

City of Cambridge



# Central Square Customer Intercept Survey Summary Report

Community Development Department, Economic Development Division

December 2009

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## **Section 1**

### **1.1 Purpose**

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

### **1.2 Methodology**

Using the Intercept Survey (Please see Attachment A), the Economic Development Division had 6 EDD staff and 9 volunteers survey 346 people in Central Square over 6 days (Monday through Saturday) in August and September 2009 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 (7pm-9pm)

Surveyors were positioned on Massachusetts Avenue from City Hall and the Post Office to Lafayette Square and University Park (corner of Massachusetts Ave. and Sydney Street).

### **1.3 Tabulations**

Tabulations on the data from the surveys were split into two categories - data from Cambridge residents and total responses, which includes both residents and non-residents. Since not every respondent chose to answer every question, the tabulations for each question were based primarily on % of total respondents per question. For example: If 8 customers surveyed indicated that they were between 15-19 years old, 8 was then divided by the total number surveyed by age (335) and that determined that 2.4% of customers surveyed by age are between 15-19 years old. This report contains the data from all respondents.

In addition to the respondents' answers to the Customer Intercept Survey, data on the number and types of businesses in Central Square is based on EDD's ground floor business survey done in summer 2009. This survey gathered the type, business name, address and other data to understand what types of uses are currently in the Square. Over 300 businesses were recorded. Please see Amendment B, a map of the Central Square Commercial District, as defined by EDD.

## **1.4 Key Findings and Observations**

### **Respondents' Demographics**

- 60% of respondents live in Cambridge, many of whom live in nearby neighborhoods.
- 51% of respondents are either workers in Cambridge, students or both.
- 26% of respondents are between the ages of 25-34.
- The majority of people get to Central Square either by walking (52%) or taking the subway (22%).
- 44% of respondents come "every day or almost every day" to the Square.
- 39% of respondents spend less than an hour in Central Square.
- Top two primary reasons respondents came to the Square are for work (22%) or shopping (18%).
- 48% of respondents come to Central Square 1-2 times a month for dining purposes (any time of day).
- 49% of respondents come to Central Square 1-2 times a month for entertainment purposes in the evening.
- The top reason why people do not shop more often in Central Square is because of "availability and/or selection of goods" (43%).

### **Retail Findings**

- Top five current businesses types that respondents rated as "good" by over 50% are:
  - Coffee shop
  - Clubs/bars
  - Take out restaurants
  - Hardware
  - Florists
- Top ten business types that respondents would like to see in Central Square but are **not** in the district now are:
  - Apparel stores
  - Restaurants (affordable, sit down)
  - General Merchandise Stores
  - Movie Theater
  - Bookstores (general and new releases)
  - Grocery (more affordable)
  - Bakeries
  - Independent stores
  - Art galleries
  - Coffee house/cafes
  - Dollar store or other retail stores

### **Characteristics**

- Top characteristics that respondents rated as "good" by over 50% are:
  - Access to public transit
  - Business hours
  - Friendliness of service in shops
  - Outdoor and nightlife activity
  - Availability of ethnic products and services
  - Presence of independent businesses

## **Overall Findings and Observations**

- People like the diversity of Central Square.
- Central Square is known for its diverse nightlife and growing restaurant scene.
- Many residents and workers use Central Square for daily needs such as banking, post office, pharmacy and grocery shopping which caters to the large daytime population of the Square.
- Central Square is a hub for all modes of transportation and has a large transient population.
- Many people are unaware of the current businesses in Central Square and where they are located in the area.
- Central Square needs additional retail such as apparel and specialty gift shops to extend the stay of shoppers who stay for short periods of time.
- People like the current outdoor and nightlife activity, but are interested in adding additional open space, public seating, better lighting and outdoor dining options to make the area a more enjoyable place.

## **Section 2**

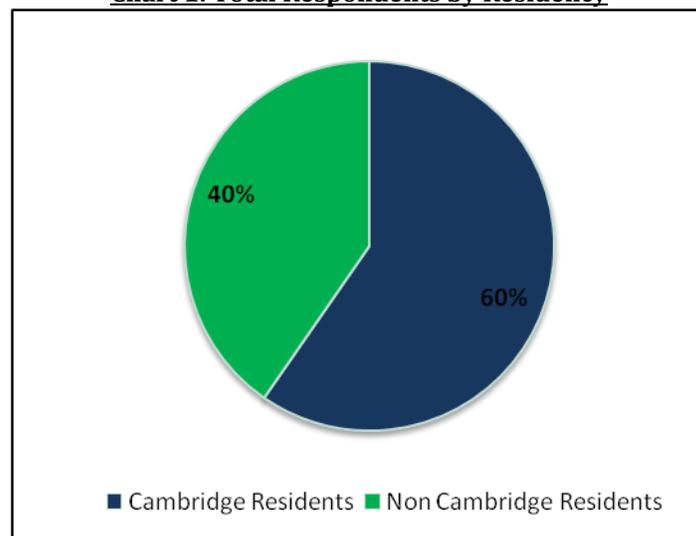
### **2.1 Respondent Demographics**

Respondents demographics were collected on the following: residency by zip code, worker/students, gender, age, language/ethnicity and race. Of those surveyed from Cambridge, the respondents closely mirrored the general population of Cambridge both in age and race, based on 2000 Census data, indicating a good representation of the city's population.

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

Of the 335 respondents who were surveyed by zipcode, 60% were from Cambridge. Of the Cambridge residents surveyed, 64% rent their homes and 36% own their own homes. The 40% non-residents indicated they came from a wide variety of locations, primarily from Massachusetts, but as far away as California. For a map showing the concentration of respondents by zip code, please see Attachment C.

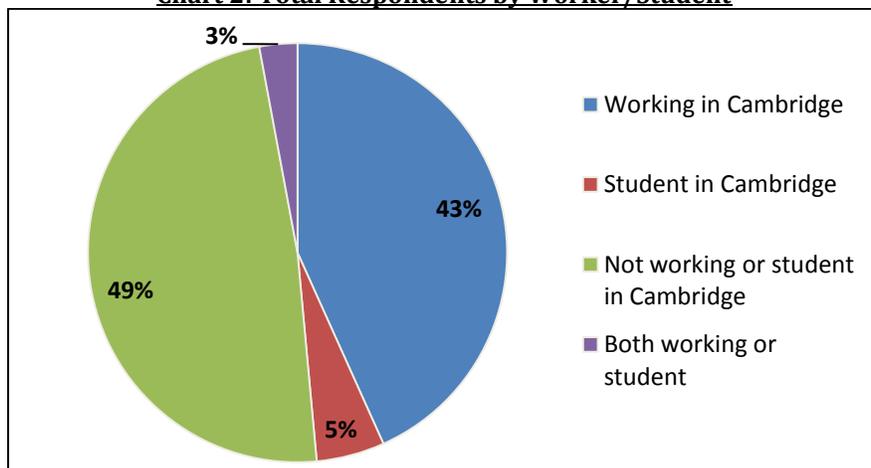
**Chart 1: Total Respondents by Residency**



**Worker/Student**

Respondents were asked if they work, go to school, or work and go to school in Cambridge. 43% of those surveyed work in Cambridge and 5% are students in Cambridge.

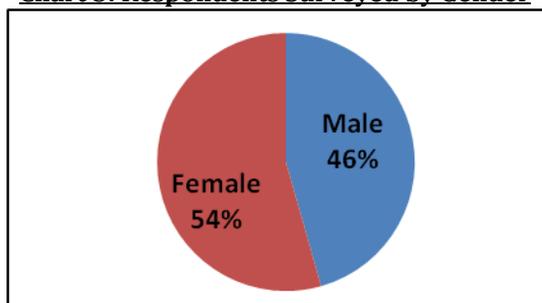
**Chart 2: Total Respondents by Worker/Student**



**Gender**

Females made up 54% of the respondents and males made up 46%.

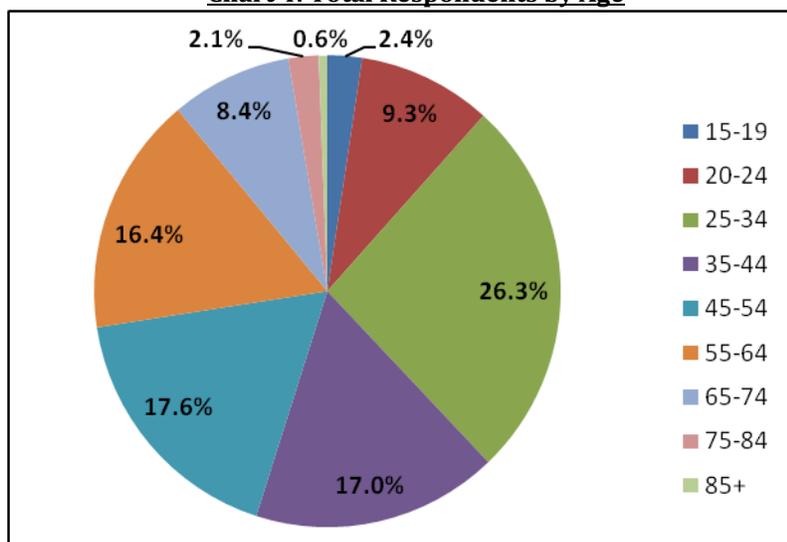
**Chart 3: Respondents Surveyed by Gender**



**Age**

Respondents' ages were varied but the majority of those surveyed are between the ages of 25-34 (26.3%).

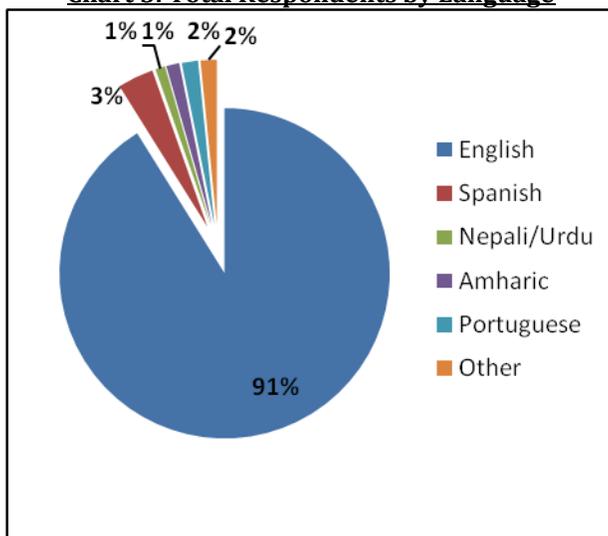
**Chart 4: Total Respondents by Age**



**Language**

91% of respondents speak English at home and 9% speak another language at home.

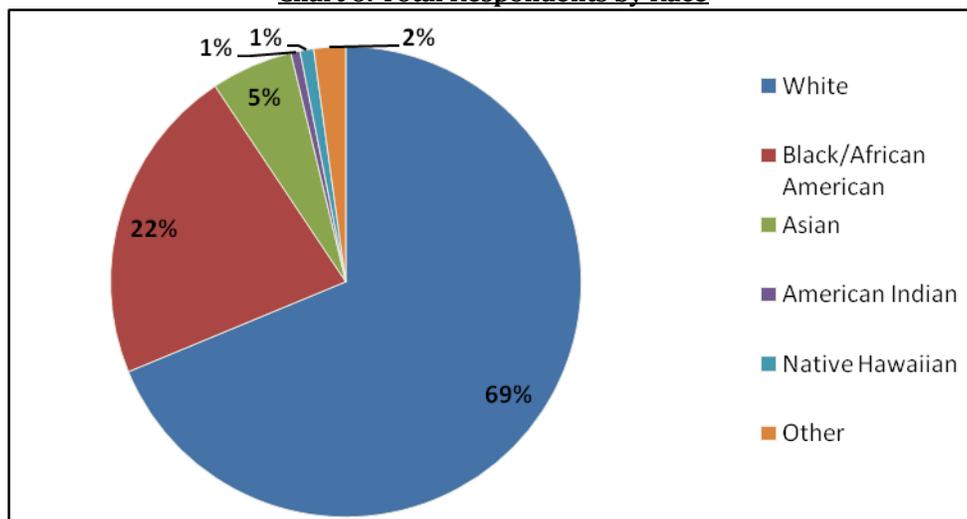
**Chart 5: Total Respondents by Language**



**Race/Ethnicity**

Whites made up 69% of those surveyed by race, while Black/African Americans made up 22% and Asian made up another 5%, respectively. A majority did not respond to ethnicity, but of those surveyed Hispanics made up 5% of the respondents; and other ethnicities cited multiple times include: Ethiopian, Haitian, Brazilian, Portuguese, Cape Verdean, Indian and South Asian.

**Chart 6: Total Respondents by Race**

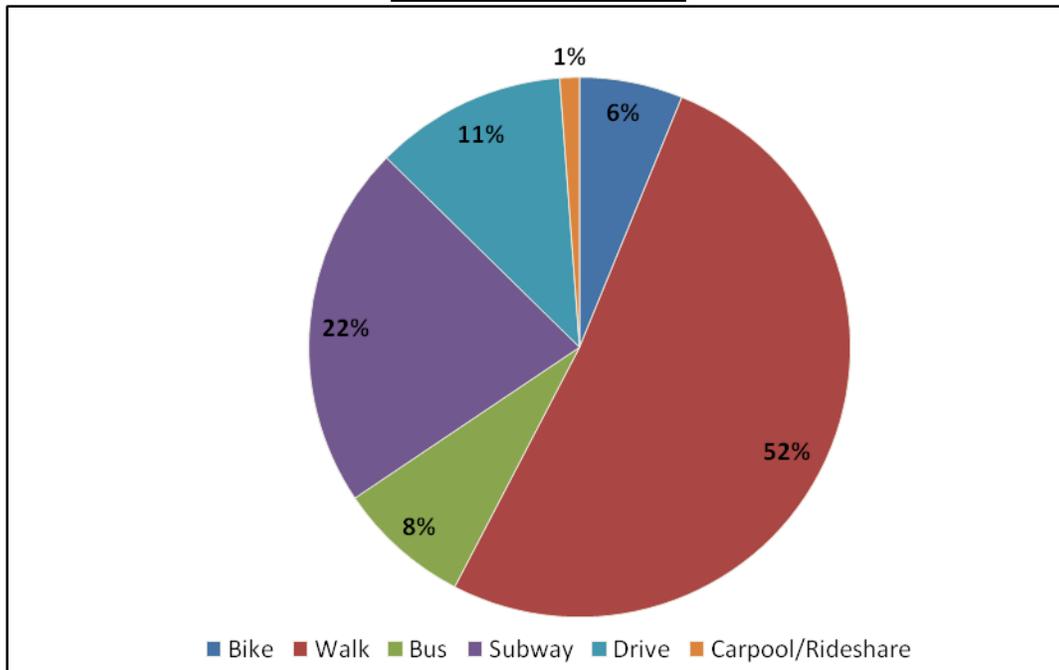


## **2.2 Transportation and Length of Stay**

### **Mode of Transit**

52% of respondents walk to Central Square and the second most popular mode of transit is the subway (22%).

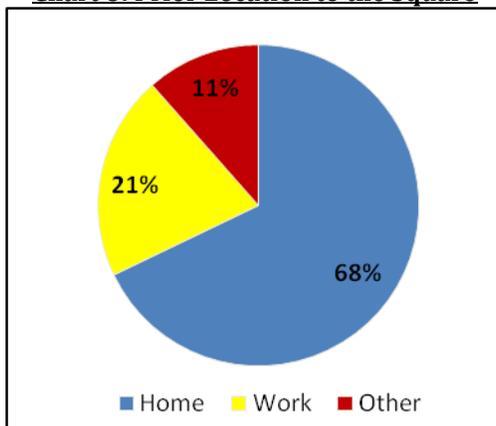
**Chart 7: Mode of Transit**



### **Prior Location to the Square**

Respondents were asked what their location was prior to coming into the Square. 68% came from home, 21% came from work and 11% indicated another location.

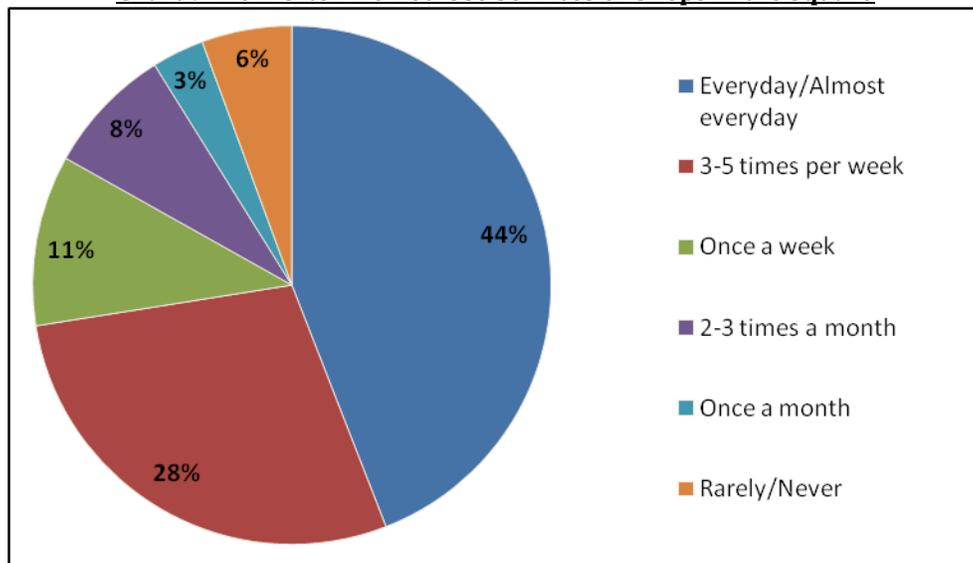
**Chart 8: Prior Location to the Square**



**Average Visits**

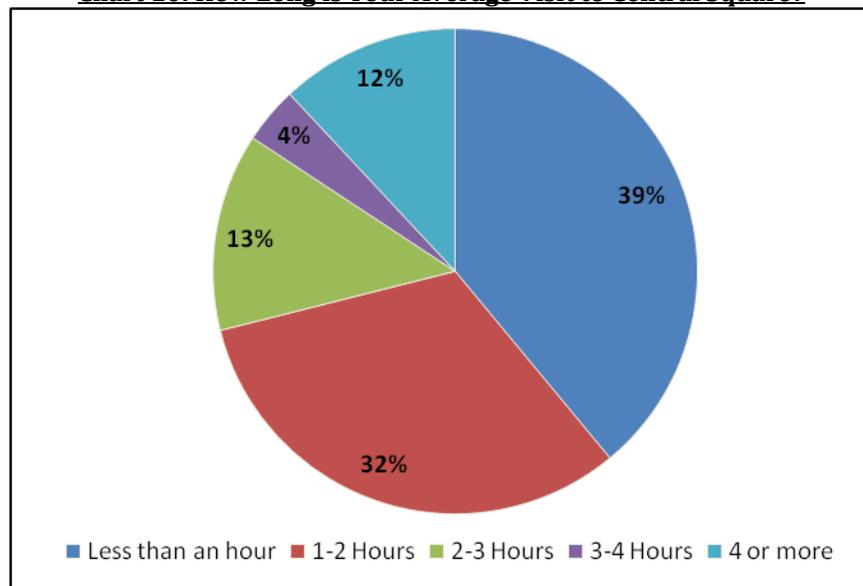
Respondents were asked how frequently they used the services and shops in Central Square as well as the length of stay in the Square. 44% of respondents come “every day or almost every day” to the square and of those who come every day, 34% spend less than an hour in the square.

**Chart 9: How Often Do You Use Services or Shops in the Square**



Thirty-nine percent (39%) of respondents’ average visits to Central Square are less than an hour. During the afternoon and evening survey times respondents were indicating that they were spending more than an hour in the square. This may indicate that daytime customers are running errands and doing short-term activities, and in the evening customers are dining and taking advantage of entertainment in the square.

**Chart 10: How Long is Your Average Visit to Central Square?**



### **Section 3**

In this section we will review the respondents' visiting purposes, types of businesses visited, businesses desired and ratings of current business types that respondents were given.

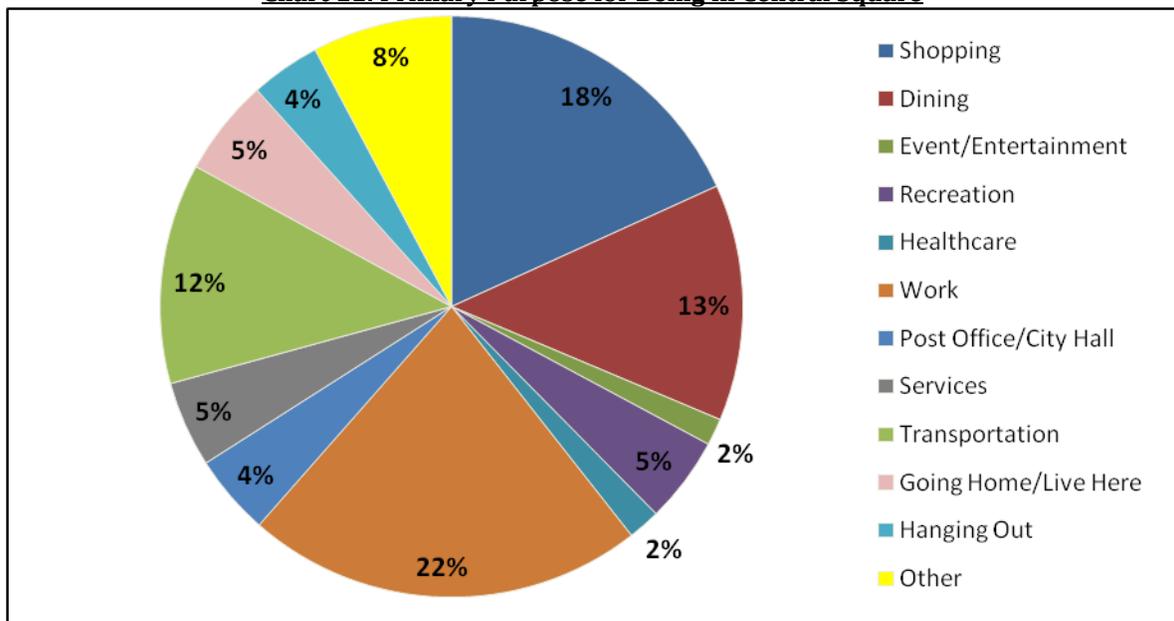
#### **3.1 Primary Purpose for Being in Central Square**

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

- Shopping
- Dining
- Recreation (includes gym)
- Event/Entertainment
- Healthcare (doctor, dentist)
- Work
- City Hall/Post Office
- Services (lawyer, social services)
- Transportation
- Other

The results of their answers can be seen in Chart 11. The two highest responses were work (22%) and shopping (18%).

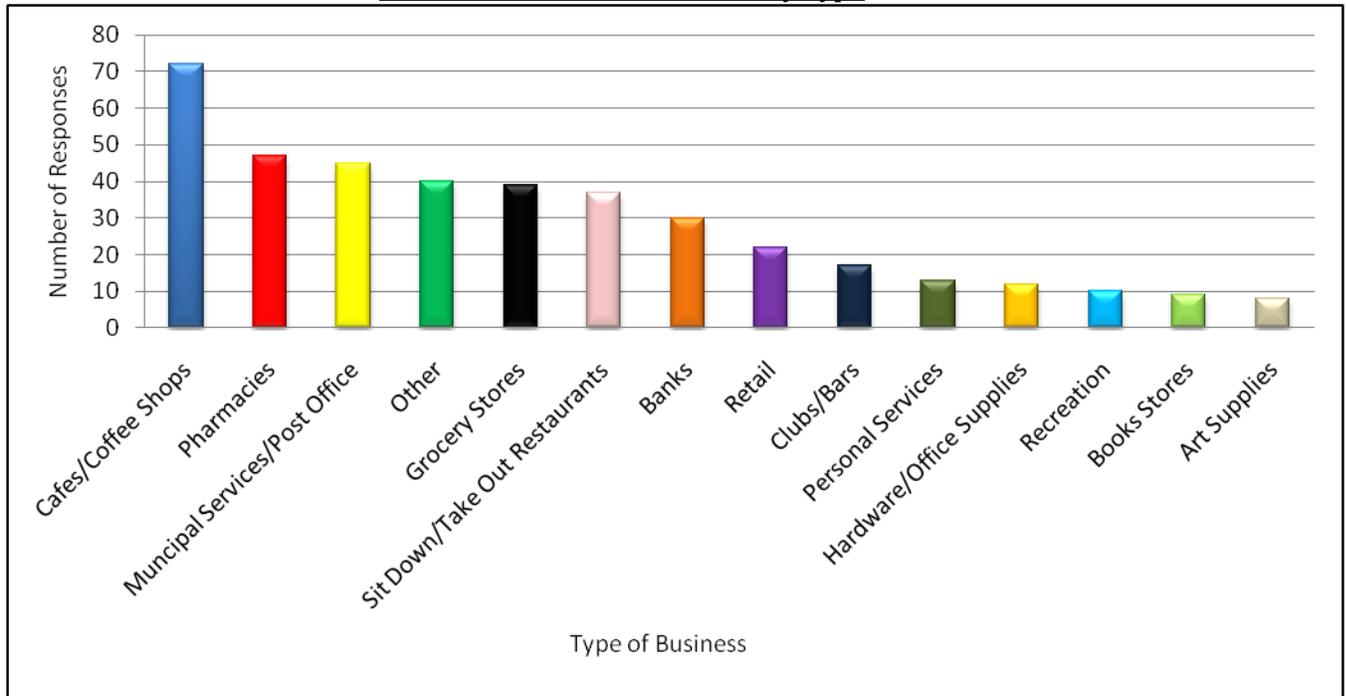
**Chart 11: Primary Purpose for Being in Central Square**



#### **3.2 Current Business Being Visited in the Square**

Respondents were asked to name what businesses or offices they were visiting the day they were surveyed. The responses were then grouped into business types. Chart 12 shows most visited businesses by type.

**Chart 12: Most Visited Business by Type**



**Section 3.3: Business and Services Ratings**

A portion of the survey was dedicated to asking respondents to rate how well 20 current business types in Central Square meet their needs. The types of businesses are as follows:

- Groceries
- Healthcare (dentists, doctors)
- Furnishings/Home Goods
- Barber/Hairdresser
- Bookstores
- Music Stores
- Apparel (Women’s)
- Apparel (Men’s)
- Apparel (Children’s)
- Clubs/Bars
- Coffee Shop
- Restaurants (Take out)
- Restaurants (Sit down)
- Hardware
- Gifts/Jewelry
- Shoe Stores
- Dry Cleaning/Tailoring
- Beauty Supplies
- Florist
- Theater

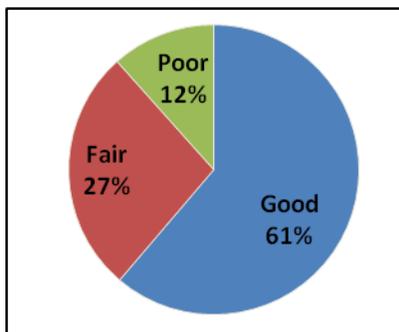
In addition to rating the current businesses, respondents were asked if they felt there should be new and/or more of each type of services in Central Square by answering “yes” for they would like to see more, and “no” for no more. The top five types of current business types that respondents would like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

- Apparel – Women’s, Men’s and Children’s
- Theater (especially movie)
- Shoe Stores
- Bookstores
- Gift/Jewelry Store

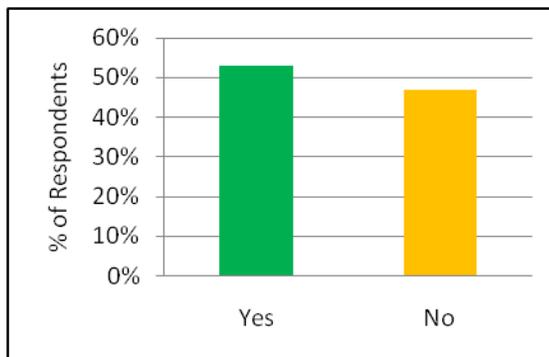
**Groceries**

There are five major grocery stores<sup>1</sup> and multiple ethnic specialty food stores in Central Square. 61% of those surveyed rated groceries in Central Square as “good” for meeting their needs. Though the majority of respondents (53%) feel that there is no need for new/more grocery stores, 47% of respondents did feel that there is still a need for new/more grocery stores. In particular, these respondents indicated a need for more *affordable* grocery stores.

**Chart 13: Rating of Existing Grocery Stores**



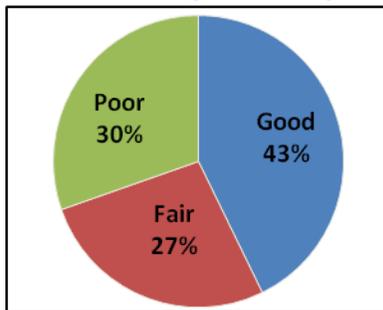
**Chart 14: New/More Grocery Stores**



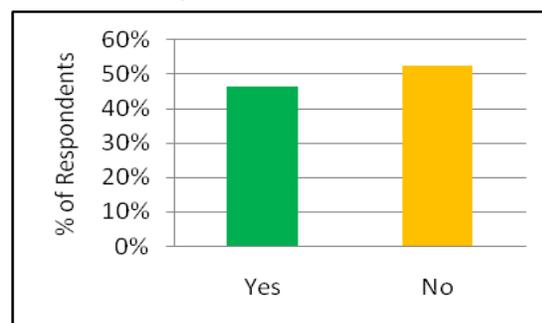
**Healthcare Services**

There are over 50 different healthcare service providers in Central Square, including specialists such as chiropractors, dentists, massage therapists and mental health therapists. 43% of those surveyed rated healthcare in the Square as “good” for meeting their needs. 53% of respondents did not want or need more healthcare services in the Square. This may indicated that many customers may go to other medical service providers not in the Square for healthcare services.

**Chart 15: Rating of Existing Healthcare Services**



**Chart 16: New/More Healthcare Services**

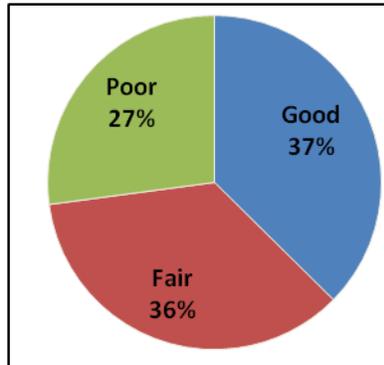


<sup>1</sup> The five identified grocery stores in Central Square District are: Harvest Co-Op, Star Market, Trader Joes and Whole Foods (Prospect and River Street Stores).

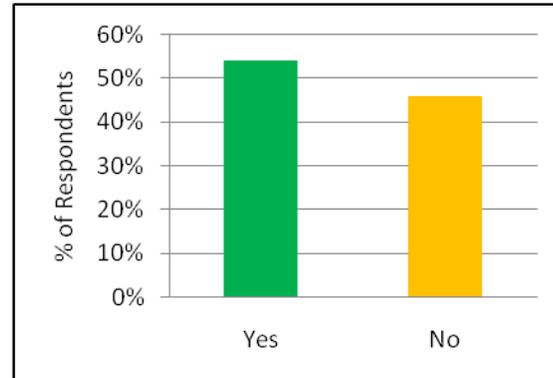
**Furnishings/Home Goods**

There are seven home goods stores<sup>2</sup> in the Central Square district. 37% of those surveyed rated home goods in the Square as “good” for meeting their needs. In addition, 54% of respondents feel that there should be new or more furnishings/home goods stores in the Square.

**Chart 17: Rating of Existing Home Goods**



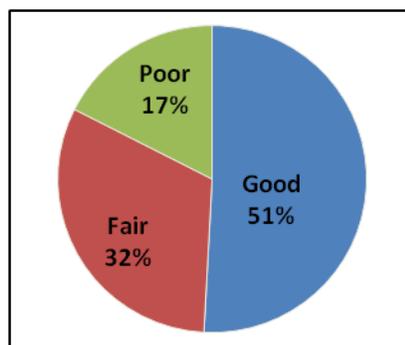
**Chart 18: New/More Home Goods**



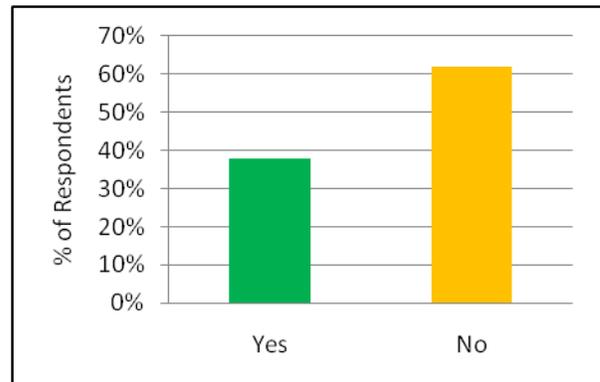
**Barber/Hairdresser Services**

There are ten barbers/hair salons<sup>3</sup> in the district. 51% of those surveyed rated barber/hairdressers in the square as “good” for meeting their needs. The positive rating on current barbers and hair salons is also reflected in Chart 20, since the majority of respondents (62%) did not feel that there should be new/more hair salons.

**Chart 19: Rating of Existing Barbers/Hairdressers**



**Chart 20: New/More Barbers/Hairdressers**



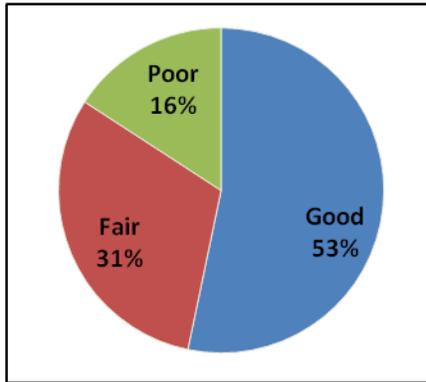
<sup>2</sup> The seven identified furnishing/home goods stores in Central Square District are: Bedworks, City Kitchens, CORT Furniture, Door Store, Sleepy’s (Memorial Drive and Massachusetts Ave) and 20<sup>th</sup> Century Provence.

<sup>3</sup>The ten identified barber/hairdressers in Central Square District are: Hair Collage, Glamourama, John’s Barber, Lewis’ Beauty Salon, Laura’s Hair Care, Nu Image, Eddie Priest Men’s Hairstylist, Simply Erinn’s , Supercuts, and Stylistics.

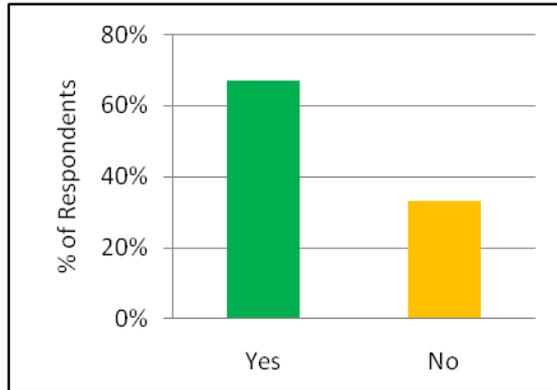
**Bookstores**

There are three specialty bookstores<sup>4</sup> in Central Square. 53% of those surveyed rated the current bookstores in the Square as “good” for meeting their needs. The majority of respondents (67%) feel that there should be new/more bookstores in the district – many respondents indicated the need for a general bookstore featuring popular releases.

**Chart 21: Rating of Existing Bookstores**



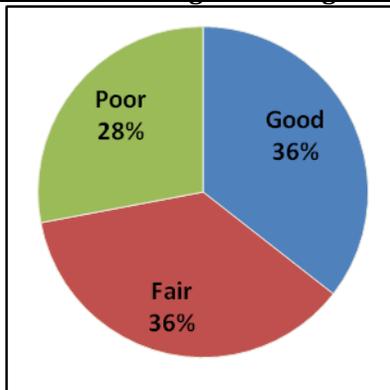
**Chart 22: New/More Bookstores**



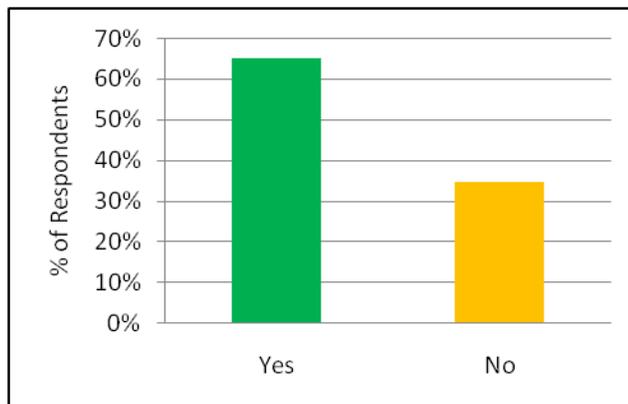
**Music Stores**

There are three music stores<sup>5</sup> in Central Square. 36% of those surveyed rated music stores in the square as “good” for meeting their needs. The majority of respondents feel (65%) there should be more music stores in the district.

**Chart 23: Rating of Existing Music Stores**



**Chart 24: New/More Music Stores**



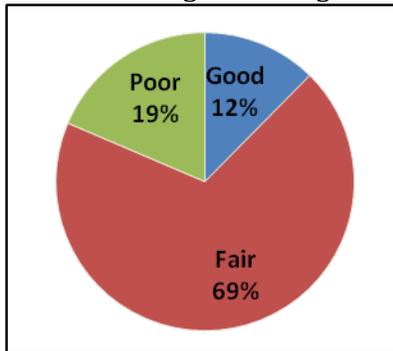
<sup>4</sup> The three identified bookstores in Central Square District are: Pandemonium Books, Rodney’s Bookstore and Seven Stars.

<sup>5</sup> The three identified music stores in the Central Square District are: Cheapo Records, Sandy’s Music and Weirdo Records.

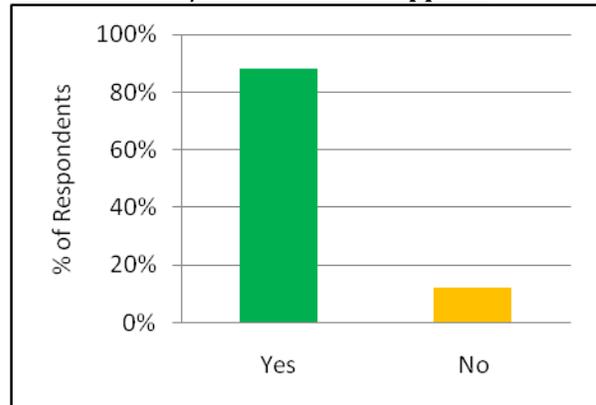
**Apparel**

There are eight apparel stores<sup>6</sup> in Central Square. Respondents were asked to rate women’s, men’s and children’s apparel. The highest amount of respondents rated women’s apparel as “fair” in meeting their needs (69%). An additional 12% responded said that women’s apparel was “good” in meeting their current needs while 19% rated women’s apparel as “poor.” The highest amount of respondents (58%) rated men’s apparel as poor, while 19% responded that men’s apparel was “good” in meeting their current needs and 23% rated men’s apparel as “fair.” The highest amount of respondents (67%) rated children’s apparel as “poor” in meeting their needs, while 15% “good” in meeting current needs and 18% as “fair.” Lastly, the majority of respondents felt that more of all three types of apparel are needed in the Square. As these numbers indicate, there is a huge demand for women’s, men’s and children’s apparel in the district.

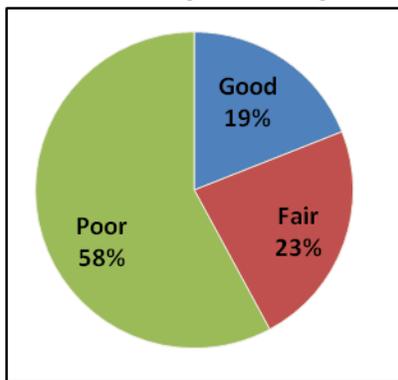
**Chart 25: Rating of Existing Women’s Apparel**



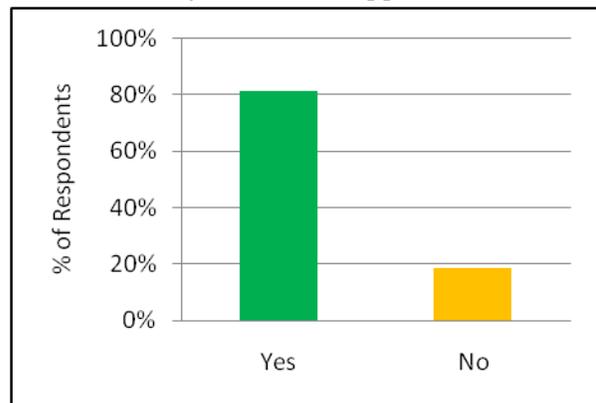
**Chart 26: New/More Women’s Apparel**



**Chart 27: Rating of Existing Men’s Apparel**

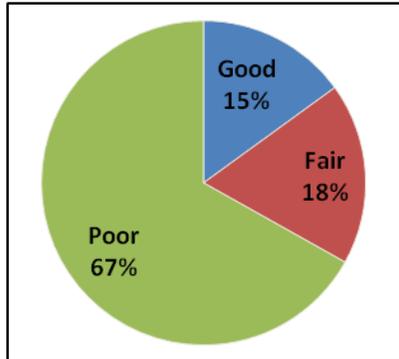


**Chart 28: New/More Men’s Apparel**

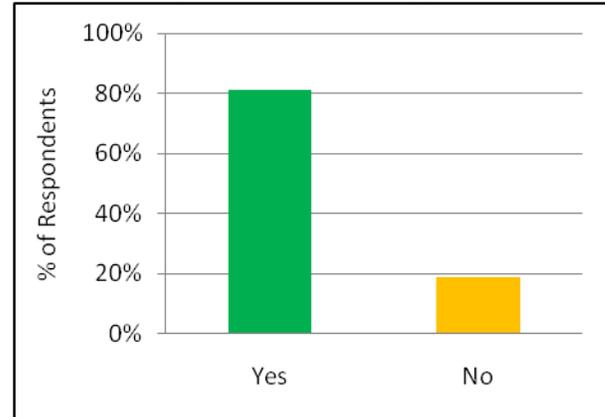


<sup>6</sup> The seven identified apparel stores in the Central Square District are: The Attic, Bosstown, Expressions, Great Eastern Trading Co., Hubba Hubba, Keezer’s, Rulls and Shalimar.

**Chart 29: Rating of Existing Children’s Apparel**



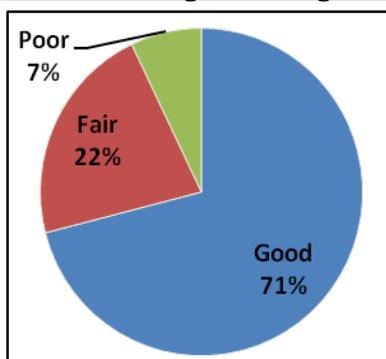
**Chart 30: New/More Children’s Apparel**



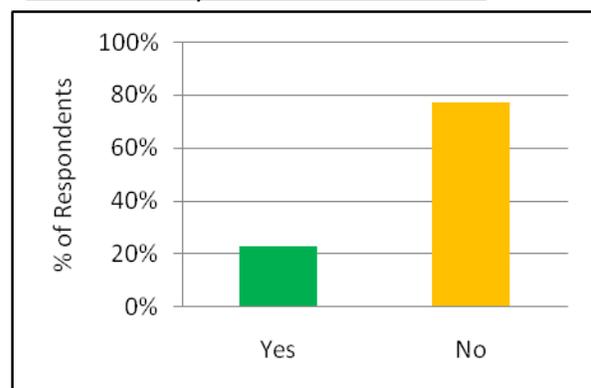
**Hardware Stores**

There are two hardware stores<sup>7</sup> in Central Square. 71% of respondents rated hardware stores in the Square as “good” at meeting their needs and 77% of the respondents felt that there should not be new/more hardware stores in the district.

**Chart 31: Rating of Existing Hardware Stores**



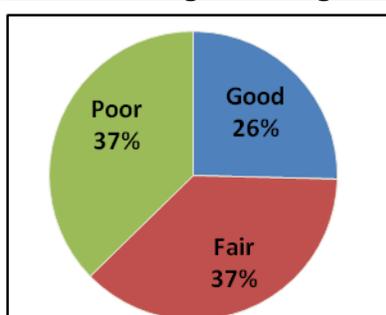
**Chart 32: New/More Hardware Stores**



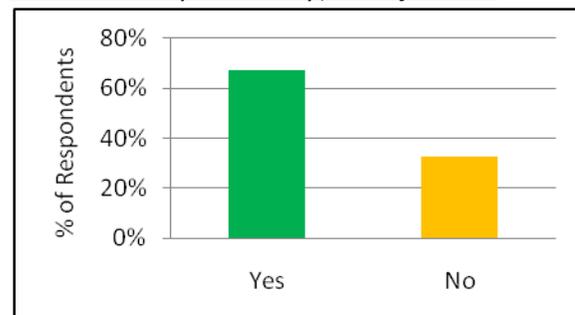
**Gifts and Jewelry Stores**

There are five gifts stores and one jewelry store<sup>8</sup> in Central Square. 26% of those surveyed rated current gift/jewelry stores in the square as “good” at meeting their needs. 67% of respondents felt that the Square could use new/more gift and jewelry stores.

**Chart 33: Rating of Existing Gifts/Jewelry Stores**



**Chart 34: New/More Gift/Jewelry Stores**



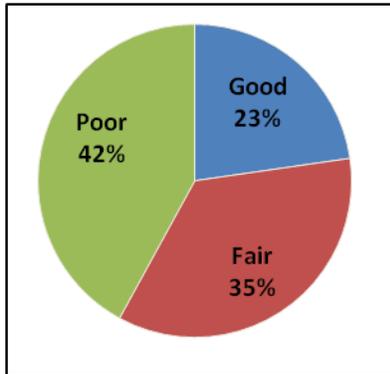
<sup>7</sup> The two identified hardware stores in Central Square District are: Economy Hardware and Pill Hardware.

<sup>8</sup>The six identified jewelry and gift shops in the Central Square District are: Bunjara, Intra Wut, Bukaroo’s Mercantile, Ten Thousand Villages, Nest, All in One Jewelry.

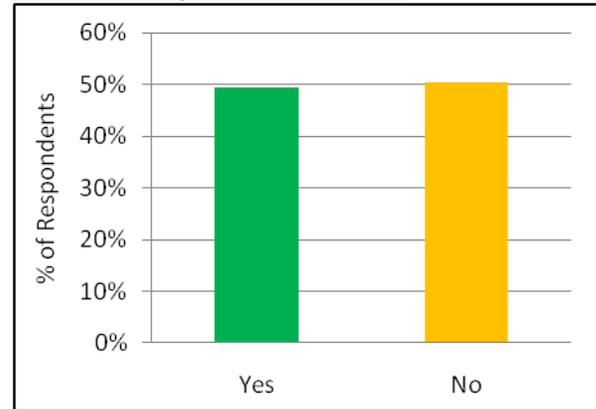
**Shoe Stores**

There are two shoe stores<sup>9</sup> in Central Square. 23% of those surveyed responded that the current shoe stores in the Square as “good” in meeting their needs. 68% of respondents also felt that Central Square should have new/more shoes stores.

**Chart 35: Rating of Existing Shoe Stores**



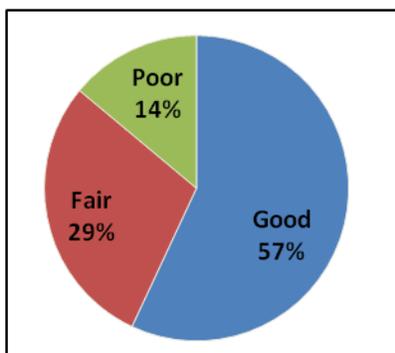
**Chart 36: New/More Shoe Stores**



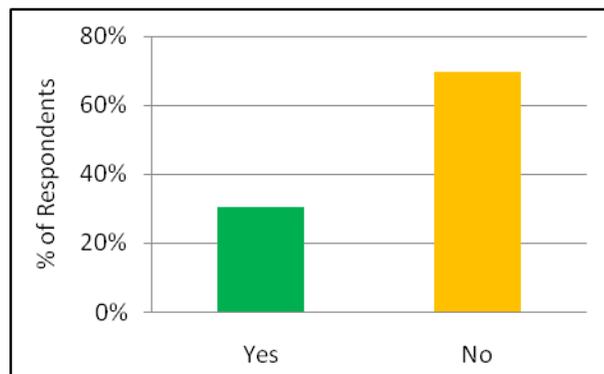
**Dry Cleaning/Tailoring Services**

There are six dry cleaning, tailoring, laundry or shoe repair services<sup>10</sup> in Central Square. 57% of those surveyed responded that the current dry cleaning/tailoring services in the Square as “good” in meeting their needs. 70% of respondents felt that there is not a need for new/more dry cleaning and tailoring services in the Square.

**Chart 37: Rating of Existing Dry Cleaning/Tailoring Services**



**Chart 38: New/More Dry Cleaning/Tailoring Services**



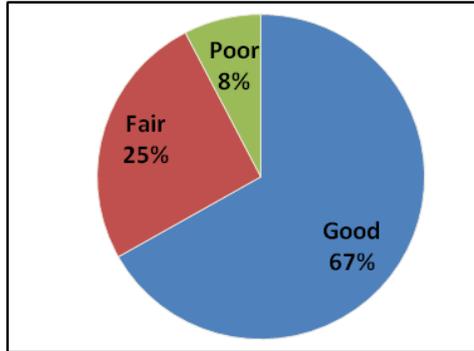
<sup>9</sup>The two identified shoe stores in the Central Square District are: Payless Shoe Source and Teddy’s Shoes.

<sup>10</sup>The six identified dry cleaning and tailoring service stores in the Central Square District are: City Express Cleaners, Dress Code Cleaners, Coolidge Cleaners, Jimmy Shoe Repair, Metropolitan Laundromat and Wash & Dry Laundromat.

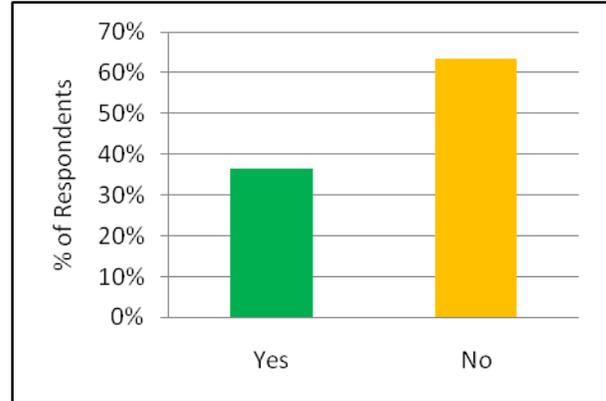
**Beauty Supplies**

There is one beauty supply shop<sup>11</sup> in Central Square. 46% of those surveyed indicated that the current beauty supplies stores in the Square as ‘good” in meeting their needs and 63% of respondents felt that there is not a need for new/more beauty supplies stores.

**Chart 39: Rating of Existing Beauty Supply Stores**



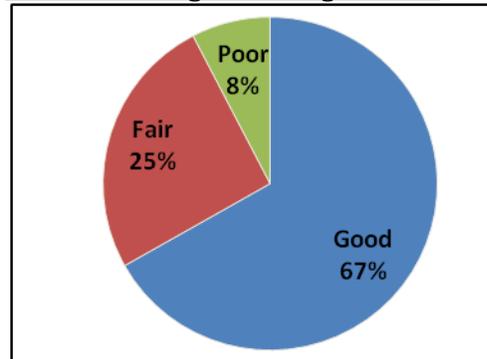
**Chart 40: New/More Beauty Supply Stores**



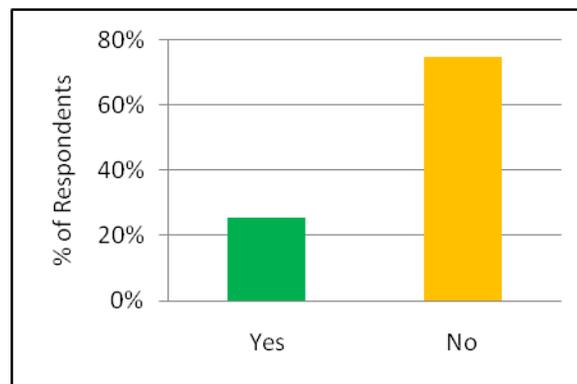
**Florists**

There are two florists<sup>12</sup> in Central Square. 67% of respondents stated that the current florists in the Square as “good” in meeting their needs and 75% of respondents felt there should not be more/new florists in the district.

**Chart 41: Rating of Existing Florists**



**Chart 42: New/More Florists**



**Section 3.4: Dining and Entertainment Ratings and Frequency**

Respondents were asked six different questions related to dining and entertainment in Central Square. Four questions were related to rating current theaters, clubs/bars, coffee shops, take out restaurants and sit down restaurants using the “good,” “fair” or “poor” method. Two additional questions were asked about the frequency that the respondent came to Central Square for dining and entertainment purposes. Findings are below.

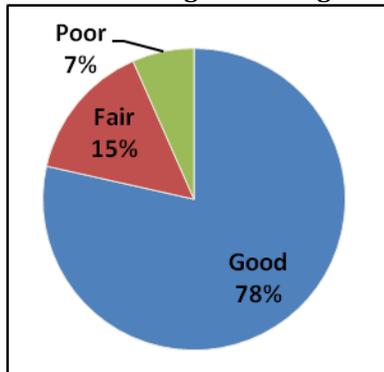
<sup>11</sup> The one identified beauty supply store in the Central Square District is Venus Beauty Supply.

<sup>12</sup> The two identified florists in Central Square District are Central Square Florist and University Florist.

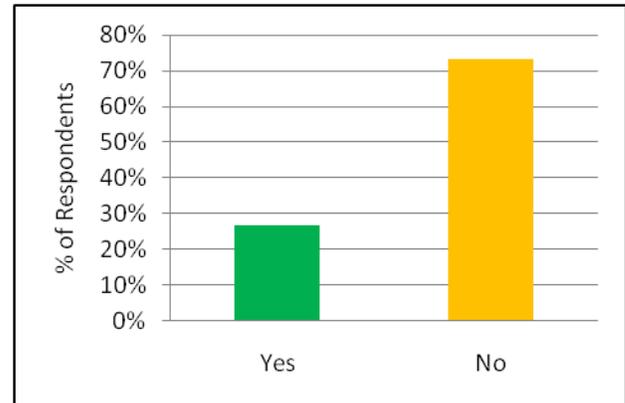
**Clubs and Bars**

There are nine clubs/bars<sup>13</sup> in Central Square. 78% of respondents answered that the current mix of clubs and bars in Central Square as “good” for meeting their needs and 73% of the respondents felt that there should not be new/more clubs and bars in the district.

**Chart 43: Rating of Existing Clubs/Bars**



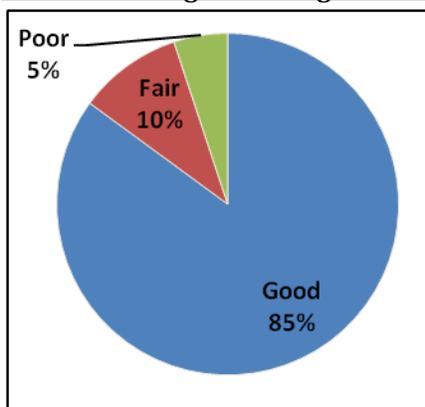
**Chart 44: New/More Clubs/Bars**



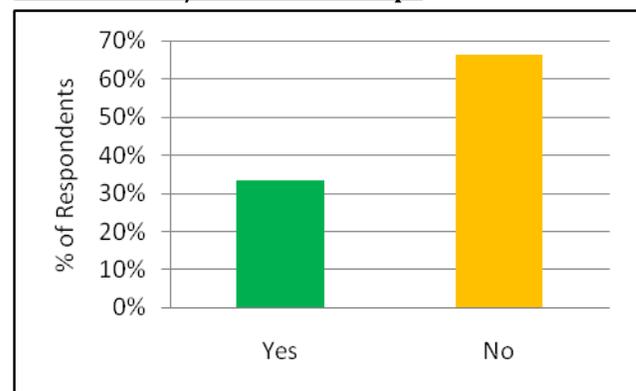
**Coffee Shops**

There are five coffee shops/cafes<sup>14</sup> in Central Square. 85% of the respondents answered that the current mix of cafes is “good” in meeting their needs and 66% of respondents felt that there should not be new/more coffee shops in the Square.

**Chart 45: Rating of Existing Coffee Shops**



**Chart 46: New/More Coffee Shops**



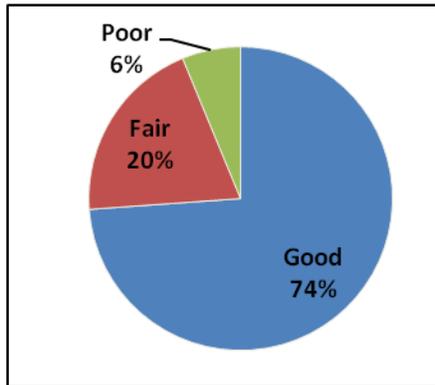
<sup>13</sup> Nightclub/bar is defined as a venue that is open late night, provides live entertainment (music, dancing) and food/drink. The nine nightclubs and/or bars identified in the Central Square District are: Cantab Lounge, Enormous Room, Middle East, Middlesex Lounge, Paradise, Phoenix Landing, River Gods, TT Bear’s and Zuzu.

<sup>14</sup> The five coffee shops/cafes identified in the Central Square District are: 1369 Coffee House, Atomic Bean Café, Dunkin Donuts, Starbucks and Clear Conscious Café.

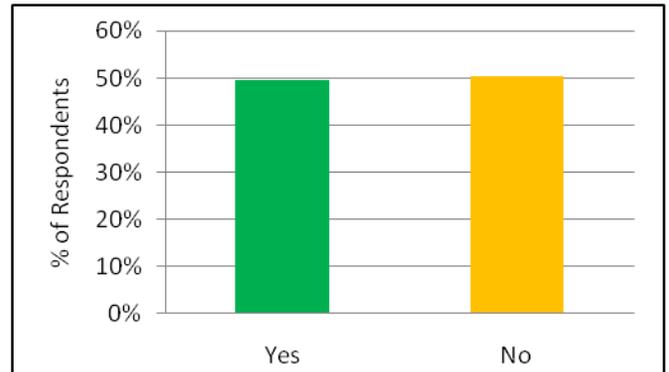
**Restaurants – Take Out**

There are approximately twenty six take out restaurants<sup>15</sup> in Central Square. 74% of respondents rated the current mix of take out restaurants as “good” in meeting their needs. Respondents were evenly split on this question with 50% feeling that there should be more take out restaurants in the district and 51% disagreeing.

**Chart 47: Rating of Existing Take Out Restaurants**



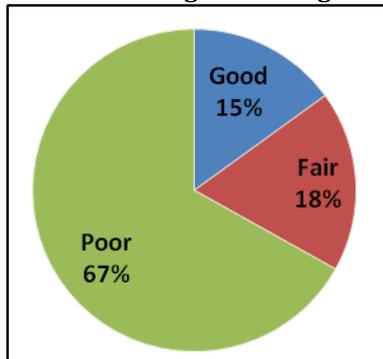
**Chart 48: New/More Take Out Restaurants**



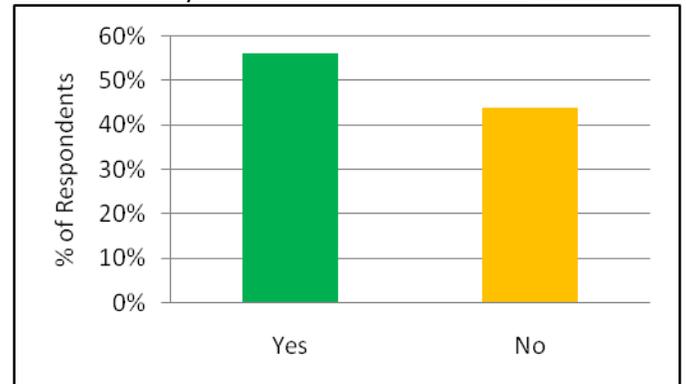
**Restaurants – Sit Down**

There are approximately twenty eight sit down restaurants<sup>16</sup> in Central Square. 15% of respondents rated the current mix of sit down restaurants in Central Square as “good” in meeting their current needs compared to 67% of respondents rating them “poor.” 56% of the respondents also would like to see new/more sit down restaurants in Central Square.

**Chart 49: Rating of Existing Sit Down Restaurants**



**Chart 50: New/More Sit Down Restaurants**



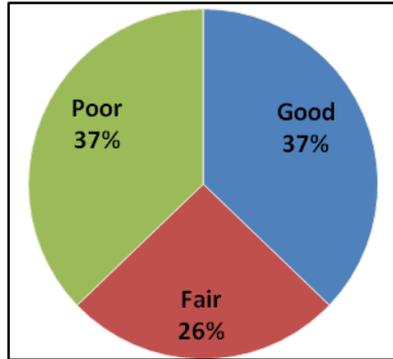
<sup>15</sup> Take Out Restaurants are defined as food establishments with limited seating capacity, a register at the counter and take out capability. Examples in Central Square include, but are not limited to: Four Burgers, McDonald’s and Picante Mexican Grill.

<sup>16</sup> Sit Down Restaurants are defined as restaurants with a formal sit down area and/or bar. Examples in Central Square include, but are not limited to: Craigie on Main, Rendezvous and Passage to India.

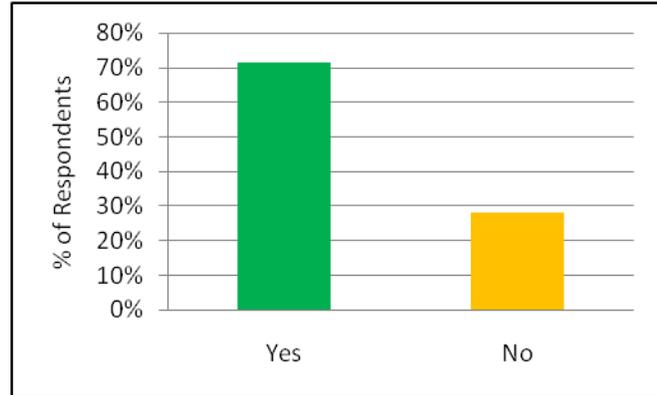
**Theater**

Theater was hard to capture accurately due to respondents being unclear about the two performing arts theaters<sup>17</sup> in Central Square and many respondents assumed that the surveyor meant a movie theater. As a result, this made the “poor” ratings perhaps higher than intended. 37% of those surveyed did rate that the current theaters in the Square as “good” in meeting their needs and 72% of the respondents felt that there should be new/more theaters in Central Square.

**Chart 51: Rating of Existing Theaters**



**Chart 52: New/More Theaters**

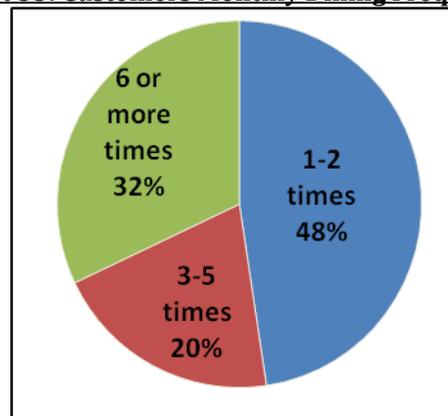


**Frequency of Dining and Entertainment Trips to Central Square**

Central Square has a concentration of entertainment venues (including music, dance and theater) and diverse dining options that are utilized by the public. 48% of respondents said they come to Central Square one to two times a month for dining (any time of day) and 32% come 6 or more times a month for dining.

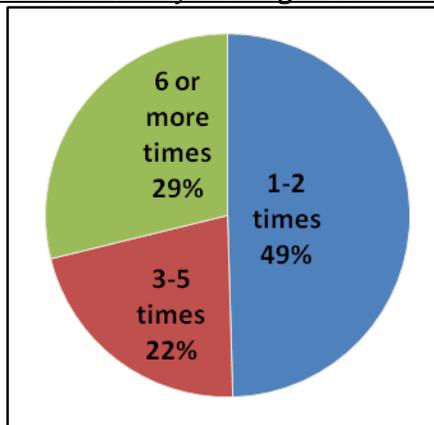
Respondents were also asked how many times per month they come for entertainment purposes in the evening. This was asked during the PM peak and evening slots. 49% of respondents said they come to Central Square 1-2 times a month for entertainment purposes and 29% come 6 or more times.

**Chart 53: Customers Monthly Dining Frequency**



<sup>17</sup> The two theaters identified in Central Square are the Central Square Theater and Improv Boston.

**Chart 54: Customers Monthly Evening Entertainment Frequency**

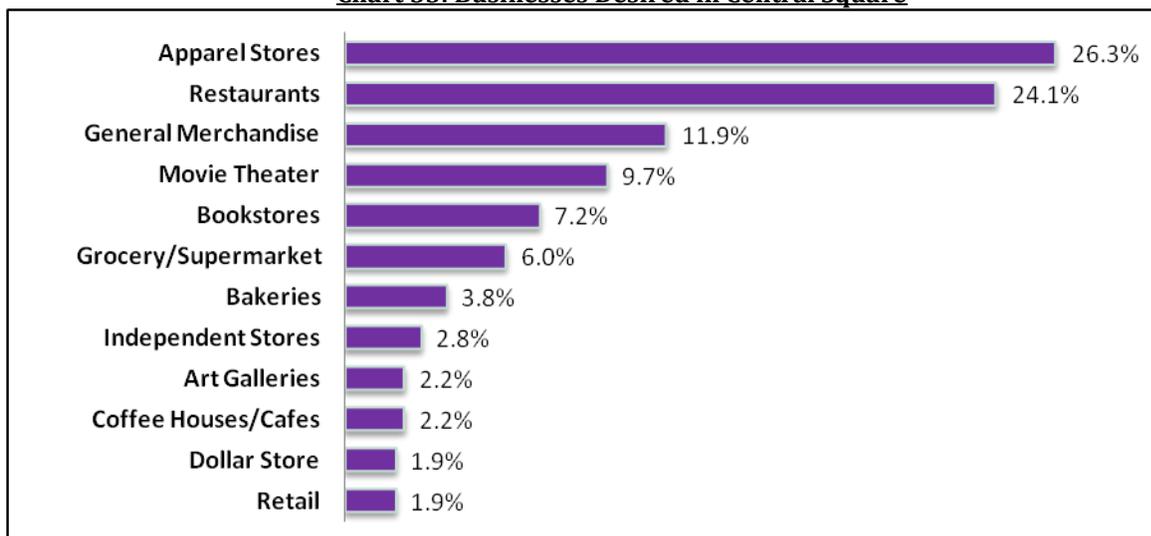


**3.5: Businesses Desired**

In addition to the mix of current businesses, respondents were asked an open-ended question of what types of businesses they would like to see in Central Square that are not there now. Responses were grouped together into general business types. The top ten desired businesses given were:

- Apparel Stores (men’s, women’s, children)
- Restaurants
- General Merchandise Stores
- Movie Theater
- Bookstores
- Grocery Stores (affordable)
- Bakeries
- Independent Stores
- Art Galleries and Coffee Houses/Cafes
- Dollar Stores and Retail Stores

**Chart 55: Businesses Desired in Central Square**



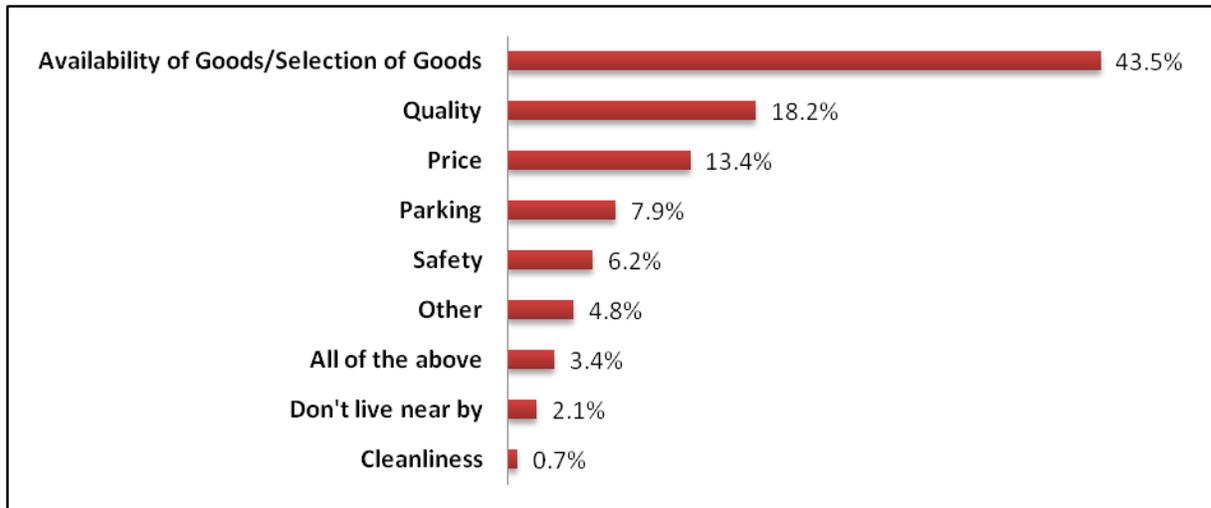
## **Section 4**

### **Section 4.1: Characteristics of Square**

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

Respondents were asked “What would make you shop more often in Central Square?” and based on the following choices: quality, price, availability/selection of goods, parking and safety. The two top responses were “Availability/Selection of Goods” (43.5%) and “Quality” (18.2%).

**Chart 56: “What Would Make You Shop More Often in Central Square?” Responses**



Other responses included: lack of necessities, no general store, no apparel and business hours.

### **Characteristics Ratings**

Respondents were additionally asked to rate 13 characteristics of Central Square. The rating scale was “good”, “fair”, or “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 asked were:

- Access to convenient parking
- Access to public transportation
- Ability to find what you want
- Quality of goods and services
- Prices of goods and services
- Friendliness of service in shops
- Attractiveness of storefronts
- Cleanliness of area
- Safety
- Business hours
- Presence of independent businesses
- Availability of ethnic products and services
- Ability to conduct business in native tongue
- Outdoor and nightlife activity

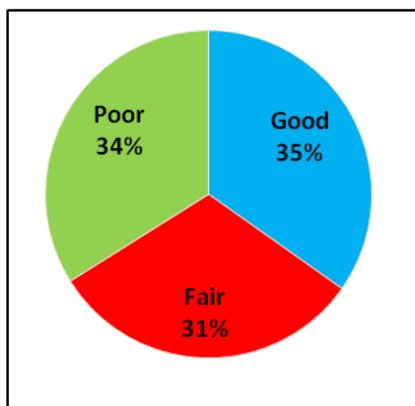
Characteristics that the majority of respondents rated “good” (defined by a score of 50% or more) were:

- Access to public transit
- Business hours
- Friendliness of service in shops
- Outdoor and nightlife activity
- Availability of ethnic products and services
- Presence of independent businesses

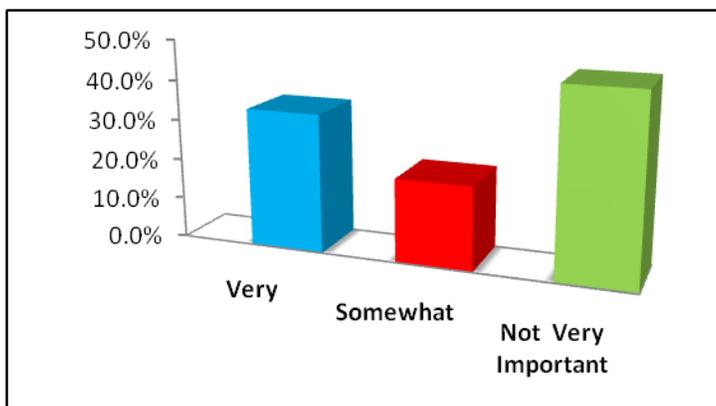
**Access to Convenient Parking**

35% of respondents feel that access to convenient parking is “good” in Central Square and 45% stated that parking is “not very important” when they decide where to shop. As we mentioned in Section 2, over 50% of the surveyed customers walk to the Square, which may explain why a majority felt parking was not important.

**Chart 57: Access to Parking Rating**



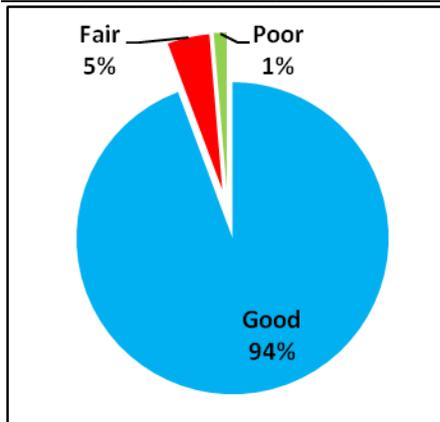
**Chart 58: Access to Parking Importance**



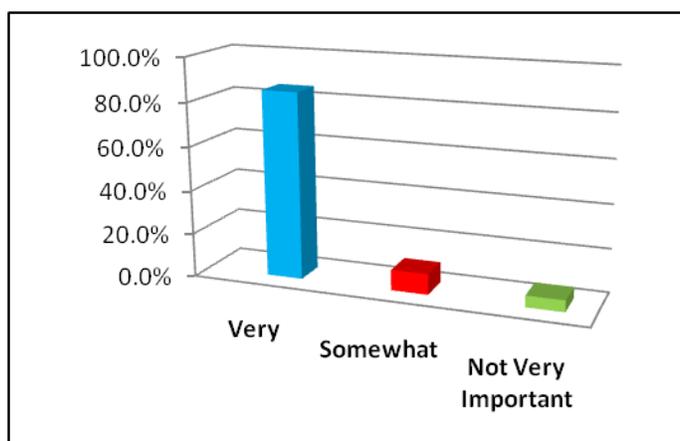
**Access to Public Transportation**

94% of respondents feel that access to public transit is “good” in Central Square and 85% stated that public transit is “very important” in when they decided to where shop.

**Chart 59: Access to Public Transit Rating**



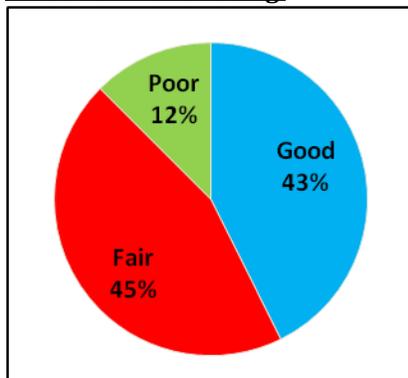
**Chart 60: Access to Public Transit Importance**



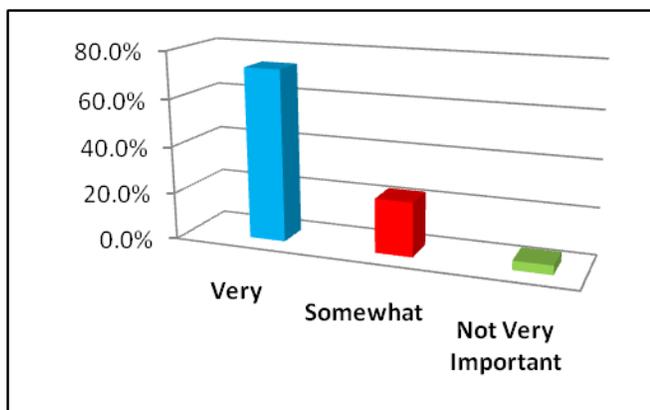
**Ability to Find Products and Services**

43% of respondents feel that the ability to find products and services (asked as “the ability to find what you want”) is “good” in Central Square and 73% said that is “very important” to them.

**Chart 61: Ability to Find What You Want Rating**



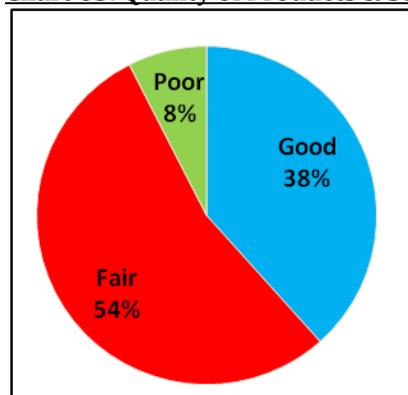
**Chart 62: Ability to Find What You Want Importance**



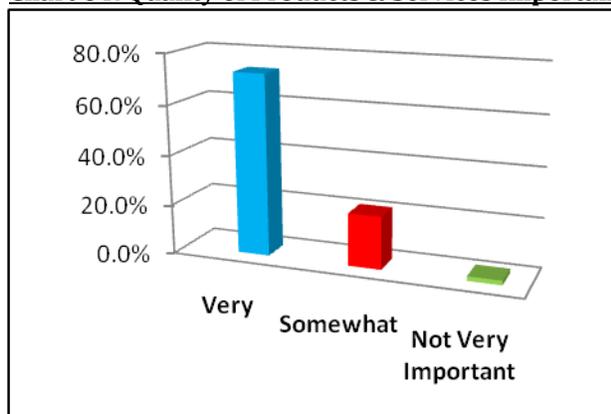
**Quality of Goods and Services**

38% of respondents feel that the quality of goods and services in Central Square are “good” and 54% of respondents feel the quality of goods as “fair”. 73% stated that quality of goods and services is “very important” to them in deciding where to shop.

**Chart 63: Quality of Products & Services Rating**



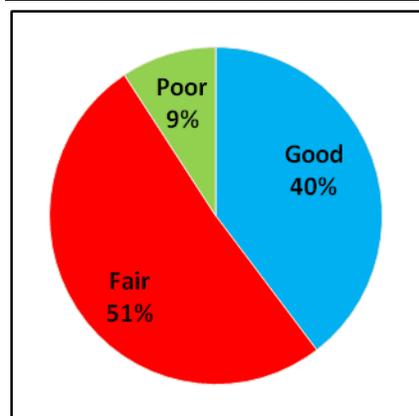
**Chart 64: Quality of Products & Services Importance**



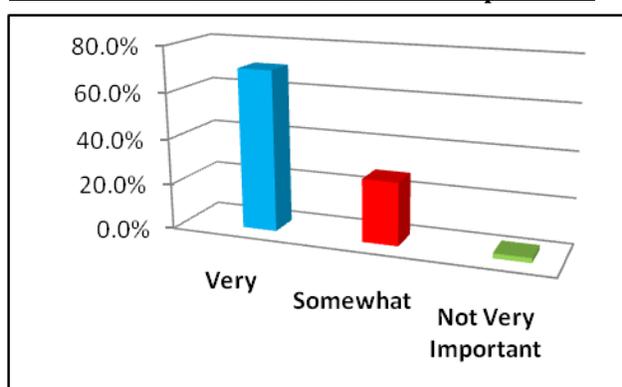
**Prices**

40% of respondents feel that prices of products and services in Central Square were “good.” 70% of respondents feel that prices are “very important” in their decision of where to shop.

**Chart 65: Prices of Goods & Services Rating**



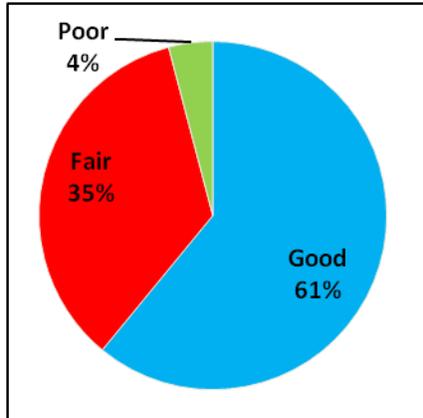
**Chart 66: Prices of Goods & Services Importance**



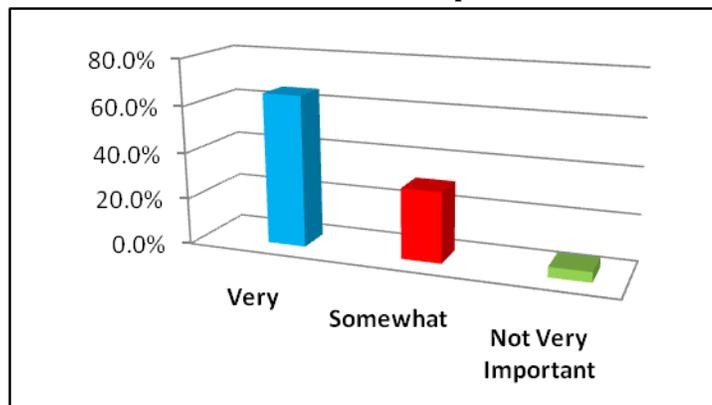
**Friendliness of Service in Shops**

61% of respondents stated that the friendliness of service in Central Square shops is “good” and 65% of respondents believe that is a “very important” when deciding where to shop.

**Chart 67: Friendliness of Service Rating**



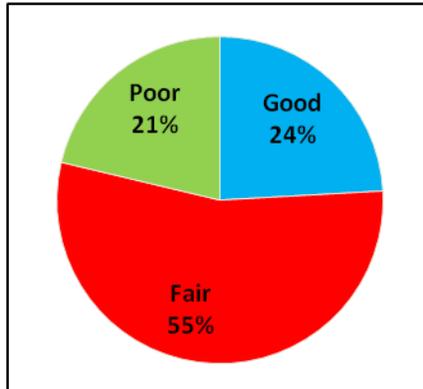
**Chart 68: Friendliness of Service Importance**



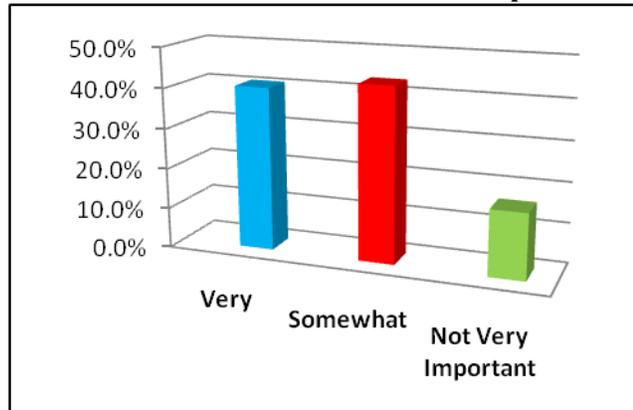
**Attractiveness of Storefronts**

24% of respondents feel that the attractiveness of the storefronts is “good” in Central Square and 55% feel it is “fair.” In addition, 41% stated that attractiveness of the storefronts is very important to them.

**Chart 69: Attractiveness of Storefronts Rating**



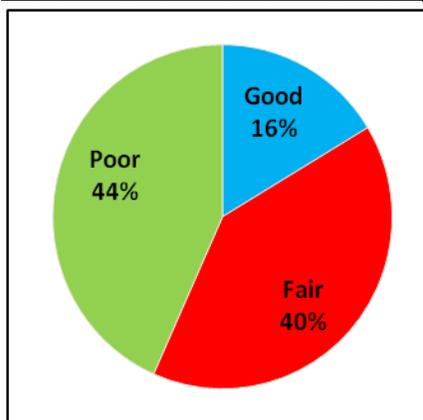
**Chart 70: Attractiveness of Storefronts Importance**



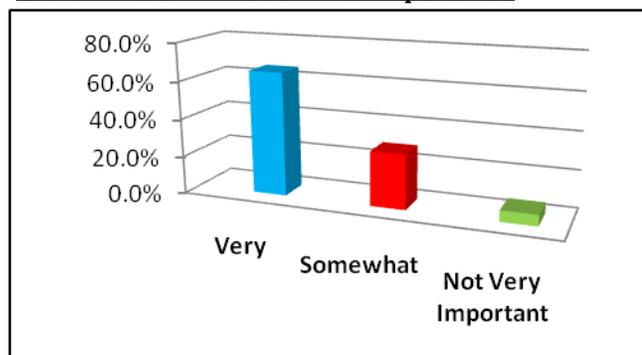
**Cleanliness of the Area**

16% of respondents feel that cleanliness of the area is “good” in Central Square and an additional 40% believe it is “fair.” 65% of respondents stated that cleanliness of the area is “very important” to them.

**Chart 71: Cleanliness of Area Rating**



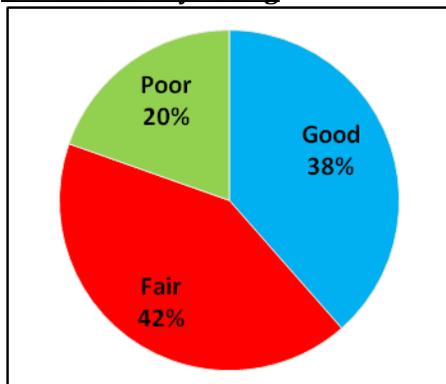
**Chart 72: Cleanliness of Area Importance**



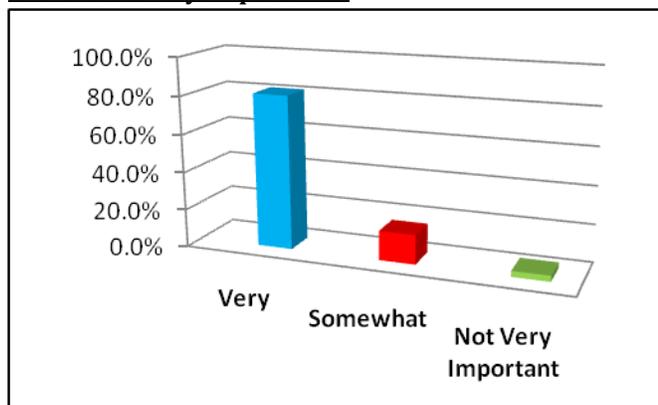
**Safety**

38% of respondents feel that safety is “good” in Central Square and an additional 42% believe it is “fair.” 81% of those surveyed stated that safety is “very important” to them.

**Chart 73: Safety Rating**



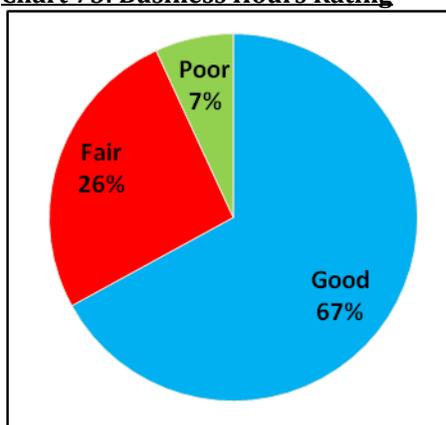
**Chart 74: Safety Importance**



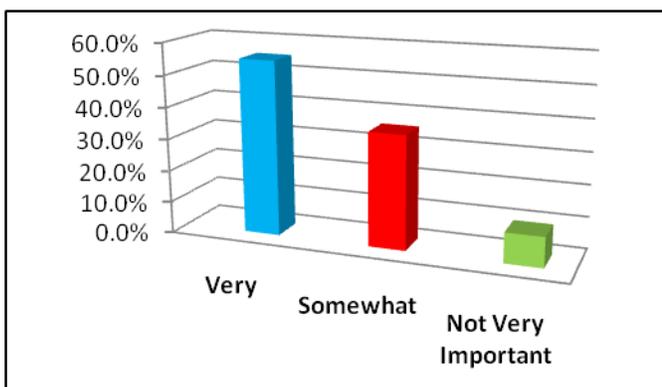
**Business Hours**

67% of respondents feel that the business hours in Central Square are “good” and 55% of respondents stated that business hours are “very important” to them.

**Chart 75: Business Hours Rating**



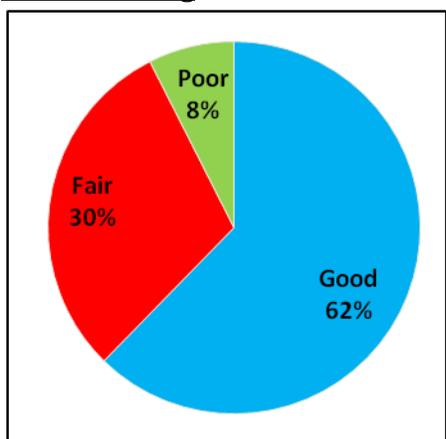
**Chart 76: Business Hours Importance**



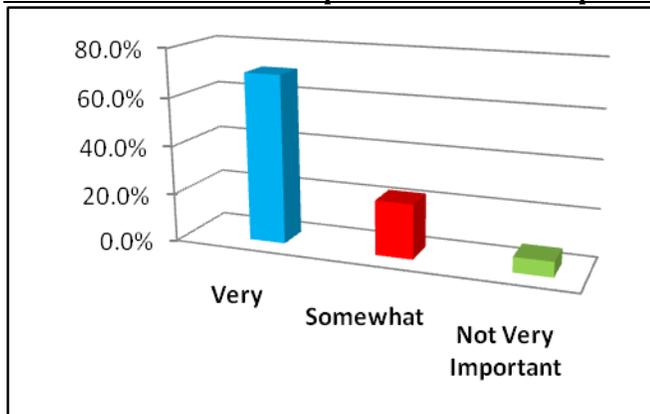
**Presence of Independent Businesses**

62% of respondents feel that the presence of independent businesses in the square is “good” and 70% of respondents stated that the presence of independent businesses is “very important” to them.

**Chart 77: Presence of Independent Business Rating**



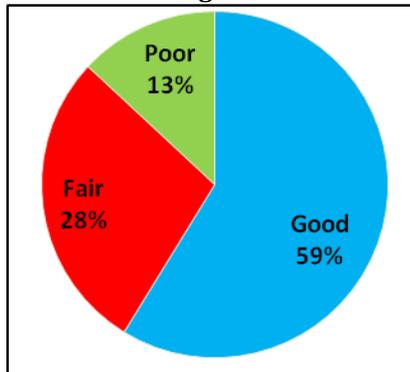
**Chart 78: Presence of Independent Business Importance**



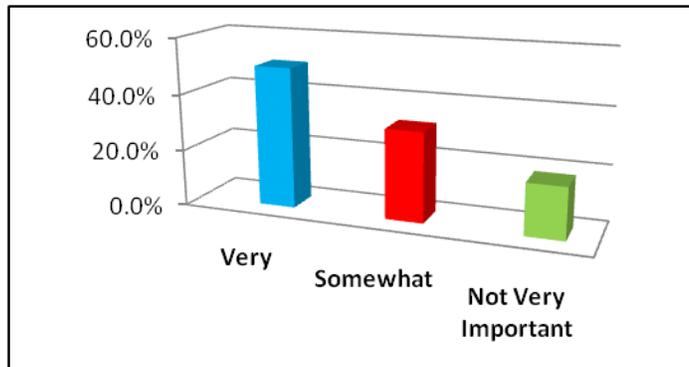
**Availability of Ethnic Products and Services**

59% of respondents feel that the availability of ethnic products and services in Central Square are “good” and 50% stated that this availability was “very important” to them.

**Chart 79: Availability of Ethnic Products & Services Rating**



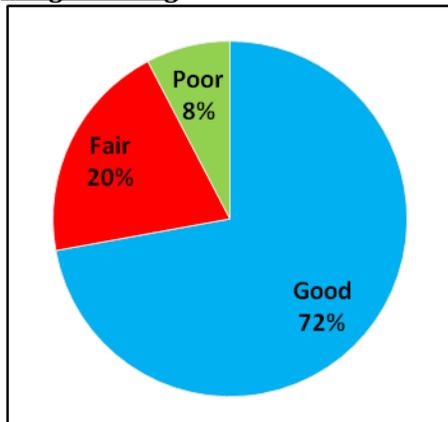
**Chart 80: Availability of Ethnic Products & Services Importance**



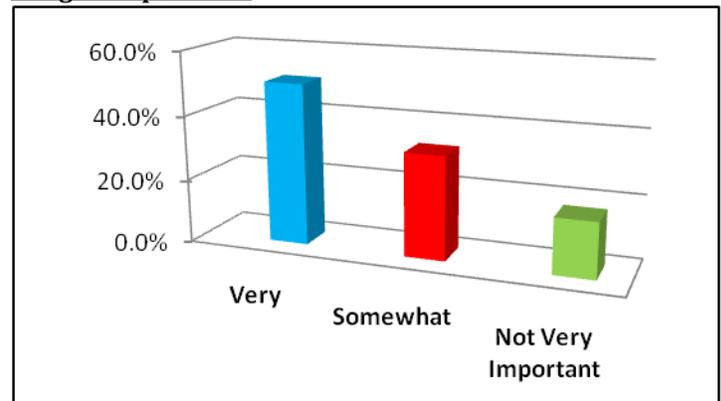
**Ability to Conduct Business in Native Tongue**

72% of respondents feel that the ability to conduct business in native tongue is “good” and 51% stated that the ability to conduct business in their native tongue was “very important” to them.

**Chart 81: Conduct Business in Native Tongue Rating**



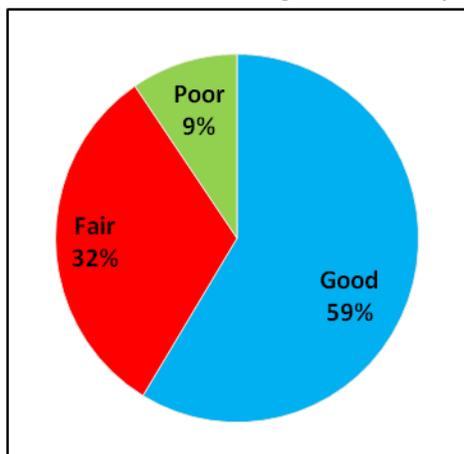
**Chart 82: Conduct Business in Native Tongue Importance**



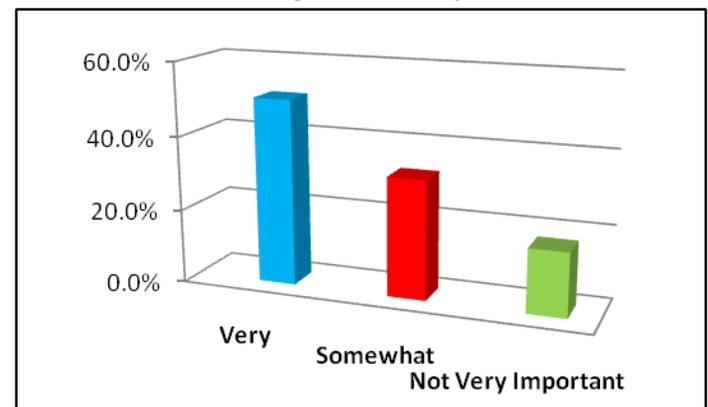
**Outdoor and Nightlife Activity**

59% of respondents feel that the outdoor and nightlife activity in Central Square is “good” and 50% stated that outdoor and nightlife activity is “very important” to them.

**Chart 83: Outdoor & Nightlife Activity Rating**



**Chart 84: Outdoor & Nightlife Activity Importance**



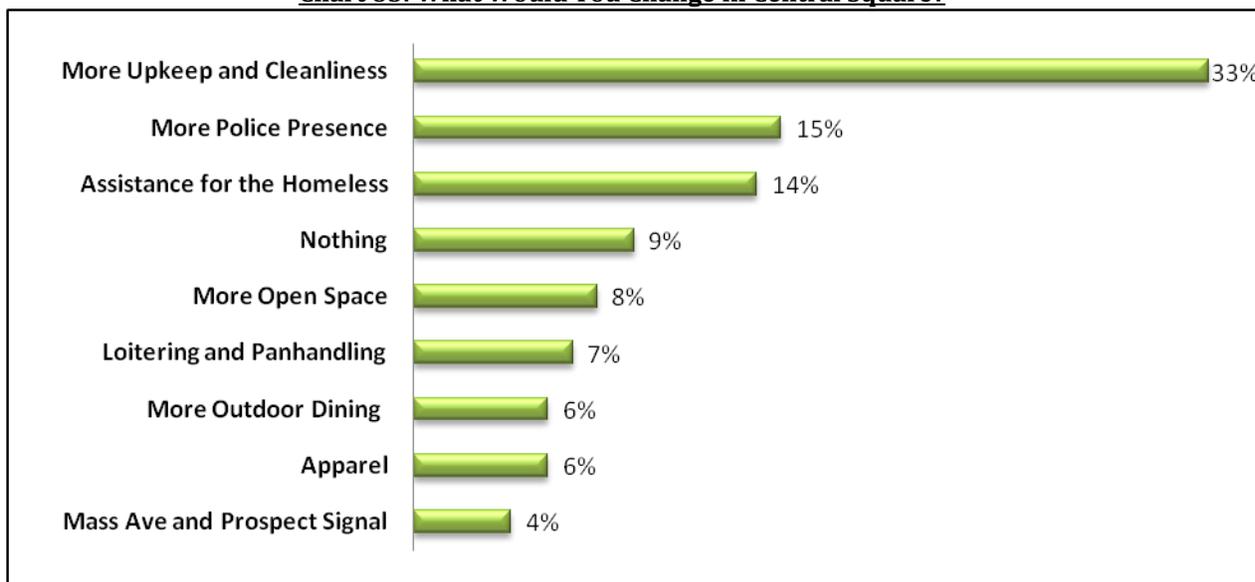
## **4.2 Vision Responses**

Respondents were given the opportunity to answer an open-ended question at the end of the survey. The 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 the majority of respondents felt should change, keep or eliminate in the district. The findings are below.

### **Change**

The top two responses to change were “up keep and cleanliness” (33%) and “more police presence” (15%). It’s interesting to note that 9% of those who responded felt that “nothing” should change, which was common among all three portions of the question.

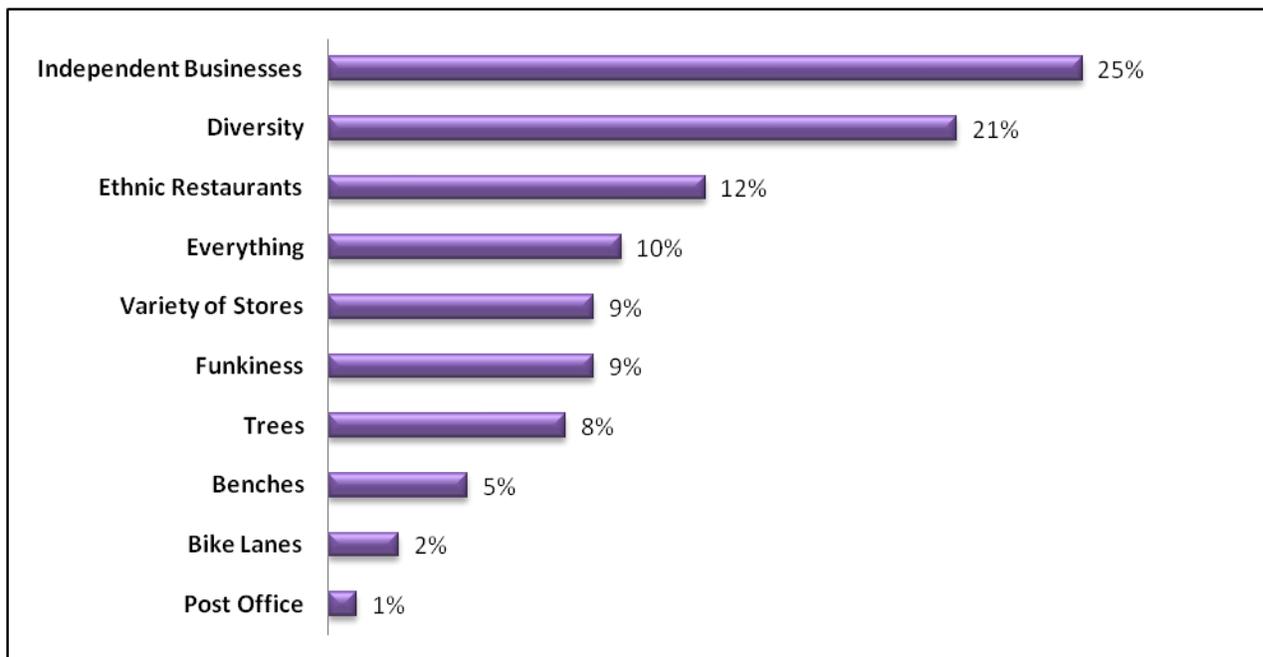
**Chart 85: What Would You Change in Central Square?**



**Keep**

Top two responses to keep were independent businesses (25%) and diversity (21%). Similar to “nothing” under “change” responses, 10% of respondents thought “everything” should be kept in Central Square.

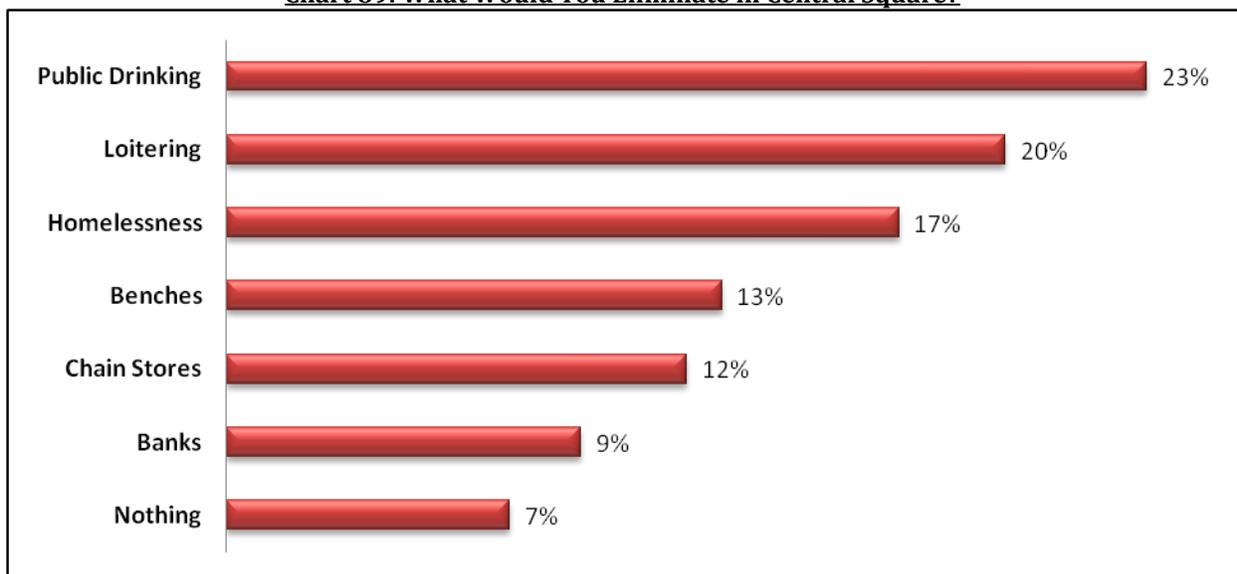
**Chart 86: What Would You Keep in Central Square?**



**Eliminate**

Top two responses to eliminate in Central Square were “public drinking” (23%) and “loitering” (20%). Similarly to “Change” and “Keep”, 7% of respondents felt “nothing” should be eliminated from Central Square.

**Chart 89: What Would You Eliminate in Central Square?**



# 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: \_\_\_\_\_

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

Date: \_\_\_\_\_ TIME OF DAY: \_\_\_\_\_AM Peak (7am-9am) \_\_\_\_\_ NOON \_\_\_\_\_PM Peak (4pm-6pm) \_\_\_\_\_Evening

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

\_\_\_\_ Shopping      \_\_\_\_ Dining      \_\_\_\_ Recreation (Gym, Hang out)      \_\_\_\_ Event/Entertainment      \_\_\_\_ Healthcare  
 \_\_\_\_ Work      \_\_\_\_ City Hall/Post Office      \_\_\_\_ Services (lawyer)      \_\_\_\_ Transportation      Other: \_\_\_\_\_

**2. What was your location prior to coming to Central Square?**

\_\_\_\_ Home      \_\_\_\_ Work      Other: \_\_\_\_\_      \_\_\_\_ Refused

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

\_\_\_\_\_

**4. What type of businesses do you would like to see that are not here now?**

\_\_\_\_\_

**5. How often do you use services or shops in Central Square (Check only 1)**

\_\_\_\_ 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

**6. How long is your average visit to Central Square?**

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

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

\_\_\_\_ Bike      \_\_\_\_ Walk      \_\_\_\_ Bus      \_\_\_\_ Subway      \_\_\_\_ Drive      \_\_\_\_ Carpool/Ride with someone

**8. Please rate how well the current businesses in Central 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                       |
| Groceries                      | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Healthcare (dentists, doctors) | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Furnishings/Home Goods         | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| 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"/> |
| Music Stores                   | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Apparel (Women's)              | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Apparel (Men's)                | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Apparel (Children's)           | <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 shop                    | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Restaurants (Take out)         | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Restaurants (Sit Down)         | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Hardware                       | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Gifts/Jewelry                  | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |
| Shoe Stores                    | <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"/> |
| Beauty Supplies                | <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"/> |
| Theater                        | <input type="checkbox"/>                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                      | <input type="checkbox"/> |

9. **Approximately how many times a month do you come to Central Square for entertainment purposes in the evening?** \_\_\_1-2 \_\_\_3-5 \_\_\_5 or more times (ONLY ASK IN EVENING SLOT)

**For dining proposes?** \_\_\_1-2 \_\_\_3-5 \_\_\_5 or more times (ASK ALL TIMES)

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

\_\_\_\_\_ Quality \_\_\_\_\_ Price \_\_\_\_\_ Availability/Selection of Goods \_\_\_\_\_ Parking \_\_\_\_\_ Safety  
Other \_\_\_\_\_

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

| Service/Product                               | Rate this characteristic of Central Square |                          |                          | How Important is that characteristic to you when decided where to 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"/> |
| Ability to find what you want                 | <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"/> |
| 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"/> |
| Availability of ethnic product and services   | <input type="checkbox"/>                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>                                                | <input type="checkbox"/> | <input type="checkbox"/> |
| Ability to conduct business in native tongue? | <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**

1. **What is your zip code?** \_\_\_\_\_

2. **Do you work in Cambridge?** \_\_\_ Yes \_\_\_ No

**Do you go to school in Cambridge?** \_\_\_ Yes \_\_\_ No

3. **Gender?** \_\_\_ Male \_\_\_ Female

4. **What is your age range?**

\_\_\_ 15 -19 \_\_\_ 20-24 \_\_\_ 25-34 \_\_\_ 35-44 \_\_\_ 45-54 \_\_\_ 55-59

\_\_\_ 60-64 \_\_\_ 65- 74 \_\_\_ 75-84 \_\_\_ 85 +

5. **What do you speak most often at home?**

\_\_\_ English \_\_\_ Spanish Other \_\_\_\_\_

6. **Do you:** \_\_\_ Rent or \_\_\_ Own your own residence?

7. **What is your ethnic background?**

\_\_\_ Hispanic \_\_\_ Non-Hispanic **If Non-Hispanic:** \_\_\_ Ethiopian \_\_\_ Haitian \_\_\_ Brazilian \_\_\_ Indian Other: \_\_\_\_\_

8. **What is your race?**

\_\_\_ White \_\_\_ Black or African American \_\_\_ American Indian or Alaska Native

\_\_\_ Asian \_\_\_ Native Hawaiian/Other Pacific Islander \_\_\_ Other

**VISION**

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

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

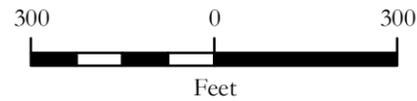
Keep: \_\_\_\_\_

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

# Central Square

Cambridge, Massachusetts

-  MBTA Subway Station
-  City Park or Playground
-  Public Plaza
-  Public School Grounds
-  Privately-Owned, Publicly-Accessible Park
-  Privately-Owned, Publicly-Accessible Plaza



Planimetric information displayed on this map was prepared through the use of photogrammetric methods from aerial photographs taken April 17, 2003. Certain features have been updated through other methods. This map is intended for planning purposes only.

Cambridge Community Development Department  
Cambridge GIS

