



# Sunnyvale, CA

## The National Community Survey

Report of Results  
2023

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Sunnyvale. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 392 residents of the City of Sunnyvale collected from July 20th, 2023 to August 31st, 2023. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2023 survey was 13%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Sunnyvale.



## How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five 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. In each tab, 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 (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Sunnyvale’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Sunnyvale’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered after the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to or during the pandemic. This may impact how your City’s 2023 ratings compare to other communities’ ratings from the past five years.

### Trends over time

Trend data for Sunnyvale represent important comparison data and should be examined for improvements or declines\*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than eight percentage points between the 2021 and 2023 surveys, the change is statistically significant.

\* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting survey recipients

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 from Go-Dog Direct 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. Addresses located outside of the City of Sunnyvale boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the six areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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 introduction of the survey.

### Conducting the survey

The 3,000 randomly selected households received mailings beginning on July 20th, 2023 and the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The third and final mailing was a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 2% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,937 households that received the invitations to participate, 392 completed the survey, providing an overall response rate of 13%. The response rate was calculated using AAPOR’s response rate #2\* for mailed surveys of unnamed persons.

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. The margin of error for the City of Sunnyvale survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (392 completed surveys).

## Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Sunnyvale. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	13%	36%	36%
	35-54	31%	35%	35%
	55+	56%	28%	28%
Area	Area 1	20%	14%	14%
	Area 2	14%	16%	16%
	Area 3	16%	16%	16%
	Area 4	16%	18%	18%
	Area 5	16%	19%	19%
	Area 6	18%	18%	18%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish ..	91%	85%	85%
	Yes, I consider myself to be of Hispanic, La..	9%	15%	15%
Housing tenure	Own	71%	45%	45%
	Rent	29%	55%	55%
Housing type	Attached	47%	62%	62%
	Detached	53%	38%	38%
Race & Hispanic origin	Not white alone	54%	69%	69%
	White alone, not Hispanic or Latino	46%	31%	31%
Sex	Man	58%	52%	52%
	Woman	42%	48%	48%
Sex/age	Man 18-34	8%	20%	20%
	Man 35-54	20%	19%	19%
	Man 55+	30%	14%	14%
	Woman 18-34	5%	16%	16%
	Woman 35-54	11%	16%	16%
	Woman 55+	26%	15%	15%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. 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/good, very safe/somewhat safe, essential/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 the tab “Complete data”. 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.

## Contact

The City of Sunnyvale funded this research. Please contact Jacqueline Guzman of the City of Sunnyvale at [JGuzman@sunnyvale.ca.gov](mailto:JGuzman@sunnyvale.ca.gov) if you have any questions about the survey.

## Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and for some survey items they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-validity>

\* See AAPOR’s Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>

\* Targets come from the 2020 Census and 2022 American Community Survey

## Key Findings

### **Sunnyvale residents continue to experience a high quality of life and praise the city's efforts toward inclusivity.**

Items relating to the quality of life in Sunnyvale received positive marks on par with the City's 2021 survey results and with comparison communities across the nation. A strong majority of residents gave high ratings to Sunnyvale as a place to live (91% excellent or good), Sunnyvale as a place to raise children (83%), the overall quality of life in the city (83%), and the overall image or reputation of Sunnyvale (82%). A similar proportion would recommend living in Sunnyvale to someone who asked (90% somewhat or very likely), and also planned to remain in Sunnyvale for the next 5 years (85%).

Notably, residents also praised inclusivity in Sunnyvale. Residents gave higher-than-average marks to the Sunnyvale community for valuing/respecting residents from diverse backgrounds (88% excellent or good) and attracting people from diverse backgrounds (80%), as well as for its openness and acceptance toward people of diverse backgrounds (77%). While similar to the national benchmarks, about three-quarters of residents also offered excellent or good ratings to Sunnyvale for making all residents feel welcome.

### **Safety in Sunnyvale remains a community strength and priority.**

When asked about aspects of the community the City should focus on in the next two years, 9 in 10 residents responded that the overall feeling of safety was essential or very important. A strong proportion of survey participants positively rated the quality of the overall feeling of safety in Sunnyvale (80% excellent or good), which was similar to the national average. Nearly all residents reported feeling very or somewhat safe in their neighborhood during the day (95%), as well as in Sunnyvale's downtown/commercial area during the day (90%). About 8 in 10 also reported feeling safe from violent crime and fire, flood, and other natural disasters, while nearly 7 in 10 felt safe from property crime. These ratings were all similar to those received in 2021.

Evaluations for safety-related services in Sunnyvale also remained similar to the benchmarks and stable with the City's previous results. About 9 in 10 residents gave high marks to fire services and ambulance or emergency medical services, while nearly 8 in 10 gave high marks to police services.

### **Despite high usage rates for alternate modes of transportation, mobility may be a possible area focus area for the City.**

About 8 in 10 residents gave high ratings of importance to the overall transportation system in Sunnyvale. However, a lower proportion of residents positively rated the quality of Sunnyvale's transportation system (48% excellent or good), suggesting that this facet is an area of priority for residents. Additionally, in a custom question posed by the City asking residents to select the top three issues they felt Sunnyvale should focus on in the coming year, a significant portion selected bicycle and pedestrian safety (33%) as well as traffic (31%). This said, most items within the facet of mobility were positively rated. Evaluations for the ease of travel by car exceeded the national benchmark, with 86% offering favorable scores. Roughly three-quarters of respondents were pleased with street lighting and street cleaning, in line with comparison communities. About 6 in 10 residents approved of the ease of public parking, the ease of walking, traffic enforcement, and sidewalk maintenance. Approximately half positively viewed the ease of travel by bicycle and street repair services, while slightly fewer (less than 4 in 10) felt favorably about the city's bus or transit services and the ease of travel by public transportation.

It is worth noting that the Sunnyvale community exhibits a strong utilization of alternate modes of transportation. Residents reported much higher than average rates for using public transportation instead of driving (44%) and having carpooled with other adults or children instead of driving alone (66%) in the past year. Similarly, above-average rates were also reported for residents who had walked or biked instead of driving within the past year (77%).

### **Sunnyvale's economy is strong, though residents show concern for affordability.**

The economy is a bright spot for Sunnyvale, with many items in this facet receiving higher scores than the national benchmark comparisons. Residents gave above-average ratings to Sunnyvale as a place to work (87% excellent or good), the city's overall economic health (85%), variety of business and service establishments in Sunnyvale (76%), employment opportunities (75%), and economic development (72%). Each of these remained in line with results from the previous iteration of The NCS in Sunnyvale. About 8 in 10 also positively evaluated the overall quality of business and service establishments, while more than half felt favorably toward the vibrancy of Sunnyvale's downtown and commercial areas as well as the city's shopping opportunities. Each of these were similar to the national benchmarks.

However, consistent with trends seen in many other communities across the nation, Sunnyvale residents are apprehensive of their personal economic outlook and show concern with the general cost of living. When asked about the impact the economy would likely have on their family income in the next 6 months, about 3 in 10 participants indicated that they believed the impact would be very or somewhat positive. Residents offered below-average ratings for the cost of living (17% excellent or good) and the availability of affordable quality housing (15%). Additionally, in a custom question, 59% of residents identified housing affordability as one of the top three community priorities that they would like the City to focus on in the coming year. Of the items asked in this question, housing affordability was the most identified focus area by Sunnyvale residents

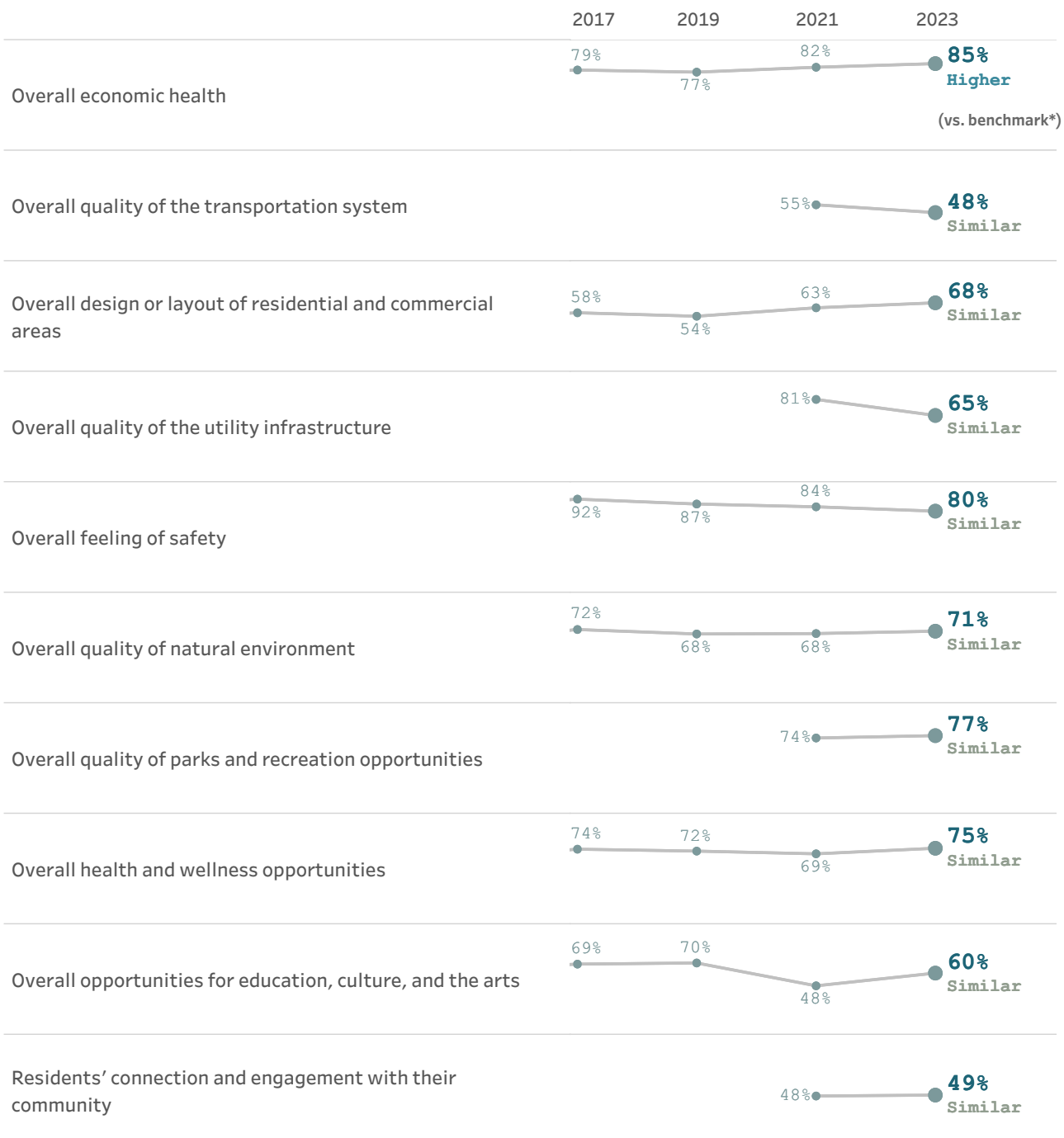


## Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

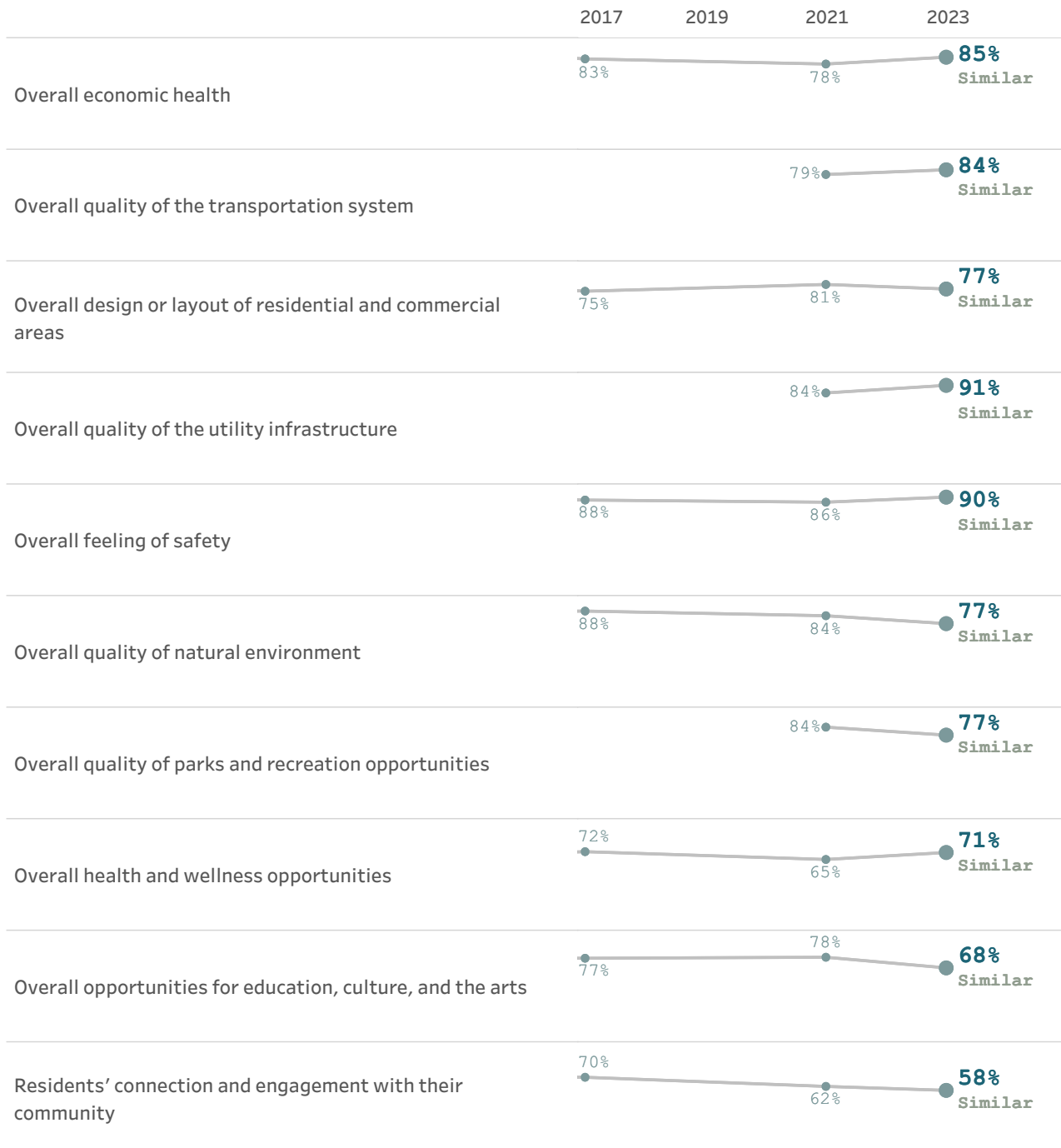
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)



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 or very important)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

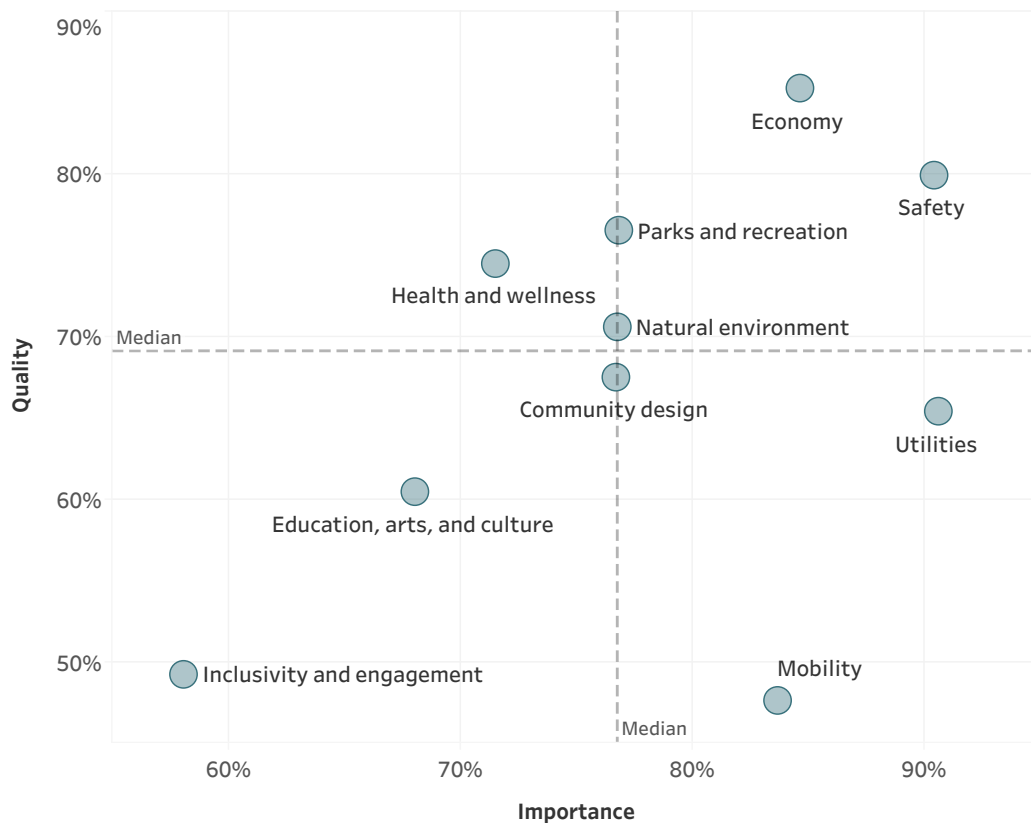
## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 69% or more of respondents were considered of “higher quality” and those with ratings lower than 69% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 77% or more of respondents. Services were rated as “less important” if they received a rating of less than 77%. This classification uses the median ratings for quality and importance to divide the services in half.

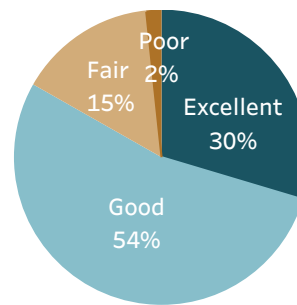
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



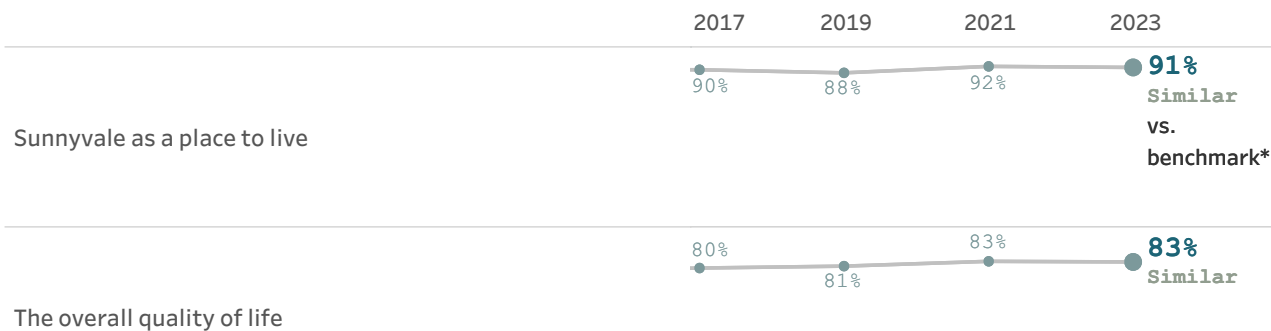
## Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Sunnyvale, 2023



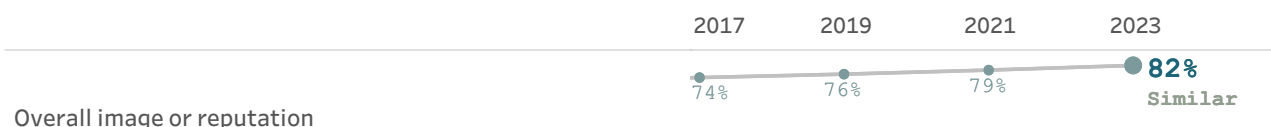
Please rate each of the following aspects of quality of life in Sunnyvale.  
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.  
(% very or somewhat likely)



Please rate each of the following in the Sunnyvale community.  
(% excellent or good)

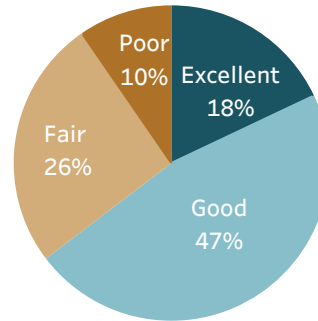


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

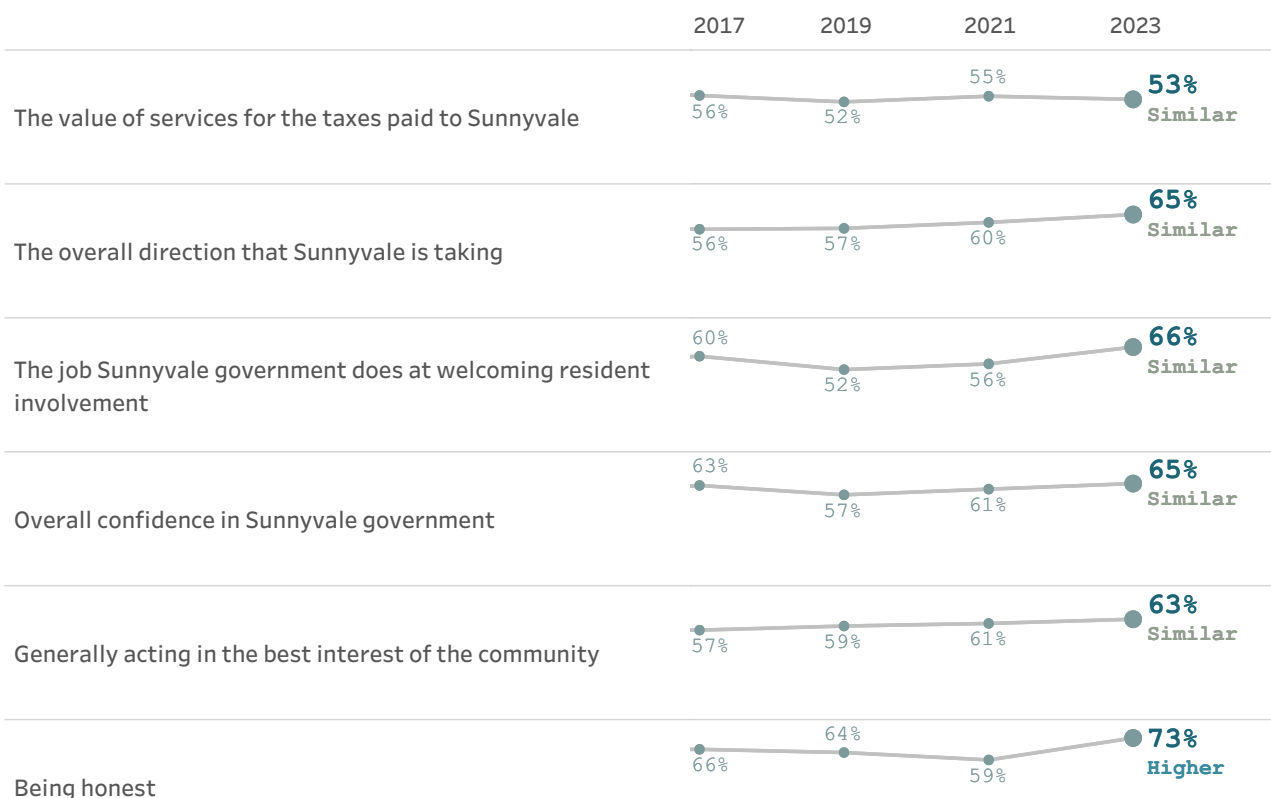
Overall confidence in Sunnyvale government, 2023

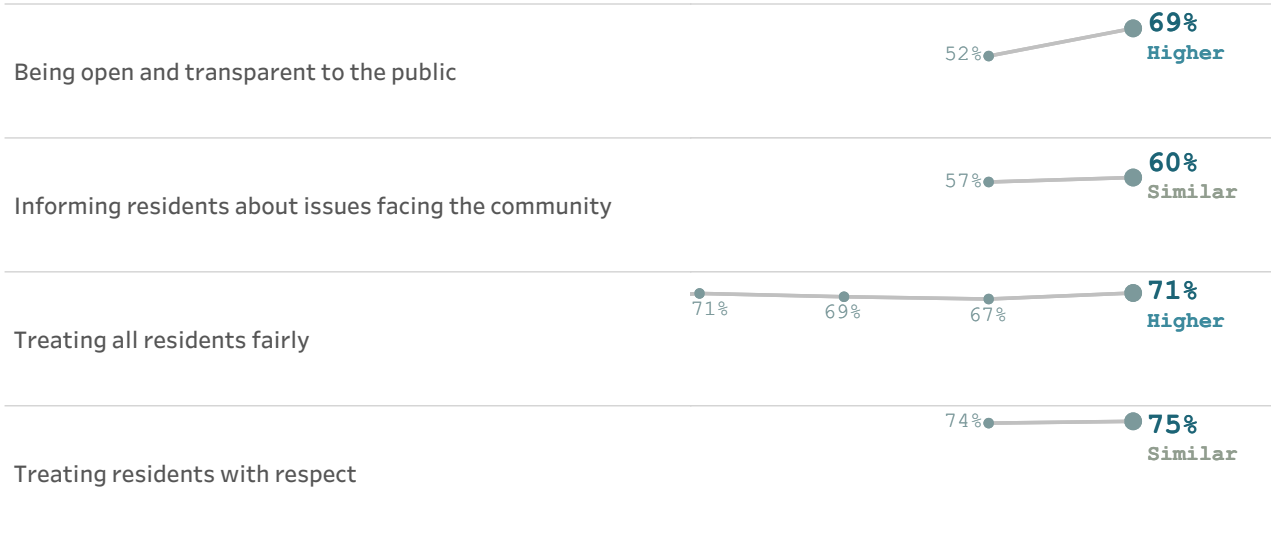


Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)

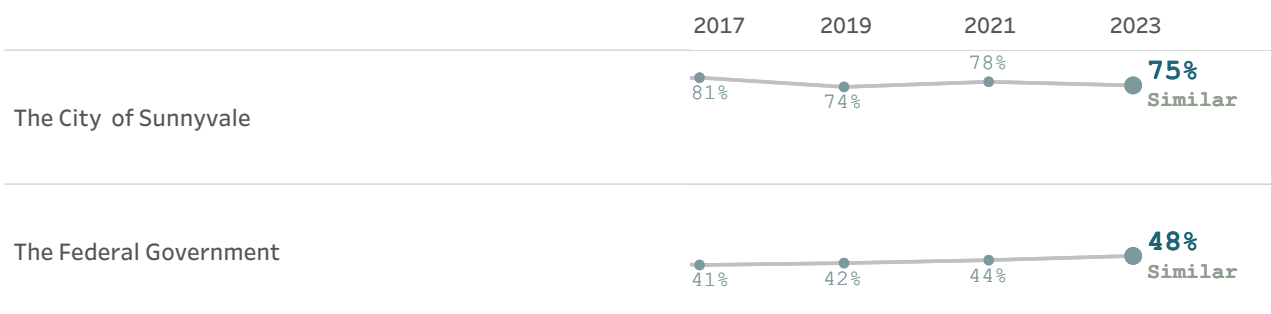


Please rate the following categories of Sunnyvale government performance.  
(% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?**  
(% excellent or good)

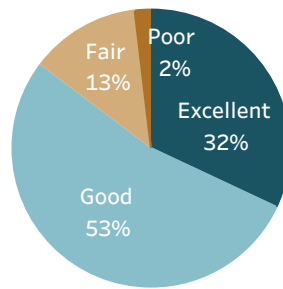


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

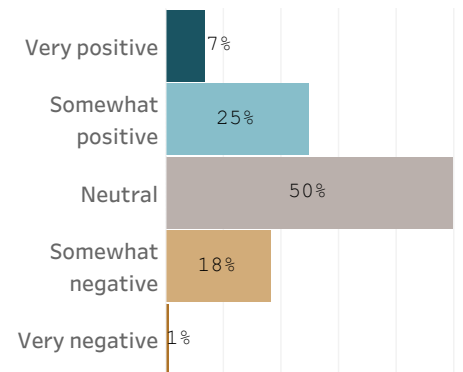
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

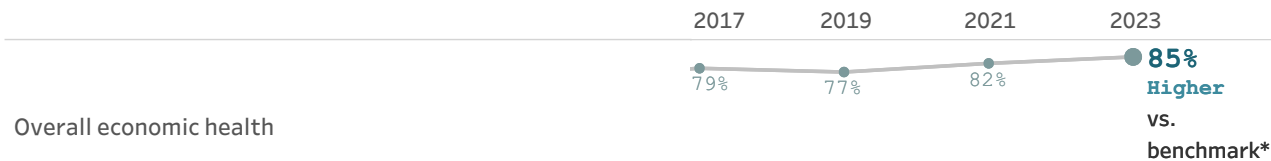
Overall economic health of Sunnyvale, 2023



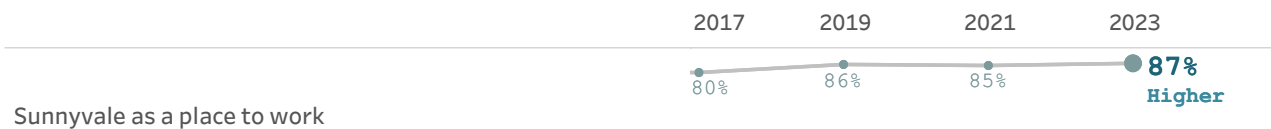
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



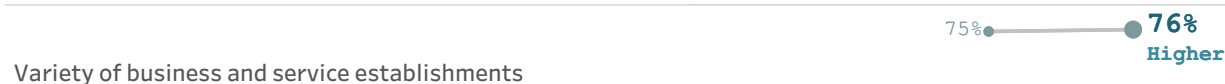
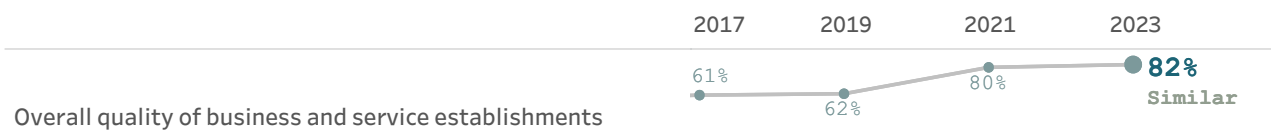
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)



Please rate each of the following aspects of quality of life in Sunnyvale.  
(% excellent or good)



Please rate each of the following in the Sunnyvale community.  
(% excellent or good)



Employment opportunities



Shopping opportunities

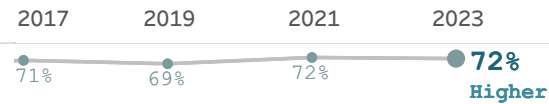


Cost of living



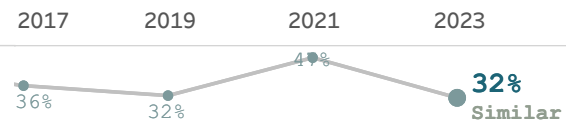
Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)

Economic development



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 or somewhat positive)

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:



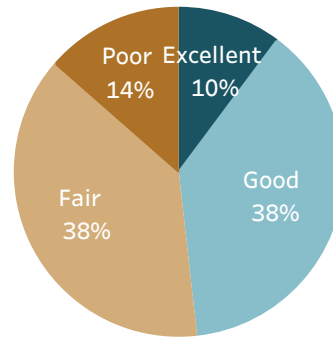
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



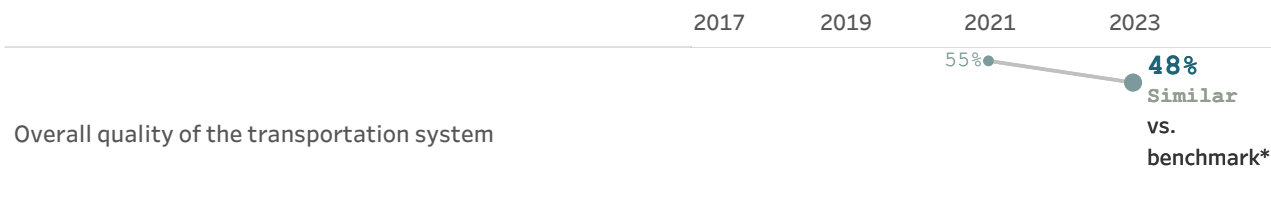
## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

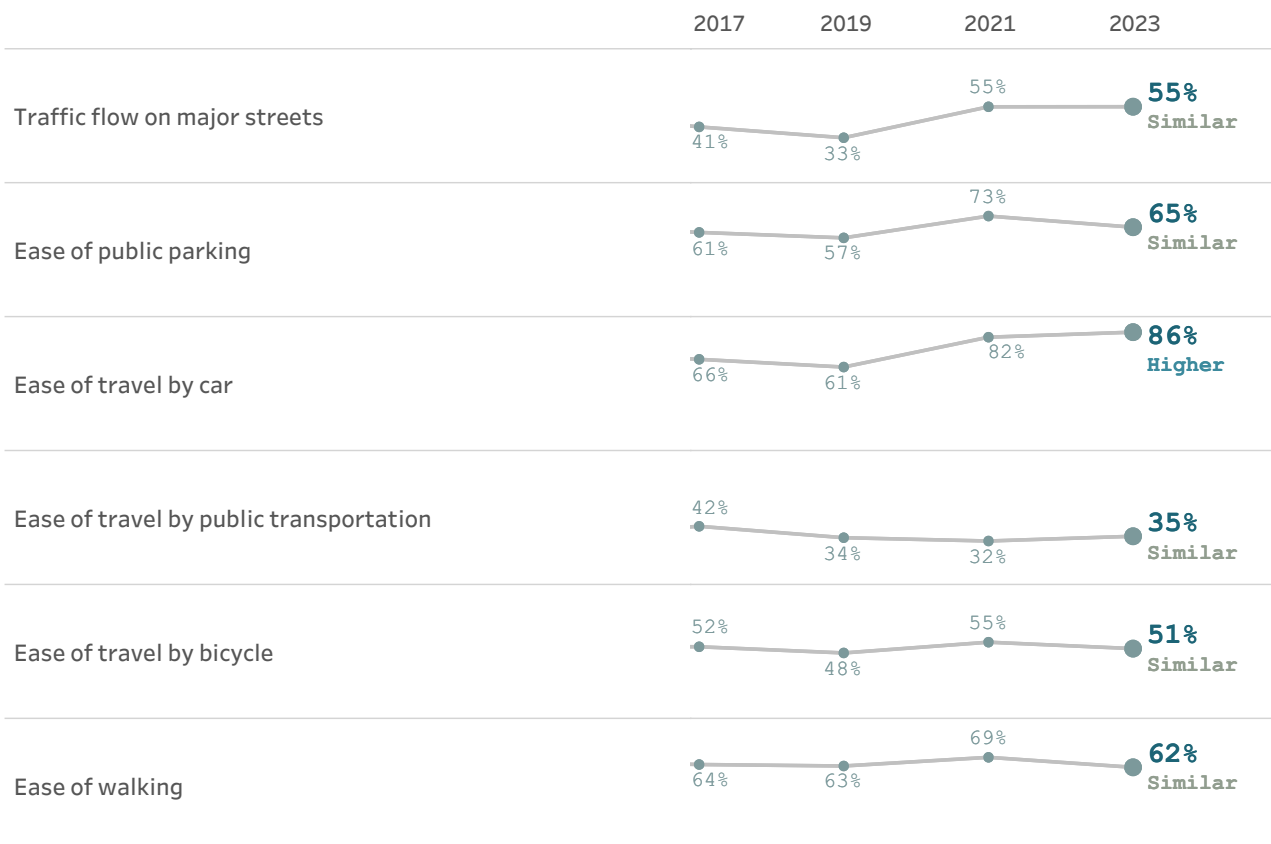
Overall quality of the transportation system in Sunnyvale, 2023



Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)

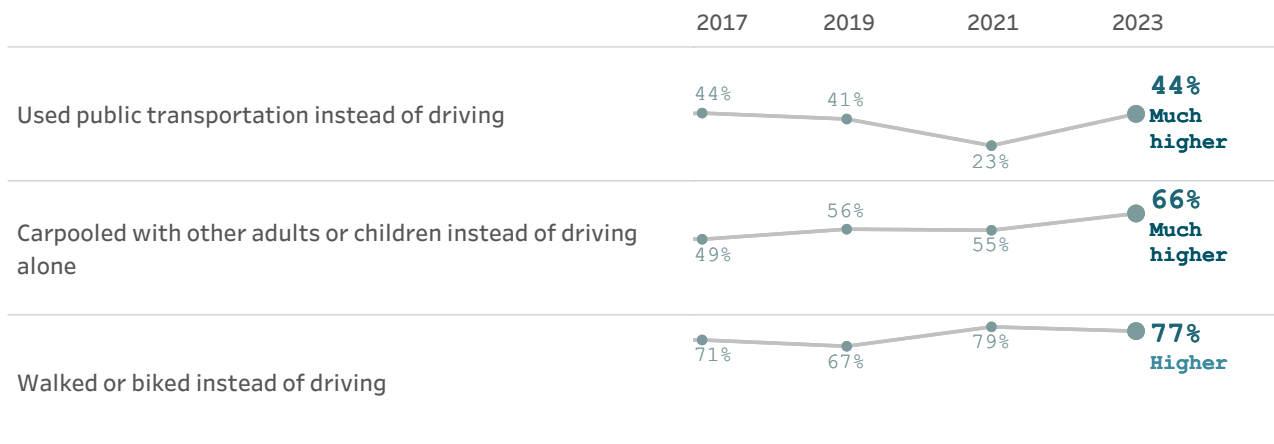


Please also rate each of the following in the Sunnyvale community.  
(% excellent or good)



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

(% yes)



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

(% excellent or good)

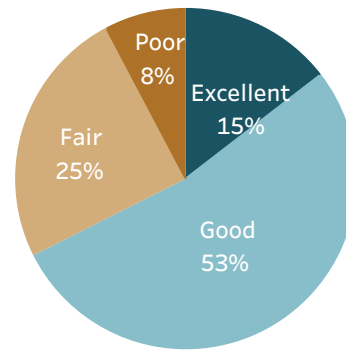


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

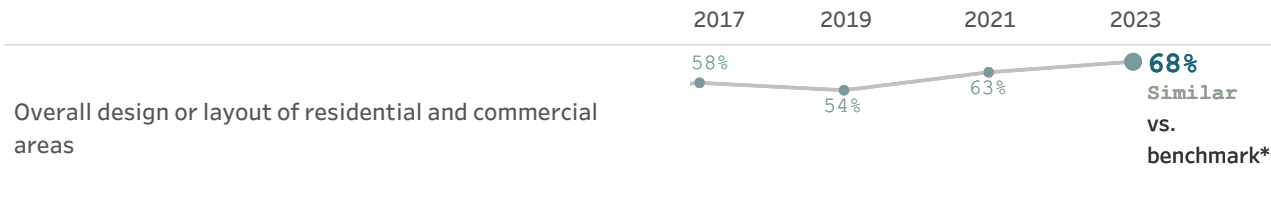
Overall design or layout of  
Sunnyvale's residential and  
commercial areas, 2023

## Community design

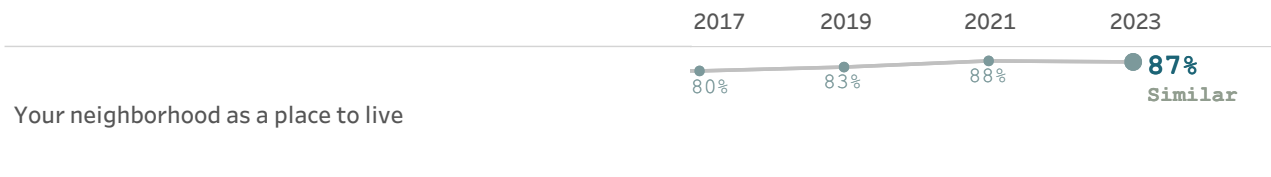
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)

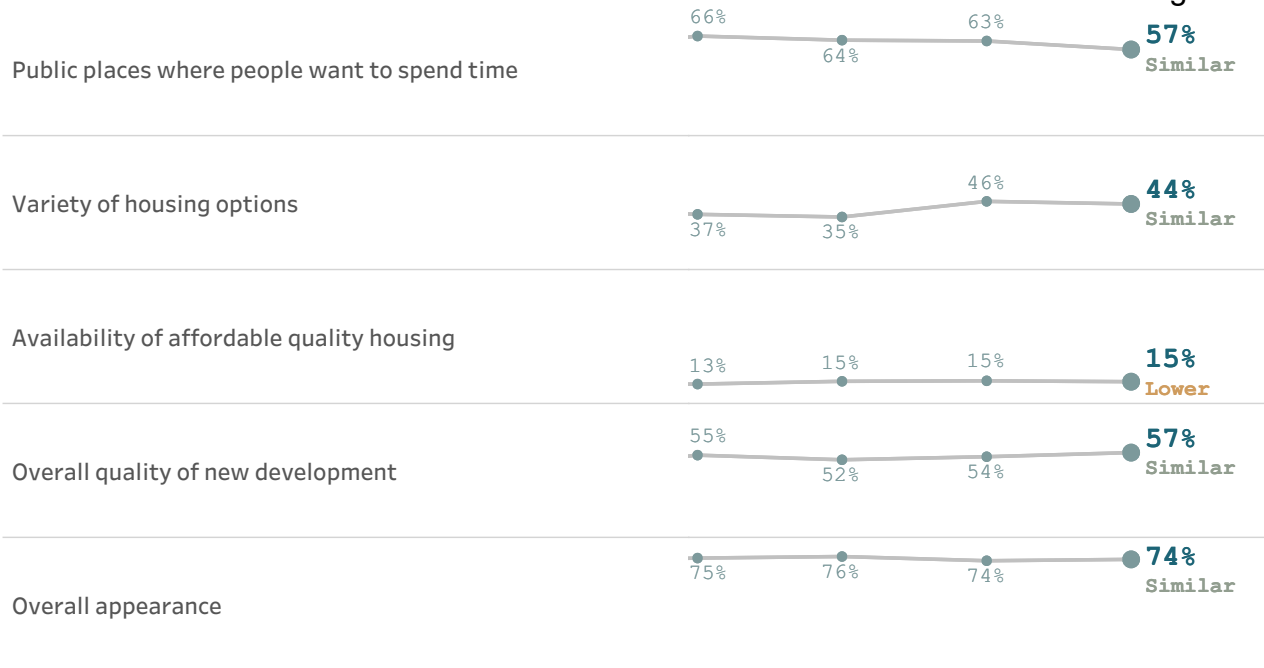


Please rate each of the following aspects of quality of life in Sunnyvale.  
(% excellent or good)

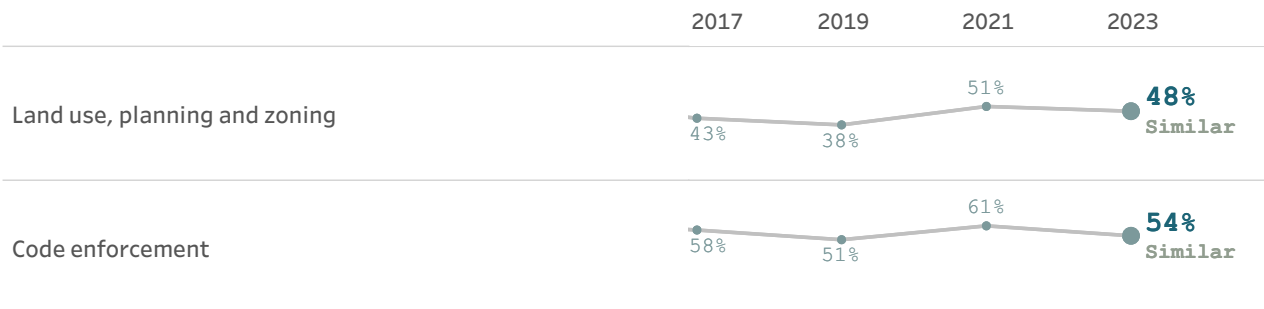


Please also rate each of the following in the Sunnyvale community.  
(% excellent or good)





Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)

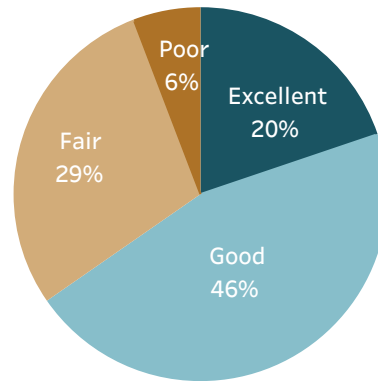


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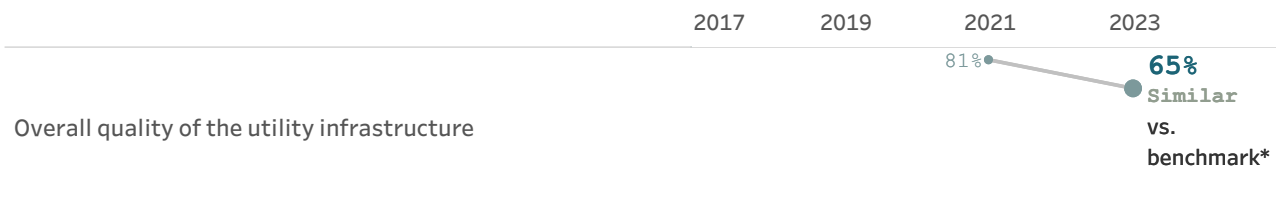
## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

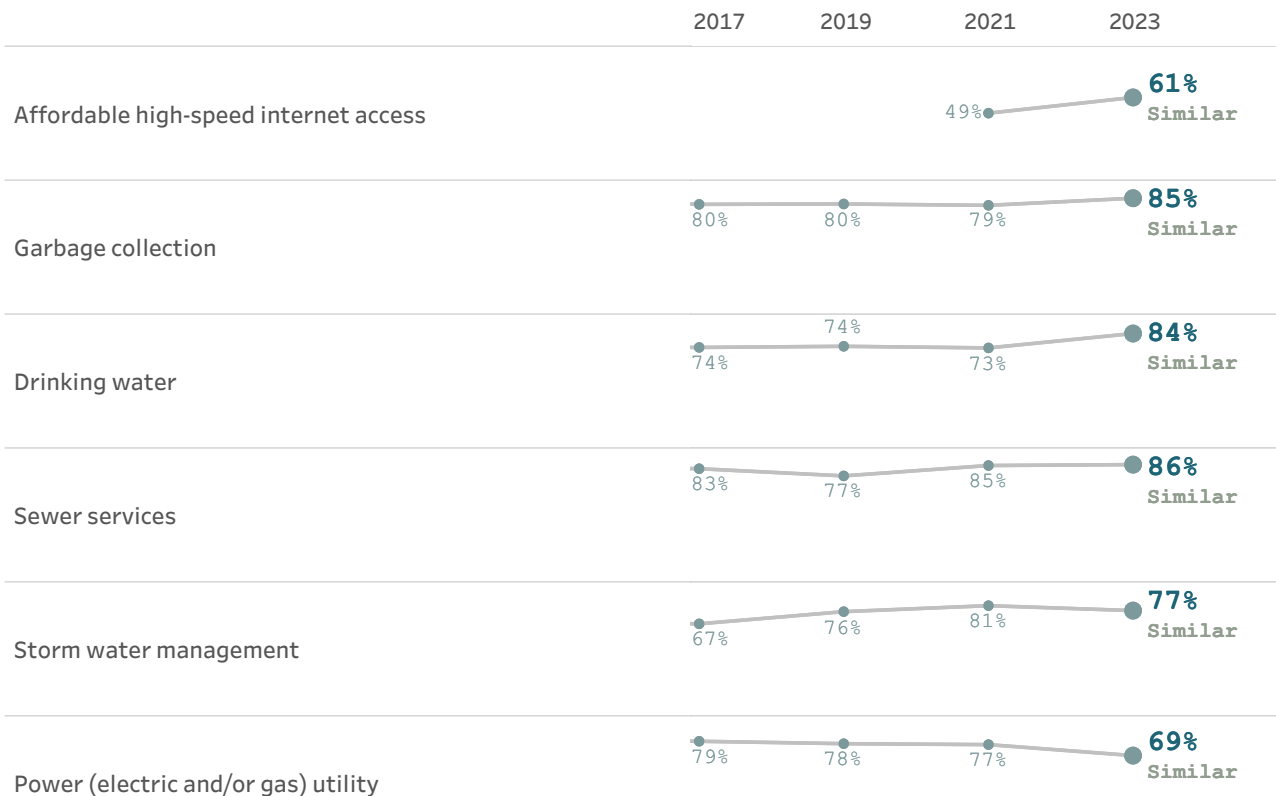
Overall quality of the utility infrastructure in Sunnyvale, 2023

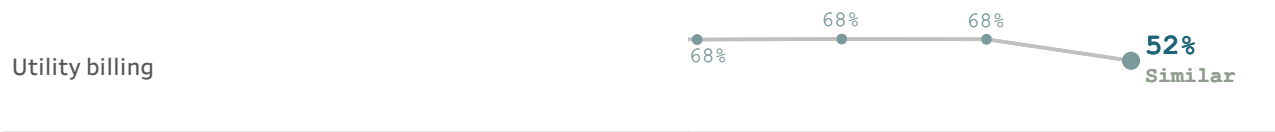


Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)



Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)



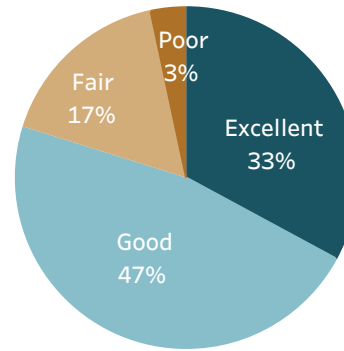


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

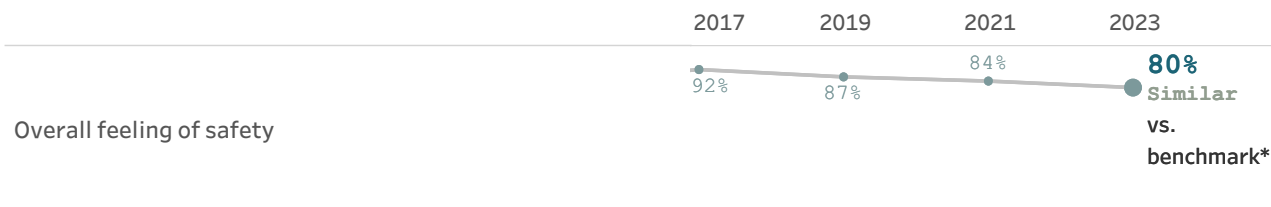
## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

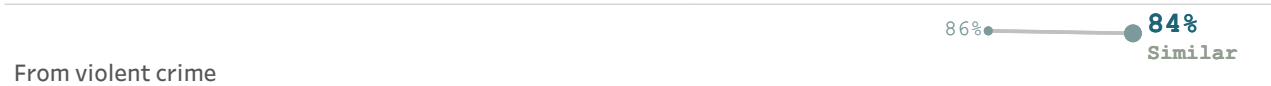
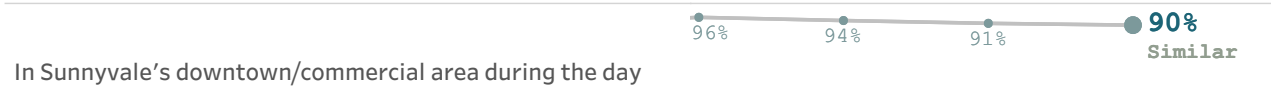
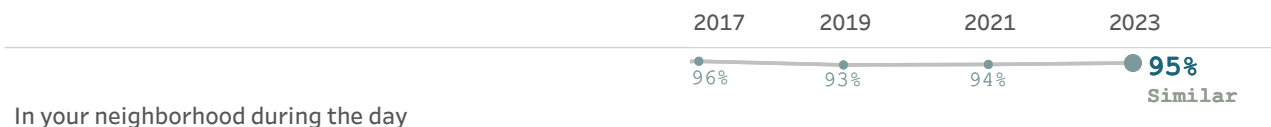
Overall feeling of safety in  
Sunnyvale, 2023



Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)



Please rate how safe or unsafe you feel:  
(% very or somewhat safe)



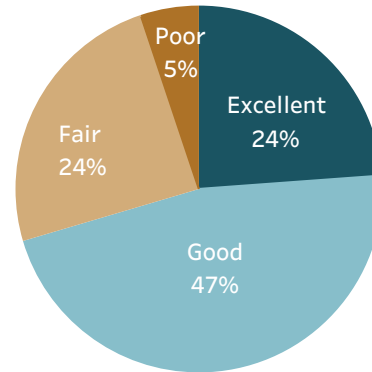
Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



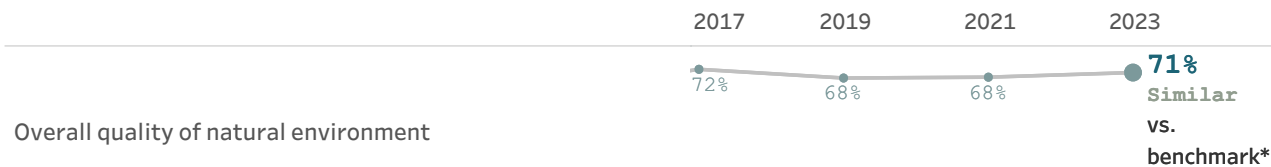
Overall quality of natural  
environment in Sunnyvale, 2023



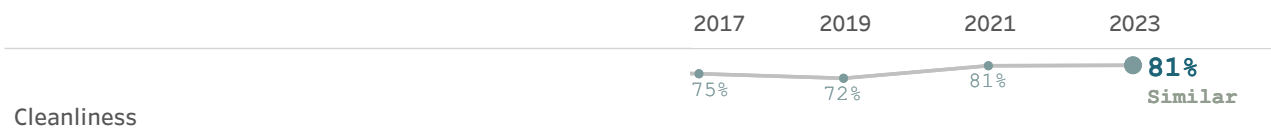
## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

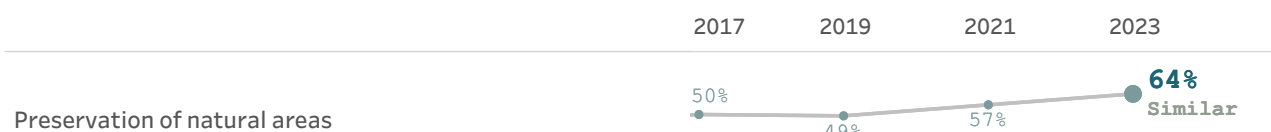
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)

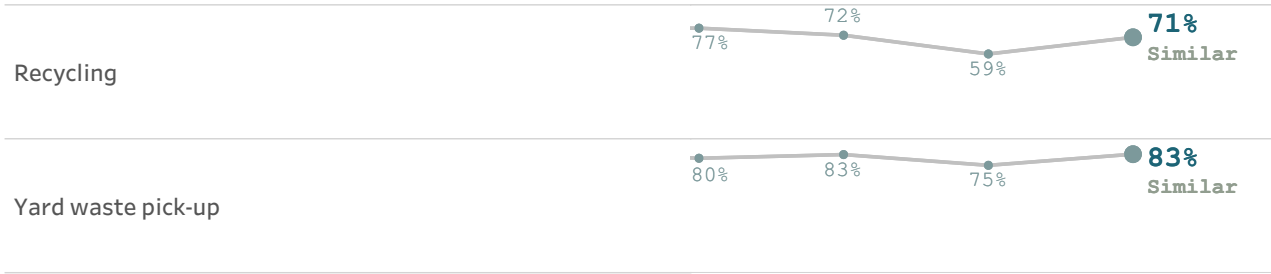


Please also rate each of the following in the Sunnyvale community.  
(% excellent or good)



Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)





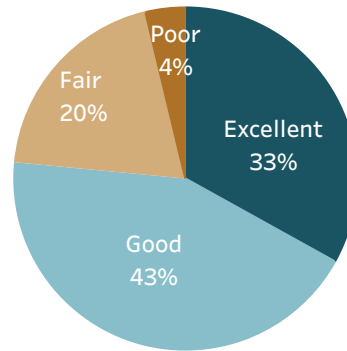
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and  
recreation opportunities, 2023

## Parks and recreation

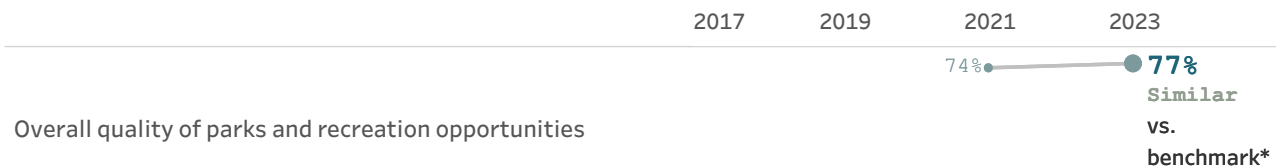
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association



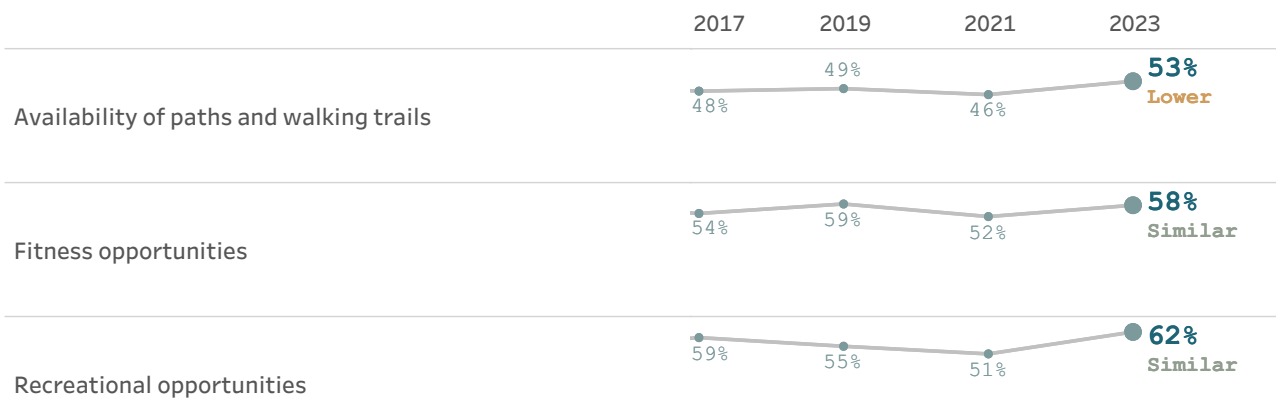
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.

(% excellent or good)



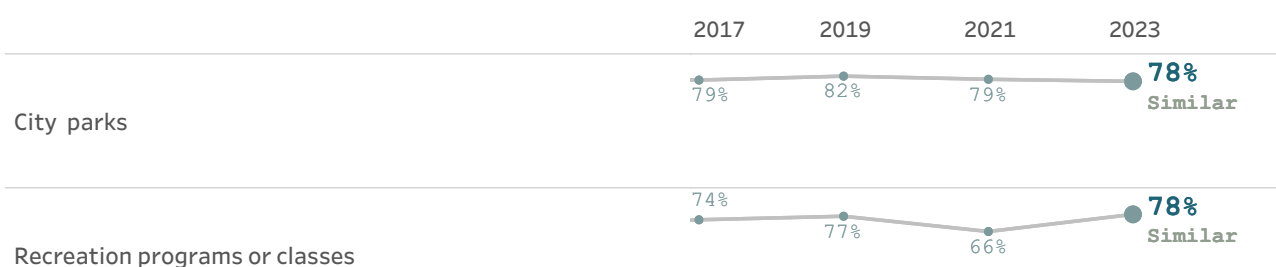
Please also rate each of the following in the Sunnyvale community.

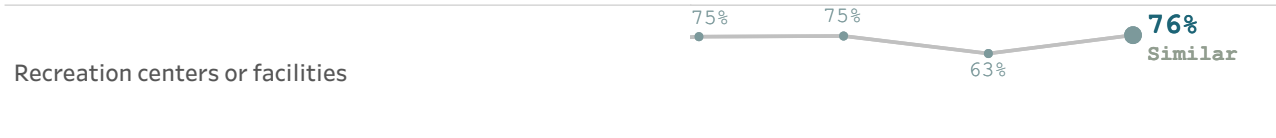
(% excellent or good)



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

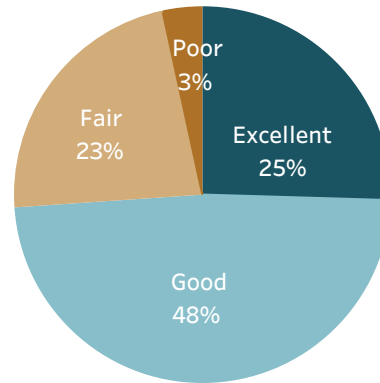
(% excellent or good)





\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

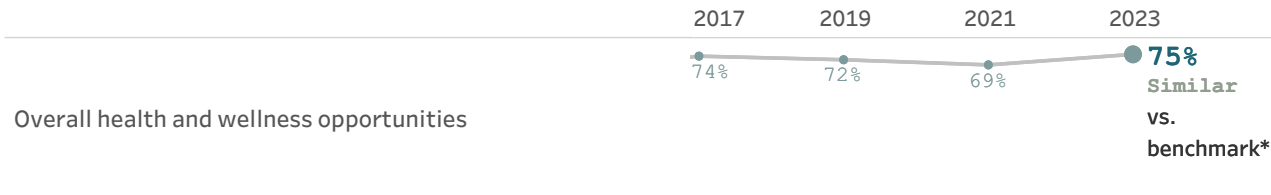
Overall health and wellness  
opportunities in Sunnyvale, 2023



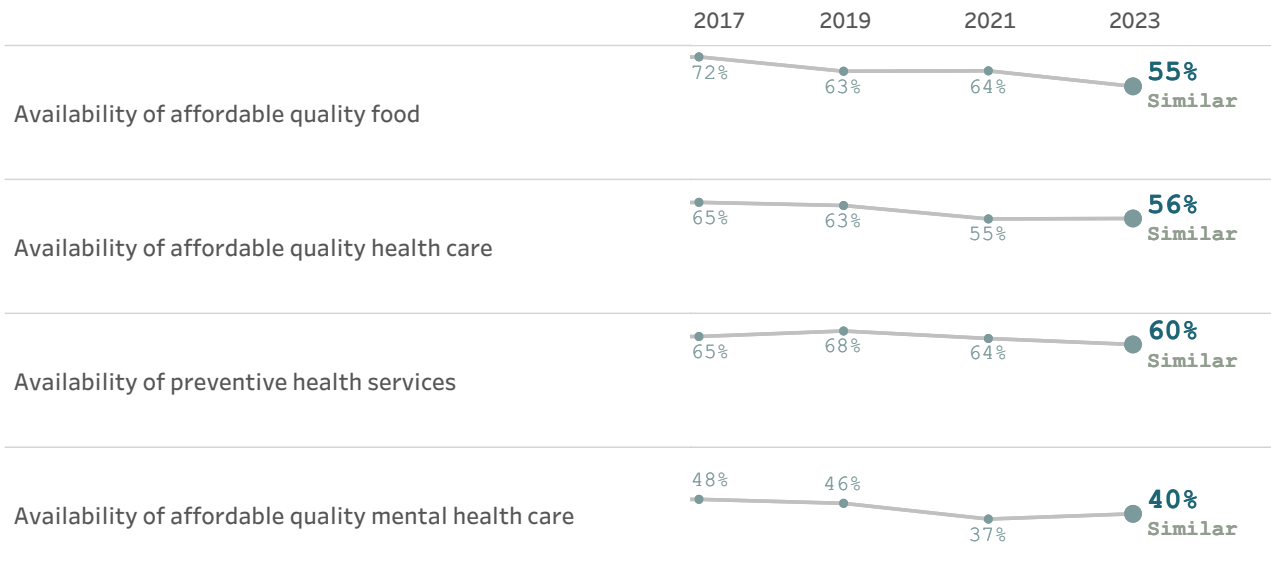
## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

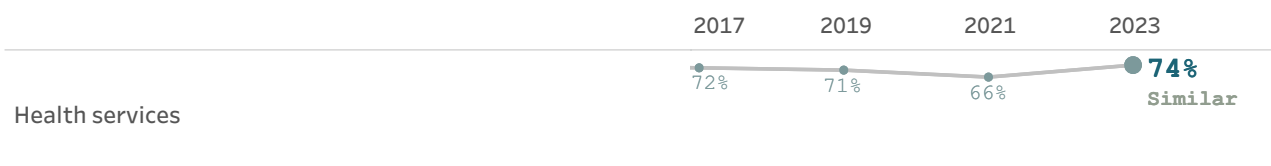
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)



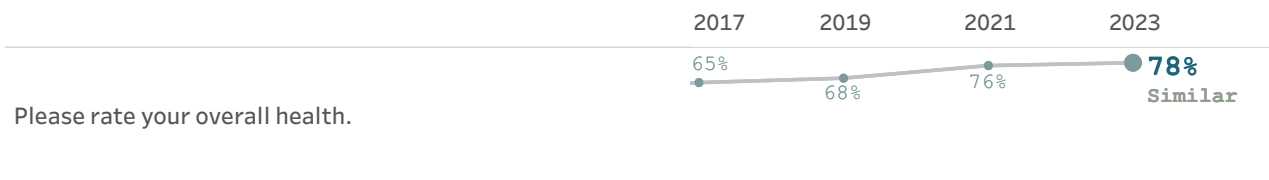
Please also rate each of the following in the Sunnyvale community.  
(% excellent or good)



Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)

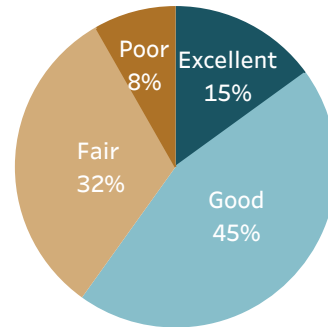


Please rate your overall health.  
(% excellent or very good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

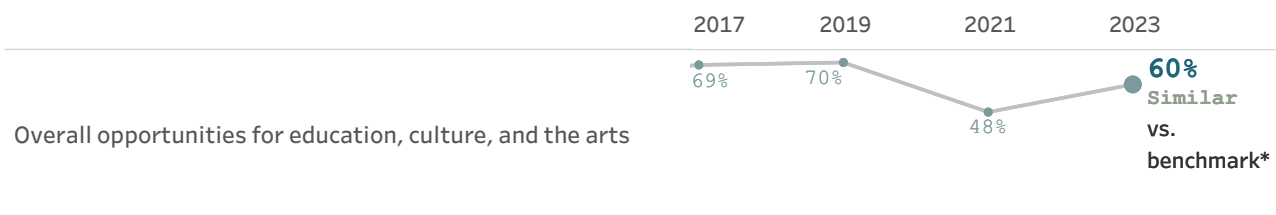
Overall opportunities for education,  
culture and the arts, 2023



## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

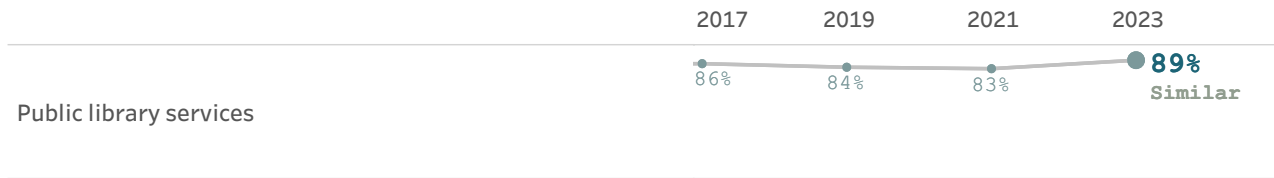
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)



Please also rate each of the following in the Sunnyvale community.  
(% excellent or good)



Please rate the quality of each of the following services in Sunnyvale.  
(% excellent or good)



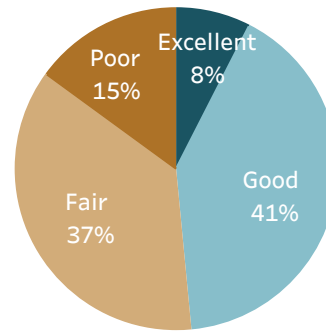
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



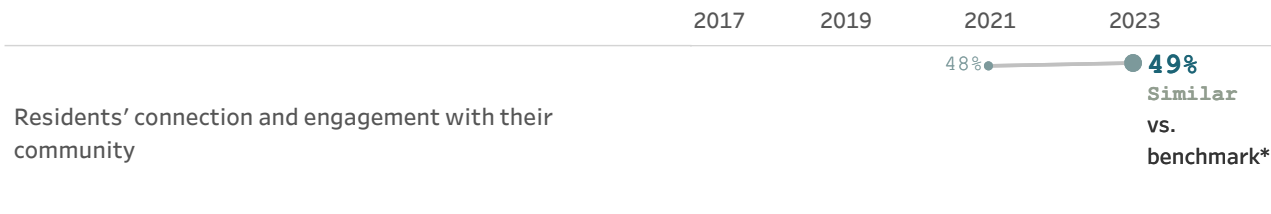
Residents' connection and engagement with their community, 2023

## Inclusivity and engagement

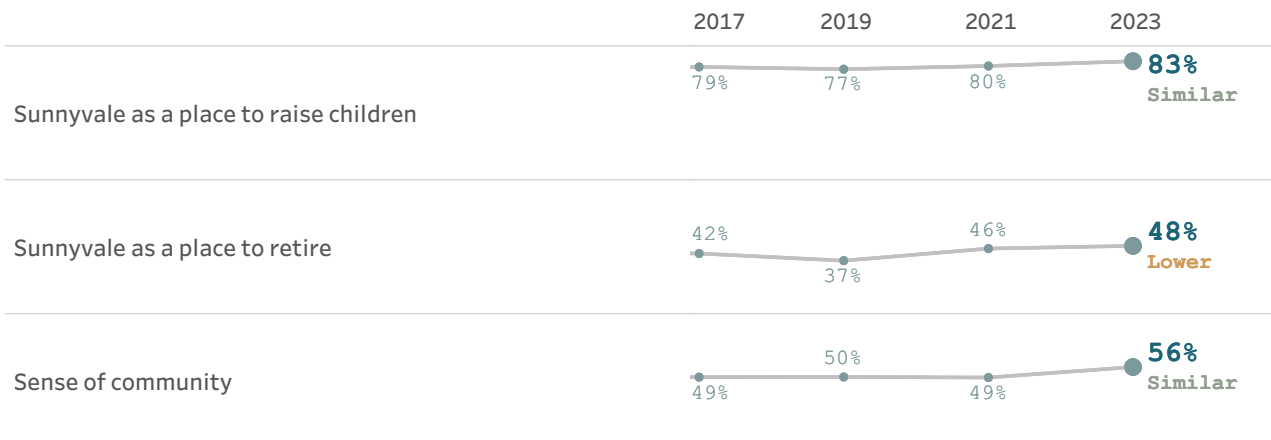
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



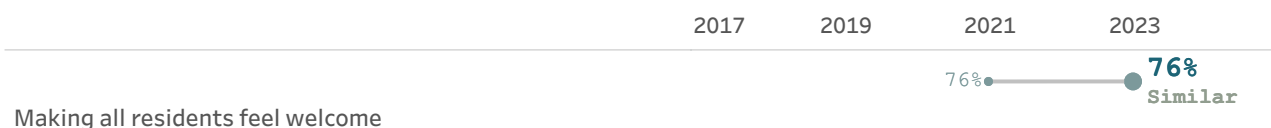
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.  
(% excellent or good)



Please rate each of the following aspects of quality of life in Sunnyvale.  
(% excellent or good)



Please rate the job you feel the Sunnyvale community does at each of the following.  
(% excellent or good)



78% — **80%**  
Higher

Attracting people from diverse backgrounds

81% — **88%**  
Higher

Valuing/respecting residents from diverse backgrounds

59% — **60%**  
Similar

Taking care of vulnerable residents

Please also rate each of the following in the Sunnyvale community.  
(% excellent or good)

2017 2019 2021 2023

50% — **55%**  
Similar

Sense of civic/community pride

57% 54% 63% — **60%**  
Similar

Neighborliness of residents

54% 53% 50% — **51%**  
Similar

Opportunities to participate in social events and activities

67% 60% 60% — **63%**  
Similar

Opportunities to volunteer

58% 57% 66% — **56%**  
Similar

Opportunities to participate in community matters

72% 76% 79% — **77%**  
Higher

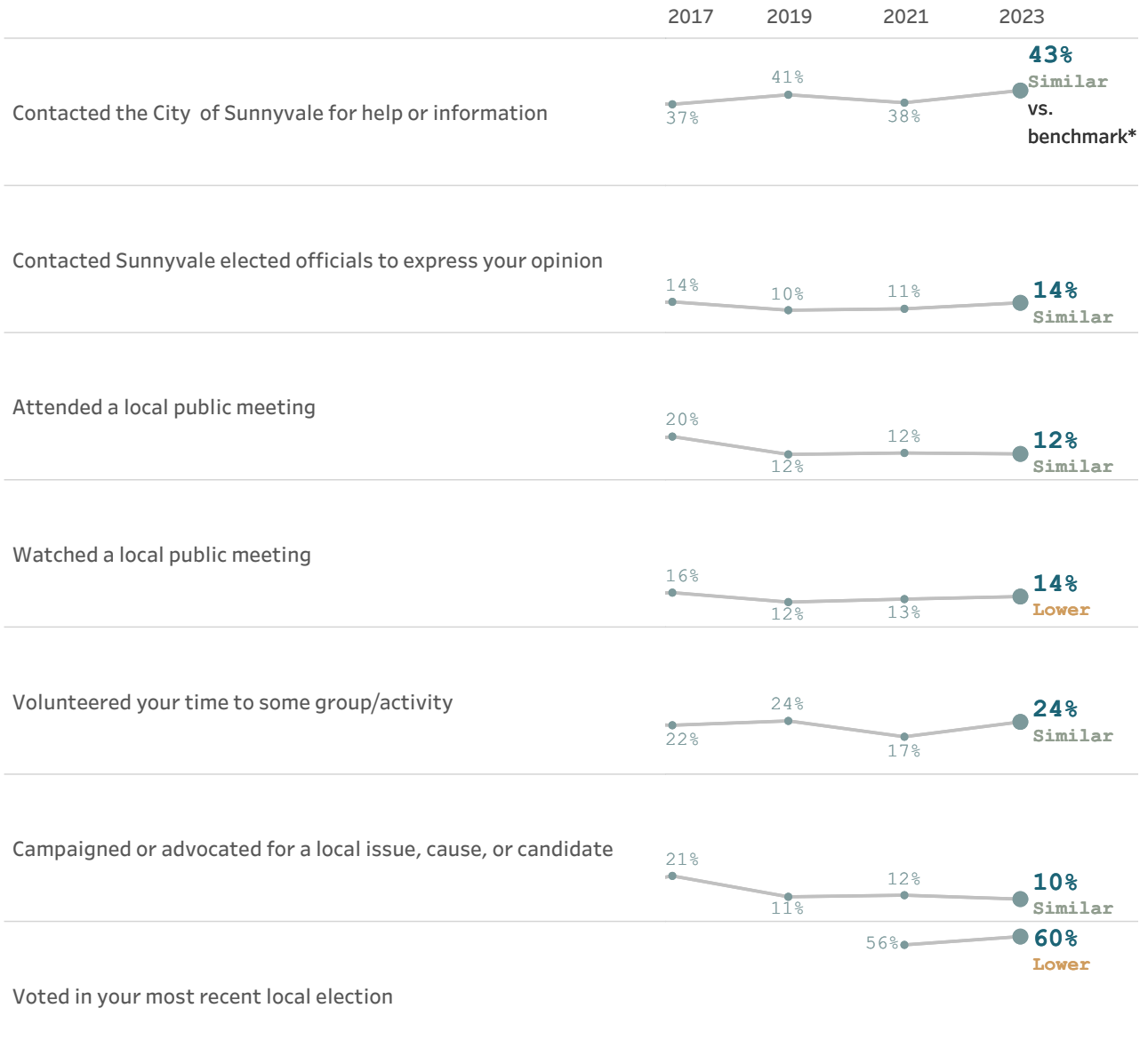
Openness and acceptance of the community toward people of diverse backgrounds

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

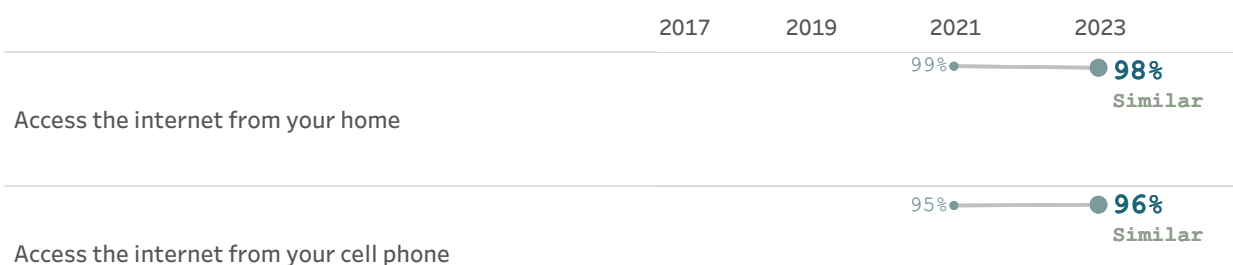
## Residents' participation levels

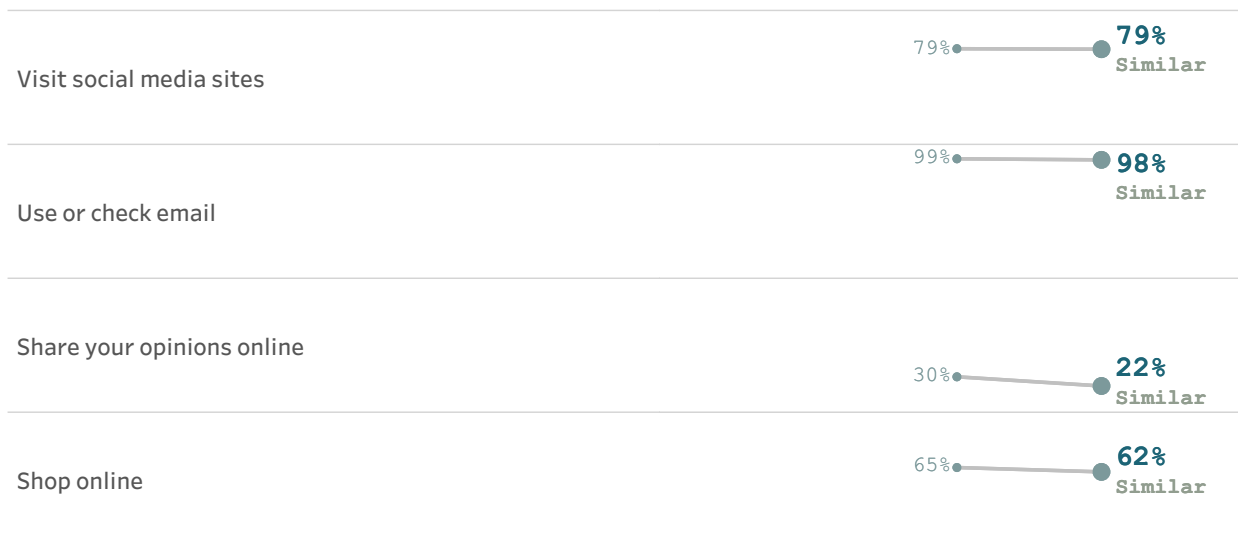
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:  
(% a few times a week or more)









































\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

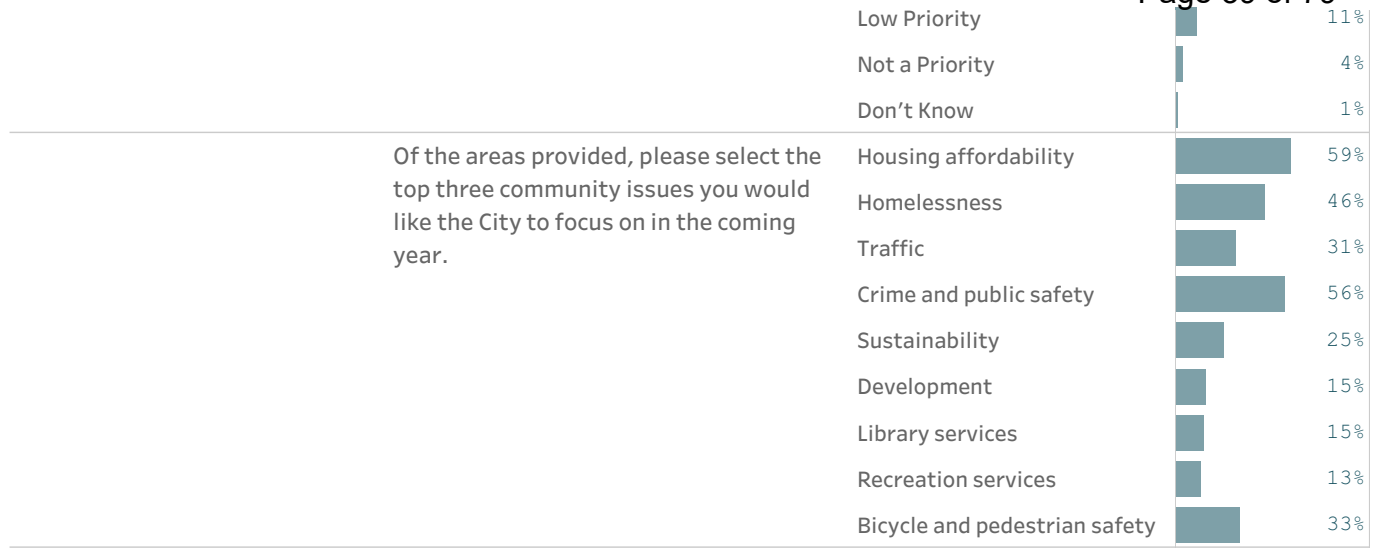
## Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

Include “don’t know”  
No

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Read the City of Sunnyvale’s mailed newsletter, Horizon	No		26%
		Yes		74%
	Visited the City of Sunnyvale’s website (sunnyvale.ca.gov)	No		32%
		Yes		68%
	Submitted a request for service through the City’s online Access Sunnyvale system	No		76%
		Yes		24%
<b>Please rate the overall quality of information available in each of the following City information sources:</b>	The City’s mailed newsletter (Horizon)	Excellent		21%
		Good		43%
		Fair		11%
		Poor		1%
		Don’t Know		24%
	The City’s website (sunnyvale.ca.gov)	Excellent		12%
		Good		40%
		Fair		18%
		Poor		3%
		Don’t Know		27%
	The City’s social media channels (e.g., Facebook, Nextdoor, Nixle, Twitter)	Excellent		5%
		Good		14%
		Fair		13%
		Poor		1%
		Don’t Know		67%
<b>Please indicate how much of a source, if at all, you consider each of the following social media channels for obtaining information about the City government and its activities, events and services:</b>	City Facebook page	Major Source		13%
		Minor Source		24%
		Not a Source		63%
	Nextdoor	Major Source		18%
		Minor Source		36%
		Not a Source		47%
	Nixle	Major Source		7%
		Minor Source		13%
		Not a Source		80%
	City Twitter feed	Major Source		12%
		Minor Source		25%
		Not a Source		63%
	Other social media channel	Major Source		10%
		Minor Source		23%
		Not a Source		67%

How much of a priority, if at all, should the City place on addressing each of the following community issues in the coming year?	Housing affordability	High Priority	<div></div>	62%
		Medium Priority	<div></div>	26%
		Low Priority	<div></div>	8%
		Not a Priority	<div></div>	3%
		Don't Know	<div></div>	1%
	Homelessness	High Priority	<div></div>	54%
		Medium Priority	<div></div>	29%
		Low Priority	<div></div>	10%
		Not a Priority	<div></div>	4%
		Don't Know	<div></div>	4%
	Traffic	High Priority	<div></div>	32%
		Medium Priority	<div></div>	44%
		Low Priority	<div></div>	17%
		Not a Priority	<div></div>	7%
		Don't Know	<div></div>	0%
	Crime and public safety	High Priority	<div></div>	58%
		Medium Priority	<div></div>	28%
		Low Priority	<div></div>	10%
		Not a Priority	<div></div>	4%
	Sustainability	High Priority	<div></div>	39%
		Medium Priority	<div></div>	46%
		Low Priority	<div></div>	11%
		Not a Priority	<div></div>	3%
		Don't Know	<div></div>	2%
	Development	High Priority	<div></div>	23%
		Medium Priority	<div></div>	47%
		Low Priority	<div></div>	24%
		Not a Priority	<div></div>	2%
		Don't Know	<div></div>	3%
	Library services	High Priority	<div></div>	26%
		Medium Priority	<div></div>	48%
		Low Priority	<div></div>	18%
		Not a Priority	<div></div>	7%
		Don't Know	<div></div>	2%
	Recreation services	High Priority	<div></div>	22%
		Medium Priority	<div></div>	49%
		Low Priority	<div></div>	22%
		Not a Priority	<div></div>	4%
		Don't Know	<div></div>	2%
	Bicycle and pedestrian safety	High Priority	<div></div>	53%
		Medium Priority	<div></div>	31%



## National benchmark tables

This table contains the comparisons of Sunnyvale’s results to those from other communities. The first column shows the comparison of Sunnyvale’s rating to the benchmark. Sunnyvale’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Sunnyvale residents is statistically similar to or different than the benchmark. The second column is Sunnyvale’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Sunnyvale’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Sunnyvale’s result -- that is what percent of surveyed communities had a lower rating than Sunnyvale.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Sunnyvale.	Sunnyvale as a place to live	Similar	91%	137	354	61
	Your neighborhood as a place to live	Similar	87%	166	316	47
	Sunnyvale as a place to raise children	Similar	83%	186	358	48
	Sunnyvale as a place to work	Higher	87%	31	350	91
	Sunnyvale as a place to visit	Lower	45%	242	314	23
	Sunnyvale as a place to retire	Lower	48%	311	355	12
	The overall quality of life	Similar	83%	177	372	52
	Sense of community	Similar	56%	223	323	31
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.	Overall economic health	Higher	85%	52	308	83
	Overall quality of the transportation system	Similar	48%	126	252	50
	Overall design or layout of residential and commercial areas	Similar	68%	104	301	65
	Overall quality of the utility infrastructure	Similar	65%	110	243	55
	Overall feeling of safety	Similar	80%	164	343	52
	Overall quality of natural environment	Similar	71%	206	310	33
	Overall quality of parks and recreation opportunities	Similar	77%	131	249	47
	Overall health and wellness opportunities	Similar	75%	128	303	58
	Overall opportunities for education, culture, and the arts	Similar	60%	171	305	44
	Residents’ connection and engagement with their community	Similar	49%	174	246	29
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sunnyvale to someone who asks	Similar	90%	104	308	66



Please indicate how likely or unlikely you are to do each of the following.	Remain in Sunnyvale for the next five years	Similar	85%	128	306	58
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	95%	191	325	41
	In Sunnyvale’s downtown/commercial area during the day	Similar	90%	156	315	50
	From property crime	Similar	67%	170	254	33
	From violent crime	Similar	84%	131	254	48
	From fire, flood, or other natural disaster	Similar	84%	97	245	60
Please rate the job you feel the Sunnyvale community does at each of the following.	Making all residents feel welcome	Similar	76%	91	251	64
	Attracting people from diverse backgrounds	Higher	80%	14	248	94
	Valuing/respecting residents from diverse backgrounds	Higher	88%	7	249	97
	Taking care of vulnerable residents	Similar	60%	101	245	59
Please rate each of the following in the Sunnyvale community.	Overall quality of business and service establishments	Similar	82%	80	310	74
	Variety of business and service establishments	Higher	76%	45	246	82
	Vibrancy of downtown/commercial area	Similar	60%	101	290	65
	Employment opportunities	Higher	75%	20	321	94
	Shopping opportunities	Similar	55%	147	313	53
	Cost of living	Lower	17%	270	301	10
	Overall image or reputation	Similar	82%	108	349	69
Please also rate each of the following in the Sunnyvale community.	Traffic flow on major streets	Similar	55%	117	324	64
	Ease of public parking	Similar	65%	105	290	64
	Ease of travel by car	Higher	86%	49	318	84
	Ease of travel by public transportation	Similar	35%	136	292	53
	Ease of travel by bicycle	Similar	51%	151	318	52
	Ease of walking	Similar	62%	163	321	49
	Well-planned residential growth	Similar	57%	74	247	70
	Well-planned commercial growth	Similar	55%	62	247	75
	Well-designed neighborhoods	Similar	63%	94	245	62

Please also rate each of the following in the Sunnyvale community.

Preservation of the historical or cultural character of the community	Similar	58%	135	244	45
Public places where people want to spend time	Similar	57%	173	296	41
Variety of housing options	Similar	44%	180	308	41
Availability of affordable quality housing	Lower	15%	284	329	13
Overall quality of new development	Similar	57%	113	319	64
Overall appearance	Similar	74%	165	328	50
Cleanliness	Similar	81%	147	325	55
Water resources	Lower	45%	184	227	19
Air quality	Similar	77%	178	297	40
Availability of paths and walking trails	Lower	53%	248	321	23
Fitness opportunities	Similar	58%	224	298	25
Recreational opportunities	Similar	62%	216	315	31
Availability of affordable quality food	Similar	55%	169	295	43
Availability of affordable quality health care	Similar	56%	171	302	43
Availability of preventive health services	Similar	60%	143	289	50
Availability of affordable quality mental health care	Similar	40%	142	293	51
Opportunities to attend cultural/arts/music activities	Similar	49%	209	311	33
Community support for the arts	Similar	54%	149	244	39
Availability of affordable quality childcare/preschool	Similar	38%	184	304	39
K-12 education	Similar	66%	184	306	40
Adult educational opportunities	Similar	58%	126	297	57
Sense of civic/community pride	Similar	55%	157	245	36
Neighborliness of residents	Similar	60%	192	297	35
Opportunities to participate in social events and activities	Similar	51%	232	306	24
Opportunities to attend special events and festivals	Lower	49%	256	300	15
Opportunities to volunteer	Similar	63%	229	301	24





























Please also rate each of the following in the Sunnyvale community.	Opportunities to participate in community matters	Similar	56%	213	302	29
	Openness and acceptance of the community toward people of diverse backgrounds	Higher	77%	23	319	93
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Sunnyvale for help or information	Similar	43%	208	324	36
	Contacted Sunnyvale elected officials to express your opinion	Similar	14%	192	294	35
	Attended a local public meeting	Similar	12%	258	298	13
	Watched a local public meeting	Lower	14%	252	287	12
	Volunteered your time to some group/activity	Similar	24%	226	301	25
	Campaigned or advocated for a local issue, cause, or candidate	Similar	10%	266	291	8
	Voted in your most recent local election	Lower	60%	229	244	6
	Used public transportation instead of driving	Much higher	44%	27	276	90
	Carpooled with other adults or children instead of driving alone	Much higher	66%	6	293	98
	Walked or biked instead of driving	Higher	77%	28	295	90
Please rate the quality of each of the following services in Sunnyvale.	Public information services	Similar	73%	89	310	71
	Economic development	Higher	72%	49	305	84
	Traffic enforcement	Similar	64%	175	344	49
	Traffic signal timing	Similar	60%	103	302	66
	Street repair	Similar	54%	104	343	69
	Street cleaning	Similar	73%	98	311	68
	Street lighting	Similar	77%	67	332	80
	Sidewalk maintenance	Similar	61%	140	311	55
	Bus or transit services	Similar	39%	178	282	37
	Land use, planning and zoning	Similar	48%	129	313	59
	Code enforcement	Similar	54%	142	336	58
	Affordable high-speed internet access	Similar	61%	69	241	71
	Garbage collection	Similar	85%	142	322	56
	Drinking water	Similar	84%	77	309	75
































Please rate the quality of each of the following services in Sunnyvale.	Sewer services	Similar	86%	128	307	58
	Storm water management	Similar	77%	109	318	66
	Power (electric and/or gas) utility	Similar	69%	208	267	22
	Utility billing	Similar	52%	244	286	15
	Police/Sheriff services	Similar	77%	241	365	34
	Crime prevention	Similar	66%	205	342	40
	Animal control	Similar	78%	117	319	63
	Ambulance or emergency medical services	Similar	89%	181	313	42
	Fire services	Similar	92%	227	332	31
	Fire prevention and education	Similar	79%	181	306	41
	Emergency preparedness	Similar	67%	135	308	56
	Preservation of natural areas	Similar	64%	141	296	52
	Sunnyvale open space	Similar	64%	143	294	51
	Recycling	Similar	71%	167	326	49
	Yard waste pick-up	Similar	83%	82	289	71
	City parks	Similar	78%	192	321	40
	Recreation programs or classes	Similar	78%	104	316	67
	Recreation centers or facilities	Similar	76%	113	304	63
	Health services	Similar	74%	109	282	61
	Public library services	Similar	89%	143	318	55
	Overall customer service by Sunnyvale employees	Similar	83%	152	351	56
Please rate the following categories of Sunnyvale government performance.	The value of services for the taxes paid to Sunnyvale	Similar	53%	146	356	59
	The overall direction that Sunnyvale is taking	Similar	65%	89	335	73
	The job Sunnyvale government does at welcoming resident involvement	Similar	66%	69	332	79
	Overall confidence in Sunnyvale government	Similar	65%	61	304	80
	Generally acting in the best interest of the community	Similar	63%	77	308	75
































Please rate the following categories of Sunnyvale government performance.	Being honest	Higher	73%	41	299	86
	Being open and transparent to the public	Higher	69%	31	251	88
	Informing residents about issues facing the community	Similar	60%	66	256	74
	Treating all residents fairly	Higher	71%	41	305	86
	Treating residents with respect	Similar	75%	58	248	77
Overall, how would you rate the quality of the services provided by each of the following?	The City of Sunnyvale	Similar	75%	143	351	59
	The Federal Government	Similar	48%	25	291	91
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.	Overall economic health	Similar	85%	268	284	5
	Overall quality of the transportation system	Similar	84%	14	243	94
	Overall design or layout of residential and commercial areas	Similar	77%	140	285	51
	Overall quality of the utility infrastructure	Similar	91%	136	243	44
	Overall feeling of safety	Similar	90%	153	285	46
	Overall quality of natural environment	Similar	77%	231	285	19
	Overall quality of parks and recreation opportunities	Similar	77%	142	244	42
	Overall health and wellness opportunities	Similar	71%	238	285	16
	Overall opportunities for education, culture, and the arts	Similar	68%	263	284	7
	Residents' connection and engagement with their community	Similar	58%	278	284	2
In general, how many times do you:	Access the internet from your home	Similar	98%	26	243	89
	Access the internet from your cell phone	Similar	96%	69	245	72
	Visit social media sites	Similar	79%	124	244	49
	Use or check email	Similar	98%	67	245	73
	Share your opinions online	Similar	22%	211	245	14
	Shop online	Similar	62%	64	244	74
	Please rate your overall health.	Similar	78%	57	291	80
	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:	Similar	32%	54	293	81

## Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.
































<b>Please rate each of the following aspects of quality of life in Sunnyvale.</b>	Sunnyvale as a place to live	Excellent		41% N=161
		Good		50% N=196
		Fair		7% N=26
		Poor		2% N=8
	Your neighborhood as a place to live	Excellent		38% N=147
		Good		49% N=192
		Fair		11% N=41
		Poor		2% N=9
	Sunnyvale as a place to raise children	Excellent		36% N=112
		Good		46% N=143
		Fair		14% N=44
		Poor		3% N=10
	Sunnyvale as a place to work	Excellent		36% N=118
		Good		50% N=164
		Fair		11% N=35
		Poor		3% N=9
	Sunnyvale as a place to visit	Excellent		16% N=60
		Good		29% N=107
		Fair		38% N=141
		Poor		17% N=64
	Sunnyvale as a place to retire	Excellent		16% N=51
		Good		32% N=104
		Fair		27% N=87
		Poor		26% N=85
	The overall quality of life	Excellent		30% N=113
		Good		54% N=205
		Fair		15% N=58
		Poor		2% N=6

Please rate each of the following aspects of quality of life in Sunnyvale.	Sense of community	Excellent		15% N=54
		Good		41% N=148
		Fair		32% N=115
		Poor		12% N=42
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.	Overall economic health	Excellent		32% N=110
		Good		53% N=183
		Fair		13% N=44
		Poor		2% N=6
	Overall quality of the transportation system	Excellent		10% N=37
		Good		38% N=140
		Fair		38% N=140
		Poor		14% N=50
	Overall design or layout of residential and commercial areas	Excellent		15% N=56
		Good		53% N=206
		Fair		25% N=96
		Poor		8% N=30
	Overall quality of the utility infrastructure	Excellent		20% N=76
		Good		46% N=174
		Fair		29% N=110
		Poor		6% N=22
	Overall feeling of safety	Excellent		33% N=128
		Good		47% N=183
		Fair		17% N=65
		Poor		3% N=13
	Overall quality of natural environment	Excellent		24% N=91
		Good		47% N=179
		Fair		24% N=94
		Poor		5% N=20
	Overall quality of parks and recreation opportunities	Excellent		33% N=126
		Good		43% N=165
		Fair		20% N=75
































Please rate each of the following characteristics as they relate to Sunnyvale as a whole.	Overall quality of parks and recreation opportunities	Poor		4% N=14
	Overall health and wellness opportunities	Excellent		25% N=88
		Good		48% N=168
		Fair		23% N=78
		Poor		3% N=12
	Overall opportunities for education, culture, and the arts	Excellent		15% N=49
		Good		45% N=147
		Fair		32% N=104
		Poor		8% N=27
	Residents' connection and engagement with their community	Excellent		8% N=25
		Good		41% N=134
		Fair		37% N=120
		Poor		15% N=49
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sunnyvale to someone who asks	Very likely		37% N=141
		Somewhat likely		54% N=208
		Somewhat unlikely		5% N=20
		Very unlikely		4% N=17
	Remain in Sunnyvale for the next five years	Very likely		41% N=157
		Somewhat likely		44% N=170
		Somewhat unlikely		9% N=34
		Very unlikely		6% N=23
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		66% N=256
		Somewhat safe		29% N=113
		Neither safe nor unsafe		4% N=14
		Somewhat unsafe		1% N=4
		Very unsafe		0% N=2
	In Sunnyvale's downtown/commercial area during the day	Very safe		60% N=226
		Somewhat safe		30% N=114
		Neither safe nor unsafe		8% N=31
		Somewhat unsafe		2% N=7
		Very unsafe		0% N=


































<b>Please rate how safe or unsafe you feel:</b>	From property crime	Very safe		30% N=113
		Somewhat safe		37% N=141
		Neither safe nor unsafe		16% N=61
		Somewhat unsafe		13% N=50
		Very unsafe		4% N=16
	From violent crime	Very safe		48% N=184
		Somewhat safe		35% N=134
		Neither safe nor unsafe		12% N=44
		Somewhat unsafe		4% N=14
		Very unsafe		1% N=4
	From fire, flood, or other natural disaster	Very safe		47% N=181
		Somewhat safe		36% N=139
		Neither safe nor unsafe		13% N=50
		Somewhat unsafe		3% N=10
		Very unsafe		0% N=1
<b>Please rate the job you feel the Sunnyvale community does at each of the following.</b>	Making all residents feel welcome	Excellent		23% N=81
		Good		53% N=187
		Fair		18% N=63
		Poor		6% N=23
	Attracting people from diverse backgrounds	Excellent		31% N=109
		Good		49% N=173
		Fair		17% N=62
		Poor		3% N=10
	Valuing/respecting residents from diverse backgrounds	Excellent		35% N=123
		Good		53% N=188
		Fair		10% N=36
		Poor		2% N=9
	Taking care of vulnerable residents	Excellent		16% N=42
		Good		44% N=116
		Fair		27% N=70
		Poor		13% N=34

<b>Please rate each of the following in the Sunnyvale community.</b>	Overall quality of business and service establishments	Excellent		20% N=75
		Good		63% N=240
		Fair		16% N=63
		Poor		1% N=5
	Variety of business and service establishments	Excellent		21% N=80
		Good		55% N=211
		Fair		19% N=74
		Poor		5% N=20
	Vibrancy of downtown/commercial area	Excellent		18% N=69
		Good		42% N=160
		Fair		31% N=121
		Poor		9% N=34
	Employment opportunities	Excellent		21% N=62
		Good		55% N=164
		Fair		19% N=58
		Poor		5% N=16
	Shopping opportunities	Excellent		12% N=48
		Good		42% N=163
		Fair		35% N=137
		Poor		10% N=38
	Cost of living	Excellent		2% N=8
		Good		15% N=59
		Fair		41% N=160
		Poor		42% N=163
	Overall image or reputation	Excellent		27% N=106
		Good		55% N=212
		Fair		16% N=61
		Poor		2% N=9
<b>Please also rate each of the following in the Sunnyvale community.</b>	Traffic flow on major streets	Excellent		12% N=45
		Good		43% N=164
		Fair		35% N=134
































Please also rate each of the following  
in the Sunnyvale community.

Traffic flow on major streets	Poor		10% N=39
Ease of public parking	Excellent		17% N=65
	Good		48% N=180
	Fair		27% N=103
	Poor		8% N=29
Ease of travel by car	Excellent		32% N=119
	Good		54% N=202
	Fair		12% N=46
	Poor		2% N=8
Ease of travel by public transportation	Excellent		11% N=32
	Good		24% N=72
	Fair		31% N=94
	Poor		34% N=101
Ease of travel by bicycle	Excellent		15% N=46
	Good		35% N=104
	Fair		35% N=104
	Poor		15% N=45
Ease of walking	Excellent		19% N=73
	Good		42% N=161
	Fair		30% N=113
	Poor		9% N=34
Well-planned residential growth	Excellent		13% N=39
	Good		43% N=129
	Fair		31% N=92
	Poor		13% N=40
Well-planned commercial growth	Excellent		12% N=33
	Good		43% N=124
	Fair		32% N=91
	Poor		13% N=38
Well-designed neighborhoods	Excellent		12% N=42
	Good		50% N=174
































Please also rate each of the following  
in the Sunnyvale community.
































Well-designed neighborhoods	Fair		29% N=100
	Poor		9% N=29
Preservation of the historical or cultural character of the community	Excellent		15% N=44
	Good		43% N=121
	Fair		34% N=97
	Poor		8% N=23
Public places where people want to spend time	Excellent		14% N=51
	Good		43% N=162
	Fair		31% N=115
	Poor		12% N=45
Variety of housing options	Excellent		8% N=28
	Good		35% N=123
	Fair		34% N=120
	Poor		22% N=77
Availability of affordable quality housing	Excellent		3% N=10
	Good		11% N=35
	Fair		27% N=85
	Poor		58% N=182
Overall quality of new development	Excellent		13% N=40
	Good		44% N=139
	Fair		34% N=108
	Poor		10% N=30
Overall appearance	Excellent		19% N=74
	Good		55% N=212
	Fair		22% N=83
	Poor		4% N=16
Cleanliness	Excellent		24% N=91
	Good		58% N=222
	Fair		17% N=64
	Poor		2% N=8
Water resources	Excellent		7% N=22
































Please also rate each of the following  
in the Sunnyvale community.

Water resources	Good		38% N=119
	Fair		33% N=105
	Poor		22% N=70
Air quality	Excellent		25% N=93
	Good		53% N=199
	Fair		20% N=76
	Poor		3% N=10
Availability of paths and walking trails	Excellent		13% N=49
	Good		39% N=143
	Fair		36% N=132
	Poor		11% N=40
Fitness opportunities	Excellent		16% N=56
	Good		42% N=147
	Fair		33% N=113
	Poor		9% N=31
Recreational opportunities	Excellent		15% N=52
	Good		47% N=166
	Fair		28% N=100
	Poor		10% N=34
Availability of affordable quality food	Excellent		16% N=61
	Good		38% N=142
	Fair		36% N=135
	Poor		9% N=33
Availability of affordable quality health care	Excellent		15% N=46
	Good		41% N=128
	Fair		31% N=96
	Poor		14% N=45
Availability of preventive health services	Excellent		16% N=49
	Good		44% N=130
	Fair		32% N=94
	Poor		9% N=26
































Please also rate each of the following  
in the Sunnyvale community.

Availability of affordable quality mental health care	Excellent		10% N=18
	Good		30% N=55
	Fair		36% N=66
	Poor		25% N=45
Opportunities to attend cultural/arts/music activities	Excellent		10% N=33
	Good		39% N=126
	Fair		33% N=109
	Poor		18% N=59
Community support for the arts	Excellent		12% N=30
	Good		41% N=102
	Fair		34% N=85
	Poor		13% N=33
Availability of affordable quality childcare/preschool	Excellent		9% N=15
	Good		29% N=49
	Fair		38% N=65
	Poor		24% N=41
K-12 education	Excellent		16% N=33
	Good		50% N=106
	Fair		27% N=57
	Poor		8% N=17
Adult educational opportunities	Excellent		10% N=23
	Good		47% N=108
	Fair		35% N=81
	Poor		7% N=16
Sense of civic/community pride	Excellent		10% N=33
	Good		45% N=141
	Fair		35% N=112
	Poor		10% N=30
Neighborliness of residents	Excellent		13% N=48
	Good		46% N=168
	Fair		31% N=113
































<b>Please also rate each of the following in the Sunnyvale community.</b>	Neighborliness of residents	Poor		9% N=33
	Opportunities to participate in social events and activities	Excellent		11% N=32
		Good		40% N=118
		Fair		35% N=105
		Poor		14% N=41
	Opportunities to attend special events and festivals	Excellent		11% N=33
		Good		38% N=116
		Fair		36% N=110
		Poor		16% N=50
	Opportunities to volunteer	Excellent		14% N=34
		Good		48% N=116
		Fair		27% N=64
		Poor		11% N=26
	Opportunities to participate in community matters	Excellent		13% N=35
		Good		42% N=113
		Fair		32% N=85
		Poor		13% N=35
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		25% N=81
		Good		52% N=167
		Fair		21% N=67
		Poor		3% N=8
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Sunnyvale for help or information	No		56% N=214
		Yes		44% N=165
	Contacted Sunnyvale elected officials to express your opinion	No		86% N=329
		Yes		14% N=52
	Attended a local public meeting	No		88% N=335
		Yes		12% N=46
	Watched a local public meeting	No		86% N=328
		Yes		14% N=53
	Volunteered your time to some group/activity	No		77% N=295
		Yes		23% N=90
































Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	No		89% N=341
		Yes		11% N=41
	Voted in your most recent local election	No		40% N=155
		Yes		60% N=232
	Used public transportation instead of driving	No		57% N=216
		Yes		43% N=166
	Carpooled with other adults or children instead of driving alone	No		34% N=132
		Yes		66% N=250
	Walked or biked instead of driving	No		24% N=92
		Yes		76% N=293
Please rate the quality of each of the following services in Sunnyvale.	Public information services	Excellent		18% N=50
		Good		54% N=153
		Fair		25% N=71
		Poor		3% N=9
	Economic development	Excellent		15% N=44
		Good		56% N=161
		Fair		26% N=74
		Poor		3% N=10
	Traffic enforcement	Excellent		11% N=36
		Good		53% N=175
		Fair		26% N=87
		Poor		11% N=35
	Traffic signal timing	Excellent		11% N=42
		Good		49% N=182
		Fair		28% N=104
		Poor		12% N=47
	Street repair	Excellent		14% N=53
		Good		40% N=148
		Fair		32% N=121
		Poor		14% N=51
	Street cleaning	Excellent		21% N=79


































Please rate the quality of each of the following services in Sunnyvale.	Street cleaning	Good		52% N=193
		Fair		22% N=82
		Poor		5% N=19
Street lighting	Excellent			18% N=67
	Good			59% N=220
	Fair			18% N=69
	Poor			5% N=20
Sidewalk maintenance	Excellent			12% N=46
	Good			49% N=180
	Fair			26% N=98
	Poor			13% N=48
Bus or transit services	Excellent			10% N=26
	Good			28% N=72
	Fair			33% N=85
	Poor			29% N=75
Land use, planning and zoning	Excellent			8% N=20
	Good			39% N=103
	Fair			38% N=99
	Poor			16% N=41
Code enforcement	Excellent			10% N=25
	Good			43% N=106
	Fair			27% N=67
	Poor			20% N=48
Affordable high-speed internet access	Excellent			18% N=62
	Good			42% N=145
	Fair			25% N=84
	Poor			15% N=51
Garbage collection	Excellent			33% N=123
	Good			52% N=195
	Fair			13% N=50
	Poor			2% N=9
































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
































Drinking water	Excellent		34% N=121
	Good		49% N=178
	Fair		14% N=51
	Poor		3% N=11
Sewer services	Excellent		26% N=94
	Good		59% N=207
	Fair		12% N=43
	Poor		3% N=10
Storm water management	Excellent		26% N=84
	Good		51% N=162
	Fair		19% N=61
	Poor		4% N=13
Power (electric and/or gas) utility	Excellent		22% N=81
	Good		47% N=176
	Fair		22% N=81
	Poor		9% N=35
Utility billing	Excellent		16% N=57
	Good		37% N=136
	Fair		34% N=125
	Poor		13% N=47
Police/Sheriff services	Excellent		25% N=81
	Good		51% N=163
	Fair		18% N=57
	Poor		6% N=18
Crime prevention	Excellent		21% N=63
	Good		46% N=140
	Fair		24% N=73
	Poor		10% N=31
Animal control	Excellent		20% N=50
	Good		57% N=139
	Fair		18% N=44
































Please rate the quality of each of the following services in Sunnyvale.	Animal control	Poor		5% N=12
	Ambulance or emergency medical services	Excellent		33% N=69
		Good		55% N=116
		Fair		12% N=24
		Poor		0% N=1
	Fire services	Excellent		35% N=82
		Good		56% N=133
		Fair		9% N=21
		Poor		0% N=1
	Fire prevention and education	Excellent		24% N=51
		Good		54% N=116
		Fair		18% N=38
		Poor		4% N=9
Emergency preparedness		Excellent		22% N=50
		Good		44% N=100
		Fair		26% N=58
		Poor		8% N=18
Preservation of natural areas		Excellent		18% N=48
		Good		46% N=124
		Fair		25% N=67
		Poor		11% N=31
Sunnyvale open space		Excellent		15% N=49
		Good		48% N=154
		Fair		28% N=90
		Poor		8% N=25
Recycling		Excellent		26% N=93
		Good		45% N=162
		Fair		20% N=73
		Poor		9% N=32
Yard waste pick-up		Excellent		31% N=84
		Good		52% N=141

<b>Please rate the quality of each of the following services in Sunnyvale.</b>	Yard waste pick-up	Fair		14% N=39
		Poor		3% N=10
City parks		Excellent		27% N=99
		Good		51% N=184
		Fair		17% N=62
		Poor		5% N=18
Recreation programs or classes		Excellent		22% N=59
		Good		56% N=147
		Fair		19% N=51
		Poor		3% N=7
Recreation centers or facilities		Excellent		20% N=54
		Good		56% N=151
		Fair		21% N=56
		Poor		4% N=11
Health services		Excellent		18% N=42
		Good		55% N=131
		Fair		21% N=49
		Poor		6% N=14
Public library services		Excellent		42% N=129
		Good		47% N=144
		Fair		9% N=29
		Poor		2% N=6
Overall customer service by Sunnyvale employees		Excellent		28% N=84
		Good		54% N=162
		Fair		14% N=41
		Poor		4% N=11
<b>Please rate the following categories of Sunnyvale government performance.</b>	The value of services for the taxes paid to Sunnyvale	Excellent		12% N=39
		Good		42% N=137
		Fair		35% N=114
		Poor		11% N=38
	The overall direction that Sunnyvale is taking	Excellent		16% N=54

Please rate the following categories of Sunnyvale government performance.	The overall direction that Sunnyvale is taking	Good	<div><div></div></div>	49% N=160
		Fair	<div><div></div></div>	26% N=84
		Poor	<div><div></div></div>	9% N=30
	The job Sunnyvale government does at welcoming resident involvement	Excellent	<div><div></div></div>	16% N=43
		Good	<div><div></div></div>	50% N=138
		Fair	<div><div></div></div>	21% N=58
		Poor	<div><div></div></div>	13% N=34
	Overall confidence in Sunnyvale government	Excellent	<div><div></div></div>	18% N=58
		Good	<div><div></div></div>	47% N=151
		Fair	<div><div></div></div>	26% N=83
		Poor	<div><div></div></div>	10% N=31
	Generally acting in the best interest of the community	Excellent	<div><div></div></div>	17% N=55
		Good	<div><div></div></div>	46% N=148
		Fair	<div><div></div></div>	30% N=97
		Poor	<div><div></div></div>	7% N=22
Being honest	Excellent	<div><div></div></div>	22% N=56	
	Good	<div><div></div></div>	51% N=132	
	Fair	<div><div></div></div>	21% N=53	
	Poor	<div><div></div></div>	6% N=17	
Being open and transparent to the public	Excellent	<div><div></div></div>	21% N=57	
	Good	<div><div></div></div>	49% N=134	
	Fair	<div><div></div></div>	25% N=68	
	Poor	<div><div></div></div>	6% N=17	
Informing residents about issues facing the community	Excellent	<div><div></div></div>	19% N=57	
	Good	<div><div></div></div>	41% N=125	
	Fair	<div><div></div></div>	28% N=87	
	Poor	<div><div></div></div>	12% N=36	
Treating all residents fairly	Excellent	<div><div></div></div>	26% N=72	
	Good	<div><div></div></div>	46% N=127	
	Fair	<div><div></div></div>	23% N=63	
	Poor	<div><div></div></div>	6% N=18	





























<b>Please rate the following categories of Sunnyvale government performance.</b>	Treating residents with respect	Excellent		26% N=81
		Good		48% N=147
		Fair		22% N=67
		Poor		3% N=11
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Sunnyvale	Excellent		21% N=76
		Good		54% N=195
		Fair		19% N=69
		Poor		5% N=19
	The Federal Government	Excellent		8% N=27
		Good		40% N=133
		Fair		37% N=124
		Poor		15% N=51
<b>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.</b>	Overall economic health	Essential		34% N=125
		Very important		51% N=188
		Somewhat important		14% N=52
		Not at all important		1% N=4
	Overall quality of the transportation system	Essential		44% N=165
		Very important		40% N=148
		Somewhat important		15% N=54
		Not at all important		2% N=6
	Overall design or layout of residential and commercial areas	Essential		31% N=118
		Very important		45% N=170
		Somewhat important		21% N=79
		Not at all important		2% N=8
	Overall quality of the utility infrastructure	Essential		45% N=170
		Very important		45% N=169
		Somewhat important		9% N=35
		Not at all important		0% N=
	Overall feeling of safety	Essential		54% N=204
		Very important		36% N=135
		Somewhat important		8% N=32
































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.	Overall feeling of safety	Not at all important		1% N=5
	Overall quality of natural environment	Essential		32% N=122
		Very important		44% N=167
		Somewhat important		23% N=85
		Not at all important		1% N=2
	Overall quality of parks and recreation opportunities	Essential		33% N=126
		Very important		43% N=163
		Somewhat important		22% N=82
		Not at all important		1% N=5
	Overall health and wellness opportunities	Essential		22% N=81
		Very important		50% N=184
		Somewhat important		25% N=92
		Not at all important		4% N=13
	Overall opportunities for education, culture, and the arts	Essential		20% N=77
		Very important		48% N=180
		Somewhat important		26% N=97
		Not at all important		6% N=23
	Residents' connection and engagement with their community	Essential		16% N=60
		Very important		42% N=159
		Somewhat important		33% N=126
		Not at all important		8% N=32
Please indicate whether or not you have done each of the following in the last 12 months.	Read the City of Sunnyvale's mailed newsletter, Horizon	No		26% N=100
		Yes		74% N=279
	Visited the City of Sunnyvale's website (sunnyvale.ca.gov)	No		32% N=120
		Yes		68% N=258
	Submitted a request for service through the City's online Access Sunnyvale system	No		76% N=288
		Yes		24% N=89
Please rate the overall quality of information available in each of the following City information sources:	The City's mailed newsletter (Horizon)	Excellent		21% N=78
		Good		43% N=163
		Fair		11% N=42
		Poor		1% N=5

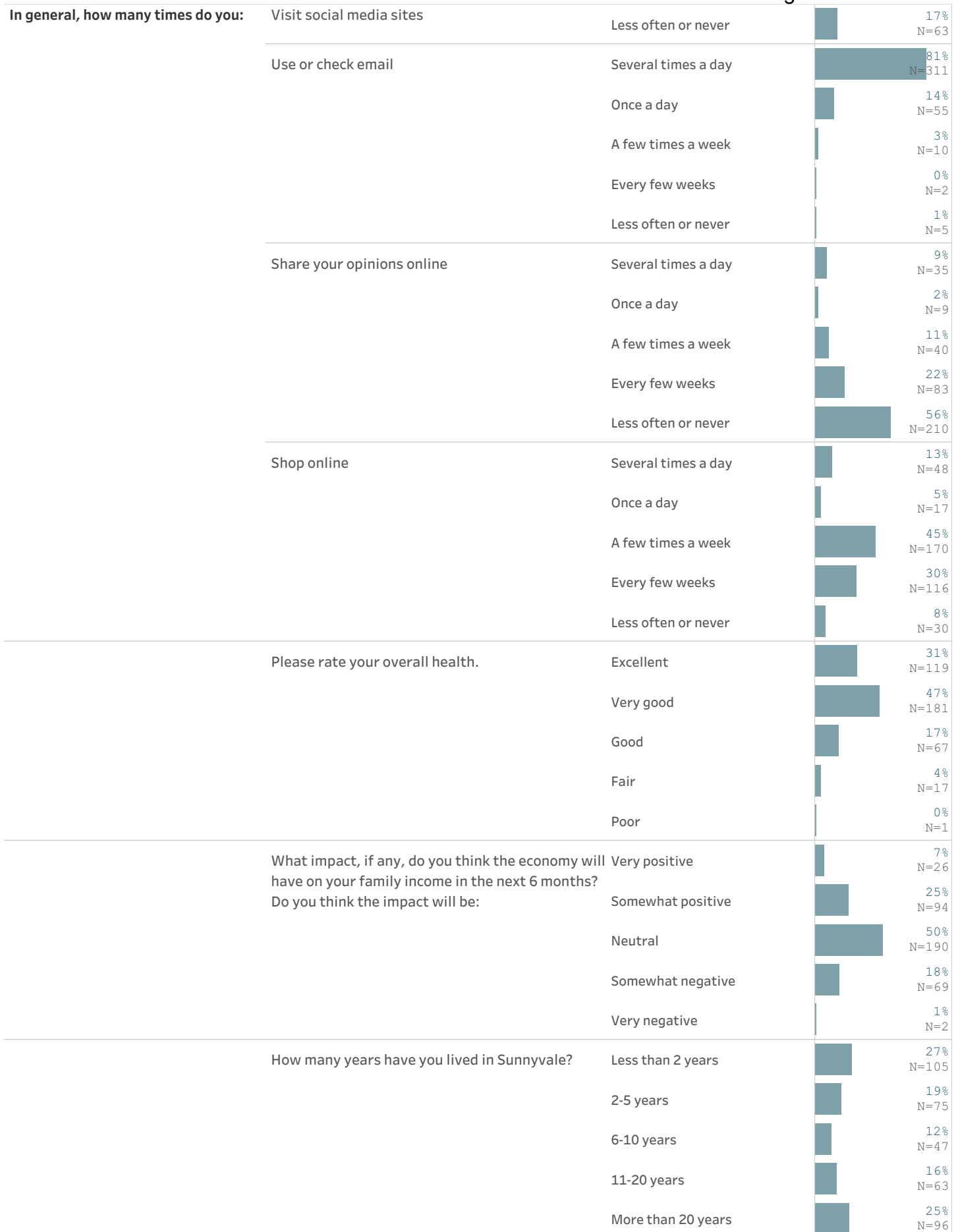
Please rate the overall quality of information available in each of the following City information sources:	The City's mailed newsletter (Horizon)	Don't Know		24% N=90
	The City's website (sunnyvale.ca.gov)	Excellent		12% N=45
		Good		40% N=152
		Fair		18% N=67
		Poor		3% N=12
		Don't Know		27% N=101
	The City's social media channels (e.g., Facebook, Nextdoor, Nixle, Twitter)	Excellent		5% N=17
		Good		14% N=55
		Fair		13% N=50
		Poor		1% N=4
		Don't Know		67% N=253
Please indicate how much of a source, if at all, you consider each of the following social media channels for obtaining information about the City government and its activities, events and services:	City Facebook page	Major Source		13% N=48
		Minor Source		24% N=90
		Not a Source		63% N=233
	Nextdoor	Major Source		18% N=67
		Minor Source		36% N=134
		Not a Source		47% N=175
	Nixle	Major Source		7% N=25
		Minor Source		13% N=48
		Not a Source		80% N=292
	City Twitter feed	Major Source		12% N=45
		Minor Source		25% N=93
		Not a Source		63% N=236
	Other social media channel	Major Source		10% N=35
		Minor Source		23% N=83
		Not a Source		67% N=243
How much of a priority, if at all, should the City place on addressing each of the following community issues in the coming year?	Housing affordability	High Priority		62% N=233
		Medium Priority		26% N=97
		Low Priority		8% N=31
		Not a Priority		3% N=12
		Don't Know		1% N=5



















































How much of a priority, if at all, should the City place on addressing each of the following community issues in the coming year?

Homelessness	High Priority		54% N=205
	Medium Priority		29% N=111
	Low Priority		10% N=38
	Not a Priority		4% N=15
	Don't Know		4% N=15
Traffic	High Priority		32% N=122
	Medium Priority		44% N=166
	Low Priority		17% N=66
	Not a Priority		7% N=25
	Don't Know		0% N=1
Crime and public safety	High Priority		58% N=219
	Medium Priority		28% N=108
	Low Priority		10% N=36
	Not a Priority		4% N=16
Sustainability	High Priority		39% N=147
	Medium Priority		46% N=175
	Low Priority		11% N=43
	Not a Priority		3% N=10
	Don't Know		2% N=6
Development	High Priority		23% N=86
	Medium Priority		47% N=179
	Low Priority		24% N=91
	Not a Priority		2% N=9
	Don't Know		3% N=12
Library services	High Priority		26% N=99
	Medium Priority		48% N=180
	Low Priority		18% N=68
	Not a Priority		7% N=25
	Don't Know		2% N=6
Recreation services	High Priority		22% N=85
	Medium Priority		49% N=186

How much of a priority, if at all, should the City place on addressing each of the following community issues in the coming year?	Recreation services	Low Priority		22% N=84
		Not a Priority		4% N=17
		Don't Know		2% N=7
	Bicycle and pedestrian safety	High Priority		53% N=202
		Medium Priority		31% N=119
		Low Priority		11% N=42
		Not a Priority		4% N=14
		Don't Know		1% N=4
	Of the areas provided, please select the top three community issues you would like the City to focus on in the coming year.	Housing affordability		59% N=228
		Homelessness		46% N=177
		Traffic		31% N=120
		Crime and public safety		56% N=216
		Sustainability		25% N=97
		Development		15% N=59
		Library services		15% N=56
		Recreation services		13% N=52
		Bicycle and pedestrian safety		33% N=128
In general, how many times do you:	Access the internet from your home	Several times a day		87% N=334
		Once a day		8% N=30
		A few times a week		3% N=11
		Every few weeks		1% N=2
		Less often or never		1% N=5
	Access the internet from your cell phone	Several times a day		86% N=328
		Once a day		6% N=23
		A few times a week		3% N=13
		Every few weeks		1% N=4
		Less often or never		3% N=13
	Visit social media sites	Several times a day		51% N=195
		Once a day		14% N=52
		A few times a week		14% N=54
		Every few weeks		4% N=17



Which best describes the building you live in?	Single-family detached home		38% N=147
	Townhouse or duplex (may share walls but no units above or below you)		17% N=64
	Condominium or apartment (have units above or below you)		41% N=158
	Mobile home		3% N=12
	Other		1% N=4
Do you rent or own your home?	Rent		55% N=209
	Own		45% N=173
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 \$300		1% N=5
	\$300 to \$599		5% N=18
	\$600 to \$999		3% N=11
	\$1,000 to \$1,499		7% N=28
	\$1,500 to \$2,499		19% N=70
	\$2,500 to \$3,999		34% N=129
	\$4,000 to \$6,999		24% N=91
	\$7,000 to \$9,999		4% N=16
	\$10,000 or more		2% N=7
Do any children 17 or under live in your household?	No		73% N=278
	Yes		27% N=104
Are you or any other members of your household aged 65 or older?	No		77% N=296
	Yes		23% N=88
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		4% N=15
	\$25,000 to \$49,999		6% N=22
	\$50,000 to \$74,999		7% N=24
	\$75,000 to \$99,999		5% N=20
	\$100,000 to \$149,999		15% N=53
	\$150,000 to \$199,999		14% N=51
	\$200,000 to \$299,999		19% N=67
	\$300,000 or more		30% N=110
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		85% N=319
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin		15% N=56
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		2% N=6

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Asian		50% N=185
	Black or African American		2% N=8
	Native Hawaiian or Other Pacific Islander		3% N=13
	White		42% N=156
	A race not listed		11% N=41
In which category is your age?	18-24 years		4% N=16
	25-34 years		33% N=125
	35-44 years		20% N=77
	45-54 years		15% N=58
	55-64 years		10% N=38
	65-74 years		9% N=36
	75 years or older		9% N=32
What is your gender?	Woman		47% N=181
	Man		52% N=198
	Identify in another way		1% N=2
If you identify in another way, how would you describe your gender?	Genderqueer/gender fluid		83% N=2
	Identify in another way		17% N=

## Full trends

This table contains the trends over time for the City of Sunnyvale. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2021 and 2023 surveys is greater than eight percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

[illegible]

Please rate each of the following in the Sunnyvale community.	Overall quality of business and service establishments	72% 58% 61% 62% 80% 82%									
	Variety of business and service establishments	75% 76%									
	Vibrancy of downtown/commercial area	35% 48% 52% 63% 60%									
	Employment opportunities	67% 64% 72% 75% 74% 75%									
	Shopping opportunities	53% 56% 52% 55% 55%									
	Cost of living	18% 15% 11% 15% 17%									
	Overall image or reputation	79% 80% 71% 79% 84% 72% 74% 76% 79% 82%									
Please also rate each of the following in the Sunnyvale community.	Traffic flow on major streets	70% 49%		56% 51% 41% 33% 55% 55%							
	Ease of public parking	67% 61% 57% 73% 65%									
	Ease of travel by car	69% 72% 66% 61% 82% 86%									
	Ease of travel by public transportation	36% 42% 34% 32% 35%									
	Ease of travel by bicycle	51% 59%		59% 62%		58% 53% 52% 48% 55% 51%					
	Ease of walking	68% 67%		64% 70%		72% 66% 64% 63% 69% 62%					
	Well-planned residential growth	49% 57%									
	Well-planned commercial growth	53% 55%									
	Well-designed neighborhoods	58% 63%									
	Preservation of the historical or cultural character of the community	55% 58%									
	Public places where people want to spend time	55% 66% 64% 63% 57%									
	Variety of housing options	41% 37% 35% 46% 44%									
	Availability of affordable quality housing	23% 23%		22% 24%		18% 13% 13% 15% 15% 15%					
	Overall quality of new development	45% 55% 52% 54% 57%									
	Overall appearance	72% 77%		72% 74%		81% 73% 75% 76% 74% 74%					
	Cleanliness	85% 78% 75% 72% 81% 81%									
	Water resources	42% 45%									
	Air quality	74% 67% 74% 69% 69% 77%									
	Availability of paths and walking trails	52% 48% 49% 46% 53%									
	Fitness opportunities	59% 54% 59% 52% 58%									
	Recreational opportunities	64% 53% 59% 55% 51% 62%									
	Availability of affordable quality food	70% 72% 63% 64% 55%									
	Availability of affordable quality health care	57% 63% 65% 63% 55% 56%									
	Availability of preventive health services	65% 65% 68% 64% 60%									
	Availability of affordable quality mental health care	47% 48% 46% 37% 40%									
	Opportunities to attend cultural/arts/music activities	50% 57% 57% 47% 49%									
	Community support for the arts	48% 54%									
	Availability of affordable quality childcare/preschool	31% 32%		31% 40%		35% 51% 32% 34% 37% 38%					
	K-12 education	68% 61%		67% 80%		68% 68% 65% 67% 66%					

Please also rate each of the following in the Sunnyvale community.	Adult educational opportunities	63% 65% 68% 59% 58%											
	Sense of civic/community pride	50% 55%											
	Neighborliness of residents	57% 57% 54% 63% 60%											
	Opportunities to participate in social events and activities	45% 54% 53% 50% 51%											
	Opportunities to attend special events and festivals	57% 63% 61% 51% 49%											
	Opportunities to volunteer	78% 61% 67% 60% 60% 63%											
	Opportunities to participate in community matters	76% 54% 58% 57% 66% 56%											
	Openness and acceptance of the community toward people of diver..	85%	82%	80%	83%	83%	70%	72%	76%	79%	77%		
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Sunnyvale for help or information	39%	44%	41%	36%	45%	39%	37%	41%	38%	43%		
	Contacted Sunnyvale elected officials to express your opinion	12% 14% 10% 11% 14%											
	Attended a local public meeting	13%	14%	17%	14%	14%	14%	20%	12%	12%	12%		
	Watched a local public meeting	24%	27%	31%	18%		13%	16%	12%	13%	14%		
	Volunteered your time to some group/activity	25%	22%	29%	28%	30%	24%	22%	24%	17%	24%		
	Campaigned or advocated for a local issue, cause, or candidate	12% 21% 11% 12% 10%											
	Voted in your most recent local election	54%	58%	62%	57%	65%				56%	60%		
	Used public transportation instead of driving	40% 44% 41% 23% 44%											
	Carpooled with other adults or children instead of driving alone	52% 49% 56% 55% 66%											
	Walked or biked instead of driving	72% 71% 67% 79% 77%											
Please rate the quality of each of the following services in Sunnyvale.	Public information services	72%	78%	67%	77%	78%	69%	66%	72%	70%	73%		
	Economic development	67% 71% 69% 72% 72%											
	Traffic enforcement	68%	73%	72%	70%	75%	74%	64%	60%	61%	70%	64%	
	Traffic signal timing	63%	61%	58%	62%		47%	45%	52%	63%	60%		
	Street repair	90%	88%	60%	58%	58%	59%	54%	55%	51%	48%	60%	54%
	Street cleaning	63%	68%	65%	72%	77%	67%	60%	67%	74%	73%		
	Street lighting	85%	70%	74%	68%	76%	71%	62%	60%	66%	78%	77%	
	Sidewalk maintenance	86%					62%	56%	51%	54%	65%	61%	
	Bus or transit services	43% 51% 52% 41% 39%											
	Land use, planning and zoning	59%					56%	53%	43%	38%	51%	48%	
	Code enforcement	84%	60%	64%			58%	64%	58%	51%	61%	54%	
	Affordable high-speed internet access	49% 61%											
	Garbage collection	86%	81%	82%	82%	84%	87%	84%	80%	80%	79%	85%	
	Drinking water	89%	66%	69%	65%	75%	75%	74%	74%	74%	73%	84%	
	Sewer services	78%	82%	78%	82%	82%	84%	83%	77%	85%	86%		
	Storm water management	71%	79%	79%	75%	77%		69%	67%	76%	81%	77%	
	Power (electric and/or gas) utility	81% 79% 78% 77% 69%											
	Utility billing	70% 68% 68% 68% 52%											



Please rate the quality of each of the following services in Sunnyvale.	Police/Sheriff services	89% 87% 83% 88% 89% 86% 82% 86% 77% 77%
	Crime prevention	74% 76% 69% 66% 66%
	Animal control	70% 75% 71% 71% 71% 78% 69% 78% 70% 77% 78%
	Ambulance or emergency medical services	85% 90% 89% 89% 95% 90% 90% 92% 91% 87% 89%
	Fire services	94% 93% 95% 93% 95% 91% 93% 95% 91% 92%
	Fire prevention and education	75% 78% 77% 82% 79%
	Emergency preparedness	76% 58% 57% 62% 67% 67%
	Preservation of natural areas	44% 50% 49% 57% 64%
	Sunnyvale open space	47% 53% 50% 53% 64%
	Recycling	76% 76% 76% 77% 84% 77% 77% 72% 59% 71%
	Yard waste pick-up	85% 80% 83% 75% 83%
	City parks	88% 85% 81% 88% 87% 82% 79% 82% 79% 78%
	Recreation programs or classes	77% 80% 79% 84% 89% 70% 74% 77% 66% 78%
	Recreation centers or facilities	76% 78% 79% 84% 86% 69% 75% 75% 63% 76%
	Health services	74% 72% 71% 66% 74%
	Public library services	87% 90% 80% 86% 89% 86% 86% 84% 83% 89%
	Overall customer service by Sunnyvale employees	79% 76% 75% 81% 88% 73% 76% 78% 77% 83%
Please rate the following categories of Sunnyvale government performance.	The value of services for the taxes paid to Sunnyvale	70% 66% 65% 64% 66% 61% 56% 52% 55% 53%
	The overall direction that Sunnyvale is taking	65% 66% 59% 69% 70% 60% 56% 57% 60% 65%
	The job Sunnyvale government does at welcoming resident involve..	70% 56% 58% 58% 63% 55% 60% 52% 56% 66%
	Overall confidence in Sunnyvale government	57% 63% 57% 61% 65%
	Generally acting in the best interest of the community	57% 57% 59% 61% 63%
	Being honest	65% 66% 64% 59% 73%
	Being open and transparent to the public	52% 69%
	Informing residents about issues facing the community	57% 60%
	Treating all residents fairly	65% 71% 69% 67% 71%
	Treating residents with respect	74% 75%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Sunnyvale	93% 82% 85% 83% 85% 86% 78% 81% 74% 78% 75%
	The Federal Government	36% 43% 42% 46% 46% 47% 41% 42% 44% 48%
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.	Overall economic health	89% 83% 78% 85%
	Overall quality of the transportation system	79% 84%
	Overall design or layout of residential and commercial areas	82% 75% 81% 77%
	Overall quality of the utility infrastructure	84% 91%
	Overall feeling of safety	91% 88% 86% 90%
	Overall quality of natural environment	87% 88% 84% 77%
	Overall quality of parks and recreation opportunities	84% 77%

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.	Overall health and wellness opportunities	69% 72% 65% 71%									
	Overall opportunities for education, culture, and the arts	77% 77% 78% 68%									
	Residents’ connection and engagement with their community	71% 70% 62% 58%									
In general, how many times do you:	Access the internet from your home	99% 98%									
	Access the internet from your cell phone	95% 96%									
	Visit social media sites	79% 79%									
	Use or check email	99% 98%									
	Share your opinions online	30% 22%									
	Shop online	65% 62%									
	Please rate your overall health.	59% 65% 68% 76% 78%									
	What impact, if any, do you think the economy will have on your fa..	33% 15% 13% 26% 34% 44% 36% 32% 47% 32%									

# The City of Sunnyvale 2023 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Sense of community .....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Sunnyvale .....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Sunnyvale .....	1	2	3	4	5
Overall design or layout of Sunnyvale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Sunnyvale (water, sewer, storm water, electric/gas, broadband) .....	1	2	3	4	5
Overall feeling of safety in Sunnyvale .....	1	2	3	4	5
Overall quality of natural environment in Sunnyvale .....	1	2	3	4	5
Overall quality of parks and recreation opportunities .....	1	2	3	4	5
Overall health and wellness opportunities in Sunnyvale .....	1	2	3	4	5
Overall opportunities for education, culture, and the arts .....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

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

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
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:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Sunnyvale's downtown/commercial area during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime .....	1	2	3	4	5	6
From fire, flood, or other natural disaster.....	1	2	3	4	5	6

## 5. Please rate the job you feel the Sunnyvale community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds .....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.) .....	1	2	3	4	5

## 6. Please rate each of the following in the Sunnyvale community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Sunnyvale .....	1	2	3	4	5
Variety of business and service establishments in Sunnyvale .....	1	2	3	4	5
Vibrancy of downtown/commercial area.....	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 image or reputation of Sunnyvale.....	1	2	3	4	5

**7. Please also rate each of the following in the Sunnyvale community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community .....	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
Overall quality of new development in Sunnyvale .....	1	2	3	4	5
Overall appearance of Sunnyvale .....	1	2	3	4	5
Cleanliness of Sunnyvale .....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.) .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Availability of paths and walking trails .....	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
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts .....	1	2	3	4	5
Availability of affordable quality childcare/preschool .....	1	2	3	4	5
K-12 education .....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride .....	1	2	3	4	5
Neighborliness of residents in Sunnyvale .....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	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

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

	<u>No</u>	<u>Yes</u>
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
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.) .....	1	2
Watched (online or on television) a local public meeting .....	1	2
Volunteered your time to some group/activity in Sunnyvale .....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving .....	1	2

## The City of Sunnyvale 2023 Community Survey

### 9. Please rate the quality of each of the following services in Sunnyvale.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands, and greenbelts).....	1	2	3	4	5
Sunnyvale open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Sunnyvale employees (police, receptionists, planners, etc.).....	1	2	3	4	5

### 10. Please rate the following categories of Sunnyvale government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

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

**12. 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.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Sunnyvale .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Sunnyvale .....	1	2	3	4
Overall design or layout of Sunnyvale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in Sunnyvale (water, sewer, storm water, electric/gas, broadband) .....	1	2	3	4
Overall feeling of safety in Sunnyvale .....	1	2	3	4
Overall quality of natural environment in Sunnyvale .....	1	2	3	4
Overall quality of parks and recreation opportunities .....	1	2	3	4
Overall health and wellness opportunities in Sunnyvale .....	1	2	3	4
Overall opportunities for education, culture, and the arts .....	1	2	3	4
Residents' connection and engagement with their community .....	1	2	3	4

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

	<u>No</u>	<u>Yes</u>
Read the City of Sunnyvale's mailed newsletter, <i>Horizon</i> .....	1	2
Visited the City of Sunnyvale's website (sunnyvale.ca.gov) .....	1	2
Submitted a request for service through the City's online Access Sunnyvale system .....	1	2

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City's mailed newsletter (Horizon) .....	1	2	3	4	5
The City's website (sunnyvale.ca.gov) .....	1	2	3	4	5
The City's social media channels (e.g., Facebook, Nextdoor, Nixle, Twitter) ....	1	2	3	4	5

**15. Please indicate how much of a source, if at all, you consider each of the following social media channels for obtaining information about the City government and its activities, events and services:**

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City Facebook page .....	1	2	3
Nextdoor .....	1	2	3
Nixle .....	1	2	3
City Twitter feed .....	1	2	3
Other social media channel .....	1	2	3

**16. How much of a priority, if at all, should the City place on addressing each of the following community issues in the coming year?**

	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Housing affordability .....	1	2	3	4	5
Homelessness .....	1	2	3	4	5
Traffic .....	1	2	3	4	5
Crime and public safety .....	1	2	3	4	5
Sustainability .....	1	2	3	4	5
Development .....	1	2	3	4	5
Library services .....	1	2	3	4	5
Recreation services .....	1	2	3	4	5
Bicycle and pedestrian safety .....	1	2	3	4	5

**17. Of the areas provided, please select the top three community issues you would like the City to focus on in the coming year.**

- |   |   |   |
|---|---|---|
| <input type="radio"/> Housing affordability | <input type="radio"/> Crime and public safety | <input type="radio"/> Library services              |
| <input type="radio"/> Homelessness          | <input type="radio"/> Sustainability          | <input type="radio"/> Recreation services           |
| <input type="radio"/> Traffic               | <input type="radio"/> Development             | <input type="radio"/> Bicycle and pedestrian safety |

# The City of Sunnyvale 2023 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

<b>D1. In general, how many times do you:</b>	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
Access the internet from your home using a computer, laptop, or tablet computer.....	1	2	3	4	5	6
Access the internet from your cell phone .....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email .....	1	2	3	4	5	6
Share your opinions online .....	1	2	3	4	5	6
Shop online .....	1	2	3	4	5	6

**D2. Please rate your overall health.**

☐ 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. How many years have you lived in Sunnyvale?**

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

**D5. Which best describes the building you live in?**

☐ Single-family detached home  
☐ Townhouse or duplex (may share walls but no units above or below you)  
☐ Condominium or apartment (have units above or below you)  
☐ Mobile home  
☐ Other

**D6. Do you rent or own your home?**

☐ Rent  
☐ Own

**D7. 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 \$300 ☐ \$2,500 to \$3,999  
☐ \$300 to \$599 ☐ \$4,000 to \$6,999  
☐ \$600 to \$999 ☐ \$7,000 to \$9,999  
☐ \$1,000 to \$1,499 ☐ \$10,000 or more  
☐ \$1,500 to \$2,499

**D8. Do any children 17 or under live in your household?**

☐ No ☐ Yes

**D9. Are you or any other members of your household aged 65 or older?**

☐ No ☐ Yes

**D10. 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 ☐ \$100,000 to \$149,999  
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999  
☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999  
☐ \$75,000 to \$99,999 ☐ \$300,000 or more

**D11. Are you of Hispanic, Latino/a/x, or Spanish origin?**

☐ No ☐ Yes

**D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

☐ American Indian or Alaskan Native  
☐ Asian  
☐ Black or African American  
☐ Native Hawaiian or Other Pacific Islander  
☐ White  
☐ A race not listed

**D13. 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

**D14. What is your gender?**

☐ Woman  
☐ Man  
☐ Identify in another way → go to D14a

**D14a. If you identify in another way, how would you describe your gender?**

☐ Agender/I don't identify with any gender  
☐ Genderqueer/gender fluid  
☐ Non-binary  
☐ Transgender man  
☐ Transgender woman  
☐ Two-spirit  
☐ Identify in another way

**Thank you!**

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