



# CITY OF SUNNYVALE, CA 2011

Report of Geographic Subgroup Comparisons

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

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

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

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

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

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

### UNDERSTANDING THE TABLES

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

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

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (355 completed surveys). For each District (1, 2, 3, 4, 5 or 6), the margin of error rises to approximately + or - 16% since sample sizes were approximately 45 for District 1, 62 for District 2, 47 for District 3, 40 for District 4, 98 for District 5 and 46 for District 6.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")						
Please rate each of the following aspects of quality of life in Sunnyvale:	District					
	1	2	3	4	5	6
Sunnyvale as a place to live	92%	85%	99%	100%	89%	94%
Your neighborhood as a place to live	78%	64%	77%	88%	95%	92%
Sunnyvale as a place to raise children	75%	70%	83%	82%	91%	93%
Sunnyvale as a place to work	95%	78%	92%	92%	87%	72%
Sunnyvale as a place to retire	40%	49%	61%	66%	52%	63%
The overall quality of life in Sunnyvale	91%	67%	87%	96%	87%	94%

Question 2: Community Characteristics (Percent "excellent" or "good")						
Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	District					
	1	2	3	4	5	6
Sense of community	62%	53%	66%	65%	78%	78%
Openness and acceptance of the community towards people of diverse backgrounds	84%	72%	95%	93%	81%	88%
Overall appearance of Sunnyvale	73%	67%	80%	88%	78%	72%
Ease of bicycle travel in Sunnyvale	39%	71%	57%	68%	72%	56%
Ease of walking in Sunnyvale	57%	65%	71%	77%	80%	72%
Availability of affordable quality housing	32%	30%	23%	29%	17%	22%
Availability of affordable quality child care	72%	19%	33%	53%	37%	28%
Overall image or reputation of Sunnyvale	80%	73%	78%	87%	83%	80%

Question 3: Growth (Percent "too fast")						
Please rate the speed of growth in the following categories in Sunnyvale over the past 2 years:	District					
	1	2	3	4	5	6
Population growth	23%	57%	40%	54%	38%	39%
Retail growth (stores, restaurants, etc.)	13%	5%	25%	30%	16%	4%
Jobs growth	6%	12%	3%	19%	0%	5%

Question 4: Community Safety (Percent "very" or "somewhat" safe)						
Please rate how safe or unsafe you feel from the following in Sunnyvale:	District					
	1	2	3	4	5	6
Violent crime (e.g., rape, assault, robbery)	85%	81%	90%	96%	87%	85%
Property crimes (e.g., burglary, theft)	69%	69%	61%	90%	77%	77%
Environmental hazards, including toxic waste	85%	70%	75%	82%	80%	70%

Question 5: Personal Safety (Percent "very" or "somewhat" safe)						
Please rate how safe or unsafe you feel:	District					
	1	2	3	4	5	6
In your neighborhood during the day	97%	97%	99%	96%	96%	94%
In your neighborhood after dark	74%	76%	78%	76%	90%	82%
In Sunnyvale's downtown area during the day	90%	84%	100%	97%	91%	95%
In Sunnyvale's downtown area after dark	81%	60%	78%	60%	56%	64%

Questions 6 and 7: Crime Victimization and Reporting (Percent "yes")						
	District					
	1	2	3	4	5	6
During the past 12 months, were you or anyone in your household the victim of any crime?	3%	0%	9%	9%	6%	2%
If yes, was this crime (these crimes) reported to the police?	100%	.%	82%	71%	73%	0%

Question 8: Resident Behaviors (Percent at least once in past 12 months)						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Sunnyvale?	District					
	1	2	3	4	5	6
Used Sunnyvale public libraries or their services	71%	45%	92%	68%	78%	69%
Used Sunnyvale recreation centers	58%	32%	50%	48%	62%	65%
Participated in a recreation program or activity	54%	22%	51%	29%	53%	52%
Visited a neighborhood park or City park	91%	76%	92%	83%	91%	98%
Attended a meeting of local elected officials or other local public meeting	7%	12%	21%	11%	18%	20%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	10%	16%	24%	22%	22%	21%
Read Sunnyvale Newsletter	84%	84%	79%	81%	87%	92%
Volunteered your time to some group or activity in Sunnyvale	20%	13%	28%	28%	42%	28%
Visited Columbia Neighborhood Center for services, activities, or programs	10%	7%	7%	15%	16%	3%

Question 9: Neighborliness (Percent at least several times a week)							
	District						Overall
	1	2	3	4	5	6	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	23%	43%	43%	43%	41%	52%	40%

Question 10: Service Quality (Percent "excellent" or "good")						
Please rate the quality of each of the following services in Sunnyvale:	District					
	1	2	3	4	5	6
Police services	98%	81%	83%	94%	91%	75%
Fire services	93%	82%	94%	100%	95%	95%
Ambulance or emergency medical services	95%	87%	96%	100%	96%	93%
Traffic enforcement	78%	75%	78%	64%	75%	78%
Street repair	68%	61%	55%	69%	57%	48%
Street cleaning	75%	79%	60%	80%	72%	61%
Street lighting	84%	73%	63%	74%	78%	72%
Traffic signal timing	65%	52%	58%	67%	61%	72%
Garbage collection	89%	84%	81%	83%	83%	78%
Recycling	75%	86%	68%	85%	75%	87%
Storm drainage	90%	74%	68%	79%	69%	87%
Drinking water	68%	73%	72%	79%	78%	77%
Sewer services	83%	78%	72%	86%	89%	77%
City parks	85%	85%	89%	92%	92%	79%
Recreation programs or classes	84%	83%	88%	88%	86%	63%
Recreation centers or facilities	93%	71%	80%	83%	91%	69%
Animal control	64%	79%	81%	70%	74%	68%
Public library services	85%	87%	93%	87%	88%	71%
Public information services	87%	59%	70%	81%	83%	70%
Public schools	52%	52%	52%	76%	82%	68%
Cable television	67%	49%	55%	78%	71%	53%

Question 11: Government Services Overall (Percent "excellent" or "good")						
Overall, how would you rate the quality of the services provided by each of the following?	District					
	1	2	3	4	5	6
The City of Sunnyvale	92%	72%	73%	92%	89%	90%
The Federal Government	69%	28%	44%	67%	40%	31%
The State Government	65%	31%	34%	67%	37%	24%
Santa Clara County Government	70%	33%	39%	77%	57%	44%

Question 12: Contact with City Employees (Percent "yes")						
	District					
	1	2	3	4	5	6
Have you had any in-person, phone or email contact with an employee of the City of Sunnyvale within the last 12 months (including police, receptionists, planners or any others)?	18%	17%	42%	50%	47%	45%

Question 13: City Employees (Percent "excellent" or "good")						
What was your impression of the employee(s) of the City of Sunnyvale in your most recent contact?	District					
	1	2	3	4	5	6
Knowledge	62%	89%	61%	84%	89%	89%
Responsiveness	64%	79%	55%	82%	89%	93%
Courtesy	79%	75%	66%	90%	91%	93%
Overall impression	68%	79%	52%	82%	92%	89%

Question 14: Government Performance (Percent "excellent" or "good")						
Please rate the following categories of Sunnyvale government performance:	District					
	1	2	3	4	5	6
The value of services for the taxes paid to Sunnyvale	66%	48%	68%	72%	73%	57%
The overall direction that Sunnyvale is taking	77%	67%	60%	74%	64%	80%
The job Sunnyvale government does at welcoming citizen involvement	66%	43%	57%	78%	53%	61%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)						
Please indicate how likely or unlikely you are to do each of the following:	District					
	1	2	3	4	5	6
Recommend living in Sunnyvale to someone who asks	99%	92%	96%	96%	94%	98%
Remain in Sunnyvale for the next five years	79%	69%	92%	89%	88%	98%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)						
	District					
	1	2	3	4	5	6
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	32%	25%	21%	38%	26%	20%

Question 17a: Policy Question 1 (Percent "very" or "somewhat" safe)						
Please rate how safe or unsafe you feel:	District					
	1	2	3	4	5	6
In Sunnyvale parks during the day	91%	93%	94%	100%	99%	94%
In Sunnyvale parks after dark	50%	40%	52%	74%	49%	62%
When driving, based on road conditions in the City of Sunnyvale	92%	86%	84%	86%	91%	89%

Question 17b: Policy Question 2 (Percent "somewhat" or "strongly" agree)						
	District					
	1	2	3	4	5	6
To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN-15, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?	77%	95%	88%	91%	92%	96%

Question 17c: Policy Question 3 (Percent "somewhat" or "very" confident)						
	District					
	1	2	3	4	5	6
How confident, if at all, are you that your tax dollars are being spent wisely by the City of Sunnyvale?	90%	80%	84%	88%	92%	94%

Question 17d: Policy Question 4 (Percent at least once in past 12 months)						
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?	District					
	1	2	3	4	5	6
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?	99%	90%	100%	99%	97%	92%

Question 17e: Policy Question 5 (Percent at least a "minor" problem)						
To what degree, if at all, are code enforcement issues a problem for Sunnyvale?	District					
	1	2	3	4	5	6
To what degree, if at all, are code enforcement issues a problem for Sunnyvale?	18%	49%	21%	38%	16%	24%