

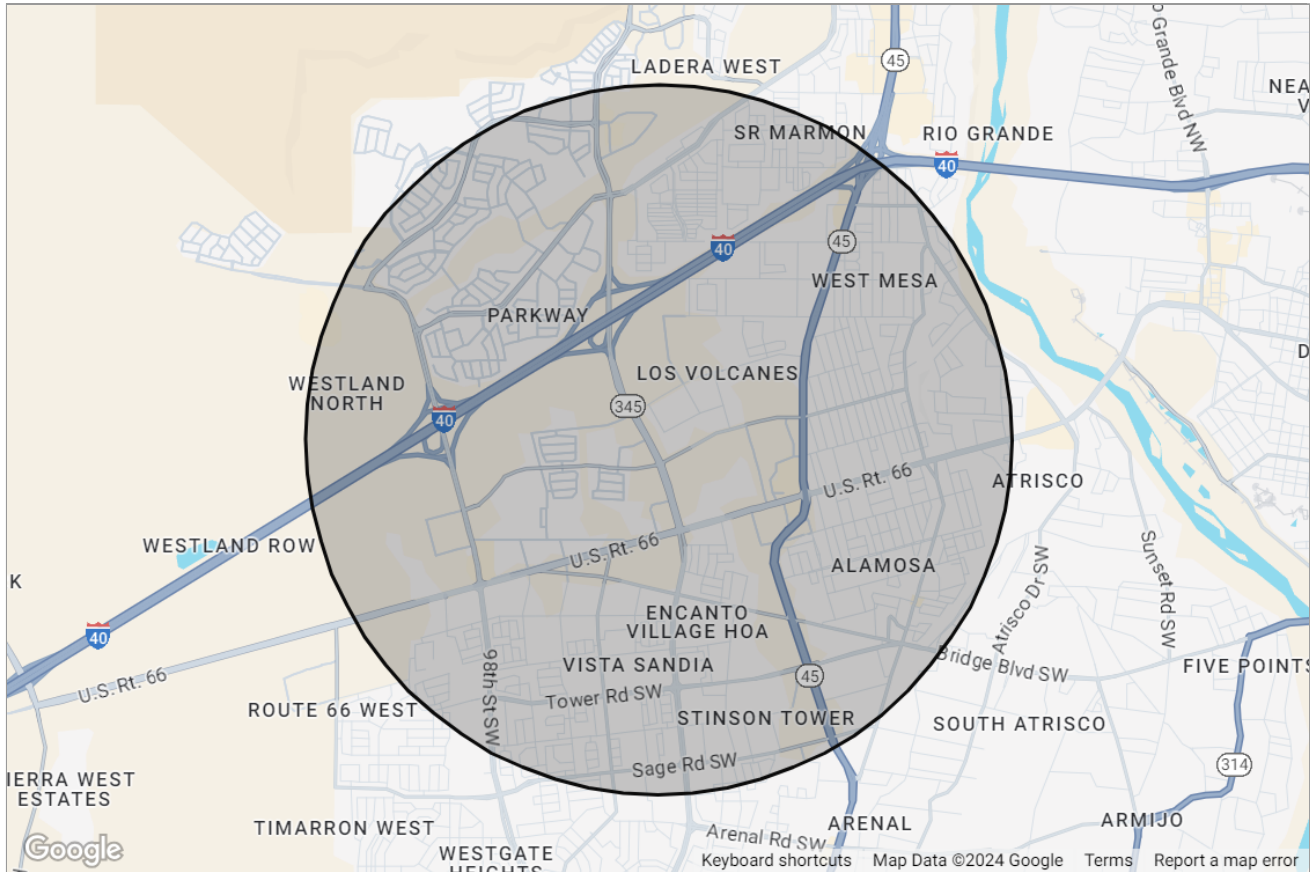


RPR

REALTORS
PROPERTY
RESOURCE

TRADE AREA REPORT

Custom Radius Area



Presented by

Amar Tesch II | CRE Advisor

New Mexico Real Estate License: REC-2024-0453

Mobile: (505) 900-7203

Main: atesch@nvreg.com



Criteria Used for Analysis

Median Household Income
\$51,101

Median Age
30.1

Total Population
80,185

1st Dominant Segment
Up and Coming Families

Consumer Segmentation

Life Mode	Urbanization	
What are the people like that live in this area?	Sprouting Explorers Young homeowners with families	Where do people like this usually live? Suburban Periphery The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments

	Up and Coming Families	Urban Edge Families	Forging Opportunity	Family Extensions	Metro Fusion
% of Households	10,313 (40.7%)	7,692 (30.4%)	2,518 (9.9%)	1,232 (4.9%)	1,141 (4.5%)
% of Bernalillo County	26,823 (9.5%)	8,592 (3.0%)	5,188 (1.8%)	1,232 (0.4%)	8,316 (2.9%)
Lifestyle Group	Sprouting Explorers	Sprouting Explorers	Sprouting Explorers	Next Wave	Midtown Singles
Urbanization Group	Suburban Periphery	Urban Periphery	Urban Periphery	Urban Periphery	Urban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family; Multi-Unit Rentals	Multi-Unit Rentals; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	3.05	3.08	3.36	3.7	2.52
Median Age	32.3	33.5	29.8	29.1	30
Diversity Index	81.6	88.5	83.4	75.4	86.8
Median Household Income	\$91,700	\$64,600	\$52,600	\$55,900	\$48,100
Median Net Worth	\$186,900	\$108,600	\$69,500	\$25,100	\$14,800
Median Home Value	\$311,300	\$258,200	\$167,300	\$415,900	\$216,000
Homeownership	74.7 %	65.1 %	62 %	38.2 %	26.9 %
Employment	Professional or Mgmt/Bus/Financial	Services or Professional	Services or Transport/Material Moving	Services or Transport/Material Moving	Professional or Services
Education	Some College No Degree	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Busy with work and family . Shop around for the best deals.	Family outings to theme parks are popular . Residents favor fast-food dining places.	Shop at discount and department stores . Subscribe to satellite TV to watch their favorite programs.	Follow soccer . Trendy consumers who focus on style.	Football and weight lifting are popular activities . Look to impress with fashion and electronics.
Financial	Carry debt, but also maintain retirement plans	Spend money carefully; buy necessities	Balance their budgets carefully by spending only on necessities	Savings and debt are minimal	Spend on what's hot unless saving for something specific
Media	Rely on the Internet for entertainment and information	Listen to Hispanic radio, use the Internet for socializing	Magazines are extremely popular sources of news and information	Favor Spanish-language channels and websites	Listen to R&B, rap, Latin, reggae music
Vehicle	Own late model import SUVs or compacts	One or two vehicles	Own 1-2 vehicles; carpool	Take public transportation	Owns used vehicles

Custom Radius Area: Population Comparison

Total Population

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



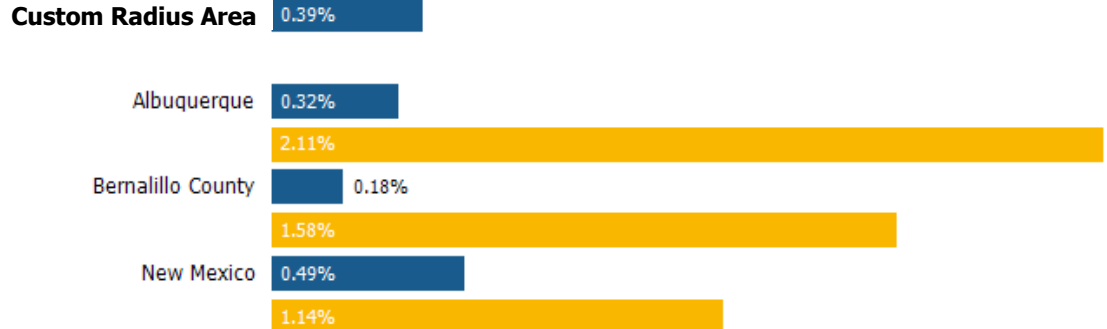
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Custom Radius Area



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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Albuquerque



Average Household Size

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

2023
2028 (Projected)



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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

2023
2028 (Projected)



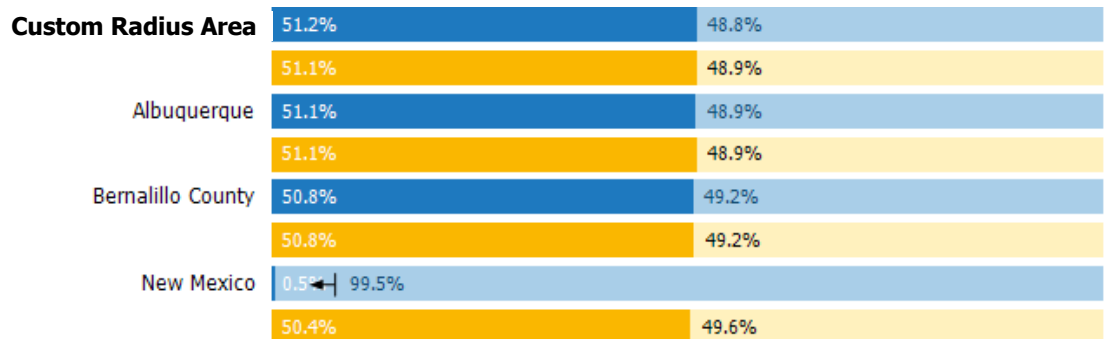
Female / Male Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Women 2023
Men 2023
Women 2028 (Projected)
Men 2028 (Projected)



Custom Radius Area: Economic Comparison

Average Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

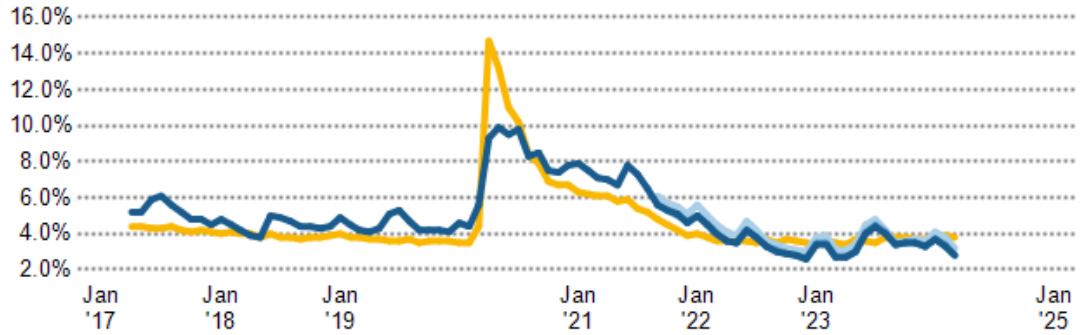
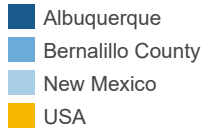


Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

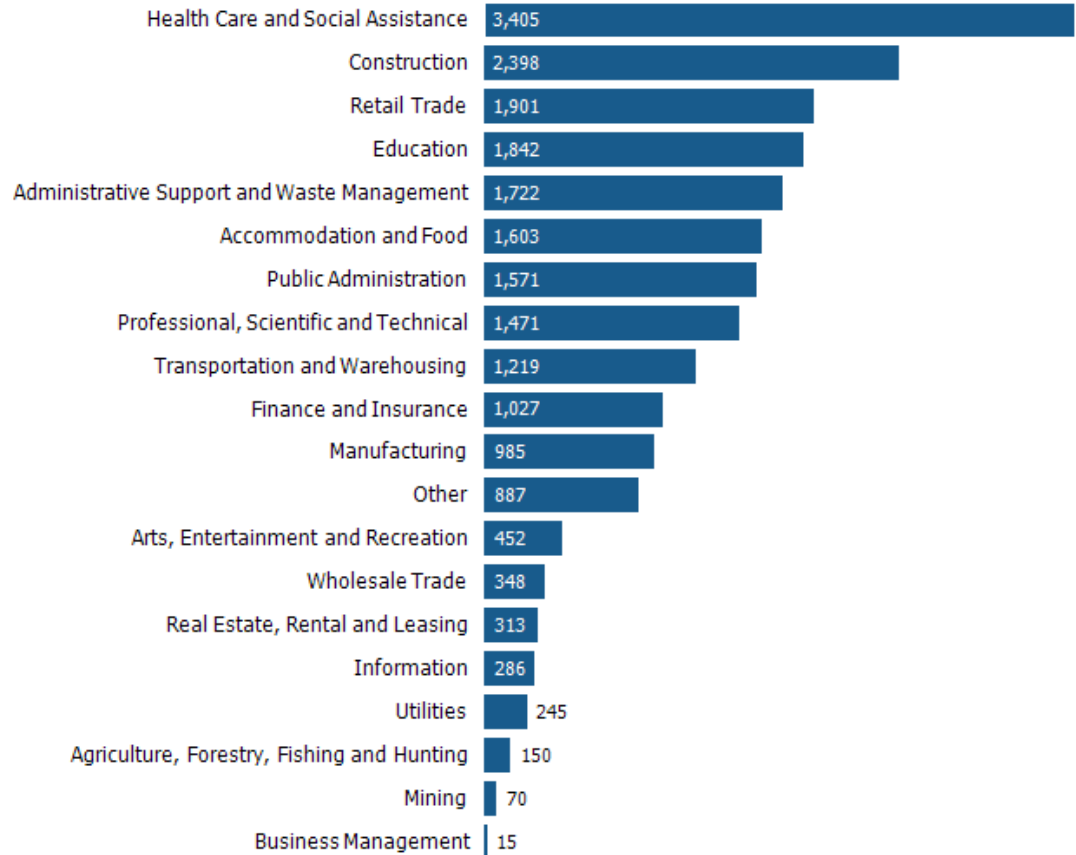


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually



Custom Radius Area: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Custom Radius Area



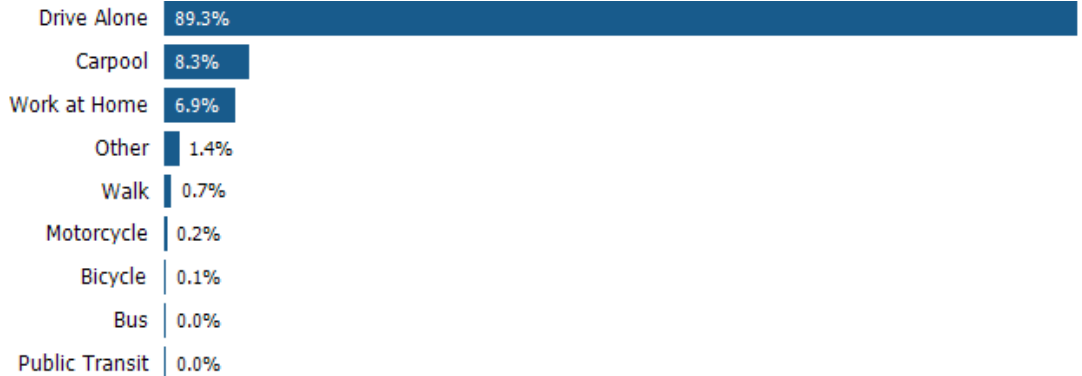
How People Get to Work

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.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Custom Radius Area



Custom Radius Area: Home Value Comparison

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.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



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.

Data 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.

Data Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

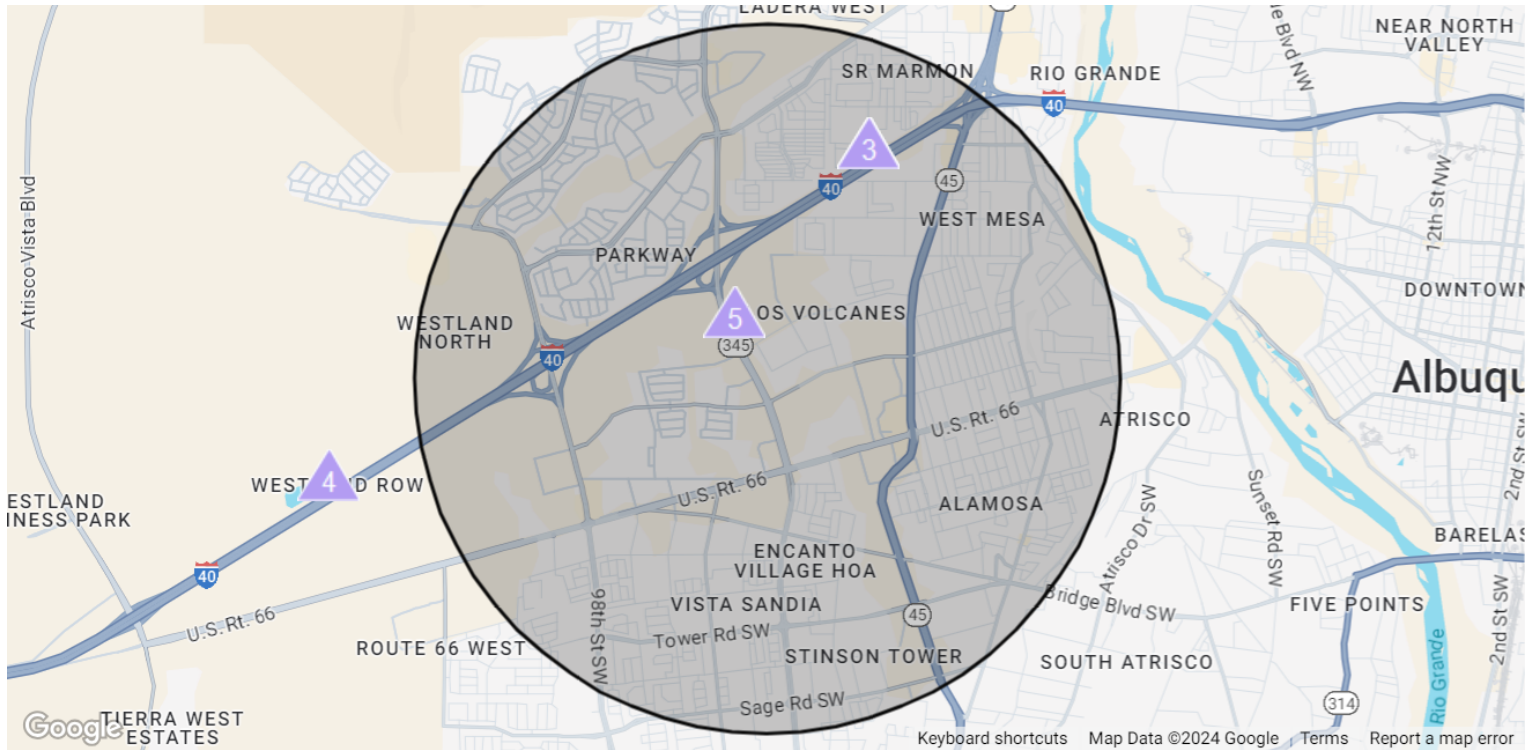
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly



Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

69,544

2023 Est. daily traffic counts

Street: Coronado Freeway
Cross: Unser Blvd NW
Cross Dir: SW
Dist: 0.6 miles

Historical counts

Year	Count	Type
2021	▲ 59,114	AADT
2017	▲ 101,500	AWDT
2006	▲ 74,900	AWDT
2005	▲ 68,100	AWDT

2

69,544

2023 Est. daily traffic counts

Street: –
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2020	▲ 51,628	AADT
2018	▲ 257	AADT
2017	▲ 47,854	AAWDT

3

37,490

2023 Est. daily traffic counts

Street: Coronado Freeway
Cross: Unser Blvd NW
Cross Dir: W
Dist: 0.08 miles

Historical counts

Year	Count	Type
2022	▲ 58,937	AADT
2018	▲ 3,373	AADT
2017	▲ 36,888	AAWDT

4

36,226

2023 Est. daily traffic counts

Street: I- 40
Cross: 98th St NW
Cross Dir: NE
Dist: 1.14 miles

Historical counts

Year	Count	Type
2020	▲ 34,782	AADT
2017	▲ 35,400	AWDT
2006	▲ 30,200	AWDT
2005	▲ 34,244	AADT
2004	▲ 30,800	AWDT

5

35,744

2023 Est. daily traffic counts

Street: Unser Blvd NW
Cross: Los Volcanes Rd NW
Cross Dir: SE
Dist: 0.11 miles

Historical counts

Year	Count	Type
2022	▲ 36,900	AADT
2021	▲ 36,070	AADT
2020	▲ 37,642	AADT
2017	▲ 35,900	AWDT
2006	▲ 39,400	AWDT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

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

