

GODBE RESEARCH
Gain Insight



City of Cupertino 2012 Community Tracking Survey

September 2012



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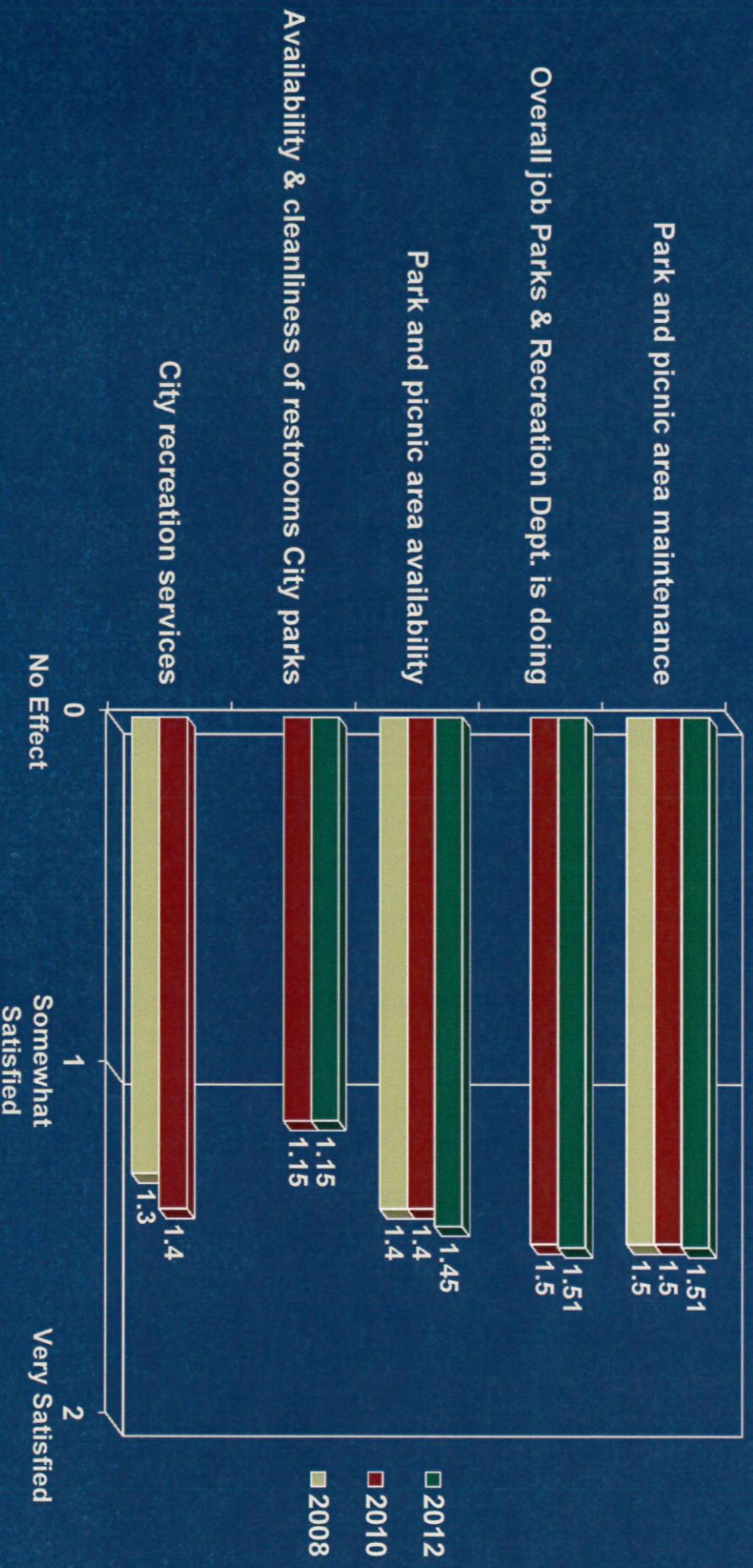
Parks and Recreation Services

Parks and Recreation Services

- A very large majority of the residents are satisfied with the services that the Cupertino Parks and Recreation Department offers.
 - Nearly 9 out of 10 residents are satisfied with the overall job the department is doing, with the park and picnic area maintenance, and with park and picnic area availability.
 - At the same time, 72.5 percent reported their satisfaction with the availability and cleanliness of restrooms in local City parks. This represents an increase of 7.5 percent from 2010.
- Cupertino residents are fairly aware of the City's ownership of Blackberry Farm.
 - Approximately 44 percent of the residents surveyed were aware that Blackberry Farm is owned by the City of Cupertino. In comparison, 29.9 percent were unsure, and another 17.3 percent thought the park is owned by a private owner, or by Santa Clara County (8.5%).
- Cupertino residents indicated a lap pool (38.8%) and a sports court (29.5%) would be best utilized by the community if added to the Cupertino Sports Center.

Q7: Satisfaction with Parks/Recreation Department

Cupertino residents remained highly satisfied with the Parks and Recreation Department, with satisfaction levels statistically identical to previous years. Specifically, at least eight out of ten residents reported being “very” or “somewhat satisfied” with the Department’s overall performance, park and picnic area availability, and park and picnic area maintenance.



Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: “Very Satisfied” = +2, “Somewhat Satisfied” = +1, “Somewhat Dissatisfied” = -1, and “Very Dissatisfied” = -2.

Q7: Satisfaction with Parks/Recreation Department

Age Comparisons (2012)

In general, the 18-to-34-year-old and 40-to-49-year-old residents were more satisfied with the overall job the Cupertino Parks and Recreation Department is doing, with total satisfaction at 93.2 percent and 91.3 percent, respectively. Further, those residents ages 50 to 64 expressed the highest levels of “very satisfied” for the availability and cleanliness of restrooms in City parks at 55.9 percent.

	Age					
	18-29	30-39	40-49	50-64	65+	
n=402						
The overall job the Cupertino Parks and Recreation Department is doing	Very satisfied	64.9%	61.7%	71.4%	56.7%	52.7%
	Somewhat satisfied	28.3%	25.5%	19.9%	31.6%	25.1%
	Somewhat dissatisfied	3.9%	3.7%	6.0%	2.8%	4.3%
	Very dissatisfied	.0%	1.6%	.0%	2.1%	5.9%
	DK/NA	2.9%	7.5%	2.7%	6.9%	12.0%
	Very satisfied	44.2%	60.3%	52.1%	57.2%	45.3%
Park and picnic area availability	Somewhat satisfied	43.4%	35.7%	41.0%	21.3%	27.6%
	Somewhat dissatisfied	4.5%	2.4%	3.7%	6.4%	5.1%
	Very dissatisfied	1.1%	1.6%	.0%	1.4%	.0%
	DK/NA	6.8%	.0%	3.3%	13.7%	22.0%
	Very satisfied	56.6%	54.2%	59.4%	66.6%	52.9%
	Somewhat satisfied	39.5%	34.4%	36.3%	19.8%	23.4%
Park and picnic area maintenance	Somewhat dissatisfied	1.1%	9.0%	1.7%	3.9%	7.4%
	Very dissatisfied	.0%	.0%	.7%	1.8%	.9%
	DK/NA	2.9%	2.4%	1.9%	7.9%	15.4%
	Very satisfied	33.5%	29.7%	46.5%	55.9%	30.2%
	Somewhat satisfied	36.5%	40.2%	33.6%	24.6%	23.5%
	Somewhat dissatisfied	9.4%	10.3%	6.9%	2.9%	12.2%
The availability and cleanliness of restrooms in local City parks	Very dissatisfied	2.7%	3.7%	7.4%	6.1%	.0%
	DK/NA	17.9%	16.1%	5.5%	10.5%	34.1%

Q7: Satisfaction with Parks/Recreation Department

Ethnicity Comparisons (2012)

Overall, the various ethnic groups gave similar marks for each of the Park and Recreation Department areas probed in the survey. Although not statistically significant, the Asian-Indian residents gave the highest satisfaction ratings for the job the Parks and Recreation Department is doing, with total satisfaction at 90.4 percent.

n=402		Caucasian	Chinese	Asian Indian	Other
The overall job the Cupertino Parks and Recreation Department is doing	Very satisfied	58.0%	57.4%	64.0%	72.4%
	Somewhat satisfied	29.5%	26.3%	26.4%	20.3%
	Somewhat dissatisfied	1.5%	5.6%	6.7%	3.4%
	Very dissatisfied	.6%	2.9%	.0%	2.6%
	DK/NA	10.4%	7.8%	3.0%	1.4%
Park and picnic area availability	Very satisfied	56.1%	45.6%	52.4%	58.3%
	Somewhat satisfied	24.0%	37.1%	39.4%	33.6%
	Somewhat dissatisfied	5.8%	4.0%	4.8%	3.1%
	Very dissatisfied	1.1%	.0%	.0%	.8%
	DK/NA	12.9%	13.3%	3.4%	4.2%
Park and picnic area maintenance	Very satisfied	61.6%	52.7%	56.5%	66.0%
	Somewhat satisfied	22.9%	34.0%	34.1%	31.0%
	Somewhat dissatisfied	2.4%	4.3%	7.4%	2.7%
	Very dissatisfied	1.5%	1.2%	.0%	.0%
	DK/NA	11.5%	7.8%	1.9%	.3%
The availability and cleanliness of restrooms in local City parks	Very satisfied	39.4%	41.1%	31.7%	56.4%
	Somewhat satisfied	24.5%	36.1%	42.8%	20.9%
	Somewhat dissatisfied	7.6%	6.9%	6.8%	9.0%
	Very dissatisfied	2.1%	5.2%	7.4%	3.8%
	DK/NA	26.5%	10.7%	11.2%	10.0%

Q7: Satisfaction with Parks/Recreation Department

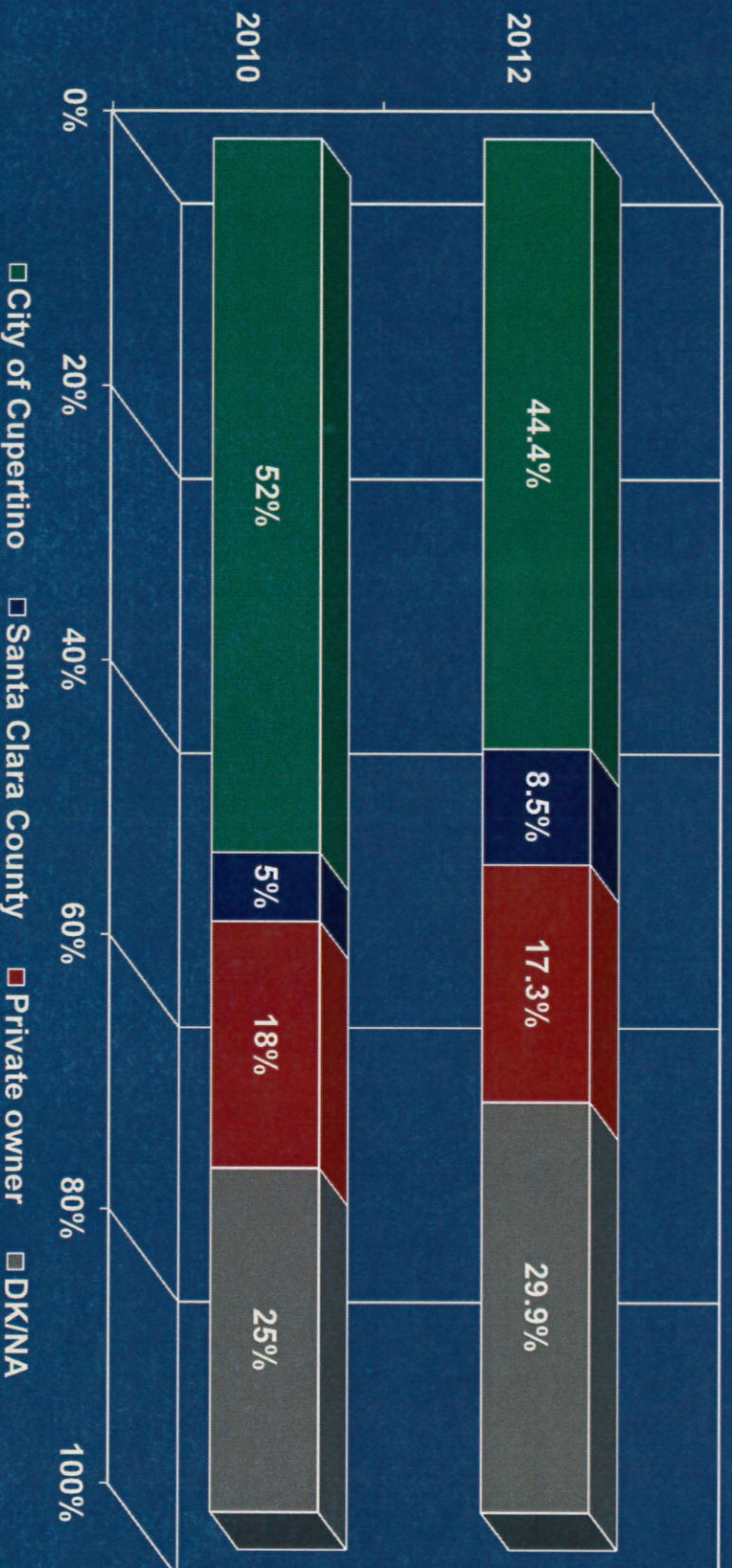
Length of Residence Comparisons (2012)

In general, those residents who have lived in Cupertino less than one year tended to give lower marks to the Parks and Recreation Department. Specifically, residents that have lived in Cupertino for a year or more indicated significantly higher levels of satisfaction with park and picnic area maintenance and the overall job the Parks and Recreation Department is doing.

	n=402	Years Lived in Cupertino						
		<1	1-3	4-9	10-15	16-25	26+	DK/NA
Park and picnic area availability		1.62	1.36	1.63	1.46	1.44	1.24	1.00
The overall job the Cupertino Parks and Recreation Department is doing		.11	1.61	1.76	1.36	1.62	1.33	1.00
The availability and cleanliness of restrooms in local City parks		-.18	.80	1.17	1.19	1.18	1.25	1.00
Park and picnic area maintenance		-.19	1.21	1.56	1.59	1.56	1.46	1.00

Q8: Blackberry Farm Ownership Awareness

Next, the survey respondents were asked who they thought was the owner of Blackberry Farm. When compared with the 2010 survey results, there has been a small reduction in the number of residents who were aware that the park is owned and run by the City of Cupertino, and a slight increase in those responding "don't know/no answer." The levels of those responding that they thought Blackberry Farm was owned by Santa Clara County or a private owner remained statistically the same as the 2010 results.



Q8: Blackberry Farm Ownership Awareness Gender and Age Comparisons (2012)

The table below shows ownership awareness levels broken down by gender and age groups. Women tended to be significantly more aware that Blackberry Farm is owned by the City, whereas significantly more men believed the property is privately owned. In addition, residents ages 50 to 64 tended to be more aware that Blackberry Farm is owned by the City, while significantly more of the younger residents ages 18 to 29 responded that it was privately owned.

n=402	Gender		Age				
	Male	Female	18-29	30-39	40-49	50-64	65+
City of Cupertino	38.0%	50.4%	39.2%	26.4%	40.8%	60.4%	48.9%
Santa Clara County	8.5%	8.4%	2.4%	10.9%	10.4%	8.8%	7.2%
Private owner	25.3%	9.8%	41.4%	18.7%	14.1%	10.8%	12.2%
DK/NA	28.3%	31.4%	17.0%	44.0%	34.6%	20.0%	31.7%

Q9: Support for Improvements at Cupertino Sports Center (2012)

The residents were next asked to indicate which of three potential improvements to the Cupertino Sports Center they felt would be best utilized by the community as a whole. The highest scoring improvement was the addition of a lap pool at 38.8 percent, followed by a sports court for badminton and basketball at 29.5 percent. The tennis court option trailed the other two at 9.6 percent. However, a significant number of residents, 13.8 percent, did not render an opinion.

