

East Boston

Main Streets Profile

March 2026



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Planning Department
RESEARCH DIVISION

City of Boston Planning Department

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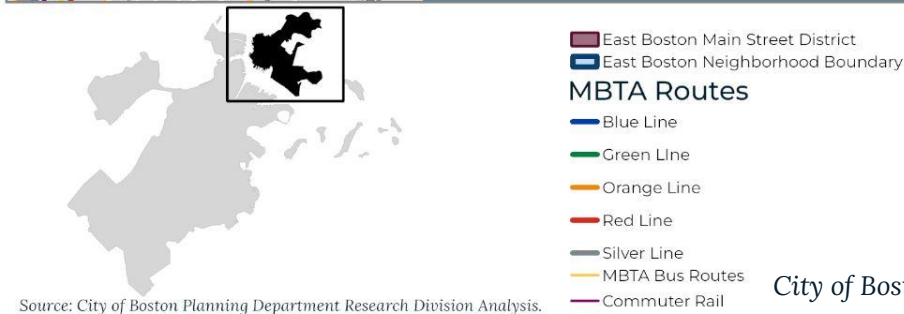
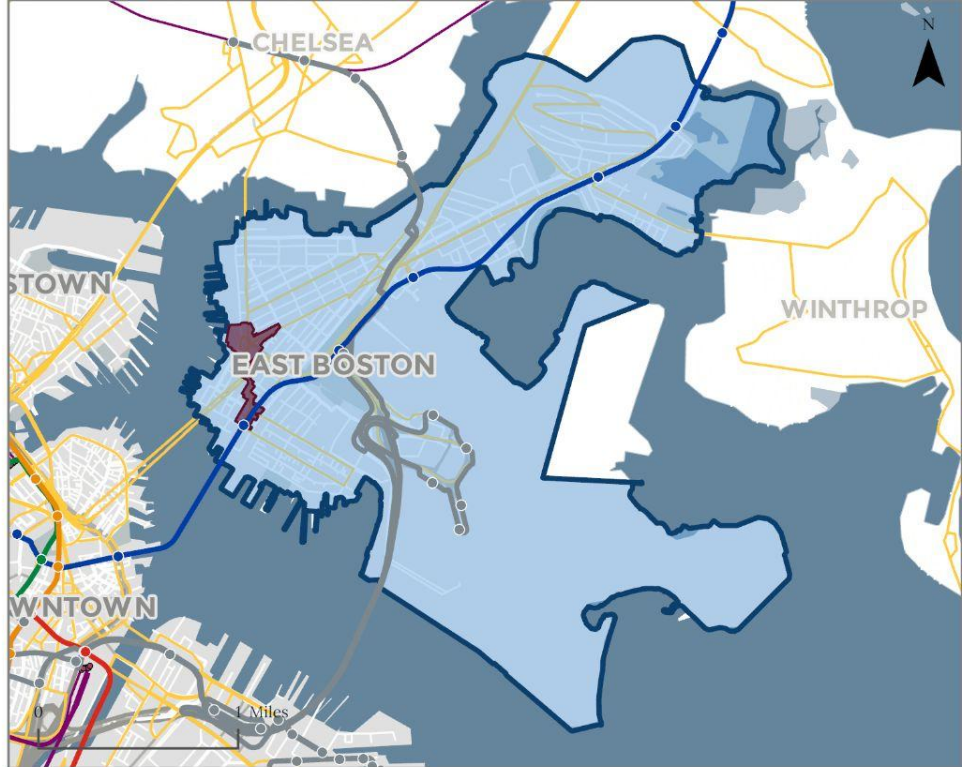
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Use of our work **requires** the inclusion of the following citation: "City of Boston Planning Department Research Division Analysis."

East Boston has a large Hispanic, immigrant population with many Spanish-speaking households and a significant share of service workers

- 50% Hispanic or Latino
- 41% foreign born
- 47% speak Spanish at home
- 80% not enrolled in school
- 48% of family households
- 26% employed in service occupations
- 66% of households have no vehicle

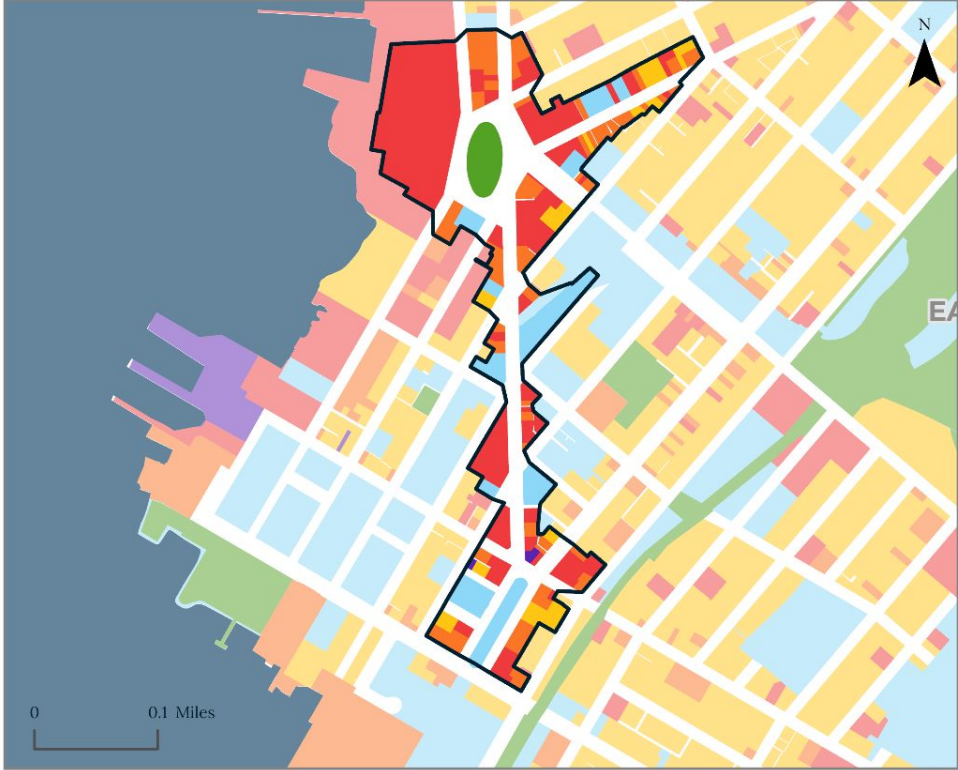


Source: City of Boston Planning Department Research Division Analysis.

City of Boston

East Boston Main Streets is made of mostly commercial and mixed use land

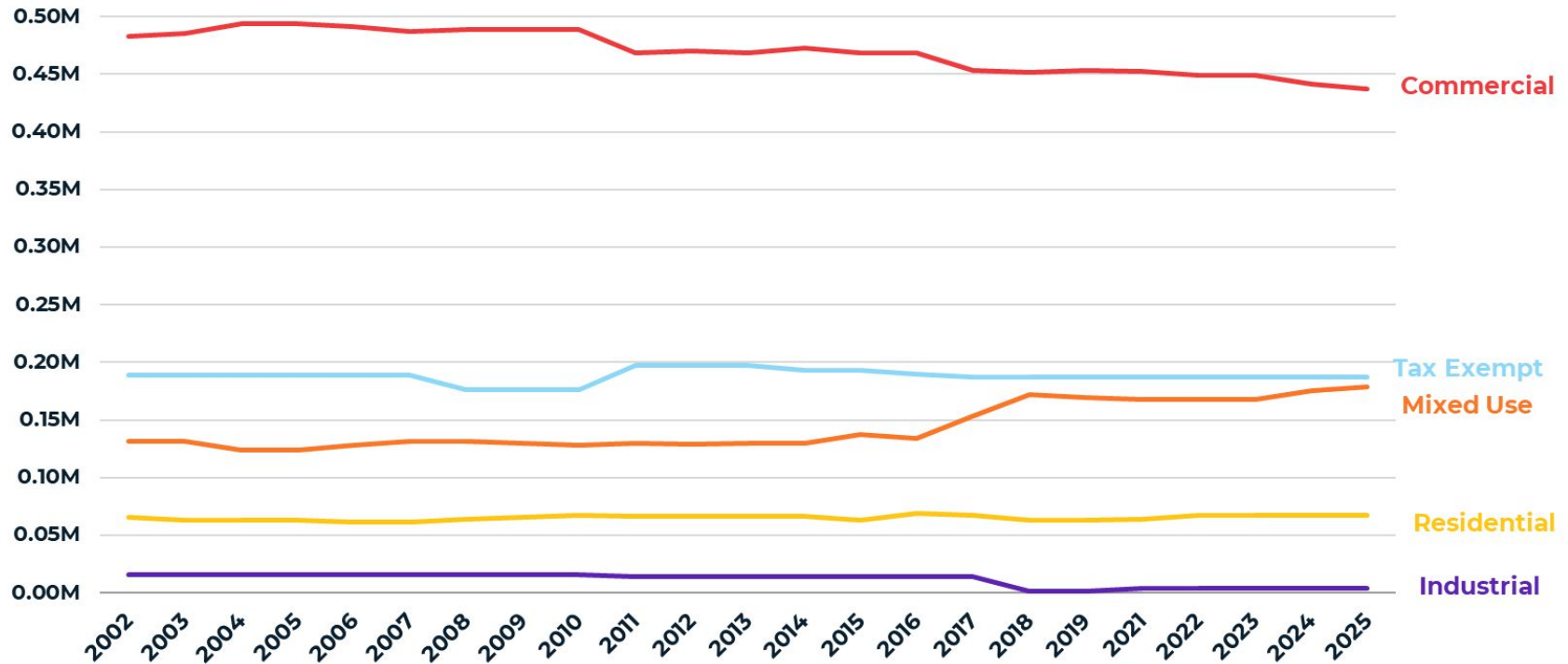
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	70	35.4%
Industrial	3	1.5%
Mixed Use	87	43.9%
Residential	26	13.1%
Tax Exempt	12	6.1%



- East Boston Main Street District
- Commercial
- Industrial
- Mixed Use
- Residential
- Tax Exempt
- Open Space

Commercial and industrial land use have declined slightly over time, while mixed use has increased

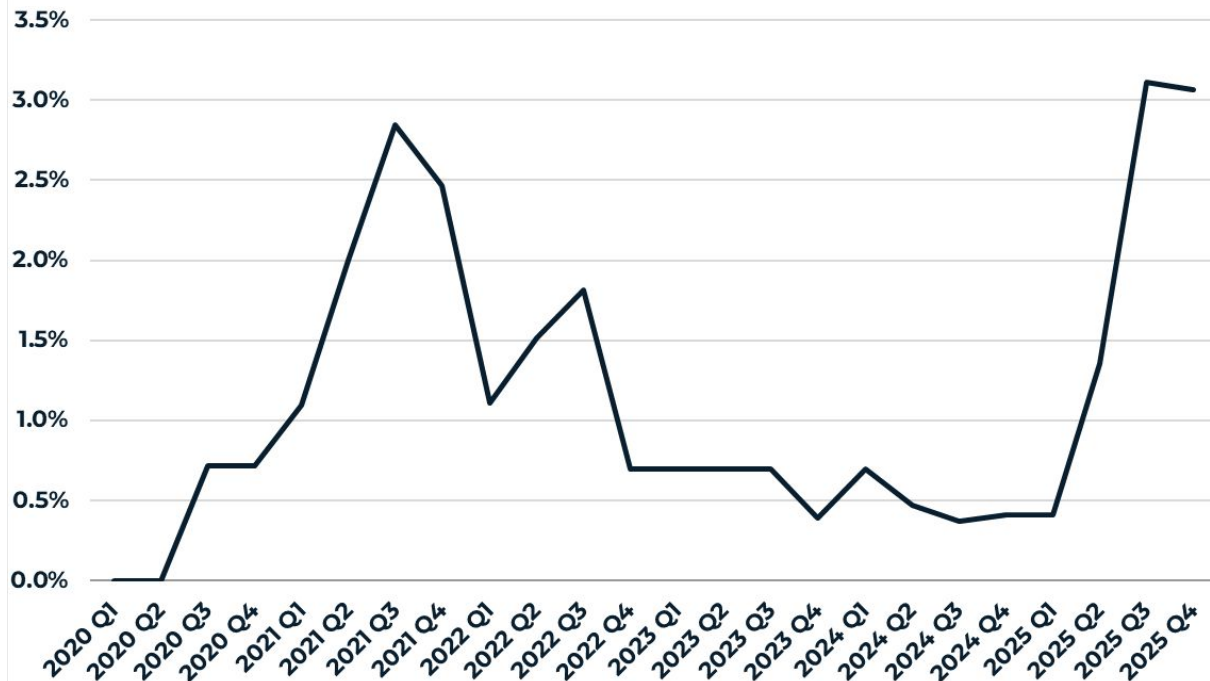
Square Feet of Parcel Land Area by Category in East Boston Main Streets District by Fiscal Year, 2002-2025



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

Retail vacancy has fluctuated over the last 5 years

Retail Vacancy Rates in East Boston Main Streets District, 2020-2025



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

Overall, retail vacancy has remained low, although it is currently at a 5-year peak at just over **3%**

East Boston Main Streets is home to 268 businesses & institutions

Top business sectors include:

- Accommodation and Food Services
- Retail Trade
- Professional, Scientific, and Technical Services

Major businesses include:

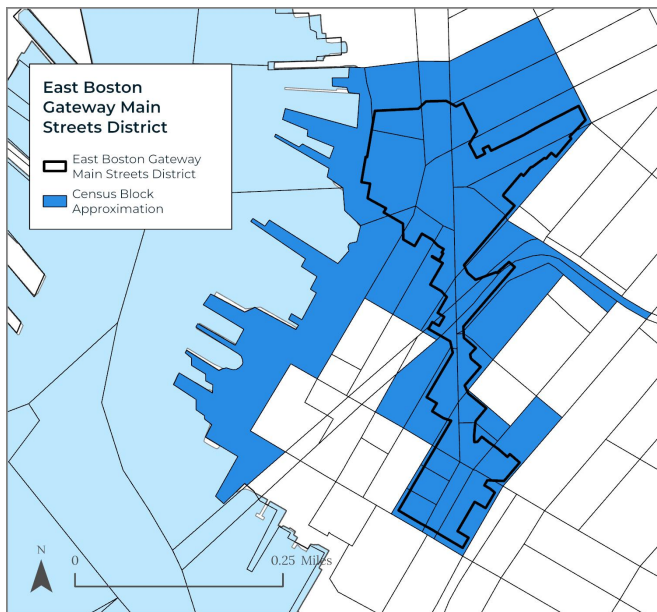
- EBO & Co. Grocery
- East Boston District Court
- Walgreens

SECTOR	ESTABLISHMENT SHARE
Accommodation and food services	21.6%
Retail trade	19.4%
Professional, scientific, and technical services	10.1%
Other services (except public administration)	10.1%
Finance and insurance	9.7%
Health care and social assistance	8.2%
Information	4.1%
Administrative and support and waste management and remediation services	3.4%
Real estate and rental and leasing	3.0%
Transportation and warehousing	3.0%
Arts, entertainment, and recreation	1.9%
Public administration	1.5%
Educational services	1.5%
Wholesale trade	0.7%
Manufacturing	0.7%
Construction	0.7%
Agriculture, forestry, fishing, and hunting	0.4%

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

~1,720 payroll jobs are within the Census block approximation of East Boston Main Streets District

East Boston Main Streets payroll employment is concentrated in Health Care and Social Assistance, Retail Trade, and Accommodation and Food Services

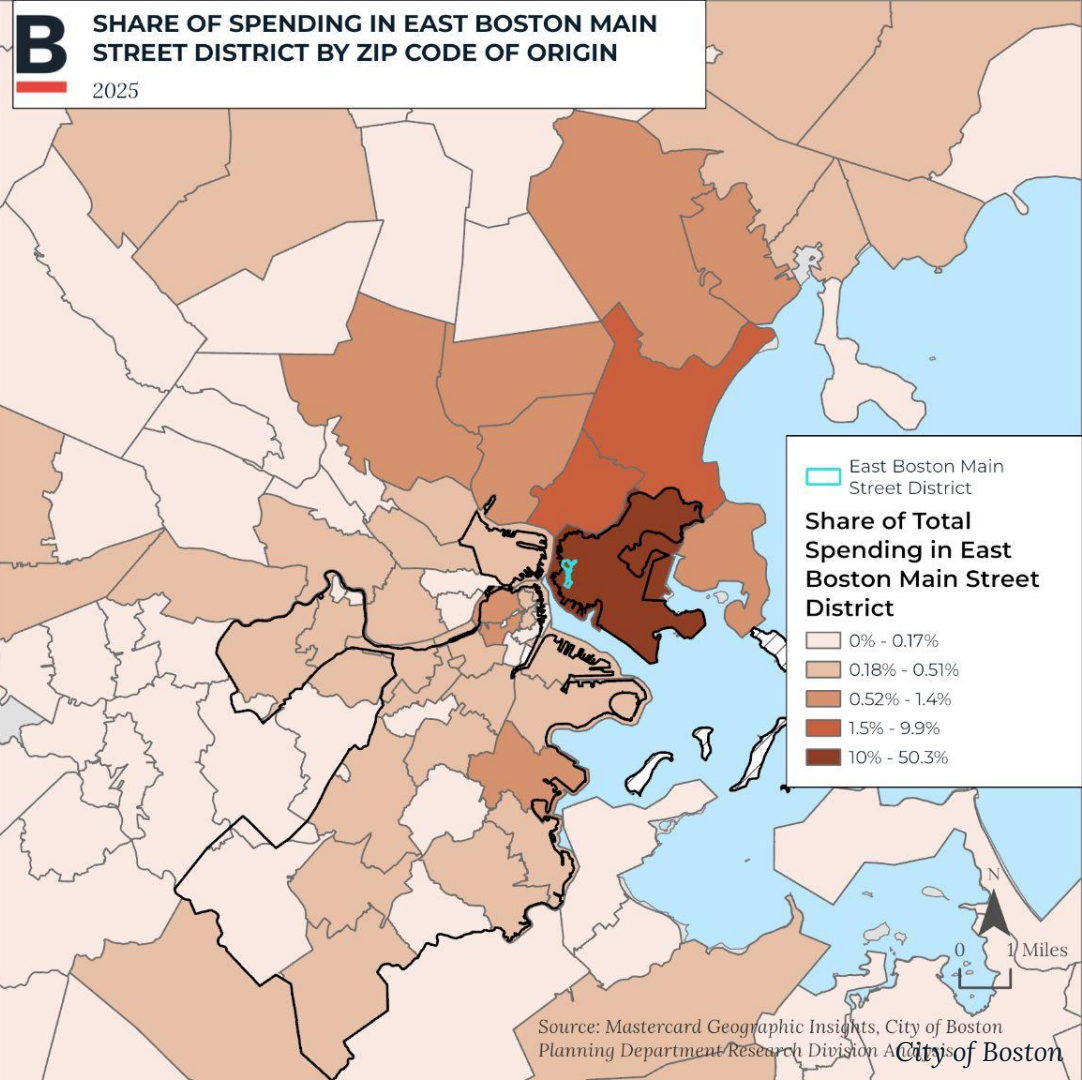


SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Health Care and Social Assistance	453	26.3%
Retail Trade	431	25.1%
Accommodation and Food Services	383	22.3%
Other Services (excluding Public Administration)	120	7.0%
Real Estate and Rental and Leasing	81	4.7%
Finance and Insurance	64	3.7%
Professional, Scientific, and Technical Services	57	3.3%
Information	42	2.4%
Public Administration	23	1.3%
Construction	17	1.0%
Wholesale Trade	16	0.9%
Arts, Entertainment, and Recreation	10	0.6%
Transportation and Warehousing	8	0.5%
Administration & Support, Waste Management and Remediation	8	0.5%
Manufacturing	7	0.4%

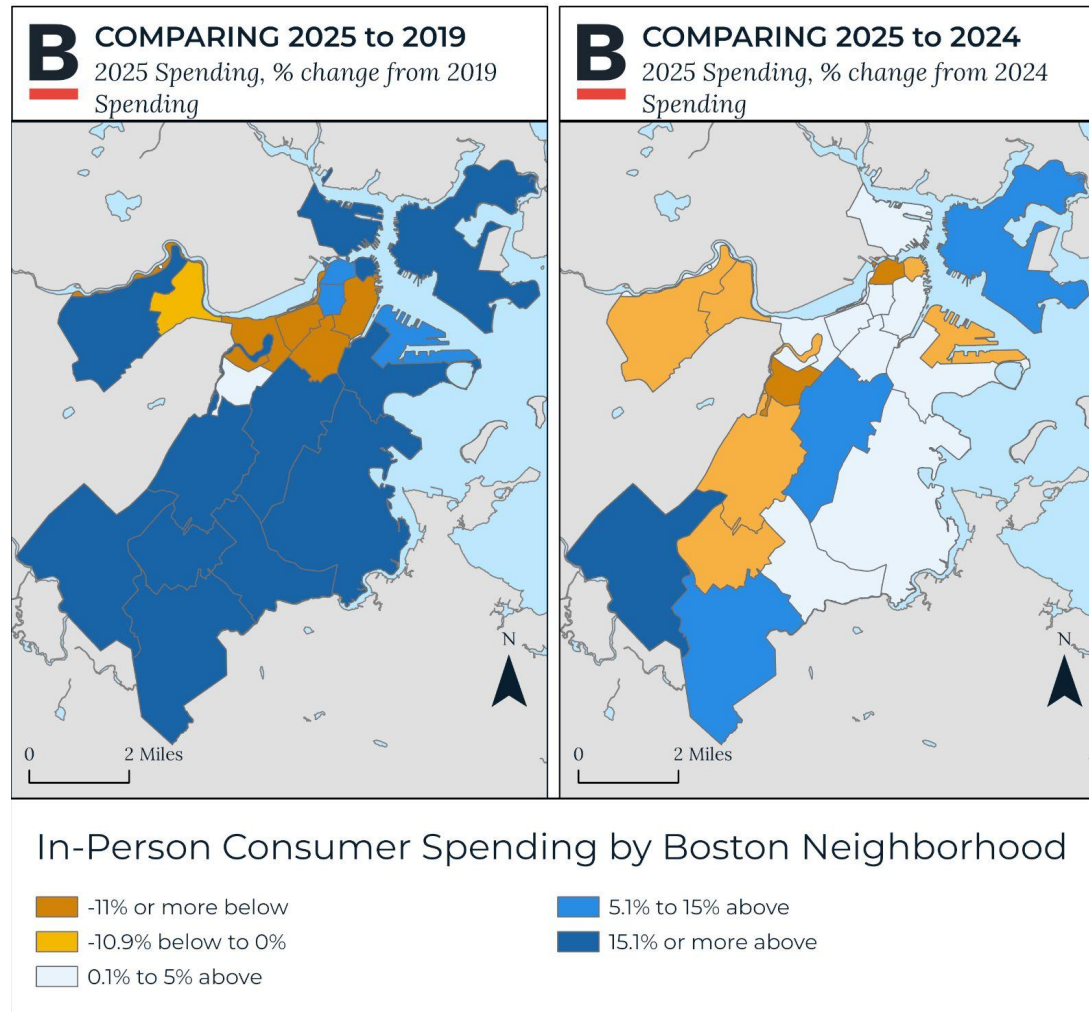
Source: OnTheMap 2023 payroll jobs, City of Boston Planning Department Research Division Analysis.

In the East Boston Main Streets District, 50.3% of spending comes from East Boston neighborhood

Another 8.5% is contributed by residents of other Boston neighborhoods, while the remaining 41.8% originates from outside the city



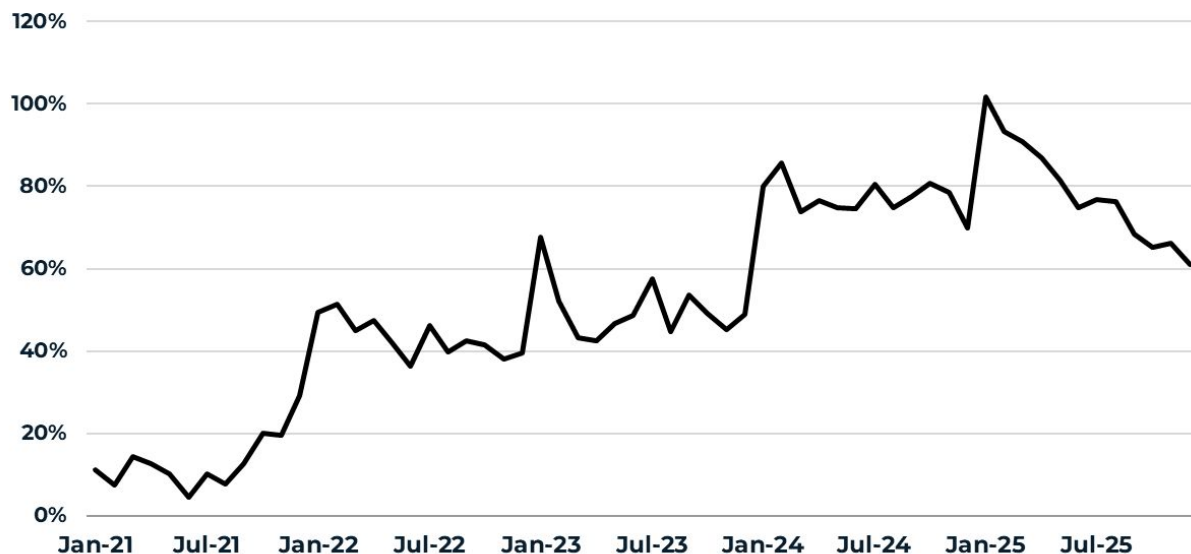
In 2025, consumer spending in East Boston was 9.7% above 2024 levels and 59.8% above 2019 levels when adjusted for inflation.



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

Consumer spending in the East Boston Main Streets District showed growing trends and constantly outperformed 2019 levels.

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



In-person consumer spending has shown a steady upward trend,, peaking at 101% above 2019 levels in January 2025.

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

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

Transaction counts in East Boston have steadily increased, reaching 71.1% above 2019 levels by December 2025

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



Transaction counts have steadily increased over time, with each peak progressively higher than the last.

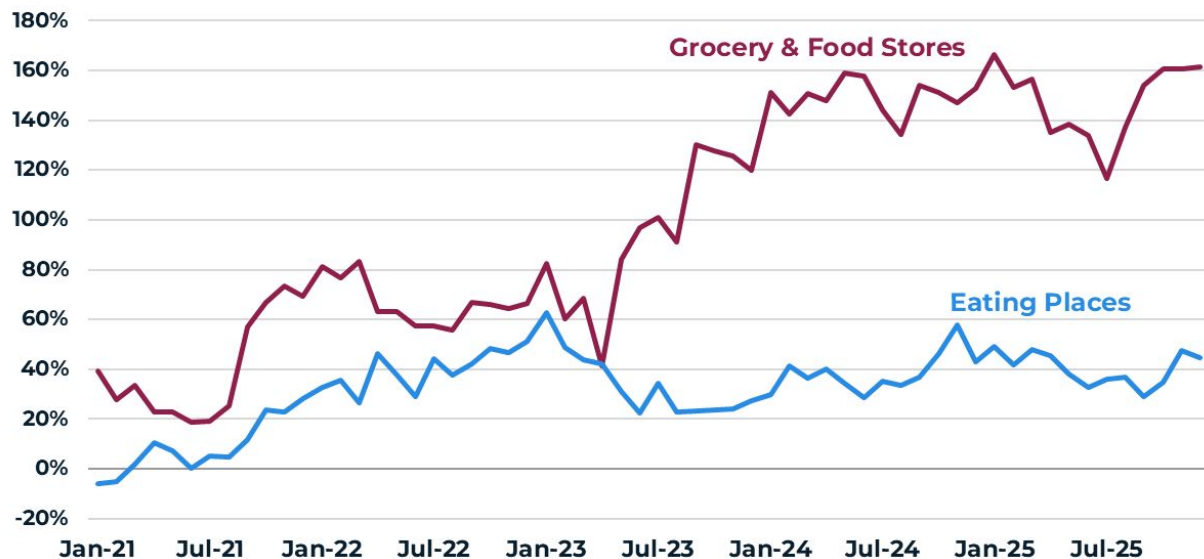
By January 2025, East Boston's transaction count was 100% higher than pre-COVID levels.

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

Note: East Boston Main Streets District is approximated using 2010 block groups.

Both grocery and restaurant spending in East Boston have been above 2019 levels since early 2021.

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



Grocery spending surged significantly in May 2023 and has remained consistently between 140% and 160% above pre-COVID levels since 2024

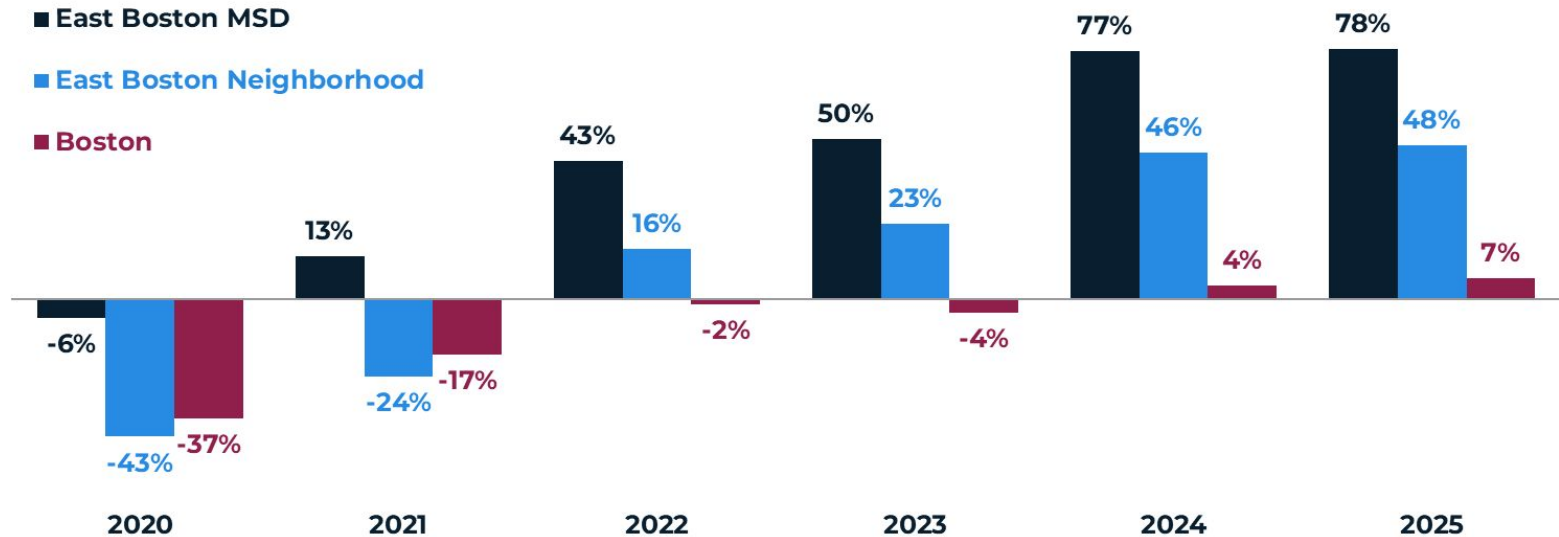
Restaurant spending saw an increase in 2021, ranging from 20% to 60% above pre-pandemic levels through 2025.

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

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

East Boston Main Streets in-person consumer spending showed strong growth, reaching 78% above 2019 levels by 2025

Total In-Person Consumer Spending, Percentage Change from 2019



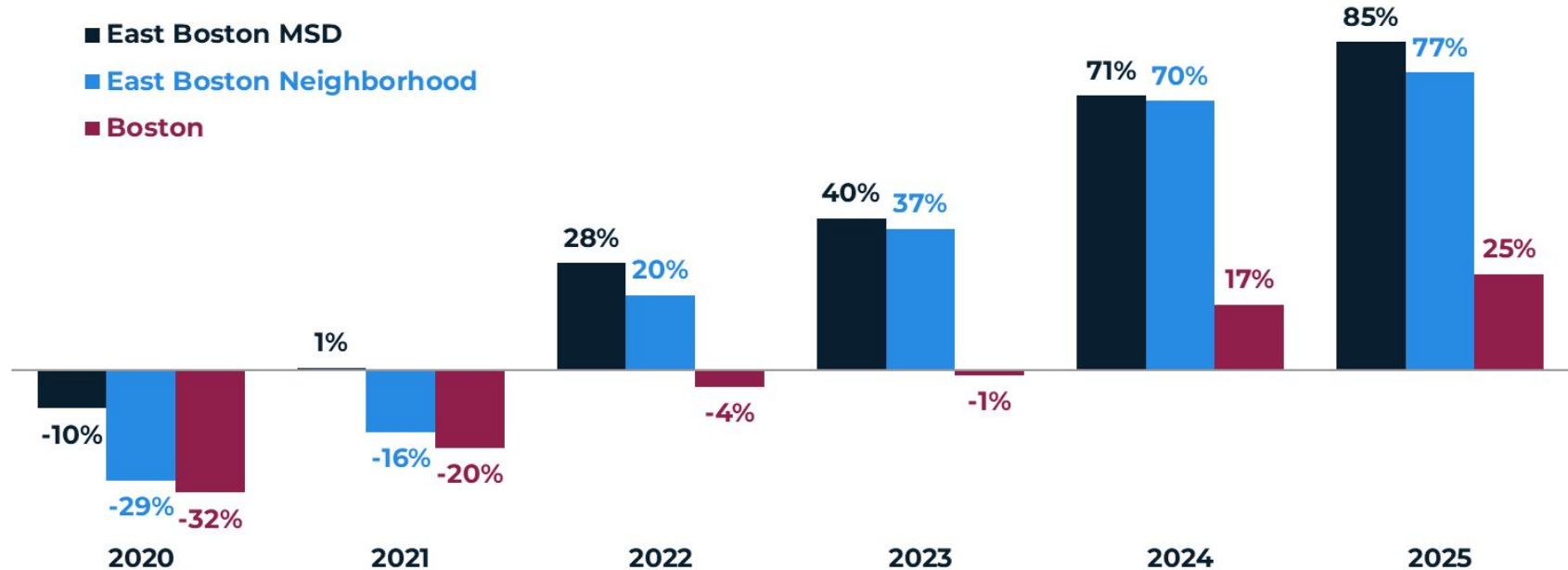
Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: East Boston 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

East Boston Main Streets credit card transaction counts reached 85% above 2019 levels by 2025.

Total In-Person Transaction Counts, Percentage Change from 2019

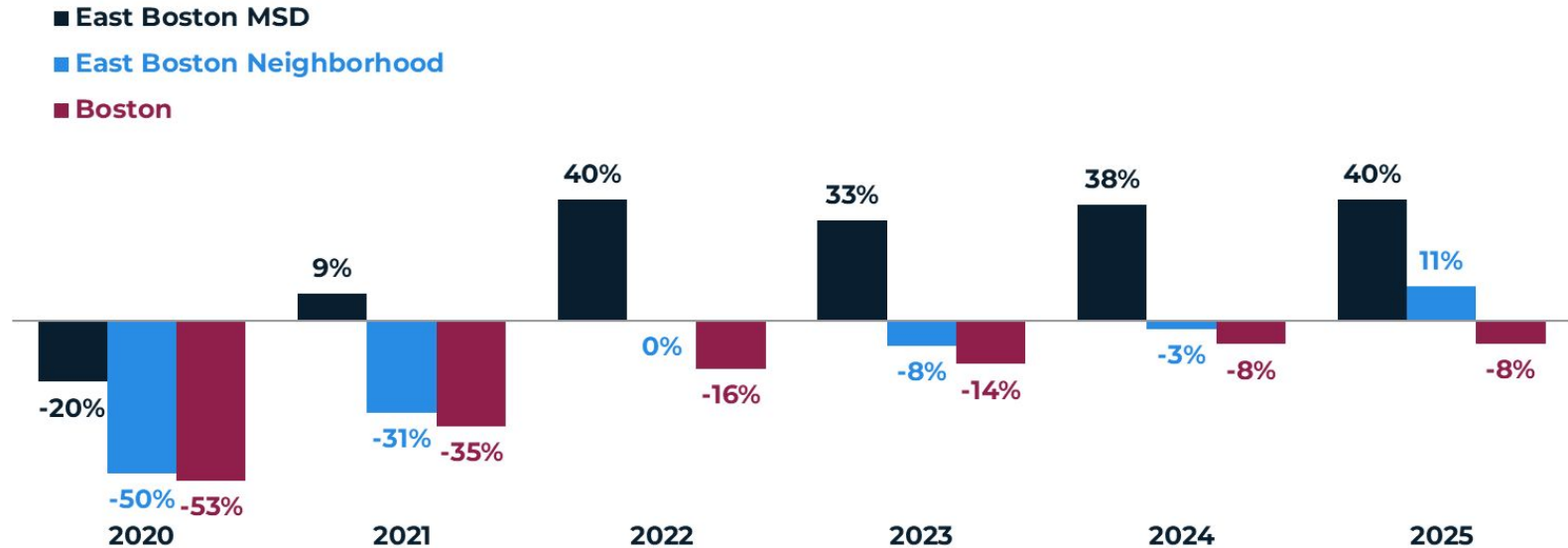


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Restaurant spending in East Boston Main Streets reached 40% above 2019 levels in 2025.

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

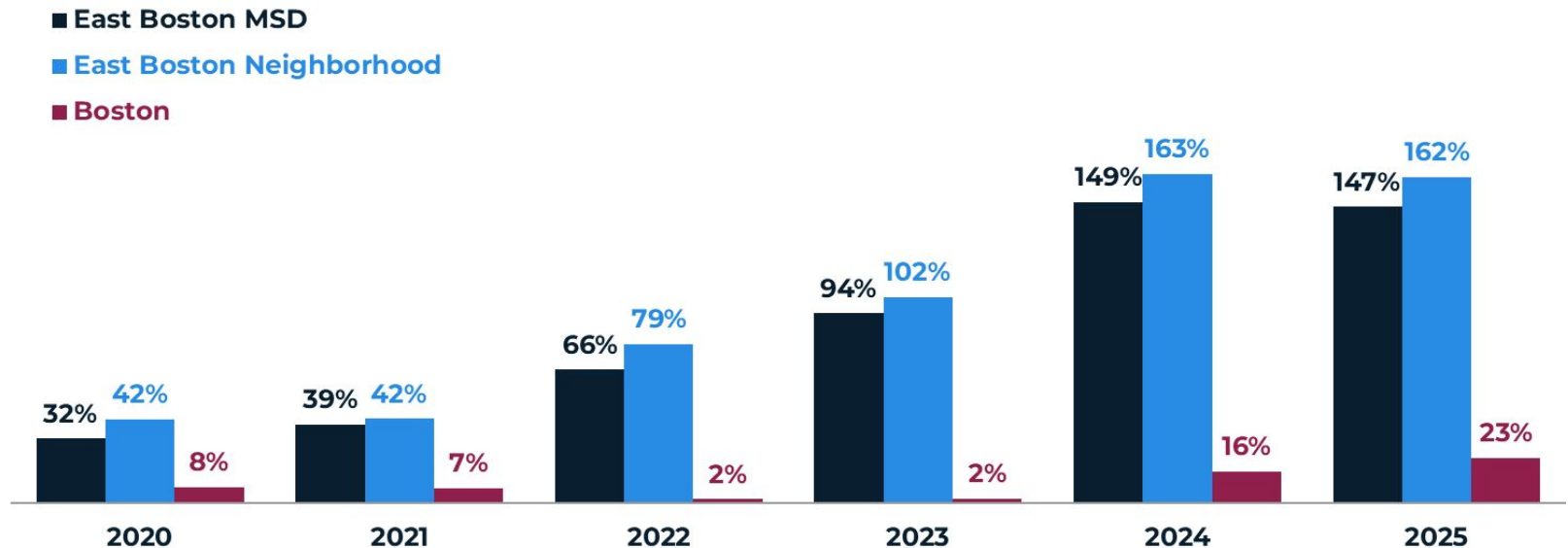


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Grocery spending in East Boston Main Street District and East Boston neighborhood more than doubled compared to 2019.

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

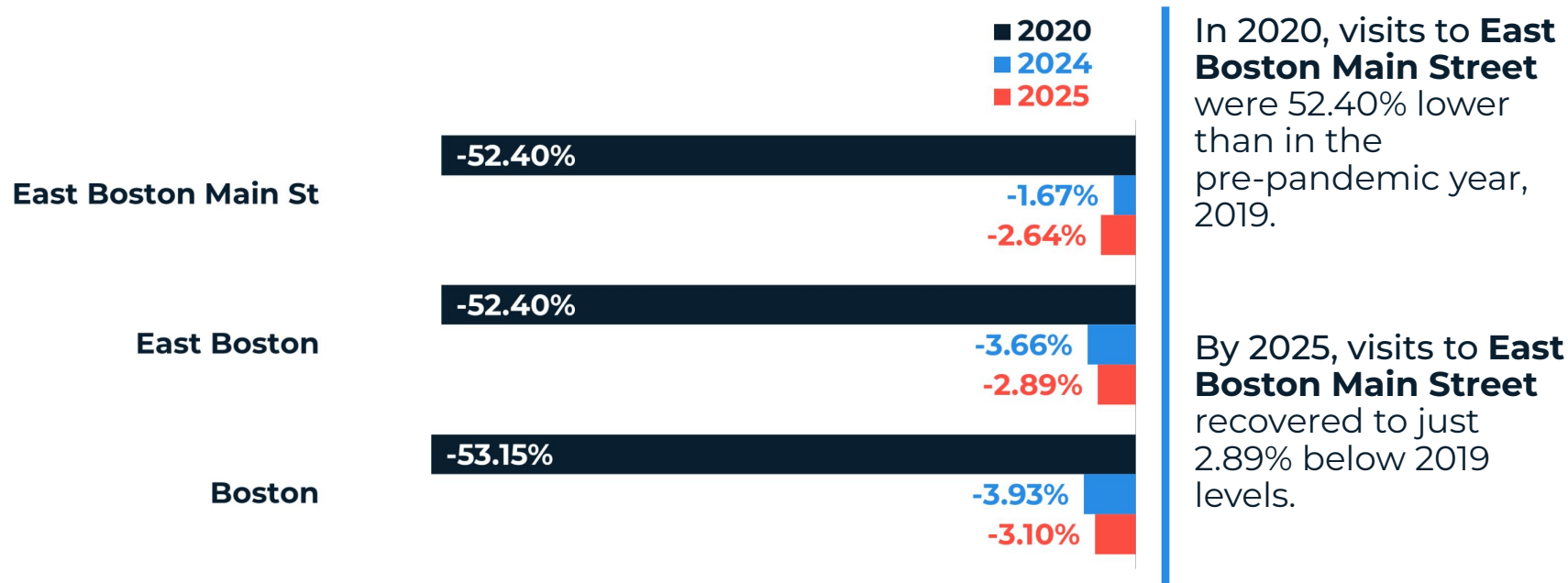


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Visits to East Boston Main Street in 2025 nearly recovered to pre-pandemic levels, following similar East Boston neighborhood and citywide trends

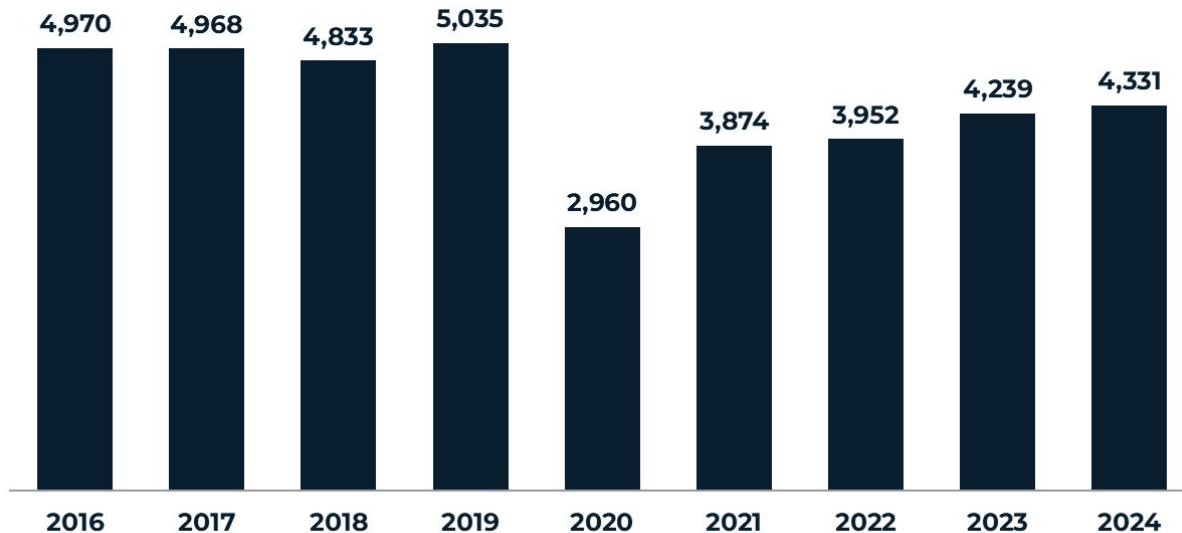
Annual Visits* to East Boston Main Street, East Boston Neighborhood, and Boston Compared to Visits in 2019



*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 East Boston Main Streets have rebounded steadily since 2020 but remain slightly below 2019 levels

Average Weekday Boardings at bus stops in East Boston Main Streets District during the Fall seasons, 2016-2024



There were **4,331** average weekday boardings in the **East Boston Main Streets District** in Fall 2024, which is **86%** 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