



23 Camino Botanica, Santa Fe, NM87507

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www.AldeaPlaza.com

Demographic, Income, Retail Goods and Services  
Expenditures, Home and House Expenditures  
and Retail Potential Profile

## Aldea Plaza Market Area - Four Subregions

Las Campanas - Las Tierras - North Agua Fri - North Alameda

Summary	2004	2009
Population	5,988	7,872
Housing Units	2,802	3,795
Households	2,455	3,321
Average Household Size	2.44	2.37
Median Age	41.4	43.2
Median Household Income	\$70,696	\$86,143
Average Household Income	\$100,178	\$123,680
Per Capita Income	\$40,601	\$50,927
Median Disposable Household Income	\$53,802	
Average Disposable Household Income	\$68,034	
Household Net Worth, Average	\$584,466	
Household Net Worth, Median	\$160,730	
Avg. Value of Owner-Occupied Housing Units	\$467,203	\$552,345
Median Value of Owner-Occupied Housing Units	\$414,151	\$502,500



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## Primary Market Areas - Two Subregions

Primary Market Areas: Las Campanas - Las Tierras

Subregion 16 & 23

Summary	2004	2009
Population	3,407	5,243
Housing Units	1,856	2,818
Households	1,547	2,382
Average Household Size	2.13	2.08
Median Age	54.1	56.4
Median Household Income	\$110,827	\$135,429
Average Household Income	\$137,469	\$169,341
Per Capita Income	\$64,873	\$81,752
Average Disposable Household Income	\$88,538	
Household Net Worth, Average	\$856,394	
Household Net Worth, Median	\$244,837	
Avg. Value of Owner-Occupied Housing Units	\$723,110	\$848,721
Median Value of Owner-Occupied Housing Units	\$670,613	\$848,339