

## Cambridge Local Business Customer Intercept Survey 2023

**Surveyor Name:** \_\_\_\_\_

**Location:**      Alewife/  
Fresh Pond      Central Square      East Cambridge/  
Cambridge Street      Harvard Square      Huron Village      Inman Square      Kendall Square      Porter Square

**Time:** \_\_ Morning    \_\_ Mid-Day/Afternoon    \_\_ Weekend                      **Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

1. Why are you here in (insert the name of the neighborhood) today? You can choose more than one answer.
  - I live here.
  - Exercise/walking
  - I work nearby.
  - For school
  - Dining
  - Event / Meeting
  - Shopping/Services
  - Visiting Friends / Family
  - Bringing child/family member to do activities/appointment.
  - On my way somewhere else (commuting)
  - Other
  
2. In a typical month, how many days do you visit this area of Cambridge? \_\_\_\_ days
  
3. When do you usually go shopping in this area or in Cambridge?
  - a. Weekdays
  - b. Weekday nights (after 6PM)
  - c. Weekend days
  - d. Weekend nights (after 6PM)
  - e. No set time
  
4. How did you get to here today (choose all that apply)?
  - Walk
  - Bicycle (my own)
  - Bicycle (BlueBike)
  - Public Transit – Bus
  - Public Transit - Train
  - Rideshare Service (e.g. Uber) / Taxi
  - Car (personal)
  - Commercial Vehicle (Delivery Vehicle)
  - Other

5. If by car, where did you park?
- a. Metered parking
  - b. City permit parking
  - c. Parking garage
  - d. other
6. If by car, when you drove a car and parked, how long did it take you to find parking today?
- 0-5 minutes
  - 5-10 mins
  - 10-15 min.
  - 15+ minutes
7. If by biked, where did you park your bike?
- Bike rack
  - parking sign
  - BlueBike station
  - other \_\_\_\_\_
8. Approximately how much money did you spend, or do you plan to spend shopping today?
- Less than \$25
  - \$25 - \$50
  - \$50 - \$100
  - More than \$100
  - Other
  - Did not shop/dine in the area.
9. What is your age?
- 0-17
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65-74
  - 75+
  - Prefer not to answer