



December 2012

Porter Square Customer Intercept Survey Summary Report

Cambridge Community Development
Department, Economic Development
Division

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Section 1

1.1 Purpose

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 Porter Square users want in their commercial district. Understanding the different types of consumers in Porter Square will allow us to better assist business owners seeking a Porter 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

Using the Intercept Survey (Please see Section 7 – Appendix A), the Economic Development Division had ten CDD staff and volunteers survey people in Porter over six days (Monday through Friday and one Saturday) in September 2012. In addition to on-street surveying, three local businesses also distributed and promoted the survey. We received a total of 233 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)
- Evening (5pm-7pm)

Surveyors were positioned at Mass Ave at Linnaean, Mass Ave at Roseland (in front of University Hall), Porter Square T stop, in front of Porter Square Galleria, in Porter Square Shopping Plaza and at Mass Ave and Beech Street.

Porter Square Commercial District



1.3 Tabulations

There were 233 survey responses. Since not every respondent chose to answer each question, the tabulations for each question were based on the percentage of total respondents per question. For example: If 15 customers surveyed indicated that they were between 20-24 years old, 15 was then divided by the total number surveyed by age (213) and it was then determined that 7% 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 2012 ground floor inventory data of Porter Square. 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

Respondents' Fast Facts

- 54% of respondents live in Cambridge, many from the surrounding neighborhoods
- 38% work in Cambridge, 4% are students in Cambridge
- 22% of respondents are between the ages of 25-34
- A plurality of people gets to Porter Square by walking (49%)
- 36% of people use Porter Square businesses "3-5 times a week"
- 48% spend an hour to two hours (outside of work) in Porter Square
- The primary reason respondents came to the Square was Shopping (44%)
- 49% of respondents come to Porter Square 1-2 times a month in the evening for dining and entertainment purposes
- Top two reasons why people don't shop more often in Porter Square – Availability/Selection of Goods (29%) and (lack of) Special Events (17%).

Top Six Most Visited Businesses (by type):

- Grocery Store
- Bookstore
- Hardware Store
- Coffee Shops/Cafes
- Retail Stores
- Pharmacy

Retail Findings

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

- Bookstore
- Fitness Centers
- Hardware Store
- Pharmacy
- Dry Cleaning Services

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

- Apparel
- Diverse Restaurant and Bars
- Quick/Affordable Food Options
- Organic Grocery/Food Store
- Stationery Store
- More Local Retail
- Coffee Shop/Bakery
- Electronic /Music Store
- Farmer’s Market

Characteristics

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

- Access to Public Transportation
- Friendliness of Service in Shops
- Quality of Goods and Services
- Infrastructure
- Sense of Safety

Overall Findings and Observations

- Porter Square is a primary shopping district for the immediate and surrounding neighborhoods and has a variety of anchor stores and destination shops in the square.
- People enjoy the current balance and variety of businesses, but appreciate the local, independent businesses that makes Porter Square unique.
- People value the two 24-hour businesses (pharmacy and grocery store) in the heart of the district.
- There is a large demand for more apparel options in the district.
- Open space and gathering places are an important part of the district’s community and should be preserved and expanded.
- Though overall respondents viewed the infrastructure in Porter Square as good, many desired more bike racks, outdoor dining options, special events, to enliven the streetscape and give Porter Square a more neighborhood feel.

Section 2

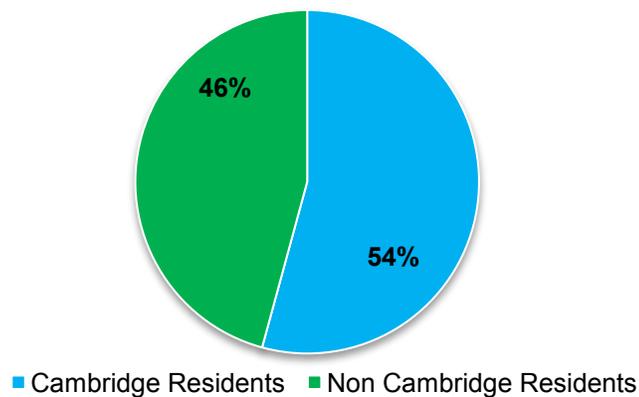
2.1 Respondent Demographics

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 Porter Square (based on 2010 Census data).

Residency by Zip Code

Of the 201 respondents who were surveyed by zip code, 54% are from Cambridge and 46% were non-Cambridge residents. Of those surveyed by renting or owning a residence, 45% rent, and 55% own their own homes.

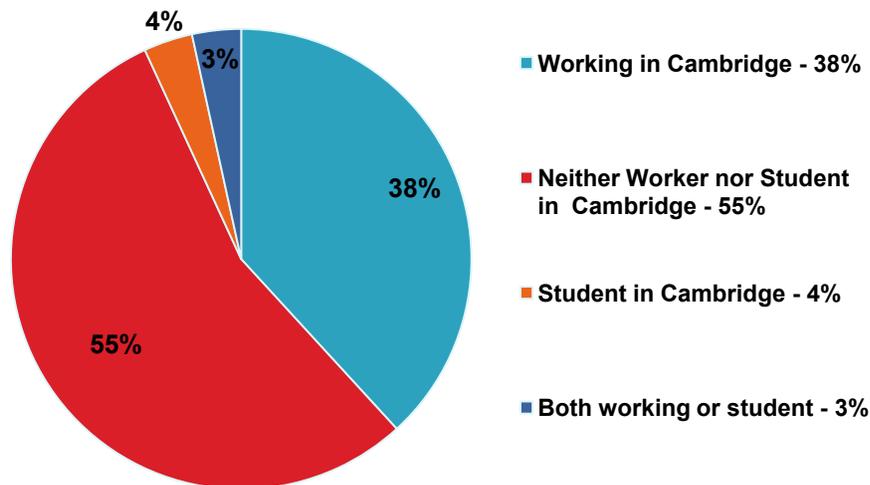
Chart 1: Respondents by Residency



Worker/Student Breakdown

All respondents (233) replied to the question of if they work, go to school or work and go to school in Cambridge. 38% work in Cambridge, 4% are students, 55% are neither a student nor work in Cambridge and 3% are both a student and work in Cambridge.

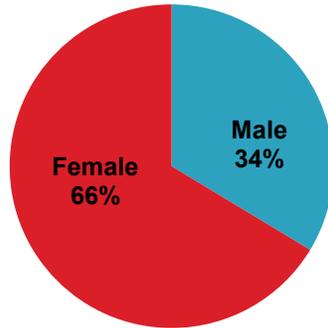
Chart 2: Respondents by Worker/Student



Gender

211 respondents replied to gender. Females made up 66% and males made up 34%.

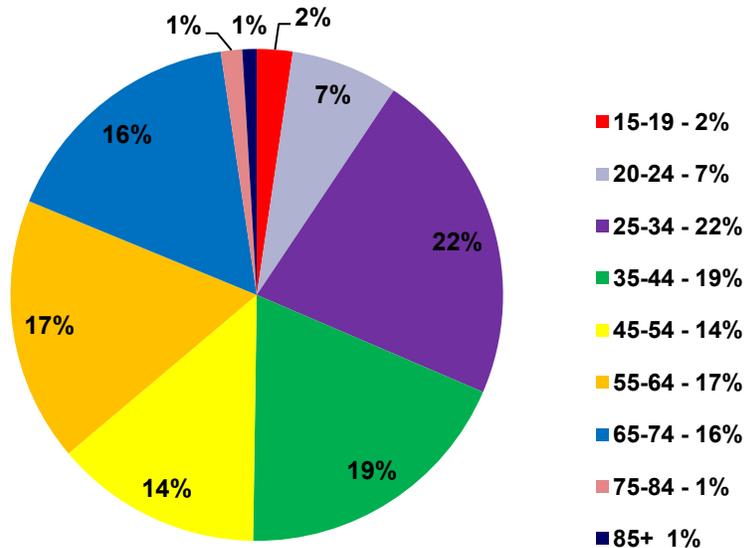
Chart 3: Respondents Surveyed by Gender



Age

213 responded to the question of age. Respondents' ages were varied, but the largest group of those surveyed is between the ages of 25-34 (22%). In comparison, the median age in Cambridge is 30.2 (2010 Census).

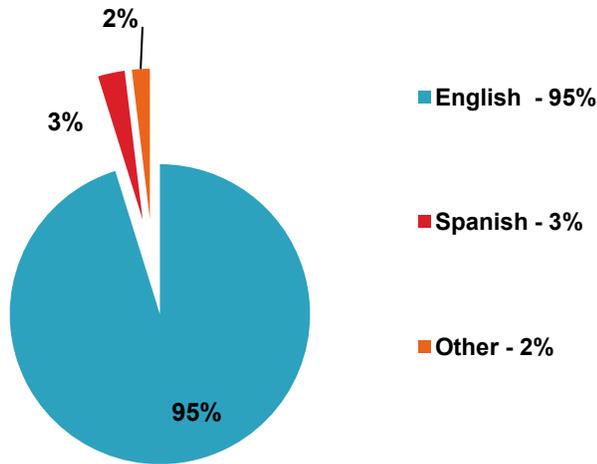
Chart 4: Respondents by Age



Language

208 people responded to the survey question on language. 91% of respondents speak English most often at home and the other 5% speak another language.

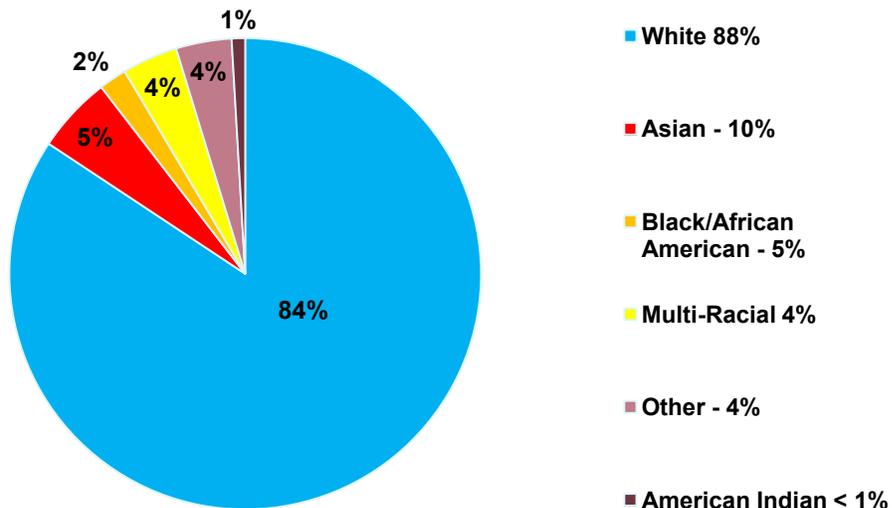
Chart 5: Respondents by Language Spoken at Home



Race/Ethnicity

209 people (85%) responded to the question on 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%. Of those that responded to the ethnicity question many were from French, German, British, Haitian, African and Middle Eastern descent.

Chart 6: Respondents by Race

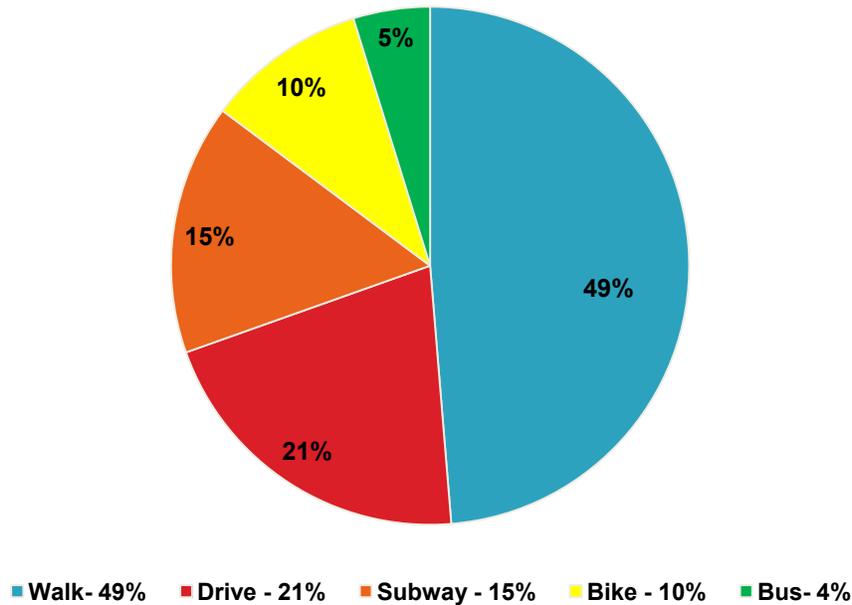


2.2 Transportation and Length of Stay

Mode of Transit

230 responded to mode of transit. 49% of respondents most often walk to Porter Square and another 29% use some form of non-vehicular travel, including 15% who take the subway to the square.

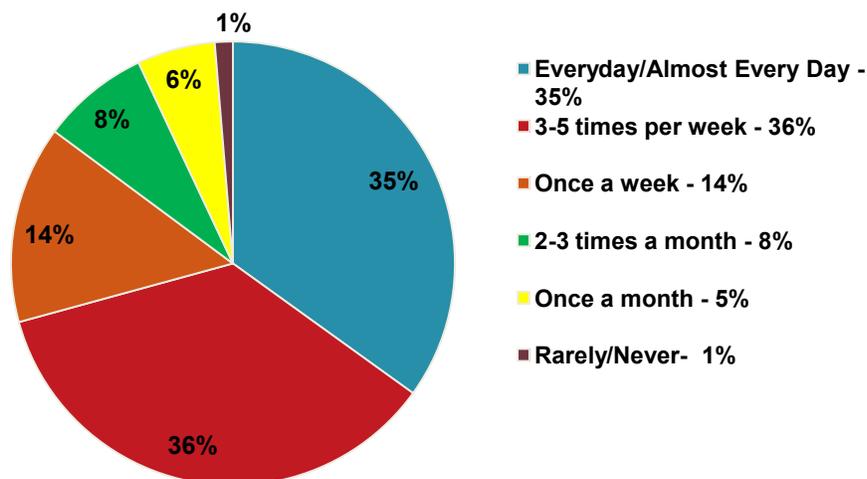
Chart 7: Mode of Transit



Frequency to the Square/Average Visits

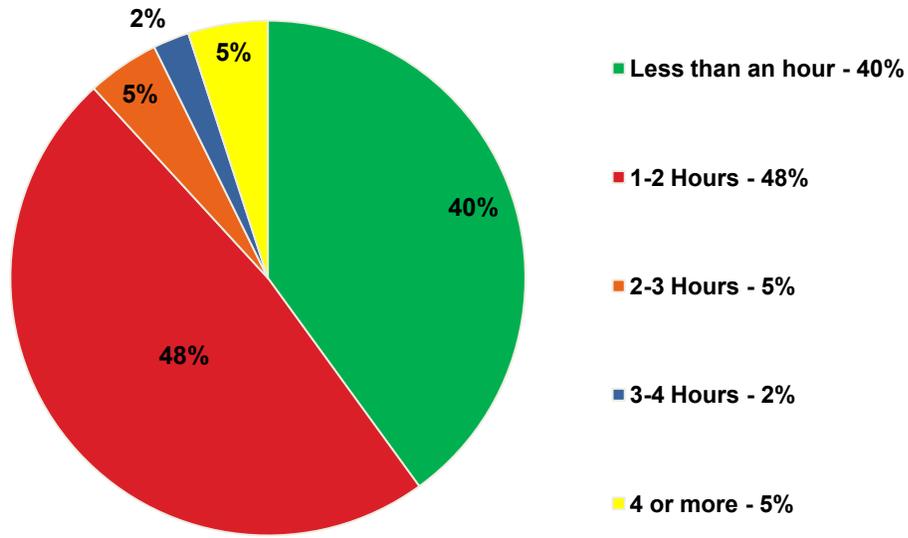
Respondents were asked how frequently they used the services and shops in Porter Square and their average length of stay outside of work in the Square. 229 responded to how often they use the services and shops in the square. 36% of respondents use the shops and services “3-5 times a week.”

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



230 responded to the question regarding their length of visit to the square. Forty eight percent (48%) of respondents' average non-work visits to Porter Square are between one to two hours. This suggests that customers consider Porter Square a main shopping district for the area and that some stores in the square are "destination shops" for many who do not live in the immediate Porter Square neighborhood. This is supported by respondents' answers to the primary reason for coming to Porter Square. As Section 3 shows, over half of the respondents' primary reason for coming to Porter Square is shopping, dining, recreation or 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 Porter Square.

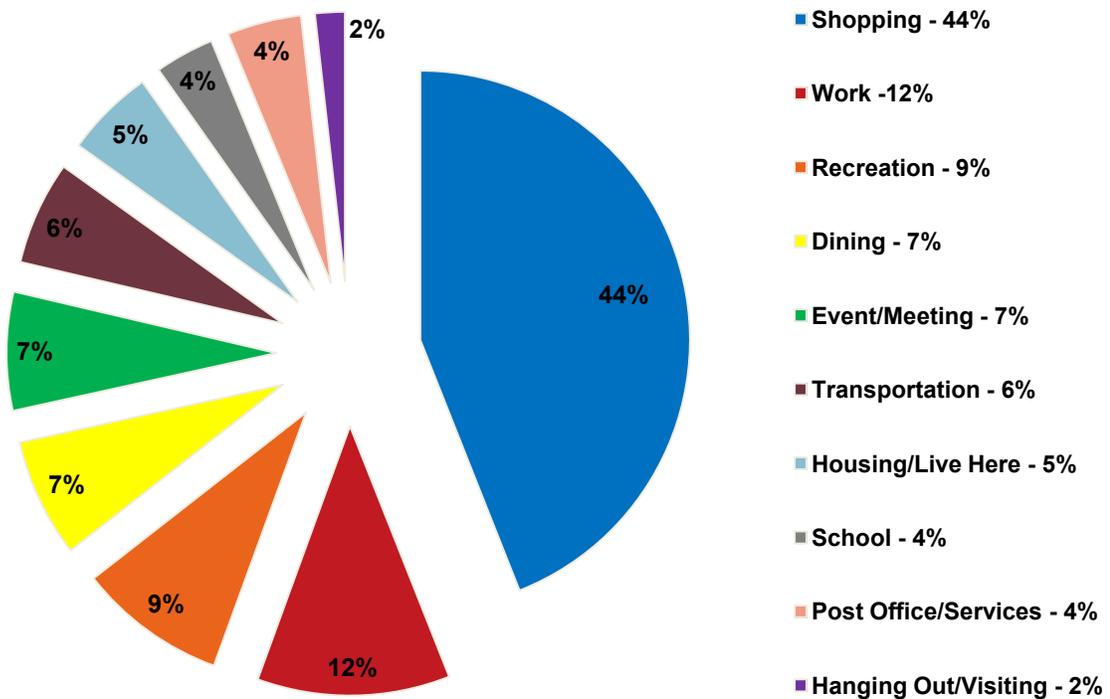
3.1 Primary Purpose for Being in Porter Square

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

- Shopping
- Dining
- Recreation (Gym, Fitness)
- Event/Meeting
- Work
- Post Office
- Services (e.g. Lawyer)
- Transportation
- School (Lesley)
- Other

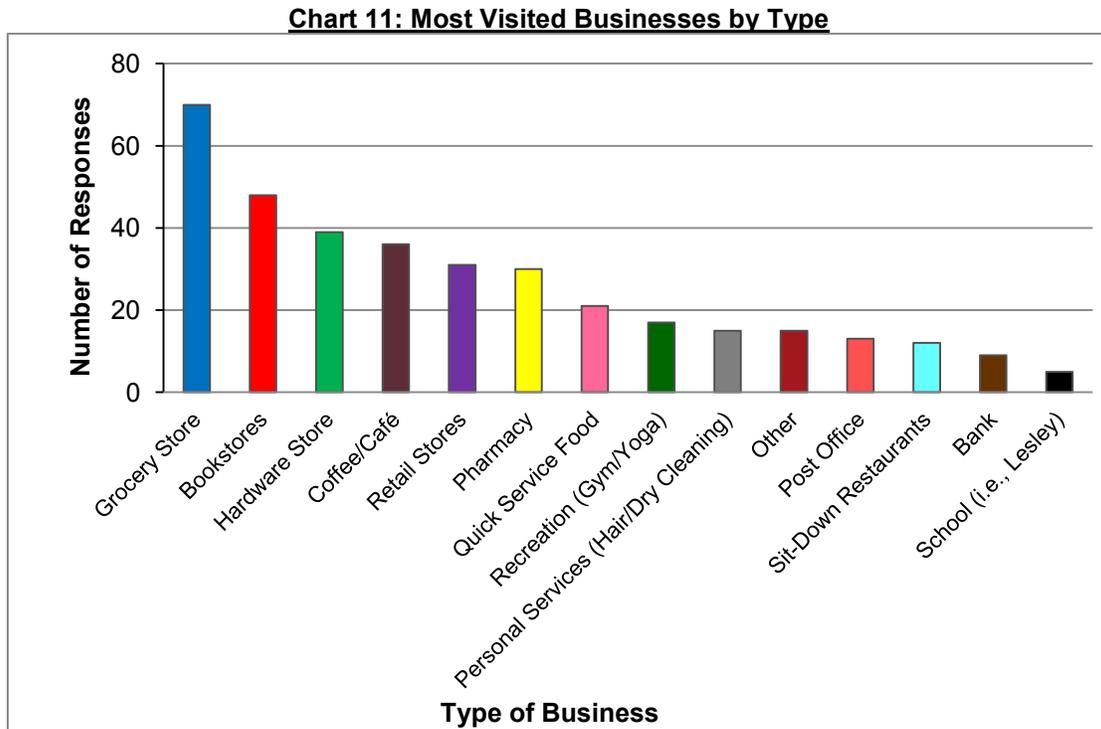
224 respondents answered this question. The results of the respondents' answers can be seen in Chart 10. Shopping was the most common reply (44%).

Chart 10: Primary Purpose for Being in Porter Square



3.2 Current Businesses Visited

Respondents were asked to name which particular businesses they were visiting on the day they were surveyed. 361 responses were given to this question (people were able to indicate multiple businesses). The responses were then grouped into business type. Chart 11 shows the most visited businesses by type.



Similar to primary purpose, most often customers are in the square for shopping and other personal needs such as the pharmacy and personal services. It is important to note that besides the larger grocery store in the Porter Square Shopping Plaza, there are other grocery stores in the area that cater to Asian food and other specialty items. Grocery Store includes these specialized stores.

Section 3.3 Business and Services Ratings

A portion of the survey was dedicated to asking respondents to rate how well 15 current retail/service based businesses in Porter 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
- Hardware/Home Goods
- Pharmacy
- Grocery Store

- Apparel
- 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 Porter 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 Porter Square are:

- Apparel
- Specialty Stores
- Restaurant (sit down)
- Bookstores
- Office Supply

Each of these businesses had over 50% 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 and restaurants will be discussed in Section 5: Dining and Entertainment.

Barber/Hair Salons

There are approximately five salons¹ in Porter Square and 113 responded to rating the barber/salons. 57% of respondents rated this service as "good" in the square. 70% of respondents that answered if they wanted more/no more hair salons indicated that there should be no more hair salons in Porter Square.

Chart 12: Rating of Existing Salons

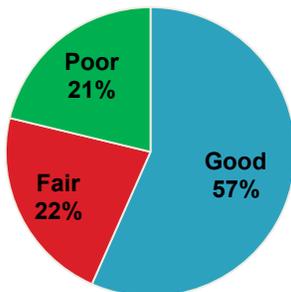
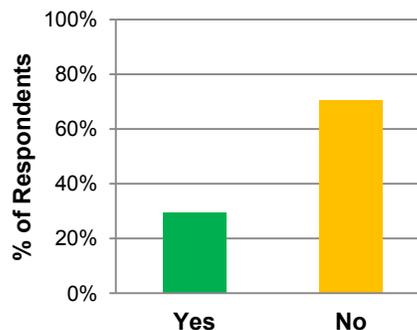


Chart 13: New/More Barber/Hair Salon



Bookstores

There are two bookstores in Porter Square, one of which is the bookstore for Lesley College. 197 responded to rating bookstores in Porter Square. Of those surveyed, 85% of respondents rated the bookstores as "good." 60% of those who answered wanting more/no more bookstores feel that there is a need for additional bookstores in the square.

¹ Please see Section 1.3 for tabulations regarding how each business type was defined and counted.

Chart 14: Rating of Existing Bookstores

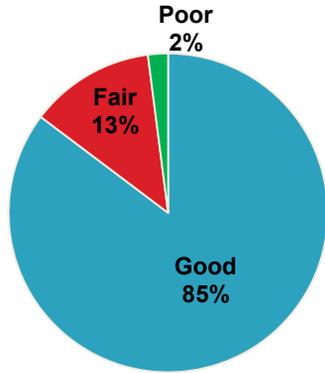
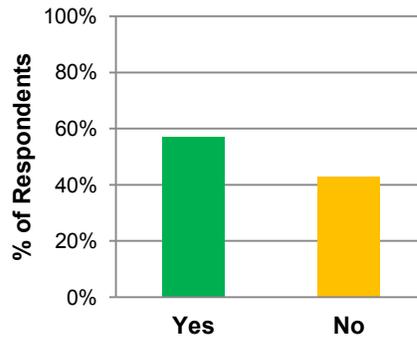


Chart 15: New/More Bookstores



Convenience Stores

There is currently one convenience store in the Porter Square area and 146 responded to rating the current convenience stores. 62% of respondents rated the stores as “good.” 74% of those who answered wanting more/no more convenience stores in the square indicated that there is no need for more convenience stores.

Chart 16: Rating of Existing Convenience Stores

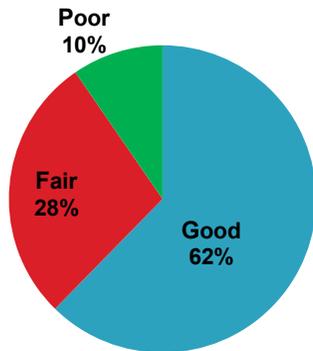
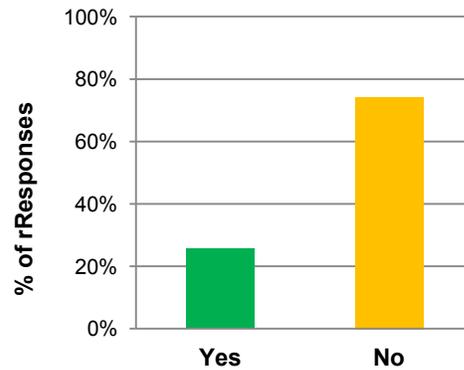


Chart 17: New/More Convenience Stores



Office Supply

There is one stationery store in Porter Square and some stores offer a few office products. 146 responded to rating office supply services. 18% of respondents rated office supplies as “good” and 51% rated it as “poor.” 83% of respondents that answered wanting more office supply stores in the square.

Chart 18: Rating of Existing Office Supply Store

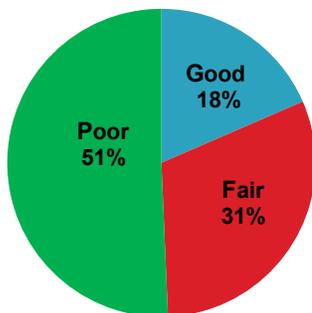
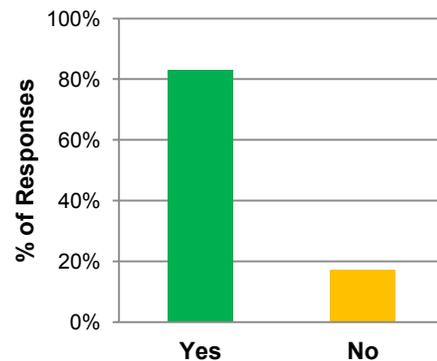


Chart 19: New/More Office Supply Store



Dry Cleaning/Tailoring

There are two dry cleaning establishments in Porter Square and 134 responded to rating this service. 68% of respondents rated them as “good.” 83% 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

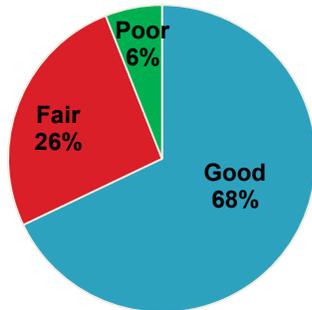
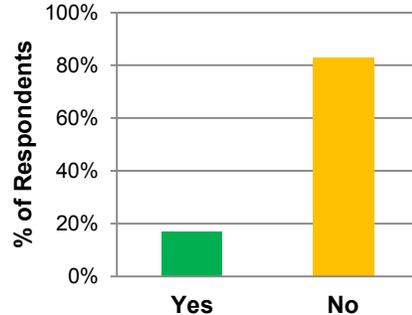


Chart 21: New/More Dry Cleaning/Tailoring



Fitness Centers

There are three fitness centers/gyms in Porter Square, in addition to a variety of yoga and other recreation studios. 136 responded to rating the district’s current fitness centers. 76% of respondents rated the current gyms as “good.” 81% of respondents do not want more gyms.

Chart 22: Rating of Existing Fitness Centers

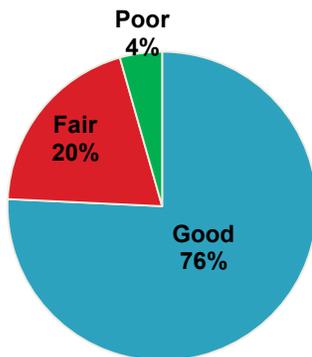
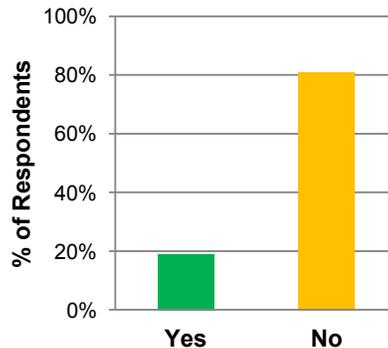


Chart 23: New/More Fitness Centers



Hardware/Home Goods

There is currently one hardware/home goods store in Porter Square (another home goods store closed right after the survey was conducted). 175 responded to rating hardware and home goods. 86% of respondents felt that the hardware/home goods are “good” at meeting their needs. 80% of respondents who answered wanting more/no more hardware/home goods felt that there is no need for more in the square.

Chart 24: Rating of Existing Hardware/Home Goods

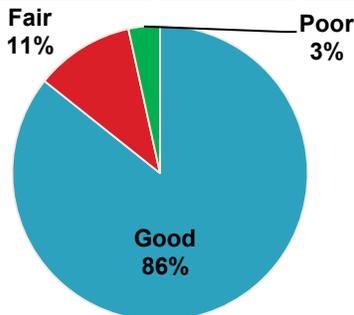
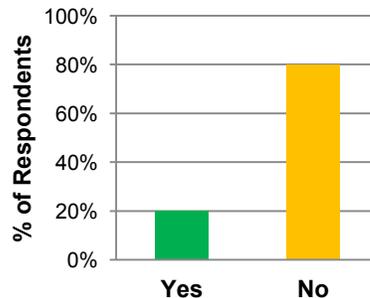


Chart 25: New/More Hardware/Home Goods



Pharmacy

There is one, 24-hour pharmacy in Porter Square. 178 responded to rating pharmacy. 85% of respondents felt that the pharmacy is “good” and of those who answered if there should be more/no more markets, 81% did not feel that there needed to be more. Many also appreciated that the pharmacy was open 24-hours.

Chart 26: Rating of Existing Pharmacy

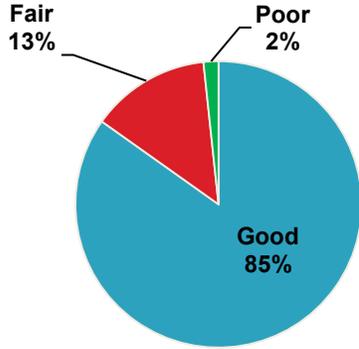
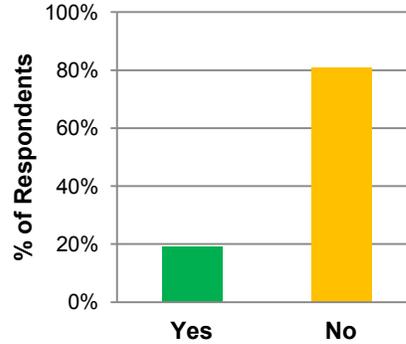


Chart 27: New/More Pharmacy



Specialty Stores

There are over fifteen specialty retail stores in Porter Square, from toy, sporting goods, key repair, crafts and gift stores. In addition, there are more specialty retail stores within walking distance of the district in surrounding neighborhoods. 143 responded to rating current specialty stores in the Square. Of those who responded, 52% felt that presences of specialty retailers are “good” in the Square. 72% of those answering 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 specialty goods in Porter Square.

Chart 28: Rating of Existing Specialty Stores

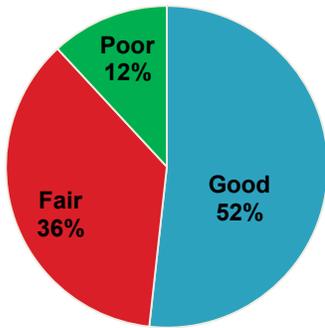
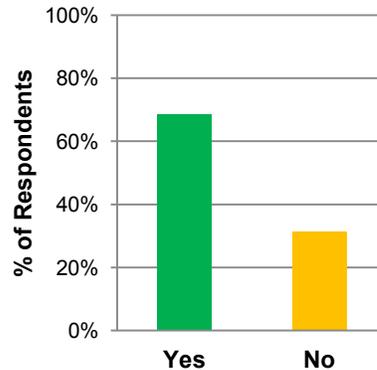


Chart 29: New/More Specialty Store



Grocery Stores

There are two grocery stores in Porter Square, in addition to a variety of businesses that sell grocery items. 178 responded to rating current grocery stores in the Square and of those who responded, 64% felt that grocery stores are “good” in the Square. 48% of those answering wanting more/no more specialty stores responded that they would like to see more grocery stores in the square. Of those who wanted more grocery stores in the district, they wanted affordable and/or more organic, natural foods options.

Chart 30: Rating of Existing Grocery Stores

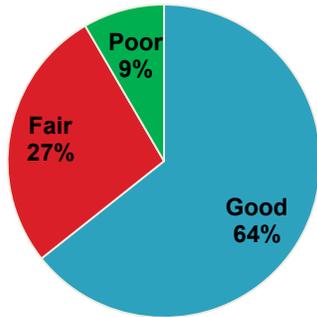
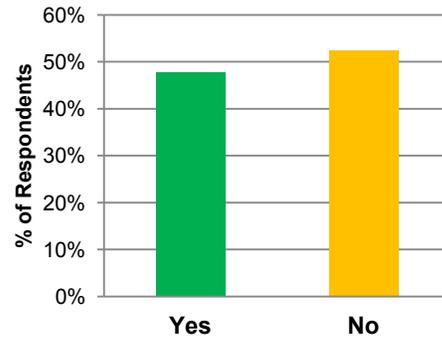


Chart 31: New/More Grocery Stores



Apparel

There are no apparel stores in Porter Square (a few of the specialty stores offer some apparel). 148 responded to rating apparel in the square. 61% felt that apparel options are “poor” in the Square and 24% rated it as “fair.” 100% of those that answered this question indicated they wanted more apparel in Porter Square.

Chart 32: Rating of Apparel

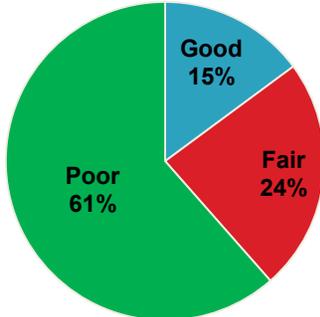
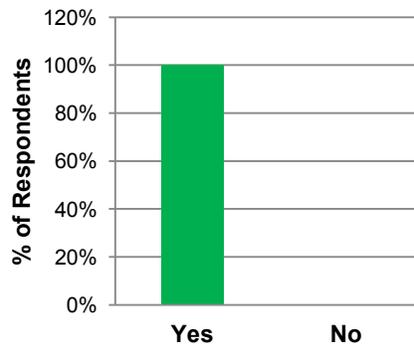


Chart 33: New/More Apparel



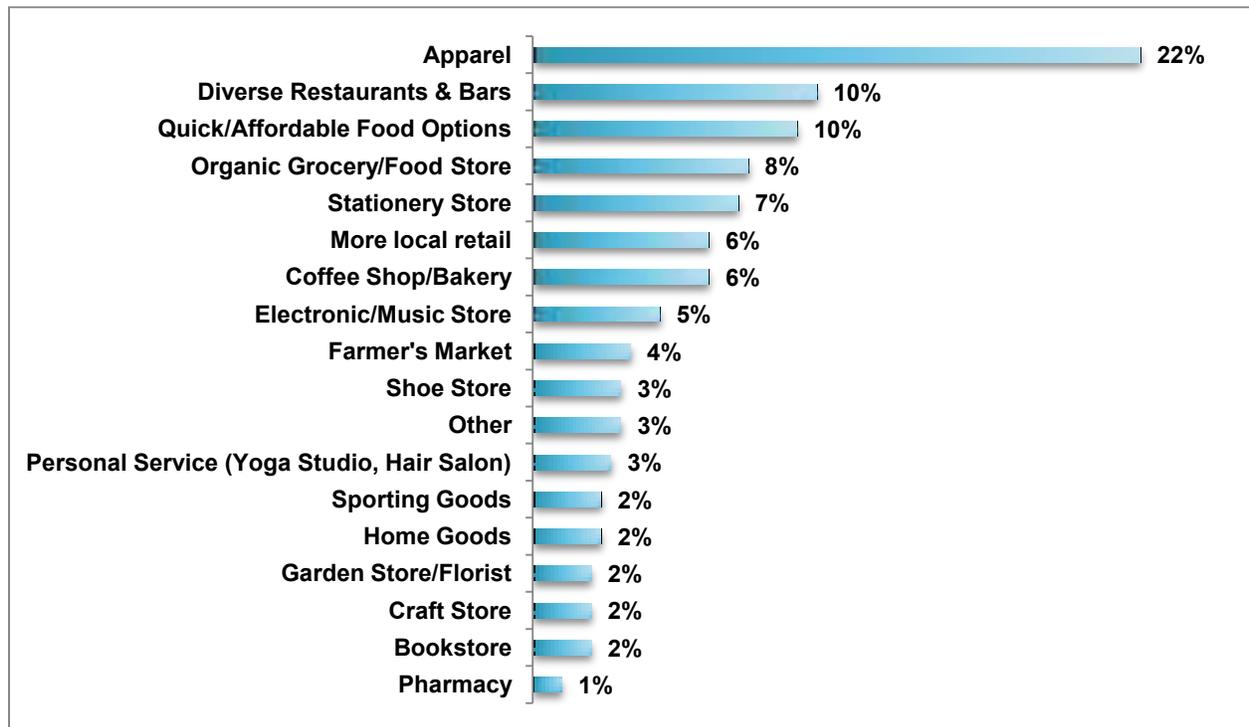
3.4 Businesses Desired

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 Porter Square that are not there now. Respondents were asked to give a maximum of three businesses types and we received 281 responses.

The top ten desired businesses given were:

- Apparel
- Diverse Restaurant and Bars
- Quick/Affordable Food Options
- Organic Grocery/Food Store
- Stationery Store
- More Local Retail
- Coffee Shop/Bakery
- Electronic /Music Store
- Farmer's Market

Chart 33: Businesses Desired in Porter Square



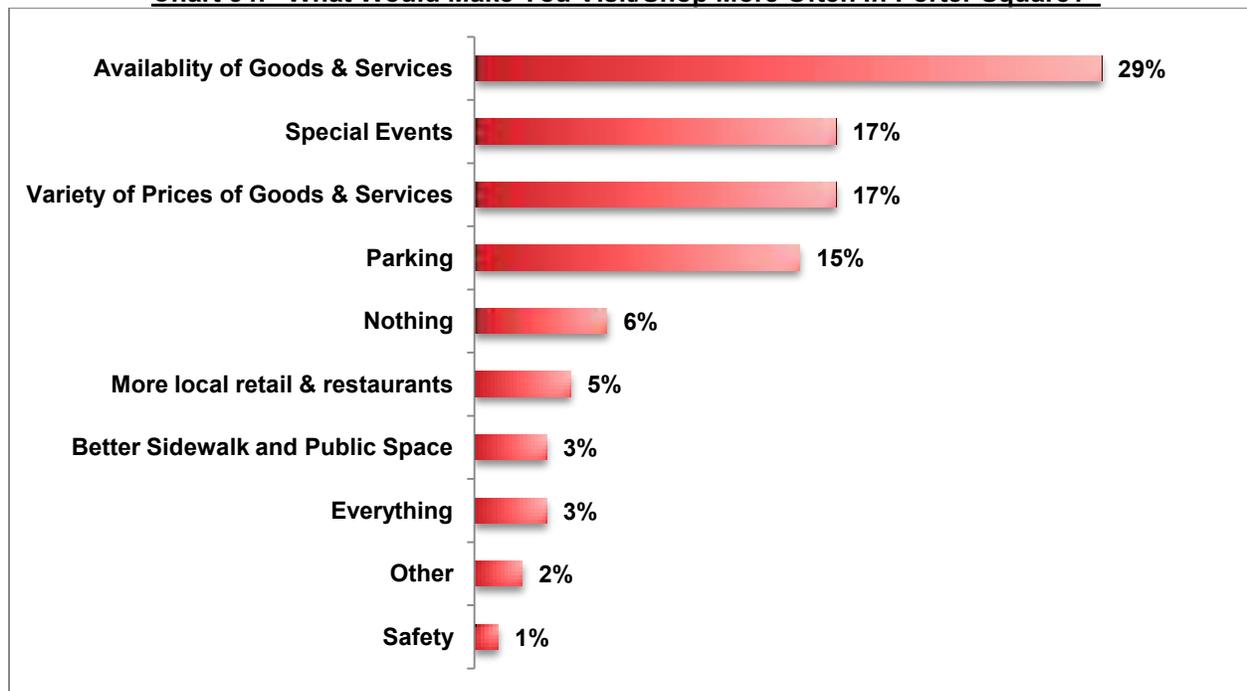
Section 4

Section 4.1: Characteristics of the Square

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

Respondents were asked “What would make you visit/shop more often in Porter Square?” with the following choices as answers: availability/selection of goods, variety of prices of goods, parking, safety, special events or other. 177 respondents answered this question. The top two responses were “Availability/Selection of Goods” (29%) and “Special Events” (17%).

Chart 34: “What Would Make You Visit/Shop More Often In Porter Square?”



“Other” responses included convenience, more bars/restaurants and better pedestrian access.

Characteristics Ratings

Respondents were asked to rate 14 traits of Porter 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 Service in Shops
- Quality of Goods and Services
- Infrastructure
- Sense of Safety

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

Access to Public Transportation

179 responded to rating public transportation. 97% of respondents feel that access to public transit is “good” in Porter Square. When asked how important access to public transit is when deciding where to shop, 69% stated that public transit is “very important” to them when deciding where to visit or shop.

Chart 35: Access to Public Transit Rating

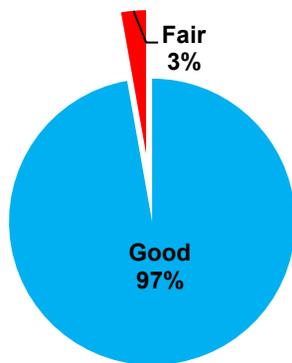
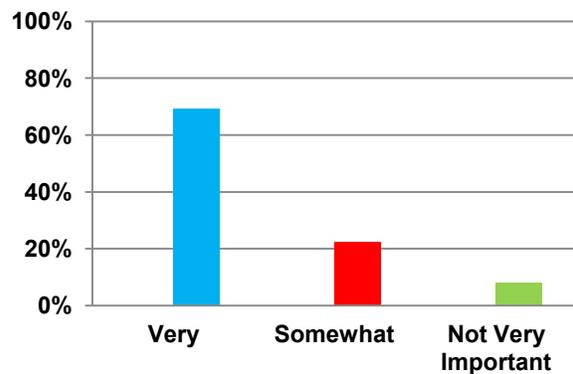


Chart 36: Access to Public Transit Importance



Access to Convenient Parking

157 respondents rated parking. 38% of respondents feel that access to convenient parking is “good” in Porter Square and 35% stated that it is “fair.” When asked how important parking is when deciding where to shop, 36% of respondents answered that it is “very important” and another 35% said it was “not very important.” As mentioned in Section 2, 21% of those surveyed drive to Porter Square.

Chart 37: Access to Parking Rating

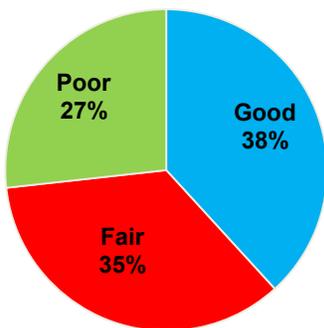
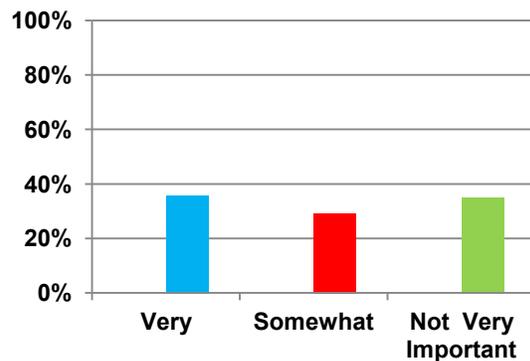


Chart 38: Access to Parking Importance



Variety/Range in Goods and Services

164 rated the variety of goods and services in Porter Square. 60% of respondents felt that the variety in goods and services are “good” in the Square. When asked how important variety of goods is, 69% of respondents answered that the range in goods and services is “very important” to them when deciding where to visit or shop.

Chart 39: Variety of Goods Rating

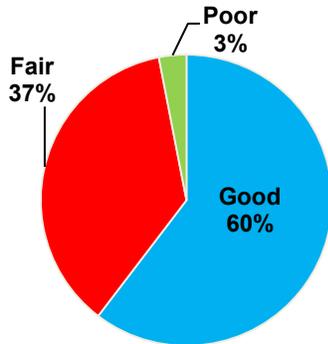
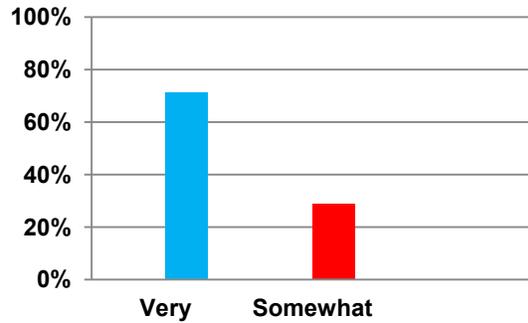


Chart 40: Variety of Goods and Services Importance



Quality of Goods and Services

165 people responded to rating quality of goods and 71% of respondents feel that the quality of goods and services are “good” in Porter Square. When asked how important quality is, 79% of respondents who answered that the quality of goods and services is “very important” to them when deciding where to visit or shop.

Chart 41: Quality of Goods Rating

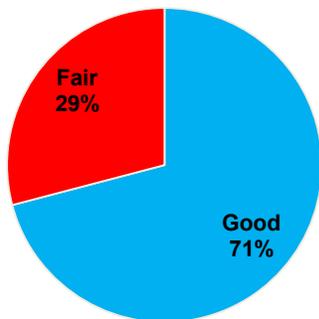
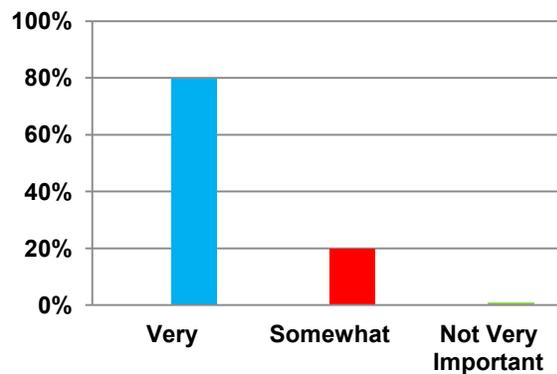


Chart 42: Quality of Goods Importance



Prices of Goods and Services

166 respondents rated the prices of goods in the Square and 47% feel that the prices of goods and services are “good” in Porter Square and another 46% believe they are “fair.” When asked how important prices are, 60% of respondents answered that the prices of goods and services is “very important” to them when deciding where to visit or shop.

Chart 43: Prices of Goods Rating

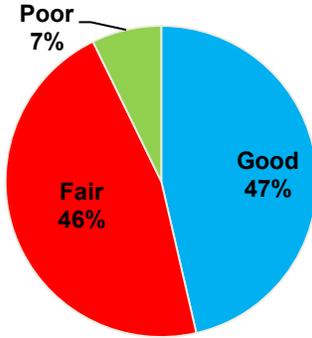
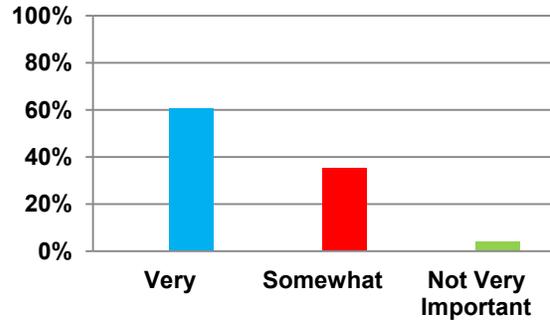


Chart 44: Prices of Goods Importance



Friendliness of Service in Shops

168 respondents rated friendliness of service and 85% of feel that friendliness of service in shops is “good” in Porter Square. When asked how important friendliness of service is, 61% of respondents that friendly service is “very important” to them when deciding where to visit or shop.

Chart 45: Friendliness of Service Rating

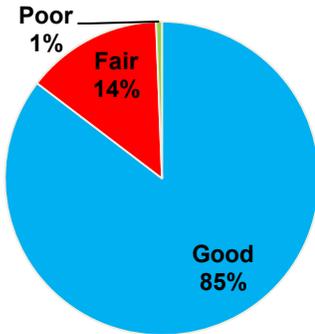
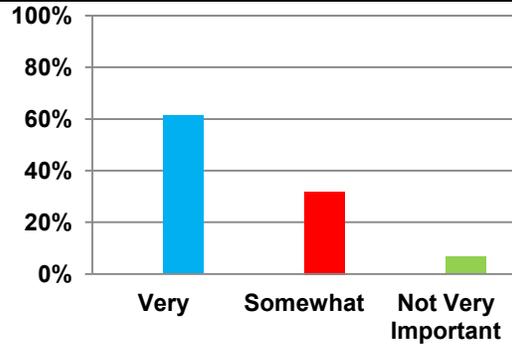


Chart 46: Friendliness of Service Importance



Attractiveness of Storefronts

169 rated attractiveness of storefronts and 56% of those respondents feel that the attractiveness of storefronts is “good” in Porter Square and 37% believe they are “fair.” When asked how important attractiveness of storefronts is, 36% of respondents answered it was “very important” and an additional 45% of respondents answered that it is “somewhat important” to them when deciding where to visit or shop.

Chart 47: Attractiveness of Storefronts Rating Importance

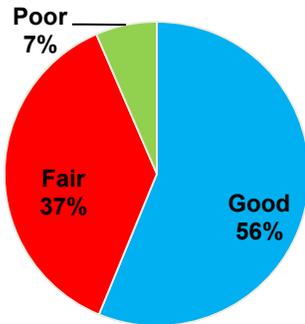
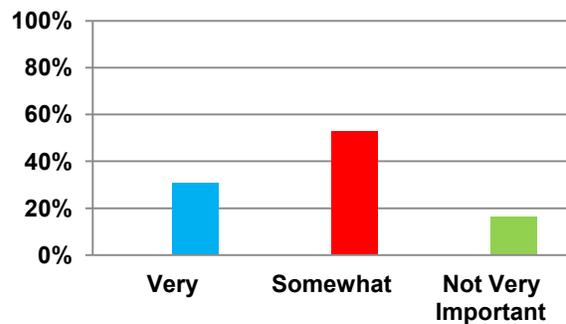


Chart 48: Attractiveness of Storefronts



Cleanliness of the Area

177 rated cleanliness of the area and 67% of respondents feel that cleanliness is “good” in Porter Square. When asked how important cleanliness is, 61% of those who responded answered that the cleanliness of an area is “very important” to them when deciding where to visit or shop.

Chart 49: Cleanliness of Area Rating

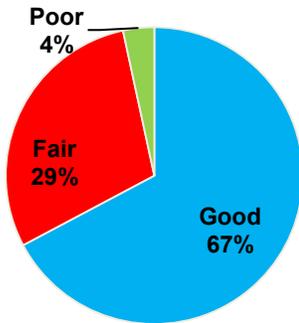
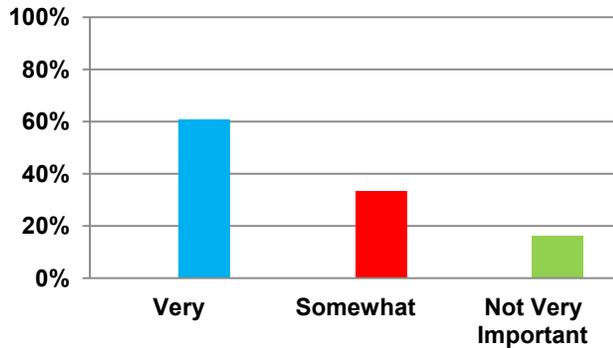


Chart 50: Cleanliness Importance



Infrastructure

169 respondents rated infrastructure and 69% feel that the infrastructure around Porter Square is “good.” When asked how important infrastructure is, 61% answered that infrastructure is “very important” to them when deciding where to visit or shop.

Chart 51: Infrastructure Rating

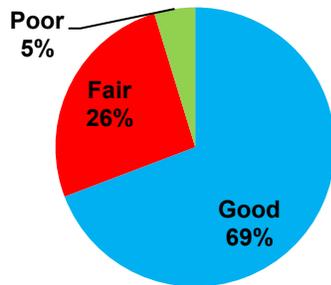
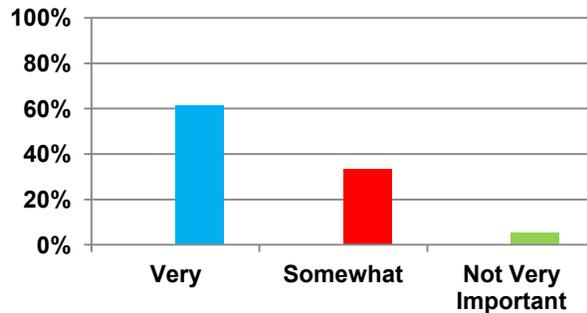


Chart 52: Infrastructure Importance



Sense of Safety

176 rated safety and 76% of respondents feel that safety around Porter 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 53: Sense of Safety Rating

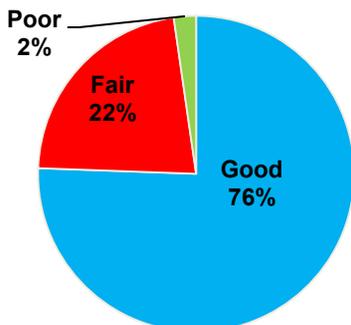
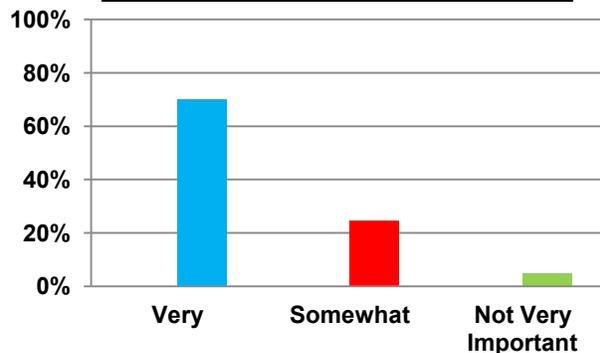


Chart 54: Sense of Safety Importance



Business Hours

170 respondents rated business hours and 61% feel that business hours in Porter Square are “good.” When asked how important business hours are, 71% answered that they are “very important” to them when deciding where to visit or shop. It is important to note that Porter Square Shopping Plaza has a 24-hour pharmacy and a 24-hour grocery store.

Chart 55: Business Hours Rating

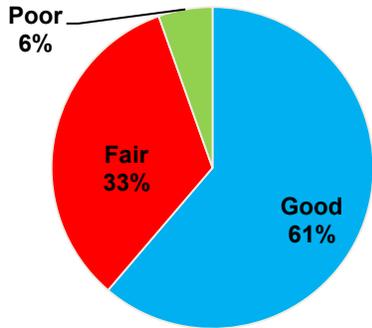
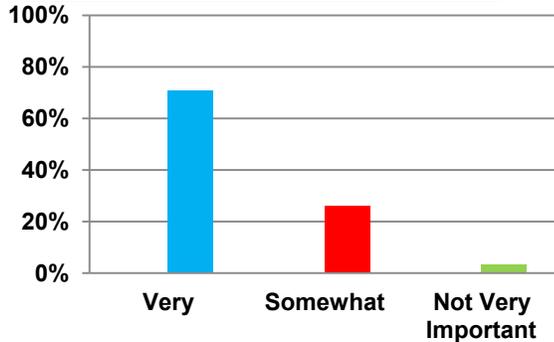


Chart 56: Business Hours Importance



Presence of Independent Businesses

167 rated independent businesses and 63% of respondents feel that the presence of independent businesses in Porter Square is “good.” When asked how important the presence of independent businesses is, 77% of respondents answered that it is “very important” to them when deciding where to visit or shop.

Chart 57: Independent Businesses Rating

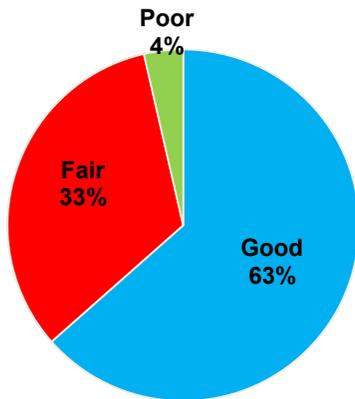
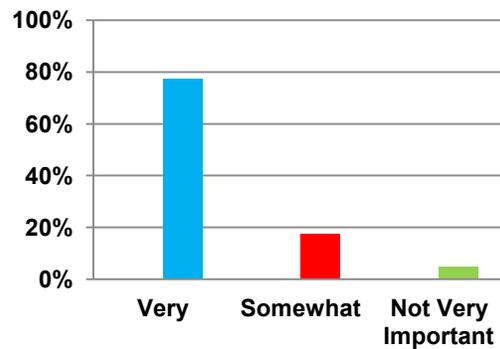


Chart 58: Independent Businesses Importance



Section 5

Section 5.1: Dining and Entertainment

Respondents were asked five different questions related to dining and entertainment in Porter Square. Three questions were related to rating current clubs/bars, coffee shops and restaurants using the same standard of “good, fair or poor” in Section 4. One question concerned the frequency of the visits to Porter Square for dining and entertainment purposes in the evening and two questions were asked rating cultural attractions and outdoor and nightlife activity in the district.

Clubs/Bars

There is one club/bar² in Porter Square and 114 respondents rated the presence of clubs/bars in the Square. 56% of respondents rated clubs/bars as “good” in the Square. 58% of respondents that answered more/no more clubs/bars indicated that they do not want to see more bars in Porter Square.

Chart 59: Rating of Existing Clubs/Bars

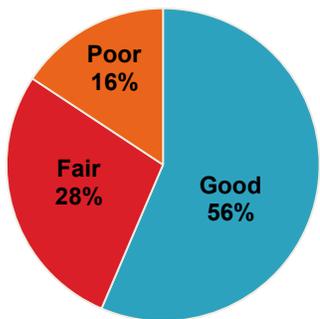
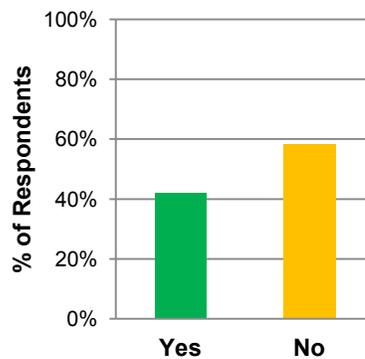


Chart 60: New/More Clubs/Bars



Coffee Shops

There are five coffee shops in the Porter Square district and 182 respondents rated them. 77% of respondents rated the current Coffee Shops as “good” in the Square and 52% of respondents that answered that they would like to see more coffee shops in the square.

Chart 61: Rating of Existing Coffee Shops

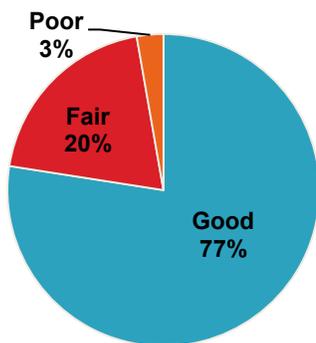
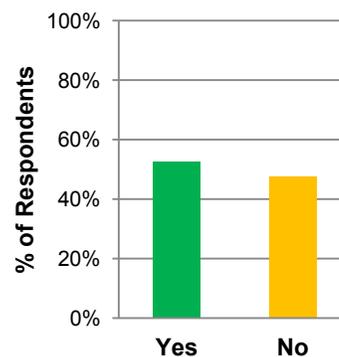


Chart 62: New/More Coffee Shops



² A club/bar is defined as a venue that is open late night and provides entertainment and food/drink. For example, in Porter Square Toad would be considered a Club/Bar because it offers live music.

Restaurants – Take Out

As of September 2012, there was twelve take out restaurant/cafes in Porter Square and 182 respondents rated them. 66% of respondents think that the take out establishments are “good” and 50% of respondents that answered more/no more felt that there could be more take out, quick service restaurants in the square.

Chart 63: Rating of Existing Take Out Restaurants

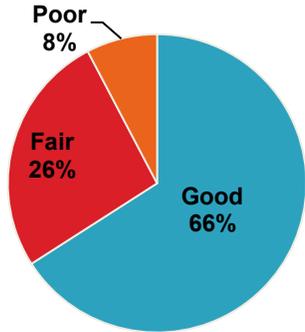
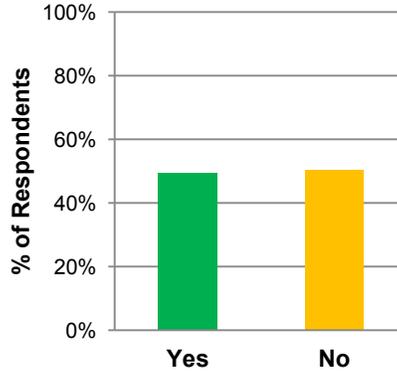


Chart 64: New/More Take Out Restaurants



Restaurants – Sit Down

As of September 2012, there was fifteen sit down restaurants in Porter Square and 177 respondents rated them. 73% of respondents think that the sit down restaurants are “good.” 63% of respondents surveyed on wanting more/no more restaurants felt that there could be more sit down restaurants in the square.

Chart 65: Rating of Existing Sit Down Restaurants

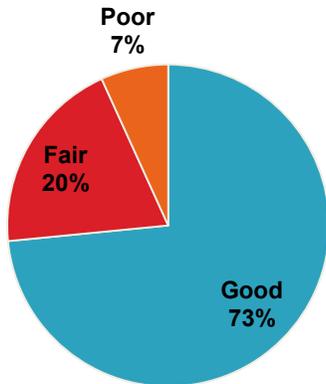
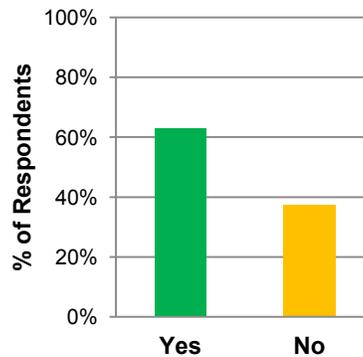


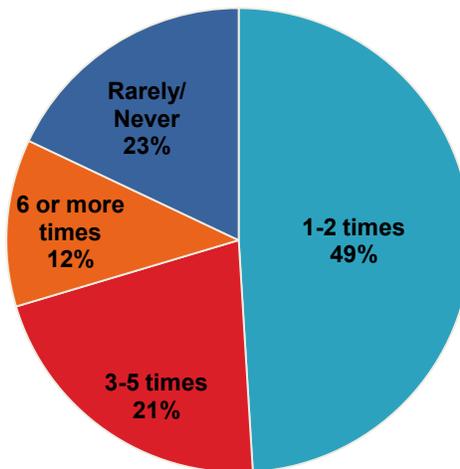
Chart 66: New/More Sit Down Restaurants



Frequency of Evening Dining and Entertainment Trips to Porter Square

206 responded to the question of how often during the month they frequent Porter Square for dining or entertainment. 49% of respondents said that they come to Porter Square 1-2 times a month for dining/entertainment in the evening.

Chart 67: Customers Monthly Evening Dining & Entertainment Frequency in Porter Square



Cultural Attractions

153 respondents rated cultural attractions in Porter Square. 22% of these respondents feel that the current cultural attractions in Porter Square are “good” and 39% felt that they are “fair” or “poor.” When asked how important cultural attractions are, 40% of respondents that answered that cultural attractions are “very important” to them when deciding where to visit or shop.

Chart 68: Cultural Attractions Rating

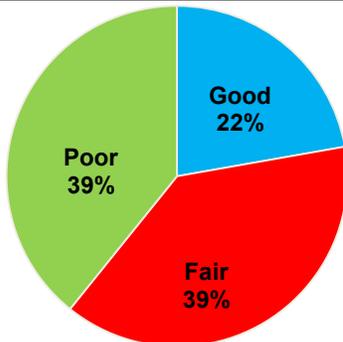
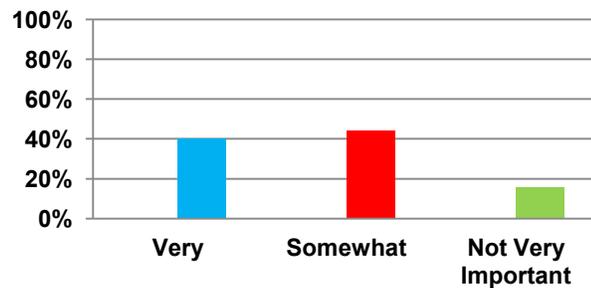


Chart 69: Cultural Attractions Importance



Outdoor and Nightlife Activity

138 respondents rated outdoor and nightlife activity and of these respondents, 28% feel that the current outdoor and nightlife activity in Porter Square is “good” and 47% felt that they are “fair.” When asked how important outdoor and nightlife activity is, 39% answered that it is “very important” to them when deciding where to visit or shop.

Chart 70: Outdoor and Nightlife Rating

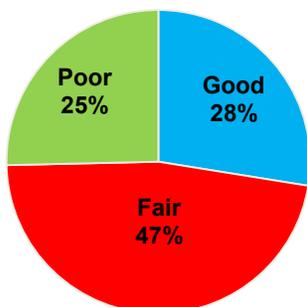
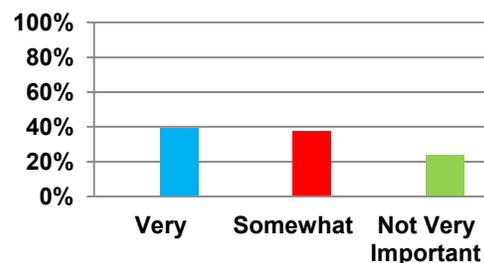


Chart 71: Outdoor and Nightlife Importance



Section 6

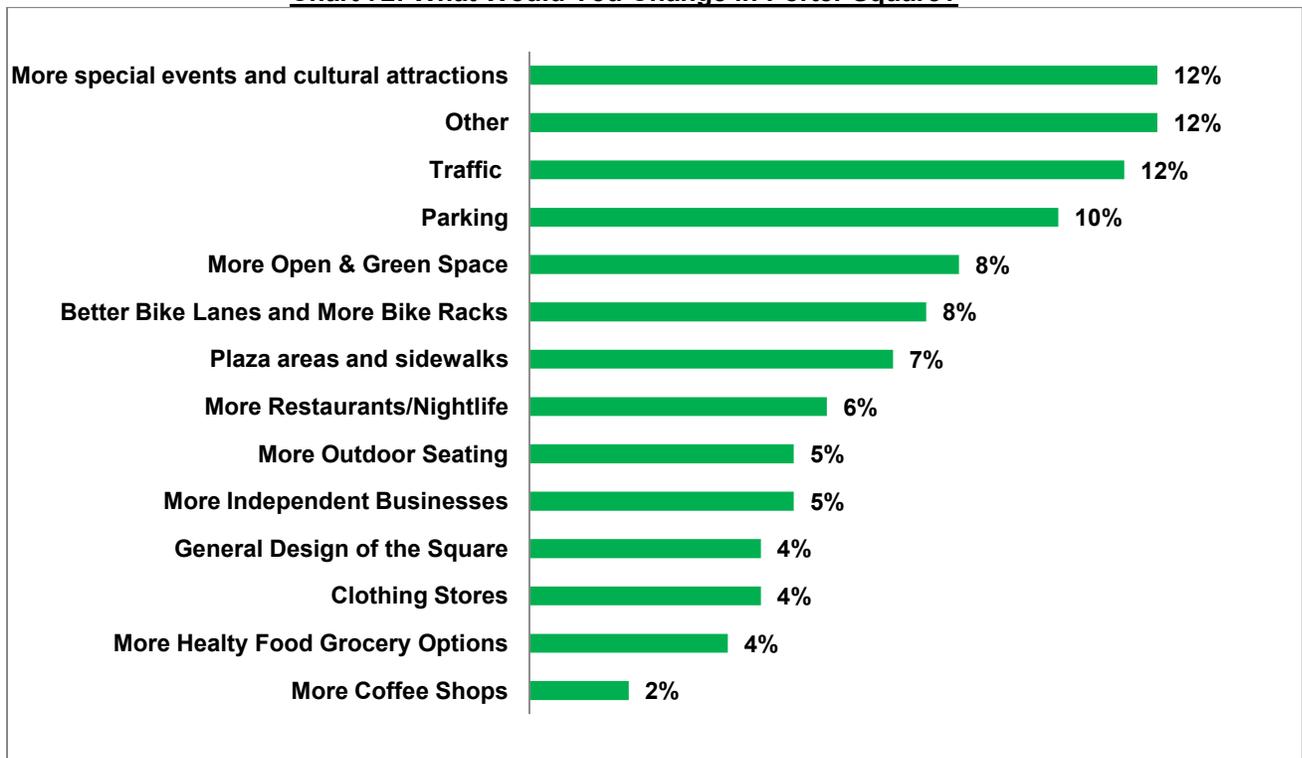
Section 6.1: Vision Responses

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 Porter Square. The findings are below.

Change

156 people responded to the question concerning “change.” The top responses this question were “more special events and cultural attractions” (12%), “traffic” (12%) and “other,” which is a variety of one time mentioned comments, such as “prices” and “safety.” Many responses show that people want Porter Square to have music, events and “fun things to do.”

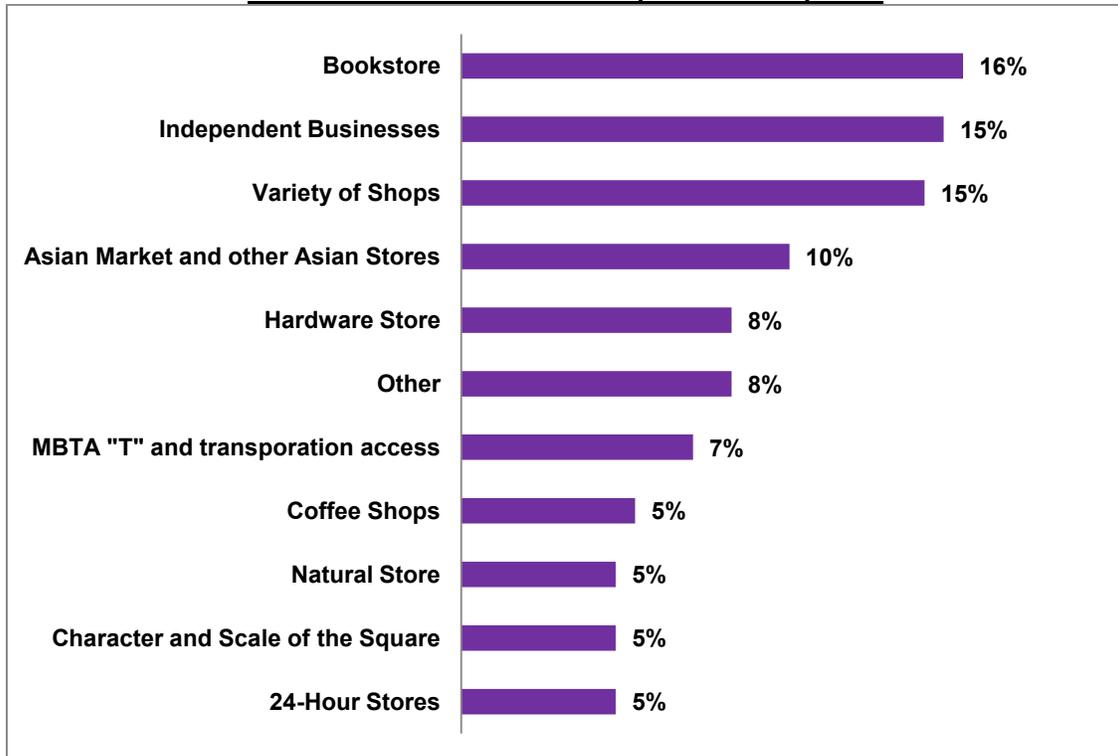
Chart 72: What Would You Change in Porter Square?



Keep

165 people responded to the question about what to “keep” in Porter Square. The top responses to keep were “bookstore” (16%) and the second was “independent businesses” (15%). People very much appreciate the diversity locally owned businesses in Porter Square and want to maintain the mix of retail in the district.

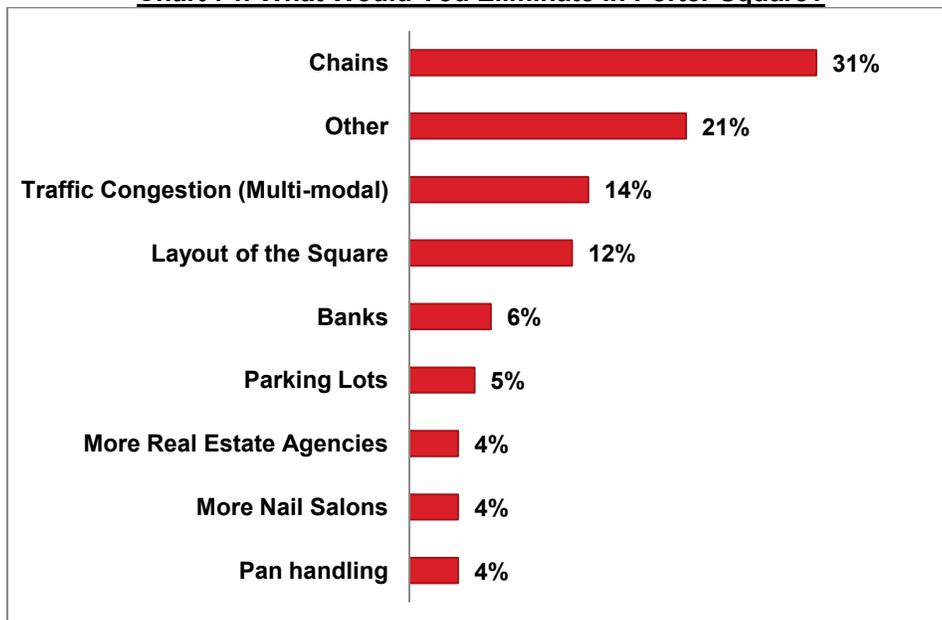
Chart 73: What Would You Keep in Porter Square?



Eliminate

81 people responded to the question regarding what to “eliminate” in Porter Square. The top responses to eliminate were “chains” (31%) and “other” (21%). The answers in the “other” category were variety of one time answers such as “construction” and “loud noises.” Many felt that the layout of the square does not help all alleviate the traffic congestion in and around the square.

Chart 74: What Would You Eliminate in Porter Square?



One Word

In the last question of the survey, we asked respondents to describe Porter Square in one word. We received 163 responses to this question and respondents gave over 33 different common replies. The top 20 words/phrases are below.

Describe Porter Square in One Word (Responses)³

- Convenient
- Nice/Pleasant
- Active/Vibrant/Lively
- Great/Fabulous/Awesome
- Useful/Practical/Functional
- Boring
- OK/Fine
- Busy/Crowded
- Cool
- Cozy/Comfortable
- Love it
- Commercial
- Community Center
- Friendly
- Interesting
- Pretty Good
- Average
- Beautiful
- Communal
- Diverse

³ Responses are ranked from most often to least often heard by surveyors.

Section 7

Appendix

- Porter Square Customer Survey (Appendix A)
- Porter Square Survey Respondents by Zip Code (Appendix 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) ____ 5pm-7pm

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

Shopping Dining Recreation (Gym, Fitness Class) Event/Meeting Work
 Post Office Services (lawyer, dentist) Transportation School (Lesley/Camb Culinary)
 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 Porter 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 Porter 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 Porter Square? (Check only 1).

Bike Walk Bus Subway Drive Carpool

7. Please rate how well the current businesses in Porter 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: Panera)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants (Sit Down) (ex. Christopher's)	<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"/>
Hardware/Home Goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apparel (Women/Men/Children)	<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 Porter Square for dining/entertainment purposes in the evening? ____1-2 ____3-5 ____5 or more times

9. What would make you visit/shop more often in Porter Square? (Check only 1)

Special Events Variety in Price of Goods/Services Availability/Selection of Goods/Services
 Parking Safety Other _____

10. Please give your opinion on the following characteristics of Porter Square.

Characteristics	Rate this characteristic of Porter 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 to School, 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: _____
- What is your race?
 ___ White ___ Black or African American ___ American Indian or Alaska Native
 ___ Asian ___ Native Hawaiian/Other Pacific Islander ___ Other/Multi-Racial

VISION

In one word, how would you describe Porter Square?

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

Change: _____

Keep: _____

Eliminate: _____

