

Mission Hill

Main Streets Profile

March 2026



City of Boston
Planning Department
RESEARCH DIVISION

City of Boston Planning Department

RESEARCH DIVISION STAFF

ALVARO LIMA

Director of Research

CHRISTINA KIM

Deputy Director

PHILLIP GRANBERRY

Senior Demographer

MICHAEL ENDALE

Senior Economist - Data Scientist

FATIMA AQEEL

Senior Economist

KEVIN KANG

Senior Research Associate

EMILY KOREST

Research Associate

CECILIA TAKACS

Research Associate Coordinator - Data Analyst

SAM KLUGHERZ

Research Associate

NA YOUNG MOON

Research Assistant

TYLER YANDT

Research Assistant

GRACE JULIEN

Research Associate - Data Analyst

HANNAH CHAPMAN

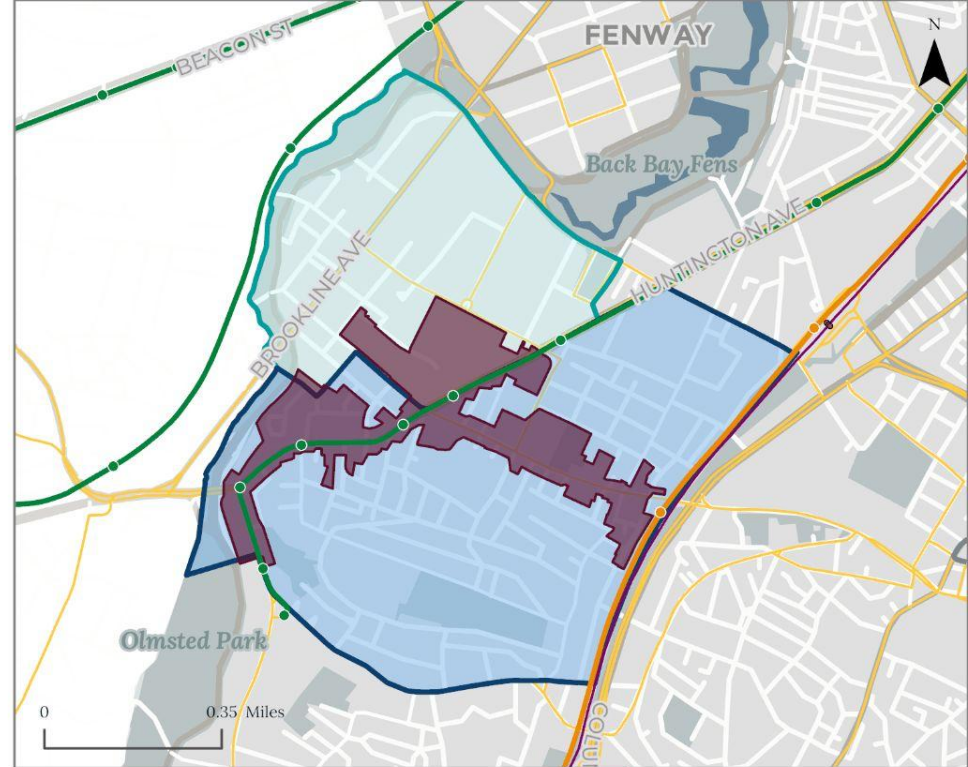
Intern

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."

Mission Hill and Longwood are predominantly home to college-enrolled young adults, with a high concentration of renters and non-family households.

- 54% are aged 20-34
- 21.8% Asian
- 30% Foreign Born
- 64% are enrolled in college or university
- 69% of households are non-family households
- 89% of households are renter occupied



Source: City of Boston Planning Department Research Division Analysis.

City of Boston

Mission Hill Main Streets has nearly half of its parcels used for residential, a sizable portion used for mixed use, and some commercial and tax exempt parcels.

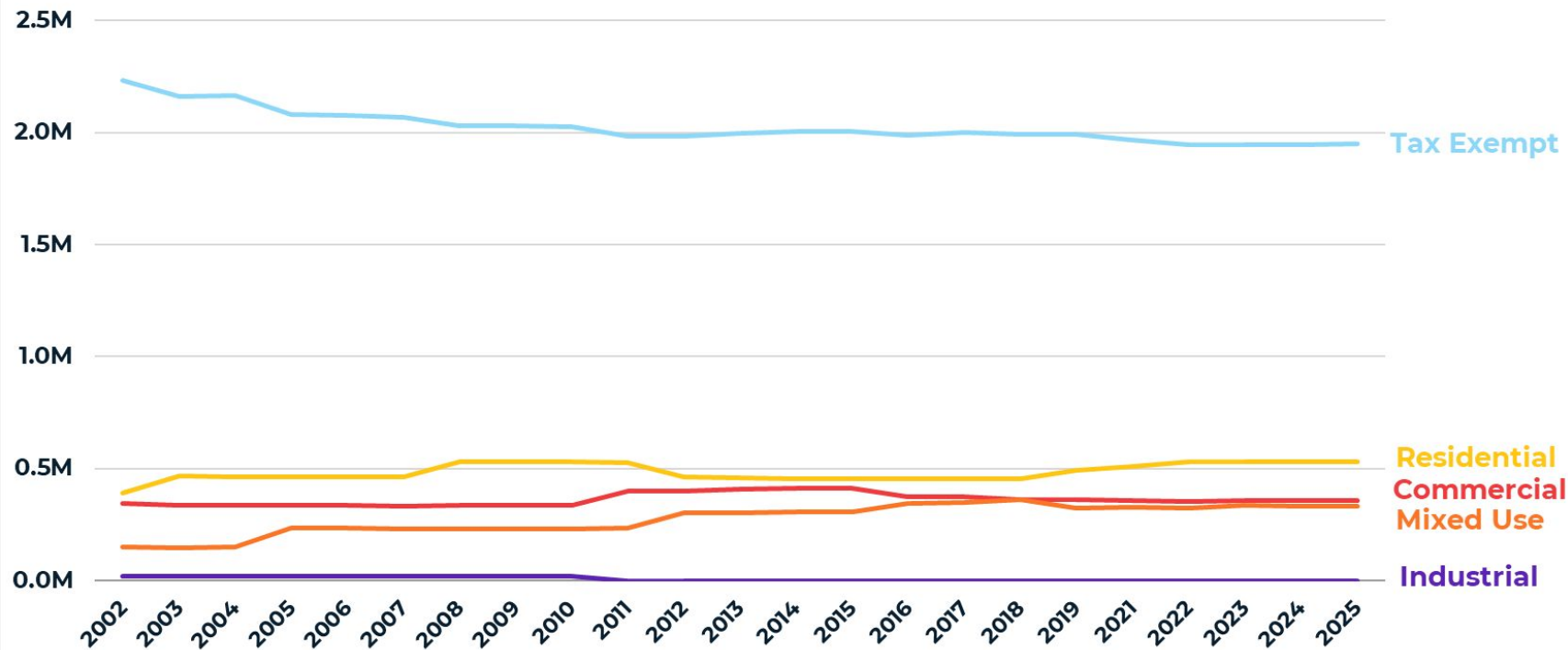
LAND USE CATEGORY	# PARCELS	SHARE
Commercial	35	13.9%
Industrial	0	0.0%
Mixed Use	61	24.2%
Residential	122	48.4%
Tax Exempt	34	13.5%



- Mission Hill Main Street District
- Commercial
- Industrial
- Mixed Use
- Residential
- Tax Exempt
- Open Space

Mixed use and residential land uses have slightly increased over time while tax exempt land use has fallen

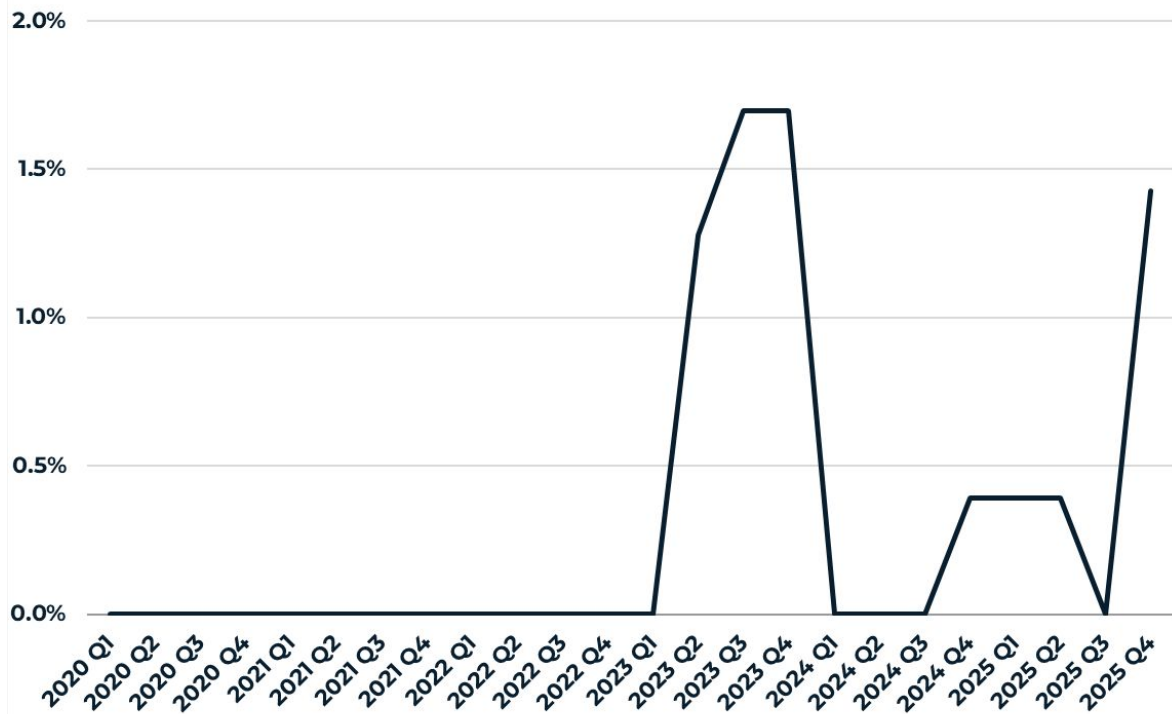
Square Feet of Parcel Land Area by Category in Mission Hill Main Streets District by Fiscal Year, 2002-2025



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

Despite some fluctuations, retail vacancy has remained low since 2020

Retail Vacancy Rates in Mission Hill Main Streets District, 2020-2025



Retail vacancy hit a 5-year peak of **1.7%** in 2023 but has generally remained low

It is now **1.4%**

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

Mission Hill Main Streets is home to 268 businesses & institutions

Top business sectors include:

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

Major businesses include:

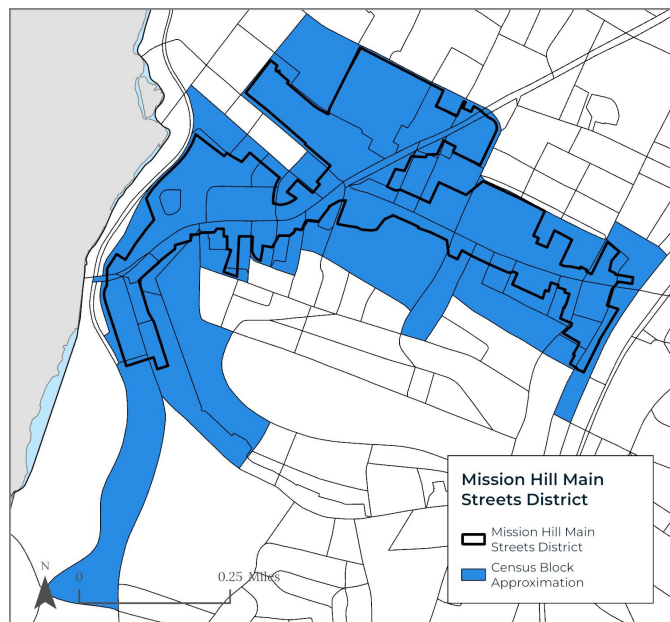
- Brigham and Women's Phyllis Jen Center For Primary Care
- Stop & Shop Supermarket
- Harvard School of Dental Medicine

SECTOR	ESTABLISHMENT SHARE
Accommodation and food services	22.4%
Health care and social assistance	20.5%
Other services (except public administration)	12.3%
Retail trade	10.1%
Real estate and rental and leasing	7.1%
Professional, scientific, and technical services	6.0%
Educational services	5.6%
Information	3.4%
Finance and insurance	3.4%
Transportation and warehousing	2.2%
Public administration	2.2%
Construction	2.2%
Arts, entertainment, and recreation	1.1%
Manufacturing	0.7%
Administrative and support and waste management and remediation services	0.4%
Management of companies and enterprises	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

~43,552 payroll jobs are within the Census block approximation of Mission Hill Main Streets District

Mission Hill Main Streets payroll employment is concentrated in Health Care and Social Assistance, Educational Services, and Other Services

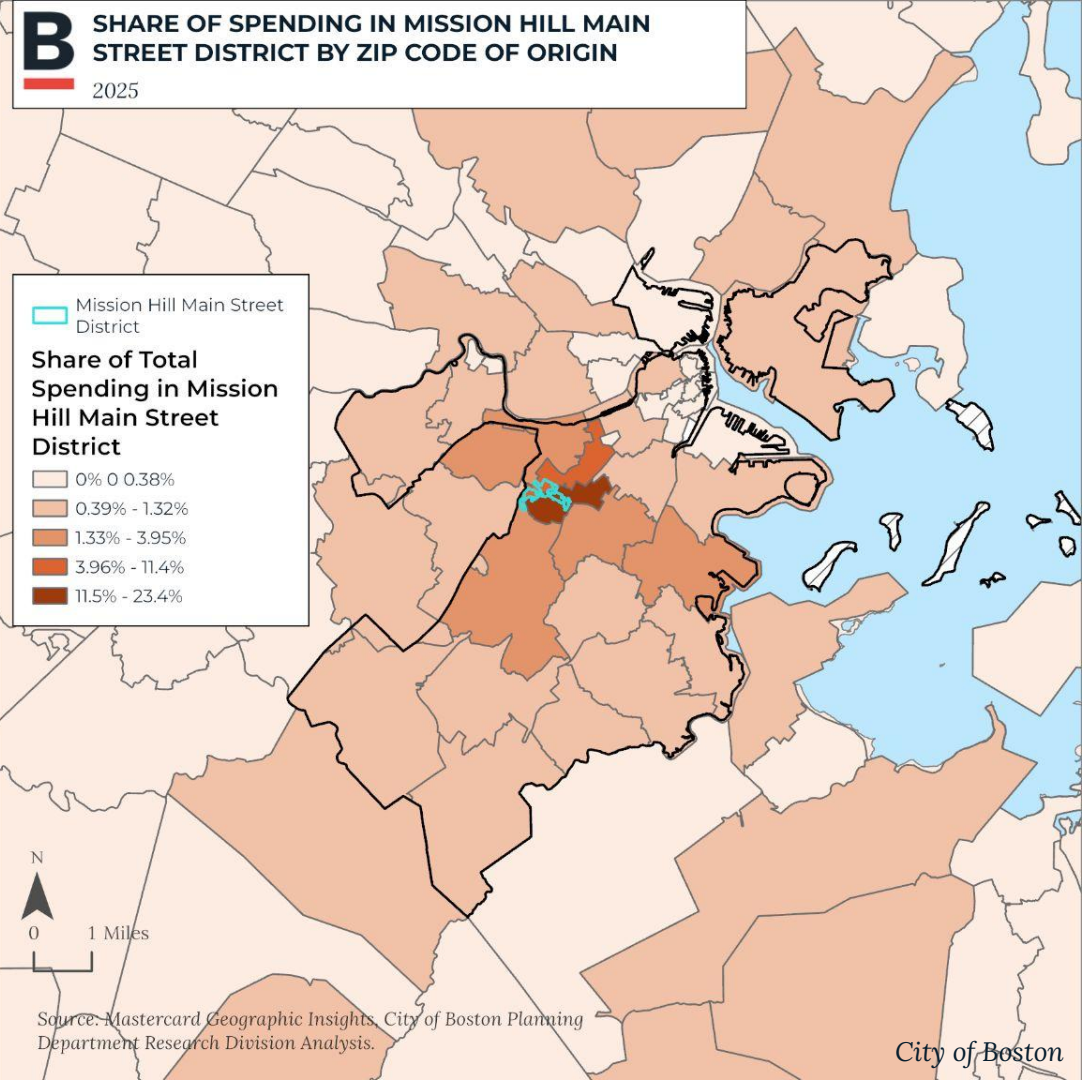


SECTOR	PAYROLL JOBS (2023)	SHARE OF PAYROLL JOBS
Health Care and Social Assistance	32,787	75.3%
Educational Services	7,646	17.6%
Other Services (excluding Public Administration)	1,457	3.3%
Professional, Scientific, and Technical Services	680	1.6%
Accommodation and Food Services	434	1.0%
Retail Trade	301	0.7%
Real Estate and Rental and Leasing	64	0.1%
Administration & Support, Waste Management and Remediation	51	0.1%
Information	41	0.1%
Finance and Insurance	40	0.1%
Wholesale Trade	12	0.0%
Utilities	10	0.0%
Manufacturing	10	0.0%
Public Administration	10	0.0%
Construction	8	0.0%
Management of Companies and Enterprises	1	0.0%

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

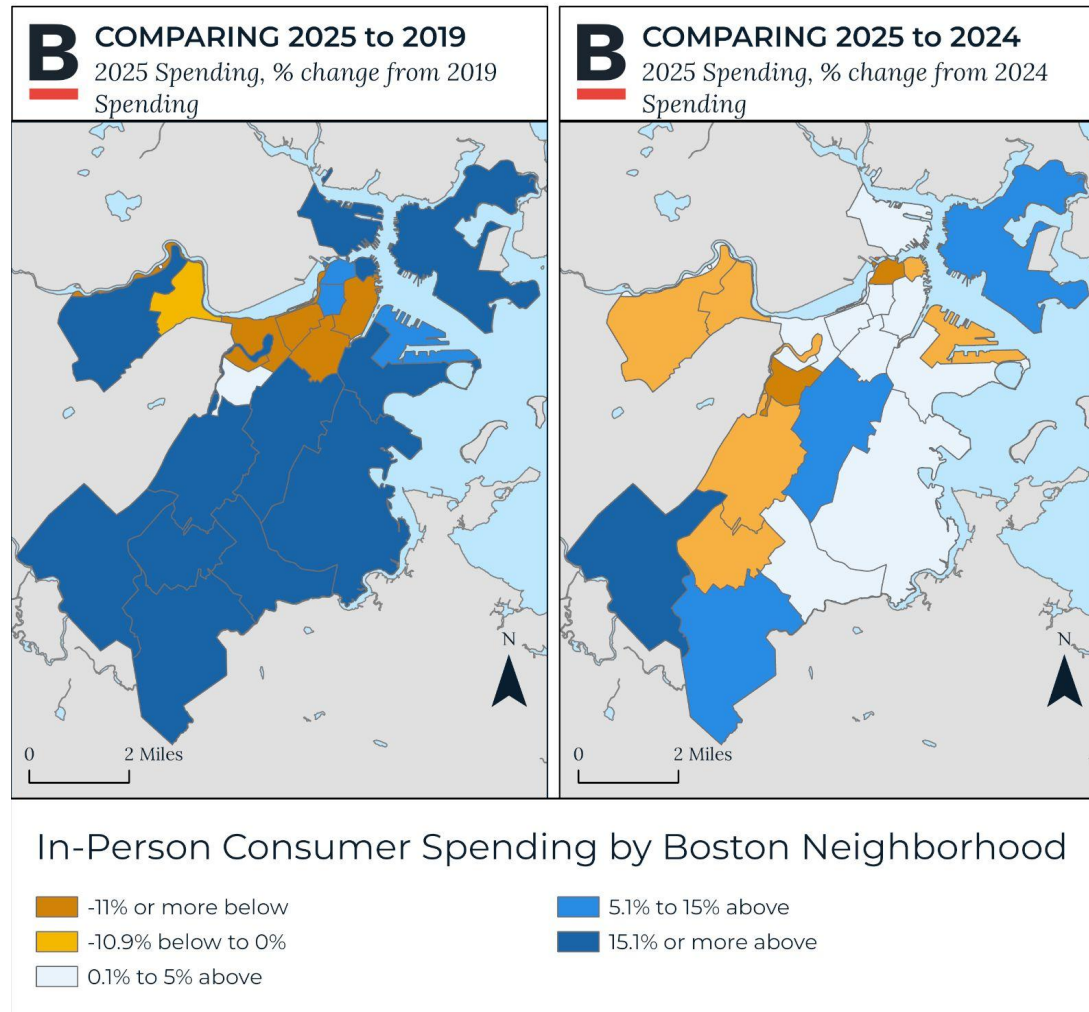
46.8% of the spending comes from outside of Boston while 18.6% of spending in the Mission Hill Main Streets District originates in Mission Hill.

Around 13.5% comes from Fenway/Longwood



In 2025, inflation-adjusted consumer spending fell by 15.1% in Mission Hill and rose by 1.1% in Longwood compared to 2024.

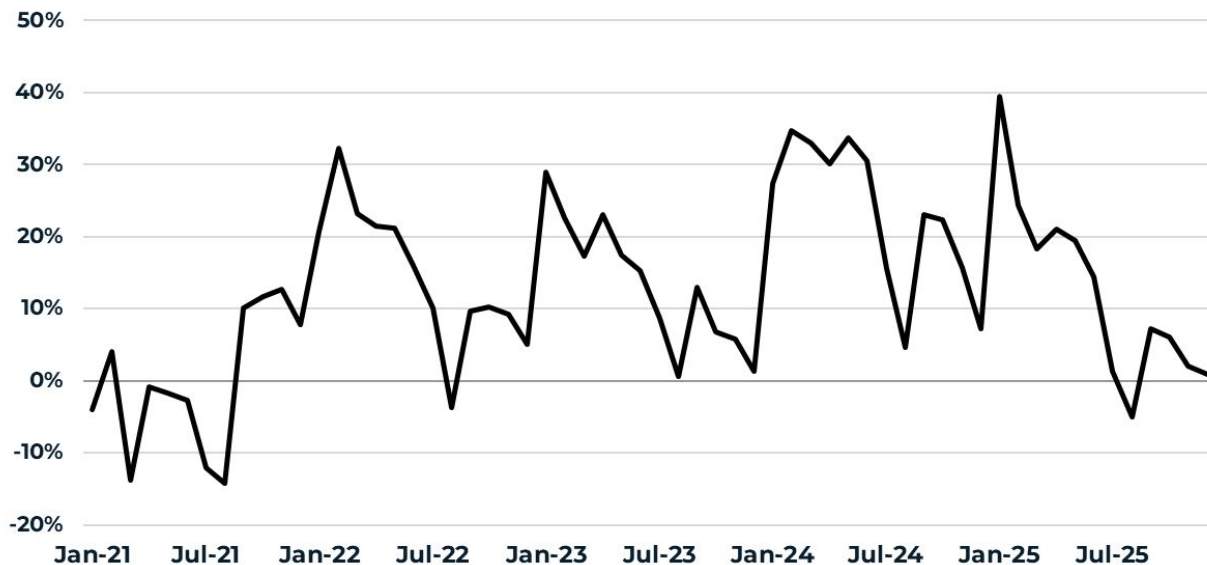
Relative to 2019 levels, spending increased by 3.8% in Mission Hill and decreased by 20.2% in Longwood.



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

Consumer spending in Mission hill Main Streets showed a gradual upward trend above 2019 levels

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



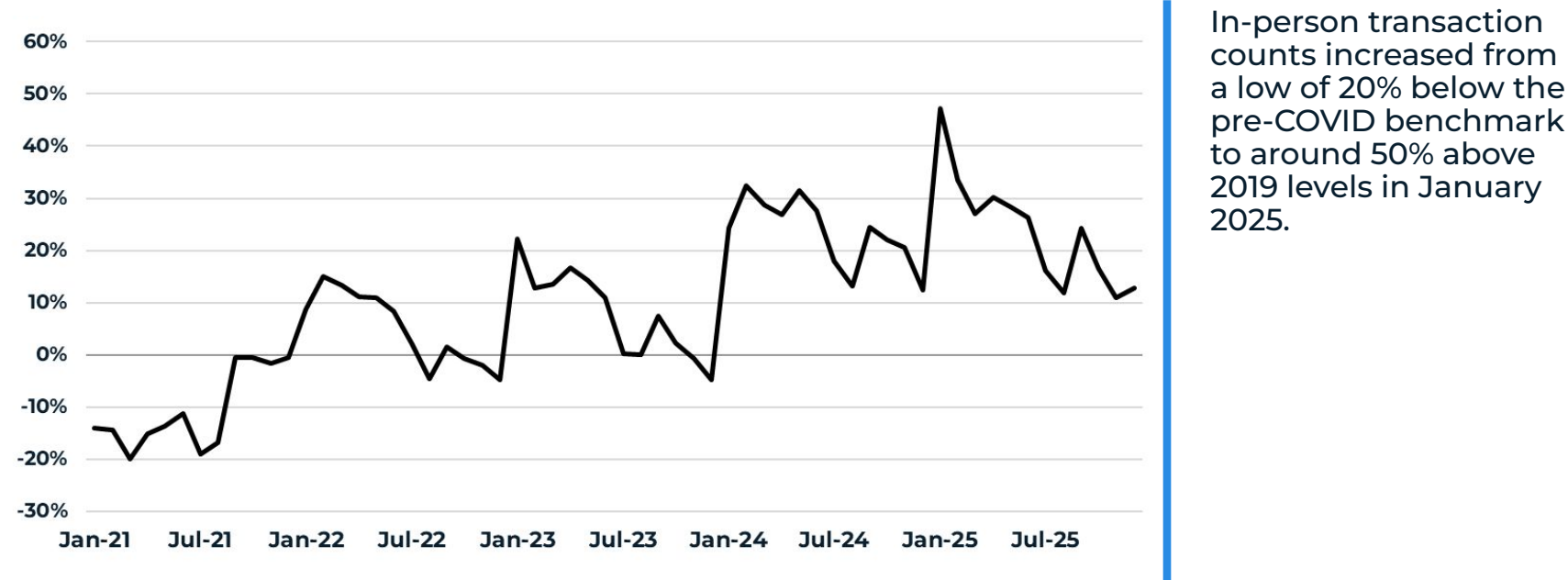
In-person consumer spending fluctuated but stayed above pre-COVID levels since mid-2022. Even with periodic fluctuations, current spending remains above the pre-pandemic benchmark.

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

Note: Mission hill Main Streets District is approximated using 2010 block groups.

Consumer spending transaction counts fluctuate but also experienced a rising trend

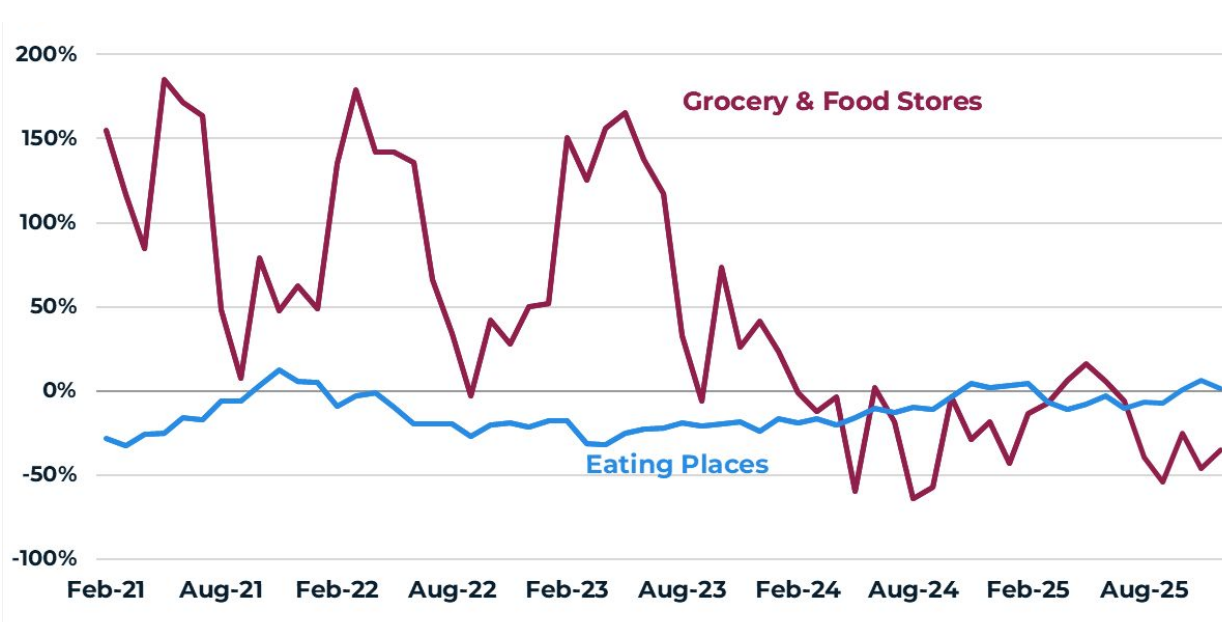
Total In-Person Transaction Counts in Mission hill Main Streets District, Jan 2021 - Dec 2025, Percentage Change from Same Month in 2019



Source: Mastercard Geographic Insights, City of Boston Planning Department Research Division Analysis.
Note: Mission hill Main Streets District is approximated using 2010 block groups.

While grocery spending saw significant decrease since mid-2023, restaurant spending stay stable

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



Grocery spending experienced a decrease of spending below 2019 levels starting January 2024.

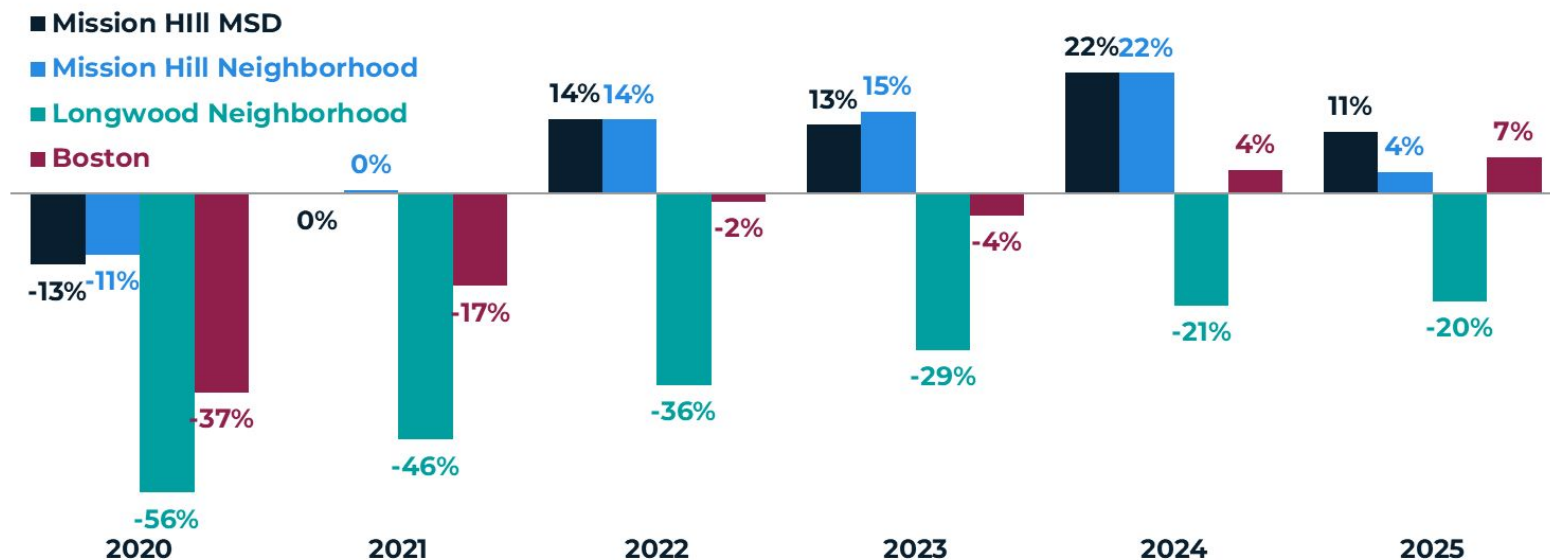
Restaurant spending constantly hovered around and below 2019 levels from 2021 to 2025.

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

Note: Mission hill Main Streets District is approximated using 2010 block groups.

Mission Hill Main Streets showed faster in-person consumer spending recovery compared to in Boston, reaching 11% above 2019 levels in 2025.

Total In-Person Consumer Spending, Percentage Change from 2019

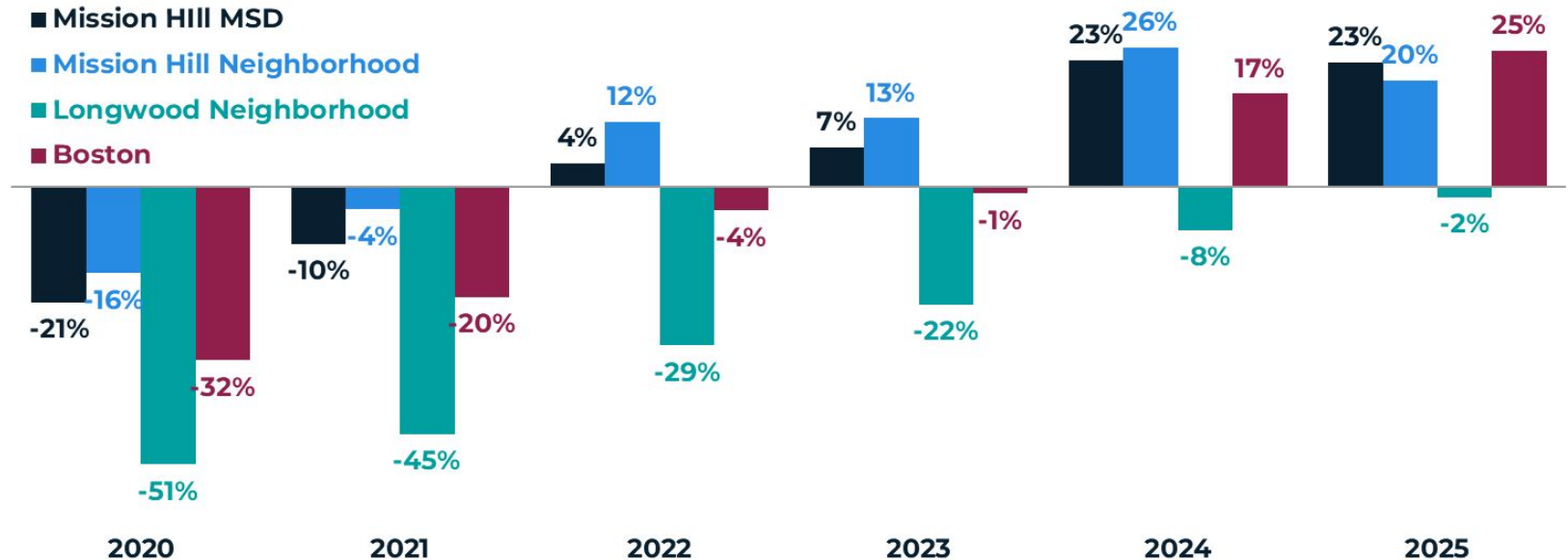


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Mission Hill Main Streets transaction counts reached 23% above 2019 levels by 2025.

Total In-Person Transaction Counts, Percentage Change from 2019

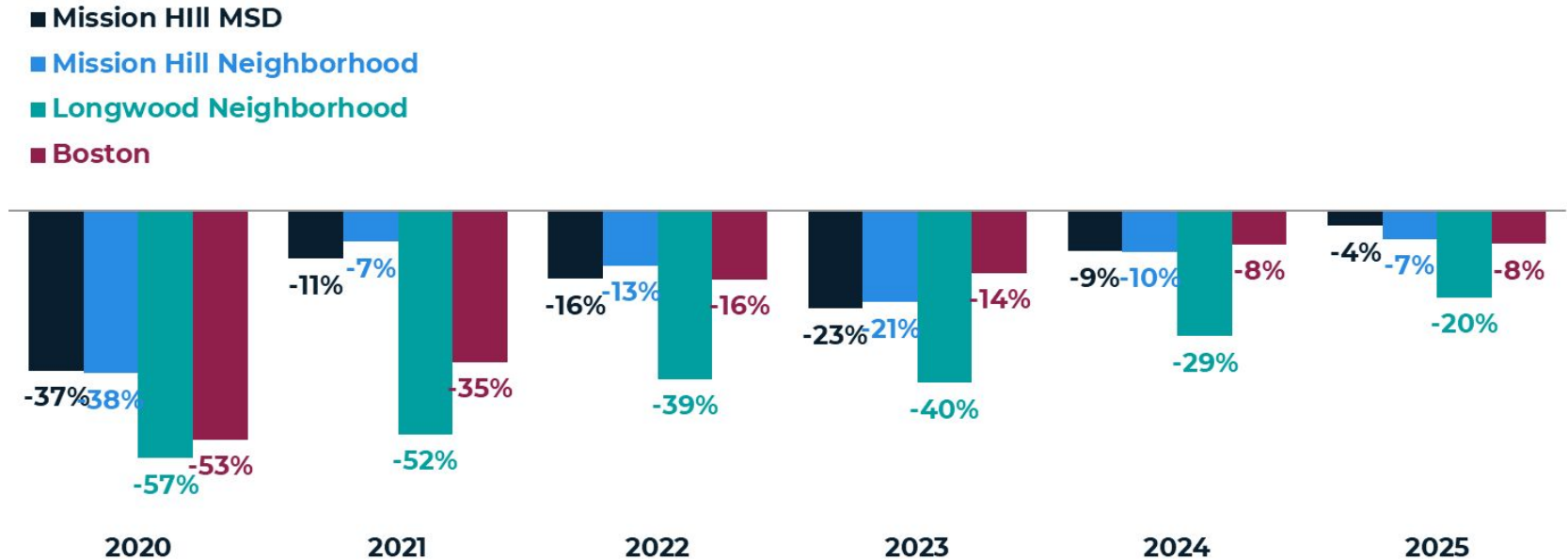


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

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

Mission Hill Main Streets in-person restaurant spending was still 4% below 2019 levels in 2025.

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

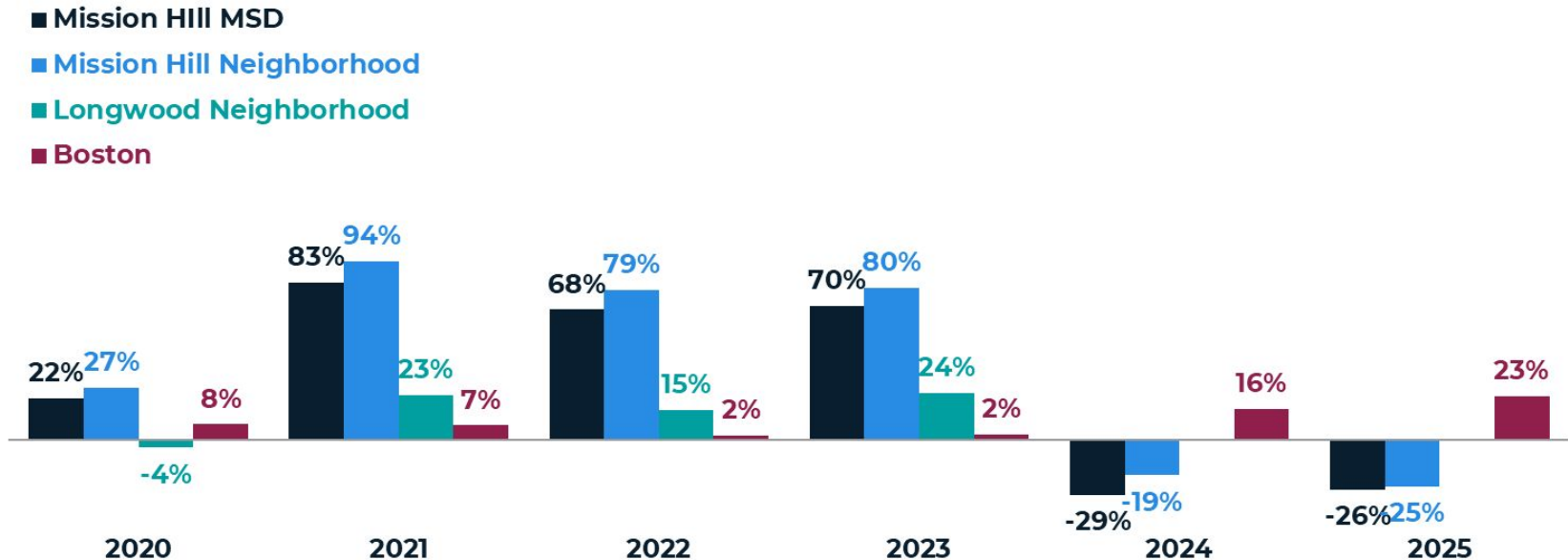


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Mission hill Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions and is adjusted for inflation.

Mission Hill Main Streets saw positive grocery spending above 2019 levels through 2023 but was 26% below 2019 levels in 2025.

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

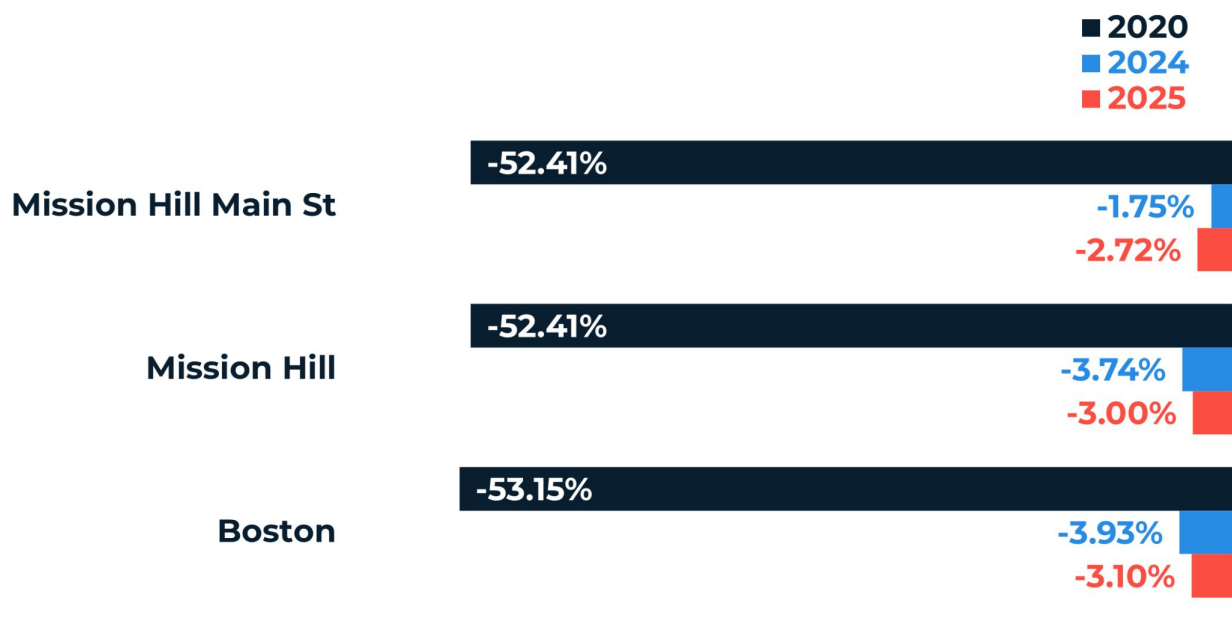


Source: Mastercard Geographic Insights, City of Boston Planning Department Main Street District

Note: Mission hill Main Streets District is approximated using 2010 block groups. Spending data reflect credit card transactions and is adjusted for inflation. 2024 & 2025 Longwood Grocery spending data is incomplete

While visits to Mission Hill Main Street **in 2025 nearly recovered** to pre-pandemic levels, they decreased slightly relative to 2024

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



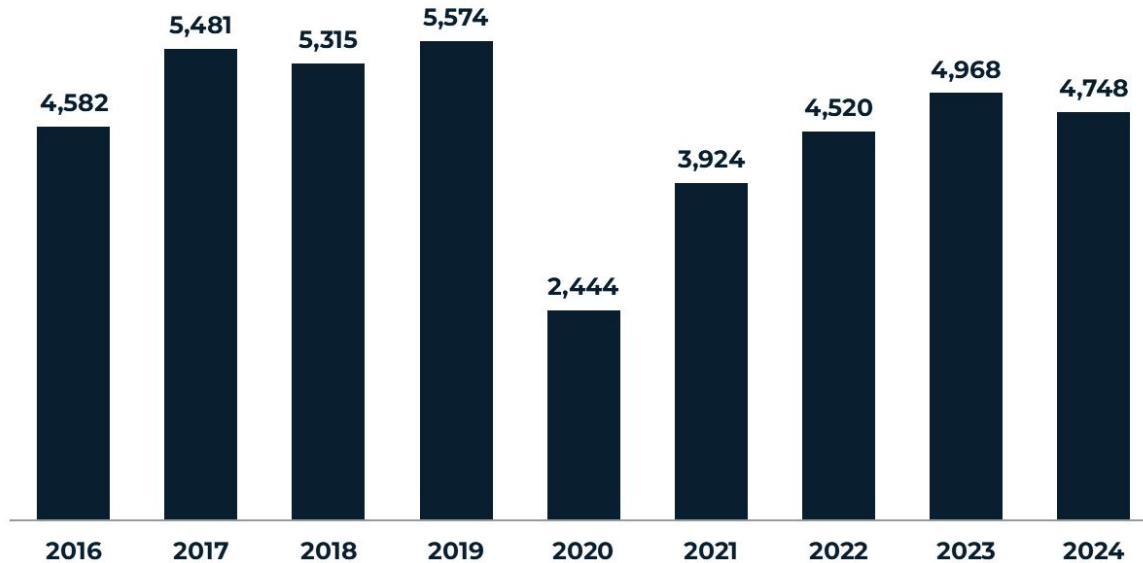
In 2020, visits to **Mission Hill Main Street** were 52.41% lower than in the pre-pandemic year, 2019.

By 2025, visits to **Mission Hill Main Street** recovered to just 2.72% below 2019 levels.

*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 boarding in Mission hill Main Streets has rebounded steadily since its 2020 low but remains below 2019 levels

Average Weekday Boardings at bus stops in Mission hill Main Streets District during the Fall seasons



There were **4,748** average weekday boardings in the **Mission hill Main Streets District** in Fall 2024, which is **85%** 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 Automatic Passenger Counters (APC) installed on Buses