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Raton MainStreet Community Economic Assessment

Jeffrey Mitchell

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RATON MAINSTREET COMMUNITY ECONOMIC ASSESSMENT

Submitted to
Raton Mainstreet.

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April 2006

UNIVERSITY OF NEW MEXICO
BUREAU OF BUSINESS AND
ECONOMIC RESEARCH



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By Dr. Jeffrey Mitchell

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3.1 PRINCIPAL FINDINGS OF COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics:** Raton's population is stagnant (slight decline in population between 1990-2000).
 - a. Aging (median age increased from 35 to 39.7 y/o, compared to 34.6 for New Mexico; percentage under 5 y/o lower than New Mexico; 40% growth in number receiving retirement income, percent receiving retirement income from 18.1 to 23.5% vs. 17.4% for New Mexico).
 - b. Increase in migration to Raton from out of county, from 14.2% in 1990 to 18.3% in 2000, but still below the New Mexico and US averages.
 - c. Raton's population is relatively well integrated by New Mexican standards (6.1% vs. 11.9% New Mexico do not speak English 'very well'; only 1.1% of Raton's population is not a US citizen vs. 5.4% for New Mexico).
 - d. Educational attainment of Raton's population is below the New Mexico average -- the differences are evident both among those failing to complete their High school diploma (24.2% in Raton vs. 21.1% in New Mexico) and at higher levels (only 15.8% of Raton's population have received a post-secondary degree, including an Associates Degree, compared to 29.4% of New Mexico's population).
2. **Housing:**
 - a. Homeownership in Raton is on par with New Mexico (60.3% vs. 60.8%). Housing is affordable (housing costs only 18.5% of income for homeowners vs. 22.2% for New Mexico as a whole). Affordability is the result of low housing values, which at \$68,400, is barely 60% of New Mexico average).
 - b. However, housing stock is stagnant (indeed fell between 1990 and 2000) and vacancy rates, particularly for rentals, have dropped sharply over the past 15 years. This could possibly result in future increases in housing costs.
3. **Income:**
 - a. Per capita incomes in Raton are low (\$14,224 vs. \$17,261 for New Mexico, comparable to Colfax as a whole) and unemployment rates are very high (7.2% vs. 3.3% for New Mexico in 2000).
 - b. A large share of Raton's households depend on fixed income (38.9% receive Social Security benefits vs. 25.5% for New Mexico, 23.5% receive retirement benefits vs. 17.4% for New Mexico). By contrast, a small and declining share of Raton's households earn incomes from wages & salaries (from 1989 to

1999, the share fell from 72.3% to 67.6% in 1999; by comparison, as of 1999, 79.5% of New Mexican households received incomes from wage & salaries.)

- c. Compared to New Mexico as a whole, a higher proportion of Raton's households earn mid-level incomes while fewer earn higher incomes (share that earn between \$10,000 and \$50,000 is 66.8% in Raton, compared to 55.7% in New Mexico; while 19.9% earn more than \$50,000 in Raton, compared to 31.9% for the state as a whole. NOTE: this is typical for mid-sized communities because higher earnings and costs of living in Albuquerque and Santa Fe.)
 - d. Poverty rates are on par with state (14.8%). However, the incidence of poverty among children is much higher than state average (42.4% of households with children less than 5 y/o compared 22.4% for New Mexico as a whole; and 14.1% for US). Female headed households are particularly inflicted by poverty in Raton.
4. **Raton economy:** overall, Raton has a strong surplus in taxable gross receipts, providing for solid town finances.
- a. Market area: Raton belongs to the Trinidad Wal-Mart market area; margins for expanding markets for 'low-order' goods (goods and services of lower value that are purchased more frequently) are south to Springer; southwest to Cimarron; and east to Des Moines and Grenville.
 - b. Strengths in Raton's economy are associated with the town's status as the Seat for Colfax County, a regional service center, and its location along I25. This is evidenced by:
 - i. High industry location quotients (LQ) for public administration (1.15 re Colfax County and 1.25 re New Mexico); Health care & social assistance (1.18 re: Colfax County); 'other services' (1.28 re: Colfax County); and high occupational locational quotients for healthcare occupations (1.26 re Colfax County) and protective services (police, fire, etc; 1.27 re Colfax County).
 - ii. Raton's wholesale sector is relatively strong due to its role as a regional center and its location along I-25 (LQ industry 1.31 re Colfax) (though weak in Bernilillo County-dominated state economy).
 - iii. Accommodations (hotels & motels) and gasoline stations pulled more than \$8.0 million into Raton, accounting for more than 90% of the net inflow of receipts into the town's economy.

- iv. Given the proximity of a Wal-Mart Supercenter in Trinidad, Colorado, receipts for miscellaneous retail (including department stores) are remarkably strong (negative, but not overly so), and are more than offset by strengths in other retail sectors.
- c. Weaknesses in Raton's economy are most notable among various amenity sectors, and there are opportunities here.
 - i. Real receipts for food services & drinking establishments fell by more than one-quarter between 1989 and 2002, and now account for about \$375,000 in lost receipts (leakages). This is surprising given the strength of the town's location along I-25 and corresponding strength of the accommodations sector. This represents a significant opportunity.
 - ii. Arts & entertainment are not captured in gross receipts tables, but data from location quotients for employment by industry and occupation indicate that Raton is in a strongly negative position.

5. **MainStreet:**

- a. Approximately 20% of all Raton business and 13% of the town's employment is located in the MS service area. Between 1995-2002 the share of Raton businesses and employment downtown declined slightly. (It is common for downtown businesses to feature below average employment, as larger businesses tend to locate on lower-cost land outside the town center).
- b. Composition of businesses in downtown Raton is well-balanced and tends to feature many the higher-level services (finance, insurance and real estate [F.I.R.E.], administration, professional and educational services). This provides a solid foundation for development of the MainStreet area. Significantly, between 1995-2004, the sectors that experienced the greatest growth in downtown employment and business formation.
- c. However, hospitality businesses (accommodations, food services and drinking establishments, arts & entertainment) fared poorly downtown during the period 1989-2002, and are almost gone from the downtown area. Between 1989 and 2002, the number of jobs in hospitality fell from 142 to only 12.

6. Recommendations:

- a. Challenges facing Raton as a whole are structural – a stagnant and aging population; a large ‘marginalized population’ (high unemployment, child in poverty, relatively large population lacking even a high school education); and the loss of jobs in high-value mining sector. Raton’s economy has been somewhat buoyed by an in-migration of an older population that brings retirement incomes and that demands housing and other services. A concerted, long-term strategy is needed to revive the economy. This strategy must reverse the loss of the highly-productive 20-50 y/o population cohort; increase the number of workers with a post-secondary education; and create a number of higher-paying jobs.
- b. Efforts of MainStreet in promoting the revitalization of downtown must play a central role in the growth of Raton’s economy. On the one hand, many of the strengths of Raton’s economy are found downtown, including the presence of high-value finance, insurance, real estate, administration, professional services. On the other hand, many of most obvious weakness in Raton’s economy are evident in the loss of downtown businesses, particularly among amenities such food services and drinking establishments; arts and entertainment.
- c. Revitalization of Raton’s downtown, in part, should emphasize the development of amenity-based businesses such as restaurants and drinking establishments, and arts and entertainment venues. These business should draw upon and integrate three distinct markets:
 - i. Raton residents who otherwise visit downtown only for professional and administrative services;
 - ii. Regional residents who visit Raton for various retail and professional services, whether located downtown or in Raton’s southern end;
 - iii. Travelers along I-25 who stop for services and accommodations in Raton but who appear to not avail themselves of other services

3.2 EXPLANATION OF TABLES

Selected Demographic, Economic and Housing Characteristics

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

Data is provided for your community, county and the State of New Mexico for the years 1990 and 2000. For the city and county values are given in absolute terms and in percentages. For the State of New Mexico, only percentages are provided, for the purposes of comparison.

Taxable Gross Receipts and Pull Factors

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

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

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

A 'pull factor' indicates the capacity of an industrial sector (including services, retail, and so on) to draw revenues into the local economy. A value of 100% is the break-even point – values greater than 100% indicate that the business sector is drawing revenues into the local economy (more money is spent in the economy by those whose income is earned outside the community and money is spent by locals outside the community), whereas values less than 100% indicate that the sector is leaking money to other communities.

The Net Gain/Loss derives from the Pull Factors. It is calculated as the difference between actual gross receipts and the 'expected value' of gross receipts (i.e. that which would be associated with a pull factor of 100%. The values are in nominal terms, meaning that they are NOT adjusted for inflation.

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

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

Businesses by Industry, In MainStreet Service Area, 1995 and 2004

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 1995 and 2004; calculations by UNM/BBER.

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

Location Quotients

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

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

NOTE: Charts of location quotients are scaled to a value of 0, where this base indicates that employment for a given industry is the same proportion as the base geography. This is done for presentational purposes.

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

Market Area

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

Principal Consumer Clusters

Source: ESRI, *Community Tapestry*. 2006.

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

3.3 TABLES AND FIGURES

RATON: SUMMARY OF DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Raton	1990	2000	NM 2000
Population			
Total population	7,372	7,282	1,819,046
Median Age (yrs)	35.0	39.7	34.6
Average household size (persons)	2.5	2.4	2.63
Race & Ethnicity			
White	81.1%	78.0%	44.7%
Black or African American	0.3%	0.2%	1.6%
American Indian and Alaska Native	0.5%	1.6%	8.9%
Hispanic or Latino (of any race)	53.4%	57.0%	42.1%
Speak English less than "very well" (5 yrs and older)	8.8%	6.1%	11.9%
Not a U.S. citizen	0.5%	1.1%	5.4%
Education			
Educational Attainment: Less than High School	30.0%	24.2%	21.1%
Educational Attainment: HS graduate; and some college	53.1%	60.0%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	16.9%	15.8%	29.4%
Housing			
Owner-occupied housing units	58.5%	60.3%	60.8%
Median value (dollars)	\$45,500	\$68,400	\$108,100
Income			
Real per capita income (1999 dollars)	\$12,984	\$14,223	\$17,261
Median household income (1999 dollars)	\$20,246	\$27,028	\$34,133
Households with retirement income	18.1%	23.5%	17.4%
Poverty			
Families below poverty level	7.6%	14.8%	14.5%
Female head, no husband present, below poverty level	21.3%	36.8%	34.1%
Female head, no husband present, with children under 5 yrs, below	75.0%	53.7%	58.4%
Labor			
Unemployment rate	8.8%	7.2%	3.3%
Private wage and salary workers	65.5%	65.1%	66.4%
Government workers	25.7%	26.6%	22.7%
Self-employed workers in own not incorporated business	7.7%	7.5%	11.7%

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

RATON: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Raton	1990		2000		NM 2000
SELECTED SOCIAL & DEMOGRAPHIC CHARACTERISTICS					
Population					
Total population	7,372		7,282		1,819,046
Median Age (yrs)	35.0		39.7		
Under 5 yrs	533	7.2%	474	6.5%	7.1%
18 yrs and over	5,300	71.9%	5,455	74.9%	72.1%
65 yrs and over	1,340	18.2%	1,337	18.4%	11.7%
Average household size	2.5		2.4		2.63
Race & Ethnicity					
White	5,978	81.1%	5,683	78.0%	44.7%
Black or African American	22	0.3%	17	0.2%	1.6%
American Indian and Alaska Native	37	0.5%	116	1.6%	8.9%
Hispanic or Latino (of any race)	3,935	53.4%	4,148	57.0%	42.1%
Speak Spanish at home; English less than "very well" (5 yrs+)	604	8.2%	376	5.6%	9.4%
Speak other than English or Spanish at home; English less than "very well"	44	0.6%	35	0.5%	2.5%
Not a U.S. citizen	36	0.5%	77	1.1%	5.4%
Education					
Educational Attainment: Less than High School	1,436	30.0%	1,147	24.2%	21.1%
Educational Attainment: HS graduate; and some college	2,542	53.1%	2,850	60.0%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	811	16.9%	752	15.8%	29.4%
Mobility					
Moved to new house since 1985/1995 (5 yrs and over)	2,953	43.2%	2,805	41.7%	45.6%
New to County since 1985/1995 (5 yrs and over)	972	14.2%	1,230	18.3%	19.6%
HOUSING CHARACTERISTICS					
Total housing units	3,502		3,472		780,579
Occupied: Owner-occupied housing units	2,049	58.5%	2,095	60.3%	60.8%
Occupied: Renter-occupied housing units	832	23.8%	940	27.1%	26.1%
Vacant housing units	621	17.7%	437	12.6%	13.1%
Median value (dollars)	45,500		\$68,400		\$108,100
Median costs of homeownership, with a mortgage (\$)	\$485		\$604		\$929
Median costs of homeownership, with mortgage, as % of household	19.8%		18.5%		22.2%

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

RATON: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Raton	1990		2000		NM 2000
ECONOMIC CHARACTERISTICS					
Real per capita income (1999 dollars)	\$12,984		\$14,223		\$17,261
Median household income in 1989/1999 (dollars)	\$20,246		\$27,028		\$34,133
Households with earnings	2,068	72.3%	2,048	67.6%	79.5%
Households with Social Security income	1,074	37.5%	1,179	38.9%	25.5%
Households with public assistance income	220	7.7%	158	5.2%	4.7%
Households with retirement income	517	18.1%	712	23.5%	17.4%
Poverty					
Families below poverty level	155	7.6%	296	14.8%	14.5%
Families with children under 18 yrs below poverty level	72	28.9%	43	27.6%	29.7%
Families with children under 5 yrs below poverty level	65	38.5%	84	42.4%	22.4%
Female head, no husband present, below poverty level	67	21.3%	143	36.8%	34.1%
Female head, no husband present, with children under 5 yrs, below	36	75.0%	22	53.7%	58.4%
Female head, no husband present, with children under 18 yrs, below	26	68.4%	55	100.0%	49.5%
Individuals below poverty level	1,488	20.2%	1,228	17.1%	18.1%
LABOR CHARACTERISTICS					
Labor force (with % of population 16 yrs and over)	2,800	35.1%	3,110	55.3%	61.8%
Unemployed	246	8.8%	224	7.2%	3.3%
Class of Worker					
Private wage and salary workers	1,865	65.5%	1,876	65.1%	66.4%
Government workers	732	25.7%	765	26.6%	22.7%
Self-employed workers in own not incorporated business	219	7.7%	216	7.5%	11.7%
Unpaid family workers	30	1.1%	24	0.8%	0.4%

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

COLFAX COUNTY: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Colfax County	1990		2000		NM 2000
SELECTED SOCIAL & DEMOGRAPHIC CHARACTERISTICS					
Population					
Total population	12,925		14,189		1,819,046
Median Age (yrs)	37.0		40.8		
Under 5 yrs	902	7.0%	767	5.4%	7.1%
18 yrs and over	9,226	71.4%	10,627	74.9%	72.1%
65 yrs and over	2,101	16.3%	2,401	16.9%	11.7%
Average household size	2.5		2.4		2.63
Race & Ethnicity					
White	10,697	82.8%	11,564	81.5%	44.7%
Black or African American	44	0.3%	45	0.3%	1.6%
American Indian and Alaska Native	95	0.7%	209	1.5%	8.9%
Hispanic or Latino (of any race)	6,190	47.9%	6,739	47.5%	42.1%
Speak Spanish at home; English less than "very well" (5 yrs+)	782	6.1%	692	5.2%	9.4%
Speak other than English or Spanish at home; English less than "very well"	57	0.5%	56	0.4%	2.5%
Not a U.S. citizen	72	0.6%	187	1.3%	5.4%
Education					
Educational Attainment: Less than High School	2,407	28.9%	1,828	19.2%	21.1%
Educational Attainment: HS graduate; and some college	4,314	51.8%	5,350	56.2%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	1,608	19.3%	2,340	24.6%	29.4%
Mobility					
Moved to new house since 1985/1995 (5 yrs and over)	5,374	44.7%	5,700	42.5%	45.6%
New to County since 1985/1995 (5 yrs and over)	2,298	19.1%	3,028	22.6%	19.6%
HOUSING CHARACTERISTICS					
Total housing units	8,265		8,959		780,579
Occupied: Owner-occupied housing units	3,500	42.3%	4,224	47.1%	60.8%
Occupied: Renter-occupied housing units	1,459	17.7%	1,597	17.8%	26.1%
Vacant housing units	3,306	40.0%	3,138	35.0%	13.1%
Median value (dollars)	47,100		\$76,600		\$108,100
Median costs of homeownership, with a mortgage (\$)	\$499		\$693		\$929
Median costs of homeownership, with mortgage, as % of household	20.7%		20.6%		22.2%

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

**COLFAX COUNTY: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS
CONTINUED**

Colfax County	1990		2000		NM 2000
ECONOMIC CHARACTERISTICS					
Real per capita income (1999 dollars)	\$13,538		\$16,418		\$17,261
Median household income in 1989/1999 (dollars)	\$20,800		\$30,744		\$34,133
Households with earnings	3,762	75.8%	4,244	73.2%	79.5%
Households with Social Security income	1,687	34.0%	2,047	35.3%	25.5%
Households with public assistance income	423	8.5%	244	4.2%	4.7%
Households with retirement income	841	17.0%	1,338	23.1%	17.4%
Poverty					
Families below poverty level	245	6.9%	479	12.0%	14.5%
Families with children under 18 yrs below poverty level	116	28.7%	65	23.8%	29.7%
Families with children under 5 yrs below poverty level	125	36.0%	103	34.0%	22.4%
Female head, no husband present, below poverty level	90	18.4%	205	34.6%	34.1%
Female head, no husband present, with children under 5 yrs, below	53	81.5%	30	53.6%	58.4%
Female head, no husband present, with children under 18 yrs, below	41	66.1%	61	84.7%	49.5%
Individuals below poverty level	2,321	18.0%	2,039	14.4%	18.1%
LABOR CHARACTERISTICS					
Labor force (with % of population 16 yrs and over)	5,075	36.5%	6,474	58.1%	61.8%
Unemployed	419	8.3%	415	6.4%	3.3%
Class of Worker					
Private wage and salary workers	3,207	62.4%	3,847	63.6%	66.4%
Government workers	1,384	26.9%	1,459	24.1%	22.7%
Self-employed workers in own not incorporated business	491	9.5%	695	11.5%	11.7%
Unpaid family workers	61	1.2%	44	0.7%	0.4%

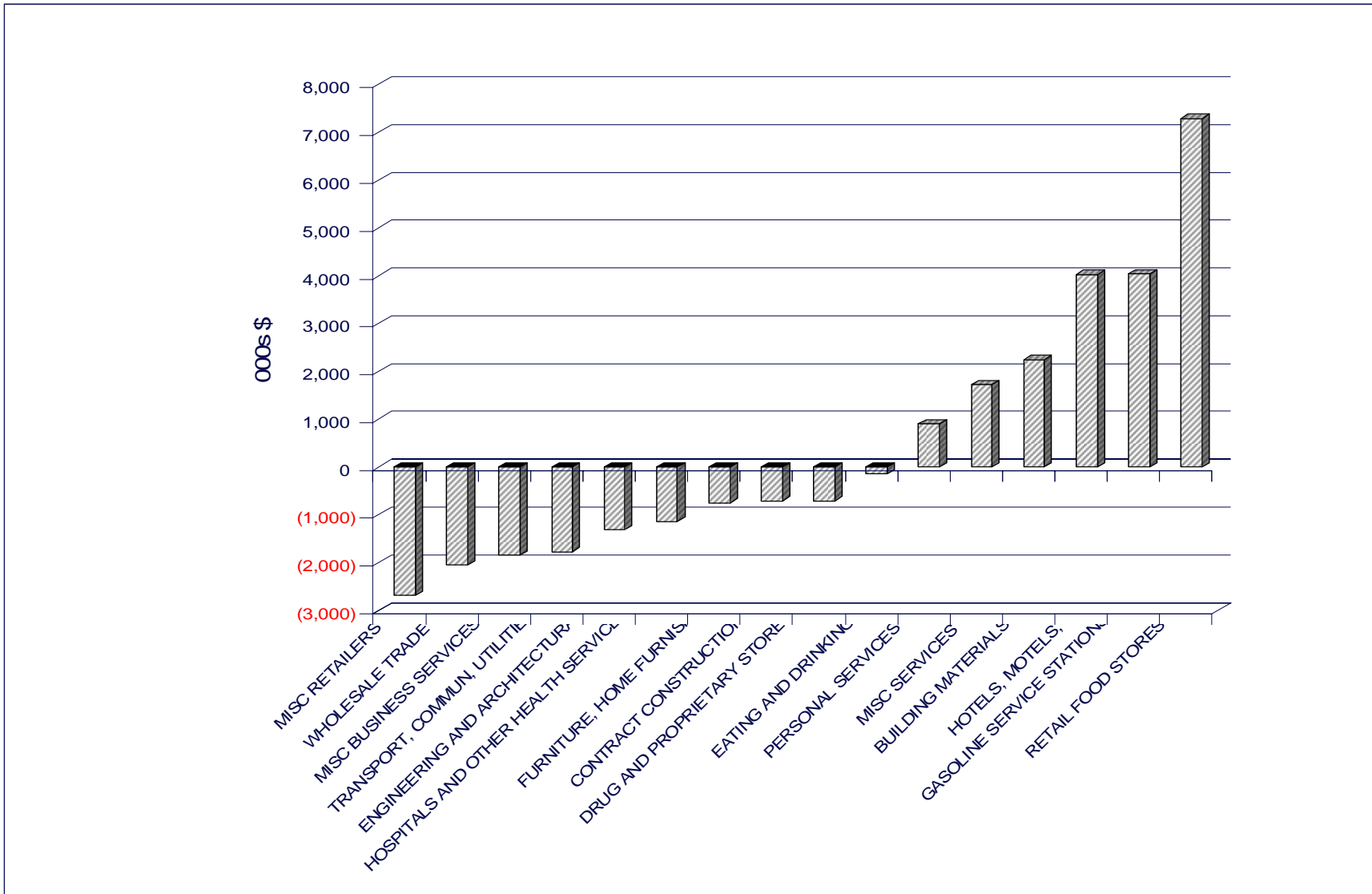
Source: US Census Bureau, 1990 and 2000 Decennial Census.

RATON: TAXABLE GROSS RECEIPTS AND PULL FACTORS

Raton	TAXABLE GROSS RECEIPTS (\$)		PULL FACTOR		NET GAIN/LOSS (\$)		CHANGE (1989-2002)		
	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss	Pull Factor
TOTAL TAXABLE GROSS RECEIPTS									
TOTAL AGRICULTURE	11,057	0	4%	0%	-240,486	-206,266	-100%	142,632	-100%
MINING	0	0	0%	0%	-2,789,472	-3,059,590		987,394	
CONTRACT CONSTRUCTION	2,671,714	9,441,151	35%	93%	-4,967,576	-713,018	413%	6,493,973	166%
MANUFACTURING	665,929	1,236,502	33%	46%	-1,358,715	-1,427,145	169%	544,088	41%
TRANSPORT, COMMUN, UTILITIES	7,475,914	5,508,231	108%	76%	548,159	-1,774,935	7%	-2,570,208	-30%
WHOLESALE TRADE	1,681,133	3,254,335	41%	61%	-2,376,714	-2,051,414	181%	1,396,737	48%
BUILDING MATERIALS	2,070,760	2,769,571	262%	523%	1,280,395	2,239,922	94%	382,317	100%
HARDWARE STORES	0	0	0%	0%	-227,590	-209,446		120,743	
FARM EQUIPMENT DEALERS	0	0	0%	0%	-79,044	-96,798	(79,044)	17,879	
GENERAL MERCHANDISE EXCEPT DEPT	671,082	737,109	105%	71%	30,600	-301,091	59%	-345,485	-32%
DEPT STORES	6,680,311	2,180,350	72%	98%	-2,549,594	-33,770	-53%	3,665,197	36%
RETAIL FOOD STORES	12,051,255	13,077,142	245%	226%	7,125,400	7,289,516	57%	-3,048,061	-8%
MOTOR VEHICLE DEALERS	0	0	0%	0%	-484,126	-710,683		-8,311	
GASOLINE SERVICE STATIONS	2,209,788	4,637,552	478%	769%	1,747,674	4,034,146	204%	1,498,609	61%
MISC VEHICLE AND AUTO ACCESSORY	2,017,837	2,855,358	242%	277%	1,182,329	1,824,537	105%	109,207	15%
APPAREL AND ACCESSORY STORES	33,881	1,205,957	2%	81%	-1,364,775	-289,156	5064%	1,690,868	3230%
FURNITURE, HOME FURNISH	615,840	268,749	59%	26%	-430,762	-746,794	-37%	-121,842	-55%
EATING AND DRINKING	5,707,077	4,748,111	169%	97%	2,334,049	-148,672	21%	-3,534,926	-43%
LIQUOR DISPENSORS	1,387,305	468,130	130%	79%	323,675	-121,747	-51%	-591,337	-39%
DRUG AND PROPRIETARY STORES	2,629,898	0	243%	0%	1,549,691	-708,348	-100%	-2,956,650	-100%
PACKAGE LIQUOR	0	0	0%	0%	-255,580	-235,694		135,104	
MISC RETAILERS	2,687,467	6,939,654	49%	72%	-2,811,943	-2,688,710	275%	1,390,875	47%
TOTAL RETAIL TRADE	40,118,422	49,760,670	148%	161%	12,931,256	18,763,158	80%	2,408	9%
TOTAL FINANCE, INSURANCE AND REAL ESTATE	1,588,358	2,223,677	86%	99%	-259,834	-23,267	103%	353,702	15%
HOTELS, MOTELS,	4,561,758	5,717,123	346%	338%	3,241,642	4,026,878	82%	-676,117	-2%
PERSONAL SERVICES	1,450,314	2,446,227	161%	158%	550,725	901,844	145%	102,849	-2%
MISC BUSINESS SERVICES	1,329,316	3,176,651	39%	63%	-2,049,447	-1,841,963	247%	1,131,387	61%
AUTO RENTAL, REPAIR	913,533	2,059,934	77%	116%	-273,724	289,901	227%	687,022	51%
MISC REPAIR SERVICES	488,184	329,522	107%	55%	31,770	-266,694	-2%	-312,787	-48%
PHYSICIANS, DENTISTS	3,885,365	3,044,807	164%	104%	1,512,304	117,011	14%	-2,077,049	-36%
HOSPITALS AND OTHER HEALTH SERVICES	1,767,244	1,208,510	115%	52%	232,584	-1,134,816	-1%	-1,472,250	-55%
LEGAL SERVICES	1,289,104	1,222,446	97%	75%	-40,312	-410,751	38%	-352,266	-23%
NON-PROFIT ORGANIZATION	0	0	0%	0%	-72,574	-33,365		71,925	
MISC SERVICES	997,146	13,147,242	31%	115%	-2,170,005	1,720,495	1813%	4,868,753	265%
ENGINEERING AND ARCHITECTURAL	239,349	0	24%	0%	-768,964	-1,310,053	-100%	-194,436	-100%
TOTAL SERVICES	17,467,890	32,978,161	83%	95%	-3,591,767	-1,577,528	174%	3,633,431	15%
TOTAL TAXABLE GROSS RECEIPTS	72,799,863	109,204,212	131%	109%	17,433,328	9,027,584	118%	-16,264,800	-17%

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

RATON TAXABLE GROSS RECEIPTS, GAIN/LOSS, BY INDUSTRY, 2002



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

COLFAX COUNTY: TAXABLE GROSS RECEIPTS AND PULL FACTORS

Colfax County	TAXABLE GROSS RECEIPTS (\$)		PULL FACTOR		NET GAIN/LOSS (\$)		CHANGE (1989-2002)		
	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss	Pull Factor
TOTAL TAXABLE GROSS RECEIPTS									
TOTAL AGRICULTURE	2,614,426	1,676,815	569%	357%	2,154,629	1,207,391	-7%	-1,918,559	-37%
MINING	3,441,806	875,369	68%	13%	-1,657,090	-6,087,692	-63%	-3,683,574	-81%
CONTRACT CONSTRUCTION	18,455,758	43,069,795	132%	186%	4,491,844	19,960,786	239%	13,443,990	41%
MANUFACTURING	1,172,315	2,708,565	32%	45%	-2,528,547	-3,353,403	235%	315,029	41%
TRANSPORT, COMMUN, UTILITIES	18,041,738	20,110,884	142%	121%	5,378,444	3,535,747	62%	-4,267,335	-15%
WHOLESALE TRADE	2,958,494	4,328,174	40%	36%	-4,458,874	-7,746,729	112%	-1,277,767	-10%
BUILDING MATERIALS	2,492,057	6,464,917	172%	536%	1,047,343	5,259,534	276%	3,740,042	211%
HARDWARE STORES	865,158	0	208%	0%	449,144	-476,661	-100%	-1,128,282	-100%
GENERAL MERCHANDISE EXCEPT DEPT	813,549	969,027	69%	41%	-357,194	-1,393,725	73%	-875,506	-41%
DEPT STORES	6,680,311	6,238,215	40%	124%	-10,191,099	1,199,287	35%	15,984,600	213%
RETAIL FOOD STORES	14,736,174	19,222,823	164%	146%	5,732,168	6,051,258	89%	-2,265,009	-11%
MOTOR VEHICLE DEALERS	883,158	2,251,304	100%	139%	-1,779	633,920	270%	636,501	39%
GASOLINE SERVICE STATIONS	3,089,529	5,189,767	366%	378%	2,244,828	3,816,526	144%	559,716	3%
MISC VEHICLE AND AUTO ACCESSORY	2,108,569	5,325,732	138%	227%	581,338	2,979,775	266%	2,136,366	64%
APPAREL AND ACCESSORY STORES	608,985	1,383,652	24%	41%	-1,947,628	-2,018,947	230%	806,683	71%
FURNITURE, HOME FURNISH	618,522	609,956	32%	26%	-1,294,569	-1,701,232	43%	176,938	-18%
EATING AND DRINKING	8,187,995	6,578,984	133%	59%	2,022,413	-4,565,188	17%	-7,499,317	-56%
LIQUOR DISPENSORS	1,606,535	488,898	83%	36%	-337,683	-853,554	-56%	-363,641	-56%
DRUG AND PROPRIETARY STORES	3,208,284	113,393	162%	7%	1,233,765	-1,498,677	-95%	-3,288,631	-96%
MISC RETAILERS	10,429,545	22,078,666	104%	101%	377,132	166,291	207%	-380,855	-3%
TOTAL RETAIL TRADE	57,306,255	82,047,605	115%	116%	7,610,635	11,503,004	108%	461,446	1%
TOTAL FINANCE, INSURANCE AND REAL ESTATE	6,864,203	11,583,661	203%	227%	3,485,879	6,470,033	145%	1,412,697	11%
HOTELS, MOTELS,	6,324,310	22,524,160	262%	586%	3,911,261	18,677,476	417%	13,002,994	123%
PERSONAL SERVICES	1,915,971	4,270,278	117%	121%	271,605	755,549	223%	361,502	4%
MISC BUSINESS SERVICES	2,330,052	6,248,483	38%	55%	-3,846,013	-5,172,954	289%	406,867	45%
AUTO RENTAL, REPAIR	2,262,819	2,620,377	104%	65%	92,623	-1,407,891	68%	-1,542,268	-38%
MISC REPAIR SERVICES	655,702	1,128,495	79%	83%	-178,580	-228,383	150%	30,702	6%
MOTION PICTURES	57,776	0	21%	0%	-219,954	-434,829	-100%	-115,718	-100%
AMUSEMENT	580,109	3,129,587	94%	455%	-39,188	2,441,639	683%	2,498,493	386%
PHSYCIANS, DENTISTS	4,319,117	3,205,668	100%	48%	-18,619	-3,457,454	8%	-3,430,441	-52%
HOSPITALS AND OTHER HEALTH SERVICES	1,764,244	1,275,834	63%	24%	-1,040,973	-4,057,143	5%	-2,546,892	-62%
LEGAL SERVICES	1,307,160	1,240,579	54%	33%	-1,122,889	-2,476,275	38%	-847,181	-38%
MISC SERVICES	3,967,794	25,178,512	69%	97%	-1,821,465	-826,648	821%	1,815,945	41%
ENGINEERING AND ARCHITECTURAL	652,354	3,586,392	35%	120%	-1,190,748	604,953	698%	2,332,498	240%
TOTAL SERVICES	28,102,759	75,788,920	73%	96%	-10,392,342	-2,853,431	291%	12,223,845	32%
TOTAL TAXABLE GROSS RECIEPTS	139,615,689	248,446,675	138%	109%	38,410,793	20,463,212	158%	-35,263,415	-21%

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

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

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

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

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

LOCATION QUOTIENT: RATON EMPLOYMENT, BY INDUSTRY, IN RELATION TO COLFAX COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; COLFAX COUNTY INDUSTRIES IN RELATION TO NM

Base Geography	Raton			Colfax County	NE Counties
	Colfax County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Agriculture; forestry; fishing and hunting; and mining	0.67	0.73	1.42	2.13	1.94
Agriculture; forestry; fishing and hunting	0.31	0.28	0.92	2.92	3.23
Mining	1.61	4.02	1.99	1.24	0.50
Construction	0.92	0.96	1.05	1.14	1.10
Manufacturing	1.55	2.77	1.35	0.87	0.49
Wholesale trade	1.31	1.32	0.77	0.58	0.58
Retail trade	0.99	0.90	0.86	0.87	0.96
Transportation and warehousing; and utilities	0.97	1.04	0.96	0.99	0.93
Transportation and warehousing	0.93	0.91	0.80	0.86	0.88
Utilities	1.05	1.35	1.44	1.37	1.06
Information	1.30	1.36	0.78	0.60	0.58
Finance; insurance; real estate and rental and leasing	0.59	0.73	0.53	0.90	0.72
Finance and insurance	0.91	0.85	0.51	0.56	0.60
Real estate and rental and leasing	0.38	0.59	0.56	1.48	0.94
Professional; scientific; management; administrative; and waste management services	0.76	0.67	0.36	0.47	0.53
Professional; scientific; and technical services	0.68	0.60	0.29	0.43	0.49
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00
Administrative and support and waste management services	0.89	0.79	0.49	0.55	0.61
Educational; health and social services	1.06	0.77	0.98	0.93	1.27
Educational services	0.94	0.69	0.89	0.94	1.28
Health care and social assistance	1.18	0.84	1.07	0.91	1.27
Arts; entertainment; recreation; accommodation and food services	0.91	1.26	1.37	1.50	1.09
Arts; entertainment; and recreation	0.39	0.29	0.24	0.60	0.82
Accommodation and food services	0.97	1.47	1.73	1.79	1.17
Other services (except public administration)	1.28	1.54	1.40	1.09	0.91
Public administration	1.15	1.07	1.25	1.09	1.17

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

LOCATION QUOTIENT: RATON EMPLOYMENT, BY OCCUPATION, IN RELATION TO COLFAX COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; COLFAX COUNTY INDUSTRIES IN RELATION TO NM

Base Geography	Raton			Colfax County	NE Counties
	County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Management; professional; and related occupations	0.83	0.76	0.72	0.87	0.95
Management; business; and financial operations occupations	0.65	0.72	0.73	1.13	1.02
Management occupations; except farmers and farm managers	0.70	0.86	0.77	1.09	0.89
Farmers and farm managers	0.37	0.37	1.51	4.10	4.04
Business and financial operations occupations	0.79	0.71	0.51	0.64	0.71
Business operations specialists	0.87	0.96	0.65	0.75	0.68
Financial specialists	0.70	0.50	0.37	0.53	0.75
Professional and related occupations	0.98	0.78	0.71	0.73	0.91
Computer and mathematical occupations	0.52	0.46	0.11	0.22	0.25
Architecture and engineering occupations	1.43	0.79	0.36	0.25	0.46
Architects; surveyors; cartographers; and engineers	0.39	0.23	0.06	0.15	0.26
Drafters; engineering; and mapping technicians	2.10	1.12	0.94	0.45	0.84
Life; physical; and social science occupations	0.00	0.00	0.00	0.19	0.54
Community and social services occupations	0.97	0.49	0.66	0.68	1.34
Legal occupations	0.90	0.51	0.37	0.41	0.74
Education; training; and library occupations	0.97	0.84	1.04	1.08	1.24
Arts; design; entertainment; sports; and media occupations	0.45	0.51	0.36	0.81	0.71
Healthcare practitioners and technical occupations	1.26	1.11	1.16	0.92	1.04
Health diagnosing and treating practitioners and technical occupations	1.06	0.96	0.86	0.81	0.89
Health technologists and technicians	1.62	1.34	1.91	1.18	1.43
Service occupations	1.13	1.07	1.29	1.14	1.21
Healthcare support occupations	1.27	0.62	0.78	0.61	1.25
Protective service occupations	1.22	1.23	1.73	1.41	1.41
Fire fighting; prevention; and law enforcement workers; including supervisors	1.27	1.40	2.55	2.01	1.82
Other protective service workers; including supervisors	1.02	0.73	0.62	0.60	0.84
Food preparation and serving related occupations	1.11	1.24	1.32	1.19	1.07
Building and grounds cleaning and maintenance occupations	1.14	1.02	1.48	1.29	1.45
Personal care and service occupations	0.99	0.98	0.94	0.96	0.97
Sales and office occupations	1.02	0.98	0.88	0.87	0.90
Sales and related occupations	0.76	0.76	0.63	0.84	0.84
Office and administrative support occupations	1.20	1.12	1.07	0.89	0.95
Farming; fishing; and forestry occupations	0.19	0.18	0.52	2.78	2.84
Construction; extraction; and maintenance occupations	1.04	1.20	1.30	1.25	1.08
Construction and extraction occupations	1.00	1.22	1.42	1.41	1.16
Supervisors; construction and extraction workers	0.83	0.70	1.17	1.42	1.67
Construction trades workers	0.98	1.25	1.41	1.44	1.13
Extraction workers	1.77	4.45	1.97	1.11	0.44
Installation; maintenance; and repair occupations	1.13	1.18	1.12	0.99	0.95
Production; transportation; and material moving occupations	1.33	1.77	1.45	1.08	0.82
Production occupations	1.56	2.42	1.78	1.14	0.74
Transportation and material moving occupations	1.09	1.27	1.13	1.04	0.89
Supervisors; transportation and material moving workers	1.34	0.87	1.35	1.01	1.56
Aircraft and traffic control occupations	0.00	0.00	0.00	0.60	0.17
Motor vehicle operators	1.04	1.01	0.90	0.86	0.89
Rail; water and other transportation occupations	0.93	1.83	2.43	2.61	1.32
Material moving workers	1.26	1.64	1.35	1.07	0.82

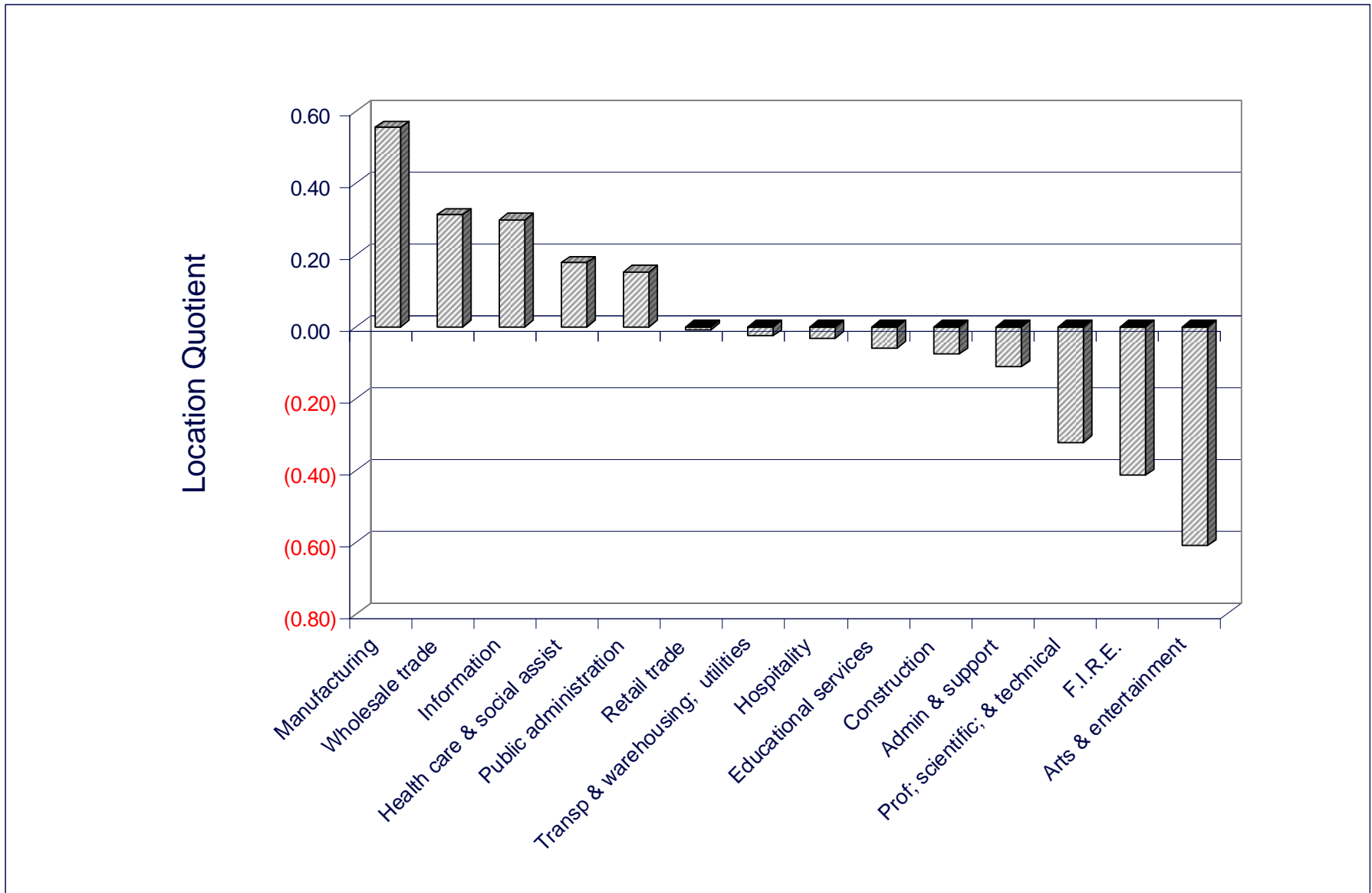
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P50. SEX BY OCCUPATION FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [95] - Universe: Employed civilian population 16 years and over.

LOCATION QUOTIENT: RATON EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO COLFAX COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; COLFAX COUNTY INDUSTRIES IN RELATION TO NEW MEXICO

Base Geography	Raton			Colfax County	NE Counties
	County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Private for-profit wage and salary workers	1.06	1.04	1.02	1.02	0.98
Employee of private company	0.36	0.48	0.61	0.61	1.26
Self-employed in own incorporated business	0.81	0.66	0.76	0.76	1.14
Private not-for-profit wage and salary workers	1.04	0.94	1.29	1.29	1.38
Local government workers	1.06	0.64	1.80	1.80	2.81
State government workers	1.09	0.46	0.33	0.33	0.71
Federal government workers	0.63	0.53	0.92	0.92	1.72
Self-employed workers in own not incorporated business	1.10	0.73	1.95	1.95	2.68
Unpaid family workers	0.84	0.90	0.10	0.10	1.83

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

RATON EMPLOYMENT LOCATION QUOTIENTS, BY INDUSTRY, 2004



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

RATON: BUSINESSES BY INDUSTRY, IN MAINSTREET AREA, 1995 AND 2004

Businesses in Raton, by Industry, in Mainstreet Service Area

NAICS	Sector	1995			2004			Change 1995-2004			
		MS	Outside	Total	%	MS	Outside	Total	%	MS	No
11	Agriculture, Forestry, Fishing and Hunting		1	1	0%			0			-100%
21	Mining		4	4	0%		3	3	0%		-25%
22	Utilities		3	3	0%		2	2	0%		-33%
23	Construction		20	20	0%	5	23	28	18%		15%
31-33	Manufacturing	3	11	14	21%	2	12	14	14%	-33%	9%
42	Wholesale trade		6	6	0%	1	2	3	33%		-67%
44-45	Retail Trade	24	28	52	46%	11	44	55	20%	-54%	57%
48-49	Transportation & Warehousing	3	5	8	38%	1	6	7	14%	-67%	20%
51	Information	3	4	7	43%	1	3	4	25%	-67%	-25%
52	Finance & Insurance	2	7	9	22%	7	9	16	44%	250%	29%
53	Real Estate, Rental & Leasing		10	10	0%	1	7	8	13%		-30%
54	Professional, Scientific & Technical Services	1	18	19	5%	9	13	22	41%	800%	-28%
55	Mgt of Companies		2	2	0%		2	2	0%		0%
56	Administrative & Support Services	1	6	7	14%	3	1	4	75%	200%	-83%
61	Educational Services		1	1	0%	2	1	3	67%		0%
62	Health Care and Social Assistance	8	16	24	33%	2	28	30	7%	-75%	75%
71	Arts, Entertainment and Recreation		5	5	0%	2	5	7	29%		0%
72	Accommodations & Food Services	10	27	37	27%	3	37	40	8%	-70%	37%
81	Other Services	3	21	24	13%	7	14	21	33%	133%	-33%
92	Public Administration	1	9	10	10%	1	6	7	14%	0%	-33%
Total		59	204	263	22%	58	218	276	21%	-2%	7%

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

RATON: BUSINESSES BY RETAIL & SERVICE SUBSECTOR, IN MAINSTREET SERVICE AREA

NAICS Sector	1995			2004			Change 1995-2004	
	MS	No	%	MS	No	%	MS	No
441 Motor Vehicle & Parts Dealers	3	5	38%		8	0%	-100%	60%
442 Furniture & Home Furnishings Stores	1		100%	1		100%	0%	
443 Electronics & Appliance Stores	1	1	50%	1		100%	0%	-100%
444 Dealers	3	3	50%	1	5	17%	-67%	67%
445 Food & Beverage Stores	2	4	33%		3	0%	-100%	-25%
446 Health & Personal Care Stores		2	0%	1	1	50%		-50%
447 Gasoline Stations	2	10	17%		16	0%	-100%	60%
448 Clothing & Clothing Accessories Stores	3	1	75%	1	3	25%	-67%	200%
451 Sporting Goods, Hobby, Book, & Music Stores		1	0%		2	0%		100%
452 General Merchandise Stores	2	2	50%	1	3	25%	-50%	50%
453 Miscellaneous Store Retailers	6	4	60%	5	4	56%	-17%	0%
454 Nonstore Retailers	1	2	33%		3	0%	-100%	50%
511 Publishing Industries	1		100%	1	1	50%		0%
512 Motion Picture & Sound Recording Industries	1	1	50%		1	0%	-100%	0%
515 Broadcasting (except Internet)	1		100%		1	0%	-100%	
517 Telecommunications		3	0%		1	0%		-67%
519 Other Information Services					1	0%		
522 Credit Intermediation & Related Activities	1	4	20%	1	6	14%	0%	50%
523 Investments & Related Activities					1	0%		
524 Insurance Carriers & Related Activities	1	5	17%	6	3	67%	500%	-40%
531 Real Estate		7	0%	1	7	13%		0%
532 Rental & Leasing Services		6	0%		2	0%		-67%
541 Professional, Scientific, & Technical Services	1	20	5%	9	16	36%	800%	-20%
551 Management of Companies & Enterprises		2	0%		2	0%		0%
561 Administrative & Support Services	1	5	17%	3	5	38%	200%	0%
562 Waste Management & Remediation Service		1	0%		1	0%		0%
611 Educational Services		1	0%	2	1	67%		0%
621 Ambulatory Health Care Services	6	15	29%	2	15	12%	-67%	0%
622 Hospitals					1	0%		
623 Nursing & Residential Care Facilities		1	0%		3	0%		200%
624 Social Assistance	2	3	40%		11	0%	-100%	267%
711 Industries		1	0%		2	0%		100%
712 Museums, Historical Sites, & Similar Institution		1	0%	1		100%		-100%
713 Amusement, Gambling, & Recreation Industries		3	0%	1	6	14%		100%
721 Accommodation	5	11	31%		16	0%	-100%	45%
722 Food Services & Drinking Places	5	23	18%	3	25	11%	-40%	9%
811 Repair & Maintenance	2	8	20%	1	9	10%	-50%	13%
812 Personal & Laundry Services		10	0%	3	5	38%		-50%
813 Religious, Grantmaking, Civic, Professional, & Similar Organizations	1	4	20%	3	3	50%	200%	-25%
814 Private Households		5	0%					-100%
92 Executive, Legislative, & Other General Government Support					7	0%		
922 Justice, Public Order, & Safety Activities		1	0%		10	0%		900%
924 Admin of Environmental Quality Programs		5	0%	1	5	17%		0%
925 Community Development		1	0%		1	0%		0%
926 Admin of Economic Programs	1	2	33%		4	0%	-100%	100%
TOTAL	54	183	23%	49	220	18%	-9%	20%

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

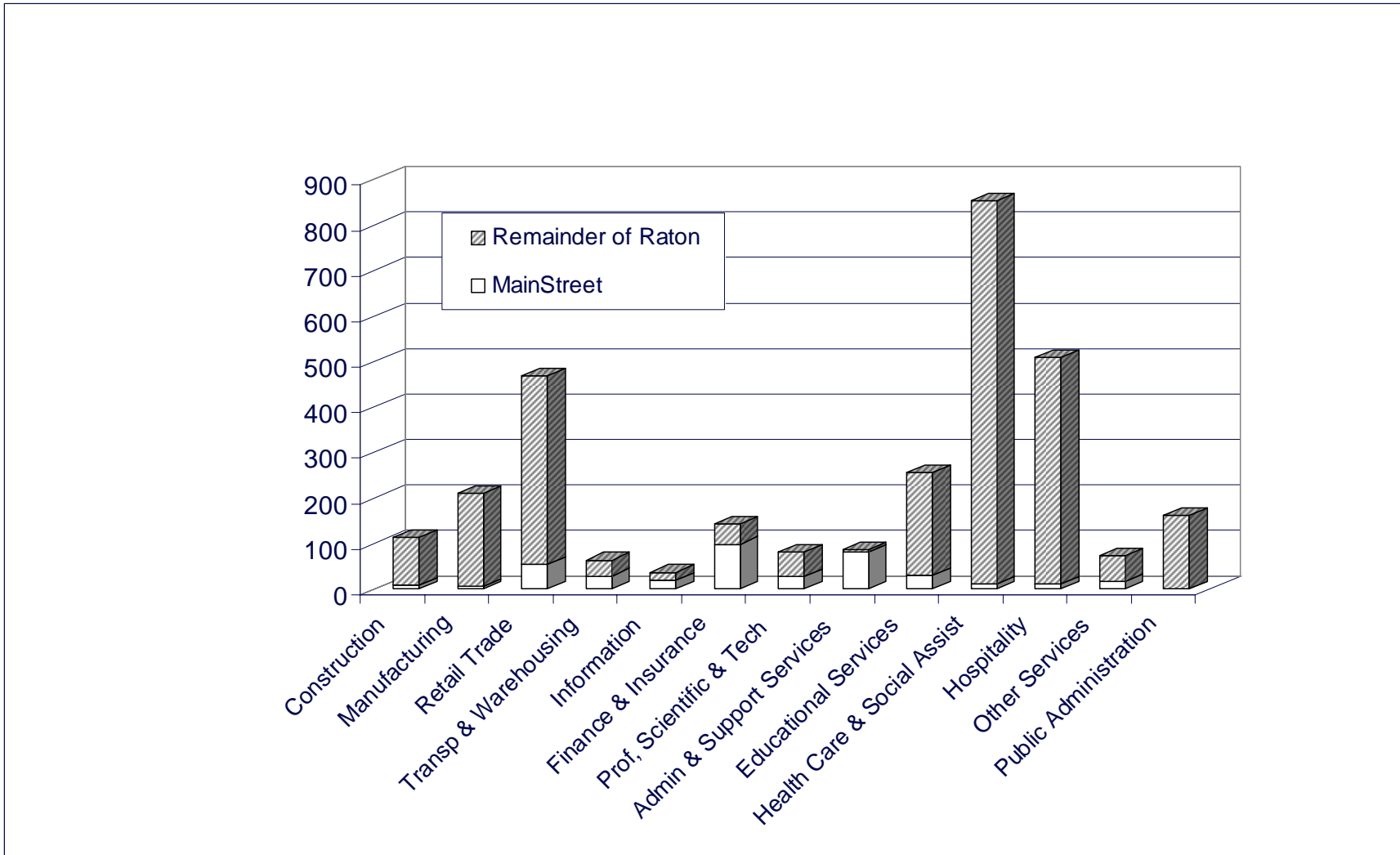
RATON: EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 1995 AND 2004

Employment in Raton, by Industry, in Mainstreet Service Area

NAICS	Sector	1995				2004				Change 1995-2004	
		MS	Outside	Total	%	MS	Outside	Total	%	MS	No
11	Agriculture, Forestry, Fishing and Hunting		23	23	0%			0			-100%
21	Mining		323	323	0%		23	23	0%		-93%
22	Utilities		44	44	0%		38	38	0%		-14%
23	Construction		74	74	0%	10	105	115	9%		43%
31-33	Manufacturing	15	200	215	7%	6	204	210	3%	-59%	2%
42	Wholesale trade		47	47	0%	1	18	19	7%		-61%
44-45	Retail Trade	135	277	412	33%	55	413	468	12%	-59%	49%
48-49	Transportation & Warehousing	8	12	19	41%	29	35	64	45%	270%	206%
51	Information	33	22	55	60%	20	18	37	53%	-40%	-21%
52	Finance & Insurance	10	100	110	9%	99	45	144	69%	944%	-55%
53	Real Estate, Rental & Leasing		20	20	0%	1	18	19	7%		-10%
54	Professional, Scientific & Technical Services	9	50	58	15%	27	55	81	33%	207%	10%
55	Mgt of Companies		20	20	0%		17	17	0%		-16%
56	Administrative & Support Services	5	30	35	15%	82	3	86	96%	1470%	-89%
61	Educational Services		166	166	0%	29	227	256	11%		37%
62	Health Care and Social Assistance	65	143	209	31%	11	843	854	1%	-83%	489%
71	Arts, Entertainment and Recreation		39	39	0%	2	5	7	22%		-86%
72	Accommodations & Food Services	85	383	468	18%	12	497	509	2%	-86%	30%
81	Other Services	10	78	89	12%	16	58	74	22%	57%	-26%
92	Public Administration	17	51	67	25%	1	161	162	1%	-94%	218%
Total		391	2,099	2,490	16%	402	2,782	3,184	13%	3%	33%

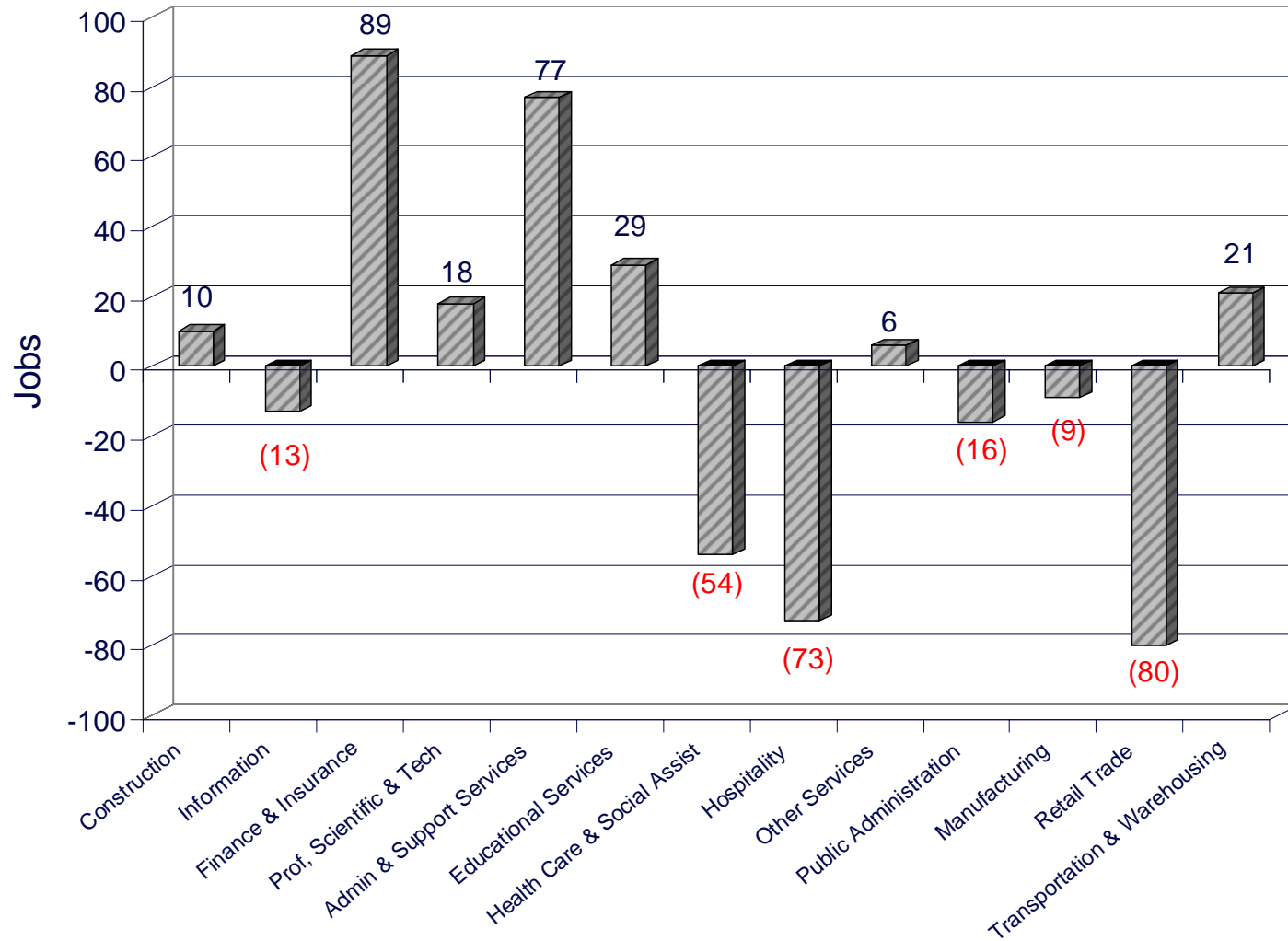
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 1995 and 2004. Calculations by BBER, 2006.

RATON EMPLOYMENT, BY INDUSTRY AND GEOGRAPHY, 2004



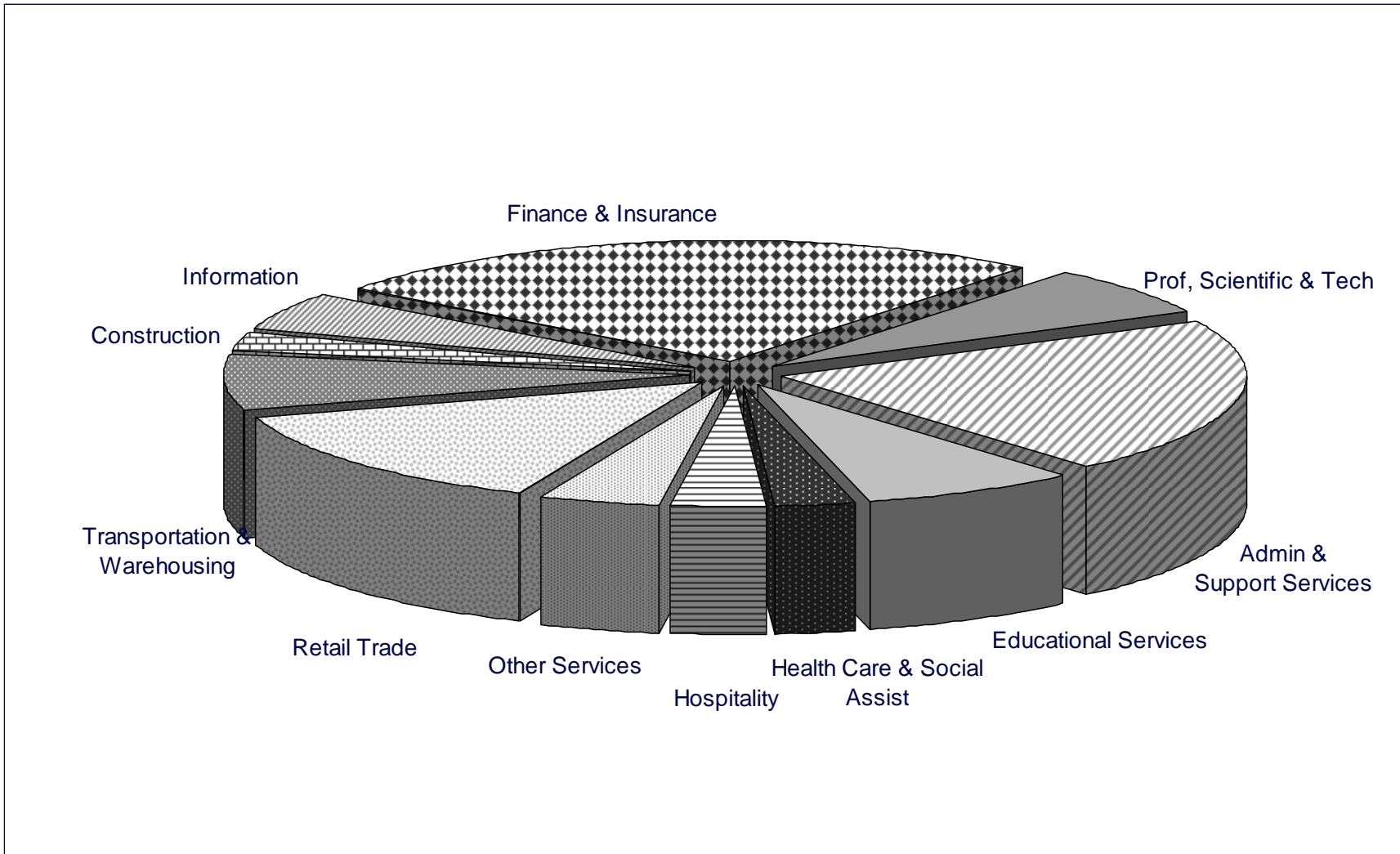
Source: New Mexico Department of Labor, ES-202 (Covered Employment Statistics, 2004)

RATON: EMPLOYMENT GAIN/LOSS MAINSTREET AREA, BY INDUSTRY, 1995-2004



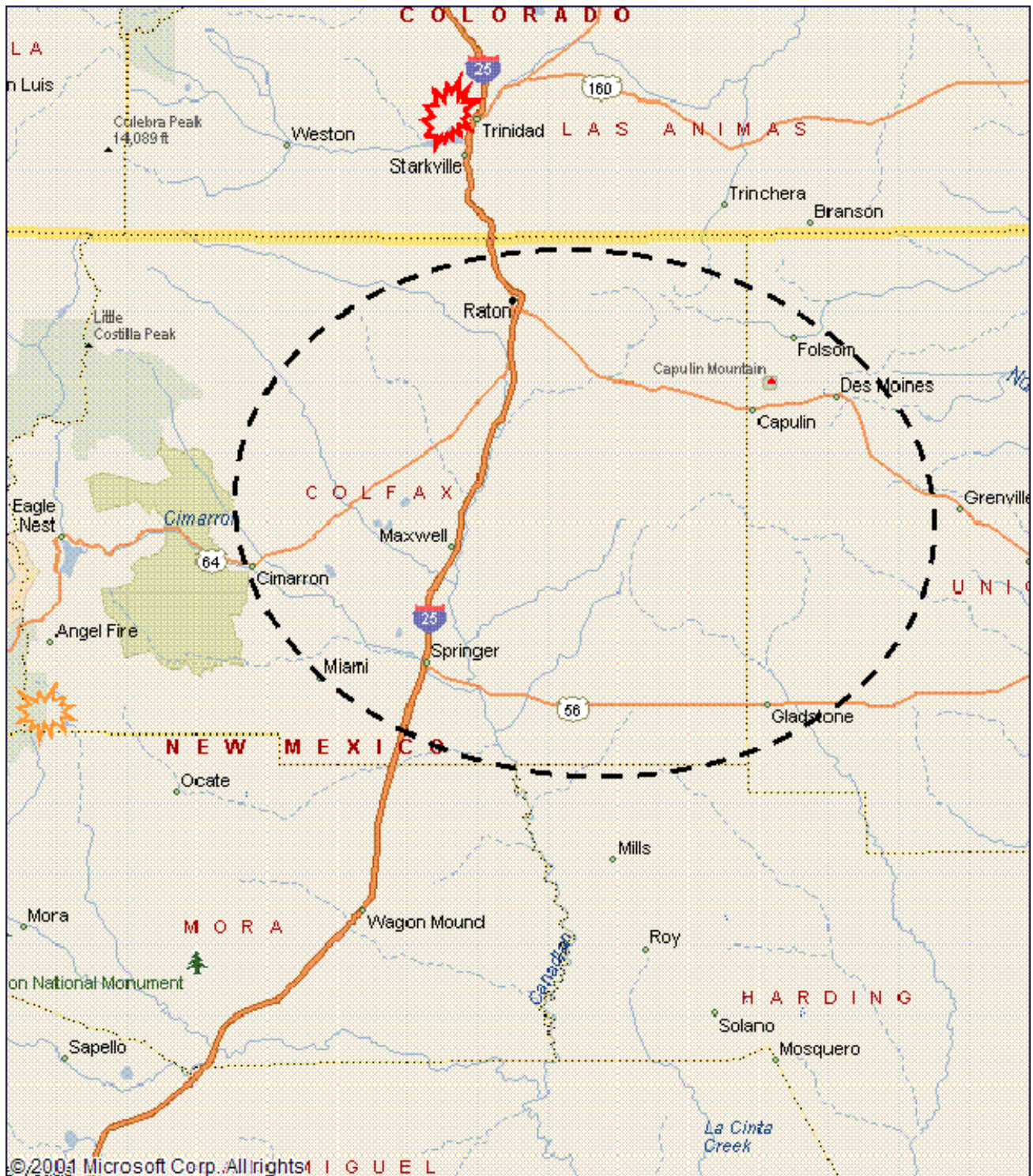
Source: New Mexico Department of Labor, ES-202 (Covered Employment Statistics, 1995 and 2004).

RATON: EMPLOYMENT MAINSTREET AREA, BY INDUSTRY, 2004



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

RATON, NEW MEXICO MARKET AREA



RATON – PRINCIPAL CONSUMER CLUSTERS

Segment 50 Heartland Communities



Heartland Communities neighborhoods are preferred by approximately six million people and are found primarily in small towns. More than 75 percent of the households are single-family dwellings with a median home value of \$74,400. Most homes are older, built before 1960. The median age is 41.3 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

Segment 56 Rural Bypasses



Open space, undeveloped land, and farmland are found in *Rural Bypasses* neighborhoods. This market is home to families who live in small towns along country back roads. The median age is 37.1 years. Higher-than-average proportions of employed residents work in the agricultural, mining, manufacturing, and construction industries. Labor force participation is low, and unemployment is high. Although most households are single-family dwellings, 32 percent are mobile homes. Homeownership is at 78 percent, and the median home value is \$58,500. Residents save money by maintaining their homes, gardens, and vehicles themselves. They enjoy hunting, reading fishing and hunting magazines, and listening to gospel radio. They prefer to watch courtroom TV and talk shows as well as cartoons. Recent purchases include baby products, clothes, and toys.

Segment 29 Rustbelt Retirees



Most Rustbelt Retirees neighborhoods can be found in older, industrial cities, in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles, living alone. The median age is 43.8 years. Although many residents are still working, labor force participation is below average. More than 40 percent of households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$118,500. Unlike many retirees, these residents are not inclined to move. These settled residents take pride in their homes and gardens, and participate in community activities. Some are members of veterans clubs. Leisure activities include playing bingo, gambling, going to the horse races, doing crossword puzzles, and playing golf.

Source: ESRI, Community Tapestry. 2006.