



Executive Summary

Doña Ana County, NM
Doña Ana County, NM (35013)
Geography: County

Prepared by MVEDA

Doña Ana Coun...

Population

2000 Population	174,682
2010 Population	209,233
2020 Population	229,150
2025 Population	239,144
2000-2010 Annual Rate	1.82%
2010-2020 Annual Rate	0.89%
2020-2025 Annual Rate	0.86%
2020 Male Population	49.1%
2020 Female Population	50.9%
2020 Median Age	34.0

In the identified area, the current year population is 229,150. In 2010, the Census count in the area was 209,233. The rate of change since 2010 was 0.89% annually. The five-year projection for the population in the area is 239,144 representing a change of 0.86% annually from 2020 to 2025. Currently, the population is 49.1% male and 50.9% female.

Median Age

The median age in this area is 34.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	72.1%
2020 Black Alone	2.1%
2020 American Indian/Alaska Native Alone	1.6%
2020 Asian Alone	1.2%
2020 Pacific Islander Alone	0.1%
2020 Other Race	19.6%
2020 Two or More Races	3.3%
2020 Hispanic Origin (Any Race)	69.4%

Persons of Hispanic origin represent 69.4% of the population in the identified area compared to 18.8% 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 70.1 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	56
2000 Households	59,556
2010 Households	75,532
2020 Total Households	83,961
2025 Total Households	88,025
2000-2010 Annual Rate	2.40%
2010-2020 Annual Rate	1.04%
2020-2025 Annual Rate	0.95%
2020 Average Household Size	2.68

The household count in this area has changed from 75,532 in 2010 to 83,961 in the current year, a change of 1.04% annually. The five-year projection of households is 88,025, a change of 0.95% annually from the current year total. Average household size is currently 2.68, compared to 2.71 in the year 2010. The number of families in the current year is 56,043 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

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Mortgage Income

2020 Percent of Income for Mortgage	18.8%
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Median Household Income

2020 Median Household Income	\$35,787
2025 Median Household Income	\$37,697
2020-2025 Annual Rate	1.05%

Average Household Income

2020 Average Household Income	\$57,546
2025 Average Household Income	\$62,465
2020-2025 Annual Rate	1.65%

Per Capita Income

2020 Per Capita Income	\$21,159
2025 Per Capita Income	\$23,063
2020-2025 Annual Rate	1.74%

Households by Income

Current median household income is \$35,787 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$37,697 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$57,546 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$62,465 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$21,159 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$23,063 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	127
2000 Total Housing Units	65,210
2000 Owner Occupied Housing Units	40,208
2000 Renter Occupied Housing Units	19,348
2000 Vacant Housing Units	5,654
2010 Total Housing Units	81,492
2010 Owner Occupied Housing Units	48,514
2010 Renter Occupied Housing Units	27,018
2010 Vacant Housing Units	5,960
2020 Total Housing Units	92,020
2020 Owner Occupied Housing Units	52,107
2020 Renter Occupied Housing Units	31,854
2020 Vacant Housing Units	8,059
2025 Total Housing Units	97,312
2025 Owner Occupied Housing Units	54,614
2025 Renter Occupied Housing Units	33,411
2025 Vacant Housing Units	9,287

Currently, 56.6% of the 92,020 housing units in the area are owner occupied; 34.6%, renter occupied; and 8.8% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 81,492 housing units in the area - 59.5% owner occupied, 33.2% renter occupied, and 7.3% vacant. The annual rate of change in housing units since 2010 is 5.55%. Median home value in the area is \$160,953, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.75% annually to \$184,349.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

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Business Summary

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Data for all businesses in area		Doña Ana Coun...			
Total Businesses:		5,000			
Total Employees:		70,923			
Total Residential Population:		229,150			
Employee/Residential Population Ratio (per 100 Residents)		31			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		130	2.6%	1,061	1.5%
Construction		340	6.8%	2,719	3.8%
Manufacturing		121	2.4%	2,727	3.8%
Transportation		126	2.5%	917	1.3%
Communication		41	0.8%	237	0.3%
Utility		29	0.6%	852	1.2%
Wholesale Trade		146	2.9%	1,515	2.1%
Retail Trade Summary		1,096	21.9%	15,302	21.6%
Home Improvement		59	1.2%	775	1.1%
General Merchandise Stores		53	1.1%	2,429	3.4%
Food Stores		141	2.8%	1,816	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket		107	2.1%	1,566	2.2%
Apparel & Accessory Stores		48	1.0%	363	0.5%
Furniture & Home Furnishings		80	1.6%	569	0.8%
Eating & Drinking Places		321	6.4%	6,020	8.5%
Miscellaneous Retail		287	5.7%	1,764	2.5%
Finance, Insurance, Real Estate Summary		464	9.3%	2,671	3.8%
Banks, Savings & Lending Institutions		108	2.2%	959	1.4%
Securities Brokers		48	1.0%	193	0.3%
Insurance Carriers & Agents		107	2.1%	371	0.5%
Real Estate, Holding, Other Investment Offices		201	4.0%	1,148	1.6%
Services Summary		1,979	39.6%	36,168	51.0%
Hotels & Lodging		60	1.2%	827	1.2%
Automotive Services		145	2.9%	800	1.1%
Motion Pictures & Amusements		136	2.7%	1,299	1.8%
Health Services		389	7.8%	8,135	11.5%
Legal Services		67	1.3%	401	0.6%
Education Institutions & Libraries		152	3.0%	14,933	21.1%
Other Services		1,030	20.6%	9,773	13.8%
Government		229	4.6%	6,594	9.3%
Unclassified Establishments		299	6.0%	160	0.2%
Totals		5,000	100.0%	70,923	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	56	1.1%	652	0.9%
Mining	2	0.0%	21	0.0%
Utilities	22	0.4%	787	1.1%
Construction	362	7.2%	2,850	4.0%
Manufacturing	146	2.9%	2,896	4.1%
Wholesale Trade	137	2.7%	1,430	2.0%
Retail Trade	747	14.9%	9,104	12.8%
Motor Vehicle & Parts Dealers	84	1.7%	1,291	1.8%
Furniture & Home Furnishings Stores	34	0.7%	226	0.3%
Electronics & Appliance Stores	37	0.7%	303	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	52	1.0%	737	1.0%
Food & Beverage Stores	114	2.3%	1,630	2.3%
Health & Personal Care Stores	70	1.4%	640	0.9%
Gasoline Stations	23	0.5%	275	0.4%
Clothing & Clothing Accessories Stores	63	1.3%	425	0.6%
Sport Goods, Hobby, Book, & Music Stores	53	1.1%	449	0.6%
General Merchandise Stores	53	1.1%	2,429	3.4%
Miscellaneous Store Retailers	96	1.9%	570	0.8%
Nonstore Retailers	68	1.4%	129	0.2%
Transportation & Warehousing	83	1.7%	786	1.1%
Information	80	1.6%	664	0.9%
Finance & Insurance	269	5.4%	1,543	2.2%
Central Bank/Credit Intermediation & Related Activities	108	2.2%	934	1.3%
Securities, Commodity Contracts & Other Financial	54	1.1%	238	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	107	2.1%	371	0.5%
Real Estate, Rental & Leasing	271	5.4%	1,198	1.7%
Professional, Scientific & Tech Services	363	7.3%	3,775	5.3%
Legal Services	86	1.7%	517	0.7%
Management of Companies & Enterprises	4	0.1%	14	0.0%
Administrative & Support & Waste Management & Remediation	129	2.6%	799	1.1%
Educational Services	169	3.4%	14,847	20.9%
Health Care & Social Assistance	557	11.1%	10,946	15.4%
Arts, Entertainment & Recreation	113	2.3%	1,106	1.6%
Accommodation & Food Services	387	7.7%	6,915	9.8%
Accommodation	60	1.2%	827	1.2%
Food Services & Drinking Places	327	6.5%	6,088	8.6%
Other Services (except Public Administration)	576	11.5%	3,829	5.4%
Automotive Repair & Maintenance	115	2.3%	678	1.0%
Public Administration	228	4.6%	6,601	9.3%
Unclassified Establishments	299	6.0%	160	0.2%
Total	5,000	100.0%	70,923	100.0%

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