

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Metric	1 Mile	3 Mile	5 Mile
Population	23,553	173,905	424,149
Households	9,187	65,539	169,760
Persons per Household	2.56 99	2.63 102	2.47 95
Household Median Income	\$68,779 99	\$73,638.38 106	\$79,666.42 115
Household Median Disposable Income	\$58,215.97 97	\$62,117.35 103	\$67,296.88 112
Household Median Discretionary Income	\$37,193.22 87	\$39,151.98 91	\$43,917.85 102
Average Income Per Person	\$36,498.66 98	\$35,423.9 95	\$43,713.66 117
Median Rent	\$1,618.43 127	\$1,688.24 133	\$1,758.66 139
Median House Value	\$510,169.11 124	\$610,644.06 149	\$693,740.83 169
Households in Poverty	1,620 (17.6%) 140	9,750 (14.9%) 118	24,781 (14.6%) 116
Household Median Wealth	\$58,105.73 74	\$59,639.23 76	\$65,421.73 83
Average Age	40.12 100	39.96 100	39.86 99
Median Age	40.6 106	40.35 105	40.38 105
Households with Children	2,158 (23.5%) 85	18,058 (27.6%) 100	40,806 (24%) 87
High School Graduate or Higher	12,852 (77.3%) 87	98,633 (81%) 91	247,833 (83.3%) 94

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	3,933 (23.7%)	31,489 (25.9%)	107,395 (36.1%)
Pop density (per sq mi)	8,815	10,964	9,671
Area (based on blockgroups)	3	16	44

Population

Population 2022 Q4	23,553	173,905	424,149
Population 2022 Q3	23,523	173,654	424,251
Population 2022 Q2	23,827	174,702	425,790
Population 2022 Q1	24,061	175,736	427,366
Population 2021 Q4	24,641	177,432	429,104
Population 2021 Q3	24,621	177,504	429,416
Population 2021 Q2	24,162	177,511	430,146
Population 2021 Q1	24,298	178,094	431,748
Population 2020 Q4	24,533	179,124	433,914
Population 5 Years Forecast	23,862	175,583	429,025
Population 10 Years Forecast	24,086	176,984	432,616
Persons per Household	2.56	2.63	2.47

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	1 Mile		3 Mile		5 Mile	
Group Quarters	19	(<0.5%)	1,321	(0.8%)	5,201	(1.2%)
Transient Population - Average Last 4 Quarters	275	(1.2%)	1,211	(0.7%)	6,919	(1.6%)

Households

Households 2022 Q4	9,187		65,539		169,760
Households 2022 Q3	9,170		65,432		169,897
Households 2022 Q2	9,292		65,848		170,462
Households 2022 Q1	9,386		66,242		171,115
Households 2021 Q4	9,618		66,897		171,866
Households 2021 Q3	9,611		66,927		171,963
Households 2021 Q2	9,404		66,891		172,290
Households 2021 Q1	9,456		67,119		173,026
Households 2020 Q4	9,546		67,512		173,933
Households 5 Years Forecast	9,312		66,155		172,015
Households 10 Years Forecast	9,405		66,684		173,636

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	11,872 (50.4%)	86,236 (49.6%)	210,658 (49.7%)
Female	11,681 (49.6%)	87,669 (50.4%)	213,491 (50.3%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	11,278 (47.9%)	84,245 (48.4%)	222,262 (52.4%)
Hispanic (Ethnic)	9,109 (38.7%)	60,493 (34.8%)	115,463 (27.2%)
Asian	1,383 (5.9%)	10,448 (6%)	36,171 (8.5%)
Other	1,030 (4.4%)	6,767 (3.9%)	17,237 (4.1%)
Black	753 (3.2%)	11,952 (6.9%)	33,016 (7.8%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	4,525 (49.3%)	32,847 (50.1%)	92,621 (54.6%)
Hispanic (Ethnic)	3,041 (33.1%)	19,330 (29.5%)	38,687 (22.8%)
Other	985 (10.7%)	5,809 (8.9%)	13,116 (7.7%)
Black	322 (3.5%)	3,935 (6%)	11,912 (7%)
Asian	314 (3.4%)	3,618 (5.5%)	13,424 (7.9%)

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$93,505.61	96	\$93,431.34	96	\$107,490.77	110
Average Income Per Person	\$36,498.66	98	\$35,423.9	95	\$43,713.66	117
Household Median Income	\$68,779	99	\$73,638.38	106	\$79,666.42	115
<\$15K	1,181 (12.9%)	141	7,051 (10.8%)	118	18,877 (11.1%)	122
\$15K - \$25K	646 (7%)	91	4,851 (7.4%)	96	11,538 (6.8%)	88
\$25K - \$35K	629 (6.8%)	85	4,534 (6.9%)	85	10,358 (6.1%)	75
\$35K - \$50K	1,057 (11.5%)	101	6,910 (10.5%)	92	15,360 (9%)	7
\$50K - \$75K	1,374 (15%)	89	9,896 (15.1%)	89	24,159 (14.2%)	84
\$75K - \$100K	953 (10.4%)	8	8,787 (13.4%)	103	21,487 (12.7%)	98
\$100K - \$150K	1,717 (18.7%)	113	12,154 (18.5%)	112	29,510 (17.4%)	105
\$150K - \$175K	636 (6.9%)	32	3,837 (5.9%)	112	11,614 (6.8%)	30
\$175K - \$200K	624 (6.8%)	26	2,848 (4.3%)	8	9,431 (5.6%)	103
\$200K - \$250K	207 (2.3%)	60	2,612 (4%)	107	9,757 (5.7%)	154
\$250K - \$500K	89 (1%)	61	1,121 (1.7%)	107	4,185 (2.5%)	155
>\$500K	74 (0.8%)	60	938 (1.4%)	107	3,484 (2.1%)	154

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$70,979.71	96	\$74,020.66	100	\$80,952.83	109
Household Median Disposable Income	\$58,215.97	97	\$62,117.35	103	\$67,296.88	112
<\$15K	1,319 (14.4%)	144	7,996 (12.2%)	123	21,396 (12.6%)	127
\$15K - \$25K	704 (7.7%)	85	5,326 (8.1%)	90	12,182 (7.2%)	7
\$25K - \$35K	829 (9%)	97	5,142 (7.8%)	85	12,061 (7.1%)	7
\$35K - \$50K	1,222 (13.3%)	99	8,665 (13.2%)	98	19,573 (11.5%)	86
\$50K - \$75K	1,399 (15.2%)	8	11,410 (17.4%)	94	28,044 (16.5%)	89
\$75K - \$100K	1,080 (11.8%)	85	9,711 (14.8%)	107	23,675 (13.9%)	100
\$100K - \$150K	1,841 (20%)	128	11,199 (17.1%)	109	30,215 (17.8%)	113
\$150K - \$175K	499 (5.4%)	113	2,384 (3.6%)	75	8,752 (5.2%)	107
\$175K - \$200K	85 (0.9%)	59	1,088 (1.7%)	107	4,073 (2.4%)	154
\$200K - \$250K	84 (0.9%)	60	1,048 (1.6%)	105	3,939 (2.3%)	152
\$250K - \$500K	115 (1.3%)	60	1,440 (2.2%)	105	5,384 (3.2%)	151
>\$500K	10 (<0.5%)	59	130 (<0.5%)	108	466 (<0.5%)	150

Discretionary Households Income

Household Average Discretionary Income	\$45,784.86	88	\$46,945.64	91	\$53,605.01	103
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Household Median Discretionary Income	\$37,193.22	87	\$39,151.98	91	\$43,917.85	102
<\$10K	1,448 (15.8%)	154	8,637 (13.2%)	129	22,546 (13.3%)	30
\$10K - \$20K	1,151 (12.5%)	96	8,861 (13.5%)	104	20,418 (12%)	93
\$20K - \$30K	1,230 (13.4%)	107	8,597 (13.1%)	105	18,761 (11.1%)	88
\$30K - \$40K	1,021 (11.1%)	98	7,286 (11.1%)	98	16,817 (9.9%)	87
\$40K - \$50K	710 (7.7%)	8	6,580 (10%)	105	15,618 (9.2%)	96
\$50K - \$75K	1,647 (17.9%)	99	12,247 (18.7%)	103	29,777 (17.5%)	97
\$75K - \$100K	1,189 (12.9%)	122	6,937 (10.6%)	100	19,176 (11.3%)	107
\$100K - \$125K	618 (6.7%)	99	3,708 (5.7%)	84	12,250 (7.2%)	107
\$125K - \$150K	160 (1.7%)	40	2,402 (3.7%)	83	10,083 (5.9%)	35
>\$150K	13 (<0.5%)	6	284 (<0.5%)	17	4,314 (2.5%)	101

Households Income by Ethnicity

Average Income - White	\$76,180.62	87	\$83,187.92	96	\$97,876.54	112
Median Income - White	\$64,690.33	85	\$73,550.11	97	\$91,511.1	120
Average Income - Black	\$98,454.25	161	\$83,730.71	137	\$77,435.99	126
Median Income - Black	\$102,272.64	214	\$71,985.4	150	\$67,019.06	140

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$70,334.35 (68)	\$87,362.62 (84)	\$88,497.66 (85)
Median Income - Asian	\$49,832.37 (50)	\$75,061.12 (70)	\$76,226.24 (77)
Average Income - Hispanic	\$88,001.95 (124)	\$83,675.56 (117)	\$78,581.1 (110)
Median Income - Hispanic	\$72,910.21 (123)	\$74,206.24 (126)	\$68,035.46 (115)
Average Income - Other	\$85,789.72 (109)	\$83,027.29 (105)	\$81,169.52 (103)
Median Income - Other	\$68,163.17 (101)	\$73,584.81 (109)	\$70,813.82 (105)

Age

Average Age	40.12 (100)	39.96 (100)	39.86 (99)
Median Age	40.6 (106)	40.35 (105)	40.38 (105)
0-4	1,448 (6.1%) (101)	10,625 (6.1%) (100)	27,120 (6.4%) (105)
5-13	2,641 (11.2%) (102)	19,487 (11.2%) (102)	48,466 (11.4%) (104)
14-17	1,181 (5%) (101)	8,763 (5%) (102)	20,039 (4.7%) (96)
18-21	991 (4.2%) (70)	7,723 (4.4%) (74)	18,565 (4.4%) (75)
22-24	676 (2.9%) (70)	5,516 (3.2%) (77)	12,533 (3%) (77)
25-29	1,235 (5.2%) (88)	9,738 (5.6%) (86)	22,023 (5.2%) (88)
30-34	1,485 (6.3%) (103)	10,979 (6.3%) (103)	26,277 (6.2%) (102)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
35-39	1,834	(7.8%)	12,930	(7.4%)	33,646	(7.9%)
40-44	1,892	(8%)	13,648	(7.8%)	35,674	(8.4%)
45-49	1,701	(7.2%)	12,605	(7.2%)	31,377	(7.4%)
50-54	1,649	(7%)	11,920	(6.9%)	28,490	(6.7%)
55-59	1,593	(6.8%)	11,428	(6.6%)	27,045	(6.4%)
60-64	1,494	(6.3%)	10,682	(6.1%)	25,499	(6%)
65-69	1,236	(5.2%)	9,294	(5.3%)	22,251	(5.2%)
70-74	969	(4.1%)	7,258	(4.2%)	17,695	(4.2%)
75-79	727	(3.1%)	5,188	(3%)	12,704	(3%)
80-84	452	(1.9%)	3,341	(1.9%)	8,112	(1.9%)
85+	349	(1.5%)	2,780	(1.6%)	6,633	(1.6%)

Age - Male

Male Average Age	39.32		38.9		38.8	
Male Median Age	40.09		38.59		38.65	
0-4	739	(6.2%)	5,439	(6.3%)	13,885	(6.6%)
5-13	1,345	(11.3%)	9,957	(11.5%)	24,770	(11.8%)

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151 VFW Pkwy Ft. Revere, MA 01511

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	590	(5%)	97	4,467	(5.2%)	101	10,266	(4.9%)	95
18-21	500	(4.2%)	77	3,917	(4.5%)	77	9,545	(4.5%)	77
22-24	354	(3%)	54	2,814	(3.3%)	72	6,560	(3.1%)	72
25-29	653	(5.5%)	85	5,017	(5.8%)	85	11,494	(5.5%)	85
30-34	793	(6.7%)	105	5,638	(6.5%)	102	13,426	(6.4%)	100
35-39	940	(7.9%)	123	6,537	(7.6%)	123	16,868	(8%)	130
40-44	963	(8.1%)	132	6,991	(8.1%)	132	18,037	(8.6%)	139
45-49	898	(7.6%)	123	6,483	(7.5%)	123	16,027	(7.6%)	120
50-54	878	(7.4%)	121	6,056	(7%)	115	14,538	(6.9%)	113
55-59	822	(6.9%)	109	5,679	(6.6%)	104	13,520	(6.4%)	101
60-64	728	(6.1%)	97	5,125	(5.9%)	94	12,347	(5.9%)	93
65-69	608	(5.1%)	92	4,370	(5.1%)	91	10,491	(5%)	90
70-74	457	(3.8%)	86	3,322	(3.9%)	86	8,048	(3.8%)	85
75-79	311	(2.6%)	83	2,244	(2.6%)	83	5,516	(2.6%)	83
80-84	182	(1.5%)	83	1,332	(1.5%)	83	3,274	(1.6%)	84
85+	111	(0.9%)	83	848	(1%)	87	2,046	(1%)	86

Age - Female

Female Average Age	40.93		99	41.01		99	40.91		99
Female Median Age	41.13		101	41.12		101	41.11		101
0-4	709	(6.1%)	104	5,186	(5.9%)	101	13,235	(6.2%)	106
5-13	1,296	(11.1%)	105	9,530	(10.9%)	103	23,696	(11.1%)	105
14-17	591	(5.1%)	106	4,296	(4.9%)	103	9,773	(4.6%)	96
18-21	491	(4.2%)	77	3,806	(4.3%)	77	9,020	(4.2%)	77
22-24	322	(2.8%)	71	2,702	(3.1%)	71	5,973	(2.8%)	72
25-29	582	(5%)	85	4,721	(5.4%)	88	10,529	(4.9%)	85
30-34	692	(5.9%)	102	5,341	(6.1%)	105	12,851	(6%)	103
35-39	894	(7.7%)	130	6,393	(7.3%)	124	16,778	(7.9%)	134
40-44	929	(8%)	132	6,657	(7.6%)	129	17,637	(8.3%)	137
45-49	803	(6.9%)	115	6,122	(7%)	117	15,350	(7.2%)	120
50-54	771	(6.6%)	107	5,864	(6.7%)	109	13,952	(6.5%)	106
55-59	771	(6.6%)	102	5,749	(6.6%)	101	13,525	(6.3%)	98
60-64	766	(6.6%)	99	5,557	(6.3%)	96	13,152	(6.2%)	93
65-69	628	(5.4%)	88	4,924	(5.6%)	92	11,760	(5.5%)	90
70-74	512	(4.4%)	85	3,936	(4.5%)	87	9,647	(4.5%)	88
75-79	416	(3.6%)	92	2,944	(3.4%)	87	7,188	(3.4%)	87
80-84	270	(2.3%)	89	2,009	(2.3%)	89	4,838	(2.3%)	88
85+	238	(2%)	89	1,932	(2.2%)	97	4,587	(2.1%)	94

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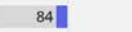




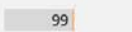
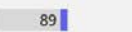





















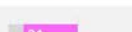


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● 1 Mile ● 3 Mile ● 5 Mile

Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	12,997	94,433	231,983
Professional Specialty	2,308 (17.8%) 	16,992 (18%) 	53,048 (22.9%) 
Production & Transportation	1,937 (14.9%) 	12,164 (12.9%) 	25,536 (11%) 
Food Preparation & Serving	1,357 (10.4%) 	8,385 (8.9%) 	18,103 (7.8%) 
Office Admin	1,328 (10.2%) 	10,379 (11%) 	22,853 (9.9%) 
Building Maintenance & Cleaning	1,323 (10.2%) 	7,453 (7.9%) 	14,840 (6.4%) 
Managerial/Executive	1,270 (9.8%) 	12,157 (12.9%) 	40,694 (17.5%) 
Construction	1,267 (9.7%) 	9,995 (10.6%) 	17,669 (7.6%) 
Sales	1,171 (9%) 	8,275 (8.8%) 	19,499 (8.4%) 
Personal Care	530 (4.1%) 	3,663 (3.9%) 	7,139 (3.1%) 
Healthcare support	305 (2.3%) 	3,124 (3.3%) 	8,388 (3.6%) 
Protective	183 (1.4%) 	1,687 (1.8%) 	4,000 (1.7%) 
Farming, Fishing & Forestry	18 (<0.5%) 	159 (<0.5%) 	214 (<0.5%) 

Employment by Industry

Total Employees (16+ Years Old)	12,997	94,433	231,983
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Educational Services	2,543	(19.6%)	84	19,141	(20.3%)	87	51,871	(22.4%)	96
Entertainment Services	1,840	(14.2%)	157	12,418	(13.2%)	146	27,253	(11.7%)	30
Wholesale Retail	1,599	(12.3%)	91	11,466	(12.1%)	90	25,090	(10.8%)	8
Administrative/Waste Services	1,447	(11.1%)	267	6,821	(7.2%)	173	13,806	(6%)	143
Transportation	1,044	(8%)	142	6,342	(6.7%)	119	12,532	(5.4%)	96
Agriculture/Mining/Construction	962	(7.4%)	86	8,519	(9%)	105	15,624	(6.7%)	7
Professional Services	879	(6.8%)	90	7,233	(7.7%)	102	25,973	(11.2%)	150
Manufacturing	848	(6.5%)	65	6,608	(7%)	69	17,169	(7.4%)	73
Other Professional Services	764	(5.9%)	123	4,880	(5.2%)	109	11,312	(4.9%)	102
Financial, Insurance & Real Estate	560	(4.3%)	65	5,882	(6.2%)	94	18,209	(7.8%)	119
Public Administration	372	(2.9%)	60	3,552	(3.8%)	71	8,610	(3.7%)	7
Information	108	(0.8%)	44	1,483	(1.6%)	84	4,336	(1.9%)	100
Management Services	31	(<0.5%)	170	88	(<0.5%)	66	198	(<0.5%)	61

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● 1 Mile ● 3 Mile ● 5 Mile

Language Spoken

Language Spoken	Count	Percentage	1 Mile	3 Mile	5 Mile
Speak Spanish at Home	9,027	(40.8%)	293	55,343	103,520
Speak English at Home	8,444	(38.2%)	49	71,546	203,322
Speak Other Language at Home	4,634	(21%)	259	36,391	90,187

Ancestry

Ancestry	Count	Percentage	1 Mile	3 Mile	5 Mile
Other	5,453	(23.2%)	106	38,581	98,044
Central American	4,085	(17.3%)	1169	32,353	52,786
South American	2,440	(10.4%)	971	9,506	16,119
Unclassified	2,411	(10.2%)	61	19,745	50,632
Italian	2,028	(8.6%)	288	17,496	37,941
Puerto Rican	1,005	(4.3%)	166	7,679	15,063
Scottish/Irish	992	(4.2%)	62	10,506	34,142
Other Hispanic	970	(4.1%)	312	5,496	11,611
South East Asian (e.g. Vietnamese)	754	(3.2%)	198	3,598	9,732
Other European (e.g. Greek/Russian)	743	(3.2%)	98	3,773	11,208
Mexican	389	(1.7%)	16	2,251	6,126

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Middle Eastern	372	(1.6%)	251	2,235	(1.3%)	204	5,434	(1.3%)	203
Chinese	290	(1.2%)	103	3,011	(1.7%)	145	16,085	(3.8%)	318
American	270	(1.1%)	23	2,717	(1.6%)	32	7,645	(1.8%)	37
British	265	(1.1%)	21	2,775	(1.6%)	29	10,099	(2.4%)	44
South Central Asian (e.g. Indian)	195	(0.8%)	63	2,773	(1.6%)	122	6,659	(1.6%)	120
Dominican	189	(0.8%)	141	2,755	(1.6%)	279	12,659	(3%)	525
Polish	149	(0.6%)	41	1,503	(0.9%)	56	4,361	(1%)	66
German	149	(0.6%)	8	1,356	(0.8%)	10	5,464	(1.3%)	16
French	114	(<0.5%)	38	1,200	(0.7%)	55	3,740	(0.9%)	70
Other Asian	108	(<0.5%)	149	762	(<0.5%)	142	2,389	(0.6%)	183
Scandinavian	71	(<0.5%)	15	675	(<0.5%)	20	2,557	(0.6%)	31
Native American (Indian/Eskimo)	36	(<0.5%)	19	274	(<0.5%)	20	737	(<0.5%)	22
Cuban	31	(<0.5%)	20	453	(<0.5%)	40	1,099	(<0.5%)	40
Japanese	29	(<0.5%)	53	107	(<0.5%)	27	441	(<0.5%)	45
Korean	7	(<0.5%)	7	197	(<0.5%)	27	865	(<0.5%)	48
Dutch	6	(<0.5%)	4	94	(<0.5%)	9	409	(<0.5%)	15

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	2 (<0.5%)	34 (<0.5%)	102 (<0.5%)

Education (Age 25+)

Total Educated Population	16,616	121,791	297,426
Elementary (0 to 8 Years)	2,459 (14.8%)	14,891 (12.2%)	30,884 (10.4%)
Some High School (9 to 11 Years)	1,305 (7.9%)	8,267 (6.8%)	18,709 (6.3%)
High School Graduate (12 Years)	6,059 (36.5%)	40,373 (33.1%)	81,291 (27.3%)
Some College (13 to 16 Years)	1,927 (11.6%)	19,433 (16%)	41,411 (13.9%)
Associates Degree Only	933 (5.6%)	7,338 (6%)	17,736 (6%)
Bachelor's Degree Only	2,469 (14.9%)	20,222 (16.6%)	63,846 (21.5%)
Graduate Degree	1,464 (8.8%)	11,267 (9.3%)	43,549 (14.6%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	9,187	65,539	169,760
One Person Households	3,011 (32.8%)	19,314 (29.5%)	56,059 (33%)
Married Couple	3,703 (40.3%)	26,273 (40.1%)	63,644 (37.5%)
Male Householder	537 (5.8%)	5,073 (7.7%)	10,428 (6.1%)
Female Householder	1,418 (15.4%)	9,219 (14.1%)	21,164 (12.5%)
Non Family Households	518 (5.6%)	5,660 (8.6%)	18,465 (10.9%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,187	65,539	169,760
1 Person Household	3,011 (32.8%)	19,314 (29.5%)	56,059 (33%)
2 Person Household	2,442 (26.6%)	18,075 (27.6%)	49,214 (29%)
3 Person Household	1,463 (15.9%)	11,018 (16.8%)	26,267 (15.5%)
4 Person Household	1,119 (12.2%)	8,791 (13.4%)	20,276 (11.9%)
5 Person Household	597 (6.5%)	4,540 (6.9%)	10,016 (5.9%)
6 Person Household	302 (3.3%)	2,024 (3.1%)	4,330 (2.6%)
7+ Person Household	253 (2.8%)	1,777 (2.7%)	3,598 (2.1%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	9,994	69,748	181,801
Renter Occupied Housing	5,296	37,545	96,599
Owner Occupied Housing	3,891	27,994	73,161
Vacant Housing	807	4,209	12,041

Housing Rent

Average Rent	\$1,567	113	\$1,651.03	119	\$1,760.39	126
Median Rent	\$1,618.43	127	\$1,688.24	133	\$1,758.66	139
Total Cash Rents Housing	5,095	36,451	93,950			
<\$300	314 (6.2%)	193	1,479 (4.1%)	127	4,885 (5.2%)	163
\$300-\$500	250 (4.9%)	112	1,632 (4.5%)	102	4,499 (4.8%)	110
\$500-\$750	310 (6.1%)	56	1,863 (5.1%)	47	4,632 (4.9%)	45
\$750-\$1000	358 (7%)	44	2,006 (5.5%)	35	4,843 (5.2%)	32
\$1000-\$1500	982 (19.3%)	67	7,263 (19.9%)	69	15,720 (16.7%)	58
\$1500-\$2000	1,408 (27.6%)	144	10,578 (29%)	151	23,962 (25.5%)	32
\$2000-\$2500	942 (18.5%)	201	7,598 (20.8%)	227	17,811 (19%)	206

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	431	(8.5%)	208	3,050	(8.4%)	206	9,579	(10.2%)	251
\$3000-\$3500	83	(1.6%)	8	737	(2%)	102	4,696	(5%)	252
>\$3500	17	(<0.5%)	16	245	(0.7%)	31	3,323	(3.5%)	165

Value of Owner-Occupied Housing Units

Average House Value	\$576,842.39	109	\$633,757.16	120	\$741,971.18	140			
Median House Value	\$510,169.11	124	\$610,644.06	149	\$693,740.83	169			
Owner Occupied Housing	3,891		27,994		73,161				
<\$100K	66	(1.7%)	18	699	(2.5%)	26	1,401	(1.9%)	20
\$100K - \$200K	129	(3.3%)	24	428	(1.5%)	11	910	(1.2%)	9
\$200K - \$300K	232	(6%)	42	1,072	(3.8%)	27	2,012	(2.8%)	19
\$300K - \$400K	641	(16.5%)	141	3,115	(11.1%)	95	5,306	(7.3%)	62
\$400K - \$500K	833	(21.4%)	225	4,498	(16.1%)	169	8,457	(11.6%)	121
\$500K - \$1000K	1,750	(45%)	174	15,000	(53.6%)	207	39,622	(54.2%)	209
>\$1000K	240	(6.2%)	39	3,182	(11.4%)	72	15,453	(21.1%)	35

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	1,620	(17.6%)	140	9,750	(14.9%)	118	24,781	(14.6%)	116
Households Above Poverty	7,567	(82.4%)	94	55,789	(85.1%)	97	144,979	(85.4%)	98
Households in Poverty (Married)	244	(2.7%)	119	1,625	(2.5%)	112	3,633	(2.1%)	96
Households in Poverty (Male Householder)	168	(1.8%)	285	872	(1.3%)	207	1,359	(0.8%)	125
Households in Poverty (Female Householder)	404	(4.4%)	143	2,151	(3.3%)	107	4,986	(2.9%)	96
Households in Poverty (Non-Family)	776	(8.4%)	139	4,816	(7.3%)	121	13,604	(8%)	32
Households in Poverty (Non-Family Student)	28	(<0.5%)	49	286	(<0.5%)	70	1,199	(0.7%)	113

Wealth per Household

Household Average Wealth	\$214,240.5	90	\$215,873.26	91	\$225,900.68	95			
Household Median Wealth	\$58,105.73	74	\$59,639.23	76	\$65,421.73	83			
<\$0K	1,776	(19.3%)	110	12,576	(19.2%)	109	31,993	(18.8%)	107
\$0K - \$5K	948	(10.3%)	119	6,636	(10.1%)	117	16,502	(9.7%)	112
\$5K - \$10K	472	(5.1%)	112	3,364	(5.1%)	111	8,456	(5%)	108
\$10K - \$25K	621	(6.8%)	106	4,432	(6.8%)	106	11,250	(6.6%)	103
\$25K - \$50K	628	(6.8%)	100	4,497	(6.9%)	100	11,512	(6.8%)	99

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	916	(10%)	97	6,559	(10%)	97	16,752	(9.9%)	96
\$100K - \$250K	1,559	(17%)	94	11,156	(17%)	94	28,960	(17.1%)	94
\$250K - \$500K	1,089	(11.9%)	91	7,845	(12%)	92	20,870	(12.3%)	94
>\$500K	1,178	(12.8%)	89	8,474	(12.9%)	89	23,465	(13.8%)	96

Vehicles per Household

Total Number of Vehicles	11,288			85,866			212,695		
Average Number of Vehicles	1.23		67	1.31		71	1.25		68
No Vehicles	1,841	(20%)	244	12,652	(19.3%)	235	38,462	(22.7%)	276
1 Vehicle	4,429	(48.2%)	149	28,453	(43.4%)	134	72,427	(42.7%)	32
2 Vehicles	2,127	(23.2%)	62	18,044	(27.5%)	74	42,974	(25.3%)	68
3 or more Vehicles	790	(8.6%)	39	6,390	(9.7%)	44	15,897	(9.4%)	42

Population Change

Births	235			1,791			4,275		
Deaths	188			1,348			3,303		
Migration	-1,135			-3,970			-5,927		

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Audience Profile

Jan 1 - Dec 31, 2023

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	480	2,681	13,165
Total Employees	6,749	42,737	289,086

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats