

MARKET PROFILE: EAST CAMBRIDGE CAMBRIDGE, MA 2021



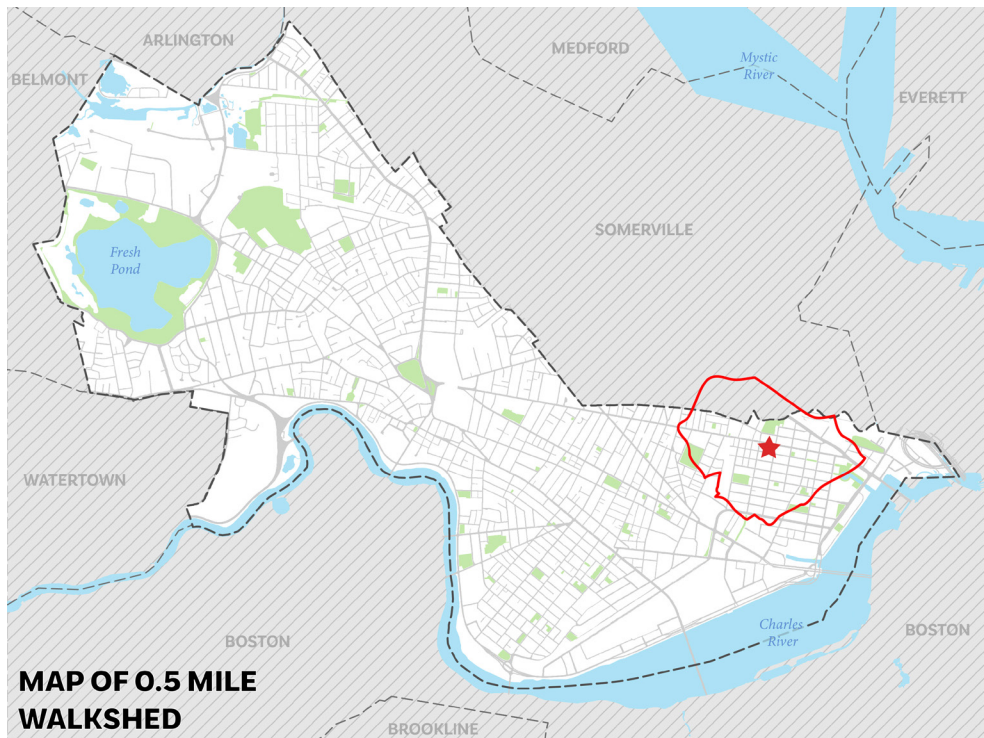
Demographics (Estimated Data)

POPULATION

| TOTAL | .5 MILE RADIUS | 1 MILE RADIUS |
|------------|----------------|---------------|
| Population | 10,342 | 32,667 |
| Ages 0-14 | 9% | 11% |
| Ages 15-24 | 12% | 14% |
| Ages 25-34 | 30% | 30% |
| Ages 35-44 | 14% | 16% |
| Ages 45-64 | 19% | 18% |
| Ages 65+ | 15% | 12% |
| Median Age | 34.5 | 33.5 |

RACE

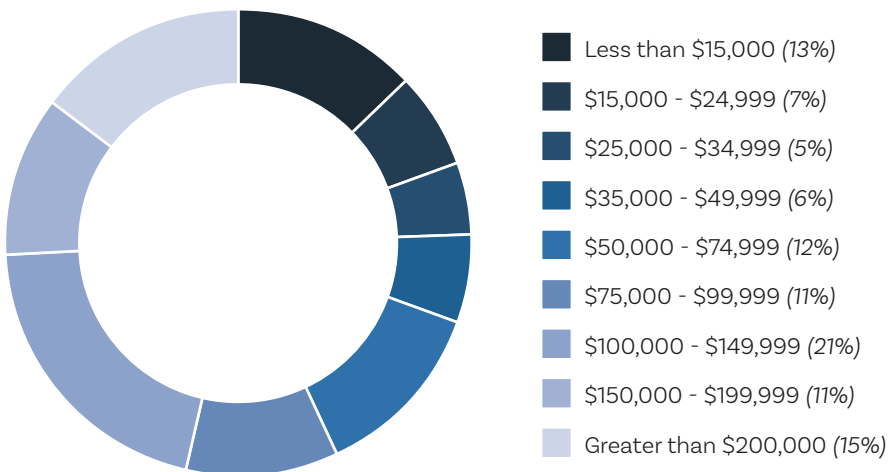
| TOTAL | .5 MILE RADIUS | 1 MILE RADIUS |
|------------------------|----------------|---------------|
| White | 59% | 55% |
| Black/African American | 11% | 14% |
| Asian | 20% | 20% |
| Other | 5% | 6% |
| Two + Races | 5% | 5% |



HOUSEHOLD INCOME

| MEDIAN | .5 MILE RADIUS | 1 MILE RADIUS |
|------------------|----------------|---------------|
| Household Income | \$89,683 | \$100,436 |

2021 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)



HOUSEHOLDS

| TOTAL | .5 MILE RADIUS | 1 MILE RADIUS |
|-----------------|----------------|---------------|
| Households | 5,214 | 14,941 |
| 1 Person | 42% | 37% |
| 2 Person | 35% | 34% |
| 3+ Person | 23% | 28% |
| Average HH Size | 1.98 | 2.11 |



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RETAIL POTENTIAL & EXPENDITURE LEAKAGE

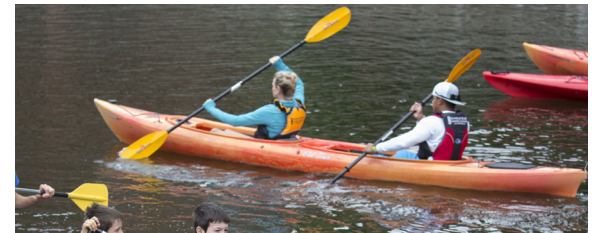
Based on Retail Industry Group, approximately .50 mile Radius

| RETAIL INDUSTRY GROUP | DEMAND (RETAIL POTENTIAL) | SUPPLY (RETAIL SALES) | LEAKAGE | SURPLUS |
|--|---------------------------|-----------------------|--------------|--------------|
| Clothing & Accessories | \$16,208,687 | \$111,236,498 | | \$95,027,811 |
| Office, Supply, and Gift Stores | \$2,758,491 | \$678,875 | \$2,079,616 | |
| Food and Drink Establishments | \$24,742,851 | \$50,242,469 | | \$25,499,618 |
| General Merchandise | \$26,233,639 | \$59,343,197 | | \$33,109,558 |
| Sporting Goods, Hobby and Music Stores | \$8,441,390 | \$8,451,803 | | \$10,413 |
| Grocery Stores | \$35,889,303 | \$15,129,727 | \$20,759,576 | |

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 | 14,826 | 60,264 |
| Employee/Residential Population Ratio (employee per 100 residents) | 143 : 100 | 184 : 100 |
| Hult Business School Student Population | 671 (2020) | |



TRANSIT INFORMATION (2019)

| LECHEMERE | GREEN LINE WEEKDAY AM PEAK | GREEN LINE WEEKDAY PM PEAK |
|-------------|----------------------------|----------------------------|
| Average On | 1,220 | 1,624 |
| Average Off | 764 | 1,124 |

Description: Average on and off represents the average number of ons and offs during the timefields shown.

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 Molly Akin and Kyle Klein.

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