

Key Facts

6350 Red Hawk Golf Rd, Las Cruces, New Mexico, 88012
Drive time of 5 minutes

KEY FACTS

9,884

Population



2.8

Average Household Size

36.1

Median Age

\$88,816

Median Household Income

EDUCATION

4.6%

No High School Diploma



15.2%

High School Graduate



26.7%

Some College/
Associate's Degree



53.5%

Bachelor's/Grad/
Prof Degree

BUSINESS



34

Total Businesses



410

Total Employees

EMPLOYMENT



70.6%

White Collar



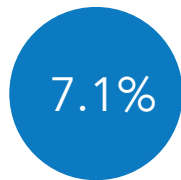
14.4%

Blue Collar



15.0%

Services



7.1%

Unemployment Rate

INCOME



\$88,816

Median Household Income



\$42,998

Per Capita Income



\$367,937

Median Net Worth

2025 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (18.9%)

The smallest group: \$15,000 - \$24,999 (2.1%)

Indicator ▲	Value	Diff	
<\$15,000	7.6%	-5.8%	
\$15,000 - \$24,999	2.1%	-7.1%	
\$25,000 - \$34,999	2.2%	-6.1%	
\$35,000 - \$49,999	9.8%	-1.7%	
\$50,000 - \$74,999	18.9%	-0.4%	
\$75,000 - \$99,999	15.2%	+0.7%	
\$100,000 - \$149,999	13.2%	+3.0%	
\$150,000 - \$199,999	15.8%	+8.2%	
\$200,000+	15.2%	+9.3%	

Bars show deviation from Doña Ana County

Key Facts

6350 Red Hawk Golf Rd, Las Cruces, New Mexico, 88012
Drive time of 10 minutes

KEY FACTS

31,658

Population



2.6

Average Household Size

36.3

Median Age

\$79,869

Median Household Income

EDUCATION

7.8%

No High School Diploma



16.7%

High School Graduate



29.4%

Some College/
Associate's Degree



46.1%

Bachelor's/Grad/
Prof Degree

BUSINESS



339

Total Businesses



4,792

Total Employees

EMPLOYMENT



68.6%

White Collar



12.0%

Blue Collar



19.4%

Services



Unemployment Rate

INCOME



\$79,869

Median Household Income



\$38,491

Per Capita Income



\$263,122

Median Net Worth

2025 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (20.6%)

The smallest group: \$15,000 - \$24,999 (3.3%)

Indicator ▲	Value	Diff	
<\$15,000	6.3%	-7.1%	
\$15,000 - \$24,999	3.3%	-5.9%	
\$25,000 - \$34,999	4.5%	-3.8%	
\$35,000 - \$49,999	11.0%	-0.5%	
\$50,000 - \$74,999	20.6%	+1.3%	
\$75,000 - \$99,999	17.1%	+2.6%	
\$100,000 - \$149,999	16.0%	+5.8%	
\$150,000 - \$199,999	11.8%	+4.2%	
\$200,000+	9.4%	+3.5%	

Bars show deviation from Doña Ana County