



Market Profile

College Blvd. & Garden Ave.
 Latitude : 33.408663 - -104.514371
 Rings: 0.5, 1, 2 mile radii

Latitude: 33.4087
 Longitude: -104.5144

	0.5 mile	1 mile	2 mile
Population Summary			
2010 Total Population	811	5,839	21,637
2020 Total Population	779	5,475	21,207
2020 Group Quarters	25	238	538
2022 Total Population	768	5,409	21,074
2022 Group Quarters	25	238	538
2027 Total Population	749	5,312	20,692
2022-2027 Annual Rate	-0.50%	-0.36%	-0.37%
2022 Total Daytime Population	1,351	7,493	24,217
Workers	899	4,489	12,486
Residents	452	3,004	11,731
Household Summary			
2010 Households	271	2,128	8,335
2010 Average Household Size	2.85	2.43	2.49
2020 Total Households	279	2,166	8,191
2020 Average Household Size	2.70	2.42	2.52
2022 Total Households	276	2,150	8,131
2022 Average Household Size	2.69	2.41	2.53
2027 Total Households	270	2,112	7,981
2027 Average Household Size	2.68	2.40	2.53
2022-2027 Annual Rate	-0.44%	-0.36%	-0.37%
2010 Families	188	1,317	5,328
2010 Average Family Size	3.41	3.08	3.11
2022 Total Families	186	1,281	5,033
2022 Average Family Size	3.26	3.09	3.20
2027 Total Families	181	1,252	4,916
2027 Average Family Size	3.25	3.08	3.19
2022-2027 Annual Rate	-0.54%	-0.46%	-0.47%
Housing Unit Summary			
2000 Housing Units	344	2,446	9,273
Owner Occupied Housing Units	52.6%	54.6%	57.1%
Renter Occupied Housing Units	22.4%	28.7%	28.4%
Vacant Housing Units	25.0%	16.7%	14.6%
2010 Housing Units	336	2,421	9,602
Owner Occupied Housing Units	51.2%	55.1%	55.2%
Renter Occupied Housing Units	29.5%	32.8%	31.6%
Vacant Housing Units	19.3%	12.1%	13.2%
2020 Housing Units	359	2,516	9,568
Vacant Housing Units	22.3%	13.9%	14.4%
2022 Housing Units	356	2,505	9,545
Owner Occupied Housing Units	53.7%	51.1%	53.7%
Renter Occupied Housing Units	23.9%	34.7%	31.5%
Vacant Housing Units	22.5%	14.2%	14.8%
2027 Housing Units	356	2,498	9,541
Owner Occupied Housing Units	53.1%	50.8%	53.3%
Renter Occupied Housing Units	22.8%	33.7%	30.3%
Vacant Housing Units	24.2%	15.5%	16.4%
Median Household Income			
2022	\$41,835	\$35,478	\$41,359
2027	\$44,273	\$38,889	\$47,302
Median Home Value			
2022	\$91,016	\$82,074	\$131,239
2027	\$99,561	\$87,585	\$148,564
Per Capita Income			
2022	\$23,614	\$19,059	\$25,343
2027	\$26,612	\$22,237	\$29,375
Median Age			
2010	29.7	29.5	34.9
2022	31.6	34.0	37.1
2027	31.9	35.0	38.0

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	276	2,150	8,131
<\$15,000	16.3%	19.7%	16.1%
\$15,000 - \$24,999	14.5%	18.0%	15.4%
\$25,000 - \$34,999	9.8%	11.3%	10.2%
\$35,000 - \$49,999	17.0%	20.7%	16.3%
\$50,000 - \$74,999	19.6%	16.6%	15.4%
\$75,000 - \$99,999	6.2%	5.6%	8.6%
\$100,000 - \$149,999	10.1%	4.8%	8.7%
\$150,000 - \$199,999	5.1%	1.9%	6.2%
\$200,000+	1.1%	1.3%	3.1%
Average Household Income	\$59,556	\$48,793	\$66,024
2027 Households by Income			
Household Income Base	270	2,112	7,981
<\$15,000	11.1%	15.2%	11.7%
\$15,000 - \$24,999	13.3%	17.7%	14.2%
\$25,000 - \$34,999	10.4%	9.8%	9.5%
\$35,000 - \$49,999	21.9%	21.2%	17.0%
\$50,000 - \$74,999	18.9%	19.4%	17.3%
\$75,000 - \$99,999	5.9%	6.3%	8.9%
\$100,000 - \$149,999	9.6%	5.5%	9.3%
\$150,000 - \$199,999	7.8%	3.1%	8.5%
\$200,000+	1.5%	1.8%	3.6%
Average Household Income	\$66,878	\$57,117	\$76,628
2022 Owner Occupied Housing Units by Value			
Total	191	1,280	5,129
<\$50,000	22.5%	26.4%	19.0%
\$50,000 - \$99,999	33.5%	36.7%	24.2%
\$100,000 - \$149,999	1.6%	4.1%	10.8%
\$150,000 - \$199,999	22.5%	14.2%	18.8%
\$200,000 - \$249,999	1.0%	0.7%	5.4%
\$250,000 - \$299,999	0.0%	2.2%	4.9%
\$300,000 - \$399,999	17.3%	8.2%	7.9%
\$400,000 - \$499,999	0.5%	5.9%	4.3%
\$500,000 - \$749,999	0.0%	0.5%	3.5%
\$750,000 - \$999,999	1.0%	0.4%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.5%
Average Home Value	\$146,466	\$140,657	\$182,984
2027 Owner Occupied Housing Units by Value			
Total	189	1,269	5,086
<\$50,000	20.1%	24.0%	17.9%
\$50,000 - \$99,999	30.2%	34.8%	22.5%
\$100,000 - \$149,999	1.6%	3.6%	9.9%
\$150,000 - \$199,999	21.7%	13.8%	17.9%
\$200,000 - \$249,999	1.1%	0.6%	5.8%
\$250,000 - \$299,999	0.0%	2.4%	5.3%
\$300,000 - \$399,999	23.8%	11.4%	9.7%
\$400,000 - \$499,999	0.0%	7.6%	5.4%
\$500,000 - \$749,999	0.0%	0.8%	4.2%
\$750,000 - \$999,999	1.6%	0.5%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.6%
Average Home Value	\$167,196	\$159,933	\$199,366

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	813	5,839	21,637
0 - 4	9.1%	7.7%	8.0%
5 - 9	9.1%	6.9%	7.4%
10 - 14	7.6%	5.7%	6.5%
15 - 24	18.2%	23.9%	16.2%
25 - 34	11.8%	11.4%	12.0%
35 - 44	9.8%	9.3%	10.5%
45 - 54	11.4%	11.3%	12.8%
55 - 64	9.8%	10.3%	11.1%
65 - 74	7.1%	6.9%	7.3%
75 - 84	4.2%	4.8%	5.7%
85 +	1.5%	1.7%	2.6%
18 +	68.4%	73.0%	73.3%
2022 Population by Age			
Total	768	5,409	21,075
0 - 4	9.0%	7.8%	7.3%
5 - 9	8.5%	7.5%	7.2%
10 - 14	8.6%	6.8%	7.0%
15 - 24	15.4%	15.7%	12.9%
25 - 34	12.9%	13.5%	13.0%
35 - 44	11.2%	10.6%	11.3%
45 - 54	9.2%	9.4%	10.0%
55 - 64	9.6%	11.2%	11.8%
65 - 74	9.0%	9.6%	10.3%
75 - 84	4.9%	5.7%	6.0%
85 +	1.7%	2.2%	3.1%
18 +	68.6%	73.3%	74.4%
2027 Population by Age			
Total	749	5,311	20,694
0 - 4	8.9%	7.7%	7.2%
5 - 9	8.4%	7.4%	7.2%
10 - 14	8.1%	7.0%	7.1%
15 - 24	16.6%	16.3%	13.3%
25 - 34	11.3%	11.6%	11.6%
35 - 44	11.7%	11.5%	11.7%
45 - 54	9.2%	9.4%	10.2%
55 - 64	9.1%	10.4%	10.6%
65 - 74	8.7%	9.7%	10.6%
75 - 84	6.1%	6.7%	7.3%
85 +	1.7%	2.3%	3.2%
18 +	69.0%	73.2%	74.3%
2010 Population by Sex			
Males	413	3,081	10,702
Females	398	2,758	10,935
2022 Population by Sex			
Males	386	2,677	10,312
Females	381	2,732	10,761
2027 Population by Sex			
Males	379	2,640	10,148
Females	371	2,672	10,544

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	810	5,840	21,637
White Alone	71.1%	70.1%	71.5%
Black Alone	2.6%	2.8%	2.2%
American Indian Alone	1.7%	1.5%	1.2%
Asian Alone	0.4%	1.2%	0.9%
Pacific Islander Alone	0.1%	0.4%	0.2%
Some Other Race Alone	20.6%	20.8%	20.9%
Two or More Races	3.5%	3.2%	3.1%
Hispanic Origin	54.5%	52.0%	49.7%
Diversity Index	72.3	73.1	72.1
2020 Population by Race/Ethnicity			
Total	779	5,475	21,207
White Alone	54.6%	55.1%	56.9%
Black Alone	1.4%	1.7%	1.8%
American Indian Alone	2.3%	2.1%	1.7%
Asian Alone	0.4%	1.3%	1.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.3%	22.3%	19.9%
Two or More Races	16.9%	17.4%	18.0%
Hispanic Origin	59.6%	57.5%	54.5%
Diversity Index	80.0	80.3	80.0
2022 Population by Race/Ethnicity			
Total	767	5,409	21,074
White Alone	54.0%	54.2%	56.2%
Black Alone	1.4%	1.7%	1.8%
American Indian Alone	2.3%	2.1%	1.7%
Asian Alone	0.4%	1.4%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.3%	22.3%	19.9%
Two or More Races	17.6%	18.2%	18.7%
Hispanic Origin	59.9%	58.1%	54.9%
Diversity Index	80.2	80.6	80.3
2027 Population by Race/Ethnicity			
Total	749	5,312	20,692
White Alone	52.1%	52.1%	54.1%
Black Alone	1.5%	1.8%	1.9%
American Indian Alone	2.4%	2.3%	1.8%
Asian Alone	0.5%	1.5%	1.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	24.2%	22.3%	19.8%
Two or More Races	19.4%	20.0%	20.5%
Hispanic Origin	60.6%	59.0%	55.5%
Diversity Index	80.8	81.3	81.0
2010 Population by Relationship and Household Type			
Total	811	5,840	21,637
In Households	95.2%	88.4%	95.8%
In Family Households	82.2%	72.4%	79.6%
Householder	24.3%	22.0%	24.5%
Spouse	14.5%	13.6%	16.0%
Child	35.8%	30.1%	32.3%
Other relative	4.3%	3.8%	3.7%
Nonrelative	3.2%	3.1%	3.1%
In Nonfamily Households	12.9%	16.0%	16.2%
In Group Quarters	4.8%	11.6%	4.2%
Institutionalized Population	0.5%	0.1%	0.9%
Noninstitutionalized Population	4.3%	11.5%	3.3%

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.

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2022 Population 25+ by Educational Attainment			
Total	450	3,364	13,826
Less than 9th Grade	9.3%	14.9%	9.9%
9th - 12th Grade, No Diploma	9.6%	11.0%	9.5%
High School Graduate	19.6%	17.7%	19.1%
GED/Alternative Credential	14.0%	10.6%	7.3%
Some College, No Degree	24.9%	24.0%	21.3%
Associate Degree	2.9%	6.3%	11.6%
Bachelor's Degree	16.7%	11.7%	14.9%
Graduate/Professional Degree	3.1%	3.7%	6.4%
2022 Population 15+ by Marital Status			
Total	567	4,212	16,538
Never Married	42.3%	41.9%	33.2%
Married	42.7%	37.7%	42.6%
Widowed	5.1%	6.7%	9.2%
Divorced	9.9%	13.7%	15.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	332	2,580	9,862
Population 16+ Employed	97.6%	94.5%	95.6%
Population 16+ Unemployment rate	2.4%	5.5%	4.4%
Population 16-24 Employed	20.4%	17.4%	14.7%
Population 16-24 Unemployment rate	2.9%	7.8%	5.3%
Population 25-54 Employed	59.3%	57.6%	60.2%
Population 25-54 Unemployment rate	2.5%	6.3%	4.4%
Population 55-64 Employed	11.1%	14.0%	15.2%
Population 55-64 Unemployment rate	0.0%	3.1%	4.1%
Population 65+ Employed	9.3%	10.9%	9.8%
Population 65+ Unemployment rate	0.0%	0.0%	3.8%
2022 Employed Population 16+ by Industry			
Total	324	2,439	9,426
Agriculture/Mining	1.5%	2.7%	5.5%
Construction	4.0%	3.7%	4.2%
Manufacturing	6.8%	5.7%	4.9%
Wholesale Trade	1.2%	1.7%	1.9%
Retail Trade	12.3%	11.2%	12.7%
Transportation/Utilities	7.1%	10.5%	7.9%
Information	2.5%	0.9%	0.5%
Finance/Insurance/Real Estate	7.7%	7.7%	6.1%
Services	48.5%	49.7%	49.5%
Public Administration	9.0%	6.3%	6.9%
2022 Employed Population 16+ by Occupation			
Total	325	2,440	9,426
White Collar	46.9%	46.6%	50.8%
Management/Business/Financial	13.3%	7.7%	11.4%
Professional	17.6%	19.6%	18.3%
Sales	6.2%	6.9%	10.5%
Administrative Support	9.9%	12.3%	10.5%
Services	30.6%	23.5%	21.9%
Blue Collar	22.8%	29.9%	27.4%
Farming/Forestry/Fishing	0.6%	0.5%	1.1%
Construction/Extraction	1.9%	3.7%	5.1%
Installation/Maintenance/Repair	6.5%	7.7%	5.6%
Production	5.6%	8.8%	6.3%
Transportation/Material Moving	8.3%	9.2%	9.3%

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2010 Households by Type			
Total	272	2,128	8,334
Households with 1 Person	25.0%	32.0%	30.9%
Households with 2+ People	75.0%	68.0%	69.1%
Family Households	69.1%	61.9%	63.9%
Husband-wife Families	41.9%	38.3%	41.9%
With Related Children	18.8%	16.1%	18.4%
Other Family (No Spouse Present)	26.8%	23.5%	22.1%
Other Family with Male Householder	7.4%	6.9%	6.3%
With Related Children	4.8%	4.5%	4.3%
Other Family with Female Householder	19.5%	16.7%	15.7%
With Related Children	14.3%	11.7%	10.4%
Nonfamily Households	5.9%	6.1%	5.1%
All Households with Children	38.7%	32.8%	33.5%
Multigenerational Households	5.9%	5.5%	5.1%
Unmarried Partner Households	7.7%	7.7%	7.4%
Male-female	7.4%	7.2%	6.9%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	273	2,127	8,335
1 Person Household	24.9%	32.1%	30.9%
2 Person Household	30.8%	30.3%	31.2%
3 Person Household	15.0%	14.7%	14.6%
4 Person Household	15.0%	11.3%	11.8%
5 Person Household	7.3%	6.4%	6.7%
6 Person Household	4.0%	3.0%	3.0%
7 + Person Household	2.9%	2.3%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	271	2,128	8,334
Owner Occupied	63.5%	62.7%	63.6%
Owned with a Mortgage/Loan	33.6%	30.0%	33.9%
Owned Free and Clear	29.9%	32.7%	29.8%
Renter Occupied	36.5%	37.3%	36.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	214	199	147
Percent of Income for Mortgage	11.5%	12.2%	16.7%
Wealth Index	42	33	54
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	336	2,421	9,602
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	85.7%	94.9%	96.3%
Rural Housing Units	14.3%	5.2%	3.7%
2010 Population By Urban/ Rural Status			
Total Population	811	5,839	21,637
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	88.0%	95.7%	96.8%
Rural Population	12.0%	4.4%	3.2%

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.

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Top 3 Tapestry Segments			
1.	Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
2.	Traditional Living (12B)	Small Town Sincerity (12C)	Traditional Living (12B)
3.	Old and Newcomers (8F)	Traditional Living (12B)	Small Town Sincerity (12C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$393,106	\$2,475,901	\$12,525,492
Average Spent	\$1,424.30	\$1,151.58	\$1,540.46
Spending Potential Index	59	48	64
Education: Total \$	\$261,028	\$1,662,067	\$8,886,615
Average Spent	\$945.75	\$773.05	\$1,092.93
Spending Potential Index	48	39	56
Entertainment/Recreation: Total \$	\$564,742	\$3,771,200	\$19,341,741
Average Spent	\$2,046.17	\$1,754.05	\$2,378.77
Spending Potential Index	56	48	65
Food at Home: Total \$	\$1,034,728	\$6,716,505	\$33,256,067
Average Spent	\$3,749.01	\$3,123.96	\$4,090.03
Spending Potential Index	61	50	66
Food Away from Home: Total \$	\$721,413	\$4,521,372	\$22,442,986
Average Spent	\$2,613.82	\$2,102.96	\$2,760.18
Spending Potential Index	61	49	64
Health Care: Total \$	\$1,191,556	\$7,812,434	\$39,480,583
Average Spent	\$4,317.23	\$3,633.69	\$4,855.56
Spending Potential Index	61	51	69
HH Furnishings & Equipment: Total \$	\$406,558	\$2,591,694	\$13,237,372
Average Spent	\$1,473.04	\$1,205.44	\$1,628.01
Spending Potential Index	57	47	64
Personal Care Products & Services: Total \$	\$166,535	\$1,049,444	\$5,363,142
Average Spent	\$603.39	\$488.11	\$659.59
Spending Potential Index	59	48	65
Shelter: Total \$	\$3,595,675	\$22,532,793	\$114,986,615
Average Spent	\$13,027.81	\$10,480.37	\$14,141.76
Spending Potential Index	57	46	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$421,999	\$2,778,089	\$14,106,822
Average Spent	\$1,528.98	\$1,292.13	\$1,734.94
Spending Potential Index	56	48	64
Travel: Total \$	\$421,329	\$2,657,123	\$14,073,900
Average Spent	\$1,526.55	\$1,235.87	\$1,730.89
Spending Potential Index	53	43	60
Vehicle Maintenance & Repairs: Total \$	\$210,447	\$1,376,919	\$6,868,596
Average Spent	\$762.49	\$640.43	\$844.74
Spending Potential Index	61	51	67

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.