

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.

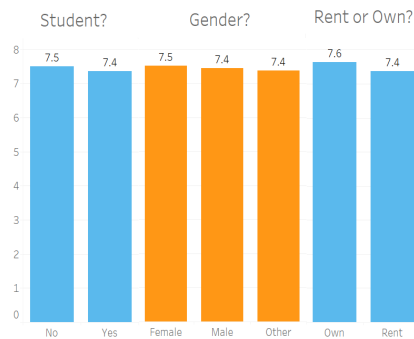


Citywide Overview 2019

Somerville residents are about equally happy, regardless of demographics



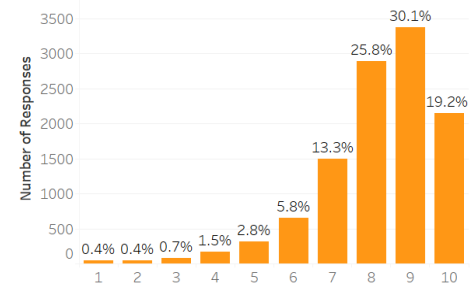
Residents report an average response of 7.6/10 when asked about their satisfaction with Somerville as a place to live.



The Average Happiness of survey respondents citywide in 2019 is 7.5/10. Happiness most closely correlates with residents' overall life satisfaction.

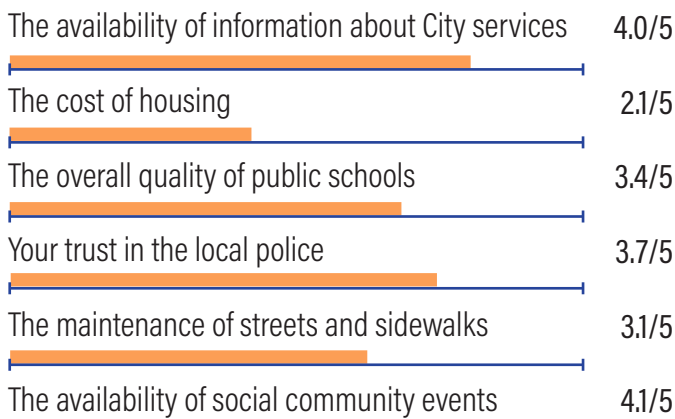
AVERAGE HAPPINESS RATING for 2019 = 7.5/10

How satisfied are you with Somerville as a place to live? (10 = very satisfied)



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

How would you rate the following?



Survey Demographics

Who was the typical Happiness Survey respondent?

Category	Typical Respondent 2019	% Respondents with Similar Profile
Age	25-34	29.8%
Sex	Female	60%
Housing status	Renter	50%
Race/ethnicity	White	77.4%
Annual household income	\$100,000-\$149,000	18.4%
Length of residency	21+ Years	23.1%



THE Somerville Happiness Survey

This survey is completely voluntary and anonymous. Do not write your name or any other identifying information on this sheet. Each survey should be filled out by one person.

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 satisfied are you with Somerville as a place to live?

VERY UNSATISFIED | VERY SATISFIED

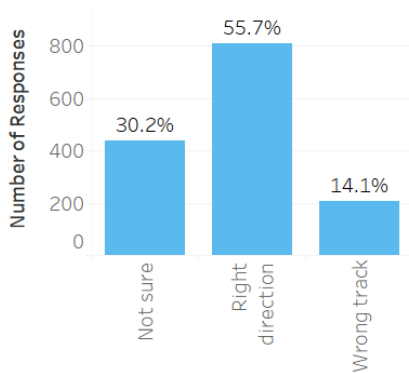
Methodology

The 2019 Somerville Happiness Survey was sent by standard mail to 5,000 households in four languages (English, Spanish, Portuguese and Haitian Creole) in June of 2019. The survey included 17 questions, and the City received 1,496 responses, a response rate of 30%. The margin of error for responses is 3%.

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New Questions for 2019

Do you feel the City is headed in the right direction or is it on the wrong track?

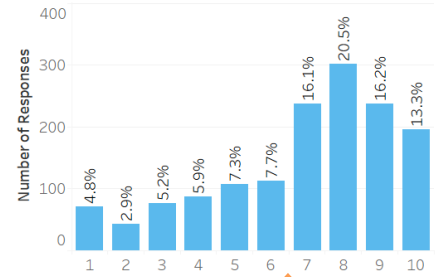


← This year, we asked residents whether they felt the City is headed in the right direction or if it is on the wrong track. **Most residents (55.7%) believe the City is headed in the right direction.**

We added a question on how safe residents feel when crossing a busy street in Somerville, on a scale of 1 (very unsafe) to 10 (very safe). **The average response was 6.6.**

We asked residents about how satisfied they are with the condition of their housing, on a scale of 1 (very unsatisfied) to 10 (very satisfied). **The average response was 7.6.**

How convenient is it for you to get where you want to go? (10 = very convenient)



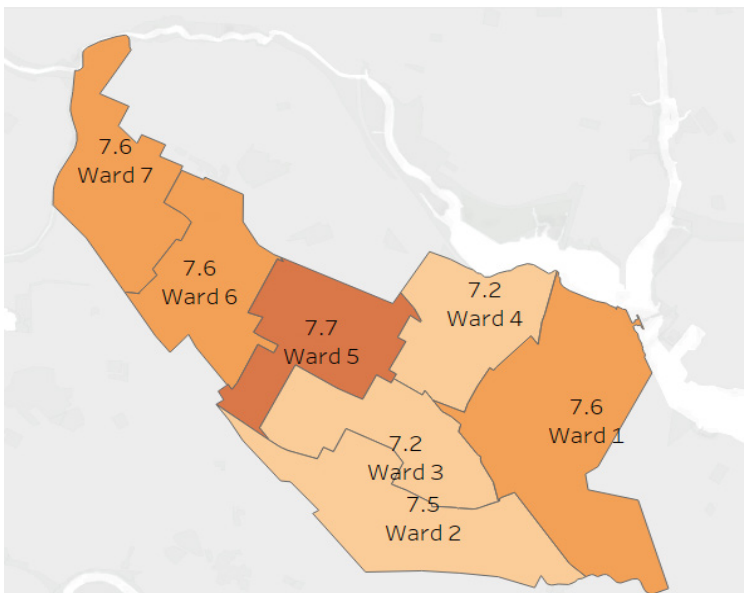
↑ We also asked residents how convenient it is for them to get where they want to go, on a scale of 1 (very inconvenient) to 10 (very convenient). **The average response was 6.9 and 50% responded 8 or higher.**

Happiness Over Time

HAPPINESS SURVEY QUESTIONS (average response out of 10; a dash indicates that a question was not asked in a given year)

	2011	2013	2015	2017	2019
How happy do you feel right now?	7.5	7.7	7.8	7.6	7.5
How satisfied are you with your life in general?	7.7	7.8	8.0	7.8	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	7.8
How satisfied are you with Somerville as a place to live?	7.6	7.7	8.2	8.1	7.6
... your neighborhood?	-	7.7	8.0	8.0	7.8
... the beauty or physical setting of your neighborhood?	7.8	6.9	7.1	7.2	7.1
... the appearance of parks and squares in your neighborhood?	-	7.3	7.7	7.8	7.6

Happiness by Ward



- On the left is a map showing 2019 average happiness ratings by ward
- There was not a tremendous amount of difference in happiness between wards
- Ward 5 reported the highest average happiness at 7.7, while its neighbors, Ward 3 and Ward 4, reported the lowest average happiness at 7.2. Thus the range of happiness between wards was only .5 points.

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/>

