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CITY COUNCIL INFORMATIONAL MEMORANDUM

Date: January 16, 2025

To: Cupertino City Council

From: Tina Kapoor, Deputy City Manager

Re: 2024 Community Survey Results

Background

For many years, the City of Cupertino has conducted periodic community surveys to gauge resident satisfaction with city services and inform decision-making. The last survey was conducted in 2017. However, the pandemic disrupted this regular cycle, resulting in a significant gap. To address this, the city engaged with a professional consulting firm, Godbe Research, who has partnered with the City since 1990 to conduct 19 rounds of independent public opinion research to assess a wide variety of resident needs. The 2024 Community Survey aimed to capture updated insights into residents' satisfaction with essential city services and priorities for the future. Comparative data from the previous survey (2017) is included throughout the report wherever the data is available. A detailed report with the full results and additional data and analysis is included in Attachment A.

The following areas of inquiry were included in the 2024 survey:

- Living in Cupertino
- Cupertino City services
- Parks and Recreation services
- Transportation choices
- Environmental sustainability
- Community & economic development
- Public safety
- Ethnic diversity
- Information sources

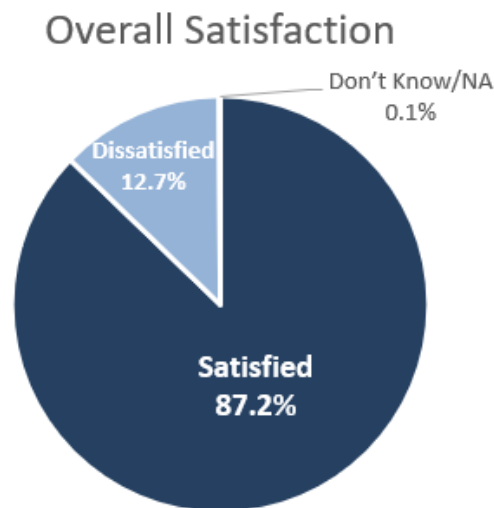
Methodology

A random sampling method was used to ensure broad representation across all neighborhoods and demographic groups within the City. Telephone interviews were conducted with an option

to complete the questionnaire online, to maximize accessibility and participation. A total of 718 Cupertino residents, including non-voter and voter adults over 18 years participated in the survey from November 12 through November 23. This provided a statistically significant sample with a margin of error of +/-3.63 percent.

Overall Satisfaction

Survey results indicate that Cupertino residents continue to have very positive perceptions about living in the City. A significant majority of the residents (87.2%) are satisfied with their quality of life in the City. For other California cities, the overall satisfaction rate is on average 76.5%.



Key Findings

1. Living in Cupertino

The first section of the survey addressed living in Cupertino, including an assessment of the quality of life, the reasons for living in Cupertino and the top issues in the community.

As stated above, a significant majority of the residents (87.2%) are satisfied with their quality of life in the City ("very satisfied" 32.4% and "somewhat satisfied" 54.8%). The total is slightly lower than in 2017 (88.3%).

As in previous years, the "school system" emerged as the top reason why residents choose to live in Cupertino. Specifically, 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.

When asked what the top two issues in the community were, affordable housing was

identified by 35.5 percent of the respondents as one of the two most important issues facing Cupertino. Following affordable housing, 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.

2. Cupertino City Services

The second section of the survey focused on city services. A substantial majority of Cupertino residents continue to be satisfied with the overall job the City is doing to provide services to its residents.

Specifically, 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” with the job the City is doing. This is a slight decrease from 2017’s finding (76.5% satisfied) 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.

In addition to a high-level view of city services, respondents were also asked about the “importance” of specific list of services and their “satisfaction” with the same list of services. When looking at specific services, respondents indicated that the most important services were:

- Maintaining City streets and roads and preventing potholes
- Maintaining parks
- Safe pedestrian sidewalks and crosswalks
- Keeping residents informed
- Traffic on City streets
- Neighborhood police patrols

When asked how satisfied they were with the 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

Of course, it is useful to compare the importance and satisfaction to determine what areas might yield the most improvement in the overall quality of life. When ranked by importance, the services that showed the least satisfaction relatively speaking were “balancing growth and development in Cupertino”, “traffic on City streets” and “neighborhood watch programs”. However, again the rankings are relative and are all positive.

For our other California city clients, it is not uncommon to see growth and traffic receive negative satisfaction rankings.

3. Parks & Recreation Services

After the questions about city services, respondents were next questioned about a variety of other issues in the City. Beginning with recreation and community services, 77.3 percent of respondents indicated they visit Cupertino parks at least once a month, a slight increase from 74.3 percent in 2017. Additionally, 26.1 percent of respondents indicated that they participate in a Recreation Department activity at least once a month, a slight increase when compared with 22.3 percent in 2017.

4. Transportation Choices

The next section of the survey addressed transportation issues. To start, and not surprisingly, an overwhelming majority of the Cupertino residents continue to rely on personal vehicles for their daily commute. Specifically, 90.4 percent of the residents reported they “drive alone”. Another 26.4 percent indicated they “walk” to work, school or other places”, and 22.4 percent use “carpool, vanpool, or ride with others,” to go to work, school or other places they visit frequently.

Totaling the non-drive alone responses, 73.8 percent of the residents reported they walk, carpool / vanpool / ride with others, bicycle, take the bus, Silicon Valley Hopper, train or light rail for some of their trips. Currently, 29.4 percent of residents use alternative transportation at least once a week.

When asked respondents reasons for not using alternative transportation, 33.0 percent of respondents indicated that inconvenient public transit routes and 31.0 percent indicated inconvenient schedules were the reasons they did not use alternative transportation.

5. Environmental Sustainability

Another section of the survey addressed a few specific environmental practices. 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%)

6. Community and Economic Development:

The Community & Economic Development section asked respondents' satisfaction with the shopping environment and what businesses they would like to see in Cupertino. A solid majority of 60.7 percent of the residents indicated they were satisfied with the shopping environment in Cupertino when compared to the neighboring cities in the Bay Area. Conversely, 36.7 percent indicated their dissatisfaction with the shopping environment in Cupertino. In the 2017 Cupertino survey, 52.9 percent were satisfied, and 45.6 percent were dissatisfied.

In terms of businesses they would like to see more of in Cupertino, 32.0 percent of respondents wanted to see more "shopping / retail" in Cupertino, 28.8 percent wanted more "Mom and Pop stores", 28.5 percent wanted more "Ethnic food restaurants / Diversity of foods", 28.4 percent wanted "Discount stores / Walmart / Costco", 28.4 percent wanted more "book stores", and 28.0 percent wanted more "Restaurants / High end".

While satisfaction with economic development efforts was high, some respondents expressed concerns about affordability and housing availability, emphasizing the need for balanced growth.

7. Public Safety

The survey indicated that 44.6 percent of respondents feel that "crime has stayed about the same". While 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.

8. Ethnic Diversity

In terms of ethnic diversity, 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 is not doing enough. 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 was not doing enough.

Next Steps

The insights from this survey provide a valuable roadmap for prioritizing city initiatives and

resource allocation. This memo and the full report (Attachment A) will be made available to the public on the [City's website](#)¹. These results will be used to inform strategic planning efforts for the City moving forward.

We thank all residents who participated in this survey for sharing their valuable feedback and helping shape the future of our city.

Sustainability Impact

There are no sustainability impacts associated with this update.

Fiscal Impact

Although there will be fiscal impacts with the final selection of the CWP, there are no impacts associated with this update.

California Environmental Quality Act

Not applicable.

Prepared by: Tina Kapoor, Deputy City Manager

Approved for submission by: Pamela Wu, City Manager

Attachments:

A – 2024 Community Survey Results

¹ <https://www.cupertino.gov/Your-City/About-Cupertino/Community-Survey>



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City of Cupertino 2024 Community Survey

January 2025

Overview and Research Objectives

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.



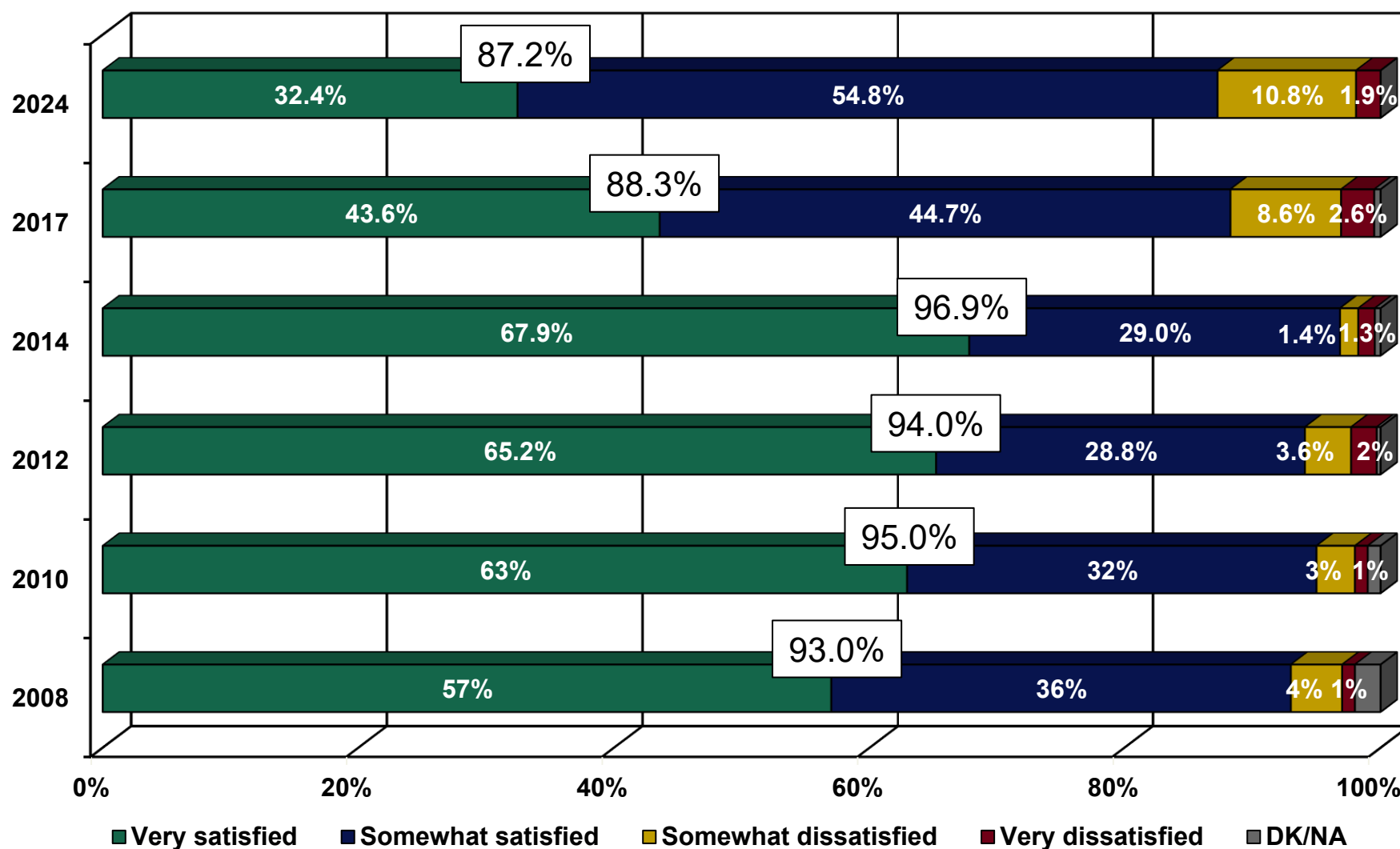
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Living in Cupertino

Q1: Satisfaction with Quality of Life

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Q1: Satisfaction with Quality of Life

Gender and Age Comparisons

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| | | Gender | | | | |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total | 718 | 369 | 343 | 3 | 3 |
| | Very satisfied | 233 | 117 | 115 | 1 | 0 |
| | | 32.4% | 31.8% | 33.4% | 34.6% | 0.0% |
| | Somewhat satisfied | 394 | 205 | 188 | 0 | 0 |
| | | 54.8% | 55.6% | 54.9% | 0.0% | 8.2% |
| | Somewhat dissatisfied | 78 | 39 | 35 | 2 | 1 |
| | | 10.8% | 10.7% | 10.3% | 65.4% | 31.9% |
| | Very dissatisfied | 14 | 7 | 5 | 0 | 2 |
| | | 1.9% | 2.0% | 1.4% | 0.0% | 59.9% |

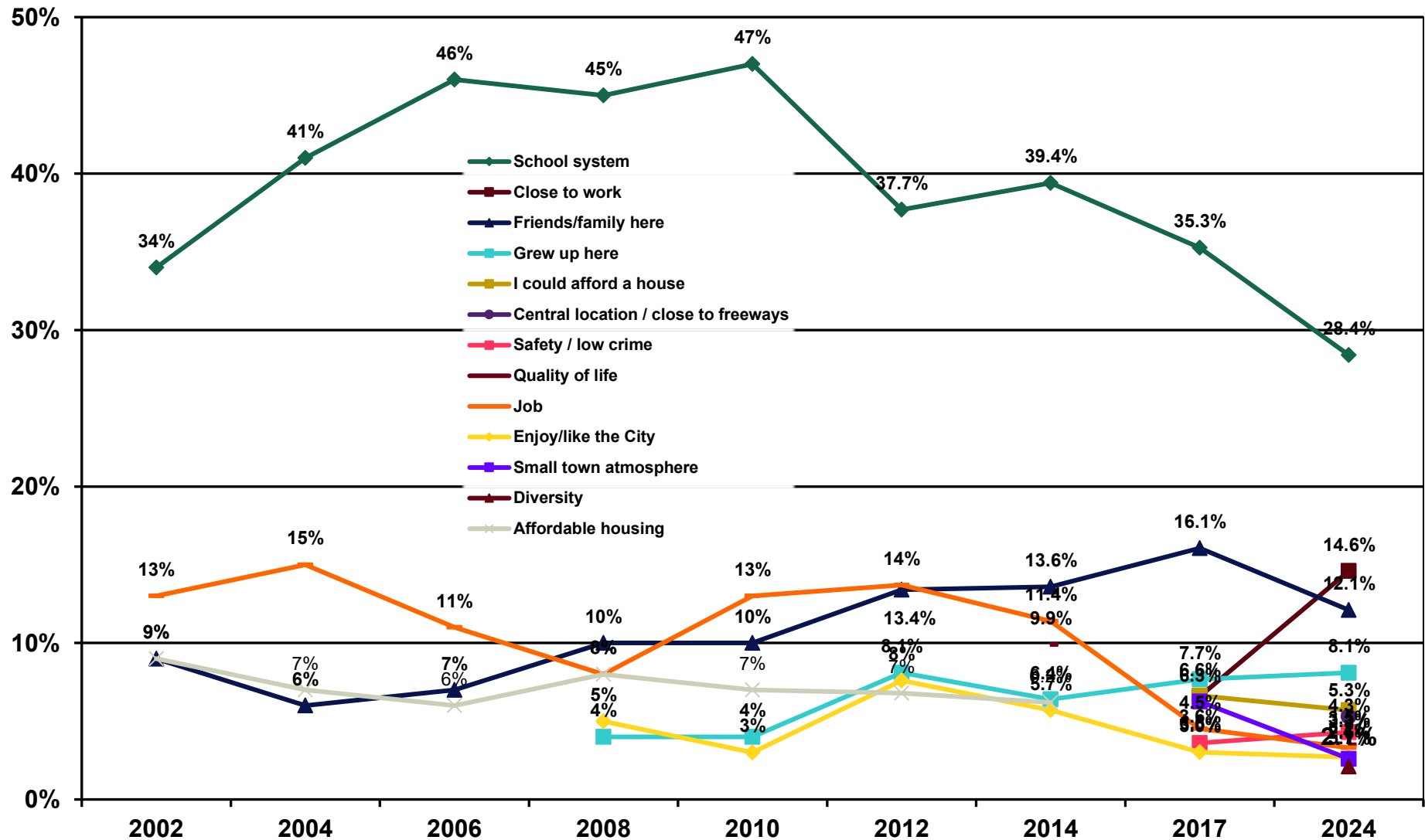
| | | Age | | | | | | |
|---------------------------------------------------------------------------------------------------------|-----------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Very satisfied | 233 | 51 | 33 | 43 | 51 | 53 | 2 |
| | | 32.4% | 44.7% | 28.0% | 27.1% | 27.3% | 41.5% | 14.4% |
| | Somewhat satisfied | 394 | 53 | 75 | 103 | 101 | 56 | 5 |
| | | 54.8% | 46.8% | 63.3% | 64.2% | 54.2% | 44.2% | 44.3% |
| | Somewhat dissatisfied | 78 | 10 | 10 | 13 | 28 | 14 | 3 |
| | | 10.8% | 8.4% | 8.6% | 8.3% | 15.0% | 11.0% | 22.5% |
| | Very dissatisfied | 14 | 0 | 0 | 1 | 7 | 4 | 2 |
| | | 1.9% | 0.0% | 0.0% | 0.5% | 3.5% | 3.3% | 18.7% |

Q1: Satisfaction with Quality of Life Ethnicity Comparisons

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| | | Ethnic Group | | | | | | |
|---------------------------------------------------------------------------------------------------------|-----------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| 1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Cupertino? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | Very satisfied | 233 | 0 | 153 | 50 | 5 | 0 | 3 |
| | | 32.4% | 31.7% | 33.3% | 32.3% | 21.8% | 0.0% | 12.2% |
| | Somewhat satisfied | 394 | 1 | 252 | 87 | 13 | 2 | 18 |
| | | 54.8% | 68.3% | 54.8% | 56.1% | 62.8% | 100.0% | 76.7% |
| | Somewhat dissatisfied | 78 | 0 | 51 | 15 | 1 | 0 | 0 |
| | | 10.8% | 0.0% | 11.2% | 9.7% | 3.8% | 0.0% | 0.0% |
| | Very dissatisfied | 14 | 0 | 4 | 3 | 2 | 0 | 3 |
| | | 1.9% | 0.0% | 0.8% | 1.9% | 11.6% | 0.0% | 11.1% |

Q2: Reason for Living in Cupertino



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 Comparisons

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| | | Gender | | | | |
|----------------------------------------------------------------|------------------------------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 2. What is the primary reason you choose to live in Cupertino? | Total | 718 | 369 | 343 | 3 | 3 |
| | Central location / close to freeways | 38 | 16 | 22 | 0 | 0 |
| | Close to work | 5.3% | 4.3% | 6.5% | 0.0% | 0.0% |
| | Diversity | 105 | 43 | 60 | 1 | 0 |
| | Enjoy / like the City | 14.6% | 11.7% | 17.6% | 34.6% | 0.0% |
| | Friends / family here | 15 | 6 | 9 | 0 | 0 |
| | Grew up here | 2.1% | 1.5% | 2.7% | 0.0% | 0.0% |
| | I could afford a house | 20 | 5 | 15 | 0 | 0 |
| | Job | 2.7% | 1.2% | 4.4% | 0.0% | 0.0% |
| | Quality of life | 87 | 50 | 36 | 0 | 1 |
| | Retirement | 12.1% | 13.5% | 10.5% | 9.8% | 19.1% |
| | Safety / low crime | 58 | 35 | 23 | 0 | 0 |
| | School system | 8.1% | 9.5% | 6.8% | 0.0% | 0.0% |
| | Small town atmosphere | 41 | 17 | 24 | 0 | 1 |
| | Enviroment / Outside Activities / Nature | 5.7% | 4.5% | 7.0% | 0.0% | 21.0% |
| | City services | 24 | 13 | 11 | 0 | 0 |
| | Amenities | 3.3% | 3.6% | 3.1% | 0.0% | 0.0% |
| | DK/NA | 25 | 14 | 11 | 0 | 0 |
| | | 3.5% | 3.9% | 3.1% | 0.0% | 0.0% |
| | | 2 | 0 | 2 | 0 | 0 |
| | | 0.3% | 0.0% | 0.7% | 0.0% | 0.0% |
| | | 31 | 17 | 14 | 0 | 0 |
| | | 4.3% | 4.6% | 4.1% | 0.0% | 0.0% |
| | | 204 | 115 | 85 | 2 | 2 |
| | | 28.4% | 31.2% | 24.8% | 55.6% | 59.9% |
| | | 19 | 10 | 8 | 0 | 0 |
| | | 2.6% | 2.8% | 2.5% | 0.0% | 0.0% |
| | | 4 | 2 | 2 | 0 | 0 |
| | | 0.6% | 0.6% | 0.5% | 0.0% | 0.0% |
| | | 1 | 1 | 0 | 0 | 0 |
| | | 0.1% | 0.2% | 0.0% | 0.0% | 0.0% |
| | | 1 | 1 | 0 | 0 | 0 |
| | | 0.1% | 0.2% | 0.0% | 0.0% | 0.0% |
| | | 44 | 24 | 20 | 0 | 0 |
| | | 6.1% | 6.5% | 5.9% | 0.0% | 0.0% |

Q2: Reason for Living in Cupertino Age Comparisons Continued

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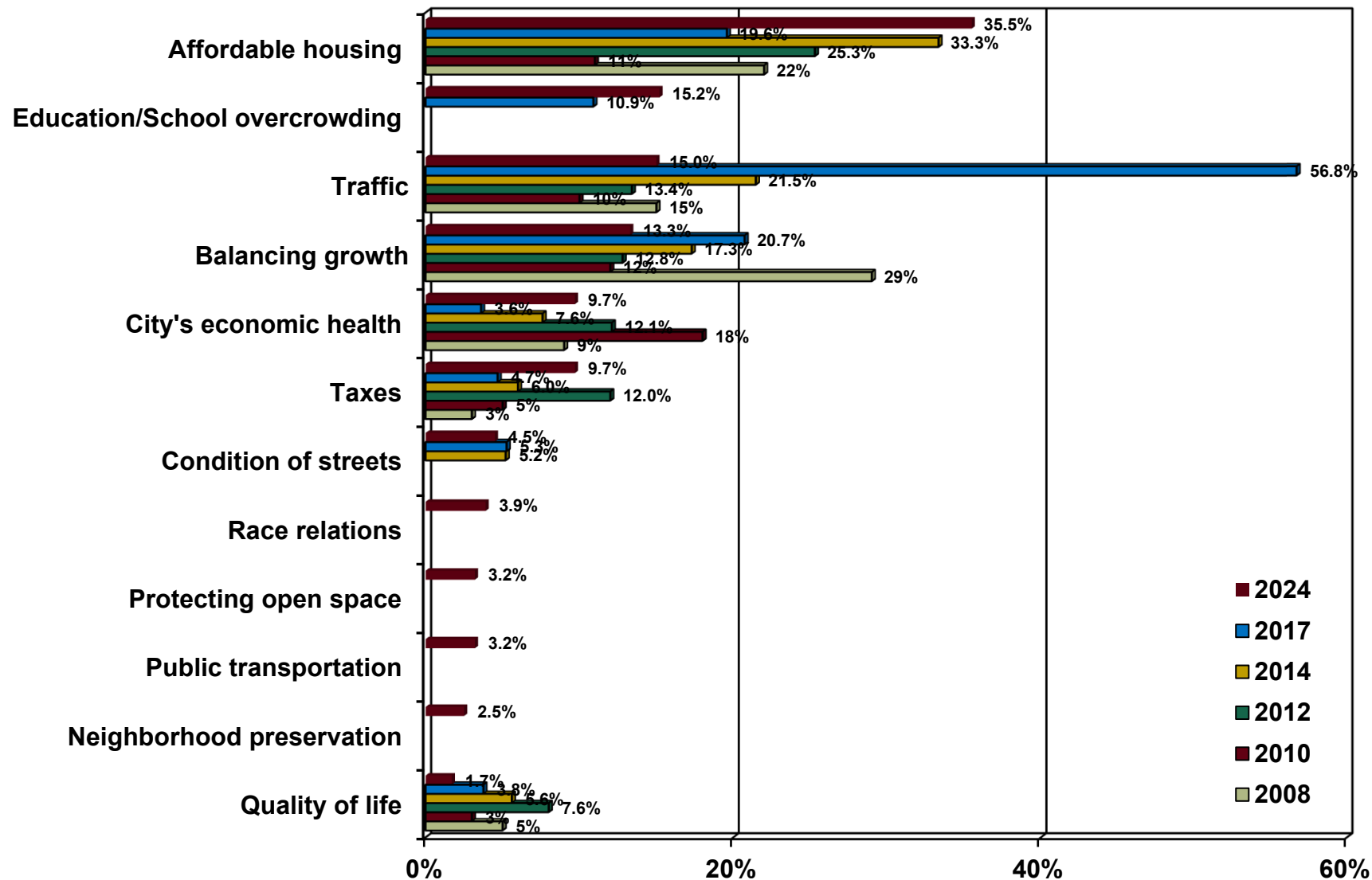
| | | Age | | | | | | |
|----------------------------------------------------------------|-------------------------------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 2. What is the primary reason you choose to live in Cupertino? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Central location / close to freeways | 38 | 1 | 3 | 10 | 6 | 17 | 0 |
| | | 5.3% | 0.8% | 2.9% | 6.5% | 3.5% | 13.3% | 0.0% |
| | Close to work | 105 | 18 | 28 | 23 | 26 | 9 | 2 |
| | | 14.6% | 15.5% | 23.3% | 14.4% | 13.8% | 7.1% | 14.8% |
| | Diversity | 15 | 7 | 0 | 1 | 2 | 4 | 0 |
| | | 2.1% | 6.4% | 0.0% | 0.7% | 1.3% | 3.3% | 0.0% |
| | Enjoy / like the City | 20 | 9 | 2 | 4 | 2 | 3 | 0 |
| | | 2.7% | 7.6% | 1.7% | 2.6% | 1.0% | 2.2% | 0.0% |
| | Friends / family here | 87 | 24 | 10 | 14 | 23 | 15 | 1 |
| | | 12.1% | 21.0% | 8.2% | 9.0% | 12.1% | 11.5% | 11.7% |
| | Grew up here | 58 | 30 | 15 | 5 | 3 | 4 | 1 |
| | | 8.1% | 26.4% | 12.6% | 3.1% | 1.8% | 3.4% | 7.2% |
| | I could afford a house | 41 | 0 | 12 | 1 | 14 | 14 | 1 |
| | | 5.7% | 0.0% | 9.8% | 0.5% | 7.3% | 11.3% | 5.1% |
| | Job | 24 | 4 | 1 | 11 | 7 | 1 | 0 |
| | | 3.3% | 3.9% | 0.7% | 6.6% | 3.7% | 0.9% | 0.0% |
| | Quality of life | 25 | 3 | 1 | 6 | 8 | 6 | 0 |
| | | 3.5% | 3.0% | 1.2% | 3.8% | 4.2% | 4.5% | 4.3% |
| | Retirement | 2 | 0 | 0 | 0 | 0 | 2 | 0 |
| | | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 1.9% | 0.0% |
| | Safety / low crime | 31 | 0 | 10 | 4 | 14 | 3 | 0 |
| | | 4.3% | 0.0% | 8.7% | 2.2% | 7.3% | 2.6% | 0.0% |
| | School system | 204 | 11 | 27 | 69 | 64 | 27 | 5 |
| | | 28.4% | 9.7% | 23.2% | 43.4% | 34.3% | 20.9% | 43.5% |
| | Small town atmosphere | 19 | 2 | 0 | 1 | 8 | 8 | 1 |
| | | 2.6% | 1.3% | 0.0% | 0.6% | 4.1% | 6.0% | 8.1% |
| | Environment / Outside Activities / Nature | 4 | 0 | 0 | 2 | 0 | 2 | 0 |
| | | 0.6% | 0.0% | 0.0% | 1.2% | 0.3% | 1.4% | 0.0% |
| | City services | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| | | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% |
| | Amenities | 1 | 0 | 0 | 0 | 0 | 1 | 0 |
| | | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% |
| | DK/NA | 44 | 5 | 9 | 9 | 10 | 11 | 1 |
| | | 6.1% | 4.3% | 7.9% | 5.4% | 5.3% | 8.5% | 5.4% |

Q2: Reason for Living in Cupertino Ethnicity Comparisons

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Gain Insight

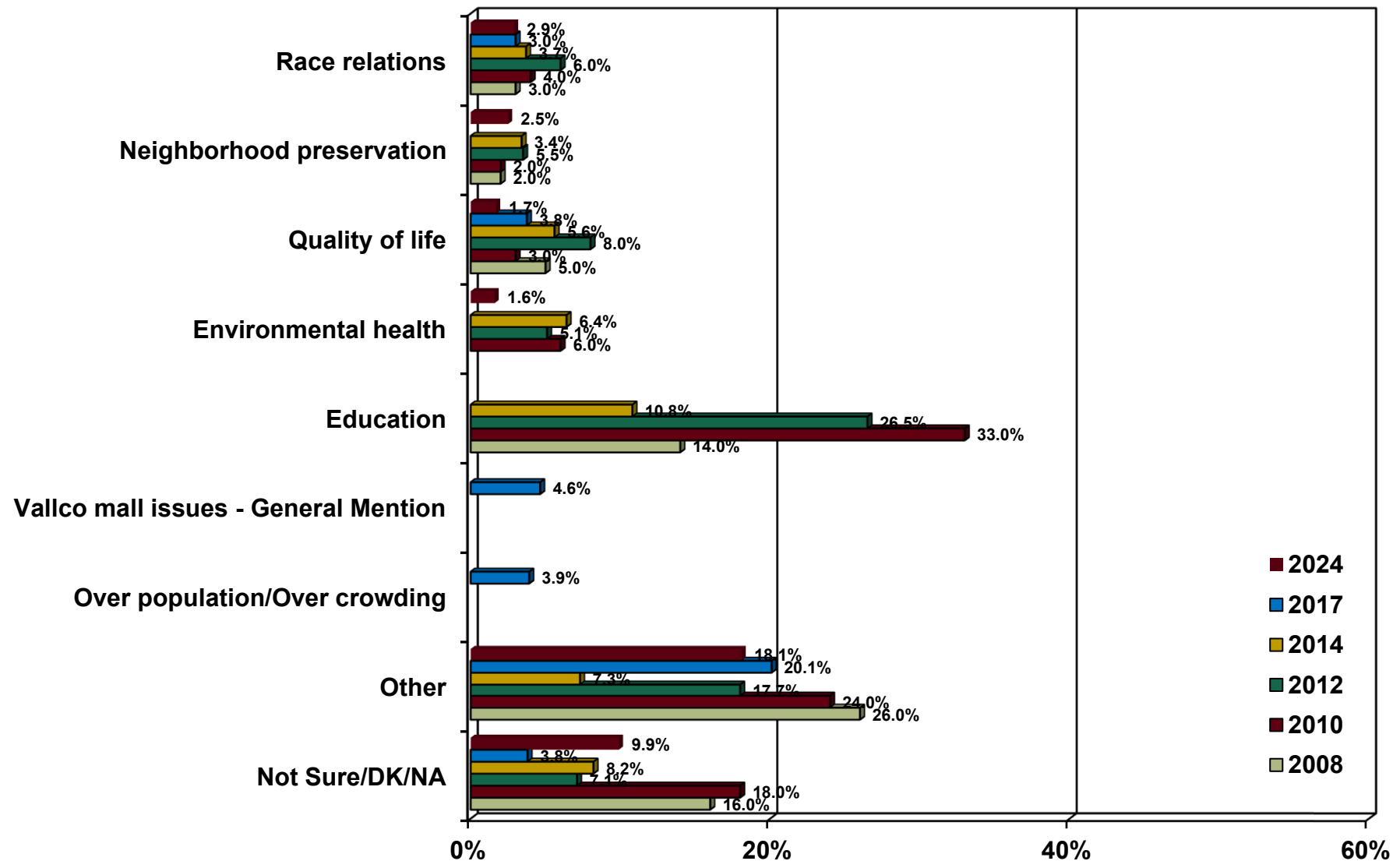
| | | Ethnic Group | | | | | | |
|----------------------------------------------------------------|------------------------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| | | | | | | | | Not sure / DK/NA |
| 2. What is the primary reason you choose to live in Cupertino? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | Central location / close to freeways | 38 | 0 | 21 | 15 | 0 | 0 | 1 |
| | | 5.3% | 0.0% | 4.5% | 9.8% | 0.0% | 0.0% | 1.5% |
| | Close to work | 105 | 1 | 62 | 35 | 3 | 0 | 3 |
| | | 14.6% | 68.2% | 13.5% | 22.5% | 15.3% | 0.0% | 5.3% |
| | Diversity | 15 | 0 | 15 | 0 | 0 | 0 | 0 |
| | | 2.1% | 0.0% | 3.3% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Enjoy / like the City | 20 | 0 | 8 | 1 | 0 | 0 | 5 |
| | | 2.7% | 0.0% | 1.8% | 0.5% | 0.0% | 0.0% | 9.0% |
| | Friends / family here | 87 | 0 | 52 | 19 | 4 | 1 | 6 |
| | | 12.1% | 0.0% | 11.2% | 12.4% | 18.6% | 47.7% | 10.3% |
| | Grew up here | 58 | 0 | 33 | 9 | 1 | 1 | 13 |
| | | 8.1% | 0.0% | 7.3% | 5.8% | 4.2% | 52.3% | 22.8% |
| | I could afford a house | 41 | 0 | 11 | 26 | 2 | 0 | 1 |
| | | 5.7% | 0.1% | 2.3% | 16.5% | 11.6% | 0.0% | 1.3% |
| | Job | 24 | 0 | 20 | 2 | 1 | 0 | 1 |
| | | 3.3% | 0.0% | 4.4% | 1.3% | 3.8% | 0.0% | 1.3% |
| | Quality of life | 25 | 0 | 14 | 5 | 1 | 0 | 3 |
| | | 3.5% | 0.0% | 3.1% | 3.4% | 3.3% | 0.0% | 4.6% |
| | Retirement | 2 | 0 | 0 | 2 | 0 | 0 | 0 |
| | | 0.3% | 0.0% | 0.0% | 1.6% | 0.0% | 0.0% | 0.0% |
| | Safety / low crime | 31 | 0 | 23 | 3 | 3 | 0 | 2 |
| | | 4.3% | 0.0% | 5.0% | 1.7% | 16.3% | 0.0% | 2.8% |
| | School system | 204 | 0 | 157 | 25 | 4 | 0 | 15 |
| | | 28.4% | 0.0% | 34.2% | 16.1% | 20.5% | 0.0% | 27.0% |
| | Small town atmosphere | 19 | 0 | 12 | 3 | 1 | 0 | 1 |
| | | 2.6% | 0.0% | 2.6% | 2.0% | 4.6% | 0.0% | 1.7% |
| | Enviroment / Outside Activities / Nature | 4 | 0 | 0 | 2 | 0 | 0 | 0 |
| | | 0.6% | 0.0% | 0.0% | 1.5% | 1.9% | 0.0% | 0.0% |
| | City services | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| | | 0.1% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Amenities | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | | 0.1% | 0.0% | 0.0% | 0.6% | 0.0% | 0.0% | 0.0% |
| | DK/NA | 44 | 0 | 30 | 7 | 0 | 0 | 7 |
| | | 6.1% | 31.7% | 6.5% | 4.4% | 0.0% | 0.0% | 12.5% |

Q3: Two Most Important Issues



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 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 Comparisons

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| | | Gender | | | | |
|-------------------------------------------------------------|----------------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 3. What are the two most important issues facing Cupertino? | Total | 718 | 369 | 343 | 3 | 3 |
| | Affordable housing | 255 | 144 | 109 | 1 | 2 |
| | | 35.5% | 39.0% | 31.6% | 34.6% | 59.9% |
| | City's economic health | 70 | 36 | 33 | 0 | 0 |
| | | 9.7% | 9.9% | 9.7% | 0.0% | 0.0% |
| | Condition of streets | 32 | 24 | 8 | 0 | 0 |
| | | 4.5% | 6.4% | 2.4% | 0.0% | 0.0% |
| | Balancing growth | 99 | 63 | 36 | 0 | 0 |
| | | 13.8% | 17.0% | 10.6% | 0.0% | 8.2% |
| | Crime | 81 | 37 | 41 | 3 | 0 |
| | | 11.2% | 10.1% | 11.8% | 90.2% | 0.0% |
| | Education | 91 | 43 | 48 | 0 | 0 |
| | | 12.6% | 11.7% | 13.9% | 0.0% | 0.0% |
| | Environmental health | 11 | 3 | 8 | 0 | 0 |
| | | 1.6% | 0.9% | 2.4% | 0.0% | 0.0% |
| | Inconvenient library hours | 1 | 0 | 1 | 0 | 0 |
| | | 0.2% | 0.0% | 0.4% | 0.0% | 0.0% |
| | Neighborhood preservation | 18 | 8 | 10 | 0 | 0 |
| | | 2.5% | 2.2% | 2.9% | 0.0% | 0.0% |
| | Poor cell coverage | 1 | 0 | 1 | 0 | 0 |
| | | 0.2% | 0.0% | 0.4% | 0.0% | 0.0% |
| | Protection of open space | 23 | 10 | 13 | 0 | 0 |
| | | 3.2% | 2.7% | 3.8% | 0.0% | 0.0% |
| | Public transportation | 23 | 16 | 7 | 0 | 0 |
| | | 3.2% | 4.3% | 2.1% | 0.0% | 0.0% |
| | Quality of life | 12 | 8 | 5 | 0 | 0 |
| | | 1.7% | 2.1% | 1.3% | 0.0% | 0.0% |
| | Race relations | 21 | 11 | 10 | 0 | 0 |
| | | 2.9% | 2.9% | 2.8% | 0.0% | 10.9% |
| | School overcrowding | 18 | 6 | 13 | 0 | 0 |
| | | 2.6% | 1.6% | 3.7% | 0.0% | 0.0% |
| | Taxes | 70 | 27 | 43 | 0 | 0 |
| | | 9.7% | 7.3% | 12.5% | 0.0% | 0.0% |
| | Traffic | 107 | 55 | 53 | 0 | 0 |
| | | 15.0% | 14.8% | 15.3% | 0.0% | 8.2% |
| | Other | 130 | 64 | 63 | 2 | 1 |
| | | 18.1% | 17.4% | 18.4% | 63.7% | 31.9% |
| | Not sure / DK/NA | 71 | 35 | 35 | 0 | 0 |
| | | 9.9% | 9.6% | 10.3% | 1.6% | 0.0% |

Q3: Issues Facing Cupertino Age Comparisons Continued

GODBE RESEARCH
Gain Insight

| | | Age | | | | | | |
|-------------------------------------------------------------|-------------------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 3. What are the two most important issues facing Cupertino? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Affordable housing | 255 | 39 | 55 | 74 | 50 | 31 | 6 |
| | | 35.5% | 34.4% | 46.3% | 46.5% | 27.0% | 24.2% | 49.7% |
| | City's economic health | 70 | 11 | 9 | 21 | 15 | 14 | 0 |
| | | 9.7% | 9.3% | 7.6% | 13.3% | 7.9% | 11.1% | 0.0% |
| | Condition of streets | 32 | 2 | 4 | 9 | 12 | 6 | 0 |
| | | 4.5% | 1.6% | 3.2% | 5.5% | 6.3% | 4.6% | 0.0% |
| | Balancing growth | 99 | 6 | 7 | 14 | 38 | 32 | 3 |
| | | 13.8% | 5.5% | 5.6% | 8.9% | 20.2% | 24.8% | 22.5% |
| | Crime | 81 | 14 | 11 | 19 | 28 | 9 | 0 |
| | | 11.2% | 12.2% | 9.2% | 11.9% | 15.0% | 6.9% | 0.0% |
| | Education | 91 | 15 | 23 | 20 | 25 | 6 | 2 |
| | | 12.6% | 13.0% | 19.2% | 12.8% | 13.5% | 4.7% | 14.8% |
| | Environmental health | 11 | 1 | 4 | 1 | 3 | 1 | 0 |
| | | 1.6% | 1.1% | 3.3% | 0.9% | 1.9% | 0.9% | 0.0% |
| | Inconvenient library hours | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | | 0.2% | 0.0% | 0.0% | 0.8% | 0.0% | 0.0% | 0.0% |
| | Neighborhood preservation | 18 | 3 | 1 | 3 | 8 | 0 | 2 |
| | | 2.5% | 2.8% | 0.5% | 1.8% | 4.5% | 0.4% | 18.7% |
| | Poor cell coverage | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | | 0.2% | 0.0% | 0.0% | 0.8% | 0.1% | 0.0% | 0.0% |
| | Protection of open space | 23 | 3 | 8 | 1 | 8 | 2 | 0 |
| | | 3.2% | 2.7% | 7.0% | 0.7% | 4.3% | 1.9% | 0.0% |
| | Public transportation Quality | 23 | 9 | 8 | 3 | 1 | 2 | 0 |
| | | 3.2% | 7.9% | 7.1% | 1.8% | 0.5% | 1.5% | 0.0% |
| | of life | 12 | 4 | 2 | 2 | 5 | 0 | 0 |
| | | 1.7% | 3.1% | 1.6% | 1.3% | 2.7% | 0.0% | 0.0% |
| | Race relations | 21 | 5 | 3 | 3 | 6 | 3 | 0 |
| | | 2.9% | 4.2% | 2.9% | 1.9% | 3.1% | 2.4% | 2.6% |
| | School overcrowding Taxes | 18 | 6 | 1 | 1 | 7 | 3 | 1 |
| | | 2.6% | 4.9% | 1.2% | 0.9% | 3.6% | 2.3% | 4.9% |
| | Traffic | 70 | 30 | 5 | 7 | 18 | 9 | 0 |
| | | 9.7% | 26.6% | 4.6% | 4.1% | 9.9% | 7.0% | 0.0% |
| | Other | 107 | 6 | 23 | 25 | 20 | 32 | 2 |
| | | 15.0% | 5.2% | 19.1% | 15.5% | 10.4% | 25.4% | 19.8% |
| | Not sure / DK/NA | 130 | 11 | 23 | 34 | 37 | 24 | 3 |
| | | 18.1% | 9.4% | 19.4% | 20.9% | 19.5% | 18.7% | 23.5% |
| | | 71 | 12 | 5 | 19 | 15 | 20 | 0 |
| | | 9.9% | 10.5% | 4.5% | 11.6% | 8.1% | 15.7% | 0.0% |

Q3: Issues Facing Cupertino Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | | Ethnic Group | | | | | | | |
|-------------------------------------------------------------|-------------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races | Not sure / DK/NA |
| 3. What are the two most important issues facing Cupertino? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 | 56 |
| | Affordable housing | 255 | 1 | 151 | 64 | 11 | 2 | 7 | 19 |
| | | 35.5% | 68.2% | 32.9% | 41.4% | 52.2% | 100.0% | 29.9% | 34.1% |
| | City's economic health | 70 | 0 | 49 | 19 | 0 | 0 | 2 | 0 |
| | | 9.7% | 0.0% | 10.6% | 12.2% | 0.0% | 0.0% | 8.7% | 0.0% |
| | Condition of streets | 32 | 0 | 24 | 7 | 0 | 0 | 0 | 2 |
| | | 4.5% | 0.0% | 5.1% | 4.4% | 0.0% | 0.0% | 0.0% | 2.7% |
| | Balancing growth | 99 | 0 | 62 | 27 | 1 | 0 | 0 | 9 |
| | | 13.8% | 0.0% | 13.5% | 17.3% | 4.4% | 0.0% | 0.0% | 16.8% |
| | Crime | 81 | 0 | 53 | 17 | 5 | 0 | 2 | 4 |
| | | 11.2% | 0.0% | 11.5% | 10.9% | 22.0% | 0.0% | 9.7% | 6.8% |
| | Education | 91 | 0 | 69 | 4 | 2 | 0 | 6 | 9 |
| | | 12.6% | 31.7% | 15.0% | 2.8% | 8.9% | 0.0% | 26.4% | 16.6% |
| | Environmental health | 11 | 0 | 9 | 2 | 0 | 0 | 0 | 0 |
| | | 1.6% | 0.0% | 2.0% | 1.4% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Inconvenient library hours | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | | 0.2% | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Neighborhood preservation | 18 | 0 | 11 | 3 | 2 | 0 | 0 | 2 |
| | | 2.5% | 0.0% | 2.5% | 1.7% | 11.6% | 0.0% | 0.0% | 2.7% |
| | Poor cell coverage | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | | 0.2% | 0.0% | 0.3% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Protection of open space | 23 | 0 | 17 | 2 | 0 | 0 | 3 | 2 |
| | | 3.2% | 0.0% | 3.7% | 1.2% | 0.0% | 0.0% | 11.1% | 3.3% |
| | Public transportation Quality | 23 | 0 | 7 | 9 | 1 | 0 | 1 | 5 |
| | | 3.2% | 31.7% | 1.6% | 5.9% | 3.5% | 0.0% | 3.6% | 8.8% |
| | of life | 12 | 0 | 12 | 1 | 0 | 0 | 0 | 0 |
| | | 1.7% | 0.0% | 2.5% | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Race relations | 21 | 0 | 16 | 4 | 0 | 0 | 0 | 0 |
| | | 2.9% | 0.0% | 3.5% | 2.6% | 0.0% | 0.0% | 0.0% | 0.5% |
| | School overcrowding Taxes | 18 | 0 | 10 | 3 | 0 | 0 | 3 | 2 |
| | | 2.6% | 0.0% | 2.2% | 2.1% | 0.0% | 0.0% | 12.9% | 3.9% |
| | Traffic | 70 | 1 | 54 | 5 | 1 | 1 | 4 | 5 |
| | | 9.7% | 68.2% | 11.7% | 3.4% | 2.5% | 52.3% | 15.7% | 9.0% |
| | Other | 107 | 0 | 70 | 24 | 5 | 1 | 0 | 8 |
| | | 15.0% | 0.0% | 15.3% | 15.5% | 22.0% | 47.7% | 0.0% | 13.5% |
| | Not sure / DK/NA | 130 | 0 | 73 | 41 | 8 | 0 | 5 | 4 |
| | | 18.1% | 0.1% | 15.8% | 26.4% | 36.6% | 0.0% | 22.9% | 6.4% |
| | | 71 | 0 | 43 | 19 | 0 | 0 | 0 | 9 |
| | | 9.9% | 0.0% | 9.4% | 12.4% | 0.0% | 0.0% | 0.0% | 15.3% |



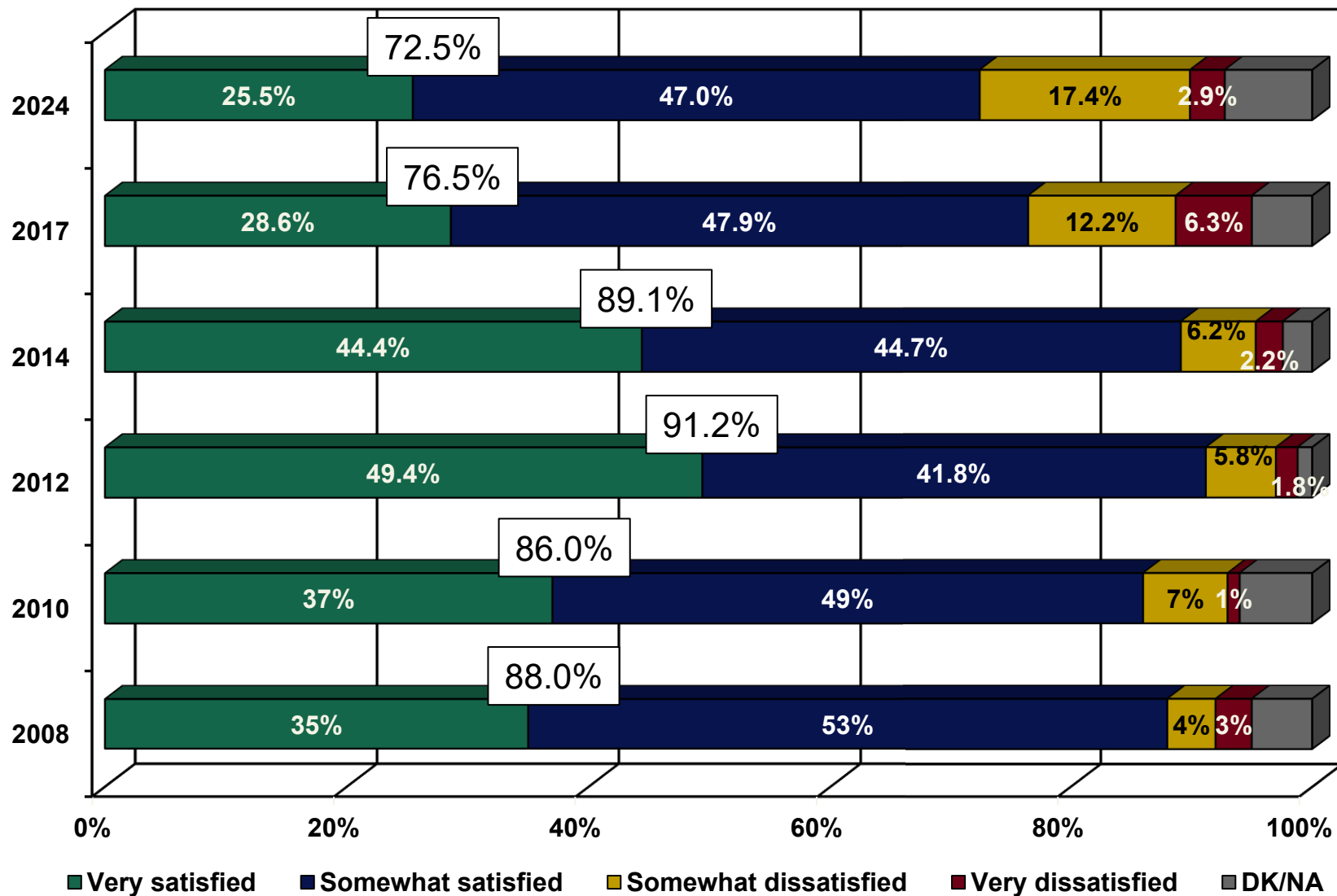
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Cupertino City Services

Q4: Satisfaction with Overall City Services

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Q4: Satisfaction with Overall City Services Gender and Age Comparisons

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Gain Insight

| | | Gender | | | | |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total | 718 | 369 | 343 | 3 | 3 |
| | Very satisfied | 183 | 84 | 98 | 0 | 0 |
| | | 25.5% | 22.9% | 28.6% | 0.0% | 8.2% |
| | Somewhat satisfied | 338 | 178 | 157 | 3 | 0 |
| | | 47.0% | 48.2% | 45.7% | 91.9% | 0.0% |
| | Somewhat dissatisfied | 125 | 58 | 67 | 0 | 1 |
| | | 17.4% | 15.6% | 19.5% | 0.0% | 21.0% |
| | Very dissatisfied | 21 | 15 | 5 | 0 | 0 |
| | | 2.9% | 4.2% | 1.4% | 8.1% | 10.9% |
| | DK/NA | 52 | 34 | 17 | 0 | 2 |
| | | 7.2% | 9.1% | 4.8% | 0.0% | 59.9% |

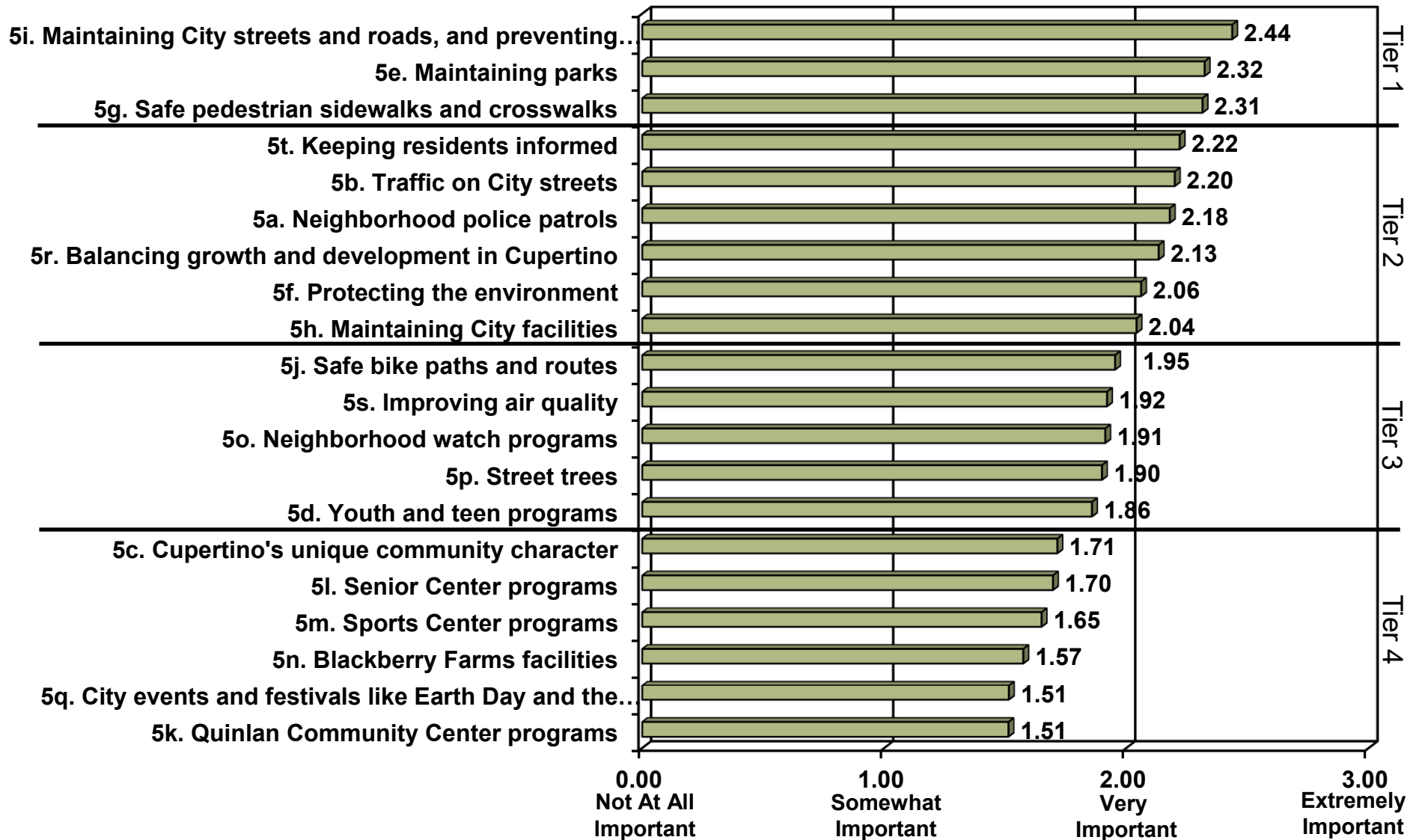
| | | Age | | | | | | |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Very satisfied | 183 | 41 | 19 | 41 | 35 | 45 | 1 |
| | | 25.5% | 36.5% | 16.2% | 25.8% | 18.9% | 35.2% | 5.4% |
| | Somewhat satisfied | 338 | 57 | 55 | 79 | 85 | 57 | 5 |
| | | 47.0% | 50.3% | 46.7% | 49.3% | 45.5% | 44.4% | 39.7% |
| | Somewhat dissatisfied | 125 | 4 | 22 | 26 | 49 | 20 | 3 |
| | | 17.4% | 3.7% | 19.0% | 16.5% | 26.3% | 15.5% | 25.5% |
| | Very dissatisfied | 21 | 5 | 0 | 2 | 9 | 3 | 2 |
| | | 2.9% | 4.5% | 0.0% | 1.6% | 4.6% | 2.2% | 14.9% |
| | DK/NA | 52 | 6 | 21 | 11 | 9 | 3 | 2 |
| | 7.2% | 5.0% | 18.1% | 6.9% | 4.7% | 2.6% | 14.5% | |

Q4: Satisfaction with Overall City Services Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | | Ethnic Group | | | | | | |
|---------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| | | | | | | | | Not sure / DK/NA |
| 4. Overall, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | Very satisfied | 183 | 1 | 109 | 43 | 8 | 0 | 4 |
| | | 25.5% | 99.9% | 23.7% | 27.6% | 38.5% | 0.0% | 15.7% |
| | Somewhat satisfied | 338 | 0 | 210 | 80 | 11 | 2 | 13 |
| | | 47.0% | 0.1% | 45.6% | 51.6% | 51.7% | 100.0% | 58.1% |
| | Somewhat dissatisfied | 125 | 0 | 93 | 20 | 2 | 0 | 6 |
| | | 17.4% | 0.0% | 20.2% | 13.1% | 9.8% | 0.0% | 26.2% |
| | Very dissatisfied | 21 | 0 | 10 | 3 | 0 | 0 | 0 |
| | | 2.9% | 0.0% | 2.2% | 2.0% | 0.0% | 0.0% | 0.0% |
| | DK/NA | 52 | 0 | 38 | 9 | 0 | 0 | 0 |
| | | 7.2% | 0.0% | 8.4% | 5.8% | 0.0% | 0.0% | 0.0% |

Q5: Importance of Specific City Services



Note: The responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

Q5: Importance of Specific City Services Gender Comparisons

| | Gender | | | | |
|------------------------------------------------------------------------------|--------|------|--------|-------|------------------|
| | Total | Male | Female | Other | Not sure / DK/NA |
| 5i. Maintaining City streets and roads, and preventing potholes | 2.44 | 2.42 | 2.45 | 2.15 | 2.19 |
| 5e. Maintaining parks | 2.32 | 2.31 | 2.34 | 2.00 | 2.08 |
| 5g. Safe pedestrian sidewalks and crosswalks | 2.31 | 2.21 | 2.42 | 2.98 | 2.18 |
| 5t. Keeping residents informed | 2.22 | 2.18 | 2.28 | 1.38 | 1.80 |
| 5b. Traffic on City streets | 2.20 | 2.11 | 2.29 | 2.49 | 2.29 |
| 5a. Neighborhood police patrols | 2.18 | 2.15 | 2.22 | 0.92 | 2.19 |
| 5r. Balancing growth and development in Cupertino | 2.13 | 2.05 | 2.21 | 2.76 | 2.19 |
| 5f. Protecting the environment | 2.06 | 1.94 | 2.20 | 1.53 | 1.99 |
| 5h. Maintaining City facilities | 2.04 | 1.99 | 2.10 | 2.47 | 1.46 |
| 5j. Safe bike paths and routes | 1.95 | 1.86 | 2.05 | 2.44 | 1.68 |
| 5s. Improving air quality | 1.92 | 1.81 | 2.02 | 2.65 | 1.83 |
| 5o. Neighborhood watch programs | 1.91 | 1.83 | 2.00 | 1.47 | 1.89 |
| 5p. Street trees | 1.90 | 1.88 | 1.91 | 2.73 | 1.73 |
| 5d. Youth and teen programs | 1.86 | 1.73 | 1.99 | 2.56 | 1.81 |
| 5c. Cupertino's unique community character | 1.71 | 1.62 | 1.82 | 0.96 | 2.05 |
| 5l. Senior Center programs | 1.70 | 1.62 | 1.77 | 1.81 | 2.03 |
| 5m. Sports Center programs | 1.65 | 1.65 | 1.64 | 2.19 | 1.84 |
| 5n. Blackberry Farms facilities | 1.57 | 1.46 | 1.70 | 1.38 | 1.52 |
| 5q. City events and festivals like Earth Day and the Cherry Blossom Festival | 1.51 | 1.40 | 1.64 | 2.13 | 1.00 |
| 5k. Quinlan Community Center programs | 1.51 | 1.40 | 1.63 | 1.00 | 1.52 |

Q5: Importance of Specific City Services Age Comparisons

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Gain Insight

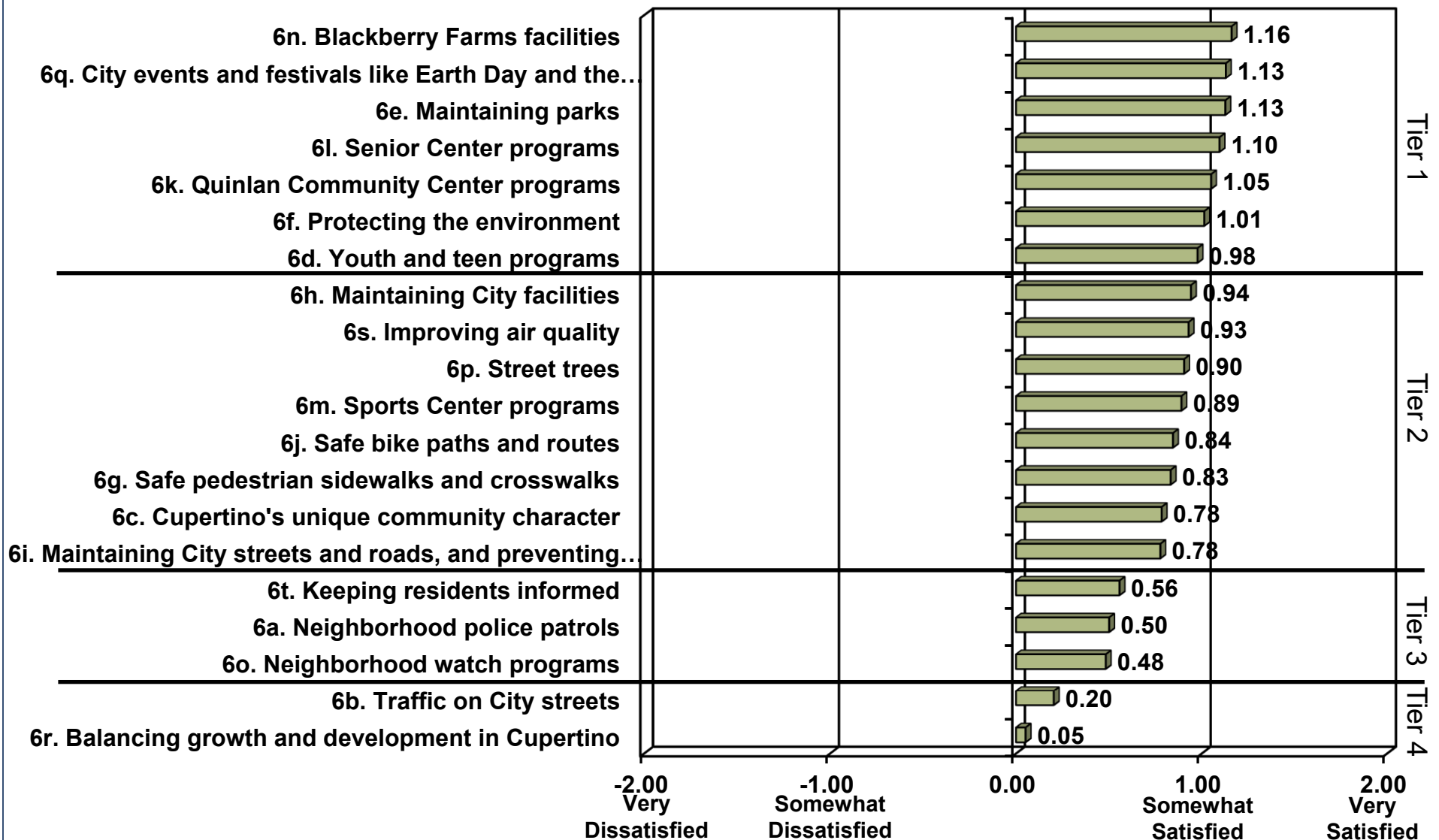
| | Age | | | | | | |
|------------------------------------------------------------------------------|-------|-------|-------|-------|-------|------|------------------|
| | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 5i. Maintaining City streets and roads, and preventing potholes | 2.44 | 2.23 | 2.45 | 2.49 | 2.40 | 2.58 | 2.56 |
| 5e. Maintaining parks | 2.32 | 2.23 | 2.39 | 2.41 | 2.26 | 2.32 | 2.43 |
| 5g. Safe pedestrian sidewalks and crosswalks | 2.31 | 2.27 | 2.30 | 2.47 | 2.26 | 2.27 | 2.14 |
| 5t. Keeping residents informed | 2.22 | 1.97 | 2.21 | 2.26 | 2.28 | 2.28 | 2.53 |
| 5b. Traffic on City streets | 2.20 | 2.14 | 2.06 | 2.15 | 2.26 | 2.35 | 2.23 |
| 5a. Neighborhood police patrols | 2.18 | 1.93 | 1.96 | 2.31 | 2.34 | 2.18 | 2.43 |
| 5r. Balancing growth and development in Cupertino | 2.13 | 2.04 | 1.89 | 2.01 | 2.24 | 2.43 | 2.38 |
| 5f. Protecting the environment | 2.06 | 2.05 | 2.01 | 2.07 | 1.98 | 2.20 | 2.19 |
| 5h. Maintaining City facilities | 2.04 | 2.00 | 2.09 | 2.06 | 1.95 | 2.16 | 1.92 |
| 5j. Safe bike paths and routes | 1.95 | 2.12 | 1.79 | 2.08 | 1.98 | 1.83 | 1.08 |
| 5s. Improving air quality | 1.92 | 2.17 | 1.83 | 1.92 | 1.68 | 2.09 | 2.34 |
| 5o. Neighborhood watch programs | 1.91 | 1.83 | 1.63 | 2.10 | 1.97 | 1.91 | 1.78 |
| 5p. Street trees | 1.90 | 1.80 | 1.86 | 1.85 | 1.95 | 1.97 | 2.27 |
| 5d. Youth and teen programs | 1.86 | 1.93 | 1.97 | 1.97 | 1.70 | 1.79 | 1.64 |
| 5c. Cupertino's unique community character | 1.71 | 1.77 | 1.52 | 1.73 | 1.68 | 1.84 | 1.75 |
| 5l. Senior Center programs | 1.70 | 1.63 | 1.29 | 1.61 | 1.83 | 2.00 | 1.95 |
| 5m. Sports Center programs | 1.65 | 1.78 | 1.75 | 1.77 | 1.59 | 1.41 | 1.09 |
| 5n. Blackberry Farms facilities | 1.57 | 1.62 | 1.51 | 1.58 | 1.53 | 1.66 | 1.53 |
| 5q. City events and festivals like Earth Day and the Cherry Blossom Festival | 1.51 | 1.67 | 1.43 | 1.57 | 1.43 | 1.53 | 1.12 |
| 5k. Quinlan Community Center programs | 1.51 | 1.69 | 1.32 | 1.60 | 1.44 | 1.52 | 1.47 |

Q5: Importance of Specific City Services Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | Ethnic Group | | | | | | | |
|------------------------------------------------------------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|------------------|
| | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races | Not sure / DK/NA |
| 5i. Maintaining City streets and roads, and preventing potholes | 2.44 | 3.00 | 2.44 | 2.47 | 2.64 | 2.48 | 2.43 | 2.20 |
| 5e. Maintaining parks | 2.32 | 2.32 | 2.32 | 2.38 | 2.54 | 2.48 | 2.02 | 2.23 |
| 5g. Safe pedestrian sidewalks and crosswalks | 2.31 | 2.32 | 2.34 | 2.28 | 2.76 | 2.00 | 2.10 | 2.10 |
| 5t. Keeping residents informed | 2.22 | 2.32 | 2.24 | 2.20 | 2.63 | 2.48 | 1.86 | 2.09 |
| 5b. Traffic on City streets | 2.20 | 3.00 | 2.21 | 2.14 | 2.52 | 2.48 | 2.31 | 2.11 |
| 5a. Neighborhood police patrols | 2.18 | 2.32 | 2.27 | 1.97 | 2.16 | 1.52 | 2.16 | 2.08 |
| 5r. Balancing growth and development in Cupertino | 2.13 | 2.32 | 2.13 | 2.18 | 2.54 | 2.00 | 1.87 | 1.98 |
| 5f. Protecting the environment | 2.06 | 3.00 | 2.06 | 2.00 | 2.74 | 2.48 | 1.74 | 2.10 |
| 5h. Maintaining City facilities | 2.04 | 3.00 | 2.06 | 2.04 | 2.36 | 2.00 | 1.85 | 1.84 |
| 5j. Safe bike paths and routes | 1.95 | 2.32 | 1.97 | 1.83 | 2.73 | 1.52 | 2.02 | 1.86 |
| 5s. Improving air quality | 1.92 | 3.00 | 1.94 | 1.75 | 2.25 | 2.00 | 1.61 | 2.15 |
| 5o. Neighborhood watch programs | 1.91 | 2.32 | 2.04 | 1.56 | 1.85 | 2.00 | 2.04 | 1.77 |
| 5p. Street trees | 1.90 | 2.32 | 1.83 | 1.93 | 2.40 | 1.52 | 1.84 | 2.20 |
| 5d. Youth and teen programs | 1.86 | 2.32 | 1.89 | 1.67 | 2.31 | 2.00 | 1.97 | 1.91 |
| 5c. Cupertino's unique community character | 1.71 | 2.32 | 1.83 | 1.43 | 1.97 | 2.00 | 1.50 | 1.52 |
| 5l. Senior Center programs | 1.70 | 2.32 | 1.71 | 1.61 | 2.00 | 2.00 | 1.81 | 1.67 |
| 5m. Sports Center programs | 1.65 | 2.32 | 1.75 | 1.29 | 2.06 | 1.52 | 1.45 | 1.68 |
| 5n. Blackberry Farms facilities | 1.57 | 3.00 | 1.52 | 1.55 | 2.34 | 2.00 | 1.49 | 1.76 |
| 5q. City events and festivals like Earth Day and the Cherry Blossom Festival | 1.51 | 2.32 | 1.56 | 1.27 | 2.19 | 2.00 | 1.46 | 1.55 |
| 5k. Quinlan Community Center programs | 1.51 | 3.00 | 1.49 | 1.37 | 2.27 | 2.00 | 1.85 | 1.59 |

Q6: Satisfaction with Specific City Services



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.

Q6: Satisfaction with Specific City Services Gender Comparisons

GODBE RESEARCH
Gain Insight

| | Gender | | | | |
|------------------------------------------------------------------------------|--------|-------|--------|-------|------------------|
| | Total | Male | Female | Other | Not sure / DK/NA |
| 6n. Blackberry Farms facilities | 1.16 | 1.22 | 1.11 | 1.00 | -1.00 |
| 6q. City events and festivals like Earth Day and the Cherry Blossom Festival | 1.13 | 1.12 | 1.17 | 0.22 | -1.54 |
| 6e. Maintaining parks | 1.13 | 1.18 | 1.09 | -0.14 | -0.12 |
| 6l. Senior Center programs | 1.10 | 1.02 | 1.17 | 1.87 | 0.32 |
| 6k. Quinlan Community Center programs | 1.05 | 1.09 | 1.01 | 1.00 | 0.32 |
| 6f. Protecting the environment | 1.01 | 1.09 | 0.94 | 1.56 | 0.22 |
| 6d. Youth and teen programs | 0.98 | 1.02 | 0.98 | -1.87 | -2.00 |
| 6h. Maintaining City facilities | 0.94 | 0.94 | 0.96 | -0.21 | 0.48 |
| 6s. Improving air quality | 0.93 | 0.98 | 0.87 | 1.00 | 1.00 |
| 6p. Street trees | 0.90 | 0.87 | 0.94 | 1.77 | -0.05 |
| 6m. Sports Center programs | 0.89 | 0.83 | 1.01 | -1.87 | -1.20 |
| 6j. Safe bike paths and routes | 0.84 | 0.86 | 0.84 | 1.32 | -1.01 |
| 6g. Safe pedestrian sidewalks and crosswalks | 0.83 | 0.85 | 0.82 | -1.05 | 0.78 |
| 6c. Cupertino's unique community character | 0.78 | 0.78 | 0.78 | 1.36 | -1.34 |
| 6i. Maintaining City streets and roads, and preventing potholes | 0.78 | 0.86 | 0.70 | -0.32 | 0.71 |
| 6t. Keeping residents informed | 0.56 | 0.54 | 0.58 | 0.62 | -1.66 |
| 6a. Neighborhood police patrols | 0.50 | 0.48 | 0.54 | -1.93 | -0.38 |
| 6o. Neighborhood watch programs | 0.48 | 0.47 | 0.52 | -0.94 | -1.00 |
| 6b. Traffic on City streets | 0.20 | 0.34 | 0.08 | -1.39 | -1.48 |
| 6r. Balancing growth and development in Cupertino | 0.05 | -0.06 | 0.16 | 0.61 | -2.00 |

Q6: Satisfaction with Specific City Services Age Comparisons

GODBE RESEARCH
Gain Insight

| | Age | | | | | | |
|------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|------------------|
| | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 6n. Blackberry Farms facilities | 1.16 | 1.46 | 1.21 | 1.06 | 1.02 | 1.11 | 0.99 |
| 6q. City events and festivals like Earth Day and the Cherry Blossom Festival | 1.13 | 1.38 | 1.01 | 1.20 | 1.01 | 1.10 | 0.28 |
| 6e. Maintaining parks | 1.13 | 1.46 | 1.15 | 1.11 | 0.95 | 1.12 | 0.69 |
| 6l. Senior Center programs | 1.10 | 1.32 | 1.34 | 1.05 | 0.89 | 1.08 | 0.77 |
| 6k. Quinlan Community Center programs | 1.05 | 1.34 | 0.83 | 1.01 | 0.97 | 1.09 | 0.40 |
| 6f. Protecting the environment | 1.01 | 1.33 | 1.13 | 0.98 | 0.80 | 0.95 | 0.59 |
| 6d. Youth and teen programs | 0.98 | 1.31 | 1.07 | 0.87 | 0.75 | 1.01 | -0.08 |
| 6h. Maintaining City facilities | 0.94 | 1.31 | 1.14 | 0.78 | 0.71 | 0.94 | 0.87 |
| 6s. Improving air quality | 0.93 | 1.07 | 1.16 | 0.98 | 0.72 | 0.83 | 0.50 |
| 6p. Street trees | 0.90 | 1.24 | 0.96 | 0.99 | 0.62 | 0.83 | 0.77 |
| 6m. Sports Center programs | 0.89 | 1.36 | 0.80 | 0.75 | 0.72 | 1.03 | -0.34 |
| 6j. Safe bike paths and routes | 0.84 | 1.23 | 0.96 | 0.95 | 0.59 | 0.70 | -0.46 |
| 6g. Safe pedestrian sidewalks and crosswalks | 0.83 | 1.16 | 0.84 | 0.80 | 0.56 | 0.98 | 0.50 |
| 6c. Cupertino's unique community character | 0.78 | 1.27 | 0.97 | 0.72 | 0.35 | 0.81 | -0.41 |
| 6i. Maintaining City streets and roads, and preventing potholes | 0.78 | 0.90 | 0.90 | 0.95 | 0.45 | 0.76 | 1.13 |
| 6t. Keeping residents informed | 0.56 | 0.90 | 0.72 | 0.60 | 0.27 | 0.53 | -0.24 |
| 6a. Neighborhood police patrols | 0.50 | 0.92 | 0.57 | 0.38 | 0.19 | 0.72 | -0.82 |
| 6o. Neighborhood watch programs | 0.48 | 0.92 | 0.73 | 0.22 | 0.10 | 0.74 | 0.30 |
| 6b. Traffic on City streets | 0.20 | 0.53 | 0.00 | 0.33 | -0.09 | 0.41 | -0.72 |
| 6r. Balancing growth and development in Cupertino | 0.05 | 0.95 | 0.12 | 0.09 | -0.50 | -0.04 | -0.99 |

Q6: Satisfaction with Specific City Services Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | Ethnic Group | | | | | | | |
|------------------------------------------------------------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|------------------|
| | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races | Not sure / DK/NA |
| 6n. Blackberry Farms facilities | 1.16 | 2.00 | 1.09 | 1.29 | 0.55 | 1.00 | 1.03 | 1.67 |
| 6q. City events and festivals like Earth Day and the Cherry Blossom Festival | 1.13 | 2.00 | 1.14 | 1.00 | 1.27 | 1.00 | 0.67 | 1.45 |
| 6e. Maintaining parks | 1.13 | 2.00 | 1.04 | 1.28 | 0.85 | 1.00 | 1.15 | 1.49 |
| 6l. Senior Center programs | 1.10 | 1.99 | 0.98 | 1.29 | 0.63 | 1.00 | 1.08 | 1.64 |
| 6k. Quinlan Community Center programs | 1.05 | 2.00 | 0.96 | 1.22 | 0.67 | 1.00 | 0.90 | 1.63 |
| 6f. Protecting the environment | 1.01 | 2.00 | 0.98 | 0.94 | 0.69 | 1.00 | 1.15 | 1.56 |
| 6d. Youth and teen programs | 0.98 | 1.99 | 0.89 | 1.09 | 0.44 | 1.00 | 1.26 | 1.69 |
| 6h. Maintaining City facilities | 0.94 | 2.00 | 0.92 | 0.86 | 0.59 | 1.00 | 0.94 | 1.48 |
| 6s. Improving air quality | 0.93 | 2.00 | 0.89 | 0.81 | 0.71 | 1.00 | 1.07 | 1.52 |
| 6p. Street trees | 0.90 | 2.00 | 0.88 | 0.98 | 0.28 | 0.05 | 0.76 | 1.19 |
| 6m. Sports Center programs | 0.89 | 2.00 | 0.81 | 0.93 | 0.89 | 1.00 | 0.93 | 1.36 |
| 6j. Safe bike paths and routes | 0.84 | 1.32 | 0.89 | 0.69 | 0.14 | 1.00 | 0.96 | 1.09 |
| 6g. Safe pedestrian sidewalks and crosswalks | 0.83 | 1.32 | 0.85 | 0.81 | -0.06 | 1.00 | 0.73 | 1.10 |
| 6c. Cupertino's unique community character | 0.78 | 2.00 | 0.82 | 0.44 | 1.21 | 1.00 | 0.45 | 1.30 |
| 6i. Maintaining City streets and roads, and preventing potholes | 0.78 | 1.32 | 0.75 | 0.66 | 0.42 | 1.00 | 0.65 | 1.45 |
| 6t. Keeping residents informed | 0.56 | 1.99 | 0.43 | 0.65 | 1.12 | 1.00 | 0.82 | 1.06 |
| 6a. Neighborhood police patrols | 0.50 | 2.00 | 0.39 | 0.56 | 0.30 | 1.00 | 0.58 | 1.17 |
| 6o. Neighborhood watch programs | 0.48 | 2.00 | 0.31 | 0.67 | 0.34 | -0.43 | 0.73 | 1.51 |
| 6b. Traffic on City streets | 0.20 | 1.32 | 0.20 | 0.05 | -0.46 | 0.05 | 0.08 | 0.95 |
| 6r. Balancing growth and development in Cupertino | 0.05 | 2.00 | 0.05 | -0.24 | -0.01 | 1.00 | 0.25 | 0.78 |

Importance – Satisfaction Comparison

| | 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 |

Q6: Satisfaction with Specific City Services Historical Comparison

| | 2008 | 2010 | 2012 | 2014 | 2017 | 2024 |
|------------------------------------------------------------------------------|------|------|------|------|-------|------|
| Library services | 1.6 | 1.7 | 1.52 | | 1.56 | |
| Senior citizen programs | 1.4 | 1.5 | 1.43 | | | |
| Garbage collection | 1.5 | 1.7 | 1.65 | | 1.36 | |
| Quinlan community center facilities | 1.5 | 1.5 | 1.4 | | | |
| Quinlan community center facilities and programs | | | | | 1.33 | |
| Recycling program | 1.5 | 1.5 | 1.48 | | 1.28 | |
| Blackberry Farm programs | | | | 1.45 | 1.21 | |
| 6n. Blackberry Farms facilities | | | | | | 1.16 |
| 6q. City events and festivals like Earth Day and the Cherry Blossom Festival | | | | | | 1.13 |
| 6e. Maintaining parks | | | | | | 1.13 |
| Youth sports fields | 1.3 | 1.2 | 1.27 | | 1.12 | |
| Police services | 1.3 | 1.3 | 1.44 | | 1.12 | |
| 6l. Senior Center programs | | | | 1.31 | 1.03 | 1.10 |
| Traffic safety | 0.9 | 1 | 1.03 | | | |
| Street sweeping services | 1.2 | 1.2 | 1.37 | | 1.09 | |
| 6k. Quinlan Community Center programs | | | | 1.35 | | 1.05 |
| 6f. Protecting the environment | | | | | | 1.01 |
| Green living and sustainable energy programs | | 0.7 | 0.99 | | | |
| 6d. Youth and teen programs | | | | | | 0.98 |
| Median strip landscape maintenance | 1.2 | 1.3 | 1.37 | | 0.97 | |
| 6h. Maintaining City facilities | | | | | | 0.94 |
| 6s. Improving air quality | | | | | | 0.93 |
| 6p. Street trees | 1.1 | 1 | 1.33 | | 0.90 | 0.90 |
| 6m. Sports Center programs | | | | 1.32 | 1.01 | 0.89 |
| 6j. Safe bike paths and routes | | | | | | 0.84 |
| 6g. Safe pedestrian sidewalks and crosswalks | | | | | | 0.83 |
| Environmental and sustainability programs | | | | | 0.81 | |
| 6c. Cupertino's unique community character | | | | | | 0.78 |
| 6i. Maintaining City streets and roads, and preventing potholes | | | | | | 0.78 |
| Neighborhood programs | 1 | 0.8 | 1.06 | | 0.76 | |
| Sidewalk maintenance | 1 | 1 | 1.26 | | 0.74 | |
| Street pavement maintenance | 1 | 0.9 | 1.14 | | 0.62 | |
| 6t. Keeping residents informed | | | | | | 0.56 |
| 6a. Neighborhood police patrols | | | | | | 0.50 |
| 6o. Neighborhood watch programs | | | | | | 0.48 |
| Economic development efforts | 0.6 | 0.5 | 0.99 | | 0.36 | |
| 6b. Traffic on City streets | | | | | | 0.20 |
| 6r. Balancing growth and development in Cupertino | | | | | | 0.05 |
| Managing land use | 0.1 | 0.4 | 0.87 | | -0.10 | |

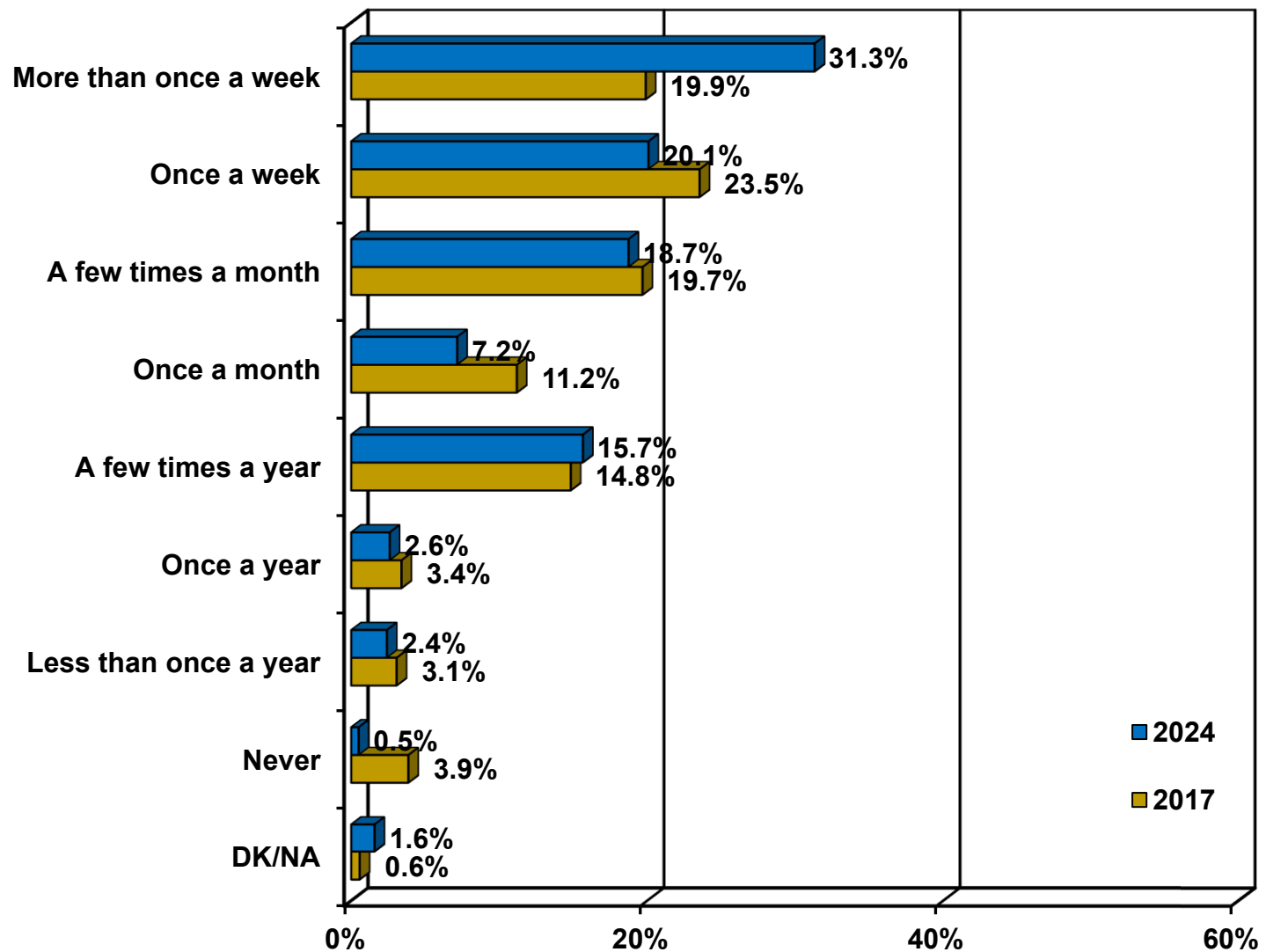


GODBE RESEARCH
Gain Insight



Parks & Recreation Services

Q7: Frequency of Visiting City Parks (n=582)



Q7: Frequency of Visiting City Parks Gender Comparisons

GODBE RESEARCH
Gain Insight

| | | Gender | | | | |
|----------------------------------------------------|-----------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 7. How often do you visit Cupertino City Parks? | Total | 718 | 369 | 343 | 3 | 3 |
| | More than once a week | 225 | 128 | 93 | 3 | 1 |
| | | 31.3% | 34.6% | 27.2% | 98.3% | 29.2% |
| | Once a week | 144 | 74 | 70 | 0 | 0 |
| | | 20.1% | 20.2% | 20.3% | 0.0% | 0.0% |
| | A few times a month | 134 | 65 | 69 | 0 | 0 |
| | | 18.7% | 17.5% | 20.2% | 1.7% | 10.9% |
| | Once a month | 51 | 25 | 26 | 0 | 0 |
| | | 7.2% | 6.9% | 7.5% | 0.0% | 0.0% |
| | A few times a year | 112 | 55 | 57 | 0 | 0 |
| | | 15.7% | 14.9% | 16.7% | 0.0% | 0.0% |
| | Once a year | 19 | 5 | 14 | 0 | 0 |
| | | 2.6% | 1.4% | 4.0% | 0.0% | 0.0% |
| | Less than once a year | 17 | 9 | 8 | 0 | 0 |
| | | 2.4% | 2.6% | 2.3% | 0.0% | 0.0% |
| | Never | 4 | 2 | 2 | 0 | 0 |
| | | 0.5% | 0.5% | 0.5% | 0.0% | 0.0% |
| | DK/NA | 11 | 5 | 5 | 0 | 2 |
| | | 1.6% | 1.3% | 1.4% | 0.0% | 59.9% |

Q7: Frequency of Visiting City Parks Age Comparisons

GODBE RESEARCH
Gain Insight

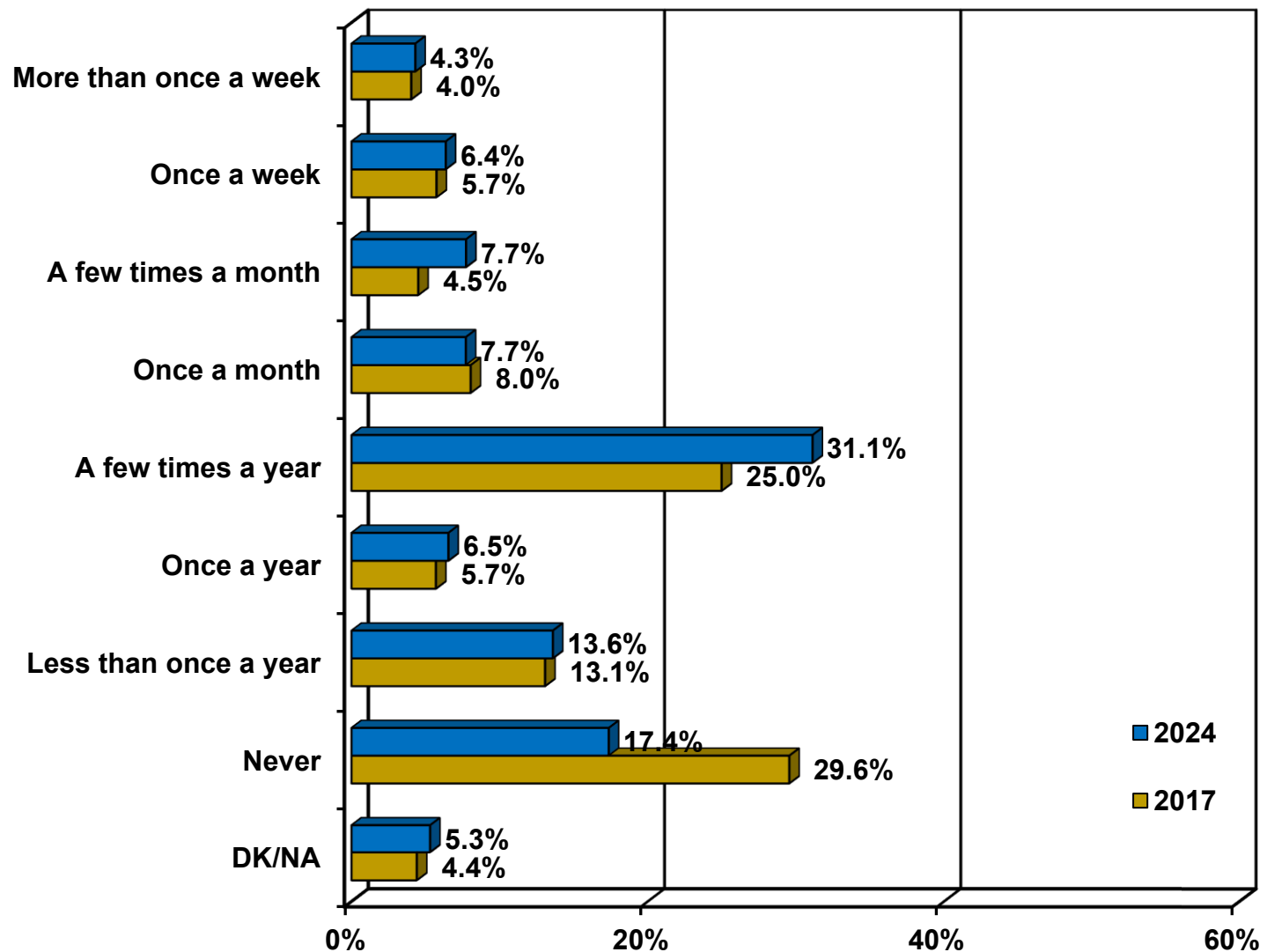
| | | Age | | | | | | |
|----------------------------------------------------|-----------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 7. How often do you visit Cupertino City Parks? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | | | | | | | | |
| | More than once a week | 225 | 26 | 47 | 47 | 54 | 42 | 8 |
| | | 31.3% | 22.8% | 39.9% | 29.4% | 28.9% | 33.2% | 72.7% |
| | Once a week | 144 | 11 | 30 | 36 | 46 | 21 | 0 |
| | | 20.1% | 10.1% | 25.0% | 22.6% | 24.4% | 16.7% | 0.0% |
| | A few times a month | 134 | 24 | 23 | 34 | 34 | 19 | 1 |
| | | 18.7% | 21.3% | 19.1% | 21.2% | 18.2% | 14.8% | 8.0% |
| | Once a month | 51 | 10 | 7 | 12 | 12 | 10 | 0 |
| | | 7.2% | 8.8% | 5.9% | 7.7% | 6.4% | 7.9% | 0.0% |
| | A few times a year | 112 | 30 | 4 | 26 | 31 | 22 | 0 |
| | | 15.7% | 26.5% | 3.3% | 15.9% | 16.6% | 17.0% | 0.0% |
| | Once a year | 19 | 12 | 0 | 1 | 2 | 4 | 0 |
| | | 2.6% | 10.2% | 0.0% | 0.7% | 0.9% | 3.3% | 0.0% |
| | Less than once a year | 17 | 0 | 3 | 0 | 6 | 8 | 0 |
| | | 2.4% | 0.0% | 2.8% | 0.0% | 3.2% | 6.3% | 0.0% |
| | Never | 4 | 0 | 0 | 0 | 3 | 1 | 0 |
| | 0.5% | 0.3% | 0.0% | 0.0% | 1.4% | 0.6% | 0.0% | |
| DK/NA | 11 | 0 | 5 | 4 | 0 | 0 | 2 | |
| | 1.6% | 0.0% | 4.1% | 2.4% | 0.0% | 0.3% | 19.3% | |

Q7: Frequency of Visiting City Parks Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | | Ethnic Group | | | | | | |
|-------------------------------------------------|-----------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| 7. How often do you visit Cupertino City Parks? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | More than once a week | 225 | 1 | 152 | 53 | 2 | 0 | 13 |
| | | 31.3% | 68.3% | 33.1% | 34.3% | 11.0% | 0.0% | 22.6% |
| | Once a week | 144 | 0 | 105 | 24 | 5 | 1 | 6 |
| | | 20.1% | 0.0% | 22.9% | 15.2% | 24.4% | 52.3% | 10.1% |
| | A few times a month | 134 | 0 | 73 | 35 | 13 | 1 | 10 |
| | | 18.7% | 0.0% | 15.8% | 22.6% | 60.6% | 47.7% | 18.4% |
| | Once a month | 51 | 0 | 37 | 11 | 1 | 0 | 1 |
| | | 7.2% | 0.0% | 8.1% | 7.0% | 4.0% | 0.0% | 1.4% |
| | A few times a year | 112 | 0 | 62 | 24 | 0 | 0 | 15 |
| | | 15.7% | 0.0% | 13.6% | 15.2% | 0.0% | 0.0% | 27.6% |
| | Once a year | 19 | 0 | 12 | 4 | 0 | 0 | 2 |
| | | 2.6% | 0.0% | 2.7% | 2.7% | 0.0% | 0.0% | 4.0% |
| | Less than once a year | 17 | 0 | 9 | 3 | 0 | 0 | 5 |
| | | 2.4% | 0.0% | 2.0% | 2.0% | 0.0% | 0.0% | 9.2% |
| | Never | 4 | 0 | 3 | 1 | 0 | 0 | 0 |
| | | 0.5% | 31.7% | 0.6% | 0.5% | 0.0% | 0.0% | 0.0% |
| | DK/NA | 11 | 0 | 7 | 1 | 0 | 0 | 4 |
| | | 1.6% | 0.0% | 1.4% | 0.6% | 0.0% | 0.0% | 6.8% |

Q8: Frequency of Participating in Recreation Activities



Q8: Frequency of Participating in Recreation Department Activities Gender Comparisons

GODBE RESEARCH
Gain Insight

| | | Gender | | | | |
|---------------------------------------------------------------------------|-----------------------|--------|-------|--------|-------|---------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 8. How often do you participate in Cupertino Recreation activities? | Total | 718 | 369 | 343 | 3 | 3 |
| | More than once a week | 31 | 14 | 17 | 0 | 0 |
| | | 4.3% | 3.9% | 4.8% | 0.0% | 0.0% |
| | Once a week | 46 | 26 | 18 | 2 | 0 |
| | | 6.4% | 7.1% | 5.2% | 55.6% | 0.0% |
| | A few times a month | 55 | 37 | 18 | 0 | 0 |
| | | 7.7% | 10.1% | 5.4% | 0.0% | 0.0% |
| | Once a month | 55 | 20 | 36 | 0 | 0 |
| | | 7.7% | 5.4% | 10.4% | 0.0% | 0.0% |
| | A few times a year | 223 | 129 | 94 | 0 | 1 |
| | | 31.1% | 34.9% | 27.4% | 0.0% | 31.9% |
| | Once a year | 47 | 22 | 25 | 0 | 0 |
| | | 6.5% | 6.0% | 7.2% | 0.0% | 0.0% |
| | Less than once a year | 98 | 46 | 51 | 0 | 0 |
| | | 13.6% | 12.5% | 14.9% | 8.1% | 0.0% |
| | Never | 125 | 56 | 68 | 1 | 0 |
| | | 17.4% | 15.1% | 19.8% | 34.6% | 0.0% |
| | DK/NA | 38 | 19 | 17 | 0 | 2 |
| | | 5.3% | 5.2% | 5.0% | 1.6% | 68.1% |

Q8: Frequency of Participating in Recreation Department Activities Age Comparisons

GODBE RESEARCH
Gain Insight

| | | Age | | | | | | |
|---------------------------------------------------------------------|-----------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 8. How often do you participate in Cupertino Recreation activities? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | More than once a week | 31 | 4 | 0 | 6 | 17 | 4 | 0 |
| | | 4.3% | 3.6% | 0.0% | 3.7% | 9.1% | 2.9% | 0.0% |
| | Once a week | 46 | 2 | 21 | 9 | 7 | 7 | 0 |
| | | 6.4% | 1.5% | 17.4% | 5.8% | 3.9% | 5.3% | 0.0% |
| | A few times a month | 55 | 7 | 12 | 16 | 12 | 7 | 1 |
| | | 7.7% | 6.4% | 10.3% | 10.0% | 6.2% | 5.8% | 8.6% |
| | Once a month | 55 | 14 | 17 | 9 | 13 | 3 | 0 |
| | | 7.7% | 12.0% | 14.3% | 5.4% | 7.0% | 2.4% | 0.0% |
| | A few times a year | 223 | 30 | 22 | 59 | 72 | 38 | 3 |
| | | 31.1% | 26.3% | 18.4% | 37.1% | 38.5% | 29.7% | 22.5% |
| | Once a year | 47 | 11 | 8 | 11 | 13 | 3 | 1 |
| | | 6.5% | 9.6% | 6.7% | 7.2% | 6.7% | 2.5% | 7.2% |
| | Less than once a year | 98 | 19 | 13 | 19 | 24 | 20 | 2 |
| | | 13.6% | 16.3% | 10.7% | 12.1% | 13.1% | 16.0% | 19.8% |
| | Never | 125 | 25 | 20 | 19 | 25 | 35 | 2 |
| | | 17.4% | 21.7% | 16.5% | 12.0% | 13.4% | 27.3% | 13.4% |
| | DK/NA | 38 | 3 | 7 | 11 | 4 | 10 | 3 |
| | | 5.3% | 2.5% | 5.7% | 6.8% | 2.1% | 8.1% | 28.4% |

Q8: Frequency of Participating in Recreation Department Activities Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | | Ethnic Group | | | | | | |
|---------------------------------------------------------------------|-----------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| 8. How often do you participate in Cupertino Recreation activities? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | More than once a week | 31 | 0 | 22 | 6 | 0 | 0 | 3 |
| | | 4.3% | 0.0% | 4.8% | 3.9% | 0.0% | 0.0% | 11.1% |
| | Once a week | 46 | 0 | 28 | 8 | 3 | 0 | 1 |
| | | 6.4% | 0.0% | 6.2% | 5.1% | 16.3% | 0.0% | 3.3% |
| | A few times a month | 55 | 0 | 42 | 8 | 2 | 1 | 0 |
| | | 7.7% | 0.1% | 9.2% | 5.1% | 11.4% | 52.3% | 0.0% |
| | Once a month | 55 | 0 | 32 | 19 | 2 | 0 | 2 |
| | | 7.7% | 0.0% | 6.9% | 12.2% | 9.8% | 0.0% | 8.7% |
| | A few times a year | 223 | 0 | 144 | 41 | 9 | 1 | 9 |
| | | 31.1% | 0.0% | 31.4% | 26.2% | 41.0% | 47.7% | 40.9% |
| | Once a year | 47 | 0 | 34 | 9 | 0 | 0 | 2 |
| | | 6.5% | 0.0% | 7.4% | 5.7% | 0.5% | 0.0% | 7.0% |
| | Less than once a year | 98 | 0 | 65 | 23 | 1 | 0 | 5 |
| | | 13.6% | 0.0% | 14.2% | 15.1% | 3.3% | 0.0% | 23.1% |
| | Never | 125 | 0 | 68 | 34 | 2 | 0 | 1 |
| | | 17.4% | 31.7% | 14.9% | 22.0% | 9.7% | 0.0% | 5.9% |
| | DK/NA | 38 | 1 | 23 | 8 | 2 | 0 | 0 |
| | | 5.3% | 68.2% | 5.0% | 4.9% | 7.9% | 0.0% | 0.0% |

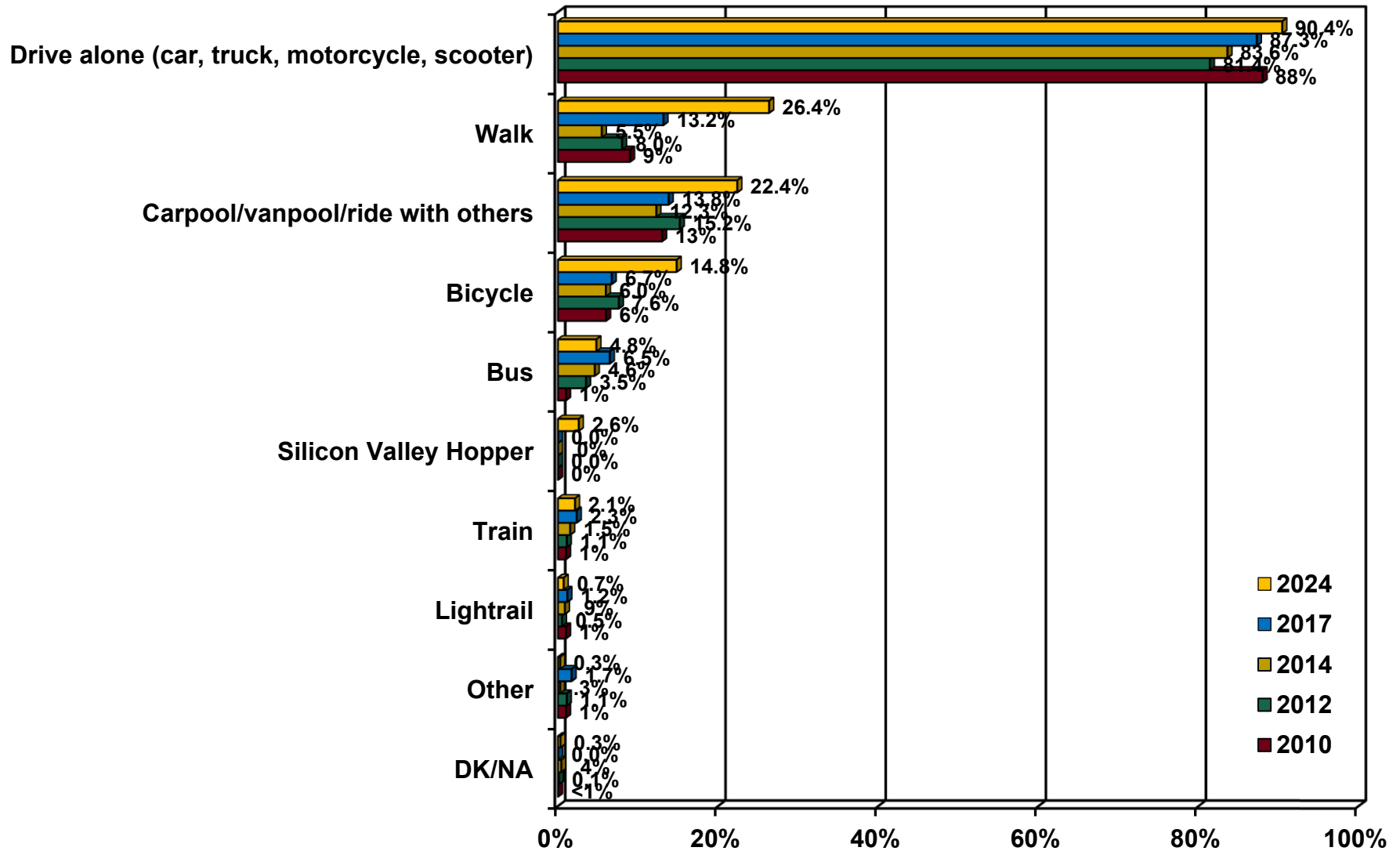


GODBE RESEARCH
Gain Insight



Transportation Choices

Q9: Daily Commuting Choices



Q9: Daily Commuting Choices Gender Comparisons

GODBE RESEARCH
Gain Insight

| | | Gender | | | | |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 9. In general, what type of transportation do you use to go to work, school, or other places you visit frequently? | Total | 718 | 369 | 343 | 3 | 3 |
| | Bicycle | 106 | 67 | 39 | 0 | 0 |
| | | 14.8% | 18.2% | 11.3% | 9.7% | 8.2% |
| | Bus | 34 | 24 | 9 | 2 | 0 |
| | | 4.8% | 6.4% | 2.5% | 63.7% | 8.2% |
| | Carpool / vanpool / ride with others | 161 | 71 | 88 | 1 | 0 |
| | | 22.4% | 19.3% | 25.7% | 36.2% | 0.0% |
| | Drive alone (car, truck, motorcycle, scooter) | 649 | 332 | 316 | 1 | 1 |
| | | 90.4% | 89.9% | 91.9% | 36.3% | 40.1% |
| | Lightrail | 5 | 3 | 2 | 0 | 0 |
| | | 0.7% | 0.8% | 0.7% | 0.0% | 0.0% |
| | Silicon Valley Hopper | 19 | 8 | 8 | 2 | 0 |
| | | 2.6% | 2.3% | 2.5% | 57.2% | 0.0% |
| | Train | 15 | 13 | 2 | 0 | 0 |
| | | 2.1% | 3.4% | 0.7% | 8.1% | 0.0% |
| | Walk | 189 | 86 | 101 | 2 | 1 |
| | | 26.4% | 23.3% | 29.3% | 57.2% | 29.2% |
| | Other | 2 | 2 | 0 | 0 | 0 |
| | | 0.3% | 0.4% | 0.1% | 0.0% | 0.0% |
| | DK/NA | 2 | 0 | 1 | 0 | 2 |
| | | 0.3% | 0.0% | 0.2% | 0.0% | 59.9% |

Q9: Daily Commuting Choices Age Comparisons

GODBE RESEARCH
Gain Insight

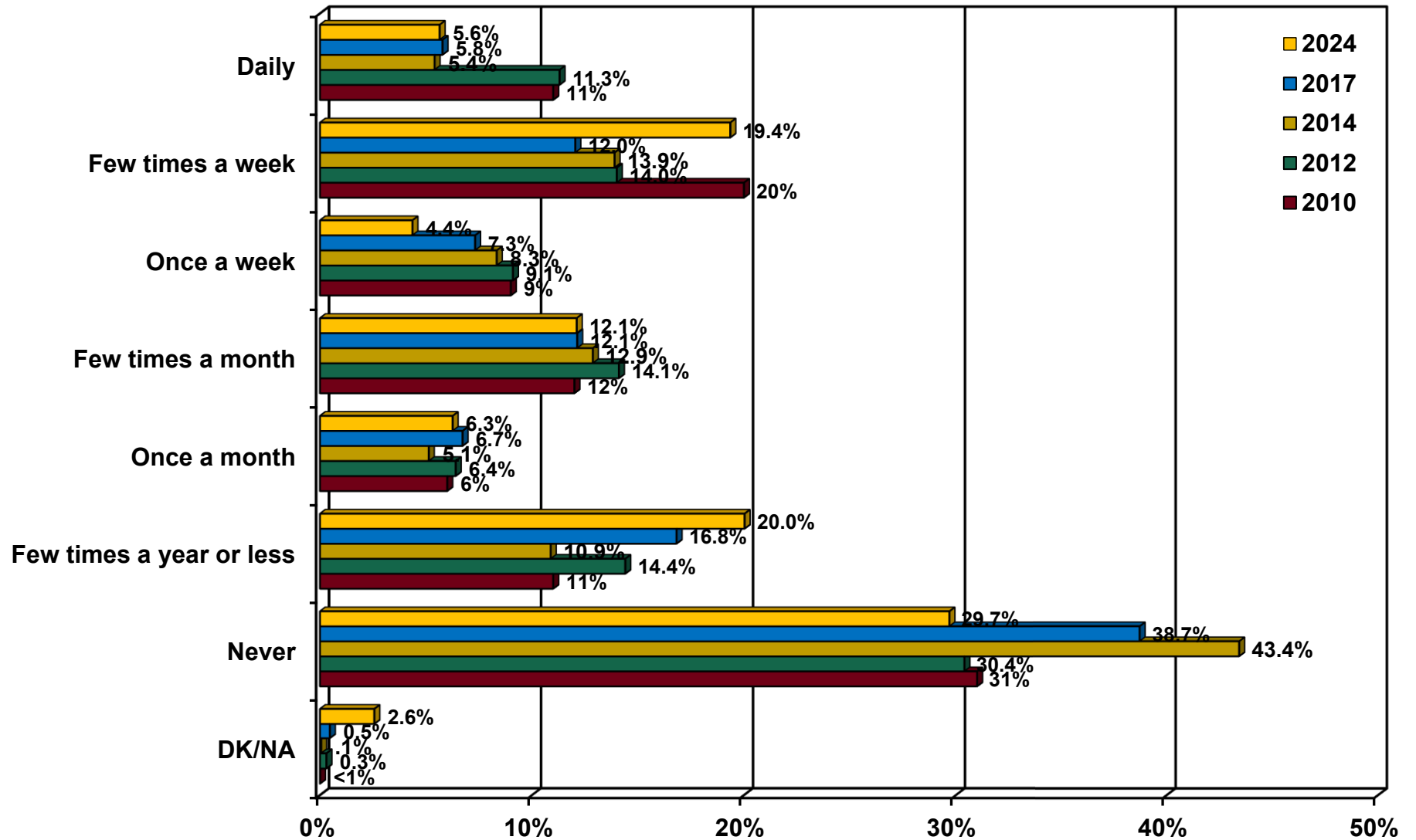
| | | Age | | | | | | Not sure / DK/NA |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------|-------|-------|-------|-------|-------|---------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | |
| 9. In general, what type of transportation do you use to go to work, school, or other places you visit frequently? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Bicycle | 106 | 25 | 20 | 30 | 21 | 8 | 2 |
| | | 14.8% | 22.2% | 17.1% | 18.7% | 11.4% | 5.9% | 19.1% |
| | Bus | 34 | 10 | 9 | 9 | 2 | 5 | 0 |
| | | 4.8% | 8.4% | 7.4% | 5.7% | 1.3% | 3.6% | 0.0% |
| | Carpool / vanpool / ride with others | 161 | 41 | 34 | 38 | 30 | 15 | 1 |
| | | 22.4% | 36.5% | 28.9% | 24.0% | 16.2% | 12.1% | 8.6% |
| | Drive alone (car, truck, motorcycle, scooter) | 649 | 94 | 112 | 142 | 176 | 116 | 8 |
| | | 90.4% | 83.1% | 94.8% | 89.0% | 94.2% | 90.9% | 72.6% |
| | Lightrail | 5 | 1 | 2 | 1 | 0 | 2 | 0 |
| | | 0.7% | 0.7% | 1.6% | 0.5% | 0.1% | 1.2% | 0.0% |
| | Silicon Valley Hopper | 19 | 2 | 2 | 7 | 5 | 1 | 1 |
| | | 2.6% | 2.0% | 1.6% | 4.6% | 2.7% | 0.8% | 8.6% |
| | Train | 15 | 0 | 7 | 3 | 3 | 1 | 0 |
| | | 2.1% | 0.3% | 6.2% | 2.1% | 1.6% | 1.0% | 0.0% |
| | Walk | 189 | 23 | 44 | 49 | 46 | 24 | 3 |
| | | 26.4% | 20.2% | 37.1% | 30.8% | 24.4% | 19.1% | 28.0% |
| | Other | 2 | 0 | 0 | 0 | 0 | 2 | 0 |
| | | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 1.5% | 0.0% |
| | DK/NA | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| | | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 19.3% |

Q10: Daily Commuting Choices Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | | Ethnic Group | | | | | | | |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races | Not sure / DK/NA |
| 9. In general, what type of transportation do you use to go to work, school, or other places you visit frequently? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 | 56 |
| | Bicycle | 106 | 0 | 61 | 29 | 3 | 0 | 1 | 12 |
| | | 14.8% | 0.1% | 13.4% | 18.6% | 14.5% | 0.0% | 3.6% | 21.7% |
| | Bus | 34 | 0 | 25 | 5 | 3 | 0 | 0 | 1 |
| | | 4.8% | 31.7% | 5.5% | 3.2% | 13.6% | 0.0% | 0.0% | 1.7% |
| | Carpool / vanpool / ride with others | 161 | 1 | 104 | 36 | 5 | 1 | 8 | 6 |
| | | 22.4% | 68.2% | 22.8% | 22.9% | 24.0% | 52.3% | 33.8% | 11.0% |
| | Drive alone (car, truck, motorcycle, scooter) | 649 | 1 | 407 | 146 | 21 | 1 | 23 | 50 |
| | | 90.4% | 100.0% | 88.6% | 93.9% | 100.0% | 47.7% | 100.0% | 90.0% |
| | Lightrail | 5 | 0 | 5 | 0 | 0 | 0 | 0 | 0 |
| | | 0.7% | 0.0% | 1.1% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% |
| | Silicon Valley Hopper | 19 | 0 | 15 | 2 | 2 | 0 | 0 | 0 |
| | | 2.6% | 0.0% | 3.2% | 1.0% | 11.6% | 0.0% | 0.0% | 0.0% |
| | Train | 15 | 0 | 6 | 7 | 0 | 0 | 2 | 0 |
| | | 2.1% | 0.0% | 1.3% | 4.5% | 0.0% | 0.0% | 9.7% | 0.0% |
| | Walk | 189 | 0 | 106 | 61 | 10 | 0 | 2 | 11 |
| | | 26.4% | 0.1% | 23.1% | 39.2% | 44.8% | 0.0% | 9.1% | 19.2% |
| | Other | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| | | 0.3% | 0.0% | 0.0% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| | DK/NA | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 2 |
| | | 0.3% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 3.0% |

Q10: Use of Alternative Transportation



Q10: Use of Alternative Transportation Gender Comparisons

GODBE RESEARCH
Gain Insight

| | | Gender | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 10. In the last twelve months, how often have you used alternative transportation, including walking, biking, and public transit, for your trips within the city? | Total | 718 | 369 | 343 | 3 | 3 |
| | Daily | 41 | 21 | 19 | 0 | 0 |
| | | 5.6% | 5.7% | 5.6% | 8.1% | 0.0% |
| | Few times a week | 139 | 80 | 57 | 2 | 0 |
| | | 19.4% | 21.6% | 16.7% | 55.6% | 0.0% |
| | Once a week | 31 | 10 | 21 | 0 | 1 |
| | | 4.4% | 2.7% | 6.0% | 1.6% | 21.0% |
| | Few times a month | 87 | 42 | 45 | 0 | 0 |
| | | 12.1% | 11.3% | 13.1% | 0.0% | 8.2% |
| | Once a month | 45 | 30 | 15 | 0 | 0 |
| | | 6.3% | 8.0% | 4.4% | 0.0% | 10.9% |
| | Few times a year or less | 144 | 79 | 64 | 1 | 0 |
| | | 20.0% | 21.5% | 18.5% | 34.6% | 0.0% |
| | Never | 213 | 100 | 113 | 0 | 0 |
| | | 29.7% | 27.1% | 33.0% | 0.0% | 0.0% |
| | DK/NA | 18 | 8 | 9 | 0 | 2 |
| | | 2.6% | 2.1% | 2.6% | 0.0% | 59.9% |

Q10: Use of Alternative Transportation Gender and Age Comparisons

GODBE RESEARCH
Gain Insight

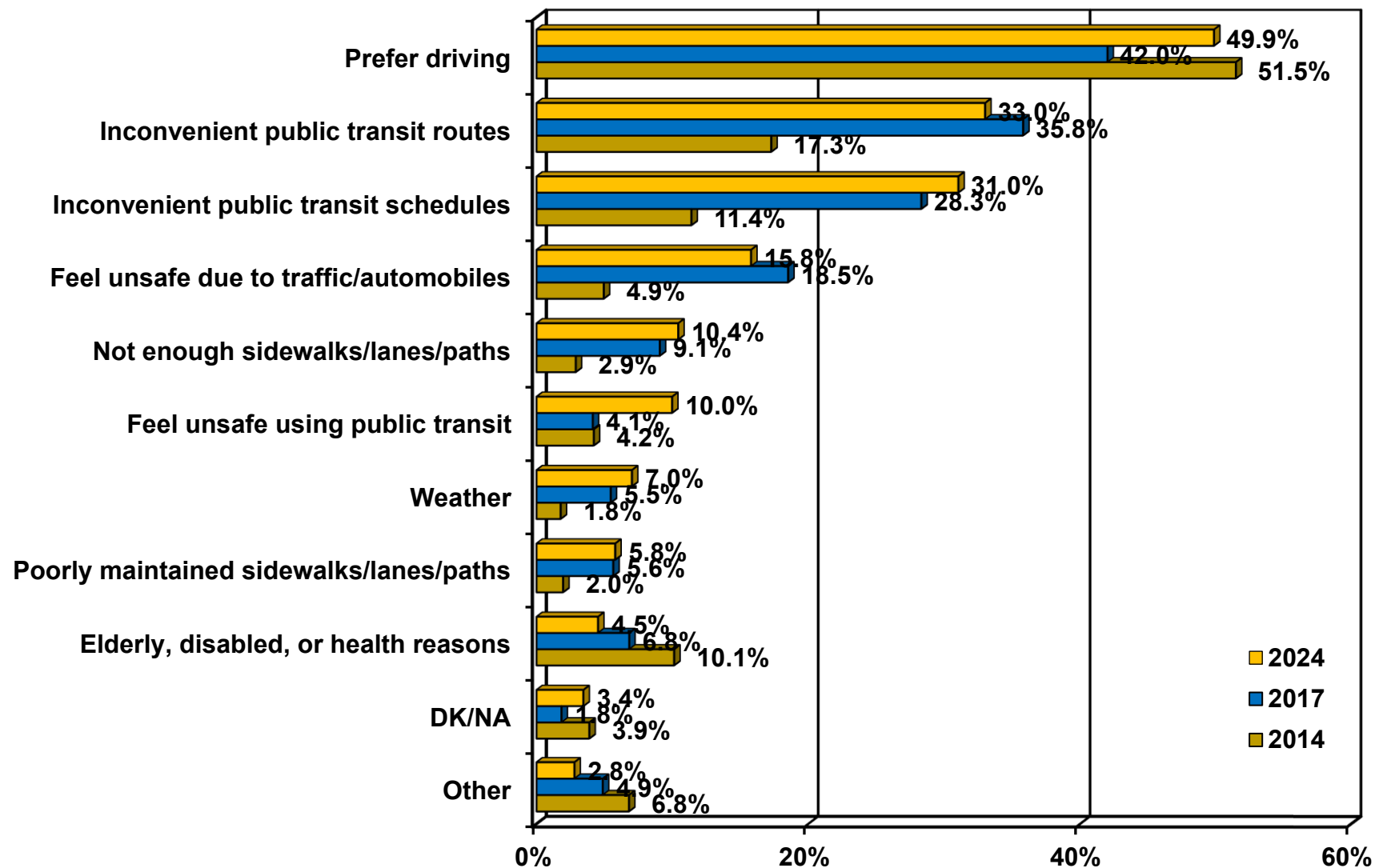
| | | Age | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------|-------|-------|-------|-------|----------------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ Not sure / DK/NA |
| 10. In the last twelve months, how often have you used alternative transportation, including walking, biking, and public transit, for your trips within the city? | Total | 718 | 113 | 118 | 160 | 187 | 127 |
| | Daily | 41 | 5 | 7 | 5 | 14 | 9 |
| | | 5.6% | 4.5% | 5.7% | 3.2% | 7.3% | 6.9% |
| | Few times a week | 139 | 28 | 27 | 35 | 31 | 15 |
| | | 19.4% | 24.4% | 22.6% | 22.1% | 16.8% | 11.9% |
| | Once a week | 31 | 4 | 3 | 2 | 8 | 11 |
| | | 4.4% | 3.2% | 2.7% | 1.3% | 4.2% | 8.8% |
| | Few times a month | 87 | 10 | 11 | 24 | 29 | 14 |
| | | 12.1% | 8.6% | 9.0% | 14.9% | 15.5% | 10.6% |
| | Once a month | 45 | 8 | 11 | 14 | 11 | 1 |
| | | 6.3% | 6.7% | 9.7% | 9.0% | 5.6% | 0.5% |
| | Few times a year or less | 144 | 24 | 21 | 39 | 39 | 19 |
| | | 20.0% | 20.9% | 18.0% | 24.5% | 20.9% | 15.2% |
| | Never | 213 | 36 | 38 | 35 | 51 | 52 |
| | | 29.7% | 31.6% | 32.4% | 22.0% | 27.2% | 40.7% |
| | DK/NA | 18 | 0 | 0 | 5 | 5 | 7 |
| | | 2.6% | 0.0% | 0.0% | 3.0% | 2.4% | 5.3% |

Q10: Use of Alternative Transportation Ethnicity Comparisons

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Gain Insight

| | | Ethnic Group | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| 10. In the last twelve months, how often have you used alternative transportation, including walking, biking, and public transit, for your trips within the city? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | Daily | 41 | 0 | 27 | 11 | 0 | 0 | 0 |
| | | 5.6% | 31.7% | 5.9% | 7.1% | 0.0% | 0.0% | 0.0% |
| | Few times a week | 139 | 0 | 88 | 34 | 4 | 0 | 3 |
| | | 19.4% | 0.1% | 19.2% | 21.6% | 20.5% | 0.0% | 11.1% |
| | Once a week | 31 | 0 | 16 | 11 | 0 | 1 | 1 |
| | | 4.4% | 0.0% | 3.6% | 7.3% | 0.5% | 52.3% | 3.6% |
| | Few times a month | 87 | 0 | 51 | 24 | 8 | 1 | 1 |
| | | 12.1% | 0.0% | 11.1% | 15.6% | 39.7% | 47.7% | 6.1% |
| | Once a month | 45 | 0 | 34 | 10 | 0 | 0 | 0 |
| | | 6.3% | 0.0% | 7.4% | 6.4% | 2.0% | 0.0% | 0.0% |
| | Few times a year or less | 144 | 0 | 96 | 25 | 4 | 0 | 8 |
| | | 20.0% | 0.0% | 21.0% | 16.0% | 17.7% | 0.0% | 35.8% |
| | Never | 213 | 1 | 135 | 35 | 4 | 0 | 10 |
| | | 29.7% | 68.2% | 29.5% | 22.5% | 19.6% | 0.0% | 43.4% |
| | DK/NA | 18 | 0 | 11 | 5 | 0 | 0 | 0 |
| | | 2.6% | 0.0% | 2.3% | 3.4% | 0.0% | 0.0% | 0.0% |
| | | | | | | | | 4.6% |

Q11: Reasons for Not Using Alternative Transportation



Q11: Reasons for Not Using Alternative Transportation

Gender Comparisons

| | | Gender | | | | |
|--------------------------------------------------------------------------------------------------------|---------------------------------------------|--------------|--------------|--------------|------------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 11. What prevents you from using alternative transportation more often for your trips within the city? | Total | 677 | 348 | 324 | 3 | 3 |
| | Elderly, disabled, or health reasons | 31 4.5% | 11 3.1% | 20 6.1% | 0 0.0% | 0 0.0% |
| | Feel unsafe due to traffic / automobiles | 107 15.8% | 46 13.2% | 60 18.5% | 1 37.7% | 0 0.0% |
| | Feel unsafe using public transit | 68 10.0% | 32 9.1% | 36 11.1% | 0 0.0% | 0 0.0% |
| | Inconvenient public transit routes | 224 33.0% | 123 35.5% | 98 30.1% | 2 62.3% | 1 29.2% |
| | Inconvenient public transit schedules | 210 31.0% | 120 34.7% | 89 27.5% | 0 1.8% | 1 19.1% |
| | Not enough sidewalks / lanes / paths | 71 10.4% | 34 9.8% | 35 10.9% | 1 37.7% | 0 0.0% |
| | Poorly maintained sidewalks / lanes / paths | 39 5.8% | 21 6.1% | 17 5.2% | 1 37.7% | 0 0.0% |
| | Prefer driving | 338 49.9% | 173 49.8% | 164 50.4% | 1 39.4% | 0 0.0% |
| | Weather | 48 7.0% | 27 7.9% | 20 6.2% | 0 1.8% | 0 0.0% |
| | Other | 19 2.8% | 7 2.1% | 11 3.5% | 0 0.0% | 0 0.0% |
| | DK/NA | 23 3.4% | 14 4.0% | 8 2.4% | 0 0.0% | 2 59.9% |

Q11: Reasons for Not Using Alternative Transportation Age Comparisons

GODBE RESEARCH
Gain Insight

| | | Age | | | | | |
|--------------------------------------------------------------------------------------------------------|---------------------------------------------|-------|-------|-------|-------|-------|----------------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ Not sure / DK/NA |
| 11. What prevents you from using alternative transportation more often for your trips within the city? | Total | 677 | 108 | 111 | 155 | 174 | 119 |
| | Elderly, disabled, or health reasons | 31 | 0 | 6 | 1 | 6 | 17 |
| | Feel unsafe due to traffic / automobiles | 107 | 17 | 26 | 30 | 22 | 9 |
| | Feel unsafe using public transit | 68 | 14 | 19 | 13 | 15 | 6 |
| | Inconvenient public transit routes | 224 | 25 | 43 | 50 | 70 | 32 |
| | Inconvenient public transit schedules | 210 | 26 | 49 | 53 | 52 | 27 |
| | Not enough sidewalks / lanes / paths | 71 | 17 | 17 | 17 | 12 | 5 |
| | Poorly maintained sidewalks / lanes / paths | 39 | 9 | 6 | 9 | 13 | 3 |
| | Prefer driving | 338 | 68 | 56 | 72 | 78 | 61 |
| | Weather | 48 | 5 | 15 | 12 | 10 | 5 |
| | Other | 19 | 1 | 5 | 5 | 6 | 2 |
| | DK/NA | 23 | 2 | 1 | 6 | 5 | 7 |
| | | 3.4% | 1.4% | 1.1% | 4.1% | 2.7% | 6.2% |
| | | | | | | | 21.1% |
| | | | | | | | |

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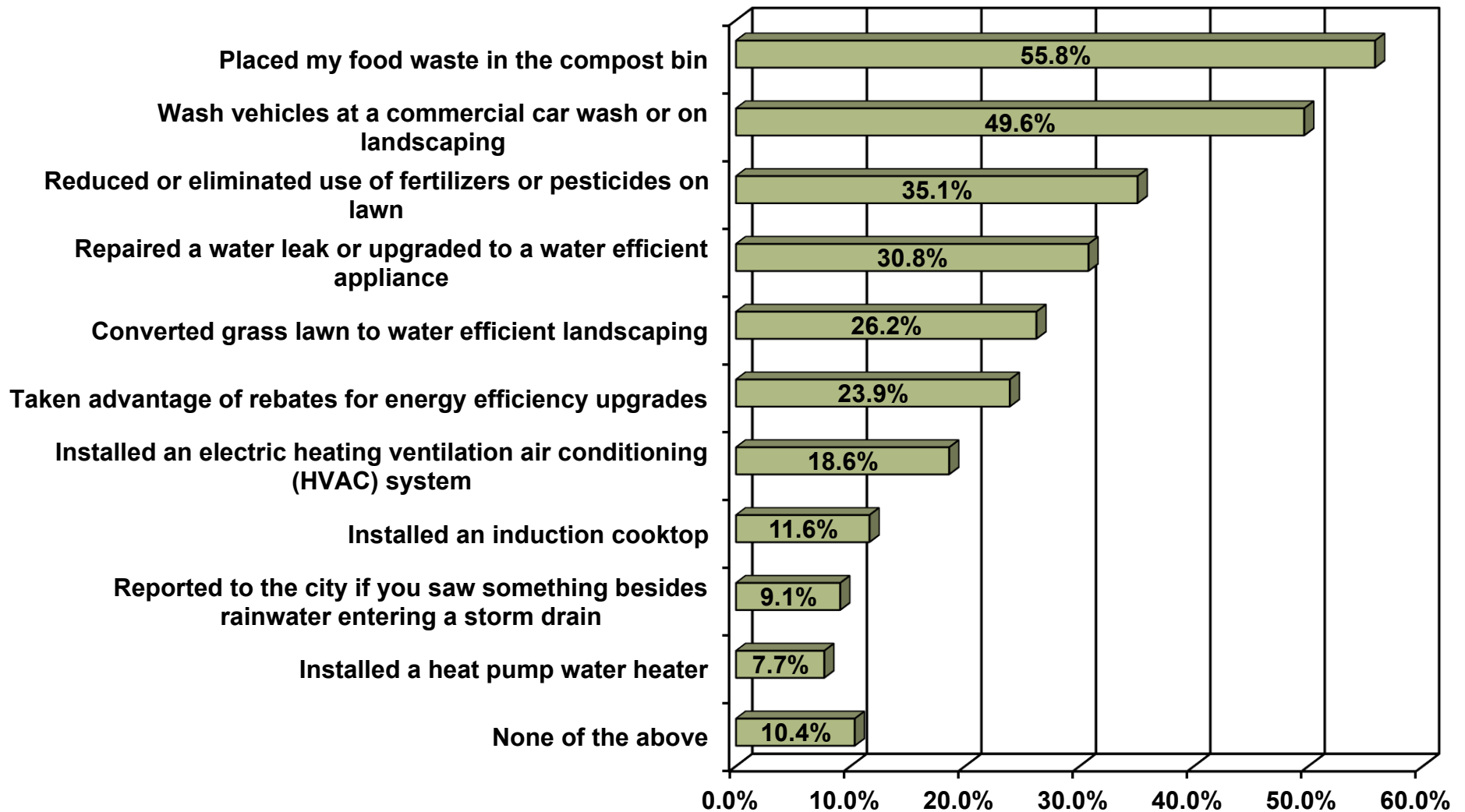


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Environmental Sustainability

Q12: Environmental Practices



Q12: Environmental Practices Gender Comparisons

| | Gender | | | | |
|-------------------------------------------------------------------------------------------|--------------|--------------|--------------|-------------|------------------|
| | Total | Male | Female | Other | Not sure / DK/NA |
| Total | 718 | 369 | 343 | 3 | 3 |
| Installed a heat pump water heater | 55 7.7% | 33 8.9% | 22 6.5% | 0 0.0% | 0 0.0% |
| Installed an induction cooktop | 84 11.6% | 51 13.8% | 33 9.5% | 0 0.0% | 0 0.0% |
| Taken advantage of rebates for energy efficiency upgrades | 172 23.9% | 93 25.3% | 78 22.8% | 0 1.6% | 0 0.0% |
| Installed an electric heating ventilation air conditioning (HVAC) system | 134 18.6% | 67 18.1% | 66 19.3% | 0 0.0% | 1 21.0% |
| Placed my food waste in the compost bin | 401 55.8% | 205 55.5% | 192 55.9% | 3 100.0% | 1 29.2% |
| Converted grass lawn to water efficient landscaping | 188 26.2% | 84 22.9% | 103 30.0% | 0 9.7% | 1 21.0% |
| Wash vehicles at a commercial car wash or on landscaping | 356 49.6% | 175 47.4% | 180 52.5% | 1 36.2% | 0 0.0% |
| Reported to the city if you saw something besides rainwater entering a storm drain | 65 9.1% | 25 6.9% | 40 11.6% | 0 0.0% | 0 0.0% |
| Reduced or eliminated use of fertilizers or pesticides on lawn | 252 35.1% | 118 31.9% | 133 38.9% | 0 1.6% | 1 21.0% |
| Repaired a water leak or upgraded to a water efficient appliance | 221 30.8% | 119 32.3% | 100 29.1% | 2 57.3% | 0 8.2% |
| None of the above | 74 10.4% | 38 10.4% | 36 10.4% | 0 0.0% | 0 10.9% |
| DK/NA | 32 4.5% | 17 4.7% | 13 3.9% | 0 0.0% | 2 59.9% |

Q12: Environmental Practices Age Comparisons

GODBE RESEARCH
Gain Insight

| | | Age | | | | | | |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 12. Which of these activities or practices have you or members of your household done? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Installed a heat pump water heater | 55 7.7% | 5 4.5% | 10 8.1% | 15 9.3% | 14 7.3% | 12 9.4% | 0 0.0% |
| | Installed an induction cooktop | 84 11.6% | 11 10.0% | 11 9.0% | 29 17.8% | 15 8.0% | 16 12.9% | 2 14.8% |
| | Taken advantage of rebates for energy efficiency upgrades | 172 23.9% | 16 14.4% | 25 21.0% | 36 22.2% | 52 27.9% | 38 29.6% | 5 41.0% |
| | Installed an electric heating ventilation air conditioning (HVAC) system | 134 18.6% | 18 15.5% | 25 21.3% | 19 11.6% | 40 21.5% | 31 23.9% | 2 13.1% |
| | Placed my food waste in the compost bin | 401 55.8% | 41 36.5% | 69 58.4% | 88 55.2% | 98 52.1% | 97 76.3% | 7 62.5% |
| | Converted grass lawn to water efficient landscaping | 188 26.2% | 9 7.6% | 27 22.5% | 31 19.4% | 74 39.5% | 46 36.0% | 2 17.7% |
| | Wash vehicles at a commercial car wash or on landscaping | 356 49.6% | 56 49.5% | 61 51.9% | 77 48.4% | 97 51.7% | 60 47.2% | 4 36.8% |
| | Reported to the city if you saw something besides rainwater entering a storm drain | 65 9.1% | 3 2.7% | 12 10.3% | 12 7.4% | 25 13.1% | 14 10.8% | 0 0.0% |
| | Reduced or eliminated use of fertilizers or pesticides on lawn | 252 35.1% | 26 23.0% | 35 29.9% | 41 25.6% | 85 45.6% | 58 45.2% | 6 54.4% |
| | Repaired a water leak or upgraded to a water efficient appliance | 221 30.8% | 17 15.4% | 31 26.2% | 43 26.9% | 79 42.1% | 48 37.8% | 3 21.9% |
| | None of the above | 74 10.4% | 24 21.2% | 14 11.7% | 12 7.5% | 16 8.3% | 9 6.7% | 0 2.6% |
| | DK/NA | 32 4.5% | 7 6.2% | 2 2.1% | 11 6.6% | 8 4.2% | 2 1.6% | 2 19.3% |

Q12: Environmental Practices Ethnicity Comparisons

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Gain Insight

| | | Ethnic Group | | | | | | | |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------|------------------|--------------|--------------|-----------------|------------------|-------------------|------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races | Not sure / DK/NA |
| 12. Which of these activities or practices have you or members of your household done? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 | 56 |
| | Installed a heat pump water heater | 55 7.7% | 0 0.0% | 39 8.5% | 9 5.5% | 2 7.9% | 0 0.0% | 3 11.8% | 3 6.1% |
| | Installed an induction cooktop | 84 11.6% | 0 0.0% | 50 10.9% | 18 11.8% | 2 8.9% | 0 0.0% | 2 7.0% | 12 21.2% |
| | Taken advantage of rebates for energy efficiency upgrades | 172 23.9% | 0 0.0% | 123 26.7% | 36 23.2% | 2 11.6% | 0 0.0% | 9 38.4% | 1 2.7% |
| | Installed an electric heating ventilation air conditioning (HVAC) system | 134 18.6% | 0 0.0% | 80 17.5% | 32 20.7% | 6 28.4% | 0 0.0% | 3 15.1% | 11 20.3% |
| | Placed my food waste in the compost bin | 401 55.8% | 1 68.3% | 248 54.1% | 102 65.6% | 19 89.3% | 1 47.7% | 4 15.9% | 26 46.8% |
| | Converted grass lawn to water efficient landscaping | 188 26.2% | 0 0.0% | 121 26.4% | 53 33.9% | 3 14.5% | 0 0.0% | 5 22.9% | 6 10.3% |
| | Wash vehicles at a commercial car wash or on landscaping | 356 49.6% | 1 68.3% | 211 46.0% | 89 57.1% | 13 59.8% | 1 47.7% | 12 53.5% | 29 52.6% |
| | Reported to the city if you saw something besides rainwater entering a storm drain | 65 9.1% | 0 0.0% | 44 9.5% | 11 7.0% | 8 35.6% | 1 47.7% | 0 0.0% | 2 4.2% |
| | Reduced or eliminated use of fertilizers or pesticides on lawn | 252 35.1% | 0 0.0% | 158 34.5% | 67 43.2% | 5 23.4% | 1 47.7% | 3 11.8% | 18 31.3% |
| | Repaired a water leak or upgraded to a water efficient appliance | 221 30.8% | 0 0.1% | 132 28.7% | 61 39.1% | 8 39.6% | 1 47.7% | 3 11.8% | 16 28.6% |
| | None of the above | 74 10.4% | 0 31.7% | 51 11.1% | 4 2.8% | 0 0.5% | 0 0.0% | 4 15.9% | 15 26.5% |
| | DK/NA | 32 4.5% | 0 0.0% | 21 4.5% | 6 3.6% | 0 1.9% | 1 52.3% | 2 9.5% | 2 4.3% |



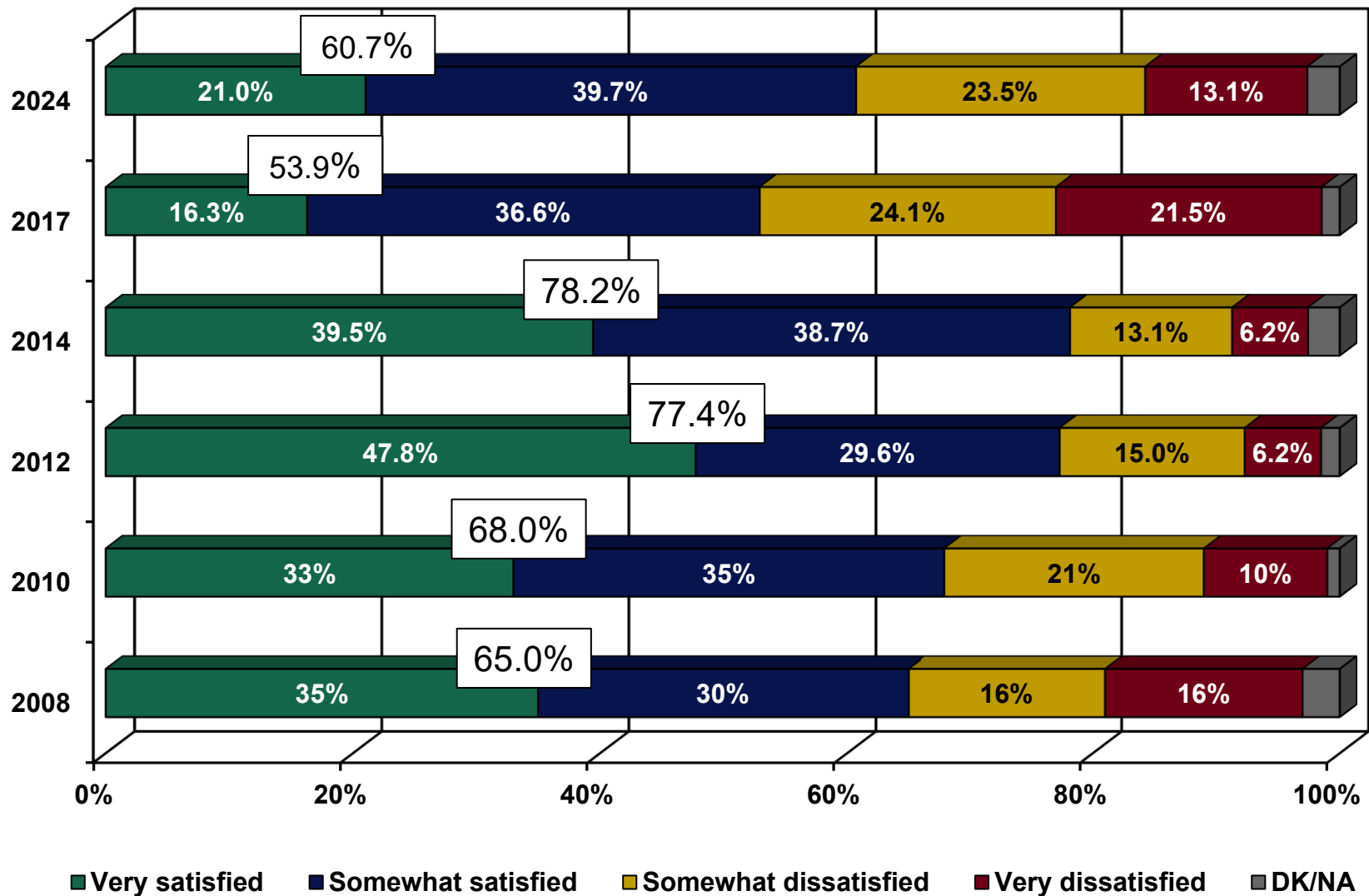
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Community & Economic Development

Q13: Satisfaction with Shopping Environment

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Q13: Satisfaction with Shopping Environment Gender and Age Comparisons

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| | | Gender | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 13. Next, here are some questions about community and economic development issues. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total | 718 | 369 | 343 | 3 | 3 |
| | Very satisfied | 151 | 68 | 83 | 0 | 0 |
| | | 21.0% | 18.4% | 24.3% | 0.0% | 0.0% |
| | Somewhat satisfied | 285 | 139 | 143 | 3 | 0 |
| | | 39.7% | 37.7% | 41.7% | 91.8% | 8.2% |
| | Somewhat dissatisfied | 169 | 92 | 76 | 0 | 0 |
| | | 23.5% | 25.0% | 22.2% | 0.0% | 10.9% |
| | Very dissatisfied | 94 | 56 | 37 | 0 | 1 |
| | | 13.1% | 15.3% | 10.8% | 8.2% | 21.0% |
| | DK/NA | 19 | 14 | 4 | 0 | 2 |
| | | 2.6% | 3.7% | 1.1% | 0.0% | 59.9% |

| | | Age | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 13. Next, here are some questions about community and economic development issues. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Very satisfied | 151 | 34 | 19 | 40 | 28 | 29 | 1 |
| | | 21.0% | 30.4% | 15.9% | 24.7% | 14.9% | 22.8% | 9.0% |
| | Somewhat satisfied | 285 | 57 | 44 | 66 | 59 | 56 | 2 |
| | | 39.7% | 50.5% | 37.3% | 41.5% | 31.5% | 43.6% | 21.5% |
| | Somewhat dissatisfied | 169 | 16 | 45 | 19 | 62 | 23 | 4 |
| | | 23.5% | 13.9% | 38.4% | 11.8% | 33.0% | 17.9% | 38.4% |
| | Very dissatisfied | 94 | 6 | 10 | 27 | 32 | 17 | 2 |
| | | 13.1% | 5.2% | 8.3% | 17.2% | 17.0% | 13.5% | 16.5% |
| | DK/NA | 19 | 0 | 0 | 8 | 7 | 3 | 2 |
| 2.6% | | 0.0% | 0.0% | 4.8% | 3.5% | 2.2% | 14.5% | |

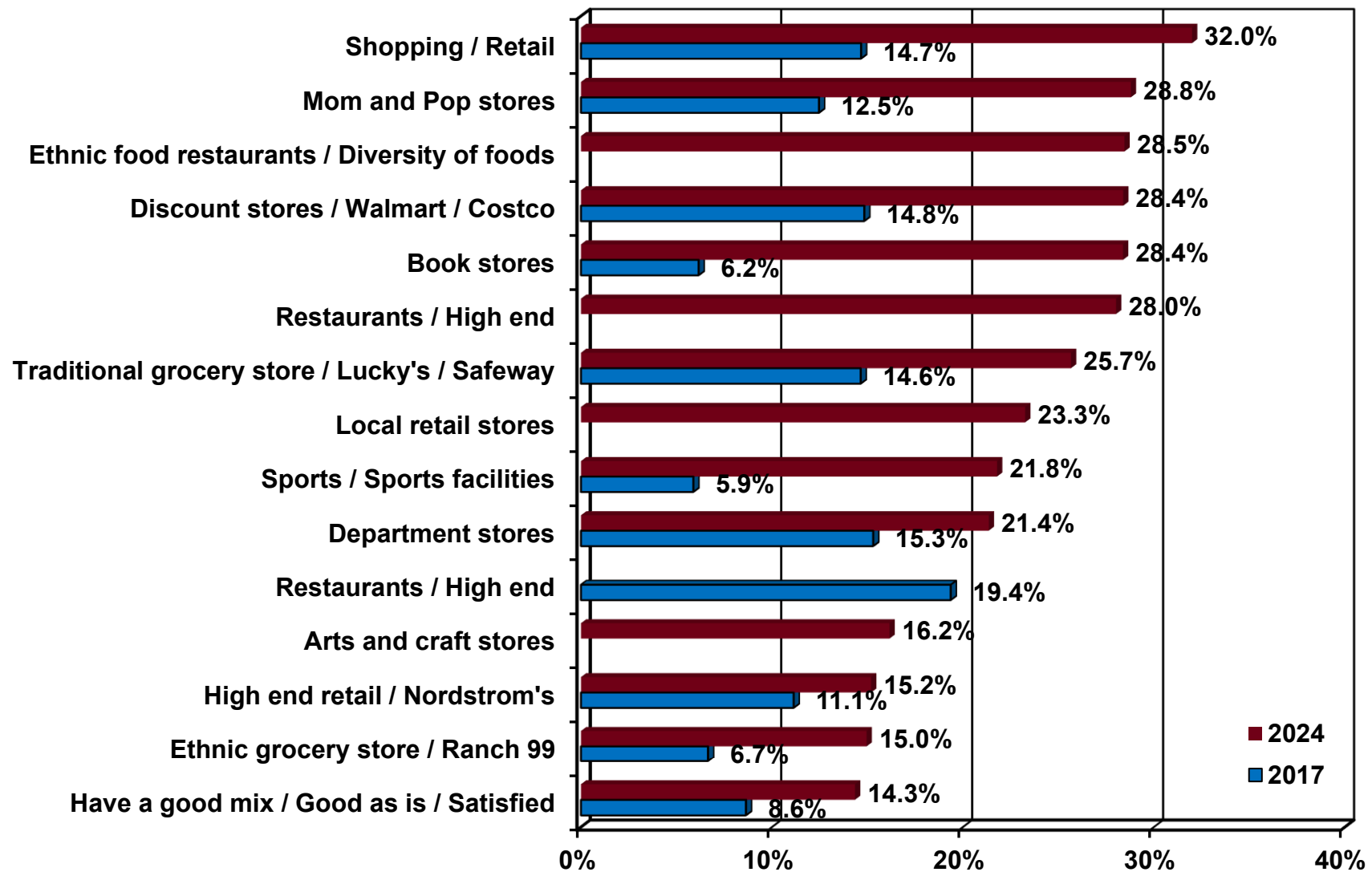
Q13: Satisfaction with Shopping Environment Ethnicity Comparisons

GODBE RESEARCH
Gain Insight

| | | Ethnic Group | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| 13. Next, here are some questions about community and economic development issues. Compared to the neighboring cities in the Bay Area, are you satisfied or dissatisfied with the shopping environment in Cupertino? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | Very satisfied | 151 | 0 | 100 | 17 | 2 | 0 | 3 |
| | | 21.0% | 31.7% | 21.9% | 11.0% | 8.0% | 0.0% | 13.3% |
| | Somewhat satisfied | 285 | 1 | 183 | 58 | 13 | 1 | 13 |
| | | 39.7% | 68.2% | 39.9% | 37.3% | 60.1% | 52.3% | 56.7% |
| | Somewhat dissatisfied | 169 | 0 | 110 | 51 | 3 | 1 | 2 |
| | | 23.5% | 0.1% | 23.9% | 32.7% | 13.6% | 47.7% | 9.2% |
| | Very dissatisfied | 94 | 0 | 56 | 25 | 2 | 0 | 5 |
| | | 13.1% | 0.0% | 12.1% | 16.1% | 9.4% | 0.0% | 20.8% |
| | DK/NA | 19 | 0 | 10 | 4 | 2 | 0 | 0 |
| | | 2.6% | 0.0% | 2.2% | 2.9% | 8.9% | 0.0% | 4.0% |

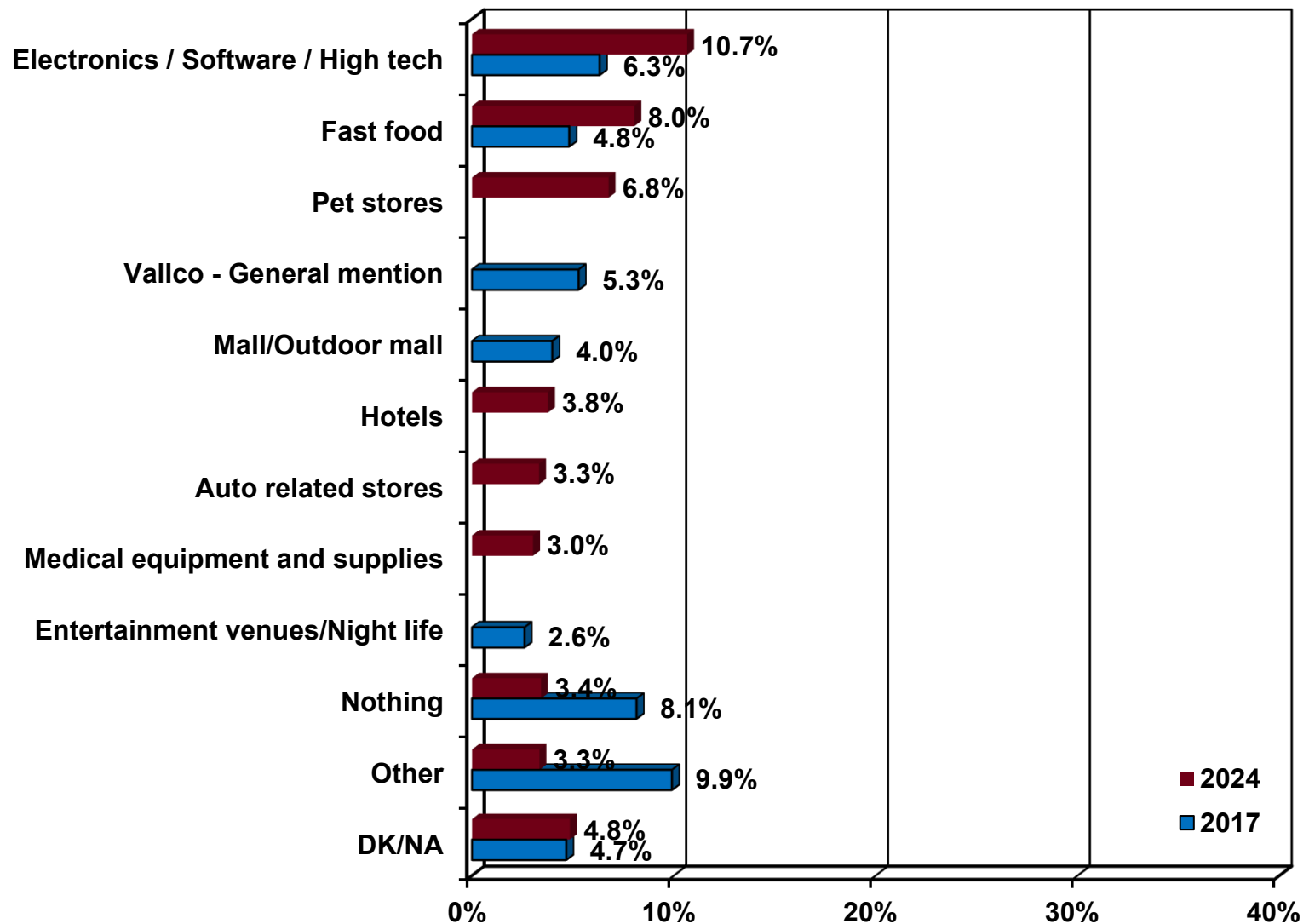
Q14: Businesses Would Like to See More of in Cupertino

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Q14: Businesses Would Like to See More of in Cupertino (continued)

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Q14: Businesses Would Like to See More of in Cupertino

Gender Comparisons

GODBE RESEARCH
Gain Insight

| | Gender | | | | |
|------------------------------------------------------|--------|-------|--------|--------|------------------|
| | Total | Male | Female | Other | Not sure / DK/NA |
| Total | 718 | 369 | 343 | 3 | 3 |
| Traditional grocery store / Lucky's / Safeway | 184 | 87 | 95 | 2 | 1 |
| | 25.7% | 23.6% | 27.5% | 55.6% | 40.1% |
| Arts and craft stores | 116 | 45 | 69 | 1 | 1 |
| | 16.2% | 12.1% | 20.2% | 36.3% | 29.2% |
| Auto related stores | 24 | 16 | 7 | 0 | 0 |
| | 3.3% | 4.5% | 2.1% | 0.0% | 8.2% |
| Book stores | 204 | 82 | 119 | 2 | 1 |
| | 28.4% | 22.3% | 34.7% | 57.3% | 29.2% |
| Department stores | 153 | 71 | 82 | 0 | 1 |
| | 21.4% | 19.2% | 23.9% | 1.6% | 21.0% |
| Discount stores / Walmart / Costco | 204 | 82 | 120 | 2 | 0 |
| | 28.4% | 22.1% | 35.1% | 57.2% | 0.0% |
| Electronics / Software / High tech | 76 | 62 | 15 | 0 | 0 |
| | 10.7% | 16.7% | 4.2% | 9.7% | 0.0% |
| Ethnic food restaurants / Diversity of foods | 204 | 99 | 103 | 3 | 0 |
| | 28.5% | 26.8% | 29.9% | 91.8% | 0.0% |
| Ethnic grocery store / Ranch 99 | 107 | 48 | 56 | 3 | 0 |
| | 15.0% | 13.0% | 16.4% | 100.0% | 0.0% |
| Fast food | 58 | 37 | 21 | 0 | 0 |
| | 8.0% | 10.0% | 6.1% | 0.0% | 0.0% |
| Have a good mix / Good as is / Satisfied | 103 | 49 | 52 | 2 | 0 |
| | 14.3% | 13.4% | 15.1% | 55.6% | 0.0% |
| High end retail / Nordstrom's | 109 | 40 | 69 | 0 | 0 |
| | 15.2% | 11.0% | 20.0% | 0.0% | 0.0% |
| Hotels | 27 | 13 | 14 | 0 | 0 |
| | 3.8% | 3.5% | 4.1% | 0.0% | 0.0% |
| Local retail stores | 167 | 79 | 86 | 1 | 1 |
| | 23.3% | 21.3% | 25.0% | 44.4% | 40.1% |
| Medical equipment and supplies | 22 | 8 | 14 | 0 | 0 |
| | 3.0% | 2.2% | 4.0% | 0.0% | 0.0% |
| Mom and Pop stores | 207 | 105 | 100 | 0 | 1 |
| | 28.8% | 28.5% | 29.2% | 9.8% | 40.1% |
| Pet stores | 49 | 20 | 27 | 0 | 1 |
| | 6.8% | 5.6% | 8.0% | 1.6% | 21.0% |
| Restaurants / High end | 201 | 109 | 92 | 0 | 0 |
| | 28.0% | 29.6% | 26.8% | 0.0% | 0.0% |
| Shopping / Retail | 230 | 110 | 119 | 0 | 1 |
| | 32.0% | 29.9% | 34.6% | 1.6% | 21.0% |
| Sports / Sports facilities | 156 | 97 | 58 | 0 | 1 |
| | 21.8% | 26.3% | 17.0% | 0.0% | 31.9% |
| Other | 24 | 13 | 11 | 0 | 0 |
| | 3.3% | 3.5% | 3.2% | 0.0% | 0.0% |
| Nothing | 25 | 10 | 15 | 0 | 0 |
| | 3.4% | 2.6% | 4.4% | 0.0% | 0.0% |
| DK/NA | 35 | 20 | 13 | 0 | 2 |
| | 4.8% | 5.5% | 3.7% | 0.0% | 59.9% |

Q14: Businesses Would Like to See More of in Cupertino Age Comparisons

GODBE RESEARCH
Gain Insight

| | Age | | | | | | |
|------------------------------------------------------|-------|-------|-------|-------|-------|-------|------------------|
| | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| Traditional grocery store / Lucky's / Safeway | 184 | 20 | 45 | 30 | 48 | 37 | 4 |
| | 25.7% | 17.9% | 38.0% | 18.8% | 25.5% | 29.3% | 34.0% |
| Arts and craft stores | 116 | 13 | 33 | 27 | 26 | 14 | 3 |
| | 16.2% | 11.6% | 28.1% | 16.7% | 13.9% | 11.1% | 24.2% |
| Auto related stores | 24 | 4 | 3 | 1 | 12 | 4 | 0 |
| | 3.3% | 3.8% | 2.4% | 0.7% | 6.3% | 2.8% | 0.0% |
| Book stores | 204 | 13 | 50 | 53 | 58 | 27 | 3 |
| | 28.4% | 11.4% | 42.6% | 33.2% | 31.0% | 20.8% | 24.2% |
| Department stores | 153 | 20 | 18 | 30 | 60 | 26 | 1 |
| | 21.4% | 17.3% | 14.9% | 18.5% | 32.2% | 20.1% | 5.1% |
| Discount stores / Walmart / Costco | 204 | 34 | 40 | 47 | 47 | 34 | 0 |
| | 28.4% | 30.3% | 34.1% | 29.5% | 25.1% | 27.0% | 4.3% |
| Electronics / Software / High tech | 76 | 11 | 7 | 25 | 20 | 14 | 0 |
| | 10.7% | 10.0% | 5.6% | 15.4% | 10.9% | 10.6% | 0.0% |
| Ethnic food restaurants / Diversity of foods | 204 | 24 | 47 | 52 | 50 | 29 | 3 |
| | 28.5% | 21.5% | 39.4% | 32.2% | 26.9% | 22.6% | 22.0% |
| Ethnic grocery store / Ranch 99 | 107 | 19 | 21 | 28 | 26 | 13 | 0 |
| | 15.0% | 16.5% | 18.0% | 17.5% | 13.8% | 10.6% | 0.0% |
| Fast food | 58 | 5 | 5 | 21 | 19 | 7 | 1 |
| | 8.0% | 4.3% | 3.8% | 13.3% | 10.3% | 5.4% | 7.2% |
| Have a good mix / Good as is / Satisfied | 103 | 22 | 20 | 21 | 23 | 15 | 2 |
| | 14.3% | 19.2% | 16.7% | 12.9% | 12.5% | 12.1% | 17.7% |
| High end retail / Nordstrom's | 109 | 12 | 27 | 20 | 32 | 18 | 0 |
| | 15.2% | 10.6% | 22.8% | 12.4% | 17.0% | 14.4% | 0.0% |
| Hotels | 27 | 6 | 9 | 3 | 9 | 0 | 0 |
| | 3.8% | 5.1% | 7.4% | 1.7% | 5.0% | 0.3% | 0.0% |
| Local retail stores | 167 | 33 | 21 | 38 | 49 | 20 | 5 |
| | 23.3% | 29.3% | 18.1% | 23.6% | 26.3% | 16.1% | 42.0% |
| Medical equipment and supplies | 22 | 1 | 0 | 6 | 7 | 8 | 0 |
| | 3.0% | 0.6% | 0.0% | 3.7% | 3.7% | 6.3% | 0.0% |
| Mom and Pop stores | 207 | 27 | 49 | 48 | 57 | 22 | 4 |
| | 28.8% | 24.1% | 41.6% | 30.2% | 30.2% | 17.1% | 31.6% |
| Pet stores | 49 | 5 | 10 | 9 | 18 | 5 | 2 |
| | 6.8% | 4.1% | 8.4% | 5.8% | 9.5% | 4.1% | 13.7% |
| Restaurants / High end | 201 | 27 | 33 | 42 | 68 | 28 | 2 |
| | 28.0% | 23.5% | 28.2% | 26.5% | 36.4% | 22.2% | 19.1% |
| Shopping / Retail | 230 | 28 | 41 | 56 | 66 | 37 | 1 |
| | 32.0% | 24.9% | 34.6% | 35.3% | 35.5% | 28.7% | 9.3% |
| Sports / Sports facilities | 156 | 14 | 34 | 41 | 57 | 7 | 3 |
| | 21.8% | 12.7% | 28.8% | 25.8% | 30.6% | 5.4% | 23.5% |
| Other | 24 | 2 | 8 | 3 | 7 | 4 | 0 |
| | 3.3% | 1.6% | 6.5% | 1.6% | 3.9% | 3.5% | 0.0% |
| Nothing | 25 | 2 | 1 | 5 | 8 | 8 | 0 |
| | 3.4% | 1.9% | 1.0% | 3.3% | 4.3% | 6.1% | 0.0% |
| DK/NA | 35 | 5 | 6 | 8 | 5 | 7 | 5 |
| | 4.8% | 4.2% | 4.9% | 4.8% | 2.9% | 5.1% | 40.3% |

Q14: Businesses Would Like to See More of in Cupertino

Ethnicity Comparisons

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| | Ethnic Group | | | | | | | |
|------------------------------------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|------------------|
| | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races | Not sure / DK/NA |
| Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 | 56 |
| Traditional grocery store / Lucky's / Safeway | 184 | 0 | 104 | 55 | 6 | 0 | 9 | 10 |
| | 25.7% | 0.0% | 22.6% | 35.4% | 29.5% | 0.0% | 39.0% | 18.2% |
| Arts and craft stores | 116 | 0 | 66 | 36 | 5 | 0 | 3 | 6 |
| | 16.2% | 0.0% | 14.4% | 23.1% | 24.7% | 0.0% | 12.9% | 10.0% |
| Auto related stores | 24 | 1 | 13 | 7 | 2 | 0 | 0 | 0 |
| | 3.3% | 68.2% | 2.9% | 4.7% | 11.6% | 0.0% | 0.0% | 0.4% |
| Book stores | 204 | 0 | 116 | 58 | 12 | 0 | 7 | 11 |
| | 28.4% | 0.1% | 25.3% | 37.2% | 55.6% | 0.0% | 30.1% | 19.9% |
| Department stores | 153 | 0 | 100 | 38 | 3 | 0 | 7 | 5 |
| | 21.4% | 0.0% | 21.8% | 24.2% | 16.3% | 0.0% | 30.1% | 8.7% |
| Discount stores / Walmart / Costco | 204 | 1 | 143 | 31 | 10 | 0 | 8 | 11 |
| | 28.4% | 68.2% | 31.2% | 19.8% | 47.3% | 0.0% | 34.6% | 19.9% |
| Electronics / Software / High tech | 76 | 1 | 57 | 16 | 1 | 0 | 2 | 0 |
| | 10.7% | 68.2% | 12.3% | 10.3% | 4.6% | 0.0% | 9.9% | 0.0% |
| Ethnic food restaurants / Diversity of foods | 204 | 0 | 135 | 41 | 10 | 0 | 5 | 13 |
| | 28.5% | 0.0% | 29.3% | 26.4% | 48.5% | 0.0% | 22.5% | 23.6% |
| Ethnic grocery store / Ranch 99 | 107 | 0 | 86 | 16 | 2 | 0 | 0 | 4 |
| | 15.0% | 0.0% | 18.6% | 10.1% | 11.6% | 0.0% | 0.0% | 6.7% |
| Fast food | 58 | 1 | 42 | 8 | 3 | 0 | 3 | 1 |
| | 8.0% | 68.2% | 9.3% | 5.2% | 14.7% | 0.0% | 11.1% | 1.5% |
| Have a good mix / Good as is / Satisfied | 103 | 0 | 64 | 21 | 4 | 0 | 4 | 10 |
| | 14.3% | 0.0% | 14.0% | 13.6% | 18.5% | 0.0% | 17.9% | 17.0% |
| High end retail / Nordstrom's | 109 | 0 | 80 | 22 | 3 | 0 | 3 | 2 |
| | 15.2% | 0.0% | 17.4% | 14.2% | 12.2% | 0.0% | 13.1% | 2.9% |
| Hotels | 27 | 1 | 13 | 12 | 1 | 0 | 1 | 0 |
| | 3.8% | 68.2% | 2.8% | 7.9% | 2.5% | 0.0% | 2.9% | 0.0% |
| Local retail stores | 167 | 1 | 88 | 40 | 7 | 0 | 6 | 25 |
| | 23.3% | 68.3% | 19.2% | 25.8% | 34.0% | 0.0% | 27.0% | 44.0% |
| Medical equipment and supplies | 22 | 0 | 17 | 4 | 0 | 0 | 1 | 0 |
| | 3.0% | 0.0% | 3.7% | 2.4% | 0.0% | 0.0% | 2.9% | 0.0% |
| Mom and Pop stores | 207 | 0 | 101 | 62 | 10 | 0 | 9 | 25 |
| | 28.8% | 0.1% | 22.0% | 39.7% | 46.8% | 0.0% | 39.5% | 44.6% |
| Pet stores | 49 | 0 | 25 | 19 | 3 | 0 | 0 | 1 |
| | 6.8% | 0.0% | 5.5% | 12.3% | 13.5% | 0.0% | 0.0% | 2.0% |
| Restaurants / High end | 201 | 1 | 136 | 44 | 1 | 0 | 11 | 8 |
| | 28.0% | 68.2% | 29.7% | 28.2% | 5.8% | 0.0% | 47.0% | 14.6% |
| Shopping / Retail | 230 | 1 | 149 | 53 | 9 | 0 | 3 | 15 |
| | 32.0% | 68.2% | 32.5% | 34.1% | 41.6% | 0.0% | 13.1% | 26.4% |
| Sports / Sports facilities | 156 | 0 | 115 | 23 | 4 | 0 | 4 | 10 |
| | 21.8% | 0.1% | 24.9% | 15.1% | 19.3% | 0.0% | 17.0% | 18.5% |
| Other | 24 | 0 | 13 | 9 | 2 | 0 | 0 | 0 |
| | 3.3% | 0.0% | 2.8% | 5.6% | 11.6% | 0.0% | 0.0% | 0.0% |
| Nothing | 25 | 0 | 20 | 2 | 0 | 1 | 0 | 2 |
| | 3.4% | 31.7% | 4.4% | 1.1% | 0.0% | 47.7% | 0.0% | 2.7% |
| DK/NA | 35 | 0 | 21 | 7 | 0 | 1 | 1 | 5 |
| | 4.8% | 0.0% | 4.6% | 4.6% | 0.0% | 52.3% | 2.7% | 8.9% |

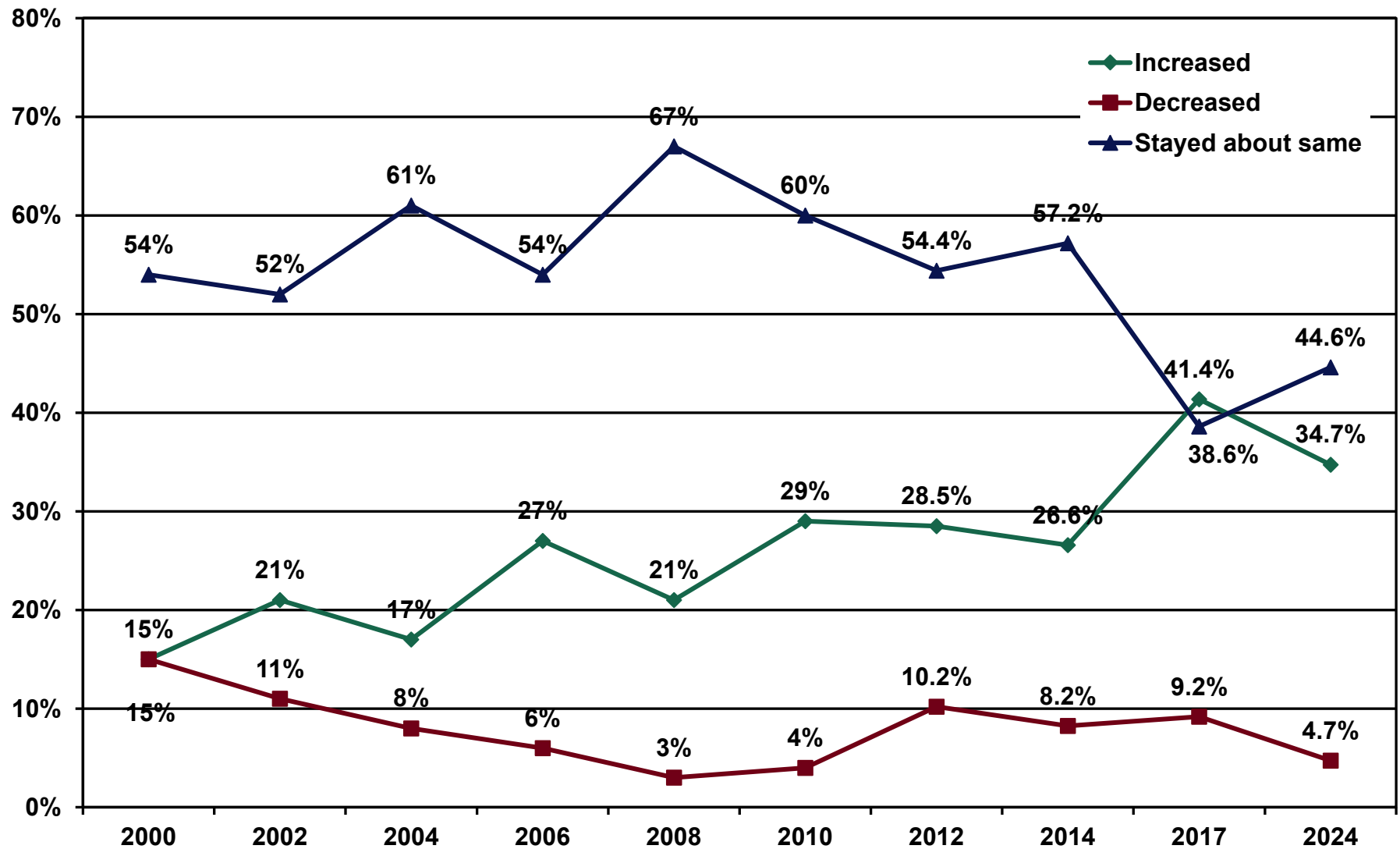


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Public Safety

Q15: Increase or Decrease of Crime



Q15: Increase or Decrease of Crime Gender and Age Comparisons

GODBE RESEARCH
Gain Insight

| | | Gender | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 15. In general, do you feel crime in the City of Cupertino has increased, decreased or stayed about the same in the past five years? | Total | 718 | 369 | 343 | 3 | 3 |
| | Increased | 249 | 118 | 129 | 2 | 1 |
| | | 34.7% | 32.0% | 37.6% | 55.6% | 21.0% |
| | Decreased | 34 | 21 | 12 | 1 | 0 |
| | | 4.7% | 5.6% | 3.5% | 42.7% | 0.0% |
| | Stayed about same | 320 | 177 | 142 | 0 | 0 |
| | | 44.6% | 48.1% | 41.5% | 1.7% | 8.2% |
| | DK/NA | 114 | 53 | 60 | 0 | 2 |
| | | 15.9% | 14.3% | 17.4% | 0.0% | 70.8% |

| | | Age | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 15. In general, do you feel crime in the City of Cupertino has increased, decreased or stayed about the same in the past five years? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Increased | 249 | 21 | 35 | 59 | 88 | 41 | 5 |
| | | 34.7% | 18.7% | 29.6% | 36.8% | 47.0% | 32.4% | 42.7% |
| | Decreased | 34 | 5 | 9 | 7 | 9 | 4 | 0 |
| | | 4.7% | 4.6% | 7.3% | 4.5% | 4.7% | 2.9% | 4.3% |
| | Stayed about same | 320 | 66 | 52 | 67 | 74 | 58 | 4 |
| | | 44.6% | 57.9% | 44.2% | 41.7% | 39.4% | 45.3% | 35.9% |
| | DK/NA | 114 | 21 | 22 | 27 | 17 | 25 | 2 |
| | | 15.9% | 18.9% | 18.9% | 17.0% | 8.9% | 19.5% | 17.1% |

Q15: Increase or Decrease of Crime Ethnicity Comparisons

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| | | Ethnic Group | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| 15. In general, do you feel crime in the City of Cupertino has increased, decreased or stayed about the same in the past five years? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | Increased | 249 | 0 | 177 | 47 | 7 | 0 | 9 |
| | | 34.7% | 0.0% | 38.5% | 30.2% | 31.4% | 0.0% | 38.3% |
| | Decreased | 34 | 0 | 18 | 13 | 2 | 0 | 0 |
| | | 4.7% | 0.1% | 4.0% | 8.0% | 11.6% | 0.0% | 0.9% |
| | Stayed about same | 320 | 0 | 200 | 64 | 5 | 1 | 8 |
| | | 44.6% | 31.7% | 43.6% | 41.0% | 23.6% | 47.7% | 35.2% |
| DK/NA | | 114 | 1 | 64 | 32 | 7 | 1 | 6 |
| | | 15.9% | 68.2% | 13.9% | 20.7% | 33.3% | 52.3% | 26.5% |



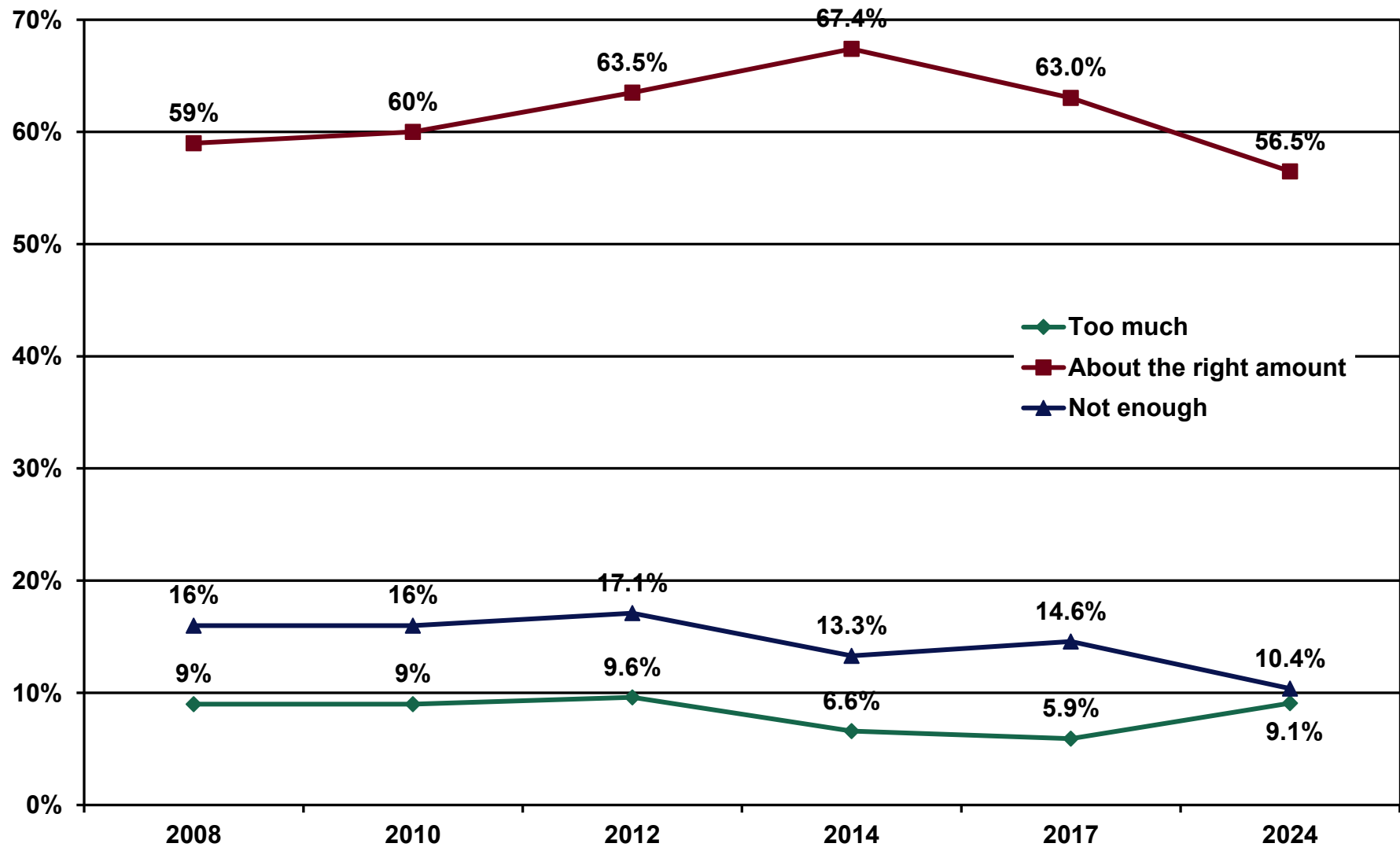
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Ethnic Diversity

Q16: City Efforts for Ethnic Minorities Feel Welcome

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Q16: City Efforts for Ethnic Minorities Feel Welcome

Gender and Age Comparisons

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| | | Gender | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------|-------|--------|-------|------------------|
| | | Total | Male | Female | Other | Not sure / DK/NA |
| 16. Do you think the City of Cupertino is doing too much, about the right amount, or not enough to ensure that members of all ethnic groups feel welcome in the City? | Total | 718 | 369 | 343 | 3 | 3 |
| | Too much | 65 | 40 | 23 | 2 | 1 |
| | | 9.1% | 10.8% | 6.7% | 55.6% | 19.1% |
| | About the right amount | 405 | 211 | 195 | 0 | 0 |
| | | 56.5% | 57.1% | 56.7% | 1.6% | 0.0% |
| | Not enough | 74 | 33 | 42 | 0 | 0 |
| | | 10.4% | 8.8% | 12.1% | 8.2% | 0.0% |
| | DK/NA | 173 | 86 | 84 | 1 | 2 |
| | | 24.1% | 23.2% | 24.5% | 34.6% | 80.9% |

| | | Age | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|-------|-------|-------|-------|-------|------------------|
| | | Total | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Not sure / DK/NA |
| 16. Do you think the City of Cupertino is doing too much, about the right amount, or not enough to ensure that members of all ethnic groups feel welcome in the City? | Total | 718 | 113 | 118 | 160 | 187 | 127 | 12 |
| | Too much | 65 | 7 | 15 | 13 | 20 | 9 | 2 |
| | | 9.1% | 6.1% | 12.6% | 8.2% | 10.6% | 6.8% | 14.1% |
| | About the right amount | 405 | 81 | 69 | 80 | 101 | 69 | 5 |
| | | 56.5% | 71.2% | 58.4% | 50.1% | 53.8% | 54.5% | 45.4% |
| | Not enough | 74 | 8 | 13 | 22 | 22 | 7 | 2 |
| | | 10.4% | 7.3% | 10.6% | 13.9% | 11.9% | 5.7% | 15.6% |
| | DK/NA | 173 | 18 | 22 | 44 | 44 | 42 | 3 |
| | | 24.1% | 15.4% | 18.4% | 27.7% | 23.6% | 33.0% | 24.9% |

Q16: City Efforts for Ethnic Minorities Feel Welcome

Ethnicity Comparisons

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| | | Ethnic Group | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|------------------|-------|-----------|-----------------|------------------|-------------------|
| | | Total | African American | Asian | Caucasian | Hispanic/Latino | Pacific Islander | Two or more races |
| 16. Do you think the City of Cupertino is doing too much, about the right amount, or not enough to ensure that members of all ethnic groups feel welcome in the City? | Total | 718 | 1 | 459 | 156 | 21 | 2 | 23 |
| | Too much | 65 | 0 | 33 | 16 | 2 | 0 | 5 |
| | | 9.1% | 0.0% | 7.2% | 10.0% | 11.6% | 0.0% | 22.9% |
| | About the right amount | 405 | 0 | 272 | 74 | 12 | 0 | 16 |
| | | 56.5% | 31.7% | 59.3% | 47.8% | 56.2% | 0.0% | 68.3% |
| | Not enough | 74 | 0 | 55 | 15 | 3 | 0 | 0 |
| | | 10.4% | 0.1% | 12.1% | 9.6% | 11.8% | 0.0% | 0.0% |
| DK/NA | | 173 | 1 | 99 | 51 | 4 | 2 | 15 |
| | | 24.1% | 68.2% | 21.5% | 32.5% | 20.3% | 100.0% | 8.8% |



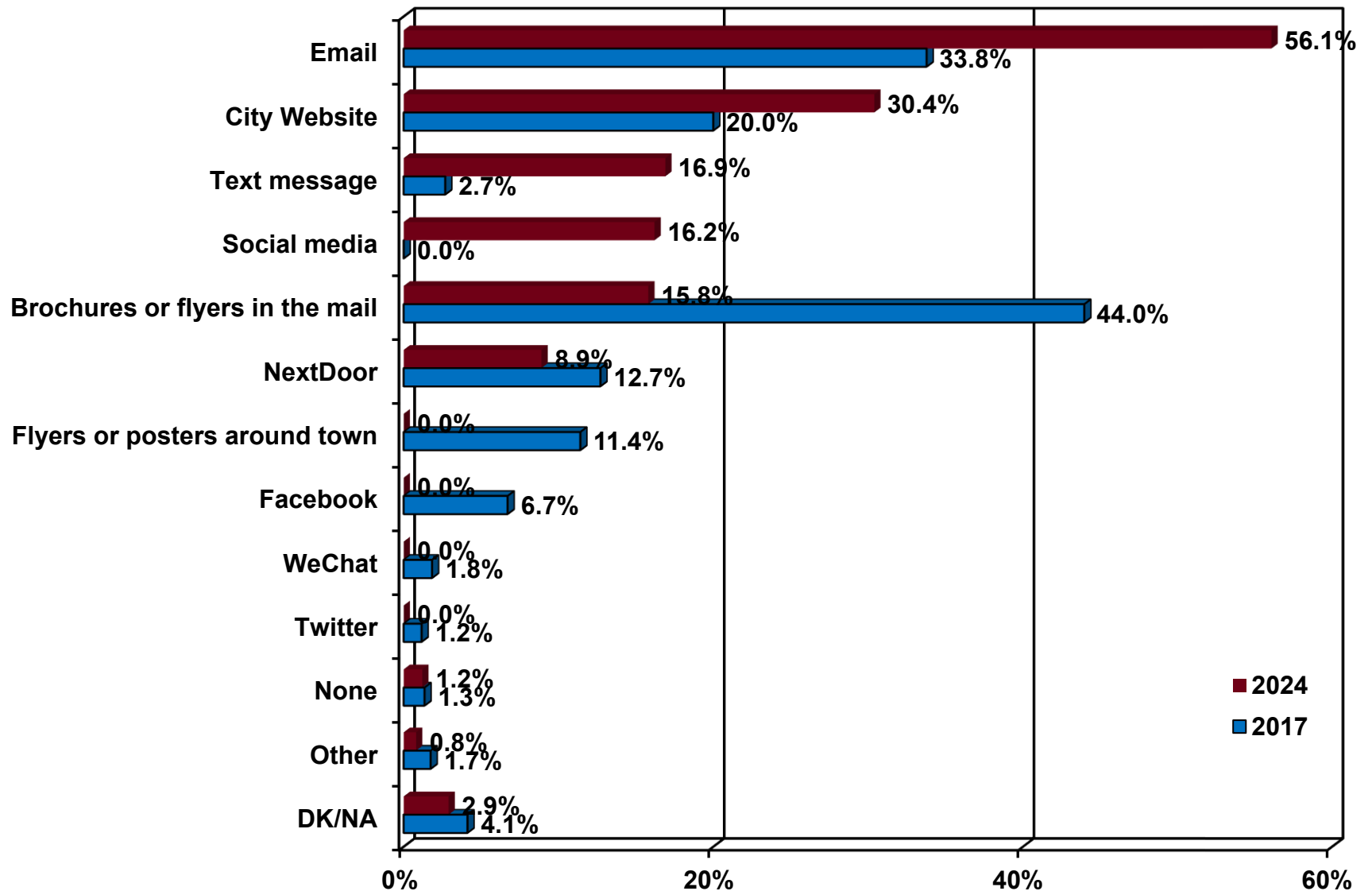
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Information Sources

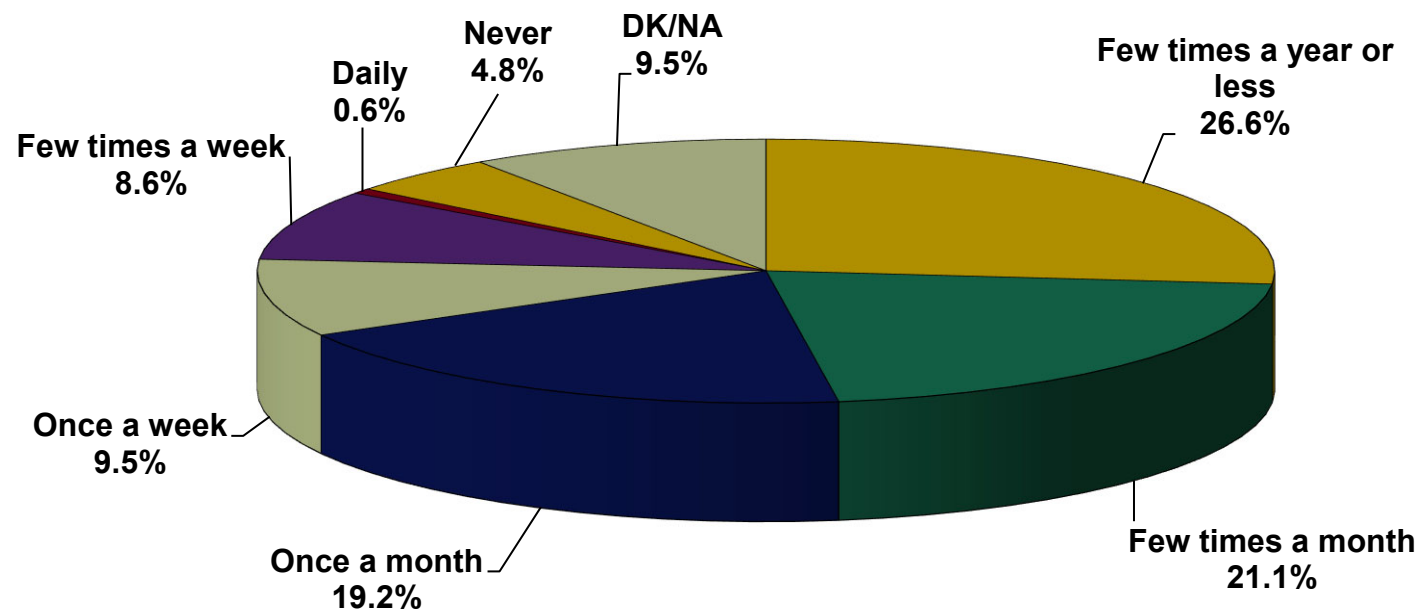
Q17: Preferred Information Source From City

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Note: Response categories revised in 2024.

Q18: Frequency of Receiving Info from City



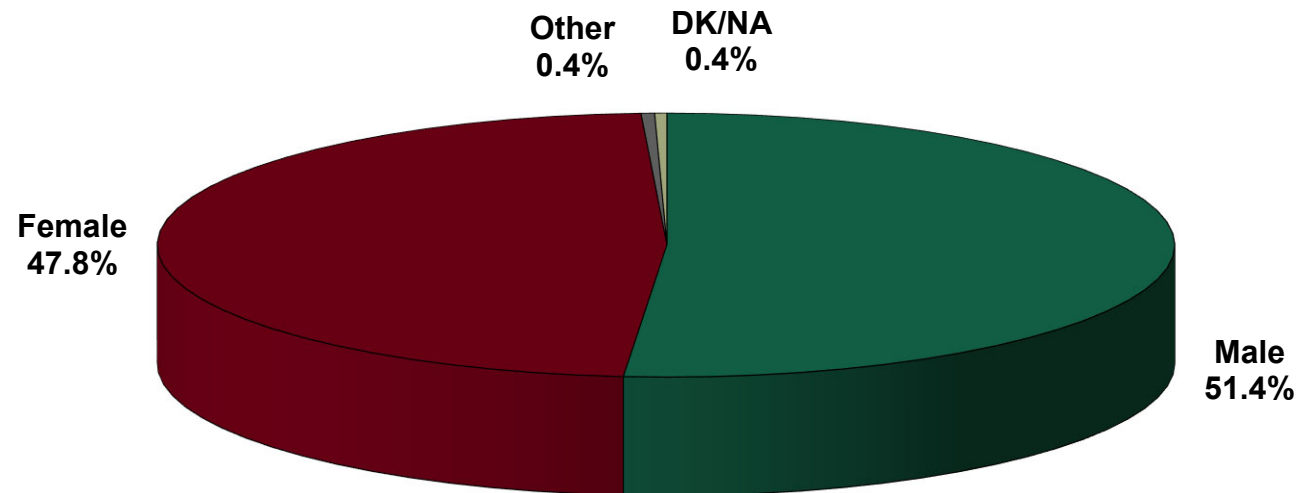


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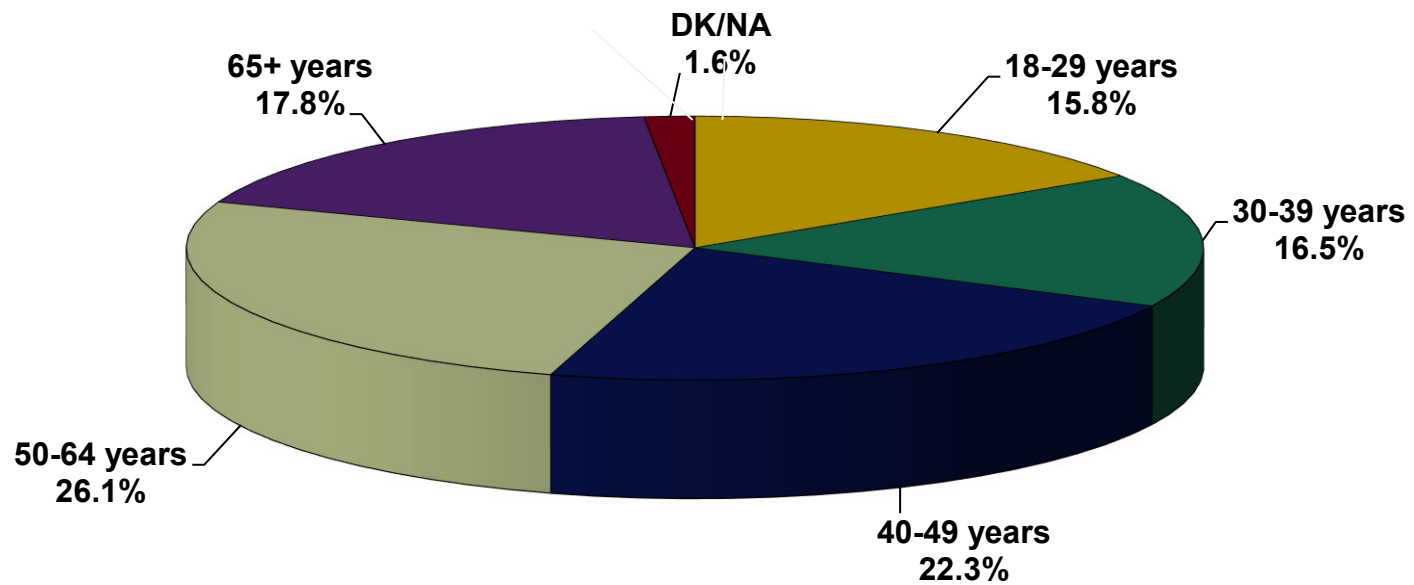


Appendix A: Additional Respondent Information

QA: Gender

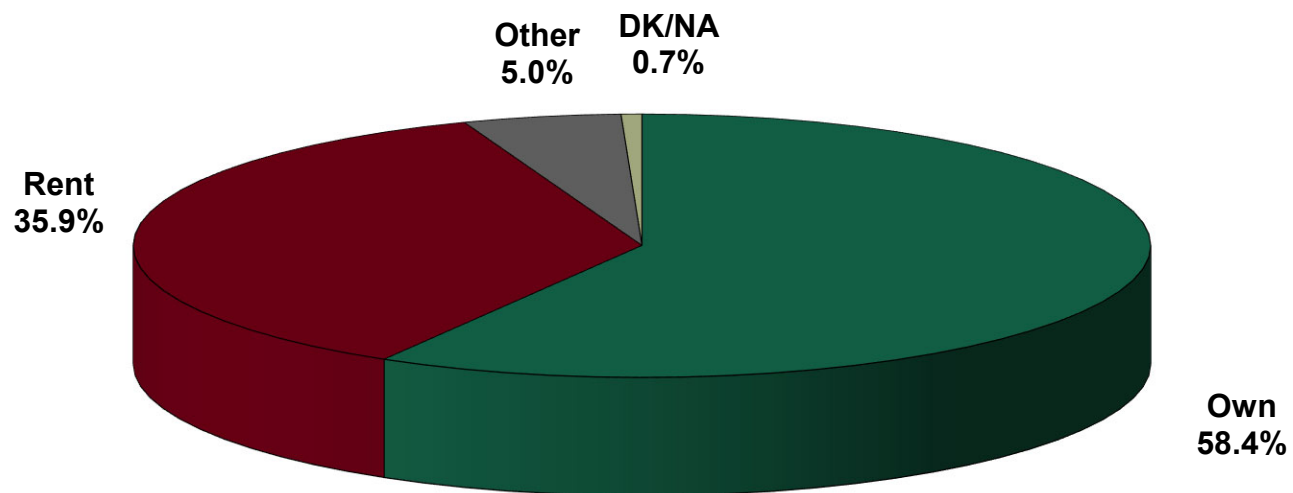


QB: Age

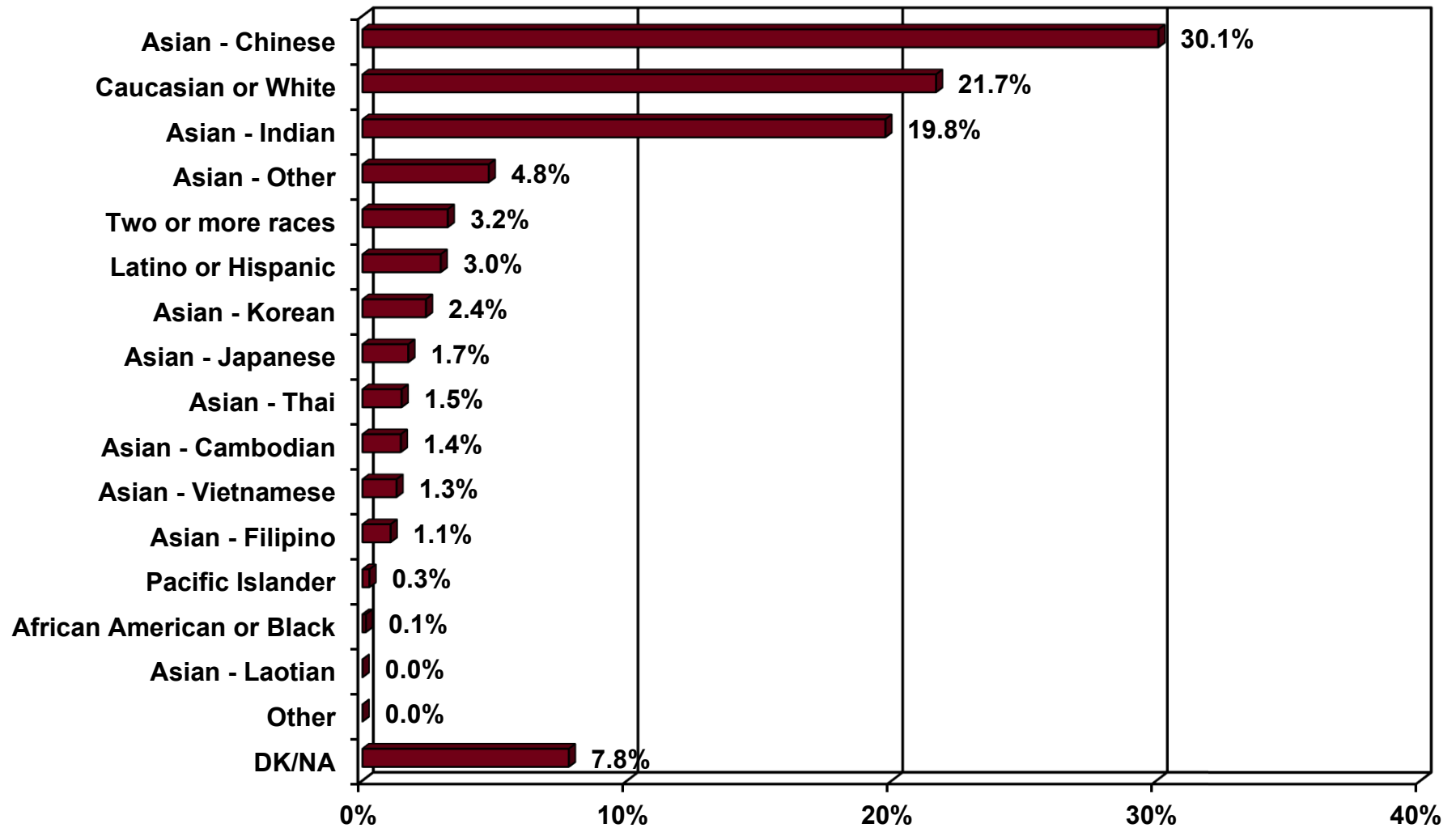


QC: Homeownership Status

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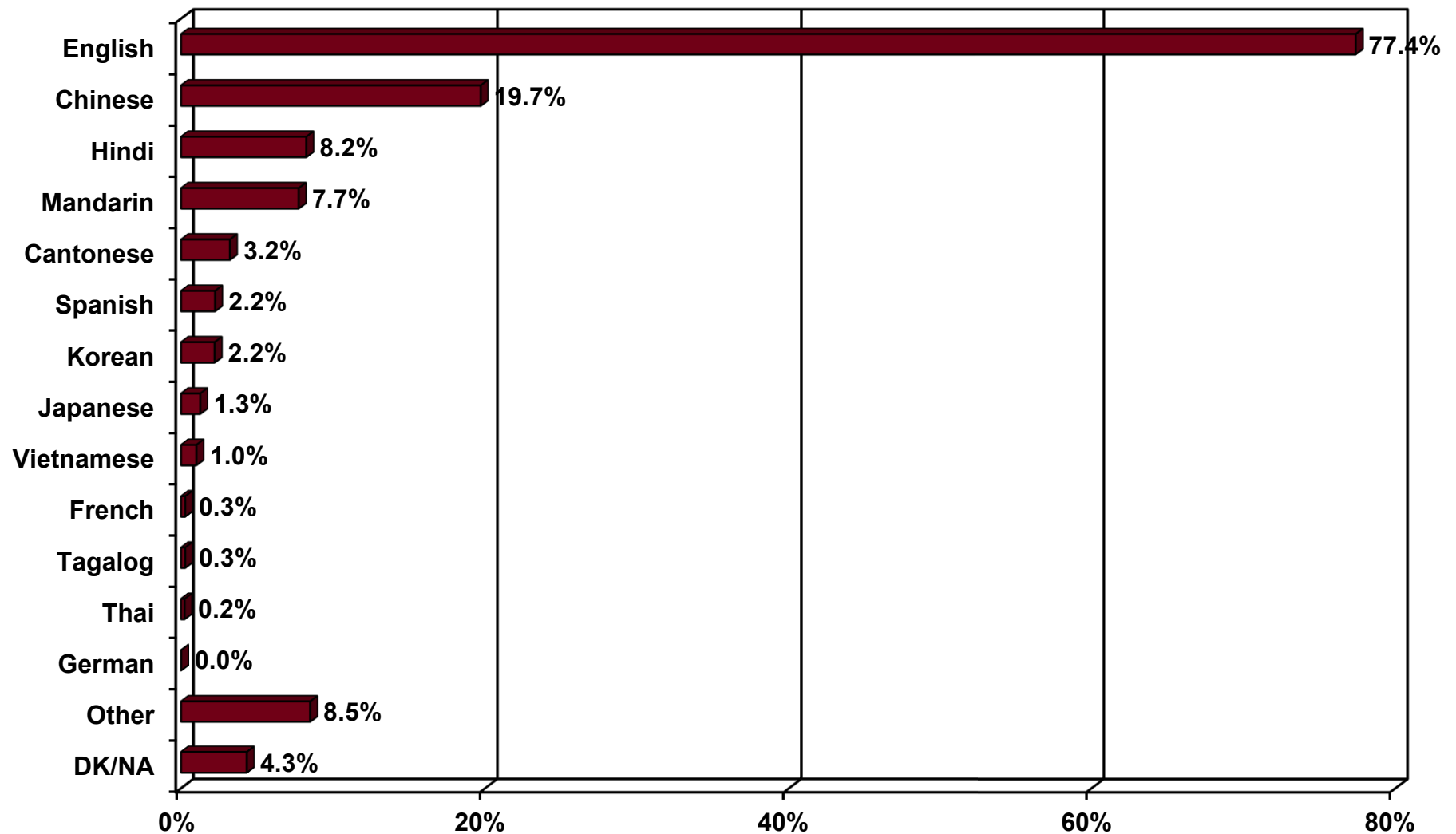


QD: Ethnicity



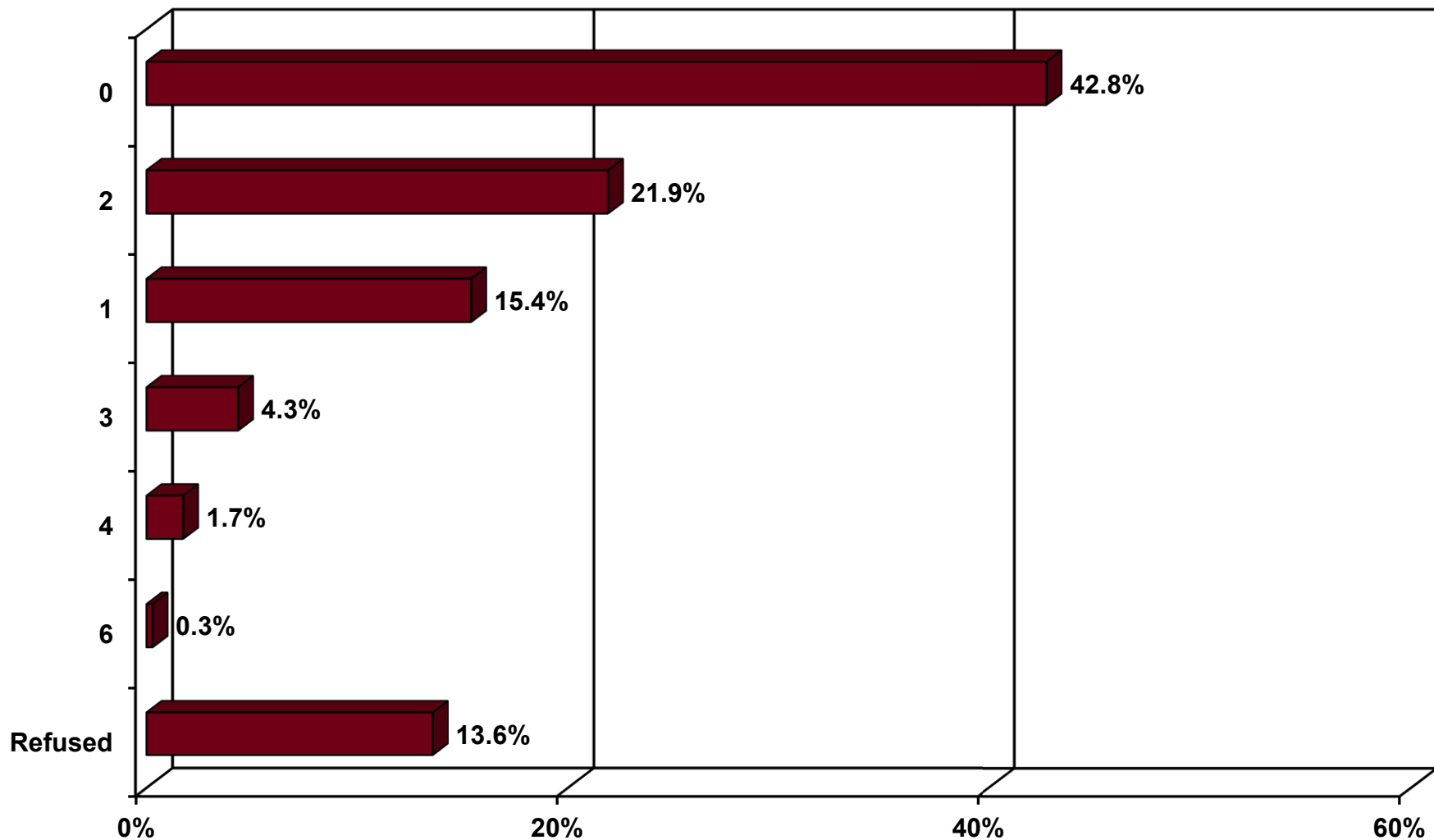
QE: Primary Household Language

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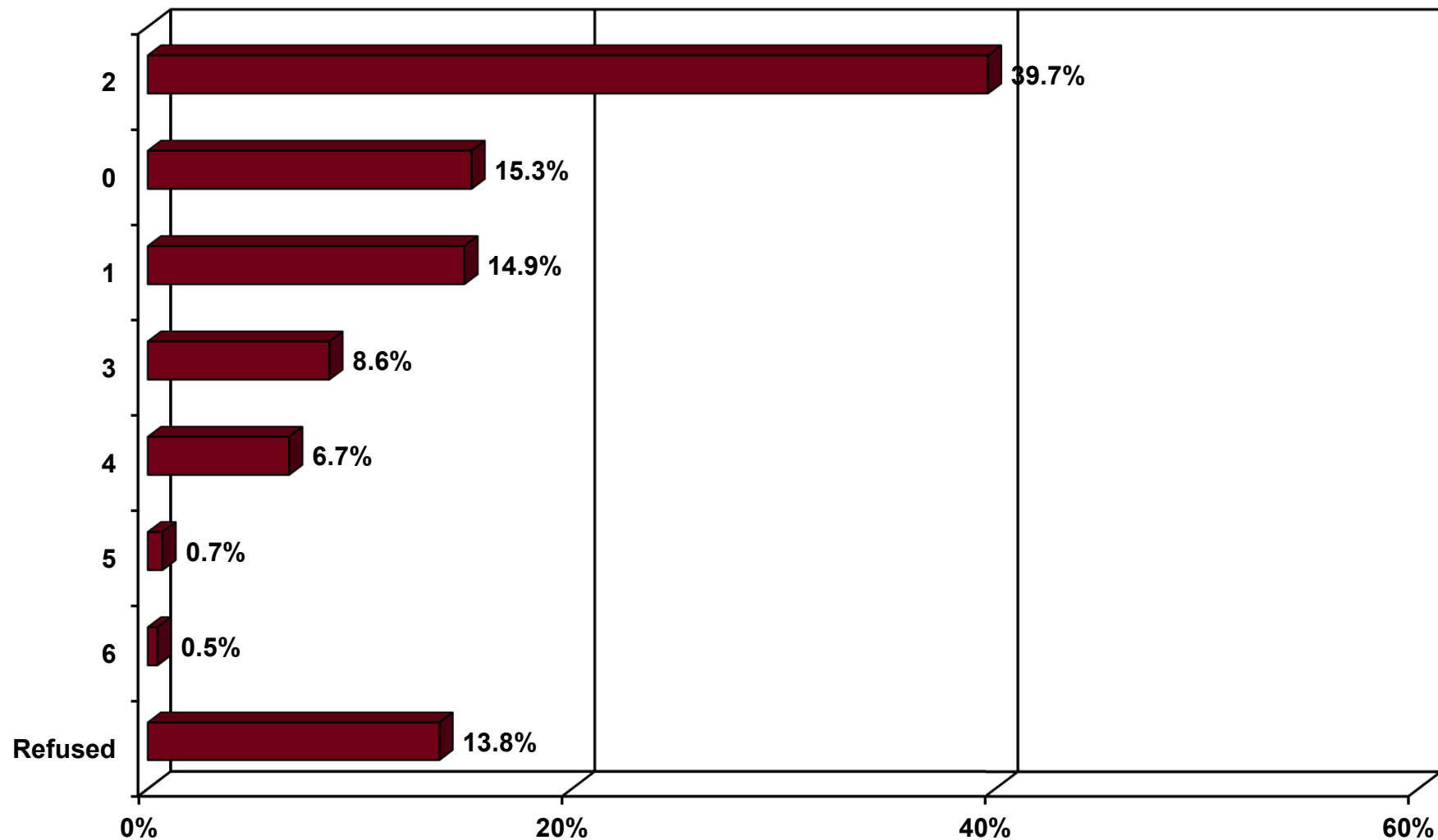
QF1: Number of People Under Age 18 in Household

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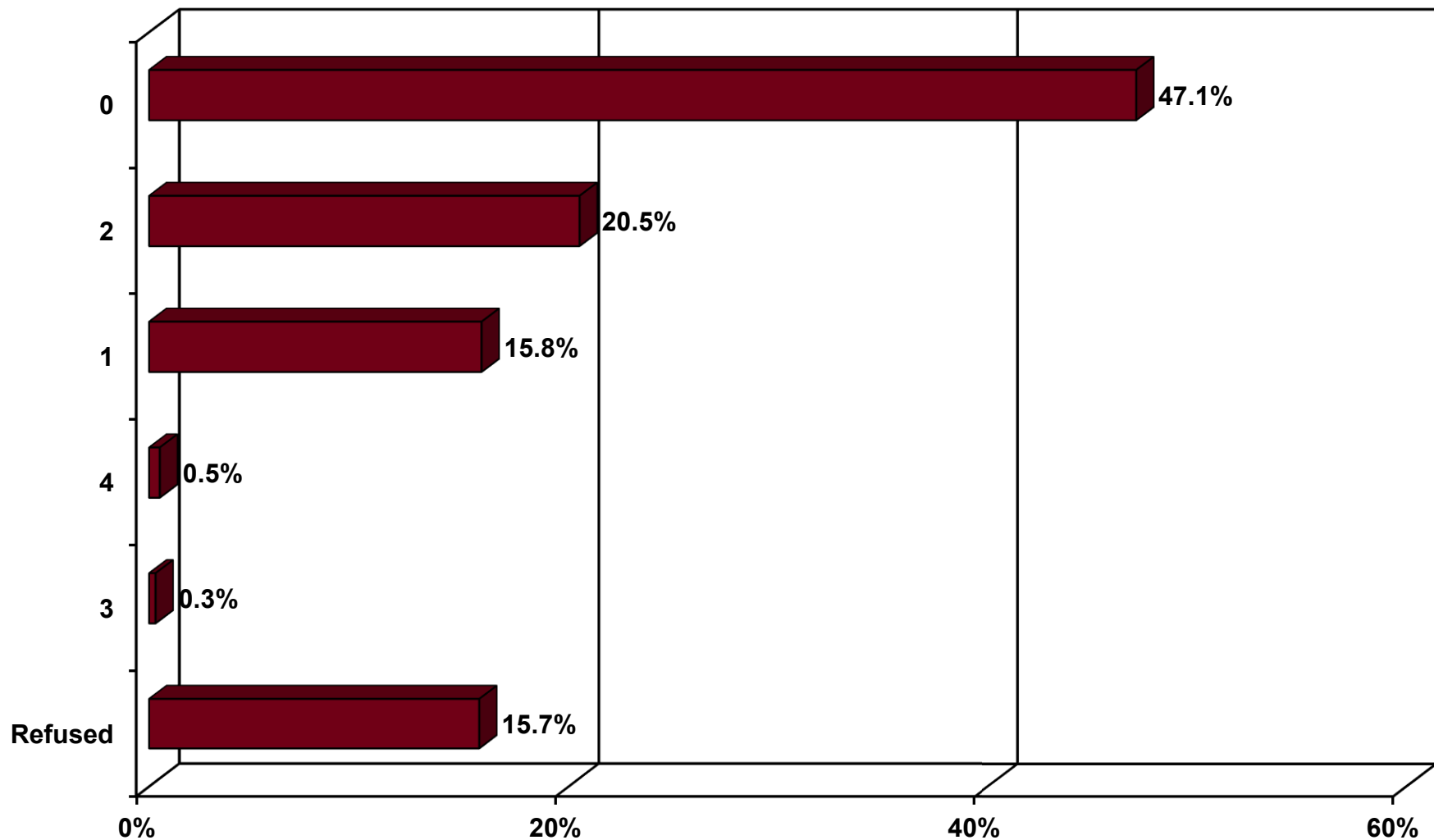


QF2: Number of People 19-59 in Household

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QF3: Number of People 60 years on more in Household





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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, 718 residents in the city completed the survey, representing a total universe of approximately 45,320 adult (18 years or older) residents. The study parameters resulted in a margin of error of plus or minus 3.63 percent. Interviews were conducted from November 12 to 23, 2024 and the average interview length was approximately 26 minutes.

Sample and Weighting

Once collected, the sample of respondents was compared with the adult population in the City of Cupertino according to the 2022 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.