



THE NCSTM
The National Citizen SurveyTM

Sunnyvale, CA

Technical Appendices

2015



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Sunnyvale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Sunnyvale as a place to live	34%	N=105	56%	N=170	8%	N=25	1%	N=4	100%	N=305
Your neighborhood as a place to live	32%	N=97	49%	N=152	17%	N=52	2%	N=6	100%	N=307
Sunnyvale as a place to raise children	35%	N=89	42%	N=106	21%	N=52	2%	N=6	100%	N=253
Sunnyvale as a place to work	39%	N=92	42%	N=100	18%	N=42	2%	N=4	100%	N=238
Sunnyvale as a place to visit	16%	N=47	25%	N=71	37%	N=106	22%	N=63	100%	N=286
Sunnyvale as a place to retire	19%	N=45	24%	N=59	36%	N=85	21%	N=51	100%	N=240
The overall quality of life in Sunnyvale	23%	N=70	55%	N=163	20%	N=61	2%	N=5	100%	N=300

Table 2: Question 2

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Sunnyvale	31%	N=94	53%	N=162	13%	N=40	4%	N=11	100%	N=306
Overall ease of getting to the places you usually have to visit	27%	N=82	44%	N=136	24%	N=73	6%	N=18	100%	N=309
Quality of overall natural environment in Sunnyvale	19%	N=59	42%	N=129	31%	N=96	7%	N=22	100%	N=305
Overall “built environment” of Sunnyvale (including overall design, buildings, parks and transportation systems)	11%	N=34	41%	N=122	38%	N=115	10%	N=31	100%	N=301
Health and wellness opportunities in Sunnyvale	18%	N=47	47%	N=118	31%	N=78	4%	N=10	100%	N=253
Overall opportunities for education and enrichment	23%	N=54	41%	N=98	32%	N=76	4%	N=10	100%	N=237
Overall economic health of Sunnyvale	24%	N=63	51%	N=134	25%	N=65	1%	N=3	100%	N=265
Sense of community	13%	N=36	39%	N=110	36%	N=103	12%	N=35	100%	N=284
Overall image or reputation of Sunnyvale	18%	N=55	53%	N=160	26%	N=78	2%	N=7	100%	N=300

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Sunnyvale to someone who asks	43%	N=131	47%	N=142	7%	N=21	2%	N=7	100%	N=301
Remain in Sunnyvale for the next five years	46%	N=133	35%	N=101	9%	N=26	10%	N=29	100%	N=290

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	66%	N=202	27%	N=83	4%	N=12	2%	N=7	0%	N=1	100%	N=305
In Sunnyvale’s downtown/commercial area during the day	61%	N=182	30%	N=89	7%	N=21	2%	N=6	0%	N=1	100%	N=298
In Sunnyvale parks during the day	59%	N=169	32%	N=92	6%	N=18	1%	N=3	1%	N=3	100%	N=285
In Sunnyvale parks after dark	20%	N=46	37%	N=83	21%	N=48	17%	N=39	4%	N=9	100%	N=224
When driving, based on road conditions in the City of Sunnyvale	41%	N=124	35%	N=107	12%	N=36	8%	N=23	4%	N=12	100%	N=302

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	10%	N=29	42%	N=126	31%	N=93	18%	N=54	100%	N=302
Ease of public parking	18%	N=55	48%	N=144	27%	N=79	7%	N=21	100%	N=298
Ease of travel by car in Sunnyvale	23%	N=70	49%	N=149	21%	N=64	7%	N=22	100%	N=305
Ease of travel by public transportation in Sunnyvale	10%	N=19	25%	N=47	34%	N=63	30%	N=56	100%	N=186
Ease of travel by bicycle in Sunnyvale	14%	N=28	39%	N=80	29%	N=59	19%	N=38	100%	N=206
Ease of walking in Sunnyvale	25%	N=73	42%	N=122	25%	N=72	9%	N=27	100%	N=295
Availability of paths and walking trails	17%	N=47	34%	N=95	27%	N=74	22%	N=59	100%	N=275
Air quality	19%	N=55	48%	N=136	26%	N=75	6%	N=18	100%	N=284
Cleanliness of Sunnyvale	22%	N=66	57%	N=172	19%	N=57	3%	N=8	100%	N=304
Overall appearance of Sunnyvale	17%	N=52	56%	N=170	25%	N=75	2%	N=5	100%	N=303
Public places where people want to spend time	16%	N=47	39%	N=113	35%	N=102	10%	N=28	100%	N=289
Variety of housing options	9%	N=24	32%	N=87	38%	N=103	21%	N=58	100%	N=272
Availability of affordable quality housing	2%	N=6	11%	N=28	36%	N=96	51%	N=135	100%	N=266
Fitness opportunities (including exercise classes and paths or trails, etc.)	15%	N=37	44%	N=111	32%	N=81	10%	N=24	100%	N=253
Recreational opportunities	17%	N=44	36%	N=95	35%	N=93	11%	N=30	100%	N=262
Availability of affordable quality food	17%	N=50	53%	N=153	26%	N=75	4%	N=12	100%	N=291
Availability of affordable quality health care	18%	N=39	46%	N=102	31%	N=68	6%	N=14	100%	N=223
Availability of preventive health services	22%	N=39	43%	N=77	31%	N=55	4%	N=7	100%	N=178
Availability of affordable quality mental health care	10%	N=11	37%	N=40	39%	N=43	14%	N=15	100%	N=109

Table 6: Question 6

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	11%	N=14	41%	N=53	30%	N=39	19%	N=25	100%	N=130
K-12 education	25%	N=43	43%	N=73	24%	N=40	8%	N=14	100%	N=170
Adult educational opportunities	17%	N=32	46%	N=87	31%	N=58	7%	N=13	100%	N=191
Opportunities to attend cultural/arts/music activities	16%	N=38	34%	N=82	35%	N=85	15%	N=35	100%	N=240
Opportunities to participate in religious or spiritual events and activities	25%	N=45	46%	N=83	23%	N=42	5%	N=10	100%	N=180
Employment opportunities	22%	N=50	41%	N=92	29%	N=64	8%	N=17	100%	N=222
Shopping opportunities	16%	N=48	37%	N=108	32%	N=94	15%	N=43	100%	N=292
Cost of living in Sunnyvale	3%	N=9	15%	N=45	47%	N=139	35%	N=104	100%	N=297
Overall quality of business and service establishments in Sunnyvale	7%	N=20	51%	N=147	37%	N=107	4%	N=13	100%	N=287
Vibrant downtown/commercial area	9%	N=25	27%	N=77	40%	N=116	24%	N=71	100%	N=289
Overall quality of new development in Sunnyvale	9%	N=23	35%	N=88	39%	N=97	16%	N=40	100%	N=248
Opportunities to participate in social events and activities	11%	N=24	34%	N=74	42%	N=93	13%	N=28	100%	N=219
Opportunities to volunteer	17%	N=30	43%	N=74	32%	N=55	7%	N=12	100%	N=170
Opportunities to participate in community matters	13%	N=25	41%	N=82	40%	N=81	6%	N=11	100%	N=200
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=68	43%	N=107	27%	N=67	3%	N=7	100%	N=248
Neighborliness of residents in Sunnyvale	12%	N=33	45%	N=122	31%	N=84	13%	N=35	100%	N=273

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	3%	N=10	97%	N=292	100%	N=302
Made efforts to make your home more energy efficient	23%	N=70	77%	N=231	100%	N=302
Observed a code violation or other hazard in Sunnyvale	67%	N=202	33%	N=98	100%	N=300
Household member was a victim of a crime in Sunnyvale	89%	N=268	11%	N=34	100%	N=301
Reported a crime to the police in Sunnyvale	80%	N=243	20%	N=59	100%	N=302
Stocked supplies in preparation for an emergency	59%	N=177	41%	N=125	100%	N=302
Campaigned or advocated for an issue, cause or candidate	88%	N=266	12%	N=35	100%	N=301
Contacted the City of Sunnyvale (in-person, phone, email or web) for help or information	61%	N=185	39%	N=116	100%	N=301
Contacted Sunnyvale elected officials (in-person, phone, email or web) to express your opinion	88%	N=263	12%	N=34	100%	N=298
Read the City of Sunnyvale's mailed newsletter, Quarterly Report	26%	N=78	74%	N=225	100%	N=303
Visited the City of Sunnyvale's website (sunnyvale.ca.gov)	43%	N=131	57%	N=171	100%	N=302

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sunnyvale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Sunnyvale recreation centers or their services	8%	N=25	14%	N=41	27%	N=81	51%	N=151	100%	N=298
Visited a neighborhood park or City park	25%	N=76	25%	N=76	35%	N=104	14%	N=43	100%	N=299
Used Sunnyvale public libraries or their services	6%	N=17	22%	N=67	34%	N=101	38%	N=114	100%	N=299
Participated in religious or spiritual activities in Sunnyvale	7%	N=21	14%	N=41	16%	N=48	64%	N=192	100%	N=302
Attended a City-sponsored event	1%	N=4	5%	N=14	23%	N=68	71%	N=214	100%	N=300
Used bus, rail, subway or other public transportation instead of driving	8%	N=23	8%	N=24	24%	N=74	60%	N=182	100%	N=304
Carpooled with other adults or children instead of driving alone	17%	N=49	17%	N=51	18%	N=54	48%	N=145	100%	N=299
Walked or biked instead of driving	21%	N=64	28%	N=86	22%	N=68	28%	N=84	100%	N=302
Volunteered your time to some group/activity in Sunnyvale	5%	N=14	8%	N=23	12%	N=37	76%	N=229	100%	N=303
Participated in a club	4%	N=11	3%	N=9	8%	N=25	85%	N=255	100%	N=300
Talked to or visited with your immediate neighbors	28%	N=83	24%	N=73	30%	N=89	18%	N=53	100%	N=298
Done a favor for a neighbor	15%	N=46	13%	N=38	42%	N=126	30%	N=91	100%	N=301

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=4	1%	N=3	11%	N=33	86%	N=257	100%	N=297
Watched (online or on television) a local public meeting	0%	N=0	2%	N=5	12%	N=34	87%	N=258	100%	N=298

Table 10: Question 10

Please rate the quality of each of the following services in Sunnyvale:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	39%	N=90	47%	N=108	10%	N=24	4%	N=9	100%	N=231
Fire services	52%	N=99	40%	N=75	8%	N=15	1%	N=1	100%	N=190
Ambulance or emergency medical services	47%	N=75	43%	N=68	9%	N=14	1%	N=2	100%	N=159
Crime prevention	26%	N=51	48%	N=95	13%	N=25	13%	N=25	100%	N=196

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Please rate the quality of each of the following services in Sunnyvale:	Excellent		Good		Fair		Poor		Total	
Fire prevention and education	27%	N=41	48%	N=75	21%	N=33	4%	N=7	100%	N=156
Traffic enforcement	14%	N=32	50%	N=114	26%	N=59	9%	N=21	100%	N=226
Street repair	14%	N=40	41%	N=113	33%	N=92	12%	N=33	100%	N=278
Street cleaning	20%	N=59	46%	N=134	27%	N=78	6%	N=18	100%	N=289
Street lighting	19%	N=56	43%	N=126	26%	N=76	12%	N=35	100%	N=293
Sidewalk maintenance	16%	N=46	40%	N=117	33%	N=95	11%	N=32	100%	N=290
Traffic signal timing	14%	N=40	33%	N=96	34%	N=98	19%	N=55	100%	N=288
Bus or transit services	17%	N=31	26%	N=49	32%	N=61	25%	N=46	100%	N=186
Garbage collection	34%	N=98	50%	N=144	12%	N=33	5%	N=13	100%	N=289
Recycling	30%	N=85	47%	N=131	15%	N=42	8%	N=22	100%	N=280
Yard waste pick-up	39%	N=83	45%	N=96	13%	N=28	2%	N=5	100%	N=212
Storm drainage	28%	N=64	41%	N=93	25%	N=57	6%	N=13	100%	N=227
Drinking water	30%	N=83	44%	N=125	20%	N=56	6%	N=17	100%	N=281
Sewer services	31%	N=72	53%	N=123	12%	N=28	4%	N=8	100%	N=231
Power (electric and/or gas) utility	31%	N=88	50%	N=145	16%	N=46	3%	N=7	100%	N=287
Utility billing	27%	N=76	43%	N=121	23%	N=65	6%	N=17	100%	N=279
City parks	29%	N=81	53%	N=150	15%	N=43	3%	N=9	100%	N=283
Recreation programs or classes	21%	N=35	50%	N=85	23%	N=39	7%	N=12	100%	N=171
Recreation centers or facilities	23%	N=40	46%	N=82	26%	N=45	5%	N=9	100%	N=176
Land use, planning and zoning	14%	N=28	39%	N=76	35%	N=68	12%	N=23	100%	N=195
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=28	44%	N=66	27%	N=40	9%	N=14	100%	N=148
Animal control	23%	N=39	46%	N=77	25%	N=42	5%	N=9	100%	N=167
Economic development	16%	N=33	51%	N=102	27%	N=53	7%	N=13	100%	N=201
Health services	16%	N=30	58%	N=109	24%	N=46	2%	N=4	100%	N=189
Public library services	34%	N=78	52%	N=120	13%	N=30	1%	N=2	100%	N=231
Public information services	17%	N=33	52%	N=100	26%	N=50	5%	N=9	100%	N=192
Cable television	13%	N=26	40%	N=80	30%	N=60	17%	N=34	100%	N=200
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=23	42%	N=60	37%	N=53	4%	N=6	100%	N=143
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=24	32%	N=67	35%	N=74	21%	N=44	100%	N=209
Sunnyvale open space	14%	N=33	33%	N=76	33%	N=76	20%	N=46	100%	N=230
City-sponsored special events	15%	N=23	41%	N=61	32%	N=48	11%	N=16	100%	N=148
Overall customer service by Sunnyvale employees (police, receptionists, planners, etc.)	23%	N=51	50%	N=109	25%	N=55	2%	N=4	100%	N=219

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Sunnyvale	23%	N=62	55%	N=147	21%	N=57	1%	N=2	100%	N=268
The Federal Government	10%	N=23	37%	N=82	42%	N=95	11%	N=24	100%	N=224

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Table 12: Question 12

Please rate the following categories of Sunnyvale government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Sunnyvale	14%	N=35	46%	N=114	31%	N=76	8%	N=20	100%	N=246
The overall direction that Sunnyvale is taking	14%	N=34	46%	N=109	32%	N=76	8%	N=19	100%	N=238
The job Sunnyvale government does at welcoming resident involvement	14%	N=28	41%	N=79	28%	N=53	17%	N=34	100%	N=193
Overall confidence in Sunnyvale government	13%	N=31	44%	N=106	35%	N=86	8%	N=19	100%	N=241
Generally acting in the best interest of the community	14%	N=33	43%	N=103	34%	N=82	9%	N=22	100%	N=241
Being honest	17%	N=33	49%	N=95	27%	N=53	7%	N=14	100%	N=195
Treating all residents fairly	17%	N=34	48%	N=96	28%	N=56	7%	N=13	100%	N=200

Table 13: Question 13

Please rate how important, if at all, you think it is for the Sunnyvale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Sunnyvale	60%	N=182	30%	N=91	9%	N=27	1%	N=2	100%	N=302
Overall ease of getting to the places you usually have to visit	37%	N=111	44%	N=132	18%	N=54	2%	N=5	100%	N=302
Quality of overall natural environment in Sunnyvale	41%	N=123	46%	N=137	12%	N=37	0%	N=1	100%	N=298
Overall "built environment" of Sunnyvale (including overall design, buildings, parks and transportation systems)	31%	N=93	51%	N=154	17%	N=50	1%	N=4	100%	N=301
Health and wellness opportunities in Sunnyvale	25%	N=74	44%	N=133	28%	N=85	3%	N=8	100%	N=300
Overall opportunities for education and enrichment	33%	N=101	43%	N=131	21%	N=62	3%	N=8	100%	N=301
Overall economic health of Sunnyvale	35%	N=106	54%	N=164	10%	N=29	1%	N=3	100%	N=302
Sense of community	29%	N=88	42%	N=126	26%	N=80	2%	N=7	100%	N=300

Table 14: Question 14

Please rate the overall quality of information available in each of the following City information sources:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City's mailed newsletter (Quarterly Report)	31%	N=77	51%	N=126	17%	N=42	1%	N=3	100%	N=247
The City's Web site (sunnyvale.ca.gov)	17%	N=34	61%	N=121	20%	N=40	2%	N=4	100%	N=199
The City's social media channels (e.g., Facebook, Twitter, Nixle)	19%	N=18	45%	N=42	30%	N=28	7%	N=6	100%	N=94

Table 15: Question 15

In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?	Percent	Number
Never/0 times	4%	N=11
1-2 times	16%	N=50
3-4 times	16%	N=48
5-6 times	13%	N=40
7 or more times	51%	N=155
Total	100%	N=305

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Table 16: Question 16

To what degree, if at all, are code enforcement issues a problem in Sunnyvale?	Percent	Number
Not a problem	39%	N=68
Minor problem	41%	N=71
Moderate problem	16%	N=28
Major problem	4%	N=8
Total	100%	N=175

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=12	4%	N=11	7%	N=21	20%	N=59	66%	N=198	100%	N=301
Purchase goods or services from a business located in Sunnyvale	1%	N=2	5%	N=16	19%	N=58	48%	N=144	27%	N=81	100%	N=302
Eat at least 5 portions of fruits and vegetables a day	2%	N=5	9%	N=26	33%	N=98	37%	N=110	20%	N=60	100%	N=299
Participate in moderate or vigorous physical activity	4%	N=11	11%	N=34	28%	N=84	36%	N=108	21%	N=64	100%	N=300
Read or watch local news (via television, paper, computer, etc.)	7%	N=21	16%	N=49	23%	N=69	21%	N=62	33%	N=101	100%	N=302
Vote in local elections	30%	N=90	9%	N=27	10%	N=29	13%	N=39	38%	N=113	100%	N=298

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	19%	N=58
Very good	40%	N=118
Good	35%	N=105
Fair	5%	N=15
Poor	1%	N=2
Total	100%	N=299

Table 19: Question D3

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	Percent	Number
Very positive	9%	N=28
Somewhat positive	35%	N=103
Neutral	45%	N=135
Somewhat negative	10%	N=29
Very negative	1%	N=3
Total	100%	N=298

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Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	68%	N=205
Working part time for pay	8%	N=23
Unemployed, looking for paid work	5%	N=14
Unemployed, not looking for paid work	5%	N=14
Fully retired	15%	N=45
Total	100%	N=300

Table 21: Question D5

Do you work inside the boundaries of Sunnyvale?	Percent	Number
Yes, outside the home	22%	N=64
Yes, from home	8%	N=24
No	70%	N=201
Total	100%	N=288

Table 22: Question D6

How many years have you lived in Sunnyvale?	Percent	Number
Less than 2 years	25%	N=74
2 to 5 years	22%	N=68
6 to 10 years	9%	N=28
11 to 20 years	18%	N=55
More than 20 years	25%	N=76
Total	100%	N=301

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	44%	N=133
Building with two or more homes (duplex, townhome, apartment or condominium)	52%	N=157
Mobile home	3%	N=10
Other	1%	N=2
Total	100%	N=302

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	50%	N=149
Owned	50%	N=149
Total	100%	N=298

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Table 25: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$1,000 per month	7%	N=20
\$1,000 to \$1,499 per month	11%	N=30
\$1,500 to \$1,999 per month	20%	N=57
\$2,000 to \$2,499 per month	14%	N=41
\$2,500 to \$2,999 per month	19%	N=54
\$3,000 to \$3,499 or more per month	15%	N=44
\$3,500 to \$3,999 per month	6%	N=18
\$4,000 to \$4,499 per month	5%	N=14
\$4,500 to \$4,999 per month	1%	N=3
\$5,000 or more per month'	2%	N=6
Total	100%	N=287

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	71%	N=212
Yes	29%	N=88
Total	100%	N=301

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	80%	N=241
Yes	20%	N=59
Total	100%	N=301

Table 28: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	5%	N=15
\$25,000 to \$49,999	10%	N=27
\$50,000 to \$99,999	26%	N=74
\$100,000 to \$149,999	17%	N=49
\$150,000 to \$199,000	13%	N=36
\$200,000 to \$249,000	18%	N=50
\$250,000 to \$299,999	4%	N=12
\$300,000 or more	8%	N=22
Total	100%	N=286

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Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	83%	N=243
Yes, I consider myself to be Spanish, Hispanic or Latino	17%	N=48
Total	100%	N=291

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=2
Asian, Asian Indian or Pacific Islander	40%	N=119
Black or African American	4%	N=10
White	47%	N=139
Other	14%	N=42

Total may exceed 100% as respondents could select more than one option.

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=3
25 to 34 years	32%	N=94
35 to 44 years	19%	N=55
45 to 54 years	20%	N=59
55 to 64 years	13%	N=38
65 to 74 years	9%	N=25
75 years or older	8%	N=23
Total	100%	N=298

Table 32: Question D16

What is your sex?	Percent	Number
Female	51%	N=151
Male	49%	N=147
Total	100%	N=298

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	65%	N=194
Land line	16%	N=47
Both	20%	N=59
Total	100%	N=299

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 34: Question 1

Please rate each of the following aspects of quality of life in Sunnyvale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sunnyvale as a place to live	34%	N=105	56%	N=170	8%	N=25	1%	N=4	0%	N=0	100%	N=305
Your neighborhood as a place to live	32%	N=97	49%	N=152	17%	N=52	2%	N=6	0%	N=1	100%	N=308
Sunnyvale as a place to raise children	29%	N=89	35%	N=106	17%	N=52	2%	N=6	17%	N=51	100%	N=304
Sunnyvale as a place to work	31%	N=92	33%	N=100	14%	N=42	1%	N=4	21%	N=63	100%	N=301
Sunnyvale as a place to visit	16%	N=47	23%	N=71	35%	N=106	21%	N=63	5%	N=14	100%	N=301
Sunnyvale as a place to retire	15%	N=45	19%	N=59	28%	N=85	17%	N=51	20%	N=60	100%	N=300
The overall quality of life in Sunnyvale	23%	N=70	54%	N=163	20%	N=61	1%	N=5	1%	N=2	100%	N=302

Table 35: Question 2

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Sunnyvale	31%	N=94	53%	N=162	13%	N=40	4%	N=11	0%	N=1	100%	N=307
Overall ease of getting to the places you usually have to visit	27%	N=82	44%	N=136	24%	N=73	6%	N=18	0%	N=0	100%	N=309
Quality of overall natural environment in Sunnyvale	19%	N=59	42%	N=129	31%	N=96	7%	N=22	0%	N=1	100%	N=307
Overall "built environment" of Sunnyvale (including overall design, buildings, parks and transportation systems)	11%	N=34	40%	N=122	37%	N=115	10%	N=31	2%	N=6	100%	N=307
Health and wellness opportunities in Sunnyvale	15%	N=47	39%	N=118	26%	N=78	3%	N=10	16%	N=49	100%	N=302
Overall opportunities for education and enrichment	18%	N=54	32%	N=98	25%	N=76	3%	N=10	22%	N=67	100%	N=305
Overall economic health of Sunnyvale	21%	N=63	44%	N=134	22%	N=65	1%	N=3	12%	N=36	100%	N=302
Sense of community	12%	N=36	36%	N=110	34%	N=103	12%	N=35	7%	N=20	100%	N=305
Overall image or reputation of Sunnyvale	18%	N=55	52%	N=160	25%	N=78	2%	N=7	2%	N=6	100%	N=306

Table 36: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Sunnyvale to someone who asks	43%	N=131	47%	N=142	7%	N=21	2%	N=7	1%	N=2	100%	N=303
Remain in Sunnyvale for the next five years	44%	N=133	33%	N=101	9%	N=26	10%	N=29	5%	N=14	100%	N=303

Table 37: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	66%	N=202	27%	N=83	4%	N=12	2%	N=7	0%	N=1	0%	N=1	100%	N=306
In Sunnyvale's downtown/commercial area during the day	59%	N=182	29%	N=89	7%	N=21	2%	N=6	0%	N=1	3%	N=9	100%	N=307

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	10%	N=29	42%	N=126	31%	N=93	18%	N=54	0%	N=0	100%	N=302
Ease of public parking	18%	N=55	47%	N=144	26%	N=79	7%	N=21	3%	N=8	100%	N=306
Ease of travel by car in Sunnyvale	23%	N=70	49%	N=149	21%	N=64	7%	N=22	0%	N=0	100%	N=305
Ease of travel by public transportation in Sunnyvale	6%	N=19	16%	N=47	21%	N=63	19%	N=56	38%	N=115	100%	N=300
Ease of travel by bicycle in Sunnyvale	10%	N=28	27%	N=80	20%	N=59	13%	N=38	31%	N=92	100%	N=298
Ease of walking in Sunnyvale	24%	N=73	40%	N=122	24%	N=72	9%	N=27	3%	N=9	100%	N=304
Availability of paths and walking trails	16%	N=47	31%	N=95	24%	N=74	20%	N=59	9%	N=27	100%	N=302
Air quality	18%	N=55	45%	N=136	25%	N=75	6%	N=18	6%	N=18	100%	N=301
Cleanliness of Sunnyvale	22%	N=66	57%	N=172	19%	N=57	3%	N=8	0%	N=0	100%	N=304
Overall appearance of Sunnyvale	17%	N=52	56%	N=170	25%	N=75	2%	N=5	0%	N=0	100%	N=303
Public places where people want to spend time	15%	N=47	37%	N=113	34%	N=102	9%	N=28	5%	N=14	100%	N=303
Variety of housing options	8%	N=24	29%	N=87	34%	N=103	19%	N=58	10%	N=32	100%	N=304
Availability of affordable quality housing	2%	N=6	9%	N=28	32%	N=96	45%	N=135	12%	N=37	100%	N=303
Fitness opportunities (including exercise classes and paths or trails, etc.)	12%	N=37	37%	N=111	27%	N=81	8%	N=24	15%	N=44	100%	N=297
Recreational opportunities	15%	N=44	32%	N=95	31%	N=93	10%	N=30	13%	N=39	100%	N=301
Availability of affordable quality food	17%	N=50	51%	N=153	25%	N=75	4%	N=12	4%	N=12	100%	N=304
Availability of affordable quality health care	13%	N=39	34%	N=102	23%	N=68	5%	N=14	26%	N=80	100%	N=303
Availability of preventive health services	13%	N=39	26%	N=77	19%	N=55	2%	N=7	41%	N=122	100%	N=299
Availability of affordable quality mental health care	4%	N=11	14%	N=40	14%	N=43	5%	N=15	63%	N=189	100%	N=298

Table 39: Question 6

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	5%	N=14	18%	N=53	13%	N=39	8%	N=25	56%	N=168	100%	N=298
K-12 education	14%	N=43	24%	N=73	14%	N=40	5%	N=14	43%	N=129	100%	N=299
Adult educational opportunities	11%	N=32	29%	N=87	20%	N=58	4%	N=13	36%	N=106	100%	N=296
Opportunities to attend cultural/arts/music activities	13%	N=38	27%	N=82	28%	N=85	12%	N=35	20%	N=59	100%	N=299
Opportunities to participate in religious or spiritual events and activities	15%	N=45	28%	N=83	14%	N=42	3%	N=10	40%	N=118	100%	N=298
Employment opportunities	16%	N=50	30%	N=92	21%	N=64	6%	N=17	26%	N=80	100%	N=302
Shopping opportunities	16%	N=48	36%	N=108	32%	N=94	14%	N=43	2%	N=5	100%	N=297
Cost of living in Sunnyvale	3%	N=9	15%	N=45	47%	N=139	35%	N=104	0%	N=1	100%	N=298
Overall quality of business and service establishments in Sunnyvale	7%	N=20	49%	N=147	36%	N=107	4%	N=13	4%	N=12	100%	N=299
Vibrant downtown/commercial area	8%	N=25	26%	N=77	39%	N=116	24%	N=71	4%	N=11	100%	N=300
Overall quality of new development in Sunnyvale	8%	N=23	29%	N=88	32%	N=97	13%	N=40	17%	N=52	100%	N=300
Opportunities to participate in social events and activities	8%	N=24	25%	N=74	32%	N=93	9%	N=28	26%	N=76	100%	N=294
Opportunities to volunteer	10%	N=30	25%	N=74	19%	N=55	4%	N=12	43%	N=127	100%	N=297
Opportunities to participate in community matters	8%	N=25	27%	N=82	27%	N=81	4%	N=11	33%	N=100	100%	N=300
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=68	36%	N=107	22%	N=67	2%	N=7	17%	N=51	100%	N=299
Neighborliness of residents in Sunnyvale	11%	N=33	41%	N=122	28%	N=84	12%	N=35	8%	N=23	100%	N=297

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Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	3%	N=10	97%	N=292	100%	N=302
Made efforts to make your home more energy efficient	23%	N=70	77%	N=231	100%	N=302
Observed a code violation or other hazard in Sunnyvale	67%	N=202	33%	N=98	100%	N=300
Household member was a victim of a crime in Sunnyvale	89%	N=268	11%	N=34	100%	N=301
Reported a crime to the police in Sunnyvale	80%	N=243	20%	N=59	100%	N=302
Stocked supplies in preparation for an emergency	59%	N=177	41%	N=125	100%	N=302
Campaigned or advocated for an issue, cause or candidate	88%	N=266	12%	N=35	100%	N=301
Contacted the City of Sunnyvale (in-person, phone, email or web) for help or information	61%	N=185	39%	N=116	100%	N=301
Contacted Sunnyvale elected officials (in-person, phone, email or web) to express your opinion	88%	N=263	12%	N=34	100%	N=298

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sunnyvale?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Sunnyvale recreation centers or their services	8%	N=25	14%	N=41	27%	N=81	51%	N=151	100%	N=298
Visited a neighborhood park or City park	25%	N=76	25%	N=76	35%	N=104	14%	N=43	100%	N=299
Used Sunnyvale public libraries or their services	6%	N=17	22%	N=67	34%	N=101	38%	N=114	100%	N=299
Participated in religious or spiritual activities in Sunnyvale	7%	N=21	14%	N=41	16%	N=48	64%	N=192	100%	N=302
Attended a City-sponsored event	1%	N=4	5%	N=14	23%	N=68	71%	N=214	100%	N=300
Used bus, rail, subway or other public transportation instead of driving	8%	N=23	8%	N=24	24%	N=74	60%	N=182	100%	N=304
Carpooled with other adults or children instead of driving alone	17%	N=49	17%	N=51	18%	N=54	48%	N=145	100%	N=299
Walked or biked instead of driving	21%	N=64	28%	N=86	22%	N=68	28%	N=84	100%	N=302
Volunteered your time to some group/activity in Sunnyvale	5%	N=14	8%	N=23	12%	N=37	76%	N=229	100%	N=303
Participated in a club	4%	N=11	3%	N=9	8%	N=25	85%	N=255	100%	N=300
Talked to or visited with your immediate neighbors	28%	N=83	24%	N=73	30%	N=89	18%	N=53	100%	N=298
Done a favor for a neighbor	15%	N=46	13%	N=38	42%	N=126	30%	N=91	100%	N=301

Table 42: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=4	1%	N=3	11%	N=33	86%	N=257	100%	N=297
Watched (online or on television) a local public meeting	0%	N=0	2%	N=5	12%	N=34	87%	N=258	100%	N=298

Table 43: Question 10

Please rate the quality of each of the following services in Sunnyvale:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	30%	N=90	36%	N=108	8%	N=24	3%	N=9	23%	N=71	100%	N=302
Fire services	33%	N=99	25%	N=75	5%	N=15	0%	N=1	36%	N=108	100%	N=299
Ambulance or emergency medical services	25%	N=75	23%	N=68	5%	N=14	1%	N=2	47%	N=139	100%	N=298
Crime prevention	17%	N=51	32%	N=95	8%	N=25	8%	N=25	34%	N=103	100%	N=299
Fire prevention and education	14%	N=41	25%	N=75	11%	N=33	2%	N=7	47%	N=139	100%	N=295
Traffic enforcement	11%	N=32	38%	N=114	20%	N=59	7%	N=21	24%	N=70	100%	N=296

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Please rate the quality of each of the following services in Sunnyvale:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	13%	N=40	38%	N=113	31%	N=92	11%	N=33	8%	N=23	100%	N=300
Street cleaning	19%	N=59	44%	N=134	26%	N=78	6%	N=18	4%	N=12	100%	N=301
Street lighting	19%	N=56	42%	N=126	26%	N=76	12%	N=35	2%	N=7	100%	N=299
Sidewalk maintenance	15%	N=46	39%	N=117	32%	N=95	11%	N=32	3%	N=10	100%	N=300
Traffic signal timing	13%	N=40	32%	N=96	33%	N=98	18%	N=55	4%	N=12	100%	N=300
Bus or transit services	10%	N=31	16%	N=49	20%	N=61	15%	N=46	38%	N=113	100%	N=300
Garbage collection	33%	N=98	48%	N=144	11%	N=33	4%	N=13	4%	N=11	100%	N=299
Recycling	28%	N=85	44%	N=131	14%	N=42	7%	N=22	7%	N=21	100%	N=301
Yard waste pick-up	28%	N=83	32%	N=96	9%	N=28	2%	N=5	29%	N=86	100%	N=298
Storm drainage	22%	N=64	32%	N=93	19%	N=57	4%	N=13	23%	N=69	100%	N=296
Drinking water	28%	N=83	42%	N=125	19%	N=56	6%	N=17	6%	N=17	100%	N=299
Sewer services	24%	N=72	41%	N=123	9%	N=28	3%	N=8	23%	N=67	100%	N=298
Power (electric and/or gas) utility	29%	N=88	48%	N=145	15%	N=46	2%	N=7	5%	N=15	100%	N=301
Utility billing	25%	N=76	40%	N=121	22%	N=65	6%	N=17	7%	N=22	100%	N=301
City parks	27%	N=81	50%	N=150	14%	N=43	3%	N=9	6%	N=17	100%	N=300
Recreation programs or classes	12%	N=35	29%	N=85	13%	N=39	4%	N=12	42%	N=124	100%	N=296
Recreation centers or facilities	13%	N=40	28%	N=82	15%	N=45	3%	N=9	41%	N=120	100%	N=296
Land use, planning and zoning	9%	N=28	26%	N=76	23%	N=68	8%	N=23	35%	N=104	100%	N=298
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=28	22%	N=66	14%	N=40	5%	N=14	50%	N=148	100%	N=296
Animal control	13%	N=39	26%	N=77	14%	N=42	3%	N=9	44%	N=129	100%	N=296
Economic development	11%	N=33	34%	N=102	18%	N=53	4%	N=13	32%	N=95	100%	N=296
Health services	10%	N=30	37%	N=109	15%	N=46	1%	N=4	36%	N=107	100%	N=296
Public library services	26%	N=78	40%	N=120	10%	N=30	1%	N=2	22%	N=67	100%	N=297
Public information services	11%	N=33	34%	N=100	17%	N=50	3%	N=9	35%	N=102	100%	N=294
Cable television	9%	N=26	27%	N=80	20%	N=60	12%	N=34	33%	N=96	100%	N=297
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=23	21%	N=60	18%	N=53	2%	N=6	51%	N=151	100%	N=294
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=24	23%	N=67	26%	N=74	15%	N=44	28%	N=80	100%	N=288
Sunnyvale open space	11%	N=33	26%	N=76	26%	N=76	16%	N=46	22%	N=64	100%	N=294
City-sponsored special events	8%	N=23	21%	N=61	17%	N=48	6%	N=16	49%	N=143	100%	N=290
Overall customer service by Sunnyvale employees (police, receptionists, planners, etc.)	18%	N=51	37%	N=109	19%	N=55	1%	N=4	25%	N=71	100%	N=290

Table 44: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Sunnyvale	21%	N=62	49%	N=147	19%	N=57	1%	N=2	10%	N=31	100%	N=300
The Federal Government	8%	N=23	28%	N=82	32%	N=95	8%	N=24	25%	N=74	100%	N=297

Table 45: Question 12

Please rate the following categories of Sunnyvale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Sunnyvale	12%	N=35	39%	N=114	26%	N=76	7%	N=20	17%	N=50	100%	N=295
The overall direction that Sunnyvale is taking	12%	N=34	37%	N=109	26%	N=76	7%	N=19	19%	N=55	100%	N=294
The job Sunnyvale government does at welcoming resident involvement	9%	N=28	26%	N=79	18%	N=53	11%	N=34	35%	N=104	100%	N=297

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Please rate the following categories of Sunnyvale government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall confidence in Sunnyvale government	11%	N=31	36%	N=106	29%	N=86	6%	N=19	19%	N=55	100%	N=297
Generally acting in the best interest of the community	11%	N=33	35%	N=103	27%	N=82	7%	N=22	19%	N=58	100%	N=299
Being honest	11%	N=33	32%	N=95	18%	N=53	5%	N=14	35%	N=104	100%	N=299
Treating all residents fairly	11%	N=34	32%	N=96	19%	N=56	5%	N=13	33%	N=98	100%	N=298

Table 46: Question 13

Please rate how important, if at all, you think it is for the Sunnyvale community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Sunnyvale	60%	N=182	30%	N=91	9%	N=27	1%	N=2	100%	N=302
Overall ease of getting to the places you usually have to visit	37%	N=111	44%	N=132	18%	N=54	2%	N=5	100%	N=302
Quality of overall natural environment in Sunnyvale	41%	N=123	46%	N=137	12%	N=37	0%	N=1	100%	N=298
Overall "built environment" of Sunnyvale (including overall design, buildings, parks and transportation systems)	31%	N=93	51%	N=154	17%	N=50	1%	N=4	100%	N=301
Health and wellness opportunities in Sunnyvale	25%	N=74	44%	N=133	28%	N=85	3%	N=8	100%	N=300
Overall opportunities for education and enrichment	33%	N=101	43%	N=131	21%	N=62	3%	N=8	100%	N=301
Overall economic health of Sunnyvale	35%	N=106	54%	N=164	10%	N=29	1%	N=3	100%	N=302
Sense of community	29%	N=88	42%	N=126	26%	N=80	2%	N=7	100%	N=300

Table 47: Question 14

Please rate the overall quality of information available in each of the following City information sources:	Excellent		Good		Fair		Poor		Don't know		Total	
The City's mailed newsletter (Quarterly Report)	26%	N=77	42%	N=126	14%	N=42	1%	N=3	17%	N=51	100%	N=298
The City's Web site (sunnyvale.ca.gov)	11%	N=34	41%	N=121	14%	N=40	1%	N=4	33%	N=96	100%	N=295
The City's social media channels (e.g., Facebook, Twitter, Nixle)	6%	N=18	14%	N=42	9%	N=28	2%	N=6	68%	N=201	100%	N=295

Table 48: Question 15

In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?	Percent	Number
Never/0 times	4%	N=11
1-2 times	16%	N=50
3-4 times	16%	N=48
5-6 times	13%	N=40
7 or more times	51%	N=155
Total	100%	N=305

Table 49: Question 16

To what degree, if at all, are code enforcement issues a problem in Sunnyvale?	Percent	Number
Not a problem	23%	N=68
Minor problem	24%	N=71
Moderate problem	9%	N=28
Major problem	3%	N=8
Don't know	42%	N=125
Total	100%	N=300

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Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	4%	N=12	4%	N=11	7%	N=21	20%	N=59	66%	N=198	100%	N=301
Purchase goods or services from a business located in Sunnyvale	1%	N=2	5%	N=16	19%	N=58	48%	N=144	27%	N=81	100%	N=302
Eat at least 5 portions of fruits and vegetables a day	2%	N=5	9%	N=26	33%	N=98	37%	N=110	20%	N=60	100%	N=299
Participate in moderate or vigorous physical activity	4%	N=11	11%	N=34	28%	N=84	36%	N=108	21%	N=64	100%	N=300
Read or watch local news (via television, paper, computer, etc.)	7%	N=21	16%	N=49	23%	N=69	21%	N=62	33%	N=101	100%	N=302
Vote in local elections	30%	N=90	9%	N=27	10%	N=29	13%	N=39	38%	N=113	100%	N=298

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	19%	N=58
Very good	40%	N=118
Good	35%	N=105
Fair	5%	N=15
Poor	1%	N=2
Total	100%	N=299

Table 52: Question D3

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	Percent	Number
Very positive	9%	N=28
Somewhat positive	35%	N=103
Neutral	45%	N=135
Somewhat negative	10%	N=29
Very negative	1%	N=3
Total	100%	N=298

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	68%	N=205
Working part time for pay	8%	N=23
Unemployed, looking for paid work	5%	N=14
Unemployed, not looking for paid work	5%	N=14
Fully retired	15%	N=45
Total	100%	N=300

Table 54: Question D5

Do you work inside the boundaries of Sunnyvale?	Percent	Number
Yes, outside the home	22%	N=64
Yes, from home	8%	N=24
No	70%	N=201
Total	100%	N=288

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Table 55: Question D6

How many years have you lived in Sunnyvale?	Percent	Number
Less than 2 years	25%	N=74
2 to 5 years	22%	N=68
6 to 10 years	9%	N=28
11 to 20 years	18%	N=55
More than 20 years	25%	N=76
Total	100%	N=301

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	44%	N=133
Building with two or more homes (duplex, townhome, apartment or condominium)	52%	N=157
Mobile home	3%	N=10
Other	1%	N=2
Total	100%	N=302

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	50%	N=149
Owned	50%	N=149
Total	100%	N=298

Table 58: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$1,000 per month	7%	N=20
\$1,000 to \$1,499 per month	11%	N=30
\$1,500 to \$1,999 per month	20%	N=57
\$2,000 to \$2,499 per month	14%	N=41
\$2,500 to \$2,999 per month	19%	N=54
\$3,000 to \$3,499 or more per month	15%	N=44
\$3,500 to \$3,999 per month	6%	N=18
\$4,000 to \$4,499 per month	5%	N=14
\$4,500 to \$4,999 per month	1%	N=3
\$5,000 or more per month'	2%	N=6
Total	100%	N=287

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	71%	N=212
Yes	29%	N=88
Total	100%	N=301

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Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	80%	N=241
Yes	20%	N=59
Total	100%	N=301

Table 61: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	5%	N=15
\$25,000 to \$49,999	10%	N=27
\$50,000 to \$99,999	26%	N=74
\$100,000 to \$149,999	17%	N=49
\$150,000 to \$199,000	13%	N=36
\$200,000 to \$249,000	18%	N=50
\$250,000 to \$299,999	4%	N=12
\$300,000 or more	8%	N=22
Total	100%	N=286

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	83%	N=243
Yes, I consider myself to be Spanish, Hispanic or Latino	17%	N=48
Total	100%	N=291

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=2
Asian, Asian Indian or Pacific Islander	40%	N=119
Black or African American	4%	N=10
White	47%	N=139
Other	14%	N=42

Total may exceed 100% as respondents could select more than one option.

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=3
25 to 34 years	32%	N=94
35 to 44 years	19%	N=55
45 to 54 years	20%	N=59
55 to 64 years	13%	N=38
65 to 74 years	9%	N=25
75 years or older	8%	N=23
Total	100%	N=298

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Table 65: Question D16

What is your sex?	Percent	Number
Female	51%	N=151
Male	49%	N=147
Total	100%	N=298

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	65%	N=194
Land line	16%	N=47
Both	20%	N=59
Total	100%	N=299

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Sunnyvale chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Sunnyvale’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Sunnyvale’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Sunnyvale’s rating to the benchmark.

In that final column, Sunnyvale’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Sunnyvale residents is statistically similar to or different (10% greater or lesser) than the benchmark. More extreme differences of ±20% are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Sunnyvale	78%	240	372	Similar
Overall image or reputation of Sunnyvale	72%	158	284	Similar
Sunnyvale as a place to live	90%	178	324	Similar
Your neighborhood as a place to live	81%	147	252	Similar
Sunnyvale as a place to raise children	77%	174	316	Similar
Sunnyvale as a place to retire	43%	263	300	Lower
Overall appearance of Sunnyvale	73%	165	297	Similar

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Sunnyvale	83%	102	196	Similar
	In your neighborhood during the day	93%	157	288	Similar
	In Sunnyvale's downtown/commercial area during the day	91%	120	243	Similar
Mobility	Overall ease of getting to the places you usually have to visit	71%	59	114	Similar
	Availability of paths and walking trails	52%	188	249	Similar
	Ease of walking in Sunnyvale	66%	102	237	Similar
	Ease of travel by bicycle in Sunnyvale	53%	134	242	Similar
	Ease of travel by public transportation in Sunnyvale	36%	65	106	Similar
	Ease of travel by car in Sunnyvale	72%	75	239	Similar
	Ease of public parking	67%	25	92	Similar
Natural Environment	Traffic flow on major streets	51%	154	281	Similar
	Quality of overall natural environment in Sunnyvale	62%	178	224	Similar
	Cleanliness of Sunnyvale	78%	112	215	Similar
Built Environment	Air quality	67%	137	201	Similar
	Overall "built environment" of Sunnyvale (including overall design, buildings, parks and transportation systems)	52%	74	109	Similar
	Overall quality of new development in Sunnyvale	45%	182	230	Similar
	Availability of affordable quality housing	13%	236	242	Much lower
	Variety of housing options	41%	191	221	Lower
Economy	Public places where people want to spend time	55%	64	102	Similar
	Overall economic health of Sunnyvale	74%	38	114	Similar
	Vibrant downtown/commercial area	35%	63	100	Similar
	Overall quality of business and service establishments in Sunnyvale	58%	138	215	Similar
	Cost of living in Sunnyvale	18%	98	107	Lower
	Shopping opportunities	53%	136	240	Similar
	Employment opportunities	64%	10	253	Much higher
	Sunnyvale as a place to visit	41%	100	121	Lower
	Sunnyvale as a place to work	80%	29	293	Higher
	Health and wellness opportunities in Sunnyvale	65%	69	111	Similar
Recreation and Wellness	Availability of affordable quality mental health care	47%	44	95	Similar
	Availability of preventive health services	65%	60	178	Similar
	Availability of affordable quality health care	63%	76	208	Similar
	Availability of affordable quality food	70%	78	177	Similar
	Recreational opportunities	53%	180	248	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	59%	82	106	Similar
	Overall opportunities for education and enrichment	64%	58	108	Similar
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	71%	116	164	Similar
	Opportunities to attend cultural/arts/music activities	50%	133	239	Similar
	Adult educational opportunities	63%	39	98	Similar
	K-12 education	68%	119	207	Similar
	Availability of affordable quality child care/preschool	51%	117	206	Similar
		Opportunities to participate in social events and activities	45%	169	204
Community Engagement	Neighborhoodliness of Sunnyvale	57%	68	103	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	70%	30	232	Similar
	Opportunities to participate in community matters	54%	142	215	Similar
	Opportunities to volunteer	61%	159	211	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Sunnyvale	78%	138	364	Similar
Overall customer service by Sunnyvale employees (police, receptionists, planners, etc.)	73%	186	300	Similar
Value of services for the taxes paid to Sunnyvale	61%	113	333	Similar
Overall direction that Sunnyvale is taking	60%	121	267	Similar
Job Sunnyvale government does at welcoming citizen involvement	55%	125	253	Similar
Overall confidence in Sunnyvale government	57%	39	110	Similar
Generally acting in the best interest of the community	57%	47	109	Similar
Being honest	65%	35	107	Similar
Treating all residents fairly	65%	26	108	Similar
Services provided by the Federal Government	47%	8	199	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	86%	104	354	Similar	
	Fire services	91%	88	289	Similar	
	Ambulance or emergency medical services	90%	112	286	Similar	
	Crime prevention	74%	146	291	Similar	
	Fire prevention and education	75%	145	232	Similar	
	Animal control	69%	79	276	Similar	
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	119	227	Similar	
	Mobility	Traffic enforcement	64%	186	311	Similar
		Street repair	55%	136	353	Similar
		Street cleaning	67%	101	255	Similar
Street lighting		62%	116	256	Similar	
Sidewalk maintenance		56%	111	260	Similar	
Traffic signal timing		47%	117	201	Similar	
Bus or transit services		43%	122	174	Similar	
Natural Environment	Garbage collection	84%	178	288	Similar	
	Recycling	77%	191	298	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Yard waste pick-up	85%	39	216	Similar
	Drinking water	74%	108	272	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	44%	185	207	Lower
Built Environment	Sunnyvale open space	47%	84	107	Similar
	Storm drainage	69%	63	298	Similar
	Sewer services	84%	63	261	Similar
	Power (electric and/or gas) utility	81%	37	123	Similar
	Utility billing	70%	35	99	Similar
	Land use, planning and zoning	53%	77	240	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	64%	62	295	Similar
	Cable television	53%	95	156	Similar
Economy	Economic development	67%	44	228	Higher
Recreation and Wellness	City parks	82%	147	264	Similar
	Recreation programs or classes	70%	166	272	Similar
	Recreation centers or facilities	69%	124	223	Similar
	Health services	74%	55	154	Similar
Education and Enrichment	City-sponsored special events	57%	87	115	Similar
	Public library services	86%	145	279	Similar
Community Engagement	Public information services	69%	113	230	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	51%	194	252	Similar
Recommend living in Sunnyvale to someone who asks	91%	93	224	Similar
Remain in Sunnyvale for the next five years	81%	155	220	Similar
Contacted Sunnyvale (in-person, phone, email or web) for help or information	39%	204	257	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	41%	35	96	Similar
	Did NOT report a crime to the police	80%	46	105	Similar
	Household member was NOT a victim of a crime	89%	115	218	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	40%	25	88	Higher
	Carpooled with other adults or children instead of driving alone	52%	18	102	Similar
	Walked or biked instead of driving	72%	17	105	Higher
Natural Environment	Made efforts to conserve water	97%	3	98	Higher
	Made efforts to make your home more energy efficient	77%	58	98	Similar
	Recycle at home	92%	70	205	Similar
Built Environment	Did NOT observe a code violation or other hazard in Sunnyvale	67%	19	98	Higher
	NOT experiencing housing costs stress	69%	100	202	Similar
Economy	Purchase goods or services from a business located in Sunnyvale	94%	92	102	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	44%	6	204	Higher
	Work inside boundaries of Sunnyvale	30%	77	102	Lower
Recreation and Wellness	Used Sunnyvale recreation centers or their services	49%	147	187	Similar
	Visited a neighborhood park or City park	86%	98	219	Similar
	Eat at least 5 portions of fruits and vegetables a day	90%	7	99	Similar
	Participate in moderate or vigorous physical activity	85%	46	100	Similar
	In very good to excellent health	59%	58	101	Similar
	Used Sunnyvale public libraries or their services	62%	127	192	Similar
Education and Enrichment	Participated in religious or spiritual activities in Sunnyvale	36%	136	160	Lower
	Attended City-sponsored event	29%	103	104	Much lower
	Campaigned or advocated for an issue, cause or candidate	12%	93	95	Lower
Community Engagement	Contacted Sunnyvale elected officials (in-person, phone, email or web) to express your opinion	12%	91	102	Similar
	Volunteered your time to some group/activity in Sunnyvale	24%	191	210	Lower
	Participated in a club	15%	177	185	Lower
	Talked to or visited with your immediate neighbors	82%	99	102	Similar
	Done a favor for a neighbor	70%	95	98	Lower
	Attended a local public meeting	14%	196	211	Similar
	Watched (online or on television) a local public meeting	13%	165	175	Lower
	Read or watch local news (via television, paper, computer, etc.)	77%	96	101	Similar
	Vote in local elections	61%	198	204	Lower

Communities included in national comparisons

The communities included in Sunnyvale’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO.....	441,603	Auburn city, AL.....	53,380
Airway Heights city, WA.....	6,114	Auburn city, WA.....	70,180
Albany city, OR.....	50,158	Augusta CCD, GA.....	134,777
Albemarle County, VA.....	98,970	Aurora city, CO.....	325,078
Albert Lea city, MN.....	18,016	Austin city, TX.....	790,390
Algonquin village, IL.....	30,046	Bainbridge Island city, WA.....	23,025
Aliso Viejo city, CA.....	47,823	Baltimore city, MD.....	620,961
Altoona city, IA.....	14,541	Battle Creek city, MI.....	52,347
Ames city, IA.....	58,965	Bay City city, MI.....	34,932
Andover CDP, MA.....	8,762	Baytown city, TX.....	71,802
Ankeny city, IA.....	45,582	Bedford city, TX.....	46,979
Ann Arbor city, MI.....	113,934	Bedford town, MA.....	13,320
Annapolis city, MD.....	38,394	Bellevue city, WA.....	122,363
Apple Valley town, CA.....	69,135	Bellingham city, WA.....	80,885
Arapahoe County, CO.....	572,003	Beltrami County, MN.....	44,442
Arkansas City city, AR.....	366	Benbrook city, TX.....	21,234
Arlington city, TX.....	365,438	Bend city, OR.....	76,639
Arlington County, VA.....	207,627	Benicia city, CA.....	26,997
Arvada city, CO.....	106,433	Bettendorf city, IA.....	33,217
Asheville city, NC.....	83,393	Billings city, MT.....	104,170
Ashland city, OR.....	20,078	Blaine city, MN.....	57,186
Ashland town, VA.....	7,225	Bloomfield Hills city, MI.....	3,869

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Bloomington city, MN	82,893	Dade City city, FL	6,437
Blue Springs city, MO	52,575	Dakota County, MN	398,552
Boise City city, ID	205,671	Dallas city, OR	14,583
Boone County, KY	118,811	Dallas city, TX	1,197,816
Boulder city, CO	97,385	Danville city, KY	16,218
Bowling Green city, KY	58,067	Dardenne Prairie city, MO	11,494
Brentwood city, MO	8,055	Davenport city, IA	99,685
Brentwood city, TN	37,060	Davidson town, NC	10,944
Brighton city, CO	33,352	Decatur city, GA	19,335
Bristol city, TN	26,702	Del Mar city, CA	4,161
Broken Arrow city, OK	98,850	Delray Beach city, FL	60,522
Brookfield city, WI	37,920	Denison city, TX	22,682
Brookline CDP, MA	58,732	Denver city, CO	600,158
Broomfield city, CO	55,889	Derby city, KS	22,158
Brownsburg town, IN	21,285	Des Peres city, MO	8,373
Bryan city, TX	76,201	Destin city, FL	12,305
Burien city, WA	33,313	Dorchester County, MD	32,618
Burleson city, TX	36,690	Dothan city, AL	65,496
Cabarrus County, NC	178,011	Douglas County, CO	285,465
Cambridge city, MA	105,162	Dover city, NH	29,987
Canton city, SD	3,057	Dublin city, CA	46,036
Cape Coral city, FL	154,305	Duluth city, MN	86,265
Cape Girardeau city, MO	37,941	Duncanville city, TX	38,524
Carlisle borough, PA	18,682	Durham city, NC	228,330
Carlsbad city, CA	105,328	Eagle town, CO	6,508
Cartersville city, GA	19,731	East Baton Rouge Parish, LA	440,171
Cary town, NC	135,234	East Grand Forks city, MN	8,601
Casa Grande city, AZ	48,571	East Lansing city, MI	48,579
Casper city, WY	55,316	Eau Claire city, WI	65,883
Castine town, ME	1,366	Eden Prairie city, MN	60,797
Castle Pines North city, CO	10,360	Edgerton city, KS	1,671
Castle Rock town, CO	48,231	Edina city, MN	47,941
Centennial city, CO	100,377	Edmond city, OK	81,405
Centralia city, IL	13,032	Edmonds city, WA	39,709
Chambersburg borough, PA	20,268	El Cerrito city, CA	23,549
Chandler city, AZ	236,123	El Dorado County, CA	181,058
Chanhassen city, MN	22,952	El Paso city, TX	649,121
Chapel Hill town, NC	57,233	Elk Grove city, CA	153,015
Charlotte city, NC	731,424	Elk River city, MN	22,974
Charlotte County, FL	159,978	Elko New Market city, MN	4,110
Charlottesville city, VA	43,475	Elmhurst city, IL	44,121
Chattanooga city, TN	167,674	Encinitas city, CA	59,518
Chesterfield County, VA	316,236	Englewood city, CO	30,255
Chippewa Falls city, WI	13,661	Erie town, CO	18,135
Citrus Heights city, CA	83,301	Escambia County, FL	297,619
Clackamas County, OR	375,992	Estes Park town, CO	5,858
Clarendon Hills village, IL	8,427	Fairview town, TX	7,248
Clayton city, MO	15,939	Farmington Hills city, MI	79,740
Clearwater city, FL	107,685	Fayetteville city, NC	200,564
Cleveland Heights city, OH	46,121	Fishers town, IN	76,794
Clive city, IA	15,447	Flagstaff city, AZ	65,870
Clovis city, CA	95,631	Flower Mound town, TX	64,669
College Park city, MD	30,413	Forest Grove city, OR	21,083
College Station city, TX	93,857	Fort Collins city, CO	143,986
Colleyville city, TX	22,807	Fort Smith city, AR	86,209
Collinsville city, IL	25,579	Fort Worth city, TX	741,206
Columbia city, MO	108,500	Fountain Hills town, AZ	22,489
Columbia city, SC	129,272	Franklin city, TN	62,487
Columbus city, WI	4,991	Fredericksburg city, VA	24,286
Commerce City city, CO	45,913	Fremont city, CA	214,089
Concord city, CA	122,067	Friendswood city, TX	35,805
Concord town, MA	17,668	Fruita city, CO	12,646
Cokeville city, TN	30,435	Gahanna city, OH	33,248
Coon Rapids city, MN	61,476	Gaithersburg city, MD	59,933
Copperas Cove city, TX	32,032	Galveston city, TX	47,743
Coronado city, CA	18,912	Gardner city, KS	19,123
Corvallis city, OR	54,462	Geneva city, NY	13,261
Creve Coeur city, MO	17,833	Georgetown city, TX	47,400
Cross Roads town, TX	1,563	Germantown city, TN	38,844
Crystal Lake city, IL	40,743	Gilbert town, AZ	208,453

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Gillette city, WY	29,087	La Plata town, MD.....	8,753
Glendora city, CA	50,073	La Porte city, TX	33,800
Globe city, AZ	7,532	La Vista city, NE.....	15,758
Golden Valley city, MN.....	20,371	Lafayette city, CO	24,453
Goodyear city, AZ	65,275	Laguna Beach city, CA	22,723
Grafton village, WI	11,459	Laguna Hills city, CA	30,344
Grand Blanc city, MI.....	8,276	Laguna Niguel city, CA	62,979
Grand Island city, NE	48,520	Lake Oswego city, OR	36,619
Grass Valley city, CA	12,860	Lake Zurich village, IL	19,631
Greeley city, CO	92,889	Lakeville city, MN	55,954
Green Valley CDP, AZ	21,391	Lakewood city, CO	142,980
Greenwood Village city, CO.....	13,925	Lane County, OR	351,715
Greer city, SC	25,515	Larimer County, CO.....	299,630
Guilford County, NC	488,406	Las Cruces city, NM.....	97,618
Gunnison County, CO	15,324	Las Vegas city, NV	583,756
Gurnee village, IL.....	31,295	Lawrence city, KS.....	87,643
Hailey city, ID	7,960	League City city, TX	83,560
Haines Borough, AK	2,508	Lee's Summit city, MO	91,364
Hallandale Beach city, FL.....	37,113	Lehi city, UT	47,407
Hamilton city, OH.....	62,477	Lenexa city, KS	48,190
Hanover County, VA.....	99,863	Lewis County, NY	27,087
Harrisonburg city, VA	48,914	Lincoln city, NE	258,379
Harrisonville city, MO	10,019	Lindsborg city, KS	3,458
Hayward city, CA	144,186	Littleton city, CO	41,737
Henderson city, NV	257,729	Livermore city, CA.....	80,968
Herndon town, VA.....	23,292	Lombard village, IL	43,165
High Point city, NC.....	104,371	Lone Tree city, CO	10,218
Highland Park city, IL	29,763	Longmont city, CO	86,270
Highlands Ranch CDP, CO	96,713	Longview city, TX.....	80,455
Hillsborough town, NC.....	6,087	Los Alamos County, NM.....	17,950
Holland city, MI.....	33,051	Louisville city, CO.....	18,376
Honolulu County, HI.....	953,207	Lynchburg city, VA.....	75,568
Hooksett town, NH.....	13,451	Lynnwood city, WA	35,836
Hopkins city, MN.....	17,591	Madison city, WI	233,209
Hopkinton town, MA.....	14,925	Mankato city, MN	39,309
Hoquiam city, WA	8,726	Maple Grove city, MN	61,567
Hudson city, OH.....	22,262	Maple Valley city, WA	22,684
Hudson town, CO.....	2,356	Maricopa County, AZ	3,817,117
Hudsonville city, MI.....	7,116	Maryland Heights city, MO.....	27,472
Huntersville town, NC.....	46,773	Matthews town, NC.....	27,198
Hurst city, TX.....	37,337	McAllen city, TX	129,877
Hutchinson city, MN	14,178	McDonough city, GA.....	22,084
Hutto city, TX	14,698	McKinney city, TX.....	131,117
Hyattsville city, MD	17,557	McMinnville city, OR.....	32,187
Independence city, MO.....	116,830	Medford city, OR.....	74,907
Indian Trail town, NC	33,518	Menlo Park city, CA	32,026
Indianola city, IA	14,782	Mercer Island city, WA	22,699
Iowa City city, IA	67,862	Meridian charter township, MI	39,688
Issaquah city, WA	30,434	Meridian city, ID	75,092
Jackson County, MI.....	160,248	Merriam city, KS.....	11,003
James City County, VA	67,009	Mesa County, CO	146,723
Jefferson City city, MO	43,079	Miami Beach city, FL	87,779
Jefferson County, CO	534,543	Miami city, FL	399,457
Jefferson County, NY.....	116,229	Midland city, MI	41,863
Jerome city, ID	10,890	Milford city, DE	9,559
Johnson City city, TN.....	63,152	Milton city, GA	32,661
Johnston city, IA.....	17,278	Minneapolis city, MN	382,578
Jupiter town, FL.....	55,156	Mission Viejo city, CA	93,305
Kalamazoo city, MI.....	74,262	Modesto city, CA	201,165
Kansas City city, KS.....	145,786	Monterey city, CA.....	27,810
Kansas City city, MO.....	459,787	Montgomery County, VA.....	94,392
Keizer city, OR	36,478	Monument town, CO	5,530
Kenmore city, WA	20,460	Mooresville town, NC.....	32,711
Kennedale city, TX	6,763	Morristown city, TN.....	29,137
Kennett Square borough, PA.....	6,072	Morrisville town, NC	18,576
Kettering city, OH	56,163	Moscow city, ID	23,800
Key West city, FL	24,649	Mountain Village town, CO.....	1,320
King County, WA	1,931,249	Mountlake Terrace city, WA	19,909
Kirkland city, WA.....	48,787	Muscatine city, IA	22,886
La Mesa city, CA	57,065	Naperville city, IL	141,853

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Needham CDP, MA.....	28,886	Redmond city, WA.....	54,144
New Braunfels city, TX.....	57,740	Rehoboth Beach city, DE.....	1,327
New Brighton city, MN.....	21,456	Reno city, NV.....	225,221
New Hanover County, NC.....	202,667	Reston CDP, VA.....	58,404
New Orleans city, LA.....	343,829	Richmond city, CA.....	103,701
New Smyrna Beach city, FL.....	22,464	Richmond Heights city, MO.....	8,603
Newberg city, OR.....	22,068	Rifle city, CO.....	9,172
Newport Beach city, CA.....	85,186	River Falls city, WI.....	15,000
Newport News city, VA.....	180,719	Riverdale city, UT.....	8,426
Newton city, IA.....	15,254	Riverside city, CA.....	303,871
Noblesville city, IN.....	51,969	Riverside city, MO.....	2,937
Nogales city, AZ.....	20,837	Rochester Hills city, MI.....	70,995
Norfolk city, VA.....	242,803	Rock Hill city, SC.....	66,154
Northglenn city, CO.....	35,789	Rockford city, IL.....	152,871
Novato city, CA.....	51,904	Rockville city, MD.....	61,209
Novi city, MI.....	55,224	Rogers city, MN.....	8,597
O'Fallon city, IL.....	28,281	Rolla city, MO.....	19,559
O'Fallon city, MO.....	79,329	Roselle village, IL.....	22,763
Oak Park village, IL.....	51,878	Roswell city, GA.....	88,346
Oakland Park city, FL.....	41,363	Round Rock city, TX.....	99,887
Oakley city, CA.....	35,432	Royal Oak city, MI.....	57,236
Ogdensburg city, NY.....	11,128	Saco city, ME.....	18,482
Oklahoma City city, OK.....	579,999	Sahuarita town, AZ.....	25,259
Olathe city, KS.....	125,872	Sammamish city, WA.....	45,780
Old Town city, ME.....	7,840	San Anselmo town, CA.....	12,336
Olmsted County, MN.....	144,248	San Antonio city, TX.....	1,327,407
Orland Park village, IL.....	56,767	San Carlos city, CA.....	28,406
Oshkosh city, WI.....	66,083	San Diego city, CA.....	1,307,402
Otsego County, MI.....	24,164	San Francisco city, CA.....	805,235
Overland Park city, KS.....	173,372	San Jose city, CA.....	945,942
Oviedo city, FL.....	33,342	San Juan County, NM.....	130,044
Paducah city, KY.....	25,024	San Marcos city, CA.....	83,781
Palm Coast city, FL.....	75,180	San Marcos city, TX.....	44,894
Palo Alto city, CA.....	64,403	San Rafael city, CA.....	57,713
Papillion city, NE.....	18,894	Sandy Springs city, GA.....	93,853
Park City city, UT.....	7,558	Sanford city, FL.....	53,570
Parker town, CO.....	45,297	Sangamon County, IL.....	197,465
Parkland city, FL.....	23,962	Santa Clarita city, CA.....	176,320
Pasadena city, CA.....	137,122	Santa Fe County, NM.....	144,170
Pasco city, WA.....	59,781	Santa Monica city, CA.....	89,736
Pasco County, FL.....	464,697	Sarasota County, FL.....	379,448
Pearland city, TX.....	91,252	Savage city, MN.....	26,911
Peoria city, AZ.....	154,065	Scarborough CDP, ME.....	4,403
Peoria city, IL.....	115,007	Schaumburg village, IL.....	74,227
Peoria County, IL.....	186,494	Scott County, MN.....	129,928
Petoskey city, MI.....	5,670	Scottsdale city, AZ.....	217,385
Pflugerville city, TX.....	46,936	Seaside city, CA.....	33,025
Phoenix city, AZ.....	1,445,632	SeaTac city, WA.....	26,909
Pinal County, AZ.....	375,770	Sevierville city, TN.....	14,807
Pinehurst village, NC.....	13,124	Shawnee city, KS.....	62,209
Piqua city, OH.....	20,522	Sheboygan city, WI.....	49,288
Pitkin County, CO.....	17,148	Shoreview city, MN.....	25,043
Platte City city, MO.....	4,691	Shorewood city, MN.....	7,307
Plymouth city, MN.....	70,576	Shorewood village, IL.....	15,615
Pocatello city, ID.....	54,255	Shorewood village, WI.....	13,162
Polk County, IA.....	430,640	Sioux Center city, IA.....	7,048
Port Huron city, MI.....	30,184	Sioux Falls city, SD.....	153,888
Port Orange city, FL.....	56,048	Skokie village, IL.....	64,784
Portland city, OR.....	583,776	Snellville city, GA.....	18,242
Post Falls city, ID.....	27,574	Snowmass Village town, CO.....	2,826
Prince William County, VA.....	402,002	South Kingstown town, RI.....	30,639
Prior Lake city, MN.....	22,796	South Lake Tahoe city, CA.....	21,403
Provo city, UT.....	112,488	South Portland city, ME.....	25,002
Pueblo city, CO.....	106,595	Southborough town, MA.....	9,767
Purcellville town, VA.....	7,727	Southlake city, TX.....	26,575
Queen Creek town, AZ.....	26,361	Sparks city, NV.....	90,264
Radnor township, PA.....	31,531	Spokane Valley city, WA.....	89,755
Ramsey city, MN.....	23,668	Spring Hill city, KS.....	5,437
Rapid City city, SD.....	67,956	Springboro city, OH.....	17,409
Raymore city, MO.....	19,206	Springfield city, MO.....	159,498

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Springfield city, OR	59,403	Victoria city, MN.....	7,345
Springville city, UT	29,466	Virginia Beach city, VA.....	437,994
St. Charles city, IL.....	32,974	Wake Forest town, NC.....	30,117
St. Cloud city, FL.....	35,183	Walnut Creek city, CA.....	64,173
St. Cloud city, MN	65,842	Washington County, MN	238,136
St. Joseph city, MO	76,780	Washoe County, NV	421,407
St. Louis County, MN.....	200,226	Watauga city, TX	23,497
St. Louis Park city, MN	45,250	Wauwatosa city, WI	46,396
Stallings town, NC.....	13,831	Waverly city, IA	9,874
State College borough, PA	42,034	Weddington town, NC	9,459
Sterling Heights city, MI	129,699	Wentzville city, MO.....	29,070
Sugar Grove village, IL	8,997	West Carrollton city, OH	13,143
Sugar Land city, TX.....	78,817	West Chester borough, PA.....	18,461
Summit city, NJ.....	21,457	West Des Moines city, IA.....	56,609
Summit County, UT.....	36,324	West Richland city, WA.....	11,811
Sunnyvale city, CA	140,081	Westerville city, OH.....	36,120
Surprise city, AZ.....	117,517	Westlake town, TX.....	992
Suwanee city, GA.....	15,355	Westminster city, CO.....	106,114
Tacoma city, WA.....	198,397	Weston town, MA.....	11,261
Takoma Park city, MD	16,715	Wheat Ridge city, CO	30,166
Tamarac city, FL.....	60,427	White House city, TN	10,255
Temecula city, CA	100,097	Wichita city, KS.....	382,368
Tempe city, AZ	161,719	Williamsburg city, VA.....	14,068
Temple city, TX.....	66,102	Wilmington city, NC.....	106,476
The Woodlands CDP, TX.....	93,847	Wilsonville city, OR.....	19,509
Thornton city, CO.....	118,772	Winchester city, VA	26,203
Thousand Oaks city, CA.....	126,683	Windsor town, CO.....	18,644
Tigard city, OR.....	48,035	Windsor town, CT	29,044
Tracy city, CA	82,922	Winnetka village, IL	12,187
Tualatin city, OR	26,054	Winston-Salem city, NC	229,617
Tulsa city, OK	391,906	Winter Garden city, FL.....	34,568
Twin Falls city, ID	44,125	Woodbury city, MN.....	61,961
Tyler city, TX	96,900	Woodland city, CA.....	55,468
Umatilla city, OR.....	6,906	Woodland city, WA.....	5,509
Upper Arlington city, OH.....	33,771	Wrentham town, MA	10,955
Urbandale city, IA	39,463	Yakima city, WA.....	91,067
Vail town, CO.....	5,305	York County, VA.....	65,464
Vancouver city, WA.....	161,791	Yorktown town, IN.....	9,405
Vestavia Hills city, AL	34,033		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Sunnyvale funded this research. Please contact Claire Garcia from the Communications Division, Office of the City Manager at communications@sunnyvale.ca.gov or (408) 730-7535 if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

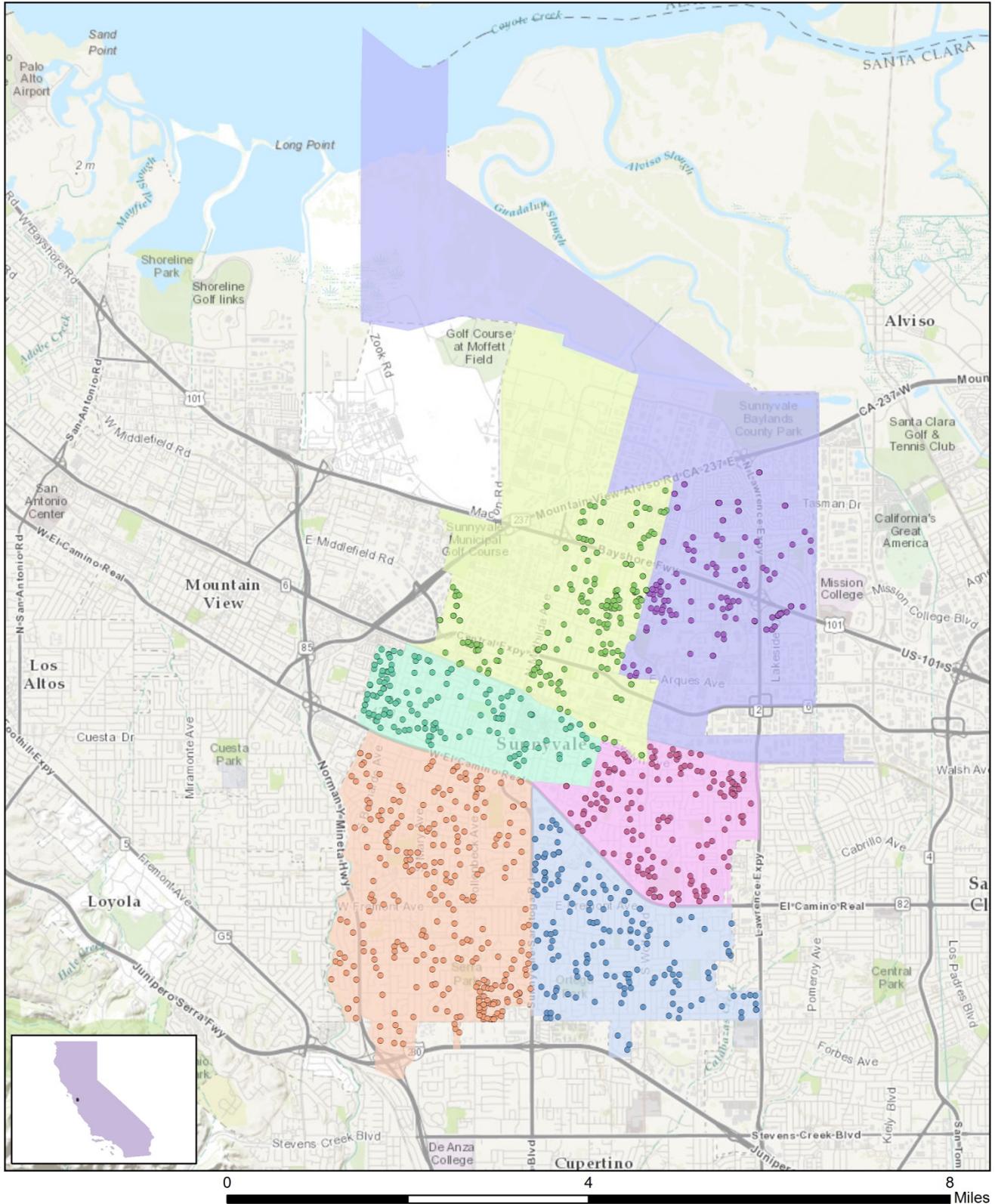
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Sunnyvale were eligible to participate in the survey. A list of all households within the zip codes serving Sunnyvale was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Sunnyvale households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Sunnyvale boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the six City Planning Districts.

To choose the 1,400 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Recipients in Sunnyvale, CA

- In Area 1 ● In Area 3 ● In Area 5 ■ Planning Area 1 ■ Planning Area 3 ■ Planning Area 5
- In Area 2 ● In Area 4 ● In Area 6 ■ Planning Area 2 ■ Planning Area 4 ■ Planning Area 6



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on April 13, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained a web address so that respondents could opt to take the survey online if they preferred. Completed surveys were collected over the following six weeks.

About 1% of the 1,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,381 households that received the survey, 309 completed the survey, providing an overall response rate of 22%. Of the 309 completed surveys, 41 were completed online. Additionally, responses were tracked by area; response rates by District ranged from 17% to 31%.

Table 73: Survey Response Rates by District

	Number mailed	Undeliverable	Eligible	Returned	Response rate
District 1	305	2	303	50	17%
District 2	221	1	220	42	19%
District 3	155	4	151	26	17%
District 4	219	8	211	46	22%
District 5	300	2	298	91	31%
District 6	200	2	198	54	27%
Overall	1,400	19	1,381	309	22%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Sunnyvale survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (309 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Sunnyvale. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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used for weighting were housing unit tenure (rent versus own), housing unit type (detached versus attached), race, ethnicity, sex and age. The results of the weighting scheme are presented in the following table.

Table 74: Sunnyvale, CA 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	52%	30%	50%
Own home	48%	70%	50%
Detached unit	46%	65%	47%
Attached unit	54%	35%	53%
Race and Ethnicity			
White	45%	57%	45%
Not white	55%	43%	55%
Not Hispanic	83%	91%	83%
Hispanic	17%	9%	17%
Sex and Age			
Female	50%	48%	51%
Male	50%	52%	49%
18-34 years of age	34%	14%	33%
35-54 years of age	39%	35%	38%
55+ years of age	26%	52%	29%
Females 18-34	16%	7%	18%
Females 35-54	19%	15%	19%
Females 55+	15%	25%	14%
Males 18-34	18%	7%	15%
Males 35-54	21%	19%	20%
Males 55+	12%	27%	15%
District			
District 1	20%	16%	19%
District 2	17%	14%	15%
District 3	11%	8%	10%
District 4	15%	15%	19%
District 5	22%	29%	23%
District 6	15%	17%	14%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Sunnyvale Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Deanna J. Santana
City Manager

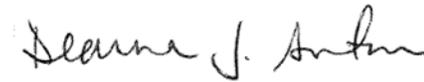
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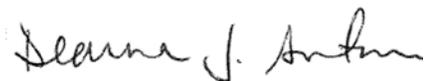
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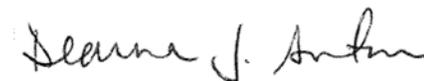
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Deanna J. Santana
City Manager



City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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Presorted
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US Postage
PAID
Boulder, CO
Permit NO.94



April 2015

Dear City of Sunnyvale Resident:

Please help us shape the future of Sunnyvale! You have been selected at random to participate in the 2015 Sunnyvale Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Sunnyvale make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/sunnyvale2015.htm

If you have any questions about the survey please call (408) 730-7535.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "Deanna J. Santana". The signature is written in a cursive style.

Deanna J. Santana
City Manager



April 2015

Dear City of Sunnyvale Resident:

Here's a second chance if you haven't already responded to the 2015 Sunnyvale Resident Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Sunnyvale! You have been selected at random to participate in the 2015 Sunnyvale Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Sunnyvale make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

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If you have any questions about the survey please call (408) 730-7535.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "Deanna J. Santana". The signature is written in a cursive style with a large initial "D".

Deanna J. Santana
City Manager

The City of Sunnyvale 2015 Resident Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Sunnyvale:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sunnyvale as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Sunnyvale as a place to raise children.....	1	2	3	4	5
Sunnyvale as a place to work.....	1	2	3	4	5
Sunnyvale as a place to visit.....	1	2	3	4	5
Sunnyvale as a place to retire.....	1	2	3	4	5
The overall quality of life in Sunnyvale	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Sunnyvale as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Sunnyvale.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Sunnyvale.....	1	2	3	4	5
Overall "built environment" of Sunnyvale (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Sunnyvale	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Sunnyvale	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Sunnyvale.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Sunnyvale to someone who asks.....	1	2	3	4	5
Remain in Sunnyvale for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Sunnyvale's commercial areas during the day.....	1	2	3	4	5	6
In Sunnyvale parks during the day	1	2	3	4	5	6
In Sunnyvale parks after dark	1	2	3	4	5	6
When driving, based on road conditions in the City of Sunnyvale.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Sunnyvale as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Sunnyvale	1	2	3	4	5
Ease of travel by public transportation in Sunnyvale.....	1	2	3	4	5
Ease of travel by bicycle in Sunnyvale	1	2	3	4	5
Ease of walking in Sunnyvale.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Sunnyvale	1	2	3	4	5
Overall appearance of Sunnyvale.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Sunnyvale as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Sunnyvale.....	1	2	3	4	5
Overall quality of business and service establishments in Sunnyvale.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Sunnyvale.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Sunnyvale.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Sunnyvale (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Sunnyvale.....	1	2
Reported a crime to the police in Sunnyvale.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of Sunnyvale (in-person, phone, email or web) for help or information.....	1	2
Contacted Sunnyvale elected officials (in-person, phone, email or web) to express your opinion.....	1	2
Read the City of Sunnyvale's mailed newsletter, <i>Quarterly Report</i>	1	2
Visited the City of Sunnyvale's website (sunnyvale.ca.gov).....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sunnyvale?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Sunnyvale recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used the Sunnyvale public library or its services.....	1	2	3	4
Participated in religious or spiritual activities in Sunnyvale.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Sunnyvale.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting.....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Sunnyvale 2015 Resident Survey

10. Please rate the quality of each of the following services in Sunnyvale:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Sunnyvale open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Sunnyvale employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Sunnyvale	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Sunnyvale government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Sunnyvale.....	1	2	3	4	5
The overall direction that Sunnyvale is taking.....	1	2	3	4	5
The job Sunnyvale government does at welcoming resident involvement	1	2	3	4	5
Overall confidence in Sunnyvale government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Sunnyvale community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Sunnyvale.....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Sunnyvale.....	1	2	3	4
Overall “built environment” of Sunnyvale (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Sunnyvale	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Sunnyvale	1	2	3	4
Sense of community.....	1	2	3	4

14. Please rate the overall quality of information available in each of the following City information sources:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City’s mailed newsletter (<i>Quarterly Report</i>).....	1	2	3	4	5
The City’s Web site (sunnyvale.ca.gov).....	1	2	3	4	5
The City’s social media channels (e.g., Facebook, Twitter, Nixle).....	1	2	3	4	5

15. In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?

- Never/0 times
- 1-2 times
- 3-4 times
- 5-6 times
- 7 or more times

16. To what degree, if at all, are code enforcement issues a problem in Sunnyvale?

- Not a problem
- Minor problem
- Moderate problem
- Major problem
- Don’t know

17. What are the top three community issues you would like to see the City focus on in the coming year?

1. _____
2. _____
3. _____

18. What are the top three City services you would like to see the City focus on in the coming year?

1. _____
2. _____
3. _____

The City of Sunnyvale 2015 Resident Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Sunnyvale.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. 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:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Sunnyvale?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Sunnyvale?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$1,000 per month \$3,000 to \$3,499 per month
 \$1,000 to \$1,499 per month \$3,500 to \$3,999 per month
 \$1,500 to \$1,999 per month \$4,000 to \$4,499 per month
 \$2,000 to \$2,499 per month \$4,500 to \$4,999 per month
 \$2,500 to \$2,999 per month \$5,000 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$150,000 to \$199,999
 \$25,000 to \$49,999 \$200,000 to \$249,999
 \$50,000 to \$99,999 \$250,000 to \$299,999
 \$100,000 to \$149,999 \$300,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502