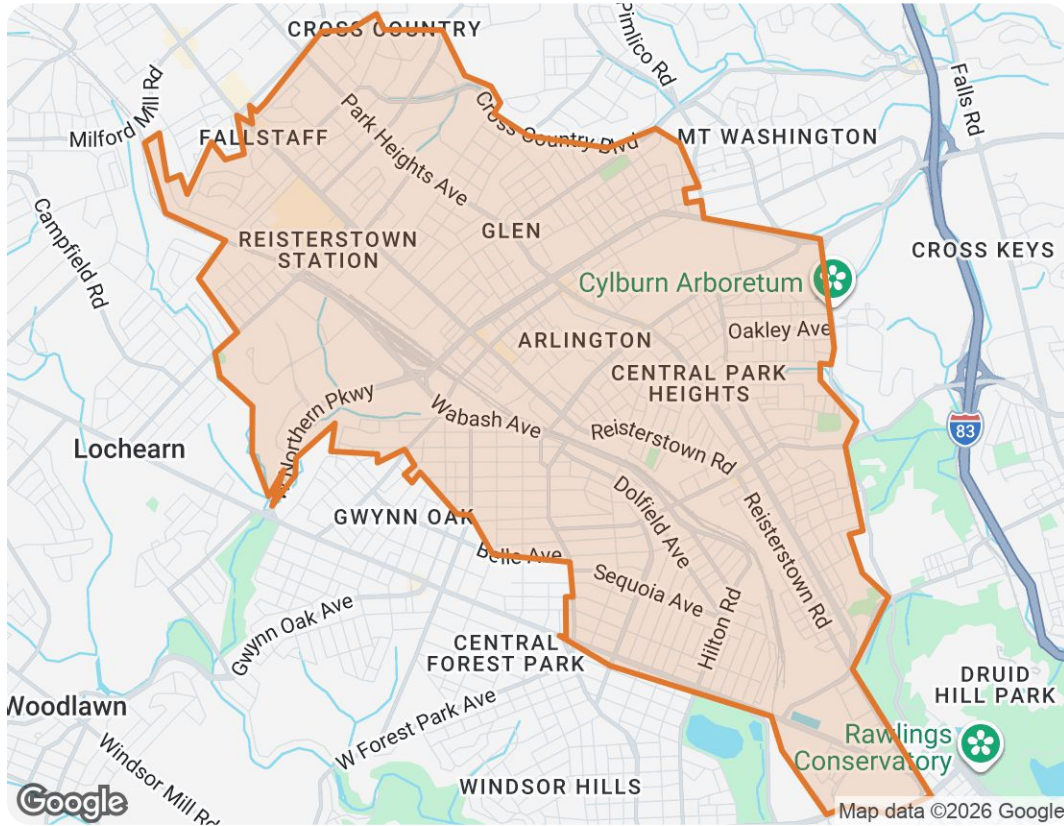


Baltimore, MD 21215



Greg Fisk

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🌐 <https://gfisk.douglasrealty.info/>



Trade Area Summary

Attribute Summary for Baltimore, MD 21215

Median Household Income

\$51,504

Source: 2025/2029 Income (Esri)

Median Age

42.5

Source: 2025/2029 Age: 5 Year Increments (Esri)

Total Population

51,346

Source: 2025 Age: 1 Year Increments (Esri)

1st Dominant Segment

Family Foundations

Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Family Foundations	Independent Cityscape	Modest Income Homes	Legacy Hills	City Strivers
% of Households	6,961 (31.6%)	3,500 (15.9%)	3,477 (15.8%)	2,472 (11.2%)	1,744 (7.9%)
Life Stage Group	Contemporary Households	Contemporary Households	Family Portraits	Mature and Retired Living	Family Portraits
Life Mode Group	Metro Vibes	Urban Threads	Community Connections	Suburban Shine	Urban Harmony
Urbanicity Group(s)	Urban Vicinity Suburb	Urban Core Urban Vicinity Suburb	Urban Core Urban Vicinity Suburb	Urban Core Suburb	Urban Core Urban Vicinity
Residence Type	Single Family	Multi-Units, Single Family	Single Family	Single Family, Multi-Units	Multi-Units, Single Family
Household Type	Married Couples, Singles Living Alone, Singles w/ Relatives	Singles living alone; singles with roommates	Singles Living Alone, Married Couples, Singles w/ Relatives	Singles Living Alone, Married Couples w/No Kids	Married Couples, Singles Living Alone, Singles w/ Relatives
Average Household Size	2.5	2.06	2.45	2	2.75
Median Age	41	39.3	37.1	45.6	38.5
Diversity Index	52.7	72.4	55.5	58.9	71.2
Median Household Income	\$58,089	\$26,555	\$35,121	\$55,927	\$76,919
Median Net Worth	\$131,285	\$11,809	\$18,675	\$87,823	\$102,849
Homeownership	66%	24%	47%	49%	44%
Rent Burdened Households	42%	44%	46%	40%	45%
Labor Force Participation Rate	59%	47%	51%	56%	64%
Unemployment Rate	7%	10%	11%	4%	7%
% with Bachelor's Degree or Higher	23%	16%	12%	31%	29%
Lifestyle Patterns	These residents tend to shop at discount stores. Residents frequently visit nail salons and purchase hair care products for home use.	Residents often shop at nearby discount and convenience stores, especially those offering loyalty points. Consumers are willing to switch brands to use coupons and buy generic products to save money.	Residents tend to shop at discount supermarkets and stores. Dining out is often at fast food restaurants, and convenience stores are popular for quick purchases.	They tend to shop locally, especially for toys and games. Residents have insurance and regular access to medical providers.	Residents tend to shop at both high-end and warehouse stores, with a strong inclination toward athletic apparel. Personal care services are a priority for spending.

Consumer Segment Details

About this segment

Family Foundations

Ranked

1st

dominant segment
for this area

In this area

31.6%

of households fall
into this segment

In the United States

1.1%

of households fall
into this segment

Who Are They?

Residents in this segment reside largely in suburbs in the South, and many commute to another county for work. Most households are occupied by a single person, a married couple without children, or a combined family without couples or children. Adult children living with their parents are not uncommon; there is a higher rate of multigenerational households. There are more female than male householders. Many residents have some college education, though high school completion rates are lower than the national average. Most households earn middle-tier incomes and employment is largely in government, health care, and retail sectors. Social security and other forms of public assistance are key sources of support. Residents typically own homes built before 1990, with most valued under \$200,000.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Vicinity
- **Median home value:** \$183,266
- **Homeownership rate:** 65.6%
- **Rent burdened households (American Community Survey 2019-2023):** 42.0%
- **Labor force participation rate:** 58.9%
- **Unemployment rate:** 7.2%

Key Statistics

- **Median age:** 41.0
- **Median household size:** 2.50
- **Predominant household structure (Census 2020):** Married couples; singles living alone; singles with relatives
- **Median household income:** \$58,089
- **Median net worth:** \$131,285
- **Percentage of individuals with completion of a bachelor's degree or higher:** 23.2%

Lifestyle Patterns

- These residents tend to shop at discount stores.
- Residents frequently visit nail salons and purchase hair care products for home use.
- Households tend to have multiple TVs and subscribe to premium channels. They opt for newspapers over digital media, and many maintain a landline at home.
- Religion often influences various aspects of these residents' lives, including listening to gospel and faith-centered music genres.

Baltimore, MD 21215

Consumer Segment Details

About this segment

Independent Cityscape

Ranked

2nd

dominant segment
for this area

In this area

15.9%

of households fall
into this segment

In the United States

0.7%

of households fall
into this segment

Who Are They?

Members of these communities often reside in the centers of large metropolitan cities in the South and Midwest, with many also living in the suburbs. Households are mainly single individuals, female single parents raising young children, or family households without couples or children. Over half of individuals have never married, and divorce rates are high among those who have. More than half of households earn low-tier incomes, often supported by social security and other forms of public assistance. Most residents are employed at workplaces within a half-hour commute, and driving is the primary means of commuting. Housing units are typically older low-rise and high-rise apartments built before 1990. Rent is low relative to the national average, as are home values.

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb; Urban Vicinity
- **Median home value:** \$152,321
- **Homeownership rate:** 23.6%
- **Rent burdened households (American Community Survey 2019-2023):** 44.1%
- **Labor force participation rate:** 46.7%
- **Unemployment rate:** 10.3%

Key Statistics

- **Median age:** 39.3
- **Median household size:** 2.06
- **Predominant household structure (Census 2020):** Singles living alone; singles with roommates
- **Median household income:** \$26,555
- **Median net worth:** \$11,809
- **Percentage of individuals with completion of a bachelor's degree or higher:** 16.1%

Lifestyle Patterns

- Residents often shop at nearby discount and convenience stores, especially those offering loyalty points.
- Consumers are willing to switch brands to use coupons and buy generic products to save money.
- Radio and TV, including streaming options, are popular sources of sports entertainment. Some opt for reading a paper copy of their local newspaper.
- When in a hurry, they opt for fast food or quick, frozen meals, but they generally prepare homemade meals.

Consumer Segment Details

About this segment

Modest Income Homes

Ranked

3rd

dominant segment
for this area

In this area

15.8%

of households fall
into this segment

In the United States

1.3%

of households fall
into this segment

Who Are They?

These neighborhoods are situated throughout the Midwest and South, with most residents living in and around urban centers and in the suburbs. Many households consist of married couples without children or single-parent, female-headed households. A substantial number are single individuals living alone, and a significant portion of the population is under 18. Household income is distributed across low and middle tiers, with most households earning under \$50,000 annually. Many working-age residents are employed in food preparation, health-care support, building maintenance, production, or transportation and material moving occupations. A significant number of homes were built before 1970, and there is a notable percentage of unoccupied properties. Most properties are valued under \$100,000.

Key Statistics

- **Median age:** 37.1
- **Median household size:** 2.45
- **Predominant household structure (Census 2020):** Singles living alone; married couples; singles with relatives
- **Median household income:** \$35,121
- **Median net worth:** \$18,675
- **Percentage of individuals with completion of a bachelor's degree or higher:** 12.4%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Vicinity; Urban Core
- **Median home value:** \$80,736
- **Homeownership rate:** 46.9%
- **Rent burdened households (American Community Survey 2019-2023):** 46.1%
- **Labor force participation rate:** 50.6%
- **Unemployment rate:** 10.5%

Lifestyle Patterns

- Residents tend to shop at discount supermarkets and stores.
- Dining out is often at fast food restaurants, and convenience stores are popular for quick purchases.
- They watch TV using cable or streaming services, follow professional basketball games, and read magazines for news and entertainment.
- Residents use their cell phones for accessing news and entertainment as well as connecting with family and friends and using digital payment services.

Consumer Segment Details

About this segment

Legacy Hills

Ranked

4th

dominant segment
for this area

In this area

11.2%

of households fall
into this segment

In the United States

1.7%

of households fall
into this segment

Who Are They?

These neighborhoods are scattered nationwide, with above-average concentrations in the Midwest and South. Residents live in suburbs near metro areas with populations of 500,000 or more. Most residents are aged 45 and above, and a notable portion are either widowed or divorced, contributing to a high number of single-person households and smaller average household sizes. There is also a notable presence of this segment in small and remote towns and micropolitan areas, and many residents, particularly renters, have moved into these neighborhoods more recently. There are a higher-than-average number of workers in social service occupations. Homes are valued between \$150,000 and \$300,000. Half of the homes are single-family units, many constructed between 1950 and 1990, and the rest are a mix of low-rise and high-rise apartment complexes.

Key Statistics

- **Median age:** 45.6
- **Median household size:** 2.00
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** \$55,927
- **Median net worth:** \$87,823
- **Percentage of individuals with completion of a bachelor's degree or higher:** 30.7%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Core
- **Median home value:** \$254,916
- **Homeownership rate:** 49.4%
- **Rent burdened households (American Community Survey 2019-2023):** 39.9%
- **Labor force participation rate:** 55.9%
- **Unemployment rate:** 4.4%

Lifestyle Patterns

- They tend to shop locally, especially for toys and games.
- Residents have insurance and regular access to medical providers.
- Residents listen to the radio and read magazines. Popular TV subjects include travel, bowling, and golf. While cell phone use is common, many have a landline.
- These individuals have a less prominent online presence compared to other segments.

Consumer Segment Details

About this segment

City Strivers

Ranked

5th

dominant segment
for this area

In this area

7.9%

of households fall
into this segment

In the United States

0.6%

of households fall
into this segment

Who Are They?

These neighborhoods are among the most densely populated, often located in and around urban centers and in the suburbs of major metropolises such as New York, Boston, Washington, D.C., and Chicago. The population is young, and many residents were born outside the U.S. The community is a blend of family households, married couples, single parents with younger or adult children, and single-person households. A sizable proportion of households are multigenerational. Households typically earn middle-tier incomes, and some are supported by social security and other forms of public assistance. More than half of individuals have some college education or have completed a degree. Residents work in a variety of professional and service jobs, and nearly a quarter commute 60 minutes or more.

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Urban Vicinity
- **Median home value:** \$574,714
- **Homeownership rate:** 43.7%
- **Rent burdened households (American Community Survey 2019-2023):** 44.9%
- **Labor force participation rate:** 63.6%
- **Unemployment rate:** 6.6%

Lifestyle Patterns

- Residents tend to shop at both high-end and warehouse stores, with a strong inclination toward athletic apparel.
- Personal care services are a priority for spending.
- Individuals often listen to the radio and watch TV, and they use ride-sharing services and digital payment platforms extensively.
- They follow sports, especially basketball and soccer.

Key Statistics

- **Median age:** 38.5
- **Median household size:** 2.75
- **Predominant household structure (Census 2020):** Married couples; singles living alone; singles with relatives
- **Median household income:** \$76,919
- **Median net worth:** \$102,849
- **Percentage of individuals with completion of a bachelor's degree or higher:** 29.3%

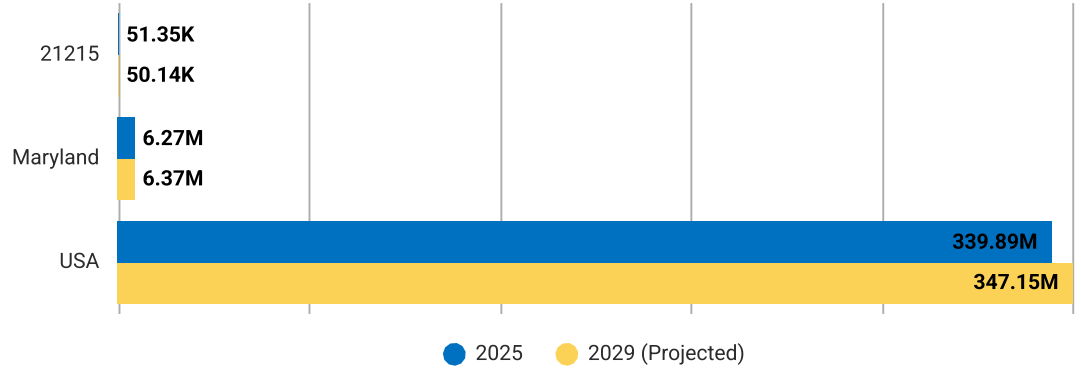
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

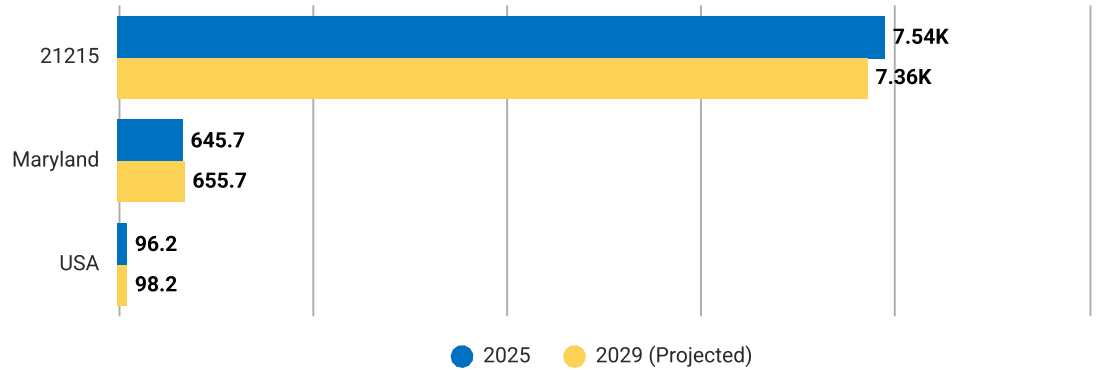
Total Population

This chart shows the total population in an area, compared with other geographies.



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Baltimore, MD 21215

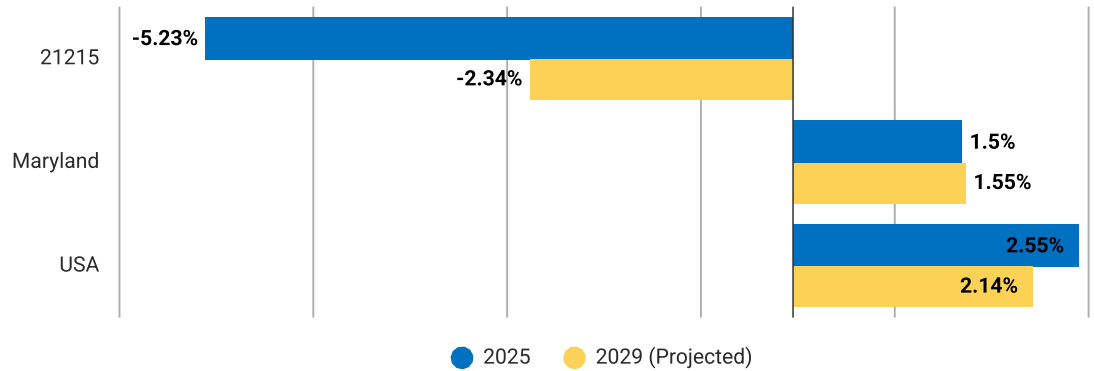
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



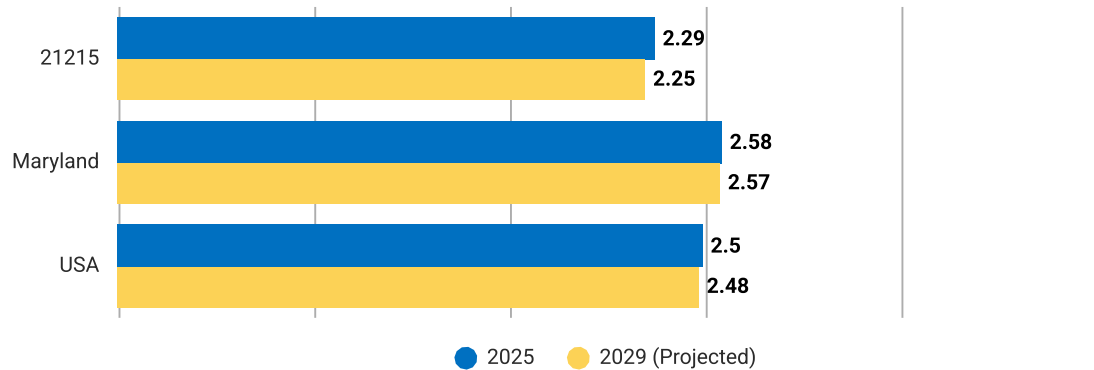
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



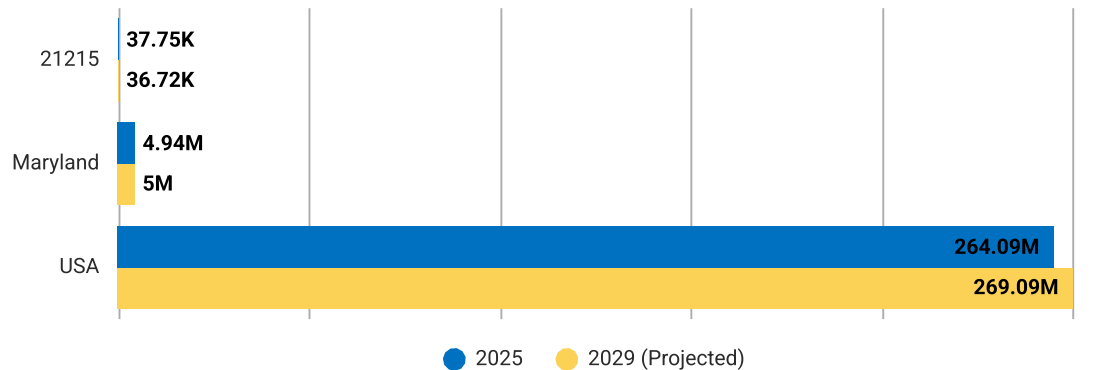
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



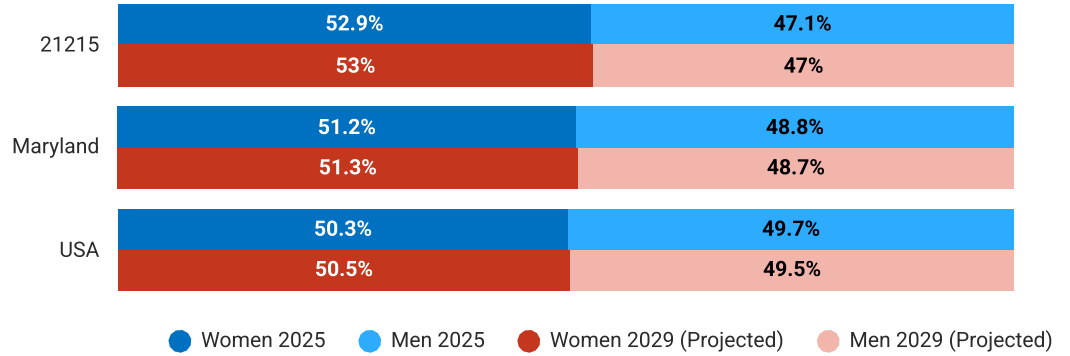
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



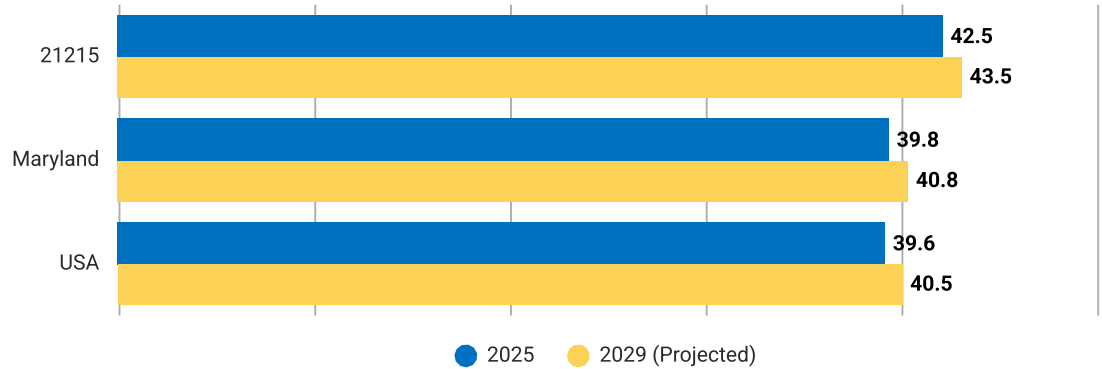
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

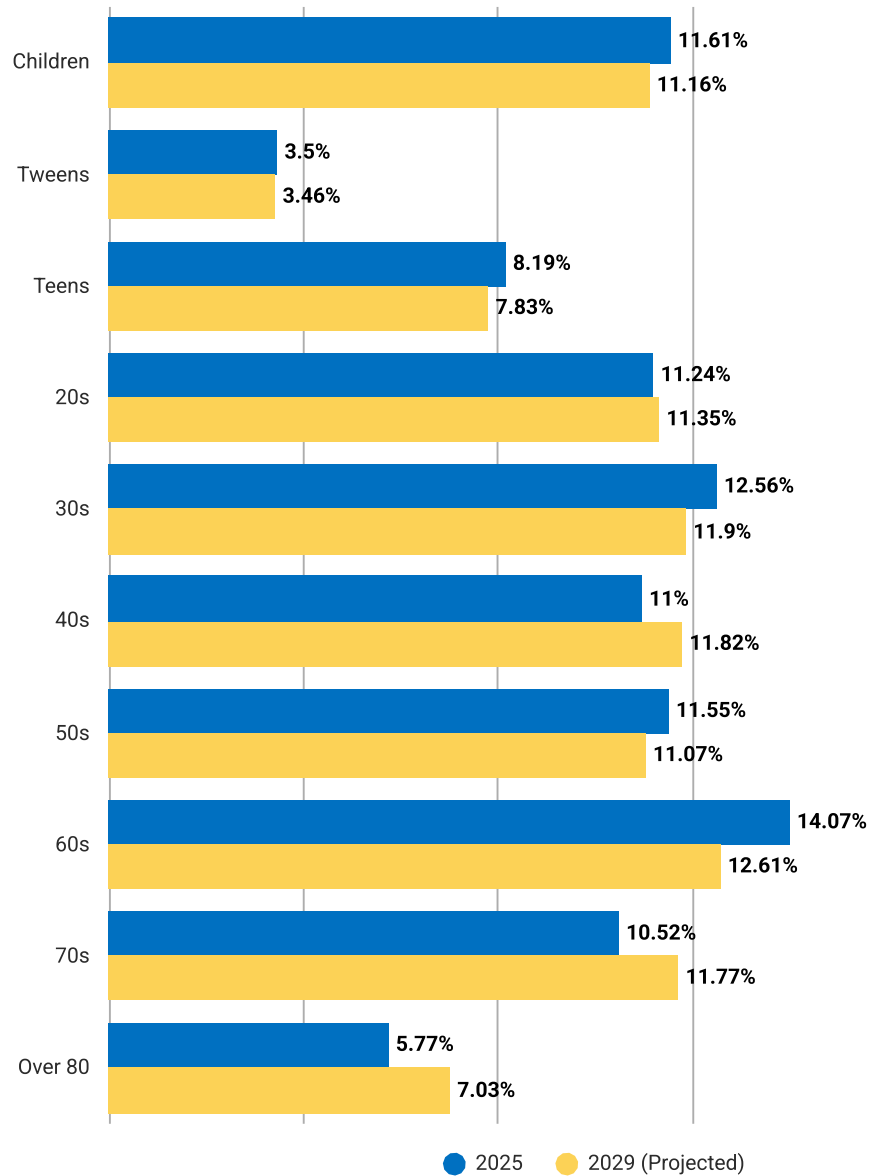
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



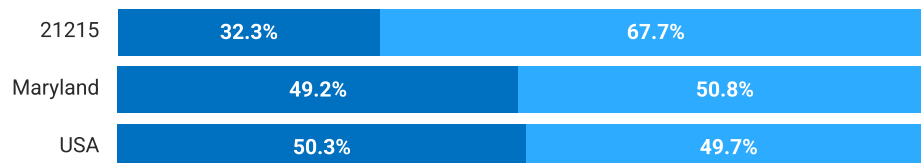
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



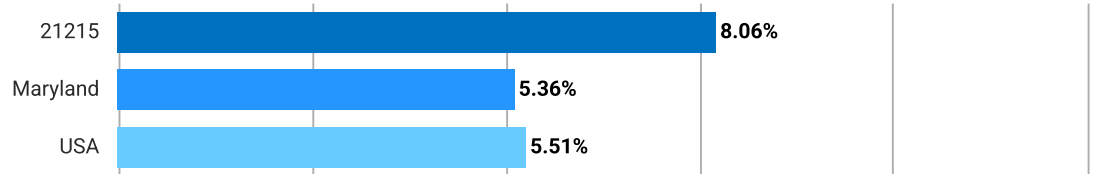
Married

This chart shows the number of people in an area who are married, compared with other geographies.



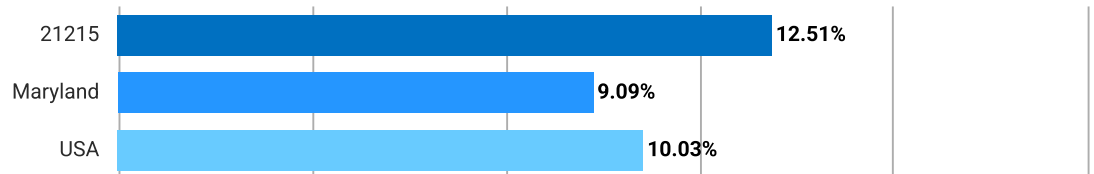
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



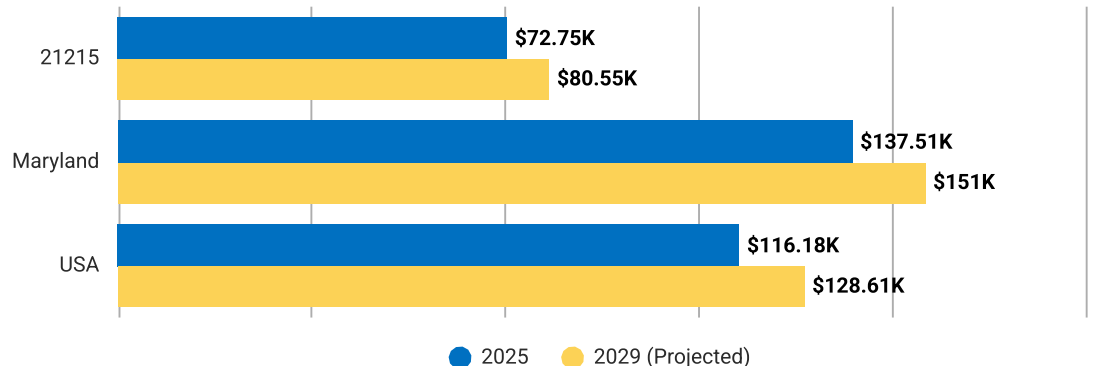
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Average Household Income

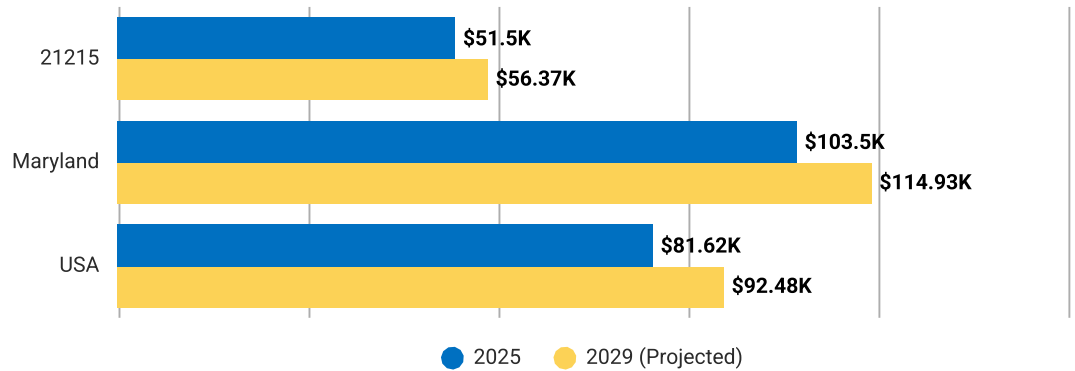
This chart shows the average household income in an area, compared with other geographies.



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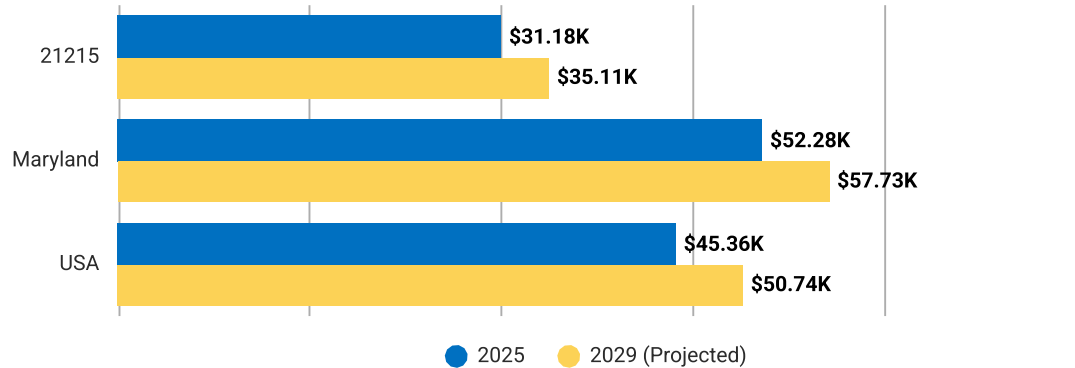
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



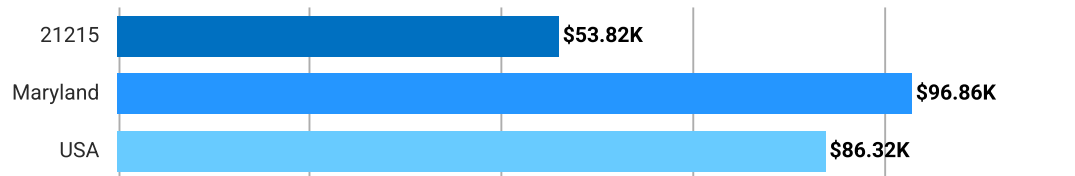
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



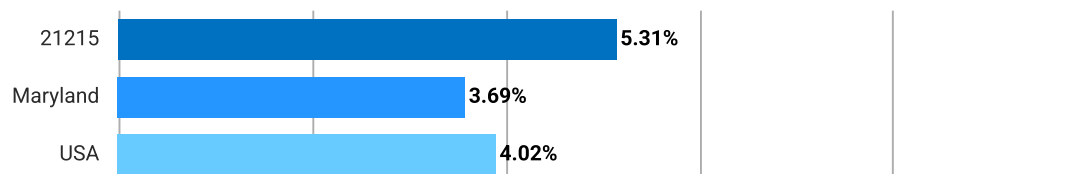
Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Less than 9th Grade

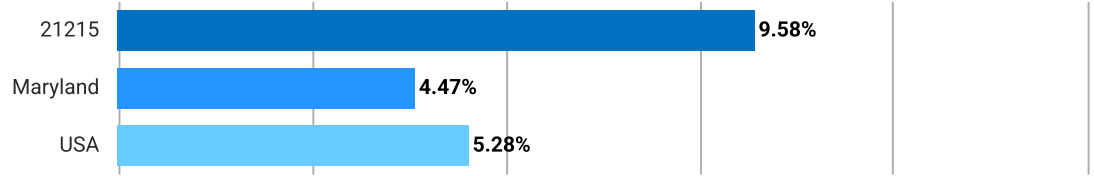
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



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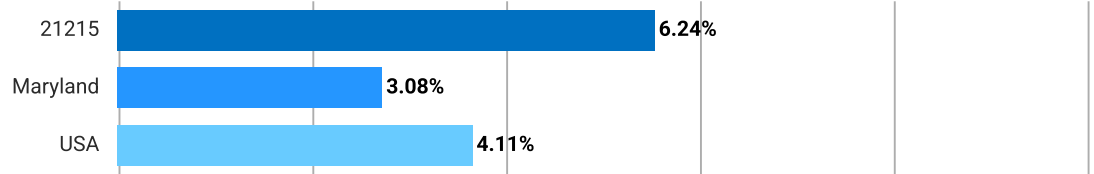
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



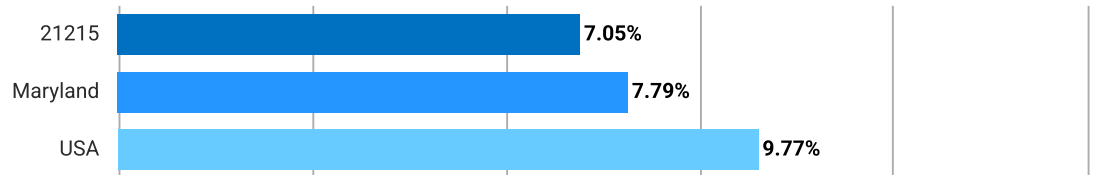
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



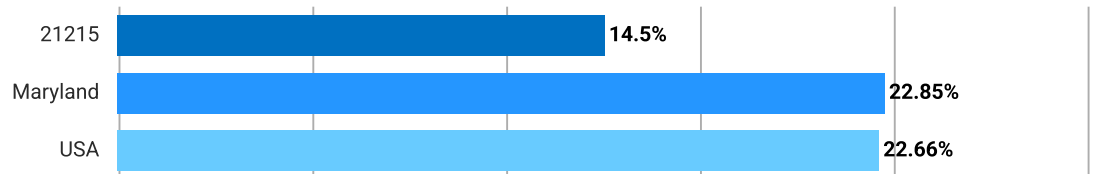
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Bachelor's Degree

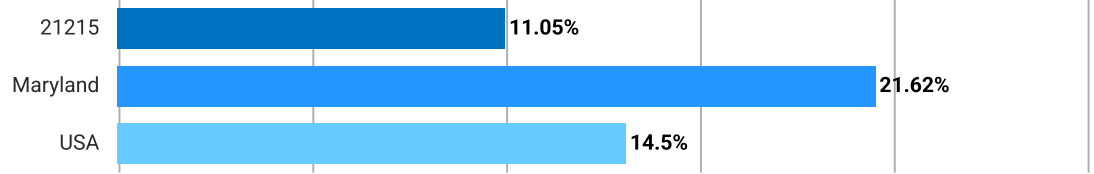
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Baltimore, MD 21215

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

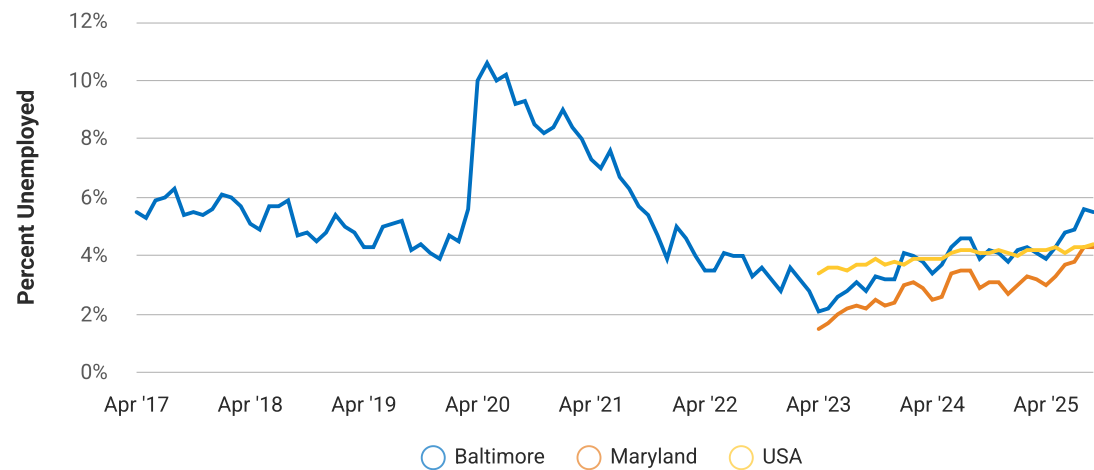


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

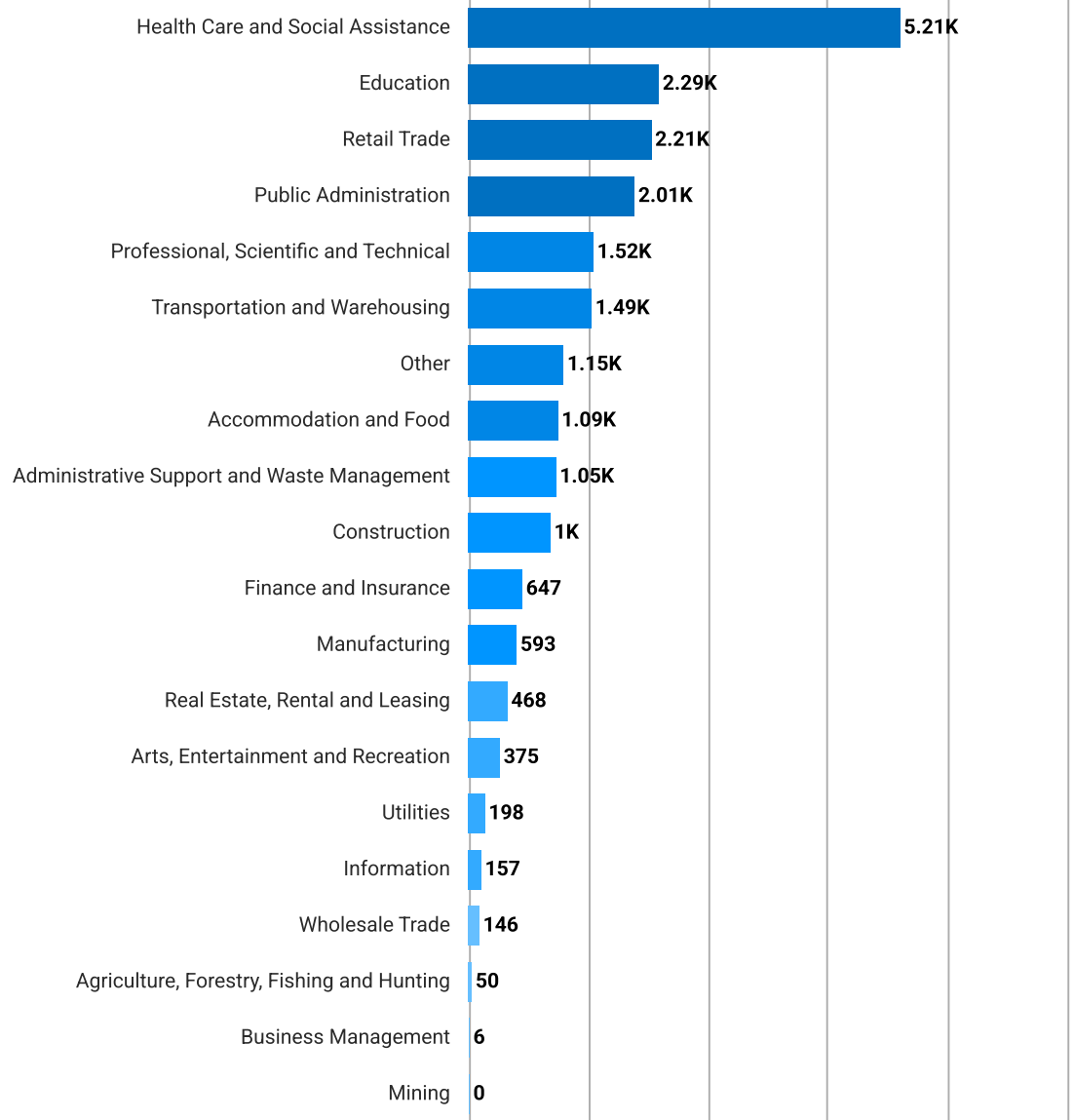


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



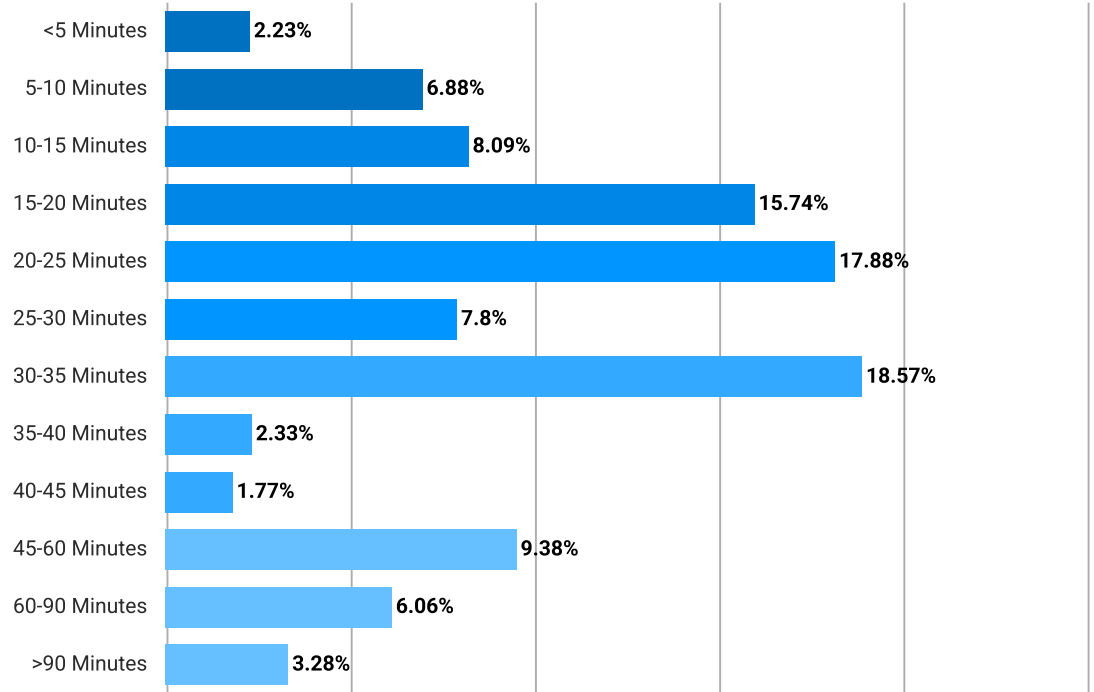
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

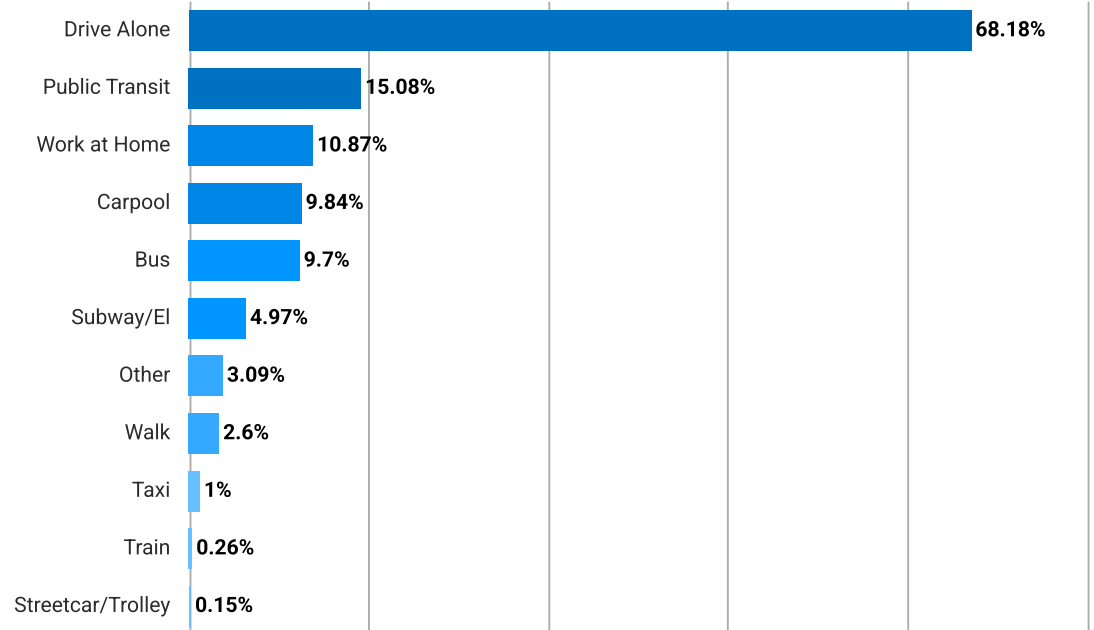


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

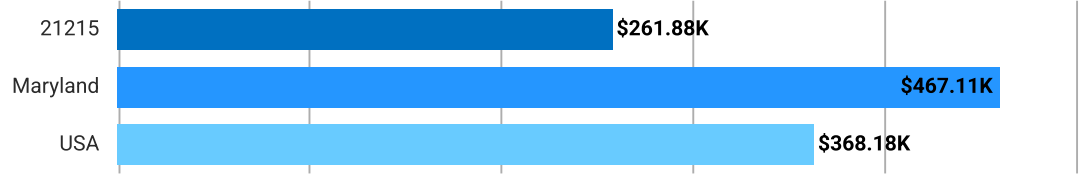
Update Frequency: Annually



Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

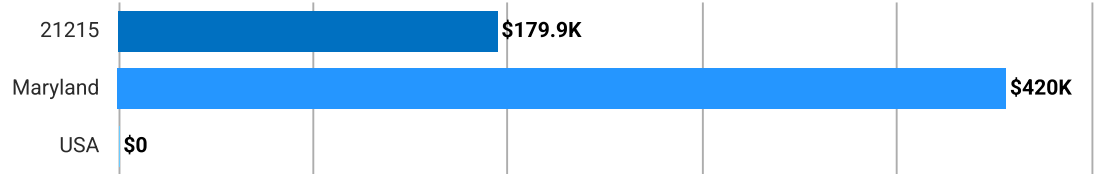


Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

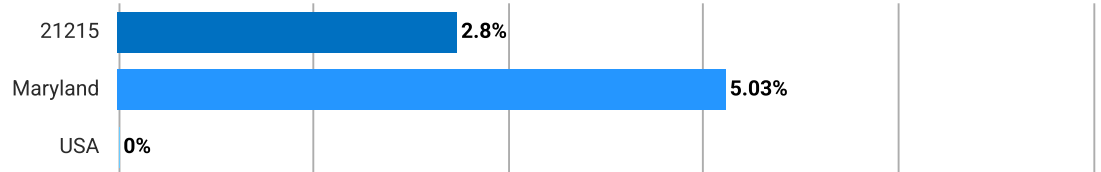


Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

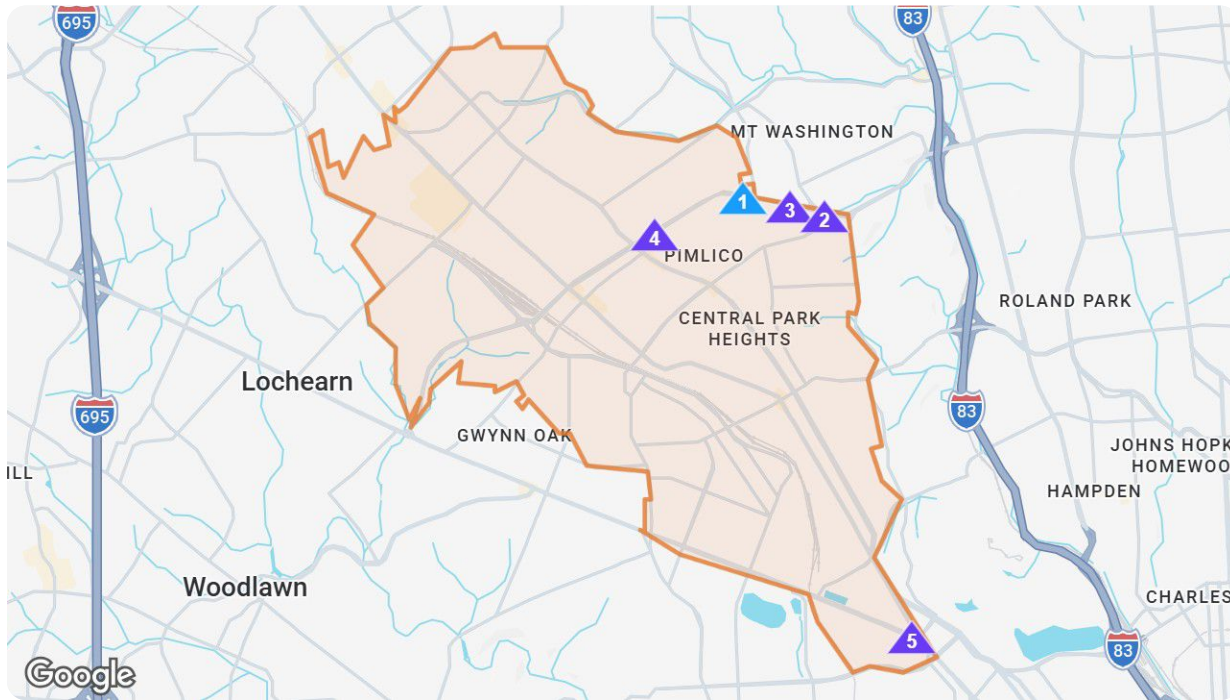
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

▲ **53,877**

West Northern Parkway

2025 Est. daily traffic counts

Cross: Rusk Ave

Cross Dir: NE

Distance: -

Historical counts

Year	▲	Count	Type
2017	▲	53,370	AADT

▲ **49,022**

W Northern Pkwy

2025 Est. daily traffic counts

Cross: Greenspring Ave

Cross Dir: E

Distance: 0.04 miles

Historical counts

Year	▲	Count	Type
2012	▲	46,551	AADT
2003	▲	50,550	AADT
2002	▲	49,975	AADT

▲ **44,435**

2025 Est. daily traffic counts

Cross: -

Cross Dir: -

Distance: -

Historical counts

Year	▲	Count	Type
2020	▲	44,173	AADT

▲ **39,819**

Northern Pkwy

2025 Est. daily traffic counts

Cross: Hamlin Ave

Cross Dir: NE

Distance: 0.01 miles

Historical counts

Year	▲	Count	Type
2005	▲	38,881	AADT
1995	▲	25,700	AADT

▲ **37,729**

Liberty Heights Ave

2025 Est. daily traffic counts

Cross: Fallo Dr

Cross Dir: W

Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2012	▲	37,152	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

About RPR

- RPR[®] is the nation's largest property database, exclusively for REALTORS[®]. It empowers REALTORS[®] to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS[®] and a member benefit to REALTORS[®].
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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