TOPLINE

OPINION DYNAMICS
ODC #7007

CITY OF CAMBRIDGE
SEPTEMBER 2008

Interviewing dates: September 6, 2008 – September 7, 2008
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?

	Sept 2008	Sept 2006	Oct 2004
Education	23%	19%	16%
Housing/Affordable housing/Rent control	13	22	23
Crime/Drugs/Public safety	10	4	5
Parking/Traffic/Infrastructure/Condition of roads	7	7	8
Taxes	5	11	3
Economy	4	2	2
High cost of living	3	3	3
Overdevelopment	2	2	2
Fuel/Energy prices	1	-	-
Homelessness/Poverty	1	-	1
Public transportation	1	1	1
Healthcare	1	2	1
Government/Election/Politics	1	3	3
Environment	1	3	1
Noise pollution	1	-	-
Lack of open space	1	-	-
Managing energy	1	-	-
Better management of city services	1	-	-
Diversity/racism	-	2	1
War/terrorism/national security	-	-	1
Homelessness/poverty	-	-	1
Welfare/social services	-	-	1
Employment	-	-	1
Children's issues	-	-	1
None/Nothing	1	1	-
Other	7	1	2
(Don't know/Refused	15	19	24

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 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
3.	The overall quality of life in Cambridge.					
	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 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 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

	Excellent	Good	Fair	Poor	(DK)
6. Cambridge as a place to live.					
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.					
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 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 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 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.					
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

		Excellent	Good	Fair	Poor	(DK)
12.	Quality of schools—K-12.					
	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 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 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 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					
	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 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

		Excellent	Good	Fair	Poor	(DK)
18.	Access to affordable housing					
	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 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 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					
	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 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 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 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.							
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 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 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 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 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 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 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 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							
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? Would you be very likely, somewhat likely, not very likely, or not likely at all?

	Very likely	Somewhat likely	Not very likely	Not likely at all	(DK)
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?

	Yes, Very satisfied	Yes, Somewhat satisfied	Yes, Not very satisfied	Yes, Not satisfied at all	Yes, (ref)	No	(NS/ Ref)
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:

35. Police Department services.

	Excellent	Good	Fair	Poor	(DK)
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 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

		Excellent	Good	Fair	Poor	(DK)
37.	Garbage Collection.					
	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 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 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
40.	Recreational programs and facilities					
	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 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 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

		Excellent	Good	Fair	Poor	(DK)
43.	Snow removal					
	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 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
45.	Ease of public transportation in the city					
	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 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 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 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

		Excellent	Good	Fair	Poor	(DK)
49.	Planning and zoning					
	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
50.	Sidewalk maintenance					
	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 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 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 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 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 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 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	54%
Phone/Phone book	48
City Hall/Go to office in person	8
Word of mouth	1
City pamphlets/mailings	1
CCTV	1
(Other)	3
(Don't know/Ref.)	6

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 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=374)

59. Specifically, why do you feel that way?

	1- Totally dissatisfied	2	3-Neither satisfied nor Dissatisfied	4	5 -Totally satisfied
Quick to respond/Solve problems	8%	-	1	24	35
People are helpful/nice	-%	-	2	14	21
Some Positive/Negative experiences	-%	5	16	6	-
Don't interact with city govt.	-%	-	20	2	2
No problems/Satisfied	4%	5	1	13	18
Negative comments (gen)	21%	20	7	1	-
Slow to respond/Solve problems	4%	10	4	5	-
Good experience	-%	-	1	6	3
Good job/City runs well	-%	-	-	4	8
Accessible/Easy to get a hold of	-%	-	1	4	5
People not helpful/rude	-%	-	5	-	-
Not accessible	-%	5	2	1	-
Positive comments (gen)	-%	-	-	3	-
Long waits/lines	-%	-	4	-	-
School/education issues	4%	-	-	3	-
Bad experience (gen)	4%	10	2	-	-
Good service	-%	-	-	2	5
Helpful/good website	-%	10	-	1	3
Hard to get a hold of right people/dept.	-%	-	3	-	-
Traffic/Parking issues	-%	-	1	1	3
No changes/don't listen	14%	5	1	-	-
Listen/receptive	-%	-	-	2	3
Hours	-%	-	1	1	-
Political/bureaucratic	4%	-	1	1	-
Bad service/could be improved	-%	-	1	1	-
Communication issues	-%	5	1	1	-
Good information	-%	-	-	2	-
Know people in city	-%	-	-	1	2
Govt. doesn't care for people	-%	-	-	1	-
Issue unresolved	-%	-	1	-	-
People not heard	-%	-	1	-	-
Police issues	-%	-	1	-	-
Elderly services	-%	-	-	-	2
(Other)	-%	5	3	4	3
(Don't know/Refused	41%	30	20	7	5

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	27%
Housing/Affordable housing	15
Parking/Traffic	13
Crime/Drugs/Public safety	11
Condition of streets/sidewalks signs/lamps	7
Youth/Children's issues/After-school programs	6
Development/overdevelopment/Open space	5
Taxes	4
Trash/litter collection/street cleaning	4
Public transportation	4
Snow removal/Winter issues	3
Police issues	3
Homelessness	3
Pedestrian/Bicycle issues	3
Parks/Playgrounds/Dog parks	3
City beautification	2
Employment	2
Rent control/Rent	2
Support small/local business/business issues	2
Environment	2
Construction	2
Recycling	1
Low income housing	1
Zoning issues	1
Government/Election/Politics	1
Green buildings	1
Public works issues	1
Noise pollution	1
Healthcare	1
Cultural/racial/economic diversity	1
Rodent/pest control	1
Handicap accessible issues	1
Senior healthcare/senior issues	1
Economy	1
Library location/hours	1
High cost of living	1
Fuel/Energy prices	1
(Other)	7
None/Nothing	-
(Don't know/Ref.)	16

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 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.

63. Sex:

Female	52%
Male	48

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

18-25	9%
26-35	15
36-45	26
46-55	16
56-64	16
65+	16
(Refused)	2

65. How many years have you lived in Cambridge?

(Less than 1 year)	3%
(1.1-2 years)	4
(2.1-5 years)	12
(5.1-10 years)	15
(10.1-20 years)	24
(20.1-30 years)	15
(Over 30 years)	18
(All my life)	9
(Don't know)	-

66. Do you own or rent your home?

Own	59%
Rent	38
(Other)	2
(Refused)	1

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

North Cambridge	15%
Porter Sq.	7
Agassiz	5
West Cambridge	15
Area 4	3
Riverside	6
Central Sq.	11
Cambridgeport	8
Kendall Sq.	1
East Cambridge	11
Mid-Cambridge	8
Wellington/Harrington	2
Inman Square	1
(Other)	1
(Don't know/Ref.)	4

68. 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	4%
$12-19,999	3
$20-34,999	4
$35-49,999	10
$50-74,999	12
$75-99,999	11
$100,000 and over	25
(Refused/Don't know)	32