

# MARKET PROFILE: PORTER SQUARE CAMBRIDGE, MA 2021



## Demographics (Estimated Data)

### POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	12,997	46,601
Ages 0-14	8%	8%
Ages 15-24	9%	14%
Ages 25-34	36%	32%
Ages 35-44	19%	16%
Ages 45-64	16%	17%
Ages 65+	12%	12%
Median Age	34.4	33.6

### RACE

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	75%	72%
Black/African American	4%	7%
Asian	15%	15%
Other	2%	2%
Two + Races	4%	4%



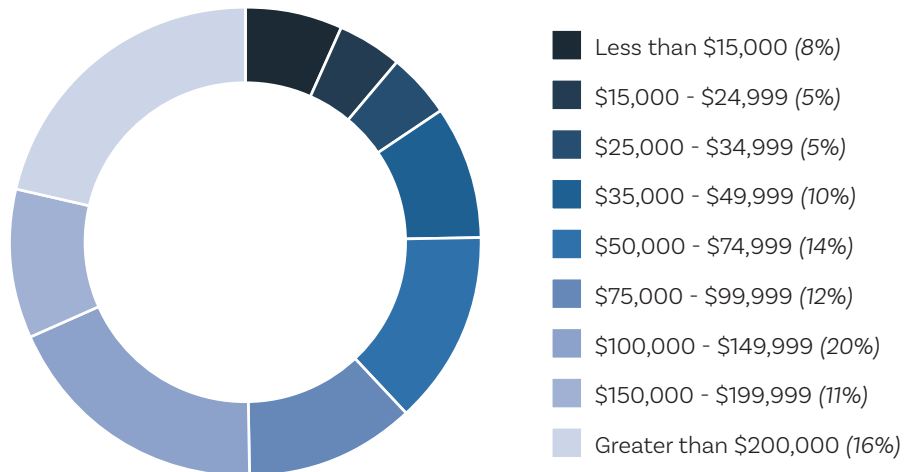
### HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$131,857	\$116,482

### HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	6,210	21,150
1 Person	37%	37%
2 Person	38%	37%
3+ Person	25%	26%
Average HH Size	2.08	2.05

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



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## RETAIL POTENTIAL & EXPENDITURE LEAKAGE

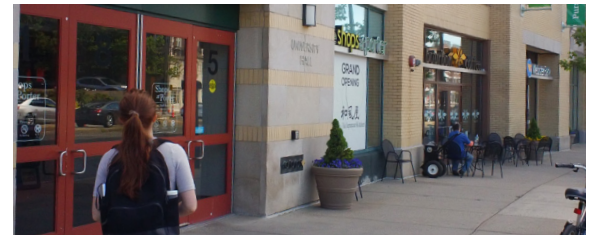
Based on Retail Industry Group, approximately .50 mile Radius

RETAIL INDUSTRY GROUP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	LEAKAGE	SURPLUS
Clothing & Accessories	\$26,510,478	\$5,523,600	\$20,986,878	
Office, Supply, and Gift Stores	\$4,500,491	\$3,724,667	\$775,824	
Food and Drink Establishments	\$40,656,981	\$39,247,559	\$1,409,422	
Health and Personal Care Stores	\$20,571,176	\$19,079,832	\$1,491,344	
Sporting Goods, Hobby, Book and Music Stores	\$13,739,158	\$20,379,325		\$6,640,167
Specialty Food Stores	\$2,560,021	\$1,324,768	\$1,235,253	

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	4,750	20,087
Employee/Residential Population Ratio (employees per 100 residents)	37 : 100	43 : 100
Lesley University Student Population	5,176 (2020)	



## TRANSIT INFORMATION (2019)

PORTER SQUARE	RED LINE WEEKDAY AM PEAK	RED LINE WEEKDAY PM PEAK	COMMUTER RAIL (2018)
Average On	3,466	1,041	1,468
Average Off	550	3,986	1,798

Description: Average on and off represents the average number of ons and offs during the timefields shown.

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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