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Springer MainStreet Community Economic Assessment

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SPRINGER MAINSTREET COMMUNITY ECONOMIC ASSESSMENT

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July 2006

UNIVERSITY OF NEW MEXICO
BUREAU OF BUSINESS AND
ECONOMIC RESEARCH



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By Dr. Jeffrey Mitchell

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1. PRINCIPAL FINDINGS OF COMMUNITY ECONOMIC ASSESSMENT

1. Demographics:

- a. According to US Census Bureau data, Springer's population remained almost unchanged between 1990 and 2000, settling at 1,285 in 2000. As the population of Colfax County increased slightly during the same period, Springer's share of the County's total population fell to 9.1%.
- b. As with much of Colfax County's population, Springer's population is on average much older than that of the State of New Mexico as a whole. The median age of the town's population is 40.3 y/o, compared to 34.6 for the state. The difference is evident for all age cohorts: Springer has relatively fewer children under 5 y/o (6.1% compared to 7.1%); a small and declining school age population (under 18 y/o); and a much larger senior population 65 y/o or over (21.5% compared to 11.7% for the State).
- c. Springer is a predominately Hispanic community. According to the 2000 Census, 899 of the village's 1,285 residents are of Hispanic origin (70%), somewhat higher than the 1990 share (65.1%). Nearly all of the remaining population is white/non-Hispanic – 28.6% in 2000, slightly lower than the 1990 share of 29%¹. Springer's Hispanic population is, by standards of language fluency, reasonably well integrated: 10.5% of those who speak Spanish at home also speak English 'very well' according to US Census Bureau definitions. This is roughly equal to the statewide average.
- d. Characteristic of a town with an older population, Springer's residents move relatively infrequently. Only 15.6% of the town's 2000 population (5 y/o and older) moved into the County during the preceding 5 years (compared to 19.6% during the same period for the State); fewer than 20% moved to a new home within the County during the same 5 year period.
- e. Educational attainment of Springer's population is well below the New Mexico average, which is generally characteristic of the state's smaller and more rural communities. In 2000, nearly one-quarter of Springer's population 25 y/o or older had not received a HS diploma, while only 16.3% had completed a post-secondary degree of any kind (Associates Degree or higher). By way of comparison, 21.1% of the same population in the State had not received a HS diploma, while

¹ Beginning in 1990, the US Census Bureau tabulates race and Hispanic ethnicity separately; thus a person of any race may be considered Hispanic. The number of 'white' persons documented in the attached tables include persons of both Hispanic and non-Hispanic ethnoses, which naturally exceeds the number of white/non-Hispanic persons reported here in the text.

29.4% of the State population had earned a post-secondary degree. In a more positive respect, the share of Springer's population without a HS degree fell sharply between 1990 and 2000, from the very high level of 43.5%.

2. Housing:

- a. The rate of homeownership in Springer's is on par, even slightly above, the statewide average of 69%.
- b. The cost of homeownership is, by all standards, quite reasonable in Springer. According to the 2000 US Census, the median value of owner-occupied housing was only \$50,000, less than one-half the statewide median value of \$108,000. More importantly, the total costs of homeownership (including only homes with outstanding mortgages) are only \$630 per month, or 19.8% of the median household income. This compares favorably with the state average of 22.2% and the national average of 21.7%. It also represents a significant decline with respect to the 1990 cost of homeownership, when housing costs were consumed fully 24% of the median household income.
- c. Rental housing is relatively affordable in Springer, at least in relation to state and national rates. According to the 2000 Census, median rent in Springer was \$306 per month, only 60% of the statewide median value. Rent consumed 23.9% of the median household income of renters, well below the 26.6% paid by renters throughout the State.
- d. Vacancy rates of 14% in Springer are on par with the State as a whole, but significantly higher than rural Colfax County, where out migration has left a large number of properties unoccupied. By itself, Springer's vacancy rate portends little upper pressure on housing costs.

3. Income:

- a. Per capita incomes in Springer are about 15% lower than the State average, while the median household income is about 18% lower than the State median.
- b. The differential is greatest at the high end. Only 23% of households in Springer have incomes over \$50,000, compared to 32% of all New Mexican households. On the other hand, Springer is no more plagued by poverty than the State as a whole. 14.9% of all households in Springer live below the poverty line, compared to 14.5% for the State, while 16.2% of all persons living in Springer live in poverty, compared to 18.1% in the State.

- c. Sources of income in Springer reflect the broader demographic patterns. Fully 43.1% of all Springer households receive incomes from Social Security, and 21.6% receive retirement incomes. Comparable figures for the State are much lower -- 25.5% earn Social Security and 17.4% earn incomes from retirement. On the other hand, far fewer households earn income from employment – only 70.2% in Springer compared to 79.5% for all of New Mexico. Ironically, this pattern lends stability in the short term, as the local economy is less affected by the volatility of the labor market.
4. Springer's economy: Businesses in Springer face a great challenge, as local residents tend to spend far more of their income outside the community than others bring to Springer.
 - a. Market area: Springer is located along I-25, mid-way between Raton and Trinidad to the north and Las Vegas to the South. Local shoppers travel to these two regions to visit Wal-Mart Supercenters and obtain other goods and services, while travelers on I-25 first encounter Trinidad/Raton from the north or Las Vegas from the south, where they can obtain needed goods and services. Without something to attract visitors to Springer as a destination, opportunities to expand the town's market area are severely limited.
 - b. New Mexico Boys School is the cornerstone of Springer's economy, providing nearly one-half of all jobs in the town. As a state-funded agency, the Boys School is not included in the taxable gross receipts data.
 - c. In addition to the Boys School, businesses directly related to the Springer's location along I-25 contribute positively to the town's economy, though the contributions are marginal. As shown in gross receipts data on page 18, gas stations and transportation & communications businesses have pull factors greater than 100% (i.e. gross receipts in these industries are greater than what is to be expected based on local incomes). In 2002, gas stations in Springer generated receipts about 16% higher than what might be expected based on local incomes (i.e. pull factor is 116%); similarly, transportation, communications and utilities generated receipts only 1% or \$18,187 above expected levels. Yet, the margins are slim for a community located on the Interstate, a fact that is best explained by the town's location between Raton and Las Vegas. Note, for example, that the pull factor for gas stations in Raton was 769% and in Las Vegas was 172%. Transportation, communication and utilities industries in Las Vegas had a pull factor of 194% in 2002.

- d. Without exception, all other sectors of Springer's economy for which data is available were in deficit in relation to the State, and in many cases in the deficits are large. The retail sector as a whole generated only 52% of expected receipts; services generated only 25% of expected receipts in 2002 (again, New Mexico Boys School is not included in these data).

5. Analysis and Recommendations:

- a. Springer faces several constraints in its efforts expand its market position. In productive sectors, such as manufacturing and export-oriented services, Springer lacks the scale and labor force necessary to compete in today's economy. In addition, as retail and services move toward larger and larger scale operations (e.g. 'big box' outlets that can maintain low costs), Springer lacks the market scale needed to compete with larger regional centers.
- b. Apart from these core areas, there are three possible strategies available to Springer to strengthen its economy. The first strategy seeks to minimize leakages, and the next two attempt to draw new sources of outside revenues into Springer to offset leakages.
 - i. Small scale services – between 1989 and 2002 receipts to businesses engaged in personal and business services (hair care, tailoring, copying, etc) declined sharply in Springer. These businesses are generally small, require limited investment, and succeed on the strength of personal relationships. Typically, these businesses are very local in orientation; are highly flexible (expanding and contracting easily in relation to movements in the overall economy); and supplement household incomes. Initiatives to encourage local residents to support these businesses and small scale business support services can have a positive impact in these areas, reducing leakages from the local economy.
 - ii. Destination – Although Springer is located along I-25, the community's situation between Las Vegas and Raton severely limits the volume of traffic seeking convenience services off the Interstate. Thus, if Springer is capitalize its proximity to the Interstate it must establish itself as a 'destination'. In this context, a destination is place that travelers specifically intend to visit (as opposed to a site that provides convenient services to travelers en route). A destination can stand alone (visitors leave their home specifically to visit one place) or be integrated a part of a broader travel plan. As a small town, Springer might begin by establishing a niche within a larger regional travel plan, later

using that niche to broaden its attraction. The region (northeastern New Mexico) is associated with the development of the American frontier; as transition area between the prairies and mountainous west; and as a region with a unique cultural heritage. Within this regional context, Springer must establish its own identity, complementing rather than competing with its regional neighbors.

- iii. State funded activity – The public sector is by far the principal employer in Springer, accounting for nearly one-half of all employment in the town. Ensuring that the state remains committed to local facilities must be focus of economic development initiatives, and the conversion to the adult corrections facility is certainly a notable achievement in this regard. The next step involves efforts to retain as much of the revenues associated with the facility within the local economy. There are two aspect of this:
 1. Purchasing: Springer’s business community should be proactive in ensuring that to the extent possible the facility purchases from local vendors. The period of transition from the Boys School to the adult facility is critical moment in this moment, and all efforts should be made to capitalize on this opportunity.
 2. Employment: The greatest potential impact of the corrections facility on Springer’s economy is through the expenditures of its employees. Housing is likely to be a key variable in this dynamic. If employees reside in Springer the impact is certain to be substantial; conversely, if employees reside elsewhere (e.g. Raton, Wagon Mount) the impact will be minimal. Springer should make every effort to understand the housing needs of employees of the facility and develop housing initiatives to address these needs.

2. EXPLANATION OF TABLES

Selected Demographic, Economic and Housing Characteristics

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

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

Taxable Gross Receipts and Pull Factors

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

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

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

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

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

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

displayed in 2002 dollars. The Pull Factor column shows the percentage change in the Pull Factor, again adjusted for inflation.

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

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

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

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

Location Quotients

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

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

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

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

Market Area

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

Principal Consumer Clusters

Source: ESRI, *Community Tapestry*. 2006.

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

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SUMMARY OF DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Springer	1990	2000	NM 2000
Population			
Total population	1,262	1,285	1,819,046
Median Age (yrs)	37.0	40.3	34.6
Average household size (persons)	2.6	2.4	2.63
Race & Ethnicity			
White	73.4%	79.5%	44.7%
Black or African American	0.0%	0.0%	1.6%
American Indian and Alaska Native	0.6%	1.1%	8.9%
Hispanic or Latino (of any race)	65.1%	70.0%	42.1%
Speak English less than "very well" (5 yrs and older)	4.2%	10.5%	11.9%
Not a U.S. citizen	0.0%	1.4%	5.4%
Education			
Educational Attainment: Less than High School	43.5%	24.0%	21.1%
Educational Attainment: HS graduate; and some college	38.6%	59.7%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	17.8%	16.3%	29.4%
Housing			
Owner-occupied housing units	60.6%	60.2%	60.8%
Median value (dollars)	\$38,400	\$50,000	\$108,100
Income			
Real per capita income (1999 dollars)	\$13,130	\$14,606	\$17,261
Median household income (1999 dollars)	\$16,182	\$27,850	\$34,133
Households with retirement income	21.6%	28.8%	17.4%
Poverty			
Families below poverty level	11.5%	14.9%	14.5%
Female head, no husband present, below poverty level	17.2%	43.9%	34.1%
Female head, no husband present, with children under 5 yrs, below	100.0%	44.4%	58.4%
Labor			
Unemployment rate	10.3%	6.8%	3.3%
Private wage and salary workers	48.0%	54.4%	66.4%
Government workers	42.7%	35.4%	22.7%
Self-employed workers in own not incorporated business	9.4%	9.7%	11.7%

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

SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Springer	1990		2000		NM 2000
SELECTED SOCIAL & DEMOGRAPHIC CHARACTERISTICS					
Population					
Total population	1,262		1,285		1,819,046
Median Age (yrs)	37.0		40.3		
Under 5 yrs	92	7.3%	78	6.1%	7.1%
18 yrs and over	915	72.5%	952	74.1%	72.1%
65 yrs and over	233	18.5%	276	21.5%	11.7%
Average household size	2.6		2.4		2.63
Race & Ethnicity					
White	926	73.4%	1,021	79.5%	44.7%
Black or African American	0	0.0%	0	0.0%	1.6%
American Indian and Alaska Native	7	0.6%	14	1.1%	8.9%
Hispanic or Latino (of any race)	821	65.1%	899	70.0%	42.1%
Speak Spanish at home; English less than "very well" (5 yrs+)	53	4.2%	126	10.5%	9.4%
Speak other than English or Spanish at home; English less than "very well"	0	0.0%	0	0.0%	2.5%
Not a U.S. citizen	0	0.0%	18	1.4%	5.4%
Education					
Educational Attainment: Less than High School	356	43.5%	210	24.0%	21.1%
Educational Attainment: HS graduate; and some college	316	38.6%	523	59.7%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	146	17.8%	143	16.3%	29.4%
Mobility					
Moved to new house since 1985/1995 (5 yrs and over)	452	38.6%	420	34.9%	45.6%
New to County since 1985/1995 (5 yrs and over)	205	17.5%	188	15.6%	19.6%
HOUSING CHARACTERISTICS					
Total housing units	589		605		780,579
Occupied: Owner-occupied housing units	357	60.6%	364	60.2%	60.8%
Occupied: Renter-occupied housing units	129	21.9%	156	25.8%	26.1%
Vacant housing units	105	17.8%	85	14.0%	13.1%
Median value (dollars)	38,400		\$50,000		\$108,100
Median costs of homeownership, with a mortgage (\$)	\$473		\$630		\$929
Median costs of homeownership, with mortgage, as % of household	24.0%		19.8%		22.2%

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

UNM Bureau of Business and Economic Analysis

SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Springer	1990		2000		NM 2000
ECONOMIC CHARACTERISTICS					
Real per capita income (1999 dollars)	\$13,130		\$14,606		\$17,261
Median household income in 1989/1999 (dollars)	\$16,182		\$27,850		\$34,133
Households with earnings	355	70.3%	363	70.2%	79.5%
Households with Social Security income	203	40.2%	223	43.1%	25.5%
Households with public assistance income	79	15.6%	31	6.0%	4.7%
Households with retirement income	109	21.6%	149	28.8%	17.4%
Poverty					
Families below poverty level	40	11.5%	56	14.9%	14.5%
Families with children under 18 yrs below poverty level	22	41.5%	4	16.7%	29.7%
Families with children under 5 yrs below poverty level	21	61.8%	8	27.6%	22.4%
Female head, no husband present, below poverty level	15	17.2%	36	43.9%	34.1%
Female head, no husband present, with children under 5 yrs, below	11	100.0%	4	44.4%	58.4%
Female head, no husband present, with children under 18 yrs, below	9	69.2%	6	66.7%	49.5%
Individuals below poverty level	321	25.6%	208	16.2%	18.1%
LABOR CHARACTERISTICS					
Labor force (with % of population 16 yrs and over)	417	28.6%	516	52.2%	61.8%
Unemployed	43	10.3%	35	6.8%	3.3%
Class of Worker					
Private wage and salary workers	200	48.0%	257	54.4%	66.4%
Government workers	178	42.7%	167	35.4%	22.7%
Self-employed workers in own not incorporated business	39	9.4%	46	9.7%	11.7%
Unpaid family workers	0	0.0%	2	0.4%	0.4%

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

SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

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

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

SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS CONTINUED

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

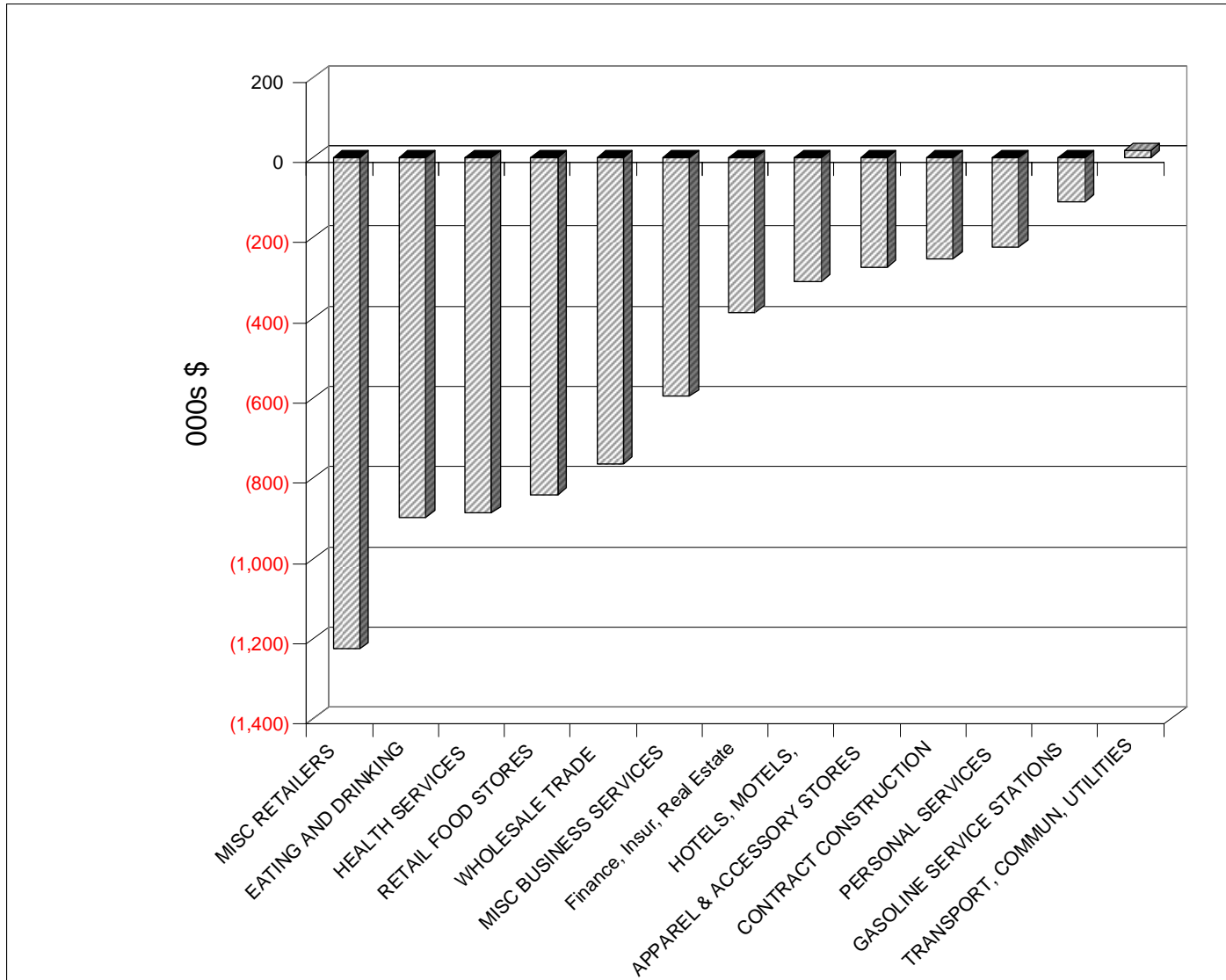
Source: US Census Bureau, 1990 and 2000 Decennial Census.

SPRINGER: TAXABLE GROSS RECEIPTS AND PULL FACTORS

Springer	TAXABLE GROSS RECEIPTS (\$)		PULL FACTOR		NET GAIN/LOSS (\$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss
TOTAL TAXABLE GROSS RECEIPTS								
TOTAL AGRICULTURE	0	0	0%	0%	-43,202	-37,821		24,857
MINING	0	0	0%	0%	-479,086	-561,001		134,061
CONTRACT CONSTRUCTION	527,110	1,608,315	40%	86%	-784,923	-253,535	110%	885,236
MANUFACTURING	0	10,431	0%	2%	-347,729	-477,971		26,516
TRANSPORT, COMMUN, UTILITIES	977,433	1,353,615	82%	101%	-212,395	18,187	-5%	326,331
WHOLESALE TRADE	119,246	208,881	17%	21%	-577,681	-763,972	21%	74,132
BUILDING MATERIALS	0	0	0%	0%	-135,744	-97,115		99,822
HARDWARE STORES	0	0	0%	0%	-39,088	-38,404		18,306
FARM EQUIPMENT DEALERS	0	0	0%	0%	-13,576	-17,749		1,947
GENERAL MERCHANDISE EXCEPT DEPT	56,426	18,206	51%	10%	-53,576	-172,157	-78%	-94,429
DEPT STORES	0	0	0%	0%	-1,585,218	-405,977		1,893,867
RETAIL FOOD STORES	0	219,655	0%	21%	-846,006	-841,554		385,837
AUTOMOTIVE DEALERS	0	0						
MOTOR VEHICLE DEALERS	0	0	0%	0%	-83,148	-130,310		-9,679
GASOLINE SERVICE STATIONS	92,373	0	116%	0%	13,006	-110,639	-100%	-129,508
MISC VEHICLE AND AUTO ACCESSORY	0	0	0%	0%	-143,497	-189,009		19,177
APPAREL AND ACCESSORY STORES	0	0	0%	0%	-240,216	-274,141		74,366
FURNITURE, HOME FURNISH	0	0	0%	0%	-179,752	-186,208		74,577
EATING AND DRINKING	107,403	0	19%	0%	-471,908	-897,865	-100%	-213,218
LIQUOR DISPENSORS	7,009	0	4%	0%	-175,667	-108,159	-100%	146,701
DRUG AND PROPRIETARY STORES	0	0	0%	0%	-185,523	-129,881		139,277
PACKAGE LIQUOR	0	0	0%	0%	-43,895	-43,216		20,467
MISC RETAILERS	271,266	1,118,331	29%	63%	-673,247	-647,108	184%	329,642
TOTAL RETAIL TRADE	1,871,916	2,932,710	40%	52%	-2,797,426	-2,750,937	8%	1,307,586
TOTAL FINANCE, INSURANCE AND REAL ESTATE	0	26,497	0%	6%	-317,423	-385,498		75,021
HOTELS, MOTELS	123,309	0	54%	0%	-103,418	-309,920	-100%	-159,880
PERSONAL SERVICES	77,097	60,461	50%	21%	-77,406	-222,714	-46%	-110,414
MISC BUSINESS SERVICES	152,259	324,739	26%	35%	-428,037	-595,465	47%	25,534
AUTO RENTAL, REPAIR	102,007	22,378	50%	7%	-101,902	-302,172	-85%	-154,332
MISC REPAIR SERVICES	0	0	0%	0%	-78,388	-109,321		4,405
MOTION PICTURES	0	0	0%	0%	-26,095	-35,033		2,826
PHYSICIANS, DENTISTS	268,333	79,505	66%	15%	-139,236	-457,330	-80%	-255,327
LEGAL SERVICES	0	0	0%	0%	-228,324	-299,460		31,795
MISC SERVICES	416,862	942,931	77%	45%	-127,090	-1,152,256	56%	-967,874
TOTAL SERVICES	1,197,278	1,587,034	33%	25%	-2,419,676	-4,749,034	-9%	-1,238,552
TOTAL TAXABLE GROSS RECIEPTS	4,789,471	7,861,953	50%	43%	-4,719,622	-10,506,251	13%	-3,658,994

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

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



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

COLFAX COUNTY: TAXABLE GROSS RECEIPTS AND PULL FACTORS

Colfax County	TAXABLE GROSS RECEIPTS (\$)		PULL FACTOR		NET GAIN/LOSS (\$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss
	TOTAL TAXABLE GROSS RECEIPTS							
TOTAL AGRICULTURE	2,614,426	1,676,815	569%	357%	2,154,629	1,207,391	-56%	-1,918,559
MINING	3,441,806	875,369	68%	13%	-1,657,090	-6,087,692	-82%	-3,683,574
CONTRACT CONSTRUCTION	18,455,758	43,069,795	132%	186%	4,491,844	19,960,786	61%	13,443,990
MANUFACTURING	1,172,315	2,708,565	32%	45%	-2,528,547	-3,353,403	59%	315,029
TRANSPORT, COMMUN, UTILITIES	18,041,738	20,110,884	142%	121%	5,378,444	3,535,747	-23%	-4,267,335
WHOLESALE TRADE	2,958,494	4,328,174	40%	36%	-4,458,874	-7,746,729	1%	-1,277,767
BUILDING MATERIALS	2,492,057	6,464,917	172%	536%	1,047,343	5,259,534	79%	3,740,042
HARDWARE STORES	865,158	0	208%	0%	449,144	-476,661	-100%	-1,128,282
GENERAL MERCHANDISE EXCEPT DEPT	813,549	969,027	69%	41%	-357,194	-1,393,725	-18%	-875,506
DEPT STORES	6,680,311	6,238,215	40%	124%	-10,191,099	1,199,287	-36%	15,984,600
RETAIL FOOD STORES	14,736,174	19,222,823	164%	146%	5,732,168	6,051,258	-10%	-2,265,009
MOTOR VEHICLE DEALERS	883,158	2,251,304	100%	139%	-1,779	633,920	76%	636,501
GASOLINE SERVICE STATIONS	3,089,529	5,189,767	366%	378%	2,244,828	3,816,526	16%	559,716
MISC VEHICLE AND AUTO ACCESSORY	2,108,569	5,325,732	138%	227%	581,338	2,979,775	74%	2,136,366
APPAREL AND ACCESSORY STORES	608,985	1,383,652	24%	41%	-1,947,628	-2,018,947	57%	806,683
FURNITURE, HOME FURNISH	618,522	609,956	32%	26%	-1,294,569	-1,701,232	-32%	176,938
EATING AND DRINKING	8,187,995	6,578,984	133%	59%	2,022,413	-4,565,188	-45%	-7,499,317
LIQUOR DISPENSORS	1,606,535	488,898	83%	36%	-337,683	-853,554	-79%	-363,641
DRUG AND PROPRIETARY STORES	3,208,284	113,393	162%	7%	1,233,765	-1,498,677	-98%	-3,288,631
MISC RETAILERS	10,429,545	22,078,666	104%	101%	377,132	166,291	46%	-380,855
TOTAL RETAIL TRADE	57,306,255	82,047,605	115%	116%	7,610,635	11,503,004	-1%	461,446
TOTAL FINANCE, INSURANCE AND REAL ESTATE	6,864,203	11,583,661	203%	227%	3,485,879	6,470,033	16%	1,412,697
HOTELS, MOTELS	6,324,310	22,524,160	262%	586%	3,911,261	18,677,476	145%	13,002,994
PERSONAL SERVICES	1,915,971	4,270,278	117%	121%	271,605	755,549	54%	361,502
MISC BUSINESS SERVICES	2,330,052	6,248,483	38%	55%	-3,846,013	-5,172,954	85%	406,867
AUTO RENTAL, REPAIR	2,262,819	2,620,377	104%	65%	92,623	-1,407,891	-20%	-1,542,268
MISC REPAIR SERVICES	655,702	1,128,495	79%	83%	-178,580	-228,383	19%	30,702
MOTION PICTURES	57,776	0	21%	0%	-219,954	-434,829	-100%	-115,718
AMUSEMENT	580,109	3,129,587	94%	455%	-39,188	2,441,639	272%	2,498,493
PHYSICIANS, DENTISTS	4,319,117	3,205,668	100%	48%	-18,619	-3,457,454	-49%	-3,430,441
HOSPITALS AND OTHER HEALTH SERVICES	1,764,244	1,275,834	63%	24%	-1,040,973	-4,057,143	-50%	-2,546,892
LEGAL SERVICES	1,307,160	1,240,579	54%	33%	-1,122,889	-2,476,275	-35%	-847,181
MISC SERVICES	3,967,794	25,178,512	69%	97%	-1,821,465	-826,648	337%	1,815,945
ENGINEERING AND ARCHITECTURAL	652,354	3,586,392	35%	120%	-1,190,748	604,953	279%	2,332,498
TOTAL SERVICES	28,102,759	75,788,920	73%	96%	-10,392,342	-2,853,431	86%	12,223,845
TOTAL TAXABLE GROSS RECIEPTS	139,615,689	248,446,675	138%	109%	38,410,793	20,463,212	23%	-35,263,415

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

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

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

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

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

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

Base Geography	Springer			Colfax County	NE Counties
	Colfax County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Agriculture; forestry; fishing and hunting; and mining	0.42	0.46	0.90	2.13	1.94
Agriculture; forestry; fishing and hunting	0.55	0.50	1.60	2.92	3.23
Mining	0.09	0.23	0.11	1.24	0.50
Construction	1.12	1.17	1.28	1.14	1.10
Manufacturing	0.19	0.33	0.16	0.87	0.49
Wholesale trade	0.27	0.27	0.16	0.58	0.58
Retail trade	1.45	1.31	1.25	0.87	0.96
Transportation and warehousing; and utilities	1.23	1.32	1.22	0.99	0.93
Transportation and warehousing	1.07	1.04	0.92	0.86	0.88
Utilities	1.54	1.98	2.11	1.37	1.06
Information	0.43	0.45	0.26	0.60	0.58
Finance; insurance; real estate and rental and leasing	0.78	0.96	0.70	0.90	0.72
Finance and insurance	1.30	1.23	0.73	0.56	0.60
Real estate and rental and leasing	0.43	0.68	0.64	1.48	0.94
Professional; scientific; management; administrative; and waste management services	0.91	0.81	0.43	0.47	0.53
Professional; scientific; and technical services	0.39	0.34	0.17	0.43	0.49
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00
Administrative and support and waste management services	1.72	1.54	0.95	0.55	0.61
Educational; health and social services	1.23	0.90	1.14	0.93	1.27
Educational services	1.16	0.85	1.09	0.94	1.28
Health care and social assistance	1.31	0.94	1.19	0.91	1.27
Arts; entertainment; recreation; accommodation and food services	0.68	0.93	1.02	1.50	1.09
Arts; entertainment; and recreation	1.19	0.88	0.72	0.60	0.82
Accommodation and food services	0.62	0.95	1.11	1.79	1.17
Other services (except public administration)	0.99	1.19	1.08	1.09	0.91
Public administration	1.72	1.60	1.87	1.09	1.17

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

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

Base Geography	Springer			Colfax County	NE Counties
	County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Management; professional; and related occupations	0.77	0.70	0.67	0.87	0.95
Management; business; and financial operations occupations	0.54	0.60	0.61	1.13	1.02
Management occupations; except farmers and farm managers	0.48	0.58	0.52	1.09	0.89
Farmers and farm managers	0.51	0.51	2.08	4.10	4.04
Business and financial operations occupations	0.82	0.74	0.52	0.64	0.71
Business operations specialists	0.64	0.71	0.48	0.75	0.68
Financial specialists	1.07	0.76	0.56	0.53	0.75
Professional and related occupations	0.96	0.77	0.70	0.73	0.91
Computer and mathematical occupations	1.07	0.93	0.23	0.22	0.25
Architecture and engineering occupations	0.00	0.00	0.00	0.25	0.46
Architects; surveyors; cartographers; and engineers	0.00	0.00	0.00	0.15	0.26
Drafters; engineering; and mapping technicians	0.00	0.00	0.00	0.45	0.84
Life; physical; and social science occupations	0.00	0.00	0.00	0.19	0.54
Community and social services occupations	2.29	1.17	1.56	0.68	1.34
Legal occupations	1.37	0.77	0.57	0.41	0.74
Education; training; and library occupations	1.14	0.99	1.23	1.08	1.24
Arts; design; entertainment; sports; and media occupations	1.16	1.32	0.94	0.81	0.71
Healthcare practitioners and technical occupations	0.36	0.32	0.33	0.92	1.04
Health diagnosing and treating practitioners and technical occupations	0.33	0.30	0.27	0.81	0.89
Health technologists and technicians	0.42	0.35	0.49	1.18	1.43
Service occupations	1.58	1.49	1.80	1.14	1.21
Healthcare support occupations	1.32	0.65	0.81	0.61	1.25
Protective service occupations	2.73	2.74	3.85	1.41	1.41
Fire fighting; prevention; and law enforcement workers; including supervisors	3.11	3.43	6.25	2.01	1.82
Other protective service workers; including supervisors	0.99	0.71	0.59	0.60	0.84
Food preparation and serving related occupations	1.35	1.50	1.60	1.19	1.07
Building and grounds cleaning and maintenance occupations	1.18	1.05	1.52	1.29	1.45
Personal care and service occupations	1.49	1.47	1.42	0.96	0.97
Sales and office occupations	0.94	0.90	0.81	0.87	0.90
Sales and related occupations	1.13	1.13	0.94	0.84	0.84
Office and administrative support occupations	0.80	0.74	0.71	0.89	0.95
Farming; fishing; and forestry occupations	0.46	0.45	1.28	2.78	2.84
Construction; extraction; and maintenance occupations	1.20	1.39	1.50	1.25	1.08
Construction and extraction occupations	1.06	1.28	1.49	1.41	1.16
Supervisors; construction and extraction workers	1.19	1.01	1.69	1.42	1.67
Construction trades workers	1.08	1.37	1.55	1.44	1.13
Extraction workers	0.40	1.01	0.45	1.11	0.44
Installation; maintenance; and repair occupations	1.53	1.60	1.52	0.99	0.95
Production; transportation; and material moving occupations	0.64	0.84	0.69	1.08	0.82
Production occupations	0.36	0.55	0.41	1.14	0.74
Transportation and material moving occupations	0.92	1.07	0.96	1.04	0.89
Supervisors; transportation and material moving workers	4.66	3.02	4.70	1.01	1.56
Aircraft and traffic control occupations	0.00	0.00	0.00	0.60	0.17
Motor vehicle operators	1.14	1.11	0.98	0.86	0.89
Rail; water and other transportation occupations	0.49	0.97	1.29	2.61	1.32
Material moving workers	0.52	0.69	0.56	1.07	0.82

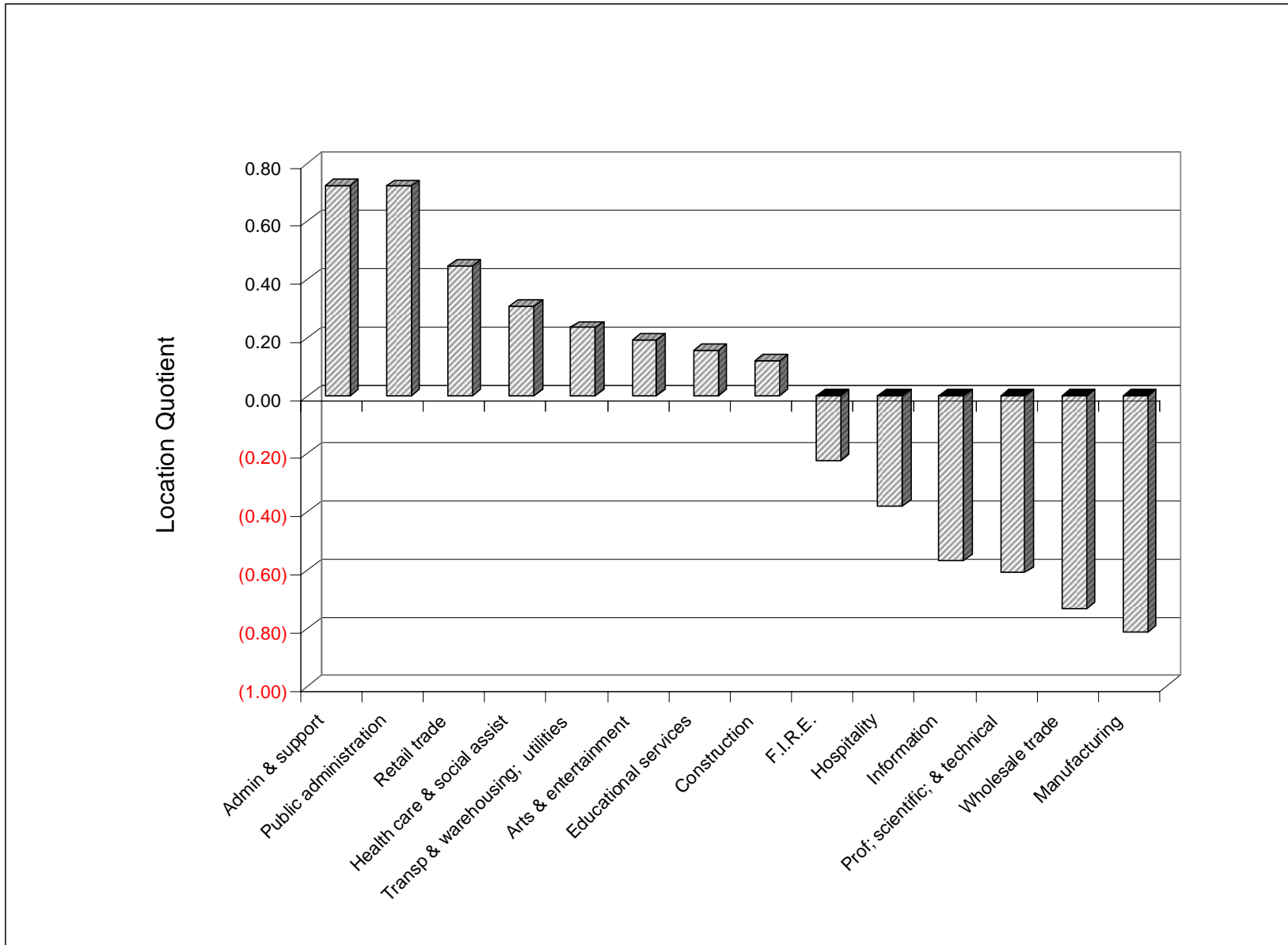
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P50. SEX BY OCCUPATION FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [95] - Universe: Employed civilian population 16 years and over.

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

Base Geography	Springer			Colfax	NE Counties
	County	NE Co's	NM	County	NM
Total	1.00	1.00	1.00	1.00	1.00
Private for-profit wage and salary workers	1.00	0.98	0.96	0.96	0.98
Employee of private company	0.97	1.29	1.63	1.63	1.26
Self-employed in own incorporated business	2.07	1.69	1.93	1.93	1.14
Private not-for-profit wage and salary workers	1.05	0.94	1.30	1.30	1.38
Local government workers	2.45	1.48	4.15	4.15	2.81
State government workers	1.75	0.75	0.53	0.53	0.71
Federal government workers	1.09	0.93	1.59	1.59	1.72
Self-employed workers in own not incorporated business	0.75	0.49	1.32	1.32	2.68
Unpaid family workers	0.45	0.49	0.05	0.05	1.83

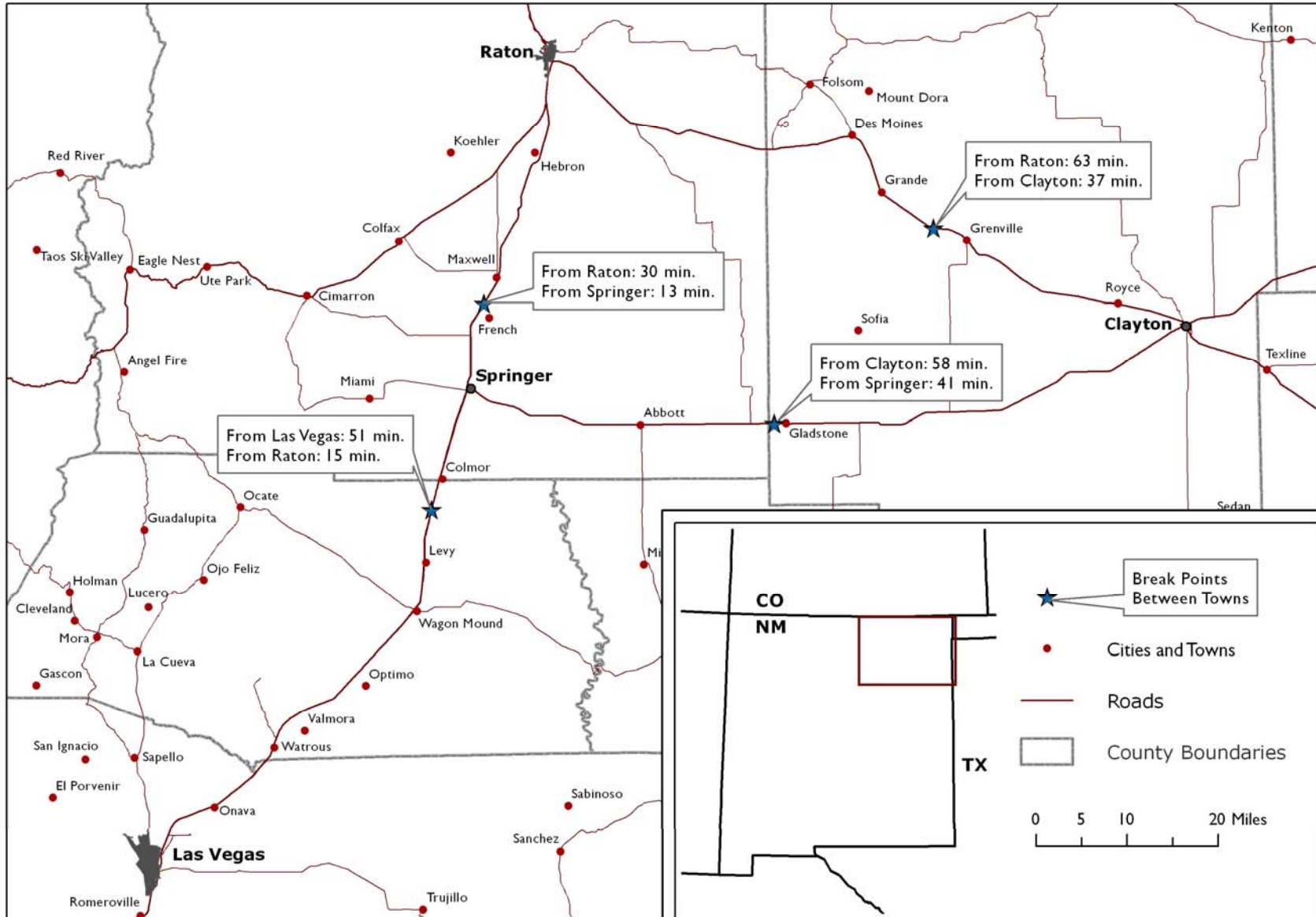
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51. SEX BY INDUSTRY BY CLASS OF WORKER FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [65] - Universe: Employed civilian population 16 years and over.

SPRINGER EMPLOYMENT LOCATION QUOTIENTS, BY INDUSTRY, 2004



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

Reilly's Graviational Markets by Driving Time Clayton, Las Vegas, Raton, & Springer, New Mexico



SPRINGER – PRINCIPAL CONSUMER CLUSTERS

Segment 50 Heartland Communities



Heartland Communities neighborhoods are preferred by approximately six million people and are found primarily in small towns. More than 75 percent of the households are single-family dwellings with a median home value of \$74,400. Most homes are older, built before 1960. The median age is 41.3 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music.

In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

Segment 37 Prairie Living



Agriculture plays an important part of the *Prairie Living* economy; small, family-owned farms dominate this stable market. Two-thirds of the households are married-couple families; the median age is 40.5 years, somewhat older than the U.S. median. Homeownership is at 81 percent; the median home value is \$96,300. Although single-family dwellings are characteristic of these communities, 11 percent of the households live in mobile homes. Approximately 36 percent of the housing units were built before 1940.

These residents are big country music fans and enjoy hunting, fishing, target shooting, and horseback riding. They work on their vegetable gardens, vehicles, and home projects. Many are members of church boards or civic clubs and get involved in civic issues. Because cable TV can be unavailable in these rural areas, many households have a satellite dish. Families with pet cats or dogs are common.

Source: ESRI, Community Tapestry. 2006

SPRINGER: BUSINESS ESTABLISHMENTS, EMPLOYMENT AND WAGES, BY 2-DIGIT NAICS, 2004

NAICS	Sector	# Est	Employ	Wages	Avg Est Size	Avg Wage
22	Utilities	4	22	787,320	5.6	35,122
23	Construction	9	12	179,760	1.4	14,674
31	Manufacturing	1	3	41,556	2.5	16,622
44	Retail Trade	8	62	958,940	7.7	15,508
48-49	Transp & Warehousing	2	15	783,437	7.7	50,818
51	Information	1	1	62,584	1.0	62,584
52	Finance & Insurance	2	7	187,278	3.4	27,407
53	Real Estate	1	1	30,000	1.0	30,000
54	Prof, Scientific, Tech	1	1	1,984	1.0	1,984
56	Admin & Support	1	3	38,907	2.6	15,061
61	Educational Services	2	70	1,823,016	35.1	25,981
62	Health Care & Social Assist	5	338	10,372,085	67.7	30,664
72	Hospitality	4	21	164,546	5.3	7,805
81	Other Services	1	1	7,860	0.8	9,432
Total	Total	42	557.2	15,439,273	13.3	27,710

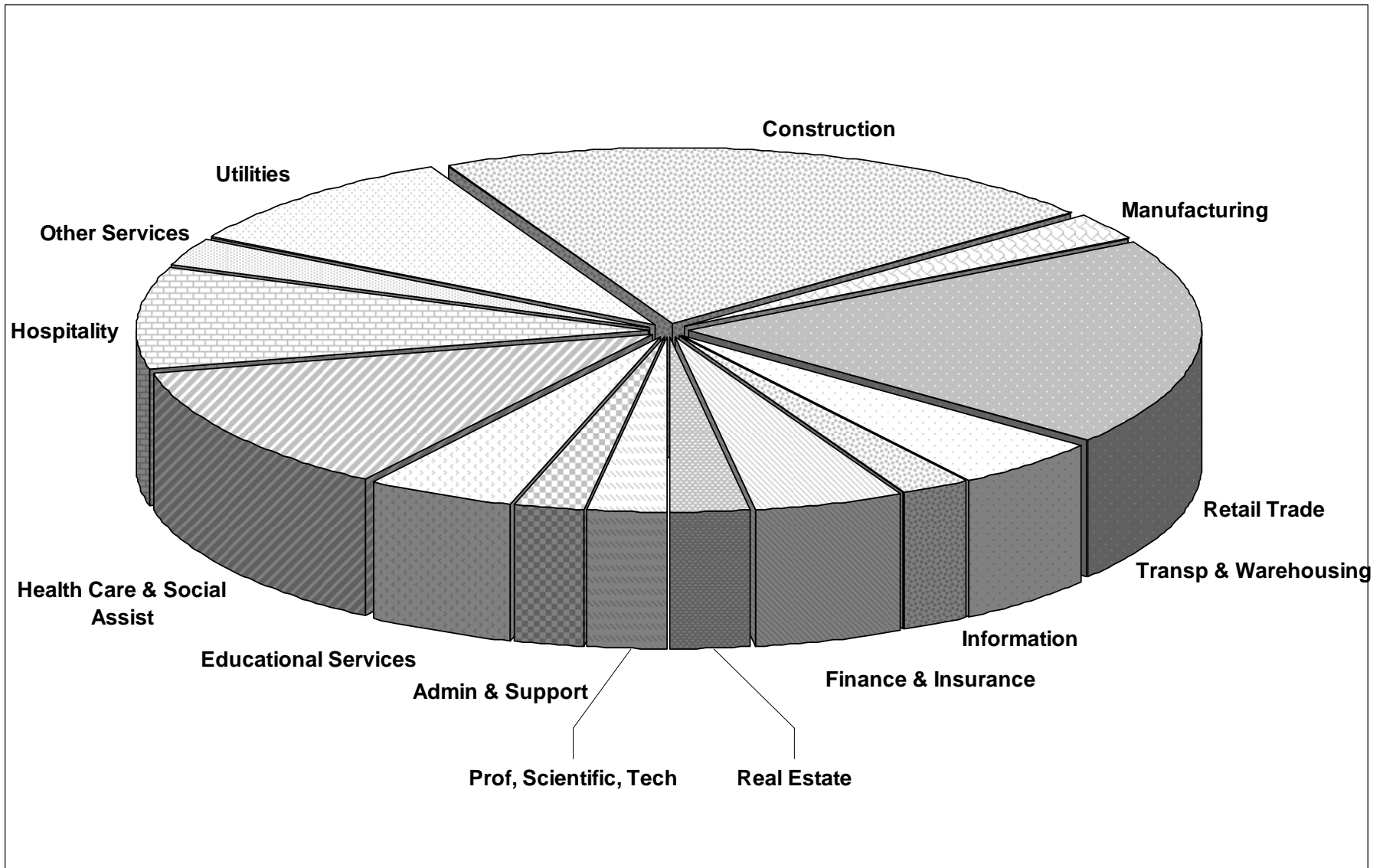
Source: NM Department of Labor, ES-202 (Covered Employment Statistics, 2004. Calculations by UNM-BBER, 2006.

SPRINGER: BUSINESS ESTABLISHMENTS, EMPLOYMENT AND WAGES, BY 3-DIGIT NAICS, 2004

NAICS Sector	# Est	# Empl	Total Wages	Avg Empl/Est	Avg Wage
221 Utilities	4	22.4	787,320	5.6	35,122
236 Construction of Buildings	4	4.5	55,952	1.1	12,434
237 Heavy & Civil Engineering Construction	2	2.7	54,048	1.3	20,268
238 Specialty Trade Contractors	3	5.1	69,760	1.7	13,723
311 Metal Manufacturing	1	2.5	41,556	2.5	16,622
441 Motor Vehicle & Parts Dealers	1	8.8	284,745	8.8	32,235
445 Food & Beverage Stores	1	6.3	48,622	6.3	7,780
446 Health & Personal Care Stores	1	4.8	59,887	4.8	12,608
447 Gasoline Stations	5	42.0	565,686	8.4	13,469
484 Truck Transportation	1	2.9	100,686	2.9	34,521
492 Couriers and Messengers	1	12.5	682,751	12.5	54,620
517 Telecommunications	1	1.0	62,584	1.0	62,584
522 Credit Intermed & Related Activities	1	5.8	175,570	5.8	30,098
524 Insurance Carriers & Related Activities	1	1.0	11,708	1.0	11,708
531 Real Estate	1	1.0	30,000	1.0	30,000
541 Prof, Scientific, & Technical Services	1	1.0	1,984	1.0	1,984
562 Waste Mgt & Remediation Service	1	2.6	38,907	2.6	15,061
611 Educational Services	2	70.2	1,823,016	35.1	25,981
621 Ambulatory Health Care Services	1	4.8	193,475	4.8	40,732
622 Hospitals	1	52.5	1,272,035	52.5	24,229
623 Nursing & Residential Care Facilities	1	275.8	8,843,877	275.8	32,072
624 Social Assistance	2	5.3	62,698	2.6	11,942
721 Accommodaton	2	12.2	108,700	6.1	8,934
722 Food Services & Drinking Places	2	8.9	55,846	4.5	6,263
811 Repair & Maintenance	1	0.8	7,860	0.8	9,432
TOTAL	42	557.2	15,439,273	13.3	27,710

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

SPRINGER BUSINESS ESTABLISHMENTS, BY 2-DIGIT NAICS, 2004



SPRINGER EMPLOYMENT, BY 2-DIGIT NAICS, 2004

