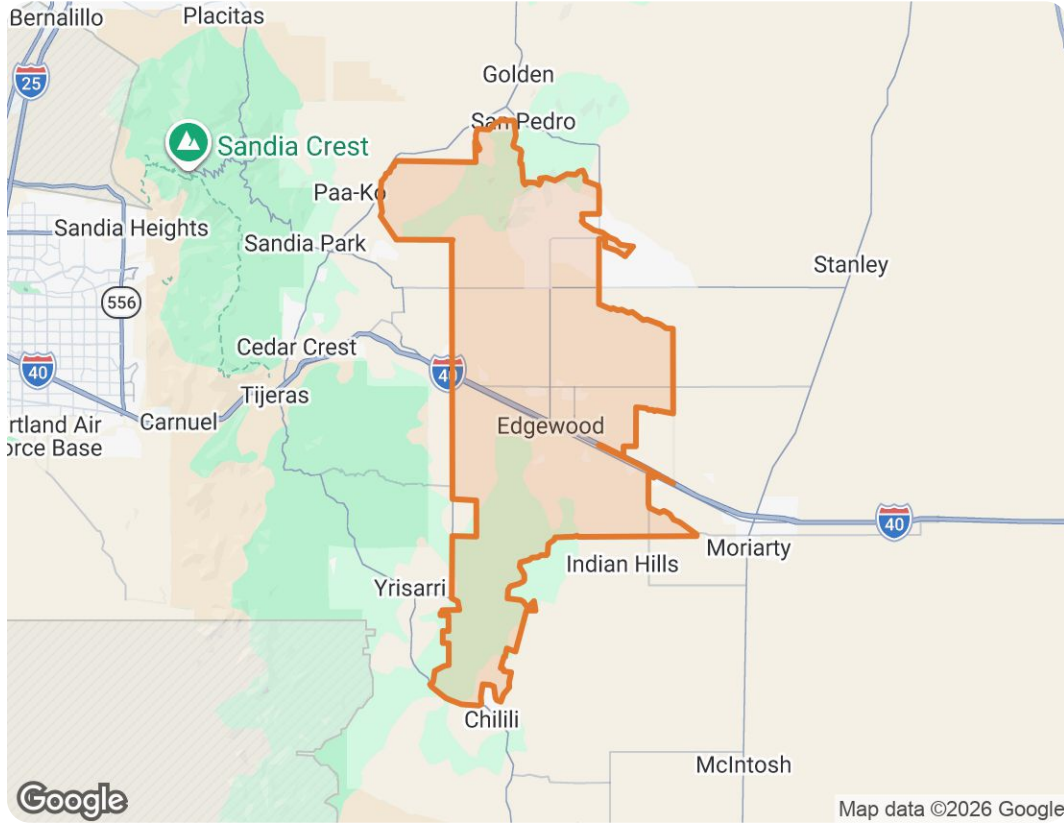


Edgewood, NM 87015



Toni-Lei Ponie

Qualifying Broker | CPM

New Mexico Real Estate License #15258

📞 Work 505-321-3259

✉️ toni@nm1.com

🌐 www.couturebrokerage.com





Trade Area Summary

Attribute Summary for Edgewood, NM 87015

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$78,130	46.9	12,872	Room to Roam
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	Room to Roam	Southern Satellites	Rooted Rural	Rural Resort Dwellers	Scenic Byways
% of Households	2,119 (40.8%)	1,447 (27.9%)	567 (10.9%)	509 (9.8%)	424 (8.2%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living
Life Mode Group	Suburban Shine	Countryscapes	Countryscapes	Countryscapes	Countryscapes
Urbanicity Group(s)	Suburb Metro Landscape	Suburb Metro Landscape	Suburb Metro Landscape Rural Countryside	Suburb Metro Landscape Rural Countryside	Suburb Metro Landscape Rural Countryside
Residence Type	Single Family	Single Family, Mobile Homes	Single Family, Mobile Homes	Single Family (Seasonal)	Single Family, Mobile Homes
Household Type	Married Couples w/No Kids	Married Couples	Married Couples	Married Couples w/No Kids	Married Couples, Singles Living Alone
Average Household Size	2.52	2.59	2.37	62.2	2.42
Median Age	46.2	41.5	46.9	55.1	43.7
Diversity Index	35.4	52.6	34.9	35.3	58.3
Median Household Income	\$99,689	\$72,167	\$61,776	\$71,031	\$48,428
Median Net Worth	\$506,754	\$254,904	\$225,364	\$321,308	\$138,719
Homeownership	89%	82%	82%	84%	79%
Rent Burdened Households	22%	26%	26%	30%	28%
Labor Force Participation Rate	63%	59%	51%	50%	46%
Unemployment Rate	3%	4%	4%	4%	6%
% with Bachelor's Degree or Higher	34%	20%	19%	30%	13%
Lifestyle Patterns	Consumers tend to use coupons and shop at department stores. Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.	Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies. Dining out typically happens at chain restaurants and fast-food establishments.	Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally. They purchase tools for home improvement, landscaping, and automotive repair.	Residents typically rely on local garages or dealers for vehicle maintenance. They often purchase household equipment such as generators, grills, and freezers.	Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies. Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.



Edgewood, NM 87015

Consumer Segment Details

About this segment

Room to Roam

Ranked
1st
dominant segment
for this area

In this area
40.8%
of households fall
into this segment

In the United States
3.9%
of households fall
into this segment

Who Are They?

These communities are mainly found within metropolitan areas but tend not to be in the mega metropolises. The highest concentrations are found in the Midwest and South. More than half of household heads are aged 55 and older, and one in five individuals are aged 65 and above. Married couples, often without children, form most households, while nonfamily households represent a quarter of the total households. Self-employment is notable, and employment tends to be in manufacturing, health care, and retail. Most housing in this market consists of owner-occupied, single-family homes rather than rentals, with housing built primarily between 1970 and 2000 and generally priced lower than the national average. Owning multiple vehicles is typical, with driving alone as the primary means of commuting.

Key Statistics

- **Median age:** 46.2
- **Median household size:** 2.52
- **Predominant household structure (Census 2020):** Married couples with no kids
- **Median household income:** \$99,689
- **Median net worth:** \$506,754
- **Percentage of individuals with completion of a bachelor's degree or higher:** 34.0%

Housing and Employment

- **Predominant Urbanicity Type:** Suburb; Metro Landscape
- **Median home value:** \$344,056
- **Homeownership rate:** 89.0%
- **Rent burdened households (American Community Survey 2019-2023):** 22.4%
- **Labor force participation rate:** 62.5%
- **Unemployment rate:** 3.0%

Lifestyle Patterns

- Consumers tend to use coupons and shop at department stores.
- Residents purchase tools for home and yard maintenance, such as lawn mowers, trimmers, electric drills, and saws.
- Radio remains a staple, with commuters subscribing to satellite and streaming channels. Television is widely used for news, entertainment, and major sports.
- When traveling, domestic trips are common. Residents cook, bake, read, and walk their dogs. Residents tend to vote, and recycling is a routine practice.

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 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

Edgewood, NM 87015

Consumer Segment Details

About this segment

Southern Satellites

Ranked
2nd
dominant segment
for this area

In this area
27.9%
of households fall
into this segment

In the United States
2.5%
of households fall
into this segment

Who Are They?

These communities, though within metropolitan or micropolitan boundaries, are largely concentrated on the outskirts in suburbs or very low-density areas. The population is generally older, with more than half of household heads aged 55 and above, though younger families with school-aged children are also prevalent. Both child and senior age dependency rates are higher than the national averages. Socioeconomically, this segment mirrors national averages, with most earning middle-tier incomes. For the older population, low-tier incomes are often supported by social security and other forms of public assistance. Residents work in industries such as manufacturing, health care, retail, construction, mining, and agriculture. The cost of living is low, and long commutes of more than 30 minutes, sometimes crossing county or state lines, are common.

Key Statistics

- **Median age:** 41.5
- **Median household size:** 2.59
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$72,167
- **Median net worth:** \$254,904
- **Percentage of individuals with completion of a bachelor's degree or higher:** 20.1%

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Suburb
- **Median home value:** \$260,137
- **Homeownership rate:** 81.9%
- **Rent burdened households (American Community Survey 2019-2023):** 26.3%
- **Labor force participation rate:** 59.4%
- **Unemployment rate:** 4.1%

Lifestyle Patterns

- Residents shop at discount and hardware stores for essentials such as children's clothes, shoes, and books. They tend to shop online for pet and hobby supplies.
- Dining out typically happens at chain restaurants and fast-food establishments.
- For entertainment, residents read physical copies of hunting and fishing magazines and follow college football and auto racing on TV.
- These individuals tend to spend time outside. Common activities include camping trips, fishing, hunting, and gardening, and residents often travel domestically.

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 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



Consumer Segment Details

About this segment

Rooted Rural

Ranked
3rd
dominant segment
for this area

In this area
10.9%
of households fall
into this segment

In the United States
2.5%
of households fall
into this segment

Who Are They?

Heavily concentrated in the South and Appalachia, these residents often live in very rural areas far from job centers and outside towns and cities. Households are predominantly married couples and single-person households. Residents work in industries such as manufacturing, construction, agriculture, mining, and utilities. Employment in health care, retail, accommodation, and food services is also significant in these communities. Labor force participation is lower than average. These stable rural communities are characterized by long-term homeownership. Single-family homes are common, with one in five units being mobile homes. Vacancy rates are higher than the national average. Owning multiple cars is essential, as long commutes (sometimes across county or state lines) are typical.

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside; Suburb
- **Median home value:** \$213,253
- **Homeownership rate:** 82.4%
- **Rent burdened households (American Community Survey 2019-2023):** 26.0%
- **Labor force participation rate:** 50.6%
- **Unemployment rate:** 4.4%

Key Statistics

- **Median age:** 46.9
- **Median household size:** 2.37
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$61,776
- **Median net worth:** \$225,364
- **Percentage of individuals with completion of a bachelor's degree or higher:** 18.9%

Lifestyle Patterns

- Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally.
- They purchase tools for home improvement, landscaping, and automotive repair.
- Households often rely on satellite internet for connectivity.
- Pickup trucks are a common vehicle choice, serving both work and leisure needs.

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 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**





Consumer Segment Details

About this segment

Rural Resort Dwellers

Ranked
4th
dominant segment
for this area

In this area
9.8%
of households fall
into this segment

In the United States
1.5%
of households fall
into this segment

Who Are They?

Neighborhoods in this segment are distributed throughout the country and are concentrated in resort locations and areas with seasonal recreation. With approximately half of the population aged 55 and over, the senior age dependency rate is high. Nearly half of households are comprised of married couples without children. While most of this segment is rural and remote, some communities are within commuting distance (though often long commutes) of major urban job centers. Residents tend to have skilled jobs in construction and manufacturing. Rates of self-employment and government employment are higher than average, and there is a notable veteran population. There is a high number of second homes used for recreation, with one in three housing units designated for seasonal or occasional use.

Housing and Employment

- **Predominant Urbanicity Type:** Rural Countryside; Metro Landscape; Suburb
- **Median home value:** \$372,031
- **Homeownership rate:** 84.0%
- **Rent burdened households (American Community Survey 2019-2023):** 30.2%
- **Labor force participation rate:** 49.8%
- **Unemployment rate:** 3.9%

Key Statistics

- **Median age:** 55.1
- **Median household size:** 2.20
- **Predominant household structure (Census 2020):** Married couples with no kids
- **Median household income:** \$71,031
- **Median net worth:** \$321,308
- **Percentage of individuals with completion of a bachelor's degree or higher:** 29.7%

Lifestyle Patterns

- Residents typically rely on local garages or dealers for vehicle maintenance.
- They often purchase household equipment such as generators, grills, and freezers.
- They tend to watch TV and read magazines.
- Residents tend to engage with their communities and regularly volunteer with local organizations. They typically prepare food at home.

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 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**





Consumer Segment Details

About this segment

Scenic Byways

Ranked
5th
dominant segment
for this area

In this area
8.2%
of households fall
into this segment

In the United States
1.6%
of households fall
into this segment

Who Are They?

Communities in this segment are located outside city boundaries, largely in the South. Population density is low, and the landscape is characterized by expansive open spaces and undeveloped land. Households primarily consist of married or widowed older adults. Many residents are approaching retirement or are retired, having had careers working in skilled trades such as agriculture, manufacturing, mining, construction, and utilities. The health, food, and retail sectors provide essential job opportunities for many, while social security and other forms of public assistance offer additional financial support. Commuting times are long. Homes are predominantly owned, and single-family and manufactured homes are common. Vacancy rates tend to be higher than average, with a notable portion being seasonal units.

Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside; Suburb
- **Median home value:** \$125,411
- **Homeownership rate:** 78.5%
- **Rent burdened households (American Community Survey 2019-2023):** 28.0%
- **Labor force participation rate:** 46.3%
- **Unemployment rate:** 6.1%

Key Statistics

- **Median age:** 43.7
- **Median household size:** 2.42
- **Predominant household structure (Census 2020):** Married couples; singles living alone
- **Median household income:** \$48,428
- **Median net worth:** \$138,719
- **Percentage of individuals with completion of a bachelor's degree or higher:** 13.4%

Lifestyle Patterns

- Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies.
- Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.
- Connectivity can be limited; households depend on satellite for TV and internet, and many maintain a landline.
- Equipped with the necessary tools and equipment, residents maintain their vehicles, gardens, and homes themselves.

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 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



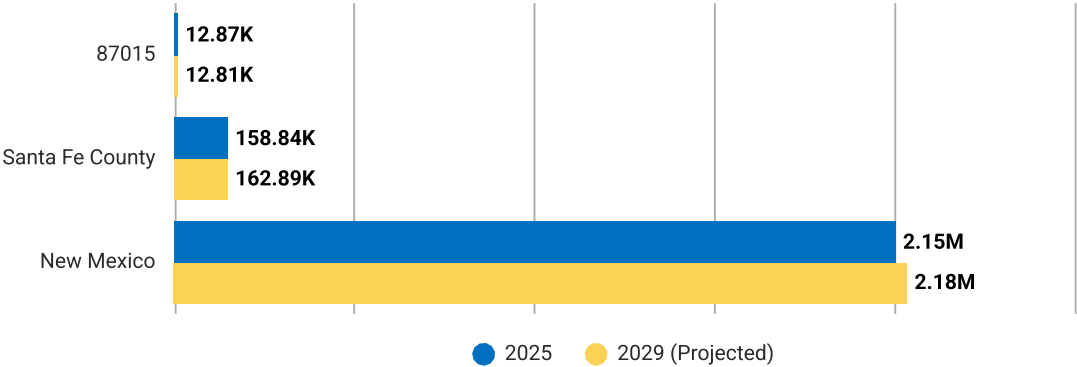
Population

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

Update Frequency: Annually

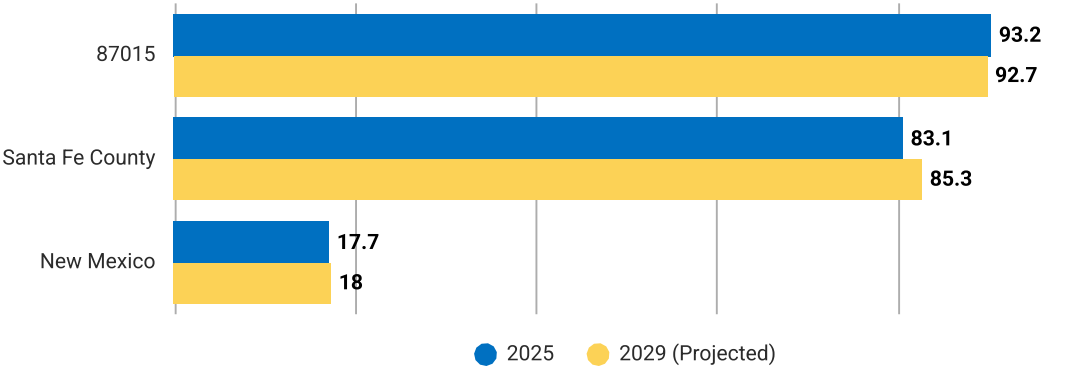
Total Population

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



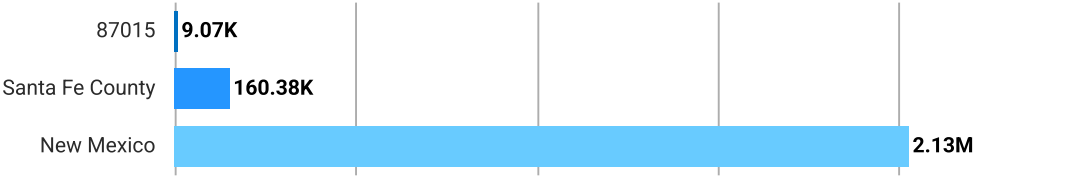
Population Density

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.



Edgewood, NM 87015

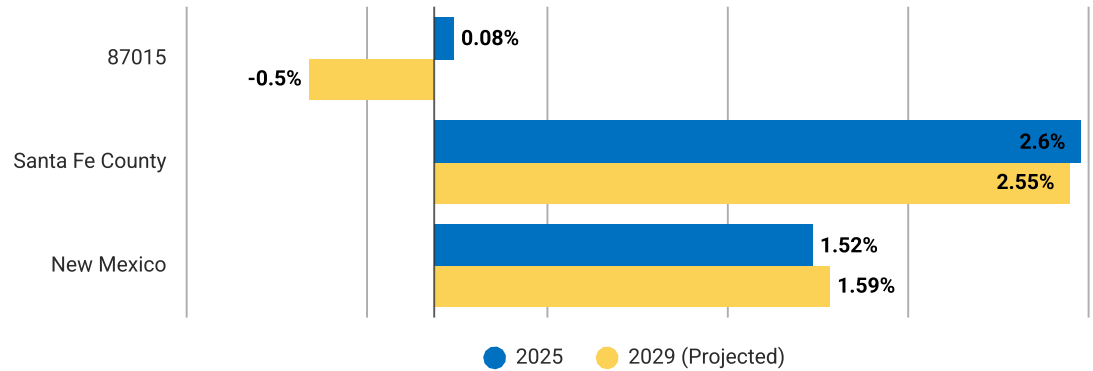
Daytime Population Density

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.



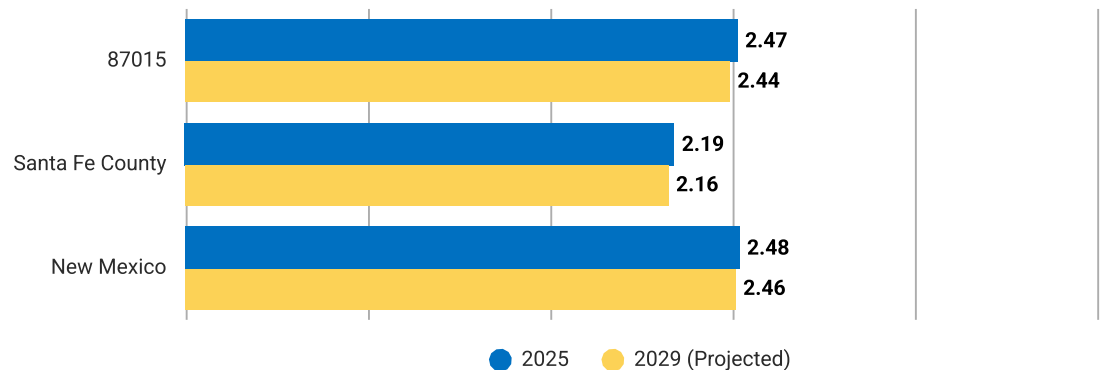
Population Change Since 2020

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



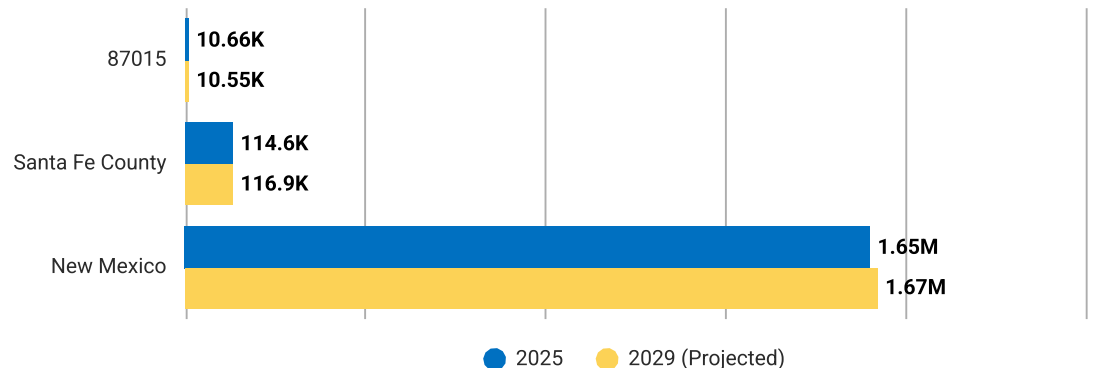
Average Household Size

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



Population Living in Family Households

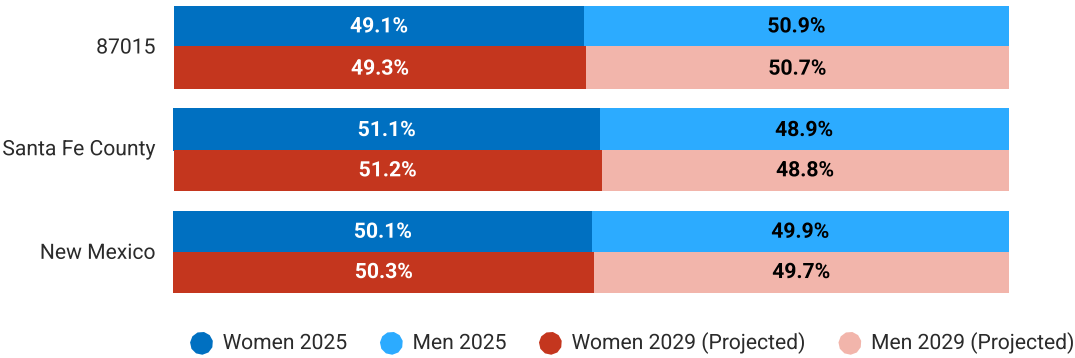
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Edgewood, NM 87015

Female / Male Ratio

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



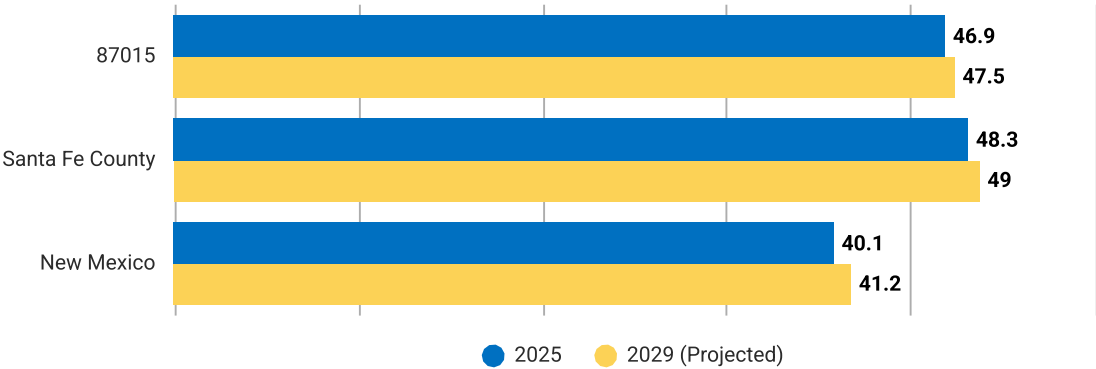
Age

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

Update Frequency: Annually

Median Age

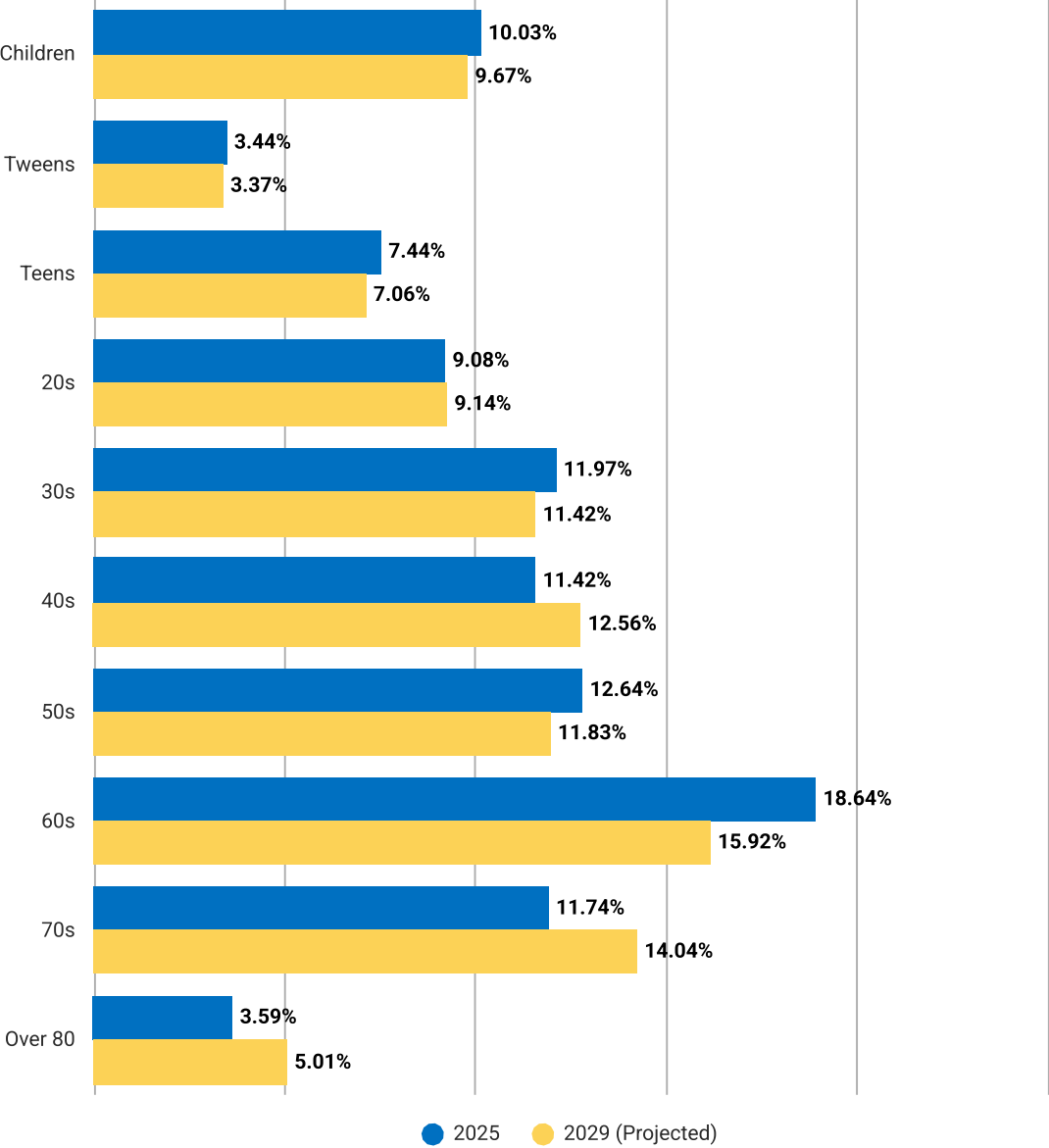
This chart shows the median age in an area, compared with other geographies.



Edgewood, NM 87015

Population by Age

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



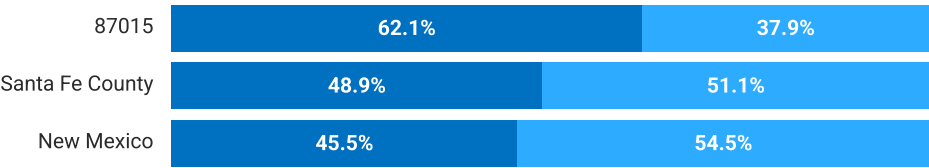
Married

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.



Edgewood, NM 87015

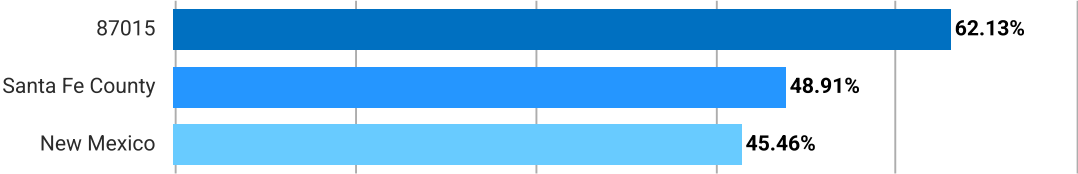
Never Married

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.



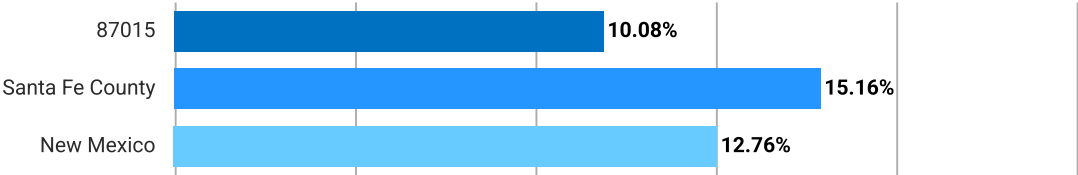
Widowed

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.



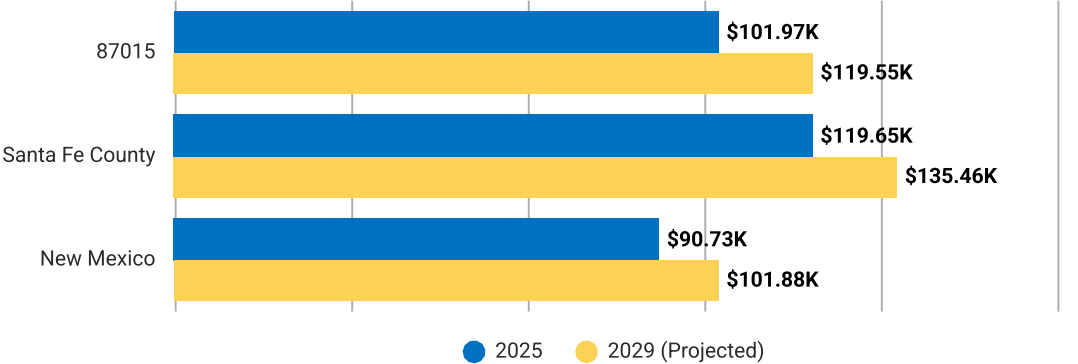
Income

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

Update Frequency: Annually

Average Household Income

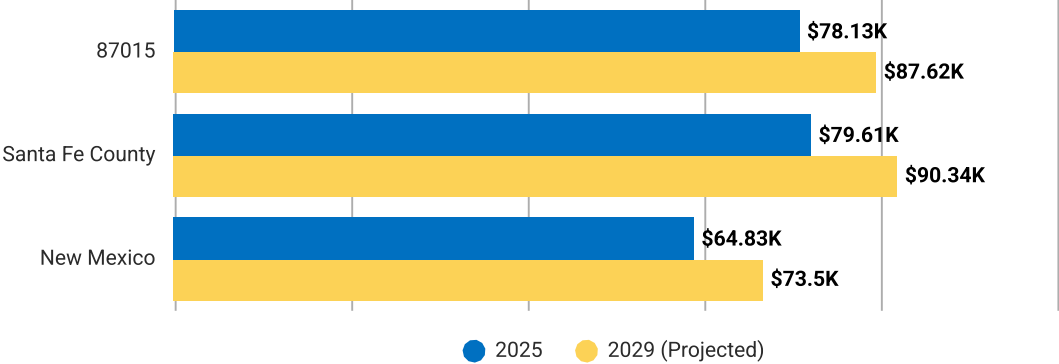
This chart shows the average household income in an area, compared with other geographies.



Edgewood, NM 87015

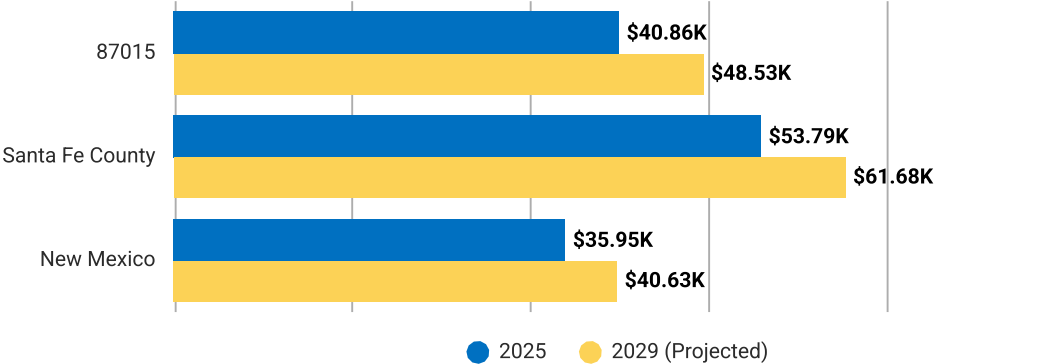
Median Household Income

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.



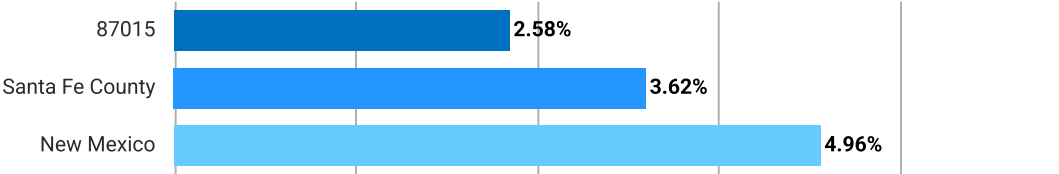
Education

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

Update Frequency: Annually

Less than 9th Grade

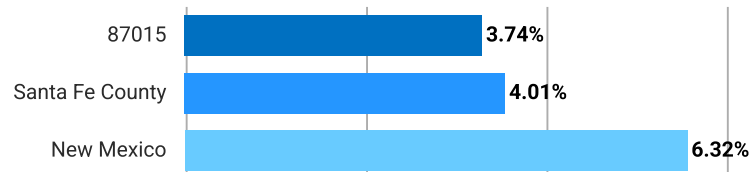
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



Edgewood, NM 87015

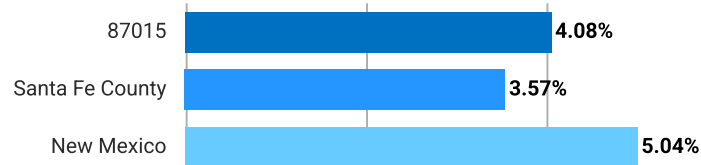
Some High School

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.



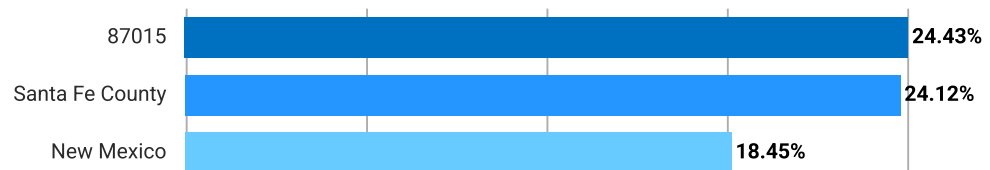
Associate Degree

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

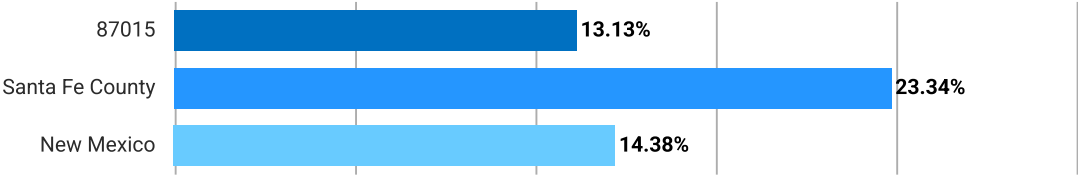
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Edgewood, NM 87015

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

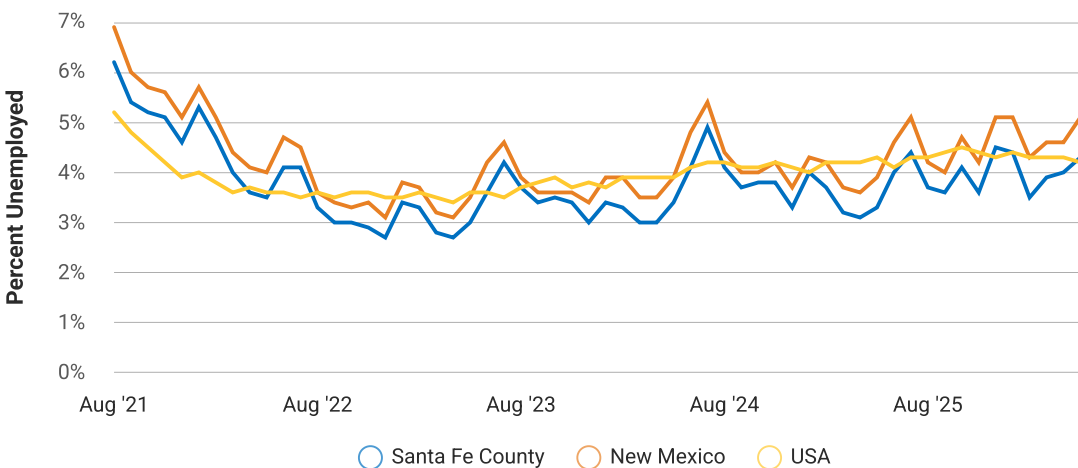


Unemployment Rate

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



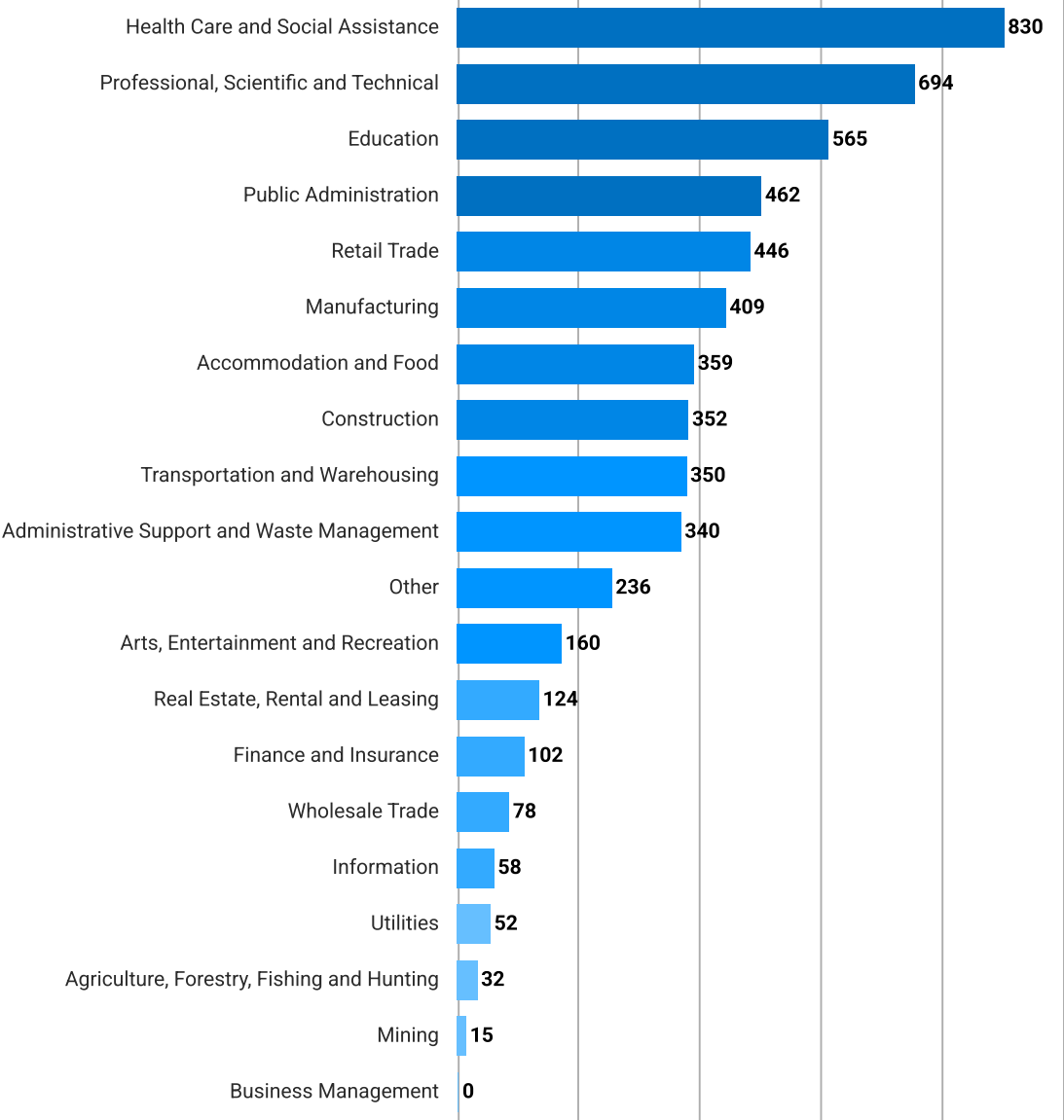
Edgewood, NM 87015

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





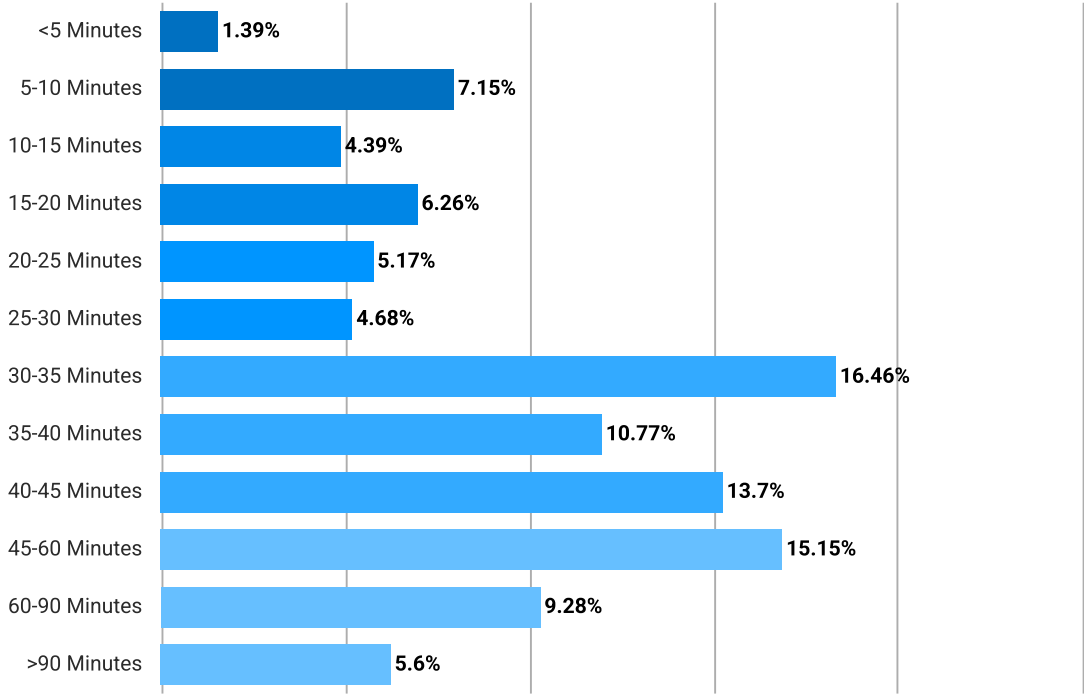
Commute to Work

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



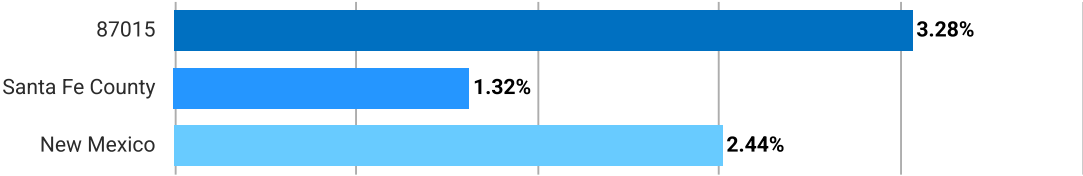
Edgewood, NM 87015

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

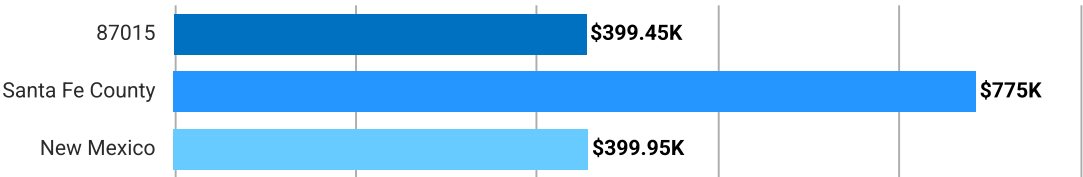


Median Listing Price

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

Source: Listing data

Update Frequency: Monthly

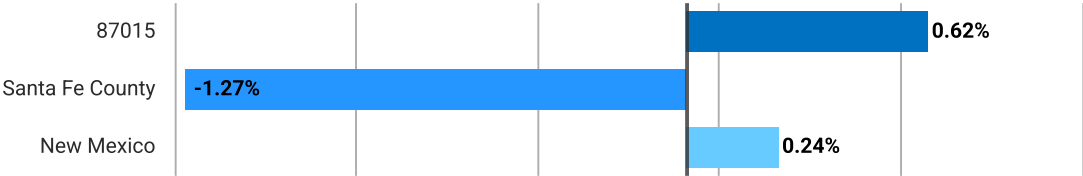


12 mo. Change in Median Listing Price

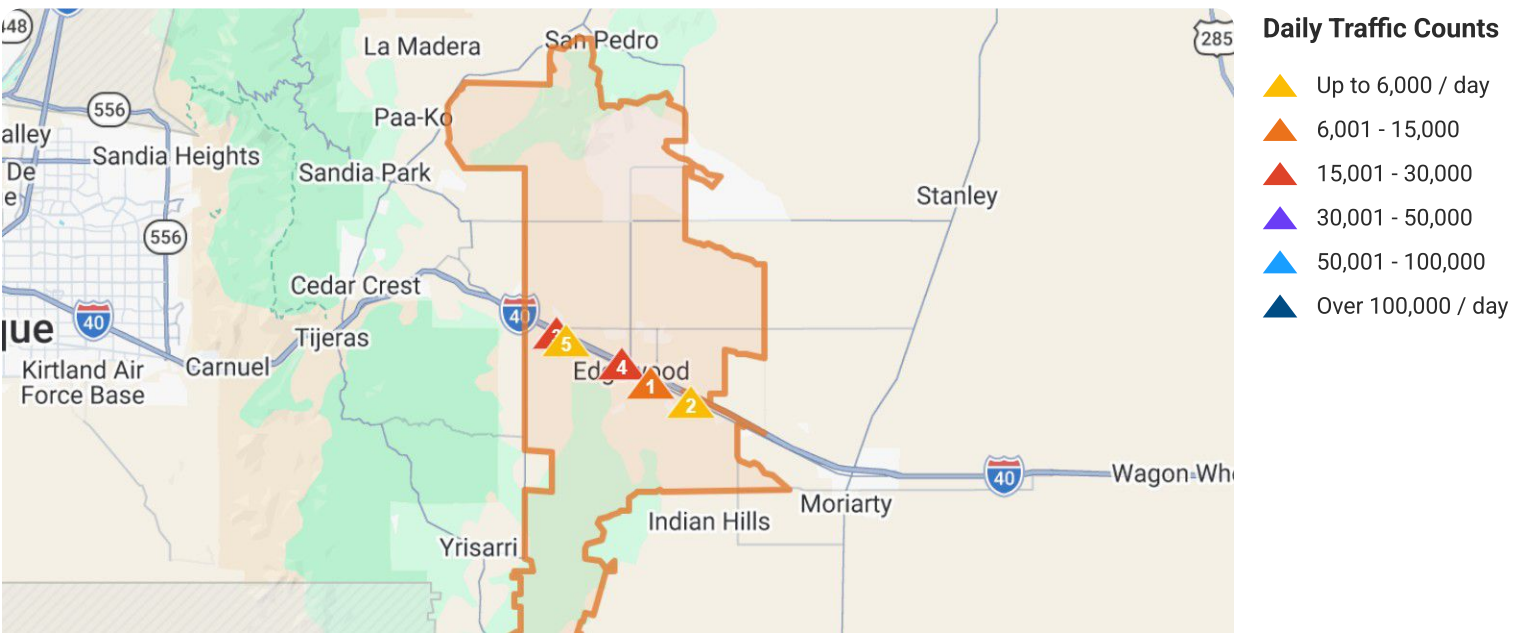
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Edgewood, NM 87015

Traffic Counts by Highest Traffic Count

1

32,649

2025 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	31,452	AADT
2021	▲	31,171	AADT
2020	▲	32,601	AADT

2

31,979

2025 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2023	▲	32,710	AADT
2018	▲	29,890	AADT

3

30,256

NM-344

2025 Est. daily traffic counts

Cross: NM-344
Cross Dir: NW
Distance: 0.01 miles

Historical counts

Year	▲	Count	Type
2023	▲	30,166	AADT

4

27,809

2025 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2023	▲	28,807	AADT
2018	▲	25,028	AADT

5

27,703

2025 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2022	▲	28,769	AADT
2021	▲	28,512	AADT
2020	▲	24,989	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).

Learn More

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

