

MARKET PROFILE: CENTRAL SQUARE CAMBRIDGE, MA 2021



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	19,313	59,727
Ages 0-14	9%	8%
Ages 15-24	16%	16%
Ages 25-34	31%	30%
Ages 35-44	16%	13%
Ages 45-64	16%	13%
Ages 65+	11%	9%
Median Age	32.7	29.5

RACE

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	54%	57%
Black/African American	16%	14%
Asian	21%	21%
Other	3%	3%
Two + Races	5%	6%



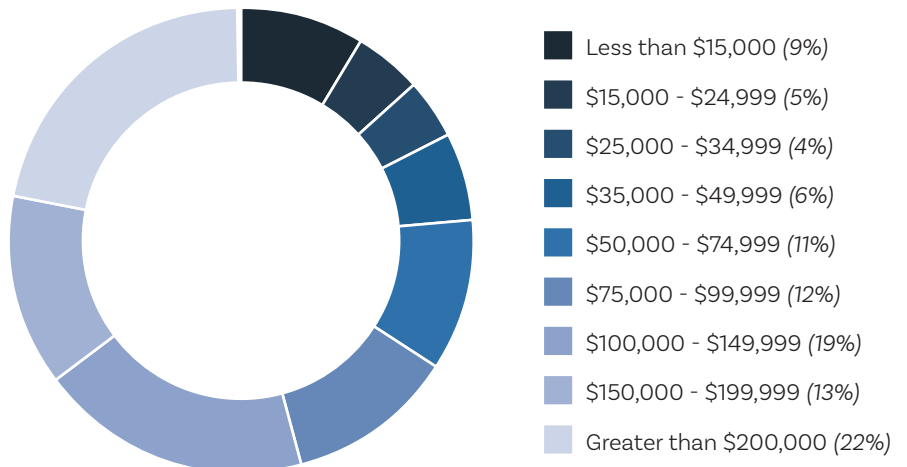
HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	8,970	22,593
1 Person	40%	40%
2 Person	34%	35%
3+ Person	25%	26%
Average HH Size	1.97	2.04

HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$107,496	\$97,046

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	\$32,426,317	\$6,110,226	\$26,316,091	
Office, Supply, and Gift Stores	\$5,535,235	\$2,087,038	\$3,448,197	
Food and Drink Establishments	\$49,884,437	\$61,586,121		\$11,701,684
General Merchandise	\$52,749,800	\$2,084,748	\$50,665,052	
Sporting Goods, Hobby and Music Stores	\$16,961,770	\$7,620,589	\$9,341,181	
Grocery Stores	\$72,141,151	\$78,344,167		\$6,203,016

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	13,656	52,793
Employee/Residential Population Ratio (employees per 100 residents)	71 : 100	88 : 100
MIT Student Population	11,455 (2020)	



TRANSIT INFORMATION (2019)

CENTRAL SQUARE	RED LINE WEEKDAY AM PEAK	RED LINE WEEKDAY PM PEAK	1 BUS WEEKDAY AM PEAK	1 BUS WEEKDAY PM PEAK
Average On	2,977	3,430	11.8	14.3
Average Off	4,043	4,400	12.6	21.5

Description: Average on and off represents the average number of ons and offs during the timefields shown. Bus stops between Massachusetts Ave. @ Sidney St. and Massachusetts Ave. @ Hancock St. are counted.

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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