

# MARKET PROFILE: INMAN SQUARE CAMBRIDGE, MA 2021



## Demographics (Estimated Data)

### POPULATION

| TOTAL      | .5 MILE RADIUS | 1 MILE RADIUS |
|------------|----------------|---------------|
| Population | 17,660         | 59,152        |
| Ages 0-14  | 10%            | 9%            |
| Ages 15-24 | 11%            | 16%           |
| Ages 25-34 | 33%            | 31%           |
| Ages 35-44 | 17%            | 15%           |
| Ages 45-64 | 18%            | 17%           |
| Ages 65+   | 12%            | 12%           |
| Median Age | 34             | 32.9          |

### RACE

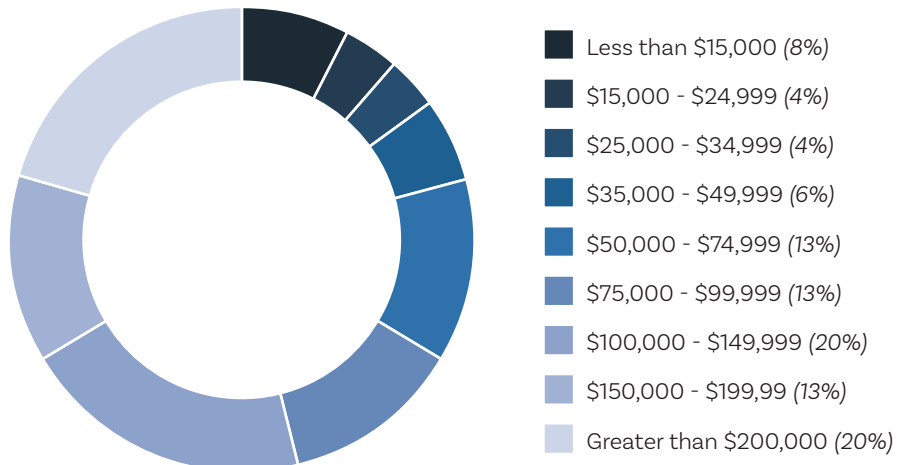
| TOTAL                  | .5 MILE RADIUS | 1 MILE RADIUS |
|------------------------|----------------|---------------|
| White                  | 64%            | 60%           |
| Black/African American | 12%            | 12%           |
| Asian                  | 15%            | 18%           |
| Other                  | 4%             | 5%            |
| Two + Races            | 5%             | 5%            |



### HOUSEHOLD INCOME

| MEDIAN           | .5 MILE RADIUS | 1 MILE RADIUS |
|------------------|----------------|---------------|
| Household Income | \$106,360      | \$98,180      |

### 2021 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



### HOUSEHOLDS

| TOTAL           | .5 MILE RADIUS | 1 MILE RADIUS |
|-----------------|----------------|---------------|
| Households      | 8,191          | 26,653        |
| 1 Person        | 35%            | 39%           |
| 2 Person        | 36%            | 34%           |
| 3+ Person       | 28%            | 27%           |
| Average HH Size | 2.14           | 2.06          |



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## RETAIL POTENTIAL & EXPENDITURE LEAKAGE

Based on Retail Industry Group, approximately 0.50 mile Radius

| RETAIL INDUSTRY GROUP                              | DEMAND (RETAIL POTENTIAL) | SUPPLY (RETAIL SALES) | LEAKAGE      | SURPLUS   |
|----------------------------------------------------|---------------------------|-----------------------|--------------|-----------|
| Clothing & Accessories                             | \$29,116,905              | \$2,501,792           | \$26,615,113 |           |
| Office, Supply, and Gift Stores                    | \$4,951,589               | \$484,882             | \$4,466,707  |           |
| Drinking Places (e.g. Bars, Nightlife, Live Music) | \$2,223,138               | \$1,640,159           | \$582,979    |           |
| Book & Music Stores                                | \$1,949,599               | \$2,064,877           |              | \$115,278 |
| Home Furnishings Store                             | \$4,736,895               | \$501,205             | \$4,235,690  |           |
| Grocery Stores                                     | \$64,282,562              | \$41,977,788          | \$22,304,774 |           |

Description: Retail potential and expenditure leakage measures the volume of supply (actual retail sales of businesses to consumers) and the demand by households (expected amount spent by consumers) in the target area. Leakage in an area shows where a market's supply is less.

## WORKPLACE POPULATION

| ESTIMATED                                                           | .5 MILE RADIUS | 1 MILE RADIUS |
|---------------------------------------------------------------------|----------------|---------------|
| Employee Population                                                 | 12,598         | 48,821        |
| Employee/Residential Population Ratio (employees per 100 residents) | 71 : 100       | 83 : 100      |



## TRANSIT INFORMATION (2019)

| INMAN SQUARE (69 BUS) | WEEKDAY AM PEAK | WEEKDAY PM PEAK |
|-----------------------|-----------------|-----------------|
| Average On            | 20.61           | 8.9             |
| Average Off           | 13.48           | 18.45           |

Description: Average on and off represents the average number of ons and offs during the timefields shown. Bus stops between Cambridge St. @ Fayette St. and Cambridge St. @ Windsor St. are counted.

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-349-4637 or via the web at: <http://www.cambridgema.gov/business>.

Report prepared by the Community Development Department, City of Cambridge.

Source: Community Development Department calculations are based on data from ESRI Community Analyst Tool which forecasts data from the U.S. Census Bureau. Additional data comes from the MBTA and data gathered by Community Development Department. Photos are copyright of Gretchen Ertl Photography.

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