MARKET PROFILE: CENTRAL SQUARE 2012

Cambridge, Massachusetts

RETAIL POTENTIAL & EXPENDITURE LEAKAGE Estimated for Five Sample Store Types, approximately 1-mile Radius				
Sı	ipply (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

Nace	
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

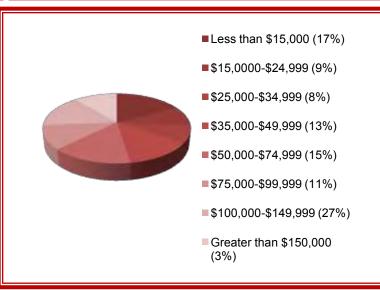
Estimated for approximately 1-mile Radius

- 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)

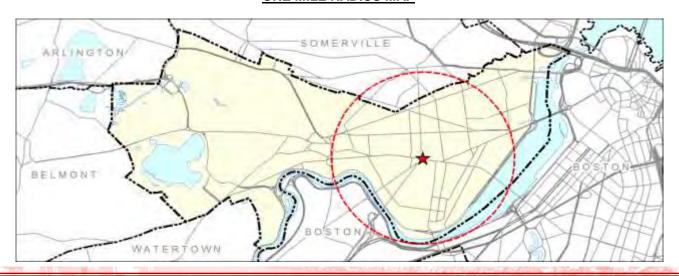
HOUSEHOLD INCOME

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



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

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

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.

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.