



Demographic and Income Profile

Leisure Inn. - Roswell, NM
2700 W 2nd St Roswell NM 88201
Ring: 1 mile radius

Latitude: 33.3937
Longitude: -104.5630

Summary	Census 2010	Census 2020	2022	2027
Population	4,644	4,957	4,932	5,014
Households	1,684	1,808	1,802	1,834
Families	1,187	-	1,240	1,258
Average Household Size	2.76	2.74	2.73	2.73
Owner Occupied Housing Units	1,223	-	1,116	1,120
Renter Occupied Housing Units	461	-	686	714
Median Age	35.5	-	37.1	37.8

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.33%	0.28%	0.25%
Households	0.35%	0.36%	0.31%
Families	0.29%	0.29%	0.28%
Owner HHs	0.07%	0.63%	0.53%
Median Household Income	8.12%	2.70%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	271	15.0%	225	12.3%
\$15,000 - \$24,999	192	10.7%	212	11.6%
\$25,000 - \$34,999	214	11.9%	164	8.9%
\$35,000 - \$49,999	214	11.9%	108	5.9%
\$50,000 - \$74,999	183	10.2%	200	10.9%
\$75,000 - \$99,999	271	15.0%	350	19.1%
\$100,000 - \$149,999	207	11.5%	227	12.4%
\$150,000 - \$199,999	226	12.5%	321	17.5%
\$200,000+	24	1.3%	26	1.4%

Median Household Income	\$51,008	\$75,370
Average Household Income	\$73,917	\$87,802
Per Capita Income	\$28,102	\$33,418

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	409	8.8%	398	8.1%	394	7.9%
5 - 9	378	8.1%	400	8.1%	405	8.1%
10 - 14	339	7.3%	378	7.7%	407	8.1%
15 - 19	363	7.8%	309	6.3%	345	6.9%
20 - 24	255	5.5%	244	4.9%	258	5.1%
25 - 34	551	11.9%	609	12.3%	534	10.7%
35 - 44	540	11.6%	593	12.0%	604	12.0%
45 - 54	572	12.3%	500	10.1%	518	10.3%
55 - 64	528	11.4%	572	11.6%	536	10.7%
65 - 74	374	8.1%	510	10.3%	535	10.7%
75 - 84	247	5.3%	312	6.3%	355	7.1%
85+	89	1.9%	107	2.2%	122	2.4%

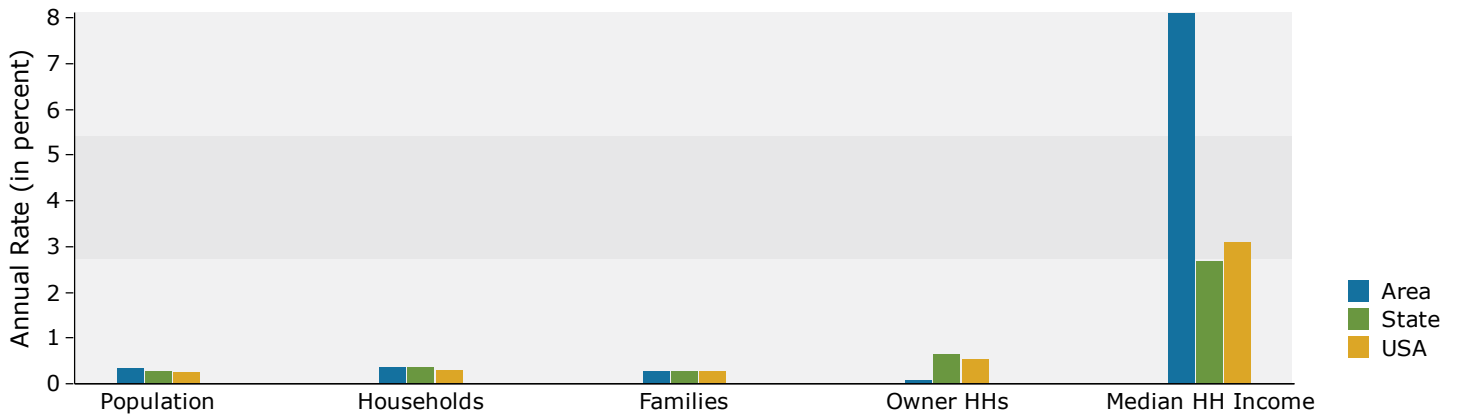
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	3,510	75.6%	2,848	57.5%	2,791	56.6%	2,737	54.6%
Black Alone	89	1.9%	123	2.5%	123	2.5%	126	2.5%
American Indian Alone	39	0.8%	80	1.6%	80	1.6%	84	1.7%
Asian Alone	35	0.8%	74	1.5%	78	1.6%	89	1.8%
Pacific Islander Alone	4	0.1%	4	0.1%	4	0.1%	4	0.1%
Some Other Race Alone	816	17.6%	777	15.7%	771	15.6%	772	15.4%
Two or More Races	151	3.3%	1,052	21.2%	1,084	22.0%	1,201	24.0%
Hispanic Origin (Any Race)	2,243	48.3%	2,587	52.2%	2,595	52.6%	2,658	53.0%

Data Note: Income is expressed in current dollars.

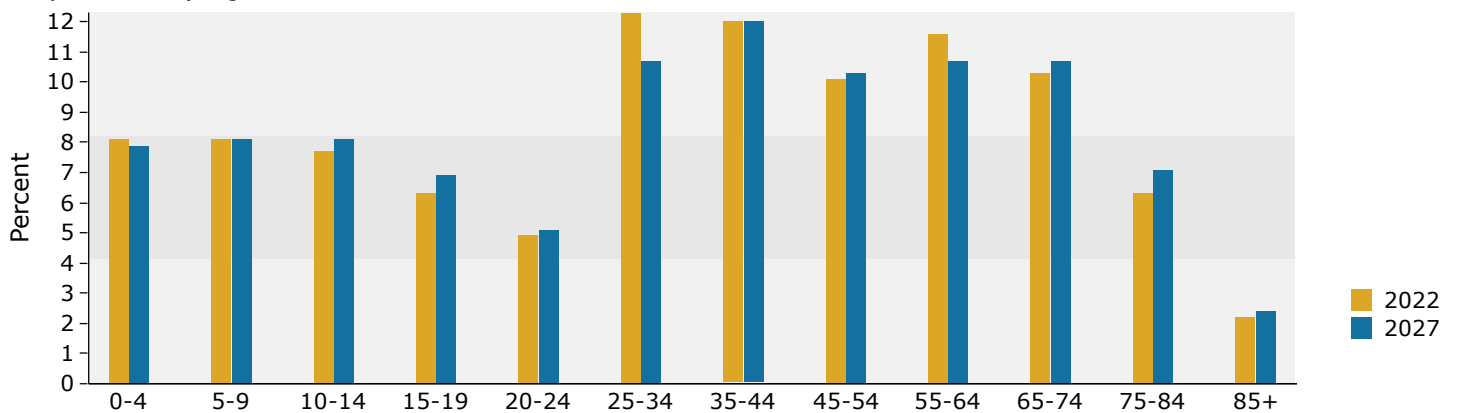
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

April 24, 2023

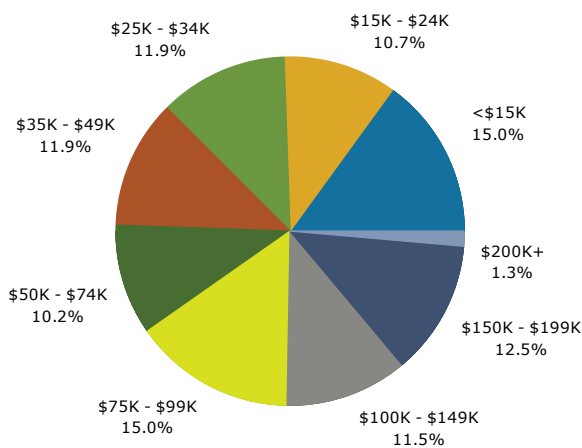
Trends 2022-2027



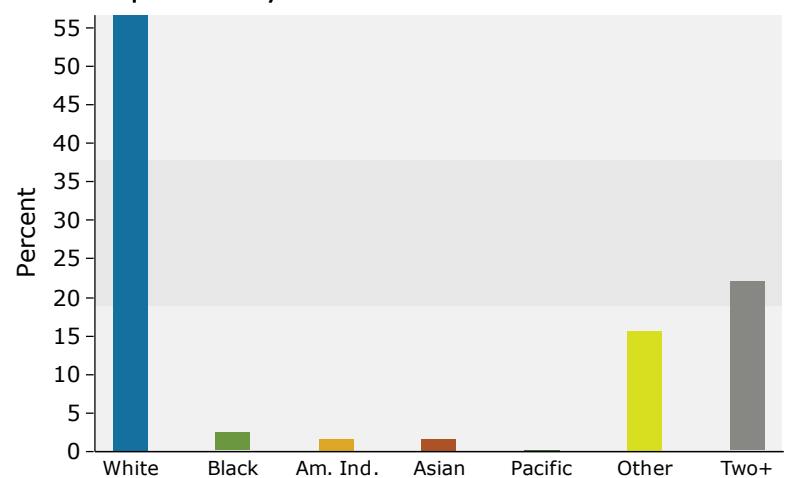
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 52.6%



Demographic and Income Profile

Leisure Inn. - Roswell, NM
2700 W 2nd St Roswell NM 88201
Ring: 2 mile radius

Latitude: 33.3937
Longitude: -104.5630

Summary	Census 2010	Census 2020	2022	2027
Population	13,659	13,624	13,597	13,602
Households	5,321	5,295	5,279	5,285
Families	3,533	-	3,414	3,409
Average Household Size	2.56	2.56	2.56	2.56
Owner Occupied Housing Units	3,465	-	3,307	3,313
Renter Occupied Housing Units	1,856	-	1,972	1,973
Median Age	34.0	-	35.9	36.6

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.01%	0.28%	0.25%
Households	0.02%	0.36%	0.31%
Families	-0.03%	0.29%	0.28%
Owner HHs	0.04%	0.63%	0.53%
Median Household Income	4.57%	2.70%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	787	14.9%	578	10.9%
\$15,000 - \$24,999	659	12.5%	621	11.8%
\$25,000 - \$34,999	572	10.8%	504	9.5%
\$35,000 - \$49,999	736	13.9%	580	11.0%
\$50,000 - \$74,999	733	13.9%	822	15.6%
\$75,000 - \$99,999	596	11.3%	696	13.2%
\$100,000 - \$149,999	617	11.7%	685	13.0%
\$150,000 - \$199,999	441	8.4%	632	12.0%
\$200,000+	138	2.6%	167	3.2%

Median Household Income	\$47,002	\$58,772
Average Household Income	\$71,535	\$85,052
Per Capita Income	\$27,614	\$32,883

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,193	8.7%	1,094	8.0%	1,074	7.9%
5 - 9	1,104	8.1%	1,056	7.8%	1,067	7.8%
10 - 14	958	7.0%	991	7.3%	1,047	7.7%
15 - 19	1,023	7.5%	872	6.4%	922	6.8%
20 - 24	905	6.6%	756	5.6%	805	5.9%
25 - 34	1,802	13.2%	1,875	13.8%	1,606	11.8%
35 - 44	1,508	11.0%	1,665	12.2%	1,728	12.7%
45 - 54	1,772	13.0%	1,344	9.9%	1,380	10.1%
55 - 64	1,474	10.8%	1,594	11.7%	1,416	10.4%
65 - 74	1,008	7.4%	1,304	9.6%	1,377	10.1%
75 - 84	646	4.7%	766	5.6%	878	6.5%
85+	267	2.0%	282	2.1%	303	2.2%

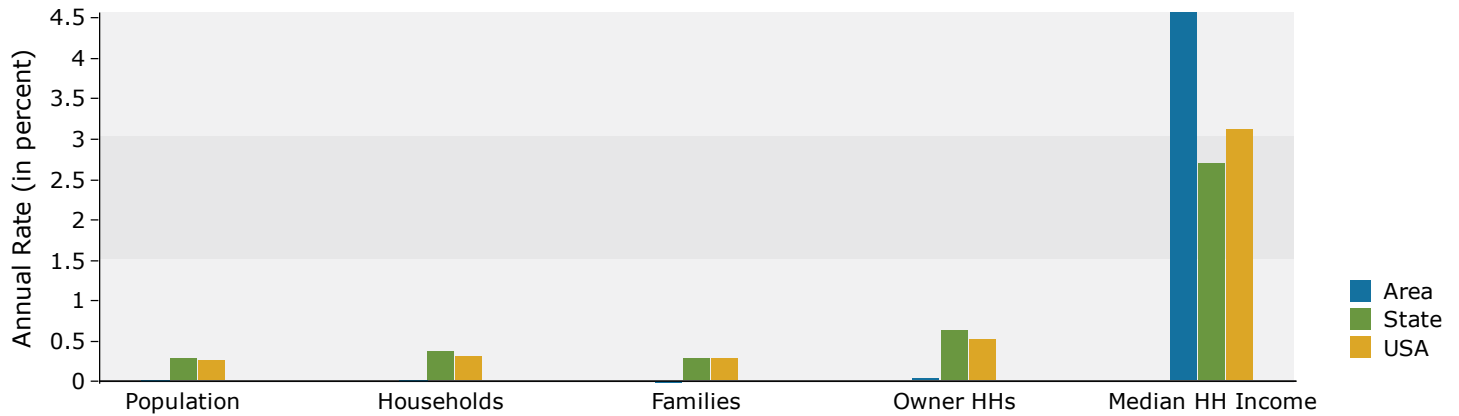
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	9,856	72.2%	7,855	57.7%	7,725	56.8%	7,448	54.8%
Black Alone	282	2.1%	315	2.3%	316	2.3%	320	2.4%
American Indian Alone	142	1.0%	214	1.6%	218	1.6%	226	1.7%
Asian Alone	85	0.6%	160	1.2%	165	1.2%	184	1.4%
Pacific Islander Alone	8	0.1%	8	0.1%	8	0.1%	8	0.1%
Some Other Race Alone	2,817	20.6%	2,361	17.3%	2,357	17.3%	2,340	17.2%
Two or More Races	468	3.4%	2,712	19.9%	2,809	20.7%	3,077	22.6%
Hispanic Origin (Any Race)	6,765	49.5%	7,441	54.6%	7,491	55.1%	7,558	55.6%

Data Note: Income is expressed in current dollars.

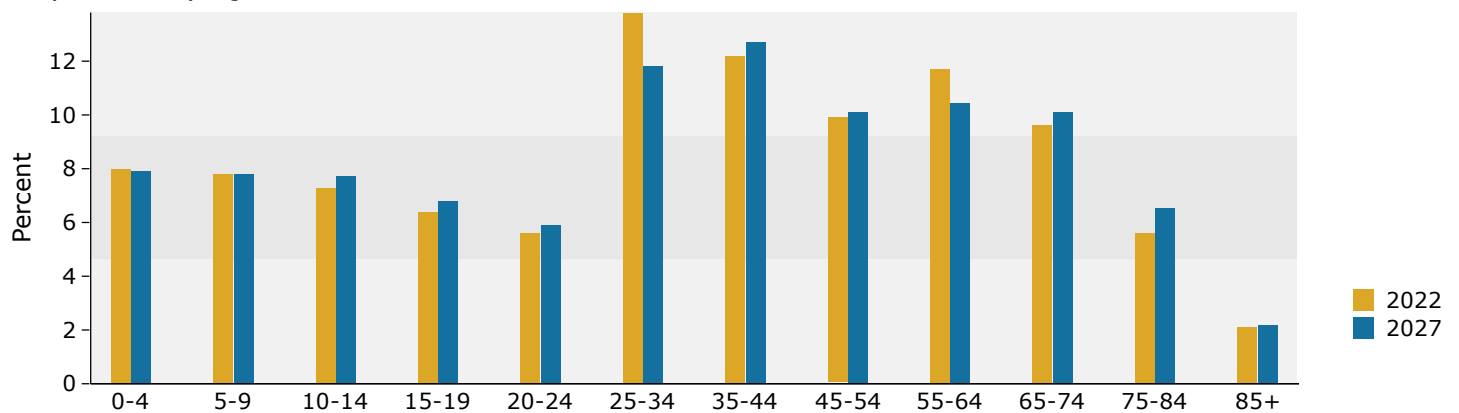
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

April 24, 2023

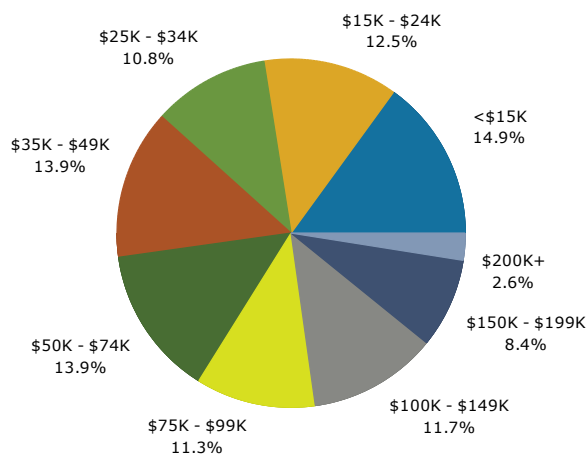
Trends 2022-2027



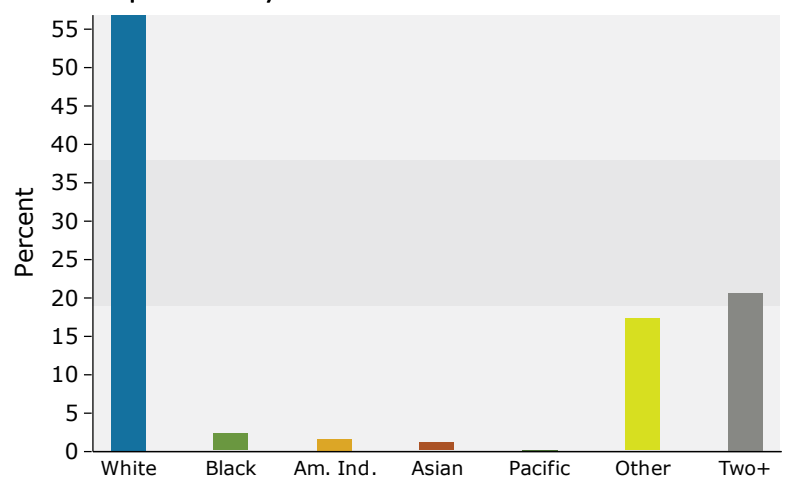
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 55.1%



Demographic and Income Profile

Leisure Inn. - Roswell, NM
2700 W 2nd St Roswell NM 88201
Ring: 5 mile radius

Latitude: 33.3937
Longitude: -104.5630

Summary	Census 2010	Census 2020	2022	2027
Population	48,930	49,224	49,108	48,600
Households	18,276	18,436	18,382	18,201
Families	12,486	-	12,211	12,047
Average Household Size	2.62	2.63	2.63	2.63
Owner Occupied Housing Units	12,505	-	12,328	12,286
Renter Occupied Housing Units	5,771	-	6,055	5,915
Median Age	35.5	-	37.3	38.1

Trends: 2022-2027 Annual Rate	Area	State	National
Population	-0.21%	0.28%	0.25%
Households	-0.20%	0.36%	0.31%
Families	-0.27%	0.29%	0.28%
Owner HHs	-0.07%	0.63%	0.53%
Median Household Income	3.12%	2.70%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	2,569	14.0%	1,919	10.5%
\$15,000 - \$24,999	2,677	14.6%	2,477	13.6%
\$25,000 - \$34,999	1,920	10.4%	1,826	10.0%
\$35,000 - \$49,999	2,739	14.9%	2,451	13.5%
\$50,000 - \$74,999	2,852	15.5%	2,920	16.0%
\$75,000 - \$99,999	1,817	9.9%	1,841	10.1%
\$100,000 - \$149,999	2,114	11.5%	2,460	13.5%
\$150,000 - \$199,999	1,299	7.1%	1,850	10.2%
\$200,000+	397	2.2%	457	2.5%

Median Household Income	\$45,112	\$52,609
Average Household Income	\$67,810	\$79,159
Per Capita Income	\$25,495	\$29,775

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,941	8.1%	3,625	7.4%	3,548	7.3%
5 - 9	3,751	7.7%	3,573	7.3%	3,525	7.3%
10 - 14	3,402	7.0%	3,424	7.0%	3,539	7.3%
15 - 19	4,033	8.2%	3,301	6.7%	3,279	6.7%
20 - 24	3,111	6.4%	2,898	5.9%	2,909	6.0%
25 - 34	5,935	12.1%	6,338	12.9%	5,711	11.8%
35 - 44	5,310	10.9%	5,726	11.7%	5,823	12.0%
45 - 54	6,309	12.9%	5,011	10.2%	5,101	10.5%
55 - 64	5,646	11.5%	5,861	11.9%	5,169	10.6%
65 - 74	3,700	7.6%	5,106	10.4%	5,234	10.8%
75 - 84	2,629	5.4%	2,935	6.0%	3,414	7.0%
85+	1,163	2.4%	1,312	2.7%	1,347	2.8%

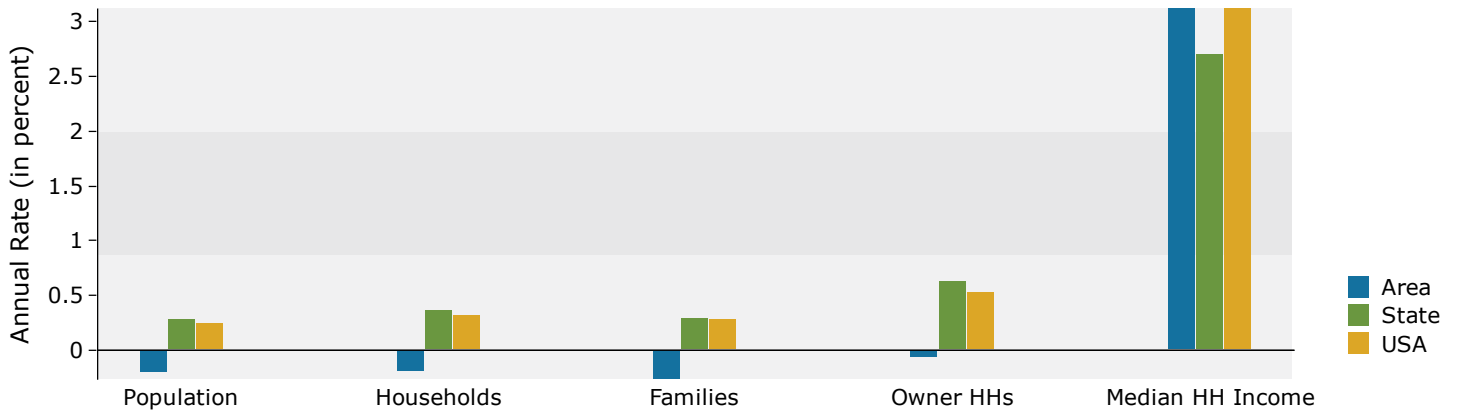
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	35,023	71.6%	28,135	57.2%	27,724	56.5%	26,447	54.4%
Black Alone	1,072	2.2%	993	2.0%	997	2.0%	1,001	2.1%
American Indian Alone	555	1.1%	726	1.5%	733	1.5%	759	1.6%
Asian Alone	378	0.8%	606	1.2%	621	1.3%	682	1.4%
Pacific Islander Alone	43	0.1%	33	0.1%	33	0.1%	33	0.1%
Some Other Race Alone	10,250	20.9%	9,468	19.2%	9,423	19.2%	9,287	19.1%
Two or More Races	1,609	3.3%	9,263	18.8%	9,577	19.5%	10,391	21.4%
Hispanic Origin (Any Race)	24,613	50.3%	27,405	55.7%	27,544	56.1%	27,563	56.7%

Data Note: Income is expressed in current dollars.

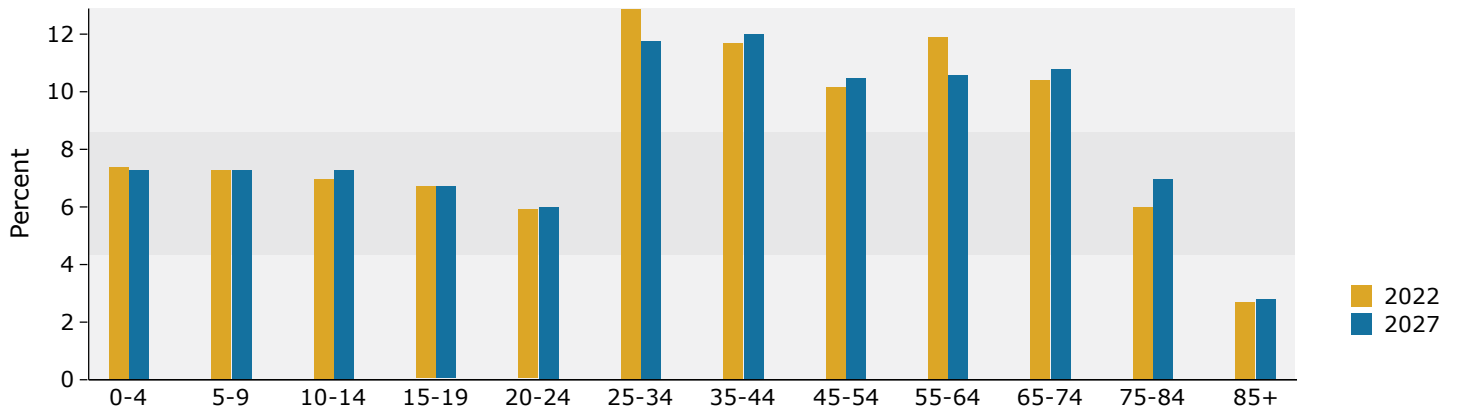
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

April 24, 2023

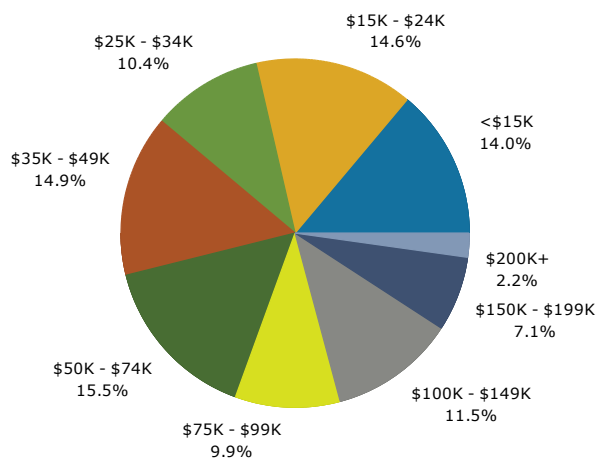
Trends 2022-2027



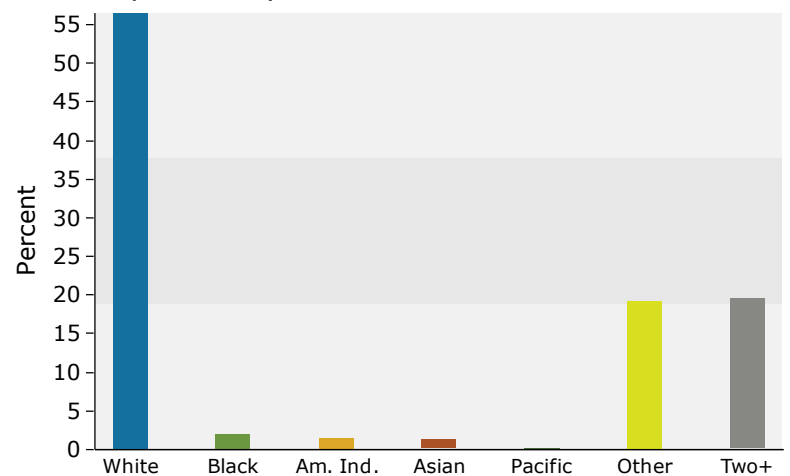
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 56.1%