



METHODOLOGY

Embold Research surveyed 442 registered voters in Cambridge, MA from September 28 - October 4, 2026. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (133 respondents)*
- *text messages sent, via the Echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (309 respondents)*

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted registered voters in Cambridge, MA. Those who indicated that they lived outside of Cambridge, MA were excluded. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by A Better Cambridge and conducted online by Embold Research. Post-stratification was performed on age, gender, education, race/ethnicity, and 2024 presidential vote. Weighting parameters were based on voterfile data; that is, if x% of adults were women, then women would be weighted to x% of the sample.

The modeled margin of error for this survey is 4.9%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.*

** We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*

*** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.

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REPORTED QUESTIONS

1. *Are you:
 - A man
 - A woman
 - Another identity
2. *In what year were you born? [TEXT BOX]
3. *In what ZIP code do you currently live? [TEXT BOX]
4. *What is your race? [RANDOMIZE]
 - White / Caucasian
 - Hispanic or Latino/a
 - Black or African American
 - Asian / Pacific Islander
 - American Indian or Alaska Native
 - Other (please specify): [text box]

4b. [IF Q4 ≠ Hispanic or Latino/a] Are you from a Hispanic, Latino/a or Spanish-speaking background?

 - Yes
 - No
5. *What is the highest level of education you have completed?
 - High school diploma or less
 - Some college, but no degree
 - Associate's degree, or two-year college degree
 - Bachelor's degree, or four-year college degree
 - Graduate degree
6. *Are you registered to vote in Cambridge, MA?
 - Yes
 - No **[TERMINATE]**
 - Not sure **[TERMINATE]**
7. *How did you vote in the 2024 election for President or for some reason were you unable to vote?
 - Kamala Harris, the Democrat
 - Donald Trump, the Republican
 - A third-party candidate
 - Not registered/Too young/Ineligible
 - Did not vote
8. Do you own or rent the place where you live?
 - Own
 - Rent
 - Staying with friends or family
9. The Cambridge City Council faces many competing demands, including the city budget and property taxes, public schools, transportation, housing, and public safety. Compared with these other issues, how much of a priority should making housing more affordable be for the City Council? **[FLIP]**
 - The single top priority
 - One of the top priorities
 - A minor priority
 - Not a priority
10. Have you or someone close to you been impacted by the cost or availability of housing in Cambridge? Please share as many details as you can, we read every response! **[OPEN-END]**
11. Which of the following is closer to your view, even if neither is exactly right? **[FLIP]**

- I want the City Council to pass policies that allow more homes to be built in Cambridge, even if it means changing the look and feel of existing residential neighborhoods.
 - I want the City Council to preserve the look and feel of existing neighborhoods, even if it means fewer new homes get built in Cambridge.
 - Not sure
12. How much, if anything, have you seen, read, or heard about the Multifamily Housing Ordinance passed by the Cambridge City Council in 2025? **[FLIP]**
- A lot
 - Some
 - A little
 - Nothing at all
13. In 2025, the Cambridge City Council passed the Multifamily Housing Ordinance. The ordinance changed the rules for what kinds of homes can be built in Cambridge, and where. It allows residential buildings up to four stories citywide, and up to six stories on larger lots for projects that set aside homes at lower, income-restricted rents or prices.
- Do you support or oppose the Multifamily Housing Ordinance?
- Strongly support
 - Somewhat support
 - Somewhat oppose
 - Strongly oppose
 - Not sure
14. When it comes to the Multifamily Housing Ordinance, which of the following is closest to your view, even if none is exactly right? **[FLIP]**
- The City Council should keep the Multifamily Housing Ordinance as it is, so more homes can be built in Cambridge as quickly as possible, even if some residents' concerns aren't addressed.
 - The City Council should make only small, targeted changes to the Multifamily Housing Ordinance that address some of residents' concerns without slowing down how quickly new homes get built, even if not every concern is addressed
 - The City Council should make broader changes to the Multifamily Housing Ordinance that address more of residents' concerns, even if it slows down how quickly new homes get built.
 - Not sure
15. If you were voting today in an election for Cambridge City Council, which would you be more likely to support? **[FLIP]**
- A candidate who prioritizes allowing more homes to be built in Cambridge
 - A candidate who prioritizes preserving the look and feel of existing residential neighborhoods
 - Not sure
16. What concerns, if any, do you have about the Multifamily Housing Ordinance? Please share as much as you'd like, we read every response. **[OPEN-END]**