



Executive Summary

Rincon CDP, NM
Rincon CDP, NM (3562900)
Geography: Place

Prepared by MVEDA

Rincon CDP, N...

Population

2000 Population	256
2010 Population	271
2020 Population	288
2025 Population	299
2000-2010 Annual Rate	0.57%
2010-2020 Annual Rate	0.60%
2020-2025 Annual Rate	0.75%
2020 Male Population	51.7%
2020 Female Population	49.0%
2020 Median Age	34.7

In the identified area, the current year population is 288. In 2010, the Census count in the area was 271. The rate of change since 2010 was 0.60% annually. The five-year projection for the population in the area is 299 representing a change of 0.75% annually from 2020 to 2025. Currently, the population is 51.7% male and 49.0% female.

Median Age

The median age in this area is 34.7, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	72.7%
2020 Black Alone	1.0%
2020 American Indian/Alaska Native Alone	1.4%
2020 Asian Alone	0.0%
2020 Pacific Islander Alone	0.0%
2020 Other Race	22.5%
2020 Two or More Races	2.4%
2020 Hispanic Origin (Any Race)	86.8%

Persons of Hispanic origin represent 86.8% 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 59.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	39
2000 Households	77
2010 Households	88
2020 Total Households	96
2025 Total Households	100
2000-2010 Annual Rate	1.34%
2010-2020 Annual Rate	0.85%
2020-2025 Annual Rate	0.82%
2020 Average Household Size	2.96

The household count in this area has changed from 88 in 2010 to 96 in the current year, a change of 0.85% annually. The five-year projection of households is 100, a change of 0.82% annually from the current year total. Average household size is currently 2.96, compared to 3.08 in the year 2010. The number of families in the current year is 78 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	17.3%
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Median Household Income

2020 Median Household Income	\$31,885
2025 Median Household Income	\$32,234
2020-2025 Annual Rate	0.22%

Average Household Income

2020 Average Household Income	\$51,017
2025 Average Household Income	\$50,523
2020-2025 Annual Rate	-0.19%

Per Capita Income

2020 Per Capita Income	\$15,689
2025 Per Capita Income	\$16,224
2020-2025 Annual Rate	0.67%

Households by Income

Current median household income is \$31,885 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$32,234 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$51,017 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$50,523 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$15,689 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$16,224 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	159
2000 Total Housing Units	94
2000 Owner Occupied Housing Units	63
2000 Renter Occupied Housing Units	14
2000 Vacant Housing Units	17
2010 Total Housing Units	103
2010 Owner Occupied Housing Units	65
2010 Renter Occupied Housing Units	23
2010 Vacant Housing Units	15
2020 Total Housing Units	114
2020 Owner Occupied Housing Units	70
2020 Renter Occupied Housing Units	26
2020 Vacant Housing Units	18
2025 Total Housing Units	120
2025 Owner Occupied Housing Units	73
2025 Renter Occupied Housing Units	27
2025 Vacant Housing Units	20

Currently, 61.4% of the 114 housing units in the area are owner occupied; 22.8%, renter occupied; and 15.8% 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 103 housing units in the area - 63.1% owner occupied, 22.3% renter occupied, and 14.6% vacant. The annual rate of change in housing units since 2010 is 4.61%. Median home value in the area is \$131,818, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 8.01% annually to \$193,750.

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.

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Business Summary

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Geography: Place

Prepared by MVEDA

Data for all businesses in area		Rincon CDP, N...			
Total Businesses:		8			
Total Employees:		83			
Total Residential Population:		288			
Employee/Residential Population Ratio (per 100 Residents)		29			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		2	25.0%	40	48.2%
Construction		0	0.0%	0	0.0%
Manufacturing		1	12.5%	4	4.8%
Transportation		0	0.0%	0	0.0%
Communication		0	0.0%	0	0.0%
Utility		1	12.5%	1	1.2%
Wholesale Trade		1	12.5%	24	28.9%
Retail Trade Summary		1	12.5%	8	9.6%
Home Improvement		0	0.0%	0	0.0%
General Merchandise Stores		0	0.0%	0	0.0%
Food Stores		0	0.0%	0	0.0%
Auto Dealers, Gas Stations, Auto Aftermarket		0	0.0%	0	0.0%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		0	0.0%	0	0.0%
Eating & Drinking Places		1	12.5%	8	9.6%
Miscellaneous Retail		0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary		0	0.0%	0	0.0%
Banks, Savings & Lending Institutions		0	0.0%	0	0.0%
Securities Brokers		0	0.0%	0	0.0%
Insurance Carriers & Agents		0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices		0	0.0%	0	0.0%
Services Summary		1	12.5%	6	7.2%
Hotels & Lodging		0	0.0%	0	0.0%
Automotive Services		0	0.0%	0	0.0%
Motion Pictures & Amusements		0	0.0%	0	0.0%
Health Services		0	0.0%	0	0.0%
Legal Services		0	0.0%	0	0.0%
Education Institutions & Libraries		0	0.0%	0	0.0%
Other Services		1	12.5%	6	7.2%
Government		0	0.0%	0	0.0%
Unclassified Establishments		1	12.5%	0	0.0%
Totals		8	100.0%	83	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	2	25.0%	40	48.2%
Mining	0	0.0%	0	0.0%
Utilities	1	12.5%	1	1.2%
Construction	0	0.0%	0	0.0%
Manufacturing	1	12.5%	4	4.8%
Wholesale Trade	1	12.5%	24	28.9%
Retail Trade	0	0.0%	0	0.0%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	0	0.0%	0	0.0%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	12.5%	6	7.2%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	1	12.5%	8	9.6%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	1	12.5%	8	9.6%
Other Services (except Public Administration)	0	0.0%	0	0.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	0	0.0%	0	0.0%
Unclassified Establishments	1	12.5%	0	0.0%
Total	8	100.0%	83	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.

August 11, 2020



Executive Summary

Rincon, New Mexico
Drive Time: 30, 60 minute radii

Prepared by MVEDA
Latitude: 32.67314
Longitude: -107.06387

	30 minutes	60 minutes
Population		
2000 Population	27,721	201,360
2010 Population	32,225	238,953
2020 Population	33,871	259,010
2025 Population	34,939	268,856
2000-2010 Annual Rate	1.52%	1.73%
2010-2020 Annual Rate	0.49%	0.79%
2020-2025 Annual Rate	0.62%	0.75%
2020 Male Population	48.8%	49.4%
2020 Female Population	51.2%	50.6%
2020 Median Age	37.3	34.5

In the identified area, the current year population is 259,010. In 2010, the Census count in the area was 238,953. The rate of change since 2010 was 0.79% annually. The five-year projection for the population in the area is 268,856 representing a change of 0.75% annually from 2020 to 2025. Currently, the population is 49.4% male and 50.6% female.

Median Age

The median age in this area is 37.3, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	73.7%	74.6%
2020 Black Alone	1.6%	2.2%
2020 American Indian/Alaska Native Alone	1.7%	1.6%
2020 Asian Alone	0.8%	1.3%
2020 Pacific Islander Alone	0.1%	0.1%
2020 Other Race	18.5%	16.8%
2020 Two or More Races	3.5%	3.3%
2020 Hispanic Origin (Any Race)	67.0%	68.5%

Persons of Hispanic origin represent 68.5% 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 68.3 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	55	55
2000 Households	9,784	69,770
2010 Households	11,834	86,625
2020 Total Households	12,670	95,278
2025 Total Households	13,138	99,266
2000-2010 Annual Rate	1.92%	2.19%
2010-2020 Annual Rate	0.67%	0.93%
2020-2025 Annual Rate	0.73%	0.82%
2020 Average Household Size	2.66	2.65

The household count in this area has changed from 86,625 in 2010 to 95,278 in the current year, a change of 0.93% annually. The five-year projection of households is 99,266, a change of 0.82% annually from the current year total. Average household size is currently 2.65, compared to 2.68 in the year 2010. The number of families in the current year is 63,138 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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Drive Time: 30, 60 minute radii

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Latitude: 32.67314
Longitude: -107.06387

	30 minutes	60 minutes
Mortgage Income		
2020 Percent of Income for Mortgage	17.3%	17.6%
Median Household Income		
2020 Median Household Income	\$38,181	\$36,824
2025 Median Household Income	\$40,999	\$38,885
2020-2025 Annual Rate	1.43%	1.10%
Average Household Income		
2020 Average Household Income	\$59,006	\$58,208
2025 Average Household Income	\$64,110	\$63,445
2020-2025 Annual Rate	1.67%	1.74%
Per Capita Income		
2020 Per Capita Income	\$21,935	\$21,517
2025 Per Capita Income	\$23,949	\$23,526
2020-2025 Annual Rate	1.77%	1.80%
Households by Income		

Current median household income is \$36,824 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$38,885 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$58,208 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$63,445 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$21,517 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$23,526 in five years, compared to \$37,691 for all U.S. households

Housing		
2020 Housing Affordability Index	139	130
2000 Total Housing Units	10,702	78,233
2000 Owner Occupied Housing Units	7,584	47,645
2000 Renter Occupied Housing Units	2,200	22,125
2000 Vacant Housing Units	918	8,463
2010 Total Housing Units	12,819	95,243
2010 Owner Occupied Housing Units	8,698	56,200
2010 Renter Occupied Housing Units	3,136	30,425
2010 Vacant Housing Units	985	8,618
2020 Total Housing Units	13,953	106,269
2020 Owner Occupied Housing Units	8,887	59,232
2020 Renter Occupied Housing Units	3,783	36,046
2020 Vacant Housing Units	1,283	10,991
2025 Total Housing Units	14,595	111,603
2025 Owner Occupied Housing Units	9,197	61,494
2025 Renter Occupied Housing Units	3,941	37,771
2025 Vacant Housing Units	1,457	12,337

Currently, 55.7% of the 106,269 housing units in the area are owner occupied; 33.9%, renter occupied; and 10.3% 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 95,243 housing units in the area - 59.0% owner occupied, 31.9% renter occupied, and 9.0% vacant. The annual rate of change in housing units since 2010 is 4.99%. Median home value in the area is \$154,822, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.46% annually to \$174,813.

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.

August 11, 2020



Business Summary

Rincon, New Mexico
Drive Time: 30, 60 minute radii

Prepared by MVEDA
Latitude: 32.67314
Longitude: -107.06387

Data for all businesses in area		30 minutes				60 minutes			
Total Businesses:		711				6,623			
Total Employees:		8,850				87,358			
Total Residential Population:		33,871				259,010			
Employee/Residential Population Ratio (per 100 Residents)		26				34			
by SIC Codes		Businesses		Employees		Businesses		Employees	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining		26	3.7%	381	4.3%	145	2.2%	1,155	1.3%
Construction		53	7.5%	355	4.0%	395	6.0%	3,451	4.0%
Manufacturing		16	2.3%	377	4.3%	169	2.6%	3,121	3.6%
Transportation		21	3.0%	101	1.1%	183	2.8%	1,478	1.7%
Communication		6	0.8%	26	0.3%	65	1.0%	354	0.4%
Utility		6	0.8%	128	1.4%	33	0.5%	874	1.0%
Wholesale Trade		19	2.7%	268	3.0%	192	2.9%	2,085	2.4%
Retail Trade Summary		190	26.7%	2,834	32.0%	1,658	25.0%	22,948	26.3%
Home Improvement		8	1.1%	237	2.7%	83	1.3%	1,024	1.2%
General Merchandise Stores		12	1.7%	474	5.4%	79	1.2%	3,300	3.8%
Food Stores		32	4.5%	544	6.1%	191	2.9%	2,672	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket		16	2.3%	125	1.4%	199	3.0%	2,779	3.2%
Apparel & Accessory Stores		5	0.7%	40	0.5%	92	1.4%	792	0.9%
Furniture & Home Furnishings		15	2.1%	161	1.8%	107	1.6%	725	0.8%
Eating & Drinking Places		49	6.9%	900	10.2%	478	7.2%	8,544	9.8%
Miscellaneous Retail		52	7.3%	353	4.0%	430	6.5%	3,112	3.6%
Finance, Insurance, Real Estate Summary		74	10.4%	481	5.4%	572	8.6%	3,166	3.6%
Banks, Savings & Lending Institutions		21	3.0%	169	1.9%	138	2.1%	1,102	1.3%
Securities Brokers		8	1.1%	32	0.4%	59	0.9%	217	0.2%
Insurance Carriers & Agents		16	2.3%	74	0.8%	137	2.1%	463	0.5%
Real Estate, Holding, Other Investment Offices		30	4.2%	207	2.3%	238	3.6%	1,383	1.6%
Services Summary		246	34.6%	3,545	40.1%	2,515	38.0%	40,932	46.9%
Hotels & Lodging		5	0.7%	68	0.8%	101	1.5%	1,149	1.3%
Automotive Services		13	1.8%	57	0.6%	202	3.0%	1,105	1.3%
Motion Pictures & Amusements		21	3.0%	94	1.1%	179	2.7%	1,885	2.2%
Health Services		49	6.9%	918	10.4%	460	6.9%	9,595	11.0%
Legal Services		5	0.7%	21	0.2%	80	1.2%	441	0.5%
Education Institutions & Libraries		20	2.8%	1,179	13.3%	180	2.7%	15,590	17.8%
Other Services		133	18.7%	1,208	13.6%	1,312	19.8%	11,168	12.8%
Government		22	3.1%	336	3.8%	321	4.8%	7,560	8.7%
Unclassified Establishments		32	4.5%	16	0.2%	376	5.7%	235	0.3%
Totals		711	100.0%	8,850	100.0%	6,623	100.0%	87,358	100.0%

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Business Summary

Rincon, New Mexico
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Latitude: 32.67314
Longitude: -107.06387

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	1.8%	303	3.4%	59	0.9%	636	0.7%
Mining	0	0.0%	0	0.0%	5	0.1%	33	0.0%
Utilities	6	0.8%	128	1.4%	25	0.4%	820	0.9%
Construction	56	7.9%	365	4.1%	420	6.3%	3,734	4.3%
Manufacturing	18	2.5%	405	4.6%	200	3.0%	3,308	3.8%
Wholesale Trade	18	2.5%	263	3.0%	183	2.8%	1,999	2.3%
Retail Trade	136	19.1%	1,892	21.4%	1,137	17.2%	14,117	16.2%
Motor Vehicle & Parts Dealers	11	1.5%	99	1.1%	156	2.4%	2,362	2.7%
Furniture & Home Furnishings Stores	8	1.1%	55	0.6%	52	0.8%	336	0.4%
Electronics & Appliance Stores	7	1.0%	105	1.2%	43	0.6%	324	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	8	1.1%	236	2.7%	75	1.1%	884	1.0%
Food & Beverage Stores	28	3.9%	500	5.6%	154	2.3%	2,417	2.8%
Health & Personal Care Stores	10	1.4%	133	1.5%	94	1.4%	810	0.9%
Gasoline Stations	5	0.7%	26	0.3%	42	0.6%	417	0.5%
Clothing & Clothing Accessories Stores	7	1.0%	49	0.6%	113	1.7%	874	1.0%
Sport Goods, Hobby, Book, & Music Stores	7	1.0%	78	0.9%	63	1.0%	772	0.9%
General Merchandise Stores	12	1.7%	474	5.4%	79	1.2%	3,300	3.8%
Miscellaneous Store Retailers	15	2.1%	133	1.5%	175	2.6%	1,479	1.7%
Nonstore Retailers	19	2.7%	5	0.1%	89	1.3%	140	0.2%
Transportation & Warehousing	14	2.0%	84	0.9%	122	1.8%	1,282	1.5%
Information	11	1.5%	49	0.6%	116	1.8%	1,064	1.2%
Finance & Insurance	44	6.2%	275	3.1%	346	5.2%	1,828	2.1%
Central Bank/Credit Intermediation & Related Activities	20	2.8%	168	1.9%	142	2.1%	1,100	1.3%
Securities, Commodity Contracts & Other Financial	8	1.1%	33	0.4%	67	1.0%	264	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	16	2.3%	74	0.8%	137	2.1%	463	0.5%
Real Estate, Rental & Leasing	46	6.5%	212	2.4%	342	5.2%	1,470	1.7%
Professional, Scientific & Tech Services	41	5.8%	426	4.8%	448	6.8%	4,114	4.7%
Legal Services	8	1.1%	38	0.4%	101	1.5%	568	0.7%
Management of Companies & Enterprises	0	0.0%	1	0.0%	4	0.1%	56	0.1%
Administrative & Support & Waste Management & Remediation	19	2.7%	83	0.9%	164	2.5%	1,010	1.2%
Educational Services	21	3.0%	1,182	13.4%	200	3.0%	15,527	17.8%
Health Care & Social Assistance	77	10.8%	1,428	16.1%	654	9.9%	12,751	14.6%
Arts, Entertainment & Recreation	15	2.1%	116	1.3%	149	2.2%	1,499	1.7%
Accommodation & Food Services	55	7.7%	984	11.1%	586	8.8%	9,778	11.2%
Accommodation	5	0.7%	68	0.8%	101	1.5%	1,149	1.3%
Food Services & Drinking Places	51	7.2%	916	10.4%	485	7.3%	8,629	9.9%
Other Services (except Public Administration)	69	9.7%	330	3.7%	770	11.6%	4,570	5.2%
Automotive Repair & Maintenance	9	1.3%	47	0.5%	161	2.4%	957	1.1%
Public Administration	19	2.7%	310	3.5%	318	4.8%	7,534	8.6%
Unclassified Establishments	32	4.5%	16	0.2%	375	5.7%	230	0.3%
Total	711	100.0%	8,850	100.0%	6,623	100.0%	87,358	100.0%

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

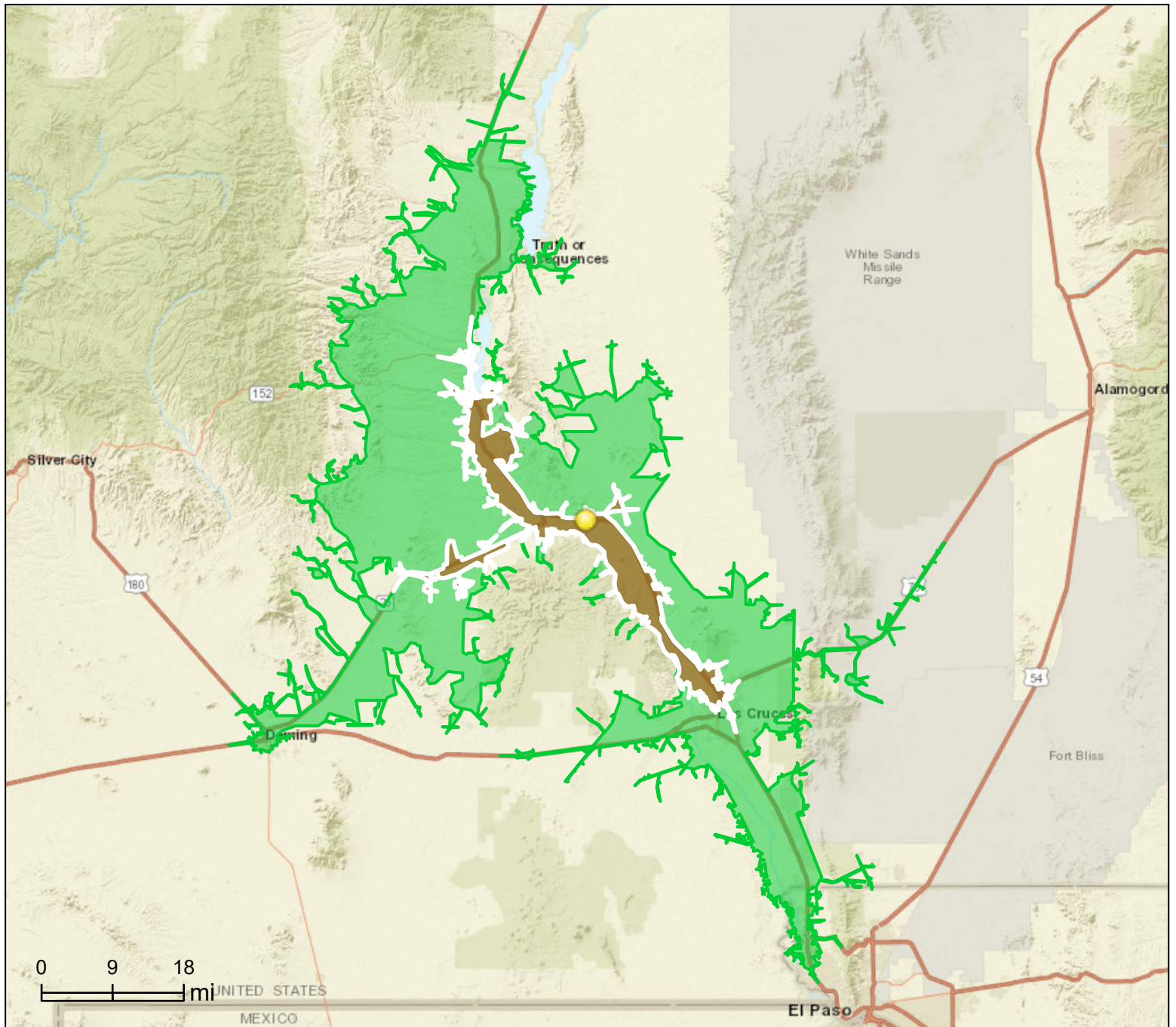
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

August 11, 2020

Site Details Map

Rincon, New Mexico
Drive Time: 30, 60 minute radii

Site Details Map
Latitude: 32.67314
Longitude: -107.06387



This site is located in:

City: ---
County: Doña Ana County
State: New Mexico
ZIP Code: 87940
Census Tract: 35013001400
Census Block Group: 350130014001
CBSA: Las Cruces, NM Metropolitan Statistical Area