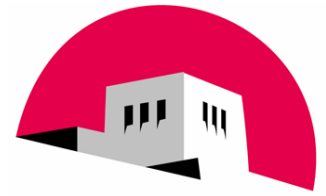University of New Mexico
Bureau of Business and Economic Research

SILVER CITY MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

Dr. Jeffrey Mitchell

With
Molly Bleecker
Joshua M. Akers

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SILVER CITY MAINSTREET
COMMUNITY ECONOMIC ASSESSMENT

1. Demographics:[1]

a. The population of the town of Silver City in 2006 is estimated to be 10,361,[2] down very slightly from the 2000 population of 10,599 and the 1990 population of 10,683. Historically, Silver City's population varied widely according to the ups and downs of the mining industry, but the impact of the industry on the community is much less pronounced today and the variances in the local population are likely to more modest.

b. The majority of Silver City's population is Hispanic (of any race), with 55 percent, a somewhat higher percentage than New Mexico's overall rate of 43 percent. White non-Hispanics account for much of the remainder, with 43 percent of the town's population. The Native American population is very small by New Mexico's standards, accounting for about one percent of the town's total. The racial and ethnic composition of the town's population has changed little over the past 25 years.

c. The age structure of Silver City's population suggests a slight 'graying' of the community, but compared to other parts of the state, particularly in eastern counties, the aging of the population is not especially problematic. There is no clear pattern of flight among the working age population; instead the demographic change is more a reflection of a slight uptick in the in-migration of retirees. The median age of the population is 35.9 years, just above the statewide median of 35.2 years. The school age share of the population under 19 years is slightly below the state share, and has shown a modest decline over the past two decades. The population 65 years and older is 15.1 percent of the total, compared to 11.9 percent for the state. Some attention should be given to maintaining a positive environment for young families, to balance the in-migration of retirees and to provide stability to the local workforce.

d. Relative to statewide patterns, Silver City residents are slightly more likely to be long term residents of their community. According to the 2000 Census, more than 36 percent of the town's residents have lived in town for at least 10 years, compared to less than 33 percent for the state; 21.2 percent have lived in town for at least 20 years, compared to 17 percent

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[1] See **Table 1** in the appendix.
[2] There is considerable disagreement regarding inter-censual population estimates in small communities, particularly in New Mexico. This estimate is from ESRI, which utilizes a very conservative methodology. The Census Bureau's 2006 population estimate for Grant County indicates a nearly 4 percent decline from 2000, but according to the Bureau of Business and Economic Research's demographers, this is almost certainly a low estimate.

for New Mexico. This is characteristic of the region, where more than 39 percent of the population has resided for more than 10 years.[3]

e. The level of educational attainment in Silver City is higher than the state and the region surrounding the town. In Silver City, 19.1 percent of the population (25 years and over) do not have a high school diploma (or equivalent), and 24.7 percent have a Bachelor's Degree or higher; by comparison, statewide rates are 21.1 percent and 23.5 percent, respectively. These patterns reflect the presence of Western New Mexico University and the town's role as the county seat and center of the regional economy.

2. **Housing:**[4] Silver City has seen increasing housing costs, creating problems of housing affordability for households that have not experienced increased earnings.

a. According to ESRI estimates, there were 4,836 housing units in the town of Silver City in 2006, up 1.4 percent since the 2000 decennial count. According to Bureau of Business and Economic Research (BBER) estimates, ESRI's count may be slightly low. BBER estimates that the housing stock in Grant County grew by 3.2 percent over the six year period; assuming an equal rate of increase in Silver City, the housing stock would total 4,924 in 2006.

b. The average cost of single family housing in Silver City in 2007, based on the sale of 331 residential properties, was about $191,000.[5] The cost of single family homes is about 23 percent below the statewide average of $247,000, but substantially higher than in similarly sized communities such as Deming, Grants, Artesia, Carlsbad and Las Vegas, where housing typically costs well under $140,000.[6] During the period 2003-2007, the average cost of single family housing in the region that includes Silver City increased by nearly 68 percent.[7] The state of New Mexico has been less affected by recent difficulties in the U.S. housing market than other regions of the country (e.g., California, Florida), and the same pattern holds for Silver City. In 2007, housing sales fell by 16 percent compared to 2006, but values (both average and median) continued to rise, the average by about 9 percent. These various indicators suggest that housing affordability is a problem in Silver City – housing costs in Silver City are relatively more on par with higher wage communities (e.g.

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[3] In this report, the region surrounding Silver City is defined as the area within a 30 minute drive of downtown Silver City, at 305 N. Pinos Altos St.

[4] See **Table 1** in the appendix.

[5] Silver City Regional Association of REALTORS®, Inc. Data is based on sold information in the Multiple Listing Service.

[6] State averages are strongly influenced by very high rates in select communities, such as Santa Fe and Taos.

[7] Data for this period is available only for a region that includes Grant and Hidalgo counties, and small portions of Catron and Luna Counties.

Farmington, Las Cruces) than smaller, lower wage communities (e.g. Deming, Grants). This is reflected in 2000 Census data, which indicated that the median cost of home ownership was 24.5 percent of household income in Silver City, well above the 22.2 percent median for the state; similarly, renters in Silver City spent a greater share of median incomes on housing (27.4 percent) than in other parts of the state (26.1 percent).[8]

c. The housing stock in Silver City is quite old. The median year housing structures were built in the town (as of 2000) was 1971 – six years earlier than at the state level. Notably, nearly half of all housing units in Silver City were built during the 1970s, reflecting the impact of mining during of the period.[9] By contrast, only eighteen percent of housing units in the town were built during the 1990s (compared to 23 percent for the state as a whole), reflecting the slow growth of the town's population and the reluctance of residents to invest in new housing in light of the uncertain prospects of the copper industry.

d. About 60 percent of occupied housing units in Silver City are single family detached houses (61 percent for the state); 13 percent are in multifamily units (15 percent for the state); and 24 percent are mobile homes (19 percent for the state). According to the 2000 count, 11 percent of all housing units in the town were unoccupied or vacant. The rate of home ownership in Silver City is below that of state: 65.3 percent compared to 70.4 percent for the state.

3. Income:[10] Incomes in Silver City are somewhat low, but on par with those of smaller communities in New Mexico. The town faces the challenge of attracting and developing jobs that pay wages commensurate with its relatively higher costs of living.

a. Per capita income in Silver City for 2006 is estimated at $17,589, compared to $21,756 for the state; median household income is $31,876, compared $41,539 for the state. Incomes have increased minimally since 1990, when adjusting for inflation. According to Census data, median household income fell very slightly from 1990 through 2000; ESRI estimates indicate an increase of about 6 percent since 2000, but the data is overly aggregated and reflects little that is specific to Silver City. Underlying the household median, however, is some increase in average incomes, as households are slightly smaller and averages are pulled up by increases among income earners.

b. The 2000 Census provides data on the sources of household incomes, including wages, social security, retirement programs, interest and

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[8] More recent data is not available on the relative cost of housing, but by all indications, affordability is as much, or more, of a problem in Silver City today as in 2000.
[9] This pattern is common to communities in New Mexico that historically have been dependent on mining industries – e.g. Grants (uranium), Hobbs (oil and gas), Raton (coal).
[10] See **Table 1** in the appendix.

dividends, and public assistance. Though somewhat dated, these data are consistent with other indicators of the social and demographic structure of the community. First, a large share of households in Silver City receive income from social security and retirement programs – 33 percent and 20 percent, respectively, compared to statewide shares of only 25 percent and 17 percent. Second and correspondingly, only 72 percent of the town's households receive incomes from employment, well below the state share of 80 percent. Third, as of 2000, relatively few households in Silver City receive incomes from investments – only 27 percent, compared to 30 percent for the state (and 36 percent for the U.S.). Finally, a greater share of households in Silver City received some form of public assistance in 2000 – 8 percent compared to 5 percent across the state. If the observed trend of relocating retirees to Silver City is correct, the 2010 data will likely show a still higher share of households receiving incomes from retirement and investments, though a national pattern also suggests that many of these households will also earn income from employment.

c. The unemployment rate in Silver City is very low – 3.2 percent at end-2007 (compared to 3.7 percent for the state). Unfortunately, much of the job gains that have occurred during the past years (as the local economy has shifted away from the mining industry) have been in low wage sectors, including hospitality. The recent move by Teleperformance USA to increase wages is a welcome sign that business leaders are responding to rising costs of living.

d. Poverty rates in Silver City are higher than in other parts of the state. In 2000, 2,237 persons, or 21.9 percent of the town's population, lived below the poverty line.[11] The poverty rate for Grant County was 18.7 percent, and for the state it was 18.4 percent. Much of this poverty is among the working poor – those working but earning wages that fail to keep up with the rising cost of living. The increasing cost of housing is particularly problematic.

4. **Economy:**[12] Considering the long term impact of the decline of copper mining in southwestern New Mexico, Silver City's economy is very stable, with significant advantages as a regional retail, service, and educational center and in its growing hospitality and related real estate sectors.

a. Trade Area: Silver City's trade area is small and thinly populated. Extending a 30 minute drive radius from the center of the MainStreet district, the trade area encompasses about 9,700 households, about 24,000 persons, and has total estimated retail spending of $157 million

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[11] In 2000, the poverty line was $8,959 for an individual or $17,463 for a family of four, including two children.
[12] See **Tables 2-4** and **Figure 2** for location quotient data and **Table 5** and **Figure 3** for gross receipts data.

per year.[13] This area includes the residents and visitors of the town, including students at Western New Mexico University, and towns in the immediate vicinity of Silver City (i.e. Bayard, Hurley, Santa Clara), extending for some goods as far to the north as Glenwood.

There are several constraints to the expansion of the town's trade area – the town is removed by nearly an hour from I-10; Deming, along I-10, has a Wal-Mart Superstore and serves smaller communities to the south of Silver City; the Gila National Forest limits development to the north and west. The only manner in which the local business could expand its trade is by attracting a greater number of visitors and exporting goods and services for which it has unique advantages.

b. Strengths – Silver City is a regional center for retail and services, is home to Western New Mexico University, and is enjoying the growth of its hospitality and real estate sectors.

   i. Gross receipts – gross receipts are the foundation of public finances for towns and municipalities in New Mexico, and serve as a useful indicator of a community's strengths and weakness.[14] In aggregate, taxable gross receipts in Silver City totaled just over $293 million in 2006, up about 2.5 percent from 2005 and more than 7 percent from 2004. Analysis of 'pull factors' provides a snapshot of the economy in relation to other communities.[15] In 2006, the pull factor for Silver City's businesses was 143 percent, indicating that, on average, for every dollar spent by a resident of Silver City in other parts of New Mexico, a compensating $1.43 was spent by New Mexican residents from outside Silver City in local businesses. This pull factor translates into a net inflow of about $88 million from the rest of the state into Silver City.

   Gross receipts performed well in most sectors of Silver City's economy. By far, the <u>retail</u> sector accounts for the largest share of inflow, capturing a net gain of $84.4 million from nearly all subsectors. Auto and auto parts dealers, home furnishing, building materials, grocery stores and 'miscellaneous store retailers' were the biggest

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[13] See **Figure 1** for a map of Silver City's regional trade area.

[14] It is important to note that taxable gross receipts, while the most reliable measure of local economic activity in New Mexico, does not include public and not for profit businesses, including in the case of Silver City, public schools, Western New Mexico University, and public administration. Activities in these areas are captured in other data, including employment and location quotients.

[15] Analysis of gross receipts is a comparison of sales of local businesses with expected expenditures of residents. Where receipts exceed expected expenditures, it is assumed that the balance is due to spending by non-residents in local businesses; and where receipts are short of expected expenditures, it is assumed that the shortfall is due to spending by local residents outside the community. These statistics are summarized in pull factors, and shown in **Table 5**. A value of 100 percent indicates that trade is in balance for the community vis-à-vis the 'rest of the world'; higher values indicate a 'trade surplus' and lower values a 'trade deficit'. See the 'Explanation of Tables' for a more complete discussion of pull factor analysis.

contributors.[16] <u>Healthcare and social assistance</u> also contributed significantly to the financial health of the local economy, with a pull factor of 276 percent, capturing $16.7 million is surplus receipts. The <u>hospitality</u> sector, including accommodations and food services, had a pull factor of 185 percent, drawing a net gain of $10.5 million into the economy. <u>Telecommunications</u>, led by Teleperformance USA, draws an additional $5 million into the economy. Finally, <u>finance and insurance</u>, and <u>real estate</u> contribute to the community's vitality, with pull factors of 218 percent and 189 percent, drawing a total of about $3 million per year into the economy. Finance and insurance reflect the capacity of these businesses to meet local needs, while real estate activity reflects the high rate of property turnover associated with the restructuring of the community away from blue collar workers and toward new retirees.

ii.   Employment – Silver City's economy creates far more jobs than are demanded by the local labor force. According to the Department of Workforce Solutions' Quarterly Census of Employment and Wages (QCEW), there are 5,772 jobs in Silver City, while the U.S. Census Bureau estimates a local labor force of just over 4,300. The remaining jobs in Silver City are filled by non-residents, including those living in surrounding communities.

In Silver City, <u>the health services</u>, <u>education</u> and <u>retail</u> sectors are the largest employers, accounting for 21 percent, 20 percent, and 16 percent, respectively, of employment in the town. <u>Hospitality</u> accounts for another 11.5 percent, and <u>construction</u> accounts for 7.6 percent of the town's total employment.

Location quotients, similar to pull factors, allow for a comparative analysis of employment patterns in a local economy, in effect indicating the areas in which a local economy is specialized.[17] In **Table 2**, the data indicates that the share of employment in educational services exceeds that of the state by 48 percent; employment in health services exceeds the state by 41 percent. Retail trade employment is slightly below the statewide share (96 percent of state proportion), and hospitality (accommodations and food services) is also just under the state share (98 percent).

Similar patterns are evident in **Table 3**, which shows employment shares by occupation. Here, the employment in education, training,

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[16] Classification of gross receipts data submitted to the New Mexico Department of Taxation and Revenue is designated by the source. Wal-Mart is believed to variously list gross receipts as 'Miscellaneous Store Retailers' and 'Grocery Stores'. This uncertain pattern may explain the reallocation of gross receipts between these categories in 2005 and 2006.

[17] For location quotients, a value of 1.0 indicates that the share of total employment for a sector is proportionate to that of the base geography (that to which it is compared); values greater than 1.0 indicate the level of employment in the given sector is relatively greater, and values less than 1.0 indicate the degree to which it is lower.

and library occupations exceeds the state average by 50 percent. Occupational data allows for a more detailed analysis of some sectors, including the health services sector. The employment of 'health diagnosing and treating practitioners' (typically medical doctors) are 97 percent of the state share, while health technicians and supporting occupations are well above the state average (by 23 percent and 54 percent, respectively.) This indicates a not unusual pattern in which health centers in small towns in New Mexico, such as Silver City, provide basic services while the higher level diagnostic services are concentrated by principal hospitals in cities such as Albuquerque and Las Cruces.

Finally, **Table 4** shows employment shares by 'ownership' (i.e., private for-profit, private not-for-profit, local, state and federal government, and so on). As these data indicate, Silver City is strongly represented by private not-for-profit and local and state employers, and relatively less so by private for-profit businesses. While in some cases, this composition may result in lower average wages, it can also have a very substantial stabilizing effect on the local economy. Local and state governmental employers, which include public schools, WNMU and social assistance centers, tend to show very little variation in employment, providing much needed stability in a labor market otherwise dominated by more cyclical industries such as mining and hospitality.

c. Weaknesses – the weaknesses of Silver City's economy are typical of smaller towns in New Mexico (and across the U.S.) and are not easily corrected. Specifically, gross receipts data indicates leakages of nearly $7 million in wholesale trade; $3.5 million in professional, scientific and technical services; $3.4 million in manufacturing; $2 million in transportation and warehousing; and $1.6 million in construction. These gaps are likewise reflected in employment patterns – each of these sectors has employment shares well below the statewide average.

In general, relative measurements of activities in these sectors (both pull factors for gross receipts and location quotients for employment) tend to skew sharply in New Mexico, as the great majority of these activities are concentrated in the state's few metropolitan centers (Albuquerque, Las Cruces, Santa Fe, and Farmington). Only in exceptional cases (typically driven by single large employers) do smaller communities diverge from this pattern. A realistic and practical approach for most communities is to accept leakages in these sectors and to offset these losses with gains in other, more amenable sectors. Silver City has been largely successful in this regard, as evidenced in the overall net inflow of gross receipts revenues.

5. MainStreet:[18]

a. Silver City's MainStreet business community is well balanced, with clusters of both 9-to-5 employment and hospitality businesses; the retail market is under developed.

   i. **Tables 6** and **7**, and **Figures 5** and **6** present data on the business community located in the Silver City MainStreet district. The source of the data is the New Mexico Department of Workforce Solution's ES-202 database, which includes all employees covered by unemployment insurance. As these tables show, in 2006, 100 of the 346 businesses in Silver City were located in the MainStreet district; these businesses accounted for 1,042 (or 18 percent) of the town's 5,772 jobs.

   ii. The industrial base of the MainStreet district is well balanced, with strong clusters in both 40-hour/week professional and evening & weekend hospitality sectors. No single sector accounts for more than 20 percent of all employment in the district. The sectors best represented in the area are: hospitality (mainly restaurants), with 14 establishments and 209 jobs (20 percent); healthcare and social assistance, with 9 establishments and 202 jobs (19 percent); and public administration, with 9 establishments and 158 jobs (15 percent). Jobs in retail, information (which includes the Silco Theater), professional services, small craft manufacturers, administrative services, offices of construction and utility firms, and finance, insurance and real estate are also found in downtown Silver City.

   iii. Of all sectors, retail is most under represented in the district. With 95 jobs (in 5 establishments), the sector accounts for less than 10 percent of all employment in the MainStreet district. Given the overall strength of the district's employment profile, and specifically the success of the hospitality and entertainment sectors, one might reasonably expect employment in retail to be double its current level, and at least equivalent to that of hospitality. There is significant opportunity in this sector.

b. The MainStreet residential community is, by today's standards, an attractive market for commercial and residential development.

   i. 1,771 persons, or about 17 percent of Silver City's total population, live within one-quarter mile of the MainStreet boundaries, a key market for downtown businesses. Although the differences are generally minor, the demographic and socioeconomic characteristics of Silver City's downtown residential community tend toward a young, professional population. This resembles the community profile that is increasingly

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[18] **Figure 4** shows the boundaries of the Silver City MainStreet district and the broader ¼-mile buffer area from a center point of the MainStreet district. Discussion of the business community in this section is specific to the MainStreet boundaries; discussion of the residential community includes the buffer area, as this incorporates a walkable area.

common in downtown urban areas throughout the U.S., though it is less common in New Mexico.

ii. Compared to other neighborhoods in Silver City, households within ¼ mile of MainStreet are:

- Slightly smaller (2.13 vs. 2.39 persons per household);
- Somewhat more likely to be non-Hispanic (51 vs. 56 percent);
- More likely to be of working age and less likely to have children under 19 years of age (25 vs. 28 percent),
- Less likely to earn either very low (<$15,000) or very high (>$100,000) annual incomes, with slightly lower median incomes;
- Significantly more likely to have a college degree (30 vs. 24 percent);
- More likely to work in a white collar job (53 vs. 49 percent);
- Homeownership rates are much lower (58 vs. 67 percent).
- Surprisingly, those living close to downtown are equally likely to work far from home (22 percent drive 20 minutes or more in both areas).
- Not surprisingly, the housing stock in downtown Silver City is much older than in other parts of Silver City (which, as noted, is quite old by New Mexico's standards).

iii. **Table 8** provides estimates of consumer spending, by category, for households in the MainStreet district (including the ¼ buffer), Silver City, and the thirty minute drive region.

6. **Opportunities and Challenges:**

a. For Silver City as a whole, the main challenge is to create good paying jobs not subject to the cyclical trends of the mining industry. Yet, given geographical constraints (open land in national forests and distance to major transportation networks), local businesses have few opportunities to expand their local trade area. Growth and jobs, then, must come from without, either by attracting visitors and/or retirees who can bring their own resources, or by developing a brand that can be used to market high value products to areas outside the immediate region. In effect, Silver City's best strategy is to transform its main constraint (its geographical remoteness) into its principal asset (a site along the margins of wilderness). Silver City has seen great progress in this regard, and has opportunities to build upon this success.

b. MainStreet should continue to be a centerpiece of this strategy, providing amenities that attract visitors and an environment conducive to creativity that drives the development of new products (especially cultural products). In this regard, there are several areas that deserve attention.

- The retail sector is underdeveloped in downtown Silver City. There are many opportunities, but in general new businesses should try to minimize risks by targeting multiple markets, including local residents (particularly those living closest), regular and occasional visitors, and specialty markets using the Internet. The town and MainStreet may consider working with potential entrepreneurs to identify retail niches and clusters that are consistent with and that support community-wide development strategies.

- Silver City's MainStreet district has a number of under-utilized second floor properties that could be transformed into rental housing and studios. WNMU students and staff are a likely market for these properties. The advantages of downtown residential development include the cultivation of a regular market for downtown businesses, particularly during evenings and weekends when the 9-to-5 market is absent; the relief of financial pressure on street front properties, which will allow property and potential business owners to take risks with new ventures; and a greater sense of community vitality.

- Western New Mexico University is an immensely valuable and, by all indications, an under-utilized resource in Silver City and MainStreet. Only six communities in New Mexico have major post-secondary institutions, including only three in non-metropolitan areas (Portales, Las Vegas, and Silver City). It is a near universal finding that college environments are strongly correlated with quality of life factors that attract retirees and visitors. There are many advantages, including youth orientation, opportunities for continuing education, greater arts and cultural offerings, and support for innovation and apprenticeship in new business development. Silver City's MainStreet program is doubly blessed in that WNMU is located adjacent to the MainStreet area, creating demand for downtown housing, restaurants, and retail, and giving the downtown community direct access to the University's resources. MainStreet should consider all opportunities to bring WNMU and its population to the table on all initiatives.

- Silver City should consider building on its regional relationships. There are two aspects to this. The first is access to markets: Silver City is within reasonable driving distance to major metropolitan markets – it is within five hours of Phoenix, Tucson, El Paso, Las Cruces and Albuquerque, and is a short side trip for travelers along I-10. The second, equally important, aspect is rooting the town within a richer regional and geographical context, again with important implications for marketing. The Tour of the Gila is an excellent step in this direction, but by joining the town with cities and towns in the region that share some of its characteristics (e.g., along the boundaries of the Chihuahua desert, as an historical frontier and mining site, neighboring the U.S.-Mexico border), Silver City can better exploit its natural advantages. Travelers perhaps reluctant to make a trip exclusively to

Silver City may be interested in visiting the town as part of a regional tour. Likewise, (cultural) products from Silver City may be more effectively marketed by giving them a broader foundation in the region.

- A critical challenge that Silver City faces as it moves forward with its present model of community and economic development is managing the scope and pace of change. There are many aspects to this – the risks of 'gentrification', where more affluent newcomers displace community roots; of 'Aspenization', where the cost of living rises beyond the means of those who work to provide the services demanded by visitors and retirees; and of the 'Disney Town', where the town's authenticity is compromised by marketing and its success. While today these scenarios may be dismissed as almost 'optimistic' the risks are real and sometimes come into play well before the development model is fully built out. There is an emerging discussion on the 'life cycle' of communities pursuing cultural economic development that suggests that the failure to anticipate these issues may stunt development long before its benefits are fully realized.

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EXPLANATION OF TABLES

Selected Demographic, Housing, and Economic Characteristics
Source: ESRI® ArcGIS Business Analyst 9.2, which uses the U.S. Bureau of the Census 2000 Census of Population and Housing for 2000 data, and Acxiom's InfoBase® household database residential delivery statistics and residential postal delivery counts from the U.S. Postal Service, and residential construction data from Hanley Wood Market Intelligence, as well as other undisclosed ancillary sources for its 2006 forecasts. (These ancillary sources and the company's forecasting formulas are considered proprietary information.)

Data is provided for Silver City's MainStreet, the town, and the state of New Mexico for the years 2000 and 2006. Values are given in absolute terms and in percentages.

More information on the demographic forecasting methodology used by ESRI® can be found in "ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper", Redlands, CA, June 2006.

Location Quotients
Source: Census 2000 Summary File 3 (SF3); Tables 59-61. Calculations by the University of New Mexico's Bureau of Business and Economic Research (BBER).

A location quotient indicates the relative concentration of employment by industry, occupation, and type of business ownership of the residents of 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 of residents in 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 type is more than proportionate to that of the base geography; a value less than 1.00 indicates the opposite.

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 community's economy within the county or state, or a county's economy within the state. As with pull factors, which are described below, 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. This information can inform policies that aim to strengthen weaknesses or exploit strengths; the decision is one of practicality and strategy, rather than theory.

Taxable Gross Receipts and Pull Factors
Source: New Mexico Taxation and Revenue Department (NMTRD); calculations by UNM/BBER. Pull factors and net gain/loss were calculated using personal income data from the Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.

Data is provided for the years 2004, 2005, and 2006 and presented in 2006 dollars. Starting January 1, 2005, as a result of the passage of HB625 during the 2004 New Mexico legislative session, sales of most food and medical items were no longer subject to gross receipts tax. The New Mexico Taxation and Revenue Department estimates the amount of food and medical deductions made by businesses and this amount has been added (by BBER) to the taxable gross receipts (TGRs) for 2005 and 2006 in order to make the data consistent with the 2004 data.

Pull factors are calculated by dividing the ratio of the community's TGRs divided by the total personal income for that community by the same ratio for the state,

i.e., $\dfrac{TGR_{Community} / Income_{Community}}{TGR_{New\ Mexico} / Income_{New\ Mexico}}$

There are several problems associated with gross receipts data.
- The data does not account for the value of the products sold. Rather data is categorized according to the type of business; i.e., sales of food from gasoline convenience stores are included in gasoline stations and groceries sold at Wal-Mart are included in Miscellaneous Retailers.
- Businesses are self-classified, and sometimes inaccurately so.
- Not all products are taxable as gross receipts in New Mexico; a notable example is gasoline.

A 'pull factor' indicates the capacity of an industrial sector (e.g., services, retail, and so on) to draw revenues into the local economy. A value of 100% is the break-even point. Values greater than 100% indicate that the business sector is drawing revenues into the local economy (more money is spent in the economy by those whose income is earned outside the community than money is spent by locals outside the community), whereas values less than 100% indicate that the sector is leaking money to other communities. Net gain/loss is derived from the pull factors. It is calculated as the difference between actual gross receipts and the 'expected value' of gross receipts (i.e., that which would be associated with a pull factor of 100%).

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

Businesses by Industry, in MainStreet Service Area
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006; calculations by BBER.

ES-202 data is provided to BBER by the New Mexico Department of Labor under terms of confidentiality. Under the terms of this agreement, data can be reported only in aggregate or summary format, so that it is not possible to infer information pertaining to a specific business.

ES-202 data used in this report are 'establishment-level', meaning that BBER has information on industrial classification (NAICS), employment, and wages of each business establishment in the study area. "Establishment-level data" are for each individual establishment; i.e., as opposed to a chain or brand. The key advantage of establishment-level data is that BBER is able to code the data according to the specific address of the establishment, allowing for analysis on a micro-geographical scale. In this report, BBER has coded the data according to locations within the MainStreet district (MS), in other parts of the community (community name) or in unincorporated parts of the county (county).

MainStreet Geographical Definitions and Trade Area Maps
Sources: New Mexico Department of Labor, ES-202 (Covered Employment Statistics), 2005; Bureau of Labor Statistics, Product Line Data, calculations by BBER; ESRI® ArcGIS 9.2 Business Analyst; ESRI® StreetMap™ USA. ESRI data sources include: Bureau of Labor Statistics, Consumer Expenditure Surveys (CEX), 2001, 2002, and 2003; U.S. Bureau of the Census, Population Division. ("ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper," Redlands, CA, June 2006. Available at www.esri.com/library/whitepapers/pdfs/demographic-update-methodology.pdf)

The town of Silver City provided boundaries for its MainStreet district. Utilizing latitude and longitude coordinates for business locations provided in the ES-202 data (Covered Employment Statistics) from the Department of Labor, BBER created a polygon on a map in ESRI® ArcGIS 9.2. BBER replaced the names of businesses with a numeric key in the ES-202 data due to the proprietary nature of the information. The location of these businesses was established through the use of X and Y coordinates included within the ES-202 data. These coordinates allowed for the construction of polygons that included all business points within the MainStreet district.

Trade areas were created using two methods in Silver City. The first was trade areas based on geographical location. These included the MainStreet boundary plus a ¼ mile buffer for walking distance, the city boundaries, and state boundaries. The second method utilizes drive-time polygons to create regional trade areas. Drive-time polygons are based upon drive times to the MainStreet site and are generated using actual street networks and related data available through ESRI® StreetMap™ such as road access, road types, and speed limits. The regional trade area created for Silver City was based on a 30-minute drive

from the center of the MainStreet district: 305 N. Pinos Altos St. The regional scale represents travel for dedicated purposes, such as supply replenishment, large item purchases, etc.

Trade area reports were generated for the drive time polygon and the MainStreet buffer, as well as for the city and state boundaries. Reports included demographic, marketing, and retail expenditure data. All of the population and marketing data for a particular geographic area or polygon is representative of the people living within the boundaries of that region. This data is derived from ESRI® ArcGIS 9.2 Business Analyst. The population data provided by this program are geographically derived at the census block level. The demographic, income, and expenditure data and projections utilized by ESRI® are derived from the U.S. Census Bureau and the Bureau of Labor Statistics' Consumer Expenditure Surveys.

APPENDIX: TABLES AND FIGURES

TABLE 1: SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS

	MAINSTREET[1]	SILVER CITY	REGION[2]	NEW MEXICO
DEMOGRAPHICS				
Population (2006)	**1,771**	**10,361**	**24,073**	**1,956,417**
2000-2006 Annual Growth Rate	-0.40%	-0.29%	-0.28%	1.22%
2006-2011 Annual Growth Rate	-0.35%	-0.33%	-0.31%	1.19%
Households (2006):	**774**	**4,306**	**9,703**	**745,219**
2000-2006 Annual Growth Rate	-0.06%	0.31%	0.34%	1.59%
2006-2011 Annual Growth Rate	0.00%	0.04%	0.05%	1.40%
Average Household Size (2006)	**2.13**	**2.34**	**2.43**	**2.57**
Hispanic Origin (2006)	**51%**	**55%**	**57%**	**44%**
Age Distribution (2006)				
Under 19 y/o	25%	28%	28%	29%
20-39 y/o	29%	27%	24%	27%
40-64 y/o	32%	31%	32%	32%
65 y/o and Over	14%	15%	16%	12%
Median Age (2006)	**35.4**	**35.9**	**38.0**	**35.2**
Resident for 10 years or more (2000)	**37.6%**	**36.2%**	**39.1%**	**32.6%**
INCOME				
Per Capita Income (2006)	**$18,760**	**$17,859**	**$17,862**	**$21,756**
Household Income (2006)				
<$15,000	28%	22%	20%	17%
$15,000-$29,999	23%	25%	25%	20%
$30,000-$49,999	24%	24%	24%	22%
$50,000-$99,999	21%	23%	24%	28%
$100,000 or more	4%	5%	6%	13%
Poverty Rate (2000)	NA	21.9%	NA	18%
Median Household Income (2006)	**$29,188**	**$31,876**	**$33,469**	**$41,539**
Average Household Income (2006)	**$40,881**	**$42,013**	**$43,662**	**$56,341**
Households by Net Worth (2006)				
<$15,000	42%	38%	36%	32%
$15,000-$49,999	14%	14%	14%	14%
$50,000-$249,999	23%	27%	28%	29%
$500,000 or more	21%	21%	22%	25%
Median Net Worth	**$27,537**	**$44,243**	**$51,118**	**$64,802**

[1] Quarter-mile buffer around center of MainStreet area: 305 N. Pinos Altos St.

[2] Thirty-minute drive from center of MainStreet area: 305 N. Pinos Altos St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

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

	MAINSTREET[1]	SILVER CITY	REGION[2]	NEW MEXICO
HOUSING				
Housing Units (2006)	**928**	**4,836**	**10,964**	**855,433**
Owner Occupied Housing Units	48%	58%	65%	61%
Renter Occupied Housing Units	35%	31%	24%	26%
Vacant Housing Units	17%	11%	12%	13%
Owner Occupied Housing Units by Value (2000)	**456**	**2,726**	**6,878**	**474,435**
<$50,000	19%	19%	24.9%	22.7%
$50,000 - $99,999	52%	47%	42.6%	31.1%
$100,000 - 199,999		29%	26.4%	33.4%
$200,000 or more		5%	6.1%	12.8%
Median Home Value (2000)	**$81,154**	**$84,745**	**$79,898**	**$94,594**
Average Home Value (2000)	**$95,486**	**$95,526**	**$95,749**	**$121,651**
Median Home Sales Price (2003)[3]	NA	NA	$90,000	NA
Median Home Sales Price (2004)	NA	NA	$105,000	NA
Median Home Sales Price (2005)	NA	NA	$130,000	NA
Median Home Sales Price (2006)	**NA**	**NA**	**$155,000**	**NA**
Median Home Sales Price (2007)	**NA**	**NA**	**$160,000**	**NA**
Average Home Sales Price (2003)[3]	NA	NA	$112,652	NA
Average Home Sales Price (2004)	NA	NA	$126,330	NA
Average Home Sales Price (2005)	NA	NA	$154,031	NA
Average Home Sales Price (2006)	**NA**	**$174,589**	**$174,509**	**$234,184**
Average Home Sales Price (2007)	**NA**	**$190,986**	**$188,893**	**$246,961**
Number of Homes Sold (2003)[3]	NA	NA	351	NA
Number of Homes Sold (2004)	NA	NA	442	NA
Number of Homes Sold (2005)	NA	NA	458	NA
Number of Homes Sold (2006)	**NA**	**395**	**395**	**21,195**
Number of Homes Sold (2007)	**NA**	**331**	**331**	**17,477**
Median Rent (2000)	**$388**	**$361**	**$337**	**$432**
Average Rent (2000)	**$354**	**$333**	**$313**	**$463**
Housing Units by Units in Structure (2000)	**929**	**4,727**	**10,748**	**780,579**
1 unit	63%	61%	60%	66%
2 - 9 units	15%	10%	7%	8%
10 - 20 units	2%	3%	2%	7%
Mobile Home	19%	24%	29%	19%
Other	5%	1%	2%	1%
Housing Units by Year Structure Built (2000)	**928**	**4,727**	**10,748**	**780,579**
1990 to March 2000	14%	18%	21%	23%
Median Year Structure Built	**1951**	**1971**	**1973**	**1977**

[1] Quarter-mile buffer around center of MainStreet area: 305 N. Pinos Altos St.

[2] Thirty-minute drive from center of MainStreet area: 305 N. Pinos Altos St. Real Estate data for 2003-2007 listed in this column pertain to Grant and Hidalgo counties, as well as parts of Catron and Luna counties.

[3] 2003-2007 real estate sales data were gathered by BBER from sales information in the Multiple Listing Service and from local boards and associations of realtors.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006. © Copyright 2008: Silver City Regional Association of REALTORS®, Inc.

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

	MAINSTREET[1]	SILVER CITY	REGION[2]	NEW MEXICO
LABOR FORCE CHARACTERISTICS				
Educational Attainment (2000, 25 y/o and over)	**1,107**	**6,507**	**15,607**	**1,134,801**
No HS Diploma	21%	19%	22%	21%
High School Degree	24%	26%	29%	27%
Some College or Associate Degree	25%	30%	29%	29%
Bachelors Degree or Higher	30%	25%	21%	23%
Employment Status (2000, 16 y/o and over)	**1,428**	**7,974**	**18,568**	**1,369,176**
Civilian Employed	49%	50%	48%	56%
Civilian Unemployed	4%	4%	4%	4%
In Armed Forces	0%	0%	0%	1%
Not In Labor Force	48%	46%	47%	39%
Employment by Industry (2006)	**703**	**3,843**	**8,517**	**871,638**
Agriculture/Mining	9%	12%	15%	4%
Construction	8%	9%	9%	9%
Manufacturing	2%	2%	1%	4%
Wholesale Trade	1%	1%	2%	3%
Retail Trade	9%	9%	9%	11%
Transportation/Utilities	2%	4%	4%	4%
Information	4%	3%	2%	2%
Finance/Insurance/Real Estate	5%	4%	4%	6%
Services	56%	51%	48%	47%
Public Administration	4.3%	6%	5%	9%
Employment by Occupation (2006)	**702**	**3,843**	**8,517**	**871,638**
White Collar	52.85%	50%	49%	58%
Services	25%	24%	23%	19%
Blue Collar	22%	26%	28%	23%
Travel Time to Work (2000)	**681**	**3,896**	**8,747**	**759,177**
Worked at Home	8%	6%	4%	4%
0-19 minutes	71%	72%	66%	52%
20 minutes or more	22%	22%	30%	44%

[1] Quarter-mile buffer around center of MainStreet area: 305 N. Pinos Altos St.

[2] Thirty-minute drive from center of MainStreet area: 305 N. Pinos Altos St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

FIGURE 1: SILVER CITY REGIONAL TRADE AREA
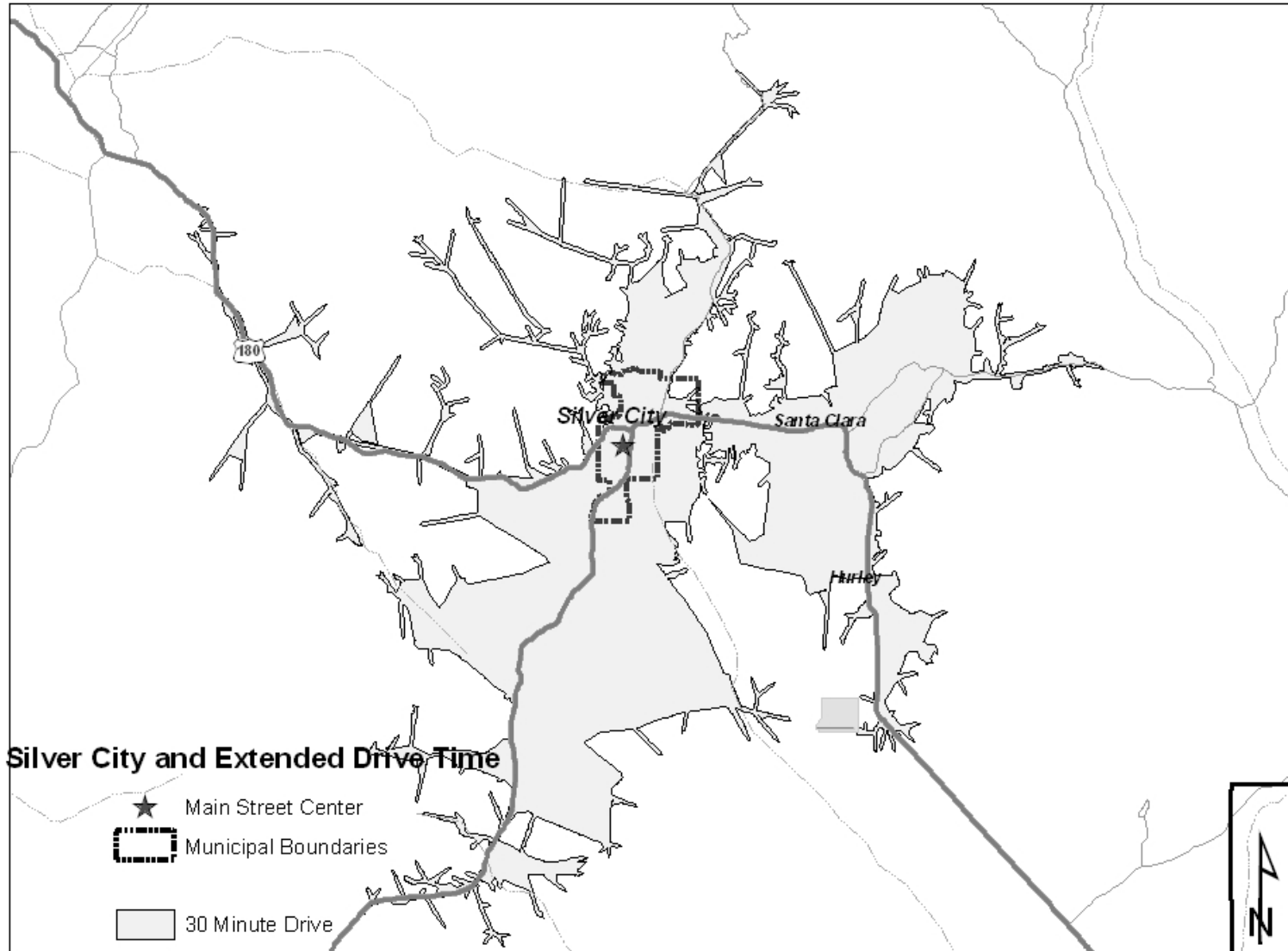
Source: ESRI® StreetMap™, UNM-BBER

TABLE 2: LOCATION QUOTIENT: SILVER CITY EMPLOYMENT BY INDUSTRY IN RELATION TO GRANT COUNTY AND NEW MEXICO, AND GRANT COUNTY EMPLOYMENT BY INDUSTRY IN RELATION TO NEW MEXICO

	SILVER CITY		GRANT COUNTY
	GRANT COUNTY	**NEW MEXICO**	**NEW MEXICO**
Agriculture; forestry; fishing and hunting; and mining	**0.68**	**2.42**	**3.54**
Agriculture; forestry; fishing and hunting	0.39	0.55	1.41
Mining	0.76	4.52	5.95
Construction	**0.78**	**0.87**	**1.12**
Manufacturing	**1.51**	**0.44**	**0.29**
Wholesale trade	**0.71**	**0.41**	**0.57**
Retail trade	**1.11**	**0.96**	**0.86**
Transportation and warehousing; and utilities	**0.86**	**0.84**	**0.97**
Transportation and warehousing	0.84	0.84	1.01
Utilities	0.95	0.84	0.88
Information	**1.48**	**1.44**	**0.97**
Finance; insurance; real estate and rental and leasing	**1.01**	**0.73**	**0.72**
Finance and insurance	0.67	0.34	0.51
Real estate and rental and leasing	1.28	1.40	1.09
Professional; scientific; management; administrative; and waste management services	**1.12**	**0.60**	**0.53**
Professional; scientific; and technical services	0.97	0.44	0.46
Management of companies and enterprises	0.00	0.00	0.00
Administrative and support and waste management services	1.31	0.90	0.69
Educational; health and social services	**1.06**	**1.45**	**1.36**
Educational services	1.12	1.48	1.33
Health care and social assistance	1.01	1.41	1.39
Arts; entertainment; recreation; accommodation and food services	**1.14**	**0.91**	**0.80**
Arts; entertainment; and recreation	1.18	0.70	0.59
Accommodation and food services	1.13	0.98	0.87
Other services (except public administration)	**1.20**	**1.10**	**0.92**
Public administration	**0.95**	**0.59**	**0.62**

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

TABLE 3: LOCATION QUOTIENT: SILVER CITY EMPLOYMENT BY OCCUPATION IN RELATION TO GRANT COUNTY AND NEW MEXICO, AND GRANT COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO

|	SILVER CITY		GRANT COUNTY
	GRANT COUNTY	NEW MEXICO	NEW MEXICO
Management; professional; and related occupations	**0.99**	**0.87**	**0.88**
Management; business; and financial operations occupations	0.81	0.64	0.79
Management occupations; except farmers and farm managers	0.86	0.71	0.82
Farmers and farm managers	0.00	0.00	1.31
Business and financial operations occupations	1.01	0.62	0.61
Business operations specialists	0.85	0.39	0.46
Financial specialists	1.10	0.83	0.76
Professional and related occupations	1.08	1.00	0.93
Computer and mathematical occupations	0.86	0.36	0.42
Architecture and engineering occupations	0.89	0.58	0.65
Architects; surveyors; cartographers; and engineers	1.10	0.61	0.55
Drafters; engineering; and mapping technicians	0.63	0.52	0.82
Life; physical; and social science occupations	0.53	0.40	0.75
Community and social services occupations	1.13	1.18	1.04
Legal occupations	1.28	0.18	0.14
Education; training; and library occupations	1.18	1.50	1.28
Arts; design; entertainment; sports; and media occupations	1.33	1.10	0.82
Healthcare practitioners and technical occupations	1.01	1.05	1.04
Health diagnosing and treating practitioners and technical occupations	1.02	0.97	0.95
Health technologists and technicians	0.99	1.23	1.25
Service occupations	**1.12**	**1.31**	**1.16**
Healthcare support occupations	0.92	1.54	1.67
Protective service occupations	1.19	1.09	0.91
Fire fighting; prevention; and law enforcement workers; including supervisors	1.22	1.21	0.99
Other protective service workers; including supervisors	1.15	0.92	0.80
Food preparation and serving related occupations	1.04	1.03	0.99
Building and grounds cleaning and maintenance occupations	1.20	1.64	1.37
Personal care and service occupations	1.27	1.45	1.14

TABLE 3: LOCATION QUOTIENT: SILVER CITY EMPLOYMENT BY OCCUPATION IN RELATION TO GRANT COUNTY AND NEW MEXICO, AND GRANT COUNTY EMPLOYMENT BY OCCUPATION IN RELATION TO NEW MEXICO, CONTINUED

	SILVER CITY		GRANT COUNTY
	GRANT COUNTY	NEW MEXICO	NEW MEXICO
Sales and office occupations	**1.00**	**0.84**	**0.84**
Sales and related occupations	1.03	0.82	0.80
Office and administrative support occupations	0.99	0.86	0.87
Farming; fishing; and forestry occupations	**0.72**	**0.46**	**0.63**
Construction; extraction; and maintenance occupations	**0.82**	**1.18**	**1.43**
Construction and extraction occupations	0.79	1.12	1.42
Supervisors; construction and extraction workers	0.97	1.66	1.71
Construction trades workers	0.77	0.87	1.14
Extraction workers	0.69	2.87	4.17
Installation; maintenance; and repair occupations	0.87	1.27	1.45
Production; transportation; and material moving occupations	**1.07**	**1.16**	**1.08**
Production occupations	1.08	1.13	1.05
Transportation and material moving occupations	1.06	1.18	1.12
Supervisors; transportation and material moving workers	2.52	0.98	0.39
Aircraft and traffic control occupations	0.00	0.00	0.38
Motor vehicle operators	0.93	1.26	1.36
Rail; water and other transportation occupations	1.72	2.15	1.25
Material moving workers	1.21	0.99	0.82

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

FIGURE 2: SILVER CITY LOCATION QUOTIENTS BY OCCUPATION IN RELATION TO GRANT COUNTY
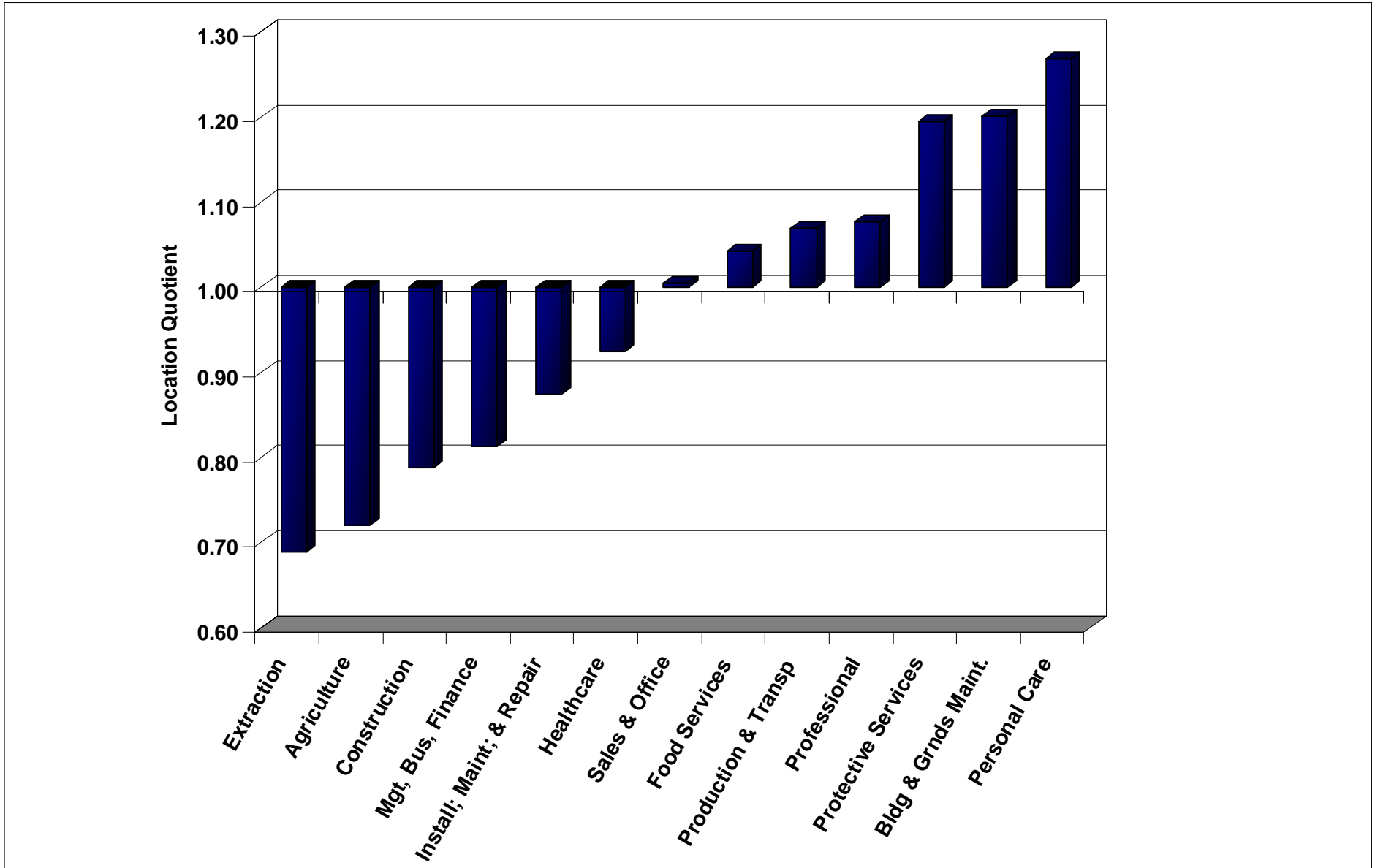
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51 Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

TABLE 4: LOCATION QUOTIENT: SILVER CITY EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO GRANT COUNTY AND NEW MEXICO, AND GRANT COUNTY EMPLOYMENT BY BUSINESS OWNERSHIP TYPE IN RELATION TO NEW MEXICO

	SILVER CITY		GRANT COUNTY
	GRANT COUNTY	NEW MEXICO	NEW MEXICO
Private for-profit wage and salary workers	**1.00**	**0.90**	**0.91**
Employee of private company	0.99	0.90	0.92
Self-employed in own incorporated business	1.17	0.87	0.75
Private not-for-profit wage and salary workers	**1.42**	**1.35**	**0.95**
Local government workers	**1.32**	**1.42**	**1.08**
State government workers	**0.79**	**1.34**	**1.70**
Federal government workers	**0.83**	**0.46**	**0.56**
Self-employed workers in own not incorporated business	**0.83**	**1.07**	**1.29**
Unpaid family workers	**1.89**	**2.07**	**1.10**

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

TABLE 5: SILVER CITY TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2004-2006

SILVER CITY	TAXABLE GROSS RECEIPTS*			PULL FACTOR			NET GAIN/LOSS		
	2004	2005	2006	2004	2005	2006*	2004	2005	2006*
Agriculture, Forestry, Fishing and Hunting	448,297	451,958	471,724	139%	127%	140%	125,223	95,628	134,520
Utilities	8,717,865	11,394,178	10,143,767	115%	140%	122%	1,138,749	3,246,018	1,845,031
Construction	19,750,167	21,383,632	29,360,048	85%	83%	95%	(3,421,176)	(4,451,511)	(1,565,173)
Manufacturing	1,894,105	2,040,234	2,101,278	45%	44%	38%	(2,287,275)	(2,573,684)	(3,410,205)
Wholesale Trade	4,374,408	5,581,657	4,966,875	46%	52%	42%	(5,232,029)	(5,232,412)	(6,923,463)
Retail Trade	140,074,461	147,244,950	142,886,636	255%	259%	245%	85,066,144	90,434,970	84,467,037
Automobile Dealers	2,243,576	2,103,326	2,397,347	225%	205%	234%	1,246,033	1,077,031	1,372,480
Automotive Parts, Accessories, and Tire Stores	6,244,240	6,191,820	6,494,036	428%	390%	400%	4,785,633	4,604,357	4,868,572
Furniture and Home Furnishings Stores	2,728,686	2,693,051	2,287,821	191%	176%	204%	1,298,950	1,166,437	1,164,032
Building Material and Supplies Dealers	3,718,331	949,001	969,598	473%	117%	116%	2,932,669	140,960	134,081
Grocery Stores	14,873,425	13,730,919	43,174,378	189%	171%	349%	7,001,973	5,720,312	30,787,955
Pharmacies and Drug Stores	188,773	190,179	169,623	19%	16%	14%	(796,910)	(1,008,064)	(1,072,236)
Clothing Accessories Stores	3,006,714	3,172,491	3,007,666	148%	165%	160%	980,946	1,254,666	1,129,855
Miscellaneous Store Retailers	87,850,212	93,186,966	57,739,686	276%	286%	202%	56,031,797	60,629,320	29,106,005
Transportation and Warehousing	46,718	57,320	78,995	4%	3%	4%	(1,209,090)	(1,646,284)	(2,018,704)
Information	8,353,589	8,605,434	9,257,957	222%	229%	212%	4,598,020	4,843,386	4,890,363
Broadcasting and Telecommunications	2,693	6,332	155,628	21%	44%	1378%	(10,334)	(7,987)	144,335
Radio and Television Broadcasting	281,294	210,441	37,597	132%	103%	18%	68,166	6,496	(172,140)
Telecommunications	7,801,363	8,140,134	8,711,967	249%	263%	253%	4,664,931	5,046,320	5,262,701
Finance and Insurance	1,765,647	2,442,775	2,589,245	158%	216%	218%	646,531	1,313,114	1,400,703
Commercial Banking	1,188,282	1,806,041	1,673,069	240%	376%	371%	692,746	1,325,175	1,222,227
Real Estate and Rental and Leasing	4,487,982	5,004,180	5,077,887	180%	175%	163%	1,995,074	2,140,677	1,959,729
Real Estate	4,398,160	4,473,203	3,795,633	245%	215%	189%	2,605,833	2,395,117	1,782,645
Professional, Scientific, and Technical Services	12,396,037	10,963,687	13,792,188	76%	62%	80%	(3,915,404)	(6,855,558)	(3,532,266)
Professional, Scientific, and Technical Services	7,386,465	6,929,968	8,535,223	117%	105%	141%	1,088,385	304,657	2,502,827
Legal Services	1,727,835	1,619,290	1,561,002	75%	71%	67%	(577,577)	(664,979)	(753,213)
Architectural, Engineering, and Related Services	574,134	1,154,937	771,639	32%	61%	40%	(1,222,624)	(753,573)	(1,150,184)
Management, Scientific, and Technical Consulting Services	20,470	84,293	295,652	9%	17%	54%	(220,264)	(411,204)	(252,875)
Admin & Support and Waste Mgt & Remed Svcs	144,004	330,268	382,976	30%	41%	10%	(336,726)	(470,088)	(3,443,576)
Health Care and Social Assistance	28,279,148	26,878,359	26,266,332	326%	303%	276%	19,613,788	18,006,549	16,740,320
Ambulatory Health Care Services	15,306,220	13,228,589	13,240,281	372%	341%	349%	11,186,375	9,344,793	9,445,152
Hospitals	5,408,723	5,195,318	4,302,054	178%	176%	150%	2,362,883	2,247,776	1,434,752
Arts, Entertainment, and Recreation	111,943	89,989	162,420	20%	15%	27%	(458,182)	(505,597)	(431,440)
Independent Artists, Writers, and Performers	D	30,876	47,232	D	88%	106%	(22,389)	(4,195)	2,701
Accommodation and Food Services	19,018,798	21,399,582	22,949,803	165%	181%	185%	7,525,683	9,573,895	10,539,722
Accommodation	2,837,488	3,291,220	3,461,663	110%	123%	127%	263,500	613,669	725,389
Food Services	14,480,854	16,327,195	17,132,450	164%	181%	181%	5,643,146	7,316,906	7,686,970
Full-Service Restaurants	12,840,692	14,109,591	14,260,969	174%	188%	183%	5,439,912	6,608,964	6,483,851
Limited-Service Eating Places	548,442	697,961	1,152,374	154%	170%	249%	191,897	286,374	689,639
Special Food Services	530,651	972,396	1,057,119	233%	428%	296%	303,002	745,234	699,645
Drinking Places (Alcoholic Beverages)	561,068	547,247	661,988	66%	63%	78%	(291,665)	(323,666)	(186,165)
TOTAL	272,467,934	286,084,914	293,324,392	155%	152%	143%	97,085,401	98,101,150	88,418,924

* 2005 personal income figures were used to calculate 2006 pull factors and net gain/loss because 2006 figures were not available.

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

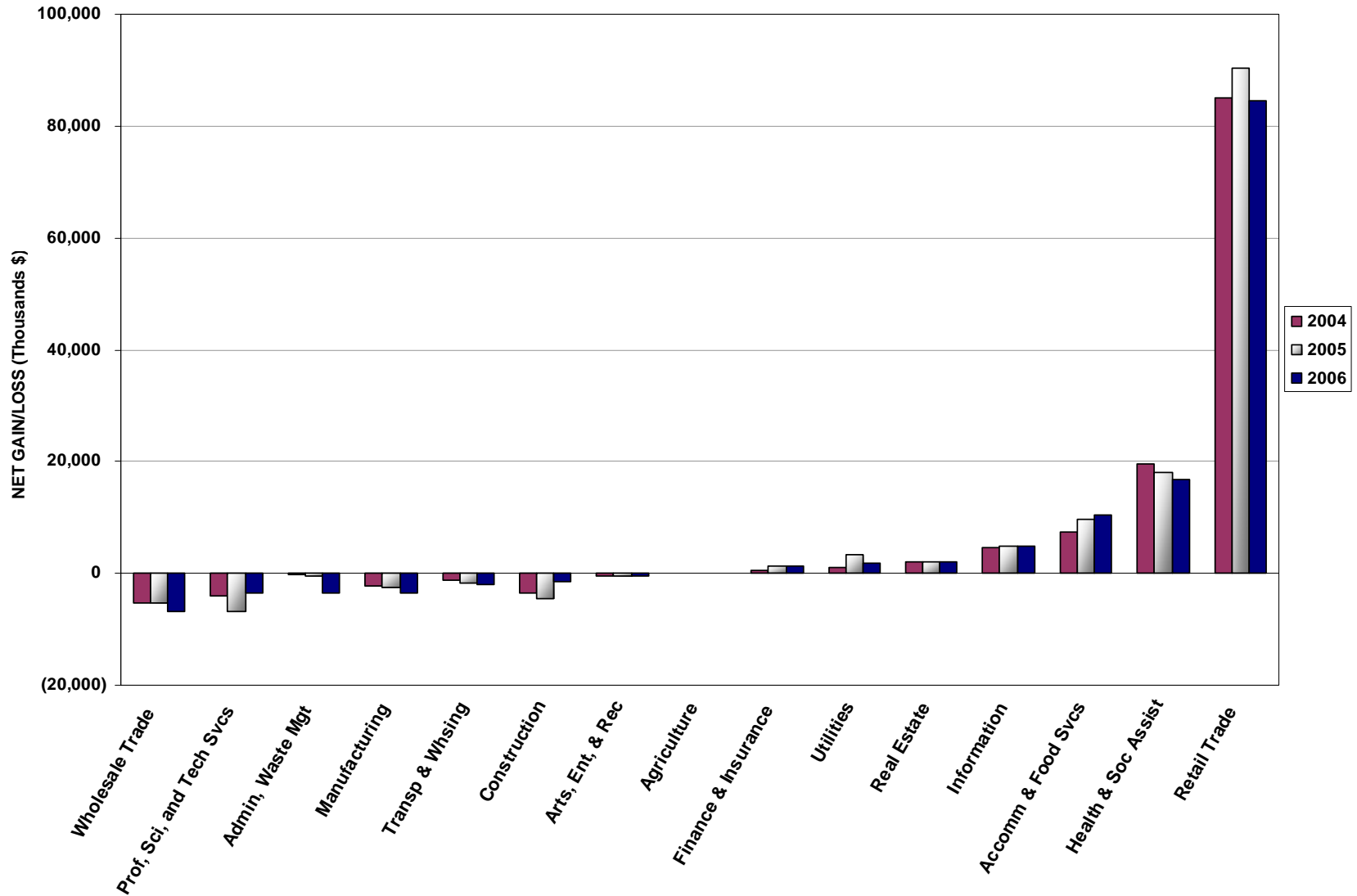D indicates non-disclosure of data. Blank cells indicate years in which no gross receipts were reported.

All values are adjusted for inflation and are reported in terms of 2006 dollars.

Data is classified by North American Industry Classification System (NAICS). Two-digit NAICS sectors are shown in bold; non-bold, indented rows represent more detail (i.e., 3-, 4-, 5-, or 6.-digit NAICS) for a sector. Sector totals may not sum to the total due to non-disclosure and because sectors that have zero taxable gross receipts for all three years are not shown. Sub-sectors are not nested in sectors, and not all sub-sectors are shown; therefore, subsectors do not sum to sector totals.

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

FIGURE 3: SILVER CITY TAXABLE GROSS RECEIPTS GAIN/LOSS BY INDUSTRY, 2004, 2005, AND 2006

FIGURE 4: SILVER CITY LOCAL MARKET AREA
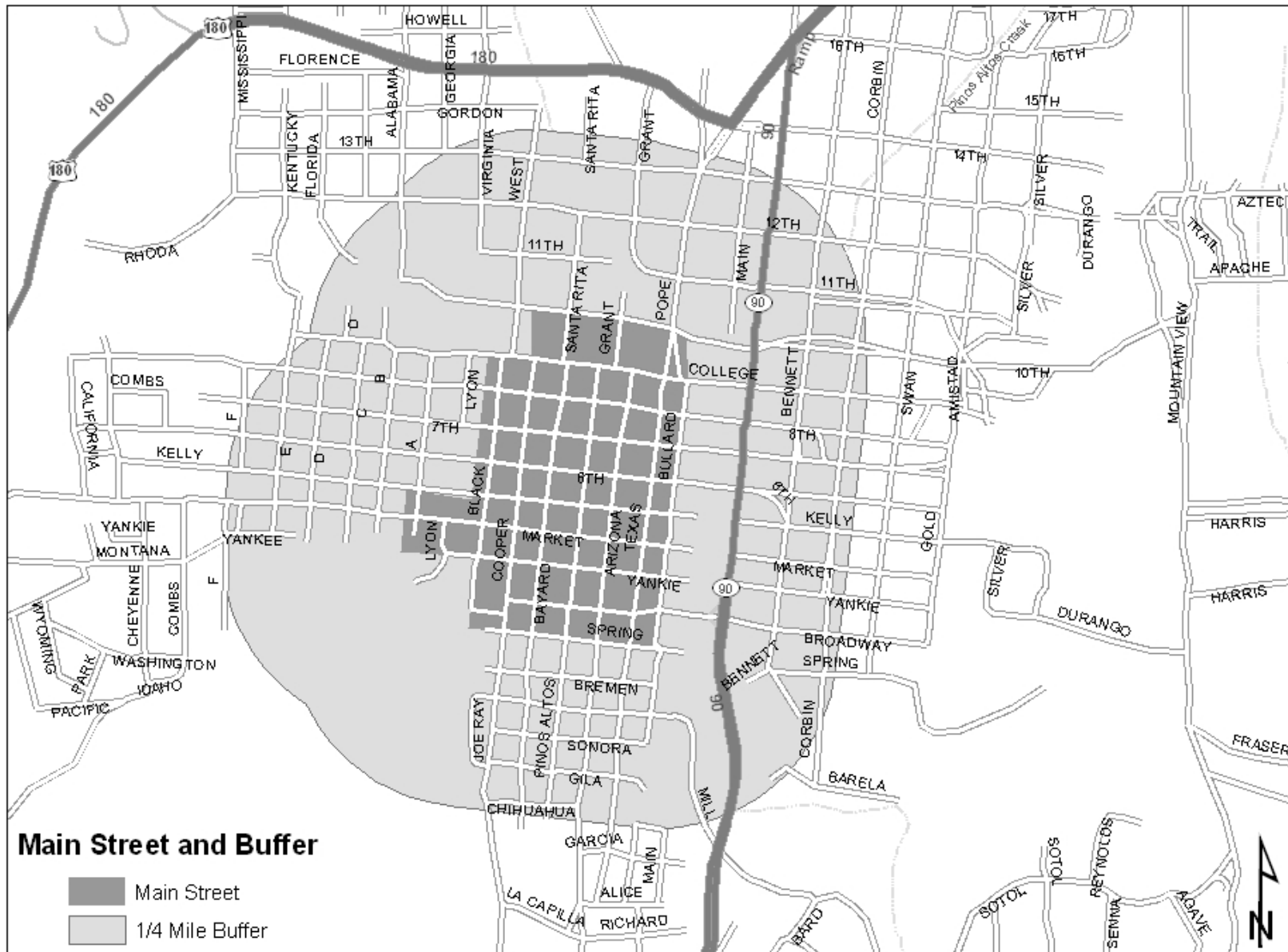
Source: ESRI® StreetMap™, UNM-BBER

TABLE 6: SILVER CITY BUSINESSES BY INDUSTRY BY LOCAL GEOGRAPHY, 2006

	MS[1]	SILVER CITY[2]	MS%[3]	COUNTY[4]	TOTAL[5]
Agriculture, Forestry, Fishing and Hunting		2		5	7
Mining		2		5	7
Utilities	2	2	50%	5	9
Construction	5	30	14%	61	96
Manufacturing	2	3	40%	10	15
Wholesale trade		9		8	17
Retail Trade	18	61	23%	21	100
Transportation & Warehousing		6		13	19
Information	5	7	42%	5	17
Finance & Insurance	6	17	26%	3	26
Real Estate, Rental & Leasing	3	24	11%	12	39
Professional, Scientific & Technical Services	10	16	38%	19	45
Mgt of Companies	1	1	50%	2	4
Administrative & Support Services	4	13	24%	9	26
Educational Services	2	4	33%	3	9
Health Care and Social Assistance	9	66	12%	11	86
Arts, Entertainment and Recreation	2	3	40%	10	15
Accommodations & Food Services	14	34	29%	22	70
Other Services	8	34	19%	24	66
Public Administration	9	11	45%	7	27
Other		1		1	2
Total	**100**	**346**	**22%**	**256**	**702**

[1] MainStreet District.

[2] Town, not including MainStreet District.

[3] MainStreet District as a percentage of entire town.

[4] County, not including town.

[5] County total.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

TABLE 7: SILVER CITY EMPLOYMENT BY INDUSTRY IN MAINSTREET AREA, 2006

	MS[1]	SILVER CITY[2]	MS%[3]	COUNTY[4]	TOTAL[5]
Agriculture, Forestry, Fishing and Hunting		7		18	25
Mining		6		920	926
Utilities	27	36	43%	17	80
Construction	27	442	6%	254	723
Manufacturing	32	8	79%	413	453
Wholesale trade		95		53	148
Retail Trade	95	944	9%	101	1,140
Transportation & Warehousing		87		98	185
Information	77	42	65%	17	136
Finance & Insurance	25	163	13%	7	195
Real Estate, Rental & Leasing	15	77	16%	20	111
Professional, Scientific & Technical Services	44	69	39%	36	148
Mgt of Companies	9	26	25%	13	48
Administrative & Support Services	29	384	7%	51	464
Educational Services	28	1,152	2%	377	1,557
Health Care and Social Assistance	202	1,203	14%	437	1,842
Arts, Entertainment and Recreation	28	30	48%	41	99
Accommodations & Food Services	209	663	24%	155	1,027
Other Services	38	132	22%	54	225
Public Administration	158	205	43%	94	457
Total	**1,042**	**5,772**	**15%**	**3,174**	**9,988**

[1] MainStreet District.

[2] Town, not including MainStreet District.

[3] MainStreet District as a percentage of entire town.

[4] County, not including town.

[5] County total.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

FIGURE 5: SILVER CITY EMPLOYMENT BY INDUSTRY AND LOCAL GEOGRAPHY, 2006
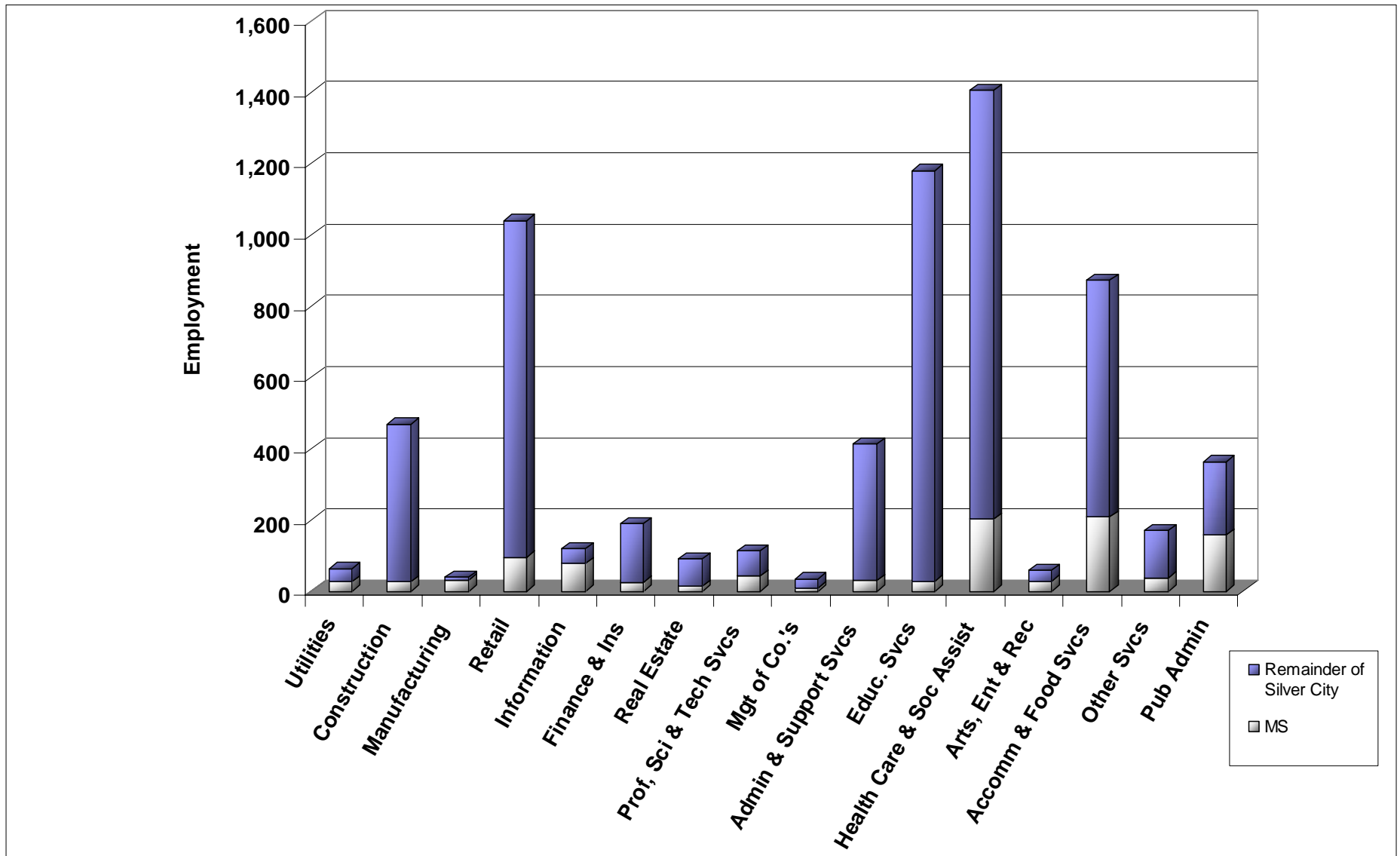
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

FIGURE 6: SILVER CITY EMPLOYMENT IN MAINSTREET AREA BY INDUSTRY, 2006

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2006. Calculations by BBER, 2007.

TABLE 8: SILVER CITY MARKET AREA CONSUMER SPENDING

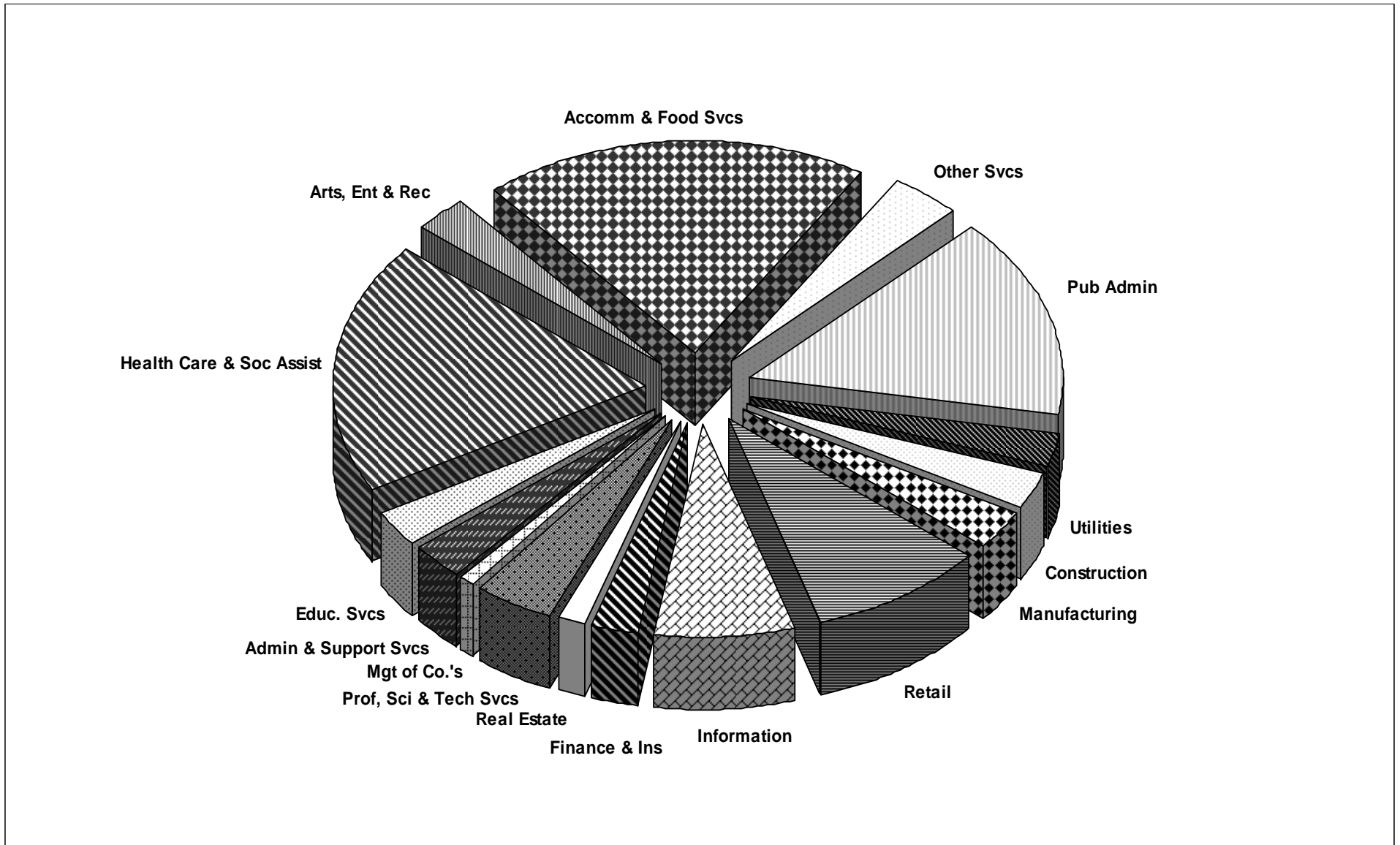|	MAINSTREET[1]	SILVER CITY	REGION[2]	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands $)				
Retail Goods	**$11,635**	**$66,117**	**$157,050**	**$15,274,537**
Average Spent per Household ($)	$15,033	$15,355	$16,186	$20,497
Apparel & Services	**$903**	**$5,088**	**$11,727**	**$1,186,955**
Men's Apparel	$183	$1,031	$2,367	$237,346
Women`s Apparel	$291	$1,634	$3,747	$370,989
Children`s Apparel	$170	$962	$2,269	$232,175
Infant Apparel (Under 2 Years)	$51	$282	$657	$68,340
Footwear	$92	$513	$1,187	$120,140
Watches & Jewelry	$78	$460	$1,057	$109,151
Apparel Products & Services	$89	$488	$1,101	$117,153
Computers & Accessories	**$117**	**$659**	**$1,495**	**$152,616**
Computers & Hardware for Home Use	$102	$578	$1,311	$133,740
Software & Accessories for Home Use	$14	$81	$184	$18,877
Entertainment/Recreation	**$1,483**	**$8,525**	**$19,982**	**$1,962,440**
Fees & Admissions	$254	$1,494	$3,406	$347,923
TV/Video/Sound Equipment	$516	$2,879	$6,650	$656,419
Pets	$205	$1,195	$2,900	$279,357
Toys & Games	$89	$505	$1,177	$116,798
Recreational Vehicles & Fees	$175	$1,057	$2,644	$248,147
Sports/Rec/Exercise Equipment	$78	$453	$1,054	$103,145
Photo Equipment/Supplies	$64	$369	$842	$83,552
Reading	$101	$573	$1,309	$127,098
Food at Home	**$2,332**	**$12,958**	**$30,628**	**$3,005,686**
Bakery & Cereal Products	$340	$1,889	$4,461	$438,347
Meat/Poultry/Fish/Eggs	$617	$3,425	$8,158	$796,380
Dairy Products	$253	$1,405	$3,313	$324,889
Fruit & Vegetables	$400	$2,222	$5,233	$519,804
Snacks/Other Food	$722	$4,017	$9,461	$926,266
Food Away from Home	**$1,536**	**$8,633**	**$20,045**	**$2,009,504**
Alcoholic Beverages	**$269**	**$1,479**	**$3,341**	**$339,524**
Investments	**$1,808**	**$10,381**	**$23,217**	**$2,516,088**
Health Care	**$1,832**	**$10,383**	**$24,739**	**$2,268,502**
Health Insurance	$901	$5,090	$12,152	$1,109,613
Nonprescription Drugs	$57	$317	$744	$70,324
Prescription Drugs	$302	$1,695	$4,095	$359,652
Eyeglasses & Contact Lenses	$40	$228	$535	$51,228
Life & Other Personal Insurance	**$296**	**$1,748**	**$4,198**	**$389,932**

[1] Quarter-mile buffer around center of MainStreet area: 305 N. Pinos Altos St.

[2] Thirty-minute drive from center of MainStreet area: 305 N. Pinos Altos St.

Source: ESRI® ArcGIS 9.2 Business Analyst, using expenditure data derived from the 2001, 2002, and 2003 Bureau of Labor Statistics' Consumer Expenditure Surveys. ESRI® forecasts for 2006.

TABLE 8: SILVER CITY MARKET AREA CONSUMER SPENDING, CONTINUED

	MAINSTREET[1]	SILVER CITY	REGION[2]	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands $)				
Smoking Products	**$256**	**$1,377**	**$3,222**	**$305,224**
Personal Care Products	**$214**	**$1,195**	**$2,781**	**$276,292**
Housing:	**$6,150**	**$34,974**	**$80,996**	**$8,349,143**
Mortgage Payment & Basics	$3,234	$20,032	$48,217	$4,808,937
Maintenance & Remodeling Services	$707	$4,377	$10,532	$1,020,863
Maintenance & Remodeling Materials	$148	$897	$2,213	$214,491
Home Improvement Services	$718	$4,431	$10,653	$1,034,547
Home Improvement Materials	$156	$939	$2,310	$224,172
Utilities/Fuel/Public Services	$2,014	$11,393	$27,037	$2,600,753
Telephone Services	$696	$3,885	$9,125	$900,334
Insurance - Owners & Renters	$203	$1,214	$2,956	$273,652
Household Furnishings & Equipment	**$842**	**$4,893**	**$11,496**	**$1,151,460**
Household Textiles	$58	$337	$783	$78,649
Furniture	$265	$1,548	$3,649	$369,852
Floor Coverings	$32	$196	$460	$47,090
Major Appliances	$128	$742	$1,777	$172,613
Housewares	**$37**	**$214**	**$503**	**$49,960**
Small Appliances	$18	$99	$228	$22,213
Other HH Items - Luggage	$4	$25	$57	$5,835
Other HH Items - Telephones & Accessories	$11	$59	$135	$13,866
Household Services:	**$869**	**$5,017**	**$11,854**	**$1,167,191**
Computer Information Services	$76	$437	$1,013	$100,884
Child Care	$167	$966	$2,204	$239,893
Lawn & Garden	$193	$1,147	$2,838	$262,131
Moving/Storage/Freight Express	$25	$137	$302	$31,962
Housekeeping Supplies	$355	$2,005	$4,731	$457,331
Housekeeping Services	$53	$324	$765	$74,990
Education	**$575**	**$3,113**	**$6,636**	**$668,548**
Transportation (Local):	**$4,727**	**$27,050**	**$64,908**	**$6,315,931**
Vehicle Insurance	$631	$3,604	$8,564	$838,658
Vehicle Purchases (Net Outlay)	$2,733	$15,727	$37,926	$3,669,251
Gasoline & Motor Oil	$872	$4,932	$11,867	$1,155,258
Vehicle Maintenance & Repairs	$491	$2,786	$6,550	$652,763
Travel	**$800**	**$4,635**	**$10,698**	**$1,048,567**
Airline Fares	$172	$988	$2,245	$226,926
Lodging on Trips	$172	$1,018	$2,378	$229,655
Auto/Truck/Van Rental on Trips	$19	$110	$251	$25,722
Food & Drink on Trips	$210	$1,209	$2,789	$271,244

[1] Quarter-mile buffer around center of MainStreet area: 305 N. Pinos Altos St.

[2] Thirty-minute drive from center of MainStreet area: 305 N. Pinos Altos St.

TABLE 9: BAYARD, HURLEY, AND SANTA CLARA SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS

	BAYARD	HURLEY	SANTA CLARA	NEW MEXICO
DEMOGRAPHICS				
Population (2006)	**3,032**	**2,129**	**2,168**	**1,956,417**
2000-2006 Annual Growth Rate	-0.63%	-0.51%	-0.44%	1.22%
2006-2011 Annual Growth Rate	-0.32%	-0.26%	-0.29%	1.19%
Households (2006):	**1,233**	**769**	**813**	**745,219**
2000-2006 Annual Growth Rate	0.03%	0.04%	0.14%	1.59%
2006-2011 Annual Growth Rate	0.05%	0.08%	0.07%	1.40%
Average Household Size (2006)	**2.37**	**2.67**	**2.66**	**2.57**
Hispanic Origin (2006)	**81%**	**59%**	**81%**	**44%**
Age Distribution (2006)				
Under 19 y/o	27%	25%	33%	29%
20-39 y/o	22%	22%	25%	27%
40-64 y/o	32%	33%	29%	32%
65 y/o and Over	19%	20%	13%	12%
Median Age (2006)	**41.0**	**42.9**	**32.9**	**35.2**
Resident for 10 years or more (2000)	**58.5%**	**53.8%**	**43.0%**	**32.6%**
INCOME				
Per Capita Income (2006)	**$14,606**	**$14,131**	**$12,799**	**$21,756**
Household Income (2006)				
<$15,000	28%	19%	27%	17%
$15,000-$29,999	28%	29%	30%	20%
$30,000-$49,999	24%	29%	21%	22%
$50,000-$99,999	17%	20%	19%	28%
$100,000 or more	3%	3%	3%	13%
Poverty Rate (2000)	24.1%	15.6%	28.8%	18%
Median Household Income (2006)	**$26,812**	**$31,270**	**$26,446**	**$41,539**
Average Household Income (2006)	**$34,585**	**$37,774**	**$34,044**	**$56,341**
Households by Net Worth (2006)				
<$15,000	41%	34%	41%	32%
$15,000-$49,999	16%	17%	15%	14%
$50,000-$249,999	28%	32%	30%	29%
$500,000 or more	15%	18%	14%	25%
Median Net Worth	**$32,625**	**$48,618**	**$32,528**	**$64,802**

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

TABLE 9: BAYARD, HURLEY, AND SANTA CLARA SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS, CONTINUED

	BAYARD	HURLEY	SANTA CLARA	NEW MEXICO
HOUSING				
Housing Units (2006)	**1,409**	**928**	**960**	**855,433**
Owner Occupied Housing Units	66.7%	66.7%	66.7%	61%
Renter Occupied Housing Units	20.8%	16.3%	23.5%	26%
Vacant Housing Units	12.5%	17.1%	15.3%	13%
Owner Occupied Housing Units by Value (2000)	**939**	**611**	**577**	**474,435**
<$50,000	41.1%	36.0%	36.9%	22.7%
$50,000 - $99,999	48.7%	46.0%	49.0%	31.1%
$100,000 - 199,999	7.7%	12.6%	12.3%	33.4%
$200,000 or more	2.6%	5.4%	1.7%	12.8%
Average Home Value (2000)	**$66,936**	**$91,877**	**$67,094**	**$121,651**
Median Home Value (2000)	**$58,186**	**$59,194**	**$61,319**	**$94,594**
Median Rent	**$210**	**$333**	**$263**	**$432**
Average Rent	**$218**	**$327**	**$246**	**$463**
Housing Units by Units in Structure (2000)	**1,416**	**917**	**967**	**780,579**
1 unit	67%	81%	54%	66%
2 - 9 units	7%	0%	10%	8%
10 - 20 units	0%	0%	2%	7%
Mobile Home	25.6%	18.2%	33.6%	19%
Other	0.1%	0.3%	0.0%	1%
Housing Units by Year Structure Built (2000)	**1,410**	**930**	**972**	**780,579**
1990 to March 2000	1.3%	3.0%	2.5%	23%
Median Year Structure Built	**1964**	**1955**	**1971**	**1977**

Source: ESRI® ArcGIS 9.2 Business Analyst, using U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI® forecasts for 2006.

TABLE 9: BAYARD, HURLEY, AND SANTA CLARA SELECTED DEMOGRAPHIC, HOUSING, AND ECONOMIC CHARACTERISTICS, CONTINUED

	BAYARD	HURLEY	SANTA CLARA	NEW MEXICO
LABOR FORCE CHARACTERISTICS				
Educational Attainment (2000, 25 y/o and over)	**2,054**	**1,490**	**1,293**	**1,134,801**
No HS Diploma	40%	28%	32%	21%
High School Degree	32%	34%	37%	27%
Some College or Associate Degree	20%	25%	22%	29%
Bachelors Degree or Higher	9%	13%	9%	23%
Employment Status (2000, 16 y/o and over)	**2,409**	**1,719**	**1,582**	**1,369,176**
Civilian Employed	40%	40%	45%	56%
Civilian Unemployed	5%	4%	8%	4%
In Armed Forces	0%	0%	0%	1%
Not In Labor Force	55%	55%	47%	39%
Employment by Industry (2006)	**826**	**648**	**696**	**871,638**
Agriculture/Mining	19%	20%	16%	4%
Construction	9%	10%	8%	9%
Manufacturing	2%	1%	1%	4%
Wholesale Trade	2%	3%	2%	3%
Retail Trade	9%	9%	10%	11%
Transportation/Utilities	4%	5%	5%	4%
Information	0%	1%	0%	2%
Finance/Insurance/Real Estate	4%	4%	2%	6%
Services	46%	44%	50%	47%
Public Administration	5.4%	4%	6%	9%
Employment by Occupation (2006)	**826**	**648**	**696**	**871,638**
White Collar	38%	41%	40%	58%
Services	33%	23%	29%	19%
Blue Collar	28%	36%	31%	23%
Travel Time to Work (2000)	**954**	**684**	**693**	**759,177**
Worked at Home	4%	4%	3%	4%
0-19 minutes	63%	44%	73%	52%
20 minutes or more	33%	52%	24%	44%

TABLE 10: BAYARD, HURLEY, AND SANTA CLARA MARKET AREA CONSUMER SPENDING

	BAYARD	HURLEY	SANTA CLARA	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands $)				
Retail Goods	**$16,617**	**$11,523**	**$10,958**	**$15,274,537**
Average Spent per Household	$13	$15	$13	$20
Apparel & Services	**$1,157**	**$773**	**$758**	**$1,186,955**
Men's Apparel	$230	$159	$149	$237,346
Women`s Apparel	$363	$254	$233	$370,989
Children`s Apparel	$242	$154	$164	$232,175
Infant Apparel (Under 2 Years)	$70	$45	$48	$68,340
Footwear	$120	$80	$79	$120,140
Watches & Jewelry	$97	$61	$62	$109,151
Apparel Products & Services	$106	$65	$71	$117,153
Computers & Accessories	**$139**	**$99**	**$90**	**$152,616**
Computers & Hardware for Home Use	$122	$87	$78	$133,740
Software & Accessories for Home Use	$17	$12	$11	$18,877
Entertainment/Recreation	**$1,995**	**$1,405**	**$1,280**	**$1,962,440**
Fees & Admissions	$302	$202	$184	$347,923
TV/Video/Sound Equipment	$668	$470	$441	$656,419
Pets	$311	$214	$202	$279,357
Toys & Games	$119	$84	$77	$116,798
Recreational Vehicles & Fees	$289	$210	$184	$248,147
Sports/Rec/Exercise Equipment	$104	$77	$67	$103,145
Photo Equipment/Supplies	$80	$58	$51	$83,552
Reading	$122	$90	$74	$127,098
Food at Home	**$3,294**	**$2,231**	**$2,197**	**$3,005,686**
Bakery & Cereal Products	$478	$323	$317	$438,347
Meat/Poultry/Fish/Eggs	$899	$604	$605	$796,380
Dairy Products	$354	$244	$234	$324,889
Fruit & Vegetables	$556	$368	$369	$519,804
Snacks/Other Food	$1,007	$693	$673	$926,266
Food Away from Home	**$2,029**	**$1,367**	**$1,340**	**$2,009,504**
Alcoholic Beverages	**$320**	**$226**	**$208**	**$339,524**
Investments	**$1,668**	**$966**	**$950**	**$2,516,088**
Health Care	**$2,613**	**$1,954**	**$1,676**	**$2,268,502**
Health Insurance	$1,296	$974	$827	$1,109,613
Nonprescription Drugs	$78	$57	$51	$70,324
Prescription Drugs	$450	$344	$291	$359,652
Eyeglasses & Contact Lenses	$54	$39	$34	$51,228
Life & Other Personal Insurance	**$435**	**$309**	**$273**	**$389,932**

Source: ESRI® ArcGIS 9.2 Business Analyst, using expenditure data derived from the 2001, 2002, and 2003 Bureau of Labor Statistics' Consumer Expenditure Surveys. ESRI® forecasts for 2006.

TABLE 10: BAYARD, HURLEY, AND SANTA CLARA MARKET AREA CONSUMER SPENDING, CONTINUED

	BAYARD	HURLEY	SANTA CLARA	NEW MEXICO
CONSUMER SPENDING (2006, in Thousands $)				
Smoking Products	**$355**	**$270**	**$239**	**$305,224**
Personal Care Products	**$285**	**$194**	**$192**	**$276,292**
Housing:	**$7,873**	**$5,077**	**$5,072**	**$8,349,143**
Mortgage Payment & Basics	$4,672	$2,896	$2,930	$4,808,937
Maintenance & Remodeling Services	$1,008	$674	$598	$1,020,863
Maintenance & Remodeling Materials	$238	$165	$147	$214,491
Home Improvement Services	$1,020	$682	$607	$1,034,547
Home Improvement Materials	$250	$175	$155	$224,172
Utilities/Fuel/Public Services	$2,876	$1,963	$1,902	$2,600,753
Telephone Services	$964	$650	$647	$900,334
Insurance - Owners & Renters	$311	$211	$200	$273,652
Household Furnishings & Equipment	**$1,137**	**$766**	**$736**	**$1,151,460**
Household Textiles	$75	$51	$48	$78,649
Furniture	$365	$235	$238	$369,852
Floor Coverings	$41	$25	$24	$47,090
Major Appliances	$184	$128	$119	$172,613
Housewares	**$50**	**$34**	**$32**	**$49,960**
Small Appliances	$23	$17	$15	$22,213
Other HH Items - Luggage	$5	$3	$3	$5,835
Other HH Items - Telephones & Accessories	$13	$9	$9	$13,866
Household Services:	**$1,207**	**$821**	**$774**	**$1,167,191**
Computer Information Services	$99	$68	$64	$100,884
Child Care	$205	$127	$133	$239,893
Lawn & Garden	$311	$218	$194	$262,131
Moving/Storage/Freight Express	$26	$17	$18	$31,962
Housekeeping Supplies	$496	$347	$323	$457,331
Housekeeping Services	$69	$45	$42	$74,990
Education	**$562**	**$419**	**$352**	**$668,548**
Transportation (Local):	**$7,026**	**$4,801**	**$4,710**	**$6,315,931**
Vehicle Insurance	$904	$609	$593	$838,658
Vehicle Purchases (Net Outlay)	$4,139	$2,838	$2,786	$3,669,251
Gasoline & Motor Oil	$1,312	$895	$886	$1,155,258
Vehicle Maintenance & Repairs	$671	$458	$444	$652,763
Travel	**$1,004**	**$714**	**$623**	**$1,048,567**
Airline Fares	$200	$137	$123	$226,926
Lodging on Trips	$224	$160	$136	$229,655
Auto/Truck/Van Rental on Trips	$22	$15	$13	$25,722
Food & Drink on Trips	$264	$190	$165	$271,244

Source: ESRI® ArcGIS 9.2 Business Analyst, using expenditure data derived from the 2001, 2002, and 2003 Bureau of Labor Statistics' Consumer Expenditure Surveys. ESRI® forecasts for 2006.