



West Cambridge Residential Survey

Prepared by
Opinion Dynamics Corporation
for
The City of Cambridge

September 2004

Executive Summary

From June 24th to June 30th, Opinion Dynamics surveyed 400 residents of West Cambridge over the telephone, using a random-digit dialing method to ensure fair representation of the populace. The respondents were most likely to be white (90%) and over forty-five years old (62%) with a postgraduate or professional degree (50%). Most of the respondents work full-time (52%), and they are most likely to work in professional or related services (36%) and to drive their own vehicle to work or school (44%). When describing their living situations, respondents were most likely to say that they lived in a couple without children (34%).

A majority of the respondents have lived in Cambridge for eleven years or more (56%), with exactly half saying that they have lived specifically in West Cambridge for eleven years or more. Almost two-thirds of the surveyed respondents (64%) are homeowners, while 35% say they are renters. In discussing housing opportunities, even though most are homeowners, respondents see a near equal need for more rental housing (32%) and more home ownership (28%) in Cambridge. A strong majority (80%) among the respondents believe that Cambridge needs more low and moderate income housing; when asked if they would specifically support additional lower income housing in West Cambridge, the respondents (79%) were equally as supportive.

Overall, the respondents seem to have good feelings about West Cambridge. Fewer than ten percent think West Cambridge is a worse place to live than it was five years ago (8%), or that the quality of life will worsen in the next five years (9%). In both instances, looking five years back and five years ahead, the survey found that 58% of respondents believe West Cambridge either has remained or will remain the same. Among the small percent of respondents who believe that West Cambridge is a worse place to live compared to five years ago, higher property values and traffic/parking were the most often cited reasons for the deterioration in perceived quality. When all the respondents, however, were asked what is the worst part of living in West Cambridge, the same issues of traffic (24%) and expense of living (18%) were the most often mentioned. The similarity of responses suggests that these problems impact more than the relatively minor segment of respondents disaffected with West Cambridge's development.

Despite these concerns, indicators suggest that the majority of respondents view West Cambridge as a good neighborhood. Seventy-six percent of the respondents believe that West Cambridge is an excellent (36%) or good (40%) place to retire. At the opposite end of the spectrum, an equally encouraging 72% of respondents believe West Cambridge is either an excellent (34%) or good (38%) place to raise children. Among renters, if they were to buy a home, 72% would like to buy a home in West Cambridge. It is interesting to note that, while the desire to live in West Cambridge is high among renters, 62% of renters are unaware of any City programs that help finance affordable home ownership, affordable apartments, and/or income eligible home improvements. Additionally, 57% of the surveyed respondents in income level 1* are also unaware of such programs.

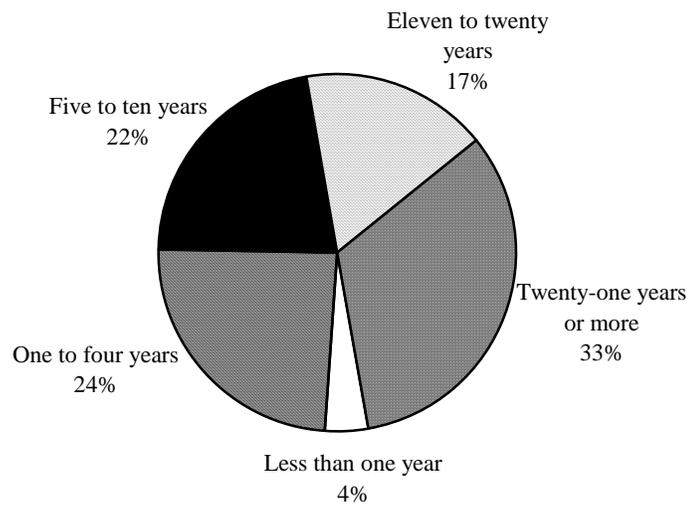
*Throughout the study, income is grouped into three levels that correspond to set percentages above the poverty line, as set forth by the Federal Government. Income level 1 includes all respondents whose income is 80% or less above the poverty line. Income level 2 includes respondents whose income is 80%-120% above the poverty line. Income level 3 includes respondents whose income is 120% or more above the poverty line.

Length of Residency

When asked how long they had lived in Cambridge, respondents were most likely to say they had lived there twenty-one years or more (40%). The survey found that many respondents have lived in Cambridge for five to ten years (21%), while slightly fewer have lived in the city for one to four years (18%) or eleven to twenty years (16%).

When asked how long they had lived specifically in West Cambridge, over a quarter (28%) said they had lived there four years or less. Half of the respondents said they had lived in West Cambridge for over ten years, with 33% saying they had lived there for twenty-one years or more. Twenty-two percent stated that they had lived in West Cambridge for five to ten years.

How long have you lived here in West Cambridge?



Among the 28% of respondents who did not live in West Cambridge five years ago, forty-six percent say that in July 1999 they were living outside of Massachusetts. Thirty-two percent say they were living somewhere else in Massachusetts five years ago, and 18% were living somewhere else in Cambridge.

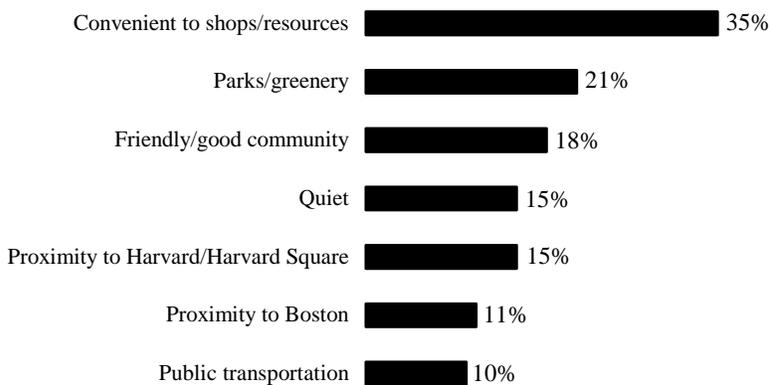
- Seventy-two percent of retired respondents report having lived in Cambridge for 21 years or more.
- Among respondents younger than thirty-four, 59% have lived in West Cambridge for 1-4 years.
- Thirty-one percent of those respondents in income level 3 have lived in West Cambridge for 5-10 years; 22% of the overall respondents surveyed have also lived in West Cambridge for 5-10 years.

Perceptions of West Cambridge

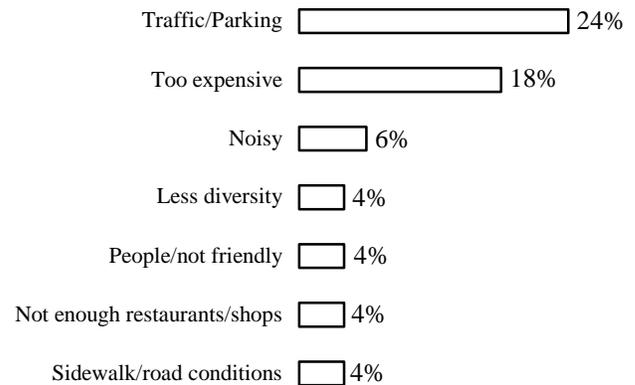
Most of the respondents (58%) think that West Cambridge rates about the same as it did five years ago as a place to live. Less than ten percent of respondents (8%) think it is a worse place to live. Those who think it is a better place to live cite the city services such as the police and fire department (19%), well-maintained houses and neighborhoods (15%), and convenient location in relation to shops and resources (12%) as reasons why. The eight percent who think it is a worse place to live largely cite rising property values and expense of living (33%), parking (20%), and a decrease of diversity (20%) as reasons for their displeasure. The survey found that a majority (58%) believes the quality of life in West Cambridge will remain the same over the next five years.

When asked what they like most about West Cambridge, respondents listed convenient proximity to shops and resources (35%), parks and other greenery (21%), and a friendly/good community (18%) as the most prominent aspects. Also mentioned by at least ten percent of the respondents were the quietness of West Cambridge (15%), its proximity to Harvard Square (15%), its proximity to Boston (11%), and public transportation (10%).

What do you like most about living in West Cambridge?



What do you like least about living in West Cambridge?



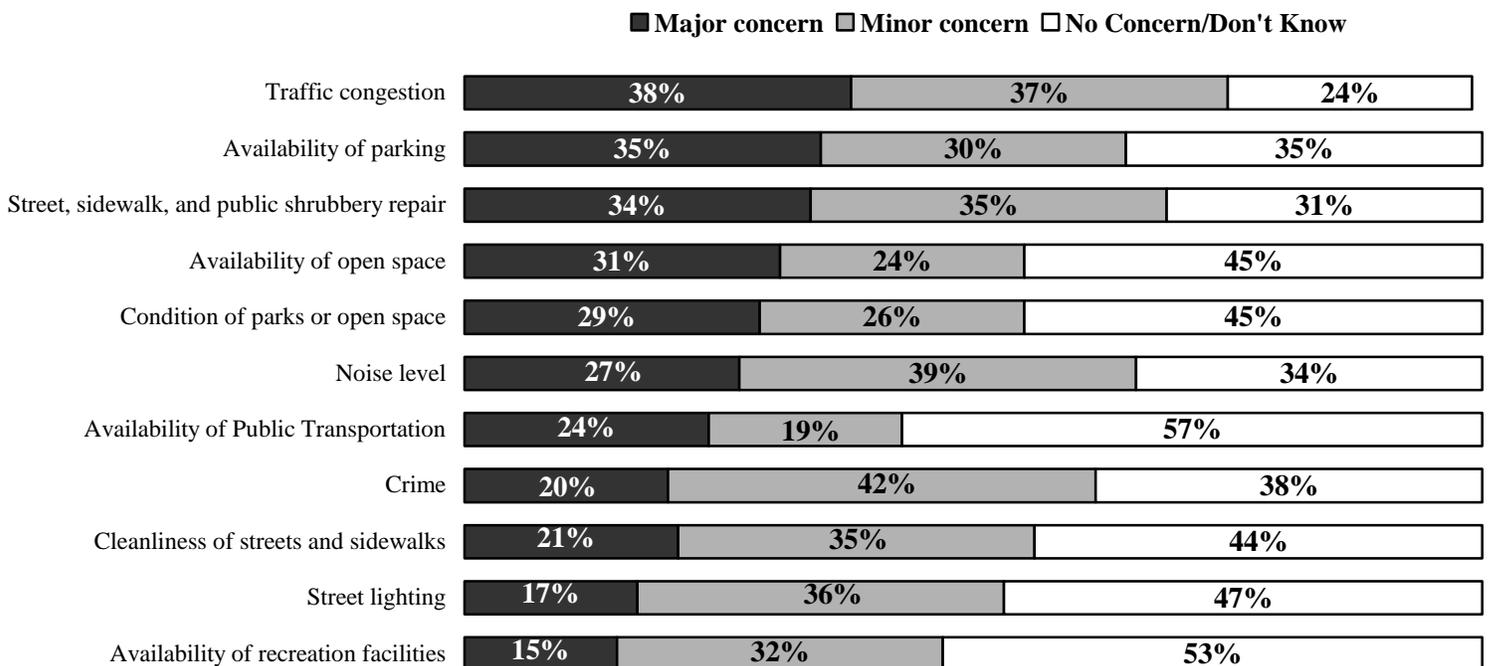
When asked what they like least about West Cambridge, traffic and parking (24%) and expense (18%) were the standouts. No other aspect garnered ten percent or more of the respondents, and only one other –West Cambridge’s noisiness (6%)- was mentioned by more than five percent of the respondents.

- Fifty-eight percent of respondents who have lived in West Cambridge for 21+ years said that it rates about the same as a place to live compared to five years ago, compared to 67% of 11-20 year respondents and 76% of 5-10 year respondents.
- Thirty-two percent of respondents who have lived in West Cambridge ten years or less expect the quality of life there to improve somewhat, 15% of those who have lived in West Cambridge eleven years or more feel the same way.
- Fifty-six percent of self-described homemakers say that the proximity of shops and resources is what they like most about living in West Cambridge; 25% of respondents aged 65 or older like the friendly community the most; and 21% of respondents living with four or more people like West Cambridge's proximity to Boston the most.
- Thirty-six percent of respondents in income level 1 like the traffic and parking situation least about living in West Cambridge, compared to 29% from level 2 and 22% from level 1.

Life in West Cambridge

Neighborhood Issues

Respondents were read a list of various issues about life in West Cambridge and asked if these issues were a major concern, a minor concern, or not a concern to them. Traffic congestion is a concern for three-quarters of the respondents, and a major concern for 38% of the respondents. Street, sidewalk, and public shrubbery repair concern 69% of respondents, and are a major concern for 34% of them. Noise level and availability of parking were reported as concerns for 66% and 65% of the respondents respectively, but noise level is a major concern for 27% of respondents, compared to 35% for whom lack of parking is a major concern. A majority of respondents said that the availability of recreation facilities (52%) and the availability of public transportation (57%) were not concerns.



Seventy-two percent of respondents rated West Cambridge as either a good or excellent place to raise a child, with 34% specifically rating it as an excellent place to raise a child. In terms of retiring in West Cambridge, 36% rated it as an excellent place to retire while 40% rated it as a good place to retire. Less than twenty percent of the respondents believe that West Cambridge is an only fair or poor place either for raising a child (14%) or retiring (19%).

The survey found that over two-thirds of respondents (68%) think that Harvard University has a generally positive impact on their neighborhood. Ten percent think it has a negative effect, and 17% think it has no general impact at all.

- Ninety-four percent of self-described homemakers think West Cambridge is an excellent (38%) or good (56%) place to raise children.
- Seventy-nine percent of couples with children think West Cambridge is a good or excellent place to raise them.
- Fifty-three percent of retired respondents think West Cambridge is an excellent place to retire.
- Twenty-five percent of respondents in income level 1 feel that West Cambridge is an excellent place to retire, 34% in level 2 and 43% in level 3 feel the same way.

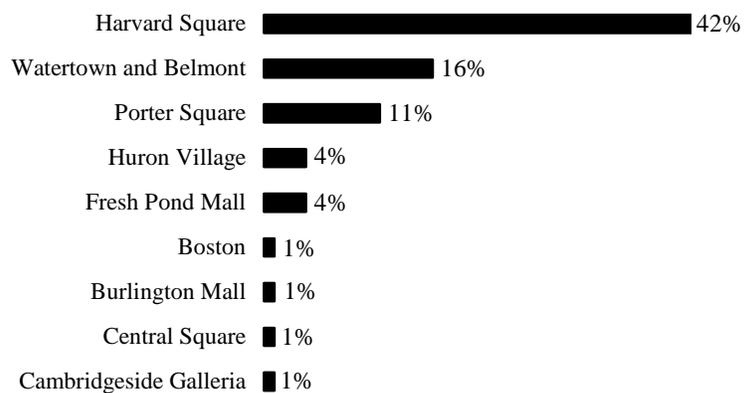
Shopping

The Mt. Auburn Street Star Market (31%) and the Fresh Pond Whole Foods (30%) are the most popular places for respondents to buy their groceries. When shopping or performing other errands, 42% of the respondents go to Harvard Square. Sixteen percent say they shop or do their errands in Watertown and Belmont, and 11% shop or run errands in Porter Square. When running errands or shopping, the survey found that over half of respondents use a car (56%); the second most utilized means of transport for errands is walking (30%).

Where do you shop for groceries most often?



Where do you shop and perform other errands most often?



The most popular type of new business respondents would like to see in their neighborhood would be a restaurant or coffee shop (28%). Many would like to see a grocery store (17%), while some would like a video store (5%), bookstore (5%), or laundromat/dry cleaner (5%).

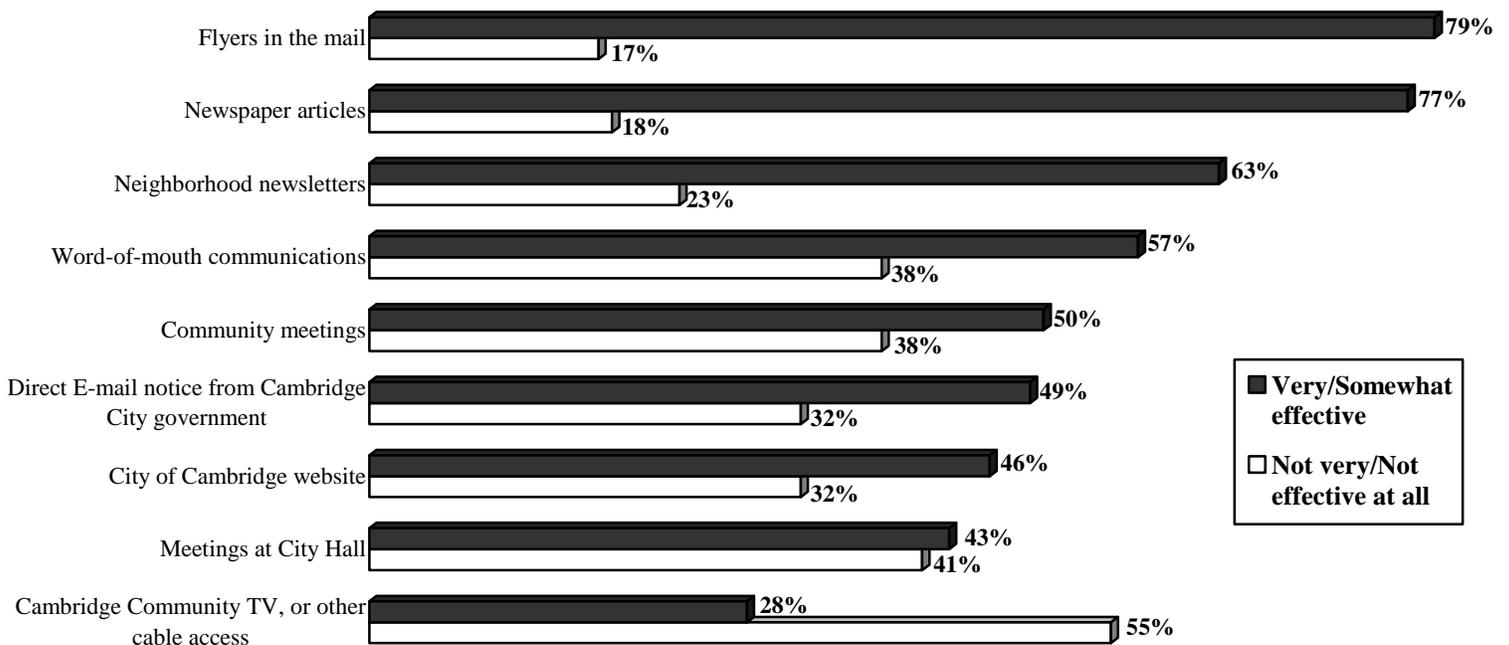
- Twenty percent of respondents in income level 1 report shopping at the Fresh Pond Whole Foods market, 28% of those in income level 2 and 36% of those in income level 3 also say they shop at Whole Foods.
- Fifty-eight percent of the respondents in income level 3 use their car to run errands and go shopping, compared to 52% of those in level 2 and 47% of those in level 1.

Development

In general, respondents have some knowledge about development issues in Cambridge, although they are far more likely to say they have some knowledge (51%) than a lot of knowledge (16%). The survey found that nearly a quarter of respondents say they have hardly any knowledge of Cambridge development issues (23%), and 10% say they have no knowledge at all.

Specifically speaking about changes around eastern Cambridge, such as the Forest City/University Park development, most of the respondents either think they had a positive effect on their neighborhood (31%) or don't know what sort of effect they had (31%). Nearly as many respondents think the changes have had no effect (30%), while a few believe it has had a negative effect (8%). Of those who believe it had a positive effect, most think the development added new jobs and contributed to taxes (35%) or improved an undeveloped/depressed area (16%). Most of the small group -eight percent of overall respondents- who believe it had a negative effect think the changes have erred on the side of overdevelopment (41%), while a few think it has negatively effected parking and traffic (18%) or drove up property values or costs (15%).

The respondents believe a number of methods would be effective in keeping them informed about development plans for their neighborhoods. Flyers in the mail (79%) and newspapers articles (77%) are considered by respondents to be the most effective methods for disseminating development information. A majority of respondents also think that neighborhood newsletters (63%) and word-of-mouth communications (57%) would be effective. Respondents are less likely to consider the City of Cambridge website (46%), meetings at City Hall (43%), or Cambridge Community TV or other cable access stations (28%) as effective means to spread neighborhood development plans.



In terms of what respondents thought would be very effective in keeping them informed, significant differences arose when looking at particular age demographics. More traditional methods were more likely to be considered very effective by the older demographics:

- Flyers in the mail: Very effective for 54% of 55-64 year olds, compared to 41% of overall respondents.
- Newspaper articles: Very effective for 46% of those aged 55+, compared to 34% of overall respondents.
- Community meetings: Very effective for 27% of those aged 65+, compared to 18% of overall respondents.

Computer-based means were more likely to be considered very effective means of communication by the younger demographics:

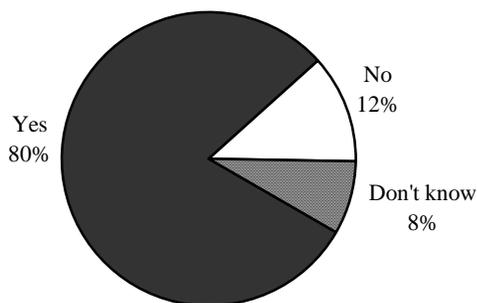
- City of Cambridge website: Very effective for 30% of respondents younger than age 44, compared to 19% of overall respondents.
- Direct E-mail Notice: Very effective for 42% of respondents aged 44 or younger, compared to 31% of overall respondents.

Housing

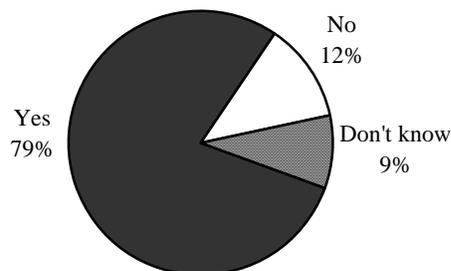
According to the findings, just under two-thirds (64%) of respondents are homeowners, and just over a third (35%) are renters. The vast majority of respondents (80%) agree that there is a need for more low and moderate income housing in Cambridge. Nearly as many respondents (79%) say they would support additional housing in West Cambridge for people with lower incomes.

Respondents are split as to which of the two types of housing opportunities, rental or homeownership, are needed more in West Cambridge. Thirty-two percent of respondents believe rental housing is needed more, 28% believe home ownership is needed more, and 16% believe both are equally as needed.

Do you think there is a need for more low and moderate income housing in Cambridge?



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



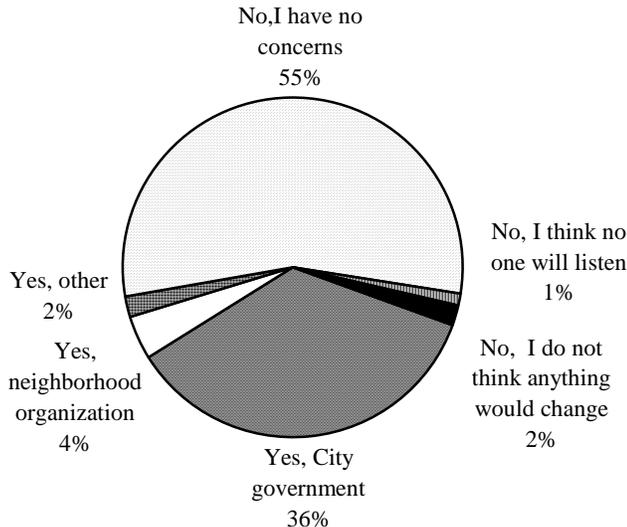
Among renters, if they could afford to buy a home anywhere, 72% say they would buy a home in Cambridge. Sixty-two percent of renters are not aware of any City programs that help finance affordable homeownership, affordable apartments, or income-eligible home improvements. Among the respondents in income level 1, 57% are not aware of these programs.

- Eighty-five percent of respondents aged 55-64 years old and 83% of respondents aged 65+ report that they own their own home; 74% of respondents under the age of 34 are renters.
- Fifty-nine percent of respondents in income level 1 are renters, compared to 45% of respondents in level 2 and 22% of respondents in level 3.
- The survey discovered that thirty-eight percent of respondents under the age of 34 think that home ownership opportunities rather than rental housing opportunities are needed more in West Cambridge.
- Most students (80%) and respondents under the age of 34 (69%) said that they are not aware of City programs to help finance affordable homes, apartments, or eligible home improvements.

Contacting City Government

The survey found that most respondents (56%) have not contacted the City government or a neighborhood organization about a problem in their neighborhood because they have no concerns to report. Very few respondents said they hadn't contacted anyone because they don't think anything will change (2%) or that anyone will listen to them (1%). Respondents who had contacted someone about a problem were most likely to contact the City government (36%). Four percent of respondents said that they had contacted a neighborhood organization, while 2% had contacted some other agency or group. Among those who had contacted someone, most reported being either very satisfied (39%) or somewhat satisfied (33%) with the response to their problem.

Have you ever contacted the city government or a neighborhood organization about a problem in your neighborhood?



- Respondents who have lived 4 years or less in West Cambridge (78%), students (76%), respondents of non-Caucasian ethnicity (76%) and respondents under the age of 34 (74%) were the most likely to report having never contacted the City government/neighborhood organization because they've never had a concern. In comparison, 50% of respondents between the ages of 45-64 have contacted the City government.

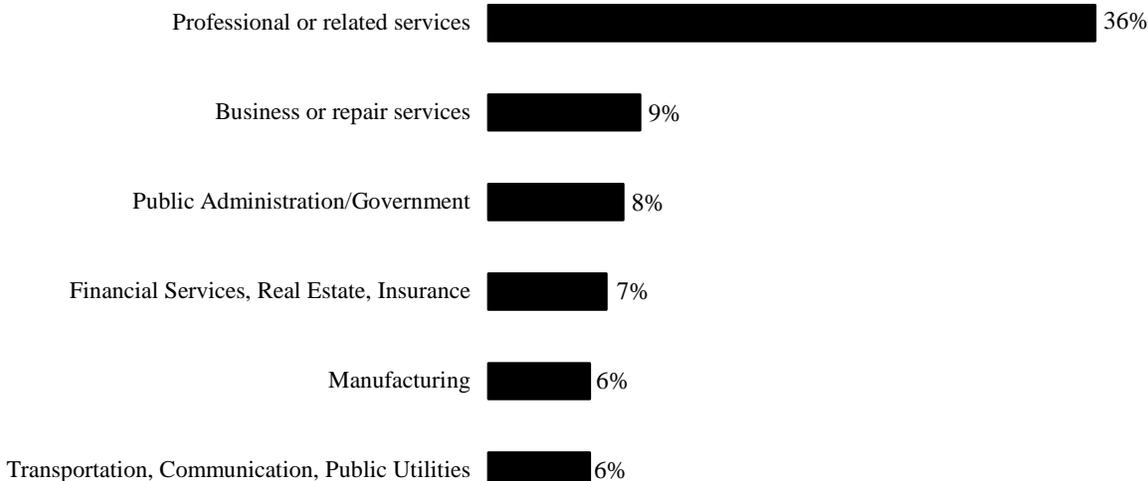
Respondent Employment Status

Households in West Cambridge reported being most likely to have one (39%) or two (30%) people working full time. Twenty-seven percent of respondents have nobody in the household working full-time. This number is affected by the seventy-eight percent of retired people and forty percent of students who report living in households with nobody working full time. When factoring in just those working, self-described homemakers, and the unemployed, households are more likely to have one (47%) or two (39%) people working full-time, and less likely to have nobody (11%). Over three quarters of the respondents, when asked to describe their own situation, either work full-time (52%) or are retired (24%); ten percent work part-time. The survey found a small percentage of respondents to be full-time students (6%), self-described homemakers (4%), or unemployed (3%) respectively. When describing their employment situation, those who responded ‘unemployed’ to the previous question most often said they are currently looking for work (23%). Fifteen percent said they are not seeking unemployment, and another fifteen percent are disabled and cannot work.

Just under half of the respondents (47%) who are students or work part- or full-time said that they either attend school or work in Cambridge. Twenty-two percent work or attend school in Boston, and 27% go ‘somewhere else’. These respondents usually get to work or school in a private vehicle (44%). Those who do not drive their own car to work or school often were found to either use public transportation (22%) or walk (18%), while an additional 12% work at home.

Professional services (36%) is the industry in which most West Cantabrigians, barring those who are students or self-described homemakers, reported either currently working or having previously worked. Other industries mentioned were business and repair services (9%), public administration or government (8%), and financial services/insurance/real estate (7%). Within those industries, the kind of work most of the respondents do falls under ‘professional, specialty occupations’ (50%). Eleven percent of respondents term their kind of work as ‘executive, administrative, and managerial’, 9% work in sales, and 8% have administrative support occupations.

What industry do you/did you work in?



- Forty-two percent of the respondents who have lived in West Cambridge for ten years or less work in professional or related services, 32% of those who have lived in West Cambridge eleven years or more also work in professional services.
- The survey found that respondents with children in school (64%) are far more likely to be working full-time than respondents with no children in school (49%)
- Twenty-three percent of respondents under the age of 34 are students.
- Sixty-eight percent of students said that they go to school in Cambridge.

Demographics of West Cambridge

West Cambridge has a fairly even mix of couples without children (34%), people living alone (29%), and families raising children (26%). Those living with roommates (5%), single parents (2%), and two or more families sharing living quarters (2%) are less well represented.

In terms of ethnicities, a majority of the respondents were white (90%). Respondents of Asian/Pacific Island (5%), Black (2%), or Latin/Hispanic (1%) heritage are in the minority. Besides English, French (6%) and Spanish (5%) were found to be the most frequent languages spoken within the home. Seventy-nine percent of respondents report speaking only English when at home.

Half of the respondents have a postgraduate or doctoral degree, and an additional 34% have a college or technical school degree. Less than ten percent of the respondents have some college or technical schooling (6%), a high school degree (7%), or some high school experience (2%). Of those who only have a high school degree, 64% are either currently students or retired.

Only 16% of respondents were found to have a child currently enrolled in school. Of those that do (n=66), 45% have a child in a public grammar or high school, 33% have a child in college, and 29% have a child in a private grammar or high school (non-church affiliated). Three percent of the respondents have a child enrolled in a church-affiliated grammar or high school.

West Cambridge tends to have an older age demographic, with 62% of the respondents saying that they are 45 years of age or older. The largest respondent age group in West Cambridge is those age sixty-five or older (29%), followed by fifty-five to sixty-four year-olds (20%) and twenty to thirty-four year-olds (20%). Thirty-four percent of the respondents reported having someone under the age of twenty in their household; 54% of the households have someone between the ages of twenty and forty-four; 77% of the households have someone older than forty-five.

TOPLINE

**OPINION DYNAMICS
JUNE 2004
ODC #6371
CAMBRIDGE**

WEST

1. How long have you lived in Cambridge?

n = 400

Less than 1 year	4%
1-4 years	18
5-10 years	21
11-20 years	16
21 years or more	40
(Don't know)	-

2. How long have you lived here in *West* Cambridge?

Less than 1 year	4%
1-4 years	24
5-10 years	22
11-20 years	17
21 years or more	33
(Don't know)	-

3. Five years ago—that is, in June of 1999—did you live...

n = 111

Somewhere else in Cambridge	18%
Somewhere else in Massachusetts	32
Outside of Massachusetts	46
(Don't know)	4

4. Compared with five years ago, how would you rate West Cambridge as a place to live? Is it...

n = 400

A better place to live today	23%
A worse place to live today	8
About the same	58
(Don't know)	12

5. Specifically, why do you feel that way?

	Better place	Worse place	About the same	(Don't know)
Haven't noticed any changes	-%	-%	54%	-%
Positive comments (general)	12	-	8	-
City services (parks/police/fire)	19	-	3	-
Property values are up/Expensive to live here	7	33	3	2
Well maintained houses/neighborhood	15	-	2	-
Convenient to shops/resources	12	-	2	-
Too much traffic/Parking issues	1	20	3	-
Roadwork/Improvements	11	-	2	-
Friendly/Good community	11	-	1	-
Safe	9	-	2	-
Clean	10	-	-	-
Less diversity	1	20	-	2
Fresh Pond renovations	8	-	-	-
Traffic improving	7	-	-	-
Overdeveloped	1	13	-	-
Not as friendly	2	7	-	-
Negative comments (general)	-	17	-	-
Low quality schools	1	7	-	-
(Other)	7	7	1	-
Wasn't here 5 years ago	-	-	2	27
(Don't know)	12	3	21	49
(Refused)	-	-	3	22

6. In the next 5 years, do you expect the quality of life in West Cambridge to improve greatly, improve somewhat, stay the same, or get worse?

n = 400

Improve greatly	4%
Improve somewhat	23
Stay the same	58
Get worse	9
(Don't know)	7

7. What do you like *most* about living in West Cambridge?

Convenient to shops/resources	35%
Parks/Greenery	21
Friendly/Good community	18
Quiet	15
Proximity to Harvard/Harvard Square	15
Proximity to Boston	11
Public transportation	10
The river	8
Safe	7
Diversity	6
Well maintained houses/neighborhood	6
Positive comments (general)	5
Fresh Pond	4
Little traffic	1
Clean	1
Liberal atmosphere	1
(Other)	2
(Don't know)	4
(Refused)	-

21. How would you rate West Cambridge as a place to *raise children*: excellent, good, only fair, or poor?

Excellent	34%
Good	38
Only fair	12
Poor	2
(Not sure)	15

22. And, how would you rate West Cambridge as a place to *retire*: excellent, good, only fair, or poor?

Excellent	36%
Good	40
Only fair	13
Poor	6
(Not sure)	6

23. Now, I'd like to ask you some questions about the impact of Harvard on your neighborhood. On balance, do you think Harvard has had a generally positive or negative effect on your neighborhood?

Positive	68%
Negative	10
(No effect)	17
(Don't know)	5

24. In general, how much would you say you know about development issues in Cambridge: a lot, some, hardly anything, or nothing at all?

A lot	16%
Some	51
Hardly anything	23
Nothing at all	10
(Don't know)	-

25. Now, I'd like to ask you about commercial development. There have been a number of new developments in Cambridge over the last several years—such as the Forest City/University Park development—as well as other changes around East Cambridge. On balance, do you think these developments have had a generally positive or negative effect on West Cambridge?

Positive	31%
Negative	8
(No effect)	30
(Don't know)	31

26. Specifically, why do you feel that way?

	Positive	Negative	(No effect)	(Dk)
Too far away/Hasn't affected me	2%	3%	50%	6%
New jobs/Contributes to taxes	35	3	1	-
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	-	1
More shops/restaurants/resources	5	-	-	-
Negative comments (general)	-	9	-	-
(Other)	6	9	2	2
Don't know anything about it	-	-	4	25
(Don't know/Refused)	24	18	43	66

27. 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 Market and/or Formaggio's	6
Shaw's	4
Market Basket	3
Trader Joe's	3
Stop & Shop	2
River Street Whole Foods	1
Star Market (other)	1
Bread & Circus	1
Online/Delivered	1
(Other)	6
(Don't know)	2

28. 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

29. How do you run errands and go shopping: do you drive by car, use public transportation, walk, ride a bike, or get there some other way?

Car	56%
Public transportation	7
Walk	30
Ride a bike	2
(Other)	2
(Don't know)	2

30. Please name for me the two or three types of new business you would like to see in your neighborhood.

Restaurant/Coffee shop	28%
Grocery store	17
Video store	5
Book store	5
Laundromat/Dry cleaner	5
Small, non-chain stores	4
Clothing store	3
Bar/lounge	3
Hardware	3
Bakery	2
Pharmacy/Drug store	2
Music	2
Liquor store	2
Shoe/Shoe repair	2
Movie theater	2
Ice cream	1
Gift shop	1
Convenience store	1
Jewelry/Watch repair	1
None	7
(Other)	5
(Don't know/Refused)	31

31. Now, I'd like to ask you a few questions about housing. Do you own or rent your home?

Own	64%
Rent	35
Student dorm	-
(Don't know/Refused)	1

32. Which *one* of the following two types of housing opportunities are needed *more* in West Cambridge:

Rental housing	32%
Home ownership	28
(Both equally)	16
(None, neither)	6
(Don't know/Refused)	18

33. Do you think there is a need for more low and moderate income housing in Cambridge?

Yes	80%
No	12
(Don't know)	8

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

Yes	79%
No	12
(Don't know)	9

35. **[ASK ONLY AMONG RENTERS, "2" TO Q. 31]** If you could afford to buy a home anywhere, would you buy it in Cambridge?

n = 139

Yes	72%
No	23
(Don't know)	5

36. **[ASK EVERYONE]** Are you aware of any City programs which help finance affordable homeownership, affordable apartments and/or income eligible home improvements?

n = 400

Yes	42%
No	55
(Don't know/Refused)	4

37. Have you ever contacted the city government or a neighborhood organization about a problem in your neighborhood?

Yes, contacted City government	36%
Yes, contacted neighborhood organization	4
Yes, contacted other	2
No, haven't contacted anyone because I have no concerns	56
No, haven't contacted anyone because I think no one will listen	1
No, haven't contact anyone because I do not think anything would change	2
(Don't know/Refused)	-

38. [IF “YES” TO QUESTION 37] How satisfied were you with the response:

n = 165

Very satisfied	64%
Somewhat satisfied	33
Not very satisfied	12
Not satisfied at all	14
(Don't know)	2

Please rate how effective you think each of the following methods are for keeping *you* informed about development plans for your neighborhood. Please rate each method very effective, somewhat effective, not very effective, or not effective at all. [ROTATE LIST]

SCALE: 1. Very effective 2. Somewhat effective
 3. Not very effective 4. Not effective at all
 5. (Not sure) 6. (Refused)

n =

165

	Very effective	Somewhat effective	Not very effective	Not effective at all	(Ns/Ref)
39. Newspaper articles	34%	43	10	8	4
40. Community meetings	18%	32	15	23	12
41. Meetings at City Hall	12%	31	17	24	16
42. Neighborhood newsletters	31%	32	7	16	14
43. Flyers in the mail	41%	38	8	9	3
44. Word-of-mouth communications	26%	31	19	19	4
45. Cambridge Community TV, or other cable access stations	8%	20	19	36	16
46. The City of Cambridge website	19%	27	10	22	22
47. Direct E-Mail Notice from Cambridge City government	31%	18	8	24	19

48. How many people in your household, including yourself, work full-time?
[RECORD VERBATIM]

One	39%
Two	30
Three	4
Four	-
Five	-
(None)	27

49. And how many people in your household, including yourself, work part-time?
[RECORD VERBATIM]

One	18%
Two	4
Three	-
Four	-
Five	-
(None)	77

50. Which of the following best describes your own situation? Are you...

Working full-time	52%
Retired	24
Working part-time	10
A full-time student	6
A homemaker	4
Unemployed	3
(Not sure/Refused)	-

[IF “UNEMPLOYED”—“5” TO Q. 50]

51. Which of the following best describes your employment situation:

n = 13

I am looking for work	23%
I am not seeking employment	15
I'm disabled and cannot work	15
Child care responsibilities prevents me from working	8
I'm seeking education and job training	-
Lack of transportation prevents me from working	-
(Other)	23
(Don't know/Refused))	15

[IF “Student or WORKING FULL-TIME OR PART-TIME”—“1-3” TO Q. 50]

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

n = 273

Cambridge	47%
Boston	22
Somewhere else	27
(Other)	3
(Don't know/Refused))	-

[If Student or working full-time or part-time – 1-3 to Q50]

53. How do you usually get to work or school?

n = 276

Private vehicle	44%
Public transportation	22
Walk	18
Work at home	12
Bicycle	4
(Other)	-
(Don't know/Refused))	-

[Skip if Student/Homemaker Q50]

54. What industry do you or did you work in? (**SEE CHART AND PROBE IF NECESSARY**)

n = 359

Professional and related services	36%
Business and repair services	9
Public administration/Government	8
Financial services, Insurance, Real estate	7
Manufacturing	6
Transportation, Communications and other Public utilities	6
Personal services	4
Retail trade	4
Education/Academic	3
Technology	2
Entertainment and Recreation services	2
Publishing/Journalism/Writing	2
Arts	2
Construction	1
Architect	1
Non-Profit	1
Wholesale trade	1
Agriculture, Forestry and Fisheries	1
Retired	1
Mining	1
Homemaker	-
(Other)	1
(Don't know/Refused)	1

[Skip if student/Homemaker Q50]

55. What kind of work do you do or did you do? (**SEE CHART AND PROBE IF NECESSARY. IF WORK MORE THAN ONE JOB, USE ONE WORKED THE MOST.**)

n = 359

Professional specialty occupations	50%
Executive, Administrative and Managerial	11
Sales	9
Administrative support occupations	8
Technicians	5
Service occupations	4
Repair, Craft and Precision product occupations	3
Private household occupations	3
Machine operators, Assemblers, Inspectors, Transportations	3
Protective service occupations	2
(Other)	-
(Don't know/Refused)	3

[ASK EVERYONE]

56. How would you describe your household? Are you...

n = 400

A couple without children	34%
Single and living alone	29
A couple with children	26
Living with roommates	5
A single parent	2
Two or more families sharing living quarters	2
(Not sure/Refused)	1

57. Just to insure that all groups are represented in the survey, are you...

White	90%
Asian/Pacific Islander	5
Black	2
Latin/Hispanic	1
Mixed	-
American Indian, Eskimo, or Aleutian	-
(Not sure/Refused)	3

58. Are you of Spanish or Hispanic origin? (**ASK FOR SPECIFIC ORIGIN FROM LIST**)

Yes, Mexican-American/Chicano	-%
Yes, Puerto Rican	-
Yes, Cuban	-
Yes, Central American	-
Yes, something else	1
(No)	97
(Not sure/Refused)	1

59. What language, if any, other than English do you speak at home?

(French)	6%
(Spanish)	5
German	2
(Italian)	2
(Chinese)	1
Indian languages	1
Swedish	-
Russian	-
(Portuguese)	-
Hebrew	-
(Cambodian)	-
(Creole/Haitian)	-
(No other languages)	79
(Other)	2
(Don't know/Refused)	-

60. What is the highest grade or year of school you completed?

Eighth grade or less	-%
Some high school	2
Graduated high school	7
Some college or technical school	6
College or technical school graduate	34
Post graduate or professional degree	50
(Don't know/Refused)	1

61. Do you have any children enrolled in school?

Yes	16%
No	83
(Don't know/Refused)	-

[IF YES]

Please tell me if you have children enrolled in each of the following types of schools:

SCALE: 1. Yes 2. No 3. (Refused)

n = 66

	Yes	No	(Ref)
62. Public grammar school or high school	45%	53	2
63. Parochial grammar or high school, church related	3%	95	2
64. Private grammar or high school, non-church	29%	70	2
65. College	33%	65	2

66. Into which of the following ranges does your age fall?

n = 400

Under 20	1%
20 to 34	20
35 to 44	14
45 to 54	13
55 to 64	20
65 or older	29
(Not sure/Refused)	3

67. How many people live in your household? Please include everyone staying or visiting here who has no other home. Also include family members away at school or military service. **[RECORD VERBATIM AND CODE INTO FOLLOWING RANGES]**

One	27%
Two	43
Three	14
Four	10
Five	3
Six	1
Seven	-
Eight or more	-
(None)	1

[IF MORE THAN ONE]

Please tell me if there is anyone in your household in each of the following age categories.

SCALE: 1. Yes 2. No 3. (Refused)

n = 292

	Yes	No	(Ref)
68. 0 to 4	13%	86	1
69. 5 to 14	13%	86	1
70. 15 to 19	8%	91	1
71. 20 to 34	30%	69	1
72. 35 to 44	24%	75	1
73. 45 to 54	23%	76	1
74. 55 to 64	26%	73	1
75. 65 or older	28%	71	1

76. What was your total household income for 2003, that is for all the people living in your household? Was it... **[code below referencing question 67]**

HOUSEHOLD SIZE=1

n =

112

\$29,000 OR LESS	10%
\$29, 001-46,000	21
\$46, 001-58,000	9
\$58, 001-69,000	9
\$69, 001-87,000	12
OVER \$87,000	16
(Don't know)	23

HOUSEHOLD SIZE=2

n =

172

\$33,000 OR LESS	5%
\$33, 001-53,000	8
\$53, 001-66,000	9
\$66, 001-79,000	7
\$79, 001-99,000	12
OVER \$99,000	35
(Don't know)	24

HOUSEHOLD SIZE=3

n = 58

\$37,000 OR LESS	14%
\$37, 001-60,000	7
\$60, 001-74,000	3
\$74, 001-89,000	9
\$89, 001-112,000	3
OVER \$112,000	36
(Don't know)	28

HOUSEHOLD SIZE=4

n = 41

\$41,000 OR LESS	2%
\$41, 001-66,000	5
\$66, 001-83,000	10
\$83, 001-99,000	12
\$99, 001-124,000	12
OVER \$124,000	29
(Don't know)	29

HOUSEHOLD SIZE=5

n = 12

\$45,000 OR LESS	17%
\$45, 001-71,000	8
\$71, 001-89,000	-
\$89, 001-107,000	8
\$107, 001-134,000	-
OVER \$134,000	50
(Don't know)	17

HOUSEHOLD SIZE=6

n = 5

\$48,000 OR LESS	-%
\$48, 001-77,000	-
\$77, 001-96,000	20
\$96, 001-115,000	-
\$115, 001-144,000	20
OVER \$144,000	20
(Don't know)	40

HOUSEHOLD SIZE=7

n = -

\$51,000 OR LESS	-%
\$51, 001-82,000	-
\$82, 001-103,000	-
\$103, 001-123,000	-
\$123, 001-154,000	-
OVER \$154,000	-
(Don't know)	-

HOUSEHOLD SIZE=8 OR MORE

n = -

\$55,000 OR LESS	-%
\$55, 001-87,000	-
\$87, 001-109,000	-
\$109, 001-131,000	-
\$131, 001-164,000	-
OVER \$164,000	-
(Don't know)	-

77. [RECORD GENDER BY OBSERVATION]

n = 400

Male	62%
Female	38