Retail MarketPlace Profile

prepared by Wayne D'Amico CCIM

Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring

Site Type: Ring

Latitude: 42.489776
Longitude: -71.19926
Radius: 1 Miles

Summary Demographics	
2009 Population	4,969
2009 Households	2,024
2009 Median Disposable Income	$70,129
2009 Per Capita Income	$43,290

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$83,804,242	$505,356,055	$-421,551,813	-71.6	261
Total Retail Trade (NAICS 44-45)	$70,760,109	$361,534,908	$-290,774,799	-67.3	219
Total Food & Drink (NAICS 722)	$13,044,133	$143,821,147	$-130,777,014	-83.4	42

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$17,151,863	$79,397,440	$-62,245,577	-64.5	6
Automobile Dealers (NAICS 4411)	$14,995,759	$78,427,881	$-63,432,122	-67.9	5
Other Motor Vehicle Dealers (NAICS 4412)	$1,153,071	$0	$1,153,071	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$1,003,033	$969,559	$33,474	1.7	1
Furniture & Home Furnishings Stores (NAICS 442)	$3,183,710	$23,308,316	$-20,124,606	-76.0	14
Furniture Stores (NAICS 4421)	$1,667,092	$17,003,011	$-15,335,919	-82.1	10
Home Furnishings Stores (NAICS 4422)	$1,516,618	$6,305,305	$-4,788,687	-61.2	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$3,149,281	$62,424,562	$-59,275,281	-90.4	69
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$3,367,023	$3,177,673	$189,350	2.9	7
Building Material and Supplies Dealers (NAICS 4441)	$3,158,991	$3,167,585	$-8,594	-0.1	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$208,032	$10,088	$197,944	90.8	1
Food & Beverage Stores (NAICS 445)	$14,602,124	$44,636,571	$-30,034,447	-50.7	13
Grocery Stores (NAICS 4451)	$12,611,777	$42,299,589	$-29,687,812	-54.1	7
Specialty Food Stores (NAICS 4452)	$649,624	$2,097,404	$-1,447,780	-52.7	5
Beer, Wine, and Liquor Stores (NAICS 4453)	$1,340,723	$239,578	$1,101,145	69.7	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$3,930,703	$15,621,290	$-11,690,587	-59.8	16
Gasoline Stations (NAICS 447/4471)	$9,467,268	$7,332,900	$2,134,368	12.7	3
Clothing and Clothing Accessories Stores (NAICS 448)	$4,436,701	$77,064,173	$-72,627,472	-89.1	45
Clothing Stores (NAICS 4481)	$3,557,438	$70,028,340	$-66,470,902	-90.3	29
Shoe Stores (NAICS 4482)	$363,934	$3,891,102	$-3,527,168	-82.9	9
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$515,329	$3,144,731	$-2,629,402	-71.8	7
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$1,351,015	$21,423,566	$-20,072,551	-88.1	20
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$721,533	$6,175,619	$-5,454,086	-79.1	15
Book, Periodical, and Music Stores (NAICS 4512)	$629,482	$15,247,947	$-14,618,465	-92.1	5

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and *info*USA®

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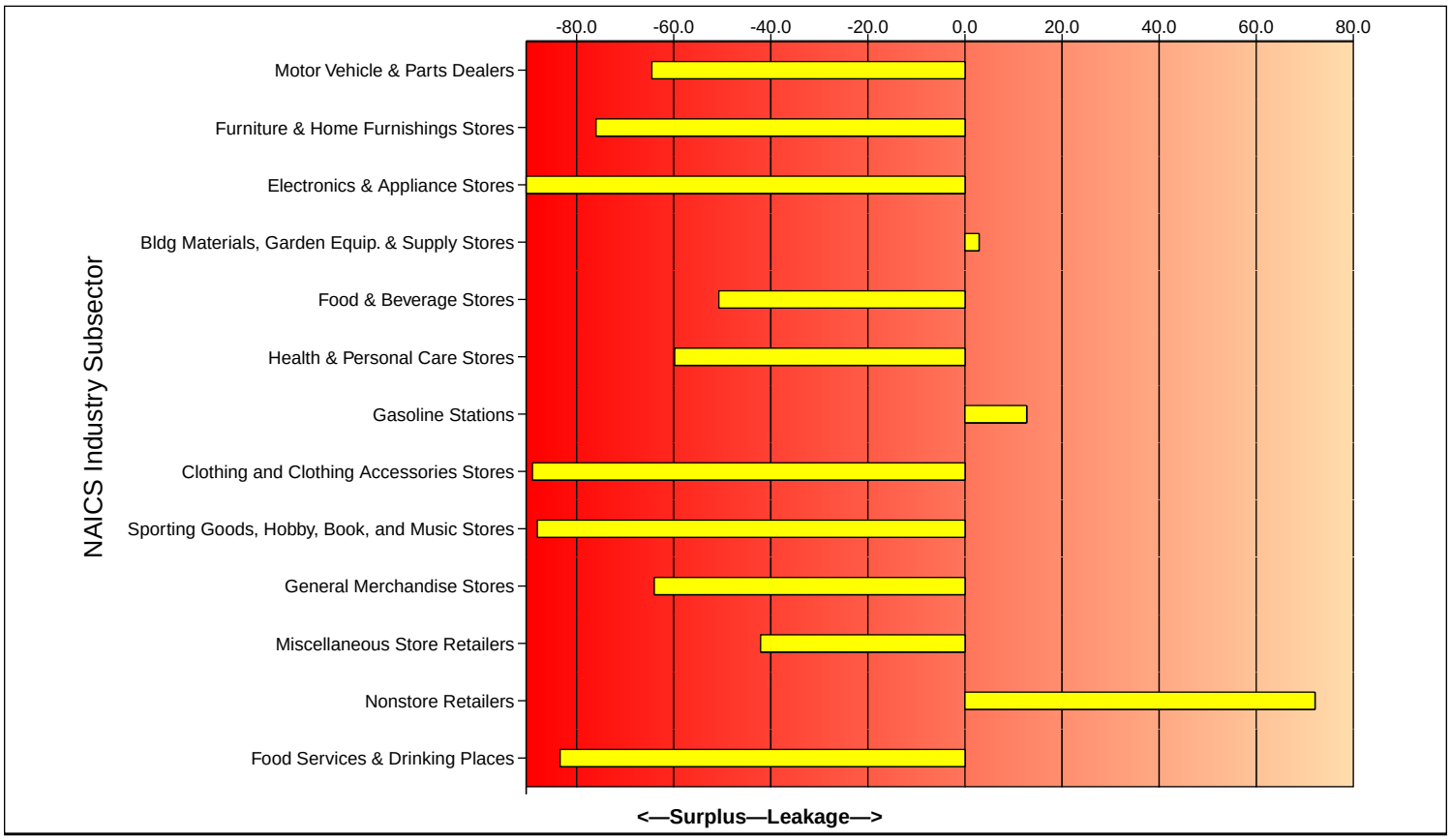
prepared by Wayne D'Amico CCIM

Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring — **Site Type: Ring**

Latitude: 42.489776
Longitude: -71.19926
Radius: 1 Miles

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$4,949,328	$22,519,625	$-17,570,297	-64.0	8
Department Stores Excluding Leased Depts.(NAICS 4521)	$1,749,591	$19,981,636	$-18,232,045	-83.9	5
Other General Merchandise Stores (NAICS 4529)	$3,199,737	$2,537,989	$661,748	11.5	3
Miscellaneous Store Retailers (NAICS 453)	$1,652,793	$4,058,806	$-2,406,013	-42.1	17
Florists (NAICS 4531)	$324,428	$188,791	$135,637	26.4	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$411,587	$2,719,299	$-2,307,712	-73.7	9
Used Merchandise Stores (NAICS 4533)	$62,717	$0	$62,717	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	$854,061	$1,150,716	$-296,655	-14.8	6
Nonstore Retailers (NAICS 454)	$3,518,300	$569,986	$2,948,314	72.1	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$1,201,410	$0	$1,201,410	100.0	0
Vending Machine Operators (NAICS 4542)	$708,953	$569,986	$138,967	10.9	1
Direct Selling Establishments (NAICS 4543)	$1,607,937	$0	$1,607,937	100.0	0
Food Services & Drinking Places (NAICS 722)	$13,044,133	$143,821,147	$-130,777,014	-83.4	42
Full-Service Restaurants (NAICS 7221)	$9,097,061	$36,480,625	$-27,383,564	-60.1	21
Limited-Service Eating Places (NAICS 7222)	$2,629,788	$83,413,026	$-80,783,238	-93.9	18
Special Food Services (NAICS 7223)	$655,215	$3,485,869	$-2,830,654	-68.4	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	$662,069	$20,441,627	$-19,779,558	-93.7	1

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and *info*USA®

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25 Mall Rd, Burlington, MA, ...
1-3-5 Ring

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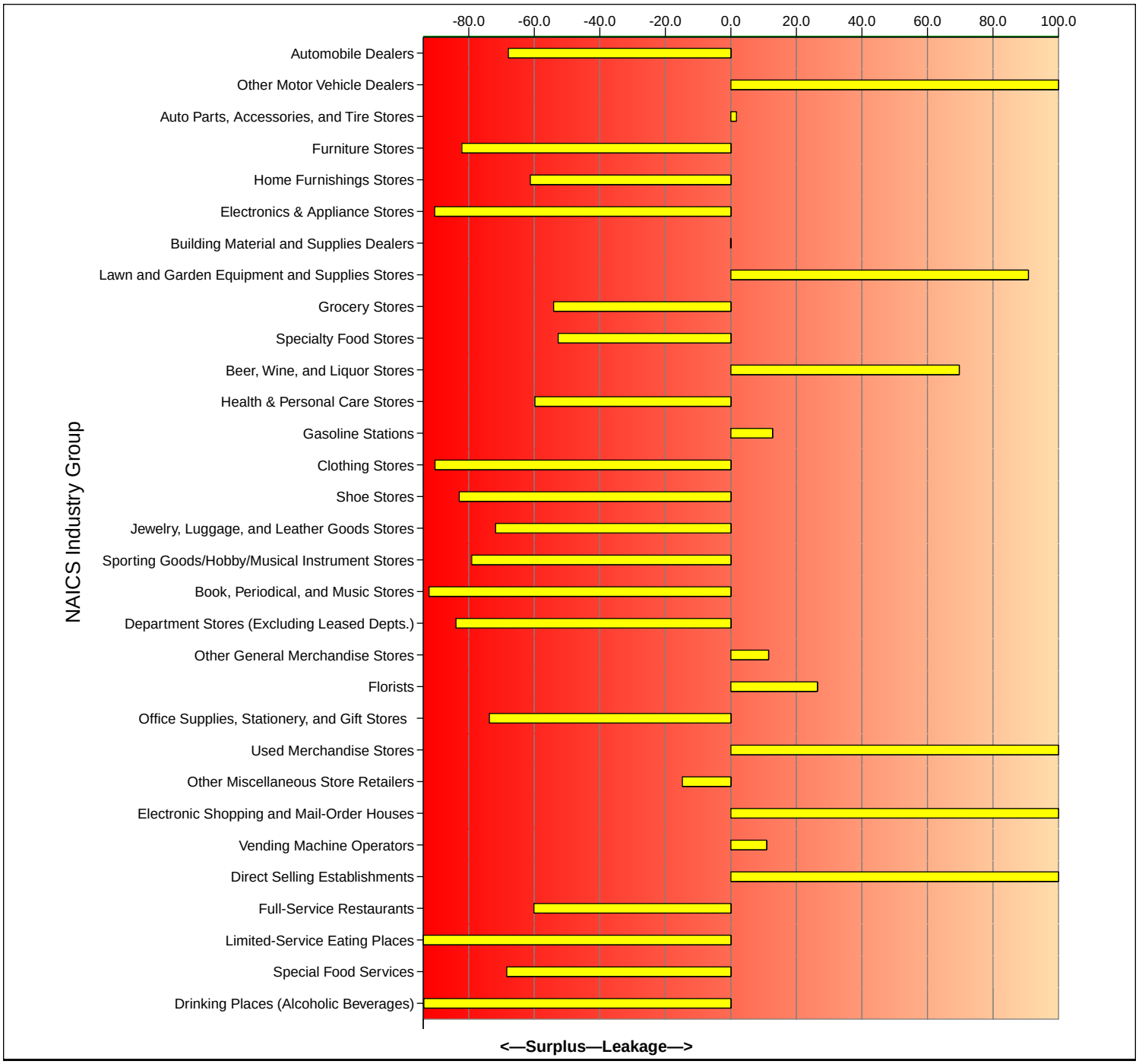
Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring — **Site Type: Ring**

Latitude: 42.489776
Longitude: -71.19926
Radius: 3 Miles

Summary Demographics	
2009 Population	64,644
2009 Households	25,128
2009 Median Disposable Income	$65,895
2009 Per Capita Income	$44,253

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$1,053,296,674	$1,312,703,438	$-259,406,764	-11.0	784
Total Retail Trade (NAICS 44-45)	$889,086,395	$1,004,124,559	$-115,038,164	-6.1	619
Total Food & Drink (NAICS 722)	$164,210,279	$308,578,879	$-144,368,600	-30.5	165

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$217,669,366	$190,598,706	$27,070,660	6.6	26
Automobile Dealers (NAICS 4411)	$190,351,895	$181,159,101	$9,192,794	2.5	16
Other Motor Vehicle Dealers (NAICS 4412)	$14,782,800	$5,784,990	$8,997,810	43.7	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$12,534,671	$3,654,615	$8,880,056	54.9	8
Furniture & Home Furnishings Stores (NAICS 442)	$40,447,371	$46,907,961	$-6,460,590	-7.4	36
Furniture Stores (NAICS 4421)	$21,271,827	$27,789,000	$-6,517,173	-13.3	16
Home Furnishings Stores (NAICS 4422)	$19,175,544	$19,118,961	$56,583	0.1	20
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$39,830,870	$146,678,553	$-106,847,683	-57.3	153
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$42,280,818	$25,494,382	$16,786,436	24.8	43
Building Material and Supplies Dealers (NAICS 4441)	$39,688,329	$22,881,952	$16,806,377	26.9	38
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$2,592,489	$2,612,430	$-19,941	-0.4	5
Food & Beverage Stores (NAICS 445)	$181,969,226	$166,277,875	$15,691,351	4.5	55
Grocery Stores (NAICS 4451)	$157,044,958	$141,136,264	$15,908,694	5.3	29
Specialty Food Stores (NAICS 4452)	$8,092,956	$5,075,523	$3,017,433	22.9	15
Beer, Wine, and Liquor Stores (NAICS 4453)	$16,831,312	$20,066,088	$-3,234,776	-8.8	11
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$48,217,485	$52,609,651	$-4,392,166	-4.4	44
Gasoline Stations (NAICS 447/4471)	$119,049,027	$99,383,727	$19,665,300	9.0	24
Clothing and Clothing Accessories Stores (NAICS 448)	$56,255,200	$147,759,225	$-91,504,025	-44.9	101
Clothing Stores (NAICS 4481)	$45,029,234	$133,725,131	$-88,695,897	-49.6	63
Shoe Stores (NAICS 4482)	$4,610,267	$6,927,201	$-2,316,934	-20.1	17
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$6,615,699	$7,106,893	$-491,194	-3.6	21
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$17,170,601	$43,266,331	$-26,095,730	-43.2	50
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$9,161,420	$13,815,271	$-4,653,851	-20.3	38
Book, Periodical, and Music Stores (NAICS 4512)	$8,009,181	$29,451,060	$-21,441,879	-57.2	12

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1-3-5 Ring — **Site Type: Ring**

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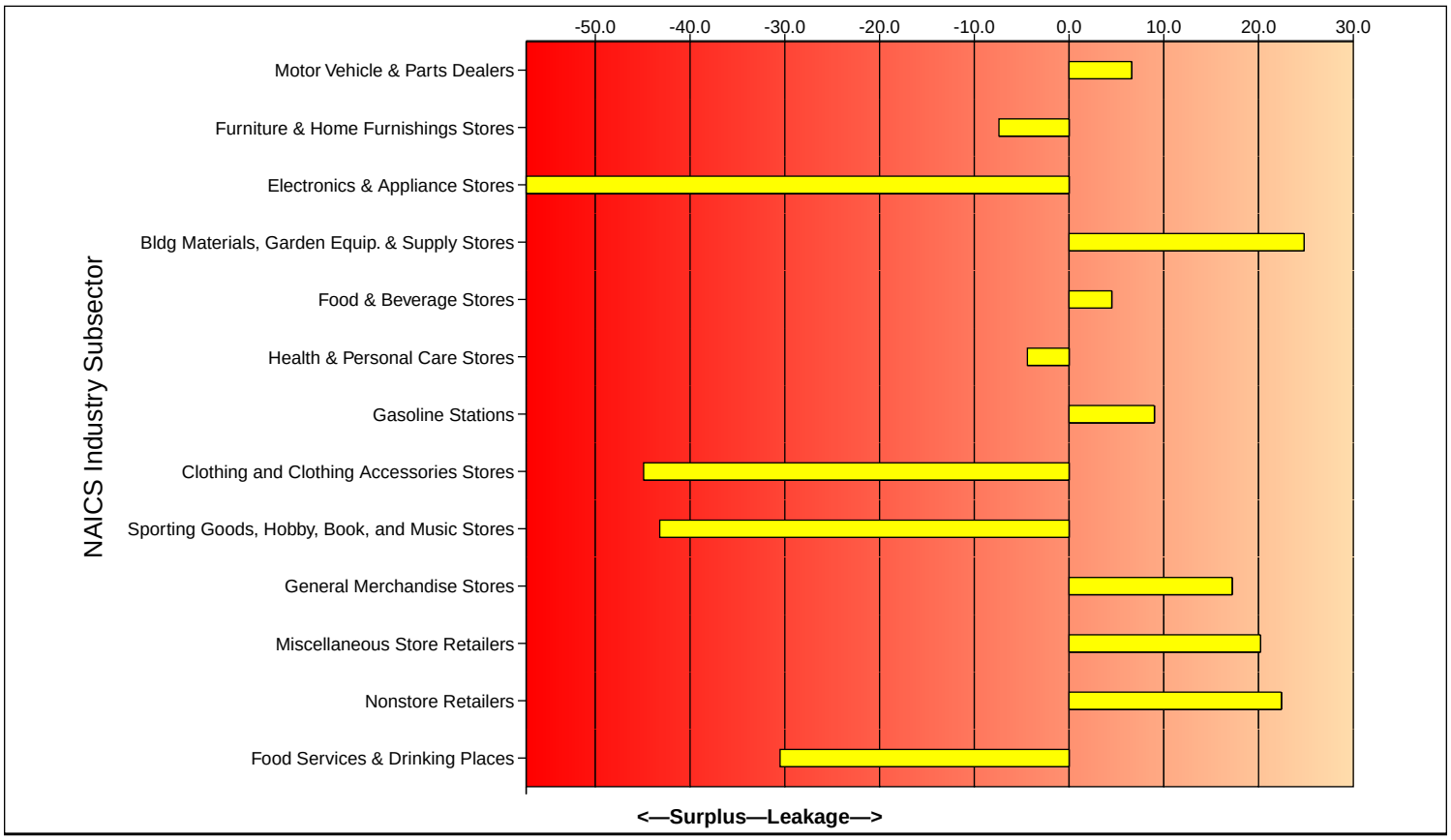
Longitude: -71.19926
Radius: 3 Miles

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$61,999,700	$43,802,807	$18,196,893	17.2	18
Department Stores Excluding Leased Depts.(NAICS 4521)	$22,009,526	$34,107,856	$-12,098,330	-21.6	9
Other General Merchandise Stores (NAICS 4529)	$39,990,174	$9,694,951	$30,295,223	61.0	9
Miscellaneous Store Retailers (NAICS 453)	$20,692,181	$13,740,559	$6,951,622	20.2	64
Florists (NAICS 4531)	$4,040,079	$1,785,354	$2,254,725	38.7	10
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$5,114,006	$7,905,388	$-2,791,382	-21.4	30
Used Merchandise Stores (NAICS 4533)	$798,056	$390,536	$407,520	34.3	5
Other Miscellaneous Store Retailers (NAICS 4539)	$10,740,040	$3,659,281	$7,080,759	49.2	19
Nonstore Retailers (NAICS 454)	$43,504,550	$27,604,782	$15,899,768	22.4	5
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$15,020,257	$22,416,645	$-7,396,388	-19.8	1
Vending Machine Operators (NAICS 4542)	$8,850,046	$1,809,655	$7,040,391	66.0	2
Direct Selling Establishments (NAICS 4543)	$19,634,247	$3,378,482	$16,255,765	70.6	2
Food Services & Drinking Places (NAICS 722)	$164,210,279	$308,578,879	$-144,368,600	-30.5	165
Full-Service Restaurants (NAICS 7221)	$114,529,451	$95,516,666	$19,012,785	9.1	88
Limited-Service Eating Places (NAICS 7222)	$33,083,617	$176,628,284	$-143,544,667	-68.4	61
Special Food Services (NAICS 7223)	$8,243,790	$15,992,302	$-7,748,512	-32.0	15
Drinking Places - Alcoholic Beverages (NAICS 7224)	$8,353,421	$20,441,627	$-12,088,206	-42.0	1

Leakage/Surplus Factor by Industry Subsector



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1-3-5 Ring

Site Type: Ring

Latitude: 42.489776
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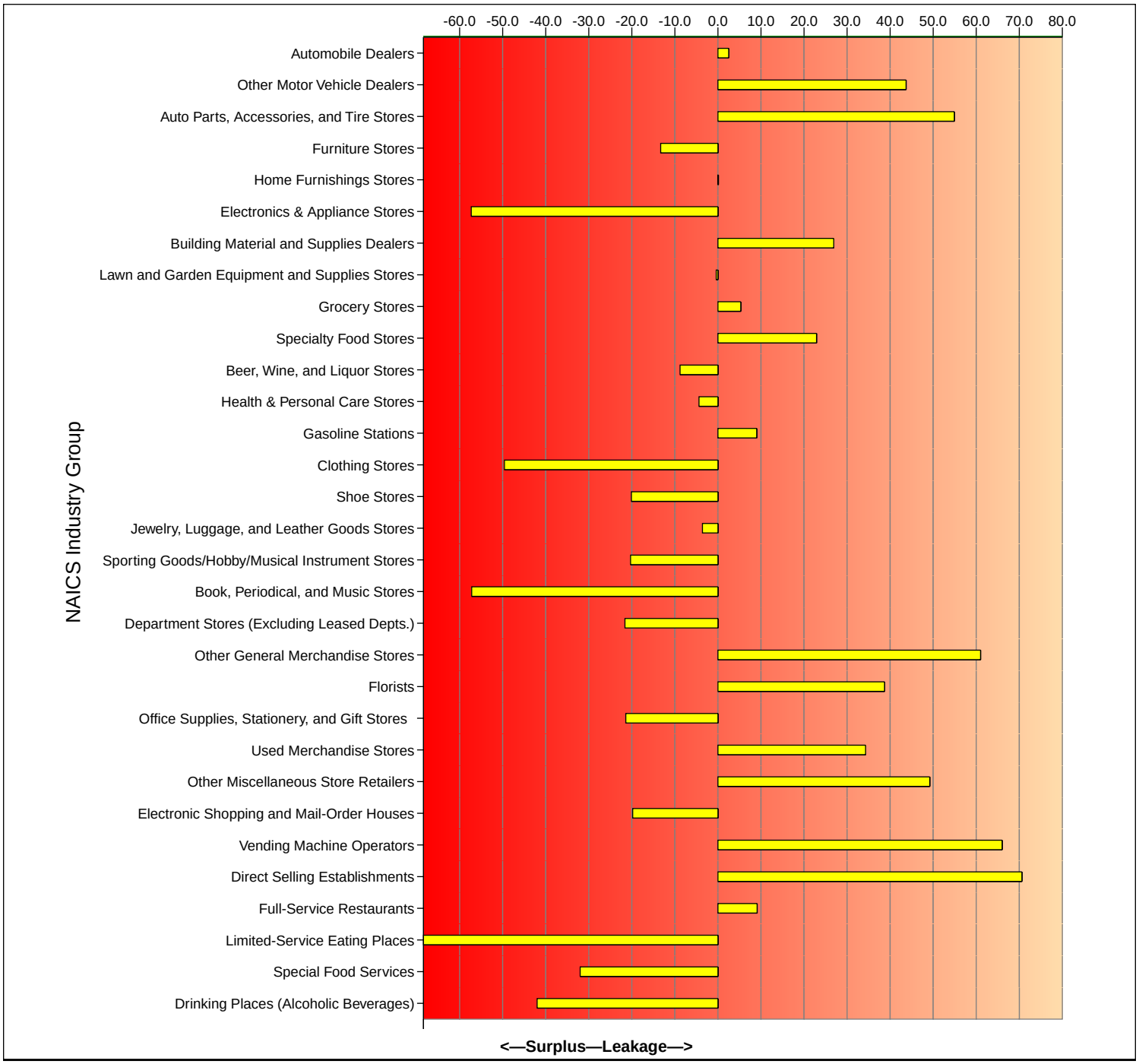
Radius: 3 Miles

Leakage/Surplus Factor by Industry Group



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Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring — **Site Type: Ring**

Latitude: 42.489776
Longitude: -71.19926
Radius: 5 Miles

Summary Demographics	
2009 Population	173,173
2009 Households	65,228
2009 Median Disposable Income	$71,143
2009 Per Capita Income	$48,011

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$3,017,718,970	$2,837,909,562	$179,809,408	3.1	1,800
Total Retail Trade (NAICS 44-45)	$2,549,023,480	$2,293,449,034	$255,574,446	5.3	1,398
Total Food & Drink (NAICS 722)	$468,695,490	$544,460,528	$-75,765,038	-7.5	402

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$630,072,579	$404,540,444	$225,532,135	21.8	79
Automobile Dealers (NAICS 4411)	$549,992,901	$359,691,217	$190,301,684	20.9	37
Other Motor Vehicle Dealers (NAICS 4412)	$44,133,604	$24,521,969	$19,611,635	28.6	9
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$35,946,074	$20,327,258	$15,618,816	27.8	33
Furniture & Home Furnishings Stores (NAICS 442)	$118,085,055	$110,271,087	$7,813,968	3.4	80
Furniture Stores (NAICS 4421)	$62,138,410	$67,184,886	$-5,046,476	-3.9	32
Home Furnishings Stores (NAICS 4422)	$55,946,645	$43,086,201	$12,860,444	13.0	48
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$115,178,163	$232,743,651	$-117,565,488	-33.8	291
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$123,180,274	$107,995,954	$15,184,320	6.6	119
Building Material and Supplies Dealers (NAICS 4441)	$115,758,219	$97,539,526	$18,218,693	8.5	101
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$7,422,055	$10,456,428	$-3,034,373	-17.0	18
Food & Beverage Stores (NAICS 445)	$516,827,073	$543,186,751	$-26,359,678	-2.5	127
Grocery Stores (NAICS 4451)	$445,615,938	$479,704,683	$-34,088,745	-3.7	64
Specialty Food Stores (NAICS 4452)	$22,977,333	$11,572,778	$11,404,555	33.0	30
Beer, Wine, and Liquor Stores (NAICS 4453)	$48,233,802	$51,909,290	$-3,675,488	-3.7	33
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$136,899,054	$143,927,985	$-7,028,931	-2.5	106
Gasoline Stations (NAICS 447/4471)	$338,775,678	$234,631,365	$104,144,313	18.2	66
Clothing and Clothing Accessories Stores (NAICS 448)	$161,025,773	$181,988,132	$-20,962,359	-6.1	168
Clothing Stores (NAICS 4481)	$128,640,625	$160,310,379	$-31,669,754	-11.0	109
Shoe Stores (NAICS 4482)	$13,150,435	$11,702,508	$1,447,927	5.8	26
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$19,234,713	$9,975,245	$9,259,468	31.7	33
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$49,554,971	$58,737,928	$-9,182,957	-8.5	100
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$26,497,325	$24,022,224	$2,475,101	4.9	78
Book, Periodical, and Music Stores (NAICS 4512)	$23,057,646	$34,715,704	$-11,658,058	-20.2	22

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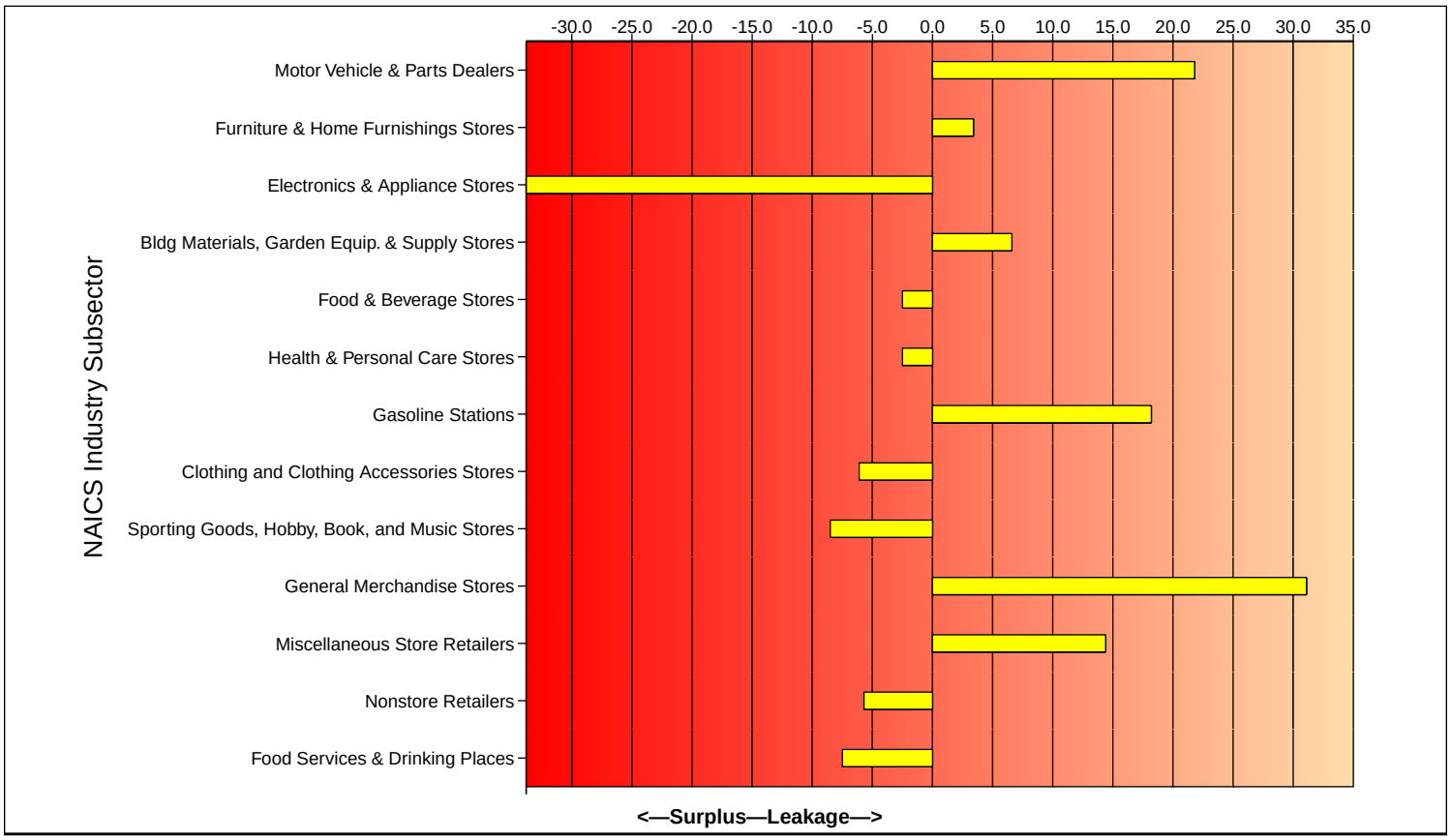
Longitude: -71.19926
Radius: 5 Miles

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$176,995,601	$93,114,754	$83,880,847	31.1	44
Department Stores Excluding Leased Depts.(NAICS 4521)	$63,163,160	$66,654,537	$-3,491,377	-2.7	22
Other General Merchandise Stores (NAICS 4529)	$113,832,441	$26,460,217	$87,372,224	62.3	22
Miscellaneous Store Retailers (NAICS 453)	$59,240,220	$44,348,893	$14,891,327	14.4	190
Florists (NAICS 4531)	$11,561,756	$4,778,372	$6,783,384	41.5	37
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$14,661,709	$19,704,280	$-5,042,571	-14.7	67
Used Merchandise Stores (NAICS 4533)	$2,308,784	$1,441,319	$867,465	23.1	18
Other Miscellaneous Store Retailers (NAICS 4539)	$30,707,971	$18,424,922	$12,283,049	25.0	68
Nonstore Retailers (NAICS 454)	$123,189,039	$137,962,090	$-14,773,051	-5.7	28
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$43,038,657	$28,857,263	$14,181,394	19.7	2
Vending Machine Operators (NAICS 4542)	$25,142,928	$51,583,574	$-26,440,646	-34.5	7
Direct Selling Establishments (NAICS 4543)	$55,007,454	$57,521,253	$-2,513,799	-2.2	19
Food Services & Drinking Places (NAICS 722)	$468,695,490	$544,460,528	$-75,765,038	-7.5	402
Full-Service Restaurants (NAICS 7221)	$326,636,259	$195,085,387	$131,550,872	25.2	205
Limited-Service Eating Places (NAICS 7222)	$94,243,498	$290,880,523	$-196,637,025	-51.1	160
Special Food Services (NAICS 7223)	$23,484,668	$38,052,991	$-14,568,323	-23.7	36
Drinking Places - Alcoholic Beverages (NAICS 7224)	$24,331,065	$20,441,627	$3,889,438	8.7	1

Leakage/Surplus Factor by Industry Subsector



Source: ESRI and *info*USA®

Retail MarketPlace Profile

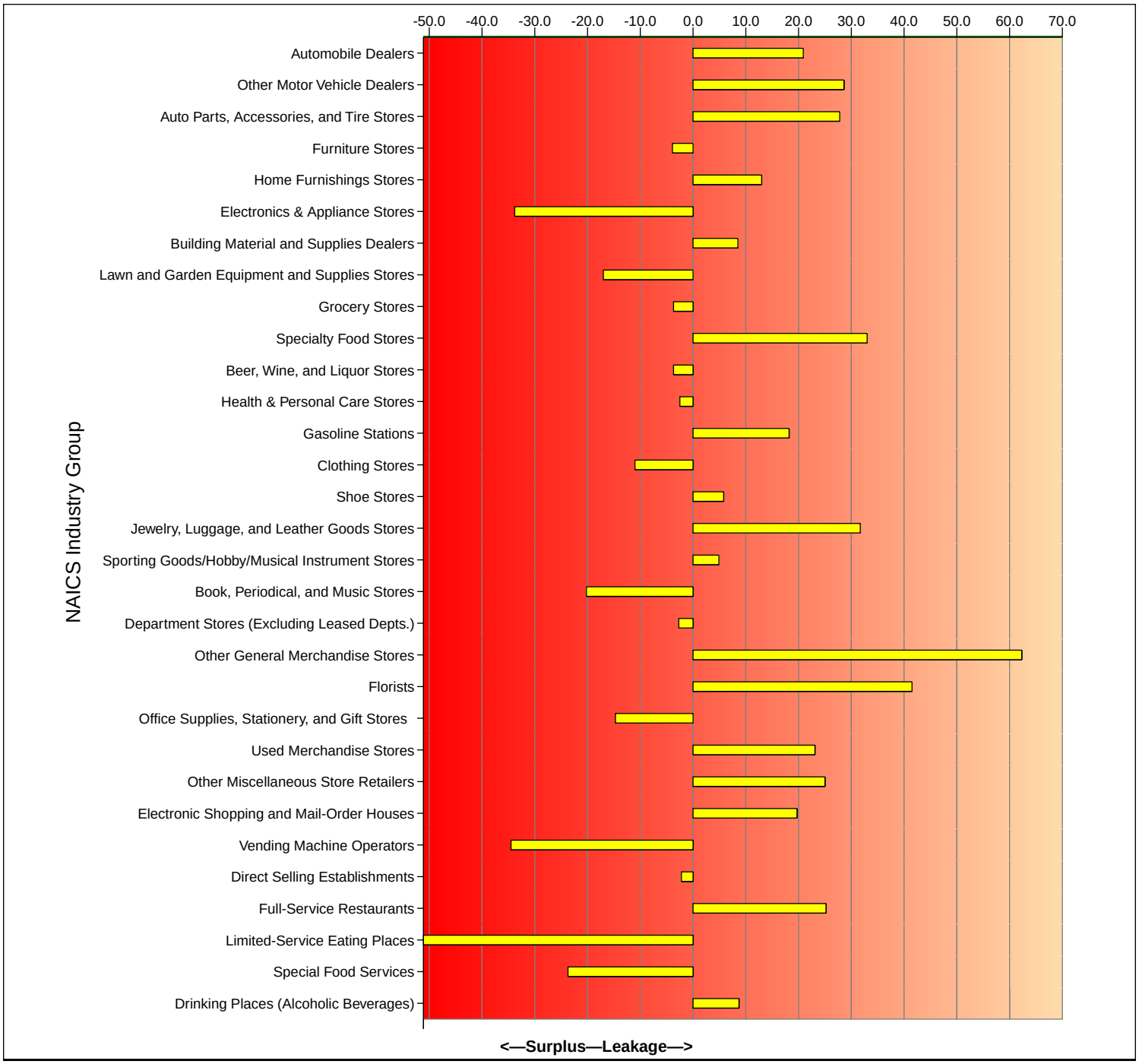
prepared by Wayne D'Amico CCIM

Boston 25 Mall Rd
25 Mall Rd, Burlington, MA, ...
1-3-5 Ring

Site Type: Ring

Latitude: 42.489776
Longitude: -71.19926
Radius: 5 Miles

Leakage/Surplus Factor by Industry Group



Source: ESRI and *info*USA®