

# MARKET PROFILE: CENTRAL SQUARE 2012

Cambridge, Massachusetts

## RETAIL POTENTIAL & EXPENDITURE LEAKAGE

Estimated for Five Sample Store Types, approximately 1-mile Radius

	Supply (Retail Sales)	Demand (Consumer Expenditure)	(Opportunity Gap)/Surplus
Retail - Apparel	\$19,656,252	\$46,425,718	(\$26,769,466)
Entertainment (Performance/Theater)	\$17,334,472	\$91,218,992	(\$73,874,520)
Personal Services – Hair/Fitness/Spa	\$92,671,600	\$18,154,756	\$74,516,844
Full Food Service (Restaurant/Bar)	\$90,929,400	\$73,979,394	\$16,950,006
Retail - Specialty (Gift/Antique/Art)	\$12,353,250	\$31,337,978	(\$18,984,728)

## DEMOGRAPHIC

1-mile Radius (2011 Estimated data)

Estimated Total Population	64,770 (2011)
Children (Under 19).....	10,690 (16%)
Adults (20-34).....	33,531 (52%)
Adults (35-49).....	25,044 (14%)
Adults (50-64).....	6,825 (11%)
Seniors (65+).....	4,394 (7%)

Median Age in Radius: 28.4

### Family Households

One-Person.....	9,691 (39%)
Two-Persons.....	8,586 (35%)
Three or more.....	6,442 (26%)

Average Household Size: 2.03

### Race

White.....	41,592 (64%)
Black/African American.....	7,341 (11%)
Asian.....	11,001 (17%)
Other.....	1,838 (3%)
Two or More Races.....	2,997 (5%)

## TOP TEN TYPES OF BUSINESSES

Estimated for approximately 1-mile Radius

1. Limited Food Service - Coffee Shop/Baker/Take Out
2. Full Food Service - Restaurant/Bar
3. Personal Services – Hair Salon/Spa/Fitness Centers
4. Financial Services - Bank Bank/ATM
5. Convenience Store
6. Auto Services
7. Retail - Hardware/Home Furnishings
8. Personal Services – Shoe Repair/Dry Cleaning/Tailoring
9. Retail – Accessories (Shoes/Optical)
10. Retail – Specialty (Antiques/Gifts)

## HOUSEHOLD INCOME

1-Mile Radius (2011 Estimate Data)

Estimate Average Household Income: \$76,106  
Average Household Income (2-mile radius): \$83,831  
Average Household Income (3-mile radius): \$81,936



- Less than \$15,000 (17%)
- \$15,000-\$24,999 (9%)
- \$25,000-\$34,999 (8%)
- \$35,000-\$49,999 (13%)
- \$50,000-\$74,999 (15%)
- \$75,000-\$99,999 (11%)
- \$100,000-\$149,999 (27%)
- Greater than \$150,000 (3%)

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## ONE MILE RADIUS MAP



## WORKPLACE POPULATION

Estimated Daytime Population (1-mile radius): 56,532 (2011)

Ratio of Workplace to Residential Population: 88% (2011)

Cambridge College Student Population: 3,096 (2012)

MIT Student Population: 10,195 (2012)

## AVERAGE RETAIL RENTS

(2008)

Average Retail Size: 4,764 square feet

Minimum Rent: \$10

Average Rent: \$24

Maximum Rent: \$43

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-348-4654 or via the web at:

<http://www.cambridgema.gov/business>.

Report prepared by the Community Development Department, City of Cambridge.

## TRANSIT INFORMATION

1-mile Radius (2009)

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

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

Central Square Redline Station Weekday Ridership:

Entries: 14,531

Exits: 6,806

Harvard Square Redline Station Weekday Ridership:

Entries: 21,868

Exits: 12,447

Kendall Square Redline Station Weekday Ridership:

Entries: 13,975

Exits: 14,396

Source: Community Development Department calculations are based on data from ESRI provided through Costar (A Commercial Real Estate Company), the US Census Bureau, Assessor's Office 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.