

MARKET PROFILE: PORTER SQUARE CAMBRIDGE, MA 2018



Demographics (Estimated Data)

POPULATION

| TOTAL | .5 MILE RADIUS | 1 MILE RADIUS |
|------------|----------------|---------------|
| Population | 14,850 | 49,524 |
| Ages 0-14 | 8% | 8% |
| Ages 15-24 | 10% | 14% |
| Ages 25-34 | 36% | 33% |
| Ages 35-44 | 17% | 15% |
| Ages 45-64 | 18% | 18% |
| Ages 65+ | 11% | 12% |
| Median Age | 33.8 | 33.1 |

RACE

| TOTAL | .5 MILE RADIUS | 1 MILE RADIUS |
|------------------------|----------------|---------------|
| White | 77% | 74% |
| Black/African American | 5% | 7% |
| Asian | 13% | 13% |
| Other | 2% | 2% |
| Two + Races | 4% | 4% |



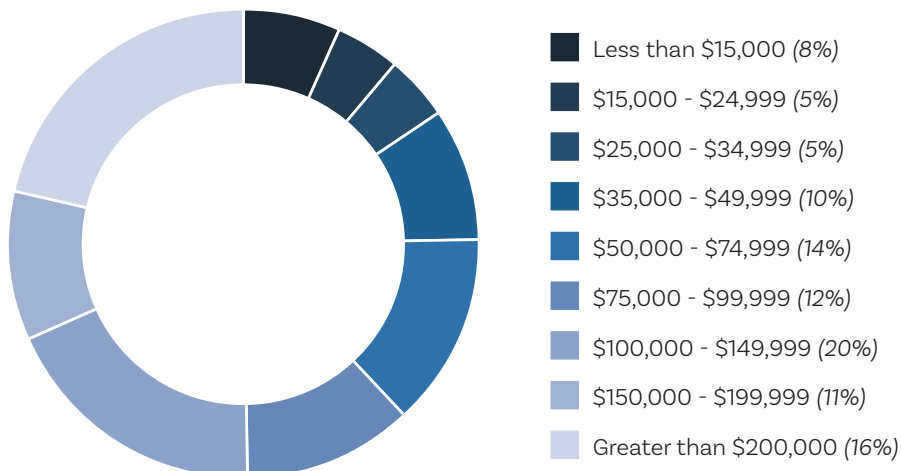
HOUSEHOLD INCOME

| MEDIAN | .5 MILE RADIUS | 1 MILE RADIUS |
|------------------|----------------|---------------|
| Household Income | \$100,158 | \$91,304 |

HOUSEHOLDS

| TOTAL | .5 MILE RADIUS | 1 MILE RADIUS |
|-----------------|----------------|---------------|
| Households | 7,187 | 22,329 |
| 1 Person | 37% | 37% |
| 2 Person | 38% | 37% |
| 3+ Person | 25% | 26% |
| Average HH Size | 2.03 | 2.07 |

2018 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



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RETAIL POTENTIAL & EXPENDITURE LEAKAGE

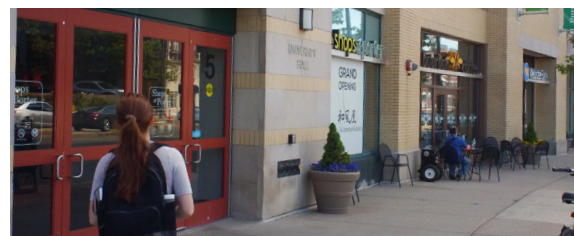
Based on Retail Industry Group, approximately .50 mile Radius

| RETAIL INDUSTRY GROUP | DEMAND (RETAIL POTENTIAL) | SUPPLY (RETAIL SALES) | LEAKAGE | SURPLUS |
|---|---------------------------|-----------------------|--------------|-------------|
| Clothing & Accessories | \$31,091,094 | \$5,570,898 | \$25,520,196 | |
| Office, Supply, and Gift Stores | \$5,270,214 | \$3,761,387 | \$1,508,827 | |
| Food and Drink Establishments | \$47,575,535 | \$42,969,656 | \$4,605,879 | |
| Health and Personal Care Stores | \$24,113,590 | \$16,541,486 | \$7,572,104 | |
| Sporting Goods, Music, and Hobby Stores | \$16,083,284 | \$22,772,489 | | \$6,689,205 |
| Specialty Food Stores | \$2,993,517 | \$1,492,791 | \$1,500,726 | |

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 | 4,732 | 20,280 |
| Employee/Residential Population Ratio (employees per 100 residents) | 32 : 100 | 41 : 100 |
| Lesley University Student Population | 6,013 (2018) | |



TRANSIT INFORMATION

Porter Square Red-Line Station: 8,491 Weekday Entries (2016)

Porter Square Commuter Rail Station: 275 Weekday Boardings (2013)

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. Photos are copyright of Kyle Klein Photography.

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