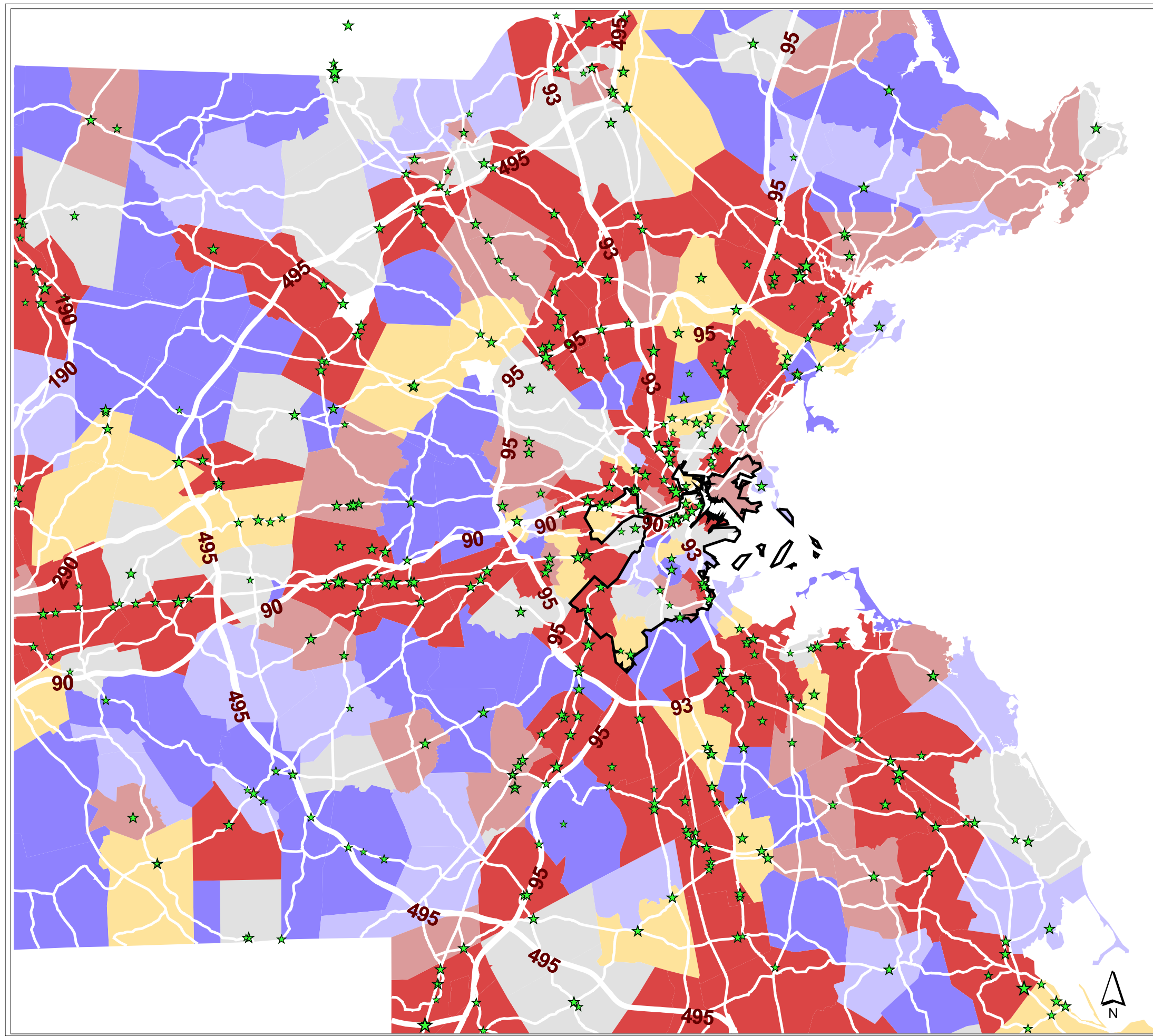


**Fig. 2-4-3
Coverage of Retail Expenditure**



Shopping Centers

- ★ Retail
- ★ Community Center
- ★ Neighborhood Center
- ★ Regional Mall
- ★ Super Regional Mall

▭ Boston City Boundary

══ Major Roads

Retail Expenditure Coverage

- 0 - 19 %
- 20 - 39 %
- 40 - 59 %
- 60 - 79 %
- 80 - 99 %
- 100 - 2,220 %

Mapping Data

Polygon: ZIP code Area

Definition:

$C = S/E$

where

C =[Coverage of Retail Expenditure]

S =[Sales of Retail Industries]

E =[Expenditure on Retail Items by Residents]

0 2 4 6 8 10 Miles



Computer Resource Lab
Department of Urban Studies and Planning
Massachusetts Institute of Technology