



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	30,450			192,480			467,678		
Households	11,227			70,016			185,744		
Persons per Household	2.71	<div><div></div></div> 106		2.73	<div><div></div></div> 107		2.49	<div><div></div></div> 98	
Household Median Income	\$82,454.26	<div><div></div></div> 104		\$84,974.43	<div><div></div></div> 107		\$95,811.19	<div><div></div></div> 120	
Household Median Disposable Income	\$69,591.1	<div><div></div></div> 101		\$71,672.75	<div><div></div></div> 104		\$79,838.2	<div><div></div></div> 116	
Household Median Discretionary Income	\$44,698.34	<div><div></div></div> 88		\$46,658.82	<div><div></div></div> 92		\$54,900.51	<div><div></div></div> 108	
Average Income Per Person	\$38,604.86	<div><div></div></div> 90		\$40,206.72	<div><div></div></div> 93		\$51,690.26	<div><div></div></div> 120	
Median Rent	\$2,115.6	<div><div></div></div> 150		\$2,024.23	<div><div></div></div> 144		\$2,094.81	<div><div></div></div> 149	
Median House Value	\$707,490.97	<div><div></div></div> 186		\$735,742.94	<div><div></div></div> 193		\$776,333.49	<div><div></div></div> 204	
Households in Poverty	1,488	(13.3%)	<div><div></div></div> 105	10,047	(14.3%)	<div><div></div></div> 113	25,692	(13.8%)	<div><div></div></div> 109
Household Median Wealth	\$61,202.81	<div><div></div></div> 75		\$61,530.46	<div><div></div></div> 76		\$68,177.44	<div><div></div></div> 84	
Average Age	39.25	<div><div></div></div> 96		39.28	<div><div></div></div> 96		39.23	<div><div></div></div> 96	
Median Age	37.69	<div><div></div></div> 94		37.59	<div><div></div></div> 94		37.12	<div><div></div></div> 92	
Households with Children	3,341	(29.8%)	<div><div></div></div> 111	19,803	(28.3%)	<div><div></div></div> 106	44,047	(23.7%)	<div><div></div></div> 88
High School Graduate or Higher	17,237	(79.3%)	<div><div></div></div> 89	110,838	(81%)	<div><div></div></div> 91	286,108	(84.4%)	<div><div></div></div> 94

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	<div><div></div>1 Mile</div>	<div><div></div>3 Mile</div>	<div><div></div>5 Mile</div>
Bachelor's Degree or Higher	5,063 (23.3%) <div><div></div>66</div>	37,539 (27.4%) <div><div></div>7</div>	134,513 (39.7%) <div><div></div>113</div>
Pop density (per sq mi)	12,822	12,127	10,540
Area (based on blockgroups)	2	16	44

Population

Population 2024 Q4	30,450	192,480	467,678
Population 2024 Q3	30,401	193,419	468,845
Population 2024 Q2	29,915	192,387	467,471
Population 2024 Q1	31,055	193,436	468,158
Population 2023 Q4	31,169	193,270	465,867
Population 2023 Q3	31,198	193,029	465,154
Population 2023 Q2	31,207	193,167	465,002
Population 2023 Q1	31,198	193,040	464,481
Population 2022 Q4	31,014	192,811	463,560
Population 5 Years Forecast	30,874	193,690	475,524
Population 10 Years Forecast	31,205	194,996	481,339
Persons per Household	2.71 <div><div></div>106</div>	2.73 <div><div></div>107</div>	2.49 <div><div></div>98</div>

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters	54	(<0.5%)	8	1,447	(0.8%)	32	4,720	(1%)	43
Transient Population - Average Last 4 Quarters	311	(1%)	7	1,536	(0.8%)	62	8,306	(1.8%)	137

Households

Households 2024 Q4	11,227		70,016		185,744
Households 2024 Q3	11,204		70,357		186,133
Households 2024 Q2	11,009		69,943		185,533
Households 2024 Q1	11,451		70,379		185,787
Households 2023 Q4	11,475		70,311		184,439
Households 2023 Q3	11,483		70,220		184,127
Households 2023 Q2	11,484		70,266		183,995
Households 2023 Q1	11,482		70,218		183,770
Households 2022 Q4	11,419		70,134		183,348
Households 5 Years Forecast	11,400		70,476		190,023
Households 10 Years Forecast	11,527		70,961		193,014

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide



### Gender

Male	15,220	(50%)	<div><div>102</div></div>	95,023	(49.4%)	<div><div>101</div></div>	230,231	(49.2%)	<div><div>100</div></div>
Female	15,230	(50%)	<div><div>98</div></div>	97,457	(50.6%)	<div><div>99</div></div>	237,447	(50.8%)	<div><div>100</div></div>

### Ethnicity

Hispanic (Ethnic)	13,527	(44.4%)	<div><div>228</div></div>	74,387	(38.6%)	<div><div>198</div></div>	137,470	(29.4%)	<div><div>151</div></div>
White	12,459	(40.9%)	<div><div>71</div></div>	78,787	(40.9%)	<div><div>71</div></div>	218,463	(46.7%)	<div><div>8</div></div>
Other	1,906	(6.3%)	<div><div>120</div></div>	13,746	(7.1%)	<div><div>137</div></div>	32,018	(6.8%)	<div><div>132</div></div>
Asian	1,551	(5.1%)	<div><div>88</div></div>	12,366	(6.4%)	<div><div>112</div></div>	44,511	(9.5%)	<div><div>165</div></div>
Black	1,007	(3.3%)	<div><div>28</div></div>	13,194	(6.9%)	<div><div>58</div></div>	35,216	(7.5%)	<div><div>64</div></div>

### Household by Ethnicity

White	5,234	(46.6%)	<div><div>76</div></div>	32,037	(45.8%)	<div><div>74</div></div>	96,907	(52.2%)	<div><div>85</div></div>
Hispanic (Ethnic)	3,438	(30.6%)	<div><div>201</div></div>	19,566	(27.9%)	<div><div>184</div></div>	39,341	(21.2%)	<div><div>139</div></div>
Other	1,788	(15.9%)	<div><div>210</div></div>	10,533	(15%)	<div><div>198</div></div>	22,204	(12%)	<div><div>157</div></div>
Asian	393	(3.5%)	<div><div>7</div></div>	3,801	(5.4%)	<div><div>120</div></div>	15,886	(8.6%)	<div><div>189</div></div>
Black	374	(3.3%)	<div><div>30</div></div>	4,079	(5.8%)	<div><div>53</div></div>	11,406	(6.1%)	<div><div>55</div></div>

### Households Income

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$104,569.13		94	\$109,986.84		99	\$128,846.36		116
Average Income Per Person	\$38,604.86		90	\$40,206.72		93	\$51,690.26		120
Household Median Income	\$82,454.26		104	\$84,974.43		107	\$95,811.19		120
<\$15K	801	(7.1%)	88	6,157	(8.8%)	109	16,657	(9%)	111
\$15K - \$25K	946	(8.4%)	130	4,937	(7.1%)	109	11,894	(6.4%)	99
\$25K - \$35K	671	(6%)	89	4,044	(5.8%)	86	9,314	(5%)	75
\$35K - \$50K	1,128	(10%)	98	5,942	(8.5%)	8	13,181	(7.1%)	69
\$50K - \$75K	1,707	(15.2%)	97	10,129	(14.5%)	92	23,120	(12.4%)	7
\$75K - \$100K	1,034	(9.2%)	72	8,502	(12.1%)	95	21,850	(11.8%)	92
\$100K - \$150K	2,190	(19.5%)	110	13,056	(18.6%)	105	33,415	(18%)	102
\$150K - \$175K	1,149	(10.2%)	163	5,577	(8%)	127	14,530	(7.8%)	125
\$175K - \$200K	918	(8.2%)	125	4,239	(6.1%)	92	13,071	(7%)	107
\$200K - \$250K	384	(3.4%)	66	4,166	(6%)	114	16,077	(8.7%)	166
\$250K - \$500K	166	(1.5%)	66	1,786	(2.6%)	114	6,894	(3.7%)	166
>\$500K	133	(1.2%)	64	1,481	(2.1%)	113	5,741	(3.1%)	166

## Disposable Households Income

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



# Audience Profile

Jan 1 - Dec 31, 2024

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$80,880.81		98	\$84,643.96		103	\$93,498.24		113
Household Median Disposable Income	\$69,591.1		101	\$71,672.75		104	\$79,838.2		116
<\$15K	1,040	(9.3%)	106	7,247	(10.4%)	118	19,406	(10.4%)	119
\$15K - \$25K	913	(8.1%)	107	5,007	(7.2%)	94	11,937	(6.4%)	84
\$25K - \$35K	845	(7.5%)	96	4,657	(6.7%)	84	10,933	(5.9%)	75
\$35K - \$50K	1,406	(12.5%)	103	7,977	(11.4%)	93	17,389	(9.4%)	71
\$50K - \$75K	1,681	(15%)	84	11,502	(16.4%)	93	27,761	(14.9%)	84
\$75K - \$100K	1,315	(11.7%)	81	9,495	(13.6%)	95	25,559	(13.8%)	96
\$100K - \$150K	2,824	(25.2%)	140	14,456	(20.6%)	115	37,165	(20%)	112
\$150K - \$175K	656	(5.8%)	96	3,770	(5.4%)	88	12,736	(6.9%)	113
\$175K - \$200K	164	(1.5%)	66	1,738	(2.5%)	113	6,721	(3.6%)	164
\$200K - \$250K	152	(1.4%)	63	1,674	(2.4%)	112	6,493	(3.5%)	164
\$250K - \$500K	209	(1.9%)	64	2,287	(3.3%)	111	8,861	(4.8%)	163
>\$500K	22	(<0.5%)	76	206	(<0.5%)	114	783	(<0.5%)	164

### Discretionary Households Income

Household Average Discretionary Income	\$52,841.45		86	\$55,527.07		91	\$64,676.37		105
--	-------------	--	----	-------------	--	----	-------------	--	-----

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$44,698.34		88	\$46,658.82		92	\$54,900.51		108
<\$10K	1,062	(9.5%)	102	8,165	(11.7%)	126	20,307	(10.9%)	118
\$10K - \$20K	1,294	(11.5%)	109	7,607	(10.9%)	103	17,818	(9.6%)	91
\$20K - \$30K	1,661	(14.8%)	140	7,531	(10.8%)	102	16,565	(8.9%)	84
\$30K - \$40K	1,073	(9.6%)	96	7,361	(10.5%)	106	15,878	(8.5%)	86
\$40K - \$50K	957	(8.5%)	96	6,418	(9.2%)	103	15,288	(8.2%)	93
\$50K - \$75K	1,909	(17%)	98	12,364	(17.7%)	101	31,992	(17.2%)	99
\$75K - \$100K	1,993	(17.8%)	151	9,727	(13.9%)	118	23,897	(12.9%)	110
\$100K - \$125K	921	(8.2%)	101	5,408	(7.7%)	96	17,039	(9.2%)	113
\$125K - \$150K	218	(1.9%)	29	3,667	(5.2%)	71	15,660	(8.4%)	127
>\$150K	139	(1.2%)	21	1,768	(2.5%)	43	11,300	(6.1%)	103

Households Income by Ethnicity

Average Income - White	\$78,476.16		89	\$93,285.19		98	\$108,825.01		114
Median Income - White	\$66,216.16		76	\$84,929.41		98	\$107,470.14		124
Average Income - Black	\$108,879.35		158	\$90,887.83		131	\$88,007.24		127
Median Income - Black	\$114,999.4		208	\$86,126.89		155	\$79,543.57		144

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



Audience Profile

Jan 1 - Dec 31, 2024

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Average Income - Asian	\$92,306.83	8	\$97,969.47	87	\$104,492.27	93
Median Income - Asian	\$84,429.45	74	\$88,500.35	7	\$99,252.38	87
Average Income - Hispanic	\$106,725.82	132	\$96,174.75	119	\$92,483.25	114
Median Income - Hispanic	\$104,921.68	151	\$88,263.99	127	\$83,709.44	120
Average Income - Other	\$104,298.07	117	\$94,759.95	106	\$94,967.15	106
Median Income - Other	\$98,231.4	123	\$84,331.37	106	\$86,509.67	109

Age

Average Age	39.25	96	39.28	96	39.23	96
Median Age	37.69	94	37.59	94	37.12	92
0-4	1,781 (5.8%)	108	11,365 (5.9%)	109	29,848 (6.4%)	118
5-13	3,096 (10.2%)	99	19,438 (10.1%)	98	43,912 (9.4%)	91
14-17	1,370 (4.5%)	85	9,059 (4.7%)	89	19,518 (4.2%)	7
18-21	1,405 (4.6%)	84	9,068 (4.7%)	86	20,024 (4.3%)	7
22-24	1,068 (3.5%)	84	6,736 (3.5%)	84	15,305 (3.3%)	7
25-29	2,079 (6.8%)	115	13,213 (6.9%)	116	33,766 (7.2%)	122
30-34	2,653 (8.7%)	133	16,635 (8.6%)	132	47,840 (10.2%)	157

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





Audience Profile

Jan 1 - Dec 31, 2024

Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	2,635	(8.7%)	131	16,547	(8.6%)	130	44,557	(9.5%)	144
40-44	2,352	(7.7%)	121	14,781	(7.7%)	120	35,336	(7.6%)	118
45-49	2,113	(6.9%)	116	12,827	(6.7%)	111	28,726	(6.1%)	103
50-54	1,850	(6.1%)	102	11,571	(6%)	101	26,129	(5.6%)	94
55-59	1,889	(6.2%)	101	11,419	(5.9%)	97	26,523	(5.7%)	92
60-64	1,747	(5.7%)	89	10,878	(5.7%)	88	25,806	(5.5%)	86
65-69	1,527	(5%)	83	9,817	(5.1%)	84	23,162	(5%)	82
70-74	1,065	(3.5%)	70	7,297	(3.8%)	76	17,846	(3.8%)	76
75-79	811	(2.7%)	69	5,231	(2.7%)	71	13,288	(2.8%)	74
80-84	539	(1.8%)	74	3,472	(1.8%)	75	8,527	(1.8%)	74
85+	470	(1.5%)	76	3,126	(1.6%)	86	7,565	(1.6%)	80

Age - Male

Male Average Age	38.53		97	38.32		96	38.27		96
Male Median Age	37.23		98	36.95		97	36.54		96
0-4	911	(6%)	106	5,815	(6.1%)	109	15,286	(6.6%)	118
5-13	1,556	(10.2%)	95	9,888	(10.4%)	97	22,374	(9.7%)	90

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



Benchmark: Nationwide



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	17,250			105,853			264,586		
Professional Specialty	2,659	(15.4%)	<div><div>62</div></div>	19,410	(18.3%)	<div><div>74</div></div>	65,549	(24.8%)	<div><div>100</div></div>
Production & Transportation	2,619	(15.2%)	<div><div>118</div></div>	13,580	(12.8%)	<div><div>99</div></div>	28,121	(10.6%)	<div><div>8</div></div>
Managerial/Executive	2,400	(13.9%)	<div><div>8</div></div>	15,216	(14.4%)	<div><div>83</div></div>	50,897	(19.2%)	<div><div>111</div></div>
Food Preparation & Serving	1,708	(9.9%)	<div><div>194</div></div>	9,601	(9.1%)	<div><div>178</div></div>	18,482	(7%)	<div><div>137</div></div>
Construction	1,679	(9.7%)	<div><div>122</div></div>	11,322	(10.7%)	<div><div>134</div></div>	19,861	(7.5%)	<div><div>94</div></div>
Sales	1,582	(9.2%)	<div><div>98</div></div>	8,129	(7.7%)	<div><div>8</div></div>	19,772	(7.5%)	<div><div>8</div></div>
Building Maintenance & Cleaning	1,557	(9%)	<div><div>266</div></div>	8,108	(7.7%)	<div><div>226</div></div>	14,906	(5.6%)	<div><div>166</div></div>
Office Admin	1,256	(7.3%)	<div><div>68</div></div>	10,248	(9.7%)	<div><div>91</div></div>	24,762	(9.4%)	<div><div>88</div></div>
Personal Care	716	(4.2%)	<div><div>166</div></div>	3,856	(3.6%)	<div><div>146</div></div>	7,692	(2.9%)	<div><div>117</div></div>
Healthcare support	715	(4.1%)	<div><div>126</div></div>	3,711	(3.5%)	<div><div>107</div></div>	8,899	(3.4%)	<div><div>102</div></div>
Protective	346	(2%)	<div><div>93</div></div>	2,280	(2.2%)	<div><div>99</div></div>	5,194	(2%)	<div><div>91</div></div>
Farming, Fishing & Forestry	13	(<0.5%)	<div><div>13</div></div>	392	(<0.5%)	<div><div>64</div></div>	451	(<0.5%)	<div><div>30</div></div>

Employment by Industry

Total Employees (16+ Years Old)	17,250			105,853			264,586		
---------------------------------	--------	--	--	---------	--	--	---------	--	--

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



# Audience Profile

Jan 1 - Dec 31, 2024

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	3,341	(19.4%)	83	21,547	(20.4%)	87	58,944	(22.3%)	95
Wholesale Retail	2,378	(13.8%)	105	12,492	(11.8%)	90	26,874	(10.2%)	7
Entertainment Services	2,341	(13.6%)	156	14,007	(13.2%)	152	28,326	(10.7%)	123
Agriculture/Mining/Construction	1,635	(9.5%)	111	10,308	(9.7%)	114	19,000	(7.2%)	84
Administrative/Waste Services	1,448	(8.4%)	201	7,753	(7.3%)	175	15,534	(5.9%)	141
Transportation	1,254	(7.3%)	124	7,082	(6.7%)	114	14,872	(5.6%)	96
Other Professional Services	1,076	(6.2%)	133	5,924	(5.6%)	119	12,165	(4.6%)	98
Professional Services	1,061	(6.2%)	76	7,908	(7.5%)	93	33,820	(12.8%)	159
Manufacturing	1,025	(5.9%)	60	6,570	(6.2%)	62	18,495	(7%)	70
Financial, Insurance & Real Estate	875	(5.1%)	75	6,236	(5.9%)	88	20,910	(7.9%)	117
Public Administration	662	(3.8%)	8	4,197	(4%)	83	9,963	(3.8%)	7
Information	123	(0.7%)	38	1,743	(1.6%)	88	5,513	(2.1%)	112
Management Services	31	(<0.5%)	142	86	(<0.5%)	64	170	(<0.5%)	51

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide



Language Spoken

Speak Spanish at Home	12,162	(42.4%)	<div><div>300</div></div>	63,127	(34.9%)	<div><div>247</div></div>	113,883	(26%)	<div><div>184</div></div>
Speak English at Home	10,551	(36.8%)	<div><div>48</div></div>	77,683	(42.9%)	<div><div>55</div></div>	225,341	(51.5%)	<div><div>66</div></div>
Speak Other Language at Home	5,956	(20.8%)	<div><div>246</div></div>	40,305	(22.3%)	<div><div>263</div></div>	98,606	(22.5%)	<div><div>266</div></div>

Ancestry

Other	6,242	(20.5%)	<div><div>97</div></div>	40,058	(20.8%)	<div><div>99</div></div>	102,116	(21.8%)	<div><div>104</div></div>
Central American	6,205	(20.4%)	<div><div>1225</div></div>	39,409	(20.5%)	<div><div>1231</div></div>	62,195	(13.3%)	<div><div>799</div></div>
South American	3,479	(11.4%)	<div><div>916</div></div>	11,920	(6.2%)	<div><div>497</div></div>	19,472	(4.2%)	<div><div>334</div></div>
Unclassified	2,834	(9.3%)	<div><div>57</div></div>	20,183	(10.5%)	<div><div>65</div></div>	52,904	(11.3%)	<div><div>70</div></div>
Italian	2,637	(8.7%)	<div><div>291</div></div>	17,851	(9.3%)	<div><div>312</div></div>	39,182	(8.4%)	<div><div>281</div></div>
Other Hispanic	1,505	(4.9%)	<div><div>345</div></div>	6,805	(3.5%)	<div><div>247</div></div>	13,513	(2.9%)	<div><div>202</div></div>
Puerto Rican	1,453	(4.8%)	<div><div>169</div></div>	9,435	(4.9%)	<div><div>174</div></div>	18,712	(4%)	<div><div>142</div></div>
Scottish/Irish	1,119	(3.7%)	<div><div>55</div></div>	10,722	(5.6%)	<div><div>84</div></div>	35,776	(7.6%)	<div><div>115</div></div>
Other European (e.g. Greek/Russian)	853	(2.8%)	<div><div>88</div></div>	3,864	(2%)	<div><div>63</div></div>	12,376	(2.6%)	<div><div>84</div></div>
South East Asian (e.g. Vietnamese)	700	(2.3%)	<div><div>131</div></div>	3,708	(1.9%)	<div><div>109</div></div>	10,777	(2.3%)	<div><div>131</div></div>
Mexican	527	(1.7%)	<div><div>16</div></div>	2,716	(1.4%)	<div><div>13</div></div>	6,827	(1.5%)	<div><div>13</div></div>

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Middle Eastern	457	(1.5%)	<div><div>242</div></div>	2,348	(1.2%)	<div><div>197</div></div>	5,929	(1.3%)	<div><div>204</div></div>
South Central Asian (e.g. Indian)	345	(1.1%)	<div><div>73</div></div>	3,796	(2%)	<div><div>126</div></div>	9,821	(2.1%)	<div><div>134</div></div>
American	326	(1.1%)	<div><div>22</div></div>	2,692	(1.4%)	<div><div>29</div></div>	7,849	(1.7%)	<div><div>35</div></div>
British	322	(1.1%)	<div><div>20</div></div>	2,825	(1.5%)	<div><div>28</div></div>	10,971	(2.3%)	<div><div>44</div></div>
Chinese	317	(1%)	<div><div>83</div></div>	3,424	(1.8%)	<div><div>142</div></div>	18,448	(3.9%)	<div><div>316</div></div>
Dominican	316	(1%)	<div><div>163</div></div>	3,505	(1.8%)	<div><div>286</div></div>	15,447	(3.3%)	<div><div>518</div></div>
Polish	179	(0.6%)	<div><div>38</div></div>	1,514	(0.8%)	<div><div>51</div></div>	4,666	(1%)	<div><div>65</div></div>
German	151	(<0.5%)	<div><div>6</div></div>	1,395	(0.7%)	<div><div>9</div></div>	6,112	(1.3%)	<div><div>17</div></div>
French	142	(<0.5%)	<div><div>38</div></div>	1,233	(0.6%)	<div><div>52</div></div>	3,946	(0.8%)	<div><div>68</div></div>
Other Asian	142	(<0.5%)	<div><div>109</div></div>	1,019	(0.5%)	<div><div>124</div></div>	3,248	(0.7%)	<div><div>163</div></div>
Scandinavian	82	(<0.5%)	<div><div>14</div></div>	686	(<0.5%)	<div><div>19</div></div>	2,784	(0.6%)	<div><div>31</div></div>
Cuban	42	(<0.5%)	<div><div>19</div></div>	597	(<0.5%)	<div><div>43</div></div>	1,304	(<0.5%)	<div><div>38</div></div>
Japanese	35	(<0.5%)	<div><div>48</div></div>	172	(<0.5%)	<div><div>37</div></div>	911	(<0.5%)	<div><div>8</div></div>
Native American (Indian/Eskimo)	19	(<0.5%)	<div><div>10</div></div>	233	(<0.5%)	<div><div>19</div></div>	522	(<0.5%)	<div><div>18</div></div>
Korean	12	(<0.5%)	<div><div>8</div></div>	247	(<0.5%)	<div><div>25</div></div>	1,306	(<0.5%)	<div><div>54</div></div>
Dutch	6	(<0.5%)	<div><div>3</div></div>	97	(<0.5%)	<div><div>8</div></div>	455	(<0.5%)	<div><div>16</div></div>

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	3	(<0.5%)	6	26	(<0.5%)	8	109	(<0.5%)	13

### Education (Age 25+)

Total Educated Population	21,730			136,814			339,071		
Elementary (0 to 8 Years)	3,023	(13.9%)	291	16,114	(11.8%)	247	32,237	(9.5%)	199
Some High School (9 to 11 Years)	1,470	(6.8%)	115	9,862	(7.2%)	122	20,726	(6.1%)	104
High School Graduate (12 Years)	7,933	(36.5%)	140	45,068	(32.9%)	126	89,888	(26.5%)	101
Some College (13 to 16 Years)	2,899	(13.3%)	69	20,199	(14.8%)	76	42,313	(12.5%)	65
Associates Degree Only	1,342	(6.2%)	70	8,032	(5.9%)	67	19,394	(5.7%)	65
Bachelor's Degree Only	3,446	(15.9%)	74	24,315	(17.8%)	83	78,233	(23.1%)	108
Graduate Degree	1,617	(7.4%)	54	13,224	(9.7%)	70	56,280	(16.6%)	121

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide



Household Type

Households	11,227			70,016			185,744		
One Person Households	3,245	(28.9%)	<div><div>105</div></div>	19,103	(27.3%)	<div><div>99</div></div>	58,653	(31.6%)	<div><div>115</div></div>
Married Couple	5,010	(44.6%)	<div><div>93</div></div>	28,350	(40.5%)	<div><div>85</div></div>	70,212	(37.8%)	<div><div>7</div></div>
Male Householder	888	(7.9%)	<div><div>156</div></div>	5,421	(7.7%)	<div><div>152</div></div>	10,794	(5.8%)	<div><div>114</div></div>
Female Householder	1,345	(12%)	<div><div>96</div></div>	10,094	(14.4%)	<div><div>116</div></div>	22,646	(12.2%)	<div><div>98</div></div>
Non Family Households	739	(6.6%)	<div><div>93</div></div>	7,048	(10.1%)	<div><div>142</div></div>	23,439	(12.6%)	<div><div>178</div></div>

Household Size

Households	11,227			70,016			185,744		
1 Person Household	3,245	(28.9%)	<div><div>105</div></div>	19,103	(27.3%)	<div><div>99</div></div>	58,653	(31.6%)	<div><div>115</div></div>
2 Person Household	2,998	(26.7%)	<div><div>8</div></div>	18,889	(27%)	<div><div>8</div></div>	56,007	(30.2%)	<div><div>92</div></div>
3 Person Household	1,808	(16.1%)	<div><div>103</div></div>	12,126	(17.3%)	<div><div>111</div></div>	28,879	(15.5%)	<div><div>99</div></div>
4 Person Household	1,553	(13.8%)	<div><div>106</div></div>	10,060	(14.4%)	<div><div>110</div></div>	22,643	(12.2%)	<div><div>93</div></div>
5 Person Household	865	(7.7%)	<div><div>122</div></div>	5,303	(7.6%)	<div><div>120</div></div>	10,950	(5.9%)	<div><div>93</div></div>
6 Person Household	445	(4%)	<div><div>145</div></div>	2,622	(3.7%)	<div><div>137</div></div>	5,074	(2.7%)	<div><div>100</div></div>
7+ Person Household	313	(2.8%)	<div><div>153</div></div>	1,913	(2.7%)	<div><div>150</div></div>	3,538	(1.9%)	<div><div>105</div></div>

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





# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Housing Units			
Total Housing Units	12,042	74,267	199,044
Renter Occupied Housing	6,426	40,500	106,812
Owner Occupied Housing	4,801	29,516	78,932
Vacant Housing	815	4,251	13,300
Housing Rent			
Average Rent	\$2,033.43132	\$1,983.72129	\$2,076.44135
Median Rent	\$2,115.6150	\$2,024.23144	\$2,094.81149
Total Cash Rents Housing	6,113	39,284	104,010
<\$300	267 (4.4%)156	1,031 (2.6%)94	4,633 (4.5%)159
\$300-\$500	247 (4%)104	1,372 (3.5%)90	4,162 (4%)103
\$500-\$750	259 (4.2%)49	1,878 (4.8%)55	4,185 (4%)46
\$750-\$1000	241 (3.9%)30	1,656 (4.2%)32	4,023 (3.9%)30
\$1000-\$1500	580 (9.5%)36	4,407 (11.2%)43	10,586 (10.2%)39
\$1500-\$2000	1,115 (18.2%)87	8,840 (22.5%)107	20,452 (19.7%)93
\$2000-\$2500	1,503 (24.6%)210	9,451 (24.1%)206	20,904 (20.1%)172

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



Jan 1 - Dec 31, 2024

URBAN EDGE

## Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

Value of Owner-Occupied Housing Units										
Average House Value	\$755,592.2		145	\$774,987.55		148	\$855,003.67		164	
Median House Value	\$707,490.97		186	\$735,742.94		193	\$776,333.49		204	
Owner Occupied Housing	4,801			29,516			78,932			
<\$100K	120	(2.5%)	29	752	(2.5%)	30	1,732	(2.2%)	26	
\$100K - \$200K	92	(1.9%)	14	308	(1%)	8	942	(1.2%)	9	
\$200K - \$300K	129	(2.7%)	17	483	(1.6%)	10	1,689	(2.1%)	13	
\$300K - \$400K	311	(6.5%)	44	1,510	(5.1%)	35	4,050	(5.1%)	35	
\$400K - \$500K	599	(12.5%)	108	2,776	(9.4%)	8	6,845	(8.7%)	75	
\$500K - \$1000K	2,686	(55.9%)	226	17,861	(60.5%)	245	42,826	(54.3%)	219	
>\$1000K	864	(18%)	165	5,826	(19.7%)	181	20,848	(26.4%)	242	

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide



Poverty

Households in Poverty	1,488	(13.3%)	<div><div>105</div></div>	10,047	(14.3%)	<div><div>113</div></div>	25,692	(13.8%)	<div><div>109</div></div>
Households Above Poverty	9,739	(86.7%)	<div><div>99</div></div>	59,969	(85.7%)	<div><div>98</div></div>	160,052	(86.2%)	<div><div>99</div></div>
Households in Poverty (Married)	267	(2.4%)	<div><div>109</div></div>	1,906	(2.7%)	<div><div>125</div></div>	4,110	(2.2%)	<div><div>101</div></div>
Households in Poverty (Male Householder)	163	(1.5%)	<div><div>228</div></div>	713	(1%)	<div><div>160</div></div>	1,303	(0.7%)	<div><div>110</div></div>
Households in Poverty (Female Householder)	234	(2.1%)	<div><div>71</div></div>	2,295	(3.3%)	<div><div>111</div></div>	4,455	(2.4%)	<div><div>8</div></div>
Households in Poverty (Non-Family)	803	(7.2%)	<div><div>114</div></div>	4,863	(6.9%)	<div><div>111</div></div>	14,642	(7.9%)	<div><div>126</div></div>
Households in Poverty (Non-Family Student)	21	(<0.5%)	<div><div>30</div></div>	270	(<0.5%)	<div><div>62</div></div>	1,182	(0.6%)	<div><div>102</div></div>

Wealth per Household

Household Average Wealth	\$218,480.67	<div><div>90</div></div>	\$219,983.47	<div><div>91</div></div>	\$231,761.74	<div><div>96</div></div>			
Household Median Wealth	\$61,202.81	<div><div>75</div></div>	\$61,530.46	<div><div>76</div></div>	\$68,177.44	<div><div>84</div></div>			
<\$0K	2,136	(19%)	<div><div>109</div></div>	13,333	(19%)	<div><div>109</div></div>	34,705	(18.7%)	<div><div>107</div></div>
\$0K - \$5K	1,137	(10.1%)	<div><div>118</div></div>	7,036	(10%)	<div><div>117</div></div>	17,764	(9.6%)	<div><div>112</div></div>
\$5K - \$10K	572	(5.1%)	<div><div>112</div></div>	3,568	(5.1%)	<div><div>112</div></div>	9,170	(4.9%)	<div><div>108</div></div>
\$10K - \$25K	755	(6.7%)	<div><div>106</div></div>	4,705	(6.7%)	<div><div>106</div></div>	12,216	(6.6%)	<div><div>104</div></div>
\$25K - \$50K	763	(6.8%)	<div><div>100</div></div>	4,766	(6.8%)	<div><div>100</div></div>	12,437	(6.7%)	<div><div>99</div></div>

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	1,118	(10%)	98	6,938	(9.9%)	97	18,099	(9.7%)	95
\$100K - \$250K	1,914	(17%)	94	11,892	(17%)	94	31,549	(17%)	94
\$250K - \$500K	1,355	(12.1%)	91	8,452	(12.1%)	91	23,084	(12.4%)	94
>\$500K	1,477	(13.2%)	88	9,326	(13.3%)	90	26,720	(14.4%)	97

Vehicles per Household

Total Number of Vehicles	13,267			90,936			227,487		
Average Number of Vehicles	1.18		65	1.3		71	1.22		67
No Vehicles	2,437	(21.7%)	262	13,341	(19.1%)	230	43,156	(23.2%)	281
1 Vehicle	5,348	(47.6%)	145	31,445	(44.9%)	137	80,875	(43.5%)	133
2 Vehicles	2,529	(22.5%)	61	18,578	(26.5%)	72	45,302	(24.4%)	66
3 or more Vehicles	913	(8.1%)	37	6,652	(9.5%)	43	16,411	(8.8%)	40

Population Change

Births	337			2,135			5,651		
Deaths	199			1,246			3,058		
Migration	-841			-1,574			-528		

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



Wonderland Marketplace

151 VFW Pkwy H, Revere, MA 2151

Benchmark: Nationwide



Workplace

Total Businesses	576	3,786	18,707
Total Employees	4,857	39,430	294,583

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