



# Market Profile

Wonderland Marketplace  
 151 VFW Aprkway Revere MA 02151  
 Rings: 1, 3, 5 mile radii

Latitude: 42.412  
 Longitude: -70.995

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	23,228	157,029	383,984
2010 Total Population	24,580	165,677	403,485
2015 Total Population	25,275	170,345	413,568
2015 Group Quarters	78	1,467	5,170
2020 Total Population	26,509	178,065	430,205
2015-2020 Annual Rate	0.96%	0.89%	0.79%
<b>Household Summary</b>			
2000 Households	9,496	61,138	155,297
2000 Average Household Size	2.44	2.53	2.43
2010 Households	9,490	62,467	160,917
2010 Average Household Size	2.58	2.63	2.48
2015 Households	9,743	64,070	164,959
2015 Average Household Size	2.59	2.64	2.48
2020 Households	10,223	66,894	171,674
2020 Average Household Size	2.59	2.64	2.48
2015-2020 Annual Rate	0.97%	0.87%	0.80%
2010 Families	5,716	39,149	92,546
2010 Average Family Size	3.27	3.25	3.19
2015 Families	5,802	39,809	93,986
2015 Average Family Size	3.29	3.27	3.20
2020 Families	6,052	41,369	97,278
2020 Average Family Size	3.30	3.27	3.20
2015-2020 Annual Rate	0.85%	0.77%	0.69%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,953	63,228	161,293
Owner Occupied Housing Units	40.3%	43.0%	41.5%
Renter Occupied Housing Units	55.1%	53.7%	54.8%
Vacant Housing Units	4.6%	3.3%	3.7%
2010 Housing Units	10,392	66,948	173,285
Owner Occupied Housing Units	38.9%	40.1%	39.6%
Renter Occupied Housing Units	52.5%	53.2%	53.3%
Vacant Housing Units	8.7%	6.7%	7.1%
2015 Housing Units	10,687	68,755	178,246
Owner Occupied Housing Units	39.3%	40.2%	39.8%
Renter Occupied Housing Units	51.9%	53.0%	52.7%
Vacant Housing Units	8.8%	6.8%	7.5%
2020 Housing Units	11,102	71,073	184,243
Owner Occupied Housing Units	39.8%	40.4%	40.1%
Renter Occupied Housing Units	52.3%	53.7%	53.1%
Vacant Housing Units	7.9%	5.9%	6.8%
<b>Median Household Income</b>			
2015	\$48,371	\$52,613	\$55,542
2020	\$53,458	\$58,131	\$63,302
<b>Median Home Value</b>			
2015	\$332,058	\$357,415	\$373,986
2020	\$404,917	\$432,445	\$454,041
<b>Per Capita Income</b>			
2015	\$23,602	\$25,037	\$29,833
2020	\$26,747	\$28,091	\$33,802
<b>Median Age</b>			
2010	36.2	35.8	35.5
2015	36.7	36.4	36.4
2020	37.6	37.3	37.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2015 Households by Income</b>			
Household Income Base	9,740	64,067	164,956
<\$15,000	14.9%	13.7%	14.3%
\$15,000 - \$24,999	12.6%	10.6%	9.6%
\$25,000 - \$34,999	11.5%	10.1%	9.5%
\$35,000 - \$49,999	12.0%	12.8%	11.5%
\$50,000 - \$74,999	19.0%	18.9%	17.2%
\$75,000 - \$99,999	13.5%	14.0%	13.6%
\$100,000 - \$149,999	11.2%	13.0%	13.9%
\$150,000 - \$199,999	3.1%	4.4%	5.6%
\$200,000+	2.1%	2.6%	4.7%
Average Household Income	\$61,190	\$66,597	\$74,745
<b>2020 Households by Income</b>			
Household Income Base	10,220	66,891	171,671
<\$15,000	13.8%	12.6%	13.1%
\$15,000 - \$24,999	10.1%	8.6%	7.7%
\$25,000 - \$34,999	10.9%	9.2%	8.4%
\$35,000 - \$49,999	11.8%	12.3%	10.9%
\$50,000 - \$74,999	17.9%	17.6%	16.0%
\$75,000 - \$99,999	15.3%	15.8%	15.3%
\$100,000 - \$149,999	13.6%	15.5%	16.3%
\$150,000 - \$199,999	4.0%	5.3%	6.8%
\$200,000+	2.7%	3.1%	5.5%
Average Household Income	\$69,336	\$74,817	\$84,668
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	4,196	27,654	70,979
<\$50,000	0.3%	0.2%	0.2%
\$50,000 - \$99,999	1.6%	1.4%	1.3%
\$100,000 - \$149,999	4.1%	3.0%	2.6%
\$150,000 - \$199,999	7.5%	5.1%	4.8%
\$200,000 - \$249,999	10.6%	7.5%	7.6%
\$250,000 - \$299,999	14.6%	13.1%	11.9%
\$300,000 - \$399,999	35.2%	34.4%	29.4%
\$400,000 - \$499,999	16.6%	21.6%	20.8%
\$500,000 - \$749,999	7.5%	12.1%	15.8%
\$750,000 - \$999,999	0.6%	0.8%	2.7%
\$1,000,000 +	1.3%	1.0%	3.2%
Average Home Value	\$350,399	\$378,262	\$419,949
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	4,412	28,734	73,832
<\$50,000	0.3%	0.2%	0.2%
\$50,000 - \$99,999	0.9%	0.7%	0.7%
\$100,000 - \$149,999	1.2%	0.8%	0.8%
\$150,000 - \$199,999	2.7%	1.8%	1.8%
\$200,000 - \$249,999	5.1%	3.6%	4.1%
\$250,000 - \$299,999	9.8%	8.0%	7.6%
\$300,000 - \$399,999	28.7%	26.3%	21.8%
\$400,000 - \$499,999	26.0%	26.4%	24.1%
\$500,000 - \$749,999	20.3%	27.2%	27.2%
\$750,000 - \$999,999	3.4%	4.0%	7.7%
\$1,000,000 +	1.5%	1.0%	4.0%
Average Home Value	\$438,988	\$462,807	\$507,352

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	24,579	165,678	403,483
0 - 4	6.8%	6.9%	6.5%
5 - 9	5.7%	5.9%	5.5%
10 - 14	5.3%	5.6%	5.2%
15 - 24	13.5%	13.5%	13.5%
25 - 34	16.9%	16.9%	18.5%
35 - 44	15.2%	15.0%	14.8%
45 - 54	14.1%	13.8%	13.6%
55 - 64	10.1%	10.1%	10.3%
65 - 74	6.3%	6.1%	6.1%
75 - 84	4.2%	4.2%	4.1%
85 +	2.0%	2.0%	1.9%
18 +	78.6%	77.9%	79.4%
<b>2015 Population by Age</b>			
Total	25,277	170,345	413,570
0 - 4	6.4%	6.6%	6.2%
5 - 9	6.3%	6.3%	5.9%
10 - 14	5.7%	5.8%	5.3%
15 - 24	12.4%	12.9%	12.4%
25 - 34	16.6%	16.4%	18.2%
35 - 44	14.5%	14.4%	14.6%
45 - 54	14.0%	13.5%	13.2%
55 - 64	11.0%	11.2%	11.3%
65 - 74	7.3%	7.0%	7.2%
75 - 84	3.8%	3.9%	3.9%
85 +	2.0%	2.1%	2.0%
18 +	78.3%	78.1%	79.6%
<b>2020 Population by Age</b>			
Total	26,510	178,065	430,204
0 - 4	6.4%	6.5%	6.1%
5 - 9	5.9%	5.8%	5.4%
10 - 14	6.0%	5.9%	5.4%
15 - 24	11.0%	11.4%	11.1%
25 - 34	16.5%	16.9%	18.2%
35 - 44	15.2%	14.7%	15.2%
45 - 54	13.4%	12.9%	12.6%
55 - 64	12.0%	11.8%	11.7%
65 - 74	7.7%	7.8%	8.1%
75 - 84	4.1%	4.2%	4.3%
85 +	1.8%	2.0%	1.9%
18 +	78.6%	78.6%	80.2%
<b>2010 Population by Sex</b>			
Males	12,269	81,724	199,244
Females	12,311	83,953	204,241
<b>2015 Population by Sex</b>			
Males	12,624	84,225	204,869
Females	12,651	86,120	208,700
<b>2020 Population by Sex</b>			
Males	13,254	88,231	213,560
Females	13,255	89,834	216,645

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	24,580	165,678	403,484
White Alone	69.5%	67.5%	67.0%
Black Alone	4.9%	7.6%	8.7%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	6.8%	5.0%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.8%	15.5%	12.5%
Two or More Races	3.7%	3.8%	3.7%
Hispanic Origin	30.4%	30.7%	24.7%
Diversity Index	71.8	73.4	71.0
<b>2015 Population by Race/Ethnicity</b>			
Total	25,275	170,345	413,569
White Alone	66.8%	64.5%	63.7%
Black Alone	4.8%	7.9%	9.2%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	6.7%	5.3%	8.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	17.2%	17.6%	14.2%
Two or More Races	4.1%	4.2%	4.1%
Hispanic Origin	35.1%	34.8%	28.1%
Diversity Index	75.4	76.8	74.9
<b>2020 Population by Race/Ethnicity</b>			
Total	26,510	178,066	430,204
White Alone	64.4%	61.8%	60.7%
Black Alone	4.7%	8.1%	9.6%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	6.7%	5.6%	9.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.4%	19.4%	15.8%
Two or More Races	4.4%	4.6%	4.4%
Hispanic Origin	39.7%	38.7%	31.4%
Diversity Index	78.0	79.4	78.0
<b>2010 Population by Relationship and Household Type</b>			
Total	24,580	165,677	403,485
In Households	99.7%	99.1%	98.8%
In Family Households	80.2%	81.0%	76.7%
Householder	23.3%	23.6%	22.9%
Spouse	14.3%	14.6%	14.8%
Child	30.0%	30.7%	28.4%
Other relative	8.5%	7.9%	7.1%
Nonrelative	4.1%	4.2%	3.5%
In Nonfamily Households	19.5%	18.1%	22.1%
In Group Quarters	0.3%	0.9%	1.2%
Institutionalized Population	0.2%	0.7%	0.6%
Noninstitutionalized Population	0.1%	0.2%	0.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2015 Population 25+ by Educational Attainment</b>			
Total	17,468	116,649	290,413
Less than 9th Grade	13.6%	12.7%	11.0%
9th - 12th Grade, No Diploma	9.6%	7.9%	6.6%
High School Graduate	33.3%	32.3%	27.3%
GED/Alternative Credential	5.9%	4.1%	3.4%
Some College, No Degree	15.6%	16.6%	15.4%
Associate Degree	5.4%	6.1%	5.9%
Bachelor's Degree	11.6%	13.7%	18.3%
Graduate/Professional Degree	5.1%	6.6%	12.1%
<b>2015 Population 15+ by Marital Status</b>			
Total	20,597	138,612	341,827
Never Married	39.6%	40.0%	42.0%
Married	40.9%	43.6%	43.3%
Widowed	6.3%	5.9%	5.3%
Divorced	13.3%	10.5%	9.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.3%	91.2%	92.0%
Civilian Unemployed	8.7%	8.8%	8.0%
<b>2015 Employed Population 16+ by Industry</b>			
Total	12,496	86,974	218,330
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.3%	6.9%	6.0%
Manufacturing	6.0%	7.2%	7.3%
Wholesale Trade	4.6%	3.0%	2.4%
Retail Trade	12.6%	10.6%	9.9%
Transportation/Utilities	5.9%	5.7%	5.0%
Information	1.1%	1.6%	1.7%
Finance/Insurance/Real Estate	6.1%	7.0%	8.3%
Services	53.9%	54.1%	55.7%
Public Administration	3.5%	3.8%	3.7%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	12,494	86,975	218,328
White Collar	51.4%	50.2%	56.2%
Management/Business/Financial	8.6%	10.7%	13.8%
Professional	14.7%	14.4%	18.8%
Sales	11.6%	10.0%	10.0%
Administrative Support	16.5%	15.0%	13.7%
Services	26.9%	27.6%	24.9%
Blue Collar	21.7%	22.3%	18.9%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	5.6%	6.2%	5.5%
Installation/Maintenance/Repair	2.3%	2.8%	2.6%
Production	5.3%	5.2%	4.4%
Transportation/Material Moving	8.3%	7.9%	6.2%

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<b>2010 Households by Type</b>			
Total	9,491	62,467	160,917
Households with 1 Person	32.1%	29.5%	32.8%
Households with 2+ People	67.9%	70.5%	67.2%
Family Households	60.2%	62.7%	57.5%
Husband-wife Families	37.1%	38.8%	37.1%
With Related Children	18.4%	18.9%	17.2%
Other Family (No Spouse Present)	23.1%	23.9%	20.4%
Other Family with Male Householder	7.1%	6.8%	5.8%
With Related Children	3.3%	3.3%	2.7%
Other Family with Female Householder	16.0%	17.1%	14.6%
With Related Children	9.8%	10.8%	9.0%
Nonfamily Households	7.7%	7.9%	9.7%
All Households with Children	31.9%	33.4%	29.3%
Multigenerational Households	5.2%	5.1%	4.3%
Unmarried Partner Households	7.3%	7.9%	7.6%
Male-female	6.4%	6.9%	6.7%
Same-sex	0.9%	1.0%	1.0%
<b>2010 Households by Size</b>			
Total	9,489	62,467	160,916
1 Person Household	32.1%	29.5%	32.8%
2 Person Household	26.5%	27.5%	28.9%
3 Person Household	16.2%	16.8%	15.5%
4 Person Household	12.5%	13.4%	12.0%
5 Person Household	6.7%	6.9%	6.0%
6 Person Household	3.3%	3.1%	2.6%
7 + Person Household	2.8%	2.7%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	9,490	62,467	160,917
Owner Occupied	42.6%	43.0%	42.6%
Owned with a Mortgage/Loan	31.4%	32.0%	32.2%
Owned Free and Clear	11.2%	11.0%	10.4%
Renter Occupied	57.4%	57.0%	57.4%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	City Lights (8A)	City Lights (8A)	City Lights (8A)
<b>2.</b>	International Marketplace	International Marketplace	International Marketplace
<b>3.</b>	City Strivers (11A)	NeWest Residents (13C)	Metro Renters (3B)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$19,449,007	\$138,639,038	\$401,270,331
Average Spent	\$1,996.20	\$2,163.87	\$2,432.55
Spending Potential Index	86	93	105
Computers & Accessories: Total \$	\$2,133,359	\$15,299,815	\$44,404,643
Average Spent	\$218.96	\$238.80	\$269.19
Spending Potential Index	84	91	103
Education: Total \$	\$14,356,785	\$101,116,158	\$294,887,189
Average Spent	\$1,473.55	\$1,578.21	\$1,787.64
Spending Potential Index	97	104	117
Entertainment/Recreation: Total \$	\$25,409,225	\$182,671,633	\$527,105,766
Average Spent	\$2,607.95	\$2,851.13	\$3,195.37
Spending Potential Index	79	86	97
Food at Home: Total \$	\$42,797,213	\$305,513,359	\$878,963,065
Average Spent	\$4,392.61	\$4,768.43	\$5,328.37
Spending Potential Index	84	91	102
Food Away from Home: Total \$	\$26,921,032	\$192,535,424	\$558,754,749
Average Spent	\$2,763.12	\$3,005.08	\$3,387.23
Spending Potential Index	84	91	103
Health Care: Total \$	\$33,800,135	\$244,939,851	\$702,119,042
Average Spent	\$3,469.17	\$3,823.00	\$4,256.32
Spending Potential Index	73	81	90
HH Furnishings & Equipment: Total \$	\$13,710,728	\$98,910,518	\$287,019,231
Average Spent	\$1,407.24	\$1,543.79	\$1,739.94
Spending Potential Index	76	84	95
Investments: Total \$	\$21,531,685	\$159,990,827	\$455,959,604
Average Spent	\$2,209.96	\$2,497.13	\$2,764.08
Spending Potential Index	80	91	100
Retail Goods: Total \$	\$191,346,016	\$1,377,242,782	\$3,972,094,454
Average Spent	\$19,639.33	\$21,495.91	\$24,079.28
Spending Potential Index	77	84	94
Shelter: Total \$	\$146,856,276	\$1,041,510,993	\$3,005,811,678
Average Spent	\$15,073.00	\$16,255.83	\$18,221.57
Spending Potential Index	92	99	111
TV/Video/Audio: Total \$	\$10,337,975	\$73,824,225	\$213,736,148
Average Spent	\$1,061.07	\$1,152.24	\$1,295.69
Spending Potential Index	81	88	99
Travel: Total \$	\$15,231,781	\$109,876,516	\$317,257,074
Average Spent	\$1,563.36	\$1,714.94	\$1,923.25
Spending Potential Index	80	88	98
Vehicle Maintenance & Repairs: Total \$	\$8,637,214	\$62,112,839	\$178,560,979
Average Spent	\$886.50	\$969.45	\$1,082.46
Spending Potential Index	79	87	97

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.