

# EXPANDED PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.3580/-106.7568

RF5

## 3090 Roadrunner Pkwy

## Las Cruces, NM 88011

1 mi radius

3 mi radius

### Population

Estimated Population (2018)	5,642		50,231	
Projected Population (2023)	5,706		50,609	
Census Population (2010)	4,946		45,670	
Census Population (2000)	2,532		29,256	
Projected Annual Growth (2018 to 2023)	64	0.2%	378	0.2%
Historical Annual Growth (2010 to 2018)	696	1.8%	4,561	1.2%
Historical Annual Growth (2000 to 2010)	2,414	9.5%	16,414	5.6%
Estimated Population Density (2018)	1,796	psm	1,777	psm
Trade Area Size	3.14	sq mi	28.26	sq mi

### Households

Estimated Households (2018)	2,580		20,798	
Projected Households (2023)	2,712		21,789	
Census Households (2010)	2,120		18,094	
Census Households (2000)	1,076		10,918	
Estimated Households with Children (2018)	728	28.2%	6,685	32.1%
Estimated Average Household Size (2018)	2.17		2.41	

### Average Household Income

Estimated Average Household Income (2018)	\$66,516		\$68,803	
Projected Average Household Income (2023)	\$75,804		\$78,723	
Estimated Average Family Income (2018)	\$85,282		\$83,456	

### Median Household Income

Estimated Median Household Income (2018)	\$49,989		\$54,344	
Projected Median Household Income (2023)	\$57,826		\$62,296	
Estimated Median Family Income (2018)	\$64,359		\$67,816	

### Per Capita Income

Estimated Per Capita Income (2018)	\$30,460		\$28,507	
Projected Per Capita Income (2023)	\$36,072		\$33,911	
Estimated Per Capita Income 5 Year Growth	\$5,611	18.4%	\$5,404	19.0%
Estimated Average Household Net Worth (2018)	\$619,027		\$648,291	

### Daytime Demos (2018)

Total Businesses	284		1,280	
Total Employees	3,377		13,772	
Company Headquarter Businesses	2	0.7%	5	0.4%
Company Headquarter Employees	300	8.9%	935	6.8%
Employee Population per Business	11.9		10.8	
Residential Population per Business	19.9		39.2	

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<b>Race &amp; Ethnicity</b>					
White (2018)		4,383	77.7%	37,524	74.7%
Black or African American (2018)		195	3.5%	1,572	3.1%
American Indian or Alaska Native (2018)		82	1.5%	726	1.4%
Asian (2018)		133	2.4%	860	1.7%
Hawaiian or Pacific Islander (2018)		7	0.1%	62	0.1%
Other Race (2018)		607	10.8%	7,525	15.0%
Two or More Races (2018)		236	4.2%	1,963	3.9%
Not Hispanic or Latino Population (2018)		2,951	52.3%	21,622	43.0%
Hispanic or Latino Population (2018)		2,691	47.7%	28,609	57.0%
Not Hispanic or Latino Population (2023)		2,878	50.4%	21,014	41.5%
Hispanic or Latino Population (2023)		2,828	49.6%	29,595	58.5%
Not Hispanic or Latino Population (2010)		2,753	55.7%	20,728	45.4%
Hispanic or Latino Population (2010)		2,193	44.3%	24,942	54.6%
Not Hispanic or Latino Population (2000)		1,589	62.8%	13,845	47.3%
Hispanic or Latino Population (2000)		943	37.2%	15,411	52.7%
Projected Hispanic Annual Growth (2018 to 2023)		137	1.0%	985	0.7%
Historic Hispanic Annual Growth (2000 to 2018)		1,748	10.3%	13,199	4.8%
<b>Age Distribution (2018)</b>					
Age Under 5		369	6.5%	3,319	6.6%
Age 5 to 9 Years		375	6.6%	3,426	6.8%
Age 10 to 14 Years		336	6.0%	3,414	6.8%
Age 15 to 19 Years		293	5.2%	3,119	6.2%
Age 20 to 24 Years		470	8.3%	3,919	7.8%
Age 25 to 29 Years		549	9.7%	4,024	8.0%
Age 30 to 34 Years		401	7.1%	3,307	6.6%
Age 35 to 39 Years		373	6.6%	3,116	6.2%
Age 40 to 44 Years		286	5.1%	2,689	5.4%
Age 45 to 49 Years		264	4.7%	2,549	5.1%
Age 50 to 54 Years		269	4.8%	2,582	5.1%
Age 55 to 59 Years		330	5.8%	2,863	5.7%
Age 60 to 64 Years		314	5.6%	2,834	5.6%
Age 65 to 74 Years		572	10.1%	5,105	10.2%
Age 75 to 84 Years		302	5.3%	2,809	5.6%
Age 85 Years or Over		140	2.5%	1,156	2.3%
Median Age		34.8		35.5	
<b>Gender Age Distribution (2018)</b>					
Female Population		2,963	52.5%	26,122	52.0%
Age 0 to 19 Years		683	23.1%	6,501	24.9%
Age 20 to 64 Years		1,698	57.3%	14,586	55.8%
Age 65 Years or Over		582	19.6%	5,036	19.3%
Female Median Age		36.8		37.1	
Male Population		2,679	47.5%	24,109	48.0%
Age 0 to 19 Years		689	25.7%	6,777	28.1%
Age 20 to 64 Years		1,558	58.2%	13,298	55.2%
Age 65 Years or Over		431	16.1%	4,034	16.7%
Male Median Age		32.9		33.8	

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### Household Income Distribution (2018)

HH Income \$200,000 or More	99	3.8%	856	4.1%
HH Income \$150,000 to \$199,999	115	4.5%	956	4.6%
HH Income \$100,000 to \$149,999	311	12.0%	2,771	13.3%
HH Income \$75,000 to \$99,999	308	11.9%	2,622	12.6%
HH Income \$50,000 to \$74,999	357	13.8%	3,139	15.1%
HH Income \$35,000 to \$49,999	463	18.0%	3,232	15.5%
HH Income \$25,000 to \$34,999	272	10.5%	2,049	9.9%
HH Income \$15,000 to \$24,999	281	10.9%	2,230	10.7%
HH Income Under \$15,000	374	14.5%	2,942	14.1%
HH Income \$35,000 or More	1,653	64.1%	13,577	65.3%
HH Income \$75,000 or More	833	32.3%	7,205	34.6%

### Housing (2018)

Total Housing Units	2,722		21,825	
Housing Units Occupied	2,580	94.8%	20,798	95.3%
Housing Units Owner-Occupied	1,448	56.1%	13,995	67.3%
Housing Units, Renter-Occupied	1,132	43.9%	6,803	32.7%
Housing Units, Vacant	142	5.2%	1,026	4.7%

### Marital Status (2018)

Never Married	1,462	32.0%	13,363	33.3%
Currently Married	2,037	44.7%	17,940	44.8%
Separated	128	2.8%	1,502	3.7%
Widowed	363	8.0%	2,554	6.4%
Divorced	572	12.5%	4,713	11.8%

### Household Type (2018)

Population Family	4,214	74.7%	41,019	81.7%
Population Non-Family	1,392	24.7%	9,083	18.1%
Population Group Quarters	36	0.6%	129	0.3%
Family Households	1,444	56.0%	13,438	64.6%
Non-Family Households	1,136	44.0%	7,361	35.4%
Married Couple with Children	458	22.5%	3,974	22.2%
Average Family Household Size	2.9		3.1	

### Household Size (2018)

1 Person Households	922	35.7%	6,005	28.9%
2 Person Households	923	35.8%	7,417	35.7%
3 Person Households	325	12.6%	2,985	14.4%
4 Person Households	242	9.4%	2,464	11.8%
5 Person Households	117	4.5%	1,240	6.0%
6 or More Person Households	50	1.9%	687	3.3%

### Household Vehicles (2018)

Households with 0 Vehicles Available	85	3.3%	759	3.7%
Households with 1 Vehicles Available	1,187	46.0%	7,370	35.4%
Households with 2 or More Vehicles Available	1,308	50.7%	12,669	60.9%
Total Vehicles Available	4,283		38,672	
Average Vehicles Per Household	1.7		1.9	

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#### Labor Force (2018)

Estimated Labor Population Age 16 Years or Over	4,508		39,498	
Estimated Civilian Employed	2,640	58.6%	22,953	58.1%
Estimated Civilian Unemployed	92	2.1%	1,137	2.9%
Estimated in Armed Forces	31	0.7%	261	0.7%
Estimated Not in Labor Force	1,744	38.7%	15,147	38.3%
Unemployment Rate	2.1%		2.9%	

#### Occupation (2015)

Occupation: Population Age 16 Years or Over	2,659		22,948	
Management, Business, Financial Operations	341	12.8%	2,786	12.1%
Professional, Related	749	28.2%	5,895	25.7%
Service	638	24.0%	5,529	24.1%
Sales, Office	641	24.1%	5,463	23.8%
Farming, Fishing, Forestry	3	0.1%	100	0.4%
Construct, Extraction, Maintenance	153	5.7%	1,636	7.1%
Production, Transport Material Moving	134	5.1%	1,538	6.7%
White Collar Workers	1,731	65.1%	14,144	61.6%
Blue Collar Workers	928	34.9%	8,803	38.4%

#### Consumer Expenditure (2018)

Total Household Expenditure	\$137 M		\$1.13 B	
Total Non-Retail Expenditure	\$70.9 M	51.9%	\$585 M	51.8%
Total Retail Expenditure	\$65.8 M	48.1%	\$543 M	48.2%
Apparel	\$4.73 M	3.5%	\$39.1 M	3.5%
Contributions	\$5.77 M	4.2%	\$47.9 M	4.2%
Education	\$4.91 M	3.6%	\$40.7 M	3.6%
Entertainment	\$7.61 M	5.6%	\$63.0 M	5.6%
Food and Beverages	\$20.2 M	14.8%	\$166 M	14.8%
Furnishings and Equipment	\$4.62 M	3.4%	\$38.4 M	3.4%
Gifts	\$3.31 M	2.4%	\$27.4 M	2.4%
Health Care	\$11.2 M	8.2%	\$91.6 M	8.1%
Household Operations	\$3.77 M	2.8%	\$31.5 M	2.8%
Miscellaneous Expenses	\$2.05 M	1.5%	\$16.7 M	1.5%
Personal Care	\$1.78 M	1.3%	\$14.6 M	1.3%
Personal Insurance	\$983 K	0.7%	\$8.19 M	0.7%
Reading	\$305 K	0.2%	\$2.50 M	0.2%
Shelter	\$28.1 M	20.6%	\$233 M	20.6%
Tobacco	\$885 K	0.6%	\$7.15 M	0.6%
Transportation	\$25.9 M	18.9%	\$214 M	19.0%
Utilities	\$10.5 M	7.7%	\$85.7 M	7.6%

#### Educational Attainment (2018)

Adult Population Age 25 Years or Over	3,799		33,034	
Elementary (Grade Level 0 to 8)	93	2.5%	1,649	5.0%
Some High School (Grade Level 9 to 11)	215	5.7%	2,305	7.0%
High School Graduate	635	16.7%	6,923	21.0%
Some College	1,003	26.4%	7,936	24.0%
Associate Degree Only	321	8.5%	2,873	8.7%
Bachelor Degree Only	880	23.2%	6,640	20.1%
Graduate Degree	652	17.2%	4,709	14.3%

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#### Units In Structure (2015)

	1 mi radius	3 mi radius
1 Detached Unit	1,453 68.6%	13,779 76.1%
1 Attached Unit	263 12.4%	782 4.3%
2 to 4 Units	192 9.1%	891 4.9%
5 to 9 Units	194 9.2%	927 5.1%
10 to 19 Units	54 2.5%	249 1.4%
20 to 49 Units	12 0.5%	130 0.7%
50 or More Units	72 3.4%	521 2.9%
Mobile Home or Trailer	304 14.3%	3,512 19.4%
Other Structure	- -	1 -

#### Homes Built By Year (2015)

	1 mi radius	3 mi radius
Homes Built 2010 or later	127 6.0%	1,021 5.6%
Homes Built 2000 to 2009	868 40.9%	6,060 33.5%
Homes Built 1990 to 1999	511 24.1%	3,834 21.2%
Homes Built 1980 to 1989	512 24.1%	3,764 20.8%
Homes Built 1970 to 1979	163 7.7%	1,939 10.7%
Homes Built 1960 to 1969	68 3.2%	1,285 7.1%
Homes Built 1950 to 1959	49 2.3%	951 5.3%
Homes Built Before 1949	25 1.2%	394 2.2%

#### Home Values (2015)

	1 mi radius	3 mi radius
Home Values \$1,000,000 or More	3 0.3%	35 0.3%
Home Values \$500,000 to \$999,999	59 4.8%	485 4.0%
Home Values \$400,000 to \$499,999	46 3.6%	381 3.2%
Home Values \$300,000 to \$399,999	93 7.4%	675 5.6%
Home Values \$200,000 to \$299,999	316 25.2%	2,948 24.4%
Home Values \$150,000 to \$199,999	290 23.1%	2,803 23.2%
Home Values \$100,000 to \$149,999	406 32.4%	3,031 25.1%
Home Values \$70,000 to \$99,999	100 8.0%	1,374 11.4%
Home Values \$50,000 to \$69,999	46 3.6%	671 5.6%
Home Values \$25,000 to \$49,999	60 4.8%	664 5.5%
Home Values Under \$25,000	105 8.4%	907 7.5%
Owner-Occupied Median Home Value	\$169,140	\$156,411
Renter-Occupied Median Rent	\$746	\$763

#### Transportation To Work (2015)

	1 mi radius	3 mi radius
Drive to Work Alone	2,154 88.4%	18,630 85.9%
Drive to Work in Carpool	181 7.4%	1,792 8.3%
Travel to Work by Public Transportation	4 0.2%	76 0.3%
Drive to Work on Motorcycle	1 -	14 0.1%
Walk or Bicycle to Work	39 1.6%	387 1.8%
Other Means	4 0.2%	44 0.2%
Work at Home	53 2.2%	740 3.4%

#### Travel Time (2015)

	1 mi radius	3 mi radius
Travel to Work in 14 Minutes or Less	1,142 47.9%	9,502 45.4%
Travel to Work in 15 to 29 Minutes	1,004 42.1%	8,692 41.5%
Travel to Work in 30 to 59 Minutes	405 17.0%	3,174 15.2%
Travel to Work in 60 Minutes or More	48 2.0%	817 3.9%
Average Minutes Travel to Work	15.3	15.8

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