

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	36,009		354,015		824,295	
Households	16,585		149,136		347,354	
Persons per Household	2.15	83	2.22	86	2.17	84
Household Median Income	\$133,921.18	193	\$113,227.87	163	\$107,181.32	154
Household Median Disposable Income	\$108,322.86	180	\$92,775.99	154	\$88,491.27	147
Household Median Discretionary Income	\$84,316.87	197	\$68,248.57	159	\$64,433.64	150
Average Income Per Person	\$81,921.7	219	\$64,668.87	173	\$66,306.47	178
Median Rent	\$2,447.25	193	\$2,243.9	177	\$2,167.89	171
Median House Value	\$1.16M	283	\$1.05M	255	\$1.04M	253
Households in Poverty	1,339 (8.1%)	64	16,181 (10.8%)	86	45,420 (13.1%)	104
Household Median Wealth	\$97,830.02	125	\$85,175.4	108	\$81,196.87	103
Average Age	40	100	37.87	95	37.67	94
Median Age	41.36	107	37.68	98	36.97	96
Households with Children	3,551 (21.4%)	7	26,678 (17.9%)	65	62,745 (18.1%)	66
High School Graduate or Higher	24,228 (96.3%)	109	220,964 (94.4%)	106	497,234 (93.2%)	105

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	19,846 (78.8%) 	166,603 (71.2%) 	362,047 (67.9%) 
Pop density (per sq mi)	12,802	12,759	11,247
Area (based on blockgroups)	3	28	73

### Population

Population 2022 Q4	36,009	354,015	824,295
Population 2022 Q3	35,931	352,787	823,535
Population 2022 Q2	35,771	352,430	825,243
Population 2022 Q1	35,723	352,434	826,821
Population 2021 Q4	35,811	353,477	831,813
Population 2021 Q3	35,634	353,122	831,807
Population 2021 Q2	35,744	353,396	833,086
Population 2021 Q1	35,750	354,290	836,611
Population 2020 Q4	35,716	355,583	840,742
Population 5 Years Forecast	38,163	357,834	832,564
Population 10 Years Forecast	39,435	360,811	839,389
Persons per Household	2.15 	2.22 	2.17 

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Group Quarters	344	(1%)	41	22,986	(6.5%)	278	70,126	(8.5%)	364
Transient Population - Average Last 4 Quarters	326	(0.9%)	75	2,137	(0.6%)	49	20,025	(2.4%)	196

### Households

Households 2022 Q4	16,585		149,136		347,354
Households 2022 Q3	16,551		148,623		347,137
Households 2022 Q2	16,473		148,400		347,939
Households 2022 Q1	16,449		148,401		348,766
Households 2021 Q4	16,490		148,883		351,290
Households 2021 Q3	16,403		148,729		351,299
Households 2021 Q2	16,456		148,887		352,027
Households 2021 Q1	16,455		149,328		353,851
Households 2020 Q4	16,436		149,917		355,947
Households 5 Years Forecast	17,590		150,794		351,453
Households 10 Years Forecast	18,186		152,120		354,796

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● 1 Mile ● 3 Mile ● 5 Mile

### Gender

Gender	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Male	16,951	(47.1%)	96	172,185	(48.6%)	99	399,425	(48.5%)	99
Female	19,058	(52.9%)	104	181,830	(51.4%)	101	424,870	(51.5%)	101

### Ethnicity

White	23,339	(64.8%)	106	240,063	(67.8%)	111	538,281	(65.3%)	106
Asian	4,612	(12.8%)	252	43,853	(12.4%)	244	115,603	(14%)	276
Black	4,091	(11.4%)	96	24,368	(6.9%)	58	57,194	(6.9%)	59
Hispanic (Ethnic)	2,249	(6.2%)	34	29,420	(8.3%)	46	77,282	(9.4%)	52
Other	1,718	(4.8%)	32	16,311	(4.6%)	128	35,935	(4.4%)	121

### Household by Ethnicity

White	10,831	(65.3%)	102	102,096	(68.5%)	107	227,552	(65.5%)	102
Asian	2,250	(13.6%)	308	18,353	(12.3%)	279	47,937	(13.8%)	313
Black	1,645	(9.9%)	88	8,873	(5.9%)	53	20,886	(6%)	54
Other	946	(5.7%)	105	9,136	(6.1%)	113	21,023	(6.1%)	111
Hispanic (Ethnic)	913	(5.5%)	37	10,678	(7.2%)	48	29,956	(8.6%)	58

### Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$176,383.06	181	\$148,610.6	153	\$151,258.04	155
Average Income Per Person	\$81,921.7	219	\$64,668.87	173	\$66,306.47	178
Household Median Income	\$133,921.18	193	\$113,227.87	163	\$107,181.32	154
<\$15K	1,030 (6.2%)	68	11,055 (7.4%)	8	32,179 (9.3%)	101
\$15K - \$25K	466 (2.8%)	37	6,858 (4.6%)	60	17,433 (5%)	65
\$25K - \$35K	565 (3.4%)	42	5,927 (4%)	49	14,770 (4.3%)	53
\$35K - \$50K	989 (6%)	52	9,569 (6.4%)	56	22,675 (6.5%)	57
\$50K - \$75K	1,521 (9.2%)	54	16,431 (11%)	65	38,786 (11.2%)	66
\$75K - \$100K	1,648 (9.9%)	77	16,483 (11.1%)	85	38,065 (11%)	85
\$100K - \$150K	3,053 (18.4%)	111	28,628 (19.2%)	116	61,937 (17.8%)	108
\$150K - \$175K	1,641 (9.9%)	188	13,326 (8.9%)	170	27,471 (7.9%)	151
\$175K - \$200K	2,640 (15.9%)	295	13,315 (8.9%)	166	29,658 (8.5%)	158
\$200K - \$250K	1,697 (10.2%)	274	15,415 (10.3%)	277	36,044 (10.4%)	278
\$250K - \$500K	725 (4.4%)	274	6,613 (4.4%)	278	15,449 (4.4%)	279
>\$500K	610 (3.7%)	276	5,516 (3.7%)	277	12,887 (3.7%)	278

### Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$111,710.93	151	\$103,430.11	140	\$100,645.64	136
Household Median Disposable Income	\$108,322.86	180	\$92,775.99	154	\$88,491.27	147
<\$15K	1,144 (6.9%)	69	12,567 (8.4%)	85	35,878 (10.3%)	104
\$15K - \$25K	527 (3.2%)	35	7,251 (4.9%)	54	18,424 (5.3%)	59
\$25K - \$35K	706 (4.3%)	46	7,240 (4.9%)	52	17,685 (5.1%)	55
\$35K - \$50K	1,286 (7.8%)	58	12,449 (8.3%)	62	28,825 (8.3%)	62
\$50K - \$75K	1,855 (11.2%)	60	20,246 (13.6%)	75	48,035 (13.8%)	75
\$75K - \$100K	2,091 (12.6%)	91	20,678 (13.9%)	100	45,891 (13.2%)	95
\$100K - \$150K	4,268 (25.7%)	164	33,526 (22.5%)	143	69,978 (20.1%)	128
\$150K - \$175K	2,293 (13.8%)	287	13,246 (8.9%)	184	31,392 (9%)	188
\$175K - \$200K	707 (4.3%)	274	6,461 (4.3%)	278	15,063 (4.3%)	278
\$200K - \$250K	688 (4.1%)	272	6,218 (4.2%)	273	14,551 (4.2%)	275
\$250K - \$500K	936 (5.6%)	269	8,504 (5.7%)	272	19,884 (5.7%)	273
>\$500K	84 (0.5%)	276	750 (0.5%)	274	1,748 (0.5%)	274

### Discretionary Households Income

Household Average Discretionary Income	\$83,211.24	161	\$73,585.44	142	\$71,530.16	138
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Household Median Discretionary Income	\$84,316.87	197	\$68,248.57	159	\$64,433.64	150
<\$10K	1,021 (6.2%)	60	11,311 (7.6%)	74	33,780 (9.7%)	95
\$10K - \$20K	788 (4.8%)	37	10,846 (7.3%)	56	28,232 (8.1%)	63
\$20K - \$30K	1,074 (6.5%)	52	10,438 (7%)	56	25,097 (7.2%)	58
\$30K - \$40K	966 (5.8%)	51	10,836 (7.3%)	64	25,461 (7.3%)	65
\$40K - \$50K	863 (5.2%)	54	10,820 (7.3%)	76	25,467 (7.3%)	74
\$50K - \$75K	2,671 (16.1%)	89	27,202 (18.2%)	101	59,625 (17.2%)	95
\$75K - \$100K	2,581 (15.6%)	147	22,861 (15.3%)	145	46,829 (13.5%)	127
\$100K - \$125K	2,683 (16.2%)	239	17,578 (11.8%)	174	35,770 (10.3%)	152
\$125K - \$150K	2,371 (14.3%)	325	16,365 (11%)	249	39,749 (11.4%)	260
>\$150K	1,567 (9.4%)	376	10,879 (7.3%)	290	27,344 (7.9%)	313

### Households Income by Ethnicity

Average Income - White	\$131,838.74	151	\$119,241.33	137	\$118,236.1	136
Median Income - White	\$149,111.12	196	\$123,326.02	162	\$122,280.51	161
Average Income - Black	\$73,964.58	121	\$70,326.56	115	\$73,527.91	120
Median Income - Black	\$53,024.39	111	\$53,872.72	113	\$60,007.82	125

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Average Income - Asian	\$116,520.38 (112)	\$107,888.69 (104)	\$99,052.78 (96)
Median Income - Asian	\$126,222.77 (128)	\$109,429.45 (111)	\$93,622.09 (95)
Average Income - Hispanic	\$94,393.22 (32)	\$94,228.43 (32)	\$83,628.81 (117)
Median Income - Hispanic	\$90,571.41 (153)	\$87,004.95 (147)	\$73,278.11 (124)
Average Income - Other	\$122,616.54 (155)	\$102,601.05 (130)	\$96,291.53 (122)
Median Income - Other	\$136,558.68 (202)	\$98,012.47 (145)	\$90,101.57 (34)

## Age

Average Age	40 (100)	37.87 (95)	37.67 (94)
Median Age	41.36 (107)	37.68 (98)	36.97 (96)
0-4	2,641 (7.3%) (120)	25,003 (7.1%) (116)	55,508 (6.7%) (110)
5-13	4,669 (13%) (118)	40,744 (11.5%) (105)	89,642 (10.9%) (99)
14-17	1,542 (4.3%) (87)	12,234 (3.5%) (70)	27,810 (3.4%) (68)
18-21	1,240 (3.4%) (57)	29,938 (8.5%) (140)	85,933 (10.4%) (173)
22-24	746 (2.1%) (50)	12,025 (3.4%) (83)	32,096 (3.9%) (95)
25-29	1,272 (3.5%) (55)	14,238 (4%) (62)	34,720 (4.2%) (65)
30-34	1,611 (4.5%) (72)	19,911 (5.6%) (92)	49,195 (6%) (98)

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35-39	2,996	(8.3%)	138	34,228	(9.7%)	161	75,577	(9.2%)	153
40-44	3,789	(10.5%)	173	35,579	(10.1%)	165	75,181	(9.1%)	150
45-49	3,094	(8.6%)	143	25,921	(7.3%)	122	56,398	(6.8%)	114
50-54	2,347	(6.5%)	106	20,268	(5.7%)	93	45,710	(5.5%)	90
55-59	2,049	(5.7%)	89	18,047	(5.1%)	84	41,918	(5.1%)	77
60-64	1,956	(5.4%)	84	16,990	(4.8%)	74	39,645	(4.8%)	74
65-69	1,894	(5.3%)	90	15,296	(4.3%)	74	35,460	(4.3%)	74
70-74	1,669	(4.6%)	96	13,020	(3.7%)	76	30,371	(3.7%)	76
75-79	1,217	(3.4%)	96	9,596	(2.7%)	77	22,529	(2.7%)	77
80-84	717	(2%)	89	6,045	(1.7%)	77	14,557	(1.8%)	77
85+	560	(1.6%)	91	4,932	(1.4%)	81	12,045	(1.5%)	85

### Age - Male

Male Average Age	38.21		98	36.73		95	36.64		94
Male Median Age	40.43		109	37.07		100	36.39		98
0-4	1,353	(8%)	126	12,819	(7.4%)	117	28,439	(7.1%)	112
5-13	2,375	(14%)	122	20,807	(12.1%)	106	45,729	(11.4%)	100

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14-17	777	(4.6%)	89	6,218	(3.6%)	10	13,979	(3.5%)	60
18-21	644	(3.8%)	61	14,437	(8.4%)	14	40,935	(10.2%)	164
22-24	383	(2.3%)	52	6,033	(3.5%)	1	15,935	(4%)	92
25-29	637	(3.8%)	55	7,391	(4.3%)	63	17,944	(4.5%)	66
30-34	747	(4.4%)	65	9,766	(5.7%)	89	24,120	(6%)	95
35-39	1,366	(8.1%)	111	16,634	(9.7%)	157	36,350	(9.1%)	148
40-44	1,794	(10.6%)	172	17,684	(10.3%)	167	36,871	(9.2%)	150
45-49	1,513	(8.9%)	148	13,032	(7.6%)	23	28,168	(7.1%)	117
50-54	1,134	(6.7%)	109	10,083	(5.9%)	96	22,741	(5.7%)	99
55-59	949	(5.6%)	88	8,846	(5.1%)	1	20,585	(5.2%)	6
60-64	881	(5.2%)	83	8,045	(4.7%)	7	19,004	(4.8%)	7
65-69	829	(4.9%)	88	6,961	(4%)	7	16,359	(4.1%)	7
70-74	679	(4%)	90	5,675	(3.3%)	7	13,397	(3.4%)	7
75-79	466	(2.7%)	87	3,962	(2.3%)	7	9,499	(2.4%)	7
80-84	261	(1.5%)	83	2,302	(1.3%)	7	5,682	(1.4%)	7
85+	163	(1%)	85	1,490	(0.9%)	7	3,688	(0.9%)	6

## Age - Female

Female Average Age	41.59		101	38.95		94	38.64		94
Female Median Age	42.19		103	38.25		94	37.51		92
0-4	1,288	(6.8%)	115	12,184	(6.7%)	114	27,069	(6.4%)	109
5-13	2,294	(12%)	114	19,937	(11%)	104	43,913	(10.3%)	98
14-17	765	(4%)	84	6,016	(3.3%)	30	13,831	(3.3%)	68
18-21	596	(3.1%)	54	15,501	(8.5%)	146	44,998	(10.6%)	182
22-24	363	(1.9%)	49	5,992	(3.3%)	85	16,161	(3.8%)	98
25-29	635	(3.3%)	54	6,847	(3.8%)	61	16,776	(3.9%)	64
30-34	864	(4.5%)	7	10,145	(5.6%)	96	25,075	(5.9%)	101
35-39	1,630	(8.6%)	146	17,594	(9.7%)	165	39,227	(9.2%)	157
40-44	1,995	(10.5%)	174	17,895	(9.8%)	161	38,310	(9%)	150
45-49	1,581	(8.3%)	138	12,889	(7.1%)	118	28,230	(6.6%)	111
50-54	1,213	(6.4%)	104	10,185	(5.6%)	91	22,969	(5.4%)	88
55-59	1,100	(5.8%)	89	9,201	(5.1%)	7	21,333	(5%)	7
60-64	1,075	(5.6%)	85	8,945	(4.9%)	7	20,641	(4.9%)	7
65-69	1,065	(5.6%)	91	8,335	(4.6%)	7	19,101	(4.5%)	7
70-74	990	(5.2%)	101	7,345	(4%)	7	16,974	(4%)	7
75-79	751	(3.9%)	102	5,634	(3.1%)	6	13,030	(3.1%)	7
80-84	456	(2.4%)	93	3,743	(2.1%)	6	8,875	(2.1%)	6
85+	397	(2.1%)	91	3,442	(1.9%)	83	8,357	(2%)	86

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### Employment by Occupation

Total Employees (16+ Years Old)	20,589			200,096			454,060		
Professional Specialty	10,340	(50.2%)	212	93,754	(46.9%)	198	193,827	(42.7%)	180
Managerial/Executive	4,999	(24.3%)	148	43,909	(21.9%)	34	105,533	(23.2%)	142
Sales	1,360	(6.6%)	67	12,909	(6.5%)	66	31,189	(6.9%)	70
Office Admin	1,172	(5.7%)	51	15,464	(7.7%)	70	36,002	(7.9%)	71
Production & Transportation	899	(4.4%)	33	8,170	(4.1%)	31	19,371	(4.3%)	32
Food Preparation & Serving	510	(2.5%)	46	6,963	(3.5%)	65	18,997	(4.2%)	71
Construction	396	(1.9%)	23	5,181	(2.6%)	32	12,194	(2.7%)	33
Healthcare support	272	(1.3%)	40	3,051	(1.5%)	47	10,186	(2.2%)	69
Personal Care	220	(1.1%)	41	4,510	(2.3%)	86	11,105	(2.4%)	93
Protective	214	(1%)	48	2,017	(1%)	46	4,937	(1.1%)	50
Building Maintenance & Cleaning	207	(1%)	28	4,047	(2%)	56	10,509	(2.3%)	64
Farming, Fishing & Forestry				121	(<0.5%)	9	210	(<0.5%)	7

### Employment by Industry

Total Employees (16+ Years Old)	20,589			200,096			454,060		
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Educational Services	6,442	(31.3%)	68,630	(34.3%)	151,640	(33.4%)
Professional Services	4,609	(22.4%)	39,517	(19.7%)	85,387	(18.8%)
Manufacturing	2,054	(10%)	14,671	(7.3%)	30,934	(6.8%)
Wholesale Retail	1,628	(7.9%)	15,899	(7.9%)	36,703	(8.1%)
Financial, Insurance & Real Estate	1,340	(6.5%)	11,922	(6%)	35,180	(7.7%)
Entertainment Services	937	(4.6%)	13,535	(6.8%)	34,684	(7.6%)
Other Professional Services	779	(3.8%)	7,427	(3.7%)	17,111	(3.8%)
Information	682	(3.3%)	7,037	(3.5%)	13,977	(3.1%)
Public Administration	667	(3.2%)	5,489	(2.7%)	11,887	(2.6%)
Transportation	646	(3.1%)	4,600	(2.3%)	10,084	(2.2%)
Administrative/Waste Services	472	(2.3%)	5,253	(2.6%)	12,178	(2.7%)
Agriculture/Mining/Construction	294	(1.4%)	5,757	(2.9%)	13,545	(3%)
Management Services	39	(<0.5%)	359	(<0.5%)	750	(<0.5%)

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### Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	23,540	(70.5%)	90	227,431	(69.1%)	89	509,427	(66.3%)	85
Speak Other Language at Home	8,750	(26.2%)	323	78,135	(23.7%)	293	196,889	(25.6%)	316
Speak Spanish at Home	1,078	(3.2%)	23	23,446	(7.1%)	51	62,471	(8.1%)	58

### Ancestry

Ancestry	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Other	8,954	(24.9%)	114	88,412	(25%)	115	204,602	(24.8%)	114
Unclassified	4,760	(13.2%)	7	47,815	(13.5%)	8	110,793	(13.4%)	8
Scottish/Irish	3,495	(9.7%)	143	37,128	(10.5%)	154	80,831	(9.8%)	144
Other European (e.g. Greek/Russian)	2,500	(6.9%)	216	21,632	(6.1%)	190	47,801	(5.8%)	180
British	2,382	(6.6%)	122	16,634	(4.7%)	87	34,626	(4.2%)	7
South Central Asian (e.g. Indian)	2,122	(5.9%)	449	12,077	(3.4%)	260	26,750	(3.2%)	247
German	1,859	(5.2%)	64	13,649	(3.9%)	48	28,342	(3.4%)	43
Italian	1,713	(4.8%)	159	23,558	(6.7%)	222	54,838	(6.7%)	222
Chinese	1,367	(3.8%)	318	18,637	(5.3%)	442	59,538	(7.2%)	606
Middle Eastern	807	(2.2%)	356	8,221	(2.3%)	368	17,342	(2.1%)	334
Scandinavian	728	(2%)	104	5,098	(1.4%)	74	10,741	(1.3%)	67

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Puerto Rican	694	(1.9%)	5,793	(1.6%)	17,263	(2.1%)
American	651	(1.8%)	6,339	(1.8%)	14,680	(1.8%)
French	584	(1.6%)	4,991	(1.4%)	10,563	(1.3%)
Polish	515	(1.4%)	5,420	(1.5%)	12,252	(1.5%)
Other Hispanic	458	(1.3%)	4,534	(1.3%)	10,607	(1.3%)
Korean	407	(1.1%)	4,398	(1.2%)	8,935	(1.1%)
South East Asian (e.g. Vietnamese)	335	(0.9%)	4,471	(1.3%)	10,453	(1.3%)
Central American	300	(0.8%)	7,429	(2.1%)	18,589	(2.3%)
Mexican	287	(0.8%)	3,612	(1%)	8,210	(1%)
South American	280	(0.8%)	5,107	(1.4%)	12,029	(1.5%)
Other Asian	211	(0.6%)	2,578	(0.7%)	5,397	(0.7%)
Japanese	170	(<0.5%)	1,692	(<0.5%)	4,530	(0.5%)
Cuban	143	(<0.5%)	1,075	(<0.5%)	2,758	(<0.5%)
Dutch	124	(<0.5%)	1,266	(<0.5%)	2,512	(<0.5%)
Dominican	87	(<0.5%)	1,870	(0.5%)	7,826	(0.9%)
Native American (Indian/Eskimo)	67	(<0.5%)	487	(<0.5%)	1,229	(<0.5%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Hawaiian/Pacific Islander	9	(<0.5%)	92	(<0.5%)	258	(<0.5%)

### Education (Age 25+)

Total Educated Population	25,171		234,071		533,306	
Elementary (0 to 8 Years)	500	(2%)	7,409	(3.2%)	20,582	(3.9%)
Some High School (9 to 11 Years)	443	(1.8%)	5,698	(2.4%)	15,490	(2.9%)
High School Graduate (12 Years)	2,055	(8.2%)	26,142	(11.2%)	68,277	(12.8%)
Some College (13 to 16 Years)	1,913	(7.6%)	19,997	(8.5%)	47,363	(8.9%)
Associates Degree Only	414	(1.6%)	8,222	(3.5%)	19,547	(3.7%)
Bachelor's Degree Only	7,437	(29.5%)	75,055	(32.1%)	163,834	(30.7%)
Graduate Degree	12,409	(49.3%)	91,548	(39.1%)	198,213	(37.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	16,585	149,136	347,354
One Person Households	5,834 (35.2%)	51,049 (34.2%)	128,267 (36.9%)
Married Couple	6,418 (38.7%)	52,909 (35.5%)	120,033 (34.6%)
Male Householder	294 (1.8%)	3,479 (2.3%)	9,094 (2.6%)
Female Householder	1,058 (6.4%)	10,468 (7%)	26,523 (7.6%)
Non Family Households	2,981 (18%)	31,231 (20.9%)	63,437 (18.3%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	16,585	149,136	347,354
1 Person Household	5,834 (35.2%)	51,049 (34.2%)	128,267 (36.9%)
2 Person Household	5,786 (34.9%)	51,053 (34.2%)	115,186 (33.2%)
3 Person Household	2,562 (15.4%)	23,387 (15.7%)	50,502 (14.5%)
4 Person Household	1,650 (9.9%)	15,246 (10.2%)	34,094 (9.8%)
5 Person Household	528 (3.2%)	5,559 (3.7%)	12,700 (3.7%)
6 Person Household	151 (0.9%)	1,788 (1.2%)	4,132 (1.2%)
7+ Person Household	74 (<0.5%)	1,054 (0.7%)	2,473 (0.7%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	17,457	157,150	370,375
Renter Occupied Housing	8,721	86,787	203,290
Owner Occupied Housing	7,864	62,349	144,064
Vacant Housing	872	8,014	23,021

### Housing Rent

Average Rent	\$2,350.7	169	\$2,217.08	159	\$2,138.21	154
Median Rent	\$2,447.25	193	\$2,243.9	177	\$2,167.89	171
Total Cash Rents Housing	8,573	84,710	198,773			
<\$300	324 (3.8%)	119	2,979 (3.5%)	110	9,444 (4.8%)	149
\$300-\$500	328 (3.8%)	88	2,527 (3%)	68	7,953 (4%)	92
\$500-\$750	230 (2.7%)	24	2,227 (2.6%)	24	6,417 (3.2%)	29
\$750-\$1000	230 (2.7%)	17	2,183 (2.6%)	16	5,948 (3%)	19
\$1000-\$1500	675 (7.9%)	27	6,996 (8.3%)	29	17,658 (8.9%)	31
\$1500-\$2000	952 (11.1%)	58	15,980 (18.9%)	98	38,179 (19.2%)	100
\$2000-\$2500	1,730 (20.2%)	219	19,399 (22.9%)	249	41,060 (20.7%)	225

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	1,532	(17.9%)	440	14,145	(16.7%)	411	30,282	(15.2%)	375
\$3000-\$3500	1,265	(14.8%)	743	9,470	(11.2%)	563	20,422	(10.3%)	517
>\$3500	1,307	(15.2%)	710	8,804	(10.4%)	484	21,410	(10.8%)	502

### Value of Owner-Occupied Housing Units

Average House Value	\$1.38M		261	\$1.15M		217	\$1.2M		227
Median House Value	\$1.16M		283	\$1.05M		255	\$1.04M		253
Owner Occupied Housing	7,864			62,349			144,064		
<\$100K	63	(0.8%)	8	600	(1%)	10	1,324	(0.9%)	10
\$100K - \$200K	71	(0.9%)	7	346	(0.6%)	4	862	(0.6%)	4
\$200K - \$300K	44	(0.6%)	4	657	(1.1%)	7	1,677	(1.2%)	8
\$300K - \$400K	30	(<0.5%)	3	1,262	(2%)	17	3,718	(2.6%)	22
\$400K - \$500K	147	(1.9%)	20	2,218	(3.6%)	37	6,084	(4.2%)	44
\$500K - \$1000K	2,340	(29.8%)	115	23,666	(38%)	147	54,245	(37.7%)	146
>\$1000K	5,169	(65.7%)	420	33,600	(53.9%)	344	76,154	(52.9%)	338

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	1,339	(8.1%)	64	16,181	(10.8%)	86	45,420	(13.1%)	104
Households Above Poverty	15,246	(91.9%)	105	132,955	(89.2%)	102	301,934	(86.9%)	99
Households in Poverty (Married)	227	(1.4%)	62	1,697	(1.1%)	51	4,403	(1.3%)	57
Households in Poverty (Male Householder)	16	(<0.5%)	15	235	(<0.5%)	25	674	(<0.5%)	30
Households in Poverty (Female Householder)	244	(1.5%)	48	2,073	(1.4%)	45	5,566	(1.6%)	52
Households in Poverty (Non-Family)	780	(4.7%)	71	9,545	(6.4%)	106	26,480	(7.6%)	126
Households in Poverty (Non-Family Student)	72	(<0.5%)	69	2,631	(1.8%)	282	8,297	(2.4%)	382

### Wealth per Household

Household Average Wealth	\$274,751.28	116	\$258,191.97	109	\$252,898.48	107			
Household Median Wealth	\$97,830.02	125	\$85,175.4	108	\$81,196.87	103			
<\$0K	2,790	(16.8%)	96	26,382	(17.7%)	101	62,447	(18%)	102
\$0K - \$5K	1,261	(7.6%)	88	12,490	(8.4%)	96	30,045	(8.6%)	100
\$5K - \$10K	700	(4.2%)	92	6,764	(4.5%)	98	16,069	(4.6%)	100
\$10K - \$25K	992	(6%)	93	9,315	(6.2%)	98	21,934	(6.3%)	99
\$25K - \$50K	1,061	(6.4%)	93	9,710	(6.5%)	95	22,684	(6.5%)	95

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,556	(9.4%)	91	14,082	(9.4%)	92	32,852	(9.5%)	92
\$100K - \$250K	2,915	(17.6%)	97	25,622	(17.2%)	95	59,293	(17.1%)	95
\$250K - \$500K	2,313	(13.9%)	107	19,863	(13.3%)	102	45,528	(13.1%)	100
>\$500K	2,997	(18.1%)	125	24,908	(16.7%)	115	56,502	(16.3%)	112

## Vehicles per Household

Total Number of Vehicles	19,459			176,014			382,081		
Average Number of Vehicles	1.17		64	1.18		64	1.1		60
No Vehicles	2,949	(17.8%)	216	33,887	(22.7%)	277	95,257	(27.4%)	334
1 Vehicle	8,871	(53.5%)	166	67,754	(45.4%)	141	150,600	(43.4%)	134
2 Vehicles	4,047	(24.4%)	66	37,428	(25.1%)	68	79,834	(23%)	62
3 or more Vehicles	718	(4.3%)	19	10,067	(6.8%)	30	21,663	(6.2%)	28

## Population Change

Births	318			3,406			8,318		
Deaths	282			2,430			5,671		
Migration	162			-438			-10,165		

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	1,024	8,878	27,398
Total Employees	22,039	213,052	710,441

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats