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# Portales MainStreet: Community Economic Assessment

Jeffrey Mitchell

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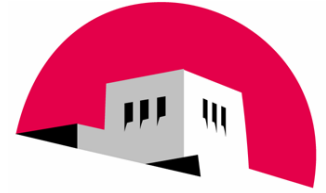
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Bureau of Business and Economic Research

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# PORTALES MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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New Mexico MainStreet  
New Mexico Economic Development Department

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# PORTALES – COMMUNITY ECONOMIC ASSESSMENT

## 1. Demographics<sup>1</sup>:

- a. Portales' population in 2000 was 10,848, up slightly from 1990.<sup>2</sup> The age structure is somewhat more favorable than in other parts of the New Mexico Eastern Plains region (NMEP), at least in terms of economic prospects.<sup>3</sup> The median age of the population is only 28 years old, largely a result of the large Eastern New Mexico University (ENMU) student population. While the number of children declined slightly over the 1990-2000 period, working age adults are far more likely to remain in town than in other communities in the region. The population between 22 and 40 increased slightly, those between 40 and 64 increased significantly, and the number of seniors declined by 5.5%. Overall, the labor force grew by 7 percent. This contrasts sharply with patterns evident in other communities in eastern New Mexico, where only the senior population is growing in numbers.
- b. As the home of ENMU, Portales has a relatively high level of educational attainment, at least at higher levels. Nearly 1 of 3 (32 percent) adults over the age of 25 has a post-secondary degree. This is above the statewide rate of 29 percent – a highly unusual characteristic for smaller cities and towns, as the statewide rate is significantly distorted by well-educated populations in Los Alamos, Santa Fe, and Albuquerque. However, on the other end of the spectrum, Portales also has a high prevalence of adults without a high school diploma. The 26 percent rate, while a significant improvement over the 1990 rate of 38 percent, remains higher than the 24 percent rate in other parts of the NMEP region and the statewide rate of 21 percent.

## 2. Housing<sup>4</sup>:

- a. Again, compared to other eastern New Mexico communities, the housing situation in Portales is relatively healthy. Between 1990

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<sup>1</sup> See Table 1 in the appendix. Local area demographic, housing, and economic data is not available beyond the 2000 Decennial Census.

<sup>2</sup> The US Census tabulates population according to place of residence at the time of the census count. The student population of Eastern New Mexico University is included in this count. Student demographics can be further studied according to residential settings (e.g., dormitories are considered 'group quarters', non-institutionalized; by age, and so forth).

<sup>3</sup> For the purposes of this report, the NMEP is comprised of Roosevelt, Guadalupe, De Baca, and Quay Counties.

<sup>4</sup> See Table 1 in the appendix. As housing patterns are quicker to change than demographic and most economic data, generalizations about housing based on 2000 data must be interpreted with caution.

## PORTALES MAINSTREET – Community Economic Assessment

and 2000, Portales' housing stock grew by 13 percent, slightly ahead of the 9 percent increase in new household formation. Growth was much stronger in the rental sector (15 percent) than in the owner-occupied sector (4 percent). Vacancy rates were reasonable – 13 percent of rental units were unoccupied at the time of the 2000 Census, which is not surprising in a college town; 4 percent of housing units for owner-occupancy were on the market.

- b. The reasonable supply of housing on the market ensured that the property values and rental rates remained stable. Between 1990 and 2000, real property values (corrected for inflation) in Portales fell by 2 percent for owner-occupied units while rents (again, corrected for inflation) increased more sharply. With property values in check, housing in Portales remained affordable. The median share of household income dedicated to homeownership increased only slightly, from 19.1 to 20.1 percent, comfortably below the statewide average of 22.2 percent in 2000. The share of incomes spent on rental housing declined from 28.5 percent to 27.9. This rate is above the state average of 26.6 percent, but it is difficult to compare this value given the unique influence of the university population.
  - c. Consistent and comparable data on housing costs are not available beyond 2000. However, in parts of New Mexico, property values have risen sharply, while builders have been slow to respond in areas outside the principal metropolitan areas. The result is tightening housing markets. cursory review of available information suggests a similar pattern in Portales, but compared to areas to the south (e.g. Hobbs, Roswell, and Carlsbad) the situation is within bounds.
- 3. Income<sup>5</sup>:** Portales has been historically characterized by very wide disparities in its socioeconomic structure, with a very large share of its population living below the poverty line<sup>6</sup>. During the period 1990-2000, these disparities narrowed significantly. In 2000, the average per capita income in Portales was \$12,935, 11 percent below the \$14,591 NMEP regional average and 25 percent below the statewide level. Increases were greatest among lower earners. Declining income disparity is consistent with community-wide improvements in educational attainment.
- a. Between 1990 and 2000, real average per capita incomes in Portales increased by 16 percent, just above the statewide 15 percent increase. During the same period, the median household

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<sup>5</sup> See Table 1 in the appendix.

<sup>6</sup> High rates of poverty in Portales are not explained by low student incomes. In 1990, poverty in Portales exceeded New Mexico rates for nearly every age group, whether in group quarters (which include dormitories) or in family households.

income increased by 14.3 percent. This reveals an unusual pattern in Portales. In nearly all parts of the state (and the U.S. as a whole) average incomes rose much more rapidly than median household incomes, as the rate of income growth at the top pulled up averages much more sharply than among households in the middle. This indicates that the pattern of socioeconomic polarization found in most areas was, at least during the 1990-2000 period, less pronounced in Portales.<sup>7</sup>

- b. While the rate of poverty in Portales declined significantly during the 1990-2000 period, it remains very high. In 2000, 25 percent of the town's residents – one in four – lived below the poverty line.<sup>8</sup> This was much higher than the 20.2 percent rate for the NMEP region and well above the 18.4 percent rate for the state. Portales has a long way to go to reduce poverty, but data from the 1990-2000 period suggest significant improvements.
- c. Gains in income and a reduction in poverty rates are correlated with changes in the structure of incomes in Portales. In 2000, more households received income from wages, salaries, and profits from proprietary businesses; far fewer received incomes from social security and public assistance; and only slightly more received retirement incomes than in 1990. With the exception of public assistance, each of these patterns is contrary to those of other eastern New Mexico communities, which are faced with stagnant incomes and pronounced 'graying' of populations.

**4. Economy<sup>9</sup>:** Portales is a university town that also serves as the seat and service center for Roosevelt County and its agricultural economy. In terms of taxable gross receipts, Portales stands in a negative and declining balance with respect to New Mexico as a whole, but this outflow of about \$35 million (2005) is at least partially offset by public sector and non-taxable revenues generated by ENMU.

- a. Trade area: Due to its proximity to Clovis, a regional center serving the eastern plains, and the very low population density of Roosevelt County, Portales' trade area is very small. Portales' businesses provide frequently purchased and less costly goods and services to

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<sup>7</sup> The other possible explanation for the difference in Portales' experience – that the rate of household formation relative to population growth was lower in Portales than in other areas – can be ruled out. Average household size declined less sharply in Portales than in other parts of the state.

<sup>8</sup> In 2000, the Census Bureau defined the poverty line at \$13,861 for a family of three, including one child; in 2006, the poverty line was set at \$16,277.

<sup>9</sup> Tables and figures to correspond to this section can be found in the appendix. See tables 2 and 3 and figures 1 and 2 for Portales' regional and local trade area data; see tables 4-6 and figure 3 for gross receipts data; see tables 7-9 and figure 4 for location quotient data.

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the local population and those living nearby in Roosevelt County. For less frequently purchased and more costly 'higher order' goods and services, locals travel 20 minutes to Clovis, or an hour and a half to Lubbock or Amarillo. Agricultural businesses from Roosevelt County utilize Portales for a variety of services. The exception to this generally constrained trade area is, again, ENMU, which draws students and financial support from all parts of New Mexico, though mostly from eastern New Mexico.

- b. Strengths: The principal strength of Portales' economy derives from state-owned ENMU and the town's role as Roosevelt County seat.<sup>10</sup> These activities also create business opportunities in the private sector.
  - i. The sectors that draw the greatest volume of taxable gross receipts into Portales are retail trade, utilities, and eating and drinking establishments. In 2005, the pull factor for retail trade was 144 percent, accounting for a net inflow of about \$26 million.<sup>11</sup> By far, the principal within the retail sector is miscellaneous store retail, which includes 'Big Box' retailers. Utilities, which include the electric and water cooperatives, had a pull factor of 147 percent, generating a nearly \$4 million inflow. Eating and drinking establishments, no doubt linked to the large presence of ENMU, drew in an additional \$1.5 million.
  - ii. The impact of the public sector and other activities that do not generate taxable gross receipts can be evaluated with location quotients.<sup>12</sup> These data very clearly reveal the importance of ENMU and county administration to Portales'

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<sup>10</sup> This report draws upon taxable gross receipts data filed with the New Mexico Taxation and Revenue Department. This data does not include public activities that form a core of Portales' economy. These activities can be captured through other means and are considered below.

<sup>11</sup> A 'pull factor' measures the capacity of an economy or industry to generate revenues and economic growth. A local industry that generates gross receipts proportionate to the state average (corrected for level of incomes within the economy) has a pull factor of 100 percent; values above 100 percent reflect the capacity of the sector to draw new revenues into the economy and values below 100 percent reflect a loss (or 'leakage') of revenues. In theory, local economic growth is, in part, a function of the capacity of a community to generate a surplus of revenues.

<sup>12</sup> Location quotients indicate the ratio of employment by industry, occupation, or class of employer relative to the comparable value in a base geography (Roosevelt County, Eastern Plains or New Mexico). A value of 1.0 indicates that employment in a given industry in the local economy, relative to total employment, is in proportion to that of the base geography; values greater than 1.0 indicate a higher share, and values less than 1.0 indicate a less than proportionate share. In other words, a value well above 1.0 for educational services (industry) or educational occupations indicates that these employment categories are more strongly represented in Portales than in the geography against which Portales is compared (the base geography). Note: the data is drawn from the US Decennial Census, and is organized according to residence rather than place of work.



economy. Industrial sectors with the highest location quotients, compared to the NMEP region, are information services (2.01), educational services (1.86), and real estate and rental (1.54). Manufacturing is also high (1.31), likely reflecting the residence of these workers rather than their place of work. The importance of ENMU and public administration to Portales' economy is also reflected in occupational location quotients. Professional occupations are highly represented in Portales (1.54), particularly in sub-categories such as computer and mathematical occupations (2.51), life, physical, and social science occupations (1.73), engineers (1.40), education, training, and library occupations (1.66) and arts, design, entertainment, sports, and media occupations (3.26). Finally, class of ownership directly reveals the importance of the public sector to the economy; private sector and self-employed workers are rare, while state (ENMU employees) and local (including county) workers are very common. Private, not-for-profit workers are also common in Portales.

- c. Weaknesses: The foremost challenge is the high level of poverty. This is principally due to the scarcity of employment opportunities for workers with limited skill sets.
  - i. During recent decades and continuing today in nearly all parts of New Mexico and the U.S., changes in agricultural practices have resulted in a decline in agricultural employment. Workers displaced from the agricultural sector move to smaller urban centers in search of employment, but find that their skills do not match the changing needs of the economy. Two strategies are employed to address this problem: training to help workers to develop the needed skills, and the creation of employment that utilizes the available skills. Both are necessary. In Portales, there have been significant improvements in educational attainment and a corresponding decline in poverty. But there are still too few jobs that pay reasonable wages for workers without higher levels of education.
  - ii. Location quotients again help to document this problem. By industry, Portales has very low levels of employment, compared to the NMEP region, in construction (0.76), wholesale trade (0.60), transportation and warehousing (0.61), utilities (0.17), and social assistance (0.82); by occupation, in service occupations such as personal care (0.92), building and grounds maintenance (0.80), protective services (0.74), sales (0.81), construction (0.94), installation,

maintenance, and repair (0.84), and transportation and material moving occupations (0.88).

- iii. New industrial developments, including Southwest Cheese, Mesa Ingredient, American Renewable Fuels, Elida Wind and even new construction at Cannon AFB may help to create employment opportunities for lower skilled workers living in Portales. Further, some of these new businesses will help strengthen the demand for agricultural products from Roosevelt County, renewing the demand for workers in that sector.

- 5. MainStreet<sup>13</sup>:** Portales's MainStreet district encompasses a 16 square-block area bounded by Commercial Street to the east, South Avenue C to the south, Abilene to the north, and 4<sup>th</sup> Street to the west. The district has an impressive concentration of 'white collar' services balanced with a business mix that includes retail and arts and entertainment. Downtown Portales has some residential development, mainly for renters, with household incomes slightly below average for the town as a whole.
- a. In 2005, 79 businesses were located in the MainStreet district, which is 21 percent of all Portales businesses; these businesses employed 614 workers, 10 percent of the total; wages paid by MainStreet employers were very slightly higher than those paid by employers in other parts of town.
  - b. Tables 10 through 12 in the appendix present 2005 data on the MainStreet business community, including the number of businesses and employees, with various levels of detail. The most notable characteristic of the MainStreet business community is the clustering of professional service businesses and employment. Information businesses located in MainStreet account for 86 percent of all information industry employment in Portales; information includes the newspaper and other publishers, recording studios, telecommunications, and internet service providers. Likewise, 84 percent of all Portales' employment in finance (banking) and insurance is located in the MainStreet district; 66 percent of all employment in professional, scientific, and technical service businesses (excluding education) is downtown; and 31 percent of all public administration jobs are located in the MainStreet district. This strong cluster of professional services downtown is balanced by retail and arts, entertainment, and recreational establishments, giving the area a notable diversity. There are 13 retail shops, providing 101 jobs in the MainStreet district, and more than one half of employment in Portales' small

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<sup>13</sup> See tables 10-12 and figures 5 and 6 in the appendix.

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arts and entertainment industry is downtown. A small bed and breakfast, located just outside the MainStreet boundaries, provides accommodations. Only five small food and drinking establishments are located in Portales' MainStreet district, suggesting an opportunity for this small university town.

- c. The depth of the professional services cluster, coupled with a diverse mix of specialty retail, accommodations, and arts and entertainment opportunities, provides Portales' MainStreet with an opportunity to grow while maintaining a stable foundation. The most obvious direction forward – true in most downtown areas with a stable employment base – is to lengthen the hours of operation from 40 hours per week to include more activities during evenings and weekends. The employment base provides a market foundation for retail, restaurants, accommodations, and arts and entertainment businesses, reducing the risks associated with business recruitment and expansion. The principal strategy to broaden that market is residential development, particularly marketed towards younger professional workers employed in the area.
- d. Table 3 in the appendix provides detailed demographic information for the current downtown residential community. The data does not correspond narrowly to the MainStreet area, but the first column does cover the downtown area within a one minute drive to the center of the MainStreet district, with about a ½ mile radius. A map of the area is shown in figure 2 in the appendix. The population of the downtown is 1,193, about 10 percent of the total population of Portales. The area has a somewhat larger than proportionate number of young families – a more than average number of adults 20 to 29 years of age (including some students), and children under 10 years old. Few seniors live downtown. The Hispanic population is slightly better represented in the downtown area. In Portales, incomes tend to rise with distance from downtown. Average incomes within the first half mile of MainStreet are \$13,695; the average of the next half mile is \$15,320; and the third half mile is \$18,085. Median net worth of households – typically a function of equity in homeownership – likewise rises with distance from the downtown area, though the differences are much less significant in Portales than in other larger cities.
- e. Notwithstanding the increase in incomes with distance, spending by downtown residents is substantial; indeed, downtown residents tend to spend a greater share of their income than do residents of the city as a whole. Specifically, downtown residents spend about \$5.9 million per year (or \$4,942 per person) on retail, housing expenditures total an additional \$3.3 million, and groceries ('food at home') add \$1.3 million. Compared to other parts of the city,

downtown residents spend a greater share of their income on housing, groceries, eating in restaurants, household furnishings, personal care products, school books, and apparel (especially for children).

**6. Opportunities and Challenges:**

- a. ENMU, Roosevelt County offices, and the number of new economic development initiatives in the Eastern Plains region provide the city of Portales with a relatively solid economic foundation, particularly in comparison to many other communities in eastern New Mexico. Likewise, ENMU gives the town a leg up on many other communities in the state in attracting and retaining the much valued skilled 20-40 year old workforce. The principal challenge the city as a whole is facing is the high level of poverty, associated at least in part with the long term stagnation of the agricultural economy. Improvements in levels of basic educational attainment (completion of high school) and the new development initiatives are beginning to have a real impact in this area, but the effort must be sustained.
- b. Portales' MainStreet is also in an enviable position. The MainStreet district has a solid cluster of professional service businesses, giving the area a unique and defensive position within the Portales economy. In key sectors, more than two-thirds of the town's total employment is located in the MainStreet district. Beyond this core cluster, MainStreet has a reasonably diverse business community, with specialty retail, arts and entertainment, accommodations, and restaurants also located downtown.
- c. Upon this foundation, Portales' MainStreet has significant room to grow. Downtown residential development, targeted at middle income earners and perhaps younger professionals, should be a cornerstone of this initiative. Graduates of ENMU and professionals who work downtown provide a potentially strong market for new residential developments. In turn, residential development will broaden the market for downtown restaurants, drinking places, arts and entertainment establishments, and specialty retail shops, lengthening commercial hours to include evenings and weekends. Continued revitalization of downtown will also enhance the allure of nearby ENMU and, equally, encourage ENMU graduates to remain in Portales, giving the economy an invaluable advantage in further developing its core education and professional-service economy. Residential development could be coupled with the development of additional accommodations in the MainStreet, serving both ENMU and the downtown business community. A small hotel would again broaden the market for downtown businesses, particularly during evenings and weekends.

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- d. Initiatives to promote downtown residential development should take into consideration potential impacts on existing residents in the area, many of whom already struggle with economic changes impacting the region. By embracing and incorporating the existing downtown community, the MainStreet district can leverage its growth to address one for the pressing problems facing Portales. Indeed, some of the most vibrant professional and commercial districts succeed precisely because they embrace diversity, creating a richness that sets the area apart from more uniform patterns of development characteristic of suburban environments. Uniform development increasingly characterizes Clovis, allowing Portales to more clearly differentiate itself. Portales' MainStreet could be a leading regional model for this kind of unique and diverse development.

## 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 comparison, data is also provided for the county, region, and the state of New Mexico.

Eastern Plains Region is classified as Curry, De Baca, Guadalupe, Quay, and Roosevelt counties.

### **Taxable Gross Receipts and Pull Factors**

Source: New Mexico Taxation and Revenue Department (NMTRD); calculations by UNM/BBER. Data is provided for the years 1989 and 2002 (SIC classification) and 2005 (NAICS classification).

In 2003, NMTRD switched from SIC (Standard Industrial Classification) to NAICS (North American Industrial Classification System) as a basis for statistical tabulation. It is not possible to compare most data from the two classification systems. Data from 1989 and 2002 are presented to allow for historical comparison. Data from 1989 is adjusted for inflation and is presented in 2002 dollars. Data from 2005 provides the most up-to-date account of gross receipts activities; the data is presented in 2005 dollars.

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; 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. 2005 data includes both taxable gross receipts and deductions associated with food and medical spending.

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%). As with all 1989 gross receipts data, it is presented in terms of 2002 dollars.

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, 1995 and 2004**

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005; calculations by UNM-BBER.

ES-202 data is provided to UNM-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 is ‘establishment-level’, meaning that UNM-BBER has information on industrial classification (NAICS), employment, and wages of each business establishment in the study area. Establishment-level data indicates that data is provided for each individual establishment; i.e., as opposed to a chain or brand. The key advantage of establishment-level data is that UNM-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, UNM-BBER has coded the data according to locations within the MainStreet district (MS), in other parts of the town (town name) or in unincorporated parts of the county (COUNTY).

**Location Quotients**

Source: Census 2000 Summary File 3 (SF3); Tables 59-61. Calculations by UNM-BBER.

A location quotient indicates the relative concentration of employment by industry, occupation, and type 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. 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.

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.

### **Trade Area**

Sources: New Mexico Department of Labor, ES-202 (Covered Employment Statistics), 2005; Bureau of Labor Statistics, Product Line Data, calculations by UNM-BBER; ESRI® ArcGIS 9.0 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.)

Market or trade areas were established by generating drive time polygons around each city, the foci being the MainStreet districts. A target location was established for each MainStreet area based upon descriptions and maps provided by each of the New Mexico MainStreet (NMMS) cities. This provided a representative focal point within the MainStreet boundaries, without specifying any one particular location.

Trade areas were based upon drive times to the MainStreet site. Drive time polygons are generated using actual street networks in ESRI StreetMap. Drive times are calculated using road access, road types, and speed limits. Trade areas were determined by creating drive time polygons on two different scales, local and regional. A local scale polygon was drawn for the area that would be within a 1 minute drive time, or about ½ mile walking distance, from the MainStreet site. Additional polygons were calculated at the local scale for 3 and 5 minute drive times. These times were chosen to reflect a short and convenient route from a home or hotel. On a regional scale, drive time polygons were calculated for times ranging from 5 to 45 minutes. The regional scale represents travel for dedicated purposes, such as supply replenishment, large item purchases, etc.

Trade area reports were generated for each of the drive time polygons. Reports included demographic, marketing, and retail expenditure data. The data is directly associated with the geographic areas overlaid by the drive time polygons. All of the population and marketing data for a particular polygon is representative of the people living within the boundaries of that region. This data is derived from the ESRI® ArcGIS 9.0 Business Analyst. The population data provided by this program are geographically derived at the census block point 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.



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The competition layers represented in the trade area analyses were derived from the New Mexico Department of Labor data combined with product line data from the Bureau of Labor Statistics. The proxy revenues, calculated by BBER, reflect the degree to which the competition has derived sales from the product line of interest.

**APPENDIX: TABLES AND FIGURES**

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

	PORTALES			ROOSEVELT COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>POPULATION</b>						
Total Population	10,690	10,848	1%	18,018	80,137	1,819,046
Urban	100%	99%		64%	73%	75%
Rural	0%	1%		36%	27%	25%
Households	3,778	4,123	9%	6,630	30,236	678,032
Household Size (Average)	2.51	2.46	-2%	2.60	2.56	2.63
<b>AGE</b>						
Under 5 yrs	8%	8%		8%	7%	7%
5 to 17 y/o	18%	18%		20%	21%	21%
18 to 64 y/o	61%	62%		60%	58%	60%
65 yrs and over	13%	13%		12%	13%	12%
<b>RACE &amp; ETHNICITY<sup>1</sup></b>						
White, non-Hispanic		56%		63%	57%	45%
Black or African American, non-Hispanic		3%		2%	4%	2%
Native American, non-Hispanic		1%		1%	1%	9%
Hispanic or Latino (of any race)	33%	39%		34%	35%	42%
Speak Spanish, linguistically isolated <sup>2,4</sup>	5%	2%		2%	2%	2%
Speak other than Spanish, linguistically isolated <sup>2,4</sup>	0%	0%		0%	0%	1%
<b>EDUCATIONAL ATTAINMENT</b>						
Population 25 yrs or older	5,748	5,995	4%	10,245	48,301	1,134,801
Less than high school graduate <sup>3</sup>	38%	26%		25%	24%	21%
High school graduate; and some college <sup>3</sup>	37%	42%		47%	54%	49%
Associate, bachelor's, or graduate degree <sup>3</sup>	25%	32%		28%	23%	29%
<b>MIGRATION</b>						
Moved since 1985/1995 <sup>2</sup>	5,772	5,555	-4%	8,146	35,091	731,488
Moved to new house in county since 1985/1995 <sup>2</sup>	23%	24%		23%	24%	24%
Moved into county since 1985/1995 <sup>2</sup>	35%	32%		26%	24%	20%
<b>TRAVEL TO WORK</b>						
Less than 15 minutes	76%	69%		64%	65%	40%
15-29 minutes	10%	25%		29%	29%	48%
More than 30 minutes	15%	6%		7%	7%	13%

<sup>1</sup> Racial breakdown by ethnicity not available in the 1990 decennial census. Categories may not sum to 100% because some racial groups were left out.

<sup>2</sup> Includes persons 5 y/o and older.

<sup>3</sup> Includes persons 25 y/o and older.

<sup>4</sup> A household in which all members 14 years old and over speak a non-English language and also speak English less than "very well" (have difficulty with English).

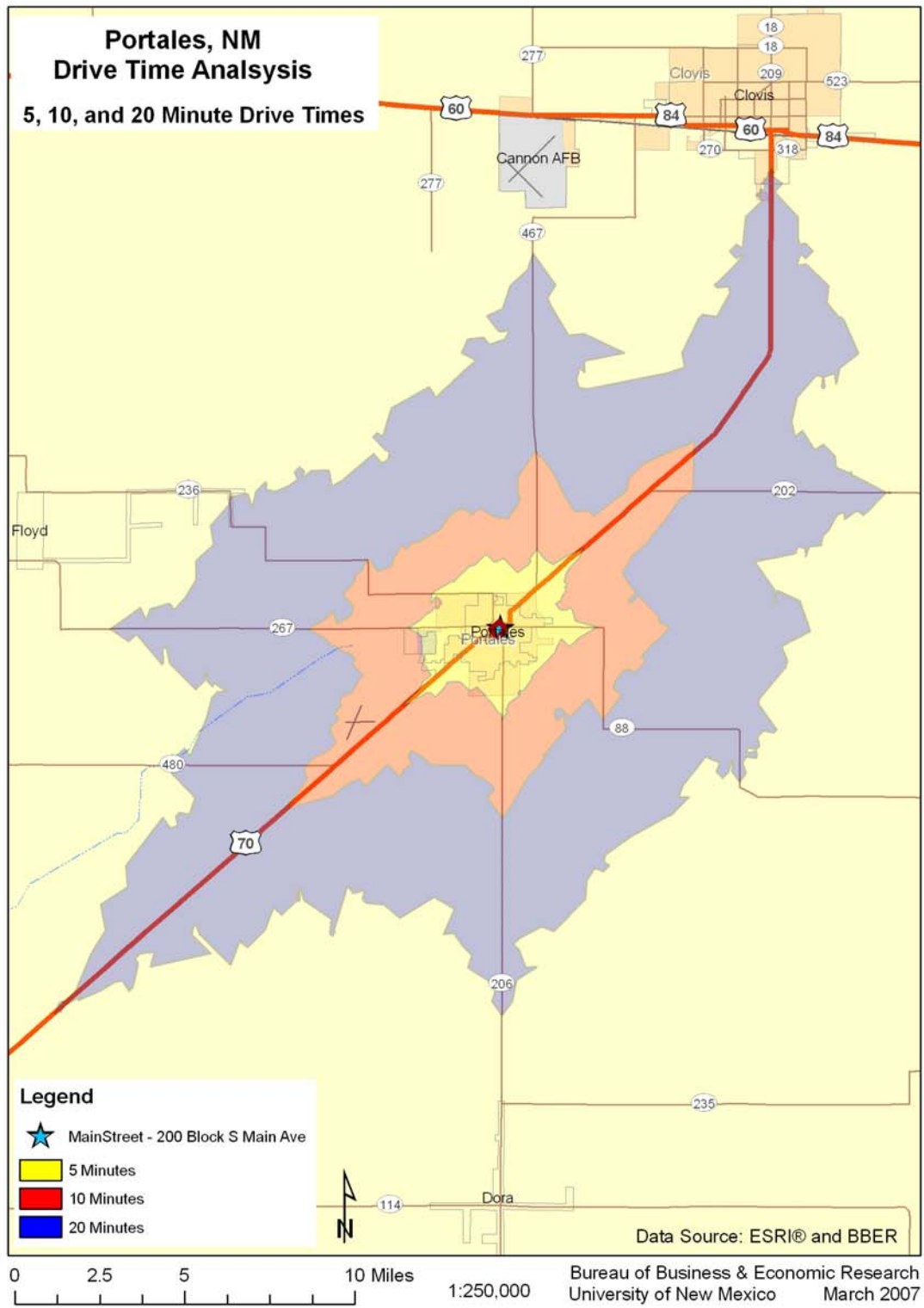
PORTALES MAINSTREET – Community Economic Assessment

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

	PORTALES			ROOSEVELT COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>HOUSEHOLD INCOME &amp; POVERTY</b>						
Real per capita income (1999 dollars)	11,178	12,935	16%	14,185	14,591	17,261
Median household income (1999 dollars)	21,571	24,658	14%	26,586	na	34,133
Households with earnings	75%	76%		77%	77%	80%
Households with social security income	33%	28%		27%	29%	25%
Households: with interest; dividends; or rental income	33%	25%		26%	25%	30%
Households with public assistance income	15%	4%		4%	5%	5%
Households with retirement income	14%	15%		15%	16%	17%
Persons below the poverty line	3,311	2,523	-24%	3,928	16,179	328,933
Poverty rate	35.0%	24.9%		22.7%	20.2%	18.4%
<b>LABOR CHARACTERISTICS</b>						
In labor force (population 16 yrs and over)	4,696	5,038	7%	8,255	35,915	834,632
Unemployment rate	9.7%	10.2%		7.8%	6.4%	7.2%
<b>HOUSING CHARACTERISTICS</b>						
Total housing units (#)	4,277	4,832	13%	7,746	36,089	780,579
Home ownership (%)	55%	53%			60%	68%
Owner-occupied housing units	2,184	2,267	4%	4,165	19,028	474,435
Vacancy rate (for sale)		4.3%		3.7%	4.5%	2.5%
Renter-occupied housing units	1,634	1,878	15%	2,474	11,155	203,536
Vacancy Rate (for rent)		13.3%		11.5%	11.5%	11.6%
Median age of housing structures	29	35		34	na	23
<b>HOUSING AFFORDABILITY</b>						
Median value of owner-occupied housing (1999 dollars)	53,119	52,300	-2%	56,700	na	94,600
Median costs of homeownership (% of income)	19.1%	20.1%		20.0%	na	22.2%
Median rent (1999 dollars)	358	394	10%	391	na	503
Median cost of rental housing (% household income)	28.5%	27.9%		26.2%	na	26.6%

Source: US Census Bureau, 1990 and 2000 Decennial Census; calculations by BBER, 2007.

FIGURE 1: REGIONAL TRADE AREA



**TABLE 2: REGIONAL TRADE AREA**

<b>Portales Regional Trade Area</b>
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**Center Point: 200 Block S Main Ave**

**Drive Time (Minutes)**

	<b>0 - 5</b>	<b>0 - 10</b>	<b>0 - 20</b>
<b>Population by Age (2006):</b>			
<b>Total</b>	12,524	14,424	16,776
0-4	997	1,133	1,309
5-9	838	975	1,143
10-14	837	1,018	1,228
15-19	1,338	1,494	1,685
20-29	2,708	2,950	3,266
30-39	1,386	1,619	1,907
40-49	1,387	1,657	2,010
50-64	1,587	1,926	2,329
65-85	1,208	1,394	1,618
85+	238	258	281
Median Age	28.1	28.6	29.2
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	-1.4%	-1.4%	-1.1%
0-4	-4%	-3%	-3%
5-9	1%	1%	1%
10-14	0%	-2%	-4%
15-19	1%	1%	1%
20-29	-16%	-16%	-15%
30-39	17%	15%	13%
40-49	-8%	-7%	-7%
50-64	12%	12%	13%
65-85	-7%	-7%	-6%
85+	20%	19%	19%
Median Age (2011 Projection)	29.5	30.3	30.8
<b>Households</b>			
Households	4,658	5,334	6,127
Family Households	2,921	3,436	4,042
Average Household Size	2.49	2.53	2.58
<b>Race</b>			
White	8,760	10,303	12,179
Black	260	275	310
American Indian, Eskimo, Aleut	152	174	200
Asian or Pacific Islander	120	121	132
Other	2,820	3,113	3,474
Two or More Races	413	437	481
Hispanic Origin	4,631	5,159	5,846
<b>Gender</b>			
Male	6,075	7,028	8,214
Female	6,450	7,396	8,562

PORTALES MAINSTREET – Community Economic Assessment

**TABLE 2: REGIONAL TRADE AREA, CONTINUED**

**Center Point: 200 Block S Main Ave**

**Drive Time (Minutes)**

	<b>0 - 5</b>	<b>0 - 10</b>	<b>0 - 20</b>
<b>Income</b>			
Median Household Income	\$30,040	\$30,650	\$31,344
Median Family Income	\$37,779	\$38,115	\$38,717
Median Disposable Income	\$25,905	\$26,433	\$27,029
Average Household Income	\$40,149	\$41,422	\$42,466
Average Family Income	\$48,340	\$49,440	\$50,294
Per Capita Income	\$15,941	\$16,187	\$16,374
<b>Households by Disposable Income (1)</b>			
< \$15,000	30.6%	29.5%	28.4%
\$15,000-\$24,999	17.6%	17.7%	17.6%
\$25,000-\$34,999	14.4%	14.8%	15.1%
\$35,000-\$49,999	17.2%	17.3%	17.5%
\$50,000-\$74,999	14.1%	14.4%	14.8%
\$75,000-\$99,999	3.2%	3.2%	3.2%
\$100,000-\$149,999	2.0%	2.0%	2.1%
\$150,000-\$199,999	0.3%	0.4%	0.5%
\$200,000+	0.5%	0.7%	0.7%
<b>Households by Net Worth</b>			
< \$15,000	44.2%	43.3%	42.2%
\$15,000-\$34,999	9.0%	9.0%	9.1%
\$35,000-\$49,999	5.0%	5.0%	5.0%
\$50,000-\$74,999	6.8%	6.7%	6.6%
\$75,000-\$99,999	5.6%	5.6%	5.6%
\$100,000-\$149,999	7.4%	7.2%	7.2%
\$150,000-\$249,999	6.3%	6.6%	6.9%
\$250,000-499,999	8.0%	8.2%	8.4%
500,000 +	7.7%	8.4%	8.9%
Median Net Worth	\$25,361	\$27,767	\$30,537

(1) Disposable Income is total income after direct taxes.

**TABLE 2: REGIONAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006)**

<b>Retail Goods Total</b>	68,728,940	82,263,763	97,449,082
<b>Apparel</b>	5,821,076	6,376,658	7,872,814
Men`s Apparel	1,103,537	1,279,691	1,488,287
Women`s Apparel	1,730,559	1,718,702	2,329,199
Children`s Apparel	1,057,937	1,249,790	1,472,557
Infant Apparel (Under 2 Years)	329,415	385,283	450,218
Footwear	562,064	558,150	764,837
Watches & Jewelry	479,989	553,811	645,463
Apparel Products & Services	557,575	631,232	722,253
<b>Computer</b>			
Computers & Hardware for Home Use	623,243	723,649	843,352
Software & Accessories for Home Use	89,265	103,123	119,905
<b>Entertainment/Recreation</b>	8,669,195	10,328,021	12,226,230
<b>Fees &amp; Admissions</b>	1,511,046	1,747,294	2,040,080
Membership Fees	401,543	467,479	547,888
Fees for Participant Sports excluding Trips	285,742	332,371	389,790
Admission to Movies/Theater/Opera/Ballet	396,725	451,751	520,341
Admission to Sporting Events excluding Trips	144,661	168,103	197,147
Fees for Recreational Lessons	282,375	327,590	384,914
<b>TV/Video/Sound Equipment</b>	2,645,194	5,207,319	4,036,337
Community Antenna or Cable TV	1,678,855	3,592,674	2,317,717
Color TVs	344,339	400,514	468,241
VCRs/Video Cameras & DVD Players	109,196	128,164	150,360
Video Cassettes & DVDs	154,323	180,127	210,243
Video Game Hardware & Software	103,146	119,383	138,755
Satellite Dishes	6,013	7,346	8,819
Rental of Video Cassettes & DVDs	189,292	217,818	252,158
Sound Equipment	42,615	541,402	467,178
Rental/Repair of TV/VCR/Sound Equipment	17,415	19,892	22,865
Pets	1,181,331	1,450,382	1,746,386
Toys & Games	526,416	625,916	740,178
Recreational Vehicles & Fees	967,700	1,248,177	1,545,588
Sports/Rec/Exercise Equipment	459,984	551,861	656,203
Photo Equipment/Supplies	380,630	446,011	523,206
Film Processing	113,893	134,126	157,569
Reading	569,177	665,706	778,566
<b>Food at Home</b>	13,813,741	16,362,044	19,234,697
Bakery & Cereal Products	2,005,550	2,376,056	2,793,996
Meat/Poultry/Fish/Eggs	3,660,391	4,345,627	5,112,643
Dairy Products	1,490,592	4,345,627	2,082,381
Fruit & Vegetables	2,376,648	2,795,752	3,274,229
Snacks/Other Food	4,280,559	5,075,526	5,971,448
Nonalcoholic Beverages	1,191,590	1,419,565	1,673,634
<b>Food Away from Home</b>	9,315,349	10,893,438	12,730,572
<b>Alcoholic Beverages</b>	1,489,377	1,477,875	2,107,429
<b>Financial</b>			
Investments	9,673,566	10,889,936	12,584,619
Vehicle Loans	16,823,513	20,421,754	24,422,758



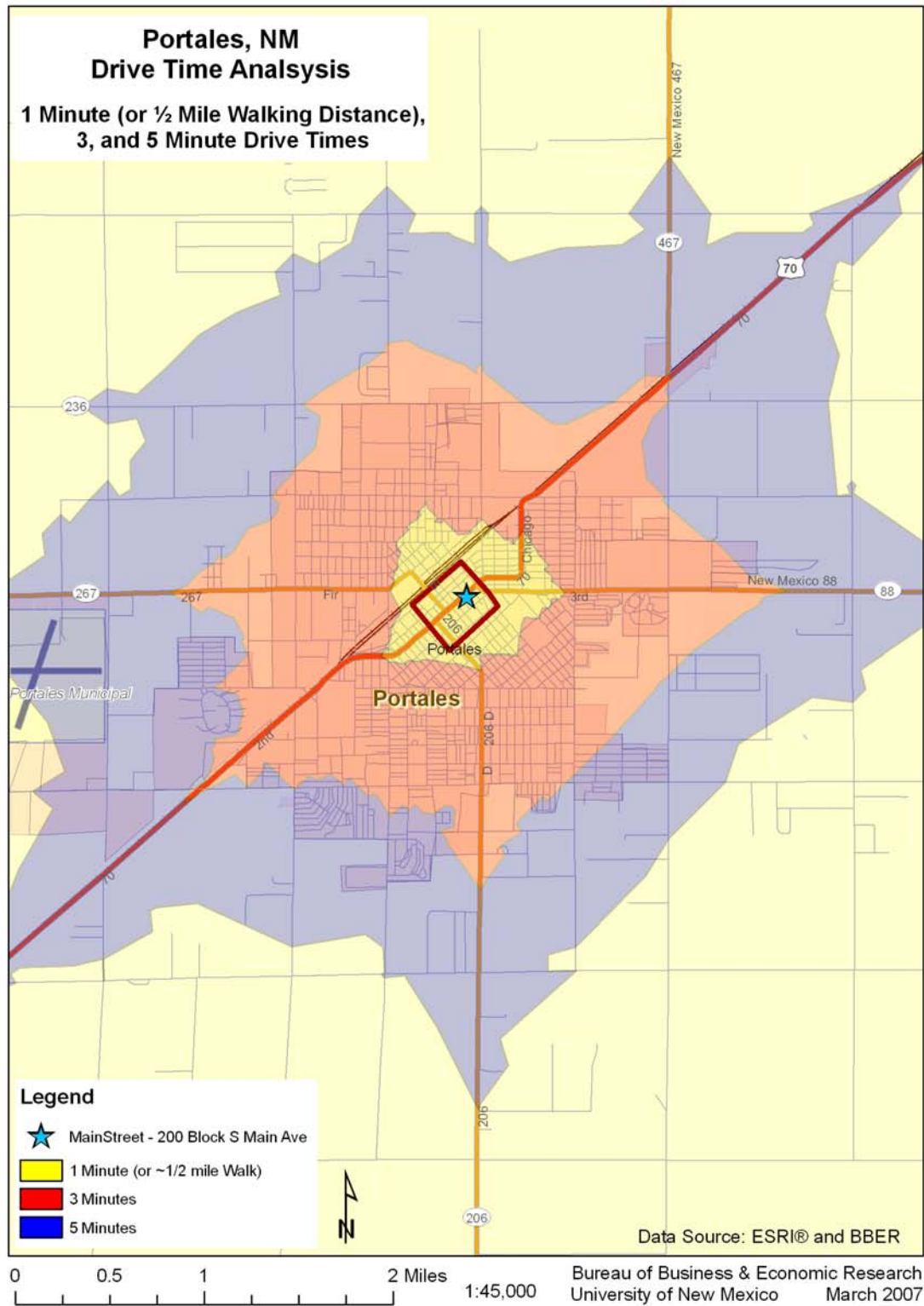
**TABLE 2: REGIONAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006) continued**

<b>Health</b>	10,133,818	12,195,736	14,460,670
Nonprescription Drugs	328,691	390,006	458,207
Prescription Drugs	1,627,759	1,975,822	2,346,943
Eyeglasses & Contact Lenses	227,411	271,171	320,557
<b>Housing</b>	36,794,490	42,914,531	50,235,253
Mortgage Payment & Basics	18,859,208	22,545,508	27,014,432
Maintenance & Remodeling Services	3,940,819	4,740,786	5,682,469
Maintenance & Remodeling Materials	840,390	1,054,646	1,292,114
Utilities/Fuel/Public Services	11,821,675	14,026,568	16,521,134
Telephone Services	4,194,997	4,935,808	5,781,333
<b>Household Furnishings &amp; Equipment</b>	5,042,980	5,967,542	7,048,774
Household Textiles	346,093	405,672	476,501
Furniture	1,617,500	1,902,535	2,240,484
Floor Coverings	182,803	214,127	253,450
Major Appliances	743,323	894,967	1,066,811
Housewares	219,521	261,157	308,824
Small Appliances	101,656	120,335	141,480
Luggage	25,273	29,010	33,723
Telephones & Accessories	66,208	76,428	88,671
<b>Household Services &amp; Supplies</b>			
Computer Information Services	451,646	530,579	623,164
Child Care	1,059,517	1,218,832	1,423,170
Lawn & Garden	1,064,031	1,322,049	1,600,798
Moving/Storage/Freight Express	153,138	174,043	200,011
Housekeeping Services	297,909	346,694	407,220
Housekeeping Supplies	2,065,168	2,895,936	2,895,936
<b>Miscellaneous</b>			
Personal Care Products	1,289,144	1,279,975	1,768,879
School Books & Supplies	448,371	500,128	562,624
Smoking Products	1,489,377	1,477,875	2,107,429
<b>Insurance</b>			
Owners & Renters	1,140,366	1,382,599	1,656,504
Vehicle	3,756,679	3,728,160	5,277,753
Health	4,945,808	5,965,847	7,081,008
Life & Other Personal	889,498	1,988,800	9,608,228
<b>Transportation (Local)</b>			
Transportation-Vehicle Purchases (Net Outlay)	16,382,973	19,853,419	23,697,481
Transportation - Gasoline & Motor Oil	5,246,989	6,327,666	7,521,557
Vehicle Maintenance & Repairs	2,941,994	3,486,432	4,109,307
<b>Travel</b>	4,620,358	5,417,832	6,358,029
Airline Fares	1,003,991	1,156,584	1,344,506
Travel - Lodging on Trips	969,898	1,148,780	1,357,768
Auto/Truck/Van Rental on Trips	107,751	125,212	146,754
Travel - Food & Drink on Trips	1,210,204	1,422,892	1,671,222

Source: ESRI, 2006 Estimates & Projections.

FIGURE 2: LOCAL TRADE AREA



**TABLE 3: LOCAL TRADE AREA**

<b>Portales Local Trade Area</b>
----------------------------------

**Center Point: 200 Block S Main Ave**

	Drive Time (Minutes)		
	0 - 1	0 - 3	0 - 5
<b>Population by Age (2006):</b>			
<b>Total</b>	1,193	9,008	12,524
0-4	117	770	997
5-9	89	629	838
10-14	76	604	837
15-19	85	846	1,338
20-29	309	2,002	2,708
30-39	136	1,006	1,386
40-49	129	987	1,387
50-64	145	1,147	1,587
65-85	92	865	1,208
85+	15	152	238
Median Age	27.5	28.0	28.1
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	-1.6%	-1.3%	-1.4%
0-4	-3%	-4%	-4%
5-9	4%	1%	1%
10-14	11%	4%	0%
15-19	-6%	1%	1%
20-29	-24%	-17%	-16%
30-39	43%	18%	17%
40-49	-16%	-9%	-8%
50-64	15%	14%	12%
65-85	-14%	-8%	-7%
85+	20%	22%	20%
Median Age (2011 Projection)	29.2	29.5	29.5
<b>Households</b>			
Households	486	3,352	4,658
Family Households	284	2,082	2,921
Average Household Size	2.43	2.57	2.49
<b>Race</b>			
White	750	5,947	8,760
Black	27	171	260
American Indian, Eskimo, Aleut	16	107	152
Asian or Pacific Islander	10	74	120
Other	347	2,406	2,820
Two or More Races	43	303	413
Hispanic Origin	545	3,809	4,631
<b>Gender</b>			
Male	585	4,391	6,075
Female	607	4,617	6,450

PORTALES MAINSTREET – Community Economic Assessment

**TABLE 3: LOCAL TRADE AREA, CONTINUED**

**Center Point: 200 Block S Main Ave**

**Drive Time (Minutes)**

	<b>0 - 1</b>	<b>0 - 3</b>	<b>0 - 5</b>
<b>Income</b>			
Median Household Income	\$24,672	\$26,941	\$30,040
Median Family Income	\$28,961	\$34,298	\$37,779
Median Disposable Income	\$21,275	\$23,720	\$25,905
Average Household Income	\$33,893	\$37,962	\$40,149
Average Family Income	\$38,429	\$45,546	\$48,340
Per Capita Income	\$13,695	\$15,105	\$15,941
<b>Households by Disposable Income (1)</b>			
< \$15,000	34.2%	32.4%	30.6%
\$15,000-\$24,999	21.9%	19.3%	17.6%
\$25,000-\$34,999	16.9%	15.1%	14.4%
\$35,000-\$49,999	12.8%	15.7%	17.2%
\$50,000-\$74,999	9.4%	11.9%	14.1%
\$75,000-\$99,999	2.8%	2.9%	3.2%
\$100,000-\$149,999	1.6%	1.8%	2.0%
\$150,000-\$199,999	0.2%	0.3%	0.3%
\$200,000+	0.3%	0.5%	0.5%
<b>Households by Net Worth</b>			
< \$15,000	50.7%	45.9%	44.2%
\$15,000-\$34,999	10.3%	9.4%	9.0%
\$35,000-\$49,999	5.2%	5.2%	5.0%
\$50,000-\$74,999	7.3%	7.1%	6.8%
\$75,000-\$99,999	6.3%	5.9%	5.6%
\$100,000-\$149,999	6.0%	6.7%	7.4%
\$150,000-\$249,999	5.5%	5.9%	6.3%
\$250,000-499,999	4.8%	7.0%	8.0%
500,000 +	3.9%	6.8%	7.7%
Median Net Worth	\$14,787	\$21,346	\$25,361

(1) Disposable Income is total income after direct taxes.

**TABLE 3: LOCAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006)**

<b>Retail Goods Total</b>	5,895,625	46,557,745	68,728,940
<b>Apparel</b>	527,140	2,614,873	5,821,076
Men`s Apparel	98,756	752,003	1,103,537
Women`s Apparel	155,863	155,863	1,730,559
Children`s Apparel	95,243	722,123	1,057,937
Infant Apparel (Under 2 Years)	29,868	223,259	329,415
Footwear	50,861	50,861	562,064
Watches & Jewelry	43,775	326,992	479,989
Apparel Products & Services	52,774	383,771	557,575
<b>Computer</b>			
Computers & Hardware for Home Use	55,866	419,769	623,243
Software & Accessories for Home Use	7,986	60,324	89,265
<b>Entertainment/Recreation</b>	754,087	5,850,260	8,669,195
<b>Fees &amp; Admissions</b>	138,268	1,029,957	1,511,046
Membership Fees	35,988	273,974	401,543
Fees for Participant Sports excluding Trips	25,596	195,207	285,742
Admission to Movies/Theater/Opera/Ballet	36,975	269,678	396,725
Admission to Sporting Events excluding Trips	13,309	97,540	144,661
Fees for Recreational Lessons	26,401	193,557	282,375
<b>TV/Video/Sound Equipment</b>	273,538	3,048,320	2,645,194
Community Antenna or Cable TV	147,609	2,101,440	1,678,855
Color TVs	31,063	236,336	344,339
VCRs/Video Cameras & DVD Players	9,758	73,940	109,196
Video Cassettes & DVDs	13,804	103,242	154,323
Video Game Hardware & Software	9,481	69,417	103,146
Satellite Dishes	483	3,983	6,013
Rental of Video Cassettes & DVDs	17,111	128,254	189,292
Sound Equipment	42,615	319,650	42,615
Rental/Repair of TV/VCR/Sound Equipment	1,613	12,056	17,415
Pets	98,794	787,623	1,181,331
Toys & Games	46,779	355,934	526,416
Recreational Vehicles & Fees	72,827	621,128	967,700
Sports/Rec/Exercise Equipment	39,092	306,478	459,984
Photo Equipment/Supplies	33,893	258,596	380,630
Film Processing	10,098	77,056	113,893
Reading	50,895	389,103	569,177
<b>Food at Home</b>	1,314,538	9,458,495	13,813,741
Bakery & Cereal Products	176,772	1,371,863	2,005,550
Meat/Poultry/Fish/Eggs	319,199	2,515,939	3,660,391
Dairy Products	130,416	2,515,939	1,490,592
Fruit & Vegetables	210,205	1,633,308	2,376,648
Snacks/Other Food	374,139	2,919,349	4,280,559
Nonalcoholic Beverages	103,806	811,085	1,191,590
<b>Food Away from Home</b>	831,691	6,347,811	9,315,349
<b>Alcoholic Beverages</b>	130,169	130,169	1,489,377

**TABLE 3: LOCAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006) continued**

<b>Financial</b>			
Investments	889,498	6,643,218	9,673,566
Vehicle Loans	1,393,028	11,303,085	16,823,513
<b>Health</b>			
Nonprescription Drugs	839,953	6,957,856	10,133,818
Prescription Drugs	28,256	225,186	328,691
Eyeglasses & Contact Lenses	130,705	1,124,620	1,627,759
	19,761	155,098	227,411
<b>Housing</b>			
Mortgage Payment & Basics	3,332,030	25,072,656	36,794,490
Maintenance & Remodeling Services	1,629,715	12,920,963	18,859,208
Maintenance & Remodeling Materials	335,430	2,696,420	3,940,819
Utilities/Fuel/Public Services	69,706	561,000	840,390
Telephone Services	1,029,352	8,121,152	11,821,675
	370,816	2,870,098	4,194,997
<b>Household Furnishings &amp; Equipment</b>			
Household Textiles	440,642	3,419,113	5,042,980
Furniture	30,618	236,065	346,093
Floor Coverings	143,033	1,104,891	1,617,500
Major Appliances	16,345	125,268	182,803
Housewares	62,555	504,032	743,323
Small Appliances	19,119	148,000	219,521
Luggage	8,841	69,127	101,656
Telephones & Accessories	2,328	17,386	25,273
	6,001	44,934	66,208
<b>Household Services &amp; Supplies</b>			
Computer Information Services	40,064	307,021	451,646
Child Care	99,762	722,468	1,059,517
Lawn & Garden	85,659	715,292	1,064,031
Moving/Storage/Freight Express	14,024	103,700	153,138
Housekeeping Services	25,784	207,686	297,909
Housekeeping Supplies	179,270	2,065,168	2,065,168
<b>Miscellaneous</b>			
Personal Care Products	113,897	113,897	1,289,144
School Books & Supplies	40,933	299,335	448,371
Smoking Products	130,169	130,169	1,489,377
<b>Insurance</b>			
Owners & Renters	94,280	785,770	1,140,366
Vehicle	326,379	326,379	3,756,679
Health	409,753	3,396,209	4,945,808
Life & Other Personal	137,446	1,123,792	889,498
<b>Transportation (Local)</b>			
Transportation-Vehicle Purchases (Net Outlay)	1,369,253	11,007,328	16,382,973
Transportation - Gasoline & Motor Oil	444,652	3,540,580	5,246,989
Vehicle Maintenance & Repairs	254,841	1,991,123	2,941,994
<b>Travel</b>			
Airline Fares	406,935	3,148,075	4,620,358
Travel - Lodging on Trips	91,100	686,877	1,003,991
Auto/Truck/Van Rental on Trips	84,289	660,836	969,898
Travel - Food & Drink on Trips	9,797	73,561	107,751
	105,863	822,708	1,210,204

Source: ESRI, 2006 Estimates & Projections.

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TABLE 4: PORTALES TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

PORTALES INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
<b>Contract Construction</b>	12,740,093	22,714,449	91%	121%	(1,187,936)	3,911,629	78%	5,099,566
<b>Manufacturing</b>	2,519,401	242,455	68%	7%	(1,171,951)	(3,030,747)	-90%	(1,858,796)
<b>Transportation, Communications, Utilities</b>	16,162,947	10,910,949	128%	108%	3,532,196	795,209	-32%	(2,736,987)
<b>Wholesale Trade</b>	3,129,169	1,935,493	42%	26%	(4,269,137)	(5,404,072)	-38%	(1,134,935)
Building Materials	1,370,185		95%		(70,816)			
Retail Food Stores	21,073,561	7,574,506	235%	95%	12,092,694	(431,651)	-64%	(12,524,345)
Motor Vehicle Dealers	1,421,323	1,450,551	161%	148%	538,660	467,446	2%	(71,214)
Gasoline Service Stations	3,972,545	3,419,279	472%	410%	3,130,014	2,584,573	-14%	(545,441)
Misc Vehicle and Accessory Dealers	3,306,476		217%		1,783,170			
Furniture and Home Furnishings	2,328,881	1,779,882	122%	127%	420,706	375,058	-24%	(45,648)
Eating and Drinking Establishments	7,830,271	7,273,653	127%	107%	1,680,533	499,820	-7%	(1,180,713)
Liquor Dispensers								
Misc Retailers (ALL)*	12,139,653	40,513,940	43%	131%	(15,882,714)	9,554,715	234%	25,437,429
<b>Total Retail Trade</b>	<b>66,479,959</b>	<b>73,612,355</b>	<b>134%</b>	<b>131%</b>	<b>16,912,047</b>	<b>17,620,763</b>	<b>11%</b>	<b>708,716</b>
<b>Finance, Insurance and Real Estate</b>	<b>2,241,194</b>	<b>2,544,891</b>	<b>67%</b>	<b>79%</b>	<b>(1,128,448)</b>	<b>(686,307)</b>	<b>14%</b>	<b>442,141</b>
Hotels, Motels	1,409,292	2,688,341	59%	115%	(997,557)	350,187	91%	1,347,743
Personal Services	2,139,256	1,555,974	130%	73%	499,116	(580,406)	-27%	(1,079,522)
Misc Business Services	1,387,263	3,296,731	23%	47%	(4,772,931)	(3,645,634)	138%	1,127,297
Auto Rental and Repair	2,713,105	1,904,776	125%	78%	548,486	(543,752)	-30%	(1,092,238)
Misc Repair Services	1,115,779	975,309	134%	118%	283,641	150,549	-13%	(133,092)
Physicians and Dentists	3,837,557	2,581,634	89%	64%	(489,032)	(1,468,454)	-33%	(979,422)
Hospitals and Other Health Services	10,728,708		383%		7,930,700			
Legal Services	786,404		32%		(1,637,400)			
Misc Services	2,306,436	8,989,621	40%	57%	(3,467,946)	(6,817,262)	290%	(3,349,316)
Engineering and Architectural Services								
<b>Total Services</b>	<b>26,968,610</b>	<b>24,015,390</b>	<b>70%</b>	<b>50%</b>	<b>(11,427,565)</b>	<b>(23,786,293)</b>	<b>-11%</b>	<b>(12,358,728)</b>
<b>Total Taxable Gross Receipts</b>	<b>130,302,517</b>	<b>136,680,417</b>	<b>129%</b>	<b>90%</b>	<b>29,357,700</b>	<b>(15,209,907)</b>	<b>5%</b>	<b>(44,567,606)</b>

\* Misc Retailers (ALL) includes Department Stores, General Merchandise, and Misc Retailers.

All values are adjusted for inflation and reported in terms of 2002 dollars.

Data is classified according to Standard Industrial Classification (SIC). 1989 and 2002 are the first and last years for which comparable data are available.

Major sectors do not sum to total taxable gross receipts because non-classified businesses are not included.

Source: NM Taxation & Revenue Department, RP80 tables; US Census Bureau. Calculations by BBER, 2007.

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TABLE 5: ROOSEVELT COUNTY TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002

ROOSEVELT COUNTY INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
<b>Agriculture</b>	1,158,498	1,217,696	146%	234%	366,782	697,997	5%	331,216
<b>Contract Construction</b>	16,187,879	53,580,729	67%	156%	(7,856,351)	19,333,738	231%	27,190,089
<b>Manufacturing</b>	2,870,769	2,172,897	45%	36%	(3,501,684)	(3,788,832)	-24%	(287,148)
<b>Transportation, Communications, Utilities</b>	30,858,262	25,824,303	142%	140%	9,053,547	7,399,744	-16%	(1,653,803)
<b>Wholesale Trade</b>	3,860,232	1,244,748	30%	9%	(8,911,610)	(12,123,355)	-68%	(3,211,746)
Building Materials	1,424,599	969,917	57%	73%	(1,063,030)	(364,560)	-32%	698,470
Retail Food Stores	21,612,484	6,820,042	139%	47%	6,108,637	(7,762,174)	-68%	(13,870,811)
Motor Vehicle Dealers	1,436,327	1,525,089	94%	85%	(87,431)	(265,514)	6%	(178,083)
Gasoline Service Stations	4,221,887	5,853,550	290%	385%	2,767,410	4,333,238	39%	1,565,827
Misc Vehicle and Accessory Dealers	3,307,444		126%		677,730			
Apparel and Accessory Stores	1,623,302	1,066,938	37%	28%	(2,778,887)	(2,700,074)	-34%	78,814
Furniture and Home Furnishings	2,509,113	2,183,341	76%	85%	(785,007)	(375,371)	-13%	409,636
Eating and Drinking Establishments	7,883,975	9,470,280	74%	77%	(2,732,438)	(2,867,412)	20%	(134,974)
Liquor Dispensers								
Drug and Proprietary Stores	6,142,613		181%		2,742,722			
Misc Retailers (ALL)*	13,577,060	52,384,302	28%	93%	(34,798,503)	(4,004,065)	286%	30,794,438
<b>Total Retail Trade</b>	<b>97,716,424</b>	<b>87,933,048</b>	<b>114%</b>	<b>86%</b>	<b>12,146,364</b>	<b>(14,048,655)</b>	<b>-10%</b>	<b>(26,195,019)</b>
<b>Finance, Insurance and Real Estate</b>	<b>2,253,333</b>	<b>3,174,781</b>	<b>39%</b>	<b>54%</b>	<b>(3,563,746)</b>	<b>(2,710,443)</b>	<b>41%</b>	<b>853,303</b>
Hotels, Motels	1,419,962	1,000,067	34%	23%	(2,735,027)	(3,258,589)	-30%	(523,562)
Personal Services	2,146,976	1,954,210	76%	50%	(684,430)	(1,936,940)	-9%	(1,252,510)
Misc Business Services	1,953,219	5,092,971	18%	40%	(8,681,244)	(7,551,681)	161%	1,129,563
Auto Rental and Repair	2,790,571	2,296,393	75%	51%	(946,254)	(2,163,295)	-18%	(1,217,041)
Misc Repair Services	1,552,863	1,382,205	108%	92%	116,328	(119,992)	-11%	(236,320)
Physicians and Dentists	3,837,557	3,233,689	51%	44%	(3,631,518)	(4,143,041)	-16%	(511,523)
Hospitals and Other Health Services	10,728,708		222%		5,898,452			
Legal Services	786,404		19%		(3,397,856)			
Misc Services	5,007,248	13,506,934	50%	47%	(4,961,180)	(15,283,332)	170%	(10,322,152)
Engineering and Architectural Services								
<b>Total Services</b>	<b>30,811,894</b>	<b>30,233,928</b>	<b>46%</b>	<b>35%</b>	<b>(35,472,178)</b>	<b>(56,830,877)</b>	<b>-2%</b>	<b>(21,358,698)</b>
<b>Total Taxable Gross Receipts</b>	<b>159,534,117</b>	<b>205,851,092</b>	<b>92%</b>	<b>74%</b>	<b>(14,728,905)</b>	<b>(70,798,192)</b>	<b>29%</b>	<b>(56,069,286)</b>

\* Misc Retailers (ALL) includes Department Stores, General Merchandise, and Misc Retailers.

All values are adjusted for inflation and reported in terms of 2002 dollars.

Data is classified according to Standard Industrial Classification (SIC). 1989 and 2002 are the first and last years for which comparable data are available.

Major sectors do not sum to total taxable gross receipts because non-classified businesses are not included.

Source: NM Taxation & Revenue Department, RP80 tables; US Census Bureau. Calculations by BBER, 2007.



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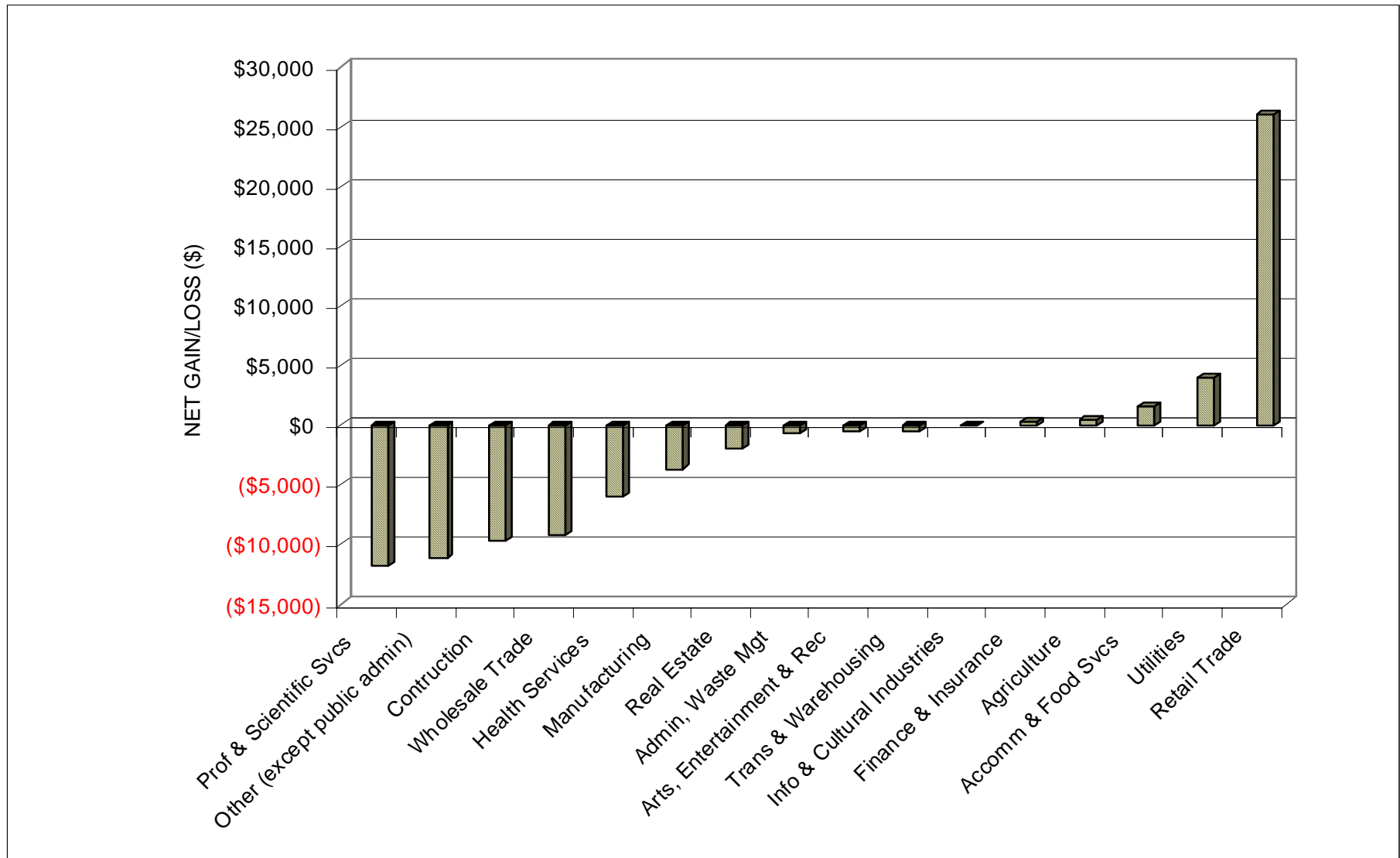
TABLE 6: PORTALES TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005

PORTALES	TAXABLE GROSS RECEIPTS and FOOD & MEDICAL DEDUCTIONS (Thousands \$)					PULL FACTOR					NET GAIN/LOSS (Thousands \$)				
	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4
AGRIC, FORESTRY, FISHING & HUNTING	761		422	339		205%		402%	361%		390		317	245	
UTILITIES	12,439	2,595	2,648	3,324	3,873	147%	115%	147%	165%	162%	3,972	339	851	1,307	1,476
CONSTRUCTION	17,104	3,625	5,022	3,968	4,490	64%	63%	77%	57%	59%	(9,743)	(2,102)	(1,483)	(3,043)	(3,114)
MANUFACTURING	1,117	207	321	266	323	23%	20%	27%	22%	25%	(3,678)	(845)	(877)	(967)	(989)
WHOLESALE TRADE	2,063	224	217	165	1,458	18%	9%	8%	6%	48%	(9,174)	(2,184)	(2,605)	(2,824)	(1,561)
RETAIL TRADE	85,014	19,768	21,320	21,347	22,579	144%	148%	146%	148%	136%	25,981	6,443	6,685	6,880	5,972
Automobile Dealers	791		433		358	74%		155%		140%	(275)		154		102
Furniture & Home Furnishings Stores	1,990	419	599	537	435	125%	112%	144%	143%	103%	404	45	183	162	13
Building Material & Supply Dealers	1,032		328	241	463	123%		141%	102%	228%	192		95	5	260
Grocery Stores	14,286	3,115	3,652	3,709	3,810	172%	168%	174%	193%	156%	5,962	1,258	1,549	1,783	1,371
Gasoline Stations	8,415	1,750	2,298	2,430	1,937	1407%	1294%	1496%	1530%	1289%	7,817	1,614	2,145	2,271	1,787
Clothing Accessory Stores	1,414	332	335	319	428	71%	75%	70%	68%	71%	(579)	(110)	(145)	(153)	(171)
Electronic Shopping & Mail Order Houses	8	3	5		1	13%	23%	36%		2%	(57)	(9)	(9)		(28)
Miscellaneous Store Retailers (All)*	49,252	11,500	11,836	12,279	13,637	127%	131%	124%	129%	125%	13,401	3,359	2,917	3,470	3,654
TRANSPORTATION AND WAREHOUSING	1,272	335	463	164	311	72%	84%	104%	39%	61%	(498)	(66)	18	(253)	(197)
INFORMATION AND CULTURAL INDUSTRIES	3,807	1,018	968	920	900	97%	105%	104%	95%	86%	(102)	47	39	(46)	(142)
FINANCE AND INSURANCE	1,439	369	425	319	326	123%	123%	149%	112%	107%	265	70	140	35	20
REAL ESTATE AND RENTAL AND LEASING	966	266	295	226	180	32%	45%	39%	29%	21%	(2,009)	(325)	(467)	(558)	(659)
PROF, SCIENTIFIC & TECHNICAL SERVICES	6,654	1,887	1,725	1,472	1,569	36%	39%	37%	34%	34%	(11,863)	(3,011)	(2,916)	(2,887)	(3,050)
ADMIN & SUPPORT, WASTE MGT & REMED	103	32	29	21	20	12%	18%	14%	10%	9%	(729)	(148)	(175)	(190)	(216)
HEALTH CARE AND SOCIAL ASSISTANCE	3,154	822	905	684	744	34%	37%	37%	31%	32%	(6,065)	(1,422)	(1,547)	(1,516)	(1,580)
Ambulatory Health Care Services	2,729	645	786	697	601	68%	62%	73%	72%	63%	(1,307)	(389)	(293)	(276)	(350)
Offices of Physical Occup & Speech Therapists	43	9			34	125%	124%			324%	9	2			24
Child Day Care Services	252	54	42	102	55	333%	398%	191%	492%	279%	177	40	20	81	35
ARTS, ENTERTAINMENT, AND RECREATION	53		31	22		8%		23%	12%		(566)		(103)	(155)	
ACCOMMODATION AND FOOD SERVICES	13,803	3,230	3,562	3,487	3,524	112%	115%	112%	109%	114%	1,514	413	381	295	426
Accommodations	1,030	233	248	258	291	45%	44%	42%	39%	55%	(1,285)	(303)	(343)	(398)	(241)
Eating & Drinking Establishments	10,834	2,542	2,790	2,780	2,723	116%	117%	115%	118%	114%	1,471	360	361	419	330
OTHER SERVICES (EXCEPT PUBLIC ADMIN)	13,276	2,943	3,844	3,194	3,295	54%	52%	63%	52%	51%	(11,160)	(2,675)	(2,259)	(3,002)	(3,225)
Automotive Repair & Maintenance	1,595	401	385	392	417	63%	68%	60%	56%	68%	(945)	(185)	(255)	(306)	(198)
Personal & Household Goods Repair & Mntc	1,246	213	318	322	393	146%	114%	143%	152%	168%	391	26	96	110	158
Personal & Laundry Services	1,697	468	442	393	394	88%	100%	88%	86%	79%	(225)	1	(61)	(62)	(104)
<b>TOTAL</b>	<b>163,835</b>	<b>37,646</b>	<b>42,218</b>	<b>39,941</b>	<b>44,031</b>	<b>83%</b>	<b>82%</b>	<b>86%</b>	<b>80%</b>	<b>82%</b>	<b>(34,656)</b>	<b>(7,991)</b>	<b>(6,780)</b>	<b>(10,085)</b>	<b>(9,800)</b>

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

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

**FIGURE 3: PORTALES TAXABLE GROSS RECEIPTS GAIN/LOSS, BY INDUSTRY, 2005**



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

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**TABLE 7: LOCATION QUOTIENT: PORTALES EMPLOYMENT, BY INDUSTRY, IN RELATION TO ROOSEVELT COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; ROOSEVELT COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

	PORTALES			ROOSEVELT COUNTY		EASTERN PLAINS
	Roosevelt County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Agriculture; forestry; fishing and hunting; and mining</b>	<b>0.35</b>	<b>0.48</b>	<b>0.99</b>	<b>1.36</b>	<b>2.83</b>	<b>2.07</b>
Agriculture; forestry; fishing and hunting	0.36	0.51	1.87	1.40	5.14	3.68
Mining	0.00	0.00	0.00	0.82	0.22	0.27
<b>Construction</b>	<b>0.89</b>	<b>0.76</b>	<b>0.62</b>	<b>0.85</b>	<b>0.70</b>	<b>0.82</b>
<b>Manufacturing</b>	<b>1.20</b>	<b>1.31</b>	<b>0.90</b>	<b>1.10</b>	<b>0.75</b>	<b>0.69</b>
<b>Wholesale trade</b>	<b>0.54</b>	<b>0.60</b>	<b>0.39</b>	<b>1.11</b>	<b>0.71</b>	<b>0.64</b>
<b>Retail trade</b>	<b>1.13</b>	<b>0.96</b>	<b>1.19</b>	<b>0.85</b>	<b>1.05</b>	<b>1.24</b>
<b>Transportation and warehousing; and utilities</b>	<b>0.76</b>	<b>0.55</b>	<b>0.78</b>	<b>0.72</b>	<b>1.03</b>	<b>1.42</b>
Transportation and warehousing	0.80	0.61	1.01	0.76	1.25	1.64
Utilities	0.35	0.17	0.13	0.48	0.38	0.78
<b>Information</b>	<b>1.37</b>	<b>2.01</b>	<b>1.99</b>	<b>1.47</b>	<b>1.45</b>	<b>0.99</b>
<b>Finance; insurance; real estate and rental and leasing</b>	<b>0.84</b>	<b>0.91</b>	<b>0.72</b>	<b>1.08</b>	<b>0.86</b>	<b>0.80</b>
Finance and insurance	0.64	0.65	0.59	1.02	0.92	0.90
Real estate and rental and leasing	1.25	1.54	0.96	1.22	0.77	0.63
<b>Professional; scientific; management; administrative; and waste management services</b>	<b>0.88</b>	<b>0.67</b>	<b>0.31</b>	<b>0.77</b>	<b>0.35</b>	<b>0.46</b>
Professional; scientific; and technical services	0.70	0.44	0.16	0.63	0.24	0.38
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00	0.00
Administrative and support and waste management services	1.03	0.95	0.60	0.93	0.58	0.63
<b>Educational; health and social services</b>	<b>1.13</b>	<b>1.42</b>	<b>1.58</b>	<b>1.25</b>	<b>1.40</b>	<b>1.12</b>
Educational services	1.16	1.86	2.38	1.60	2.05	1.28
Health care and social assistance	1.05	0.82	0.78	0.78	0.74	0.96
<b>Arts; entertainment; recreation; accommodation and food services</b>	<b>1.19</b>	<b>0.82</b>	<b>0.73</b>	<b>0.69</b>	<b>0.61</b>	<b>0.89</b>
Arts; entertainment; and recreation	0.99	0.53	0.20	0.54	0.21	0.38
Accommodation and food services	1.21	0.86	0.90	0.71	0.74	1.04
<b>Other services (except public administration)</b>	<b>1.04</b>	<b>0.84</b>	<b>0.91</b>	<b>0.81</b>	<b>0.88</b>	<b>1.09</b>
<b>Public administration</b>	<b>1.29</b>	<b>1.06</b>	<b>1.01</b>	<b>0.82</b>	<b>0.78</b>	<b>0.95</b>

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

**TABLE 8: LOCATION QUOTIENT: PORTALES EMPLOYMENT, BY OCCUPATION, IN RELATION TO ROOSEVELT COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; ROOSEVELT COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

	PORTALES			ROOSEVELT COUNTY		EASTERN PLAINS
	Roosevelt County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Management; professional; and related occupations</b>	<b>0.97</b>	<b>1.14</b>	<b>0.99</b>	<b>1.17</b>	<b>1.02</b>	<b>0.87</b>
Management; business; and financial operations occupations	0.53	0.53	0.52	1.00	0.99	0.98
Management occupations; except farmers	0.84	0.74	0.57	0.88	0.68	0.77
Farmers and farm managers	0.05	0.06	0.32	1.24	6.47	5.21
Business and financial operations occupations	0.82	0.76	0.47	0.93	0.57	0.61
Business operations specialists	0.92	0.76	0.34	0.83	0.37	0.44
Financial specialists	0.77	0.77	0.58	0.99	0.76	0.76
Professional and related occupations	1.20	1.54	1.24	1.28	1.03	0.81
Computer and mathematical occupations	1.37	2.51	0.81	1.84	0.60	0.32
Architecture and engineering occupations	1.07	0.65	0.19	0.61	0.18	0.29
Architects; surveyors; cartographers; and engineers	1.32	1.40	0.22	1.06	0.17	0.16
Drafters; engineering; and mapping technicians	0.65	0.23	0.12	0.36	0.19	0.53
Life; physical; and social science occupations	1.06	1.73	0.49	1.64	0.46	0.28
Community and social services occupations	1.47	1.49	1.99	1.01	1.35	1.34
Legal occupations	1.36	0.65	0.33	0.48	0.24	0.51
Education; training; and library occupations	1.13	1.66	2.04	1.47	1.81	1.23
Arts; design; entertainment; sports; and media occupations	1.45	3.26	1.72	2.25	1.19	0.53
Healthcare practitioners and technical occupations	1.10	0.98	0.83	0.89	0.76	0.85
<b>Service occupations</b>	<b>1.10</b>	<b>0.88</b>	<b>0.93</b>	<b>0.80</b>	<b>0.85</b>	<b>1.06</b>
Healthcare support occupations	1.25	0.97	0.97	0.77	0.78	1.01
Protective service occupations	1.07	0.74	0.64	0.69	0.60	0.87
Food preparation and serving related occupations	1.18	0.92	1.02	0.78	0.86	1.11
Building and grounds cleaning and maintenance occupations	0.99	0.80	0.83	0.81	0.84	1.04
Personal care and service occupations	1.02	0.92	1.08	0.90	1.06	1.18
<b>Sales and office occupations</b>	<b>1.07</b>	<b>0.99</b>	<b>0.98</b>	<b>0.92</b>	<b>0.91</b>	<b>0.99</b>
Sales and related occupations	0.96	0.81	0.87	0.85	0.91	1.07
Office and administrative support occupations	1.16	1.14	1.06	0.99	0.92	0.93

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**TABLE 8: LOCATION QUOTIENT: PORTALES EMPLOYMENT, BY OCCUPATION, IN RELATION TO ROOSEVELT COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; ROOSEVELT COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO, CONTINUED**

	PORTALES			ROOSEVELT COUNTY		EASTERN PLAINS
	Roosevelt County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Farming; fishing; and forestry occupations</b>	<b>0.59</b>	<b>1.00</b>	<b>3.24</b>	<b>1.69</b>	<b>5.46</b>	<b>3.24</b>
<b>Construction; extraction; and maintenance occupations</b>	<b>1.03</b>	<b>0.83</b>	<b>0.82</b>	<b>0.81</b>	<b>0.80</b>	<b>0.99</b>
Construction and extraction occupations	1.00	0.83	0.68	0.83	0.68	0.82
Supervisors; construction and extraction workers	0.69	0.30	0.25	0.43	0.36	0.85
Construction trades workers	1.05	0.94	0.81	0.90	0.78	0.86
Extraction workers	0.00	0.00	0.00	0.58	0.17	0.29
Installation; maintenance; and repair occupations	1.06	0.84	1.07	0.79	1.00	1.27
<b>Production; transportation; and material moving occupations</b>	<b>0.99</b>	<b>1.04</b>	<b>1.19</b>	<b>1.04</b>	<b>1.20</b>	<b>1.15</b>
Production occupations	1.08	1.29	1.15	1.20	1.07	0.90
Transportation and material moving occupations	0.93	0.88	1.22	0.95	1.32	1.39

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

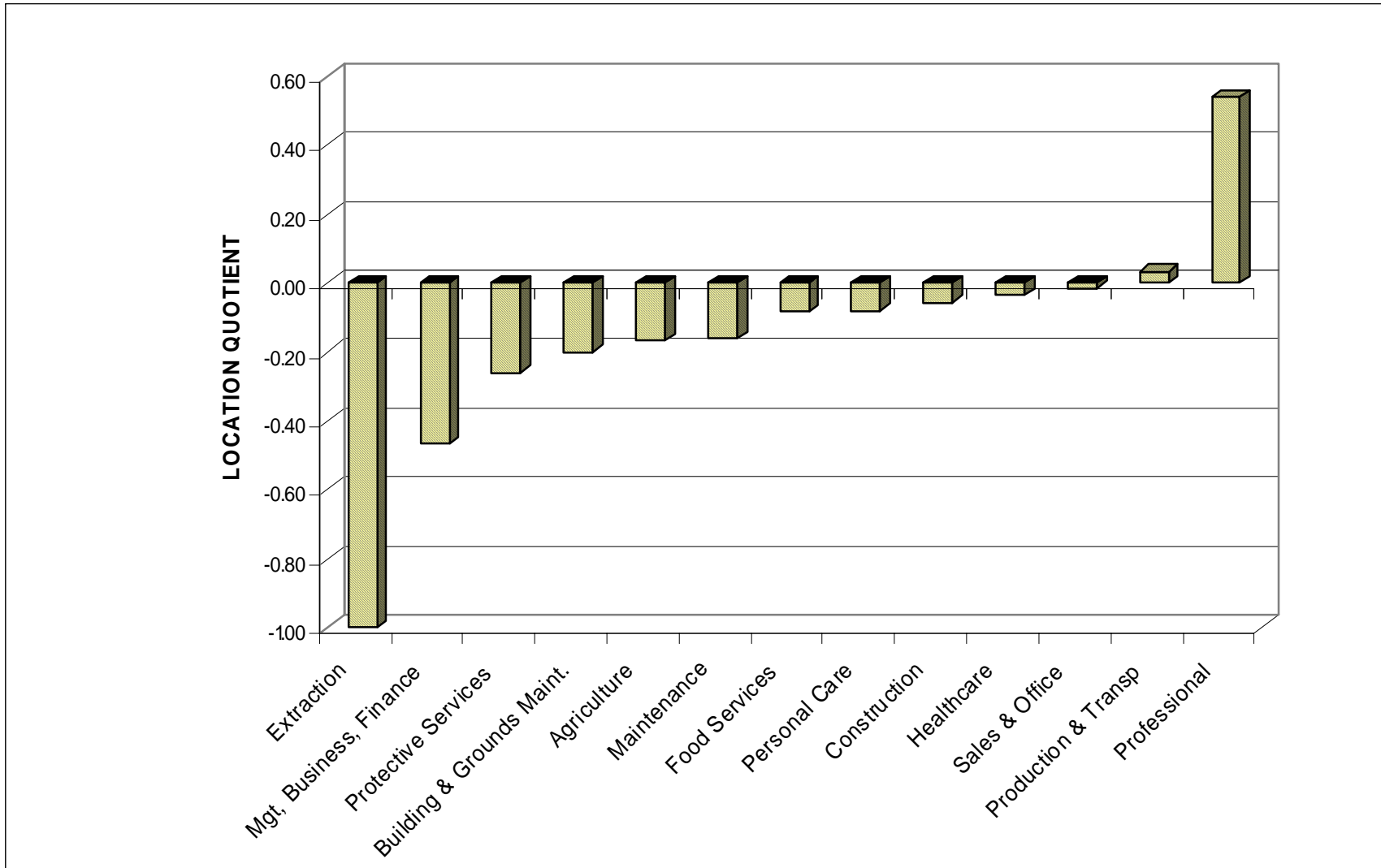
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**TABLE 9: LOCATION QUOTIENT: PORTALES EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO ROOSEVELT COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; ROOSEVELT COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

	PORTALES			ROOSEVELT COUNTY		EASTERN PLAINS
	Roosevelt County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Private for-profit wage and salary workers</b>	<b>0.98</b>	<b>0.94</b>	<b>0.88</b>	<b>0.95</b>	<b>0.89</b>	<b>0.94</b>
Employee of private company	1.00	0.97	0.91	0.97	0.91	0.94
Self-employed in own incorporated business	0.57	0.39	0.36	0.69	0.64	0.93
<b>Private not-for-profit wage and salary workers</b>	<b>1.20</b>	<b>1.23</b>	<b>1.06</b>	<b>1.02</b>	<b>0.88</b>	<b>0.86</b>
<b>Local government workers</b>	<b>1.15</b>	<b>1.19</b>	<b>1.23</b>	<b>1.04</b>	<b>1.07</b>	<b>1.03</b>
<b>State government workers</b>	<b>1.18</b>	<b>1.69</b>	<b>2.08</b>	<b>1.43</b>	<b>1.76</b>	<b>1.23</b>
<b>Federal government workers</b>	<b>1.27</b>	<b>0.91</b>	<b>0.82</b>	<b>0.72</b>	<b>0.64</b>	<b>0.90</b>
<b>Self-employed workers in own not incorporated business</b>	<b>0.53</b>	<b>0.52</b>	<b>0.70</b>	<b>0.97</b>	<b>1.32</b>	<b>1.36</b>
<b>Unpaid family workers</b>	<b>0.51</b>	<b>0.47</b>	<b>0.57</b>	<b>0.93</b>	<b>1.13</b>	<b>1.21</b>

Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51 Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

**FIGURE 4: PORTALES LOCATION QUOTIENTS, BY OCCUPATION, 2005**



Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51 Universe: Employed civilian population 16 years and over. Calculations by BBER, 2007.

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**TABLE 10: PORTALES BUSINESSES BY INDUSTRY, BY LOCAL GEOGRAPHY, 2005**

<b>INDUSTRY</b>	<b>MS<sup>1</sup></b>	<b>PORTALES<sup>2</sup></b>	<b>MS%<sup>3</sup></b>	<b>COUNTY<sup>4</sup></b>	<b>TOTAL<sup>5</sup></b>
Agriculture, Forestry	2	41	5%	9	52
Mining				3	3
Utilities	2	4	33%	1	7
Construction	4	47	8%	14	65
Manufacturing	2	11	15%	1	14
Wholesale trade	2	11	15%	1	14
Retail Trade	13	32	29%	3	48
Transportation & Warehousing	1	28	3%	11	40
Information	6	1	86%	3	10
Finance & Insurance	11	7	61%		18
Real Estate, Rental & Leasing	3	14	18%		17
Prof, Scientific, Tech Services	6	5	55%	3	14
Administrative & Support Services	1	5	17%	3	9
Educational Services	1	3	25%	4	8
Health Care and Social Assistance	7	25	22%	9	41
Arts, Entertainment and Recreation	2	3	40%	1	6
Accommodations & Food Services	5	22	19%	5	32
Other Services	5	30	14%	5	40
Public Administration	6	11	35%	15	32
Other				2	2
<b>TOTAL</b>	<b>79</b>	<b>300</b>	<b>21%</b>	<b>93</b>	<b>472</b>

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), 2005. Calculations by BBER, 2007.



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**TABLE 11: PORTALES EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 2005**

INDUSTRY	MS <sup>1</sup>	PORTALES <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
Agriculture, Forestry	4	797	1%	113	914
Mining				13	13
Utilities	51	14	79%	1	65
Construction	50	237	17%	39	326
Manufacturing	21	325	6%	0	346
Wholesale trade	15	72	18%	2	89
Retail Trade	101	555	15%	22	677
Transportation & Warehousing	2	353	1%	56	411
Information	81	13	86%	2	96
Finance & Insurance	104	19	84%		123
Real Estate, Rental & Leasing	13	57	18%		70
Prof, Scientific, Tech Services	28	15	66%	2	44
Administrative & Support Services	2	17	10%	39	58
Educational Services	2	1,172	0%	145	1,319
Health Care and Social Assistance	25	684	4%	49	757
Arts, Entertainment and Recreation	36	32	53%	7	74
Accommodations & Food Services	13	913	1%	37	963
Other Services	20	95	17%	6	120
Public Administration	46	101	31%	69	216
Other				0	0
<b>TOTAL</b>	<b>614</b>	<b>5,468</b>	<b>10%</b>	<b>600</b>	<b>6,682</b>

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

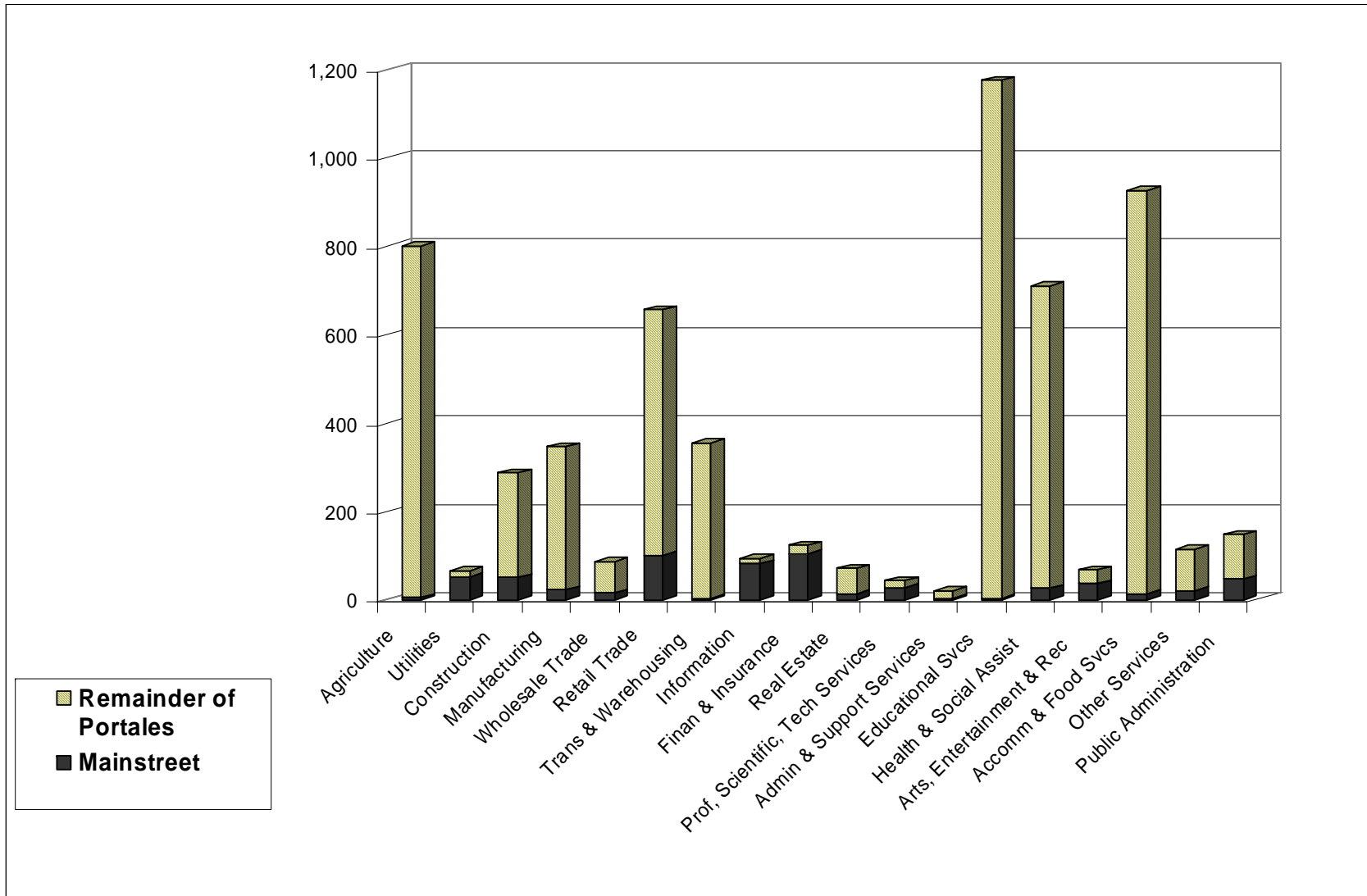
4 County, not including town.

5 County total.

Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

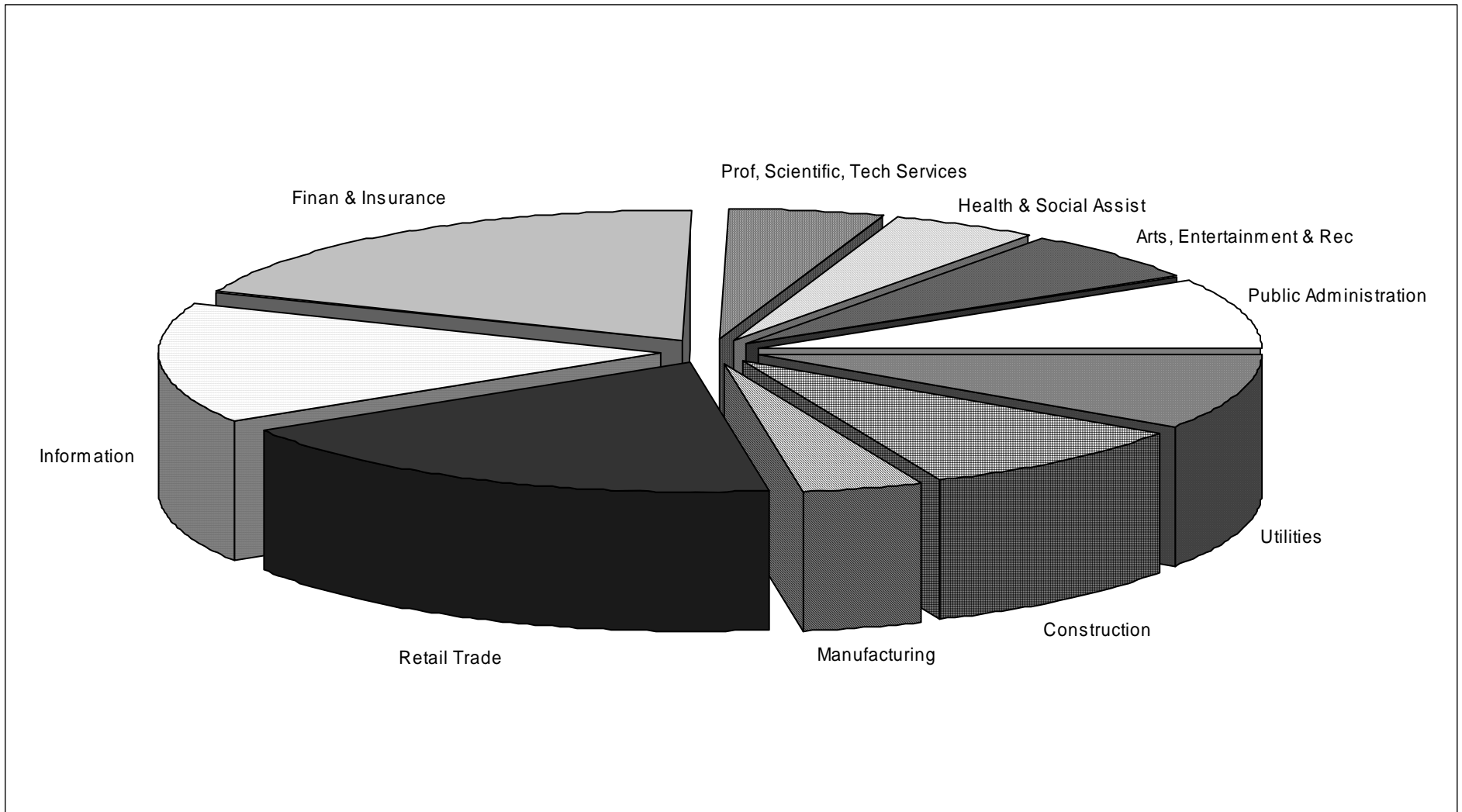
PORTALES MAINSTREET – Community Economic Assessment

**FIGURE 5: PORTALES EMPLOYMENT, BY INDUSTRY AND LOCAL GEOGRAPHY, 2005**



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

**FIGURE 6: PORTALES EMPLOYMENT IN MAINSTREET AREA, BY INDUSTRY, 2005**



Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

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**TABLE 12: PORTALES EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005**

NAICS INDUSTRY	MS <sup>1</sup>	PORTALES <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
423 Merchant Wholesalers, Durable Goods		15			15
424 Merchant Wholesalers, Nondurable Goods	15	47	24%	2	65
425 Wholesale Electronic Markets		10			10
441 Motor Vehicle & Parts Dealers	37	85	30%		121
442 Furniture & Home Furnishings Stores	25	2	92%		27
443 Electronics & Appliance Stores		3			3
444 Building Material, Garden Equipment Dealers	26	8	77%	15	48
445 Food & Beverage Stores		118			118
446 Health & Personal Care Stores	6	10	39%		16
447 Gasoline Stations		53		7	60
448 Clothing & Clothing Accessories Stores	2	1	59%		3
451 Sporting Goods, Hobby, Book, & Music Stores	3		100%		3
452 General Merchandise Stores		241			241
453 Miscellaneous Store Retailers	3	34	7%		37
484 Truck Transportation		296		19	315
485 Transit and Ground Passenger Transport		35		1	35
486 Pipeline Transportation	2		100%		2
488 Support Services for Transportation		3			3
491 Postal Service				36	36
492 Couriers and Messengers		19			19
511 Publishing Industries	21		100%		21
512 Motion Picture & Sound Recording Industries	9		100%		9
515 Broadcasting (except Internet)		13		2	15
517 Telecommunications	27		100%	0	27
518 Internet Service Providers & Data Processing Svcs	15		100%	0	15
519 Other Information Services	8		100%		8
522 Credit Intermediation & Related Activities	78	15	84%		93
524 Insurance Carriers & Related Activities	26	4	87%		30
531 Real Estate	2	28	7%		30
532 Rental & Leasing Services	11	30	26%		40
541 Professional, Scientific, & Technical Services	28	15	66%	2	44
561 Administrative & Support Services	2	9	19%	39	50
562 Waste Management & Remediation Service		9		0	9
611 Educational Services	2	1,172	0%	145	1,319
621 Ambulatory Health Care Services	23	178	11%	45	245

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**TABLE 12: PORTALES EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005, CONTINUED**

NAICS INDUSTRY	MS <sup>1</sup>	PORTALES <sup>2</sup>	MS% <sup>3</sup>	COUNTY <sup>4</sup>	TOTAL <sup>5</sup>
622 Hospitals		155			155
623 Nursing & Residential Care Facilities		143			143
624 Social Assistance	2	208	1%	4	214
711 Performing Arts, Spectator Sports		21			21
712 Museums, Historical Sites				7	7
713 Amusement, Gambling & Recreation Industries	36	11	77%		47
721 Accommodation		24		21	45
722 Food Services & Drinking Places	13	889	1%	16	918
811 Repair & Maintenance		26		6	32
812 Personal & Laundry Services	17	32	35%	0	49
813 Religious, Grantmaking, Civic, Prof. Orgs	3	28	9%		31
814 Private Households		9		0	9
921 Executive, Legislative & Gov't Support	22		100%	28	50
922 Justice, Public Order, and Safety Activities	23	90	20%	24	137
923 Administration of Human Resource Programs	1		100%		1
924 Admin of Environmental Quality Programs		5		9	14
925 Admin of Housing, Urban Pln & Community Dev'l		3			3
926 Administration of Economic Programs		3		8	11

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), 2005. Calculations by BBER, 2007.