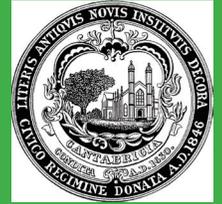


Market Profile: East Cambridge

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
Clothing Stores	\$9,873,470	\$36,840,801		\$26,967,331
Limited Service Eating Places	\$8,543,171	\$11,784,595		\$3,430,424
Grocery Stores	\$30,207,444	\$2,683,593	\$27,523,851	
Sporting Goods, Books, Hobby Stores	\$4,726,196	\$2,662,406	\$2,063,790	
Office Supply and Gift Stores	\$1,547,871	\$268,702	\$1,279,169	
General Merchandise Stores	\$8,414,321	\$3,048,241	\$5,366,080	

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	10,960		44,247	
Ages 0-14	1,096	10%	4,867	11%
Ages 15-24	219	2%	5,752	13%
Ages 25-34	1,096	10%	13,716	31%
Ages 35-44	3,398	31%	7,080	16%
Ages 45-64	3,069	28%	8,407	19%
Ages 65+	2,082	19%	4,425	10%
Median Age	34.8		33.6	

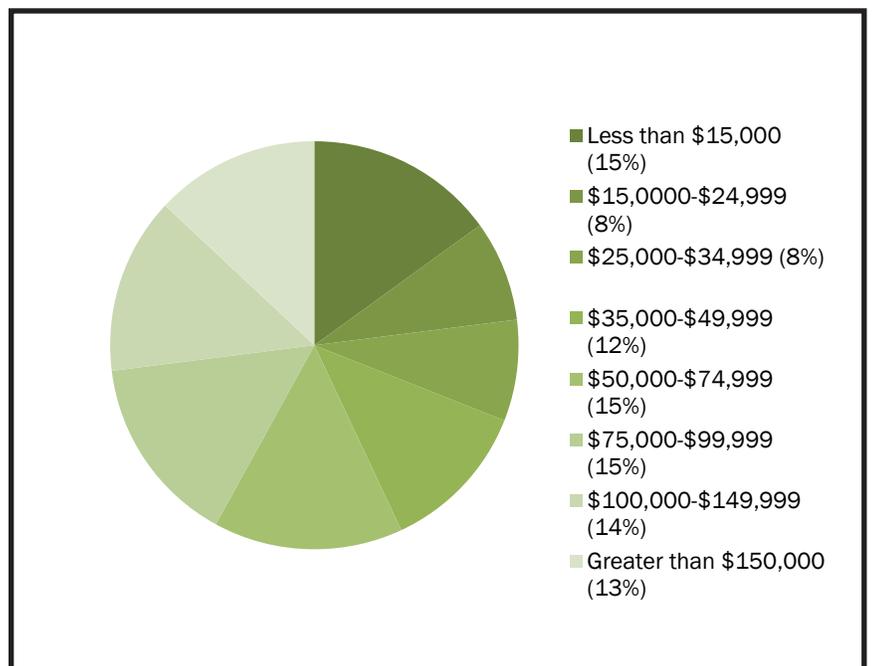
HOUSEHOLD				
2015 Total	.50 mile radius		1 mile radius	
Estimated Total Households	5,533		23,906	
One-Person	2,324	42%	9,084	38%
Two-Person	1,937	35%	7,889	33%
Three or more	1,272	23%	6,933	29%
Average HH Size	1.95		2.11	

RACE				
2015 Total	.50 mile radius		1 mile radius	
White	7,014	64%	27,876	63%
Black/African American	1,096	10%	5,310	12%
Asian	1,754	16%	6,637	15%
Other	548	5%	2,212	5%
Two or More Races	548	5%	2,212	5%

HOUSEHOLD INCOME 2015 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$79,480	\$83,498	\$98,667

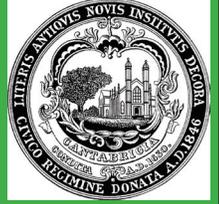
2015 HOUSEHOLDS BY INCOME (.50 mile radius)



Market Profile: East Cambridge

Cambridge Massachusetts

2015



WORKPLACE POPULATION		
	.50 mile radius	1 mile radius
Estimated Employee Population	20,939	79,016
Employee/Residential Population Ratio	1.91	1.79

TRANSIT INFORMATION

1-mile Radius

12 MBTA Bus Lines run through the East Cambridge District and 2 MBTA Stations: Lechmere and Kendall Square

Kendall Square Redline Station Weekday Ridership: 15,433 (2013)

Lechmere Weekday Ridership: 6,421 (2013)

Bus 69 (Harvard-Lechmere via Cambridge Street) Weekday Boardings: 3,185

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.