Situated in the Albuquerque metro area, Rio Rancho is the fastest-growing city in the state of NM and is home to many young families & new residential developments.

**500 NEW ROOFTOPS EACH YEAR**

- **Projected Population Growth Thru 2020**
  - 15%
  - 96,028 RESIDENTS

**Median Household Income:** $62,808

**TOP CUSTOMERS**
- Upscale Boomer Aged Couples
- Active, Young, Upper Middle-Class Families
- Ethnically Diverse, Middle-Aged Adult Led Families
- Middle Class Seniors
- Baby Boomer-Led Families

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**Enchanted Hills**

- **15 Minute Drive-Time:**
  - Avg Household Income: $78,931
  - Population: 47,909

- **1mi:** 4,058  
  **3mi:** 25,102  
  **5mi:** 34,540

- **Vehicle Counts:** 45,150 VPD at NM-528/US-550

- Ideal for QSRs, 2nd locations, entertainment
- Pad sites, Land and Existing (new) Buildings available

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**Unser Gateway**

- **15 Minute Drive-Time:**
  - Avg Household Income: $79,575
  - Population: 148,260

- **1mi:** 12,133  
  **3mi:** 72,551  
  **5mi:** 138,067

- **Vehicle Counts:** 48,950 VPD at Unser/Southern

- Ideal for sit-down restaurants, premium/specialty retailers, QSRs, medical and office, entertainment
- Pad sites, Land, and Existing Buildings available

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**Southern Blvd Corridor**

- **15 Minute Drive-Time:**
  - Avg Household Income: $80,794
  - Population: 155,972

- **1mi:** 10,001  
  **3mi:** 65,338  
  **5mi:** 132,393

- **Vehicle Counts:** 60,750 VPD at Southern/NM-528

- Ideal for family entertainment, restaurants, retailers small and large, mixed & creative uses
- Land and Shopping Center sites available

Contact: Savannah Jermance, City of Rio Rancho
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Western States Retail & Investment