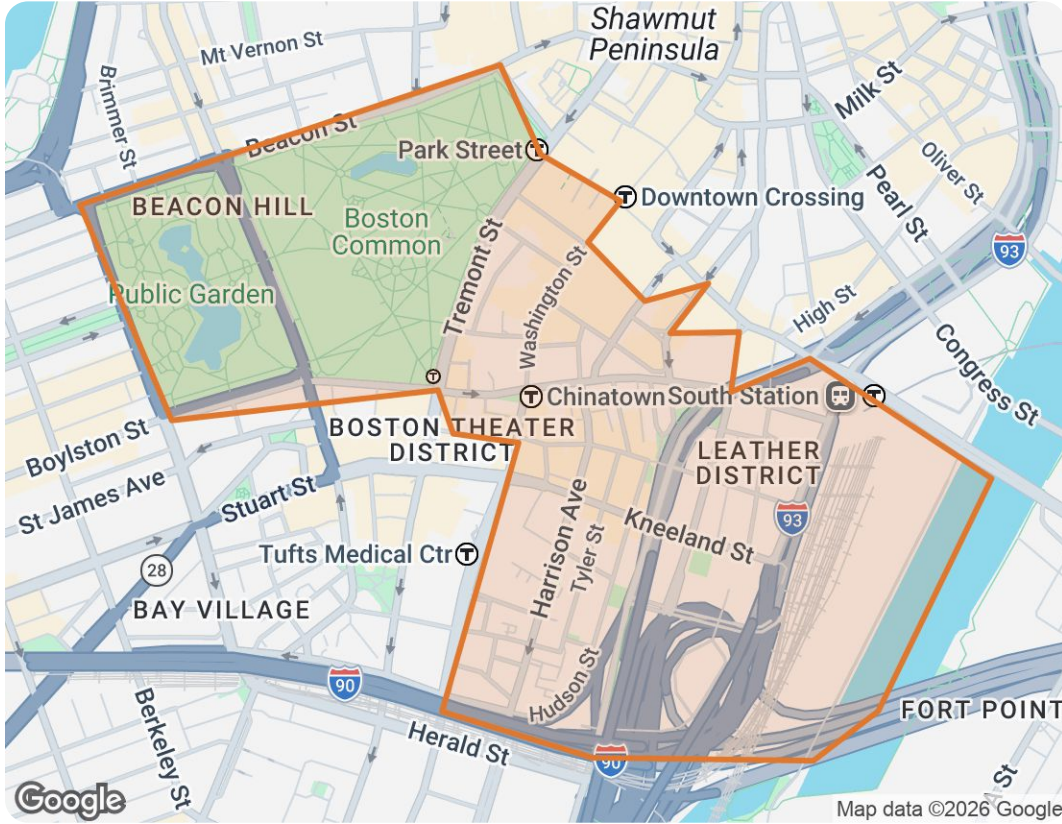


Boston, MA 02111



Joan Barker

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Melrose

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Melrose, MA 02176

Trade Area Summary

Attribute Summary for Boston, MA 02111

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$88,080	32.6	10,076	Metro Renters
Source: 2025/2029 Income (Esri)	Source: 2025/2029 Age: 5 Year Increments (Esri)	Source: 2025 Age: 1 Year Increments (Esri)	Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Metro Renters	Laptops and Lattes	High Rise Renters	Trendsetters	Social Security Set
% of Households	1,856 (42.5%)	1,386 (31.7%)	422 (9.7%)	334 (7.6%)	250 (5.7%)
Life Stage Group	Contemporary Households	Contemporary Households	Family Portraits	Contemporary Households	Contemporary Households
Life Mode Group	Tech Trailblazers	Tech Trailblazers	Urban Harmony	Tech Trailblazers	Urban Threads
Urbanicity Group(s)	Urban Core	Urban Core	Urban Core	Urban Core Suburb	Urban Core Suburb
Residence Type	High Rises	Multi-Units	High Rises	Multi-Units	High Rises
Household Type	Singles Living Alone	Singles Living Alone, Married Couples w/No Kids	Singles Living Alone, Married Couples, Singles w/ Relatives	Singles Living Alone, Married Couples	Singles Living Alone
Average Household Size	1.6	1.95	2.55	2.18	1.69
Median Age	32.9	36.2	35.7	37.4	49.5
Diversity Index	70.3	67.1	86.7	84.7	79.7
Median Household Income	\$94,766	\$145,759	\$37,607	\$86,061	\$31,425
Median Net Worth	\$51,079	\$233,707	\$12,087	\$69,698	\$12,979
Homeownership	16%	36%	6%	26%	17%
Rent Burdened Households	33%	29%	46%	41%	41%
Labor Force Participation Rate	79%	80%	54%	72%	44%
Unemployment Rate	3%	3%	10%	5%	7%
% with Bachelor's Degree or Higher	74%	79%	19%	52%	30%
Lifestyle Patterns	Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products. They tend to go to movies, musicals, theater, bars, clubs, and museums.	Consumers tend to shop online for clothing, groceries, household essentials, and other goods. Residents spend money on travel, entertainment, fine dining, and fashion.	These residents rely on public transportation, laundromats, and convenience stores, and food delivery services are popular. Residents often send what they can to support family members abroad.	Digital payment services and online transactions, including ride share and food delivery apps, are widely used. They tend to purchase imported beer, organic and natural products, and nondairy milk. Many adhere to specific diets, such as vegetarianism.	Individuals frequently use services like laundromats and convenience stores for daily needs. Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.

Consumer Segment Details

About this segment

Metro Renters

Ranked
1st
dominant segment
for this area

In this area
42.5%
of households fall
into this segment

In the United States
2.0%
of households fall
into this segment

Who Are They?

Located mainly in the centers of major metropolitan areas, these neighborhoods are composed of highly educated young professionals in their 20s and 30s, many of whom were born outside the U.S. Residents often live alone, cohabitate with partners, or share space with roommates. The majority hold a bachelor's degree or higher, and a significant portion are enrolled in college. They work in professional or management positions with upper-tier incomes. Most homes are rented in buildings with 20 or more units, many of which have been constructed since 2010. Working from home is common. These areas also experience significant daytime population growth as hubs for workplaces, restaurants, and entertainment. Walking, ridesharing, or public transportation are common for commuting.

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core
- **Median home value:** \$566,069
- **Homeownership rate:** 15.8%
- **Rent burdened households (American Community Survey 2019-2023):** 33.0%
- **Labor force participation rate:** 78.8%
- **Unemployment rate:** 3.1%

Key Statistics

- **Median age:** 32.9
- **Median household size:** 1.60
- **Predominant household structure (Census 2020):** Singles living alone
- **Median household income:** \$94,766
- **Median net worth:** \$51,079
- **Percentage of individuals with completion of a bachelor's degree or higher:** 73.6%

Lifestyle Patterns

- Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products.
- They tend to go to movies, musicals, theater, bars, clubs, and museums.
- These residents tend to use the internet for banking, digital payments, social media, shopping, and reading digital newspapers.
- They frequently travel both domestically and internationally.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



Consumer Segment Details

About this segment

Laptops and Lattes

Ranked
2nd
dominant segment
for this area

In this area
31.7%
of households fall
into this segment

In the United States
1.8%
of households fall
into this segment

Who Are They?

These neighborhoods are located in and around the largest, most densely populated metropolises in the country. Residents are young, and many live alone, with roommates, or as unmarried couples. One in three individuals aged 25 and older holds a graduate degree. They work in management, business, and computer-related fields in the technology, finance, health, and education sectors and earn upper-tier incomes. They may also make money through investments, rental properties, or operating their own businesses. Members of this segment generally rent property in mid- to high-rise buildings, with a mix of new construction and renovated units built before 1950. This is the most expensive market to rent or own housing relative to typical incomes. Commutes are often long; this segment ranks the highest for remote working.

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core
- **Median home value:** \$918,816
- **Homeownership rate:** 35.9%
- **Rent burdened households (American Community Survey 2019-2023):** 29.3%
- **Labor force participation rate:** 79.6%
- **Unemployment rate:** 3.2%

Key Statistics

- **Median age:** 36.2
- **Median household size:** 1.95
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** \$145,759
- **Median net worth:** \$233,707
- **Percentage of individuals with completion of a bachelor's degree or higher:** 78.6%

Lifestyle Patterns

- Consumers tend to shop online for clothing, groceries, household essentials, and other goods.
- Residents spend money on travel, entertainment, fine dining, and fashion.
- They frequently listen to podcasts, buy physical books, and follow news websites, and they tend to own the latest electronics and accessories.
- Residents schedule regular medical appointments, emphasize healthy eating, and integrate exercise into their routines.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**





Consumer Segment Details

About this segment

High Rise Renters

Ranked
3rd
dominant segment
for this area

In this area
9.7%
of households fall
into this segment

In the United States
0.6%
of households fall
into this segment

Who Are They?

Found mainly in the Northeast, these neighborhoods are among the highest in population density and are located in the urban centers of major hubs, such as New York City. These residents are typically young, and households include a mix of single-person households, married couples, and nontraditional households. Multigenerational and female-headed, single-parent households are also common. Many residents were born outside the U.S., and rates of linguistic isolation are high. Households typically earn low-tier incomes, often supported by social security and other forms of public assistance. Employment is common in administrative support roles or service professions. Most residents are renters living in high-rise apartments built around the 1950s or earlier. While rents are lower than the national average, they still represent a significant portion of residents' budgets.

Key Statistics

- **Median age:** 35.7
- **Median household size:** 2.55
- **Predominant household structure (Census 2020):** Singles living alone; married couples; singles with relatives
- **Median household income:** \$37,607
- **Median net worth:** \$12,087
- **Percentage of individuals with completion of a bachelor's degree or higher:** 19.0%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core
- **Median home value:** \$493,601
- **Homeownership rate:** 5.7%
- **Rent burdened households (American Community Survey 2019-2023):** 46.4%
- **Labor force participation rate:** 54.2%
- **Unemployment rate:** 9.7%

Lifestyle Patterns

- These residents rely on public transportation, laundromats, and convenience stores, and food delivery services are popular.
- Residents often send what they can to support family members abroad.
- Mobile devices play a significant role in providing entertainment and information. While cell phones are ubiquitous, landlines remain in use.
- Many are primary caregivers to elderly family members.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



Consumer Segment Details

About this segment

Trendsetters

Ranked
4th
dominant segment
for this area

In this area
7.6%
of households fall
into this segment

In the United States
1.3%
of households fall
into this segment

Who Are They?

Nearly all residents in this segment reside in or near metropolitan areas with dense urban populations exceeding 2.5 million. Half of the segment is aged 25 to 44 and many are unmarried. Bachelor's and graduate degrees are common, and most have completed at least some college education. More than a quarter of the population was born outside the U.S., with many having immigrated in the last decade. Many are employed in professional jobs in industries like technology, health care, and education. Some work from home. Most homes are rented, many in multiunit structures. Of the homes that are owned, nearly three-quarters are valued over \$500,000. Over half of workers have lengthy commutes of at least 30 minutes, and use of public transportation is common.

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb
- **Median home value:** \$741,526
- **Homeownership rate:** 25.7%
- **Rent burdened households (American Community Survey 2019-2023):** 40.9%
- **Labor force participation rate:** 71.5%
- **Unemployment rate:** 5.3%

Key Statistics

- **Median age:** 37.4
- **Median household size:** 2.18
- **Predominant household structure (Census 2020):** Singles living alone; married couples
- **Median household income:** \$86,061
- **Median net worth:** \$69,698
- **Percentage of individuals with completion of a bachelor's degree or higher:** 52.4%

Lifestyle Patterns

- Digital payment services and online transactions, including ride share and food delivery apps, are widely used.
- They tend to purchase imported beer, organic and natural products, and nondairy milk. Many adhere to specific diets, such as vegetarianism.
- Nearly all households own a computer, often essential for work.
- Residents tend to incorporate exercise into their daily routine. They often engage with their communities through fundraising, local politics, and other activities.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Consumer Segment Details

About this segment

Social Security Set

Ranked
5th
dominant segment
for this area

In this area
5.7%
of households fall
into this segment

In the United States
0.8%
of households fall
into this segment

Who Are They?

These neighborhoods are primarily located in the downtown urban cores of the largest metropolitan areas, and residents often live in low-rent, older high-rise buildings near centers of economic activity with heavy daytime traffic. The population is older, often widowed or divorced, and there is a higher proportion of single-person households in these communities than any other segment. Rates of recent immigration are high, and many speak a language other than English as their first language. Income disparities are notable, with many residents supported by social security and other forms of public assistance, while a significant portion of the population earns middle-tier incomes. Homeowners spend a large portion of their income on housing costs, and many households do not own a vehicle.

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb
- **Median home value:** \$333,286
- **Homeownership rate:** 16.6%
- **Rent burdened households (American Community Survey 2019-2023):** 41.0%
- **Labor force participation rate:** 44.0%
- **Unemployment rate:** 6.6%

Key Statistics

- **Median age:** 49.5
- **Median household size:** 1.69
- **Predominant household structure (Census 2020):** Singles living alone
- **Median household income:** \$31,425
- **Median net worth:** \$12,979
- **Percentage of individuals with completion of a bachelor's degree or higher:** 30.4%

Lifestyle Patterns

- Individuals frequently use services like laundromats and convenience stores for daily needs.
- Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.
- Not everyone has a smartphone, and while print media remains popular, digital newspapers are the primary source for news.
- For TV entertainment, residents seek world news and foreign-language channels.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

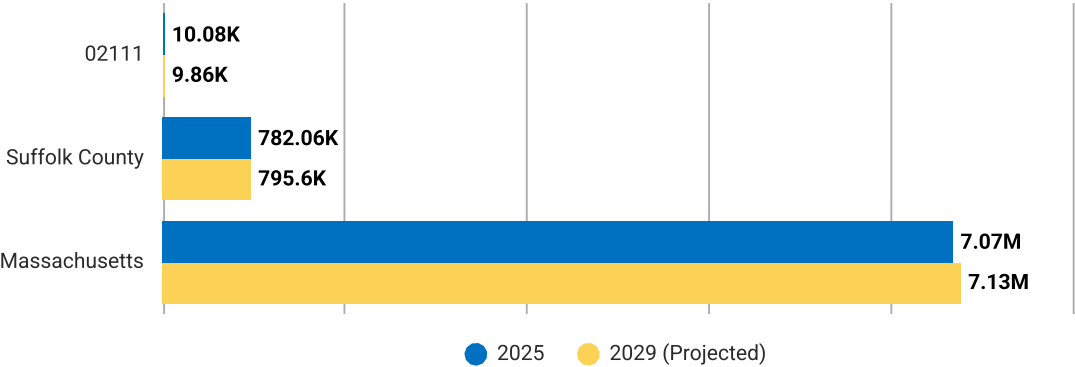
Population

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

Update Frequency: Annually

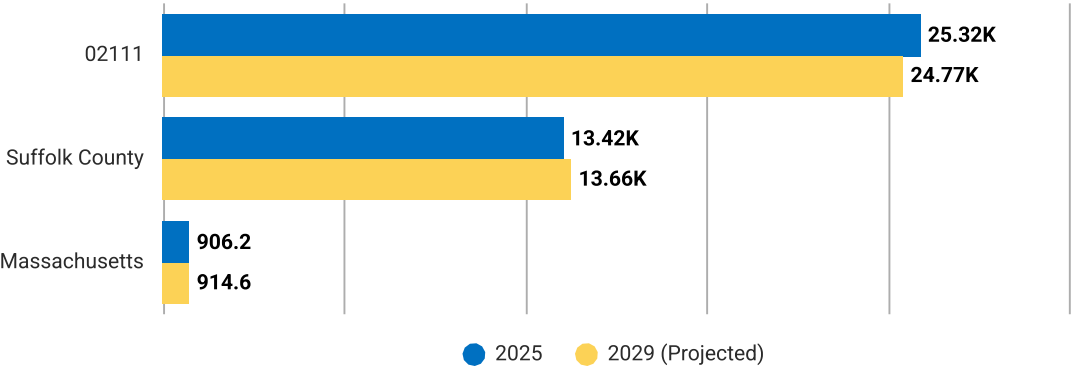
Total Population

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.





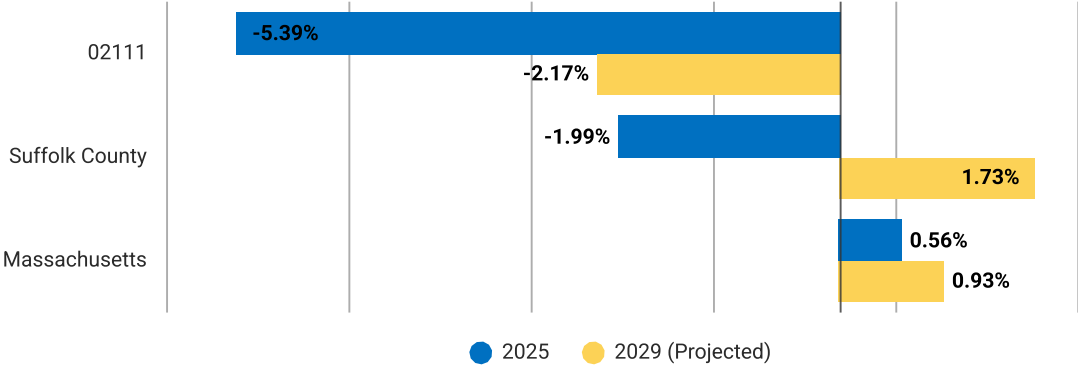
Daytime Population Density

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.



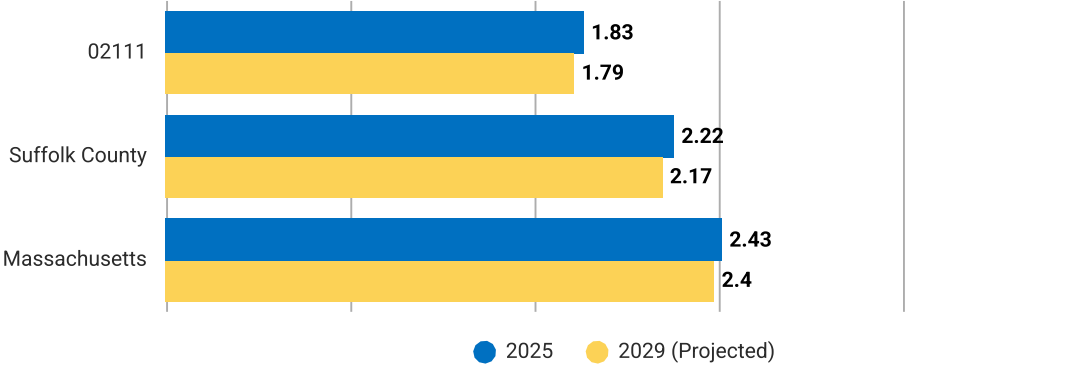
Population Change Since 2020

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



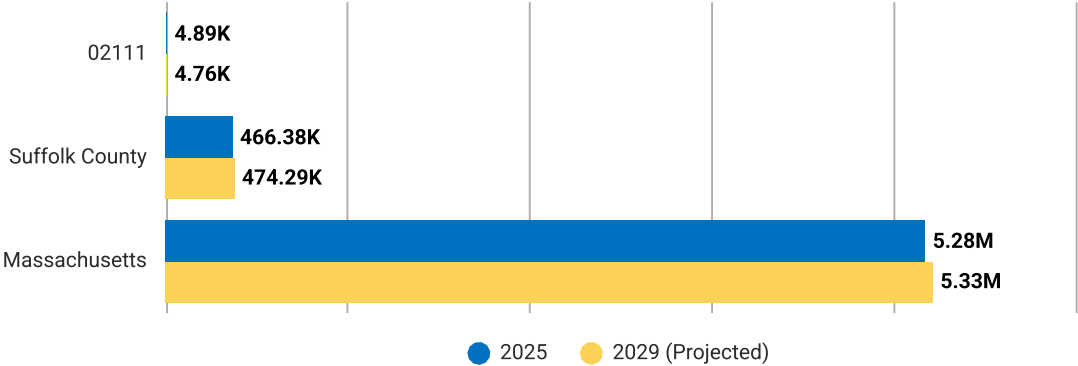
Average Household Size

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



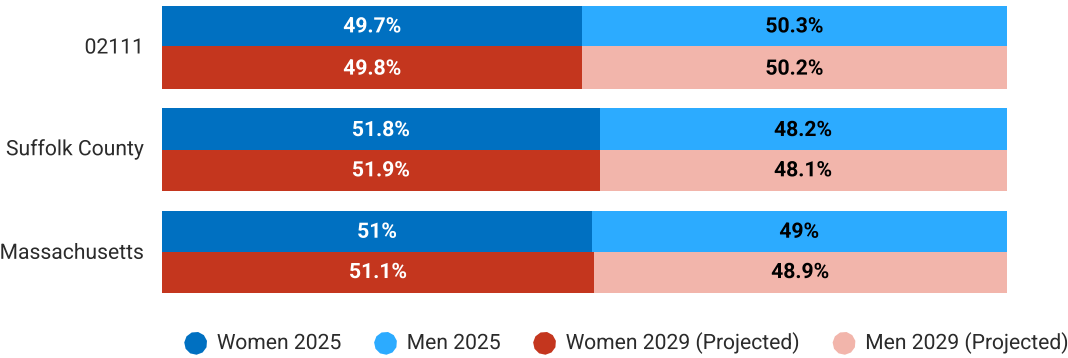
Population Living in Family Households

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.

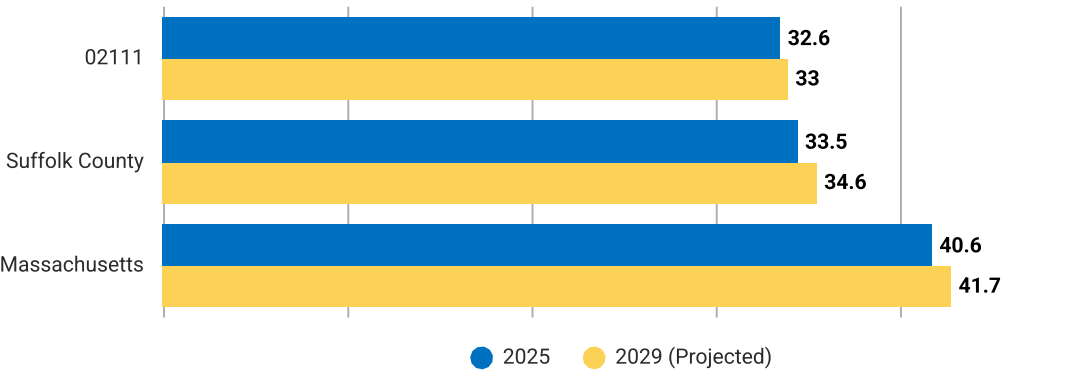


Age

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

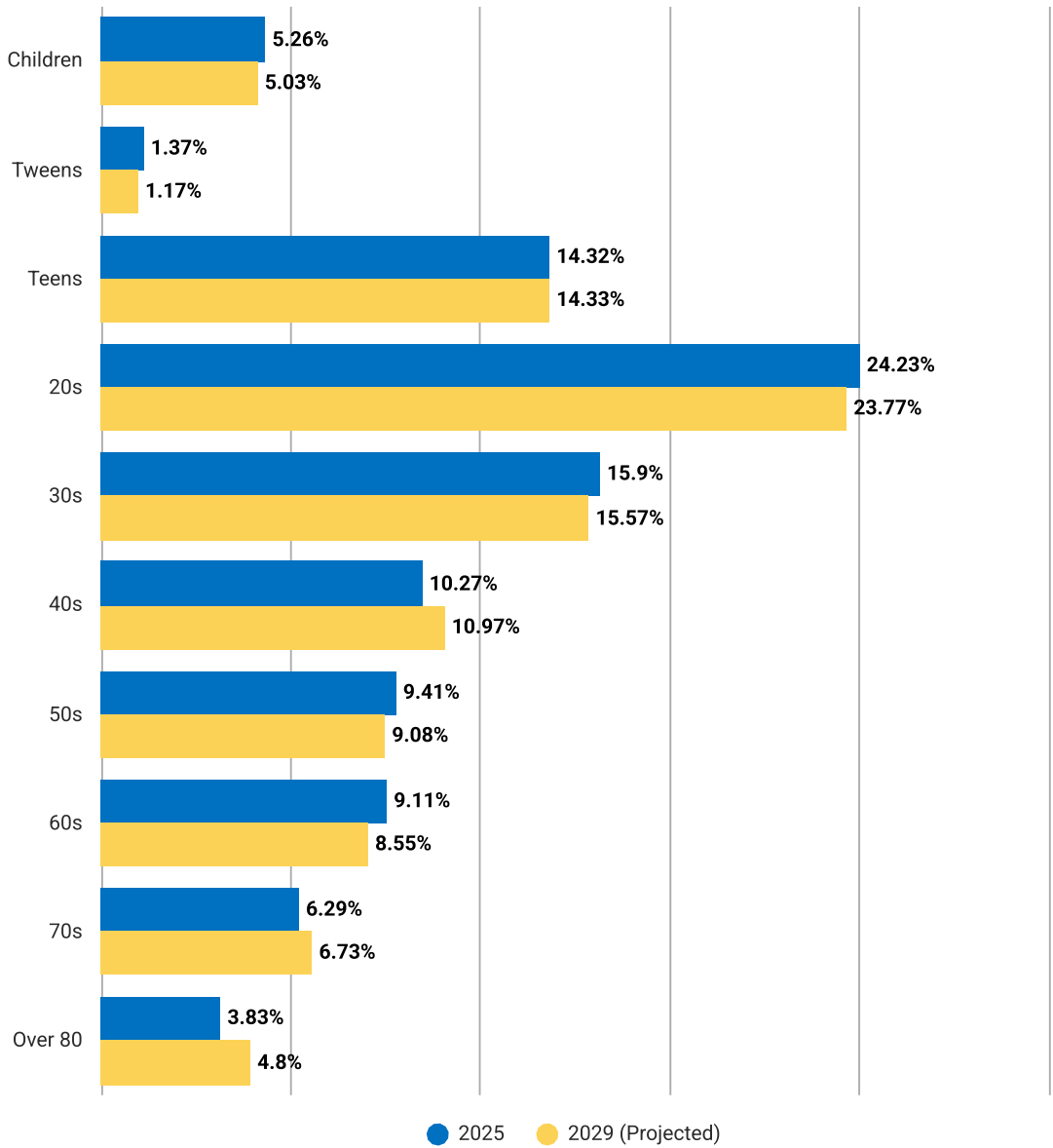
Median Age

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.





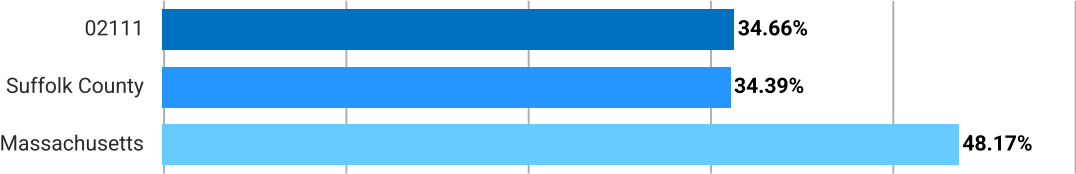
Never Married

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.

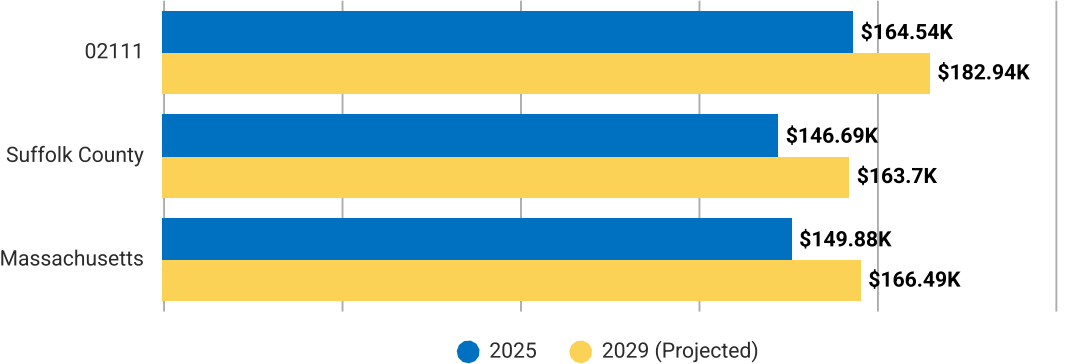


Income

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

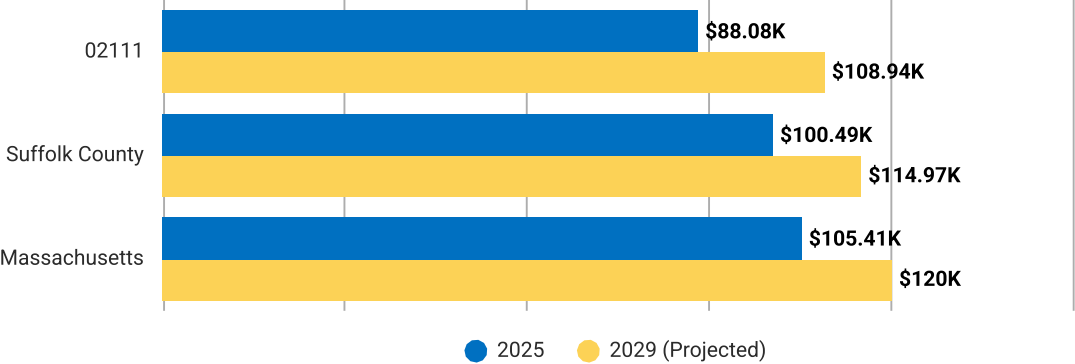
Average Household Income

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



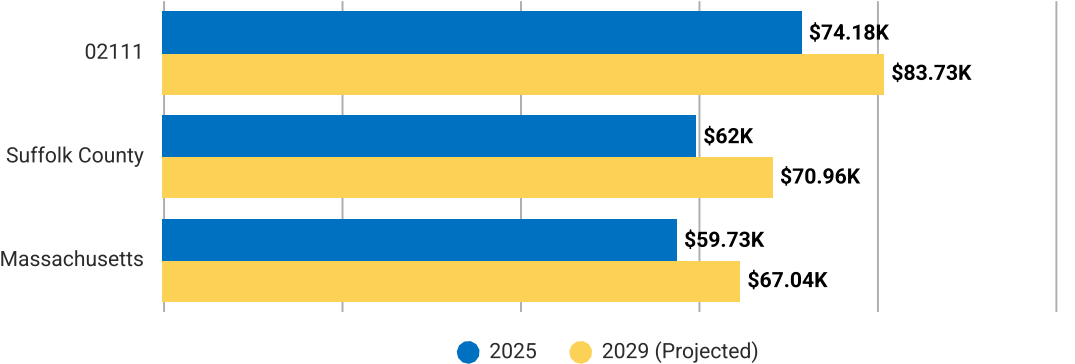
Median Household Income

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.

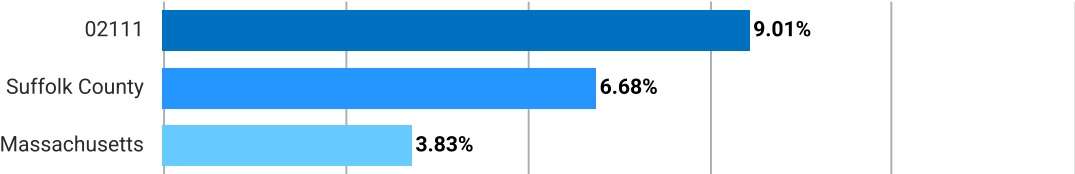


Education

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.



Boston, MA 02111

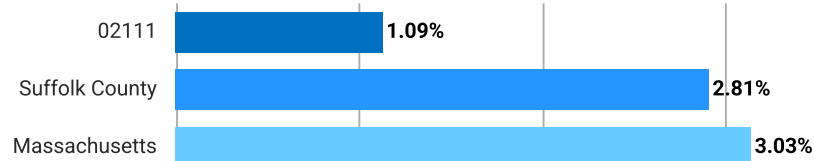
Some High School

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.



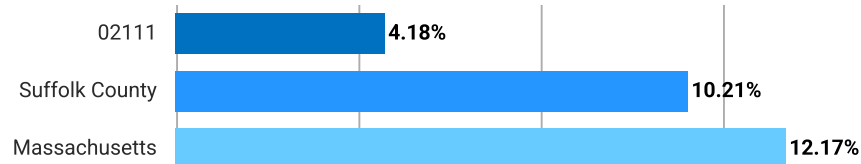
High School Graduate

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



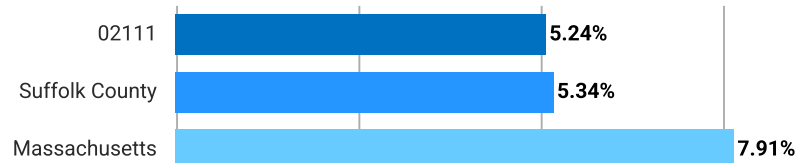
Some College

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.



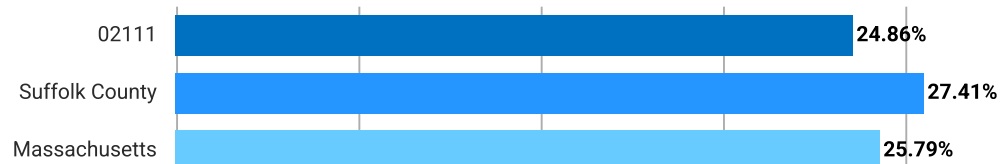
Associate Degree

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



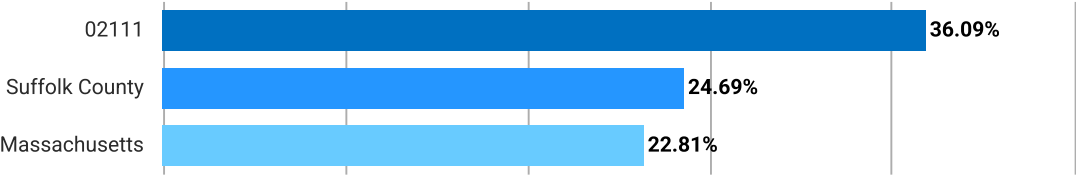
Bachelor's Degree

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



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.



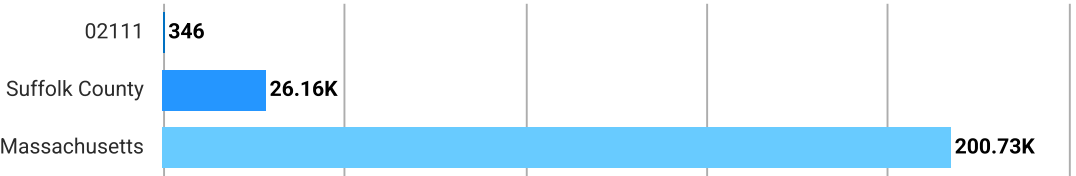
Economy

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

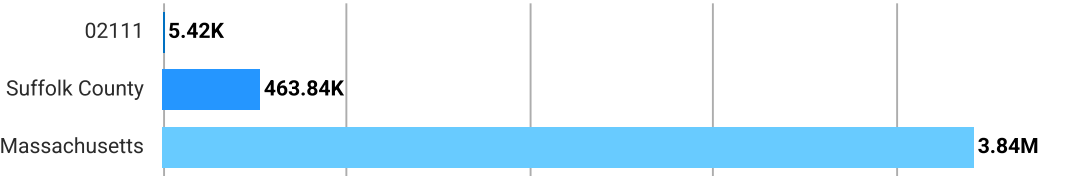


Employment Number

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

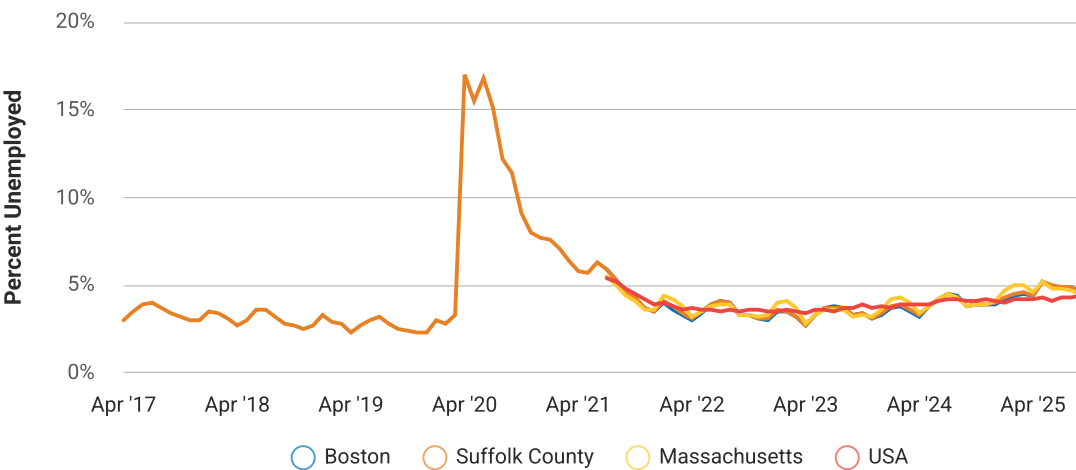


Unemployment Rate

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

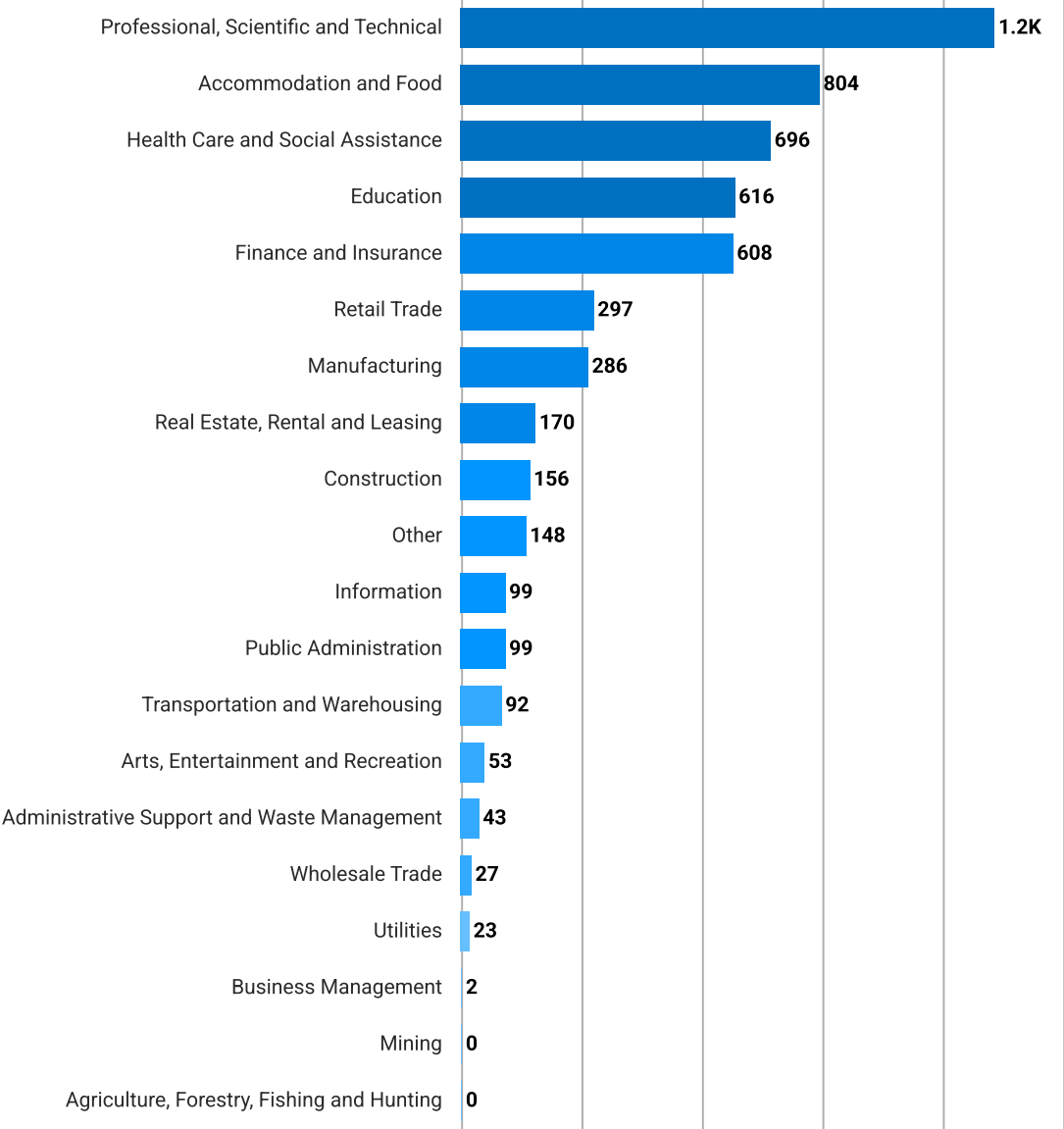


Employment Count by Industry

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



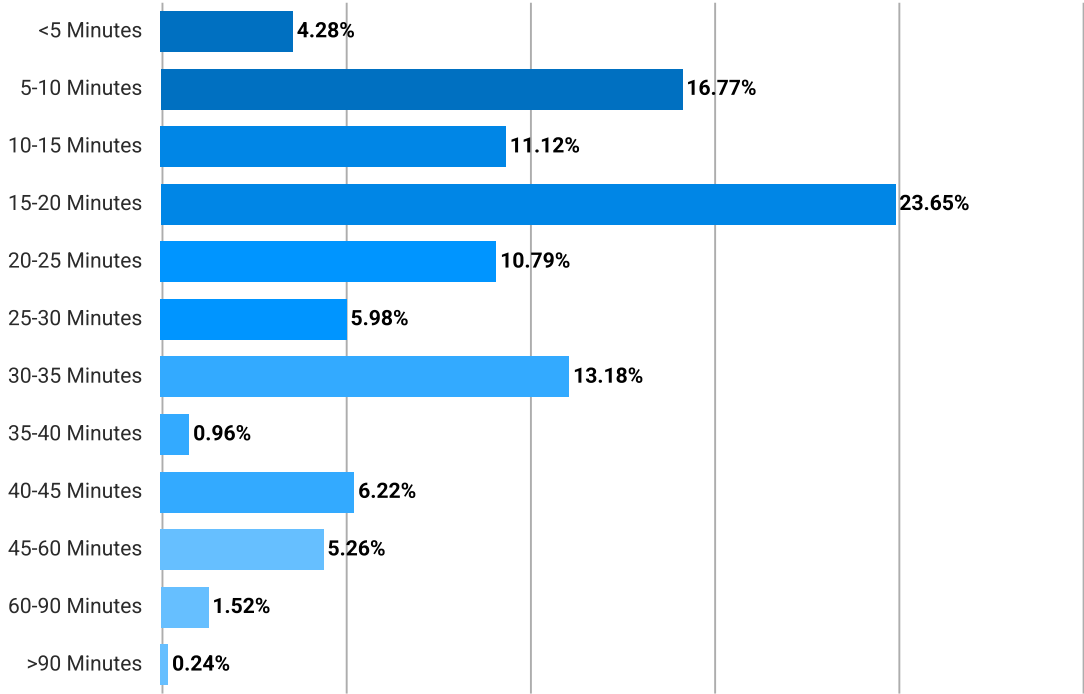
Commute to Work

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

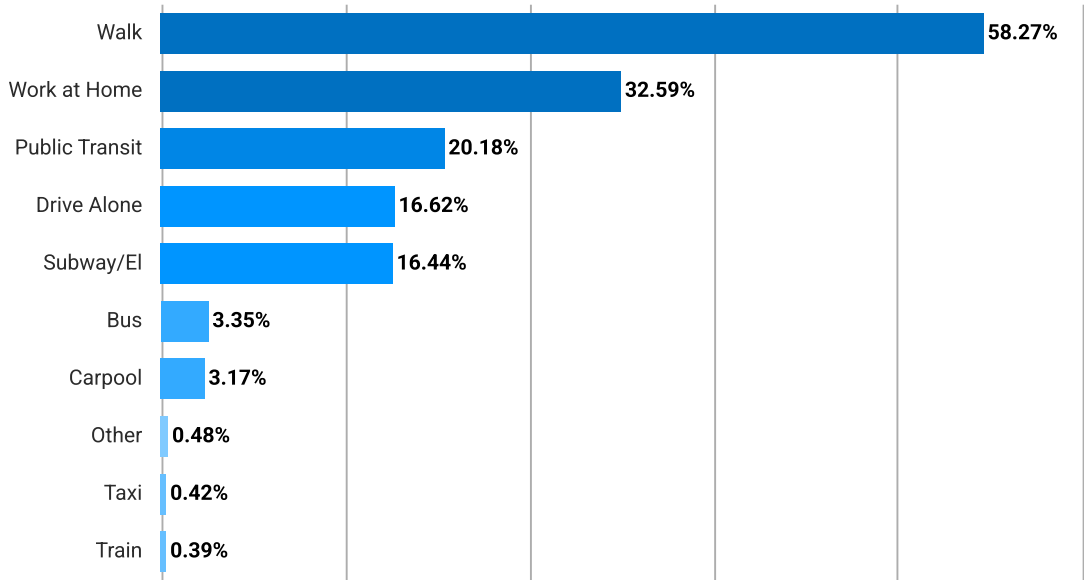


How People Get to Work

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

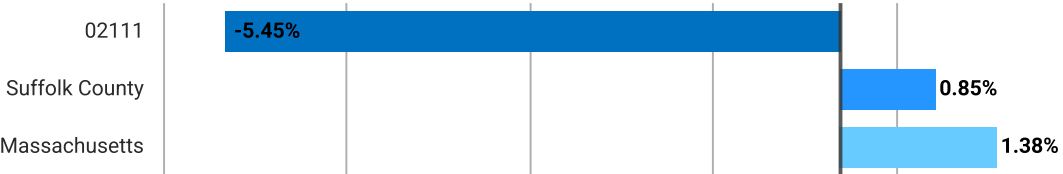


12 mo. Change in Median Estimated Home Value

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

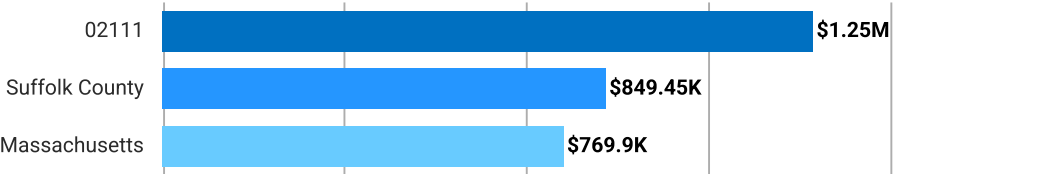


Median Listing Price

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

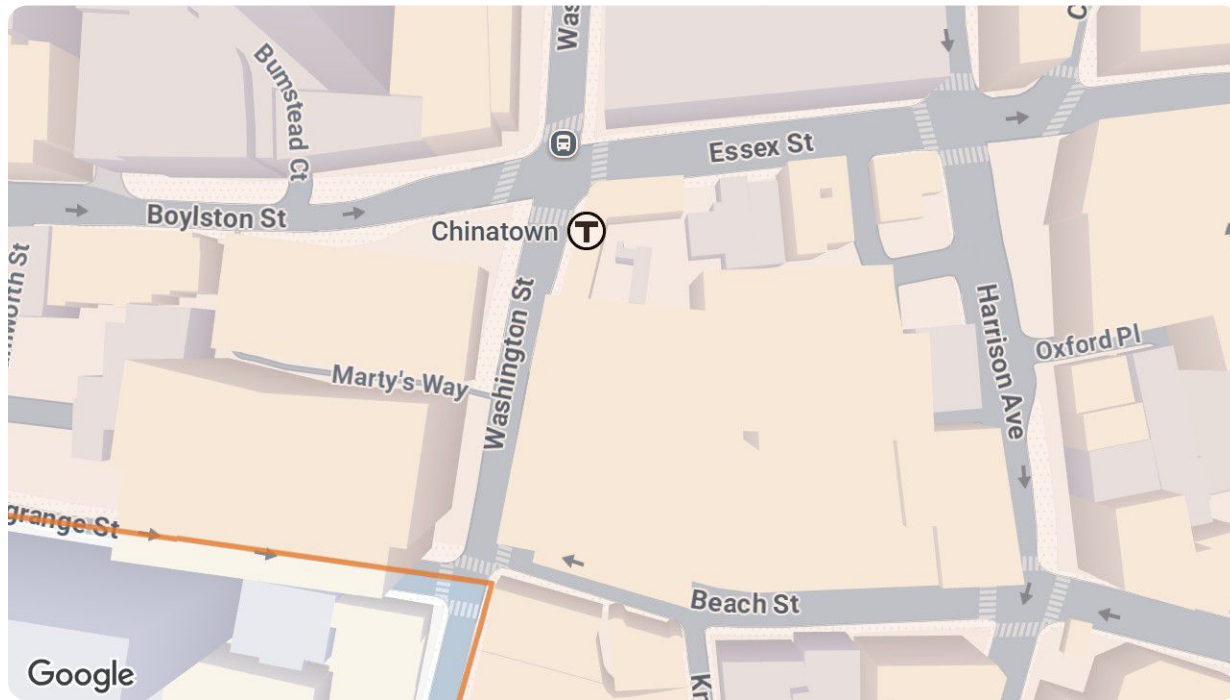
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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

1 191,255

I- 93

2025 Est. daily traffic counts

Cross: N144

Cross Dir: W

Distance: 0.02 miles

Historical counts

Year	▲ Count	Type
2011	▲ 181,500	ADT

2 164,909

John F. Fitzgerald
Expressway

2025 Est. daily traffic counts

Cross: I- 90

Cross Dir: S

Distance: 0.13 miles

Historical counts

Year	▲ Count	Type
2022	▲ 163,752	AADT
2021	▲ 159,447	AADT
2020	▲ 136,396	AADT
2019	▲ 177,831	AADT
2018	▲ 176,770	AADT

3 99,642

I- 90

2025 Est. daily traffic counts

Cross: Albany St

Cross Dir: SE

Distance: 0.03 miles

Historical counts

Year	▲ Count	Type
2015	▲ 99,427	AADT
2011	▲ 97,122	ADT
2007	▲ 89,100	ADT
2005	▲ 87,000	ADT
2000	▲ 79,962	ADT

4 24,116

Hudson St

2025 Est. daily traffic counts

Cross: Tai-Tung St

Cross Dir: W

Distance: 0.02 miles

Historical counts

Year	▲ Count	Type
2019	▲ 23,108	AADT

5 23,191

Arlington St

2025 Est. daily traffic counts

Cross: Commonwealth Ave

Cross Dir: N

Distance: 0.03 miles

Historical counts

Year	▲ Count	Type
2007	▲ 22,700	ADT

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.
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