

# Brighton

## *Main Streets Profile*

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City of Boston  
Planning Department  
**RESEARCH DIVISION**

*City of Boston Planning Department*

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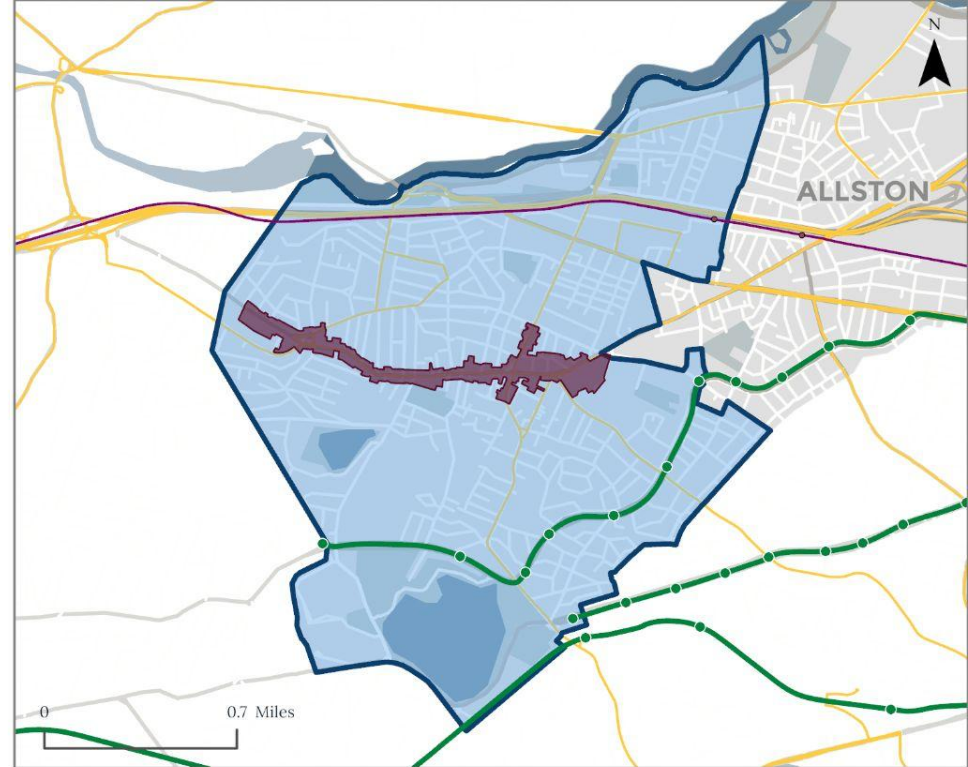
Intern

The following presentation is the work of the **City of Boston Planning Department Research Division**.

Use of our work **requires** the inclusion of the following citation: "City of Boston Planning Department Research Division Analysis."

## Brighton is made up of highly educated young adults and professionals, with a majority of residents renting and living in non-family households

- 27% are Foreign Born
- 47% are aged 18-29
- 73% of 25+ year olds have bachelor's degree or higher
- 43% of households earn >\$100,000
- 67% of households have vehicles
- 69% of households are non family-households
- 80% of housing are renter occupied



■ Brighton Main Street District  
■ Brighton Neighborhood Boundary  
**MBTA Routes**  
— Blue Line  
— Green Line  
— Orange Line  
— Red Line  
— Silver Line  
— MBTA Bus Routes  
— Commuter Rail

City of Boston

Source: City of Boston Planning Department Research Division Analysis.

**Half of parcels in Brighton Main Streets are residential, but there is some tax exempt land around Oak Square, and Brighton Center is mostly commercial and mixed use**

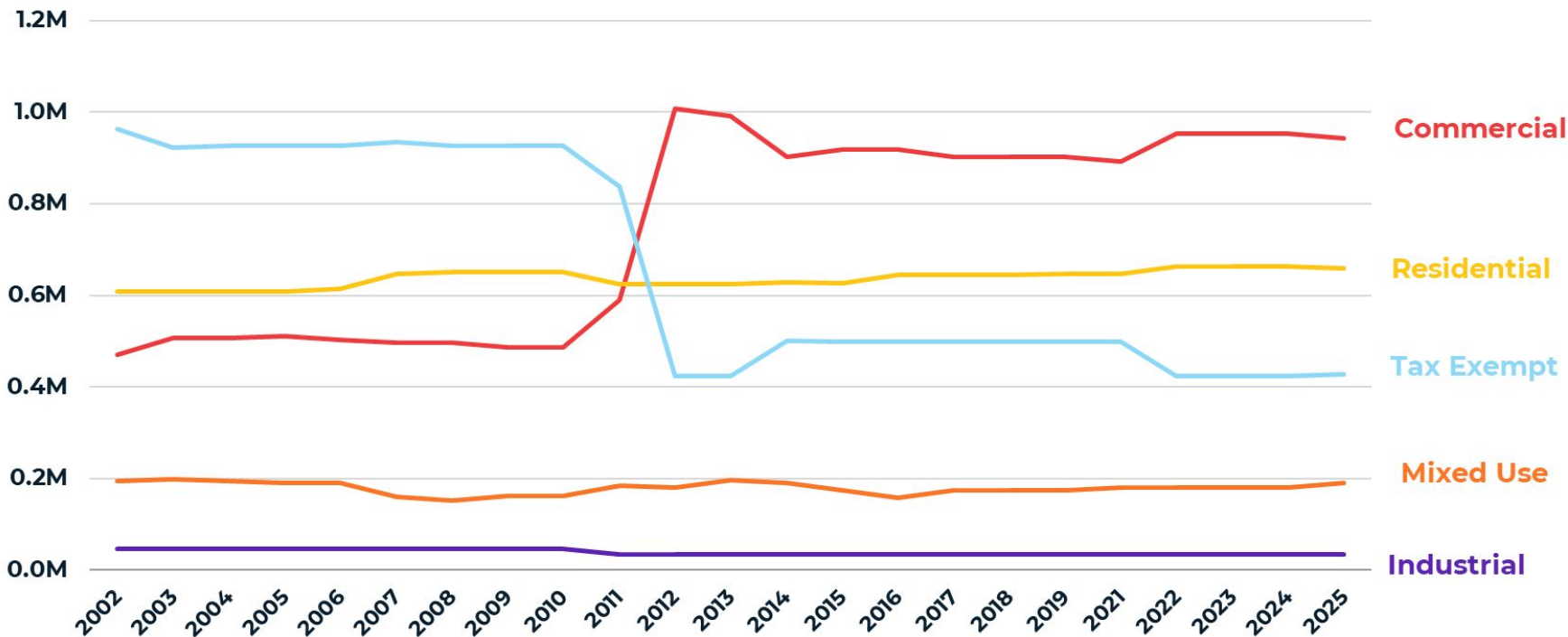
| LAND USE CATEGORY | # PARCELS | SHARE |
|-------------------|-----------|-------|
| Commercial        | 52        | 24.9% |
| Industrial        | 1         | 0.5%  |
| Mixed Use         | 31        | 14.8% |
| Residential       | 104       | 49.8% |
| Tax Exempt        | 21        | 10.0% |



Source: City of Boston Assessing Department FY 2025, City of Boston Planning Department Research Division Analysis.

# Tax exempt land use has fallen by half and commercial land use has risen by the same amount in the last 20 years

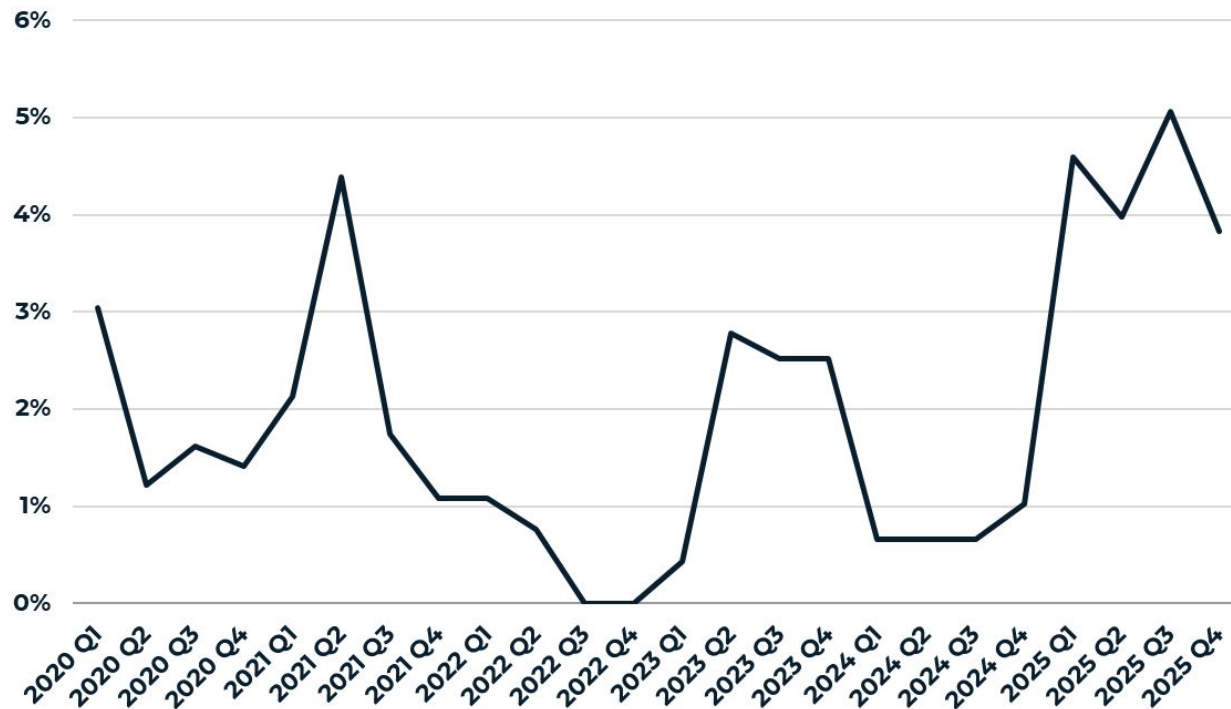
*Square Feet of Parcel Land Area by Category in Brighton Main Streets District by Fiscal Year, 2002-2025*



Source: City of Boston Assessing Department FY2002-FY2005, City of Boston Planning Department Research Division Analysis

# Retail vacancy has seen ups and downs since 2020

*Retail Vacancy Rates in Brighton Main Streets District, 2020-2025*



Retail vacancy hit a peak in 2021, at almost **5%**.

This was surpassed in 2025, hitting **5.1%** in Q3, although it fell to **3.8%** in the following quarter.

Source: CoStar Real Estate Analytics, City of Boston Planning Department Research Division Analysis

# Brighton Main Streets is home to 276 businesses & institutions

Top business sectors include:

- Accommodation and Food Services
- “Other Services” such as personal care and repair/maintenance services
- Health Care and Social Assistance

Major businesses include:

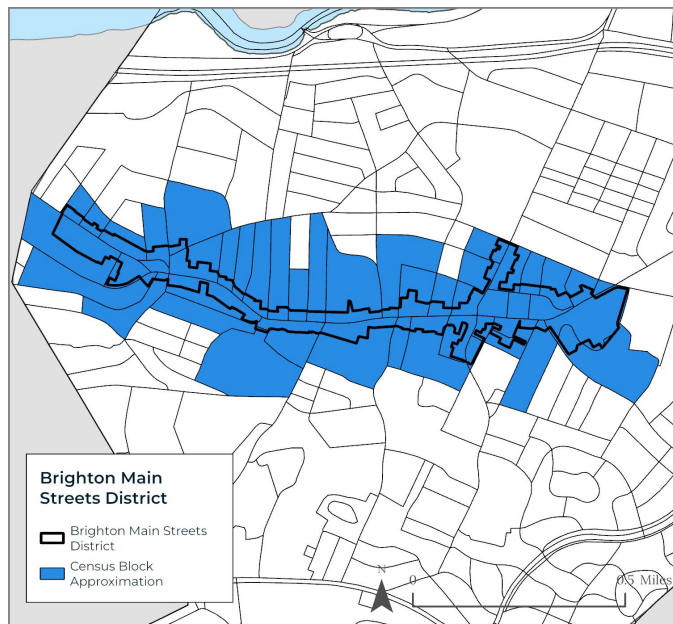
- Boston Police Department
- United States Postal Service
- Oak Square YMCA

| SECTOR                                                                   | ESTABLISHMENT SHARE |
|--------------------------------------------------------------------------|---------------------|
| Accommodation and food services                                          | 22.8%               |
| Other services (except public administration)                            | 16.7%               |
| Health care and social assistance                                        | 14.5%               |
| Retail trade                                                             | 12.7%               |
| Finance and insurance                                                    | 6.5%                |
| Professional, scientific, and technical services                         | 6.2%                |
| Real estate and rental and leasing                                       | 4.0%                |
| Construction                                                             | 4.0%                |
| Information                                                              | 2.5%                |
| Educational services                                                     | 2.2%                |
| Arts, entertainment, and recreation                                      | 1.8%                |
| Transportation and warehousing                                           | 1.8%                |
| Administrative and support and waste management and remediation services | 1.4%                |
| Public administration                                                    | 1.1%                |
| Manufacturing                                                            | 1.1%                |
| Wholesale trade                                                          | 0.7%                |

Source: City of Boston Planning Department Research Division Business Database (Data Axle, Yelp, Bing, Yellow Pages, Boston Licensing Board), July 2025, Planning Department Research Division Analysis

# ~3,585 payroll jobs are within the Census block approximation of Brighton Main Streets District

Brighton Main Streets payroll employment is concentrated in Health Care and Social Assistance, Accommodation and Food Services, and Other Services

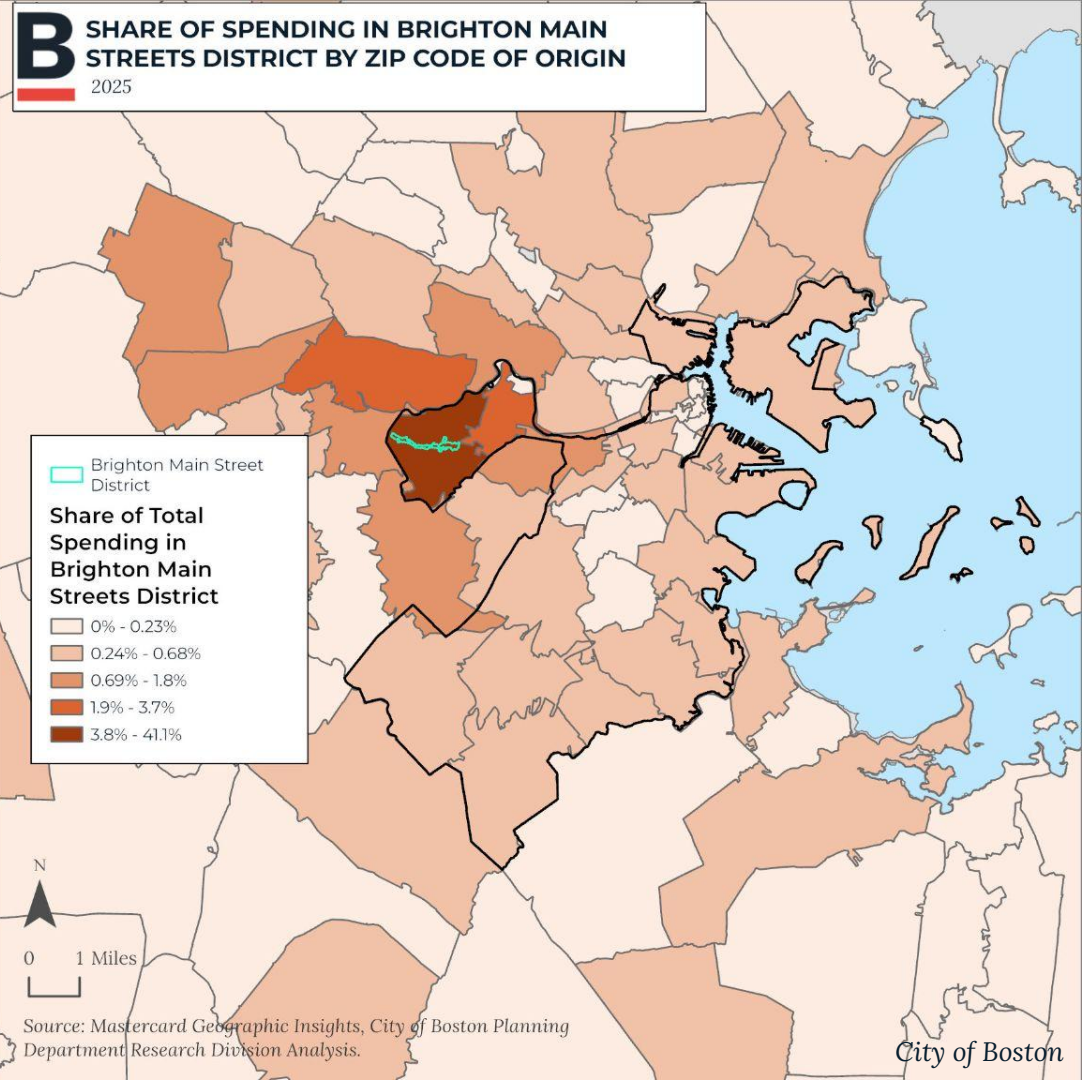


| SECTOR                                                     | PAYROLL JOBS (2023) | SHARE OF PAYROLL JOBS |
|------------------------------------------------------------|---------------------|-----------------------|
| Health Care and Social Assistance                          | 2,155               | 60.1%                 |
| Accommodation and Food Services                            | 439                 | 12.2%                 |
| Other Services (excluding Public Administration)           | 343                 | 9.6%                  |
| Administration & Support, Waste Management and Remediation | 140                 | 3.9%                  |
| Educational Services                                       | 108                 | 3.0%                  |
| Retail Trade                                               | 100                 | 2.8%                  |
| Finance and Insurance                                      | 88                  | 2.5%                  |
| Construction                                               | 53                  | 1.5%                  |
| Real Estate and Rental and Leasing                         | 50                  | 1.4%                  |
| Professional, Scientific, and Technical Services           | 36                  | 1.0%                  |
| Information                                                | 32                  | 0.9%                  |
| Arts, Entertainment, and Recreation                        | 17                  | 0.5%                  |
| Wholesale Trade                                            | 11                  | 0.3%                  |
| Manufacturing                                              | 8                   | 0.2%                  |
| Management of Companies and Enterprises                    | 3                   | 0.1%                  |
| Transportation and Warehousing                             | 2                   | 0.1%                  |

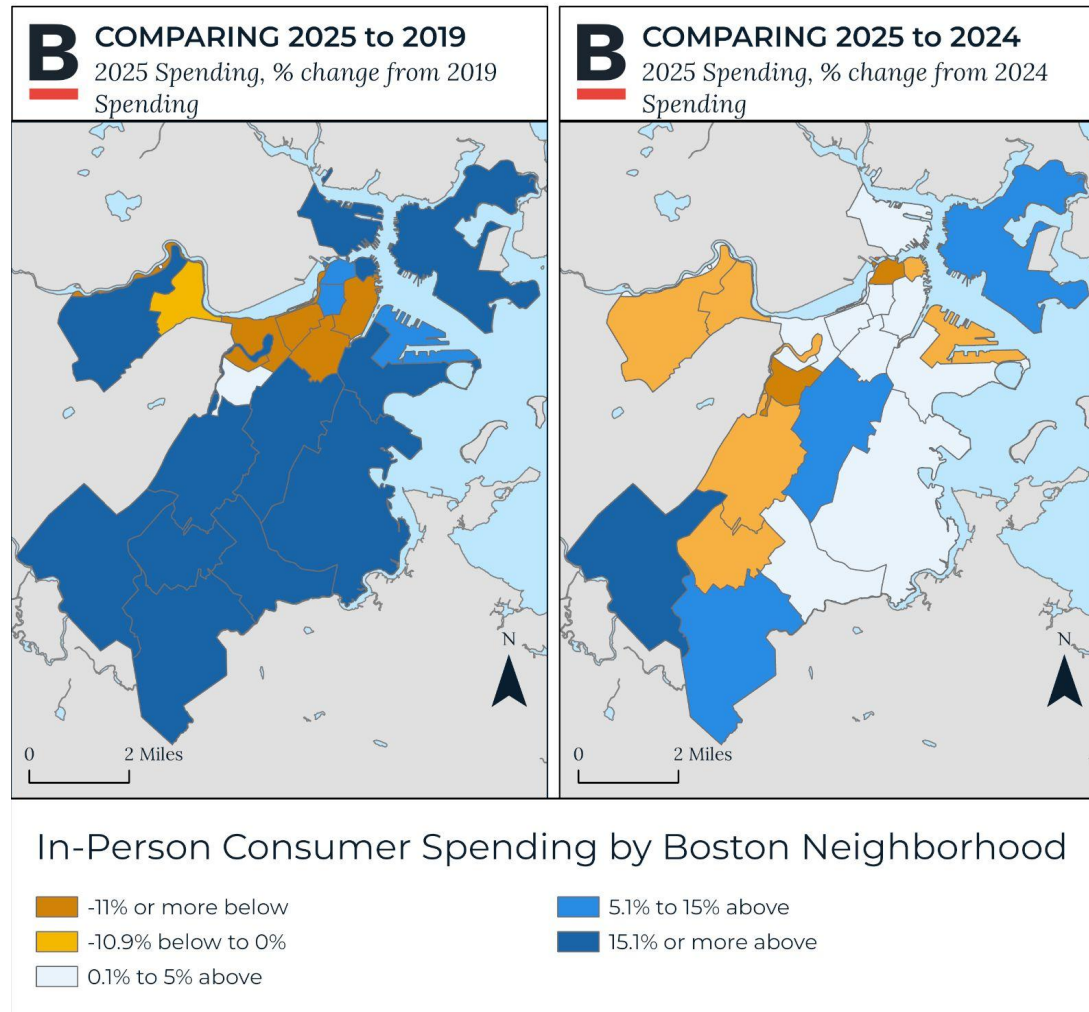
Source: OnTheMap 2023 payroll jobs, City of Boston Planning Department Research Division Analysis.

**41.1% of spending in the Brighton Main Streets District originates in Brighton while around 37% comes from outside of Boston.**

**An additional ~6.2% come from residents of Boston neighborhoods (Allston, Fenway/Longwood, and Dorchester)**

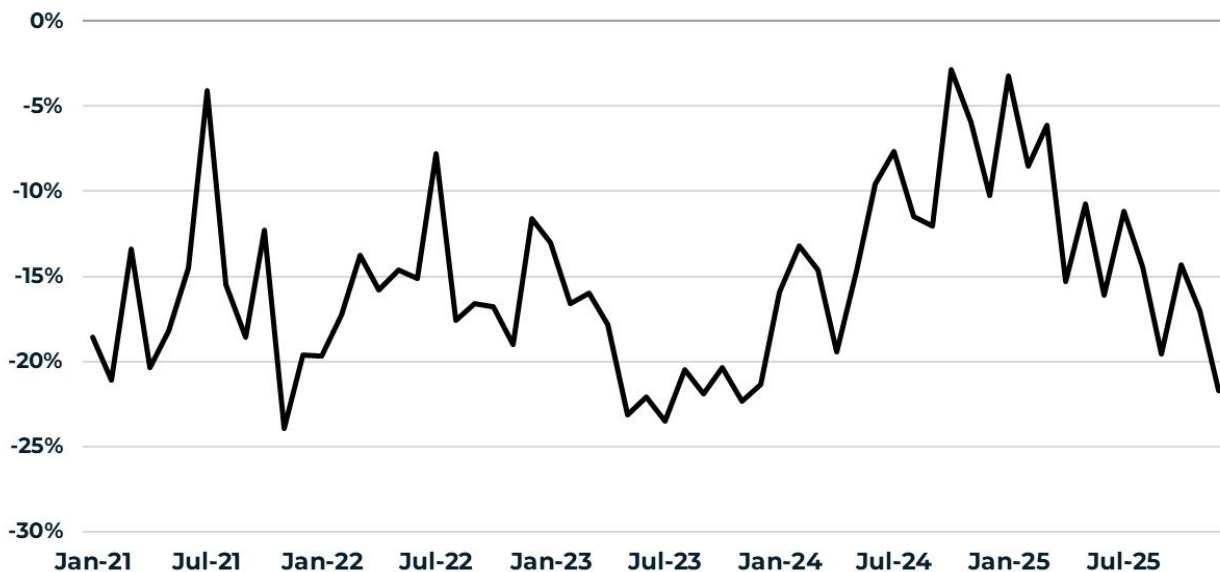


**In 2025, consumer spending in Brighton was 3.8% below 2024 levels and 16.6% above 2019 levels when adjusted for inflation.**



# Consumer spending in Brighton Main Streets consistently remained below 2019 levels, fluctuating between -24% and -4% from 2021 to 2025

*Total In-Person Consumer Spending in Brighton Main Streets District, Jan 2021 - Dec 2025, Percentage Change from Same Month in 2019*



In-Person spending stayed below pre-COVID levels, with more frequent peaks emerging between October 2024 and May 2025.

Source: Mastercard Geographic Insights, City of Boston Planning Department Research Division Analysis.

Note: Brighton Main Streets District is approximated using 2010 block groups. Spending data is adjusted for inflation.

# After trending upward in early 2024 and staying above 2019 levels, consumer transaction volumes softened by the end of 2025

*Total In-Person Transaction Counts in Brighton Main Streets District, Jan 2021 - Dec 2025, Percentage Change from Same Month in 2019*



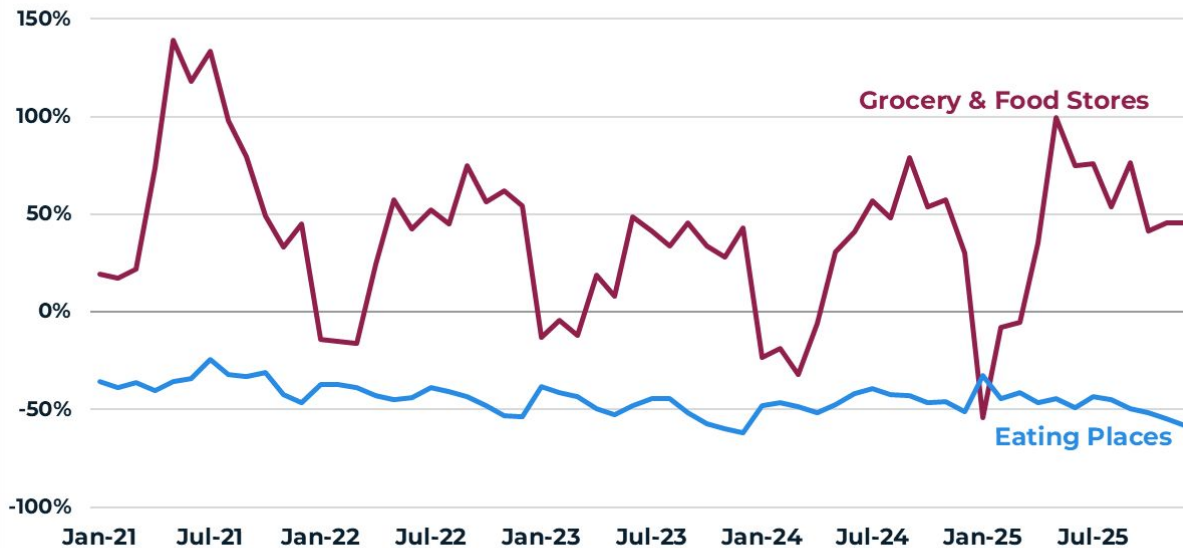
Consumer transaction counts experienced frequent ups and downs throughout the period but ultimately rose above 2019 benchmarks, reaching a standout high of 26 % above the 2019 level in January 2025.

Source: Mastercard Geographic Insights, City of Boston Planning Department Research Division Analysis.

Note: Brighton Main Streets District is approximated using 2010 block groups. Spending data is adjusted for inflation.

# While restaurant spending has remained steady and below 2019 levels, grocery spending has shown more fluctuation

*Consumer Spending in Brighton Main Streets District by Sector, Jan 2021 - Dec 2025, Percentage Change from Same Month in 2019*



**Grocery spending** consistently exceeded pre-COVID levels, with sharp fluctuations and a strong rebound in 2025.

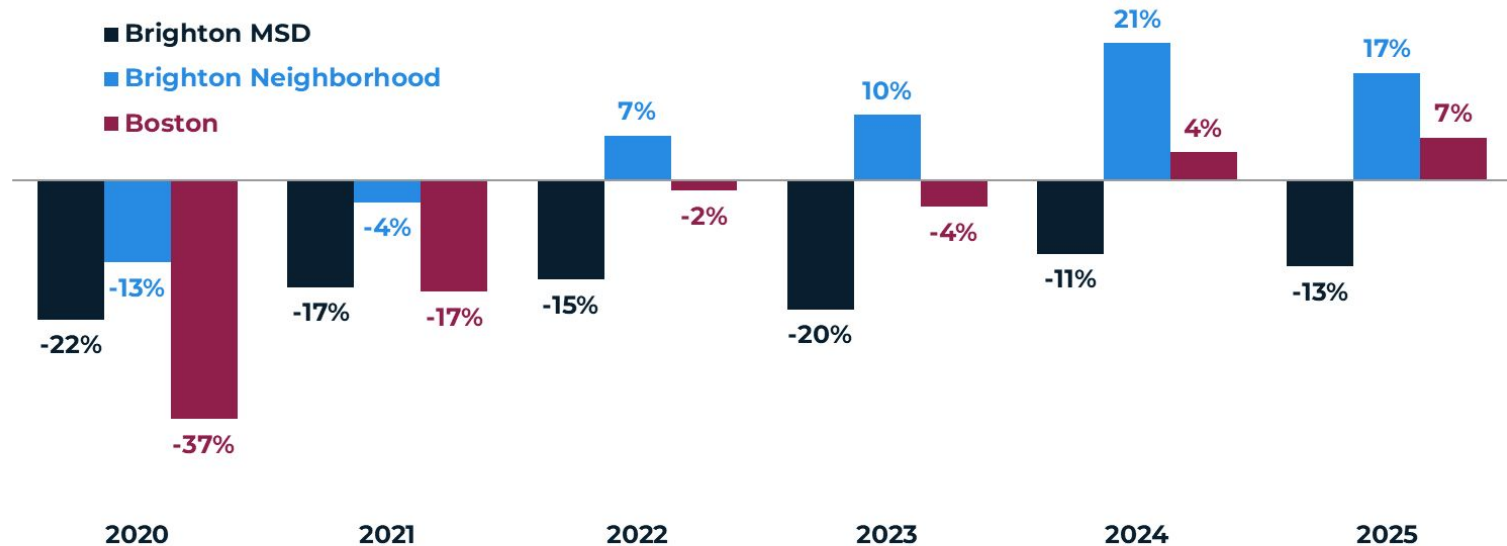
**Restaurant spending** remained steadily below 2019 levels throughout, showing no significant recovery.

Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Brighton Main Streets District is approximated using 2010 block groups. Spending data is adjusted for inflation.

# Brighton Main Streets consumer spending consistently remained below 2019 levels

Total In-Person Consumer Spending, Percentage Change from 2019



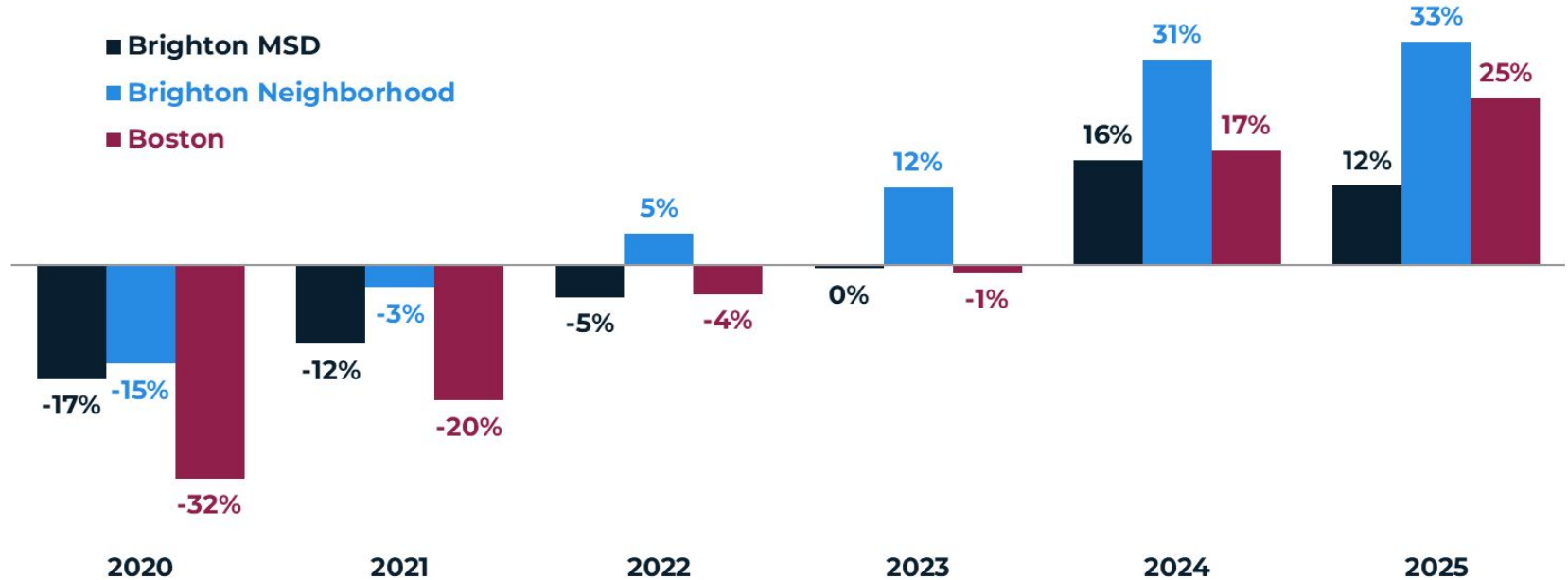
Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Four Corners Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transaction and are adjusted for inflation.

Total consumer spending includes: Eating Places, Grocery and Food Stores, Cosmetics and Beauty Services, Jewelry and Giftware, Bars/Taverns/Nightclubs, Department and General Merchandise, Apparel, Accommodations, Art/Entertainment/Recreation, Professional Scientific and Technical Services, Motor Vehicles excluding Fuel, Automobile Fuel

# Brighton Main Streets transaction counts exceeded 2019 levels in 2024 and reached 12% above 2019 levels in 2025.

Total In-Person Transaction Counts, Percentage Change from 2019

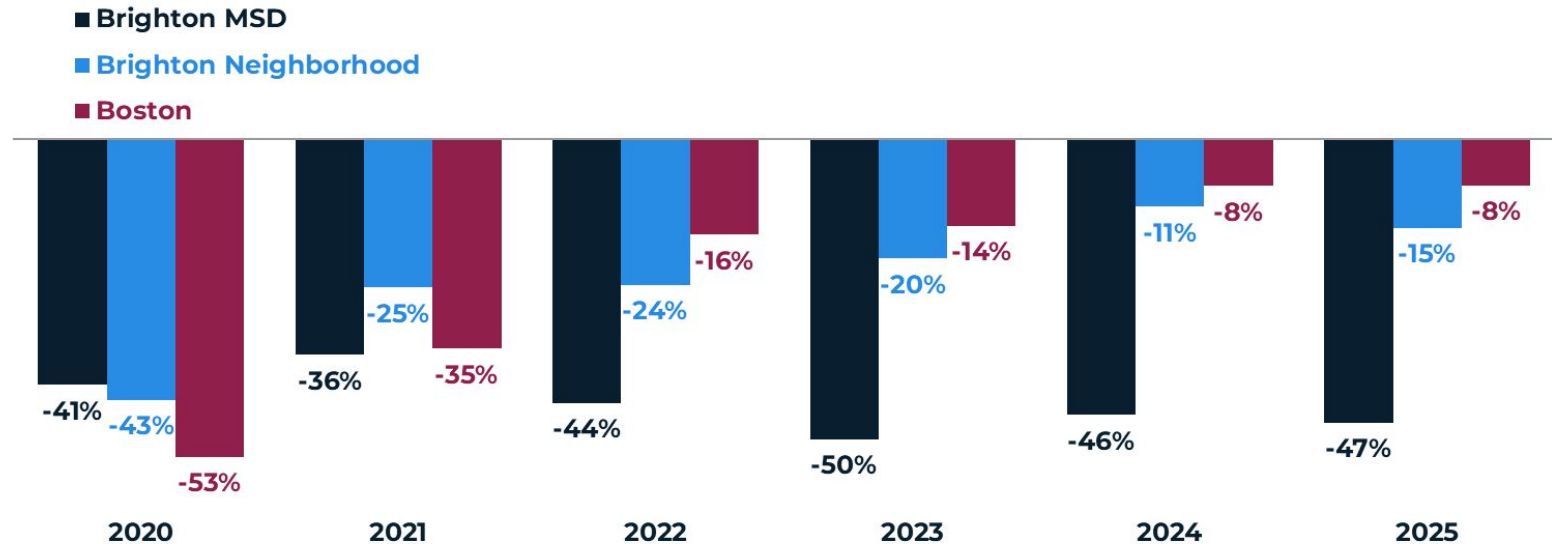


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Brighton Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions

# Restaurant spending in Brighton Main Streets continued to lag behind 2019 levels.

*Total Restaurant In-Person Consumer Spending, Percentage Change from 2019*

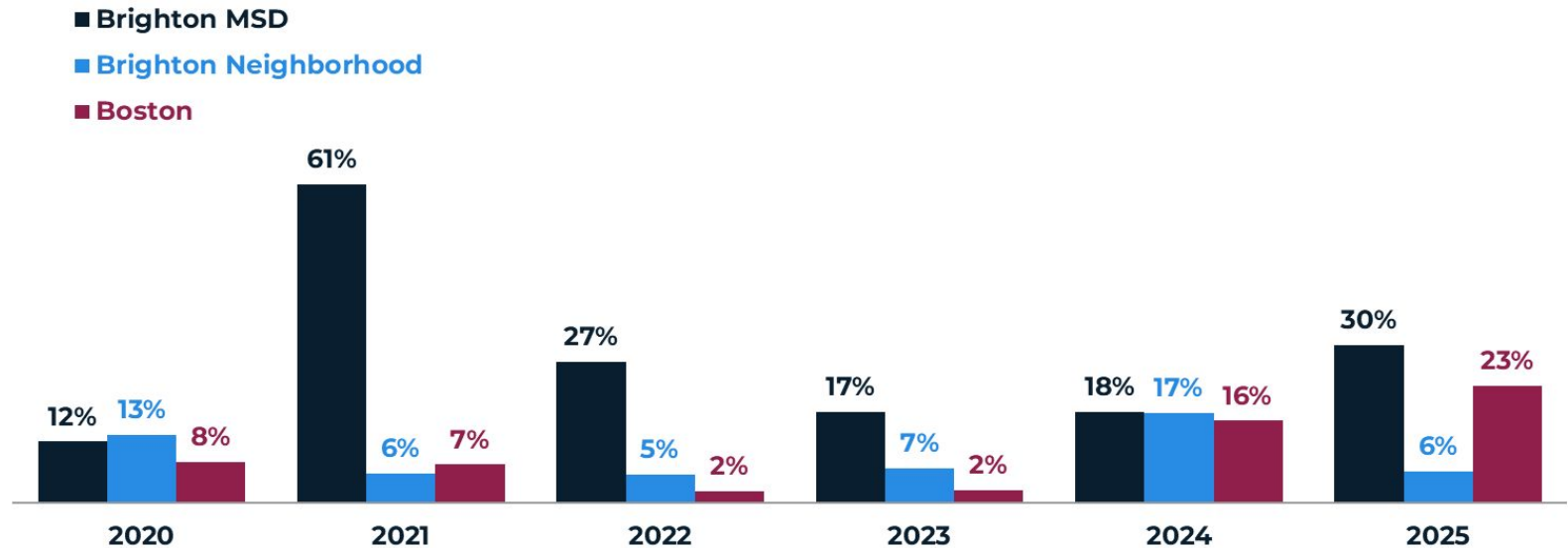


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Brighton Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transaction and are adjusted for inflation.

# Grocery spending in Brighton Main Streets consistently exceeded 2019 levels, reaching 30% above 2019 levels in 2025.

*Total Grocery In-Person Consumer Spending, Percentage Change from 2019*

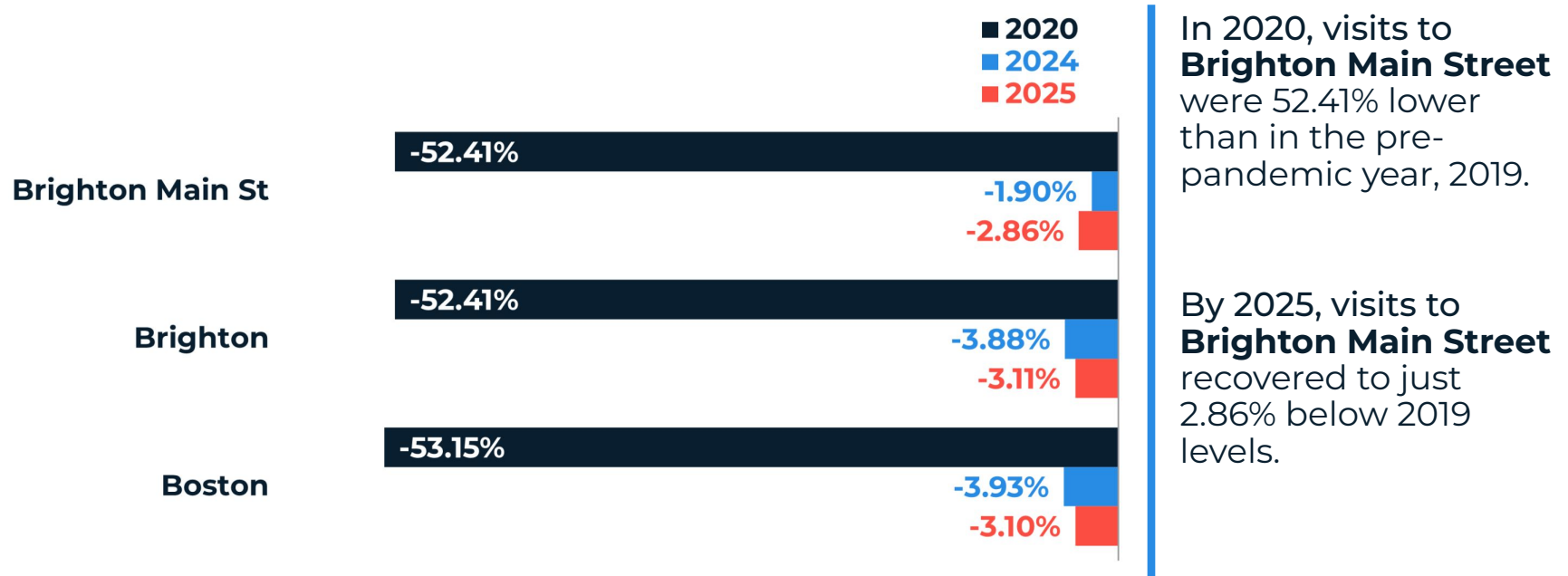


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Brighton Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transaction and are adjusted for inflation.

# Visits to Brighton Main Street in 2025 nearly recovered to pre-pandemic levels, though decreased relative to 2024

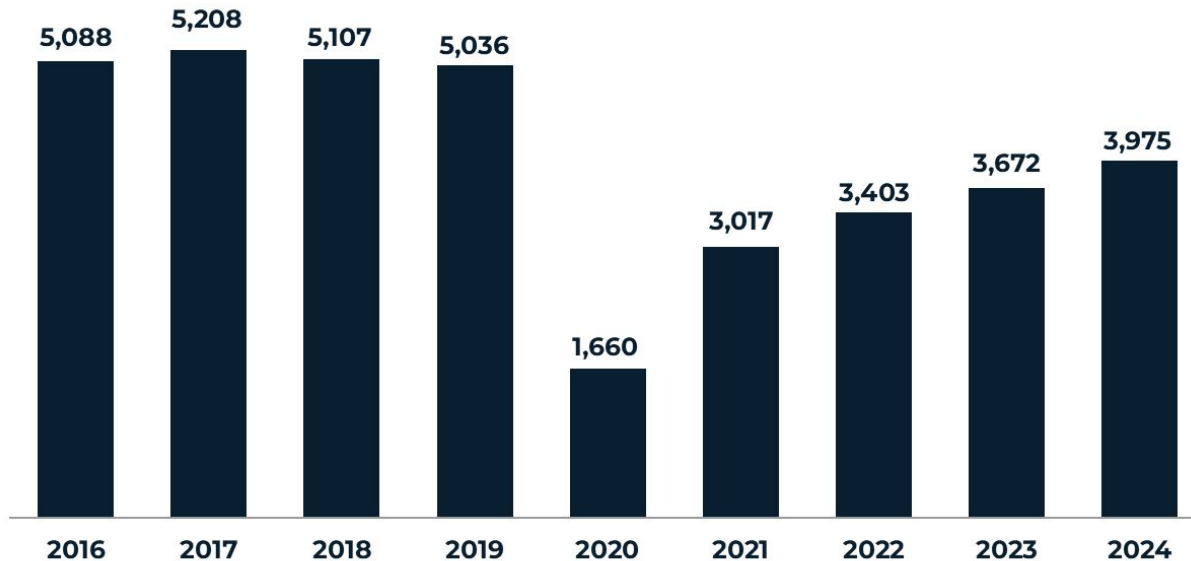
Annual Visits\* to Brighton Main Street, Brighton Neighborhood, and Boston Compared to Visits in 2019



\*Visits are defined as crossings from outside to inside geography boundaries. Event-related visitation peaks are not included. Source: Citydata.ai, City of Boston Planning Department Research Division Analysis.

## Bus boardings in Brighton Main Streets has rebounded steadily since its 2020 low but remains slightly below 2019 levels

*Average Weekday Boardings at bus stops in Brighton Main Streets District during the Fall seasons*



There were **3,975** average weekday boardings in the **Brighton Main Streets District** in Fall 2024, which is **79%** of Fall 2019 levels.

Source: MBTA, Blue Book Open Data Portal, Bus Ridership By Trip, City of Boston Planning Department Research Division Analysis. Bus boardings are recorded using Automated Passenger Counters (APC) installed on Buses