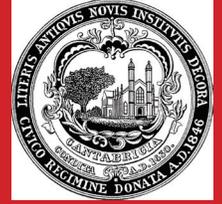


# Market Profile: Central Square

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      |
|---------------------------------|---------------------------|-----------------------|--------------|--------------|
| Clothing & Accessories          | \$27,408,343              | \$7,988,119           | \$19,420,224 |              |
| Home Furnishings Stores         | \$4,326,510               | \$396,590             | \$3,929,920  |              |
| Limited-Service Eating Places   | \$17,118,701              | \$32,483,460          |              | \$15,364,759 |
| Health and Personal Care Stores | \$31,397,868              | \$31,508,658          |              | \$110,790    |
| General Merchandise Stores      | \$37,384,219              | \$250,145             | \$37,134,074 |              |
| Specialty Food Stores           | \$2,950,258               | \$182,406             | \$2,767,852  |              |

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 | 23,636          |     | 67,136        |     |
| Ages 0-14                  | 2,364           | 10% | 5,371         | 8%  |
| Ages 15-24                 | 3,782           | 16% | 16,784        | 25% |
| Ages 25-34                 | 7,800           | 33% | 21,483        | 32% |
| Ages 35-44                 | 3,545           | 15% | 8,726         | 13% |
| Ages 45-64                 | 4,018           | 17% | 9,399         | 14% |
| Ages 65+                   | 2,127           | 9%  | 5,371         | 8%  |
| Median Age                 | 31.2            |     | 29.7          |     |

| HOUSEHOLD                  |                 |     |               |     |
|----------------------------|-----------------|-----|---------------|-----|
| 2015 Total                 | .50 mile radius |     | 1 mile radius |     |
| Estimated Total Households | 10,577          |     | 26,306        |     |
| One-Person                 | 4,125           | 39% | 10,522        | 40% |
| Two-Person                 | 3,596           | 34% | 9,207         | 35% |
| Three or more              | 2,856           | 27% | 6,577         | 25% |
| Average HH Size            | 2.03            |     | 1.99          |     |

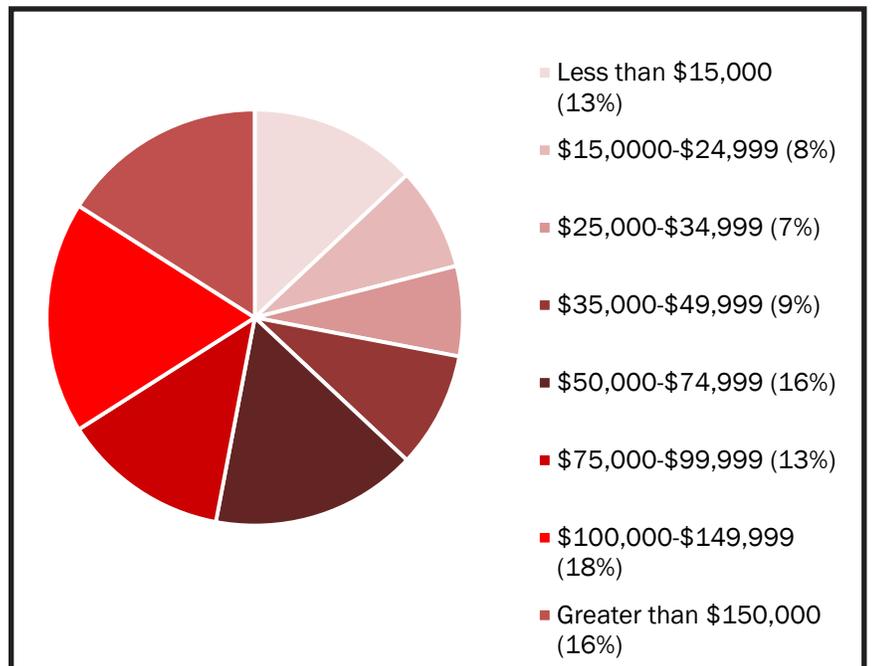
| RACE                   |                 |     |               |     |
|------------------------|-----------------|-----|---------------|-----|
| 2015 Total             | .50 mile radius |     | 1 mile radius |     |
| White                  | 13,709          | 58% | 40,282        | 60% |
| Black/African American | 4,018           | 17% | 8,056         | 12% |
| Asian                  | 3,782           | 16% | 12,756        | 19% |
| Other                  | 709             | 3%  | 2,685         | 4%  |
| Two or More Races      | 1,418           | 6%  | 3,357         | 5%  |

### HOUSEHOLD INCOME

2015 Estimated Data

|                          | .50 mile radius | 1 mile radius | 2 mile radius |
|--------------------------|-----------------|---------------|---------------|
| Average Household Income | \$89,587        | \$83,533      | \$93,320      |

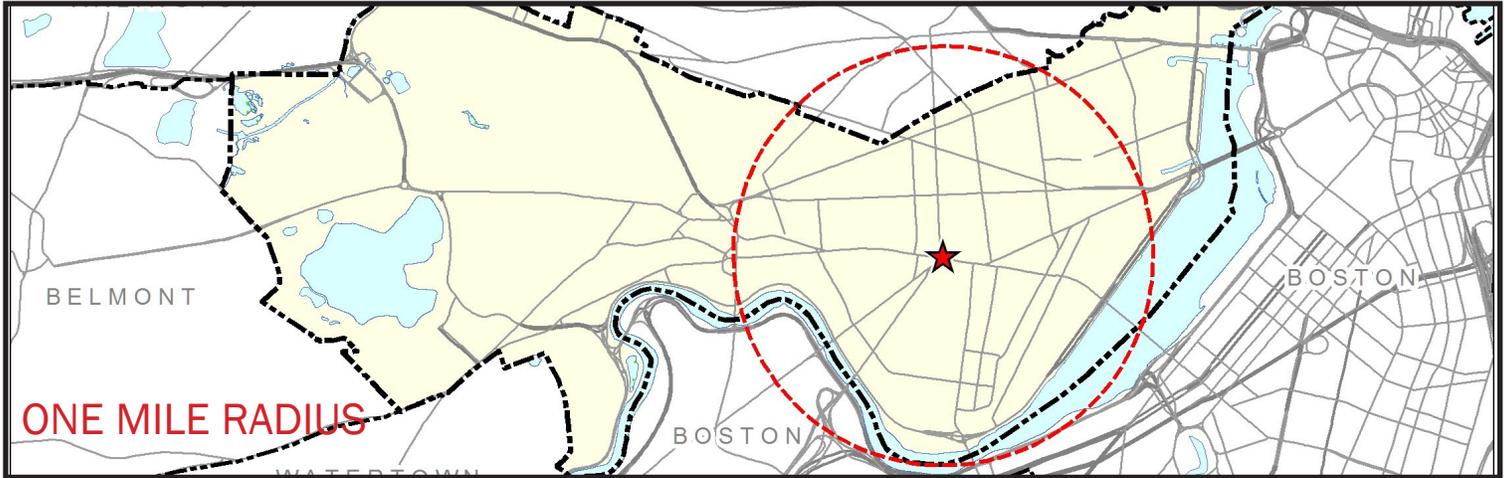
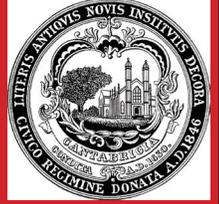
### 2015 HOUSEHOLDS BY INCOME (.50 mile radius)



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| WORKPLACE POPULATION                  |                 |               |
|---------------------------------------|-----------------|---------------|
|                                       | .50 mile radius | 1 mile radius |
| Estimated Employee Population         | 15,311          | 54,613        |
| Employee/Residential Population Ratio | .65             | .81           |
| MIT Student Population                | 11,220 (2014)   |               |

## TRANSIT INFORMATION

### 1-mile Radius

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

Bus 1 (Mass Ave) Weekly Ridership: 28,936 (2012)

Central Square Redline Station Weekday Ridership:

Entries: 16,525 (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.