



University of New Mexico
Bureau *of* Business & Economic Research

TRUTH OR CONSEQUENCES MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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New Mexico MainStreet

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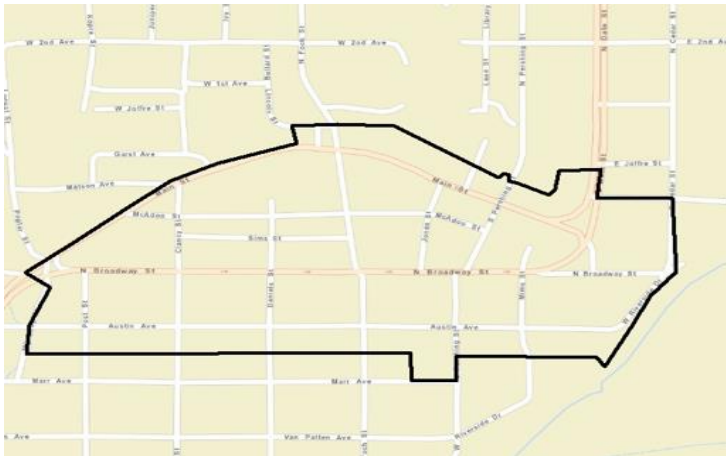
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1. Introduction

The Truth or Consequences MainStreet District encompasses a large area along Main St. and Marr Ave to the North and South and the Rio Grande River and Main St. to the East and West respectively. The exact boundaries are displayed in the map below.

Figure 1. Map of Truth or Consequences MainStreet District



Located right along I-25, nearly equidistant from Albuquerque and El Paso, Truth or Consequences was originally within the home territory of the Chehene Apache, the easternmost band of the Chiricahua Apache. The Apache were forcibly removed in the late 1800's. Efforts at permanent settlement by the Spanish community didn't occur until the latter half of the 1800's and came in fits and starts until early 1900's with the construction of Elephant Butte Dam.

Since the community's incorporation as Hot Springs in 1916, health-related tourism has been a central industry to the development of the community. Once called 'The City of Health', Truth or Consequences took advantage of the health tourism industry in New Mexico in the '20's, '30's and '40's and is said to have been home to over 40 hot springs hotels prior to World War II. Health tourism declined after World War II and the local economy began to decline. The interest among retirees seeking low cost of living and a temperate climate continued through the 1980's. The '90's saw interest in the town by artists and other creative and counter-culture types and some efforts at revitalization but out-migration continues to be a problem.

2. Demographics

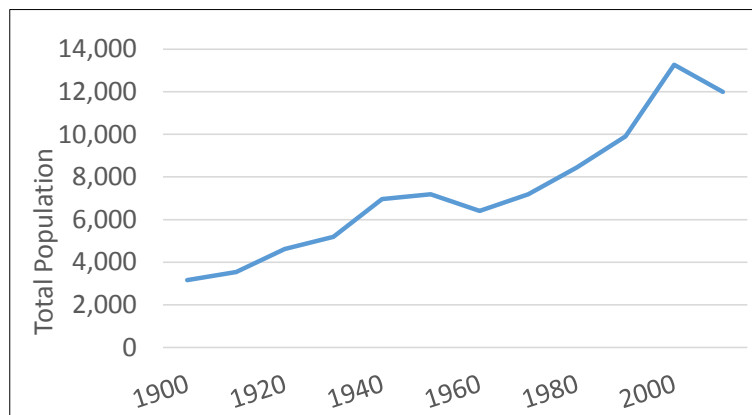
2.1 Population

With the exception of the 1950s, Sierra County experienced consistent growth during the 20th century. That pattern has shifted since 2000, as county's population has declined. And over the past four years, the rate of population loss has accelerated.

Statewide, between 2000 and 2010, the average annual population growth rate was 1.1%. In contrast, Truth or Consequences lost population at a rate of 1.2% annually – beginning with a population of 13,270 in 2000 and ending in 2010 with a population of 11,988.

Population estimates are available for 2014. According to this data, statewide population growth slowed to an average annual rate of just 0.26% during the past four years. Over the same period of time, population loss in Sierra County occurred at an average rate of 1.13% per year. As of 2010, the population of the MainStreet District was 231. Data is not available for 2000, nor for the years since the 2010 Decennial Census. Of Sierra County's population, 54% live in Truth or Consequences. In Truth or Consequences, only 4% of the population lives within the MainStreet District.

Figure 2. Total population of Sierra County, 1900-2010.



Source: U.S. Census Bureau, Decennial Census 1900-2010.

2.2 Households

There are 2674 households in Truth or Consequences and 153 within the MainStreet District. The average household size in Truth or Consequences is somewhat smaller, at 2.31 persons, than we see at the state or county levels, where the average household sizes are 2.68 and 2.66, respectively. Households are decidedly smaller within the MainStreet District, where average size is just 1.51 persons.

2.3 Race and Ethnicity

Table 1. Race and Ethnicity, Truth or Consequences, Sierra County, and New Mexico

	T or C	Sierra Co.	N.M.
Race			
White	86%	86%	68%
Black	1%	0%	2%
American Indian and Alaska Native	2%	2%	9%
Asian	1%	0%	1%
Some Other Race	8%	9%	15%
Two or More Races	4%	3%	4%
Ethnicity			
Hispanic or Latino (of any race)	28%	28%	46%
Mexican	61%	64%	63%
Other Hispanic or Latino	39%	36%	37%
Not Hispanic or Latino (of any race)	72%	72%	54%
White Alone, Not Hispanic	68%	68%	40%

Source: U.S. Census Bureau, Decennial Census 2010.

Sierra County, Truth or Consequences and the Truth or Consequences MainStreet District all share a similar ethnic and racial composition, but one rather different than is seen statewide. While statewide, 40% identify as White alone, not Hispanic, 68% of Sierra County and Truth or Consequences identify with that category. Only 28% of Sierra County and Truth or Consequences identify as Hispanic, while even less, 26% of the MainStreet District, compared to 46% that identify as Hispanic in New Mexico. Similarly stated, while 54% of New Mexico identify as not Hispanic, 72% of Sierra County and Truth or Consequences, and 74% of Truth or Consequences MainStreet are not Hispanic.

Table 2. Truth or Consequences MainStreet Demographics

Race	
White	87%
Black	1%
American Indian	0%
Asian	1%
Some Other Race	6%
Two or More Races	4%
Ethnicity	
Hispanic or Latino	26%
Not Hispanic or Latino	74%

Source: U.S. Census Bureau, Decennial Census 2010.

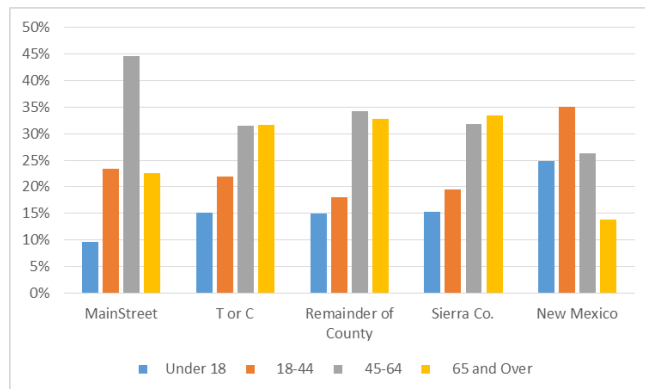
Using Census Bureau ethnic origin data, it is possible to get a sense of what percentage of the Hispanic population identifies with New Mexico's Hispano population, present in the state since Spanish and Mexican colonial eras, and what percentage of the Hispanic population identifies as being of more recent Mexican, or other national identity. These numbers are an imperfect representation of Hispanic identity due to the fact that some among New Mexico's traditional Hispanic population may identify as Mexican and some among the 'Other Hispanic' group may indeed identify with groups other than New Mexico's traditional Hispanic population – however it does give us a sense of the size of these populations within a community. Among the Hispanic population state-wide, 63% of the population identify as being of Mexican heritage and 37% identify with 'Other' Hispanic or Latino heritage, which includes those who identify as 'Spanish', 'Spaniard', 'Spanish-American' as well as those who identify with colloquial terms used to describe New Mexico's traditional Hispanic population. In Sierra County, 64% of the population identifies as being of Mexican descent and 36% identify as being 'Other Hispanic' and 61% and 39% respectively in Truth or Consequences. While 9% of the population state-wide identifies as being Native American, just 2% of the population of Sierra County and Truth or Consequences identifies as being Native American. Less than half of a percent of the population of the Truth or Consequences MainStreet District identify as being Native.

2.4 Age

Overall, Sierra County faces a very high aged dependency ratio. This ratio is explained in part by the high percentage of the population approaching retirement age, the lack of a working age population under the age of 45 and a decided lack of youth coming up in the community.

Sierra County has a much older population than the state overall. Where the median age in New Mexico is 36.7, the median age in Sierra County is 55.4. Median age in Truth or Consequences is slightly younger at 52.2 and yet slightly younger in the MainStreet District, where the median age is 49. These relatively high numbers are driven in particular by the size of the population over the age of 65 – which in Sierra County accounts for one third, or 33.4% of the population compared to 13.8% of the population statewide. Numbers are similar for Truth or Consequences, where the population over 65 makes up 31.6% of the total population. The MainStreet District has a noticeably smaller retirement aged population than Truth or Consequences overall, with 22.5% of the pop being over 65. Further, the median age in 2000 for Sierra County was 48.9 – suggesting Sierra County's out-migration is likely happening among the county's younger population.

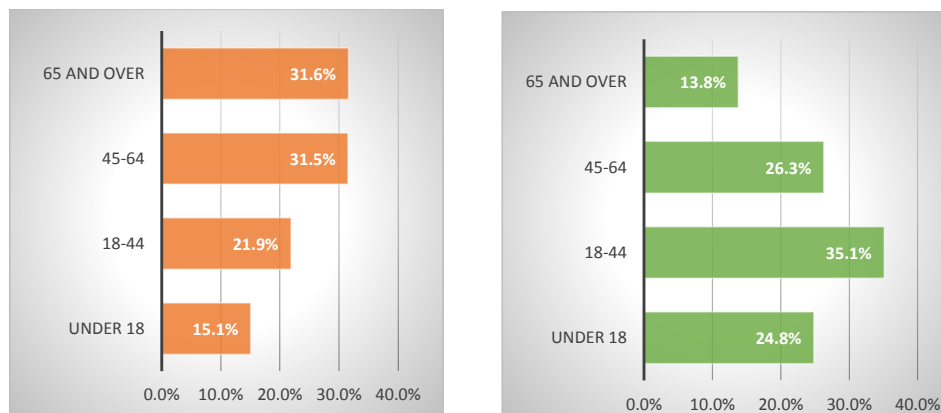
Figure 3. Age by Age Bracket, MainStreet, Truth or Consequences, Remainder of County, Sierra County and New Mexico.



Source: U.S. Census Bureau, 2010 Decennial Census.

The age bracket in Truth or Consequences is typical of Sunbelt retirement communities, in which the younger population has been largely supplanted by the retirement aged population. Truth or Consequences has long been a favorable community for retirees with its low cost of living, warm climate, and local and regional amenities. Truth or Consequences has suffered notable population loss as a result of the Great Recession so the pattern is subject to change even more over the coming years. The numbers suggest that the greatest population loss has occurred among the working aged population. This top heavy population creates a large aged dependency ratio, or a high percentage of people who have retired out of the workforce and are putting pressure on the still productive population.

Figure 4. Age by bracket, Truth or Consequences v. New Mexico



Source: U.S. Census Bureau, 2010 Decennial Census.

Statewide, those under the age of 18 account for just under a quarter of the population (24.8%). However, in Sierra County the population under the age of 18 makes up just 15.3% of the total population. In Truth or Consequences those under 18 account for 15.1% of the population and in the MainStreet District they account for just 9.5% of the population. Similarly, Sierra County is lacking in population between 18 and 44. While this population makes up over a third of the population statewide (35.1%), it makes up roughly a fifth of Sierra County's population (19.5%), 21.9% of Truth or Consequences' population, and 23.4% of the population of the MainStreet District. In Truth or Consequences, 31.6% of the population is over the age of 65, while statewide only 13.8% of individuals fall into that age bracket.

3. Education

Truth or Consequences and Sierra County have large populations with no post-secondary education. In New Mexico as a whole just over a quarter of the population over the age of 25 have obtained a high school diploma but never attended college. In Sierra County, this rate is decidedly higher - over a third of the population over the age of 25, 35%, have graduated high school but never attended college. In Truth or Consequences, this number is still higher, at 41%. Whereas 31% of the population over 25 statewide has attended some college or obtained an Associate's degree, 25% have done so in Truth or Consequences. Where in the state, 26% of this population has obtained a bachelor's degree or higher, only 19% have in Truth or Consequences.

Table 3. Education for population over 25, Truth or Consequences, Sierra County, and New Mexico

	T or C	Sierra Co.	NM
No HighSchool Diploma or Equivalency	15%	16%	16%
Highschool Diploma or Equivalency	41%	35%	26%
Some College or Associate's Degree	25%	28%	31%
Bachelor's Degree or Higher	19%	21%	26%

Source: U.S. Census Bureau, 2010 Decennial Census.

When looking at the performance of Truth or Consequences' schools, Truth or Consequences' students are keeping up with state numbers among 4th graders – and even exceeding student performance statewide in science. However, Truth or Consequences' eleventh grader students are falling behind. Only 39% of Truth or Consequences' eleventh grade students test as 'proficient or above' in reading, only 31% test as 'proficient or above' in math and 43% test as 'proficient or above' in science. Overall school ratings by New Mexico's Public Education Department for Truth or Consequences schools are poor – Truth or Consequences Elementary and Arrey Elementary both received a 'D' grade for their three year average. Truth or Consequences Middle School and Hot Springs High both received 'C's. The high school graduate rate is at 70.1% for the cohort graduating in 2012.

Table 4. Reading Math and Science Proficiency, 4th and 11th grades.

Truth or Consequences			
	Reading	Math	Science
4th Grade	40%	53%	50%
11th Grade	39%	31%	43%
New Mexico			
	Reading	Math	Science
4th Grade	44%	43%	48%
11th Grade	52%	43%	41%

Source: New Mexico Public Education Department, 2012

4. Income

4.1 Median Income

The per capita income in Truth or Consequences is \$15,417, more than 35% below the statewide per capita income at \$23,763. Per capita income for Sierra County is \$17,752. Median household income in Truth or Consequences lags even further behind the state median. Households at the median in Truth or Consequences are living off of roughly 54% of the income as households are statewide. The median household income in Truth or Consequences is \$24,353, while the state-wide median household income is \$44,927. In comparison, Truth or Consequences households' median yearly income is only \$590 above the per capita income in New Mexico.

Table 5. Income by Bracket, Truth or Consequences, Sierra County, and New Mexico

	T or C	Sierra Co.	N.M.
Median Per Capita Income	\$15,417	\$17,752	\$23,763
Median Household Income	\$24,353	\$27,430	\$44,927
< \$15,000	33%	27%	16%
\$15,000-\$34,999	37%	36%	24%
\$35,000-\$49,999	11%	15%	14%
\$50,000-\$99,999	15%	18%	28%
\$100,000 or More	3%	5%	17%

Source: U.S. Census Bureau, 2009-2013 American Community Survey

A look at household income by income bracket shows the stark differences in income patterns in Truth or Consequences compared to the state overall. Nearly one third of the households in Truth or Consequences (33 %) survive on \$15,000 or less per year. This is more than twice the percentage of

households living on \$15,000 or less statewide (16 %). The rest of Sierra County, outside Truth or Consequences, fairs slightly better, although more than a quarter of households still survive on less than \$15,000 per year (27 %). Further, Truth or Consequences is decidedly lacking in middle and upper class incomes – starting at the \$35,000 mark, Truth or Consequences begins trailing incomes statewide and the gap only widens as incomes rise. Only 18% of households in Truth or Consequences maintain household income above \$50,000 per year, while 45% of households do in New Mexico as a whole.

4.2 Earnings

Table 6. Earnings by type, Truth or Consequences, Sierra County, and New Mexico

	T or C	Sierra Co.	N.M.
Earnings	42%	43%	76%
Social Security Income	64%	63%	30%
Supplemental Security Income	7%	7%	6%
SNAP Benefits/Food Stamps	19%	15%	14%
Cash Public Assistance	6%	4%	3%
Retirement Income	27%	29%	19%

Source: U.S. Census Bureau, 2009-2013 American Community Survey

These low income numbers reflect, in part, the size of the retired population in Truth or Consequences. Only 42% of Truth or Consequences population report having earnings – compared to 76% statewide. Conversely, 64% of the population receives income from Social Security in Truth or Consequences compared to 30% statewide, and 27% of the population has retirement income compared to 19% statewide. The disparity between social security income and retirement income suggests that a large percentage of the retired population in Truth or Consequences lacks income beyond social security and federal benefits resulting in small fixed incomes with little disposable earnings.

4.3 Poverty

The presence of a large retired population does not fully explain the depressed income numbers for Truth or Consequences because poverty rates among those over the age of 65 are commensurate with those at the state level – 13% v. 12%. However, when we look at poverty rates among children 0-17 and adults 18-64, we see drastically higher rates of poverty. Among adults under the age of 65, poverty rates are about 80% higher than we see statewide – over one third, or 34%, of this population lives at or below poverty levels compared to 19% statewide. Among children, poverty rates are 126% higher than we see statewide, an astounding 46% of children in Truth or Consequences live in poverty – compared to 20% in the state overall. The rest of Sierra County, sees poverty rates more commensurate to the state overall (23% v. 20%), yet lower poverty rates only really exist among the senior population, with 10% of the population over 65 living in poverty as opposed to 12% in the state. However, child poverty rates remain high, 40%, more than one third, of all children in Sierra County outside Truth or Consequences live in poverty – double the child poverty rates statewide.

Table 7. Poverty, Truth or Consequences, Sierra County, and New Mexico

Poverty	T or C	Sierra Co.	N.M.
Population living at or below 100%	30%	23%	20%
Poverty by Age Group			
Under 18	46%	40%	20%
18-64	34%	26%	19%
65 and over	13%	10%	12%
Poverty by Educational Attainment, population 25 years and over			
Less than highschool graduate	40%	34%	33%
High school graduate or equivalent	31%	21%	18%
Some college or associate's degree	20%	15%	14%
Bachelor's degree or higher	20%	12%	6%

Source: U.S. Census Bureau, 2009-2013 American Community Survey

At all levels of educational attainment, poverty rates are higher in Truth or Consequences than they are statewide. Among the population without a high school diploma, nearly 40% live in poverty, compared to 33% statewide. Those with a high school degree are 70% more likely to live in poverty in Truth or Consequences than they are statewide – 31% of Truth or Consequences' high school graduates live in poverty, compared to 18% statewide. Among those with an associate's degree, or some college education, but no bachelor's degree, 20% of Truth or Consequences' population lives in poverty – compared to 14% state-wide. Most surprisingly, individuals with a college degree or higher are 241% more likely to live in poverty in Truth or Consequences than those with commensurate education in New Mexico overall. This suggests that Truth or Consequences is failing to take advantage of its skilled workforce. At all levels of education, those living outside Truth or Consequences but within Sierra County are doing better than those living in Truth or Consequences, yet they are still more likely to live in poverty than people with similar educational attainment across the state.

5. Housing

The average household size for Truth or Consequences is 2.31 persons, compared to 2.76 in Sierra County overall and 2.63 statewide. This smaller size is likely due to the aging population, which is less likely to have children in the home. While statewide, 15.6% of all housing units are vacant. The vacancy rate in Truth or Consequences is more than twice that (36.9%); and vacancy rates in other parts of Sierra County are still higher (58.8%). Combined the vacancy rate throughout Sierra County is 47.4%.

The seemingly high rate of vacancy is easily explained by seasonal, recreational, or occasional use homes. In Sierra County, 69% of the vacant homes are vacant for seasonal or recreational reasons and 47% are for the same reasons in Truth or Consequences. Only about 18% of vacant homes in Sierra County are for sale or for rent, while in Truth or Consequences 36% of vacancies are listed in these categories. Across the state, 25% of vacant homes are listed for rent or for sale and 36% vacant homes are for seasonal or recreational use.

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5.1 Housing by type

Less than half, 44.2%, of all houses in Truth or Consequences are stand-alone single units, compared to 64.7% statewide. This difference is largely made up by the prevalence mobile homes. More than one-third (36.1%) of all housing units in Truth or Consequences, and nearly half of housing units (48.5%) in Sierra County are mobile homes. These shares are significantly higher than statewide (16.6%). 16.5% of all housing units in Truth or Consequences are part of multi-unit complexes, slightly higher than we see statewide where 14.8% of all housing units are part of multi-unit complexes. Outside of Truth or Consequences multi-unit complexes are all but non-existent – less than half a percent of all housing units in the rest of the county are multi-unit.

5.2 Housing by age

The housing stock in Truth or Consequences is a bit older than that found statewide – 61.7% of all housing in Truth or Consequences was built before 1980, compared to 48.5% statewide. The county outside of Truth or Consequences looks very different – only 20.2% of housing was built before 1980. The Census Bureau estimates zero housing construction in Truth or Consequences between 2010 and 2013 (the latest year for which the Census Bureau has released data), and estimates only 5.9% of Truth or Consequences' housing was constructed since 2000 – compared to 14.4% of all housing in the county outside Truth or Consequences, 10.1% for the Sierra County overall, and 15.5% statewide.

The estimated median value of a home in Truth or Consequences is \$85,000 – lower than we see for Sierra County where the estimated median value is \$93,000 and almost half the median value we see across the state where the estimated median value is \$160,000.

5.3 Home Ownership

Home ownership rates are very similar in Truth or Consequences to those seen statewide – 67.2% of all housing units are owner occupied in Truth or Consequences compared to 68.7% in New Mexico overall. Home ownership rates are even higher in Sierra County where, overall, 73.9% of housing units are owner occupied. Outside of Truth or Consequences, in Sierra County 84.6% of all units are owner occupied. While these seem like positive trends, it is important to take into account the percentage of homes that are mobile homes. Mobile home ownership counts as home ownership even if the property on which the home is located is rented. Further, mobile home ownership does not offer the same opportunity to develop equity that a non- mobile home has the potential to provide. Among owner occupied housing units in Truth or Consequences, 62.2% do not have a mortgage – decidedly higher than we see statewide, where 40.7% of all owner occupied housing units do not have a mortgage.

5.4 Housing Costs as Percentage of Income

Among those homeowners in Truth or Consequences who have a mortgage on their home, 26.1% spend 35% or more of their household income on housing related expenses. Expenditures of 30% or more of household income on housing meet the federal definition for housing burden. While just over a quarter of homeowners being defined as having a housing burden is a large number, it is proportional to what we see statewide (25.9%). In the remaining areas of Sierra County outside of Truth or Consequences, just 15.8% of all homeowners spend 35% or more on housing related costs. For the county as a whole, 21.8% of all homeowners who have a mortgage spend 35% or more on housing

Among homeowners in Truth or Consequences who do not have a mortgage on their home, 18.7% spend 35% or more on housing costs – just over twice the percentage of what we see statewide where 8.6% of all homeowners have housing costs over 35% of household income.

Among renters, the median gross rent for a home in Truth or Consequences is \$514 a month, compared to New Mexico overall where the median rent is estimated to be \$758 per month. For Sierra County overall, median gross rent is estimated to be \$572/month. Despite these decidedly lower rental rates, more than half of all renters in Truth or Consequences are spending 35% or more of their household income on housing costs – compared to 41.7% of all renters statewide. Outside of Truth or Consequences, renters are less likely to be faced with a housing cost burden – 26% of renters in the remainder of Sierra County spend 35% or more on housing, for a county total of 46.7%.

6. Economy

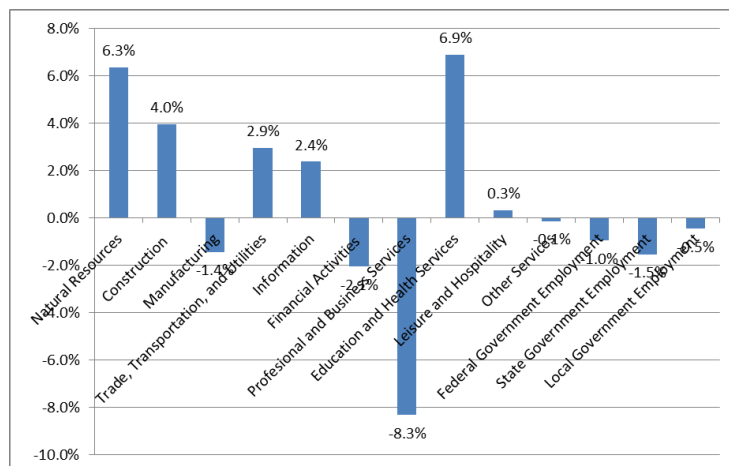
6.1 Employment

The best employment data available to assess Truth or Consequences is that for Sierra County. There was a noticeable bump in employment in 2008 that was primarily due to growth in trade, transportation and utilities both in the private sector and in federal government employment – nearly all explained by Spaceport USA.

Employment in the Public and Private Sectors:

As of 2013, private sector employment accounted for 74% of all employment in Sierra County, with the public sector accounting for the remaining 26%. Local government accounts for 15%, state government for 8%, and federal government accounts for 3% of Sierra County's total employment. Between 2004 and 2013, private sector employment grew on average by about 11% per year, while the public sector shrank at all levels. Some private sectors experienced growth while others shrank. The natural resources sector grew by about 6% per year, the construction sector grew by 4% per year, the trade transportation and utilities sector grew by about 3% per year, the information sector grew by about 2% per year, the education and health services sector grew by about 7% per year, and the leisure and hospitality sector grew by less than half of a percent per year. The manufacturing sector shrank by about 1% per year, the financial activities sector shrank by about 2% per year, and the professional and business services sector shrank by about 8% per year. Local government employment shrank by 0.5% per year, state government shrank by 1.5% per year, and federal government employment shrank by 1% per year. The loss of government employment in Sierra County is consistent with losses throughout New Mexico. Between 2004 and 2013, the net gain in private sector employment for Sierra County was 520 jobs. The sectors which contributed the most to private sector employment were the natural resources sector, adding 142 jobs, the trade transportation and utilities sector, adding 104 jobs, and the education and health services sector, adding 310 jobs. The reduction in government employment between 2004 and 2013 for Sierra County resulted in a loss of 70 jobs.

Figure 5. Sierra County, average annual employment growth, by sector, 2004-2013



Source: Bureau of Labor Statistics, QCEW 2013.

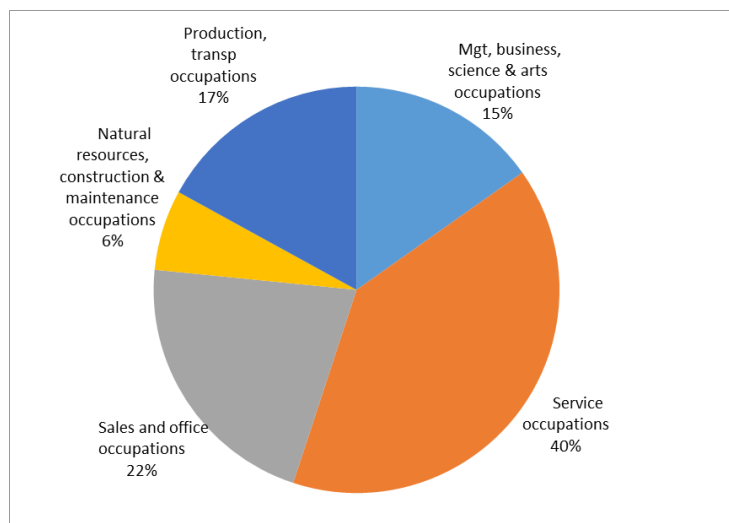
Employment in private sector education & health services increased by 82% between 2004 and 2013, and now accounts for more than one in five jobs in Sierra County. Over the same period, employment in State Government run educational and health services shrank by 17%. In 2013, 688 people were employed in private sector education and health services, while 185 people were employed by State Government education and health services. The trade, transportation, and utilities sector made up 14% of all employment in the county in 2013 and has seen a 30% growth between 2004 and 2013. Leisure and hospitality makes up 13% of total employment, while the industry has seen only 3% growth between 2004 and 2013. Natural resources account for 10% of all employment in the county and has seen an impressive 74% increase in employment between 2004 and 2013, however this industry has been volatile year over year and has not provided consistent growth. Private sector financial activities and professional and business Services, while not a large portion of the overall economy, have taken major hits, with employment down 17% and 54% respectively over the ten year period.

Truth or Consequences, Sierra County and New Mexico Compared

Using survey-based American Community Survey data, it is possible to drill down to the level of Truth or Consequences and understand how Truth or Consequences is performing in comparison to the county and the state. Public administration accounts for 17% of employment in Truth or Consequences, just over twice the 8% statewide. The data shows that the natural resources industry – agriculture, forestry, fishing, hunting and mining – is primarily located outside of Truth or Consequences. Similarly, the relative strength of the construction industry seen at the county level does not hold in Truth or Consequences – Truth or Consequences lags behind the already lagging state construction industry, accounting for 5% of all employment in Truth or Consequences, compared to 7% statewide, and 8% in Sierra County, outside of Truth or Consequences. The size of the Construction industry in recent years in the county is likely due to the Space Port and is only a temporary bump. Manufacturing accounts for only 2% of all Truth or Consequences' employment, and only 2% of employment in Sierra County outside

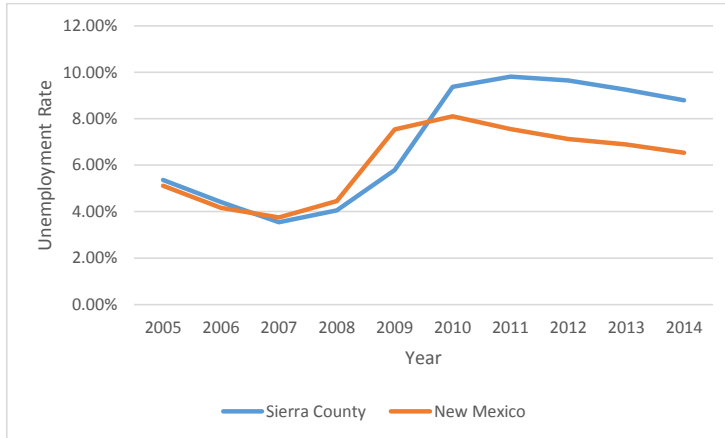
Truth or Consequences – compared to 5% statewide. Similarly Wholesale Trade is nearly nonexistent in Truth or Consequences, accounting for half a percent of all employment – though it’s among New Mexico’s smallest industry category, second only to Information. Retail Trade is slightly larger in Truth or Consequences than in New Mexico overall, accounting for 14% of employment, compared to 11% statewide. The majority of all retail employment in Sierra County is within Truth or Consequences – outside of the city yet within Sierra County, just 5% of employment is in retail. Despite Truth or Consequences’ location right along I-25, equidistant from Albuquerque and El Paso, with both Santa Fe and Las Cruces along the same route, transportation and warehousing, and utilities are not strong. Within Truth or Consequences, this sector accounts for 6% of all employment and in the county it accounts for 4%. Finance and insurance, and real estate and rental and leasing account for just 2% of Truth or Consequences’ economy, compared to 5% in the county and 5% in the state. Arts, entertainment, and recreation, and accommodation and food services are slightly larger than they are in the state – 13% compared to 11% statewide and 10% in the county overall. Reflecting this data, the figure below shows how employment is distributed by occupation in Truth or Consequences.

Figure 6. Employment by Occupation: Truth or Consequences



Source: Bureau of Labor Statistics, QCEW 2013.

Figure 7. Unemployment Rate (Annual Average), Sierra County and New Mexico 2005-2014



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Unemployment

The figure above shows the annual average rates of unemployment for Sierra County. These data include only persons actively participating in the labor force; i.e. either employed or, if unemployed, those who have sought employment within the past four weeks. Note that Sierra County, which historically tracked the statewide unemployment rate, was late to the recession (i.e. the rise in the unemployment rate trailed the state) but the extent of job loss was much greater. Sierra County's unemployment rate is about 2% higher than the state's and has been that way since 2011.

6.2 Trade Area

Truth or Consequences is easily accessible along I-25 and is the major city serving Sierra County and the Elephant Butte Lake Recreation area. The city is located just over an hour from Las Cruces and Socorro and just over 30 minutes from Hatch.

Map of New Mexico showing drive times from the Truth or Consequences area to various locations. The map highlights drive times of 15 minutes (red), 30 minutes (green), and 60 minutes (blue) from the Truth or Consequences area. Key locations include Socorro, Caballo, Hatch, Las Cruces, and the White Sands National Monument. Major highways like I-25, I-180, and I-70 are shown. A scale bar indicates distances up to 25 km and 10 miles.

3 Location Quotients

Sierra County vs. New Mexico

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quotient of 1.05. In an industry that Sierra County would seemingly have an advantage in, considering its amenities, the Arts, Entertainment, and Recreation, and Accommodation and Food Services sector, the location quotient is slightly below one at 0.96 – highlighting the need for Sierra County to find avenues and create jobs that can capture a broader range of tourism dollars. The Construction sector in Sierra County, with a location quotient of 0.93, provides jobs at nearly the same concentration as in the state. Other sectors that maintain a lower concentration of jobs in Sierra County as compared to the state are represented by the following location quotients, Other Services 0.93, Retail Trade 0.87, Transportation and Warehousing, and Utilities 0.80, Professional, Scientific, and Management, and Administrative and Waste 0.69, Information 0.54, Manufacturing 0.41, and Wholesale Trade 0.38.

Truth or Consequences vs. Sierra County

Truth or Consequences appears to have several strong location quotients when compared to Sierra County, as would be expected of a town center that serves a broad rural region. The location quotients which represent a relatively higher concentration of jobs existing in Truth or Consequences than in the county as a whole are in Information with a location quotient of 1.95, Other Services 1.80, Transportation and Warehousing, and Utilities 1.58, Retail Trade 1.44, Arts, Entertainment, and Recreation, and Accommodation and Food Services 1.28, Public Administration 1.23. The Manufacturing sector in Truth or Consequences also maintains a higher concentration of jobs than Sierra County with a location quotient of 1.15, but considering Sierra County's weak location quotient when comparing it to the state overall this value is hardly significant.

A notable location quotient when comparing Truth or Consequences and Sierra County that is below one is for the Educational Services, and Health Care and Social Assistance sector which is at 0.87. This is somewhat concerning considering more activity in this sector is expected to happen within the town rather than the county. Other location quotients below one include the Construction sector 0.82, Wholesale Trade 0.59, Professional, Scientific, and Management, and Administrative and Waste 0.57, Finance and Insurance, and Real Estate 0.57, and Agriculture, Forestry, Fishing and Hunting, and Mining 0.29.

6.4 Pull Factors

The table below reports the Pull Factors for Truth or Consequences. Pull factors reveal how much money local businesses draw from markets beyond local residents, including residents from surrounding areas, visitors and exports. Using taxable gross receipts data, BBER has calculated the pull factors.

Pull Factors, Truth or Consequences

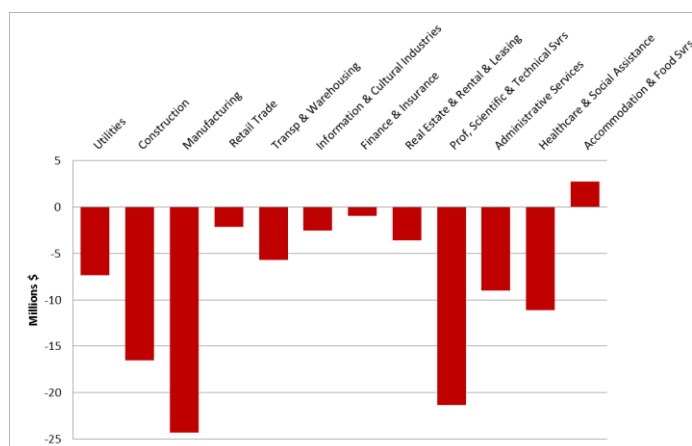
Truth or Consequences has one competitive advantage revealed by the Pull Factors, in Accommodation and Food Services. A pull factor of 123% means that for every dollar that local residents spend in that sector, people from outside of the region spend \$1.23. This is representative of cash flowing into the community at a faster rate than it is flowing out of the community, which results in a net gain for that sector. The only sector in which Truth or Consequences is gaining cash is Accommodation and Food Services, which means that for all other sectors, cash is flowing out of the community faster than it is flowing in. People who are from Truth or Consequences are making their purchases in other sectors with businesses that are not located in Truth or Consequences and likewise, people whom are not from Truth or Consequences, are not spending their money in Truth or Consequences in those sectors either.

Table 8. Receipt Gains/Losses by Sector, Truth or Consequences

	Taxable Gross Receipts	Pull Factor (NM)
Utilities	\$1,749,591	19%
Construction	\$9,914,763	38%
Manufacturing	\$1,689,754	6%
Retail Trade	\$73,136,706	97%
Transp & Warehousing	\$2,273,457	28%
Information & Cultural Industries	\$5,793,293	70%
Finance & Insurance	\$671,419	42%
Real Estate & Rental & Leasing	\$2,140,113	37%
Prof, Scientific & Technical Svcs	\$3,290,186	13%
Administrative Services	\$1,170,031	11%
Healthcare & Social Assistance	\$4,307,846	28%
Accommodation & Food Svcs	\$14,594,799	123%

Source: Truth or Consequences Taxable Gross Receipts, 2012

Figure 9. Pull Factors by Sector, Truth or Consequences



Source: BBER Pull Factor Analysis, 2012

7. Truth or Consequences MainStreet Economy

Truth or Consequences MainStreet district is home to a population of 231. Most of the MainStreet District residents are in the 45-64 year old age bracket. Only 10% of the residents are under 18 years old, while the rest of the population is split between 18-44 year olds and people that are 65 years or above, with 23% in each bracket. The median age of Truth or Consequences MainStreet district residents is 49.

Commented [jcm2]: what happened in 2011?

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The MainStreet population mirrors the rest of Truth or Consequences in terms of Race and Ethnicity, yet with slightly fewer individuals who identify as Hispanic.

Table 9. Truth or Consequences Main Street Demographics

Total Population	231	Race	
Households	153	White	87%
Average Household Size	1.53	Black	1%
Age		American Indian	0%
Under 18	10%	Asian	1%
18-44	23%	Some Other Race	6%
45-64	45%	Two or More Races	4%
65 and Over	23%	Ethnicity	
Median Age	49	Hispanic or Latino	26%
		Not Hispanic or Latino	74%

Source: U.S. Census Bureau, 2010 Decennial Census

Business data for the Truth or Consequences MainStreet District is not sufficiently reliable to provide a detailed analysis – however the data does suggest the District began to suffer the effects of the recession in 2009 and has yet to recover to pre-recession number of establishments or employment. The extent to which the District is still suffering from recession related malaise is impossible to determine with the data available, however it is clear that the challenges the District faces go beyond those imposed by the economic downturn.

With cornerstone businesses and institutions including Bullocks, the movie theater, post office and senior center; the district is well poised to cultivate the central importance of the District within the local community, despite the business development that has occurred closer to I-25 in recent years. The large number of vacant spaces, large number of store fronts being used as residential space, and sporadic business hours of many businesses within the district, as well a dearth of evening offerings hamper the potential vitality of the District.

The District excels in its provision of accommodations opportunities for tourists however falls short in activities to keep tourists and tourist dollars in the district beyond the hot springs and museum. Consistent and expanded hours among retail establishments to provide a broader range of shopping opportunities on any given day, the movement away from using historically retail spaces as residential spaces, and the development of more dining and entertainment opportunities further into the evening would do much for the vitality of the District. Further such events as the First Fridays arts crawl provide opportunities for both the local community and the tourist community.

With the lack of opportunities for young people and the loss of the youth center, opening up the senior center to programming for the whole community would be an excellent way to utilize one of the great architectural assets of the District.

8. Challenges and Opportunities

Truth or Consequence relies heavily on tourism, agriculture and the public sector. Tourism and agriculture are subject to seasonal variation, climate and inter-state water management. Public sector is even more complicated, governed by the politics of Santa Fe and Washington, and more immediately by local politics and the fluctuations of the local tax base. Truth or Consequences should look to diversify its economy to provide stability within the local economy. Possible options for expansion in Truth or Consequences are manufacturing, warehousing, and transportation. The MainStreet District should focus on retail and tourism, including branding. MainStreet could diversify its allowable uses to attract new businesses that are supported by real demand.

With a third of the county and 40% of Truth or Consequences never having attended a post-secondary educational institution and few locally available post-secondary training opportunities, Sierra County needs to look to economic development opportunities that do not require advanced levels of education. Collaboration with Western New Mexico University on economic development efforts may provide an opportunity to grow the Truth or Consequences campus to serve the needs of the local community and economy.

With close to half the population under 18 in Truth or Consequences (46.2%) living in poverty, poverty among youth and families requires attention from both a humanitarian and an economic perspective. The level of participation in public assistants programs, while higher than we see statewide, is not commensurate to the size of the qualifying population, suggesting greater outreach to those in need is required. Family service programs with broad or universal outreach at multiple points of contact with families – from healthcare facilities to educational facilities using a collaborative, whole family approach should be implemented, addressing not just specific, symptomatic issues but instead the full spectrum of challenges faced by families struggling with poverty.

The dependence of the local economy on populations on fixed or very low incomes is a challenge. Providing new opportunities for economic development without extraditing vulnerable populations is a tricky task. New economic development should cater to both the existing population in Truth or Consequences as well as the long term residents that the region is looking to attract. To create a sustainable economic model for the city and the county, more cash must flow into the community. Truth or Consequences needs to create new opportunities for its youth and other current residents that are currently in poverty, and at the same time attract new interest and investment in the area.

The increasing average age of the population presents a long-term challenge to the vitality of the economy and community. The aged dependency ratio is high for Truth or Consequences, as is to be expected in any community known for retirement. There must exist opportunities for youth and families within Truth or Consequences and Sierra County, outside of the healthcare and hospitality sectors, in order to retain a sufficient population base and thereby sufficient service level of local businesses. Population loss is a serious threat to the long term viability of Truth or Consequences.

Truth or Consequences equidistance from Albuquerque and El Paso, right along I-25 offers strategic benefits for transportation and related industries. The transportation industry provides decent wages, is one of New Mexico's fastest growing industries, and has strong opportunities for growth in the area

with the development of Santa Theresa and the potential growth in distribution of goods out of Mexico through the area. Manufacturing for the regional market would be logical, as would intermodal transportation. The size of the manufacturing industry in Truth or Consequences is less than half the size it is statewide.

BBER's Location Quotient analysis highlights an opportunity for Truth or Consequences and Sierra County to develop a broader range of tourism related services. While the county outperforms the state in food service and accommodations, it underperforms in arts, entertainment and recreation. This is in part due to the role of the reservoir in the local tourism industry – the Elephant Butte Lake provides the primary recreational opportunity in Sierra County and relatively little has been done to develop opportunities to augment the recreational experience of the reservoir and capture other recreation related tourism dollars. But there is a secondary point to make of the county's underperformance in arts, entertainment and recreation, which is the fact that Sierra County and Truth or Consequences need to be aware of changes occurring in the nature of the tourism industry in which customers are increasingly gravitating away from passive sight-seeing and retail shopping opportunities toward experiential, immersive, and interactive experiences with the local community and regional environment.

Virgin Galactic – the in-flight loss of SpaceShip Two in late 2014 will cause yet further delays in any potential future the spaceport has for tourism. Truth or Consequences and Sierra County should not be letting too many eggs languish in the spaceflight tourism basket.

Ted Turner's investment in the area and intentions to develop eco-tourism on the expansive Armendaris and Ladder Ranches and through the Sierra Grande Hotel, located within the MainStreet District, deserves attention from the MainStreet District, town and county. Efforts toward collaboration and co-promotion should be pursued.

Climate models do not foretell a rosy future for water in Elephant Butte. The Elephant Butte Reservoir is built to hold 2,065,010 Acre-feet (AF) of water. Currently the amount in storage at the reservoir is 387,779 AF, just 19% of capacity. This number is down significantly from 2009 when storage was at 671,956 AF, still only 33% of full capacity. This is an average loss of 47,362 AF/yr. This change in volume has resulted in a surface elevation drop of 21 feet since 2009. The already intense water usage in the area due to Elephant Butte irrigation district and other uses, as well as the amount of water owed to Texas through the Colorado River Compact, ultimately do not make Elephant Butte a dependable source of revenue in the long run. While efforts to better capture the tourist dollars associated with Elephant Butte are worthwhile in the immediate future, Truth or Consequences may want to focus on developing tourism markets not related to the reservoir.

9. Appendix

TABLE 1 – Demographics

	MainStreet	Truth or Consequences	Remainder of County	Sierra Co.	New Mexico
Total Population (2010, actual)	231	6475	5513	11988	2059179
Total Population (2000, actual)	N/A	7289	5981	13270	1819046
2000-2010 Annual Growth Rate	N/A	-1.18%	-0.81%	-1.01%	1.25%
Households	153	2674	1676	4350	761938
Average Household Size (2010, actual)	1.53	2.31	N/A	2.68	2.66
Race and Ethnicity					
Race					
White	87.4%	85.7%	85.5%	85.6%	68.4%
Black	0.8%	0.6%	0.1%	0.4%	2.1%
American Indian and Alaska Native	0.4%	1.9%	1.4%	1.7%	9.4%
Asian	1.2%	0.5%	0.3%	0.4%	1.4%
Some Other Race	6.4%	7.6%	9.8%	8.6%	15.0%
Two or More Races	3.8%	3.7%	2.8%	3.3%	3.7%
Ethnicity					
Hispanic or Latino (of any race)	25.9%	28.2%	27.7%	28.0%	46.3%
Mexican	N/A	17.1%	19.4%	18.1%	28.7%
Other Hispanic or Latino	N/A	10.6%	8.1%	9.5%	17.0%
Not Hispanic or Latino (of any race)	74.0%	72.0%	72.3%	72.0%	53.7%
White Alone, Not Hispanic		67.8%	69.2%	68.4%	40.0%
Age					
Distribution					
Under 18	9.5%	15.1%	14.9%	15.3%	24.8%
18-44	23.4%	21.9%	18.0%	19.5%	35.1%
45-64	44.6%	31.5%	34.2%	31.8%	26.3%
65 and Over	22.5%	31.6%	32.8%	33.4%	13.8%
Median Age	49	52.2	N/A	55.4	36.7

Source: Census Bureau 2010 Decennial Census

TABLE 2 – Income and Poverty

	Truth or Consequences	Rest of County	SIERRA CO	NEW MEXICO
INCOME				
Median Per Capita Income	\$15,417	N/A	\$17,752	\$23,763
Household Income Distribution				
< \$15,000	33.2%	15.8%	26.5%	15.8%
\$15,000-\$34,999	36.9%	33.6%	35.6%	24.4%
\$35,000-\$49,999	11.2%	20.2%	14.7%	14.4%
\$50,000-\$99,999	15.2%	23.7%	18.5%	28.4%
\$100,000 or More	3.5%	6.7%	4.7%	17.1%
Median Household Income	\$24,353	N/A	\$27,430	\$44,927
Average Household Income	\$32,327	N/A	\$36,523	\$61,682
Benefits and Public Assistance				
Earnings	42.1%	43.9%	42.8%	75.9%
Social Security Income	64.4%	61.2%	63.2%	30.4%
Supplemental Security Income	7.0%	6.5%	6.8%	5.6%
SNAP Benefits/Food Stamps	18.8%	8.8%	14.9%	14.3%
Cash Public Assistance	5.8%	1.6%	4.2%	2.7%
Retirement Income	26.8%	32.3%	28.9%	19.3%
Poverty				
Population living at or below 100% Poverty	29.6%	14.6%	22.6%	20.4%
Poverty by Age Group				
Under 18	46.2%	32.5%	39.6%	20.4%
18-64	34.2%	15.1%	25.7%	18.8%
65 and over	13.1%	6.1%	9.5%	12.1%
Poverty by Educational Attainment, population 25 years and over				
Less than high school graduate	39.9%	28.6%	33.9%	33.0%
High school graduate or equivalent	30.8%	5.4%	20.8%	18.1%
Some college or associate's degree	20.0%	10.1%	14.8%	13.7%
Bachelor's degree or higher	19.8%	4.1%	11.7%	5.8%

Source: U.S. Census Bureau, 2009-2013 American Community Survey

(Table 3 is in text)

TABLE 4 Housing

	Truth or Consequences		Rest of County		Sierra County		New Mexico	
	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent
Occupancy								
Total housing units	4,241		4,071		8,312		902,302	
Occupied housing units	2,674	63.10%	1676.00	41.17%	4,350	52.30%	761,938	84.40%
Vacant housing units	1,567	36.90%	2,395	58.83%	3,962	47.70%	140,364	15.60%
Housing Units by Type								
single, detached units	1,875	44.20%	2,035	49.99%	3,910	47.00%	584,022	64.70%
1-unit, attached	43	1.00%	32	0.79%	75	0.90%	34,186	3.80%
Multi-unit		16.50%	0.00	0.00%		8.70%		14.80%
Mobile home	1,532	36.10%	3,505	86.09%	3,505	42.20%	149,531	16.60%
Boat, RV, van, etc.	86	2.00%	96	2.36%	96	1.20%	1,351	0.10%
Year housing units built								
Total housing units	4,241		8,312		8,312		902,302	
Built 2010 or later	0	0.00%	18.00	0.22%	18	0.20%	5,713	0.60%
Built 2000 to 2009	250	5.90%	820	9.86%	820	9.90%	143,696	15.90%

Built 1990 to 1999	493	11.60%	1,217	14.64%	1,217	14.60%	160,339	17.80%
Built 1980 to 1989	878	20.70%	1082.00	13.02%	1,960	23.60%	155,843	17.30%
Built 1970 to 1979	952	22.40%	1,611	19.38%	1,611	19.40%	165,666	18.40%
Built 1960 to 1969	513	12.10%	904	10.87%	904	10.90%	90,833	10.10%
Built 1950 to 1959	446	10.50%	182.00	2.19%	628	7.60%	92,901	10.30%
Built 1940 to 1949	348	8.20%	500	6.01%	500	6.00%	38,884	4.30%
Built 1939 or earlier	361	8.50%	654	7.87%	654	7.90%	48,427	5.40%
HOUSING TENURE								
Occupied housing units	2,674		1,676		4,350		761,938	
Owner- occupied	1,797	67.20%	1418.00	84.61%	3,215	73.90%	523,344	68.70%
Renter- occupied	877	32.80%	258	15.39%	1,135	26.10%	238,594	31.30%
Average household size of owner- occupied unit	2.32	(X)	N/A	N/A	2.58	(X)	2.71	(X)
Average household size of renter- occupied unit	2.3	(X)	N/A	N/A	2.94	(X)	2.55	(X)
VALUE								
Owner- occupied units	1,797		3,215		3,215		523,344	
Median (dollars)	85,500		N/A		93,900		160,000	

MORTGAGE STATUS								
Owner-occupied units	1,797	1,797	1,418		3,215	3,215	523,344	523,344
Housing units with a mortgage	679	37.80%	481.00	33.92%	1,160	36.10%	310,420	59.30%
Housing units without a mortgage	1,118	62.20%	937	66.08%	2,055	63.90%	212,924	40.70%
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)								
Housing units with a mortgage (excluding units where SMOCAPI cannot be computed)	670		1,151		1,151		308,188	
35.0 percent or more	175	26.10%	76	6.60%	251	21.80%	79,865	25.90%
Housing unit without a mortgage (excluding units where SMOCAPI cannot be computed)	1,115	1,115	937		2,052	2,052	209,382	209,382
35.0 percent or more	208	18.70%	121	12.91%	329	16.00%	18,088	8.60%
GROSS RENT								

Occupied units paying rent	742	742			976	976	219,395	219,395
Median (dollars)	514	(X)			572	(X)	758	(X)
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)								
Occupied units paying rent (excluding units where GRAPI cannot be computed)	722		956		956		212,701	
35.0 percent or more	381	52.80%	61	6.38%	442	46.20%	88,795	41.70%

Table 5 Labor Force Characteristics

	MainStreet	Truth or Consequences	Rest of County	Sierra County	New Mexico
Labor force Characteristics					
Educational Attainment					
Population 25 years of age or older		5024	N/A	9379	1347229
No HS Diploma or equivalent		0.149	N/A	0.16	0.163
High school Diploma or Equivalent		0.405	N/A	0.353	0.264
Some College or Associate's Degree		0.254	N/A	0.277	0.314
Bachelor's Degree or Higher		0.191	N/A	0.21	0.258
Employment Status					
Civilian Labor Force		2230	35.11%	4187	979565
Civilian Employed		34.60%	32.88%	36.60%	54.40%
Civilian Unemployed		5.40%	2.22%	4.10%	5.80%
In Armed Forces		0	0.00%	0	0.50%
Not in Labor Force		60.00%	49.44%	59.30%	39.30%
Employment by Industry					
Agriculture, forestry, fishing and hunting, and mining		2.40%	14.95%	8.50%	4.40%
Construction		5.40%	7.86%	6.60%	7.10%
Manufacturing		2.40%	1.75%	2.10%	5.10%
Wholesale trade		0.50%	1.15%	0.80%	2.10%
Retail trade		14.10%	5.18%	9.70%	11.20%
Transportation and warehousing, and utilities		5.70%	1.42%	3.60%	4.50%
Information		1.80%	0.00%	0.90%	1.70%
Finance and insurance, and real estate and rental and leasing		1.80%	8.07%	4.90%	4.70%
Professional, scientific, and management, and administrative and waste management services		4.30%	10.91%	7.50%	10.80%
Educational services, and health care and social assistance		23.30%	30.22%	26.70%	24.90%
Arts, entertainment, and recreation, and accommodation and food services		13.20%	7.31%	10.30%	10.70%
Other services, except public administration		8.00%	0.71%	4.50%	4.80%
Public administration		17.00%	10.47%	13.80%	8.00%
Employment by Occupation					
Management, business, science, and arts occupations		15.20%	41.52%	28.00%	35.20%

Service occupations		39.80%	21.06%	30.70%	20.50%
Sales and office occupations		21.50%	17.35%	19.50%	23.50%
Natural resources, construction, and maintenance occupations		6.40%	16.64%	11.40%	11.60%
Production, transportation, and material moving occupations		17.00%	3.44%	10.40%	9.10%
Class of Worker					
Private wage and salary workers		60.90%	61.81%	61.40%	70.00%
Government workers		30.10%	30.66%	30.40%	22.80%
Self-employed in own not incorporated business workers		8.40%	7.53%	8.00%	7.00%
Unpaid family workers		0.60%	0.00%	0.30%	0.20%
Commute to Work					
Mean Travel Time to Work (Mins)		12.4	N/A	13.2	21.6

Source: U.S. Census Bureau 2009-2013 American Community Survey

Table 7 Pull factors

	Taxable Gross Receipts	PULL FACTOR TRUTH OR CONSEQUENCES/ NM	PULL FACTOR Truth or Consequences / SIERRA	PULL Factor of Sierra Co/NM	Gain/Loss of \$: TorC
Agriculture, Forestry, Fishing and Hunting	*	*	*		
Mining and Oil and Gas Extraction	*	*	*		
Utilities	\$1,749,591	19%	27%		7,356,231
Construction	\$9,914,763	38%	48%		16,514,823
Manufacturing	\$1,689,754	6%	27%		24,308,273
Wholesale Trade	\$8,033,944	15%	99%		44,632,887
Retail Trade	\$73,136,706	97%	154%		2,129,269
Transportation and Warehousing	\$2,273,457	28%	48%		5,708,971
Information and Cultural Industries	\$5,793,293	70%	97%		2,507,634
Finance and Insurance	\$671,419	42%	165%		944,753
Real Estate and Rental and Leasing	\$2,140,113	37%	84%		3,576,377
Professional, Scientific and Technical Services	\$3,290,186	13%	91%		21,320,587
Management of Companies and Enterprises	*	*	*		
Admin and Support, Waste Mgt and Remediation	\$1,170,031	11%	118%		9,008,724
Educational Services	*	*	*		
Health Care and Social Assistance	\$4,307,846	28%	162%		11,087,484
Arts, Entertainment and Recreation	\$215,498	24%	30%		691,804
Accommodation and Food Services	\$14,594,799	123%	146%		(2,752,628)
Other Services (Except Public Administration)	\$5,469,790	20%	62%		22,091,915
Public Administration	*	*			
Unclassified Establishments	\$92,975	16%	92%		474,707

Table 8 Location quotients Dunn and Bradstreet Truth or Consequences v Sierra and New Mexico

Industry	Number of Jobs in Sierra County	Number of jobs in Truth or consequences	Percent of total jobs within Sierra County	Percent of total jobs within Truth or Consequences	TorC Location Quotient
Total All Industry	2870	2558	1	1	1
Natural Resource An Mining	334		11.6%	0.0%	0.0000
Agriculture and Forestry Support Activities	84	34	2.9%	1.3%	0.4541
Construction	180	121	6.3%	4.7%	0.7542
Manufacturing	79	45	2.8%	1.8%	0.6391
Wholesale Trade	452	42	15.7%	1.6%	0.1043
Retail Trade	7	406	0.2%	15.9%	65.0743
Transportation and Warehousing	409	46	14.3%	1.8%	0.1262
Utilities	10	4	0.3%	0.2%	0.4488
Information	26	38	0.9%	1.5%	1.6398
Finance and Insurance	21	83	0.7%	3.2%	4.4345
Real Estate and Rental and Leasing	78	49	2.7%	1.9%	0.7048
Professional, Scientific and Tech. Services	17	78	0.6%	3.0%	5.1479
Educational Services/Health	65	1046	2.3%	40.9%	18.0551
Arts, Entertainment and Rec.	688	31	24.0%	1.2%	0.0506
Accommodation and Food Services	30	327	1.0%	12.8%	12.2295
Other services, except Public Admin.	390	208	13.6%	8.1%	0.5984

Table 9 Location quotients Bureau of Labor Statistics Sierra County v New Mexico

Industry	Number of Jobs in	Number of Jobs in	Percent of total jobs	Percent of total jobs	Sierra County

	New Mexico	Sierra County	state-wide	within Sierra County	Location Quotient
Total, all industries	610148	2395	1	1	1
Natural resources and mining	36638	334	6.0%	14.0%	2.32
Crop production	2884	135	0.5%	5.6%	11.93
Agriculture and forestry support activities	2335	84	0.4%	3.5%	9.16
Construction	42216	180	6.9%	7.5%	1.09
Construction of buildings	9855	22	1.6%	0.9%	0.57
Heavy and civil engineering construction	8639	131	1.4%	5.5%	3.86
Manufacturing	29083	79	4.8%	3.3%	0.69
Trade, transportation, and utilities	135092	452	22.1%	18.9%	0.85
Wholesale trade	21575	7	3.5%	0.3%	0.08
Retail trade	91750	409	15.0%	17.1%	1.14
Transportation and warehousing	17326	10	2.8%	0.4%	0.15
Utilities	4443	26	0.7%	1.1%	1.49
Information	13072	21	2.1%	0.9%	0.41
Financial and Insurance	31068	78	5.1%	3.3%	0.64
Real estate and rental and leasing	9906	17	1.6%	0.7%	0.44
Professional, Scientific and Technical Services	98896	65	16.2%	2.7%	0.17
Education and health services	115392	688	18.9%	28.7%	1.52
Leisure and hospitality	88424	421	14.5%	17.6%	1.21
Arts, entertainment, and recreation	8931	30	1.5%	1.3%	0.86
Accommodation and food services	79493	390	13.0%	16.3%	1.25
Other services, except public administration	20267	78	3.3%	3.3%	0.98

Table 10 Employment by **Industry**

Commented [DA4]: The only way I could get this in here was to make it a picture

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2009	2010	2011	2012	2013
Agriculture, Forestry, Fishing and Hunting	112	123	99	113	105	137	167	138	145	171	330	176	160	184	196
Mining, Quarrying, and Oil and Gas Extraction	Data suppressed - does not meet Census Bureau Standard														
Utilities	55	62	52	27	56	44	48	43	43	45	42	46	45	40	46
Construction	251	220	225	182	195	238	287	312	401	319	275	268	319	194	234
Manufacturing	19	17	17	22	73	87	96	105	102	87	141	91	49	50	45
Wholesale Trade	15	9	13	9	14	16	8						8	8	5
Retail Trade	319	339	328	346	299	315	323	310	348	343	331	364	344	346	276
Transportation and Warehousing	13	18	21	18	22	19	22	18	19	12	13	15	10	14	8
Information	66	83	42	36	28	25	43	30	27	27	24	23	26	25	25
Finance and Insurance	51	54	54	63	68	70	69	68	70	64	61	62	55	52	54
Real Estate and Rental and Leasing	52	18	21	23	28	28	32	20	24	23	25	18	15	17	14
Professional, Scientific, and Technical Services	49	55	61	62	163	187	184	175	150	145	75	83	69	58	49
Management of Companies and Enterprises	N/D														
Administrative and Support and Waste Management and Remediation Services	35	43	65	16	35	35	38	35	47	47	52	47	41	43	45
Educational Services	326	349	278	269	308	302	334	308	293	288	317		283	291	
Health Care and Social Assistance	551	466	656	424	595	550	459	610	642	654	679	748	651	702	768
Arts, Entertainment, and Recreation	96	90	80	86	92	80	87	85	89	87	85	72	85	90	70
Accommodation and Food Services	484	454	467	313	363	381	417	380	396	389	349	390	410	353	360
Other Services (except Public Administration)	110	87	79	72	72	78	69	65	74	73	67	82	72	68	78
Public Administration	168	194	168	116	180	197	175	176	184	188	116	213	214	233	219

(Table 11 is in Text)