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City of Cupertino 2024 Community Survey

January 2025

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

- Learn their overall perceptions of the quality of life;
- Gather resident feedback on several local issues including:
 - Living in Cupertino;
 - Cupertino City Services;
 - Parks & Recreation services;
 - Transportation choices;
 - Environmental sustainability;
 - Community & economic development;
 - Public safety;
 - Ethnic diversity; and
 - Information sources;
- Identify any differences in responses due to demographic characteristics.



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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 significant majority of the residents are satisfied with their quality of life in the City (87.2%), with the “very satisfied” (32.4%) lower than the “somewhat satisfied” (54.8%). The total is just slightly lower than in 2017 (88.3%).
 - For our other California city clients, they have averaged about 76.5% satisfied with the quality of the life.
- As in previous years, the “school system” emerged as the top reason why residents choose to live in Cupertino.
 - 28.4 percent of the residents mentioned “school system” as the main reason for living in Cupertino, which is lower than the 35.3 percent mentions in 2017 survey. This response was more common among the residents ages 40 to 49.

- Affordable housing was identified by 35.5 percent of the respondents as one of the two most important issues facing Cupertino. Education and school overcrowding were seen as the second most important issue (15.2%) followed by traffic (15.0%). It is notable that those indicating traffic had declined by 41.8 percent from a high in 2017 of 56.8 percent.

- A substantial majority of Cupertino residents continue to be satisfied with the overall job the City is doing to provide services to its residents.
 - 72.5 percent of the residents are satisfied with the job the City is doing to provide services, with 25.5 percent “very satisfied” and 47.0 percent “somewhat satisfied” ratings. This is a slight decrease from 2017 finding (76.5%) but is not statistically significant.
 - Only 20.3 percent were dissatisfied with the City’s overall job performance, and 7.2 percent did not have an opinion.
 - For our other California city clients, they have averaged about 66.0% satisfied since 2020.
- When looking at specific services, respondents indicated that the most important services were:
 - Maintaining City street and roads and preventing potholes
 - Maintaining parks
 - Safe pedestrian sidewalks and crosswalks
 - Keeping residents informed
 - Traffic on City streets
 - Neighborhood police patrols.

- When looking at specific services, respondents indicated they were most satisfied with the following services:
 - Blackberry Farms facilities
 - City events and festivals like Earth Day and the Cherry Blossom Festival
 - Maintaining parks
 - Senior Center programs
 - Quinlan Community Center programs
 - Protecting the environment
 - Youth and Teen programs

Cupertino City Services III

- When ranked by importance, the services that showed the least satisfaction are “balancing growth and development in Cupertino”, “traffic on City streets” and “neighborhood watch programs”.

	Importance	Satisfaction
5i. Maintaining City streets and roads, and preventing potholes	2.44	0.78
5e. Maintaining parks	2.32	1.13
5g. Safe pedestrian sidewalks and crosswalks	2.31	0.83
5t. Keeping residents informed	2.22	0.56
5b. Traffic on City streets	2.20	0.20
5a. Neighborhood police patrols	2.18	0.50
5r. Balancing growth and development in Cupertino	2.13	0.05
5f. Protecting the environment	2.06	1.01
5h. Maintaining City facilities	2.04	0.94
5j. Safe bike paths and routes	1.95	0.84
5s. Improving air quality	1.92	0.93
5o. Neighborhood watch programs	1.91	0.48
5p. Street trees	1.90	0.90
5d. Youth and teen programs	1.86	0.98
5c. Cupertino's unique community character	1.71	0.78
5l. Senior Center programs	1.70	1.10
5m. Sports Center programs	1.65	0.89
5n. Blackberry Farms facilities	1.57	1.16
5q. City events and festivals like Earth Day and the Cherry Blossom Festival	1.51	1.13
5k. Quinlan Community Center programs	1.51	1.05

- 77.3 percent of respondents indicated they visit Cupertino parks at least once a month, a slight increase from 74.3 percent in 2017.
- 26.1 percent participate in a Parks & Recreation Department activity at least once a month, compared with 22.3 percent in 2017.

- An overwhelming majority of the Cupertino residents continue to rely on personal vehicles for their daily commute.
 - 90.4 percent of the residents reported they “drive alone”.
 - 26.4 percent indicate they “walk” to work, school or other places”
 - 22.4 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 73.8 percent of the residents reported walk, carpool / vanpool / ride with others, bicycle, bus, Silicon Valley Hopper, train or lightrail for some of these trips.
- Currently, 29.4 percent of the residents use alternative transportation at least once a week.
- 33.0 percent of respondents indicated that inconvenient public transit routes and 31.0 percent inconvenient schedules were the reason they did not use alternative transportation.

- When asked what sustainable household practices they have done, respondents' top responses were:
 - Placed my food waste in the compost bin (55.8%)
 - Wash vehicles at a commercial car wash or on landscaping (49.6%)
 - Reduced or eliminated use of fertilizers or pesticides on lawn (35.1%)
 - Repaired a water leak or upgraded to a water efficient appliance (30.8%)
 - Converted grass lawn to water efficient landscaping (26.2%)

- 60.7 percent of the residents are satisfied with the shopping environment in Cupertino when compared to the neighboring cities in the Bay Area. Conversely, 36.7 percent indicated their dissatisfaction. In 2017, 52.9 percent were satisfied, and 45.6 percent were dissatisfied.
- 32.0 percent of respondents wanted to see more “shopping / retail” in Cupertino, 28.8 percent want more “Mom and Pop stores”, 28.5 percent want more “Ethnic food restaurants / Diversity of foods”, 28.4 percent want “Discount stores / Walmart / Costco”, 28.4 percent want more “book stores”, and 28.0 percent want more “Restaurants / High end”.

- The 2024 survey indicates that 44.6 percent of respondents feel that “crime has stayed about the same”. 4.7 percent feel that “crime has decreased”, and 34.7 percent felt it has increased. Comparatively, the 2017 survey indicates that 38.6 percent of respondents feel that “crime has stayed about the same”, 9.2 percent feel that “crime has decreased”, and 41.4 percent felt it has increased.

- 56.5 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 10.4 percent feel that the City could do more. Comparatively in 2017, 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”, whereas 14.6 percent feel that the City could do more.

- 56.1 percent of the respondents prefer to be informed of City projects, meetings, events and updates by email, 30.4 percent prefer the City Website, 16.9 percent chose text messaging, and 16.2 percent prefer social media. In 2017, 44.0 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.
- In terms of frequency of City news, 39.9 percent want information a few times a month or more, while 45.8 percent want information once a month or a few times a year. 4.8 percent indicated “Never” and 9.5 percent did not have an opinion.

- Data Collection Landline, cell phone, and online interviewing from text and email invitation
- Sample Pool 45,320 adult (18 years or older) residents in the City of Cupertino
- Fielding Dates November 12 to 23, 2024
- Interview Length 26 minutes
- Sample Size n=718
(landline n=12; cell n=160; text n=505; email=41)
- Margin of Error $\pm 3.63\%$ Adults 18+

Note: The data have been weighted to reflect the actual population , characteristics of the adult residents in the City of Cupertino based on the 2022 American Community Survey (ACS) in terms of gender, age and ethnicity.

Some questions have comparative data from the 2017 survey while others do not.