

CITY OF CUPERTINO COMMUNITY SURVEY
Topline Report
June, 2006
(n=402)

CONVENTIONAL ROUNDING RULES APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES. AS A RESULT, THE PERCENTAGES BELOW MAY NOT ADD UP TO 100 PERCENT.

i. Gender

	2006	Difference 2006 and 2004
Male	46%	-4%
Female	54%	+4%

ii. Before we begin, what is your zip code? (DO NOT READ LIST.)

	2006	Difference 2006 and 2004
95014	100%	+1
95015	0%	-1%

iii. And are you a resident of the City of Cupertino?

	2006	Difference 2006 and 2004
Yes	100%	0%

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

	2006	Difference 2006 and 2004
Less than one year	9%	+4%
One to three years	23%	+4%
Four to nine years	22%	-4%
Ten to fifteen years	14%	-1%
Sixteen to twenty-five years	11%	-1%
Twenty-six years or more	22%	-2%

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

	2006	Difference 2006 and 2004
School system	46%	+5%
Job	11%	-4%
Friends/family here	7%	+1%
Enjoy/like the City	6%	-4%
Affordable housing	6%	-1%
Quality of life	5%	+1%
Grew up here	3%	-1%
Small town atmosphere	3%	0%
Convenience of location	3%	+1%
Close to work	3%	NA
Bought house in Cupertino	2%	NA
Retirement	<.5%	-1%
Safety/low crime	<.5%	-2%
Other	2%	0%
DK/NA	2%	-1%

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

	2006	Difference 2006 and 2004
Controlling growth	31%	+11%
Affordable housing	30%	+6%
Traffic	21%	+7%
Education	15%	-7%
Crime	7%	-1%
Race relations	6%	-1%
Preserving small town atmosphere	5%	0%
City maintenance is needed	5%	+4%
Protection of open space	4%	+1%
Neighborhood preservation	3%	+1%
Taxes	2%	-3%
City's economic health	2%	-9%
Quality of life	2%	-1%
High living expenses	2%	NA
Schools are getting overcrowded	2%	NA
Pollution	2%	NA
Downtown area is needed	2%	0%
New library	1%	-3%
Other	5%	-4%
DK/NA	14%	-12%

4. Generally speaking, are you satisfied or dissatisfied with the job the City of Cupertino is doing to provide City services? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	2006	Difference 2006 and 2004
Very satisfied	33%	-7%
Somewhat satisfied	52%	+5%
Somewhat dissatisfied	6%	+2%
Very dissatisfied	5%	+1%
DK/NA	4%	-2%

5. For each of the following services, please tell me whether you are satisfied or dissatisfied with the job the City of Cupertino is doing to provide the service. Here's the (first/next) one: _____ . Are you satisfied or dissatisfied with the city's performance in this area? (AFTER GETTING ANSWER, ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/NA	Satisfaction Difference 2006 and 2004
Q5A. Police Services	46%	31%	7%	7%	9%	-8%
Q5B. City Recreation Services	39%	36%	5%	2%	19%	-12%
Q5C. Park and Picnic Area Availability	48%	31%	8%	2%	12%	-6%
Q5D. Quinlan Community Center Facilities	43%	23%	3%	1%	31%	+6%
Q5E. Garbage Collection	64%	28%	4%	2%	2%	+4%
Q5F. Recycling Program	60%	27%	3%	3%	7%	+1%
Q5G. Library Services	60%	23%	5%	4%	9%	+2%
Q5H. Street Pavement Maintenance	32%	44%	14%	9%	2%	-7%
Q5I. Street Sweeping Services	55%	31%	7%	3%	5%	-2%
Q5J. Park and Picnic Area Maintenance	54%	33%	2%	3%	9%	-1%
Q5K. Traffic Safety	36%	38%	15%	9%	2%	-12%
Q5L. Street Tree Maintenance	43%	35%	10%	6%	7%	-7%
Q5M. Economic Development Efforts	14%	42%	17%	8%	19%	-4%
Q5N. Sidewalk Maintenance	36%	42%	10%	6%	5%	-4%
Q5O. Median Strip Landscape Maintenance	37%	45%	7%	2%	9%	-3%
Q5P. Youth Sports Fields	32%	30%	8%	2%	29%	-11%
Q5Q. Senior Citizen Programs	26%	16%	1%	2%	55%	-14%

Q5R. Neighborhood Programs	22%	29%	9%	3%	37%	-7%
Q5S. Managing Land Use	11%	33%	18%	18%	20%	-14%

6. Now I would like to talk about the Cupertino Recreation Department, which offers recreation activities and programs for the City of Cupertino. First, are you generally satisfied or dissatisfied with the recreation activities and programs offered by the Recreation Department? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	2006	Difference 2006 and 2004
Very satisfied	29%	-5%
Somewhat satisfied	38%	+1%
Somewhat dissatisfied	4%	+1%
Very dissatisfied	1%	-1%
DK/NA	29%	+5%

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

Very strong	11%
Somewhat strong	42%
Somewhat weak	28%
Very weak	9%
None at all	8%
DK/NA	2%

8. Please tell me whether you agree or disagree with each of the following statements about the Cupertino community. Here's the (first/next) one: _____. (READ ITEM AND ASK:) Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree with the statement?

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	DK/NA
Q8A. I can recognize most of the people who live in my community	10%	31%	5%	31%	23%	1%
Q8B. Very few of my neighbors know me	25%	27%	3%	31%	13%	1%
Q8C. I have almost no influence over what this community is like	20%	29%	10%	34%	4%	3%
Q8D. My neighbors and I want the same things from this community	20%	36%	12%	17%	5%	11%
Q8E. If there is a problem in this community, people who live here can get it solved	12%	45%	11%	16%	6%	10%
Q8F. It is very important for me to feel a sense of community with other residents	36%	41%	7%	13%	2%	1%

9. Do you walk or bike to work or school? (MULTIPLE RESPONSE OK, PROMPT FOR WORK OR SCHOOL AND BIKE OR WALK)

	2006	Difference 2006 and 2004
No	73%	0%
Currently unemployed/retired	10%	0%
Yes, walk to school	5%	0%
Yes, bike to work	5%	0%
Yes, walk to work	7%	+2%
Yes, bike to school	1%	-2%
DK	0%	-1%

10. In a typical month, how many days do you walk or bike to work or school (MULTIPLE RESPONSE PROMPT BASED ON ANSWER TO Q9)?

	Average number of days per month
Q10A. In a typical month, how many days do you walk to work? (n=17)	16.6
Q10B. In a typical month, how many days do you bike to work? (n=18)	13.7
Q10C. In a typical month, how many days do you walk to school? (n=21)	16.2
Q10D. In a typical month, how many days do you bike to school? (n=5)	10.5

11. One proposal for improving the City of Cupertino is to establish a network of paths and roads for people who are walking, biking, or roller-blading. Do you support or oppose this proposal? (GET ANSWER, THEN ASK): Would that be strongly (support/oppose) or somewhat (support/oppose)?

	2006	Difference 2006 and 2004
Strongly support	57%	+7%
Somewhat support	28%	-1%
Somewhat oppose	4%	-4%
Strongly oppose	6%	-1%
DK/NA	4%	-3%

12. Another proposal for improving the City of Cupertino is to create a downtown area along Stevens Creek Boulevard between Stelling Road and De Anza (DEE-ANZA) Boulevard. The new downtown area would include benches, trees, and additional shopping opportunities. Considering this proposal, would you support or oppose the creation of a downtown area in Cupertino? (GET ANSWER, THEN ASK): Would that be strongly (support/oppose) or somewhat (support/oppose)?

	2006	Difference 2006 and 2004
Strongly support	47%	+6%
Somewhat support	19%	-12%
Somewhat oppose	8%	-1%
Strongly oppose	20%	+7%
DK/NA	6%	-1%

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

	2006	Difference 2006 and 2004
Increased	27%	+10%
Decreased	5%	-3%
Stayed about the same	52%	-9%
DK/NA/REFUSED	16%	+1%

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

	2006	Difference 2006 and 2004
Excellent	16%	-5%
Good	56%	-6%
Poor	17%	+5%
Very poor	6%	+4%
DK/NA	5%	+1%

15. Approximately half of Cupertino residents are members of ethnic minority groups. How has this increase in diversity in Cupertino affected the feelings you have toward people of other races? Has the diversity made you more resentful and closed or more sympathetic and open or has it had no effect on your feelings?

	2006	Difference 2006 and 2004
More resentful/closed	15%	+4%
More sympathetic/open	27%	-4%
No change in how I feel	52%	+1%
DK/NA	5%	-2%

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?

	2006	Difference 2006 and 2004
Too much	19%	+7%
About the right amount	47%	-4%
Not enough	18%	-1%
DK/NA	17%	-1%

17. Do you support or oppose the building of affordable housing, such as condominiums, town homes, and apartments in areas along Stevens Creek Boulevard from Stelling Road to Wolfe Road? (GET ANSWER, THEN ASK:) Would that be strongly (support/oppose) or somewhat (support/oppose)?

	2006	Difference 2006 and 2004
Strongly support	25%	-1%
Somewhat support	21%	-6%
Somewhat oppose	13%	-1%
Strongly oppose	38%	+13%
DK/NA	3%	-3%

18. Next I would like to ask you about some neighborhood programs. For each of the following programs, please tell me if you are aware that it is offered in your neighborhood.

	Yes	No	DK/NA/Refused	YES Difference 2006 and 2004
Q18A. Neighborhood watch	63%	29%	7%	-4%
Q18B. Neighborhood block parties	44%	49%	7%	+1%
Q18C. Earthquake preparedness	51%	39%	10%	0%
Q18D. Electronic community alert program	14%	69%	17%	+1%
Q18E. Block leader program	24%	61%	15%	NA

19. Would you say that you were satisfied or dissatisfied with the following programs? (GET ANSWER, THEN ASK) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/NA	Satisfaction Diff. 2006 and 2004
Q19A. Neighborhood watch	20%	32%	8%	4%	37%	-6%
Q19B. Neighborhood block parties	15%	22%	7%	4%	52%	-3%
Q19C. Earthquake preparedness	20%	24%	10%	4%	42%	0%
Q19D. Electronic community alert program	2%	11%	7%	3%	76%	-6%
Q19E. Block leader program	7%	14%	9%	3%	67%	NA

20. What information sources do you use to find out about City news, information and programming? (DON'T READ LIST, RECORD FIRST TWO RESPONSES).

	2006	Difference 2006 and 2004
Cupertino Courier	45%	-6%
Cupertino Scene	16%	-15%
Internet (No specific site)	16%	+2%
Flyers or posters around town	14%	+1%
City Website	13%	+6%
San Jose Mercury News	12%	-7%
City Hall or City Newsletter	10%	NA
Television	8%	-5%
Local cable station	3%	-1%
Community Center or Community Newsletter	3%	NA
Word of mouth	3%	0%
Library	3%	+2%
Email	2%	-2%
None	2%	+1%
Radio	1%	-1%
School or kids programs	1%	NA
Parks and Recreation Newsletter	1%	NA
Los Gatos Daily News	1%	-4%
Other	5%	-2%
DK/NA	<.5%	-7%

21. Do you have Internet access at home?

	2006	Difference 2006 and 2004
Yes	96%	+4%
No	4%	-3%
DK	0%	-1%

22. Do you have broadband or high-speed Internet access at home? (n=383)

	2006	Difference 2006 and 2004
Yes	90%	+15%
No	9%	-15%
DK/Refused	2%	0%

23. Have you or any members in your household ever visited the City of Cupertino Website?

	2006	Difference 2006 and 2004
Yes	65%	+14%
No	32%	-14%
DK/Refused	3%	0%

24. Have you seen a City web cast? (n=260)

Yes	17%
No	80%
DK/Refused	3%

25. Have you or any members in your household ever watched the Cupertino Government Channel on channel 26?

	2006	Difference 2006 and 2004
Yes	41%	+3%
No	58%	-3%
DK/Refused	1%	0%

26. Which programs on the Government Channel has your household watched? (MULTIPLE RESPONSE OK) (n=192)

	2006	Difference 2006 and 2004
City Council Meeting	77%	+14%
Commission Meeting	30%	+13%
California Channel	18%	+6%
Other	6%	+1%
DK/NA	12%	-13%

27. Do you have a health club membership?

Yes	31%
No	68%
DK/Refused	1%

28. Have you heard of the Cupertino Sports Center?

Yes	86%
No	15%

IF "YES" TO 27 AND 28, ASK 29, ELSE GO TO A

29. Compared to other health clubs, are the Cupertino Sports Center offerings better or worse, or are they about the same? (n=113)

Better	4%
Worse	24%
About the same	37%
DK/NA/Refused	35%

A. Age

	2006	Difference 2006 and 2004
18-24	7%	+1%
25-34	16%	+4%
35-44	28%	-2%
45-54	20%	0%
55-64	12%	0%
65+	14%	-2%
DK/Refused	4%	0%

B. Do you own or rent your home?

	2006	Difference 2006 and 2004
Own	67%	+3%
Rent	32%	0%
DK/Refused	1%	-3%

C. What ethnic group do you consider yourself a part of or feel closest to? (IF HESITATE, READ)

	2006	Difference 2006 and 2004
White	47%	-2%
Asian Indian	22%	+14%
Chinese	16%	-5%
Korean	2%	+1%
Japanese	1%	-2%
Latino or Hispanic	1%	-3%
Pacific Islander	1%	0%
Vietnamese	<.5%	NA
Laotian	<.5%	0%
Thai	<.5%	0%
African American	0%	-1%
Filipino	0%	-1%
Other	4%	+3%
DK/NA/Refused	5%	-1%

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

	2006	Difference 2006 and 2004
One	11%	-2%
Two	25%	+2%
Three	25%	+3%
Four	27%	+2%
Five	10%	+1%
More than five	1%	-3%
DK/NA	2%	-1%

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

E1. Under the age of 18

	2006	Difference 2006 and 2004
None	50%	-1%
One	20%	+2%
Two	25%	-1%
Three	4%	-1%
DK	2%	+2%

E2. Over the age of 64

	2006	Difference 2006 and 2004
None	75%	+1%
One	15%	+4%
Two	8%	-4%
Three or more	<.5%	0%
DK	1%	0%

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

	2006	Difference 2006 and 2004
Yes	49%	+4%
No	51%	-1%
DK/NA	1%	-2%

G. Which language, other than English, does someone in your household speak as their primary language? (DON'T READ. MULTIPLE RESPONSES PERMITTED.)

(n=193)

	2006	Difference 2006 and 2004
Chinese	21%	-18%
Mandarin	15%	-3%
Other Indian language	20%	+17%
Hindi	7%	+3%
Hebrew	6%	NA
Japanese	4%	0%
Cantonese	3%	+1%
Spanish	3%	-8%
Korean	5%	+2%
French	1%	-2%
German	2%	-3%
Tagalog	<.5%	-4%
Vietnamese	<.5%	0%
Other	16%	+7%
DK/NA/REFUSED	2%	+1%

H. Do you live east or west of De Anza Boulevard?

	2006	Difference 2006 and 2004
East of De Anza	33%	+1%
West of De Anza	49%	-1%
DK/NA	18%	+1%

I. Do you live north or south of Stevens Creek Boulevard?

	2006	Difference 2006 and 2004
North of Stevens Creek	31%	-3%
South of Stevens Creek	56%	+2%
DK/NA	14%	+2%

J. Finally, I am going to read some income categories. Please stop me when I reach the category that best describes your total household income before taxes in 2005.

Under \$60,000	12%
\$60,000 to under \$80,000	10%
\$80,000 to under \$100,000	15%
\$100,000 to under \$120,000	16%
\$120,000 to under \$140,000	6%
\$140,000 to under \$160,000	5%
\$160,000 to under \$180,000	4%
\$180,000 to under \$200,000	3%
\$200,000 or more	10%
DK/Refused	20%