



Sunnyvale, CA

The National Community Survey

Report of Results
2021

Report by:



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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 285 residents of the City of Sunnyvale collected from April 30, 2021 to June 18, 2021. The margin of error around any reported percentage is 6% for all respondents and the response rate for the 2021 survey was 11%. 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 during 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 the pandemic. This may impact how your City’s 2021 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 8 percentage points between the 2019 and 2021 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. 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 2,700 randomly selected households received mailings beginning on April 30, 2021 and the survey remained open for seven weeks. For 1,200 households, 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 final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by 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 3% of the 2,700 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 2,610 households that received the invitations to participate, 285 completed the survey, providing an overall response rate of 11%. 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 six percentage points around any given percent reported for all respondents (285 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 2010 Census and 2017 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, and housing tenure. 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	11%	35%	35%
	35-54	34%	37%	37%
	55+	55%	28%	28%
Hispanic origin	No, not Spanish, Hispanic, or Latino	91%	85%	85%
	Spanish, Hispanic, or Latino	9%	15%	15%
Housing tenure	Own	74%	47%	47%
	Rent	26%	53%	53%
Housing type	Attached	37%	53%	53%
	Detached	63%	47%	47%
Race & Hispanic origin	Not white alone	53%	65%	65%
	White alone, not Hispanic or Latino	47%	35%	35%
Sex	Female	43%	49%	49%
	Male	57%	51%	51%
Sex/age	Female 18-34	5%	16%	16%
	Female 35-54	11%	17%	17%
	Female 55+	26%	15%	15%
	Male 18-34	5%	18%	18%
	Male 35-54	22%	20%	20%
	Male 55+	30%	13%	13%

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 if you have any questions about the survey.

Survey Validity

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

* See AAPOR’s Standard Definitions for more information at <https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2017 American Community Survey

Highlights

Residents give high marks to aspects of Sunnyvale's economy.

Nearly half of residents indicated that they felt the economy will have a positive impact on their family income in the six months following the survey; this positive outlook surpasses that of residents in comparison communities as well as the economic outlook ratings given on the 2019 Sunnyvale survey.

About 8 in 10 residents offered high ratings to the overall economic health of Sunnyvale and 7 in 10 offered high ratings to economic development; both ratings were at their highest levels since these questions were first asked. At least three-quarters of residents applauded Sunnyvale as a place to work and employment opportunities, outperforming ratings given in comparison communities. Ratings for the overall quality of business and service establishments and the vibrancy of the downtown/commercial area increased in 2021 compared to 2019.

Aspects of community design improved and it remains a priority, but resident concerns about affordable housing continue.

About 8 in 10 residents felt that community design was an important focus area for Sunnyvale in the coming two years, while only about 6 in 10 gave positive ratings to the overall quality of the community's design. Aspects of community design were generally similar to national averages and similar to ratings given in 2019; however, some aspects may be seeing an upward trend. The ratings for the overall design or layout of residential and commercial areas, along with the variety of housing options, code enforcement, and land use, planning and zoning have all increased in 2021 compared to 2019.

Four new community design aspects on the 2021 survey were each given positive ratings by about half of residents (e.g., well-planned residential and commercial growth, well-designed neighborhoods, etc.) and were on par with the national averages. Building trend data for these aspects will aid in determining how best to focus on this facet of community livability.

Additionally, when considering the cost of living in Sunnyvale and the availability of affordable quality housing, as few as 2 in 10 residents offered positive evaluations to these aspects; these were not only lower than the national averages but the lowest-rated aspects of community livability on the community survey. While evaluations of these aspects may have been amplified by the COVID-19 pandemic, ratings for the cost of living and affordable housing have been stable, and lower, since these questions were first asked, indicating a continued concern.

Residents feel additional focus on the natural environment may be needed.

About 8 in 10 respondents felt that the quality of the natural environment in Sunnyvale was an important area of focus, while only about 7 in 10 gave positive reviews to the overall quality. Additionally, fewer residents in 2021 compared to 2019 gave excellent or good evaluations to recycling and yard waste pick up, though these ratings were still on par with the nation. Water resources, a new question on the 2021 survey, was rated favorably by 42% of respondents, which was a rating lower than the national average. However, assessments of the cleanliness of Sunnyvale, preservation of natural areas, and Sunnyvale's open space saw improvements over the two-year time frame since the previous survey iteration.

Governance ratings held steady amid COVID-19 pandemic.

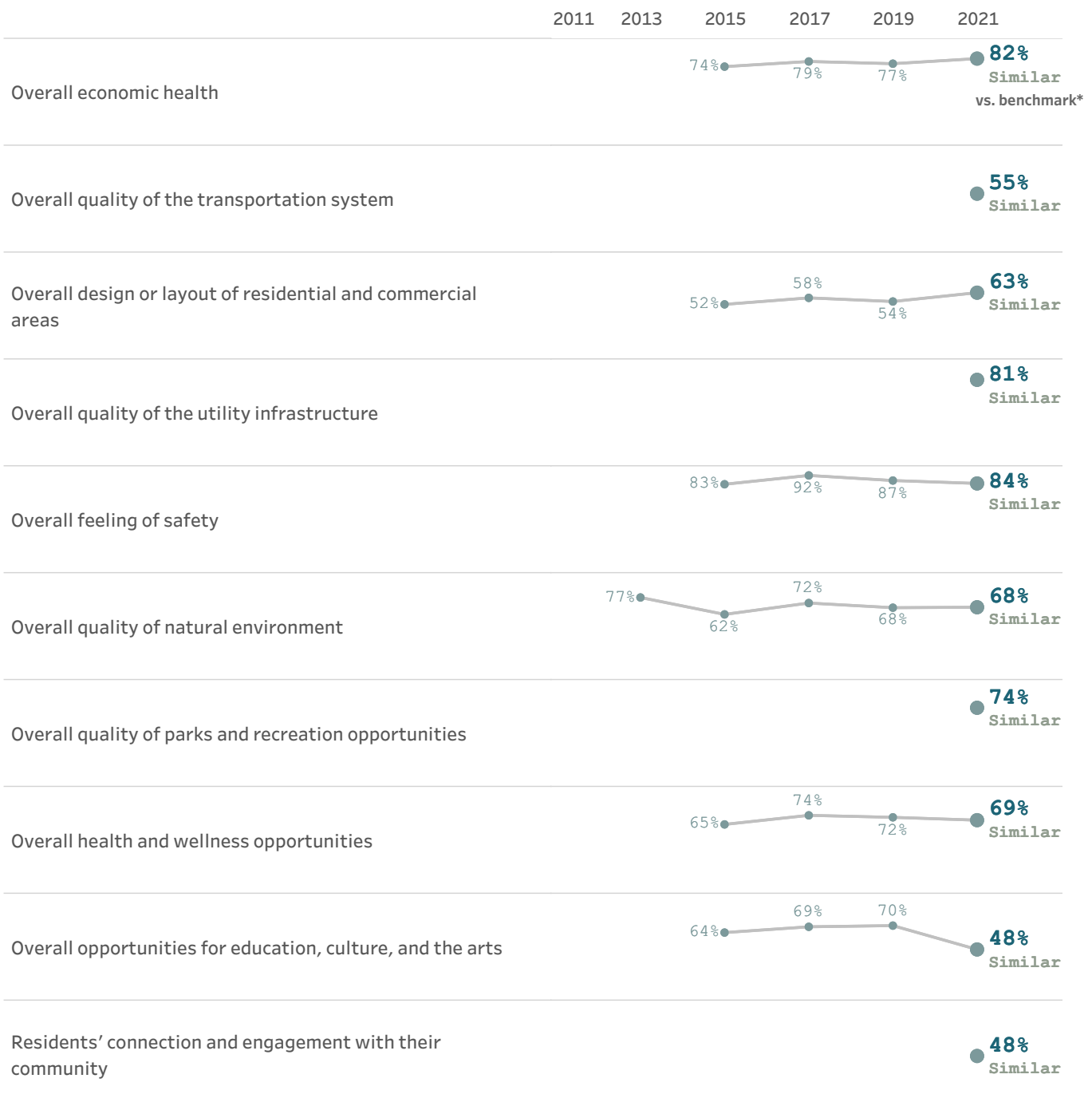
Each of the 13 listed aspects related to local governance received similar ratings in 2021 to those given in 2019, before the start of the COVID-19 pandemic. Evaluations of governance also were comparable to those given by residents in other communities across the nation. The quality of services provided by the City of Sunnyvale was rated positively by nearly 8 in 10 survey respondents; a similar proportion of residents gave positive evaluations to overall customer service by Sunnyvale employees. About 7 in 10 respondents felt that the local government treats all residents fairly and with respect, while about 6 in 10 gave positive evaluations to the overall direction Sunnyvale is taking, the overall confidence in Sunnyvale government, and the local government being honest and generally acting in the best interest of the community.

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.

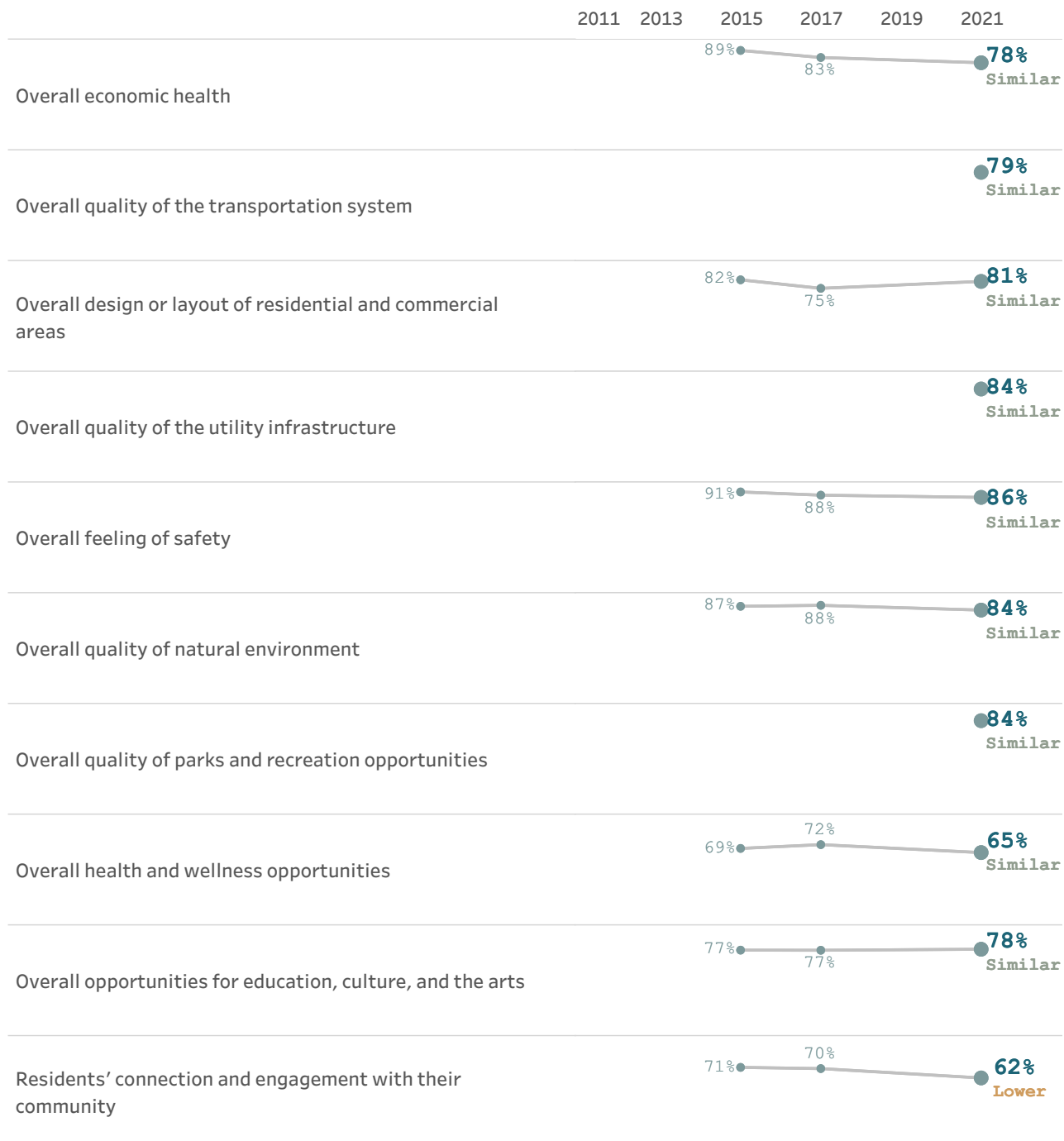
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

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)



Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Due to the changes in question wording, comparisons to past years are not made.

* 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 80% or more of respondents. Services were rated as “less important” if they received a rating of less than 80%. This classification uses the median ratings for quality and importance to divide the services in half.

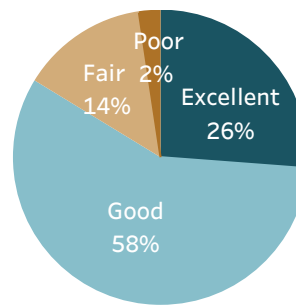
The quadrants in the figure below show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



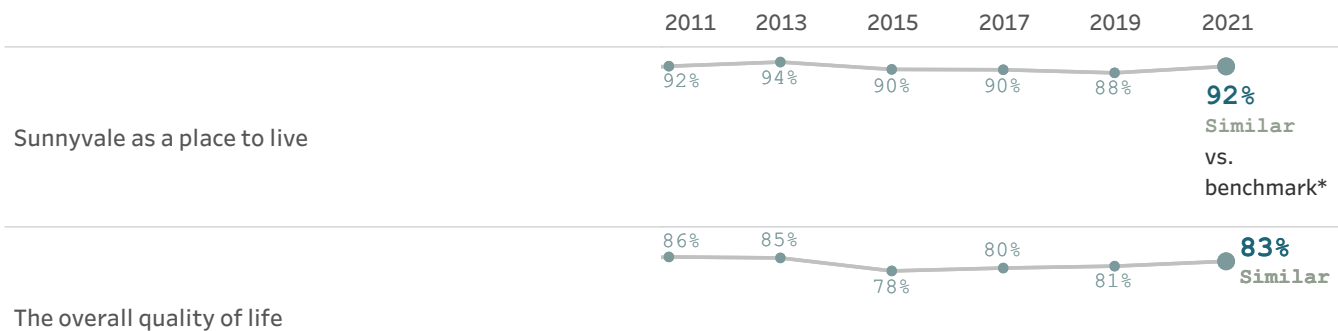
Quality of life

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.

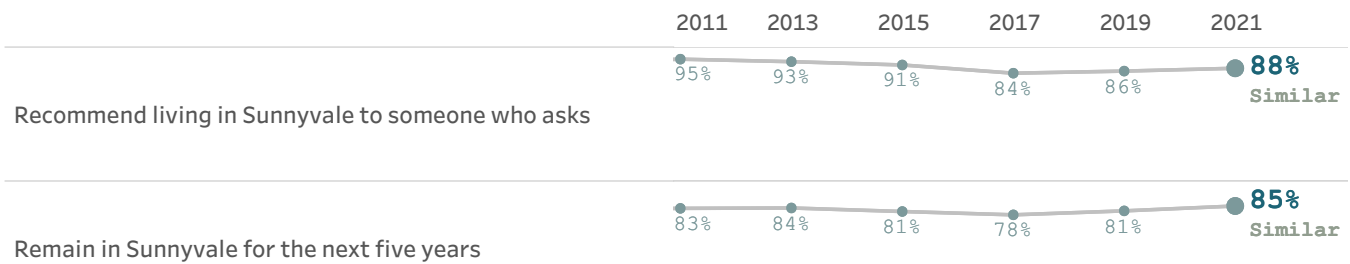
The overall quality of life in Sunnyvale, 2021



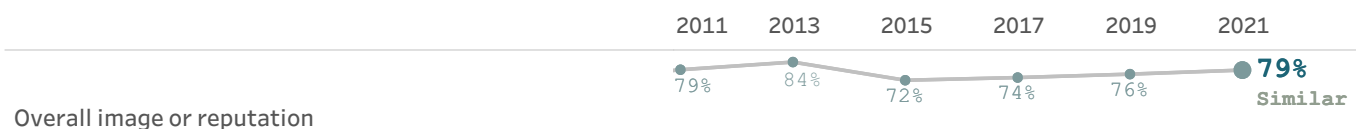
Please rate each of the following aspects of quality of life in Sunnyvale.
(% excellent or good)



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)

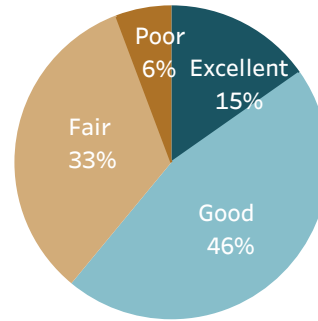


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

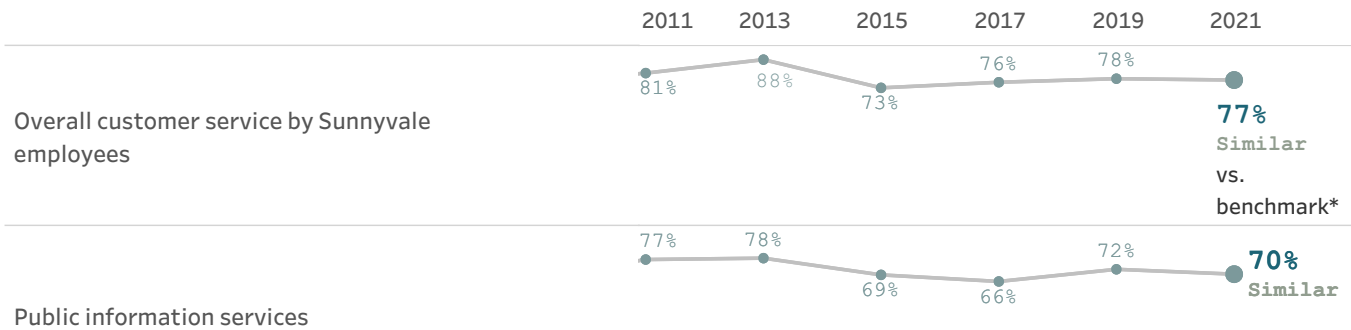
Governance

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.

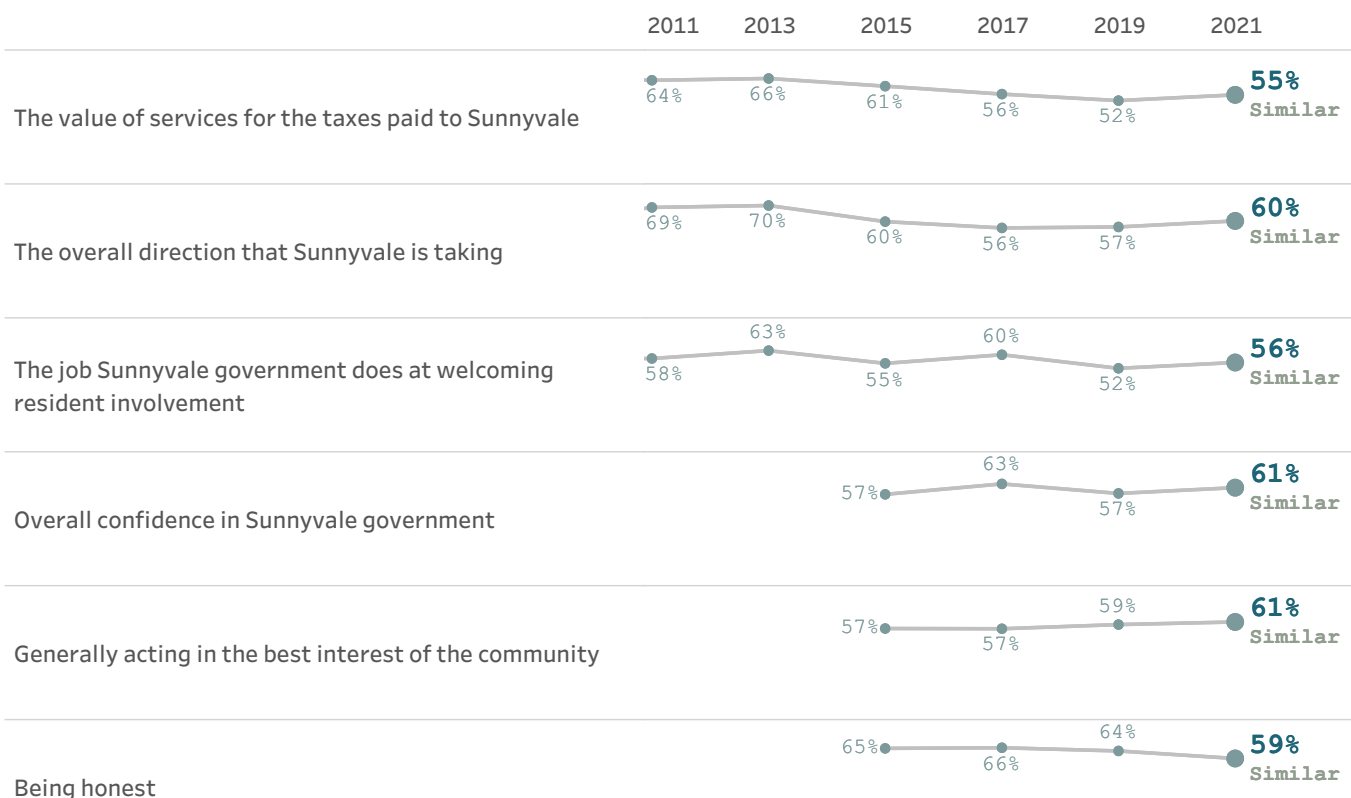
Overall confidence in Sunnyvale government, 2021

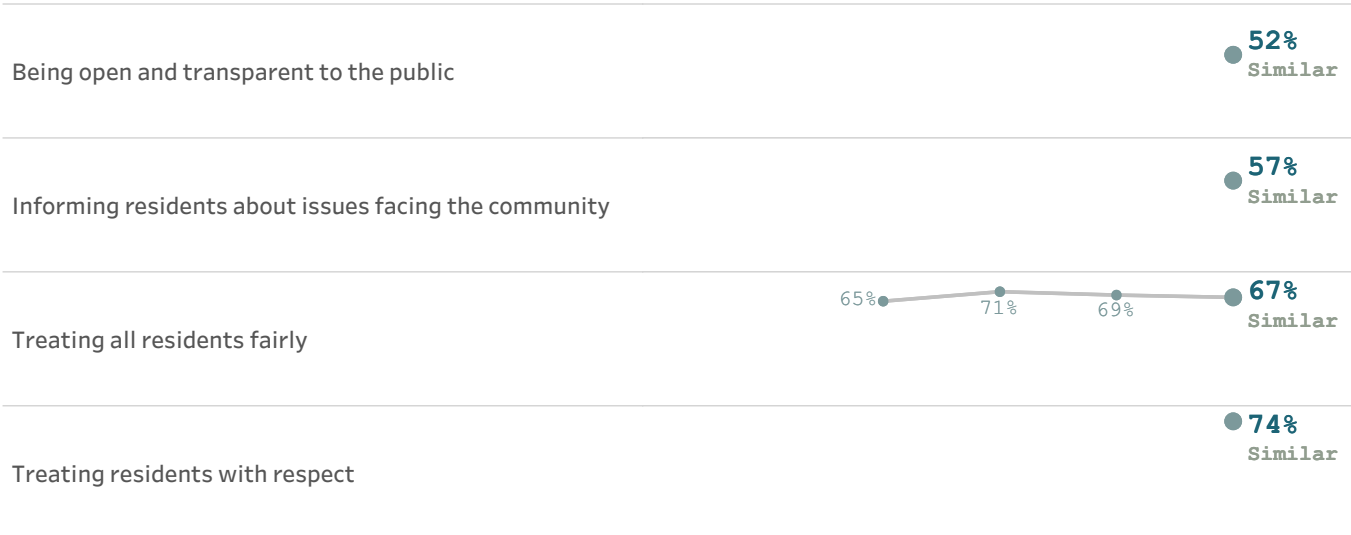


Please rate the quality of each of the following services in Sunnyvale.
(% excellent or good)

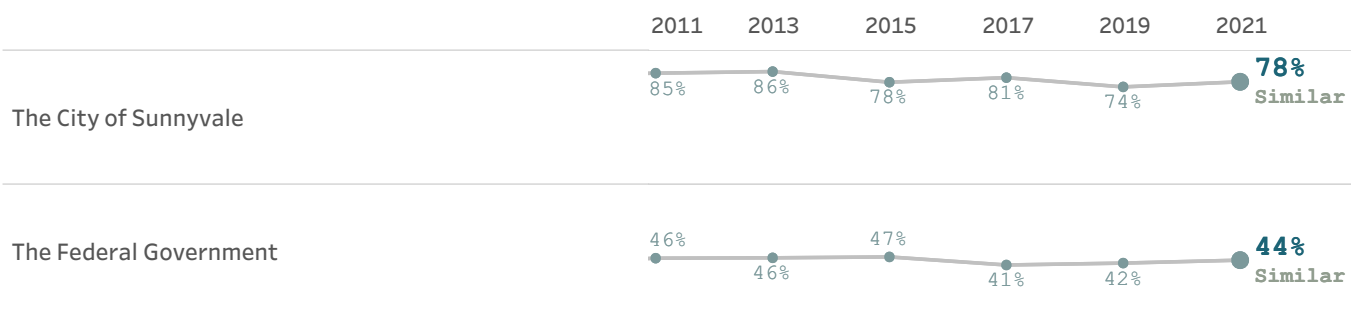


Please rate the following categories of Sunnyvale government performance.
(% excellent or good)





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

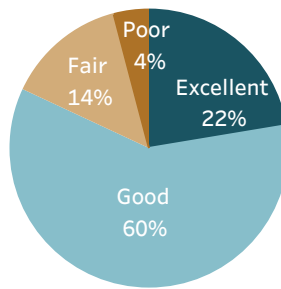


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

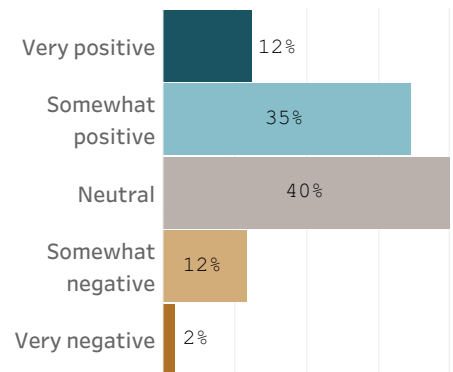
Economy

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, 2021



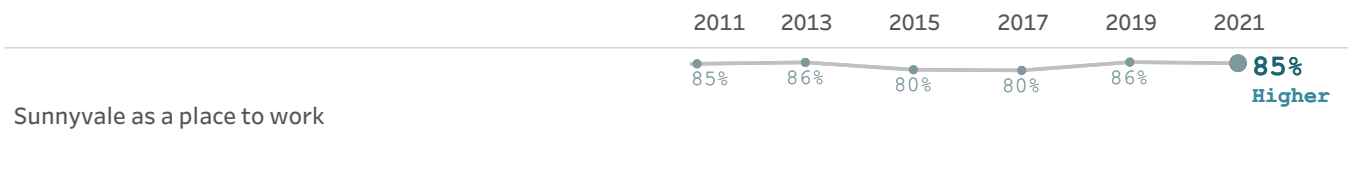
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



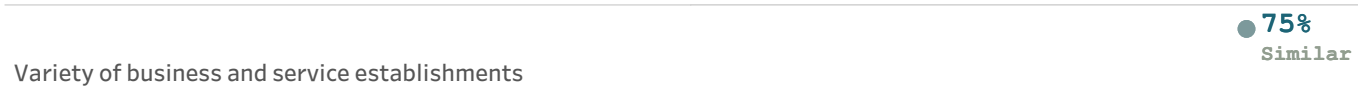
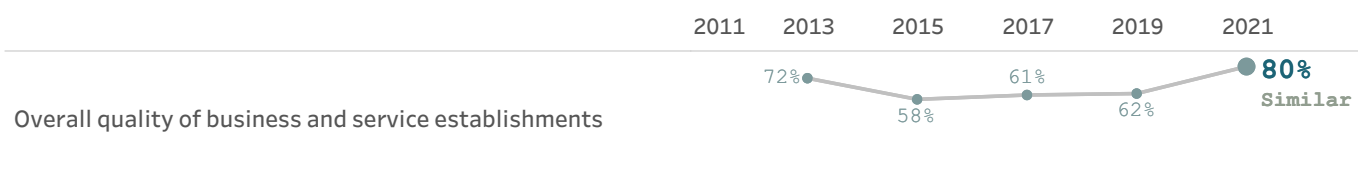
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.
(% excellent or good)



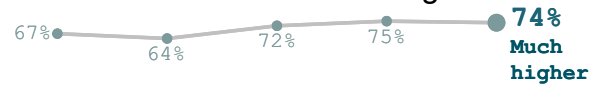
Please rate each of the following aspects of quality of life in Sunnyvale.
(% excellent or good)



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



Employment opportunities



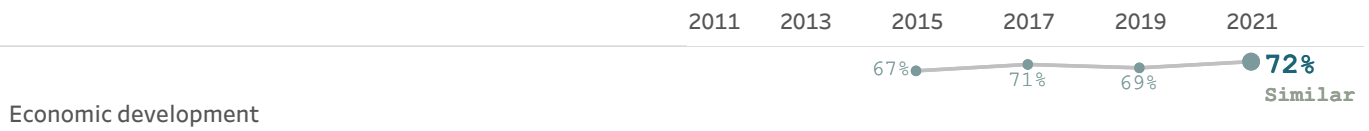
Shopping opportunities



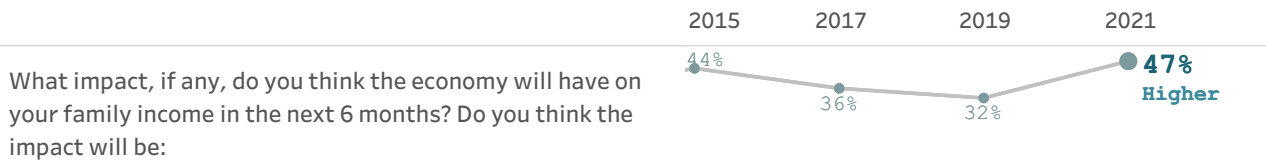
Cost of living



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



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)

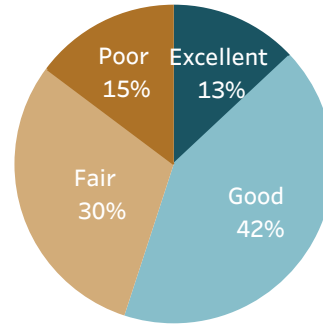


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Sunnyvale, 2021

Mobility

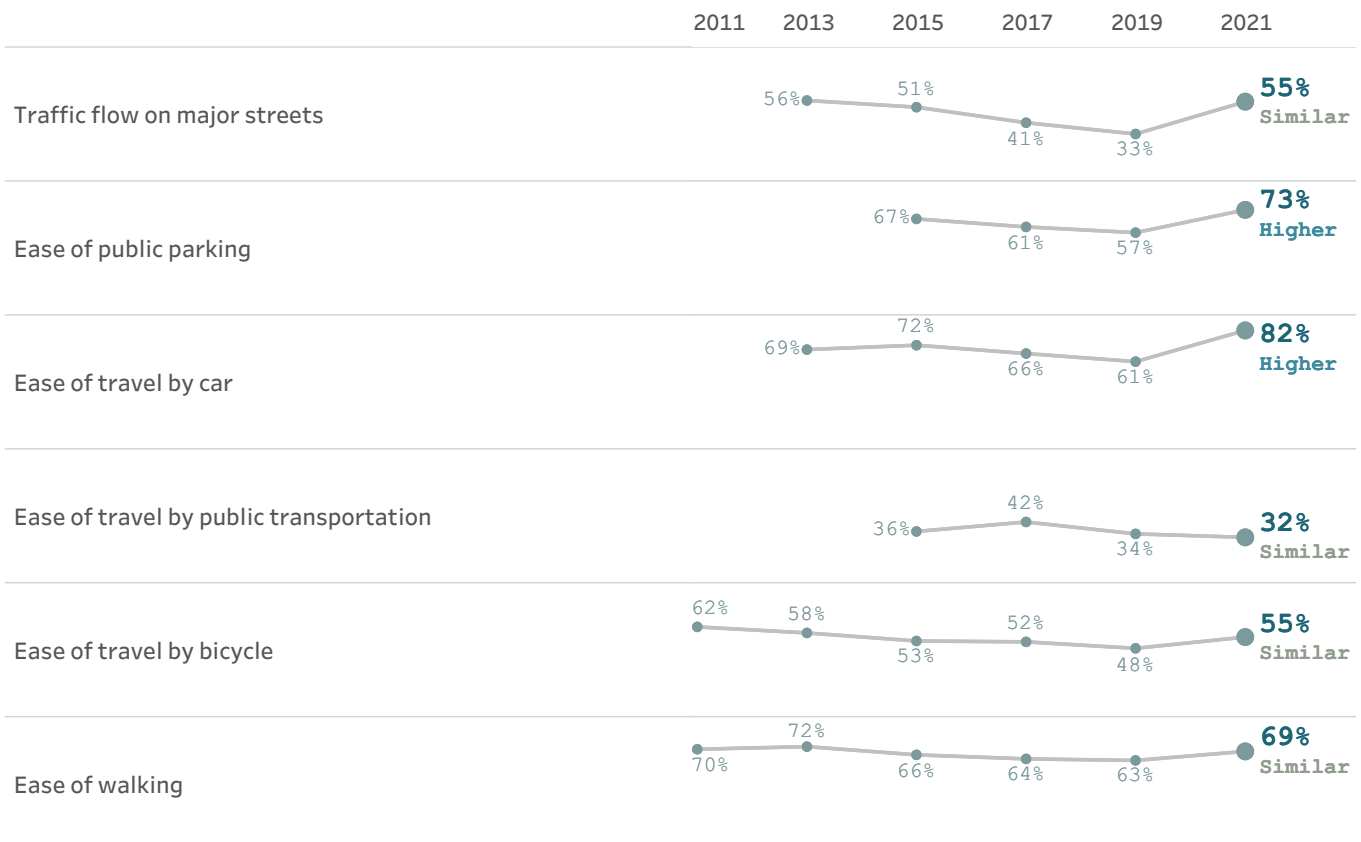
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



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)



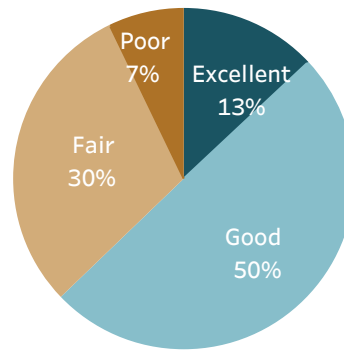
Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Due to the changes in question wording, comparisons to past years are not made.

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

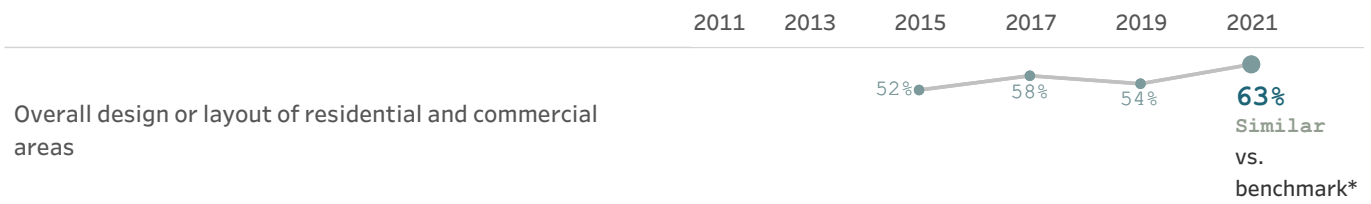
Overall design or layout of
Sunnyvale's residential and
commercial areas, 2021

Community design

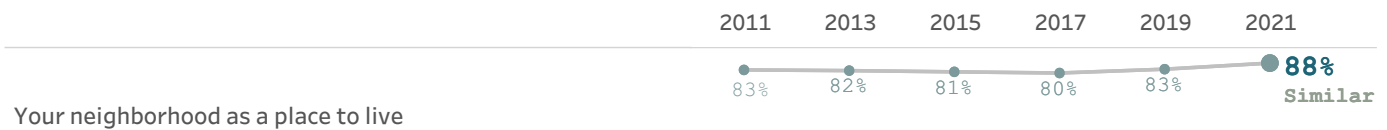
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



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)



Public places where people want to spend time



Variety of housing options



Availability of affordable quality housing



Overall quality of new development



Overall appearance



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



Code enforcement

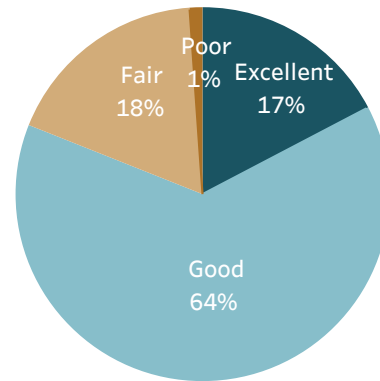


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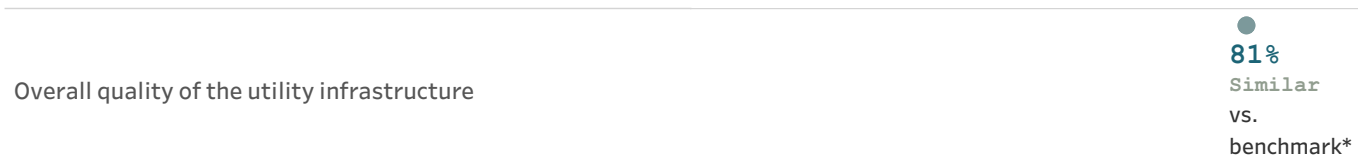
Utilities

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.

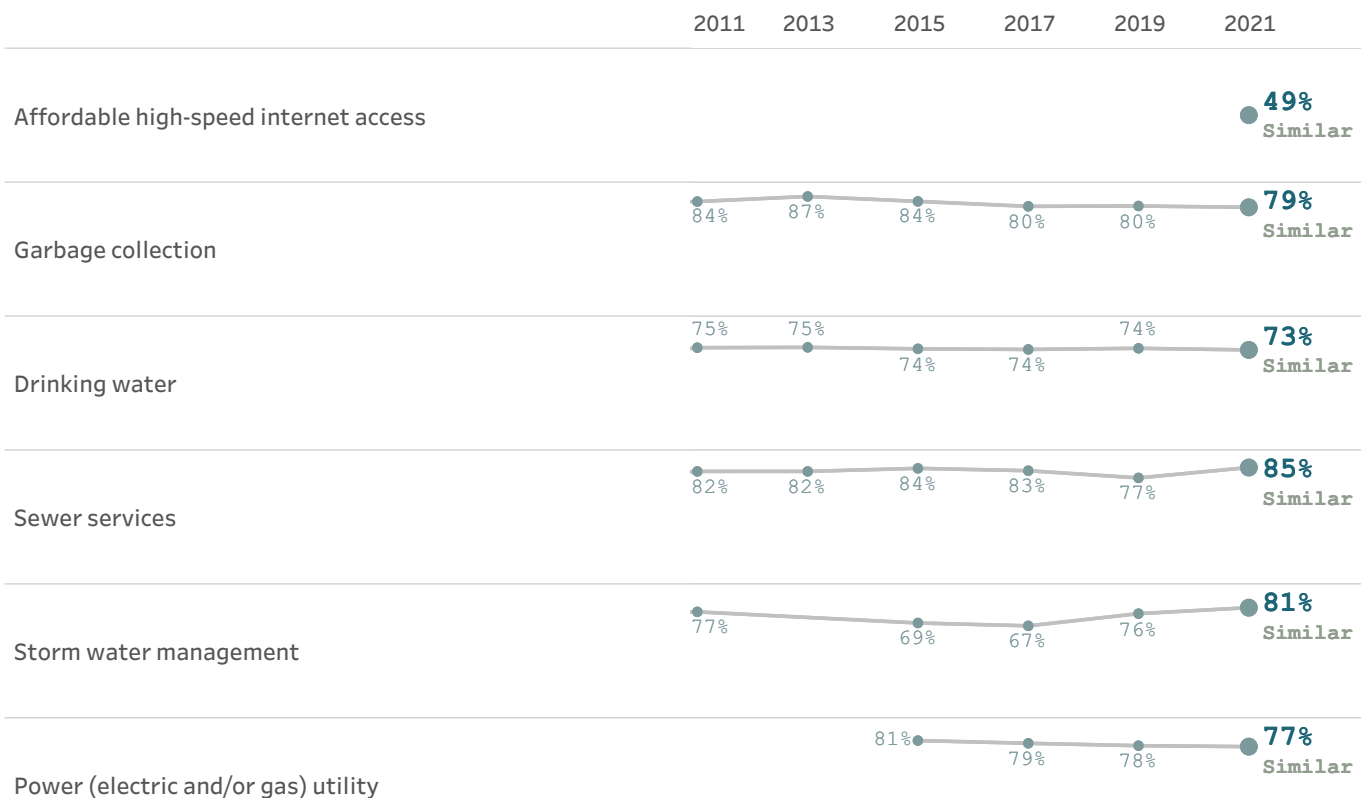
Overall quality of the utility infrastructure in Sunnyvale, 2021



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)



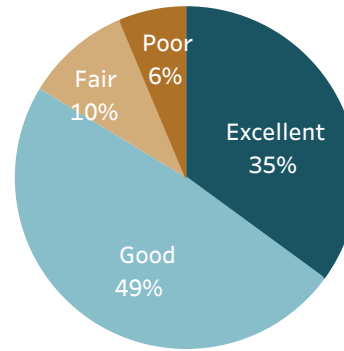


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

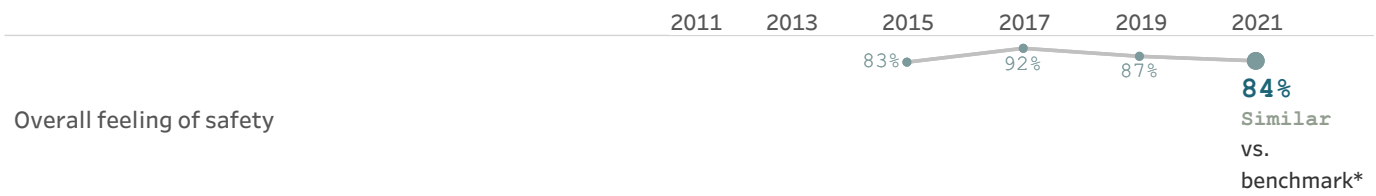
Safety

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.

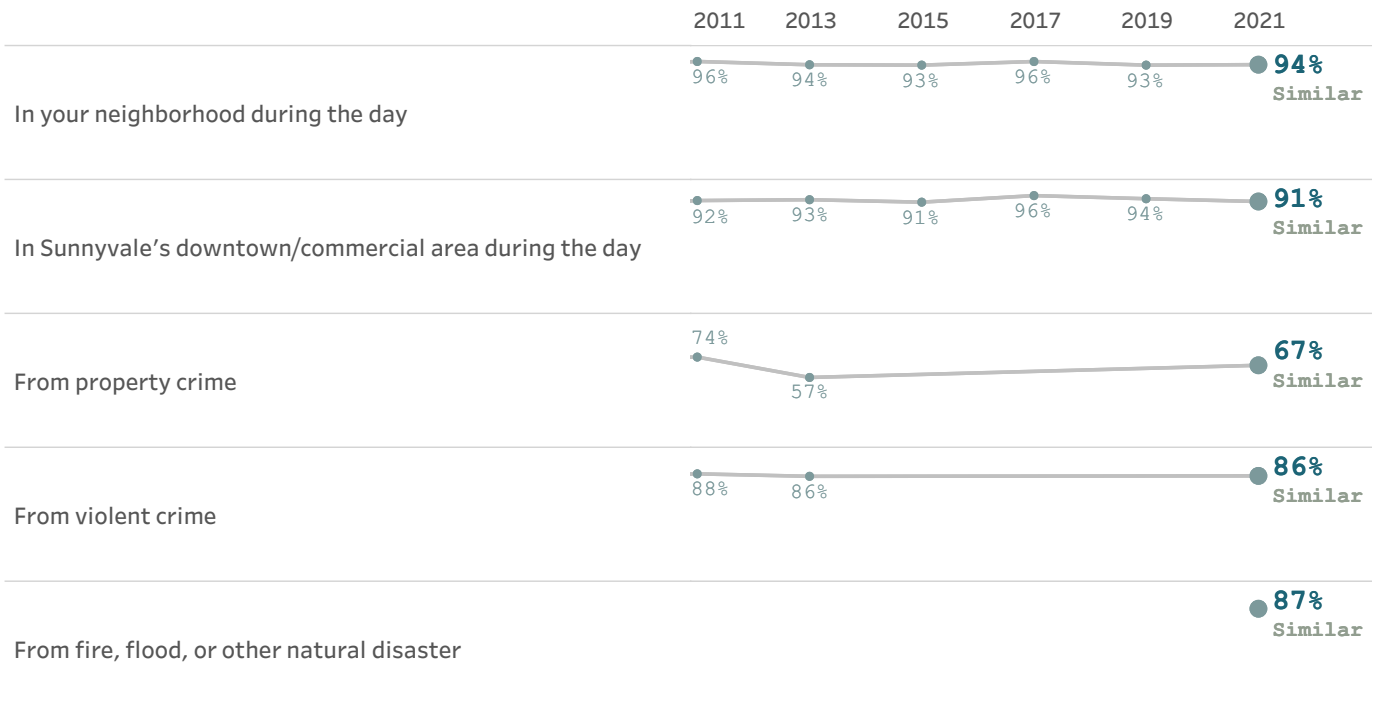
Overall feeling of safety in
Sunnyvale, 2021



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)

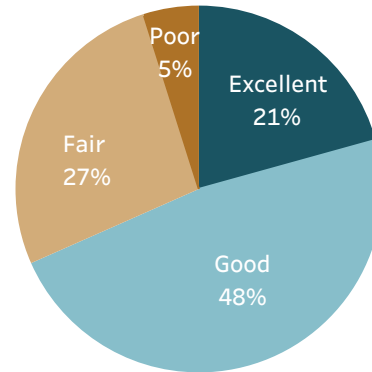


Please rate the quality of each of the following services in Sunnyvale.
(% excellent or good)



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

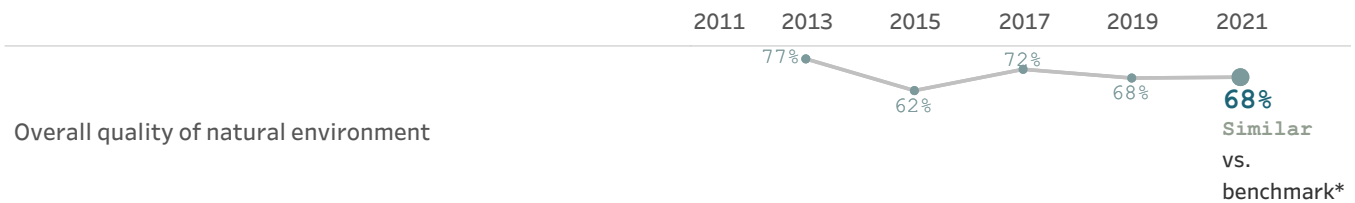
Overall quality of natural
environment in Sunnyvale, 2021



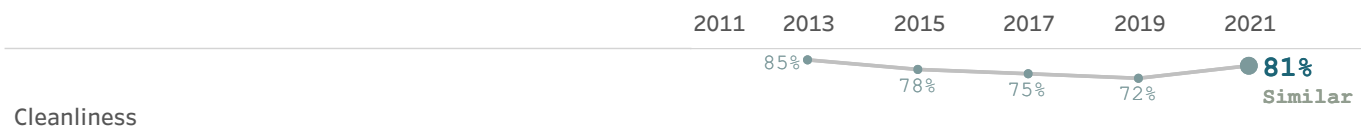
Natural environment

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.

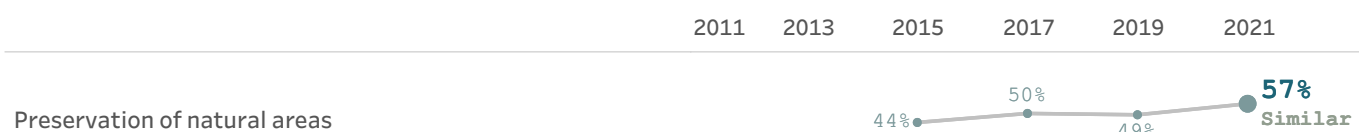
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.
(% excellent or good)

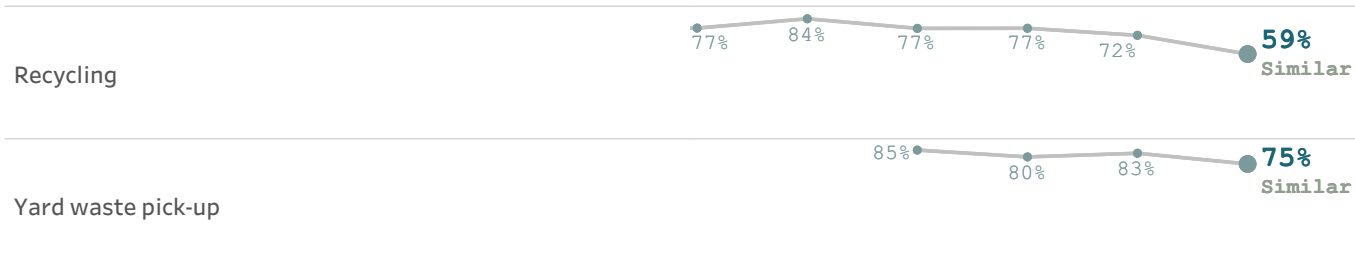


Please also rate each of the following in the Sunnyvale community.
(% excellent or good)



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





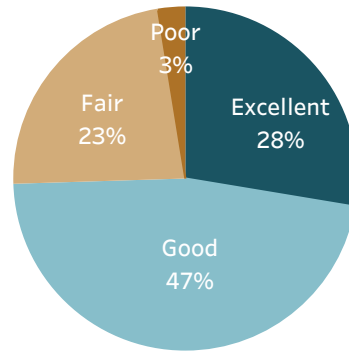
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

Parks and recreation

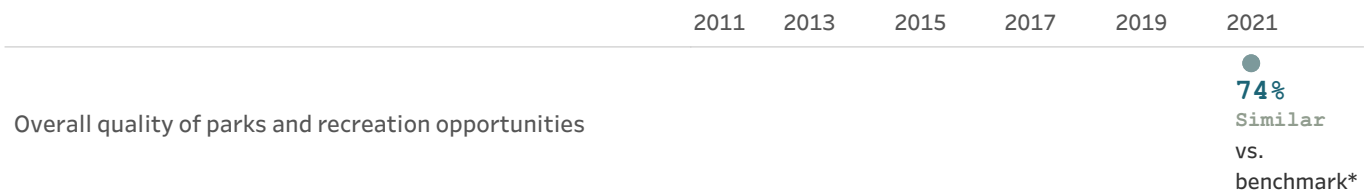
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation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

- National Recreation and Park Association



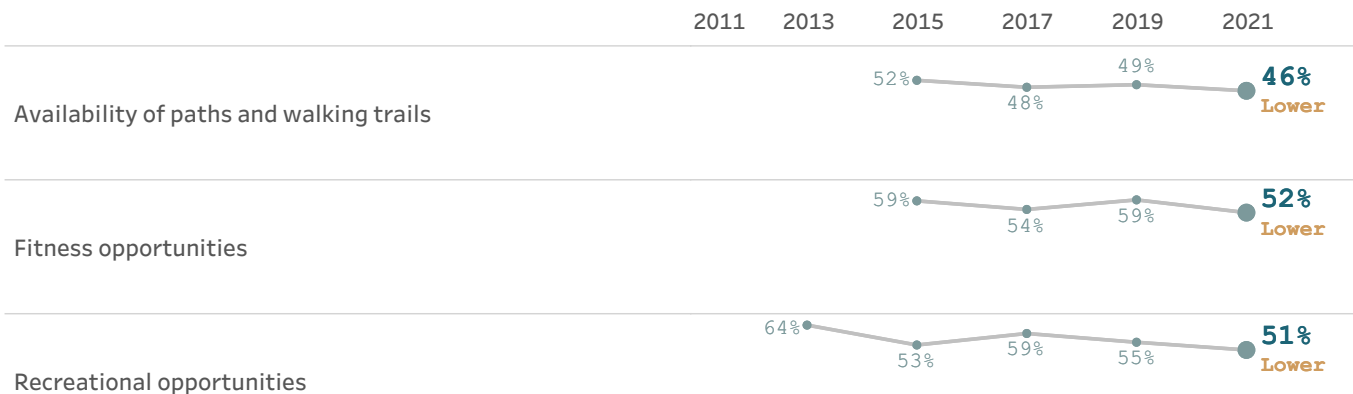
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.

(% excellent or good)



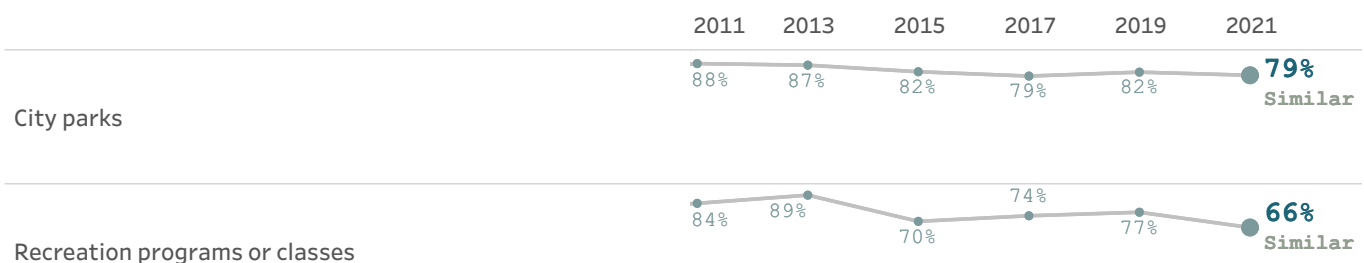
Please also rate each of the following in the Sunnyvale community.

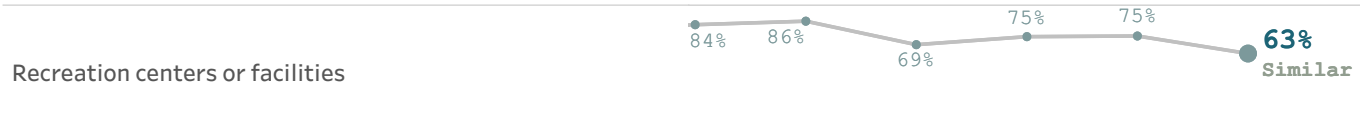
(% excellent or good)



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

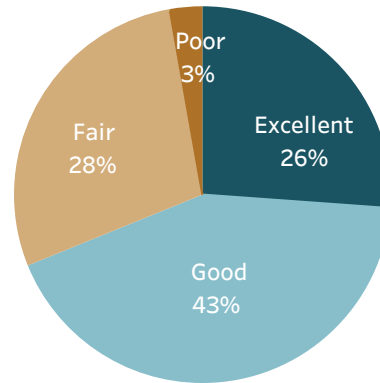
(% excellent or good)





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

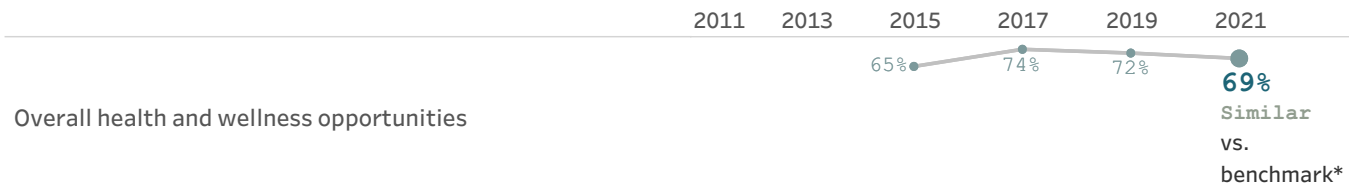
Overall health and wellness
opportunities in Sunnyvale, 2021



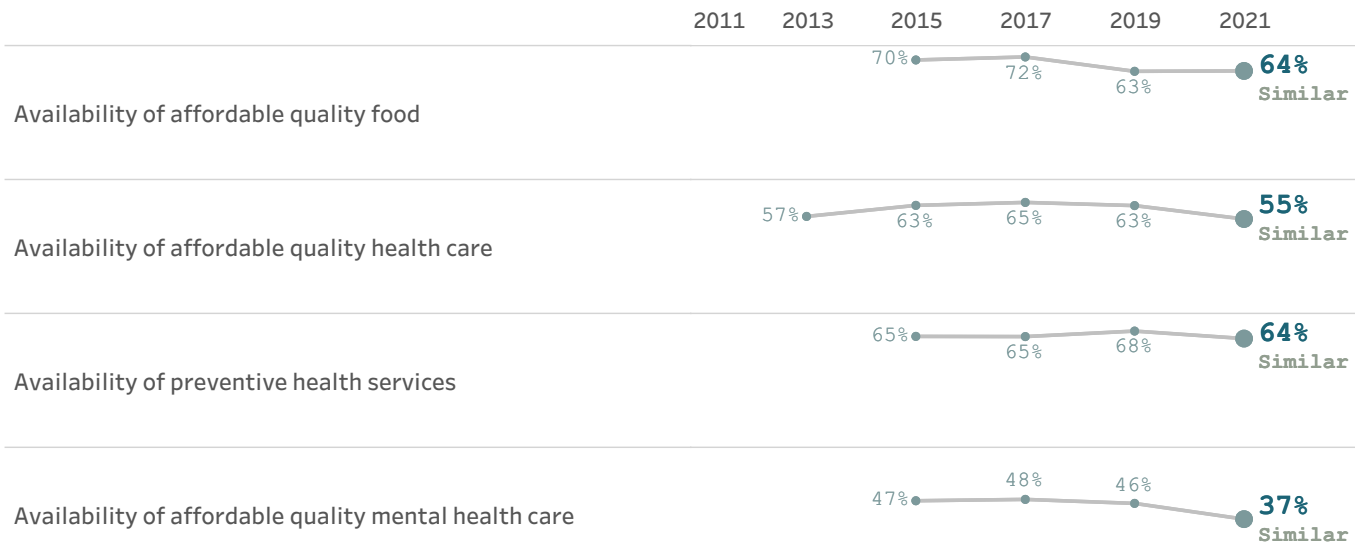
Health and wellness

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.

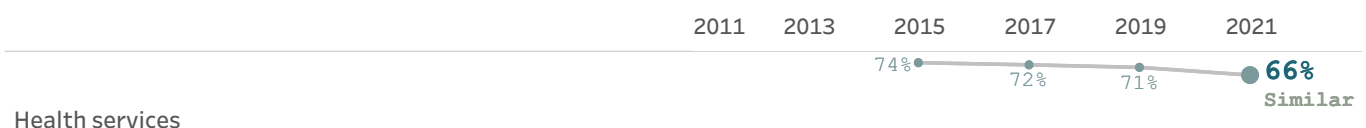
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.
(% excellent or good)



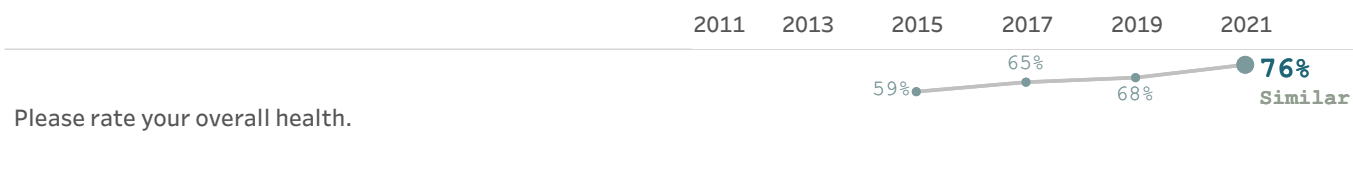
Please also rate each of the following in the Sunnyvale community.
(% excellent or good)



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

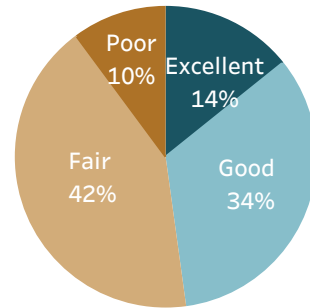


Please rate your overall health.
(% excellent or very good)



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

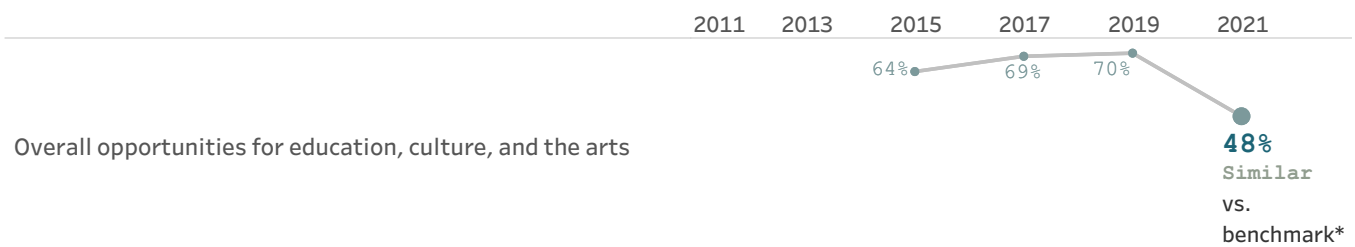
Overall opportunities for education,
culture and the arts, 2021



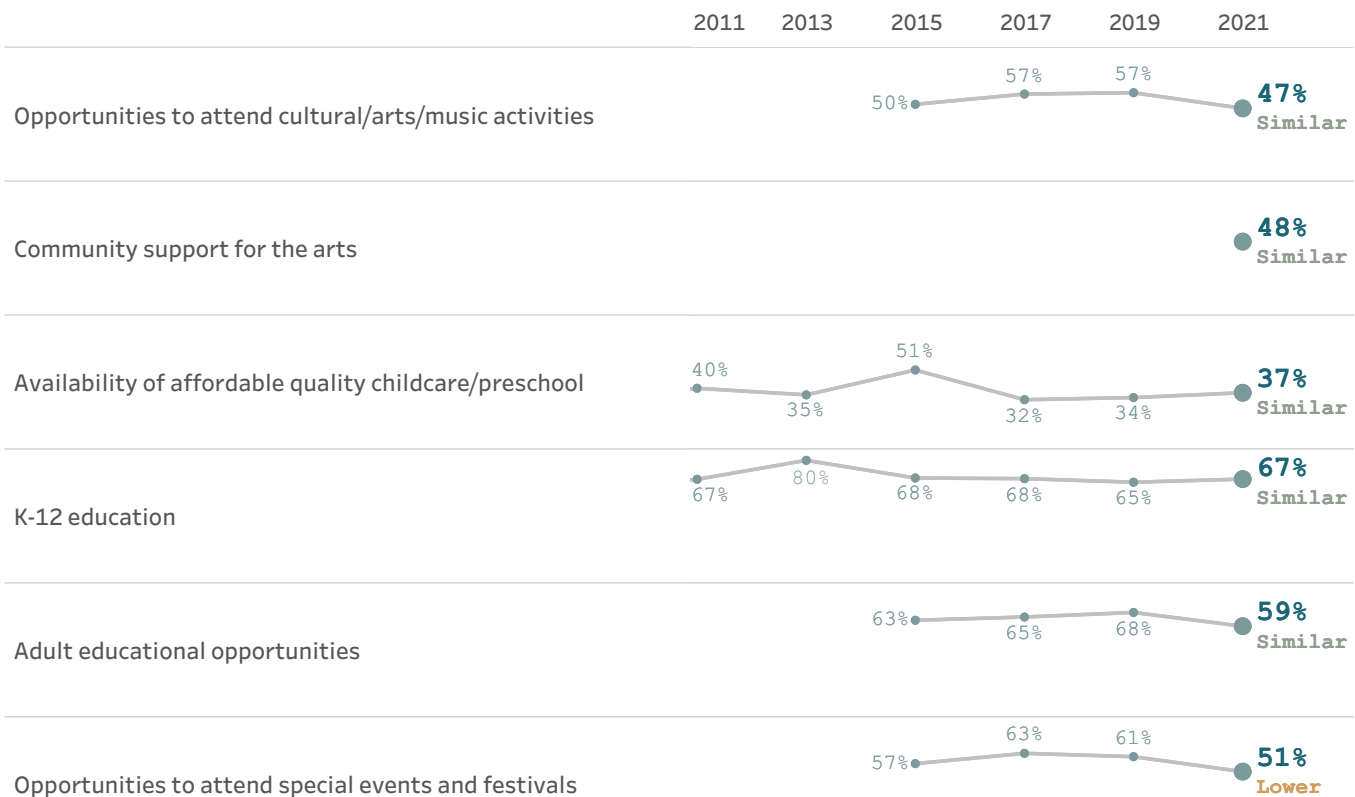
Education, arts, and culture

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)

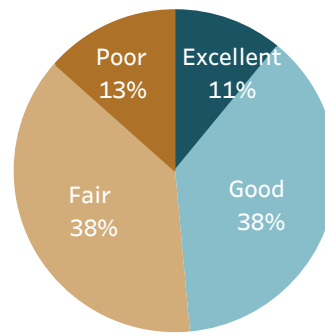


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community, 2021

Inclusivity and engagement

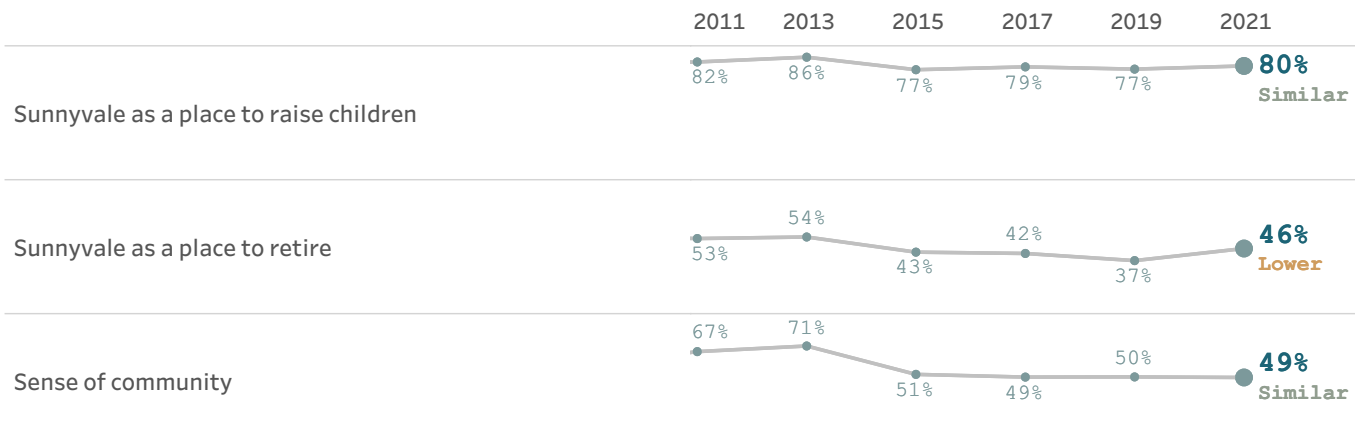
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



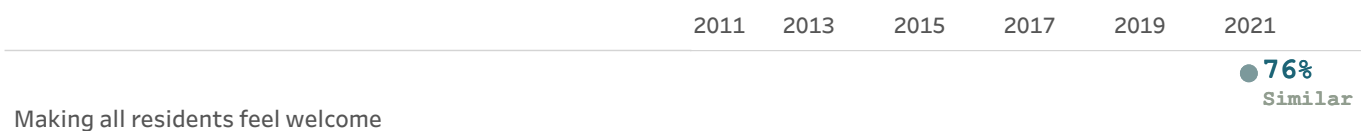
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.
(% excellent or good)

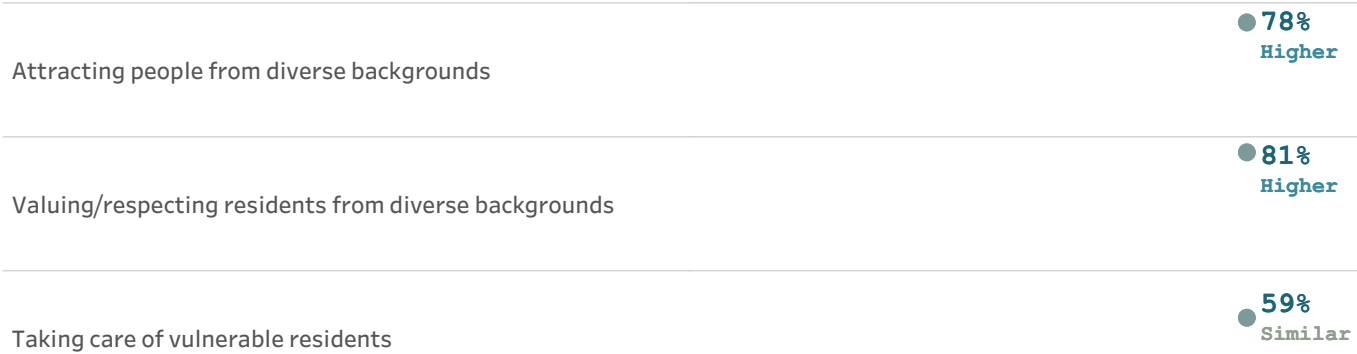


Please rate each of the following aspects of quality of life in Sunnyvale.
(% excellent or good)

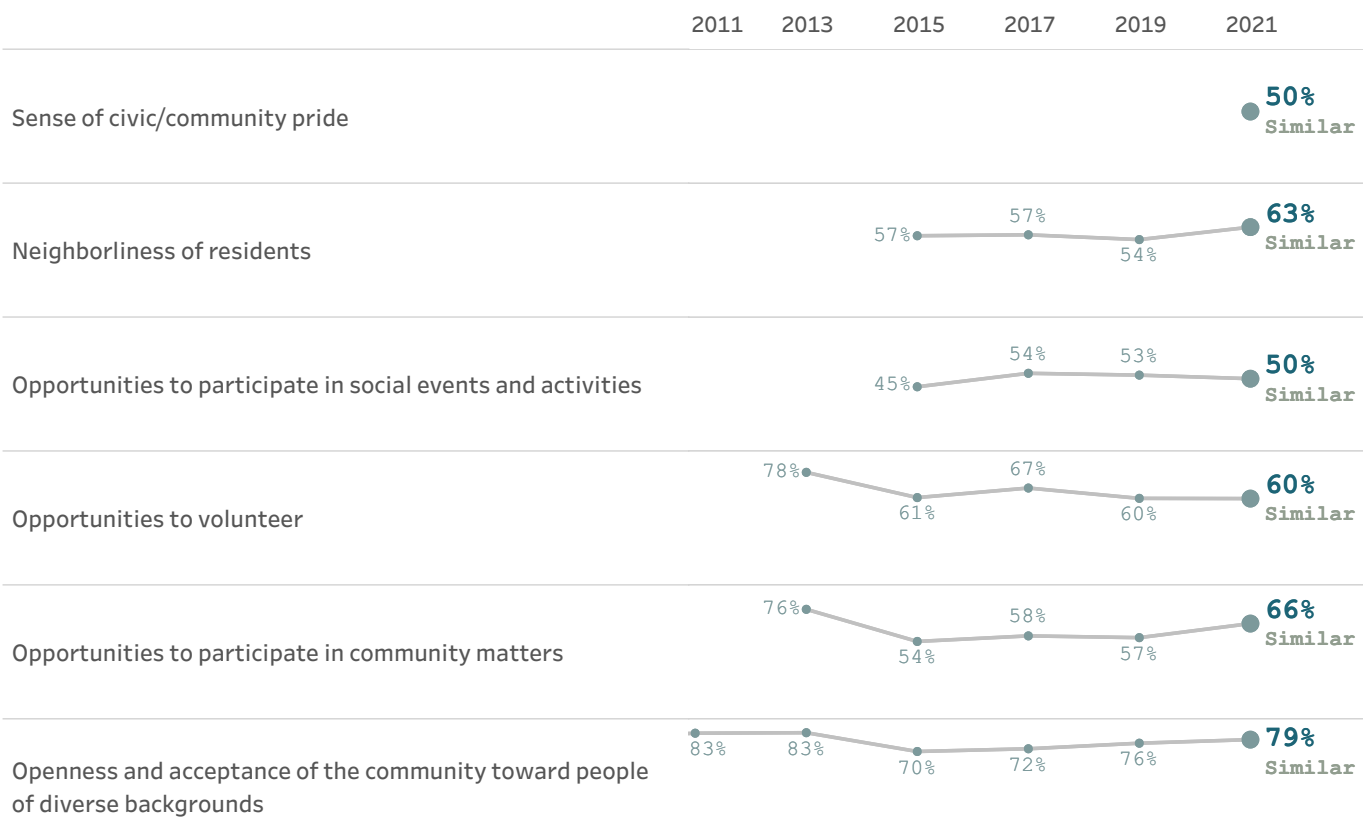


Please rate the job you feel the Sunnyvale community does at each of the following.
(% excellent or good)





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

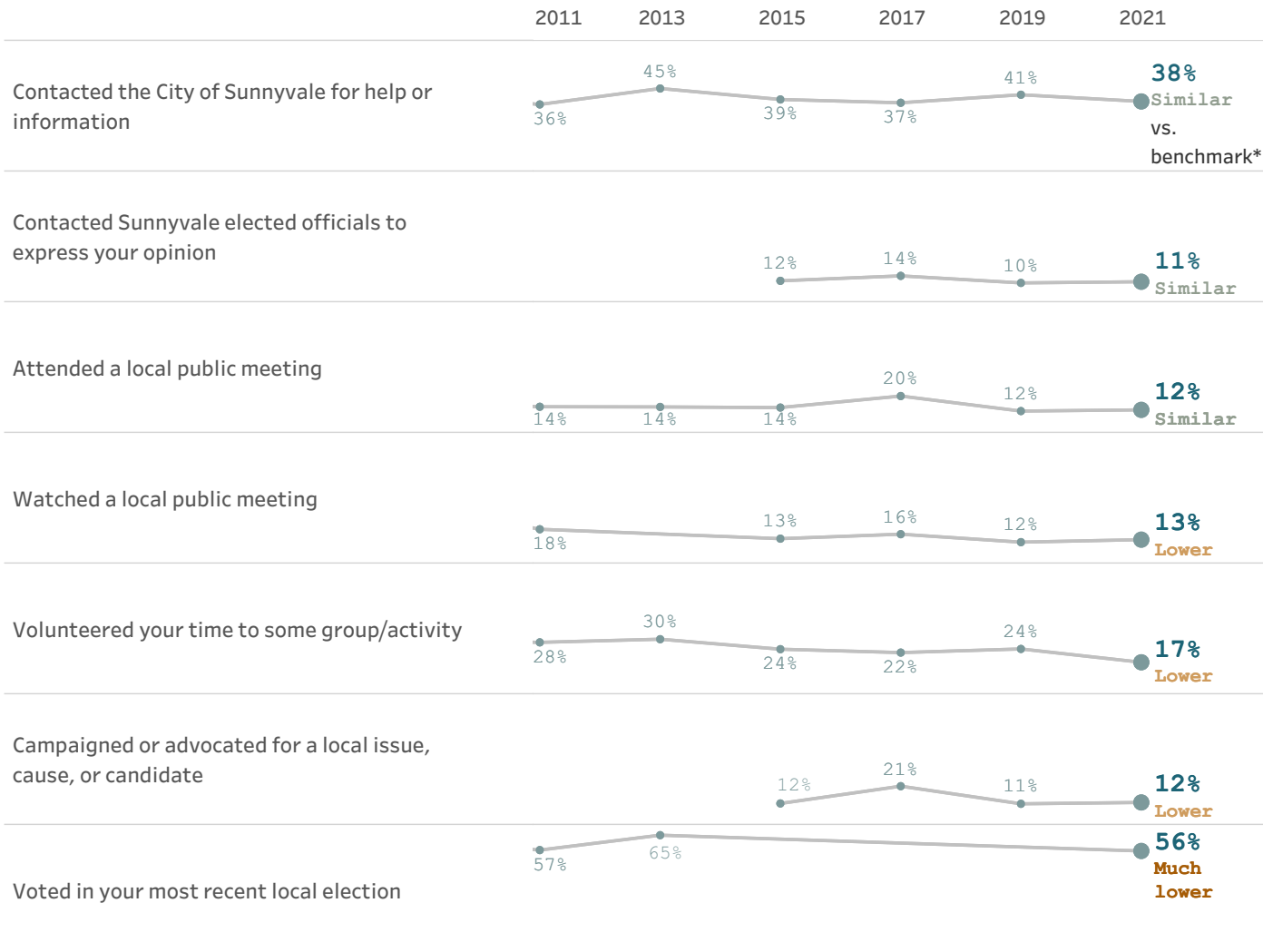


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels



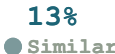

Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



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





























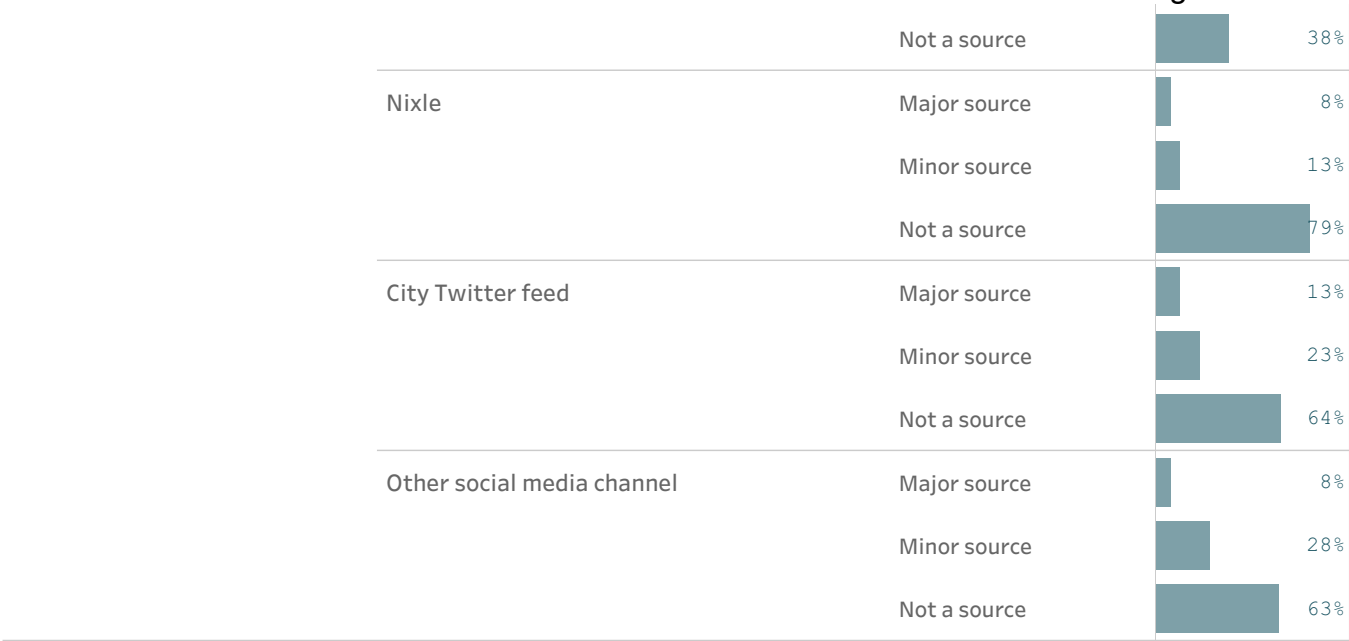
Visit social media sites	
Use or check email	
Share your opinions online	
Shop online	

* 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.

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		28%
		Yes		72%
	Visited the City of Sunnyvale’s website (sunnyvale.ca.gov)	No		36%
		Yes		64%
	Submitted a request for service through the City’s online Access Sunnyvale system	No		75%
		Yes		25%
Please rate the overall quality of information available in each of the following City information sources:	The City’s mailed newsletter (Horizon)	Excellent		19%
		Good		44%
		Fair		12%
		Poor		3%
		Don’t know		23%
	The City’s website (sunnyvale.ca.gov)	Excellent		13%
		Good		40%
		Fair		15%
		Poor		1%
		Don’t know		32%
	The City’s social media channels (e.g., Facebook, Nextdoor, Nixle, Twitter)	Excellent		5%
		Good		19%
		Fair		11%
		Poor		3%
		Don’t know		63%
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%
		Minor source		24%
		Not a source		63%
	Nextdoor	Major source		25%
		Minor source		37%



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	92%	162	364	55
	Your neighborhood as a place to live	Similar	88%	117	305	61
	Sunnyvale as a place to raise children	Similar	80%	194	364	46
	Sunnyvale as a place to work	Higher	85%	24	349	93
	Sunnyvale as a place to visit	Lower	46%	239	293	18
	Sunnyvale as a place to retire	Lower	46%	319	351	9
	The overall quality of life	Similar	83%	219	401	45
	Sense of community	Similar	49%	248	304	18
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.	Overall economic health	Similar	82%	73	278	74
	Overall quality of the transportation system	Similar	55%	45	77	42
	Overall design or layout of residential and commercial areas	Similar	63%	143	273	47
	Overall quality of the utility infrastructure	Similar	81%	31	77	61
	Overall feeling of safety	Similar	84%	176	347	49
	Overall quality of natural environment	Similar	68%	218	283	23
	Overall quality of parks and recreation opportunities	Similar	74%	56	78	29
	Overall health and wellness opportunities	Similar	69%	140	274	49
	Overall opportunities for education, culture, and the arts	Similar	48%	208	274	24
	Residents' connection and engagement with their community	Similar	48%	55	78	30
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sunnyvale to someone who asks	Similar	88%	144	289	50
	Remain in Sunnyvale for the next five years	Similar	85%	134	283	53

Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	94%	169	332	49
	In Sunnyvale's downtown/commercial area during the day	Similar	91%	130	311	58
	From property crime	Similar	67%	64	88	28
	From violent crime	Similar	86%	53	88	39
	From fire, flood, or other natural disaster	Similar	87%	38	77	51
Please rate the job you feel the Sunnyvale community does at each of the following.	Making all residents feel welcome	Similar	76%	31	80	62
	Attracting people from diverse backgrounds	Higher	78%	4	79	96
	Valuing/respecting residents from diverse backgrounds	Higher	81%	2	78	98
	Taking care of vulnerable residents	Similar	59%	39	78	51
Please rate each of the following in the Sunnyvale community.	Overall quality of business and service establishments	Similar	80%	45	280	84
	Variety of business and service establishments	Similar	75%	21	77	74
	Vibrancy of downtown/commercial area	Similar	63%	82	258	68
	Employment opportunities	Much higher	74%	8	306	97
	Shopping opportunities	Similar	55%	150	293	49
	Cost of living	Lower	15%	259	275	6
	Overall image or reputation	Similar	79%	165	341	51
Please also rate each of the following in the Sunnyvale community.	Traffic flow on major streets	Similar	55%	94	319	70
	Ease of public parking	Higher	73%	44	245	82
	Ease of travel by car	Higher	82%	43	306	86
	Ease of travel by public transportation	Similar	32%	143	251	43
	Ease of travel by bicycle	Similar	55%	127	307	58
	Ease of walking	Similar	69%	133	307	57
	Well-planned residential growth	Similar	49%	48	79	40
	Well-planned commercial growth	Similar	53%	32	79	60
	Well-designed neighborhoods	Similar	58%	45	79	44
	Preservation of the historical or cultural character of the community	Similar	55%	55	74	27
	Public places where people want to spend time	Similar	63%	174	267	35
	Variety of housing options	Similar	46%	178	284	37
	Availability of affordable quality housing	Lower	15%	265	302	12

Please also rate each of the following in the Sunnyvale community.	Overall quality of new development	Similar	54%	161	293	45
	Overall appearance	Similar	74%	205	335	39
	Cleanliness	Similar	81%	138	307	55
	Water resources	Lower	42%	64	73	13
	Air quality	Similar	69%	208	261	20
	Availability of paths and walking trails	Lower	46%	263	304	13
	Fitness opportunities	Lower	52%	224	263	15
	Recreational opportunities	Lower	51%	243	292	17
	Availability of affordable quality food	Similar	64%	186	259	28
	Availability of affordable quality health care	Similar	55%	194	273	29
	Availability of preventive health services	Similar	64%	139	254	45
	Availability of affordable quality mental health care	Similar	37%	178	250	29
	Opportunities to attend cultural/arts/music activities	Similar	47%	219	292	25
	Community support for the arts	Similar	48%	60	77	23
	Availability of affordable quality childcare/preschool	Similar	37%	199	269	26
	K-12 education	Similar	67%	168	270	38
	Adult educational opportunities	Similar	59%	120	258	53
	Sense of civic/community pride	Similar	50%	60	77	23
	Neighborliness of residents	Similar	63%	180	269	33
	Opportunities to participate in social events and activities	Similar	50%	234	275	15
	Opportunities to attend special events and festivals	Lower	51%	253	281	10
	Opportunities to volunteer	Similar	60%	238	273	13
	Opportunities to participate in community matters	Similar	66%	152	278	45
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	79%	30	299	90
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	38%	262	328	20
	Contacted Sunnyvale elected officials to express your opinion	Similar	11%	249	267	7
	Attended a local public meeting	Similar	12%	253	270	6
	Watched a local public meeting	Lower	13%	219	245	11
	Volunteered your time to some group/activity	Lower	17%	266	274	3



































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	Lower	12%	243	256	5
	Voted in your most recent local election	Much lower	56%	78	80	3
	Used public transportation instead of driving	Similar	23%	78	232	66
	Carpooled with other adults or children instead of driving alone	Higher	55%	23	261	91
	Walked or biked instead of driving	Much higher	79%	23	267	91
Please rate the quality of each of the following services in Sunnyvale.	Public information services	Similar	70%	153	283	46
	Economic development	Similar	72%	59	284	79
	Traffic enforcement	Similar	70%	143	344	58
	Traffic signal timing	Similar	63%	108	271	60
	Street repair	Similar	60%	87	332	74
	Street cleaning	Similar	74%	85	294	71
	Street lighting	Higher	78%	45	324	86
	Sidewalk maintenance	Similar	65%	107	296	64
	Bus or transit services	Similar	41%	158	244	35
	Land use, planning and zoning	Similar	51%	143	295	51
	Code enforcement	Similar	61%	94	348	73
	Affordable high-speed internet access	Similar	49%	47	75	38
	Garbage collection	Similar	79%	224	323	30
	Drinking water	Similar	73%	129	292	56
	Sewer services	Similar	85%	126	295	57
	Storm water management	Similar	81%	55	320	83
	Power (electric and/or gas) utility	Similar	77%	150	208	28
	Utility billing	Similar	68%	182	249	27
	Police/Sheriff services	Similar	77%	255	391	35
	Crime prevention	Similar	66%	232	345	33
	Animal control	Similar	77%	78	309	75
	Ambulance or emergency medical services	Similar	87%	209	312	33
	Fire services	Similar	91%	196	339	42
	Fire prevention and education	Similar	82%	116	283	59

Please rate the quality of each of the following services in Sunnyvale.	Emergency preparedness	Similar	67%	72	283	74
	Preservation of natural areas	Similar	57%	217	265	18
	Sunnyvale open space	Similar	53%	203	254	20
	Recycling	Similar	59%	277	329	16
	Yard waste pick-up	Similar	75%	137	269	49
	City parks	Similar	79%	204	305	33
	Recreation programs or classes	Similar	66%	191	302	37
	Recreation centers or facilities	Similar	63%	196	276	29
	Health services	Similar	66%	152	241	37
	Public library services	Similar	83%	176	306	42
	Overall customer service by Sunnyvale employees	Similar	77%	198	359	44
Please rate the following categories of Sunnyvale government performance.	The value of services for the taxes paid to Sunnyvale	Similar	55%	143	365	60
	The overall direction that Sunnyvale is taking	Similar	60%	144	315	54
	The job Sunnyvale government does at welcoming resident involvement	Similar	56%	149	317	53
	Overall confidence in Sunnyvale government	Similar	61%	74	277	73
	Generally acting in the best interest of the community	Similar	61%	110	281	61
	Being honest	Similar	59%	105	272	61
	Being open and transparent to the public	Similar	52%	40	80	51
	Informing residents about issues facing the community	Similar	57%	36	85	58
	Treating all residents fairly	Similar	67%	74	278	73
	Treating residents with respect	Similar	74%	36	78	55
Overall, how would you rate the quality of the services provided by each ..	The City of Sunnyvale	Similar	78%	151	369	59
	The Federal Government	Similar	44%	47	261	82
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	Lower	78%	252	255	1
	Overall quality of the transportation system	Higher	79%	12	77	85
	Overall design or layout of residential and commercial areas	Similar	81%	74	255	71
	Overall quality of the utility infrastructure	Similar	84%	57	77	27
	Overall feeling of safety	Similar	86%	187	255	26
	Overall quality of natural environment	Similar	84%	119	255	53







































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 quality of parks and recreation opportunities	Similar	84%	21	77	74
	Overall health and wellness opportunities	Lower	65%	229	255	10
	Overall opportunities for education, culture, and the arts	Similar	78%	164	255	35
	Residents' connection and engagement with their community	Much lower	62%	255	256	0
In general, how many times do you:	Access the internet from your home	Similar	98%	1	77	100
	Access the internet from your cell phone	Similar	93%	22	77	72
	Visit social media sites	Similar	70%	39	76	50
	Use or check email	Similar	98%	7	77	92
	Share your opinions online	Similar	13%	53	77	32
	Shop online	Higher	21%	12	77	85
	Please rate your overall health.	Similar	76%	36	262	86
	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:	Higher	47%	11	265	96







































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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in Sunnyvale.	Sunnyvale as a place to live	Excellent		38%
		Good		54%
		Fair		6%
		Poor		2%
	Your neighborhood as a place to live	Excellent		44%
		Good		43%
		Fair		11%
		Poor		2%
	Sunnyvale as a place to raise children	Excellent		38%
		Good		41%
		Fair		16%
		Poor		4%
	Sunnyvale as a place to work	Excellent		42%
		Good		43%
		Fair		11%
		Poor		4%
	Sunnyvale as a place to visit	Excellent		16%
		Good		30%
		Fair		35%
		Poor		19%
	Sunnyvale as a place to retire	Excellent		15%
		Good		30%
		Fair		27%
		Poor		28%
	The overall quality of life	Excellent		26%
		Good		58%
		Fair		14%
		Poor		2%
	Sense of community	Excellent		17%
		Good		32%
		Fair		35%
		Poor		16%
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.	Overall economic health	Excellent		22%
		Good		60%







































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

Overall economic health	Fair		14%
	Poor		4%
Overall quality of the transportation system	Excellent		13%
	Good		42%
	Fair		30%
	Poor		15%
Overall design or layout of residential and commercial areas	Excellent		13%
	Good		50%
	Fair		30%
	Poor		7%
Overall quality of the utility infrastructure	Excellent		17%
	Good		64%
	Fair		18%
	Poor		1%
Overall feeling of safety	Excellent		35%
	Good		49%
	Fair		10%
	Poor		6%
Overall quality of natural environment	Excellent		21%
	Good		48%
	Fair		27%
	Poor		5%
Overall quality of parks and recreation opportunities	Excellent		28%
	Good		47%
	Fair		23%
	Poor		3%
Overall health and wellness opportunities	Excellent		26%
	Good		43%
	Fair		28%
	Poor		3%
Overall opportunities for education, culture, and the arts	Excellent		14%
	Good		34%
	Fair		42%
	Poor		10%
Residents' connection and engagement with their community	Excellent		11%
	Good		38%
	Fair		38%
	Poor		13%

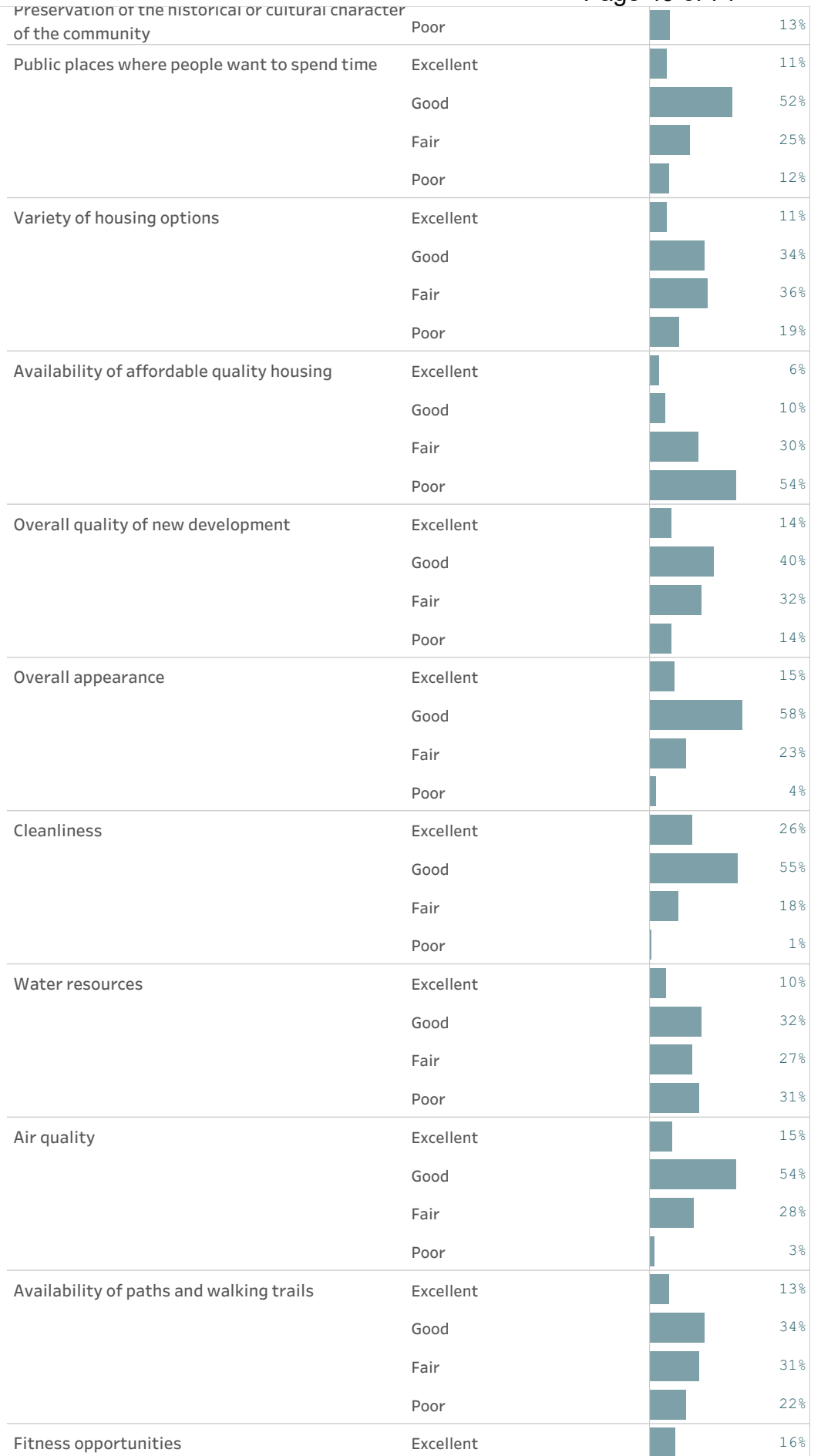
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Sunnyvale to someone who asks	Very likely		41%
		Somewhat likely		46%
		Somewhat unlikely		8%
		Very unlikely		4%
	Remain in Sunnyvale for the next five years	Very likely		38%
		Somewhat likely		47%
		Somewhat unlikely		7%
		Very unlikely		7%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		72%
		Somewhat safe		22%
		Neither safe nor unsafe		5%
		Somewhat unsafe		1%
		Very unsafe		0%
	In Sunnyvale's downtown/commercial area during the day	Very safe		69%
		Somewhat safe		22%
		Neither safe nor unsafe		5%
		Somewhat unsafe		3%
	From property crime	Very safe		28%
		Somewhat safe		39%
		Neither safe nor unsafe		14%
		Somewhat unsafe		16%
		Very unsafe		3%
	From violent crime	Very safe		47%
		Somewhat safe		39%
		Neither safe nor unsafe		8%
		Somewhat unsafe		4%
		Very unsafe		1%
	From fire, flood, or other natural disaster	Very safe		52%
		Somewhat safe		35%
		Neither safe nor unsafe		8%
		Somewhat unsafe		5%
Please rate the job you feel the Sunnyvale community does at each of the following.	Making all residents feel welcome	Excellent		25%
		Good		51%
		Fair		21%
		Poor		3%
	Attracting people from diverse backgrounds	Excellent		36%
		Good		43%
		Fair		16%

Please rate the job you feel the Sunnyvale community does at each of the following.	Attracting people from diverse backgrounds	Poor	<div></div>	6%
	Valuing/respecting residents from diverse backgrounds	Excellent	<div></div>	32%
		Good	<div></div>	48%
		Fair	<div></div>	17%
		Poor	<div></div>	2%
Taking care of vulnerable residents	Excellent	<div></div>	21%	
	Good	<div></div>	38%	
	Fair	<div></div>	30%	
	Poor	<div></div>	11%	
Please rate each of the following in the Sunnyvale community.	Overall quality of business and service establishments	Excellent	<div></div>	25%
		Good	<div></div>	55%
		Fair	<div></div>	17%
		Poor	<div></div>	3%
	Variety of business and service establishments	Excellent	<div></div>	24%
		Good	<div></div>	51%
		Fair	<div></div>	19%
		Poor	<div></div>	6%
	Vibrancy of downtown/commercial area	Excellent	<div></div>	18%
		Good	<div></div>	45%
		Fair	<div></div>	28%
		Poor	<div></div>	9%
	Employment opportunities	Excellent	<div></div>	23%
		Good	<div></div>	51%
		Fair	<div></div>	23%
		Poor	<div></div>	2%
	Shopping opportunities	Excellent	<div></div>	17%
		Good	<div></div>	38%
		Fair	<div></div>	31%
		Poor	<div></div>	14%
	Cost of living	Excellent	<div></div>	3%
		Good	<div></div>	12%
		Fair	<div></div>	38%
		Poor	<div></div>	47%
	Overall image or reputation	Excellent	<div></div>	21%
		Good	<div></div>	58%
		Fair	<div></div>	19%
		Poor	<div></div>	3%
Please also rate each of the following	Traffic flow on major streets	Excellent	<div></div>	13%







































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







































Traffic flow on major streets	Good		41%
	Fair		35%
	Poor		10%
Ease of public parking	Excellent		22%
	Good		51%
	Fair		23%
	Poor		4%
Ease of travel by car	Excellent		32%
	Good		50%
	Fair		16%
	Poor		2%
Ease of travel by public transportation	Excellent		10%
	Good		22%
	Fair		37%
	Poor		31%
Ease of travel by bicycle	Excellent		16%
	Good		40%
	Fair		35%
	Poor		10%
Ease of walking	Excellent		23%
	Good		46%
	Fair		25%
	Poor		6%
Well-planned residential growth	Excellent		10%
	Good		38%
	Fair		33%
	Poor		19%
Well-planned commercial growth	Excellent		14%
	Good		39%
	Fair		30%
	Poor		17%
Well-designed neighborhoods	Excellent		13%
	Good		44%
	Fair		32%
	Poor		10%
Preservation of the historical or cultural character of the community	Excellent		13%
	Good		42%
	Fair		33%



































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



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







































Fitness opportunities	Good		36%
	Fair		36%
	Poor		12%
Recreational opportunities	Excellent		14%
	Good		36%
	Fair		37%
	Poor		12%
Availability of affordable quality food	Excellent		15%
	Good		49%
	Fair		28%
	Poor		8%
Availability of affordable quality health care	Excellent		12%
	Good		44%
	Fair		30%
	Poor		14%
Availability of preventive health services	Excellent		18%
	Good		46%
	Fair		26%
	Poor		11%
Availability of affordable quality mental health care	Excellent		10%
	Good		27%
	Fair		33%
	Poor		31%
Opportunities to attend cultural/arts/music activities	Excellent		9%
	Good		38%
	Fair		35%
	Poor		18%
Community support for the arts	Excellent		11%
	Good		37%
	Fair		30%
	Poor		22%
Availability of affordable quality childcare/preschool	Excellent		12%
	Good		24%
	Fair		36%
	Poor		27%
K-12 education	Excellent		23%
	Good		45%
	Fair		23%

Please also rate each of the following in the Sunnyvale community.	K-12 education	Poor		9%
	Adult educational opportunities	Excellent		15%
		Good		44%
		Fair		31%
		Poor		10%
	Sense of civic/community pride	Excellent		10%
		Good		40%
		Fair		36%
		Poor		14%
	Neighborliness of residents	Excellent		10%
		Good		52%
		Fair		29%
		Poor		9%
	Opportunities to participate in social events and activities	Excellent		7%
		Good		43%
		Fair		33%
		Poor		16%
	Opportunities to attend special events and festivals	Excellent		9%
		Good		42%
		Fair		32%
		Poor		17%
	Opportunities to volunteer	Excellent		12%
		Good		48%
		Fair		29%
		Poor		11%
	Opportunities to participate in community matters	Excellent		13%
		Good		53%
		Fair		24%
		Poor		9%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		23%
		Good		56%
		Fair		16%
		Poor		5%
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	No		63%
		Yes		37%
	Contacted Sunnyvale elected officials to express your opinion	No		89%
		Yes		11%
	Attended a local public meeting	No		88%







































Please indicate whether or not you have done each of the following in the last 12 months.	Attended a local public meeting	Yes		12%
	Watched a local public meeting	No		87%
		Yes		13%
	Volunteered your time to some group/activity	No		83%
		Yes		17%
	Campaigned or advocated for a local issue, cause, or candidate	No		88%
		Yes		12%
	Voted in your most recent local election	No		44%
		Yes		56%
	Used public transportation instead of driving	No		77%
		Yes		23%
	Carpooled with other adults or children instead of driving alone	No		45%
		Yes		55%
Please rate the quality of each of the following services in Sunnyvale.	Public information services	No		21%
		Yes		79%
	Economic development	Excellent		12%
		Good		58%
		Fair		28%
		Poor		2%
	Traffic enforcement	Excellent		11%
		Good		61%
		Fair		23%
		Poor		5%
	Traffic signal timing	Excellent		7%
		Good		56%
		Fair		21%
		Poor		16%
	Street repair	Excellent		12%
		Good		48%
		Fair		30%
		Poor		10%
	Street cleaning	Excellent		20%
		Good		54%
		Fair		21%




































Please rate the quality of each of the following services in Sunnyvale.	Street cleaning	Poor		4%
	Street lighting	Excellent		24%
		Good		53%
		Fair		15%
		Poor		7%
	Sidewalk maintenance	Excellent		17%
		Good		49%
		Fair		21%
		Poor		13%
	Bus or transit services	Excellent		11%
		Good		30%
		Fair		35%
		Poor		24%
	Land use, planning and zoning	Excellent		11%
		Good		40%
		Fair		28%
		Poor		21%
	Code enforcement	Excellent		13%
		Good		48%
		Fair		29%
		Poor		10%
	Affordable high-speed internet access	Excellent		14%
		Good		36%
		Fair		29%
		Poor		22%
	Garbage collection	Excellent		29%
		Good		50%
		Fair		17%
		Poor		3%
	Drinking water	Excellent		31%
		Good		42%
		Fair		20%
		Poor		6%
	Sewer services	Excellent		24%
		Good		61%
		Fair		14%
		Poor		2%
	Storm water management	Excellent		23%







































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

Storm water management	Good		57%
	Fair		17%
	Poor		2%
Power (electric and/or gas) utility	Excellent		19%
	Good		58%
	Fair		21%
	Poor		2%
Utility billing	Excellent		14%
	Good		54%
	Fair		23%
	Poor		9%
Police/Sheriff services	Excellent		29%
	Good		48%
	Fair		20%
	Poor		3%
Crime prevention	Excellent		18%
	Good		48%
	Fair		23%
	Poor		11%
Animal control	Excellent		21%
	Good		55%
	Fair		20%
	Poor		4%
Ambulance or emergency medical services	Excellent		34%
	Good		53%
	Fair		12%
	Poor		0%
Fire services	Excellent		42%
	Good		50%
	Fair		9%
Fire prevention and education	Excellent		31%
	Good		52%
	Fair		17%
	Poor		1%
Emergency preparedness	Excellent		30%
	Good		38%
	Fair		28%
	Poor		5%

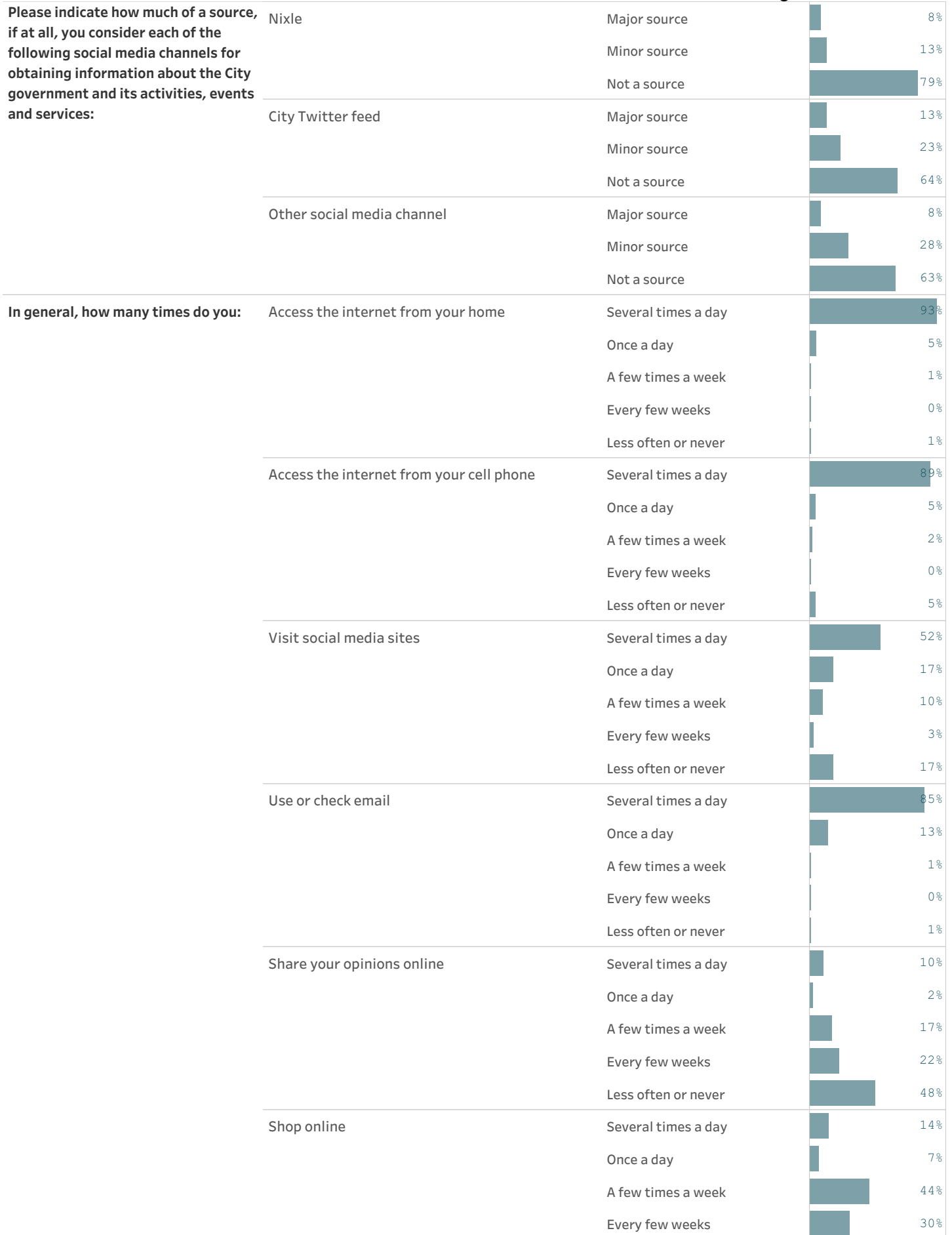
Please rate the quality of each of the following services in Sunnyvale.

Preservation of natural areas	Excellent		10%
	Good		46%
	Fair		21%
	Poor		23%
Sunnyvale open space	Excellent		12%
	Good		41%
	Fair		28%
	Poor		18%
Recycling	Excellent		23%
	Good		37%
	Fair		28%
	Poor		12%
Yard waste pick-up	Excellent		33%
	Good		42%
	Fair		16%
	Poor		9%
City parks	Excellent		26%
	Good		53%
	Fair		16%
	Poor		5%
Recreation programs or classes	Excellent		18%
	Good		48%
	Fair		29%
	Poor		5%
Recreation centers or facilities	Excellent		15%
	Good		47%
	Fair		30%
	Poor		8%
Health services	Excellent		14%
	Good		52%
	Fair		27%
	Poor		6%
Public library services	Excellent		38%
	Good		45%
	Fair		15%
	Poor		2%
Overall customer service by Sunnyvale employees	Excellent		21%
	Good		56%

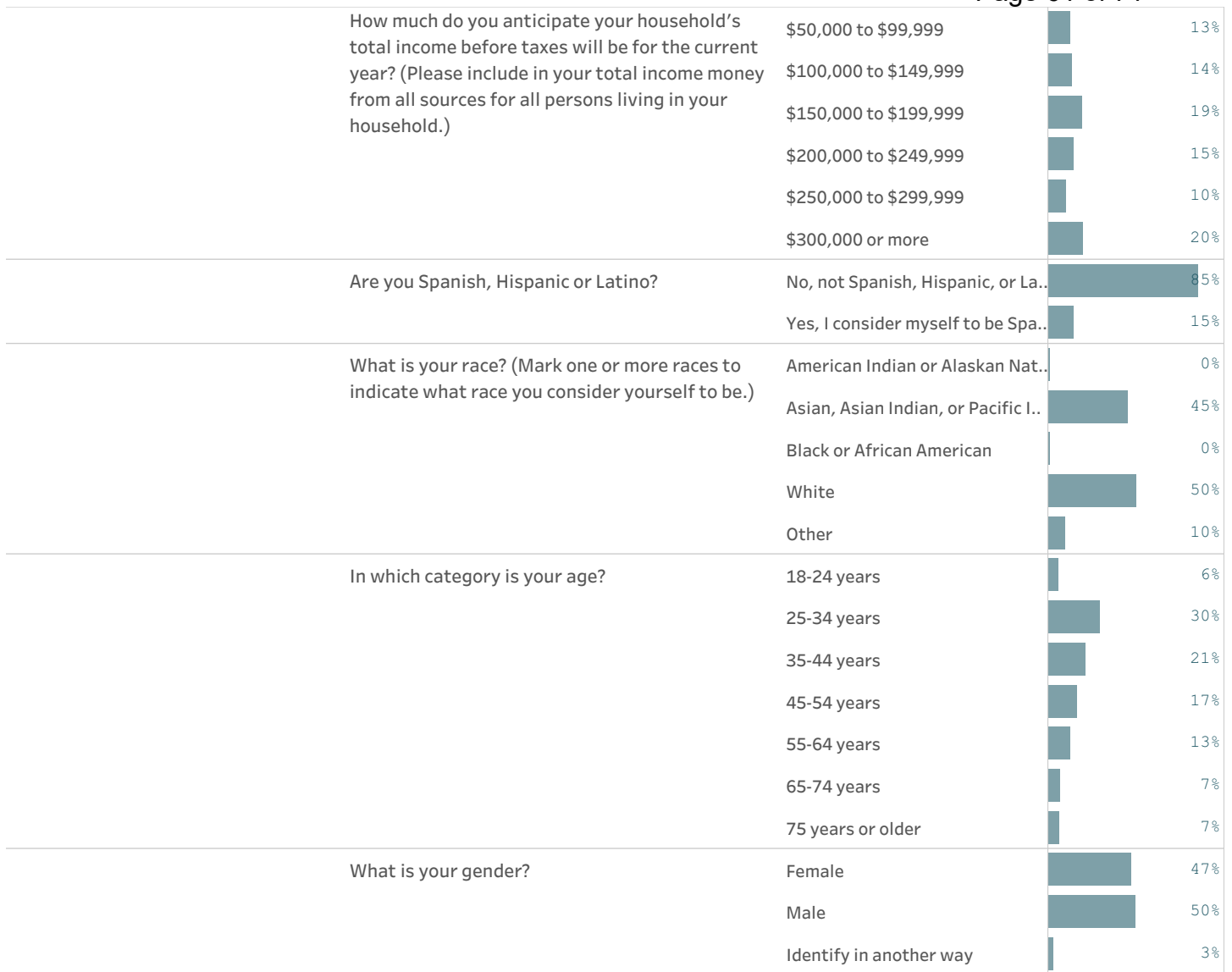
Please rate the quality of each of the following services in Sunnyvale.	Overall customer service by Sunnyvale employees	Fair		22%
		Poor		1%
Please rate the following categories of Sunnyvale government performance.	The value of services for the taxes paid to Sunnyvale	Excellent		13%
		Good		42%
		Fair		34%
		Poor		11%
	The overall direction that Sunnyvale is taking	Excellent		12%
		Good		48%
		Fair		30%
		Poor		10%
	The job Sunnyvale government does at welcoming resident involvement	Excellent		11%
		Good		45%
		Fair		31%
		Poor		14%
	Overall confidence in Sunnyvale government	Excellent		15%
		Good		46%
		Fair		33%
		Poor		6%
	Generally acting in the best interest of the community	Excellent		15%
		Good		46%
		Fair		31%
		Poor		8%
	Being honest	Excellent		18%
		Good		42%
		Fair		35%
		Poor		6%
	Being open and transparent to the public	Excellent		17%
		Good		35%
		Fair		40%
		Poor		8%
	Informing residents about issues facing the community	Excellent		15%
		Good		42%
		Fair		30%
		Poor		13%
	Treating all residents fairly	Excellent		16%
		Good		52%
		Fair		28%
		Poor		5%

Please rate the following categories of Sunnyvale government performance.	Treating residents with respect	Excellent		17%
		Good		57%
		Fair		25%
		Poor		2%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Sunnyvale	Excellent		22%
		Good		56%
		Fair		20%
		Poor		2%
	The Federal Government	Excellent		7%
		Good		38%
		Fair		42%
		Poor		13%
Please rate how important, if at all, you think it is for the Sunnyvale community to focus on each of the following in the coming two years.	Overall economic health	Essential		33%
		Very important		45%
		Somewhat important		19%
		Not at all important		3%
	Overall quality of the transportation system	Essential		39%
		Very important		40%
		Somewhat important		20%
		Not at all important		1%
	Overall design or layout of residential and commercial areas	Essential		33%
		Very important		48%
		Somewhat important		19%
		Not at all important		1%
	Overall quality of the utility infrastructure	Essential		43%
		Very important		41%
		Somewhat important		14%
		Not at all important		3%
	Overall feeling of safety	Essential		55%
		Very important		31%
		Somewhat important		10%
		Not at all important		4%
	Overall quality of natural environment	Essential		38%
		Very important		46%
		Somewhat important		13%
		Not at all important		3%
	Overall quality of parks and recreation opportunities	Essential		33%
		Very important		51%

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 quality of parks and recreation opportunities	Somewhat important		15%
		Not at all important		1%
	Overall health and wellness opportunities	Essential		21%
		Very important		45%
		Somewhat important		32%
		Not at all important		3%
	Overall opportunities for education, culture, and the arts	Essential		28%
		Very important		50%
		Somewhat important		20%
		Not at all important		2%
	Residents' connection and engagement with their community	Essential		19%
		Very important		43%
		Somewhat important		31%
		Not at all important		7%
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		28%
		Yes		72%
	Visited the City of Sunnyvale's website (sunnyvale.ca.gov)	No		36%
		Yes		64%
	Submitted a request for service through the City's online Access Sunnyvale system	No		75%
		Yes		25%
Please rate the overall quality of information available in each of the following City information sources:	The City's mailed newsletter (Horizon)	Excellent		24%
		Good		57%
		Fair		15%
		Poor		4%
	The City's website (sunnyvale.ca.gov)	Excellent		18%
		Good		58%
		Fair		22%
		Poor		2%
	The City's social media channels (e.g., Facebook, Nextdoor, Nixle, Twitter)	Excellent		13%
		Good		50%
		Fair		30%
		Poor		7%
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%
		Minor source		24%
		Not a source		63%
	Nextdoor	Major source		25%
		Minor source		37%
		Not a source		38%



In general, how many times do you:	Shop online	Less often or never		5%
Please rate your overall health.		Excellent		30%
		Very good		46%
		Good		20%
		Fair		4%
		Poor		0%
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		12%
		Somewhat positive		35%
		Neutral		40%
		Somewhat negative		12%
		Very negative		2%
How many years have you lived in Sunnyvale?		Less than 2 years		18%
		2-5 years		27%
		6-10 years		16%
		11-20 years		13%
		More than 20 years		27%
Which best describes the building you live in?		One family house detached fro..		45%
		Building with two or more hom..		51%
		Mobile home		3%
		Other		1%
Do you rent or own your home?		Rent		53%
		Own		47%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?		Less than \$1,000 per month		6%
		\$1,000 to \$1,499 per month		8%
		\$1,500 to \$1,999 per month		9%
		\$2,000 to \$2,499 per month		13%
		\$2,500 to \$2,999 per month		16%
		\$3,000 to \$3,499 per month		11%
		\$3,500 to \$3,999 per month		14%
		\$4,000 to \$4,499 per month		7%
		\$4,500 to \$4,999 per month		6%
		\$5,000 or more per month		11%
Do any children 17 or under live in your household?		No		64%
		Yes		36%
Are you or any other members of your household aged 65 or older?		No		82%
		Yes		18%
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		Less than \$25,000		2%
		\$25,000 to \$49,999		7%



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 2019 and 2021 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.

		2007	2008	2009	2011	2013	2015	2017	2019	2021
Please rate each of the following aspects of quality of life in Sunnyvale.	Your neighborhood as a place to live	84%	78%	81%	83%	82%	81%	80%	83%	88%
	The overall quality of life	85%	86%	82%	86%	85%	78%	80%	81%	83%
	Sunnyvale as a place to work	84%	87%	81%	85%	86%	80%	80%	86%	85%
	Sunnyvale as a place to visit						41%	44%	48%	46%
	Sunnyvale as a place to retire	49%	61%	55%	53%	54%	43%	42%	37%	46%
	Sunnyvale as a place to raise children	81%	77%	81%	82%	86%	77%	79%	77%	80%
	Sunnyvale as a place to live	93%	92%	87%	92%	94%	90%	90%	88%	92%
	Sense of community	65%	62%	58%	67%	71%	51%	49%	50%	49%
Please rate each of the following characteristics as they relate to Sunnyvale as a whole.	Residents’ connection and engagement with their community									48%
	Overall quality of the utility infrastructure									81%
	Overall quality of the transportation system									55%
	Overall quality of parks and recreation opportunities									74%
	Overall quality of natural environment					77%	62%	72%	68%	68%
	Overall opportunities for education, culture, and the arts						64%	69%	70%	48%
	Overall health and wellness opportunities						65%	74%	72%	69%
	Overall feeling of safety						83%	92%	87%	84%
	Overall economic health						74%	79%	77%	82%
	Overall design or layout of residential and commercial areas						52%	58%	54%	63%
Please indicate how likely or unlikely you are to do each of the following.	Remain in Sunnyvale for the next five years		82%	82%	83%	84%	81%	78%	81%	85%
	Recommend living in Sunnyvale to someone who asks		93%	92%	95%	93%	91%	84%	86%	88%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	96%	96%	92%	96%	94%	93%	96%	93%	94%
	In Sunnyvale’s downtown/commercial area during the day	95%	94%	87%	92%	93%	91%	96%	94%	91%
	From violent crime	88%	87%	85%	88%	86%				86%
	From property crime	69%	75%	73%	74%	57%				67%
	From fire, flood, or other natural disaster									87%
Please rate the job you feel the Sunnyvale community does at each of the following.	Valuing/respecting residents from diverse backgrounds									81%
	Taking care of vulnerable residents									59%
	Making all residents feel welcome									76%
	Attracting people from diverse backgrounds									78%

Please rate each of the following in the Sunnyvale community.	Vibrancy of downtown/commercial area						35%	48%	52%	63%	
	Variety of business and service establishments									75%	
	Shopping opportunities						53%	56%	52%	55%	
	Overall quality of business and service establishments						72%	58%	61%	62%	80%
	Overall image or reputation	79%	80%	71%	79%	84%	72%	74%	76%	79%	
	Employment opportunities						67%	64%	72%	75%	74%
	Cost of living						18%	15%	11%	15%	
Please also rate each of the following in the Sunnyvale community.	Well-planned residential growth									49%	
	Well-planned commercial growth									53%	
	Well-designed neighborhoods									58%	
	Water resources									42%	
	Variety of housing options						41%	37%	35%	46%	
	Traffic flow on major streets	49%				56%	51%	41%	33%	55%	
	Sense of civic/community pride									50%	
	Recreational opportunities						64%	53%	59%	55%	51%
	Public places where people want to spend time						55%	66%	64%	63%	
	Preservation of the historical or cultural character of the commu..									55%	
	Overall quality of new development						45%	55%	52%	54%	
	Overall appearance	72%	77%	72%	74%	81%	73%	75%	76%	74%	
	Opportunities to volunteer						78%	61%	67%	60%	60%
	Opportunities to participate in social events and activities						45%	54%	53%	50%	
	Opportunities to participate in community matters						76%	54%	58%	57%	66%
	Opportunities to attend special events and festivals						57%	63%	61%	51%	
	Opportunities to attend cultural/arts/music activities						50%	57%	57%	47%	
	Openness and acceptance of the community toward people of div..	85%	82%	80%	83%	83%	70%	72%	76%	79%	
	Neighborliness of residents						57%	57%	54%	63%	
	K-12 education		68%	61%	67%	80%	68%	68%	65%	67%	
	Fitness opportunities						59%	54%	59%	52%	
	Ease of walking	68%	67%	64%	70%	72%	66%	64%	63%	69%	
	Ease of travel by public transportation						36%	42%	34%	32%	
	Ease of travel by car						69%	72%	66%	61%	82%
	Ease of travel by bicycle	51%	59%	59%	62%	58%	53%	52%	48%	55%	
	Ease of public parking						67%	61%	57%	73%	
	Community support for the arts									48%	
	Cleanliness						85%	78%	75%	72%	81%

Please also rate each of the following in the Sunnyvale community.	Availability of preventive health services	65% 65% 68% 64%								
	Availability of paths and walking trails	52% 48% 49% 46%								
	Availability of affordable quality mental health care	47% 48% 46% 37%								
	Availability of affordable quality housing	23%	23%	22%	24%	18%	13%	13%	15%	15%
	Availability of affordable quality health care	57% 63% 65% 63% 55%								
	Availability of affordable quality food	70% 72% 63% 64%								
	Availability of affordable quality childcare/preschool	31%	32%	31%	40%	35%	51%	32%	34%	37%
	Air quality	74% 67% 74% 69% 69%								
	Adult educational opportunities	63% 65% 68% 59%								
Please indicate whether or not you have done each of the following in the last 12 months.	Watched a local public meeting	24%	27%	31%	18%	13%	16%	12%	13%	
	Walked or biked instead of driving	72% 71% 67% 79%								
	Voted in your most recent local election	54%	58%	62%	57%	65%				56%
	Volunteered your time to some group/activity	25%	22%	29%	28%	30%	24%	22%	24%	17%
	Used public transportation instead of driving	40% 44% 41% 23%								
	Contacted the City of Sunnyvale for help or information	39%	44%	41%	36%	45%	39%	37%	41%	38%
	Contacted Sunnyvale elected officials to express your opinion	12% 14% 10% 11%								
	Carpooled with other adults or children instead of driving alone	52% 49% 56% 55%								
	Campaigned or advocated for a local issue, cause, or candidate	12% 21% 11% 12%								
Please rate the quality of each of the following services in Sunnyvale.	Attended a local public meeting	13%	14%	17%	14%	14%	14%	20%	12%	12%
	Yard waste pick-up	85% 80% 83% 75%								
	Utility billing	70% 68% 68% 68%								
	Traffic signal timing	63%	61%	58%	62%	47%	45%	52%	63%	
	Traffic enforcement	73%	72%	70%	75%	74%	64%	60%	61%	70%
	Sunnyvale open space	47% 53% 50% 53%								
	Street repair	60%	58%	58%	59%	54%	55%	51%	48%	60%
	Street lighting	70%	74%	68%	76%	71%	62%	60%	66%	78%
	Street cleaning	63%	68%	65%	72%	77%	67%	60%	67%	74%
	Storm water management	79%	79%	75%	77%	69%	67%	76%	81%	
	Sidewalk maintenance	62% 56% 51% 54% 65%								
	Sewer services	78%	82%	78%	82%	82%	84%	83%	77%	85%
	Recycling	76%	76%	76%	77%	84%	77%	77%	72%	59%
	Recreation programs or classes	77%	80%	79%	84%	89%	70%	74%	77%	66%
	Recreation centers or facilities	76%	78%	79%	84%	86%	69%	75%	75%	63%
	Public library services	87%	90%	80%	86%	89%	86%	86%	84%	83%
	Public information services	72%	78%	67%	77%	78%	69%	66%	72%	70%

Please rate the quality of each of the following services in Sunnyvale.	Preservation of natural areas	44% 50% 49% 57%								
	Power (electric and/or gas) utility	81% 79% 78% 77%								
	Police/Sheriff services	89%	87%	83%	88%	89%	86%	82%	86%	77%
	Overall customer service by Sunnyvale employees	79%	76%	75%	81%	88%	73%	76%	78%	77%
	Land use, planning and zoning	56% 53% 43% 38% 51%								
	Health services	74% 72% 71% 66%								
	Garbage collection	81%	82%	82%	84%	87%	84%	80%	80%	79%
	Fire services	94%	93%	95%	93%	95%	91%	93%	95%	91%
	Fire prevention and education	75% 78% 77% 82%								
	Emergency preparedness	76% 58% 57% 62% 67%								
	Economic development	67% 71% 69% 72%								
	Drinking water	66%	69%	65%	75%	75%	74%	74%	74%	73%
	Crime prevention	74% 76% 69% 66%								
	Code enforcement	60%	64%	58%			64%	58%	51%	61%
	City parks	88%	85%	81%	88%	87%	82%	79%	82%	79%
	Bus or transit services	43% 51% 52% 41%								
	Animal control	75%	71%	71%	71%	78%	69%	78%	70%	77%
	Ambulance or emergency medical services	90%	89%	89%	95%	90%	90%	92%	91%	87%
	Affordable high-speed internet access	49%								
Please rate the following categories of Sunnyvale government performance.	Treating residents with respect	74%								
	Treating all residents fairly	65% 71% 69% 67%								
	The value of services for the taxes paid to Sunnyvale	70%	66%	65%	64%	66%	61%	56%	52%	55%
	The overall direction that Sunnyvale is taking	65%	66%	59%	69%	70%	60%	56%	57%	60%
	The job Sunnyvale government does at welcoming resident involv..	70%	56%	58%	58%	63%	55%	60%	52%	56%
	Overall confidence in Sunnyvale government	57% 63% 57% 61%								
	Informing residents about issues facing the community	57%								
	Generally acting in the best interest of the community	57% 57% 59% 61%								
	Being open and transparent to the public	52%								
	Being honest	65% 66% 64% 59%								
Overall, how would you rate the quality of the services provided by each of the following?	The Federal Government	36%	43%	42%	46%	46%	47%	41%	42%	44%
	The City of Sunnyvale	82%	85%	83%	85%	86%	78%	81%	74%	78%
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.	Residents' connection and engagement with their community	71% 70% 62%								
	Overall quality of the utility infrastructure	84%								
	Overall quality of the transportation system	79%								
	Overall quality of parks and recreation opportunities	84%								

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 quality of natural environment	87% 88% 84%									
	Overall opportunities for education, culture, and the arts	77% 77% 78%									
	Overall health and wellness opportunities	69% 72% 65%									
	Overall feeling of safety	91% 88% 86%									
	Overall economic health	89% 83% 78%									
	Overall design or layout of residential and commercial areas	82% 75% 81%									
In general, how many times do you:	Visit social media sites	70%									
	Use or check email	98%									
	Shop online	21%									
	Share your opinions online	13%									
	Access the internet from your home	98%									
	Access the internet from your cell phone	93%									
	Please rate your overall health.	59% 65% 68% 76%									
	What impact, if any, do you think the economy will have on your f..	33%	15%	13%	26%	34%	44%	36%	32%	47%	

The City of Sunnyvale 2021 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)	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 2021 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/Sheriff 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).....	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

The City of Sunnyvale 2021 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.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
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?

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

- | | |
|--|--|
| <input type="radio"/> Less than \$1,000 per month | <input type="radio"/> \$3,000 to \$3,499 per month |
| <input type="radio"/> \$1,000 to \$1,499 per month | <input type="radio"/> \$3,500 to \$3,999 per month |
| <input type="radio"/> \$1,500 to \$1,999 per month | <input type="radio"/> \$4,000 to \$4,499 per month |
| <input type="radio"/> \$2,000 to \$2,499 per month | <input type="radio"/> \$4,500 to \$4,999 per month |
| <input type="radio"/> \$2,500 to \$2,999 per month | <input type="radio"/> \$5,000 or more per month |

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.)

- | | |
|--|--|
| <input type="radio"/> Less than \$25,000 | <input type="radio"/> \$150,000 to \$199,999 |
| <input type="radio"/> \$25,000 to \$49,999 | <input type="radio"/> \$200,000 to \$249,999 |
| <input type="radio"/> \$50,000 to \$99,999 | <input type="radio"/> \$250,000 to \$299,999 |
| <input type="radio"/> \$100,000 to \$149,999 | <input type="radio"/> \$300,000 or more |

D11. Are you Spanish, Hispanic or Latino?

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

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, Asian Indian, or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D13. In which category is your age?

- | | |
|-----------------------------------|---|
| <input type="radio"/> 18-24 years | <input type="radio"/> 55-64 years |
| <input type="radio"/> 25-34 years | <input type="radio"/> 65-74 years |
| <input type="radio"/> 35-44 years | <input type="radio"/> 75 years or older |
| <input type="radio"/> 45-54 years | |

D14. What is your gender?

- ☐ Female
☐ Male
☐ 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