



## Community Survey FAQs November 7, 2024

### **What is the Community Survey?**

Since 1998, the City of Cupertino has conducted a Community Survey, typically every two-three years, to get a pulse on overall resident perceptions about living in Cupertino and satisfaction with City services. This year the City has commissioned Godbe Research Associates and McGuire Research, independent research firms, to conduct the survey. For more information and to view past survey results, visit the Community Survey webpage [here](#)<sup>1</sup>. For any questions about the survey please email [communitysurvey@cupertino.gov](mailto:communitysurvey@cupertino.gov).

### **Who is this survey for? What will you do with the responses?**

This survey is for Cupertino residents only. Surveys taken via text/email will be available in English, Chinese, and Hindi. All responses will be consolidated, and the data will be presented to the City Council to help them prioritize their goals for the City of Cupertino for the next two years.

### **I received a (call/text) from a 415 area code, is this a “real/valid” survey?**

Yes, the City contracted with Godbe Research Associates and McGuire Research to conduct the survey. They are directly contacting residents, which is why the call/text came from an unfamiliar area code. If you are randomly selected and choose to participate, your individual responses are entirely confidential and will be used for research purposes only. Your data will not be sold or provided to anyone.

### **Why was I selected? Where did the City get my contact information?**

Emails and phone numbers for this survey were obtained from public records at the Registrar of Voters in Santa Clara County and the City of Cupertino. All data gathering and surveying methods are in compliance with current Federal Communications Commission (FCC) regulations and the California Consumer Protection Act. If you would like to be removed, please email [communitysurvey@cupertino.gov](mailto:communitysurvey@cupertino.gov).

### **How can I take the survey? Can I forward the invite/link to my family and friends?**

The survey participants will be selected using a scientific random sample procedure. All respondents will be directly contacted by email, text, or telephone (cell or landline). The link in the text and email invitations is unique to

---

<sup>1</sup> <https://www.cupertino.org/our-city/departments/communications/community-survey>



GODBE RESEARCH  
Gain Insight

each voter and once it has been used to access and complete a survey, the link will not allow any additional respondents to access it.