

The National Visitor Use Monitoring Survey

The Bureau of Business and Economic Research (BBER) conducted the National Visitor Use Monitoring (NVUM) survey for the U.S. Department of Agriculture, Forest Service (USDA FS), of Cibola National Forest (CNF) visitors this past federal fiscal year.¹ The NVUM survey is designed to estimate the number of National Forest and Grassland recreation visits, visitor demographics, visitor spending and visitor satisfaction, and results are available to the public. Although estimates from the survey BBER just conducted are not yet published, estimates are available from the previous survey (FY 2006). (BBER did not conduct the FY 2006 survey.) This article will provide background for the NVUM survey and give selected estimates from the FY 2006 CNF-NVUM survey.

Background

The initial NVUM survey was designed by a team of research scientists and Forest Service staff in 1998. The first cycle was implemented nationwide from January 2000 through September 2003. The survey was improved and refined and the second cycle of the NVUM survey was conducted from FY 2005 through FY 2009. The initial cycle allowed the Forest Service staff to better identify sample sites within each National Forest and Grassland, to better classify sample days into use level strata, and improve sampling plans and quality control procedures. These improvements increased the accuracy and validity of the recreation visit estimates and subsequent visitor demographics, spending and satisfaction estimates. The third cycle of the NVUM survey runs from FY 2010 through FY 2014.

The NVUM survey satisfies many demands. The number of recreation visits and the quality of those visits are required for National Forest Plans, Executive Order 12862 (Setting Customer Service Standards), and the National Recreation Agenda. Also, use levels and user satisfaction are required for the Forest Service's Strategic and Annual Performance Plans. Congress, Forest Service managers, state agencies, and private industry also use the NVUM survey to make sound decisions that benefit the public and protect natural resources.

Survey Design

To estimate the total number of visitors and their characteristics, the full sample set of days was defined and a portion was sampled. The estimates from these sample days were then inflated to estimate the full set.

The sampled set is classified by recreation site use and use level to reduce variability and increase estimate accuracy. The sites are classified into five use types and the use levels are classified into four use levels. The site types are: Day Use Developed Sites (DUDS), Overnight Use Developed Sites (OUDS), Designated Wilderness Areas (Wilderness), General Forest Areas (GFA), and View Corridors (VC). DUDS include picnic areas, interpretive sites, and downhill ski areas and provide for a high degree of visitor comfort and/or educational opportunities. OUDS include campgrounds. "Wilderness" areas in the National Forest System are part of the designated National Wilderness Preservation system. The VC's include interstate, state

¹ BBER did not conduct the NVUM survey on the Cibola National Grasslands, which includes the Kiowa, Rita Blanca, Black Kettle and McClellan Creek Ranger Districts in northern New Mexico, western Oklahoma, and northern Texas.

Stratum ¹	Use Level or Proxy Codes ²	Site Days ³ in the Use Level/Proxy Code Universe	Days Sampled ⁴ Out of the Universe	Sampling Rate (%)
DUDS	VERY HIGH	40	12	30.0
DUDS	HIGH	95	15	15.8
DUDS	MEDIUM	1,071	15	1.4
DUDS	LOW	3,038	9	0.3
DUDS	FR1	308	13	4.2
DUDS	FR5	338	8	2.4
DUDS	ST1	118	10	8.5
OUDS	MEDIUM	17	3	17.6
OUDS	LOW	208	1	0.5
OUDS	DUR5	579	13	2.2
OUDS	FE4	859	7	0.8
GFA	HIGH	235	13	5.5
GFA	MEDIUM	1,813	14	0.8
GFA	LOW	20,826	10	0.0
WILDERNESS	HIGH	438	13	3.0
WILDERNESS	MEDIUM	651	24	3.7
WILDERNESS	LOW	6,653	15	0.2
TOTAL		37,287	195	0.5

1 Stratum is the combination of the site type and use level or proxy code.
2 Proxy codes are specific sample sites that incorporate administrative information into visitor counts and do not rely on traffic counters. The proxy codes are as follows: FR, fee receipts; ST, skier tickets; DUR, daily use record; and FE, fee envelope.
3 The number of site days may exceed the days in the year because of multiple sites for the various types and use levels. There were a total of 224 sites in the Cibola National Forest.
4 Sample days were independently drawn.

Source: U.S.D.A., Forest Service, Natural Resource Manager (2011). Visitor Use Report, Cibola National Forest, National Visitor Use Monitoring Data, collected FY 2006.
http://apps.fs.usda.gov/nrm/nvum/results/ReportCache/Rnd2_U0300301_Master_Report.pdf

and county highways that visitors use to pass through the forest to view the scenery. The use levels are low, medium, high, or very high, and represent the expected use level for the site on a specific day. Table 1 displays the combination of site types and use levels and the number of times they were sampled in FY 2006 for CNF.

Sample Design

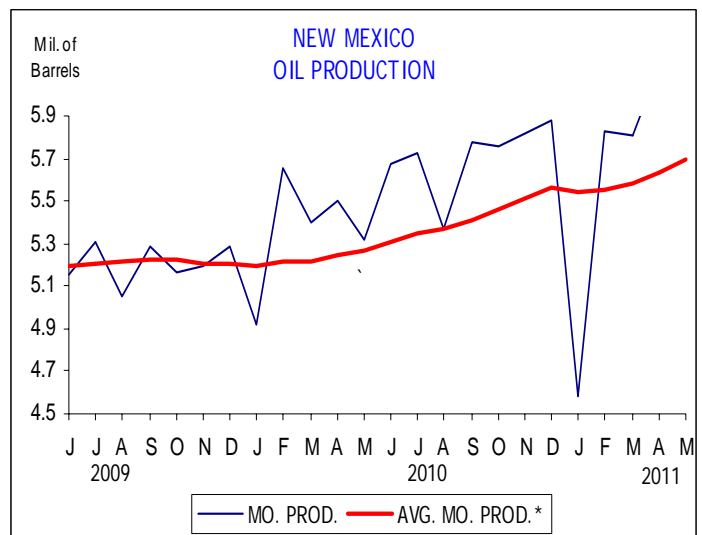
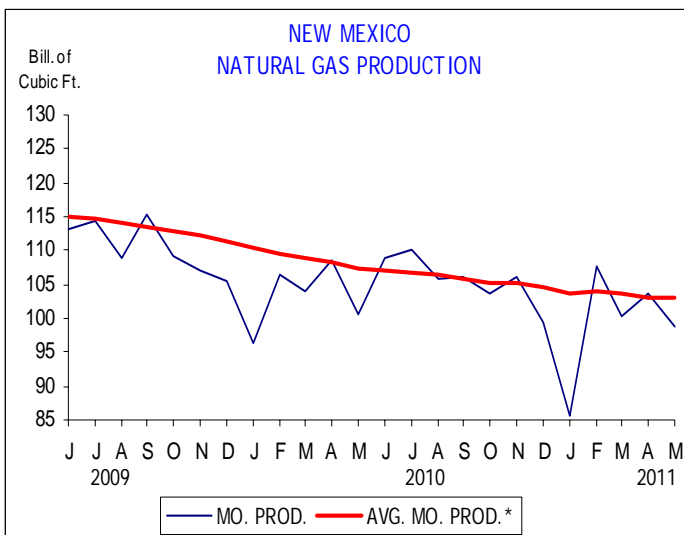
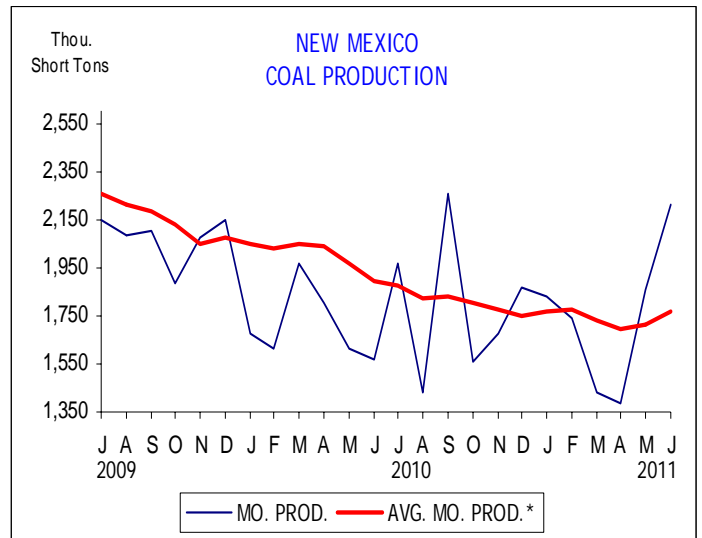
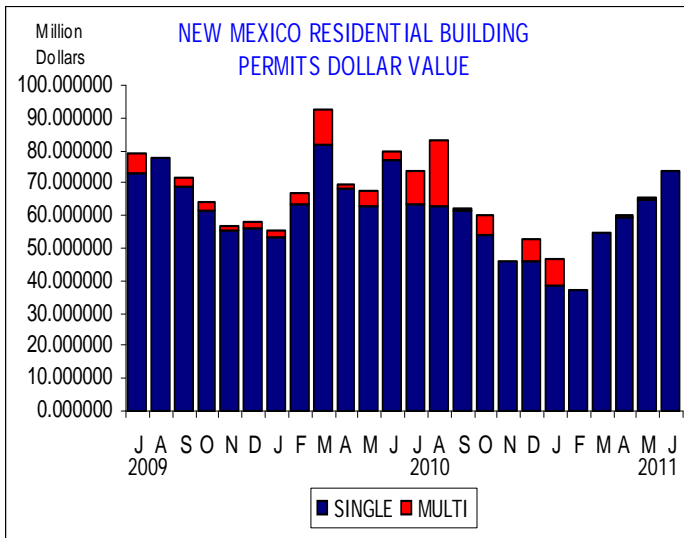
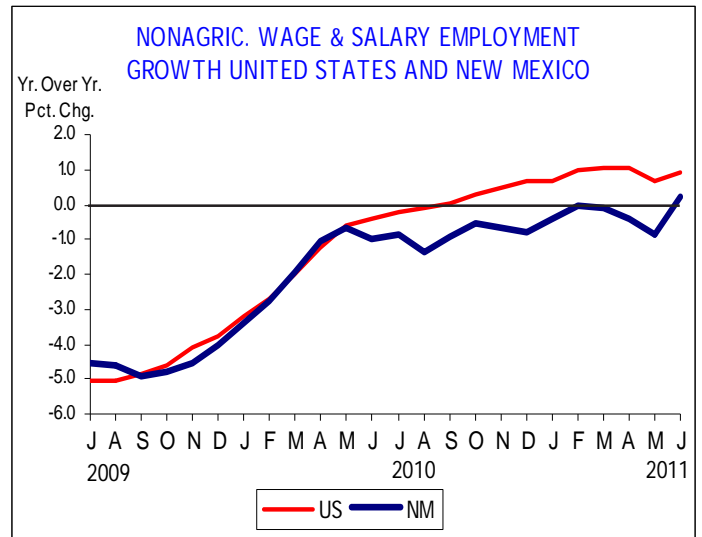
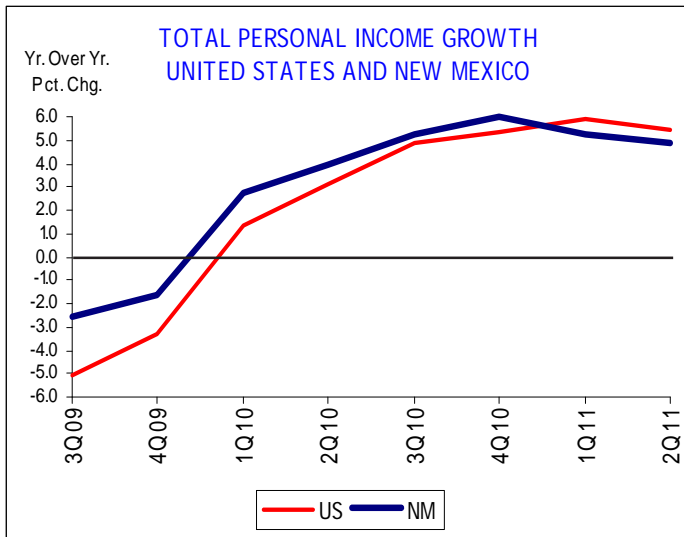
The NVUM survey is designed to produce statistically valid estimates of the number of forest visits, visitor demographics, spending, and satisfaction at the national, regional, and forest level, but not at the ranger district or site level. Map 1 on page 9 displays the CNF and its component ranger districts. Each National Forest and Grassland is sampled once per cycle period and the surveys are conducted from October through September, for a total duration of one year.

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See page 10 for details.

CURRENT NEW MEXICO AND U.S. ECONOMIC INDICATORS



* 12 month average. For example, the point for June 2011 represents an average of data from May 2010 through June 2011.

U.S. ECONOMIC INDICATORS

	Current		% Chg. Year Ago	Previous Mo./Qtr. Data
	Mo./Qtr.	Data		
Consumer Price Index (1982-84=100)				
All Urban Consumers				
All items	Jun 11	225.7	3.6	226.0
Food and Beverages	Jun 11	227.5	3.6	227.1
Housing	Jun 11	219.6	1.3	218.5
Apparel	Jun 11	120.6	1.9	122.3
Transportation	Jun 11	216.9	12.6	220.3
Medical Care	Jun 11	399.6	2.9	399.4
Other Goods and Services	Jun 11	386.2	1.4	385.5
Urban Wage Earners and Clerical Workers				
All Items	Jun 11	222.5	4.1	223.0
Gross domestic product ¹ (\$Bil. constant)	2Q 11	\$13,260.5	1.5	\$13,227.9
Prime interest rate ² (% per annum)	Jun 11	3.25	-	3.25
Mortgage interest rate ³ (% per annum)	Jun 11	4.61	-	4.86
3 month treasury bill ⁴ (% per annum)	Jun 11	0.04	-	0.04
Industrial production ⁵ (2007=100)	Jun 11	93.3	3.7	93.0
Manufacturers new orders ⁵ (\$Bil.)	Jun 11	\$442.7	13.5	\$444.5

Note: Selected data items subject to revision. **1** 2005 dollars at seasonally adjusted annual rates. **2** Closing rate for month. **3** Effective rate (in the primary market) on conventional mortgages reflecting fees and charges as well as contract rate and assumed, on the average, repayment at end of 10 years. **4** High bill rate at auction, issue date within period, bank-discount basis. Data are stop yields from uniform-price auctions. **5** Monthly data seasonally adjusted. **Source:** U.S. Bureau of Labor Statistics, consumer price index data; U.S. Council of Economic Advisors, *Economic Indicators*, all other data.

NEW MEXICO AND U.S. ECONOMIC COMPARISONS

	New Mexico				United States		
	Current Mo./Qtr.	Current Mo./Qtr. Data	% Chg. Year Ago	Previous Mo./Qtr. Data	Current Mo./Qtr. Data	% Chg. Year Ago	Previous Mo./Qtr. Data
Employment (000)	Jun 11	868.8	-0.7	875.3	140,129	0.2	140,028
Unemployment rate (%)	Jun 11	7.8	-	6.5	9.3	-	8.7
Nonagricultural employment (000)	Jun 11	805.5	0.2	804.6	132,144	0.9	131,707
Personal income ¹ (\$Mil.)	2Q 11	\$72,012	4.9	\$71,231	\$12,975,924	5.4	\$12,828,663
Housing units permitted							
Single	Jun 11	393	-4.8	363	40,870	-4.7	39,215
Multi	Jun 11	3	-88.9	2	21,566	32.3	17,057

p Preliminary.

¹ Quarterly data seasonally adjusted at annual rates.

Note: Selected data items subject to revision.

Sources: New Mexico Dept. of Workforce Solutions and U.S. Bureau of Labor Statistics, employment and unemployment data; U.S. Dept. of Commerce, Bureau of Economic Analysis, income data; U.S. Dept. of Commerce, Bureau of the Census and individual permit-issuing agencies, construction data.

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NEW MEXICO ECONOMIC INDICATORS

	Current Mo./Qtr.	Current Data	%Chg. From a Year Ago	12-Mo./4-Qtr. Averages	
				Current	% Chg. From Previous ¹
1. GENERAL					
Civilian labor force ² (000s)	Jun 11	942.4	-1.7	950.2	0.4
Employment (000s)	Jun 11	868.8	-0.7	873.3	0.2
Unemployment (000s)	Jun 11	73.6	-12.4	76.9	2.1
Unemployment rate (%)	Jun 11	7.8	-	8.1	-
Weekly new unemployment insurance claims	Jun 11	1,830	-6.1	1,768	-2.0
Nonagricultural wage & salary employment ³ (000s)	Jun 11	805.5	0.2	800.6	-0.6
All industries average weekly wages (\$) ^{p,4}	1Q 11	\$738	3.1	\$761	2.9
Personal income ⁵ (\$ mil.)	2Q 11	\$72,012	4.9	\$70,663	5.3
2. AGRICULTURE					
Receipts for all agricultural commodities (\$ mil.)	Jun 11	\$291.9	21.2	\$298.2	27.8
Livestock (\$ mil.)	Jun 11	\$211.6	28.1	\$228.9	27.4
Crops (\$ mil.)	Jun 11	\$80.2	6.1	\$69.3	29.0
Milk production (mil. lbs.)	Jun 11	689	1.9	667	2.7
Milk cows (000s head)	Jun 11	328	0.9	323	0.8
Milk per cow (lbs. per head)	Jun 11	2,100	1.0	2,067	1.8
3. MINING & LOGGING					
Total employment ^{f,3} (000s)	Jun 11	20.1	7.5	19.1	8.1
Mining average weekly wages (\$) ^{p,4}	1Q 11	\$1,372	1.0	\$1,443	12.3
Coal production (000 short tons)	Jun 11	2,206	40.8	1,767	-6.5
Oil sales (\$ mil.) ^f	May 11	\$580.3	49.7	\$468.4	25.7
Oil volume of production (mil. bbls.) ^f	May 11	6.1	11.6	5.6	7.6
Gas sales (\$ mil.) ^f	May 11	\$649.2	18.1	\$556.9	1.7
Gas volume of production (bil. cf.) ^f	May 11	103.8	-4.3	103.2	-4.6
4. CONSTRUCTION					
Total employment ^{f,3} (000s)	Jun 11	40.4	-8.4	42.7	-4.5
Average weekly wages (\$) ^{p,4}	1Q 11	\$738	-0.3	\$781	-0.6
Residential units permitted	Jun 11	396	-10.0	337	-16.5
Residential building permit value (\$ mil.)	Jun 11	\$73.9	-7.5	\$59.8	-14.5
Nonresidential const. contract value (\$ mil.)	Jun 11	\$164.2	101.4	\$101.2	-31.4
Nonbuilding const. contract value (\$ mil.)	Jun 11	\$331.2	669.4	\$98.7	-18.5
5. MANUFACTURING					
Total employment ^{f,3} (000s)	Jun 11	29.0	0.0	28.9	-1.1
Average weekly wages (\$) ^{p,4}	1Q 11	\$1,091	9.4	\$1,026	7.2
6. WHOLESALE TRADE					
Total employment ³ (000s)	Jun 11	23.5	5.4	22.1	1.7
Average weekly wages (\$) ^{p,4}	1Q 11	\$915	0.8	\$939	2.2
7. RETAIL TRADE					
Total employment ^{f,3} (000s)	Jun 11	93.2	4.0	90.9	0.7
Average weekly wages (\$) ^{p,4}	1Q 11	\$477	3.9	\$489	2.9
Taxable gross receipts (\$ mil.) ^{f,*}	2Q 11	\$3,781.5	5.8	\$3,692.1	2.5
8. TRANSPORTATION, WAREHOUSING & UTILITIES					
Total employment ^{f,3} (000s)	Jun 11	21.6	2.9	22.0	1.8
Transp. & warehousing average weekly wages (\$) ^{p,4}	1Q 11	\$763	6.9	\$781	4.2
Utilities average weekly wages (\$) ^{p,4}	1Q 11	\$1,431	1.9	\$1,356	3.5
9. INFORMATION					
Total employment ^{f,3} (000s)	Jun 11	14.0	-6.7	14.1	-4.9
Average weekly wages (\$) ^{p,4}	1Q 11	\$856	9.7	\$821	2.2

* Data from quarterly gross receipts reports may differ from monthly averages. **na** Not available. **p** Preliminary. **r** Revised. **1** For example, in the report that contains June 2011 figures this would be the percent change from the average of July 2009-June 2010 to the average of July 2010-June 2011. For quarterly data, the average column represents the average of four quarters. **2** Number of employed and unemployed persons by place of residence. **3** Number of jobs by place of work. **4** Wages represent gross pay, including commissions, bonuses and over time. **5** Quarterly data seasonally adjusted at annual rates. **6** Does not include insurance and real estate agents working on commission. **7** Includes Albuquerque, Rio Rancho, Bernalillo/Algodones, Placitas, Corrales, the East Mountains and Valencia County. **8** Includes Santa Fe City and Santa Fe County only. **9** Based on information from Santa Fe Assoc. of REALTORS® MLS for the period Apr. 2011 to Jun. 2011. This representation is based in whole or in part on data supplied by SFAR MLS who does not guarantee nor is in any way responsible for its accuracy. Data maintained by SFAR MLS may not reflect all real estate activity in the market. **10** Commercial passenger traffic includes enplanements and deplanements. **11** Includes recurring and non-recurring revenues.

NEW MEXICO ECONOMIC INDICATORS (continued)

	Current Mo./Qtr.	Current Data	%Chg. From a Year Ago	12-Mo./4-Qtr. Averages	
				Current	%Chg. From Previous1
10. FINANCIAL ACTIVITIES					
Total employment ^{f,3} (000s)	Jun 11	33.6	1.8	32.9	-1.5
Finance & insurance average weekly wages (\$) ^{p,4,6}	1Q 11	\$983	6.0	\$984	5.8
Real estate & rental & leasing avg. wkly. wages (\$) ^{p,4,6}	1Q 11	\$637	9.1	\$647	7.6
Albuquerque Area ⁷ Median Sales Price:					
Existing Single-Family Detached (\$000s)	2Q 11	\$165.0	-7.6	-	-
Existing Condo/Townhome Attached (\$000s)	2Q 11	\$135.0	-6.9	-	-
Santa Fe City/County ⁸ Median Sales Price ⁹ :					
Existing Single-Family Detached (\$000s)	2Q 11	\$365.0	5.8	-	-
Existing Condo/Townhome Attached (\$000s)	2Q 11	\$237.2	-5.2	-	-
11. PROFESSIONAL & BUSINESS SERVICES					
Total employment ^{f,3} (000s)	Jun 11	93.8	-6.5	94.6	-6.3
Professional & technical serv. avg. wkly. wages (\$) ^{p,4}	1Q 11	\$1,293	4.1	\$1,343	3.9
Mgt. of cos. & enterprises avg. weekly wages (\$) ^{p,4}	1Q 11	\$1,219	-1.8	\$1,140	1.3
Admin. & waste & remed. serv. avg. wkly. wages (\$) ^{p,4}	1Q 11	\$613	4.6	\$616	1.4
12. EDUCATIONAL & HEALTH SERVICES					
Total employment ^{f,3} (000s)	Jun 11	124.0	5.4	121.8	2.3
Educational services average weekly wages (\$) ^{p,4}	1Q 11	\$589	0.2	\$633	2.1
Health care & social assist. avg. weekly wages (\$) ^{p,4}	1Q 11	\$693	3.0	\$729	1.8
13. LEISURE AND HOSPITALITY					
Total employment ^{f,3} (000s)	Jun 11	85.9	-0.3	84.5	1.0
Arts, entertainment & recreation avg. wkly. wages (\$) ^{p,4}	1Q 11	\$346	0.3	\$367	1.1
Accommodation & food serv. avg. weekly wages (\$) ^{p,4}	1Q 11	\$279	0.7	\$294	2.2
Eating & drinking place taxable gross receipts (\$ mil.)	2Q 11	\$681.8	4.8	\$654.1	5.6
Visits to state parks (000s)	Jun 11	638.9	-14.4	379.7	-4.4
Visits to national parks/monuments (000s)	Jun 11	160.6	-13.7	134.2	-0.2
Passenger traffic at Albuquerque airport ¹⁰ (000s)	Jun 11	529.7	-4.1	478.5	-1.6
Lodgers tax receipts (\$000s)	1Q 11	\$9,022.9	-4.1	\$10,387.8	9.9
Lodging occupancy rates (%)	Jun 11	69.4	-	59.4	-
14. OTHER SERVICES					
Total employment ^{f,3} (000s)	Jun 11	29.9	0.0	28.9	1.6
Average weekly wages (\$) ^{p,4}	1Q 11	\$522	4.2	\$535	3.4
15. GOVERNMENT					
Total employment ^{f,3,9} (000s)	Jun 11	196.5	-0.2	198.1	-0.7
Federal employment ^{f,3} (000s)	Jun 11	33.9	-6.4	33.3	0.5
State employment ^{f,3} (000s)	Jun 11	54.8	4.2	58.2	-1.5
State education employment ^{f,3} (000s)	Jun 11	22.1	-9.1	26.5	-3.9
Local employment ^{f,3} (000s)	Jun 11	107.8	-0.3	106.6	-0.7
Local education employment ^{f,3} (000s)	Jun 11	56.4	-1.1	57.2	-0.9
Federal gov. average weekly wages (\$) ^{p,4}	1Q 11	\$1,235	4.0	\$1,257	1.3
State gov. average weekly wages (\$) ^{p,4}	1Q 11	\$849	2.0	\$891	0.4
Local gov. average weekly wages (\$) ^{p,4}	1Q 11	\$630	0.0	\$679	1.0
Total general fund revenues ¹¹ (\$ mil.)	Mar 11	\$482.9	15.6	\$457.9	8.0
Recurring (\$ mil.)	Mar 11	\$479.7	14.9	\$430.9	8.9
Nonrecurring (\$ mil.)	Mar 11	\$3.2	604.9	\$27.1	-5.2

Note: Selected data items subject to revision. Wage data through 2010 have been revised. **Sources:** NM Dept. of Workforce Solutions, Economic Research and Analysis, Sections 1, 3 through 15; U.S. Bureau of Labor Statistics, Sections 1, 3 through 15; U.S. Dept. of Commerce, Bureau of Economic Analysis, Section 1; U.S. Dept. of Agriculture, Section 2; NM Taxation and Revenue Dept., Sections 3, 7, 13; U.S. Dept. of Energy, Energy Information Admin., Section 3; U.S. Dept. of Commerce, Bureau of the Census and individual building permit-issuing agencies, Section 4; McGraw Hill Construction, *Dodge Local Construction Potentials*, Section 4; Greater Albuquerque Association of REALTORS®, Section 10; Santa Fe Association of REALTORS®, Section 10; NM Energy Minerals and Natural Resources Dept., Park and Recreation Div., Section 13; U.S. National Park Service, Section 13; City of Albuquerque, Albuquerque International Sunport, Section 13; NM Dept. of Finance and Admin., Local Government Div., Section 13; *Rocky Mountain Lodging Report*, Section 13; NM Dept. of Finance and Admin., Section 15.

ECONOMIC INDICATORS FOR CITIES AND METRO AREAS**Taxable Gross Receipts*^{1,2} from Retail Trade, Selected Cities (\$000)**

City	Current	% Chg.	Previous	City	Current	% Chg.	Previous
	3 Month	Average	3 Month		3 Month	Average	3 Month
	Average ³	Year	Average ³		Average ³	Year	Average ³
	Apr-Jun ⁴	Ago	Jan-Mar ⁴		Apr-Jun ⁴	Ago	Jan-Mar ⁴
Alamogordo	\$25,949	6.0	\$23,858	Las Cruces	\$82,723	0.4	\$82,290
Albuquerque	399,050	-0.6	381,789	Las Vegas	9,572	-1.7	8,823
Artesia	14,040	24.1	12,440	Los Alamos	5,965	-10.1	5,541
Carlsbad	24,079	19.4	23,772	Portales	8,550	4.5	8,138
Clovis	28,869	2.6	27,587	Rio Rancho	31,078	-4.2	29,035
Deming	9,541	10.2	8,984	Roswell	38,352	16.4	37,074
Espanola	13,941	-2.7	11,561	Ruidoso	7,014	2.9	6,443
Farmington	68,701	0.3	64,839	Santa Fe	95,400	1.9	82,173
Gallup	29,891	1.2	31,609	Silver City	14,099	3.3	13,288
Hobbs	41,452	14.5	37,678	Taos	14,522	0.9	13,186
				State total	1,254,689	5.4	1,164,808

* The NM Taxation and Revenue Dept. has identified overestimation in some sectors that will be corrected with future revisions.

1 Taxable gross receipts are total retail sales less all applicable exemptions and deductions. Deductions are designed to make the gross receipts tax reach only receipts from sales to final users. **2** Food and various medical deductions were implemented in 2005. The above data are the sum of taxable gross receipts (as currently defined) plus food and medical deductions. This maintains comparability with the pre-2005 database. **3** Averages are used to smooth out fluctuations in the data which are not caused by changes in economic conditions. **4** Receipts based on month of activity. **Source:** NM Taxation and Revenue Dept.

Estimated Civilian Labor Force and Employment

	New Mexico		Albuquerque MSA ¹		Farmington MSA ²		Las Cruces MSA ³		Santa Fe MSA ⁴	
	% Chg.		% Chg.		% Chg.		% Chg.		% Chg.	
	Jun	Year	Jun	Year	Jun	Year	Jun	Year	Jun	Year
	2011	Ago	2011	Ago	2011	Ago	2011	Ago	2011	Ago
Total Civilian Labor Force ^{5,p}	942,386	-1.7	402,461	-1.8	56,617	-1.9	91,873	-2.1	77,191	-1.2
Employment	868,801	-0.7	369,431	-0.7	51,933	0.2	84,462	-1.7	72,369	-0.3
Unemployment	73,585	-12.4	33,030	-12.2	4,684	-20.4	7,411	-5.8	4,822	-13.1
Unemployment rate (%)	7.8	-	8.2	-	8.3	-	8.1	-	6.2	-
Total Nonagricultural Wage & Salary Employment ^{5,r}	805,500	0.2	370,000	-0.8	49,200	0.0	67,300	-2.0	61,700	0.0
Private Sector	609,000	0.4	286,800	-1.0	37,600	0.5	47,200	-1.7	44,800	0.7
<i>Goods Producing</i>	89,500	-2.5	36,500	-6.9	10,500	0.0	6,300	-1.6	3,800	2.7
<i>Services Providing</i>	519,500	0.9	250,300	-0.1	27,100	0.7	40,900	-1.7	41,000	0.5
Mining & Logging & Construction	60,500	-3.7	19,100	-11.6	*	-	3,700	2.8	3,000	3.4
Mining & Logging	20,100	7.5	#	-	*	-	#	-	#	-
Construction	40,400	-8.4	#	-	*	-	#	-	#	-
Manufacturing	29,000	0.0	17,400	-1.1	*	-	2,600	-7.1	800	0.0
Wholesale Trade	23,500	5.4	12,300	-0.8	*	-	1,400	-6.7	1,000	0.0
Retail Trade	93,200	4.0	40,700	0.5	*	-	7,000	1.4	8,500	0.0
Transp., Whsing & Utilities	21,600	2.9	9,100	-1.1	*	-	1,600	6.7	700	0.0
Information	14,000	-6.7	8,100	-12.0	*	-	800	-11.1	800	-20.0
Financial Activities	33,600	1.8	17,400	-3.3	*	-	2,300	-4.2	2,600	0.0
Professional & Business Services	93,800	-6.5	57,200	0.7	*	-	7,500	-5.1	4,500	2.3
Educational & Health Services	124,000	5.4	53,400	-1.5	*	-	11,700	0.0	9,600	-1.0
Leisure & Hospitality	85,900	-0.3	40,000	4.7	*	-	7,000	-2.8	9,700	4.3
Other Services	29,900	0.0	12,100	0.0	*	-	1,600	0.0	3,600	0.0
Government	196,500	-0.2	83,200	-0.1	11,600	-1.7	20,100	-2.9	16,900	-1.7
Federal	33,900	-6.4	15,900	-5.4	1,800	-5.3	4,000	-11.1	1,300	-7.1
State	54,800	4.2	24,500	1.2	500	0.0	7,200	0.0	8,500	2.4
Local	107,800	-0.3	42,800	1.2	9,300	-1.1	8,900	-1.1	7,100	-5.3

Suppressed. Included in "Mining & Logging & Construction" super sector. * Suppressed. Included in total. **p** Preliminary. **r** Revised.

1 Bernalillo, Sandoval, Torrance and Valencia counties. **2** San Juan Co. **3** Dona Ana Co. **4** Santa Fe Co. **5** Civilian labor force data are by place of residence and include self-employed persons and agricultural workers. Wage and salary employment data are by place of work.

Note: Data have been revised and are subject to future revisions. **Source:** NM Dept. of Workforce Solutions, Economic Research & Analysis.

ECONOMIC INDICATORS FOR CITIES AND METRO AREAS (continued)

New Mexico Construction^{1, p} Selected Cities

	Number of Building Units or Permits ²					Value of Building Permits (\$000)				
	Cumulative Total					Cumulative Total				
	Jun 2011	Jun 2010	Jun 2011	Jun 2010	% Chg.	Jun 2011	Jun 2010	Jun 2011	Jun 2010	% Chg.
New Residential³										
Albuquerque	96	83	494	534	-7.5	\$15,892	\$12,107	\$77,578	\$74,363	4.3
Single Family	96	68	420	446	-5.8	15,892	10,320	68,951	67,521	2.1
Multi Family	0	15	74	88	-15.9	0	1,787	8,627	6,842	26.1
Carlsbad	4	4	25	30	-16.7	647	618	3,969	4,728	-16.0
Clovis	18	8	64	105	-39.0	4,571	1,837	15,236	21,390	-28.8
Farmington	7	11	44	150	-70.7	1,254	2,143	7,754	19,648	-60.5
Gallup	1	0	1	0	-	400	0	400	0	-
Hobbs	2	2	9	70	-87.1	409	447	1,775	10,033	-82.3
Las Cruces	46	52	262	358	-26.8	8,563	9,674	45,864	61,708	-25.7
Los Alamos	0	1	3	2	50.0	0	100	917	300	205.8
Rio Rancho	51	83	178	286	-37.8	9,104	15,283	31,752	52,693	-39.7
Roswell	2	2	15	21	-28.6	321	454	2,287	3,360	-31.9
Ruidoso	3	8	20	27	-25.9	820	1,583	4,142	6,143	-32.6
Santa Fe	10	22	78	94	-17.0	1,544	3,160	14,549	17,206	-15.4
New Nonresidential										
Albuquerque	0	2	18	14	28.6	\$0	\$369	\$31,308	\$13,291	135.6
Carlsbad	2	0	8	3	166.7	194	0	9,932	3,532	181.2
Clovis	2	1	9	8	12.5	258	45	1,283	1,929	-33.5
Farmington	1	1	6	5	20.0	985	4,200	5,182	6,288	-17.6
Gallup	0	0	2	0	-	0	0	50	0	-
Hobbs	2	0	8	5	60.0	1,900	0	3,645	2,138	70.5
Las Cruces	0	4	10	13	-23.1	0	144	6,501	3,341	94.6
Los Alamos	0	0	0	0	-	0	0	0	0	-
Rio Rancho	0	0	13	1	1,200.0	0	0	7,437	75	9,815.6
Roswell	7	4	36	34	5.9	92	24	1,555	1,241	25.3
Ruidoso	1	0	4	3	33.3	154	0	203	1,103	-81.6
Santa Fe	2	1	13	3	333.3	1,186	25	22,974	1,090	2,007.7

N Not available. **p** Preliminary. **r** Revised. **1** Data refer only to permits authorized for private construction projects. Public buildings are excluded. **2** Residential data show the number of permitted units while nonresidential data show the number of permits. **3** Residential data include both single- and multi-family units. **Sources:** U.S. Dept. of Commerce, Bureau of the Census, and local permit-issuing agencies.

**Table 2
Annual Visitation Estimate in Cibola National Forest, FY 2006**

Type of Visit	Number of Visits (000s)	Plus or Minus the Number of Visits at the 90% Confidence Level ⁴ (000s)
Total Estimated National Forest Visits ^{1, 2}	1,125.8	±23.0
Total Estimated Site Visits ³	1,290.4	±23.0
Day Use Developed Site Visits	1,054.7	±26.6
Overnight Use Developed Site Visits	37.9	±73.5
General Forest Area Visits	115.2	±75.7
Designated Wilderness Visits	82.5	±44.5

1 A National Forest Visit is defined as the entry of one person into a national forest to participate in recreation activities for an unspecified period of time. A national forest visit can be composed of multiple site visits. **2** Special events and organizational camp use are not included in the site visit estimate, only in the national forest visit estimate. Forests reported the total number of participants and observers so this number is not estimated; it is treated as 100% accurate. **3** A site visit is the entry of one person into a national forest site or area to participate in recreation activities for an unspecified period of time. **4** This value defines the upper and lower bounds of the visitation estimate at the 90% confidence level, for example if the visitation estimate is 100 +/-5, one would say, "at the 90% confidence level visitation is between 95 and 105 visits."

Source: U.S.D.A., Forest Service, Natural Resource Manager (2011). Visitor Use Report, Cibola National Forest, National Visitor Use Monitoring Data, collected FY 2006. http://apps.fs.usda.gov/nrm/nvum/results/ReportCache/Rnd2_U0300301_Master_Report.pdf

Natl. Visitor Use Monitoring Survey... (cont. from pg. 1)

Estimated Information

The number of recreation visits in a day is estimated by counting vehicular (via a pneumatic traffic counter) or pedestrian (via an infrared traffic counter) traffic at National Forest and Grassland entry and exit points for 24 hours and calibrating these counts to a 6-hour hand tally of exiting traffic within the same 24-hour period.² The type of traffic counter used is dictated by the type of traffic encountered at the different site types surveyed and the judgment of the survey crew. Typically, traffic at DUDS, GFA, and OUDS is vehicular and counted with a pneumatic traffic counter, and traffic at Wilderness areas is pedestrian and counted with an infrared traffic counter.³ Traffic at VCs is always vehicular and counted with a pneumatic traffic counter.⁴

Survey Results

According to the survey, there were an estimated 1,126,000 CNF visits in FY 2006. Table 2 on page 7 displays estimated CNF visits and site visits for FY 2006. There are more site visits (1,290,000) than forest visits because a site visit can only be made to one forest, but a forest visit can be comprised of many site visits. The most visited site type was the DUDS, which accounted for the vast majority of site visits. The least visited site type was the OUDS.

The demographic estimates are used by the Forest Service to understand the visitors they serve. One specific application of the demographic estimate is providing recreation activities for underserved populations.⁵ Of the 1,126,000 CNF visits, about 56% were made by males and the remaining 44% of the visits were made by females. The racial makeup of visitors is even starker as Whites comprised about 93.9% of forest visits. Table 3 on page 9 displays the CNF visits by race and ethnicity for FY 2006. The total race percent is more than 100% because survey respondents were allowed to choose more than one racial group.

Forest visitors under the age of 16 comprise the largest age class, with about 25%. Figure 1 below displays the age distribution of the CNF visitors in roughly 10-year intervals. The distribution of visitors looks symmetrical around the class that is 40-49 years after

2 Pneumatic traffic counters count the number of vehicle wheel impacts on a rubber tube stretched across a road. The tube is closed at one end and has a counting unit at the other end. When a vehicle's tires impact the tube, air is expelled toward the counting unit and the axle is counted. Two axle counts are considered one vehicle count. Infrared traffic counters count the number of times the infrared beam is broken that is constantly being sent from a sending unit to a receiving unit.

3 DUDS and OUDS are usually accessed via a parking lot, which funnels exiting traffic to the forest roads. GFAs are usually accessed via forest roads. Wilderness areas are usually accessed through a trailhead.

4 View Corridor is a site type where visitors only pass through the National Forest and Grasslands to view the scenery; they do not recreate in the forest. View Corridor visitors are estimated at the national level but do not count toward the recreation visitor estimate at the forest level.

5 U.S.D.A. Forest Service, Natural Resource Manager, (2011). Visitor Use Report, Cibola NF, National Visitor Use Monitoring Data collected FY 2006. http://apps.fs.usda.gov/nrm/nvum/results/ReportCache/Rnd2_U0300301_Master_Report.pdf

6 Stynes, Daniel J. and Eric M. White, (2005 May). "Spending Profiles of National Forest Visitors, NVUM Four Year Report." <http://www.fs.fed.us/recreation/programs/nvum/NVUM4YrSpending.pdf>

accounting for the under-16 age category. Visitors in the group that is 40-49 years comprise the second largest age class, with about 18%.

Forest visitor spending estimates are used to estimate the economic impact of recreation visitors on local communities. However, an economic impact study is beyond the scope of this article. Estimates of total trip spending and lodging use on a per party basis are collected in the NVUM survey. The median total trip spending per party in CNF was about \$77 in FY 2006. Median total trip spending is much less than average total trip spending per party, \$493. Average total trip spending is pulled higher by overnight visitors who are away from their home for more than 24 hours on their trip. This group is a small set of all forest visitors, but their expenditures are much higher, partly because they need to pay for lodging.

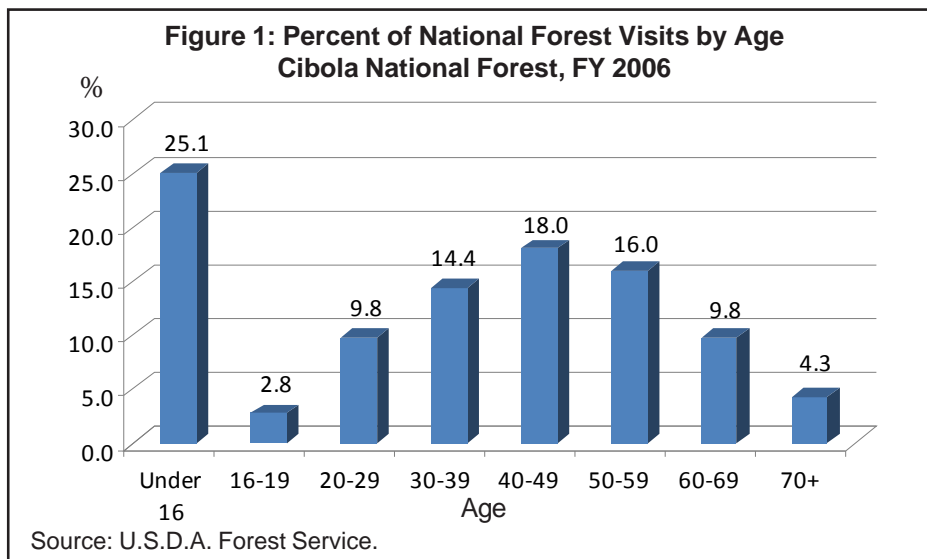
According to analysis of the national NVUM survey data from CY 2000 through FY 2003, the average spending per party, per trip, was about \$105.57.⁶ The spending category with the largest share of expenses was restaurant (\$22.32), followed by gas and oil (\$21.53), then lodging (\$19.71), and groceries (\$17.18). The remaining spending categories and the amount spent per party, per trip, are souvenirs/other (\$10.40), admissions/fees (\$6.13), activities (\$6.03) and other transportation (\$2.26).

Forest visitor satisfaction estimates are used by forest managers to allocate resources to areas that need improvement. Visitor satisfaction was measured on a Likert scale from very dissatisfied to very satisfied on fourteen elements related to recreation facilities and services. Forest visits received a very high satisfaction rating, about 85.1 % of the visits, followed by somewhat satisfied rating for 12.6% of the visits. All together, the neither satisfied nor dissatisfied (1.5%), somewhat dissatisfied (.6%) and very dissatisfied (.2%), only comprised 2.3% of the visits.

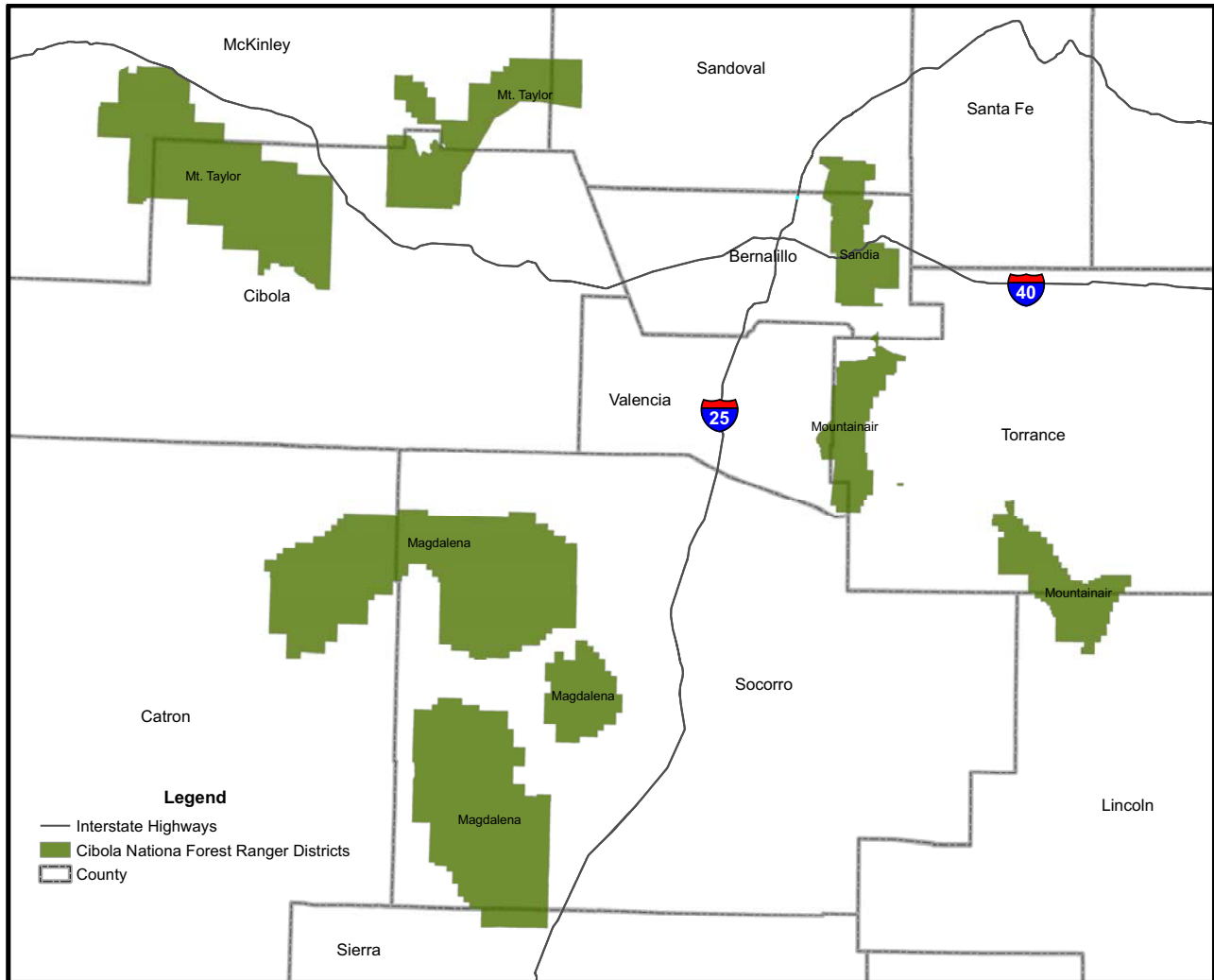
Conclusion

The Nation Visitor Use Monitoring (NVUM) survey is used by many agencies that require estimates of National Forest visits, visitor demographics, visitor spending profiles and visitor satisfaction. Estimates for the Cibola National Forest are available for FY 2006 and the Bureau of Business and Economic Research just conducted the FY 2011 NVUM survey. Results from that survey will be available around June 2012. Hopefully, this article introduced another data set to the curious observer and explained the way the survey was conducted and the type of research BBER is capable of conducting.

Daren Ruiz
Research Scientist



Map 1: Cibola National Forest and Component Ranger Districts



**Table 3
National Forest Visits by Race/Ethnicity
Cibola National Forest, FY 2006**

Race/Ethnicity¹	Survey Respondents²	Percent of National Forest Visits^{3,4}
Race:		
American Indian/Alaska Native	52	3.5
Asian	24	1.3
Black/African American	24	2.2
Hawaiian/Pacific Islander	6	0.6
White	1,232	93.9
Total	1,338	101.5
Ethnicity:		
Hispanic/Latino	197	12.5

1 Race and Hispanic ethnicity were asked as two separate questions.

2 Actual number of unweighted respondents; 1,396 surveys were completed. Non-respondents to the race/ethnicity questions were excluded from analysis.

3 Calculations are computed using weights that expand the sample of individuals to the population of national forest visits.

4 Respondents could choose more than one racial group, so the total is more than 100%.

Source: U.S.D.A., Forest Service, Natural Resource Manager (2011). Visitor Use Report, Cibola National Forest, National Visitor Use Monitoring Data, collected FY 2006.

http://apps.fs.usda.gov/nrm/nvum/results/ReportCache/Rnd2_U0300301_Master_Report.pdf

BBER ORGANIZES ANNUAL NEW MEXICO DATA USERS CONFERENCE

The 13th annual New Mexico Data Users Conference will be held on Thursday, November 3rd, starting 7:45 a.m. at the University of New Mexico Continuing Education Conference Center, 1634 University Blvd. NE. Registration will be located near Ballroom C. The annual event is presented by UNM's Bureau of Business and Economic Research (BBER).

Speakers are from the U.S. Census Bureau, NM Dept. of Workforce Solutions, City of Albuquerque, and two UNM groups – Geospatial and Population Studies and BBER.

The conference has a plenary session, nine breakout sessions and luncheon presentations. This year's event features a presentation by Tom Mesenbourg, Census Bureau Deputy Director, on current and future developments at the Census Bureau, including FY 2012 budget status, organizational initiatives, lessons learned from the 2010 Census and implications for the next Census, and highlights from the Bureau's diverse programs and products. Plenary sessions will also include a discussion of New Mexico demographic patterns and trends using census data, and upcoming Census Bureau product releases.

Breakout sessions include two presentations on the new American FactFinder2 Web site, one for beginner to intermediate data users and another for advanced users. There will also be presentations on school enrollment population projections, the American Community Survey, Census Bureau governments data, Census Bureau race and Hispanic ethnicity data, three content-heavy Web sites (a tour of Census Bureau, Bureau of Labor Statistics, and BBER sites), OnTheMap (an interactive Web site to help analyze commuter patterns and worker concentrations), and the importance of data and assumptions in local government revenue forecasting.

Dr. Jeff Mitchell, BBER senior research scientist, and Dr. Jack Baker, UNM Geospatial and Population Studies, will be the luncheon speakers. Jeff will present a review of New Mexico's recent economic performance and a short-term economic outlook. Jack will present a novel process for gathering local inputs for population estimation.

The conference will provide information about complex socioeconomic databases and a sense of how these data are applied in practical situations. Over the years, the Data Users Conference has become a valued learning experience for businesses, government agencies, service organizations, information providers, and students.

Registration is \$50 per person and includes all conference materials, continental breakfast, beverage breaks and a luncheon buffet. For more information and a registration form go to BBER's web site at bber.unm.edu/conference.htm, or call 277-8300.

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