

Emerson

P O L L I N G

**Survey of Registered Voters Attitudes on Local Issues
City of Cambridge, Massachusetts**

September 6-8, 2019

Methodology

Emerson College Polling, under the supervision of Professor Spencer Kimball, is pleased to present Affordable Homes Coalition with the findings from a survey of registered voters in Cambridge, Massachusetts.

All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N= 400 (sample size). The margin of error for the sample is +/- 4.9% in 19 of 20 cases.

The survey was administered using automated telephone calls (IVR), and was conducted between September 6-8, 2019.

A screening question was used to gauge if respondents were registered voters. The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population.

In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

Data was weighted to reflect the voting electorate by age, gender, and ethnicity.

Results

Marc McGovern

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	170	42.5	42.5	42.5
	Unfavorable	74	18.6	18.6	61.1
	Unsure	95	23.8	23.8	84.9
	No Opinion	60	15.1	15.1	100.0
	Total	400	100.0	100.0	

Jan Devereux

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	124	30.9	30.9	30.9
	Unfavorable	69	17.4	17.4	48.2
	Unsure	116	28.9	28.9	77.2
	No Opinion	91	22.8	22.8	100.0
	Total	400	100.0	100.0	

Dennis Carlone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	102	25.5	25.5	25.5
	Unfavorable	66	16.5	16.5	42.0
	Unsure	131	32.8	32.8	74.8
	No Opinion	101	25.2	25.2	100.0
	Total	400	100.0	100.0	

Craig Kelly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	122	30.6	30.6	30.6
	Unfavorable	71	17.6	17.6	48.2
	Unsure	111	27.6	27.6	75.9
	No Opinion	97	24.1	24.1	100.0
	Total	400	100.0	100.0	

Alanna Mallon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	105	26.2	26.2	26.2
	Unfavorable	78	19.4	19.4	45.6
	Unsure	131	32.7	32.7	78.3
	No Opinion	87	21.7	21.7	100.0
	Total	400	100.0	100.0	

Sumbul Siddiqui

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	91	22.8	22.8	22.8
	Unfavorable	80	20.1	20.1	42.9
	Unsure	125	31.2	31.2	74.0
	No Opinion	104	26.0	26.0	100.0
	Total	400	100.0	100.0	

Denise Simmons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	163	40.7	40.7	40.7
	Unfavorable	100	24.9	24.9	65.6
	Unsure	71	17.8	17.8	83.4
	No Opinion	67	16.6	16.6	100.0
	Total	400	100.0	100.0	

Timothy Toomey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	127	31.7	31.7	31.7
	Unfavorable	90	22.6	22.6	54.3
	Unsure	110	27.4	27.4	81.7
	No Opinion	73	18.3	18.3	100.0
	Total	400	100.0	100.0	

Quinton Zondervan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	89	22.2	22.2	22.2
	Unfavorable	69	17.1	17.1	39.3
	Unsure	144	36.1	36.1	75.4
	No Opinion	98	24.6	24.6	100.0
	Total	400	100.0	100.0	

Most Important Issue facing Cambridge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Affordable Housing	189	47.3	47.3	47.3
	Traffic	54	13.4	13.4	60.7
	Education	31	7.9	7.9	68.6
	Bikes and Lanes	21	5.4	5.4	73.9
	Crimes	21	5.2	5.2	79.1
	Drugs/Opioids	16	3.9	3.9	83.0
	Homelessness	16	4.1	4.1	87.1
	Other	52	12.9	12.9	100.0
	Total	400	100.0	100.0	

Meaningful Improvements in Central Square

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	121	30.3	30.3	30.3
	No	138	34.6	34.6	64.8
	Unsure	141	35.2	35.2	100.0
	Total	400	100.0	100.0	

Meaningful Improvements in Inman Square

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	16.1	16.1	16.1
	No	132	33.1	33.1	49.2
	Unsure	203	50.8	50.8	100.0
	Total	400	100.0	100.0	

Do you approve or disapprove of the job the Cambridge City Council is doing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Approve	134	33.5	33.5	33.5
	Disapprove	103	25.8	25.8	59.3
	Unsure	119	29.7	29.7	89.1
	No Opinion	44	10.9	10.9	100.0
	Total	400	100.0	100.0	

Are you aware of the proposal for an Affordable Housing Overlay District in Cambridge?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	234	58.4	58.4	58.4
	No	101	25.4	25.4	83.8
	Unsure	65	16.2	16.2	100.0
	Total	400	100.0	100.0	

Do you support or oppose the Affordable Housing Overlay District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	153	38.3	38.3	38.3
	Oppose	127	31.7	31.7	70.0
	Unsure	120	30.0	30.0	100.0
	Total	400	100.0	100.0	

Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	190	47.6	47.6	47.6
	Female	210	52.4	52.4	100.0
	Total	400	100.0	100.0	

Party Registration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	251	62.8	62.8	62.8
	Republican	18	4.5	4.5	67.3
	Independent/Other	131	32.7	32.7	100.0
	Total	400	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic	27	6.7	6.7	6.7
	Caucasian	285	71.1	71.1	77.8
	African American	36	9.1	9.1	86.9
	Asian	44	11.1	11.1	98.0
	Other	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

Age Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-49	235	58.7	58.7	58.7
	50+	165	41.3	41.3	100.0
	Total	400	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HS<	30	7.5	7.5	7.5
	Some College	51	12.6	12.6	20.2
	College	124	30.9	30.9	51.0
	Postgrad +	196	49.0	49.0	100.0
	Total	400	100.0	100.0	

Survey Instrument

1. I am going to read some names of current City Councilors. Please tell me how well you think they are doing as City Councilors?

Marc McGovern

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for unsure

Press 4 for no opinion

2. Jan Devereux

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for unsure

Press 4 for no opinion

3. Dennis Carlone

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for unsure

Press 4 for no opinion

4. Craig Kelly

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for unsure

Press 4 for no opinion

5. Alanna Mallon

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for unsure

Press 4 for no opinion

6. Sumbul Siddiqui

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for unsure

Press 4 for no opinion

7. Denise Simmons

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for unsure

Press 4 for no opinion

8. Timothy Toomey
Press 1 for Favorable
Press 2 for Unfavorable
Press 3 for unsure
Press 4 for no opinion

9. Quinton Zondervan
Press 1 for Favorable
Press 2 for Unfavorable
Press 3 for unsure
Press 4 for no opinion

10. What is the most important issue facing Cambridge today?

1. Affordable Housing
2. Traffic
3. Education
4. Bikes and Bike Lanes
5. Crime
6. Drugs/Opioids
7. Homelessness
8. Other
9. To repeat answer choices

11. There has been an effort underway to revitalize some of the City's squares. Do you feel like there have been meaningful improvements in Central Square?

Press 1 for Yes
Press 2 for No
Press 3 if you are unsure

12. How about in Inman Square?

Press 1 for Yes
Press 2 for No
Press 3 if you are unsure

13. Do you approve or disapprove of the job the Cambridge City Council is doing?

Press 1 for approve
Press 2 for disapprove
Press 3 for unsure
Press 4 for no opinion

14. Are you aware of the proposal for an Affordable Housing Overlay District in Cambridge?
Press 1 for Yes
Press 2 for No
Press 3 if you are unsure

15. The Overlay District would encourage the creation of new 100% affordable housing developments throughout the City by reducing restrictions and streamlining the permitting process. Do you support or oppose the Affordable Housing Overlay District?

Press 1 if you Support
Press 2 if you Oppose
Press 3 if you are unsure

16. To start, can you please tell me your gender?

Male
Female

17. What is your party registration?

Democrat
Republican
Independent/other
Not registered to vote

18. For statistical purposes only, can you please tell me your ethnicity?

Hispanic or Latino of any race
White or Caucasian
Black or African American
Asian
Other or multiple races

19. What is your age range?

18-29 years
30-49 years
50-64 years
65 or more years

20. What is the highest level of education you have attained?

High school or less
Some college
College graduate
Postgrad or higher