



CITY OF SUNNYVALE, CA 2008

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Sunnyvale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Sunnyvale staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (339 completed surveys). For each District (1, 2, 3, 4, 5 or 6), the margin of error rises to approximately + or - 17% since sample sizes were approximately 32 for District 1, 62 for District 2, 41 for District 3, 36 for District 4, 96 for District 5 and 46 for District 6.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

| Question 1: Quality of Life (Percent "excellent" or "good") | | | | | | |
|----------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please rate each of the following aspects of quality of life in Sunnyvale: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Sunnyvale as a place to live | 93% | 86% | 91% | 94% | 93% | 94% |
| Your neighborhood as a place to live | 73% | 66% | 76% | 78% | 87% | 81% |
| Sunnyvale as a place to raise children | 74% | 64% | 79% | 86% | 77% | 83% |
| Sunnyvale as a place to work | 97% | 81% | 85% | 85% | 88% | 75% |
| Sunnyvale as a place to retire | 57% | 52% | 61% | 67% | 63% | 75% |
| The overall quality of life in Sunnyvale | 86% | 81% | 78% | 88% | 88% | 95% |

| Question 2: Community Characteristics (Percent "excellent" or "good") | | | | | | |
|-------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please rate each of the following characteristics as they relate to Sunnyvale as a whole: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Sense of community | 53% | 63% | 61% | 68% | 58% | 65% |
| Openness and acceptance of the community towards people of diverse backgrounds | 80% | 73% | 81% | 79% | 86% | 82% |
| Overall appearance of Sunnyvale | 73% | 69% | 86% | 76% | 74% | 82% |
| Ease of bicycle travel in Sunnyvale | 45% | 44% | 78% | 54% | 61% | 61% |
| Ease of walking in Sunnyvale | 75% | 56% | 71% | 76% | 65% | 75% |
| Availability of affordable quality housing | 28% | 26% | 21% | 14% | 22% | 22% |
| Availability of affordable quality child care | 72% | 31% | 23% | 20% | 28% | 49% |
| Overall image or reputation of Sunnyvale | 93% | 74% | 83% | 81% | 79% | 82% |

| Question 3: Growth (Percent "too fast") | | | | | | |
|-------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please rate the speed of growth in the following categories in Sunnyvale over the past 2 years: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Population growth | 35% | 36% | 29% | 51% | 46% | 48% |
| Retail growth (stores, restaurants, etc.) | 7% | 10% | 10% | 17% | 12% | 28% |
| Jobs growth | 0% | 2% | 3% | 0% | 1% | 2% |

| Question 4: Code Enforcement (Percent at least a "minor" problem) | | | | | | |
|-------------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Sunnyvale? | 88% | 79% | 67% | 84% | 74% | 93% |

| Question 5: Community Safety (Percent "very" or "somewhat" safe) | | | | | | |
|--------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please rate how safe or unsafe you feel from the following in Sunnyvale: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Violent crime (e.g., rape, assault, robbery) | 88% | 82% | 79% | 94% | 90% | 95% |
| Property crimes (e.g., burglary, theft) | 76% | 72% | 70% | 75% | 83% | 74% |
| Environmental hazards, including toxic waste | 77% | 80% | 85% | 86% | 75% | 72% |

| Question 6: Personal Safety (Percent "very" or "somewhat" safe) | | | | | | |
|-----------------------------------------------------------------|----------|-----|-----|-----|-----|------|
| Please rate how safe or unsafe you feel: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| In your neighborhood during the day | 100% | 90% | 91% | 97% | 98% | 100% |
| In your neighborhood after dark | 75% | 77% | 67% | 80% | 90% | 83% |
| In Sunnyvale's downtown area during the day | 100% | 93% | 95% | 97% | 87% | 91% |
| In Sunnyvale's downtown area after dark | 71% | 64% | 68% | 80% | 67% | 49% |

| Questions 7 and 8: Crime Victimization and Reporting (Percent "yes") | | | | | | |
|----------------------------------------------------------------------------------------------|----------|------|-----|------|-----|------|
| | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| During the past twelve months, were you or anyone in your household the victim of any crime? | 0% | 5% | 20% | 15% | 4% | 6% |
| If yes, was this crime (these crimes) reported to the police? | NA | 100% | 73% | 100% | 24% | 100% |

| Question 9: Resident Behaviors (Percent at least once in past 12 months) | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Sunnyvale? | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Used Sunnyvale public libraries or their services | 66% | 66% | 71% | 77% | 78% | 71% |
| Used Sunnyvale recreation centers | 50% | 49% | 55% | 66% | 54% | 59% |
| Participated in a recreation program or activity | 23% | 29% | 38% | 45% | 38% | 43% |
| Visited a neighborhood park or City park | 86% | 81% | 90% | 99% | 92% | 88% |
| Attended a meeting of local elected officials or other local public meeting | 18% | 16% | 8% | 20% | 15% | 22% |
| Watched a meeting of local elected officials or other local public meeting on cable television | 13% | 31% | 20% | 21% | 35% | 28% |
| Read Sunnyvale Newsletter | 94% | 81% | 78% | 94% | 92% | 95% |
| Volunteered your time to some group or activity in Sunnyvale | 18% | 18% | 19% | 23% | 32% | 22% |

| Question 10: Neighborliness (Percent at least once per month) | | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)? | 67% | 71% | 71% | 69% | 82% | 71% |

| Question 11: Service Quality (Percent "excellent" or "good") | | | | | | |
|-------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please rate the quality of each of the following services in Sunnyvale: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Police services | 97% | 90% | 78% | 84% | 89% | 88% |
| Fire services | 97% | 96% | 91% | 87% | 90% | 93% |
| Ambulance or emergency medical services | 89% | 94% | 79% | 81% | 89% | 96% |
| Traffic enforcement | 84% | 75% | 67% | 68% | 76% | 71% |
| Street repair | 60% | 54% | 58% | 56% | 62% | 50% |
| Street cleaning | 63% | 67% | 66% | 76% | 73% | 59% |
| Street lighting | 82% | 68% | 71% | 72% | 76% | 66% |
| Traffic signal timing | 61% | 58% | 55% | 59% | 72% | 46% |
| Garbage collection | 86% | 95% | 67% | 81% | 86% | 79% |
| Recycling | 82% | 78% | 69% | 71% | 83% | 69% |
| Storm drainage | 71% | 84% | 86% | 77% | 76% | 74% |
| Drinking water | 64% | 76% | 72% | 76% | 65% | 63% |
| Sewer services | 83% | 81% | 84% | 82% | 82% | 74% |
| City parks | 90% | 73% | 83% | 86% | 89% | 89% |
| Recreation programs or classes | 71% | 71% | 94% | 77% | 83% | 74% |
| Recreation centers or facilities | 69% | 71% | 76% | 65% | 88% | 77% |
| Code enforcement (weeds, abandoned buildings, etc) | 62% | 61% | 68% | 68% | 69% | 47% |
| Animal control | 91% | 67% | 50% | 82% | 81% | 56% |
| Public library services | 89% | 93% | 90% | 82% | 91% | 88% |
| Public information services | 83% | 76% | 70% | 81% | 80% | 67% |
| Public schools | 58% | 52% | 75% | 58% | 74% | 73% |
| Cable television | 45% | 46% | 48% | 61% | 53% | 49% |

| Question 12: Government Services Overall (Percent "excellent" or "good") | | | | | | |
|--------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Overall, how would you rate the quality of the services provided by each of the following? | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| The City of Sunnyvale | 79% | 86% | 80% | 84% | 86% | 84% |
| The Federal Government | 29% | 33% | 45% | 50% | 48% | 41% |
| The State Government | 31% | 47% | 49% | 57% | 45% | 46% |
| Santa Clara County Government | 66% | 56% | 59% | 64% | 64% | 69% |

| Question 13: Contact with City Employees (Percent "yes") | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Have you had any in-person or phone contact with an employee of the City of Sunnyvale within the last 12 months (including police, receptionists, planners or any others)? | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| | 36% | 25% | 63% | 39% | 55% | 43% |

| Question 14: City Employees (Percent "excellent" or "good") | | | | | | |
|---------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| What was your impression of the employee(s) of the City of Sunnyvale in your most recent contact? | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Knowledge | 100% | 85% | 63% | 91% | 75% | 70% |
| Responsiveness | 90% | 78% | 49% | 86% | 75% | 59% |
| Courtesy | 100% | 94% | 81% | 87% | 75% | 75% |
| Overall impression | 100% | 91% | 62% | 91% | 75% | 75% |

| Question 15: Government Performance (Percent "excellent" or "good") | | | | | | |
|---------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please rate the following categories of Sunnyvale government performance: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| The value of services for the taxes paid to Sunnyvale | 62% | 75% | 60% | 64% | 70% | 60% |
| The overall direction that Sunnyvale is taking | 71% | 71% | 55% | 65% | 75% | 56% |
| The job Sunnyvale government does at welcoming citizen involvement | 55% | 58% | 47% | 63% | 59% | 61% |
| The job Sunnyvale government does at listening to citizens | 46% | 52% | 32% | 56% | 65% | 52% |

| Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely) | | | | | | |
|---------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please indicate how likely or unlikely you are to do each of the following: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Recommend living in Sunnyvale to someone who asks | 91% | 91% | 99% | 93% | 91% | 97% |
| Remain in Sunnyvale for the next five years | 83% | 84% | 85% | 90% | 79% | 81% |

| Question 17: Impact of the Economy (Percent "somewhat" or "very" positive) | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------|----------|-----|-----|----|-----|----|
| | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | 14% | 17% | 29% | 2% | 13% | 9% |

| Question 18a: Policy Question 1 (Percent "very" or "somewhat" safe) | | | | | | |
|---------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| Please rate how safe or unsafe you feel: | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| In Sunnyvale parks during the day | 91% | 98% | 96% | 89% | 95% | 97% |
| In Sunnyvale parks after dark | 57% | 42% | 57% | 58% | 48% | 53% |
| When driving, based on road conditions in the City of Sunnyvale | 89% | 87% | 90% | 83% | 88% | 81% |

| Question 18b: Policy Question 2 (Percent "strongly" or "somewhat" agree) | | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"? | 100% | 94% | 80% | 86% | 95% | 94% |

| Question 18c: Policy Question 3 (Percent "very" or "somewhat" confident) | | | | | | |
|----------------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| How confident, if at all, are you that your tax dollars are being spent wisely by the City of Sunnyvale? | 97% | 90% | 81% | 86% | 91% | 89% |

| Question 18d: Policy Question 4 (Percent at least a "minor" problem) | | | | | | |
|----------------------------------------------------------------------------------------------------------|----------|-----|-----|-----|-----|-----|
| | District | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| How confident, if at all, are you that your tax dollars are being spent wisely by the City of Sunnyvale? | 97% | 90% | 81% | 86% | 91% | 89% |