



Community Profile

Rings: 1, 3, 5 mile radii

VFW Pkwy @ Wonderland Market Place,

Latitude: 42.4115

Longitude: -70.99554

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	23,623	157,875	384,223
2010 Total Population	25,031	166,618	404,025
2020 Total Population	28,362	184,401	451,932
2020 Group Quarters	112	1,524	5,832
2025 Total Population	31,911	193,941	476,118
2020-2025 Annual Rate	2.39%	1.01%	1.05%
2020 Total Daytime Population	22,895	152,964	468,490
Workers	6,489	51,205	231,600
Residents	16,406	101,759	236,890
Household Summary			
2000 Households	9,659	61,443	155,492
2000 Average Household Size	2.43	2.53	2.43
2010 Households	9,658	62,776	161,212
2010 Average Household Size	2.58	2.63	2.47
2020 Households	10,742	68,016	178,765
2020 Average Household Size	2.63	2.69	2.50
2025 Households	12,167	71,350	188,709
2025 Average Household Size	2.61	2.70	2.49
2020-2025 Annual Rate	2.52%	0.96%	1.09%
2010 Families	5,829	39,335	92,505
2010 Average Family Size	3.27	3.25	3.19
2020 Families	6,398	42,316	100,621
2020 Average Family Size	3.35	3.33	3.23
2025 Families	7,114	44,237	105,431
2025 Average Family Size	3.35	3.34	3.24
2020-2025 Annual Rate	2.14%	0.89%	0.94%
Housing Unit Summary			
2000 Housing Units	10,118	63,550	161,556
Owner Occupied Housing Units	40.5%	42.9%	41.4%
Renter Occupied Housing Units	55.0%	53.8%	54.8%
Vacant Housing Units	4.5%	3.3%	3.8%
2010 Housing Units	10,570	67,293	173,658
Owner Occupied Housing Units	38.9%	40.1%	39.6%
Renter Occupied Housing Units	52.5%	53.2%	53.3%
Vacant Housing Units	8.6%	6.7%	7.2%
2020 Housing Units	11,521	72,095	191,046
Owner Occupied Housing Units	39.1%	39.5%	37.5%
Renter Occupied Housing Units	54.1%	54.8%	56.1%
Vacant Housing Units	6.8%	5.7%	6.4%
2025 Housing Units	12,915	75,257	200,695
Owner Occupied Housing Units	37.0%	39.7%	37.2%
Renter Occupied Housing Units	57.2%	55.1%	56.8%
Vacant Housing Units	5.8%	5.2%	6.0%
Median Household Income			
2020	\$57,377	\$63,837	\$70,160
2025	\$64,517	\$70,134	\$77,779
Median Home Value			
2020	\$362,259	\$390,884	\$428,318
2025	\$409,052	\$450,911	\$487,024
Per Capita Income			
2020	\$28,651	\$31,077	\$39,117
2025	\$35,167	\$35,136	\$44,359
Median Age			
2010	36.2	35.8	35.5
2020	37.7	37.3	37.2
2025	38.7	38.3	38.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	10,739	68,013	178,762
<\$15,000	13.5%	11.7%	12.1%
\$15,000 - \$24,999	9.9%	8.2%	7.5%
\$25,000 - \$34,999	7.2%	7.5%	6.8%
\$35,000 - \$49,999	12.3%	11.6%	10.4%
\$50,000 - \$74,999	18.4%	17.2%	15.5%
\$75,000 - \$99,999	13.6%	14.3%	12.6%
\$100,000 - \$149,999	13.5%	16.2%	16.4%
\$150,000 - \$199,999	7.3%	7.2%	8.7%
\$200,000+	4.2%	6.2%	10.0%
Average Household Income	\$75,768	\$84,301	\$98,876
2025 Households by Income			
Household Income Base	12,167	71,350	188,709
<\$15,000	12.1%	10.5%	10.9%
\$15,000 - \$24,999	8.5%	7.3%	6.7%
\$25,000 - \$34,999	6.4%	6.8%	6.1%
\$35,000 - \$49,999	11.4%	11.1%	9.8%
\$50,000 - \$74,999	17.4%	16.8%	14.8%
\$75,000 - \$99,999	13.3%	13.9%	12.3%
\$100,000 - \$149,999	14.9%	17.3%	17.3%
\$150,000 - \$199,999	8.9%	8.5%	10.1%
\$200,000+	7.1%	7.8%	12.1%
Average Household Income	\$92,356	\$95,557	\$111,936
2020 Owner Occupied Housing Units by Value			
Total	4,507	28,507	71,544
<\$50,000	1.4%	2.4%	1.6%
\$50,000 - \$99,999	1.5%	0.6%	0.5%
\$100,000 - \$149,999	1.5%	1.0%	1.1%
\$150,000 - \$199,999	6.0%	2.8%	2.3%
\$200,000 - \$249,999	7.2%	5.8%	5.2%
\$250,000 - \$299,999	13.0%	9.9%	8.3%
\$300,000 - \$399,999	31.1%	30.3%	25.1%
\$400,000 - \$499,999	22.7%	20.8%	20.4%
\$500,000 - \$749,999	14.0%	22.0%	24.0%
\$750,000 - \$999,999	0.7%	2.7%	5.9%
\$1,000,000 - \$1,499,999	0.0%	0.7%	3.2%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.9%
\$2,000,000 +	0.6%	0.9%	1.4%
Average Home Value	\$388,374	\$439,371	\$509,796
2025 Owner Occupied Housing Units by Value			
Total	4,783	29,861	74,667
<\$50,000	1.0%	1.5%	1.0%
\$50,000 - \$99,999	0.4%	0.2%	0.2%
\$100,000 - \$149,999	0.8%	0.4%	0.5%
\$150,000 - \$199,999	3.3%	1.4%	1.1%
\$200,000 - \$249,999	4.7%	3.4%	3.0%
\$250,000 - \$299,999	9.4%	6.7%	5.6%
\$300,000 - \$399,999	28.1%	25.0%	20.3%
\$400,000 - \$499,999	26.7%	22.4%	20.9%
\$500,000 - \$749,999	21.6%	30.9%	30.9%
\$750,000 - \$999,999	1.5%	4.5%	8.7%
\$1,000,000 - \$1,499,999	0.0%	1.5%	4.5%
\$1,500,000 - \$1,999,999	0.7%	0.2%	1.1%
\$2,000,000 +	1.9%	1.9%	2.1%
Average Home Value	\$465,973	\$514,809	\$582,625

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	25,032	166,620	404,025
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	16.8%	16.9%	18.5%
35 - 44	15.2%	15.0%	14.8%
45 - 54	14.0%	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 +	2.1%	2.0%	1.9%
18 +	78.6%	77.9%	79.4%
2020 Population by Age			
Total	28,363	184,401	451,932
0 - 4	6.1%	6.2%	5.8%
5 - 9	6.1%	6.1%	5.6%
10 - 14	6.2%	6.2%	5.6%
15 - 24	12.1%	12.1%	11.9%
25 - 34	15.3%	15.9%	17.5%
35 - 44	14.9%	14.6%	15.0%
45 - 54	13.0%	12.9%	12.7%
55 - 64	11.6%	11.7%	11.6%
65 - 74	8.3%	7.9%	8.1%
75 - 84	4.3%	4.2%	4.1%
85 +	2.2%	2.2%	2.0%
18 +	78.2%	78.1%	79.9%
2025 Population by Age			
Total	31,910	193,940	476,118
0 - 4	6.0%	6.2%	5.8%
5 - 9	5.5%	5.7%	5.2%
10 - 14	5.5%	5.7%	5.2%
15 - 24	11.8%	11.8%	11.7%
25 - 34	15.3%	15.7%	17.1%
35 - 44	15.3%	14.9%	15.2%
45 - 54	12.5%	12.5%	12.4%
55 - 64	11.5%	11.5%	11.4%
65 - 74	9.0%	8.8%	9.0%
75 - 84	5.3%	5.0%	5.1%
85 +	2.1%	2.2%	2.0%
18 +	79.5%	79.1%	80.9%
2010 Population by Sex			
Males	12,478	82,213	199,581
Females	12,553	84,405	204,444
2020 Population by Sex			
Males	14,057	91,048	223,962
Females	14,305	93,354	227,970
2025 Population by Sex			
Males	15,785	95,834	236,020
Females	16,126	98,107	240,098

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 19, 2020



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	25,032	166,618	404,025
White Alone	69.4%	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%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.8%	15.5%	12.4%
Two or More Races	3.7%	3.8%	3.7%
Hispanic Origin	30.4%	30.8%	24.6%
Diversity Index	71.8	73.4	70.9
2020 Population by Race/Ethnicity			
Total	28,362	184,402	451,932
White Alone	63.8%	61.3%	60.3%
Black Alone	5.2%	8.3%	9.8%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	6.6%	5.8%	9.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.4%	19.4%	15.7%
Two or More Races	4.7%	4.7%	4.5%
Hispanic Origin	38.9%	37.9%	30.9%
Diversity Index	78.2	79.6	78.2
2025 Population by Race/Ethnicity			
Total	31,911	193,941	476,117
White Alone	63.6%	58.8%	57.3%
Black Alone	4.9%	8.5%	10.2%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	6.2%	6.1%	10.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	20.3%	21.1%	17.2%
Two or More Races	4.7%	5.0%	4.7%
Hispanic Origin	42.2%	41.4%	33.9%
Diversity Index	79.0	81.6	80.7
2010 Population by Relationship and Household Type			
Total	25,031	166,618	404,025
In Households	99.6%	99.1%	98.7%
In Family Households	80.2%	81.0%	76.6%
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%	7.0%
Nonrelative	4.1%	4.2%	3.5%
In Nonfamily Households	19.4%	18.1%	22.1%
In Group Quarters	0.4%	0.9%	1.3%
Institutionalized Population	0.3%	0.7%	0.6%
Noninstitutionalized Population	0.1%	0.2%	0.7%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	19,746	127,983	321,030
Less than 9th Grade	13.1%	12.1%	10.2%
9th - 12th Grade, No Diploma	6.3%	6.4%	5.9%
High School Graduate	34.2%	30.8%	24.7%
GED/Alternative Credential	2.6%	3.4%	2.7%
Some College, No Degree	13.7%	16.1%	14.6%
Associate Degree	5.9%	5.5%	5.7%
Bachelor's Degree	15.6%	16.0%	20.9%
Graduate/Professional Degree	8.5%	9.6%	15.4%
2020 Population 15+ by Marital Status			
Total	23,169	150,352	374,950
Never Married	40.9%	40.2%	42.6%
Married	40.1%	44.0%	43.0%
Widowed	5.1%	5.4%	4.7%
Divorced	13.8%	10.5%	9.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	15,632	103,947	262,629
Population 16+ Employed	77.8%	80.7%	82.6%
Population 16+ Unemployment rate	22.2%	19.3%	17.4%
Population 16-24 Employed	9.9%	10.9%	10.4%
Population 16-24 Unemployment rate	33.4%	28.0%	27.0%
Population 25-54 Employed	70.7%	68.8%	69.4%
Population 25-54 Unemployment rate	21.2%	18.7%	16.4%
Population 55-64 Employed	13.4%	14.4%	14.0%
Population 55-64 Unemployment rate	19.8%	16.7%	15.4%
Population 65+ Employed	6.0%	5.9%	6.2%
Population 65+ Unemployment rate	17.4%	15.2%	14.1%
2020 Employed Population 16+ by Industry			
Total	12,163	83,857	217,039
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	8.6%	8.8%	7.0%
Manufacturing	6.1%	7.5%	7.2%
Wholesale Trade	1.7%	2.8%	2.4%
Retail Trade	10.0%	8.7%	7.6%
Transportation/Utilities	8.7%	7.6%	5.6%
Information	0.5%	1.1%	1.7%
Finance/Insurance/Real Estate	5.8%	6.9%	8.9%
Services	55.9%	52.7%	55.9%
Public Administration	2.7%	3.8%	3.5%
2020 Employed Population 16+ by Occupation			
Total	12,164	83,856	217,041
White Collar	46.4%	50.0%	59.5%
Management/Business/Financial	9.3%	11.9%	16.5%
Professional	14.9%	16.0%	21.9%
Sales	9.3%	8.5%	8.8%
Administrative Support	12.8%	13.6%	12.2%
Services	30.5%	26.4%	22.3%
Blue Collar	23.1%	23.5%	18.2%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	7.0%	7.4%	5.8%
Installation/Maintenance/Repair	2.3%	2.1%	1.7%
Production	4.6%	5.7%	4.3%
Transportation/Material Moving	9.2%	8.0%	6.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	9,658	62,776	161,212
Households with 1 Person	32.0%	29.5%	32.9%
Households with 2+ People	68.0%	70.5%	67.1%
Family Households	60.4%	62.7%	57.4%
Husband-wife Families	37.1%	38.8%	37.0%
With Related Children	18.5%	18.9%	17.2%
Other Family (No Spouse Present)	23.2%	23.9%	20.3%
Other Family with Male Householder	7.1%	6.8%	5.8%
With Related Children	3.3%	3.4%	2.7%
Other Family with Female Householder	16.1%	17.1%	14.6%
With Related Children	9.9%	10.8%	9.0%
Nonfamily Households	7.6%	7.9%	9.7%
All Households with Children	32.0%	33.4%	29.2%
Multigenerational Households	5.2%	5.1%	4.3%
Unmarried Partner Households	7.3%	7.9%	7.6%
Male-female	6.4%	7.0%	6.7%
Same-sex	1.0%	1.0%	1.0%
2010 Households by Size			
Total	9,658	62,776	161,212
1 Person Household	32.0%	29.5%	32.9%
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%	5.9%
6 Person Household	3.3%	3.1%	2.6%
7 + Person Household	2.8%	2.7%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	9,658	62,776	161,212
Owner Occupied	42.6%	42.9%	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%	57.1%	57.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	87	88
Percent of Income for Mortgage	26.4%	25.6%	25.5%
Wealth Index	57	68	84
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,570	67,293	173,658
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	25,031	166,618	404,025
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	City Lights (8A)	City Lights (8A)	City Lights (8A)
2.	International Marketplace (13A)	International Marketplace	International Marketplace (13A)
3.	City Strivers (11A)	NeWest Residents (13C)	Metro Renters (3B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$20,090,845	\$140,986,482	\$435,699,542
Average Spent	\$1,870.31	\$2,072.84	\$2,437.28
Spending Potential Index	87	97	114
Education: Total \$	\$18,330,617	\$126,564,370	\$389,421,473
Average Spent	\$1,706.44	\$1,860.80	\$2,178.40
Spending Potential Index	95	104	122
Entertainment/Recreation: Total \$	\$27,931,256	\$197,453,681	\$608,241,738
Average Spent	\$2,600.19	\$2,903.05	\$3,402.47
Spending Potential Index	80	89	105
Food at Home: Total \$	\$49,297,592	\$346,804,734	\$1,060,889,410
Average Spent	\$4,589.24	\$5,098.87	\$5,934.55
Spending Potential Index	86	95	111
Food Away from Home: Total \$	\$34,759,970	\$245,443,975	\$759,126,993
Average Spent	\$3,235.89	\$3,608.62	\$4,246.51
Spending Potential Index	86	96	113
Health Care: Total \$	\$45,294,895	\$323,519,017	\$992,065,191
Average Spent	\$4,216.62	\$4,756.51	\$5,549.55
Spending Potential Index	73	83	97
HH Furnishings & Equipment: Total \$	\$18,216,615	\$129,226,073	\$397,955,964
Average Spent	\$1,695.83	\$1,899.94	\$2,226.14
Spending Potential Index	78	87	102
Personal Care Products & Services: Total \$	\$7,989,800	\$56,725,940	\$175,763,924
Average Spent	\$743.79	\$834.01	\$983.21
Spending Potential Index	81	91	107
Shelter: Total \$	\$195,057,597	\$1,364,029,610	\$4,189,015,487
Average Spent	\$18,158.41	\$20,054.54	\$23,433.09
Spending Potential Index	94	104	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,506,850	\$120,234,039	\$371,305,069
Average Spent	\$1,536.66	\$1,767.73	\$2,077.06
Spending Potential Index	66	75	89
Travel: Total \$	\$21,434,989	\$151,452,700	\$465,346,795
Average Spent	\$1,995.44	\$2,226.72	\$2,603.12
Spending Potential Index	83	92	108
Vehicle Maintenance & Repairs: Total \$	\$9,125,495	\$66,055,518	\$204,077,747
Average Spent	\$849.52	\$971.18	\$1,141.60
Spending Potential Index	73	84	98

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.