

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|--|-------------------|-------|-------------------|-------|--------------------|-------|-----------------------|------|
| Population | | | | | | | | |
| Estimated Population (2023) | 69,335 | | 131,360 | | 163,802 | | 294,554 | |
| Projected Population (2028) | 74,275 | | 141,606 | | 176,974 | | 314,176 | |
| Census Population (2020) | 64,532 | | 122,986 | | 153,405 | | 286,593 | |
| Census Population (2010) | 58,767 | | 111,681 | | 141,972 | | 277,715 | |
| Projected Annual Growth (2023-2028) | 4,940 | 1.4% | 10,246 | 1.6% | 13,172 | 1.6% | 19,622 | 1.3% |
| Historical Annual Growth (2020-2023) | 4,804 | 2.5% | 8,374 | 2.3% | 10,397 | 2.3% | 7,961 | 0.9% |
| Historical Annual Growth (2010-2020) | 5,765 | 1.0% | 11,305 | 1.0% | 11,433 | 0.8% | 8,878 | 0.3% |
| Estimated Population Density (2023) | 2,453 <i>psm</i> | | 1,673 <i>psm</i> | | 522 <i>psm</i> | | 25 <i>psm</i> | |
| Trade Area Size | 28.3 <i>sq mi</i> | | 78.5 <i>sq mi</i> | | 314.0 <i>sq mi</i> | | 11,899.9 <i>sq mi</i> | |
| Households | | | | | | | | |
| Estimated Households (2023) | 26,638 | | 49,631 | | 61,720 | | 115,980 | |
| Projected Households (2028) | 28,961 | | 54,243 | | 67,733 | | 123,700 | |
| Census Households (2020) | 26,576 | | 49,319 | | 60,927 | | 115,149 | |
| Census Households (2010) | 23,704 | | 44,043 | | 55,200 | | 109,410 | |
| Projected Annual Growth (2023-2028) | 2,323 | 1.7% | 4,612 | 1.9% | 6,013 | 1.9% | 7,721 | 1.3% |
| Historical Annual Change (2010-2023) | 2,934 | 1.0% | 5,588 | 1.0% | 6,519 | 0.9% | 6,570 | 0.5% |
| Average Household Income | | | | | | | | |
| Estimated Average Household Income (2023) | \$86,918 | | \$83,297 | | \$86,680 | | \$79,748 | |
| Projected Average Household Income (2028) | \$85,781 | | \$81,916 | | \$84,871 | | \$80,316 | |
| Census Average Household Income (2010) | \$51,879 | | \$48,565 | | \$51,581 | | \$48,515 | |
| Census Average Household Income (2000) | \$41,189 | | \$40,190 | | \$42,608 | | \$38,923 | |
| Projected Annual Change (2023-2028) | -\$1,138 | -0.3% | -\$1,380 | -0.3% | -\$1,809 | -0.4% | \$568 | 0.1% |
| Historical Annual Change (2000-2023) | \$45,730 | 4.8% | \$43,107 | 4.7% | \$44,072 | 4.5% | \$40,825 | 4.6% |
| Median Household Income | | | | | | | | |
| Estimated Median Household Income (2023) | \$67,644 | | \$62,463 | | \$64,489 | | \$58,683 | |
| Projected Median Household Income (2028) | \$69,141 | | \$63,348 | | \$65,403 | | \$59,559 | |
| Census Median Household Income (2010) | \$42,204 | | \$39,275 | | \$41,652 | | \$38,667 | |
| Census Median Household Income (2000) | \$33,513 | | \$32,096 | | \$33,668 | | \$30,921 | |
| Projected Annual Change (2023-2028) | \$1,497 | 0.4% | \$885 | 0.3% | \$914 | 0.3% | \$876 | 0.3% |
| Historical Annual Change (2000-2023) | \$34,131 | 4.4% | \$30,367 | 4.1% | \$30,821 | 4.0% | \$27,761 | 3.9% |
| Per Capita Income | | | | | | | | |
| Estimated Per Capita Income (2023) | \$33,458 | | \$31,681 | | \$32,882 | | \$31,757 | |
| Projected Per Capita Income (2028) | \$33,508 | | \$31,573 | | \$32,688 | | \$31,957 | |
| Census Per Capita Income (2010) | \$20,934 | | \$19,161 | | \$20,062 | | \$19,118 | |
| Census Per Capita Income (2000) | \$15,702 | | \$15,218 | | \$15,702 | | \$14,487 | |
| Projected Annual Change (2023-2028) | \$50 | - | -\$108 | - | -\$194 | -0.1% | \$200 | 0.1% |
| Historical Annual Change (2000-2023) | \$17,756 | 4.9% | \$16,463 | 4.7% | \$17,180 | 4.8% | \$17,270 | 5.2% |
| Estimated Average Household Net Worth (2023) | \$595,923 | | \$556,598 | | \$609,431 | | \$546,848 | |

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|---|--------------|-------|--------------|-------|---------------|-------|---------------|-------|
| Race and Ethnicity | | | | | | | | |
| Total Population (2023) | 69,335 | | 131,360 | | 163,802 | | 294,554 | |
| White (2023) | 35,499 | 51.2% | 65,058 | 49.5% | 81,893 | 50.0% | 158,370 | 53.8% |
| Black or African American (2023) | 2,082 | 3.0% | 4,521 | 3.4% | 5,431 | 3.3% | 10,069 | 3.4% |
| American Indian or Alaska Native (2023) | 1,348 | 1.9% | 2,587 | 2.0% | 3,124 | 1.9% | 6,430 | 2.2% |
| Asian (2023) | 1,263 | 1.8% | 4,351 | 3.3% | 5,318 | 3.2% | 7,848 | 2.7% |
| Hawaiian or Pacific Islander (2023) | 70 | 0.1% | 131 | - | 160 | - | 429 | 0.1% |
| Other Race (2023) | 11,390 | 16.4% | 21,919 | 16.7% | 27,308 | 16.7% | 44,972 | 15.3% |
| Two or More Races (2023) | 17,682 | 25.5% | 32,793 | 25.0% | 40,568 | 24.8% | 66,436 | 22.6% |
| Population < 18 (2023) | 15,048 21.7% | | 27,780 21.1% | | 34,042 20.8% | | 58,396 19.8% | |
| White Not Hispanic | 3,238 | 21.5% | 5,789 | 20.8% | 7,132 | 21.0% | 15,299 | 26.2% |
| Black or African American | 405 | 2.7% | 826 | 3.0% | 968 | 2.8% | 1,901 | 3.3% |
| Asian | 363 | 2.4% | 625 | 2.2% | 725 | 2.1% | 1,320 | 2.3% |
| Other Race Not Hispanic | 572 | 3.8% | 1,053 | 3.8% | 1,253 | 3.7% | 2,904 | 5.0% |
| Hispanic | 10,471 | 69.6% | 19,486 | 70.1% | 23,964 | 70.4% | 36,972 | 63.3% |
| Not Hispanic or Latino Population (2023) | 24,346 35.1% | | 47,203 35.9% | | 59,571 36.4% | | 127,072 43.1% | |
| Not Hispanic White | 19,919 | 81.8% | 36,450 | 77.2% | 46,443 | 78.0% | 100,273 | 78.9% |
| Not Hispanic Black or African American | 1,718 | 7.1% | 3,756 | 8.0% | 4,551 | 7.6% | 8,580 | 6.8% |
| Not Hispanic American Indian or Alaska Native | 309 | 1.3% | 574 | 1.2% | 717 | 1.2% | 2,389 | 1.9% |
| Not Hispanic Asian | 1,180 | 4.8% | 4,195 | 8.9% | 5,129 | 8.6% | 7,203 | 5.7% |
| Not Hispanic Hawaiian or Pacific Islander | 17 | - | 30 | - | 35 | - | 228 | 0.2% |
| Not Hispanic Other Race | 177 | 0.7% | 332 | 0.7% | 422 | 0.7% | 1,379 | 1.1% |
| Not Hispanic Two or More Races | 1,026 | 4.2% | 1,867 | 4.0% | 2,275 | 3.8% | 7,020 | 5.5% |
| Hispanic or Latino Population (2023) | 44,989 64.9% | | 84,157 64.1% | | 104,231 63.6% | | 167,482 56.9% | |
| Hispanic White | 15,580 | 34.6% | 28,608 | 34.0% | 35,450 | 34.0% | 58,096 | 34.7% |
| Hispanic Black or African American | 365 | 0.8% | 765 | 0.9% | 880 | 0.8% | 1,489 | 0.9% |
| Hispanic American Indian or Alaska Native | 1,039 | 2.3% | 2,013 | 2.4% | 2,407 | 2.3% | 4,041 | 2.4% |
| Hispanic Asian | 83 | 0.2% | 157 | 0.2% | 190 | 0.2% | 646 | 0.4% |
| Hispanic Hawaiian or Pacific Islander | 53 | 0.1% | 101 | 0.1% | 125 | 0.1% | 202 | 0.1% |
| Hispanic Other Race | 11,213 | 24.9% | 21,588 | 25.7% | 26,886 | 25.8% | 43,593 | 26.0% |
| Hispanic Two or More Races | 16,656 | 37.0% | 30,926 | 36.7% | 38,294 | 36.7% | 59,416 | 35.5% |
| Not Hispanic or Latino Population (2020) | 26,119 40.5% | | 49,484 40.2% | | 62,708 40.9% | | 133,488 46.6% | |
| Hispanic or Latino Population (2020) | 38,413 59.5% | | 73,501 59.8% | | 90,698 59.1% | | 153,105 53.4% | |
| Not Hispanic or Latino Population (2010) | 25,218 42.9% | | 47,540 42.6% | | 61,327 43.2% | | 134,588 48.5% | |
| Hispanic or Latino Population (2010) | 33,549 57.1% | | 64,141 57.4% | | 80,645 56.8% | | 143,128 51.5% | |
| Not Hispanic or Latino Population (2028) | 26,247 35.3% | | 50,813 35.9% | | 64,243 36.3% | | 134,640 42.9% | |
| Hispanic or Latino Population (2028) | 48,028 64.7% | | 90,793 64.1% | | 112,731 63.7% | | 179,537 57.1% | |
| Projected Annual Growth (2023-2028) | 3,039 | 1.4% | 6,636 | 1.6% | 8,500 | 1.6% | 12,054 | 1.4% |
| Historical Annual Growth (2010-2020) | 4,864 | 1.4% | 9,360 | 1.5% | 10,052 | 1.2% | 9,977 | 0.7% |

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|---------------------------------------|-------------|-------|-------------|-------|--------------|-------|------------|-------|
| Total Age Distribution (2023) | | | | | | | | |
| Total Population | 69,335 | | 131,360 | | 163,802 | | 294,554 | |
| Age Under 5 Years | 3,621 | 5.2% | 6,810 | 5.2% | 8,163 | 5.0% | 14,633 | 5.0% |
| Age 5 to 9 Years | 4,220 | 6.1% | 7,761 | 5.9% | 9,365 | 5.7% | 16,186 | 5.5% |
| Age 10 to 14 Years | 4,528 | 6.5% | 8,163 | 6.2% | 10,199 | 6.2% | 17,130 | 5.8% |
| Age 15 to 19 Years | 4,598 | 6.6% | 10,441 | 7.9% | 13,028 | 8.0% | 20,144 | 6.8% |
| Age 20 to 24 Years | 7,165 | 10.3% | 16,356 | 12.5% | 19,776 | 12.1% | 30,217 | 10.3% |
| Age 25 to 29 Years | 5,185 | 7.5% | 10,333 | 7.9% | 12,383 | 7.6% | 20,820 | 7.1% |
| Age 30 to 34 Years | 4,697 | 6.8% | 8,705 | 6.6% | 10,459 | 6.4% | 18,587 | 6.3% |
| Age 35 to 39 Years | 4,434 | 6.4% | 7,865 | 6.0% | 9,602 | 5.9% | 17,437 | 5.9% |
| Age 40 to 44 Years | 4,031 | 5.8% | 7,141 | 5.4% | 9,011 | 5.5% | 16,146 | 5.5% |
| Age 45 to 49 Years | 3,412 | 4.9% | 6,290 | 4.8% | 8,047 | 4.9% | 14,550 | 4.9% |
| Age 50 to 54 Years | 3,345 | 4.8% | 6,187 | 4.7% | 8,173 | 5.0% | 15,068 | 5.1% |
| Age 55 to 59 Years | 3,520 | 5.1% | 6,222 | 4.7% | 8,345 | 5.1% | 16,136 | 5.5% |
| Age 60 to 64 Years | 3,917 | 5.6% | 6,872 | 5.2% | 9,102 | 5.6% | 18,574 | 6.3% |
| Age 65 to 69 Years | 3,823 | 5.5% | 6,717 | 5.1% | 8,868 | 5.4% | 18,382 | 6.2% |
| Age 70 to 74 Years | 3,495 | 5.0% | 6,070 | 4.6% | 7,712 | 4.7% | 16,589 | 5.6% |
| Age 75 to 79 Years | 2,465 | 3.6% | 4,375 | 3.3% | 5,537 | 3.4% | 11,554 | 3.9% |
| Age 80 to 84 Years | 1,467 | 2.1% | 2,630 | 2.0% | 3,161 | 1.9% | 6,635 | 2.3% |
| Age 85 Years or Over | 1,411 | 2.0% | 2,423 | 1.8% | 2,871 | 1.8% | 5,765 | 2.0% |
| Median Age | 35.5 | | 34.0 | | 35.0 | | 38.2 | |
| Age 19 Years or Less | 16,967 | 24.5% | 33,174 | 25.3% | 40,754 | 24.9% | 68,092 | 23.1% |
| Age 20 to 64 Years | 39,706 | 57.3% | 75,971 | 57.8% | 94,898 | 57.9% | 167,536 | 56.9% |
| Age 65 Years or Over | 12,662 | 18.3% | 22,215 | 16.9% | 28,150 | 17.2% | 58,926 | 20.0% |
| Female Age Distribution (2023) | | | | | | | | |
| Female Population | 35,913 | 51.8% | 67,079 | 51.1% | 83,231 | 50.8% | 147,325 | 50.0% |
| Age Under 5 Years | 1,796 | 5.0% | 3,318 | 4.9% | 3,963 | 4.8% | 7,090 | 4.8% |
| Age 5 to 9 Years | 1,997 | 5.6% | 3,773 | 5.6% | 4,561 | 5.5% | 7,865 | 5.3% |
| Age 10 to 14 Years | 2,220 | 6.2% | 3,963 | 5.9% | 4,940 | 5.9% | 8,367 | 5.7% |
| Age 15 to 19 Years | 2,196 | 6.1% | 5,110 | 7.6% | 6,340 | 7.6% | 9,667 | 6.6% |
| Age 20 to 24 Years | 3,716 | 10.3% | 8,255 | 12.3% | 9,963 | 12.0% | 14,485 | 9.8% |
| Age 25 to 29 Years | 2,596 | 7.2% | 5,009 | 7.5% | 5,946 | 7.1% | 9,686 | 6.6% |
| Age 30 to 34 Years | 2,344 | 6.5% | 4,203 | 6.3% | 5,078 | 6.1% | 8,834 | 6.0% |
| Age 35 to 39 Years | 2,187 | 6.1% | 3,819 | 5.7% | 4,651 | 5.6% | 8,285 | 5.6% |
| Age 40 to 44 Years | 1,979 | 5.5% | 3,515 | 5.2% | 4,455 | 5.4% | 7,975 | 5.4% |
| Age 45 to 49 Years | 1,819 | 5.1% | 3,316 | 4.9% | 4,218 | 5.1% | 7,403 | 5.0% |
| Age 50 to 54 Years | 1,801 | 5.0% | 3,261 | 4.9% | 4,305 | 5.2% | 7,771 | 5.3% |
| Age 55 to 59 Years | 1,892 | 5.3% | 3,334 | 5.0% | 4,429 | 5.3% | 8,459 | 5.7% |
| Age 60 to 64 Years | 2,196 | 6.1% | 3,830 | 5.7% | 4,975 | 6.0% | 9,882 | 6.7% |
| Age 65 to 69 Years | 2,131 | 5.9% | 3,645 | 5.4% | 4,756 | 5.7% | 9,671 | 6.6% |
| Age 70 to 74 Years | 1,945 | 5.4% | 3,348 | 5.0% | 4,165 | 5.0% | 8,715 | 5.9% |
| Age 75 to 79 Years | 1,370 | 3.8% | 2,401 | 3.6% | 2,971 | 3.6% | 6,115 | 4.2% |
| Age 80 to 84 Years | 845 | 2.4% | 1,479 | 2.2% | 1,766 | 2.1% | 3,610 | 2.5% |
| Age 85 Years or Over | 882 | 2.5% | 1,502 | 2.2% | 1,749 | 2.1% | 3,444 | 2.3% |
| Female Median Age | 37.3 | | 35.4 | | 36.4 | | 39.7 | |
| Age 19 Years or Less | 8,210 | 22.9% | 16,163 | 24.1% | 19,804 | 23.8% | 32,988 | 22.4% |
| Age 20 to 64 Years | 20,529 | 57.2% | 38,539 | 57.5% | 48,021 | 57.7% | 82,781 | 56.2% |
| Age 65 Years or Over | 7,174 | 20.0% | 12,376 | 18.5% | 15,406 | 18.5% | 31,555 | 21.4% |

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|-------------------------------------|-------------|-------|-------------|-------|--------------|-------|------------|-------|
| Male Age Distribution (2023) | | | | | | | | |
| Male Population | 33,422 | 48.2% | 64,281 | 48.9% | 80,572 | 49.2% | 147,230 | 50.0% |
| Age Under 5 Years | 1,825 | 5.5% | 3,492 | 5.4% | 4,200 | 5.2% | 7,543 | 5.1% |
| Age 5 to 9 Years | 2,223 | 6.7% | 3,988 | 6.2% | 4,804 | 6.0% | 8,321 | 5.7% |
| Age 10 to 14 Years | 2,308 | 6.9% | 4,200 | 6.5% | 5,259 | 6.5% | 8,764 | 6.0% |
| Age 15 to 19 Years | 2,402 | 7.2% | 5,331 | 8.3% | 6,688 | 8.3% | 10,476 | 7.1% |
| Age 20 to 24 Years | 3,449 | 10.3% | 8,102 | 12.6% | 9,812 | 12.2% | 15,732 | 10.7% |
| Age 25 to 29 Years | 2,589 | 7.7% | 5,324 | 8.3% | 6,437 | 8.0% | 11,134 | 7.6% |
| Age 30 to 34 Years | 2,353 | 7.0% | 4,502 | 7.0% | 5,381 | 6.7% | 9,752 | 6.6% |
| Age 35 to 39 Years | 2,247 | 6.7% | 4,046 | 6.3% | 4,951 | 6.1% | 9,152 | 6.2% |
| Age 40 to 44 Years | 2,051 | 6.1% | 3,627 | 5.6% | 4,556 | 5.7% | 8,171 | 5.6% |
| Age 45 to 49 Years | 1,593 | 4.8% | 2,974 | 4.6% | 3,829 | 4.8% | 7,147 | 4.9% |
| Age 50 to 54 Years | 1,545 | 4.6% | 2,926 | 4.6% | 3,868 | 4.8% | 7,297 | 5.0% |
| Age 55 to 59 Years | 1,628 | 4.9% | 2,888 | 4.5% | 3,916 | 4.9% | 7,677 | 5.2% |
| Age 60 to 64 Years | 1,721 | 5.1% | 3,042 | 4.7% | 4,127 | 5.1% | 8,692 | 5.9% |
| Age 65 to 69 Years | 1,692 | 5.1% | 3,072 | 4.8% | 4,112 | 5.1% | 8,712 | 5.9% |
| Age 70 to 74 Years | 1,550 | 4.6% | 2,721 | 4.2% | 3,548 | 4.4% | 7,874 | 5.3% |
| Age 75 to 79 Years | 1,095 | 3.3% | 1,973 | 3.1% | 2,566 | 3.2% | 5,439 | 3.7% |
| Age 80 to 84 Years | 622 | 1.9% | 1,151 | 1.8% | 1,395 | 1.7% | 3,024 | 2.1% |
| Age 85 Years or Over | 529 | 1.6% | 921 | 1.4% | 1,122 | 1.4% | 2,321 | 1.6% |
| Male Median Age | 33.8 | | 32.5 | | 33.7 | | 36.9 | |
| Age 19 Years or Less | 8,757 | 26.2% | 17,011 | 26.5% | 20,951 | 26.0% | 35,104 | 23.8% |
| Age 20 to 64 Years | 19,177 | 57.4% | 37,432 | 58.2% | 46,878 | 58.2% | 84,754 | 57.6% |
| Age 65 Years or Over | 5,488 | 16.4% | 9,839 | 15.3% | 12,743 | 15.8% | 27,371 | 18.6% |
| Males per 100 Females (2023) | | | | | | | | |
| Overall Comparison | 93 | | 96 | | 97 | | 100 | |
| Age Under 5 Years | 102 | 50.4% | 105 | 51.3% | 106 | 51.4% | 106 | 51.5% |
| Age 5 to 9 Years | 111 | 52.7% | 106 | 51.4% | 105 | 51.3% | 106 | 51.4% |
| Age 10 to 14 Years | 104 | 51.0% | 106 | 51.5% | 106 | 51.6% | 105 | 51.2% |
| Age 15 to 19 Years | 109 | 52.2% | 104 | 51.1% | 105 | 51.3% | 108 | 52.0% |
| Age 20 to 24 Years | 93 | 48.1% | 98 | 49.5% | 98 | 49.6% | 109 | 52.1% |
| Age 25 to 29 Years | 100 | 49.9% | 106 | 51.5% | 108 | 52.0% | 115 | 53.5% |
| Age 30 to 34 Years | 100 | 50.1% | 107 | 51.7% | 106 | 51.4% | 110 | 52.5% |
| Age 35 to 39 Years | 103 | 50.7% | 106 | 51.4% | 106 | 51.6% | 110 | 52.5% |
| Age 40 to 44 Years | 104 | 50.9% | 103 | 50.8% | 102 | 50.6% | 102 | 50.6% |
| Age 45 to 49 Years | 88 | 46.7% | 90 | 47.3% | 91 | 47.6% | 97 | 49.1% |
| Age 50 to 54 Years | 86 | 46.2% | 90 | 47.3% | 90 | 47.3% | 94 | 48.4% |
| Age 55 to 59 Years | 86 | 46.3% | 87 | 46.4% | 88 | 46.9% | 91 | 47.6% |
| Age 60 to 64 Years | 78 | 43.9% | 79 | 44.3% | 83 | 45.3% | 88 | 46.8% |
| Age 65 to 69 Years | 79 | 44.3% | 84 | 45.7% | 86 | 46.4% | 90 | 47.4% |
| Age 70 to 74 Years | 80 | 44.4% | 81 | 44.8% | 85 | 46.0% | 90 | 47.5% |
| Age 75 to 79 Years | 80 | 44.4% | 82 | 45.1% | 86 | 46.3% | 89 | 47.1% |
| Age 80 to 84 Years | 74 | 42.4% | 78 | 43.8% | 79 | 44.1% | 84 | 45.6% |
| Age 85 Years or Over | 60 | 37.5% | 61 | 38.0% | 64 | 39.1% | 67 | 40.3% |
| Age 19 Years or Less | 107 | 51.6% | 105 | 51.3% | 106 | 51.4% | 106 | 51.6% |
| Age 20 to 39 Years | 98 | 49.5% | 103 | 50.8% | 104 | 50.9% | 111 | 52.6% |
| Age 40 to 64 Years | 88 | 46.9% | 90 | 47.3% | 91 | 47.6% | 94 | 48.4% |
| Age 65 Years or Over | 76 | 43.3% | 79 | 44.3% | 83 | 45.3% | 87 | 46.4% |

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|--|-------------|-------|-------------|-------|--------------|-------|------------|-------|
| Household Type (2023) | | | | | | | | |
| Total Households | 26,638 | | 49,631 | | 61,720 | | 115,980 | |
| Households with Children | 9,408 | 35.3% | 16,493 | 33.2% | 19,161 | 31.0% | 33,777 | 29.1% |
| Average Household Size | 2.6 | | 2.6 | | 2.6 | | 2.5 | |
| Household Density per Square Mile | 942 | | 632 | | 197 | | 10 | |
| Population Family | 57,007 | 82.2% | 105,499 | 80.3% | 131,968 | 80.6% | 235,562 | 80.0% |
| Population Non-Family | 11,941 | 17.2% | 22,722 | 17.3% | 27,738 | 16.9% | 50,787 | 17.2% |
| Population Group Quarters | 387 | 0.6% | 3,139 | 2.4% | 4,096 | 2.5% | 8,204 | 2.8% |
| Family Households | 17,451 | 65.5% | 32,255 | 65.0% | 40,465 | 65.6% | 74,813 | 64.5% |
| Married Couple Households | 11,805 | 67.6% | 21,589 | 66.9% | 27,266 | 67.4% | 51,890 | 69.4% |
| Other Family Households with Children | 5,646 | 32.4% | 10,666 | 33.1% | 13,199 | 32.6% | 22,923 | 30.6% |
| Family Households with Children | 9,251 | 53.0% | 16,203 | 50.2% | 18,789 | 46.4% | 33,271 | 44.5% |
| Married Couple with Children | 6,111 | 66.1% | 10,170 | 62.8% | 11,395 | 60.6% | 20,605 | 61.9% |
| Other Family Households with Children | 3,140 | 33.9% | 6,033 | 37.2% | 7,394 | 39.4% | 12,667 | 38.1% |
| Family Households No Children | 8,201 | 47.0% | 16,052 | 49.8% | 21,676 | 53.6% | 41,542 | 55.5% |
| Married Couple No Children | 5,694 | 69.4% | 11,419 | 71.1% | 15,871 | 73.2% | 31,285 | 75.3% |
| Other Family Households No Children | 2,506 | 30.6% | 4,634 | 28.9% | 5,805 | 26.8% | 10,257 | 24.7% |
| Non-Family Households | 9,186 | 34.5% | 17,376 | 35.0% | 21,255 | 34.4% | 41,166 | 35.5% |
| Non-Family Households with Children | 158 | 1.7% | 291 | 1.7% | 372 | 1.8% | 506 | 1.2% |
| Non-Family Households No Children | 9,029 | 98.3% | 17,085 | 98.3% | 20,883 | 98.2% | 40,660 | 98.8% |
| Average Family Household Size | 3.3 | | 3.3 | | 3.3 | | 3.1 | |
| Average Family Income | \$99,022 | | \$94,852 | | \$99,373 | | \$91,628 | |
| Median Family Income | \$82,192 | | \$75,730 | | \$77,667 | | \$72,816 | |
| Average Non-Family Household Size | 1.3 | | 1.3 | | 1.3 | | 1.2 | |
| Marital Status (2023) | | | | | | | | |
| Population Age 15 Years or Over | 56,966 | | 108,627 | | 136,076 | | 246,605 | |
| Never Married | 21,666 | 38.0% | 43,710 | 40.2% | 53,262 | 39.1% | 87,726 | 35.6% |
| Currently Married | 24,091 | 42.3% | 42,886 | 39.5% | 55,385 | 40.7% | 104,027 | 42.2% |
| Previously Married | 11,209 | 19.7% | 22,032 | 20.3% | 27,430 | 20.2% | 54,852 | 22.2% |
| Separated | 1,925 | 17.2% | 3,676 | 16.7% | 4,603 | 16.8% | 9,679 | 17.6% |
| Widowed | 3,029 | 27.0% | 6,501 | 29.5% | 8,076 | 29.4% | 16,150 | 29.4% |
| Divorced | 6,254 | 55.8% | 11,855 | 53.8% | 14,751 | 53.8% | 29,024 | 52.9% |
| Educational Attainment (2023) | | | | | | | | |
| Adult Population Age 25 Years or Over | 45,203 | | 81,829 | | 103,272 | | 196,245 | |
| Elementary (Grade Level 0 to 8) | 2,816 | 6.2% | 5,276 | 6.4% | 6,929 | 6.7% | 12,822 | 6.5% |
| Some High School (Grade Level 9 to 11) | 2,725 | 6.0% | 5,223 | 6.4% | 6,890 | 6.7% | 14,594 | 7.4% |
| High School Graduate | 9,894 | 21.9% | 18,076 | 22.1% | 21,895 | 21.2% | 49,947 | 25.5% |
| Some College | 8,839 | 19.6% | 16,997 | 20.8% | 21,481 | 20.8% | 43,811 | 22.3% |
| Associate Degree Only | 4,395 | 9.7% | 7,522 | 9.2% | 9,283 | 9.0% | 17,592 | 9.0% |
| Bachelor Degree Only | 9,733 | 21.5% | 16,155 | 19.7% | 20,495 | 19.8% | 33,270 | 17.0% |
| Graduate Degree | 6,801 | 15.0% | 12,581 | 15.4% | 16,299 | 15.8% | 24,207 | 12.3% |
| Any College (Some College or Higher) | 29,767 | 65.9% | 53,254 | 65.1% | 67,558 | 65.4% | 118,881 | 60.6% |
| College Degree + (Bachelor Degree or Higher) | 16,534 | 36.6% | 28,736 | 35.1% | 36,794 | 35.6% | 57,478 | 29.3% |

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|--|-------------|-------|-------------|-------|--------------|-------|------------|-------|
| Housing | | | | | | | | |
| Total Housing Units (2023) | 29,605 | | 55,101 | | 68,840 | | 136,275 | |
| Total Housing Units (2020) | 28,876 | | 53,509 | | 66,382 | | 132,424 | |
| Historical Annual Growth (2020-2023) | 729 | 0.8% | 1,592 | 1.0% | 2,458 | 1.2% | 3,851 | 1.0% |
| Housing Units Occupied (2023) | 26,638 | 90.0% | 49,631 | 90.1% | 61,720 | 89.7% | 115,980 | 85.1% |
| Housing Units Owner-Occupied | 16,697 | 62.7% | 30,749 | 62.0% | 38,477 | 62.3% | 74,928 | 64.6% |
| Housing Units Renter-Occupied | 9,941 | 37.3% | 18,882 | 38.0% | 23,243 | 37.7% | 41,051 | 35.4% |
| Housing Units Vacant (2023) | 2,967 | 10.0% | 5,470 | 9.9% | 7,120 | 10.3% | 20,296 | 14.9% |
| Household Size (2023) | | | | | | | | |
| Total Households | 26,638 | | 49,631 | | 61,720 | | 115,980 | |
| 1 Person Households | 7,301 | 27.4% | 13,574 | 27.3% | 16,706 | 27.1% | 34,220 | 29.5% |
| 2 Person Households | 8,617 | 32.4% | 15,755 | 31.7% | 20,420 | 33.1% | 40,149 | 34.6% |
| 3 Person Households | 4,585 | 17.2% | 8,422 | 17.0% | 10,168 | 16.5% | 17,359 | 15.0% |
| 4 Person Households | 3,530 | 13.3% | 6,640 | 13.4% | 7,944 | 12.9% | 13,190 | 11.4% |
| 5 Person Households | 1,701 | 6.4% | 3,399 | 6.8% | 4,182 | 6.8% | 7,047 | 6.1% |
| 6 Person Households | 680 | 2.6% | 1,313 | 2.6% | 1,614 | 2.6% | 2,681 | 2.3% |
| 7 or More Person Households | 224 | 0.8% | 528 | 1.1% | 685 | 1.1% | 1,334 | 1.2% |
| Household Income Distribution (2023) | | | | | | | | |
| HH Income \$200,000 or More | 1,502 | 5.6% | 2,506 | 5.0% | 3,744 | 6.1% | 5,902 | 5.1% |
| HH Income \$150,000 to \$199,999 | 1,680 | 6.3% | 2,983 | 6.0% | 3,908 | 6.3% | 6,020 | 5.2% |
| HH Income \$125,000 to \$149,999 | 2,251 | 8.5% | 3,701 | 7.5% | 4,497 | 7.3% | 6,901 | 6.0% |
| HH Income \$100,000 to \$124,999 | 2,557 | 9.6% | 4,204 | 8.5% | 5,276 | 8.5% | 9,572 | 8.3% |
| HH Income \$75,000 to \$99,999 | 2,964 | 11.1% | 5,144 | 10.4% | 6,286 | 10.2% | 12,772 | 11.0% |
| HH Income \$50,000 to \$74,999 | 3,904 | 14.7% | 7,992 | 16.1% | 10,072 | 16.3% | 18,365 | 15.8% |
| HH Income \$35,000 to \$49,999 | 2,776 | 10.4% | 5,763 | 11.6% | 6,953 | 11.3% | 14,985 | 12.9% |
| HH Income \$25,000 to \$34,999 | 2,499 | 9.4% | 4,562 | 9.2% | 5,585 | 9.0% | 11,491 | 9.9% |
| HH Income \$15,000 to \$24,999 | 2,538 | 9.5% | 5,059 | 10.2% | 6,248 | 10.1% | 13,025 | 11.2% |
| HH Income \$10,000 to \$14,999 | 1,304 | 4.9% | 2,735 | 5.5% | 3,285 | 5.3% | 6,225 | 5.4% |
| HH Income Under \$10,000 | 2,661 | 10.0% | 4,984 | 10.0% | 5,865 | 9.5% | 10,720 | 9.2% |
| Household Vehicles (2023) | | | | | | | | |
| Households 0 Vehicles Available | 1,603 | 6.0% | 3,151 | 6.3% | 3,873 | 6.3% | 7,107 | 6.1% |
| Households 1 Vehicle Available | 9,080 | 34.1% | 16,920 | 34.1% | 20,252 | 32.8% | 38,836 | 33.5% |
| Households 2 Vehicles Available | 8,800 | 33.0% | 16,971 | 34.2% | 21,323 | 34.5% | 40,692 | 35.1% |
| Households 3 or More Vehicles Available | 7,155 | 26.9% | 12,589 | 25.4% | 16,271 | 26.4% | 29,345 | 25.3% |
| Total Vehicles Available | 51,386 | | 94,639 | | 119,912 | | 222,715 | |
| Average Vehicles per Household | 1.9 | | 1.9 | | 1.9 | | 1.9 | |
| Owner-Occupied Household Vehicles | 36,784 | 71.6% | 67,140 | 70.9% | 85,273 | 71.1% | 161,834 | 72.7% |
| Average Vehicles per Owner-Occupied Household | 2.2 | | 2.2 | | 2.2 | | 2.2 | |
| Renter-Occupied Household Vehicles | 14,601 | 28.4% | 27,499 | 29.1% | 34,639 | 28.9% | 60,881 | 27.3% |
| Average Vehicles per Renter-Occupied Household | 1.5 | | 1.5 | | 1.5 | | 1.5 | |
| Travel Time (2023) | | | | | | | | |
| Worker Base Age 16 years or Over | 31,922 | | 59,641 | | 73,887 | | 123,572 | |
| Travel to Work in 14 Minutes or Less | 11,360 | 35.6% | 21,293 | 35.7% | 24,770 | 33.5% | 45,369 | 36.7% |
| Travel to Work in 15 to 29 Minutes | 12,487 | 39.1% | 22,536 | 37.8% | 28,180 | 38.1% | 44,819 | 36.3% |
| Travel to Work in 30 to 59 Minutes | 3,357 | 10.5% | 7,523 | 12.6% | 9,255 | 12.5% | 15,241 | 12.3% |
| Travel to Work in 60 Minutes or More | 1,910 | 6.0% | 3,089 | 5.2% | 4,271 | 5.8% | 6,519 | 5.3% |
| Work at Home | 2,808 | 8.8% | 5,200 | 8.7% | 7,411 | 10.0% | 11,625 | 9.4% |
| Average Minutes Travel to Work | 16.8 | | 16.8 | | 17.2 | | 16.7 | |

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|--|-------------|-------|-------------|-------|--------------|-------|------------|-------|
| Transportation To Work (2023) | | | | | | | | |
| Worker Base Age 16 years or Over | 31,922 | | 59,641 | | 73,887 | | 123,572 | |
| Drive to Work Alone | 23,941 | 75.0% | 44,057 | 73.9% | 54,360 | 73.6% | 92,547 | 74.9% |
| Drive to Work in Carpool | 4,323 | 13.5% | 7,500 | 12.6% | 8,610 | 11.7% | 13,740 | 11.1% |
| Travel to Work by Public Transportation | 77 | 0.2% | 229 | 0.4% | 267 | 0.4% | 423 | 0.3% |
| Drive to Work on Motorcycle | 154 | 0.5% | 205 | 0.3% | 229 | 0.3% | 333 | 0.3% |
| Bicycle to Work | 179 | 0.6% | 716 | 1.2% | 917 | 1.2% | 1,096 | 0.9% |
| Walk to Work | 172 | 0.5% | 1,090 | 1.8% | 1,247 | 1.7% | 2,311 | 1.9% |
| Other Means | 269 | 0.8% | 644 | 1.1% | 847 | 1.1% | 1,498 | 1.2% |
| Work at Home | 2,808 | 8.8% | 5,200 | 8.7% | 7,411 | 10.0% | 11,625 | 9.4% |
| Daytime Demographics (2023) | | | | | | | | |
| Total Businesses | 2,947 | | 5,283 | | 6,033 | | 9,963 | |
| Total Employees | 25,078 | | 47,020 | | 51,038 | | 83,780 | |
| Company Headquarter Businesses | 87 | 3.0% | 157 | 3.0% | 172 | 2.9% | 290 | 2.9% |
| Company Headquarter Employees | 1,430 | 5.7% | 3,220 | 6.8% | 3,455 | 6.8% | 7,589 | 9.1% |
| Employee Population per Business | 8.5 to 1 | | 8.9 to 1 | | 8.5 to 1 | | 8.4 to 1 | |
| Residential Population per Business | 23.5 to 1 | | 24.9 to 1 | | 27.2 to 1 | | 29.6 to 1 | |
| Adj. Daytime Demographics Age 16 Years or Over | 49,071 | | 93,934 | | 110,714 | | 199,170 | |
| Labor Force | | | | | | | | |
| Labor Population Age 16 Years or Over (2023) | 56,042 | | 106,953 | | 133,975 | | 243,087 | |
| Labor Force Total Males (2023) | 26,600 | 47.5% | 51,770 | 48.4% | 65,244 | 48.7% | 120,834 | 49.7% |
| Male Civilian Employed | 15,993 | 60.1% | 30,542 | 59.0% | 37,659 | 57.7% | 63,564 | 52.6% |
| Male Civilian Unemployed | 838 | 3.2% | 1,684 | 3.3% | 2,101 | 3.2% | 3,701 | 3.1% |
| Males in Armed Forces | 95 | 0.4% | 359 | 0.7% | 373 | 0.6% | 3,712 | 3.1% |
| Males Not in Labor Force | 9,674 | 36.4% | 19,185 | 37.1% | 25,111 | 38.5% | 49,856 | 41.3% |
| Labor Force Total Females (2023) | 29,441 | 52.5% | 55,183 | 51.6% | 68,731 | 51.3% | 122,253 | 50.3% |
| Female Civilian Employed | 15,929 | 54.1% | 29,107 | 52.7% | 36,236 | 52.7% | 60,018 | 49.1% |
| Female Civilian Unemployed | 1,030 | 3.5% | 1,940 | 3.5% | 2,262 | 3.3% | 3,684 | 3.0% |
| Females in Armed Forces | 31 | 0.1% | 32 | - | 32 | - | 403 | 0.3% |
| Females Not in Labor Force | 12,451 | 42.3% | 24,104 | 43.7% | 30,202 | 43.9% | 58,148 | 47.6% |
| Unemployment Rate | 1,868 | 3.3% | 3,625 | 3.4% | 4,362 | 3.3% | 7,385 | 3.0% |
| Occupation (2023) | | | | | | | | |
| Occupation Population Age 16 Years or Over | 31,922 | | 59,641 | | 73,887 | | 123,572 | |
| Occupation Total Males | 15,993 | 50.1% | 30,534 | 51.2% | 37,651 | 51.0% | 63,555 | 51.4% |
| Occupation Total Females | 15,929 | 49.9% | 29,107 | 48.8% | 36,236 | 49.0% | 60,017 | 48.6% |
| Management, Business, Financial Operations | 4,507 | 14.1% | 9,000 | 15.1% | 11,283 | 15.3% | 17,515 | 14.2% |
| Professional, Related | 8,817 | 27.6% | 15,522 | 26.0% | 19,506 | 26.4% | 29,263 | 23.7% |
| Service | 6,503 | 20.4% | 12,247 | 20.5% | 15,026 | 20.3% | 25,386 | 20.5% |
| Sales, Office | 6,242 | 19.6% | 11,515 | 19.3% | 13,951 | 18.9% | 23,895 | 19.3% |
| Farming, Fishing, Forestry | 308 | 1.0% | 508 | 0.9% | 606 | 0.8% | 1,608 | 1.3% |
| Construction, Extraction, Maintenance | 2,969 | 9.3% | 5,979 | 10.0% | 7,327 | 9.9% | 13,076 | 10.6% |
| Production, Transport, Material Moving | 2,577 | 8.1% | 4,870 | 8.2% | 6,187 | 8.4% | 12,829 | 10.4% |
| White Collar Workers | 19,565 | 61.3% | 36,037 | 60.4% | 44,741 | 60.6% | 70,673 | 57.2% |
| Blue Collar Workers | 12,357 | 38.7% | 23,604 | 39.6% | 29,146 | 39.4% | 52,899 | 42.8% |

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | | 5 mi radius | | 10 mi radius | | Trade Area | |
|------------------------------------|-------------|-------|-------------|-------|--------------|-------|------------|-------|
| Units In Structure (2023) | | | | | | | | |
| Total Units | 26,638 | | 49,631 | | 61,720 | | 115,980 | |
| 1 Detached Unit | 16,160 | 60.7% | 29,290 | 59.0% | 37,010 | 60.0% | 69,900 | 60.3% |
| 1 Attached Unit | 1,295 | 4.9% | 2,164 | 4.4% | 2,528 | 4.1% | 3,973 | 3.4% |
| 2 Units | 895 | 3.4% | 1,660 | 3.3% | 2,043 | 3.3% | 2,817 | 2.4% |
| 3 to 4 Units | 1,472 | 5.5% | 2,786 | 5.6% | 3,234 | 5.2% | 5,361 | 4.6% |
| 5 to 9 Units | 839 | 3.2% | 1,505 | 3.0% | 1,644 | 2.7% | 2,405 | 2.1% |
| 10 to 19 Units | 878 | 3.3% | 2,046 | 4.1% | 2,371 | 3.8% | 3,467 | 3.0% |
| 20 to 49 Units | 405 | 1.5% | 1,159 | 2.3% | 1,280 | 2.1% | 1,850 | 1.6% |
| 50 or More Units | 1,013 | 3.8% | 1,550 | 3.1% | 1,680 | 2.7% | 2,343 | 2.0% |
| Mobile Home or Trailer | 3,632 | 13.6% | 7,382 | 14.9% | 9,819 | 15.9% | 23,193 | 20.0% |
| Other Structure | 48 | 0.2% | 90 | 0.2% | 110 | 0.2% | 671 | 0.6% |
| Homes Built By Year (2023) | | | | | | | | |
| Homes Built 2020 or later | 371 | 1.3% | 575 | 1.0% | 683 | 1.0% | 996 | 0.7% |
| Homes Built 2010 to 2019 | 3,509 | 11.9% | 6,531 | 11.9% | 7,717 | 11.2% | 10,929 | 8.0% |
| Homes Built 2000 to 2009 | 6,448 | 21.8% | 10,433 | 18.9% | 13,328 | 19.4% | 19,994 | 14.7% |
| Homes Built 1990 to 1999 | 3,719 | 12.6% | 7,464 | 13.5% | 9,768 | 14.2% | 19,994 | 14.7% |
| Homes Built 1980 to 1989 | 4,211 | 14.2% | 7,907 | 14.3% | 9,998 | 14.5% | 18,455 | 13.5% |
| Homes Built 1970 to 1979 | 4,193 | 14.2% | 8,274 | 15.0% | 10,283 | 14.9% | 21,121 | 15.5% |
| Homes Built 1960 to 1969 | 1,902 | 6.4% | 3,725 | 6.8% | 4,485 | 6.5% | 9,606 | 7.0% |
| Homes Built 1950 to 1959 | 1,325 | 4.5% | 3,213 | 5.8% | 3,605 | 5.2% | 8,000 | 5.9% |
| Homes Built 1940 to 1949 | 362 | 1.2% | 574 | 1.0% | 675 | 1.0% | 2,736 | 2.0% |
| Homes Built Before 1939 | 599 | 2.0% | 935 | 1.7% | 1,178 | 1.7% | 4,148 | 3.0% |
| Median Age of Homes | 35.4 yrs | | 36.4 yrs | | 36.2 yrs | | 40.0 yrs | |
| Home Values (2023) | | | | | | | | |
| Owner Specified Housing Units | 16,697 | | 30,749 | | 38,477 | | 74,928 | |
| Home Values \$1,000,000 or More | 68 | 0.4% | 85 | 0.3% | 179 | 0.5% | 318 | 0.4% |
| Home Values \$750,000 to \$999,999 | 156 | 0.9% | 296 | 1.0% | 614 | 1.6% | 940 | 1.3% |
| Home Values \$500,000 to \$749,999 | 851 | 5.1% | 1,585 | 5.2% | 2,153 | 5.6% | 2,831 | 3.8% |
| Home Values \$400,000 to \$499,999 | 665 | 4.0% | 1,348 | 4.4% | 2,197 | 5.7% | 2,956 | 3.9% |
| Home Values \$300,000 to \$399,999 | 1,718 | 10.3% | 2,726 | 8.9% | 3,737 | 9.7% | 6,952 | 9.3% |
| Home Values \$250,000 to \$299,999 | 1,844 | 11.0% | 3,421 | 11.1% | 4,182 | 10.9% | 6,757 | 9.0% |
| Home Values \$200,000 to \$249,999 | 2,799 | 16.8% | 5,324 | 17.3% | 6,429 | 16.7% | 10,430 | 13.9% |
| Home Values \$175,000 to \$199,999 | 1,623 | 9.7% | 2,585 | 8.4% | 2,932 | 7.6% | 4,849 | 6.5% |
| Home Values \$150,000 to \$174,999 | 1,610 | 9.6% | 3,120 | 10.1% | 3,612 | 9.4% | 6,725 | 9.0% |
| Home Values \$125,000 to \$149,999 | 1,511 | 9.1% | 2,647 | 8.6% | 2,883 | 7.5% | 5,578 | 7.4% |
| Home Values \$100,000 to \$124,999 | 1,299 | 7.8% | 2,246 | 7.3% | 2,466 | 6.4% | 6,571 | 8.8% |
| Home Values \$90,000 to \$99,999 | 148 | 0.9% | 283 | 0.9% | 320 | 0.8% | 1,542 | 2.1% |
| Home Values \$80,000 to \$89,999 | 135 | 0.8% | 325 | 1.1% | 405 | 1.1% | 2,123 | 2.8% |
| Home Values \$70,000 to \$79,999 | 204 | 1.2% | 396 | 1.3% | 471 | 1.2% | 2,083 | 2.8% |
| Home Values \$60,000 to \$69,999 | 152 | 0.9% | 273 | 0.9% | 383 | 1.0% | 1,911 | 2.6% |
| Home Values \$50,000 to \$59,999 | 127 | 0.8% | 279 | 0.9% | 402 | 1.0% | 1,996 | 2.7% |
| Home Values \$35,000 to \$49,999 | 179 | 1.1% | 399 | 1.3% | 632 | 1.6% | 1,690 | 2.3% |
| Home Values \$25,000 to \$34,999 | 412 | 2.5% | 790 | 2.6% | 934 | 2.4% | 2,085 | 2.8% |
| Home Values \$10,000 to \$24,999 | 381 | 2.3% | 897 | 2.9% | 1,311 | 3.4% | 3,202 | 4.3% |
| Home Values Under \$10,000 | 814 | 4.9% | 1,725 | 5.6% | 2,233 | 5.8% | 3,389 | 4.5% |
| Owner-Occupied Median Home Value | \$209,537 | | \$201,103 | | \$210,887 | | \$181,594 | |
| Renter-Occupied Median Rent | \$740 | | \$721 | | \$724 | | \$682 | |

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 32.3455/-106.7701

| I-25 & Main St Las Cruces, NM | 3 mi radius | 5 mi radius | 10 mi radius | Trade Area |
|--|---------------|---------------|---------------|---------------|
| Total Annual Consumer Expenditure (2023) | | | | |
| Total Household Expenditure | \$1.68 B | \$3.04 B | \$3.88 B | \$6.89 B |
| Total Non-Retail Expenditure | \$886.53 M | \$1.6 B | \$2.05 B | \$3.64 B |
| Total Retail Expenditure | \$791.93 M | \$1.43 B | \$1.83 B | \$3.25 B |
| Apparel | \$59.17 M | \$106.85 M | \$136.56 M | \$240.84 M |
| Contributions | \$54.32 M | \$97.28 M | \$125.53 M | \$221.76 M |
| Education | \$50.69 M | \$90.54 M | \$116.97 M | \$201.28 M |
| Entertainment | \$94.54 M | \$170.31 M | \$218.21 M | \$385.55 M |
| Food and Beverages | \$247.98 M | \$449.53 M | \$572.66 M | \$1.02 B |
| Furnishings and Equipment | \$58.75 M | \$105.89 M | \$135.58 M | \$239.61 M |
| Gifts | \$41.01 M | \$73.34 M | \$94.74 M | \$165.87 M |
| Health Care | \$141.83 M | \$257.23 M | \$327.85 M | \$588.87 M |
| Household Operations | \$65.81 M | \$118.63 M | \$151.92 M | \$269.31 M |
| Miscellaneous Expenses | \$31.67 M | \$57.18 M | \$73.12 M | \$129.93 M |
| Personal Care | \$22.56 M | \$40.76 M | \$52.03 M | \$92.37 M |
| Personal Insurance | \$11.72 M | \$20.97 M | \$27.02 M | \$47.45 M |
| Reading | \$3.65 M | \$6.59 M | \$8.44 M | \$15.03 M |
| Shelter | \$354.96 M | \$642.85 M | \$820.55 M | \$1.46 B |
| Tobacco | \$10.31 M | \$19 M | \$23.91 M | \$43.66 M |
| Transportation | \$305.19 M | \$552.32 M | \$704.53 M | \$1.25 B |
| Utilities | \$124.3 M | \$226.55 M | \$287.59 M | \$517.31 M |
| Monthly Household Consumer Expenditure (2023) | | | | |
| Total Household Expenditure | \$5,251 | \$5,097 | \$5,235 | \$4,948 |
| Total Non-Retail Expenditure | \$2,773 52.8% | \$2,691 52.8% | \$2,766 52.8% | \$2,613 52.8% |
| Total Retail Expenditures | \$2,477 47.2% | \$2,406 47.2% | \$2,469 47.2% | \$2,334 47.2% |
| Apparel | \$185 3.5% | \$179 3.5% | \$184 3.5% | \$173 3.5% |
| Contributions | \$170 3.2% | \$163 3.2% | \$169 3.2% | \$159 3.2% |
| Education | \$159 3.0% | \$152 3.0% | \$158 3.0% | \$145 2.9% |
| Entertainment | \$296 5.6% | \$286 5.6% | \$295 5.6% | \$277 5.6% |
| Food and Beverages | \$776 14.8% | \$755 14.8% | \$773 14.8% | \$732 14.8% |
| Furnishings and Equipment | \$184 3.5% | \$178 3.5% | \$183 3.5% | \$172 3.5% |
| Gifts | \$128 2.4% | \$123 2.4% | \$128 2.4% | \$119 2.4% |
| Health Care | \$444 8.5% | \$432 8.5% | \$443 8.5% | \$423 8.6% |
| Household Operations | \$206 3.9% | \$199 3.9% | \$205 3.9% | \$194 3.9% |
| Miscellaneous Expenses | \$99 1.9% | \$96 1.9% | \$99 1.9% | \$93 1.9% |
| Personal Care | \$71 1.3% | \$68 1.3% | \$70 1.3% | \$66 1.3% |
| Personal Insurance | \$37 0.7% | \$35 0.7% | \$36 0.7% | \$34 0.7% |
| Reading | \$11 0.2% | \$11 0.2% | \$11 0.2% | \$11 0.2% |
| Shelter | \$1,110 21.1% | \$1,079 21.2% | \$1,108 21.2% | \$1,047 21.2% |
| Tobacco | \$32 0.6% | \$32 0.6% | \$32 0.6% | \$31 0.6% |
| Transportation | \$955 18.2% | \$927 18.2% | \$951 18.2% | \$899 18.2% |
| Utilities | \$389 7.4% | \$380 7.5% | \$388 7.4% | \$372 7.5% |