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NEW MEXICO
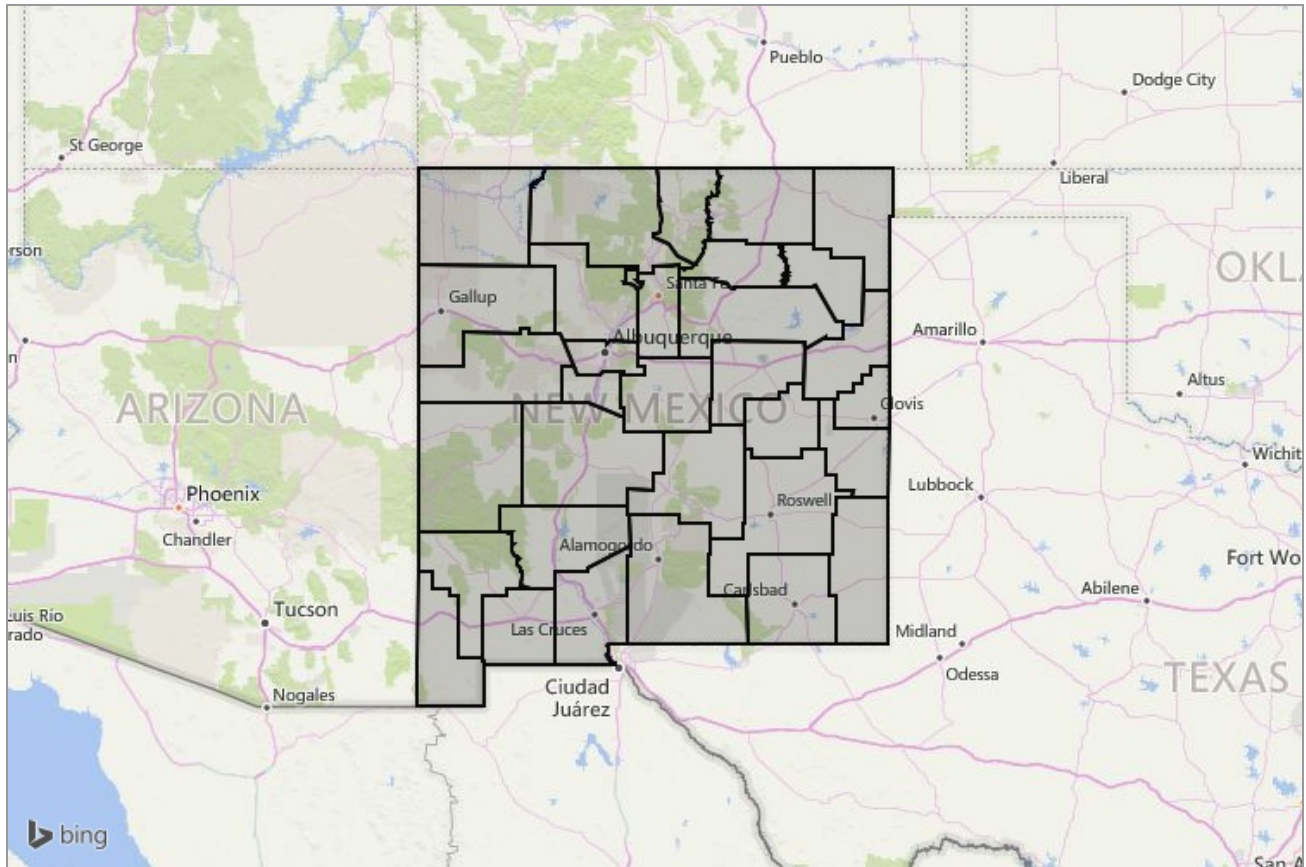
All Counties, New Mexico June 2016

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CARNM
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Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$43,759	**36.9**	**2,105,290**	**Down the Road**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Rustic Outposts
Country life with older families, older homes

Urbanization

Where do people like this usually live?

Semirural
Small town living, families with affordable homes

Top Tapestry Segments

	Down the Road	Exurbanites	Up and Coming Families	In Style	The Great Outdoors
% of Households	63,783 (7.8%)	31,727 (3.9%)	30,682 (3.8%)	30,507 (3.7%)	30,493 (3.7%)
% of New Mexico	73,546 (9.0%)	33,901 (4.2%)	34,396 (4.2%)	38,212 (4.7%)	39,503 (4.8%)
Lifestyle Group	Rustic Outposts	Affluent Estates	Ethnic Enclaves	GenXurban	Cozy Country Living
Urbanization Group	Semirural	Suburban Periphery	Suburban Periphery	Metro Cities	Rural
Residence Type	Mobile Homes	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples Without Kids	Married Couples
Average Household Size	2.74	2.48	3.1	2.33	2.43
Median Age	34.3	49.6	30.7	41.1	46.3
Diversity Index	70.5	32.6	72.4	36.9	33.7
Median Household Income	$36,000	$98,000	$64,000	$66,000	$53,000
Median Net Worth	$30,000	$451,000	$96,000	$128,000	$124,000
Median Home Value	$104,000	$346,000	$174,000	$214,000	$189,000
Homeownership	66.4 %	85.4 %	74.1 %	68.8 %	78.1 %
Employment	Services or Administration	Professional or Management	Professional or Services	Professional or Management	Professional or Services
Education	High School Graduate	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Visit chat rooms; play games online. Go hunting, fishing.	Contract for home care services. Prefer natural, organic products.	Visit theme parks, zoos. Contract for home and landscaping services.	Support arts, concerts, theaters, museums. Use coupons. mobile coupons.	Might invest in real estate. Own pet dogs or cats.
Financial	Prefer convenience of frozen meals, fast food	Invest actively; use financial planners	Hold student loans, mortgages	Hold retirement savings, insurance policies	Belong to AARP, veterans' clubs
Media	Watch Animal Planet on satellite TV	Support public TV/radio	Go online to shop, bank, for entertainment	Carry, use smartphones	Watch CMT, History Channel, Fox News
Vehicle	Bought used vehicle last year	Choose late-model luxury cars, SUVs	Own late-model compact car, SUV	Own late-model SUVs or trucks	Own 4-wheel drive trucks

6/6/2016

About this segment
Down the Road

This is the
#1
dominant segment for this area

In this area
7.8%
of households fall into this segment

In the United States
1.1%
of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under $50,000 (more than three times the U.S. percentage).

Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

6/6/2016

About this segment
Exurbanites

This is the
#2
dominant segment
for this area

In this area
3.9%
of households fall
into this segment

In the United States
2.0%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Exurbanites residents are approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.48.
- Primarily single-family homes with a high median value of $346,000, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits

- Residents are college educated; more than half have a bachelor's degree or higher; almost 80% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- Unemployment remains low at 5.5%; more of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile

- Exurbanites residents' preferred vehicles are late-model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading and the Internet to handle their money.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment
Up and Coming Families

This is the	In this area	In the United States
#3	**3.8%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Up and Coming Families is a market in transition--residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

About this segment

In Style

This is the	In this area	In the United States
#4	**3.7%**	**2.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.33.
- Home ownership average at 69%; more than half, 51%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes and smaller (5-19 units) apartment buildings.
- Median home value at $213,500.
- Vacant housing units at 8.8%.

Socioeconomic Traits

- College educated: 46% are graduates; 75% with some college education.
- Low unemployment is at 5.6%; higher labor force participation rate is at 68% with proportionately more two-worker households.
- Median household income of $65,600 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs or trucks.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, from a variety of investments to home equity lines of credit.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts and museums.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

6/6/2016

About this segment
The Great Outdoors

This is the
#5
dominant segment
for this area

In this area
3.7%
of households fall
into this segment

In the United States
1.6%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Neighborhoods in The Great Outdoors segment are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the U.S. level.

Our Neighborhood

- More than 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.43.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (76%) and mobile homes (16%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.

Socioeconomic Traits

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping and entertainment.
- Most households have pets–dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing and boating.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2015. Update Frequency: Annually.

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6/6/2016

All Counties, New Mexico June 2016: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

All Counties, New Mexico June 2016	2,105,290
	2,154,127
New Mexico	2,105,288
	2,154,125
United States	316,296,988
	327,981,317

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

All Counties, New Mexico June 2016	17.3
	17.9
New Mexico	17.3
	17.8
United States	89.6
	92.9

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2015, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

All Counties, New Mexico June 2016	2.24%
	2.32%
New Mexico	2.24%
	2.32%
United States	2.45%
	3.69%

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

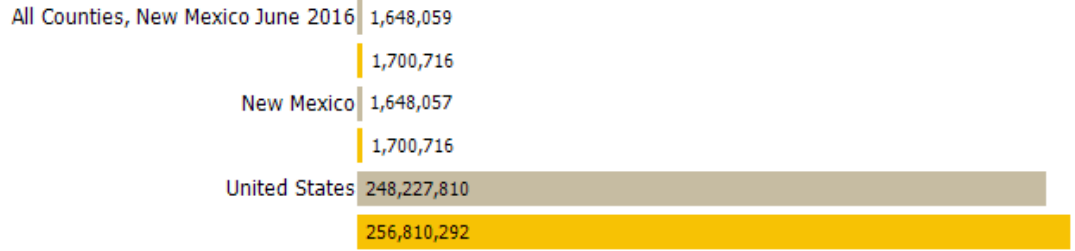|	
All Counties, New Mexico June 2016	2.53
	2.52
New Mexico	2.53
	2.52
United States	2.57
	2.57

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	1,648,059
	1,700,716
New Mexico	1,648,057
	1,700,716
United States	248,227,810
	256,810,292

- 2015
- 2020 (Projected)

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	50.5%	49.5%
	50.4%	49.6%
New Mexico	50.5%	49.5%
	50.4%	49.6%
United States	50.7%	49.3%
	50.7%	49.3%

- Women 2015
- Men 2015
- Women 2020 (Projected)
- Men 2020 (Projected)

6/6/2016

All Counties, New Mexico June 2016: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually
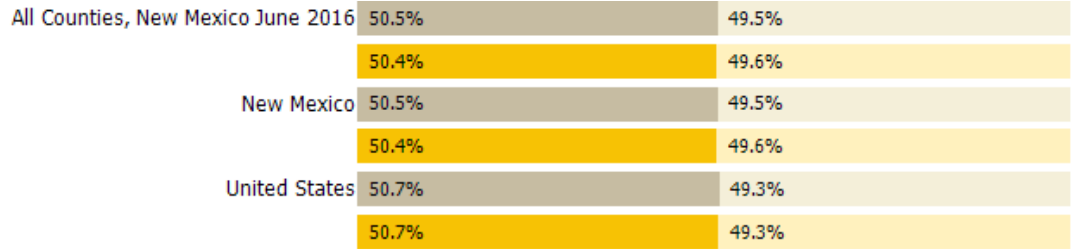
- 2015
- 2020 (Projected)

Geography	2015	2020 (Projected)
All Counties, New Mexico June 2016	36.9	37.4
New Mexico	37.3	37.9
United States	37.7	38.2

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- 2015
- 2020 (Projected)

Age Group	2015	2020 (Projected)
Children	13.6%	13.5%
Tweens	4.1%	4.0%
Teens	9.3%	9.0%
20s	14.1%	13.2%
30s	12.5%	13.1%
40s	11.7%	11.4%
50s	13.8%	12.3%
60s	11.7%	12.4%
70s	6.3%	7.7%
Over 80	3.4%	3.6%

6/6/2016

All Counties, New Mexico June 2016: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

- Married
- Unmarried

	Married	Unmarried
All Counties, New Mexico June 2016	45.8%	54.2%
New Mexico	45.8%	54.2%
United States	51.6%	48.4%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	45.8%
New Mexico	45.8%
United States	51.6%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	35.8%
New Mexico	35.8%
United States	31.6%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	6.2%
New Mexico	6.2%
United States	6.1%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	12.1%
New Mexico	12.1%
United States	10.8%

6/6/2016

All Counties, New Mexico June 2016: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually
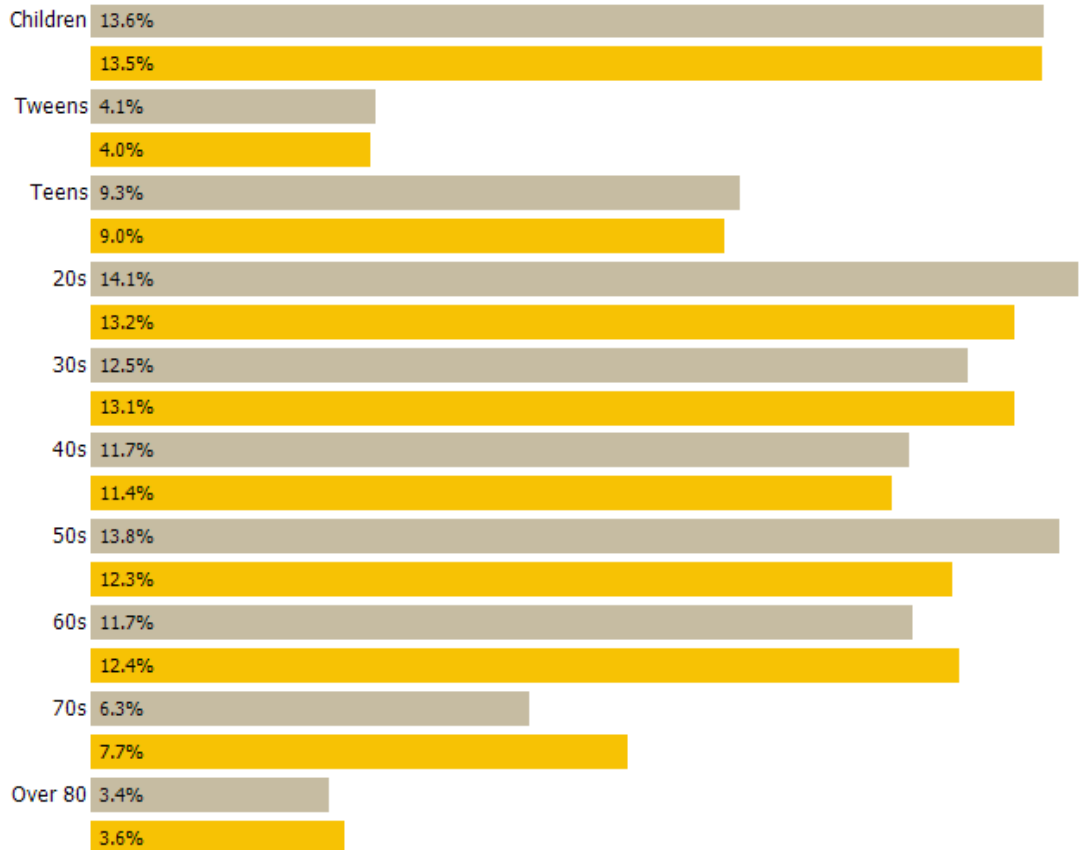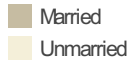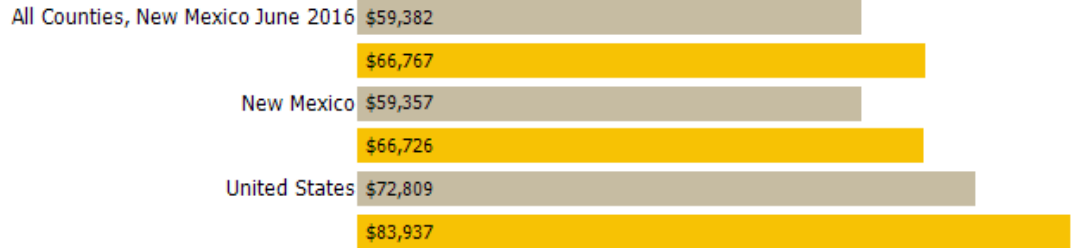
■ 2015
■ 2020 (Projected)

|	
All Counties, New Mexico June 2016	$59,382
	$66,767
New Mexico	$59,357
	$66,726
United States	$72,809
	$83,937

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

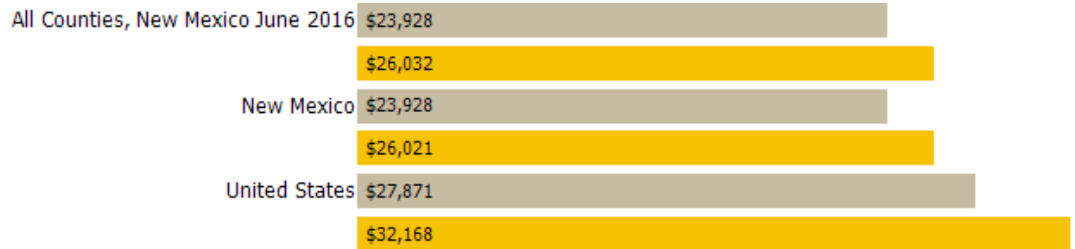|	
All Counties, New Mexico June 2016	$43,759
	$49,838
New Mexico	$43,760
	$49,839
United States	$52,076
	$59,599
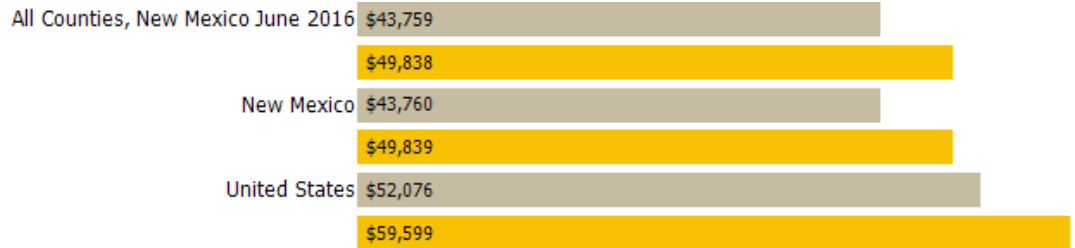
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

■ 2015
■ 2020 (Projected)

All Counties, New Mexico June 2016	$23,928
	$26,032
New Mexico	$23,928
	$26,021
United States	$27,871
	$32,168

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

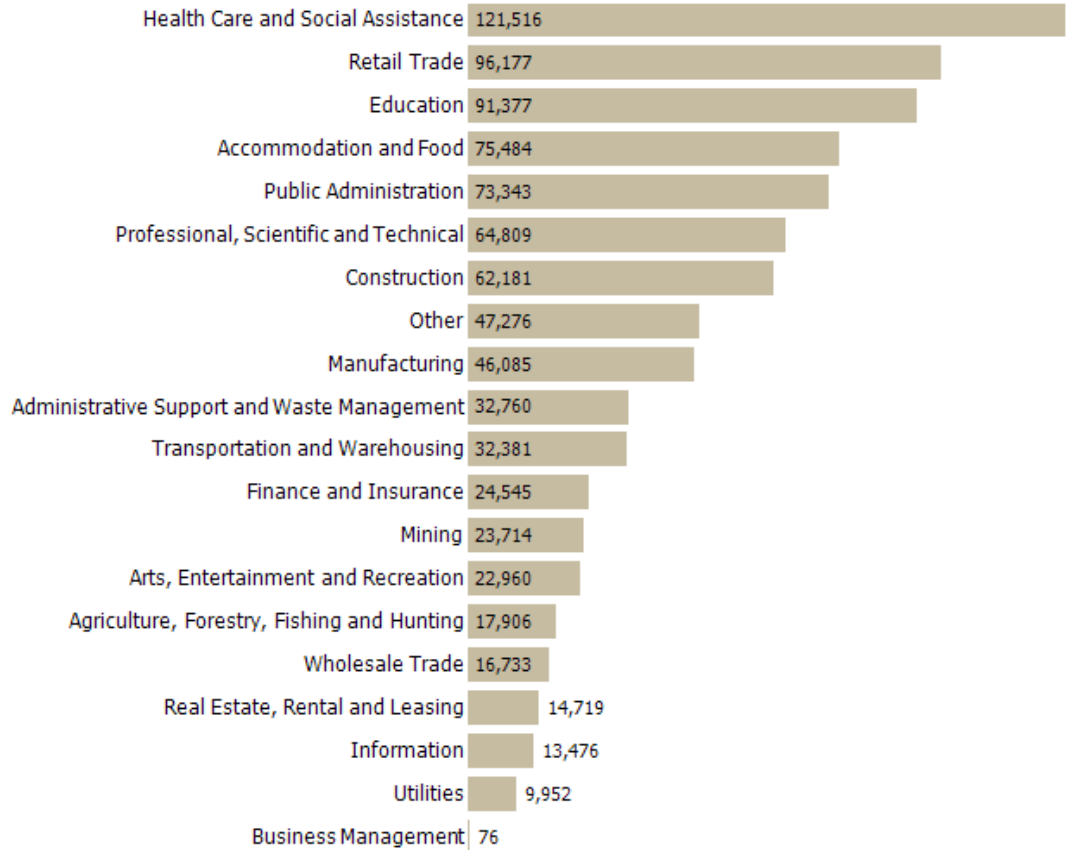|	
All Counties, New Mexico June 2016	$49,992
New Mexico	$49,992
United States	$56,755

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2015

Update Frequency: Annually

Industry	Employment Count
Health Care and Social Assistance	121,516
Retail Trade	96,177
Education	91,377
Accommodation and Food	75,484
Public Administration	73,343
Professional, Scientific and Technical	64,809
Construction	62,181
Other	47,276
Manufacturing	46,085
Administrative Support and Waste Management	32,760
Transportation and Warehousing	32,381
Finance and Insurance	24,545
Mining	23,714
Arts, Entertainment and Recreation	22,960
Agriculture, Forestry, Fishing and Hunting	17,906
Wholesale Trade	16,733
Real Estate, Rental and Leasing	14,719
Information	13,476
Utilities	9,952
Business Management	76

All Counties, New Mexico June 2016: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	7.5%
New Mexico	7.5%
United States	6.0%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	23.4%
New Mexico	23.4%
United States	21.3%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	4.5%
New Mexico	4.5%
United States	3.9%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	22.0%
New Mexico	22.0%
United States	24.2%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	23.4%
New Mexico	23.4%
United States	21.3%

6/6/2016

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	7.8%
New Mexico	7.8%
United States	7.7%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	15.1%
New Mexico	15.1%
United States	18.0%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2015

Update Frequency: Annually

All Counties, New Mexico June 2016	11.6%
New Mexico	11.6%
United States	10.7%

6/6/2016

All Counties, New Mexico June 2016: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

All Counties, New Mexico June 2016	$174,580
New Mexico	$160,000
United States	$319,140

12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

New Mexico	+2.5%

Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2015

Update Frequency: Annually
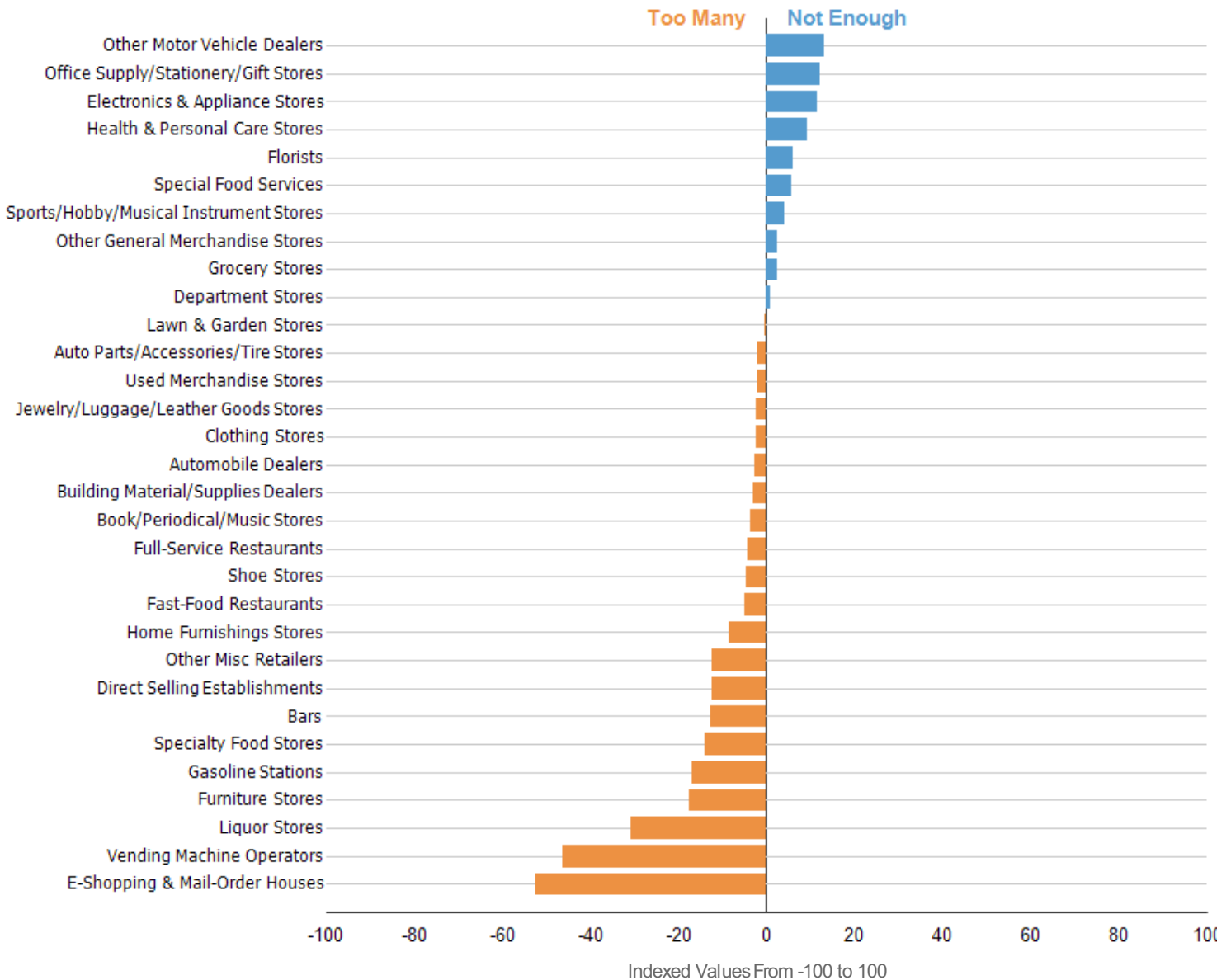
About Our Data

RPR compiles the data in this report from a variety of sources:

• Census data from the U.S. Census American Community Survey, provided by data partner 3DL

• Demographic data known as Tapestry Segmentation, provided by data partner Esri. Tapestry classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

• Valuation calculations are based on public records and MLS sources where licensed

• Retail Marketplace data shown in the Best Businesses analysis is provided by data partner Esri. This analysis compares supply and demand for specific retail products. The results are presented as the gap between the two in a location.

Most data types in this report are refreshed on an annual basis. The U.S. Census source dates are shown with each chart. The Esri Tapestry Segment data is 2015. The home valuation information is refreshed monthly.

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