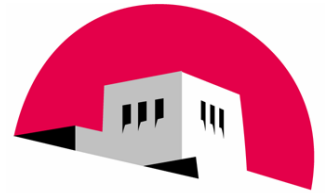


University of New Mexico
Bureau of Business and Economic Research



BERNALILLO MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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BERNALILLO – COMMUNITY ECONOMIC ASSESSMENT

1. Demographics:¹

- a. The population of the town of Bernalillo in 2006 is estimated to be 8,019. Since the early 1970s, the growth of Bernalillo's population has been fairly rapid, if uneven. Overall, during the period 1970-2000, the average annual population increased by just over 4 percent, about twice the rate of growth for New Mexico as a whole. Most of the gain was during the earlier years; since 1990, the rate of population growth has been only about one percent per year, well below the statewide rate. ESRI forecasts an acceleration of population growth during the next few years, in part reflecting the impact of the New Mexico Rail Runner Express commuter rail line.
- b. Bernalillo's population is predominately Hispanic (71 percent) and relatively young (median age is 33.1 years old). By comparison, 44 percent of New Mexico's population is Hispanic, and the median age is 35.2 years old.
- c. Compared to the state as a whole and the neighboring city of Rio Rancho, the growth of Bernalillo's population is driven more by high birth rate than relocation of households from other areas. The share of the population under 19 years of age is fully one-third of the total, compared to 29 percent for New Mexico. Also, the population is relatively more stable. According to the U.S. Bureau of the Census' 2000 decennial census, 37.1 percent of the 2000 population had not moved since the 1990 census; the corresponding rate for the state was 32.6 percent.

2. Housing:²

- a. In 2006, there was an estimated 3,092 housing units in the town of Bernalillo. Only about 6 percent were vacant, less than half the statewide rate of 13 percent. The rate of home ownership is very high – 80 percent of occupied housing units are owner occupied, compared to 70 percent for New Mexico. Recent developments have increased the stock of housing in Bernalillo, and such development is likely to continue. Typically, these developments are priced at levels well above the current average, and are marketed to buyers from outside the community.
- b. The high rate of home ownership in Bernalillo is at least in part a result of low property values. In 2000, the median value of owner occupied

¹ See **Table 1** in the appendix

² See **Table 1** in the appendix

housing in Bernalillo was about \$77,380, compared to \$94,600 for all of New Mexico. More than three-quarters of owner occupied housing was valued under \$100,000, compared to just over one-half for the state. As noted, this pattern is changing rapidly with the increase in higher-end housing developments.

- c. Relatively low property values are tied to the prevalence of mobile homes. According to the census, in 2000, fully 40 percent of all housing units in Bernalillo were mobile homes, compared to just 19 percent in New Mexico (and less than 7 percent for the U.S. as a whole). Another factor associated with the high rate of home ownership is the scarcity and the relatively high cost of rental housing. In 2000, the median cost of rental housing in Bernalillo consumed one-third of household incomes, 50 percent higher than the relative cost of home ownership and well above the 26 percent statewide rate.
- d. Finally, the housing stock is on average much newer than that of the state. As of 2000, 28 percent of all housing units in Bernalillo were less than 10 years old; today, well over half of all housing units, including the majority of mobile home units, were built after 1982.

3. Income:³ According to the 2000 census, average per capita income in Bernalillo was \$13,100, just over three-quarters of the statewide average. ESRI® estimates that the average income in 2006 was \$16,750, suggesting a very slight increase relative to the state average.

- a. Income sources in Bernalillo vary only slightly from those of other parts of New Mexico. In both cases, slightly more than 80 percent of all households have earnings from wages and salaries; a slightly smaller share of households receives social security and retirement incomes in Bernalillo than in other parts of the state. Most significantly, the share of households that receive interest, dividends, or rental incomes is less than half that of the entire state – 14 percent compared to 30 percent.
- b. In 2000, 1,178 persons in Bernalillo lived below the poverty line, about 18 percent of the population.⁴ The poverty rate was slightly lower than the statewide average, but well above the 12.1 percent poverty rate in Sandoval County as a whole.
- c. Median household net worth in Bernalillo is nearly equal to that of the state. Typically related to equity in homeownership, net worth in Bernalillo is the result of two patterns. Property values in Bernalillo are well below the statewide average, yet the median homeowner in Bernalillo has held their property for a longer time, thus holding a greater share of equity in housing.

³ See **Table 1** in the Appendix.

⁴ In 2000, the poverty line was \$8,959 for an individual or \$17,463 for a family of four, including two children.

4. **Economy:**⁵ located less than 20 miles from downtown Albuquerque, Bernalillo is predominately and increasingly a residential community. In 2006, about 3,400 residents of Bernalillo were employed, while reported employment by Bernalillo-based businesses was about 1,900. Thus, nearly half of Bernalillo's workforce was employed outside the town. Yet, Bernalillo also has a remarkably diverse economy, including a strong manufacturing sector and a service hub along key transportation arteries. On a net basis, Bernalillo retains an estimated 85 percent of locally-originated receipts, resulting in a leakage of about \$20 million in receipts per year. The opening of a Wal-Mart in early 2008 will likely stem some of these leakages.
- a. Trade area: Bernalillo's retail and service businesses have four overlapping markets – a) the town's residents; b) residents from the northern end of Rio Rancho and developments along U.S. 550; c) visitors, mostly from Albuquerque, to local attractions (mainly Santa Ana Pueblo facilities such as the casino, Tamaya Hotel, golf courses); and d) travelers along I-25 and U.S. 550. The first two groups support markets for lower and increasing middle-order goods⁶ and the latter two groups support markets for accommodations, food services, and travel amenities. For higher-order goods and services, residents of Bernalillo are most likely to make the short trip to Albuquerque.
 - b. Strengths: Bernalillo's principal economic advantage is its proximity to Albuquerque and, specifically, the recent development of residential communities in northern Rio Rancho and along U.S. 550. The New Mexico Rail Runner Express commuter rail line, which connects Bernalillo with downtown Albuquerque (and soon Santa Fe), will likely create new demand for residential development, and associated retail and services.
 - i. Property Development – the importance of property development to Bernalillo's economy is reflected in gross receipts and employment data. **Table 5** shows gross receipts data for the years 2004, 2005, and 2006.⁷ Over the three year period, construction businesses reported a sharp increase in gross

⁵ See **Tables 2-4** and **Figure 2** for location quotient data and **Table 5** and **Figure 3** for gross receipts data.

⁶ Economists and economic geographers order goods and services from lower- to higher-order. Lower-order goods are inexpensive, frequently purchased, and available in many locations; milk is a common example. Middle-order goods include clothing, household goods, and furnishings. Higher-order goods include automobiles, jewelry, or specialized services such as medical surgery. Following the same logic, a local economy is often analyzed in terms of the highest-order good or service that it offers.

⁷ The first columns of **Table 5** are gross receipts values. The next columns are computed pull factors, where a value of 100 percent indicates that, on a net basis, receipts to local businesses are in proportion to expenditures by town residents. The final columns show the inflow and outflow (leakage) associated with the sector for each year. For a fuller discussion, see 'Explanation of Tables'.

receipts, generating a net inflow of more than \$8 million in receipts in 2006. This included construction businesses engaged in both public sector construction (e.g., highway and Rail Runner projects) and private sector residential and commercial construction. Real estate businesses also reported a high level of receipts, accounting for a net inflow of nearly \$3.4 million in 2006. These patterns are also reflected in employment data. Location quotients in **tables 2, 3, and 4** show the relative concentration of employment in Bernalillo by industry, occupation, and type of business (i.e., local, state, federal government, private, non profit, and so on).⁸ By industry, residents of Bernalillo are 74 percent more likely to be employed in construction than in the state as a whole; similarly, residents are 77 percent more likely to be employed as a construction trades worker than others in New Mexico.

- ii. Travel and Food Services – on a net basis, accommodations and food services is the single largest source of receipts for the town of Bernalillo. With a pull factor of 239 percent, this sector drew a net of \$11.4 million to Bernalillo in 2006. Restaurants account for the largest share of this category. In addition, gasoline stations have very high pull factors (between 220 and 289 percent),⁹ and automotive parts and accessories were nearly as strong.
- iii. Manufacturing – Bernalillo has a remarkably strong and diversified manufacturing sector, with a pull factor over 200 percent generating an inflow of receipts of about \$4 million per year. Similarly, employment data show that the share of residents employed in manufacturing – as an industry and as an occupation – is more than twice the statewide proportion. Many manufacturers focus on building materials and equipment – American Gypsum, Lafarge, Trus Master, Rinker Materials, and MCT Industries are among the largest. The strength of Bernalillo’s manufacturing sector is not typical of smaller towns in New Mexico, and no doubt owes much to its proximity to the large Albuquerque market.

⁸ In location quotient analysis, a value of 1.0 indicates that the proportion of employment of residents of Bernalillo (by industry, occupation, or type of business) is equal to that of the base geography. For example, the proportion of employment in the construction industry in Bernalillo is 68 percent greater than that of Sandoval County (value of 1.68) and 74 percent greater than that of New Mexico as a whole (value of 1.74); employment in the same sector in Sandoval County is 3 percent higher than throughout New Mexico. Again, see ‘Explanation of Tables’ for a more complete discussion.

⁹ By New Mexico law, gasoline is taxed directly and stations pay no gross receipts taxes on gasoline sales. Thus, receipts reported by gasoline stations include only other items sold at such convenience stores. However, these receipts serve as a useful indicator of overall activity in the sector and generate pull factors that are reasonable estimates of gasoline activity.

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- c. Weaknesses: through 2006, the principal weaknesses of Bernalillo's economy are retail and higher order services. The development of a 'Big Box' retailer in Bernalillo is likely to improve substantially the performance of the retail sector. However, it is unlikely that higher order services will follow this trend.
 - i. In 2006, Bernalillo's retail sector leaked nearly \$13 million.¹⁰ The overwhelming share of this leakage was in the category of 'miscellaneous store retail', typically but not entirely associated with 'Big Box' retailers such as Wal-Mart. The continued residential development in Bernalillo and neighboring Rio Rancho means the demand for this kind of retail is almost certain to grow. The development of a Wal-Mart is likely to patch this very significant leakage.
 - ii. Professional services, such as health care (doctors and hospitals), legal services, science and research, and design and engineering services, are also sources of significant leakages. Together, these sectors accounted for about \$13 million in lost revenues in 2006. In all likelihood, these patterns will not change, as it is common that higher order goods such as these tend to concentrate in larger regional centers, such as Albuquerque.

5. MainStreet:¹¹ Bernalillo's MainStreet district runs north-south along Camino Del Pueblo through the historic center of the town of Bernalillo. The southern boundary is Avenida de Bernalillo and the northern boundary is U.S. 550. The economic structure of the district is characteristic of many downtown areas, with concentrations of employment in public administration, social assistance, specialized retail stores, and restaurants and taverns.

- a. In 2006, 26 businesses were located in the MainStreet district – one quarter of all Bernalillo businesses; these businesses employed 277 workers, 15 percent of the total. The retail sector is the largest employer in the MainStreet area, accounting for slightly over one quarter of all jobs. Restaurants and taverns, social assistance agencies, and public administration offices each employ about 20 percent of the MainStreet workforce.
- b. Slightly more than one third of Bernalillo's population (3,075 persons), lives within a quarter mile of the MainStreet district. Compared to other parts of Bernalillo, this population is slightly younger (although it also includes a higher share of senior citizens), includes a slightly higher proportion of persons of Hispanic origin, and has significantly lower

¹⁰ That is, on a net basis, residents of Bernalillo spent nearly \$13 million more in retail stores outside the town boundaries than residents of other communities spent at Bernalillo's retail businesses.

¹¹ See **Tables 6-8** and **Figures 4** and **5** for data on businesses and employment by industry; and **Table 9** and **Figure 1** for Bernalillo's local market area.

incomes and slightly lower levels of educational attainment. In the MainStreet district there are lower home ownership rates, which means households are more likely to rent (26 percent compared to 18 percent in other parts of town), and property values are on par with other areas, but with lower rents.

- c. **Table 9** provides data on consumer spending by category for residents within a quarter mile of the MainStreet district, in Bernalillo and, for comparison, throughout New Mexico. On average, households in the MainStreet residential district spend \$14,103 per year, compared to \$15,432 for households in other parts of Bernalillo. In relation to overall spending, spending among MainStreet households is proportionately higher in apparel, groceries, education, personal care items, and investments. Spending is proportionately lower in motor vehicles, home improvement and maintenance, insurance, and several categories of entertainment and recreation.

6. Opportunities and Challenges:

- a. The town of Bernalillo is almost certain to experience continued if not accelerated growth in its population, as families seek housing within commuting distance to employment centers in Albuquerque and southern Sandoval County. The Rail Runner will increase the value of residential developments in the town of Bernalillo relative to other sites. A challenge to Bernalillo is to broaden the gross receipts tax base to finance public investments required by development. With a strong base in manufacturing and travel-related services drawing revenue into the community already, the best strategy is to capture the revenues associated with residential-based retail and services; in effect, limiting leakages often associated with residential development. From the perspective of public finances, the development of the Wal-Mart in Bernalillo will contribute significantly to town coffers.
- b. Bernalillo's MainStreet district is in an enviable situation in terms of business development opportunities. Residential development, both in Bernalillo and along U.S. 550, is likely to create additional demand for restaurants, entertainment, recreation, and specialized retail. The historic MainStreet district has a unique character that is not easily replicated in commercial developments. Additionally, the downtown Bernalillo Rail Runner station could be used to draw an increasing number of morning and evening commuters to the MainStreet area, expanding the market for restaurants, taverns, specialty retail, and personal services. Over the longer term, residential development near the MainStreet district is also promising. Professionals without children are likely to find the quick commute to downtown Albuquerque attractive. Again, this will help to support local businesses.

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- c. The principal challenges facing Bernalillo's MainStreet district are the preservation of the district's unique historical character and defense of the economic interests of the town's current residents. Increasing demand for property downtown will increase values, creating pressures to displace existing uses and potentially threatening the very qualities that make the town attractive. This is an inescapable aspect of growth, and given Bernalillo's place within the economy of the middle Rio Grande region, it poses a challenge that Bernalillo has no choice but to confront. The community must either get ahead of growth in order to mitigate the negative impacts, perhaps even strengthening the character of downtown and creating a place for existing residents and uses, or relinquish control to the demands of individual investors. If a choice is made to mitigate the impacts of growth, many strategies are available and each can be tailored to meet the very specific concerns of the community; e.g., inclusive zoning, community land trust.

EXPLANATION OF TABLES

Selected Demographic, Housing, and Economic Characteristics

Source: ESRI® ArcGIS Business Analyst 9.2, which uses the U.S. Bureau of the Census 2000 Census of Population and Housing for 2000 data, and Acxiom's InfoBase® household database residential delivery statistics and residential postal delivery counts from the U.S. Postal Service, and residential construction data from Hanley Wood Market Intelligence, as well as other undisclosed ancillary sources for its 2006 forecasts. (These ancillary sources and the company's forecasting formulas are considered proprietary information.)

Data is provided for Bernalillo's MainStreet, the town, and the state of New Mexico for the years 2000 and 2006. Values are given in absolute terms and in percentages.

More information on the demographic forecasting methodology used by ESRI® can be found in "ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper", Redlands, CA, June 2006.

Location Quotients

Source: Census 2000 Summary File 3 (SF3); Tables 59-61. Calculations by UNM-BBER.

A location quotient indicates the relative concentration of employment by industry, occupation, and type of business ownership in a given community, county, or region. The measures are relative to that of a 'base geography'. A location quotient is calculated as the ratio of local employment in a given industry, occupation, or ownership type to total employment, in relation to the same ratio for the base geography. Thus, a value of 1.00 indicates that employment for a given industry, occupation, or type of business ownership compared to total employment in the economy is in exact proportion to that of the base geography. Values greater than 1.00 indicate that the industry, occupation, or ownership is more than proportionate to that of the base geography; a value less than 1.00 indicates the opposite.

The location quotient can be used to indicate the structure or 'role' of a local economy within its larger geography. This applies equally to the role of a town's economy within the county or state, or a county's economy within the state. As with pull factors, a location quotient helps to define the relative strengths and weaknesses of a local economy, measured in this case in terms of industrial, occupational, and ownership structures. Again, as with pull factors, this information can inform policies that aim to strengthen weaknesses or exploit strengths; the decision is again one of practicality and strategy rather than theory.

Taxable Gross Receipts and Pull Factors

Source: New Mexico Taxation and Revenue Department (NMTRD); calculations by UNM/BBER. Pull factors and net gain/loss were calculated using personal income data from the Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.

Data is provided for the years 2004, 2005, and 2006 and presented in 2006 dollars. Starting January 1, 2005, as a result of the passage of HB625 during the 2004 New Mexico legislative session, sales of most food and medical items were no longer subject to gross receipts tax. The New Mexico Taxation and Revenue Department estimates the amount of food and medical deductions made by businesses and this amount has been added to the taxable gross receipts (TGRs) for 2005 and 2006 in order to make the data consistent with the 2004 data.

Pull factors are calculated by dividing the ratio of the community's TGRs divided by the total personal income for that community by the same ratio for the state, i.e., $(TGR_{\text{Bernalillo}} / \text{Income}_{\text{Bernalillo}}) / (TGR_{\text{New Mexico}} / \text{Income}_{\text{New Mexico}})$.

There are several problems associated with gross receipts data.

- The data does not account for the value of the products sold. Rather data is categorized according to the type of business, i.e., sales of food from gasoline convenience stores are included in gasoline stations; groceries sold at Wal-Mart are included in Miscellaneous Retailers.
- Businesses are self-classified, and sometimes inaccurately so.
- Not all products are taxable as gross receipts in New Mexico; a notable example is gasoline.

A 'pull factor' indicates the capacity of an industrial sector (e.g., services, retail, and so on) to draw revenues into the local economy. A value of 100% is the break-even point. Values greater than 100% indicate that the business sector is drawing revenues into the local economy (more money is spent in the economy by those whose income is earned outside the community than money is spent by locals outside the community), whereas values less than 100% indicate that the sector is leaking money to other communities. Net gain/loss is derived from the pull factors. It is calculated as the difference between actual gross receipts and the 'expected value' of gross receipts (i.e., that which would be associated with a pull factor of 100%).

Note that it is natural that not all sectors will have a positive balance – every economy has its strengths and weaknesses. From a policy perspective, policies that reduce leakages and that exploit strengths are equally valid. The decision is a practical one – should energies be spent plugging holes or exploiting existing strengths?

Businesses by Industry, in MainStreet Service Area

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006; calculations by UNM-BBER.

ES-202 data is provided to UNM-BBER by the New Mexico Department of Labor under terms of confidentiality. Under the terms of this agreement, data can be reported only in aggregate or summary format, so that it is not possible to infer information pertaining to a specific business.

ES-202 data used in this report are 'establishment-level', meaning that UNM-BBER has information on industrial classification (NAICS), employment, and wages of each business establishment in the study area. Establishment-level data indicates that data is provided for each individual establishment; i.e., as opposed to a chain or brand. The key advantage of establishment-level data is that UNM-BBER is able to code the data according to the specific address of the establishment, allowing for analysis on a micro-geographical scale. In this report, UNM-BBER has coded the data according to locations within the MainStreet district (MS), in other parts of the town (town name) or in unincorporated parts of the county (COUNTY).

MainStreet Geographical Definitions and Trade Area Maps

Sources: New Mexico Department of Labor, ES-202 (Covered Employment Statistics), 2005; Bureau of Labor Statistics, Product Line Data, calculations by UNM-BBER; ESRI® ArcGIS 9.2 Business Analyst; ESRI® StreetMap™ USA. ESRI data sources include: Bureau of Labor Statistics, Consumer Expenditure Surveys (CEX), 2001, 2002, and 2003; U.S. Bureau of the Census, Population Division. ("ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper," Redlands, CA, June 2006. Available at www.esri.com/library/whitepapers/pdfs/demographic-update-methodology.pdf)

The town of Bernalillo provided boundaries for its MainStreet district. A polygon was created on a map in ESRI® ArcGIS 9.2 utilizing latitude and longitude coordinates for business locations in the ES-202 data (Covered Employment Statistics) provided by the Department of Labor. BBER replaced the names of businesses were replaced with a numeric key in ES-202 data due to the proprietary nature of the information. The location of these businesses was established through the use of X and Y coordinates included within the ES-202 data. These coordinates allowed for the construction of polygons that included all business points within the MainStreet district.

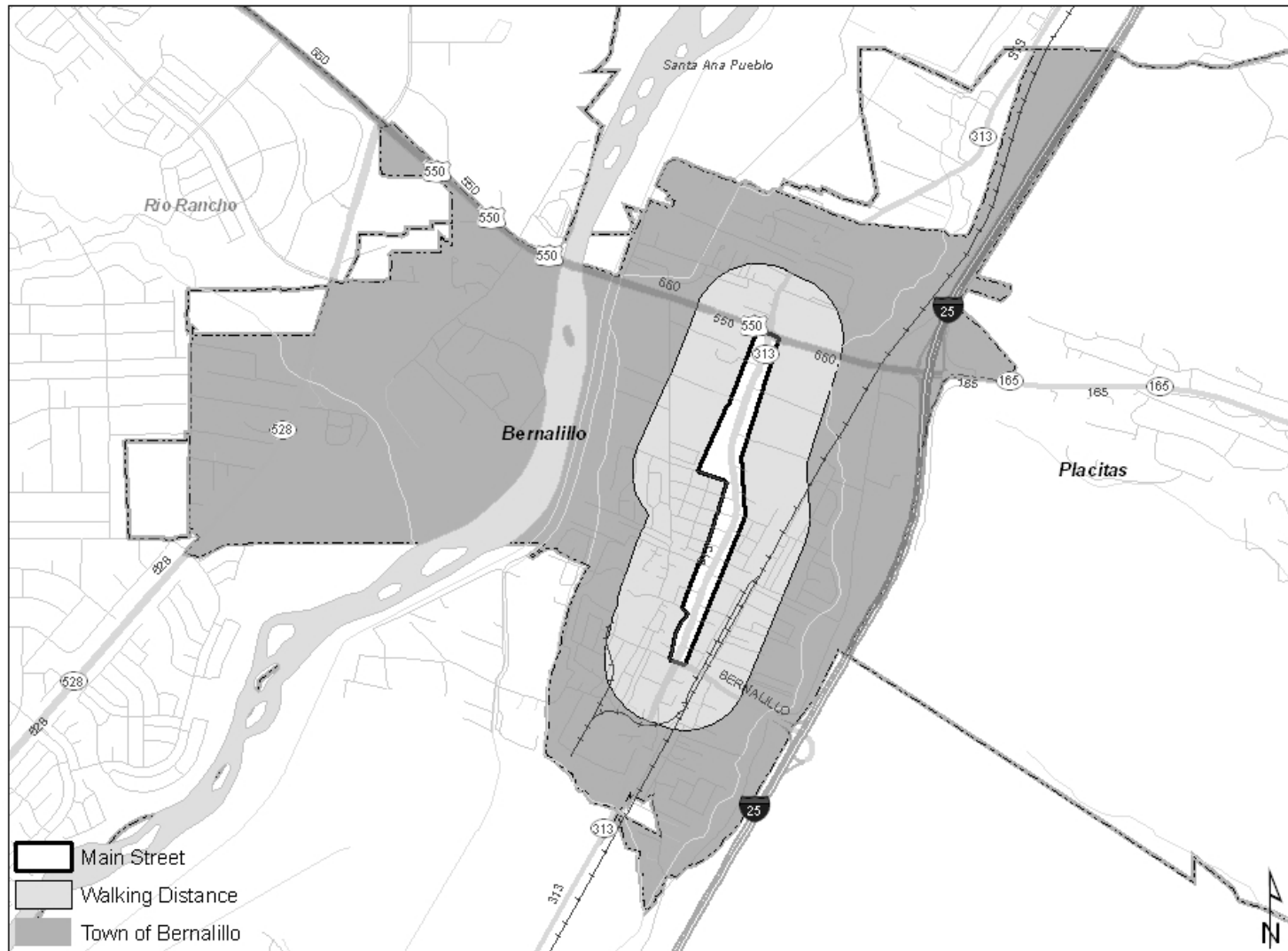
Trade areas were based upon geographical boundaries such as town and state boundaries as well as MainStreet boundaries provided by the community. Trade areas in Bernalillo were determined by creating a polygon that encompassed the MainStreet boundaries provided. The linear construction of Bernalillo's Main Street required the use of a ¼ mile buffer around the entirety of the district. This buffer equates to the approximate distance a person would be willing to walk to any site within MainStreet and made it possible to capture the entire district.

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Consumer spending reports were generated for the MainStreet district (with a ¼ mile buffer), the town of Bernalillo, and the state of New Mexico and include retail expenditure data. The data is directly associated with the geographic areas overlaid by the buffered Main Street polygon and the town and state boundaries. All of the data for a particular polygon is representative of the people living within the boundaries of that region. This data is derived from ESRI® ArcGIS 9.2 Business Analyst.

APPENDIX: TABLES AND FIGURES

FIGURE 1: BERNALILLO LOCAL MARKET AREA



Source: ESRI® StreetMap™

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS

	MAINSTREET ¹	BERNALILLO	NEW MEXICO
DEMOGRAPHICS			
Population (2006)	3,083	8,019	1,956,417
2000-2006 Annual Growth Rate	0.56%	3.27%	1.22%
2006-2011 Annual Growth Rate	2.30%	2.71%	1.19%
Households (2006):	1,188	2,909	745,219
2000-2006 Annual Growth Rate	1.15%	3.92%	1.59%
2006-2011 Annual Growth Rate	2.59%	3.00%	1.40%
Average Household Size	2.60	2.75	2.57
Hispanic Origin (2006)	79%	71%	44%
Age Distribution (2006)			
Under 19 y/o	32%	33%	29%
20-39 y/o	27%	26%	27%
40-64 y/o	30%	32%	32%
65 y/o and Over	11%	9%	12%
Median Age (2006)	32.4	33.1	35.2
Resident for 10 years or more (2000)	36.4%	37.1%	32.6%
INCOME			
Per Capita Income (2006)	\$14,680	\$16,754	\$21,756
Household Income (2006)			
<\$15,000	22%	17%	17%
\$15,000-\$29,999	28%	23%	20%
\$30,000-\$49,999	22%	24%	22%
\$50,000-\$99,999	23%	28%	28%
\$100,000 or more	6%	8%	13%
Poverty Rate (2000)	NA	18%	18%
Median Household Income (2006)	\$30,085	\$39,233	\$41,539
Average Household Income (2006)	\$39,362	\$46,492	\$56,341
Households by Net Worth (2006)			
<\$15,000	36%	32%	32%
\$15,000-\$49,999	16%	14%	14%
\$50,000-\$249,999	28%	32%	29%
\$500,000 or more	21%	21%	25%
Median Net Worth	\$44,925	\$62,460	\$64,802

¹ MainStreet boundaries with 1/4-mile buffer.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006. Poverty rate from 2000 Census of Population and Housing.

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS, CONTINUED

	MAINSTREET ¹	BERNALILLO	NEW MEXICO
HOUSING			
Housing Units (2006)	1,258	3,092	855,433
Owner Occupied Housing Units	69%	76%	61%
Renter Occupied Housing Units	26%	18%	26%
Vacant Housing Units	6%	6%	13%
Owner Occupied Housing Units by Value (2000)	768	1,769	474,435
<\$50,000	14.8%	22.8%	22.7%
\$50,000 - \$99,999	63.4%	52.5%	31.1%
\$100,000 - 199,999	19.7%	20.6%	33.4%
\$200,000 or more	2.1%	4.1%	12.8%
Average Home Value	\$82,863	\$83,944	\$121,651
Median Home Value	\$78,295	\$77,381	\$94,594
Median Rent	\$353	\$391	\$432
Average Rent	\$328	\$366	\$463
Housing Units by Units in Structure (2000)	1,166	2,454	780,579
1 unit	66%	54%	66%
2 - 9 units	7%	4%	8%
10 - 20 units	2%	1%	7%
Mobile Home	24%	40%	19%
Other	0%	1%	1%
Housing Units by Year Structure Built (2000)	1,165	2,455	780,579
1990 to March 2000	35%	28%	23%
Median Year Structure Built	1978	1982	1977

¹ MainStreet boundaries with 1/4-mile buffer.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS, CONTINUED

	MAINSTREET ¹	BERNALILLO	NEW MEXICO
LABOR FORCE CHARACTERISTICS			
Educational Attainment (2000, 25 y/o and over)	1,651	3,818	1,134,801
No HS Diploma	32%	29%	21%
High School Degree	34%	34%	27%
Some College or Associate Degree	23%	26%	29%
Bachelors Degree or Higher	11%	11%	23%
Employment Status (2000, 16 y/o and over)	2,039	4,666	1,369,176
Civilian Employed	58%	59%	56%
Civilian Unemployed	4%	4%	4%
In Armed Forces	0%	0%	1%
Not In Labor Force	38%	36%	39%
Employment by Industry (2006)	1,341	3,416	871,638
Agriculture/Mining	0%	1%	4%
Construction	16%	15%	9%
Manufacturing	10%	9%	4%
Wholesale Trade	2%	3%	3%
Retail Trade	8%	9%	11%
Transportation/Utilities	6%	6%	4%
Information	2%	2%	2%
Finance/Insurance/Real Estate	4%	4%	6%
Services	41%	41%	47%
Public Administration	11%	10%	9%
Employment by Occupation (2006)	1,341	3,416	871,638
White Collar	46%	48%	58%
Management/Business/Financial	6%	7%	11%
Professional	13%	16%	23%
Sales	6%	8%	11%
Administrative Support	21%	17%	13%
Services	23%	22%	19%
Blue Collar	31%	31%	23%
Farming/Forestry/Fishing	0%	0%	1%
Construction/Extraction	13%	13%	9%
Installation/Maintenance/Repair	4%	5%	4%
Production	8%	7%	4%
Transportation/Material Moving	6%	6%	5%
Travel Time to Work (2000)	1,165	2,706	759,177
Worked at Home	2%	3%	4%
0-19 minutes	45%	43%	52%
20 minutes or more	53%	54%	44%

¹ MainStreet boundaries with 1/4-mile buffer.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 2: LOCATION QUOTIENT: BERNALILLO EMPLOYMENT BY INDUSTRY IN RELATION TO SANDOVAL COUNTY AND NEW MEXICO, AND SANDOVAL COUNTY INDUSTRIES IN RELATION TO NEW MEXICO

	BERNALILLO		SANDOVAL COUNTY
	SANDOVAL COUNTY	NEW MEXICO	NEW MEXICO
Agriculture; forestry; fishing and hunting; and mining	0.92	0.19	0.21
Agriculture; forestry; fishing and hunting	0.88	0.28	0.31
Mining	1.07	0.10	0.09
Construction	1.68	1.74	1.03
Manufacturing	1.12	2.26	2.02
Wholesale trade	0.99	1.07	1.09
Retail trade	0.79	0.80	1.01
Transportation and warehousing; and utilities	1.37	1.39	1.01
Transportation and warehousing	1.13	1.23	1.08
Utilities	2.28	1.84	0.81
Information	0.67	0.90	1.34
Finance; insurance; real estate and rental and leasing	0.63	0.67	1.07
Finance and insurance	0.55	0.63	1.15
Real estate and rental and leasing	0.79	0.73	0.93
Professional; scientific; management; administrative; and waste management services	0.61	0.67	1.10
Professional; scientific; and technical services	0.56	0.59	1.06
Management of companies and enterprises	0.00	0.00	4.04
Administrative and support and waste management services	0.71	0.84	1.17
Educational; health and social services	0.97	0.78	0.80
Educational services	1.06	0.75	0.70
Health care and social assistance	0.90	0.81	0.89
Arts; entertainment; recreation; accommodation and food services	1.20	1.10	0.92
Arts; entertainment; and recreation	1.30	1.41	1.08
Accommodation and food services	1.16	1.00	0.86
Other services (except public administration)	0.78	0.70	0.90
Public administration	1.11	1.02	0.92

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 3: LOCATION QUOTIENT: BERNALILLO EMPLOYMENT BY OCCUPATION IN RELATION TO SANDOVAL COUNTY AND NEW MEXICO, AND SANDOVAL COUNTY INDUSTRIES IN RELATION TO NEW MEXICO

	BERNALILLO		SANDOVAL COUNTY
	SANDOVAL COUNTY	NEW MEXICO	NEW MEXICO
Management; professional; and related occupations	0.62	0.65	1.06
Management; business; and financial operations occupations	0.57	0.61	1.07
Management occupations; except farmers and farm managers	0.55	0.63	1.15
Farmers and farm managers	0.00	0.00	0.19
Business and financial operations occupations	0.63	0.69	1.09
Business operations specialists	0.27	0.33	1.24
Financial specialists	1.08	1.03	0.95
Professional and related occupations	0.64	0.67	1.05
Computer and mathematical occupations	0.57	0.80	1.41
Architecture and engineering occupations	0.56	1.05	1.90
Architects; surveyors; cartographers; and engineers	0.44	0.59	1.33
Drafters; engineering; and mapping technicians	0.65	1.93	2.96
Life; physical; and social science occupations	0.12	0.10	0.81
Community and social services occupations	0.40	0.36	0.90
Legal occupations	0.91	0.91	1.00
Education; training; and library occupations	0.90	0.69	0.77
Arts; design; entertainment; sports; and media occupations	0.70	0.72	1.03
Healthcare practitioners and technical occupations	0.60	0.59	0.98
Health diagnosing and treating practitioners and technical occupations	0.51	0.51	1.00
Health technologists and technicians	0.84	0.77	0.91
Service occupations	1.26	1.10	0.87
Healthcare support occupations	0.91	0.80	0.87
Protective service occupations	0.78	0.89	1.14
Fire fighting; prevention; and law enforcement workers; including supervisors	1.25	1.33	1.06
Other protective service workers; including supervisors	0.24	0.31	1.25
Food preparation and serving related occupations	1.40	1.15	0.82
Building and grounds cleaning and maintenance occupations	1.86	1.40	0.75
Personal care and service occupations	1.13	1.01	0.90
Sales and office occupations	0.92	0.99	1.07
Sales and related occupations	0.63	0.67	1.07
Office and administrative support occupations	1.15	1.23	1.08

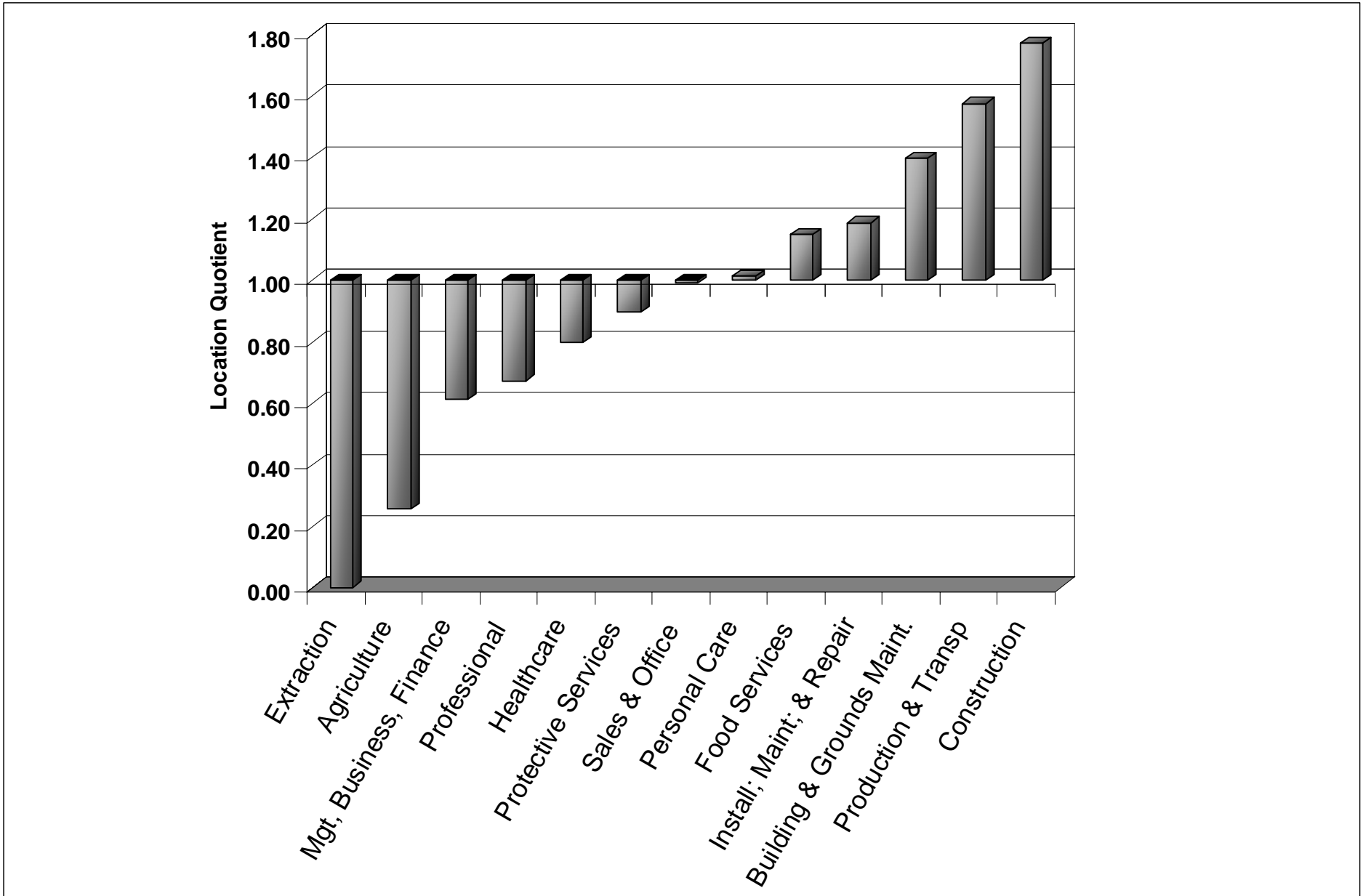
BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 3: LOCATION QUOTIENT: BERNALILLO EMPLOYMENT BY OCCUPATION IN RELATION TO SANDOVAL COUNTY AND NEW MEXICO, AND SANDOVAL COUNTY INDUSTRIES IN RELATION TO NEW MEXICO, CONTINUED

	BERNALILLO		SANDOVAL COUNTY
	SANDOVAL COUNTY	NEW MEXICO	NEW MEXICO
Farming; fishing; and forestry occupations	1.01	0.26	0.25
Construction; extraction; and maintenance occupations	1.57	1.43	0.91
Construction and extraction occupations	1.90	1.59	0.83
Supervisors; construction and extraction workers	1.11	1.31	1.18
Construction trades workers	2.13	1.77	0.83
Extraction workers	0.00	0.00	0.11
Installation; maintenance; and repair occupations	1.14	1.19	1.05
Production; transportation; and material moving occupations	1.57	1.57	1.00
Production occupations	1.83	2.13	1.17
Transportation and material moving occupations	1.24	1.05	0.85
Supervisors; transportation and material moving workers	0.38	0.40	1.06
Aircraft and traffic control occupations	0.00	0.00	2.16
Motor vehicle operators	1.36	1.27	0.93
Rail; water and other transportation occupations	0.49	0.22	0.45
Material moving workers	1.46	0.99	0.68

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

FIGURE 2: BERNALILLO LOCATION QUOTIENTS BY OCCUPATION



Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51 Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

TABLE 4: LOCATION QUOTIENT: BERNALILLO EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO SANDOVAL COUNTY AND NEW MEXICO, AND SANDOVAL COUNTY INDUSTRIES IN RELATION TO NEW MEXICO

	BERNALILLO		SANDOVAL COUNTY
	SANDOVAL COUNTY	NEW MEXICO	NEW MEXICO
Private for-profit wage and salary workers	1.04	1.15	1.10
Employee of private company	1.08	1.20	1.12
Self-employed in own incorporated business	0.30	0.27	0.91
Private not-for-profit wage and salary workers	0.87	0.70	0.81
Local government workers	1.10	1.01	0.91
State government workers	1.58	1.07	0.68
Federal government workers	0.56	0.55	0.98
Self-employed workers in own not incorporated business	0.55	0.46	0.84
Unpaid family workers	0.60	0.25	0.42

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 5: BERNALILLO TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2004-2006

BERNALILLO	TAXABLE GROSS RECEIPTS*			PULL FACTOR			NET GAIN/LOSS		
	2004	2005	2006	2004	2005	2006**	2004	2005	2006**
Utilities	1,221,248	3,446,485	2,761,892	24%	63%	50%	(3,858,446)	(1,993,508)	(2,731,752)
Construction	14,791,849	19,914,226	29,231,980	95%	115%	143%	(738,105)	2,665,792	8,759,928
Manufacturing	5,103,571	6,997,897	7,667,236	182%	227%	210%	2,301,117	3,917,487	4,018,714
Wholesale Trade	3,122,784	5,391,801	5,585,736	49%	75%	71%	(3,315,666)	(1,828,045)	(2,285,497)
Retail Trade	26,299,712	32,810,763	25,781,354	71%	87%	67%	(10,568,095)	(5,117,542)	(12,891,581)
Automotive Parts, Accessories, and Tire Stores	D	578,070	2,195,059	D	55%	204%	(977,591)	(481,776)	1,119,025
Furniture and Home Furnishings Stores	123,240	108,285	148,616	13%	11%	20%	(835,001)	(910,935)	(595,316)
Grocery Stores	5,847,176	5,825,752	5,438,895	111%	109%	66%	571,552	477,594	(2,760,739)
Pharmacies and Drug Stores	D	4,107,216	4,084,356	D	513%	497%	(660,627)	3,307,227	3,262,264
Gasoline Stations	1,081,862	1,108,677	806,584	243%	289%	220%	637,546	724,549	439,459
Clothing Accessories Stores	1,412,770	953,078	841,932	104%	74%	68%	55,055	(327,329)	(401,152)
Miscellaneous Store Retailers	11,917,585	15,344,643	8,111,916	56%	71%	43%	(9,407,831)	(6,391,965)	(10,843,169)
Transportation and Warehousing	201,145	18,120	640,798	24%	2%	46%	(640,526)	(1,119,265)	(747,849)
Information	2,334,377	2,291,460	2,843,491	93%	91%	98%	(182,689)	(220,213)	(47,794)
Telecommunications	2,329,732	2,281,204	2,829,958	111%	110%	124%	227,626	215,667	546,594
Finance and Insurance	501,489	436,873	354,820	67%	58%	45%	(248,568)	(317,328)	(431,978)
Real Estate and Rental and Leasing	2,212,950	1,182,117	5,424,760	132%	62%	263%	542,147	(729,657)	3,360,585
Professional, Scientific, and Technical Services	3,297,692	2,809,604	4,993,196	30%	24%	44%	(7,634,602)	(9,087,140)	(6,475,343)
Professional, Scientific, and Technical Services	723,973	618,123	1,524,467	17%	14%	38%	(3,497,142)	(3,805,163)	(2,468,893)
Legal Services	83,205	147,288	243,185	5%	10%	16%	(1,461,934)	(1,377,768)	(1,288,792)
Other Computer Related Services	D	73,653	186,037	D	408%	572%	(12,088)	55,588	153,536
Admin & Support and Waste Mgt & Remed Svcs	18,923	71,338	787,375	6%	13%	31%	(303,272)	(463,007)	(1,745,747)
Health Care and Social Assistance	811,263	690,918	850,805	14%	12%	13%	(4,996,456)	(5,232,209)	(5,455,278)
Arts, Entertainment, and Recreation	7,563	D	D	2%	D	D	(374,547)	(397,633)	(393,127)
Accommodation and Food Services	15,183,255	18,619,832	19,617,646	197%	236%	239%	7,480,312	10,724,595	11,402,350
Accommodation	1,243,719	2,969,654	3,327,999	76%	191%	227%	(386,778)	1,412,790	1,864,435
Food Services	11,983,800	13,285,924	13,570,240	202%	221%	217%	6,060,570	7,270,344	7,317,468
Full-Service Restaurants	11,983,800	13,285,924	13,517,060	242%	265%	263%	7,023,632	8,278,246	8,368,720
Other Services (except Public Administration)	6,590,339	8,888,188	8,186,290	44%	57%	50%	(8,333,946)	(6,811,614)	(8,238,577)
Automotive Repair and Maintenance	947,629	459,590	286,351	60%	28%	18%	(635,126)	(1,172,002)	(1,321,631)
Personal and Laundry Services	294,949	640,199	513,908	22%	52%	44%	(1,062,689)	(594,623)	(659,389)
TOTAL	85,621,544	105,179,914	117,044,747	73%	84%	86%	(31,923,762)	(20,324,539)	(18,599,727)

* 2005 and 2006 taxable gross receipts amounts include food and medical deductions.

** 2005 personal income figures were used to calculate 2006 pull factors and net gain/loss because 2006 figures were not available.

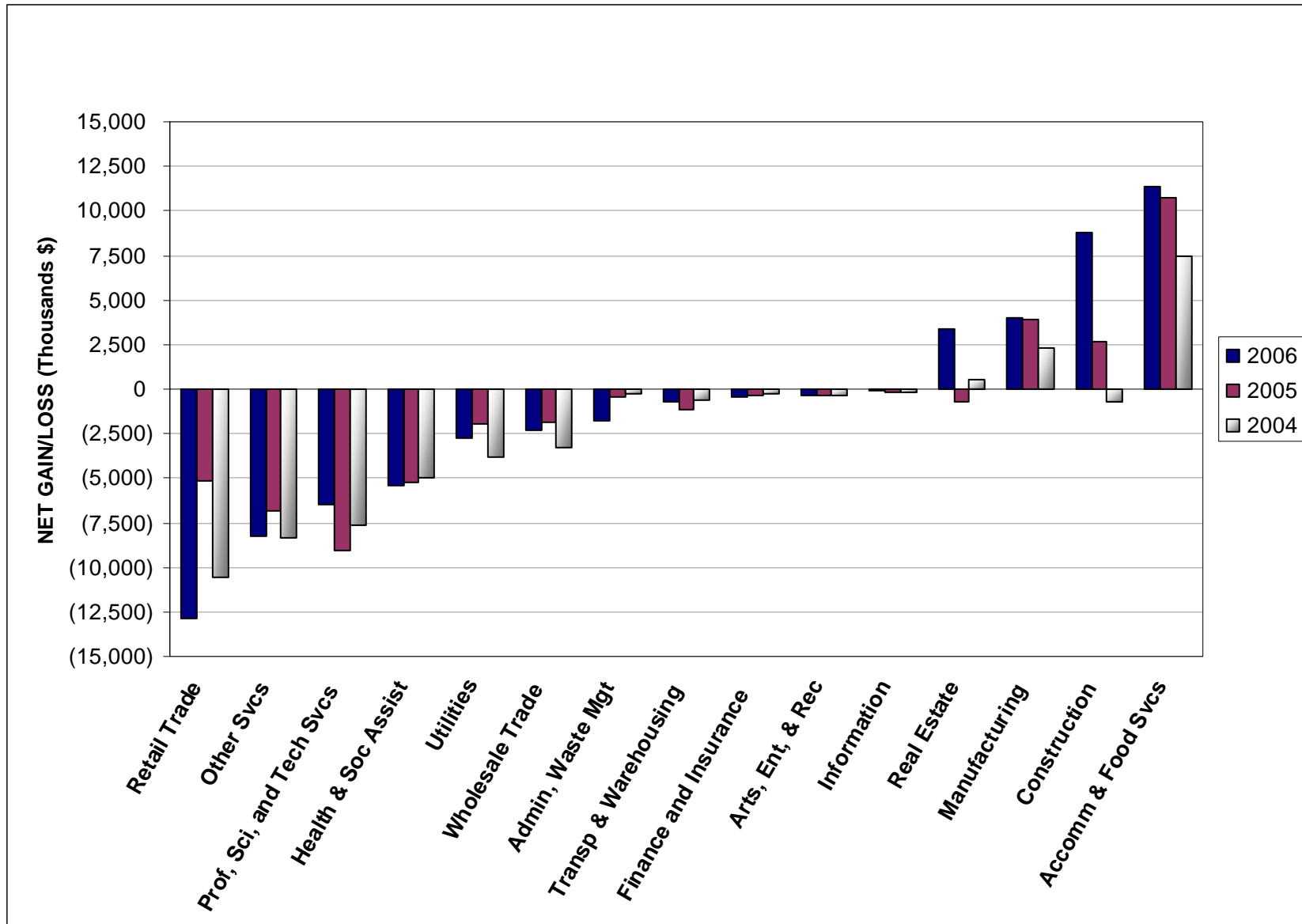
D indicates non-disclosure of data. Blank cells indicate years in which no gross receipts were reported.

All values are adjusted for inflation and are reported in terms of 2006 dollars.

Data is classified by North American Industry Classification System (NAICS). Two-digit NAICS sectors are shown in bold; non-bold, indented rows represent more detail (i.e., 3-, 4-, 5-, or 6.-digit NAICS) for a sector. Sector totals may not sum to the total due to non-disclosure and because sectors that have zero taxable gross receipts for all three years are not shown. Sub-sectors are not nested in sectors, and not all sub-sectors are shown; therefore, subsectors do not sum to sector totals.

Source: State of New Mexico Taxation and Revenue Department Combined Reporting System; Report No. 80 – NAICS Code Version; Calculations by BBER, 2007.

FIGURE 3: BERNALILLO TAXABLE GROSS RECEIPTS GAIN/LOSS BY INDUSTRY, 2004, 2005, AND 2006



Source: State of New Mexico Taxation & Revenue Department Combined Reporting System; Report No. 80 -- NAICS Code Version; Calculations by BBER, 2007.

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 6: BERNALILLO BUSINESSES BY INDUSTRY BY LOCAL GEOGRAPHY, 2006

	MS¹	BERNALILLO²	MS%³	COUNTY⁴	TOTAL⁵
INDUSTRY					
Agriculture, Forestry, Fishing and Hunting		1		2	3
Mining				7	7
Utilities				14	14
Construction		13		245	258
Manufacturing		9		60	69
Wholesale trade		2		84	86
Retail Trade	9	9	50%	132	150
Transportation & Warehousing	2	2	50%	37	41
Information		2		26	28
Finance & Insurance	1	2	33%	74	77
Real Estate, Rental & Leasing		6		56	62
Professional, Scientific & Technical Services	2	1	67%	170	173
Mgt of Companies				9	9
Administrative & Support Services		4		94	98
Educational Services		1		21	22
Health Care and Social Assistance	2	10	17%	103	115
Arts, Entertainment and Recreation		3		28	31
Accommodations & Food Services	1	9	10%	102	112
Other Services	2	2	50%	105	109
Public Administration	7	1	88%	29	37
Other				2	2
TOTAL	26	77	25%	1,400	1,503

¹ MainStreet District.

² Town, not including MainStreet District.

³ MainStreet District as a percentage of entire town.

⁴ County, not including town.

⁵ County total.

D indicates non-disclosure.

A zero indicates a number less than one and greater than zero.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 7: BERNALILLO EMPLOYMENT BY INDUSTRY IN MAINSTREET AREA, 2006

	MS¹	BERNALILLO²	MS%³	COUNTY⁴	TOTAL⁵
INDUSTRY					
Agriculture, Forestry, Fishing and Hunting		1		7	8
Mining				31	31
Utilities				101	101
Construction		113		2,358	2,471
Manufacturing		194		6,540	6,733
Wholesale trade		9		287	296
Retail Trade	73	116	39%	2,826	3,015
Transportation & Warehousing	13	7	65%	287	307
Information		7		890	896
Finance & Insurance	3	22	11%	1,018	1,043
Real Estate, Rental & Leasing		68		265	333
Professional, Scientific & Technical Services	10	1	95%	571	581
Mgt of Companies				94	94
Administrative & Support Services		19		1,708	1,727
Educational Services		672		2,106	2,777
Health Care and Social Assistance	61	99	38%	950	1,110
Arts, Entertainment and Recreation		14		1,566	1,580
Accommodations & Food Services	67	159	30%	2,161	2,387
Other Services	2	8	21%	502	512
Public Administration	49	121	29%	1,450	1,619
Other				1	1
TOTAL	277	1,626	15%	25,718	27,621

¹ MainStreet District.

² Town, not including MainStreet District.

³ MainStreet District as a percentage of entire town.

⁴ County, not including town.

⁵ County total.

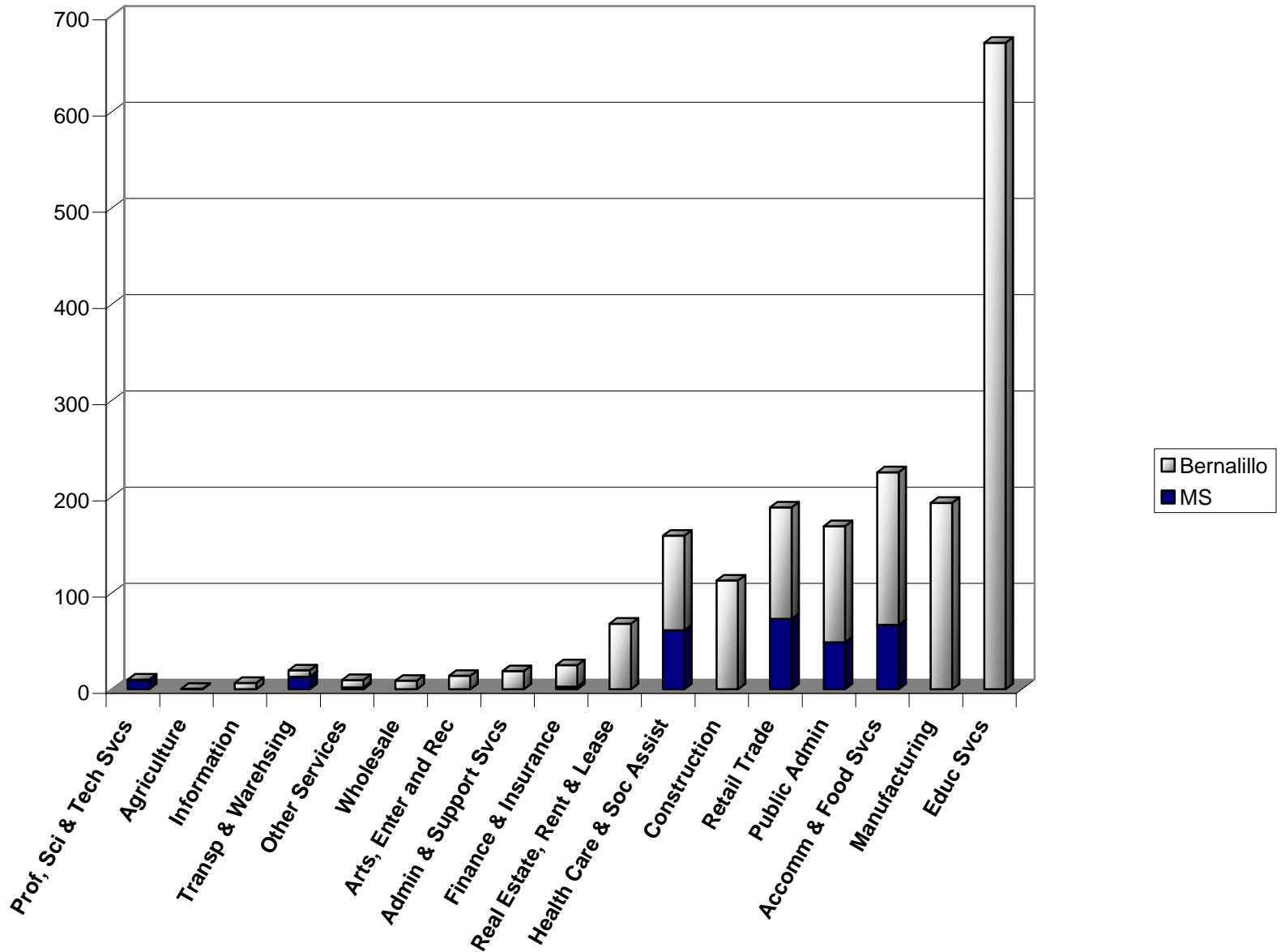
D indicates non-disclosure.

A zero indicates a number less than one and greater than zero.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

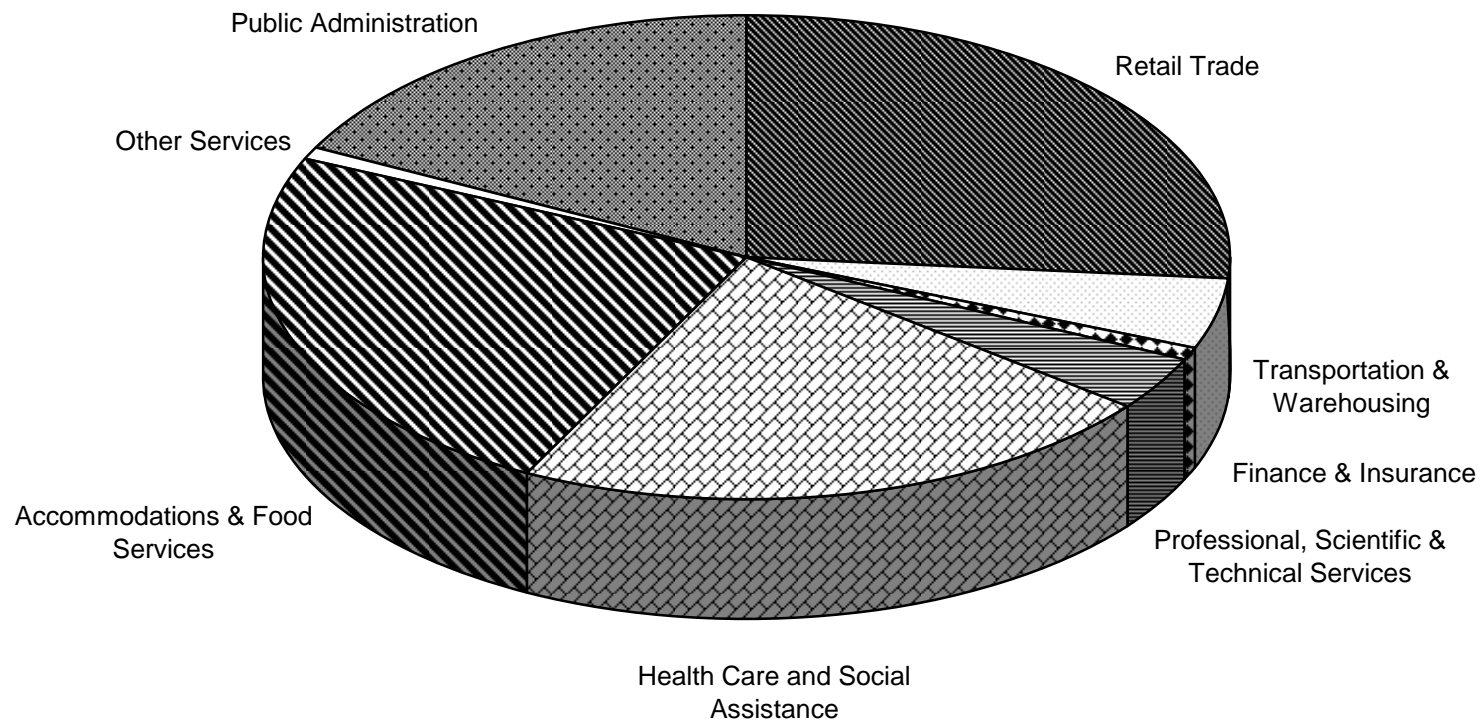
BERNALILLO MAINSTREET – Community Economic Assessment

FIGURE 4: BERNALILLO EMPLOYMENT BY INDUSTRY AND LOCAL GEOGRAPHY, 2006



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

FIGURE 5: BERNALILLO EMPLOYMENT IN MAINSTREET AREA BY INDUSTRY, 2006



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 8: BERNALILLO EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR IN MAINSTREET AREA, 2006

	MS¹	BERNALILLO²	MS%³	COUNTY⁴	TOTAL⁵
NAICS INDUSTRY					
441 Motor Vehicle & Parts Dealers		6		280	285
442 Furniture & Home Furnishings Stores		38		34	72
444 Building Material, Garden Equipment Dealers	12		100%	241	253
445 Food & Beverage Stores	34		100%	425	459
446 Health & Personal Care Stores		25		143	167
447 Gasoline Stations	17	41	29%	243	301
448 Clothing & Clothing Accessories Stores	3		100%	16	19
452 General Merchandise Stores	8	6	56%	623	637
453 Miscellaneous Store Retailers	0	0		40	40
484 Truck Transportation		7		63	70
485 Transit and Ground Passenger Transport	11		100%	136	146
488 Support Services for Transportation	2		100%	21	23
511 Publishing Industries		6		31	36
517 Telecommunications		1		825	826
522 Credit Intermediation & Related Activities		22		900	923
524 Insurance Carriers & Related Activities	3		100%	102	105
531 Real Estate		62		219	281
532 Rental & Leasing Services		6		46	53
541 Professional, Scientific, & Technical Services	10	1	95%	571	581
561 Administrative & Support Services		9		1,424	1,433
562 Waste Management & Remediation Service		10		284	294
611 Educational Services		672		2,106	2,777
621 Ambulatory Health Care Services		9		603	612
624 Social Assistance	61	90	41%	317	467

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 8: BERNALILLO EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR IN MAINSTREET AREA, 2006, CONTINUED

	MS¹	BERNALILLO²	MS%³	COUNTY⁴	TOTAL⁵
NAICS INDUSTRY					
711 Performing Arts, Spectator Sports & Related Industries		5		34	39
713 Amusement, Gambling & Recreation Industries		9		1,532	1,541
721 Accommodation		20		126	146
722 Food Services & Drinking Places	67	139	32%	2,035	2,241
811 Repair & Maintenance	2	8	21%	268	277
921 Executive, Legislative, and Other General Government Support	13		100%	1,171	1,184
922 Justice, Public Order, and Safety Activities	31	121	20%	208	359
925 Admin of Housing, Urban Planning & Community Development	4		100%	32	37
926 Administration of Economic Programs	1		100%	15	16

¹ MainStreet District.

² Town, not including MainStreet District.

³ MainStreet District as a percentage of entire town.

⁴ County, not including town.

⁵ County total.

D indicates non-disclosure.

A zero indicates a number less than one and greater than zero.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

BERNALILLO MAINSTREET – Community Economic Assessment

TABLE 9: BERNALILLO MARKET AREA CONSUMER SPENDING

	MAINSTREET ¹	BERNALILLO	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands \$)			
Retail Goods	\$16,754	\$49,176	\$15,274,537
Average Spent per Household	\$14	\$17	\$20
Apparel & Services	\$1,356	\$3,837	\$1,186,955
Men's Apparel	\$270	\$763	\$237,346
Women`s Apparel	\$421	\$1,187	\$370,989
Children`s Apparel	\$263	\$766	\$232,175
Footwear	\$139	\$391	\$120,140
Watches & Jewelry	\$122	\$353	\$109,151
Apparel Products & Services	\$142	\$377	\$117,153
Computers & Accessories	\$176	\$498	\$152,616
Computers & Hardware for Home Use	\$154	\$436	\$133,740
Software & Accessories for Home Use	\$22	\$62	\$18,877
Entertainment/Recreation	\$2,143	\$6,309	\$1,962,440
Fees & Admissions	\$388	\$1,116	\$347,923
TV/Video/Sound Equipment	\$749	\$2,128	\$656,419
Pets	\$291	\$892	\$279,357
Toys & Games	\$127	\$377	\$116,798
Recreational Vehicles & Fees	\$240	\$786	\$248,147
Sports/Rec/Exercise Equipment	\$112	\$336	\$103,145
Photo Equipment/Supplies	\$93	\$271	\$83,552
Reading	\$143	\$402	\$127,098
Food at Home	\$3,413	\$9,681	\$3,005,686
Bakery & Cereal Products	\$496	\$1,407	\$438,347
Meat/Poultry/Fish/Eggs	\$901	\$2,562	\$796,380
Dairy Products	\$369	\$1,046	\$324,889
Fruit & Vegetables	\$603	\$1,676	\$519,804
Snacks/Other Food	\$1,044	\$2,990	\$926,266
Food Away from Home	\$2,281	\$6,497	\$2,009,504
Alcoholic Beverages	\$396	\$1,091	\$339,524
Investments	\$3,216	\$8,094	\$2,516,088
Health Care	\$2,462	\$7,174	\$2,268,502
Health Insurance	\$1,199	\$3,493	\$1,109,613
Nonprescription Drugs	\$79	\$224	\$70,324
Prescription Drugs	\$381	\$1,117	\$359,652
Eyeglasses & Contact Lenses	\$56	\$162	\$51,228
Life & Other Personal Insurance	\$400	\$1,223	\$389,932

¹ MainStreet boundaries with 1/4-mile buffer.

Source: Expenditure data are derived from the 2001, 2002, and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI forecasts for 2006.

TABLE 9: BERNALILLO MARKET AREA CONSUMER SPENDING, CONTINUED

	MAINSTREET ¹	BERNALILLO	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands \$)			
Smoking Products	\$331	\$962	\$305,224
Personal Care Products	\$319	\$904	\$276,292
Housing:	\$9,636	\$27,044	\$8,349,143
Mortgage Payment & Basics	\$5,172	\$15,834	\$4,808,937
Maintenance & Remodeling Services	\$1,054	\$3,209	\$1,020,863
Maintenance & Remodeling Materials	\$212	\$680	\$214,491
Home Improvement Services	\$1,072	\$3,253	\$1,034,547
Home Improvement Materials	\$224	\$710	\$224,172
Utilities/Fuel/Public Services	\$2,863	\$8,350	\$2,600,753
Telephone Services	\$1,015	\$2,906	\$900,334
Insurance - Owners & Renters	\$286	\$884	\$273,652
Household Furnishings & Equip	\$1,276	\$3,735	\$1,151,460
Household Textiles	\$88	\$254	\$78,649
Furniture	\$408	\$1,196	\$369,852
Floor Coverings	\$52	\$150	\$47,090
Major Appliances	\$189	\$559	\$172,613
Housewares	\$55	\$161	\$49,960
Small Appliances	\$25	\$71	\$22,213
Other HH Items - Luggage	\$7	\$19	\$5,835
Other HH Items - Telephones & Accessories	\$16	\$46	\$13,866
Household Services:	\$1,275	\$3,737	\$1,167,191
Computer Information Services	\$113	\$327	\$100,884
Child Care	\$273	\$794	\$239,893
Lawn & Garden	\$258	\$808	\$262,131
Moving/Storage/Freight Express	\$40	\$108	\$31,962
Housekeeping Supplies	\$508	\$1,465	\$457,331
Housekeeping Services	\$81	\$236	\$74,990
Education	\$816	\$2,193	\$668,548
Transportation (Local):	\$6,843	\$20,453	\$6,315,931
Vehicle Insurance	\$923	\$2,696	\$838,658
Vehicle Purchases (Net Outlay)	\$3,920	\$11,903	\$3,669,251
Gasoline & Motor Oil	\$1,260	\$3,736	\$1,155,258
Vehicle Maintenance & Repairs	\$739	\$2,118	\$652,763
Travel	\$1,163	\$3,349	\$1,048,567
Airline Fares	\$262	\$730	\$226,926
Lodging on Trips	\$243	\$721	\$229,655
Auto/Truck/Van Rental on Trips	\$29	\$82	\$25,722
Food & Drink on Trips	\$302	\$871	\$271,244

¹ MainStreet boundaries with 1/4-mile buffer.

Source: Expenditure data are derived from the 2001, 2002, and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI forecasts for 2006.

