



Market Profile

NM Machinery Truck Center
 2801 SE Main Roswell NM 88203
 Rings: 1, 5 mile radii

Latitude: 33.3587
 Longitude: -104.5113

	1 mile	5 mile
Population Summary		
2000 Total Population	3,008	43,656
2010 Total Population	3,074	46,386
2018 Total Population	3,132	46,440
2018 Group Quarters	132	1,379
2023 Total Population	3,120	46,228
2018-2023 Annual Rate	-0.08%	-0.09%
2018 Total Daytime Population	2,472	48,022
Workers	623	20,889
Residents	1,849	27,133
Household Summary		
2000 Households	926	16,374
2000 Average Household Size	3.08	2.60
2010 Households	952	16,884
2010 Average Household Size	3.09	2.67
2018 Households	961	16,604
2018 Average Household Size	3.12	2.71
2023 Households	953	16,436
2023 Average Household Size	3.14	2.73
2018-2023 Annual Rate	-0.17%	-0.20%
2010 Families	735	11,506
2010 Average Family Size	3.50	3.22
2018 Families	730	11,069
2018 Average Family Size	3.56	3.31
2023 Families	719	10,871
2023 Average Family Size	3.58	3.34
2018-2023 Annual Rate	-0.30%	-0.36%
Housing Unit Summary		
2000 Housing Units	1,004	18,654
Owner Occupied Housing Units	68.9%	59.0%
Renter Occupied Housing Units	23.3%	28.8%
Vacant Housing Units	7.8%	12.2%
2010 Housing Units	1,001	18,973
Owner Occupied Housing Units	69.4%	58.1%
Renter Occupied Housing Units	25.7%	30.9%
Vacant Housing Units	4.9%	11.0%
2018 Housing Units	1,030	19,334
Owner Occupied Housing Units	67.0%	55.2%
Renter Occupied Housing Units	26.3%	30.6%
Vacant Housing Units	6.7%	14.1%
2023 Housing Units	1,039	19,574
Owner Occupied Housing Units	65.9%	53.9%
Renter Occupied Housing Units	25.8%	30.1%
Vacant Housing Units	8.3%	16.0%
Median Household Income		
2018	\$30,404	\$36,269
2023	\$31,792	\$38,880
Median Home Value		
2018	\$88,043	\$97,845
2023	\$98,803	\$111,585
Per Capita Income		
2018	\$13,862	\$18,460
2023	\$15,227	\$20,324
Median Age		
2010	33.0	32.8
2018	33.7	33.5
2023	34.4	34.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income		
Household Income Base	961	16,604
<\$15,000	22.1%	21.2%
\$15,000 - \$24,999	17.9%	14.9%
\$25,000 - \$34,999	16.1%	12.2%
\$35,000 - \$49,999	13.5%	14.7%
\$50,000 - \$74,999	16.9%	16.0%
\$75,000 - \$99,999	6.8%	9.5%
\$100,000 - \$149,999	5.3%	8.5%
\$150,000 - \$199,999	0.9%	1.5%
\$200,000+	0.4%	1.5%
Average Household Income	\$41,682	\$50,063
2023 Households by Income		
Household Income Base	953	16,436
<\$15,000	23.1%	21.5%
\$15,000 - \$24,999	16.6%	13.6%
\$25,000 - \$34,999	14.0%	10.5%
\$35,000 - \$49,999	12.5%	13.6%
\$50,000 - \$74,999	17.7%	16.7%
\$75,000 - \$99,999	8.0%	10.9%
\$100,000 - \$149,999	6.7%	10.1%
\$150,000 - \$199,999	0.9%	1.5%
\$200,000+	0.5%	1.6%
Average Household Income	\$46,286	\$55,600
2018 Owner Occupied Housing Units by Value		
Total	690	10,679
<\$50,000	27.1%	20.5%
\$50,000 - \$99,999	30.0%	30.8%
\$100,000 - \$149,999	20.0%	20.1%
\$150,000 - \$199,999	11.7%	12.1%
\$200,000 - \$249,999	7.1%	6.6%
\$250,000 - \$299,999	1.0%	4.0%
\$300,000 - \$399,999	0.9%	3.5%
\$400,000 - \$499,999	0.6%	1.0%
\$500,000 - \$749,999	0.4%	0.8%
\$750,000 - \$999,999	0.1%	0.2%
\$1,000,000 - \$1,499,999	0.9%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$114,260	\$128,684
2023 Owner Occupied Housing Units by Value		
Total	685	10,541
<\$50,000	23.2%	17.3%
\$50,000 - \$99,999	27.4%	27.9%
\$100,000 - \$149,999	21.9%	20.7%
\$150,000 - \$199,999	13.9%	13.3%
\$200,000 - \$249,999	8.9%	7.5%
\$250,000 - \$299,999	1.2%	5.1%
\$300,000 - \$399,999	1.2%	5.0%
\$400,000 - \$499,999	0.7%	1.3%
\$500,000 - \$749,999	0.6%	1.2%
\$750,000 - \$999,999	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.7%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%
Average Home Value	\$123,978	\$143,453

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age		
Total	3,069	46,387
0 - 4	9.1%	8.6%
5 - 9	8.1%	8.0%
10 - 14	7.2%	7.1%
15 - 24	15.2%	16.2%
25 - 34	12.8%	12.7%
35 - 44	11.6%	10.8%
45 - 54	11.9%	12.5%
55 - 64	11.4%	10.6%
65 - 74	6.6%	6.9%
75 - 84	4.3%	4.7%
85 +	2.0%	2.0%
18 +	70.8%	71.4%
2018 Population by Age		
Total	3,132	46,441
0 - 4	8.3%	8.1%
5 - 9	8.0%	7.7%
10 - 14	7.6%	7.3%
15 - 24	13.7%	15.1%
25 - 34	14.2%	13.6%
35 - 44	10.9%	10.9%
45 - 54	10.5%	10.4%
55 - 64	11.7%	11.3%
65 - 74	8.7%	8.7%
75 - 84	4.2%	4.6%
85 +	2.2%	2.2%
18 +	71.9%	72.4%
2023 Population by Age		
Total	3,121	46,227
0 - 4	8.2%	8.0%
5 - 9	8.0%	7.7%
10 - 14	7.9%	7.5%
15 - 24	13.7%	15.1%
25 - 34	13.0%	12.7%
35 - 44	12.0%	11.7%
45 - 54	9.8%	9.7%
55 - 64	10.7%	10.6%
65 - 74	9.4%	9.4%
75 - 84	5.0%	5.4%
85 +	2.2%	2.1%
18 +	71.5%	72.1%
2010 Population by Sex		
Males	1,506	22,734
Females	1,568	23,652
2018 Population by Sex		
Males	1,543	22,823
Females	1,588	23,617
2023 Population by Sex		
Males	1,549	22,817
Females	1,571	23,411

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity		
Total	3,074	46,386
White Alone	54.2%	68.5%
Black Alone	3.7%	2.5%
American Indian Alone	1.1%	1.3%
Asian Alone	0.4%	0.6%
Pacific Islander Alone	0.0%	0.1%
Some Other Race Alone	36.6%	23.6%
Two or More Races	4.1%	3.4%
Hispanic Origin	73.7%	56.1%
Diversity Index	81.9	76.2
2018 Population by Race/Ethnicity		
Total	3,133	46,440
White Alone	51.7%	65.5%
Black Alone	3.2%	2.3%
American Indian Alone	1.3%	1.5%
Asian Alone	0.4%	0.8%
Pacific Islander Alone	0.0%	0.2%
Some Other Race Alone	39.0%	26.1%
Two or More Races	4.3%	3.7%
Hispanic Origin	78.3%	61.8%
Diversity Index	82.3	77.3
2023 Population by Race/Ethnicity		
Total	3,120	46,226
White Alone	50.8%	64.1%
Black Alone	3.0%	2.1%
American Indian Alone	1.4%	1.6%
Asian Alone	0.4%	0.9%
Pacific Islander Alone	0.0%	0.2%
Some Other Race Alone	40.0%	27.2%
Two or More Races	4.3%	3.8%
Hispanic Origin	81.0%	65.6%
Diversity Index	82.1	77.4
2010 Population by Relationship and Household Type		
Total	3,074	46,386
In Households	95.7%	97.0%
In Family Households	86.9%	83.3%
Householder	24.4%	24.7%
Spouse	15.6%	16.1%
Child	38.5%	35.0%
Other relative	5.0%	4.2%
Nonrelative	3.3%	3.3%
In Nonfamily Households	8.8%	13.7%
In Group Quarters	4.3%	3.0%
Institutionalized Population	4.3%	0.7%
Noninstitutionalized Population	0.0%	2.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment		
Total	1,954	28,663
Less than 9th Grade	15.3%	8.9%
9th - 12th Grade, No Diploma	17.0%	10.8%
High School Graduate	24.3%	21.4%
GED/Alternative Credential	8.2%	6.1%
Some College, No Degree	17.7%	24.1%
Associate Degree	5.2%	9.5%
Bachelor's Degree	10.6%	13.7%
Graduate/Professional Degree	1.6%	5.5%
2018 Population 15+ by Marital Status		
Total	2,383	35,677
Never Married	35.4%	33.5%
Married	45.9%	44.0%
Widowed	8.3%	8.5%
Divorced	10.4%	14.0%
2018 Civilian Population 16+ in Labor Force		
Civilian Employed	91.5%	94.3%
Civilian Unemployed (Unemployment Rate)	8.5%	5.7%
2018 Employed Population 16+ by Industry		
Total	1,213	19,441
Agriculture/Mining	10.2%	6.2%
Construction	6.6%	5.9%
Manufacturing	8.7%	5.8%
Wholesale Trade	2.1%	2.0%
Retail Trade	11.7%	13.6%
Transportation/Utilities	7.1%	5.0%
Information	0.1%	0.5%
Finance/Insurance/Real Estate	5.4%	4.5%
Services	43.0%	50.9%
Public Administration	5.3%	5.5%
2018 Employed Population 16+ by Occupation		
Total	1,213	19,440
White Collar	31.4%	48.6%
Management/Business/Financial	7.1%	9.5%
Professional	5.7%	16.4%
Sales	9.7%	12.0%
Administrative Support	8.9%	10.6%
Services	32.6%	26.1%
Blue Collar	35.9%	25.3%
Farming/Forestry/Fishing	8.1%	2.7%
Construction/Extraction	7.2%	5.4%
Installation/Maintenance/Repair	4.5%	5.6%
Production	7.6%	5.0%
Transportation/Material Moving	8.7%	6.7%
2010 Population By Urban/ Rural Status		
Total Population	3,074	46,386
Population Inside Urbanized Area	0.0%	0.0%
Population Inside Urbanized Cluster	92.6%	93.3%
Rural Population	7.4%	6.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type		
Total	951	16,884
Households with 1 Person	18.8%	27.0%
Households with 2+ People	81.2%	73.0%
Family Households	77.3%	68.1%
Husband-wife Families	49.4%	44.3%
With Related Children	26.0%	21.1%
Other Family (No Spouse Present)	28.0%	23.9%
Other Family with Male Householder	7.9%	6.8%
With Related Children	5.6%	4.8%
Other Family with Female Householder	20.1%	17.1%
With Related Children	12.9%	11.8%
Nonfamily Households	3.9%	4.9%
All Households with Children	44.6%	38.1%
Multigenerational Households	10.1%	6.1%
Unmarried Partner Households	9.0%	8.3%
Male-female	8.6%	7.8%
Same-sex	0.4%	0.5%
2010 Households by Size		
Total	952	16,883
1 Person Household	18.8%	27.0%
2 Person Household	28.6%	30.2%
3 Person Household	18.3%	15.9%
4 Person Household	15.0%	13.0%
5 Person Household	10.2%	7.8%
6 Person Household	5.9%	3.7%
7 + Person Household	3.3%	2.4%
2010 Households by Tenure and Mortgage Status		
Total	952	16,884
Owner Occupied	73.0%	65.3%
Owned with a Mortgage/Loan	39.0%	36.0%
Owned Free and Clear	34.0%	29.3%
Renter Occupied	27.0%	34.7%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	1,001	18,973
Housing Units Inside Urbanized Area	0.0%	0.0%
Housing Units Inside Urbanized Cluster	92.8%	92.8%
Rural Housing Units	7.2%	7.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
1.	Southwestern Families (7F)	Traditional Living (12B)
2.	Barrios Urbanos (7D)	Southwestern Families (7F)
3.	Heartland Communities	Small Town Simplicity
2018 Consumer Spending		
Apparel & Services: Total \$	\$1,078,063	\$21,868,125
Average Spent	\$1,121.81	\$1,317.04
Spending Potential Index	52	61
Education: Total \$	\$581,255	\$12,981,444
Average Spent	\$604.84	\$781.83
Spending Potential Index	42	54
Entertainment/Recreation: Total \$	\$1,597,018	\$33,158,914
Average Spent	\$1,661.83	\$1,997.04
Spending Potential Index	52	62
Food at Home: Total \$	\$2,651,243	\$53,511,934
Average Spent	\$2,758.84	\$3,222.83
Spending Potential Index	55	64
Food Away from Home: Total \$	\$1,739,427	\$35,519,824
Average Spent	\$1,810.02	\$2,139.23
Spending Potential Index	52	61
Health Care: Total \$	\$2,963,050	\$61,292,061
Average Spent	\$3,083.30	\$3,691.40
Spending Potential Index	54	64
HH Furnishings & Equipment: Total \$	\$1,037,909	\$21,257,908
Average Spent	\$1,080.03	\$1,280.29
Spending Potential Index	52	61
Personal Care Products & Services: Total \$	\$400,619	\$8,282,848
Average Spent	\$416.88	\$498.85
Spending Potential Index	50	60
Shelter: Total \$	\$7,926,512	\$164,697,290
Average Spent	\$8,248.19	\$9,919.13
Spending Potential Index	49	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,163,343	\$24,700,434
Average Spent	\$1,210.55	\$1,487.62
Spending Potential Index	49	60
Travel: Total \$	\$955,201	\$20,129,358
Average Spent	\$993.97	\$1,212.32
Spending Potential Index	46	56
Vehicle Maintenance & Repairs: Total \$	\$554,885	\$11,291,414
Average Spent	\$577.40	\$680.04
Spending Potential Index	54	63

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.