

MARKET PROFILE: LOWER MASS AVE. CAMBRIDGE, MA 2018



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	13,215	46,908
Ages 0-14	6%	7%
Ages 15-24	25%	23%
Ages 25-34	30%	31%
Ages 35-44	12%	13%
Ages 45-64	16%	16%
Ages 65+	12%	11%
Median Age	31.0	31.1

RACE

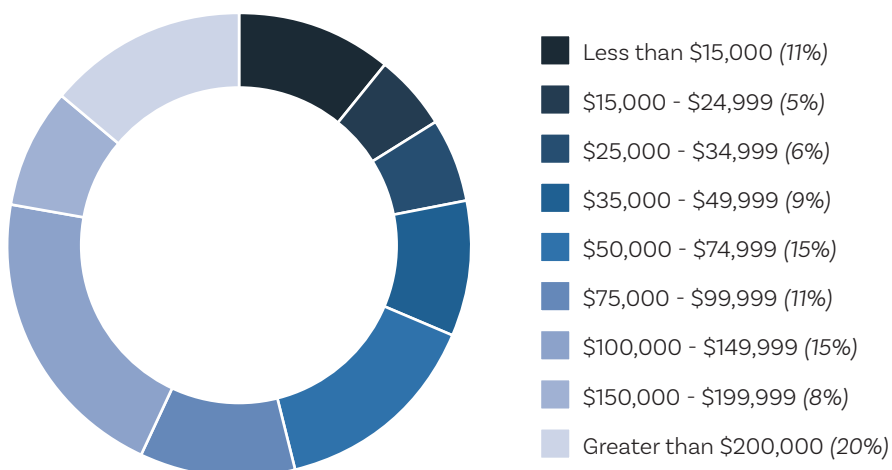
TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	72%	71%
Black/African American	5%	7%
Asian	17%	16%
Other	1%	2%
Two + Races	4%	4%



HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$83,715	\$91,889

2018 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	5,684	19,336
1 Person	46%	40%
2 Person	36%	37%
3+ Person	17%	23%
Average HH Size	1.83	2.01



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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
Grocery Stores	\$50,081,340	\$20,676,184	\$29,405,156	
Specialty Food Stores	\$2,214,672	\$1,151,732	\$1,062,940	
Clothing & Accessories	\$22,982,700	\$17,111,107	\$5,871,593	
Sporting Goods, Book, and Hobby Stores	\$22,902,475	\$18,618,497		\$6,716,022
Office, Supply, and Gift Stores	\$3,894,840	\$3,269,552	\$625,288	
Restaurants	\$35,207,821	\$40,994,498		\$5,786,677

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	6,591	28,767
Employee/Residential Population Ratio (employees per 100 residents)	50 : 100	61 : 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.

The accuracy and completeness of the data is not herein guaranteed or warranted, and the Community Development Department is not making any express or implied representation of warranty about the fitness of the data and reports for any particular purpose.

