



*Frontier
Communities
Initiative*

EDGEWOOD, NM IMAGE DEVELOPMENT & BRANDING Findings & Recommendations

Contents:

- Introduction
- Findings Overview
- SWOT Analysis
- Target Markets
- Economic/Retail Data Summary
- Recommendations
- Appendix
 - Community Comments
 - Area Map
 - 5, 10 & 15 Mile Data Report
 - 5, 10 & 15 Mile Gap Report
 - Demographic Summary



EDGEWOOD IMAGE DEVELOPMENT & BRANDING: Findings & Recommendations

Residents of Edgewood came together to apply for assistance in Image Development and Branding from New Mexico MainStreet through the Frontier Communities Initiative. The steering committee includes:

Roger Holden, Parks & Recreation Director, Town of Edgewood
Sherry Abraham, Councilor, Town of Edgewood
Brenda Murray, Executive Director, Edgewood Chamber of Commerce
Roger Alink, Wildlife West Nature Park & Zoo, Founder/Director
Chuck Ring, Councilor, Town of Edgewood

The application was selected in the 2014-15 Frontier Communities cycle, and the NM MainStreet (NMMS) staff assigned to the Edgewood project are:

Robyne Beaubien, NM MainStreet Promotions Program Associate
Eduardo Martinez, NM MainStreet Organization Program Associate



The NMMS Team met with the Steering Committee to review the application on November 6th, met with the Mayor and Town Manager on December 9th 2014, made a presentation at the Town Hall Community Meeting on January 17, 2015, and facilitated a Community Input Meeting on February 23, 2015. Through these, community research, and data collection, we have compiled this report of findings and recommendations for

branding the town of Edgewood, NM. We anticipate this project will take 12-18 months to complete.

FINDINGS OVERVIEW

Edgewood, NM is poised on the edge of many opportunities. It is a rural, mountain community within 30 minutes of big-city amenities. Community members are friendly and welcoming to visitors and new residents. Existing amenities are generally of good quality and visitors to the community can expect a positive experience.

In their application, the steering committee stated that they believed creating a “Sense of Place” would assist in economic development and furthering community goals. This is a great place to start building.

In exploring a brand for Edgewood, we will strive to identify the values, personality, and culture of the community and develop an authentic brand. A brand that will deliver on what it promises residents and tourists. A brand that will embrace the history of the community and compliment future planning.

Branding is a long-term project that requires continued education to stakeholders and consistent action within the community for the brand to take shape. A brand will not solve community issues but can provide a context for moving forward with a cohesive message and intent that can be part of the resolution.

We also want to identify the core values of the community. Simply put, the internal character of the people and place. As we visited with community members, several core value identifiers came to the surface. We heard that Edgewood is...

- A community that cares about each other
- A community that is grounded in its history, but evolving in this modern culture
- A rural town that is close to urban amenities

We believe that Edgewood is positioned well for developing a brand. Community members are engaged and there is good support for creating a community identity.

We would remind you that an intriguing place brand, logo and slogan will not ensure successful marketing for a community. That will take some additional work and funding as well as these three key elements:

- Authenticity
- Stakeholder Support
- Patience – The community must be willing to take the time to build the brand and be tolerant of mistakes.

A brand is a promise.

A brand must deliver on its promise. If a community states that it is the friendliest community in the country, then every business, server, public official and store clerk should deliver that to residents and visitors. In today's world of lightning fast communication with social media, all it will take is one unhappy customer to get the word out that that community is NOT friendly and perceptions will change based on that one experience.

Our goal is to work with Edgewood to create an authentic brand that will help the community move to the next level.

In the following pages you will find a community SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats), Economic Data Report Summary, Target Market identification, and our Recommendations. At the very end of this report you will find a list of all the comments collected during the community meeting.

Brands usually grow out of existing community ideas. Below is a list of ideas for slogans that were collected in our meetings that will help to identify the brand for Edgewood:

- Heartland of New Mexico
- Escape to Edgewood
- Frontierland
- Go to the Edge of the Woods
- Sunset Community
- Party with the Animals
- Community with a Heart
- Heart of the West Mountains
- A Place to Play
- Live on the Edge
- Sanctuary – for ALL kinds of Animals
- Western Lands @ Route 66
- Live, Work, and Visit on The Edge

SWOT ANALYSIS

Through research, observation and community input, we have determined that the following are key elements in examining the assets and challenges of Edgewood.

<p><u>Strengths (internal assets)</u></p> <ul style="list-style-type: none"> • Tangible <ul style="list-style-type: none"> ○ Ranching history that has evolved into a modern, equestrian culture ○ Emerging arts community ○ Friendly, safe community ○ Lots of existing events ○ Edgewood Commons Project ○ Rt. 66 ○ Wildlife West Nature Park & Zoo ○ Best Burrito in NM • Intangible <ul style="list-style-type: none"> ○ Motivation – your community is making positive movement forward, improving infrastructure and amenities ○ Support – city and partners are all motivated to work together on a brand and engage more community stakeholders 	<p><u>Opportunities (external assets)</u></p> <ul style="list-style-type: none"> • No negative perception • Potential to brand as lifestyle community • 868,000 cars on highway
<p><u>Weaknesses (internal challenges)</u></p> <ul style="list-style-type: none"> • Tangible <ul style="list-style-type: none"> ○ No historic commercial district to focus on ○ No comprehensive fiber optic/broadband service (residential gaps) ○ Lack of amenities – lodging, more restaurants, services, retail, car wash, laundry, theater • Intangible <ul style="list-style-type: none"> ○ Lack of identity – there are so many good things going on, it is hard to focus on what “we do best” 	<p><u>Threats (external challenges)</u></p> <ul style="list-style-type: none"> • Lack of affordable housing • Water • Loss of schools

TARGET MARKETS

In reviewing community comments and economic data provided in this report's summary and the data runs in the Appendix, it appears that Edgewood has opportunities in several different target markets.

Tourists

At this point, Edgewood has some wonderful opportunities for day visitors. Specifically, we have identified three:

- Event Attendees - Those who are attending existing events that will eat, shop and get gas in local businesses.
- Rt 66 Fans – Those who are not on the highway and moving at a slower pace and able to see existing amenities as they are traveling.
- Wildlife West Visitors - This unique zoo has strong tourism and regional visitor numbers. There is an opportunity to expand a visit into other activities and shops in town.

When there are more lodging options, the opportunity to capture multi-day tourists will expand.

Residents

- Young Families – Edgewood offers a safe and wholesome place to raise young families.
- Young Retirees – With a growing number of younger, active retiree seeking communities that are attractive places to live with space, natural beauty and close to amenities, Edgewood is a natural fit for this target audience.
- Small Business Owners – In consideration of the potential businesses that would be great additions to the community, the community must provide the quality-of-life and other amenities that will appeal to this group of potential residents.

Businesses

- Internet Entrepreneurs
- Lodging – Hotel, Motel, RV Parks
- Restaurants
- Niche shops related to community assets

Part of creating a marketing plan will be to determine the brand message that will speak to the different target audiences. Under the brand umbrella, the message will remain the same, but have a different focus for each group.

ECONOMIC/RETAIL DATA SUMMARY

- Using the data service of The Nielsen Company, a **Demographic Snapshot** shows population and other information for 5-, 10-, and 15-minute drive times from Town Hall, 1911 Old US 66. The drive times are illustrated on the Area Map.
- For example, in 2014, 3,412 people reside within a 5-minute drive of that central address, 11,418 live within a 10-minute drive, and 22,886 live within 15 minutes.
- The 15-minute area represents a sound trade area from which Edgewood businesses would draw their customers. People who live beyond that area are likely to travel to Albuquerque to meet their needs for goods and services.
- The *Demographic Snapshot* report can be used to further describe the characteristics of the residents of the trade area. For example, some key statistics are presented in the following chart. Local numbers are better understood by comparing them to the figures for the state and the nation.

Edgewood Area Demographics, 2014

Within 5-, 10-, and 15-Minute Drive Times of Town Hall

	<u>5 Minutes</u>	<u>10 Minutes</u>	<u>15 Minutes</u>	<u>New Mexico</u>	<u>US</u>
Population	3,412	11,418	22,886	2,098,259	317,188,353
Households	1,378	4,550	9,229	812,909	120,163,305
Average Household Size	2.48	2.51	2.48	2.53	2.64
Median Household Income	\$53,321	\$61,916	\$62,231	\$44,292	\$53,046
Median Age	44.0	44.7	45.6	36.9	37.7
Hispanic or Latino	28.4%	26.7%	26.6%	47.7%	17.6%

SOURCE: The Nielsen Company . Drive times are measured from 1911 Old US 66.

Edgewood Retail and Restaurant Sales Leakages and Surpluses Analysis

- The Nielsen Company's **RMP Opportunity Gap** shows local resident consumer demand, local stores' supply and the resulting gap (leakage) or surplus for retail and restaurant categories, estimated for the same drive time areas.
- The estimates for the 15-minute drive-time trade are in the Appendix. Each year, the residents in that area have a total demand (purchasing power) of \$454.5 million for goods at retail stores plus food and drink at eating and drinking places. Establishments in that area achieve annual sales of \$276.3 million. \$178.2 million of local residents' demand dollars leak out of the trade area. This gap between local residents' demand and what the local businesses supply is called an "opportunity gap."
- The gap numbers illustrate the rough magnitude of potential business development opportunities for local firms to address unmet local consumer demand. They should be viewed as illustrative estimates that need to be interpreted by leaders who understand the local economy and the complex conditions that existing and potential local businesses face.
- Unmet demand might be addressed by expansion of existing businesses or by new business ventures. The gap analysis for the 15-minute drive-time trade area indicates potential business development opportunities in many retail and restaurant categories, including several that are promising niches for independent businesses: furniture and home furnishings, lawn and garden, groceries, drug stores, clothing, hobby stores, specialty stores, and restaurants.

RECOMMENDATIONS

1. Develop and implement a social media strategy for the town.
(Responsible Party: NMMS team with Frontier steering committee and town staff, possibly the Chamber of Commerce)
 - a. Workshop facilitated by NMMS for community businesses on how to use Facebook and list their businesses on Trip Advisor, Yelp, etc.
 - b. Explore town's capacity for a social media strategy.
 - c. Create a Facebook page as a central clearinghouse for events, activities and announcements.
 - i. Determine who will administer this page
 - ii. Determine who will upkeep this page

2. Several people in the February 23rd meeting mentioned a new digital sign that will be going up in town. As we understand, the purpose of the sign will be to inform residents and visitors about important dates and activities. We recommend that the town develop a policy for the "big sign." What type of events, activities will be advertised/included on the electronic sign? How long will they run for? Will there be a charge?
(Responsible Party: Edgewood town staff, Council)

3. Adopt a Brand Positioning Statement that paints a mental picture of the community and its position in the past, present and future. Below are key elements that came up numerous times in our conversations.
(Responsible Party: NMMS team with Frontier steering committee and town staff)
 - a. Edgewood is a community with strong ranching roots that strives to embrace the growing equestrian, arts, recreational and technological cultures that are meaningful to residents.
 - b. We welcome visitors, new residents and new businesses that are looking for a rural lifestyle within a few miles of a large metro area.

4. Select a brand style, elements and slogan.
(Responsible Party: NMMS team with Frontier steering committee and town staff)
 - a. Create logo
 - b. Create collateral logos for partners
 - c. Create style guidelines
 - d. Public presentation on new brand

5. Draft a general marketing plan.
(Responsible Party: NMMS team with Frontier steering committee and town staff)

6. Adopt the brand - This means it should appear on all media the city generates – business cards, stationary, vehicles, uniforms, signs, promotional materials and all forms of communication. Coordinate with community stakeholders, partners and businesses to incorporate the place brand in their marketing materials as well.
(Responsible Party: Steering Committee, community members, & stakeholders)



APPENDIX



*Frontier
Communities
Initiative*

COMMUNITY COMMENTS

From the Public Input Meeting held on February 23, 2015



It was obvious that those who were at the meeting are interested in finding ways to improve their community and promote it to potential visitors and tourists. Approximately XX participants participated in the process. We went through several activities and asked people to share their thoughts on Edgewood.

Internal Assets

Participants were asked to identify the strengths of the community. These are assets, events and activities that positively impact Edgewood and have perceived value to the community. This is a list of all the responses ranked from high to low in relation to the amount of votes each item received from participants.

- Wildlife West
- Single Action Shooting Society
- Walkin' N Circles Ranch
- Rt. 66 National Scenic Byway
- Estancia Valley Classical Academy (k-12 public charter school)
- Run, Rally & Rock on Route 66 Festival
- Edgewood Arts & Music Festival
- Artists
- Open Space/Nature
- Wildlife
- Car Shows
- Section 16 (Edgewood Commons)

- Health Clinic
- Chuckwagon Suppers and Shows
- Permaculture
- Best Burrito in NM (Katrina's East Mountain Grill)
- "Woofstock" and Doggies Day Out Event
- Location (proximity to urban center and rural lifestyle)
- Safety
- Homeschooling Culture
- Walking Trails
- Harvest Festival
- Blacksmith Festival
- Community Culture of Caring – the way residents care for each other
- Living History – the ranching history that founded the community is still alive today
- Mud Run/Dirty Dash
- Library Reading Programs
- Newspapers (East Mountain Telegraph, Mountains/Views)

Participants were asked to identify the "one thing" that makes Edgewood unique from similar and surrounding communities. The answers were ranked by importance to community members and the top five were:

1. Wildlife West (touted as the best Zoo in NM)
2. Community Spirit – friendliness, welcoming, caring
3. Equestrian Culture
4. Location – proximity to city, recreational activities, RT 66
5. Scenic

Participants were asked to describe Edgewood in one word and then identified the ones that resonated with them. The top five were:

1. Rt. 66
2. Western
3. A Lifestyle
4. Horses
5. CommUNITY

Other comments:

- Heartland
- Edgy
- Laid-back
- Events
- Spirited
- Animals

- Windy
- Home
- Open/Natural
- Wildlife
- Rural

Internal Challenges

Participants were asked to identify the internal challenges of the community. The full list includes:

- Signage – Informational for Community, Highway Exit Signs, Billboards, Directional
- Social Media (City) – Event, Activity, Meeting Notifications
- Lack of Infrastructure (sewer, water)
- No Hospital
- No Bike Paths/Shoulders on Roads
- Limited Recreational Facilities – No Pool, No Theater
- Political Jurisdictions, especially as pertains to road infrastructure; town doesn't control roads
- Schools
- No Recycling Center
- Landscaping
- Residential Broadband
- No Heliport (Emergency services)
- No Lodging
- Road Conditions
- Trash – Wind Blows, Clean-Up, Trash Collection

In the conversation, many of these things were identified as on the City's agenda to address over the next few years, but were most likely not able to be fully addressed at this time due to funding and planning. Four items were identified as "low hanging fruit," which are currently being worked on, or that the community could address in the next few years.

1. Signage (visible from I-40)
2. Social Media Strategy
3. Lodging
4. Trash

Each of these items also has an impact on community perception and how Edgewood will address a marketing strategy.

External Assets/Opportunities

Participants were asked to identify opportunities – potential partnerships, activities and activities that can be capitalized on to improve quality of life for residents and tourism opportunities. Answers are not ranked in any particular order.

- Potential YMCA facility and programming
- Commercial Kitchen (Partner with Delicious ofSo. Valley)
- Growing Music/Art Scene
- Horse Arena Usage (Stop for Equine Travelers) (Edgewood Equestrian Center, and possibly a new horse arena in Stanley)
- Commuter Buses
- Section 16 – Edgewood Commons
- New Sign/Digital Billboard at I-40 exit
- Pending lease from BLM – 953 Acres dedicated for recreational purposes
- Water Harvesting/Permaculture
- Bob Audette Homestead
- Rt. 66 Tourism, including the Musical Highway near Tijeras
- Salt Missions Trail
- Midway Trading Post
- Plenty of Space for People to Play – acres per capita

External Challenges

Participants were asked to identify potential threats to Edgewood's quality of life or economic development. Answers are not ranked in any particular order.

- High Speed of Traffic on I-40 – hard to pull off and into the community
- Price of Gas – fluctuations and high gas prices may keep people from choosing to live in Edgewood and commute to Albuquerque
- Schools - residents cannot control the opening and closing of schools and the loss of elementary school is a challenge to recruiting families
- Potential Water Issues (lack of)
- Lack of Employment Opportunities (need more jobs)
- Lack of Affordable Housing – not enough rentals and work force housing

Logo/Slogan Ideas

This is a list of suggested logo and slogan ideas that were submitted for consideration:

- Heartland of New Mexico
- Escape to Edgewood
- Frontierland
- Go to the Edge of the Woods
- Sunset Community
- Party with the Animals

- Community with a Heart
- Heart of the West Mountains
- A Place to Play
- Live on the Edge
- Sanctuary – for ALL kinds of Animals
- Western Lands @ Route 66
- Live, Work, and Visit on The Edge

Other Comments:

“I would like for Edgewood to be at the forefront of green infrastructure, alternative energy and green building. The newest retail shop is just a sea of concrete and water is considered waste rather than a resource that could be used for ecological benefit, human comfort and storm water treatment.”

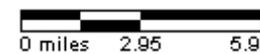
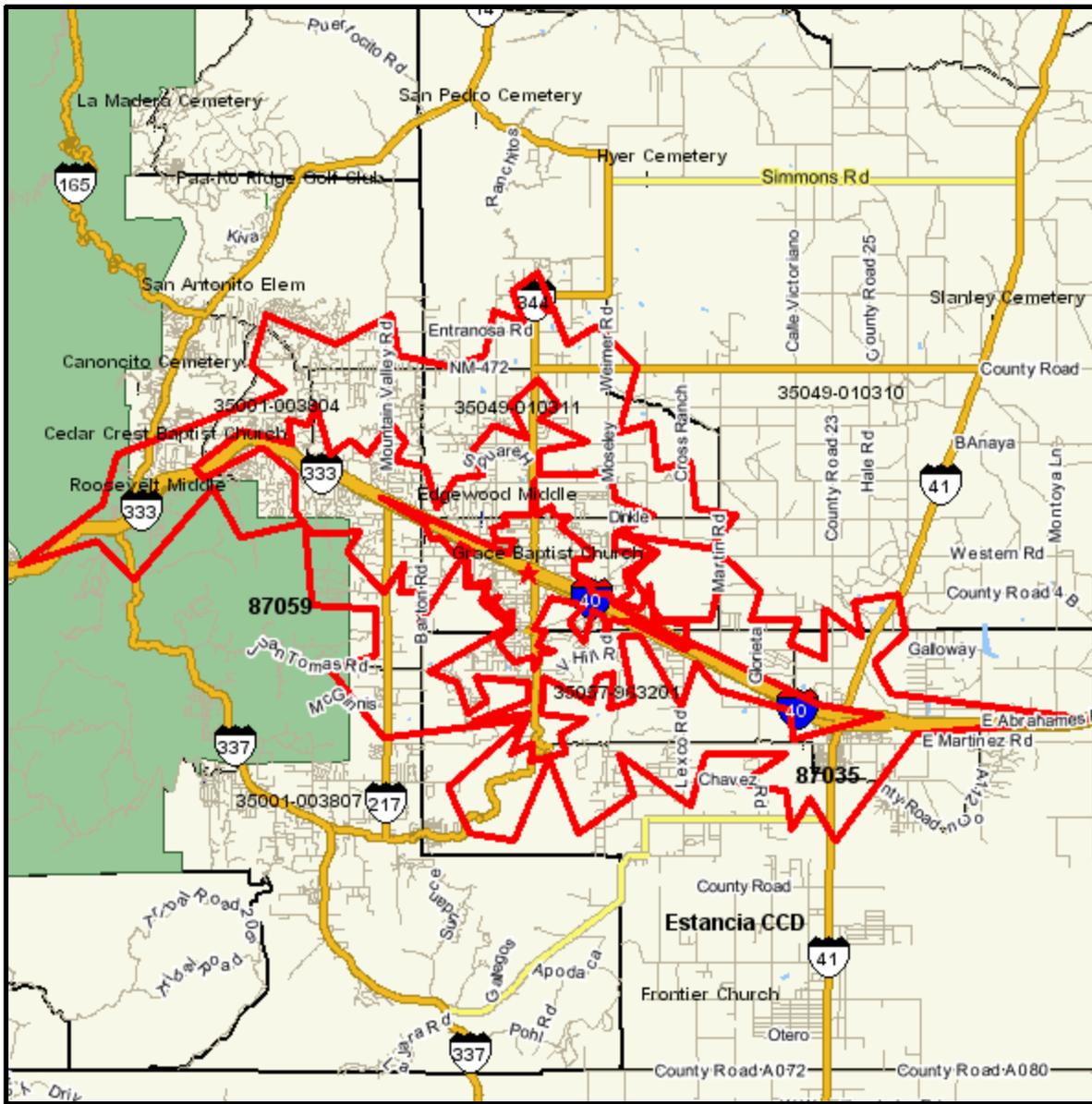
“There is nothing else like our sunsets!”

“Party with the animals – Your favorite Sanctuary”

“Edgewood is the CENTER of the universe – it’s all about perspective.

Area Map

1911 OLD US 66
 EDGEWOOD,NM 87015
 Coord: 35.062596, -106.194087
 Polygon - See Appendix for Points



Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, 5 Minute(s) Total



- The population in this area is estimated to change from 3,120 to 3,412, resulting in a growth of 9.4% between 2010 and the current year. Over the next five years, the population is projected to grow by 9.3%.

The population in the United States is estimated to change from 308,745,538 to 317,199,353, resulting in a growth of 2.7% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.5%.

The current year median age for this area is 44.0, while the average age is 40.6. Five years from now, the median age is projected to be 44.8.

The current year median age for the United States is 37.7, while the average age is 38.5. Five years from now, the median age is projected to be 38.6.

Of this area's current year estimated population:

81.2% are White Alone, 1.1% are Black or African Am. Alone, 2.5% are Am. Indian and Alaska Nat. Alone, 1.0% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 10.3% are Some Other Race, and 3.8% are Two or More Races.

Of the United States's current year estimated population:

71.3% are White Alone, 12.7% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 5.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.6% are Some Other Race, and 3.2% are Two or More Races.

This area's current estimated Hispanic or Latino population is 28.4%, while the United States current estimated Hispanic or Latino population is 17.6%.



- The number of households in this area is estimated to change from 1,224 to 1,378, resulting in an increase of 12.6% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 11.4%.

The number of households in the United States is estimated to change from 116,716,292 to 120,163,305, resulting in an increase of 3.0% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.7%.



- The average household income is estimated to be \$69,490 for the current year, while the average household income for the United States is estimated to be \$71,320 for the same time frame.

The average household income in this area is projected to change over the next five years, from \$69,490 to \$76,654.

The average household income in the United States is projected to change over the next five years, from \$71,320 to \$75,940.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, 5 Minute(s) Total



■ For this area, 90.1% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.5% are in the Armed Forces, 57.8% are employed civilians, 6.3% are unemployed civilians, and 35.4% are not in the labor force.

For the United States, 89.7% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.4% are in the Armed Forces, 57.3% are employed civilians, 6.6% are unemployed civilians, and 35.7% are not in the labor force.

The occupational classifications for this area are as follows:

20.6% hold blue collar occupations, 63.9% hold white collar occupations, and 15.4% are occupied as service & farm workers.

The occupational classifications for the United States are as follows:

20.4% hold blue collar occupations, 60.7% hold white collar occupations, and 18.9% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

1.6% are in Architecture and Engineering, 1.8% are in Arts, Entertainment and Sports, 4.5% are in Business and Financial Operations, 3.5% are in Computers and Mathematics, 4.7% are in Education, Training and Libraries, 8.2% are in Healthcare Practitioners and Technicians, 2.5% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 11.0% are in Management, 11.3% are in Office and Administrative Support.

1.2% are in Community and Social Services, 4.5% are in Food Preparation and Serving, 0.5% are in Legal Services, 1.2% are in Protective Services, 14.8% are in Sales and Related Services, 4.5% are in Personal Care Services.

2.6% are in Building and Grounds Maintenance, 7.1% are in Construction and Extraction, 0.3% are in Farming, Fishing and Forestry, 3.6% are in Maintenance and Repair, 4.4% are in Production, 5.6% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

1.8% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.7% are in Business and Financial Operations, 2.5% are in Computers and Mathematics, 6.1% are in Education, Training and Libraries, 5.5% are in Healthcare Practitioners and Technicians, 2.5% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 13.7% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.7% are in Food Preparation and Serving, 1.2% are in Legal Services, 2.3% are in Protective Services, 11.0% are in Sales and Related Services, 3.6% are in Personal Care Services.

4.0% are in Building and Grounds Maintenance, 5.1% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.3% are in Maintenance and Repair, 5.9% are in Production, 6.1% are in Transportation and Moving.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, 5 Minute(s) Total



- Currently, it is estimated that 9.0% of the population age 25 and over in this area had earned a Master's Degree, 1.9% had earned a Professional School Degree, 2.0% had earned a Doctorate Degree and 16.7% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 7.4% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.2% had earned a Doctorate Degree and 17.8% had earned a Bachelor's Degree.



- Most of the dwellings in this area (87.6%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (65.0%).

The majority of dwellings in this area (71.4%) are estimated to be structures of 1 Unit Detached for the current year. The majority of dwellings in the United States (61.6%) are estimated to be structures of 1 Unit Detached for the same year.

The majority of housing units in this area (44.5%) are estimated to have been Housing Unit Built 1990 to 1999 for the current year.

The majority of housing units in the United States (15.9%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, 10 Minute(s) Total



- The population in this area is estimated to change from 10,979 to 11,418, resulting in a growth of 4.0% between 2010 and the current year. Over the next five years, the population is projected to grow by 4.4%.

The population in the United States is estimated to change from 308,745,538 to 317,199,353, resulting in a growth of 2.7% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.5%.

The current year median age for this area is 44.7, while the average age is 40.8. Five years from now, the median age is projected to be 45.6.

The current year median age for the United States is 37.7, while the average age is 38.5. Five years from now, the median age is projected to be 38.6.

Of this area's current year estimated population:

83.0% are White Alone, 1.0% are Black or African Am. Alone, 2.0% are Am. Indian and Alaska Nat. Alone, 0.9% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 9.3% are Some Other Race, and 3.7% are Two or More Races.

Of the United States's current year estimated population:

71.3% are White Alone, 12.7% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 5.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.6% are Some Other Race, and 3.2% are Two or More Races.

This area's current estimated Hispanic or Latino population is 26.7%, while the United States current estimated Hispanic or Latino population is 17.6%.



- The number of households in this area is estimated to change from 4,267 to 4,550, resulting in an increase of 6.6% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 6.1%.

The number of households in the United States is estimated to change from 116,716,292 to 120,163,305, resulting in an increase of 3.0% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.7%.



- The average household income is estimated to be \$79,021 for the current year, while the average household income for the United States is estimated to be \$71,320 for the same time frame.

The average household income in this area is projected to change over the next five years, from \$79,021 to \$84,947.

The average household income in the United States is projected to change over the next five years, from \$71,320 to \$75,940.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, 10 Minute(s) Total



■ For this area, 90.6% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.6% are in the Armed Forces, 57.8% are employed civilians, 6.0% are unemployed civilians, and 35.5% are not in the labor force.

For the United States, 89.7% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.4% are in the Armed Forces, 57.3% are employed civilians, 6.6% are unemployed civilians, and 35.7% are not in the labor force.

The occupational classifications for this area are as follows:

18.4% hold blue collar occupations, 65.8% hold white collar occupations, and 15.8% are occupied as service & farm workers.

The occupational classifications for the United States are as follows:

20.4% hold blue collar occupations, 60.7% hold white collar occupations, and 18.9% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

2.8% are in Architecture and Engineering, 1.7% are in Arts, Entertainment and Sports, 4.3% are in Business and Financial Operations, 2.9% are in Computers and Mathematics, 5.3% are in Education, Training and Libraries, 8.5% are in Healthcare Practitioners and Technicians, 1.8% are in Healthcare Support, 2.0% are in Life, Physical and Social Sciences, 12.0% are in Management, 11.9% are in Office and Administrative Support.

1.2% are in Community and Social Services, 5.0% are in Food Preparation and Serving, 0.9% are in Legal Services, 1.9% are in Protective Services, 12.3% are in Sales and Related Services, 3.8% are in Personal Care Services.

3.0% are in Building and Grounds Maintenance, 5.4% are in Construction and Extraction, 0.3% are in Farming, Fishing and Forestry, 3.7% are in Maintenance and Repair, 3.7% are in Production, 5.5% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

1.8% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.7% are in Business and Financial Operations, 2.5% are in Computers and Mathematics, 6.1% are in Education, Training and Libraries, 5.5% are in Healthcare Practitioners and Technicians, 2.5% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 13.7% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.7% are in Food Preparation and Serving, 1.2% are in Legal Services, 2.3% are in Protective Services, 11.0% are in Sales and Related Services, 3.6% are in Personal Care Services.

4.0% are in Building and Grounds Maintenance, 5.1% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.3% are in Maintenance and Repair, 5.9% are in Production, 6.1% are in Transportation and Moving.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, 10 Minute(s) Total



- Currently, it is estimated that 10.7% of the population age 25 and over in this area had earned a Master's Degree, 2.5% had earned a Professional School Degree, 2.2% had earned a Doctorate Degree and 16.7% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 7.4% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.2% had earned a Doctorate Degree and 17.8% had earned a Bachelor's Degree.



- Most of the dwellings in this area (87.9%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (65.0%).

The majority of dwellings in this area (72.2%) are estimated to be structures of 1 Unit Detached for the current year. The majority of dwellings in the United States (61.6%) are estimated to be structures of 1 Unit Detached for the same year.

The majority of housing units in this area (42.9%) are estimated to have been Housing Unit Built 1990 to 1999 for the current year.

The majority of housing units in the United States (15.9%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, 15 Minute(s) Total



- The population in this area is estimated to change from 22,465 to 22,886, resulting in a growth of 1.9% between 2010 and the current year. Over the next five years, the population is projected to grow by 2.3%.

The population in the United States is estimated to change from 308,745,538 to 317,199,353, resulting in a growth of 2.7% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.5%.

The current year median age for this area is 45.6, while the average age is 41.4. Five years from now, the median age is projected to be 46.6.

The current year median age for the United States is 37.7, while the average age is 38.5. Five years from now, the median age is projected to be 38.6.

Of this area's current year estimated population:

83.2% are White Alone, 1.1% are Black or African Am. Alone, 1.8% are Am. Indian and Alaska Nat. Alone, 0.8% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 9.4% are Some Other Race, and 3.6% are Two or More Races.

Of the United States's current year estimated population:

71.3% are White Alone, 12.7% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 5.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.6% are Some Other Race, and 3.2% are Two or More Races.

This area's current estimated Hispanic or Latino population is 26.6%, while the United States current estimated Hispanic or Latino population is 17.6%.



- The number of households in this area is estimated to change from 8,880 to 9,229, resulting in an increase of 3.9% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.7%.

The number of households in the United States is estimated to change from 116,716,292 to 120,163,305, resulting in an increase of 3.0% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.7%.



- The average household income is estimated to be \$79,573 for the current year, while the average household income for the United States is estimated to be \$71,320 for the same time frame.

The average household income in this area is projected to change over the next five years, from \$79,573 to \$84,422.

The average household income in the United States is projected to change over the next five years, from \$71,320 to \$75,940.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, 15 Minute(s) Total



■ For this area, 90.3% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.5% are in the Armed Forces, 57.7% are employed civilians, 6.2% are unemployed civilians, and 35.6% are not in the labor force.

For the United States, 89.7% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.4% are in the Armed Forces, 57.3% are employed civilians, 6.6% are unemployed civilians, and 35.7% are not in the labor force.

The occupational classifications for this area are as follows:

17.4% hold blue collar occupations, 65.6% hold white collar occupations, and 17.0% are occupied as service & farm workers.

The occupational classifications for the United States are as follows:

20.4% hold blue collar occupations, 60.7% hold white collar occupations, and 18.9% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

3.4% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.1% are in Business and Financial Operations, 2.9% are in Computers and Mathematics, 5.8% are in Education, Training and Libraries, 7.9% are in Healthcare Practitioners and Technicians, 2.0% are in Healthcare Support, 2.1% are in Life, Physical and Social Sciences, 12.5% are in Management, 11.4% are in Office and Administrative Support.

1.3% are in Community and Social Services, 5.4% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.2% are in Protective Services, 11.2% are in Sales and Related Services, 3.7% are in Personal Care Services.

3.5% are in Building and Grounds Maintenance, 4.5% are in Construction and Extraction, 0.3% are in Farming, Fishing and Forestry, 3.7% are in Maintenance and Repair, 3.6% are in Production, 5.7% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

1.8% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.7% are in Business and Financial Operations, 2.5% are in Computers and Mathematics, 6.1% are in Education, Training and Libraries, 5.5% are in Healthcare Practitioners and Technicians, 2.5% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 13.7% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.7% are in Food Preparation and Serving, 1.2% are in Legal Services, 2.3% are in Protective Services, 11.0% are in Sales and Related Services, 3.6% are in Personal Care Services.

4.0% are in Building and Grounds Maintenance, 5.1% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.3% are in Maintenance and Repair, 5.9% are in Production, 6.1% are in Transportation and Moving.

Executive Summary 2014

Edgewood 5,10,15 Minute Drive Times

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, 15 Minute(s) Total



- Currently, it is estimated that 11.6% of the population age 25 and over in this area had earned a Master's Degree, 2.4% had earned a Professional School Degree, 2.3% had earned a Doctorate Degree and 16.8% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 7.4% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.2% had earned a Doctorate Degree and 17.8% had earned a Bachelor's Degree.



- Most of the dwellings in this area (87.5%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (65.0%).

The majority of dwellings in this area (74.1%) are estimated to be structures of 1 Unit Detached for the current year. The majority of dwellings in the United States (61.6%) are estimated to be structures of 1 Unit Detached for the same year.

The majority of housing units in this area (39.6%) are estimated to have been Housing Unit Built 1990 to 1999 for the current year.

The majority of housing units in the United States (15.9%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, 5 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	63,518,398	87,502,191	(23,983,793)
Motor Vehicle and Parts Dealers-441	13,270,813	11,667,433	1,603,380
Automotive Dealers-4411	10,650,362	6,001,713	4,648,649
Other Motor Vehicle Dealers-4412	1,693,519	4,161,042	(2,467,523)
Automotive Parts/Accsrs, Tire Stores-4413	926,932	1,504,678	(577,746)
Furniture and Home Furnishings Stores-442	1,259,005	390,599	868,406
Furniture Stores-4421	650,010	112,664	537,346
Home Furnishing Stores-4422	608,995	277,935	331,060
Electronics and Appliance Stores-443	1,165,172	506,299	658,873
Appliances, TVs, Electronics Stores-44311	863,468	465,613	397,855
Household Appliances Stores-443111	164,646	1,247	163,399
Radio, Television, Electronics Stores-443112	698,822	464,366	234,456
Computer and Software Stores-44312	273,308	40,686	232,622
Camera and Photographic Equipment Stores-44313	28,396	0	28,396
Building Material, Garden Equip Stores -444	6,843,814	6,027,682	816,132
Building Material and Supply Dealers-4441	5,791,438	5,910,218	(118,780)
Home Centers-44411	2,329,769	2,352,174	(22,405)
Paint and Wallpaper Stores-44412	97,147	0	97,147
Hardware Stores-44413	579,535	0	579,535
Other Building Materials Dealers-44419	2,784,986	3,558,044	(773,058)
Building Materials, Lumberyards-444191	1,000,263	1,331,547	(331,284)
Lawn, Garden Equipment, Supplies Stores-4442	1,052,376	117,464	934,912
Outdoor Power Equipment Stores-44421	377,940	0	377,940
Nursery and Garden Centers-44422	674,436	117,464	556,972
Food and Beverage Stores-445	7,934,676	4,861,756	3,072,920
Grocery Stores-4451	5,180,912	3,214,090	1,966,822
Supermarkets, Grocery (Ex Conv) Stores-44511	4,851,163	3,005,157	1,846,006
Convenience Stores-44512	329,749	208,932	120,817
Specialty Food Stores-4452	643,184	26,355	616,829
Beer, Wine and Liquor Stores-4453	2,110,580	1,621,311	489,269
Health and Personal Care Stores-446	3,160,204	6,489,625	(3,329,421)
Pharmacies and Drug Stores-44611	2,505,557	5,905,118	(3,399,561)
Cosmetics, Beauty Supplies, Perfume Stores-44612	220,589	0	220,589
Optical Goods Stores-44613	149,333	584,507	(435,174)
Other Health and Personal Care Stores-44619	284,726	0	284,726



RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, 5 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	6,247,702	14,739,949	(8,492,247)
Gasoline Stations With Conv Stores-44711	4,526,737	6,907,153	(2,380,416)
Other Gasoline Stations-44719	1,720,966	7,832,795	(6,111,829)
Clothing and Clothing Accessories Stores-448	2,692,755	688,373	2,004,382
Clothing Stores-4481	1,471,850	537,839	934,011
Men's Clothing Stores-44811	77,351	0	77,351
Women's Clothing Stores-44812	354,804	39,801	315,003
Children's, Infants Clothing Stores-44813	82,495	0	82,495
Family Clothing Stores-44814	765,789	163,989	601,800
Clothing Accessories Stores-44815	64,446	334,049	(269,603)
Other Clothing Stores-44819	126,965	0	126,965
Shoe Stores-4482	217,797	0	217,797
Jewelry, Luggage, Leather Goods Stores-4483	1,003,109	150,534	852,575
Jewelry Stores-44831	891,283	150,114	741,169
Luggage and Leather Goods Stores-44832	111,826	420	111,406
Sporting Goods, Hobby, Book, Music Stores-451	1,222,645	38,881	1,183,764
Sporting Goods, Hobby, Musical Inst Stores-4511	1,048,330	38,881	1,009,449
Sporting Goods Stores-45111	548,852	0	548,852
Hobby, Toys and Games Stores-45112	279,190	38,881	240,309
Sew/Needlework/Piece Goods Stores-45113	111,668	0	111,668
Musical Instrument and Supplies Stores-45114	108,621	0	108,621
Book, Periodical and Music Stores-4512	174,315	0	174,315
Book Stores and News Dealers-45121	150,557	0	150,557
Book Stores-451211	134,458	0	134,458
News Dealers and Newsstands-451212	16,099	0	16,099
Prerecorded Tapes, CDs, Record Stores-45122	23,758	0	23,758
General Merchandise Stores-452	7,186,765	29,782,446	(22,595,681)
Department Stores Excl Leased Depts-4521	2,987,833	29,257,342	(26,269,509)
Other General Merchandise Stores-4529	4,198,932	525,103	3,673,829
Miscellaneous Store Retailers-453	1,680,583	1,403,461	277,122
Florists-4531	66,932	6,556	60,376
Office Supplies, Stationery, Gift Stores-4532	781,313	999,685	(218,372)
Office Supplies and Stationery Stores-45321	374,111	0	374,111
Gift, Novelty and Souvenir Stores-45322	407,202	999,685	(592,483)
Used Merchandise Stores-4533	122,431	89,058	33,373
Other Miscellaneous Store Retailers-4539	709,905	308,161	401,744
Non-Store Retailers-454	4,939,856	5,735,739	(795,883)
Foodservice and Drinking Places-722	5,914,408	5,169,949	744,459
Full-Service Restaurants-7221	2,662,228	2,231,549	430,679



Prepared On: Mon Feb 23, 2015 Page 2 Of 12

Project Code:

Prepared For: Edgewood Frontier Initiative

NM MainStreet Frontier Communities Initiative
www.nmmainstreet.org

Prepared By: K. Kjelstrom, NM MainS

Nielsen Solution Center 1 800 866 6511

© 2015 The Nielsen Company. All rights reserved.

Prepared by Robyne Beaubien, Eduardo Martinez
and Keith Kjelstrom, NMMS Program Associates

RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, 5 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	2,368,838	2,938,401	(569,563)
Special Foodservices-7223	637,939	0	637,939
Drinking Places -Alcoholic Beverages-7224	245,403	0	245,403
GAFO *	14,307,657	32,406,283	(18,098,626)
General Merchandise Stores-452	7,186,765	29,782,446	(22,595,681)
Clothing and Clothing Accessories Stores-448	2,692,755	688,373	2,004,382
Furniture and Home Furnishings Stores-442	1,259,005	390,599	868,406
Electronics and Appliance Stores-443	1,165,172	506,299	658,873
Sporting Goods, Hobby, Book, Music Stores-451	1,222,645	38,881	1,183,764
Office Supplies, Stationery, Gift Stores-4532	781,313	999,685	(218,372)



RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, 10 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	224,029,738	166,095,725	57,934,013
Motor Vehicle and Parts Dealers-441	48,100,186	20,085,429	28,014,757
Automotive Dealers-4411	38,548,057	10,423,510	28,124,547
Other Motor Vehicle Dealers-4412	6,257,194	7,175,674	(918,480)
Automotive Parts/Accsrs, Tire Stores-4413	3,294,934	2,486,244	808,690
Furniture and Home Furnishings Stores-442	4,618,415	880,641	3,737,774
Furniture Stores-4421	2,432,155	196,028	2,236,127
Home Furnishing Stores-4422	2,186,260	684,613	1,501,647
Electronics and Appliance Stores-443	4,177,051	1,522,616	2,654,435
Appliances, TVs, Electronics Stores-44311	3,086,706	1,329,565	1,757,141
Household Appliances Stores-443111	584,911	262,097	322,814
Radio, Television, Electronics Stores-443112	2,501,795	1,067,468	1,434,327
Computer and Software Stores-44312	981,549	193,051	788,498
Camera and Photographic Equipment Stores-44313	108,796	0	108,796
Building Material, Garden Equip Stores -444	24,400,002	13,108,400	11,291,602
Building Material and Supply Dealers-4441	20,651,608	12,927,630	7,723,978
Home Centers-44411	8,328,173	3,619,842	4,708,331
Paint and Wallpaper Stores-44412	351,298	0	351,298
Hardware Stores-44413	2,046,090	0	2,046,090
Other Building Materials Dealers-44419	9,926,048	9,307,788	618,260
Building Materials, Lumberyards-444191	3,563,413	3,483,304	80,109
Lawn, Garden Equipment, Supplies Stores-4442	3,748,394	180,770	3,567,624
Outdoor Power Equipment Stores-44421	1,379,139	0	1,379,139
Nursery and Garden Centers-44422	2,369,255	180,770	2,188,485
Food and Beverage Stores-445	27,105,379	16,131,435	10,973,944
Grocery Stores-4451	17,628,910	5,421,485	12,207,425
Supermarkets, Grocery (Ex Conv) Stores-44511	16,517,785	5,061,184	11,456,601
Convenience Stores-44512	1,111,124	360,301	750,823
Specialty Food Stores-4452	2,185,279	148,669	2,036,610
Beer, Wine and Liquor Stores-4453	7,291,190	10,561,281	(3,270,091)
Health and Personal Care Stores-446	10,980,562	10,581,459	399,103
Pharmacies and Drug Stores-44611	8,699,089	9,456,151	(757,062)
Cosmetics, Beauty Supplies, Perfume Stores-44612	765,966	0	765,966
Optical Goods Stores-44613	529,215	1,017,010	(487,795)
Other Health and Personal Care Stores-44619	986,292	108,298	877,994



RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, 10 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	21,275,539	28,741,606	(7,466,067)
Gasoline Stations With Conv Stores-44711	15,373,820	15,554,620	(180,800)
Other Gasoline Stations-44719	5,901,719	13,186,986	(7,285,267)
Clothing and Clothing Accessories Stores-448	9,877,969	1,197,725	8,680,244
Clothing Stores-4481	5,280,722	935,811	4,344,911
Men's Clothing Stores-44811	277,564	0	277,564
Women's Clothing Stores-44812	1,277,303	69,252	1,208,051
Children's, Infants Clothing Stores-44813	293,476	0	293,476
Family Clothing Stores-44814	2,744,266	285,332	2,458,934
Clothing Accessories Stores-44815	232,430	581,227	(348,797)
Other Clothing Stores-44819	455,682	0	455,682
Shoe Stores-4482	756,322	0	756,322
Jewelry, Luggage, Leather Goods Stores-4483	3,840,925	261,914	3,579,011
Jewelry Stores-44831	3,443,450	261,190	3,182,260
Luggage and Leather Goods Stores-44832	397,475	724	396,751
Sporting Goods, Hobby, Book, Music Stores-451	4,377,287	128,145	4,249,142
Sporting Goods, Hobby, Musical Inst Stores-4511	3,749,371	128,145	3,621,226
Sporting Goods Stores-45111	1,965,182	0	1,965,182
Hobby, Toys and Games Stores-45112	993,134	128,145	864,989
Sew/Needlework/Piece Goods Stores-45113	395,137	0	395,137
Musical Instrument and Supplies Stores-45114	395,919	0	395,919
Book, Periodical and Music Stores-4512	627,916	0	627,916
Book Stores and News Dealers-45121	542,163	0	542,163
Book Stores-451211	486,173	0	486,173
News Dealers and Newsstands-451212	55,989	0	55,989
Prerecorded Tapes, CDs, Record Stores-45122	85,753	0	85,753
General Merchandise Stores-452	25,099,606	51,818,927	(26,719,321)
Department Stores Excl Leased Depts-4521	10,591,090	50,906,152	(40,315,062)
Other General Merchandise Stores-4529	14,508,516	912,775	13,595,741
Miscellaneous Store Retailers-453	5,863,952	2,729,933	3,134,019
Florists-4531	238,321	11,407	226,914
Office Supplies, Stationery, Gift Stores-4532	2,787,318	1,801,954	985,364
Office Supplies and Stationery Stores-45321	1,345,423	0	1,345,423
Gift, Novelty and Souvenir Stores-45322	1,441,896	1,801,954	(360,058)
Used Merchandise Stores-4533	440,893	160,278	280,615
Other Miscellaneous Store Retailers-4539	2,397,420	756,294	1,641,126
Non-Store Retailers-454	17,381,142	10,529,445	6,851,697
Foodservice and Drinking Places-722	20,772,648	8,639,965	12,132,683
Full-Service Restaurants-7221	9,371,417	3,752,054	5,619,363



Prepared On: Mon Feb 23, 2015 Page 5 Of 12

Prepared By: K. Kjelstrom, NM MainS

Project Code:

Nielsen Solution Center 1 800 866 6511

Prepared For: Edgewood Frontier Initiative

© 2015 The Nielsen Company. All rights reserved.

NM MainStreet Frontier Communities Initiative
www.nmmainstreet.org

Prepared by Robyne Beaubien, Eduardo Martinez
and Keith Kjelstrom, NMMS Program Associates

RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, 10 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	8,305,311	4,736,334	3,568,977
Special Foodservices-7223	2,237,236	0	2,237,236
Drinking Places -Alcoholic Beverages-7224	858,684	151,578	707,106
GAFO *	50,937,646	57,350,009	(6,412,363)
General Merchandise Stores-452	25,099,606	51,818,927	(26,719,321)
Clothing and Clothing Accessories Stores-448	9,877,969	1,197,725	8,680,244
Furniture and Home Furnishings Stores-442	4,618,415	880,641	3,737,774
Electronics and Appliance Stores-443	4,177,051	1,522,616	2,654,435
Sporting Goods, Hobby, Book, Music Stores-451	4,377,287	128,145	4,249,142
Office Supplies, Stationery, Gift Stores-4532	2,787,318	1,801,954	985,364



RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, 15 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	454,506,057	276,307,628	178,198,429
Motor Vehicle and Parts Dealers-441	97,453,662	34,698,439	62,755,223
Automotive Dealers-4411	78,026,643	13,851,553	64,175,090
Other Motor Vehicle Dealers-4412	12,721,655	17,856,963	(5,135,308)
Automotive Parts/Accsrs, Tire Stores-4413	6,705,364	2,989,923	3,715,441
Furniture and Home Furnishings Stores-442	9,449,724	1,415,314	8,034,410
Furniture Stores-4421	4,989,552	204,857	4,784,695
Home Furnishing Stores-4422	4,460,172	1,210,458	3,249,714
Electronics and Appliance Stores-443	8,496,430	2,324,258	6,172,172
Appliances, TVs, Electronics Stores-44311	6,277,539	1,967,421	4,310,118
Household Appliances Stores-443111	1,189,934	540,917	649,017
Radio, Television, Electronics Stores-443112	5,087,605	1,426,504	3,661,101
Computer and Software Stores-44312	1,999,067	356,838	1,642,229
Camera and Photographic Equipment Stores-44313	219,823	0	219,823
Building Material, Garden Equip Stores -444	49,736,985	35,688,335	14,048,650
Building Material and Supply Dealers-4441	42,105,490	34,884,468	7,221,022
Home Centers-44411	16,991,535	3,881,730	13,109,805
Paint and Wallpaper Stores-44412	718,031	0	718,031
Hardware Stores-44413	4,159,880	2,345,002	1,814,878
Other Building Materials Dealers-44419	20,236,044	28,657,736	(8,421,692)
Building Materials, Lumberyards-444191	7,259,765	10,724,728	(3,464,963)
Lawn, Garden Equipment, Supplies Stores-4442	7,631,496	803,867	6,827,629
Outdoor Power Equipment Stores-44421	2,814,481	0	2,814,481
Nursery and Garden Centers-44422	4,817,014	803,867	4,013,147
Food and Beverage Stores-445	54,842,204	37,250,825	17,591,379
Grocery Stores-4451	35,630,622	14,764,568	20,866,054
Supermarkets, Grocery (Ex Conv) Stores-44511	33,394,035	13,888,865	19,505,170
Convenience Stores-44512	2,236,587	875,703	1,360,884
Specialty Food Stores-4452	4,412,207	669,856	3,742,351
Beer, Wine and Liquor Stores-4453	14,799,375	21,816,402	(7,017,027)
Health and Personal Care Stores-446	22,493,980	11,830,111	10,663,869
Pharmacies and Drug Stores-44611	17,828,544	10,450,730	7,377,814
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,571,987	0	1,571,987
Optical Goods Stores-44613	1,073,301	1,062,814	10,487
Other Health and Personal Care Stores-44619	2,020,148	316,568	1,703,580



RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, 15 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	42,906,388	61,198,766	(18,292,378)
Gasoline Stations With Conv Stores-44711	30,982,957	35,997,588	(5,014,631)
Other Gasoline Stations-44719	11,923,431	25,201,178	(13,277,747)
Clothing and Clothing Accessories Stores-448	20,108,033	1,704,973	18,403,060
Clothing Stores-4481	10,655,565	1,059,160	9,596,405
Men's Clothing Stores-44811	561,660	0	561,660
Women's Clothing Stores-44812	2,577,109	72,371	2,504,738
Children's, Infants Clothing Stores-44813	589,617	0	589,617
Family Clothing Stores-44814	5,537,243	298,183	5,239,060
Clothing Accessories Stores-44815	469,210	688,606	(219,396)
Other Clothing Stores-44819	920,726	0	920,726
Shoe Stores-4482	1,518,699	0	1,518,699
Jewelry, Luggage, Leather Goods Stores-4483	7,933,769	645,814	7,287,955
Jewelry Stores-44831	7,129,761	644,053	6,485,708
Luggage and Leather Goods Stores-44832	804,008	1,760	802,248
Sporting Goods, Hobby, Book, Music Stores-451	8,879,516	927,963	7,951,553
Sporting Goods, Hobby, Musical Inst Stores-4511	7,598,644	923,389	6,675,255
Sporting Goods Stores-45111	3,973,990	674,944	3,299,046
Hobby, Toys and Games Stores-45112	2,013,374	187,716	1,825,658
Sew/Needlework/Piece Goods Stores-45113	804,307	0	804,307
Musical Instrument and Supplies Stores-45114	806,972	60,729	746,243
Book, Periodical and Music Stores-4512	1,280,872	4,574	1,276,298
Book Stores and News Dealers-45121	1,106,283	4,574	1,101,709
Book Stores-451211	992,906	4,574	988,332
News Dealers and Newsstands-451212	113,376	0	113,376
Prerecorded Tapes, CDs, Record Stores-45122	174,589	0	174,589
General Merchandise Stores-452	50,816,673	54,399,499	(3,582,826)
Department Stores Excl Leased Depts-4521	21,440,351	53,198,856	(31,758,505)
Other General Merchandise Stores-4529	29,376,322	1,200,642	28,175,680
Miscellaneous Store Retailers-453	11,881,742	5,504,318	6,377,424
Florists-4531	486,163	11,921	474,242
Office Supplies, Stationery, Gift Stores-4532	5,670,055	3,343,737	2,326,318
Office Supplies and Stationery Stores-45321	2,743,948	0	2,743,948
Gift, Novelty and Souvenir Stores-45322	2,926,108	3,343,737	(417,629)
Used Merchandise Stores-4533	894,013	302,479	591,534
Other Miscellaneous Store Retailers-4539	4,831,510	1,846,182	2,985,328
Non-Store Retailers-454	35,375,536	15,487,661	19,887,875
Foodservice and Drinking Places-722	42,065,185	13,877,164	28,188,021
Full-Service Restaurants-7221	18,984,330	6,222,725	12,761,605



RMP Opportunity Gap - Retail Stores

Edgewood 5,10,15 Minute Drive Times

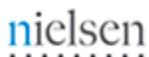
DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, 15 Minute(s) Total

Retail Stores	2014 Demand (Consumer Expenditures)	2014 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	16,809,154	6,492,344	10,316,810
Special Foodservices-7223	4,529,283	0	4,529,283
Drinking Places -Alcoholic Beverages-7224	1,742,418	1,162,096	580,322
GAFO *	103,420,430	64,115,745	39,304,685
General Merchandise Stores-452	50,816,673	54,399,499	(3,582,826)
Clothing and Clothing Accessories Stores-448	20,108,033	1,704,973	18,403,060
Furniture and Home Furnishings Stores-442	9,449,724	1,415,314	8,034,410
Electronics and Appliance Stores-443	8,496,430	2,324,258	6,172,172
Sporting Goods, Hobby, Book, Music Stores-451	8,879,516	927,963	7,951,553
Office Supplies, Stationery, Gift Stores-4532	5,670,055	3,343,737	2,326,318

Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey , or CEX), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

*GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	<i>DrvTim 1</i>	%	<i>DrvTim 2</i>	%	<i>DrvTim 3</i>	%
Population						
2019 Projection	3,728		11,920		23,413	
2014 Estimate	3,412		11,418		22,886	
2010 Census	3,120		10,979		22,465	
2000 Census	2,282		9,421		20,412	
Growth 2014-2019	9.27%		4.40%		2.30%	
Growth 2010-2014	9.36%		4.00%		1.87%	
Growth 2000-2010	36.72%		16.54%		10.06%	
2014 Est. Pop by Single Race Class						
	3,412		11,418		22,886	
White Alone	2,769	81.15	9,472	82.96	19,035	83.17
Black or African American Alone	38	1.11	118	1.03	248	1.08
Amer. Indian and Alaska Native Alone	84	2.46	226	1.98	413	1.80
Asian Alone	33	0.97	100	0.88	183	0.80
Native Hawaiian and Other Pac. Isl. Alone	5	0.15	12	0.11	20	0.09
Some Other Race Alone	352	10.32	1,066	9.34	2,162	9.45
Two or More Races	130	3.81	425	3.72	825	3.60
2014 Est. Pop Hisp or Latino by Origin						
	3,412		11,418		22,886	
Not Hispanic or Latino	2,442	71.57	8,367	73.28	16,788	73.35
Hispanic or Latino:	970	28.43	3,051	26.72	6,098	26.65
Mexican	436	44.95	1,389	45.53	2,763	45.31
Puerto Rican	23	2.37	61	2.00	116	1.90
Cuban	6	0.62	17	0.56	30	0.49
All Other Hispanic or Latino	506	52.16	1,583	51.88	3,190	52.31
2014 Est. Hisp or Latino by Single Race Class						
	970		3,051		6,098	
White Alone	538	55.46	1,728	56.64	3,413	55.97
Black or African American Alone	4	0.41	15	0.49	28	0.46
American Indian and Alaska Native Alone	9	0.93	37	1.21	96	1.57
Asian Alone	3	0.31	6	0.20	10	0.16
Native Hawaiian and Other Pacific Islander Alone	0	0.00	0	0.00	1	0.02
Some Other Race Alone	344	35.46	1,040	34.09	2,118	34.73
Two or More Races	73	7.53	225	7.37	433	7.10

Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Pop. Asian Alone Race by Cat	33		100		183	
Chinese, except Taiwanese	0	0.00	1	1.00	3	1.64
Filipino	12	36.36	30	30.00	65	35.52
Japanese	20	60.61	35	35.00	42	22.95
Asian Indian	0	0.00	0	0.00	0	0.00
Korean	0	0.00	0	0.00	0	0.00
Vietnamese	0	0.00	16	16.00	33	18.03
Cambodian	0	0.00	0	0.00	0	0.00
Hmong	0	0.00	0	0.00	0	0.00
Laotian	0	0.00	0	0.00	0	0.00
Thai	0	0.00	0	0.00	0	0.00
All Other Asian Races Including 2+ Category	2	6.06	17	17.00	39	21.31

2014 Est. Population by Ancestry	3,412		11,418		22,886	
Pop, Arab	0	0.00	5	0.04	11	0.05
Pop, Czech	20	0.59	57	0.50	128	0.56
Pop, Danish	15	0.44	29	0.25	40	0.17
Pop, Dutch	24	0.70	102	0.89	222	0.97
Pop, English	272	7.97	824	7.22	1,581	6.91
Pop, French (except Basque)	44	1.29	202	1.77	472	2.06
Pop, French Canadian	1	0.03	25	0.22	50	0.22
Pop, German	363	10.64	1,378	12.07	2,816	12.30
Pop, Greek	0	0.00	6	0.05	24	0.10
Pop, Hungarian	5	0.15	16	0.14	40	0.17
Pop, Irish	378	11.08	1,008	8.83	1,884	8.23
Pop, Italian	89	2.61	402	3.52	825	3.60
Pop, Lithuanian	0	0.00	0	0.00	1	0.00
Pop, United States or American	130	3.81	457	4.00	842	3.68
Pop, Norwegian	64	1.88	203	1.78	364	1.59
Pop, Polish	34	1.00	153	1.34	464	2.03
Pop, Portuguese	0	0.00	18	0.16	83	0.36
Pop, Russian	0	0.00	3	0.03	33	0.14
Pop, Scottish	155	4.54	371	3.25	621	2.71
Pop, Scotch-Irish	22	0.64	122	1.07	313	1.37
Pop, Slovak	1	0.03	10	0.09	24	0.10
Pop, Sub-Saharan African	2	0.06	46	0.40	82	0.36
Pop, Swedish	21	0.62	120	1.05	289	1.26
Pop, Swiss	20	0.59	33	0.29	35	0.15
Pop, Ukrainian	0	0.00	0	0.00	3	0.01
Pop, Welsh	1	0.03	21	0.18	60	0.26
Pop, West Indian (exc Hisp groups)	0	0.00	0	0.00	2	0.01
Pop, Other ancestries	1,420	41.62	4,451	38.98	8,619	37.66



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Population by Ancestry						
Pop, Ancestry Unclassified	331	9.70	1,358	11.89	2,958	12.92
2014 Est. Pop Age 5+ by Language Spoken At Home	3,242		10,830		21,721	
Speak Only English at Home	2,867	88.43	9,417	86.95	18,678	85.99
Speak Asian/Pac. Isl. Lang. at Home	16	0.49	116	1.07	245	1.13
Speak IndoEuropean Language at Home	16	0.49	62	0.57	170	0.78
Speak Spanish at Home	336	10.36	1,147	10.59	2,454	11.30
Speak Other Language at Home	7	0.22	87	0.80	174	0.80
2014 Est. Population by Sex	3,412		11,418		22,886	
Male	1,705	49.97	5,730	50.18	11,498	50.24
Female	1,707	50.03	5,688	49.82	11,388	49.76
2014 Est. Population by Age	3,412		11,418		22,886	
Age 0 - 4	170	4.98	588	5.15	1,165	5.09
Age 5 - 9	187	5.48	642	5.62	1,269	5.54
Age 10 - 14	223	6.54	755	6.61	1,499	6.55
Age 15 - 17	152	4.45	501	4.39	974	4.26
Age 18 - 20	136	3.99	448	3.92	862	3.77
Age 21 - 24	177	5.19	575	5.04	1,091	4.77
Age 25 - 34	315	9.23	983	8.61	1,889	8.25
Age 35 - 44	385	11.28	1,257	11.01	2,432	10.63
Age 45 - 54	616	18.05	2,075	18.17	4,120	18.00
Age 55 - 64	590	17.29	2,047	17.93	4,312	18.84
Age 65 - 74	325	9.53	1,088	9.53	2,278	9.95
Age 75 - 84	109	3.19	366	3.21	786	3.43
Age 85 and over	27	0.79	93	0.81	209	0.91
Age 16 and over	2,782	81.54	9,267	81.16	18,630	81.40
Age 18 and over	2,681	78.58	8,931	78.22	17,979	78.56
Age 21 and over	2,544	74.56	8,484	74.30	17,117	74.79
Age 65 and over	462	13.54	1,547	13.55	3,273	14.30
2014 Est. Median Age	44.0		44.7		45.6	
2014 Est. Average Age	40.60		40.80		41.40	

Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Male Population by Age	1,705		5,730		11,498	
Age 0 - 4	87	5.10	301	5.25	596	5.18
Age 5 - 9	94	5.51	327	5.71	650	5.65
Age 10 - 14	109	6.39	385	6.72	768	6.68
Age 15 - 17	76	4.46	257	4.49	499	4.34
Age 18 - 20	71	4.16	236	4.12	452	3.93
Age 21 - 24	94	5.51	305	5.32	573	4.98
Age 25 - 34	156	9.15	498	8.69	969	8.43
Age 35 - 44	185	10.85	609	10.63	1,187	10.32
Age 45 - 54	304	17.83	1,002	17.49	1,968	17.12
Age 55 - 64	297	17.42	1,034	18.05	2,200	19.13
Age 65 - 74	163	9.56	551	9.62	1,153	10.03
Age 75 - 84	54	3.17	185	3.23	393	3.42
Age 85 and over	13	0.76	42	0.73	90	0.78

2014 Est. Median Age, Male	43.8	44.1	45.3
-----------------------------------	------	------	------

2014 Est. Average Age, Male	40.50	40.50	41.10
------------------------------------	-------	-------	-------

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Female Population by Age	1,707		5,688		11,388	
Age 0 - 4	83	4.86	287	5.05	569	5.00
Age 5 - 9	92	5.39	315	5.54	619	5.44
Age 10 - 14	114	6.68	370	6.50	731	6.42
Age 15 - 17	76	4.45	244	4.29	475	4.17
Age 18 - 20	65	3.81	212	3.73	410	3.60
Age 21 - 24	83	4.86	270	4.75	518	4.55
Age 25 - 34	159	9.31	485	8.53	921	8.09
Age 35 - 44	200	11.72	648	11.39	1,245	10.93
Age 45 - 54	312	18.28	1,073	18.86	2,152	18.90
Age 55 - 64	293	17.16	1,013	17.81	2,112	18.55
Age 65 - 74	162	9.49	537	9.44	1,125	9.88
Age 75 - 84	55	3.22	181	3.18	393	3.45
Age 85 and over	15	0.88	52	0.91	118	1.04

2014 Est. Median Age, Female	44.2	45.1	46.0
-------------------------------------	------	------	------

2014 Est. Average Age, Female	40.80	41.00	41.70
--------------------------------------	-------	-------	-------



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Pop Age 15+ by Marital Status	2,832		9,433		18,953	
Total, Never Married	676	23.87	2,164	22.94	4,368	23.05
Males, Never Married	326	11.51	1,129	11.97	2,317	12.22
Females, Never Married	350	12.36	1,035	10.97	2,050	10.82
Married, Spouse present	1,625	57.38	5,717	60.61	11,265	59.44
Married, Spouse absent	37	1.31	156	1.65	409	2.16
Widowed	92	3.25	243	2.58	524	2.76
Males Widowed	25	0.88	64	0.68	134	0.71
Females Widowed	67	2.37	179	1.90	390	2.06
Divorced	402	14.19	1,153	12.22	2,387	12.59
Males Divorced	221	7.80	577	6.12	1,166	6.15
Females Divorced	182	6.43	575	6.10	1,222	6.45
2014 Est. Pop. Age 25+ by Edu. Attainment	2,367		7,909		16,026	
Less than 9th grade	25	1.06	104	1.31	314	1.96
Some High School, no diploma	178	7.52	471	5.96	885	5.52
High School Graduate (or GED)	669	28.26	2,062	26.07	4,028	25.13
Some College, no degree	645	27.25	2,136	27.01	4,158	25.95
Associate Degree	150	6.34	597	7.55	1,323	8.26
Bachelor's Degree	394	16.65	1,321	16.70	2,697	16.83
Master's Degree	212	8.96	849	10.73	1,860	11.61
Professional School Degree	45	1.90	196	2.48	389	2.43
Doctorate Degree	48	2.03	173	2.19	372	2.32
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	534		1,719		3,534	
CY Pop 25+, Hisp/Lat, < High School Diploma	86	16.10	310	18.03	681	19.27
CY Pop 25+, Hisp/Lat, High School Graduate	159	29.78	609	35.43	1,320	37.35
CY Pop 25+, Hisp/Lat, Some College or Associate's Deg	198	37.08	525	30.54	1,009	28.55
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	91	17.04	275	16.00	523	14.80
Households						
2019 Projection	1,535		4,829		9,567	
2014 Estimate	1,378		4,550		9,229	
2010 Census	1,224		4,267		8,880	
2000 Census	792		3,299		7,362	
Growth 2014-2019	11.44%		6.11%		3.67%	
Growth 2010-2014	12.58%		6.64%		3.92%	
Growth 2000-2010	54.42%		29.36%		20.62%	

Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Households by Household Type	1,378		4,550		9,229	
Family Households	998	72.42	3,352	73.67	6,684	72.42
Nonfamily Households	379	27.50	1,199	26.35	2,545	27.58
2014 Est. Group Quarters Population	0		0		9	
2014 HHs by Ethnicity, Hispanic/Latino	298	21.63	951	20.90	1,960	21.24
2014 Est. HHs by HH Income	1,378		4,550		9,229	
CY HHs, Inc < \$15,000	152	11.03	443	9.74	911	9.87
CY HHs, Inc \$15,000 - \$24,999	153	11.10	438	9.63	947	10.26
CY HHs, Inc \$25,000 - \$34,999	126	9.14	396	8.70	780	8.45
CY HHs, Inc \$35,000 - \$49,999	226	16.40	646	14.20	1,245	13.49
CY HHs, Inc \$50,000 - \$74,999	239	17.34	739	16.24	1,495	16.20
CY HHs, Inc \$75,000 - \$99,999	180	13.06	607	13.34	1,177	12.75
CY HHs, Inc \$100,000 - \$124,999	120	8.71	495	10.88	1,005	10.89
CY HHs, Inc \$125,000 - \$149,999	80	5.81	310	6.81	648	7.02
CY HHs, Inc \$150,000 - \$199,999	59	4.28	255	5.60	565	6.12
CY HHs, Inc \$200,000 - \$249,999	17	1.23	90	1.98	192	2.08
CY HHs, Inc \$250,000 - \$499,999	21	1.52	109	2.40	223	2.42
CY HHs, Inc \$500,000+	5	0.36	21	0.46	39	0.42
2014 Est. Average Household Income	\$69,490		\$79,021		\$79,573	
2014 Est. Median Household Income	\$53,321		\$61,916		\$62,231	
2014 Median HH Inc by Single Race Class. or Ethn						
White Alone	55,580		65,388		65,764	
Black or African American Alone	59,574		51,032		31,410	
American Indian and Alaska Native Alone	54,195		54,330		44,197	
Asian Alone	29,420		40,654		42,905	
Native Hawaiian and Other Pacific Islander Alone	60,555		66,864		73,566	
Some Other Race Alone	44,029		52,962		52,999	
Two or More Races	43,184		42,624		42,366	
Hispanic or Latino	62,157		59,079		52,759	
Not Hispanic or Latino	49,356		62,999		65,603	
2014 Est. Family HH Type, Presence Own Children	998		3,352		6,684	
Married-Couple Family, own children	289	28.96	973	29.03	1,858	27.80



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
Married-Couple Family, no own children	507	50.80	1,760	52.51	3,611	54.02
Male Householder, own children	39	3.91	121	3.61	233	3.49
Male Householder, no own children	34	3.41	96	2.86	187	2.80
Female Householder, own children	72	7.21	220	6.56	428	6.40
Female Householder, no own children	57	5.71	181	5.40	366	5.48

2014 Est. Households by Household Size

	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Households by Household Size	1,378		4,550		9,229	
1-person household	335	24.31	1,042	22.90	2,187	23.70
2-person household	527	38.24	1,797	39.49	3,700	40.09
3-person household	232	16.84	747	16.42	1,440	15.60
4-person household	159	11.54	536	11.78	1,063	11.52
5-person household	79	5.73	262	5.76	512	5.55
6-person household	31	2.25	110	2.42	206	2.23
7 or more person household	15	1.09	56	1.23	121	1.31

2014 Est. Average Household Size

	2.48		2.51		2.48	
--	------	--	------	--	------	--

2014 Est. Households by Presence of People

	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Households by Presence of People	1,378		4,550		9,229	
Households with 1 or more People under Age 18:	440	31.93	1,452	31.91	2,812	30.47
Married-Couple Family	307	69.77	1,040	71.63	2,005	71.30
Other Family, Male Householder	45	10.23	140	9.64	270	9.60
Other Family, Female Householder	85	19.32	260	17.91	509	18.10
Nonfamily, Male Householder	3	0.68	9	0.62	18	0.64
Nonfamily, Female Householder	0	0.00	4	0.28	9	0.32
Households no People under Age 18:	937	68.00	3,098	68.09	6,417	69.53
Married-Couple Family	489	52.19	1,693	54.65	3,463	53.97
Other Family, Male Householder	27	2.88	75	2.42	147	2.29
Other Family, Female Householder	45	4.80	144	4.65	287	4.47
Nonfamily, Male Householder	197	21.02	641	20.69	1,382	21.54
Nonfamily, Female Householder	179	19.10	545	17.59	1,139	17.75

2014 Est. Households by Number of Vehicles

	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Est. Households by Number of Vehicles	1,378		4,550		9,229	
No Vehicles	14	1.02	72	1.58	174	1.89
1 Vehicle	366	26.56	1,060	23.30	2,126	23.04
2 Vehicles	513	37.23	1,699	37.34	3,451	37.39
3 Vehicles	327	23.73	1,180	25.93	2,442	26.46
4 Vehicles	116	8.42	367	8.07	662	7.17
5 or more Vehicles	42	3.05	173	3.80	374	4.05

2014 Est. Average Number of Vehicles

	2.24		2.31		2.30	
--	------	--	------	--	------	--



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
Family Households						
2019 Projection	1,115		3,558		6,939	
2014 Estimate	998		3,352		6,684	
2010 Census	884		3,140		6,417	
2000 Census	628		2,620		5,724	
Growth 2014-2019	11.68%		6.16%		3.82%	
Growth 2010-2014	12.89%		6.75%		4.15%	
Growth 2000-2010	40.83%		19.81%		12.12%	
2014 Est. Families by Poverty Status						
2014 Families at or Above Poverty	927	92.89	3,096	92.36	6,118	91.53
2014 Families at or Above Poverty with Children	352	35.27	1,090	32.52	2,119	31.70
2014 Families Below Poverty	72	7.21	256	7.64	566	8.47
2014 Families Below Poverty with Children	45	4.51	150	4.47	367	5.49
2014 Est. Pop Age 16+ by Employment Status						
In Armed Forces	15	0.54	55	0.59	96	0.52
Civilian - Employed	1,607	57.76	5,360	57.84	10,753	57.72
Civilian - Unemployed	177	6.36	559	6.03	1,155	6.20
Not in Labor Force	984	35.37	3,293	35.53	6,626	35.57
2014 Est. Civ Employed Pop 16+ Class of Worker						
For-Profit Private Workers	1,059	64.18	3,311	60.27	6,560	59.48
Non-Profit Private Workers	70	4.24	318	5.79	746	6.76
Local Government Workers	114	6.91	339	6.17	628	5.69
State Government Workers	89	5.39	393	7.15	843	7.64
Federal Government Workers	121	7.33	473	8.61	899	8.15
Self-Emp Workers	197	11.94	660	12.01	1,350	12.24
Unpaid Family Workers	0	0.00	0	0.00	2	0.02
2014 Est. Civ Employed Pop 16+ by Occupation						
Architect/Engineer	26	1.58	153	2.78	377	3.42
Arts/Entertain/Sports	29	1.76	95	1.73	206	1.87
Building Grounds Maint	42	2.55	163	2.97	382	3.46
Business/Financial Ops	74	4.48	236	4.30	453	4.11
Community/Soc Svcs	20	1.21	65	1.18	144	1.31
Computer/Mathematical	58	3.52	160	2.91	316	2.87
Construction/Extraction	117	7.09	299	5.44	496	4.50
Edu/Training/Library	77	4.67	291	5.30	642	5.82



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
Farm/Fish/Forestry	4	0.24	19	0.35	38	0.34
Food Prep/Serving	74	4.48	274	4.99	591	5.36
Health Practitioner/Tec	136	8.24	468	8.52	876	7.94
Healthcare Support	41	2.48	101	1.84	219	1.99
Maintenance Repair	59	3.58	202	3.68	404	3.66
Legal	8	0.48	47	0.86	117	1.06
Life/Phys/Soc Science	15	0.91	111	2.02	236	2.14
Management	182	11.03	658	11.98	1,374	12.46
Office/Admin Support	187	11.33	654	11.90	1,256	11.39
Production	72	4.36	206	3.75	393	3.56
Protective Svcs	19	1.15	105	1.91	241	2.19
Sales/Related	243	14.73	676	12.30	1,238	11.22
Personal Care/Svc	74	4.48	207	3.77	405	3.67
Transportation/Moving	93	5.64	305	5.55	625	5.67

2014 Est. Pop 16+ by Occupation Classification

	1,650		5,494		11,029	
Blue Collar	341	20.67	1,011	18.40	1,919	17.40
White Collar	1,055	63.94	3,613	65.76	7,235	65.60
Service and Farm	254	15.39	870	15.84	1,876	17.01

2014 Est. Workers Age 16+, Transp. To Work

	1,617		5,436		10,939	
Drove Alone	1,336	82.62	4,449	81.84	8,912	81.47
Car Pooled	203	12.55	640	11.77	1,193	10.91
Public Transportation	0	0.00	3	0.06	14	0.13
Walked	15	0.93	58	1.07	132	1.21
Bicycle	0	0.00	0	0.00	5	0.05
Other Means	28	1.73	82	1.51	147	1.34
Worked at Home	36	2.23	202	3.72	535	4.89

2014 Est. Workers Age 16+ by Travel Time to Work *

Less than 15 Minutes	327		894		1,648
15 - 29 Minutes	220		932		2,199
30 - 44 Minutes	597		2,053		4,099
45 - 59 Minutes	313		920		1,667
60 or more Minutes	143		463		833

2014 Est. Avg Travel Time to Work in Minutes

	36.28		36.12		35.17
--	-------	--	-------	--	-------

2014 Est. Tenure of Occupied Housing Units

	1,378		4,550		9,229	
Owner Occupied	1,207	87.59	3,999	87.89	8,079	87.54
Renter Occupied	171	12.41	552	12.13	1,150	12.46



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	DrvTim 1	%	DrvTim 2	%	DrvTim 3	%
2014 Owner Occ. HUs: Avg. Length of Residence	14.6		14.3		14.7	
2014 Renter Occ. HUs: Avg. Length of Residence	11.2		9.3		8.1	
2014 Est. All Owner-Occupied Housing Values	1,207		3,999		8,079	
Value Less than \$20,000	26	2.15	83	2.08	216	2.67
Value \$20,000 - \$39,999	57	4.72	157	3.93	298	3.69
Value \$40,000 - \$59,999	68	5.63	150	3.75	256	3.17
Value \$60,000 - \$79,999	34	2.82	138	3.45	342	4.23
Value \$80,000 - \$99,999	88	7.29	263	6.58	491	6.08
Value \$100,000 - \$149,999	236	19.55	678	16.95	1,267	15.68
Value \$150,000 - \$199,999	235	19.47	734	18.35	1,427	17.66
Value \$200,000 - \$299,999	269	22.29	913	22.83	1,805	22.34
Value \$300,000 - \$399,999	120	9.94	471	11.78	973	12.04
Value \$400,000 - \$499,999	47	3.89	186	4.65	428	5.30
Value \$500,000 - \$749,999	17	1.41	155	3.88	404	5.00
Value \$750,000 - \$999,999	3	0.25	25	0.63	65	0.80
Value \$1,000,000 or more	7	0.58	46	1.15	108	1.34
2014 Est. Median All Owner-Occupied Housing Value	\$170,136		\$186,166		\$190,984	
2014 Est. Housing Units by Units in Structure	1,517		5,045		10,348	
1 Unit Attached	12	0.79	27	0.54	47	0.45
1 Unit Detached	1,083	71.39	3,641	72.17	7,663	74.05
2 Units	3	0.20	7	0.14	11	0.11
3 or 4 Units	11	0.73	28	0.56	64	0.62
5 to 19 Units	4	0.26	23	0.46	84	0.81
20 to 49 Units	0	0.00	0	0.00	0	0.00
50 or More Units	0	0.00	0	0.00	0	0.00
Mobile Home or Trailer	404	26.63	1,317	26.11	2,475	23.92
Boat, RV, Van, etc.	1	0.07	2	0.04	5	0.05
2014 Est. Housing Units by Year Structure Built	1,517		5,045		10,348	
Housing Unit Built 2005 or later	83	5.47	372	7.37	710	6.86
Housing Unit Built 2000 to 2004	126	8.31	486	9.63	961	9.29
Housing Unit Built 1990 to 1999	676	44.56	2,166	42.93	4,096	39.58
Housing Unit Built 1980 to 1989	328	21.62	1,022	20.26	2,183	21.10
Housing Unit Built 1970 to 1979	205	13.51	640	12.69	1,502	14.51
Housing Unit Built 1960 to 1969	48	3.16	187	3.71	479	4.63
Housing Unit Built 1950 to 1959	18	1.19	68	1.35	205	1.98



Pop-Facts: Demographic Snapshot 2014 Report

Edgewood 5,10,15 Minute Drive Times

DrvTim 1: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 2: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

DrvTim 3: 1911 OLD US 66, EDGEWOOD, NM 87015, aggregate

Description	5 Minute(s)		10 Minute(s)		15 Minute(s)	
	<i>DrvTim 1</i>	%	<i>DrvTim 2</i>	%	<i>DrvTim 3</i>	%
Housing Unit Built 1940 to 1949	9	0.59	28	0.56	66	0.64
Housing Unit Built 1939 or Earlier	26	1.71	75	1.49	147	1.42
2014 Est. Median Year Structure Built **	1992		1992		1991	

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.