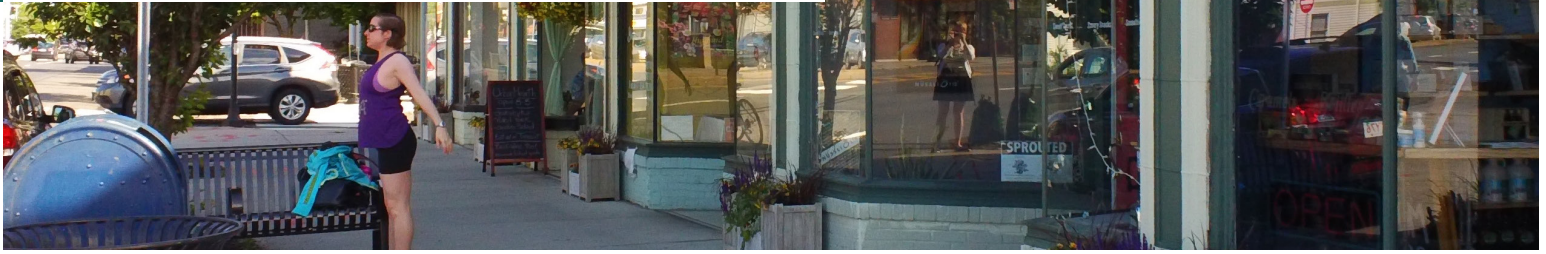


MARKET PROFILE: NORTH MASS AVE. CAMBRIDGE, MA 2021



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	9,236	40,207
Ages 0-14	10%	12%
Ages 15-24	9%	14%
Ages 25-34	28%	26%
Ages 35-44	18%	17%
Ages 45-64	21%	19%
Ages 65+	15%	12%
Median Age	36.5	34.2

RACE

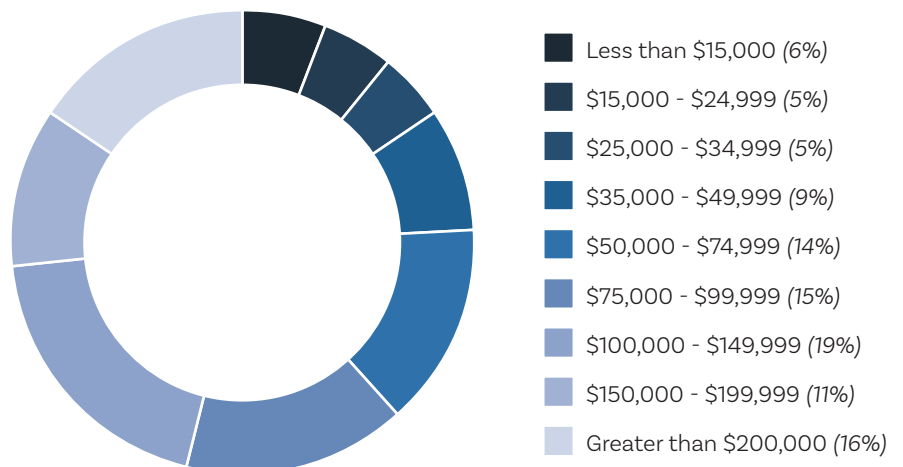
TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	69%	65%
Black/African American	10%	13%
Asian	14%	15%
Other	2%	2%
Two + Races	5%	5%



HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$124,557	\$115,957

2021 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)

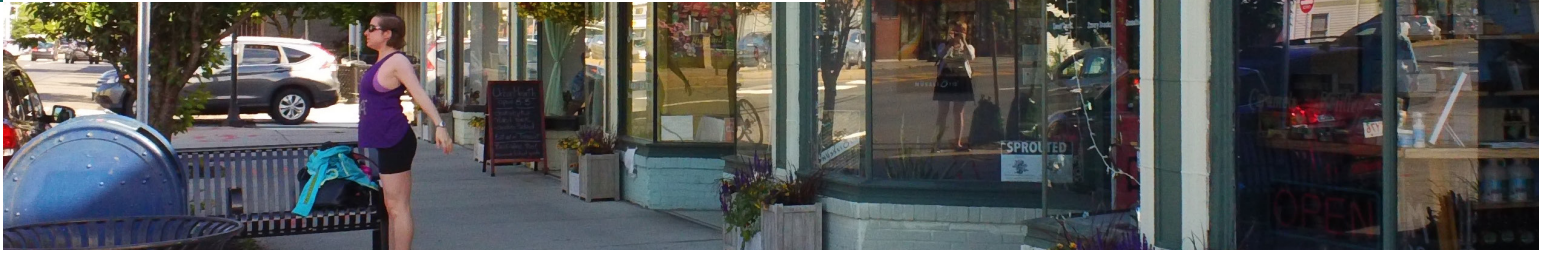


HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	4,434	17,455
1 Person	36%	34%
2 Person	38%	37%
3+ Person	26%	30%
Average HH Size	2.07	2.20



MARKET PROFILE: NORTH MASS AVE. CAMBRIDGE, MA 2021



RETAIL POTENTIAL & EXPENDITURE LEAKAGE

Based on Retail Industry Group, approximately .50 mile Radius

RETAIL INDUSTRY GROUP	DEMAND (RETAIL POTENTIAL)	SUPPLY (RETAIL SALES)	LEAKAGE	SURPLUS
Health and Personal Care Stores	\$12,476,513	\$1,383,638	\$11,092,875	
Office, Supply, and Gift Stores	\$2,707,777	-	\$2,707,777	
Food and Drink Establishments	\$24,264,409	\$18,954,691	\$5,309,718	
Used Merchandise Stores	\$690,482	\$1,335,326		\$644,844
Sporting Goods, Music, and Hobby Stores	\$8,276,374	\$651,331	\$7,625,043	
Grocery Stores	\$34,866,926	\$7,115,126	\$27,751,800	

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.

WORKPLACE POPULATION

ESTIMATED	.5 MILE RADIUS	1 MILE RADIUS
Employee Population	4,281	13,244
Employee/Residential Population Ratio (employees per 100 residents)	46: 100	33 : 100



TRANSIT INFORMATION (2019)

77 BUS	WEEKDAY AM PEAK	WEEKDAY PM PEAK
Average On	12	14
Average Off	19	15

Description: Average on and off represents the average number of ons and offs during the timefields shown. Bus stops along Massachusetts Ave. between Porter Square and Route 16 are counted.

For more information on Cambridge Commercial Districts or assistance with Site Search, please contact the Economic Development Division at 617-349-4637 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 Community Analyst Tool which forecasts data from the U.S. Census Bureau. Additional data comes from the MBTA and data gathered by Community Development Department. Photos are copyright of Gretchen Ertl Photography.

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.

