

# The Somerville



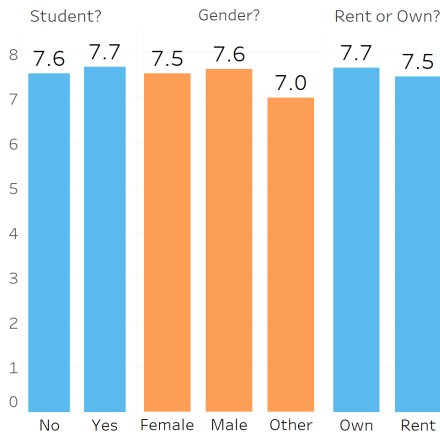
# Happiness Survey

Since 2011, the Somerville Happiness Survey has measured residents' overall happiness and satisfaction with many aspects of life in Somerville. An initiative of the Mayor's Office of Analytics and Innovation (Somerstat), the Happiness Survey helps our local government understand what makes Somerville a great place to live, and inform decisions that will support and enhance happiness in Somerville.



## Citywide Overview 2017

Somerville residents are about equally happy, regardless of demographics

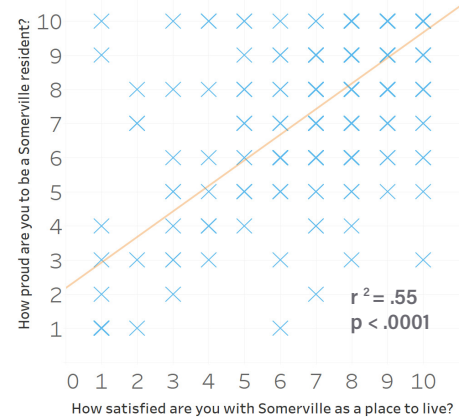


### Happiness & Satisfaction

The Average Happiness of survey respondents citywide in 2017 is 7.8/10. Happiness most closely correlates with residents' overall life satisfaction.

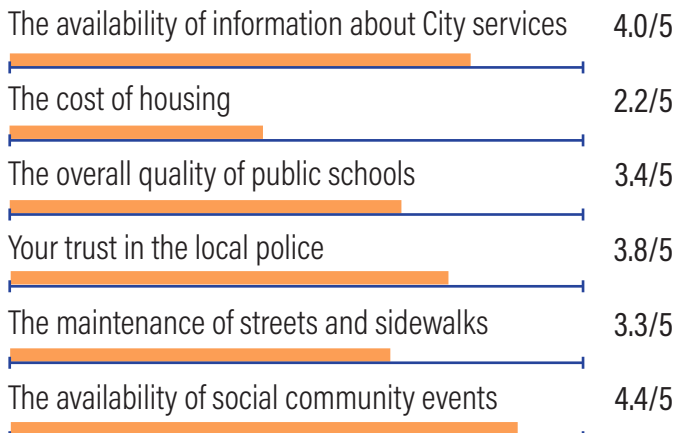
**AVERAGE HAPPINESS RATING for 2017**  
= 7.8/10

Pride in being a Somerville resident and satisfaction with Somerville as a place to live are strongly correlated



### City Services & Events (average resident rating out of 5)

How would you rate the following?



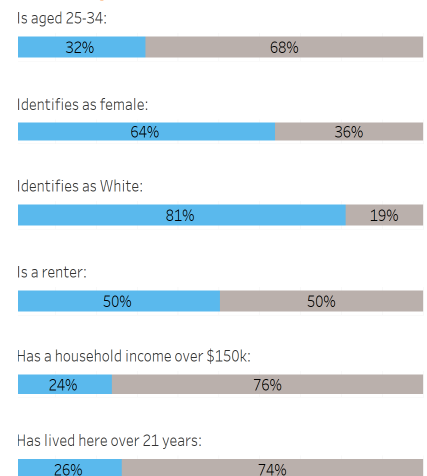
### Survey Demographics

Who was the typical Happiness Survey respondent?

Typical Respondent 2017

Age	25-34
Sex	Female
Housing status	Renter
Race/ethnicity	White
Annual income	> \$150,000
Length of residency	> 21 years

% Respondents with Similar Profile



### THE Somerville Happiness Survey

This survey is completely voluntary and anonymous. Do not write your name or any other identifying information on this sheet.

1 How happy do you feel right now? (check a box on the scale below)

I FEEL VERY UNHAPPY RIGHT NOW | I FEEL VERY HAPPY RIGHT NOW

2 How satisfied are you with your life in general?

I AM VERY UNSATISFIED WITH MY LIFE | I AM VERY SATISFIED WITH MY LIFE

3 How anxious did you feel yesterday?

VERY ANXIOUS | NOT ANXIOUS AT ALL

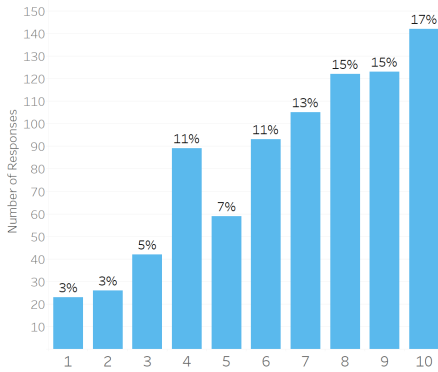
## Methodology

The 2017 Somerville Happiness Survey was sent by standard mail to 2500 households in four languages (English, Spanish, Portuguese and Haitian Creole) in September 2017. The survey included 16 questions, and the City received 845 responses, a response rate of 34%. The margin of error for responses is 3%.

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# New Questions for 2017

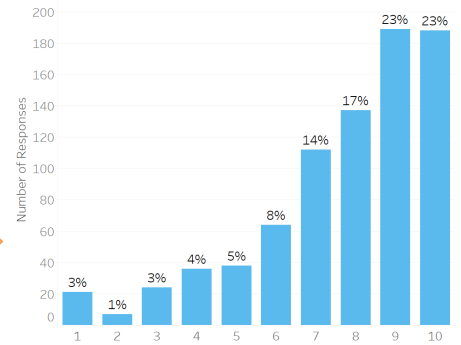
How anxious did you feel yesterday? (10 = not anxious at all)



This year, we asked how anxious residents of Somerville felt, on a scale of 1 (very anxious) to 10 (not anxious at all). The average response for anxiety was 6.8, so residents were not particularly anxious.

We also asked how satisfied residents were with the number of available transportation options, on a scale of 1 (very satisfied) to 10 (not satisfied at all). The average response for satisfaction was 7.7, and 63% responded 8 or higher.

How satisfied are you with the quality and number of transportation options available to you? (10 = very satisfied)

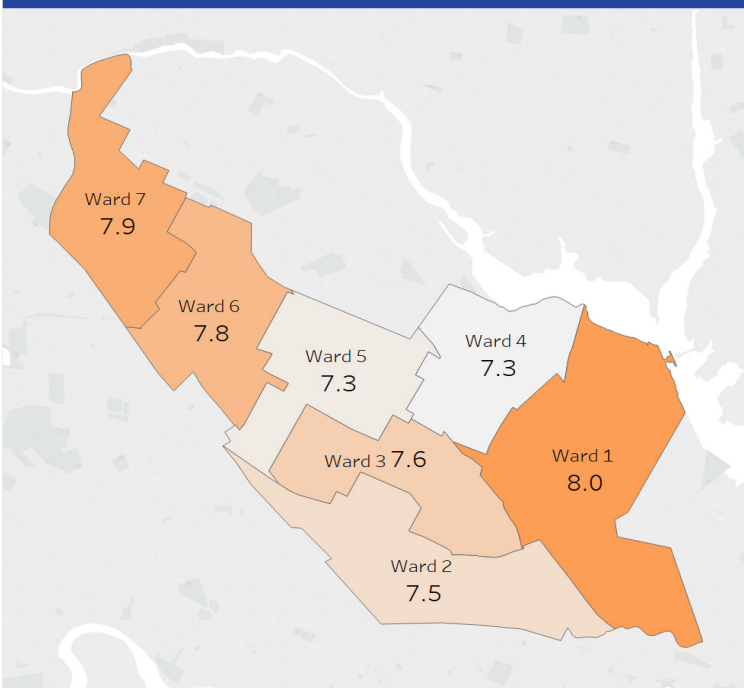


## Happiness Over Time

### HAPPINESS SURVEY QUESTIONS (average response out of 10)

	2011	2013	2015	2017
How happy do you feel right now?	7.5	7.7	7.8	7.6
How satisfied are you with your life in general?	7.7	7.8	8.0	7.8
How proud are you to be a Somerville resident?	-	-	8.2	8.2
How safe do you feel walking in your community at night?	-	7.5	7.8	8.0
How satisfied are you with Somerville as a place to live?	7.6	7.7	8.2	8.1
... your neighborhood?	-	7.7	8.0	8.0
... the beauty or physical setting of your neighborhood?	7.8	6.9	7.1	7.2
... the appearance of parks and squares in your neighborhood?	-	7.3	7.7	7.8

## Happiness by Ward



- On the left is a map showing 2017 average happiness ratings by ward
- There was not a tremendous amount of discrepancy between wards:
- Ward 1 reported the highest average happiness at 8.0, while its neighbor, Ward 4, reported the lowest average happiness at 7.3. This amounts to a difference of less than a point.

For more information on the Somerville Happiness Survey, including previous years' surveys and data downloads, visit the Somerville Data Farm at <http://go.somervillema.gov/datafarm/>

