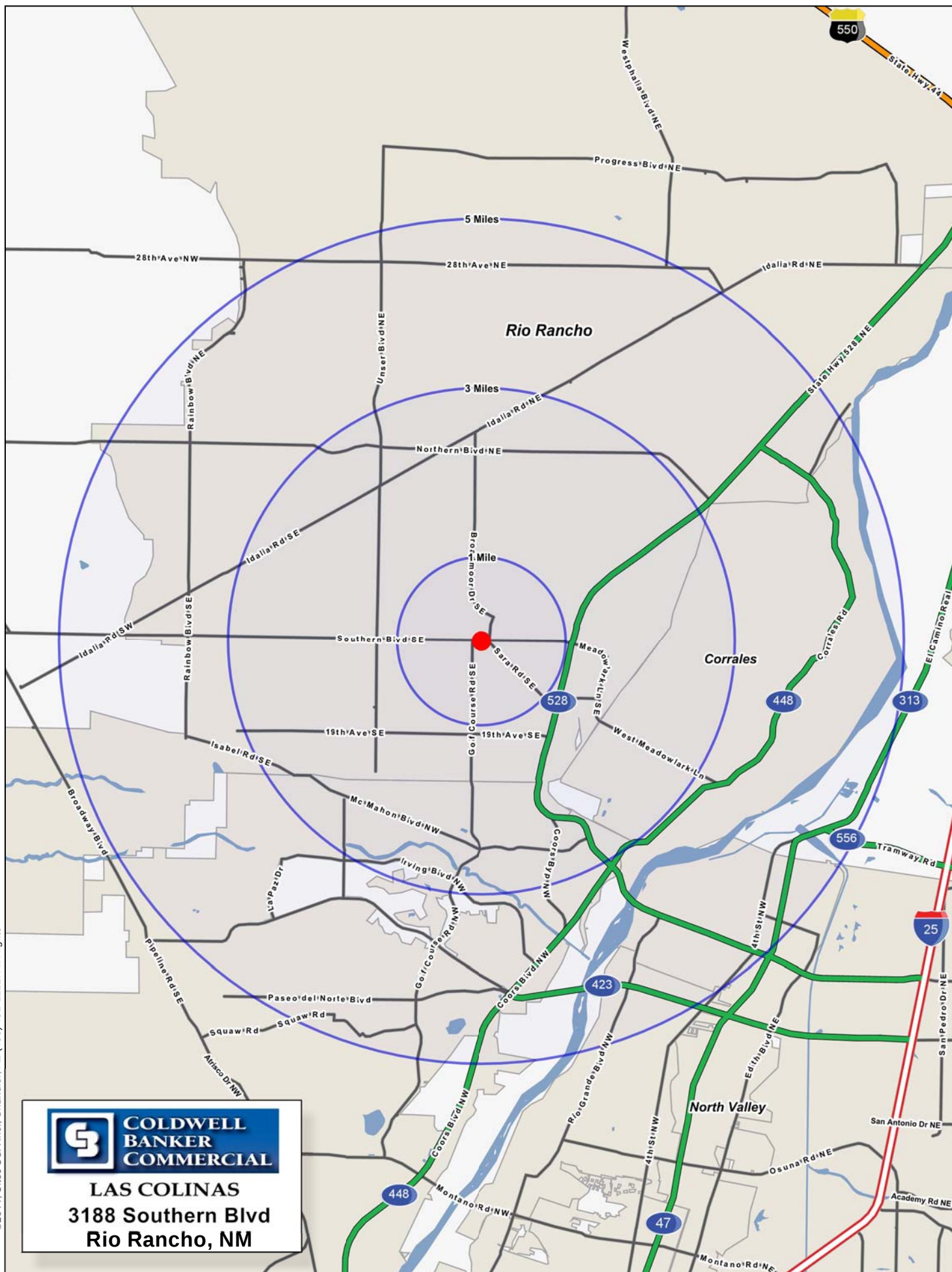




FULL PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
Calculated using Proportional Block Groups

Lat/Lon: 35.24146/-106.6753

3188 Southern Blvd

Rio Rancho, NM

		1 Mile	3 Miles	5 Miles
POPULATION	2010 Estimated Population	9,595	61,434	125,124
	2015 Projected Population	10,700	69,357	138,782
	2000 Census Population	8,006	45,727	85,109
	1990 Census Population	5,486	31,410	52,889
	Historical Annual Growth 1990 to 2010	3.7%	4.8%	6.8%
	Projected Annual Growth 2010 to 2015	2.3%	2.6%	2.2%
HOUSEHOLDS	2010 Est. Households	3,801	23,495	47,001
	2015 Proj. Households	4,017	25,445	50,453
	2000 Census Households	3,179	17,386	31,758
	1990 Census Households	2,152	11,445	19,157
	Historical Annual Growth 1990 to 2010	3.8%	5.3%	7.3%
	Projected Annual Growth 2010 to 2015	1.1%	1.7%	1.5%
AGE	2010 Est. Population 0 to 9 Years	11.3%	13.6%	14.9%
	2010 Est. Population 10 to 19 Years	14.1%	13.5%	13.2%
	2010 Est. Population 20 to 29 Years	10.4%	13.6%	13.4%
	2010 Est. Population 30 to 44 Years	18.3%	20.4%	21.9%
	2010 Est. Population 45 to 59 Years	21.4%	20.0%	19.9%
	2010 Est. Population 60 to 74 Years	16.5%	12.1%	11.4%
	2010 Est. Population 75 Years Plus	8.0%	6.7%	5.3%
	2010 Est. Median Age	41.5	37.3	36.0
MARITAL STATUS & SEX	2010 Est. Male Population	48.6%	48.8%	48.9%
	2010 Est. Female Population	51.4%	51.2%	51.1%
	2010 Est. Never Married	20.1%	23.9%	22.2%
	2010 Est. Now Married	59.7%	57.5%	60.1%
	2010 Est. Separated or Divorced	13.4%	13.1%	13.3%
	2010 Est. Widowed	6.7%	5.5%	4.4%
INCOME	2010 Est. HH Income \$200,000 or More	2.1%	2.3%	2.6%
	2010 Est. HH Income \$150,000 to \$199,999	3.1%	2.2%	3.2%
	2010 Est. HH Income \$100,000 to \$149,999	16.4%	12.1%	13.5%
	2010 Est. HH Income \$75,000 to \$99,999	18.4%	17.1%	17.0%
	2010 Est. HH Income \$50,000 to \$74,999	22.9%	24.8%	25.5%
	2010 Est. HH Income \$35,000 to \$49,999	13.3%	16.0%	15.0%
	2010 Est. HH Income \$25,000 to \$34,999	6.0%	8.2%	7.9%
	2010 Est. HH Income \$15,000 to \$24,999	10.6%	9.0%	8.0%
	2010 Est. HH Income \$0 to \$14,999	7.4%	8.2%	7.3%
	2010 Est. Average Household Income	\$79,031	\$74,263	\$77,346
	2010 Est. Median HH Income	\$63,925	\$59,348	\$62,613
	2010 Est. Per Capita Income	\$31,307	\$28,709	\$29,323
	2010 Est. Number of Businesses	341	1,938	3,522
	2010 Est. Total Number of Employees	2,754	22,194	36,236

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Rio Rancho, NM

		1 Mile	3 Miles	5 Miles
RACE	2010 Est. White Population	78.8%	75.6%	75.9%
	2010 Est. Black Population	3.7%	3.9%	3.5%
	2010 Est. Asian & Pacific Islander	2.5%	1.9%	1.8%
	2010 Est. American Indian & Alaska Native	1.9%	2.7%	2.9%
	2010 Est. Other Races Population	13.1%	15.9%	16.0%
HISPANIC	2010 Est. Hispanic Population	2,527	19,415	43,404
	2010 Est. Hispanic Population Percent	26.3%	31.6%	34.7%
	2015 Proj. Hispanic Population Percent	27.9%	33.4%	36.6%
	2000 Hispanic Population Percent			
EDUCATION (Adults 25 or Older)	2010 Est. Adult Population (25 Years or Older)	6,616	40,718	82,545
	2010 Est. Elementary (0 to 8)	1.6%	2.0%	2.2%
	2010 Est. Some High School (9 to 11)	5.2%	4.9%	4.9%
	2010 Est. High School Graduate (12)	24.3%	26.2%	24.7%
	2010 Est. Some College (13 to 16)	27.7%	27.0%	25.7%
	2010 Est. Associate Degree Only	10.1%	9.1%	9.4%
	2010 Est. Bachelor Degree Only	18.7%	19.2%	20.4%
	2010 Est. Graduate Degree	12.5%	11.5%	12.7%
HOUSING	2010 Est. Total Housing Units	4,095	25,440	50,648
	2010 Est. Owner Occupied Percent	68.9%	65.2%	70.7%
	2010 Est. Renter Occupied Percent	24.0%	27.1%	22.1%
	2010 Est. Vacant Housing Percent	7.2%	7.6%	7.2%
HOMES BUILT BY YEAR	2000 Homes Built 1999 to 2000	3.8%	6.6%	6.8%
	2000 Homes Built 1995 to 1998	17.0%	22.2%	24.6%
	2000 Homes Built 1990 to 1994	14.3%	10.5%	13.2%
	2000 Homes Built 1980 to 1989	39.0%	36.4%	30.0%
	2000 Homes Built 1970 to 1979	18.9%	19.1%	16.0%
	2000 Homes Built 1960 to 1969	6.4%	3.9%	5.6%
	2000 Homes Built 1950 to 1959	0.5%	0.7%	2.0%
	2000 Homes Built Before 1949	0.1%	0.5%	1.9%
HOME VALUES	2000 Home Value \$1,000,000 or More	-	0.1%	0.1%
	2000 Home Value \$500,000 to \$999,999	-	0.4%	1.3%
	2000 Home Value \$400,000 to \$499,999	-	0.4%	1.0%
	2000 Home Value \$300,000 to \$399,999	1.2%	2.2%	3.3%
	2000 Home Value \$200,000 to \$299,999	7.4%	8.9%	11.9%
	2000 Home Value \$150,000 to \$199,999	19.2%	15.7%	19.5%
	2000 Home Value \$100,000 to \$149,999	53.4%	46.9%	41.2%
	2000 Home Value \$50,000 to \$99,999	18.3%	25.1%	20.8%
	2000 Home Value \$25,000 to \$49,999	0.2%	0.1%	0.4%
	2000 Home Value \$0 to \$24,999	0.2%	0.2%	0.5%
	2000 Median Home Value	\$132,167	\$133,940	\$148,857
	2000 Median Rent	\$636	\$693	\$678

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LABOR FORCE	2010 Est. Labor: Population Age 16+	7,719	48,169	96,256
	2010 Est. Civilian Employed	63.0%	66.6%	67.7%
	2010 Est. Civilian Unemployed	3.0%	3.8%	3.4%
	2010 Est. in Armed Forces	0.8%	0.4%	0.6%
	2010 Est. not in Labor Force	33.1%	29.2%	28.3%
	2010 Labor Force: Males	47.7%	48.1%	48.3%
	2010 Labor Force: Females	52.3%	51.9%	51.7%
OCCUPATION	2000 Occupation: Population Age 16+	3,757	22,391	41,984
	2000 Mgmt, Business, & Financial Operations	12.2%	14.1%	15.5%
	2000 Professional & Related	21.6%	22.4%	23.9%
	2000 Service	14.2%	13.8%	13.2%
	2000 Sales and Office	33.5%	31.0%	29.9%
	2000 Farming, Fishing, and Forestry	-	0.1%	0.1%
	2000 Construction, Extraction, & Maintenance	9.1%	9.4%	8.7%
	2000 Production, Transport, & Material Moving	9.4%	9.3%	8.6%
	2000 Percent White Collar Workers	67.3%	67.4%	69.4%
	2000 Percent Blue Collar Workers	32.7%	32.6%	30.6%
TRANSPORTATION TO WORK	2000 Drive to Work Alone	86.6%	85.2%	83.4%
	2000 Drive to Work in Carpool	8.3%	9.5%	10.5%
	2000 Travel to Work by Public Transportation	0.4%	0.5%	0.4%
	2000 Drive to Work on Motorcycle	0.3%	0.2%	0.3%
	2000 Walk or Bicycle to Work	0.8%	0.9%	0.9%
	2000 Other Means	-	0.4%	0.5%
	2000 Work at Home	3.7%	3.4%	3.9%
TRAVEL TIME	2000 Travel to Work in 14 Minutes or Less	31.4%	26.7%	23.4%
	2000 Travel to Work in 15 to 29 Minutes	27.5%	32.7%	37.8%
	2000 Travel to Work in 30 to 59 Minutes	35.0%	35.4%	33.7%
	2000 Travel to Work in 60 Minutes or More	6.1%	5.2%	5.1%
	2000 Average Travel Time to Work	25.4	24.8	24.7
CONSUMER EXPENDITURE	2010 Est. Total Household Expenditure	\$228 M	\$1.34 B	\$2.77 B
	2010 Est. Apparel	\$10.9 M	\$64.1 M	\$132 M
	2010 Est. Contributions & Gifts	\$14.2 M	\$82.6 M	\$173 M
	2010 Est. Education & Reading	\$6.09 M	\$35.2 M	\$73.7 M
	2010 Est. Entertainment	\$12.8 M	\$75.1 M	\$155 M
	2010 Est. Food, Beverages & Tobacco	\$36.3 M	\$215 M	\$441 M
	2010 Est. Furnishings & Equipment	\$10.2 M	\$59.4 M	\$123 M
	2010 Est. Health Care & Insurance	\$16.2 M	\$96.1 M	\$196 M
	2010 Est. Household Operations & Shelter & Utilities	\$68.0 M	\$400 M	\$824 M
	2010 Est. Miscellaneous Expenses	\$3.81 M	\$22.5 M	\$46.1 M
	2010 Est. Personal Care	\$3.31 M	\$19.5 M	\$40.1 M
	2010 Est. Transportation	\$46.4 M	\$274 M	\$562 M

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