1.

CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager *Richard C. Rossi, Deputy City Manager*

November 5, 2012

To The Honorable, the City Council:

I am transmitting the results of the bi-annual Citizens Opinion Survey for 2012. 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 very encouraging to City Councillors, Department Heads and City Staff. Results indicate that Cambridge citizens today are more positive about nearly all aspects of their city government than ever before. The data show all-time highs in positive ratings for: the overall performance of city government (75%); the overall quality of life in Cambridge (94%); and the quality of Cambridge Public Schools (65%). In fact, the *excellent* rating for Cambridge schools has jumped 8 points since 2010, going from 15% to 23%, with combined *good/excellent* Education ratings jumping by 25 points.

Question 1 – "the most important issue facing Cambridge today," remains Education. The percentage ranking for this number 1 concern has increased by 1%, from 13% in September 2010 to 14% in 2012. Concern about Education is followed by concerns for the economy (9%), crime (8%) and affordable housing (8%). This is similar to the results in 2010, though in earlier surveys housing issues were more prominent. The percentage of citizens citing taxes as the most important continues to dwindle and is now at 2%.

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

Quality of Schools	+25
Economic Development	+17
As a Place to Retire	+16
City Gov't/Overall Performance	+15
Access to Affordable Housing	+15
Place to Raise a Child	+15
Air Quality	+14
Job Opportunities	+11
Balance of Construction/Neighborhoods	+11
Ability to Get Around Town	+8
Overall Appearance	+8
Race Welcoming	+7
As A Place to Live	+7
Open Space/Recreation	+6
Overall Quality of Life	+6
A Safe Place to Live	+6
Sense of Community	+6

I would be pleased to further discuss these results.

795 Massachusetts Avenue, Cambridge, Massachusetts 02139
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Very truly yours,

Robert W. Healy
City Manager

RWH/nbs
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. 2012	Sept. 2010	Sept. 2008	Sept. 2006
Education	14%	13%	23%	19%
Housing/Affordable housing/Rent Control	8%	7%	13%	22%
Crime/Drugs/Public Safety	8%	11%	10%	4%
Parking/Traffic/Infrastructure/Condition of Roads	6%	7%	7%	7%
Taxes	2 %	3%	5%	11%
Economy	9%	9%	4%	2%
High Cost of Living	2%	1%	3%	3%
Homelessness/Poverty	1%	2%	1%	-
Public Transportation	3%	4%	1%	1%
Healthcare	2%	2%	1%	2%
Government/Education/Politics	3%	3%	1%	3%
Environment	3%	2%	1%	3%
Better Management of City Services	2%	2%	1%	-
Homelessness/poverty	1%	2%	-	-
Employment	5%	4%	-	-
None/Nothing	1%	1%	1%	1%
Other	1%	1%	7%	1%
Don't know/Refused	21%	25%	15%	19%

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

6 Previous Survey Averages	Variance +/-	Topic	2012	2010	2008	2006	2004	2002	2000
60	+15	2. City Gov./Overall Performance	75	67	70	62	60	51	51
		Don't Know	6	11	6	7	11	14	18
88	+6	3. Overall Quality of Life	94	92	91	86	89	85	86
84	+5	4. Overall Quality of Your Neighborhood	89	85	83	84	85	80	85
66	+15	5. Place to Raise a Child	81	76	64	67	65	61	63
		Don't Know	8	5	12	8	11	15	13
89	+7	6. As a Place to Live	96	90	92	86	89	86	89
51	+16	7. As a Place to Retire	67	60	58	50	45	45	46
		Don't Know	8	12	12	15	12	12	14
77	+6	8. As a Safe Place to Live	83	77	72	73	79	76	83

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

6 Previous Survey Averages	Variance +/-	Topic	2012	2010	2008	2006	2004	2002	2000
65	+6	9. Sense of Community	71	70	62	64	70	62	62
82	+7	10. Race Welcoming	89	89	82	83	83	79	77
78	+8	11. Overall Appearance	86	80	80	73	83	75	77

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

6 Previous Survey Averages	Variance +/-	Topic	2012	2010	2008	2006	2004	2002	2000
40	**+25**	12. Quality of Schools K-12	65	49	36	39	36	38	40
		Don't Know	21	31	26	24	28	37	38
89	0	13. Cultural Events	89	93	92	87	90	86	88
79	+1	14. Shopping Opportunities	80	79	84	79	77	76	80
63	**+14**	15. Air Quality	77	73	72	60	61	50	61
62	+6	16. Open Space/Recreation	68	74	71	63	60	54	52
50	**+11**	17. Job Opportunities	61	47	54	51	45	40	63
		Don't Know	12	14	18	19	21	21	15
17	**+15**	18. Access to Affordable Housing	32	26	24	15	15	14	9
		Don't Know	9	11	8	9	6	8	4
59	**+17**	19. Economic Development	76	65	59	51	60	53	66
		Don't Know	7	11	15	17	15	18	11
45	(-1)	20. Cable Television	44	49	47	45	40	45	45
		Don't Know	20	26	21	25	25	26	25
51	**+11**	21. Balance of Construction/Neighborhoods	62	59	60	46	52	47	44
79	+8	22. Ability to Get Around Town	87	86	83	74	78	78	74
55	**+11**	23. Ability to Participate in Government	66	58	62	56	59	42	51
		Don't Know	9	14	16	20	17	21	22

Use or Participation – More Than 13 Times & Never

6 Previous Survey Averages	Variance +/-	Topic	2012	2010	2008	2006	2004	2002	2000
29	**+16**	24. Library 13+	45	28	31	26	32	27	27
32	(-10)	Never	22	25	36	31	28	36	34
32	+9	25. Use of Recreation Facilities 13+	41	31	39	36	28	29	28
33	(-3)	Never	30	34	27	29	33	37	37
13	0	26. Participate in After-School Programs 13+	13	12	12	15	13	10	13
72	+3	Never	75	66	72	74	73	74	75
51	**+10**	27. Visit Parks 13+	61	53	53	50	54	46	51
9	(-2)	Never	7	7	7	9	10	10	11
41	**+14**	28. Rode Bus Within City 13+	55	43	44	39	37	41	44
24	(-10)	Never	14	25	23	21	25	24	23
1	0	29. Attended City Council Meeting 13+	1	1	1	1	1	1	1
78	+1	Never	79	76	77	78	77	77	83
5	(-1)	30. Watched City Council Meeting on TV 13+	4	5	7	6	3	6	5
64	(-1)	Never	63	68	62	59	64	62	70
84	+7	31. Used the Internet 13+	91	85	90	82	84	78	83
10	(-6)	Never	4	9	7	11	9	17	6
14	+6	32. Visited Cambridge Website 13+	20	17	22	22	12	6	3
40	(-17)	Never	23	28	24	27	40	51	67
6	(-1)	33. Called City Department for Service 13+	5	3	7	7	8	6	5
35	+5	Never	40	43	30	28	32	37	39

City Services
Excellent/Good – Don't Know

6 Previous Survey Averages	Variance +/-	Topic	2012	2010	2008	2006	2004	2002	2000
76 Don't Know 9	(-5) Don't Know +1	35. Police Excellent/Good Don't Know	71 10	76 11	79 3	76 7	78 10	75 12	73 9
80 Don't Know 16	+2 Don't Know 0	36. Fire Excellent/Good Don't Know	82 16	77 19	88 9	82 12	78 19	80 18	77 19
85	(-6)	37. Garbage Collection Excellent/Good Don't Know	79 5	86 4	86 2	80 2	85 2	86 3	88 2
84	+6	38. Recycling Excellent/Good Don't Know	90 3	86 2	86 2	85 2	86 2	80 3	82 2
77 Don't Know 17	**+11** Don't Know (-9)	39. Library Services Excellent/Good Don't Know	88 8	85 12	77 16	76 16	77 17	74 22	75 16
66 Don't Know 19	+9 Don't Know (-7)	40. Recreational Programs/Facilities Excellent/Good Don't Know	75 12	68 12	70 18	68 18	64 21	62 23	64 22
82	+5	41. Park & Park Maintenance Excellent/Good Don't Know	87 3	85 4	84 2	82 3	82 4	80 6	78 5
61	**+11**	42. Street Maintenance &Cleanliness Excellent/Good Don't Know	72 0	68 1	63 1	55 0	57 1	61 1	63 1
60	**+15**	43. Snow Plowing* (was "removal") Excellent/Good Don't Know	75 4	62 9	60 5	50 5	64 8	66 15	56 12
40	+5	44. Ease of Private Car Travel Excellent/Good Don't Know	45 7	47 11	47 7	40 9	40 6	32 9	33 6
82	+6	45. Ease of Public Transportation Excellent/Good Don't Know	88 3	87 3	82 5	78 5	82 4	82 3	83 2

City Services
Excellent/Good – Don't Know

6 Previous Survey Averages	Variance +/-	Topic	2012	2010	2008	2006	2004	2002	2000
59	+9	46. Animal Control Excellent/Good	68	55	63	59	61	54	59
Don't Know 26	Don't Know (-8)	Don't Know	18	29	23	23	26	30	25
40	+3	47. Parking & Traffic Regulation Ex/Good	43	45	49	44	38	33	31
		Don't Know	3	5	5	6	5	6	3
37	**+11**	48. Senior Services Excellent/Good	48	45	39	36	33	35	35
Don't Know 54	Don't Know (-12)	Don't Know	42	49	55	54	58	55	55
43	**+14**	49. Planning and Zoning Excellent/Good	57	57	46	37	41	36	40
Don't Know 27	Don't Know (-14)	Don't Know	13	23	24	31	27	31	23
54	**+12**	50. Sidewalk Maintenance Excellent/Good	66	64	54	51	50	50	53
		Don't Know	1	1	1	3	2	3	1
45	**+20**	51. Children &Youth Services Excellent/Good	65	50	47	47	44	36	43
Don't Know 44	Don't Know (-16)	Don't Know	28	41	41	42	44	52	44
72	+8	52. Health & Hospital Excellent/Good	80	68	77	72	71	75	68
Don't Know 17	Don't Know (-9)	Don't Know	8	19	10	15	18	20	18
48	**+29**	53. School and Education Excellent/Good	77	57	44	45	47	48	48
Don't Know 25	Don't Know (-13)	Don't Know	12	24	23	22	24	29	30
74	**+14**	54. Water/Sewer Services Excellent/Good	88	74	74	77	73	71	76
Don't Know 9	Don't Know (-3)	Don't Know	6	12	8	8	9	10	6
73	+4	55. Public Information Excellent/Good	77	78	75	77	72	67	68
		Don't Know	7	6	7	6	8	9	7

OVERALL EXPERIENCE

6 Previous Survey Averages	Variance +/-		2012	2010	2008	2006	2004	2002	2000
44	+11	**Totally Satisfied**	55	52	49	47	46	35	37
4	(-2)	**Totally Dissatisfied**	2	4	4	3	4	5	2

October 10, 2012

MEMORANDUM

TO: The City of Cambridge
FR: Opinion Dynamics Corporation
RE: Analysis of 2012 telephone survey data

This memo summarizes the results from a telephone survey conducted by Opinion Dynamics for the City of Cambridge. The survey was conducted September 4-14, 2012. with 400 Cambridge residents aged 18 and older. The overall sample yields a margin of error of ±4.9 percent at the mid-range of the 95% confidence interval. That is, when conducting 100 such surveys, 95 of them will produce results that fall, at worst, 4.9 points on either side of a given percentage. A hard copy of the survey was distributed at various locations throughout the city, and an online survey option was available at the City's website. Results of both of these alternate methodologies appear under separate cover. What follows is a summary of the key findings, along with trended findings from earlier surveys for the city conducted in 2000, 2002, 2004, 2006, 2008, and 2010.

Executive Summary—The Bottom Line

The results from this survey indicate that Cambridge citizens are today more positive about nearly all aspects of their city government than ever before. These data show all-time highs in positive ratings for: the overall performance of city government (75%); the overall quality of life in Cambridge (94%); and the quality of Cambridge Public Schools (65%). In fact, the *excellent* rating for Cambridge schools has jumped 8 points since 2010, going from 15% to 23%. Despite being in the middle of a recession, Cambridge citizens give glowing positive ratings to economic development, with 76% now viewing this aspect of this the city positively. A little over half (55%) are satisfied with their overall interactions with the City of Cambridge, which is similar to the 53% recorded in 2010.

Of 22 city characteristics tested, 18 have shown improvement since 2010, while only 3 have fallen. The drops came in 'opportunities to attend cultural events', 'cable television' and 'open space and recreation opportunities'. Also, while we saw improvements in positive ratings for access to affordable housing, a majority still assigns negative ratings on this issue. Usage of city libraries, city buses, and neighborhood parks have all risen over the last two years. Among 21 municipal attributes services tested, 17 saw their *excellent* ratings rise, and only two saw those ratings decline. 'Parking and traffic regulation' and 'ease of private car travel' were the only two areas that dipped. Almost all citizens (91%) say they have used the Internet over 26 times in the last year, while satisfaction with web-based transaction with the City has gone up again.

All in all, these data show a dramatic improvement in citizen attitudes toward the City of Cambridge, *almost completely across the board.* While our past surveys have always shown steady progress, this 2012 study has shown dramatic improvement.

Summary of Findings

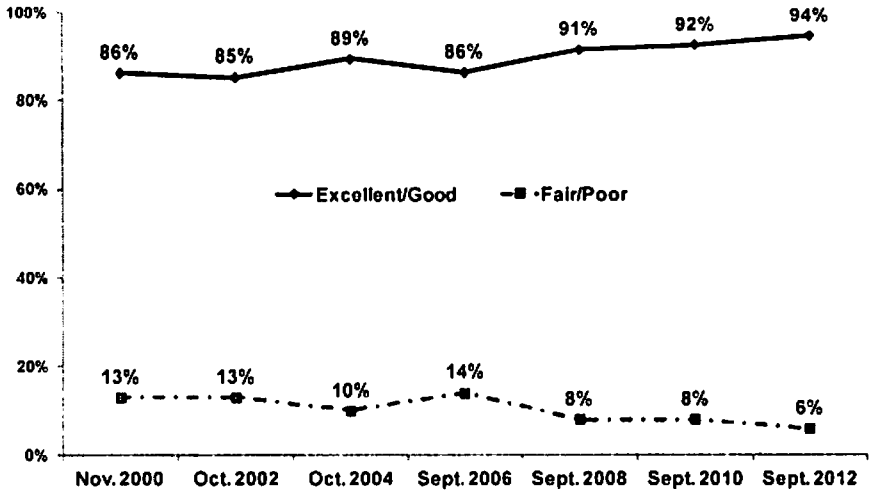
Education, the economy, and crime dominate the list of the most important issues facing Cambridge residents in 2012, which is similar to results in 2010, though in earlier surveys housing issues were more prominent. Fourteen percent cite education as the most important issue facing Cambridge, followed by the economy (9%), and crime (8%). The percentage of citizens citing taxes as the most important continues to dwindle and is now at 2%.

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	14%
Economy	9
Crime/drugs/public safety	8
Housing/affordable housing/rent control	8
Development	6
Parking/traffic/infrastructure/condition of roads	6
Employment	5
Environment	3
Public transportation	3
Government/Election/Politics	3
High cost of living	2
Better management of city services	2
Taxes	2
Healthcare	2
Pedestrians/Bicycles	1
Homelessness/poverty	1
Lack of open space	1
Welfare/Social Services	1
None/nothing	1
(Other)	1
(Don't know)	21

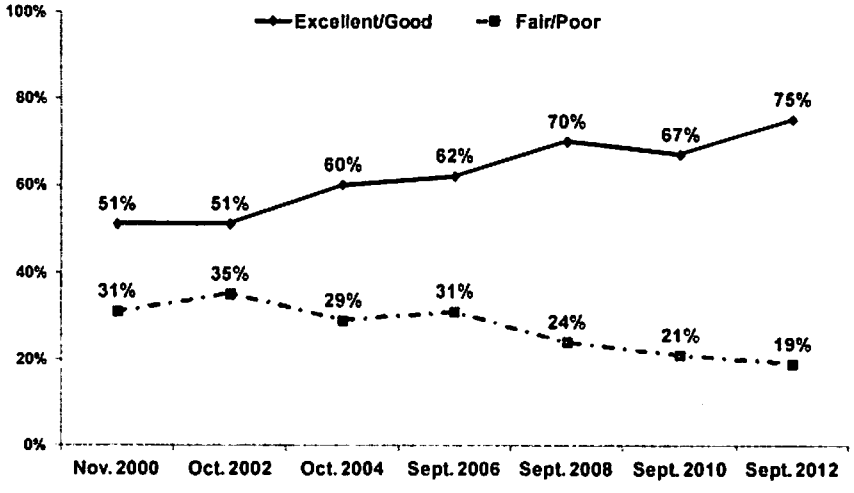
An all-time high of 94% are satisfied with the quality of life in Cambridge. Fifty-one percent rate the quality of life in Cambridge as *excellent,* a rating that has risen steadily over the last twelve years (24% in 2000, 28% in 2002, 30% in 2004, 32% in 2006 and 2008, and 37% in 2010).

Please rate the following on a scale of excellent, good, fair or poor: Overall Quality of Life in Cambridge



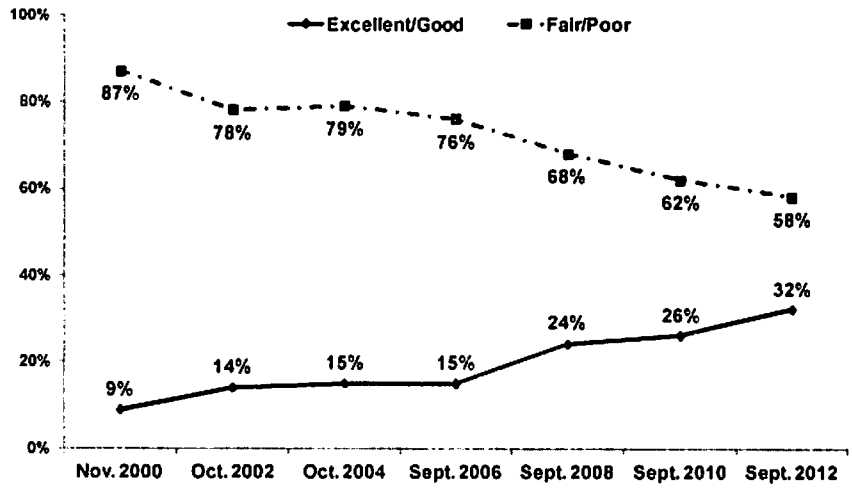
Three-quarters give the overall performance of city government positive ratings of *excellent* or *good*, which is also an all-time high rating. Eighteen percent rate the performance of city government in Cambridge as *excellent*, compared with 5% in 2000, 6% in 2002, 9% in 2004, 12% in 2006 and 2008, and 14% in 2010.

Please rate the following on a scale of excellent, good, fair or poor: The overall performance of City government here in Cambridge



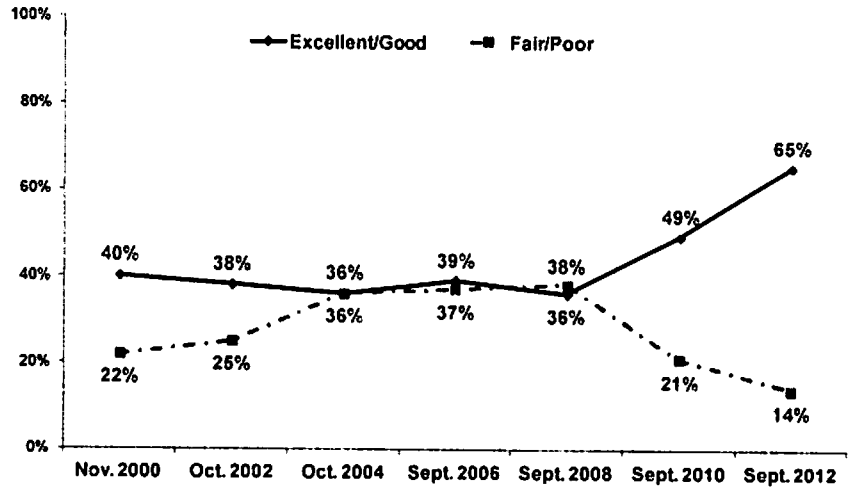
The percentage of those who give access to affordable housing a positive rating continues to climb to 32% from 9% in 2000, 14% in 2002, 15% in 2004 and 2006, 24% in 2008, and 26% last year. However, a majority still view access to affordable housing in the city as *fair* or *poor*.

Please rate the following as it relates to Cambridge on a scale of excellent, good, fair or poor: Access to Affordable Housing



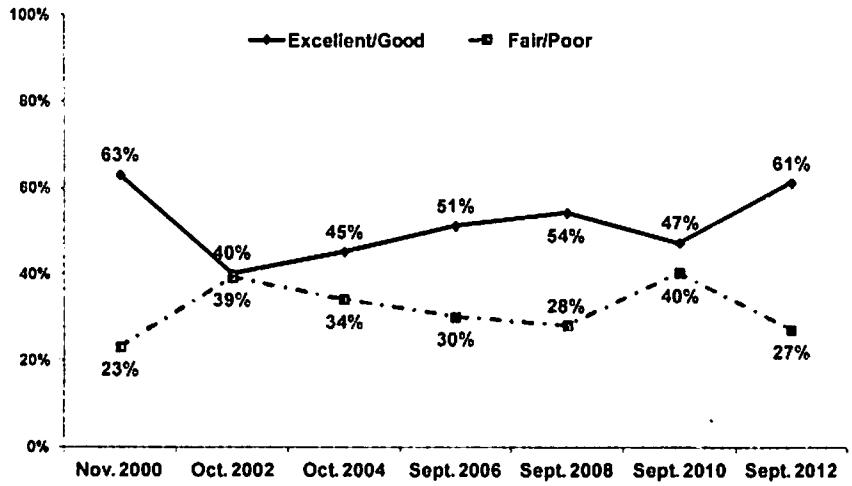
Positive ratings of the quality of Cambridge Public Schools (K-12) continue to rise from 36% in 2008, 49% in 2010, to 65% today. Almost one-quarter (23%) consider the quality of schools to be *excellent*, compared with 10% in 2000, 7% in 2002, 8% in 2004, 2006, and 2008, and 15% last year.

Please rate the following as it relates to Cambridge on a scale of excellent, good, fair or poor: Quality of Schools (K-12)



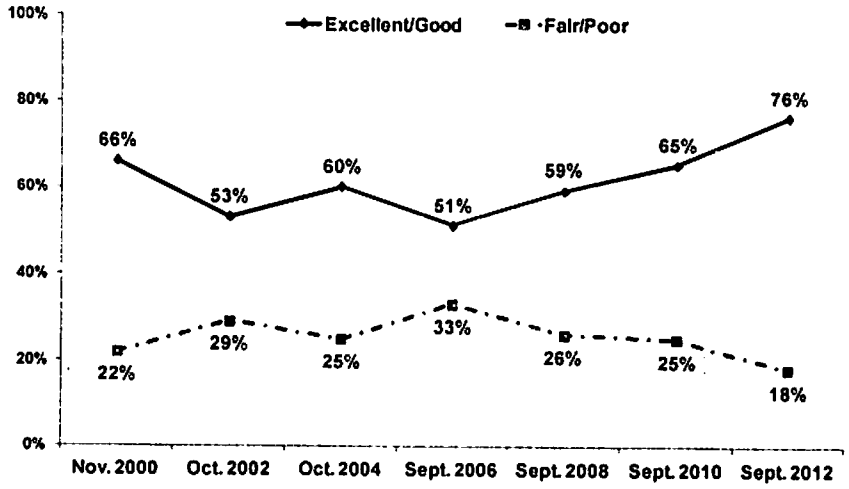
Perceptions of the job market have improved over the last two years, as 61% consider the job opportunities in Cambridge to be *excellent* or *good*, which is a dramatic improvement on the 47% recorded last year. Almost one-fifth (19%) say opportunities in the area are *excellent*.

Please rate the following as it relates to Cambridge on a scale of excellent, good, fair or poor: Job Opportunities



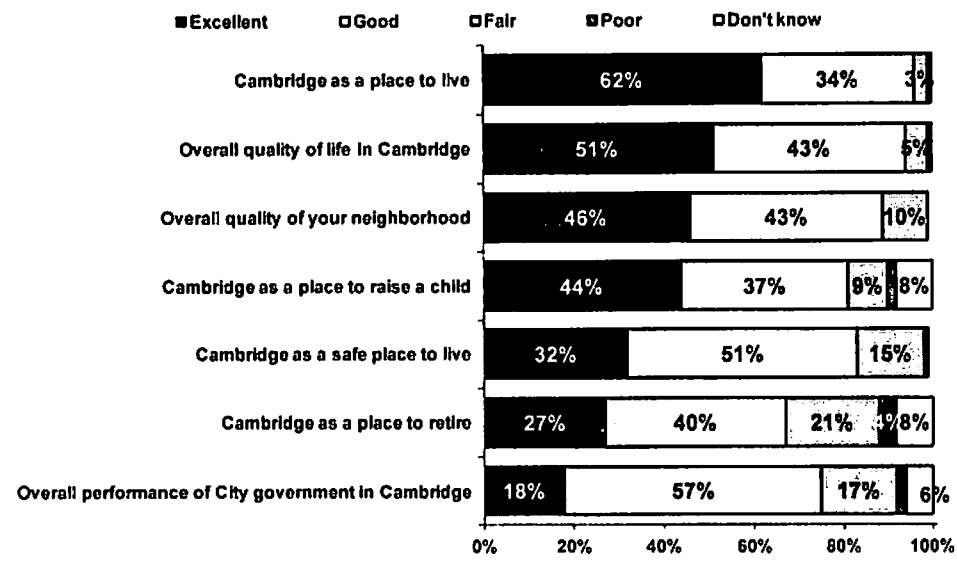
Three-quarters have a rosy view of the economic development in Cambridge, which is the highest recorded rating. Almost one-quarter (23%) give a rating of *excellent*, compared with 12% in 2000, 9% in 2002, 8% in 2004 and 2006, 10% in 2008, and 13% in 2010.

Please rate the following as it relates to Cambridge on a scale of excellent, good, fair or poor: Economic Development



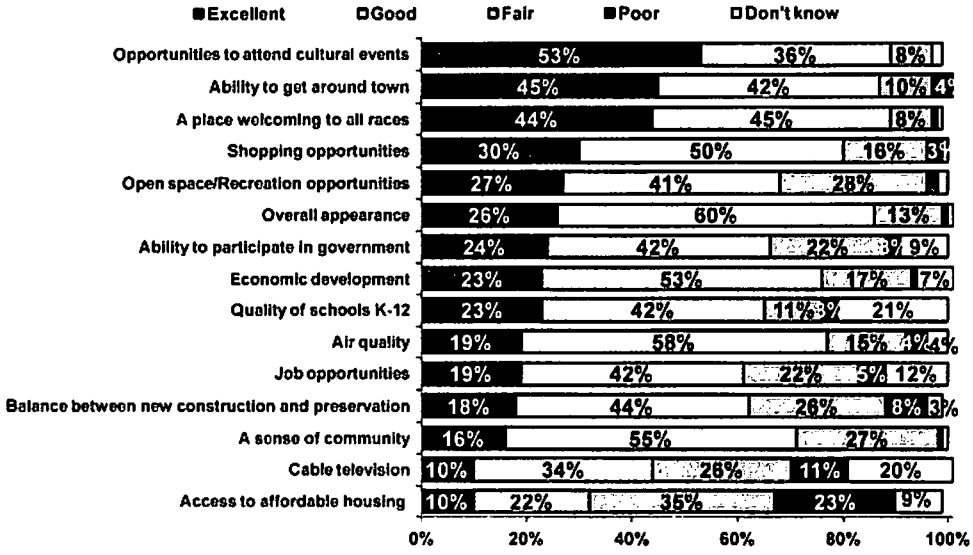
Of the 22 areas tested, combined *excellent* or *good* ratings have risen in 18 areas and fallen in just 3 areas since 2010: opportunities to attend cultural events (93% in 2010 to 89% today); open space or recreation opportunities (74% in 2010 to 68% today); and cable television (49% in 2010, 44% today). One area, a place welcoming to all races, has stayed the same.

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



Labels not shown for values under 3%

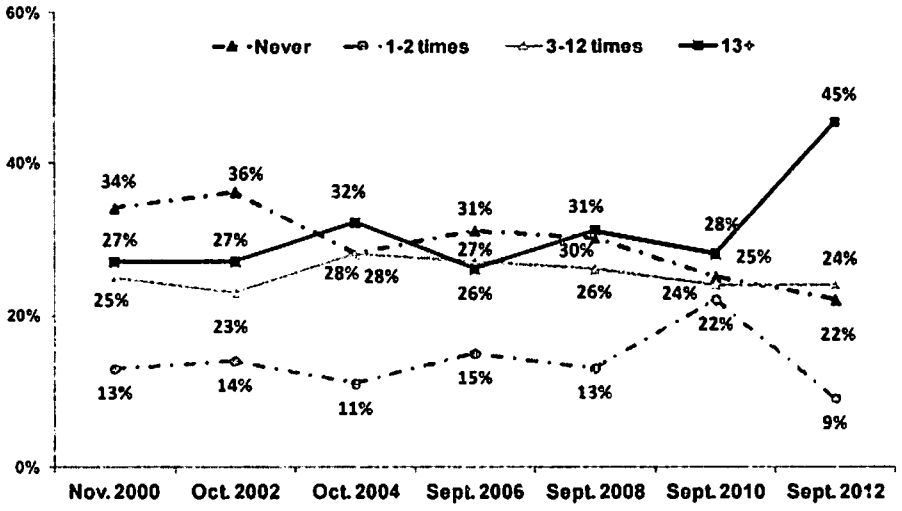
Now using the same scale of excellent, good, fair or poor, please rate the following characteristics as they relate to Cambridge:



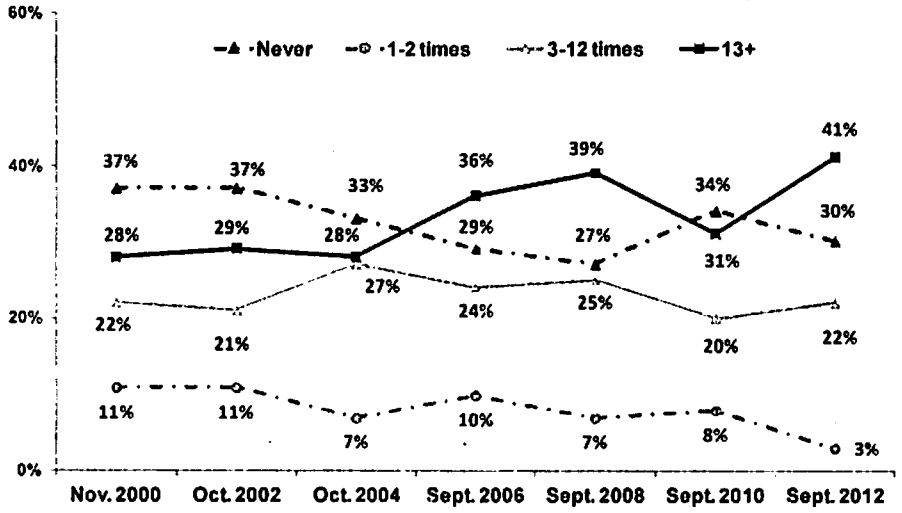
Labels not shown for values under 3%

Citizen usage of the following ***increased*** from 2010 to 2012: Cambridge public libraries; recreational facilities; rode a city bus; and visited a neighborhood city or park.

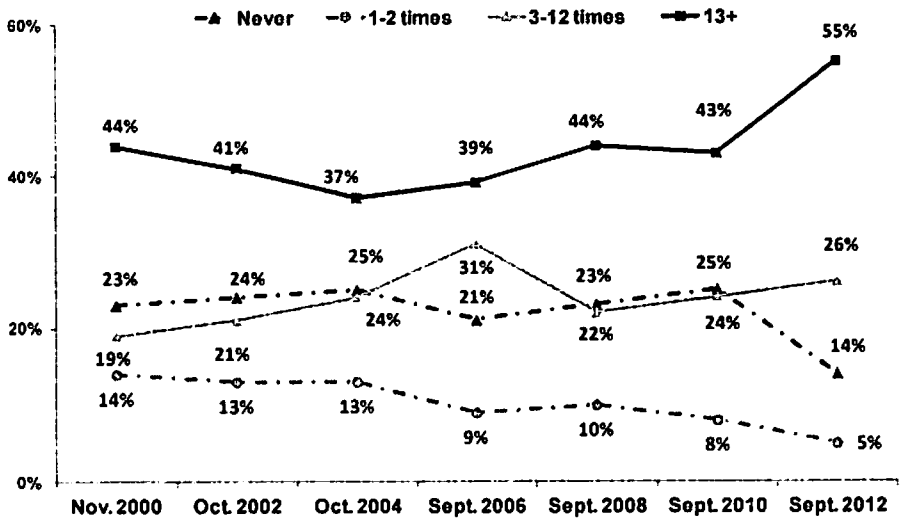
In the last 12 months, about how many times, if ever, have you or another household member done the following: Used the Cambridge Public Libraries



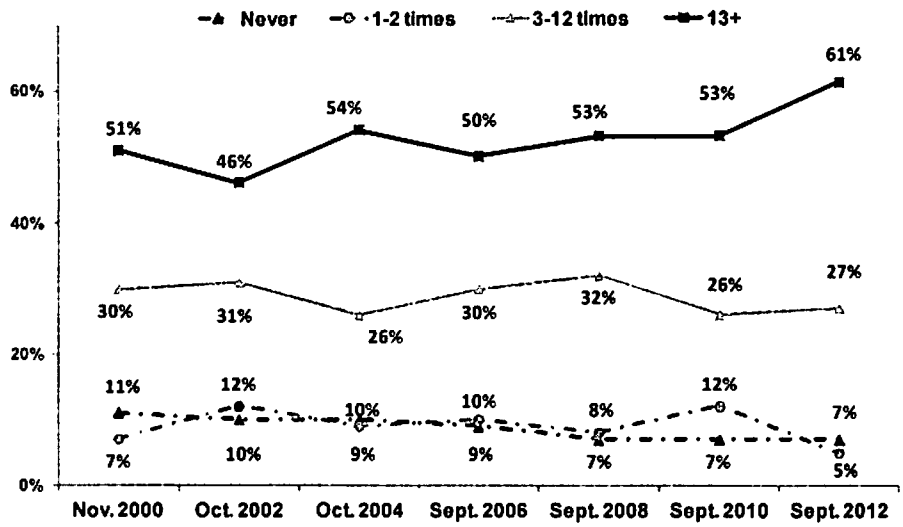
In the last 12 months, about how many times, if ever, have you or another household member done the following: Used the city's recreational facilities



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

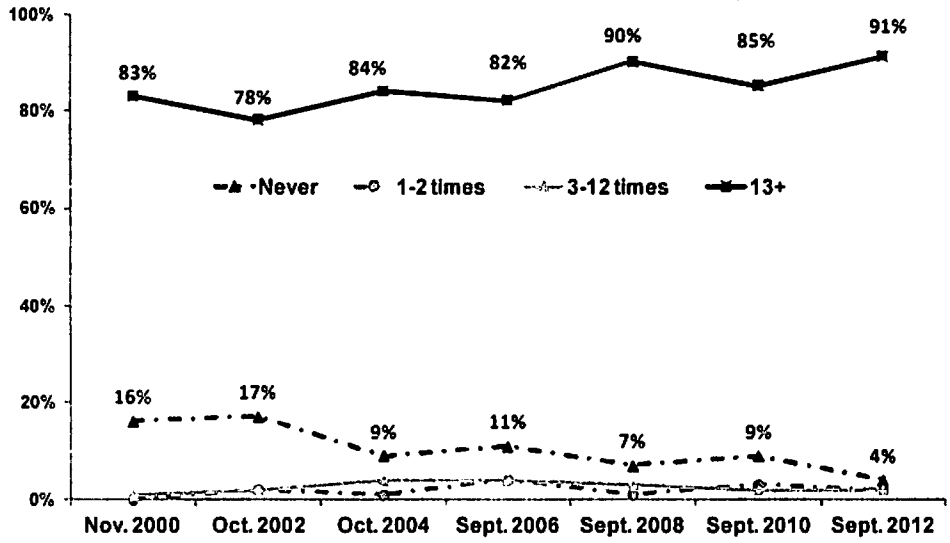


In the last 12 months, about how many times, if ever, have you or another household member done the following: Visited a neighborhood city or park



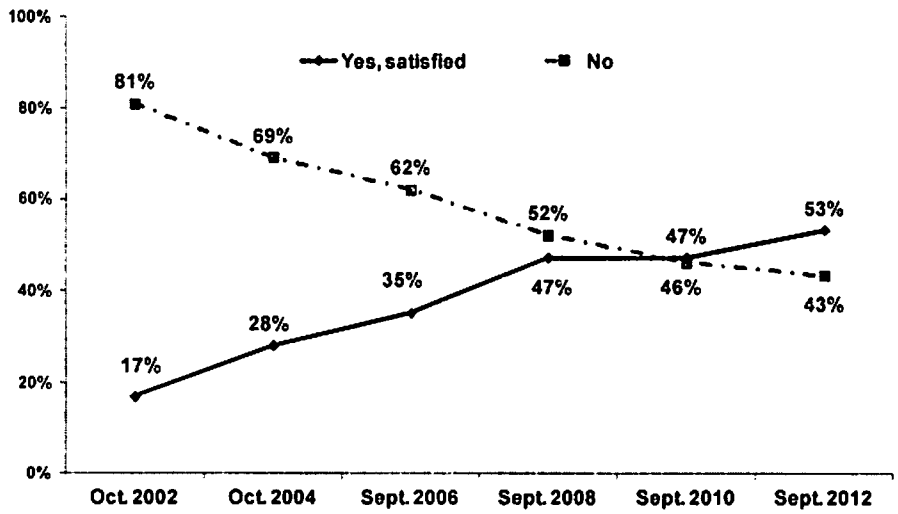
A majority of respondents use the Internet. Ninety-one percent have used the Internet over 26 times in the last year, compared with 4% who have *never* used it, and 4% who have used it 2-12 times.

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



Fifty-six percent have used the Internet to conduct financial transactions with the city; this is a small increase from the 52% who did the same in 2010. Satisfaction with the process is now at 53%, which is up a bit from 47% in both 2008 and 2010.

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? IF YES: Would you say you were very satisfied with the experience, somewhat satisfied, not very satisfied, or not satisfied at all?



Almost three-quarters (74%) use the Internet as their preferred source of information for city services, up from 60% in 2010. Twenty-seven percent use the phone or phonebook, and 13% go to City Hall or offices in person.

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

Internet/City of Cambridge website	74%
Phone/phone book	27
City Hall/go to offices in person	13
Word of mouth	3
(Other)	1
(Don't know)	5
(Refused)	-

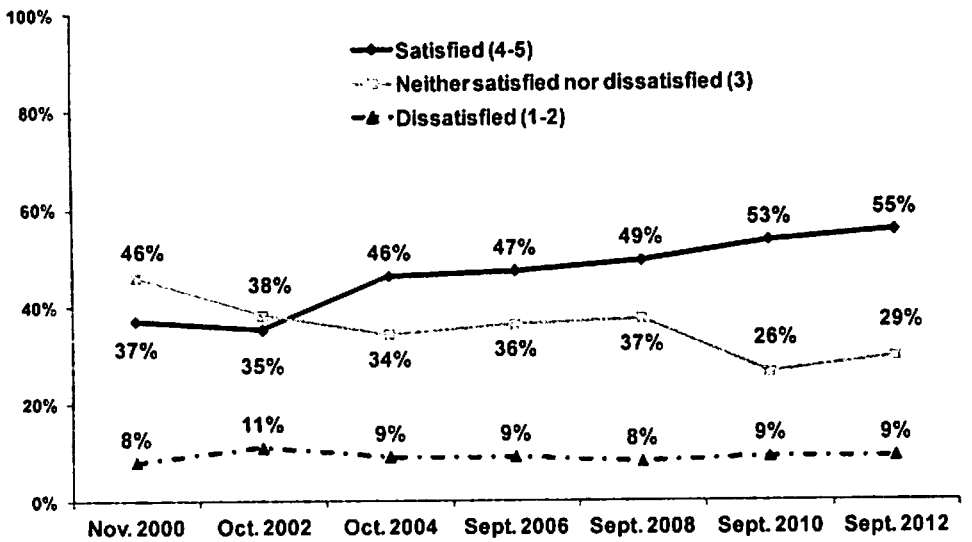
Of the 21 municipal services we tested for performance, *excellent* ratings improved for 17 since the last reading in 2010, while *excellent* ratings dropped for two, and stayed the same for one.

Areas where *excellent* ratings have improved include: recycling (+16); water and sewer (+11); fire department services (+10); police department services (+9); library services (+9); animal control (+9); children and youth services (+9); schools and education (+9); city parks and park maintenance (+8); ease of public transportation (+8); street maintenance (+7); garbage collection (+5); planning and zoning (+4); recreational programs and facilities (+3); senior services (+3); health and hospitals (+3); and sidewalk maintenance (+2). Public information has the same *excellent* rating as last year. Instead of *snow removal*, residents were asked about *snow plowing*, so no movement could be measured for this year.

Decreases in *excellent* ratings were seen for parking and traffic regulation (-7) and ease of private car travel (-2).

Satisfaction with interactions with the City of Cambridge continues its slow climb at 55%. Twenty-nine percent are *neither satisfied nor dissatisfied*, and 9% are *dissatisfied*.

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?



The full trended survey data is attached as Appendix A.

Appendix A

TOPLINE

OPINION DYNAMICS
ODC #7761

CITY OF CAMBRIDGE
SEPTEMBER 2012

Interviewing dates: September 4, 2012 – September 14, 2012
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	14%
Economy	9
Crime/drugs/public safety	8
Housing/affordable housing/rent control	8
Development	6
Parking/traffic/infrastructure/condition of roads	6
Employment	5
Environment	3
Public transportation	3
Government/Election/Politics	3
High cost of living	2
Better management of city services	2
Taxes	2
Healthcare	2
Pedestrians/Bicycles	1
Homelessness/poverty	1
Lack of open space	1
Welfare/Social Services	1
None/nothing	1
(Other)	1
(Don't know)	21

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

	Excellent	Good	Fair	Poor	(DK)
2. The overall performance of City government here in Cambridge.					
September 2012	**18%**	**57**	**17**	**2**	**6**
September 2010	14%	53	16	5	11
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

		Excellent	Good	Fair	Poor	(DK)
3.	The overall quality of life in Cambridge.					
	September 2012	**51%**	**43**	**5**	**1**	**-**
	September 2010	37%	55	7	1	-
	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.					
	September 2012	**46%**	**43**	**10**	**-**	**-**
	September 2010	42%	43	14	-	-
	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.					
	September 2012	**44%**	**37**	**9**	**2**	**8**
	September 2010	33%	43	15	4	5
	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.					
	September 2012	**62%**	**34**	**3**	**1**	**-**
	September 2010	48%	42	8	1	1
	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

	Excellent	Good	Fair	Poor	(DK)
7. Cambridge as a place to retire.					
September 2012	**27%**	**40**	**21**	**4**	**8**
September 2010	22%	38	19	8	12
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
8. Cambridge as a safe place to live.					
September 2012	**32%**	**51**	**15**	**1**	**-**
September 2010	25%	52	22	1	1
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**:

	Excellent	Good	Fair	Poor	(DK)
9. A sense of community.					
September 2012	**16%**	**55**	**27**	**1**	**1**
September 2010	21%	49	25	3	1
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.					
September 2012	**44%**	**45**	**8**	**1**	**1**
September 2010	42%	47	9	1	1
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

		Excellent	Good	Fair	Poor	(DK)
11.	Overall appearance.					
	September 2012	**26%**	**60**	**13**	**1**	**1**
	September 2010	25%	55	18	1	1
	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.					
	September 2012	**23%**	**42**	**11**	**3**	**21**
	September 2010	15%	34	16	5	31
	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
13.	Opportunities to attend cultural events.					
	September 2012	**53%**	**36**	**8**	**-**	**2**
	September 2010	51%	42	4	-	1
	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.					
	September 2012	**30%**	**50**	**16**	**3**	**1**
	September 2010	32%	47	18	2	1
	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.					
	September 2012	**19%**	**58**	**15**	**4**	**4**
	September 2010	14%	59	20	5	2
	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

		Excellent	Good	Fair	Poor	(DK)
16.	Open space/Recreation opportunities.					
	September 2012	**27%**	**41**	**28**	**2**	**2**
	September 2010	31%	43	20	5	1
	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.					
	September 2012	**19%**	**42**	**22**	**5**	**12**
	September 2010	9%	38	32	8	14
	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
18.	Access to affordable housing					
	September 2012	**10%**	**22**	**35**	**23**	**9**
	September 2010	8%	18	40	22	11
	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					
	September 2012	**23%**	**53**	**17**	**1**	**7**
	September 2010	13%	52	23	2	11
	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					
	September 2012	**10%**	**34**	**26**	**11**	**20**
	September 2010	15%	34	13	12	26
	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

	Excellent	Good	Fair	Poor	(DK)
21. The balance between new construction and neighborhood preservation					
September 2012	**18%**	**44**	**26**	**8**	**3**
September 2010	11%	48	27	4	9
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					
September 2012	**45%**	**42**	**10**	**4**	**-**
September 2010	34%	52	9	2	3
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	-
23. Ability to participate in government					
September 2012	**24%**	**42**	**22**	**3**	**9**
September 2010	12%	46	24	3	14
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:

	(Never)	(Once)	(Twice)	(3-12 times)	(13-26 times)	(> 26 times)	(DK/ Ref)
24. Used the Cambridge public libraries.							
September 2012	**22%**	**4**	**5**	**24**	**14**	**31**	**1**
September 2010	25%	11	11	24	12	16	1
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	-

	(Never)	(Once)	(Twice)	(3-12 times)	(13-26 times)	(> 26 times)	(DK/ Ref)
25. Used the city's recreational facilities.							
September 2012	**30%**	**1**	**2**	**22**	**9**	**32**	**4**
September 2010	34%	2	6	20	11	20	7
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.							
September 2012	**75%**	**1**	**2**	**8**	**3**	**10**	**3**
September 2010	66%	1	2	12	4	8	6
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
27. Visited a neighborhood or city park.							
September 2012	**7%**	**2**	**3**	**27**	**12**	**49**	**1**
September 2010	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.							
September 2012	**14%**	**1**	**4**	**26**	**8**	**47**	**1**
September 2010	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

	(Never)	(Once)	(Twice)	(3-12 times)	(13-26 times)	(> 26 times)	(DK/ Ref)
29. Attended a City Council meeting in person.							
September 2012	**79%**	**8**	**5**	**7**	**1**	**-**	**1**
September 2010	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							
September 2012	**63%**	**8**	**8**	**15**	**2**	**2**	**1**
September 2010	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							
September 2012	**4%**	**-**	**2**	**2**	**-**	**91**	**1**
September 2010	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	-
32. Visited the city of Cambridge web site							
September 2012	**23%**	**6**	**12**	**37**	**8**	**12**	**1**
September 2010	28%	6	15	31	10	7	2
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

	(Never)	(Once)	(Twice)	(3-12 times)	(13-26 times)	(> 26 times)	(DK/ Ref)
September 2012	**40%**	**12**	**12**	**29**	**3**	**2**	**2**
September 2010	43%	13	15	24	2	1	3
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?

	Very likely	Somewhat likely	Not very likely	Not likely at all	(DK)
September 2012	**64%**	**14**	**7**	**15**	**1**
September 2010	54%	17	5	22	2
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? (IF YES): Would you say you were very satisfied with the experience, somewhat satisfied, not very satisfied, or not satisfied at all?

	Yes, Very satisfied	Yes, Somewhat satisfied	Yes, Not very satisfied	Yes, Not satisfied at all	Yes, (ref)	No	(NS/ Ref)
September 2012	**32%**	**21**	**3**	**-**	**-**	**43**	**1**
September 2010	38%	9	-	4	-	46	2
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:

		Excellent	Good	Fair	Poor	(DK)
35.	Police Department services.					
	September 2012	**33%**	**38**	**16**	**2**	**10**
	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 2012	**47%**	**35**	**2**	**-**	**16**
	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 2012	**34%**	**45**	**15**	**1**	**5**
	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 2012	**53%**	**37**	**5**	**2**	**3**
	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 2012	**56%**	**32**	**3**	**-**	**8**
	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

		Excellent	Good	Fair	Poor	(DK)
40.	Recreational programs and facilities					
	September 2012	**23%**	**52**	**13**	**-**	**12**
	September 2010	20%	48	11	1	20
	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					
	September 2012	**36%**	**51**	**7**	**3**	**3**
	September 2010	28%	57	9	3	4
	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					
	September 2012	**26%**	**46**	**18**	**10**	**-**
	September 2010	19%	49	22	9	1
	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 plowing*					
	September 2012	**29%**	**46**	**16**	**5**	**4**
	September 2010	13%	49	21	8	9
	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					
	September 2012	**9%**	**36**	**35**	**14**	**7**
	September 2010	11%	36	29	13	11
	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

*Note wording change: Previously "snow removal"

		Excellent	Good	Fair	Poor	(DK)
45.	Ease of public transportation in the city					
	September 2012	**44%**	**44**	**8**	**1**	**3**
	September 2010	36%	51	9	1	3
	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					
	September 2012	**24%**	**44**	**10**	**4**	**18**
	September 2010	15%	40	13	2	29
	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					
	September 2012	**6%**	**37**	**38**	**16**	**3**
	September 2010	13%	34	28	19	5
	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					
	September 2012	**17%**	**31**	**9**	**2**	**42**
	September 2010	14%	31	5	1	49
	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					
	September 2012	**13%**	**44**	**25**	**5**	**13**
	September 2010	9%	48	16	4	23
	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

		Excellent	Good	Fair	Poor	(DK)
50.	Sidewalk maintenance					
	September 2012	**15%**	**51**	**23**	**9**	**1**
	September 2010	13%	51	26	9	1
	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					
	September 2012	**24%**	**41**	**6**	**-**	**28**
	September 2010	15%	35	7	1	41
	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					
	September 2012	**32%**	**48**	**11**	**1**	**8**
	September 2010	29%	39	9	3	19
	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					
	September 2012	**31%**	**46**	**9**	**2**	**12**
	September 2010	22%	35	15	4	24
	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					
	September 2012	**35%**	**53**	**6**	**1**	**6**
	September 2010	24%	50	11	2	12
	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

55. Public information

	Excellent	Good	Fair	Poor	(DK)
September 2012	**22%**	**55**	**14**	**2**	**7**
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.

	Agree	Disagree	(Don't know)
September 2012	**47%**	**39**	**14**
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	74%
Phone/phone book	27
City Hall/go to offices in person	13
Word of mouth	3
(Other)	1
(Don't know)	5
(Refused)	-

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?

	1- Totally dissatisfied	2	3-Neither satisfied nor Dissatisfied	4	5 -Totally satisfied	(DK)
September 2012	**2%**	**7**	**29**	**39**	**16**	**7**
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=373)

59. Specifically, why do you feel that way?

	Satisfied (n=238)	Dissatisfied (n=32)	Neither (n=115)
Quick to respond/solve problems	24%	-%	1%
No problems/satisfied	17	-	3
People are helpful/nice	14	-	1
Good services (various)	7	-	2
Good experience	7	-	1
Good job/city run well	6	-	1
Accessible/easy to get a hold of	5	3	1
Know/friendly with people in city council	5	-	-
Some positive and negative experiences/depends	4	6	11
Slow to respond/solve problems	4	9	7
Listen/receptive	4	-	-
Communication issues	3	3	2
Bad services/could be improved	3	12	3
Traffic/parking issues	3	12	4
Positive comments (gen)	3	-	1
Hours	3	-	2
Good information	3	-	-
Political/bureaucratic	2	6	4
Hard to get a hold of the right people/dept	2	3	4
No changes/don't listen	1	19	14
Don't interact with city government	1	6	15
People not helpful/rude	1	9	9
Helpful/good website	1	-	-
Issue unresolved	1	9	2
Long waits/lines	1	3	1
Bad experience (gen)	-	-	4
Zoning issues	-	3	3
School/education issues	-	19	1
Police issues	-	6	1
Negative comments (gen)	-	3	2
Government doesn't care for people	-	9	-
Taxes	-	-	1
Elderly services	-	-	1
(Other)	2	-	3
(Don't know)	4	-	10
(Refused)	-	-	1

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?

Housing/affordable housing/rent control	20%
Education	17
Parking/traffic	14
Crime/drugs/public safety	14
Parks/playgrounds/dog parks	11
Condition of streets/sidewalks/street signs	10
Trash/litter collection/street cleaning	8
Pedestrian/bicycle issues	6
Government/election/politics	6
Cultural/racial/economic diversity	5
Development/overdevelopment/open space	5
Employment	5
Listening to the community/government or city outreach/accessibility	4
Construction	4
Healthcare	3
Public transportation	3
City beautification	3
Relationship with colleges	3
Youth/children's issues/after-school programs	3
Homelessness	3
Zoning issues	3
Environment	2
Public works issues	2
High cost of living	2
Taxes	2
Snow removal/winter issues	2
Welfare/social services	2
Support small/local businesses/business issues	1
Community/recreational centers	1
Senior healthcare/senior issues	1
Historic preservation	1
Rodent/pest control	1
Handicap accessible issues	1
Economy	1
(Other)	1
None/nothing	1
(Don't know)	16
(Refused)	2

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?

	Yes, public	Yes, private	Yes, parochial	Yes, (any mixture of schools)	Yes, (refused)	No	(Ref)
September 2012	**18%**	**2**	**-**	**2**	**1**	**74**	**1**
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	51%
Male	49

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

18-25	16%
26-35	38
36-45	13
46-55	9
56-64	10
65+	10
(Refused)	3

64. How many years have you lived in Cambridge?

(Less than 1 year)	7%
(1.1 - 2 years)	9
(2.1 - 5 years)	9
(5.1 - 10 years)	21
(10.1 - 20 years)	19
(20.1 - 30 years)	13
(Over 30 years)	13
(All my life)	7
(Don't know)	3

65. Do you own or rent your home?

Own	46%
Rent	51
(Other)	2
(Refused)	2

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

North Cambridge	17%
West Cambridge	12
Porter Sq.	11
East Cambridge	10
Central Sq.	8
Mid-Cambridge	7
Cambridgeport	6
Area 4	6
Agassiz	4
Harvard Square	4
Riverside	4
Wellington/Harrington	3
Fresh Pond (Parkway)	3
Kendall Sq.	2
(Other)	-
(Don't know/Refused)	2

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	8%
$12-19,999	7
$20-34,999	6
$35-49,999	5
$50-74,999	11
$75-99,999	12
$100,000 and over	30
(Refused/Don't know)	20