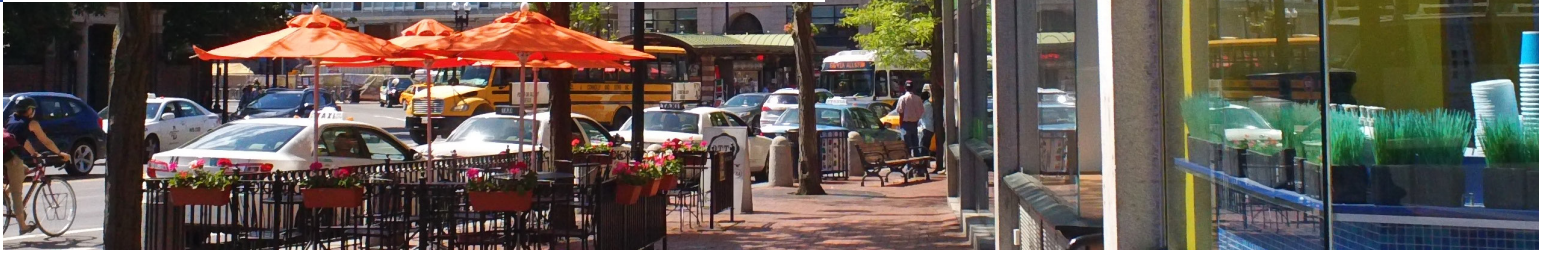


MARKET PROFILE: HARVARD SQUARE CAMBRIDGE, MA 2021



Demographics (Estimated Data)

POPULATION

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Population	13,551	52,223
Ages 0-14	3%	7%
Ages 15-24	49%	25%
Ages 25-34	24%	31%
Ages 35-44	7%	13%
Ages 45-64	8%	13%
Ages 65+	9%	11%
Median Age	24.6	30.0

RACE

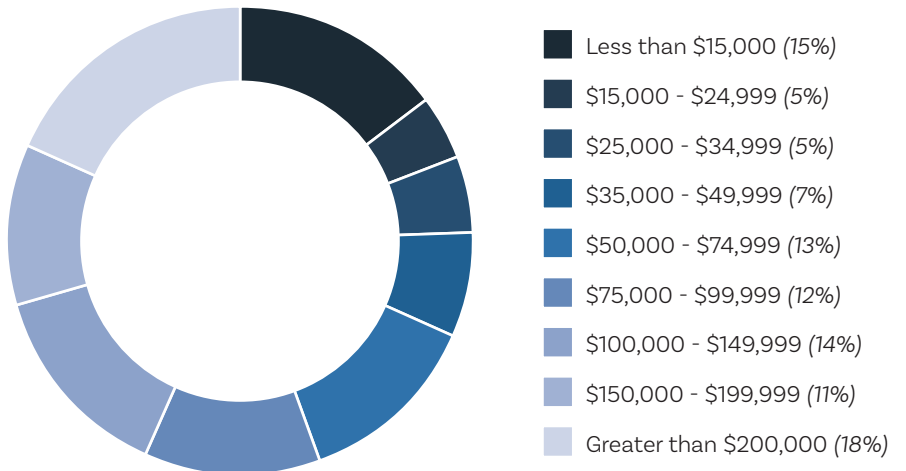
TOTAL	.5 MILE RADIUS	1 MILE RADIUS
White	59%	61%
Black/African American	7%	9%
Asian	27%	22%
Other	2%	2%
Two + Races	6%	5%



HOUSEHOLD INCOME

MEDIAN	.5 MILE RADIUS	1 MILE RADIUS
Household Income	\$84,239	\$99,451

2021 HOUSEHOLDS BY INCOME (.50 MILE RADIUS)

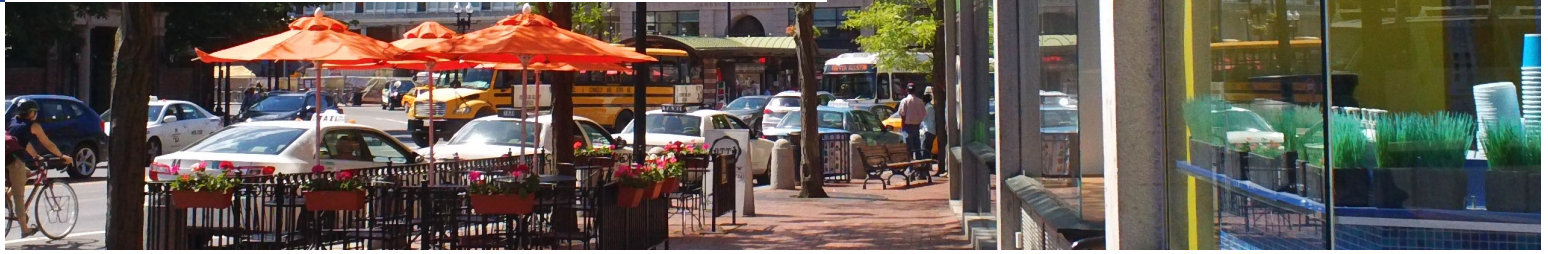


HOUSEHOLDS

TOTAL	.5 MILE RADIUS	1 MILE RADIUS
Households	3,965	21,465
1 Person	55%	45%
2 Person	35%	36%
3+ Person	11%	20%
Average HH Size	1.70	1.88



MARKET PROFILE: HARVARD SQUARE CAMBRIDGE, MA 2021



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	\$14,529,132	\$71,925,015		\$57,395,883
Health and Personal Care Stores	\$11,303,220	\$30,468,647		\$19,165,427
Food and Drink Establishments	\$22,591,593	\$109,396,186		\$86,804,593
General Merchandise	\$23,769,048	\$7,273,035	\$16,496,013	
Sporting Goods, Hobby, Book and Music Stores	\$7,644,467	\$17,925,219		\$10,280,752
Grocery Stores	\$32,463,829	\$2,094,931	\$30,368,898	

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	15,726	38,918
Employee/Residential Population Ratio (employees per 100 residents)	116 : 100	75 : 100
Harvard Student Population	27,502 (2020)	



TRANSIT INFORMATION (2019)

HARVARD SQUARE	RED LINE WEEKDAY AM PEAK	RED LINE WEEKDAY PM PEAK
Average On	2,622	4,774
Average Off	3,396	3,457

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 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.

