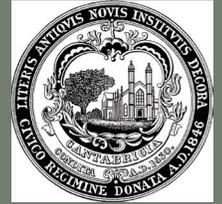


# Market Profile: Trolley Square

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
Specialty Food Stores	\$1,888,614	\$5,161,501		\$3,272,887
Clothing Stores	\$13,141,121	\$4,541,543	\$8,599,578	
Full-Service Restaurants	\$14,357,692	\$19,021,683		\$4,763,991
Sporting Goods/Hobby Stores	\$4,977,862	\$2,675,795	\$2,302,067	
General Merchandise Stores	\$10,976,387	\$422,561	\$10,553,826	
Health and Personal Care Stores	\$20,301,979	\$2,797,492	\$17,504,487	

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	13,151		53,834	
Ages 0-14	1,315	10%	6,460	12%
Ages 15-24	1,315	10%	9,152	17%
Ages 25-34	4,208	32%	15,073	28%
Ages 35-44	1,973	15%	8,076	15%
Ages 45-64	2,762	21%	10,228	19%
Ages 65+	1,578	12%	4,845	9%
Median Age	34.5		32.8	

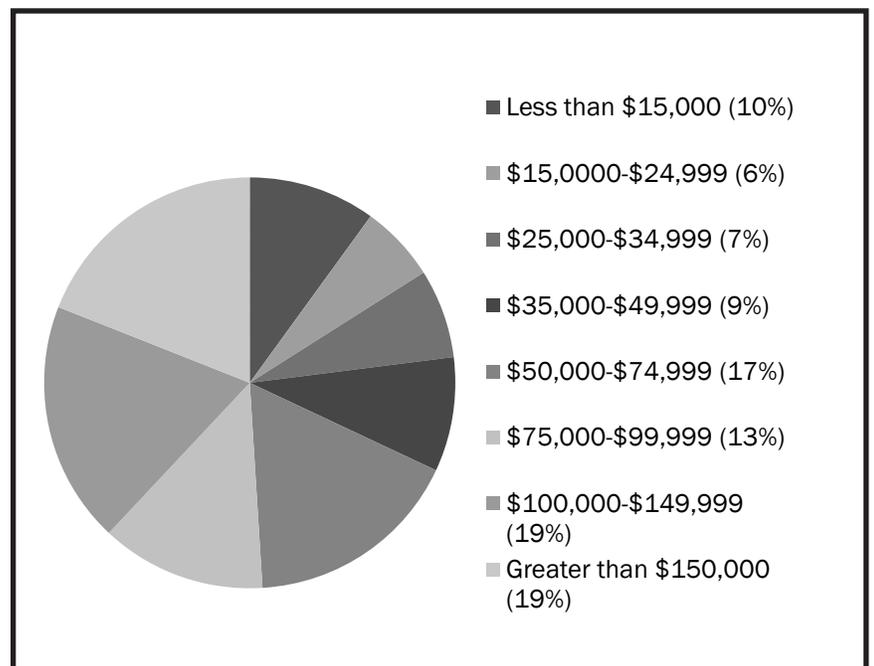
HOUSEHOLD				
2015 Total	.50 mile radius		1 mile radius	
Estimated Total Households	6,338		23,274	
One-Person	2,282	36%	7,680	33%
Two-Person	2,345	37%	8,379	36%
Three or more	1,711	27%	7,215	31%
Average HH Size	2.06		2.18	

RACE				
2015 Total	.50 mile radius		1 mile radius	
White	9,732	74%	38,222	71%
Black/African American	1,184	9%	5,922	11%
Asian	1,446	11%	5,922	11%
Other	263	2%	1,615	3%
Two or More Races	526	4%	2,153	4%

### HOUSEHOLD INCOME 2015 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$93,560	\$91,293	\$92,789

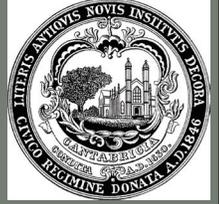
### 2015 HOUSEHOLDS BY INCOME (.50 mile radius)



# Market Profile: Trolley Square

Cambridge Massachusetts

2015



WORKPLACE POPULATION		
	.50 mile radius	1 mile radius
Estimated Employee Population	5,544	18,881
Employee/Residential Population Ratio	.42	.35

## TRANSIT INFORMATION

### 1-mile Radius

3 MBTA Bus Lines run through the Trolley Square District and 3 MBTA Stations: Alewife, Davis and Porter.

Alewife Redline Station Weekday Ridership: 11,221 (2013)

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

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

Bus 77 (Mass Ave) Weekday boardings: 1,693 (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.