

MARKET PROFILE: KENDALL SQUARE CAMBRIDGE, MA 2018



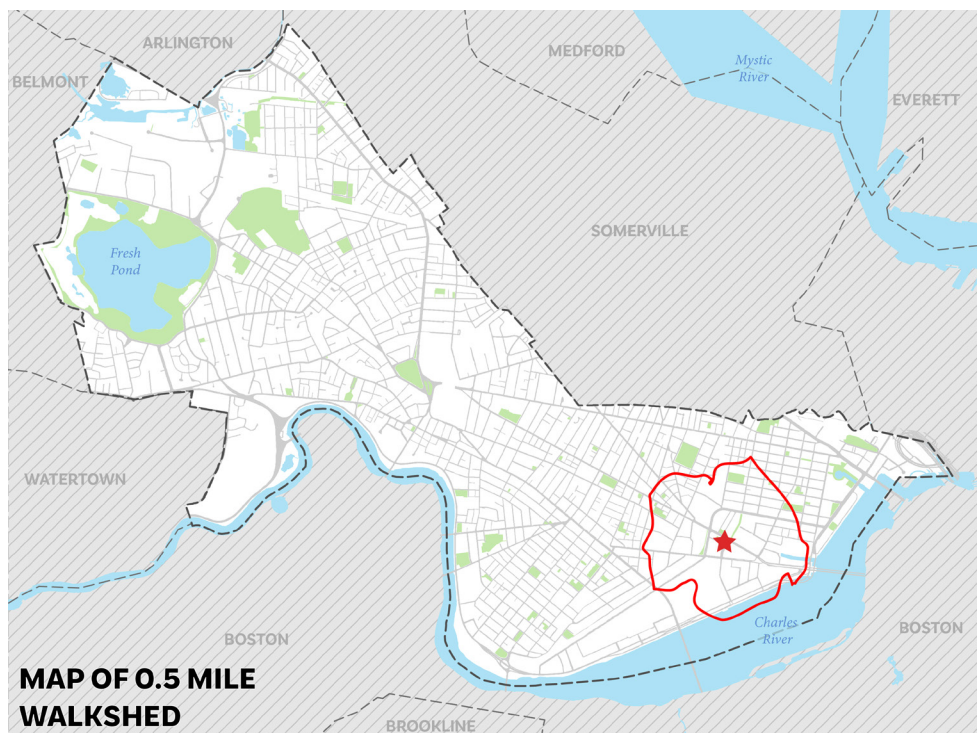
Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	9,861	36,911
Ages 0-14	11%	9%
Ages 15-24	19%	22%
Ages 25-34	32%	31%
Ages 35-44	14%	13%
Ages 45-64	16%	16%
Ages 65+	8%	10%
Median Age	30.6	30.5

RACE

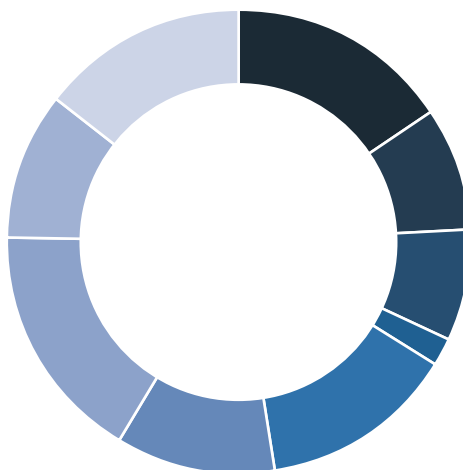
TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	50%	55%
Black/African American	18%	14%
Asian	22%	21%
Other	5%	4%
Two + Races	6%	5%



HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$72,881	\$75,314

2018 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	4,068	15,242
1 Person	33%	38%
2 Person	35%	35%
3+ Person	32%	27%
Average HH Size	2.18	2.11



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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	\$11,906,168	\$3,156,013	\$8,750,155	
Office, Supply, and Gift Stores	\$2,034,529	-	\$2,034,529	
Food and Drink Establishments	\$18,210,139	\$53,359,689		\$35,149,550
General Merchandise Stores	\$19,409,791	\$809,200	\$18,681,591	
Sporting Goods, Book, and Hobby Stores	\$6,236,794	\$14,372,011		\$8,135,217
Health and Personal Care Stores	\$9,433,843	\$36,832,204		\$27,398,361

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	31,471	64,139
Employee/Residential Population Ratio (employees per 100 residents)	319 : 100	174 : 100
MIT Student Population	11,381 (2018)	



TRANSIT INFORMATION

Kendall Square Red-Line Station: 16,368 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 and Molly Akin.

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