Enchanted Hills
Rio Rancho, NM

Market Overview
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Data. Source: Experian Marketing Services
Summary

This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of Rio Rancho, NM. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in Rio Rancho.

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

For more information regarding Mosaic Segmentation, please visit the Mosaic Segmentation Guide.

15-Minute Drive-Time Overview

Demographic Highlights

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Growth ('00 - '10)</th>
<th>Growth ('16 - '21)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (Pop)</td>
<td>47,909</td>
<td>57.4%</td>
<td></td>
</tr>
<tr>
<td>Workplace Pop</td>
<td>19,420</td>
<td></td>
<td>13.9%</td>
</tr>
<tr>
<td>Households (HH)</td>
<td>17,622</td>
<td>60.5%</td>
<td></td>
</tr>
<tr>
<td>Avg HH Income</td>
<td>$78,931</td>
<td></td>
<td>14.3%</td>
</tr>
</tbody>
</table>

Top Household Segments

- C11: Aging of Aquarius
- C14: Boomers and Boomerangs
- F22: Fast Track Couples
20-Minute Drive-Time Overview

Demographic Highlights
- Population (Pop): 113,395
- Workplace Pop: 59,711
- Households (HH): 43,188
- Avg HH Income: $78,439

Pop Growth ('00 - '10): 52.3%
Proj Growth ('16 - '21): 12.7%
HH Growth ('00 - '10): 54.2%
Proj Growth ('16 - '21): 12.6%

Top Household Segments
- C11: Aging of Aquarius
- F22: Fast Track Couples
- C14: Boomers and Boomerangs

25-Minute Drive-Time Overview

Demographic Highlights
- Population (Pop): 255,330
- Workplace Pop: 130,651
- Households (HH): 100,544
- Avg HH Income: $76,722

Pop Growth ('00 - '10): 37.6%
Proj Growth ('16 - '21): 10.5%
HH Growth ('00 - '10): 40.4%
Proj Growth ('16 - '21): 10.5%

Top Household Segments
- C11: Aging of Aquarius
- L42: Rooted Flower Power
- O54: Striving Single Scene
Rio Rancho, NM: Household Income

Proposed Retail Location

Median Household Income
By Block Group
- $200,000 and Above
- $100,000 to $200,000
- $50,000 to $100,000
- $25,000 to $50,000
- $25,000 and Below

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Contact Information

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About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

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