

Sample: 590 adults under 70
Interview dates: April 18-24, 2005

TOPLINE RESULTS:

A Survey of Boston-Area Residents

April 2005

S1. How often did you come into central Boston – including downtown, Back Bay, the riverfront or the waterfront or harbor areas – for any non-business or non-medical reason in the last year?

Daily, several times a week	18
Once or twice a week	18
A few times a month	22
Once a month or so	17
A few times a year	25

Less often	[TERMINATE]
Almost never	[TERMINATE]

S2. Which of these categories does your age fall into?

18 to 24	11
24 to 29	13
30 to 34	11
35 to 39	14
40 to 44	10
45 to 49	9
50 to 54	11
55 to 59	12
60 to 64	7
65 to 70	2

Over 70	[TERMINATE]
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S3. What was the highest level of schooling you completed?

Grade school or less	*
Some high school	1
High school grad	12
Vocational/Technical	3
Some college/2-yr college	27
Four-year college grad	28
Post-graduate work	29

S4. Which of the following categories comes closest to describing your total annual household income?

Under \$35,000	17
Between \$35,000 and \$49,999	20
Between \$50,000 and \$74,999	24
Between \$75,000 and \$100,000	19
More than \$100,000	20

1. Where would you put yourself on this 10-point scale, where 0 means I don't enjoy coming into central Boston, and try to avoid it, and 10 means I enjoy coming into central Boston, and try to do so as often as I can?

Don't Enjoy		Enjoy		<i>Mean</i>
<u>0-4</u>	<u>5-7</u>	<u>8-10</u>		
13	41	46		

2. And where would you put yourself on this 10-point scale, where 0 means there's really not that much for people like me to do in central Boston, and 10 means there's so much for people like me to do in central Boston, I never run out of choices?

Not much to do		So much to do		<i>Mean</i>
<u>0-4</u>	<u>5-7</u>	<u>8-10</u>		
6	39	56		

3. Below are some things people can do in central Boston. Check whether you have done each.

	Yes/ past year	Yes/ past 2-3 yrs	Yes/ past 5 yrs	Yes/not past 5 yrs	Never
a. Enjoying the city's nightlife	55	18	7	13	8
b. Attending an outdoor concert	32	25	10	17	16
c. Sightseeing	56	23	10	8	2
d. Shopping	74	15	5	4	1
e. Attending an indoor concert	41	23	10	13	13
f. Visiting Boston's waterfront	61	22	8	5	3
g. Attending a professional sports event	43	22	10	11	14
h. Dining out	77	14	4	4	1
i. Attending First Night activities	15	13	12	12	48
j. Visiting a historic site	45	24	15	13	3
k. Going to a museum	50	25	12	11	3
l. Attending the Head of the Charles Regatta	11	11	9	11	57

(cont'd)

	Yes/ past year	Yes/ past 2-3 yrs	Yes/ past 5 yrs	Yes/not past 5 yrs	Never
m. Seeing the Tall Ships	12	16	18	22	32
n. Attending a Fourth of July concert/Esplanade	20	20	10	20	30

4. Please use a scale of one to ten to indicate how appealing each of these activities is to you:

[SHOW ONLY ITEMS DONE IN PAST FIVE YEARS]

	Not applng at all		Very applng		<i>Mean</i>
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>		
a. Enjoying the city's nightlife	12	35	54		7.26
b. Attending an outdoor concert	3	32	64		8.00
c. Sightseeing	9	35	56		7.49
d. Shopping	11	34	55		7.35
e. Attending an indoor concert	6	28	66		7.90
f. Visiting Boston's waterfront	8	30	63		7.71
g. Attending a professional sports event	11	27	62		7.73
h. Dining out	3	19	78		8.52
i. Attending First Night activities	16	36	48		6.83
j. Visiting a historic site	9	35	55		7.36
k. Going to a museum	6	30	64		7.84
l. Attending the Head of the Charles Regatta	12	45	43		6.89
m. Seeing the Tall Ships	12	35	53		7.23
n. Attending a Fourth of July concert/Esplanade	11	28	61		7.58

5. Now we have some questions about Boston's waterfront. What, if any, location or place comes to your mind when thinking of the waterfront? [OPEN-ENDED]

New England Aquarium	21
Boston Harbor Hotel/Rowe's Wharf	9
Anthony's/Jimmy's/Other restaurant	9
Charles River/Esplanade/Hatch Shell	7
Long Wharf/Marriott Hotel/Tia's	6
USS Constitution/Navy Yard/Charlestown	6
Boston Harbor/Piers/Wharves/Docks	6
Faneuil Hall/Quincy Market	4
Christopher Columbus Park	3
Harbor cruises	2
Castle Island	2
North End	1
World Trade Center	1
Bank of America/Fleet Pavillion	1
Museum of Science	1
Logan Airport	1
Tea Party Ship	1
Moakley Courthouse/South Boston	1
Children's Museum	*
Other, non responsive	5
Other, substantive	3
Don't know/Nothing	9

6. Have you been to Boston's waterfront area for recreational or leisure activity?

Yes, in the past year	53
Yes, in the past 2 or 3 years	27
Yes, in the past 5 years	9
Yes, but not in the past 5 years	8
Never	4

7. How likely are you to visit Boston's waterfront area for recreation or leisure-time activities in the next 12 months?

Not Likely		Extrmly Likely	
<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
15	33	52	7.19

8. If you were to visit the Boston waterfront area for any reason, how would you be most likely to get there? [CHECK ONE]

By car	46
By public transportation	46
By foot	5
By bicycle	1
By boat	1
By taxicab	1

9. Have you ever visited the waterfronts or harbors of any of the following cities?

	<u>Yes</u>	<u>No</u>
a. Baltimore	32	68
b. Portland, Maine	52	48
c. Seattle	16	84
d. San Francisco	43	57
e. Vancouver	13	87
f. Chicago	26	74
g. Providence	49	51
h. Portland, Oregon	6	94

10. How would you rate each of the waterfronts you visited, in terms of overall appeal?

[LIST ONLY WATERFRONTS VISITED]

	Not applng at all		Very applng	<u>Mean</u>
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	
a. Baltimore	8	35	56	7.38
b. Portland, Maine	6	36	59	7.59
c. Seattle	7	30	63	7.80
d. San Francisco	1	15	83	8.73
e. Vancouver	2	20	77	8.49
f. Chicago	5	42	54	7.50
g. Providence	8	46	46	7.17
h. Portland, Oregon	6	42	52	7.34

[ALL WHO RATE AT LEAST ONE CITY 8,9, OR 10]

11. What are the qualities or features that you value most in other city waterfronts that you like? Please check up to four items.

Open views of the water	74
Restaurants	68
Easy access by car or public transportation	56
Walkways for strolling	42
Events, like festivals and outdoor concerts	40
Attractions like museums and historic sites	30
Lots of parking	23
Open space	20
Retail shopping	20
Bike or running trails	6
Easy access for boating	3
Other	2

12. For each of the following, please check a number on a scale of 0 to 10 to indicate your perceptions of Boston's waterfront/harbor.

a.	Hard/ get to <u>0-4</u>	<u>5-7</u>	Easy/ get to <u>8-10</u>	<u>Mean</u>
	23	36	41	6.41
b.	Not good / rec.boating <u>0-4</u>	<u>5-7</u>	Good place/ rec.boating <u>8-10</u>	<u>Mean</u>
	30	49	20	5.31
c.	No beaut. views <u>0-4</u>	<u>5-7</u>	Has beaut. views <u>8-10</u>	<u>Mean</u>
	11	34	55	7.39
d.	Not many restaurants <u>0-4</u>	<u>5-7</u>	Lots of restaurants <u>8-10</u>	<u>Mean</u>
	8	32	60	7.64
e.	Not a lot of activity on the harbor <u>0-4</u>	<u>5-7</u>	Lots of activity on the harbor <u>8-10</u>	<u>Mean</u>
	12	43	46	6.96
f.	Not a good place for fishing <u>0-4</u>	<u>5-7</u>	Good place for fishing <u>8-10</u>	<u>Mean</u>
	51	38	11	3.93
g.	Not much to do <u>0-4</u>	<u>5-7</u>	Lots of things to do <u>8-10</u>	<u>Mean</u>
	14	37	49	7.05
h.	Not much parking nearby <u>0-4</u>	<u>5-7</u>	Plenty of parking nearby <u>8-10</u>	<u>Mean</u>
	45	37	18	4.51
i.	Hard to get to by public transp <u>0-4</u>	<u>5-7</u>	Easy to get to by public transp <u>8-10</u>	<u>Mean</u>
	15	34	51	6.98
j.	Don't feel welcome <u>0-4</u>	<u>5-7</u>	Feel welcome <u>8-10</u>	<u>Mean</u>
	12	32	56	7.24

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k.	Don't feel safe		Feel safe	
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
	11	34	55	7.26
l.	Not many affordable attractions		Many affordable attractions	
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
	21	44	35	6.30
m.	Not a fun place to go		Fun place to go	
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
	10	35	55	7.44
n.	Inadequate walkways		Plenty of walkways	
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
	14	41	45	6.93

13. In your opinion, how safe are each of these harbor or waterfront activities? If you are not sure just give us your best guess.

	Not safe		Safe	
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
a. Boating on Boston Harbor	15	45	39	6.62
b. Fishing in Boston Harbor	38	41	21	5.01
c. Swimming at a public beach near Boston Harbor	49	35	16	4.33
d. Eating fish caught in Boston Harbor	49	34	17	4.26
e. Eating clams or other shellfish caught in Boston Harbor	51	33	17	4.18
f. Eating lobster caught in Boston Harbor	47	34	19	4.40

14. For the last several years the state has been cleaning up Boston Harbor. From what you have heard or read, is the cleanup project...

Completed	10
Almost completed	42
About halfway completed	36
Less than halfway completed	12

15. Please use a scale from 0 to 10 to tell me how clean you think Boston Harbor is today?

Dirty		Clean	
<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
31	56	13	5.40

- 16.** So far the cleanup has cost about \$4 billion, paid by ratepayers – residents and businesses – in the Massachusetts Water Resources Authority (MWRA) district, which includes about 60 cities and towns in eastern Massachusetts. Do you feel the Boston harbor cleanup has been worth the cost, or not?

Not worth cost		Worth cost	
<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
20	41	39	6.42

- 17.** The cost of finishing the cleanup of Boston’s swimming beaches will amount to \$250 million, or up to \$20 per year for the average household in the MWRA district. How important do you feel it is that the MWRA finish the cleanup of Boston’s swimming beaches?

Not Imp		Imp	
<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
6	26	68	8.09

- 18.** What are the major reasons you do not visit or use the Boston waterfront and harbor area more often? Please check up to four items.

Big Dig construction, disruption	58
Parking is too expensive	55
Too much traffic and congestion	45
Parking is hard to find	41
The appeal of other attractions/things to do in Boston	25
Boston is too expensive	24
Not enough to do near the waterfront	17
Not enough areas to walk along the water	15
There are more security concerns since 9-11	7
Too busy	5
Inadequate water transportation	4
Too far/didn’t want to commute in	1
Other	3

[IF MORE THAN 1 RESPONSE IN Q18]

- 18a.** Which of those is the most important reason you do not visit or use the Boston waterfront and harbor area more often? [ONLY SHOW THOSE SELECTED IN Q 18.]

Big Dig construction, disruption	22
Parking is too expensive	18
The appeal of other attractions/things to do in Boston	12
Parking is hard to find	11
Too much traffic and congestion	11
Boston is too expensive	6
Not enough to do near the waterfront	4
Not enough areas to walk along the water	3
There are more security concerns since 9-11	2
Inadequate water transportation	1
Other	10

19. Do you have any children under 18 in your household?

Yes	28
No	72

[IF HAVE CHILDREN IN Q19]

20. Have any of your children gone on an outing to one of the Boston Harbor Islands in the past five years?

Yes	37
No	63

21. Please indicate how recently, if at all, you have taken part in any of the following:

	<u>Yes/ past year</u>	<u>Yes/ past 2-3 yrs</u>	<u>Yes/ past 5 yrs</u>	<u>Yes/not past 5 yrs</u>	<u>Never</u>
a. Walked the Freedom Trail	16	19	14	33	19
b. Strolled along the downtown waterfront	47	25	10	12	6
c. Visited Faneuil Hall or Quincy Market	65	22	8	3	2
d. Visited the Museum of Science	36	32	15	12	5
e. Visited the USS Constitution	16	23	17	28	16
f. Visited the Children's Museum	16	15	16	33	20
g. Gone on a Harbor boat tour	19	20	15	20	25
h. Visited one of the Harbor Islands	13	12	12	22	41
i. Had a drink at a bar near the waterfront	36	18	10	12	23
j. Visited the JFK Library/Museum	13	16	13	19	39
k. Visited Paul Revere's House	9	14	14	30	34
l. Visited the Boston Tea Party ship	8	14	13	32	34
m. Attended a concert at the Fleet Pavilion	18	18	13	12	39
n. Dined at a restaurant near the waterfront	43	24	12	12	9
o. Sat on a bench anywhere along the waterfront	42	19	10	11	18
p. Visited the New England Aquarium	31	27	18	17	7
q. Visited Castle Island	19	13	11	17	41
r. Gone to one of the South Boston Beaches	17	11	10	16	45

22. Please rate each of the following activities that you indicated you have done in the past five years, in terms of overall appeal:

[LIST ONLY ITEMS RESPONDENT HAS DONE IN THE PAST 5 YEARS]

	Not applying at all		Very applying	
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
a. Walked the Freedom Trail	8	43	49	7.34
b. Strolled along the downtown waterfront	5	39	55	7.64
c. Visited Faneuil Hall or Quincy Market	4	28	68	8.04
d. Visited the Museum of Science	3	27	70	8.17
e. Visited the USS Constitution	8	37	55	7.46
f. Visited the Children's Museum	8	38	54	7.48
g. Gone on a Harbor boat tour	5	30	65	7.98
h. Visited one of the Harbor Islands	5	40	56	7.72
i. Had a drink at a bar near the waterfront	5	27	68	8.05
j. Visited the JFK Library/Museum	10	36	54	7.46
k. Visited Paul Revere's House	12	51	37	6.80
l. Visited the Boston Tea Party ship	11	46	43	6.84
m. Attended a concert at the Fleet Pavilion	4	26	69	8.08
n. Dined at a restaurant near the waterfront	3	24	72	8.27
o. Sat on a bench anywhere along the waterfront	6	28	66	7.89
p. Visited the New England Aquarium	4	32	64	7.92
q. Visited Castle Island	6	34	60	7.78
r. Gone to one of the South Boston Beaches	11	36	53	7.34

23. Please indicate whether each of the following types of water transportation is currently available on the Boston waterfront, as far as you know. Also, indicate whether you would use that service, if available.

	[CHECK ONE]		[CHECK ONE]		
	<u>Avail</u>	<u>Not avail</u>	<u>Would def use</u>	<u>Would cnsdr using</u>	<u>Would not use</u>
a. Water ferry service between Logan Airport and downtown Boston	72	28	16	35	48
b. Water ferry service between the South Shore and downtown Boston	74	26	15	33	53
c. Water ferry service between the North Shore and downtown Boston	38	62	17	36	47
d. Water ferry service between Provincetown and downtown Boston	70	30	22	39	40
e. Water taxis in the inner harbor, taking people from one waterfront location to another	57	43	24	46	29

24. Please indicate how likely you would be to visit or use the waterfront if each of these offers or improvements were available.

	Not likely		Extrmly likely	<i>Mean</i>
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	
a. More restaurants in the area	11	41	48	7.03
b. More entertainment or nightlife in the area	19	41	40	6.47
c. More parking nearby	10	33	57	7.37
d. More concerts, festivals, and other events	7	36	57	7.56
e. More outdoor markets	8	35	57	7.46
f. Less traffic congestion, disruption	5	23	72	8.22
g. More water transportation	25	42	33	5.90
h. Price reductions on attractions	5	27	68	8.03
i. Less expensive parking	9	21	70	7.94
j. More to do with children	38	31	31	5.15
k. A cleaner Harbor and waterfront	9	38	52	7.31
l. More to do for young adults	29	36	36	5.72
m. More retail stores to shop at	18	42	40	6.44
n. More <u>free</u> activities and events	4	22	73	8.31
o. More discounts and package deals on parking, admission, etc.	9	25	66	7.84

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	Not likely		Extrmly likely	
	<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
p. Greater feeling of safety, security	14	38	47	6.87
q. More walkways along the water	9	33	58	7.50

25. Are you:

Employed full-time	54
Employed part-time	13
Not employed	4
Temporarily unemployed	4
Student	9
Retired	9
Self-employed	5
Homemaker	1
On disability/disabled	2
Other	*

26. Are you:

Male	49
Female	51

27. What is your marital status?

Married or living with Partner	54
Divorced/Separated	10
Single	34
Widowed	2

28. Which of these best describes your race/ethnicity?

Asian or Pacific Islander	7
Black or African American (not of Hispanic origin)	5
Hispanic or Latino	2
Native American Indian or Alaskan Native	*
White or Caucasian (not of Hispanic origin)	84
Multi-racial or Other	2

29. Final question: how likely are you to visit Boston's waterfront area for recreation or leisure-time activity in the next 12 months?

Not likely		Extrmly likely	
<u>0-4</u>	<u>5-7</u>	<u>8-10</u>	<u>Mean</u>
6	25	69	8.21

Thank you very much!