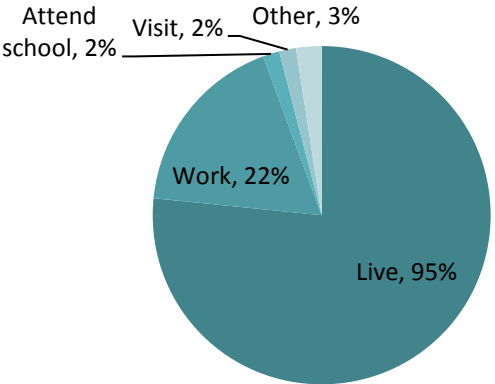


Appendix A | Active Living Survey Questions & Results

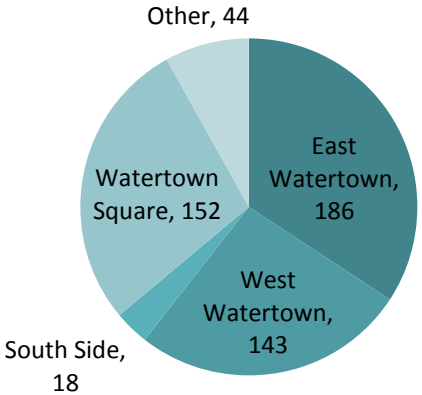
470 responses | Active Living Results Summary

I _____ in Watertown



Live	450	95%
Work	103	22%
Attend school	9	2%
Visit	11	2%
Other	13	3%

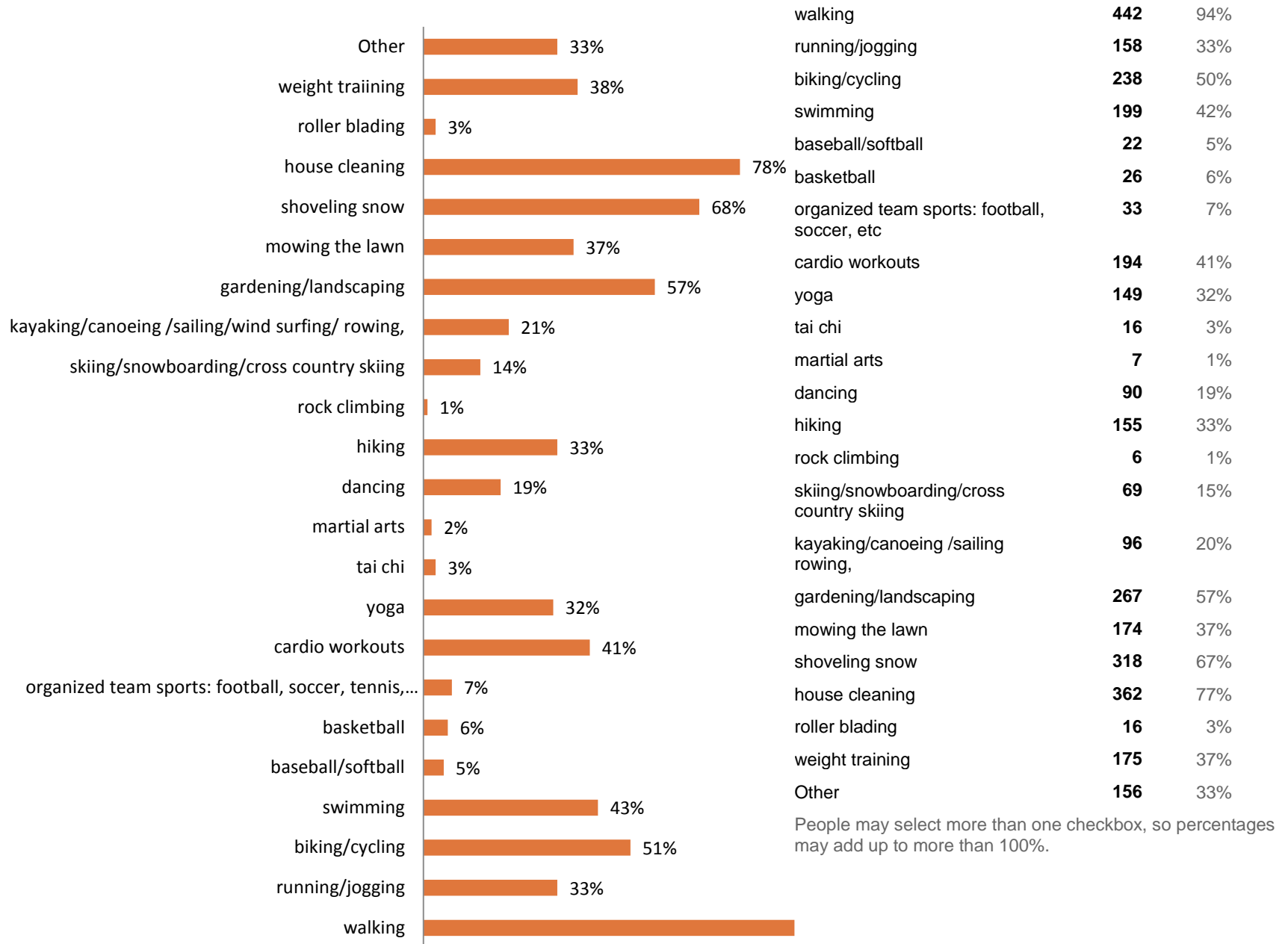
Where do you spend the time in Watertown?



East Watertown	194	41%
West Watertown	146	31%
South Side	17	4%
Watertown Square	154	33%
Other	44	9%

ACTIVE LIVING

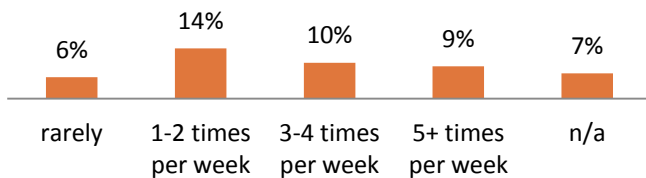
What type of activities do you do often? (at least 3 times a year)



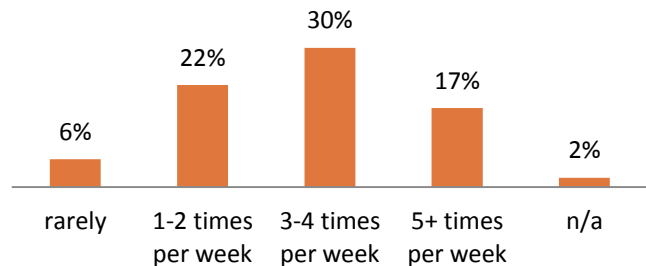
People may select more than one checkbox, so percentages may add up to more than 100%.

Warm Weather

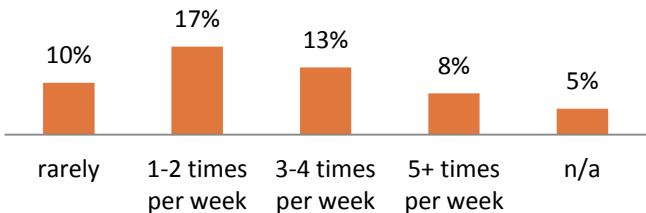
How often do you exercise and for how long in the WARM months? - Under 30 min



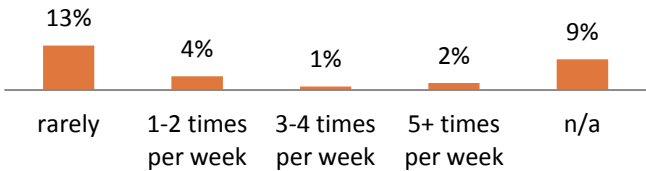
How often do you exercise and for how long in the WARM months? - 30 minutes - 1hour



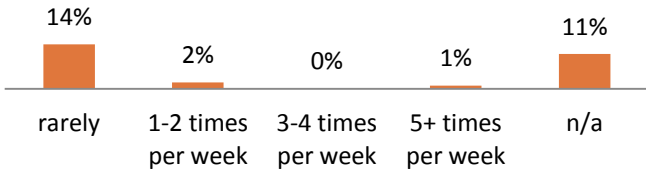
How often do you exercise and for how long in the WARM months? - 1-2 hours



How often do you exercise and for how long in the WARM months? - 3-4 hours



How often do you exercise and for how long in the WARM months? - 5+



rarely	27	6%
1-2 times per week	70	15%
3-4 times per week	45	10%
5+ times per week	40	8%
n/a	33	7%

rarely	26	5%
1-2 times per week	101	21%
3-4 times per week	146	31%
5+ times per week	82	17%
n/a	12	3%

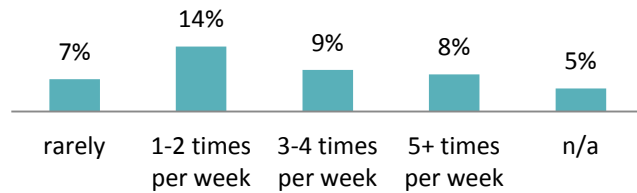
rarely	46	10%
1-2 times per week	81	17%
3-4 times per week	62	13%
5+ times per week	38	8%
n/a	21	4%

rarely	63	13%
1-2 times per week	19	4%
3-4 times per week	5	1%
5+ times per week	10	2%
n/a	41	9%

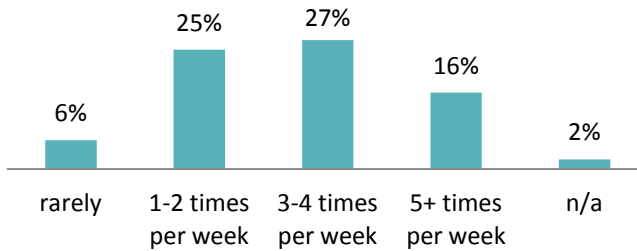
rarely	65	14%
1-2 times per week	7	1%
3-4 times per week	0	0%
5+ times per week	4	1%
n/a	51	11%

Cold Weather

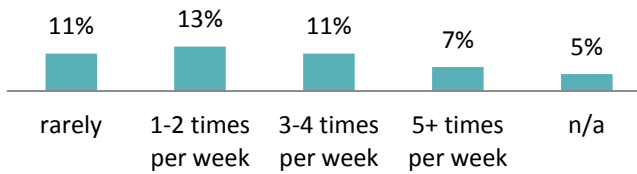
How often do you exercise and for how long in the COLD months? - Under 30 minutes



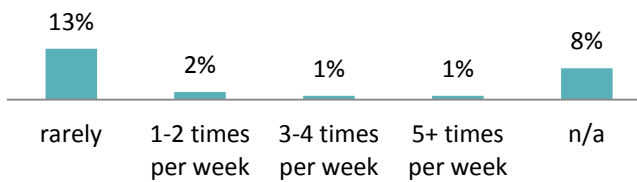
How often do you exercise and for how long in the COLD months? - 30 minutes - 1 hour



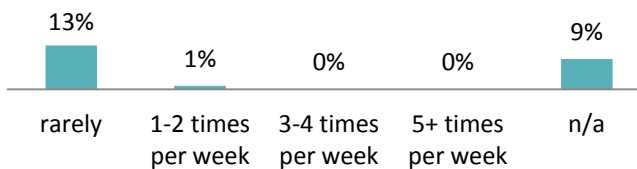
How often do you exercise and for how long in the COLD months? - 1-2 hours



How often do you exercise and for how long in the COLD months? - 3-4 hours



How often do you exercise and for how long in the COLD months? - 5+



rarely	34	7%
1-2 times per week	68	14%
3-4 times per week	41	9%
5+ times per week	38	8%
n/a	24	5%

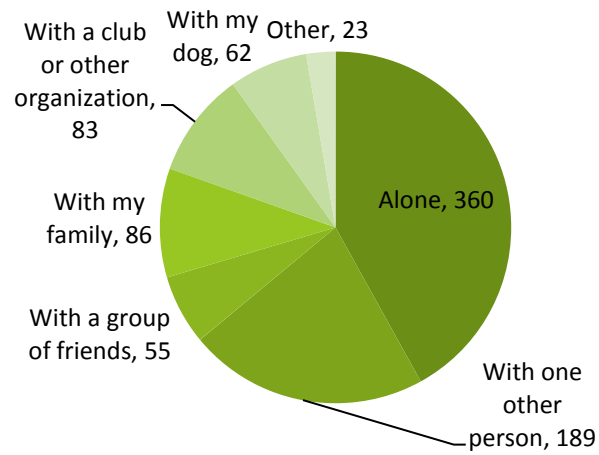
rarely	27	6%
1-2 times per week	115	24%
3-4 times per week	128	27%
5+ times per week	75	16%
n/a	12	3%

rarely	51	11%
1-2 times per week	61	13%
3-4 times per week	53	11%
5+ times per week	32	7%
n/a	25	5%

rarely	62	13%
1-2 times per week	11	2%
3-4 times per week	6	1%
5+ times per week	5	1%
n/a	38	8%

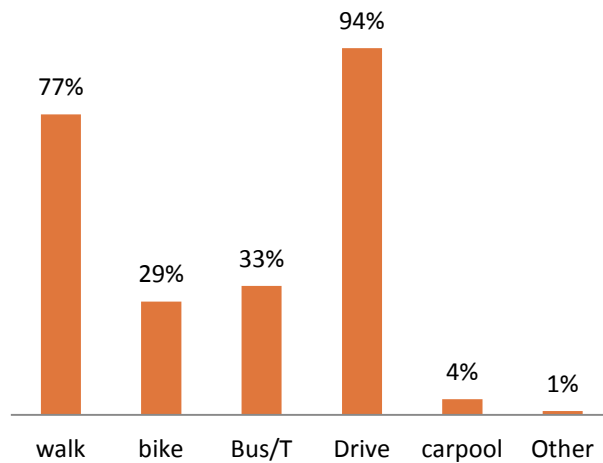
rarely	63	13%
1-2 times per week	6	1%
3-4 times per week	1	0%
5+ times per week	1	0%
n/a	45	10%

With whom do usually exercise?



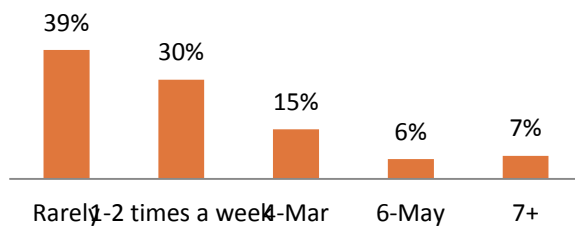
Alone	366	79%
With one other person	192	41%
With a group of friends	55	12%
With my family	87	19%
With a club or other organization	85	18%
With my dog	62	13%
Other	24	5%

How do you get around Watertown?



walk	363	77%
bike	135	29%
Bus/T	154	33%
Drive	443	94%
carpool	19	4%
Other	5	1%

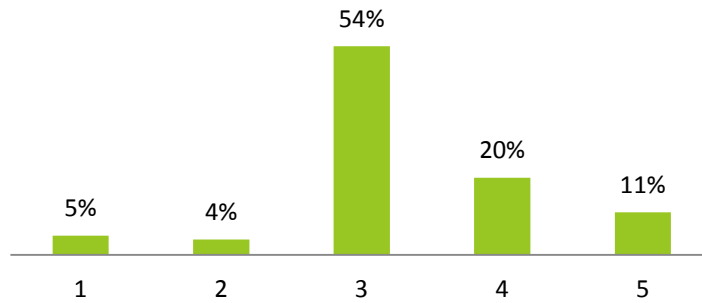
On average, how often do you walk or bike instead of drive?



Rarely	188	40%
1-2 times a week	143	30%
3-4	70	15%
5-6	28	6%
7+	34	7%

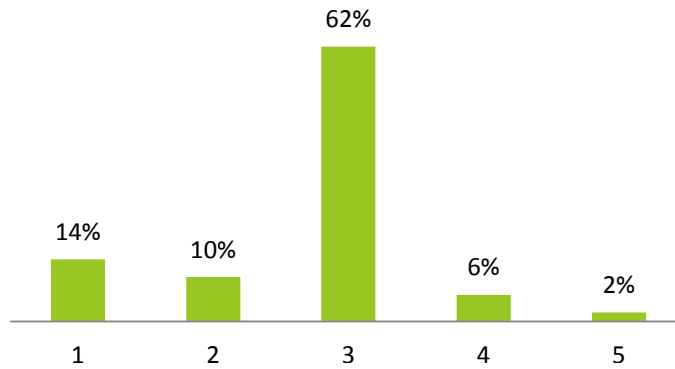
Patterns

How do you rate.... -
Watertown's recreation programs for kids



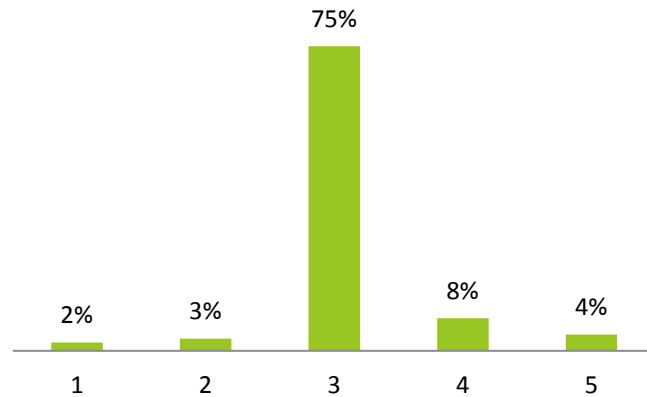
1	23	5%
2	23	5%
3	254	54%
4	97	21%
5	50	11%

How do you rate.... -
Watertown's recreation programs for adults



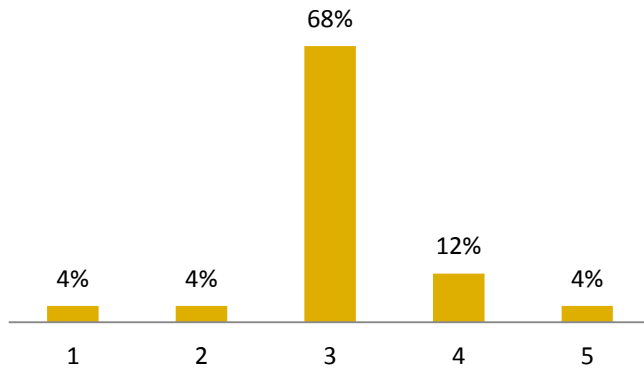
1	67	14%
2	48	10%
3	296	63%
4	30	6%
5	8	2%

How do you rate.... -
Watertown's programming at the Senior Center



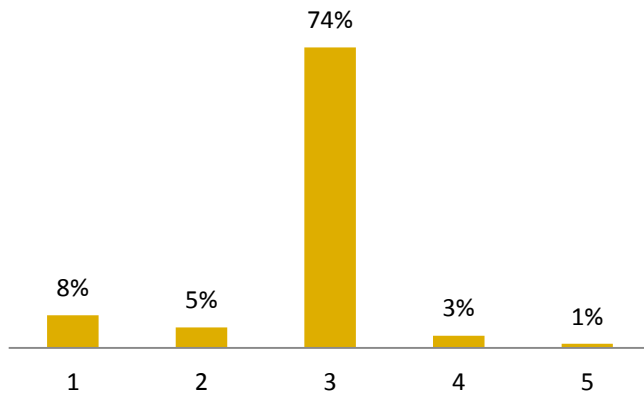
1	11	2%
2	12	3%
3	352	74%
4	37	8%
5	18	4%

How do you rate.... - Non-Town sponsored recreation programs for kids



1	18	4%
2	21	4%
3	320	68%
4	57	12%
5	17	4%

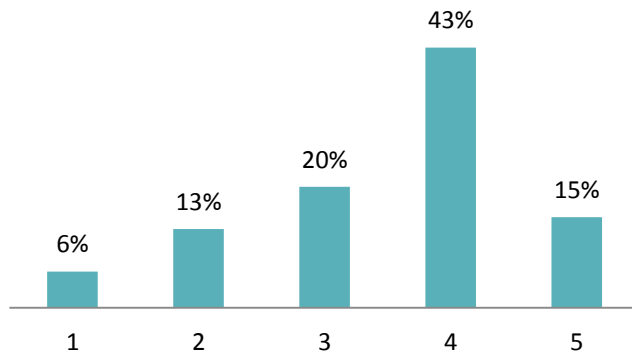
How do you rate.... - Non-Town sponsored recreation programs for adults



1	18	4%
2	21	4%
3	320	68%
4	57	12%
5	17	4%

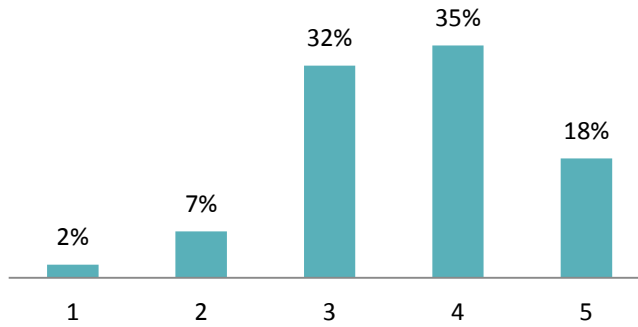
Rating Town Amenities

How do you rate the existing condition of... - Parks



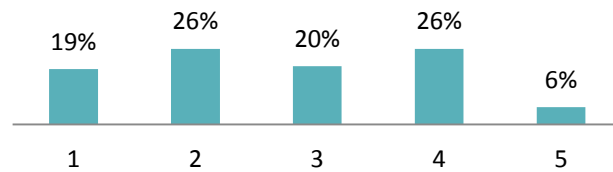
1	29	6%
2	58	12%
3	98	21%
4	202	43%
5	68	14%

How do you rate the existing condition of... - Athletic fields



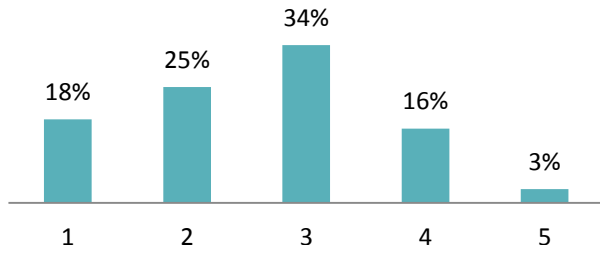
1	11	2%
2	31	7%
3	150	32%
4	165	35%
5	86	18%

How do you rate the existing condition of... - Sidewalks and crosswalks



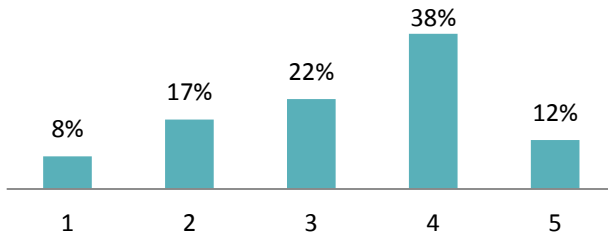
1	91	19%
2	123	26%
3	97	21%
4	123	26%
5	26	5%

How do you rate the existing condition of... - Bike infrastructure



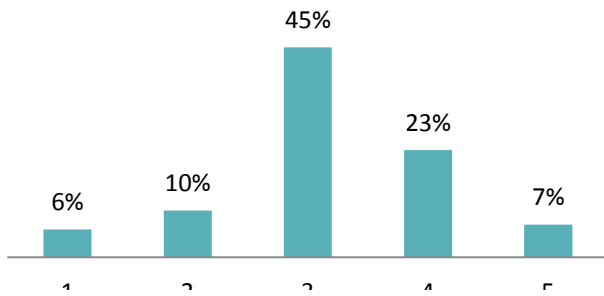
1	83	18%
2	121	26%
3	159	34%
4	74	16%
5	13	3%

How do you rate the existing condition of... - Charles River Path



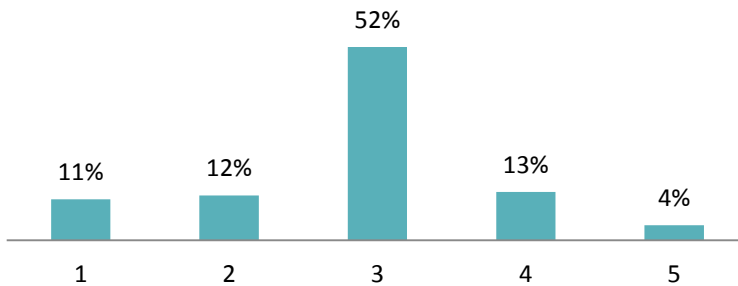
1	38	8%
2	80	17%
3	106	22%
4	181	38%
5	55	12%

How do you rate the existing condition of... - Watertown Greenway



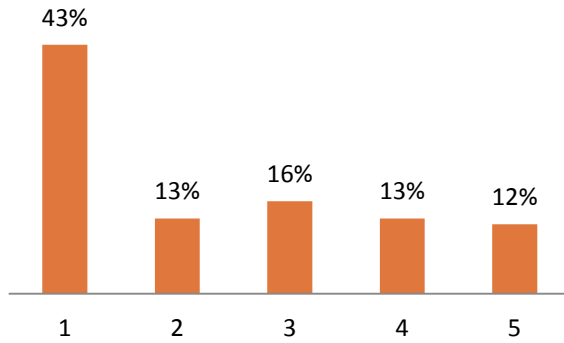
1	29	6%
2	48	10%
3	211	45%
4	108	23%
5	32	7%

How do you rate the existing condition of... - DCR Pool



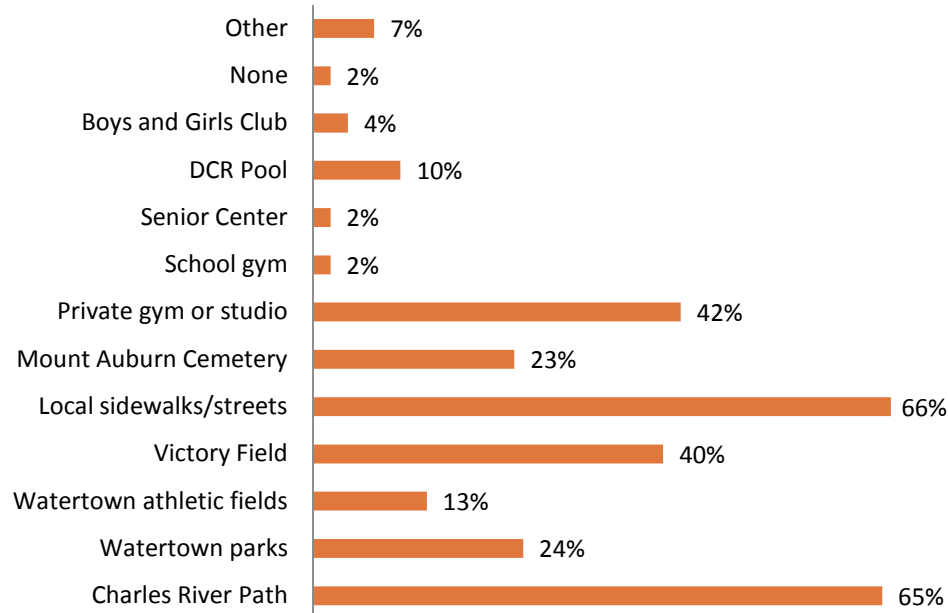
1	51	11%
2	58	12%
3	246	52%
4	59	12%
5	17	4%

If there was a bike share program in Watertown (like Hubway) how likely would you use it?



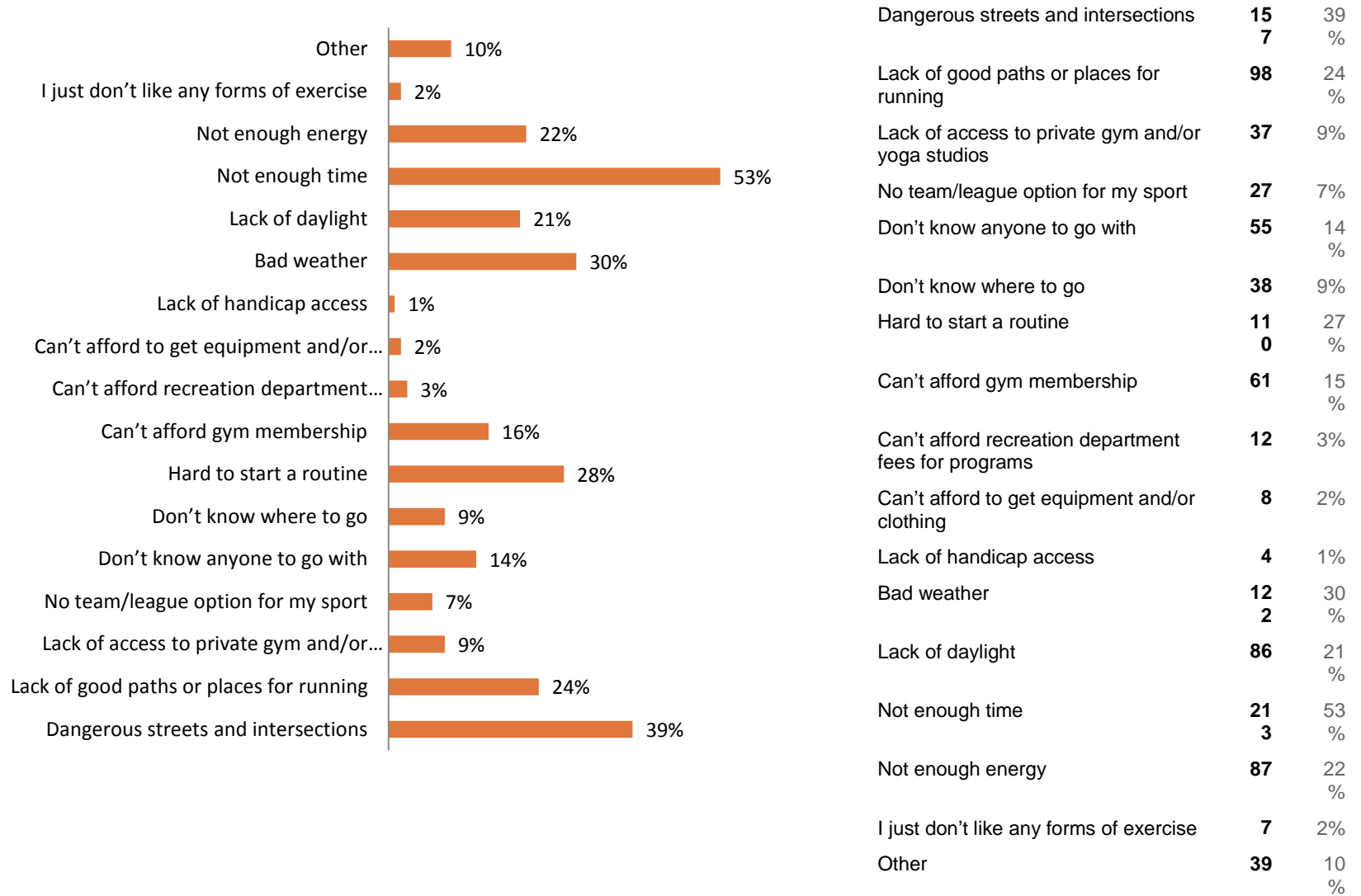
1 - Not really	203	43%
2	63	13%
3	76	16%
4	62	13%
5 - definitely!	54	11%

What locations in Watertown do you go to often to exercise?



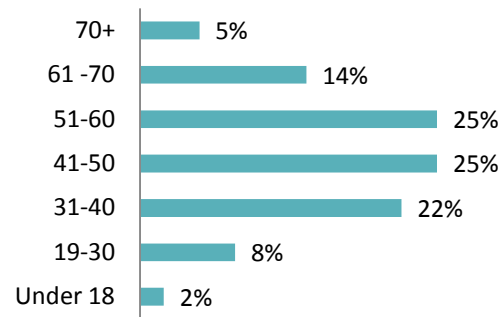
Charles River Path	29	64%
	9	%
Watertown parks	11	24%
	1	%
Watertown athletic fields	58	12%
Victory Field	18	40%
	8	%
Local sidewalks/streets	30	66%
	9	%
Mount Auburn Cemetery	10	23%
	6	%
Private gym or studio	19	43%
	9	%
School gym	11	2%
Senior Center	7	1%
DCR Pool	45	10%
		%
Boys and Girls Club	19	4%
None	10	2%
Other	30	6%

What are some of the barriers to exercising for you?



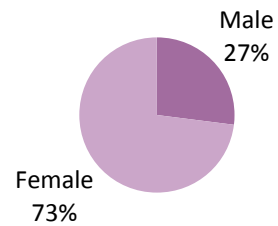
BACKGROUND INFORMATION

What is your age?



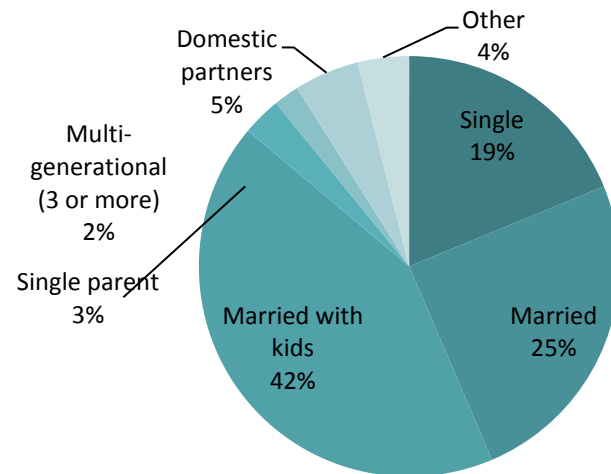
Under 18	7	1%
19-30	38	8%
31-40	106	22%
41-50	118	25%
51-60	116	25%
61-70	64	14%
70+	24	5%

What is your gender?



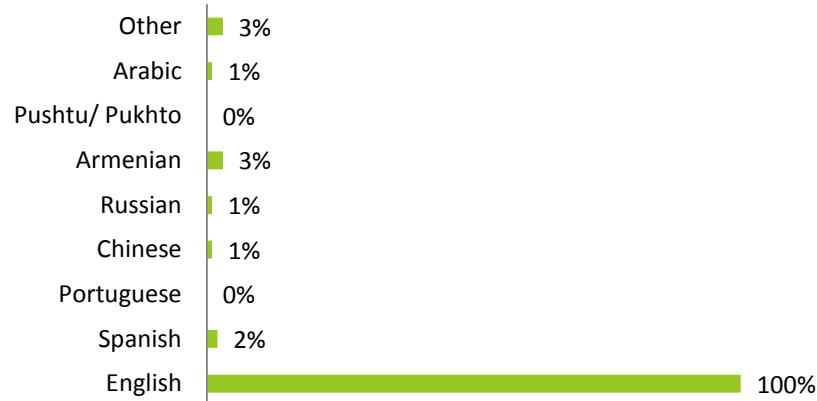
Male	127	27%
Female	346	73%

Type of household?



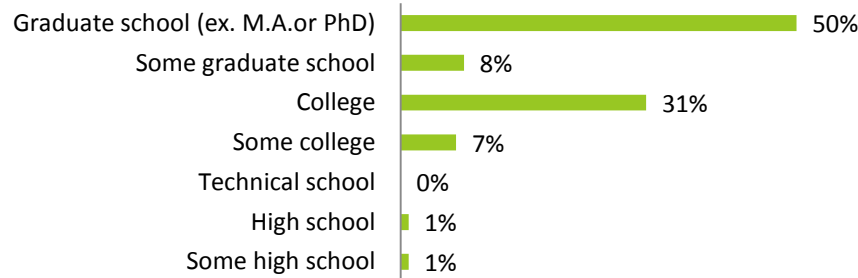
Single	91	19%
Married	117	25%
Married with kids	202	43%
Single parent	16	3%
Multi-generational (3 or more)	8	2%
Domestic partners	22	5%
Other	17	4%

What language(s) do you speak at home?



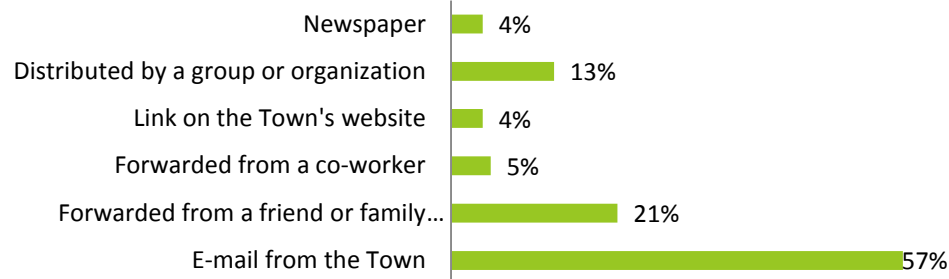
English	468	100%
Spanish	10	2%
Portuguese	2	0%
Chinese	4	1%
Russian	4	1%
Armenian	13	3%
Pushtu/ Pukhto	0	0%
Arabic	3	1%
Other	15	3%

What is the highest level of schooling you have completed?



Some high school	3	1%
High school	3	1%
Technical school	2	0%
Some college	33	7%
College	147	31%
Some graduate school	40	8%
Graduate school (ex. M.A. or PhD)	236	50%

How did you receive this survey?

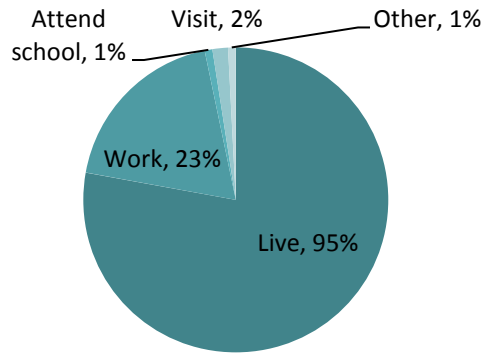


E-mail from the Town	264	57%
Forwarded from a friend or family member	97	21%
Forwarded from a co-worker	23	5%
Link on the Town's website	19	4%
Distributed by a group or organization	67	14%
Newspaper	17	4%
Other	20	4%

Appendix B | Healthy Eating & Tobacco Use Survey Questions & Results

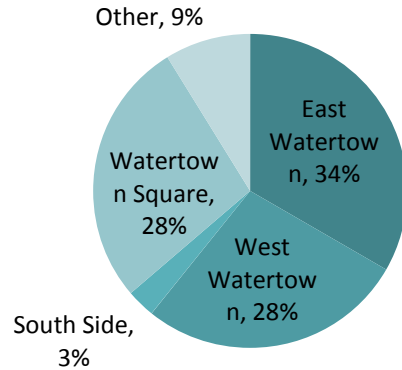
393 responses | Healthy Eating Tobacco Use Results Summary

I _____ in Watertown *check all that apply



Live	380	95%
Work	92	23%
Attend school	2	0%
Visit	6	1%
Other	2	0%

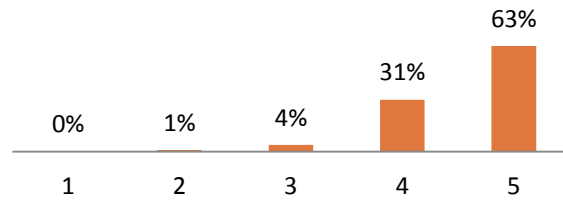
Where do you spend the time in Watertown?



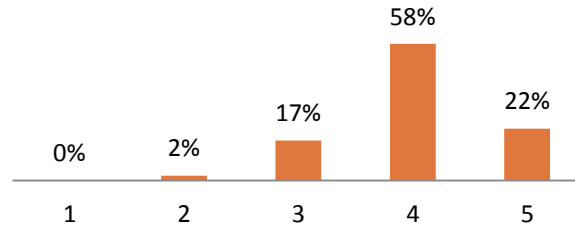
East Watertown	139	35%
West Watertown	111	28%
South Side	11	3%
Watertown Square	112	28%
Other	35	9%

HEALTHY EATING

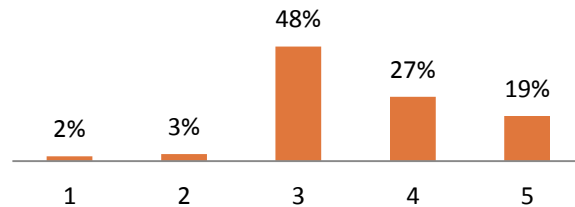
How important is it to you to eat healthy?
1=not really, 3=neutral, 5=extremely important



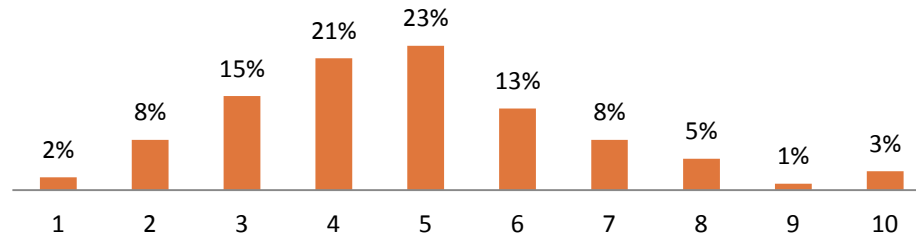
How healthy would you say you eat on an average day? 1=not very, 3=neutral, 5=very healthy



During the last 6 months, would you say you're eating healthier than before? 1=less healthy 3=neutral, 5=more healthy



How many servings of fruits and vegetables do you eat a day?



1	0	0%
2	4	1%
3	17	4%
4	122	30%
5	253	63%

1	2	0%
2	8	2%
3	66	16%
4	231	58%
5	88	22%

1	7	2%
2	11	3%
3	193	48%
4	109	27%
5	74	18%

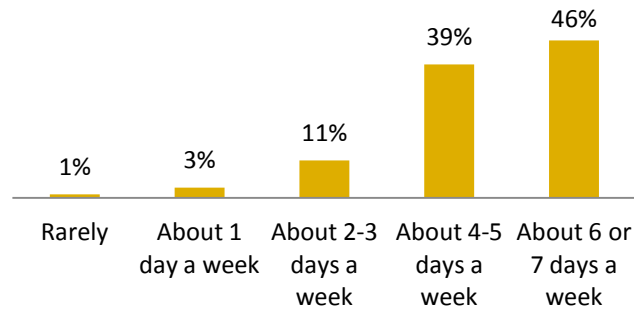
1	10	2%
2	31	8%
3	58	14%
4	83	21%
5	94	23%
6	54	13%
7	30	7%
8	21	5%
9	5	1%
10	10	2%

Where do you usually purchase your fresh produce?



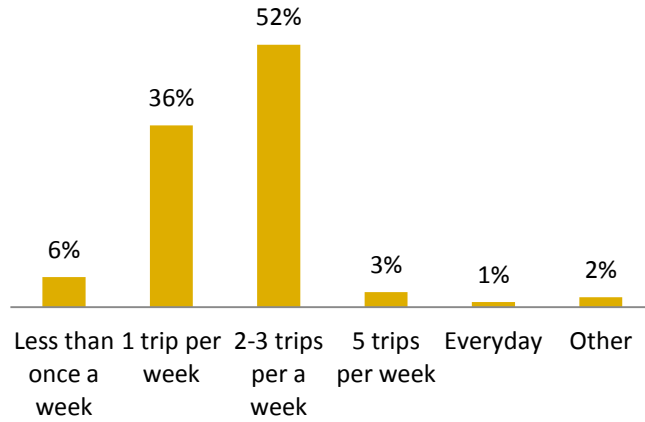
Russo's	249	62%
Stop & Shop on Watertown Street	99	25%
Stop & Shop on Pleasant Street	79	20%
Corner markets in Watertown	35	9%
Whole Foods	168	42%
Trader Joe's	128	32%
Community garden	19	5%
Farmers market	89	22%
CSA (Community support agriculture)	58	14%
My personal garden	87	22%
Other grocery stores outside of Watertown	88	22%
Large discount stores (BJs, Costco)	69	17%
Other	123	31%

On average how often do you or someone in your household cook at home?



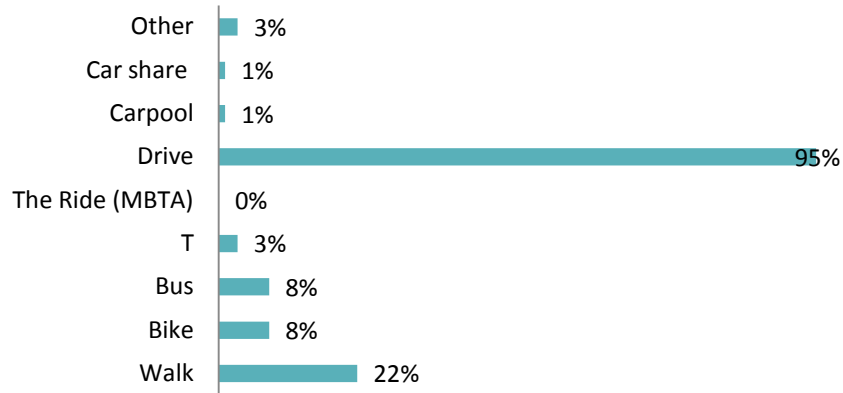
Rarely	4	1%
About 1 day a week	10	2%
About 2-3 days a week	43	11%
About 4-5 days a week	155	39%
About 6 or 7 days a week	185	46%

How often do you go to the grocery store? *



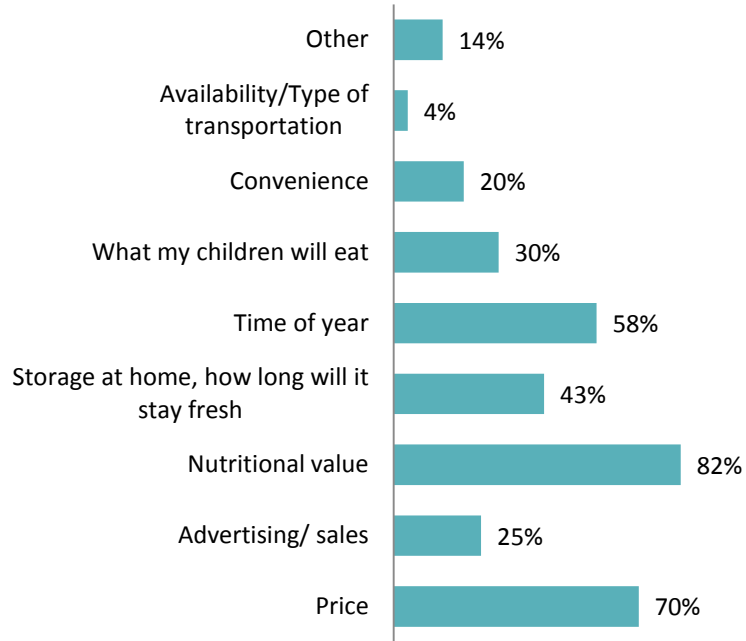
Less than once a week	26	6%
1 trip per week	145	36%
2-3 trips per a week	208	52%
5 trips per week	13	3%
Everyday	2	0%
Other	7	2%

How do you or a family member usually get to the grocery store? *Check all that apply



Walk	89	22%
Bike	30	7%
Bus	30	7%
T	12	3%
The Ride (MBTA)	1	0%
Drive	380	95%
Carpool	3	1%
Car share (Zipcar, Relay Rides)	2	0%
Other	10	2%

How do you choose what foods to purchase? Check all that apply

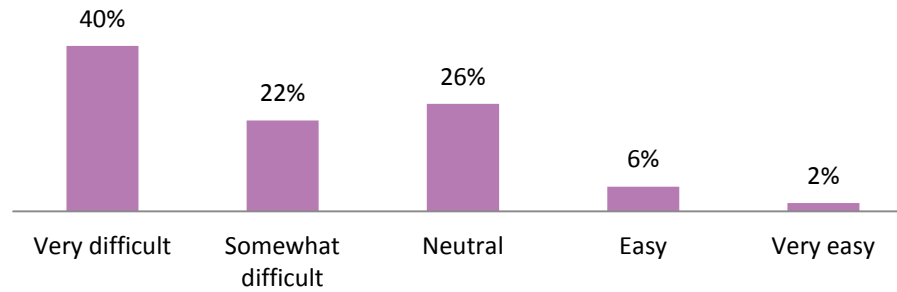


Price	279	70%
Advertising/ sales	97	24%
Nutritional value	324	81%
Storage at home, how long will it stay fresh	170	43%
Time of year	232	58%
What my children will eat	120	30%
Convenience	81	20%
Availability/Type of transportation	14	4%
Other	56	14%

Finding healthy food in Watertown

How easy is it to find healthy food at....

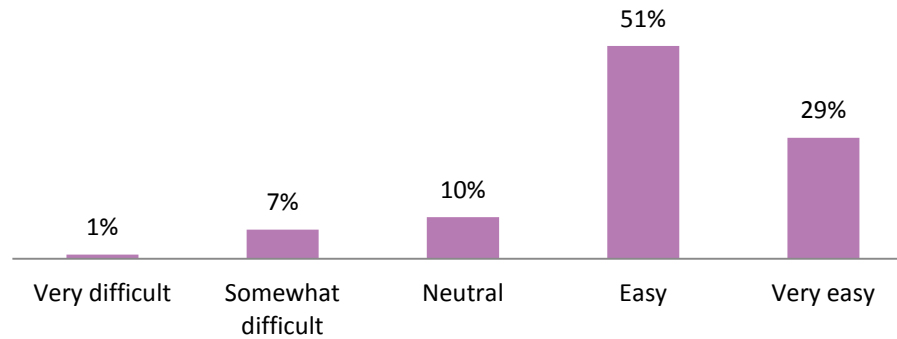
Corner Stores



Very difficult	158	39%
Somewhat difficult	87	22%
Neutral	104	26%
Easy	25	6%
Very easy	11	3

How easy is it to find healthy food at....

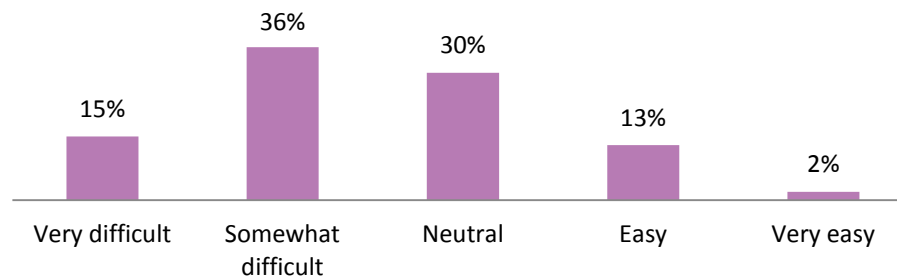
Grocery Stores



Very difficult	3	1%
Somewhat difficult	31	8%
Neutral	40	10%
Easy	202	50%
Very easy	118	29%

How easy is it to find healthy food at....

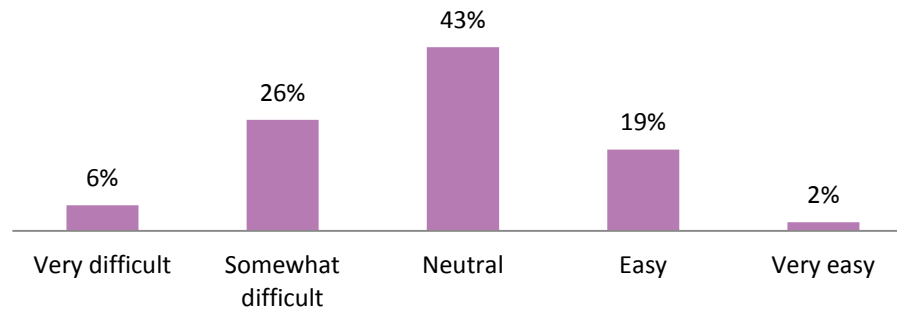
Take out



Very difficult	60	15%
Somewhat difficult	145	36%
Neutral	122	30%
Easy	53	13%
Very easy	7	2%

How easy is it to find healthy food at....

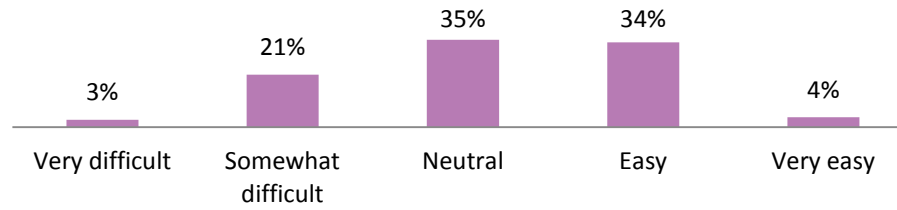
Cafes



Very difficult	23	6%
Somewhat difficult	103	26%
Neutral	174	43%
Easy	74	18%
Very easy	7	2%

How easy is it to find healthy food at....

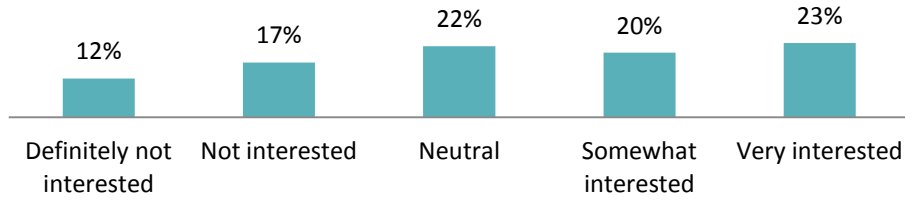
Restaurants



Very difficult	12	3%
Somewhat difficult	84	21%
Neutral	140	35%
Easy	136	34%
Very easy	16	4%

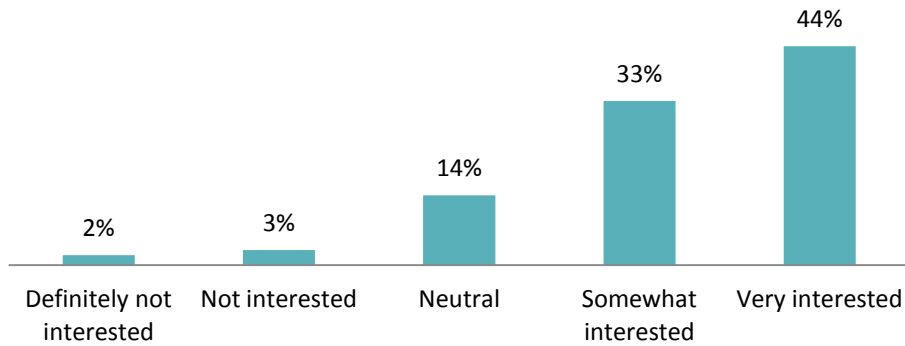
New produce options?

How interested are you in new options for fresh produce in Watertown?



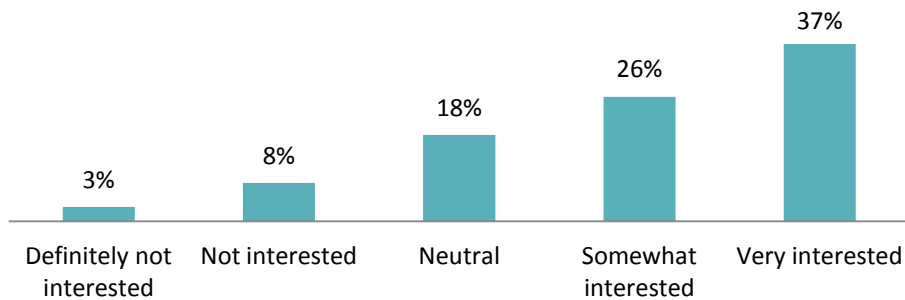
Definitely not interested	4	12%
Not interested	9	16%
Neutral	6	21%
Somewhat interested	5	20%
Very interested	7	23%

How interested are you in new options for fresh produce in Watertown?
- Fruit Stands



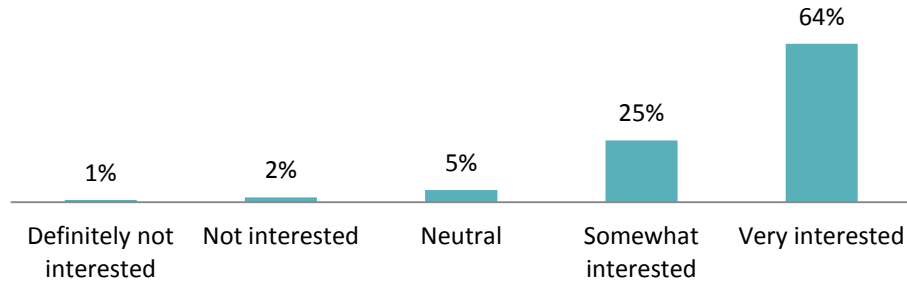
Definitely not interested	9	2%
Not interested	11	3%
Neutral	53	13%
Somewhat interested	13	33%
Very interested	3	44%

How interested are you in new options for fresh produce in Watertown?
- Community Gardens



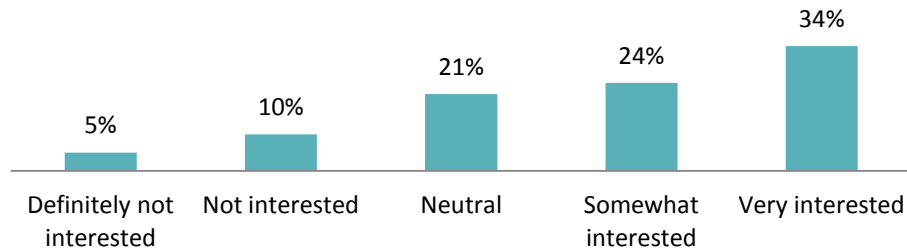
Definitely not interested	13	3%
Not interested	31	8%
Neutral	73	18%
Somewhat interested	10	26%
Very interested	4	37%

How interested are you in new options for fresh produce in Watertown?
- Farmers Market



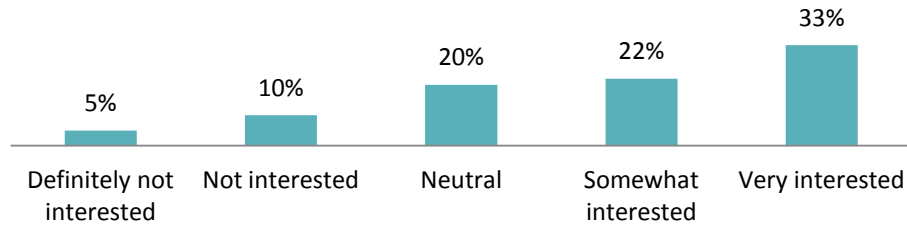
Definitely not interested	4	1%
Not interested	7	2%
Neutral	20	5%
Somewhat interested	98	24%
Very interested	258	64%

How interested are you in new options for fresh produce in Watertown?
- Mobile Food Truck (w/produce)



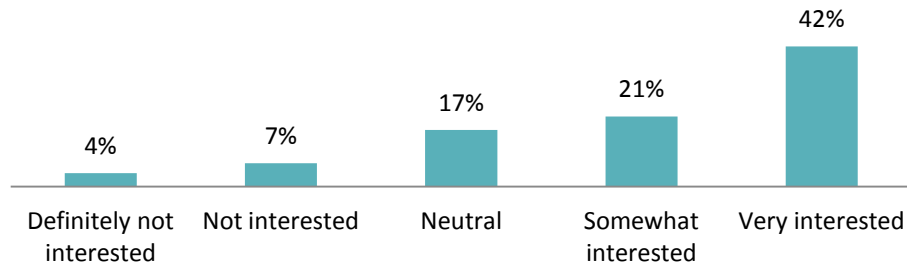
Definitely not interested	19	5%
Not interested	39	10%
Neutral	82	20%
Somewhat interested	96	24%
Very interested	137	34%

How interested are you in new options for fresh produce in Watertown?
- Backyard vegetable gardening



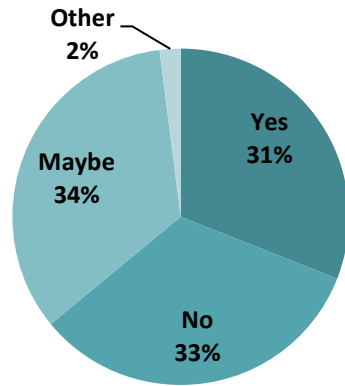
Definitely not interested	18	4%
Not interested	41	10%
Neutral	81	20%
Somewhat interested	89	22%
Very interested	136	34%

How interested are you in new options for fresh produce in Watertown?
- CSA



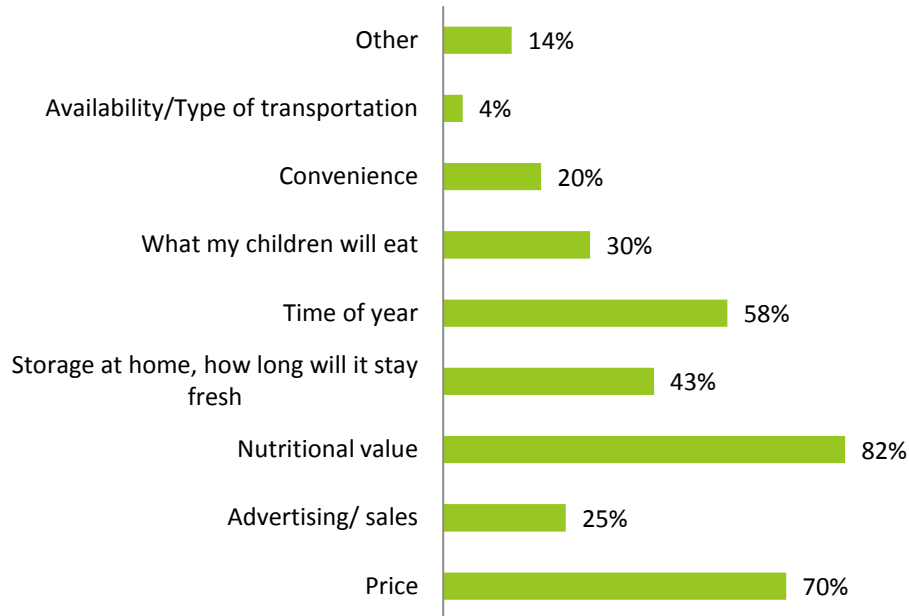
Definitely not interested	16	4%
Not interested	27	7%
Neutral	67	17%
Somewhat interested	84	21%
Very interested	169	42%

Would you be interested in healthy cooking classes or a club in Watertown?



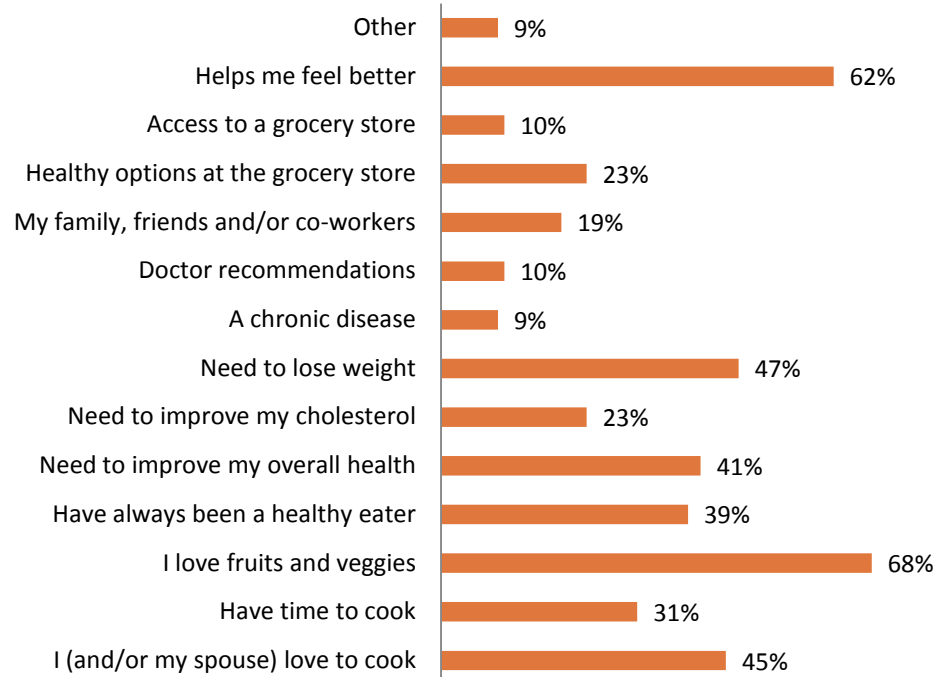
Yes	124	31%
No	135	34%
Maybe	134	33%
Other	8	2%

How do you choose what foods to purchase?



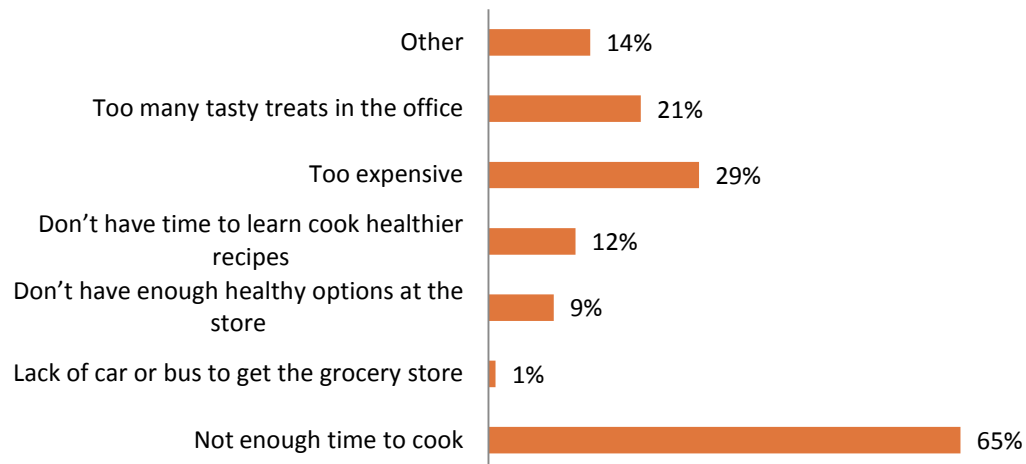
I (and/or my spouse) love to cook	181	45%
Have time to cook	124	31%
I love fruits and veggies	272	68%
Have always been a healthy eater	160	40%
Need to improve my overall health	164	41%
Need to improve my cholesterol	89	22%
Need to lose weight	186	47%
A chronic disease	35	9%
Doctor recommendations	41	10%
My family, friends and/or co-workers	74	19%
Healthy options at the grocery store	93	23%
Access to a grocery store	42	11%
Helps me feel better	248	62%
Other	37	9%

What motivates you for eating healthier?



Not enough time to cook	208	65%
Lack of car or bus to get the grocery store	4	1%
Don't have enough healthy options at the store	27	8%
Don't have time to learn cook healthier recipes	40	13%
Too expensive	92	29%
Too many tasty treats in the office	68	21%
Other	44	14%

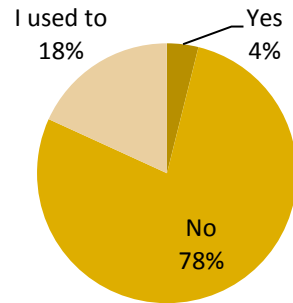
What are the barriers for you to eating healthier? Check all that apply



TOBACCO USE

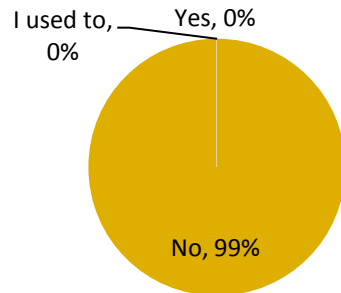
Please complete this sections even if you do not use tobacco products

Are you a smoker? *



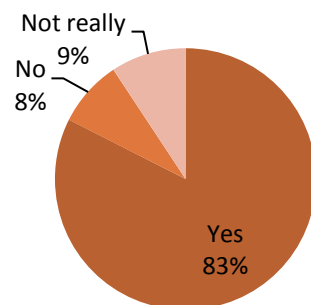
Yes	11
No	244
I used to	56

Do you chew tobacco? *



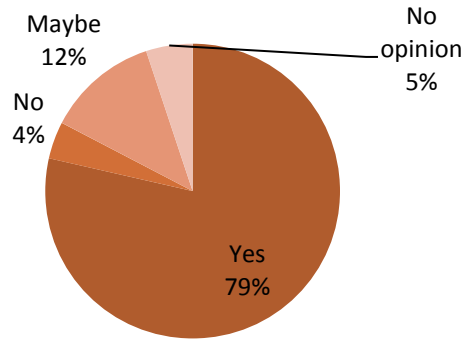
Yes	1	0%
No	399	100%
I used to	1	0%

Does smoking in public spaces bother you?



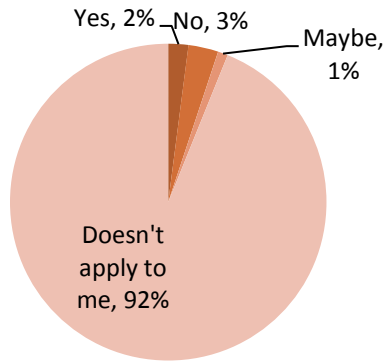
Yes	321	80%
No	34	8%
Not really	37	9%

Should there be smoke free places in Watertown?



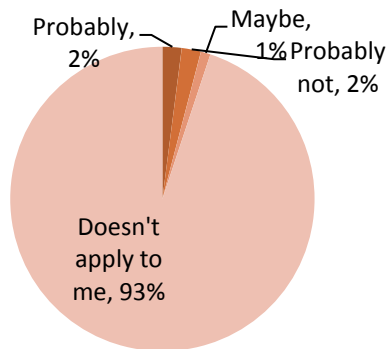
Yes	310	77%
No	16	4%
Maybe	47	12%
No opinion	22	5%

Has not being able to smoke at work or restaurants decreased the amount you smoke?



Yes	9	2%
No	14	3%
Maybe	3	1%
Doesn't apply to me	368	92%

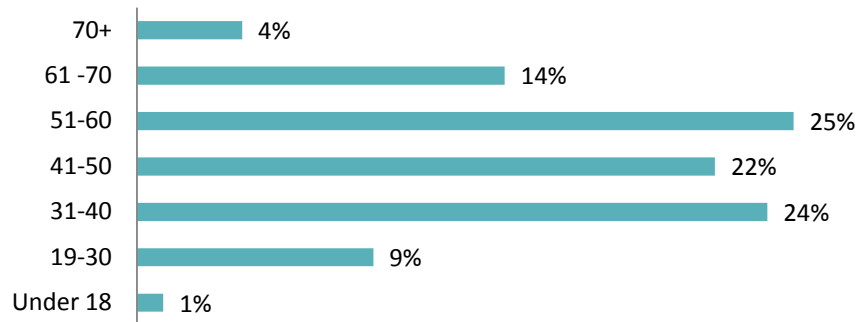
Would not being able to smoke in public spaces decrease the amount you smoke? public parks and/or sidewalks



Probably	6	1%
Probably not	10	2%
Maybe	4	1%
Doesn't apply to me	372	93%

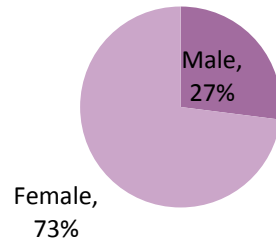
BACKGROUND INFORMATION

What is your age? *



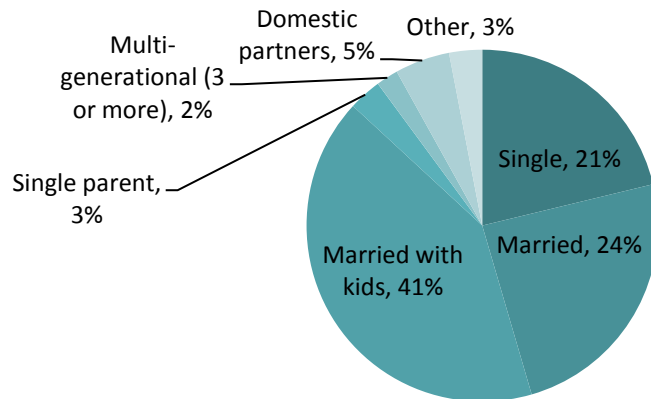
Under 18	3	1%
19-30	37	9%
31-40	97	24%
41-50	91	23%
51-60	101	25%
61-70	55	14%
70+	17	4%

What is your gender? *



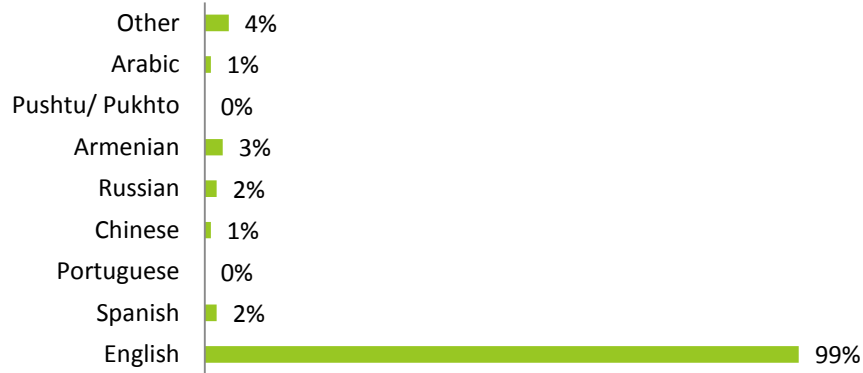
Male	108	27%
Female	293	73%

Type of household? *



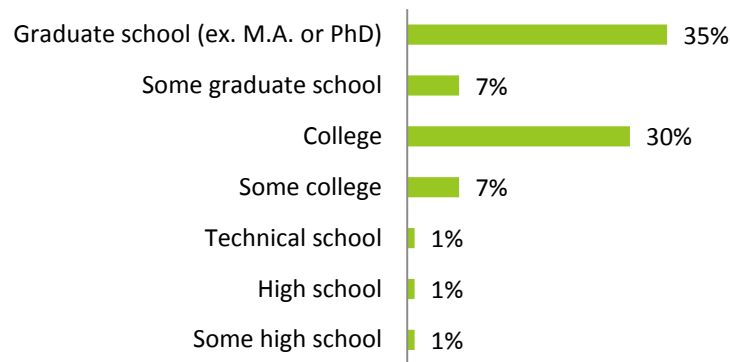
Single	83	21%
Married	99	25%
Married with kids	165	41%
Single parent	11	3%
Multi-generational (3 or more)	9	2%
Domestic partners	21	5%
Other	13	3%

What language(s) do you speak at home?
Check all that apply



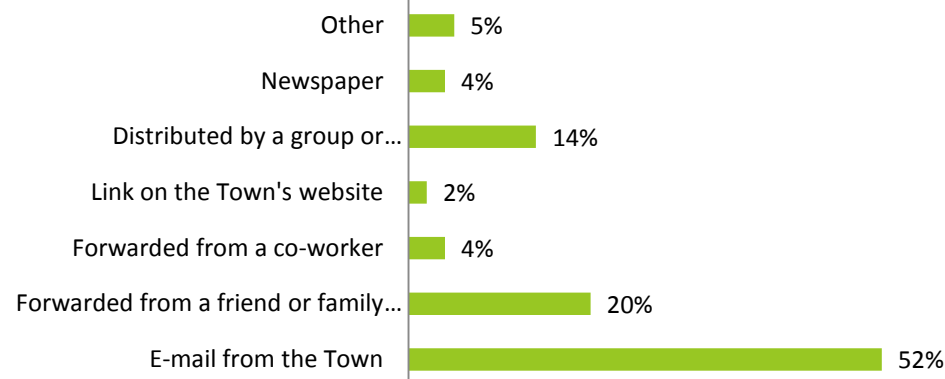
English	391	99%
Spanish	9	2%
Portuguese	1	0%
Chinese	2	1%
Russian	6	2%
Armenian	10	3%
Pushtu/ Pukhto	0	0%
Arabic	4	1%
Other	15	4%

What is the highest level of schooling you have completed?



Some high school	2	0%
High school	5	1%
Technical school	3	1%
Some college	28	7%
College	11	30%
	9	%
Some graduate school	28	7%
Graduate school (ex. M.A. or PhD)	14	35%
	2	%

How did you receive this survey?



E-mail from the Town	20
	4
Forwarded from a friend or family member	81
Forwarded from a co-worker	18
Link on the Town's website	9
Distributed by a group or organization	55
Newspaper	14
Other	20