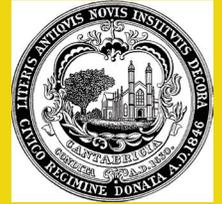


Market Profile: Fresh Pond-Alewife

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
Full-Service Restaurants	\$140,236,647	\$122,119,486	\$18,117,161	
Limited Service Eating Places	\$108,452,704	\$81,361,136	\$27,091,568	
Clothing Stores	\$129,134,627	\$120,227,265	\$8,907,362	
Sporting Goods, Books, Hobby Stores	\$62,178,374	\$59,700,773	\$2,477,601	
Health & Personal Stores	\$206,040,333	\$251,683,490		\$45,643,157
General Merchandise Stores	\$108,927,589	\$6,246,664	\$102,680,925	

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	6,068		29,542	
Ages 0-14	1,274	21%	4,727	16%
Ages 15-24	364	6%	3,250	11%
Ages 25-34	728	12%	5,613	19%
Ages 35-44	971	16%	4,431	15%
Ages 45-64	1,699	28%	7,090	24%
Ages 65+	1,032	17%	4,431	15%
Median Age	35.4		37.7	

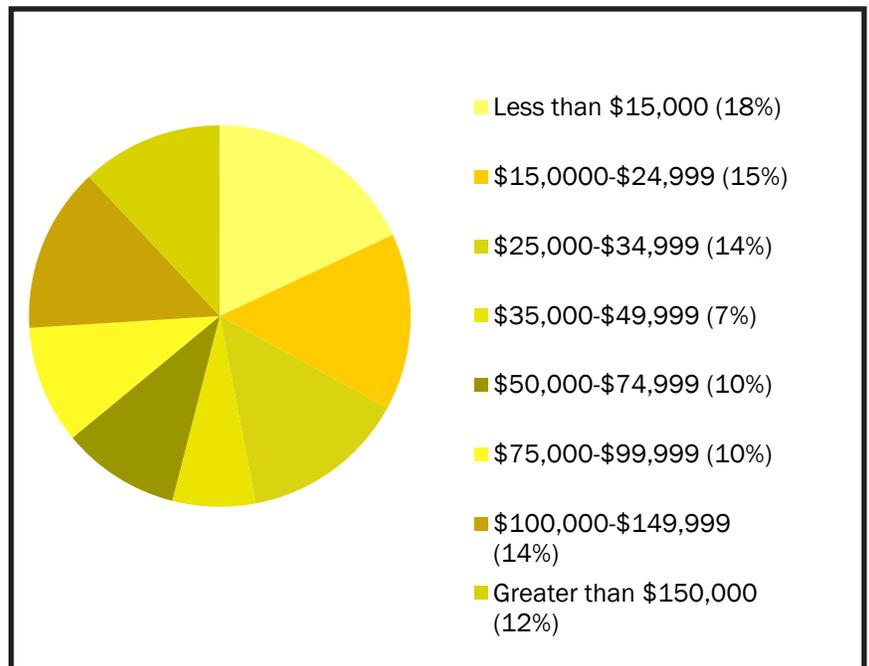
HOUSEHOLD				
2015 Total	.50 mile radius		1 mile radius	
Estimated Total Households	2,626		13,489	
One-Person	840	32%	4,721	35%
Two-Person	814	31%	4,586	34%
Three or more	972	37%	4,182	31%
Average HH Size	2.28		2.16	

RACE				
2015 Total	.50 mile radius		1 mile radius	
White	1,942	32%	19,202	65%
Black/African American	2,245	37%	4,727	16%
Asian	1,275	21%	3,840	13%
Other	303	5%	295	1%
Two or More Races	303	5%	1,477	5%

HOUSEHOLD INCOME 2015 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$41,206	\$79,577	\$77,183

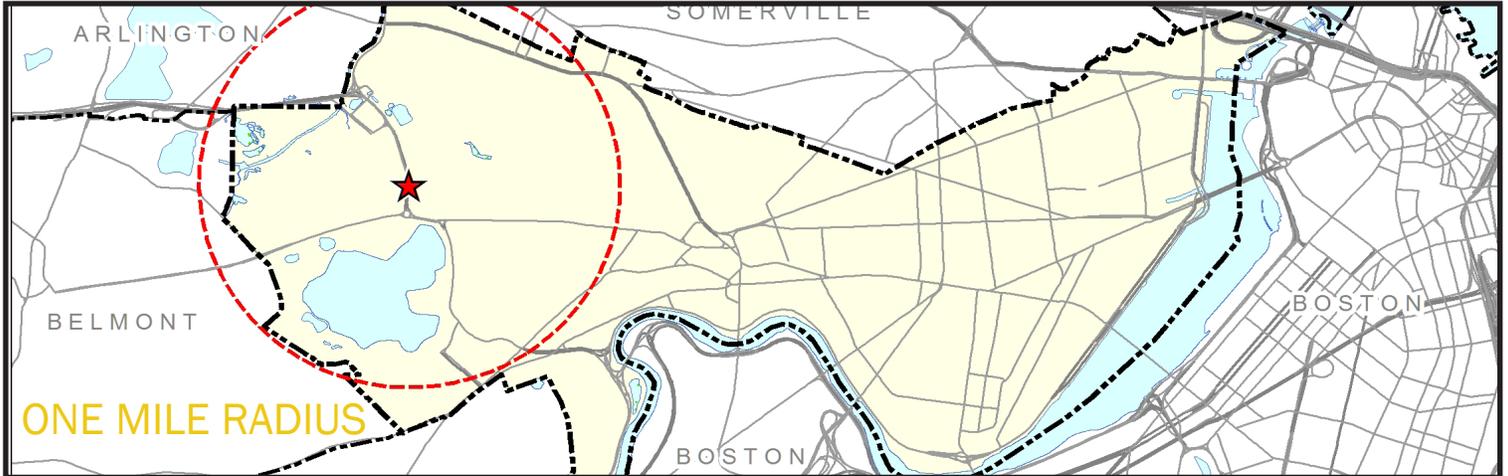
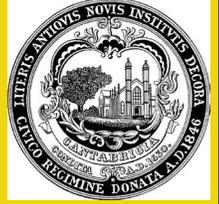
2015 HOUSEHOLDS BY INCOME (.50 mile radius)



Market Profile: Fresh Pond-Alewife

Cambridge Massachusetts

2015



WORKPLACE POPULATION		
	.50 mile radius	1 mile radius
Estimated Employee Population	6,420	17,924
Employee/Residential Population Ratio	1.06	.61

TRANSIT INFORMATION

1-mile Radius

7 MBTA Bus Lines run through the Fresh Pond-Alewife District and 1 MBTA Station: Alewife

Alewife Redline Station Weekday
Ridership: 11,221 (2013)

Bus 74 (Concord Ave)
Weekday Boardings: 1,096

Bus 75 (Fresh Pond Parkway):
Weekday Boardings: 594

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.