

Inman Square Customer Intercept Survey Report



Cambridge Community Development Department
Economic Development Division
April 2015

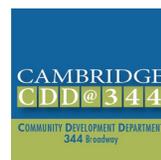


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Section One

1.1 Purpose

The purpose of the Commercial Districts Customer Intercept Survey is to allow the Economic Development Division (EDD) to have a better understanding of what Cambridge residents and other Inman Square users want in their commercial district. Understanding the different types of consumers in Inman Square will allow us to better assist business owners seeking an Inman Square location, help current businesses owners understand their local market, and help property owners recruit potential businesses to their buildings and vacant storefronts.

1.2 Methodology

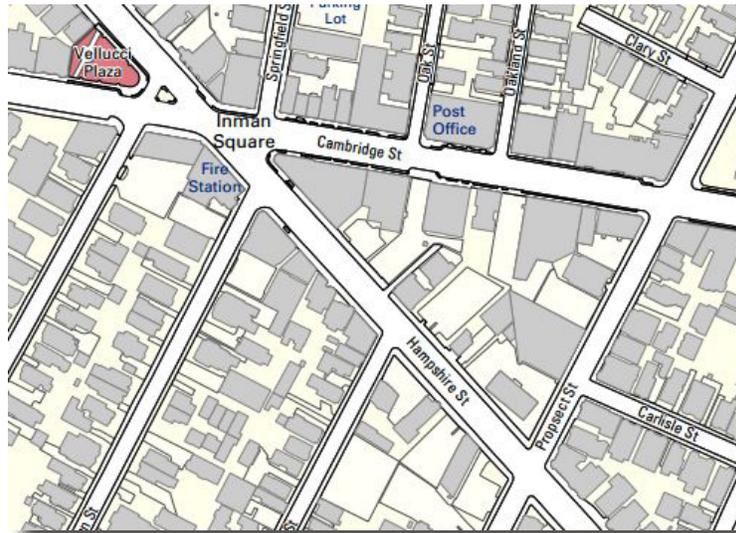
Using the Intercept Survey (Section 7 – Appendix A), the Economic Development Division had ten CDD staff and volunteers survey people in Inman Square over eight days (Monday through Friday and one Saturday) in September 2014. In addition to on-street surveying, three local businesses also distributed and promoted the survey. We received a total of 318 surveys from this effort. The goal of the survey is to get a better understanding of:

- Who comes to the Square
- How long they stay
- How they get there (mode of transit)
- Why they come
- Where they visit/shop
- What they buy
- What they like/dislike
- What they want in the Square to better meet their needs

The times of day the survey was conducted:

- AM Peak (7am-9am)
- Noon (12pm-2pm)
- PM Peak (4pm-6pm)
- Evening (5pm-7pm)

Surveyors were positioned at Vellucci Plaza, Cambridge Street at Prospect Street, Cambridge Street at Oak Street, Prospect Street at Hampshire Street, and Hampshire at Cambridge Street. (Map of Inman Square can be found on page 4.)



1.3 Tabulations

There were 318 survey responses. Since not every respondent chose to answer each question, the tabulations for each question were based on the percentage of total respondents per question. For example: If 15 customers surveyed indicated that they were between 20-24 years old, 15 was then divided by the total number surveyed by age (213) and it was then determined that 7% of customers surveyed by age are between 20-24 years old. Therefore, each question is based on the number of customers that responded to that particular question.

In Section 3, the numbers of retail and service businesses are based on EDD's August 2014 ground floor inventory data of Inman Square. The definition of each type of business is based on their North American Industry Classification System (NAICS) Code, the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting and analyzing business data.

1.4 Key Findings and Recommendations

Respondents' Fast Facts:

- 30% of respondents live in Cambridge
- 56% work in Cambridge
- 21% are between the ages of 25-34
- 57% of respondents get to Inman Square by walking
- 36% of people use Inman Square businesses and services "every day/almost every day"
- 38% of respondents' on average spend 1-2 hours in the Square
- 19% of respondents' primary purpose in Inman Square was dining
- 27% of respondents come to Inman Square 1-2 times a month in the evening for dining/entertainment purposes
- 65% stated that the Green Line extension into Union Square in Somerville will have no effect on their Inman Square shopping habits.
- Top two reasons why people do not shop more often in Inman Square - Availability of Goods & Services (33%) and Special Events (25%)

Top Five Most Visited Businesses (by type):

- Restaurants/Bars
- Coffee Shop/Bakery
- Quick Service Food
- Specialty Retail
- Grocery Store

Retail Findings

Top five current businesses that respondents rate as "good" by over 50% are:

- Sit-Down Restaurants
- Take-Out Restaurants
- Coffee Shop/Bakery
- Bars
- Specialty Food

Top five businesses that respondents would like to see in Inman Square but are not in the district now:

- Restaurants, bars and entertainment venues
- Affordable grocery
- Specialty retail
- Clothing
- Cafes, lunch options

Characteristics

Top five characteristics that respondents rated as "good" by over 50%:

- Friendliness of Service in Shops
- Presence of Independent Businesses
- Safety
- Business Hours
- Cleanliness

Overall Findings:

- Many people enjoy the neighborhood feel of Inman Square and the local, independent businesses that make the square unique.
- Inman Square is a destination in both day and evening because of its diverse restaurants and specialty retail.
- Open space, outdoor dining, and gathering places are an important part of the Square and should be preserved and expanded.
- The intersection of Hampshire and Cambridge Streets needs to be more accessible for all modes of transit.
- There is a demand for more specialty retail and apparel in Inman Square.
- There is a desire to have more affordable food options in the district such as more grocery stores or other businesses with fresh produce.
- Though overall respondents viewed the infrastructure and streetscape in Inman Square as good, many desired more special events, later business hours, and storefront beautification to enliven the streetscape at all hours of the day.

Section 2

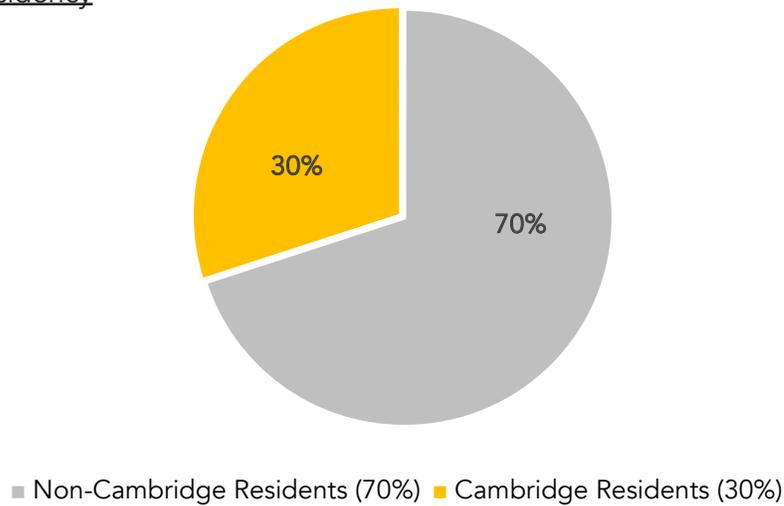
2.1 Respondent Demographics

Respondent demographics were collected on the following: residency by zip code, worker/students, gender, age, language/ethnicity and race.

Residency by Zip Code

Of the 176 respondents who were surveyed by zipcode, 30% are from Cambridge and 70% were non-Cambridge residents, many of whom live in the surrounding Somerville neighborhoods. Of those surveyed about renting or owning a residence, 62% rent and 38% own.

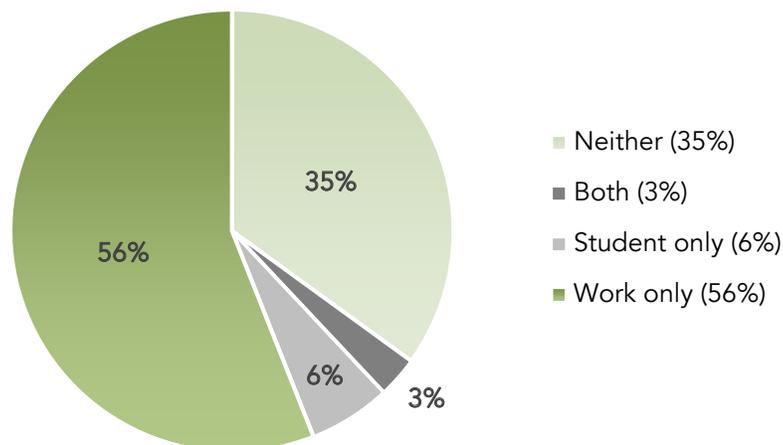
Chart 1: Respondents by Residency



Worker/Student Breakdown

271 respondents replied to the question of if they work, go to school, or work and go to school in Cambridge. 56% work only in Cambridge, 6% are students only, 3% are both, and 35% neither work or go to school in Cambridge.

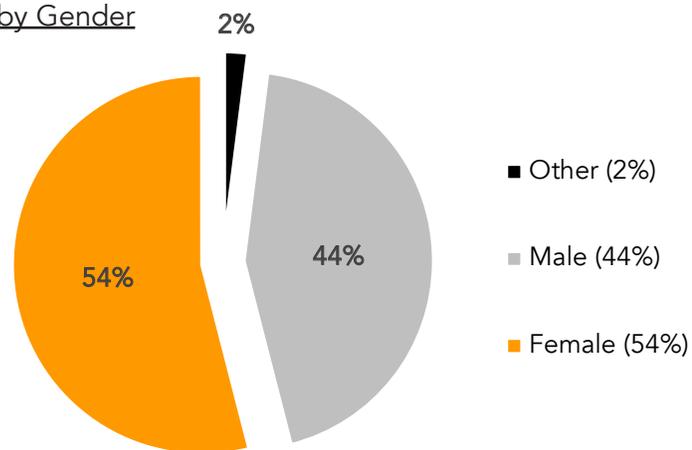
Chart 2: Respondents by Worker/Student



Gender

288 respondents replied to gender. The majority of respondents are female (54%).

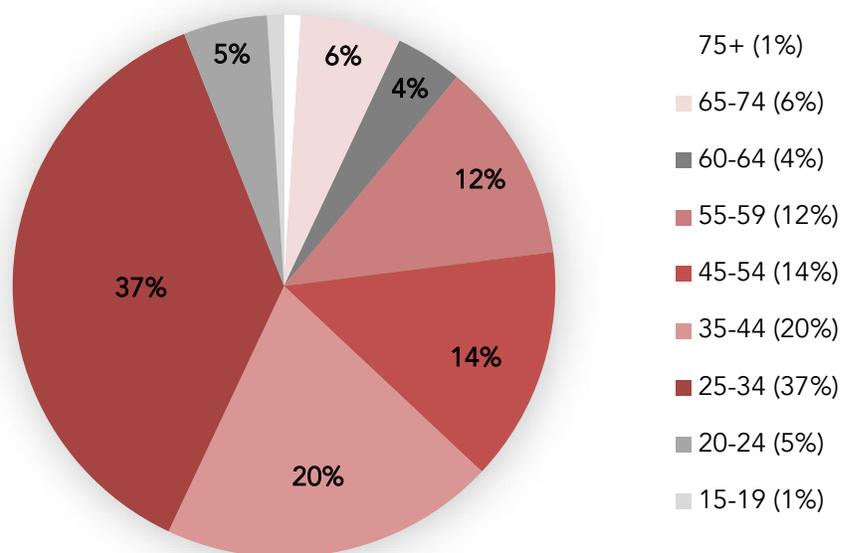
Chart 3: Respondents Surveyed by Gender



Age

277 people responded to the question of age. Respondents' ages were varied, but the largest group surveyed is between the ages of 25-34 (37%). In comparison, the median age in Cambridge is 30.2 (2010 Census).

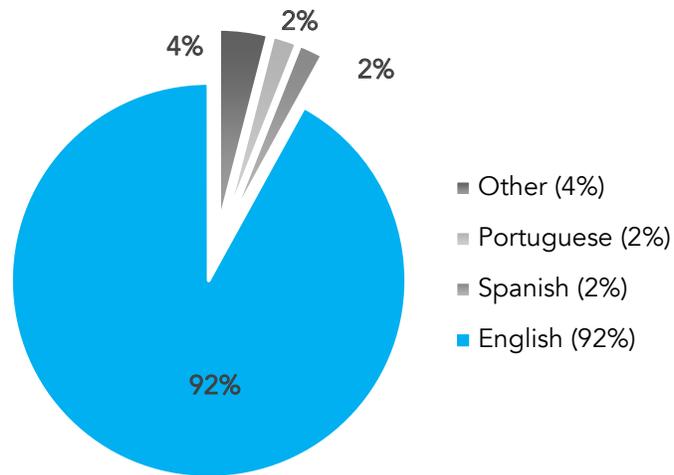
Chart 4: Respondents by Age



Language

259 respondents replied to the survey question language. The majority of respondents primarily speak English at home (92%).

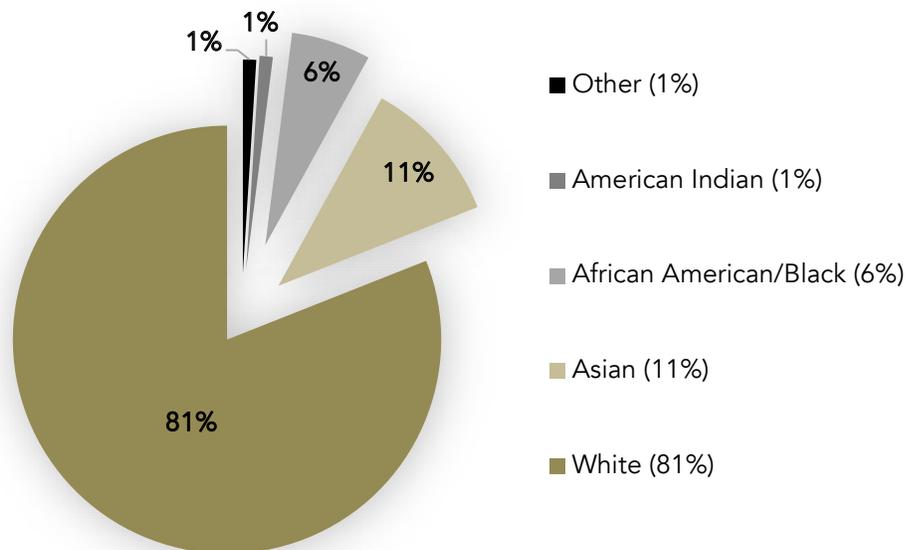
Chart 5: Respondents Surveyed by Language



Race/Ethnicity

251 people responded to the question on race. White make up 81% of respondents, while Asians make up an additional 11%. Only 64 people responded to the ethnicity question. Of those who responded to the ethnicity question, the majority were Hispanic (22%). Others were of Brazilian, Portuguese, Chinese or Western European descent.

Chart 6: Respondents by Race

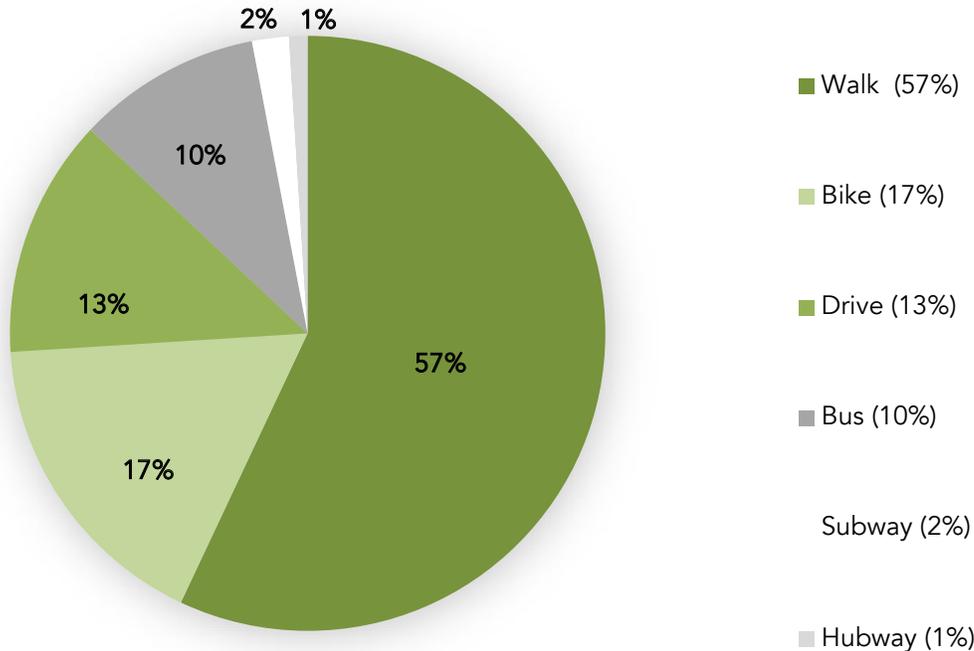


Section 2.2 Transportation and Length of Stay

Mode of Transit

308 responded to the mode of transit question. 57% most often walk to Inman Square and another 17% bike.

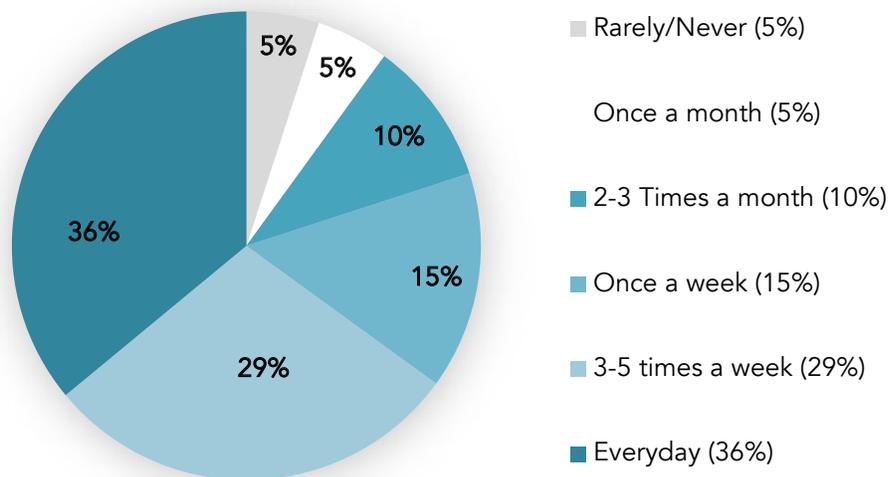
Chart 7: Mode of Transit



Frequency to the Square/Average Visits

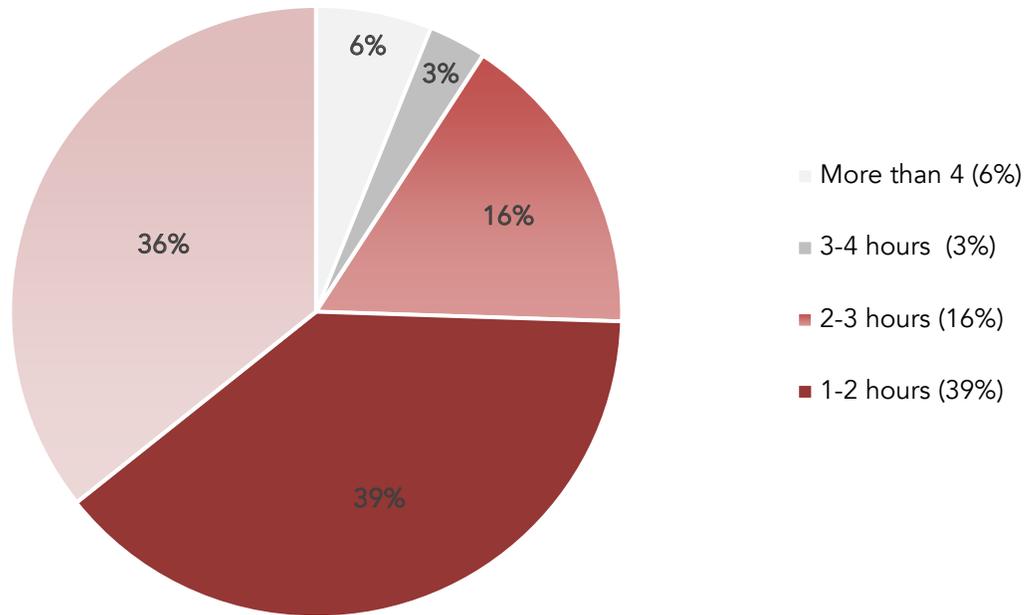
Respondents were asked how frequently they used the services and shops in Inman Square and their average length of stay outside of work in the square. 307 responded to how often they used the services and shops in Inman Square. 36% of respondents use the shops and services "every day or almost every day."

Chart 8: Frequency of Visit



299 responded to the question regarding length of visit to the square. The majority of respondents' average length of stay in Inman Square is one to two hours (38%). This suggests that customers tend to come to Inman Square for dining, shopping and visiting service businesses in the neighborhood, such as the spas and salons. This is supported by the 35% of respondents saying that they are in the Square to shop or dine. (See Section 3 for more information.)

Chart 9: Length of Average Visit



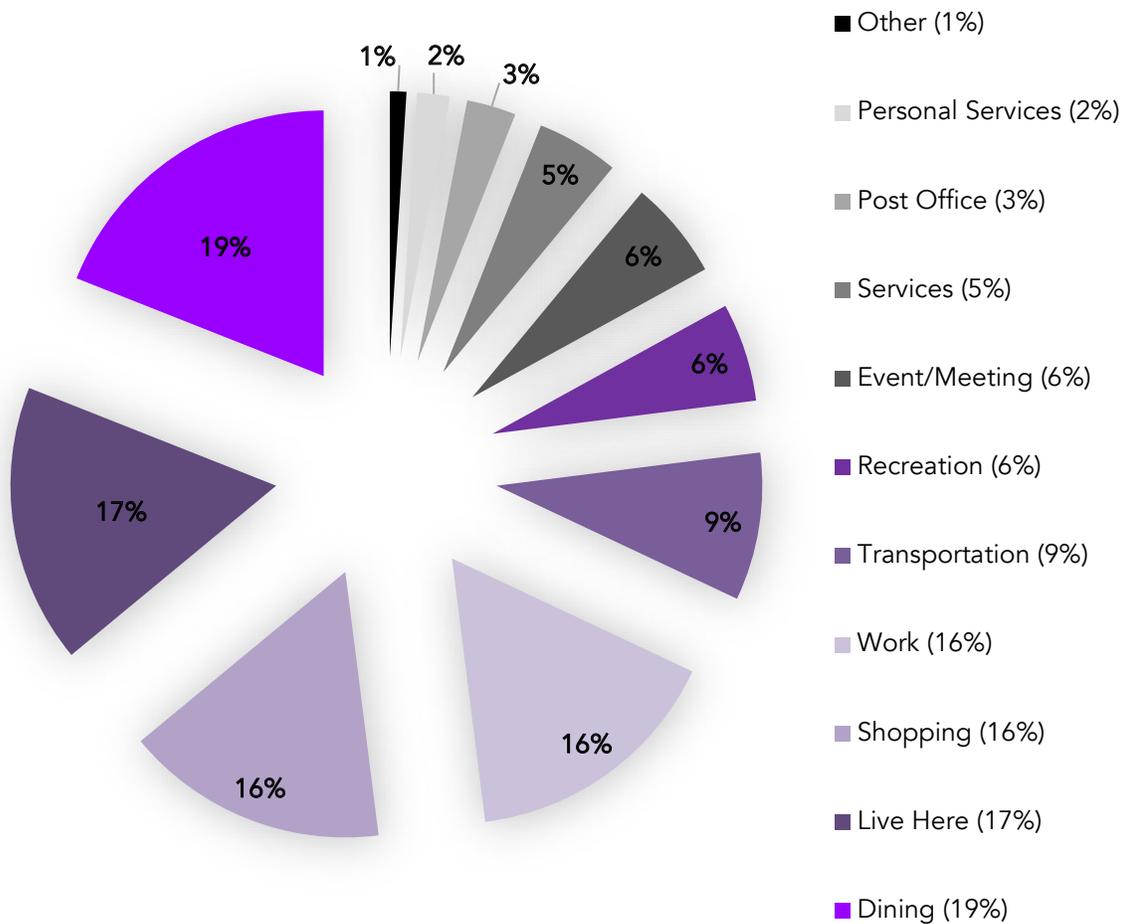
Section 3

In this section we will review the respondents' visiting purposes, types of businesses visited, businesses desired, and ratings of current businesses that are in Inman Square.

3.1 Primary Purpose

Respondents were asked what their primary purpose for being in Inman Square was for the survey date and time. 312 respondents answered this question. The most common answer was dining at 19%, with "live here" following a close second at 17%.

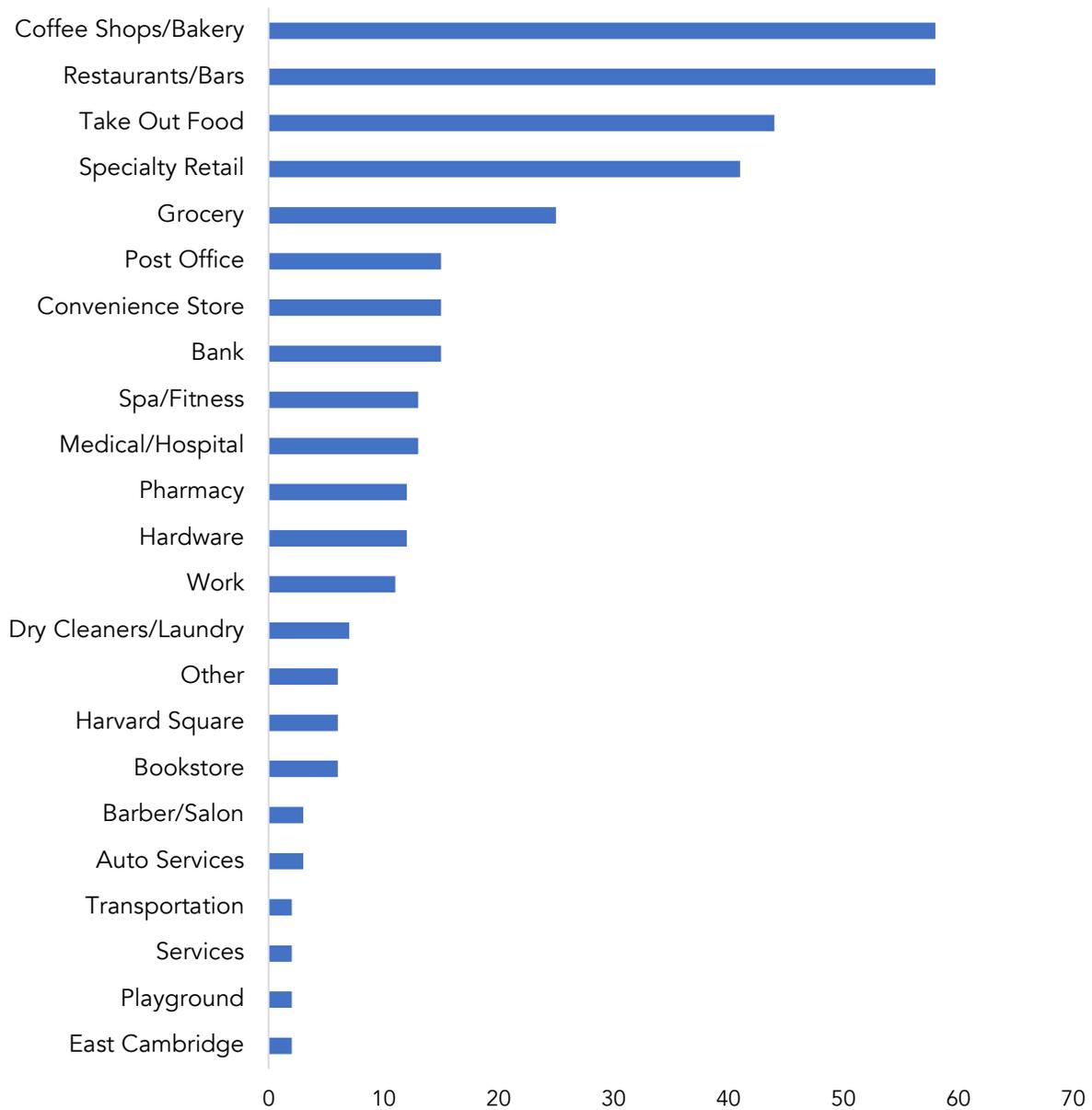
Chart 10: Primary Purpose for Being in Inman Square



3.2 Current Businesses Visited

Respondents were asked to name which businesses they were visiting on the day of the survey. 371 responses were given to this question (people were able to indicate multiple businesses). The answers were then grouped into business type. Chart 11 shows the most visited businesses by type or location by number of responses. Similar to primary purpose, most often customers are in the area for dining and shopping.

Chart 11: Most Visited Businesses by Type



Section 3.3 Business and Services Ratings

A portion of the survey was dedicate to asking respondents to rate how well the 13 current retail/service based businesses in Inman Square met their needs. The rating scale was “good, fair, poor.” The types of businesses are as follows:

- Barber/Hairdresser
- Bar
- Coffee Shops/Bakeries
- Convenience Stores
- Apparel/Clothing
- Restaurants (Take Out)
- Restaurants (Sit Down)
- Dry Cleaning/Tailoring
- Fitness Centers/Spa
- Pharmacy
- Grocery Stores
- Specialty Food
- Specialty Retail Stores

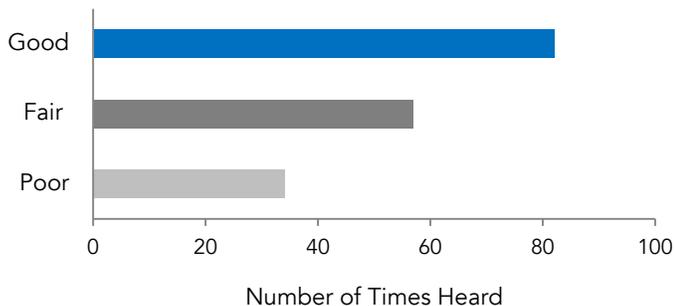
In addition to rating the current businesses, respondents were asked if they felt there should be more of each type of business in Inman Square by answering “yes” if they would like to see more of that type of business, or “no” for no more. The top three types of current businesses that respondents would like to see more of in Inman Square are: Apparel (77%), Specialty Retail (66%), and Grocery Store (65%).

In the rest of this section we will break down the rating of each type of business based on respondents’ feedback. Graphs show the number of respondents.

Barber/Hair Salon

There are approximately twelve salons/barber shops¹ in Inman Square and 173 responded to rating the barber/salons. 82% (of the 173) respondents rated this service as “good” in the Square. 69% stated that they do not want more salons in the Square, and 31% do want more salons in Square.

Chart 12: Rating of Existing Salons

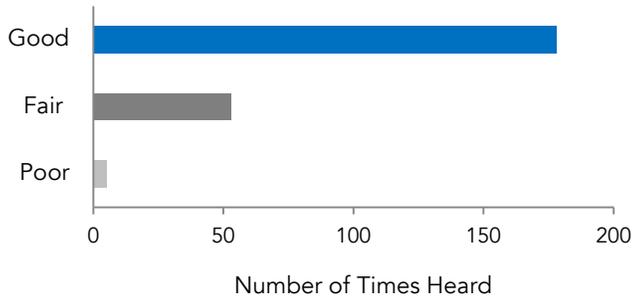


Bars

There are approximately four bars in Inman Square and 236 of those surveyed rated the bars. 75% of respondents rates these businesses as “good” in the Square. 66% stated that they do not want more bars in the neighborhood, and 34% do want more bars in the neighborhood.

¹ Please see Section 1.3 for tabulations regarding how each business type was defined and counted.

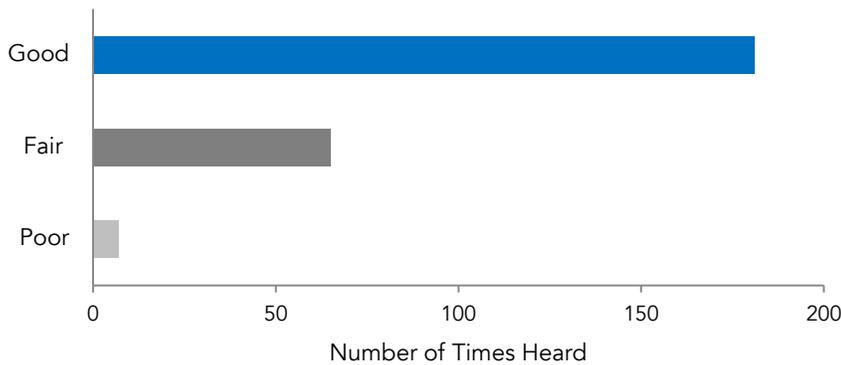
Chart 13: Rating of Existing Bars



Coffee Shops and Bakeries

There are approximately four coffee shops and/or bakeries in Inman Square and 253 rated coffee shops/bakeries. 72% of respondents rates these shops as "good" in the Square. 54% of respondents stated that they do want to see more coffee shops/bakeries in the neighborhood, and 46% do not want more coffee shops/bakeries in the neighborhood.

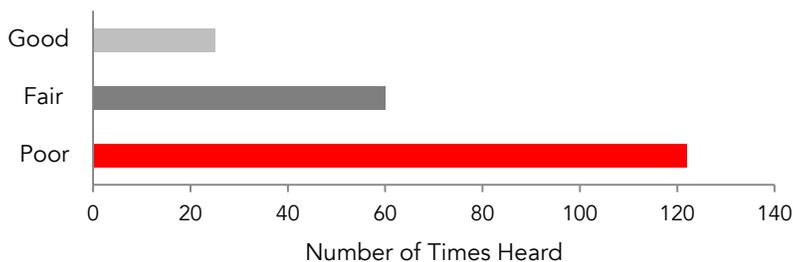
Chart 14: Rating of Existing Coffee Shops/Bakeries



Convenience Stores

There are approximately four convenience stores in Inman Square and 207 rated convenience stores. 12% of respondents rates this service as "good" in the Square. 65% stated that they do not want more convenient stores in the neighborhood, and 35% do want more convenient stores in the Square.

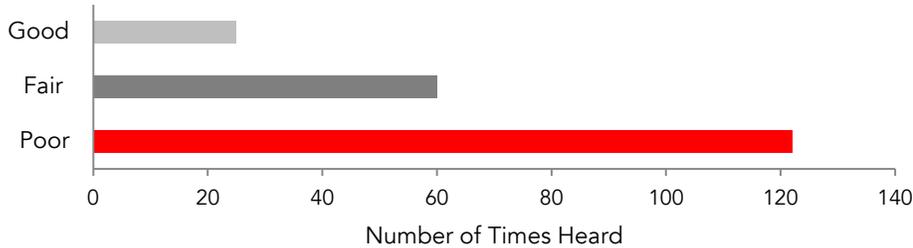
Chart 15: Rating of Existing Convenience Stores



Apparel

There is approximately one clothing store in Inman Square and 207 rated apparel. 12% of respondents rated apparel stores as “good” in the Square. 77% stated that they do want to see more clothing stores in the neighborhood, and 23% do not want more apparel stores in the neighborhood.

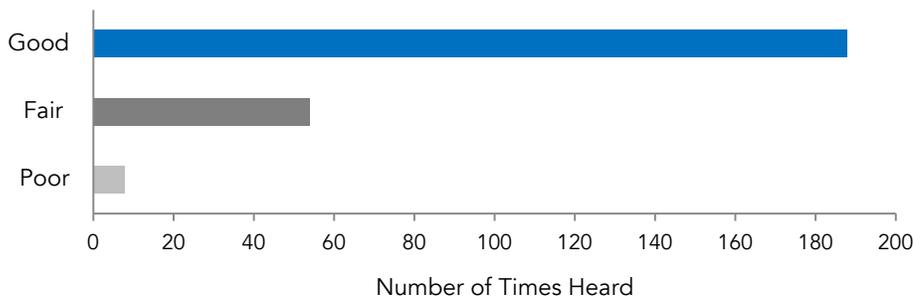
Chart 16: Rating of Existing Apparel Stores



Restaurants (Take Out)

There are approximately seven take out restaurants in Inman Square and 250 rated take out restaurants. 75% of respondents rated take out restaurants as “good” in the Square. 62% stated that they do want to see more take out restaurants in the Square, and 38% do not want more take out places in the Square.

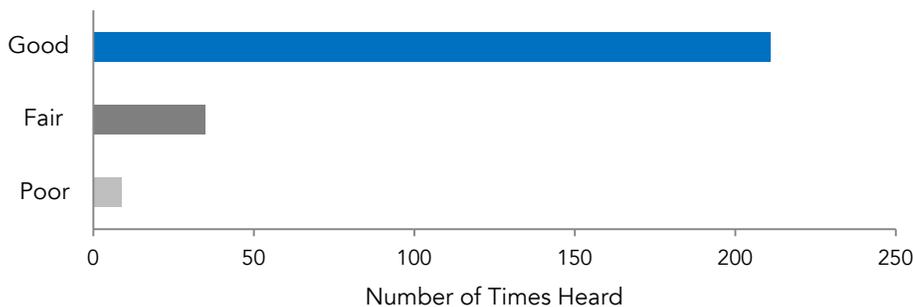
Chart 17: Rating of Existing Restaurants (Take Out)



Restaurants (Sit Down)

There are approximately fourteen sit down restaurants in Inman Square and 255 rated sit down restaurants. 83% of respondents rated these businesses as “good” in the Square. 50% stated that they do want to see more sit down restaurants in the square, 50% said they do not.

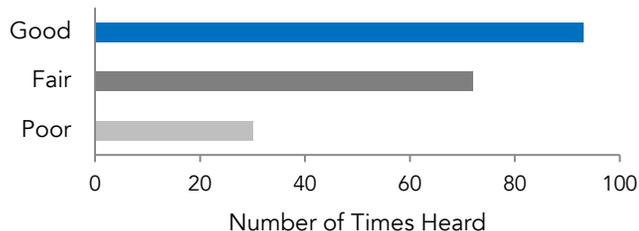
Chart 18: Rating of Existing Restaurants (Sit Down)



Dry Cleaning and Tailoring Services

There are approximately four dry cleaning/tailoring service businesses in Inman Square and 195 responded rated them. 48% of respondents rates this service as "good" in the Square. 65% stated that they do not want to see more dry cleaning/tailoring services in the neighborhood, and 35% do want to see more dry cleaning/tailoring services in the neighborhood.

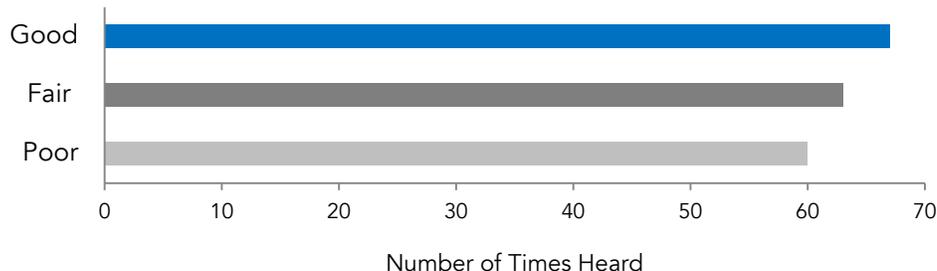
Chart 19: Rating of Existing Dry Cleaning/Tailoring Services



Fitness Centers and Spas

There are approximately two fitness businesses and three spas in Inman Square and 190 rated these businesses. 35% of respondents rates these services as "good" in the Square. 58% stated that they do want more fitness centers in the Square, and 42% do not want more fitness services. 54% of respondents stated that do not want more spas in the Square and 46% said that they do want more spa services in Inman Square.

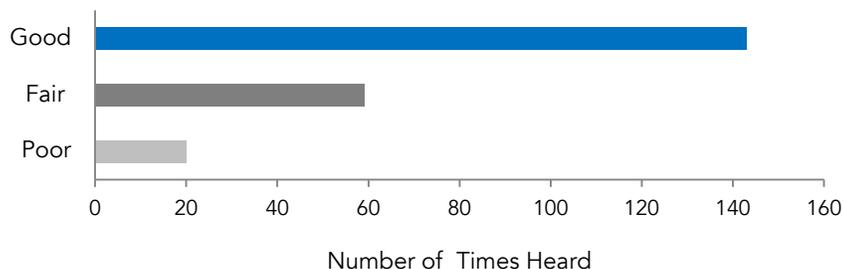
Chart 20: Rating of Existing Fitness Centers and Spas



Pharmacy

There are approximately two pharmacies in Inman Square and 222 respondents rated them. 64% of respondents rated pharmacies as "good" in the Square. 73% stated that they do not want to see more pharmacies in the Square, and 27% do want more pharmacies in the Square.

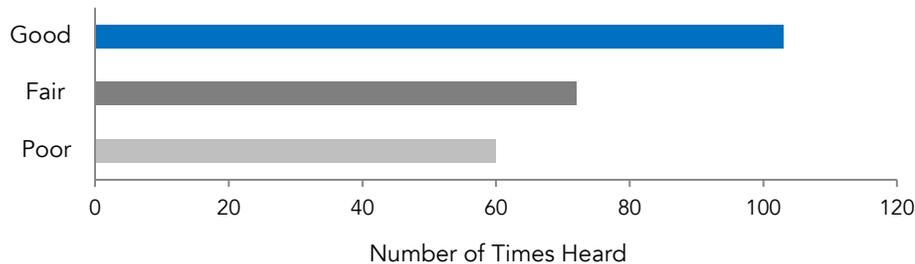
Chart 21: Rating of Existing Pharmacies



Grocery Stores

There are approximately three grocery stores in Inman Square and 235 respondents rated them. 44% of respondents rated grocery stores as “good” in the Square. 65% stated that they do want to see more grocery stores in the neighborhood, and 35% stated that they do not want more grocery stores in the neighborhood.

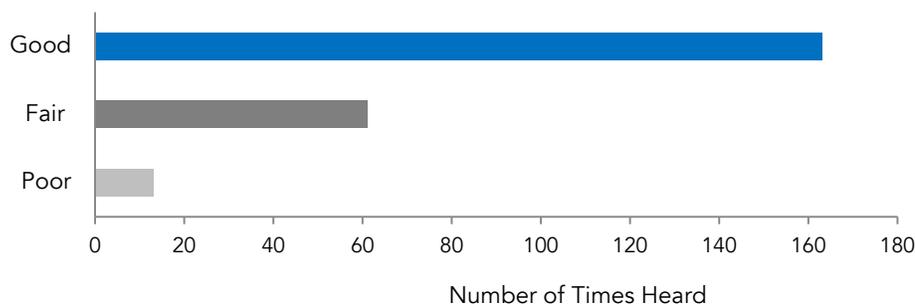
Chart 22: Rating of Existing Grocery Stores



Specialty Foods Stores

There are approximately two specialty foods stores in Inman Square and 237 rated them. 69% of respondents rates these businesses as “good” in the Square. 64% stated that they do want to see more specialty food stores and 36% said they do not want to see more specialty food stores in Inman Square.

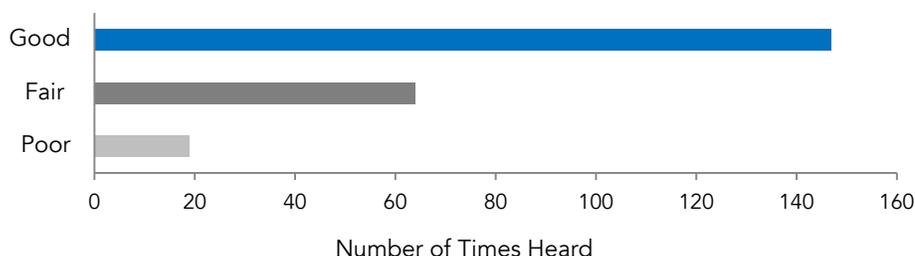
Chart 23: Rating of Existing Specialty Food Stores



Specialty Retail Stores

There are approximately nine specialty retail stores in Inman Square such as jewelers, toy store, hardware and gift shops and 230 respondents rated them. 64% of respondents rated these businesses as “good” in the Square. 66% stated that they do want to see more specialty retail businesses in the Square, and 34% stated that they do not want to see more specialty retail stores in the Square.

Chart 24: Rating of Existing Specialty Retail Stores



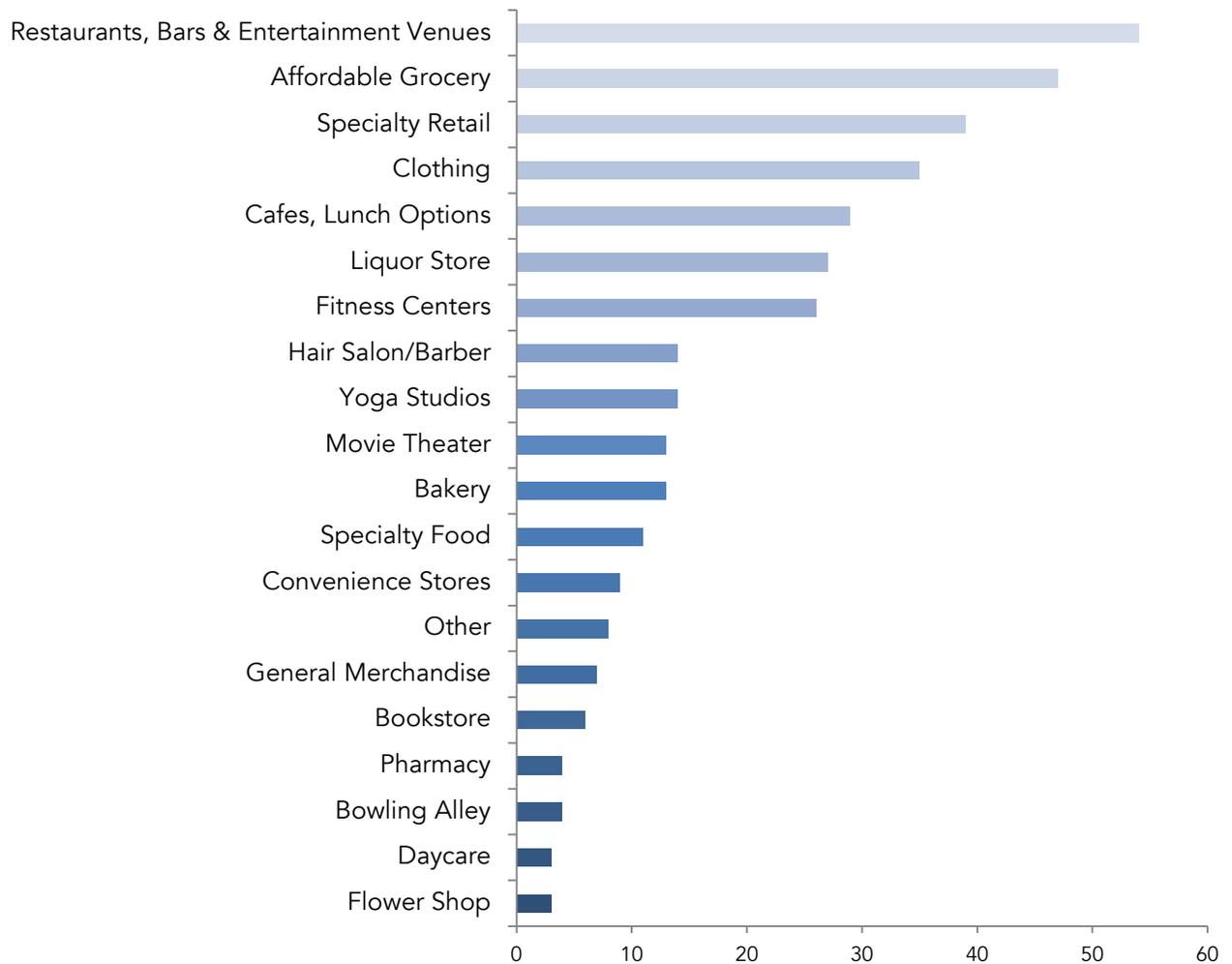
3.4 Businesses Desired

In addition to rating the current mix of retail and service businesses in Inman Square, respondents were asked an open-ended question about what types of businesses they would like to see in the square that are not there now. Respondents were asked to give a maximum of three business types and we received 366 responses.

The top ten desired businesses are:

- More restaurants, bar and entertainment venues
- Affordable grocery store
- Specialty retail, including music and office supply stores
- Clothing stores
- Cafes and quick service lunch options
- Liquor Store
- Fitness Center
- Yoga Studio
- Hair Salon/Barber
- Bakery and Movie Theater (tied)

Chart 25: Businesses Desired in Inman Square (by number of times heard)



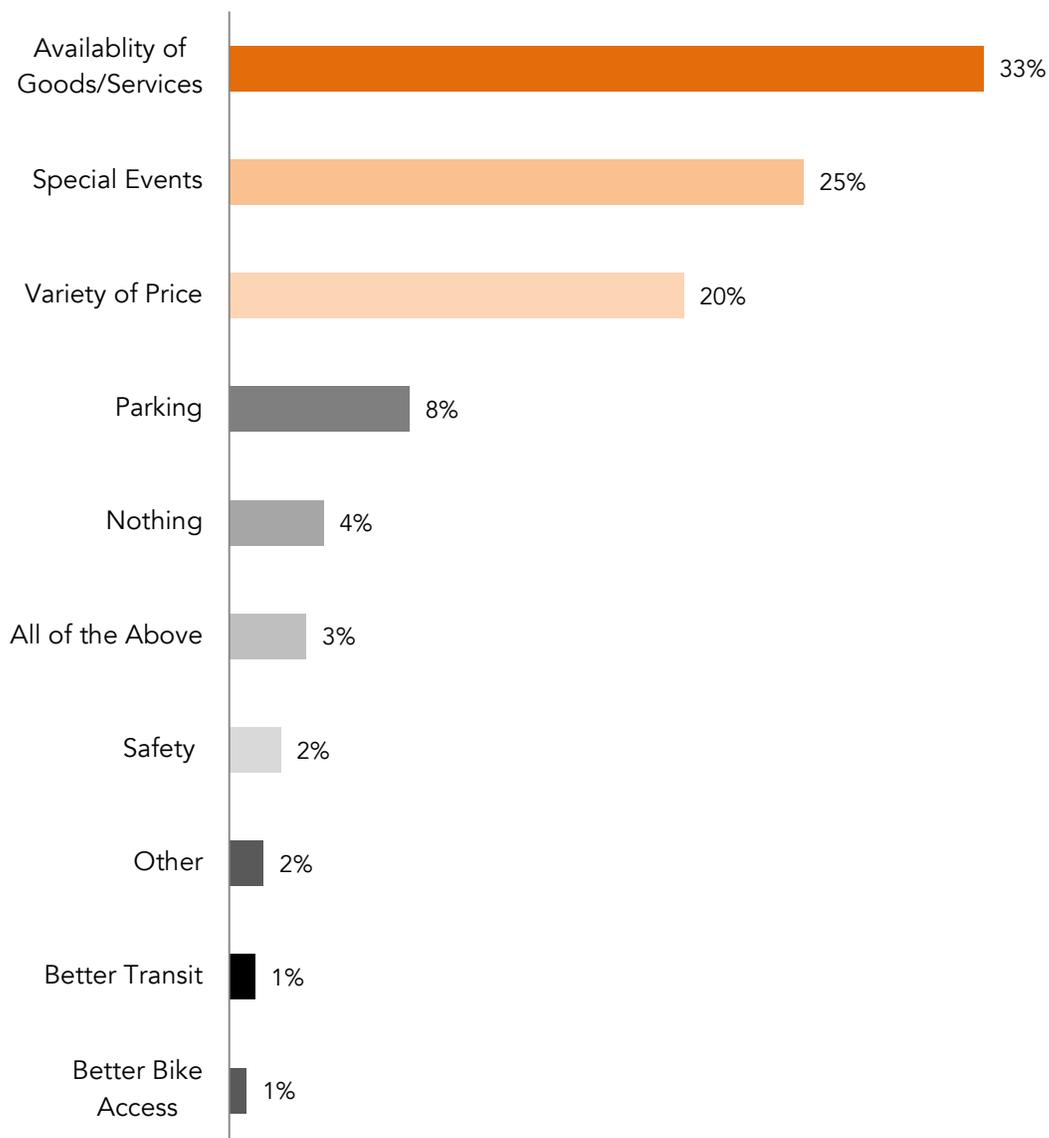
Section 4

4.1 Characteristics of the Square

In order to better understand how customers feel about characteristics of Inman Square, surveyors asked respondents 15 questions regarding different characteristics and their importance.

Respondents were asked “What would make you visit/shop more often in Inman Square?” with the following choices as answers: availability/selection of goods, variety in price of goods/services, special events, parking, safety or other. 264 respondents answered this question. The top two responses were “Availability/Selection of Goods” (33%) and “Special Events” (25%).

Chart 25: “What Would Make your Visit/Shop More Often in Inman Square?”



Characteristics Ratings

Respondents were asked to rate the following traits of Inman Square. The rating scale was “good, fair, and poor.” Surveyors also asked respondents to rate the importance of each characteristic when deciding where to shop. That scale was “very, somewhat, and not very important.” The characteristics that were asked were:

- Access to Parking
- Access to Public Transit
- Variety of Goods and Services
- Price/Quality of Goods and Services
- Friendliness of Service in Shops
- Attractiveness/Cleanliness of Storefronts/Area
- Infrastructure (sidewalks, bike racks, lighting)
- Sense of Safety
- Business Hours
- Presence of Independent Businesses
- Cultural Attractions
- Outdoor and Nightlife Activity

Characteristics that the majority of respondents rated “good” (defined by a score of 50% or more) were all characteristics besides parking and transit. The highest rated characteristic with 85% rating as “good” was “friendliness of service in shops.” Characteristic importance graphs are shown by the number of respondents who rated that particular attribute.

Access to Convenient Parking

199 people responded to rating access to convenient parking. 45% of respondents feel that access to parking is “fair” in Inman Square. When asked how important access to parking is when deciding where to shop, 26% stated that parking is “very important” to them when deciding where to visit.

Chart 26: Access to Parking Rating

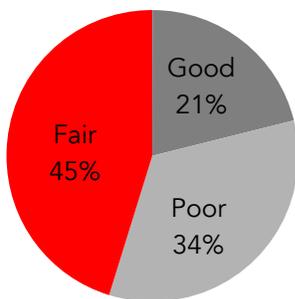
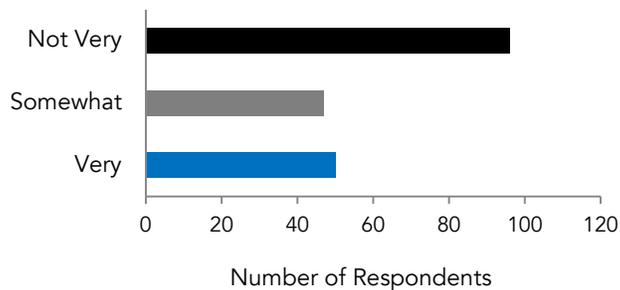


Chart 27: Parking Importance



Access to Public Transit

229 people responded to rating access to public transit. 49% respondents feel that access to transit is “fair” in Inman Square. When asked how important access to transit is when deciding where to shop, 55% stated that public transit is “very important” to them when deciding where to visit.

Chart 28: Access to Public Transit Rating

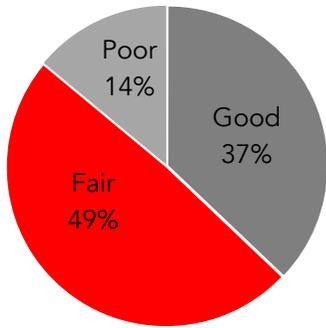
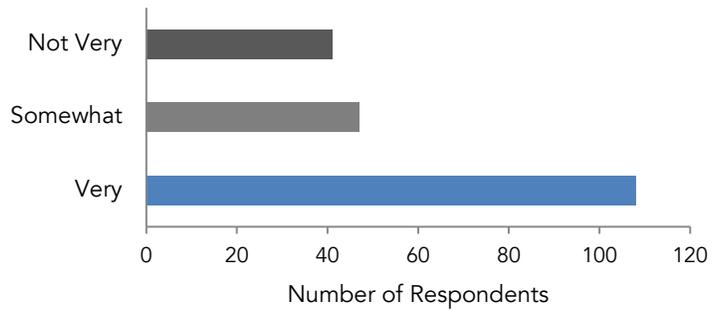


Chart 29: Public Transit Importance



Variety of Goods and Services

225 people responded to rating the range of goods and services in Inman Square. 53% of respondents feel that the variety of goods and services is "good" in Inman Square. When asked how important the range of goods and services is when deciding where to shop, 72% stated that variety is "very important" to them when deciding where to visit.

Chart 30: Variety of Goods and Services Rating

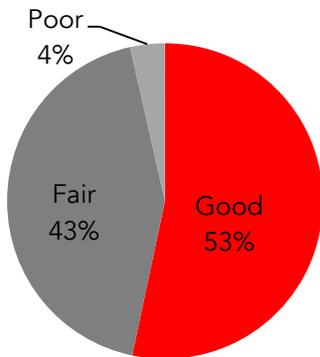
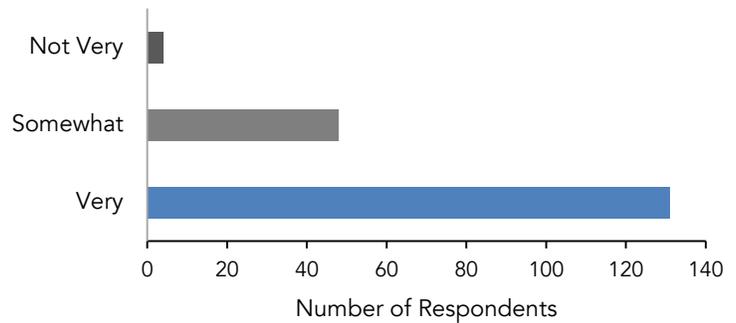


Chart 31: Variety Importance



Quality and Prices of Goods and Services

222 people responded to rating quality and price of goods and services in Inman Square. 57% of respondents rate quality and prices as "good" in Inman Square. When asked how important quality and prices of goods and services are when deciding where to shop, 79% stated that it is "very important" to them when deciding where to visit.

Chart 32: Quality and Prices Rating

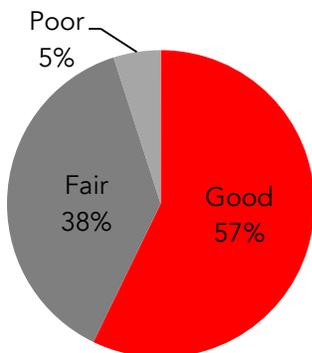
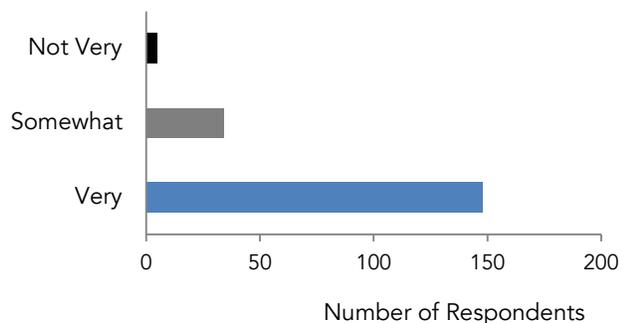


Chart 33: Quality and Price Importance



Friendliness of Service in Shops

226 people responded to rating the friendliness of service in Inman Square shops. 85% of respondents feel that service in the shops is “good” in Inman Square. When asked how important the friendliness of service is when deciding where to shop, 80% stated that service in shops is “very important” to them when deciding where to visit.

Chart 34: Friendliness of Service Rating

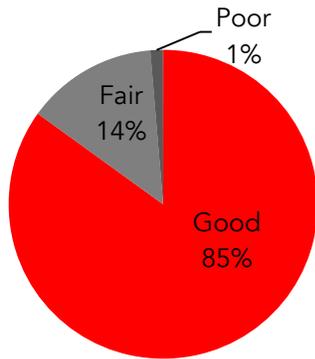
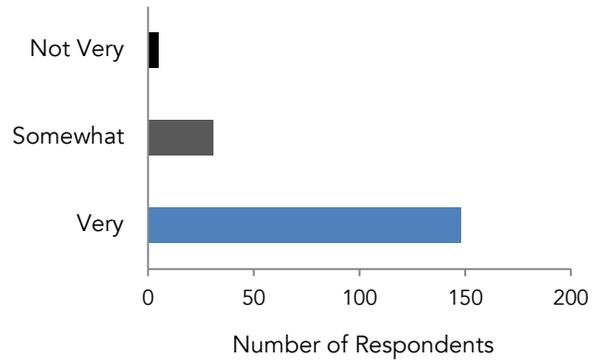


Chart 35: Friendliness of Service Importance



Cleanliness of Storefronts/Area

233 people responded to rating attractiveness of the storefronts and area. 58% of respondents feel that cleanliness of the area is “good” in Inman Square. When asked how important cleanliness of an area is when deciding where to shop, 62% stated that it is “very important” to them when deciding where to visit.

Chart 36: Cleanliness Rating

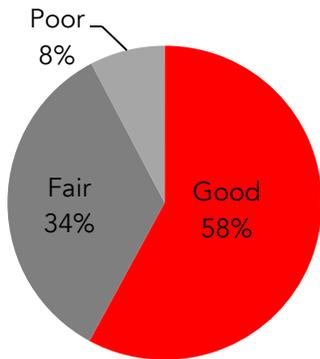
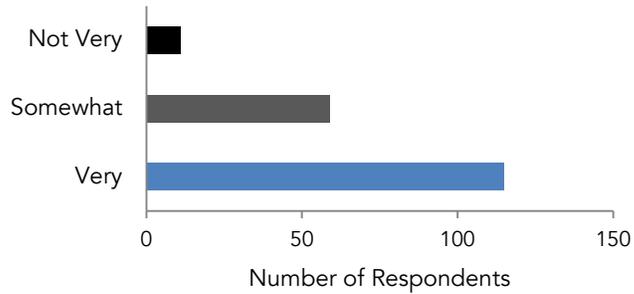


Chart 37: Cleanliness Importance



Infrastructure

226 people responded to rating infrastructure (e.g. sidewalks, bike racks, lighting) in Inman Square. 53% of respondents feel that infrastructure is “fair” in Inman Square. When asked how important it is when deciding where to shop, 64% stated that infrastructure is “very important” to them when deciding where to visit.

Chart 38: Infrastructure Rating

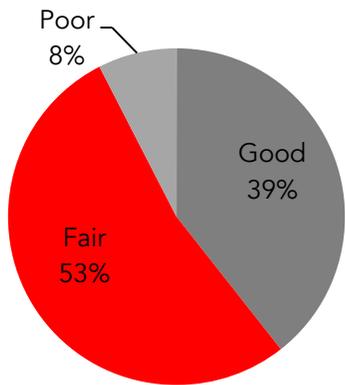
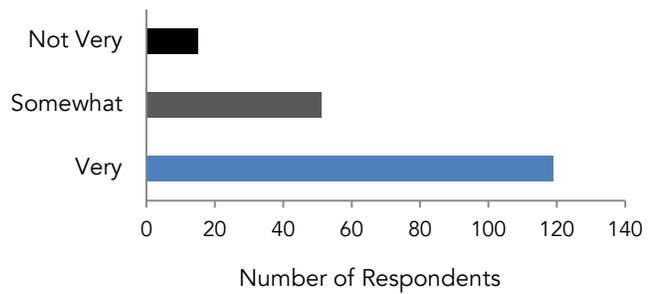


Chart 39: Infrastructure Importance



Sense of Safety

233 people responded to rating sense of safety. 79% of respondents feel that safety is "good" in Inman Square. When asked how important sense of safety is when deciding where to shop, 75% stated that it is "very important" to them when deciding where to visit.

Chart 40: Sense of Safety Rating

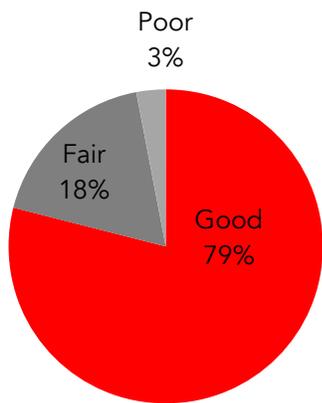
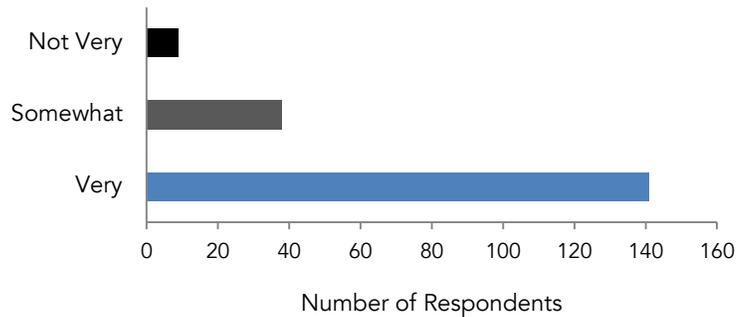


Chart 41: Safety Importance



Business Hours

226 people responded to rating the business hours of businesses in Inman Square. 68% of respondents feel that business hours are "good" in Inman Square. When asked how important business hours are when deciding where to shop, 63% stated that it is "very important" to them when deciding where to visit.

Chart 42: Business Hours Rating

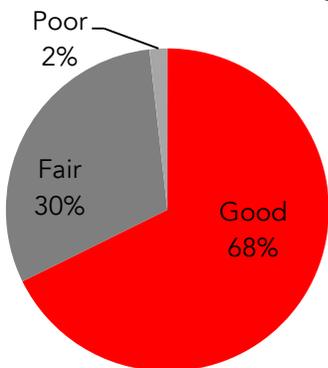
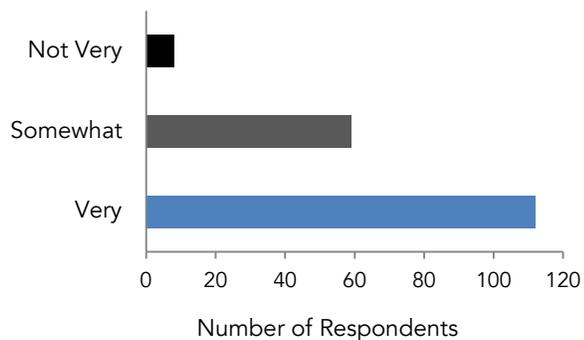


Chart 43: Business Hours Importance



Presence of Independent Businesses

227 people responded to rating the presence of independent businesses in Inman Square. 85% of respondents feel that the presence of independent businesses is “good” in Inman Square. When asked how important this characteristic is when deciding where to shop, 78% stated that it is “very important” to them when deciding where to visit.

Chart 44: Independent Businesses Rating

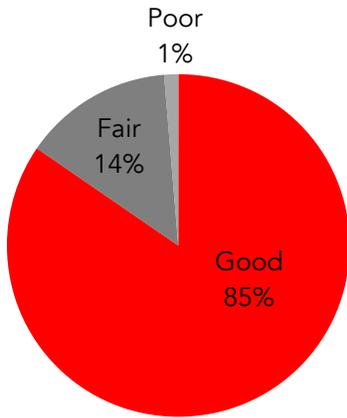
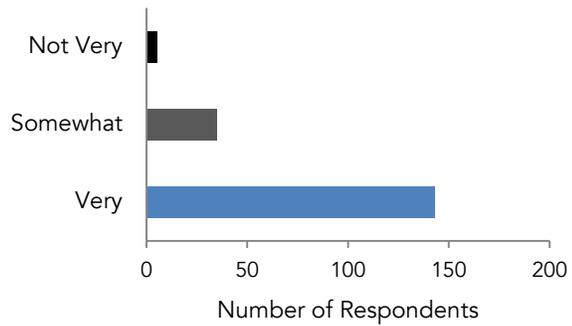


Chart 45: Independent Business Importance



Cultural Attractions

215 people responded to rating cultural attractions in Inman Square. 48% of respondents feel that cultural attractions are “fair” in Inman Square. When asked how important it is when deciding where to shop, 50% stated that cultural attractions are “very important” to them when deciding where to visit.

Chart 46: Cultural Attractions Rating

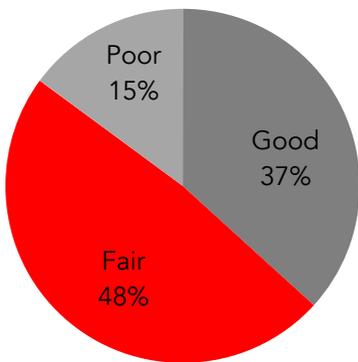
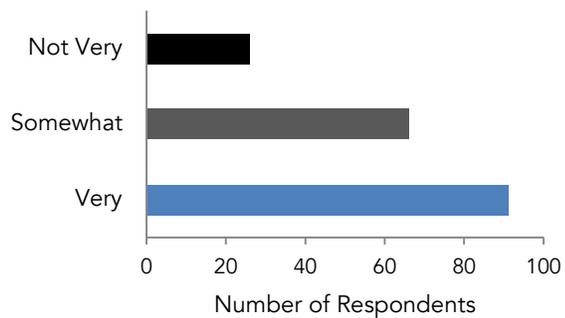


Chart 47: Cultural Attractions Importance



Outdoor and Nightlife Activity

212 people responded to rating of the outdoor and nightlife activity in Inman Square. 54% of respondents feel that the outdoor and nightlife activity in the Square is "good." When asked how important this characteristic is when deciding where to shop, 49% stated that it is "very important" to them when deciding where to visit.

Chart 48: Outdoor and Nightlife Rating

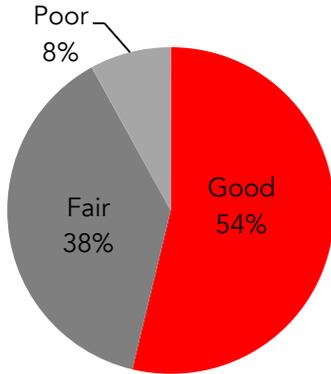
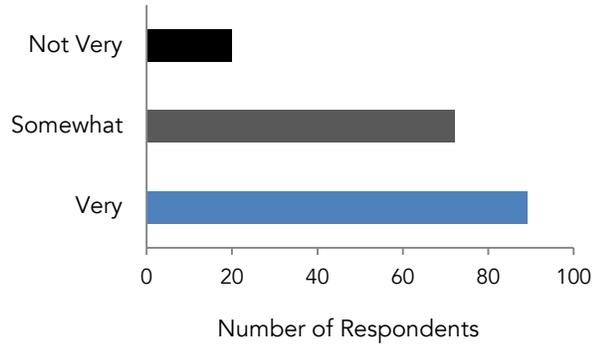


Chart 49: Outdoor and Nightlife Importance



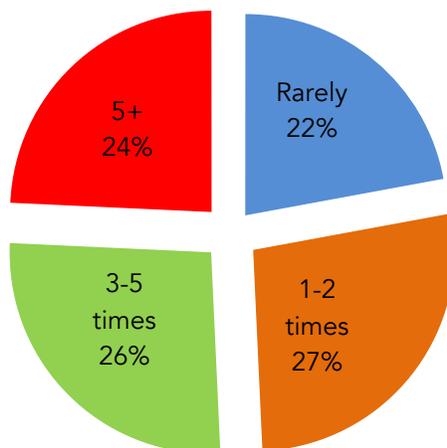
4.2 Transit and Dining

In this section respondents answered two questions about dining and entertainment in evening activities and the Massachusetts Bay Transportation Authority (MBTA) Green Line extension. The MBTA Green Line extension has plans for a station in the nearby Union Square neighborhood of Somerville, MA. This new station will impact Inman Square customers and businesses.

Frequency of Evening Dining and Entertainment Trips to Inman Square

276 responded to the question of how often during the month they frequent Inman Square for dining and entertainment in the evening. 27% of respondents said that they come to Inman Square 1-2 times a month for dining/entertainment in the evening.

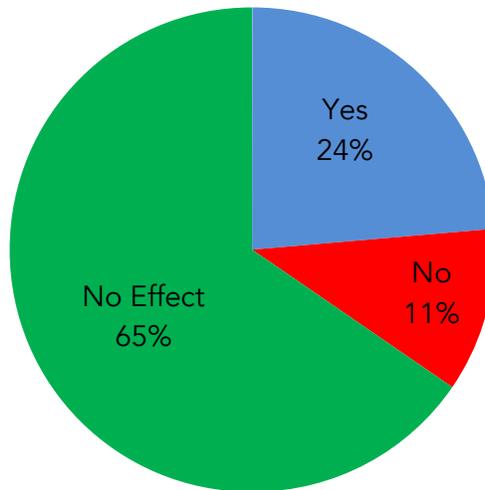
Chart 50: Customers Monthly Evening Dining & Entertainment Frequency in Inman Square



Green Line Extension

Respondents were asked the following: "Once the new Green Line station comes to Union Square, will you be shopping or visiting Inman Square more often?" Respondents were given the options of "yes, no, or no effect." 292 people responded to this question, and 65% said the new station will have no effect on their shopping patterns in Inman Square.

Chart 51: Green Line Extension Question



Section 5

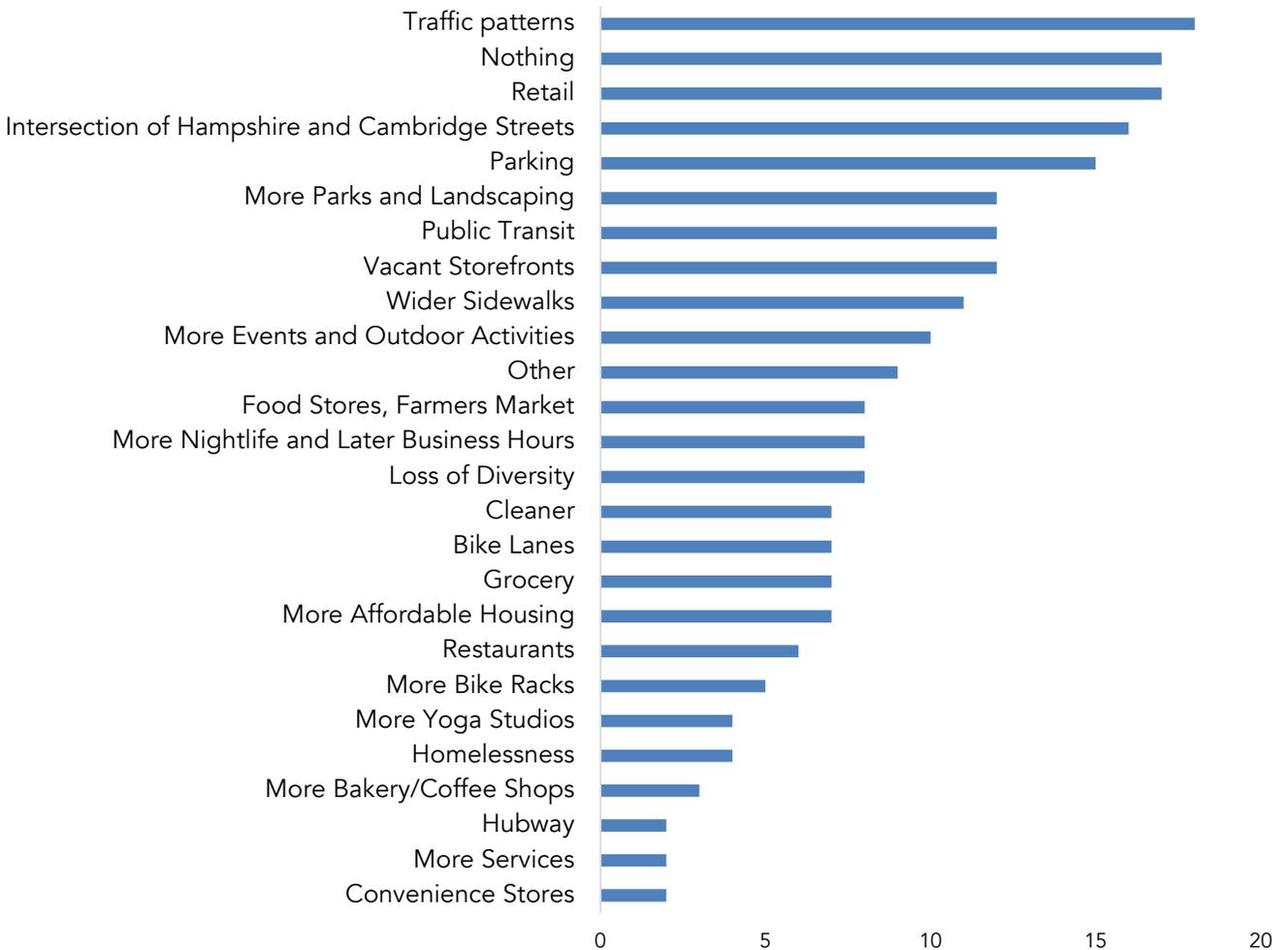
5.1 Vision Responses

Respondents were given the opportunity to answer two open-ended questions at the end of the survey. The first question was “What would you change, keep, or eliminate in the district?” We allowed respondents to comment separately on each portion of the question. Since the answers to these questions vary, we grouped the responses based on the subject matter to see what similarities respondents felt should change, keep, or eliminate in Inman Square.

Change

229 people responded to the question concerning “change.” The top responses to this question defined by number of times heard were traffic patterns, nothing, and retail. “Other” one time comments included “repaving streets” and “big billboards.” Many of the responses in the change question are around the theme of streetscape; such as, changing the intersection of Cambridge and Hampshire streets, more landscaping, wider sidewalks, bike lanes, and general traffic patterns around Inman Square.

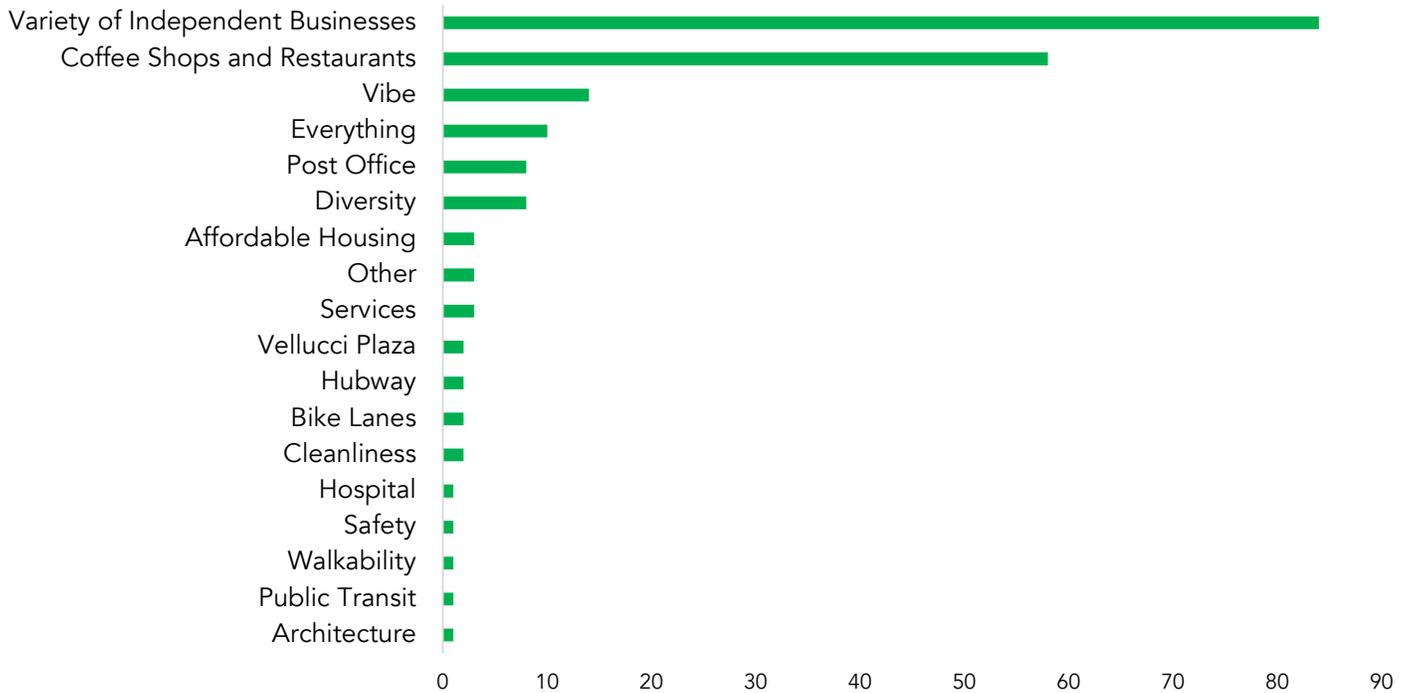
Chart 52: What Would You Change in Inman Square?



Keep

204 people responded to the question about what to “keep” in Inman Square. The two top responses to this question defined by number of times heard, were the variety of independent businesses and the coffee shops and restaurants in the Square. “Other” one time comments included “friendly people.” People very much appreciate the uniqueness of Inman Square, which is highlighted in its one-of-a-kind retail and restaurant businesses.

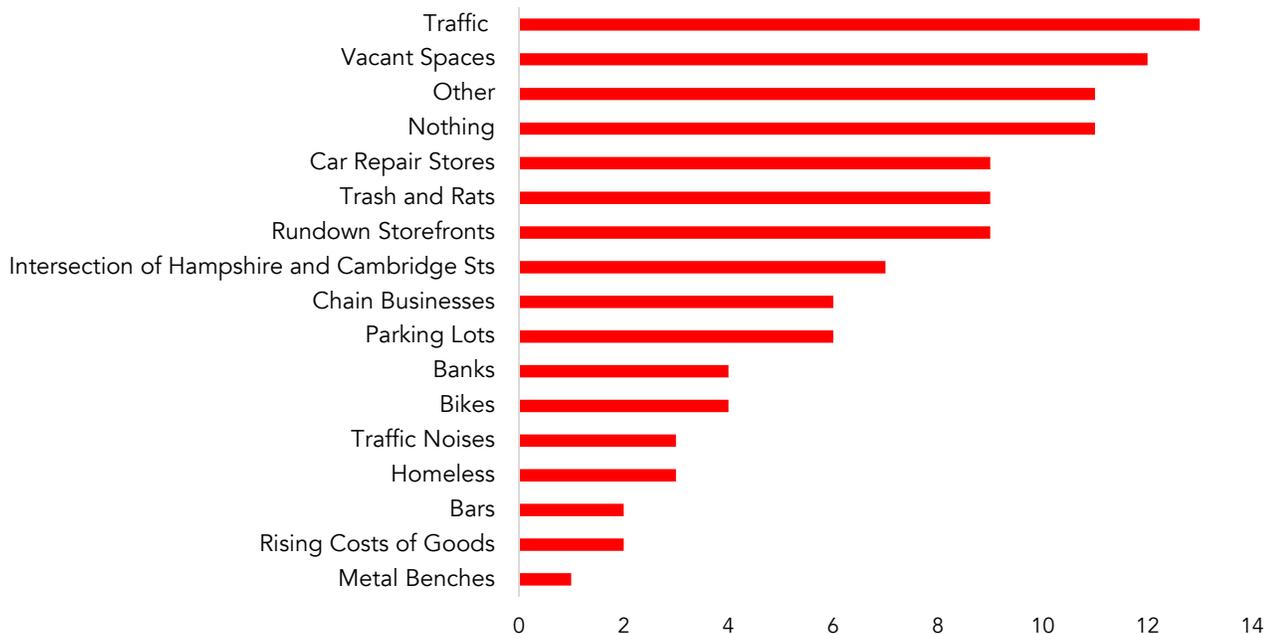
Chart 53: What Would You Keep in Inman Square?



Eliminate

112 people responded to the question about what to “eliminate” in Inman Square. The two top responses to this question defined by number of times heard, were traffic and vacant spaces in the Square. “Other” one time comments included rising cost of rent, and “dumpy bus shelters.”

Chart 54: What Would You Eliminate in Inman Square?



Section 6

Appendix

- Inman Square Survey (Appendix A)
- Inman Square Survey Respondents by Zipcode (Appendix B)

CUSTOMER SURVEY

The City of Cambridge is sponsoring this survey in order to get information that will help us create a business district that better meets your needs. Thank you for your participation!

Surveyor Initials: _____

Location Number: _____

Date: _____ TIME OF DAY: ___ AM Peak (7am-9am) ___ NOON ___ PM Peak (4pm-6pm) ___ Evening

1. What is your primary purpose for being in Inman Square today? (Check only 1)

___ Shopping ___ Dining ___ Recreation (Hang out, Yoga) ___ Event/Meeting ___ Work ___
 Personal Service (Salon) ___ Post Office ___ Services (e.g. lawyer, daycare) ___ Transportation ___
 School
 Other: _____

2. What particular businesses or offices are you visiting today? (list each)

3. Please tell me three types of businesses you would like to see that are not here now.

4. How often do you use services or shops in Inman Square (Check only one)?

___ Every day/almost every day ___ 3-5 times per week ___ About once a week ___ 2-3 times per month
 ___ About once a month ___ Rarely/Never

5. How long is your average visit (outside of work) to Inman Square?

___ Less than an hour ___ 1-2 hours ___ 2-3 hours ___ 3-4 hours ___ 4 or more

6. How do you most frequently get to Inman Square? (Check only 1).

___ Bike ___ Walk ___ Bus ___ Subway ___ Drive ___ Carpool ___ Hubway

7. Please rate how well the current businesses in Inman Square meet your needs.

Service/Product	Rate how well existing businesses meet your needs.			Do you feel there should be new/more of this in the district?	
	Good	Fair	Poor	Yes	No
Barber/Hairdresser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coffee Shops/Bakeries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Apparel/Clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants (Take out) (ex: Olecito)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants (Sit Down) (ex. East Coast)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dry Cleaning/Tailoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness Centers/Spa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery Stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialty Food (ex. Christina's)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialty Retail Stores (ex. Boutique Fabulous, Stellabella Toys)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Approximately how many times a month do you come to Inman Square for dining/entertainment purposes in the evening?
 ___ Rarely/Never ___ 1-2 ___ 3-5 ___ 5 or more

9. Once the new Green Line Station comes to Union Square, will you be shopping or visiting Inman Square more often?
 ___ Yes ___ No ___ Doesn't Affect me

10. What would make you visit/shop more often in Inman Square? (Check only 1)

___ Special Events ___ Variety in Price of Goods/Services ___ Availability/Selection of Goods/Services
 ___ Parking ___ Safety Other _____

11. Please give your opinion on the following characteristics of Inman Square.

Service/Product	Rate this characteristic of Inman Square			How Important is that characteristic to you when decided where to visit/shop?		
	Good	Fair	Poor	Very	Somewhat	Not Very Important
Access to convenient parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety/Range of Goods and Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality/Prices of goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendliness of service in shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness/Cleanliness of storefronts/area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (sidewalks, bike racks, lighting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sense of Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presence of Independent Businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor and Nightlife Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CUSTOMER PROFILE

1. What is your zip code? _____
 a. If Cambridge zip, what neighborhood? _____
 2. a. Do you work in Cambridge? ___ Yes ___ No
 b. Do you go to school in Cambridge? ___ Yes ___ No
 If yes, where: _____

3. Gender? ___ Male ___ Female ___ Other _____

4. What is your age range?
 ___ 15-19 ___ 20-24 ___ 25-34 ___ 35-44 ___ 45-54 ___ 55-59
 ___ 60-64 ___ 65-74 ___ 75-84 ___ 85 +

5. What do you speak most often at home? ___ English ___ Spanish ___ Portuguese Other _____
 6. Do you: ___ Rent or ___ Own your own residence?

7. What is your ethnic background?
 ___ Hispanic ___ Non-Hispanic If Non-Hispanic: ___ Ethiopian ___ Haitian ___ Brazilian ___ Portuguese
 Other: _____

8. What is your race?
 ___ White ___ Black or African American ___ American Indian or Alaska Native
 ___ Asian ___ Native Hawaiian/Other Pacific Islander ___ Other

VISION

In one word, how would you describe Inman Square?

What would you change, keep or eliminate in the district?
 Change: _____
 Keep: _____
 Eliminate: _____

