

# Central Square Customer Survey

*2014 Update*

City of Cambridge

Community Development Department, Economic Development Division



# Introduction

## **Purpose and Background of the Central Square Survey**

In 2009, Cambridge Community Development Department (CDD) conducted an intercept survey in the Central Square commercial district. In February 2014, CDD conducted a new online survey of Central Square users to update the results from the 2009 survey. Understanding consumers' needs will allow the City to help better assist property owners; recruit potential business to vacant spaces; and help current business owners understand their local market.

The 2014 online survey received 349 responses.

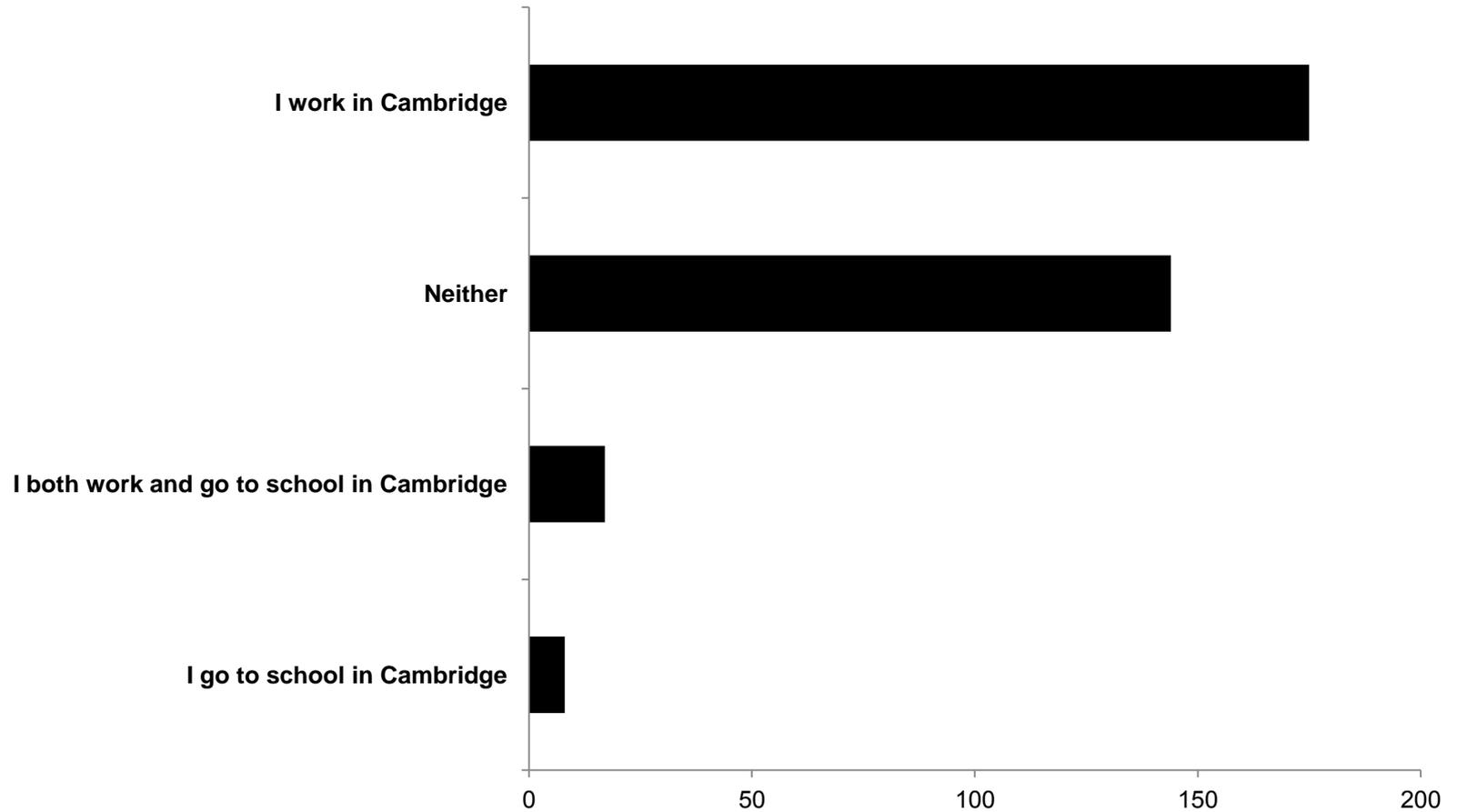
For the results of the 2009 Intercept Survey, please follow this link: <http://bit.ly/censqsv09>

## **Report Sections:**

- Slides 3 – 6: Demographics of Respondents
- Slides 7 – 11: General Findings (Use, Mode of Transportation)
- Slides 12 – 17: Geographic Business Questions
- Slides 18 – 22: Square Characteristic Questions
- Slides 23 – 27: Comments and Final Observations

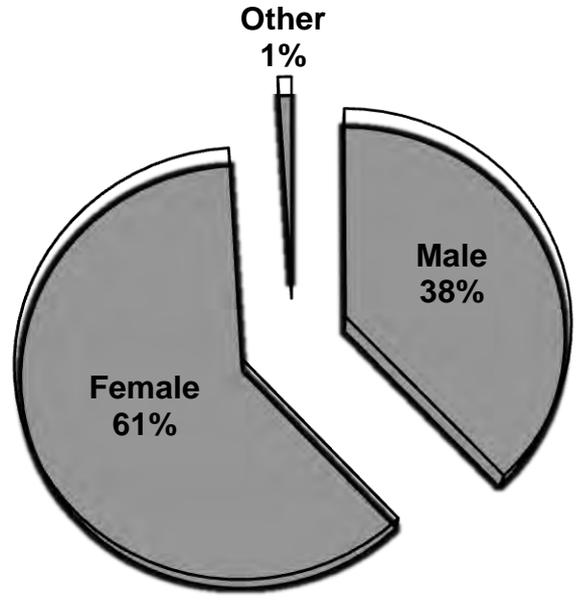


# Demographics – Work/School

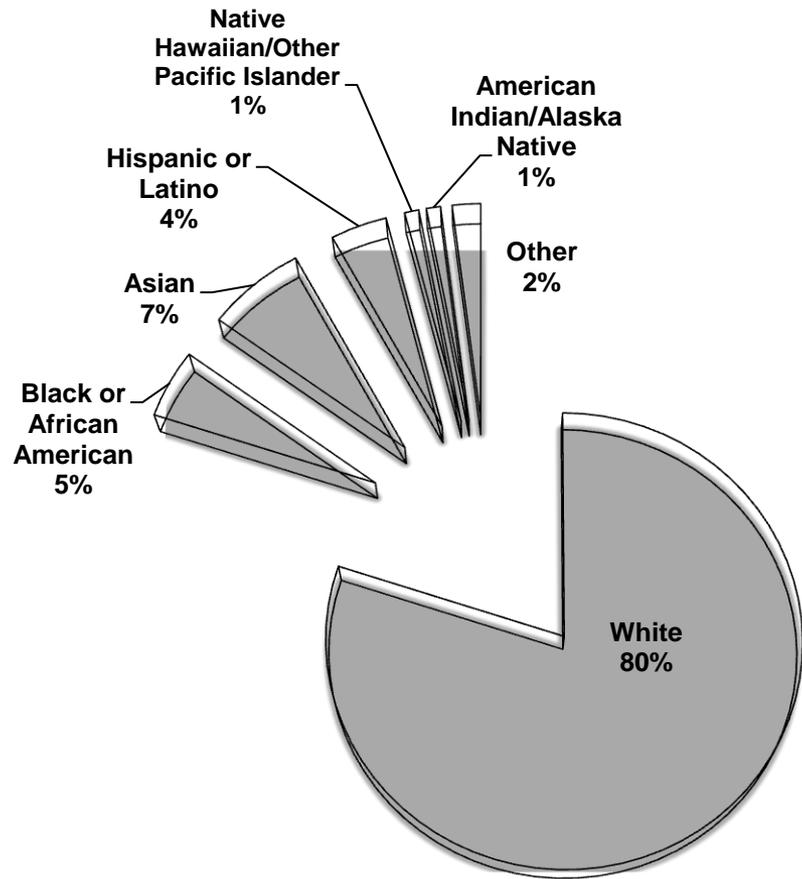


# Demographics – Gender & Race

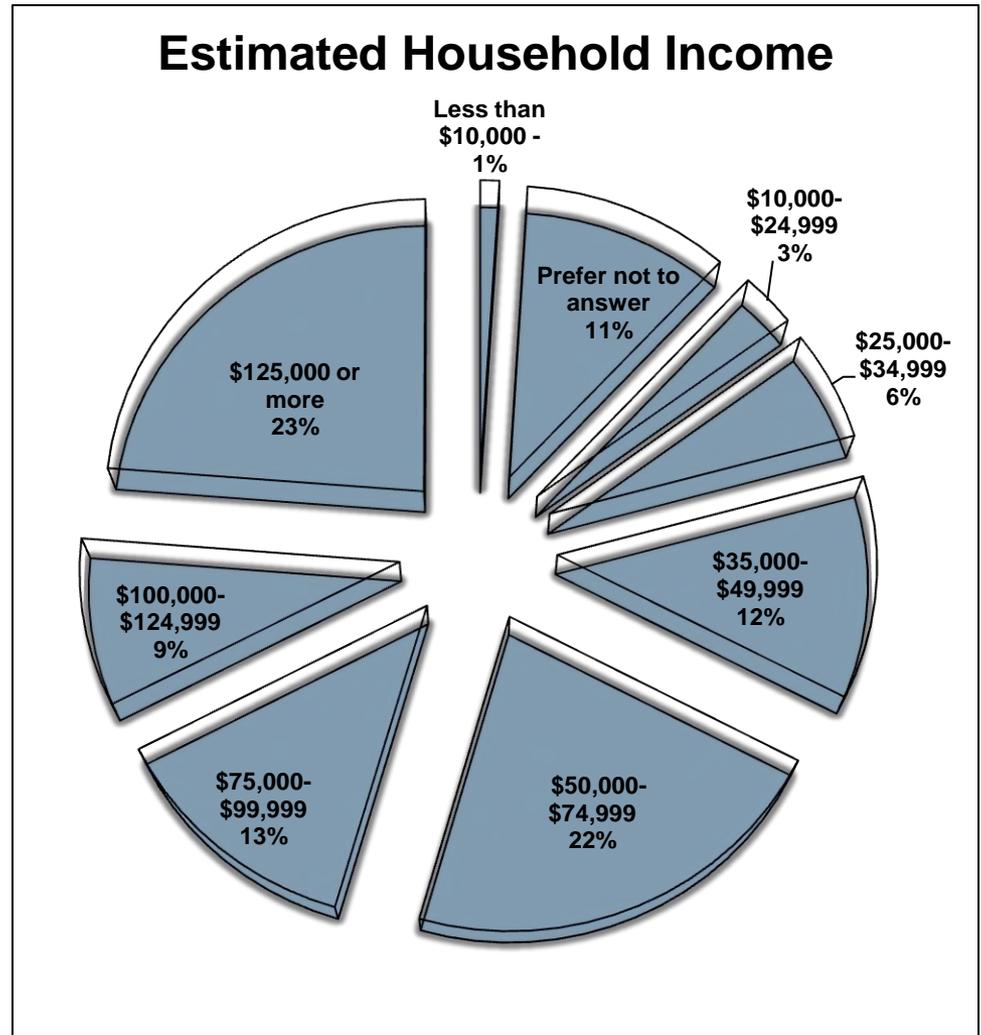
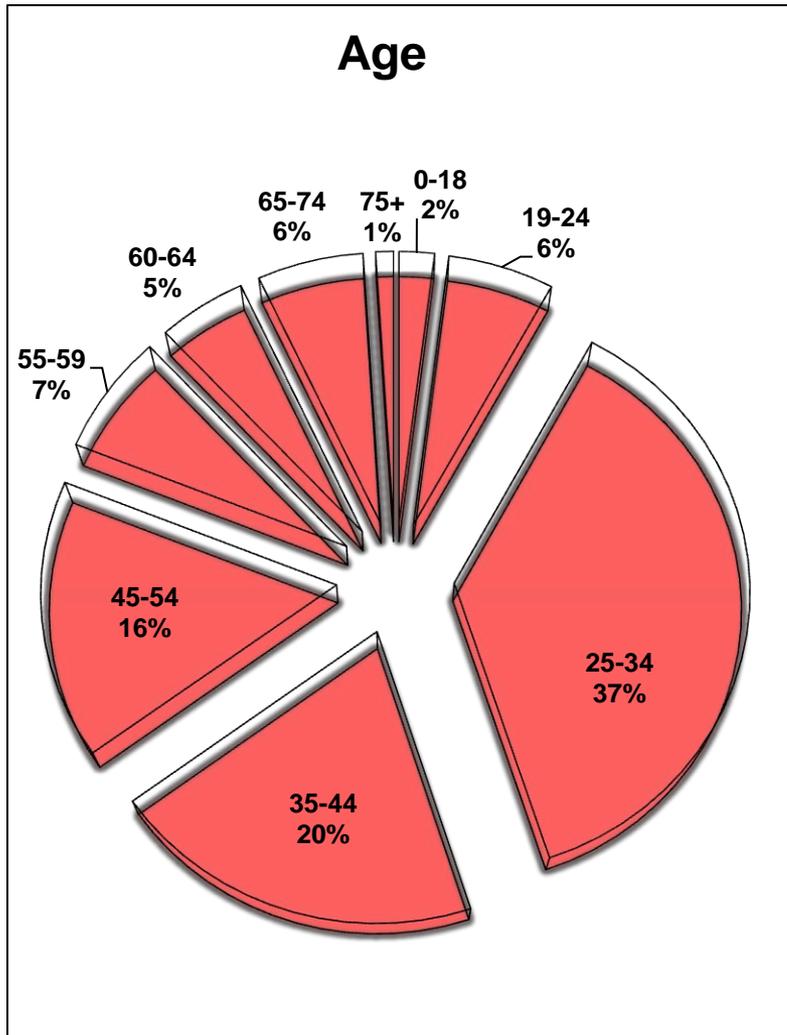
## Gender



## Race

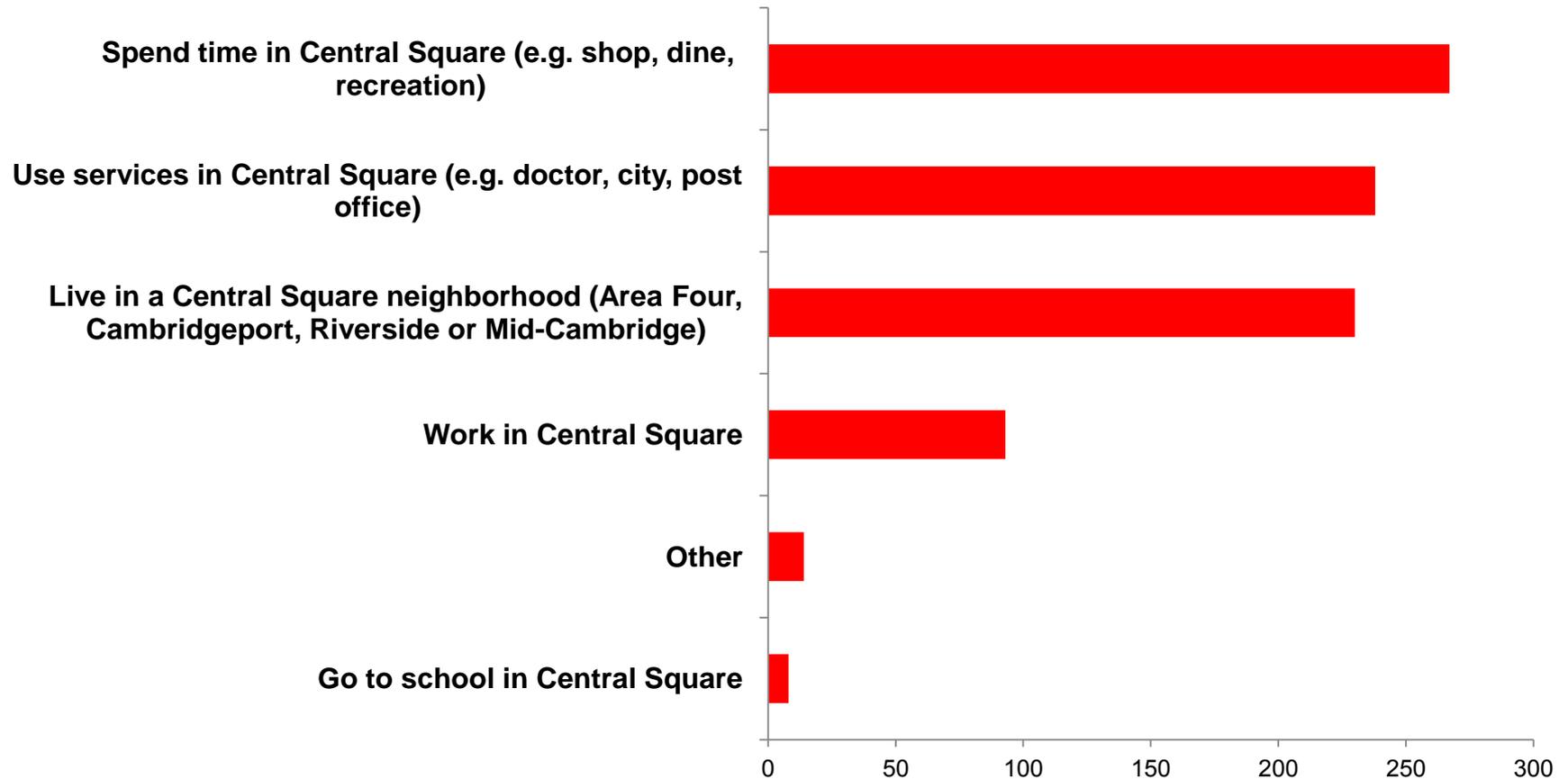


# Demographics – Age & Income



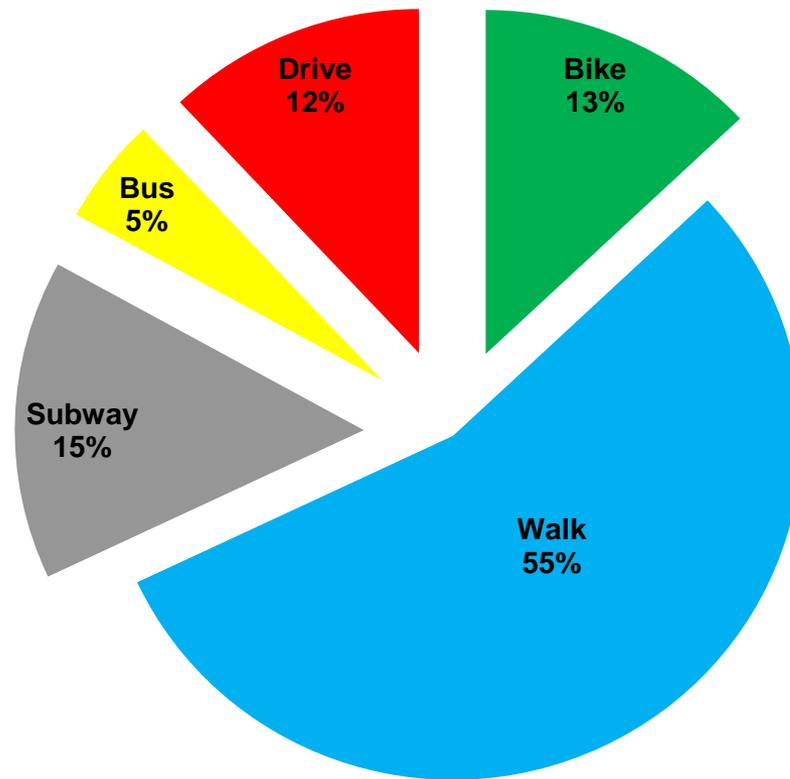
# Findings: Use of the Square

*Respondents were allowed to pick all that applied*



# Findings: Transportation Modes

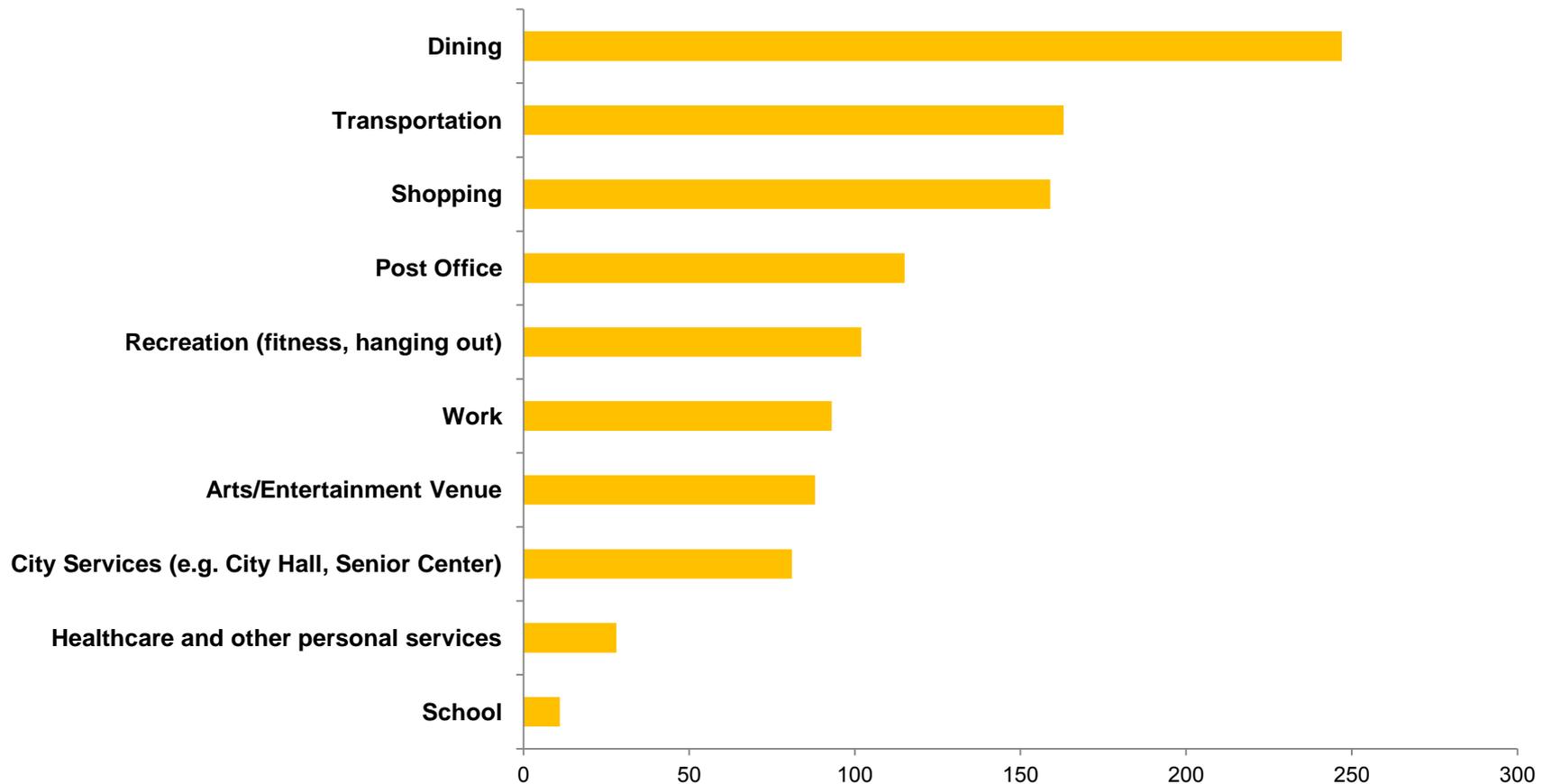
What mode of transportation do you most frequently use to get to Central Square?



# Findings: Reason for Visits

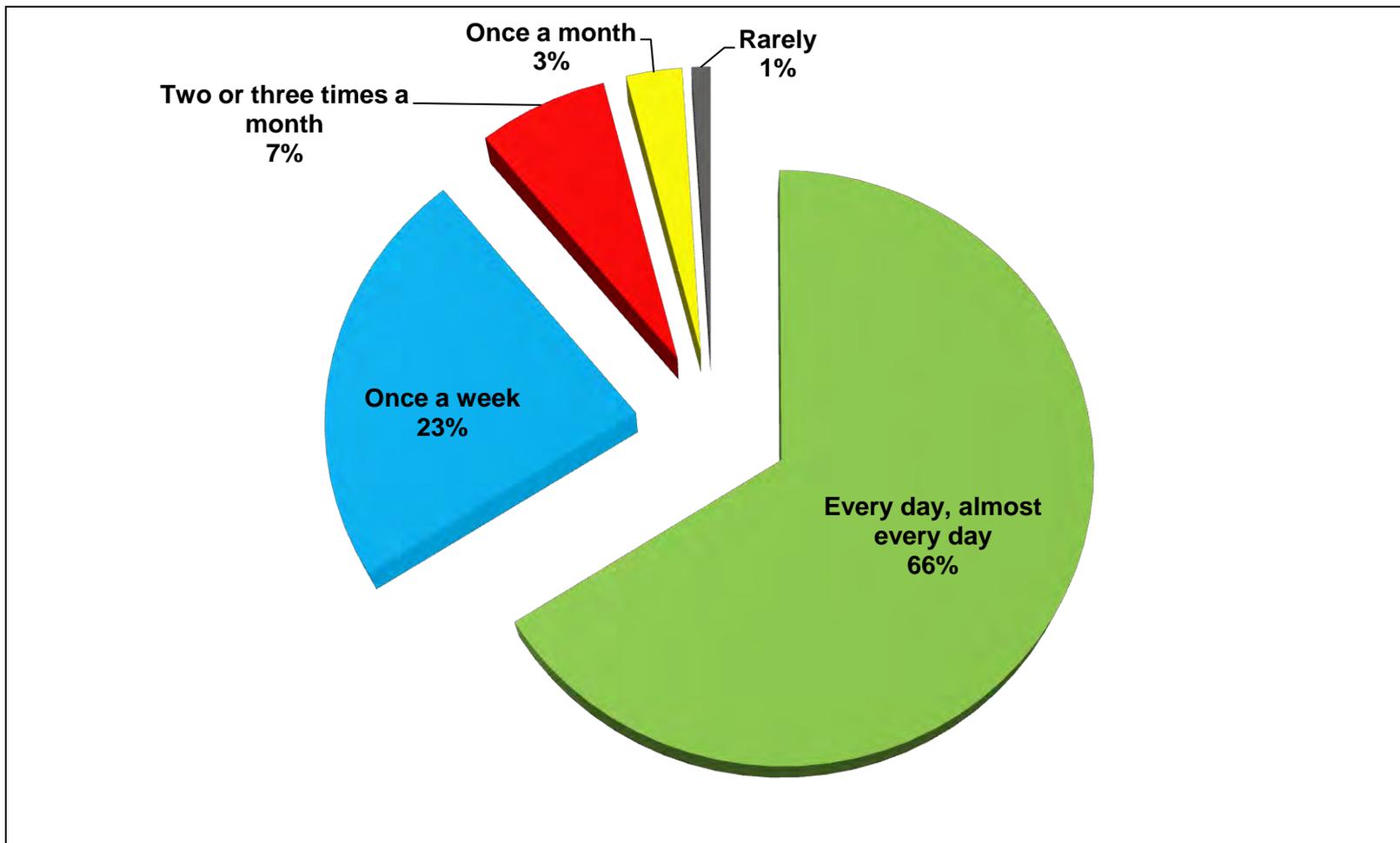
What are the primary reason(s) you visit Central Square?

*Respondents were allowed to choose up to two options*



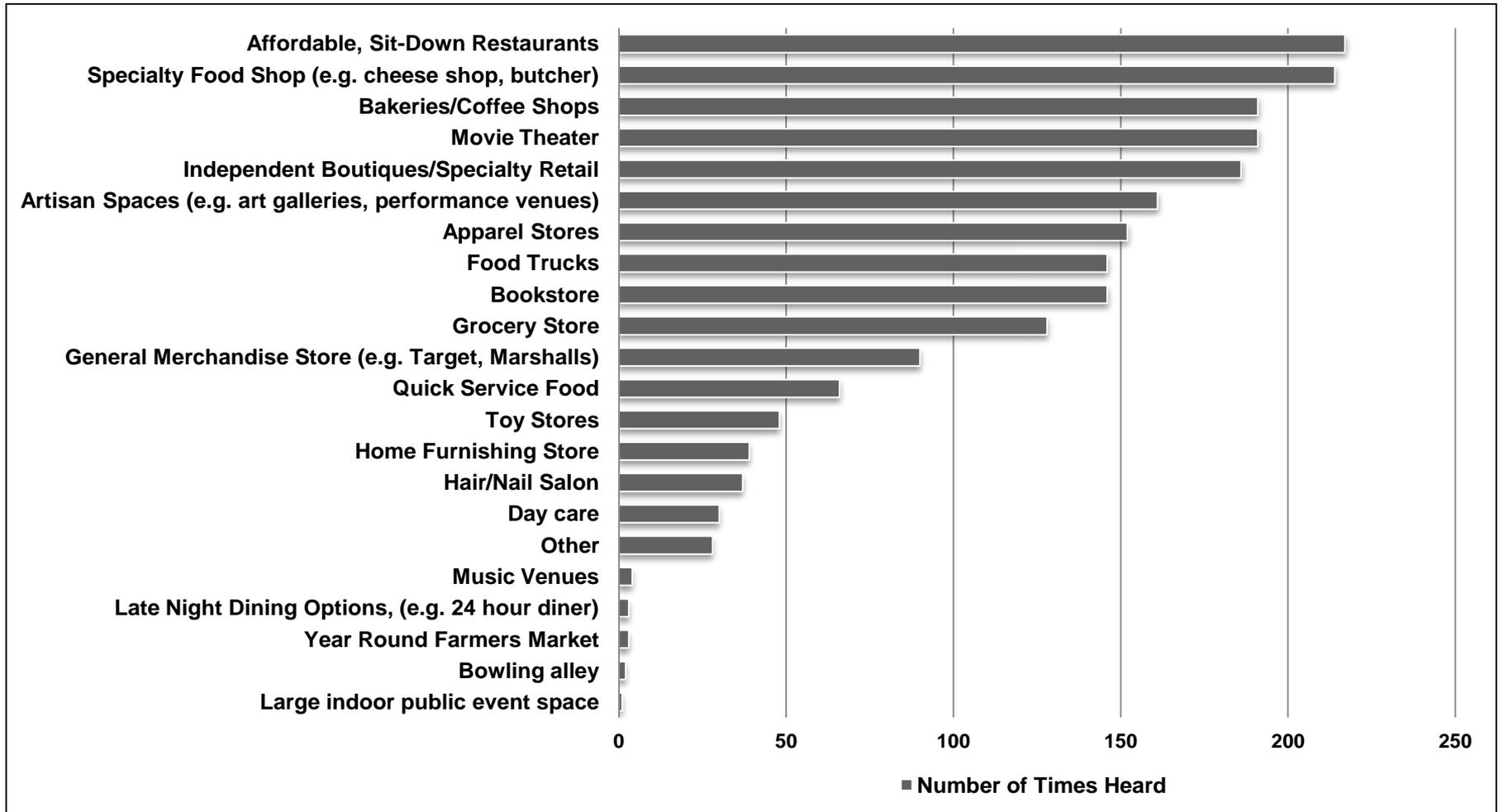
# Findings: Frequency of Visits

How often do you visit Central Square?



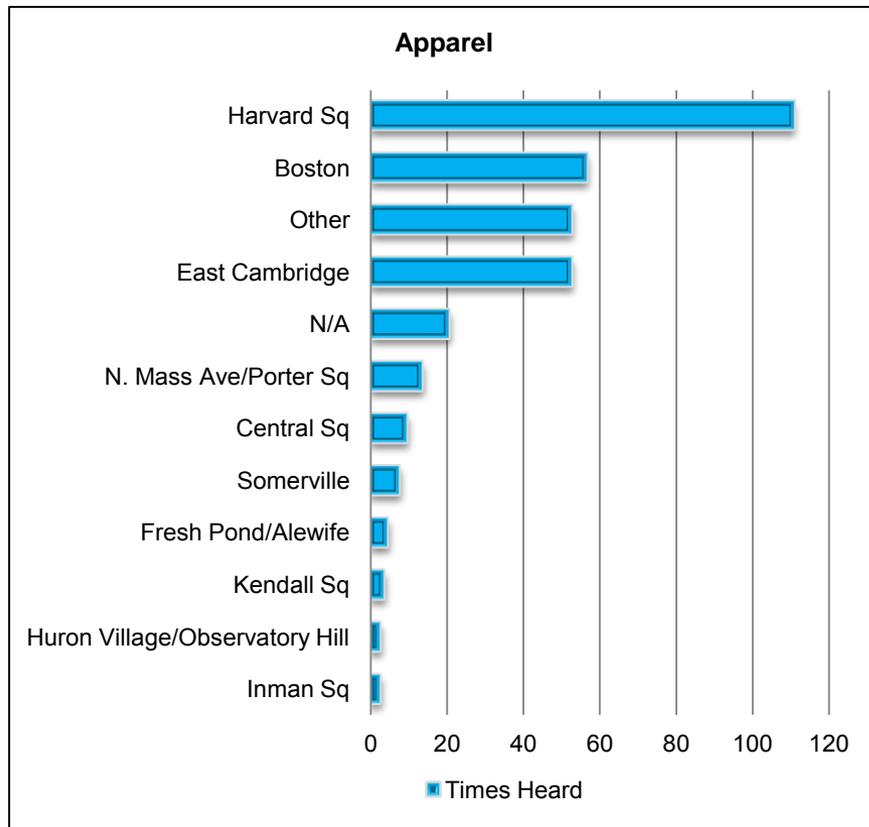
# Types of Businesses Desired

Which of the following types of businesses would you like to see in Central Square?



# Where do people shop...

## For apparel?

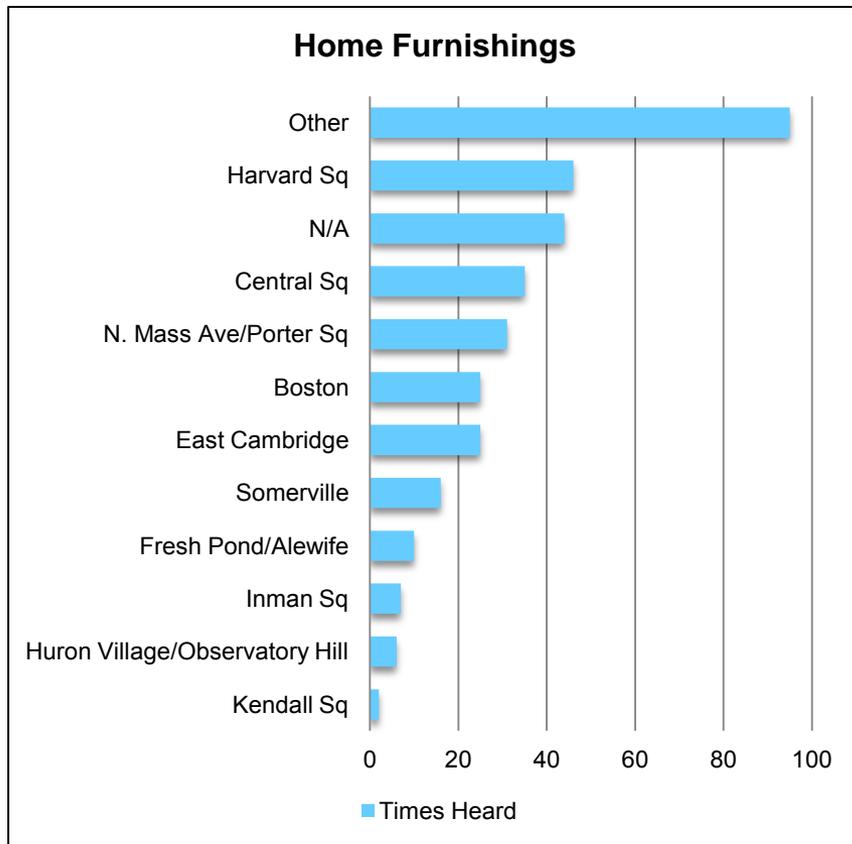


## For specialty retail?



# Where do people shop...

## For home furnishings?

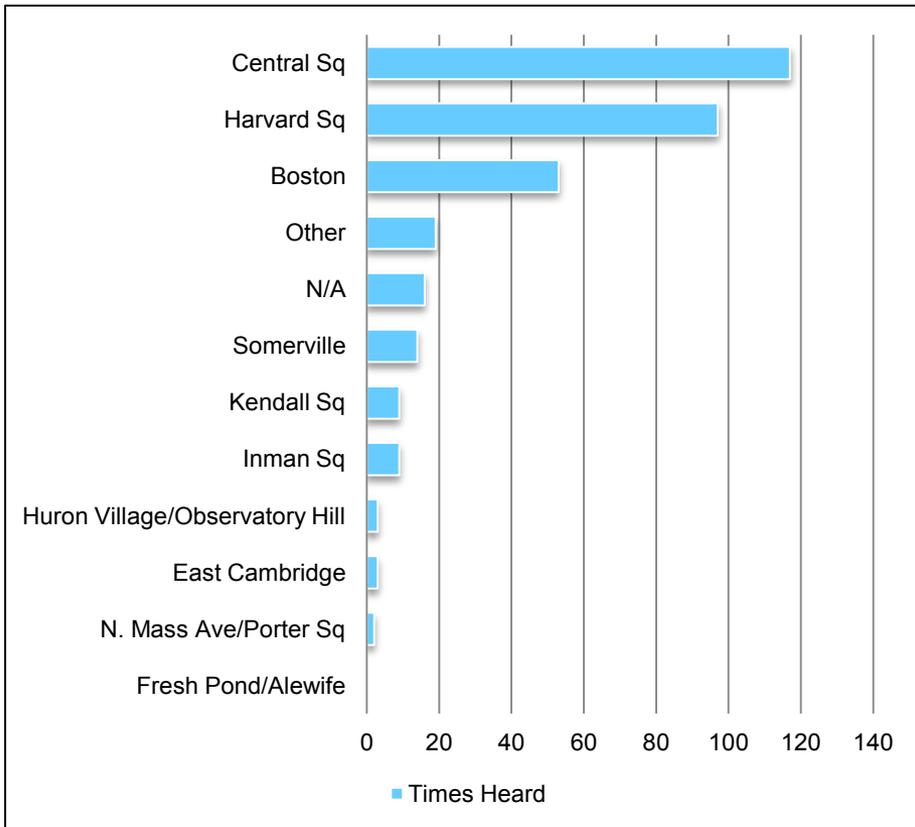


## For other retail?

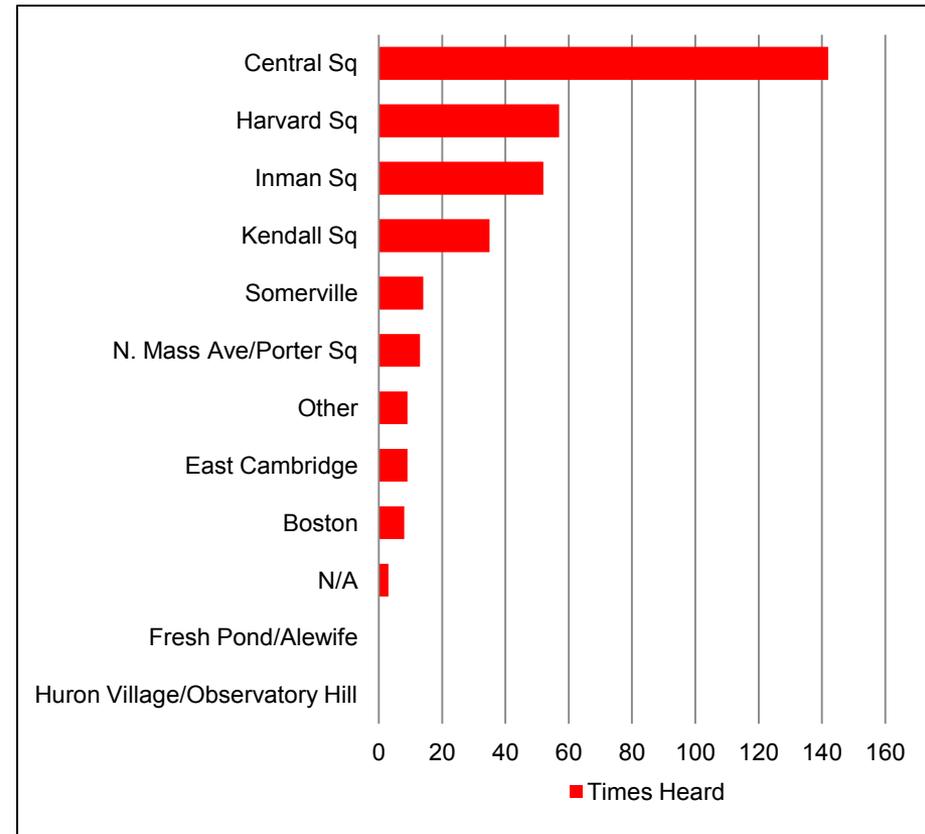


# Where do people go for...

## Live entertainment (concerts/theater)?

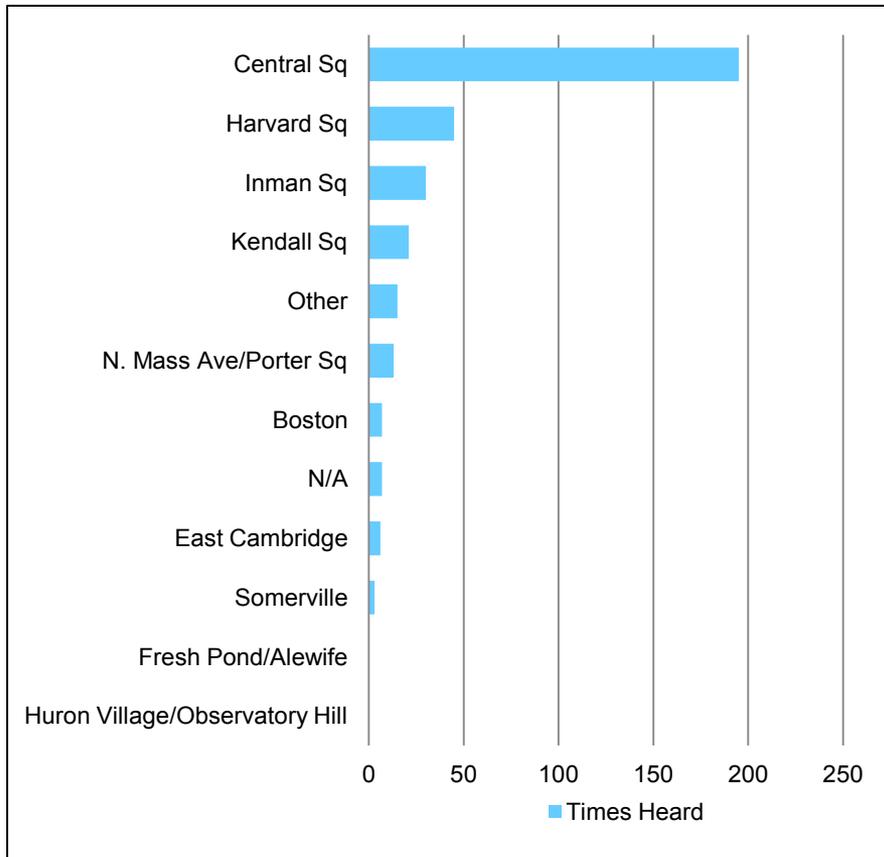


## To eat at a sit-down restaurant or bar?

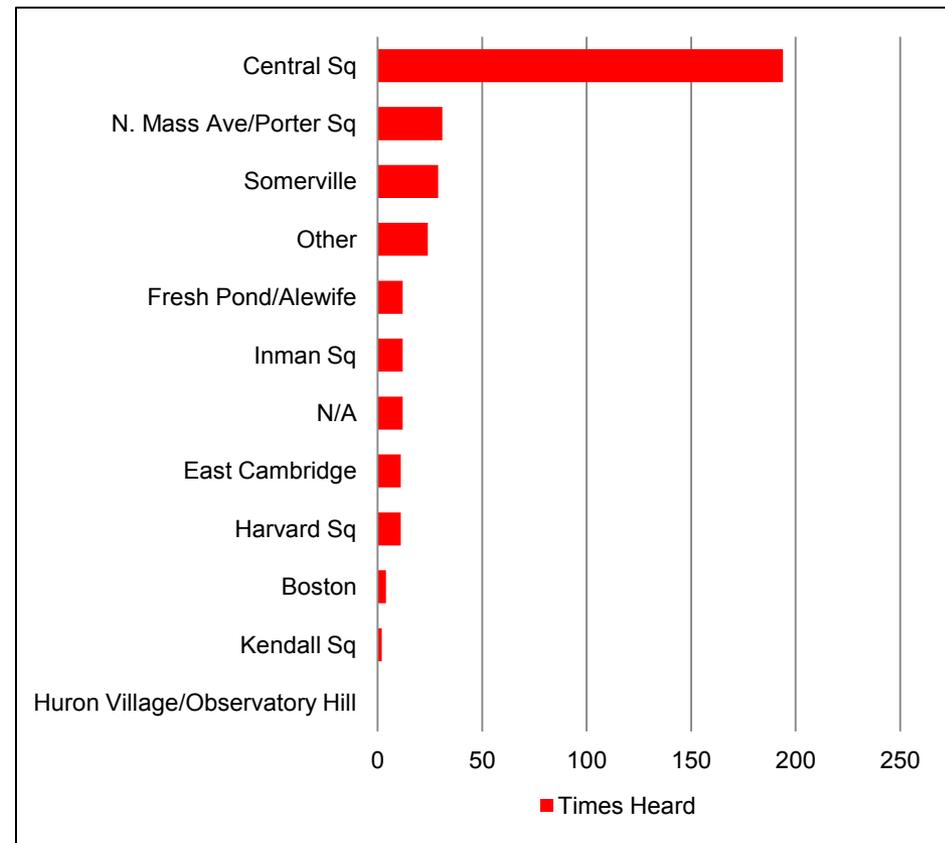


# Where do people go...

To grab a quick meal or coffee?

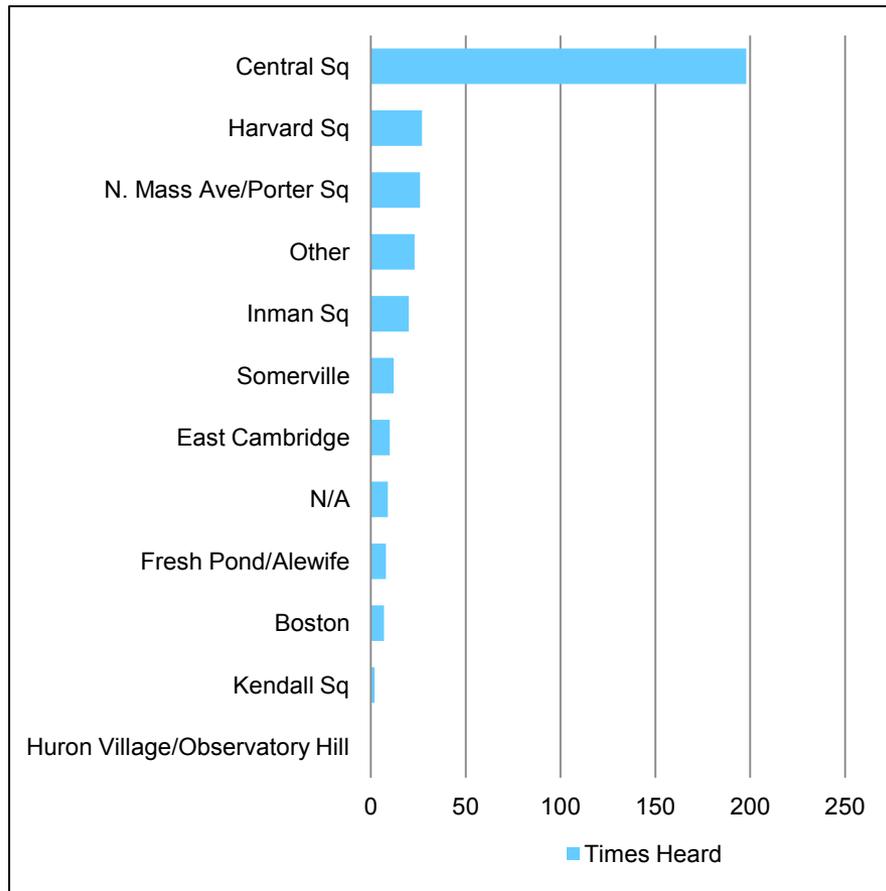


To go grocery shopping or the farmer's market?

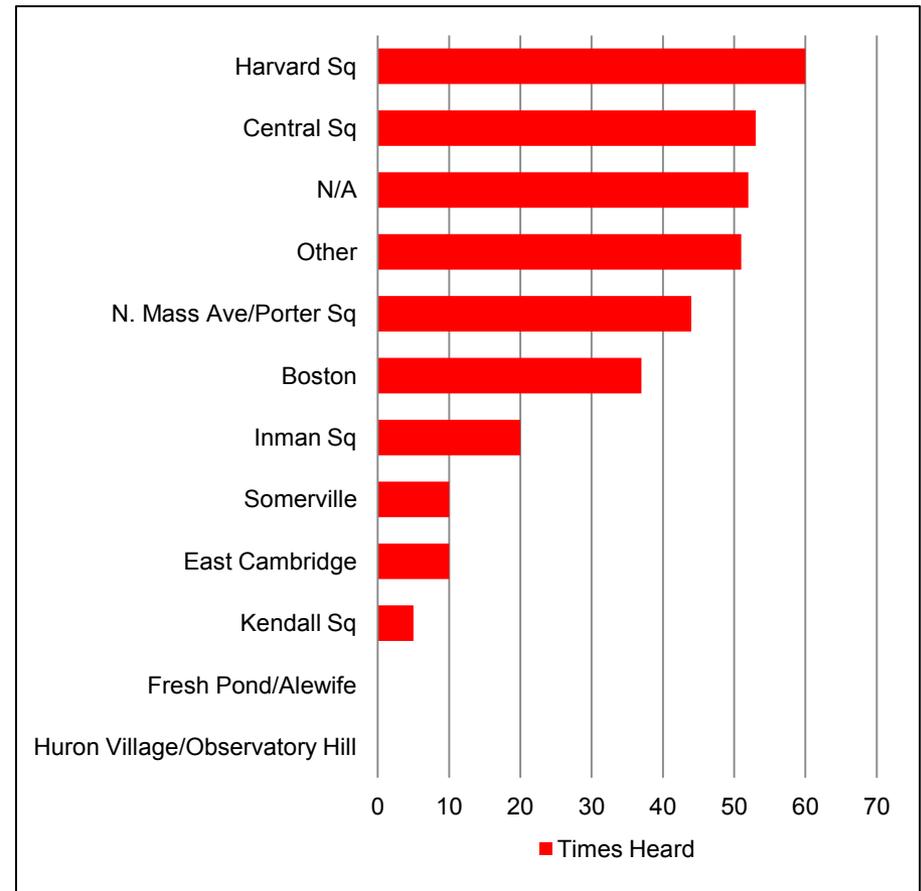


# Where do people go for...

## The Pharmacy?

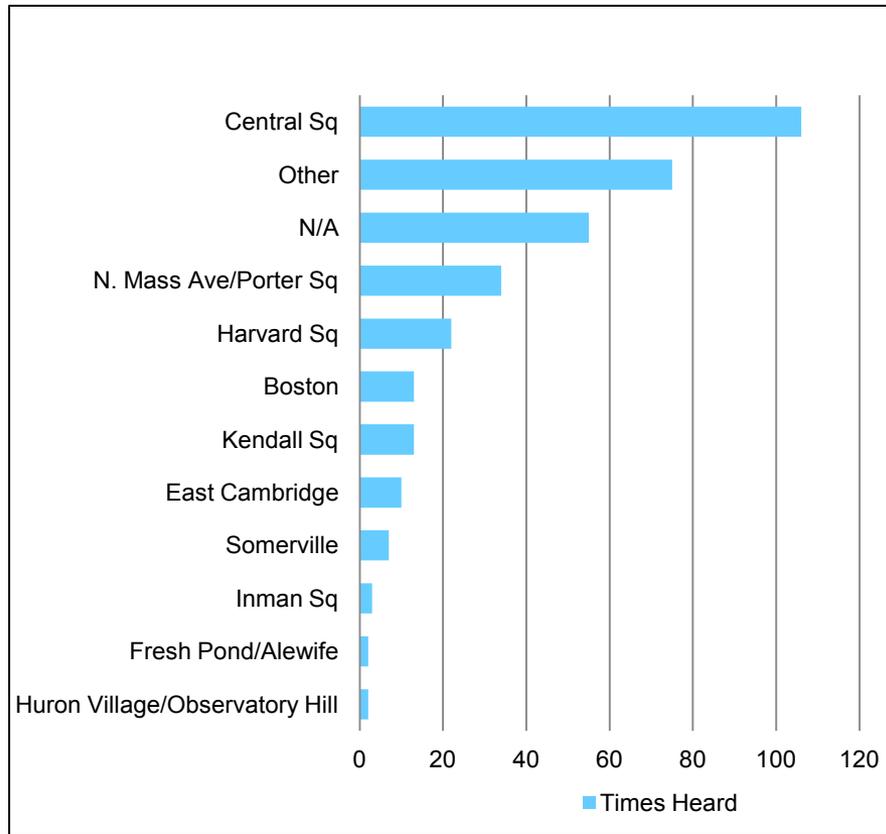


## The Hair Salon/Barber?

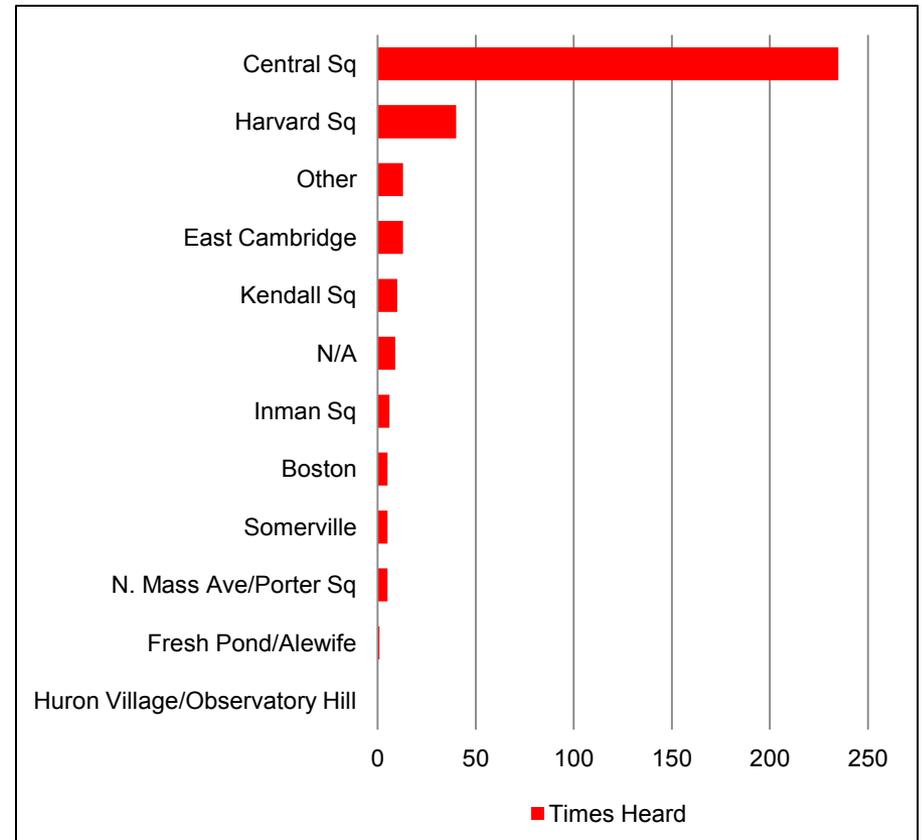


# Where do people go for...

## The Gym/Fitness?

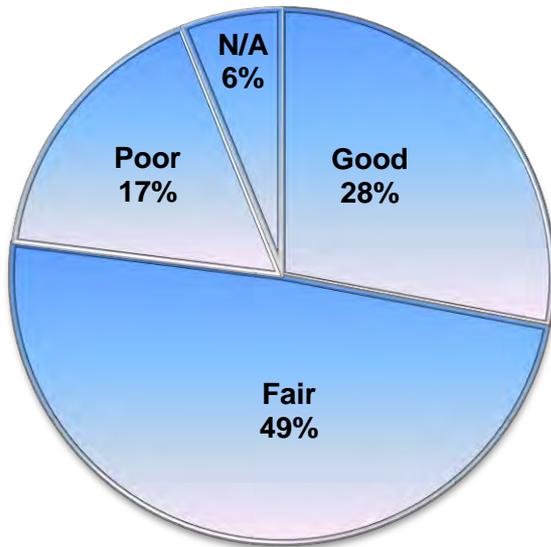


## Use Public Amenities (e.g. post office, library)

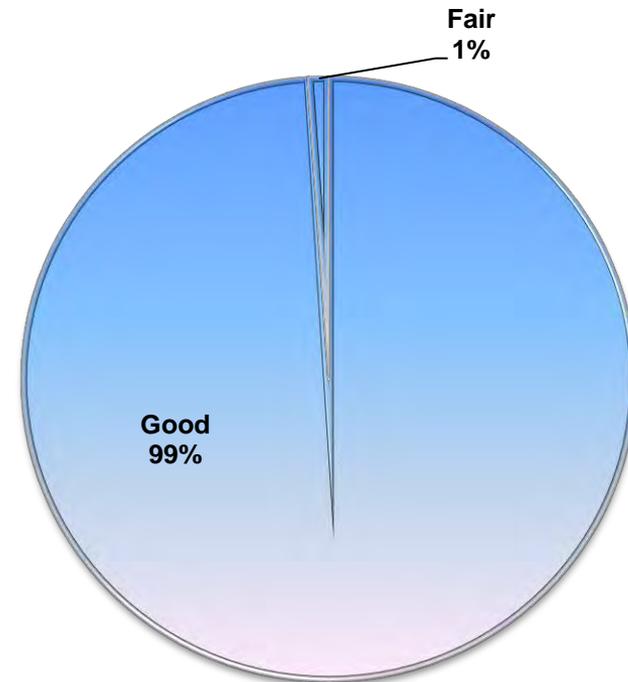


# Characteristics of the Square

**Access to Parking**

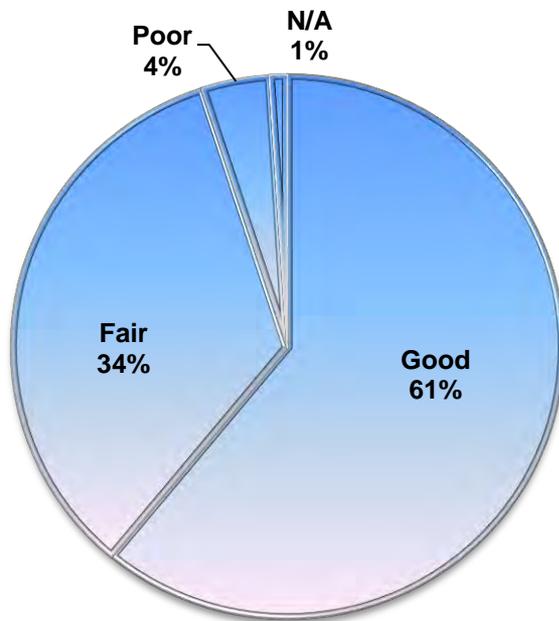


**Access to Public Transit**

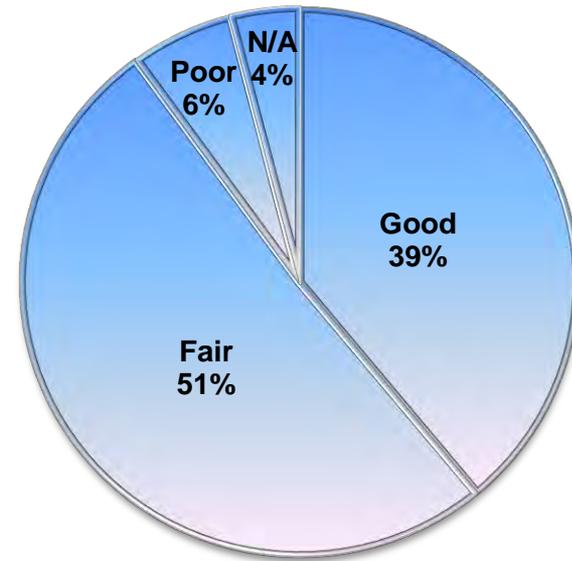


# Characteristics of the Square

## Business Hours

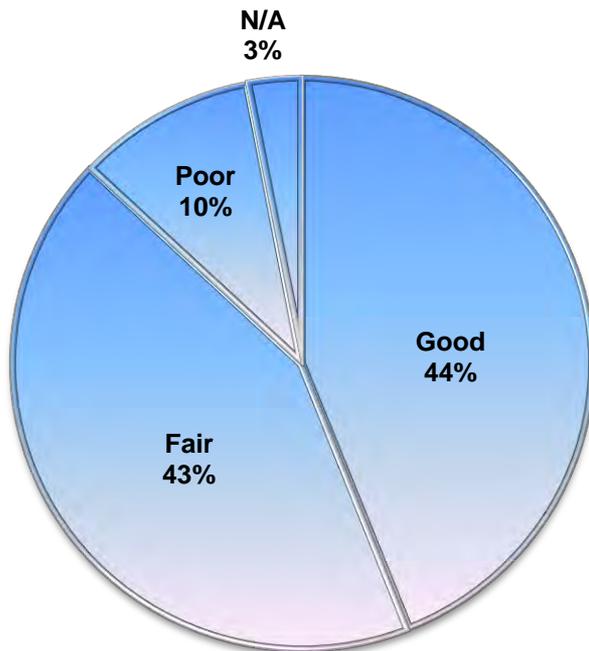


## Customer Service

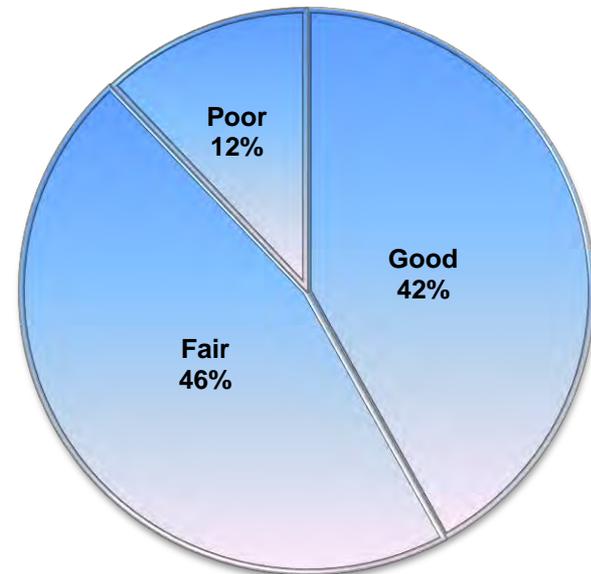


# Characteristics of the Square

## Outdoor, Special Events & Nightlife

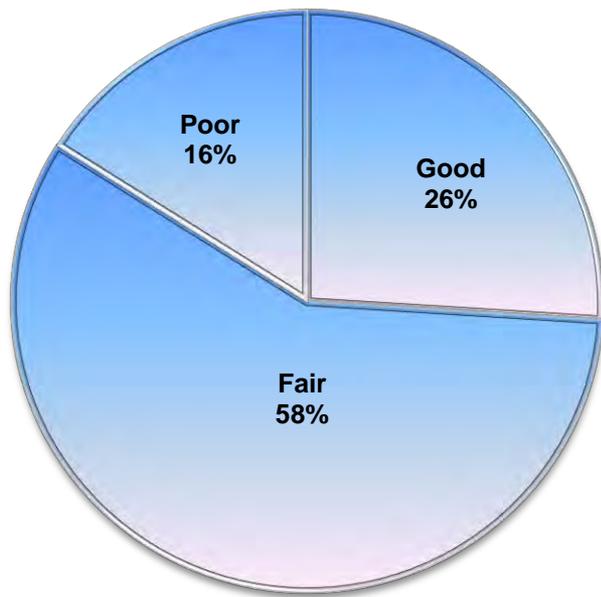


## Presence of Independent Businesses

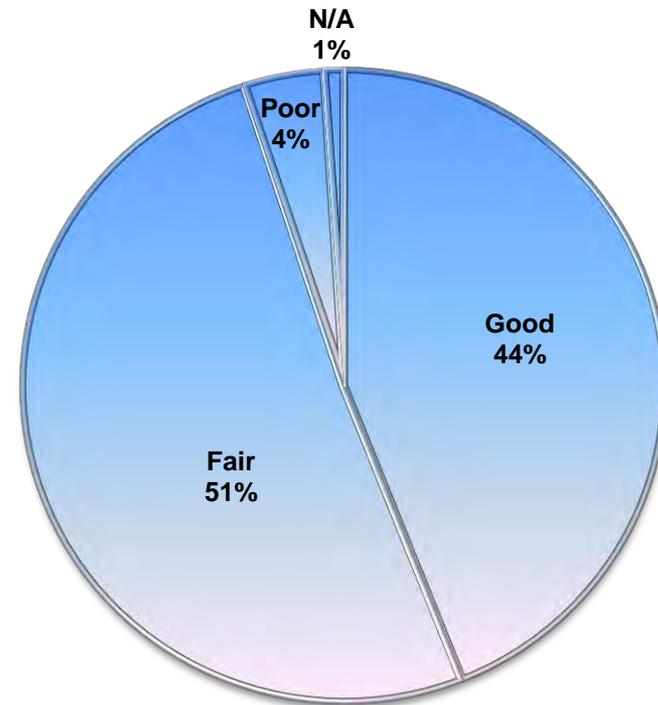


# Characteristics of the Square

**Availability of Goods & Services**

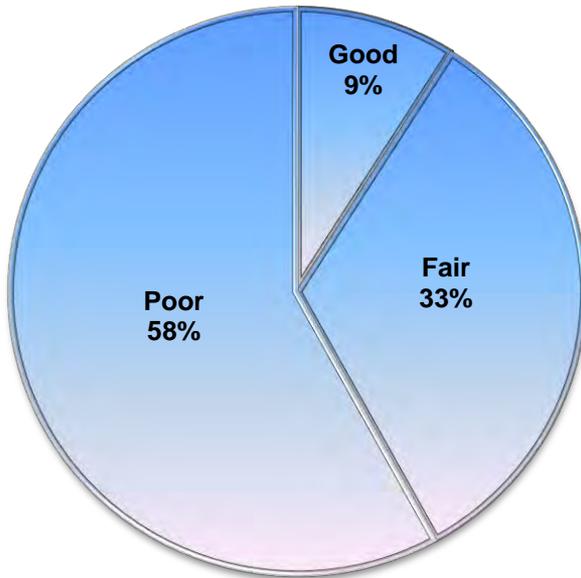


**Prices**

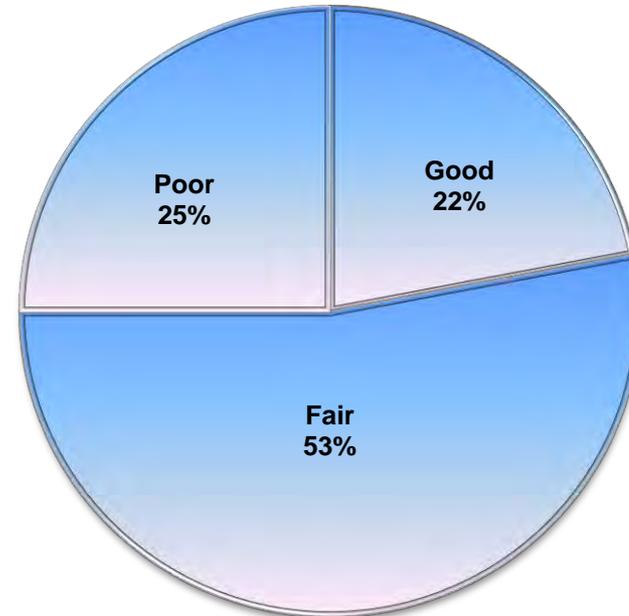


# Characteristics of the Square

**Cleanliness**



**Safety**



# Additional Comments

- People were asked if they had any comments or thoughts on Central Square.
- There were three common themes between over 100 responses:
  - what people want in the Square,
  - what they want to keep/love about the Square,
  - what they dislike/change.
- Following slides summarizes these themes

# Keep/Love



# Wants





# Final Findings and Observations

- Similar to 2009, respondents continue to use Central Square primarily for entertainment and dining, and daily convenience goods (e.g. pharmacy and grocery) over other commercial districts in Cambridge.
- Central Square needs to expand and maintain its arts and cultural amenities.
- Respondents desire a diverse and local economic retail base in the Square.
- The request for more family friendly establishments and public spaces has increased since the 2009 survey.
- Affordability continues to be a significant issue for the community.
- Cleanliness and safety had lower ratings since the 2009 survey. They were the two biggest concerns for the majority of respondents.