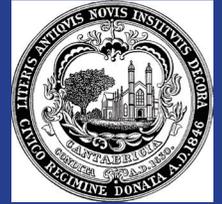


Market Profile: Harvard Square

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	\$10,532,245	\$65,556,510		\$55,347,410
Full-Service Restaurants	\$11,490,614	\$43,963,515		\$32,472,901
Grocery Stores	\$32,025,035	\$6,102,200	\$25,922,835	
Book, Periodical & Music Stores	\$1,048,023	\$20,637,747		\$19,589,724
General Merchandise Stores	\$19,521,716	\$2,468,560	\$17,053,156	
Specialty Retail	\$1,631,131	\$7,097,001		\$5,465,870

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	16,978		58,223	
Ages 0-14	679	4%	4,658	8%
Ages 15-24	7,810	46%	13,974	24%
Ages 25-34	4,754	28%	18,631	32%
Ages 35-44	1,188	7%	6,987	12%
Ages 45-64	1,528	9%	5,822	14%
Ages 65+	1,019	6%	5,822	10%
Median Age	25.1		30.1	

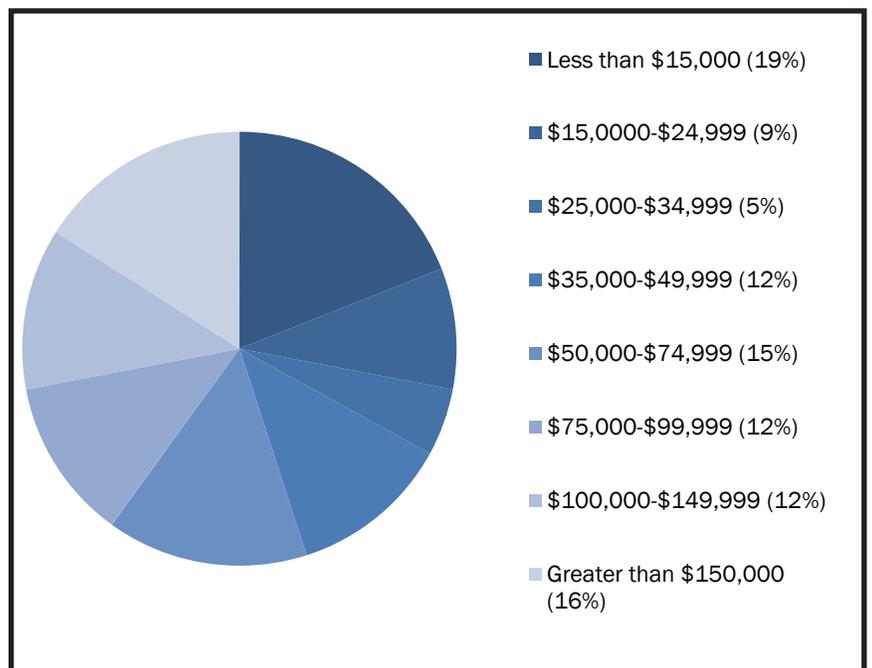
HOUSEHOLD				
2015 Total	.50 mile radius		1 mile radius	
Estimated Total Households	5,533		23,906	
One-Person	2,877	52%	10,280	43%
Two-Person	1,937	35%	8,606	36%
Three or more	719	13%	5,020	21%
Average HH Size	1.60		1.89	

RACE				
2015 Total	.50 mile radius		1 mile radius	
White	10,866	64%	39,592	68%
Black/African American	1,188	7%	4,658	8%
Asian	3,735	22%	9,898	17%
Other	170	1%	1,164	2%
Two or More Races	1,019	6%	2,911	5%

HOUSEHOLD INCOME 2015 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$86,162	\$95,974	\$86,570

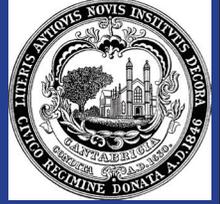
2015 HOUSEHOLDS BY INCOME (.50 mile radius)



Market Profile: Harvard Square

Cambridge Massachusetts

2015



WORKPLACE POPULATION		
	.50 mile radius	1 mile radius
Estimated Employee Population	17,863	38,711
Employee/Residential Population Ratio	1.05	.66
Harvard Student Population	24,357 (2014)	

TRANSIT INFORMATION

1-mile Radius

8 MBTA Bus Lines run through the Inman Square District and 2 MBTA Stations: Central and Harvard

Central Square Redline Station Weekday Ridership: 16,525 (2013)

Harvard Square Redline Weekday Ridership: 23,199 (2013)

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.