Codman Square Survey
2021

In Partnership with Codman Square Neighborhood Development Corporation
Background

The Joseph E. Corcoran Center for Real Estate and Urban Action at the Boston College Carroll School of Management collaborated with Codman Square Neighborhood Development Corporation (CSNDC) to study the question "What is a healthy mix of retail and small business for the neighborhood?" Various qualitative and quantitative data sources were collected, prioritizing engagement with community members and amplifying community voices. As part of this effort an online survey was released to local residents in early 2021.

Methodology

An online survey was created using Qualtrics software by the Boston College Corcoran Center. After thorough input from CSNDC the survey was emailed to a list of over 600 community members maintained by CSNDC. Additionally, the survey was promoted on Facebook, both organically by community-based organizations and community members, and by paid advertising that was targeted to individuals Facebook determined to be in or around Codman Square. Survey results were then validated and weighted to more closely reflect the most current US Census Bureau estimate of the racial/ethnic composition of Codman Square. Participants were incentivized with a 10$ gift card to CVS.
Q1.3 - Do you live within 1 mile of the Codman Square Business District? (see map below)

Q1.4 - Are you currently between the ages of 18 and 65?
Q2.1 - How often did you shop at a business in the Codman Square Business District before the COVID-19 pandemic?
Q2.2 - Since COVID-19 began (March 2020), how frequently have you shopped in Codman Square?

- Every Day
- 2-3 times per week
- One time per week
- Once every 1-2 weeks
- Once per month
- Rarely
- I have never shopped in Codman Square
Q3.1 - What do you like about shopping in the Codman Square Business District? Please choose all that apply.

- Supporting Neighborhood Businesses
- Cultural and ethnic shopping options
- I can walk and get things I need
- I feel welcome
- I feel safe
- Seeing people I know when I am shopping
- Shopping close to Home
- Nice shopping environment
- Concentration of stores
- Open space and the public amenities in Codman
- Close to public transportation
- Close to other public amenities
- Historic feeling
- Easy parking
- Products I need are here
- Nice shopping environment
- Open space and the public amenities in Codman
- Close to public transportation
- Close to other public amenities
- Historic feeling
- Easy parking
- Products I need are here
- Other - please be specific
Q3.2 - Using three words or phrases, describe Codman Square.
Q3.3 - In a brief sentence, what makes Codman Square a good place to shop?
Q4.1 - Where do you most often shop or obtain the following services?

- Codman Square
- Other Boston Neighborhood Retailer
- Major Shopping Center/Mall (e.g. South Bay, South Shore Mall)
- Online Retailer/Amazon.com

- Sit down restaurant (Dinner)
- Restaurant (Lunch)
- Restaurant (Breakfast) / Coffee shop
- Daily foodshopping (Groceries)
- Clothing
- Doctor
- Dentist
- Electronics / Electronics repair
- Office or school supplies
- Tailors / Dry cleaning
- Copying & printing / Shipping (UPS FedEx, Post Office)
- Salon or beauty services
- Automotive repair / Hardware & Household Goods
- Crafts / Hobby / Artisan materials
- Florists
- Liquor store
Q4.2 - Select types of retail categories, which are NOT well represented in Codman Square. Select all that apply.
Q5.1 - What aspects of the business district are most important to preserve in Codman Square? Select the top 3

- Family stores / Neighborhood Retail
- Small Business Feel
- Ethnic Diversity
- Affordability
- Sense of Personal Safety
- Sense of Community
Q5.2 - What kinds of businesses would you like to see in Codman Square or what business would you like to see more of? Select all that apply

- Bars / Pubs
- Sit Down Restaurants
- Food Stores
- Retail Shopping
- Restaurants
- Larger stores
- Entertainment
- Other (Please specify)
Q5.3 - List 1-3 specific types of stores or businesses (other than Restaurants) offering shopping, recreation, entertainment, or services that you, or members of your household, would support if they opened a location in Codman Square.
Q5.4 - List 1-3 types of restaurants not already located in Codman Square where you, or members of your household, would dine if they opened a location in Codman Square.
Q5.5 - Are there particular types of businesses that you would like to KEEP OUT of the Codman Square Neighborhood?

- Libraries
- Lottery Sales
- Art Shops
- Cannabis Retailers
- Liquor Stores
- Storefront Churches
- Check Cashing
- Fast food restaurants
- Large Retailers
- Exercise facilities
- Non Profit organizations
- Bookstores
- Specialty food shops
- Public Buildings/Government Services
- Salons (hair salons, nail salons, barber shops)
- Doller stores
- Bars
- Other

0 5 10 15 20 25 30 35 40 45
Q5.6 - How would you feel if business activity and population in and around Codman Square increased?
Q5.7 - What are your highest priorities for supporting and improving commercial business in Codman Square? Choose all that apply.
Q6.1 - What is your employment status?

- Employed full time: 40
- Employed part time: 5
- Unemployed looking for work: 10
- Unemployed not looking for work: 5
- Retired: 10
- Student: 0
- Disabled: 5

Q6.2 - Where do you live?

- Within walking distance of Codman Square (Within half a mile): 55
- Further than walking distance from Codman Square (Further than half a mile): 10
- Other: 0
Q6.3 - Including you, how many people live in your household

- 1
- 2
- 3
- 4
- 5
- Other

Q6.4 - What is your age range?

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
Q24 - Optional: How do you identify your race?