

# MARKET PROFILE: FRESH POND — ALEWIFE CAMBRIDGE, MA 2018



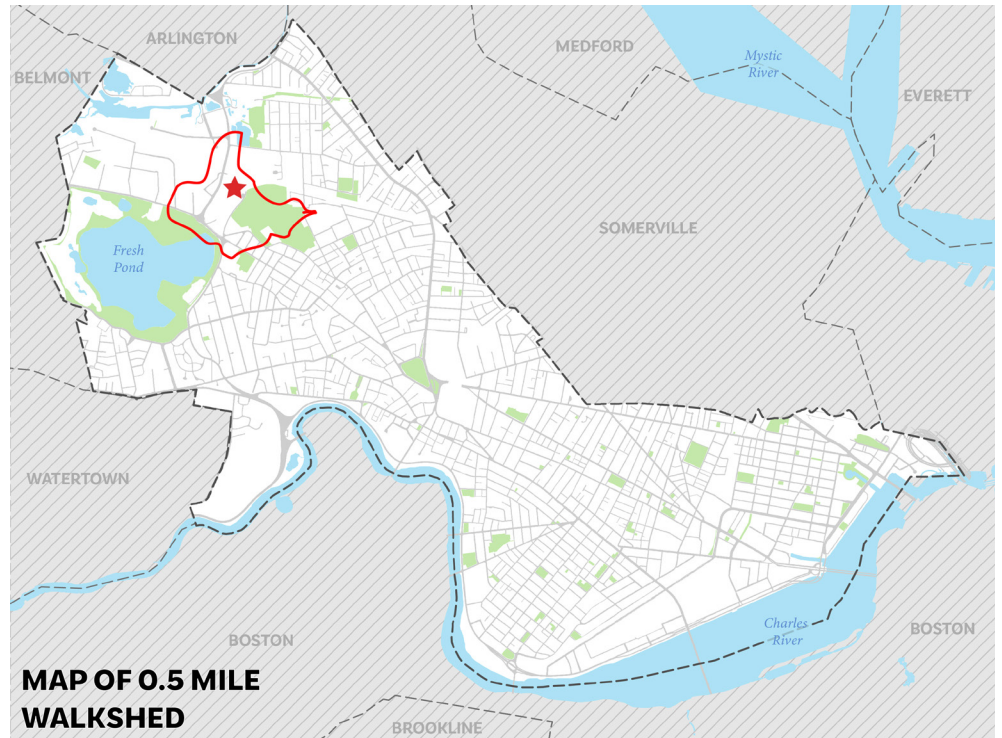
## Demographics (Estimated Data)

### POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	2,164	20,674
Ages 0-14	15%	16%
Ages 15-24	8%	11%
Ages 25-34	20%	19%
Ages 35-44	17%	16%
Ages 45-64	23%	24%
Ages 65+	16%	14%
Median Age	38.2	37.5

### RACE

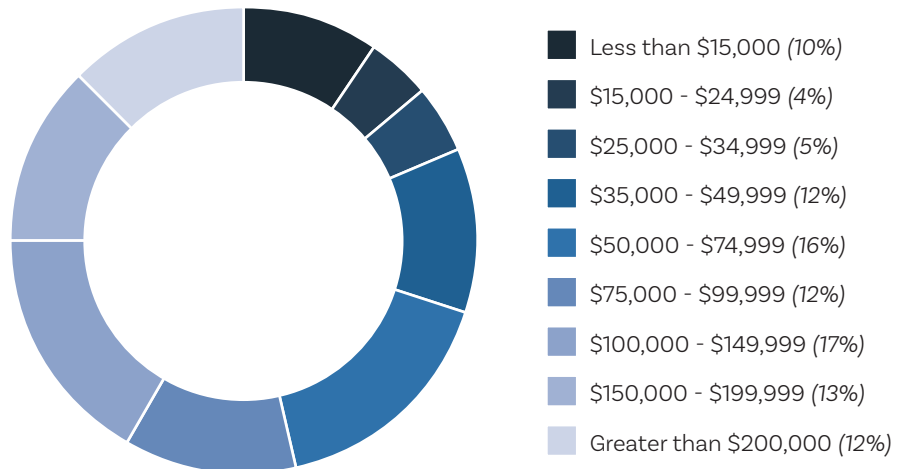
TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	55%	56%
Black/African American	20%	19%
Asian	18%	17%
Other	3%	3%
Two + Races	5%	5%



### HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$80,829	\$89,131

### 2017 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



### HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	1,161	9,160
1 Person	40%	34%
2 Person	36%	33%
3+ Person	26%	32%
Average HH Size	1.80	2.23



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## 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	\$2,915,387	\$184,089	\$2,731,298	
Office, Supply, and Gift Stores	\$439,425	-	\$439,425	
Food and Drink Establishments	\$4,376,441	\$5,766,538		\$1,390,097
General Merchandise	\$4,699,983	-	\$4,699,983	
Specialty Food Stores	\$287,404	-	\$287,404	
Health and Personal Care Stores	\$2,290,311	\$5,267,532		\$2,731,298

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.

## WORKPLACE POPULATION

ESTIMATED	.5 MILE RADIUS	1 MILE RADIUS
Employee Population	2,990	11,863
Employee/Residential Population Ratio (employees per 100 residents)	138 : 100	57 : 100



## TRANSIT INFORMATION

Alewife Red-Line Station: 11,877 Weekday Entries (2016)

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-349-4637 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 Community Analyst Tool which forecasts data from the U.S. Census Bureau. Additional data comes from the 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.

