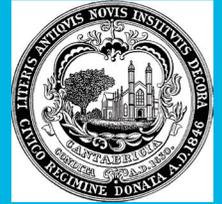


# Market Profile: Porter Square

Cambridge Massachusetts

2015



## RETAIL POTENTIAL & EXPENDITURE LEAKAGE Based on Retail Industry Group, approximately .50 mile Radius

Retail Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Leakage	Surplus
Grocery Stores	\$55,750,431	\$44,755,948	\$10,994,483	
Clothing Stores	\$18,806,707	\$2,720,938	\$16,085,769	
Full-Service Restaurants	\$20,396,369	\$22,756,183		\$2,359,814
Sporting Goods/Hobby Stores	\$7,090,557	\$8,929,600		\$1,839,043
Limited-Service Eating Places	\$15,736,043	\$11,583,822	\$4,152,221	
Health and Personal Care Stores	\$28,723,496	\$10,538,354	\$18,185,142	

Description: Retail potential and expenditure leakage measures the volume of supply (actual retail sales of businesses to consumers) and the demand by households (expected amount spent by consumers) in the target area. Leakage in an area shows where a market's supply is less.

### DEMOGRAPHICS 2015 Estimated Data

POPULATION				
2015 Total	.50 mile radius		1 mile radius	
Estimated Total Population	16,702		61,816	
Ages 0-14	1,336	8%	6,182	10%
Ages 15-24	2,005	12%	8,654	14%
Ages 25-34	6,180	37%	19,782	32%
Ages 35-44	2,505	15%	9,272	15%
Ages 45-64	3,006	18%	11,745	19%
Ages 65+	1,670	10%	6,182	10%
Median Age	33.0		33.2	

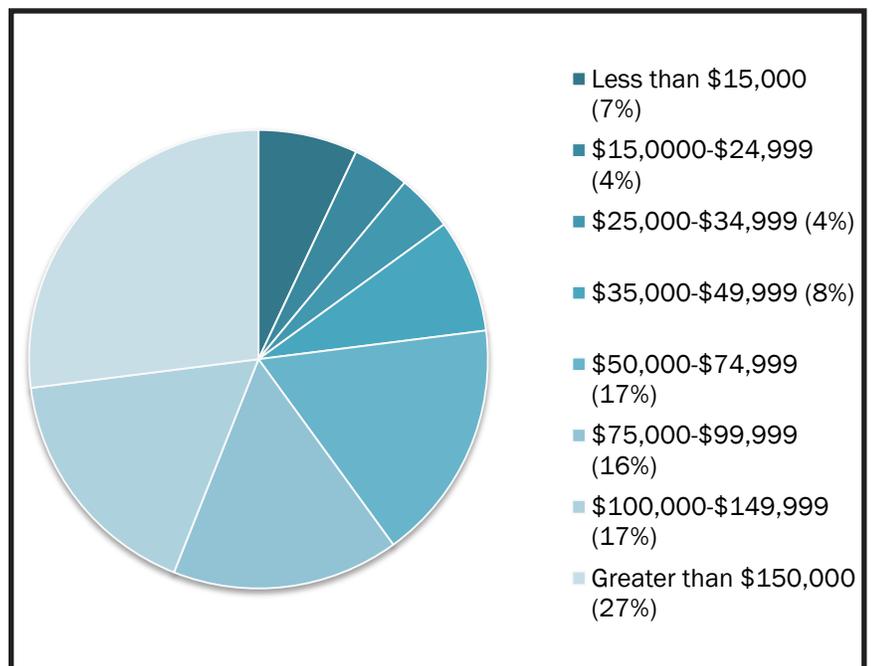
HOUSEHOLD				
2015 Total	.50 mile radius		1 mile radius	
Estimated Total Households	8,107		27,057	
One-Person	2,918	36%	10,012	37%
Two-Person	3,081	38%	9,740	36%
Three or more	2,108	26%	7,305	27%
Average HH Size	2.02		2.09	

RACE				
2015 Total	.50 mile radius		1 mile radius	
White	13,362	80%	44,508	72%
Black/African American	668	4%	6,182	10%
Asian	1,837	11%	8,654	14%
Other	334	2%	-	-
Two or More Races	501	3%	2,472	4%

### HOUSEHOLD INCOME 2015 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$106,307	\$94,406	\$86,991

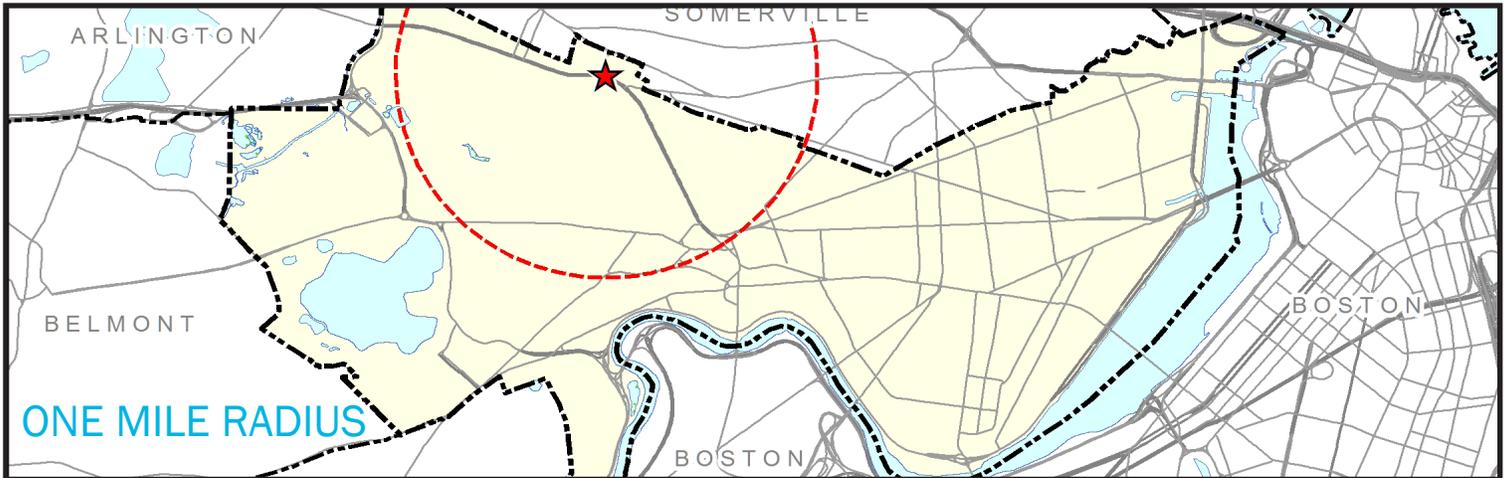
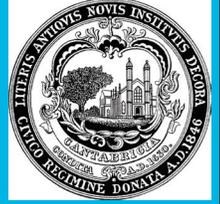
### 2015 HOUSEHOLDS BY INCOME (.50 mile radius)



# Market Profile: Porter Square

Cambridge Massachusetts

2015



WORKPLACE POPULATION		
	.50 mile radius	1 mile radius
Estimated Employee Population	6,654	23,276
Employee/Residential Population Ratio	.49	.38
Lesley University Student Population	6,915 (2014)	

## TRANSIT INFORMATION

### 1-mile Radius

6 MBTA Bus Lines run through the Porter Square District and 2 MBTA Stations: Porter and Davis

Porter Square Red Line Station Weekday Ridership: 8,850 (2013)

Davis Square Redline Station Weekday Ridership: 12,857 (2013)

Porter Square Commuter Rail Weekday Ridership: 275 (2013)

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, MBTA, and data gathered by Community Development Department.

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.