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December 2011

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# Kendall Square Customer Intercept Survey Summary Report

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Cambridge Community Development  
Department, Economic Development  
Division

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## Section 1

### 1.1 Purpose

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The purpose of this Commercial Districts Customer Intercept Survey is to allow the Economic Development Division (EDD) to have a better understanding of what Cambridge residents and other Kendall Square users want in their commercial district. Understanding the different types of consumers in Kendall Square will allow us to better assist business owners seeking a Kendall Square location, help current businesses owners understand their local market, and help property owners recruit potential businesses to their buildings and vacant storefronts.

### 1.2 Methodology

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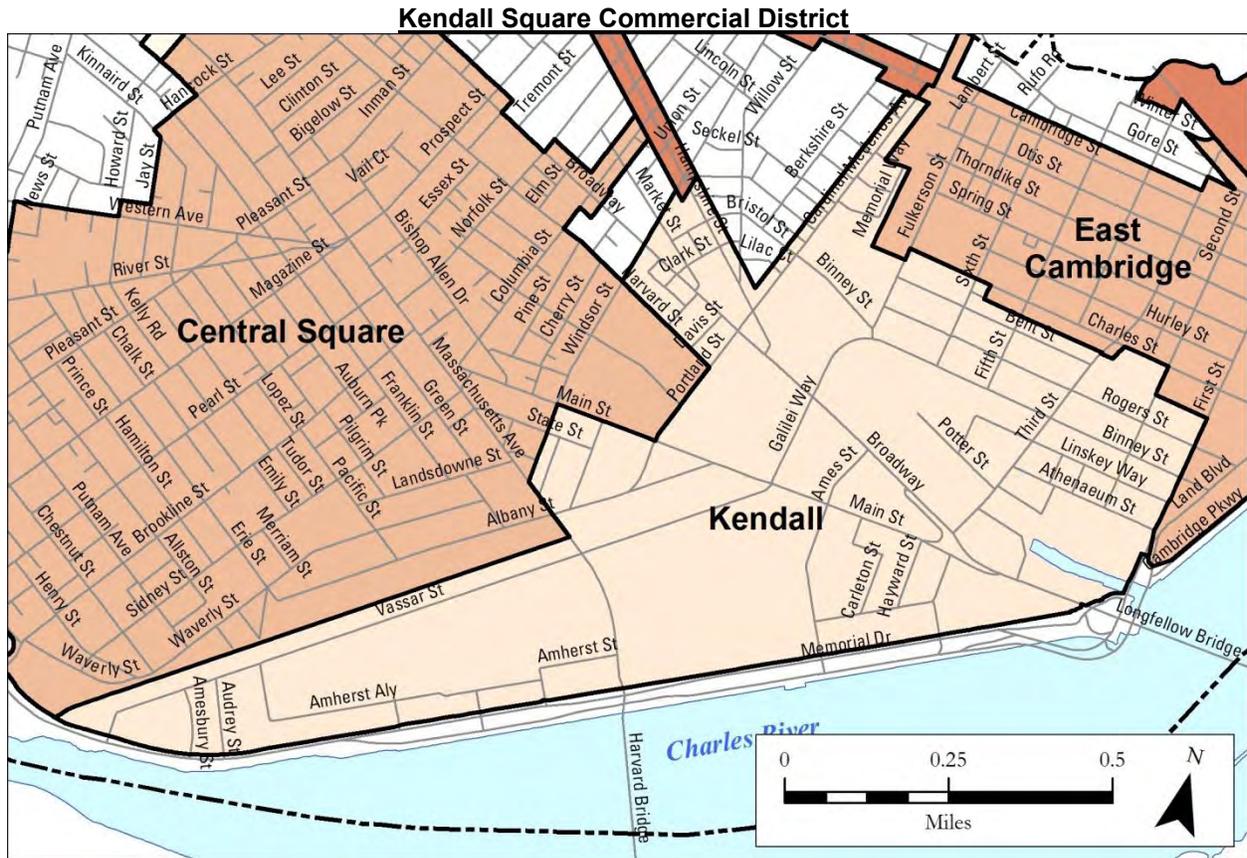
Using the Intercept Survey (Please see Attachment A), the Economic Development Division had 4 EDD staff and over 20 volunteers survey people in Kendall Square over 7 days (Monday through Friday) in September 2011. In addition to on-street surveying, companies and residential buildings also distributed and promoted the survey. We received a total of 640 surveys from this effort. The goal of the survey is to get a better understanding of:

- Who comes to the Square
- How long they stay
- How they get there
- Why they come
- Where they visit/shop
- What they buy
- What they like/dislike,
- What they want in the Square to better meet their needs

The times of day the survey was conducted:

- AM Peak (7am-9am)
- Noon (12pm-2pm)
- PM Peak (4pm-6pm)

Surveyors were positioned at Portland and Main Streets, Main Street and Galileo Way, One Kendall Square Plaza, Third and Kendall Street, Third and Binney Street, Main Street near T entrances and the Globe Fountain Park.



### 1.3 Tabulations

There were 640 survey responses. Since not every respondent chose to answer every question, the tabulations for each question were based on the percentage of total respondents per question. For example: If 82 customers surveyed indicated that they were between 20-24 years old, 82 was then divided by the total number surveyed by age (560) and it was then determined that 15% of customers surveyed by age are between 20-24 years old. Therefore, each question is based on the number of customers that responded to that particular question.

In Section 3, the numbers of retail and service businesses are based on EDD’s August 2011 ground floor inventory data of Kendall Square. EDD inventory does not include any businesses located in MIT academic buildings. The definition of each type of business is based on their North American Industry Classification System (NAICS) Code, the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting and analyzing business data.

## 1.4 Key Findings and Observations

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### **Respondents' Fast Facts**

- 31% of respondents live in Cambridge, many from the surrounding neighborhoods
- 71% work in Cambridge, 7% are students in Cambridge
- 31% of respondents are between the ages of 25-34
- The majority of people get to Kendall Square by subway (47%)
- 33% of people use Kendall Square businesses "everyday or almost every day"
- 54% spend less than an hour (outside of work) in Kendall Square
- The primary reason respondents came to the Square was work (77%)
- 56% of respondents come to Kendall Square 1-2 times a month in the evening for dining purposes
- 45% of respondents are familiar with the Kendall Ice Rink and Canoe and Kayak Center
- Top two reasons why people don't shop more often in Kendall Square – Availability/Selection of Goods (41%) and (lack of) Special Events (19%).

### **Top Six Most Visited Businesses (by type):**

- Work
- MIT
- Take Out Restaurants
- Sit Down Restaurants
- Financial Services
- Coffee Shops

### **Retail Findings**

Top five current businesses that respondents rate as "good" by over 50% are:

- Bookstores
- Coffee Shops
- Farmers Markets
- Food Trucks
- Take Out Restaurants

Top ten businesses that respondents would like to see in Kendall Square but are not in the district now:

- Pharmacy
- Grocery Store
- Retail (Hardware, Bookstore, Sporting Goods)
- Sit-Down Restaurants (ethnically diverse)
- Nightlife (Bars, Clubs, Music Venues)
- Quick/Affordable Lunch Options
- Convenience Store
- Coffee Houses/Cafes
- Electronic Goods/Office Supply
- Other (Living, Lab and Office Space)

### **Characteristics**

Top characteristics that respondents rate as "good" by over 50% are:

- Access to Public Transportation
- Friendliness of Service in Shops
- Infrastructure
- Cleanliness of Area
- Sense of Safety

## **Overall Findings and Observations**

- Residents and workers would like to see Kendall Square move from the “9-5” feel and towards a “24-hour” neighborhood. People enjoy the current variety of businesses, but want longer hours and more activity on the weekends.
- Kendall Square has a variety of users with different needs. As a result, as Kendall Square expands, there should be an array of services and shops ranging in price and diversity.
- There is a strong desire for a pharmacy/convenience store.
- Open space and gathering places are an important part of the Kendall Square community and should be preserved.
- Though overall respondents viewed the infrastructure in Kendall Square as good, many desired more bike racks, better sidewalks and lighting, to enliven the streetscape.
- People are enjoying the new restaurants and retail in Kendall Square and would like to see more.
- Many people, especially workers, are unaware of the current businesses in Kendall Square and where they are located.
- Kendall Square needs additional retail such as convenience goods and specialty stores to extend the amount of time shoppers stay in the district.

## Section 2

### 2.1 Respondent Demographics

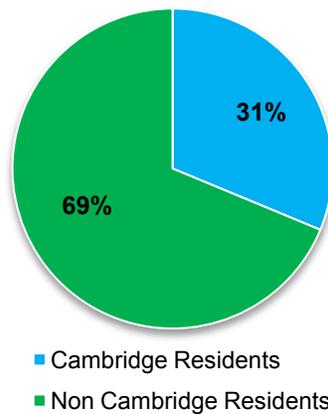
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Respondent demographics were collected on the following: residency by zip code, worker/students, gender, age, language/ethnicity and race. Cambridge respondents' age and race closely mirrored the immediate Cambridge neighborhoods surrounding Kendall Square (based on 2010 Census data).

#### **Residency by Zip Code**

Of the 547 respondents who were surveyed by zip code, 31% are from Cambridge and 69% were non-Cambridge residents. Of those surveyed by renting or owning a residence, 55% rent, and 45% own their own homes.

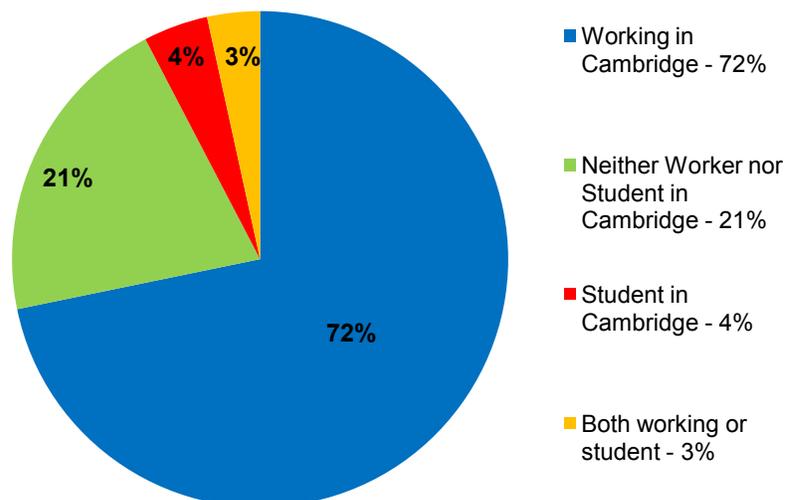
**Chart 1: Respondents by Residency**



#### **Worker/Student Breakdown**

All respondents (640) replied to the question of if they work, go to school or work and go to school in Cambridge. 72% work in Cambridge, 4% are students, 21% are neither a student nor work in Cambridge and 3% are both a student and work in Cambridge.

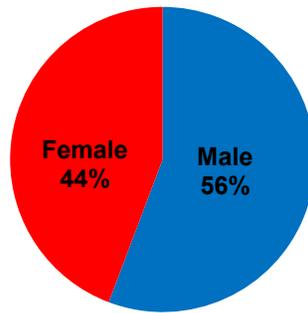
**Chart 2: Respondents by Worker/Student**



**Gender**

583 respondents replied to gender. Females made up 44% and males made up 56%.

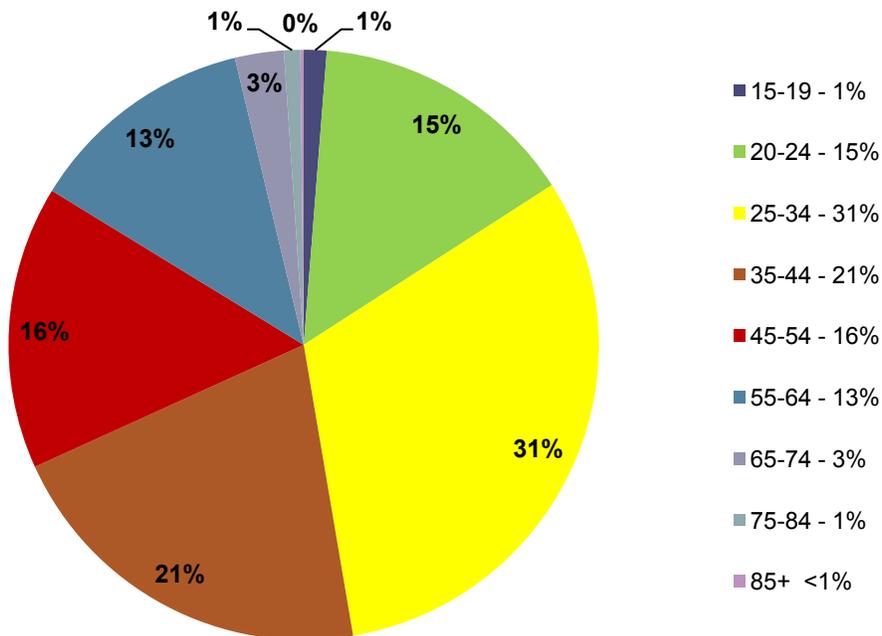
**Chart 3: Respondents Surveyed by Gender**



**Age**

560 responded to the question of age. Respondents' ages were varied but the majority of those surveyed are between the ages of 25-34 (31%). In comparison, the median age in Cambridge is 30.2 (2010 Census).

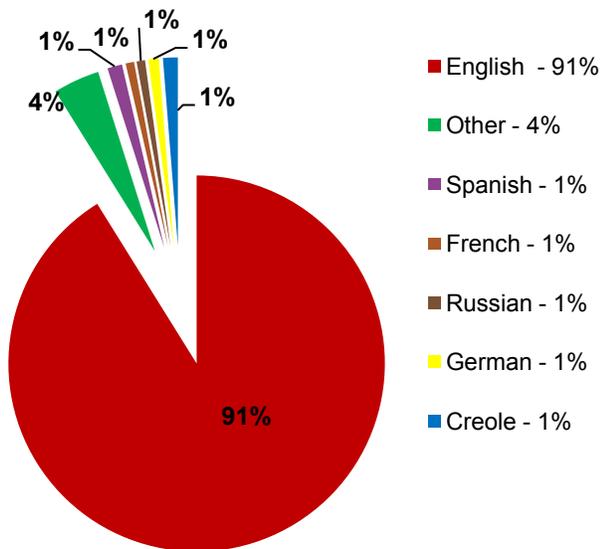
**Chart 4: Respondents by Age**



### Language

553 people responded to language. 91% of respondents speak English most often at home and the other 9% speak another language.

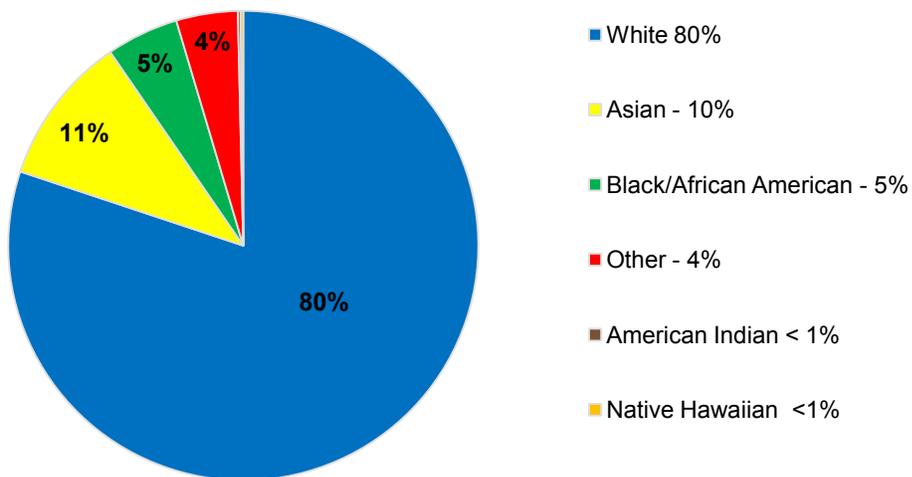
**Chart 5: Respondents by Language Spoken at Home**



### Race/Ethnicity

543 people (85%) responded to race. Whites make up 80% of those surveyed by race, while Asians made up 11%, Black/African Americans 5% and "Other/More than one race" made up 4%. Nine percent (9%) of all 640 surveyed responded to ethnicity. Of those that did respond, many were from French, German, British, Haitian, African and Middle Eastern descent.

**Chart 6: Respondents by Race**

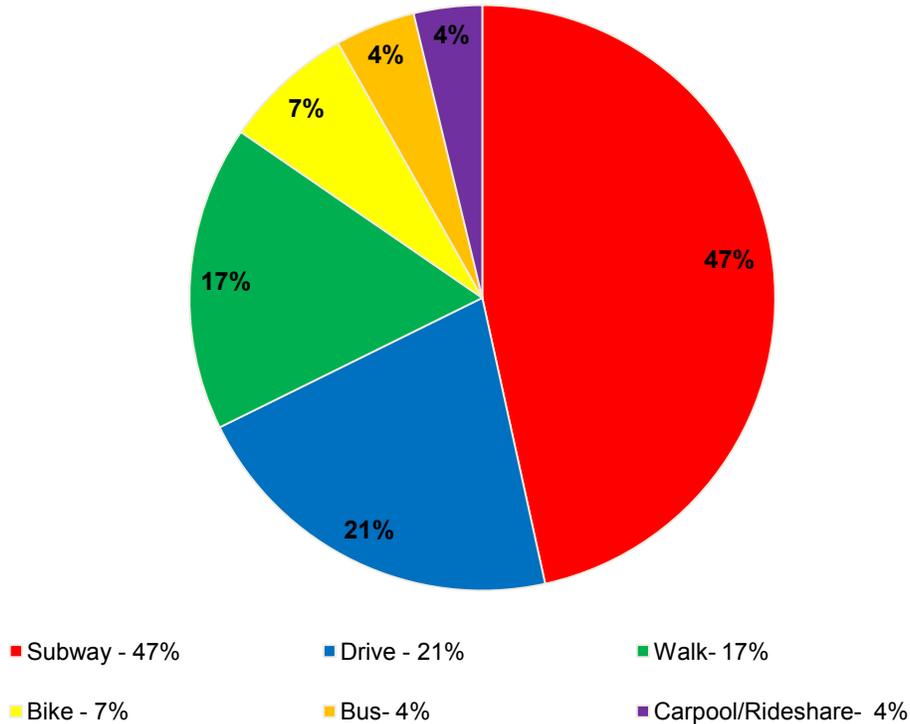


## 2.2 Transportation and Length of Stay

### **Mode of Transit**

610 responded to mode of transit. 47% of respondents most often take the subway to Kendall Square and another 28% use some form of non-vehicular travel, including 17% who walk to the Square.

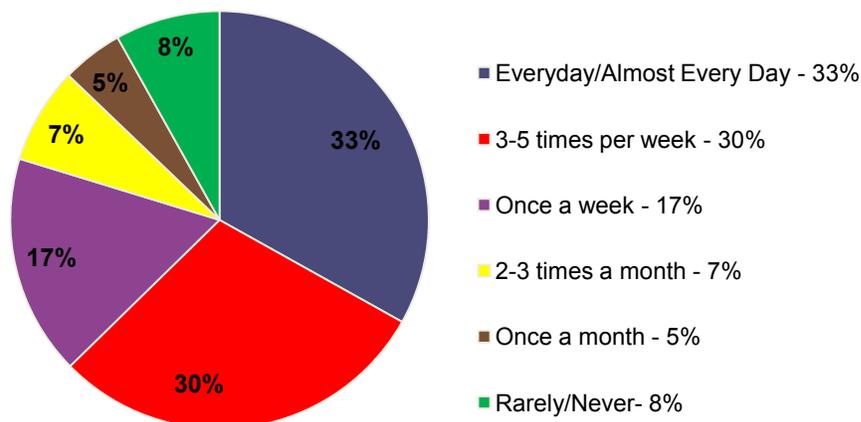
**Chart 7: Mode of Transit**



### **Frequency to the Square/Average Visits**

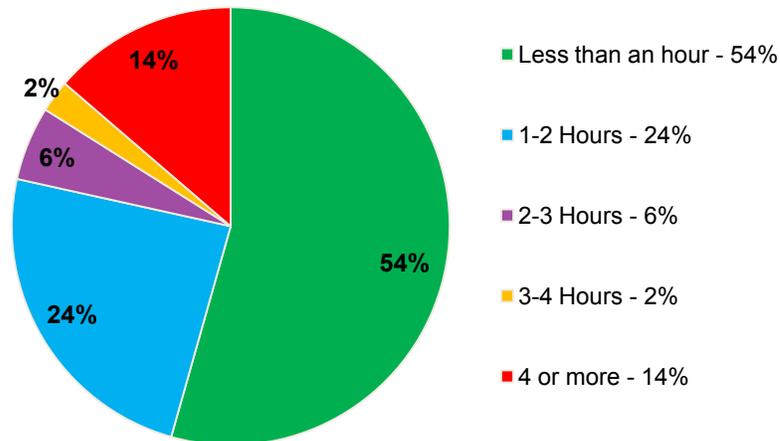
Respondents were asked how frequently they used the services and shops in Kendall Square and their average length of stay outside of work in the Square. 592 responded to how often they use the services and shops in the Square. 33% of respondents use the shops and services “everyday or almost every day.” Of those 33% who come every day to the square, 54% spend less than an hour in the Square (outside of work).

**Chart 8: How Often Do You Use the Services/Shops in the Square?**



548 responded to the question regarding their length of visit to the Square. Fifty four percent (54%) of respondents' average non-work visits to Kendall Square are less than an hour. This may indicate that many people use the current services and shops for errands and other short term activities. Of the respondents who said they were primarily in the Square for dining (both lunchtime and evening respondents), they primarily stay in the Square for 1-2 hours. This suggests that customers are not using the Square for multiple purposes but for one particular use. For example, in the case of the diners, it may be that they are only coming to the Square for a restaurant, and for a worker or resident in the Square, they may only use the Post Office.

**Chart 9: How Long is Your Average Visit to the Square?**



## Section 3

In this section we will review the respondents' visiting purposes, types of businesses visited, businesses desired and ratings of current businesses that are in Kendall Square.

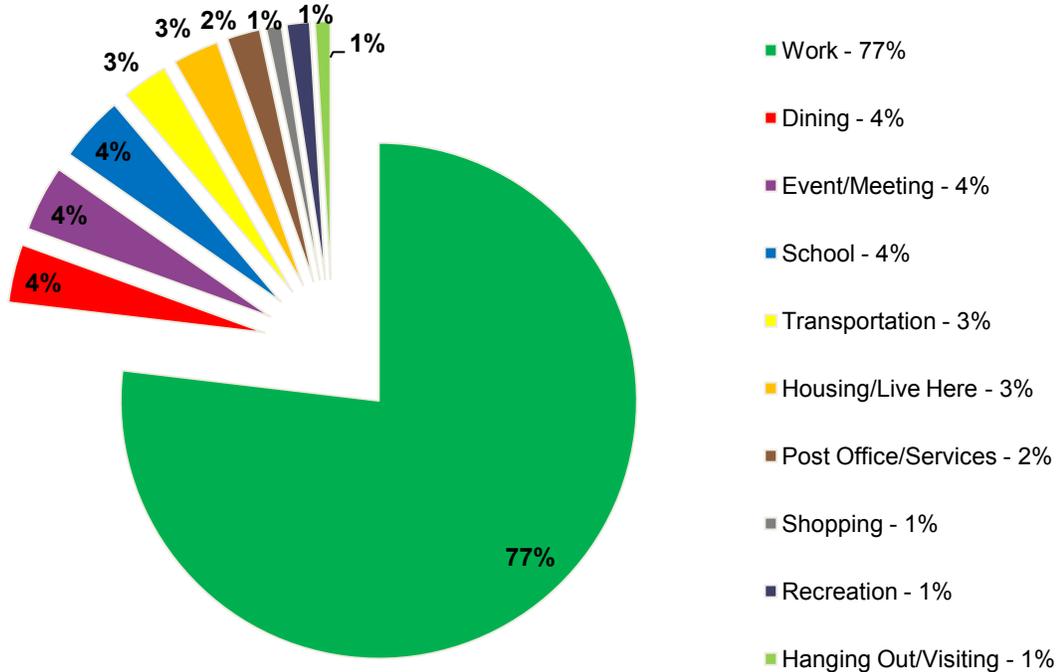
### 3.1 Primary Purpose for Being in Kendall Square

Respondents were asked what their primary purpose for being the Square was for that day and time. There were given the choice of the following options:

- Shopping
- Dining
- Recreation (Gym, Hanging Out)
- Event/Meeting
- Work
- Post Office
- Services (e.g. Lawyer)
- Transportation
- School (Charter HS/MIT)
- Other

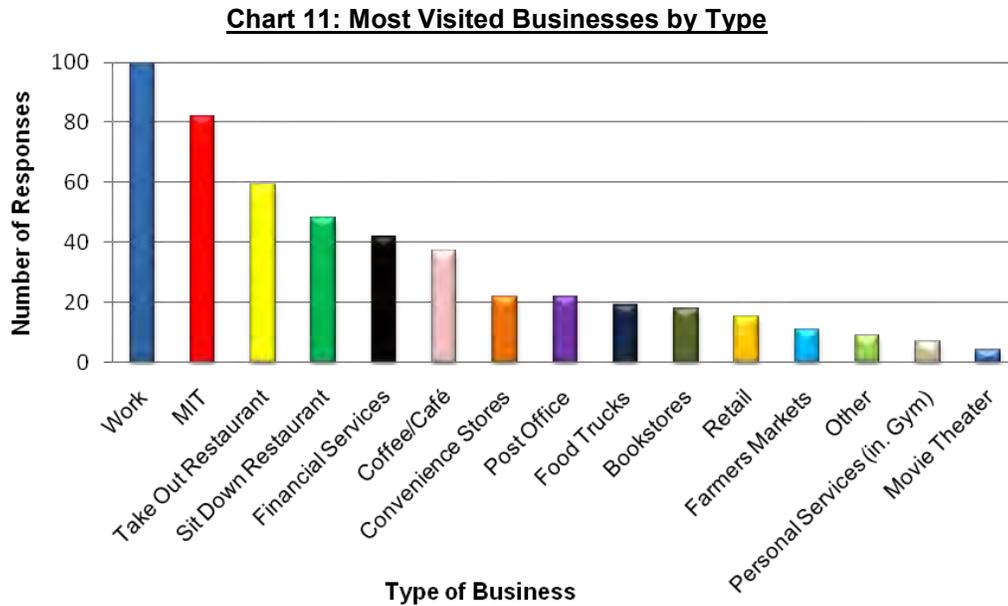
627 respondents answered this question. The results of the respondents' answers can be seen in Chart 10. Work was the most common reply (77%).

**Chart 10: Primary Purpose for Being in Kendall Square**



## 3.2 Current Businesses Visited

Respondents were asked to name which particular businesses they were visiting on the day they were surveyed. 692 responses were given to this question. The responses were then grouped into business type. Chart 11 shows the most visited businesses by type.<sup>1</sup>



Similar to primary purpose, most often customers in Kendall Square are going to work, MIT (which may be for work or school) and to take out or sit-down restaurants. Financial Services, the fourth largest visited business type, includes banks, ATMs and other financial institutions in the Square.

<sup>1</sup> The actual number of people who responded that they were visiting their “work/office” was 296. The range on the y-axis of the graph was modified in order to better represent the all the businesses visited.

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## Section 3.3 Business and Services Ratings

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A portion of the survey was dedicated to asking respondents to rate how well 15 current retail/service based businesses in Kendall Square met their needs. The types of businesses are as follows:

- Barber/Hairdresser
- Bookstores
- Clubs/Bars
- Coffee Shops
- Convenience Stores
- Office Supply/Copying Services
- Restaurants (take out)
- Restaurants (sit down)
- Dry Cleaning/Tailoring
- Fitness Centers/Gyms
- Florist
- Movie Theater/Entertainment
- Food Trucks
- Farmers Markets
- Specialty Stores

In addition to rating the current businesses, respondents were asked if they felt there should be more of each type of business in Kendall Square by answering yes if they would like to see more, or no for no more. The top five types of current businesses that respondents would like to see more of in Kendall Square are:

- Convenience Store
- Specialty Stores
- Restaurant (sit down)
- Restaurant (take out)
- Clubs/Bars

Each of these businesses had over 45% of respondents saying that they would like to see more of these businesses in the Square. In the rest of this section we will break down the rating of each type of business based on respondents' feedback. Clubs/Bars, Coffee Shops, Food Trucks, Restaurants and Movie Theater will be discussed in Section 5: Dining, Entertainment and Recreation.

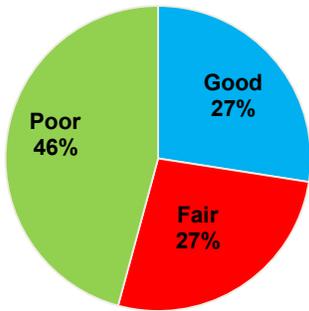
### **Barber/Hair Salons**

There are three salons<sup>2</sup> in Kendall Square and 284 responded to rating the barber/salons. 27% of respondents rated this service as "good" in the Square, while 46% stated that it was "poor". 74% of respondents that answered if they wanted more/no more hair salons indicated that there should be no more hair salons in the Square, possibly indicating that customers go to other areas for this service keeping demand low in Kendall Square.

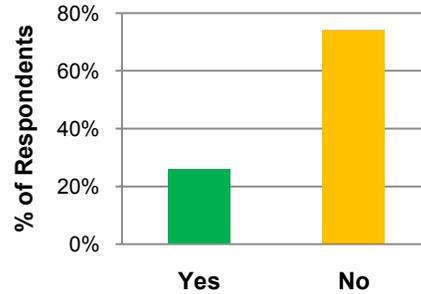
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<sup>2</sup> Please see Section 1.3: Tabulations regarding how each business type was defined and counted. Businesses located in MIT academic buildings were not counted in the inventory.

**Chart 12: Rating of Existing Salons**



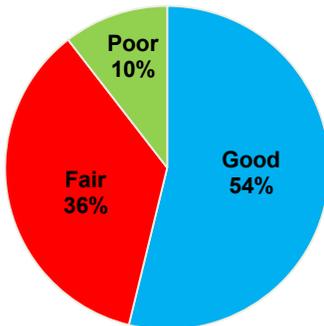
**Chart 13: New/More Barber/Hair Salon**



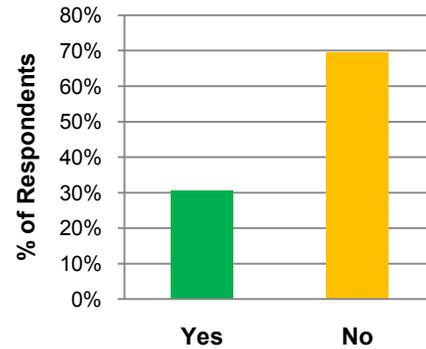
**Bookstores**

There are two bookstores in Kendall Square and 420 responded to rating bookstores in Kendall Square. Of those surveyed, 54% of respondents rated the bookstores as “good.” 69% of those who answered wanting more/no more bookstores feel that there is no need for additional bookstores in the Square.

**Chart 14: Rating of Existing Bookstores**



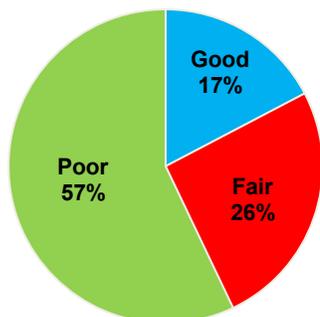
**Chart 15: New/More Bookstores**



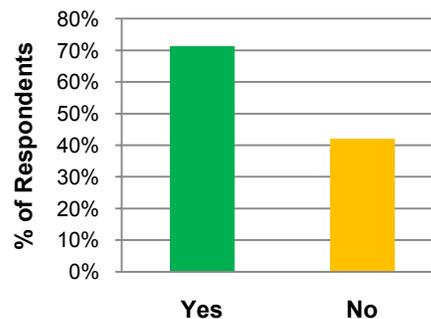
**Convenience Stores**

There are currently three convenience stores in the Kendall Square area and 410 responded to rating the current convenience stores. 17% of respondents rated the stores as “good” and 57% stated them as “poor.” 71% of those who answered wanting more/no more convenience stores in the Square indicated that there is a need for more convenience stores, making it the most desirable type of business that already exist in the Square.

**Chart 16: Rating of Existing Convenience Stores**



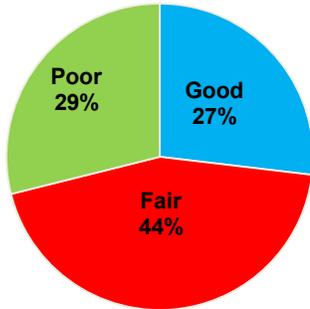
**Chart 17: New/More Convenience Stores**



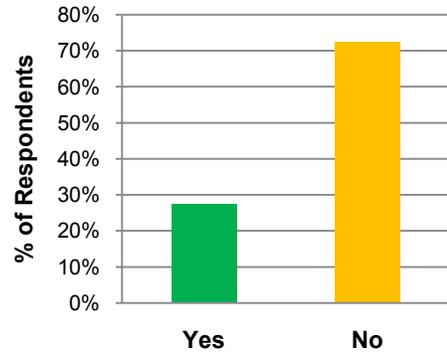
**Office Supply**

There is one Office Supply/Copying shop in Kendall Square and 346 responded to rating office supply stores. 27% of respondents rated it as “good” and 44% rated it as “fair.” 72% of respondents that answered wanting more/no more felt that there is no need for more office supply stores in the Square.

**Chart 18: Rating of Existing Office Supply Store**



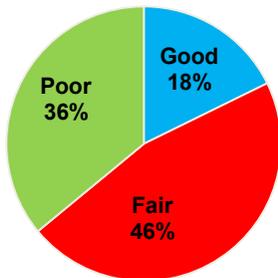
**Chart 19: New/More Office Supply Store**



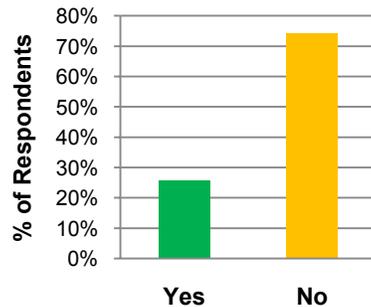
**Dry Cleaning/Tailoring**

There are two dry cleaning establishments in Kendall Square and 289 responded to rating this service. 18% of respondents rated them as “good” and 46% rated them as “fair.” 74% of respondents that answered wanting more/no more indicated that they do not want more dry cleaning/tailoring services in the Square.

**Chart 20: Rating of Existing Dry Cleaning/Tailoring**



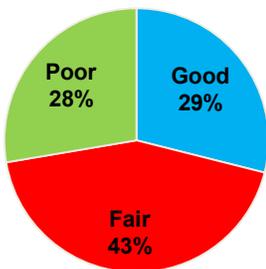
**Chart 21: New/More Dry Cleaning/Tailoring**



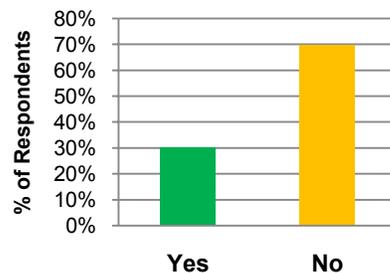
**Fitness Centers**

There are five fitness centers/gyms in Kendall Square, three of which are a local Kendall Square chain. 318 responded to rating the Square’s current fitness centers. 29% of respondents rated the current gyms as “good” and 44% rated them as “fair.” Many who responded with “fair” or “poor” indicated that they would like to see more affordable gyms.

**Chart 22: Rating of Existing Fitness Centers**



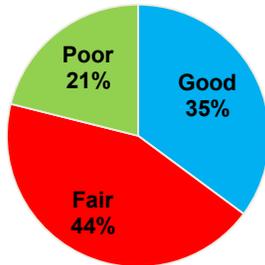
**Chart 23: New/More Fitness Centers**



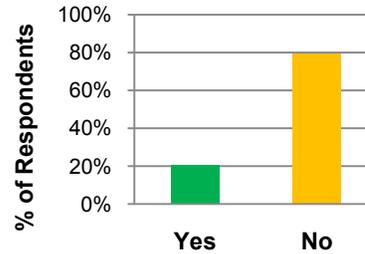
**Florist**

There is one florist in Kendall Square and 313 responded to rating florists. 35% of respondents felt that the florist was “good” at meeting their needs and 44% felt it was “fair”. 79% of respondents who answered wanting more/no more florists felt that there is no need for more florists in the Square. This suggests that demand for florists is low in Kendall Square.

**Chart 24: Rating of Existing Florist**



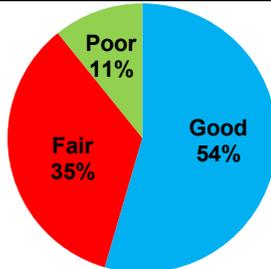
**Chart 25: New/More Florists**



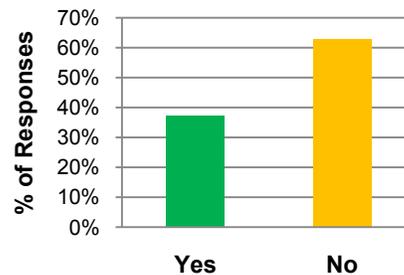
**Farmers Markets**

There are two seasonal farmers markets in Kendall Square. The first one is held Wednesdays in front of Cambridge Center between May and October from 11:00AM-6:00PM. The second market is held Thursdays at 500 Kendall Street between June and September from 11:00AM-3:00PM. 389 responded to rating farmers markets. 54% of respondents felt that the farmers markets were “good” and of those who answered if there should be more/no more markets, 63% did not feel that there needed to be more. However, in response to other questions some respondents (especially Cambridge residents) felt that there should be longer hours at the markets.

**Chart 26: Rating of Existing Farmers Markets**



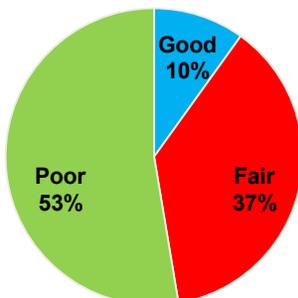
**Chart 27: New/More Farmers Markets**



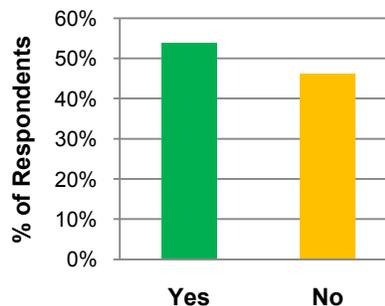
**Specialty Store**

There is one specialty retail store in Kendall Square and 323 responded to rating current specialty stores in the Square. Of those who responded, 10% felt that a presence of specialty retailer is “good” in the Square and 53% felt that is “poor.” 54% of those answering wanting more/no more specialty stores responded that they would like to see more specialty retailers in the Square, indicating that there is an increasing demand for retail goods in Kendall.

**Chart 28: Rating of Existing Specialty Stores**



**Chart 29: New/More Specialty Store**

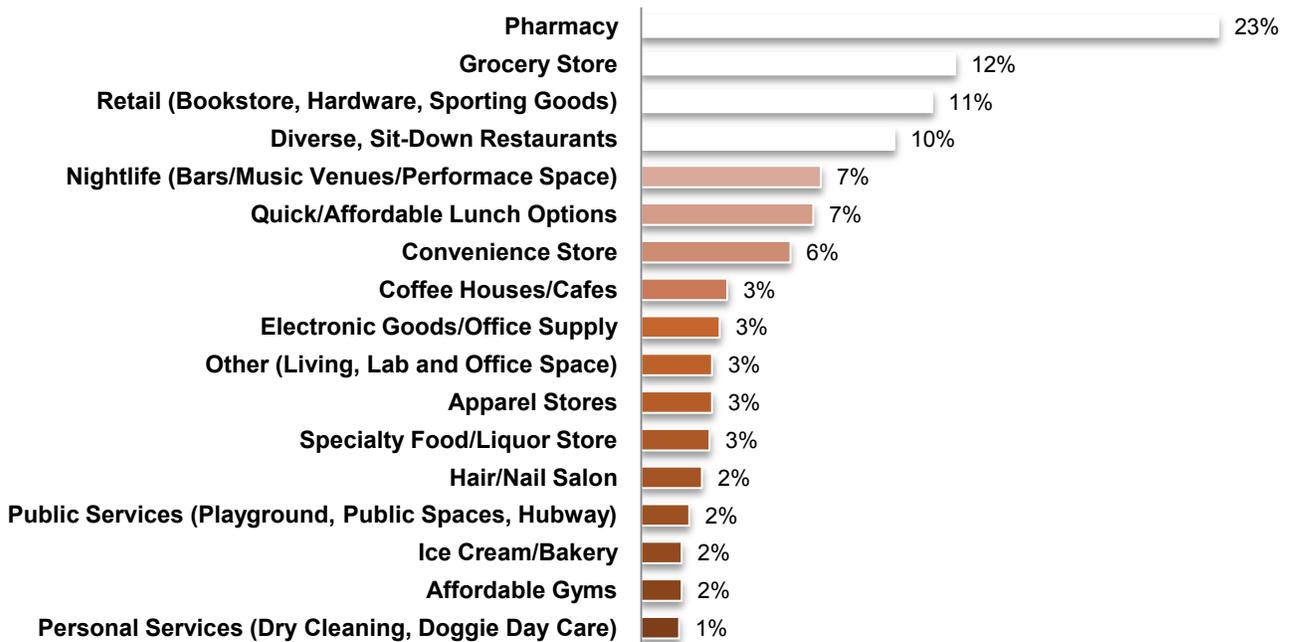


### 3.4 Businesses Desired

In addition to rating the current mix of retail and services businesses, respondents were asked an open-ended question of what types of businesses they would like to see in Kendall Square that are not there now. Respondents were asked to give a maximum of three businesses and we received 1,003 responses. The top ten desired businesses given were:

- Pharmacy
- Grocery Store
- Retail (Hardware, Bookstore, Sporting Goods)
- Sit-Down Restaurants (ethnically diverse)
- Nightlife (Bars/Clubs/Music Venues/Performance Space)
- Quick/Affordable Lunch Options
- Convenience Store
- Coffee Houses/Cafes
- Electronic Goods/Office Supply
- Other (Living, Lab & Office Space)

**Chart 30: Businesses Desired in Kendall Square**



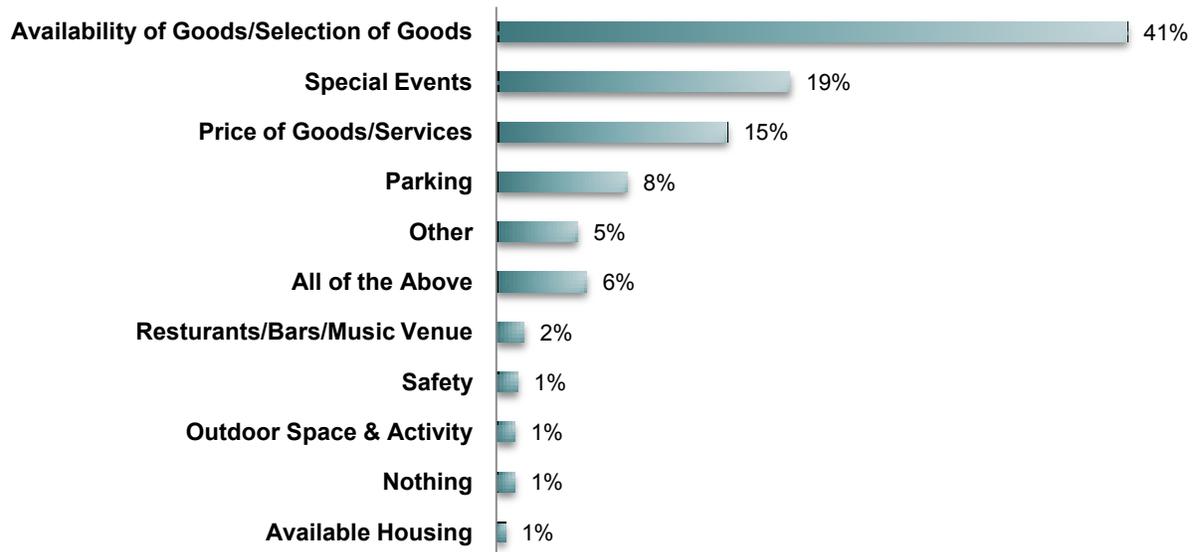
## Section 4

### Section 4.1: Characteristics of the Square

In order to better understand how customers feel about characteristics of Kendall Square, surveyors asked respondents 15 questions regarding different characteristics and their importance.

Respondents were asked “What would make you visit/shop more often in Kendall Square?” with the following choices as answers: availability/selection of goods, variety of prices of goods, parking, safety, special events or other. 498 respondents answered this question. The top two responses were “Availability/Selection of Goods” (41%) and “Special Events” (19%).

**Chart 31: “What Would Make You Visit/Shop More Often In Kendall Square?”**



Other responses included not having a drugstore/grocery, more businesses open on the weekend and better evening bus service.

#### **Characteristics Ratings**

Respondents were asked to rate 14 traits of Kendall Square. The rating scale was “good, fair and poor.” Surveyors also asked respondents to rate the importance of each characteristic when deciding where to shop. That rating scale was “very, somewhat and not very important.” The characteristics that were asked were:

- Access to Convenient Parking
- Access to Public Transportation
- Variety/Range of Goods and Services
- Quality of Goods and Services
- Prices of Goods and Services
- Friendliness of Services in Shops
- Attractiveness of Storefronts
- Cleanliness of Area
- Infrastructure (sidewalks, bike racks, lighting)
- Sense of Safety
- Business Hours
- Presence of Independent Businesses
- Cultural Attractions
- Outdoor and Nightlife Activity

Characteristics that the majority of respondents rated “good” (defined by a score of 50% of more) are:

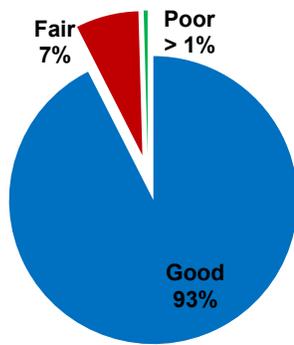
- Access to Public Transportation
- Friendliness of Services in Shops
- Infrastructure (sidewalks, bike racks, lighting)
- Cleanliness of Area
- Sense of Safety

Cultural Attractions, Outdoor and Nightlife Activity will be discussed in Section 5: Dining, Entertainment and Recreation.

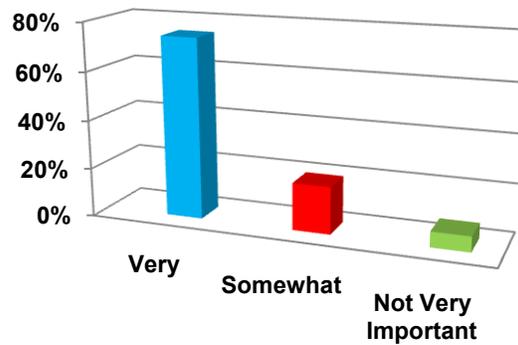
**Access to Public Transportation**

454 responded to rating public transportation. 93% of respondents feel that access to public transit is “good” in Kendall Square. When asked how important access to public transit is when deciding where to shop, 74% stated that public transit is “very important” to them when deciding where to visit or shop.

**Chart 32: Access to Public Transit Rating**



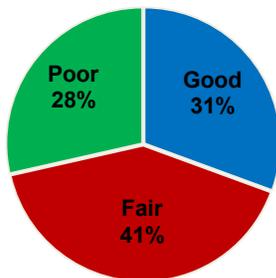
**Chart 33: Access to Public Transit Importance**



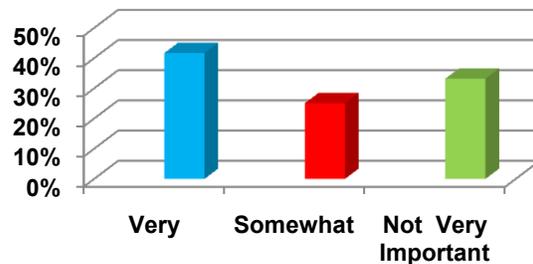
**Access to Convenient Parking**

389 respondents rated parking. 31% of respondents feel that access to convenient parking is “good” in Kendall Square and 41% stated that it is “fair.” When asked how important parking is when deciding where to shop, 42% of respondents answered that it is “very important.” As mentioned in Section 2, 21% of those surveyed drive to Kendall Square.

**Chart 34: Access to Parking Rating**



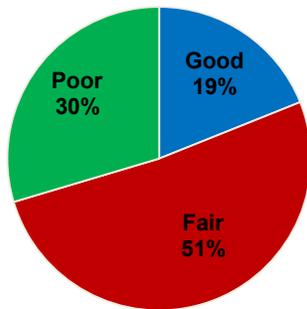
**Chart 35: Access to Parking Importance**



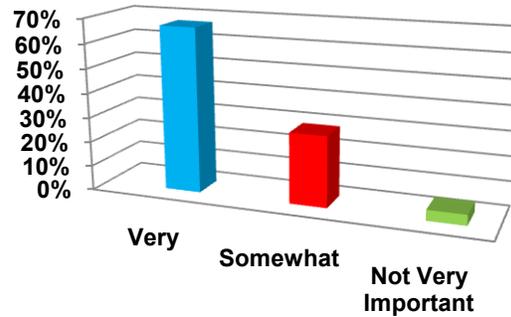
**Variety/Range in Goods and Services**

417 rated the variety of goods and services in Kendall Square. 19% of respondents felt that the variety in goods and services are “good” in Kendall Square and 51% felt that they are “fair.” When asked how important variety of goods is, 67% of respondents answered that the range in goods and services is “very important” to them when deciding where to visit or shop.

**Chart 36: Variety of Goods Rating**



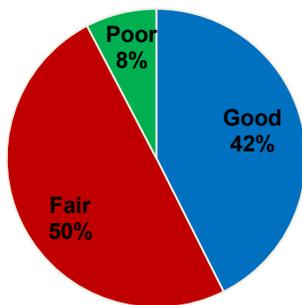
**Chart 37: Variety of Goods and Services Importance**



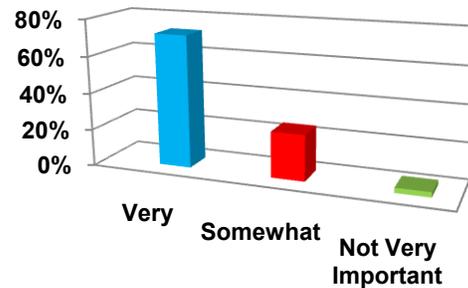
**Quality of Goods and Services**

404 responded to rating quality of goods and 42% of respondents feel that the quality of goods and services are “good” in Kendall Square. When asked how important quality is, 72% of respondents who answered that the quality of goods and services is “very important” to them when deciding where to visit or shop.

**Chart 38: Quality of Goods Rating**



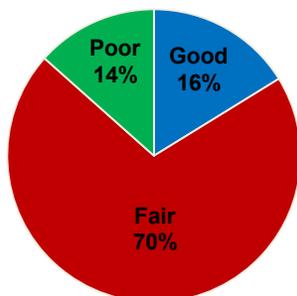
**Chart 39: Quality of Goods Importance**



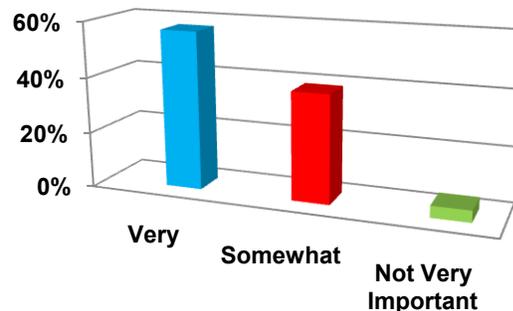
**Prices of Goods and Services**

395 respondents rated the prices of goods in the Square and 16% feel that the prices of goods and services are “good” in Kendall Square and 70% believe they are “fair.” When asked how important prices are, 57% of respondents answered that the prices of goods and services is “very important” to them when deciding where to visit or shop.

**Chart 40: Prices of Goods Rating**



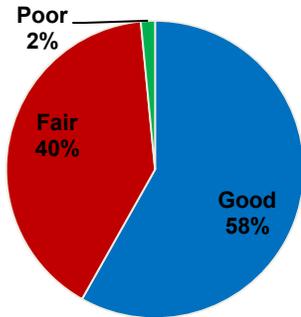
**Chart 41: Prices of Goods Importance**



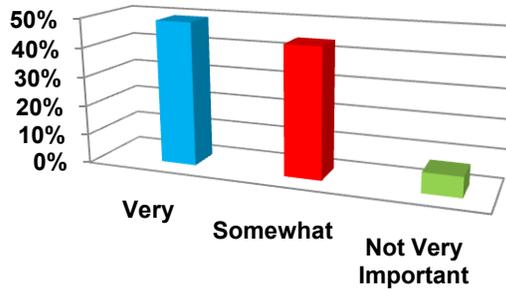
**Friendliness of Service in Shops**

392 respondents rated friendliness of service and 58% of feel that friendliness of service in shops is “good” in Kendall Square. When asked how important friendliness of service is, 49% of respondents that friendly service is “very important” to them when deciding where to visit or shop.

**Chart 42: Friendliness of Service Rating**



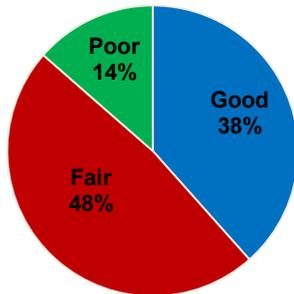
**Chart 43: Friendliness of Service Importance**



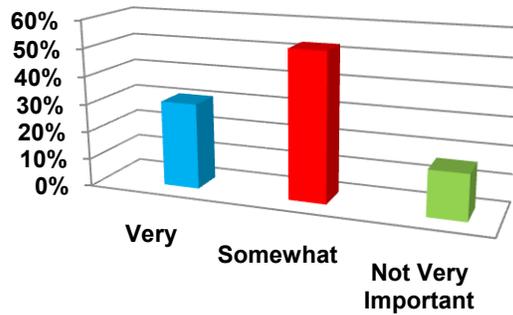
**Attractiveness of Storefronts**

406 rated attractiveness of storefronts and 38% of those respondents feel that the attractiveness of storefronts is “good” in Kendall Square and 48% believe they are “fair.” When asked how important attractiveness of storefronts is, 31% of respondents answered that it is “very important” to them when deciding where to visit or shop.

**Chart 44: Attractiveness of Storefronts Rating Importance**



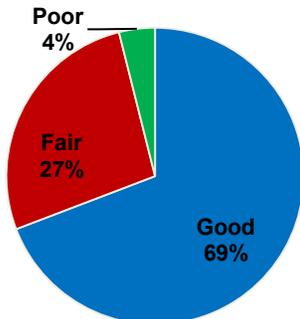
**Chart 45: Attractiveness of Storefronts Importance**



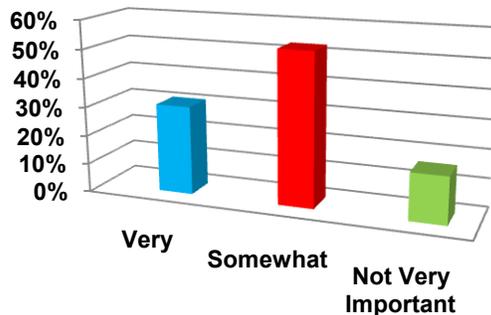
**Cleanliness of the Area**

435 rated cleanliness of the area and 69% of respondents feel that cleanliness is “good” in Kendall Square. When asked how important cleanliness is, 31% of those who responded answered that the cleanliness of an area is “very important” to them when deciding where to visit or shop.

**Chart 46: Cleanliness of Area Rating**



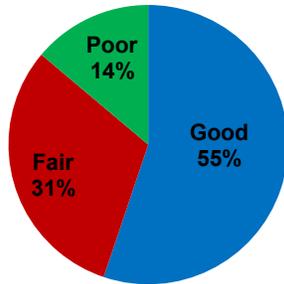
**Chart 47: Cleanliness Importance**



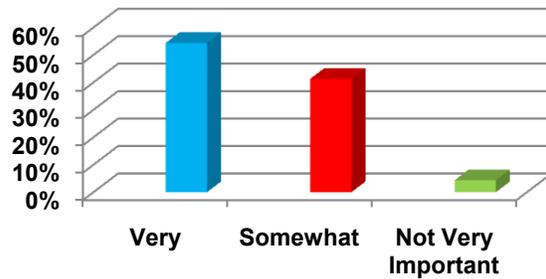
**Infrastructure**

426 respondents rated infrastructure and 55% feel that the infrastructure around Kendall Square is “good.” When asked how important infrastructure is, 54% answered that infrastructure is “very important” to them when deciding where to visit or shop.

**Chart 48: Infrastructure Rating**



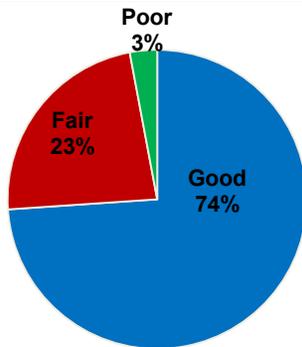
**Chart 49: Infrastructure Importance**



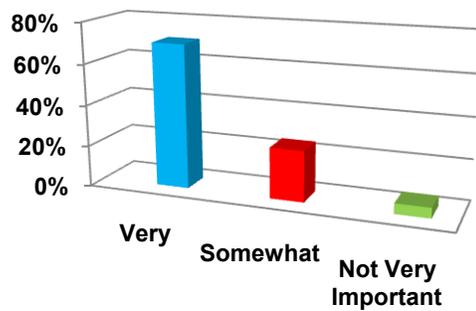
**Sense of Safety**

441 rated safety and 74% of respondents feel that safety around Kendall Square is “good.” When asked how important safety is, 70% answered that it is “very important” to them when deciding where to visit or shop.

**Chart 50: Sense of Safety Rating**



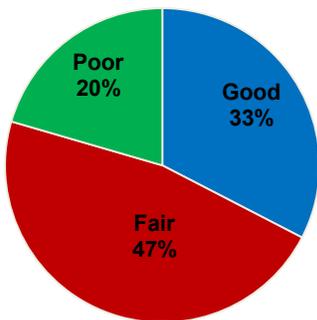
**Chart 51: Sense of Safety Importance**



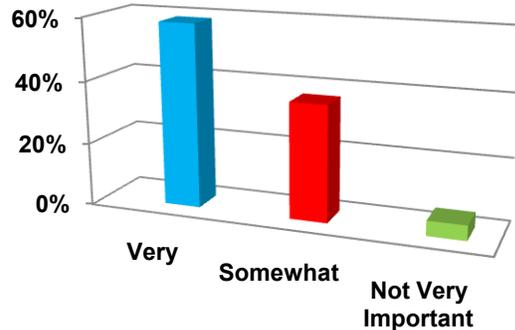
**Business Hours**

405 respondents rated business hours and 33% feel that business hours in Kendall Square are “good.” When asked how important business hours are, 58% answered that they are “very important” to them when deciding where to visit or shop. This also corresponds to some respondents wanting longer businesses hours and more night time activity.

**Chart 52: Business Hours Rating**



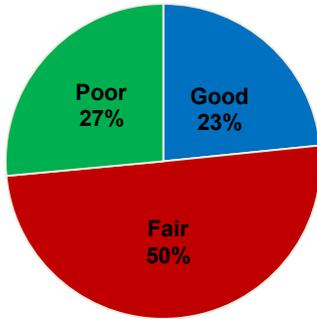
**Chart 53: Business Hours Importance**



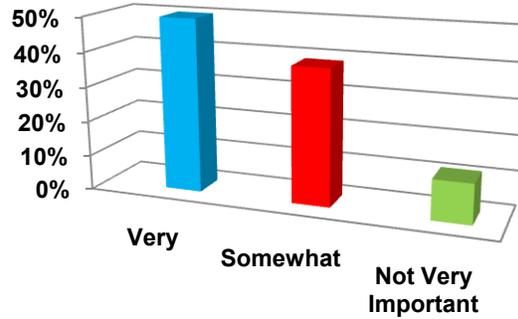
**Presence of Independent Businesses**

389 rated independent businesses and 23% of respondents feel that the presence of independent businesses in Kendall Square is “good.” When asked how important the presence of independent businesses is, 50% of respondents answered that it is “very important” to them when deciding where to visit or shop.

**Chart 54: Independent Businesses Rating**



**Chart 55: Independent Businesses Importance**



## Section 5

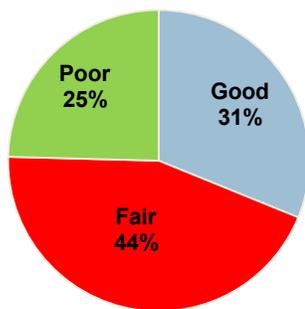
### Section 5.1: Dining, Entertainment and Recreation

Respondents were asked ten different questions related to dining, entertainment and recreation in Kendall Square. Six questions were related to rating current clubs/bars, coffee shops, food trucks, restaurants and movie theaters using the same standard of “good, fair or poor” in Section 4. Two questions concerned the frequency of the visits to Kendall Square for dining and entertainment purposes in the evening and one involved the Kendall Ice Rink and Canoe and Kayak Center. Lastly, two questions were asked rating cultural attractions and outdoor and nightlife activity in Kendall Square.

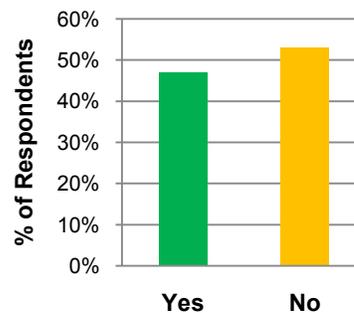
#### **Clubs/Bars**

There are two clubs/bars<sup>3</sup> in Kendall Square and 366 respondents rated them. 31% of respondents rated Clubs/Bars as “good” in the Square. 47% of respondents that answered wanting more/no more clubs bars indicated that they would like to see more bars in Kendall Square.

**Chart 56: Rating of Existing Clubs/Bars**



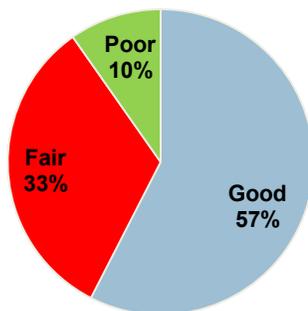
**Chart 57: New/More Clubs/Bars**



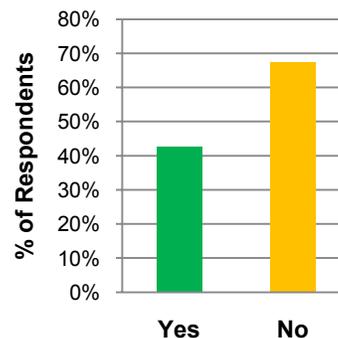
#### **Coffee Shops**

There are eight coffee shops in the Kendall Square district and 431 respondents rated them. 57% of respondents rated the current Coffee Shops as “good” in the Square and 43% of respondents that answered wanting more/no more would like to see more coffee shops in the Square.

**Chart 58: Rating of Existing Coffee Shops**



**Chart 59: New/More Coffee Shops**

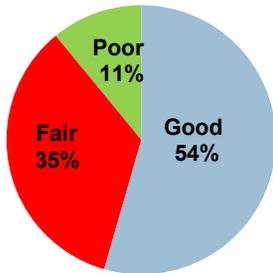


<sup>3</sup> A Club/Bar is defined as a venue that is open late night and provides entertainment and food/drink. For example, in Kendall Square Flat Top Johnny’s provides pool and other activities and Think Tank provides open-mic and dance nights.

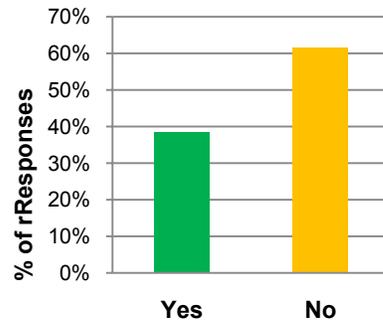
**Food Trucks**

There are four food trucks (Monday-Friday) in within the boundary of Kendall Square, mostly on MIT property and one along Main Street near Tech Square. 393 rated food trucks. 54% of respondents think that the food trucks are “good” and 62% of respondents that answered wanting more/no more felt that there is no need for more food trucks.

**Chart 60: Rating of Existing Food Trucks**



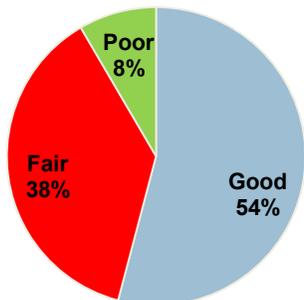
**Chart 61: New/More Food Trucks**



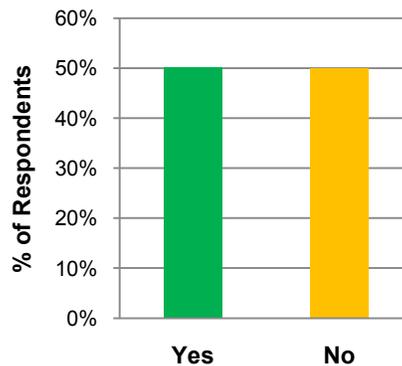
**Restaurants – Take Out**

There are 18 take out restaurant/cafes in Kendall Square and 451 respondents rated take out restaurants. 54% of respondents think that the take out establishments are “good” and 50% of respondents that answered wanting more/no more felt that there could be more take out restaurants in the Square.

**Chart 62: Rating of Existing Take Out Restaurants**



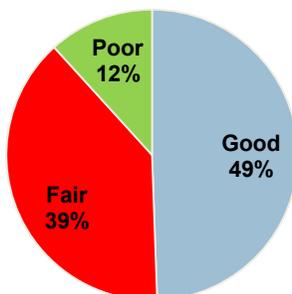
**Chart 63: New/More Take Out Restaurants**



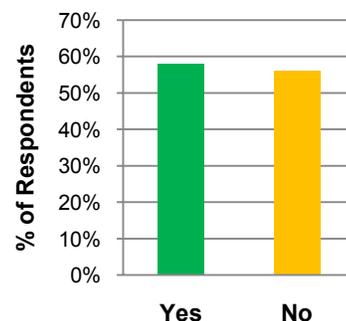
**Restaurants – Sit Down**

As of September 2011, there was 17 sit down restaurants in Kendall Square and 443 respondents rated them. 49% of respondents think that the sit down restaurants are “good.” 58% of respondents surveyed on wanting more/no more restaurants felt that there could be more sit down restaurants in the Square.

**Chart 64: Rating of Existing Sit Down Restaurants**



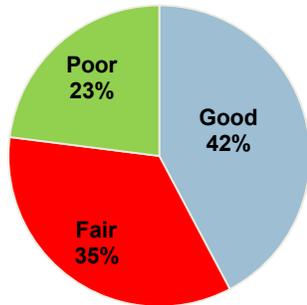
**Chart 65: New/More Sit Down Restaurants**



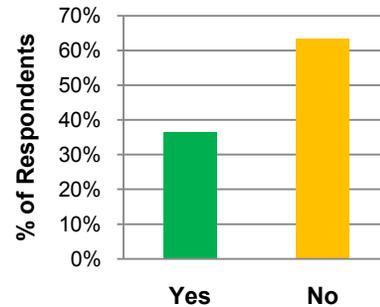
**Movie Theater**

There is one movie theater in the Kendall Square district and 374 respondents rated it. 42% of respondents think that the movie theater is “good” and 63% of respondents that answered wanting more/no more felt that there is no need for an additional theater in the Square.

**Chart 66: Rating of Existing Movie Theater**



**Chart 67: New/More Movie Theater**

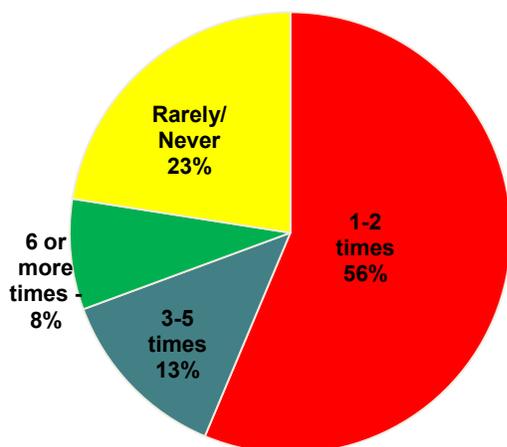


**Frequency of Evening Dining and Entertainment Trips to Kendall Square**

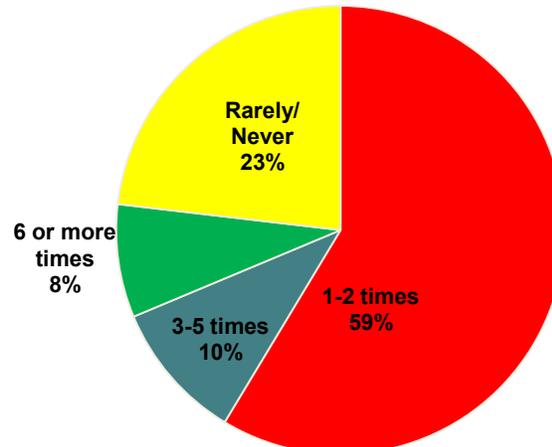
Kendall Square has recently seen an influx of restaurant options from casual to fine dining that are becoming their own dining destinations. 506 responded to evening dining frequency. 56% of respondents said that they come to Kendall Square 1-2 times a month for dining in the evening. Additionally, 48% of Cambridge residents stated that they come to Kendall Square for evening dining 1-2 times a month and 17% come 3-5 times a month for evening dining.

Respondents were also asked how many times a month they come to the Square for entertainment purposes in the evening (see chart 69). 527 responded to evening entertainment frequency. 59% of respondents stated that they come 1-2 times a month to Kendall Square for entertainment purposes in the evening. 52% of Cambridge residents stated that they come to Kendall 1-2 times a month for evening entertainment and 15% of residents come 3-5 times a month for evening entertainment.

**Chart 68: Customers Monthly Evening Dining Frequency**



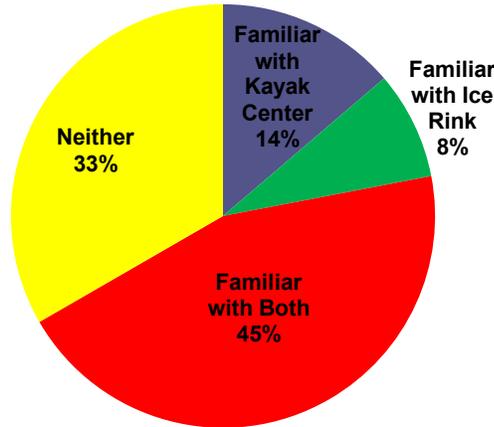
**Chart 69: Customers Monthly Evening Entertainment Frequency**



**Recreation**

Respondents were asked how familiar they are with the Kendall Ice Rink and Canoe and Kayak Center. Out of the 546 that responded to this question, 45% of respondents were familiar with both the Ice Rink and Kayak Center and 52% of Cambridge residents were familiar with both. Interesting to note, of the respondents who did not know about either the Ice Rink or Kayak Center, 74% of them stated that their primary purpose in the Square was “work”.

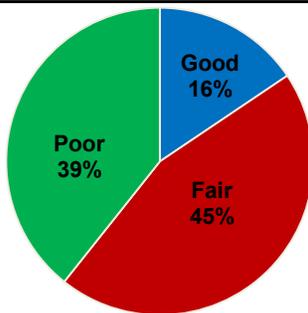
**Chart 70: Familiarity with Kendall Square Ice Rink and/or Canoe-Kayak Center**



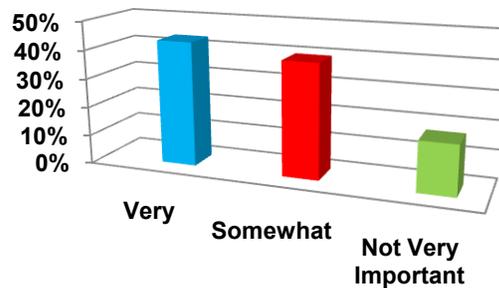
**Cultural Attractions**

379 respondents rated cultural attractions in Kendall Square. 16% of these respondents feel that the current cultural attractions in Kendall Square are “good” and 45% felt that they are “fair.” When asked how important cultural attractions are, 43% of respondents that answered that cultural attractions are “very important” to them when deciding where to visit or shop.

**Chart 71: Cultural Attractions Rating**



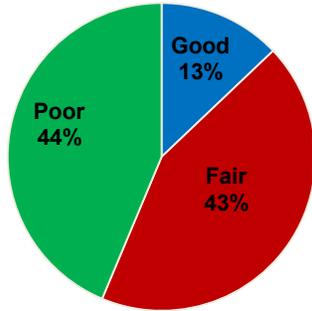
**Chart 72: Cultural Attractions Importance**



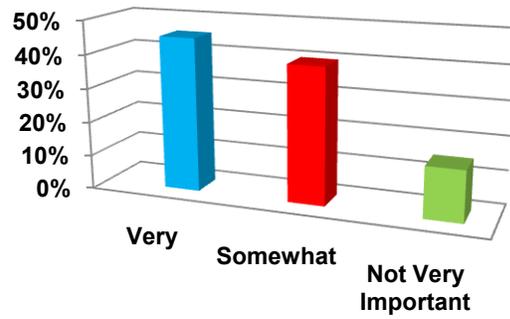
### **Outdoor and Nightlife Activity**

380 respondents rated outdoor and nightlife activity and of these respondents, 13% feel that the current outdoor and nightlife activity in Kendall Square is “good” and 44% felt that they are “fair.” When asked how important outdoor and nightlife activity is, 45% answered that it is “very important” to them when deciding where to visit or shop.

**Chart 73: Outdoor and Nightlife Rating**



**Chart 74: Outdoor and Nightlife Importance**



## Section 6

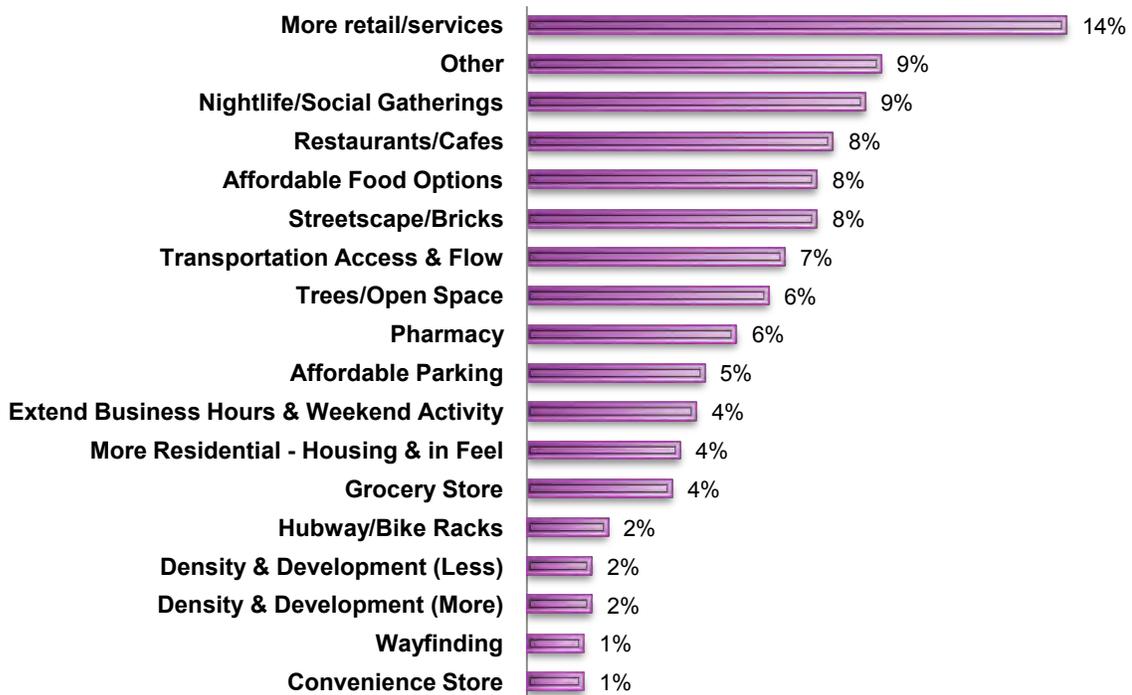
### Section 6.1: Vision Responses

Respondents were given the opportunity to answer two open-ended questions at the end of the survey. The first question was “What would you change, keep or eliminate in the district?” We allowed respondents to comment separately on each portion of the question. Since the answers to this question varied, we grouped the responses based on subject matter to see what similarities respondents felt should change, keep or eliminate in Kendall Square. The findings are below.

#### **Change**

471 people responded to the question concerning “change.” The top responses this question were “more retail/services” (14%) and the second was a tie between “nightlife and social gathering events” (9%) and “other,” which is a variety of one time mentioned comments, such as “fill empty buildings” and “keep improving the Square.” Many responses show that people want Kendall Square to have a more “24 hour feel” with answers like adding more residential, open space, nightlife and weekend activity.

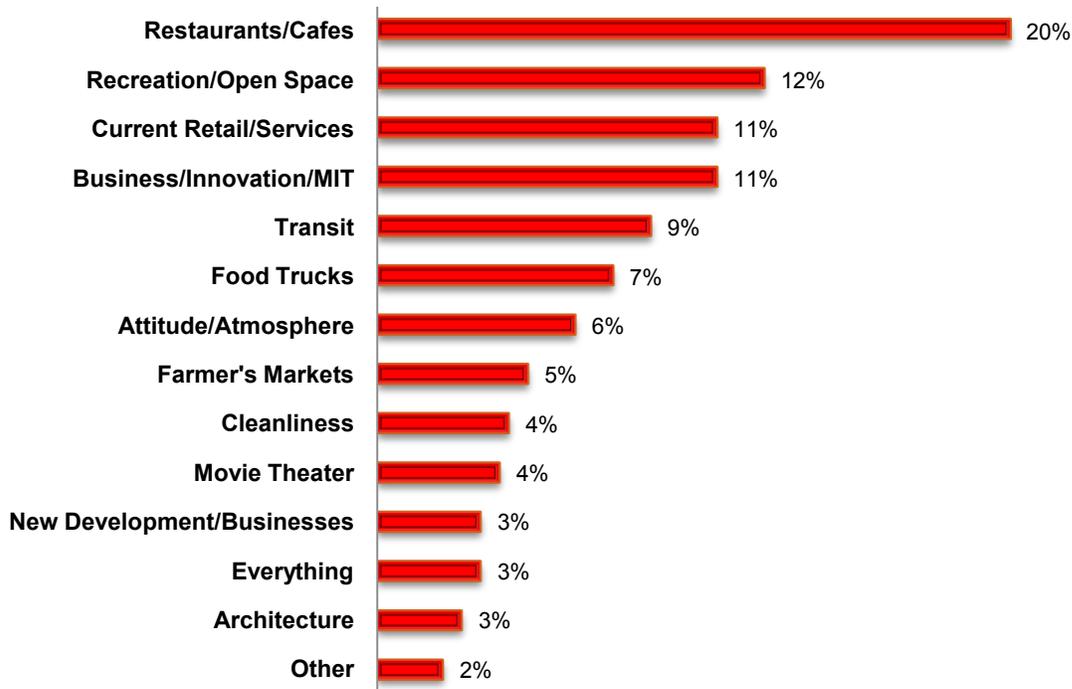
**Chart 75: What Would You Change in Kendall Square?**



**Keep**

336 people responded to the question about what to “keep” in Kendall Square. The top responses to keep were “restaurants and cafes” (20%) and the second was “recreation and open space” (12%). People mentioned the variety of sit down and take out restaurants, the Ice Rink and Kayak Center and the Globe Fountain Plaza (near the intersection of Main Street and Broadway).

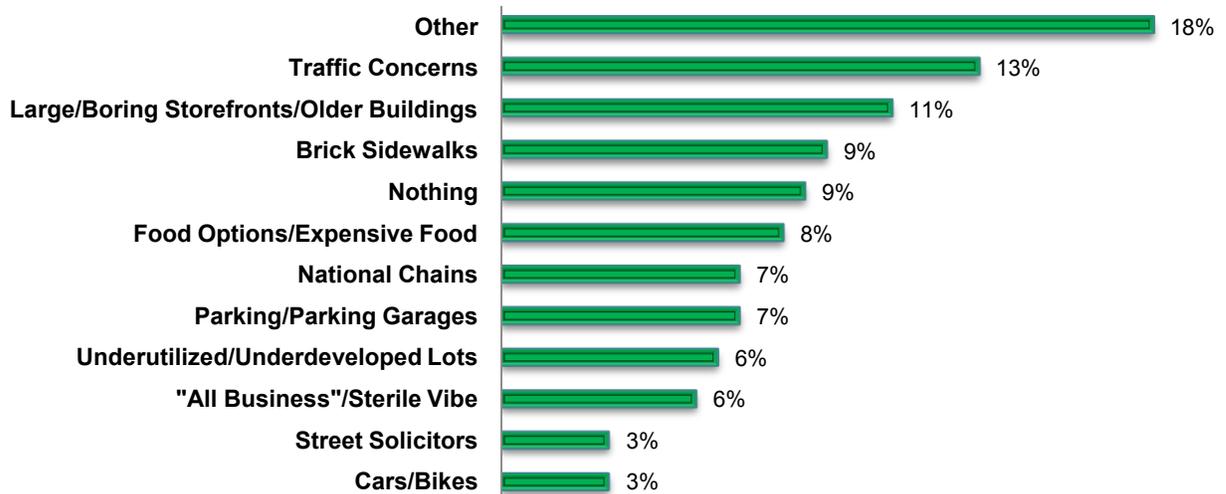
**Chart 76: What Would You Keep in Kendall Square?**



**Eliminate**

163 people responded to the question regarding what to “eliminate” in Kendall Square. The top responses to eliminate were “other” (18%) and “traffic concerns” (12%). The answers in the “other” category were variety of one time answers such as “confusion in finding buildings,” “Volpe Center” and “businesses that don’t stay open after 5pm.” Traffic concerns dealt mostly with the desire that all modes of transit (cars, bikes, pedestrians) following traffic rules and the tour buses that stop along Main Street.

**Chart 77: What Would You Eliminate in Kendall Square?**



## **One Word**

In the last question of the survey, we asked respondents to describe Kendall Square in one word. We received 493 responses to this question and respondents gave over 66 different replies. The top 20 words/phrases are below.

### **Describe Kendall Square in One Word (Responses)<sup>4</sup>**

- Technology/Techie
- Business area/business oriented/office park
- Changing/Improving/Developing/Growing
- Up and Coming/Trendy
- Likable/Neat/Nice/Pleasant
- Dull/Boring/Quiet/Bland/Lame
- Innovative/Entrepreneurial
- Good Place to Work/Work
- Busy/Active/Lively
- Awesome/Great/Wonderful/Dynamic
- MIT/Academic/Nerdy/Brainy/Geeky/College
- Corporate/Institutional/Professional
- Diverse/Open-minded/International
- Convenient
- Funky/Unique/Interesting/Quirky
- Hip/Cool/Fun/Groovy
- Sterile/Barren/Moribund/Cold
- Ok/Fine/Adequate
- Emerging/Evolving/Vibrant
- Potential/Promising/Progressing

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<sup>4</sup> Responses are ranked from most often to least often heard by surveyors.

## Section 7

### Appendix

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- Kendall Square Customer Survey (Amendment A)
- Kendall Square Survey Respondents by Zip Code (Amendment B)

# CUSTOMER SURVEY

*The City of Cambridge is sponsoring this survey in order to get information that will help us create a business district that better meets your needs. Thank you for your participation!*

Surveyor Initials: \_\_\_\_\_

Location Number: \_\_\_\_\_

Date: \_\_\_\_\_ TIME OF DAY: \_\_\_\_\_ AM Peak (7am-9am) \_\_\_\_\_ NOON \_\_\_\_\_ PM Peak (4pm-6pm) \_\_\_\_\_ Evening

**1. What is your primary purpose for being in Kendall Square today? (Check only 1)**

\_\_\_\_ Shopping      \_\_\_\_ Dining      \_\_\_\_ Recreation (Gym, Hang out)      \_\_\_\_ Event/Meeting      \_\_\_\_ Work

\_\_\_\_ Post Office      \_\_\_\_ Services (i.e., lawyer)      \_\_\_\_ Transportation      \_\_\_\_ School (Charter HS/MIT)

Other: \_\_\_\_\_

**2. What particular businesses or offices are you visiting today? (list each)**

\_\_\_\_\_

**3. Please tell me three types of businesses you would like to see that are not here now.**

\_\_\_\_\_

**4. How often do you use services or shops in Kendall Square (Check only one)?**

\_\_\_\_ Every day/almost every day      \_\_\_\_ 3-5 times per week      \_\_\_\_ About once a week      \_\_\_\_ 2-3 times per month

\_\_\_\_ About once a month      \_\_\_\_ Rarely/Never

**5. How long is your average visit (outside of work) to Kendall Square?**

\_\_\_\_ Less than an hour      \_\_\_\_ 1-2 hours      \_\_\_\_ 2-3 hours      \_\_\_\_ 3-4 hours      \_\_\_\_ 4 or more

**6. How do you most frequently get to the Kendall Square? (Check only 1).**

\_\_\_\_ Bike      \_\_\_\_ Walk      \_\_\_\_ Bus      \_\_\_\_ Subway      \_\_\_\_ Drive      \_\_\_\_ Carpool      \_\_\_\_ EZ Ride      \_\_\_\_ MIT or Office Shuttle Bus

**7. Please rate how well the current businesses in Kendall Square meet your needs.**

Service/Product	Rate how well existing businesses meet your needs.			Do you feel there should be new/more of this in the district?	
	Good	Fair	Poor	Yes	No
Barber/Hairdresser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bookstores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clubs/Bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee Shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Supply/Copying Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants (Take out) (ex: Cusi)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants (Sit Down) (ex. Za)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dry Cleaning/Tailoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness Centers/Gyms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Florist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movie Theater/Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Trucks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmer Markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialty Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8. Approximately how many times a month do you come to Kendall Square for entertainment purposes in the evening?** \_\_\_\_ 1-2 \_\_\_\_ 3-5 \_\_\_\_ 5 or more

**For dining purposes?** \_\_\_\_ 1-2 \_\_\_\_ 3-5 \_\_\_\_ 5 or more times

**9. Are you familiar with Kendall Square's Ice Rink and the Canoe/Kayak Center?** \_\_\_\_ Ice/Yes \_\_\_\_ Canoe/Kayak/Yes  
\_\_\_\_ No/Don't know any

**10. What would make you visit/shop more often in Kendall Square? (Check only 1)**

\_\_\_\_ Special Events      \_\_\_\_ Variety in Price of Goods/Services      \_\_\_\_ Availability/Selection of Goods/Services

\_\_\_\_ Parking      \_\_\_\_ Safety      Other \_\_\_\_\_

**11. Please give your opinion on the following characteristics of Kendall Square.**

Service/Product	Rate this characteristic of Kendall Square			How Important is that characteristic to you when decided where to visit/shop?		
	Good	Fair	Poor	Very	Somewhat	Not Very Important
Access to convenient parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety/Range of Goods and Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prices of goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendliness of service in shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of storefronts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (sidewalks, bike racks, lighting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sense of Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presence of Independent Businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor and Nightlife Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**CUSTOMER PROFILE**

- What is your zip code? \_\_\_\_\_  
 a. If Cambridge zip, what neighborhood? \_\_\_\_\_
- a. Do you work in Cambridge? \_\_\_ Yes \_\_\_ No  
 b. Do you go to school in Cambridge? \_\_\_ Yes \_\_\_ No  
 If yes, where: \_\_\_\_\_
- Gender? \_\_\_ Male \_\_\_ Female
- What is your age range?  
 \_\_\_ 15 -19 \_\_\_ 20-24 \_\_\_ 25-34 \_\_\_ 35-44 \_\_\_ 45-54 \_\_\_ 55-59  
 \_\_\_ 60-64 \_\_\_ 65- 74 \_\_\_ 75-84 \_\_\_ 85 +
- What do you speak most often at home?  
 \_\_\_ English \_\_\_ Spanish Other \_\_\_\_\_
- Do you: \_\_\_ Rent or \_\_\_ Own your own residence?
- What is your ethnic background?  
 \_\_\_ Hispanic \_\_\_ Non-Hispanic **If Non-Hispanic:** \_\_\_ Ethiopian \_\_\_ Haitian \_\_\_ Brazilian \_\_\_ Indian  
 Other: \_\_\_\_\_
- What is your race?  
 \_\_\_ White \_\_\_ Black or African American \_\_\_ American Indian or Alaska Native  
 \_\_\_ Asian \_\_\_ Native Hawaiian/Other Pacific Islander \_\_\_ Other

**VISION**

**In one word, how would you describe Kendall Square?**  
 \_\_\_\_\_

**What would you change, keep or eliminate in the district?**

Change: \_\_\_\_\_

Keep: \_\_\_\_\_

Eliminate: \_\_\_\_\_

# Kendall Square Survey Respondents by Zip Code of Residence

