



Executive Summary

Las Cruces City, NM 3
Las Cruces city, NM (3539380)
Place

Prepared by MVEDA

Las Cruces city,...

Population

2000 Population	76,121
2010 Population	97,618
2015 Population	100,698
2020 Population	102,927
2000-2010 Annual Rate	2.52%
2010-2015 Annual Rate	0.59%
2015-2020 Annual Rate	0.44%
2015 Male Population	48.8%
2015 Female Population	51.2%
2015 Median Age	33.6

In the identified area, the current year population is 100,698. In 2010, the Census count in the area was 97,618. The rate of change since 2010 was 0.59% annually. The five-year projection for the population in the area is 102,927 representing a change of 0.44% annually from 2015 to 2020. Currently, the population is 48.8% male and 51.2% female.

Median Age

The median age in this area is 33.6, compared to U.S. median age of 37.9.

Race and Ethnicity

2015 White Alone	73.7%
2015 Black Alone	2.6%
2015 American Indian/Alaska Native Alone	2.0%
2015 Asian Alone	1.8%
2015 Pacific Islander Alone	0.1%
2015 Other Race	16.0%
2015 Two or More Races	3.8%
2015 Hispanic Origin (Any Race)	58.4%

Persons of Hispanic origin represent 58.4% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 72.0 in the identified area, compared to 63.0 for the U.S. as a whole.

Households

2000 Households	29,699
2010 Households	39,433
2015 Total Households	41,303
2020 Total Households	42,251
2000-2010 Annual Rate	2.88%
2010-2015 Annual Rate	0.89%
2015-2020 Annual Rate	0.45%
2015 Average Household Size	2.40

The household count in this area has changed from 39,433 in 2010 to 41,303 in the current year, a change of 0.89% annually. The five-year projection of households is 42,251, a change of 0.45% annually from the current year total. Average household size is currently 2.40, compared to 2.43 in the year 2010. The number of families in the current year is 24,681 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Median Household Income

2015 Median Household Income	\$38,120
2020 Median Household Income	\$42,705
2015-2020 Annual Rate	2.30%

Average Household Income

2015 Average Household Income	\$51,395
2020 Average Household Income	\$57,310
2015-2020 Annual Rate	2.20%

Per Capita Income

2015 Per Capita Income	\$21,210
2020 Per Capita Income	\$23,652
2015-2020 Annual Rate	2.20%

Households by Income

Current median household income is \$38,120 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$42,705 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$51,395 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$57,310 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$21,210 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$23,652 in five years, compared to \$32,501 for all U.S. households

Housing

2000 Total Housing Units	32,258
2000 Owner Occupied Housing Units	17,460
2000 Renter Occupied Housing Units	12,238
2000 Vacant Housing Units	2,560
2010 Total Housing Units	42,370
2010 Owner Occupied Housing Units	22,195
2010 Renter Occupied Housing Units	17,238
2010 Vacant Housing Units	2,937
2015 Total Housing Units	45,135
2015 Owner Occupied Housing Units	23,194
2015 Renter Occupied Housing Units	18,109
2015 Vacant Housing Units	3,832
2020 Total Housing Units	46,962
2020 Owner Occupied Housing Units	23,812
2020 Renter Occupied Housing Units	18,439
2020 Vacant Housing Units	4,711

Currently, 51.4% of the 45,135 housing units in the area are owner occupied; 40.1%, renter occupied; and 8.5% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 42,370 housing units in the area - 52.4% owner occupied, 40.7% renter occupied, and 6.9% vacant. The annual rate of change in housing units since 2010 is 2.85%. Median home value in the area is \$168,936, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 2.92% annually to \$195,038.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Business Summary

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Data for all businesses in area		Las Cruces city,...			
Total Businesses:		4,292			
Total Employees:		55,192			
Total Residential Population:		100,698			
Employee/Residential Population Ratio:		0.55:1			
by SIC Codes		Employees			
		Number	Percent	Number	Percent
Agriculture & Mining		110	2.6%	492	0.9%
Construction		281	6.5%	2,488	4.5%
Manufacturing		93	2.2%	1,454	2.6%
Transportation		79	1.8%	543	1.0%
Communication		44	1.0%	301	0.5%
Utility		12	0.3%	463	0.8%
Wholesale Trade		130	3.0%	1,059	1.9%
Retail Trade Summary		918	21.4%	13,327	24.1%
Home Improvement		58	1.4%	720	1.3%
General Merchandise Stores		34	0.8%	2,328	4.2%
Food Stores		84	2.0%	1,207	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket		110	2.6%	1,446	2.6%
Apparel & Accessory Stores		62	1.4%	640	1.2%
Furniture & Home Furnishings		72	1.7%	565	1.0%
Eating & Drinking Places		280	6.5%	4,944	9.0%
Miscellaneous Retail		218	5.1%	1,477	2.7%
Finance, Insurance, Real Estate Summary		573	13.4%	2,569	4.7%
Banks, Savings & Lending Institutions		226	5.3%	930	1.7%
Securities Brokers		34	0.8%	162	0.3%
Insurance Carriers & Agents		120	2.8%	414	0.8%
Real Estate, Holding, Other Investment Offices		193	4.5%	1,063	1.9%
Services Summary		1,713	39.9%	26,168	47.4%
Hotels & Lodging		46	1.1%	1,002	1.8%
Automotive Services		127	3.0%	672	1.2%
Motion Pictures & Amusements		108	2.5%	1,376	2.5%
Health Services		332	7.7%	7,289	13.2%
Legal Services		76	1.8%	440	0.8%
Education Institutions & Libraries		61	1.4%	7,274	13.2%
Other Services		963	22.4%	8,115	14.7%
Government		230	5.4%	6,115	11.1%
Unclassified Establishments		109	2.5%	213	0.4%
Totals		4,292	100.0%	55,192	100.0%

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	15	0.3%	68	0.1%
Mining	1	0.0%	2	0.0%
Utilities	9	0.2%	432	0.8%
Construction	308	7.2%	2,630	4.8%
Manufacturing	105	2.4%	1,407	2.5%
Wholesale Trade	126	2.9%	1,032	1.9%
Retail Trade	612	14.3%	8,206	14.9%
Motor Vehicle & Parts Dealers	79	1.8%	1,132	2.1%
Furniture & Home Furnishings Stores	31	0.7%	244	0.4%
Electronics & Appliance Stores	37	0.9%	297	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	50	1.2%	687	1.2%
Food & Beverage Stores	61	1.4%	1,036	1.9%
Health & Personal Care Stores	59	1.4%	522	0.9%
Gasoline Stations	31	0.7%	314	0.6%
Clothing & Clothing Accessories Stores	72	1.7%	690	1.3%
Sport Goods, Hobby, Book, & Music Stores	46	1.1%	383	0.7%
General Merchandise Stores	34	0.8%	2,328	4.2%
Miscellaneous Store Retailers	101	2.4%	516	0.9%
Nonstore Retailers	11	0.3%	57	0.1%
Transportation & Warehousing	42	1.0%	427	0.8%
Information	80	1.9%	797	1.4%
Finance & Insurance	384	8.9%	1,521	2.8%
Central Bank/Credit Intermediation & Related Activities	228	5.3%	937	1.7%
Securities, Commodity Contracts & Other Financial	36	0.8%	170	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	120	2.8%	414	0.8%
Real Estate, Rental & Leasing	270	6.3%	1,177	2.1%
Professional, Scientific & Tech Services	348	8.1%	2,929	5.3%
Legal Services	89	2.1%	532	1.0%
Management of Companies & Enterprises	1	0.0%	2	0.0%
Administrative & Support & Waste Management & Remediation	163	3.8%	1,551	2.8%
Educational Services	84	2.0%	7,338	13.3%
Health Care & Social Assistance	467	10.9%	9,300	16.9%
Arts, Entertainment & Recreation	66	1.5%	986	1.8%
Accommodation & Food Services	331	7.7%	5,993	10.9%
Accommodation	46	1.1%	1,002	1.8%
Food Services & Drinking Places	285	6.6%	4,991	9.0%
Other Services (except Public Administration)	534	12.4%	2,954	5.4%
Automotive Repair & Maintenance	100	2.3%	585	1.1%
Public Administration	235	5.5%	6,209	11.2%
Unclassified Establishments	111	2.6%	231	0.4%
Total	4,292	100.0%	55,192	100.0%

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