



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

*Robert W. Healy, City Manager*

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November 4, 2010

To The Honorable, the City Council:

I am transmitting the results of the bi-annual Citizens Opinion Survey for 2010. The survey methodology is a statistically valid random telephone survey of residents. I am also enclosing a separate compilation of results that aggregates the percentage of responses of "Good or Excellent." I include "Don't Know" or "Never" if those responses are greater than 10%.

The results should be encouraging to City Councillors, Department Heads and City Staff.

Question 1 – "the most important issue facing Cambridge today," remains Education. However, the percentage ranking that Category Number 1 has, declined from 23% in September 2008 to 13% in 2010 resulting in a 4-year average in that category of 18%. The Categories of "Place to Raise a Child" and "Quality of Schools" have both shown an 11% positive rating increase over the five prior survey averages. This indicates very positive impressions of the most highly rated issue.

The Categories of "Overall Performance of City Government," "Overall Quality of Life and Cambridge" and Cambridge as a Place to Live" all produced increased satisfaction over the 10-year survey average.

The highest increase in the Good/Excellent categories, in addition to Education are:

As a Place to Retire	+11
Race Welcoming	+ 8
Quality of Schools	+11
Open Space/Recreation	+14
Ability to Get Around Town	+11
Senior Services	+10
Planning & Zoning	+17
Sidewalk Maintenance	+13
Schools & Education	+11
Totally Satisfied when Interacting with City Gov't	+ 9

I would be pleased to further discuss these results.

Very truly yours,

Robert W. Healy  
City Manager

RWH/mec  
Attachments

1. What do you think is the single most important issue facing the City of Cambridge today – the one that affects you and your family the most?

	Sept. 2010	Sept. 2008	Sept. 2006	Oct. 2004
Education	13%	23%	19%	16%
Housing/Affordable housing/Rent Control	7%	13%	22%	23%
Crime/Drugs/Public Safety	11%	10%	4%	5%
Parking/Traffic/Infrastructure/Condition of Roads	7%	7%	7%	8%
Taxes	3%	5%	11%	3%
Economy	9%	4%	2%	2%
High Cost of Living	1%	3%	3%	3%
Homelessness/Poverty	2%	1%	-	1%
Public Transportation	4%	1%	1%	1%
Healthcare	2%	1%	2%	1%
Government/Education/Politics	3%	1%	3%	3%
Environment	2%	1%	3%	1%
Better Management of City Services	2%	1%	-	-
Homelessness/poverty	2%	-	-	1%
Employment	4%	-	-	1%
None/Nothing	1%	1%	1%	-
Other	1%	7%	1%	2%
Don't know/Refused	25%	15%	19%	24%

**Excellent/Good  
Don't Know Shown When Greater Than 10%**

5 Previous Survey Averages	Variance +/-	Topic	2010	2008	2006	2004	2002	2000
59	+8	2. City Gov./Overall Performance Don't Know	67 11	70 6	62 7	60 11	51 14	51 18
87	+5	3. Overall Quality of Life	92	91	86	89	85	86
83	+2	4. Overall Quality of Your Neighborhood	85	83	84	85	80	85
64	+11	5. Place to Raise a Child Don't Know	76 5	64 12	67 8	65 11	61 15	63 13
88	+2	6. As a Place to Live	90	92	86	89	86	89
49	+11	7. As a Place to Retire Don't Know	60 12	58 12	50 15	45 12	45 12	46 14
77	0	8. As a Safe Place to Live	77	72	73	79	76	83

**Excellent/Good  
Don't Know Shown When Greater Than 10%**

5 Previous Survey Averages	Variance +/-	Topic	2010	2008	2006	2004	2002	2000
64	+6	9. Sense of Community	70	62	64	70	62	62
81	+8	10. Race Welcoming	89	82	83	83	79	77
77	+3	11. Overall Appearance	80	80	73	83	75	77

**Excellent/Good  
Don't Know Shown When Greater Than 10%**

5 Previous Survey Averages	Variance +/-	Topic	2010	2008	2006	2004	2002	2000
38	+11	12. Quality of Schools K-12	49	36	39	36	38	40
		Don't Know	31	26	24	28	37	38
89	+4	13. Cultural Events	93	92	87	90	86	88
79	0	14. Shopping Opportunities	79	84	79	77	76	80
61	+12	15. Air Quality	73	72	60	61	50	61
60	+14	16. Open Space/Recreation	74	71	63	60	54	52
50	-3	17. Job Opportunities	47	54	51	45	40	63
		Don't Know	14	18	19	21	21	15
15	+11	18. Access to Affordable Housing	26	24	15	15	14	9
		Don't Know	11	8	9	6	8	4
58	+7	19. Economic Development	65	59	51	60	53	66
		Don't Know	11	15	17	15	18	11
44	+5	20. Cable Television	49	47	45	40	45	45
		Don't Know	26	21	25	25	26	25
50	+9	21. Balance of Construction/Neighborhoods	59	60	46	52	47	44
77	+11	22. Ability to Get Around Town	86	83	74	78	78	74
54	+4	23. Ability to Participate in Government	58	62	56	59	42	51
		Don't Know	14	16	20	17	21	22

**Use or Participation – More Than 13 Times & Never**

<b>5 Previous Survey Averages</b>	<b>Variance +/-</b>	<b>Topic</b>	<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>
28 33	0 (-7)	24. Library 13+  Never	28 25	31 36	26 31	32 28	27 36	27 34
32 33	-1 +1	25. Use of Recreation Facilities 13+  Never	31 34	39 27	36 29	28 33	29 37	28 37
13 74	0 (-8)	26. Participate in After-School Programs 13+  Never	12 66	12 72	15 74	13 73	10 74	13 75
51 9	+8 (-2)	27. Visit Parks 13+  Never	53 7	53 7	50 9	54 10	46 10	51 11
41 23	+2 +2	28. Rode Bus Within City 13+  Never	43 25	44 23	39 21	37 25	41 24	44 23
1 78	0 (-2)	29. Attended City Council Meeting 13+  Never	1 76	1 77	1 78	1 77	1 77	1 83
5 63	0 +5	30. Watched City Council Meeting on TV 13+  Never	5 68	7 62	6 59	3 64	6 62	5 70
83 10	+2 (-1)	31. Used the Internet 13+  Never	85 9	90 7	82 11	84 9	78 17	83 6
13 42	+4 (-14)	32. Visited Cambridge Website 13+  Never	17 28	22 24	22 27	12 40	6 51	3 67
7 33	-4 +10	33. Called City Department for Service 13+  Never	3 43	7 30	7 28	8 32	6 37	5 39

**City Services  
Excellent/Good – Don't Know**

<b>5 Previous Survey Averages</b>	<b>Variance +/-</b>	<b>Topic</b>	<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>
76 Don't Know 8	0 Don't Know +3	35. Police Excellent/Good Don't Know	76 11	79 3	76 7	78 10	75 12	73 9
81 Don't Know 15	-4 Don't Know +4	36. Fire Excellent/Good Don't Know	77 19	88 9	82 12	78 19	80 18	77 19
85	+1	37. Garbage Collection Excellent/Good Don't Know	86 4	86 2	80 2	85 2	86 3	88 2
84	+2	38. Recycling Excellent/Good Don't Know	86 2	86 2	85 2	86 2	80 3	82 2
76 Don't Know 17	+9 Don't Know (-5)	39. Library Services Excellent/Good Don't Know	85 12	77 16	76 16	77 17	74 22	75 16
65 Don't Know 20	+3 Don't Know (-8)	40. Recreational Programs/Facilities Excellent/Good Don't Know	68 12	70 18	68 18	64 21	62 23	64 22
81	+4	41. Park & Park Maintenance Excellent/Good Don't Know	85 4	84 2	82 3	82 4	80 6	78 5
60	+8	42. Street Maintenance & Cleanliness Excellent/Good Don't Know	68 1	63 1	55 0	57 1	61 1	63 1
60	+2	43. Snow Removal Excellent/Good Don't Know	62 9	60 5	50 5	64 8	66 15	56 12
38	+11	44. Ease of Private Car Travel Excellent/Good Don't Know	47 11	47 7	40 9	40 6	32 9	33 6
81	+6	45. Ease of Public Transportation Excellent/Good Don't Know	87 3	82 5	78 5	82 4	82 3	83 2

**City Services  
Excellent/Good – Don't Know**

<b>5 Previous Survey Averages</b>	<b>Variance +/-</b>	<b>Topic</b>	<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>
59 Don't Know 25	-4 Don't Know +4	46. Animal Control Excellent/Good Don't Know	55 29	63 23	59 23	61 26	54 30	59 25
39	+6	47. Parking & Traffic Regulation Ex/Good Don't Know	45 5	49 5	44 6	38 5	33 6	31 3
35 Don't Know 55	+10 Don't Know (-6)	48. Senior Services Excellent/Good Don't Know	45 49	39 55	36 54	33 58	35 55	35 55
40 Don't Know 27	+17 Don't Know (-4)	49. Planning and Zoning Excellent/Good Don't Know	57 23	46 24	37 31	41 27	36 31	40 23
51	+13	50. Sidewalk Maintenance Excellent/Good Don't Know	64 1	54 1	51 3	50 2	50 3	53 1
43 Don't Know 44	+7 Don't Know (-3)	51. Children & Youth Services Excellent/Good Don't Know	50 41	47 41	47 42	44 44	36 52	43 44
72 Don't Know 16	-4 Don't Know +3	52. Health & Hospital Excellent/Good Don't Know	68 19	77 10	72 15	71 18	75 20	68 18
46 Don't Know 25	+11 Don't Know -1	53. School and Education Excellent/Good Don't Know	57 24	44 23	45 22	47 24	48 29	48 30
74 Don't Know 8	-0 Don't Know +4	54. Water/Sewer Services Excellent/Good Don't Know	74 12	74 8	77 8	73 9	71 10	76 6
72	+6	55. Public Information Excellent/Good Don't Know	78 6	75 7	77 6	72 8	67 9	68 7

## OVERALL EXPERIENCE

<b>5 Previous Survey Averages</b>	<b>Variance +/-</b>		<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>
43	+9	<b>Totally Satisfied</b>	52	49	47	46	35	37
4	0	<b>Totally Dissatisfied</b>	4	4	3	4	5	2



**TOPLINE**

**OPINION DYNAMICS  
ODC #7667**

**CITY OF CAMBRIDGE  
SEPTEMBER 2010**

*Interviewing dates: September 9, 2010 – September 26, 2010  
Sample size: N=400*

1. What do you think is the single most important issue facing the City of Cambridge today—the one that affects you and your family the most?

Education	13%
Crime/Drugs/Public Safety	11
Economy	9
Housing/Affordable housing/Rent control	7
Parking/traffic/infrastructure/Condition of roads	7
Employment	4
Public transportation	4
Government/Election/Politics	3
Taxes	3
Healthcare	2
Homelessness/Poverty	2
Environment	2
Better management of city services	2
High cost of living	1
Pedestrians/Bicycles	1
(Other)	1
None/Nothing	1
(Don't know)	24
(Refused)	1

Please rate the following on a scale of excellent, good, fair or poor:

2. The overall performance of City government here in Cambridge.	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
<b>September 2010</b>	<b>14%</b>	<b>53</b>	<b>16</b>	<b>5</b>	<b>11</b>
September 2008	12%	58	21	3	6
September 2006	12%	50	24	7	7
October 2004	9%	51	23	6	11
October 2002	6%	45	27	8	14
November 2000	5%	46	26	5	18

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
3.	The overall quality of life in Cambridge.					
	<b>September 2010</b>	<b>37%</b>	<b>55</b>	<b>7</b>	<b>1</b>	<b>-</b>
	September 2008	32%	59	7	1	1
	September 2006	32%	54	12	2	-
	October 2004	30%	59	10	-	1
	October 2002	28%	57	12	1	2
	November 2000	24%	62	12	1	1
4.	The overall quality of your neighborhood.					
	<b>September 2010</b>	<b>42%</b>	<b>43</b>	<b>14</b>	<b>-</b>	<b>-</b>
	September 2008	37%	46	14	3	-
	September 2006	36%	48	12	4	-
	October 2004	34%	51	12	3	-
	October 2002	32%	48	17	2	1
	November 2000	36%	49	13	2	-
5.	Cambridge as a place to raise a child.					
	<b>September 2010</b>	<b>33%</b>	<b>43</b>	<b>15</b>	<b>4</b>	<b>5</b>
	September 2008	22%	42	20	4	12
	September 2006	22%	45	21	4	8
	October 2004	21%	44	19	5	11
	October 2002	18%	43	17	7	15
	November 2000	19%	44	19	4	13
6.	Cambridge as a place to live.					
	<b>September 2010</b>	<b>48%</b>	<b>42</b>	<b>8</b>	<b>1</b>	<b>1</b>
	September 2008	43%	49	7	2	-
	September 2006	41%	45	10	3	1
	October 2004	42%	47	8	2	1
	October 2002	42%	44	10	3	1
	November 2000	39%	50	8	2	1
7.	Cambridge as a place to retire.					
	<b>September 2010</b>	<b>22%</b>	<b>38</b>	<b>19</b>	<b>8</b>	<b>12</b>
	September 2008	21%	37	17	13	12
	September 2006	20%	30	20	15	15
	October 2004	16%	29	26	17	12
	October 2002	14%	31	21	22	12
	November 2000	13%	33	23	17	14

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
8.	Cambridge as a safe place to live.					
	<b>September 2010</b>	<b>25%</b>	<b>52</b>	<b>22</b>	<b>1</b>	<b>1</b>
	September 2008	17%	55	24	4	-
	September 2006	19%	54	22	3	1
	October 2004	21%	58	17	3	1
	October 2002	24%	52	19	4	1
	November 2000	21%	62	15	1	1

Now using the same scale of excellent, good, fair or poor, please rate the following characteristics as they relate to **Cambridge**:

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
9.	A sense of community.					
	<b>September 2010</b>	<b>21%</b>	<b>49</b>	<b>25</b>	<b>3</b>	<b>1</b>
	September 2008	16%	46	30	5	2
	September 2006	17%	47	30	3	3
	October 2004	18%	52	24	4	2
	October 2002	17%	45	29	6	3
	November 2000	10%	52	31	5	2
10.	A place welcoming to all races.					
	<b>September 2010</b>	<b>42%</b>	<b>47</b>	<b>9</b>	<b>1</b>	<b>1</b>
	September 2008	38%	44	13	3	2
	September 2006	37%	46	13	2	1
	October 2004	37%	46	14	1	2
	October 2002	33%	46	15	3	3
	November 2000	32%	45	17	4	3
11.	Overall appearance.					
	<b>September 2010</b>	<b>25%</b>	<b>55</b>	<b>18</b>	<b>1</b>	<b>1</b>
	September 2008	16%	64	16	3	1
	September 2006	19%	54	24	3	1
	October 2004	15%	68	14	2	1
	October 2002	13%	62	22	2	1
	November 2000	13%	64	21	2	1
12.	Quality of schools—K-12.					
	<b>September 2010</b>	<b>15%</b>	<b>34</b>	<b>16</b>	<b>5</b>	<b>31</b>
	September 2008	8%	28	28	10	26
	September 2006	8%	31	27	10	24
	October 2004	8%	28	27	9	28
	October 2002	7%	31	18	7	37
	November 2000	10%	30	16	6	38

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
13.	Opportunities to attend cultural events.					
	<b>September 2010</b>	<b>51%</b>	<b>42</b>	<b>4</b>	<b>-</b>	<b>1</b>
	September 2008	52%	40	6	1	1
	September 2006	51%	36	9	2	3
	October 2004	53%	37	7	1	2
	October 2002	47%	39	9	2	3
	November 2000	48%	40	8	2	2
14.	Shopping opportunities.					
	<b>September 2010</b>	<b>32%</b>	<b>47</b>	<b>18</b>	<b>2</b>	<b>1</b>
	September 2008	30%	54	13	2	1
	September 2006	34%	45	16	4	1
	October 2004	23%	54	16	6	1
	October 2002	27%	49	18	5	1
	November 2000	26%	54	15	5	-
15.	Air quality.					
	<b>September 2010</b>	<b>14%</b>	<b>59</b>	<b>20</b>	<b>5</b>	<b>2</b>
	September 2008	11%	61	21	4	2
	September 2006	9%	51	30	5	4
	October 2004	5%	56	31	5	3
	October 2002	6%	44	38	9	3
	November 2000	6%	55	31	6	2
16.	Open space/Recreation opportunities.					
	<b>September 2010</b>	<b>31%</b>	<b>43</b>	<b>20</b>	<b>5</b>	<b>1</b>
	September 2008	19%	52	24	5	-
	September 2006	22%	41	29	8	1
	October 2004	15%	45	31	8	1
	October 2002	13%	41	33	9	4
	November 2000	10%	42	33	12	2
17.	Job opportunities.					
	<b>September 2010</b>	<b>9%</b>	<b>38</b>	<b>32</b>	<b>8</b>	<b>14</b>
	September 2008	13%	41	23	5	18
	September 2006	9%	42	24	6	19
	October 2004	6%	39	27	7	21
	October 2002	6%	34	29	10	21
	November 2000	18%	45	19	4	15

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
18.	Access to affordable housing					
	<b>September 2010</b>	<b>8%</b>	<b>18</b>	<b>40</b>	<b>22</b>	<b>11</b>
	September 2008	5%	19	38	30	8
	September 2006	4%	11	32	44	9
	October 2004	4%	11	29	50	6
	October 2002	2%	12	24	54	8
	November 2000	2%	7	24	63	4
19.	Economic development					
	<b>September 2010</b>	<b>13%</b>	<b>52</b>	<b>23</b>	<b>2</b>	<b>11</b>
	September 2008	10%	49	22	4	15
	September 2006	8%	43	27	6	17
	October 2004	8%	52	20	5	15
	October 2002	9%	44	25	4	18
	November 2000	12%	54	20	2	11
20.	Cable television					
	<b>September 2010</b>	<b>15%</b>	<b>34</b>	<b>13</b>	<b>12</b>	<b>26</b>
	September 2008	13%	34	21	11	21
	September 2006	11%	34	18	13	25
	October 2004	10%	30	20	15	25
	October 2002	10%	35	17	12	26
	November 2000	11%	34	21	10	25
21.	The balance between new construction and neighborhood preservation					
	<b>September 2010</b>	<b>11%</b>	<b>48</b>	<b>27</b>	<b>4</b>	<b>9</b>
	September 2008	10%	50	25	11	4
	September 2006	6%	40	33	15	6
	October 2004	7%	45	27	12	9
	October 2002	8%	39	32	12	9
	November 2000	5%	39	32	17	8
22.	Ability to get around town					
	<b>September 2010</b>	<b>34%</b>	<b>52</b>	<b>9</b>	<b>2</b>	<b>3</b>
	September 2008	37%	46	14	2	1
	September 2006	29%	45	20	5	1
	October 2004	28%	50	17	5	-
	October 2002	30%	48	16	6	-
	November 2000	28%	46	19	6	-

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
23. Ability to participate in government					
<b>September 2010</b>	<b>12%</b>	<b>46</b>	<b>24</b>	<b>3</b>	<b>14</b>
September 2008	16%	46	17	4	16
September 2006	13%	43	19	5	20
October 2004	13%	46	19	5	17
October 2002	12%	40	22	5	21
November 2000	8%	43	22	5	22

In the last 12 months, about how many times, if ever, have you or another household member done the following:

	<u>(Never)</u>	<u>(Once)</u>	<u>(Twice)</u>	<u>(3-12 times)</u>	<u>(13-26 times)</u>	<u>(&gt; 26 times)</u>	<u>(DK/Ref)</u>
24. Used the Cambridge public libraries.							
<b>September 2010</b>	<b>25%</b>	<b>11</b>	<b>11</b>	<b>24</b>	<b>12</b>	<b>16</b>	<b>1</b>
September 2008	30%	6	7	26	11	20	1
September 2006	31%	6	9	27	11	15	1
October 2004	28%	4	7	28	13	19	1
October 2002	36%	6	8	23	10	17	-
November 2000	34%	6	7	25	10	17	-
25. Used the city's recreational facilities.							
<b>September 2010</b>	<b>34%</b>	<b>2</b>	<b>6</b>	<b>20</b>	<b>11</b>	<b>20</b>	<b>7</b>
September 2008	27%	3	4	25	13	26	2
September 2006	29%	5	5	24	9	27	1
October 2004	33%	3	4	27	9	19	5
October 2002	37%	4	7	21	7	22	2
November 2000	37%	5	6	22	7	21	3
26. Participated in after-school programs or activities.							
<b>September 2010</b>	<b>66%</b>	<b>1</b>	<b>2</b>	<b>12</b>	<b>4</b>	<b>8</b>	<b>6</b>
September 2008	72%	2	3	5	2	10	5
September 2006	74%	1	1	5	3	12	3
October 2004	73%	1	1	6	4	9	6
October 2002	74%	1	2	7	3	7	6
November 2000	75%	2	1	7	3	10	2

		<u>(Never)</u>	<u>(Once)</u>	<u>(Twice)</u>	<u>(3-12 times)</u>	<u>(13-26 times)</u>	<u>(&gt; 26 times)</u>	<u>(DK/Ref)</u>
27.	Visited a neighborhood or city park.							
	<b>September 2010</b>	7%	3	9	26	19	34	1
	September 2008	7%	2	6	32	17	36	-
	September 2006	9%	4	6	30	13	37	1
	October 2004	10%	3	6	26	15	39	1
	October 2002	10%	5	7	31	11	35	1
	November 2000	11%	3	4	30	12	39	2
28.	Rode a bus within the city.							
	<b>September 2010</b>	25%	4	4	24	13	30	-
	September 2008	23%	2	8	22	9	35	1
	September 2006	21%	2	7	31	10	29	1
	October 2004	25%	7	6	24	5	32	1
	October 2002	24%	5	8	21	12	29	1
	November 2000	23%	4	10	19	8	36	1
29.	Attended a City Council meeting in person.							
	<b>September 2010</b>	76%	7	4	10	-	1	1
	September 2008	77%	6	6	10	1	-	-
	September 2006	78%	8	5	8	1	-	-
	October 2004	77%	9	6	7	-	1	-
	October 2002	77%	9	6	6	-	1	1
	November 2000	83%	9	3	4	-	1	1
30.	Watched a City Council meeting on cable TV							
	<b>September 2010</b>	68%	9	6	11	1	4	1
	September 2008	62%	8	7	16	3	4	1
	September 2006	59%	8	11	14	2	4	-
	October 2004	64%	10	6	15	1	2	2
	October 2002	62%	9	8	13	2	4	2
	November 2000	70%	8	6	11	2	3	1
31.	Used the Internet							
	<b>September 2010</b>	9%	2	1	2	7	78	2
	September 2008	7%	-	1	3	5	85	-
	September 2006	11%	2	2	4	3	79	-
	October 2004	9%	-	1	4	5	79	2
	October 2002	17%	1	1	2	3	75	1
	November 2000	16%	-	-	1	2	81	-

		<u>(Never)</u>	<u>(Once)</u>	<u>(Twice)</u>	<u>(3-12 times)</u>	<u>(13-26 times)</u>	<u>(&gt; 26 times)</u>	<u>(DK/Ref)</u>
32.	Visited the city of Cambridge web site							
	<b>September 2010</b>	<b>28%</b>	<b>6</b>	<b>15</b>	<b>31</b>	<b>10</b>	<b>7</b>	<b>2</b>
	September 2008	24%	5	12	35	10	12	1
	September 2006	27%	6	12	32	8	14	-
	October 2004	40%	7	9	31	6	6	1
	October 2002	51%	9	11	22	4	2	1
	November 2000	67%	5	8	15	1	2	1

33.	Called a city department for service							
	<b>September 2010</b>	<b>43%</b>	<b>13</b>	<b>15</b>	<b>24</b>	<b>2</b>	<b>1</b>	<b>3</b>
	September 2008	30%	10	17	36	3	4	-
	September 2006	28%	9	16	39	3	4	1
	October 2004	32%	11	16	31	5	3	2
	October 2002	37%	14	17	25	3	3	1
	November 2000	39%	12	12	32	3	2	1

34. How likely would you be to use the internet to complete financial transactions with the city of Cambridge—like paying parking tickets, paying tax bills and registering for various city programs?

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not very likely</u>	<u>Not likely at all</u>	<u>(DK)</u>
<b>September 2010</b>	<b>54%</b>	<b>17</b>	<b>5</b>	<b>22</b>	<b>2</b>
September 2008	51%	14	10	24	1
September 2006	49%	16	7	26	1
October 2004	40%	20	7	29	4
October 2002	40%	17	9	31	3
November 2000	38%	22	11	28	2

34a. Have you ever used the internet to complete financial transactions with the city of Cambridge, like paying parking tickets, paying tax bills, and registering for various city programs?

	<u>Yes, Very satisfied</u>	<u>Yes, Somewhat satisfied</u>	<u>Yes, Not very satisfied</u>	<u>Yes, Not satisfied at all</u>	<u>Yes, (ref)</u>	<u>No</u>	<u>(NS/Ref)</u>
<b>September 2010</b>	<b>38%</b>	<b>9</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>46</b>	<b>2</b>
September 2008	35%	12	-	-	-	52	2
September 2006	29%	6	-	1	1	62	1
October 2004	21%	7	1	1	-	69	1
October 2002	11%	6	-	1	-	81	1



Now, I'd like to read you one final list dealing with various city services provided by Cambridge. Again using the scale of excellent, good, fair or poor, please rate each of these services:

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
35.	Police Department services.					
	September 2010	24%	52	11	3	11
	September 2008	26%	53	13	4	3
	September 2006	23%	53	14	3	7
	October 2004	22%	56	10	2	10
	October 2002	21%	54	10	3	12
	November 2000	15%	58	15	2	9
36.	Fire Department services.					
	September 2010	37%	40	2	1	19
	September 2008	40%	48	3	-	9
	September 2006	36%	46	5	1	12
	October 2004	31%	47	3	-	19
	October 2002	34%	46	2	-	18
	November 2000	24%	53	3	-	19
37.	Garbage Collection.					
	September 2010	29%	57	7	2	4
	September 2008	36%	50	10	2	2
	September 2006	29%	51	14	3	2
	October 2004	24%	61	11	2	2
	October 2002	24%	62	9	2	3
	November 2000	23%	65	7	3	2
38.	Recycling.					
	September 2010	37%	49	9	2	2
	September 2008	37%	49	10	2	2
	September 2006	34%	51	11	2	2
	October 2004	32%	54	10	2	2
	October 2002	30%	50	12	5	3
	November 2000	28%	54	12	3	2
39.	Library services					
	September 2010	47%	38	3	-	12
	September 2008	38%	39	6	1	16
	September 2006	38%	38	6	2	16
	October 2004	34%	43	6	-	17
	October 2002	30%	44	4	-	22
	November 2000	21%	54	9	1	16

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
40.	Recreational programs and facilities					
	<b>September 2010</b>	<b>20%</b>	<b>48</b>	<b>11</b>	<b>1</b>	<b>20</b>
	September 2008	19%	51	10	2	18
	September 2006	20%	48	11	2	18
	October 2004	10%	54	14	1	21
	October 2002	10%	52	14	1	23
	November 2000	11%	51	14	2	22
41.	City parks and park maintenance					
	<b>September 2010</b>	<b>28%</b>	<b>57</b>	<b>9</b>	<b>3</b>	<b>4</b>
	September 2008	27%	57	12	3	2
	September 2006	29%	53	14	1	3
	October 2004	23%	59	12	2	4
	October 2002	22%	58	12	2	6
	November 2000	17%	61	14	2	5
42.	Street maintenance and cleanliness					
	<b>September 2010</b>	<b>19%</b>	<b>49</b>	<b>22</b>	<b>9</b>	<b>1</b>
	September 2008	13%	50	27	9	1
	September 2006	13%	42	34	10	-
	October 2004	9%	48	30	12	1
	October 2002	11%	50	28	10	1
	November 2000	10%	53	27	8	1
43.	Snow removal					
	<b>September 2010</b>	<b>13%</b>	<b>49</b>	<b>21</b>	<b>8</b>	<b>9</b>
	September 2008	11%	49	29	7	5
	September 2006	11%	39	35	9	5
	October 2004	11%	53	21	7	8
	October 2002	14%	52	14	5	15
	November 2000	10%	46	23	10	12
44.	Ease of private car travel in the city					
	<b>September 2010</b>	<b>11%</b>	<b>36</b>	<b>29</b>	<b>13</b>	<b>11</b>
	September 2008	6%	41	34	11	7
	September 2006	8%	32	33	18	9
	October 2004	5%	35	35	19	6
	October 2002	3%	29	38	21	9
	November 2000	3%	30	31	29	6

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
45.	Ease of public transportation in the city					
	<b>September 2010</b>	<b>36%</b>	<b>51</b>	<b>9</b>	<b>1</b>	<b>3</b>
	September 2008	35%	47	10	3	5
	September 2006	23%	55	13	4	5
	October 2004	28%	54	12	2	4
	October 2002	31%	51	13	2	3
	November 2000	30%	53	13	2	2
46.	Animal control					
	<b>September 2010</b>	<b>15%</b>	<b>40</b>	<b>13</b>	<b>2</b>	<b>29</b>
	September 2008	17%	46	9	5	23
	September 2006	15%	44	14	4	23
	October 2004	11%	50	10	3	26
	October 2002	11%	43	12	4	30
	November 2000	9%	50	12	5	25
47.	Parking and traffic regulation					
	<b>September 2010</b>	<b>13%</b>	<b>34</b>	<b>28</b>	<b>19</b>	<b>5</b>
	September 2008	5%	44	32	15	5
	September 2006	5%	39	34	17	6
	October 2004	5%	33	33	24	5
	October 2002	5%	28	34	27	6
	November 2000	2%	29	31	35	3
48.	Senior services					
	<b>September 2010</b>	<b>14%</b>	<b>31</b>	<b>5</b>	<b>1</b>	<b>49</b>
	September 2008	10%	29	6	1	55
	September 2006	9%	27	7	3	54
	October 2004	8%	25	7	2	58
	October 2002	8%	27	8	2	55
	November 2000	8%	27	10	-	55
49.	Planning and zoning					
	<b>September 2010</b>	<b>9%</b>	<b>48</b>	<b>16</b>	<b>4</b>	<b>23</b>
	September 2008	6%	40	23	8	24
	September 2006	5%	32	24	8	31
	October 2004	4%	37	24	8	27
	October 2002	4%	32	26	7	31
	November 2000	3%	37	26	10	23

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
50.	Sidewalk maintenance					
	<b>September 2010</b>	<b>13%</b>	<b>51</b>	<b>26</b>	<b>9</b>	<b>1</b>
	September 2008	6%	48	34	11	1
	September 2006	7%	44	35	11	3
	October 2004	8%	42	34	14	2
	October 2002	9%	41	32	15	3
	November 2000	6%	47	30	16	1
51.	Children and Youth services					
	<b>September 2010</b>	<b>15%</b>	<b>35</b>	<b>7</b>	<b>1</b>	<b>41</b>
	September 2008	12%	35	10	2	41
	September 2006	12%	35	9	3	42
	October 2004	8%	36	11	1	44
	October 2002	7%	29	10	2	52
	November 2000	7%	36	13	-	44
52.	Health and Hospitals					
	<b>September 2010</b>	<b>29%</b>	<b>39</b>	<b>9</b>	<b>3</b>	<b>19</b>
	September 2008	20%	57	10	2	10
	September 2006	20%	52	10	3	15
	October 2004	22%	49	10	1	18
	October 2002	20%	45	13	2	20
	November 2000	17%	51	12	2	18
53.	Schools and education					
	<b>September 2010</b>	<b>22%</b>	<b>35</b>	<b>15</b>	<b>4</b>	<b>24</b>
	September 2008	10%	34	27	6	23
	September 2006	11%	34	25	9	21
	October 2004	10%	37	22	7	24
	October 2002	13%	35	15	8	29
	November 2000	15%	35	15	5	30
54.	Water/sewer services					
	<b>September 2010</b>	<b>24%</b>	<b>50</b>	<b>11</b>	<b>2</b>	<b>12</b>
	September 2008	17%	57	13	5	8
	September 2006	16%	61	12	3	8
	October 2004	13%	60	14	4	9
	October 2002	13%	58	16	3	10
	November 2000	10%	66	15	3	6

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>(DK)</u>
55.	Public information					
	September 2010	22%	56	14	1	6
	September 2008	17%	58	15	2	7
	September 2006	18%	59	13	3	6
	October 2004	14%	58	17	3	8
	October 2002	12%	55	20	4	9
	November 2000	9%	59	22	4	7

56. Would you agree or disagree with the following statement: I've wanted to conduct business with the City of Cambridge after regular business hours but I couldn't because city offices closed before I could get to them.

	<u>Agree</u>	<u>Disagree</u>	<u>(Don't know)</u>
September 2010	45%	35	20
September 2008	41%	44	15
September 2006	42%	45	12
October 2004	40%	43	17
October 2002	42%	36	22
November 2000	50%	31	19

57. When you need information or assistance with city-related issues or services, how do you go about seeking it?

Internet/City of Cambridge website	60%
Phone/Phone book	26
City Hall/go to office in person	9
Word of mouth	4
Newspaper	3
City pamphlets/mailings	1
(Other)	-
(Don't know)	9
(Refused)	1

58. On a scale of 1 to 5, where 1 means *totally dissatisfied*, 3 means *neither satisfied nor dissatisfied* and 5 means *totally satisfied*, how would you rate your overall experience when interacting with city government?

	<u>1- Totally dissatisfied</u>	<u>2</u>	<u>3-Neither satisfied nor Dissatisfied</u>	<u>4</u>	<u>5-Totally satisfied</u>	<u>(DK)</u>
September 2010	4%	5	26	37	16	11
September 2008	4%	4	37	38	11	7
September 2006	3%	6	36	32	15	7
October 2004	4%	5	34	32	14	11
October 2002	5%	6	38	26	9	16
November 2000	2%	6	46	31	6	9

(SKIP IF DK Q58. n=354)

59. Specifically, why do you feel that way?

	<u>1- Totally dissatisfied</u>	<u>2</u>	<u>3-Neither satisfied nor Dissatisfied</u>	<u>4</u>	<u>5 -Totally satisfied</u>
Issue unresolved	31%	-%	2%	-%	-%
Taxes	31	-	-	-	-
Bad service/could be improved	9	12	-	4	1
Political/bureaucratic	8	6	4	1	-
Slow to respond/Solve problems	6	8	6	5	-
No changes/don't listen	6	4	1	-	1
People not helpful/rude	4	7	4	2	-
Zoning issues	4	-	2	1	-
School/education issues	4	-	-	1	-
Govt. doesn't care for people	2	3	10	-	-
Don't interact with city govt.	-	3	16	6	2
No problems/Satisfied	-	2	2	13	25
Quick to respond/Solve problems	-	-	-	10	7
People are helpful/nice	-	-	2	3	8
Traffic/Parking issues	-	6	10	3	-
Not accessible	-	-	1	-	-
Police issues	-	-	1	1	1
Bad experience (gen)	-	29	3	3	-
Negative comments (gen)	-	3	-	1	-
Some Positive/Negative experiences	-	-	4	6	-
Positive comments (gen)	-	-	-	1	-
Accessible/Easy to get a hold of	-	-	-	1	3
Good experience	-	-	-	3	2
Helpful/good website	-	-	-	1	-
Hours	-	-	1	1	1
Good service	-	-	1	2	1
Good job/City runs well	-	2	-	17	8
Good information	-	-	-	1	-
Listen/receptive	-	-	-	1	7
Elderly services	-	2	-	-	-
Communication issues	-	-	5	-	-
People not heard	-	-	-	1	-
Hard to get a hold of right people/dept.	-	10	2	2	-
Know people in city council	-	-	-	1	2
Long waits/lines	-	-	1	4	-
(Other)	-	3	-	-	9
(Don't know/Refused)	4	2	27	15	22

60. If you were speaking *directly* to the leaders of city government here in Cambridge, what are the two or three issues you would recommend that city government focus more attention on?

Education	18%
Parking/Traffic	13
Crime/Drugs/Public safety	12
Condition of streets/sidewalks/street signs/street lamps	11
Housing/Affordable housing	10
Government/Election/Politics	9
Trash/litter collections/street cleaning	8
Development/Overdevelopment/Open space	6
Employment	6
Police issues	5
Parks/Playgrounds/Dog parks	4
Public transportation	3
Taxes	3
Public works issues	2
Pedestrian/Bicycle issues	2
Snow removal/Winter issues	2
Healthcare	2
Youth/Children's issues/After-school programs	1
Senior healthcare/Senior issues	1
Homelessness	1
Economy	1
Community/Recreational centers	1
Welfare/Social Services	1
Rent control/Rent	1
Zoning issues	1
Environment	1
Cultural/racial/economic diversity	1
High cost of living	1
(Other)	2
None/Nothing	1
(Don't know/Refused)	19

61. Are there any children under the age of 18 living in your household? (IF YES): Do they attend public schools, private schools, or parochial schools?

	<u>Yes,</u> <u>public</u>	<u>Yes,</u> <u>private</u>	<u>Yes,</u> <u>parochial</u>	<u>Yes, (any</u> <u>mixture of</u> <u>schools)</u>	<u>Yes,</u> <u>(refused)</u>	<u>No</u>	<u>(Ref)</u>
September 2010	14%	5	2	1	3	73	2
September 2008	15%	6	1	2	2	73	1
September 2006	18%	4	1	1	1	72	3
October 2004	12%	5	1	1	1	79	1
October 2002	12%	3	-	1	1	82	1

Now, I'd like to ask you some final questions for statistical purposes.

62. Gender

Female	52%
Male	48

63. In which of the following categories is your age?

18-25	9%
26-35	37
36-45	14
46-55	11
56-64	12
65+	11
(Refused)	7

64. How many years have you lived in Cambridge?

(Less than 1 year)	9%
(1.1-2 years)	8
(2.1-5 years)	6
(5.1-10 years)	22
(10.1-20 years)	20
(20.1-30 years)	10
(Over 30 years)	12
(All my life)	8
(Don't know)	4

65. Do you own or rent your home?

Own	44%
Rent	50
(Other)	2
(Refused)	5



66. Which one of the following best describes the neighborhood of Cambridge you live in?

West Cambridge	15%
Central Sq.	15
North Cambridge	12
East Cambridge	10
Cambridgeport	6
Kendall Sq.	6
Porter Sq.	6
Harvard Sq	5
Area 4	4
Mid-Cambridge	4
Riverside	3
Agassiz	2
Wellington/Harrington	1
Avon Hill	1
(Other)	2
(Don't know/Refused)	8

67. Would you please tell me in which of the following categories I read is your total household income—that is, of everyone living in your household

\$0-11,999	6%
\$12-19,999	4
\$20-34,999	6
\$35-49,999	7
\$50-74,999	13
\$75-99,999	13
\$100,000 and over	17
(Refused/Don't know)	34