

Location Facts & Demographics

Demographics are determined by a 10 minute drive from McMahon Blvd and Universe Blvd, Rio Rancho, NM 87114

CITY, STATE

Rio Rancho, NM

POPULATION

69,753

AVG. HH SIZE

2.73

MEDIAN HH INCOME

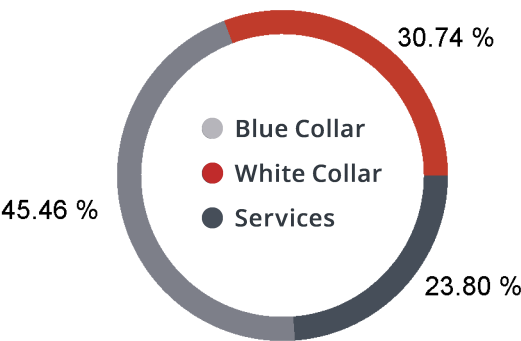
\$73,011

HOME OWNERSHIP

Renters: 5,309

Owners: 19,140

EMPLOYMENT



47.88 %
Employed

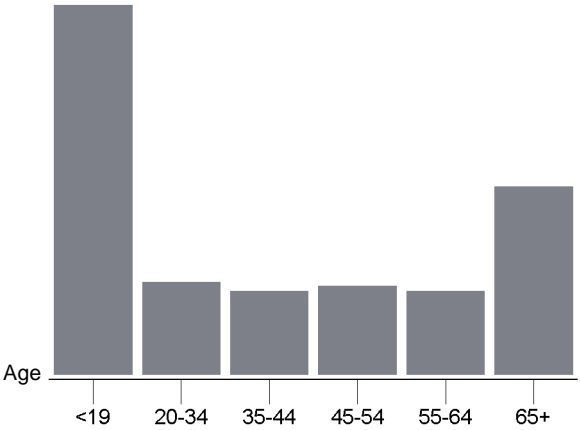
1.53 %
Unemployed

EDUCATION

High School Grad: 21.69 %
Some College: 27.84 %
Associates: 8.19 %
Bachelors: 34.07 %

GENDER & AGE

49.20 %
50.80 %

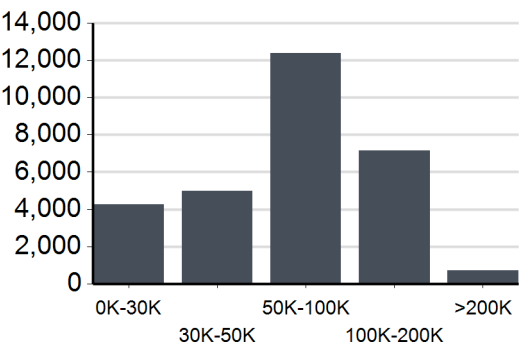


RACE & ETHNICITY

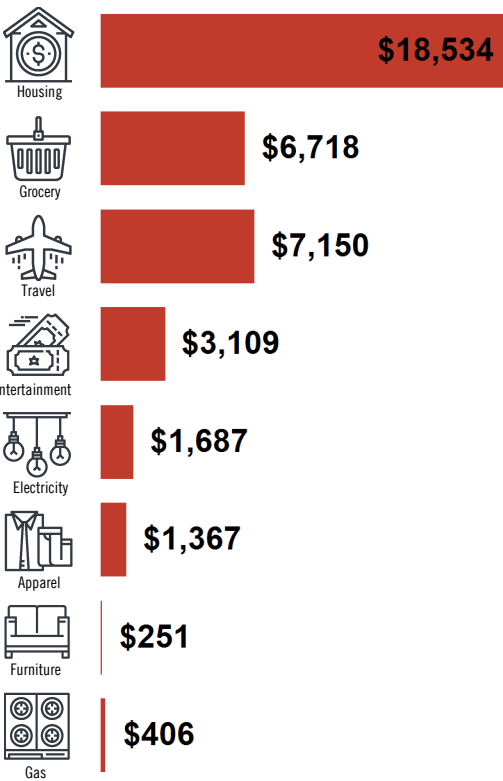
White: 53.19 %
Asian: 0.46 %
Native American: 1.11 %
Pacific Islanders: 0.00 %
African-American: 1.90 %
Hispanic: 32.16 %
Two or More Races: 11.17 %



INCOME BY HOUSEHOLD

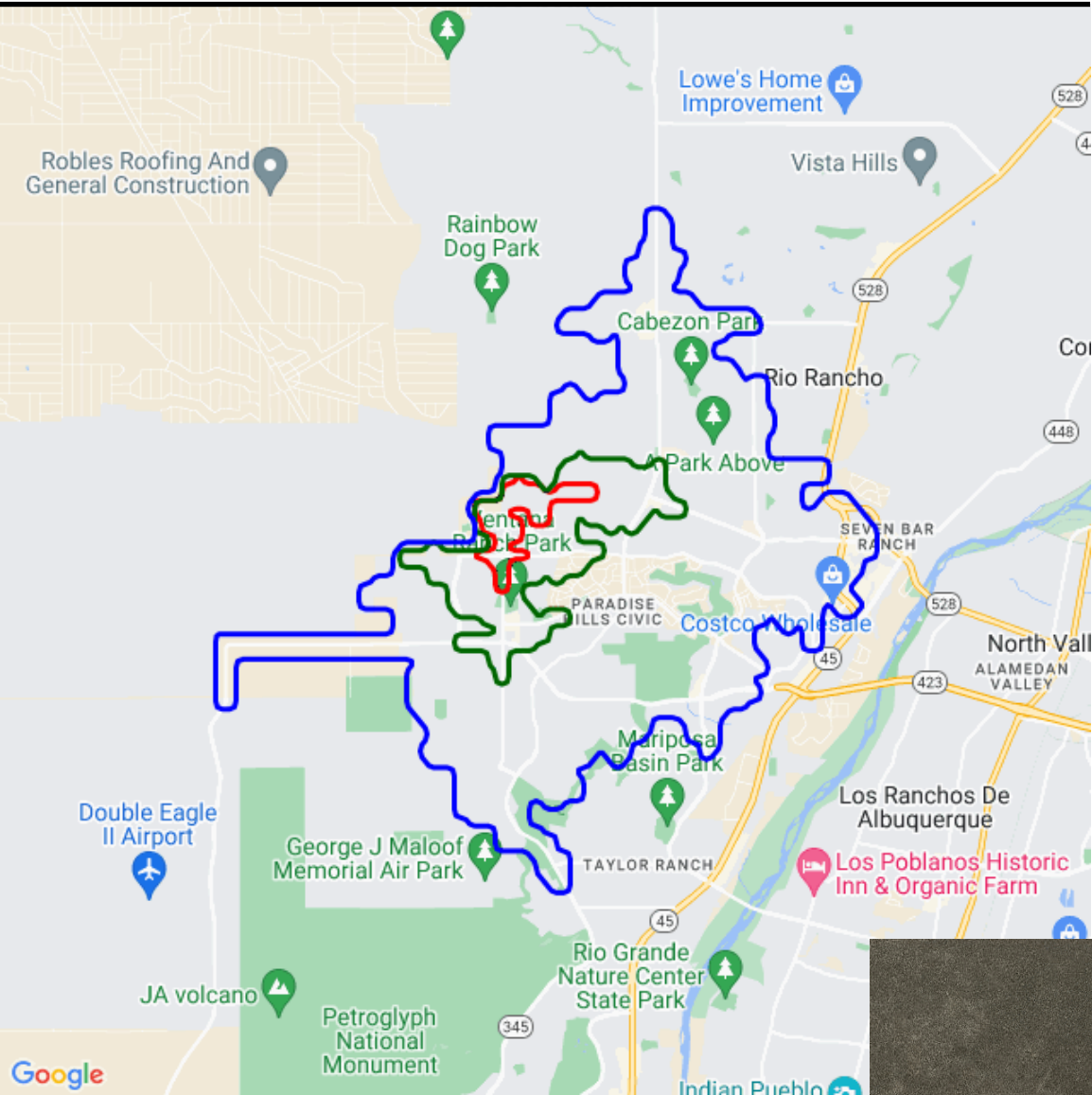


HH SPENDING



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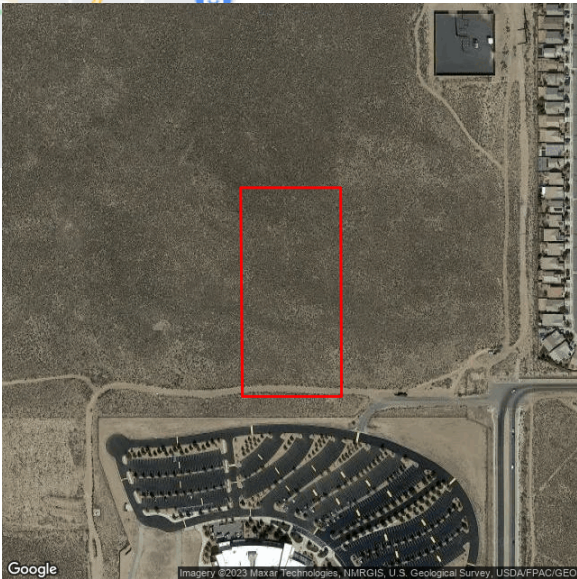
Demographic Report



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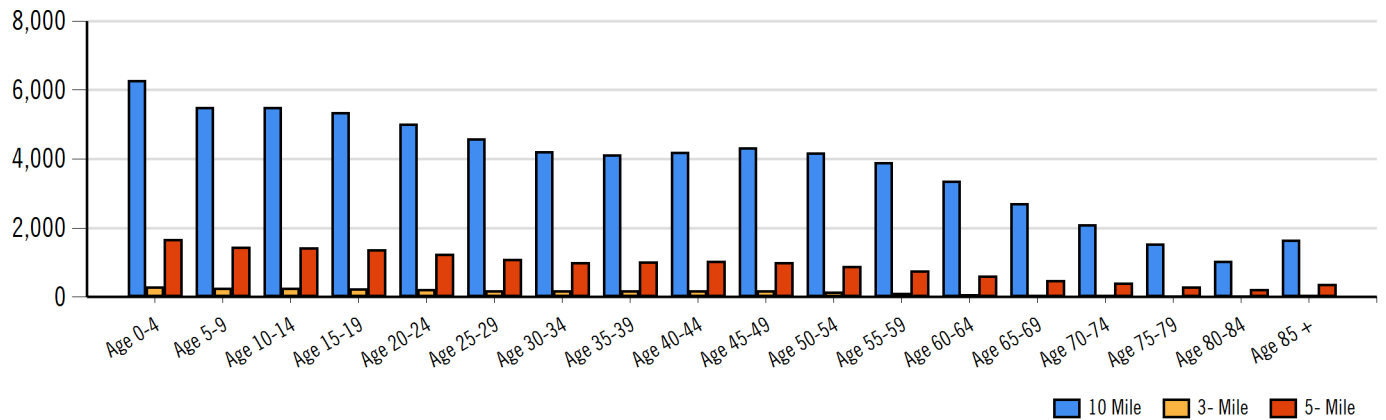
Population

Distance	Male	Female	Total
3- Minute	1,396	1,541	2,937
5- Minute	7,974	8,576	16,550
10 Minute	34,320	35,433	69,753

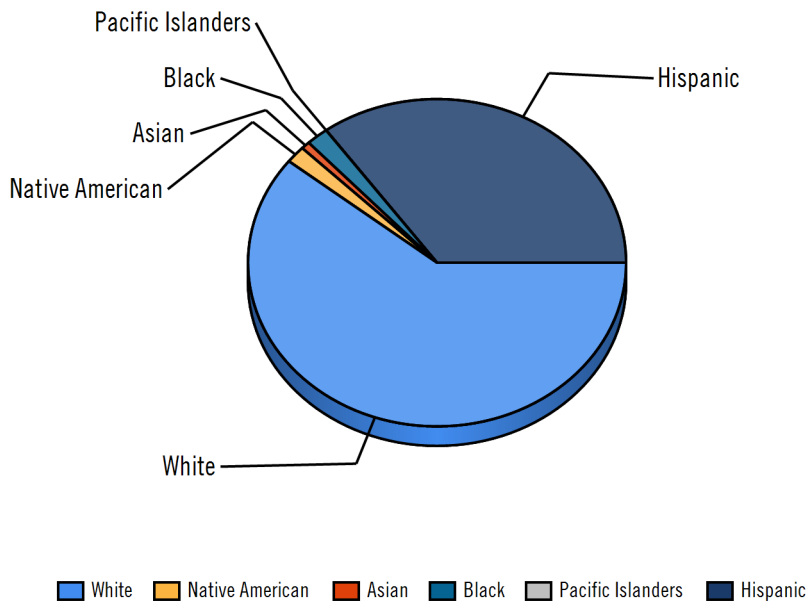


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Population by Distance and Age (2020)



Ethnicity within 5 Minute



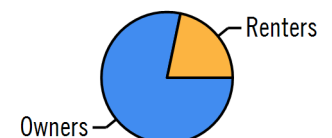
Home Ownership 3 Minute



Home Ownership 5 Minute



Home Ownership 10 Minute



Employment by Distance

Distance	Employed	Unemployed	Unemployment Rate
3-Minute	1,393	45	0.61 %
5-Minute	7,797	254	1.31 %
10-Minute	33,396	1,067	1.88 %

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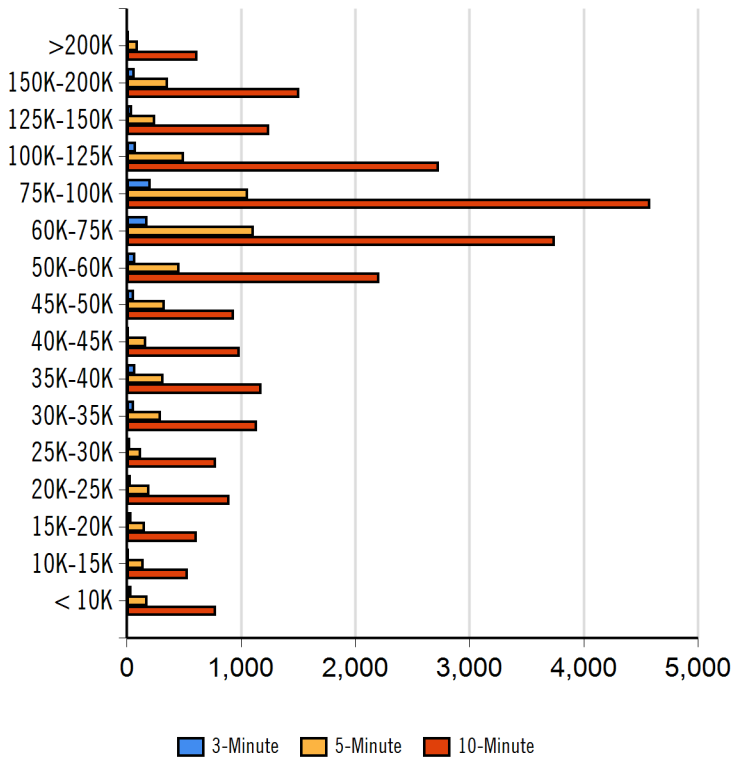
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Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
3-Minute	1	0	59	129	38	186	70	38	169	280	161	142	63
5-Minute	31	8	369	768	228	1,038	432	200	829	1,639	744	703	444
10-Minute	135	89	1,565	3,093	1,006	4,145	1,536	827	4,101	7,309	2,728	3,065	2,199

Household Income



Radius	Median Household Income
3-Minute	\$70,954.00
10-Minute	\$73,011.07
5-Minute	\$76,913.55

Radius	Average Household Income
3-Minute	\$72,006.75
10-Minute	\$78,702.05
5-Minute	\$79,409.36

Radius	Aggregate Household Income
3-Minute	\$76,090,033.79
5-Minute	\$425,258,359.87
10-Minute	\$1,878,863,377.67

Education

	3-Minute	5-Minute	10-Minute
Pop > 25	1,614	9,337	42,054
High School Grad	405	2,175	9,121
Some College	472	2,672	11,706
Associates	162	990	3,442
Bachelors	401	2,048	8,264
Masters	82	486	2,830
Prof. Degree	15	157	712
Doctorate	10	75	401

Tapestry

	3-Minute	5-Minute	10-Minute
Vacant Ready For Rent	18 %	37 %	56 %
Teen's	26 %	54 %	73 %
Expensive Homes	0 %	0 %	1 %
Mobile Homes	1 %	2 %	17 %
New Homes	190 %	369 %	291 %
New Households	47 %	90 %	103 %
Military Households	50 %	103 %	100 %
Households with 4+ Cars	15 %	41 %	82 %
Public Transportation Users	1 %	3 %	5 %
Young Wealthy Households	146 %	270 %	146 %

This Tapestry information compares this selected market against the average. If a tapestry is over 100% it is above average for that statistic. If a tapestry is under 100% it is below average.



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Expenditures

	3-Minute	%	5-Minute	%	10-Minute	%
Total Expenditures	50,458,769		286,810,840		1,250,894,158	
Average annual household	49,515		53,007		52,129	
Food	6,399	12.92 %	6,810	12.85 %	6,718	12.89 %
Food at home	4,167		4,359		4,325	
Cereals and bakery products	594		622		615	
Cereals and cereal products	213		222		219	
Bakery products	381		399		396	
Meats poultry fish and eggs	819		853		850	
Beef	187		195		197	
Pork	149		153		153	
Poultry	155		160		159	
Fish and seafood	130		138		137	
Eggs	68		70		69	
Dairy products	419		444		440	
Fruits and vegetables	849		893		882	
Fresh fruits	125		132		130	
Processed vegetables	164		169		167	
Sugar and other sweets	153		159		159	
Fats and oils	133		139		137	
Miscellaneous foods	790		823		816	
Nonalcoholic beverages	353		365		364	
Food away from home	2,232		2,450		2,393	
Alcoholic beverages	358		393		383	
Housing	17,895	36.14 %	18,847	35.56 %	18,534	35.55 %
Shelter	10,849		11,441		11,223	
Owned dwellings	6,543		7,062		6,911	
Mortgage interest and charges	3,339		3,639		3,537	
Property taxes	2,180		2,360		2,319	
Maintenance repairs	1,023		1,062		1,054	
Rented dwellings	3,462		3,419		3,374	
Other lodging	843		959		938	
Utilities fuels	4,209		4,337		4,288	
Natural gas	391		409		406	
Electricity	1,669		1,703		1,687	
Fuel oil	163		171		168	
Telephone services	1,322		1,363		1,344	
Water and other public services	662		689		681	
Household operations	1,215	2.45 %	1,314	2.48 %	1,287	2.47 %
Personal services	357		396		381	
Other household expenses	858		917		905	
Housekeeping supplies	577		613		614	
Laundry and cleaning supplies	159		166		166	
Other household products	336		359		360	
Postage and stationery	81		86		86	
Household furnishings	1,043		1,140		1,120	
Household textiles	75		83		82	
Furniture	223		257		251	
Floor coverings	26		30		29	
Major appliances	154		154		147	
Small appliances	86		93		91	
Miscellaneous	477		522		517	
Apparel and services	1,251	2.53 %	1,367	2.58 %	1,367	2.62 %
Men and boys	244		274		274	
Men 16 and over	205		231		231	
Boys 2 to 15	39		43		43	
Women and girls	459		495		490	



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Women 16 and over	384	419	414
Girls 2 to 15	75	76	75
Children under 2	91	93	91

Expenditures (Continued)

	3-Minute	%	5-Minute	%	10-Minute	%
Total Expenditures	50,458,769		286,810,840		1,250,894,158	
Average annual household	49,515		53,007		52,129	
Transportation	6,817	13.77 %	7,265	13.71 %	7,150	13.72 %
Vehicle purchases	1,604		1,765		1,729	
Cars and trucks new	850		934		905	
Cars and trucks used	705		779		775	
Gasoline and motor oil	2,181		2,262		2,227	
Other vehicle expenses	2,575		2,714		2,679	
Vehicle finance charges	185		194		188	
Maintenance and repairs	883		944		934	
Vehicle insurance	1,189		1,228		1,213	
Vehicle rental leases	317		347		343	
Public transportation	456		523		513	
Health care	3,870	7.82 %	4,052	7.64 %	4,005	7.68 %
Health insurance	2,533		2,630		2,604	
Medical services	831		886		866	
Drugs	382		403		403	
Medical supplies	123		132		130	
Entertainment	2,943	5.94 %	3,155	5.95 %	3,109	5.96 %
Fees and admissions	558		636		618	
Television radios	1,058		1,087		1,073	
Pets toys	1,056		1,140		1,130	
Personal care products	629		681		673	
Reading	51		56		56	
Education	1,178		1,377		1,358	
Tobacco products	407		401		401	
Miscellaneous	819	1.65 %	867	1.64 %	844	1.62 %
Cash contributions	1,411		1,453		1,411	
Personal insurance	5,480		6,276		6,113	
Life and other personal insurance	167		182		181	
Pensions and Social Security	5,313		6,094		5,932	

Estimated Households					Housing Occupied By		Housing Occupancy		
Distance	Year	Projection	2018	Change	1 Person	Family	Owner	Renter	Vacant
3-Minute	2020	1,183	912	22.08 %	211	901	951	232	40
5-Minute	2020	6,718	5,180	132.59 %	1,234	5,066	5,236	1,481	231
10-Minute	2020	28,778	22,422	763.47 %	5,747	21,209	21,643	7,135	998
3-Minute	2023	1,028	912	9.30 %	183	783	891	137	254
5-Minute	2023	5,821	5,180	55.09 %	1,069	4,392	4,877	944	1,464
10-Minute	2023	25,138	22,422	327.55 %	5,020	18,530	20,146	4,991	6,204



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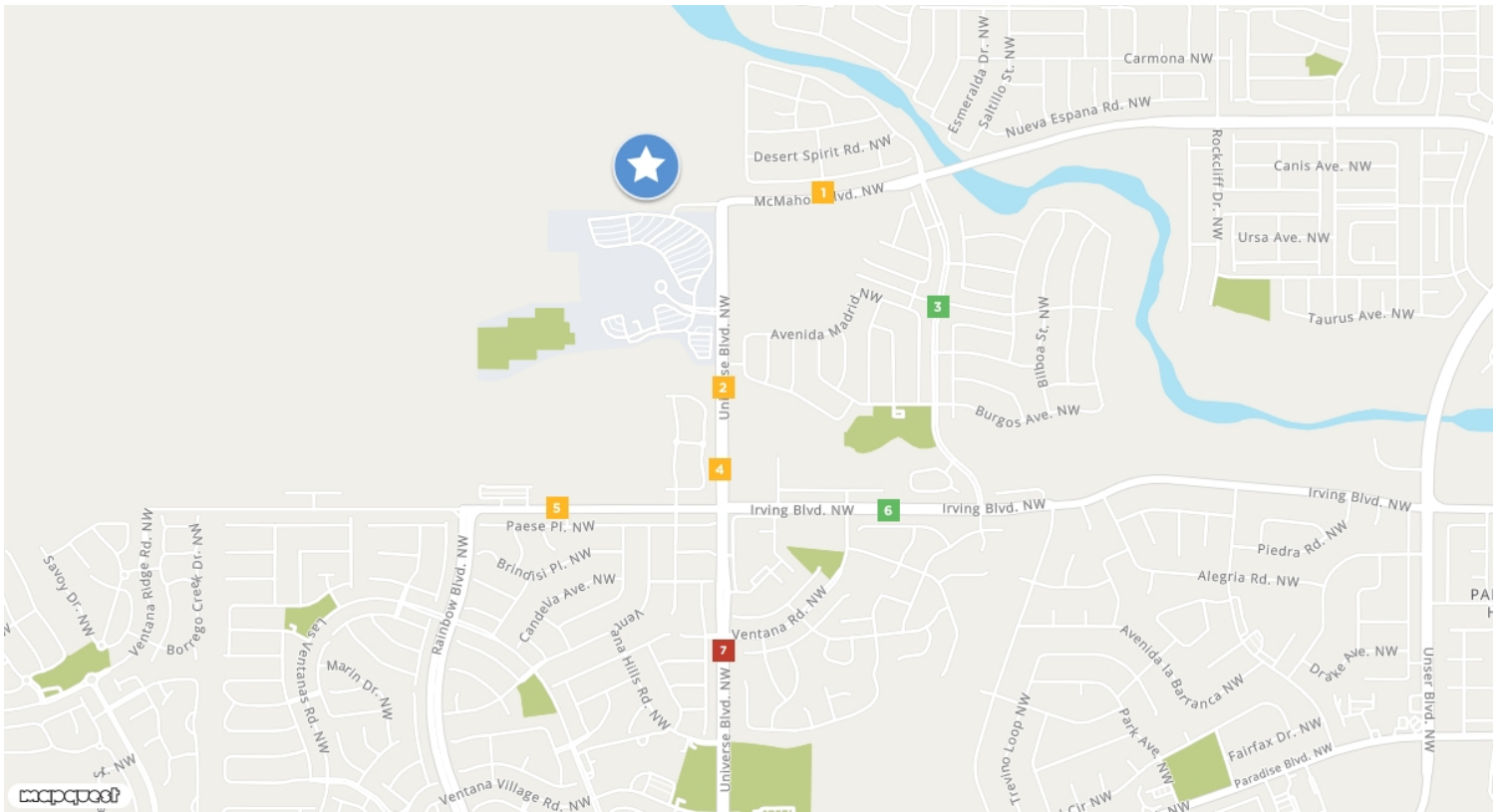
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Traffic Counts



Atlatil Drive	1	Universe Boulevard	2	Kayenta Place Northwest	3	Universe Boulevard	4	Irving Blvd NW	5
Year: 2021	4,252 est	Year: 2021	8,158 est	Year: 2021	6,226 est	Year: 2021	7,832 est	Year: 2021	3,612 est
Year: 2018	6,977	Year: 2018	7,364	Year: 2018	3,514	Year: 2017	9,500	Year: 2017	6,000
Year: 2017	933	Year: 2017	9,030	Year: 2017	9,622	Year: 2006	2,200	Year: 2006	3,600
Irving Blvd NW	6	Universe Blvd	7						
Ventana Rd NW		Ventana Rd NW							
Year: 2021	3,863 est	Year: 2021	10,612 est						
Year: 2017	3,500	Year: 2017	16,100						
Year: 2006	4,800	Year: 2006	10,400						



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