

MARKET PROFILE: NORTH MASS AVE. CAMBRIDGE, MA 2018



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	10,820	39,875
Ages 0-14	10%	11%
Ages 15-24	10%	16%
Ages 25-34	29%	28%
Ages 35-44	17%	15%
Ages 45-64	22%	19%
Ages 65+	13%	12%
Median Age	35.4	33.4

RACE

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	70.6%	72%
Black/African American	10%	9%
Asian	13%	12%
Other	2%	2%
Two + Races	5%	4%



HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$92,070	\$86,825

2018 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



- Less than \$15,000 (6%)
- \$15,000 - \$24,999 (5%)
- \$25,000 - \$34,999 (5%)
- \$35,000 - \$49,999 (9%)
- \$50,000 - \$74,999 (14%)
- \$75,000 - \$99,999 (15%)
- \$100,000 - \$149,999 (19%)
- \$150,000 - \$199,999 (11%)
- Greater than \$200,000 (16%)

HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	5,110	17,160
1 Person	36%	34%
2 Person	38%	37%
3+ Person	26%	30%
Average HH Size	2.10	2.20



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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
Health and Personal Care Stores	\$14,334,163	\$1,393,572	\$12,940,591	
Office, Supply, and Gift Stores	\$3,109,962	-	\$3,109,962	
Food and Drink Establishments	\$27,859,222	\$21,532,171	\$6,327,051	
Used Merchandise Stores	\$793,165	\$1,396,463		\$603,298
Sporting Goods, Music, and Hobby Stores	\$9,506,251	\$770,049	\$8,736,202	
Grocery Stores	\$40,049,273	\$7,648,404	\$32,400,869	

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	3,606	10,995
Employee/Residential Population Ratio (employees per 100 residents)	33 : 100	28 : 100



TRANSIT INFORMATION

MBTA Bus 77 (Mass Ave): 7,799 Weekday Entries (2013)

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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