

LAS VEGAS MAINSTREET COMMUNITY ECONOMIC ASSESSMENT

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UNIVERSITY OF NEW MEXICO
BUREAU OF BUSINESS AND
ECONOMIC RESEARCH



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3.1 PRINCIPAL FINDINGS OF COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics:** By both U.S. and New Mexican standards, Las Vegas' population is stable and young.
 - a. Las Vegas' population declined very slightly between 1990 and 2000, from 14,763 to 14,525. The median age of the town's population increased from 30.0 to 33.1 y/o between 1990 and 2000, but remains younger than the statewide median of 34.6. The share of the population 5 y/o or younger is slightly greater than the New Mexico as a whole; the 65 y/o or older cohort, while also slightly greater than State average, grew modestly during the 1990-2000 period, 1,775 to 1,871.
 - b. Las Vegas' population is geographically stable and moves relatively little. The share of Las Vegas' population that either relocated within San Miguel County or relocated from outside the County to Las Vegas during the period 1995-2000 is significantly lower than the State average (37% moved within the County, compared to 45.6% of the State population who moved with any given County; only 15.8% of the town's 2000 population moved from outside the County to Las Vegas, compared to 19.6% of the New Mexican population who made similar moves). Moreover, Las Vegas' is becoming less, rather than more transient, contrary to State and national patterns
 - c. Las Vegas' population is predominately Hispanic – according to the 2000 census 82.9% of the population identified itself as Hispanic, nearly twice the statewide rate. Yet, significantly, the town's Hispanic population appears to be well-integrated. As of 2000, only 1.0% of the Las Vegas' population were not U.S. citizens, compared to 5.4% in New Mexico and 6.8% in the U.S.; about 13% of the population spoke English “less than ‘very well’”, somewhat higher than the state average of 11.9% but quite reasonable given the large presence of the Hispanic community.
 - d. Educational attainment of Las Vegas' population is on par the New Mexico average and well above average for communities outside of New Mexico's principal metropolitan areas of Albuquerque, Santa Fe-Los Alamos and Las Cruces. The share of the population 25 y/o or older that has not received a high school degree was 24.1% in 2000, slightly above the state average of 21.1%; on the other hand, the share of the same population that has received a post-secondary degree (Associate's degree or higher) is slightly higher than the State average (30.5% vs. 29.4% for the State). Moreover, improvements on both levels have outpaced progress on the State level.

2. Housing:

- a. The data available in this study suggests that the housing market in Las Vegas has been under substantial speculative pressure. During the 1990-2000 period, real property values increased by 38.3%, well above the state and national trend during the same period. Relatedly, housing become much less affordable for the average household – the median share of household income spent on housing in Las Vegas increased from 24.6% in 1990 to 27.6% in 2000, well above the 22.2% for the state and 21.7% for the U.S.
- b. The increase in real property values and the corresponding decline in housing affordability occurred during period in which the supply housing increased rapidly in Las Vegas, from 5,716 to 6,366 units (a 13.3% increase during a period in which the town's population declined slightly). The increase in housing supply spilled over into a 33.9% increase in number of vacant housing units (from 585 to 778).
- c. A consequence of these patterns is that the rate of homeownership in Las Vegas declined during the 1990-2000 period, from 67.8% to 63.6%, and now stands well below the statewide 70.0% rate of homeownership.

3. Income:

- a. Per capita incomes in Las Vegas are very low (\$12,619 vs. \$17,261 for New Mexico); per capita income in the town of Las Vegas, the seat of San Miguel County, is below that of the County (\$13,268). The unemployment rate in Las Vegas, as of 2000, was also extremely high (11.6% vs. 3.3% for New Mexico; the unemployment rate in areas of San Miguel County outside Las Vegas was 6.1%). That income levels and employment rates in the County seat are below County-wide levels is extremely unusually in New Mexico and, indeed, the U.S. as a whole.
- b. Very low average incomes in Las Vegas are strongly influenced the large number of poor households. Fully 19.9% of Las Vegas households live in poverty, compared to 14.5% for New Mexico; nearly 3 in 10 households with children 5 y/o or younger live in poverty in Las Vegas. These patterns are also reflected in the fact that 8.0% of households in Las Vegas receive some form of public assistance, well above the state average of 4.7%.

4. Las Vegas economy: Las Vegas has a large surplus in taxable gross receipts, providing for solid town finances.

- a. Market area: Las Vegas is a market center for much of Northeastern New Mexico, in particular San Miguel, Mora and Harding Counties. Wal-Mart

anchors the town's market standing, drawing regional shoppers to the city. In addition, residents of Northeastern New Mexico visit Las Vegas for various higher-order goods and services (i.e. high-value and infrequently purchased goods & services).

- b. Strengths in Las Vegas' economy are associated with the Wal-Mart Supercenter, the town's location along I-25, the town's status as a regional service center and as the Seat of San Miguel County.
 - i. Combined Miscellaneous retail and department stores (Wal-Mart is included in the first of these categories) accounts for nearly than \$48 million of Las Vegas' \$52.4 million net taxable gross receipts surplus. To be sure, Wal-Mart accounts for a large share of this sector, but this should be considered in context. The *net* impact of Wal-Mart on Las Vegas' taxable gross receipt position is significantly less than its apparent contribution as Wal-Mart replaces other, though not all, retail and service activities. For example, between 1989 and 2002 the net surplus of retail food stores fell from \$13.2 million to \$2.0 million, in large part as a result of the arrival of Wal-Mart Supercenter. Wal-Mart similarly displaces revenues in hardware, furniture and home furnishings, apparel, among others.
 - ii. Activities associated with I-25 also draw significant revenues to Las Vegas: transportation, communications and utilities draws a net \$13.1 million into Las Vegas; gasoline stations account for \$.833 million; accommodations pulls in nearly one-half million on a net basis. [Note: gasoline sales *per se* are exempt from gross receipts taxes and are thus not included in the 'gasoline station' data. However, sales of other items, particularly convenience items, serve as a useful proxy for the role of gasoline stations in a community's economy. In this context, a pull factor of 172% is better indicator of the strength of this sector than the net surplus value.)
 - iii. Regional and administrative functions, including hospitals and healthcare, legal services, education, non-profit organizations and miscellaneous services contribute nearly \$10 million to Las Vegas' economy on a net basis. The importance of these sectors is also reflected in the locational quotients for occupations. Architects, engineers, healthcare professionals, educational workers, computer and scientific professionals, legal occupations and financial specialists are well represented in Las Vegas in relation to the five-county Northeastern New Mexico region.

- iv. Eating and drinking establishments (mainly restaurants) and liquor dispensers (bars and nightclubs) contribute on a net basis \$8.5 million to the local economy.
- c. Weaknesses in Las Vegas' economy are in production sectors, such as mining and manufacturing, as well as transportation, wholesale trade and business services.
 - i. The first of these groups (mining and manufacturing) are largely beyond the capacity of town officials (and certainly a MainStreet program) to alter.
 - ii. Transportation, wholesale trade and business services are characteristically dominated by larger metropolitan economies. However, it is surprising that Las Vegas maintains a weak position in these sectors with respect to the regional economy, including San Miguel County and Northeastern New Mexico. This is evident in industrial locational quotients of Las Vegas with respect to both base geographies.
 - iii. Hotels and motels bring less than one-half million dollars to Las Vegas on a net basis, a surprisingly small contribution given the town's location along I-25 and the relative strength of its food services industry. Interestingly, there appears to be a strong complementarity between Raton to the north and Las Vegas. The table 'Shares of Taxable Gross Receipts of Northeast Counties, by MS Communities' shows the percent of the net surplus of the five northeast counties with respect to New Mexico. Raton, with a population roughly half that of Las Vegas, receives 20% of the region's surplus in accommodation receipts; Las Vegas receives slightly over 13%. By contrast, Raton receipts only 18.5% of the region's food service surplus, compared to nearly 57% in Las Vegas. One suggestion is that travelers passing through the region stop for lodging in Raton and for restaurants in Las Vegas. An alternative suggestion is that while Raton provides lodging to travelers to or from Albuquerque or Santa Fe but fail to draw them to the town's restaurants, Las Vegas' restaurants draw customers on day trips from Albuquerque and Santa Fe.

5. MainStreet:

- a. Approximately 25% of all Las Vegas business and 33% of the town's employment is located in the projected MS service area. Between 1995-2004 the share of Las Vegas businesses was nearly unchanged, while the share of employment increased sharply, from only 19% in 1995.

- b. Composition of businesses in 2004 in downtown Las Vegas was dominated by educational services, with an otherwise expected balance among retail and wholesale trade, health care and social assistance, finance and insurance, and hospitality (accommodations and food & drinking establishments).
- c. The growth in employment was principally the result of the growth of education services (especially Highland University). To a much lesser extent, job growth in the MainStreet district occurred in wholesale trade, finance and insurance, health care and social assistance, and accommodations and food services.

6. Recommendations:

- a. Even by New Mexican standards, the community of Las Vegas is deeply divided along socioeconomic lines. Low incomes, challenges of housing affordability, low levels of educational attainment, high poverty and unemployment rates exist side-by-side with a population that relatively well-off and well educated. With newer commercial and residential developments outside the urban core that cater to the more affluent population, any strategy for the revitalization of downtown MainStreet district must take into account the presence and needs of Las Vegas' large underclass.
- b. As a city along the Interstate, the accommodations sector in Las Vegas is surprisingly underdeveloped. Indeed, with Raton an hour and a quarter to the north and Santa Fe an hour to the south along i-25, it is unlikely that the city will be able to significantly strengthen its highway-based accommodations sector. Instead, the most promising market for Las Vegas accommodations sector is as an alternative destination to Santa Fe for local New Mexican visitors, particularly in Albuquerque. This option offers a much greater role for the MainStreet district, which features historical properties and the potential as an arts & entertainment district.
- c. The MainStreet district offers an opportunity for the development of residential apartments for young professionals seeking an amenity-rich living environment. Residential development, in turn, would provide a much needed foundation for the growth of retail, restaurant, and arts & entertainment businesses in the area, giving balance to seasonal variation that is characteristic of a tourism-based economy.
- d. Wal-Mart represents a substantial draw of customers and revenues to Las Vegas, providing a potential market for the downtown businesses. Rather than competing directly with Wal-Mart, businesses should seek complementarity, perhaps in specialty retail that is attractive to the value-minded shopper.

APPENDIX: HOUSING IN THE MAINSTREET DISTRICT

Housing Stock, Tenure and Vacancy Status

According to the 2000 Census, the downtown MainStreet district contains a disproportionate share of Las Vegas' rental housing stock (12.4% of rental units compared to 5.7% of specified owner-occupied units). Yet, the vacancy rate for rental units was lower downtown than in other parts of the city (11.9% compared to 14.4%) while vacancy rate among specified owner-occupied units was considerably higher (4.7% compared to a very low 1.6%). The implication is that renters prefer the downtown area, keeping the vacancy rate low, while homebuyers tend to steer clear of the area. Further, the data suggests that the downtown area had a relatively large share of dilapidated ('other vacant') properties (16.1%).

Housing Affordability

Rental units in downtown Las Vegas tend to attract lower-income residents. The cost of rental units was typically much lower downtown than in other parts of Las Vegas. 29% of all rental properties downtown cost less \$250 per month; 39% cost between \$250 and \$500 per month; and the remaining 32% cost more than \$500 per month. By comparison, only 4% of rental units in other parts of the city cost less than \$250 per month; 66% cost between \$250 and \$500 per month; and 30% cost more than \$500 per month. Yet, despite the lower rents, downtown renters were far more likely to struggle to meet their housing costs. Downtown, only 26% of renters paid less than 20% of total household income for housing, compared to 41% in other parts of Las Vegas. Conversely, 30% of downtown renters spent between 20% and 35% of total household income for housing, compared to only 16% in other areas. Yet, what is perhaps most remarkable is that nearly 44% of all renters in Las Vegas spent more than 35% of their income on housing, a level that was nearly equal across the city.

3.2 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 the State of New Mexico, only percentages are provided, for the purposes of comparison.

Taxable Gross Receipts and Pull Factors

Source: New Mexico Taxation and Revenue Department; calculations by UNM/BBER.

Data is provided for the years 1989 and 2002. Using two years of data allows for historical comparison (comparative static analysis). The years 1989 and 2002 are used to ensure comparability -- beginning in 2003, accounting methods used by NMTRD were changed, resulting initially in significant problems of reliability and later in discrepancies in comparability. Gross Receipts data is problematic and should be considered only as a general indicator.

- The data does not specifically 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 Misc Retailers.
- Businesses are self-categorized, and sometimes inaccurate.
- 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 (including 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 and money is spent by locals outside the community), whereas values less than 100% indicate that the sector is leaking money to other communities.

The Net Gain/Loss derives 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%. The values are in nominal terms, meaning that they are NOT adjusted for inflation.

Change (1989-2002) indicates the changing performance of industry, adjusted for price inflation. The column TGR Real shows the change in Taxable Gross Receipts adjusted inflation; the value is in 2002 dollars. Similarly, Real Gain/Loss shows the improvement or deterioration of the industry, again adjusted for inflation and displayed in 2002

dollars. The Pull Factor column shows the percentage change in the Pull Factor, again adjusted for inflation.

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 both 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), 1995 and 2004; calculations by UNM/BBER.

For Las Vegas, Raton and Gallup, tables are included that compare businesses located in the MS service with businesses located in other parts of the city. The columns labeled 'MS' refer to businesses and employment located within the boundaries of the MainStreet service area; the columns labeled 'outside' refer to businesses located within the city but outside the MS service area. The column '%' is the share of all businesses or employment that is located in the MS area.

Location Quotients

Source: Census 2000 Summary File 3 (SF3) – Sample Data; calculations by UNM/BBER.

A location quotient indicates the relative concentration of employment by industry, occupations and types 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.

Market Area

The market area analysis chart assigns communities to market areas according to proximity to lower-order goods – I.e. goods and services of lesser value that are purchased more frequently than higher order goods. In contrast to the first chart, the purpose of this chart is to assign communities in Northeastern New Mexico to regional centers that may or may not provide higher order goods and services associated with Wal-Mart stores. An application of this chart is to understand market relations among the four MainStreet communities in Northeastern New Mexico – Las Vegas, Raton, Springer and Raton.

Principal Consumer Clusters

Source: ESRI, *Community Tapestry*. 2006.

In generating principal consumer clusters, all U.S. communities, defined according to 5-digit zip codes, are analyzed and sorted according to 60 attributes, including income, source of income, employment, home value, housing type, occupation, education, household composition, age, and other key determinants of consumer behavior. Communities with similar attributes are clustered into 65 segments, with share consumer characteristics. A community may be comprised of two, three or more segments. This technique, known as geo-demographic cluster analysis, is useful in describing consumer patterns in specific communities. Data sources include the 2000 Decennial Census, proprietary ESRI's 2005 demographic updates, the Acxiom InfoBase consumer database, the Mediamark Research Inc. national consumer survey, and other sources.

3.3 TABLES AND FIGURES

LAS VEGAS: SUMMARY OF DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Las Vegas	1990	2000	NM 2000
Population			
Total population	14,753	14,565	1,819,046
Median Age (yrs)	30.0	33.1	34.6
Average household size (persons)	2.8	2.5	2.63
Race & Ethnicity			
White	61.8%	54.2%	44.7%
Black or African American	0.7%	1.0%	1.6%
American Indian and Alaska Native	0.9%	2.0%	8.9%
Hispanic or Latino (of any race)	82.0%	82.9%	42.1%
Speak English less than "very well", 5 yrs and older	24.8%	13.0%	11.9%
Not a U.S. citizen	0.5%	1.0%	5.4%
Education			
Educational Attainment: Less than High School	29.0%	24.1%	21.1%
Educational Attainment: HS graduate; and some college	48.9%	45.4%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	22.1%	30.5%	29.4%
Housing			
Owner-occupied housing units	59.6%	55.8%	60.8%
Median value (dollars)	\$48,400	\$87,100	\$108,100
Income			
Real per capita income (1999 dollars)	\$10,097	\$12,619	\$17,261
Median household income (1999 dollars)	\$18,023	\$29,797	\$34,133
Households with retirement income	16.2%	19.3%	17.4%
Poverty			
Families below poverty level	12.4%	24.3%	14.5%
Female head, no husband present, below poverty level	20.2%	37.3%	34.1%
Female head, no husband present, with children under 5 yrs, below	82.1%	56.8%	58.4%
Labor			
Unemployment rate	14.2%	11.6%	3.3%
Private wage and salary workers	49.7%	52.7%	66.4%
Government workers	43.0%	38.6%	22.7%
Self-employed workers in own not incorporated business	6.8%	7.7%	11.7%

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

LAS VEGAS: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Las Vegas	1990		2000		NM 2000
SELECTED SOCIAL & DEMOGRAPHIC CHARACTERISTICS					
Population					
Total population	14,753		14,565		1,819,046
Median Age (yrs)	30.0		33.1		
Under 5 yrs	1,149	7.8%	969	6.7%	7.1%
18 yrs and over	10,424	70.7%	10,723	73.6%	72.1%
65 yrs and over	1,775	12.0%	1,871	12.8%	11.7%
Average household size	2.8		2.5		2.63
Race & Ethnicity					
White	9,113	61.8%	7,895	54.2%	44.7%
Black or African American	104	0.7%	144	1.0%	1.6%
American Indian and Alaska Native	129	0.9%	285	2.0%	8.9%
Hispanic or Latino (of any race)	12,096	82.0%	12,080	82.9%	42.1%
Speak Spanish at home; English less than "very well" (5 yrs+)	3,331	24.4%	1,697	12.5%	9.4%
Speak other than English or Spanish at home; English less than "very well"	46	0.3%	73	0.5%	2.5%
Not a U.S. citizen	70	0.5%	144	1.0%	5.4%
Education					
Educational Attainment: Less than High School	2,555	29.0%	2,102	24.1%	21.1%
Educational Attainment: HS graduate; and some college	4,307	48.9%	3,969	45.4%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	1,944	22.1%	2,666	30.5%	29.4%
Mobility					
Moved to new house since 1985/1995 (5 yrs and over)	5,455	40.0%	5,037	37.0%	45.6%
New to County since 1985/1995 (5 yrs and over)	2,397	17.6%	2,153	15.8%	19.6%
HOUSING CHARACTERISTICS					
Total housing units	5,716		6,366		780,579
Occupied: Owner-occupied housing units	3,409	59.6%	3,554	55.8%	60.8%
Occupied: Renter-occupied housing units	1,722	30.1%	2,034	32.0%	26.1%
Vacant housing units	585	10.2%	778	12.2%	13.1%
Median value (dollars)	48,400		\$87,100		\$108,100
Median costs of homeownership, with a mortgage (\$)	\$471		\$763		\$929
Median costs of homeownership, with mortgage, as % of household	24.6%		27.5%		22.2%

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

LAS VEGAS: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS CONTINUED

Las Vegas	1990		2000		NM 2000
ECONOMIC CHARACTERISTICS					
Real per capita income (1999 dollars)	\$10,097		\$12,619		\$17,261
Median household income in 1989/1999 (dollars)					
Median household income in 1989/1999 (dollars)	\$18,023		\$29,797		\$34,133
Households with earnings	3,772	75.0%	4,020	71.9%	79.5%
Households with Social Security income	1,401	27.9%	1,709	30.6%	25.5%
Households with public assistance income	885	17.6%	606	10.8%	4.7%
Households with retirement income	815	16.2%	1,079	19.3%	17.4%
Poverty					
Families below poverty level	445	12.4%	861	24.3%	14.5%
Families with children under 18 yrs below poverty level	257	51.1%	207	45.4%	29.7%
Families with children under 5 yrs below poverty level	132	39.4%	153	36.5%	22.4%
Female head, no husband present, below poverty level	164	20.2%	480	37.3%	34.1%
Female head, no husband present, with children under 5 yrs, below	96	82.1%	108	56.8%	58.4%
Female head, no husband present, with children under 18 yrs, below	42	49.4%	105	56.1%	49.5%
Individuals below poverty level	4,239	28.7%	3,873	26.5%	18.1%
LABOR CHARACTERISTICS					
Labor force (with % of population 16 yrs and over)	5,429	35.1%	5,985	53.7%	61.8%
Unemployed	773	14.2%	692	11.6%	3.3%
Class of Worker					
Private wage and salary workers	2,709	49.7%	2,788	52.7%	66.4%
Government workers	2,345	43.0%	2,044	38.6%	22.7%
Self-employed workers in own not incorporated business	372	6.8%	405	7.7%	11.7%
Unpaid family workers	28	0.5%	56	1.1%	0.4%

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

SAN MIGUEL COUNTY: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

San Miguel County	1990		2000		NM 2000
SELECTED SOCIAL & DEMOGRAPHIC CHARACTERISTICS					
Population					
Total population	25,743		30,126		1,819,046
Median Age (yrs)	30.0		35.1		
Under 5 yrs	2,097	8.1%	1,960	6.5%	7.1%
18 yrs and over	17,944	69.7%	21,857	72.6%	72.1%
65 yrs and over	2,993	11.6%	3,530	11.7%	11.7%
Average household size	2.8		2.6		2.63
Race & Ethnicity					
White	16,392	63.7%	16,938	56.2%	44.7%
Black or African American	170	0.7%	236	0.8%	1.6%
American Indian and Alaska Native	222	0.9%	549	1.8%	8.9%
Hispanic or Latino (of any race)	20,491	79.6%	23,487	78.0%	42.1%
Speak Spanish at home; English less than "very well" (5 yrs+)	5,093	19.8%	3,966	14.1%	9.4%
Speak other than English or Spanish at home; English less than "very well"	97	0.4%	130	0.5%	2.5%
Not a U.S. citizen	347	1.3%	571	1.9%	5.4%
Education					
Educational Attainment: Less than High School	4,876	31.6%	4,726	25.5%	21.1%
Educational Attainment: HS graduate; and some college	7,507	48.6%	8,704	47.0%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	3,051	19.8%	5,101	27.5%	29.4%
Mobility					
Moved to new house since 1985/1995 (5 yrs and over)	9,029	38.1%	9,961	35.3%	45.6%
New to County since 1985/1995 (5 yrs and over)	4,673	19.7%	4,995	17.7%	19.6%
HOUSING CHARACTERISTICS					
Total housing units	11,066		14,254		780,579
Occupied: Owner-occupied housing units	6,265	56.6%	8,142	57.1%	60.8%
Occupied: Renter-occupied housing units	2,436	22.0%	2,992	21.0%	26.1%
Vacant housing units	2,365	21.4%	3,120	21.9%	13.1%
Median value (dollars)	48,700		\$90,100		\$108,100
Median costs of homeownership, with a mortgage (\$)	\$482		\$809		\$929
Median costs of homeownership, with mortgage, as % of household	24.8%		27.1%		22.2%

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

**SAN MIGUEL COUNTY: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS
CONTINUED**

San Miguel County	1990		2000		NM 2000
ECONOMIC CHARACTERISTICS					
Real per capita income (1999 dollars)	\$10,949		\$13,268		\$17,261
Median household income in 1989/1999 (dollars)	\$17,885		\$26,524		\$34,133
Households with earnings	6,588	76.4%	8,320	74.7%	79.5%
Households with Social Security income	2,307	26.8%	3,094	27.8%	25.5%
Households with public assistance income	1,272	14.8%	893	8.0%	4.7%
Households with retirement income	1,368	15.9%	2,008	18.0%	17.4%
Poverty					
Families below poverty level	780	12.3%	1,506	19.9%	14.5%
Families with children under 18 yrs below poverty level	427	45.7%	326	33.2%	29.7%
Families with children under 5 yrs below poverty level	211	32.0%	214	29.8%	22.4%
Female head, no husband present, below poverty level	218	17.7%	675	34.6%	34.1%
Female head, no husband present, with children under 5 yrs, below	147	77.4%	149	52.7%	58.4%
Female head, no husband present, with children under 18 yrs, below	62	59.0%	123	53.5%	49.5%
Individuals below poverty level	7,357	28.6%	7,110	23.6%	18.1%
LABOR CHARACTERISTICS					
Labor force (with % of population 16 yrs and over)	9,055	33.4%	12,468	54.6%	61.8%
Unemployed	1,265	14.0%	1,089	8.7%	3.3%
Class of Worker					
Private wage and salary workers	4,659	50.9%	6,009	52.8%	66.4%
Government workers	3,681	40.2%	4,076	35.8%	22.7%
Self-employed workers in own not incorporated business	784	8.6%	1,218	10.7%	11.7%
Unpaid family workers	28	0.3%	69	0.6%	0.4%

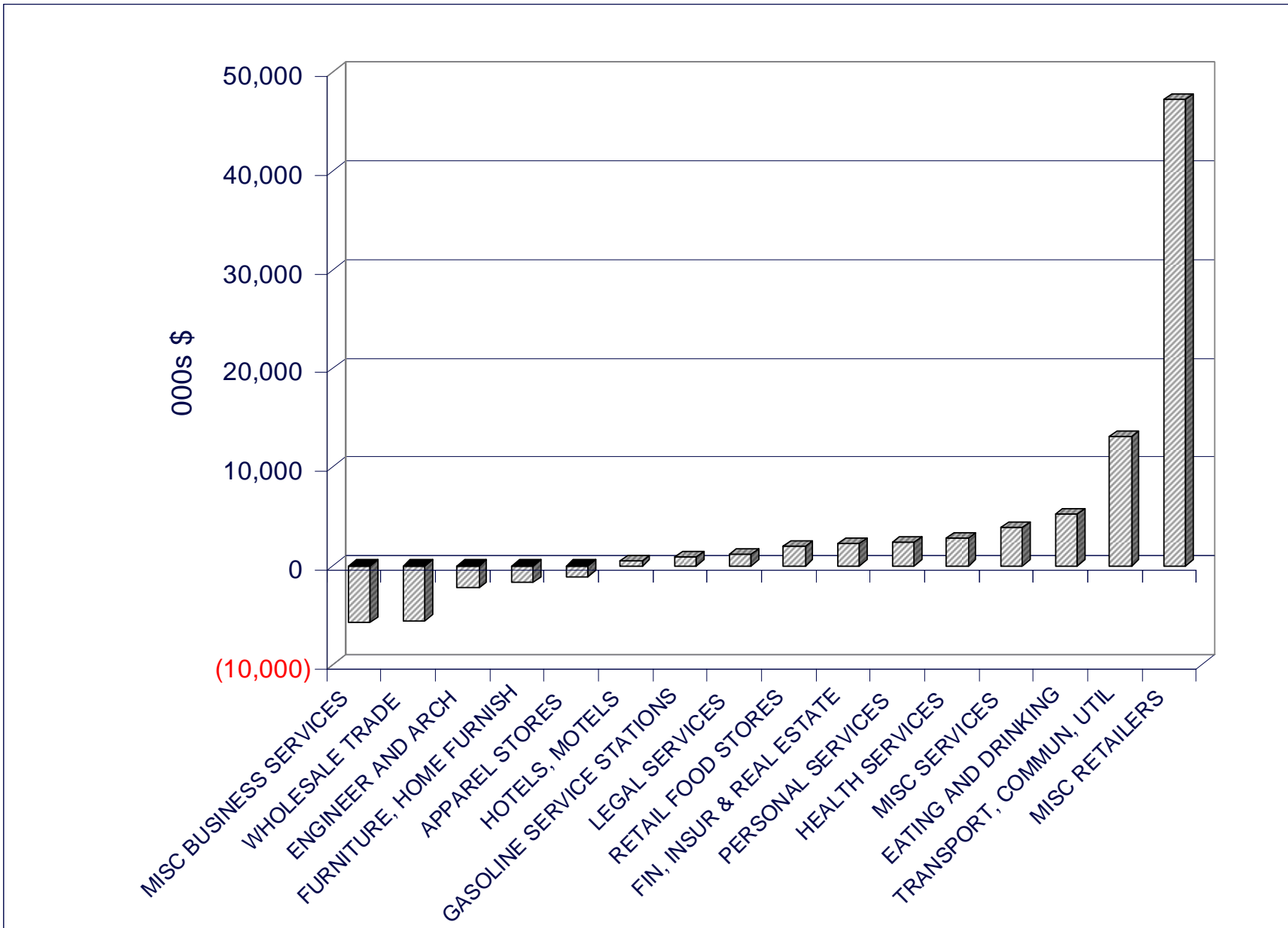
Source: US Census Bureau, 1990 and 2000 Decennial Census.

LAS VEGAS: TAXABLE GROSS RECEIPTS AND PULL FACTORS

Las Vegas	TAXABLE GROSS RECEIPTS (\$)		PULL FACTOR		NET GAIN/LOSS (\$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss
TOTAL TAXABLE GROSS RECEIPTS								
TOTAL AGRICULTURE	41,463	26,306	11%	7%	-349,964	-367,230	-56%	140,500
MINING	0	0	0%	0%	-4,340,709	-5,837,398		460,131
CONTRACT CONSTRUCTION	12,850,331	21,335,716	108%	110%	962,799	1,962,555	14%	565,719
MANUFACTURING	921,841	1,707,686	29%	34%	-2,228,717	-3,374,292	28%	-140,856
TRANSPORT, COMMUN, UTILITIES	12,992,875	27,019,003	121%	194%	2,212,566	13,123,435	43%	9,913,430
WHOLESALE TRADE	3,541,546	4,566,058	56%	45%	-2,772,886	-5,556,792	-11%	-1,533,871
BUILDING MATERIALS	939,789		76%		-290,101		-100%	
HARDWARE STORES	540,986		153%		186,832		-100%	
GENERAL MERCHANDISE EXCEPT DEPT	3,317,513	929,182	333%	47%	2,320,856	-1,051,603	-81%	-4,418,715
DEPT STORES	9,058,149	1,935,884	63%	46%	-5,304,545	-2,288,441	-85%	5,407,427
RETAIL FOOD STORES	20,818,577	13,040,062	272%	118%	13,153,434	1,997,838	-57%	-17,085,249
AUTOMOTIVE DEALERS	280,599						-100%	
MOTOR VEHICLE DEALERS	136,391		18%		-616,959		-100%	
GASOLINE SERVICE STATIONS	617,187	1,983,460	86%	172%	-101,910	832,220	122%	980,072
MOBILE HOME DEALERS	89,575	640,488	36%	162%	-159,296	245,476	393%	476,584
MISC VEHICLE AND AUTO ACCESSORY	1,074,314	2,327,255	83%	118%	-225,823	360,550	49%	688,176
APPAREL AND ACCESSORY STORES	1,055,228	1,763,408	48%	62%	-1,121,226	-1,089,121	15%	537,561
FURNITURE, HOME FURNISH	2,137,847	286,453	131%	15%	509,225	-1,651,104	-91%	-2,389,891
EATING AND DRINKING	7,645,841	14,607,185	146%	156%	2,397,058	5,264,602	32%	1,786,935
LIQUOR DISPENSORS	5,124,993	4,438,215	310%	394%	3,469,873	3,312,787	-40%	-1,721,328
DRUG AND PROPRIETARY STORES	3,309,062		197%		1,628,147		-100%	
PACKAGE LIQUOR	854,182		215%		456,473		-100%	
MISC RETAILERS	2,852,005	68,943,046	33%	375%	-5,705,651	50,573,068	1566%	58,850,864
TOTAL RETAIL TRADE	62,035,297	120,508,611	147%	204%	19,729,232	61,368,389	34%	32,745,092
TOTAL FINANCE, INSURANCE AND REAL ESTATE	3,440,583	6,491,703	120%	151%	564,604	2,204,754	30%	1,385,624
HOTELS, MOTELS	2,112,925	3,715,560	103%	115%	58,687	490,739	21%	405,595
PERSONAL SERVICES	1,691,658	5,359,252	121%	182%	291,803	2,412,721	118%	1,989,371
MISC BUSINESS SERVICES	1,813,783	3,778,468	34%	39%	-3,443,924	-5,796,557	44%	-800,090
AUTO RENTAL, REPAIR	1,272,995	3,393,506	69%	100%	-574,501	16,456	84%	849,946
MISC REPAIR SERVICES	858,164	241,883	121%	21%	147,937	-895,639	-81%	-1,110,267
MOTION PICTURES	65,928		28%		-170,505		-100%	
AMUSEMENT	111,621		21%		-415,589		-100%	
PHYSICIANS, DENTISTS	6,342,779	4,644,122	172%	83%	2,650,048	-941,827	-50%	-4,786,534
HOSPITALS AND OTHER HEALTH SERVICES	2,049,517	8,220,274	86%	184%	-338,575	3,749,437	176%	4,240,643
LEGAL SERVICES	828,513	4,262,231	40%	137%	-1,240,196	1,146,251	255%	2,945,536
EDUCATIONAL	281,192	918,822	133%	147%	69,983	293,867	125%	192,336
NON-PROFIT ORGANIZATION		374,111		588%		310,454		
MISC SERVICES	1,321,361	25,646,185	27%	118%	-3,607,057	3,845,070	1238%	9,078,211
ENGINEERING AND ARCHITECTURAL	126,523	266,542	8%	11%	-1,442,517	-2,232,912	45%	-140,099
TOTAL SERVICES	19,185,852	61,777,816	59%	94%	-13,585,170	-4,151,059	122%	15,558,393
TOTAL TAXABLE GROSS RECEIPTS	115,314,600	243,477,580	134%	127%	29,158,498	52,350,371	46%	10,047,034

Source: NM Taxation & Revenue Department; US Census Bureau. Calculations by BBER.

LAS VEGAS TAXABLE GROSS RECEIPTS, GAIN/LOSS, BY INDUSTRY, 2002



Source: New Mexico Tax and Revenues Department, 2002; calculations by UNM/BBER.

SAN MIGUEL COUNTY: TAXABLE GROSS RECEIPTS AND PULL FACTORS

San Miguel County	TAXABLE GROSS RECEIPTS (\$)		PULL FACTOR		NET GAIN/LOSS (\$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss
TOTAL TAXABLE GROSS RECEIPTS								
TOTAL AGRICULTURE	2,887,366	92,032	390%	11%	2,146,705	-761,488	-98%	-3,875,941
MINING	0	12,318,425	0%	97%	-8,213,533	-342,006		11,574,240
CONTRACT CONSTRUCTION	29,126,214	34,740,761	129%	83%	6,632,510	-7,276,685	-18%	-16,899,174
MANUFACTURING	9,799,380	2,671,953	164%	24%	3,837,864	-8,350,087	-81%	-13,918,085
TRANSPORT, COMMUN, UTILITIES	21,968,125	29,313,960	108%	97%	1,569,519	-823,418	-8%	-3,100,487
WHOLESALE TRADE	4,025,964	3,873,807	34%	18%	-7,922,267	-18,081,119	-34%	-6,587,444
BUILDING MATERIALS	955,871		41%		-1,371,340		-100%	
GENERAL MERCHANDISE EXCEPT DEPT	3,704,448	1,730,246	196%	40%	1,818,563	-2,565,776	-68%	-5,204,159
DEPT STORES	9,058,149	1,937,396	33%	21%	-18,119,081	-7,224,524	-85%	19,062,756
RETAIL FOOD STORES	21,350,489	13,489,132	147%	56%	6,846,430	-10,459,776	-56%	-20,392,621
AUTOMOTIVE DEALERS	280,599						-100%	
MOTOR VEHICLE DEALERS	944,011	231,589	66%	8%	-481,485	-2,709,184	-83%	-2,010,642
GASOLINE SERVICE STATIONS	835,476	3,942,225	61%	158%	-525,207	1,445,360	225%	2,207,334
MOBILE HOME DEALERS	172,390		37%		-298,525		-100%	
MISC VEHICLE AND AUTO ACCESSORY	1,133,936	2,332,912	46%	55%	-1,326,197	-1,932,573	42%	-8,519
APPAREL AND ACCESSORY STORES	1,057,306	1,767,344	26%	29%	-3,061,001	-4,419,357	15%	21,563
FURNITURE, HOME FURNISH	2,138,890	292,701	69%	7%	-942,804	-3,909,565	-91%	-2,541,739
EATING AND DRINKING	8,268,227	16,027,944	83%	79%	-1,663,572	-4,234,701	34%	-1,821,181
LIQUOR DISPENSORS	5,790,410	5,304,398	185%	217%	2,658,576	2,863,515	-37%	-993,565
DRUG AND PROPRIETARY STORES	3,309,062		104%		128,418		-100%	
PACKAGE LIQUOR	1,931,388	2,257,146	257%	231%	1,178,839	1,281,858	-19%	-428,409
MISC RETAILERS	3,310,280	72,792,199	20%	183%	-12,882,600	32,950,506	1416%	51,640,665
TOTAL RETAIL TRADE	66,341,142	132,192,979	83%	103%	-13,710,808	3,926,812	37%	23,818,541
TOTAL FINANCE, INSURANCE AND REAL ESTATE	3,555,719	8,344,391	65%	90%	-1,886,237	-953,350	62%	1,783,215
HOTELS, MOTELS	3,123,235	4,499,599	80%	64%	-763,814	-2,494,549	-1%	-1,386,403
PERSONAL SERVICES	1,750,836	5,777,002	66%	90%	-897,983	-613,577	127%	689,222
MISC BUSINESS SERVICES	2,250,728	4,284,428	23%	21%	-7,697,956	-16,482,347	31%	-5,314,103
AUTO RENTAL, REPAIR	1,543,247	4,210,318	44%	57%	-1,952,603	-3,113,991	88%	-281,142
MISC REPAIR SERVICES	801,847	291,765	60%	12%	-542,052	-2,175,348	-75%	-1,388,936
MOTION PICTURES	163,478		37%		-283,903		-100%	
AMUSEMENT	468,723	174,884	47%	14%	-528,868	-1,075,962	-74%	-308,677
PHYSICIANS, DENTISTS	6,447,970	9,834,932	92%	81%	-539,451	-2,280,143	5%	-1,497,503
HOSPITALS AND OTHER HEALTH SERVICES	2,049,900	6,435,936	45%	66%	-2,468,870	-3,260,631	116%	321,221
LEGAL SERVICES	880,938	2,186,490	23%	32%	-3,033,494	-4,571,597	71%	-170,584
EDUCATIONAL	369,069	583,342	92%	43%	-30,584	-772,091	9%	-727,720
MISC SERVICES	1,677,538	29,518,902	18%	62%	-7,648,062	-17,764,408	1113%	-6,668,551
ENGINEERING AND ARCHITECTURAL	126,761	276,182	4%	5%	-2,842,191	-5,144,754	50%	-1,021,284
TOTAL SERVICES	22,681,452	69,188,994	37%	48%	-39,328,195	-73,800,729	110%	-16,743,130
TOTAL TAXABLE GROSS RECIEPTS	161,414,035	301,968,316	99%	73%	-1,611,384	-112,557,594	29%	-110,219,789

Source: NM Taxation & Revenue Department; US Census Bureau. Calculations by BBER.

SHARES OF TAXABLE GROSS RECEIPTS OF NORTHEAST COUNTIES, BY MS COMMUNITIES

Northeast Counties*	TAXABLE GROSS RECEIPTS (\$)		PULL FACTOR		NET GAIN/LOSS (\$)		CHANGE (1989-2002)		
	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss	Pull Factor
	TOTAL TAXABLE GROSS RECEIPTS								
TOTAL AGRICULTURE	6,524,962	4,753,098	437%	302%	5,030,502	3,179,357	6%	-4,118,928	-31%
MINING	4,182,879	13,479,125	25%	58%	-12,389,866	-9,864,487	368%	8,110,811	129%
CONTRACT CONSTRUCTION	63,315,099	102,646,060	140%	132%	17,928,731	25,173,270	135%	-837,848	-5%
MANUFACTURING	12,340,566	6,268,902	103%	31%	311,797	-14,053,804	-26%	-14,506,161	-70%
TRANSPORT, COMMUN, UTILITIES	65,883,300	75,802,015	160%	136%	24,724,288	20,233,985	67%	-15,636,171	-15%
WHOLESALE TRADE	8,190,171	10,326,388	34%	26%	-15,918,211	-30,154,640	83%	-7,060,396	-25%
BUILDING MATERIALS	3,497,699	6,847,987	74%	169%	-1,197,999	2,806,949	184%	4,545,014	128%
HARDWARE STORES	865,158	0	64%	0%	-486,996	-1,598,004	-100%	-891,467	-100%
GENERAL MERCHANDISE EXCEPT DEPT	5,890,848	4,197,748	155%	53%	2,085,629	-3,723,361	3%	-6,749,205	-66%
DEPT STORES	16,812,496	8,175,611	31%	48%	-38,023,995	-8,717,360	-29%	46,448,097	58%
RETAIL FOOD STORES	41,283,807	41,558,877	141%	94%	12,018,436	-2,598,703	46%	-20,035,128	-33%
MOTOR VEHICLE DEALERS	1,827,169	2,482,893	64%	46%	-1,049,107	-2,939,375	97%	-1,417,324	-28%
GASOLINE SERVICE STATIONS	5,023,407	10,870,325	183%	236%	2,277,907	6,266,545	214%	2,961,743	29%
MOBILE HOME DEALERS	172,390	0	18%	0%	-777,793	-1,579,642	-100%	-451,214	-100%
MISC VEHICLE AND AUTO ACCESSORY	3,515,607	7,658,644	71%	97%	-1,448,293	-206,162	216%	1,895,031	37%
APPAREL AND ACCESSORY STORES	2,032,690	3,209,892	24%	28%	-6,276,969	-8,197,299	129%	909,368	15%
FURNITURE, HOME FURNISH	3,097,416	902,657	50%	12%	-3,120,630	-6,845,583	-58%	-2,318,153	-77%
EATING AND DRINKING	18,517,677	25,675,093	92%	69%	-1,522,076	-11,685,665	101%	-9,477,427	-26%
LIQUOR DISPENSORS	8,671,949	6,013,030	137%	134%	2,352,733	1,512,470	1%	-1,900,891	-3%
DRUG AND PROPRIETARY STORES	7,134,889	113,393	111%	2%	717,188	-5,291,059	-98%	-6,331,559	-98%
PACKAGE LIQUOR	1,931,388	2,257,146	127%	126%	412,942	458,886	70%	-140,212	-1%
MISC RETAILERS	16,796,459	100,375,992	51%	137%	-15,876,508	26,914,908	767%	49,948,648	166%
TOTAL RETAIL TRADE	142,112,487	239,923,353	88%	101%	-19,411,260	3,423,074	145%	31,585,054	15%
TOTAL FINANCE, INSURANCE AND REAL ESTATE	10,810,702	21,700,217	98%	127%	-169,732	4,556,816	191%	4,803,065	29%
HOTELS, MOTELS,	10,642,845	28,637,931	136%	222%	2,799,804	15,741,951	290%	11,679,977	64%
PERSONAL SERVICES	4,240,114	10,703,445	79%	91%	-1,104,505	-1,079,660	266%	522,763	14%
MISC BUSINESS SERVICES	4,855,933	15,430,028	24%	40%	-15,217,891	-22,860,258	361%	-782,043	67%
AUTO RENTAL, REPAIR	4,454,194	7,386,936	63%	55%	-2,599,510	-6,117,803	141%	-2,346,416	-13%
MISC REPAIR SERVICES	2,175,784	1,957,450	80%	43%	-535,849	-2,591,473	31%	-1,814,059	-46%
MOTION PICTURES	252,396	0	28%	0%	-650,300	-1,457,762	-100%	-514,302	-100%
AMUSEMENT	1,048,832	3,474,048	52%	151%	-964,044	1,167,708	381%	2,566,349	189%
PHYSICIANS, DENTISTS	12,233,827	14,535,720	87%	65%	-1,864,948	-7,802,350	72%	-5,096,671	-25%
HOSPITALS AND OTHER HEALTH SERVICES	3,814,144	7,711,770	42%	43%	-5,303,544	-10,166,997	193%	-2,472,581	3%
LEGAL SERVICES	2,547,225	3,427,069	32%	28%	-5,351,068	-9,033,656	95%	-1,270,293	-15%
EDUCATIONAL	369,069	583,342	46%	23%	-437,325	-1,915,839	129%	-1,281,365	-49%
MISC SERVICES	6,643,196	60,208,465	35%	69%	-12,173,408	-26,973,652	1215%	-9,312,394	96%
ENGINEERING AND ARCHITECTURAL	779,115	3,862,574	13%	39%	-5,211,449	-6,132,679	619%	1,428,124	197%
TOTAL SERVICES	57,981,493	162,098,628	46%	61%	-67,137,640	-101,549,303	306%	-4,145,582	33%
TOTAL TAXABLE GROSS RECEIPTS	376,640,845	653,001,966	115%	85%	47,698,496	-111,310,995	152%	-180,512,282	-25%

*Northeast counties include: Colfax, Harding, Mora, San Miguel and Union.

Source: NM Taxation & Revenue Department; US Census Bureau. Calculations by BBER.

LOCATION QUOTIENT: LAS VEGAS EMPLOYMENT, BY INDUSTRY, IN RELATION TO SAN MIGUEL COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; SAN MIGUEL COUNTY INDUSTRIES IN RELATION TO NEW MEXICO

Base Geography	Las Vegas			San Miguel County	NE Counties
	SM County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Agriculture; forestry; fishing and hunting; and mining	0.47	0.17	0.33	0.71	1.94
Agriculture; forestry; fishing and hunting	0.46	0.19	0.60	1.29	3.23
Mining	0.59	0.06	0.03	0.05	0.50
Construction	0.80	0.80	0.88	1.10	1.10
Manufacturing	0.65	0.43	0.21	0.33	0.49
Wholesale trade	0.56	0.58	0.33	0.60	0.58
Retail trade	1.15	1.29	1.24	1.08	0.96
Transportation and warehousing; and utilities	0.76	0.58	0.54	0.71	0.93
Transportation and warehousing	0.72	0.55	0.48	0.68	0.88
Utilities	0.86	0.66	0.70	0.82	1.06
Information	1.24	1.12	0.64	0.52	0.58
Finance; insurance; real estate and rental and leasing	1.10	1.12	0.81	0.74	0.72
Finance and insurance	1.33	1.54	0.92	0.69	0.60
Real estate and rental and leasing	0.75	0.65	0.61	0.81	0.94
Professional; scientific; management; administrative; and waste management services	0.96	1.17	0.62	0.65	0.53
Professional; scientific; and technical services	1.23	1.47	0.72	0.59	0.49
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00
Administrative and support and waste management services	0.55	0.69	0.42	0.76	0.61
Educational; health and social services	1.18	1.42	1.81	1.53	1.27
Educational services	1.22	1.42	1.82	1.49	1.28
Health care and social assistance	1.15	1.42	1.80	1.56	1.27
Arts; entertainment; recreation; accommodation and food services	0.90	0.74	0.81	0.90	1.09
Arts; entertainment; and recreation	0.63	0.72	0.59	0.93	0.82
Accommodation and food services	0.99	0.75	0.88	0.88	1.17
Other services (except public administration)	0.93	0.92	0.83	0.90	0.91
Public administration	0.83	0.91	1.07	1.28	1.17

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. SEX BY INDUSTRY FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [55] - Universe: Employed civilian population 16 years and over.

LOCATION QUOTIENT: LAS VEGAS EMPLOYMENT, BY OCCUPATION, IN RELATION TO SAN MIGUEL COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; SAN MIGUEL COUNTY INDUSTRIES IN RELATION TO NEW MEXICO

Base Geography	Las Vegas			San Miguel	NE Counties
	County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Management; professional; and related occupations	1.04	1.10	1.04	1.00	0.95
Management; business; and financial operations occupations	0.87	0.76	0.77	0.89	1.02
Management occupations; except farmers and farm managers	0.91	0.88	0.78	0.85	0.89
Farmers and farm managers	0.35	0.12	0.50	1.42	4.04
Business and financial operations occupations	0.94	1.15	0.82	0.87	0.71
Business operations specialists	1.03	1.16	0.78	0.76	0.68
Financial specialists	0.87	1.13	0.84	0.97	0.75
Professional and related occupations	1.12	1.31	1.19	1.06	0.91
Computer and mathematical occupations	1.27	1.79	0.45	0.35	0.25
Architecture and engineering occupations	0.96	1.30	0.60	0.63	0.46
Architects; surveyors; cartographers; and engineers	1.37	2.04	0.53	0.39	0.26
Drafters; engineering; and mapping technicians	0.68	0.88	0.73	1.08	0.84
Life; physical; and social science occupations	0.98	1.10	0.60	0.61	0.54
Community and social services occupations	1.53	1.98	2.64	1.73	1.34
Legal occupations	1.02	1.19	0.88	0.86	0.74
Education; training; and library occupations	1.22	1.30	1.61	1.32	1.24
Arts; design; entertainment; sports; and media occupations	0.67	0.79	0.56	0.84	0.71
Healthcare practitioners and technical occupations	0.98	1.20	1.25	1.28	1.04
Health diagnosing and treating practitioners and technical occupations	0.92	1.10	0.98	1.06	0.89
Health technologists and technicians	1.05	1.35	1.92	1.82	1.43
Service occupations	1.00	1.06	1.28	1.27	1.21
Healthcare support occupations	1.41	1.80	2.25	1.60	1.25
Protective service occupations	0.85	0.89	1.25	1.46	1.41
Fire fighting; prevention; and law enforcement workers; including supervisors	0.65	0.65	1.18	1.80	1.82
Other protective service workers; including supervisors	1.34	1.60	1.34	1.00	0.84
Food preparation and serving related occupations	1.21	1.10	1.17	0.97	1.07
Building and grounds cleaning and maintenance occupations	0.70	0.80	1.16	1.66	1.45
Personal care and service occupations	1.03	1.09	1.05	1.02	0.97
Sales and office occupations	1.09	1.19	1.07	0.98	0.90
Sales and related occupations	1.16	1.27	1.06	0.91	0.84
Office and administrative support occupations	1.05	1.13	1.07	1.03	0.95
Farming; fishing; and forestry occupations	0.17	0.05	0.13	0.80	2.84
Construction; extraction; and maintenance occupations	0.92	0.83	0.90	0.98	1.08
Construction and extraction occupations	0.83	0.74	0.86	1.04	1.16
Supervisors; construction and extraction workers	0.85	0.91	1.52	1.79	1.67
Construction trades workers	0.82	0.71	0.81	0.99	1.13
Extraction workers	2.15	0.27	0.12	0.06	0.44
Installation; maintenance; and repair occupations	1.11	1.01	0.96	0.87	0.95
Production; transportation; and material moving occupations	0.67	0.55	0.45	0.66	0.82
Production occupations	0.63	0.50	0.37	0.58	0.74
Transportation and material moving occupations	0.71	0.58	0.52	0.74	0.89
Supervisors; transportation and material moving workers	1.36	1.61	2.52	1.85	1.56
Aircraft and traffic control occupations		0.00	0.00	0.00	0.17
Motor vehicle operators	0.65	0.54	0.48	0.73	0.89
Rail; water and other transportation occupations	1.43	0.35	0.46	0.32	1.32
Material moving workers	0.59	0.55	0.45	0.77	0.82

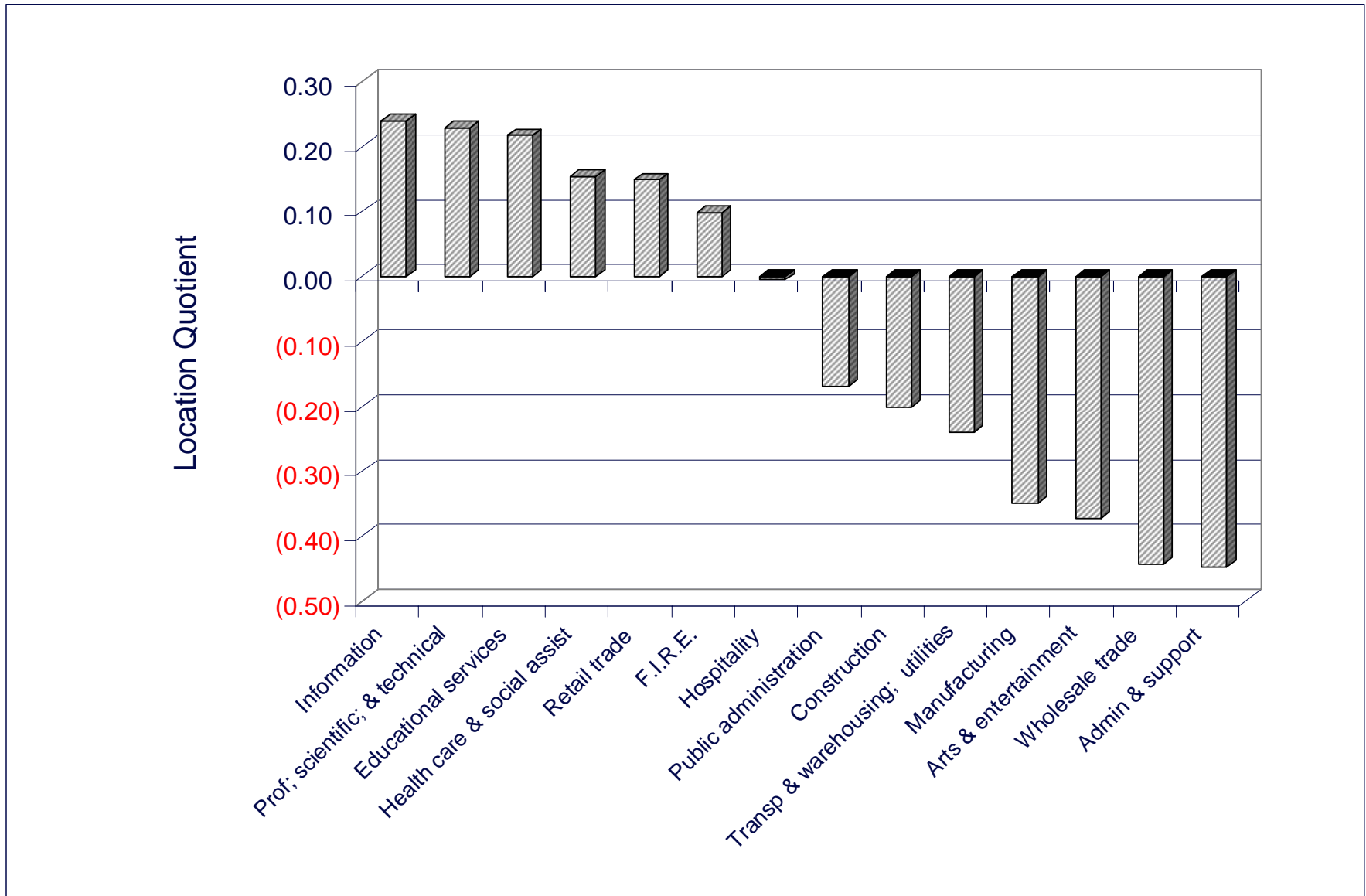
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P50. SEX BY OCCUPATION FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [95] - Universe: Employed civilian population 16 years and over.

LOCATION QUOTIENT: LAS VEGAS EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO SAN MIGUEL COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; SAN MIGUEL COUNTY INDUSTRIES IN RELATION TO NM

Base Geography	Las Vegas			San Miguel	NE Counties
	County	NE Co's	NM	County	NM
Total	1.00	1.00	1.00	1.00	1.00
Private for-profit wage and salary workers	0.50	0.51	0.50	0.50	0.98
Employee of private company	8.12	6.40	8.09	8.09	1.26
Self-employed in own incorporated business	0.19	0.22	0.26	0.26	1.14
Private not-for-profit wage and salary workers	0.31	0.32	0.44	0.44	1.38
Local government workers	0.18	0.24	0.67	0.67	2.81
State government workers	3.17	3.58	2.55	2.55	0.71
Federal government workers	0.09	0.09	0.16	0.16	1.72
Self-employed workers in own not incorporated business	5.80	4.00	10.74	10.74	2.68
Unpaid family workers	0.17	0.06	0.01	0.01	1.83

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51. SEX BY INDUSTRY BY CLASS OF WORKER FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [65] - Universe: Employed civilian population 16 years and over.

LAS VEGAS EMPLOYMENT LOCATION QUOTIENTS, BY INDUSTRY, 2004



Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P49. Calculations by UNM/BBER

LAS VEGAS: BUSINESSES BY INDUSTRY, IN MAINSTREET AREA, 1995 AND 2004

Businesses in Las Vegas by Industry, in Mainstreet Service Area

NAICS	Sector	1995			2004			Change 1995-2004			
		MS	Outside	Total	%	MS	Outside	Total	%	MS	No
11	Agriculture, Forestry, Fishing and Hunting		2	2	0%		1	1	0%		-50%
21	Mining		2	2	0%			0			-100%
22	Utilities	2	2	4	50%	2	2	4	50%	0%	0%
23	Construction	20	29	49	41%	3	30	33	9%	-85%	3%
31-33	Manufacturing	2	9	11	18%	2	4	6	33%	0%	-56%
42	Wholesale trade	2	13	15	13%	7	7	14	50%	250%	-46%
44-45	Retail Trade	15	70	85	18%	23	45	68	34%	53%	-36%
48-49	Transportation & Warehousing	1	12	13	8%	3	5	8	38%	200%	-58%
51	Information	3	4	7	43%	3	3	6	50%	0%	-25%
52	Finance & Insurance	3	14	17	18%	4	16	20	20%	33%	14%
53	Real Estate, Rental & Leasing	1	18	19	5%	2	8	10	20%	100%	-56%
54	Professional, Scientific & Technical Services	14	24	38	37%	7	20	27	26%	-50%	-17%
55	Mgt of Companies	2		2	100%	2		2	100%	0%	
56	Administrative & Support Services	7	12	19	37%	2	17	19	11%	-71%	42%
61	Educational Services	3	7	10	30%	9	4	13	69%	200%	-43%
62	Health Care and Social Assistance	5	20	25	20%	9	57	66	14%	80%	185%
71	Arts, Entertainment and Recreation		2	2	0%	3		3	100%		-100%
72	Accommodations & Food Services	7	26	33	21%	11	40	51	22%	57%	54%
81	Other Services	11	28	39	28%	4	31	35	11%	-64%	11%
92	Public Administration	7	8	15	47%	1	16	17	6%	-86%	100%
99	Other	1		1	100%		3	3	0%	-100%	
Total		106	302	408	26%	97	309	406	24%	-8%	2%

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 1995 and 2004. Calculations by BBER, 2006.

LAS VEGAS: BUSINESSES BY RETAIL & SERVICE SUBSECTOR, IN MAINSTREET SERVICE AREA

NAICS Sector	1995			2004			Change 1995-2004	
	MS	No	%	MS	No	%	MS	No
441 Motor Vehicle & Parts Dealers	2	12	14%	3	7	30%	50%	-42%
442 Furniture & Home Furnishings Stores		3	0%	1	2	33%		-33%
443 Electronics & Appliance Stores		2	0%	1	4	20%		100%
444 Dealers		5	0%	1	3	25%		-40%
445 Food & Beverage Stores	2	14	13%	3	9	25%	50%	-36%
446 Health & Personal Care Stores	1	6	14%	1	2	33%	0%	-67%
447 Gasoline Stations	5	10	33%	4	12	25%	-20%	20%
448 Clothing & Clothing Accessories Stores	2	6	25%	3	3	50%	50%	-50%
451 Sporting Goods, Hobby, Book, & Music Stores		2	0%	2	1	67%		-50%
452 General Merchandise Stores		3	0%		3	0%		0%
453 Miscellaneous Store Retailers	2	11	15%	4	5	44%	100%	-55%
454 Nonstore Retailers	1	8	11%		3	0%	-100%	-63%
511 Publishing Industries		1	0%	1	1	50%		0%
512 Motion Picture & Sound Recording Industries	1	2	33%	1	2	33%	0%	0%
515 Broadcasting (except Internet)	2		100%	1	1	50%	-50%	
517 Telecommunications		1	0%		1	0%		0%
519 Other Information Services					1	0%		
522 Credit Intermediation & Related Activities		8	0%	2	16	11%		100%
524 Insurance Carriers & Related Activities	3	9	25%	2	7	22%	-33%	-22%
531 Real Estate		12	0%	1	6	14%		-50%
532 Rental & Leasing Services	1	5	17%	1	4	20%	0%	-20%
541 Professional, Scientific, & Technical Services	14	29	33%	7	40	15%	-50%	38%
551 Management of Companies & Enterprises	2		100%	2		100%	0%	
561 Administrative & Support Services	7	13	35%	2	19	10%	-71%	46%
611 Educational Services	3	7	30%	9	9	50%	200%	29%
621 Ambulatory Health Care Services	4	44	8%	5	46	10%	25%	5%
622 Hospitals		2	0%		3	0%		50%
623 Nursing & Residential Care Facilities		3	0%	1	4	20%		33%
624 Social Assistance	1	15	6%	3	22	12%	200%	47%
711 Industries		1	0%	1	1	50%		0%
712 Museums, Historical Sites, & Similar Institution					1	0%		
713 Amusement, Gambling, & Recreation Industries		2	0%	2	3	40%		50%
721 Accommodation	1	13	7%	1	20	5%	0%	54%
722 Food Services & Drinking Places	6	39	13%	10	31	24%	67%	-21%
811 Repair & Maintenance	4	13	24%		16	0%	-100%	23%
812 Personal & Laundry Services	5	11	31%	2	12	14%	-60%	9%
813 Organizations	1	5	17%	2	6	25%	100%	20%
814 Private Households	1	3	25%		6	0%	-100%	100%
921 Support	1	2	33%		6	0%	-100%	200%
922 Justice, Public Order, & Safety Activities	2	3	40%		13	0%	-100%	333%
923 Admin of Human Resource Programs	2	2	50%	1	2	33%	-50%	0%
924 Admin of Environmental Quality Programs	1	1	50%		3	0%	-100%	200%
925 Community Development	1	1	50%		4	0%	-100%	300%
926 Admin of Economic Programs		3	0%		2	0%		-33%
TOTAL	78	334	19%	80	366	18%	3%	10%

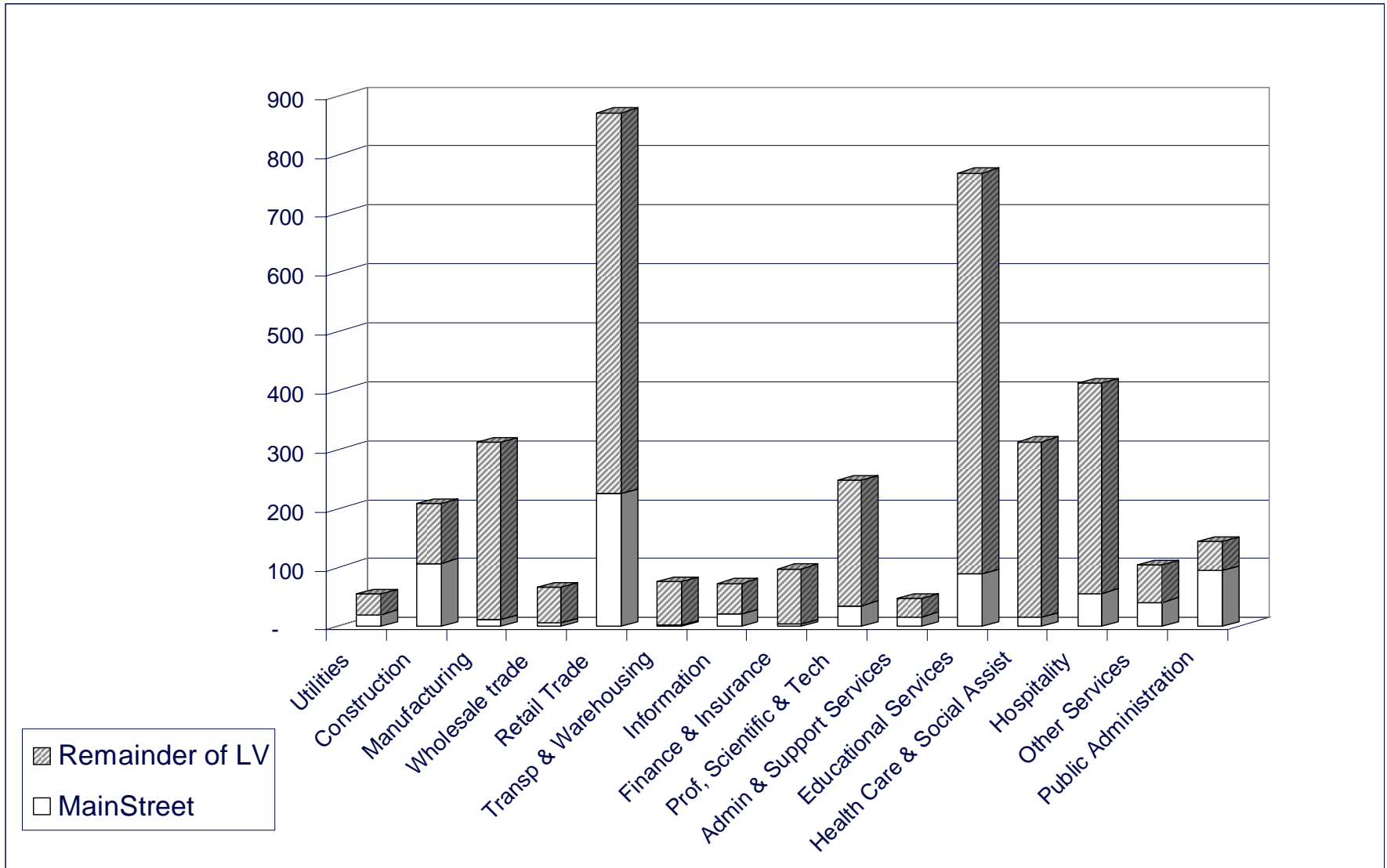
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 1995 and 2002, Calculations by UNM/BBER

LAS VEGAS EMPLOYMENT INDUSTRY, IN MAINSTREET AREA, 1995 AND 2004

NAICS Sector	1995				2004				Change 1995-2004	
	MS	Outside	Total	%	MS	Outside	Total	%	MS	Outside
11 Agriculture, Forestry, Fishing and Hunting	0	6	6	0%	1	1	1	0%	-82%	
21 Mining	0	20	20	0%					-100%	
22 Utilities	19	35	54	36%	10	44	54	18%	-49%	26%
23 Construction	107	101	208	51%	53	154	207	26%	-51%	53%
31-33 Manufacturing	11	301	312	4%	3	33	36	7%	-76%	-89%
42 Wholesale trade	6	61	66	9%	95	16	111	86%	1549%	-74%
44-45 Retail Trade	224	646	871	26%	276	745	1,021	27%	23%	15%
48-49 Transportation & Warehousing	1	74	75	2%	29	20	49	59%	1935%	-73%
51 Information	21	52	73	28%	44	14	58	75%	111%	-72%
52 Finance & Insurance	4	94	97	4%	89	111	200	45%	2273%	18%
53 Real Estate, Rental & Leasing	10	56	66	16%	5	29	34	16%	-50%	-49%
54 Professional, Scientific & Technical Services	34	213	248	14%	11	63	74	14%	-69%	-70%
55 Mgt of Companies	6	0	6	100%	7		7	100%	9%	
56 Administrative & Support Services	16	31	47	33%	3	235	238	1%	-83%	648%
61 Educational Services	88	681	769	11%	1,231	72	1,303	94%	1295%	-89%
62 Health Care and Social Assistance	15	298	313	5%	234	2,174	2,408	10%	1498%	628%
71 Arts, Entertainment and Recreation	0	26	26	0%	8		8	100%		-100%
72 Accommodations & Food Services	55	357	412	13%	105	631	736	14%	90%	77%
81 Other Services	40	64	104	39%	12	90	102	11%	-71%	41%
92 Public Administration	94	49	144	66%	2	202	204	1%	-98%	309%
99 Other	0	0	0			3	3	0%		
Total	753	3,165	3,918	19%	2,215	4,637	6,852	33%	488%	193%

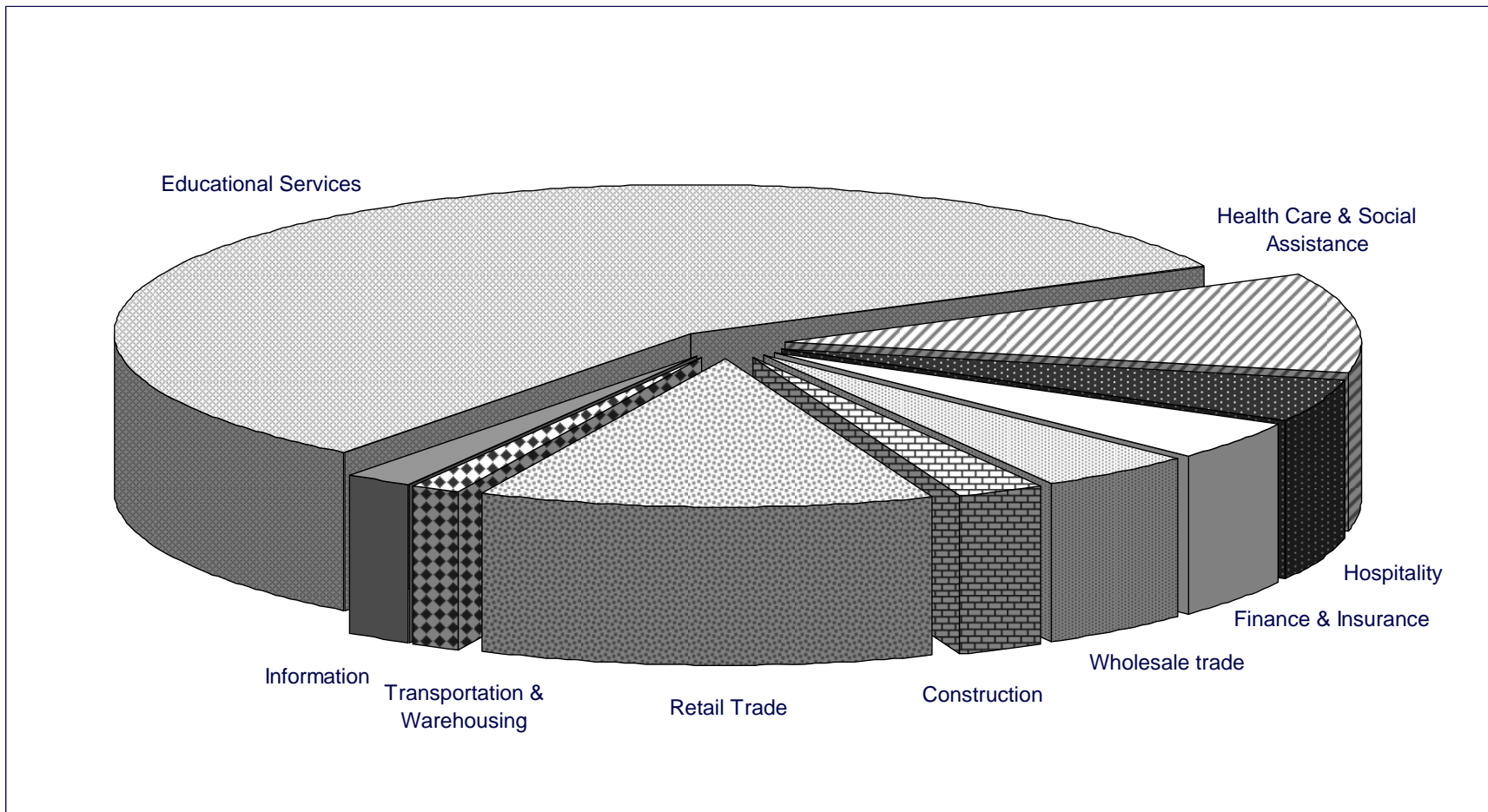
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 1995 and 2004. Calculations by BBER, 2006.

LAS VEGAS EMPLOYMENT, BY INDUSTRY AND GEOGRAPHY, 2004



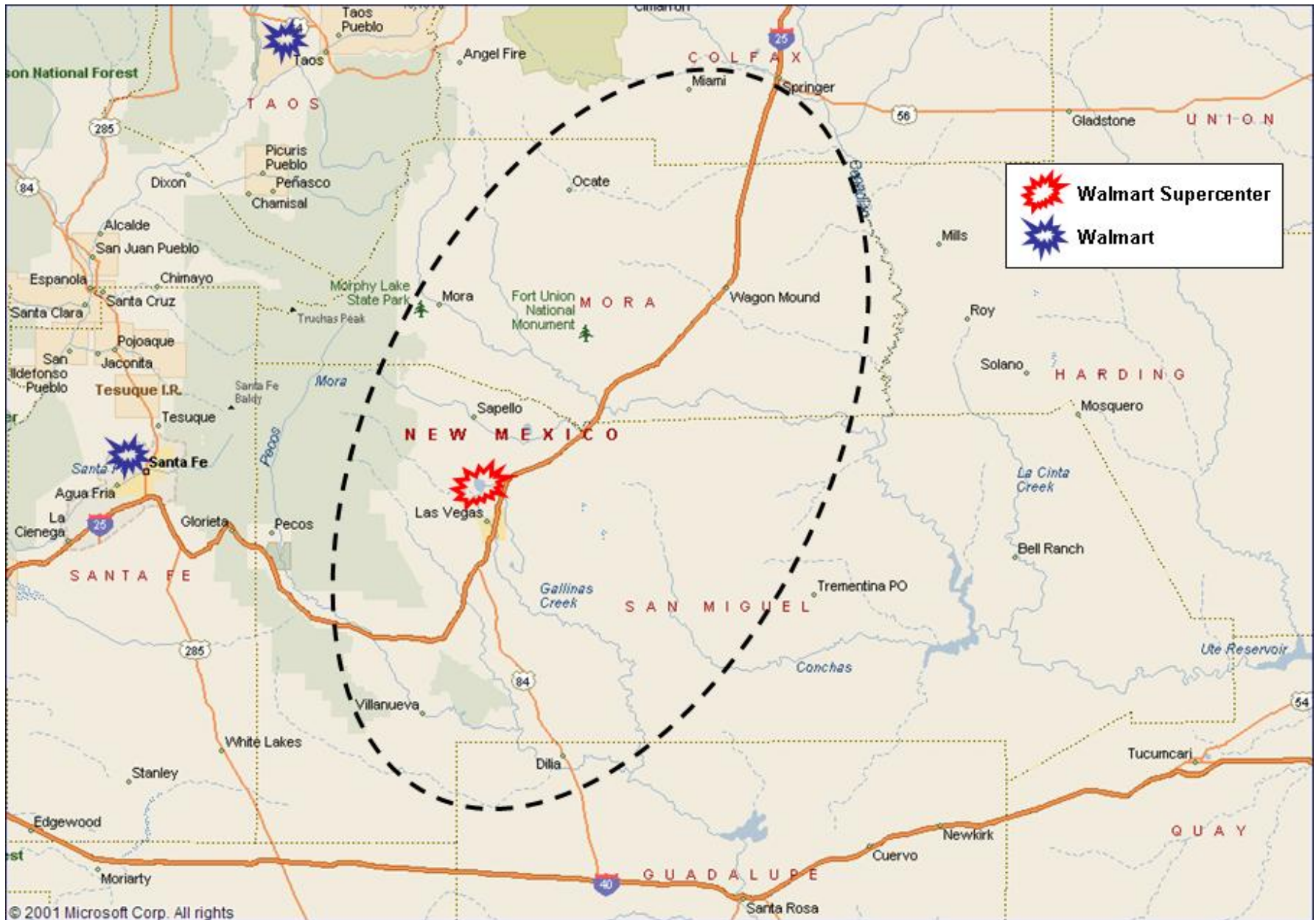
Source: New Mexico Department of Labor, ES-202 (Covered Employment Statistics, 2004)

LAS VEGAS EMPLOYMENT MAINSTREET AREA, BY INDUSTRY, 2004



Source: New Mexico Department of Labor, ES-202 (Covered Employment Statistics, 2004 Las Vegas Market Area)

LAS VEGAS MARKET AREA



LAS VEGAS – PRINCIPAL CONSUMER CLUSTERS

Segment 59 Southwestern Families



These families are the bedrock of the Hispanic culture in the Southwest, most with children. Two-thirds of the households live in owner-occupied, single family dwellings with a median home value of \$52,100. Most employed residents work in blue collar or service occupations. *Southwestern Families* is an ethnically diverse market, with a median age of 28.2 years and a median household income of \$26,600. The presence of children in these households dictates essential children's purchases. Recent purchases include baby and children's products. Households generally own or lease a two-door sedan. Most households purchase used cars over new ones. Residents enjoy fishing, water skiing, playing soccer, going to the movies and dancing. They prefer to rent action videos and comedies, and listen to Hispanic and contemporary hit radio formats.

Segment 33 Midlife Junction



Midlife Junction communities are found in suburbs across the country. Residents are phasing out of their child-rearing years. Approximately half of the households are composed of married-couple families; 31 percent are singles who live alone. The median age is 40.5 years; the median household income is \$43,600. Most of the labor force is still employed but approaching retirement. One-third of the households receive Social Security benefits. Nearly two-thirds of the households are single-family structures; most of the remaining dwellings are apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. Dining out on the weekends at full-service restaurants is a favorite activity; they also patronize fast-food establishments. They enjoy gardening, watching television, and reading books and the newspaper.

Segment 41 Crossroads



Young families living in mobile homes typify *Crossroads* neighborhoods. These growing communities are home to married-couple and single-parent families with children. The median age is 31.9 years. Homeownership is at 77 percent, and the median home value is \$60,300. More than half of the householders live in mobile homes; 36 percent live in single-family dwellings. Employment is chiefly in the manufacturing, construction, retail trade, and service industries. Many homes have dogs. Residents generally shop at discount stores but also frequent convenience stores. They prefer domestic cars and trucks, often buying and servicing used vehicles. Residents watch television, listen to country radio, go fishing, attend auto races, and play the lottery.

Source: ESRI, Community Tapestry. 2006.

LAS VEGAS: HOUSING STOCK AND OCCUPANCY, BY TENURE AND GEOGRAPHY, IN 2000.

	Units			Row %	
	TOTAL	MS Area	Las Vegas, not MS	MS Area	Las Vegas, not MS
Occupied, Total	5,588	453	5,135	8.1%	91.9%
Specified Owner-occupied	3,554	201	3,353	5.7%	94.3%
Specified Renter-occupied	2,034	252	1,782	12.4%	87.6%
Vacant, Total	778	105	673	13.5%	86.5%
For Sale only	65	10	55	15.4%	84.6%
For Rent only	333	34	299	10.2%	89.8%
Other vacant	380	61	319	16.1%	83.9%
TOTAL	6,366	558	5,808	8.8%	91.2%

Source: US Census, 2000. SF1; Table H3.

LAS VEGAS: VACANCY RATES, BY TENURE AND GEOGRAPHY, IN 2000.

	%	
	MS Area	Las Vegas, not MS
For sale only	4.7%	1.6%
For rent only	11.9%	14.4%
TOTAL	18.8%	11.6%

Source: US Census, 2000. SF1; Table H5; calculations by UNM-BBER, 2006.

LAS VEGAS: MONTHLY RENT, BY GEOGRAPHY*

	Units		%	
	MS Area	Las Vegas, not MS	MS Area	Las Vegas, not MS
Less than \$100	0	93	0%	6%
\$100 to \$149	0	73	0%	5%
\$150 to \$199	0	113	0%	8%
\$200 to \$249	16	119	3%	8%
\$250 to \$299	54	97	10%	7%
\$300 to \$349	71	139	14%	10%
\$350 to \$399	56	110	11%	8%
\$400 to \$449	30	79	6%	5%
\$450 to \$499	59	112	11%	8%
\$500 to \$549	34	110	6%	8%
\$550 to \$599	39	110	7%	8%
\$600 to \$649	6	58	1%	4%
\$650 to \$699	16	60	3%	4%
\$700 to \$749	9	59	2%	4%
\$750 to \$799	11	28	2%	2%
\$800 to \$899	0	0	0%	0%
\$900 to \$999	0	11	0%	1%
\$1,000 to \$1,249	8	0	2%	0%
\$1,250 to \$1,499	0	0	0%	0%
\$1,500 to \$1,999	0	0	0%	0%
\$2,000 or more	0	0	0%	0%
No cash rent	116	92	22%	6%
TOTAL	525	1,463	100%	100%

Source: US Census, 2000. SF3; Table H62.

Note: Census SF3 data, which includes all measure of housing affordability, is available on the geographical scale of the block group. The aggregation of block groups does not correspond exactly with the boundaries of the MainStreet area. Thus, MS Area data includes a small proportion of areas outside the MS service area.

**LAS VEGAS: RENT AS A PERCENTAGE OF TOTAL HOUSEHOLD
INCOME IN 1999, BY GEOGRAPHY***

	Units		%	
	MS Area	Las Vegas, not MS	MS Area	Las Vegas, not MS
Less than 10 percent	44	75	8%	5%
10 to 14 percent	31	126	6%	9%
15 to 19 percent	84	146	16%	10%
20 to 24 percent	23	104	4%	7%
25 to 29 percent	8	200	2%	14%
30 to 34 percent	30	102	6%	7%
35 to 39 percent	26	95	5%	6%
40 to 49 percent	52	114	10%	8%
50 percent or more	88	371	17%	25%
Not computed	139	130	26%	9%
TOTAL	525	1,463	100%	100%

Source: US Census, 2000. SF3; Table H69.

Note: Census SF3 data, which includes all measure of housing affordability, is available on the geographical scale of the block group. The aggregation of block groups does not correspond exactly with the boundaries of the MainStreet area. Thus, MS Area data includes a small proportion of areas outside the MS service area.

LAS VEGAS: VALUE OF OWNER-OCCUPIED HOUSING UNITS, BY MORTGAGE STATUS AND GEOGRAPHY*

	Units		%	
	MS Area	Las Vegas, not MS	MS Area	Las Vegas, not MS
Less than \$10,000	0	6	0%	0%
\$10,000 to \$14,999	10	0	1%	0%
\$15,000 to \$19,999	0	9	0%	0%
\$20,000 to \$24,999	0	8	0%	0%
\$25,000 to \$29,999	0	15	0%	1%
\$30,000 to \$34,999	6	17	1%	1%
\$35,000 to \$39,999	37	78	5%	4%
\$40,000 to \$49,999	52	55	8%	3%
\$50,000 to \$59,999	36	128	5%	7%
\$60,000 to \$69,999	50	210	7%	12%
\$70,000 to \$79,999	93	139	14%	8%
\$80,000 to \$89,999	92	335	13%	18%
\$90,000 to \$99,999	142	336	21%	18%
\$100,000 to \$124,999	43	220	6%	12%
\$125,000 to \$149,999	37	86	5%	5%
\$150,000 to \$174,999	26	144	4%	8%
\$175,000 to \$199,999	16	25	2%	1%
\$200,000 to \$249,999	8	0	1%	0%
\$250,000 to \$299,999	23	7	3%	0%
\$300,000 to \$399,999	14	7	2%	0%
\$400,000 or more	0	0	0%	0%
TOTAL	685	1,825	100%	100%

Source: US Census, 2000. SF3; Table H74.

Note: Census SF3 data, which includes all measure of housing affordability, is available on the geographical scale of the block group. The aggregation of block groups does not correspond exactly with the boundaries of the MainStreet area. Thus, MS Area data includes a small proportion of areas outside the MS service area.

**LAS VEGAS: SELECTED MONTHLY OWNER COSTS AS A
PERCENTAGE OF TOTAL HOUSEHOLD INCOME IN 1999, BY
MORTGAGE STATUS AND GEOGRAPHY***

	Units		%	
	MS Area	Las Vegas, not MS	MS Area	Las Vegas, not MS
Housing units with a mortgage:	316	1,101	100%	100%
Less than 10 percent	10	73	3%	7%
10 to 14 percent	40	102	13%	9%
15 to 19 percent	98	135	31%	12%
20 to 24 percent	37	122	12%	11%
25 to 29 percent	63	111	20%	10%
30 to 34 percent	0	148	0%	13%
35 to 39 percent	8	122	3%	11%
40 to 49 percent	20	57	6%	5%
50 percent or more	40	222	13%	20%
Not computed	0	9	0%	1%
Housing units without a mortgage:	369	721	100%	100%
Less than 10 percent	149	304	40%	42%
10 to 14 percent	83	108	22%	15%
15 to 19 percent	37	52	10%	7%
20 to 24 percent	26	70	7%	10%
25 to 29 percent	0	46	0%	6%
30 to 34 percent	28	48	8%	7%
35 to 39 percent	10	24	3%	3%
40 to 49 percent	10	23	3%	3%
50 percent or more	17	39	5%	5%
Not computed	9	7	2%	1%

Source: US Census, 2000. SF3; Table H94.

Note: Census SF3 data, which includes all measure of housing affordability, is available on the geographical scale of the block group. The aggregation of block groups does not correspond exactly with the boundaries of the MainStreet area. Thus, MS Area data includes a small proportion of areas outside the MS service area.