

MARKET PROFILE: CENTRAL SQUARE 2013

Cambridge, Massachusetts

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	\$25,177,537	\$3,393,468	\$21,784,069	
Personal Services (Including Pharmacy & Salons)	\$31,913,477	\$11,424,352	\$20,489,126	
Limited-Service Eating Places	\$15,561,754	\$11,291,613	\$4,270,141	
Book, Periodical & Music Stores	\$1,982,482	\$2,425,897		\$443,414
General Merchandise Stores	\$37,877,236	\$237,018	\$37,640,218	
Specialty Food Stores	\$2,772,469	\$464,672	\$2,307,796	

Description: Retail potential and expenditure leakage measures the volume of supply (actual retail sales of businesses to consumers) and the demand by households in the target area. Leakage in an area shows where a market's supply is less than demand, meaning that retailers outside the area are fulfilling the demand for retail products/services (i.e., it is leaking out of the area). Surplus in a district represents a situation where supply exceeds the area's demand, meaning that retailers are attracting customers that reside outside the trade area.

DEMOGRAPHICS

2013 Estimated Data

POPULATION

2013 Total	.50 mile radius		1 mile radius	
Estimated Total Population	23,561		66,547	
Ages 0-14	2,356	10%	5,324	8%
Ages 15-24	3,770	16%	17,302	26%
Ages 25-34	8,246	35%	21,960	33%
Ages 35-44	3,064	13%	7,986	12%
Ages 45-64	4,005	17%	9,317	14%
Ages 65+	2,120	9%	4,658	7%
Median Age	31.2		29.1	

HOUSEHOLD

2013 Total	.50 mile radius		1 mile radius	
Estimated Total Households	10,530		26,081	
One-Person	4,107	39%	10,432	40%
Two-Person	3,580	34%	9,128	35%
Three or more	2,843	27%	6,520	25%
Average HH Size	2.04		2.00	

RACE

2013 Total	.50 mile radius		1 mile radius	
White	14,137	60%	41,925	63%
Black/African American	4,005	17%	7,986	12%
Asian	3,534	15%	11,978	18%
Other	707	3%	1,331	2%
Two or More Races	1,178	5%	3,327	5%

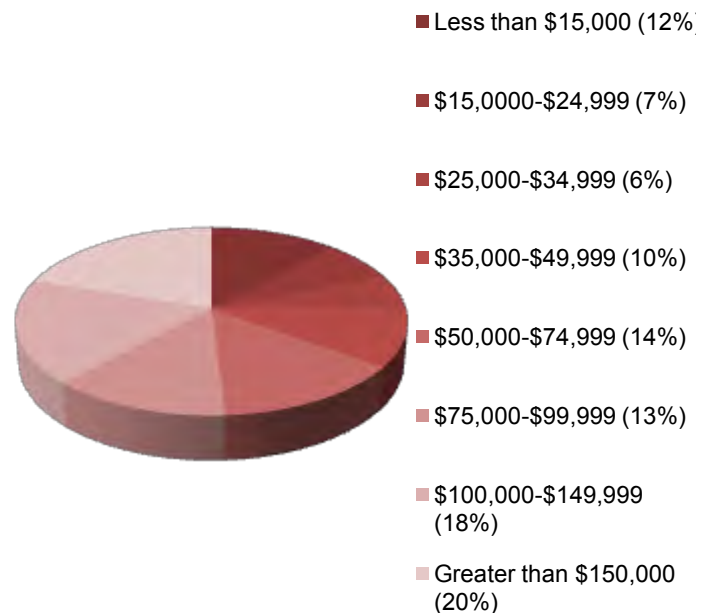
HOUSEHOLD INCOME

2013 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$89,871	\$82,700	\$89,382

2013 HOUSEHOLDS BY INCOME

(.50 mile radius)



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ONE MILE RADIUS MAP



WORKPLACE POPULATION

	.50 mile radius	1 mile radius
Estimated Employee Population	12,417	42,856
Employee/Residential Population Ratio	.53	.64
MIT Student Population	11,189 (2012-2013)	

TRANSIT INFORMATION

1-mile Radius

10 MBTA Bus Lines run through the Central Square District and 3 Red Line Subway Stations.

Bus 1 (Mass Ave) Weekly Ridership: 26,734 (2009)

Central Square Redline Station Weekday Ridership

Entries: 14,531 (2009)

Exits: 6,806 (2009)

Harvard Square Redline Station Weekday Ridership:

Entries: 21,868 (2009)

Exits: 12,447 (2009)

Kendall Square Redline Station Weekday Ridership:

Entries: 13,975 (2009)

Exits: 14,396 (2009)

EZ Ride Average Daily Ridership: 2,081 (2012)

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-349-4654 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, Duns & Bradstreet, the US Census Bureau, and data gathered by Economic Development Division.

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.