

MARKET PROFILE: LOWER MASS AVE. CAMBRIDGE, MA 2021



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	11,792	41,526
Ages 0-14	6%	7%
Ages 15-24	26%	27%
Ages 25-34	27%	30%
Ages 35-44	13%	11%
Ages 45-64	15%	16%
Ages 65+	13%	9%
Median Age	31.4	31.6

RACE

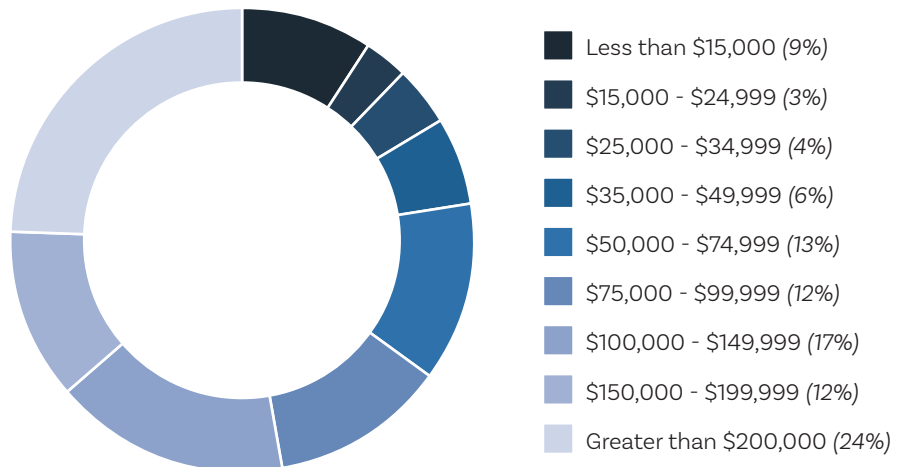
TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	70%	68%
Black/African American	5%	7%
Asian	19%	18%
Other	1%	2%
Two + Races	5%	5%



HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$105,778	\$116,774

2021 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	5,159	17,069
1 Person	46%	40%
2 Person	36%	37%
3+ Person	17%	23%
Average HH Size	1.75	1.97



MARKET PROFILE: LOWER MASS AVE. CAMBRIDGE, MA 2018



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	\$46,760,828	\$3,465,284	\$43,295,544	
Specialty Food Stores	\$2,067,918	\$1,148,250	\$919,668	
Clothing & Accessories	\$21,488,317	\$16,365,424	\$5,122,893	
Sporting Goods, Book, and Hobby Stores	\$11,120,569	\$14,002,628		\$2,882,059
Office, Supply, and Gift Stores	\$3,639,377	\$2,484,104	\$1,155,273	
Restaurants	\$30,064,985	\$28,676,642	\$1,388,343	

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	5,935	27,053
Employee/Residential Population Ratio (employees per 100 residents)	50 : 100	65 : 100



TRANSIT INFORMATION (2019)

77 BUS (HARVARD - PORTER)	WEEKDAY AM PEAK	WEEKDAY PM PEAK
Average On	4.97	8.51
Average Off	10.86	5.93

Description: Average on and off represents the average number of ons and offs during the timefields shown. Data represents the number of people getting on and off the 77 bus along the stops in between Harvard and Porter Square.

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.

