

Expanded Profile

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



Lat/Lon: 35.6414/-106.0111

Plaza Santa Fe Santa Fe, NM 87507	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2025)	10,815	57,752	92,575
Projected Population (2030)	10,910	58,483	93,105
Census Population (2020)	10,778	58,102	91,540
Census Population (2010)	9,353	51,862	83,332
Projected Annual Growth (2025 to 2030)	95 0.2%	731 0.3%	530 0.1%
Historical Annual Growth (2020 to 2025)	37 -	-350 -0.1%	1,035 0.2%
Historical Annual Growth (2010 to 2020)	1,425 3.0%	6,240 2.4%	8,208 2.0%
Estimated Population Density (2025)	3,444 psm	2,043 psm	1,179 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi
Households			
Estimated Households (2025)	4,783	24,301	41,996
Projected Households (2030)	4,915	24,946	42,722
Census Households (2020)	4,542	23,546	40,157
Census Households (2010)	3,894	20,489	35,588
Estimated Households with Children (2025)	1,388 29.0%	6,761 27.8%	9,561 22.8%
Estimated Average Household Size (2025)	2.21	2.35	2.17
Average Household Income			
Estimated Average Household Income (2025)	\$72,615	\$91,441	\$105,113
Projected Average Household Income (2030)	\$70,911	\$90,988	\$103,931
Estimated Average Family Income (2025)	\$81,949	\$103,466	\$124,270
Median Household Income			
Estimated Median Household Income (2025)	\$56,148	\$70,385	\$76,417
Projected Median Household Income (2030)	\$54,639	\$70,508	\$76,164
Estimated Median Family Income (2025)	\$70,117	\$82,578	\$93,860
Per Capita Income			
Estimated Per Capita Income (2025)	\$32,251	\$38,585	\$47,843
Projected Per Capita Income (2030)	\$32,082	\$38,917	\$47,848
Estimated Per Capita Income 5 Year Growth	-\$168 -0.5%	\$332 0.9%	\$5 -
Estimated Average Household Net Worth (2025)	\$691,527	\$972,630	\$1,156,320
Daytime Demos (2025)			
Total Businesses	785	3,110	7,398
Total Employees	8,166	23,022	55,403
Company Headquarter Businesses	13 1.6%	76 2.4%	194 2.6%
Company Headquarter Employees	160 2.0%	1,673 7.3%	6,370 11.5%
Employee Population per Business	10.4	7.4	7.5
Residential Population per Business	13.8	18.6	12.5

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Race & Ethnicity						
White (2025)	5,878	54.3%	32,231	55.8%	54,174	58.5%
Black or African American (2025)	215	2.0%	874	1.5%	1,452	1.6%
American Indian or Alaska Native (2025)	241	2.2%	1,254	2.2%	2,048	2.2%
Asian (2025)	222	2.1%	1,147	2.0%	1,892	2.0%
Hawaiian or Pacific Islander (2025)	9	-	40	-	59	-
Other Race (2025)	1,820	16.8%	9,296	16.1%	13,292	14.4%
Two or More Races (2025)	2,430	22.5%	12,909	22.4%	19,658	21.2%
Not Hispanic or Latino Population (2025)	5,239	48.4%	27,753	48.1%	46,958	50.7%
Hispanic or Latino Population (2025)	5,576	51.6%	29,999	51.9%	45,617	49.3%
Not Hispanic or Latino Population (2030)	5,477	50.2%	29,046	49.7%	47,317	50.8%
Hispanic or Latino Population (2030)	5,433	49.8%	29,438	50.3%	45,788	49.2%
Not Hispanic or Latino Population (2020)	3,719	34.5%	21,223	36.5%	41,385	45.2%
Hispanic or Latino Population (2020)	7,059	65.5%	36,878	63.5%	50,155	54.8%
Not Hispanic or Latino Population (2010)	2,718	29.1%	16,933	32.7%	34,825	41.8%
Hispanic or Latino Population (2010)	6,635	70.9%	34,928	67.3%	48,507	58.2%
Projected Hispanic Annual Growth (2025 to 2030)	-143	-0.5%	-561	-0.4%	171	-
Historic Hispanic Annual Growth (2010 to 2025)	-1,059	-1.1%	-4,930	-0.9%	-2,890	-0.4%
Age Distribution (2025)						
Age Under 5	465	4.3%	2,414	4.2%	3,669	4.0%
Age 5 to 9 Years	480	4.4%	2,651	4.6%	3,951	4.3%
Age 10 to 14 Years	576	5.3%	2,991	5.2%	4,468	4.8%
Age 15 to 19 Years	612	5.7%	3,467	6.0%	5,070	5.5%
Age 20 to 24 Years	709	6.6%	3,599	6.2%	5,094	5.5%
Age 25 to 29 Years	747	6.9%	3,601	6.2%	5,308	5.7%
Age 30 to 34 Years	768	7.1%	3,860	6.7%	5,801	6.3%
Age 35 to 39 Years	773	7.2%	4,041	7.0%	6,058	6.5%
Age 40 to 44 Years	729	6.7%	3,856	6.7%	5,867	6.3%
Age 45 to 49 Years	676	6.2%	3,449	6.0%	5,329	5.8%
Age 50 to 54 Years	658	6.1%	3,630	6.3%	5,677	6.1%
Age 55 to 59 Years	659	6.1%	3,609	6.2%	5,791	6.3%
Age 60 to 64 Years	669	6.2%	3,812	6.6%	6,554	7.1%
Age 65 to 74 Years	1,256	11.6%	7,352	12.7%	13,544	14.6%
Age 75 to 84 Years	796	7.4%	4,294	7.4%	8,126	8.8%
Age 85 Years or Over	245	2.3%	1,127	2.0%	2,268	2.5%
Median Age	42.0		42.8		45.9	
Gender Age Distribution (2025)						
Female Population	5,418	50.1%	29,591	51.2%	47,798	51.6%
Age 0 to 19 Years	1,057	19.5%	5,682	19.2%	8,531	17.8%
Age 20 to 64 Years	3,146	58.1%	16,835	56.9%	26,022	54.4%
Age 65 Years or Over	1,215	22.4%	7,074	23.9%	13,244	27.7%
Female Median Age	43.2		44.4		47.5	
Male Population	5,397	49.9%	28,161	48.8%	44,777	48.4%
Age 0 to 19 Years	1,075	19.9%	5,841	20.7%	8,627	19.3%
Age 20 to 64 Years	3,240	60.0%	16,622	59.0%	25,456	56.9%
Age 65 Years or Over	1,082	20.0%	5,699	20.2%	10,694	23.9%
Male Median Age	40.9		41.3		44.3	

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Santa Fe, NM 87507

1 mi radius

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Household Income Distribution (2025)

HH Income \$200,000 or More	217	4.5%	1,898	7.8%	4,428	10.5%
HH Income \$150,000 to \$199,999	386	8.1%	2,041	8.4%	3,670	8.7%
HH Income \$100,000 to \$149,999	561	11.7%	3,855	15.9%	6,721	16.0%
HH Income \$75,000 to \$99,999	593	12.4%	3,197	13.2%	5,786	13.8%
HH Income \$50,000 to \$74,999	618	12.9%	3,772	15.5%	6,629	15.8%
HH Income \$35,000 to \$49,999	744	15.6%	3,019	12.4%	4,483	10.7%
HH Income \$25,000 to \$34,999	545	11.4%	2,287	9.4%	3,452	8.2%
HH Income \$15,000 to \$24,999	712	14.9%	2,399	9.9%	3,350	8.0%
HH Income Under \$15,000	407	8.5%	1,833	7.5%	3,476	8.3%
HH Income \$35,000 or More	3,119	65.2%	17,782	73.2%	31,718	75.5%
HH Income \$75,000 or More	1,757	36.7%	10,991	45.2%	20,605	49.1%

Housing (2025)

Total Housing Units	5,229		26,476		46,257	
Housing Units Occupied	4,783	91.5%	24,301	91.8%	41,996	90.8%
Housing Units Owner-Occupied	2,541	53.1%	15,151	62.3%	25,908	61.7%
Housing Units, Renter-Occupied	2,242	46.9%	9,150	37.7%	16,087	38.3%
Housing Units, Vacant	445	9.3%	2,175	9.0%	4,261	10.1%

Marital Status (2025)

Never Married	3,169	34.1%	17,579	35.4%	27,389	34.0%
Currently Married	3,775	40.6%	20,390	41.0%	33,754	41.9%
Separated	478	5.1%	2,238	4.5%	3,391	4.2%
Widowed	514	5.5%	2,101	4.2%	3,973	4.9%
Divorced	1,358	14.6%	7,388	14.9%	11,980	14.9%

Household Type (2025)

Population Family	8,139	75.3%	44,320	76.7%	65,972	71.3%
Population Non-Family	2,428	22.4%	12,671	21.9%	25,218	27.2%
Population Group Quarters	248	2.3%	761	1.3%	1,385	1.5%
Family Households	2,923	61.1%	14,774	60.8%	22,555	53.7%
Non-Family Households	1,860	38.9%	9,527	39.2%	19,441	46.3%
Married Couple with Children	659	17.5%	3,672	18.0%	5,395	16.0%
Average Family Household Size	2.8		3.0		2.9	

Household Size (2025)

1 Person Households	1,544	32.3%	7,822	32.2%	16,166	38.5%
2 Person Households	1,930	40.3%	8,657	35.6%	14,148	33.7%
3 Person Households	611	12.8%	3,087	12.7%	4,993	11.9%
4 Person Households	380	7.9%	2,576	10.6%	3,710	8.8%
5 Person Households	189	3.9%	1,305	5.4%	1,812	4.3%
6 or More Person Households	130	2.7%	853	3.5%	1,167	2.8%

Household Vehicles (2025)

Households with 0 Vehicles Available	440	9.2%	1,345	5.5%	2,319	5.5%
Households with 1 Vehicles Available	2,075	43.4%	9,066	37.3%	16,884	40.2%
Households with 2 or More Vehicles Available	2,268	47.4%	13,890	57.2%	22,792	54.3%
Total Vehicles Available	7,811		43,907		73,627	
Average Vehicles Per Household	1.6		1.8		1.8	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	9,185		48,980		79,442	
Estimated Civilian Employed	5,452	59.4%	29,747	60.7%	46,814	58.9%
Estimated Civilian Unemployed	245	2.7%	1,371	2.8%	2,034	2.6%
Estimated in Armed Forces	50	0.5%	227	0.5%	251	0.3%
Estimated Not in Labor Force	3,439	37.4%	17,635	36.0%	30,343	38.2%
Unemployment Rate	2.7%		2.8%		2.6%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	5,451		29,742		46,807	
Management, Business, Financial Operations	879	16.1%	5,222	17.6%	8,513	18.2%
Professional, Related Service	1,146	21.0%	7,523	25.3%	13,056	27.9%
Sales, Office	1,238	22.7%	6,627	22.3%	9,650	20.6%
Farming, Fishing, Forestry	1,108	20.3%	5,474	18.4%	8,674	18.5%
Construct, Extraction, Maintenance	-	-	6	-	10	-
Production, Transport Material Moving	736	13.5%	2,951	9.9%	3,986	8.5%
White Collar Workers	343	6.3%	1,939	6.5%	2,919	6.2%
Blue Collar Workers	3,134	57.5%	18,219	61.3%	30,242	64.6%
	2,317	42.5%	11,523	38.7%	16,564	35.4%

Consumer Expenditure (2025)

Total Household Expenditure	\$396.56 M		\$2.27 B		\$4.07 B	
Total Non-Retail Expenditure	\$190.43 M	48.0%	\$1.1 B	48.7%	\$2.02 B	49.6%
Total Retail Expenditure	\$206.14 M	52.0%	\$1.16 B	51.3%	\$2.05 B	50.4%
Alcoholic Beverages	\$2.39 M	0.6%	\$13.73 M	0.6%	\$24.73 M	0.6%
Apparel	\$7.36 M	1.9%	\$41.74 M	1.8%	\$74.2 M	1.8%
Contributions	\$11.96 M	3.0%	\$70.63 M	3.1%	\$130.51 M	3.2%
Education	\$8.67 M	2.2%	\$50.61 M	2.2%	\$92.55 M	2.3%
Entertainment	\$22.87 M	5.8%	\$129.42 M	5.7%	\$229.78 M	5.6%
Food Away From Home	\$17.42 M	4.4%	\$99.11 M	4.4%	\$176.82 M	4.3%
Grocery	\$28.29 M	7.1%	\$151.98 M	6.7%	\$255.55 M	6.3%
Health Care	\$31.59 M	8.0%	\$164.5 M	7.3%	\$288.02 M	7.1%
Household Furnishings and Equipment	\$10.47 M	2.6%	\$59.8 M	2.6%	\$107.16 M	2.6%
Household Operations	\$7.5 M	1.9%	\$42.24 M	1.9%	\$74.57 M	1.8%
Miscellaneous Expenses	\$6.77 M	1.7%	\$38.6 M	1.7%	\$69.09 M	1.7%
Personal Care	\$5.44 M	1.4%	\$29.61 M	1.3%	\$50.5 M	1.2%
Shelter	\$67.27 M	17.0%	\$366.93 M	16.2%	\$644.17 M	15.8%
Tax and Retirement	\$81.55 M	20.6%	\$513.61 M	22.7%	\$997.78 M	24.5%
Tobacco and Related	\$2.41 M	0.6%	\$12.03 M	0.5%	\$18.59 M	0.5%
Transportation	\$64.26 M	16.2%	\$372.35 M	16.4%	\$656.14 M	16.1%
Utilities	\$20.32 M	5.1%	\$108.65 M	4.8%	\$181.71 M	4.5%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	7,973		42,630		70,323	
Elementary (Grade Level 0 to 8)	640	8.0%	2,917	6.8%	3,615	5.1%
Some High School (Grade Level 9 to 11)	391	4.9%	2,425	5.7%	3,374	4.8%
High School Graduate	2,067	25.9%	10,136	23.8%	14,440	20.5%
Some College	1,639	20.6%	8,572	20.1%	13,766	19.6%
Associate Degree Only	808	10.1%	3,402	8.0%	5,164	7.3%
Bachelor Degree Only	1,417	17.8%	8,119	19.0%	14,933	21.2%
Graduate Degree	1,010	12.7%	7,058	16.6%	15,032	21.4%

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Units In Structure (2025)

1 Detached Unit	1,732	44.5%	12,018	58.7%	22,306	62.7%
1 Attached Unit	573	14.7%	2,390	11.7%	4,041	11.4%
2 to 4 Units	558	14.3%	2,142	10.5%	4,116	11.6%
5 to 9 Units	191	4.9%	1,335	6.5%	2,279	6.4%
10 to 19 Units	93	2.4%	479	2.3%	897	2.5%
20 to 49 Units	477	12.3%	1,199	5.9%	1,919	5.4%
50 or More Units	311	8.0%	1,165	5.7%	1,868	5.2%
Mobile Home or Trailer	848	21.8%	3,573	17.4%	4,569	12.8%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2025)

Homes Built 2010 or later	865	22.2%	4,172	20.4%	6,655	18.7%
Homes Built 2000 to 2009	1,247	32.0%	4,665	22.8%	8,069	22.7%
Homes Built 1990 to 1999	799	20.5%	3,933	19.2%	6,121	17.2%
Homes Built 1980 to 1989	835	21.4%	4,733	23.1%	7,547	21.2%
Homes Built 1970 to 1979	529	13.6%	3,488	17.0%	5,396	15.2%
Homes Built 1960 to 1969	207	5.3%	1,635	8.0%	2,758	7.7%
Homes Built 1950 to 1959	72	1.9%	851	4.2%	2,559	7.2%
Homes Built Before 1949	229	5.9%	825	4.0%	2,890	8.1%

Home Values (2025)

Home Values \$1,000,000 or More	117	4.6%	854	5.6%	2,592	10.0%
Home Values \$500,000 to \$999,999	357	14.1%	3,556	23.5%	8,451	32.6%
Home Values \$400,000 to \$499,999	469	18.5%	2,746	18.1%	3,987	15.4%
Home Values \$300,000 to \$399,999	531	20.9%	3,299	21.8%	4,778	18.4%
Home Values \$200,000 to \$299,999	363	14.3%	1,725	11.4%	2,294	8.9%
Home Values \$150,000 to \$199,999	112	4.4%	554	3.7%	803	3.1%
Home Values \$100,000 to \$149,999	143	5.6%	401	2.6%	511	2.0%
Home Values \$70,000 to \$99,999	25	1.0%	128	0.8%	184	0.7%
Home Values \$50,000 to \$69,999	11	0.5%	102	0.7%	121	0.5%
Home Values \$25,000 to \$49,999	276	10.9%	915	6.0%	1,092	4.2%
Home Values Under \$25,000	136	5.4%	871	5.8%	1,095	4.2%
Owner-Occupied Median Home Value	\$327,585		\$381,746		\$482,630	
Renter-Occupied Median Rent	\$1,014		\$1,099		\$1,151	

Transportation To Work (2025)

Drive to Work Alone	4,386	80.5%	22,739	76.5%	34,454	73.6%
Drive to Work in Carpool	407	7.5%	2,325	7.8%	3,463	7.4%
Travel to Work by Public Transportation	61	1.1%	204	0.7%	319	0.7%
Drive to Work on Motorcycle	2	-	93	0.3%	108	0.2%
Walk or Bicycle to Work	65	1.2%	481	1.6%	998	2.1%
Other Means	29	0.5%	207	0.7%	356	0.8%
Work at Home	502	9.2%	3,694	12.4%	7,109	15.2%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	1,588	29.1%	8,098	27.2%	13,619	29.1%
Travel to Work in 15 to 29 Minutes	2,301	42.2%	11,693	39.3%	17,078	36.5%
Travel to Work in 30 to 59 Minutes	769	14.1%	4,884	16.4%	7,101	15.2%
Travel to Work in 60 Minutes or More	293	5.4%	1,374	4.6%	1,899	4.1%
Average Minutes Travel to Work	18.8		18.6		17.7	