



Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide



Overview									
Population	37,089			354,852			854,177		
Households	16,553			148,647			354,376		
Persons per Household	2.22		87	2.25		88	2.21		87
Household Median Income	\$148,061.33		186	\$126,286.6		159	\$120,443.18		151
Household Median Disposable Income	\$118,601.39		173	\$102,997.23		150	\$98,224.34		143
Household Median Discretionary Income	\$96,117.35		189	\$78,154.14		153	\$74,248.67		146
Average Income Per Person	\$89,594.57		208	\$72,428.12		168	\$73,053.03		169
Median Rent	\$2,687.58		191	\$2,462.78		175	\$2,405.7		171
Median House Value	\$1.23M		324	\$1.08M		283	\$1.09M		287
Households in Poverty	1,325	(8%)	63	16,438	(11.1%)	87	46,806	(13.2%)	104
Household Median Wealth	\$94,832.87		117	\$86,726.43		107	\$82,918		102
Average Age	39.89		97	38.09		93	37.93		93
Median Age	37.4		93	35.06		87	33.73		84
Households with Children	3,521	(21.3%)	7	27,470	(18.5%)	69	65,416	(18.5%)	69
High School Graduate or Higher	26,842	(95.9%)	107	242,731	(94.6%)	106	554,518	(93.5%)	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	21,699	(77.5%)	<div><div></div><div></div><div>221</div></div>	184,921	(72%)	<div><div></div><div></div><div>206</div></div>	411,547	(69.4%)	<div><div></div><div></div><div>198</div></div>
Pop density (per sq mi)	13,173			12,814			11,822		
Area (based on blockgroups)	3			28			72		

Population

Population 2024 Q4	37,089		354,852		854,177	
Population 2024 Q3	36,629		353,808		853,406	
Population 2024 Q2	36,692		353,292		852,746	
Population 2024 Q1	36,707		352,908		851,099	
Population 2023 Q4	36,378		352,245		850,426	
Population 2023 Q3	36,169		351,306		848,625	
Population 2023 Q2	36,158		351,380		847,834	
Population 2023 Q1	36,093		351,208		847,753	
Population 2022 Q4	36,547		352,340		848,291	
Population 5 Years Forecast	38,243		358,189		862,733	
Population 10 Years Forecast	38,954		360,919		870,135	
Persons per Household	2.22	<div><div></div><div>87</div><div></div></div>	2.25	<div><div></div><div>88</div><div></div></div>	2.21	<div><div></div><div>87</div><div></div></div>

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Group Quarters	344	(0.9%)	<div><div>39</div></div>	19,805	(5.6%)	<div><div>236</div></div>	70,880	(8.3%)	<div><div>352</div></div>
Transient Population - Average Last 4 Quarters	361	(1%)	<div><div>75</div></div>	2,268	(0.6%)	<div><div>49</div></div>	22,127	(2.6%)	<div><div>200</div></div>

Households

Households 2024 Q4	16,553		148,647		354,376
Households 2024 Q3	16,329		148,076		353,765
Households 2024 Q2	16,365		147,863		353,427
Households 2024 Q1	16,370		147,683		352,700
Households 2023 Q4	16,210		147,381		352,357
Households 2023 Q3	16,120		146,965		351,528
Households 2023 Q2	16,116		147,035		351,152
Households 2023 Q1	16,084		146,947		351,128
Households 2022 Q4	16,322		147,521		351,420
Households 5 Years Forecast	17,088		150,145		358,824
Households 10 Years Forecast	17,416		151,358		362,477

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Gender

Male	17,636	(47.6%)	<div><div>97</div></div>	172,188	(48.5%)	<div><div>99</div></div>	412,034	(48.2%)	<div><div>98</div></div>
Female	19,453	(52.4%)	<div><div>103</div></div>	182,664	(51.5%)	<div><div>101</div></div>	442,143	(51.8%)	<div><div>102</div></div>

Ethnicity

White	22,299	(60.1%)	<div><div>104</div></div>	225,342	(63.5%)	<div><div>110</div></div>	518,302	(60.7%)	<div><div>105</div></div>
Asian	5,621	(15.2%)	<div><div>263</div></div>	52,045	(14.7%)	<div><div>255</div></div>	139,952	(16.4%)	<div><div>285</div></div>
Black	4,178	(11.3%)	<div><div>96</div></div>	23,136	(6.5%)	<div><div>55</div></div>	56,091	(6.6%)	<div><div>56</div></div>
Hispanic (Ethnic)	2,593	(7%)	<div><div>36</div></div>	31,090	(8.8%)	<div><div>45</div></div>	85,416	(10%)	<div><div>51</div></div>
Other	2,398	(6.5%)	<div><div>124</div></div>	23,239	(6.5%)	<div><div>126</div></div>	54,416	(6.4%)	<div><div>123</div></div>

Household by Ethnicity

White	10,127	(61.2%)	<div><div>99</div></div>	98,059	(66%)	<div><div>107</div></div>	224,734	(63.4%)	<div><div>103</div></div>
Asian	2,516	(15.2%)	<div><div>335</div></div>	19,855	(13.4%)	<div><div>295</div></div>	52,461	(14.8%)	<div><div>327</div></div>
Black	1,655	(10%)	<div><div>90</div></div>	8,682	(5.8%)	<div><div>53</div></div>	20,085	(5.7%)	<div><div>51</div></div>
Other	1,295	(7.8%)	<div><div>103</div></div>	12,544	(8.4%)	<div><div>111</div></div>	29,677	(8.4%)	<div><div>110</div></div>
Hispanic (Ethnic)	960	(5.8%)	<div><div>38</div></div>	9,507	(6.4%)	<div><div>42</div></div>	27,419	(7.7%)	<div><div>51</div></div>

Households Income

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



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Household Average Income	\$199,372.36		179	\$168,706.06		152	\$170,767.75		154
Average Income Per Person	\$89,594.57		208	\$72,428.12		168	\$73,053.03		169
Household Median Income	\$148,061.33		186	\$126,286.6		159	\$120,443.18		151
<\$15K	774	(4.7%)	58	10,296	(6.9%)	86	29,645	(8.4%)	103
\$15K - \$25K	605	(3.7%)	56	6,446	(4.3%)	67	17,163	(4.8%)	75
\$25K - \$35K	355	(2.1%)	32	4,957	(3.3%)	50	13,264	(3.7%)	56
\$35K - \$50K	1,010	(6.1%)	59	8,089	(5.4%)	53	19,398	(5.5%)	53
\$50K - \$75K	1,488	(9%)	57	14,968	(10.1%)	64	35,776	(10.1%)	64
\$75K - \$100K	1,470	(8.9%)	69	14,704	(9.9%)	71	35,337	(10%)	71
\$100K - \$150K	2,671	(16.1%)	91	26,023	(17.5%)	99	59,468	(16.8%)	95
\$150K - \$175K	1,541	(9.3%)	148	13,118	(8.8%)	141	28,109	(7.9%)	126
\$175K - \$200K	1,604	(9.7%)	148	11,942	(8%)	122	31,741	(9%)	136
\$200K - \$250K	2,821	(17%)	327	21,335	(14.4%)	275	47,300	(13.3%)	256
\$250K - \$500K	1,210	(7.3%)	328	9,145	(6.2%)	276	20,277	(5.7%)	257
>\$500K	1,004	(6.1%)	325	7,624	(5.1%)	275	16,898	(4.8%)	256

Disposable Households Income

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



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Household Average Disposable Income	\$124,268.78		151	\$113,845.15		138	\$109,835.68		133
Household Median Disposable Income	\$118,601.39		173	\$102,997.23		150	\$98,224.34		143
<\$15K	892	(5.4%)	61	11,699	(7.9%)	90	33,767	(9.5%)	109
\$15K - \$25K	588	(3.6%)	47	6,497	(4.4%)	57	17,107	(4.8%)	63
\$25K - \$35K	503	(3%)	39	5,485	(3.7%)	47	14,888	(4.2%)	53
\$35K - \$50K	1,335	(8.1%)	66	11,296	(7.6%)	62	26,317	(7.4%)	61
\$50K - \$75K	1,807	(10.9%)	62	18,638	(12.5%)	71	44,603	(12.6%)	71
\$75K - \$100K	1,862	(11.2%)	79	18,789	(12.6%)	89	43,340	(12.2%)	86
\$100K - \$150K	3,496	(21.1%)	118	31,527	(21.2%)	118	71,600	(20.2%)	113
\$150K - \$175K	2,060	(12.4%)	204	14,341	(9.6%)	158	35,437	(10%)	164
\$175K - \$200K	1,178	(7.1%)	323	8,943	(6%)	273	19,778	(5.6%)	253
\$200K - \$250K	1,140	(6.9%)	322	8,631	(5.8%)	272	19,143	(5.4%)	253
\$250K - \$500K	1,555	(9.4%)	321	11,783	(7.9%)	271	26,131	(7.4%)	252
>\$500K	137	(0.8%)	322	1,018	(0.7%)	266	2,265	(0.6%)	248

Discretionary Households Income

Household Average Discretionary Income	\$95,526.21		156	\$83,408.22		136	\$80,741.74		132
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Household Median Discretionary Income	\$96,117.35		189	\$78,154.14		153	\$74,248.67		146
<\$10K	785	(4.7%)	51	10,408	(7%)	74	31,408	(8.9%)	96
\$10K - \$20K	768	(4.6%)	44	9,729	(6.5%)	62	25,886	(7.3%)	69
\$20K - \$30K	914	(5.5%)	52	8,790	(5.9%)	56	22,405	(6.3%)	60
\$30K - \$40K	935	(5.6%)	57	8,928	(6%)	60	21,604	(6.1%)	61
\$40K - \$50K	893	(5.4%)	61	9,765	(6.6%)	74	23,313	(6.6%)	74
\$50K - \$75K	2,139	(12.9%)	74	23,974	(16.1%)	93	54,056	(15.3%)	88
\$75K - \$100K	2,143	(12.9%)	110	20,386	(13.7%)	117	44,598	(12.6%)	107
\$100K - \$125K	1,974	(11.9%)	148	17,028	(11.5%)	142	39,822	(11.2%)	139
\$125K - \$150K	2,623	(15.8%)	238	18,667	(12.6%)	189	43,662	(12.3%)	185
>\$150K	3,379	(20.4%)	345	20,972	(14.1%)	239	47,622	(13.4%)	227

Households Income by Ethnicity

Average Income - White	\$141,946.57		149	\$127,100.5		133	\$125,395.89		131
Median Income - White	\$167,702.41		193	\$138,519.55		160	\$137,027.8		158
Average Income - Black	\$84,985.45		123	\$81,209.02		117	\$80,632.1		117
Median Income - Black	\$77,289.51		140	\$67,663.35		122	\$66,978.77		121

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Average Income - Asian	\$124,731.67	110	\$119,090.71	105	\$109,003.82	97
Median Income - Asian	\$133,749.65	117	\$127,225.18	111	\$109,993.48	96
Average Income - Hispanic	\$113,473.26	140	\$107,952.19	133	\$96,456.24	119
Median Income - Hispanic	\$105,514.49	152	\$104,011.71	150	\$89,370.56	129
Average Income - Other	\$117,924.91	132	\$107,841.19	120	\$104,888.85	117
Median Income - Other	\$115,725.19	145	\$102,487.25	129	\$100,099.31	126

Age

Average Age	39.89	97	38.09	93	37.93	93
Median Age	37.4	93	35.06	87	33.73	84
0-4	2,607 (7%)	130	24,328 (6.9%)	127	54,623 (6.4%)	118
5-13	3,230 (8.7%)	84	25,256 (7.1%)	69	59,722 (7%)	68
14-17	1,210 (3.3%)	61	13,133 (3.7%)	70	36,881 (4.3%)	8
18-21	1,173 (3.2%)	57	18,365 (5.2%)	94	56,247 (6.6%)	120
22-24	878 (2.4%)	57	17,060 (4.8%)	116	53,852 (6.3%)	152
25-29	2,559 (6.9%)	116	28,724 (8.1%)	137	65,811 (7.7%)	130
30-34	4,499 (12.1%)	186	50,031 (14.1%)	216	107,264 (12.6%)	192

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35-39	3,985	(10.7%)	163	36,351	(10.2%)	155	80,989	(9.5%)	144
40-44	2,953	(8%)	124	24,829	(7%)	109	55,557	(6.5%)	102
45-49	2,263	(6.1%)	102	18,831	(5.3%)	89	43,277	(5.1%)	85
50-54	1,988	(5.4%)	90	16,462	(4.6%)	74	39,399	(4.6%)	71
55-59	1,901	(5.1%)	84	15,784	(4.4%)	73	39,154	(4.6%)	75
60-64	1,738	(4.7%)	73	15,753	(4.4%)	69	39,023	(4.6%)	71
65-69	1,824	(4.9%)	81	14,656	(4.1%)	68	35,597	(4.2%)	69
70-74	1,598	(4.3%)	86	12,641	(3.6%)	71	30,747	(3.6%)	72
75-79	1,252	(3.4%)	88	10,238	(2.9%)	75	24,763	(2.9%)	75
80-84	757	(2%)	85	6,453	(1.8%)	70	15,973	(1.9%)	71
85+	674	(1.8%)	90	5,957	(1.7%)	83	15,298	(1.8%)	88

Age - Male

Male Average Age	38.32	<div><div>96</div></div>	37.04	<div><div>93</div></div>	37.05	<div><div>93</div></div>			
Male Median Age	36.5	<div><div>96</div></div>	33.69	<div><div>89</div></div>	33.45	<div><div>88</div></div>			
0-4	1,336	(7.6%)	<div><div>134</div></div>	12,491	(7.3%)	<div><div>129</div></div>	28,007	(6.8%)	<div><div>121</div></div>
5-13	1,656	(9.4%)	<div><div>87</div></div>	12,930	(7.5%)	<div><div>70</div></div>	30,427	(7.4%)	<div><div>69</div></div>

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14-17	600	(3.4%)	<div><div>62</div></div>	6,503	(3.8%)	<div><div>68</div></div>	17,980	(4.4%)	<div><div>7</div></div>
18-21	582	(3.3%)	<div><div>57</div></div>	8,877	(5.2%)	<div><div>90</div></div>	26,846	(6.5%)	<div><div>113</div></div>
22-24	441	(2.5%)	<div><div>57</div></div>	8,163	(4.7%)	<div><div>109</div></div>	25,556	(6.2%)	<div><div>142</div></div>
25-29	1,270	(7.2%)	<div><div>117</div></div>	14,164	(8.2%)	<div><div>133</div></div>	32,051	(7.8%)	<div><div>126</div></div>
30-34	2,205	(12.5%)	<div><div>187</div></div>	24,877	(14.4%)	<div><div>216</div></div>	52,353	(12.7%)	<div><div>190</div></div>
35-39	1,938	(11%)	<div><div>164</div></div>	18,413	(10.7%)	<div><div>160</div></div>	40,648	(9.9%)	<div><div>147</div></div>
40-44	1,434	(8.1%)	<div><div>126</div></div>	12,362	(7.2%)	<div><div>111</div></div>	27,653	(6.7%)	<div><div>104</div></div>
45-49	1,097	(6.2%)	<div><div>104</div></div>	9,206	(5.3%)	<div><div>89</div></div>	20,951	(5.1%)	<div><div>85</div></div>
50-54	928	(5.3%)	<div><div>88</div></div>	7,976	(4.6%)	<div><div>77</div></div>	19,121	(4.6%)	<div><div>7</div></div>
55-59	897	(5.1%)	<div><div>83</div></div>	7,650	(4.4%)	<div><div>72</div></div>	18,944	(4.6%)	<div><div>72</div></div>
60-64	806	(4.6%)	<div><div>72</div></div>	7,504	(4.4%)	<div><div>69</div></div>	18,841	(4.6%)	<div><div>72</div></div>
65-69	772	(4.4%)	<div><div>72</div></div>	6,675	(3.9%)	<div><div>67</div></div>	16,508	(4%)	<div><div>66</div></div>
70-74	672	(3.8%)	<div><div>6</div></div>	5,581	(3.2%)	<div><div>68</div></div>	13,836	(3.4%)	<div><div>71</div></div>
75-79	496	(2.8%)	<div><div>6</div></div>	4,288	(2.5%)	<div><div>71</div></div>	10,543	(2.6%)	<div><div>72</div></div>
80-84	294	(1.7%)	<div><div>6</div></div>	2,543	(1.5%)	<div><div>71</div></div>	6,544	(1.6%)	<div><div>72</div></div>
85+	212	(1.2%)	<div><div>6</div></div>	1,985	(1.2%)	<div><div>77</div></div>	5,225	(1.3%)	<div><div>86</div></div>

Age - Female

Female Average Age	41.31	<div><div>98</div></div>	39.09	<div><div>93</div></div>	38.76	<div><div>92</div></div>			
Female Median Age	38.24	<div><div>93</div></div>	35.54	<div><div>86</div></div>	33.99	<div><div>6</div></div>			
0-4	1,271	(6.5%)	<div><div>126</div></div>	11,837	(6.5%)	<div><div>125</div></div>	26,616	(6%)	<div><div>116</div></div>
5-13	1,574	(8.1%)	<div><div>6</div></div>	12,326	(6.7%)	<div><div>68</div></div>	29,295	(6.6%)	<div><div>67</div></div>
14-17	610	(3.1%)	<div><div>61</div></div>	6,630	(3.6%)	<div><div>71</div></div>	18,901	(4.3%)	<div><div>84</div></div>
18-21	591	(3%)	<div><div>58</div></div>	9,488	(5.2%)	<div><div>99</div></div>	29,401	(6.6%)	<div><div>126</div></div>
22-24	437	(2.2%)	<div><div>57</div></div>	8,897	(4.9%)	<div><div>123</div></div>	28,296	(6.4%)	<div><div>162</div></div>
25-29	1,289	(6.6%)	<div><div>116</div></div>	14,560	(8%)	<div><div>140</div></div>	33,760	(7.6%)	<div><div>134</div></div>
30-34	2,294	(11.8%)	<div><div>185</div></div>	25,154	(13.8%)	<div><div>216</div></div>	54,911	(12.4%)	<div><div>195</div></div>
35-39	2,047	(10.5%)	<div><div>162</div></div>	17,938	(9.8%)	<div><div>151</div></div>	40,341	(9.1%)	<div><div>140</div></div>
40-44	1,519	(7.8%)	<div><div>123</div></div>	12,467	(6.8%)	<div><div>107</div></div>	27,904	(6.3%)	<div><div>99</div></div>
45-49	1,166	(6%)	<div><div>100</div></div>	9,625	(5.3%)	<div><div>88</div></div>	22,326	(5%)	<div><div>84</div></div>
50-54	1,060	(5.4%)	<div><div>91</div></div>	8,486	(4.6%)	<div><div>77</div></div>	20,278	(4.6%)	<div><div>7</div></div>
55-59	1,004	(5.2%)	<div><div>84</div></div>	8,134	(4.5%)	<div><div>72</div></div>	20,210	(4.6%)	<div><div>72</div></div>
60-64	932	(4.8%)	<div><div>72</div></div>	8,249	(4.5%)	<div><div>69</div></div>	20,182	(4.6%)	<div><div>70</div></div>
65-69	1,052	(5.4%)	<div><div>86</div></div>	7,981	(4.4%)	<div><div>69</div></div>	19,089	(4.3%)	<div><div>66</div></div>
70-74	926	(4.8%)	<div><div>90</div></div>	7,060	(3.9%)	<div><div>72</div></div>	16,911	(3.8%)	<div><div>72</div></div>
75-79	756	(3.9%)	<div><div>93</div></div>	5,950	(3.3%)	<div><div>77</div></div>	14,220	(3.2%)	<div><div>7</div></div>
80-84	463	(2.4%)	<div><div>88</div></div>	3,910	(2.1%)	<div><div>77</div></div>	9,429	(2.1%)	<div><div>72</div></div>
85+	462	(2.4%)	<div><div>93</div></div>	3,972	(2.2%)	<div><div>85</div></div>	10,073	(2.3%)	<div><div>89</div></div>

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Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	22,331			211,881			493,219		
Professional Specialty	11,486	(51.4%)	<div><div></div><div></div><div>208</div></div>	104,179	(49.2%)	<div><div></div><div></div><div>199</div></div>	220,155	(44.6%)	<div><div></div><div></div><div>181</div></div>
Managerial/Executive	5,172	(23.2%)	<div><div></div><div></div><div>133</div></div>	46,944	(22.2%)	<div><div></div><div></div><div>128</div></div>	117,183	(23.8%)	<div><div></div><div></div><div>137</div></div>
Office Admin	1,173	(5.3%)	<div><div></div><div></div><div>49</div></div>	14,749	(7%)	<div><div></div><div></div><div>65</div></div>	35,896	(7.3%)	<div><div></div><div></div><div>68</div></div>
Sales	1,150	(5.1%)	<div><div></div><div></div><div>55</div></div>	12,330	(5.8%)	<div><div></div><div></div><div>62</div></div>	30,926	(6.3%)	<div><div></div><div></div><div>67</div></div>
Production & Transportation	1,135	(5.1%)	<div><div></div><div></div><div>39</div></div>	8,240	(3.9%)	<div><div></div><div></div><div>30</div></div>	20,458	(4.1%)	<div><div></div><div></div><div>32</div></div>
Food Preparation & Serving	668	(3%)	<div><div></div><div></div><div>59</div></div>	6,901	(3.3%)	<div><div></div><div></div><div>64</div></div>	18,945	(3.8%)	<div><div></div><div></div><div>75</div></div>
Construction	482	(2.2%)	<div><div></div><div></div><div>27</div></div>	4,964	(2.3%)	<div><div></div><div></div><div>29</div></div>	12,738	(2.6%)	<div><div></div><div></div><div>32</div></div>
Healthcare support	369	(1.7%)	<div><div></div><div></div><div>50</div></div>	3,244	(1.5%)	<div><div></div><div></div><div>47</div></div>	9,675	(2%)	<div><div></div><div></div><div>60</div></div>
Personal Care	239	(1.1%)	<div><div></div><div></div><div>43</div></div>	4,234	(2%)	<div><div></div><div></div><div>86</div></div>	11,632	(2.4%)	<div><div></div><div></div><div>95</div></div>
Protective	237	(1.1%)	<div><div></div><div></div><div>49</div></div>	2,484	(1.2%)	<div><div></div><div></div><div>54</div></div>	5,780	(1.2%)	<div><div></div><div></div><div>54</div></div>
Building Maintenance & Cleaning	206	(0.9%)	<div><div></div><div></div><div>27</div></div>	3,361	(1.6%)	<div><div></div><div></div><div>47</div></div>	9,455	(1.9%)	<div><div></div><div></div><div>56</div></div>
Farming, Fishing & Forestry	14	(<0.5%)	<div><div></div><div></div><div>11</div></div>	251	(<0.5%)	<div><div></div><div></div><div>21</div></div>	376	(<0.5%)	<div><div></div><div></div><div>13</div></div>

Employment by Industry

Total Employees (16+ Years Old)	22,331	211,881	493,219
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

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URBAN EDGE

Fresh Pond Mall

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	7,153	(32%)	<div><div>137</div></div>	72,385	(34.2%)	<div><div>146</div></div>	162,844	(33%)	<div><div>141</div></div>
Professional Services	5,223	(23.4%)	<div><div>290</div></div>	45,552	(21.5%)	<div><div>267</div></div>	100,274	(20.3%)	<div><div>252</div></div>
Manufacturing	2,312	(10.4%)	<div><div>104</div></div>	17,302	(8.2%)	<div><div>8</div></div>	36,149	(7.3%)	<div><div>74</div></div>
Wholesale Retail	1,511	(6.8%)	<div><div>51</div></div>	15,815	(7.5%)	<div><div>57</div></div>	37,739	(7.7%)	<div><div>58</div></div>
Financial, Insurance & Real Estate	1,165	(5.2%)	<div><div>7</div></div>	12,234	(5.8%)	<div><div>86</div></div>	37,698	(7.6%)	<div><div>114</div></div>
Entertainment Services	1,077	(4.8%)	<div><div>56</div></div>	13,560	(6.4%)	<div><div>74</div></div>	35,298	(7.2%)	<div><div>8</div></div>
Other Professional Services	861	(3.9%)	<div><div>8</div></div>	7,490	(3.5%)	<div><div>75</div></div>	17,629	(3.6%)	<div><div>76</div></div>
Public Administration	761	(3.4%)	<div><div>71</div></div>	5,540	(2.6%)	<div><div>55</div></div>	12,468	(2.5%)	<div><div>53</div></div>
Information	748	(3.3%)	<div><div>180</div></div>	6,690	(3.2%)	<div><div>169</div></div>	14,490	(2.9%)	<div><div>158</div></div>
Transportation	581	(2.6%)	<div><div>44</div></div>	4,711	(2.2%)	<div><div>38</div></div>	11,078	(2.2%)	<div><div>38</div></div>
Agriculture/Mining/Construction	517	(2.3%)	<div><div>27</div></div>	5,706	(2.7%)	<div><div>32</div></div>	14,669	(3%)	<div><div>35</div></div>
Administrative/Waste Services	395	(1.8%)	<div><div>42</div></div>	4,648	(2.2%)	<div><div>52</div></div>	12,280	(2.5%)	<div><div>60</div></div>
Management Services	27	(<0.5%)	<div><div>96</div></div>	248	(<0.5%)	<div><div>93</div></div>	603	(<0.5%)	<div><div>97</div></div>

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Fresh Pond Mall

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Language Spoken

Speak English at Home	24,495	(71%)	92	231,628	(70.1%)	91	533,432	(66.7%)	86
Speak Other Language at Home	8,561	(24.8%)	294	76,935	(23.3%)	275	204,607	(25.6%)	303
Speak Spanish at Home	1,426	(4.1%)	29	21,961	(6.6%)	47	61,515	(7.7%)	54

Ancestry

Other	8,935	(24.1%)	114	85,007	(24%)	114	202,523	(23.7%)	112
Unclassified	4,683	(12.6%)	76	46,026	(13%)	86	110,271	(12.9%)	77
Scottish/Irish	3,475	(9.4%)	141	36,328	(10.2%)	154	81,189	(9.5%)	143
South Central Asian (e.g. Indian)	2,547	(6.9%)	440	14,881	(4.2%)	268	34,594	(4%)	259
Other European (e.g. Greek/Russian)	2,471	(6.7%)	210	21,141	(6%)	188	47,977	(5.6%)	177
British	2,375	(6.4%)	121	16,231	(4.6%)	86	34,590	(4%)	76
German	1,860	(5%)	64	13,332	(3.8%)	48	28,329	(3.3%)	43
Italian	1,685	(4.5%)	153	22,882	(6.4%)	217	55,000	(6.4%)	216
Chinese	1,626	(4.4%)	351	21,264	(6%)	480	68,032	(8%)	638
Middle Eastern	776	(2.1%)	337	7,948	(2.2%)	361	17,352	(2%)	327
Puerto Rican	732	(2%)	70	5,928	(1.7%)	59	18,591	(2.2%)	71

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URBAN EDGE

Fresh Pond Mall

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Scandinavian	722	(1.9%)	<div><div>103</div></div>	4,934	(1.4%)	<div><div>73</div></div>	10,711	(1.3%)	<div><div>66</div></div>
American	629	(1.7%)	<div><div>35</div></div>	6,086	(1.7%)	<div><div>36</div></div>	14,562	(1.7%)	<div><div>36</div></div>
French	590	(1.6%)	<div><div>128</div></div>	4,856	(1.4%)	<div><div>110</div></div>	10,482	(1.2%)	<div><div>99</div></div>
Polish	506	(1.4%)	<div><div>89</div></div>	5,295	(1.5%)	<div><div>97</div></div>	12,236	(1.4%)	<div><div>93</div></div>
Korean	496	(1.3%)	<div><div>258</div></div>	4,844	(1.4%)	<div><div>263</div></div>	10,514	(1.2%)	<div><div>238</div></div>
Other Hispanic	487	(1.3%)	<div><div>92</div></div>	4,847	(1.4%)	<div><div>95</div></div>	11,741	(1.4%)	<div><div>96</div></div>
South East Asian (e.g. Vietnamese)	458	(1.2%)	<div><div>70</div></div>	5,847	(1.6%)	<div><div>94</div></div>	14,271	(1.7%)	<div><div>95</div></div>
South American	388	(1%)	<div><div>84</div></div>	5,617	(1.6%)	<div><div>127</div></div>	13,719	(1.6%)	<div><div>129</div></div>
Mexican	385	(1%)	<div><div>9</div></div>	4,153	(1.2%)	<div><div>11</div></div>	9,518	(1.1%)	<div><div>10</div></div>
Central American	338	(0.9%)	<div><div>55</div></div>	7,425	(2.1%)	<div><div>126</div></div>	20,491	(2.4%)	<div><div>144</div></div>
Other Asian	298	(0.8%)	<div><div>188</div></div>	3,325	(0.9%)	<div><div>219</div></div>	7,231	(0.8%)	<div><div>198</div></div>
Japanese	196	(0.5%)	<div><div>220</div></div>	1,884	(0.5%)	<div><div>221</div></div>	5,310	(0.6%)	<div><div>259</div></div>
Cuban	164	(<0.5%)	<div><div>61</div></div>	1,212	(<0.5%)	<div><div>47</div></div>	3,149	(<0.5%)	<div><div>51</div></div>
Dutch	120	(<0.5%)	<div><div>54</div></div>	1,241	(<0.5%)	<div><div>58</div></div>	2,497	(<0.5%)	<div><div>48</div></div>
Dominican	99	(<0.5%)	<div><div>42</div></div>	1,908	(0.5%)	<div><div>84</div></div>	8,207	(1%)	<div><div>151</div></div>
Native American (Indian/Eskimo)	35	(<0.5%)	<div><div>15</div></div>	300	(<0.5%)	<div><div>13</div></div>	795	(<0.5%)	<div><div>15</div></div>

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	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	13	(<0.5%)	20	110	(<0.5%)	17	295	(<0.5%)	19
Education (Age 25+)									
Total Educated Population	27,991			256,710			592,852		
Elementary (0 to 8 Years)	705	(2.5%)	53	8,032	(3.1%)	66	22,088	(3.7%)	7
Some High School (9 to 11 Years)	444	(1.6%)	27	5,947	(2.3%)	39	16,246	(2.7%)	46
High School Graduate (12 Years)	2,249	(8%)	31	28,329	(11%)	42	72,793	(12.3%)	47
Some College (13 to 16 Years)	2,125	(7.6%)	39	19,994	(7.8%)	40	48,241	(8.1%)	42
Associates Degree Only	769	(2.7%)	31	9,487	(3.7%)	42	21,937	(3.7%)	42
Bachelor's Degree Only	8,375	(29.9%)	140	83,143	(32.4%)	152	184,322	(31.1%)	146
Graduate Degree	13,324	(47.6%)	346	101,778	(39.6%)	288	227,225	(38.3%)	279

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Audience Profile

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URBAN EDGE

Fresh Pond Mall

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Household Type

Households	16,553			148,647			354,376		
One Person Households	5,410	(32.7%)	119	48,109	(32.4%)	118	123,691	(34.9%)	127
Married Couple	6,354	(38.4%)	8	53,636	(36.1%)	75	125,806	(35.5%)	74
Male Householder	330	(2%)	39	3,915	(2.6%)	52	9,616	(2.7%)	53
Female Householder	1,252	(7.6%)	61	10,901	(7.3%)	59	26,633	(7.5%)	60
Non Family Households	3,207	(19.4%)	274	32,086	(21.6%)	305	68,630	(19.4%)	274

Household Size

Households	16,553			148,647			354,376		
1 Person Household	5,410	(32.7%)	119	48,109	(32.4%)	118	123,691	(34.9%)	127
2 Person Household	5,964	(36%)	109	51,843	(34.9%)	106	121,175	(34.2%)	104
3 Person Household	2,585	(15.6%)	100	24,623	(16.6%)	106	52,914	(14.9%)	96
4 Person Household	1,825	(11%)	84	16,576	(11.2%)	85	37,676	(10.6%)	8
5 Person Household	565	(3.4%)	54	5,171	(3.5%)	55	12,580	(3.5%)	56
6 Person Household	143	(0.9%)	32	1,571	(1.1%)	39	4,243	(1.2%)	44
7+ Person Household	61	(<0.5%)	20	754	(0.5%)	28	2,097	(0.6%)	33

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Fresh Pond Mall

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Housing Units

Total Housing Units	17,855	157,375	379,391
Renter Occupied Housing	9,426	85,798	207,044
Owner Occupied Housing	7,127	62,849	147,332
Vacant Housing	1,302	8,728	25,015

Housing Rent

Average Rent	\$2,547.27	<div><div>165</div></div>	\$2,394.69	<div><div>155</div></div>	\$2,338.22	<div><div>152</div></div>			
Median Rent	\$2,687.58	<div><div>191</div></div>	\$2,462.78	<div><div>175</div></div>	\$2,405.7	<div><div>171</div></div>			
Total Cash Rents Housing	9,283		83,839		202,528				
<\$300	221	(2.4%)	<div><div>85</div></div>	2,758	(3.3%)	<div><div>117</div></div>	7,826	(3.9%)	<div><div>138</div></div>
\$300-\$500	250	(2.7%)	<div><div>70</div></div>	2,205	(2.6%)	<div><div>68</div></div>	6,847	(3.4%)	<div><div>87</div></div>
\$500-\$750	288	(3.1%)	<div><div>36</div></div>	2,241	(2.7%)	<div><div>31</div></div>	6,897	(3.4%)	<div><div>39</div></div>
\$750-\$1000	189	(2%)	<div><div>16</div></div>	1,934	(2.3%)	<div><div>18</div></div>	5,574	(2.8%)	<div><div>21</div></div>
\$1000-\$1500	582	(6.3%)	<div><div>24</div></div>	5,732	(6.8%)	<div><div>26</div></div>	14,835	(7.3%)	<div><div>28</div></div>
\$1500-\$2000	1,073	(11.6%)	<div><div>55</div></div>	11,811	(14.1%)	<div><div>67</div></div>	28,918	(14.3%)	<div><div>68</div></div>
\$2000-\$2500	1,415	(15.2%)	<div><div>130</div></div>	16,464	(19.6%)	<div><div>168</div></div>	37,425	(18.5%)	<div><div>158</div></div>

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	1 Mile				3 Mile				5 Mile			
\$2500-\$3000	1,662	(17.9%)		311	15,370	(18.3%)		319	33,256	(16.4%)		286
\$3000-\$3500	1,406	(15.1%)		498	11,462	(13.7%)		449	25,839	(12.8%)		419
>\$3500	2,197	(23.7%)		649	13,862	(16.5%)		453	35,111	(17.3%)		475

Value of Owner-Occupied Housing Units

Average House Value	\$1.45M			278	\$1.22M			233	\$1.29M			247
Median House Value	\$1.23M			324	\$1.08M			283	\$1.09M			287
Owner Occupied Housing	7,127				62,849				147,332			
<\$100K	107	(1.5%)		18	703	(1.1%)		13	1,714	(1.2%)		14
\$100K - \$200K	93	(1.3%)		10	371	(0.6%)		4	819	(0.6%)		4
\$200K - \$300K	113	(1.6%)		10	795	(1.3%)		8	1,764	(1.2%)		7
\$300K - \$400K	73	(1%)		7	1,031	(1.6%)		11	2,987	(2%)		14
\$400K - \$500K	168	(2.4%)		20	1,787	(2.8%)		25	5,032	(3.4%)		30
\$500K - \$1000K	1,700	(23.9%)		96	22,732	(36.2%)		146	51,442	(34.9%)		141
>\$1000K	4,873	(68.4%)		626	35,430	(56.4%)		516	83,574	(56.7%)		519

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Poverty

Households in Poverty	1,325	(8%)	<div><div>63</div></div>	16,438	(11.1%)	<div><div>87</div></div>	46,806	(13.2%)	<div><div>104</div></div>
Households Above Poverty	15,228	(92%)	<div><div>105</div></div>	132,209	(88.9%)	<div><div>102</div></div>	307,570	(86.8%)	<div><div>99</div></div>
Households in Poverty (Married)	179	(1.1%)	<div><div>50</div></div>	1,668	(1.1%)	<div><div>51</div></div>	4,893	(1.4%)	<div><div>63</div></div>
Households in Poverty (Male Householder)				257	(<0.5%)	<div><div>27</div></div>	1,064	(<0.5%)	<div><div>47</div></div>
Households in Poverty (Female Householder)	221	(1.3%)	<div><div>45</div></div>	1,984	(1.3%)	<div><div>45</div></div>	4,956	(1.4%)	<div><div>47</div></div>
Households in Poverty (Non-Family)	819	(4.9%)	<div><div>76</div></div>	10,030	(6.7%)	<div><div>108</div></div>	27,847	(7.9%)	<div><div>125</div></div>
Households in Poverty (Non-Family Student)	106	(0.6%)	<div><div>103</div></div>	2,499	(1.7%)	<div><div>270</div></div>	8,046	(2.3%)	<div><div>365</div></div>

Wealth per Household

Household Average Wealth	\$272,861.41	<div><div></div><div>113</div></div>	\$261,729.26	<div><div></div><div>108</div></div>	\$256,842.25	<div><div></div><div>106</div></div>			
Household Median Wealth	\$94,832.87	<div><div></div><div>117</div></div>	\$86,726.43	<div><div></div><div>107</div></div>	\$82,918	<div><div></div><div>102</div></div>			
<\$0K	2,831	(17.1%)	<div><div></div><div>98</div></div>	26,198	(17.6%)	<div><div></div><div>101</div></div>	63,463	(17.9%)	<div><div></div><div>103</div></div>
\$0K - \$5K	1,300	(7.9%)	<div><div></div><div>92</div></div>	12,354	(8.3%)	<div><div></div><div>97</div></div>	30,381	(8.6%)	<div><div></div><div>100</div></div>
\$5K - \$10K	720	(4.3%)	<div><div></div><div>95</div></div>	6,722	(4.5%)	<div><div></div><div>99</div></div>	16,339	(4.6%)	<div><div></div><div>101</div></div>
\$10K - \$25K	1,005	(6.1%)	<div><div></div><div>96</div></div>	9,279	(6.2%)	<div><div></div><div>98</div></div>	22,342	(6.3%)	<div><div></div><div>99</div></div>
\$25K - \$50K	1,045	(6.3%)	<div><div></div><div>93</div></div>	9,553	(6.4%)	<div><div></div><div>95</div></div>	22,832	(6.4%)	<div><div></div><div>95</div></div>

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



Fresh Pond Mall

545 Concord Ave., Cambridge, MA 02138

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,534	(9.3%)	91	13,910	(9.4%)	92	33,159	(9.4%)	92
\$100K - \$250K	2,859	(17.3%)	96	25,417	(17.1%)	95	60,185	(17%)	94
\$250K - \$500K	2,277	(13.8%)	104	19,843	(13.3%)	101	46,594	(13.1%)	100
>\$500K	2,982	(18%)	121	25,371	(17.1%)	115	59,081	(16.7%)	112

Vehicles per Household

Total Number of Vehicles	19,082			173,397			384,950		
Average Number of Vehicles	1.15		63	1.17		64	1.09		59
No Vehicles	3,122	(18.9%)	228	34,053	(22.9%)	277	98,792	(27.9%)	337
1 Vehicle	8,988	(54.3%)	166	68,131	(45.8%)	140	153,631	(43.4%)	132
2 Vehicles	3,556	(21.5%)	58	37,149	(25%)	68	80,909	(22.8%)	62
3 or more Vehicles	887	(5.4%)	24	9,314	(6.3%)	28	21,044	(5.9%)	27

Population Change

Births	479			5,004			11,409		
Deaths	258			2,209			5,397		
Migration	507			39			-1,725		

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Fresh Pond Mall

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Benchmark: Nationwide



Workplace

Total Businesses	1,433	12,082	39,977
Total Employees	25,466	223,270	819,354

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