

MARKET PROFILE: KENDALL SQUARE CAMBRIDGE, MA 2021

Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	8,866	35,376
Ages 0-14	13%	9%
Ages 15-24	20%	21%
Ages 25-34	29%	30%
Ages 35-44	14%	13%
Ages 45-64	16%	16%
Ages 65+	8%	10%
Median Age	30.4	31.1

RACE

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	45%	53%
Black/African American	21%	15%
Asian	24%	22%
Other	5%	5%
Two + Races	6%	6%

HOUSEHOLD INCOME

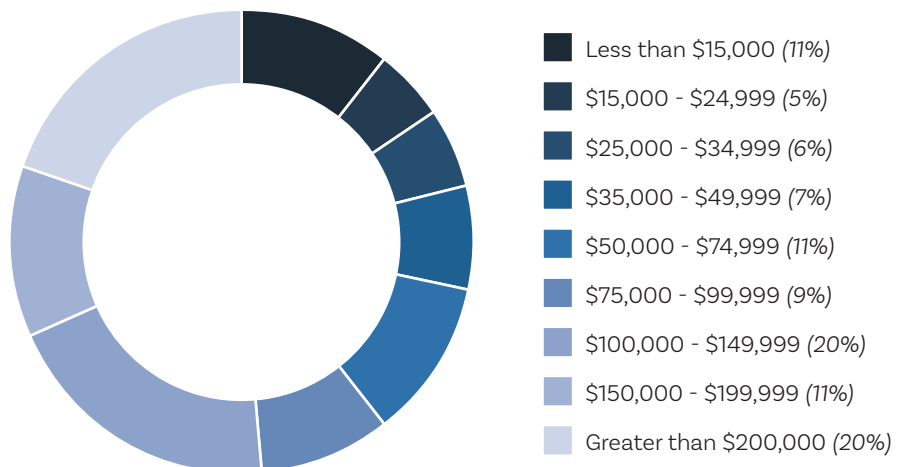
MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$101,985	\$102,663

HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	3,564	14,687
1 Person	33%	38%
2 Person	35%	35%
3+ Person	32%	27%
Average HH Size	2.21	2.13



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	\$10,104,562	\$3,153,052	\$6,951,510	
Office, Supply, and Gift Stores	\$1,726,252	-	\$1,726,252	
Food and Drink Establishments	\$15,438,454	\$53,991,813		\$38,553,359
General Merchandise Stores	\$16,545,310	\$559,067	\$15,986,243	
Sporting Goods, Book, and Hobby Stores	\$5,290,115	\$14,440,982		\$9,150,867
Health and Personal Care Stores	\$8,022,719	\$37,273,151		\$29,250,432

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	36,042	66,041
Employee/Residential Population Ratio (employees per 100 residents)	407 : 100	187 : 100
MIT Student Population	11,455 (2020)	



TRANSIT INFORMATION (2019)

KENDALL SQUARE	RED LINE WEEKDAY AM PEAK	RED LINE WEEKDAY PM PEAK
Average On	920	4,204
Average Off	3,702	1,749

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 and Molly Akin.

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