

# Cambridge BIPOC Business Advisory Committee

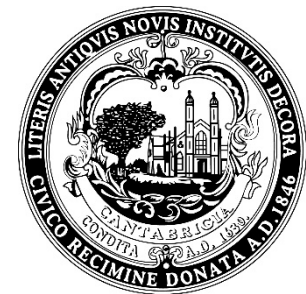
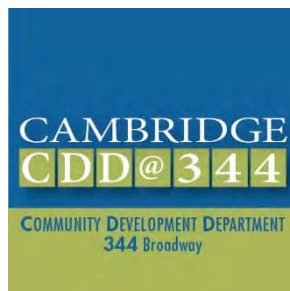
December 6, 2021

Cambridge Community Development Department

Clifford Cook

Senior Planning Information Manager

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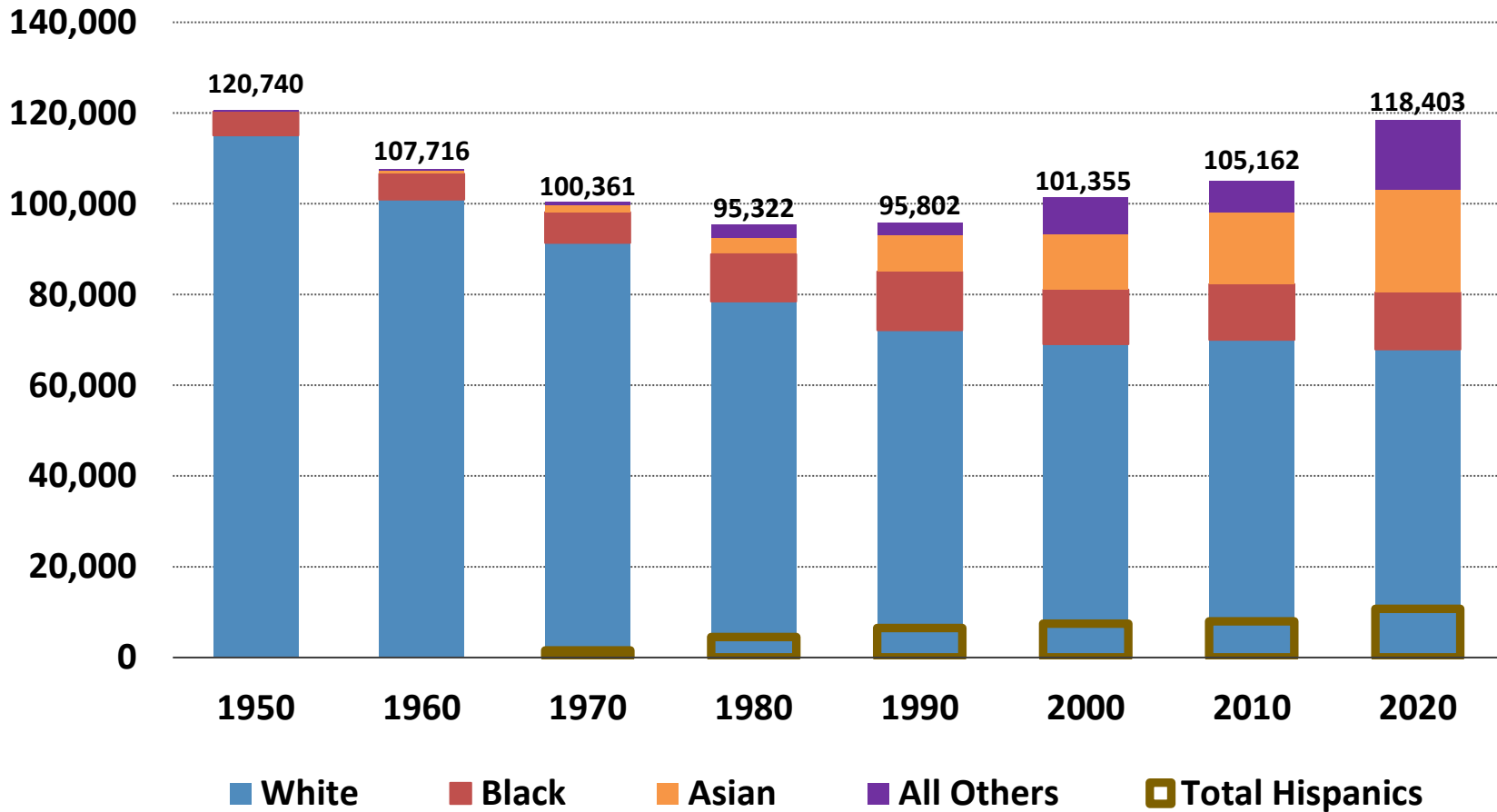




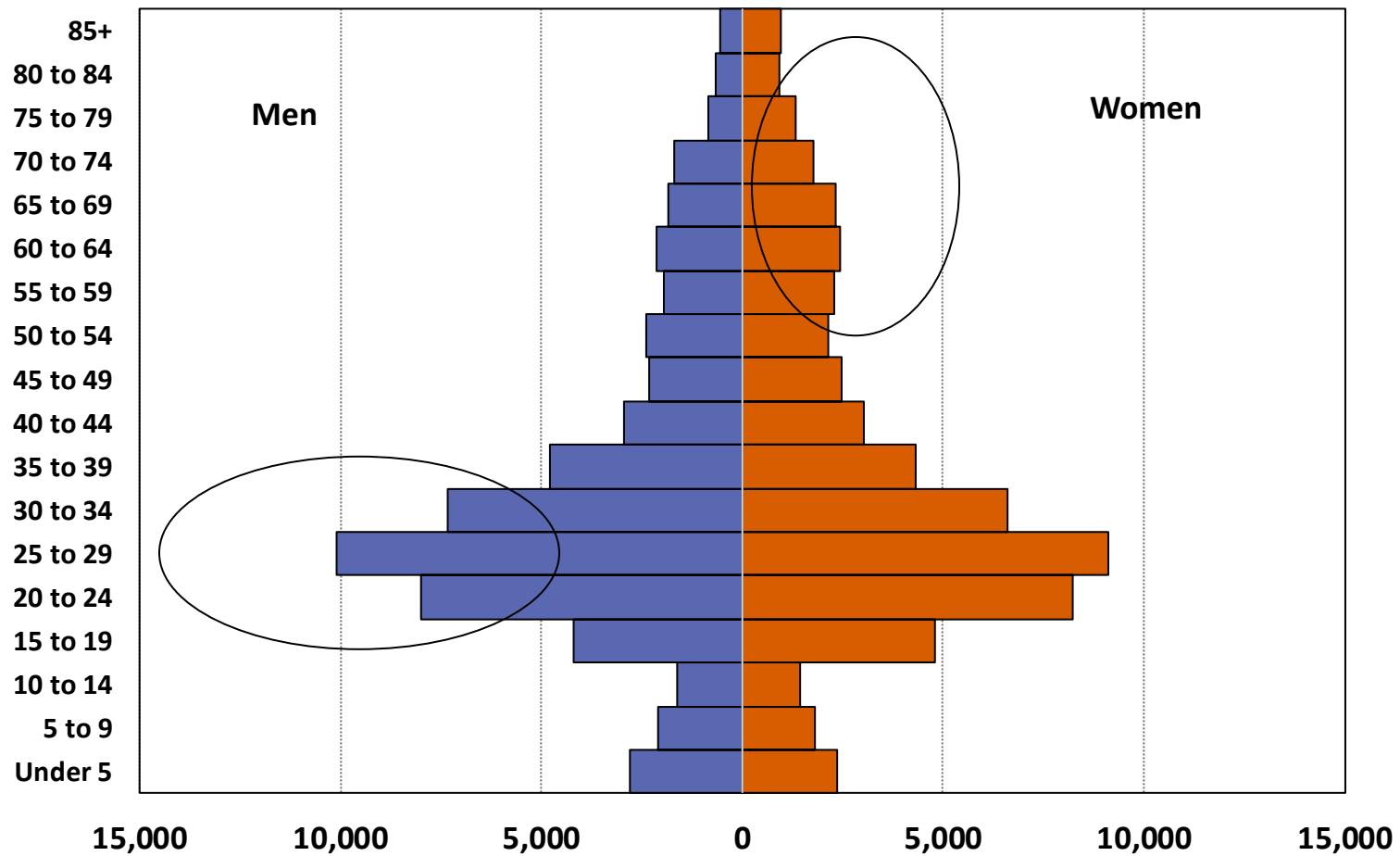
# **Demographics of the Community**



# Population Trend

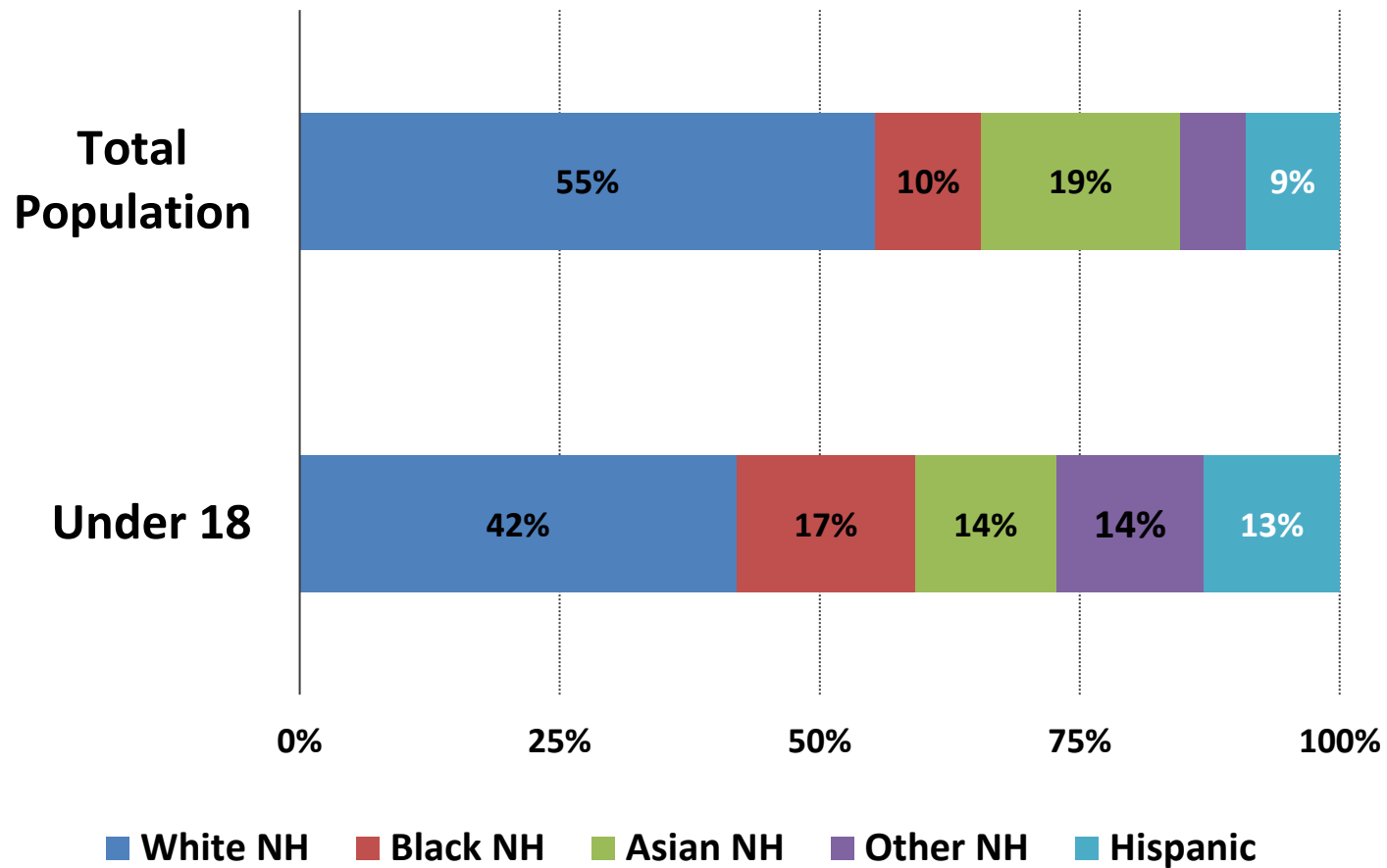


# Population by Age by Sex



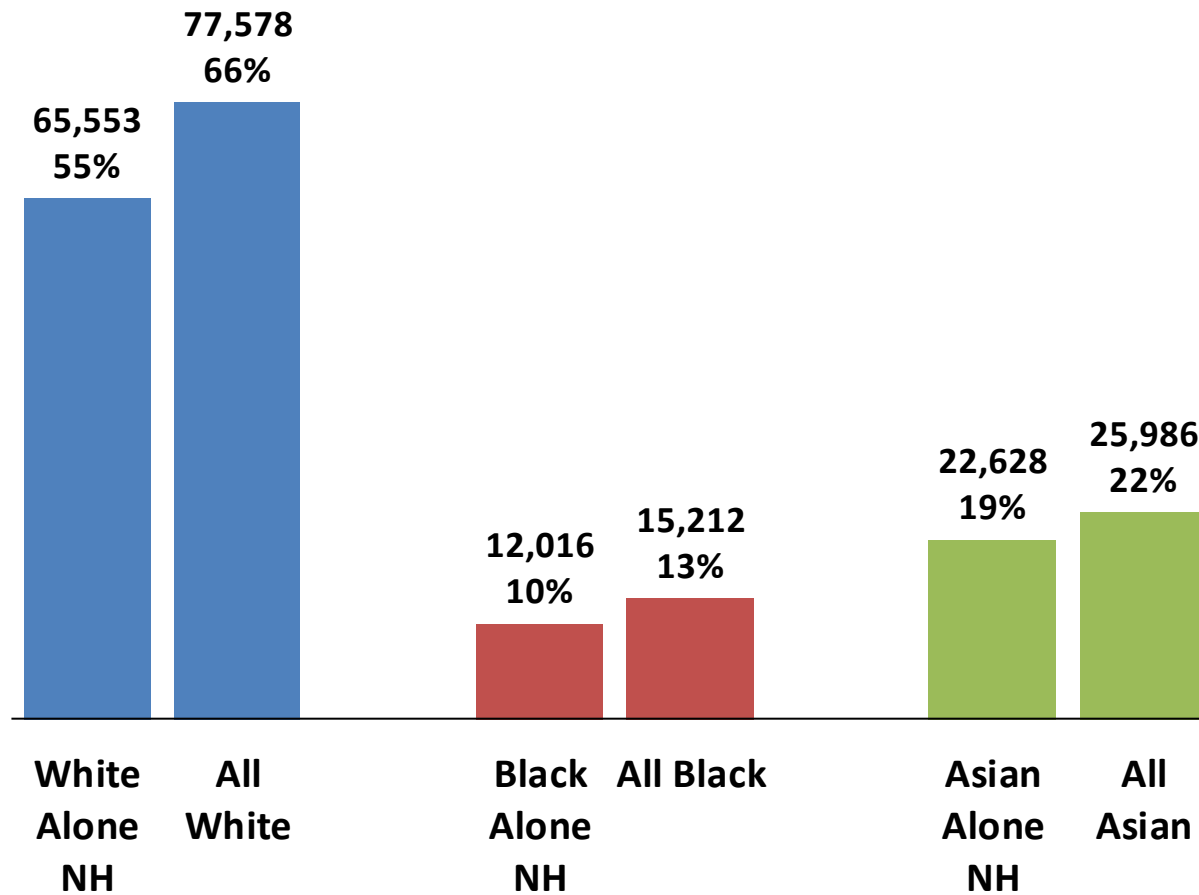
# Race & Hispanic Origin

## Total Population and Under 18



# Race Alone or in Combination

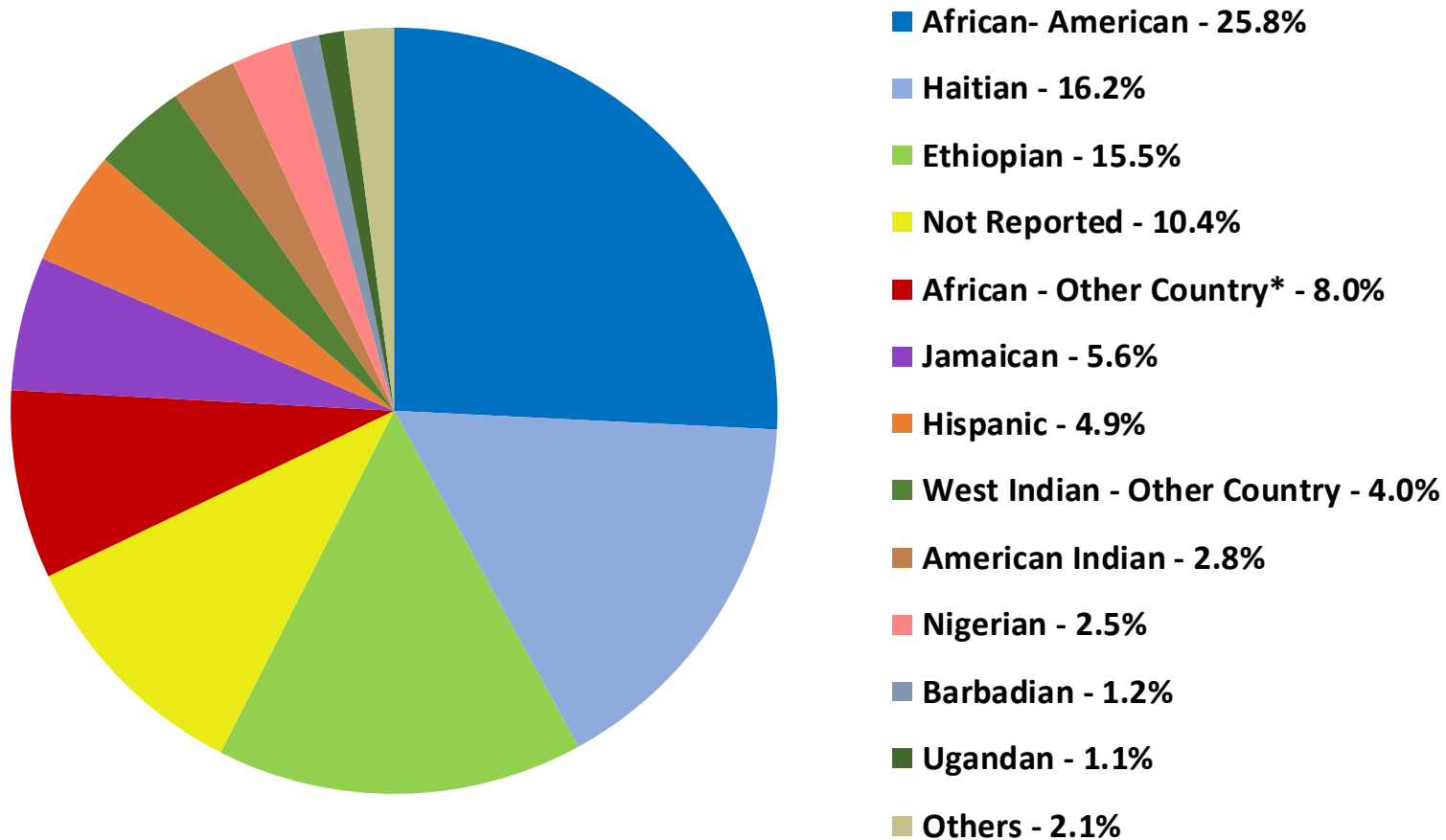
## Total Population



Source: U. S. Census Bureau, Decennial Census, 2020.

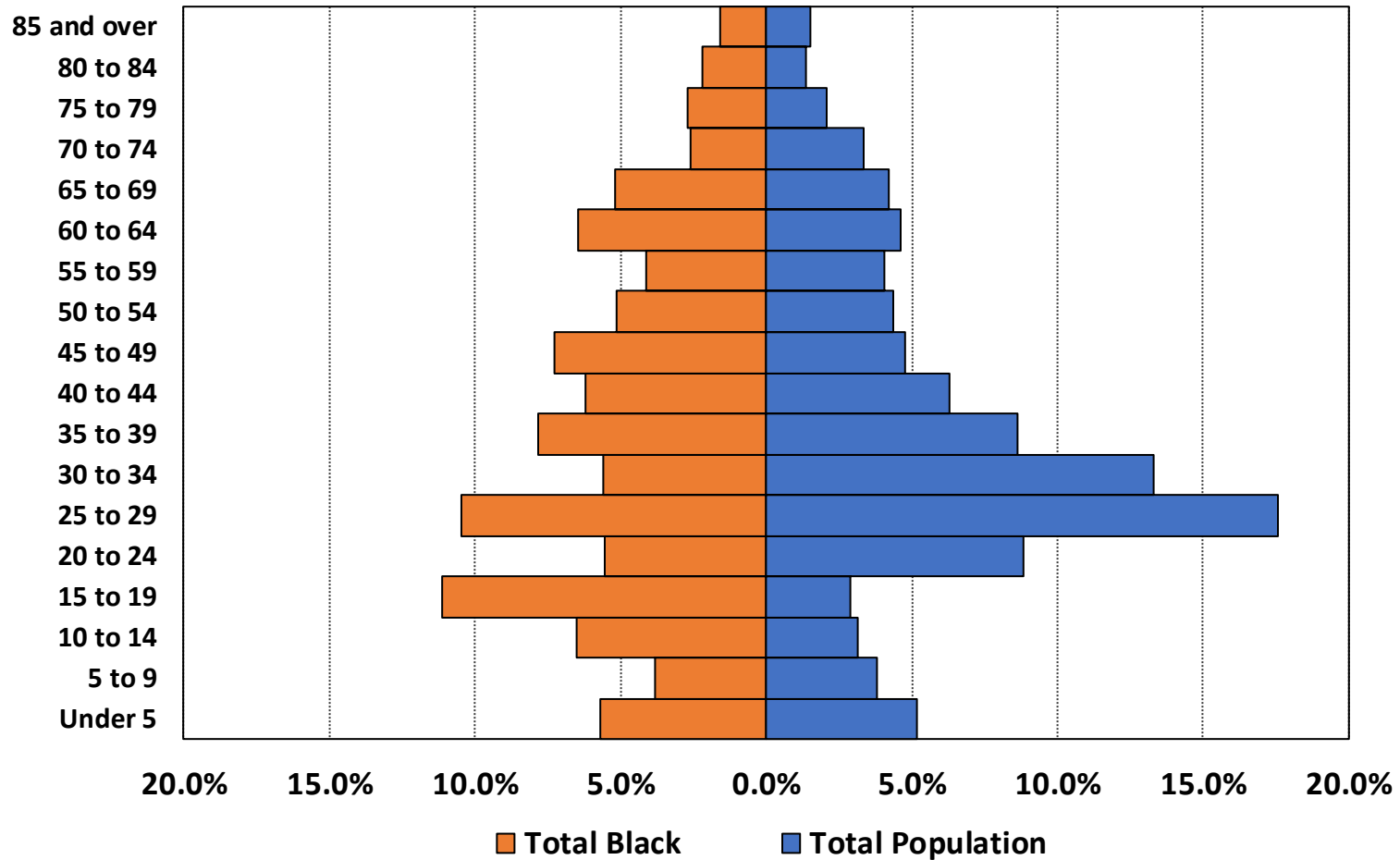
# Black Ancestry

## Household Population



\* Includes estimated 250 to 300 persons of Somali ancestry.

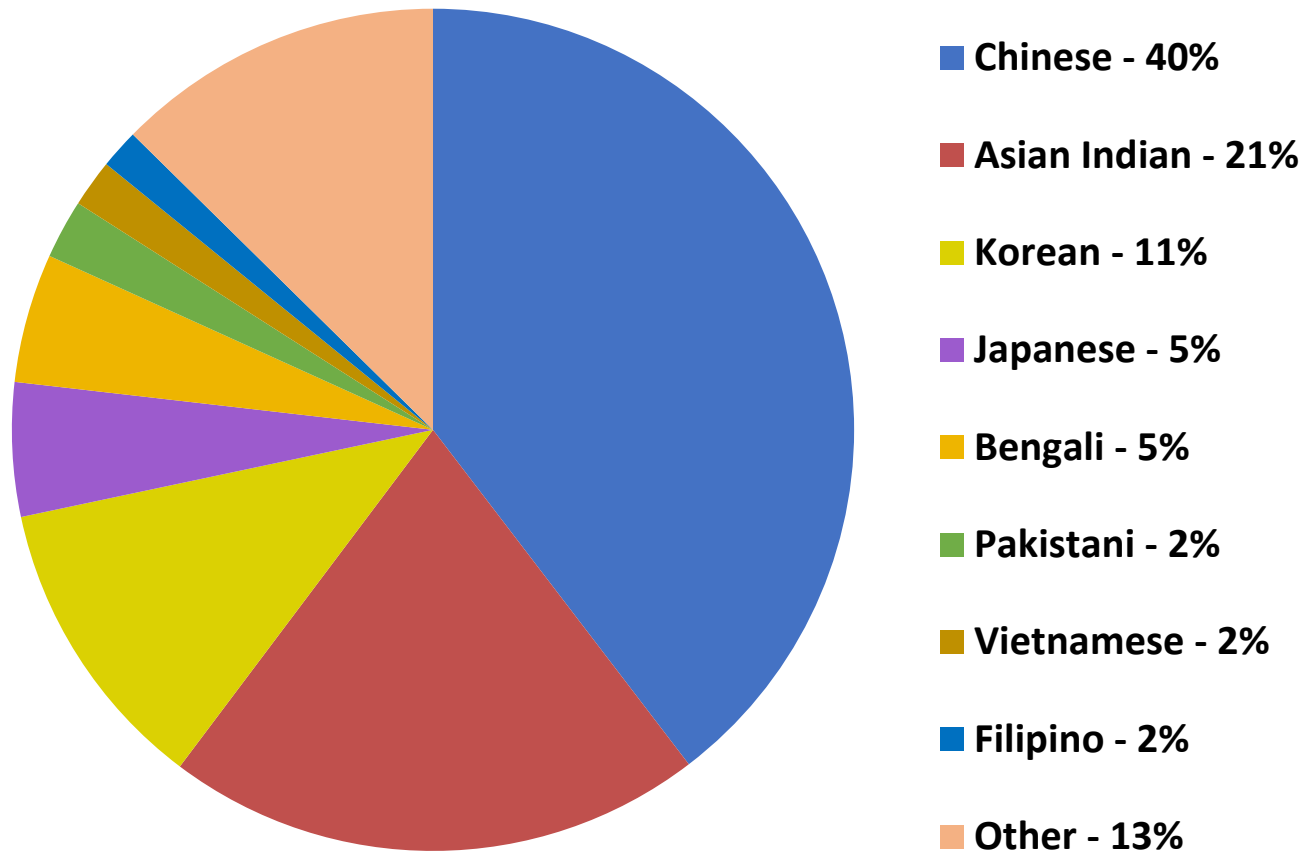
# Black Persons vs. Total Population by Age





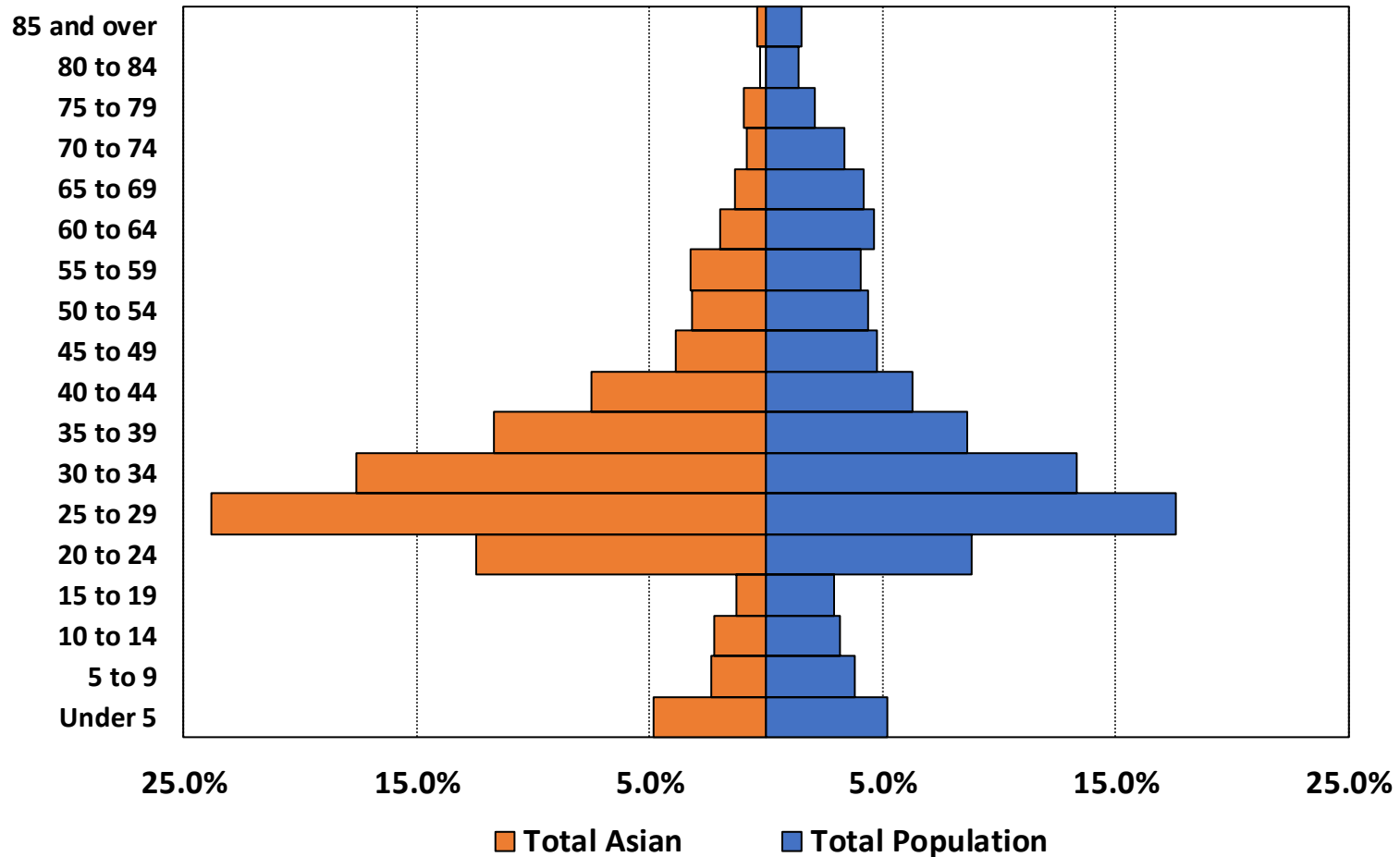
# Asian Population by Ethnicity

## Household Population



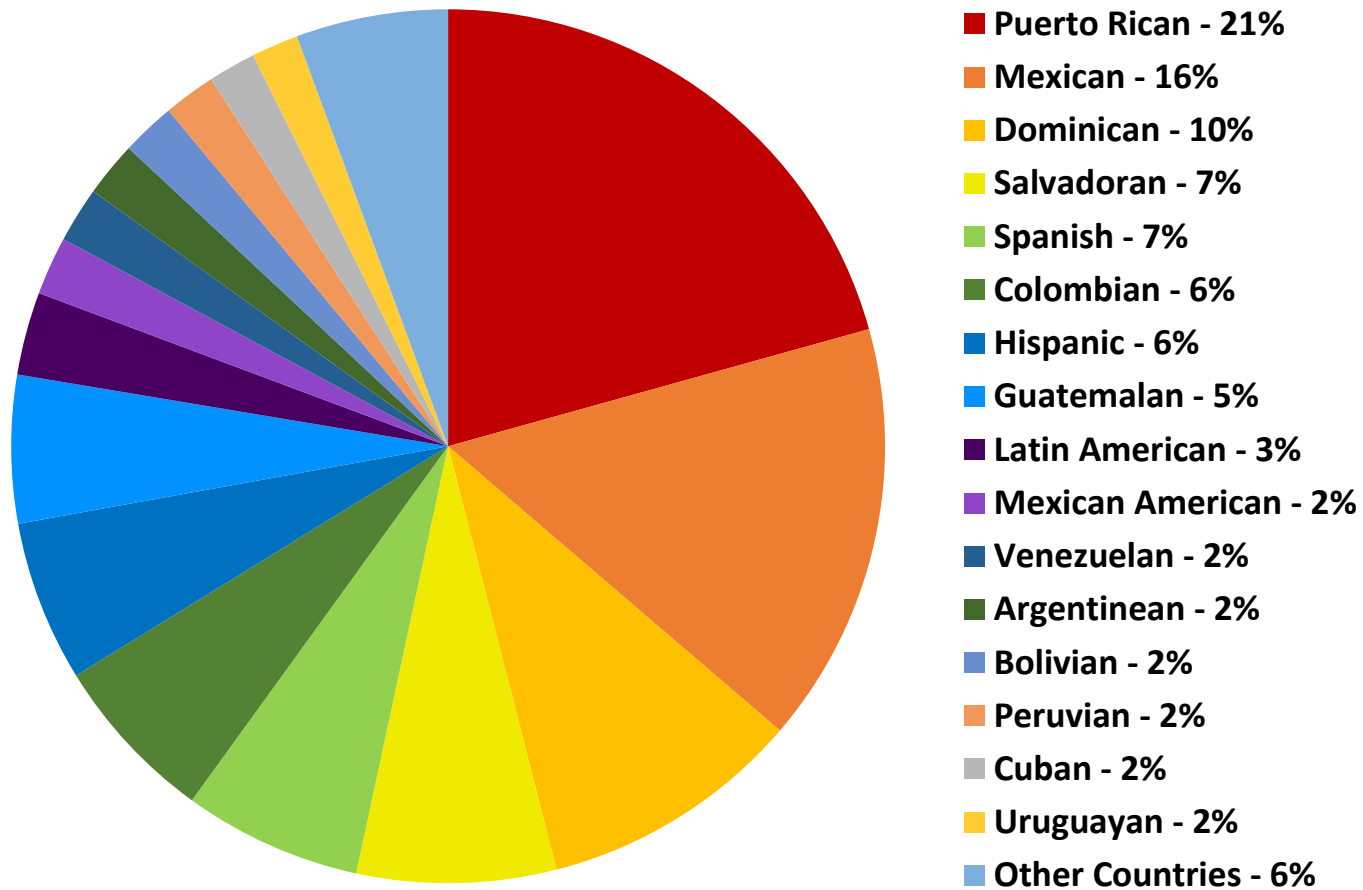
# Asian Persons vs. Total Population by Age

## Household Population



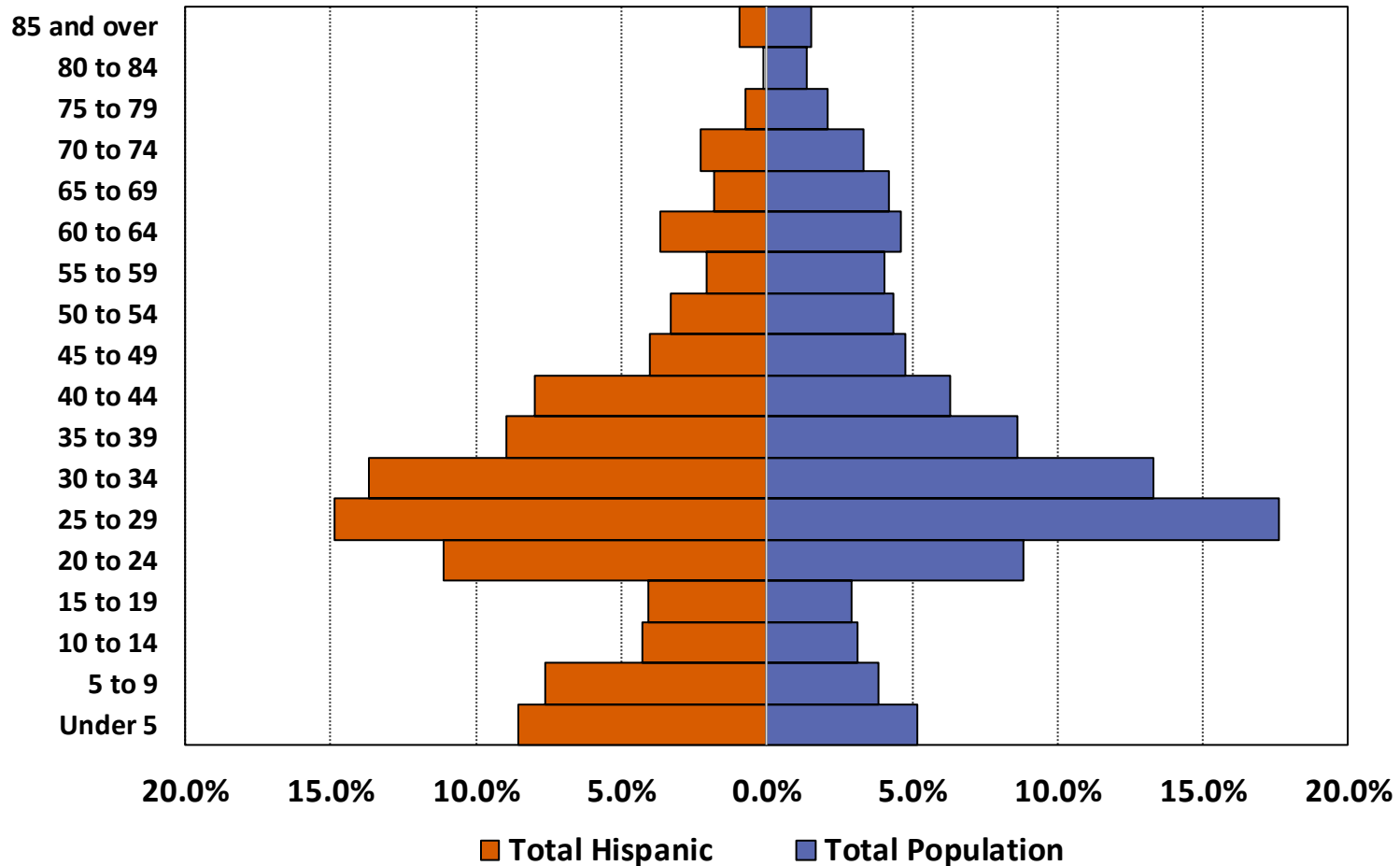
# Hispanic Population by Origin

## Household Population



# Hispanic Persons vs. Total Population by Age

## Household Population

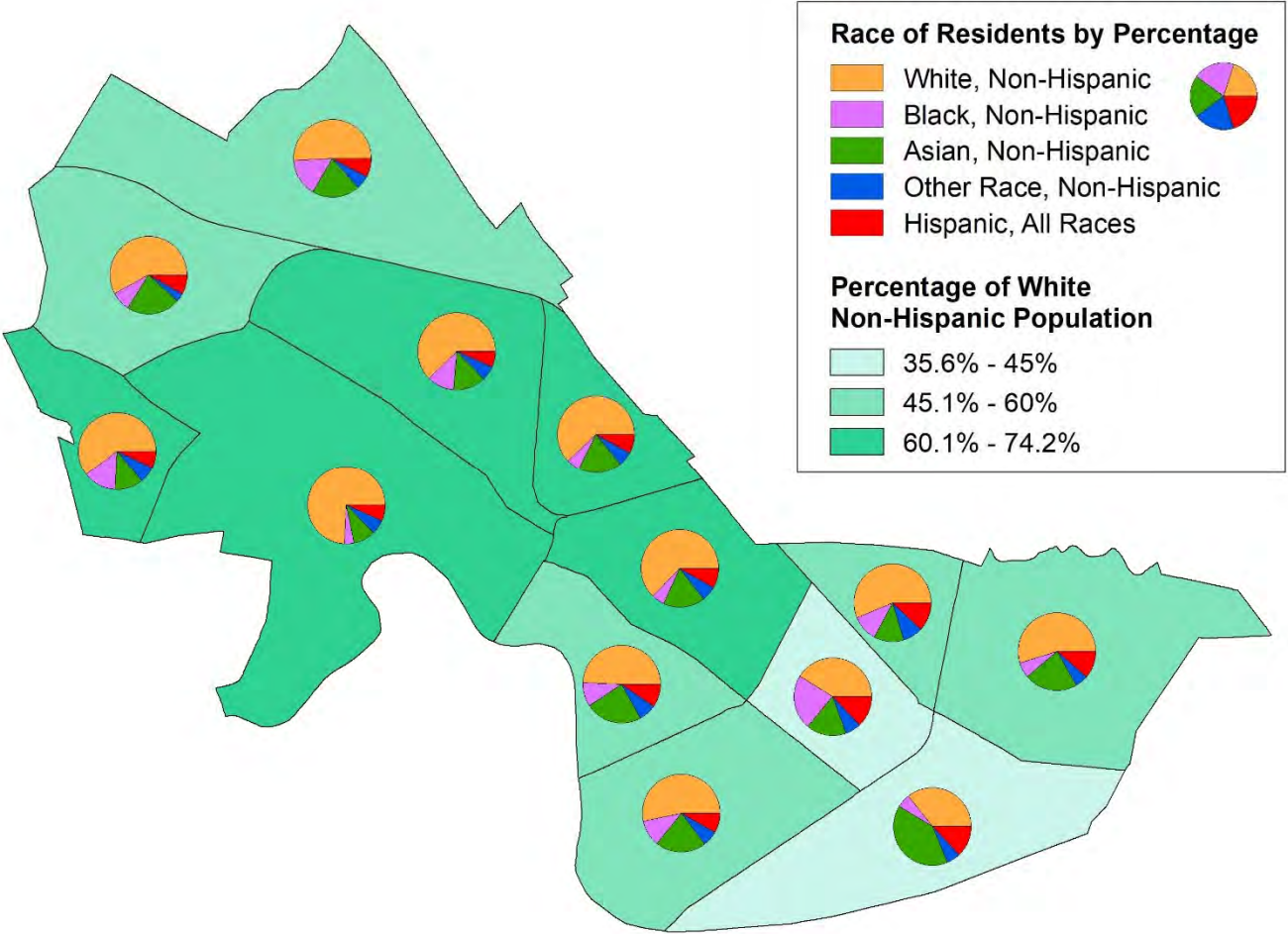


# Ancestry of White Non-Hispanic Persons

## Household Population

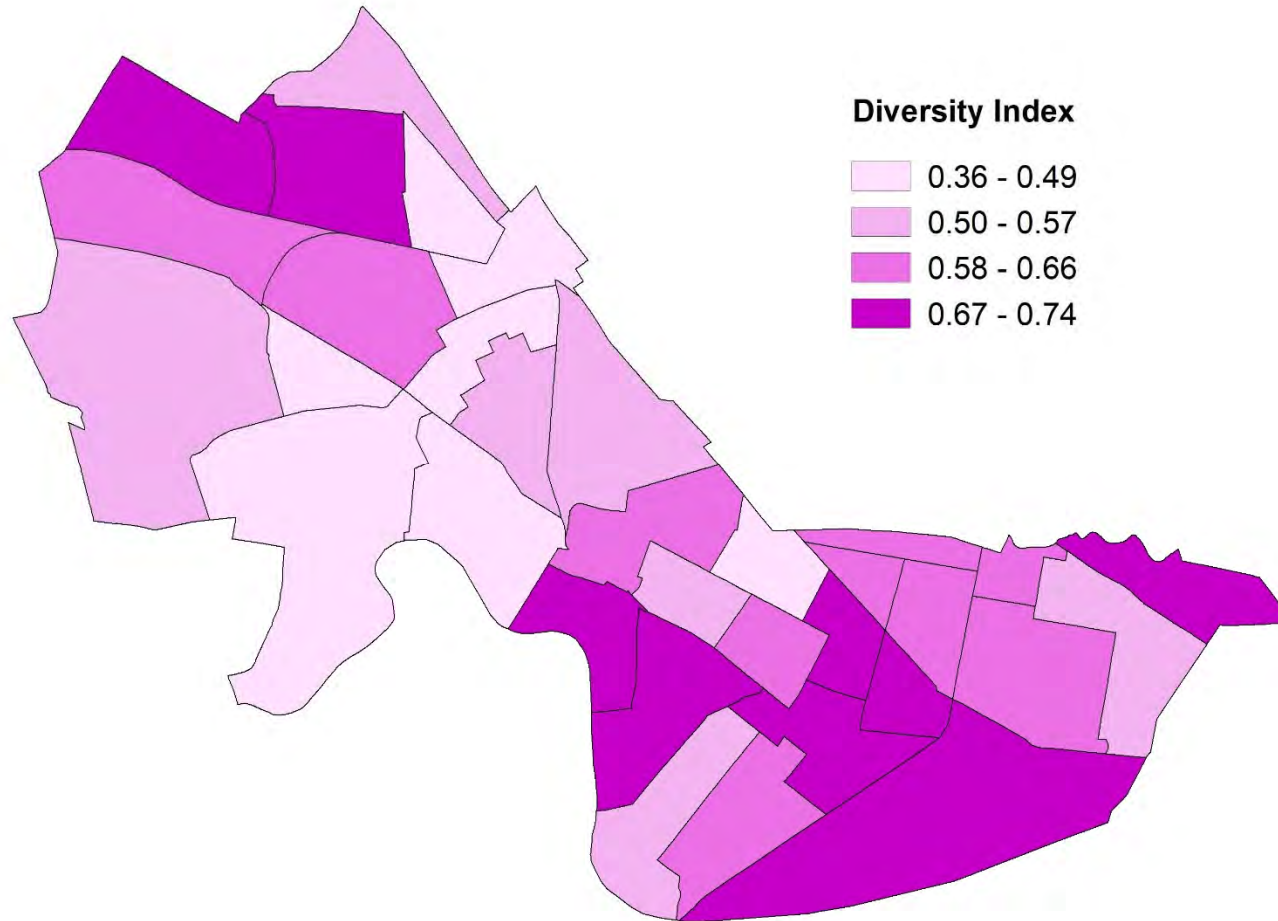
<b>Ancestry</b>	<b>Estimated Persons</b>	<b>% of White NH Population</b>
<b>Irish</b>	<b>11,200</b>	<b>18.3%</b>
<b>English/British</b>	<b>9,600</b>	<b>15.8%</b>
<b>German</b>	<b>7,600</b>	<b>12.4%</b>
<b>Italian</b>	<b>6,900</b>	<b>11.3%</b>
<b>Polish</b>	<b>2,900</b>	<b>4.7%</b>
<b>French</b>	<b>2,700</b>	<b>4.4%</b>
<b>Russian</b>	<b>2,100</b>	<b>3.4%</b>
<b>Scottish</b>	<b>2,000</b>	<b>3.3%</b>
<b>Portuguese</b>	<b>1,600</b>	<b>2.7%</b>
<b>Swedish</b>	<b>1,000</b>	<b>1.6%</b>
<b>French Canadian</b>	<b>1,000</b>	<b>1.6%</b>
<b>Greek</b>	<b>900</b>	<b>1.5%</b>
<b>Norwegian</b>	<b>700</b>	<b>1.2%</b>

# Neighborhood Diversity



Source: U. S. Census Bureau, Decennial Census, 2020.

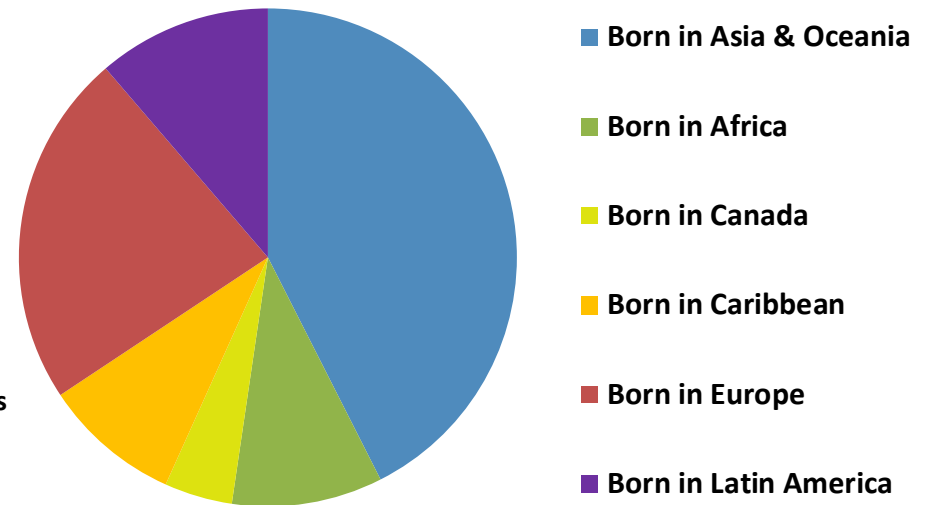
# Diversity Index



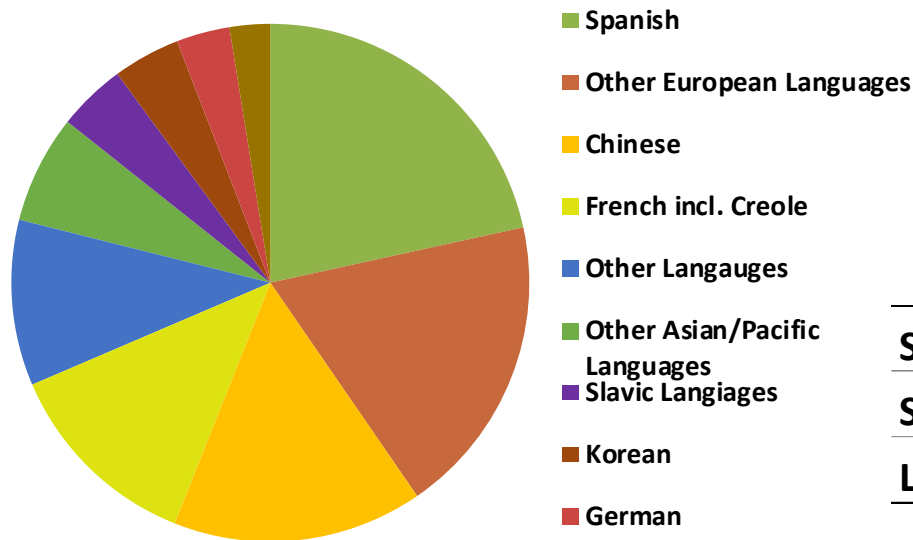
# Foreign Language & Birth

<b>Foreign Born</b>	<b>28.9%</b>
<b>Entered Since 2000</b>	<b>20.1%</b>
<b>Entered Since 2010</b>	<b>13.7%</b>
<b>Naturalized Citizen</b>	<b>10.6%</b>

Place of Birth Outside United States



Languages Spoken other than English

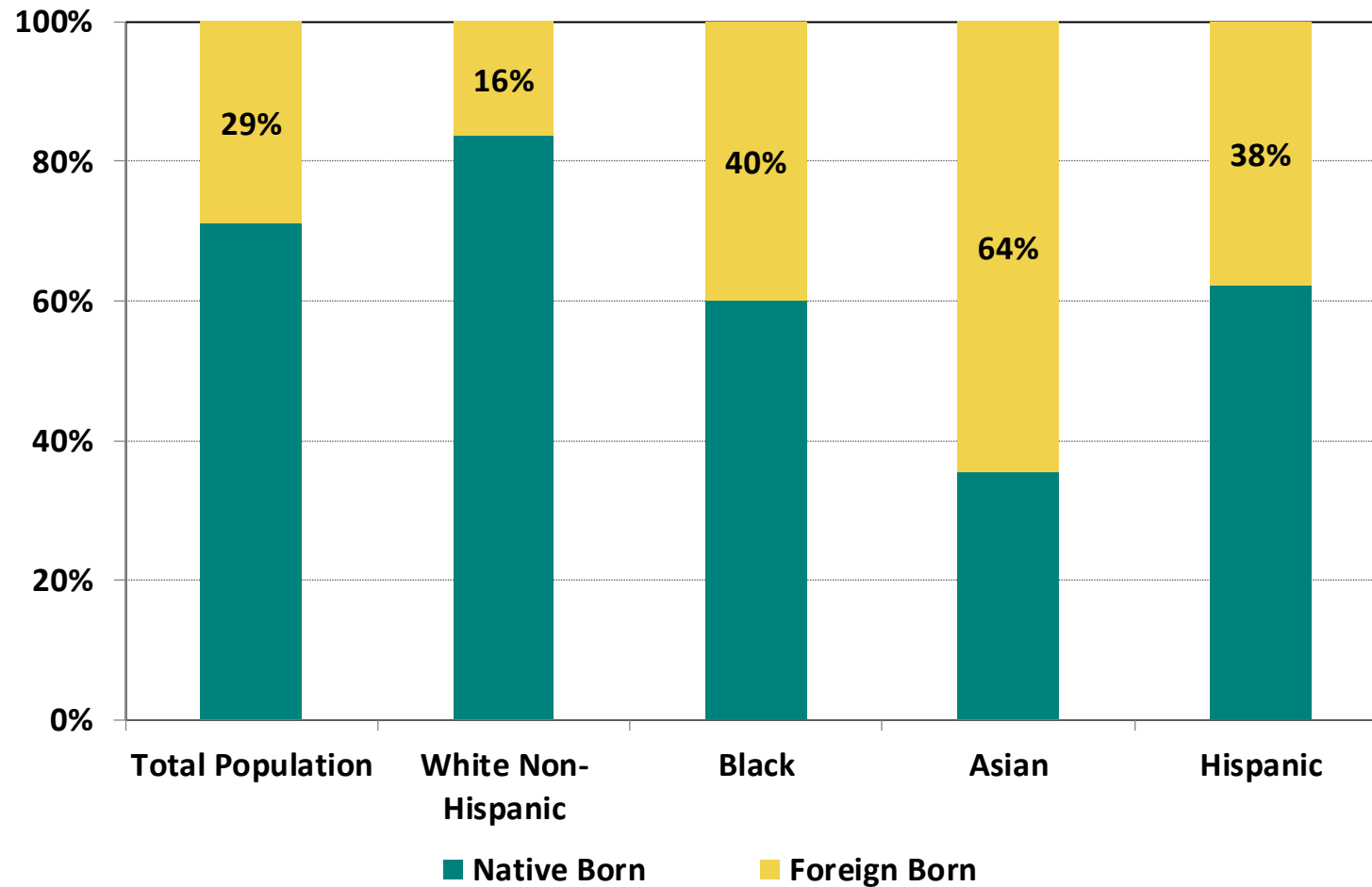


<b>Speak Another Language at Home</b>	<b>33.7%</b>
<b>Speak English less than Very Well</b>	<b>7.8%</b>
<b>Linguistically Isolated Households</b>	<b>5.1%</b>

\* Figures in tables are proportion of total population



# Foreign & Native-Born by Race & Ethnicity

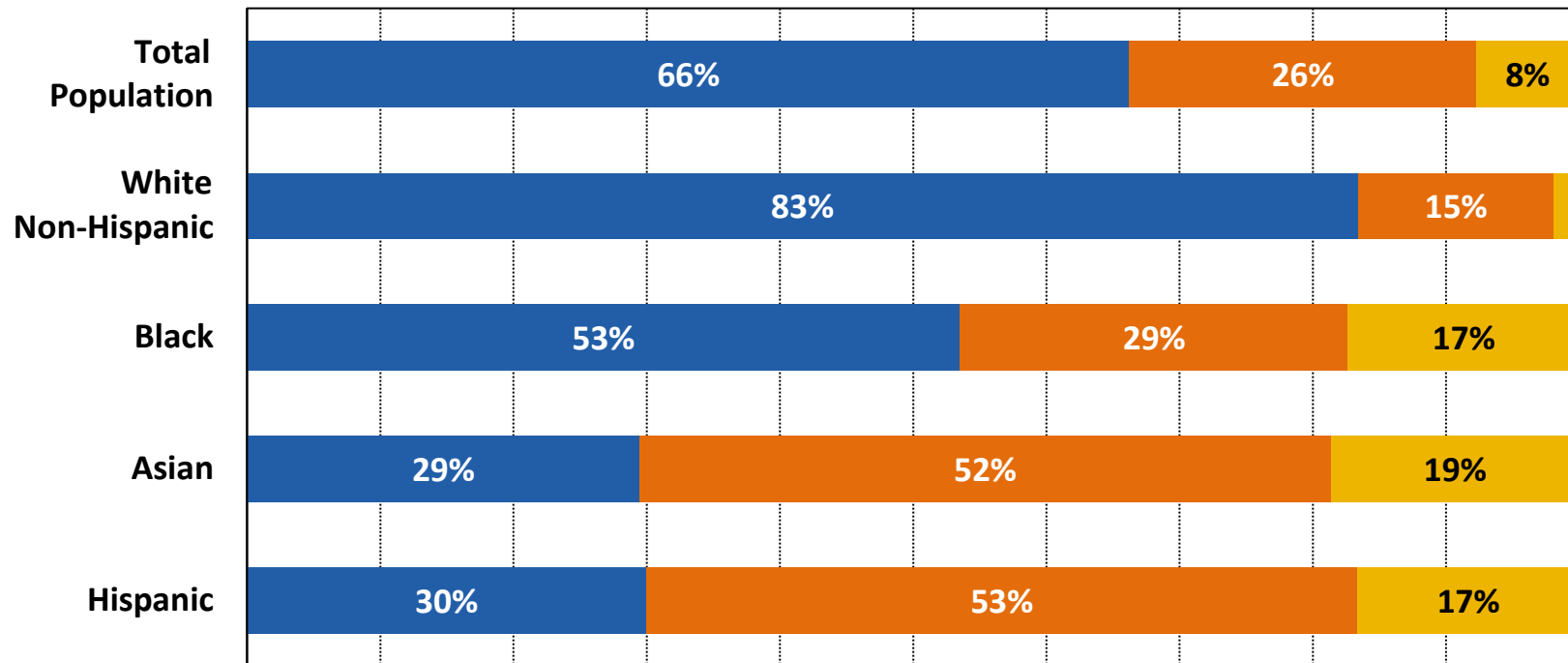


## Shifting Top Emigrant Countries

	1990		2000		2015 - 2019	
1.	Portugal	1,854	Haiti	2,386	China (mainland)	3,913
2.	Canada	1,835	China (mainland)	1,754	India	2,650
3.	Italy	956	India	1,390	Korea	1,511
4.	India	842	Portugal	1,327	Canada	1,454
5.	Germany	780	Korea	1,157	Haiti	1,429
6.	England/Scotland	741	Canada	1,046	Ethiopia	1,416
7.	West Indies	644	Japan	905	Germany	1,063
8.	China	545	El Salvador	719	France	958
9.	Russia/USSR	408	Taiwan	676	Japan	809
10.	Japan	354	England/Scotland	654	Dominican Republic	599
11.	Africa	305	Brazil	651	Iran	557
12.	Greece	276	Jamaica	603	Spain	536

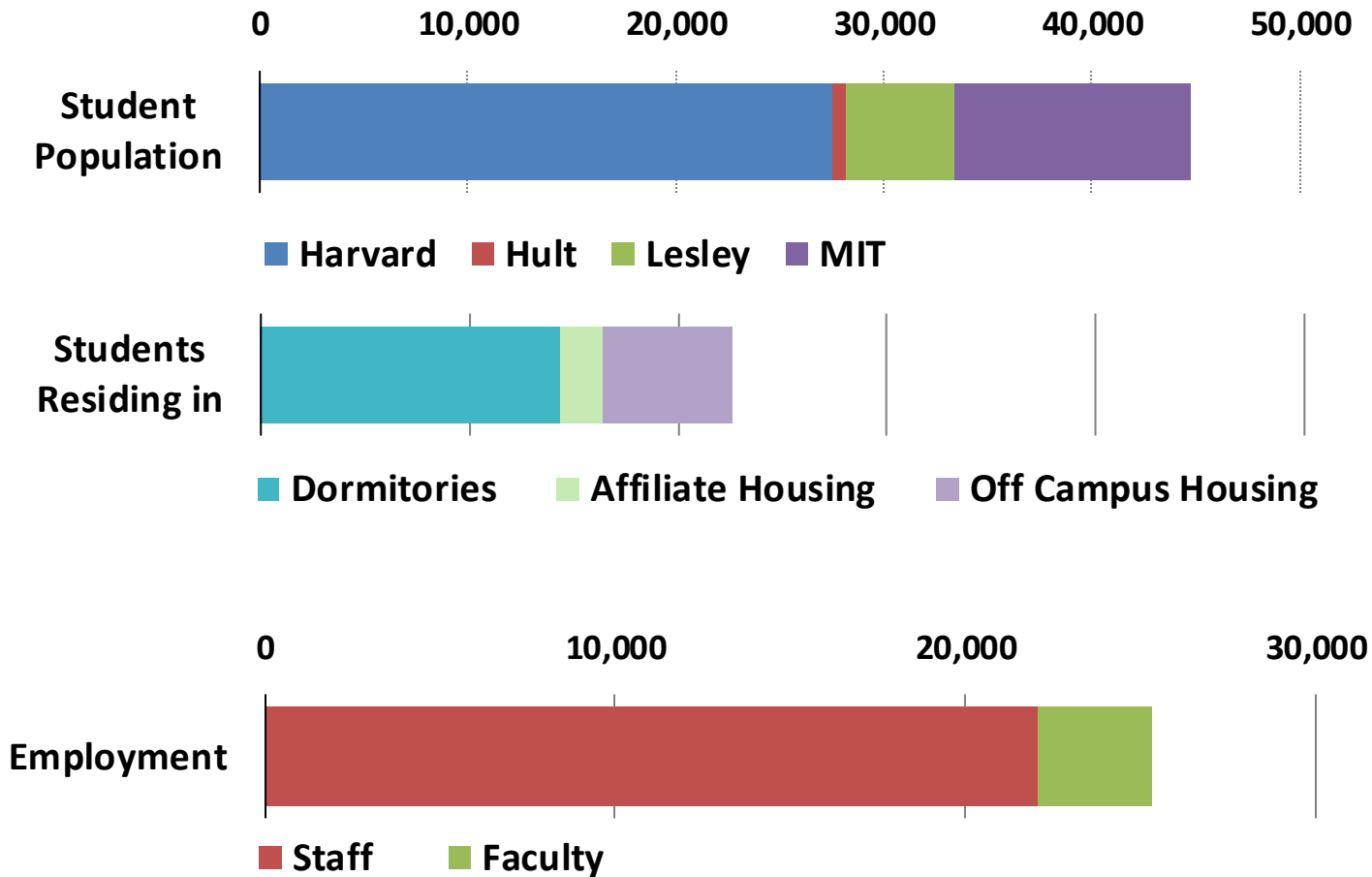
# Language Spoken at Home

Population 5 and Older

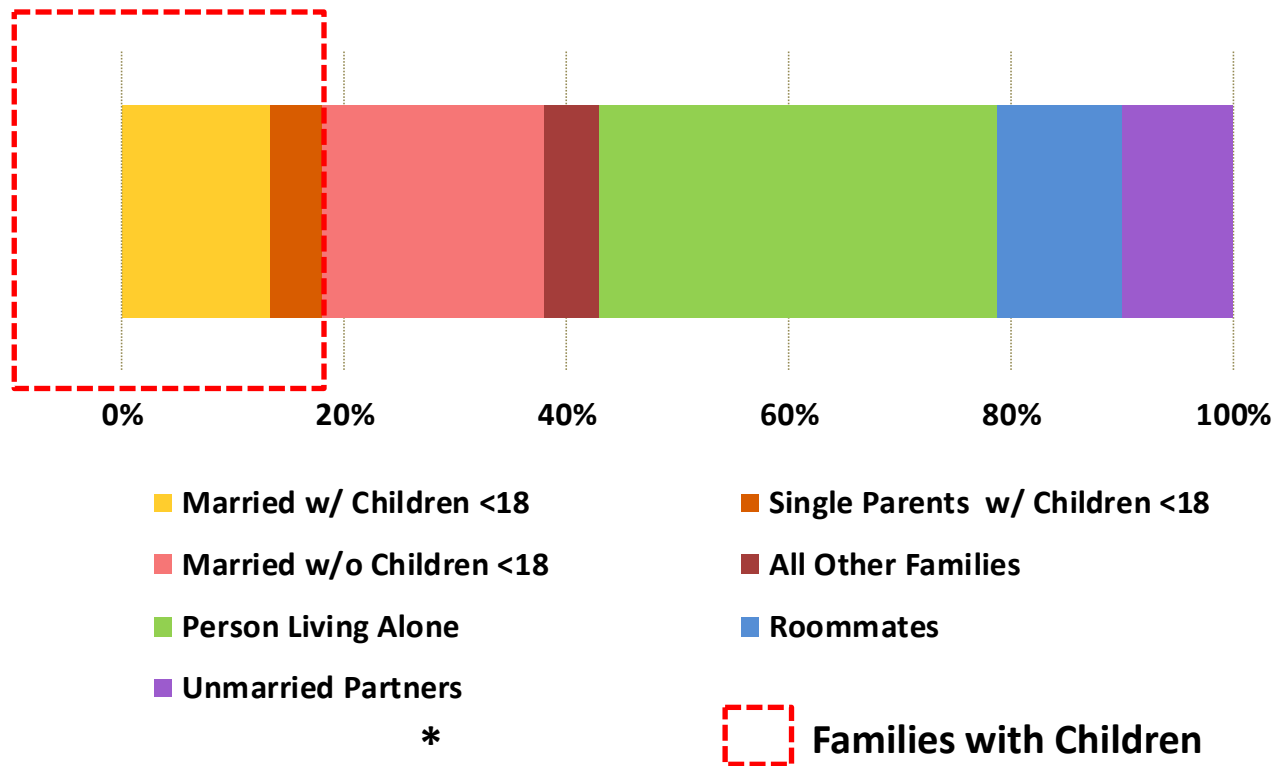


- Speak Only English at Home
- Other Language, Speak English Very Well
- Other Language, Speak English less than Very Well

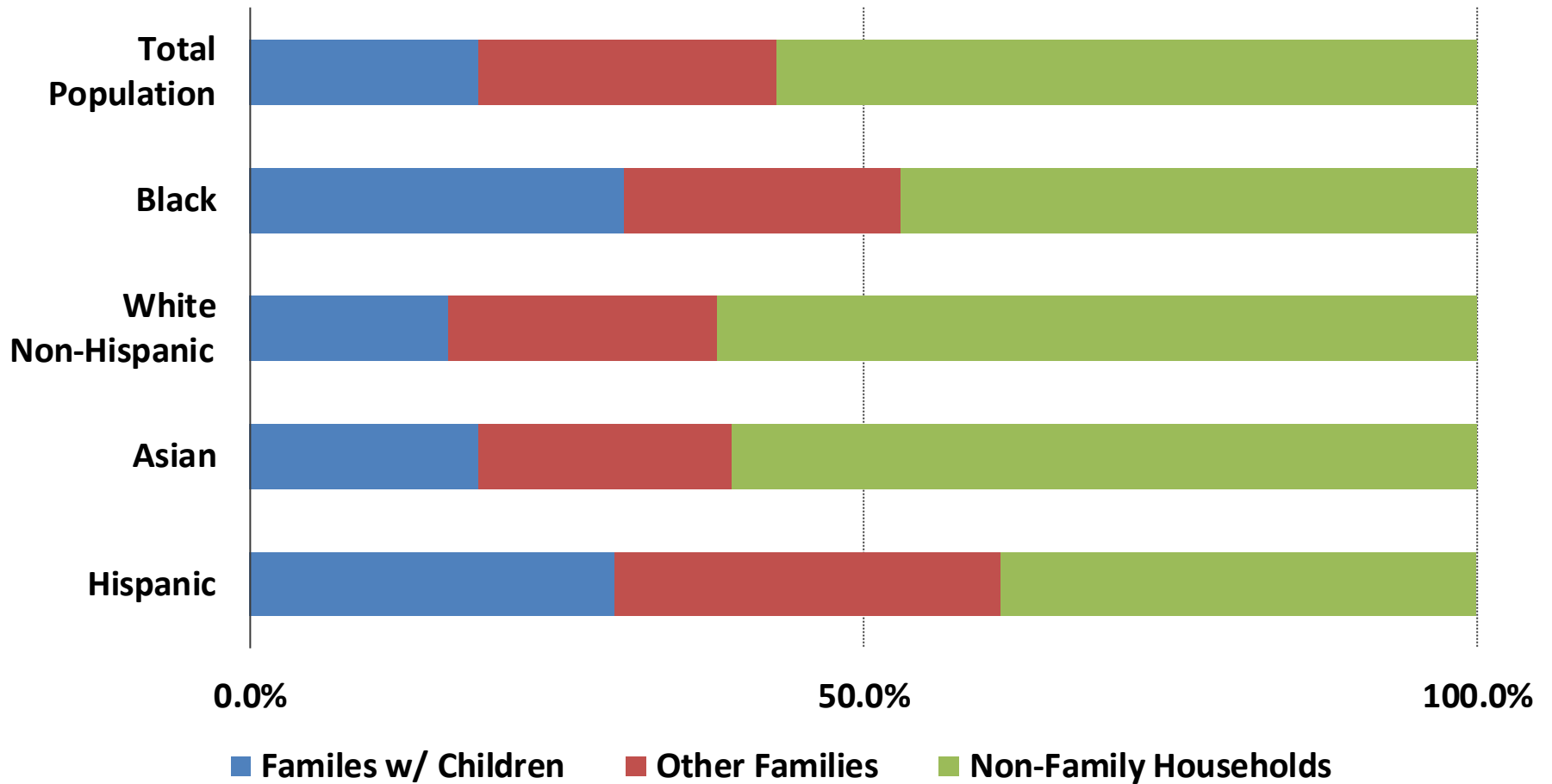
# Higher Education Enrollment & Employment



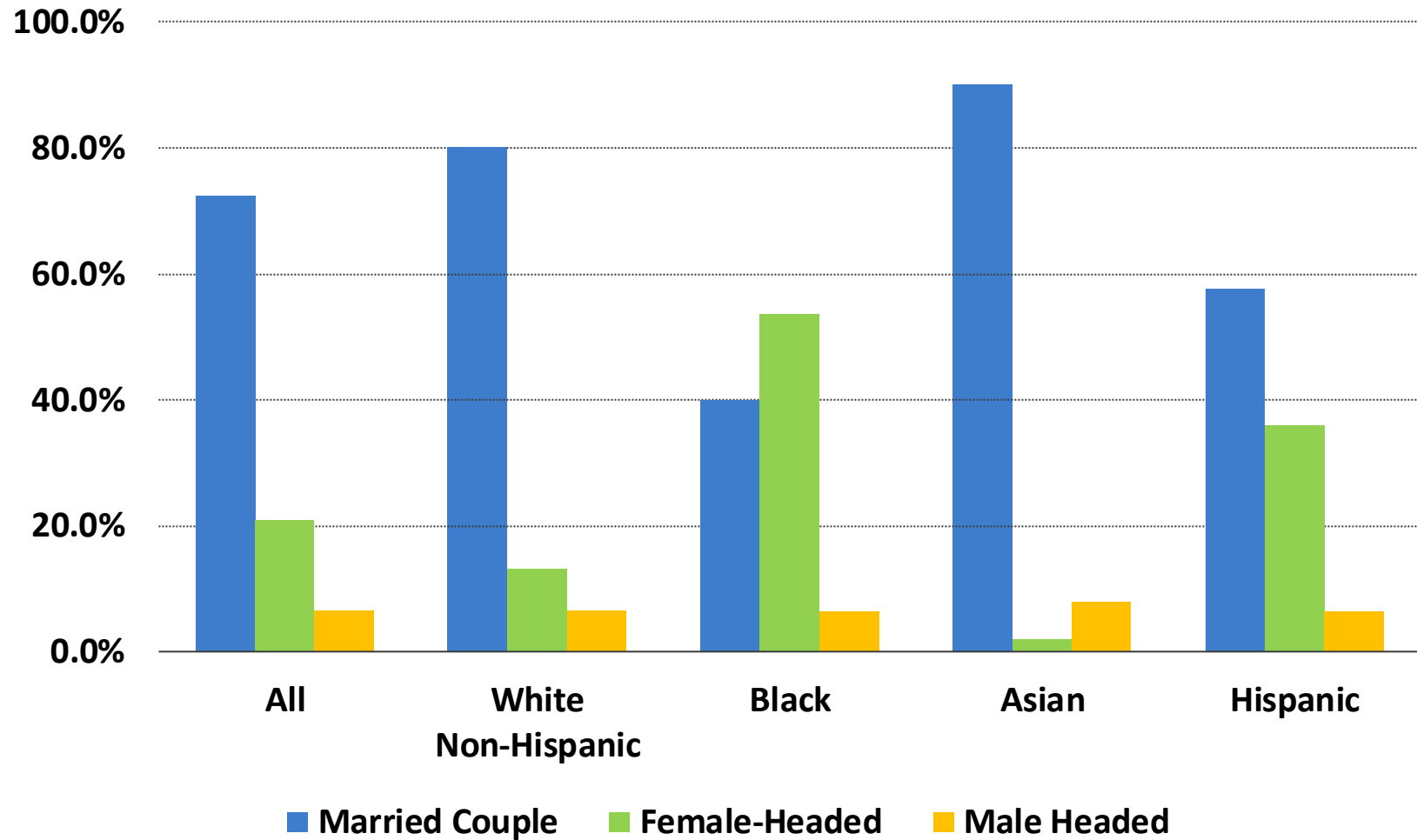
# Household & Family Types



# Householder Comparison



# Families with Children



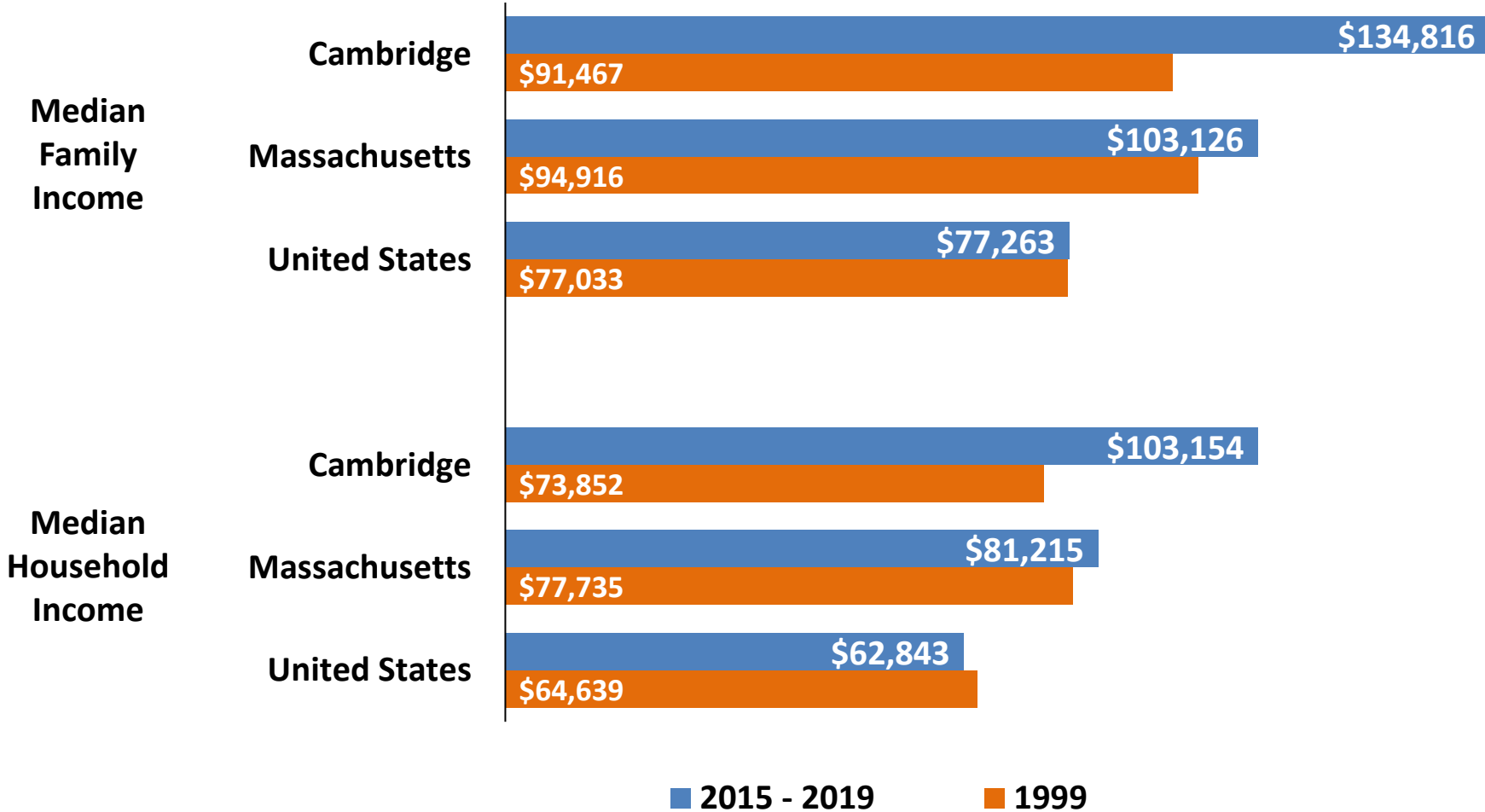


# **Income, Employment and Business Community**





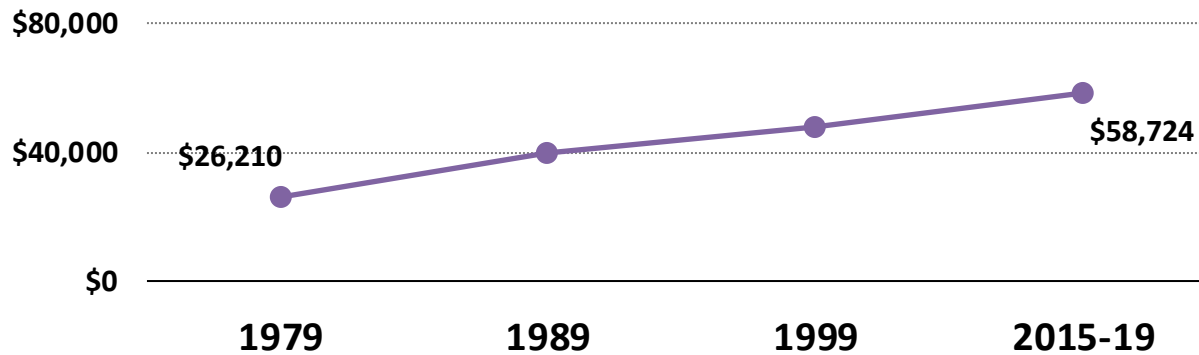
# Median Income



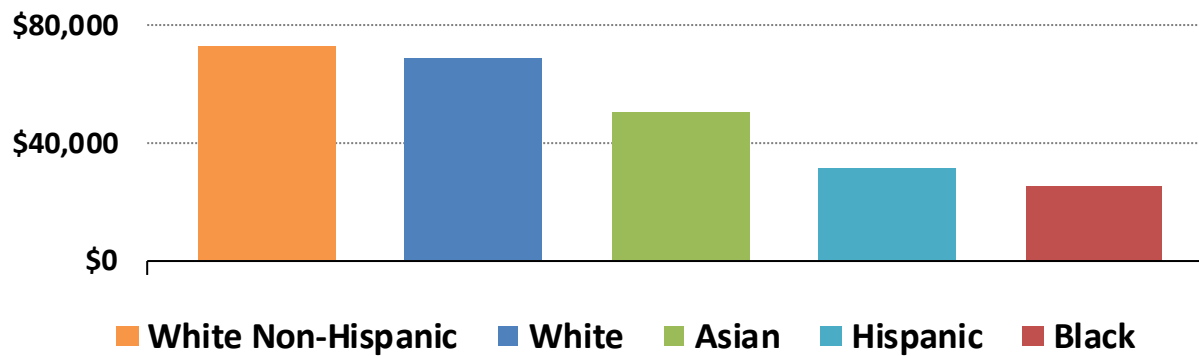
Sources: U. S. Census Bureau, Decennial Census, 2000; American Community Survey, 2015 – 2019; Bureau of Labor Statistics, R-CPI-U-RS, 1977 - 2020.

# Per Capita Income

## Inflation Adjusted Change over Time



## By Race & Hispanic Origin

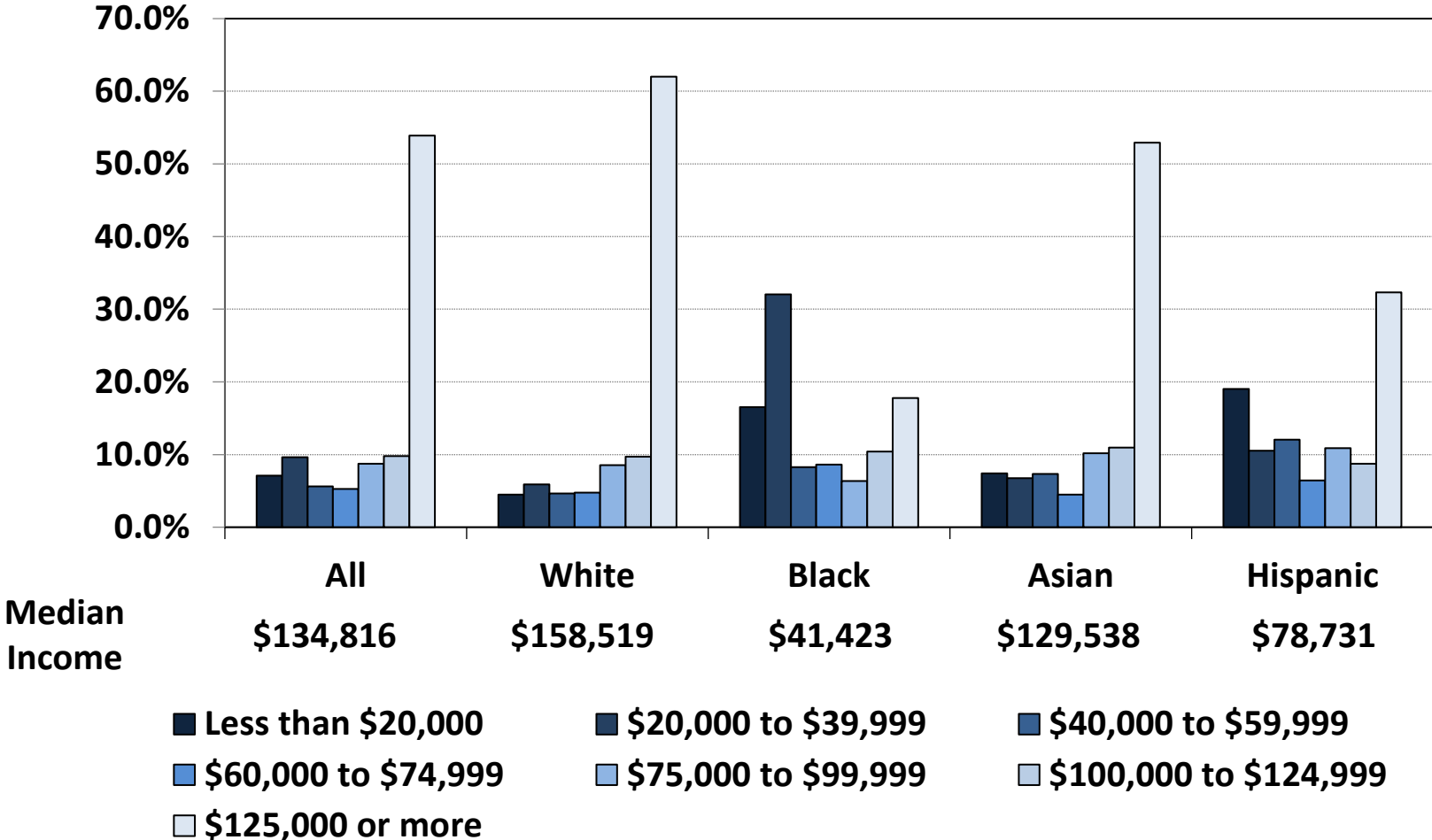


# Household Income Quintiles

Quintile	Proportion of Households	Upper Income Limit	Mean Income	Share of Income
Lowest	20%	\$32,319	\$15,012	2%
Second	20%	\$79,271	\$56,497	8%
Middle	20%	\$128,229	\$103,173	15%
Fourth	20%	\$205,948	\$162,780	23%
Upper	20%	--	\$362,494	52%
Top 5%	5%	250000+ Lower Limit	\$628,790	22%



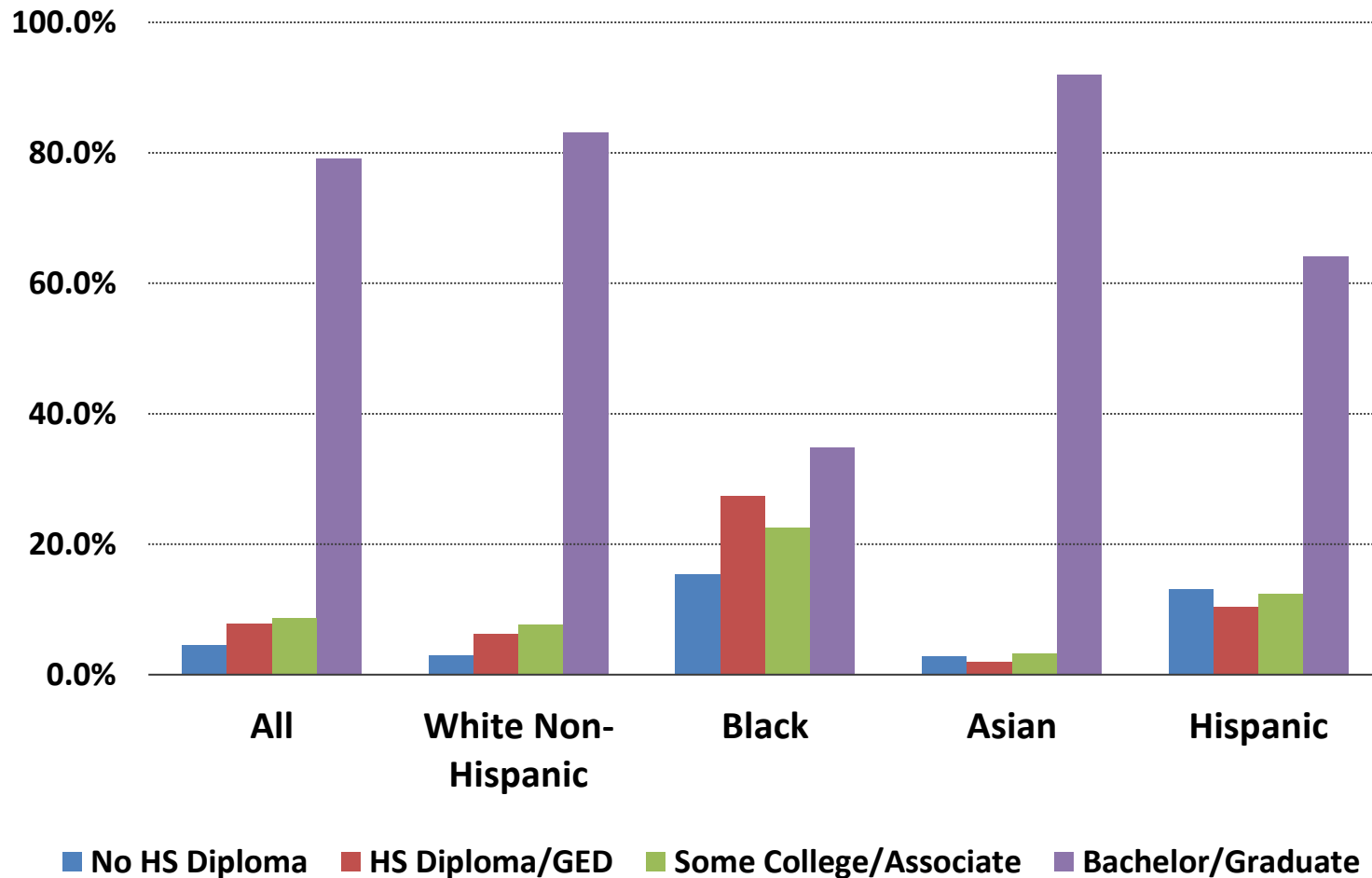
# Family Income by Race



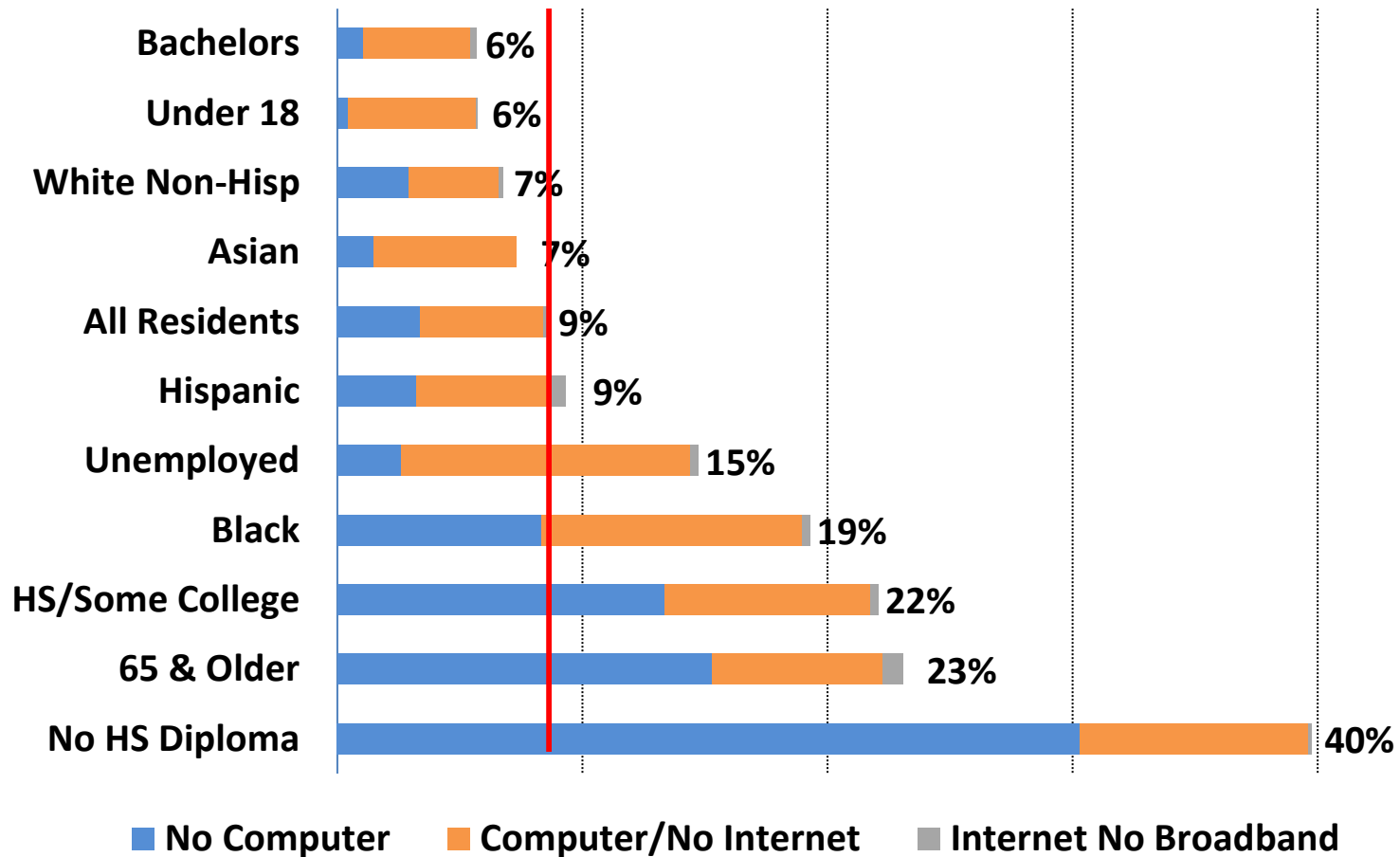
Source: U. S. Census Bureau, American Community Survey, 2015 – 2019.

# Educational Attainment

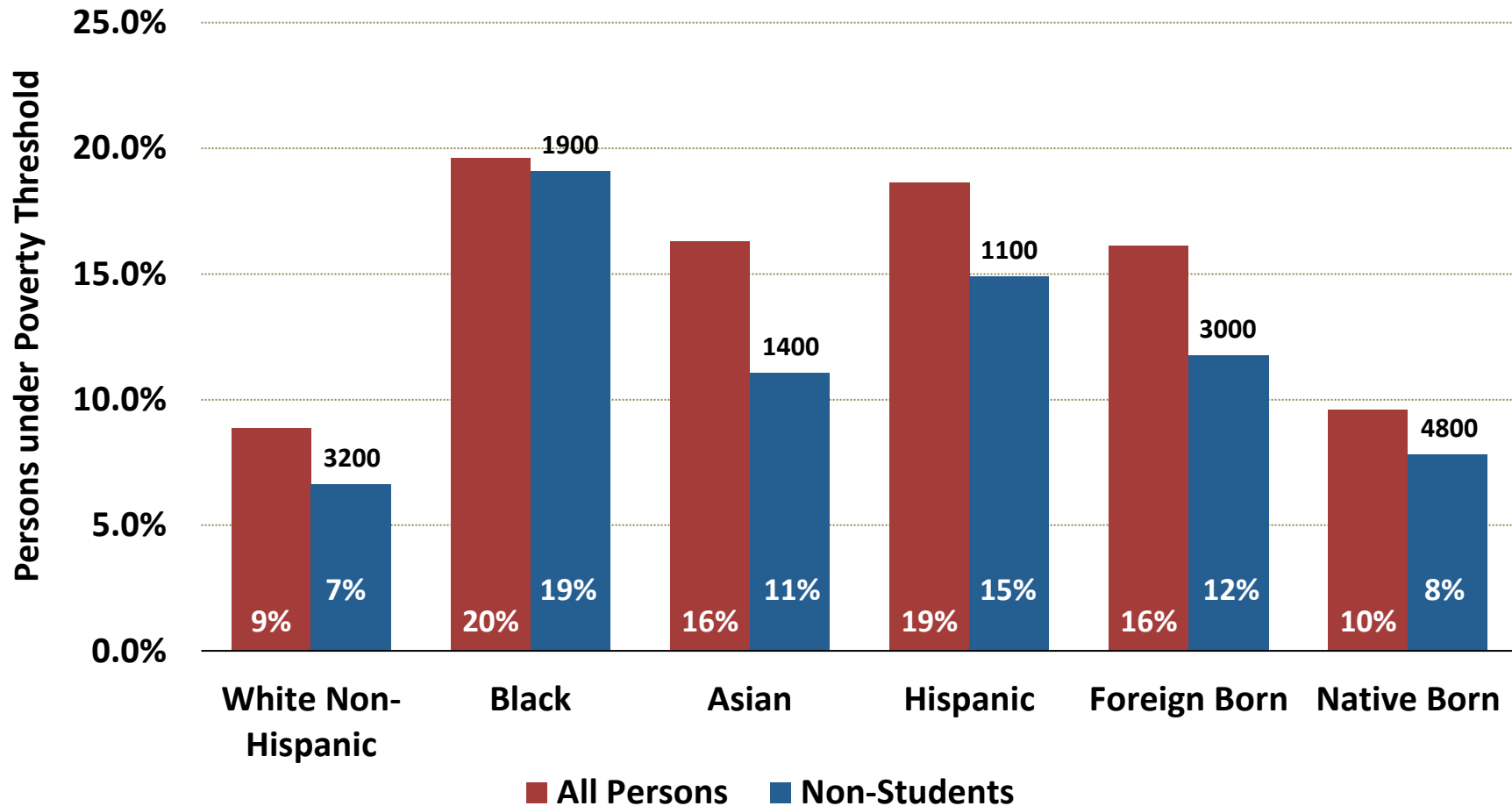
Persons 25 and Older



# Computer and Internet Access: Race/Ethnicity, Education & Unemployed

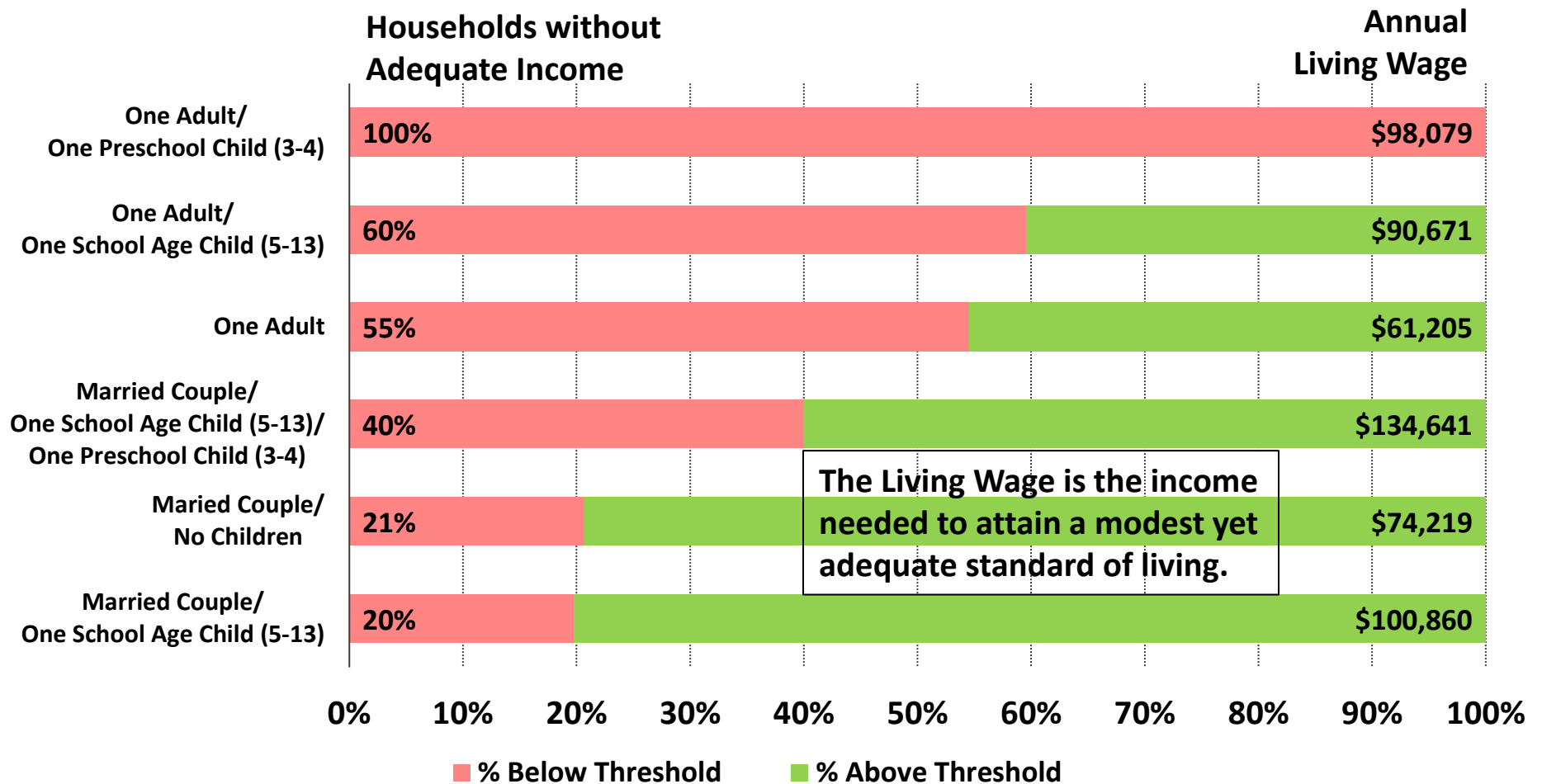


# Poverty, Race & Student Status



Figures indicate the number of non-students residing in households with income under the poverty threshold.

# Households and Living Wage



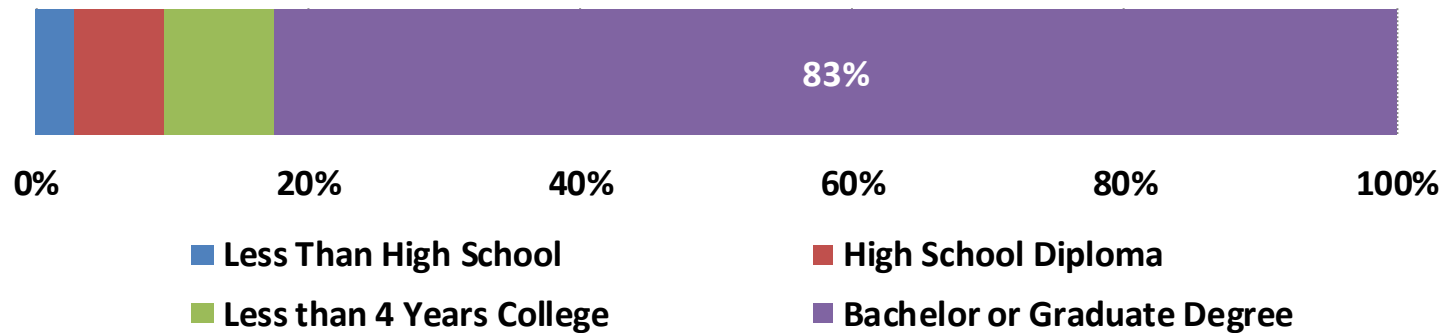
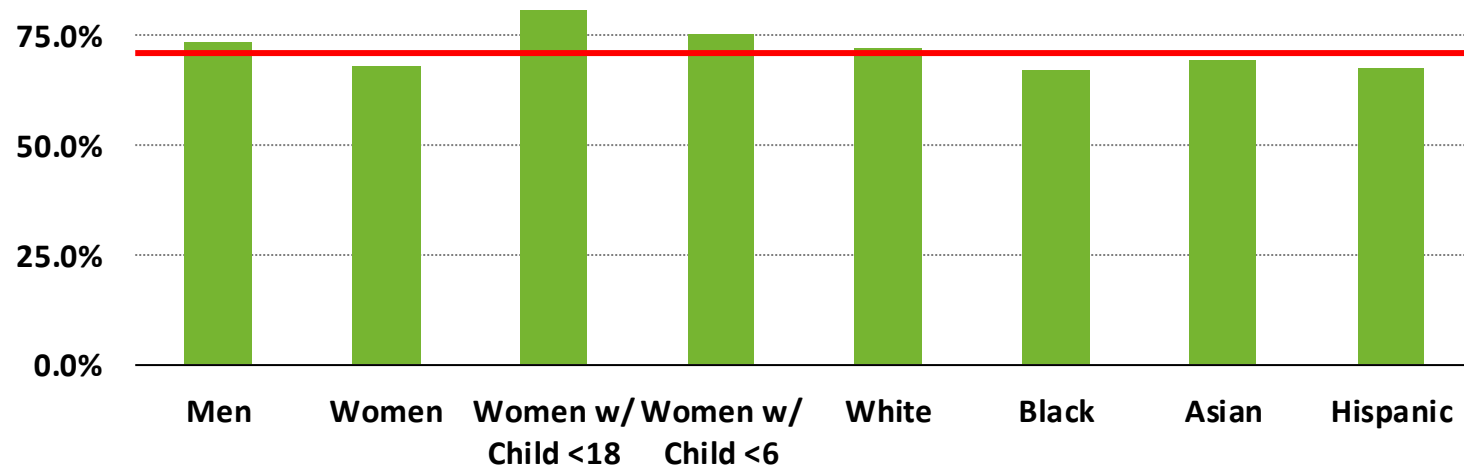
**Note:** Proportions for two parent families are for married couple households; unmarried couples are excluded.

Sources: Economic Policy Institute, Family Budget Calculator, May 2021; Community Development Department, Median Rents, May 2021; Childcare Aware, Massachusetts 2020 Fact Sheet; IPUMS USA, University of Minnesota, <http://usa.ipums.org/usa/index.shtml>, 2015 – 2019 5-Year ACS.



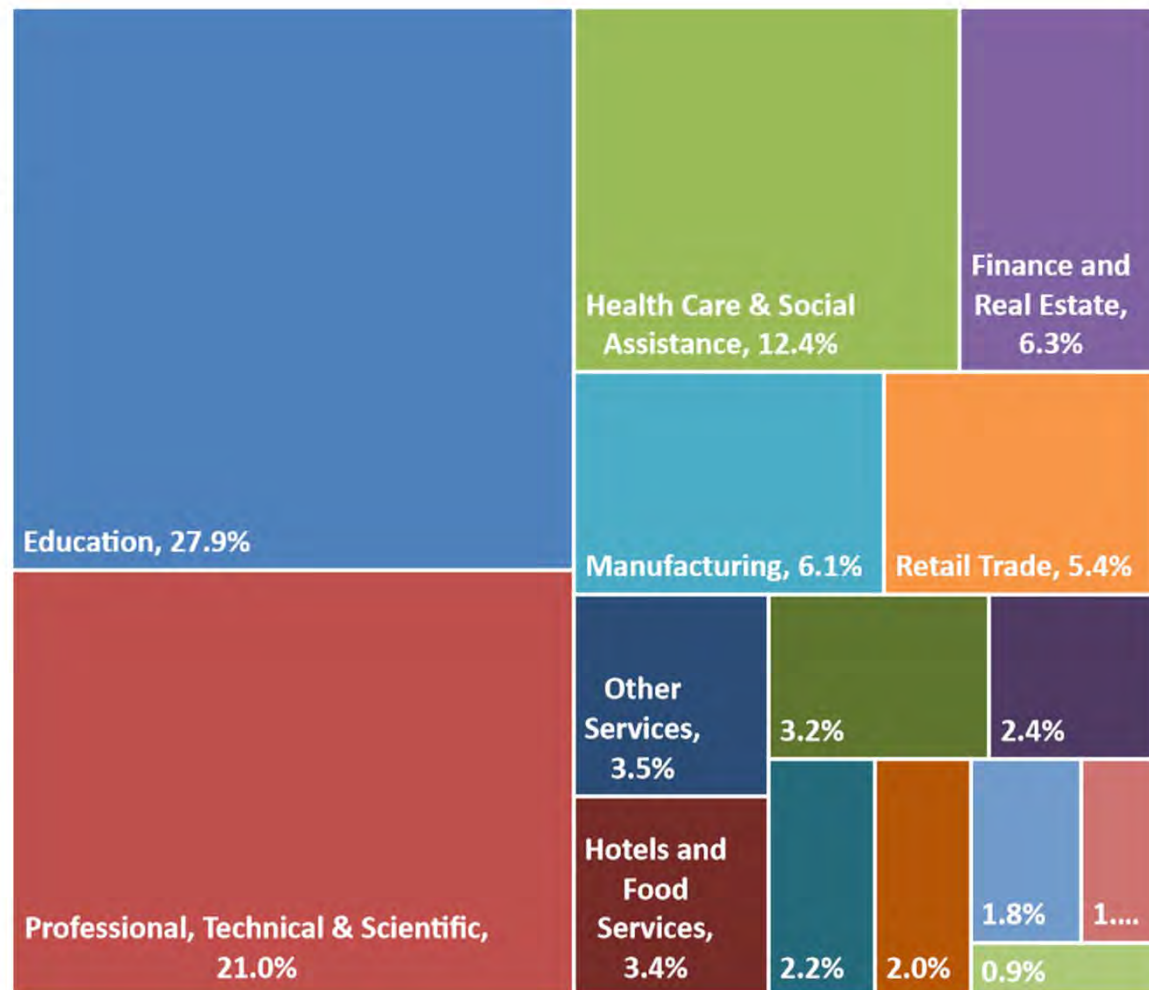
# Resident Employment

Overall Labor Force Participation Rate: 70.6%

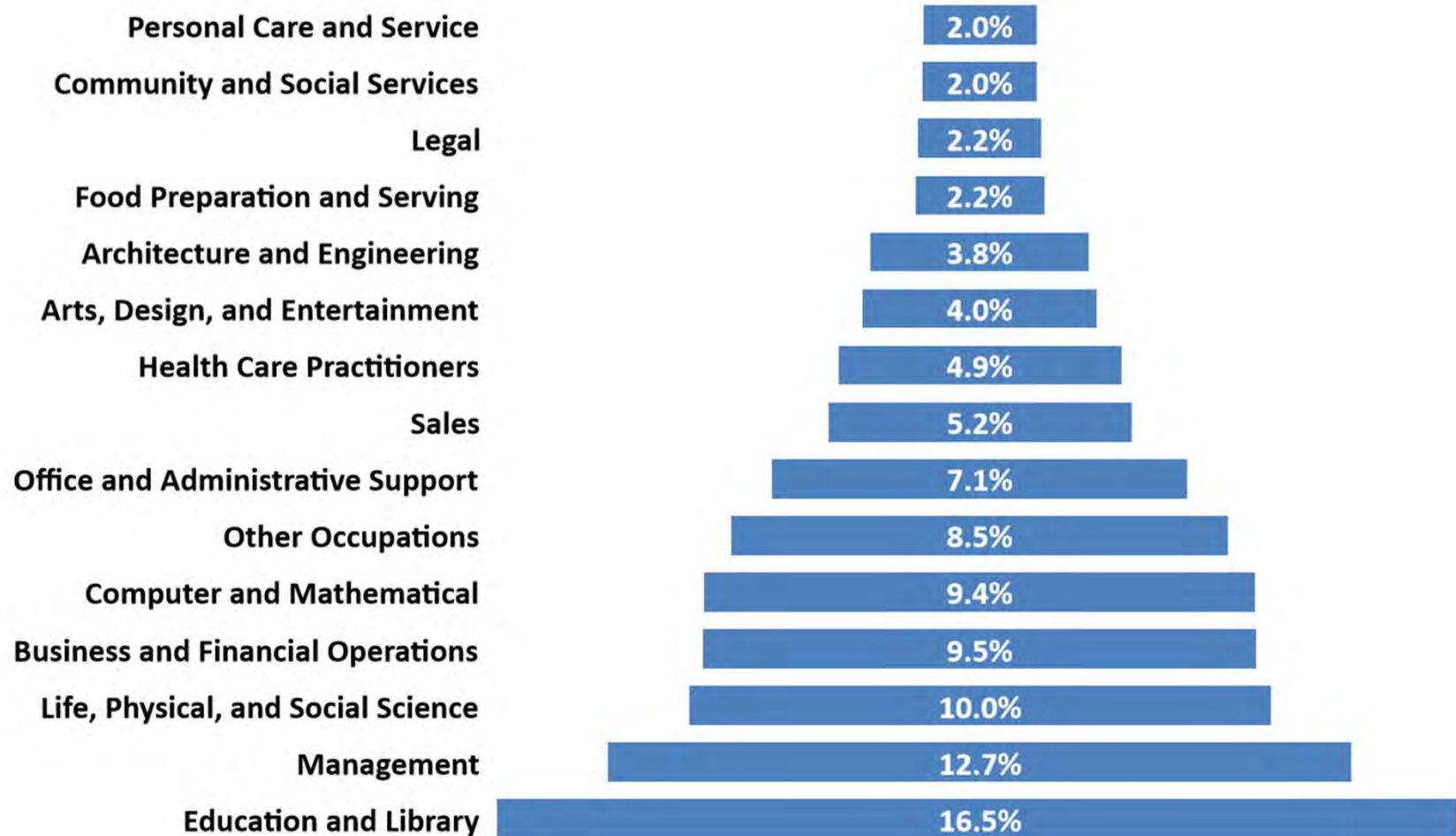


# Resident Employment by Industry

- Education
- Professional, Technical & Scientific
- Health Care & Social Assistance
- Finance and Real Estate
- Manufacturing
- Retail Trade
- Other Services
- Hotels and Food Services
- Information
- Administration and Waste Mgmt.
- Public Administration
- Arts & Entertainment
- Transportation and Warehousing
- Construction
- Wholesale Trade



# Resident Employment by Occupation



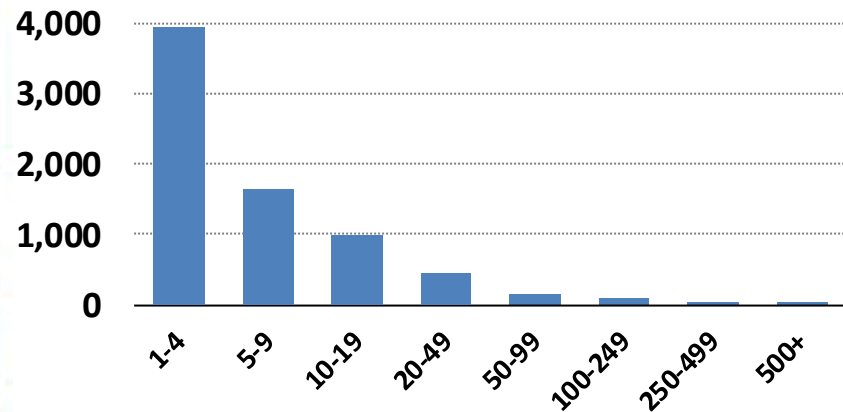
# Business Community

## Private Sector

By Establishments



Businesses by Employees



By Payroll

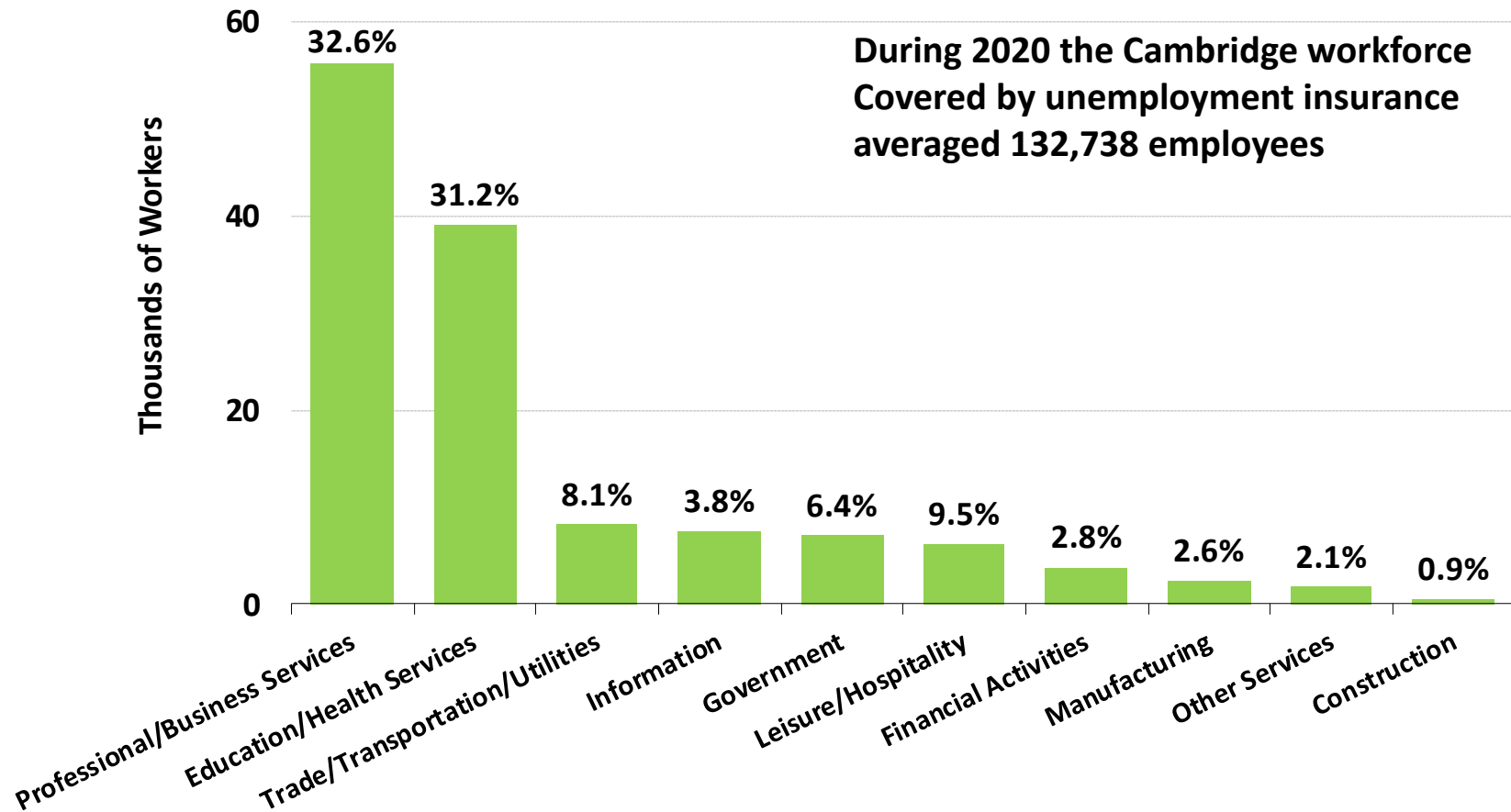


Approximately 5,000 self employed workers

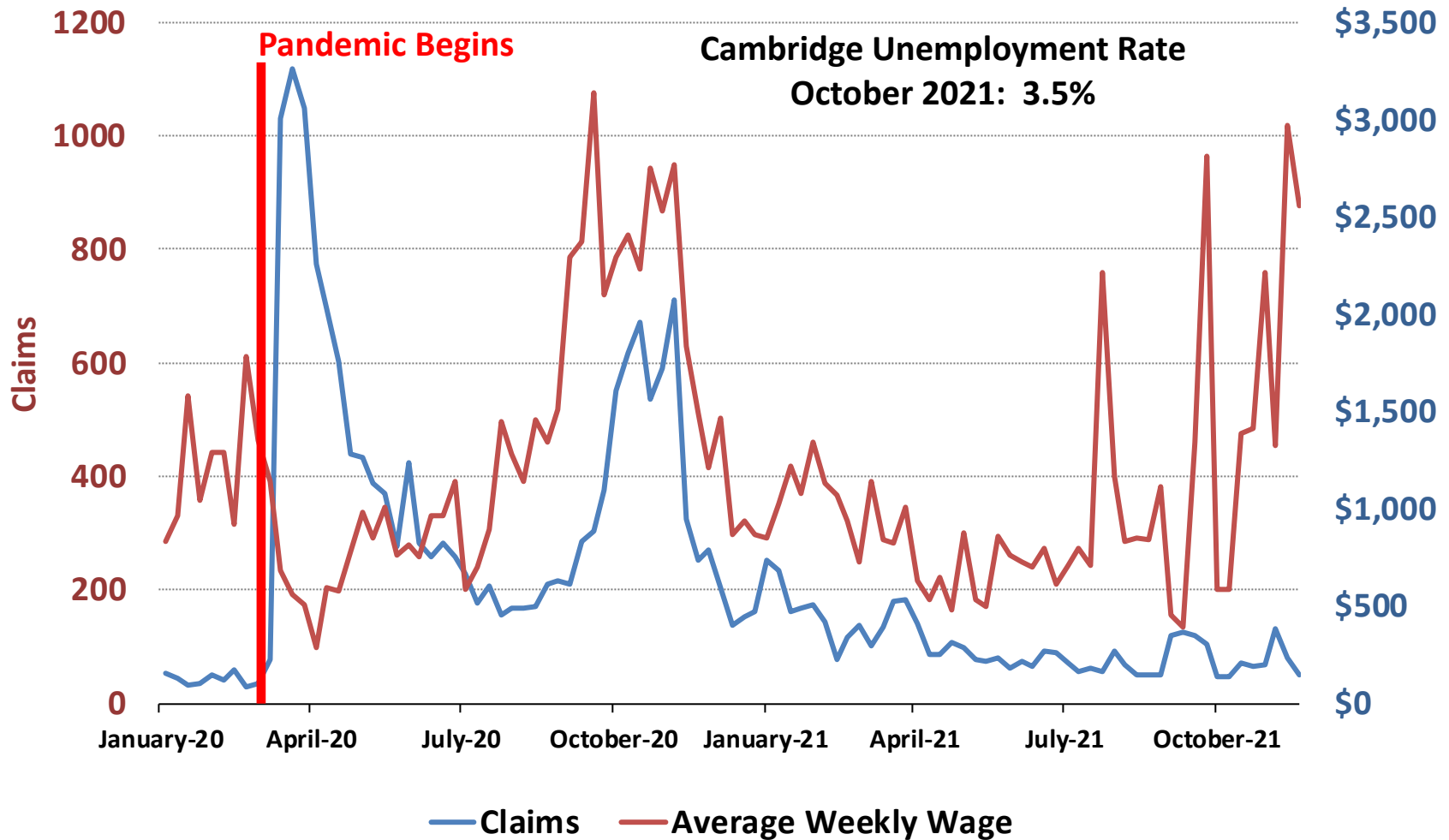
- 1,500 in incorporated business
- 3,500 in unincorporated business
- Industries for self-employed include:
  - 1,900 professional services
  - 1,000 education & health care
  - 500 arts, entertainment & food
  - 400 finance & real estate
  - 200 retail trade

# Major Industries by Employment

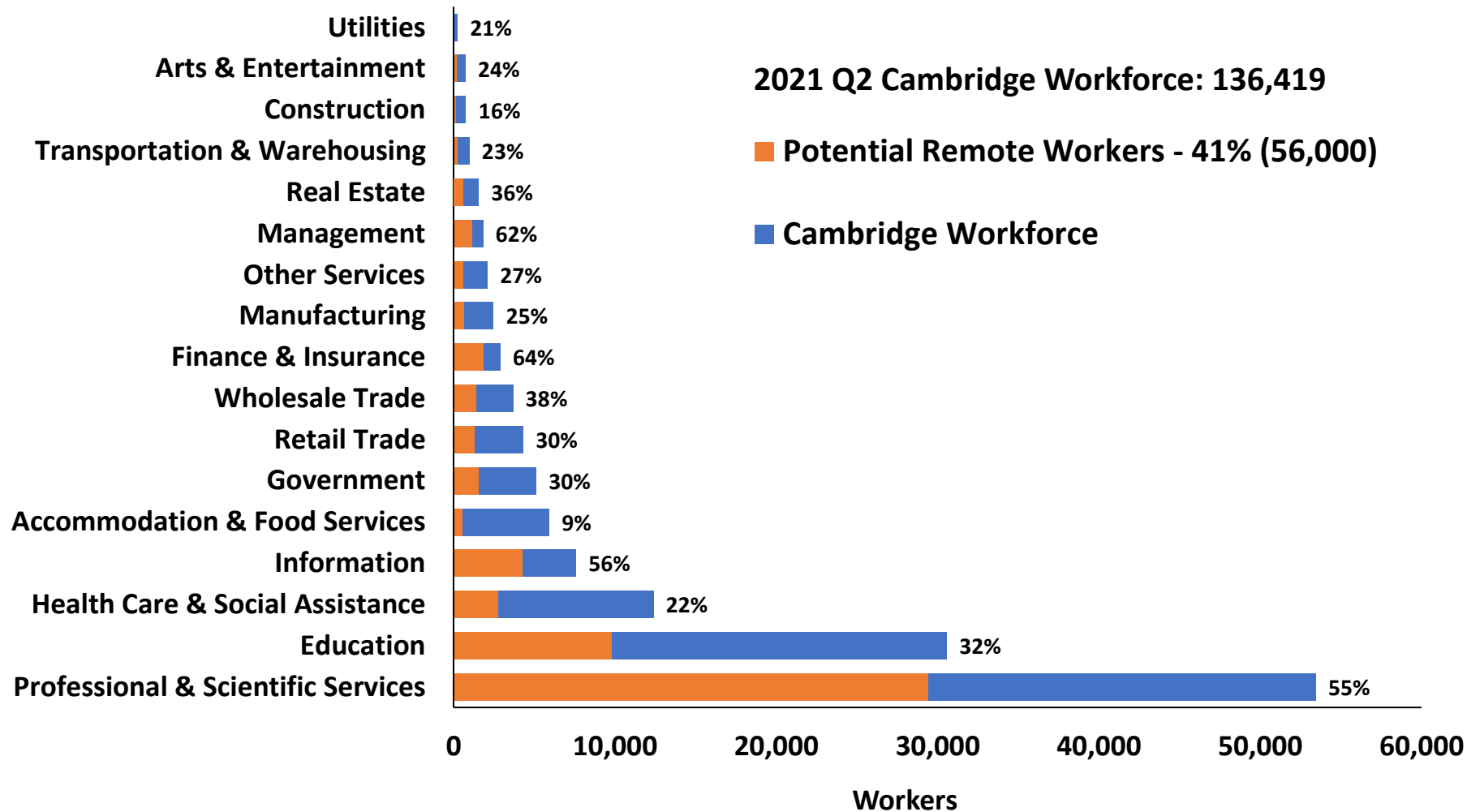
Private, Non-Profit and Public Sectors



# New Resident Unemployment Claims

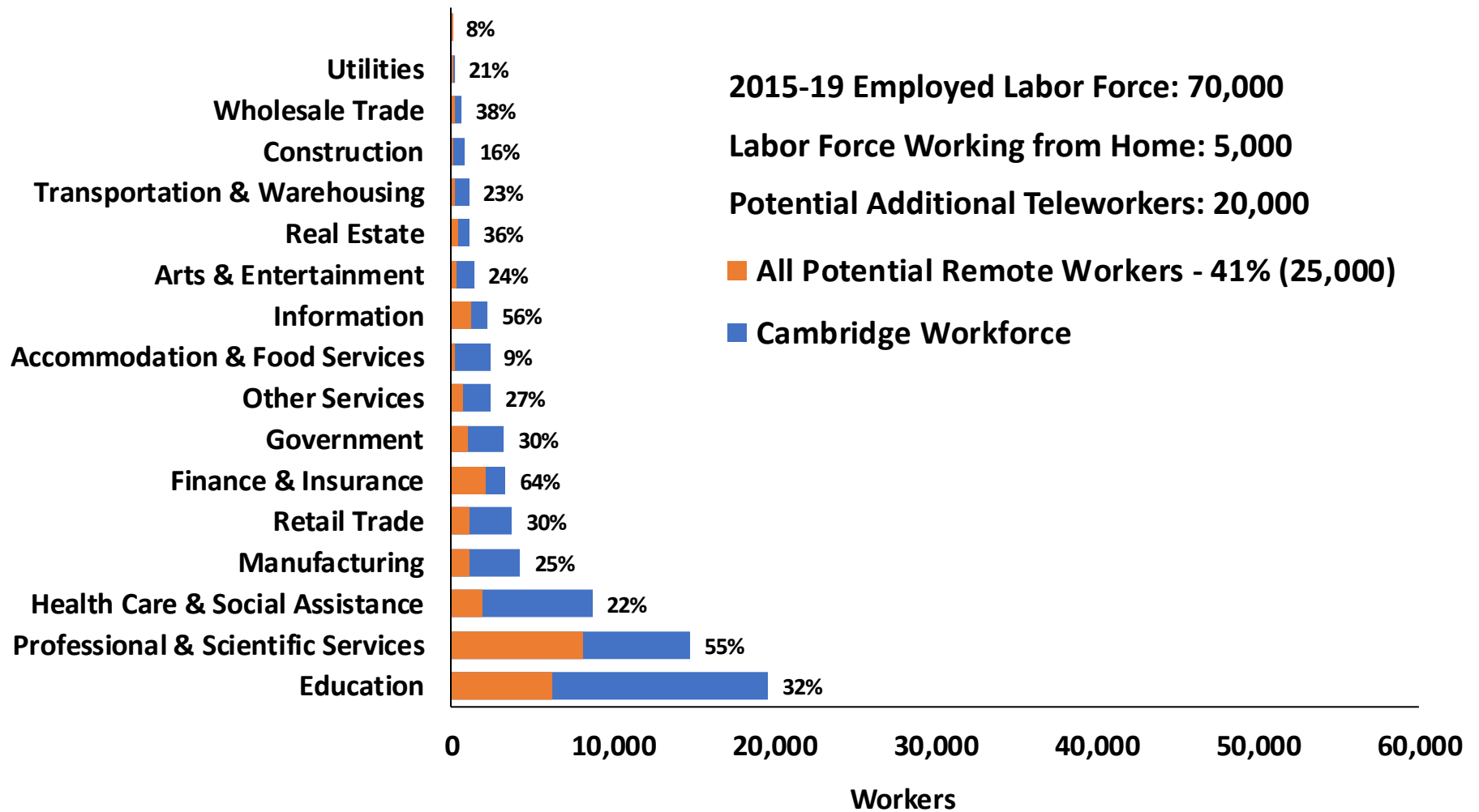


# Estimated Impact of Telework on Workforce



Sources: MA Executive Office of Labor and Workforce Development, 2021; Preparing for the Future of Work in the Commonwealth, 2021; Cambridge Community Development Department, 2021.

# Estimated Impact of Telework on Labor Force



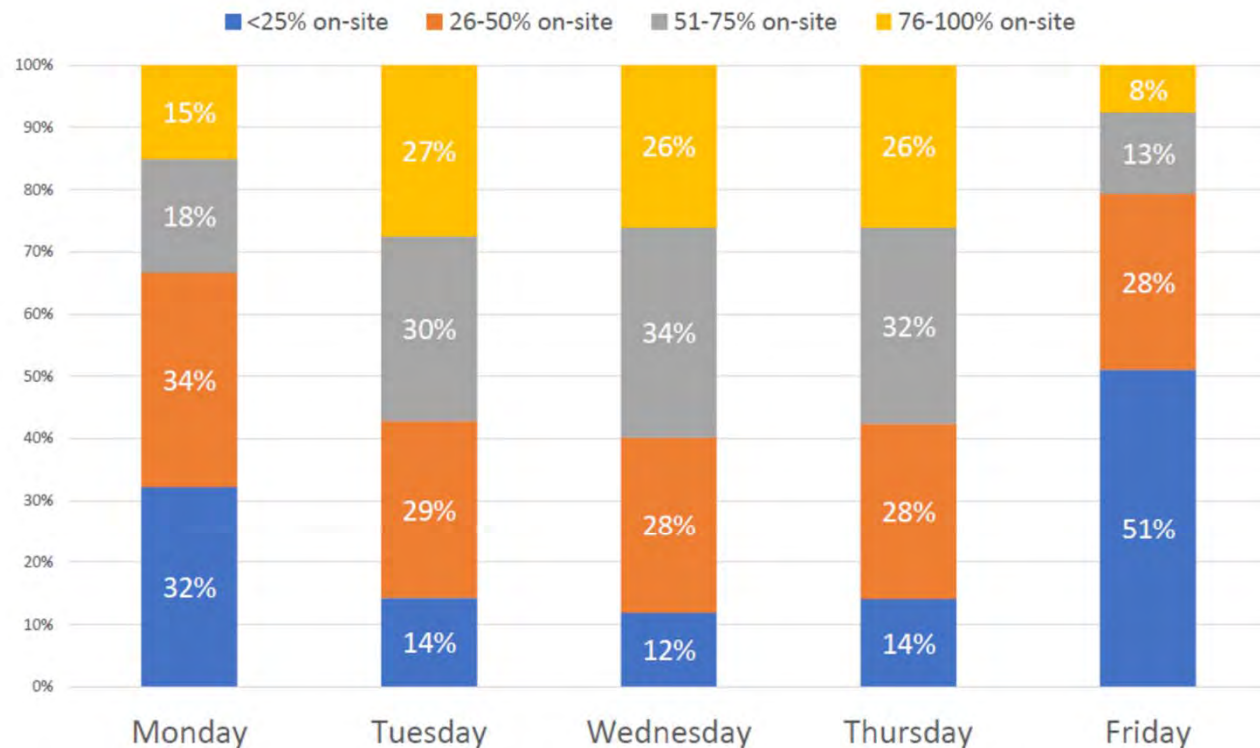


# Telework Expectations

## Companies Project Return to On-Site Work (by Day of the Week)

11

- The majority of companies (51%) anticipate that Friday will have the largest percent of employees working remotely.
- The majority of companies are projecting that Tuesday, Wednesday, and Thursday will have the most on-site activity with over 50% of companies expecting 51-100% of their employees returning to the office.

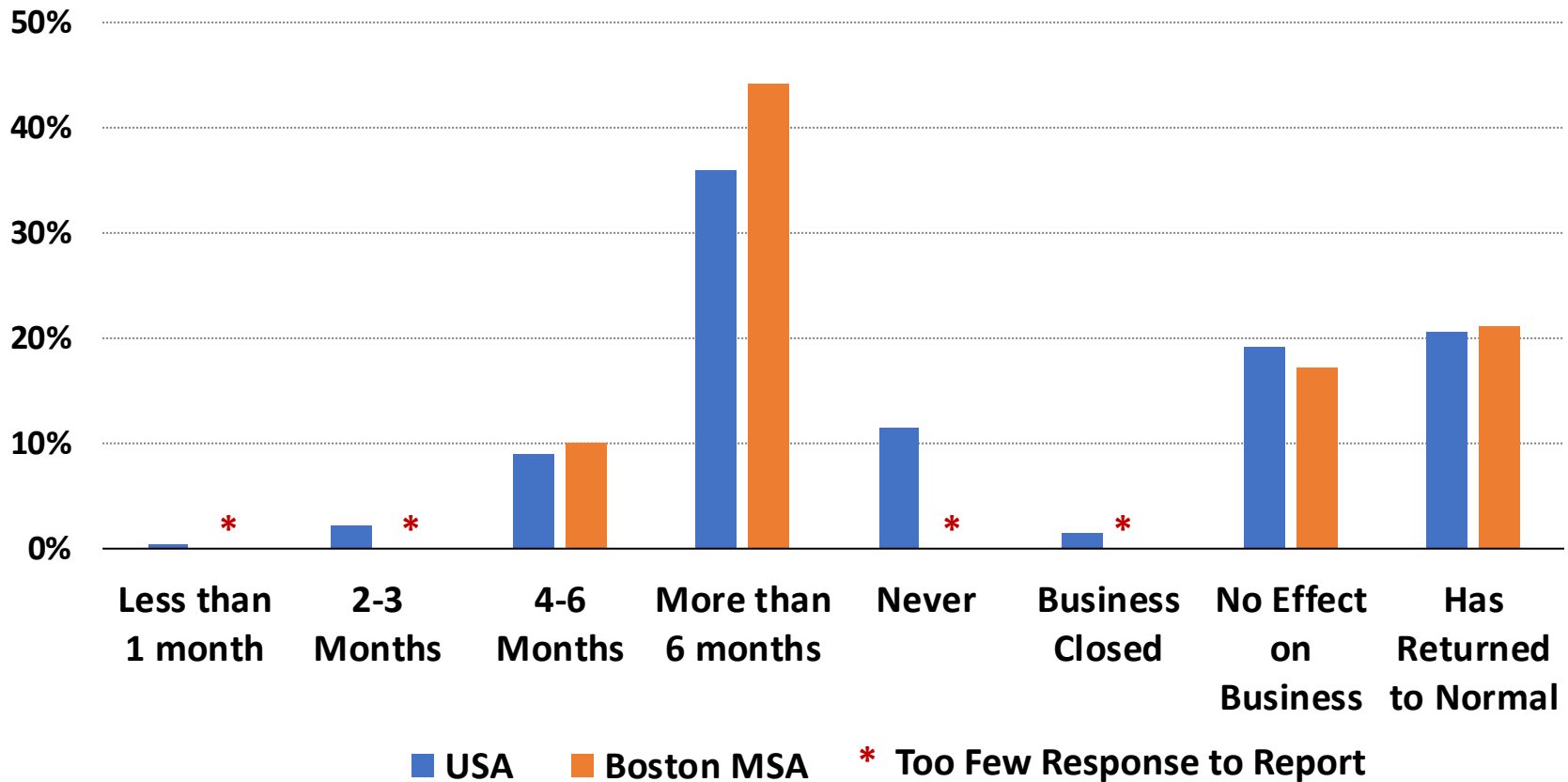


Based on companies' estimation of the percentage (range) of employees on-site



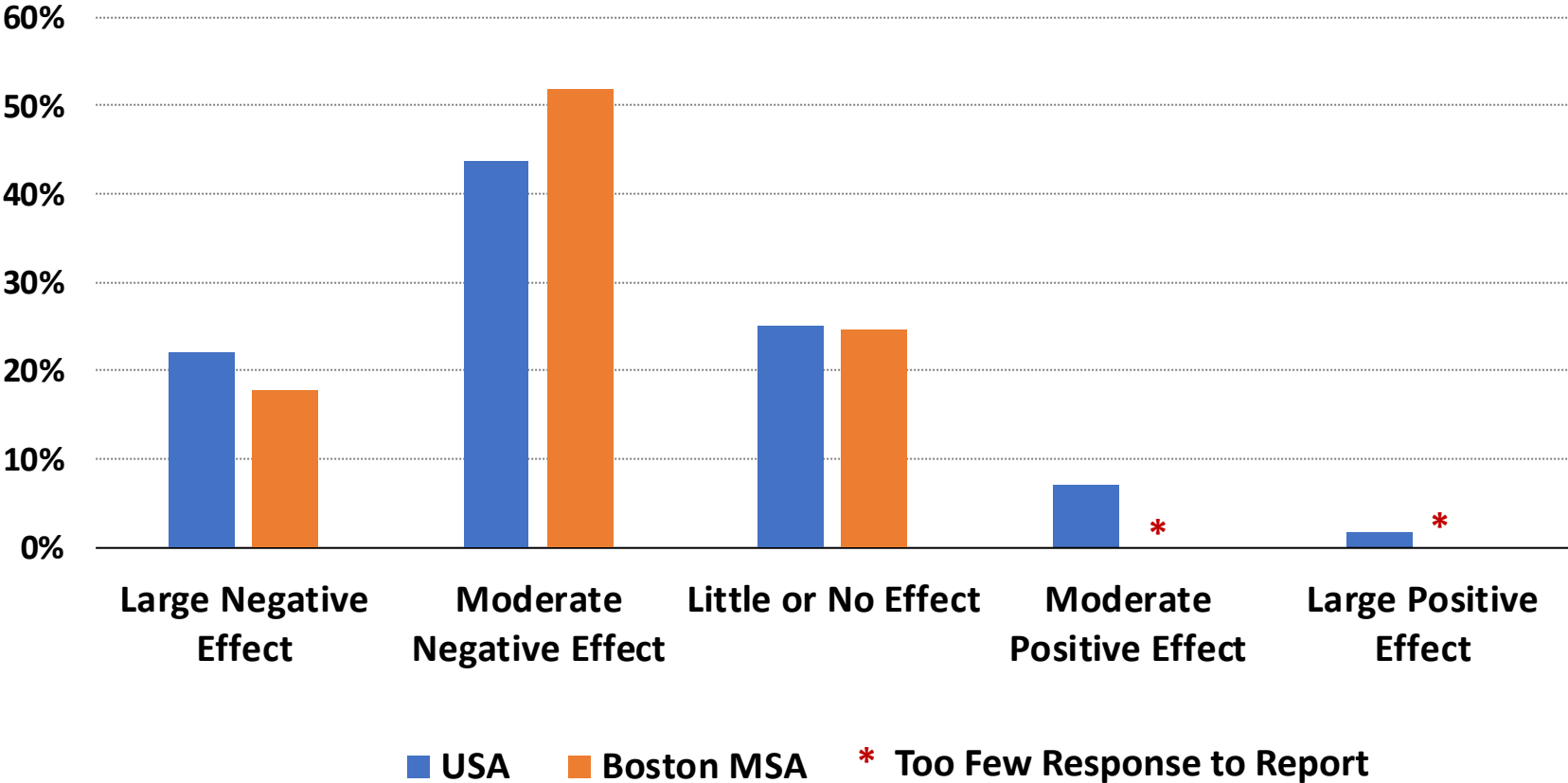
# Census Small Business Pulse Survey

## How Long until Business Returns to Pre-Pandemic Normal?



# Census Small Business Pulse Survey

Overall, How Has This Business Been Affected by the Pandemic?



Sources: small Business Pulse Survey, <https://portal.census.gov/pulse/data/>, downloaded December 3, 2021.

# Census Small Business Pulse Survey

In the Next 6 Months, Do You Think Ths Business Will Need to Do Any of the Following?

