

Codman Square Survey 2021

*In Partnership with Codman Square Neighborhood
Development Corporation*



Background

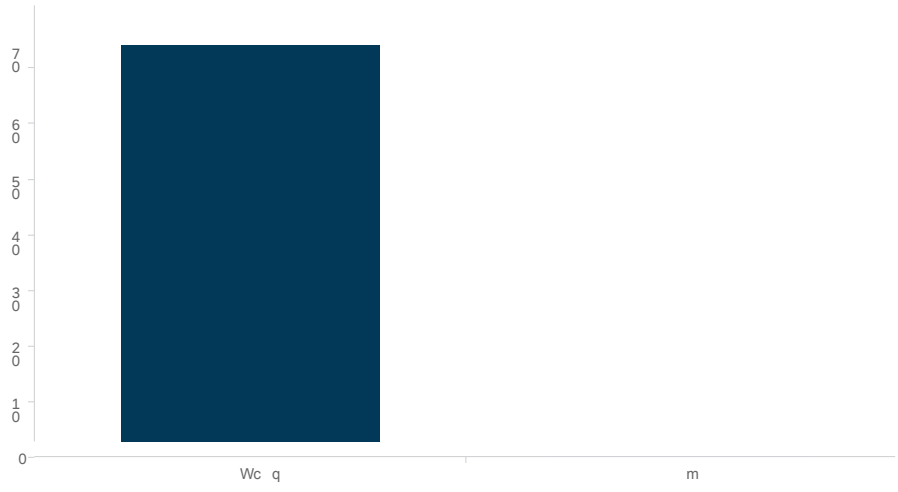
The Joseph E. Corcoran Center for Real Estate and Urban Action at the Boston College Carroll School of Management collaborated with Codman Square Neighborhood Development Corporation (CSNDC) to study the question "What is a healthy mix of retail and small business for the neighborhood?" Various qualitative 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

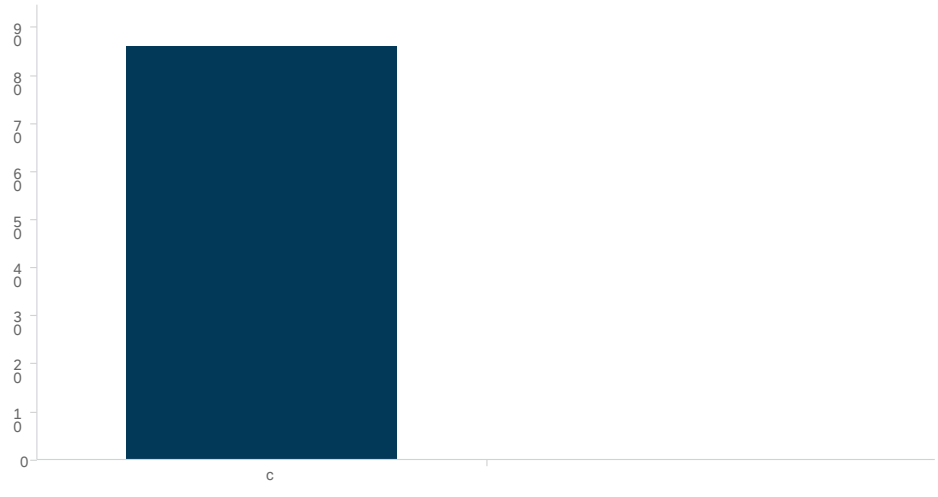
An online survey was created using Qualtrics software by the Boston College Corcoran Center. After thorough input from CSNDC the survey was emailed to a list of over 600 community members maintained by CSNDC.

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)

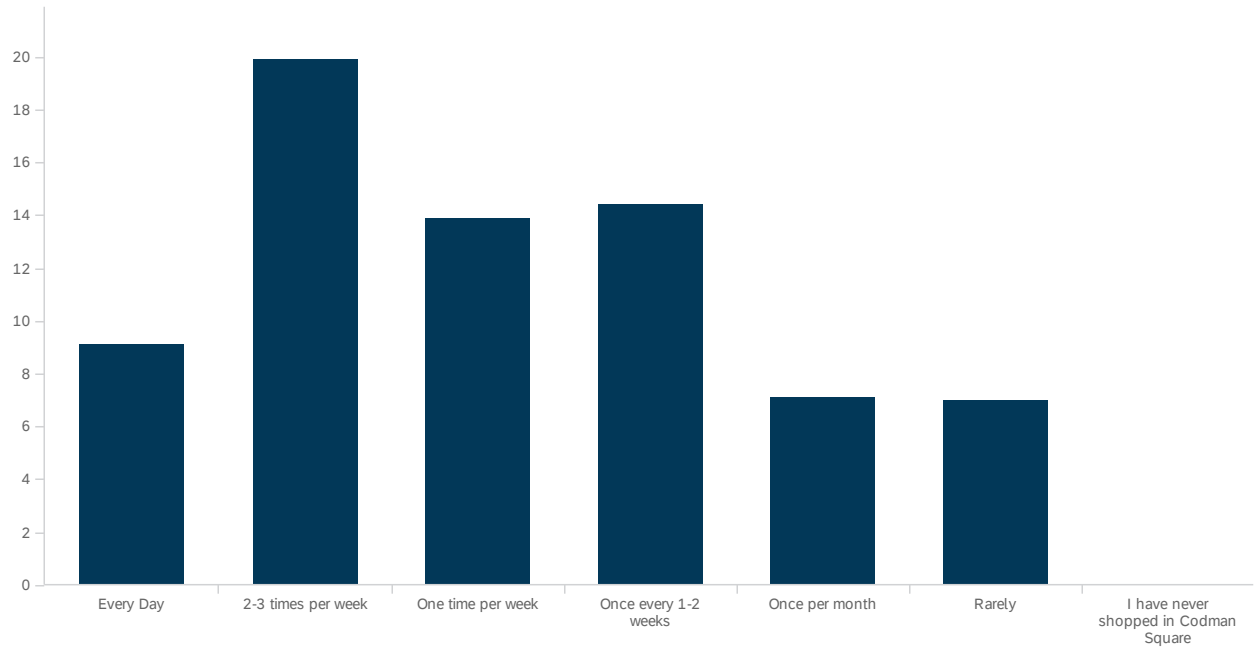


Q1.4 - Are you currently between the ages of 18 and 65?



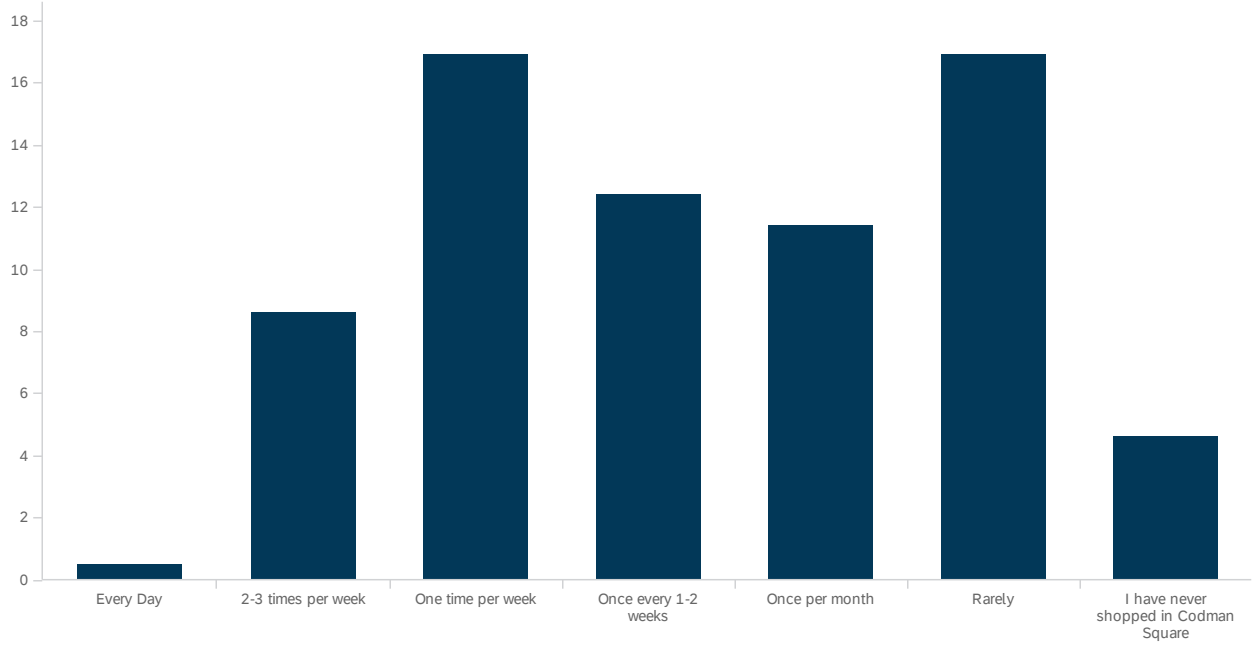
Q2.1 - How often did you shop at a business in the Codman Square Business District

before the COVID-19 pandemic?



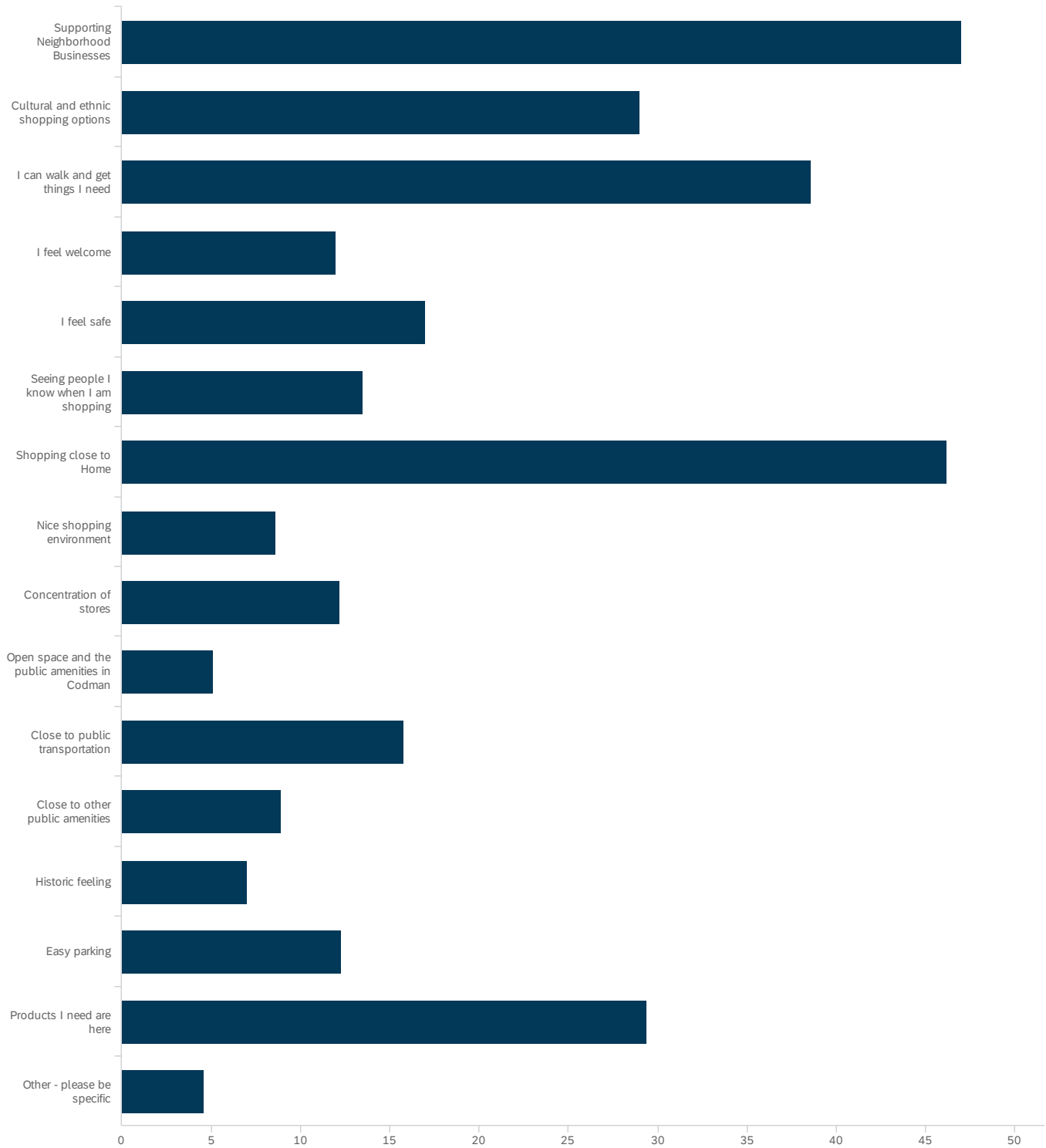
Q2.2 - Since COVID-19 began (March 2020), how frequently have you shopped in

Codman Square?



Q3.1 - What do you like about shopping in the Codman Square Business District? Please

choose all that apply.



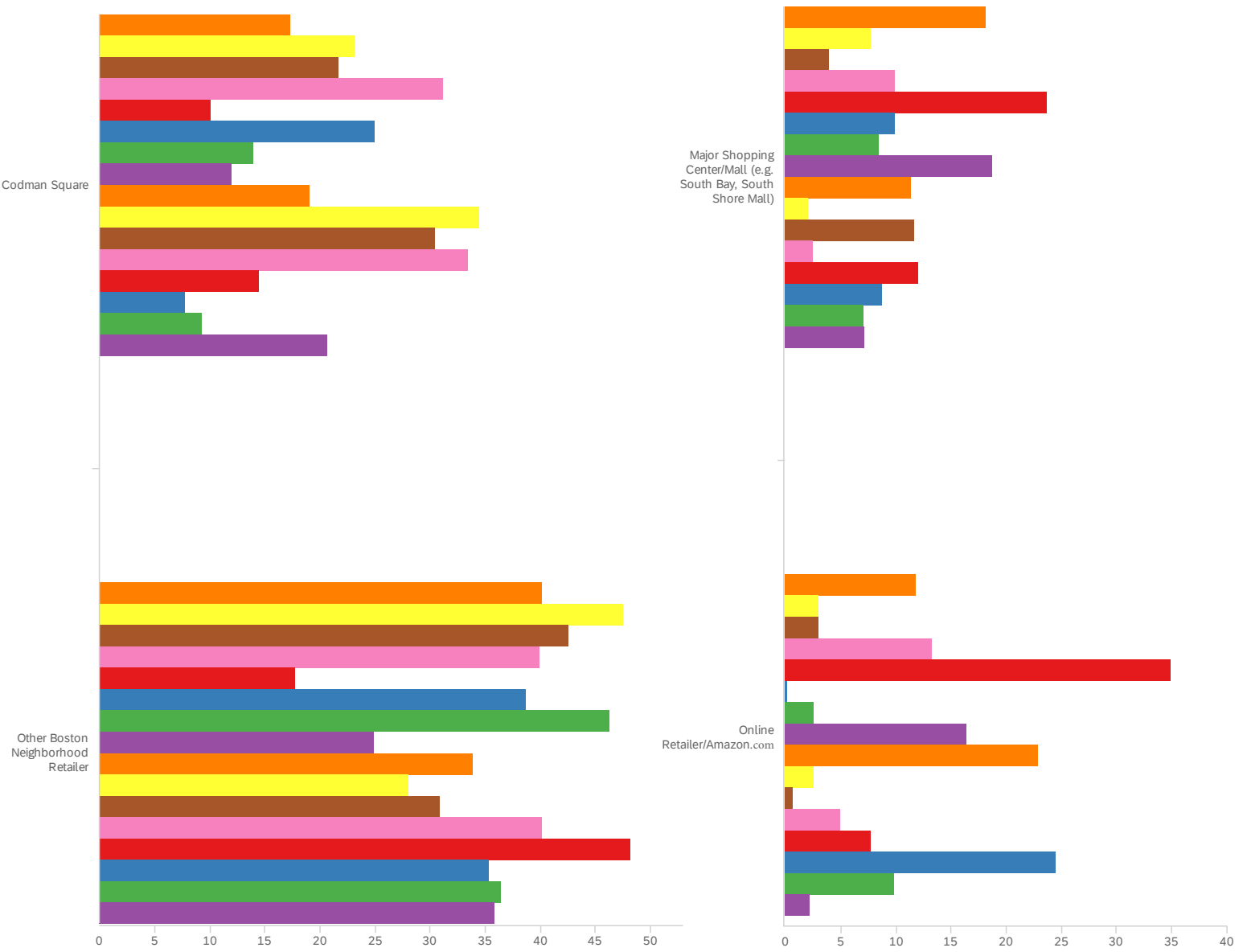
Q3.2 - Using three words or phrases, describe Codman Square.



Q3.3 - In a brief sentence, what makes Codman Square a good place to shop?



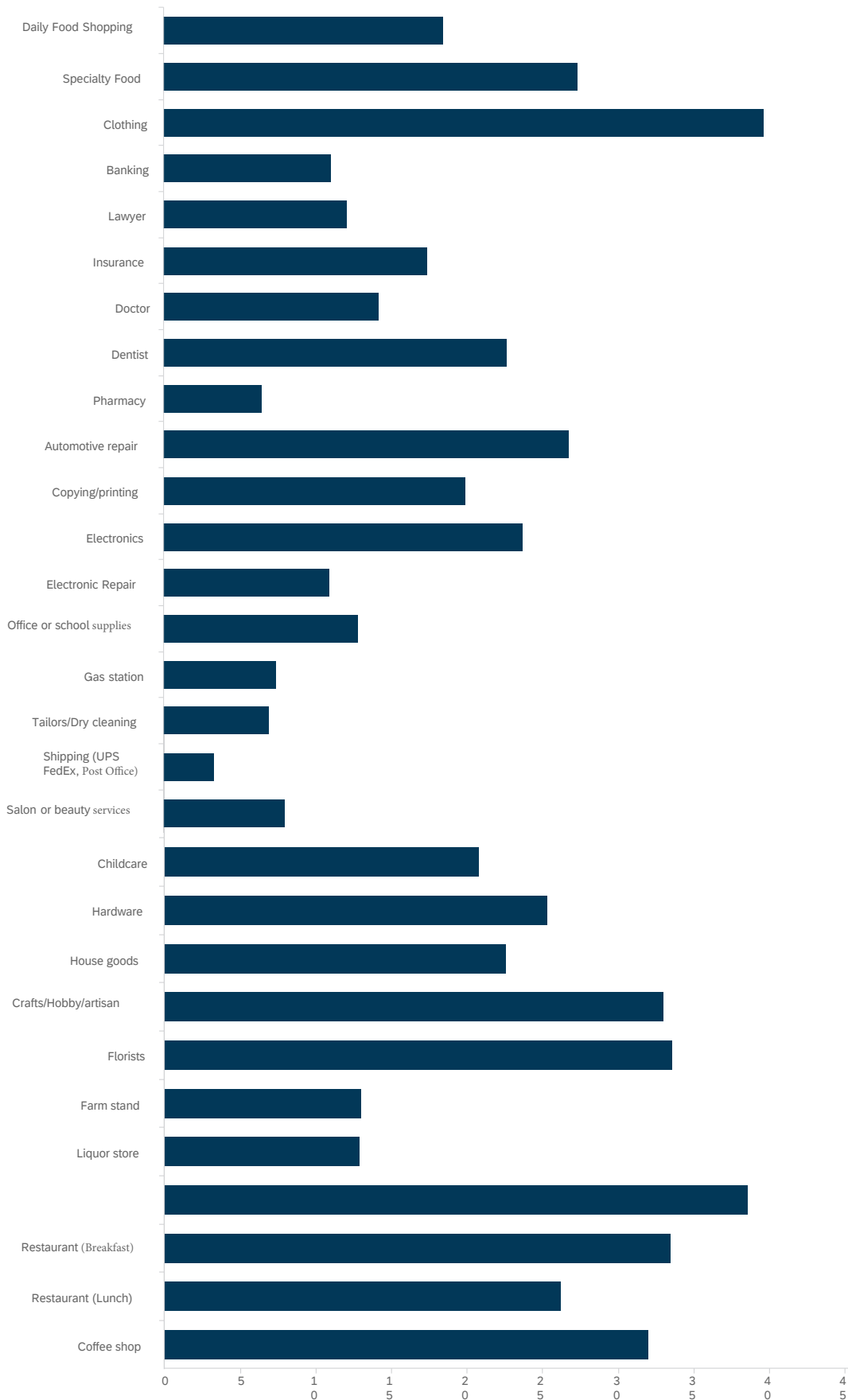
Q4.1 - Where do you most often shop or obtain the following services?



- 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

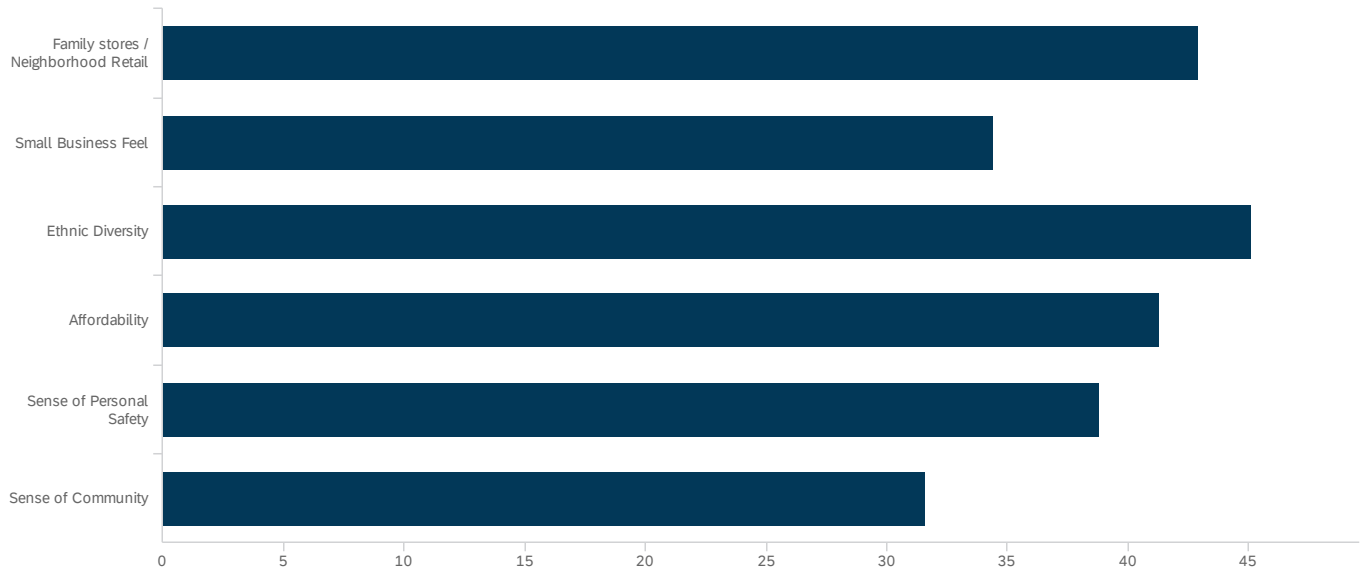
Q4.2 - Select types of retail categories, which are NOT well represented in Codman

Square. Select all that apply



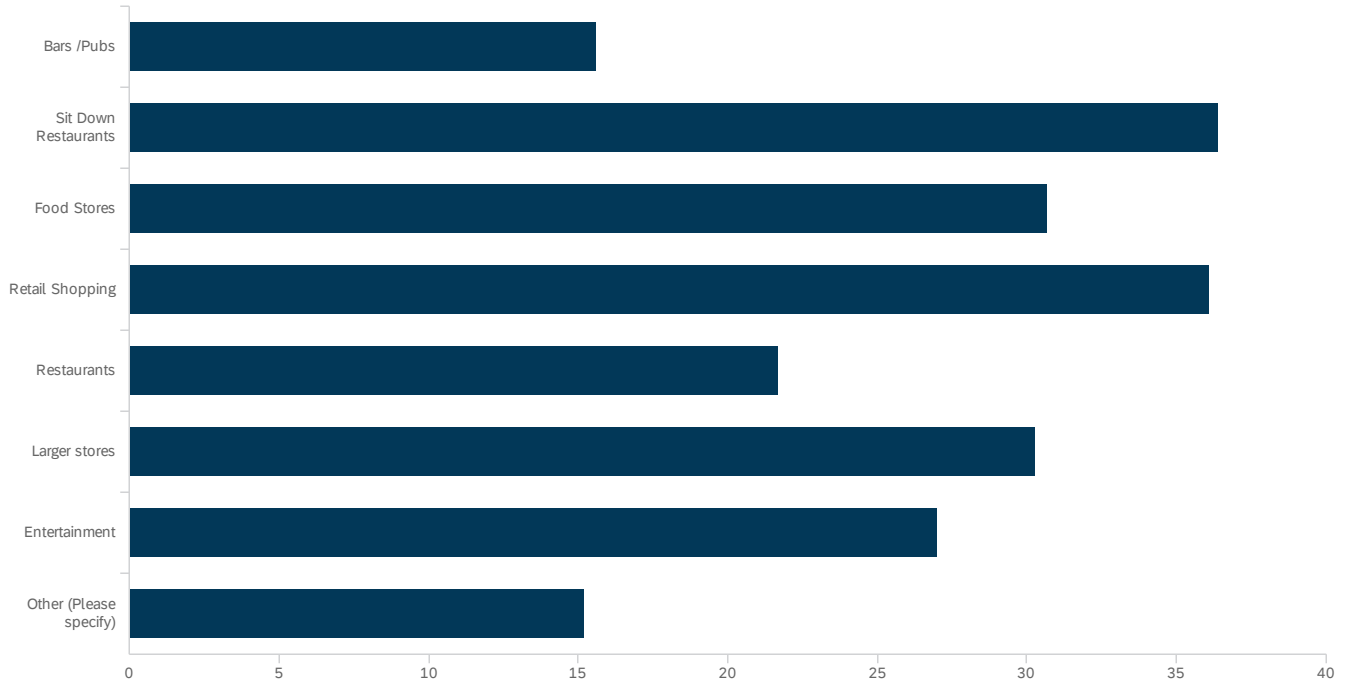
Q5.1 - What aspects of the business district are most important to preserve in Codman

Square? Select the top 3



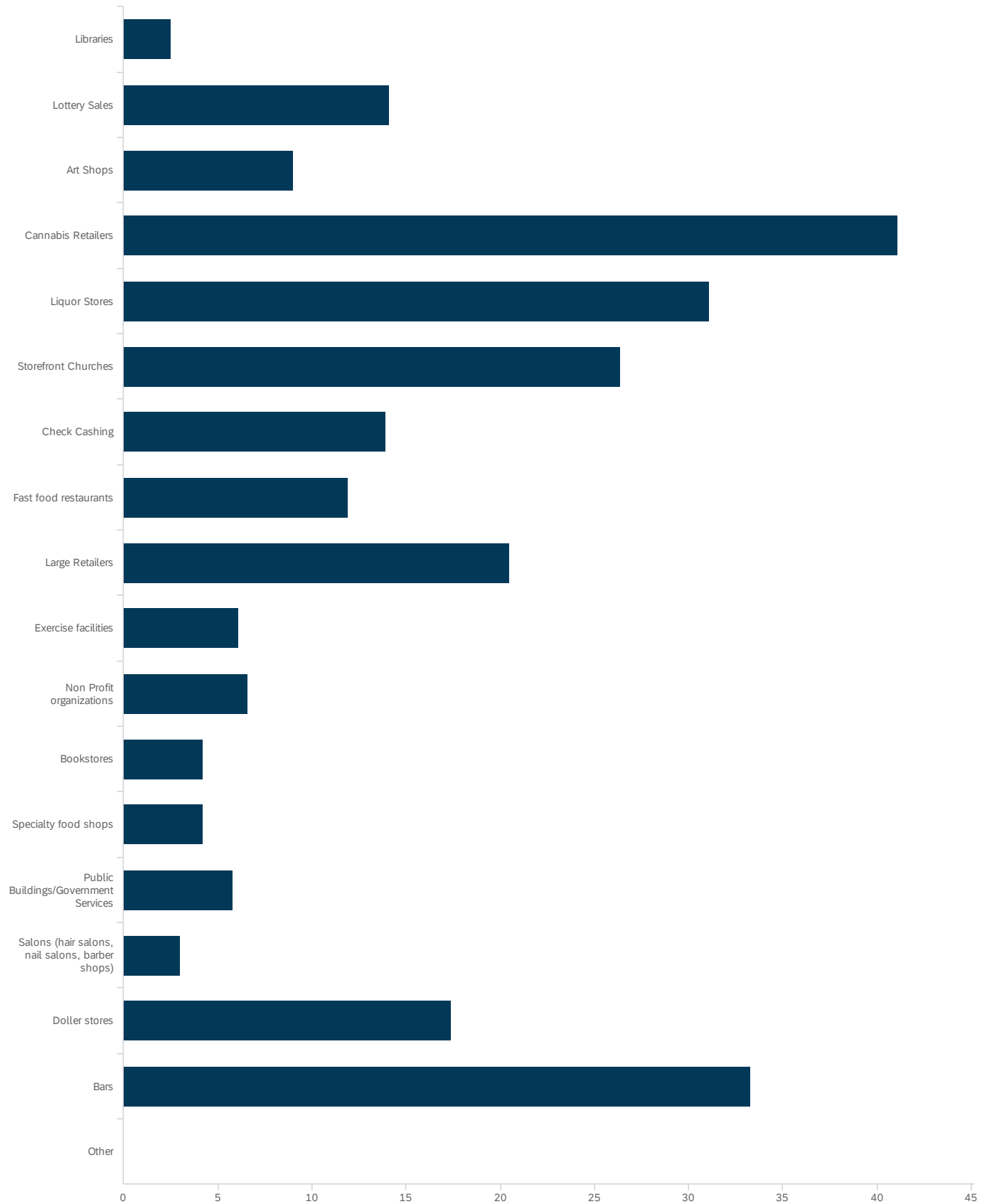
Q5.2 - What kinds of businesses would you like to see in Codman Square or what

business would you like to see more of? Select all that apply



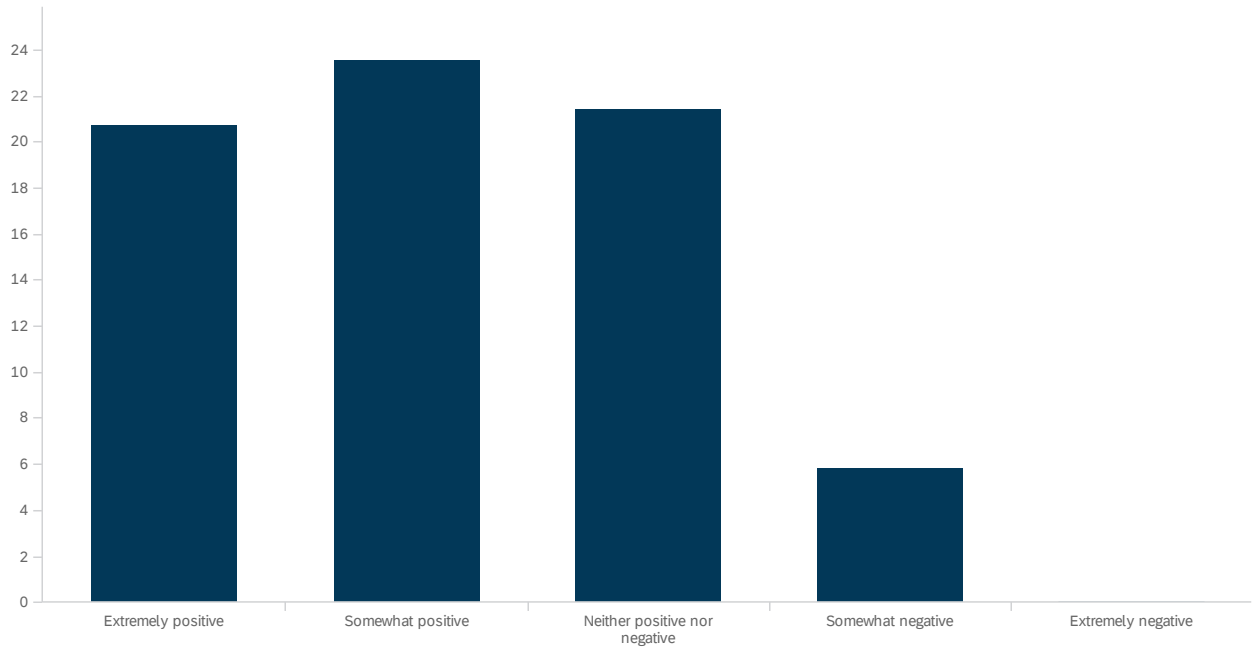
Q5.5 - Are there particular types of businesses that you would like to KEEP OUT of the

Codman Square Neighborhood?



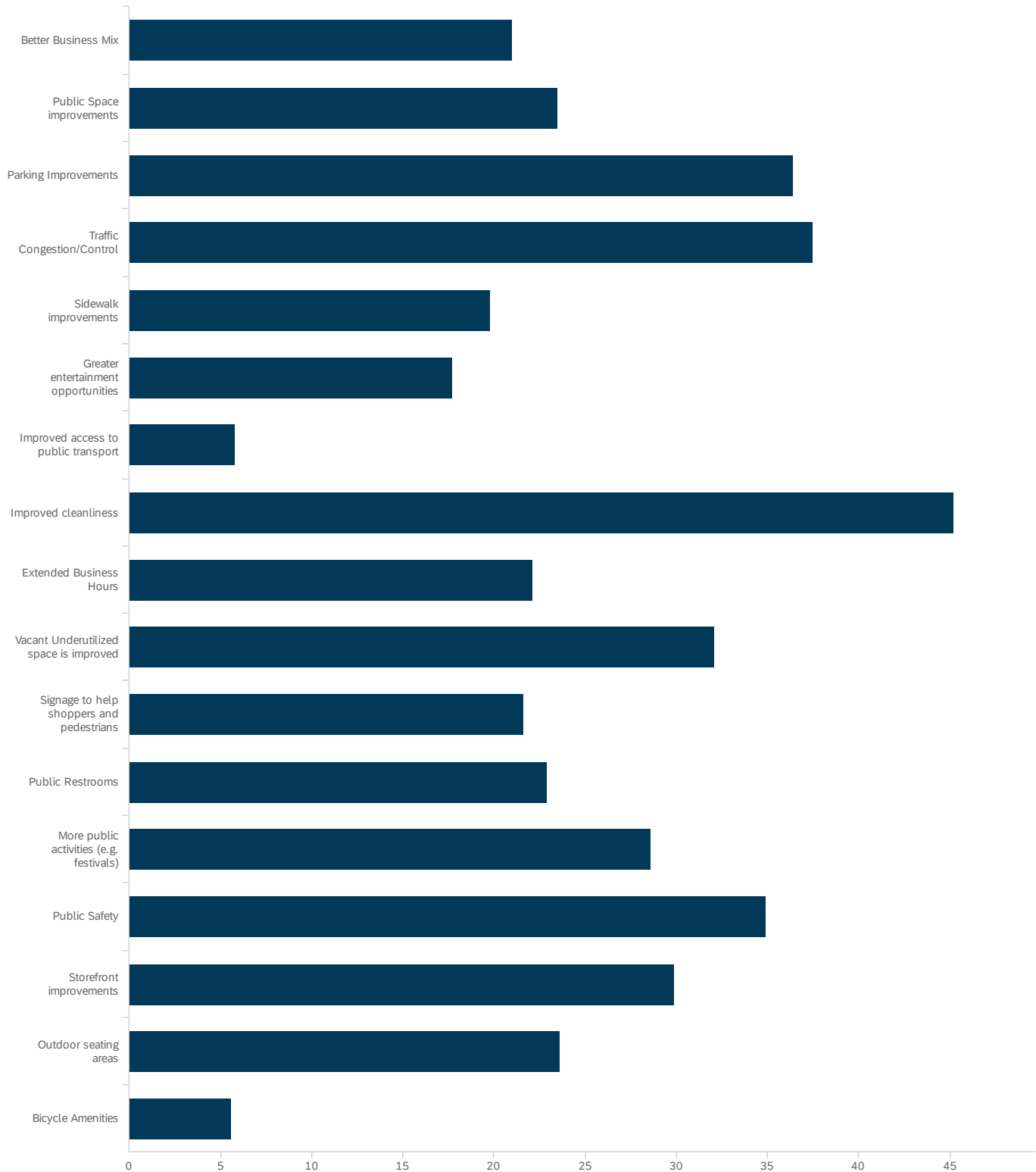
Q5.6 - How would you feel if business activity and population in and around Codman

Square increased?

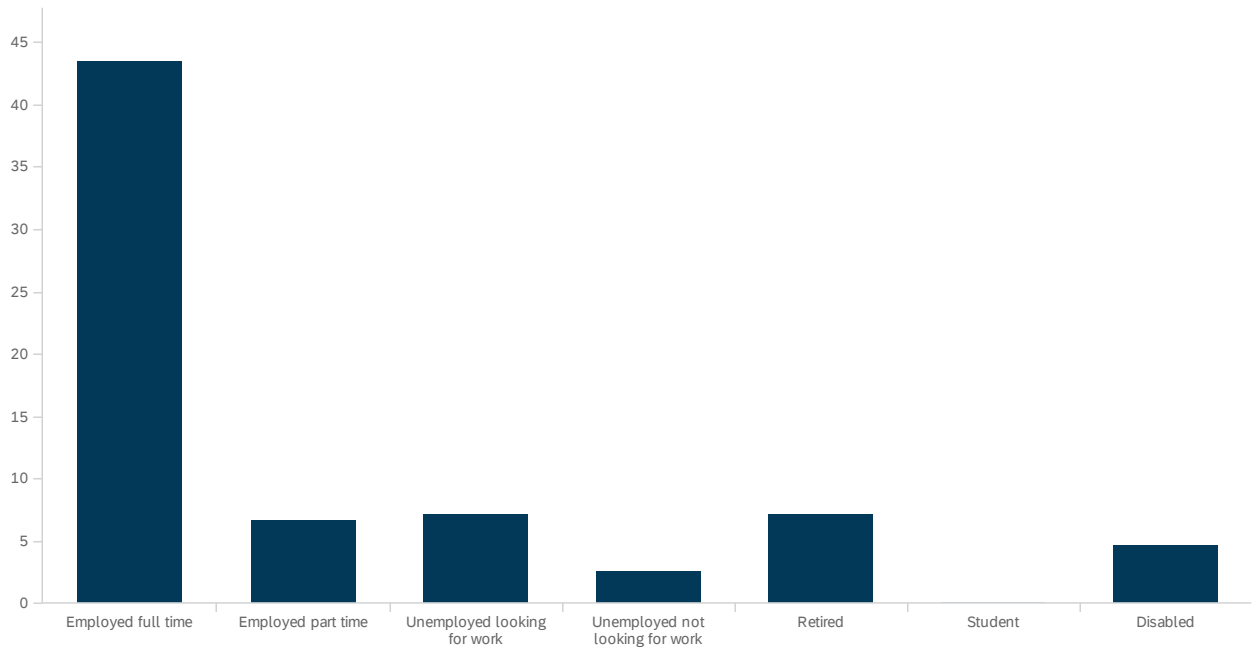


Q5.7 - What are your highest priorities for supporting and improving commercial business

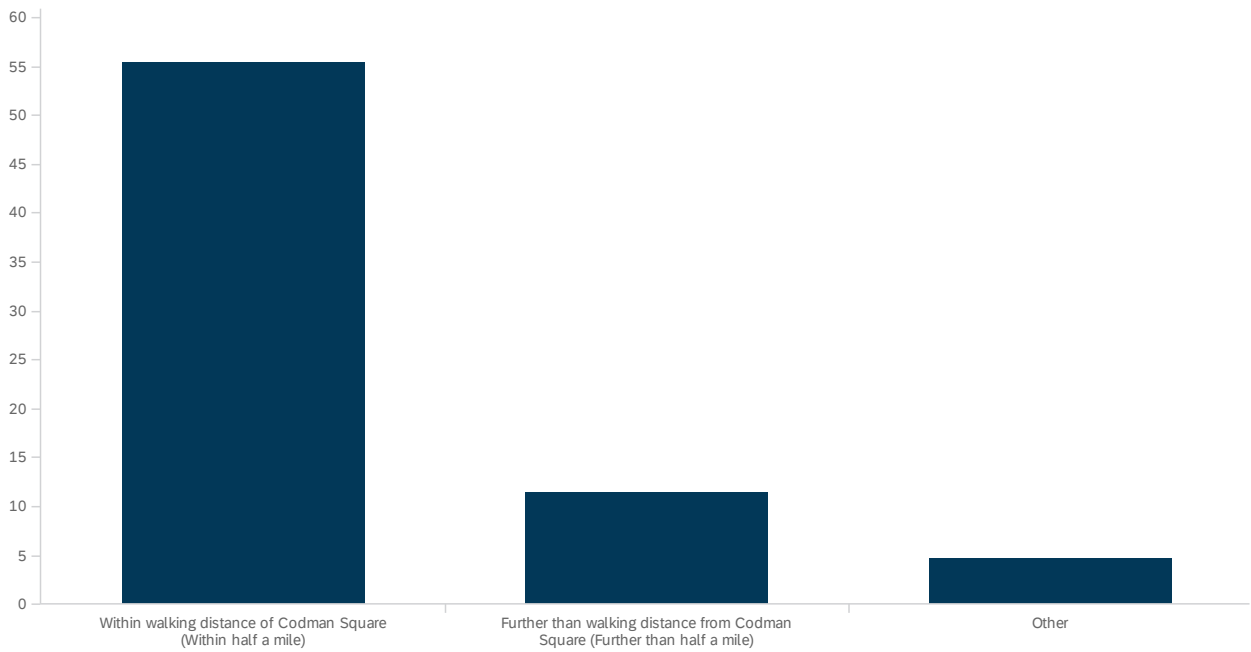
in Codman Square? Choose all that apply.



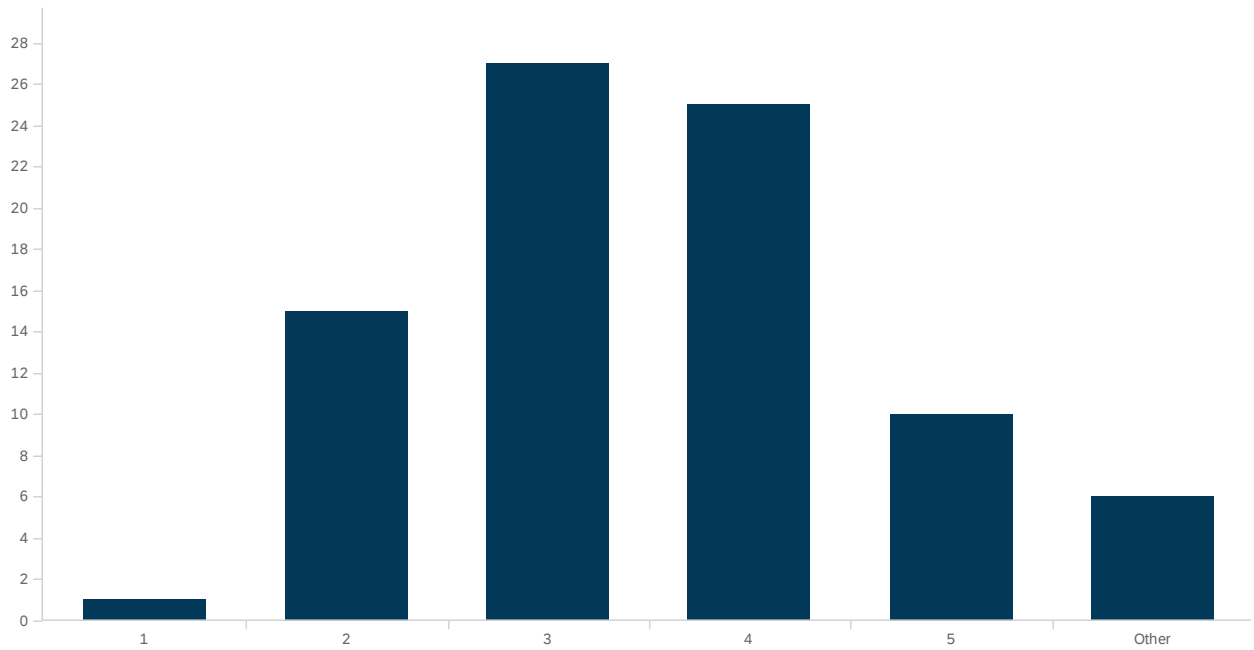
Q6.1 - What is your employment status?



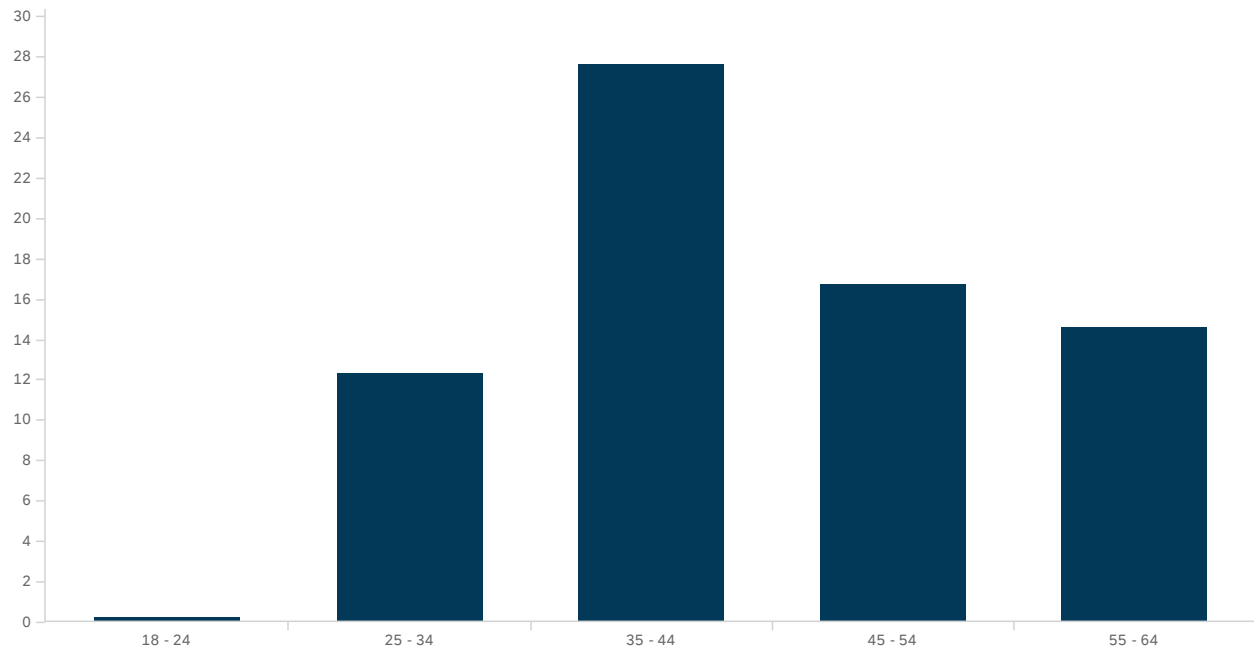
Q6.2 - Where do you live?



Q6.3 - Including you, how many people live in your household



Q6.4 - What is your age range?



Q24 - Optional: How do you identify your race?

