Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

HAWKINS COMPANIES
COMMERCIAL DEVELOPERS

Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Population								
Estimated Population (2022)	65,249		123,962		155,316		289,666	
Projected Population (2027)	67,633		128,140		160,455		296,595	
Census Population (2020)	64,287		122,694		153,359		286,643	
Census Population (2010)	58,489		111,299		141,925		277,766	
Projected Annual Growth (2022-2027)	2,384	0.7%	4,178	0.7%	5,139	0.7%	6,928	0.5%
Historical Annual Growth (2020-2022)	962	0.7%	1,268	0.5%	1,957	0.6%	3,024	0.5%
Historical Annual Growth (2010-2020)	5,799	1.0%	11,395	1.0%	11,434	0.8%	8,877	0.3%
Estimated Population Density (2022)	2,308	psm	1,579	psm	495	psm	24	psm
Trade Area Size	28.3	sq mi	78.5	sq mi	314.0	sq mi	11,899.9	sq mi
Households								
Estimated Households (2022)	26,929		49,829		61,807		116,547	
Projected Households (2027)	28,034		51,828		64,245		118,679	
Census Households (2020)	26,445		49,205		60,910		115,166	
Census Households (2010)	23,557		43,907		55,184		109,424	
Projected Annual Growth (2022-2027)	1,105	0.8%	2,000	0.8%	2,437	0.8%	2,132	0.4%
Historical Annual Change (2010-2022)	3,372	1.2%	5,922	1.1%	6,623	1.0%	7,123	0.5%
Average Household Income								
Estimated Average Household Income (2022)	$62,141		$59,603		$62,348		$60,271	
Projected Average Household Income (2027)	$68,844		$66,580		$69,701		$70,003	
Census Average Household Income (2020)	$52,132		$48,581		$51,582		$48,517	
Census Average Household Income (2010)	$41,419		$40,197		$42,608		$38,925	
Projected Annual Change (2022-2027)	$6,703	2.2%	$6,977	2.3%	$7,353	2.4%	$9,732	3.2%
Historical Annual Change (2010-2022)	$20,722	2.3%	$19,406	2.2%	$19,740	2.1%	$21,346	2.5%
Median Household Income								
Estimated Median Household Income (2022)	$56,809		$53,458		$54,660		$50,998	
Projected Median Household Income (2027)	$69,549		$65,231		$66,477		$62,256	
Census Median Household Income (2020)	$42,403		$39,298		$41,655		$38,664	
Census Median Household Income (2010)	$33,726		$32,108		$33,666		$30,923	
Projected Annual Change (2022-2027)	$12,740	4.5%	$11,773	4.4%	$11,818	4.3%	$11,258	4.4%
Historical Annual Change (2010-2022)	$23,083	3.1%	$21,351	3.0%	$20,994	2.8%	$20,075	3.0%
Per Capita Income								
Estimated Per Capita Income (2022)	$25,717		$24,169		$25,032		$24,589	
Projected Per Capita Income (2027)	$28,603		$27,133		$28,122		$28,342	
Census Per Capita Income (2020)	$21,005		$19,174		$20,063		$19,118	
Census Per Capita Income (2010)	$15,764		$15,229		$15,703		$14,488	
Projected Annual Change (2022-2027)	$2,887	2.2%	$2,964	2.5%	$3,089	2.5%	$3,753	3.1%
Historical Annual Change (2010-2022)	$9,953	2.9%	$8,940	2.7%	$9,330	2.7%	$10,101	3.2%
Estimated Average Household Net Worth (2022)	$554,255		$521,354		$563,788		$522,760	

HAWKINS COMPANIES
COMMERCIAL DEVELOPERS

Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Race and Ethnicity								
Total Population (2022)	65,249		123,962		155,316		289,666	
White (2022)	34,500	52.9%	63,994	51.6%	80,259	51.7%	158,960	54.9%
Black or African American (2022)	1,488	2.3%	3,423	2.8%	4,164	2.7%	8,230	2.8%
American Indian or Alaska Native (2022)	1,363	2.1%	2,623	2.1%	3,127	2.0%	6,394	2.2%
Asian (2022)	992	1.5%	3,969	3.2%	4,868	3.1%	7,097	2.5%
Hawaiian or Pacific Islander (2022)	68	0.1%	126	0.1%	154	-	464	0.2%
Other Race (2022)	5,119	7.8%	9,305	7.5%	11,078	7.1%	27,721	9.6%
Two or More Races (2022)	21,720	33.3%	40,522	32.7%	51,666	33.3%	80,802	27.9%
Population < 18 (2022)	15,289	23.4%	28,583	23.1%	35,182	22.7%	64,431	22.2%
White Not Hispanic	2,617	17.1%	4,936	17.3%	6,181	17.6%	14,294	22.2%
Black or African American	438	2.9%	833	2.9%	932	2.6%	1,745	2.7%
Asian	208	1.4%	384	1.3%	436	1.2%	703	1.1%
Other Race Not Hispanic	604	4.0%	1,124	3.9%	1,340	3.8%	3,542	5.5%
Hispanic	11,422	74.7%	21,307	74.5%	26,295	74.7%	44,146	68.5%
Not Hispanic or Latino Population (2022)	24,740	37.9%	48,430	39.1%	61,816	39.8%	133,931	46.2%
Not Hispanic White	10,592	42.8%	19,576	40.4%	25,614	41.4%	76,920	57.4%
Not Hispanic Black or African American	576	2.3%	1,399	2.9%	1,833	3.0%	4,954	3.7%
Not Hispanic American Indian or Alaska Native	603	2.4%	1,086	2.2%	1,323	2.1%	3,016	2.3%
Not Hispanic Asian	426	1.7%	2,812	5.8%	3,524	5.7%	5,231	3.9%
Not Hispanic Hawaiian or Pacific Islander	44	0.2%	82	0.2%	101	0.2%	279	0.2%
Not Hispanic Other Race	3,457	14.0%	6,126	12.6%	7,529	12.2%	11,558	8.6%
Not Hispanic Two or More Races	9,042	36.5%	17,350	35.8%	21,893	35.4%	31,973	23.9%
Hispanic or Latino Population (2022)	40,509	62.1%	75,532	60.9%	93,500	60.2%	155,735	53.8%
Hispanic White	23,907	59.0%	44,418	58.8%	54,645	58.4%	82,040	52.7%
Hispanic Black or African American	912	2.3%	2,024	2.7%	2,332	2.5%	3,276	2.1%
Hispanic American Indian or Alaska Native	760	1.9%	1,537	2.0%	1,804	1.9%	3,378	2.2%
Hispanic Asian	566	1.4%	1,157	1.5%	1,344	1.4%	1,866	1.2%
Hispanic Hawaiian or Pacific Islander	24	-	44	-	53	-	184	0.1%
Hispanic Other Race	1,662	4.1%	3,179	4.2%	3,549	3.8%	16,162	10.4%
Hispanic Two or More Races	12,678	31.3%	23,173	30.7%	29,773	31.8%	48,829	31.4%
Not Hispanic or Latino Population (2020)	25,262	39.3%	48,923	39.9%	62,308	40.6%	133,347	46.5%
Hispanic or Latino Population (2020)	39,026	60.7%	73,771	60.1%	91,051	59.4%	153,296	53.5%
Not Hispanic or Latino Population (2010)	25,158	43.0%	47,368	42.6%	61,309	43.2%	134,629	48.5%
Hispanic or Latino Population (2010)	33,331	57.0%	63,931	57.4%	80,616	56.8%	143,137	51.5%
Not Hispanic or Latino Population (2027)	25,714	38.0%	50,107	39.1%	63,885	39.8%	137,648	46.4%
Hispanic or Latino Population (2027)	41,919	62.0%	78,033	60.9%	96,569	60.2%	158,947	53.6%
Projected Annual Growth (2022-2027)	1,411	0.7%	2,501	0.7%	3,070	0.7%	3,211	0.4%
Historical Annual Growth (2010-2020)	5,695	1.7%	9,841	1.5%	10,435	1.3%	10,159	0.7%

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HAWKINS COMPANIES
COMMERCIAL DEVELOPERS

Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Total Age Distribution (2022)								
Total Population	65,249		123,962		155,316		289,666	
Age Under 5 Years	3,956	*6.1%*	7,534	*6.1%*	9,113	*5.9%*	16,915	*5.8%*
Age 5 to 9 Years	4,281	*6.6%*	7,966	*6.4%*	9,680	*6.2%*	17,597	*6.1%*
Age 10 to 14 Years	4,369	*6.7%*	8,013	*6.5%*	10,029	*6.5%*	18,274	*6.3%*
Age 15 to 19 Years	4,283	*6.6%*	9,894	*8.0%*	12,376	*8.0%*	21,010	*7.3%*
Age 20 to 24 Years	4,702	*7.2%*	11,126	*9.0%*	13,347	*8.6%*	22,228	*7.7%*
Age 25 to 29 Years	4,776	*7.3%*	9,645	*7.8%*	11,540	*7.4%*	19,367	*6.7%*
Age 30 to 34 Years	4,668	*7.2%*	8,589	*6.9%*	10,347	*6.7%*	17,725	*6.1%*
Age 35 to 39 Years	4,189	*6.4%*	7,375	*5.9%*	9,050	*5.8%*	15,931	*5.5%*
Age 40 to 44 Years	3,663	*5.6%*	6,505	*5.2%*	8,198	*5.3%*	14,995	*5.2%*
Age 45 to 49 Years	3,375	*5.2%*	6,160	*5.0%*	7,889	*5.1%*	14,758	*5.1%*
Age 50 to 54 Years	3,487	*5.3%*	6,453	*5.2%*	8,504	*5.5%*	16,264	*5.6%*
Age 55 to 59 Years	3,763	*5.8%*	6,681	*5.4%*	8,992	*5.8%*	17,716	*6.1%*
Age 60 to 64 Years	4,004	*6.1%*	7,042	*5.7%*	9,415	*6.1%*	19,393	*6.7%*
Age 65 to 69 Years	3,716	*5.7%*	6,563	*5.3%*	8,758	*5.6%*	18,636	*6.4%*
Age 70 to 74 Years	3,462	*5.3%*	6,149	*5.0%*	7,892	*5.1%*	16,928	*5.8%*
Age 75 to 79 Years	2,131	*3.3%*	3,865	*3.1%*	4,877	*3.1%*	10,755	*3.7%*
Age 80 to 84 Years	1,304	*2.0%*	2,411	*1.9%*	2,929	*1.9%*	6,217	*2.1%*
Age 85 Years or Over	1,120	*1.7%*	1,990	*1.6%*	2,380	*1.5%*	4,960	*1.7%*
Median Age	36.7		35.1		36.2		39.0	
Age 19 Years or Less	16,890	*25.9%*	33,408	*26.9%*	41,198	*26.5%*	73,795	*25.5%*
Age 20 to 64 Years	36,627	*56.1%*	69,576	*56.1%*	87,281	*56.2%*	158,377	*54.7%*
Age 65 Years or Over	11,733	*18.0%*	20,978	*16.9%*	26,837	*17.3%*	57,495	*19.8%*
Female Age Distribution (2022)								
Female Population	33,615	*51.5%*	63,115	*50.9%*	78,636	*50.6%*	144,931	*50.0%*
Age Under 5 Years	1,975	*5.9%*	3,734	*5.9%*	4,499	*5.7%*	8,247	*5.7%*
Age 5 to 9 Years	2,047	*6.1%*	3,890	*6.2%*	4,742	*6.0%*	8,576	*5.9%*
Age 10 to 14 Years	2,153	*6.4%*	3,948	*6.3%*	4,933	*6.3%*	8,958	*6.2%*
Age 15 to 19 Years	2,109	*6.3%*	4,934	*7.8%*	6,158	*7.8%*	10,310	*7.1%*
Age 20 to 24 Years	2,408	*7.2%*	5,526	*8.8%*	6,612	*8.4%*	10,608	*7.3%*
Age 25 to 29 Years	2,410	*7.2%*	4,698	*7.4%*	5,571	*7.1%*	9,233	*6.4%*
Age 30 to 34 Years	2,358	*7.0%*	4,209	*6.7%*	5,091	*6.5%*	8,766	*6.0%*
Age 35 to 39 Years	2,163	*6.4%*	3,749	*5.9%*	4,587	*5.8%*	8,025	*5.5%*
Age 40 to 44 Years	1,901	*5.7%*	3,380	*5.4%*	4,260	*5.4%*	7,698	*5.3%*
Age 45 to 49 Years	1,779	*5.3%*	3,212	*5.1%*	4,090	*5.2%*	7,538	*5.2%*
Age 50 to 54 Years	1,851	*5.5%*	3,353	*5.3%*	4,414	*5.6%*	8,333	*5.7%*
Age 55 to 59 Years	1,965	*5.8%*	3,479	*5.5%*	4,647	*5.9%*	9,075	*6.3%*
Age 60 to 64 Years	2,115	*6.3%*	3,707	*5.9%*	4,865	*6.2%*	9,833	*6.8%*
Age 65 to 69 Years	1,967	*5.9%*	3,429	*5.4%*	4,513	*5.7%*	9,501	*6.6%*
Age 70 to 74 Years	1,851	*5.5%*	3,264	*5.2%*	4,085	*5.2%*	8,657	*6.0%*
Age 75 to 79 Years	1,146	*3.4%*	2,065	*3.3%*	2,554	*3.2%*	5,470	*3.8%*
Age 80 to 84 Years	729	*2.2%*	1,320	*2.1%*	1,581	*2.0%*	3,250	*2.2%*
Age 85 Years or Over	690	*2.1%*	1,218	*1.9%*	1,435	*1.8%*	2,853	*2.0%*
Female Median Age	37.9		36.1		37.1		39.8	
Age 19 Years or Less	8,283	*24.6%*	16,506	*26.2%*	20,332	*25.9%*	36,091	*24.9%*
Age 20 to 64 Years	18,949	*56.4%*	35,313	*56.0%*	44,137	*56.1%*	79,110	*54.6%*
Age 65 Years or Over	6,383	*19.0%*	11,296	*17.9%*	14,168	*18.0%*	29,730	*20.5%*

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

HAWKINS COMPANIES
COMMERCIAL DEVELOPERS

Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Male Age Distribution (2022)								
Male Population	31,634	*48.5%*	60,847	*49.1%*	76,680	*49.4%*	144,735	*50.0%*
Age Under 5 Years	1,982	*6.3%*	3,801	*6.2%*	4,613	*6.0%*	8,667	*6.0%*
Age 5 to 9 Years	2,234	*7.1%*	4,077	*6.7%*	4,938	*6.4%*	9,020	*6.2%*
Age 10 to 14 Years	2,216	*7.0%*	4,065	*6.7%*	5,096	*6.6%*	9,316	*6.4%*
Age 15 to 19 Years	2,174	*6.9%*	4,960	*8.2%*	6,218	*8.1%*	10,700	*7.4%*
Age 20 to 24 Years	2,295	*7.3%*	5,600	*9.2%*	6,735	*8.8%*	11,620	*8.0%*
Age 25 to 29 Years	2,366	*7.5%*	4,947	*8.1%*	5,969	*7.8%*	10,133	*7.0%*
Age 30 to 34 Years	2,310	*7.3%*	4,380	*7.2%*	5,255	*6.9%*	8,959	*6.2%*
Age 35 to 39 Years	2,026	*6.4%*	3,626	*6.0%*	4,463	*5.8%*	7,907	*5.5%*
Age 40 to 44 Years	1,762	*5.6%*	3,126	*5.1%*	3,938	*5.1%*	7,297	*5.0%*
Age 45 to 49 Years	1,596	*5.0%*	2,948	*4.8%*	3,800	*5.0%*	7,221	*5.0%*
Age 50 to 54 Years	1,636	*5.2%*	3,100	*5.1%*	4,090	*5.3%*	7,931	*5.5%*
Age 55 to 59 Years	1,798	*5.7%*	3,202	*5.3%*	4,345	*5.7%*	8,640	*6.0%*
Age 60 to 64 Years	1,889	*6.0%*	3,335	*5.5%*	4,550	*5.9%*	9,560	*6.6%*
Age 65 to 69 Years	1,748	*5.5%*	3,134	*5.1%*	4,244	*5.5%*	9,135	*6.3%*
Age 70 to 74 Years	1,611	*5.1%*	2,885	*4.7%*	3,807	*5.0%*	8,271	*5.7%*
Age 75 to 79 Years	985	*3.1%*	1,800	*3.0%*	2,323	*3.0%*	5,285	*3.7%*
Age 80 to 84 Years	575	*1.8%*	1,091	*1.8%*	1,348	*1.8%*	2,967	*2.0%*
Age 85 Years or Over	431	*1.4%*	772	*1.3%*	946	*1.2%*	2,107	*1.5%*
Male Median Age	35.4		34.0		35.3		38.2	
Age 19 Years or Less	8,607	*27.2%*	16,902	*27.8%*	20,866	*27.2%*	37,703	*26.0%*
Age 20 to 64 Years	17,678	*55.9%*	34,263	*56.3%*	43,145	*56.3%*	79,267	*54.8%*
Age 65 Years or Over	5,350	*16.9%*	9,682	*15.9%*	12,669	*16.5%*	27,765	*19.2%*
Males per 100 Females (2022)								
Overall Comparison	94		96		98		100	
Age Under 5 Years	100	*50.1%*	102	*50.4%*	103	*50.6%*	105	*51.2%*
Age 5 to 9 Years	109	*52.2%*	105	*51.2%*	104	*51.0%*	105	*51.3%*
Age 10 to 14 Years	103	*50.7%*	103	*50.7%*	103	*50.8%*	104	*51.0%*
Age 15 to 19 Years	103	*50.8%*	101	*50.1%*	101	*50.2%*	104	*50.9%*
Age 20 to 24 Years	95	*48.8%*	101	*50.3%*	102	*50.5%*	110	*52.3%*
Age 25 to 29 Years	98	*49.5%*	105	*51.3%*	107	*51.7%*	110	*52.3%*
Age 30 to 34 Years	98	*49.5%*	104	*51.0%*	103	*50.8%*	102	*50.5%*
Age 35 to 39 Years	94	*48.4%*	97	*49.2%*	97	*49.3%*	99	*49.6%*
Age 40 to 44 Years	93	*48.1%*	92	*48.0%*	92	*48.0%*	95	*48.7%*
Age 45 to 49 Years	90	*47.3%*	92	*47.9%*	93	*48.2%*	96	*48.9%*
Age 50 to 54 Years	88	*46.9%*	92	*48.0%*	93	*48.1%*	95	*48.8%*
Age 55 to 59 Years	92	*47.8%*	92	*47.9%*	94	*48.3%*	95	*48.8%*
Age 60 to 64 Years	89	*47.2%*	90	*47.4%*	94	*48.3%*	97	*49.3%*
Age 65 to 69 Years	89	*47.1%*	91	*47.7%*	94	*48.5%*	96	*49.0%*
Age 70 to 74 Years	87	*46.5%*	88	*46.9%*	93	*48.2%*	96	*48.9%*
Age 75 to 79 Years	86	*46.2%*	87	*46.6%*	91	*47.6%*	97	*49.1%*
Age 80 to 84 Years	79	*44.1%*	83	*45.2%*	85	*46.0%*	91	*47.7%*
Age 85 Years or Over	62	*38.4%*	63	*38.8%*	66	*39.7%*	74	*42.5%*
Age 19 Years or Less	104	*51.0%*	102	*50.6%*	103	*50.6%*	104	*51.1%*
Age 20 to 39 Years	96	*49.1%*	102	*50.5%*	103	*50.6%*	105	*51.3%*
Age 40 to 64 Years	90	*47.5%*	92	*47.8%*	93	*48.2%*	96	*48.9%*
Age 65 Years or Over	84	*45.6%*	86	*46.2%*	89	*47.2%*	93	*48.3%*

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HAWKINS COMPANIES
COMMERCIAL DEVELOPERS

Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Household Type (2022)								
Total Households	26,929		49,829		61,807		116,547	
Households with Children	7,700	28.6%	14,709	29.5%	18,560	30.0%	34,133	29.3%
Average Household Size	2.4		2.4		2.4		2.4	
Household Density per Square Mile	953		635		197		10	
Population Family	52,134	79.9%	95,800	77.3%	121,597	78.3%	226,745	78.3%
Population Non-Family	12,740	19.5%	25,049	20.2%	29,626	19.1%	54,718	18.9%
Population Group Quarters	375	0.6%	3,114	2.5%	4,093	2.6%	8,203	2.8%
Family Households	16,943	62.9%	30,796	61.8%	39,239	63.5%	73,683	63.2%
Married Couple Households	10,059	59.4%	18,564	60.3%	24,719	63.0%	49,728	67.5%
Other Family Households with Children	6,884	40.6%	12,232	39.7%	14,521	37.0%	23,955	32.5%
Family Households with Children	7,684	45.4%	14,678	47.7%	18,523	47.2%	34,075	46.2%
Married Couple with Children	4,291	55.8%	8,098	55.2%	10,453	56.4%	19,909	58.4%
Other Family Households with Children	3,393	44.2%	6,579	44.8%	8,070	43.6%	14,167	41.6%
Family Households No Children	9,259	54.6%	16,118	52.3%	20,717	52.8%	39,608	53.8%
Married Couple No Children	5,768	62.3%	10,466	64.9%	14,266	68.9%	29,820	75.3%
Other Family Households No Children	3,491	37.7%	5,652	35.1%	6,450	31.1%	9,788	24.7%
Non-Family Households	9,986	37.1%	19,033	38.2%	22,568	36.5%	42,864	36.8%
Non-Family Households with Children	16	0.2%	31	0.2%	37	0.2%	57	0.1%
Non-Family Households No Children	9,970	99.8%	19,001	99.8%	22,531	99.8%	42,807	99.9%
Average Family Household Size	3.1		3.1		3.1		3.1	
Average Family Income	$74,488		$70,401		$73,381		$71,543	
Median Family Income	$70,741		$65,865		$66,500		$63,565	
Average Non-Family Household Size	1.3		1.3		1.3		1.3	
Marital Status (2022)								
Population Age 15 Years or Over	52,642		100,448		126,494		236,881	
Never Married	19,439	36.9%	40,247	40.1%	48,471	38.3%	82,305	34.7%
Currently Married	21,453	40.8%	37,160	37.0%	49,199	38.9%	95,152	40.2%
Previously Married	11,751	22.3%	23,041	22.9%	28,824	22.8%	59,425	25.1%
Separated	2,370	20.2%	4,515	19.6%	5,823	20.2%	10,570	17.8%
Widowed	2,643	22.5%	5,379	23.3%	6,727	23.3%	16,399	27.6%
Divorced	6,738	57.3%	13,147	57.1%	16,274	56.5%	32,455	54.6%
Educational Attainment (2022)								
Adult Population Age 25 Years or Over	43,657		79,429		100,771		193,644	
Elementary (Grade Level 0 to 8)	2,935	6.7%	5,780	7.3%	7,639	7.6%	14,890	7.7%
Some High School (Grade Level 9 to 11)	2,453	5.6%	5,135	6.5%	6,999	6.9%	15,801	8.2%
High School Graduate	9,572	21.9%	17,426	21.9%	21,244	21.1%	48,333	25.0%
Some College	9,450	21.6%	18,106	22.8%	23,009	22.8%	46,718	24.1%
Associate Degree Only	3,750	8.6%	6,640	8.4%	8,255	8.2%	16,242	8.4%
Bachelor Degree Only	9,142	20.9%	15,197	19.1%	19,442	19.3%	30,687	15.8%
Graduate Degree	6,354	14.6%	11,144	14.0%	14,183	14.1%	20,973	10.8%
Any College (Some College or Higher)	28,696	65.7%	51,088	64.3%	64,890	64.4%	114,619	59.2%
College Degree + (Bachelor Degree or Higher)	15,496	35.5%	26,342	33.2%	33,625	33.4%	51,660	26.7%

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Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Housing								
Total Housing Units (2022)	29,244		53,984		67,377		133,845	
Total Housing Units (2020)	28,721		53,351		66,362		132,430	
Historical Annual Growth (2020-2022)	524	0.9%	633	0.6%	1,015	0.8%	1,415	0.5%
Housing Units Occupied (2022)	26,929	92.1%	49,829	92.3%	61,807	91.7%	116,547	87.1%
Housing Units Owner-Occupied	17,244	64.0%	29,696	59.6%	38,260	61.9%	74,882	64.3%
Housing Units Renter-Occupied	9,685	36.0%	20,133	40.4%	23,547	38.1%	41,665	35.7%
Housing Units Vacant (2022)	2,315	7.9%	4,155	7.7%	5,570	8.3%	17,298	12.9%
Household Size (2022)								
Total Households	26,929		49,829		61,807		116,547	
1 Person Households	8,097	30.1%	14,882	29.9%	17,731	28.7%	35,580	30.5%
2 Person Households	9,689	36.0%	17,561	35.2%	22,515	36.4%	42,379	36.4%
3 Person Households	4,019	14.9%	7,562	15.2%	9,317	15.1%	16,575	14.2%
4 Person Households	2,965	11.0%	5,630	11.3%	6,925	11.2%	12,131	10.4%
5 Person Households	1,443	5.4%	2,757	5.5%	3,483	5.6%	6,352	5.5%
6 Person Households	544	2.0%	1,049	2.1%	1,317	2.1%	2,418	2.1%
7 or More Person Households	172	0.6%	388	0.8%	519	0.8%	1,113	1.0%
Household Income Distribution (2022)								
HH Income $200,000 or More	776	2.9%	1,307	2.6%	1,999	3.2%	3,343	2.9%
HH Income $150,000 to $199,999	1,083	4.0%	1,836	3.7%	2,389	3.9%	3,786	3.2%
HH Income $125,000 to $149,999	1,439	5.3%	2,409	4.8%	3,123	5.1%	5,067	4.3%
HH Income $100,000 to $124,999	2,714	10.1%	4,123	8.3%	5,047	8.2%	9,055	7.8%
HH Income $75,000 to $99,999	3,219	12.0%	5,691	11.4%	6,983	11.3%	13,106	11.2%
HH Income $50,000 to $74,999	4,817	17.9%	9,431	18.9%	11,834	19.1%	21,668	18.6%
HH Income $35,000 to $49,999	2,704	10.0%	5,673	11.4%	7,033	11.4%	15,153	13.0%
HH Income $25,000 to $34,999	2,933	10.9%	5,258	10.6%	6,520	10.5%	13,109	11.2%
HH Income $15,000 to $24,999	2,792	10.4%	5,482	11.0%	6,953	11.2%	13,449	11.5%
HH Income $10,000 to $14,999	1,426	5.3%	3,087	6.2%	3,648	5.9%	7,024	6.0%
HH Income Under $10,000	3,026	11.2%	5,531	11.1%	6,278	10.2%	11,787	10.1%
Household Vehicles (2022)								
Households 0 Vehicles Available	1,618	6.0%	3,581	7.2%	3,963	6.4%	7,400	6.3%
Households 1 Vehicle Available	8,695	32.3%	16,709	33.5%	19,798	32.0%	37,871	32.5%
Households 2 Vehicles Available	9,813	36.4%	17,443	35.0%	22,134	35.8%	42,381	36.4%
Households 3 or More Vehicles Available	6,803	25.3%	12,096	24.3%	15,912	25.7%	28,896	24.8%
Total Vehicles Available	51,820		93,930		120,318		224,124	
Average Vehicles per Household	1.9		1.9		1.9		1.9	
Owner-Occupied Household Vehicles	37,842	73.0%	65,435	69.7%	85,749	71.3%	162,226	72.4%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2		2.2	
Renter-Occupied Household Vehicles	13,978	27.0%	28,495	30.3%	34,569	28.7%	61,898	27.6%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.5		1.5	
Travel Time (2022)								
Worker Base Age 16 years or Over	28,170		51,544		64,597		109,198	
Travel to Work in 14 Minutes or Less	12,128	43.1%	21,486	41.7%	25,233	39.1%	46,526	42.6%
Travel to Work in 15 to 29 Minutes	11,023	39.1%	19,975	38.8%	25,923	40.1%	38,297	35.1%
Travel to Work in 30 to 59 Minutes	3,069	10.9%	6,479	12.6%	8,270	12.8%	14,478	13.3%
Travel to Work in 60 Minutes or More	809	2.9%	1,390	2.7%	1,847	2.9%	4,389	4.0%
Work at Home	1,141	4.1%	2,214	4.3%	3,325	5.1%	5,509	5.0%
Average Minutes Travel to Work	15.6		16.1		16.6		15.9	

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Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Transportation To Work (2022)								
Worker Base Age 16 years or Over	28,170		51,544		64,597		109,198	
Drive to Work Alone	22,181	78.7%	39,191	76.0%	49,172	76.1%	84,847	77.7%
Drive to Work in Carpool	3,792	13.5%	6,839	13.3%	8,168	12.6%	12,623	11.6%
Travel to Work by Public Transportation	46	0.2%	117	0.2%	137	0.2%	323	0.3%
Drive to Work on Motorcycle	246	0.9%	326	0.6%	389	0.6%	565	0.5%
Bicycle to Work	310	1.1%	1,204	2.3%	1,474	2.3%	1,641	1.5%
Walk to Work	404	1.4%	1,549	3.0%	1,793	2.8%	3,075	2.8%
Other Means	49	0.2%	104	0.2%	139	0.2%	615	0.6%
Work at Home	1,141	4.1%	2,214	4.3%	3,325	5.1%	5,509	5.0%
Daytime Demographics (2022)								
Total Businesses	2,906		5,244		5,944		9,779	
Total Employees	26,987		50,969		55,050		89,203	
Company Headquarter Businesses	107	3.7%	192	3.7%	209	3.5%	371	3.8%
Company Headquarter Employees	1,550	5.7%	3,601	7.1%	3,842	7.0%	8,509	9.5%
Employee Population per Business	9.3	to 1	9.7	to 1	9.3	to 1	9.1	to 1
Residential Population per Business	22.5	to 1	23.6	to 1	26.1	to 1	29.6	to 1
Adj. Daytime Demographics Age 16 Years or Over	50,293		97,741		114,380		207,491	
Labor Force								
Labor Population Age 16 Years or Over (2022)	51,739		98,776		124,390		233,017	
Labor Force Total Males (2022)	24,736	47.8%	48,039	48.6%	60,932	49.0%	115,740	49.7%
Male Civilian Employed	14,013	56.6%	26,488	55.1%	33,221	54.5%	56,165	48.5%
Male Civilian Unemployed	756	3.1%	1,816	3.8%	2,251	3.7%	4,252	3.7%
Males in Armed Forces	263	1.1%	434	0.9%	437	0.7%	4,392	3.8%
Males Not in Labor Force	9,704	39.2%	19,301	40.2%	25,022	41.1%	50,932	44.0%
Labor Force Total Females (2022)	27,003	52.2%	50,737	51.4%	63,458	51.0%	117,276	50.3%
Female Civilian Employed	14,157	52.4%	25,056	49.4%	31,376	49.4%	53,033	45.2%
Female Civilian Unemployed	824	3.0%	1,659	3.3%	1,966	3.1%	3,529	3.0%
Females in Armed Forces	-	-	26	-	26	-	1,138	1.0%
Females Not in Labor Force	12,023	44.5%	23,996	47.3%	30,090	47.4%	59,576	50.8%
Unemployment Rate	1,580	3.1%	3,475	3.5%	4,217	3.4%	7,781	3.3%
Occupation (2022)								
Occupation Population Age 16 Years or Over	28,170		51,544		64,597		109,198	
Occupation Total Males	14,013	49.7%	26,488	51.4%	33,221	51.4%	56,165	51.4%
Occupation Total Females	14,157	50.3%	25,056	48.6%	31,376	48.6%	53,033	48.6%
Management, Business, Financial Operations	2,468	8.8%	5,039	9.8%	6,375	9.9%	11,469	10.5%
Professional, Related	8,236	29.2%	14,133	27.4%	17,886	27.7%	26,405	24.2%
Service	6,197	22.0%	11,617	22.5%	14,488	22.4%	24,696	22.6%
Sales, Office	6,240	22.2%	11,376	22.1%	13,979	21.6%	22,649	20.7%
Farming, Fishing, Forestry	363	1.3%	623	1.2%	741	1.1%	1,836	1.7%
Construction, Extraction, Maintenance	2,021	7.2%	3,928	7.6%	5,111	7.9%	10,438	9.6%
Production, Transport, Material Moving	2,645	9.4%	4,829	9.4%	6,017	9.3%	11,706	10.7%
White Collar Workers	16,945	60.2%	30,548	59.3%	38,241	59.2%	60,522	55.4%
Blue Collar Workers	11,225	39.8%	20,996	40.7%	26,357	40.8%	48,676	44.6%

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Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
Calculated using Weighted Block Centroid from Block Groups

HAWKINS
COMPANIES
COMMERCIAL DEVELOPERS

Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Units In Structure (2022)								
Total Units	26,929		49,829		61,807		116,547	
1 Detached Unit	17,401	64.6%	29,371	58.9%	37,045	59.9%	70,728	60.7%
1 Attached Unit	1,172	4.4%	1,930	3.9%	2,139	3.5%	3,357	2.9%
2 Units	717	2.7%	1,249	2.5%	1,397	2.3%	2,241	1.9%
3 to 4 Units	1,118	4.2%	2,523	5.1%	2,756	4.5%	4,571	3.9%
5 to 9 Units	1,360	5.0%	3,017	6.1%	3,132	5.1%	3,632	3.1%
10 to 19 Units	793	2.9%	2,619	5.3%	2,704	4.4%	3,729	3.2%
20 to 49 Units	214	0.8%	883	1.8%	906	1.5%	1,378	1.2%
50 or More Units	757	2.8%	1,219	2.4%	1,272	2.1%	1,816	1.6%
Mobile Home or Trailer	3,397	12.6%	7,013	14.1%	10,454	16.9%	24,776	21.3%
Other Structure	2	-	3	-	3	-	319	0.3%
Homes Built By Year (2022)								
Homes Built 2014 or later	1,336	4.6%	2,779	5.1%	3,232	4.8%	4,207	3.1%
Homes Built 2010 to 2013	1,462	5.0%	2,381	4.4%	2,691	4.0%	4,002	3.0%
Homes Built 2000 to 2009	5,955	20.4%	9,130	16.9%	11,406	16.9%	17,297	12.9%
Homes Built 1990 to 1999	4,364	14.9%	8,682	16.1%	11,662	17.3%	22,440	16.8%
Homes Built 1980 to 1989	4,784	16.4%	9,538	17.7%	11,994	17.8%	20,320	15.2%
Homes Built 1970 to 1979	4,094	14.0%	7,695	14.3%	9,372	13.9%	19,214	14.4%
Homes Built 1960 to 1969	1,283	4.4%	2,451	4.5%	2,997	4.4%	9,392	7.0%
Homes Built 1950 to 1959	1,955	6.7%	4,484	8.3%	4,921	7.3%	10,374	7.8%
Homes Built 1940 to 1949	590	2.0%	1,017	1.9%	1,256	1.9%	3,476	2.6%
Homes Built Before 1939	1,106	3.8%	1,672	3.1%	2,277	3.4%	5,826	4.4%
Median Age of Homes	30.3	yrs	31.0	yrs	30.7	yrs	34.0	yrs
Home Values (2022)								
Owner Specified Housing Units	17,244		29,696		38,260		74,882	
Home Values $1,000,000 or More	89	0.5%	96	0.3%	127	0.3%	187	0.2%
Home Values $750,000 to $999,999	95	0.6%	163	0.5%	370	1.0%	398	0.5%
Home Values $500,000 to $749,999	236	1.4%	512	1.7%	861	2.2%	1,164	1.6%
Home Values $400,000 to $499,999	671	3.9%	1,277	4.3%	2,247	5.9%	2,948	3.9%
Home Values $300,000 to $399,999	1,412	8.2%	2,248	7.6%	3,332	8.7%	5,579	7.5%
Home Values $250,000 to $299,999	1,693	9.8%	2,929	9.9%	3,705	9.7%	5,989	8.0%
Home Values $200,000 to $249,999	1,609	9.3%	2,832	9.5%	3,636	9.5%	7,148	9.5%
Home Values $175,000 to $199,999	1,958	11.4%	3,014	10.2%	3,526	9.2%	5,106	6.8%
Home Values $150,000 to $174,999	2,508	14.5%	4,281	14.4%	5,023	13.1%	9,073	12.1%
Home Values $125,000 to $149,999	1,815	10.5%	2,687	9.0%	3,019	7.9%	6,064	8.1%
Home Values $100,000 to $124,999	2,103	12.2%	3,459	11.6%	3,905	10.2%	7,357	9.8%
Home Values $90,000 to $99,999	771	4.5%	1,220	4.1%	1,420	3.7%	3,658	4.9%
Home Values $80,000 to $89,999	288	1.7%	628	2.1%	837	2.2%	3,217	4.3%
Home Values $70,000 to $79,999	148	0.9%	285	1.0%	363	0.9%	2,820	3.8%
Home Values $60,000 to $69,999	346	2.0%	584	2.0%	823	2.2%	2,767	3.7%
Home Values $50,000 to $59,999	207	1.2%	572	1.9%	824	2.2%	2,494	3.3%
Home Values $35,000 to $49,999	263	1.5%	661	2.2%	915	2.4%	2,384	3.2%
Home Values $25,000 to $34,999	202	1.2%	462	1.6%	626	1.6%	1,829	2.4%
Home Values $10,000 to $24,999	387	2.2%	980	3.3%	1,448	3.8%	2,308	3.1%
Home Values Under $10,000	440	2.6%	804	2.7%	1,253	3.3%	2,392	3.2%
Owner-Occupied Median Home Value	$187,864		$181,352		$189,535		$160,452	
Renter-Occupied Median Rent	$700		$671		$681		$652	

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Lat/Lon: 32.3459/-106.77

I-25 & Main St Las Cruces, NM 88001	3 mi radius		5 mi radius		10 mi radius		Trade Area	
Total Annual Consumer Expenditure (2022)								
Total Household Expenditure	$1.35 B		$2.43 B		$3.1 B		$5.72 B	
Total Non-Retail Expenditure	$711.83 M		$1.28 B		$1.64 B		$3.02 B	
Total Retail Expenditure	$639.23 M		$1.15 B		$1.47 B		$2.7 B	
Apparel	$47 M		$84.49 M		$107.97 M		$198.04 M	
Contributions	$42.51 M		$75.82 M		$97.74 M		$179.89 M	
Education	$38.06 M		$68.1 M		$87.63 M		$159 M	
Entertainment	$75.27 M		$134.72 M		$172.65 M		$316.94 M	
Food and Beverages	$201.01 M		$362.13 M		$461.65 M		$850.64 M	
Furnishings and Equipment	$46.8 M		$83.83 M		$107.39 M		$197.15 M	
Gifts	$31.56 M		$56.63 M		$73.04 M		$133.73 M	
Health Care	$116.43 M		$209.43 M		$267.44 M		$495.54 M	
Household Operations	$52.42 M		$94 M		$120.4 M		$221.69 M	
Miscellaneous Expenses	$25.36 M		$45.54 M		$58.25 M		$107.39 M	
Personal Care	$18.14 M		$32.58 M		$41.62 M		$76.6 M	
Personal Insurance	$9.11 M		$16.21 M		$20.91 M		$38.31 M	
Reading	$2.93 M		$5.25 M		$6.73 M		$12.43 M	
Shelter	$286.12 M		$516.06 M		$658.05 M		$1.21 B	
Tobacco	$8.86 M		$16.2 M		$20.44 M		$38.18 M	
Transportation	$246.61 M		$442.98 M		$566 M		$1.04 B	
Utilities	$102.87 M		$186.01 M		$236.61 M		$438.73 M	
Monthly Household Consumer Expenditure (2022)								
Total Household Expenditure	$4,181		$4,064		$4,186		$4,088	
Total Non-Retail Expenditure	$2,203	52.7%	$2,142	52.7%	$2,207	52.7%	$2,156	52.7%
Total Retail Expenditures	$1,978	47.3%	$1,921	47.3%	$1,979	47.3%	$1,932	47.3%
Apparel	$145	3.5%	$141	3.5%	$146	3.5%	$142	3.5%
Contributions	$132	3.1%	$127	3.1%	$132	3.1%	$129	3.1%
Education	$118	2.8%	$114	2.8%	$118	2.8%	$114	2.8%
Entertainment	$233	5.6%	$225	5.5%	$233	5.6%	$227	5.5%
Food and Beverages	$622	14.9%	$606	14.9%	$622	14.9%	$608	14.9%
Furnishings and Equipment	$145	3.5%	$140	3.4%	$145	3.5%	$141	3.4%
Gifts	$98	2.3%	$95	2.3%	$98	2.4%	$96	2.3%
Health Care	$360	8.6%	$350	8.6%	$361	8.6%	$354	8.7%
Household Operations	$162	3.9%	$157	3.9%	$162	3.9%	$159	3.9%
Miscellaneous Expenses	$78	1.9%	$76	1.9%	$79	1.9%	$77	1.9%
Personal Care	$56	1.3%	$54	1.3%	$56	1.3%	$55	1.3%
Personal Insurance	$28	0.7%	$27	0.7%	$28	0.7%	$27	0.7%
Reading	$9	0.2%	$9	0.2%	$9	0.2%	$9	0.2%
Shelter	$885	21.2%	$863	21.2%	$887	21.2%	$867	21.2%
Tobacco	$27	0.7%	$27	0.7%	$28	0.7%	$27	0.7%
Transportation	$763	18.3%	$741	18.2%	$763	18.2%	$744	18.2%
Utilities	$318	7.6%	$311	7.7%	$319	7.6%	$314	7.7%

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