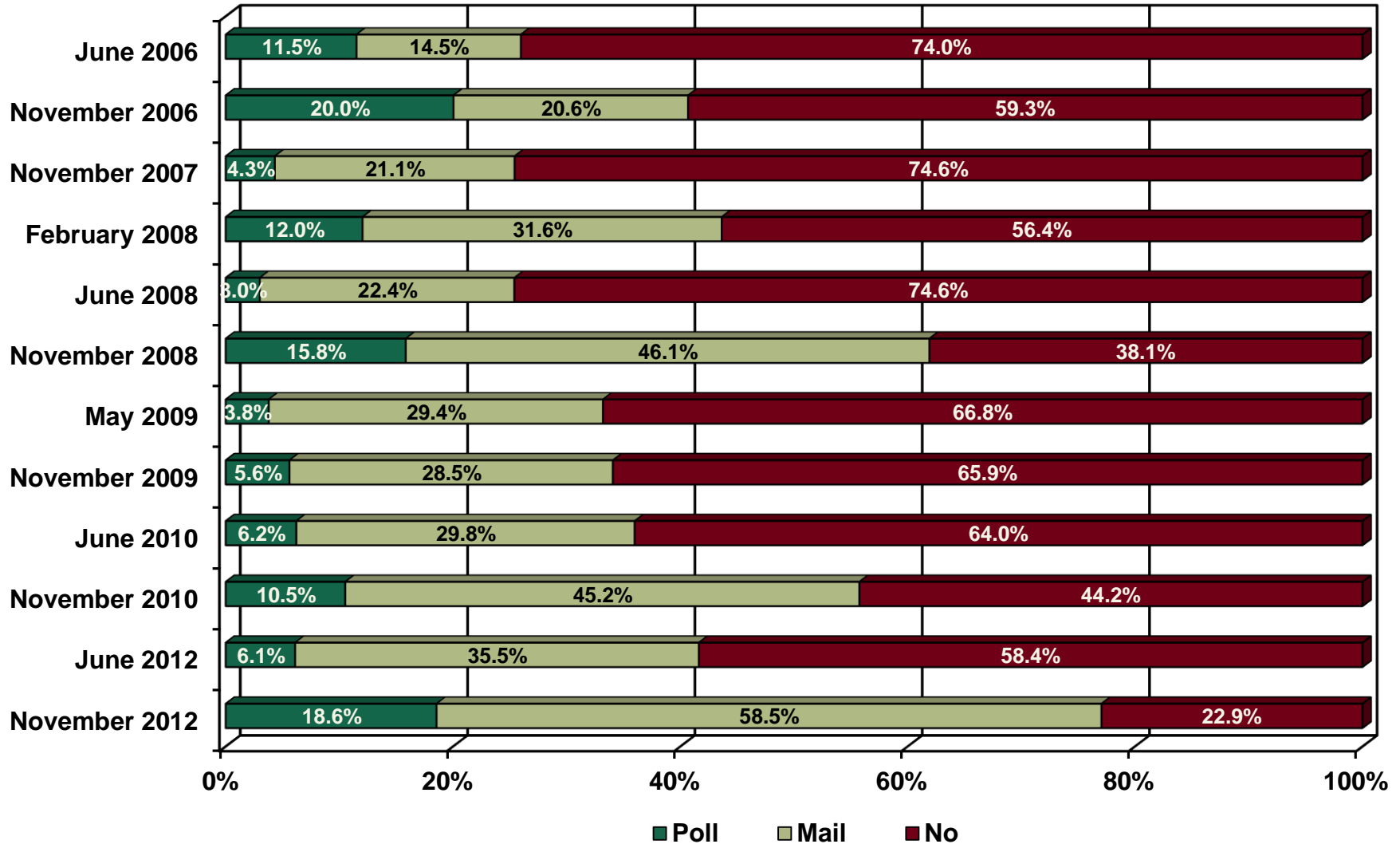
QK: Household Party Type



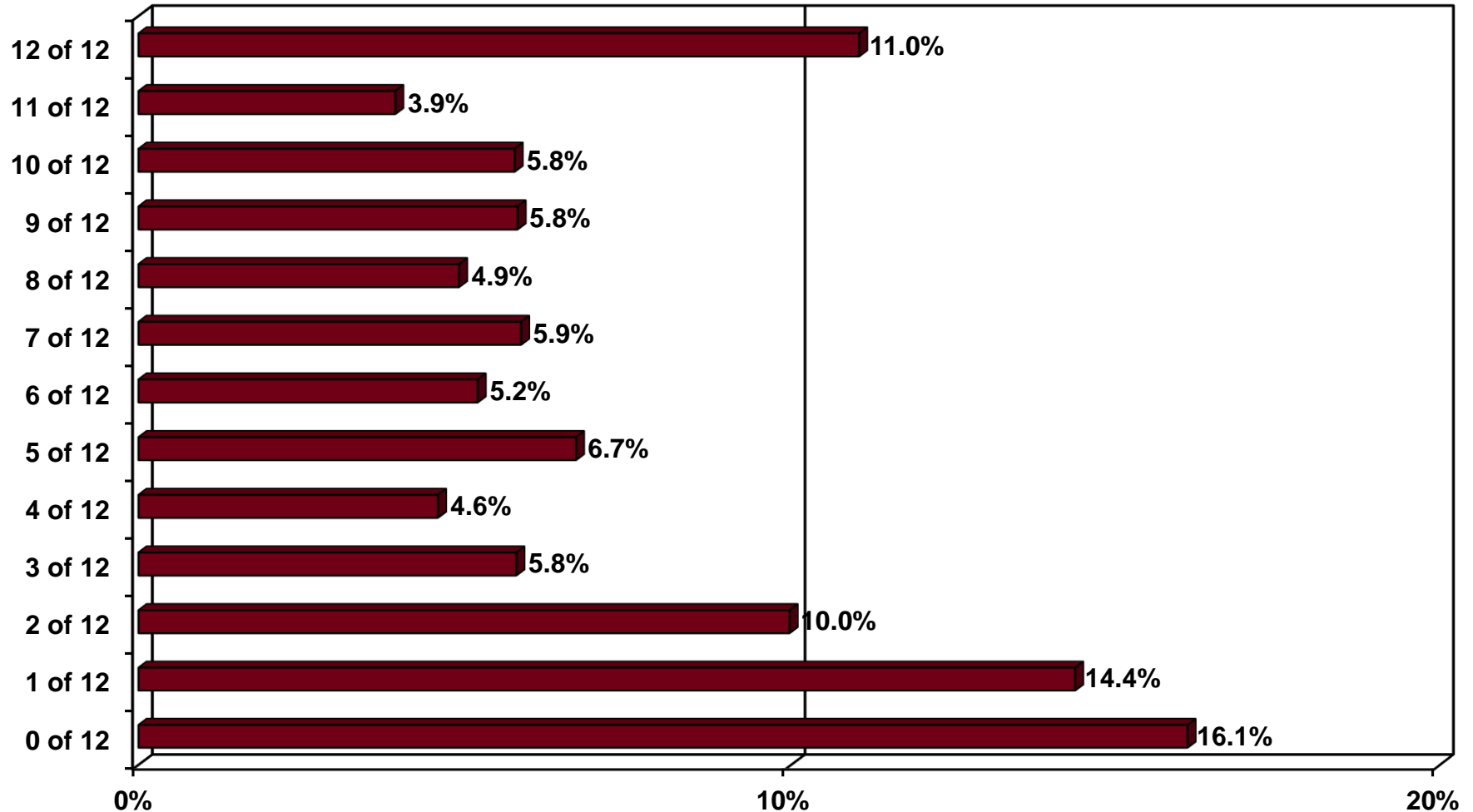
QL. Registration Date



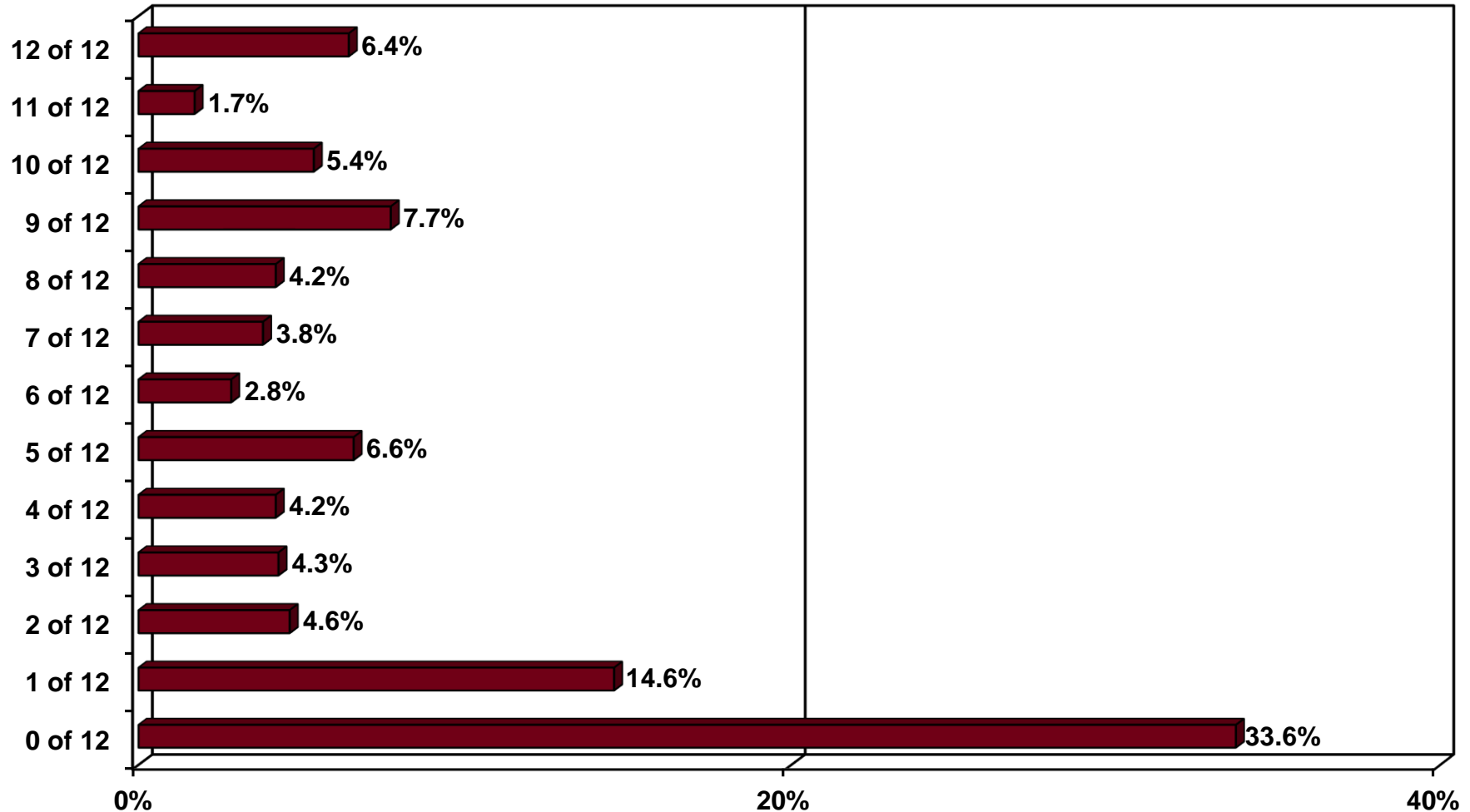
QM. Voting History



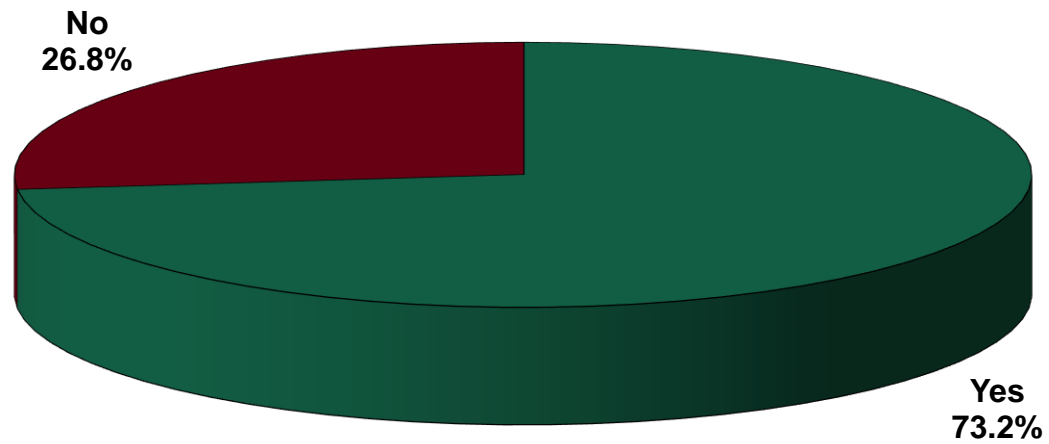
QN: Times Voted in Past Elections



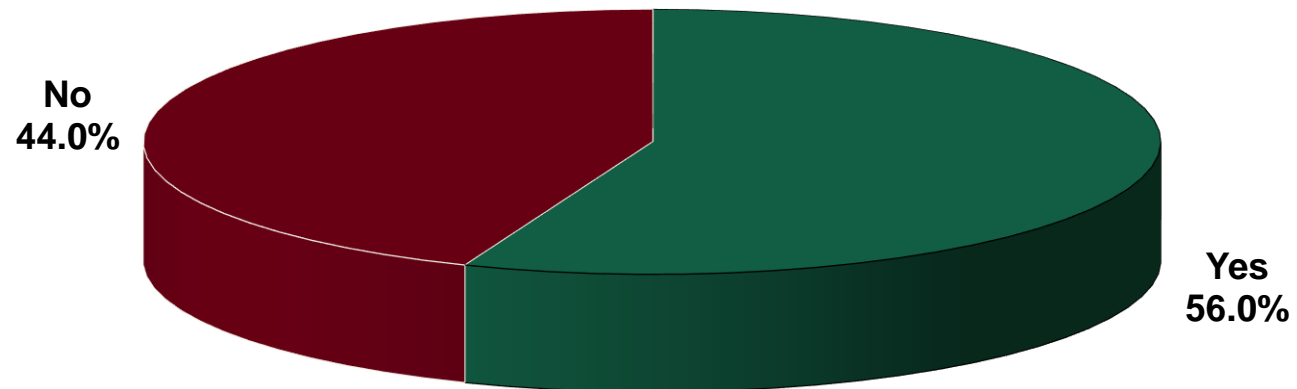
QO: Times Voted Absentee



QP: Permanent Absentee Voter



QQ: Likely Absentee Voter





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Appendix B: Methodology

Survey Parameters

The respondents for this study were selected using a sample of all registered voters in the City of Cupertino and weighted to U.S. Census, American Community Survey data. Overall, 403 residents in the city completed the survey, representing a total universe of approximately 42,424 adult (18 years or older) residents. The study parameters resulted in a margin of error of plus or minus 4.9 percent. Interviews were conducted from August 20 through August 31, 2014, and the average interview length was approximately 22 minutes.

Sample and Weighting

Once collected, the sample of respondents was compared with the adult population in the City of Cupertino according to the 2012 American Community Survey (ACS) to examine possible differences between the demographics of the sample of respondents and the actual universe of residents. The data were weighted to correct these differences, and the results presented are representative of the adult resident characteristics in terms of gender, age, and ethnicity.

Questionnaire Methodology

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 6, 9, and 11 were randomized to avoid such position bias.

Questions 3, 7, 9, 11, 13, 15, 24, 27, 32, and G allowed the residents surveyed to mention multiple responses. For this reason, the response percentages may sum to more than 100, and these represent the percent of the respondents that mentioned a particular response, rather than the percent of total responses.

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 a sample of 403 residents was drawn from the estimated population of approximately 42,424 adult residents in the City of Cupertino (based on the 2012 census), 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 persons in the universe. As the table on the following page indicates, the 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 403 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 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 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 comprised of 25 or fewer respondents.

Margin of Error II

<i>n</i>	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%
600	2.4%	3.2%	3.6%	3.9%	4.0%
500	2.6%	3.5%	4.0%	4.3%	4.4%
403	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%
150	4.8%	6.4%	7.3%	7.8%	8.0%
100	5.9%	7.8%	9.0%	9.6%	9.8%

Reading Crosstabulation Tables

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 conduct a closer analysis of subgroups for a given question, the complete breakdowns 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 (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. In this example, among the total respondents, 150 residents reported they are “very satisfied,” with the resident services in Cupertino and this number of respondents equals 37 percent of the total sample size of 400. Next to the “Total” column are the other columns representing responses from the male and the female voters. 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.

EXAMPLE OF CROSTTABULATION TABLE		Gender		
		Total	Male	Female
Are you satisfied or dissatisfied with the job the City is doing to provide services?	Total	400	199	202
	Very satisfied	150	73	76
		37.4%	36.9%	37.9%
	Somewhat satisfied	194	105	89
		48.5%	52.9%	44.2%
	Somewhat dissatisfied	27	10	17
		6.7%	5.0%	8.4%
	Very dissatisfied	5	3	2
		1.3%	1.5%	1.1%
	DK/NA	24	7	17
6.1%		3.7%	8.5%	

Subgroup Comparisons

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, if a significantly higher percent of the men (53%) report “somewhat satisfied” than the percent of women (44%), then the letter “B,” which stands for “female” residents, would appear under Column “A,” which stands for “male” residents. 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 percentage figures are significantly different from each other. The variance and sample size associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other, yet the difference may not be statistically significant according to the “z” statistic.

EXAMPLE OF DATA FOR SUBGROUP COMPARISONS		Gender		
		Total	Male	Female
Are you satisfied or dissatisfied with the job the City is doing to provide services?	Total	400	199	202
	Very satisfied	150	73	76
		37.4%	36.9%	37.9%
	Somewhat satisfied	194	105	89
		48.5%	52.9%	44.2%
	Somewhat dissatisfied	27	10	17
		6.7%	5.0%	8.4%
Very dissatisfied	5	3	2	
	1.3%	1.5%	1.1%	
DK/NA	24	7	17	
	6.1%	3.7%	8.5%	

EXAMPLE OF DATA FOR Z-TEST		Gender	
		Male	Female
		(A)	(B)
Are you satisfied or dissatisfied with the job the City is doing to provide services?	Very satisfied		
	Somewhat satisfied		
	Somewhat dissatisfied		
	Very dissatisfied		
	DK/NA		A

Understanding a Mean

In addition to the analysis of the percent of the responses, some results are discussed with respect to an average score. To derive the overall satisfaction with the Recreation and Community Services Department, Q6 for example, a number value was assigned to each response category – in this case, “Very Satisfied” = +2, “Somewhat Satisfied” = +1, “Somewhat Dissatisfied” = -1, and “Very Dissatisfied” = -2. The number values that correspond to respondents’ answers were then averaged to produce a final score that reflects the overall importance of an environmental issue. The resulting mean score makes the interpretation of the data considerably easier.

In the crosstabulation tables for Question 6 of the survey, the reader will find mean scores. These mean scores represent the average response of each group. The table to the right shows the scales for each corresponding question. Responses of “DK/NA” were not included in the calculations of the means for any question.

Question	Measure	Scale	Values
Q6	Satisfaction Ratings	+2 to -2	+2.0 = “Very Satisfied” +1.0 = “Somewhat Satisfied” -1.0 = “Somewhat Dissatisfied” -2.0 = “Very Dissatisfied”

Means Comparisons

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 adjacent 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 service A, “Police services,” earned a mean score of 1.3. Next to the “Total” column are other columns representing the mean scores assigned by 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 percentage figures, a statistically significant result is indicated by the letter representing the data column.

EXAMPLE OF DATA FOR MEANS COMPARISON	Gender		
	Total	Male	Female
A. Police services	1.3	1.2	1.4
B. Quinlan Community Center facilities	1.5	1.5	1.5
C. Garbage collection	1.7	1.6	1.7
D. Recycling program	1.5	1.4	1.6

EXAMPLE OF DATA FOR T-TEST	Gender	
	Male	Female
	(A)	(B)
A. Police services		
B. Quinlan Community Center facilities		
C. Garbage collection		A
D. Recycling program		A



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Appendix C: Topline Report



CITY OF CUPERTINO

2014 Community Survey

Topline Report

n=403

22-minutes

Voter Sample

Weighted to 2012 American Community Survey Data

October 2, 2014

www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Blvd., Suite 205
San Mateo, CA 94402

Southern California/Southwest
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Newport Beach, CA 92660

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

Godbe Research
City of Cupertino - 2014 Community Satisfaction Survey

METHODOLOGY

Universe: All Voters Weighted to 2012 American Community Survey Data

Sample Size: n=403 Error Rate: ±4.86%

Interview Dates: August 20 to August 31, 2014

OVERALL PERCEPTIONS OF LIVING IN CUPERTINO

		Total	
		Column N %	Mean
1. To begin, I would like to get your overall opinion of living in the City of Cupertino. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino?	Very satisfied	67.9%	
	Somewhat satisfied	29.0%	
	Somewhat dissatisfied	1.4%	
	Very dissatisfied	1.3%	
	DK/NA	.4%	
2. What is the primary reason you choose to live in Cupertino?	Affordable housing	6.2%	
	Enjoy/like the City	5.7%	
	Friends/family here	13.6%	
	Grew up here	6.4%	
	Job	11.4%	
	Quality of life	9.9%	
	Retirement	2.4%	
	Safety/low crime	1.7%	
	School system	39.4%	
	Small town atmosphere	2.1%	
Other	.8%		
DK/NA	.4%		
3. What are the two most important issues facing Cupertino?	Affordable housing	33.3%	
	City's economic health	7.6%	
	Controlling growth	17.3%	
	Crime	8.9%	
	Condition of streets	5.2%	
	Education	10.8%	
	Environmental health	6.4%	
	Neighborhood preservation	3.4%	
	Poor cell coverage	2.8%	
	Protection of open space	6.4%	
	Quality of life	5.6%	
	Race relations	3.7%	
	Taxes	6.0%	
	Teen programs	1.0%	
Traffic	21.5%		
Other	3.5%		
DK/NA	8.2%		
4. Would you say that you feel a very strong sense of community, a somewhat strong sense of community, a somewhat weak sense of community, a very weak sense of community, or no sense of community at all?	Very strong	23.2%	
	Somewhat strong	47.0%	
	Somewhat weak	17.5%	
	Very weak	6.2%	
	None at all	4.6%	
DK/NA	1.6%		

SATISFACTION WITH CITY SERVICES

		Total	
		Column N %	Mean
5. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services?	Very satisfied	44.4%	
	Somewhat satisfied	44.7%	
	Somewhat dissatisfied	6.2%	
	Very dissatisfied	2.2%	
	DK/NA	2.4%	

RECREATION AND COMMUNITY SERVICES

		Total	
		Column N %	Mean
6A. Are you satisfied or dissatisfied with The overall job the Cupertino Recreation and Community Services Department is doing	Very satisfied	43.9%	
	Somewhat satisfied	34.4%	
	Somewhat dissatisfied	2.9%	
	Very dissatisfied	1.4%	
	Don't use	11.6%	
6B. Are you satisfied or dissatisfied with Quinlan Community Center programs	DK/NA	5.9%	
	Very satisfied	30.0%	
	Somewhat satisfied	19.8%	
	Somewhat dissatisfied	2.9%	
	Very dissatisfied	1.6%	
6C. Are you satisfied or dissatisfied with Senior Center programs	Don't use	33.1%	
	DK/NA	12.6%	
	Very satisfied	23.0%	
	Somewhat satisfied	15.8%	
	Somewhat dissatisfied	3.4%	
6D. Are you satisfied or dissatisfied with Sports Center programs	Very dissatisfied	.9%	
	Don't use	46.5%	
	DK/NA	10.4%	
	Very satisfied	26.8%	
	Somewhat satisfied	24.4%	
6E. Are you satisfied or dissatisfied with Blackberry Farm programs	Somewhat dissatisfied	2.3%	
	Very dissatisfied	1.5%	
	Don't use	36.3%	
	DK/NA	8.7%	
	Very satisfied	27.3%	
6E. Are you satisfied or dissatisfied with Blackberry Farm programs	Somewhat satisfied	22.3%	
	Somewhat dissatisfied	1.4%	
	Very dissatisfied	.4%	
	Don't use	34.7%	
	DK/NA	13.8%	
6E. Are you satisfied or dissatisfied with Blackberry Farm programs			1.45
6A. Are you satisfied or dissatisfied with The overall job the Cupertino Recreation and Community Services Department is doing			1.41
6B. Are you satisfied or dissatisfied with Quinlan Community Center programs			1.35
6D. Are you satisfied or dissatisfied with Sports Center programs			1.32
6C. Are you satisfied or dissatisfied with Senior Center programs			1.31
7. Why have you not participated in the Recreation and Community Services programs you said you don't use?	Lack of time	39.5%	
	Poor quality of programs	3.3%	
	No programs of interest	34.6%	
	Other	18.7%	
	DK/NA	9.1%	

CIVIC CENTER USAGE

		Total	
		Column N %	Mean
8. Have you visited the Civic Center in the past year?	Yes	44.9%	
	No	54.6%	
	DK/NA	.5%	
9. Why did you visit the Civic Center, was it to:	To use the library	69.0%	
	To attend a City Council or Commission meeting	15.8%	
	To attend an event at the Community Hall	10.7%	
	To conduct business or attend a meeting at City Hall	14.8%	
	To participate in a cultural event, celebration, or activity in the plaza	19.1%	
	To play or relax or picnic at the plaza	16.6%	
	Other	0.0%	
DK/NA	0.0%		
10. Have you visited the Library Field in the past year?	Yes	52.9%	
	No	45.1%	
	DK/NA	2.0%	
11. Why did you visit the Library Field, was it for:	Organized sports, like cricket, volleyball, ultimate Frisbee	12.2%	
	Informal sports, like casual Frisbee, or playing ball	12.4%	
	Picnicking	11.1%	
	Exercise, walking or jogging	31.8%	
	Casual play	21.9%	
	Other	16.7%	
DK/NA	7.2%		
12. Is your desire to visit the Civic Center facilities limited by the difficulty finding parking?	Yes	25.0%	
	No	66.9%	
	DK/NA	8.1%	

TRANSPORTATION CHOICES

		Total	
		Column N %	Mean
13. In general, what type of transportation do you use to go to work, school, or other places you visit frequently?	Bicycle	6.0%	
	Bus	4.6%	
	Carpool/vanpool/ride with others	12.3%	
	Drive alone (car, truck, motorcycle, scooter)	83.6%	
	Lightrail	.9%	
	Train	1.5%	
	Walk	5.5%	
	Other	.3%	
DK/NA	.4%		
14. In the last twelve months, how often have you used alternative transportation, including walking, biking, and public transit, for your trips within the city?	Daily	5.4%	
	Few times a week	13.9%	
	Once a week	8.3%	
	Few times a month	12.9%	
	Once a month	5.1%	
	Few times a year or less	10.9%	
Never	43.4%		
DK/NA	.1%		
15. What prevents you from using alternative transportation more often for your trips within the city?	Elderly, disabled, or health reasons	10.1%	
	Feel unsafe due to traffic/automobiles	4.9%	
	Feel unsafe using public transit	4.2%	
	Inconvenient public transit routes	17.3%	
	Inconvenient public transit schedules	11.4%	
	Not enough sidewalks/lanes/paths	2.9%	
	Poorly maintained sidewalks/lanes/paths	2.0%	
	Prefer driving	51.5%	
	Weather	1.8%	
	Other	6.8%	
DK/NA	3.9%		
16. The City of Cupertino is working on a plan to establish a network of paths and roads for people to walk or bike. If additional paths and roads were available would you/your family use them?	Very likely	43.7%	
	Somewhat likely	34.3%	
	Somewhat unlikely	7.9%	
	Very unlikely	12.8%	
	DK/NA	1.4%	

PUBLIC WORKS

		Total	
		Column N %	Mean
17. Four creeks flow in the City. Do you think the City is doing a good job in preventing pollution from getting into these creeks?	Yes	55.3%	
	No	11.8%	
	DK/NA	32.9%	
18. You currently pay a storm water fee as part of your property tax bill. This fee helps to improve water quality and provides the City's 3rd grade creek field trip & education program at McClellan Ranch, which has been incorporated into the Cupertino school district curriculum. The fee amount has not been changed since 1992 and is \$12 per year for each single home property. To improve the water quality of our local creeks and continue the City's creek education programs, would you support or oppose increasing this fee by \$12 dollars a year?	Strongly support	38.2%	
	Somewhat support	24.5%	
	Somewhat oppose	11.6%	
	Strongly oppose	15.8%	
	DK/NA	9.9%	
19. To improve the water quality of our local creeks and continue the City's creek education programs would you support or oppose renewing this fee without increasing it?	Strongly support	43.6%	
	Somewhat support	35.5%	
	Somewhat oppose	5.7%	
	Strongly oppose	5.1%	
	DK/NA	10.2%	
20. Now, I'm going to read you the opinions of two Cupertino residents – A and B. Please tell me which one sounds most like your own opinion. ----- Resident A thinks that ensuring unobstructed wireless coverage for phone and data in the city is important to Cupertino residents, even if it means installing low-power cell phone towers and antennas within the city. ----- Resident B, on the other hand, thinks that it is important to prevent public exposure to radio frequency waves by not allowing cell phone towers within the city limit, even if it means lower or inconsistent wireless coverage. ----- Is your opinion most like that of Resident A or Resident B?	Resident A	57.6%	
	Resident B	25.2%	
	Mixed opinions	9.7%	
	Neither	4.3%	
	DK/NA	3.2%	
21. Do you have a traditional land-line phone at your house?	Yes	80.8%	
	No	18.6%	
	DK/NA	.6%	
22. How many people in your household have a cell phone?	0	2.5%	
	1	7.9%	
	2	33.0%	
	3	23.4%	
	4	25.7%	
	5	4.4%	
	6	1.5%	
	7	.4%	
	8	.1%	
	99	1.2%	

ECONOMIC DEVELOPMENT AND HOUSING

		Total	
		Column N %	Mean
23. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino?	Very satisfied	39.5%	
	Somewhat satisfied	38.7%	
	Somewhat dissatisfied	13.1%	
	Very dissatisfied	6.2%	
24. What businesses would you like to see in Cupertino?	DK/NA	2.6%	
	American grocery store/Luckys/Safeway	11.4%	
	Discount stores/Walmart/Costco	5.5%	
	High end retail/Nordstroms/Dillard's	2.8%	
	Restaurants/None fast food/High end	13.1%	
	Electronics/Software/High tech	2.5%	
	Book Stores	4.5%	
	Hardware stores	.0%	
	Mom and Pop type of stores	1.9%	
	Sports/Sports facilities	2.4%	
	Shopping/Retail - General Mention	9.7%	
	Have a good mix/Good as is/Satisfied	11.8%	
	Fast Food	2.4%	
	Art's and crafts	.1%	
	Department stores	1.2%	
	Pet stores	1.2%	
	Hotel	.5%	
	Bars/Entertainment	.8%	
	Less Asian/Ethnic	.5%	
	Other mention	9.1%	
None/Nothing/Enough already	13.8%		
DK/NA/Refuse/Not sure/Cant' think of any	16.3%		
25. The Vallco Shopping District in Cupertino at the intersection of Stevens Creek Boulevard and Wolfe Road has historically been an important central shopping district. Do you support revitalization of the Vallco Shopping District?	Strongly support	67.7%	
	Somewhat support	19.0%	
	Somewhat oppose	5.3%	
	Strongly oppose	3.0%	
	DK/NA	5.0%	

		Total	
		Column N %	Mean
26. Economists/market experts advise that including a mix of housing & office uses to a development project can make it financially feasible to sustain new, vibrant retail and entertainment. Would you support or oppose these uses at Vallco?	Strongly support	52.0%	
	Somewhat support	26.1%	
	Somewhat oppose	6.7%	
	Strongly oppose	10.2%	
	DK/NA	5.0%	
27. "The State requires that each City adopt a Housing Element, a plan for housing and to select sites where housing can be built. Options for site selection include: first, along major routes in the city, Stevens Creek Boulevard, Wolfe Road, Hom..."	Along major routes	36.2%	
	Along smaller residential streets and closer to existing apartments	31.8%	
	Within single-family neighborhoods	11.6%	
	Mixed opinions	17.0%	
	DK/NA	8.6%	

CRIME

		Total	
		Column N %	Mean
28. In general, do you feel crime in the City of Cupertino has increased, decreased or stayed about the same in the past five years?	Increased	26.6%	
	Decreased	8.2%	
	Stayed about same	57.2%	
	DK/NA	8.0%	

ETHNIC DIVERSITY

		Total	
		Column N %	Mean
29. In general, how would you rate race and ethnic relations in the City of Cupertino? Would you say they are excellent, good, poor or very poor?	Excellent	18.5%	
	Good	68.3%	
	Poor	9.8%	
	Very poor	.4%	
	DK/NA	3.1%	
30. More than half of Cupertino residents are members of ethnic minority groups. How has this increase in diversity in Cupertino affected the feelings you have toward people of other races?	More resentful/closed	7.1%	
	More sympathetic/open	30.6%	
	No change in how I feel/No Effect	58.8%	
	DK/NA	3.5%	
31. Do you think the City of Cupertino is doing too much, about the right amount, or not enough to ensure that members of all ethnic groups feel welcome in the City?	Too much	6.6%	
	About the right amount	67.4%	
	Not enough	13.3%	
	DK/NA	12.7%	
32. Who is your local cable or satellite service provider?	AT&T U-verse	32.5%	
	Comcast	47.5%	
	Satellite (DirecTV/Dishnetwork)	15.4%	
	Other	1.5%	
	DK/NA	7.9%	

DEMOGRAPHICS

		Total	
		Column N %	Mean
A. Gender	Male	48.9%	
	Female	51.1%	
B. How many years have you lived in the City of Cupertino?	Less than one year	2.8%	
	One to three years	9.5%	
	Four to nine years	22.7%	
	Ten to fifteen years	27.9%	
	Sixteen to twenty-five years	20.8%	
	Twenty-six years or more	16.2%	
C. Do you own or rent your home?	Do Not Live in Cupertino	0.0%	
	DK/NA	.1%	
	Own	76.0%	
	Rent	22.3%	
	DK/NA	1.7%	
	D. What ethnic group do you consider yourself a part of or feel closest to?	African American or Black	.3%
Asian - Cambodian		.3%	
Asian - Chinese		28.4%	
Asian - Filipino		.8%	
Asian - Indian		21.2%	
Asian - Japanese		3.0%	
Asian - Korean		4.2%	
Asian - Laotian		.7%	
Asian - Thai		1.2%	
Asian - Vietnamese		1.2%	
Caucasian or White		29.1%	
Latino or Hispanic		5.0%	
Pacific Islander		.4%	
Two or more races		2.0%	
Other	.4%		
DK/NA	1.8%		
E. Including yourself, how many people currently reside in your household?	1	5.8%	
	2	24.6%	
	3	19.9%	
	4	34.1%	
	5	9.0%	
	6	3.1%	
	7	1.0%	
	8	.3%	
	20	.1%	
	99	2.0%	

		Total	
		Column N %	Mean
F1. Of the people who currently reside in your household, how many are Under the age of 18	0	54.1%	
	1	23.3%	
	2	19.0%	
	3	3.0%	
	4	.6%	
F2. Of the people who currently reside in your household, including yourself, how many are Over the age of 64	0	63.3%	
	1	15.5%	
	2	18.1%	
	3	2.1%	
	4	.2%	
	5	.7%	
G. What primary languages are used in your household?	17	.1%	
	English	72.8%	
	Cantonese	3.1%	
	Chinese	16.8%	
	French	.0%	
	German	.2%	
	Hindi	6.1%	
	Japanese	1.9%	
	Korean	2.8%	
	Mandarin	6.1%	
	Spanish	1.0%	
	Tagalog	.1%	
	Thai	.5%	
	Vietnamese	.0%	
	Other	5.4%	
DK/NA	1.5%		
H. Total household income before taxes in 2013	Under \$60,000	9.2%	
	\$60,000 to under \$80,000	8.5%	
	\$80,000 to under \$100,000	9.1%	
	\$100,000 to under \$120,000	9.9%	
	\$120,000 to under \$140,000	6.4%	
	\$140,000 to under \$160,000	3.4%	
	\$160,000 to under \$180,000	3.3%	
	\$180,000 to under \$200,000	5.2%	
	\$200,000 or more	11.7%	
	DK/NA/Refused	33.3%	
I. Age	18-29	13.9%	
	30-39	18.1%	
	40-49	24.0%	
	50-64	26.3%	
	65+	16.4%	
	Not coded	1.3%	

		Total	
		Column N %	Mean
J. Party	D	40.3%	
	R	16.3%	
	DTS	3.9%	
	Other	39.5%	
K. Household Party Type	Dem 1	17.2%	
	Dem 2+	14.3%	
	Rep 1	7.4%	
	Rep 2+	4.5%	
	Other 1	22.4%	
	Other 2+	13.2%	
	Dem & Rep	2.4%	
	Dem & Other	11.2%	
	Rep & Other	6.6%	
	Dem, Rep & Other	.6%	
L. Registration Date	2013 to 2014	10.8%	
	2009 to 2012	24.7%	
	2005 to 2008	26.4%	
	2001 to 2004	11.0%	
	1997 to 2000	7.5%	
	1993 to 1996	6.8%	
	1981 to 1992	7.5%	
	1980 or before	5.3%	
Not coded	0.0%		
M. Voting History		See Detailed Crosstabs	
N. Times Voted in Last Elections	0	16.1%	
	1	14.4%	
	2	10.0%	
	3	5.8%	
	4	4.6%	
	5	6.7%	
	6	5.2%	
	7	5.9%	
	8	4.9%	
	9	5.8%	
	10	5.8%	
	11	3.9%	
	12	11.0%	

		Total	
		Column N %	Mean
O. Absentee Voter	0	33.6%	
	1	14.6%	
	2	4.6%	
	3	4.3%	
	4	4.2%	
	5	6.6%	
	6	2.8%	
	7	3.8%	
	8	4.2%	
	9	7.7%	
	10	5.4%	
	11	1.7%	
	12	6.4%	
P. Permanent Absentee Voter	Yes	73.2%	
	No	26.8%	
Q. Likely Absentee Voter	Yes	56.0%	
	No	44.0%	



GODBE RESEARCH
Gain Insight



Appendix D: Questionnaire



CITY OF CUPERTINO

2014 Community Survey

Questionnaire
 n=400
 22-minutes
 Voter Sample

August 19, 2014

Final

www.godberesearch.com

Northern California and Corporate Offices
 1660 South Amphlett Blvd., Suite 205
 San Mateo, CA 94402

Southern California/Southwest
 4695 MacArthur Court, 11th Floor
 Newport Beach, CA 92660

Nevada
 59 Damonte Ranch Parkway, Suite B309
 Reno, NV 89521

Pacific Northwest
 601 108th Avenue NE, Suite 1900
 Bellevue, WA 98004

Godbe Research
 Cupertino Resident Satisfaction Survey

SCREENER

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

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

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

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

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

A. Record Gender (RECORD FROM VOICE. DO NOT ASK):

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

B. A. How many years have you lived in the City of Cupertino (COOPER-TEENO)?

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

OVERALL PERCEPTIONS OF LIVING IN CUPERTINO

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

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

Very satisfied ----- 1
Somewhat satisfied ----- 2
Somewhat dissatisfied ----- 3
Very dissatisfied ----- 4
(DON'T READ) DK/NA ----- 99

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

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

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

Affordable housing ----- 1
City's economic health ----- 2
Controlling growth ----- 3
Crime ----- 4
Condition of streets ----- 5
Education ----- 6
Environmental health ----- 7
Neighborhood preservation ----- 8
Poor cell coverage ----- 9
Protection of open space ----- 10
Quality of life ----- 11
Race relations ----- 12
Taxes ----- 13
Teen programs ----- 14
Traffic ----- 15
Other (Please specify: _____) ----- 98
(DON'T READ) DK/NA ----- 99

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

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

SATISFACTION WITH CITY SERVICES

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

- Very satisfied ----- 1
- Somewhat satisfied ----- 2
- Somewhat dissatisfied ----- 3
- Very dissatisfied ----- 4
- (DON'T READ) DK/NA ----- 99

RECREATION AND COMMUNITY SERVICES

6. Now, let's talk more specifically about the Cupertino Recreation and Community Services Department, which offers recreation activities and programs for the City of Cupertino.

Are you satisfied or dissatisfied with (READ FROM THE LIST BELOW) _____?
(GET ANSWER, THEN ASK): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

RANDOMIZE

- | | Very
<u>Sat.</u> | Swt.
<u>Sat.</u> | Swt.
<u>Dissat.</u> | Very
<u>Dissat.</u> | (DON'T
READ)
<u>Use</u> | (DON'T
READ)
<u>DK/NA</u> |
|--|---------------------|---------------------|------------------------|------------------------|-------------------------------|---------------------------------|
| A. The overall job the Cupertino Recreation and
Community Services Department is doing -- | 1 | 2 | 3 | 4 | 5 | 99 |
| B. Quinlan Community Center programs ----- | 1 | 2 | 3 | 4 | 5 | 99 |
| C. Senior Center programs ----- | 1 | 2 | 3 | 4 | 5 | 99 |
| D. Sports Center programs ----- | 1 | 2 | 3 | 4 | 5 | 99 |
| E. Blackberry Farm programs ----- | 1 | 2 | 3 | 4 | 5 | 99 |

7. [IF ANY Q6 A – E = 5, ASK:] Why have you not participated in our Recreation and Community Services programs? [DON'T READ LIST—MULTIPLE RESPONSE OK]

- Lack of time ----- 1
- Poor quality of programs ----- 2
- No programs of interest ----- 3
- Other [SPECIFY: _____] ----- 4
- (DON'T READ) DK/NA ----- 99

CIVIC CENTER, INCLUDING CITY HALL, THE LIBRARY, COMMUNITY HALL AND LIBRARY FIELD

8. Have you visited the Civic Center in the past year?

- Yes ----- 1
- No ----- 2
- (DON'T READ) DK/NA ----- 99

9. (IF Q8 = 1 , ASK) Why did you visit the Civic Center, was it to: [READ LIST—MULTIPLE RESPONSE OK]

- To use the library ----- 1
- To attend a City Council or Commission meeting -- 2
- To attend an event at the Community Hall ----- 3
- To conduct business or attend a meeting at City Hall ----- 4
- To participate in a cultural event, celebration, or activity in the plaza ----- 5
- To play or relax or picnic at the plaza ----- 6
- [DON'T READ] Other [SPECIFY: _____] ----- 98
- [DON'T READ] DK/NA ----- 99

10. Have you visited the Library Field in the past year?

- Yes ----- 1
- No ----- 2
- (DON'T READ) DK/NA ----- 99

11. (IF Q10 = 1 , ASK) Why did you visit the Library Field, was it for: [READ LIST—MULTIPLE RESPONSE OK]

- Organized sports, like cricket, volleyball, ultimate Frisbee ----- 1
- Informal sports, like casual Frisbee, or playing ball ----- 2
- Picnicking ----- 3
- Exercise, walking or jogging ----- 4
- Casual play ----- 5
- [DON'T READ] Other [SPECIFY: _____] ----- 98
- [DON'T READ] DK/NA ----- 99

12. Is your desire to visit the Civic Center facilities limited by the difficulty finding parking?

- Yes ----- 1
- No ----- 2
- (DON'T READ) DK/NA ----- 99

TRANSPORTATION CHOICES

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

13. In general, what type of transportation do you use to go to work, school, or other places you visit frequently? (DON'T READ CHOICES. RECORD MULTIPLE RESPONSES)

- Bicycle ----- 1
- Bus ----- 2
- Carpool/vanpool/ride with others ----- 3
- Drive alone (car, truck, motorcycle, scooter) ----- 4
- Lightrail ----- 5
- Train ----- 6
- Walk ----- 7
- Other (Please specify: _____) ----- 98
- (DON'T READ) DK/NA ----- 99

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

- Daily ----- 1 (SKIP TO Q17)
- Few times a week ----- 2 (CONTINUE)
- Once a week ----- 3 (CONTINUE)
- Few times a month ----- 4 (CONTINUE)
- Once a month ----- 5 (CONTINUE)
- Few times a year or less ----- 6 (CONTINUE)
- Never ----- 7 (CONTINUE)
- (DON'T READ) DK/NA ----- 99 (CONTINUE)

15. (ASK ONLY IF Q14 ≠ 1) What prevents you from using alternative transportation more often for your trips within the city? (DON'T READ CHOICES. RECORD MULTIPLE RESPONSES)

- Elderly, disabled, or health reasons ----- 1
- Feel unsafe due to traffic/automobiles ----- 2
- Feel unsafe using public transit ----- 3
- Inconvenient public transit routes ----- 4
- Inconvenient public transit schedules ----- 5
- Not enough sidewalks/lanes/paths ----- 6
- Poorly maintained sidewalks/lanes/paths ----- 7
- Prefer driving ----- 8
- Weather ----- 9
- Other (Please specify: _____) ----- 98
- DK/NA ----- 99

16. In an effort to reduce local traffic congestion and air pollution, the City of Cupertino is working on a plan to establish a network of paths and roads for people to walk or bike. If such additional paths and roads were available in Cupertino, would you or members of your household be likely to use them for your trips within the city? (GET ANSWER, THEN ASK): Would that be very (likely/unlikely) or somewhat (likely/unlikely)?

- Very likely-----1
- Somewhat likely -----2
- Somewhat unlikely -----3
- Very unlikely -----4
- (DON'T READ) DK/NA----- 99

PUBLIC WORKS

17. Four creeks flow in the City. Do you think the City is doing a good job in preventing pollution from getting into these creeks?

- Yes -----1
- No-----2
- (DON'T READ) DK/NA----- 99

You currently pay a storm water fee as part of your property tax bill. This fee helps to improve water quality and provides the City's 3rd grade creek field trip & education program at McClellan Ranch, which has been incorporated into the Cupertino school district curriculum. The fee amount has not been changed since 1992 and is \$12 per year for each single home property.

18. To improve the water quality of our local creeks and continue the City's creek education programs, would you support or oppose increasing this fee by \$12 dollars a year? [GET ANSWER, THEN ASK:] Is that strongly or somewhat (support / oppose)?

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

19. [IF Q18 = 2, 3, 4 or 99, ASK:] To improve the water quality of our local creeks and continue the City's creek education programs would you support or oppose renewing this fee without increasing it? [GET ANSWER, THEN ASK:] Is that strongly or somewhat (support / oppose)?

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

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

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

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

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

- Resident A----- 1
- Resident B----- 2
- (DON'T READ) Mixed opinions----- 3
- (DON'T READ) Neither ----- 4
- (DON'T READ) DK/NA----- 99

21. Do you have a traditional land-line phone at your house?

- Yes ----- 1
- No----- 2
- (DON'T READ) DK/NA----- 99

22. How many people in your household have a cell phone?

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

ECONOMIC DEVELOPMENT AND HOUSING

Next, I'd like to ask you some questions about Economic Development issues.

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

- Very satisfied----- 1
- Somewhat satisfied----- 2
- Somewhat dissatisfied----- 3
- Very dissatisfied----- 4
- (DON'T READ) DK/NA ----- 99

24. What businesses would you like to see in Cupertino?

- [SPECIFY:] ----- 97
- [DON'T READ] Nothing----- 99
- [DON'T READ] DK/NA----- 99

25. The Vallco Shopping District in Cupertino at the intersection of Stevens Creek Boulevard and Wolfe Road has historically been an important central shopping district. Do you support revitalization of the Vallco Shopping District? (GET ANSWER, THEN ASK): Would that be strongly (support/oppose) or somewhat (support/oppose)?

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

26. Economists and/or market experts advise that including a mix of housing and office uses to a development project can make it financially feasible to sustain new, vibrant retail and entertainment, similar to Santana Row in San Jose. Would you support or oppose these uses at Vallco? GET ANSWER, THEN ASK): Would that be strongly (support/oppose) or somewhat (support/oppose)?

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

27. The State requires that each City adopt a Housing Element, a plan for housing and to select sites where housing can be built. Options for site selection include: first, along major routes in the city, Stevens Creek Boulevard, Wolfe Road, Homestead Road and South DeAnza Boulevard, closer to employment and transportation options. And second, increasing the density of sites on smaller streets and in residential neighborhoods.

Given this information, which areas do you believe are best for housing sites? [READ LIST – MULTIPLE RESPONSE OK, BUT DO NOT PROBE FOR SECOND UNLESS OFFERED]

- Along major routes ----- 1
- Along smaller residential streets and closer to existing apartments ----- 2
- Within single-family neighborhoods ----- 3
- (DON'T READ) Mixed opinions ----- 4
- (DON'T READ) DK/NA ----- 99

CRIME

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

- Increased ----- 1
- Decreased ----- 2
- Stayed about same ----- 3
- (DON'T READ) DK/NA ----- 99

ETHNIC DIVERSITY

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

- Excellent ----- 1
- Good ----- 2
- Poor ----- 3
- Very poor ----- 4
- (DON'T READ) DK/NA ----- 99

30. More than half of Cupertino residents are members of ethnic minority groups. How has this increase in diversity in Cupertino affected the feelings you have toward people of other races?

Has the diversity made you more resentful and closed or more sympathetic and open, or has it had no effect on your feelings?

- More resentful/closed ----- 1
- More sympathetic/open ----- 2
- (DON'T READ) No change in how I feel ----- 3
- (DON'T READ) DK/NA ----- 99

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

- Too much ----- 1
- About the right amount ----- 2
- Not enough ----- 3
- (DON'T READ) DK/NA ----- 99

INFORMATION SOURCES

32. Who is your local cable service provider? (DON'T READ CHOICES)

- AT&T U-verse ----- 1
- Comcast ----- 2
- Satellite (DirecTV/Dishnetwork) ----- 3
- Other (Please specify: _____) ----- 98
- (DON'T READ) DK/NA ----- 99

DEMOGRAPICS

And now, just some background questions for comparison purposes

C. Do you own or rent your home?

- Own ----- 1
- Rent ----- 2
- (DON'T READ) DK/NA ----- 99

D. What ethnic group do you consider yourself a part of or feel closest to? (SINGLE RESPONSE ONLY. IF THE RESPONDENT HESITATES, READ THE LIST):

- African American or Black ----- 1
- Asian - Cambodian ----- 2
- Asian - Chinese ----- 3
- Asian - Filipino ----- 4
- Asian - Indian ----- 5
- Asian - Japanese ----- 6
- Asian - Korean ----- 7
- Asian - Laotian ----- 8
- Asian - Thai ----- 9
- Asian - Vietnamese ----- 10
- Caucasian or White ----- 11
- Latino or Hispanic ----- 12
- Pacific Islander ----- 13
- Two or more races ----- 97
- Other (Please specify: _____) ----- 98
- (DON'T READ) DK/NA ----- 99

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

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

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

- F1. Under the age of 18 _____
- F2. Over the age of 64 _____

G. What primary languages are used in your household? (DON'T READ CHOICES. RECORD MULTIPLE RESPONSES)

- English-----1
- Cantonese-----2
- Chinese-----3
- French-----4
- German-----5
- Hindi-----6
- Japanese-----7
- Korean-----8
- Mandarin-----9
- Spanish-----10
- Tagalog-----11
- Thai-----12
- Vietnamese-----13
- Other (Please specify: _____)-----98
- DK/NA-----99

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

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

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

VOTER INFORMATION (FROM VOTER FILE)

I. Age:

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

J. Party:

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

K. Household Party Type:

- Democrat (1)-----1
- Democrat (2+)-----2
- Republican (1)-----3
- Republican (2+)-----4
- Other (1)-----5
- Other (2+)-----6
- Democrat & Republican-----7
- Democrat & Other-----8
- Republican & Other-----9
- Mixed-----10

L. Registration Date:

- 2013 to present-----1
- 2009 to 2012-----2
- 2005 to 2008-----3
- 2001 to 2004-----4
- 1997 to 2000-----5
- 1993 to 1996-----6
- 1992 and before-----7

M. Voting History:

	<u>Poll</u>	<u>Mail</u>	<u>No</u>
Voted November 2005 (if applicable)	1	2	3
Voted June 2006	1	2	3
Voted November 2006	1	2	3
Voted November 2007 (if applicable)	1	2	3
Voted February 2008	1	2	3
Voted June 2008	1	2	3
Voted November 2008	1	2	3
Voted May 2009	1	2	3
Voted November 2009 (if applicable)	1	2	3
Voted June 2010	1	2	3
Voted November 2010	1	2	3
Voted November 2011 (if applicable)	1	2	3
Voted June 2012	1	2	3
Voted November 2012	1	2	3
Voted November 2013 (if applicable)	1	2	3
Voted June 2014 (if available)	1	2	3

N. [PLEASE COUNT TIMES VOTED IN QK] Times Voted in Past Elections: _____

O. [PLEASE COUNT TIMES VOTED BY MAIL IN QK] Absentee Voter: _____

P. Permanent Absentee Voter

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

Q. Likely Absentee Voter

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

R. PRECINCT NUMBER (REQUIRED): _____

S. RESPONDENT'S ZIP CODE OF RESIDENCE (REQUIRED): _____

NAME _____ PHONE _____

ADDRESS _____

DATE OF INTERVIEW _____ VALIDATED BY _____

INTERVIEWER: _____ NUMBER: _____



GODBE RESEARCH
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