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City of Cupertino 2017 Community Survey

May 2017

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) transportation choices
 - (c) public works;
 - (d) economic development;
 - (e) crime;
 - (f) ethnic diversity;
 - (g) information sources; and
- Identify any differences in attitudes and behavior due to demographic and/or behavioral characteristics.

- Data Collection Landline, cell phone, and online interviewing from email invitation
- Universe 43,657 adult (18 years or older) residents in the City of Cupertino
- Fielding Dates April 4 through April 15, 2017
- Interview Length 22 minutes
- Sample Size n=582
(landline n=145; cell n=89; online n=348)
- Margin of Error $\pm 4.04\%$



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Executive Summary

- The survey results indicate that Cupertino residents continue to have very positive perceptions about living in the City.
 - A majority of the residents are satisfied with their quality of life in the City (88.3%), with the “very satisfied” (43.6%) and the “somewhat satisfied” (44.7%) evenly split. The total is lower than in 2014 (96.9%).
 - Sixty-six percent feel a strong sense of community in the City, while 32.7 percent feel a weak or no sense of community at all. This is slightly lower than in the 2014 data, but not statistically significant.
- As in previous years, the “school system” emerged as the top reason why residents choose to live in Cupertino.
 - Thirty-five percent of the residents mentioned “school system” as the main reason for living in Cupertino, which is lower than the 39.4 percent mentions in 2014 survey. This response was more common among the residents ages 40 to 64, and Asians.

- Traffic was identified by 56.8 percent of the respondents as one of the two most important issues facing Cupertino. City planning / overdevelopment related issues were seen as the second most important issue (25.6%) followed by affordable housing (19.6%).

- A substantial majority of Cupertino residents continue to be satisfied with the overall job the City is doing to provide services to its residents.
 - 76.5 percent of the residents are satisfied with the job the City is doing to provide services, with 28.6 percent “very satisfied” and 47.9 percent “somewhat satisfied” ratings. This is a decrease from 2014 finding (89.1%).
 - Only 18.5 percent were dissatisfied with the City’s overall job performance, and 4.1 percent did not have an opinion.
- When looking at specific services, respondents indicated they were most satisfied with the following services:
 - Library services
 - Garbage collection
 - Quinlan Community Center facilities and programs
 - Recycling program
 - Blackberry Farms programs
 - Youth sports fields
 - Police services

Recreation and Community Services

- A large majority of the residents are satisfied with the services that the Cupertino Recreation and Community Services Department offers.
 - Seventy-six percent of respondents were satisfied with the overall job the department is doing.
- Seventy-four percent of respondents indicated they visit Cupertino parks at least once a month.
- Twenty-two percent participate in a Recreation Department activity at least once a month and 53 percent participate at least once a year.

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.

- An overwhelming majority of the Cupertino residents continue to rely on personal vehicles for their daily commute.
 - 87.3 percent of the residents reported they “drive alone”.
 - 13.8 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 29.9 percent of the residents reported walking, bicycling or using public transit for these trips.
- Currently, 25.1 percent of the residents use alternative transportation at least once a week.
- Thirty-six percent of respondents indicated that inconvenient public transit routes and 28.3 percent inconvenient schedules were the reason they did not use alternative transportation
- The survey indicates that Cupertino residents continue to be 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 a network of additional paths and roads, with 47.1 percent being “very likely” and 31.4 percent being “somewhat likely”.

- Forty-seven percent of respondents believe the City is doing a good job preventing pollution in the creeks in the City, while only 9.5 percent disagree. However, 43.1 percent indicated they don't know.
 - 62 percent of respondents indicated they would support a \$12 increase in the annual storm water fee to \$24 dollars per year.
- Thirty-three percent of respondents would pay at least \$6 a month if it would increase recycling by 30 percent.
- Thirty-four percent of respondents are aware of Silicon Valley Clean Energy.

- Fifty-three percent of the residents are satisfied with the shopping environment in Cupertino when compared to the neighboring cities in the Bay Area. Conversely, 45.6 percent indicated their dissatisfaction.
- Nineteen percent of respondents wanted to see more restaurants (including high end restaurants) in Cupertino, 15.3 percent want more department stores, and 14.8 percent want to see discount stores.
- Respondents indicated they visited Safeway (48.2%), Target Express (44.2%), and Sprouts (42.3%), among others at Crossroad, Homestead Square or Main Street in 2016.

- The 2017 survey indicates that 38.6 percent of respondents feel that “crime has stayed about the same”, substantially less than in 2014 (57.2% stayed the same). Nine percent feel that “crime has decreased”, and 41.4 percent felt it has increased.
- Respondents feel most safe walking alone in their neighborhood during the day and at home.
- The survey results suggest that race and ethnic relations have been consistently positive (excellent and good) among Cupertino residents over the last 14 years.
 - 84.9 percent of the residents in the current survey indicated “excellent” or “good” ratings for race and ethnic relations in the City.
 - 34.9 percent of the respondents indicated that Cupertino’s ethnic diversity has made them more sympathetic and open, while 53.6 percent indicated there was no change in how they feel.
- Further, 63.0 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”. While, 14.6 percent feel that the City is not doing enough.

- Respondents indicated that the Cupertino Courier (27.1%) and the Cupertino Scene (18.1%) were the most used sources to find City information.
- Nineteen percent of respondents indicated social media as a source to find City information with NextDoor (12.6%) being the largest component.
- Sixty-one percent of respondents have visited the City's website.
- Forty-four percent of respondents indicated that direct mail was the most preferred way of being informed about city projects, meetings, events and updates. Another 33.8 percent indicated email and 20 percent indicated the city website was the best source.



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Key Findings: Living in Cupertino