Market Profile

Leisure Inn. - Roswell, NM
2700 W 2nd St Roswell NM 88201
Rings: 1, 2, 5 mile radii

Latitude: 33.3937
Longitude: -104.5630

	1 mile	2 mile	5 mile
Population Summary			
2010 Total Population	4,644	13,659	48,930
2020 Total Population	4,957	13,624	49,224
2020 Group Quarters	7	80	819
2022 Total Population	4,932	13,597	49,108
2022 Group Quarters	7	80	819
2027 Total Population	5,014	13,602	48,600
2022-2027 Annual Rate	0.33%	0.01%	-0.21%
2022 Total Daytime Population	5,210	11,838	48,287
Workers	2,770	4,680	21,753
Residents	2,440	7,158	26,534
Household Summary			
2010 Households	1,684	5,321	18,276
2010 Average Household Size	2.76	2.56	2.62
2020 Total Households	1,808	5,295	18,436
2020 Average Household Size	2.74	2.56	2.63
2022 Households	1,802	5,279	18,382
2022 Average Household Size	2.73	2.56	2.63
2027 Households	1,834	5,285	18,201
2027 Average Household Size	2.73	2.56	2.63
2022-2027 Annual Rate	0.35%	0.02%	-0.20%
2010 Families	1,187	3,533	12,486
2010 Average Family Size	3.27	3.13	3.16
2022 Families	1,240	3,414	12,211
2022 Average Family Size	3.28	3.16	3.21
2027 Families	1,258	3,409	12,047
2027 Average Family Size	3.27	3.16	3.21
2022-2027 Annual Rate	0.29%	-0.03%	-0.27%
Housing Unit Summary			
2000 Housing Units	1,782	5,843	19,923
Owner Occupied Housing Units	63.9%	59.2%	61.9%
Renter Occupied Housing Units	28.9%	30.7%	26.3%
Vacant Housing Units	7.2%	10.1%	11.8%
2010 Housing Units	1,888	5,994	20,507
Owner Occupied Housing Units	64.8%	57.8%	61.0%
Renter Occupied Housing Units	24.4%	31.0%	28.1%
Vacant Housing Units	10.8%	11.2%	10.9%
2020 Housing Units	2,019	6,036	20,860
Vacant Housing Units	10.5%	12.3%	11.6%
2022 Housing Units	2,005	6,018	20,839
Owner Occupied Housing Units	55.7%	55.0%	59.2%
Renter Occupied Housing Units	34.2%	32.8%	29.1%
Vacant Housing Units	10.1%	12.3%	11.8%
2027 Housing Units	2,032	6,061	20,901
Owner Occupied Housing Units	55.1%	54.7%	58.8%
Renter Occupied Housing Units	35.1%	32.6%	28.3%
Vacant Housing Units	9.7%	12.8%	12.9%
Median Household Income			
2022	$51,008	$47,002	$45,112
2027	$75,370	$58,772	$52,609
Median Home Value			
2022	$172,541	$146,454	$140,839
2027	$190,348	$159,870	$151,056
Per Capita Income			
2022	$28,102	$27,614	$25,495
2027	$33,418	$32,883	$29,775
Median Age			
2010	35.5	34.0	35.5
2022	37.1	35.9	37.3
2027	37.8	36.6	38.1

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	1,802	5,279	18,382
<$15,000	15.0%	14.9%	14.0%
$15,000 - $24,999	10.7%	12.5%	14.6%
$25,000 - $34,999	11.9%	10.8%	10.4%
$35,000 - $49,999	11.9%	13.9%	14.9%
$50,000 - $74,999	10.2%	13.9%	15.5%
$75,000 - $99,999	15.0%	11.3%	9.9%
$100,000 - $149,999	11.5%	11.7%	11.5%
$150,000 - $199,999	12.5%	8.4%	7.1%
$200,000+	1.3%	2.6%	2.2%
Average Household Income	$73,917	$71,535	$67,810
2027 Households by Income			
Household Income Base	1,834	5,285	18,201
<$15,000	12.3%	10.9%	10.5%
$15,000 - $24,999	11.6%	11.8%	13.6%
$25,000 - $34,999	8.9%	9.5%	10.0%
$35,000 - $49,999	5.9%	11.0%	13.5%
$50,000 - $74,999	10.9%	15.6%	16.0%
$75,000 - $99,999	19.1%	13.2%	10.1%
$100,000 - $149,999	12.4%	13.0%	13.5%
$150,000 - $199,999	17.5%	12.0%	10.2%
$200,000+	1.4%	3.2%	2.5%
Average Household Income	$87,802	$85,052	$79,159
2022 Owner Occupied Housing Units by Value			
Total	1,116	3,307	12,328
<$50,000	4.1%	7.8%	13.6%
$50,000 - $99,999	28.9%	30.5%	24.7%
$100,000 - $149,999	9.6%	12.6%	14.3%
$150,000 - $199,999	16.4%	17.7%	21.3%
$200,000 - $249,999	17.7%	9.7%	7.2%
$250,000 - $299,999	4.8%	6.2%	4.2%
$300,000 - $399,999	7.2%	4.7%	6.7%
$400,000 - $499,999	5.5%	6.0%	3.3%
$500,000 - $749,999	4.8%	3.8%	3.6%
$750,000 - $999,999	1.0%	0.5%	0.5%
$1,000,000 - $1,499,999	0.0%	0.4%	0.2%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.5%
Average Home Value	$205,013	$187,542	$183,466
2027 Owner Occupied Housing Units by Value			
Total	1,120	3,313	12,286
<$50,000	3.5%	6.9%	12.9%
$50,000 - $99,999	26.7%	28.2%	23.2%
$100,000 - $149,999	8.4%	11.7%	13.5%
$150,000 - $199,999	14.1%	16.2%	20.2%
$200,000 - $249,999	19.5%	10.7%	7.9%
$250,000 - $299,999	5.1%	7.0%	4.5%
$300,000 - $399,999	8.6%	5.7%	8.1%
$400,000 - $499,999	6.8%	7.5%	4.0%
$500,000 - $749,999	6.2%	4.9%	4.3%
$750,000 - $999,999	1.2%	0.7%	0.5%
$1,000,000 - $1,499,999	0.0%	0.5%	0.2%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.6%
Average Home Value	$223,257	$205,110	$197,558

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.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	4,645	13,655	48,929
0 - 4	8.8%	8.7%	8.1%
5 - 9	8.1%	8.1%	7.7%
10 - 14	7.3%	7.0%	7.0%
15 - 24	13.3%	14.1%	14.6%
25 - 34	11.9%	13.2%	12.1%
35 - 44	11.6%	11.0%	10.9%
45 - 54	12.3%	13.0%	12.9%
55 - 64	11.4%	10.8%	11.5%
65 - 74	8.1%	7.4%	7.6%
75 - 84	5.3%	4.7%	5.4%
85 +	1.9%	2.0%	2.4%
18 +	71.0%	71.9%	72.6%
2022 Population by Age			
Total	4,932	13,599	49,110
0 - 4	8.1%	8.0%	7.4%
5 - 9	8.1%	7.8%	7.3%
10 - 14	7.7%	7.3%	7.0%
15 - 24	11.2%	12.0%	12.6%
25 - 34	12.3%	13.8%	12.9%
35 - 44	12.0%	12.2%	11.7%
45 - 54	10.1%	9.9%	10.2%
55 - 64	11.6%	11.7%	11.9%
65 - 74	10.3%	9.6%	10.4%
75 - 84	6.3%	5.6%	6.0%
85 +	2.2%	2.1%	2.7%
18 +	72.2%	73.0%	74.3%
2027 Population by Age			
Total	5,013	13,603	48,599
0 - 4	7.9%	7.9%	7.3%
5 - 9	8.1%	7.8%	7.3%
10 - 14	8.1%	7.7%	7.3%
15 - 24	12.0%	12.7%	12.7%
25 - 34	10.7%	11.8%	11.8%
35 - 44	12.0%	12.7%	12.0%
45 - 54	10.3%	10.1%	10.5%
55 - 64	10.7%	10.4%	10.6%
65 - 74	10.7%	10.1%	10.8%
75 - 84	7.1%	6.5%	7.0%
85 +	2.4%	2.2%	2.8%
18 +	71.7%	72.5%	74.1%
2010 Population by Sex			
Males	2,217	6,576	23,847
Females	2,428	7,083	25,083
2022 Population by Sex			
Males	2,380	6,607	23,873
Females	2,552	6,990	25,235
2027 Population by Sex			
Males	2,439	6,651	23,675
Females	2,575	6,952	24,925

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	4,644	13,658	48,930
White Alone	75.6%	72.2%	71.6%
Black Alone	1.9%	2.1%	2.2%
American Indian Alone	0.8%	1.0%	1.1%
Asian Alone	0.8%	0.6%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.6%	20.6%	20.9%
Two or More Races	3.3%	3.4%	3.3%
Hispanic Origin	48.3%	49.5%	50.3%
Diversity Index	69.8	71.7	72.1
2020 Population by Race/Ethnicity			
Total	4,957	13,624	49,224
White Alone	57.5%	57.7%	57.2%
Black Alone	2.5%	2.3%	2.0%
American Indian Alone	1.6%	1.6%	1.5%
Asian Alone	1.5%	1.2%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.7%	17.3%	19.2%
Two or More Races	21.2%	19.9%	18.8%
Hispanic Origin	52.2%	54.6%	55.7%
Diversity Index	79.9	79.7	79.7
2022 Population by Race/Ethnicity			
Total	4,931	13,598	49,108
White Alone	56.6%	56.8%	56.5%
Black Alone	2.5%	2.3%	2.0%
American Indian Alone	1.6%	1.6%	1.5%
Asian Alone	1.6%	1.2%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.6%	17.3%	19.2%
Two or More Races	22.0%	20.7%	19.5%
Hispanic Origin	52.6%	55.1%	56.1%
Diversity Index	80.2	80.0	80.0
2027 Population by Race/Ethnicity			
Total	5,013	13,603	48,600
White Alone	54.6%	54.8%	54.4%
Black Alone	2.5%	2.4%	2.1%
American Indian Alone	1.7%	1.7%	1.6%
Asian Alone	1.8%	1.4%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.4%	17.2%	19.1%
Two or More Races	24.0%	22.6%	21.4%
Hispanic Origin	53.0%	55.6%	56.7%
Diversity Index	80.9	80.7	80.7
2010 Population by Relationship and Household Type			
Total	4,644	13,659	48,930
In Households	100.0%	99.8%	97.7%
In Family Households	87.1%	84.4%	83.7%
Householder	26.3%	25.7%	25.6%
Spouse	18.0%	16.9%	17.5%
Child	35.6%	34.5%	33.8%
Other relative	3.7%	3.8%	3.7%
Nonrelative	3.4%	3.5%	3.0%
In Nonfamily Households	12.9%	15.3%	14.0%
In Group Quarters	0.0%	0.2%	2.3%
Institutionalized Population	0.0%	0.2%	0.8%
Noninstitutionalized Population	0.0%	0.1%	1.5%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	3,202	8,829	32,289
Less than 9th Grade	5.6%	7.2%	8.6%
9th - 12th Grade, No Diploma	7.0%	9.0%	8.9%
High School Graduate	21.6%	22.4%	20.7%
GED/Alternative Credential	3.2%	5.1%	6.8%
Some College, No Degree	25.7%	22.6%	21.5%
Associate Degree	12.9%	12.1%	11.8%
Bachelor's Degree	13.2%	12.7%	14.5%
Graduate/Professional Degree	10.9%	8.9%	7.1%
2022 Population 15+ by Marital Status			
Total	3,755	10,456	38,487
Never Married	27.7%	29.6%	33.0%
Married	51.5%	48.8%	45.6%
Widowed	4.7%	6.3%	7.5%
Divorced	16.1%	15.3%	13.9%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,580	6,746	23,940
Population 16+ Employed	97.8%	96.4%	94.7%
Population 16+ Unemployment rate	2.2%	3.6%	5.3%
Population 16-24 Employed	12.9%	14.3%	15.2%
Population 16-24 Unemployment rate	8.2%	5.3%	6.7%
Population 25-54 Employed	59.2%	61.7%	59.3%
Population 25-54 Unemployment rate	1.8%	4.0%	5.0%
Population 55-64 Employed	17.0%	15.6%	15.5%
Population 55-64 Unemployment rate	0.0%	2.1%	5.8%
Population 65+ Employed	10.9%	8.4%	10.0%
Population 65+ Unemployment rate	0.4%	0.2%	4.6%
2022 Employed Population 16+ by Industry			
Total	2,523	6,505	22,661
Agriculture/Mining	3.6%	3.9%	5.3%
Construction	4.2%	6.0%	4.7%
Manufacturing	12.4%	9.1%	6.4%
Wholesale Trade	0.3%	1.3%	2.1%
Retail Trade	11.1%	11.6%	13.0%
Transportation/Utilities	5.7%	5.0%	7.1%
Information	0.6%	0.7%	0.7%
Finance/Insurance/Real Estate	5.9%	5.6%	5.3%
Services	46.3%	49.7%	48.6%
Public Administration	9.9%	7.1%	6.8%
2022 Employed Population 16+ by Occupation			
Total	2,522	6,505	22,662
White Collar	51.1%	49.9%	52.5%
Management/Business/Financial	9.7%	10.3%	11.6%
Professional	22.5%	21.0%	20.2%
Sales	9.0%	9.3%	10.5%
Administrative Support	9.9%	9.3%	10.2%
Services	22.9%	24.3%	21.0%
Blue Collar	26.0%	25.8%	26.5%
Farming/Forestry/Fishing	1.6%	1.0%	1.6%
Construction/Extraction	2.1%	4.7%	4.4%
Installation/Maintenance/Repair	10.4%	7.5%	6.0%
Production	3.8%	4.5%	5.4%
Transportation/Material Moving	8.1%	8.0%	9.0%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Households by Type			
Total	1,684	5,320	18,275
Households with 1 Person	24.6%	28.5%	27.0%
Households with 2+ People	75.4%	71.5%	73.0%
Family Households	70.5%	66.4%	68.3%
Husband-wife Families	48.1%	43.9%	46.8%
With Related Children	21.4%	19.9%	20.9%
Other Family (No Spouse Present)	22.3%	22.6%	21.5%
Other Family with Male Householder	6.1%	6.7%	6.2%
With Related Children	4.3%	4.8%	4.2%
Other Family with Female Householder	16.3%	15.9%	15.4%
With Related Children	12.2%	11.1%	10.4%
Nonfamily Households	4.9%	5.1%	4.7%
All Households with Children	38.2%	36.3%	35.9%
Multigenerational Households	5.6%	4.9%	5.4%
Unmarried Partner Households	8.3%	8.3%	7.4%
Male-female	7.7%	7.8%	6.9%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	1,685	5,320	18,277
1 Person Household	24.6%	28.5%	27.0%
2 Person Household	32.3%	30.9%	32.1%
3 Person Household	16.3%	15.8%	15.5%
4 Person Household	13.2%	12.7%	12.6%
5 Person Household	7.5%	6.9%	7.4%
6 Person Household	3.6%	3.2%	3.2%
7 + Person Household	2.6%	2.0%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	1,684	5,321	18,276
Owner Occupied	72.6%	65.1%	68.4%
Owned with a Mortgage/Loan	44.7%	38.8%	39.0%
Owned Free and Clear	28.0%	26.3%	29.4%
Renter Occupied	27.4%	34.9%	31.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	138	151	150
Percent of Income for Mortgage	17.8%	16.4%	16.5%
Wealth Index	65	58	55
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,888	5,994	20,507
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	93.8%	95.7%	92.5%
Rural Housing Units	6.2%	4.3%	7.5%
2010 Population By Urban/ Rural Status			
Total Population	4,644	13,659	48,930
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.4%	95.5%	92.7%
Rural Population	6.6%	4.5%	7.3%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments			
1.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Small Town Sincerity (12C)
2.	Exurbanites (1E)	Traditional Living (12B)	Southwestern Families (7F)
3.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Traditional Living (12B)
2022 Consumer Spending			
Apparel & Services: Total $	$3,018,076	$8,724,991	$28,811,104
Average Spent	$1,674.85	$1,652.77	$1,567.35
Spending Potential Index	70	69	65
Education: Total $	$2,220,238	$6,204,076	$20,552,812
Average Spent	$1,232.10	$1,175.24	$1,118.09
Spending Potential Index	63	60	57
Entertainment/Recreation: Total $	$4,967,002	$14,115,939	$45,385,441
Average Spent	$2,756.38	$2,673.98	$2,469.02
Spending Potential Index	75	73	67
Food at Home: Total $	$8,244,977	$23,486,355	$76,995,980
Average Spent	$4,575.46	$4,449.02	$4,188.66
Spending Potential Index	74	72	68
Food Away from Home: Total $	$5,450,697	$15,557,516	$51,763,476
Average Spent	$3,024.80	$2,947.06	$2,815.99
Spending Potential Index	70	68	65
Health Care: Total $	$9,935,352	$28,223,257	$91,885,998
Average Spent	$5,513.51	$5,346.33	$4,998.69
Spending Potential Index	78	75	71
HH Furnishings & Equipment: Total $	$3,301,053	$9,341,291	$30,849,906
Average Spent	$1,831.88	$1,769.52	$1,678.27
Spending Potential Index	71	69	66
Personal Care Products & Services: Total $	$1,283,834	$3,706,430	$12,341,947
Average Spent	$712.45	$702.11	$671.41
Spending Potential Index	70	69	66
Shelter: Total $	$27,490,903	$78,818,378	$263,942,018
Average Spent	$15,255.77	$14,930.55	$14,358.72
Spending Potential Index	67	65	63
Support Payments/Cash Contributions/Gifts in Kind: Total $	$3,741,426	$10,214,605	$33,838,072
Average Spent	$2,076.26	$1,934.95	$1,840.83
Spending Potential Index	76	71	68
Travel: Total $	$3,535,680	$9,906,381	$33,019,831
Average Spent	$1,962.09	$1,876.56	$1,796.31
Spending Potential Index	68	65	63
Vehicle Maintenance & Repairs: Total $	$1,730,861	$4,947,668	$16,033,045
Average Spent	$960.52	$937.24	$872.21
Spending Potential Index	76	74	69

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 24, 2023