



Executive Summary

White Sands CDP, NM
White Sands CDP, NM (3584845)
Geography: Place

Prepared by MVEDA

	White Sands C...
Population	
2000 Population	1,341
2010 Population	1,651
2020 Population	1,746
2025 Population	1,804
2000-2010 Annual Rate	2.10%
2010-2020 Annual Rate	0.55%
2020-2025 Annual Rate	0.66%
2020 Male Population	54.9%
2020 Female Population	44.8%
2020 Median Age	23.4

In the identified area, the current year population is 1,746. In 2010, the Census count in the area was 1,651. The rate of change since 2010 was 0.55% annually. The five-year projection for the population in the area is 1,804 representing a change of 0.66% annually from 2020 to 2025. Currently, the population is 54.9% male and 44.8% female.

Median Age	
The median age in this area is 23.4, compared to U.S. median age of 38.5.	
Race and Ethnicity	
2020 White Alone	66.1%
2020 Black Alone	15.4%
2020 American Indian/Alaska Native Alone	1.3%
2020 Asian Alone	3.0%
2020 Pacific Islander Alone	1.0%
2020 Other Race	6.2%
2020 Two or More Races	6.9%
2020 Hispanic Origin (Any Race)	21.6%

Persons of Hispanic origin represent 21.6% 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 69.5 in the identified area, compared to 65.1 for the U.S. as a whole.

Households	
2020 Wealth Index	36
2000 Households	443
2010 Households	455
2020 Total Households	495
2025 Total Households	517
2000-2010 Annual Rate	0.27%
2010-2020 Annual Rate	0.83%
2020-2025 Annual Rate	0.87%
2020 Average Household Size	3.03

The household count in this area has changed from 455 in 2010 to 495 in the current year, a change of 0.83% annually. The five-year projection of households is 517, a change of 0.87% annually from the current year total. Average household size is currently 3.03, compared to 3.05 in the year 2010. The number of families in the current year is 403 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	0.0%
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Median Household Income

2020 Median Household Income	\$47,430
2025 Median Household Income	\$52,126
2020-2025 Annual Rate	1.91%

Average Household Income

2020 Average Household Income	\$58,617
2025 Average Household Income	\$66,316
2020-2025 Annual Rate	2.50%

Per Capita Income

2020 Per Capita Income	\$17,715
2025 Per Capita Income	\$20,102
2020-2025 Annual Rate	2.56%

Households by Income

Current median household income is \$47,430 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$52,126 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$58,617 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$66,316 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$17,715 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$20,102 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	0
2000 Total Housing Units	695
2000 Owner Occupied Housing Units	21
2000 Renter Occupied Housing Units	422
2000 Vacant Housing Units	252
2010 Total Housing Units	562
2010 Owner Occupied Housing Units	3
2010 Renter Occupied Housing Units	452
2010 Vacant Housing Units	107
2020 Total Housing Units	621
2020 Owner Occupied Housing Units	18
2020 Renter Occupied Housing Units	477
2020 Vacant Housing Units	126
2025 Total Housing Units	653
2025 Owner Occupied Housing Units	19
2025 Renter Occupied Housing Units	498
2025 Vacant Housing Units	136

Currently, 2.9% of the 621 housing units in the area are owner occupied; 76.8%, renter occupied; and 20.3% 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 562 housing units in the area - 0.5% owner occupied, 80.4% renter occupied, and 19.0% vacant. The annual rate of change in housing units since 2010 is 4.54%. Median home value in the area is \$175,000, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.00% annually to \$175,000.

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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Data for all businesses in area		White Sands C...			
Total Businesses:		15			
Total Employees:		201			
Total Residential Population:		1,746			
Employee/Residential Population Ratio (per 100 Residents)		12			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		0	0.0%	0	0.0%
Construction		0	0.0%	0	0.0%
Manufacturing		0	0.0%	0	0.0%
Transportation		0	0.0%	0	0.0%
Communication		0	0.0%	0	0.0%
Utility		0	0.0%	0	0.0%
Wholesale Trade		0	0.0%	0	0.0%
Retail Trade Summary		4	26.7%	53	26.4%
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		2	13.3%	49	24.4%
Miscellaneous Retail		2	13.3%	4	2.0%
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		8	53.3%	92	45.8%
Hotels & Lodging		1	6.7%	13	6.5%
Automotive Services		0	0.0%	0	0.0%
Motion Pictures & Amusements		1	6.7%	12	6.0%
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		6	40.0%	67	33.3%
Government		2	13.3%	55	27.4%
Unclassified Establishments		1	6.7%	1	0.5%
Totals		15	100.0%	201	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	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	2	13.3%	4	2.0%
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	1	6.7%	4	2.0%
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	1	6.7%	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	1	6.7%	11	5.5%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	0	0.0%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	2	13.3%	26	12.9%
Arts, Entertainment & Recreation	1	6.7%	12	6.0%
Accommodation & Food Services	3	20.0%	62	30.8%
Accommodation	1	6.7%	13	6.5%
Food Services & Drinking Places	2	13.3%	49	24.4%
Other Services (except Public Administration)	3	20.0%	30	14.9%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	2	13.3%	55	27.4%
Unclassified Establishments	1	6.7%	1	0.5%
Total	15	100.0%	201	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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Executive Summary

White Sands, New Mexico
Drive Time: 30, 60 minute radii

Prepared by MVEDA
Latitude: 32.38398
Longitude: -106.49089

	30 minutes	60 minutes
Population		
2000 Population	15,669	198,018
2010 Population	24,516	227,729
2020 Population	27,747	244,354
2025 Population	29,352	253,342
2000-2010 Annual Rate	4.58%	1.41%
2010-2020 Annual Rate	1.22%	0.69%
2020-2025 Annual Rate	1.13%	0.73%
2020 Male Population	49.7%	49.4%
2020 Female Population	50.3%	50.6%
2020 Median Age	33.4	34.4

In the identified area, the current year population is 244,354. In 2010, the Census count in the area was 227,729. The rate of change since 2010 was 0.69% annually. The five-year projection for the population in the area is 253,342 representing a change of 0.73% 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 33.4, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	71.5%	72.7%
2020 Black Alone	3.5%	3.2%
2020 American Indian/Alaska Native Alone	1.7%	1.8%
2020 Asian Alone	1.3%	1.5%
2020 Pacific Islander Alone	0.2%	0.1%
2020 Other Race	17.7%	16.9%
2020 Two or More Races	4.2%	3.7%
2020 Hispanic Origin (Any Race)	60.5%	61.9%

Persons of Hispanic origin represent 61.9% 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 72.0 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	57	58
2000 Households	5,266	69,281
2010 Households	8,709	84,353
2020 Total Households	10,046	92,149
2025 Total Households	10,691	95,980
2000-2010 Annual Rate	5.16%	1.99%
2010-2020 Annual Rate	1.40%	0.87%
2020-2025 Annual Rate	1.25%	0.82%
2020 Average Household Size	2.74	2.58

The household count in this area has changed from 84,353 in 2010 to 92,149 in the current year, a change of 0.87% annually. The five-year projection of households is 95,980, a change of 0.82% annually from the current year total. Average household size is currently 2.58, compared to 2.62 in the year 2010. The number of families in the current year is 60,272 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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Latitude: 32.38398
Longitude: -106.49089

	30 minutes	60 minutes
Mortgage Income		
2020 Percent of Income for Mortgage	14.4%	16.6%
Median Household Income		
2020 Median Household Income	\$49,191	\$38,996
2025 Median Household Income	\$51,178	\$40,959
2020-2025 Annual Rate	0.80%	0.99%
Average Household Income		
2020 Average Household Income	\$64,483	\$59,534
2025 Average Household Income	\$69,994	\$64,598
2020-2025 Annual Rate	1.65%	1.65%
Per Capita Income		
2020 Per Capita Income	\$23,107	\$22,577
2025 Per Capita Income	\$25,209	\$24,596
2020-2025 Annual Rate	1.76%	1.73%
Households by Income		

Current median household income is \$38,996 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$40,959 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$59,534 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$64,598 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$22,577 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$24,596 in five years, compared to \$37,691 for all U.S. households

Housing		
2020 Housing Affordability Index	164	142
2000 Total Housing Units	6,032	76,680
2000 Owner Occupied Housing Units	3,809	45,450
2000 Renter Occupied Housing Units	1,456	23,831
2000 Vacant Housing Units	767	7,399
2010 Total Housing Units	9,471	91,504
2010 Owner Occupied Housing Units	6,165	53,141
2010 Renter Occupied Housing Units	2,544	31,212
2010 Vacant Housing Units	762	7,151
2020 Total Housing Units	11,028	101,404
2020 Owner Occupied Housing Units	6,940	55,873
2020 Renter Occupied Housing Units	3,106	36,276
2020 Vacant Housing Units	982	9,255
2025 Total Housing Units	11,834	106,361
2025 Owner Occupied Housing Units	7,333	58,064
2025 Renter Occupied Housing Units	3,358	37,916
2025 Vacant Housing Units	1,143	10,381

Currently, 55.1% of the 101,404 housing units in the area are owner occupied; 35.8%, renter occupied; and 9.1% 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 91,504 housing units in the area - 58.1% owner occupied, 34.1% renter occupied, and 7.8% vacant. The annual rate of change in housing units since 2010 is 4.67%. Median home value in the area is \$154,969, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 2.31% annually to \$173,741.

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

White Sands, New Mexico
Drive Time: 30, 60 minute radii

Prepared by MVEDA
Latitude: 32.38398
Longitude: -106.49089

Data for all businesses in area		30 minutes				60 minutes			
Total Businesses:		354				6,029			
Total Employees:		4,267				80,140			
Total Residential Population:		27,747				244,354			
Employee/Residential Population Ratio (per 100 Residents)		15				33			
by SIC Codes	Businesses		Employees		Businesses		Employees		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Agriculture & Mining	14	4.0%	59	1.4%	136	2.3%	871	1.1%	
Construction	37	10.5%	199	4.7%	396	6.6%	3,276	4.1%	
Manufacturing	4	1.1%	49	1.1%	127	2.1%	2,104	2.6%	
Transportation	10	2.8%	53	1.2%	161	2.7%	1,348	1.7%	
Communication	2	0.6%	8	0.2%	66	1.1%	490	0.6%	
Utility	2	0.6%	12	0.3%	30	0.5%	759	0.9%	
Wholesale Trade	6	1.7%	37	0.9%	172	2.9%	1,518	1.9%	
Retail Trade Summary		69	19.5%	1,102	25.8%	1,381	22.9%	19,434	24.3%
Home Improvement		5	1.4%	49	1.1%	70	1.2%	970	1.2%
General Merchandise Stores		3	0.8%	216	5.1%	70	1.2%	3,108	3.9%
Food Stores		7	2.0%	88	2.1%	165	2.7%	2,359	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket		5	1.4%	37	0.9%	153	2.5%	2,041	2.5%
Apparel & Accessory Stores		1	0.3%	4	0.1%	64	1.1%	504	0.6%
Furniture & Home Furnishings		5	1.4%	32	0.7%	95	1.6%	638	0.8%
Eating & Drinking Places		25	7.1%	578	13.5%	399	6.6%	7,615	9.5%
Miscellaneous Retail		19	5.4%	97	2.3%	366	6.1%	2,198	2.7%
Finance, Insurance, Real Estate Summary		31	8.8%	230	5.4%	558	9.3%	3,186	4.0%
Banks, Savings & Lending Institutions		7	2.0%	55	1.3%	137	2.3%	1,174	1.5%
Securities Brokers		3	0.8%	14	0.3%	59	1.0%	238	0.3%
Insurance Carriers & Agents		3	0.8%	21	0.5%	129	2.1%	450	0.6%
Real Estate, Holding, Other Investment Offices		18	5.1%	140	3.3%	234	3.9%	1,325	1.7%
Services Summary		140	39.5%	2,337	54.8%	2,385	39.6%	39,325	49.1%
Hotels & Lodging		3	0.8%	36	0.8%	77	1.3%	1,010	1.3%
Automotive Services		7	2.0%	22	0.5%	188	3.1%	961	1.2%
Motion Pictures & Amusements		10	2.8%	73	1.7%	152	2.5%	1,515	1.9%
Health Services		39	11.0%	1,012	23.7%	461	7.6%	9,298	11.6%
Legal Services		1	0.3%	2	0.0%	79	1.3%	447	0.6%
Education Institutions & Libraries		9	2.5%	479	11.2%	161	2.7%	14,916	18.6%
Other Services		72	20.3%	712	16.7%	1,266	21.0%	11,177	13.9%
Government		13	3.7%	176	4.1%	298	4.9%	7,633	9.5%
Unclassified Establishments		27	7.6%	7	0.2%	320	5.3%	198	0.2%
Totals		354	100.0%	4,267	100.0%	6,029	100.0%	80,140	100.0%

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Latitude: 32.38398
Longitude: -106.49089

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.8%	11	0.3%	46	0.8%	408	0.5%
Mining	0	0.0%	0	0.0%	2	0.0%	21	0.0%
Utilities	2	0.6%	12	0.3%	21	0.3%	679	0.8%
Construction	38	10.7%	204	4.8%	420	7.0%	3,584	4.5%
Manufacturing	6	1.7%	62	1.5%	153	2.5%	2,245	2.8%
Wholesale Trade	6	1.7%	37	0.9%	162	2.7%	1,432	1.8%
Retail Trade	43	12.1%	509	11.9%	946	15.7%	11,602	14.5%
Motor Vehicle & Parts Dealers	3	0.8%	26	0.6%	117	1.9%	1,629	2.0%
Furniture & Home Furnishings Stores	3	0.8%	24	0.6%	42	0.7%	270	0.3%
Electronics & Appliance Stores	2	0.6%	7	0.2%	42	0.7%	317	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	5	1.4%	49	1.1%	63	1.0%	936	1.2%
Food & Beverage Stores	5	1.4%	75	1.8%	130	2.2%	2,102	2.6%
Health & Personal Care Stores	6	1.7%	43	1.0%	89	1.5%	762	1.0%
Gasoline Stations	2	0.6%	11	0.3%	36	0.6%	412	0.5%
Clothing & Clothing Accessories Stores	3	0.8%	9	0.2%	85	1.4%	588	0.7%
Sport Goods, Hobby, Book, & Music Stores	3	0.8%	28	0.7%	64	1.1%	545	0.7%
General Merchandise Stores	3	0.8%	216	5.1%	70	1.2%	3,108	3.9%
Miscellaneous Store Retailers	3	0.8%	20	0.5%	130	2.2%	804	1.0%
Nonstore Retailers	5	1.4%	0	0.0%	78	1.3%	128	0.2%
Transportation & Warehousing	5	1.4%	28	0.7%	106	1.8%	1,179	1.5%
Information	3	0.8%	22	0.5%	111	1.8%	974	1.2%
Finance & Insurance	13	3.7%	91	2.1%	333	5.5%	1,892	2.4%
Central Bank/Credit Intermediation & Related Activities	6	1.7%	51	1.2%	140	2.3%	1,160	1.4%
Securities, Commodity Contracts & Other Financial	4	1.1%	18	0.4%	65	1.1%	283	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	3	0.8%	21	0.5%	129	2.1%	450	0.6%
Real Estate, Rental & Leasing	26	7.3%	157	3.7%	327	5.4%	1,400	1.7%
Professional, Scientific & Tech Services	21	5.9%	200	4.7%	426	7.1%	4,122	5.1%
Legal Services	2	0.6%	15	0.4%	99	1.6%	586	0.7%
Management of Companies & Enterprises	0	0.0%	1	0.0%	7	0.1%	47	0.1%
Administrative & Support & Waste Management & Remediation	12	3.4%	50	1.2%	166	2.8%	954	1.2%
Educational Services	10	2.8%	483	11.3%	179	3.0%	14,833	18.5%
Health Care & Social Assistance	52	14.7%	1,360	31.9%	665	11.0%	12,476	15.6%
Arts, Entertainment & Recreation	7	2.0%	61	1.4%	124	2.1%	1,354	1.7%
Accommodation & Food Services	28	7.9%	616	14.4%	483	8.0%	8,699	10.9%
Accommodation	3	0.8%	36	0.8%	77	1.3%	1,010	1.3%
Food Services & Drinking Places	25	7.1%	580	13.6%	406	6.7%	7,689	9.6%
Other Services (except Public Administration)	39	11.0%	180	4.2%	735	12.2%	4,405	5.5%
Automotive Repair & Maintenance	5	1.4%	19	0.4%	154	2.6%	849	1.1%
Public Administration	13	3.7%	176	4.1%	297	4.9%	7,642	9.5%
Unclassified Establishments	27	7.6%	7	0.2%	319	5.3%	194	0.2%
Total	354	100.0%	4,267	100.0%	6,029	100.0%	80,140	100.0%

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

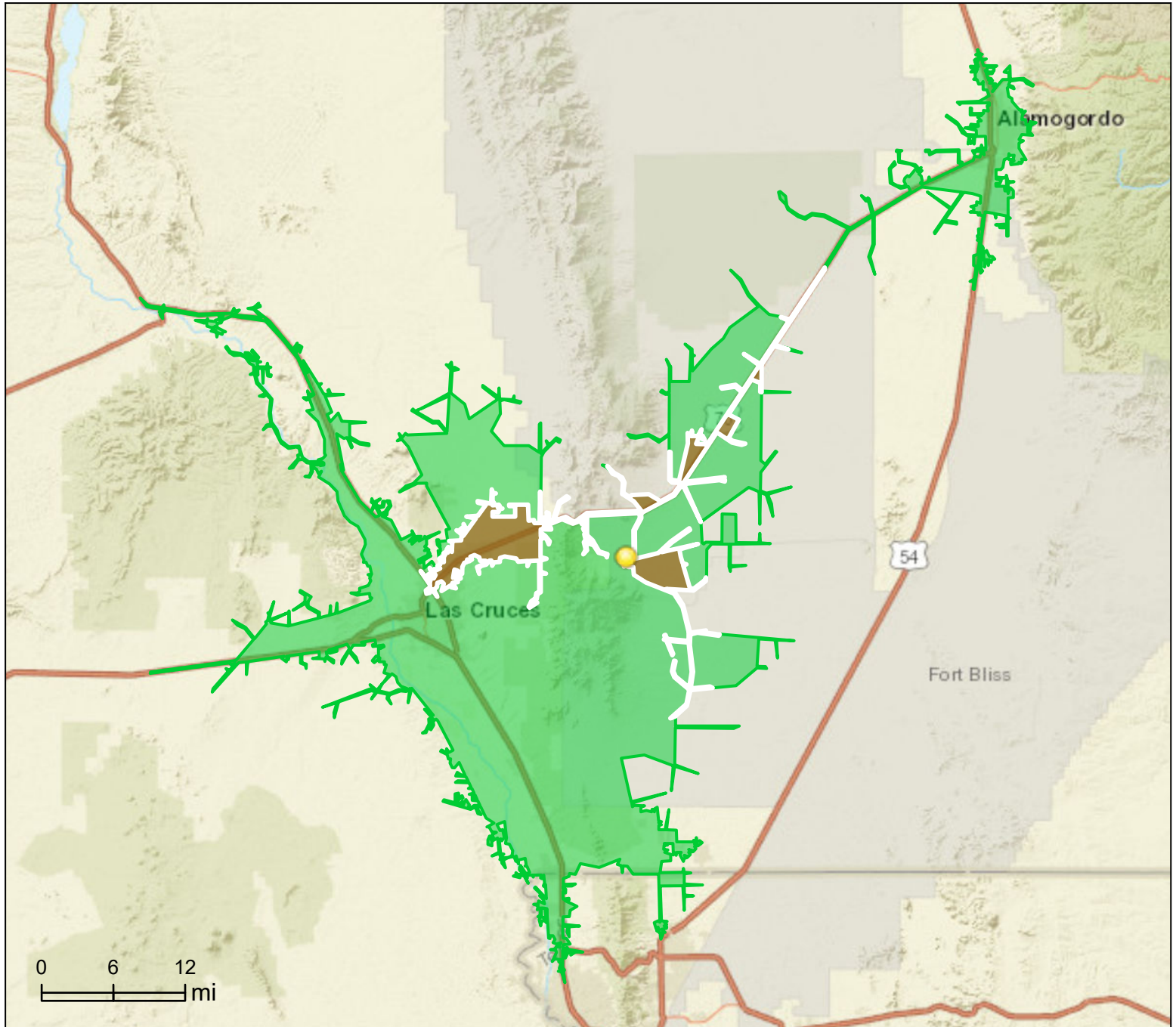
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

August 11, 2020

Site Details Map

White Sands, New Mexico
Drive Time: 30, 60 minute radii

Site Details Map
Latitude: 32.38398
Longitude: -106.49089



This site is located in:

City: ---
County: Doña Ana County
State: New Mexico
ZIP Code: 88002
Census Tract: 35013001900
Census Block Group: 350130019001
CBSA: Las Cruces, NM Metropolitan Statistical Area