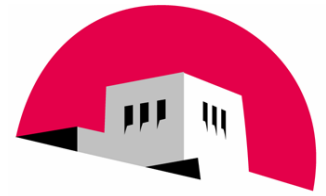


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HOBBS MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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HOBBS – COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics**¹: Demographic patterns in Hobbs are troubling – the population is declining and becoming much older, the ethnic transition is very rapid, and levels of educational attainment are very low and not improving.
 - a. Hobbs' population fell by 2 percent between 1990 and 2000²; by contrast, the southeastern NM region (SE NM) grew by 4 percent and New Mexico as a whole grew by 20 percent during the same period. Like most towns in this rural region, there has been a pronounced trend toward a 'graying' of the population: between 1990 and 2000, the senior population (65 years and older) grew by nearly 14 percent, while all other major population cohorts declined in number; the number of children under 5 years old was more than 12 percent smaller in 2000 than in 1990.
 - b. Also like other communities in rural SE NM, the rate of in-migration is very low and declining. During the period 1995-2000, fewer than 4,000 persons moved into Hobbs from outside the county, about 25 percent fewer than arrived during the period ten years earlier. In-migration is necessary to offset the out-migration of residents, typically younger persons, to larger communities. The long term significance of these trends is clear – without an increase in migration to the town, the size of Hobbs' labor force will continue to shrink for at least the next two generations.
 - c. The racial and ethnic composition of Hobbs' population, as of 2000, was 50 percent White/non-Hispanic; 42 percent Hispanic, and about 6 percent Black or African American/non-Hispanic. The trend is toward a much greater Hispanic presence. During the 10-year period, the Hispanic community was the only segment of the population to grow³. In 2000, there were 3,226 more Hispanic persons in Hobbs than in 1990, an increase of 37 percent. By contrast, the White/Non-Hispanic population fell by more than 20 percent and the Black/non-Hispanic fell by 12 percent. It is important to note that the growth of the Hispanic population in Hobbs is not exceptional – the rate of growth of this population is only slightly higher than the 33 percent increase for the state and well below the 61 percent increase throughout the U.S. Rather, it is

¹ See table 1 in the appendix.

² Data is not available for the city beyond 2000; however, Lea County showed a very slight increase of about 2 percent during the 2000-2005 period.

³ The Native American population also grew during the 10 year period, indeed by 89 percent, but the total number of Native Americans in Hobbs remains less than 1 percent.

the decline in the non-Hispanic population that accounts for the very rapid increase of the Hispanic population as a share of the total.

- d. The level of educational attainment in Hobbs is very low and, more troubling, has failed to track improvements evident in most other areas. Between 1990 and 2000, the share of Hobbs' 25 year old and over population without a high school diploma remained unchanged at 34 percent – more than one in three; likewise, the share of the population with a post-secondary degree (an associate's degree or higher) remained at 19 percent. By comparison, the share of New Mexican residents without a high school degree fell from 25 to 21 percent and the share with a post-secondary degree increased from 25 to 29 percent. In other words, whereas the state (and the U.S.) has nearly 3 adults with a post-secondary degree for every 2 without a high school degree, the ratio in Hobbs is more than reversed.

2. **Housing**⁴: By most accounts, Hobbs faces a severe housing shortage, and any resolution of this problem in the short term is unlikely. The difficulty is that, for various reasons, the supply of housing in Hobbs is not completely responsive to market forces – as the town borders Texas, there is an uneven regulatory environment for developers. As an oil and gas-based economy subject to cycles of boom and bust, investors and residents are reluctant to make long-term investments. Developers must compete with the oil and gas industry for land that often has valuable mineral rights; likewise, during periods of high oil and gas prices – when the demand for housing is strong – construction firms must compete with the oil and gas industry for scarce labor.
 - a. During the 1990s oil and gas prices were generally low, resulting in weak demand for housing in Hobbs and Lea County. Not surprisingly, between 1990 and 2000 property values fell sharply, by 13 percent in real terms, and the housing stock contracted by 3 percent, as 328 fewer housing units were available. With property values and interest rates low, those with stable employment took advantage, resulting in an increase in the homeownership rate from 64 to 66 percent. For reasons described above, the homeownership rate in oil and gas-dependent Hobbs remained somewhat below the New Mexico average of 68 percent, but the increase was significant nevertheless. With homeownership an attractive option, demand for rent housing fell, and it was here that the contraction of the housing stock was greatest.
 - b. After 2000, and particularly after 9/11, oil and gas prices shot up, generating a sharp increase in the demand for housing in Hobbs

⁴ See table 1 in the appendix.

and the region as a whole. Yet, given the complexities of the market described above, housing supply has been slow to respond. During the period 2001-2006, only 269 permits for housing construction were issued in Hobbs; more than 50 times as many were issued in the 15 Texas counties nearest Hobbs.

3. **Income**⁵: Incomes in Hobbs are a bit lower than the average for the SE NM region, and well below the New Mexico statewide average; poverty rates are correspondingly high.
 - a. Between 1990 and 2000, correcting for inflation, per capita incomes in Hobbs increased by 4 percent, about half the rate of increase for the SE NM region and well below the 15 percent increase in the state. Consequently, average incomes in Hobbs fell further behind the incomes in other areas.
 - b. Part of the reason for the decline in real incomes was the 7 percent decline in labor force participation. Stated in other terms, over the 10-year period the share of households receiving income for wages, salaries, and proprietor profits fell from 78 to 75 percent; households receiving social security increased from 26 to 29 percent and households receiving retirement income increased from 12 to 14 percent. With fewer households engaged in the labor force and with a decline in the average size of households (and thus, the number of persons receiving incomes), household incomes fell sharply, by 8 percent in real terms.
 - c. A troubling result of these many factors is the persistence of poverty in Hobbs. Despite the strong improvement in the overall economy during the 1990s, resulting in a decline in the poverty rate of the U.S. to 12.4 percent and in New Mexico to 18.4 percent, fully 24.2 percent of Hobbs' population remained in poverty as of 1999 (the last year for which data for the town is available).
4. **Economy**⁶: As noted, Hobbs' economy is driven by the oil and gas economy, and is therefore subject to wide swings of boom and bust. When the market for the resources is strong, wealth is generated, but complexities hinder the distribution of this wealth to the labor force and make long term planning and investment problematic.
 - a. Trade area: Hobbs' trade area, which expands into Texas, is rural, relatively low income, and expansive. Residents of the outlying areas are accustomed to relatively frequent shopping trips of an hour or more. For lower and middle-order goods -- those that are

⁵ See table 1 in the appendix.

⁶ Tables and figures to correspond to this section can be found in the appendix. See Figure 3 and Table 10 for Hobbs' regional trade area data; see tables 4-6 and figure 1 for taxable gross receipts data; see tables 7-9 and figure 2 for location quotient data.

relatively inexpensive and frequently purchased – Hobbs is the principal market for most residents of Lea County as well as those of neighboring Gaines, Andrews, and Yoakum Counties in Texas. For more expensive durable goods, residents of Hobbs may travel to either Odessa-Midland or Lubbock, about 90 minutes and two hours away, respectively.

- b. Strengths: Hobbs' economic advantage lies in the strength of its resource-based economy, and specifically in the industries that surround oil and gas. At its best, such as 2005, when the oil and gas industry was at a peak, the town had a 'pull factor'⁷ of 200 percent – a remarkable statistic and the foundation of very strong public finances.
 - i. During upswings, Hobbs' economy benefits from a very significant inflow of oil and gas revenues: in 2005, the sector directly generated \$180 million in receipts for Hobbs; additional receipts related to oil and gas are generated in construction, manufacturing, and utility sectors. Together, these 'base industries'⁸ provide a very substantial foundation for local finances. Combined, these base industries drew \$213 million into the local economy.
 - ii. The strengths of Hobbs' economy are not limited to the oil and gas industry. As the largest community in its immediate region, Hobbs' transportation, wholesale, and retail sectors are also relatively strong. Located some distance from other major centers, residents of Hobbs spend much of their income locally, minimizing economic 'leakages'; likewise, residents of neighboring communities make many of their most frequent purchases in Hobbs, adding to Hobbs' economic strength.
 - iii. Oil and gas, of course, drives the economy of Lea County as a whole. Within this larger structure, the specific role of Hobbs is somewhat less centered on oil and gas than other communities in the county and relatively more involved in activities that orbit the oil and gas sector. These relative measures are expressed in employment location quotients.⁹

⁷ A 'pull factor' is linked to the concept of the base industry (see footnote 8). An industry that generates revenues in proportion to the state average has a pull factor of 100 percent; values above 100 percent reflect the capacity of the sector to draw new revenues into the economy, and values below 100 percent reflect a loss (or 'leakage') of revenues. An economy-wide pull factor of 200 percent indicates that receipts of Hobbs' business are twice the state average, after correcting for expected expenditures of local residents.

⁸ 'Base industries' produce goods and services for which the market is non-local. As such, a base industry draws revenues into the community, providing a foundation for economic growth.

⁹ An employment location quotient is similar conceptually to a pull factor. The location quotient measures the relative concentration of employment (by industry, occupation, and class of business ownership) in the study community to that of a larger 'base geography'. A value of 1.0

Note that the location quotient for employment in mining (here, mainly oil and gas) in Hobbs relative to Lea County is 0.92; employment in professional services and finance and insurance industries is greater than 1.0. What this means is that workers living in Hobbs are more likely to have professional and service occupations than those in other parts of the county, and less likely to have occupations directly engaged in extraction and construction. To some degree, this role in the regional economy provides some buffer from the broader swings of the oil and gas industry – good times are slightly less good, and bad times slightly less bad.

c. Weaknesses:

- i. The economic difficulties that Hobbs faces are not unlike those of virtually any other resource-based economy – the wealth associated with resources does not easily translate into incomes that benefit residents.
- ii. Further, resource economies such as Hobbs' face 'structural rigidities' that hinder the responsiveness of broad markets for labor, housing, infrastructure and public services. This was discussed briefly above in reference to housing; a similar logic applies to other long term investments. Simply put, residents, investors, and public officials are reticent to make long term investments when the long term prospects of the economy are so uncertain. When markets are high, resources such as labor are scarce and prices rise; when the market is low, capital is scarce.
- iii. Evidence of these problems abounds, and was outlined above. Levels of educational attainment are very low – when the market is high, prospects of high incomes draw people out of education and into the labor force; when the market is low, the educational system is unable to respond quickly to the increased demand. Poverty levels are high – when times are good, prices of housing, services, and other necessities rise and those unable to find a well-paying job face a double bind; when times are bad, jobs are lost and poverty expands.

5. **MainStreet**¹⁰: Hobbs' MainStreet district encompasses a 9 block area straddling Broadway in the center of town. The small district is a center of

indicates that the share of employment in a given industry (or occupation or class of ownership) is in proportion to the base geography; a higher value indicates a greater degree of concentration, and a lower value means a lower concentration.

¹⁰ See tables 11-14 and figures 4-6 in the appendix.

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social services and public assistance. The broader downtown area has a small, predominately Hispanic and low income population.

- a. The MainStreet district is the location of 4 percent of Hobbs' businesses and 5 percent of the total employment in the town. On average, wages paid by MainStreet businesses are low, though this is partly a reflection of the nature of the businesses located in the area.
- b. Table 13 of the appendix provides disaggregated information on employment in the MainStreet district by NAICS industry code¹¹. As this table indicates, the largest industries located in the MainStreet district in terms of employment are engaged in social assistance (NAICS 624) and nursing care (623), and the U.S. post office (491); offices of a few construction and service businesses are also found in the district.
- c. The district is notably lacking in the area of companies that serve the needs of this small business community, either offering professional services, logistical services such as copying, and restaurants and other daytime food services. Also lacking are any businesses that would attract after-hours or weekend visitors, again including restaurants but also accommodations and arts and entertainment facilities. Although the specific boundaries of the MainStreet district are small and the immediate community is small, the MainStreet district does sit at the center of the downtown and could reasonably provide for the needs of this larger area.
- d. Table 14 provides more detailed demographic information for the downtown residential community. The data does not correspond narrowly to the MainStreet area, but the first column does cover the downtown area within a one minute drive to the center of the MainStreet district, with about a ½ mile radius. A map of the area is shown in figure 6. The population of the downtown is very small – only 401 persons or less than 2 percent of Hobbs' total population. The population is predominately Hispanic, comprising more than 72 percent of the area's population, compared to 42 percent for the city as a whole. Incomes of downtown residents are very low. The median and average household incomes are barely half that of the entire city. Because most rent, accumulated net worth is particularly low. The age distribution of this community is comparable to that of the city as a whole, with a slightly higher proportion of children and a slightly lower share of senior citizens.
- e. Comparing spending patterns of downtown residents with those of the entire city, adjusting for low income levels, retail sectors in

¹¹ NAICS is an acronym for North American Industry Classification System, which is the standard for classifying business establishments by type and category. NAICS classifies businesses to 6-digit detail; only three digits are used here.

demand include children's apparel, groceries, and electronics; sectors not in demand include entertainment, household goods, and travel. These patterns generally reflect the low incomes of the residents of the area.

6. Opportunities and Challenges:

- a. Housing is the principal short-term challenge facing Hobbs. It is all but certain that residential development will occur outside the downtown area where land and infrastructure costs are much lower. It is reasonable, however, to encourage investment downtown to quickly meet the short-term need for rental housing. One possible market for downtown residential development may include middle and upper middle income professionals whose work in Hobbs is paced according to fluctuations in the oil and gas market.
- b. Rather than residential developments, the best opportunities for investment in downtown Hobbs are likely to be in amenity services that cater to workers in the city's better-paying industries. There is an almost complete absence of restaurants, drinking establishments, and arts and recreational facilities in downtown Hobbs. Such businesses can extend the life of the downtown beyond the 40 hour work week, to including evenings and weekends.
- c. Efforts to promote investment downtown should take into consideration its impact on the existing population, which include young, low income Hispanic families. This is the fastest growing segment of Hobbs' population, one that requires assistance, and that will comprise the majority of Hobbs' future labor force. The MainStreet could play a key role in encouraging the integration of this community into the city as a whole, creating conditions for a more vibrant downtown both now and in the future.

EXPLANATION OF TABLES

Selected Demographic, Economic, and Housing Characteristics

Source: US Census Bureau, 1990 & 2000 Decennial Census.

Data is provided for your community, county, and the state of New Mexico for the years 1990 and 2000. For the city and county, values are given in absolute terms and in percentages. For comparison, data is also provided for the county, region, and the state of New Mexico.

Southeastern New Mexico Region is classified as Lea, Eddy, and Chaves counties.

Taxable Gross Receipts and Pull Factors

Source: New Mexico Taxation and Revenue Department (NMTRD); calculations by UNM/BBER. Data is provided for the years 1989 and 2002 (SIC classification) and 2005 (NAICS classification).

In 2003, NMTRD switched from SIC (Standard Industrial Classification) to NAICS (North American Industrial Classification System) as a basis for statistical tabulation. It is not possible to compare most data from the two classification systems. Data from 1989 and 2002 are presented to allow for historical comparison. Data from 1989 is adjusted for inflation and is presented in 2002 dollars. Data from 2005 provides the most up-to-date account of gross receipts activities; the data is presented in 2005 dollars.

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. 2005 data includes both taxable gross receipts and deductions associated with food and medical spending.

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%). As with all 1989 gross receipts data, it is presented in terms of 2002 dollars.

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, 1995 and 2004

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005; calculations by UNM-BBER.

ES-202 data is provided to UNM-BBER by the NM 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 is ‘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) or in unincorporated parts of the county (County).

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.

NOTE: Charts of location quotients are scaled to a value of 0, where this base indicates that employment for a given industry is the same proportion as the base geography. This is done for presentational purposes. 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, region, or state; a county's economy within the state; or a region's (multiple counties) 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 lead to policies that aim to strengthen weaknesses or exploit strengths; the decision is again one of practicality and strategy rather than theory.

Trade Area

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 9.0 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.)

Market or trade areas were established by generating drive time polygons around each city, the foci being the MainStreet districts. A target location was established for each MainStreet area based upon descriptions and maps provided by each of the New Mexico MainStreet (NMMS) cities. This provided a representative focal point within the MainStreet boundaries, without specifying any one particular location.

Trade areas were based upon drive times to the MainStreet site. Drive time polygons are generated using actual street networks in ESRI StreetMap. Drive times are calculated using road access, road types, and speed limits. Trade areas were determined by creating drive time polygons on two different scales, local and regional. A local scale polygon was drawn for the area that would be within a 1 minute drive time, or about ½ mile walking distance, from the MainStreet site. Additional polygons were calculated at the local scale for 3 and 5 minute drive times. These times were chosen to reflect a short and convenient route from a home or hotel. On a regional scale, drive time polygons were calculated for times ranging from 5 to 45 minutes. The regional scale represents travel for dedicated purposes, such as supply replenishment, large item purchases, etc.

Trade area reports were generated for each of the drive time polygons. Reports included demographic, marketing, and retail expenditure data. The data is directly associated with the geographic areas overlaid by the drive time polygons. All of the population and marketing data for a particular polygon is representative of the people living within the boundaries of that region. This data is derived from the ESRI® ArcGIS 9.0 Business Analyst. The population data provided by this program are geographically derived at the census block point level. The

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demographic, income, and expenditure data and projections utilized by ESRI® are derived from the U.S. Census Bureau and the Bureau of Labor Statistics' Consumer Expenditure Surveys.

The competition layers represented in the trade area analyses were derived from the New Mexico Department of Labor data combined with product line data from the Bureau of Labor Statistics. The proxy revenues, calculated by BBER, reflect the degree to which the competition has derived sales from the product line of interest.

APPENDIX: TABLES AND FIGURES

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TABLE 1: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS

	HOBBS			LEA COUNTY	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
POPULATION						
Total Population	29,115	28,475	-2%	55,511	168,551	1,819,046
Urban	100%	96%		79%	77%	75%
Rural	0%	4%		21%	23%	25%
Households	10,202	10,092	-1%	19,720	61,689	678,032
Household Size (Average)	2.83	2.73	-3%	2.72	2.67	2.63
AGE						
Under 5 yrs	9%	8%		8%	7%	7%
5 to 17 y/o	24%	23%		22%	22%	21%
18 to 64 y/o	55%	56%		57%	57%	60%
65 yrs and over	11%	13%		13%	14%	12%
RACE & ETHNICITY						
White	79%	64%		67%	72%	67%
Black or African American	7%	7%		4%	3%	2%
Native American	0%	1%		1%	1%	9%
Hispanic or Latino (of any race)	30%	42%		40%	41%	42%
Speak Spanish, linguistically isolated*†	5%	2%		2%	2%	2%
Speak other than Spanish, linguistically isolated*†	0%	0%		0%	0%	1%
EDUCATIONAL ATTAINMENT						
Population 25 yrs or older	16,732	16,764	0%	33,291	103,674	1,134,801
Less than high school graduate**	34%	34%		33%	28%	21%
High school graduate; and some college**	48%	47%		50%	52%	49%
Associate, bachelor's, or graduate degree**	19%	19%		17%	20%	29%
MIGRATION						
Moved since 1985/1995*	13,256	12,178	-8%	21,537	65,221	731,488
Moved to new house in county since 1985/1995*	30%	31%		28%	26%	24%
Moved into county since 1985/1995*	20%	15%		14%	15%	20%
TRAVEL TO WORK						
Less than 15 minutes	66%	65%		59%	56%	40%
15-29 minutes	21%	28%		32%	35%	48%
More than 30 minutes	12%	7%		9%	9%	13%

* Includes persons 5 y/o and older.

** Includes persons 25 y/o and older.

† A household in which all members 14 years old and over speak a non-English language and also speak English less than "very well" (have difficulty with English).

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

	HOBBS			LEA COUNTY	SE NM REGION	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
HOUSEHOLD INCOME & POVERTY						
Real per capita income (1999 dollars)	13,654	14,209	4%	14,184	14,980	17,261
Median household income (1999 dollars)	30,439	28,100	-8%	29,799	na	34,133
Households with earnings	78%	75%		76%	75%	80%
Households with social security income	26%	29%		30%	31%	25%
Households: with interest; dividends; or rental income	33%	22%		23%	26%	30%
Households with public assistance income	9%	7%		6%	6%	5%
Households with retirement income	12%	14%		13%	16%	17%
Persons below the poverty line	7,106	6,670	-6%	11,317	32,864	328,933
Poverty rate	24.8%	24.2%		21.1%	20.0%	18.4%
LABOR CHARACTERISTICS						
In labor force (population 16 yrs and over)	12,000	11,165	-7%	22,302	69,767	834,632
Unemployment rate	7.6%	10.4%		9.1%	8.3%	7.2%
HOUSING CHARACTERISTICS						
Total housing units (#)	12,327	11,999	-3%	23,405	71,301	780,579
Home ownership (%)	64%	66%			70%	68%
Owner-occupied housing units	6,764	6,882	2%	14,296	44,683	474,435
Vacancy rate (for sale)		3.9%		3.6%	3.6%	2.5%
Renter-occupied housing units	3,478	3,217	-8%	5,403	16,956	203,536
Vacancy Rate (for rent)		21.6%		18.6%	16.6%	11.6%
Median age of housing structures	26	33		32	na	23
HOUSING AFFORDABILITY						
Median value of owner-occupied housing (1999 dollars)	55,522	48,400	-13%	47,300	na	94,600
Median costs of homeownership (% of income)	17.2%	17.8%		17.8%	na	22.2%
Median rent (1999 dollars)	432	393	-9%	388	na	503
Median cost of rental housing (% household income)	25.1%	25.1%		24.1%	na	26.6%

Source: US Census Bureau, 1990 and 2000 Decennial Census; calculations by BBER, 2007.

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TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS – EUNICE, JAL AND LOVINGTON

	EUNICE			JAL			LOVINGTON		
	1990	2000	Change (%)	1990	2000	Change (%)	1990	2000	Change (%)
POPULATION									
Total Population	2,731	2,569	-6%	2,153	2,020	-6%	9,267	9,542	3%
Urban	100%	98%		0%	0%		100%	99%	
Rural	0%	2%		100%	100%		0%	1%	
Households	937	948	1%	779	764	-2%	3,125	3,295	5%
Household Size (Average)	2.91	2.71	-7%	2.76	2.64	-4%	2.92	2.82	-3%
AGE									
Under 5 yrs	8%	7%		7%	6%		9%	9%	
5 to 17 y/o	28%	22%		25%	23%		25%	24%	
18 to 64 y/o	54%	58%		56%	54%		55%	55%	
65 yrs and over	10%	13%		12%	17%		11%	13%	
RACE & ETHNICITY									
White	99%	71%		93%	66%		75%	59%	
Black or African American	1%	1%		0%	0%		2%	3%	
Native American	1%	0%		1%	2%		0%	1%	
Hispanic or Latino (of any race)	24%	40%		37%	41%		45%	52%	
Speak Spanish, linguistically isolated*†	2%	3%		6%	4%		8%	4%	
Speak other than Spanish, linguistically isolated*†	0%	0%		0%	0%		0%	0%	
EDUCATIONAL ATTAINMENT									
Population 25 yrs or older	1,533	1,555	1%	1,315	1,297	-1%	5,162	5,474	6%
Less than high school graduate**	45%	33%		44%	36%		47%	43%	
High school graduate; and some college**	44%	54%		49%	52%		40%	43%	
Associate, bachelor's, or graduate degree**	11%	13%		7%	12%		14%	15%	
MIGRATION									
Moved since 1985/1995*	1,143	850	-26%	768	629	-18%	3,767	3,195	-15%
Moved to new house in county since 1985/1995*	30%	23%		29%	21%		32%	25%	
Moved into county since 1985/1995*	15%	12%		10%	12%		13%	12%	
TRAVEL TO WORK									
Less than 15 minutes	78%	62%		76%	58%		64%	56%	
15-29 minutes	12%	24%		11%	25%		13%	29%	
More than 30 minutes	11%	14%		13%	17%		23%	15%	

* Includes persons 5 y/o and older.

** Includes persons 25 y/o and older.

† A household in which all members 14 years old and over speak a non-English language and also speak English less than "very well" (have difficulty with English).

HOBBS MAINSTREET – Community Economic Assessment

**TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS—
EUNICE, JAL AND LOVINGTON CONTINUED**

	EUNICE			JAL			LOVINGTON		
	1990	2000	Change (%)	1990	2000	Change (%)	1990	2000	Change (%)
HOUSEHOLD INCOME & POVERTY									
Real per capita income (1999 dollars)	12,964	14,373	11%	12,735	14,354	13%	11,450	12,752	11%
Median household income (1999 dollars)	32,221	31,722	-2%	29,382	30,848	5%	28,606	26,458	-8%
Households with earnings	81%	77%		72%	65%		78%	76%	
Households with social security income	27%	29%		31%	37%		29%	33%	
Households: with interest; dividends; or rental income	23%	23%		26%	24%		28%	22%	
Households with public assistance income	4%	5%		6%	8%		10%	6%	
Households with retirement income	7%	15%		24%	28%		10%	10%	
Persons below the poverty line	481	402	-16%	492	361	-27%	2,429	2,051	-16%
Poverty rate	17.6%	15.6%		22.9%	17.9%		26.7%	22.1%	
LABOR CHARACTERISTICS									
In labor force (population 16 yrs and over)	1,083	1,044	-4%	753	735	-2%	3,427	3,534	3%
Unemployment rate	6.9%	10.8%		5.3%	6.4%		9.1%	9.7%	
HOUSING CHARACTERISTICS									
Total housing units (#)	1,152	1,111	-4%	1,023	952	-7%	3,688	3,871	5%
Home ownership (%)	75%	75%		73%	73%		71%	71%	
Owner-occupied housing units	722	732	1%	615	601	-2%	2,294	2,431	6%
Vacancy rate (for sale)		2.9%			7.5%			3.4%	
Renter-occupied housing units	221	206	-7%	148	152	3%	781	882	13%
Vacancy Rate (for rent)		10.4%			17.8%			18.0%	
Median age of housing structures	32	34		31	38		28	36	
HOUSING AFFORDABILITY									
Median value of owner-occupied housing (1999 dollars)	36,570	37,200	2%	28,161	27,300	-3%	45,512	43,600	-4%
Median costs of homeownership (% of income)	16.0%	16.1%		16.1%	15.6%		18.3%	18.2%	
Median rent (1999 dollars)	354	309	-13%	359	322	-10%	356	369	4%
Median cost of rental housing (% household income)	21.3%	19.0%		24.7%	17.3%		24.0%	24.3%	

Source: US Census Bureau, 1990 and 2000 Decennial Census; calculations by BBER, 2007.

HOBBS MAINSTREET – Community Economic Assessment

TABLE 3: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS –NEIGHBORING TEXAS COUNTIES

	ANDREWS COUNTY, TEXAS			GAINES COUNTY, TEXAS			YOAKUM COUNTY, TEXAS		
	1990	2000	Change (%)	1990	2000	Change (%)	1990	2000	Change (%)
POPULATION									
Total Population	14,338	13,004	-9%	14,123	14,467	2%	8,786	7,322	-17%
Urban	74%	81%		45%	41%		59%	60%	
Rural	26%	19%		55%	59%		41%	40%	
Households	4,734	4,594	-3%	4,547	4,697	3%	2,785	2,473	-11%
Household Size (Average)	3.01	2.81	-6%	3.10	3.06	-1%	3.14	2.94	-6%
AGE									
Under 5 yrs	9%	7%		10%	8%		9%	7%	
5 to 17 y/o	26%	24%		26%	27%		26%	25%	
18 to 64 y/o	56%	56%		55%	55%		57%	57%	
65 yrs and over	9%	12%		9%	10%		8%	11%	
RACE & ETHNICITY									
White	76%	77%		74%	80%		71%	71%	
Black or African American	2%	3%		2%	4%		1%	1%	
Native American	1%	0%		1%	0%		1%	1%	
Hispanic or Latino (of any race)	32%	40%		32%	36%		36%	46%	
Speak Spanish, Linguistically isolated*†	7%	3%		7%	3%		8%	3%	
Speak Other than Spanish, Linguistically isolated*†	0%	0%		4%	1%		0%	0%	
EDUCATIONAL ATTAINMENT									
Population 25 yrs or older	8,192	7,815	-5%	7,751	8,006	3%	5,005	4,322	-14%
Less than High School graduate**	39%	32%		47%	44%		36%	41%	
High School graduate; and some college**	47%	51%		40%	43%		49%	45%	
Associate, Bachelor's, or Graduate degree**	14%	17%		13%	13%		15%	14%	
MIGRATION									
Moved since 1985/1995*	6,319	4,359	-31%	5,721	5,117	-11%	3,949	2,320	-41%
Moved to new house in County since 1985/1995*	32%	21%		24%	26%		27%	22%	
Moved into County since 1985/1995*	16%	15%		21%	12%		22%	12%	
TRAVEL TO WORK									
Less than 15 minutes	69%	64%		62%	62%		74%	68%	
15-29 minutes	15%	15%		19%	29%		17%	24%	
More than 30 minutes	15%	21%		18%	8%		9%	8%	

* Includes persons 5 y/o and older.

** Includes persons 25 y/o and older.

† A household in which all members 14 years old and over speak a non-English language and also speak English less than "very well" (have difficulty with English).

HOBBS MAINSTREET – Community Economic Assessment

**TABLE 3: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS—
NEIGHBORING TEXAS COUNTIES, CONTINUED**

	ANDREWS COUNTY, TEXAS			GAINES COUNTY, TEXAS			YOAKUM COUNTY, TEXAS		
	1990	2000	Change (%)	1990	2000	Change (%)	1990	2000	Change (%)
HOUSEHOLD INCOME & POVERTY									
Real per capita income (1999 dollars)	13,828	15,916	15%	12,284	13,088	7%	14,137	14,504	3%
Median household income (1999 dollars)	35,280	34,036	-4%	29,810	30,432	2%	35,291	32,672	-7%
Households with earnings	82%	78%		85%	82%		87%	81%	
Households with Social Security income	24%	27%		23%	27%		21%	26%	
Households: With interest; dividends; or rental income	28%	24%		25%	21%		31%	23%	
Households with public assistance income	6%	4%		8%	4%		5%	3%	
Households with retirement income	13%	13%		7%	11%		10%	11%	
Persons below the Poverty Line	2,378	2,117	-11%	3,838	3,119	-19%	1,717	1,422	-17%
Poverty Rate	16.8%	16.4%		27.3%	21.7%		19.6%	19.6%	
LABOR CHARACTERISTICS									
In labor force (population 16 yrs and over)	6,196	5,511	-11%	5,888	5,776	-2%	3,737	3,152	-16%
Unemployment Rate	6.8%	8.1%		6.8%	5.5%		5.1%	9.2%	
HOUSING CHARACTERISTICS									
Total housing units (#)	5,462	5,400	-1%	5,221	5,410	4%	3,372	2,974	-12%
Home ownership (%)	74%	77%		69%	76%		73%	75%	
Owner-occupied housing units	3,626	3,665	1%	3,248	3,679	13%	2,104	1,931	-8%
Vacancy rate (For Sale)		3.8%			2.9%			3.6%	
Renter-occupied housing units	1,132	936	-17%	1,254	1,002	-20%	735	538	-27%
Vacancy Rate (For Rent)		24.1%			14.4%			24.4%	
Median age of Housing Structures	22	30		22	29		24	28	
HOUSING AFFORDABILITY									
Median value of Owner-Occupied Housing (1999 dol)	51,384	38,900	-24%	53,787	42,300	-21%	58,324	36,100	-38%
Median costs of homeownership (% of income)	16.8%	19.0%		16.7%	18.7%		16.4%	17.8%	
Median Rent (1999 dollars)	419	397	-5%	384	343	-11%	495	394	-20%
Median cost of rental housing (% household income)	21.5%	19.1%		21.9%	19.0%		21.4%	18.6%	

Source: US Census Bureau, 1990 and 2000 Decennial Census; calculations by UNM-BBER, 2007.

HOBBS MAINSTREET – Community Economic Assessment

TABLE 4: HOBBS TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

HOBBS	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
INDUSTRIES								
Agriculture								
Mining	94,936,123	100,312,644	561%	788%	78,017,786	87,581,361	6%	9,563,575
Contract Construction	38,383,619	47,621,304	83%	84%	(7,949,191)	(8,938,549)	24%	(989,358)
Manufacturing	16,622,078	14,331,148	135%	146%	4,342,473	4,485,188	-14%	142,714
Transportation, Communications, Utilities	48,604,706	40,045,326	116%	132%	6,587,404	9,616,658	-18%	3,029,253
Wholesale Trade	51,728,102	33,608,448	210%	152%	27,116,988	11,530,656	-35%	(15,586,332)
Building Materials	5,549,082	9,230,861	116%	419%	755,465	7,026,935	66%	6,271,470
Retail Food Stores	30,673,757	40,915,342	103%	170%	798,115	16,832,409	33%	16,034,294
Motor Vehicle Dealers	4,630,513	4,737,165	158%	160%	1,694,258	1,779,935	2%	85,677
Gasoline Service Stations	2,680,619	2,671,249	96%	106%	(122,133)	160,411	0%	282,544
Misc Vehicle and Accessory Dealers	28,363,212	17,307,668	560%	404%	23,295,800	13,018,312	-39%	(10,277,489)
Apparel and Accessory Stores	10,923,914	9,028,837	129%	145%	2,440,973	2,807,513	-17%	366,540
Furniture and Home Furnishings	8,685,573	9,735,275	137%	230%	2,337,862	5,509,492	12%	3,171,630
Eating and Drinking Establishments	25,212,857	26,208,989	123%	129%	4,755,215	5,832,949	4%	1,077,734
Liquor Dispensers	3,503,043	3,565,863	54%	145%	(2,947,947)	1,111,320	2%	4,059,267
Drug and Proprietary Stores	5,205,739		79%		(1,345,791)			
Misc Retailers (ALL)*	58,440,083	146,130,274	63%	157%	(34,778,779)	53,003,327	150%	87,782,106
Total Retail Trade	242,837,313	279,180,687	147%	166%	77,945,311	110,755,086	15%	32,809,775
Finance, Insurance and Real Estate	7,727,249	6,917,554	69%	71%	(3,482,160)	(2,802,057)	-10%	680,104
Hotels, Motels	2,239,304	3,947,582	28%	56%	(5,767,288)	(3,085,707)	76%	2,681,581
Personal Services	8,663,502	3,869,070	159%	60%	3,207,432	(2,557,272)	-55%	(5,764,705)
Misc Business Services	49,985,450	7,449,984	244%	36%	29,493,026	(13,433,008)	-85%	(42,926,034)
Auto Rental and Repair	13,399,245	12,326,335	186%	167%	6,198,450	4,961,037	-8%	(1,237,412)
Misc Repair Services	9,582,912	11,069,565	346%	446%	6,814,733	8,588,645	16%	1,773,913
Amusement	936,327	722,358	46%	57%	(1,118,523)	(535,488)	-23%	583,035
Physicians and Dentists	16,307,111	17,298,284	113%	142%	1,914,334	5,115,410	6%	3,201,076
Hospitals and Other Health Services	38,658,451	25,628,794	415%	263%	29,350,632	15,877,962	-34%	(13,472,670)
Legal Services	7,063,453	3,488,804	88%	51%	(999,543)	(3,307,103)	-51%	(2,307,560)
Educational Services	328,127	331,761	40%	24%	(495,082)	(1,031,257)	1%	(536,176)
Misc Services	25,019,836	139,842,546	130%	294%	5,810,850	92,294,626	459%	86,483,776
Total Services	174,647,003	228,345,476	137%	159%	46,918,760	84,555,544	31%	37,636,784
Total Taxable Gross Receipts	678,828,651	751,254,998	202%	164%	343,026,867	294,361,057	11%	(48,665,810)

* Misc Retailers (ALL) includes Department Stores, General Merchandise, and Misc Retailers.

All values are adjusted for inflation and reported in terms of 2002 dollars.

Data is classified according to Standard Industrial Classification (SIC). 1989 and 2002 are the first and last years for which comparable data are available.

Major sectors do not sum to total taxable gross receipts because non-classified businesses are not included.

Source: NM Taxation & Revenue Department, RP80 tables; US Census Bureau. Calculations by BBER, 2007.

HOBBS MAINSTREET – Community Economic Assessment

TABLE 5: LEA COUNTY TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

LEA COUNTY INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
Mining	197,397,776	202,133,433	622%	816%	165,641,133	177,358,447	2%	11,717,314
Contract Construction	75,046,417	111,752,216	86%	102%	(11,922,803)	1,687,142	49%	13,609,945
Manufacturing	23,661,877	32,023,414	103%	167%	612,387	12,863,245	35%	12,250,858
Transportation, Communications, Utilities	151,421,846	131,741,164	192%	222%	72,553,073	72,527,190	-13%	(25,883)
Wholesale Trade	99,194,338	73,695,442	215%	172%	52,997,931	30,732,215	-26%	(22,265,716)
Building Materials	7,827,546	10,736,617	87%	250%	(1,170,336)	6,447,792	37%	7,618,128
Retail Food Stores	60,631,202	66,389,603	108%	142%	4,552,989	19,524,386	9%	14,971,397
Motor Vehicle Dealers	4,805,867	4,738,299	87%	82%	(705,643)	(1,016,449)	-1%	(310,806)
Gasoline Service Stations	7,257,606	3,549,703	138%	73%	1,996,687	(1,336,369)	-51%	(3,333,056)
Misc Vehicle and Accessory Dealers	31,878,236	20,106,768	335%	241%	22,366,427	11,759,711	-37%	(10,606,716)
Apparel and Accessory Stores	12,037,621	10,485,692	76%	87%	(3,885,322)	(1,620,960)	-13%	2,264,362
Furniture and Home Furnishings	9,489,465	10,076,707	80%	123%	(2,425,536)	1,853,363	6%	4,278,899
Eating and Drinking Establishments	31,063,107	33,529,623	81%	85%	(7,337,007)	(6,122,007)	8%	1,214,999
Liquor Dispensers	9,440,517	6,088,163	78%	127%	(2,668,345)	1,311,639	-36%	3,979,984
Drug and Proprietary Stores	9,539,778	4,555,038	78%	79%	(2,757,802)	(1,180,802)	-52%	1,577,000
Misc Retailers (ALL)*	150,883,848	177,240,025	86%	98%	(24,093,054)	(3,984,356)	17%	20,108,698
Total Retail Trade	356,198,402	356,283,680	115%	109%	46,687,095	28,528,650	0%	(18,158,445)
Finance, Insurance and Real Estate	10,253,443	9,272,137	49%	49%	(10,787,232)	(9,642,157)	-10%	1,145,075
Hotels, Motels	3,133,392	4,715,952	21%	34%	(11,895,418)	(8,970,779)	51%	2,924,639
Personal Services	10,596,714	6,188,925	103%	49%	355,372	(6,316,692)	-42%	(6,672,063)
Misc Business Services	59,921,741	14,965,801	156%	37%	21,456,340	(25,672,354)	-75%	(47,128,694)
Auto Rental and Repair	19,002,487	15,130,706	141%	106%	5,486,201	797,889	-20%	(4,688,312)
Misc Repair Services	18,184,811	15,680,654	350%	325%	12,988,788	10,852,802	-14%	(2,135,986)
Amusement	2,297,979	880,223	60%	36%	(1,559,088)	(1,567,537)	-62%	(8,449)
Physicians and Dentists	19,330,594	20,648,041	72%	87%	(7,685,435)	(3,059,746)	7%	4,625,690
Hospitals and Other Health Services	34,933,867	30,519,215	200%	161%	17,462,581	11,544,165	-13%	(5,918,416)
Legal Services	8,695,773	4,815,240	57%	36%	(6,438,911)	(8,409,547)	-45%	(1,970,636)
Educational Services	429,347	767,597	28%	29%	(1,115,861)	(1,884,827)	79%	(768,966)
Misc Services	42,868,478	218,189,128	119%	236%	6,812,160	125,661,212	409%	118,849,051
Engineering and Architectural Services		2,357,196		22%		(8,250,942)		
Total Services	226,491,056	338,481,719	94%	121%	(13,261,842)	58,667,527	49%	71,929,369
Total Taxable Gross Receipts	1,156,956,133	1,258,068,876	184%	141%	526,637,817	368,956,496	9%	(157,681,321)

* Misc Retailers (ALL) includes Department Stores, General Merchandise, and Misc Retailers.

All values are adjusted for inflation and reported in terms of 2002 dollars.

Data is classified according to Standard Industrial Classification (SIC). 1989 and 2002 are the first and last years for which comparable data are available.

Major sectors do not sum to total taxable gross receipts because non-classified businesses are not included.

Source: NM Taxation & Revenue Department, RP80 tables; US Census Bureau. Calculations by BBER, 2007.

HOBBS MAINSTREET – Community Economic Assessment

TABLE 6: HOBBS TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005

HOBBS	TAXABLE GROSS RECEIPTS and FOOD & MEDICAL DEDUCTIONS (Thousands \$)					PULL FACTOR					NET GAIN/LOSS (Thousands \$)			
	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3
AGRIC, FORESTRY, FISHING & HUNTING	843	167	279	200	197	75%	67%	88%	70%	73%	(279)	(81)	(39)	(84)
MINING	180,936	41,725	43,159	47,181	48,871	831%	866%	832%	813%	818%	159,150	36,905	37,974	41,377
UTILITIES	39,500	9,266	8,080	10,238	11,915	154%	136%	148%	168%	164%	13,849	2,433	2,637	4,128
CONSTRUCTION	91,227	18,294	22,894	23,703	26,336	112%	105%	116%	112%	114%	9,896	945	3,187	2,463
MANUFACTURING	45,204	12,511	10,261	8,741	13,691	311%	393%	283%	234%	344%	30,679	9,326	6,630	5,007
WHOLESALE TRADE	75,361	17,989	17,951	18,958	20,464	221%	247%	210%	209%	224%	41,317	10,695	9,402	9,901
RETAIL TRADE	357,200	79,883	85,714	90,697	100,906	200%	198%	193%	207%	201%	178,358	39,515	41,376	46,870
Motor Vehicle & Parts Dealers	307		307			217%		877%			165		272	
Automobile Dealers	5,368	1,155	1,225	1,758	1,230	166%	154%	145%	204%	159%	2,137	406	379	898
Auto Parts, Accessories & Tire Stores	25,641	5,664	6,192	6,526	7,259	513%	478%	502%	498%	573%	20,644	4,479	4,958	5,216
Furniture & Home Furnishings Stores	10,422	2,481	2,472	2,691	2,778	217%	219%	196%	237%	217%	5,616	1,348	1,213	1,557
Building Material & Supply Dealers	7,687	1,386	1,938	2,571	1,792	302%	273%	275%	359%	292%	5,143	878	1,233	1,854
Hardware Stores	307		307			31%		111%			(699)		31	
Grocery Stores	46,265	10,074	11,605	12,796	11,790	183%	179%	182%	219%	160%	21,047	4,449	5,235	6,962
All Other Specialty Food Stores	228				228	170%				772%	94			
Pharmacies & Drug Stores	5,158	1,462	1,093	1,105	1,498	137%	136%	130%	134%	145%	1,385	385	255	281
Other Health & Personal Care Stores	634	123	163	109	239	152%	155%	193%	75%	224%	218	43	78	(36)
Gasoline Stations	566	180	147	114	125	31%	44%	32%	24%	28%	(1,245)	(230)	(319)	(367)
Women's Clothing Stores	598	27	25	28	518	308%	87%	55%	64%	692%	404	(4)	(20)	(15)
Clothing Accessory Stores	11,457	2,670	2,627	2,476	3,684	190%	199%	181%	173%	203%	5,419	1,331	1,172	1,047
Other Clothing Stores	52			25	27	24%			44%	23%	(165)			(31)
Gift, Novelty & Souvenir Stores	1,206	515			691	317%	655%			576%	826	437		
Electronic Shopping & Mail Order Houses	215	52	68	34	61	109%	148%	169%	96%	71%	19	17	28	(1)
Miscellaneous Store Retailers (All)*	232,006	52,241	55,485	57,722	66,557	198%	197%	193%	201%	202%	115,271	25,748	26,743	29,029
TRANSPORTATION AND WAREHOUSING	11,172	2,939	2,873	2,553	2,806	208%	242%	213%	202%	182%	5,809	1,727	1,524	1,292
INFORMATION AND CULTURAL INDUSTRIES	13,862	3,368	3,272	3,198	4,023	117%	114%	116%	109%	127%	2,019	425	457	271
FINANCE AND INSURANCE	3,412	800	787	813	1,011	96%	88%	91%	95%	109%	(145)	(106)	(77)	(45)
REAL ESTATE AND RENTAL AND LEASING	17,202	3,435	4,232	4,817	4,718	191%	192%	183%	203%	186%	8,187	1,644	1,923	2,443

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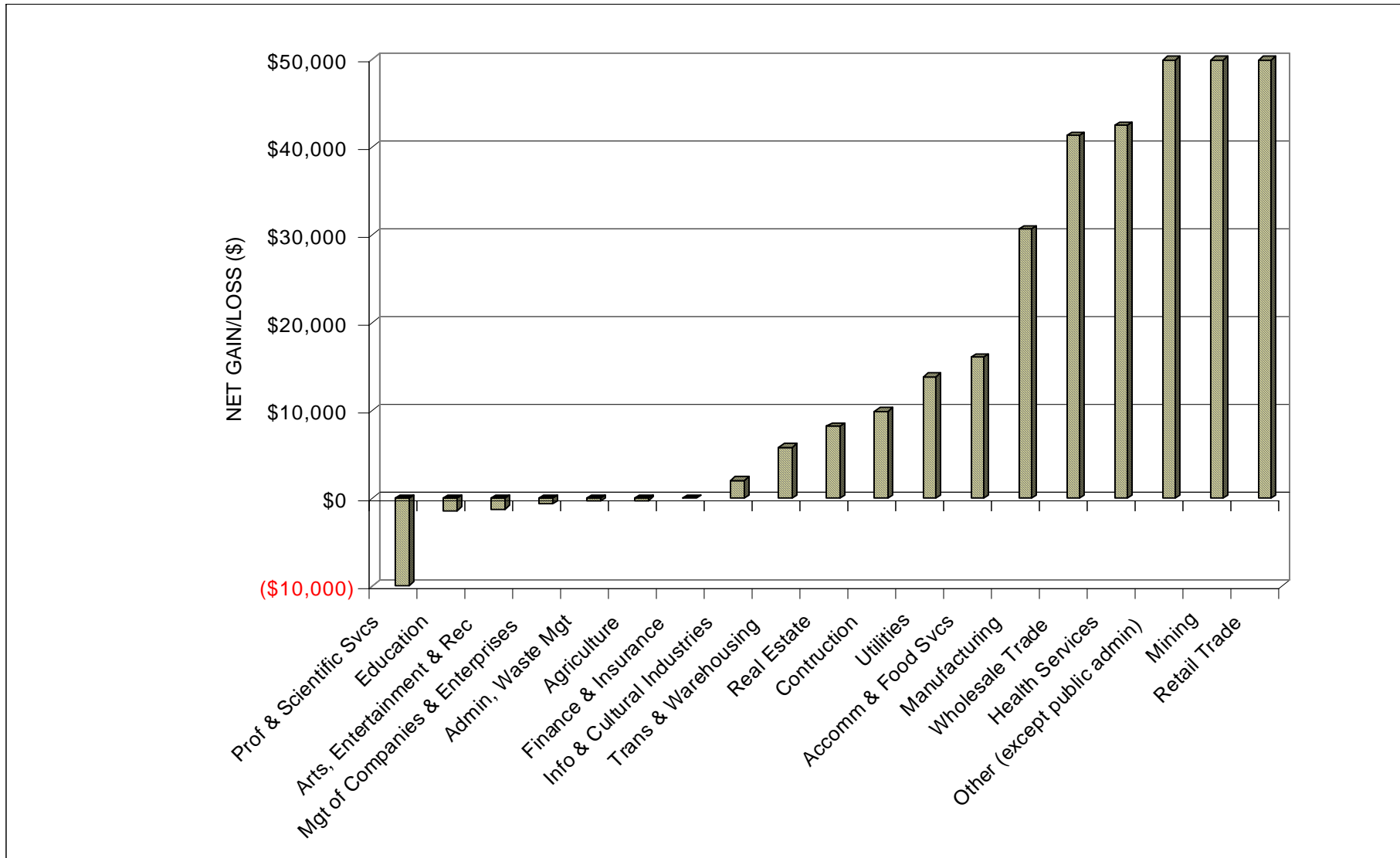
TABLE 6: HOBBS TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005, CONTINUED

HOBBS	TAXABLE GROSS RECEIPTS and FOOD & MEDICAL DEDUCTIONS (Thousands \$)					PULL FACTOR					NET GAIN/LOSS (Thousands \$)			
	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3
PROF, SCIENTIFIC & TECHNICAL SERVICES	17,781	4,234	4,315	4,659	4,573	32%	29%	31%	35%	33%	(38,315)	(10,605)	(9,745)	(8,546)
Legal Services	4,110	1,099	968	976	1,067	57%	64%	54%	58%	53%	(3,081)	(626)	(828)	(694)
Architectural, Engineering & Related Services	963	164	200	393	205	16%	12%	13%	25%	14%	(5,045)	(1,169)	(1,387)	(1,192)
Management, Scientific, Technical Services	841	100	202	165	374	54%	40%	60%	42%	65%	(719)	(150)	(134)	(230)
Mgt OF COMPANIES & ENTERPRISES	32	32				4%	23%				(687)	(110)		
ADMIN & SUPPORT, WASTE MGT & REMED	2,149	303	622	768	456	85%	55%	100%	120%	64%	(370)	(244)	3	130
EDUCATIONAL SERVICES	349	131	82	52	85	19%	32%	17%	11%	18%	(1,462)	(279)	(387)	(418)
HEALTH CARE AND SOCIAL ASSISTANCE	70,478	16,818	17,781	17,060	18,818	252%	247%	239%	256%	267%	42,549	10,022	10,354	10,395
Ambulatory Health Care Services	16,331	3,764	4,339	4,302	3,925	134%	120%	133%	146%	136%	4,104	634	1,070	1,354
Offices of Physicians (except mmental health)	3,916	1,590	698	757	871	828%	1651%	607%	653%	597%	3,443	1,494	583	641
Hospitals	29,273	7,053	6,691	7,362	8,166	315%	307%	276%	329%	353%	19,994	4,756	4,266	5,122
Child Day Care Services	197.3	88.7			108.5	85.9%	217.5%			181.5%	(32.4)	47.9		
ARTS, ENTERTAINMENT, AND RECREATION	595	146	151	130	168	32%	33%	37%	24%	35%	(1,280)	(303)	(253)	(407)
Amusement, Gambling & Recreation Industries	409		135	120	154	34%		48%	37%	56%	(795)		(144)	(204)
ACCOMMODATION AND FOOD SERVICES	53,274	12,035	12,936	13,694	14,609	143%	141%	134%	142%	156%	16,046	3,500	3,301	4,023
Accommodations	5,209	1,139	1,227	1,479	1,364	74%	70%	69%	74%	85%	(1,804)	(485)	(564)	(509)
Eating & Drinking Establishments	40,819	9,730	10,200	10,243	10,645	144%	147%	139%	143%	147%	12,453	3,122	2,845	3,090
Drinking Places (Alcoholic Beverages)	3,482	766	872	932	912	127%	125%	130%	120%	133%	740	152	203	158
OTHER SERVICES (EXCEPT PUBLIC ADMIN)	224,880	52,220	54,293	56,998	61,370	304%	307%	294%	304%	311%	150,851	35,201	35,806	38,226
Automotive Repair & Maintenance	15,930	3,559	4,016	4,515	3,841	207%	200%	207%	213%	206%	8,237	1,783	2,077	2,400
Personal & Household Goods Repair & Mntc	16,281	3,765	3,787	4,507	4,222	629%	665%	564%	703%	594%	13,692	3,199	3,115	3,866
Personal & Laundry Services	2,359	709	605	478	566	41%	50%	40%	35%	38%	(3,463)	(705)	(917)	(899)
TOTAL	1,205,528	276,226	289,732	304,501	335,069	200%	200%	195%	201%	205%	604,200	137,971	141,292	152,950

* Misc Store Retailers (ALL) includes Department Stores; Other General Merchandise Stores; Misc Store Retailers; and All Other Misc Stores.

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

FIGURE 1: HOBBS TAXABLE GROSS RECEIPTS GAIN/LOSS, BY INDUSTRY, 2005



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

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TABLE 7: LOCATION QUOTIENT: HOBBS EMPLOYMENT, BY INDUSTRY, IN RELATION TO LEA COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; LEA COUNTY IN RELATION TO THE SE NEW MEXICO REGION AND NEW MEXICO; AND THE SE NEW MEXICO REGION IN RELATION TO NEW MEXICO

Base Geography	HOBBS			LEA COUNTY		SE NM REGION
	Lea County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Agriculture; forestry; fishing and hunting; and mining	0.87	1.22	4.51	1.40	5.17	3.68
Agriculture; forestry; fishing and hunting	0.62	0.42	0.92	0.68	1.47	2.16
Mining	0.92	1.58	8.55	1.73	9.33	5.39
Construction	0.91	0.85	0.71	0.94	0.79	0.84
Manufacturing	1.03	0.55	0.56	0.53	0.54	1.01
Wholesale trade	1.09	1.21	1.31	1.11	1.19	1.08
Retail trade	1.10	1.03	1.08	0.94	0.98	1.04
Transportation and warehousing; and utilities	0.78	0.91	1.11	1.16	1.42	1.22
Transportation and warehousing	0.74	0.73	0.78	0.99	1.06	1.06
Utilities	0.83	1.22	2.05	1.47	2.47	1.67
Information	0.89	0.65	0.41	0.73	0.46	0.63
Finance; insurance; real estate and rental and leasing	1.35	1.03	0.79	0.76	0.58	0.77
Finance and insurance	1.18	0.75	0.55	0.63	0.47	0.74
Real estate and rental and leasing	1.53	1.48	1.19	0.96	0.77	0.80
Professional; scientific; management; administrative; and waste management services	1.05	0.78	0.51	0.74	0.48	0.65
Professional; scientific; and technical services	1.10	0.79	0.35	0.71	0.31	0.44
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00	2.93
Administrative and support and waste management	1.00	0.78	0.82	0.77	0.82	1.06
Educational; health and social services	1.08	1.11	1.03	1.03	0.95	0.92
Educational services	0.98	1.04	0.92	1.07	0.94	0.89
Health care and social assistance	1.19	1.18	1.13	0.99	0.95	0.96
Arts; entertainment; recreation; accommodation and food services	1.18	1.02	0.79	0.86	0.67	0.77
Arts; entertainment; and recreation	1.20	1.08	0.61	0.90	0.51	0.57
Accommodation and food services	1.17	1.01	0.84	0.86	0.72	0.84
Other services (except public administration)	0.87	0.93	1.14	1.07	1.30	1.22
Public administration	0.98	0.99	0.62	1.01	0.63	0.62

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

TABLE 8: LOCATION QUOTIENT: HOBBS EMPLOYMENT, BY OCCUPATION, IN RELATION TO LEA COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; LEA COUNTY IN RELATION TO THE SE NEW MEXICO REGION AND NEW MEXICO; AND THE SE NEW MEXICO REGION IN RELATION TO NEW MEXICO

	HOBBS			LEA COUNTY		SE NM REGION
	Lea County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Base Geography						
Management; professional; and related occupations	1.02	0.98	0.75	0.96	0.74	0.76
Management; business; and financial operations occupations	0.95	0.90	0.76	0.94	0.79	0.84
Management occupations; except farmers	1.04	1.04	0.88	1.00	0.85	0.85
Farmers and farm managers	0.30	0.29	0.52	0.98	1.74	1.77
Business and financial operations occupations	1.10	0.83	0.53	0.76	0.48	0.63
Business operations specialists	0.95	0.61	0.33	0.64	0.35	0.54
Financial specialists	1.18	0.99	0.71	0.84	0.60	0.72
Professional and related occupations	1.06	1.03	0.75	0.98	0.71	0.72
Computer and mathematical occupations	1.28	1.30	0.33	1.02	0.26	0.25
Architecture and engineering occupations	1.02	1.06	0.50	1.03	0.48	0.47
Architects; surveyors; cartographers; and engineers	0.95	0.88	0.37	0.92	0.39	0.42
Drafters; engineering; and mapping technicians	1.10	1.31	0.73	1.19	0.67	0.56
Life; physical; and social science occupations	0.88	0.48	0.25	0.55	0.28	0.51
Community and social services occupations	0.89	0.91	0.82	1.02	0.92	0.89
Legal occupations	1.14	0.88	0.53	0.77	0.46	0.60
Education; training; and library occupations	1.00	1.00	0.94	1.00	0.94	0.94
Arts; design; entertainment; sports; and media occupations	0.80	0.78	0.39	0.98	0.48	0.49
Healthcare practitioners and technical occupations	1.27	1.29	1.13	1.02	0.89	0.87
Service occupations	1.09	1.07	1.04	0.98	0.96	0.97
Healthcare support occupations	1.28	1.16	1.43	0.90	1.12	1.23
Protective service occupations	0.92	1.12	0.92	1.22	1.00	0.82
Food preparation and serving related occupations	1.20	1.21	1.08	1.00	0.90	0.89
Building and grounds cleaning and maintenance occupations	1.10	0.97	0.93	0.88	0.85	0.96
Personal care and service occupations	0.90	0.87	0.96	0.96	1.07	1.11
Sales and office occupations	1.03	0.98	0.92	0.95	0.89	0.94
Sales and related occupations	1.14	1.15	1.08	1.01	0.94	0.94
Office and administrative support occupations	0.94	0.85	0.80	0.90	0.85	0.94

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TABLE 8: LOCATION QUOTIENT: HOBBS EMPLOYMENT, BY OCCUPATION, IN RELATION TO LEA COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; LEA COUNTY IN RELATION TO THE SE NEW MEXICO REGION AND NEW MEXICO; AND THE SE NEW MEXICO REGION IN RELATION TO NEW MEXICO, CONTIUNED

Base Geography	HOBBS			LEA COUNTY		SE NM REGION
	Lea County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Farming; fishing; and forestry occupations	0.93	0.55	1.53	0.59	1.64	2.78
Construction; extraction; and maintenance occupations	0.97	1.18	1.56	1.22	1.61	1.32
Construction and extraction occupations	0.93	1.15	1.52	1.25	1.65	1.32
Supervisors; construction and extraction workers	0.93	1.35	2.11	1.45	2.27	1.57
Construction trades workers	0.92	0.76	0.65	0.82	0.70	0.86
Extraction workers	0.93	1.69	10.60	1.83	11.42	6.26
Installation; maintenance; and repair occupations	1.04	1.21	1.61	1.17	1.55	1.33
Production; transportation; and material moving occupations	0.88	0.90	1.29	1.02	1.46	1.43
Production occupations	0.99	0.92	1.15	0.93	1.16	1.25
Transportation and material moving occupations	0.82	0.89	1.42	1.09	1.74	1.59

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

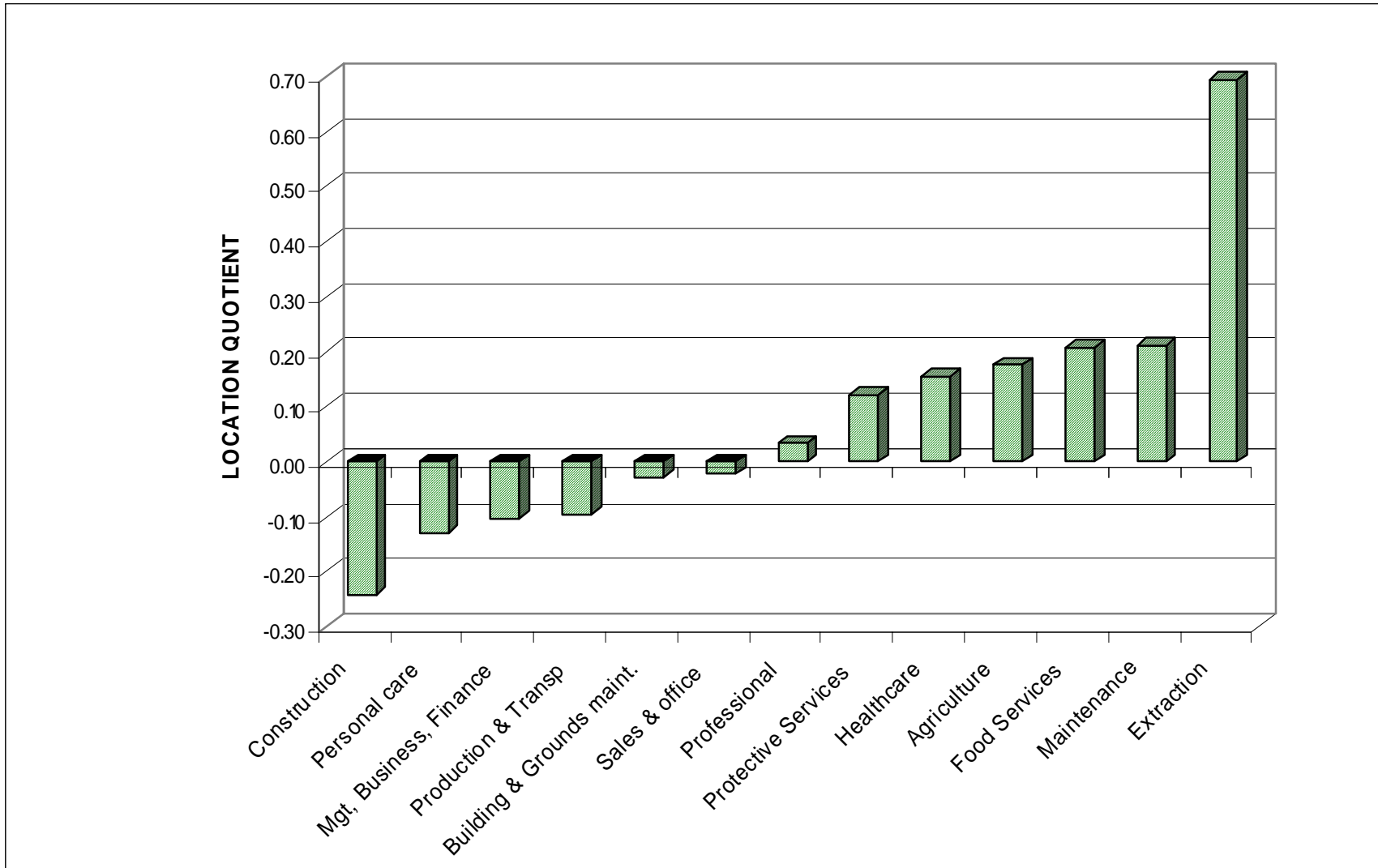
HOBBS MAINSTREET – Community Economic Assessment

TABLE 9: LOCATION QUOTIENT: HOBBS EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO LEA COUNTY, THE SE NEW MEXICO REGION, AND NEW MEXICO; LEA COUNTY IN RELATION TO THE SE NEW MEXICO REGION AND NEW MEXICO; AND THE SE NEW MEXICO REGION IN RELATION TO NEW MEXICO

Base Geography	HOBBS			LEA COUNTY		SE NM REGION
	Lea County	SE NM Region	New Mexico	SE NM Region	New Mexico	New Mexico
Private for-profit wage and salary workers	1.03	1.06	1.17	1.02	1.13	1.11
Employee of private company	1.03	1.05	1.17	1.02	1.13	1.11
Self-employed in own incorporated business	1.04	1.14	1.17	1.10	1.13	1.02
Private not-for-profit wage and salary workers	1.06	0.95	0.79	0.90	0.75	0.83
Local government workers	1.00	1.14	1.09	1.14	1.08	0.95
State government workers	0.96	0.89	0.76	0.93	0.79	0.86
Federal government workers	1.08	0.59	0.23	0.55	0.22	0.40
Self-employed workers in own not incorporated business	0.67	0.64	0.64	0.96	0.96	0.99
Unpaid family workers	1.07	1.14	1.62	1.06	1.51	1.42

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

FIGURE 2: HOBBS LOCATION QUOTIENTS, BY OCCUPATION, 2005



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

FIGURE 3: REGIONAL TRADE AREA

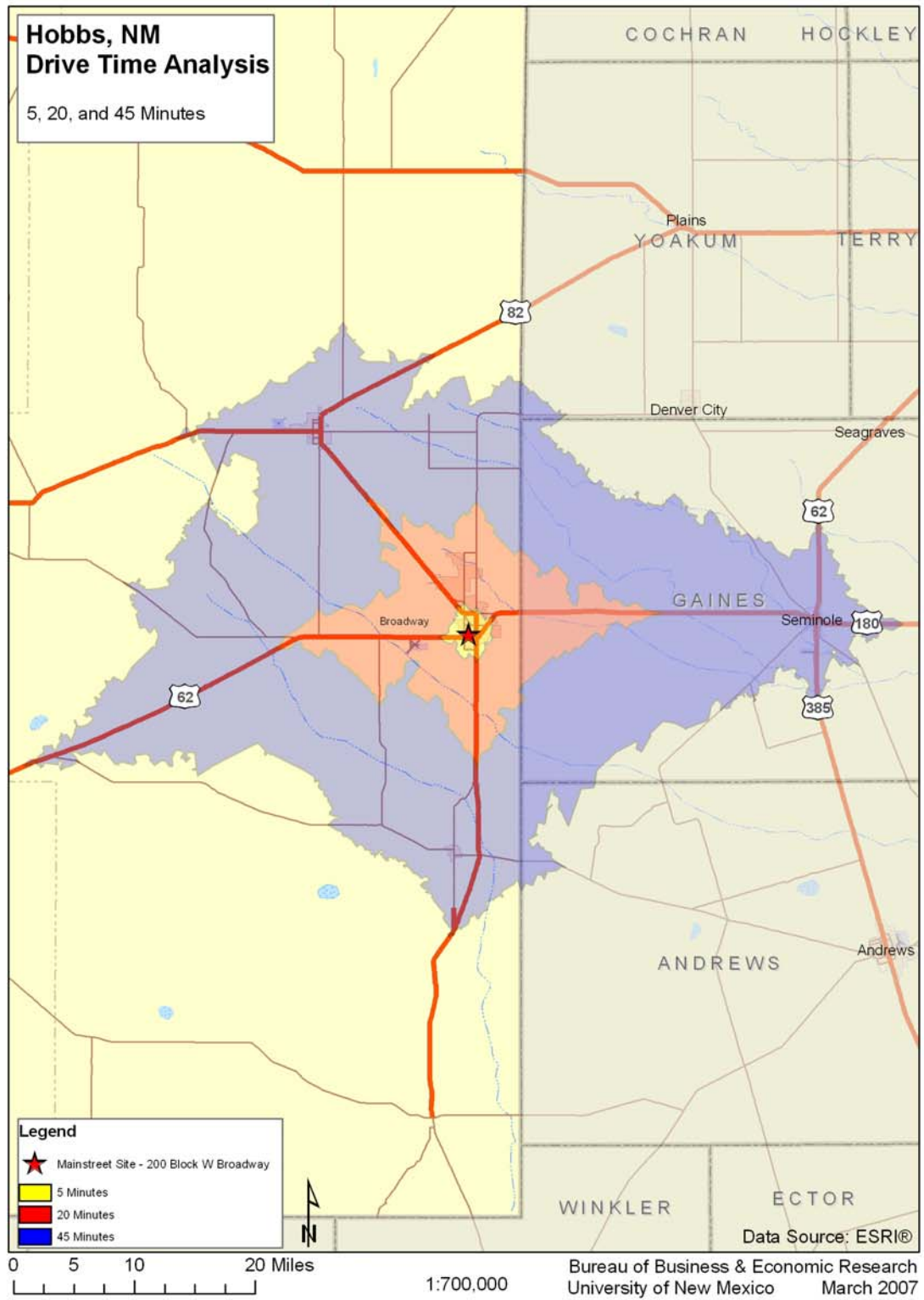


TABLE 10: REGIONAL TRADE AREA

Hobbs Regional Trade Area

Center Point: 200 Block W Broadway	Drive Time (Minutes)		
	0 - 5	0 - 20	0 - 45
Population by Age (2006):			
Total	22,431	36,965	61,946
0-4	2,110	3,054	5,237
5-9	1,791	2,685	4,593
10-14	1,817	2,743	4,677
15-19	1,761	2,907	4,996
20-29	3,551	5,805	9,680
30-39	2,563	4,568	7,419
40-49	2,913	5,324	8,899
50-64	3,115	5,578	9,259
65-85	2,483	3,810	6,341
85+	327	491	845
Median Age	30.7	32.8	32.4
Projected Population Growth by Age Cohort, 2006-2011 (%)			
Total	-0.4%	-0.5%	-0.3%
0-4	-2%	-1%	-1%
5-9	3%	2%	3%
10-14	-4%	-2%	-1%
15-19	-6%	-9%	-10%
20-29	-3%	-2%	-3%
30-39	3%	1%	3%
40-49	-11%	-11%	-12%
50-64	16%	16%	17%
65-85	-6%	-4%	-4%
85+	24%	19%	17%
Median Age (2011 Projection)	31.4	33.3	33.0
Households			
Households	8,227	13,318	21,996
Family Households	5,876	9,673	16,319
Average Household Size	2.71	2.65	2.72
Race			
White	13,208	24,691	42,332
Black	1,684	2,135	2,662
American Indian, Eskimo, Aleut	235	419	603
Asian or Pacific Islander	99	211	296
Other	6,292	8,206	14,045
Two or More Races	913	1,302	2,010
Hispanic Origin	11,016	14,751	25,702
Gender			
Male	10,808	18,611	31,003
Female	11,624	18,353	30,945

HOBBS MAINSTREET – Community Economic Assessment

TABLE 10: REGIONAL TRADE AREA, CONTINUED

Center Point: 200 Block W Broadway	Drive Time (Minutes)		
	0 - 5	0 - 20	0 - 45
Income			
Median Household Income	\$30,334	\$36,107	\$35,587
Median Family Income	\$35,827	\$42,552	\$41,474
Median Disposable Income	\$26,694	\$30,854	\$30,421
Average Household Income	\$42,536	\$47,678	\$46,711
Average Family Income	\$48,011	\$53,893	\$52,532
Per Capita Income	\$15,759	\$17,815	\$17,039
Households by Disposable Income (1)			
< \$15,000	28.2%	23.3%	22.8%
\$15,000-\$24,999	18.2%	16.2%	17.0%
\$25,000-\$34,999	16.3%	15.9%	16.5%
\$35,000-\$49,999	16.6%	18.3%	18.5%
\$50,000-\$74,999	13.4%	17.2%	16.8%
\$75,000-\$99,999	4.0%	5.1%	4.7%
\$100,000-\$149,999	2.1%	2.7%	2.6%
\$150,000-\$199,999	0.5%	0.6%	0.5%
\$200,000+	0.8%	0.8%	0.8%
Households by Net Worth			
< \$15,000	40.3%	36.2%	36.3%
\$15,000-\$34,999	9.1%	9.1%	9.3%
\$35,000-\$49,999	5.1%	4.9%	5.0%
\$50,000-\$74,999	6.1%	6.3%	6.5%
\$75,000-\$99,999	5.7%	6.0%	6.0%
\$100,000-\$149,999	7.2%	8.0%	7.8%
\$150,000-\$249,999	9.5%	10.0%	9.8%
\$250,000-499,999	9.0%	10.1%	10.1%
500,000 +	8.0%	9.3%	9.3%
Median Net Worth	\$36,571	\$49,185	\$47,839

(1) Disposable Income is total income after direct taxes.

**TABLE 10: REGIONAL TRADE AREA, CONTINUED
CONSUMER EXPENDITURES (2006)**

Retail Goods Total	126,838,669	230,289,027	381,567,361
Apparel	10,646,792	15,812,987	30,424,800
Men`s Apparel	1,993,504	3,586,063	5,706,599
Women`s Apparel	3,153,471	3,183,380	8,975,632
Children`s Apparel	1,980,077	3,557,485	5,801,059
Infant Apparel (Under 2 Years)	581,425	1,033,296	1,685,589
Footwear	1,017,572	1,027,713	2,928,981
Watches & Jewelry	910,082	1,654,418	2,568,431
Apparel Products & Services	1,010,662	1,770,632	2,758,509
Computer			
Computers & Hardware for Home Use	1,089,009	2,000,623	3,167,557
Software & Accessories for Home Use	156,060	284,224	446,796
Entertainment/Recreation	15,959,340	29,386,012	47,812,297
Fees & Admissions	2,881,257	5,276,910	8,136,342
Membership Fees	778,862	1,429,196	2,209,688
Fees for Participant Sports excluding Trips	553,560	1,014,741	1,576,018
Admission to Movies/Theater/Opera/Ballet	710,438	1,274,570	1,961,636
Admission to Sporting Events excluding Trips	267,813	498,781	771,168
Fees for Recreational Lessons	570,585	1,059,622	1,617,832
TV/Video/Sound Equipment	4,761,309	14,439,698	14,648,530
Community Antenna or Cable TV	3,100,828	9,999,343	9,081,302
Color TVs	656,207	1,175,573	1,862,831
VCRs/Video Cameras & DVD Players	198,575	360,595	579,526
Video Cassettes & DVDs	257,845	470,152	758,486
Video Game Hardware & Software	176,328	321,015	509,985
Satellite Dishes	11,038	20,307	34,483
Rental of Video Cassettes & DVDs	321,062	576,051	915,428
Sound Equipment	8,242	1,461,956	820,701
Rental/Repair of TV/VCR/Sound Equipment	31,184	54,705	85,788
Pets	2,210,630	4,121,831	6,942,323
Toys & Games	958,757	1,763,383	2,866,786
Recreational Vehicles & Fees	1,784,411	3,509,298	6,165,658
Sports/Rec/Exercise Equipment	809,538	1,523,166	2,501,228
Photo Equipment/Supplies	690,155	1,267,188	2,015,393
Film Processing	204,366	375,334	603,669
Reading	1,058,896	1,924,894	3,046,908
Food at Home	25,698,741	45,709,351	75,423,635
Bakery & Cereal Products	3,732,446	6,648,705	10,950,103
Meat/Poultry/Fish/Eggs	6,886,837	12,183,907	20,238,818
Dairy Products	2,755,810	12,183,907	8,127,412
Fruit & Vegetables	4,480,883	7,905,808	12,924,973
Snacks/Other Food	7,842,766	14,047,950	23,182,328
Nonalcoholic Beverages	2,174,111	3,895,022	6,479,893
Food Away from Home	16,977,976	30,497,673	49,173,056
Alcoholic Beverages	2,510,228	2,532,979	7,722,082
Financial			
Investments	20,375,997	36,446,880	53,270,749
Vehicle Loans	30,842,403	56,917,392	96,194,995

TABLE 10: REGIONAL TRADE AREA, CONTINUED

CONSUMER EXPENDITURES (2006) continued

Health	19,263,719	34,736,579	58,022,592
Nonprescription Drugs	603,276	1,075,727	1,777,188
Prescription Drugs	3,111,714	5,550,581	9,460,516
Eyeglasses & Contact Lenses	429,030	780,561	1,269,880
Housing	69,596,440	125,544,618	199,072,922
Mortgage Payment & Basics	40,027,691	74,129,462	117,686,326
Maintenance & Remodeling Services	8,432,310	15,584,361	24,791,775
Maintenance & Remodeling Materials	1,713,682	3,230,570	5,404,914
Utilities/Fuel/Public Services	22,348,928	39,990,591	65,757,305
Telephone Services	7,696,210	13,726,175	22,459,832
Household Furnishings & Equipment	9,515,195	17,378,188	27,979,539
Household Textiles	656,942	1,194,199	1,897,760
Furniture	3,122,261	5,642,284	9,027,420
Floor Coverings	388,721	714,587	1,098,087
Major Appliances	1,423,800	2,599,057	4,285,307
Housewares	405,640	745,237	1,212,166
Small Appliances	184,920	334,563	545,350
Luggage	49,155	89,320	136,795
Telephones & Accessories	116,246	208,881	330,560
Household Services & Supplies			
Computer Information Services	832,806	1,524,087	2,445,289
Child Care	1,994,628	3,648,945	5,640,301
Lawn & Garden	2,106,836	3,916,629	6,652,984
Moving/Storage/Freight Express	261,307	468,901	728,869
Housekeeping Services	641,782	1,158,064	1,796,103
Housekeeping Supplies	3,881,858	11,462,010	11,462,010
Miscellaneous			
Personal Care Products	2,346,908	2,369,557	6,815,438
School Books & Supplies	611,139	1,095,505	1,716,585
Smoking Products	2,510,228	2,532,979	7,722,082
Insurance			
Owners & Renters	2,335,984	4,271,355	7,054,526
Vehicle	7,066,078	7,132,449	20,948,822
Health	9,407,255	16,975,464	28,460,639
Life & Other Personal	174,088	5,980,613	20,593,706
Transportation (Local)			
Transportation-Vehicle Purchases (Net Outlay)	30,024,832	55,069,381	92,828,933
Transportation - Gasoline & Motor Oil	9,596,086	17,370,110	29,263,664
Vehicle Maintenance & Repairs	5,403,398	9,777,052	15,981,003
Travel	8,672,938	15,842,694	25,130,893
Airline Fares	1,888,373	3,423,240	5,301,153
Travel - Lodging on Trips	1,885,520	3,474,048	5,526,269
Auto/Truck/Van Rental on Trips	211,481	387,413	596,872
Travel - Food & Drink on Trips	2,233,408	4,092,068	6,536,845

Source: ESRI, 2006 Estimates & Projections.

HOBBS MAINSTREET – Community Economic Assessment

TABLE 11: HOBBS BUSINESSES BY INDUSTRY, BY LOCAL GEOGRAPHY, 2005

INDUSTRY	MS¹	HOBBS²	MS%³	COUNTY⁴	TOTAL⁵
Agriculture, Forestry		9		19	28
Mining	2	105	2%	107	214
Utilities		5		14	19
Construction	1	100	1%	62	163
Manufacturing	0	31		10	41
Wholesale trade		84		27	111
Retail Trade	15	133	10%	51	199
Transportation & Warehousing	2	48	4%	41	91
Information		13		11	24
Finance & Insurance	4	43	9%	25	72
Real Estate, Rental & Leasing		48		17	65
Prof, Scientific, Tech Services	3	58	5%	22	83
Mgt of Companies		2		3	5
Administrative & Support Services	1	50	2%	36	87
Educational Services		9		8	17
Health Care and Social Assistance	7	97	7%	28	132
Arts, Entertainment and Recreation		17		13	30
Accommodations & Food Services	2	82	2%	37	121
Other Services	5	101	5%	47	153
Public Administration		25		39	64
Other		1		9	10
TOTAL	42	1,061	4%	626	1,729

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.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

HOBBS MAINSTREET – Community Economic Assessment

TABLE 12: HOBBS EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 2005

INDUSTRY	MS¹	HOBBS²	MS%³	COUNTY⁴	TOTAL⁵
Agriculture, Forestry		162		257	418
Mining	72	3,911	2%	1,463	5,446
Utilities		156		156	312
Construction	2	917	0%	862	1,780
Manufacturing	0	303		35	338
Wholesale trade		706		231	937
Retail Trade	49	2,328	2%	344	2,721
Transportation & Warehousing	91	502	15%	392	985
Information		255		147	402
Finance & Insurance	31	516	6%	97	644
Real Estate, Rental & Leasing		351		55	406
Prof, Scientific, Tech Services	17	299	5%	64	379
Mgt of Companies		7		46	52
Administrative & Support Services	4	1,351	0%	141	1,495
Educational Services		1,598		654	2,251
Health Care and Social Assistance	573	1,901	23%	487	2,961
Arts, Entertainment and Recreation		448		57	505
Accommodations & Food Services	3	1,410	0%	428	1,841
Other Services	66	508	11%	313	887
Public Administration		332		411	743
Other		1		11	11
TOTAL	906	17,960	5%	6,648	25,515

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

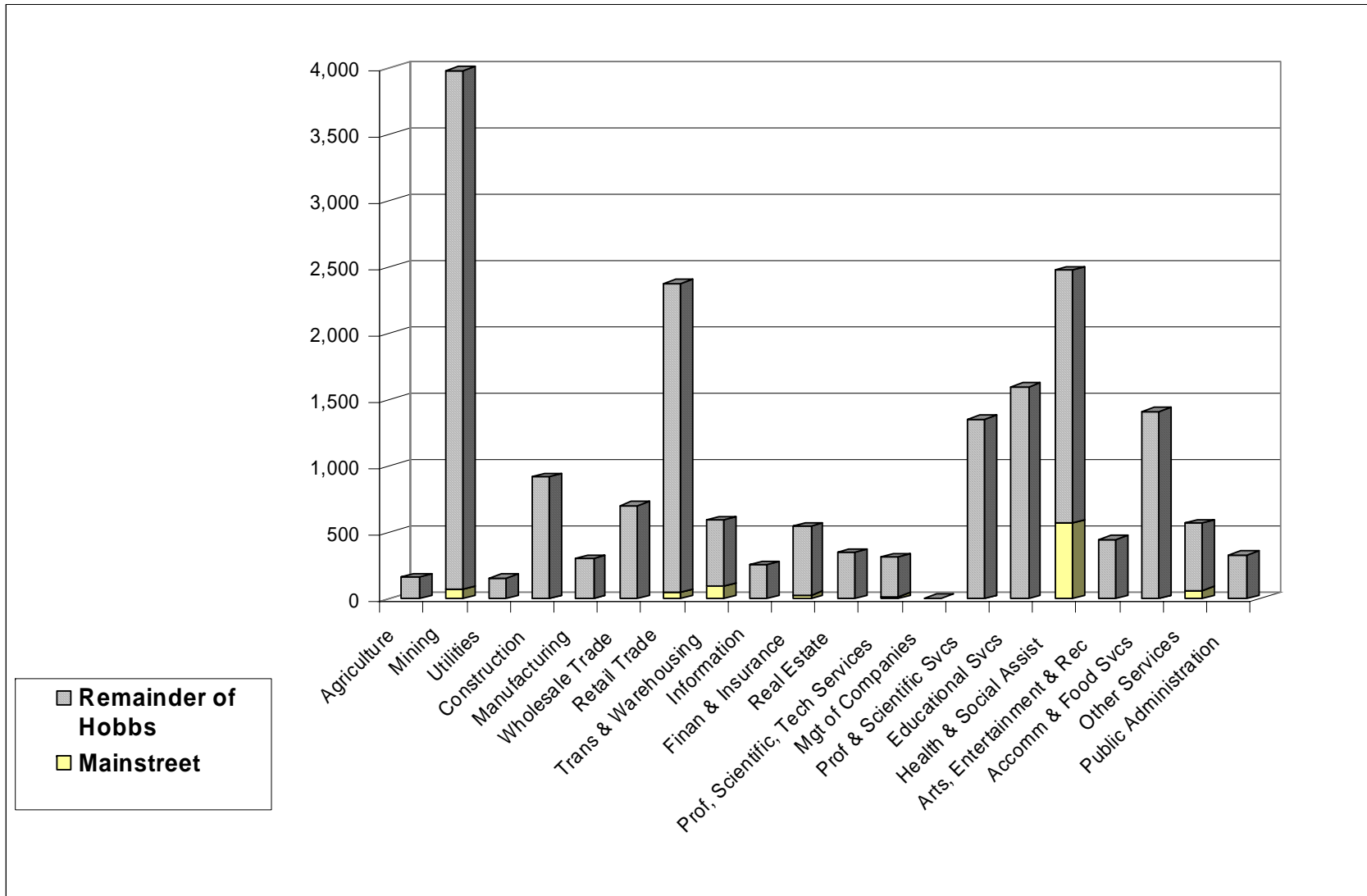
4 County, not including town.

5 County total.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

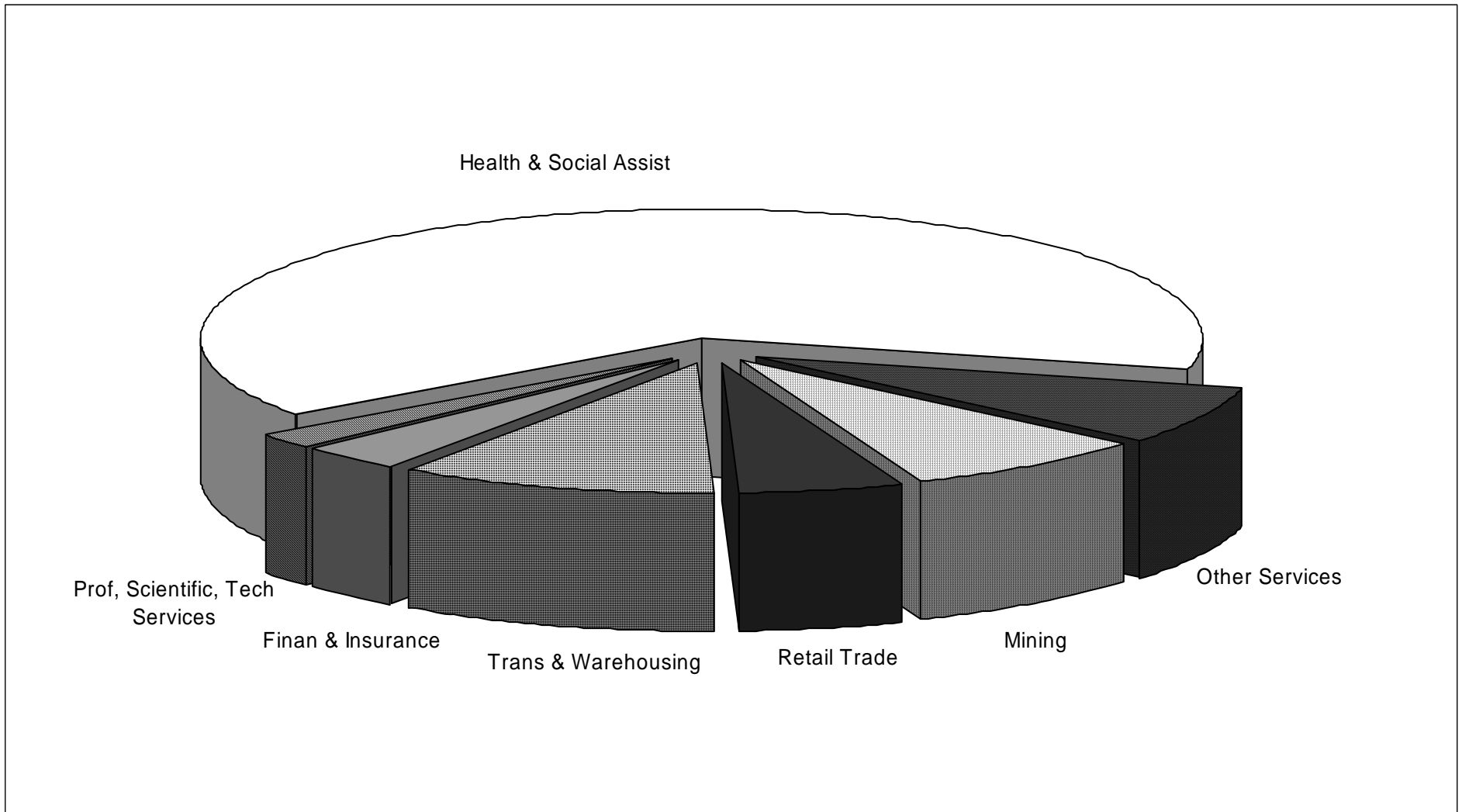
HOBBS MAINSTREET – Community Economic Assessment

FIGURE 4: HOBBS EMPLOYMENT, BY INDUSTRY AND LOCAL GEOGRAPHY, 2005



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

FIGURE 5: HOBBS EMPLOYMENT IN MAINSTREET AREA, BY INDUSTRY, 2005



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

HOBBS MAINSTREET – Community Economic Assessment

TABLE 13: HOBBS EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005

INDUSTRY	MS ¹	HOBBS ²	MS% ³	COUNTY ⁴	TOTAL ⁵
423 Merchant Wholesalers, Durable Goods		523		153	676
424 Merchant Wholesalers, Nondurable Goods		174		78	252
425 Wholesale Electronic Markets		9			9
441 Motor Vehicle & Parts Dealers	12	470	2%	34	516
442 Furniture & Home Furnishings Stores	10	79	12%	3	92
443 Electronics & Appliance Stores		39			39
444 Building Material, Garden Equipment Dealers	6	176	3%	34	215
445 Food & Beverage Stores	1	539	0%	112	652
446 Health & Personal Care Stores	2	58	4%	12	73
447 Gasoline Stations	2	73	2%	68	143
448 Clothing & Clothing Accessories Stores	13	97	12%	6	116
451 Sporting Goods, Hobby, Book, & Music Stores		63			63
452 General Merchandise Stores		625		55	680
453 Miscellaneous Store Retailers	3	96	3%	18	116
454 Nonstore Retailers		13		2	15
481 Air Transportation		41			41
484 Truck Transportation		320		225	545
485 Transit and Ground Passenger Transport	19	89	17%	25	132
486 Pipeline Transportation				135	135
488 Support Services for Transportation		3		0	3
491 Postal Service	73		100%		73
492 Couriers and Messengers		23			23
493 Warehousing and Storage		26		8	33
511 Publishing Industries		55		22	77
512 Motion Picture & Sound Recording Industries		15			15
515 Broadcasting (except Internet)		35		8	42
517 Telecommunications		127		95	222
518 Internet Service Providers & Data Processing Svcs		6		0	6
519 Other Information Services		17		23	40
522 Credit Intermediation & Related Activities	9	321	3%	60	389
523 Securities, Commodity Contracts & Fin Investments		133		2	135
524 Insurance Carriers & Related Activities	22	57	28%	35	114
525 Funds, Trusts, and Other Financial Vehicles		6			6
531 Real Estate		79		12	91
532 Rental & Leasing Services		270		43	314

HOBBS MAINSTREET – Community Economic Assessment

TABLE 13: HOBBS EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005, CONTINUED

INDUSTRY	MS ¹	HOBBS ²	MS% ³	COUNTY ⁴	TOTAL ⁵
541 Professional, Scientific, & Technical Services	17	299	5%	64	379
551 Management of Companies & Enterprises		7		46	52
561 Administrative & Support Services	4	1,331	0%	80	1,414
562 Waste Management & Remediation Service		20		61	81
611 Educational Services		1,598		654	2,251
621 Ambulatory Health Care Services	12	674	2%	160	846
622 Hospitals		530		199	729
623 Nursing & Residential Care Facilities	175	290	38%	87	552
624 Social Assistance	386	407	49%	41	834
711 Performing Arts, Spectator Sports		11		1	11
712 Museums, Historical Sites				6	6
713 Amusement, Gambling & Recreation Industries		437		51	488
721 Accommodation		131		46	176
722 Food Services & Drinking Places	3	1,280	0%	383	1,665
811 Repair & Maintenance	56	322	15%	124	501
812 Personal & Laundry Services	2	120	1%	153	275
813 Religious, Grantmaking, Civic, Prof. Orgs	8	51	14%	20	80
814 Private Households		15		16	31
921 Executive, Legislative & Gov't Support		29		100	129
922 Justice, Public Order, and Safety Activities		249		278	527
923 Administration of Human Resource Programs		10		4	14
924 Admin of Environmental Quality Programs		32		13	45
925 Admin of Housing, Urban Pln & Community Dev'l				6	6
926 Administration of Economic Programs		12		10	22
999 Nonclassified		1		11	11

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.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

FIGURE 6: LOCAL TRADE AREA

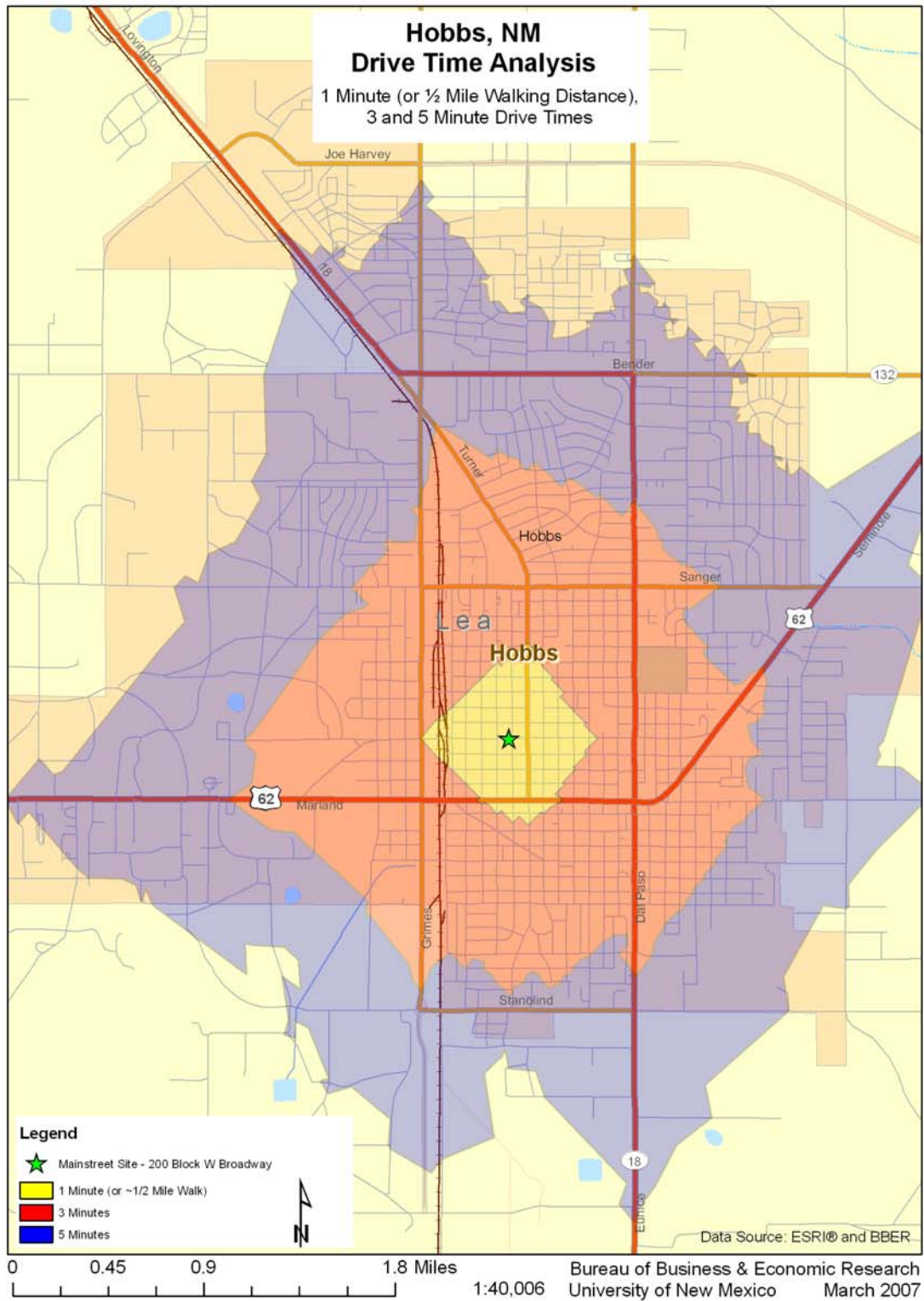


TABLE 14: LOCAL TRADE AREA

Hobbs Local Trade Area

Center Point: 200 Block W Broadway	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
Population by Age (2006):			
Total	401	10,718	22,431
0-4	44	1,054	2,110
5-9	39	901	1,791
10-14	33	861	1,817
15-19	34	809	1,761
20-29	60	1,752	3,551
30-39	60	1,237	2,563
40-49	46	1,366	2,913
50-64	47	1,416	3,115
65-85	35	1,143	2,483
85+	3	179	327
Median Age	28.5	29.9	30.7
Projected Population Growth by Age Cohort, 2006-2011 (%)			
Total	-0.9%	-0.4%	-0.4%
0-4	-2%	-3%	-2%
5-9	0%	3%	3%
10-14	15%	3%	-4%
15-19	-9%	-3%	-6%
20-29	-7%	-11%	-3%
30-39	-10%	7%	3%
40-49	4%	-10%	-11%
50-64	17%	17%	16%
65-85	-17%	-7%	-6%
85+	67%	22%	24%
Median Age (2011 Projection)	28.3	31.0	31.4
Households			
Households	143	3,920	8,227
Family Households	96	2,697	5,876
Average Household Size	2.71	2.70	2.71
Race			
White	172	5,771	13,208
Black	14	755	1,684
American Indian, Eskimo, Aleut	4	108	235
Asian or Pacific Islander	1	42	99
Other	192	3,588	6,292
Two or More Races	15	454	913
Hispanic Origin	292	6,200	11,016
Gender			
Male	203	5,206	10,808
Female	195	5,512	11,624

TABLE 14: LOCAL TRADE AREA, CONTINUED

Center Point: 200 Block W Broadway	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
Income			
Median Household Income	\$18,326	\$26,374	\$30,334
Median Family Income	\$18,233	\$31,575	\$35,827
Median Disposable Income	\$16,497	\$23,152	\$26,694
Average Household Income	\$25,494	\$36,228	\$42,536
Average Family Income	\$28,036	\$41,382	\$48,011
Per Capita Income	\$9,345	\$13,344	\$15,759
Households by Disposable Income (1)			
< \$15,000	45.3%	32.8%	28.2%
\$15,000-\$24,999	21.6%	19.8%	18.2%
\$25,000-\$34,999	15.8%	16.7%	16.3%
\$35,000-\$49,999	10.4%	15.5%	16.6%
\$50,000-\$74,999	5.4%	10.4%	13.4%
\$75,000-\$99,999	0.1%	2.4%	4.0%
\$100,000-\$149,999	1.4%	1.3%	2.1%
\$150,000-\$199,999	0.0%	0.4%	0.5%
\$200,000+	0.0%	0.7%	0.8%
Households by Net Worth			
< \$15,000	51.5%	43.4%	40.3%
\$15,000-\$34,999	8.4%	10.0%	9.1%
\$35,000-\$49,999	5.1%	5.1%	5.1%
\$50,000-\$74,999	6.0%	5.7%	6.1%
\$75,000-\$99,999	8.2%	6.1%	5.7%
\$100,000-\$149,999	7.5%	6.9%	7.2%
\$150,000-\$249,999	6.2%	8.8%	9.5%
\$250,000-499,999	1.7%	8.1%	9.0%
500,000 +	5.4%	6.0%	8.0%
Median Net Worth	\$14,595	\$25,690	\$36,571

(1) Disposable Income is total income after direct taxes.

TABLE 14: LOCAL TRADE AREA, CONTINUED

CONSUMER EXPENDITURES (2006)

Retail Goods Total	1,345,452	52,361,023	126,838,669
Apparel	112,002	2,697,405	10,646,792
Men`s Apparel	20,133	806,764	1,993,504
Women`s Apparel	31,280	31,280	3,153,471
Children`s Apparel	22,534	830,100	1,980,077
Infant Apparel (Under 2 Years)	6,751	246,107	581,425
Footwear	10,989	10,989	1,017,572
Watches & Jewelry	8,936	357,752	910,082
Apparel Products & Services	11,380	414,414	1,010,662
Computer			
Computers & Hardware for Home Use	10,424	432,707	1,089,009
Software & Accessories for Home Use	1,539	62,754	156,060
Entertainment/Recreation	153,850	6,384,036	15,959,340
Fees & Admissions	25,708	1,108,067	2,881,257
Membership Fees	6,574	296,841	778,862
Fees for Participant Sports excluding Trips	5,079	214,488	553,560
Admission to Movies/Theater/Opera/Ballet	6,790	278,639	710,438
Admission to Sporting Events excluding Trips	2,387	103,169	267,813
Fees for Recreational Lessons	4,878	214,929	570,585
TV/Video/Sound Equipment	58,048	3,307,742	4,761,309
Community Antenna or Cable TV	32,132	2,297,344	3,100,828
Color TVs	7,221	269,896	656,207
VCRs/Video Cameras & DVD Players	2,017	80,393	198,575
Video Cassettes & DVDs	2,674	105,545	257,845
Video Game Hardware & Software	1,840	71,793	176,328
Satellite Dishes	133	4,620	11,038
Rental of Video Cassettes & DVDs	3,476	133,722	321,062
Sound Equipment	8,242	331,598	8,242
Rental/Repair of TV/VCR/Sound Equipment	313	12,830	31,184
Pets	22,132	889,958	2,210,630
Toys & Games	9,166	387,390	958,757
Recreational Vehicles & Fees	15,687	690,897	1,784,411
Sports/Rec/Exercise Equipment	7,487	321,627	809,538
Photo Equipment/Supplies	6,405	275,150	690,155
Film Processing	1,901	81,697	204,366
Reading	9,216	413,604	1,058,896
Food at Home	313,371	10,786,832	25,698,741
Bakery & Cereal Products	41,347	1,557,608	3,732,446
Meat/Poultry/Fish/Eggs	80,327	2,926,823	6,886,837
Dairy Products	30,230	2,926,823	2,755,810
Fruit & Vegetables	51,151	1,872,333	4,480,883
Snacks/Other Food	86,220	3,280,608	7,842,766
Nonalcoholic Beverages	24,095	912,503	2,174,111
Food Away from Home	180,860	6,981,450	16,977,976
Alcoholic Beverages	24,990	24,990	2,510,228

TABLE 14: LOCAL TRADE AREA, CONTINUED

CONSUMER EXPENDITURES (2006) continued

Financial			
Investments	174,088	7,235,295	20,375,997
Vehicle Loans	347,805	12,990,203	30,842,403
Health			
Nonprescription Drugs	195,763	7,980,550	19,263,719
Prescription Drugs	6,355	251,775	603,276
Eyeglasses & Contact Lenses	32,628	1,318,948	3,111,714
	4,051	172,351	429,030
Housing			
Mortgage Payment & Basics	718,361	27,812,363	69,596,440
Maintenance & Remodeling Services	399,764	15,715,804	40,027,691
Maintenance & Remodeling Materials	74,263	3,216,218	8,432,310
Utilities/Fuel/Public Services	15,277	672,534	1,713,682
Telephone Services	244,768	9,353,646	22,348,928
	86,147	3,231,099	7,696,210
Household Furnishings & Equipment			
Household Textiles	96,874	3,826,139	9,515,195
Furniture	6,531	262,341	656,942
Floor Coverings	33,448	1,270,358	3,122,261
Major Appliances	3,404	145,364	388,721
Housewares	14,802	579,131	1,423,800
Small Appliances	4,066	162,142	405,640
Luggage	1,804	74,811	184,920
Telephones & Accessories	450	19,040	49,155
	1,215	47,434	116,246
Household Services & Supplies			
Computer Information Services	8,300	334,840	832,806
Child Care	20,115	796,400	1,994,628
Lawn & Garden	20,403	843,361	2,106,836
Moving/Storage/Freight Express	2,944	105,506	261,307
Housekeeping Services	6,229	249,120	641,782
Housekeeping Supplies	41,013	3,881,858	3,881,858
Miscellaneous			
Personal Care Products	25,820	25,820	2,346,908
School Books & Supplies	6,327	257,846	611,139
Smoking Products	24,990	24,990	2,510,228
Insurance			
Owners & Renters	24,659	960,459	2,335,984
Vehicle	76,693	76,693	7,066,078
Health	94,986	3,898,561	9,407,255
Life & Other Personal	31,406	1,312,477	174,088
Transportation (Local)			
Transportation-Vehicle Purchases (Net Outlay)	329,419	12,532,995	30,024,832
Transportation - Gasoline & Motor Oil	107,794	4,038,029	9,596,086
Vehicle Maintenance & Repairs	57,728	2,211,075	5,403,398
Travel			
Airline Fares	80,094	3,406,891	8,672,938
Travel - Lodging on Trips	17,592	733,932	1,888,373
Auto/Truck/Van Rental on Trips	16,319	728,811	1,885,520
Travel - Food & Drink on Trips	1,866	80,360	211,481
	20,877	882,930	2,233,408

Source: ESRI, 2006 Estimates & Projections.