

MARKET PROFILE: CENTRAL SQUARE CAMBRIDGE, MA 2018



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	19,075	58,641
Ages 0-14	9%	6%
Ages 15-24	16%	25%
Ages 25-34	34%	32%
Ages 35-44	15%	13%
Ages 45-64	17%	14%
Ages 65+	9%	8%
Median Age	31.8	29.5

RACE

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	55%	57%
Black/African American	17%	14%
Asian	19%	21%
Other	4%	3%
Two + Races	5%	6%



HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	9,158	22,746
1 Person	40%	40%
2 Person	34%	35%
3+ Person	25%	26%
Average HH Size	1.99	2.05

2017 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



- Less than \$15,000 (11%)
- \$15,000 - \$24,999 (6%)
- \$25,000 - \$34,999 (5%)
- \$35,000 - \$49,999 (10%)
- \$50,000 - \$74,999 (15%)
- \$75,000 - \$99,999 (11%)
- \$100,000 - \$149,999 (17%)
- \$150,000 - \$199,999 (9%)
- Greater than \$200,000 (16%)



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RETAIL POTENTIAL & EXPENDITURE LEAKAGE

Based on Retail Industry Group, approximately .50 mile Radius

RETAIL INDUSTRY GROUP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	LEAKAGE	SURPLUS
Clothing & Accessories	\$32,230,418	\$5,992,761	\$26,237,657	
Office, Supply, and Gift Stores	\$5,507,407	\$2,316,012	\$3,191,395	
Food and Drink Establishments	\$49,637,053	\$63,722,853		\$14,085,800
General Merchandise	\$52,524,383	\$2,069,755	\$50,454,628	
Sporting Goods, Hobby and Music Stores	\$16,871,654	\$7,980,222	\$8,891,432	
Grocery Stores	\$71,901,289	\$77,959,616		\$6,058,327

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	12,874	51,806
Employee/Residential Population Ratio (employees per 100 residents)	65 : 100	88 : 100
MIT Student Population	11,381 (2018)	



TRANSIT INFORMATION

MBTA Bus 1 (Mass Ave) Weekly Ridership: 28,936 (2012)

Central Square Red-Line Station: 15,326 Weekday Entries (2016)

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 Kyle Klein Photography.

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