

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.3059/-106.7768

Loretto Towne Centre Las Cruces, NM 88001							1 mi radius	3 mi radius	5 mi radius
Population									
Estimated Population (2025)	9,406		80,274		117,736				
Projected Population (2030)	9,196		80,419		119,310				
Census Population (2020)	9,812		79,550		114,117				
Census Population (2010)	10,029		78,764		108,829				
Projected Annual Growth (2025-2030)	-210	-0.4%	144	-	1,574	0.3%			
Historical Annual Growth (2020-2025)	-406	-	724	0.2%	3,619	0.6%			
Historical Annual Growth (2010-2020)	-218	-0.2%	785	-	5,288	0.5%			
Estimated Population Density (2025)	2,996	psm	2,840	psm	1,500	psm			
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi			
Households									
Estimated Households (2025)	4,348		33,156		47,809				
Projected Households (2030)	4,396		34,597		50,401				
Census Households (2020)	4,415		32,744		46,636				
Census Households (2010)	4,286		31,630		43,543				
Projected Annual Growth (2025-2030)	48	0.2%	1,441	0.9%	2,592	1.1%			
Historical Annual Change (2010-2025)	62	-	1,526	0.3%	4,267	0.7%			
Average Household Income									
Estimated Average Household Income (2025)	\$52,084		\$65,464		\$78,370				
Projected Average Household Income (2030)	\$50,933		\$64,252		\$77,145				
Census Average Household Income (2010)	\$30,354		\$42,784		\$49,003				
Census Average Household Income (2000)	\$31,640		\$37,083		\$41,473				
Projected Annual Change (2025-2030)	-\$1,151	-0.4%	-\$1,211	-0.4%	-\$1,225	-0.3%			
Historical Annual Change (2000-2025)	\$20,445	2.6%	\$28,381	3.1%	\$36,896	3.6%			
Median Household Income									
Estimated Median Household Income (2025)	\$39,890		\$49,192		\$60,164				
Projected Median Household Income (2030)	\$38,625		\$48,091		\$58,918				
Census Median Household Income (2010)	\$23,705		\$34,439		\$39,085				
Census Median Household Income (2000)	\$22,896		\$29,623		\$32,691				
Projected Annual Change (2025-2030)	-\$1,266	-0.6%	-\$1,101	-0.4%	-\$1,246	-0.4%			
Historical Annual Change (2000-2025)	\$16,994	3.0%	\$19,569	2.6%	\$27,473	3.4%			
Per Capita Income									
Estimated Per Capita Income (2025)	\$24,248		\$27,364		\$32,048				
Projected Per Capita Income (2030)	\$24,523		\$27,967		\$32,810				
Census Per Capita Income (2010)	\$12,971		\$17,181		\$19,607				
Census Per Capita Income (2000)	\$12,560		\$14,211		\$15,740				
Projected Annual Change (2025-2030)	\$275	0.2%	\$603	0.4%	\$762	0.5%			
Historical Annual Change (2000-2025)	\$11,688	3.7%	\$13,153	3.7%	\$16,307	4.1%			
Estimated Average Household Net Worth (2025)	\$443,788		\$587,574		\$781,951				

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Loretto Towne Centre						
Las Cruces, NM 88001						
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Race and Ethnicity						
Total Population (2025)	9,406		80,274		117,736	
White (2025)	4,793	51.0%	41,584	51.8%	61,577	52.3%
Black or African American (2025)	308	3.3%	2,947	3.7%	4,087	3.5%
American Indian or Alaska Native (2025)	304	3.2%	1,914	2.4%	2,511	2.1%
Asian (2025)	67	0.7%	1,411	1.8%	2,162	1.8%
Hawaiian or Pacific Islander (2025)	10	0.1%	65	-	112	-
Other Race (2025)	1,688	17.9%	13,962	17.4%	19,692	16.7%
Two or More Races (2025)	2,236	23.8%	18,391	22.9%	27,595	23.4%
Population < 18 (2025)	1,973	21.0%	17,236	21.5%	25,778	21.9%
White Not Hispanic	262	13.3%	2,882	16.7%	4,657	18.1%
Black or African American	78	3.9%	637	3.7%	880	3.4%
Asian	8	0.4%	225	1.3%	378	1.5%
Other Race Not Hispanic	38	1.9%	404	2.3%	636	2.5%
Hispanic	1,588	80.5%	13,088	75.9%	19,227	74.6%
Not Hispanic or Latino Population (2025)	2,894	30.8%	29,309	36.5%	44,088	37.4%
Not Hispanic White	2,443	84.4%	23,884	81.5%	36,147	82.0%
Not Hispanic Black or African American	213	7.3%	2,259	7.7%	3,220	7.3%
Not Hispanic American Indian or Alaska Native	91	3.2%	590	2.0%	754	1.7%
Not Hispanic Asian	51	1.8%	1,292	4.4%	2,008	4.6%
Not Hispanic Hawaiian or Pacific Islander	2	-	31	0.1%	51	0.1%
Not Hispanic Other Race	6	0.2%	218	0.7%	342	0.8%
Not Hispanic Two or More Races	88	3.0%	1,035	3.5%	1,566	3.6%
Hispanic or Latino Population (2025)	6,512	69.2%	50,965	63.5%	73,649	62.6%
Hispanic White	2,350	36.1%	17,701	34.7%	25,430	34.5%
Hispanic Black or African American	95	1.5%	689	1.4%	867	1.2%
Hispanic American Indian or Alaska Native	213	3.3%	1,323	2.6%	1,757	2.4%
Hispanic Asian	16	0.2%	119	0.2%	153	0.2%
Hispanic Hawaiian or Pacific Islander	8	0.1%	34	-	61	-
Hispanic Other Race	1,682	25.8%	13,744	27.0%	19,350	26.3%
Hispanic Two or More Races	2,148	33.0%	17,355	34.1%	26,030	35.3%
Not Hispanic or Latino Population (2020)	2,714	27.7%	30,403	38.2%	47,111	41.3%
Hispanic or Latino Population (2020)	7,097	72.3%	49,146	61.8%	67,006	58.7%
Not Hispanic or Latino Population (2010)	2,874	28.7%	31,829	40.4%	47,625	43.8%
Hispanic or Latino Population (2010)	7,155	71.3%	46,935	59.6%	61,204	56.2%
Not Hispanic or Latino Population (2030)	2,749	29.9%	27,986	34.8%	41,853	35.1%
Hispanic or Latino Population (2030)	6,447	70.1%	52,433	65.2%	77,457	64.9%
Projected Annual Growth (2025-2030)	-64	-0.2%	1,468	0.6%	3,809	1.0%
Historical Annual Growth (2010-2020)	-57	-	2,211	0.5%	5,802	0.9%

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Loretto Towne Centre							
Las Cruces, NM 88001							
	1 mi radius		3 mi radius		5 mi radius		
Total Age Distribution (2025)							
Total Population	9,406		80,274		117,736		
Age Under 5 Years	515	5.5%	4,267	5.3%	6,154	5.2%	
Age 5 to 9 Years	512	5.4%	4,710	5.9%	7,006	6.0%	
Age 10 to 14 Years	566	6.0%	4,816	6.0%	7,303	6.2%	
Age 15 to 19 Years	646	6.9%	6,652	8.3%	9,576	8.1%	
Age 20 to 24 Years	945	10.0%	11,113	13.8%	14,112	12.0%	
Age 25 to 29 Years	736	7.8%	6,233	7.8%	8,395	7.1%	
Age 30 to 34 Years	669	7.1%	5,280	6.6%	7,476	6.3%	
Age 35 to 39 Years	554	5.9%	4,368	5.4%	6,514	5.5%	
Age 40 to 44 Years	563	6.0%	4,222	5.3%	6,520	5.5%	
Age 45 to 49 Years	445	4.7%	3,542	4.4%	5,401	4.6%	
Age 50 to 54 Years	498	5.3%	3,578	4.5%	5,445	4.6%	
Age 55 to 59 Years	515	5.5%	3,581	4.5%	5,489	4.7%	
Age 60 to 64 Years	563	6.0%	4,135	5.2%	6,388	5.4%	
Age 65 to 69 Years	499	5.3%	3,849	4.8%	6,274	5.3%	
Age 70 to 74 Years	481	5.1%	3,515	4.4%	5,782	4.9%	
Age 75 to 79 Years	310	3.3%	2,826	3.5%	4,628	3.9%	
Age 80 to 84 Years	198	2.1%	1,918	2.4%	2,879	2.4%	
Age 85 Years or Over	192	2.0%	1,672	2.1%	2,395	2.0%	
Median Age	35.2		33.3		35.1		
Age 19 Years or Less	2,239	23.8%	20,444	25.5%	30,039	25.5%	
Age 20 to 64 Years	5,488	58.3%	46,051	57.4%	65,739	55.8%	
Age 65 Years or Over	1,679	17.9%	13,779	17.2%	21,958	18.7%	
Female Age Distribution (2025)							
Female Population	4,727	50.3%	39,785	49.6%	59,021	50.1%	
Age Under 5 Years	232	4.9%	2,050	5.2%	2,947	5.0%	
Age 5 to 9 Years	246	5.2%	2,305	5.8%	3,408	5.8%	
Age 10 to 14 Years	265	5.6%	2,415	6.1%	3,705	6.3%	
Age 15 to 19 Years	333	7.0%	3,023	7.6%	4,464	7.6%	
Age 20 to 24 Years	482	10.2%	4,890	12.3%	6,490	11.0%	
Age 25 to 29 Years	357	7.6%	2,926	7.4%	3,977	6.7%	
Age 30 to 34 Years	337	7.1%	2,544	6.4%	3,656	6.2%	
Age 35 to 39 Years	260	5.5%	2,092	5.3%	3,183	5.4%	
Age 40 to 44 Years	271	5.7%	2,075	5.2%	3,219	5.5%	
Age 45 to 49 Years	236	5.0%	1,853	4.7%	2,810	4.8%	
Age 50 to 54 Years	233	4.9%	1,864	4.7%	2,852	4.8%	
Age 55 to 59 Years	261	5.5%	1,924	4.8%	2,955	5.0%	
Age 60 to 64 Years	284	6.0%	2,259	5.7%	3,485	5.9%	
Age 65 to 69 Years	278	5.9%	2,089	5.3%	3,383	5.7%	
Age 70 to 74 Years	265	5.6%	1,959	4.9%	3,124	5.3%	
Age 75 to 79 Years	160	3.4%	1,528	3.8%	2,469	4.2%	
Age 80 to 84 Years	126	2.7%	1,101	2.8%	1,612	2.7%	
Age 85 Years or Over	102	2.1%	888	2.2%	1,283	2.2%	
Female Median Age	36.4		35.0		36.6		
Age 19 Years or Less	1,076	22.8%	9,793	24.6%	14,524	24.6%	
Age 20 to 64 Years	2,721	57.6%	22,427	56.4%	32,626	55.3%	
Age 65 Years or Over	930	19.7%	7,565	19.0%	11,871	20.1%	

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Male Age Distribution (2025)							
Male Population	4,679	49.7%	40,489	50.4%	58,715	49.9%	
Age Under 5 Years	283	6.0%	2,217	5.5%	3,206	5.5%	
Age 5 to 9 Years	265	5.7%	2,405	5.9%	3,598	6.1%	
Age 10 to 14 Years	301	6.4%	2,401	5.9%	3,598	6.1%	
Age 15 to 19 Years	314	6.7%	3,628	9.0%	5,112	8.7%	
Age 20 to 24 Years	463	9.9%	6,223	15.4%	7,621	13.0%	
Age 25 to 29 Years	379	8.1%	3,307	8.2%	4,418	7.5%	
Age 30 to 34 Years	331	7.1%	2,736	6.8%	3,820	6.5%	
Age 35 to 39 Years	294	6.3%	2,276	5.6%	3,331	5.7%	
Age 40 to 44 Years	292	6.2%	2,147	5.3%	3,301	5.6%	
Age 45 to 49 Years	209	4.5%	1,689	4.2%	2,591	4.4%	
Age 50 to 54 Years	265	5.7%	1,714	4.2%	2,594	4.4%	
Age 55 to 59 Years	255	5.4%	1,656	4.1%	2,534	4.3%	
Age 60 to 64 Years	279	6.0%	1,876	4.6%	2,903	4.9%	
Age 65 to 69 Years	221	4.7%	1,760	4.3%	2,892	4.9%	
Age 70 to 74 Years	216	4.6%	1,556	3.8%	2,658	4.5%	
Age 75 to 79 Years	150	3.2%	1,298	3.2%	2,158	3.7%	
Age 80 to 84 Years	72	1.5%	817	2.0%	1,267	2.2%	
Age 85 Years or Over	91	1.9%	785	1.9%	1,112	1.9%	
Male Median Age	34.2		31.8		33.7		
Age 19 Years or Less	1,163	24.8%	10,651	26.3%	15,515	26.4%	
Age 20 to 64 Years	2,767	59.1%	23,623	58.3%	33,113	56.4%	
Age 65 Years or Over	750	16.0%	6,214	15.3%	10,087	17.2%	
Males per 100 Females (2025)							
Overall Comparison	99		102		99		
Age Under 5 Years	122	54.9%	108	52.0%	109	52.1%	
Age 5 to 9 Years	108	51.8%	104	51.1%	106	51.4%	
Age 10 to 14 Years	114	53.2%	99	49.9%	97	49.3%	
Age 15 to 19 Years	94	48.5%	120	54.5%	115	53.4%	
Age 20 to 24 Years	96	49.0%	127	56.0%	117	54.0%	
Age 25 to 29 Years	106	51.5%	113	53.1%	111	52.6%	
Age 30 to 34 Years	98	49.6%	108	51.8%	104	51.1%	
Age 35 to 39 Years	113	53.1%	109	52.1%	105	51.1%	
Age 40 to 44 Years	107	51.8%	103	50.9%	103	50.6%	
Age 45 to 49 Years	89	47.0%	91	47.7%	92	48.0%	
Age 50 to 54 Years	114	53.3%	92	47.9%	91	47.6%	
Age 55 to 59 Years	98	49.4%	86	46.3%	86	46.2%	
Age 60 to 64 Years	99	49.6%	83	45.4%	83	45.5%	
Age 65 to 69 Years	80	44.3%	84	45.7%	85	46.1%	
Age 70 to 74 Years	81	44.9%	79	44.3%	85	46.0%	
Age 75 to 79 Years	94	48.4%	85	45.9%	87	46.6%	
Age 80 to 84 Years	58	36.6%	74	42.6%	79	44.0%	
Age 85 Years or Over	89	47.2%	88	46.9%	87	46.4%	
Age 19 Years or Less	108	51.9%	109	52.1%	107	51.6%	
Age 20 to 39 Years	102	50.5%	117	53.9%	111	52.6%	
Age 40 to 64 Years	101	50.3%	91	47.7%	91	47.6%	
Age 65 Years or Over	81	44.6%	82	45.1%	85	45.9%	

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Loretto Towne Centre							
Las Cruces, NM 88001							
	1 mi radius		3 mi radius		5 mi radius		
Household Type (2025)							
Total Households	4,348		33,156		47,809		
Households with Children	1,043	24.0%	8,773	26.5%	13,108	27.4%	
Average Household Size	2.1		2.3		2.4		
Household Density per Square Mile	1,385		1,173		609		
Population Family	6,320	67.2%	55,532	69.2%	85,475	72.6%	
Population Non-Family	3,001	31.9%	21,147	26.3%	28,463	24.2%	
Population Group Quarters	84	0.9%	3,595	4.5%	3,798	3.2%	
Family Households	1,995	45.9%	17,696	53.4%	27,087	56.7%	
Married Couple Households	925	46.3%	9,771	55.2%	16,552	61.1%	
Other Family Households with Children	1,071	53.7%	7,924	44.8%	10,534	38.9%	
Family Households with Children	1,040	52.1%	8,754	49.5%	13,082	48.3%	
Married Couple with Children	405	38.9%	4,104	46.9%	6,868	52.5%	
Other Family Households with Children	635	61.1%	4,649	53.1%	6,214	47.5%	
Family Households No Children	955	47.9%	8,942	50.5%	14,005	51.7%	
Married Couple No Children	520	54.4%	5,667	63.4%	9,684	69.2%	
Other Family Households No Children	436	45.6%	3,275	36.6%	4,320	30.8%	
Non-Family Households	2,352	54.1%	15,460	46.6%	20,723	43.3%	
Non-Family Households with Children	3	0.1%	20	0.1%	26	0.1%	
Non-Family Households No Children	2,349	99.9%	15,441	99.9%	20,696	99.9%	
Average Family Household Size	3.2		3.1		3.2		
Average Family Income	\$60,297		\$79,163		\$93,834		
Median Family Income	\$46,088		\$61,852		\$74,429		
Average Non-Family Household Size	1.3		1.4		1.4		
Marital Status (2025)							
Population Age 15 Years or Over	7,813		66,482		97,274		
Never Married	3,887	49.7%	32,022	48.2%	41,913	43.1%	
Currently Married	1,743	22.3%	20,242	30.4%	35,501	36.5%	
Previously Married	2,183	27.9%	14,217	21.4%	19,860	20.4%	
Separated	272	12.5%	2,620	18.4%	3,517	17.7%	
Widowed	761	34.8%	4,119	29.0%	5,665	28.5%	
Divorced	1,151	52.7%	7,478	52.6%	10,677	53.8%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	6,222		48,717		73,586		
Elementary (Grade Level 0 to 8)	706	11.4%	3,584	7.4%	4,540	6.2%	
Some High School (Grade Level 9 to 11)	658	10.6%	3,772	7.7%	4,938	6.7%	
High School Graduate	1,366	21.9%	10,870	22.3%	15,786	21.5%	
Some College	1,244	20.0%	10,059	20.6%	15,206	20.7%	
Associate Degree Only	628	10.1%	4,288	8.8%	6,539	8.9%	
Bachelor Degree Only	878	14.1%	8,345	17.1%	14,303	19.4%	
Graduate Degree	742	11.9%	7,800	16.0%	12,273	16.7%	
Any College (Some College or Higher)	3,492	56.1%	30,491	62.6%	48,322	65.7%	
College Degree + (Bachelor Degree or Higher)	1,620	26.0%	16,145	33.1%	26,576	36.1%	

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Housing							
Total Housing Units (2025)	4,946		37,242		53,362		
Total Housing Units (2020)	4,818		35,707		50,890		
Historical Annual Growth (2020-2025)	128	-	1,535	-	2,472	-	
Housing Units Occupied (2025)	4,348	87.9%	33,156	89.0%	47,809	89.6%	
Housing Units Owner-Occupied	1,757	40.4%	15,063	45.4%	25,671	53.7%	
Housing Units Renter-Occupied	2,591	59.6%	18,093	54.6%	22,138	46.3%	
Housing Units Vacant (2025)	599	12.1%	4,086	11.0%	5,553	10.4%	
Household Size (2025)							
Total Households	4,348		33,156		47,809		
1 Person Households	1,956	45.0%	12,117	36.5%	16,261	34.0%	
2 Person Households	1,142	26.3%	10,123	30.5%	14,916	31.2%	
3 Person Households	512	11.8%	4,446	13.4%	6,656	13.9%	
4 Person Households	446	10.3%	3,618	10.9%	5,506	11.5%	
5 Person Households	189	4.4%	1,781	5.4%	2,762	5.8%	
6 Person Households	63	1.5%	648	2.0%	1,053	2.2%	
7 or More Person Households	39	0.9%	423	1.3%	656	1.4%	
Household Income Distribution (2025)							
HH Income \$200,000 or More	182	4.2%	1,381	4.2%	2,651	5.5%	
HH Income \$150,000 to \$199,999	81	1.9%	1,368	4.1%	3,195	6.7%	
HH Income \$125,000 to \$149,999	96	2.2%	1,163	3.5%	2,633	5.5%	
HH Income \$100,000 to \$124,999	131	3.0%	1,768	5.3%	3,143	6.6%	
HH Income \$75,000 to \$99,999	392	9.0%	3,655	11.0%	5,060	10.6%	
HH Income \$50,000 to \$74,999	805	18.5%	6,255	18.9%	8,830	18.5%	
HH Income \$35,000 to \$49,999	415	9.6%	3,460	10.4%	4,703	9.8%	
HH Income \$25,000 to \$34,999	607	14.0%	3,913	11.8%	5,032	10.5%	
HH Income \$15,000 to \$24,999	724	16.6%	4,204	12.7%	5,164	10.8%	
HH Income \$10,000 to \$14,999	476	10.9%	2,453	7.4%	2,761	5.8%	
HH Income Under \$10,000	440	10.1%	3,537	10.7%	4,637	9.7%	
Household Vehicles (2025)							
Households 0 Vehicles Available	583	13.4%	3,107	9.4%	3,701	7.7%	
Households 1 Vehicle Available	1,886	43.4%	13,402	40.4%	17,886	37.4%	
Households 2 Vehicles Available	1,219	28.0%	9,759	29.4%	15,383	32.2%	
Households 3 or More Vehicles Available	660	15.2%	6,888	20.8%	10,838	22.7%	
Total Vehicles Available	6,526		56,509		86,141		
Average Vehicles per Household	1.5		1.7		1.8		
Owner-Occupied Household Vehicles	3,370	51.6%	31,372	55.5%	55,193	64.1%	
Average Vehicles per Owner-Occupied Household	1.9		2.1		2.2		
Renter-Occupied Household Vehicles	3,156	48.4%	25,137	44.5%	30,948	35.9%	
Average Vehicles per Renter-Occupied Household	1.2		1.4		1.4		
Travel Time (2025)							
Worker Base Age 16 years or Over	3,822		34,693		51,623		
Travel to Work in 14 Minutes or Less	1,818	47.6%	14,733	42.5%	19,233	37.3%	
Travel to Work in 15 to 29 Minutes	1,148	30.0%	12,781	36.8%	20,145	39.0%	
Travel to Work in 30 to 59 Minutes	451	11.8%	3,148	9.1%	4,794	9.3%	
Travel to Work in 60 Minutes or More	54	1.4%	1,398	4.0%	2,280	4.4%	
Work at Home	351	9.2%	2,634	7.6%	5,171	10.0%	
Average Minutes Travel to Work	14.6		14.9		15.8		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.3059/-106.7768

Loretto Towne Centre							
Las Cruces, NM 88001							
Transportation To Work (2025)							
Worker Base Age 16 years or Over	3,822		34,693		51,623		
Drive to Work Alone	2,659	69.6%	25,667	74.0%	37,797	73.2%	
Drive to Work in Carpool	495	13.0%	4,061	11.7%	5,804	11.2%	
Travel to Work by Public Transportation	108	2.8%	325	0.9%	491	1.0%	
Drive to Work on Motorcycle	-	-	1	-	1	-	
Bicycle to Work	118	3.1%	529	1.5%	702	1.4%	
Walk to Work	19	0.5%	996	2.9%	1,092	2.1%	
Other Means	72	1.9%	481	1.4%	565	1.1%	
Work at Home	351	9.2%	2,634	7.6%	5,171	10.0%	
Daytime Demographics (2025)							
Total Businesses	1,343		4,459		5,591		
Total Employees	10,249		37,803		47,874		
Company Headquarter Businesses	48	3.6%	152	3.4%	170	3.0%	
Company Headquarter Employees	1,038	10.1%	3,093	8.2%	3,374	7.0%	
Employee Population per Business	7.6	to 1	8.5	to 1	8.6	to 1	
Residential Population per Business	7.0	to 1	18.0	to 1	21.1	to 1	
Adj. Daytime Demographics Age 16 Years or Over	14,127		68,176		91,315		
Labor Force							
Labor Population Age 16 Years or Over (2025)	7,700		65,392		95,560		
Labor Force Total Males (2025)	3,773	49.0%	32,912	50.3%	47,432	49.6%	
Male Civilian Employed	2,043	54.1%	18,358	55.8%	27,090	57.1%	
Male Civilian Unemployed	205	5.4%	1,355	4.1%	1,761	3.7%	
Males in Armed Forces	-	-	181	0.5%	228	0.5%	
Males Not in Labor Force	1,526	40.4%	13,018	39.6%	18,352	38.7%	
Labor Force Total Females (2025)	3,927	51.0%	32,479	49.7%	48,128	50.4%	
Female Civilian Employed	1,779	45.3%	16,342	50.3%	24,540	51.0%	
Female Civilian Unemployed	200	5.1%	966	3.0%	1,527	3.2%	
Females in Armed Forces	-	-	138	0.4%	260	0.5%	
Females Not in Labor Force	1,948	49.6%	15,034	46.3%	21,801	45.3%	
Unemployment Rate	404	5.3%	2,321	3.5%	3,288	3.4%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	3,822		34,693		51,623		
Occupation Total Males	2,043	53.5%	18,351	52.9%	27,083	52.5%	
Occupation Total Females	1,779	46.5%	16,342	47.1%	24,540	47.5%	
Management, Business, Financial Operations	360	9.4%	3,078	8.9%	5,939	11.5%	
Professional, Related	1,118	29.2%	10,792	31.1%	16,512	32.0%	
Service	923	24.2%	7,658	22.1%	11,001	21.3%	
Sales, Office	707	18.5%	6,746	19.4%	9,680	18.8%	
Farming, Fishing, Forestry	21	0.6%	380	1.1%	460	0.9%	
Construction, Extraction, Maintenance	304	8.0%	2,612	7.5%	3,509	6.8%	
Production, Transport, Material Moving	388	10.2%	3,426	9.9%	4,523	8.8%	
White Collar Workers	2,185	57.2%	20,617	59.4%	32,131	62.2%	
Blue Collar Workers	1,637	42.8%	14,077	40.6%	19,493	37.8%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.3059/-106.7768

Loretto Towne Centre		1 mi radius		3 mi radius		5 mi radius	
Las Cruces, NM 88001							
Units In Structure (2025)							
Total Units	4,348		33,156		47,809		
1 Detached Unit	2,294	52.8%	17,111	51.6%	27,349	57.2%	
1 Attached Unit	123	2.8%	1,189	3.6%	1,637	3.4%	
2 Units	318	7.3%	1,477	4.5%	1,635	3.4%	
3 to 4 Units	317	7.3%	2,309	7.0%	2,795	5.8%	
5 to 9 Units	258	5.9%	1,727	5.2%	2,216	4.6%	
10 to 19 Units	310	7.1%	2,444	7.4%	2,831	5.9%	
20 to 49 Units	178	4.1%	1,193	3.6%	1,373	2.9%	
50 or More Units	100	2.3%	1,035	3.1%	1,240	2.6%	
Mobile Home or Trailer	450	10.3%	4,649	14.0%	6,705	14.0%	
Other Structure	-	-	21	-	29	-	
Homes Built By Year (2025)							
Homes Built 2020 or later	97	2.0%	1,116	3.0%	2,064	3.9%	
Homes Built 2010 to 2019	311	6.3%	2,780	7.5%	5,168	9.7%	
Homes Built 2000 to 2009	547	11.1%	5,565	14.9%	9,875	18.5%	
Homes Built 1990 to 1999	321	6.5%	3,957	10.6%	5,872	11.0%	
Homes Built 1980 to 1989	757	15.3%	6,538	17.6%	8,652	16.2%	
Homes Built 1970 to 1979	541	10.9%	5,243	14.1%	7,005	13.1%	
Homes Built 1960 to 1969	349	7.1%	3,055	8.2%	3,617	6.8%	
Homes Built 1950 to 1959	648	13.1%	2,916	7.8%	3,240	6.1%	
Homes Built 1940 to 1949	147	3.0%	493	1.3%	632	1.2%	
Homes Built Before 1939	628	12.7%	1,491	4.0%	1,685	3.2%	
Median Age of Homes	49.7	yrs	40.6	yrs	37.1	yrs	
Home Values (2025)							
Owner Specified Housing Units	1,757		15,063		25,671		
Home Values \$1,000,000 or More	22	1.2%	258	1.7%	432	1.7%	
Home Values \$750,000 to \$999,999	15	0.8%	203	1.3%	528	2.1%	
Home Values \$500,000 to \$749,999	33	1.9%	758	5.0%	1,582	6.2%	
Home Values \$400,000 to \$499,999	56	3.2%	614	4.1%	2,144	8.4%	
Home Values \$300,000 to \$399,999	225	12.8%	1,755	11.7%	4,176	16.3%	
Home Values \$250,000 to \$299,999	93	5.3%	1,569	10.4%	3,201	12.5%	
Home Values \$200,000 to \$249,999	229	13.0%	2,500	16.6%	3,654	14.2%	
Home Values \$175,000 to \$199,999	157	8.9%	1,173	7.8%	1,626	6.3%	
Home Values \$150,000 to \$174,999	202	11.5%	1,744	11.6%	2,204	8.6%	
Home Values \$125,000 to \$149,999	141	8.0%	595	3.9%	809	3.2%	
Home Values \$100,000 to \$124,999	286	16.3%	1,367	9.1%	1,752	6.8%	
Home Values \$90,000 to \$99,999	34	2.0%	140	0.9%	185	0.7%	
Home Values \$80,000 to \$89,999	40	2.3%	337	2.2%	486	1.9%	
Home Values \$70,000 to \$79,999	40	2.3%	253	1.7%	333	1.3%	
Home Values \$60,000 to \$69,999	16	0.9%	90	0.6%	119	0.5%	
Home Values \$50,000 to \$59,999	22	1.2%	149	1.0%	186	0.7%	
Home Values \$35,000 to \$49,999	33	1.9%	159	1.1%	239	0.9%	
Home Values \$25,000 to \$34,999	62	3.5%	393	2.6%	479	1.9%	
Home Values \$10,000 to \$24,999	27	1.5%	651	4.3%	942	3.7%	
Home Values Under \$10,000	26	1.5%	357	2.4%	592	2.3%	
Owner-Occupied Median Home Value	\$180,495		\$217,958		\$254,480		
Renter-Occupied Median Rent	\$694		\$797		\$831		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.3059/-106.7768

Loretto Towne Centre Las Cruces, NM 88001		1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure		\$297.45 M	\$2.53 B	\$4.01 B
Total Non-Retail Expenditure		\$141.55 M	\$1.21 B	\$1.93 B
Total Retail Expenditure		\$155.9 M	\$1.32 B	\$2.08 B
Alcoholic Beverages		\$1.75 M	\$15.01 M	\$24.05 M
Apparel		\$5.52 M	\$47.07 M	\$74.46 M
Contributions		\$8.24 M	\$72.08 M	\$118.79 M
Education		\$6.12 M	\$53.14 M	\$86.54 M
Entertainment		\$17.23 M	\$146.86 M	\$231.83 M
Food Away From Home		\$12.97 M	\$110.8 M	\$175.9 M
Grocery		\$23.33 M	\$193.69 M	\$292.44 M
Health Care		\$27.3 M	\$210.64 M	\$310.25 M
Household Furnishings and Equipment		\$7.72 M	\$66.13 M	\$105.43 M
Household Operations		\$5.74 M	\$48.69 M	\$76.43 M
Miscellaneous Expenses		\$5 M	\$42.87 M	\$68.21 M
Personal Care		\$4.38 M	\$36.63 M	\$55.93 M
Shelter		\$54.34 M	\$450.24 M	\$683.04 M
Tax and Retirement		\$50.98 M	\$461.55 M	\$809.74 M
Tobacco and Related		\$2.28 M	\$18.22 M	\$25.88 M
Transportation		\$47.64 M	\$415.09 M	\$661.36 M
Utilities		\$16.9 M	\$139.98 M	\$210.51 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure		\$5,701	\$6,356	\$6,991
Total Non-Retail Expenditure		\$2,713 47.6%	\$3,034 47.7%	\$3,359 48.0%
Total Retail Expenditures		\$2,988 52.4%	\$3,322 52.3%	\$3,632 52.0%
Alcoholic Beverages		\$33 0.6%	\$38 0.6%	\$42 0.6%
Apparel		\$106 1.9%	\$118 1.9%	\$130 1.9%
Contributions		\$158 2.8%	\$181 2.9%	\$207 3.0%
Education		\$117 2.1%	\$134 2.1%	\$151 2.2%
Entertainment		\$330 5.8%	\$369 5.8%	\$404 5.8%
Food Away From Home		\$249 4.4%	\$278 4.4%	\$307 4.4%
Grocery		\$447 7.8%	\$487 7.7%	\$510 7.3%
Health Care		\$523 9.2%	\$529 8.3%	\$541 7.7%
Household Furnishings and Equipment		\$148 2.6%	\$166 2.6%	\$184 2.6%
Household Operations		\$110 1.9%	\$122 1.9%	\$133 1.9%
Miscellaneous Expenses		\$96 1.7%	\$108 1.7%	\$119 1.7%
Personal Care		\$84 1.5%	\$92 1.4%	\$97 1.4%
Shelter		\$1,042 18.3%	\$1,132 17.8%	\$1,191 17.0%
Tax and Retirement		\$977 17.1%	\$1,160 18.3%	\$1,411 18.3%
Tobacco and Related		\$44 0.8%	\$46 0.7%	\$45 0.6%
Transportation		\$913 16.0%	\$1,043 16.4%	\$1,153 16.5%
Utilities		\$324 5.7%	\$352 5.5%	\$367 5.2%