



# West Cambridge Residential Survey

Prepared by  
Opinion Dynamics Corporation

October 2004

# Executive summary

- **The survey was conducted from June 24<sup>th</sup> to June 30<sup>th</sup>.**
- **400 residents of West Cambridge were surveyed over the telephone, using a random-digit dialing method to ensure fair representation of the populace.**
- **The margin of error on the full, 400-member sample is +/- 4.9% at the mid-range of the 95% confidence interval. That is, when conducting 100 such surveys, 95 of them will yield results that are-at worst-4.9 points on either side of a given percentage.**
- **Nearly two thirds of respondents (64%) are homeowners; 35% are renters.**
- **Most (79%) would support low and moderate income housing. Respondents saw an equal need for more rental housing (32%) and more home ownership (28%) in Cambridge, 16% saw the need for both .**
- **Less than ten percent (8%) of the respondents believe that West Cambridge is a worse place to live than it was five years ago or that the quality of life will worsen five years from now (9%).**
- **Traffic (24%) and expense of living (18%) were listed as the aspects residents liked least about living in West Cambridge.**
- **Convenience to shops and resources (35%) and the parks and greenery (31%) were listed as the aspects residents liked most about living in West Cambridge.**
- **Seventy-one percent of respondents believe that West Cambridge is a good (37%) or excellent (34%) place to raise a child.**
- **Seventy-five percent of respondents believe that West Cambridge is a good (39%) or excellent (36%) place to retire.**
- **Seventy-two percent of renters, if they could buy a home anywhere, would buy a home in West Cambridge.**

# Methodology and Demographics

## *Employment Status*

Full-time	52%
Retired	24
Part-time	10
Full-time student	6
Homemaker	4
Unemployed	3

## *Household*

Couple without children	34%
Single, living alone	29
Couple with children	26
Living with roommates	5
Single parent	2

## *School Completed*

Some high school	2%
Graduated high school	7
Some college/technical school	6
College/technical school degree	34
Post graduate or professional degree	50

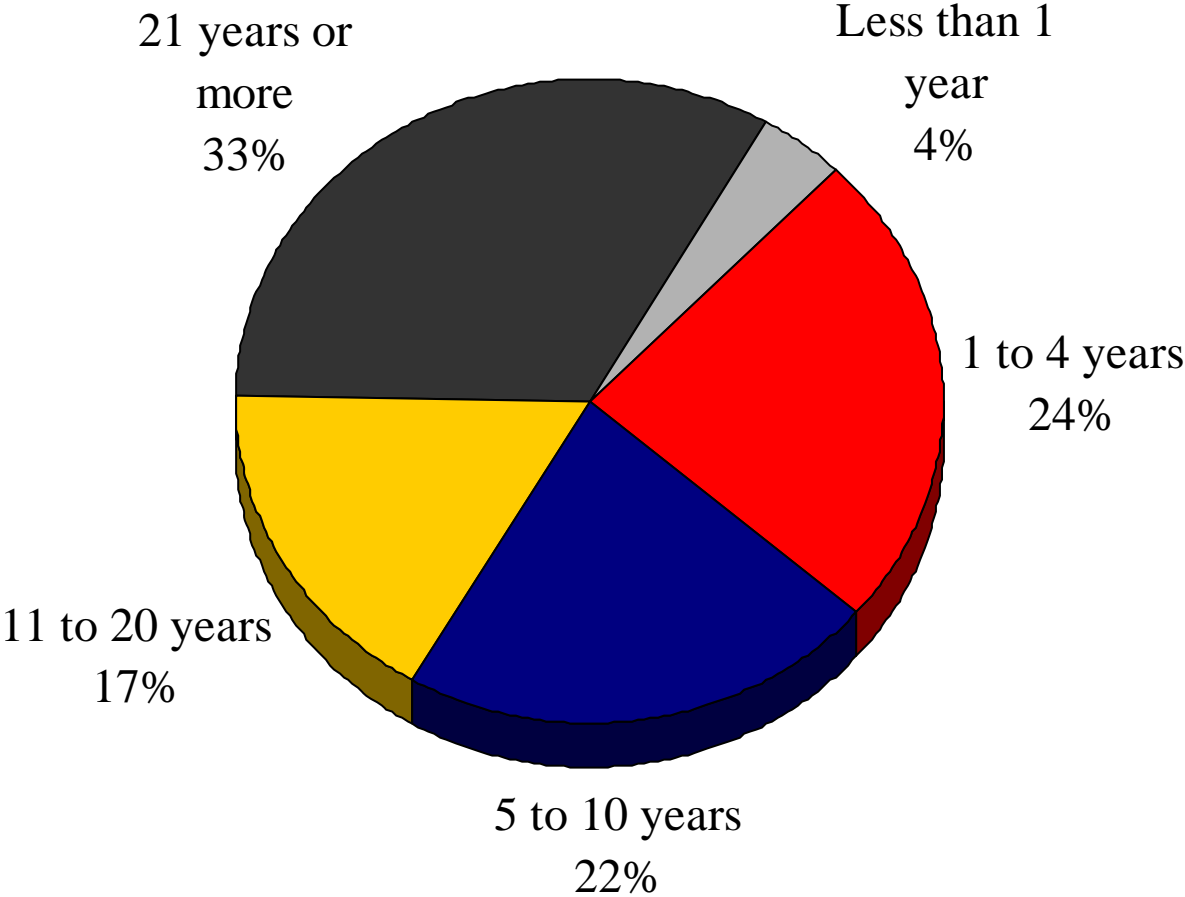
## *Race/Ethnicity*

White/Caucasian	90%
Asian/Pacific Islander	5
Black	2
Latin/Hispanic	1
Not sure/refused	3

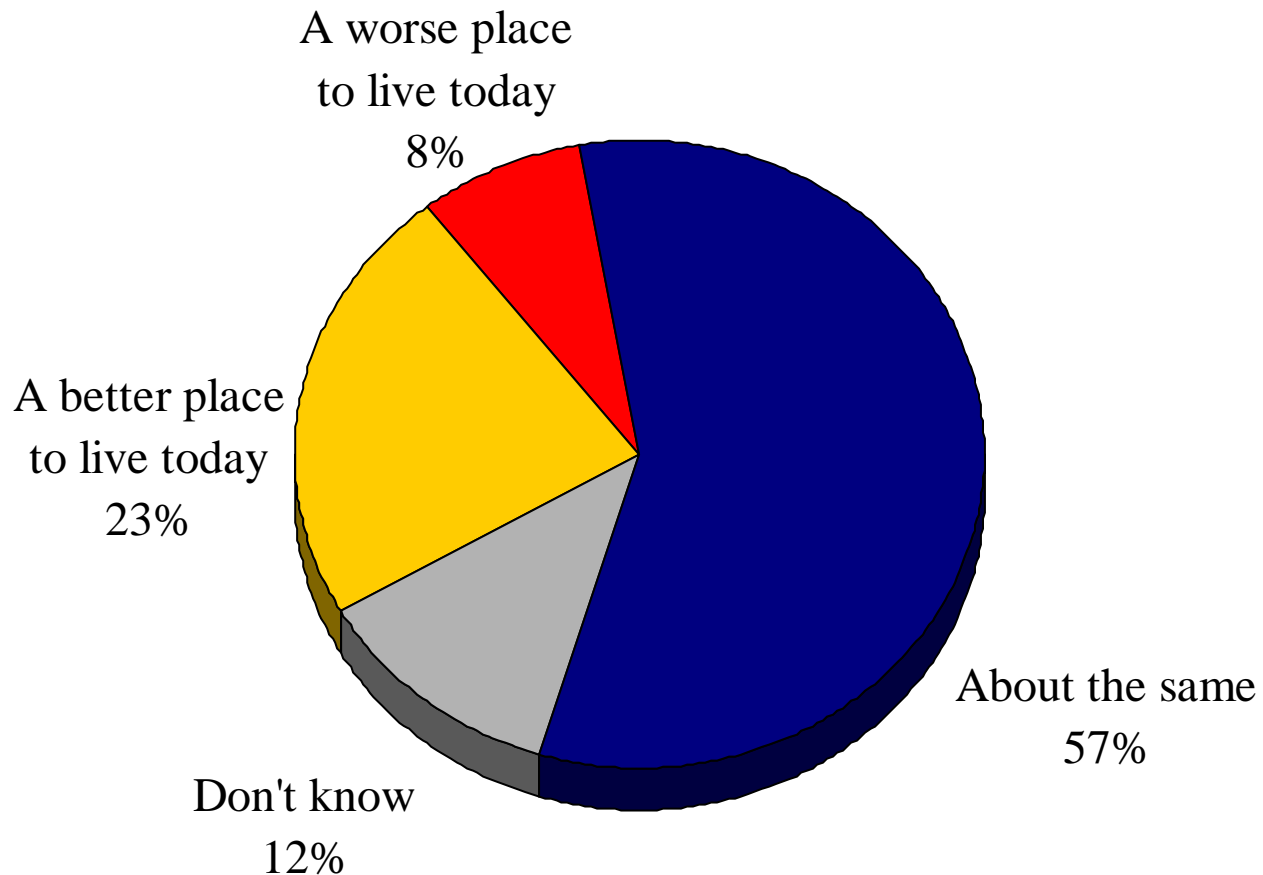
## *Age*

Under 20	1%
20 to 34	20
35 to 44	14
45 to 54	13
55 to 64	20
65 or older	29

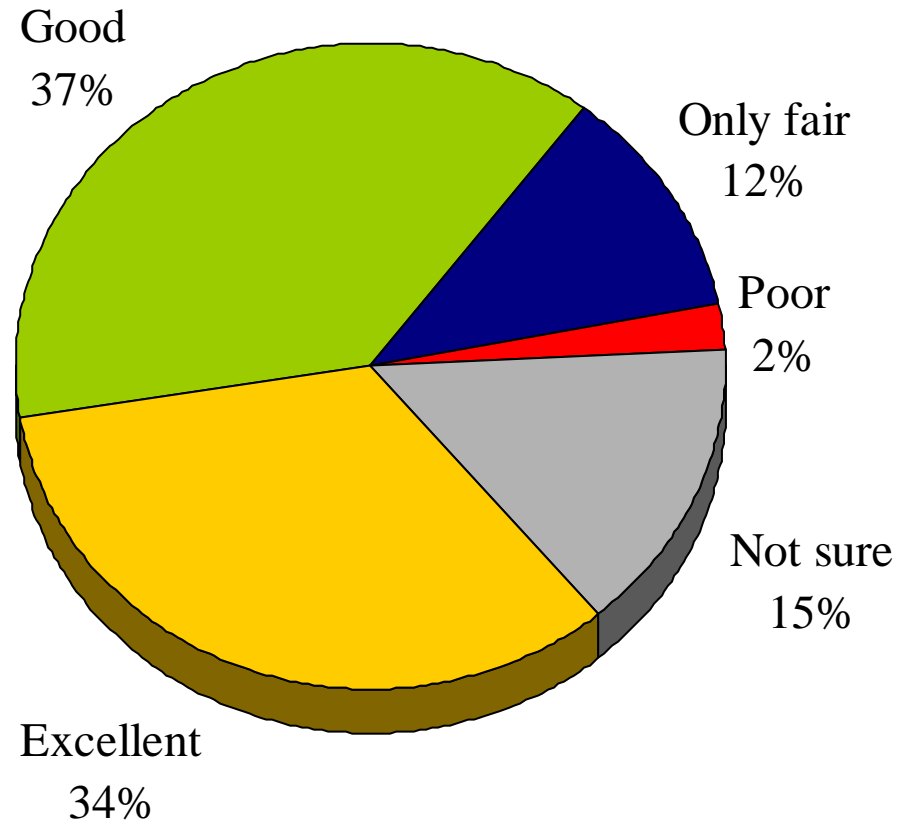
# How long have you lived in West Cambridge?



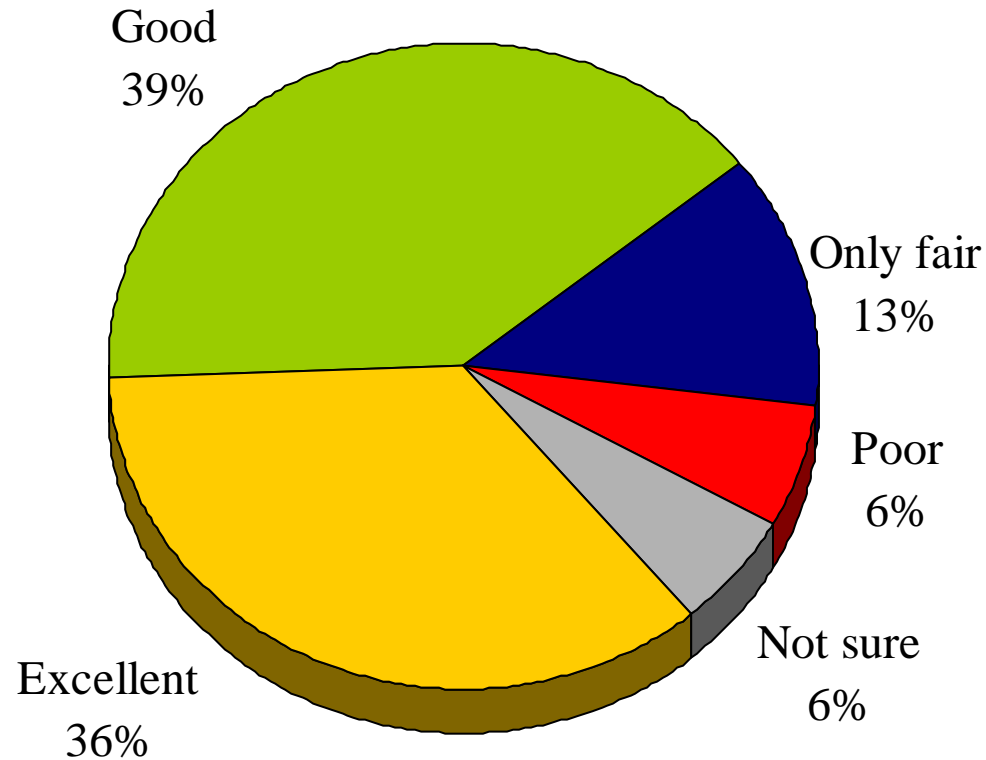
# Compared with five years ago, how would you rate West Cambridge as a place to live?



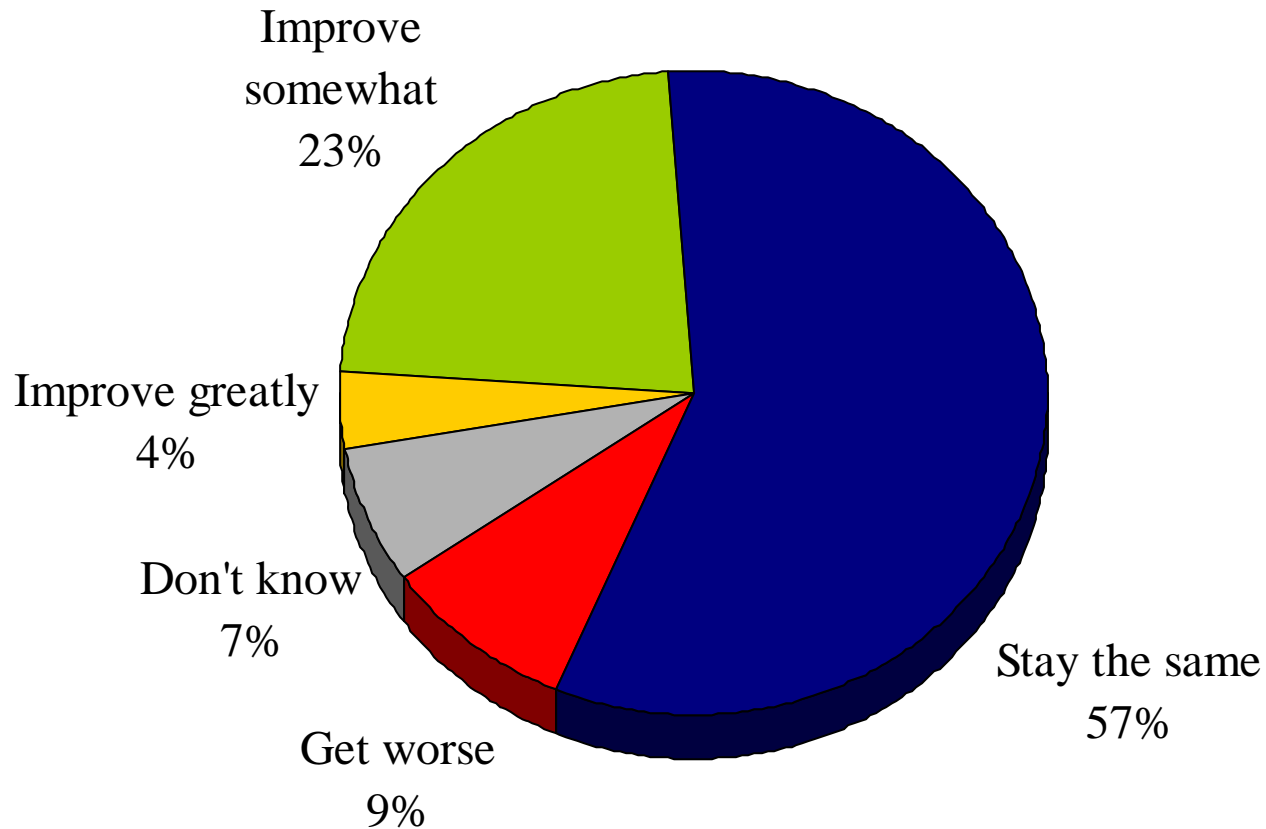
# How would you rate West Cambridge as a place to raise children?



# How would you rate West Cambridge as a place to retire?

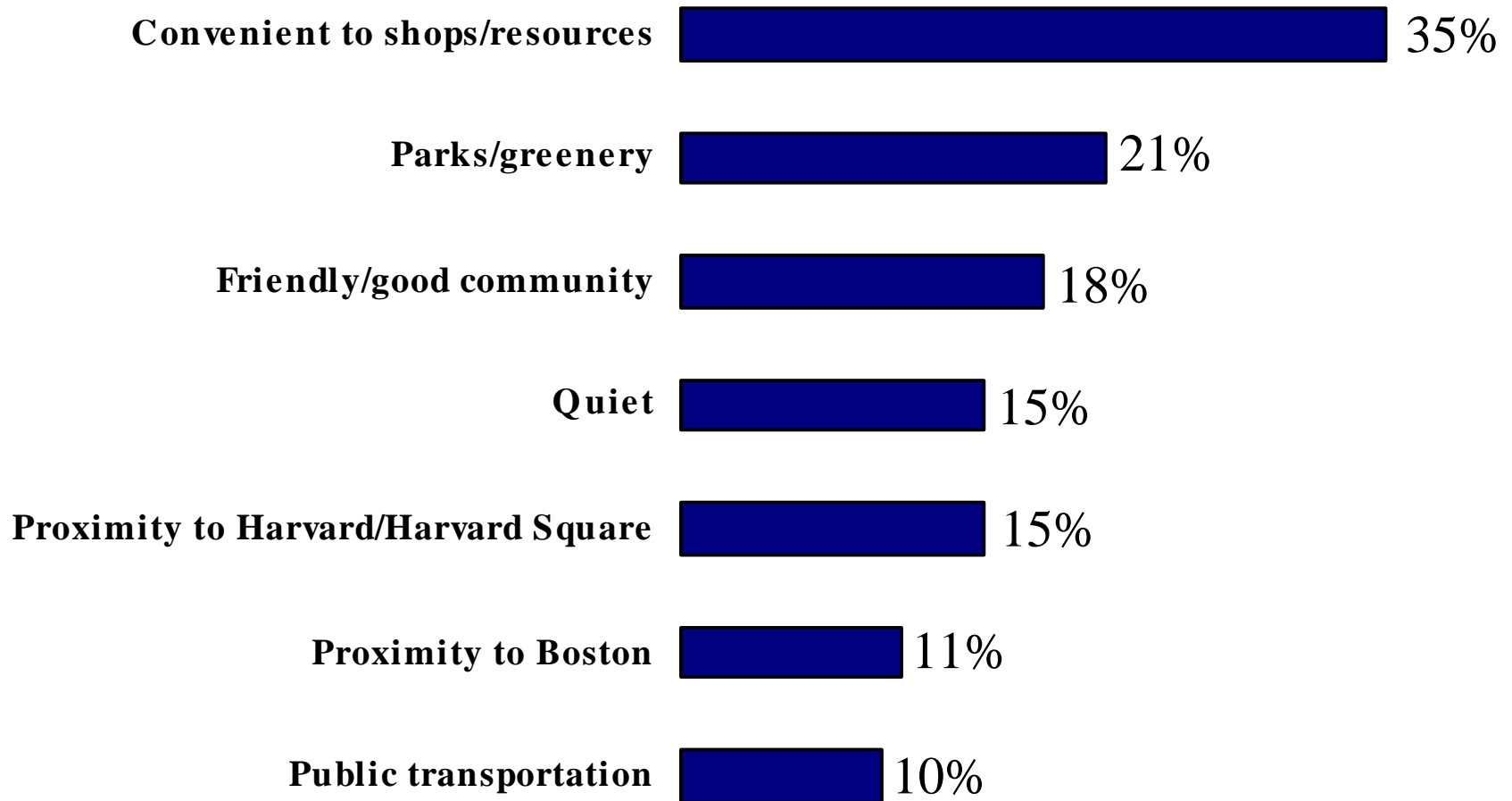


# In the next five years, do you expect the quality of life in West Cambridge to improve greatly, improve somewhat, stay the same or get worse?

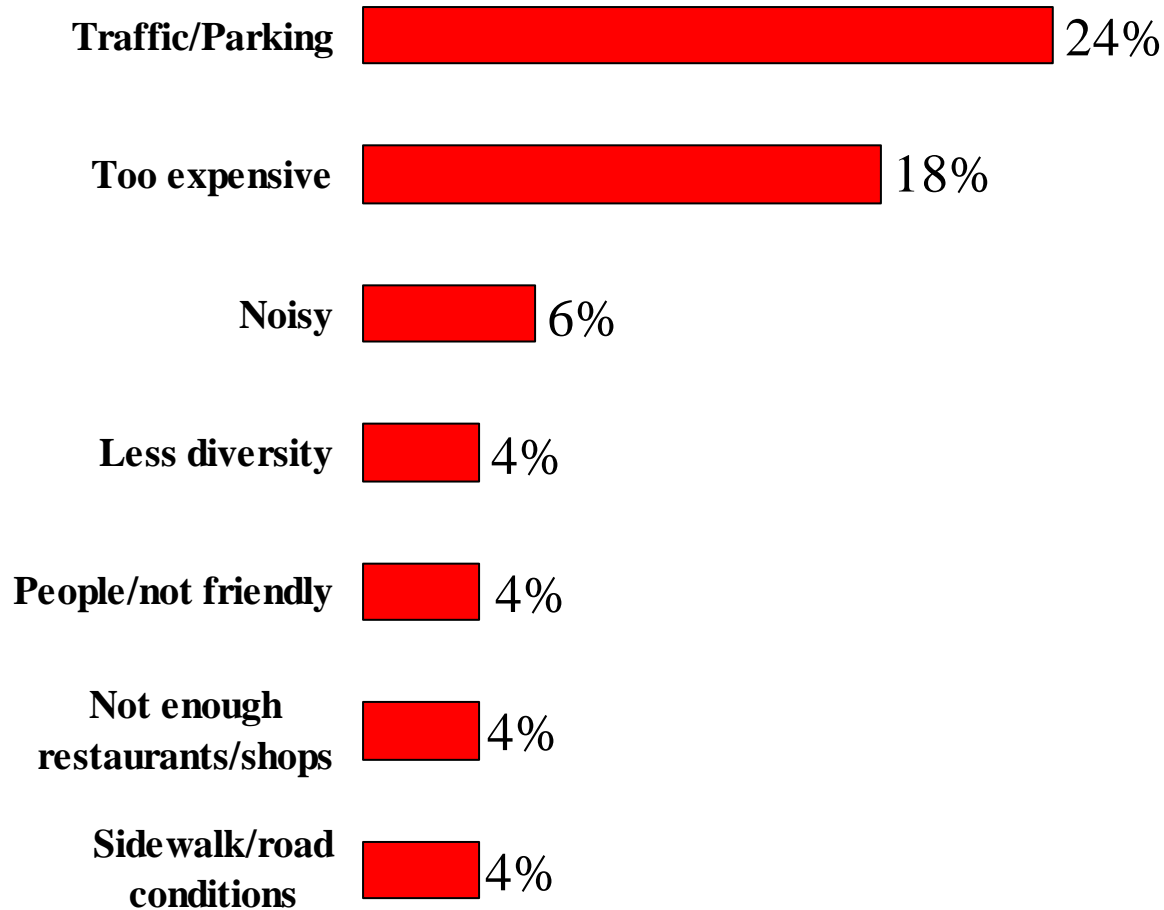




# What do you like most about living in West Cambridge?(multiple response)

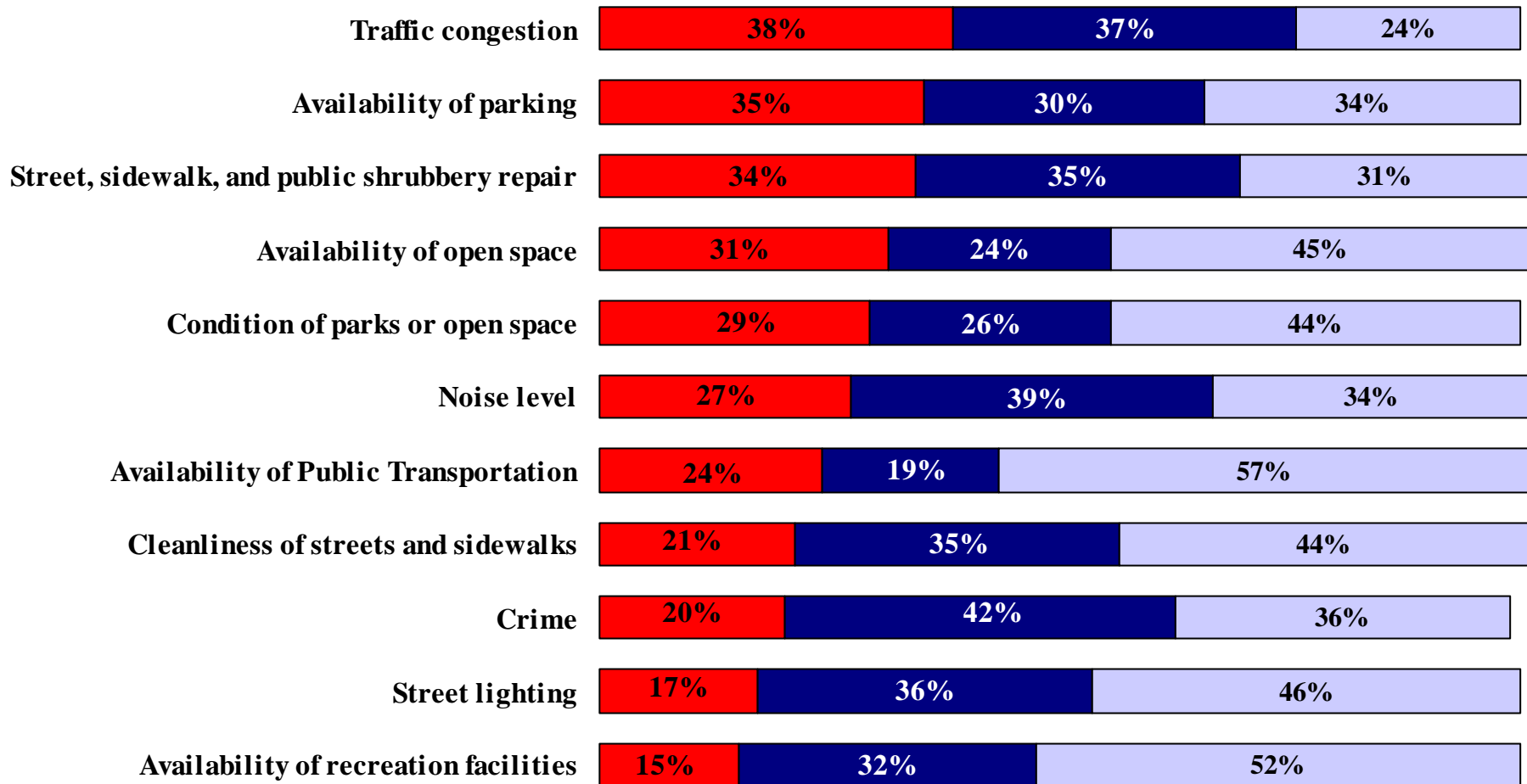


# What do you like least about living in West Cambridge? (multiple response)



# Please tell me whether each issue is a major concern for you, a minor concern, or not a concern at all

■ Major concern ■ Minor concern ■ Not a concern



# Specifically, why do you feel new commercial developments in Cambridge have had a positive/negative effect on West Cambridge?

	<u>Positive(31%)</u>	<u>Negative(8%)</u>	<u>No effect(30%)</u>
Too far away/Hasn't affected me	2%	3%	50%
New jobs/Contributes to taxes	35	3	--
Improved underdeveloped/depressed area	16	--	--
Overdevelopment	--	41	--
Positive comments(general)	9	--	--
Drives up property values/costs	3	15	--
Nice looking	6	--	--
Increases diversity	5	3	--
More housing	6	--	--
Traffic/Parking	--	18	--
More shops/restaurants/resources	5	--	--
Negative comments	--	9	--
Other	6	9	2
Don't know/refused	24	18	43

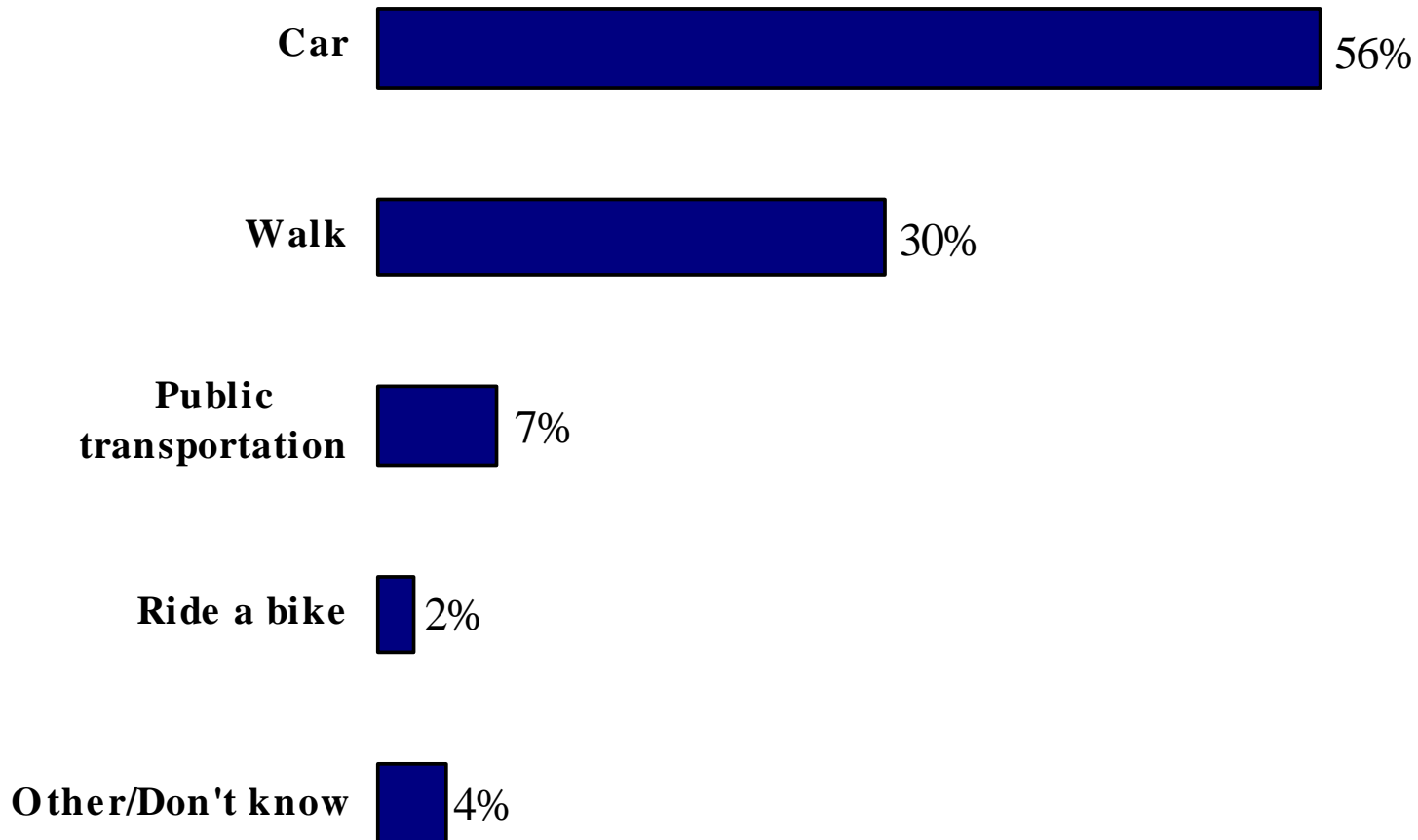
# Where do you shop for groceries most often?

Mt. Auburn Street Star Market	31%
Fresh Pond Whole Foods	30
Porter Square Star Market	8
Huron Village (Huron Market and/or Formaggio's)	6
Shaw's	4
Market Basket	3
Trader Joe's	3
Stop & Shop	2
Other	6
Don't know	2

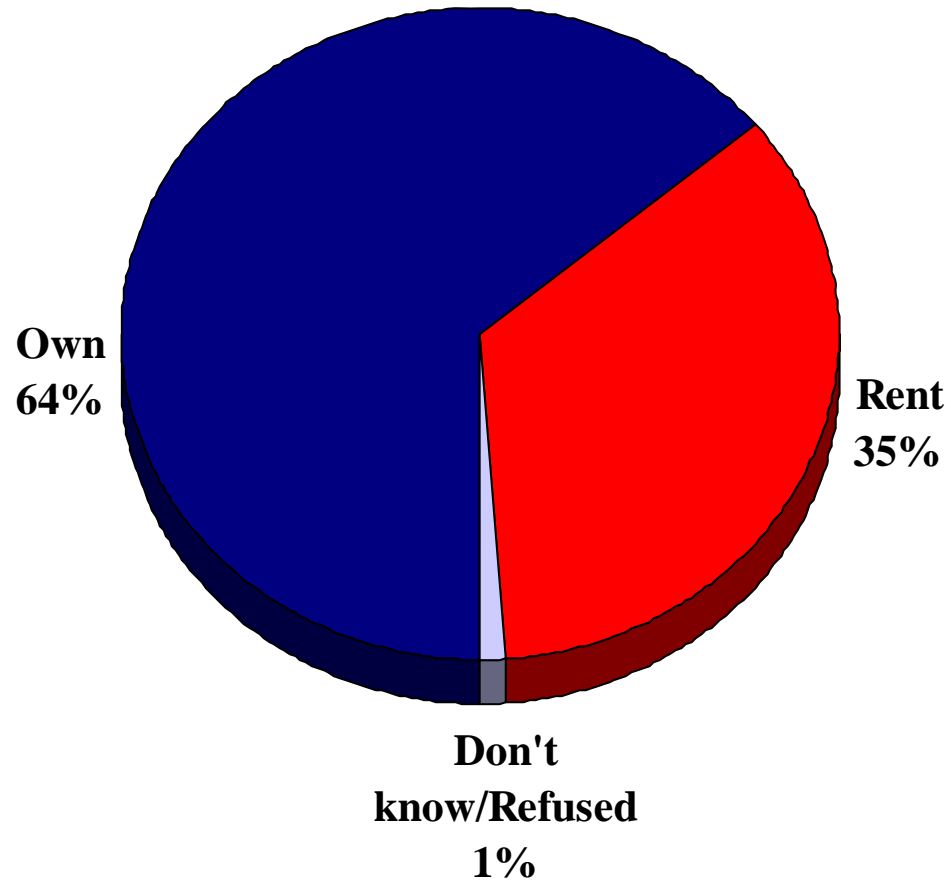
# Where do you shop and perform other errands most often?

Harvard Square	42%
Watertown and Belmont	16
Porter Square	11
Huron Village	4
Fresh Pond Mall	4
Boston	1
Burlington Mall	1
Central Square	1
Cambridgeside Galleria	1
Other	10
Don't know	8

# How do you run errands and go shopping?

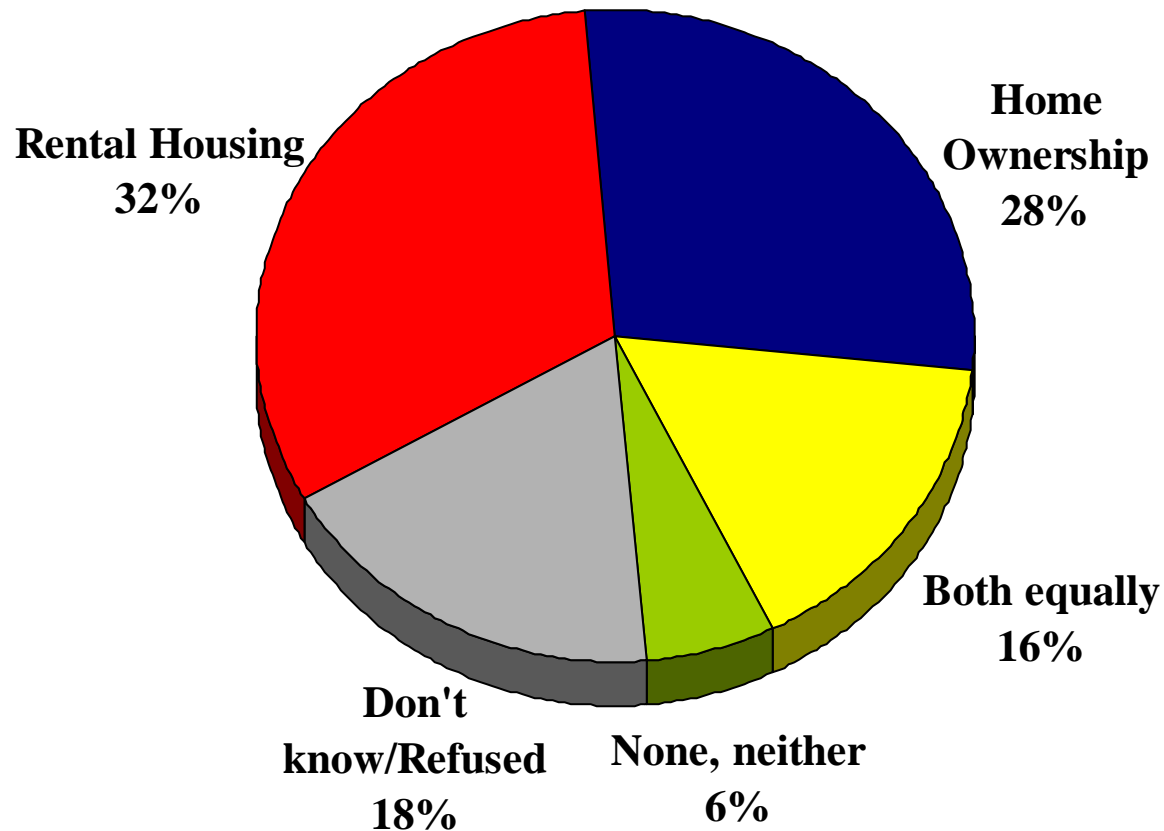


## Do you own or rent your home?

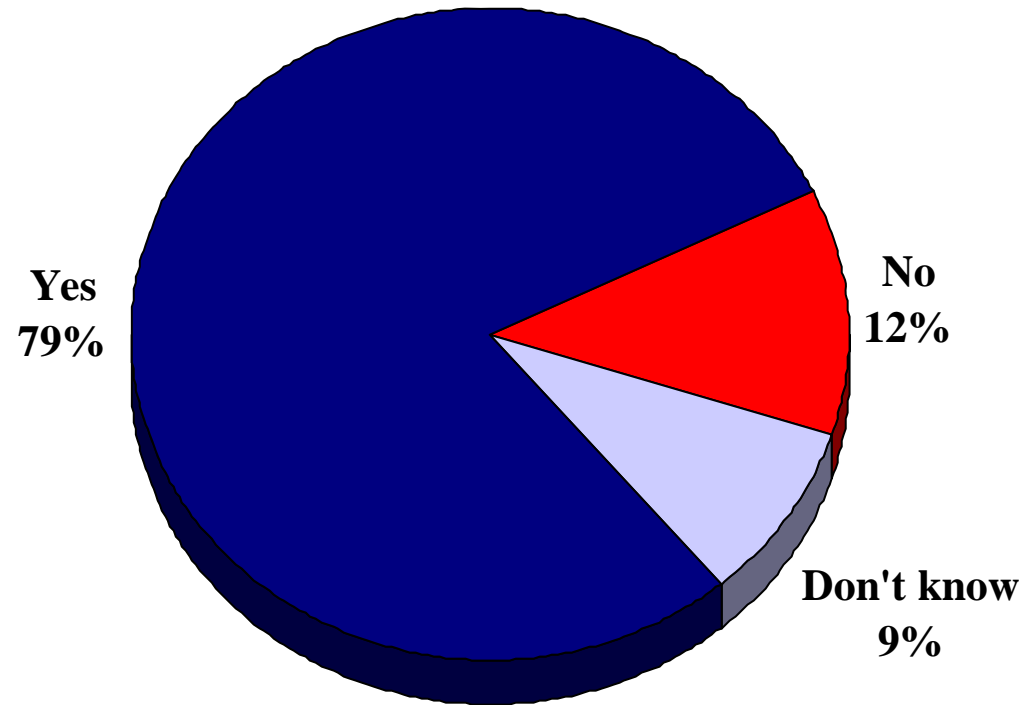




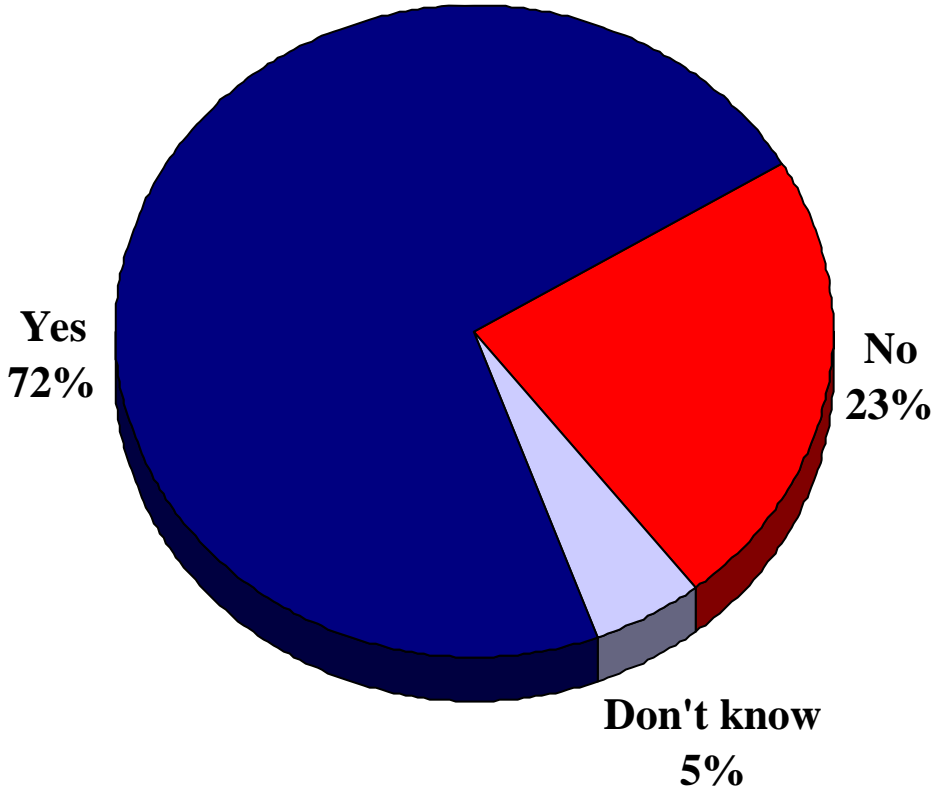
# Which one of the following two types of housing are needed more in West Cambridge?



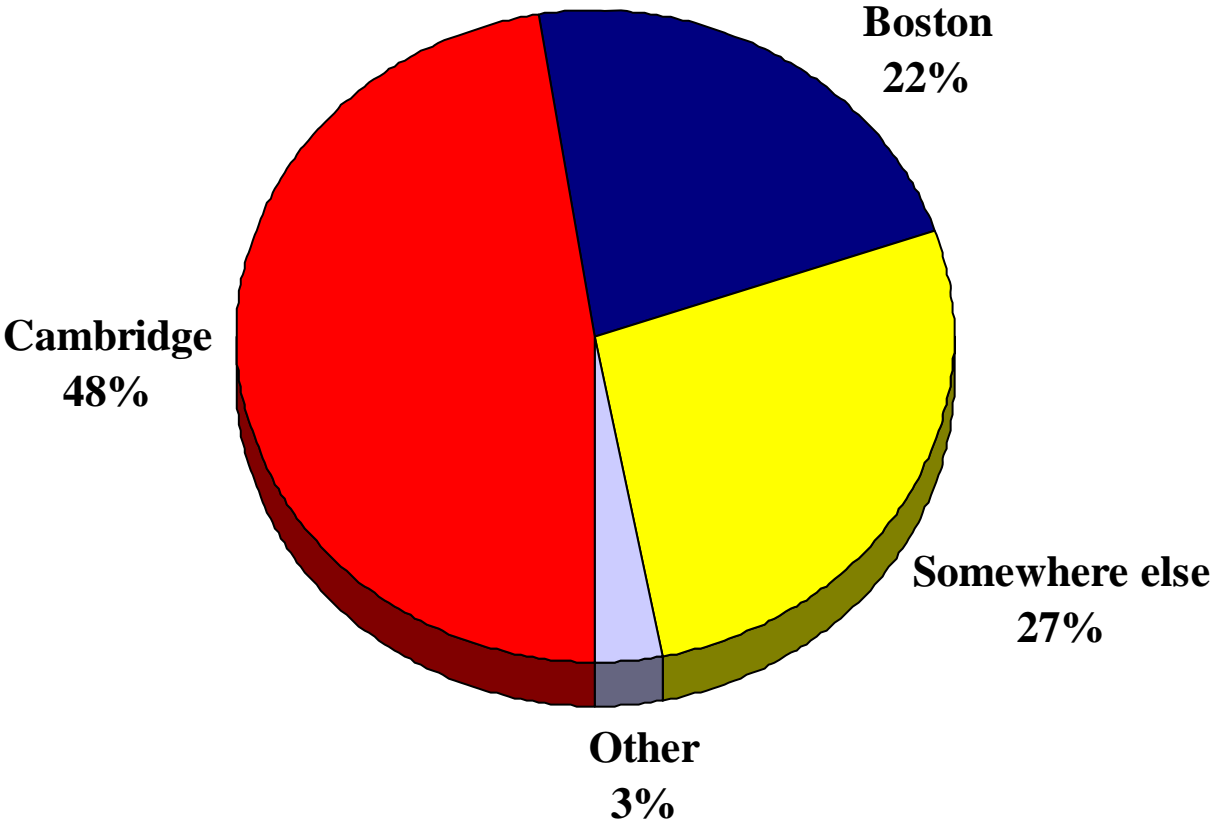
# Would you support additional housing in West Cambridge for people with lower incomes?



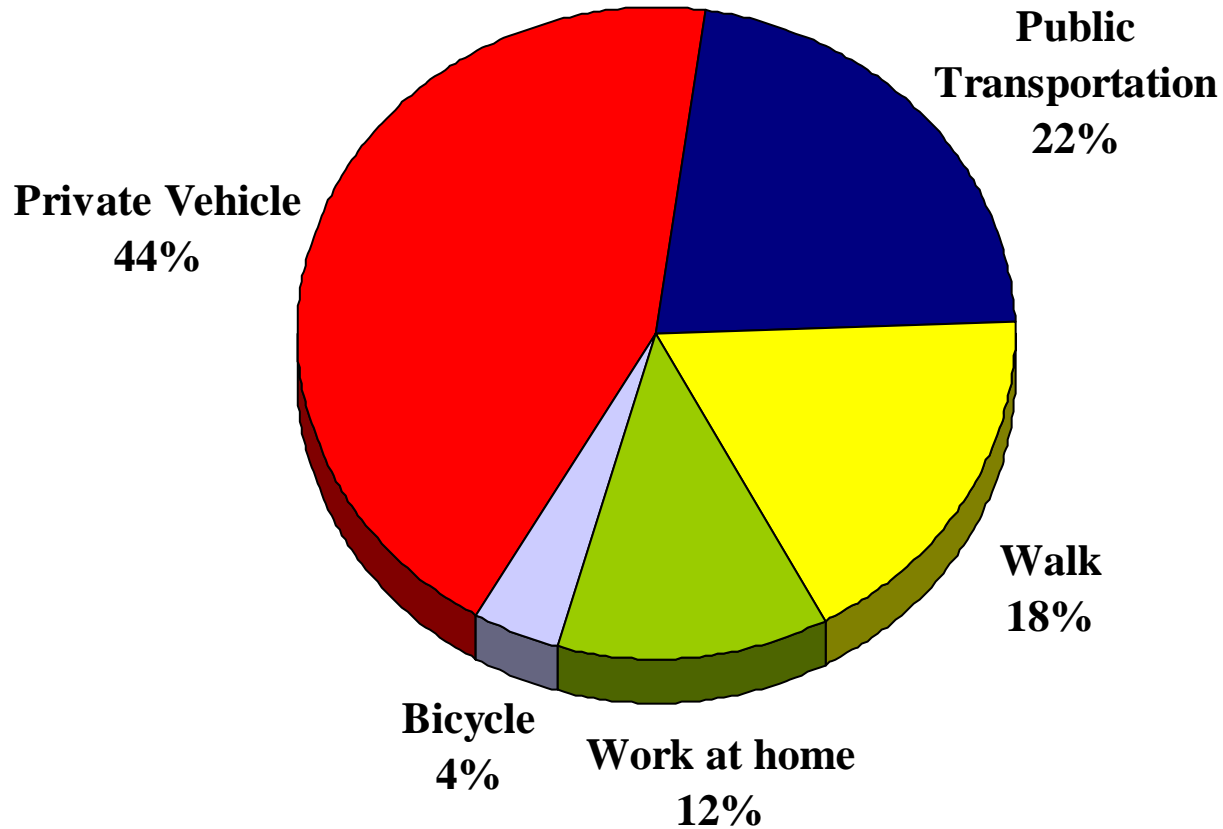
**(Renters only) If you could afford to buy a home anywhere, would you buy it in Cambridge?**



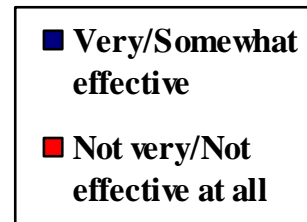
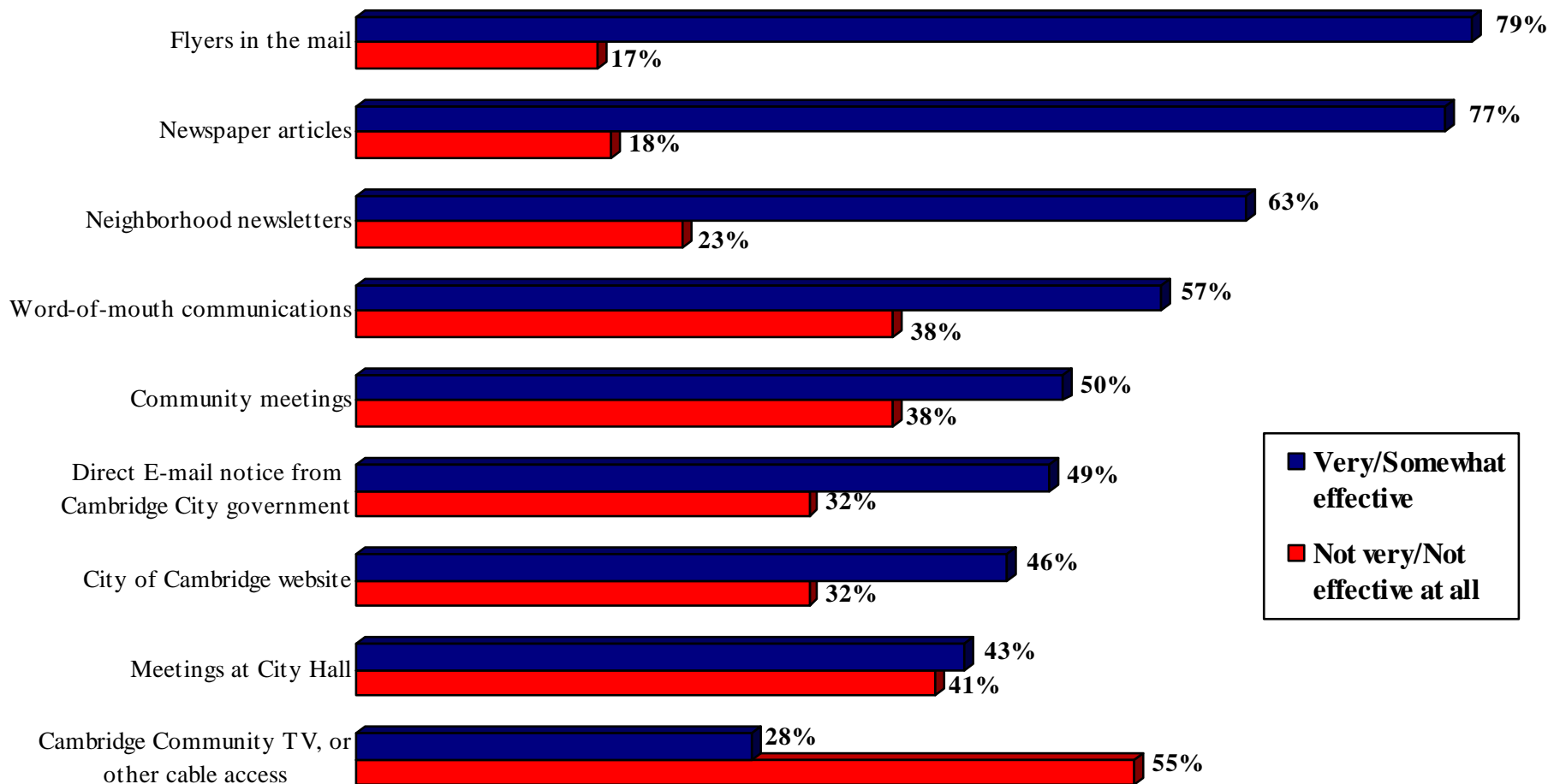
# Do you currently work or attend school in Cambridge, Boston, or somewhere else?



# How do you usually get to work or school?



# Please rate how effective you think each of the following methods are for keeping *you* informed about development plans for your neighborhood.



# Please rate how effective you think each of the following methods are for keeping *you* informed about development plans for your neighborhood. (*Computers and younger demographic*)

