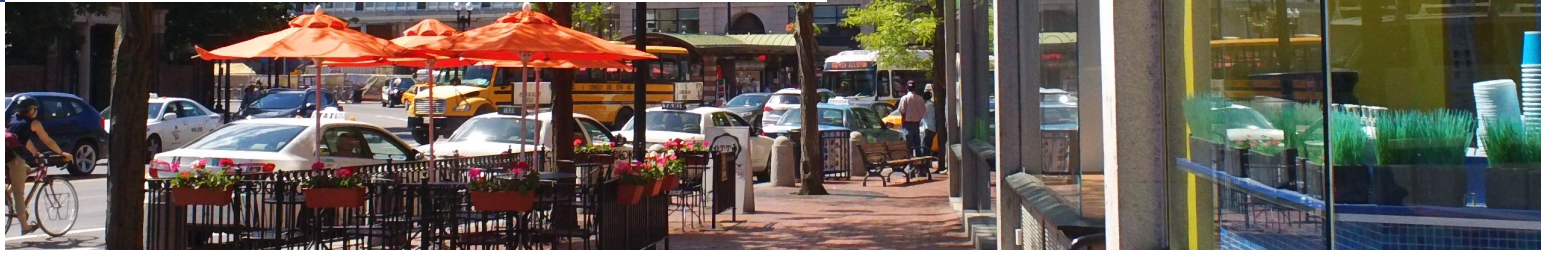


MARKET PROFILE: HARVARD SQUARE CAMBRIDGE, MA 2018



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	14,541	52,201
Ages 0-14	3%	7%
Ages 15-24	50%	26%
Ages 25-34	25%	32%
Ages 35-44	7%	11%
Ages 45-64	8%	14%
Ages 65+	8%	10%
Median Age	24.6	29.6

RACE

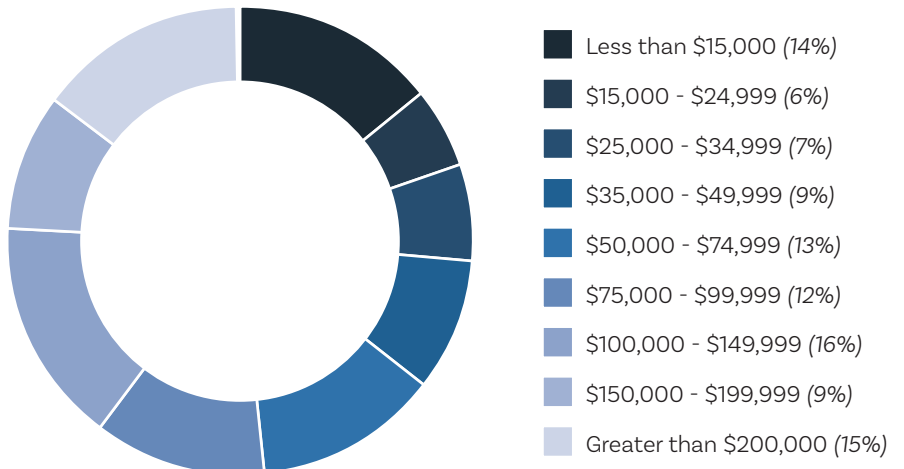
TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	61%	64%
Black/African American	7%	8%
Asian	25%	21%
Other	2%	2%
Two + Races	6%	5%



HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$77,372	\$81,128

2017 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	4,358	21,371
1 Person	55%	45%
2 Person	35%	36%
3+ Person	11%	20%
Average HH Size	1.65	1.88



MARKET PROFILE: HARVARD SQUARE CAMBRIDGE, MA 2018



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 & Accessories	\$15,527,706	\$72,026,331		\$56,534,625
Health and Personal Care Stores	\$12,081,441	\$30,571,012		\$18,489,571
Food and Drink Establishments	\$24,174,051	\$110,894,444		\$86,720,393
General Merchandise	\$25,440,663	\$7,316,223	\$18,124,440	
Sporting Goods, Hobby and Music Stores	\$8,182,655	\$17,981,604		\$9,798,949
Grocery Stores	\$34,768,830	\$2,263,559	\$32,505,271	

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	16,578	38,207
Employee/Residential Population Ratio (employees per 100 residents)	114 : 100	73 : 100
Harvard Student Population	26,609 (2018)	



TRANSIT INFORMATION

Harvard Square Red-Line Station: 21,535 Weekday Entries (2016)

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.

