

# RETAIL MARKET ANALYSIS

WEST CENTRAL DISTRICT  
ALBUQUERQUE, NEW MEXICO

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## INTRODUCTION

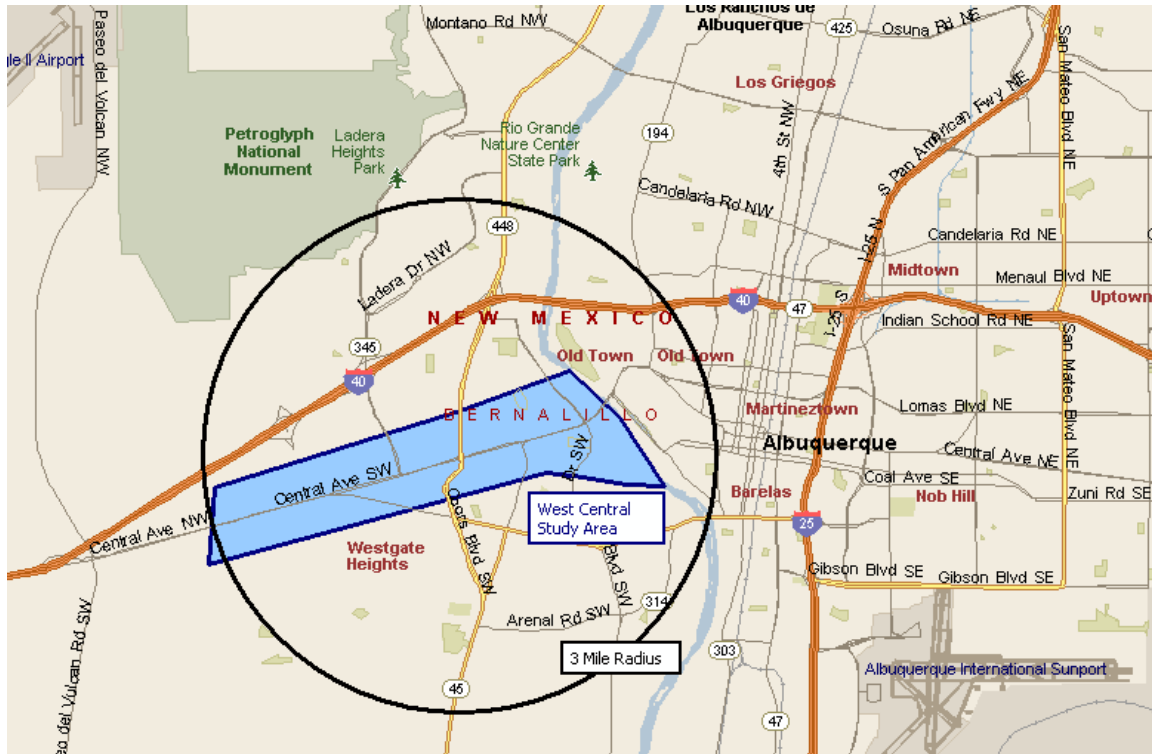


Figure 1: The West Central Albuquerque study area lies 1.5 miles west of the Central Business District.

### Executive Summary

This study finds that Albuquerque's West Central neighborhoods can presently support an additional 161,700 square feet of additional retail and restaurant development, generating over \$38.9 million in new sales. By 2015 the study area can expand to 185,800 square feet of new commercial growth, generating \$49.8 million in sales.

Albuquerque's West Central district is based on and branded by "America's Mother Road", Route 66 (Central Avenue). This study area stretches from the sparse rural western edge near Interstate 40, to the dense urban eastern edge ending at the Central Avenue Bridge over the Rio Grande River. New commercial growth along this five mile retail strip has been concentrated in the western half of the study area, supported by the housing expansion on Albuquerque's southwest mesa just to the south. As residential growth seized up over the last two years, commercial development has also grinded to a halt in the general study area. This is best exemplified by the vacant speculative commercial centers located at Central Avenue and Unser Boulevard, and the vacant (but completely developed) community center, Unser Crossing, also at the intersection of Unser Boulevard and Route 66.

The eastern portion of the study area is characterized by older retail and service businesses, and supported by the urban neighborhoods which are contiguous to it. This older discount-orientated strip creates a perceptual barrier dissuading consumers in the more affluent areas of central Albuquerque from traveling up the hill to the western half.



*Figure 2: The western boundary of the West Central Study Area is branded with the historic Route 66 logo, a theme common along Central Avenue throughout Albuquerque.*

As the effects of the national housing crisis subside in the Albuquerque market, and financing for commercial projects ease, it is likely that the new supportable retail development found in this study will fill the existing speculative developments near Unser Boulevard, which froze up during the financial crises of 2009-2010.

This study further finds that the West Central study area has a primary trade area population of 98,500 persons, increasing to 112,500 persons by 2015. The projected annual growth rate is an aggressive 2.68 percent, exceeding both the State and National levels. Average household income in the primary trade area is \$53,600, lower than both the City and State averages. The District's per capita income (\$17,800) is also lower than the City and State levels. The primary trade area has a weak labor base of 13,121 employees, with 54 percent holding white collar positions.

The supportable 2010 retail stretches across the gamut of retail categories, including: 66,500 square feet of General Merchandise, 16,300 square feet of Electronics, Appliances, and Computers, 15,300 square feet of Food and Restaurants, 12,900 square feet of Sporting Goods, Hobby, Books, and Music Stores, 12,200 square feet of Health Care and Personal Services, 11,700 square feet of Apparel, Shoes and Accessories, 11,300 square feet of Hardware, Lawn and Garden stores, 7,700 square feet of Miscellaneous Retailers, 6,200 square feet of Home Furnishings, and 1,600 square feet of Food and Beverage stores. See Table 6 for a detailed breakdown of the study area's supportable retail categories and sales potentials.

## **Background**

Gibbs Planning Group Inc. (GPG) has been retained by Strata Design, LLC to conduct a retail feasibility analysis of the West Central commercial area. The study area is located on the western edge of the City of Albuquerque along Route 66, and includes dense, older urban neighborhoods, low density fringe rural development, and new production home residential subdivisions on the southwest mesa. The population of the primary study area is concentrated along Central Avenue, north of Arenal Road. The growth potential of the primary trade area is found in the southwest mesa area, along Dennis Chavez Boulevard.

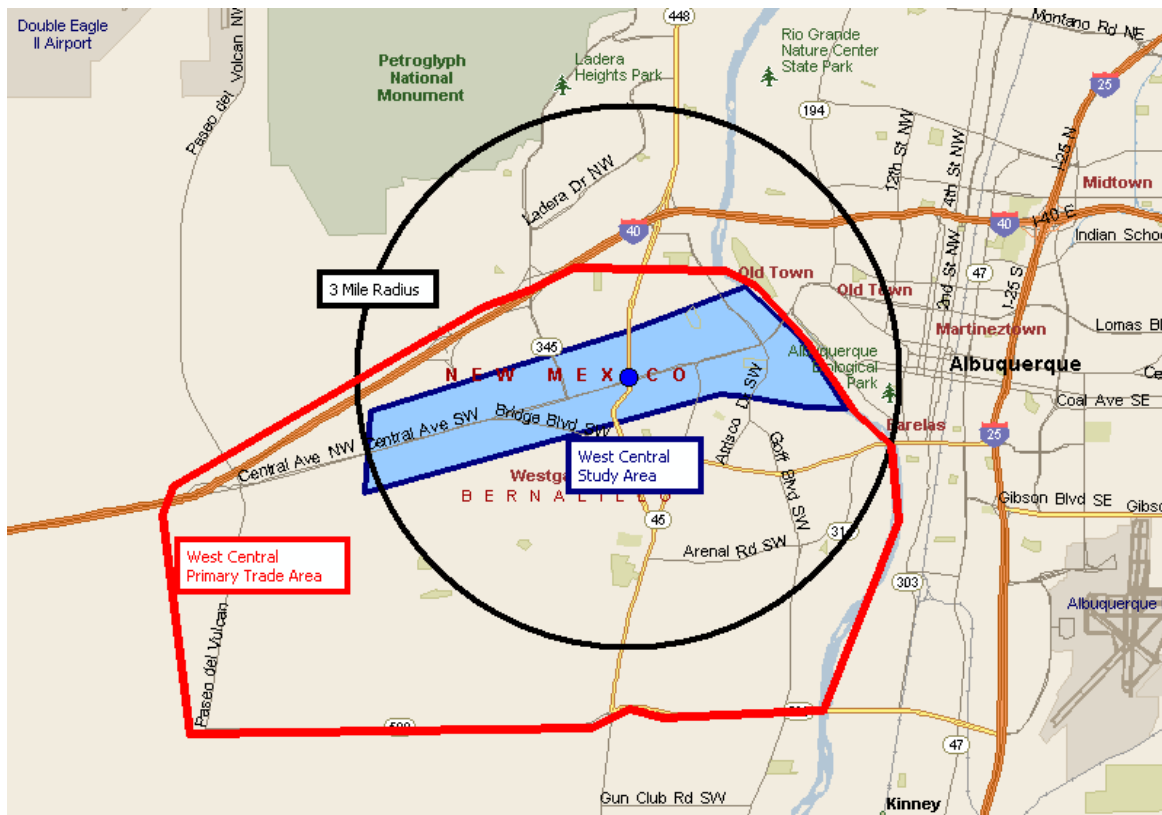


Figure 3: Consumers in the primary trade area account for 70 to 80 percent of the business generated in the study area.

Although the consumer base of the West Central neighborhood has below average household incomes, Albuquerque's southwest mesa is primed for strong residential growth leading to commercial expansion.

The following issues were addressed by GPG in this study:

- What is the existing and planned retail market in the West Central study and trade areas?
- What is the trade area that would be served by the study area?
- What are the population, demographic and lifestyle characteristics in the trade areas, currently and projected for 2015?
- What is the current and projected growth for retail expenditures, now and for the next five years?
- How much additional retail square footage is supportable in the West Central study area and what retail uses should be encouraged? What sales volumes can be achieved by new development in or near the Study Area?



Figure 4: The West Central Study Area is a transitional corridor, from very rural and suburban subdivisions on the western edge, to dense urban neighborhoods on the eastern edge.

### Methodology

To address the above issues, GPG conducted a detailed evaluation of most major existing shopping centers and retail concentrations in and surrounding the defined study area, including the primary and secondary trade areas. This evaluation was conducted during the week of September 19<sup>th</sup>, 2010. During this evaluation, GPG thoroughly visited and evaluated most major and planned retail concentrations in the area.

GPG visited the area during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational patterns and traffic patterns throughout the study area. GPG then defined a trade area that would serve the retail in the study area based on the field evaluation, geographical and topographical considerations, traffic access/flow in the area, relative retail strengths and weakness of the competition, concentrations of daytime employment, and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the US Bureau of the Census, US Bureau of Labor Statistics, InfoUSA, ESRI, CCIM, STDB, Claritas, and COSTAR, and updated based on information gathered from local planning sources.

Finally, based on the projected consumer expenditure capture (demand) in the West Central study area of the gross consumer expenditure by retail category less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary and secondary trade areas, existing and known planned retail competition, traffic and retail gravitational patterns, and GPG's qualitative assessment of the West Central study area. Net potential captured consumer expenditure (gap) is equated to potential retail development square footage with the help of retail sales per square foot data provided by *Dollars and Cents of Shopping Centers*



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(Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism of the West Central study area.



*Figure 5: The Unser Crossing project has all of the underground developed for a 600,000 square foot community center, including roads, street lighting, water detention basins, and sewer water hookups, but has no vertical construction, and advertises no preleased tenants.*

For the purposes of this study GPG has assumed the following:

- Other major community retail centers may be planned or proposed, but only the existing retail is considered at this time. The quality of the existing retail trade in the study area is projected to remain constant. Gains in future average retail sales per square foot reflect higher sales per square foot in the newly developed retail and selected projected increases in sales per square foot by individual retail categories.
- No other major regional retail centers will be developed within the trade area of this study until 2015.
- The West Central study area is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
- Annual population growth for West Central is estimated to be 2.68 percent throughout the five year period of this study.
- Employment distribution is considered to remain constant, without a spike or decline in employment by NAICS categories.
- The projected lease and vacancy rates model is based on the proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the US Census Bureau, Experian, ESRI, COSTAR Group, Inc., LOOPNET, and local brokerage services.



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- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
  - Any new construction in the West Central study area will be planned, designed, built and managed to the best practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers and The Urban Land Institute.
  - Parking for new projects will meet or exceed the minimum requirements of the City, with easy access to the retailers in the development via on-street, surface lots, or deck parking.
  - Visibility of any new retail is also assumed to be very good, with signage as required to assure easy visibility of the retailers.
  - Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

### **Limits of Study**

The findings of this study represent GPG's best estimates for the amounts and types of retail projects that should be supportable in the study area. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives.

No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of September 23<sup>th</sup>, 2010, and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted.

Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study ***should not*** be the sole basis for programming, planning, designing, financing or development of any commercial center. This study is intended for the use of Strata Design and the City of Albuquerque, for general planning purposes only, and is void for other site locations or developers.

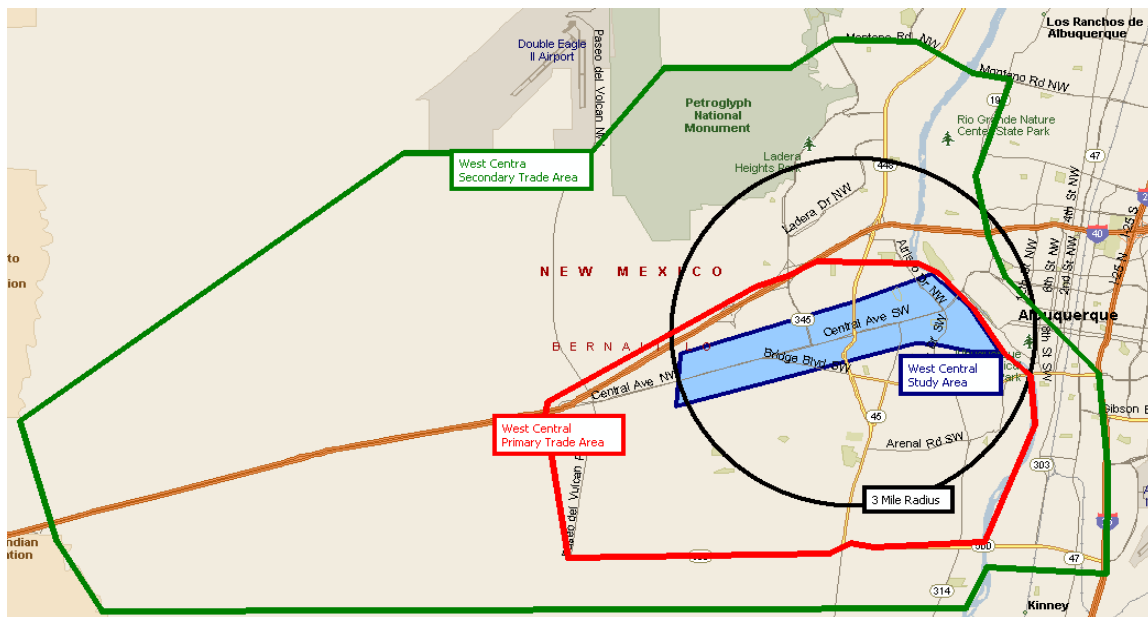


Figure 6: The West Central primary trade area is shown above inside the red line, and the total trade area is delineated by the green line.

## Trade Area

Based on GPG's field evaluation, the existing retail hubs, population clusters, highway access, and the retail gravitation in the market, as well as our experience defining trade areas for similar communities throughout the United States, it was determined that retail in the West Central study area is a growing community which is generating demand to support a wide variety of additional neighborhood and community scale retailers. This potential will continue to grow over the next five years, sustained by an annual population growth rate of 2.68 percent.

The primary trade area is the consumer market where the West Central study area has a significant competitive advantage because of access, design, lack of competition, and traffic and commute patterns. This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers in the study area. The secondary trade area is the consumer market which provides some capture of consumer expenditure, but the study area does not hold the position of supremacy in this market as it does in the primary trade area. The primary trade area of the West Central district will continue to expand south as residential growth continues to expand on the southwest mesa.

GPG defined a primary trade area by topography, vehicular access and residential growth patterns which will account for 70 to 80 percent of the total sales of the retailers in the West Central study area. Due to the strong gravitational pull of Albuquerque's central city, limited access across the Rio Grande River, and competing shopping destinations, GPG finds that the West Central study area's primary trade area is bound by the River. Residents and workers living east of the river will likely patronize the West Central District on a business by business basis and have been factored into the total trade area supply (demand) demographic model (see below).

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The primary trade area is approximately delineated by the following borders:

- The Rio Grande River to the east.
- Rio Bravo and Dennis Chavez Boulevards to the south.
- The western boundary of 114<sup>th</sup> Street.
- Interstate 40 and Fortuna Road to the north.

### Demographic Characteristics

Using data from ESRI (Environmental Systems Research Institute), Experian, and Claritas, GPG obtained the population and demographic characteristics, present (2010) and projected for 2015, for the defined trade areas, as well as national and statewide statistics.

The West Central primary trade area has an estimated 2010 population of 98,575 persons, which is projected to grow to 112,500 by 2015, a 14.1 percent projected increase over the total five-year period (2010-2015). This annual growth rate is much greater than the Albuquerque, New Mexico or National levels.

The number of households in the primary trade area is currently estimated at 32,660, holding 3.01 persons per household, and is projected to increase to 37,540 by 2015, a 14.9 percent total increase over the five year period of 2010-2015. A small decline in persons per household, from 3.01 to 2.99 over the next five years, is the cause of the imbalance in the percent gain of households over population. Approximately 68.7 percent of households are owner-occupied, a number which is projected to decrease by 0.5 percent in 2015.

**Table 1: Demographic Comparisons**

Characteristics	Primary Trade Area	New Mexico	U.S.
2010 Population	98,575	2,080,039	311,212,863
2015 Population	112,500	2,210,786	323,209,391
2010-2015 Projected Annual Growth Rate	2.68%	1.23%	0.76%
Persons Per Household 2010	3.01	2.59	2.59
2010 Median Household Income	\$45,790	\$44,427	\$54,442
2010 Per Capita Income	\$17,790	\$21,972	\$26,739
% Households w. incomes \$75,000 or higher	20.9%	24.2%	32.9%
% White	48.6%	64.3%	71.9%
% Hispanic	80.7%	45.3%	16.2%
Median Age	29.6	35.7	37.0
% White-Collar Employed	53.8%	60.4%	61.6%

*Table 1: This side-by-side table compares and contrasts primary trade area demographic statistics with those of New Mexico and the United States.*

As shown in Table 1, the median household income (\$45,790) in the trade area is greater than the New Mexico level, but less than the National number. The Average Household Income by Census Tract map in the appendix of this report depicts similar

incomes across the primary trade area, with a slight increase in census tract 47.13, found in the neighborhoods between 98<sup>th</sup> and 114<sup>th</sup> Streets.

The median age, 29.6 years, is younger than the State (35.7) and National levels (37.0). This median age statistic has increased by 0.8 years since the 2000 Census. The statistic is projected to continue to rise slowly to 29.8 by 2015.

There are found to be relatively few jobs in the West Central primary trade area (13,120), however, 36,020 members of the population who live in the District are employed. Employment in the primary trade area is focused in the Service, Retail, Construction and Transportation sectors.

Ethnically, the trade area is mostly of Hispanic origin, 80.7 percent, a higher percentage than either the State or National averages. The Hispanic population is projected to increase through 2015, rising slightly to the level of 81.6 percent.


Persons-per-household in the West Central trade area (3.01) is greater than the National and State averages (2.59). This higher level is a result of the concentration of family-orientated demographic groups.




### **Tapestry Lifestyles**

ESRI has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census Block Group level throughout the United States and are used by many national retailers to help determine future potential locations.

The following Table 2 details the top Tapestry Lifestyles found in the primary West Central District trade area.

**Table 2: Tapestry Lifestyles**

Lifestyle	Trade Area Statistics	Short Description
 Industrious Urban Fringe	Population 49,978  Median HH Income \$42,901  57.0% West Central Study Area Market Share  1.5% National Market Share	Family is central to <i>Industrious Urban Fringe</i> neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households. Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirt neighborhoods.

Lifestyle	Trade Area Statistics	Short Description
 <p>Southwestern Families</p>	<p>Population 16,561</p> <p>Median HH Income \$27,327</p> <p>15.2% West Central Study Area Market Share</p> <p>1.0% National Market Share</p>	<p>The median household income for <i>Southwestern Families</i> is \$27,327. They carefully budget their income month to month to pay for the upkeep of their homes and families. Approximately 10 percent of the households receive Supplemental Security Income; 10 percent receive public assistance. With little chance to save, their median net worth is \$22,981. Linguistic isolation remains prevalent among recent arrivals and the older generations. Educational attainment levels are low in this market; 57 percent of the residents aged 25 years and older have not graduated from high school. Most employed residents work in blue-collar and service jobs. Higher-than average proportions of employed residents work in the construction, accommodation/food services, administrative and other services, agricultural, and mining industry sectors. The unemployment rate of 15 percent is high.</p>
 <p>Up and Coming Families</p>	<p>Population 11,040</p> <p>Median HH Income \$77,444</p> <p>10.1% West Central Study Area Market Share</p> <p>3.5% National Market Share</p>	<p>At the beginning of their careers, <i>Up and Coming Families</i> residents are earning above-average income but have not had time to accumulate much wealth. The median household income is \$77,444, well above the national median. The median net worth is \$162,486. Nearly two-thirds of residents aged 25 years and older have a degree or some college credits. Labor force participation is well above average at 73 percent, and unemployment is low. Understandably, 91 percent of households derive income from wage and salary compensation. Although half of the households have children, they also have working parents.</p>
 <p>NeWest Residents</p>	<p>Population 5,915</p> <p>Median HH Income \$27,180</p> <p>5.8% West Central Study Area Market Share</p> <p>0.9% National Market Share</p>	<p>The <i>NeWest Residents</i> market possesses the third largest average family size (4.03) of all the Community Tapestry segments. Families dominate this market. Children are present in 54 percent of the households, either in married-couple families or single-parent families. Another 19 percent of the households are composed of married-couple families with no children living at home as well as other families. This segment is the fifth youngest of all the Community Tapestry segments, with a median age of 25.5 years. Dependent children are 36 percent of the population; 38 percent of householders are younger than 35 years of age. Approximately half of this young population is foreign born, more than half of whom have arrived in the United States in the last 10 years.</p> <p>Hispanic cultures are predominant in this family-oriented segment. More than three-fourths of the residents are Hispanic. Two fifths of residents are white, approximately two-fifths are other races populations (second highest of all Community Tapestry segments), and 6 percent are multiracial populations (two times that of the national level). This market is one of the top five most diverse of all Community Tapestry.</p>


Lifestyle	Trade Area Statistics	Short Description
 <p>Inner City Tenants</p>	<p>Population 5,224</p> <p>Median HH Income \$32,492</p> <p>3.6% West Central Study Area Market Share</p> <p>1.5% Nation Market Share</p>	<p><i>Inner City Tenants</i> residents are a microcosm of urban diversity; their population is represented primarily by white, black, and Hispanic cultures. Twenty-nine percent of the residents are Hispanic. This multicultural market is younger than average, with a median age of 27.9 years. The household composition also reflects their youth. Composed of a mix of household types, 34 percent of households are single person, 28 percent are married-couple families, 21 percent are single parent families, and 10 percent are shared housing. Turnover is high in these neighborhoods because many individuals are enrolled in nearby colleges and work part-time. These neighborhoods are also a stepping-stone for recent immigrants, with an annual population growth of 0.72 percent.</p>

Table 2: The top five Tapestry Lifestyle groups, shown above, depict clusters of young families with children in the primary trade area.

The most common trade area tapestry lifestyle group is the “*Industrious Urban Fringe*” group, representing 50.7 percent of all households in the primary trade area. Approximately half of the *Industrious Urban Fringe* households are located in the West; 40 percent are in the South. States with the highest household concentrations are California, Texas, and Florida. Single-family dwellings are the dominant household structure in these neighborhoods. Living farther out from urban centers allows many to find the space for an affordable home in which to raise their families.

The large average household size of 3.42 found in the “*Industrious Urban Fringe*” community lowers the amount of discretionary income compared to segments with similar income. Settled on the fringe of metropolitan cities, these households take advantage of the proximity to metropolitan cities to pursue employment opportunities. These residents rely mainly on work in the manufacturing, construction, retail trade and service industry sectors for their livelihood. Educational attainment levels are lower than U.S. levels, and the unemployment rate is higher.

*Industrious Urban Fringe* households balance their budgets carefully. Mortgage payments take priority. They shop at Walmart, Kmart, Target, and other major discount stores for baby and children’s products. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents. They often have a second phone line at home and purchase various phone services. They enjoy watching movies, both at theaters and at home. It’s quite common for them to make multiple visits to a movie theater in a month. Newspapers and magazines are not the best media to reach the *Industrious Urban Fringe* households. Television and radio are more effective. Residents watch television just as much as average U.S. householders but subscribe to cable less often. They listen to the radio frequently, tuning in to contemporary hit and Hispanic stations.



The Industrious Urban Fringe household seeks value-orientated retailers such as dollar stores, Walmart, and Payless shoes to meet the pressing demands of their large households. They tend to also prepare most meals at home, and are price sensitive when shopping for groceries. They dine out less often than average households, but when they do dine out, they seek fast food, pizza or value- orientated family style restaurants.

### Tapestry Lifestyles Segmentation

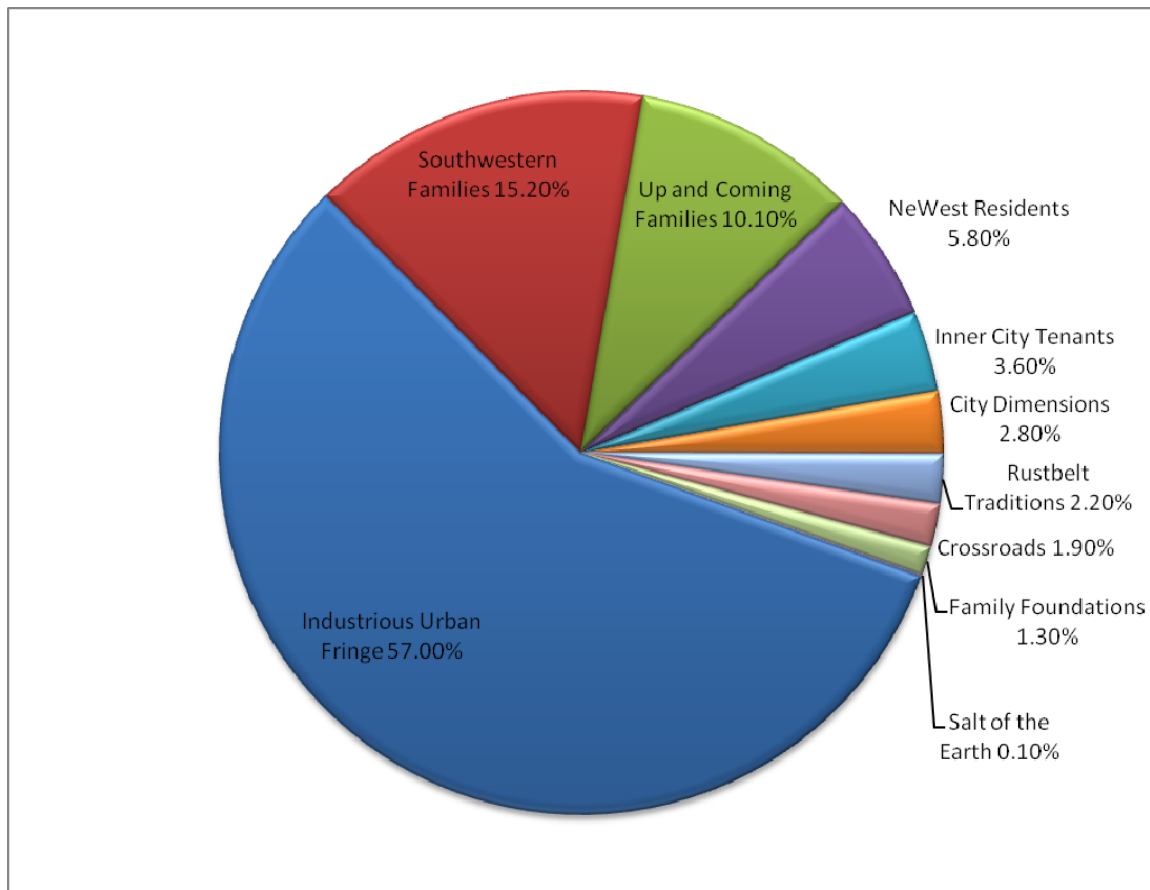


Figure 7: This pie chart shows the relative proportions of the top ten Tapestry Lifestyle segments found in the West Central primary trade area.

### Employment Base

The employment picture found in the study area reflects a service and retail foundation, with elevated levels of construction and transportation. Over 37.6 percent of employment found in the District is generated in the service sector.

As shown in the following Table 3, the bulges in the Retail and Construction sectors is at the expense of jobs in the Services, Finance, and Government sector. Under-representation in these segments of the economy explains the lower levels of white collar employment found in the trade area.

**Table 3: Employment in the Primary Trade Area by Sector**

Sector	Primary Trade Area	New Mexico	U.S.
Agriculture and Mining	0.4%	3.7%	1.5%
Construction	8.5%	5.9%	4.5%
Manufacturing	7.7%	4.6%	9.7%
Transportation	8.5%	2.2%	3.0%
Communication	0.2%	0.8%	0.9%
Utility	0.1%	0.8%	0.6%
Wholesale Trade	3.9%	3.4%	5.4%
Retail Trade	25.2%	19.2%	19.8%
Finance, Insurance and Real Estate	2.8%	5.4%	7.0%
Services	37.6%	43.7%	40.4%
Government	4.5%	10.1%	6.7%
Other	0.5%	0.2%	0.4%

*Table 3: Retail, Construction, Transportation, and Government employment in the West Central District are greater than State or National levels.*

## TRADE AREA CHARACTERISTICS

### Location

The West Central District's primary trade area is defined by natural and artificial features. The Rio Grande River to the east and the undeveloped plains to the west delineate two borders of the primary trade area. The northern boundary consists of Interstate 40 west of Unser Boulevard. The eastern half of the northern frontier is a midpoint between Central Avenue and the Interstate 40/Coors Boulevard community retail cluster. The southern limit is Rio Bravo Boulevard/Dennis Chavez Boulevard, which defines the current boundary of residential development on the southwest mesa.

### Access

Regional linkage to the West Central study area is excellent, with multiple interchanges (Coors Boulevard, Unser Boulevard, 98<sup>th</sup> Street, Nolasco Road, Paseo del Volcan, and Central Avenue) along Interstate 40.

Local circulation to neighboring communities is also easy, with the main north-south connector being Coors Boulevard, which parallels the Rio Grande throughout Albuquerque. Eastern traffic flows are somewhat restricted by the limited number of local bridges crossing the Rio Grande. The three trade area east-west crossings are at Central Avenue, Bridge Boulevard, and Rio Bravo Boulevard

High traffic volumes seen in Table 4 depict the impact of the limited employment base inside of the West Central District. Morning traffic flows out of the district, created by the

imbalance of jobs in the study area versus employees in the study area who commute to outside of it, along Central Avenue, Bridge Boulevard and the Rio Bravo Boulevard, which sometimes produce bottlenecks at the bridges. The traffic counts in the area are provided by DataMetrix/MPSI Systems Inc., and are measured in terms of Average Daily Traffic Volume (two-way), as shown below.

**Table 4: Traffic Counts, 2010**

<b>Location</b>	<b>Traffic Count, AADT</b>	<b>Year</b>
Central Avenue at Atrisco Drive	50,823	2010
Central Avenue just east of Unser Boulevard	24,300	2010
Central Avenue just west of Unser Boulevard	23,000	2010
Central Avenue just east of Coors Boulevard	32,200	2010
Central Avenue just west of Coors Boulevard	21,000	2010
Coors Boulevard just north of Central Avenue	37,000	2010
Coors Boulevard just south of Central Avenue	36,400	2010
Unser Boulevard just north of Central Avenue	19,900	2010
Unser Boulevard just south of Central Avenue	9,300	2010
Coors Boulevard at Interstate 40 junction	48,700	2010
Unser Boulevard at Interstate 40 junction	39,400	2010
Coors Boulevard at Arenal Road	15,900	2010
Central Avenue at 98 <sup>th</sup> Street	25,500	2010
Bridge Boulevard at the Rio Grande River	29,900	2010
Rio Bravo Boulevard at the Rio Grande River	35,000	2010
Interstate 40 at Coors Boulevard	74,900	2010

*Table 4: The traffic chart shows heavier traffic around the perimeter of the study area, rather than internally, caused by most workers commuting to neighboring communities for their employment.*

### **Other Shopping Areas**

As part of GPG's field evaluation, neighborhood, community and regional shopping centers near the West Central study area were visited to assess their retail appeal, strength of tenant mix, general maintenance, and accessibility. In addition to the onsite inspection of the most significant competing shopping concentrations to the study area, GPG used information from the *Directory of Major Malls, Inc.*

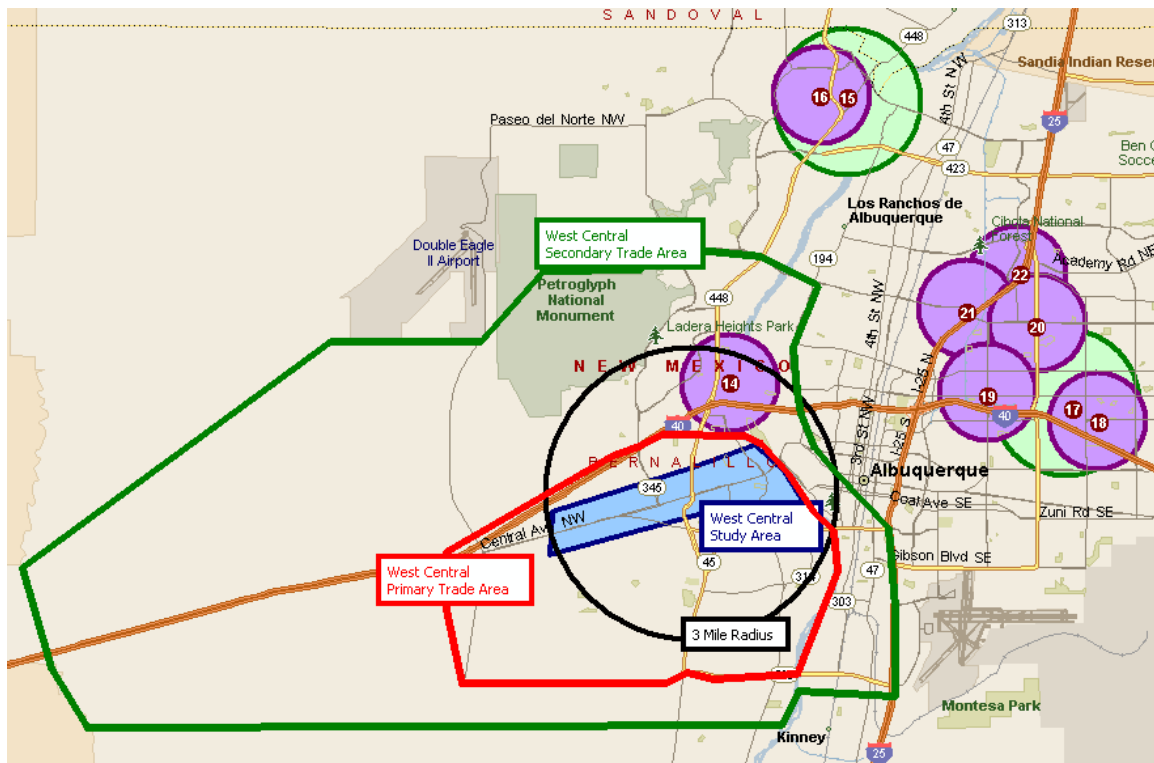


Figure 8: Regional and Community Retail Location Map. Community Centers are marked with purple rings; regional centers are indicated with green rings.

**Table 5: Existing Regional and Community Centers**

Map Designation	Retail Center Name	Map Designation	Retail Center Name
14	Coors/I-40 Retail Cluster	15	Cottonwood Mall
16	Cottonwood Corners	17	Coronado Mall
18	ABQ Uptown	19	Menard/Carlisle Center
20	Montgomery Plaza	21	Montano/I-25 Cluster
22	Shops @ 25		

Table 5: There are nine regional and community shopping concentrations competing with the West Central study area.

The strongest direct competition to the West Central Albuquerque District study area is the community and neighborhood concentrations found along Coors Boulevard, just north of the junction with Interstate 40, reaching past Ladera Drive. This sprawling assemblage of neighborhood and community centers is anchored by a Walmart Supercenter and a Home Depot store. Additional retail includes a dense collection of full and limited service restaurants. This retail cluster is hampered by being spread out over a two-plus-mile stretch of busy local highway (Coors Boulevard). Consumers who need

to shop at multiple stores are hampered by having to make multiple trips onto and off of busy Coors Boulevard while traveling from store to store.



*Figure 9: The Coors Boulevard/I-40 Community Retail Cluster stretches from I-40 north past Ladera Drive, requiring multiple jaunts onto Coors Boulevard to get from store to store.*

The Cottonwood Regional Mall, opening in 1996, has a gross leasable area of 1,041,000 square feet. This center is located between downtown Albuquerque and Rio Rancho, near the Intel manufacturing facility, which has over 5,200 employees. This enclosed two level mall offers a full range of more than 135 tenants, including anchors Dillard's, Macy's, JC Penney, Sears and a United Artists Theater. Along with the Cottonwood Corner community center featuring 600,000 square feet of additional retail, this cluster of community and regional retail creates a strong draw for consumer expenditure along the Coors Boulevard corridor, and northwestern Albuquerque.



*Figure 10: The Cottonwood Mall at Coors Boulevard and the Coors Bypass is the 2nd largest mall in Albuquerque at 1,041,000 square feet.*

The Coronado Regional Mall is located on the southwest corner of Menaul and Louisiana Boulevards. This General Growth Properties Inc., retail mecca was originally built in 1964. After five expansions over the course of the last 35 years, the mall currently has approximately 1,150,000 square feet of gross leasable area. The mall survived 25 years of direct competition from the now defunct Winrock Mall across Louisiana Boulevard, and came out with the best tenants including anchors Macy's, JCPenney, Sears, and Kohl's. The developer claims that this enclosed mall is visited by over 11.5 million shoppers each year.





Figure 11: At over 1,100,000 square feet, the Coronado Enclosed Mall is the largest mall in Albuquerque.

The ABQ Uptown Lifestyle Center is located at the junction of Interstate 40 and Louisiana Boulevard. This upscale open air shopping district offers a desirable mix of retail and restaurant tenants including: Pottery Barn, Talbots, Chico's, Eddie Bauer, Williams-Sonoma, Bebe, Borders, Apple Computers, Bravo!, Marcello's Chophouse, and California Pizza Kitchen. This development includes a residential component of 198 urban loft apartments to complement the 220,000 square feet of retail development. The developer predicts future expansions to include a nationally branded hotel, a Trader Joe's, and more residential products.



Figure 12: The ABQ Lifestyle Center has a strong tenant mix of national brands. The open air center takes advantage of Albuquerque's 300+ days of sunshine each year.

The Menaul and Carlisle community retail cluster is approximately 4.5 miles east of the study area. It covers multiple retail centers and free-standing buildings, including a Walmart Supercenter, JC Penney Home Store, OfficeMax, Cost Plus World Market, as well as national neighborhood retail and restaurant chains. This retail collection provides a broad range of name brand retail goods, with excellent regional access.

The Montgomery Plaza, located on the northwest corner of Montgomery and San Mateo Boulevards, is six miles northeast of the West Central study area. This shopping center is a 389,000 square feet community retail strip mall featuring a strong apparel



component, including Ross Dress for Less, Dress Barn, Fashion Bug, Burlington Coat Factory, Anchor Blue, Payless Shoes, the Shoe Box, and Life Uniform. Complementing the clothing and accessories shops is an eight -screen Cinemark Theater.



Figure 13: The Montgomery Plaza and Interstate 25 retail cluster offers a wide assortment of neighborhood and community goods.

Located to the north and east of the West Central study area is a community retail shopping district along Interstate 25. From the warehouse retailers (Costco, Sam's Club, and Home Depot) at Montano Boulevard, to the Shops @ 25 retail/commercial concentrations located between Jefferson Street and Osuna Road, these connected shopping areas take advantage of visibility and access from the highway. The quality and quantity of the tenant mix along this corridor generates a noteworthy amount of consumer expenditure.

## SUMMARY OF FINDINGS

This study finds that up to 161,700 square feet of additional retail space is presently supportable in the West Central Study Area. This new retail can potentially capture an additional \$38.9 million of expenditure in 2010, growing to \$49.7 million by 2015.

The demographics of the primary trade area show a population base of 98,500, which is projected to grow to 112,500 by 2015, and an annual growth rate of 2.68 percent. Only 17.9 percent hold some level of college degree. The persons-per-household is reported as 3.01, and median age is a young 29.6 years old.

Many (53.8 percent) are white-collar employed in Professional (19.2 percent) and Administrative Support (15.6 percent) positions. The low level of employment internally means residents have increased commute times to employment centers outside of the West Central study area.

Household incomes in the primary trade area are lower than the State and National averages, being reported as \$53,600. The per-capita income (\$17,800) is lower than the State and National levels. Employment in the West Central primary trade area favors the

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Construction, Transportation, and Retail Trade sectors, while being weak in the Government, Service, and Finance, Insurance and Real Estate categories.

Tapestry lifestyles in the market reflect a majority base of “*Industrious Urban Fringe*” households. Family is central to *Industrious Urban Fringe* neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households. Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirt neighborhoods.

### **Supportable 2010 Retail and Potential Tenants**

- **66,500 square feet Department and Discount Department Stores:** Discount Department Stores make up approximately 60 percent of the new growth in this category in the United States. Beall's Outlet Stores or a Beall's/Stage Department store has not made it to the Albuquerque market yet, but currently have five locations in the state of New Mexico. Other potential retailers include: Sears, Bed Bath & Beyond, Kohl's, JC Penney, or the Stage Stores, Inc.
- **16,300 square feet of Electronics, Appliances, & Computer retail:** Over half of the supportable retail square footage in this category is found in Appliance Retail. Possible retailers include: SAS Appliance, Ultimate Electronics, Aaron's Inc., Radio Shack Corp., and The Kitchen Collection. The new supportable space projected in the retail class could be adapted into existing buildings, or as tenants in new development
- **15,300 square feet of Food & Restaurant:** Approximately two thirds of this class is found in the Limited Service Restaurant (without alcohol) group. Potential tenants looking in the New Mexico market are: Arby's, Buffalo Wild Wing, Inc., Dos Hermanos, the Original SoupMan, Romano's Macaroni Grill Inc., Jimmy John's Franchise, LLC, and Tim Horton's, Inc. This Food & Restaurant space could easily and quickly fit into existing vacant space in the West Central corridor.
- **12,900 square feet of Sporting Goods, Hobby, Books, and Music Stores:** This retail group is spearheaded by the Books & Music subcategory. Prospective retailers include: Books-a-Million, Berean Christian Stores, Hobby Lobby Stores, The Book Rack, Jo-Ann Stores, Inc., Learning Express, Westcott Beadworks, Inc., Hancock Fabrics, Inc., Guitar Center, Inc., or Logos Bookstores, Inc. This additional retail space could be split into existing West Central vacant buildings.
- **12,200 square feet of Health Care & Personal Services:** Drug Stores make up half of this class of retail potential. Possible retailers include: Medicap Pharmacies, Inc., Emerging Vision, Inc., Medicine Shoppe International, Inc., Pharmaca Integrative Pharmacy, Inc., Eye Care Centers of America, Sally Beauty Holdings, Inc., Aveda Corporation, or Crabtree & Evelyn, Ltd.

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Pharmacies now require drive thru windows, so it is likely that this space will need new development.

- **11,700 square feet of Apparel, Shoes and Accessories:** All subgroups of this broad NAICS type are in demand - women's, men's, children's, and unisex apparel, as well as a shoe store. Potential retailers include: Bon Worth Factory Outlets, Dress Barn, Casual Male, Haggar Clothing, totes Isotoner Corporation, Red Wing Shoe Co., Life Uniform, the Men's Wearhouse, Naturalizer Retail, Anchor Blue Retail Group, or Foot Solutions, Inc. New space required for this category could be existing vacant properties.
- **11,300 square feet of Hardware, Lawn and Garden Stores:** All of this category's potential is found in Building Materials and Supplies retail. Feasible tenants are: Do it Best Corp, True Value Co., Ace Hardware Corporation, or California Closets. Building Materials/Supplies companies often need outdoor storage, so existing property with the necessary zoning would be required.
- **7,700 square feet of Miscellaneous Retail:** Miscellaneous retail includes office supplies, gift shops, pet supplies, florists, and tobacco supplies. Suggested retailers are: Hallmark Gold Crown Stores, Petland, Inc., The Cigarette Store Corp., Smoker Friendly International, Wild Birds Unlimited, Flowerama of America, and Party Land, Inc. The small users proposed in this category would fit easily into existing retail development.
- **6,200 square feet of Home Furnishings:** Eighty percent of the Home Furnishings retail should be in the furniture niche. Retailers include The Mattress Firm, Inc., Kirkland's, Inc., Relax the Back Corporation, 3 Day Blinds, Inc., Cort Business Services, and LoveSac Alternative Furniture Co. Home Furnishings space could be easily adapted into an existing building.
- **1,600 square feet of Food and Beverage Stores:** All of this supportable square footage can be concentrated into the convenience food category. Possible retailers include: 7-Eleven, Inc., Pic Quik Stores, Inc., Southwest Convenience Stores, LLC, or Sunmart, Inc. The additional needs of this category could be met by new development or existing buildings.

A detailed examination of the supportable square footage of retail uses can be found in Table 6.

**Table 6: Supportable Retail**

Retail Category	2010			2015		
	Supportable Retail (SF)	Annual Sales	Sales Per S/F	Supportable Retail (SF)	Annual Sales	Sales Per S/F
Women's Apparel	2,600	\$631,000	\$243	3,000	\$834,000	\$278
Men's Apparel	2,500	\$552,000	\$221	2,800	\$711,000	\$254
Children's Apparel	3,200	\$707,000	\$221	3,600	\$900,000	\$250
Unisex Apparel	2,000	\$370,000	\$185	2,300	\$476,000	\$207
Shoe Stores	1,400	\$247,000	\$176	1,600	\$318,000	\$199
<b>Total Apparel, Shoes &amp; Accessories</b>	<b>11,700 sf</b>	<b>\$2,507,000</b>	<b>\$209</b>	<b>13,300 sf</b>	<b>\$3,239,000</b>	<b>\$238</b>
Computers & Software	2,000	\$1,120,000	\$560	2,300	\$1,370,000	\$596
General Electronics	5,600	\$1,724,000	\$308	6,400	\$2,201,000	\$344
Appliances	8,700	\$1,244,000	\$143	9,900	\$1,603,000	\$162
<b>Electronics, Appliances, &amp; Computers</b>	<b>16,300 sf</b>	<b>\$4,088,000</b>	<b>\$337</b>	<b>18,600 sf</b>	<b>\$5,174,000</b>	<b>\$367</b>
Full Service Restaurants	4,500	\$1,584,000	\$352	5,100	\$2,111,000	\$414
Limited Service Restaurants	9,100	\$2,575,000	\$283	10,200	\$3,243,000	\$318
Tavern/Lounge	1,700	\$615,000	\$362	1,900	\$798,000	\$420
<b>Total Food &amp; Restaurants</b>	<b>15,300 sf</b>	<b>\$4,774,000</b>	<b>\$332</b>	<b>17,200 sf</b>	<b>\$6,152,000</b>	<b>\$384</b>
Grocery Stores	1,600	\$496,000	\$310	1,800	\$608,000	\$338
Specialty Food Stores	0			0		
Beer, Wine & Liquor Stores	0			0		
<b>Total Food &amp; Beverage Stores</b>	<b>1,600 sf</b>	<b>\$496,000</b>	<b>\$310</b>	<b>1,800 sf</b>	<b>\$608,000</b>	<b>\$338</b>
Department Stores	26,700	\$6,087,000	\$228	30,500	\$7,594,000	\$249
Discount Stores	39,800	\$8,238,000	\$207	45,500	\$10,283,000	\$226
Warehouse Clubs	0			0		
Used Merchandise Stores	0			600	\$91,000	\$152
<b>Total General Merchandise Stores</b>	<b>66,500 sf</b>	<b>\$14,325,000</b>	<b>\$218</b>	<b>76,600 sf</b>	<b>\$17,968,000</b>	<b>\$209</b>
Building Materials & Supplies	11,300	\$2,632,000	\$233	12,800	\$3,404,000	\$266
Lawn, Garden Equipment & Supplies	0			0		
<b>Total Hardware, Lawn &amp; Garden Stores</b>	<b>11,300 sf</b>	<b>\$2,632,000</b>	<b>\$233</b>	<b>12,800 sf</b>	<b>\$3,404,000</b>	<b>\$266</b>
Drug Store/Pharmaceutical	6,200	\$3,025,000	\$488	7,000	\$3,913,000	\$559
Health & Beauty Stores	800	\$197,000	\$246	1,000	\$269,000	\$269
Optical/Vision Care	1,900	\$524,000	\$276	2,100	\$688,000	\$328
Personal Services	3,300	\$927,000	\$281	3,700	\$1,161,000	\$314
<b>Total Health Care &amp; Personal Services</b>	<b>12,200 sf</b>	<b>\$4,673,000</b>	<b>\$323</b>	<b>13,800 sf</b>	<b>\$6,031,000</b>	<b>\$368</b>
Furniture Stores	4,600	\$1,315,000	\$286	5,300	\$1,653,000	\$312
Home Furnishings	1,600	\$304,000	\$190	1,800	\$381,000	\$212
<b>Total Home Furnishings Stores</b>	<b>6,200 sf</b>	<b>\$1,619,000</b>	<b>\$238</b>	<b>7,100 sf</b>	<b>\$2,034,000</b>	<b>\$262</b>
Jewelry Stores	0			600	\$238,000	\$397
Luggage & Leather Stores	0			0		
<b>Total Jewelry, Luggage, &amp; Leather Goods</b>	<b>0 sf</b>	<b>\$0</b>		<b>600 sf</b>	<b>\$238,000</b>	<b>\$397</b>
Art, Craft and Sewing Stores	800	\$160,000	\$200	900	\$196,000	\$218
Musical Instrument Stores	900	\$198,000	\$220	1,000	\$247,000	\$247
Book & Music Stores	7,400	\$1,073,000	\$145	8,500	\$1,377,000	\$162
Sporting Goods Stores	2,900	\$640,000	\$221	3,300	\$815,000	\$247
Toy & Hobby Stores	900	\$151,000	\$168	1,000	\$189,000	\$189
<b>Sporting Goods, Hobby, Books, &amp; Music</b>	<b>12,900 sf</b>	<b>\$2,222,000</b>	<b>\$191</b>	<b>14,700 sf</b>	<b>\$2,824,000</b>	<b>\$213</b>
Card/Gift Shop	1,900	\$262,000	\$138	2,200	\$343,000	\$156
Florists	1,300	\$267,000	\$205	1,400	\$326,000	\$233
Office Supplies, Stationary	2,400	\$530,000	\$221	2,800	\$700,000	\$250
Pet Supply Store	1,300	\$247,000	\$190	1,400	\$301,000	\$215
Tobacco Shop	800	\$260,000	\$325	900	\$339,000	\$377
Video/Entertainment	0			600	\$90,000	\$150
<b>Total Miscellaneous Retailers</b>	<b>7,700 sf</b>	<b>\$1,566,000</b>	<b>\$216</b>	<b>9,300 sf</b>	<b>\$2,099,000</b>	<b>\$230</b>
<b>Total Identified Retail Expenditure</b>	<b>161,700 sf</b>	<b>\$38,902,000</b>	<b>\$261</b>	<b>185,800 sf</b>	<b>\$49,771,000</b>	<b>\$297</b>

Table 6: Sales stated in constant 2010 dollars - No adjustment has been made for potential inflation.

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## Rationale

The rationale for the findings in this study follows:

- **Strong demographic growth:** Although average and median household incomes are modest, the annual growth rate of 2.68 percent equates into a total growth rate of 14.1 percent. Regardless of disposable income levels, the growing base of households in the primary study area needs daily goods.
- **Existing retail infrastructure development:** The suddenness of the 2008 housing crisis and the 2009 financial crisis stopped residential and retail development in its tracks in the West Central District. This study area can fill first generation tenant space overnight at the neighborhood retail centers on Unser Boulevard and Central Avenue, or begin construction of warehouse retailers without the delay of acquisition, approval, demolition, and infrastructure development.
- **Single site critical mass development:** The West Central District's potential availability of a large, single site development, such as Unser Crossing, if built by an experienced shopping center developer, will likely attract new retailers to the market. In addition, existing retailers presently located along Coors Boulevard seeking to expand may consider relocating into new or infill West Central District shopping centers.
- **Access to Surrounding Neighborhoods:** Although the West Central District is not located directly along Interstate 40, its convenience to surrounding neighborhoods will appeal to numerous modern retailers.
- **Impacts on Other Business Districts:** The implementation of new shopping centers and the opening of new types of retailers that are not presently located in the West Central District area will capture projected population growth and household spending that is presently occurring elsewhere in the region, or not at all. This shift in consumer habits will impact existing retailers to various levels, depending on how they respond to the opening of new businesses.

In some cases, retailers will expand promotions, as well as their goods and services in response to new competition, resulting in an overall net gain in sales. Others may lose market share and close. Often, the new shopping centers and retailers tap into an unmet consumer market that does not impact the region's overall sales. This study forecasts that for the most part, the supportable 161,700 square feet of new retail will result in a net gain of up to \$38.9 million in restaurant and retail sales. This is not to warrant that some existing business will not experience a net loss in sales.

-- END OF REPORT --

**EXHIBIT A: Supportable Retail Table**  
West Central Albuquerque Study Area

Retail Category	2010	2015	2010	2015	2010	2015	2010	2015	Retailers such as
	Total Gross Consumer Expenditure ('000's)	Total Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Supportable Retail (SF)	Captured Annual Sales	Captured Annual Sales	Sales Per S/F	Sales Per S/F	
Women's Apparel	\$8,026	\$9,213	2,600	3,000	\$631,000	\$834,000	\$243	\$278	Anchor Blue Retail Group, Dress Barn
Men's Apparel	\$6,942	\$7,968	2,500	2,800	\$552,000	\$711,000	\$221	\$254	Casual Male, Haggard Clothing Co., Men's Warehouse
Children's Apparel	\$4,414	\$5,066	3,200	3,600	\$707,000	\$900,000	\$221	\$250	Children's Palace, Naarjie Custom Kids, Peace Frogs
Unisex Apparel	\$2,096	\$2,407	2,000	2,300	\$370,000	\$476,000	\$185	\$207	Life Uniform, Iotes Isotoner Corporation
Shoe Store	\$3,753	\$4,308	1,400	1,600	\$247,000	\$318,000	\$176	\$199	Foot Solutions, Red Wing Shoe Store, Naturalizer Retail
<b>Total Apparel, Shoes &amp; Accessories</b>	<b>\$25,231</b>	<b>\$28,962</b>	<b>11,700 sf</b>	<b>13,300 sf</b>	<b>\$2,507,000</b>	<b>\$3,239,000</b>	<b>\$209</b>	<b>\$238</b>	
Computers and Software	\$7,621	\$8,746	2,000	2,300	\$1,120,000	\$1,370,000	\$560	\$596	Gamestop, Batteries Plus, ComplUSA
General Electronics	\$10,341	\$11,868	5,600	6,400	\$1,724,000	\$2,201,000	\$308	\$344	Radio Shack, Ultimate Electronics
Appliances	\$6,503	\$7,463	8,700	9,900	\$1,244,000	\$1,603,000	\$143	\$162	SAS Appliances, Aaron's Inc.,
<b>Total Electronics, Appliances, &amp; Computers</b>	<b>\$24,465</b>	<b>\$28,077</b>	<b>16,300 sf</b>	<b>18,600 sf</b>	<b>\$4,088,000</b>	<b>\$5,174,000</b>	<b>\$337</b>	<b>\$367</b>	
Full Service Restaurant	\$65,990	\$75,738	4,500	5,100	\$1,584,000	\$2,111,000	\$352	\$414	Big Burrito Restaurants, Wingstop, Pizza Factory Inc.,
Limited Service Restaurant	\$69,988	\$80,329	9,100	10,200	\$2,575,000	\$3,243,000	\$283	\$318	Original SoupMan, Dos Hermanos, Jimmy John's
Drinking Places	\$5,893	\$6,763	1,700	1,900	\$615,000	\$798,000	\$362	\$420	Claim Jumper Restaurants, Local Tavern
<b>Total Food &amp; Restaurant</b>	<b>\$141,871</b>	<b>\$162,830</b>	<b>15,300 sf</b>	<b>17,200 sf</b>	<b>\$4,774,000</b>	<b>\$6,152,000</b>	<b>\$332</b>	<b>\$384</b>	
Grocery Store	\$112,837	\$129,512	1,600	1,800	\$496,000	\$608,000	\$310	\$338	Pic Quik Stores, Southwest Convenience Stores, 7-Eleven
Specialty Food Store	\$3,889	\$4,463	0	0					
Beer, Wine and Liquor Store	\$1,900	\$2,181	0	0					
<b>Total Food &amp; Beverage Stores</b>	<b>\$118,626</b>	<b>\$136,156</b>	<b>1,600 sf</b>	<b>1,800 sf</b>	<b>\$496,000</b>	<b>\$608,000</b>	<b>\$310</b>	<b>\$338</b>	
Department Store	\$41,114	\$47,189	26,700	30,500	\$6,087,000	\$7,594,000	\$228	\$249	Kohl's, Beall's Outlets, Stage Department Stores
Discount Department Store	\$50,251	\$57,675	39,800	45,500	\$8,238,000	\$10,283,000	\$207	\$226	Conway Stores, Savers Inc., Just-A-Buck
Warehouse Club	\$23,360	\$26,811	0	0					
Used Merchandise Store	\$43,381	\$49,792	0	600		\$91,000		\$152	Salvation Army, Goodwill
<b>Total General Merchandise Stores</b>	<b>\$158,106</b>	<b>\$181,467</b>	<b>66,500 sf</b>	<b>76,600 sf</b>	<b>\$14,325,000</b>	<b>\$17,968,000</b>	<b>\$218</b>	<b>\$209</b>	
Building Materials & Supplies	\$32,286	\$37,055	11,300	12,800	\$2,632,000	\$3,404,000	\$233	\$266	Do It Best Corp., Ace Hardware, California Closets
Lawn, Garden Equipment and Supplies	\$2,095	\$2,405	0	0					
<b>Total Hardware, Lawn &amp; Garden Store</b>	<b>\$34,381</b>	<b>\$39,460</b>	<b>11,300 sf</b>	<b>12,800 sf</b>	<b>\$2,632,000</b>	<b>\$3,404,000</b>	<b>\$233</b>	<b>\$266</b>	



**EXHIBIT A: Supportable Retail Table**  
West Central Albuquerque Study Area

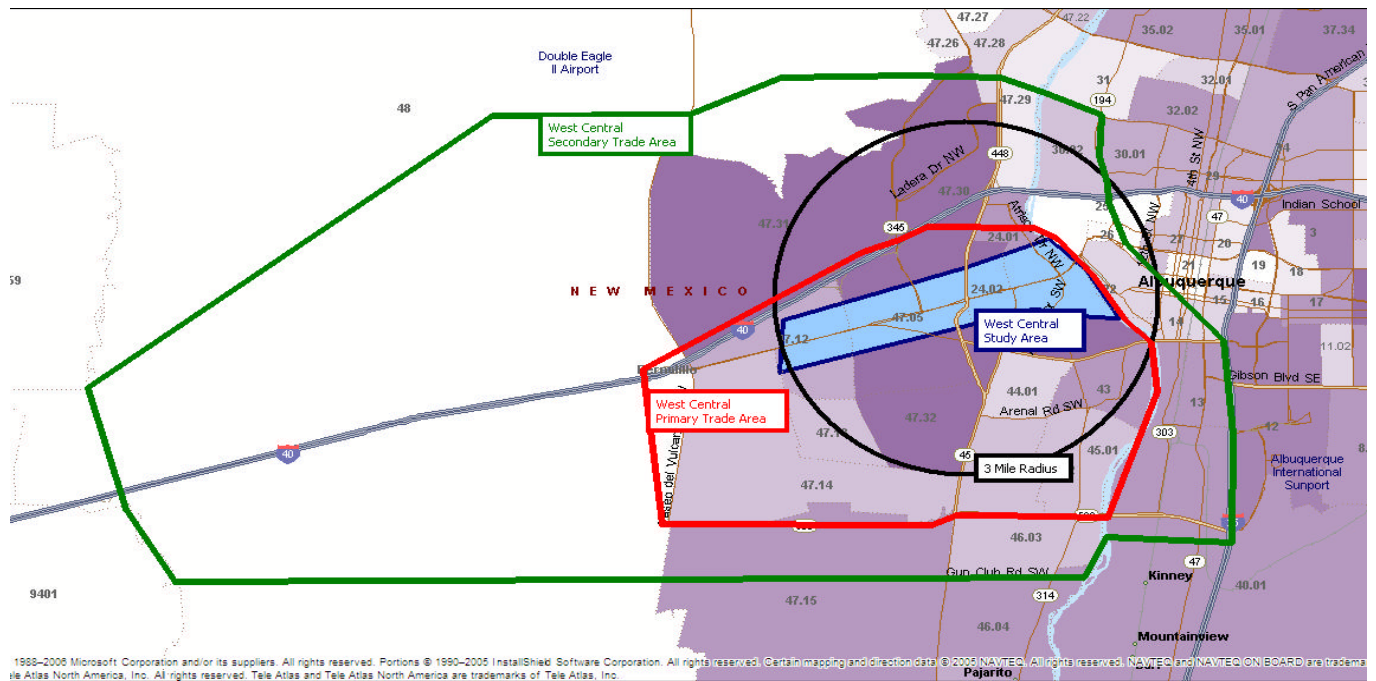
Retail Category	2010	2015	2010	2015	2010	2015	2010	2015	Retailers such as
	Total Gross Consumer Expenditure ('000's)	Total Gross Consumer Expenditure ('000's)	Supportable Retail (SF)	Supportable Retail (SF)	Captured Annual Sales	Captured Annual Sales	Sales Per S/F	Sales Per S/F	
Drug Store/Pharmaceutical	\$16,300	\$18,708	6,200	7,000	\$3,025,000	\$3,913,000	\$488	\$559	Medicine Shoppe, Medicap Pharmacies
Health and Beauty Store	\$1,603	\$1,840	800	1,000	\$197,000	\$269,000	\$246	\$269	Sally Beauty Holdings, Aveda Corporation
Optical/Vision Care	\$2,672	\$3,066	1,900	2,100	\$524,000	\$688,000	\$276	\$328	National Optical Inc., Eye Care Centers of America
Personal Services	\$6,146	\$7,054	3,300	3,700	\$927,000	\$1,161,000	\$281	\$314	Mail Boxes Etc., Sir Speedy, FedEx Kinko's
<b>Total Health Care &amp; Personal Services</b>	<b>\$26,721</b>	<b>\$30,668</b>	<b>12,200 sf</b>	<b>13,800 sf</b>	<b>\$4,673,000</b>	<b>\$6,031,000</b>	<b>\$323</b>	<b>\$368</b>	
Furniture Store	\$20,172	\$23,153	4,600	5,300	\$1,315,000	\$1,653,000	\$286	\$312	Kirkland's Inc., Cort Business Services, LoveSac
Home Furnishings	\$8,599	\$9,868	1,600	1,800	\$304,000	\$381,000	\$190	\$212	The Mattress Firm, 3 Day Blinds
<b>Total Home Furnishings Store</b>	<b>\$28,771</b>	<b>\$33,021</b>	<b>6,200 sf</b>	<b>7,100 sf</b>	<b>\$1,619,000</b>	<b>\$2,034,000</b>	<b>\$238</b>	<b>\$262</b>	
Jewelry Store	\$2,609	\$2,994	0	600		\$238,000		\$397	Local retailer
Luggage & Leather Store	\$1,404	\$1,611	0	0					
<b>Total Jewelry, Luggage, and Leather Goods Stores</b>	<b>\$4,013</b>	<b>\$4,605</b>	<b>0 sf</b>	<b>600 sf</b>	<b>\$0</b>	<b>\$238,000</b>		<b>\$397</b>	
Art, Craft and Sewing Stores	\$1,124	\$1,290	800	900	\$160,000	\$196,000	\$200	\$218	JoAnne's, AC Moore Arts & Craft, Hancock
Musical Instrument Store	\$862	\$990	900	1,000	\$198,000	\$247,000	\$220	\$247	Music & Arts Center, Guitar Center Inc.
Book & Music Stores	\$6,433	\$7,384	7,400	8,500	\$1,073,000	\$1,377,000	\$145	\$162	Books-a-Million, Logos Books
Sporting Good Store	\$3,909	\$4,486	2,900	3,300	\$640,000	\$815,000	\$221	\$247	Eastern Mt. Sports, Omega Sports,
Toy and Hobby Store	\$978	\$1,122	900	1,000	\$151,000	\$189,000	\$168	\$189	GameStop Inc., Games Workshop
<b>Sporting Goods, Hobby, Books, Music Stores</b>	<b>\$13,306</b>	<b>\$15,272</b>	<b>12,900 sf</b>	<b>14,700 sf</b>	<b>\$2,222,000</b>	<b>\$2,824,000</b>	<b>\$191</b>	<b>\$213</b>	
Card/Gift Shop	\$3,377	\$3,876	1,900	2,200	\$262,000	\$343,000	\$138	\$156	Irresistibles, Hallmark, Factory Card & Party
Florists	\$1,898	\$2,177	1,300	1,400	\$267,000	\$326,000	\$205	\$233	Local Florist or Bridal Salon
Office Supplies, Stationary	\$3,377	\$3,876	2,400	2,800	\$530,000	\$700,000	\$221	\$250	Xpedx Paper & Graphic, Signatures
Pet Supply Store	\$2,998	\$3,441	1,300	1,400	\$247,000	\$301,000	\$190	\$215	Pet Supermarket, Pet Valu, PetSmart
Tobacco Shop	\$3,373	\$3,872	800	900	\$260,000	\$339,000	\$325	\$377	Tinder Box International, Smoker Friendly International
Video/Entertainment	\$937	\$1,075	0	600		\$90,000		\$150	Hollywood Entertainment, Movie Starz Video
<b>Total Miscellaneous Retailers</b>	<b>\$15,960</b>	<b>\$18,317</b>	<b>7,700 sf</b>	<b>9,300 sf</b>	<b>\$1,566,000</b>	<b>\$2,099,000</b>	<b>\$216</b>	<b>\$230</b>	
<b>Total Identified Retail Expenditure</b>	<b>\$591,451</b>	<b>\$678,835</b>	<b>161,700 sf</b>	<b>185,800 sf</b>	<b>\$38,902,000</b>	<b>\$49,771,000</b>	<b>\$261</b>	<b>\$297</b>	

## EXHIBIT B: Retail Expenditure Potential Table

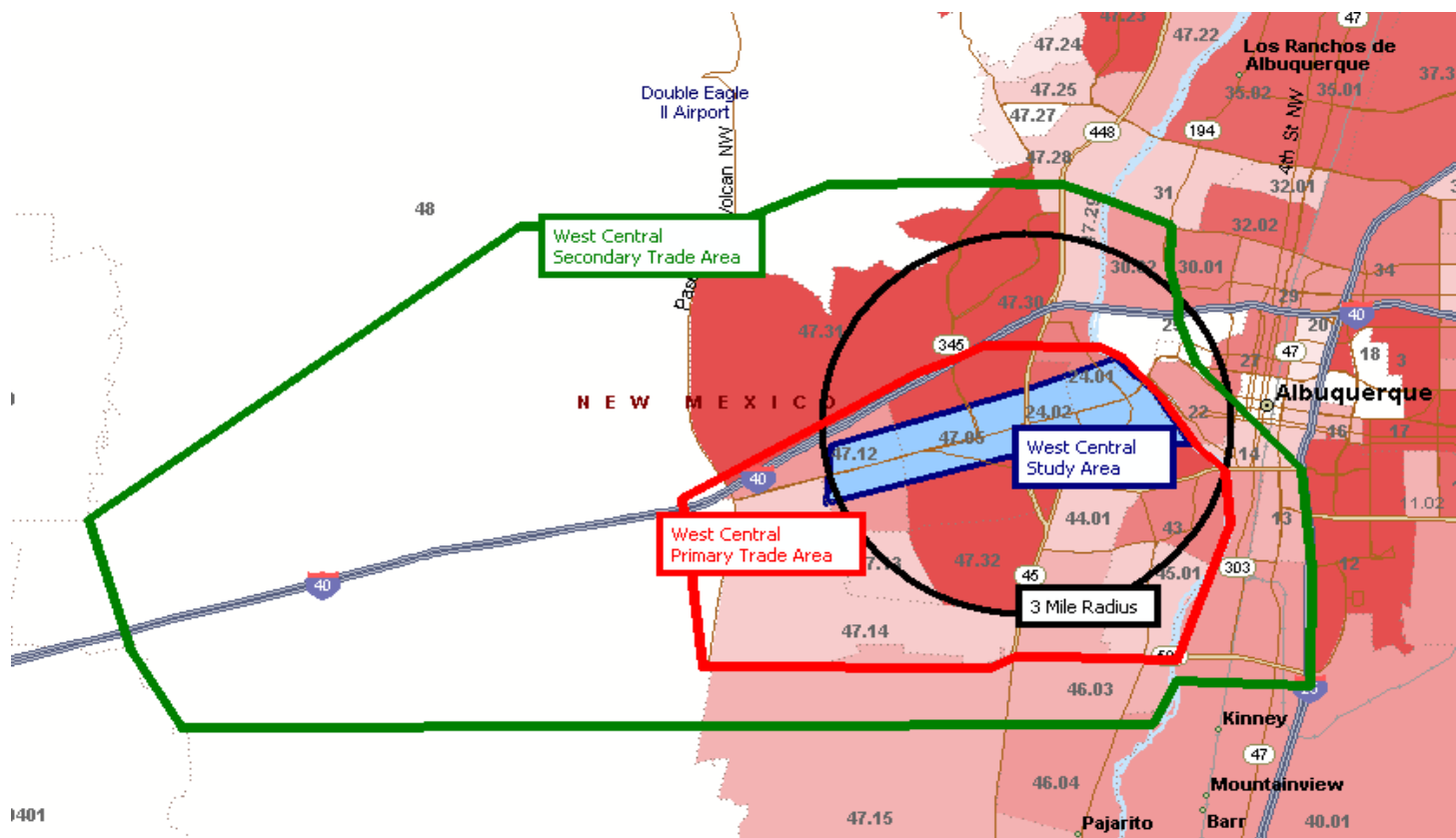
### West Central Albuquerque Study Area

Retail Category	2010	2015
	Trade Area ('000's)	Trade Area ('000's)
Women's Apparel	\$8,026	\$9,213
Men's Apparel	\$6,942	\$7,968
Children's Apparel	\$4,414	\$5,066
Unisex Apparel	\$2,096	\$2,407
Shoe Store	\$3,753	\$4,308
<b>Total Apparel, Shoes &amp; Accessories</b>	<b>\$25,231</b>	<b>\$28,962</b>
Computers and Software	\$7,621	\$8,746
General Electronics	\$10,341	\$11,868
Appliances	\$6,503	\$7,463
<b>Electronics, Appliances, &amp; Computers</b>	<b>\$24,465</b>	<b>\$28,077</b>
Full Service Restaurant	\$65,990	\$75,738
Limited Service Restaurant	\$69,988	\$80,329
Drinking Places	\$5,893	\$6,763
<b>Total Food &amp; Restaurant</b>	<b>\$141,871</b>	<b>\$162,830</b>
Grocery Store	\$112,837	\$129,512
Specialty Food Store	\$3,889	\$4,463
Beer, Wine and Liquor Store	\$1,900	\$2,181
<b>Total Food &amp; Beverage Stores</b>	<b>\$118,626</b>	<b>\$136,156</b>
Department Store	\$41,114	\$47,189
Discount Store	\$50,251	\$57,675
Used Merchandise Store	\$23,360	\$26,811
Warehouse Club	\$43,381	\$49,792
<b>Total General Merchandise Stores</b>	<b>\$158,106</b>	<b>\$181,467</b>
Building Materials & Supplies	\$32,286	\$37,055
Lawn, Garden Equipment and Supplies	\$2,095	\$2,405
<b>Total Hardware, Lawn &amp; Garden Store</b>	<b>\$34,381</b>	<b>\$39,460</b>
Drug Store/Pharmaceutical	\$16,300	\$18,708
Health and Beauty Store	\$1,603	\$1,840
Optical/Vision Care	\$2,672	\$3,066
Personal Services	\$6,146	\$7,054
<b>Total Health Care &amp; Personal Services</b>	<b>\$26,721</b>	<b>\$30,668</b>
Furniture Store	\$20,172	\$23,153
Home Furnishings	\$8,599	\$9,868
<b>Total Home Furnishings Store</b>	<b>\$28,771</b>	<b>\$33,021</b>
Jewelry Store	\$2,609	\$2,994
Luggage & Leather Store	\$1,404	\$1,611
<b>Stores</b>	<b>\$4,013</b>	<b>\$4,605</b>
Art, Craft and Sewing Stores	\$1,124	\$1,290
Musical Instrument Store	\$862	\$990
Book & Music Stores	\$6,433	\$7,384
Sporting Good Store	\$3,909	\$4,486
Toy and Hobby Store	\$978	\$1,122
<b>Sporting Goods, Hobby, Books, Music Stores</b>	<b>\$13,306</b>	<b>\$15,272</b>
Card/Gift Shop	\$3,377	\$3,876
Florists	\$1,898	\$2,177
Office Supplies, Stationary	\$3,377	\$3,876
Pet Supply Store	\$2,998	\$3,441
Tobacco Shop	\$3,373	\$3,872
Video/Entertainment	\$937	\$1,075
<b>Total Miscellaneous Retailers</b>	<b>\$15,960</b>	<b>\$18,317</b>
<b>Total Identified Retail Expenditure</b>		

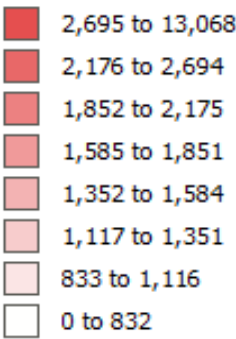
## WEST CENTRAL ALBUQUERQUE TRADE AREA POPULATION MAP



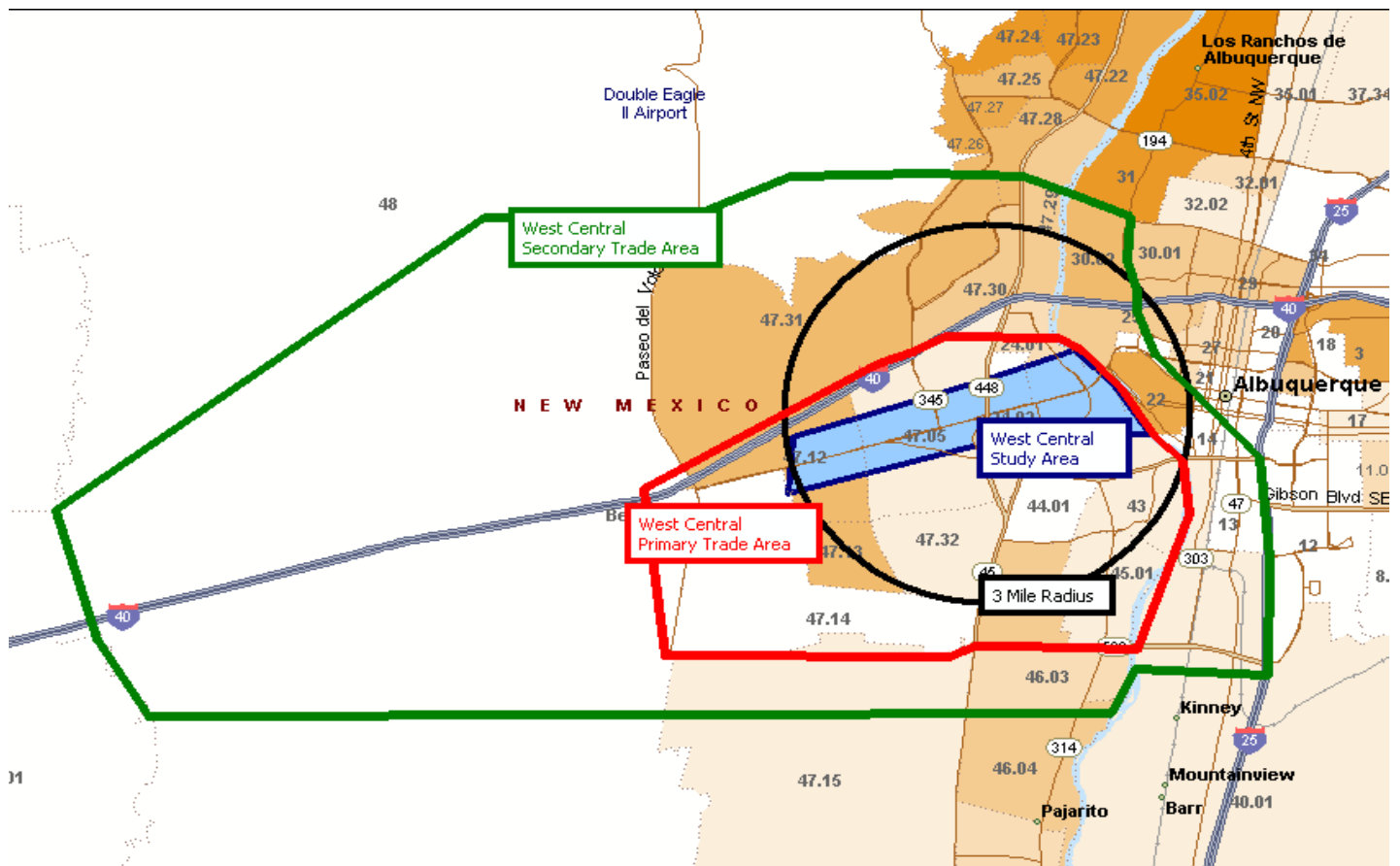
# WEST CENTRAL ALBUQUERQUE TRADE AREA HOUSEHOLDS MAP



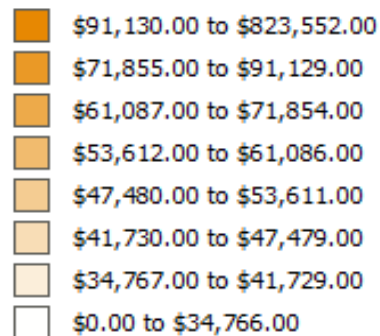
**Households by Census Tract**



# WEST CENTRAL ALBUQUERQUE AVERAGE HOUSEHOLD INCOME MAP

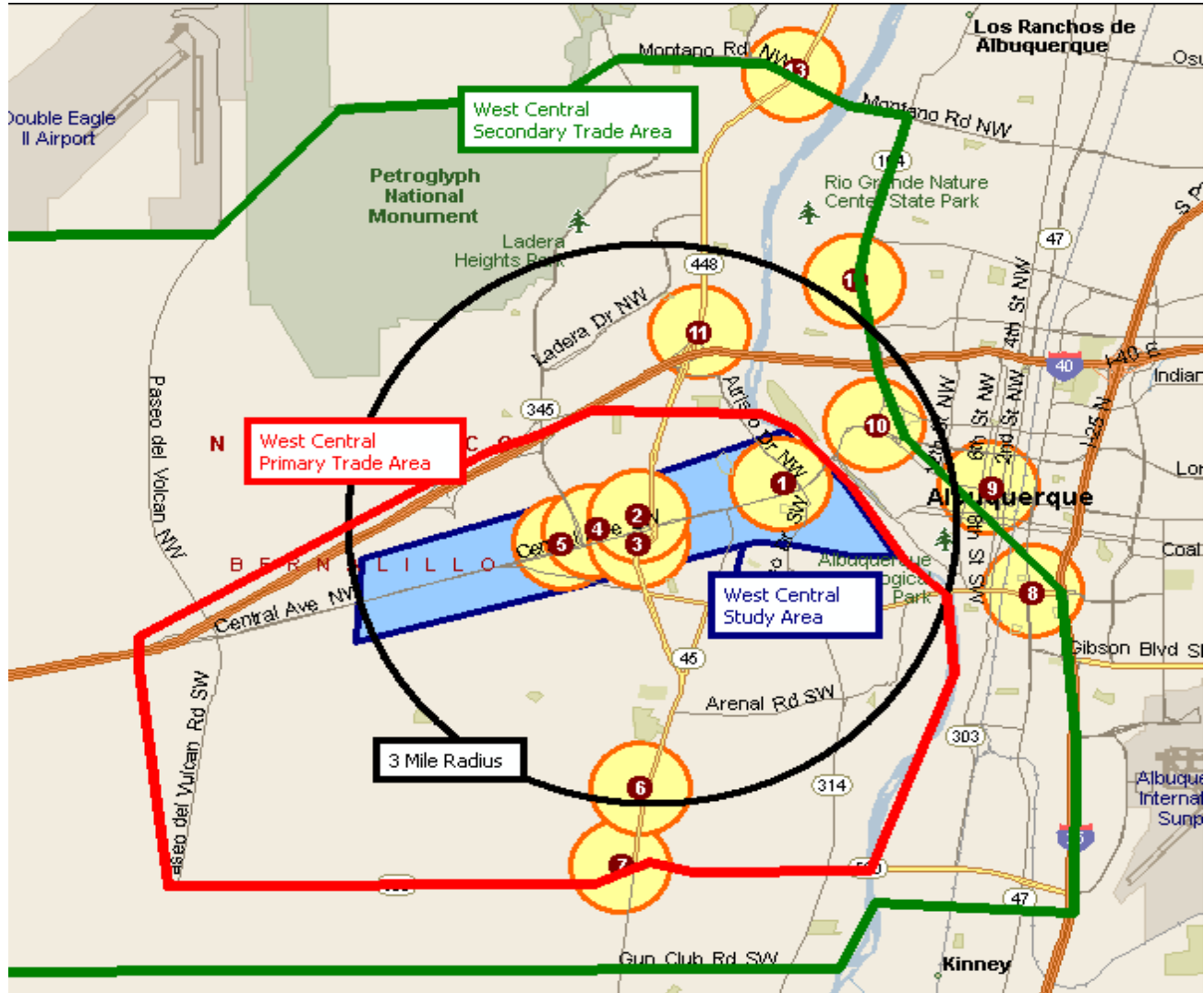


## ☐ Average Household Income by Census Tract



# WEST CENTRAL ALBUQUERQUE TRADE AREA COMPETITION MAP

## NEIGHBORHOOD RETAIL CENTERS





## West Central Albuquerque Study Area Shopping Centers

Map #	Retail Location Name and Address	Center Type
1	Atrisco Plaza Center NW Corner of Central Avenue & Atrisco Drive Albuquerque, NM 87105 Anchor's: Pro's Ranch Market, Ross Dress for Less, Family Dollar, Melrose, Brookline College	Neighborhood Center
2	Coors & Central Neighborhood Center NW Corner of Central Avenue and Coors Blvd Albuquerque, NM 87121 Anchor's: Smith;s Grocery, Family Dollar	Neighborhood Center
3	Coors & Central Neighborhood Center SW Corner of Central Avenue and Coors Blvd Albuquerque, NM 87121 Anchor: Albertson's Grocery	Neighborhood Center
4	El Mezquite Plaza NE Corner of Central Avenue & Unser Blvd. Albuquerque, NM 87121 Anchor: Fast Food (McDonalds & Subway) This Center is 60% Vacant	Neighborhood Center
5	Central & Unser Retail Center NW Corner of Central Avenue & Unser Blvd Albuquerque, NM 87121 Anchor: None, This Center is 100% Vacant New Construction	Neighborhood Center
6	El Herradero Meat Market 2821 Coors Blvd, SW Albuquerque, NM 87121	Convenience Retail
7	Coors & Rio Bravo Center NW Corner of Coors Blvd and Rio Bravo Blvd Albuquerque, NM 87121 Anchor: Goodwill, Aarons Appliances, Family Dollar	Neighborhood Center
8	Bridge & Broadway Neighborhood Retail Center 1312 Broadway Blvd Albuquerque, NM 87102 Anchor: Stadium Value-Way	Neighborhood Center
9	Downtown Albuquerque Center Business District Albuquerque, NM 87102 Anchor's: County Court System, Hotels, Office Entertainment/Club District, limited retail	Central Business District
10	Old Town Business District North side of Central Avenue from Rio Grand Blvd to 19th Str Albuquerque, NM 87104 Anchor's: Art Galleries, Restaurants, Hotel, Tourist Items	Tourist Destination

## West Central Albuquerque Study Area Shopping Centers

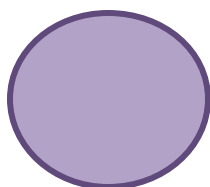
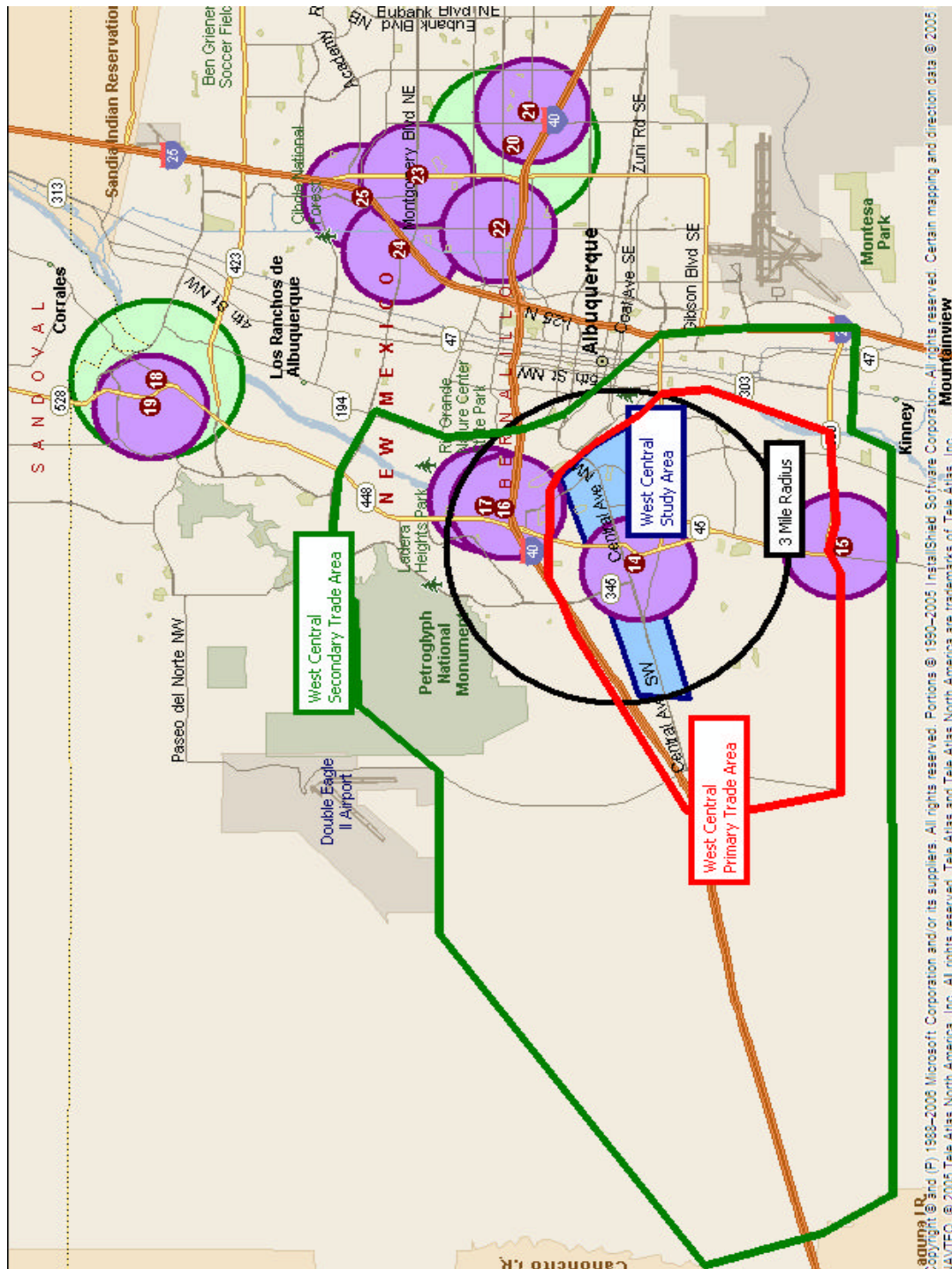
Map #	Retail Location Name and Address	Center Type
11	Coors & I-40 Retail Cluster Coors Blvd from I-40 north to Ladera Drive Albuquerque, NUM 87120 Anchor's: Fast Food, Convenience Retail, multiple neighborhood centers	Neighborhood and Convenience Retail
12	Rio Grande & Matthew Retail Center SE Corner of Rio Grande Blvd. & Matthew Avenue Albuquerque, NUM 87104 Anchor: Food Coop Grocery	Neighborhood Center
13	Montano Plaza 6200 Coors Blvd, NW Albuquerque, NM 87120 Anchor: Albertson	Neighborhood Center
14	Coors & I-40 Community Retail District Coors Blvd from I-40 north to Ladera Drive Albuquerque, NUM 87120 Anchor's: Home Depot,	Community Retail
15	Cottonwood Mall 10000 Coors Blvd. Bypass, NW Albuquerque, NM 487114 Anchor's: Dillard's, Macy's, JCPenney, Sears, United Artist Theater,	Enclosed Regional Mall 1,041,000 sf
16	Cottonwood Corner 3731 Ellison Blvd Albuquerque, NM 87114 Anchor's: OfficeMax, Michael's, Barnes & Noble, Best Buy	Community Center 600,000 sf
17	Coronado Mall SW Corner Menaul Blvd & Louisiana Blvd Albuquerque, NM 87110 Anchors: Macy's, JCPenney, Sears, Kohl's	Enclosed Regional Mall 1,153,954
18	ABQ Uptown NE Corner Indian School & Louisiana Blvd Albuquerque, NM 87110 Anchors: Potter Barn, Talbots, Apple Computer, Borders	Open Air Lifestyle Center 220,000 sf
19	Menaul & Carlisle Community Center NW Corner of Menaul Blvd & Carlisle Blvd Albuquerque, NM 87107 Anchors: Walmart Supercenter, JCPenney Home Store, Cost Plus World Market, Office Mas	Community Center
20	Montgomery Plaza NW Corner of Montgomery Blvd & San Mateo Blvd Albuquerque, NM 87109 Anchors: Burlington Coat Factory, Ross Dress for Less, Dressbarn, Fashion Bug, Payless Shoes, Gamestop	Community Center 389,000 sf

## West Central Albuquerque Study Area Shopping Centers

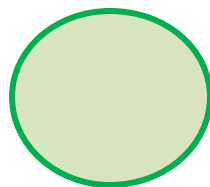
Map #	Retail Location Name and Address	Center Type
21	<b>Montano &amp; I-25 Community Retail Cluster</b> At the I-25 & Montano Road Junction, west of Highway Albuquerque, NM 87107 Anchor's: Sam's Club, Costco, Home Depot, Petsmart Sportsman's Warehouse, Multiple Convenience Centers	Community Center
22	<b>Shops @ 25</b> Jefferson Street from I-25 Junction to Osuna Road Albuquerque, NM 87109 Anchor's: Hotel, Full & Limited Service Restaurants, Movie Theater	Mixed Use Community Center

# WEST CENTRAL ALBUQUERQUE TRADE AREA COMPETITION MAP

## COMMUNITY/REGIONAL RETAIL CENTERS



Community Center



Enclosed Regional Center

## Business-Facts: WorkPlace & Employment Summary

West Central Albuquerque Study Area		Prepared by Gibbs Planning Group			
Total Businesses:		1,662			
Total Employees:		13,121			
Total Residential Population:		98,575			
Employee/Residential Population Ratio:		0.130			
		<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
		<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining		<b>43</b>	<b>2.6%</b>	<b>58</b>	<b>0.4%</b>
Construction		<b>239</b>	<b>14.3%</b>	<b>1,113</b>	<b>8.5%</b>
Manufacturing		<b>52</b>	<b>3.1%</b>	<b>1,008</b>	<b>7.7%</b>
Transportation		<b>65</b>	<b>3.9%</b>	<b>1,121</b>	<b>8.5%</b>
Communication		<b>17</b>	<b>1.0%</b>	<b>25</b>	<b>0.2%</b>
Electric, Gas, Water, Sanitary Services		<b>7</b>	<b>0.4%</b>	<b>19</b>	<b>0.1%</b>
Wholesale Trade		<b>49</b>	<b>3.0%</b>	<b>517</b>	<b>3.9%</b>
Retail Trade Summary		<b>396</b>	<b>23.8%</b>	<b>3,305</b>	<b>25.2%</b>
Home Improvement		41	2.5%	335	2.6%
General Merchandise Stores		27	1.6%	241	1.8%
Food Stores		46	2.8%	779	5.9%
Auto Dealers, Gas Stations, Auto Aftermarket		71	4.3%	456	3.5%
Apparel & Accessory Stores		25	1.5%	35	0.3%
Furniture & Home Furnishings		28	1.7%	105	0.8%
Eating & Drinking Places		91	5.5%	1,160	8.8%
Miscellaneous Retail		67	4.0%	194	1.5%
Finance, Insurance, Real Estate Summary		<b>124</b>	<b>7.5%</b>	<b>371</b>	<b>2.8%</b>
Banks, Savings & Lending Institutions		43	2.6%	138	1.1%
Securities Brokers		5	0.3%	3	0.0%
Insurance Carriers & Agents		23	1.4%	52	0.4%
Real Estate, Holding, Other Investment Offices		53	3.2%	178	1.4%
Services Summary		<b>618</b>	<b>37.2%</b>	<b>4,937</b>	<b>37.6%</b>
Hotels & Lodging		15	0.9%	132	1.0%
Automotive Services		80	4.8%	162	1.2%
Motion Pictures & Amusements		39	2.3%	129	1.0%
Health Services		38	2.3%	419	3.2%
Legal Services		2	0.1%	3	0.0%
Education Institutions & Libraries		41	2.5%	1,881	14.3%
Other Services		403	24.3%	2,211	16.9%
Government		<b>30</b>	<b>1.8%</b>	<b>584</b>	<b>4.5%</b>
Other		<b>22</b>	<b>1.3%</b>	<b>63</b>	<b>0.5%</b>
Totals		<b>1,662</b>		<b>13,121</b>	

Source: Business data provided by Experian, Shaumburg, Copyright 2009, all rights reserved.

# MARKET PROFILE TABLE

West Central Albuquerque Study Area

Prepared by

Gibbs Planning Group



2000 Total Population	68,428
2000 Group Quarters	181
2010 Total Population	98,575
2015 Total Population	112,501
2010 - 2015 Annual Rate	2.68%



2000 Households	22,141
2000 Average Household Size	3.08
2010 Households	32,661
2010 Average Household Size	3.01
2015 Households	37,538
2015 Average Household Size	2.99
2010 - 2015 Annual Rate	2.82%
2000 Families	17,002
2000 Average Family Size	3.46
2010 Families	24,415
2010 Average Family Size	3.40
2015 Families	27,800
2015 Average Family Size	3.39
2010 - 2015 Annual Rate	2.63%



<b>2000 Housing Units</b>	23,883
Owner Occupied Housing Units	68.8%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	7.3%
<b>2010 Housing Units</b>	35,167
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	7.1%
<b>2015 Housing Units</b>	40,642
Owner Occupied Housing Units	68.2%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	7.6%

## Median Household Income

2000	\$32,565
2010	\$45,790
2015	\$53,144

## Median Home Value

2000	\$89,947
2010	\$133,854
2015	\$162,548

## Per Capita Income

2000	\$12,892
2010	\$17,792
2015	\$19,348

## Median Age

2000	28.8
2010	29.6
2015	29.8

**Data Note:** Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population.

**Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.**



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**2000 Households by Income**

Household Income Base	22,041
< \$15,000	19.7%
\$15,000 - \$24,999	16.8%
\$25,000 - \$34,999	17.6%
\$35,000 - \$49,999	20.6%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	5.4%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	0.6%
\$200,000 +	0.7%
Average Household Income	\$39,678

**2010 Households by Income**

Household Income Base	32,663
< \$15,000	11.3%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	20.6%
\$50,000 - \$74,999	24.6%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	1.0%
\$200,000 +	0.9%
Average Household Income	\$53,614

**2015 Households by Income**

Household Income Base	37,538
< \$15,000	10.6%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	30.2%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	1.2%
\$200,000 +	1.1%
Average Household Income	\$57,910

**2000 Owner Occupied Housing Units by Value**

Total	16,455
< \$50,000	14.5%
\$50,000 - \$99,999	51.7%
\$100,000 - \$149,999	27.9%
\$150,000 - \$199,999	4.0%
\$200,000 - \$299,999	1.7%
\$300,000 - \$499,999	0.2%
\$500,000 - \$999,999	0.0%
\$1,000,000+	0.1%
Average Home Value	\$91,453

**2000 Specified Renter Occ. Housing Units by Contract Rent**

Total	5,648
With Cash Rent	94.0%
No Cash Rent	6.0%
Median Rent	\$438
Average Rent	\$438

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**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony.

**Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.**





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**2000 Population by Age**

Total	68,430
Age 0 - 4	9.4%
Age 5 - 9	9.2%
Age 10 - 14	8.6%
Age 15 - 19	8.5%
Age 20 - 24	8.1%
Age 25 - 34	15.7%
Age 35 - 44	14.9%
Age 45 - 54	11.4%
Age 55 - 64	6.4%
Age 65 - 74	4.6%
Age 75 - 84	2.4%
Age 85+	0.6%
Age 18+	67.6%

**2010 Population by Age**

Total	98,576
Age 0 - 4	9.7%
Age 5 - 9	9.2%
Age 10 - 14	8.3%
Age 15 - 19	8.1%
Age 20 - 24	7.5%
Age 25 - 34	15.4%
Age 35 - 44	13.5%
Age 45 - 54	11.8%
Age 55 - 64	8.8%
Age 65 - 74	4.3%
Age 75 - 84	2.4%
Age 85+	0.8%
Age 18+	67.8%

**2015 Population by Age**

Total	112,500
Age 0 - 4	9.6%
Age 5 - 9	9.3%
Age 10 - 14	8.6%
Age 15 - 19	7.8%
Age 20 - 24	7.5%
Age 25 - 34	14.8%
Age 35 - 44	13.5%
Age 45 - 54	11.0%
Age 55 - 64	9.3%
Age 65 - 74	5.4%
Age 75 - 84	2.3%
Age 85+	0.8%
Age 18+	67.7%

**2000 Population by Sex**

Males	49.0%
Females	51.0%

**2010 Population by Sex**

Males	49.6%
Females	50.4%

**2015 Population by Sex**

Males	49.8%
Females	50.2%

---

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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**2000 Population by Race/Ethnicity**

Total	68,427
White Alone	50.8%
Black Alone	2.6%
American Indian Alone	3.3%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	38.0%
Two or More Races	4.7%
Hispanic Origin	79.6%
Diversity Index	82.5

**2010 Population by Race/Ethnicity**

Total	98,575
White Alone	48.6%
Black Alone	3.7%
American Indian Alone	3.9%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	38.0%
Two or More Races	5.1%
Hispanic Origin	80.7%
Diversity Index	83.6

**2015 Population by Race/Ethnicity**

Total	112,500
White Alone	47.6%
Black Alone	3.9%
American Indian Alone	4.0%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	38.5%
Two or More Races	5.3%
Hispanic Origin	81.6%
Diversity Index	83.9

**2000 Population 3+ by School Enrollment**

Total	64,402
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	15.4%
Enrolled in Grade 9-12	7.4%
Enrolled in College	4.5%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	68.5%

**2010 Population 25+ by Educational Attainment**

Total	56,378
Less than 9th Grade	12.7%
9th - 12th Grade, No Diploma	15.0%
High School Graduate	35.3%
Some College, No Degree	19.2%
Associate Degree	6.0%
Bachelor's Degree	7.3%
Graduate/Professional Degree	4.6%

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**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

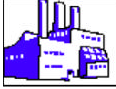


### 2010 Population 15+ by Marital Status

Total	71,725
Never Married	39.6%
Married	42.3%
Widowed	4.6%
Divorced	13.5%

### 2000 Population 16+ by Employment Status

Total	48,501
In Labor Force	61.3%
Civilian Employed	56.1%
Civilian Unemployed	4.8%
In Armed Forces	0.4%
Not in Labor Force	38.7%



### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	87.6%
Civilian Unemployed	12.4%

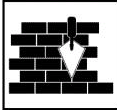
### 2015 Civilian Population 16+ in Labor Force

<b>Civilian Employed</b>	88.7%
Civilian Unemployed	11.3%

### 2000 Females 16+ by Employment Status and Age of Children

Total	25,433
Own Children < 6 Only	9.3%
Employed/in Armed Forces	4.7%
<b>Unemployed</b>	0.4%
Not in Labor Force	4.2%
Own Children <6 and 6-17	9.3%
Employed/in Armed Forces	5.0%
Unemployed	0.4%
Not in Labor Force	4.0%
Own Children 6-17 Only	19.6%
Employed/in Armed Forces	12.8%
Unemployed	0.9%
Not in Labor Force	6.0%
No Own Children <18	61.8%
Employed/in Armed Forces	28.1%
Unemployed	2.2%
Not in Labor Force	31.5%

**Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.**



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**2010 Employed Population 16+ by Industry**

Total	36,016
Agriculture/Mining	0.2%
Construction	10.1%
Manufacturing	5.2%
Wholesale Trade	3.5%
Retail Trade	10.5%
Transportation/Utilities	5.0%
Information	2.1%
Finance/Insurance/Real Estate	5.1%
Services	51.8%
Public Administration	6.4%

**2010 Employed Population 16+ by Occupation**

Total	36,019
White Collar	53.8%
Management/Business/Financial	8.5%
Professional	19.2%
Sales	10.4%
Administrative Support	15.6%
Services	23.6%
Blue Collar	22.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	8.4%
Installation/Maintenance/Repair	3.5%
Production	4.5%
Transportation/Material Moving	6.1%

**2000 Workers 16+ by Means of Transportation to Work**

Total	26,698
Drove Alone - Car, Truck, or Van	74.4%
Carpooled - Car, Truck, or Van	20.1%
Public Transportation	1.1%
Walked	0.9%
Other Means	1.3%
Worked at Home	2.2%

**2000 Workers 16+ by Travel Time to Work**

Total	26,697
Did not Work at Home	97.8%
Less than 5 minutes	1.5%
5 to 9 minutes	5.7%
10 to 19 minutes	28.9%
20 to 24 minutes	23.9%
25 to 34 minutes	27.3%
35 to 44 minutes	3.3%
45 to 59 minutes	3.4%
60 to 89 minutes	2.7%
90 or more minutes	1.2%
Worked at Home	2.2%
Average Travel Time to Work (in min)	23.5

**2000 Households by Vehicles Available**

Total	22,115
None	6.2%
1	34.3%
2	39.3%
3	14.0%
4	4.4%
5+	1.7%
Average Number of Vehicles Available	1.8

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**Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.**



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**2000 Households by Type**

Total	22,140
Family Households	76.8%
Married-couple Family	48.5%
With Related Children	29.3%
Other Family (No Spouse)	28.3%
With Related Children	20.7%
Nonfamily Households	23.2%
Householder Living Alone	17.5%
Householder Not Living Alone	5.7%
Households with Related Children	50.0%
Households with Persons 65+	18.1%

**2000 Households by Size**

Total	22,141
1 Person Household	17.5%
2 Person Household	25.6%
3 Person Household	20.3%
4 Person Household	18.3%
5 Person Household	10.4%
6 Person Household	4.7%
7+ Person Household	3.2%

**2000 Households by Year Householder Moved In**

Total	22,115
Moved in 1999 to March 2000	23.7%
Moved in 1995 to 1998	29.7%
Moved in 1990 to 1994	11.9%
Moved in 1980 to 1989	12.2%
Moved in 1970 to 1979	10.2%
Moved in 1969 or Earlier	12.3%
Median Year Householder Moved In	1995

**2000 Housing Units by Units in Structure**

Total	23,860
1, Detached	70.6%
1, Attached	4.9%
2	1.6%
3 or 4	2.4%
5 to 9	1.7%
10 to 19	1.7%
20+	3.0%
Mobile Home	14.1%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	23,857
1999 to March 2000	6.8%
1995 to 1998	17.4%
1990 to 1994	5.4%
1980 to 1989	14.0%
1970 to 1979	17.9%
1969 or Earlier	38.4%
Median Year Structure Built	1976

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**Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.**

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### Top 3 Tapestry Segments

1. Industrious Urban Fringe
  2. Southwestern Families
  3. Up and Coming Families
- 



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$43,093,977
Average Spent	\$1,319.43
Spending Potential Index	55
Computers & Accessories: Total \$	\$5,819,580
Average Spent	\$178.18
Spending Potential Index	81
Education: Total \$	\$27,750,385
Average Spent	\$849.65
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$80,403,649
Average Spent	\$2,461.76
Spending Potential Index	76
Food at Home: Total \$	\$117,216,584
Average Spent	\$3,588.89
Spending Potential Index	80
Food Away from Home: Total \$	\$83,469,714
Average Spent	\$2,555.64
Spending Potential Index	79
Health Care: Total \$	\$86,990,110
Average Spent	\$2,663.42
Spending Potential Index	71
Household Furnishings & Equip: Total \$	\$45,937,187
Average Spent	\$1,406.48
Spending Potential Index	68
Investments: Total \$	\$35,953,814
Average Spent	\$1,100.82
Spending Potential Index	63
Retail Goods: Total \$	\$608,298,574
Average Spent	\$18,624.62
Spending Potential Index	75
Shelter: Total \$	\$415,047,732
Average Spent	\$12,707.75
Spending Potential Index	80
TV/Video/Audio: Total \$	\$31,289,476
Average Spent	\$958.01
Spending Potential Index	77
Travel: Total \$	\$45,713,795
Average Spent	\$1,399.64
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$24,261,895
Average Spent	\$742.84
Spending Potential Index	79

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**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



## Population by Age Table

Prepared by Gibbs Planning Group

### West Central Albuquerque Study Area

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	68,428	98,575	112,501	13,926	2.68%
Households	22,141	32,661	37,538	4,877	2.82%
Average Household Size	3.08	3.01	2.99	0	-0.13%

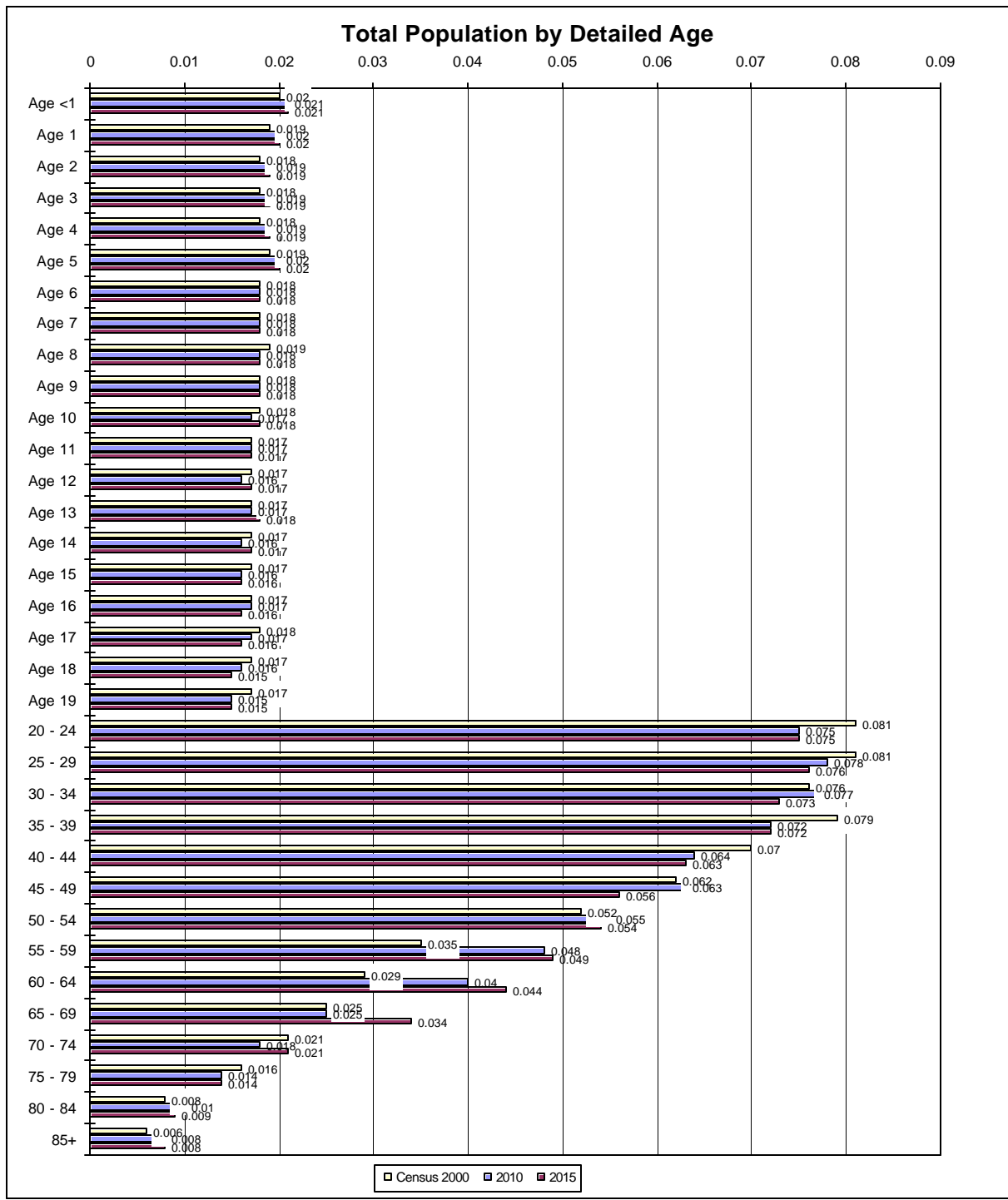
### Total Population by Detailed Age

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	68,429	100.0%	98,576	100.0%	112,502	100.0%
Age <1	1,377	2.0%	2,058	2.1%	2,313	2.1%
Age 1	1,321	1.9%	1,962	2.0%	2,220	2.0%
Age 2	1,240	1.8%	1,849	1.9%	2,086	1.9%
Age 3	1,250	1.8%	1,886	1.9%	2,134	1.9%
Age 4	1,256	1.8%	1,843	1.9%	2,094	1.9%
Age 5	1,301	1.9%	1,950	2.0%	2,236	2.0%
Age 6	1,252	1.8%	1,788	1.8%	2,052	1.8%
Age 7	1,246	1.8%	1,800	1.8%	2,063	1.8%
Age 8	1,275	1.9%	1,776	1.8%	2,044	1.8%
Age 9	1,218	1.8%	1,747	1.8%	2,016	1.8%
Age 10	1,206	1.8%	1,699	1.7%	2,010	1.8%
Age 11	1,168	1.7%	1,629	1.7%	1,928	1.7%
Age 12	1,166	1.7%	1,617	1.6%	1,925	1.7%
Age 13	1,193	1.7%	1,651	1.7%	1,972	1.8%
Age 14	1,170	1.7%	1,595	1.6%	1,875	1.7%
Age 15	1,158	1.7%	1,603	1.6%	1,784	1.6%
Age 16	1,167	1.7%	1,637	1.7%	1,799	1.6%
Age 17	1,234	1.8%	1,630	1.7%	1,771	1.6%
Age 18	1,147	1.7%	1,570	1.6%	1,717	1.5%
Age 19	1,130	1.7%	1,511	1.5%	1,655	1.5%
Age 20 - 24	5,531	8.1%	7,396	7.5%	8,474	7.5%
Age 25 - 29	5,516	8.1%	7,662	7.8%	8,499	7.6%
Age 30 - 34	5,222	7.6%	7,543	7.7%	8,201	7.3%
Age 35 - 39	5,424	7.9%	7,051	7.2%	8,092	7.2%
Age 40 - 44	4,806	7.0%	6,299	6.4%	7,076	6.3%
Age 45 - 49	4,228	6.2%	6,202	6.3%	6,271	5.6%
Age 50 - 54	3,574	5.2%	5,453	5.5%	6,092	5.4%
Age 55 - 59	2,388	3.5%	4,769	4.8%	5,531	4.9%
Age 60 - 64	2,013	2.9%	3,941	4.0%	4,897	4.4%
Age 65 - 69	1,713	2.5%	2,432	2.5%	3,770	3.4%
Age 70 - 74	1,449	2.1%	1,811	1.8%	2,328	2.1%
Age 75 - 79	1,074	1.6%	1,426	1.4%	1,608	1.4%
Age 80 - 84	573	0.8%	979	1.0%	1,023	0.9%
Age 85+	443	0.6%	811	0.8%	946	0.8%
Age <18	22,199	32.4%	31,720	32.2%	36,322	32.3%
Age 18+	46,229	67.6%	66,856	67.8%	76,182	67.7%
Age 21+	42,782	62.5%	62,186	63.1%	70,984	63.1%
Median Age	28.8		29.6		29.8	

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

West Central Albuquerque Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

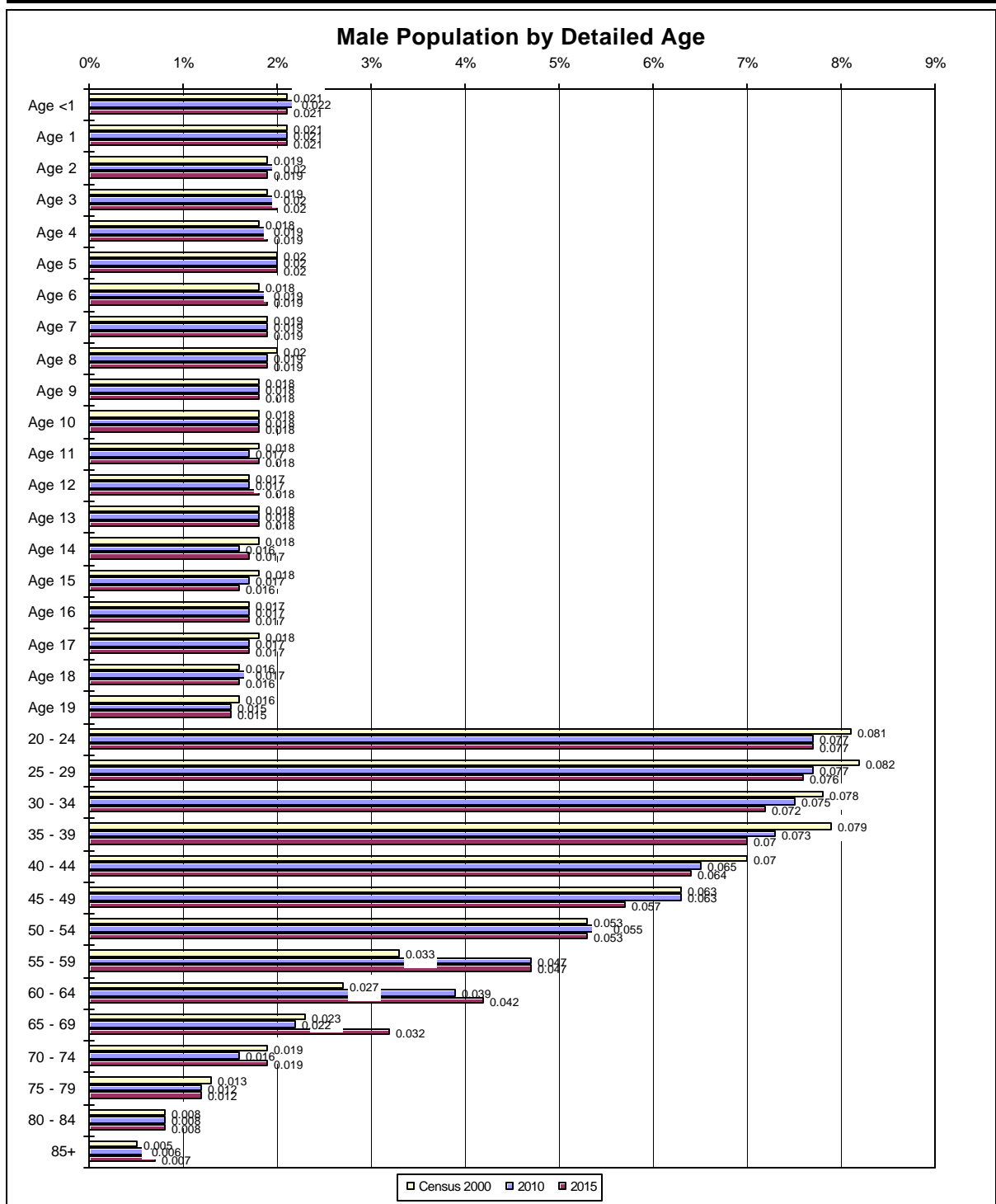
## West Central Albuquerque Study Area

Male Population by Detailed Age						
	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	33,524	100.0%	48,925	100.0%	56,047	100.0%
Age <1	707	2.1%	1,058	2.2%	1,191	2.1%
Age 1	703	2.1%	1,020	2.1%	1,153	2.1%
Age 2	650	1.9%	962	2.0%	1,077	1.9%
Age 3	650	1.9%	974	2.0%	1,103	2.0%
Age 4	617	1.8%	942	1.9%	1,071	1.9%
Age 5	656	2.0%	987	2.0%	1,136	2.0%
Age 6	600	1.8%	919	1.9%	1,059	1.9%
Age 7	635	1.9%	914	1.9%	1,045	1.9%
Age 8	661	2.0%	938	1.9%	1,077	1.9%
Age 9	605	1.8%	896	1.8%	1,029	1.8%
Age 10	597	1.8%	857	1.8%	1,011	1.8%
Age 11	590	1.8%	850	1.7%	1,003	1.8%
Age 12	581	1.7%	825	1.7%	990	1.8%
Age 13	589	1.8%	866	1.8%	1,036	1.8%
Age 14	587	1.8%	802	1.6%	945	1.7%
Age 15	614	1.8%	812	1.7%	913	1.6%
Age 16	573	1.7%	836	1.7%	934	1.7%
Age 17	595	1.8%	844	1.7%	930	1.7%
Age 18	549	1.6%	812	1.7%	906	1.6%
Age 19	542	1.6%	735	1.5%	814	1.5%
Age 20 - 24	2,704	8.1%	3,755	7.7%	4,326	7.7%
Age 25 - 29	2,747	8.2%	3,776	7.7%	4,239	7.6%
Age 30 - 34	2,620	7.8%	3,665	7.5%	4,049	7.2%
Age 35 - 39	2,649	7.9%	3,549	7.3%	3,943	7.0%
Age 40 - 44	2,356	7.0%	3,180	6.5%	3,577	6.4%
Age 45 - 49	2,099	6.3%	3,067	6.3%	3,170	5.7%
Age 50 - 54	1,767	5.3%	2,669	5.5%	2,997	5.3%
Age 55 - 59	1,109	3.3%	2,304	4.7%	2,650	4.7%
Age 60 - 64	912	2.7%	1,896	3.9%	2,357	4.2%
Age 65 - 69	766	2.3%	1,096	2.2%	1,772	3.2%
Age 70 - 74	626	1.9%	787	1.6%	1,037	1.9%
Age 75 - 79	448	1.3%	601	1.2%	685	1.2%
Age 80 - 84	263	0.8%	415	0.8%	449	0.8%
Age 85+	156	0.5%	316	0.6%	373	0.7%
Age <18	11,210	33.4%	16,302	33.3%	18,703	33.4%
Age 18+	22,313	66.6%	32,623	66.7%	37,345	66.6%
Age 21+	20,634	61.5%	30,271	61.9%	34,702	61.9%
Median Age	28.2		28.8		28.9	

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

West Central Albuquerque Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

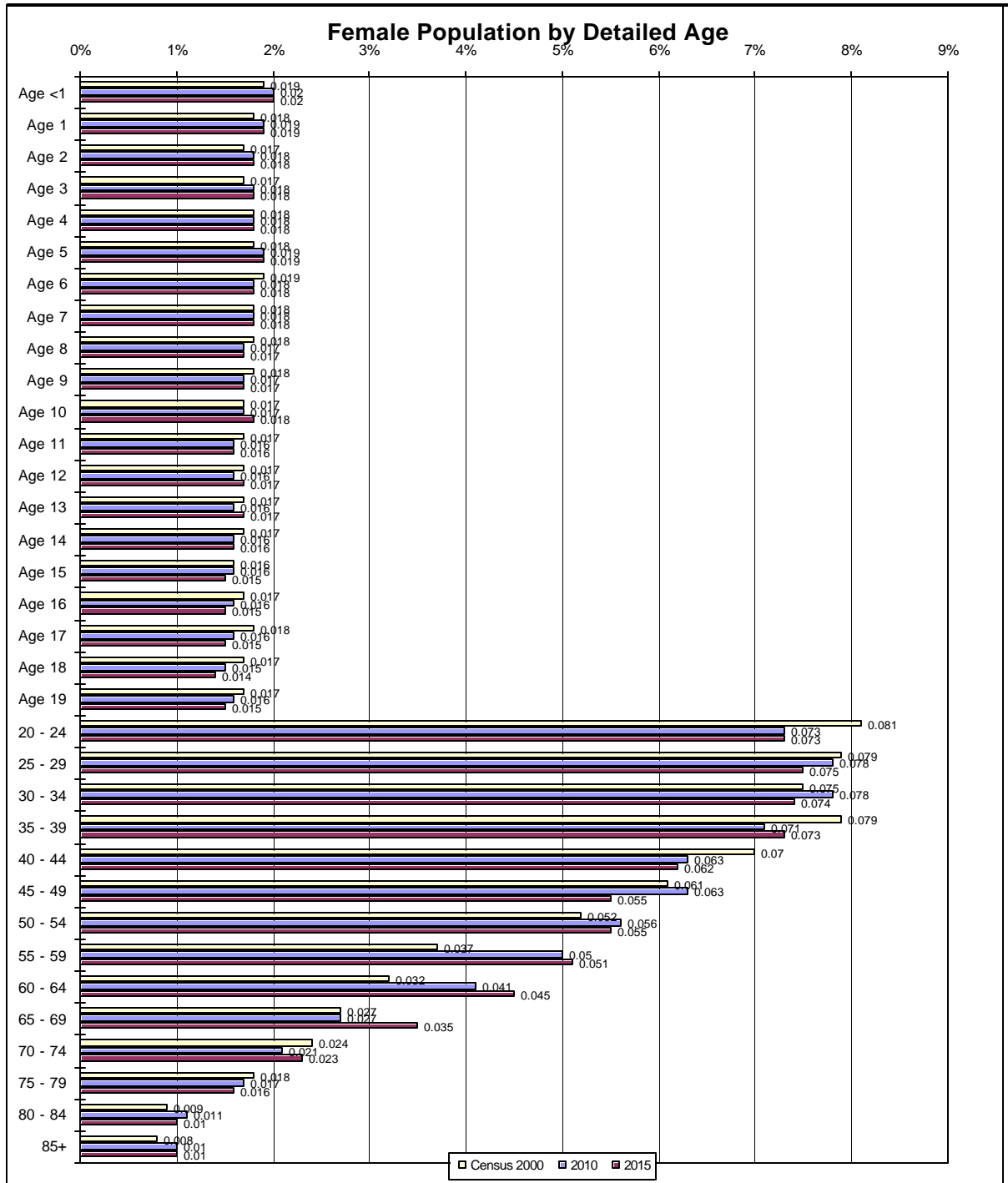
## West Central Albuquerque Study Area

Female Population by Detailed Age						
	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	34,906	100.0%	49,651	100.0%	56,455	100.0%
Age <1	670	1.9%	1,000	2.0%	1,122	2.0%
Age 1	618	1.8%	942	1.9%	1,067	1.9%
Age 2	590	1.7%	887	1.8%	1,009	1.8%
Age 3	600	1.7%	912	1.8%	1,031	1.8%
Age 4	639	1.8%	901	1.8%	1,023	1.8%
Age 5	645	1.8%	963	1.9%	1,100	1.9%
Age 6	652	1.9%	869	1.8%	993	1.8%
Age 7	611	1.8%	886	1.8%	1,018	1.8%
Age 8	614	1.8%	838	1.7%	967	1.7%
Age 9	613	1.8%	851	1.7%	987	1.7%
Age 10	609	1.7%	842	1.7%	999	1.8%
Age 11	578	1.7%	779	1.6%	925	1.6%
Age 12	585	1.7%	792	1.6%	935	1.7%
Age 13	604	1.7%	785	1.6%	936	1.7%
Age 14	583	1.7%	793	1.6%	930	1.6%
Age 15	544	1.6%	791	1.6%	871	1.5%
Age 16	594	1.7%	801	1.6%	865	1.5%
Age 17	639	1.8%	786	1.6%	841	1.5%
Age 18	598	1.7%	758	1.5%	811	1.4%
Age 19	588	1.7%	776	1.6%	841	1.5%
Age 20 - 24	2,827	8.1%	3,641	7.3%	4,148	7.3%
Age 25 - 29	2,769	7.9%	3,886	7.8%	4,260	7.5%
Age 30 - 34	2,602	7.5%	3,878	7.8%	4,152	7.4%
Age 35 - 39	2,775	7.9%	3,502	7.1%	4,149	7.3%
Age 40 - 44	2,450	7.0%	3,119	6.3%	3,499	6.2%
Age 45 - 49	2,129	6.1%	3,135	6.3%	3,101	5.5%
Age 50 - 54	1,807	5.2%	2,784	5.6%	3,095	5.5%
Age 55 - 59	1,279	3.7%	2,465	5.0%	2,881	5.1%
Age 60 - 64	1,101	3.2%	2,045	4.1%	2,540	4.5%
Age 65 - 69	947	2.7%	1,336	2.7%	1,998	3.5%
Age 70 - 74	823	2.4%	1,024	2.1%	1,291	2.3%
Age 75 - 79	626	1.8%	825	1.7%	923	1.6%
Age 80 - 84	310	0.9%	564	1.1%	574	1.0%
Age 85+	287	0.8%	495	1.0%	573	1.0%
Age <18	10,988	31.5%	15,418	31.1%	17,619	31.2%
Age 18+	23,918	68.5%	34,233	68.9%	38,837	68.8%
Age 21+	22,148	63.5%	31,915	64.3%	36,282	64.3%
Median Age	29.4		30.4		30.7	

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

West Central Albuquerque Study Area



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



## INCOME PROFILE TABLE

Prepared by Gibbs Planning Group

### West Central Albuquerque Study Area

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	68,428	98,575	112,501	13,926	2.68%
Households	22,141	32,661	37,538	4,877	2.82%
Average Household Size	3.08	3.01	2.99	-0.02	-0.13%
Families	17,002	24,415	27,800	3,385	2.63%
Average Family Size	3.46	3.40	3.39	-0.01	-0.06%

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<b>Households by Income</b>						
HH Income Base	22,041	100.0%	32,663	100.0%	37,538	100.0%
<\$10,000	2,483	11.3%	2,551	7.8%	2,524	6.7%
\$10,000 - \$14,999	1,856	8.4%	1,127	3.5%	1,456	3.9%
\$15,000 - \$19,999	1,803	8.2%	1,961	6.0%	1,710	4.6%
\$20,000 - \$24,999	1,889	8.6%	1,490	4.6%	1,481	3.9%
\$25,000 - \$29,999	1,894	8.6%	1,566	4.8%	1,605	4.3%
\$30,000 - \$34,999	1,976	9.0%	2,355	7.2%	2,507	6.7%
\$35,000 - \$39,999	1,609	7.3%	2,687	8.2%	2,611	7.0%
\$40,000 - \$44,999	1,520	6.9%	2,290	7.0%	2,296	6.1%
\$45,000 - \$49,999	1,406	6.4%	1,760	5.4%	1,086	2.9%
\$50,000 - \$59,999	1,971	8.9%	3,521	10.8%	4,145	11.0%
\$60,000 - \$74,999	1,700	7.7%	4,508	13.8%	7,184	19.1%
\$75,000 - \$99,999	1,180	5.4%	4,588	14.0%	6,003	16.0%
\$100,000 - \$124,999	362	1.6%	1,030	3.2%	1,279	3.4%
\$125,000 - \$149,999	103	0.5%	605	1.9%	805	2.1%
\$150,000 - \$199,999	126	0.6%	323	1.0%	443	1.2%
\$200,000 - \$249,999	163	0.7%	147	0.5%	183	0.5%
\$250,000 - \$499,999	N/A		128	0.4%	191	0.5%
\$500,000 +	N/A		26	0.1%	29	0.1%
Median Household Income	\$32,565		\$45,790		\$53,144	
Average Household Income	\$39,678		\$53,614		\$57,910	
Per Capita Income	\$12,892		\$17,792		\$19,348	
<b>Families by Income</b>						
Family Income Base	17,048	100.0%	24,414	100.0%	27,798	100.0%
<\$10,000	1,599	9.4%	1,499	6.1%	1,063	3.8%
\$10,000 - \$14,999	1,367	8.0%	923	3.8%	961	3.5%
\$15,000 - \$19,999	1,563	9.2%	1,194	4.9%	1,319	4.7%
\$20,000 - \$24,999	1,371	8.0%	1,585	6.5%	1,420	5.1%
\$25,000 - \$29,999	1,472	8.6%	1,177	4.8%	1,142	4.1%
\$30,000 - \$34,999	1,584	9.3%	1,279	5.2%	1,293	4.7%
\$35,000 - \$39,999	1,138	6.7%	1,705	7.0%	1,534	5.5%
\$40,000 - \$44,999	1,239	7.3%	1,637	6.7%	1,558	5.6%
\$45,000 - \$49,999	1,173	6.9%	1,545	6.3%	1,528	5.5%
\$50,000 - \$59,999	1,552	9.1%	2,613	10.7%	3,589	12.9%
\$60,000 - \$74,999	1,410	8.3%	3,497	14.3%	3,997	14.4%
\$75,000 - \$99,999	963	5.6%	3,042	12.5%	3,435	12.4%
\$100,000 - \$124,999	287	1.7%	1,568	6.4%	2,795	10.1%
\$125,000 - \$149,999	75	0.4%	634	2.6%	1,162	4.2%
\$150,000 - \$199,999	126	0.7%	286	1.2%	602	2.2%
\$200,000 - \$249,999	129	0.8%	96	0.4%	178	0.6%
\$250,000 - \$499,999	N/A		116	0.5%	203	0.7%
\$500,000 +	N/A		18	0.1%	19	0.1%
Median Family Income	\$33,465		\$48,809		\$55,259	
Average Family Income	\$40,641		\$57,073		\$65,478	

**Data Note:** Income represents annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2010 and 2015). In 2000, the Census Bureau reported income to an upper interval of \$200,000+.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

## DEMOGRAPHIC AND INCOME TABLE

**Prepared by Gibbs Planning Group**

## West Central Albuquerque Study Area

Summary	2000	2010	2015
Population	68,428	98,575	112,501
Households	22,141	32,661	37,538
Families	17,002	24,415	27,800
Average Household Size	3.08	3.01	2.99
Owner Occupied Housing Units	16,444	24,166	27,732
Renter Occupied Housing Units	5,697	8,495	9,806
Median Age	28.8	29.6	29.8

Trends: 2010-2015 Annual Rate	Area	State	National
Population	2.68%	1.23%	0.76%
Households	2.82%	1.34%	0.78%
Families	2.63%	1.14%	0.64%
Owner Households	2.79%	1.36%	0.82%
Median Household Income	3.02%	2.74%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	4,339	19.70%	3,678	11.30%	3,980	10.60%
\$15,000 - \$24,999	3,692	16.80%	3,451	10.60%	3,191	8.50%
\$25,000 - \$34,999	3,870	17.60%	3,921	12.00%	4,112	11.00%
\$35,000 - \$49,999	4,535	20.60%	6,737	20.60%	5,993	16.00%
\$50,000 - \$74,999	3,671	16.70%	8,029	24.60%	11,329	30.20%
\$75,000 - \$99,999	1,180	5.40%	4,588	14.00%	6,003	16.00%
\$100,000 - \$149,999	465	2.10%	1,635	5.00%	2,084	5.60%
\$150,000 - \$199,999	126	0.60%	323	1.00%	443	1.20%
\$200,000+	163	0.70%	301	0.90%	403	1.10%
Median Household Income	\$32,565		\$45,790		\$53,144	
Average Household Income	\$39,678		\$53,614		\$57,910	
Per Capita Income	\$12,892		\$17,792		\$19,348	

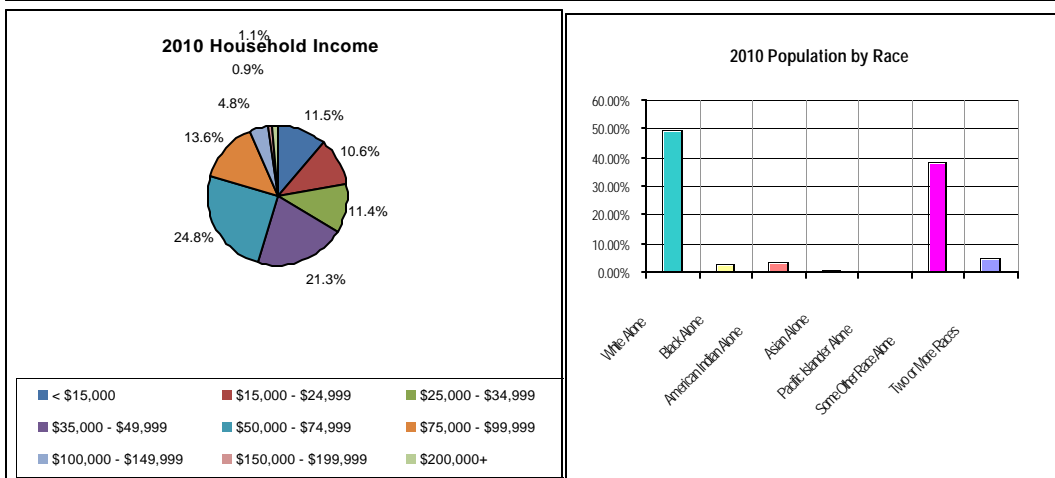
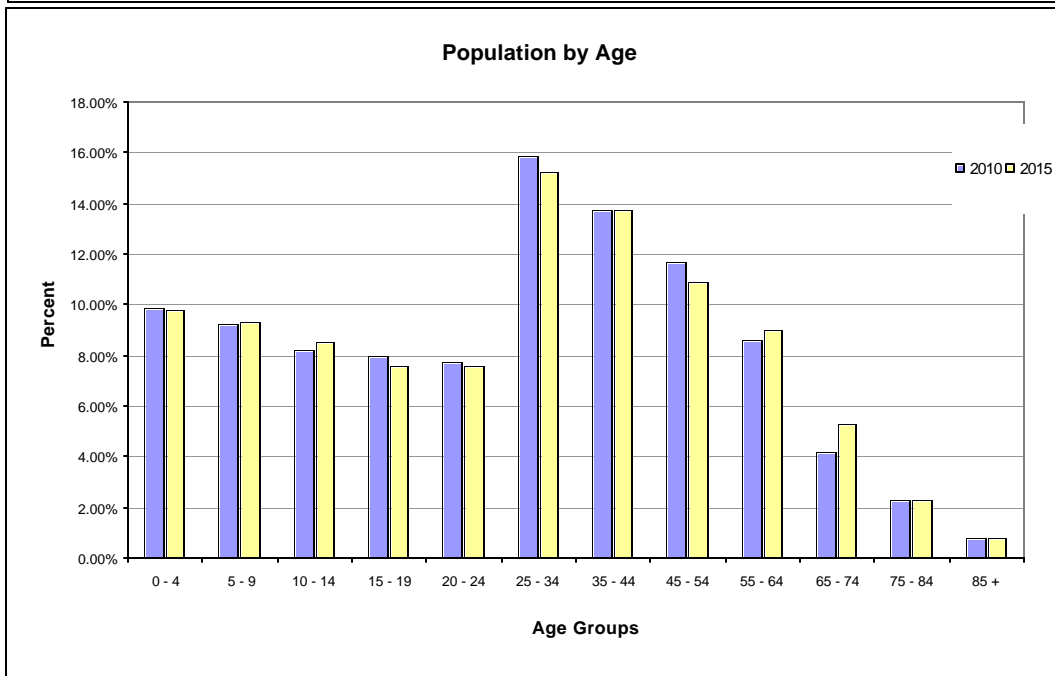
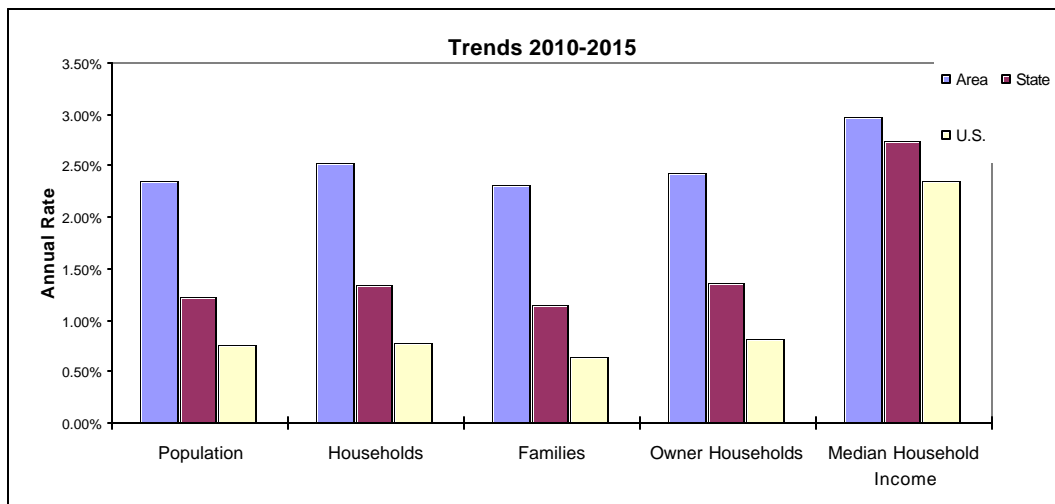
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	6,444	9.40%	9,599	9.70%	10,847	9.60%
Age 5 - 9	6,291	9.20%	9,060	9.20%	10,410	9.30%
Age 10 - 14	5,904	8.60%	8,191	8.30%	9,710	8.60%
Age 15 - 19	5,836	8.50%	7,950	8.10%	8,724	7.80%
Age 20 - 24	5,531	8.10%	7,396	7.50%	8,476	7.50%
Age 25 - 34	10,738	15.70%	15,205	15.40%	16,700	14.80%
Age 35 - 44	10,230	14.90%	13,350	13.50%	15,168	13.50%
Age 45 - 54	7,802	11.40%	11,655	11.80%	12,363	11.00%
Age 55 - 64	4,401	6.40%	8,710	8.80%	10,428	9.30%
Age 65 - 74	3,162	4.60%	4,243	4.30%	6,098	5.40%
Age 75 - 84	1,647	2.40%	2,405	2.40%	2,631	2.30%
Age 85+	443	0.60%	811	0.80%	946	0.80%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	34,768	50.80%	47,865	48.60%	53,600	47.60%
Black Alone	1,773	2.60%	3,614	3.70%	4,412	3.90%
American Indian Alone	2,292	3.30%	3,886	3.90%	4,468	4.00%
Asian Alone	325	0.50%	577	0.60%	689	0.60%
Pacific Islander Alone	60	0.10%	107	0.10%	114	0.10%
Some Other Race Alone	25,974	38.00%	37,489	38.00%	43,282	38.50%
Two or More Races	3,235	4.70%	5,037	5.10%	5,935	5.30%
Hispanic Origin (Any Race)	54,448	79.60%	79,554	80.70%	91,812	81.60%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

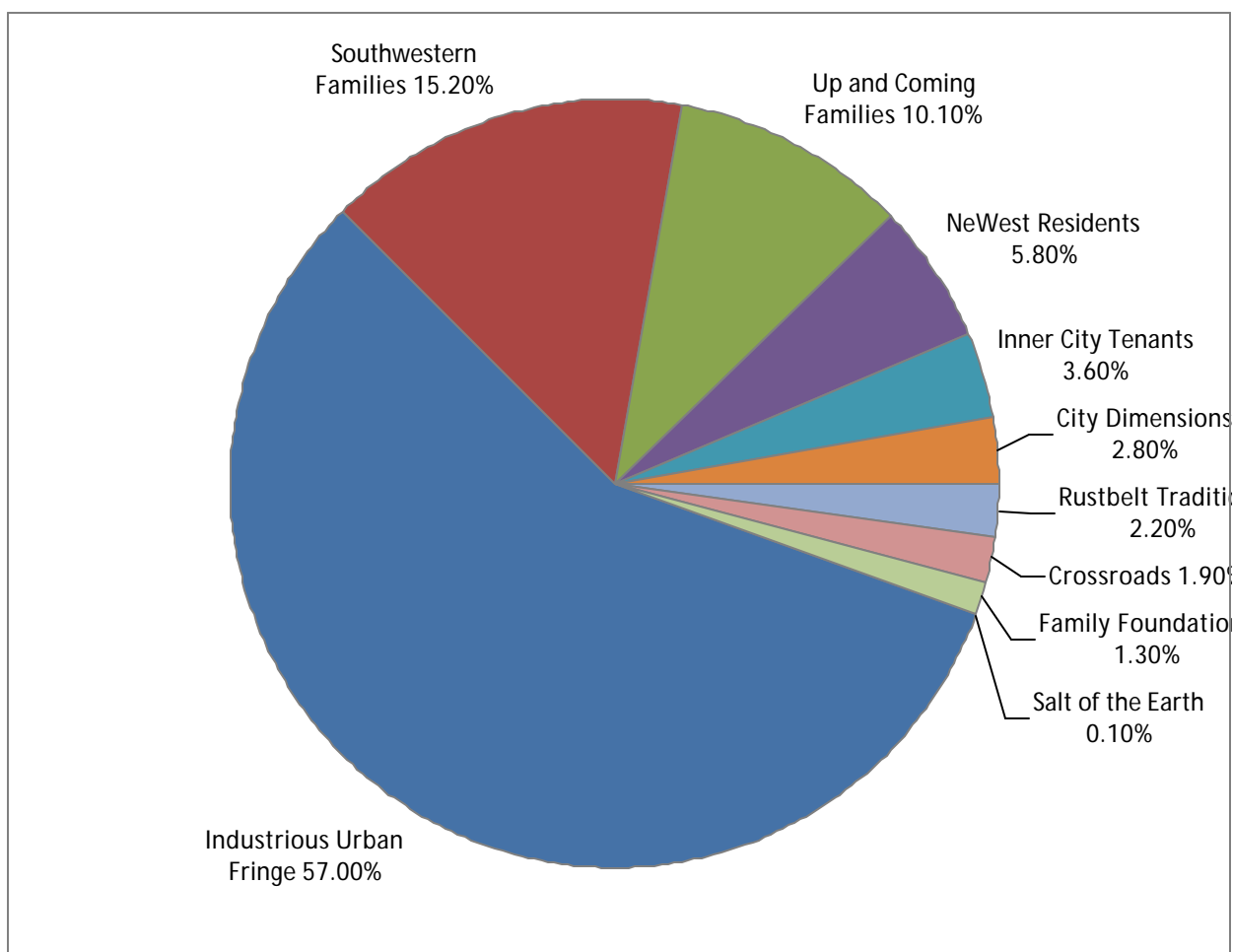
## West Central Albuquerque Study Area



## PRIMARY TAPESTRY LIFESTYLE TABLE

West Central Albuquerque Study Area  
Top Ten Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households	
		Percent	Cumulative Percent	Percent	Cumulative Percent
1	Industrious Urban Fringe	57.0%	57.0%	1.5%	1.5%
2	Southwestern Families	15.2%	72.2%	1.0%	2.5%
3	Up and Coming Families	10.1%	82.3%	3.5%	6.0%
4	NeWest Residents	5.8%	88.1%	0.9%	6.9%
5	Inner City Tenants	3.6%	91.7%	1.5%	8.4%
		91.7%		8.4%	
6	City Dimensions	2.8%	94.5%	0.9%	9.3%
7	Rustbelt Traditions	2.2%	96.7%	2.8%	12.1%
8	Crossroads	1.9%	98.6%	1.5%	13.6%
9	Family Foundations	1.3%	99.9%	0.8%	14.4%
10	Salt of the Earth	0.1%	100.0%	0.7%	15.1%
		100.0%		15.1%	



**Segment Name:** Industrious Urban Fringe  
**LifeMode Group:** Global Roots



### Demographic

Family is central to *Industrious Urban Fringe* neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households. Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirt neighborhoods.

### Socioeconomic

The median household income is \$42,901; the median net worth is \$54,484. The large average household size of 3.42 lowers the amount of discretionary income compared to segments with similar income. Settled on the fringe of metropolitan cities, these households take advantage of the proximity to metropolitan cities to pursue employment opportunities. These residents rely mainly on work in the manufacturing, construction, retail trade, and service industry sectors for their livelihood. Educational attainment levels are lower than U.S. levels, and the unemployment rate is higher.

### Residential

Approximately half of the *Industrious Urban Fringe* households are located in the West; 40 percent are in the South. States with the highest household concentrations are California, Texas, and Florida. Homeownership is at 67 percent, and the median home value is \$166,992. Single-family dwellings are the dominant household structure in these neighborhoods. Living farther out from urban centers allows many to find the space for an affordable home in which to raise their families.

### Preferences

*Industrious Urban Fringe* households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents. They often have a second phone line at home and purchase various phone services. They enjoy watching movies, both at theaters and at home. It's quite common for them to make multiple visits to a movie theater in a month. Newspapers and magazines are not the best media to reach the *Industrious Urban Fringe* households. Television and radio are more effective. Residents watch television just as much as average U.S. householders but subscribe to cable less often. They listen to the radio frequently, tuning in to contemporary hit and Hispanic stations.

**Segment Name:** Southwestern Families  
**LifeMode Group:** Family Portraits



### Demographic

A mix of various family types comprise 80 percent of the households in the *Southwestern Families* segment. These young families form the foundation of Hispanic life in the Southwest. Children are the center of these households that are composed mainly of married couples with children and single-parent families. The average family size is 3.97, the fourth largest among all the Community Tapestry segments. The rest of the households in these neighborhoods are married couples, with no children living at home, and other families. Grandparents are caregivers in some of these households. The median age of this young market is 28.6 years. Eighty-two percent of residents are Hispanic. Diversity is also evident in the 28 percent of residents who are foreign born, many of whom immigrated before 1990. Most (57 percent) of the residents are white, 29 percent are other races populations, and 5 percent are American Indian populations. At five times the U.S. level, the *Southwestern Families* segment has the highest percentage of American Indian populations of all Community Tapestry segments.

### Socioeconomic

The median household income for this segment is \$27,327. They carefully budget their income month to month to pay for the upkeep of their homes and families. Approximately 10 percent of the households receive Supplemental Security Income; 10 percent receive public assistance. With little chance to save, their median net worth is \$22,981. Linguistic isolation remains prevalent among recent arrivals and the older generations. Educational attainment levels are low in this market; 57 percent of the residents aged 25 years and older have not graduated from high school. Most employed residents work in blue-collar and service jobs. Higher-than average proportions of employed residents work in the construction, accommodation/food services, administrative and other services, agricultural, and mining industry sectors. The unemployment rate of 15 percent is high.

### Residential

As the Community Tapestry name implies, *Southwestern Families* communities are located almost entirely in Southwestern states; 72 percent of the households are in Texas. Homeownership is important to this settled, suburban market. Two-thirds of *Southwestern Families* householders own their homes; the median home value is \$61,124. This median is the second lowest median home value among all Community Tapestry segments. Residents live in small, modest homes, primarily single-family dwellings. Some live in mobile homes (11 percent of households) in rural, non-farm areas.

### Preferences

The *Southwestern Families* market ranks high for the purchase of baby and children's products. They buy disposable diapers and premoistened wipes but not prepared baby foods. They also buy baby equipment necessities such as car seats and cribs. Many residents invest in a camera, or even a camcorder, to capture family events. They use cost-effective film development at grocery and discount stores. Cell phones are important to this market, so long-distance telephone expenses are part of their budget.

They shop for clothing at discount stores and will also occasionally buy groceries there. Many use the pharmacies at these stores, but Walgreens, Rite-Aid, and CVS are still the popular options. Albertson's, H.E. Butt, Kroger, and Vons are their preferred grocery stores. More households purchase used cars; many save money by performing minor car maintenance such as changing motor oil. Most of the residents rely on car dealers and garages to service their vehicles.

Although cable TV service is available in most neighborhoods, fewer than half subscribe. Many treat their older children to a video game system and frequently visit Blockbuster to rent comedy or action movies. *Southwestern Families* residents listen to Hispanic and urban radio formats. They also enjoy fishing, playing soccer, and going to the movies.

**Segment Name:** Up and Coming Families  
**LifeMode Group:** Family Portrait



### Demographic

With an annual growth rate of 4.2 percent, *Up and Coming Families* represents the second highest household growth market and the youngest affluent family market (with a median age of 32.0 years) of Community Tapestry. Residents are a mix of Generation X'ers and baby boomers. The profile for this market is young, affluent families with younger children. Eighty percent of households are composed of families. Approximately two-fifths of households consist of married couples with children. Most of the residents in this segment are white; however, the diversity of the population is increasing with its size.

### Socioeconomic

At the beginning of their careers, *Up and Coming Families* residents are earning above-average income but have not had time to accumulate much wealth. The median household income is \$77,444, well above the national median. The median net worth is \$162,486. Nearly two-thirds of residents aged 25 years and older have a degree or some college credits. Labor force participation is well above average at 73 percent, and unemployment is low. Understandably, 91 percent of households derive income from wage and salary compensation. Although half of the households have children, they also have working parents.

### Residential

Nearly half of *Up and Coming Families* segments are concentrated in the South, the other half in the West and Midwest. These neighborhoods are located in suburban outskirts of midsized metropolitan areas with populations higher than 250,000. Households are mainly new single-family dwellings. Homeownership is at 85 percent. More than half of the housing units were built in the last 10 years. Houses in these neighborhoods are valued at \$221,956, slightly above the U.S. median.

### Preferences

Consumer choices for *Up and Coming Families* are dictated by family and home. Many are beginning or expanding their families, so maternity clothes and baby equipment are essential purchases in addition to children's clothing and toys. Because many are first-time homeowners, purchases such as basic household furniture and lawn fertilizer, weed control, and insecticide are important. Vying for attention in the family budget are car loans, student loans, and mortgage payments. *Up and Coming Families* residents most likely own or lease an SUV or minivan. They enjoy eating out at family restaurants such as Red Robin, Chili's Grill & Bar, and Olive Garden and fast-food restaurants such as Chick-fil-A, Chuck E. Cheese's, and Papa John's.

Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally Sea World or Disney World), where they make good use of their digital camera or camcorder. They enjoy renting science fiction, comedy, and family type DVDs. A favorite TV show is *24*. Favorite cable stations are Oxygen, E!, and the Discovery Health Channel. Residents prefer to listen to soft adult contemporary, sports, and classic hits radio.



**Segment Name:** NeWest Residents  
**LifeMode Group:** Global Roots



### Demographic

The *NeWest Residents* market possesses the third largest average family size (4.03) of all the Community Tapestry segments. Families dominate this market. Children are present in 54 percent of the households, either in married-couple families or single-parent families. Another 19 percent of the households are composed of married-couple families with no children living at home as well as other families. This segment is the fifth youngest of all the Community Tapestry segments, with a median age of 25.5 years. Dependent children are 36 percent of the population; 38 percent of householders are younger than 35 years of age. Approximately half of this young population is foreign born, more than half of whom have arrived in the United States in the last 10 years. Hispanic cultures are predominant in this family-oriented segment. More than three-fourths of the residents are Hispanic. Two fifths of residents are white, approximately two-fifths are other races populations (second highest of all Community Tapestry segments), and 6 percent are multiracial populations (two times that of the national level). This market is one of the top five most diverse of all Community Tapestry markets.

### Socioeconomic

Most *NeWest Residents* are not only new to America but also beginning their careers and families. They arrived in the country with few funds but began saving their hard-earned dollars. The median net worth is about \$15,946. Language is a significant barrier for many; this market has the highest concentration of households who speak a language other than English. Approximately 59 percent of residents aged 25 years and older have not completed high school. Lack of education limits their employment options. Most residents who are employed work in service and skilled labor occupations. Higher-than-average proportions of employed residents work in the construction, manufacturing, accommodation/ food services, administrative services, other services, and agricultural industry sectors. The 15 percent rate of unemployment is high. Some households receive Supplemental Security Income or public assistance. The median household income for this segment is \$27,180.

### Residential

Most *NeWest Residents* rent apartments in mid- or highrise buildings in major cities, chiefly in the West and South. California has the largest concentration of households, followed by Texas. The average gross rent is approximately \$556 per month. Most housing units in these neighborhoods were built before 1980. Homeownership is at 18 percent; the median home value is \$179,477.

### Preferences

*NeWest Residents* families put their children first. They lead a strong, family-oriented lifestyle with an emphasis on buying groceries and baby and children's products. They usually buy only the essentials such as baby food, baby supplies, baby car seats, and children's clothing. They shop for groceries at Vons, Pathmark, and Ralphs but will stop at local convenience stores for milk, juice drinks, and nonprescription drugs. To save money, they prepare from-scratch meals at home, steering away from prepackaged meals. Residents prefer to use cash; credit card ownership and usage are low in this market. Because most of these householders rent, they do not participate in gardening or invest in big-ticket furniture items. They buy basic bedding and bath goods as well as cooking and serving items. They own one television set; few have Internet access, and cable TV is not considered a necessity. They like to watch soccer and professional wrestling on TV, in particular, and listen to Hispanic radio stations.

**Segment Name:** Inner City Tenants  
**LifeMode Group:** Global Roots



## Demographic

*Inner City Tenants* residents are a microcosm of urban diversity; their population is represented primarily by white, black, and Hispanic cultures. Twenty-nine percent of the residents are Hispanic. This multicultural market is younger than average, with a median age of 27.9 years. The household composition also reflects their youth. Composed of a mix of household types, 34 percent of households are single person, 28 percent are married-couple families, 21 percent are single parent families, and 10 percent are shared housing. Turnover is high in these neighborhoods because many individuals are enrolled in nearby colleges and work part-time. These neighborhoods are also a stepping-stone for recent immigrants, with an annual population growth of 0.72 percent.

## Socioeconomic

The median household income for this segment is \$32,497; the median net worth is \$23,508. Because few own their homes, most of their net worth comes from savings. Eighty three percent of households derive income from wages and salaries; 7 percent receive public assistance income. Thirty percent of the residents aged 25 years and older have attended college. Earning a college degree is at the forefront of their goals, so many work part- and full-time to fund their college education. Approximately half of the employed residents work in white-collar occupations. This market has twice the national level of residents who work in the accommodation/ food services industry.

## Residential

These neighborhoods are located primarily in the South and West. Most *Inner City Tenants* residents rent economical apartments in mid- or high-rise buildings. One-fifth of the housing is owner-occupied, and the median home value is \$132,310. Most of the housing units were built in the 1960s, 1970s, and 1980s. For their average commute to work of 24.6 minutes, many residents drive their vehicle or depend on other modes of transportation. Seventeen percent of the households do not own a vehicle.

## Preferences

With their busy lifestyle, *Inner City Tenants* residents frequently eat at fast-food restaurants and shop for groceries at nearby stores such as Pathmark and Food Lion. They prefer easy-to-prepare frozen and canned foods. Internet access at home is not typical in this market, but those who have no access at home will surf the Internet at school or at the library. Playing games and visiting chat rooms are typical online activities. Residents refer to the Yellow Pages frequently to look up all kinds of information. Recent household purchases by this market include video game systems as well as baby food, baby products, baby furniture, and baby equipment. Many households carry renter's insurance. Residents prefer to shop at discount stores such as Wal-Mart and T.J. Maxx.

*Inner City Tenants* residents go to the movies and attend professional football and basketball games. They water-ski and play football, basketball, and soccer. They read music, baby, computer, and sports magazines; enjoy religious books and adventure stories; and listen to professional football and urban radio. Some enjoy the nightlife, visiting bars and nightclubs to go dancing.

**Segment Name:** City Dimensions  
**LifeMode Group:** Global Roots



## Demographic

Diversity in household type and ethnicity characterizes *City Dimensions* neighborhoods. Most of these residents are young, with a median age of 29.2 years. Households are a mix of types; most are singles who live alone (31 percent), married-couple families (30 percent), and single-parent families (23 percent). Ethnic diversity is high. Half of the residents are white and one-fourth are black; however, higher-than average proportions of other races populations are also represented. Twenty-nine percent of the residents are of Hispanic origin.

## Socioeconomic

The median household income for this market is \$27,639. Ten percent of the households receive Supplemental Security Income; 11 percent receive public assistance. Employed residents work full-time or part-time, primarily in the service, manufacturing, and retail trade industry sectors. At 16 percent, unemployment is high. Overall, 60 percent of the residents aged 25 years and older have graduated from high school. Approximately 7 percent hold a bachelor's or graduate degree. The median net worth is \$19,226.

## Residential

*City Dimensions* neighborhoods are a mix of housing types, but more than half of householders live in apartments in multiunit structures. Most of the real estate is older. Nearly 70 percent of the housing units were built before 1960; 42 percent are pre-1940 structures. Sixty-four percent of the householders rent. The urban locations of this segment keep the average gross rent at approximately \$477 per month. Housing types are split between single-family homes and apartments in two- to four-unit buildings. The median home value for owner-occupied dwellings is \$88,841. Population density remains high, with 2,888 people per square mile. Although most homes have a vehicle, residents seek jobs near their homes, commuting an average of 22.3 minutes to work.

## Preferences

*City Dimensions* residents are frequent viewers of cable television, preferring movies and news programs over documentaries. Most households own more than one television set. Video game systems are popular. Residents are avid watchers of sports such as football, basketball, and soccer. They represent one of the top markets for purchasing and wearing team sports clothing, and prefer branded athletic shoes.

Few homes are equipped with central air conditioning, so if necessary, they rely on room air conditioners or ceiling fans. Because many households have recently moved, they have purchased household furnishings such as bedding/bath linens, kitchen items, and a variety of other goods. Families with children spend wisely for children's and baby products, preferring to shop at discount stores and use store brand products, particularly for expensive items such as disposable diapers.

Households that own vehicles prefer domestic cars and buy used vehicles. Those with automotive repair expertise service their own cars; others rely on the car dealer or a nearby garage. For entertainment, they dine out and enjoy going dancing, attending music performances, and occasionally visiting bars. They also go to the movies and visit theme parks.

**Segment Name:** Rustbelt Traditions  
**LifeMode Group:** Traditional Living



## Demographic

*Rustbelt Traditions* neighborhoods are primarily a mix of married-couple families, single-parent families, and singles who live alone, similar to the U.S. household type distribution. This segment has the sixth largest population of all the Community Tapestry segments, with 8.4 million people. The median age is 36.1 years, just below the U.S. median. Most of the residents are white.

## Socioeconomic

The median household income is \$49,579, slightly below that of the U.S. median. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. The median net worth for this segment is \$90,754. Overall, 80 percent of residents aged 25 years and older have graduated from high school, 12 percent hold a bachelor's or graduate degree, and 29 percent have attended college.

## Residential

*Rustbelt Traditions* neighborhoods are the backbone of older Industrial cities in states that border the Great Lakes. Most residents live in modest, single-family homes. Homeownership is at 76 percent. The median home value of \$107,222 is approximately three-fifths of the U.S. median. The relatively lower median home value is partially due to the age of the homes in these communities; nearly two-thirds of the housing units were built prior to 1960.

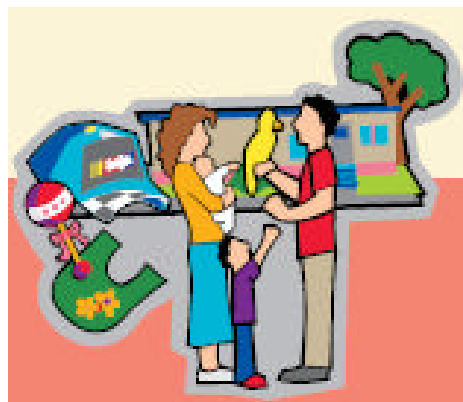
## Preferences

Residents of *Rustbelt Traditions* are aptly named: They have lived, worked, spent, and played in the same area for years. They do not follow fads; they stick with the products and services they know. They prefer domestic car manufacturers. Some of their purchases reflect their attention to the maintenance of their homes and yards. For specialized projects, they will contract for roofing, flooring, and carpet installations.

Financially conservative, *Rustbelt Traditions* residents prefer to use a credit union and invest in certificates of deposit. They are likely to have a personal loan that is not a student or vacation loan, and hold low-value variable life and homeowner's insurance policies. Residents watch their pennies, using coupons regularly, especially at Sam's Club. They prefer to see a doctor for diet control and own a stationary bike for exercise.

Favorite leisure activities include bowling; fishing; hunting; and attending auto races, country music shows, and ice hockey games. Watching television is a common pastime for *Rustbelt Traditions* residents. They subscribe to cable TV and watch it regularly, but their favorite programs are sports events.

**Segment Name:** Crossroads  
**LifeMode Group:** American Quilt



### Demographic

*Crossroads* neighborhoods are primarily home to married couple families with and without children and single-parent families. These residents are young, with a median age of 32.0 years. Householders tend to be younger than the U.S. average; approximately half of them are younger than 45 years. The population in this segment is growing more than 1.6 percent annually, a faster rate than the U.S. population. Nineteen percent of residents are Hispanic. Although 73 percent of residents are white, other racial groups are represented in this market.

### Socioeconomic

The median household income for this market is \$41,213, somewhat below the U.S. median; the median net worth is \$47,371, less than half the U.S. value. Educational attainment levels are lower than U.S. levels; only 36 percent of residents aged 25 years and older hold a bachelor's or graduate degree or have attended college. Most of the employed residents work in the manufacturing, construction, retail trade, and service industry sectors. Labor force participation is comparable to the U.S. level, but unemployment is slightly higher.

### Residential

*Crossroads* communities are growing neighborhoods that are frequently found in small towns throughout the South, Midwest, and West. These small towns provide affordable housing for young families, providing them an opportunity to own their homes. Homeownership is 77 percent; the median home value is \$74,804, much lower than the U.S. median. More than half of *Crossroads* households are mobile homes; 36 percent are single-family dwellings. Most of the housing was built after 1969.

### Preferences

Mindful of their expenses, *Crossroads* households budget for what they buy and choose selectively where to spend their money. They shop at discount department stores such as Wal-Mart and Kmart. Many shop for groceries at Wal-Mart Supercenters. Their priorities are their families and their cars. Children are the focus of their lives, and they buy children's products in addition to groceries. They prefer domestic cars or trucks, commonly buy used vehicles, and handle the maintenance themselves. Investing and saving for retirement are a low priority; many households do not own mutual funds, stocks, or retirement savings accounts. Home improvement projects also rank low.

*Crossroads* residents enjoy watching television, especially cartoon channels for the kids and ?shing or NASCAR racing for the adults. Typically, they own a satellite dish or subscribe to cable. They also like to listen to the radio, preferring country and contemporary hit music to other formats. They read the newspaper less frequently than average U.S. households; however, they read magazines, especially automotive, boating, motorcycle, and ?shing publications. They like to ?sh and go to the movies. Most households have pets such as cats and dogs. Birds are especially popular.

**Segment Name:** Family Foundations  
**LifeMode Group:** Traditional Living



### Demographic

Family is the cornerstone of life in these communities; 73 percent of the households are composed of various family types. A mix of married couples, single parents, and grandparents, as well as young and adult children, populate *Family Foundations* neighborhoods. The median age is 39.1 years. Householders in this market are slightly older compared to the national level; 41 percent of householders are 45 years or older. There is little diversity in this segment: 85 percent of the population is black.

### Socioeconomic

The median household income is \$45,278. As workers are beginning to retire, labor force participation runs below average at 57 percent. Nearly 23 percent of employed residents are government employees. Approximately one-third of the households receive Social Security benefits, and nearly one-fourth of households receive retirement income. At 13 percent, the unemployment rate is high. Some households obtain Supplemental Security Income or public assistance income. Their median net worth is \$92,296. Except for a slightly higher proportion of residents aged 25 years and older who have some college credits, educational attainment levels are slightly below U.S. levels.

### Residential

*Family Foundations* neighborhoods are small urban communities located in large metropolitan areas, primarily in the South and Midwest. This market represents stability. Recording almost no household growth since 2000, there is little turnover in these neighborhoods. More than three in four householders own their homes. Most of these houses are single-family structures, built before 1970. The median home value is \$112,327.

### Preferences

*Family Foundations* residents are active in their communities, attending church services, serving on church boards, helping with fund-raising projects, and participating in civic activities. As consumers, they spend money for home maintenance and their families. Style is important, so they buy casual and dressy clothing for themselves and their children. Buying baby products and apparel is also a priority. They watch their budgets carefully. They do not dine out often, opting to prepare meals at home. Residents shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.

A favorite entertainment source is television, so many households own multiple TV sets. Although high in television viewership, *Family Foundations* households subscribe to cable at a rate near the U.S. level. Residents prefer to watch courtroom TV shows, sports, and news programs and listen to gospel, urban, and jazz radio formats. Basketball is a favorite sport; they play it, attend professional games, watch games on TV, and listen to games on the radio.



**Segment Name:** Salt of the Earth  
**LifeMode Group:** Factories and Farms



## Demographic

*Salt of the Earth* households are dominated by married couples with children (36 percent) and without (29 percent). Both household percentages are higher than the U.S. values. One-fifth of households are composed of singles who live alone. The average household size for this market is 2.60, extremely close to the U.S. value of 2.59; however, the average family size is 2.99, falling below the U.S. average of 3.14. With a median age of 41.3 years, this is a slightly older market. Because ethnic diversity in these neighborhoods is negligible—94 percent of the residents are white—*Salt of the Earth* neighborhoods are the least diverse of all the Community Tapestry segments.

## Socioeconomic

Employed *Salt of the Earth* residents work in a variety of occupations including management and professional positions and unskilled labor jobs. Higher-than-average proportions work in skilled labor occupations. Approximately one-fifth work in the manufacturing industry. The 66 percent labor force participation is high, and unemployment is low at 5 percent. The median household income is \$50,538, close to the U.S. median. Besides wages, household income is supplemented by interest income, dividends, rental income, self-employment income, retirement income, and Social Security benefits, all above national proportions. The median net worth for this market is \$108,631. One-fourth of *Salt of the Earth* residents aged 25 years and older have attended college; 13 percent hold a bachelor's or graduate degree.

## Residential

*Salt of the Earth* neighborhoods are located in rural areas throughout the United States. Nearly half of the households are in the Midwest; the other half are found almost entirely in the South and Northeast. States with the highest concentrations of these households are Pennsylvania, Ohio, Indiana, and Michigan. Homeownership is at 86 percent, and the median home value is \$139,060. The majority of households are single-family units (83 percent); 12 percent are mobile homes. Twenty-two percent of the housing units were built before 1940.

## Preferences

*Salt of the Earth* residents are rooted in their settled, traditional, and hardworking lifestyles. Independent and self-reliant, they take on small home improvement and remodeling projects themselves. They also spend a lot of time and money on their vegetable and flower gardens, owning the necessary tools and equipment to make them a success. Twenty-eight percent of the households own three or more vehicles, making *Salt of the Earth* one of the top segments with this distinction. These rural households typically own or lease many vehicles including a truck. Many own a motorcycle. Overall, they prefer domestic vehicles to imports and handle the maintenance themselves. Most residents carry insurance policies to protect themselves and their families and invest in annuities, certificates of deposit, and U.S. savings bonds. Families often have two or more pets, either dogs or cats.

*Salt of the Earth* residents enjoy dining out, generally at family restaurants such as Ponderosa, Big Boy, and Bob Evans Farms. However, baking is a favorite home activity. They enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites. They read fishing and hunting magazines also. Their radio dials are often tuned to country music stations, but they also like to follow auto racing. Many households have a satellite dish. Favorite stations include CMT, Outdoor Life Network, and the Speed Channel. In addition to watching horse racing, auto racing, and truck and tractor pulls/mud racing on TV, a favorite weekly show is *According to Jim*. Families travel to vacation destinations by car; for overnight stays, they prefer a Super 8 motel.

## HOUSING PROFILE TABLE

### West Central Albuquerque Study Area

2000 Total Population	68,428	2000 Median HH Income	\$32,565
2010 Total Population	98,575	2010 Median HH Income	\$45,790
2015 Total Population	112,501	2015 Median HH Income	\$53,144
2010-2015 Annual Rate	2.68%	2010-2015 Annual Rate	3.02%

#### Housing Units by Occupancy Status and Tenure

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	23,885	100.0%	35,167	100.0%	40,642	100.0%
Occupied	22,141	92.7%	32,661	92.9%	37,538	92.4%
Owner	16,444	68.8%	24,166	68.7%	27,732	68.2%
Renter	5,697	23.9%	8,495	24.2%	9,806	24.1%
Vacant	1,744	7.3%	2,506	7.1%	3,104	7.6%

#### Owner Occupied Housing Units by Value

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Total	16,455	100.0%	24,167	100.0%	27,730	100.0%
< \$10,000	413	2.5%	575	2.4%	558	2.0%
\$10,000 - \$14,999	170	1.0%	268	1.1%	305	1.1%
\$15,000 - \$19,999	176	1.1%	152	0.6%	215	0.8%
\$20,000 - \$24,999	303	1.8%	225	0.9%	149	0.5%
\$25,000 - \$29,999	255	1.5%	311	1.3%	245	0.9%
\$30,000 - \$34,999	281	1.7%	317	1.3%	279	1.0%
\$35,000 - \$39,999	198	1.2%	385	1.6%	299	1.1%
\$40,000 - \$49,999	587	3.6%	673	2.8%	691	2.5%
\$50,000 - \$59,999	646	3.9%	663	2.7%	711	2.6%
\$60,000 - \$69,999	1,019	6.2%	496	2.1%	629	2.3%
\$70,000 - \$79,999	1,637	9.9%	700	2.9%	490	1.8%
\$80,000 - \$89,999	2,556	15.5%	642	2.7%	578	2.1%
\$90,000 - \$99,999	2,642	16.1%	694	2.9%	602	2.2%
\$100,000 - \$124,999	3,397	20.6%	3,951	16.3%	1,545	5.6%
\$125,000 - \$149,999	1,201	7.3%	5,736	23.7%	3,937	14.2%
\$150,000 - \$174,999	533	3.2%	3,294	13.6%	5,244	18.9%
\$175,000 - \$199,999	119	0.7%	2,291	9.5%	3,749	13.5%
\$200,000 - \$249,999	212	1.3%	1,782	7.4%	4,584	16.5%
\$250,000 - \$299,999	63	0.4%	558	2.3%	1,694	6.1%
\$300,000 - \$399,999	22	0.1%	310	1.3%	856	3.1%
\$400,000 - \$499,999	15	0.1%	78	0.3%	214	0.8%
\$500,000 - \$749,999	1	0.0%	44	0.2%	97	0.3%
\$750,000 - \$999,999	0	0.0%	4	0.0%	11	0.0%
\$1,000,000 +	9	0.1%	18	0.1%	48	0.2%
Median Value	\$89,947		\$133,854		\$162,548	
Average Value	\$91,453		\$135,257		\$165,472	

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.



## West Central Albuquerque Study Area

### Census 2000 Vacant Housing Units by Status

	Number	Percent
Total	1,745	100.0%
For Rent	825	47.3%
For Sale Only	305	17.5%
Rented/Sold, Unoccupied	92	5.3%
Seasonal/Recreational/Occasional Use	38	2.2%
For Migrant Workers	0	0.0%
Other Vacant	485	27.8%

### Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	22,141	16,444	74.3%
15 - 24	1,667	780	46.8%
25 - 34	4,782	3,207	67.1%
35 - 44	5,349	3,888	72.7%
45 - 54	4,402	3,555	80.8%
55 - 64	2,581	2,179	84.4%
65 - 74	1,983	1,678	84.6%
75 - 84	1,101	928	84.3%
85+	276	229	83.0%

### Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	22,139	16,443	74.3%
White Alone	12,155	9,389	77.2%
Black Alone	588	407	69.2%
American Indian Alone	661	432	65.4%
Asian Alone	103	74	71.8%
Pacific Islander Alone	16	12	75.0%
Some Other Race Alone	7,688	5,428	70.6%
Two or More Races	928	701	75.5%
Hispanic Origin	16,549	12,203	73.7%

### Census 2000 Housing Units by Units in Structure and Occupancy

	Housing Units		Occupied Units	
	Number	Percent	Number	Percent
Total	23,860	100.0%	22,117	100.0%
1, Detached	16,852	70.6%	16,030	72.5%
1, Attached	1,160	4.9%	1,050	4.7%
2	371	1.6%	346	1.6%
3 to 4	562	2.4%	496	2.2%
5 to 9	411	1.7%	336	1.5%
10 to 19	416	1.7%	286	1.3%
20 to 49	255	1.1%	157	0.7%
50 or More	472	2.0%	465	2.1%
Mobile Home	3,361	14.1%	2,951	13.3%
Other	0	0.0%	0	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.

## West Central Albuquerque Study Area

### Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Costs

	Number	Percent
Total	13,543	100.0%
With Mortgage	10,153	75.0%
< \$200	0	0.0%
\$200 - \$299	46	0.3%
\$300 - \$399	188	1.4%
\$400 - \$499	403	3.0%
\$500 - \$599	719	5.3%
\$600 - \$699	1,207	8.9%
\$700 - \$799	1,755	13.0%
\$800 - \$899	1,708	12.6%
\$900 - \$999	1,268	9.4%
\$1000 - \$1249	1,791	13.2%
\$1250 - \$1499	689	5.1%
\$1500 - \$1999	323	2.4%
\$2000 - \$2499	47	0.3%
\$2500 - \$2999	0	0.0%
\$3000+	9	0.1%
With No Mortgage	3,390	25.0%
Median Monthly Owner Costs for Units with Mortgage	\$844	
Average Monthly Owner Costs for Units with Mortgage	\$886	

### Census 2000 Specified Renter Occupied Housing Units by Contract Rent

	Number	Percent
Total	5,648	100.0%
Paying Cash Rent	5,310	94.0%
< \$100	154	2.7%
\$100 - \$149	164	2.9%
\$150 - \$199	150	2.7%
\$200 - \$249	204	3.6%
\$250 - \$299	311	5.5%
\$300 - \$349	484	8.6%
\$350 - \$399	588	10.4%
\$400 - \$449	796	14.1%
\$450 - \$499	534	9.5%
\$500 - \$549	532	9.4%
\$550 - \$599	282	5.0%
\$600 - \$649	455	8.1%
\$650 - \$699	80	1.4%
\$700 - \$749	299	5.3%
\$750 - \$799	163	2.9%
\$800 - \$899	88	1.6%
\$900 - \$999	5	0.1%
\$1000 - \$1249	2	0.0%
\$1250 - \$1499	0	0.0%
\$1500 - \$1999	19	0.3%
\$2000 +	0	0.0%
No Cash Rent	338	6.0%
Median Rent	\$438	
Average Rent	\$438	
Average Gross Rent (with Utilities)	\$529	

**Data Note:** Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing.