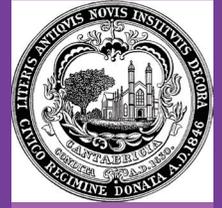


Market Profile: Kendall Square

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
Grocery Stores	\$15,400,782	\$1,997,189	\$13,403,593	
Health and Personal Care Stores	\$7,827,155	\$25,338,768		\$17,511,613
Limited-Service Eating Places	\$4,206,528	\$32,483,460		\$15,364,759
Sporting Goods/Hobby Stores	\$1,917,361	\$642,742	\$1,247,619	
Full Service Restaurants	\$5,413,022	\$20,011,912		\$14,598,890
Specialty Food Stores	\$735,596	\$349,922	\$385,674	

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	6,815		56,822	
Ages 0-14	818	12%	4,546	8%
Ages 15-24	1,363	20%	12,501	22%
Ages 25-34	2,181	32%	17,615	31%
Ages 35-44	1,022	15%	7,955	14%
Ages 45-64	1,022	15%	8,523	15%
Ages 65+	409	6%	5,682	10%
Median Age	30.4		31.0	

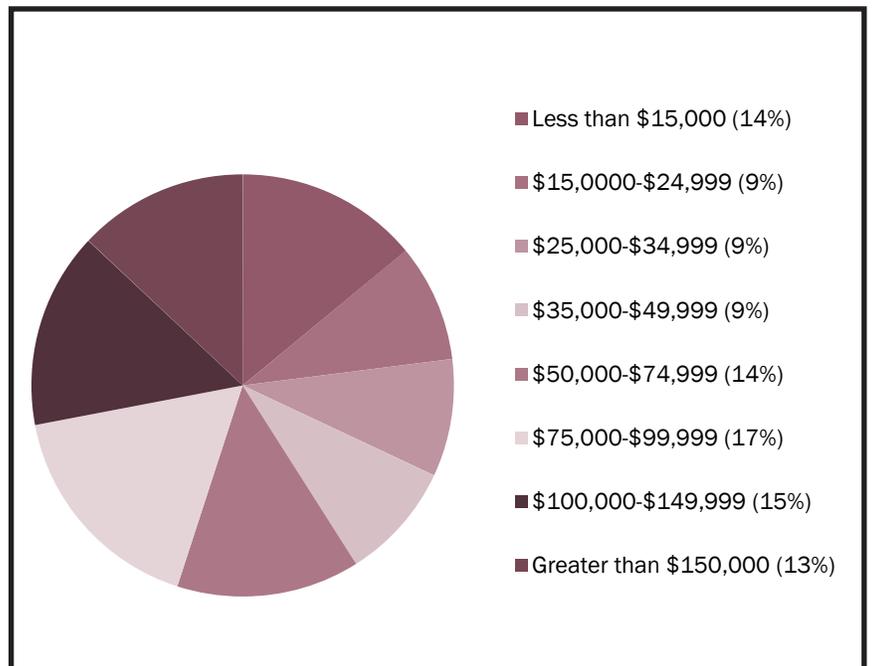
HOUSEHOLD				
2015 Total	.50 mile radius		1 mile radius	
Estimated Total Households	2,595		25,638	
One-Person	934	36%	12,306	48%
Two-Person	960	37%	8,717	34%
Three or more	791	27%	4,615	18%
Average HH Size	2.07		1.84	

RACE				
2015 Total	.50 mile radius		1 mile radius	
White	3,543	52%	38,071	67%
Black/African American	1,022	15%	5,682	10%
Asian	1,567	23%	9,091	16%
Other	273	4%	1,705	3%
Two or More Races	410	6%	2,273	4%

HOUSEHOLD INCOME 2015 Estimated Data

	.50 mile radius	1 mile radius	2 mile radius
Average Household Income	\$81,403	\$109,125	\$96,114

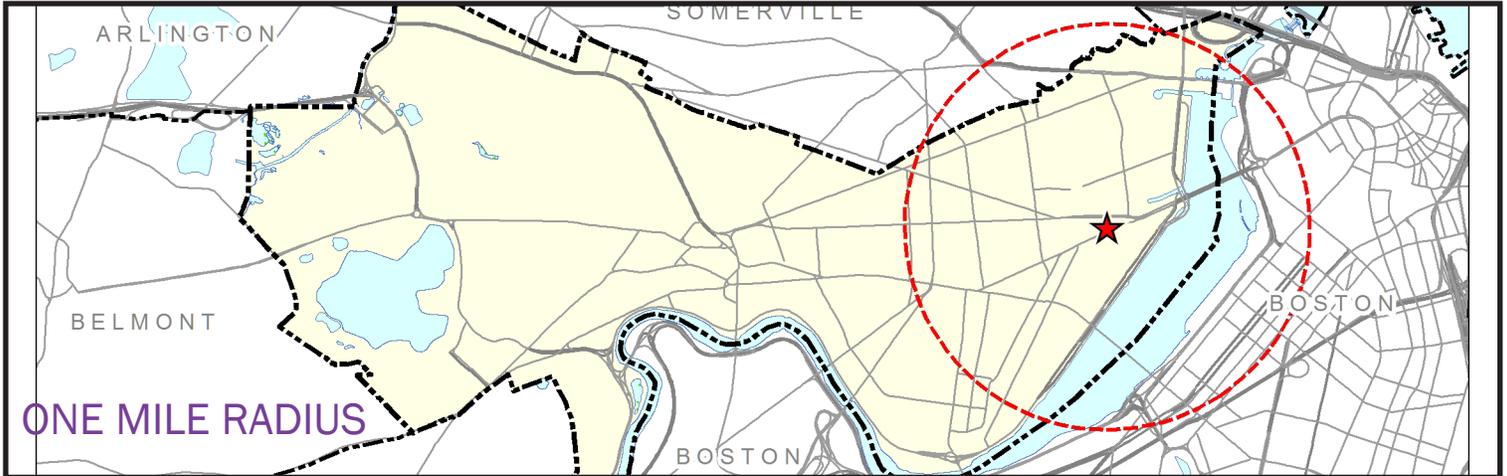
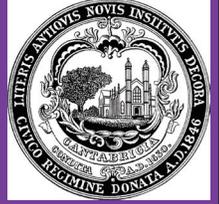
2015 HOUSEHOLDS BY INCOME (.50 mile radius)



Market Profile: Kendall Square

Cambridge Massachusetts

2015



WORKPLACE POPULATION		
	.50 mile radius	1 mile radius
Estimated Employee Population	34,577	102,544
Employee/Residential Population Ratio	5.07	1.8
MIT Student Population	11,220 (2014)	

TRANSIT INFORMATION

1-mile Radius

7 MBTA Bus Lines run through the Kendall Square District and 3 MBTA Stations: Central, Kendall and Lechmere.

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

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

Lechmere Green Line Weekday Ridership: 6,421 (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.