4-1-2006

Clayton MainStreet Community Economic Assessment

Jeffrey Mitchell

CLAYTON MAINSTREET
COMMUNITY ECONOMIC ASSESSMENT

Submitted to
Clayton Mainstreet.

Financial Support For This Research Was Provided By
New Mexico Economic Development Department.

April 2006

UNIVERSITY OF NEW MEXICO
BUREAU OF BUSINESS AND
ECONOMIC RESEARCH

The University of New Mexico

CLAYTON MAINSTREET
COMMUNITY ECONOMIC ASSESSMENT

By Dr. Jeffrey Mitchell

April 2006

UNIVERSITY OF NEW MEXICO
BUREAU OF BUSINESS AND
ECONOMIC RESEARCH

TABLE OF CONTENTS

TABLES AND FIGURES

3.1 PRINCIPAL FINDINGS OF COMMUNITY ECONOMIC ASSESSMENT

1. **Demographics**: Clayton's population grew very slightly during the period 1990-2000, consistent with the broader tends in Union County and northeastern New Mexico as a whole.

    a. Clayton's population is somewhat older than the New Mexico average (median age of 39.7 y/o vs. 34.8 y/o for New Mexico), with fewer children under 5 y/o (5.6% vs. 7.1% for the state) and significantly higher share of persons over 65 y/o (18.7% vs. 11.7%).

    b. Despite the older age of the population, there is some evidence that the pattern has begun to slow and even reverse. Between 1990 and 2000, the relative size of the 65 yrs and older population fell modestly (from 20.7% to 18.7%); the share of households receiving social security and retirement income likewise fell (from 39.5% to 33.1%, and from 16.6% to 14.6%, respectively). This modest reversal of the population dynamic is contrary to patterns in other parts of northeastern New Mexico.

    c. A large majority of Clayton's is self-identified as white; about one-half claim Hispanic origins, roughly on par with the population of Northeastern Mexico as a whole. About 1 in 10 in Clayton speak Spanish at home, and speak English 'less than very well." A very small proportion, only 1%, of the town's population does not have U.S. citizenship, less than 1/5 the corresponding share for New Mexico.

    d. During the 1990-2000 period, there was a substantial improvement in level of educational attainment among Clayton's residents, particularly at the K-12 level. In 1990, well over one-third (38.9%) of the town's residents 25 y/o and over had not completed a high degree degree; by 2000, that share fell to only 20.6%. However, Clayton's population remains unlikely to pursue post-secondary education – in 2000, only 15.2% held a post-secondary degree (Associates or higher), compared to 25% for the five counties in northeastern New Mexico (Union, Harding, Colfax, Mora and San Miguel) and 29.4% for New Mexico as a whole.

2. **Housing**:

    a. In 1990, more than one-quarter of all housing units in Clayton were vacant. With several units removed from the market and many families buying homes, vacancy rates declined sharply by 2000, with only 210 units left unoccupied. Encouragingly, despite these changes, housing remains available and affordable. Housing values in Clayton are 40% below the five-county region, and less than one-half New Mexico's median value.

3. **Income**:

    a. In line with northeastern counties, per capita incomes in Clayton are low ($14,224 vs. $14,123 for northeastern counties and $17,261 for New Mexico). However, unemployment rates are also low (2.3% vs. 3.3% for New Mexico).

    b. Despite low incomes, poverty is no more prevalent in Clayton than in other parts of New Mexico (14.2% of Clayton's households live below the poverty line vs. 14.5% for New Mexico; 18.0% of all persons live in poverty vs. 18.1% for the State). However, a persistent pattern of poverty among female-headed households is more pronounced in Clayton than other parts of the State (52.3% of all female-headed households and 77.3% of female-headed households with children, compared to 34.1% and 49.5%, respectively, for the State).

4. **Clayton economy**: In 2002, Clayton had a modest surplus of $7 million taxable gross receipts, providing for reasonably solid town finances.

    a. Market area: Clayton lies on the cusp of Dumas and Trinidad Wal-Mart market areas, though somewhat closer to the former. Situated within the thinly populated five-state prairie region, Clayton is the center of a well-defined market for lower-order goods (goods & services that are inexpensive and frequently purchased). This region extends to the west to Gladstone and Grenville, to the east to Texline and Boise City, and includes fewer than 4,000 persons. Because of the sparse population, it is unlikely that Clayton will be able to expand its market area beyond these limits (further to the southeast is Dalhart and Dumas, and to the west is I-25, Raton and Las Vegas).

    b. Clayton's geographical isolation is both a limitation and a strength. With no large market centers near Clayton, there are few opportunities for the town to significantly expand its draw, but similarly the town's residents and residents of small nearby communities are relatively less likely to make frequent trips to other towns for goods and services.

    c. The town's status as the regional commercial center and seat of Union County, and its location along Rts. 56 and 64/87 ensures markets for certain goods & services.

        i. Sectors of the economy that draw revenues and gross receipt taxes into Clayton include: miscellaneous business services (2002 surplus of $2.2 million); transportation, communications and utilities (2002 surplus of $1.5 million); eating and drinking establishments (2002 surplus of $1.3 million); hotels and motels (2002 surplus of

$1.1 million); gasoline stations (the 2002 surplus of $.68 million is an understatement because they include only non-gasoline sales from such establishments; gasoline sales are not subject to gross receipts taxes in New Mexico). NOTE: retail food stores are not a reliable indicator because in most communities groceries are purchased in 'miscellaneous retail stores' (e.g. Wal-Mart), resulting in a sharp decline in sales by retail food stores which form the basis for the comparison implicit in this measure).

ii. These trends are also reflected in distribution of employment by industry in Clayton. Location Quotients are high for utilities (1.48; base 1.00); finance, insurance and real estate (F.I.R.E., 1.26); public administration (1.18); accommodations and food services (1.31); healthcare and social assistance (1.25); and other services (1.25).

d. Weaknesses in Clayton's economy are characteristic of small, isolated communities in New Mexico and the U.S., and include high value service, amenities, and businesses that function at a large scale.

i. According to gross receipts data, losses are in wholesale trade (2002 loss of $.825 million); contract construction (2002 loss of $.730 million); hospitals (2002 loss of $.632 million); legal services (2002 loss of $.440 million); and engineering and architectural services (2002 loss of $.363 million).

ii. Again, these patterns are also revealed in employment distributions: wholesale trade (.69; base 1.00); professional and technical services (.57); arts and entertainment (.37); and manufacturing (.81).

iii. Given that Clayton does not have a large retail outlet such as Wal-Mart, which currently tends to dominate the retail sector in the U.S., the retail sector is surprise strong in Clayton. Losses in miscellaneous retail (Wal-Mart etc) are more than offset by gains in specialty sectors such as retail food stores. This reflects a central fact (and irony) that shapes the Clayton business environment: its location in the center of a large, thinly populated region, distant from a large metropolitan center, means both that it is unable to establish large businesses that can attract a large customer base and that its residents and residents of smaller regional communities (such as Grenville) are less likely to make frequent trips to larger centers. Thus, while Clayton features few large revenue 'pulls' it also suffers from few large 'leakages'.

5. **Recommendations**:

   a. The development of a state prison in Clayton is certain to impact business opportunities in the town in the near and long term. The development of the prison will occur in two phases, with distinct dynamics. The first phase is construction, which will bring high-paying jobs to the area for a brief period of time; many of the employees will be from out-of-town and only temporary. The second operational phase will create permanent but more modest paying jobs. The current labor force is likely inadequate to provide for the demand for labor for the long-term operational phase, requiring either new workers to permanently relocate to the area and/or discouraging Clayton residents from working outside the area. The likely result will involve some combination of the two possibilities. In any case, incomes will likely increase.

   b. The construction phase will create an immediate increase in demand, encouraging entrepreneurs to create new businesses. This carries substantial risk, as the spike in demand will be largely temporary, settling to a more modest level as the prison moves into an operational phase. It is recommended that the initial increase in demand be met with cautious measures, including the expansion and diversification goods & services provided by existing businesses. Initiatives that require greater investment should be undertaken only with careful consideration of the long-term prospects associated with the operational phase.

   c. There may be possibilities for Clayton to increase the volume of business associated with travelers on routes 56 and 64/87. It is likely that the majority of these travelers are traveling a long distance, connecting between I-40 (east-west) and I-25 (north south). The gross receipts data suggests indicates that the demand for gasoline and related services in Clayton is very strong (pull factor 519%, base 100%); accommodations are somewhat weaker but still very strong (342%); and food and drinking establishments are likewise strong and still weaker (200%). This data suggests that opportunities exist to strengthen hospitality and related amenity services.

   d. Beyond those associated with the development of the prison, opportunities to strengthen retail and service sectors that provide for local and regional markets are limited. As discussed, retail and service leakages are modest, and are largely related to the demand for higher-value (furniture, automotive, advanced medical or technical services) or bundled goods & services that cannot be feasibly provided in small market such as Clayton and Union County. For these goods and services, shoppers from Clayton are likely to continue to travel to Wal-Mart in Dumas or Trinidad, or to a larger metropolitan area such as Amarillo or Albuquerque. By the same token, the data suggests that Clayton has been reasonably successful in attracting customers from its immediate region. Any efforts to further strengthen these businesses should be cautious and incremental, involving the diversification or expansion of existing businesses.

3.2 EXPLANATION OF TABLES

Selected Demographic, Economic and Housing Characteristics
Source: US Census Bureau, 1990 & 2000 Decennial Census.

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

Taxable Gross Receipts and Pull Factors
Source: New Mexico Taxation and Revenue Department; calculations by UNM/BBER.

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

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

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

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

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

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

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

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

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

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

NOTE: Charts of location quotients are scaled to a value of 0, where this base indicates that employment for a given industry is the same proportion as the base geography. This is done for presentational purposes.
The location quotient can be used to indicate the structure or 'role' of a local economy within its larger geography. This applies equally to the role of a town's economy within the county, region or state; a county's economy within the State; or a region's (multiple counties) economy within the State. As with Pull Factors, a location quotient helps to define the relative strengths and weaknesses of a local economy, measured in this case in terms of industrial, occupational and ownership structures. Again, as with Pull Factors, this information can lead to policies that aim to strengthen weaknesses or exploit strengths; the decision is again one of practicality and strategy rather than theory.

Market Area

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

3.3 TABLES AND FIGURES

CLAYTON: SUMMARY OF DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Clayton	1990	2000	NM 2000
Population			
Total population	2,484	2,524	1,819,046
Median Age (yrs)	37.0	39.7	34.6
Average household size (persons)	2.5	2.3	2.63
Race & Ethnicity			
White	95.7%	75.4%	44.7%
Black or African American	0.1%	0.0%	1.6%
American Indian and Alaska Native	0.2%	1.1%	8.9%
Hispanic or Latino (of any race)	43.7%	46.5%	42.1%
Speak English less than "very well" (5 yrs and older)	7.2%	9.7%	11.9%
Not a U.S. citizen	2.8%	1.0%	5.4%
Education			
Educational Attainment: Less than High School	38.7%	20.6%	21.1%
Educational Attainment: HS graduate; and some college	47.6%	64.1%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	13.7%	15.2%	29.4%
Housing			
Owner-occupied housing units	52.7%	59.6%	60.8%
Median value (dollars)	$38,900	$49,100	$108,100
Income			
Real per capita income (1999 dollars)	$14,224	$13,967	$17,261
Median household income (1999 dollars)	$16,138	$25,600	$34,133
Households with retirement income	16.6%	14.6%	17.4%
Poverty			
Families below poverty level	9.4%	14.2%	14.5%
Female head, no husband present, below poverty level	27.4%	52.5%	34.1%
Female head, no husband present, with children under 5 yrs, below	100.0%	72.7%	58.4%
Labor			
Unemployment rate	7.6%	2.3%	3.3%
Private wage and salary workers	60.3%	61.3%	66.4%
Government workers	22.7%	25.9%	22.7%
Self-employed workers in own not incorporated business	16.4%	12.0%	11.7%

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

CLAYTON: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Clayton	1990		2000		NM 2000
SELECTED SOCIAL & DEMOGRAPHIC CHARACTERISTICS					
Population					
Total population	2,484		2,524		1,819,046
Median Age (yrs)	37.0		39.7		
Under 5 yrs	174	7.0%	142	5.6%	7.1%
18 yrs and over	1,786	71.9%	1,826	72.3%	72.1%
65 yrs and over	515	20.7%	473	18.7%	11.7%
Average household size	2.5		2.3		2.63
Race & Ethnicity					
White	2,378	95.7%	1,902	75.4%	44.7%
Black or African American	2	0.1%	0	0.0%	1.6%
American Indian and Alaska Native	6	0.2%	27	1.1%	8.9%
Hispanic or Latino (of any race)	1,085	43.7%	1,173	46.5%	42.1%
Speak Spanish at home; English less than "very well" (5 yrs+)	180	7.2%	233	9.7%	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	70	2.8%	25	1.0%	5.4%
Education					
Educational Attainment: Less than High School	633	38.7%	350	20.6%	21.1%
Educational Attainment: HS graduate; and some college	779	47.6%	1,087	64.1%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	225	13.7%	258	15.2%	29.4%
Mobility					
Moved to new house since 1985/1995 (5 yrs and over)	1,015	45.0%	974	40.5%	45.6%
New to County since 1985/1995 (5 yrs and over)	403	17.9%	470	19.5%	19.6%
HOUSING CHARACTERISTICS					
Total housing units	1,316		1,289		780,579
Occupied: Owner-occupied housing units	694	52.7%	768	59.6%	60.8%
Occupied: Renter-occupied housing units	263	20.0%	311	24.1%	26.1%
Vacant housing units	346	26.3%	210	16.3%	13.1%
Median value (dollars)	38,900		$49,100		$108,100
Median costs of homeownership, with a mortgage ($)	$487		$586		$929
Median costs of homeownership, with mortgage, as % of household	21.9%		19.9%		22.2%

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

CLAYTON: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Clayton	1990		2000		NM 2000
ECONOMIC CHARACTERISTICS					
Real per capita income (1999 dollars)	$14,224		$13,967		$17,261
Median household income in 1989/1999 (dollars)	$16,138		$25,600		$34,133
Households with earnings	717	71.6%	803	73.3%	79.5%
Households with Social Security income	395	39.5%	363	33.1%	25.5%
Households with public assistance income	115	11.5%	51	4.7%	4.7%
Households with retirement income	166	16.6%	160	14.6%	17.4%
Poverty					
Families below poverty level	66	9.4%	100	14.2%	14.5%
Families with children under 18 yrs below poverty level	40	41.7%	12	19.0%	29.7%
Families with children under 5 yrs below poverty level	13	26.0%	7	9.9%	22.4%
Female head, no husband present, below poverty level	32	27.4%	62	52.5%	34.1%
Female head, no husband present, with children under 5 yrs, below	17	100.0%	8	72.7%	58.4%
Female head, no husband present, with children under 18 yrs, below	9	100.0%	7	58.3%	49.5%
Individuals below poverty level	596	24.6%	451	17.8%	18.1%
LABOR CHARACTERISTICS					
Labor force (with % of population 16 yrs and over)	932	34.5%	1,179	60.8%	61.8%
Unemployed	71	7.6%	27	2.3%	3.3%
Class of Worker					
Private wage and salary workers	563	60.3%	702	61.3%	66.4%
Government workers	212	22.7%	297	25.9%	22.7%
Self-employed workers in own not incorporated business	153	16.4%	137	12.0%	11.7%
Unpaid family workers	6	0.6%	10	0.9%	0.4%

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

UNION COUNTY: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Union County	1990		2000		NM 2000
SELECTED SOCIAL & DEMOGRAPHIC CHARACTERISTICS					
Population					
Total population	4,124		4,174		1,819,046
Median Age (yrs)	36.0		39.9		
Under 5 yrs	310	7.5%	251	6.0%	7.1%
18 yrs and over	2,959	71.8%	3,033	72.7%	72.1%
65 yrs and over	741	18.0%	741	17.8%	11.7%
Average household size	2.5		2.4		2.63
Race & Ethnicity					
White	3,966	96.2%	3,355	80.4%	44.7%
Black or African American	2	0.0%	0	0.0%	1.6%
American Indian and Alaska Native	13	0.3%	40	1.0%	8.9%
Hispanic or Latino (of any race)	1,390	33.7%	1,465	35.1%	42.1%
Speak Spanish at home; English less than "very well" (5 yrs+)	253	6.1%	268	6.8%	9.4%
Speak other than English or Spanish at home; English less than "very well"	13	0.3%	0	0.0%	2.5%
Not a U.S. citizen	100	2.4%	56	1.3%	5.4%
Education					
Educational Attainment: Less than High School	989	36.4%	561	20.1%	21.1%
Educational Attainment: HS graduate; and some college	1,344	49.4%	1,773	63.6%	49.5%
Educational Attainment: Associate, Bachelor's, or graduate degree	387	14.2%	452	16.2%	29.4%
Mobility					
Moved to new house since 1985/1995 (5 yrs and over)	1,640	43.0%	1,498	38.0%	45.6%
New to County since 1985/1995 (5 yrs and over)	771	20.2%	790	20.0%	19.6%
HOUSING CHARACTERISTICS					
Total housing units	2,299		2,225		780,579
Occupied: Owner-occupied housing units	1,169	50.8%	1,265	56.9%	60.8%
Occupied: Renter-occupied housing units	446	19.4%	468	21.0%	26.1%
Vacant housing units	684	29.8%	492	22.1%	13.1%
Median value (dollars)	37,500		$49,800		$108,100
Median costs of homeownership, with a mortgage ($)	$491		$594		$929
Median costs of homeownership, with mortgage, as % of household	22.5%		20.6%		22.2%

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

UNION COUNTY: SELECTED DEMOGRAPHIC, ECONOMIC AND HOUSING CHARACTERISTICS

Union County	1990		2000		NM 2000
ECONOMIC CHARACTERISTICS					
Real per capita income (1999 dollars)	$14,246		$14,700		$17,261
Median household income in 1989/1999 (dollars)	$18,227		$28,080		$34,133
Households with earnings	1,249	76.9%	1,311	75.9%	79.5%
Households with Social Security income	548	33.7%	567	32.8%	25.5%
Households with public assistance income	142	8.7%	66	3.8%	4.7%
Households with retirement income	196	12.1%	268	15.5%	17.4%
Poverty					
Families below poverty level	101	8.7%	167	14.2%	14.5%
Families with children under 18 yrs below poverty level	65	38.7%	47	37.0%	29.7%
Families with children under 5 yrs below poverty level	28	30.1%	17	18.1%	22.4%
Female head, no husband present, below poverty level	35	26.3%	81	52.3%	34.1%
Female head, no husband present, with children under 5 yrs, below	20	100.0%	8	72.7%	58.4%
Female head, no husband present, with children under 18 yrs, below	12	100.0%	17	77.3%	49.5%
Individuals below poverty level	852	20.7%	753	18.0%	18.1%
LABOR CHARACTERISTICS					
Labor force (with % of population 16 yrs and over)	1,664	37.5%	1,936	61.2%	61.8%
Unemployed	83	5.0%	36	1.9%	3.3%
Class of Worker					
Private wage and salary workers	989	59.2%	1,110	58.6%	66.4%
Government workers	322	19.3%	435	23.0%	22.7%
Self-employed workers in own not incorporated business	344	20.6%	331	17.5%	11.7%
Unpaid family workers	16	1.0%	18	1.0%	0.4%

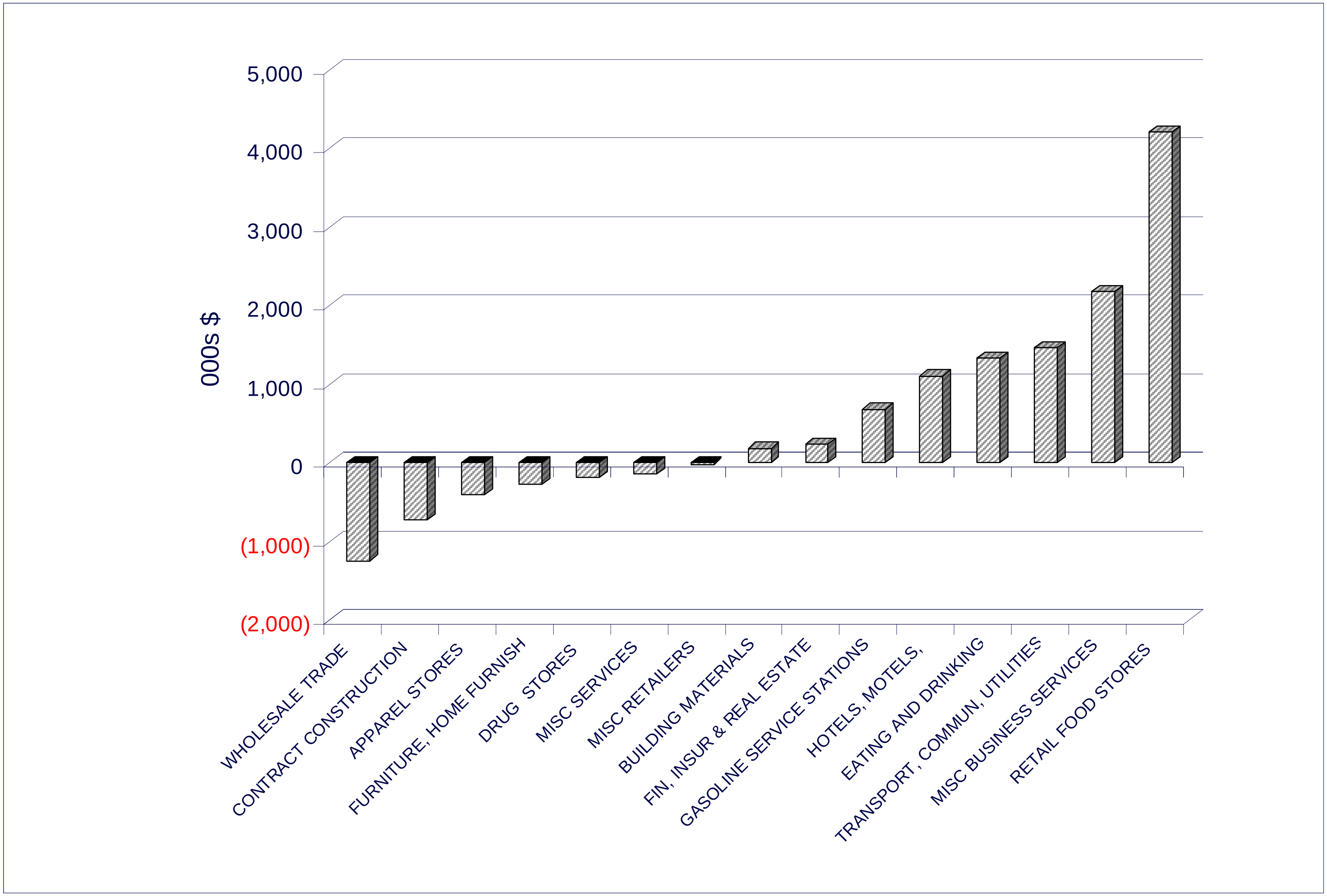
Source: US Census Bureau, 1990 and 2000 Decennial Census.

CLAYTON: TAXABLE GROSS RECEIPTS AND PULL FACTORS

Clayton	TAXABLE GROSS RECEIPTS ($)		PULL FACTOR		NET GAIN/LOSS ($)		CHANGE (1989-2002)	
TOTAL TAXABLE GROSS RECEIPTS	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss
TOTAL AGRICULTURE	**0**	**442,797**	**0%**	**796%**	**-90,603**	**387,144**		**518,591**
MINING	**0**	**0**	**0%**	**0%**	**-1,004,736**	**-825,515**		**632,163**
CONTRACT CONSTRUCTION	**733,360**	**2,009,369**	**27%**	**73%**	**-2,018,226**	**-730,349**	**89%**	**2,197,706**
MANUFACTURING	**742,311**	**674,297**	**102%**	**94%**	**13,057**	**-44,387**	**-37%**	**-63,331**
TRANSPORT, COMMUN, UTILITIES	**3,266,899**	**3,430,453**	**131%**	**175%**	**771,600**	**1,465,366**	**-28%**	**345,924**
WHOLESALE TRADE	**163,438**	**183,766**	**11%**	**13%**	**-1,298,152**	**-1,247,790**	**-22%**	**635,578**
BUILDING MATERIALS	163,157	328,380	57%	230%	-121,524	185,474	**39%**	361,781
HARDWARE STORES	0	0	0%	0%	-81,975	-56,511		62,419
GENERAL MERCHANDISE EXCEPT DEPT	786,572	1,275,798	341%	455%	555,877	995,679	**12%**	189,208
DEPT STORES	0	0	0%	0%	-3,324,507	-597,397		4,225,820
RETAIL FOOD STORES	4,673,868	5,776,715	263%	370%	2,899,631	4,215,143	**-15%**	8,340
AUTOMOTIVE DEALERS	0	0						
MOTOR VEHICLE DEALERS	0	0	0%	0%	-174,377	-191,751		61,236
GASOLINE SERVICE STATIONS	887,518	845,388	533%	519%	721,070	682,582	**-34%**	-363,551
MOBILE HOME DEALERS	0	0	0%	0%	-57,606	-55,862		27,713
MISC VEHICLE AND AUTO ACCESSORY	566,752	58,633	188%	21%	265,811	-219,495	**-93%**	-605,136
APPAREL AND ACCESSORY STORES	84,156	0	17%	0%	-419,624	-403,400	**-100%**	205,394
FURNITURE, HOME FURNISH	0	0	0%	0%	-376,974	-274,006		272,911
EATING AND DRINKING	1,657,797	2,648,953	136%	200%	442,870	1,327,741	**10%**	685,222
LIQUOR DISPENSORS	335,777	0	88%	0%	-47,331	-159,156	**-100%**	-90,489
DRUG AND PROPRIETARY STORES	617,543	0	159%	0%	228,465	-191,121	**-100%**	-522,579
PACKAGE LIQUOR	0	0	0%	0%	-92,057	-63,593		69,964
MISC RETAILERS	1,113,637	2,180,468	56%	84%	-867,188	-417,382	**35%**	840,741
TOTAL RETAIL TRADE	**12,437,057**	**15,244,386**	**127%**	**182%**	**2,644,547**	**6,880,879**	**-16%**	**3,044,154**
TOTAL FINANCE, INSURANCE AND REAL ESTATE	**347,916**	**842,938**	**52%**	**139%**	**-317,782**	**236,685**	**67%**	**697,725**
HOTELS, MOTELS	1,031,792	1,561,663	217%	342%	556,301	1,105,614	**4%**	298,529
PERSONAL SERVICES	527,740	349,407	163%	84%	203,718	-67,286	**-54%**	-362,842
MISC BUSINESS SERVICES	185,862	3,539,034	15%	261%	-1,031,130	2,184,951	**1212%**	3,680,921
AUTO RENTAL, REPAIR	146,617	66,907	34%	14%	-281,020	-410,669	**-69%**	-2,964
MISC REPAIR SERVICES	202,791	173,328	123%	108%	38,396	12,462	**-41%**	-43,244
MOTION PICTURES	0	54,386	0%	105%	-54,727	2,834		82,232
PHSYCIANS, DENTISTS	1,133,775	1,495,120	133%	189%	279,025	705,165	**-9%**	300,353
HOSPITALS AND OTHER HEALTH SERVICES	0	0	0%	0%	-552,767	-632,258		169,700
LEGAL SERVICES	359,127	0	75%	0%	-119,713	-440,656	**-100%**	-266,975
MISC SERVICES	244,732	2,942,341	21%	95%	-896,040	-140,734	**729%**	1,159,246
ENGINEERING AND ARCHITECTURAL	0	0	0%	0%	-363,183	-353,468		173,440
TOTAL SERVICES	**4,690,936**	**10,679,169**	**62%**	**115%**	**-2,894,514**	**1,355,623**	**57%**	**5,555,003**
TOTAL TAXABLE GROSS RECIEPTS	**22,745,988**	**34,069,116**	**114%**	**126%**	**2,803,587**	**7,040,241**	**3%**	**2,972,778**

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

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



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

CLAYTON: TAXABLE GROSS RECEIPTS AND PULL FACTORS

Union County	TAXABLE GROSS RECEIPTS ($)		PULL FACTOR		NET GAIN/LOSS ($)		CHANGE (1989-2002)	
TOTAL TAXABLE GROSS RECEIPTS	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss
TOTAL AGRICULTURE	**981,322**	**2,734,074**	**636%**	**2839%**	**826,935**	**2,637,782**	**92%**	**1,438,060**
MINING	**741,073**	**285,331**	**43%**	**20%**	**-970,993**	**-1,142,981**	**-73%**	**265,742**
CONTRACT CONSTRUCTION	**4,594,204**	**6,744,803**	**98%**	**142%**	**-94,486**	**2,004,522**	**1%**	**2,141,602**
MANUFACTURING	**1,181,126**	**774,732**	**95%**	**62%**	**-61,520**	**-468,741**	**-55%**	**-379,488**
TRANSPORT, COMMUN, UTILITIES	**23,010,614**	**22,200,129**	**541%**	**653%**	**18,758,636**	**18,800,121**	**-34%**	**-8,415,029**
WHOLESALE TRADE	**732,053**	**639,991**	**29%**	**26%**	**-1,758,491**	**-1,836,897**	**-40%**	**714,332**
BUILDING MATERIALS	49,771	383,070	10%	155%	-435,323	135,813	**431%**	767,383
HARDWARE STORES	0	0	0%	0%	-139,686	-97,776		104,881
FARM EQUIPMENT DEALERS	0	0	0%	0%	-48,514	-45,188		25,196
GENERAL MERCHANDISE EXCEPT DEPT	1,025,660	1,483,703	261%	306%	632,558	999,039	**0%**	81,320
DEPT STORES	0	0	0%	0%	-5,664,945	-1,033,620		7,185,119
RETAIL FOOD STORES	4,706,504	5,782,302	156%	214%	1,683,212	3,080,459	**-15%**	638,444
MOTOR VEHICLE DEALERS	0	0	0%	0%	-297,137	-331,769		99,319
GASOLINE SERVICE STATIONS	842,869	869,293	297%	309%	559,242	587,604	**-29%**	-223,748
MISC VEHICLE AND AUTO ACCESSORY	248,826	0	49%	0%	-263,975	-481,219	**-100%**	-98,242
APPAREL AND ACCESSORY STORES	366,399	58,896	43%	8%	-492,040	-639,069	**-89%**	74,785
FURNITURE, HOME FURNISH	340,004	0	53%	0%	-302,358	-474,087	**-100%**	-35,424
EATING AND DRINKING	1,826,096	2,963,746	88%	130%	-244,133	677,776	**12%**	1,031,966
LIQUOR DISPENSORS	390,873	157,846	60%	57%	-261,941	-117,527	**-72%**	262,498
DRUG AND PROPRIETARY STORES	617,543	0	93%	0%	-45,445	-330,679	**-100%**	-264,747
MISC RETAILERS	2,670,373	3,891,582	79%	87%	-704,945	-603,237	**0%**	419,501
TOTAL RETAIL TRADE	**14,735,787**	**18,047,334**	**88%**	**125%**	**-1,950,605**	**3,576,733**	**-16%**	**6,406,684**
TOTAL FINANCE, INSURANCE AND REAL ESTATE	**363,268**	**1,044,395**	**32%**	**100%**	**-771,078**	**-4,548**	**98%**	**1,114,137**
HOTELS, MOTELS	1,077,294	1,572,497	133%	199%	267,060	783,438	**1%**	395,986
PERSONAL SERVICES	527,740	355,924	96%	49%	-24,392	-365,042	**-54%**	-329,654
MISC BUSINESS SERVICES	236,797	4,260,590	11%	182%	-1,836,952	1,917,745	**1140%**	4,582,807
AUTO RENTAL, REPAIR	363,591	349,719	50%	42%	-365,100	-476,587	**-34%**	53,102
MISC REPAIR SERVICES	688,685	369,582	246%	133%	408,557	91,250	**-63%**	-501,487
MOTION PICTURES	17,796	0	19%	0%	-75,458	-89,195	**-100%**	20,280
PHSYCIANS, DENTISTS	1,133,775	1,495,120	78%	109%	-322,715	128,334	**-9%**	596,531
HOSPITALS AND OTHER HEALTH SERVICES	0	0	0%	0%	-941,913	-1,093,937		272,596
LEGAL SERVICES	359,127	0	44%	0%	-456,815	-762,427	**-100%**	-99,677
MISC SERVICES	484,243	4,287,889	25%	80%	-1,459,627	-1,046,471	**510%**	1,071,166
ENGINEERING AND ARCHITECTURAL	0	0	0%	0%	-618,862	-611,574		286,275
TOTAL SERVICES	**5,723,248**	**13,176,771**	**44%**	**82%**	**-7,202,325**	**-2,954,897**	**59%**	**7,494,282**
TOTAL TAXABLE GROSS RECIEPTS	**55,213,549**	**65,794,868**	**162%**	**141%**	**21,231,790**	**19,029,308**	**-18%**	**-11,773,910**

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)		
TOTAL TAXABLE GROSS RECEIPTS	1989	2002	1989	2002	1,989	2,002	TGR Real	Real Gain/Loss	Pull Factor
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 RECIEPTS	**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: CLAYTON EMPLOYMENT, BY INDUSTRY, IN RELATION TO UNION COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; UNION COUNTY INDUSTRIES IN RELATION TO NEW MEXICO

	Clayton			Union County	NE Counties
Base Geography	**Union 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	0.73	2.40	4.67	6.41	1.94
Agriculture; forestry; fishing and hunting	0.72	2.55	8.24	11.39	3.23
Mining	0.80	1.31	0.65	0.81	0.50
Construction	1.13	0.86	0.94	0.84	1.10
Manufacturing	0.81	0.57	0.28	0.35	0.49
Wholesale trade	0.69	0.83	0.48	0.70	0.58
Retail trade	1.22	1.28	1.23	1.00	0.96
Transportation and warehousing; and utilities	1.00	1.79	1.66	1.66	0.93
Transportation and warehousing	0.89	1.83	1.61	1.81	0.88
Utilities	1.48	1.70	1.81	1.23	1.06
Information	1.04	1.37	0.79	0.76	0.58
Finance; insurance; real estate and rental and leasing	1.26	0.57	0.42	0.33	0.72
Finance and insurance	1.21	0.93	0.55	0.46	0.60
Real estate and rental and leasing	1.65	0.19	0.17	0.11	0.94
Professional; scientific; management; administrative; and waste management services	0.47	0.17	0.09	0.20	0.53
Professional; scientific; and technical services	0.57	0.28	0.14	0.25	0.49
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00
Administrative and support and waste management services	0.00	0.00	0.00	0.10	0.61
Educational; health and social services	1.10	0.79	1.01	0.92	1.27
Educational services	0.99	0.80	1.02	1.03	1.28
Health care and social assistance	1.25	0.79	1.00	0.80	1.27
Arts; entertainment; recreation; accommodation and food services	1.11	0.89	0.97	0.88	1.09
Arts; entertainment; and recreation	0.37	0.36	0.30	0.81	0.82
Accommodation and food services	1.31	1.01	1.18	0.90	1.17
Other services (except public administration)	1.25	0.92	0.84	0.67	0.91
Public administration	1.18	0.76	0.89	0.75	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: CLAYTON EMPLOYMENT, BY OCCUPATION, IN RELATION TO UNION COUNTY, THE NE COUNTY REGION, AND NEW MEXICO; UNION COUNTY INDUSTRIES IN RELATION TO NM

	Clayton			Union County	NE Counties
Base Geography	County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Management; professional; and related occupations	0.83	0.83	0.79	0.95	0.95
Management; business; and financial operations occupations	0.71	1.05	1.07	1.51	1.02
Management occupations; except farmers and farm managers	1.03	0.90	0.80	0.78	0.89
Farmers and farm managers	0.49	1.88	7.58	15.61	4.04
Business and financial operations occupations	1.26	0.54	0.38	0.30	0.71
Business operations specialists	1.65	0.81	0.55	0.33	0.68
Financial specialists	0.83	0.31	0.23	0.28	0.75
Professional and related occupations	0.98	0.69	0.63	0.64	0.91
Computer and mathematical occupations		0.00	0.00	0.00	0.25
Architecture and engineering occupations	1.65	0.28	0.13	0.08	0.46
Architects; surveyors; cartographers; and engineers	1.65	0.77	0.20	0.12	0.26
Drafters; engineering; and mapping technicians		0.00	0.00	0.00	0.84
Life; physical; and social science occupations	0.00	0.00	0.00	0.36	0.54
Community and social services occupations	1.30	0.44	0.59	0.45	1.34
Legal occupations	0.00	0.00	0.00	0.85	0.74
Education; training; and library occupations	1.08	1.10	1.36	1.26	1.24
Arts; design; entertainment; sports; and media occupations	0.41	0.18	0.13	0.31	0.71
Healthcare practitioners and technical occupations	1.17	0.63	0.66	0.57	1.04
Health diagnosing and treating practitioners and technical occupations	1.04	0.74	0.66	0.63	0.89
Health technologists and technicians	1.65	0.48	0.68	0.41	1.43
Service occupations	1.20	0.95	1.15	0.96	1.21
Healthcare support occupations	1.31	1.29	1.62	1.24	1.25
Protective service occupations	1.28	0.93	1.31	1.02	1.41
Fire fighting; prevention; and law enforcement workers; including supervisors	1.21	0.99	1.80	1.48	1.82
Other protective service workers; including supervisors	1.65	0.78	0.65	0.39	0.84
Food preparation and serving related occupations	1.37	1.25	1.33	0.97	1.07
Building and grounds cleaning and maintenance occupations	0.88	0.49	0.72	0.81	1.45
Personal care and service occupations	1.03	0.95	0.92	0.89	0.97
Sales and office occupations	1.23	1.10	0.99	0.81	0.90
Sales and related occupations	1.27	1.14	0.96	0.75	0.84
Office and administrative support occupations	1.20	1.06	1.01	0.85	0.95
Farming; fishing; and forestry occupations	0.79	2.78	7.89	10.03	2.84
Construction; extraction; and maintenance occupations	1.16	0.90	0.98	0.84	1.08
Construction and extraction occupations	1.10	0.74	0.86	0.78	1.16
Supervisors; construction and extraction workers	0.43	0.26	0.43	1.00	1.67
Construction trades workers	1.23	0.84	0.95	0.77	1.13
Extraction workers	1.65	1.66	0.73	0.44	0.44
Installation; maintenance; and repair occupations	1.24	1.23	1.17	0.94	0.95
Production; transportation; and material moving occupations	0.84	1.05	0.86	1.02	0.82
Production occupations	0.79	0.50	0.37	0.47	0.74
Transportation and material moving occupations	0.86	1.48	1.32	1.54	0.89
Supervisors; transportation and material moving workers		0.00	0.00	0.00	1.56
Aircraft and traffic control occupations		0.00	0.00	0.00	0.17
Motor vehicle operators	0.94	2.09	1.85	1.98	0.89
Rail; water and other transportation occupations	0.89	2.81	3.71	4.17	1.32
Material moving workers	0.43	0.34	0.28	0.65	0.82

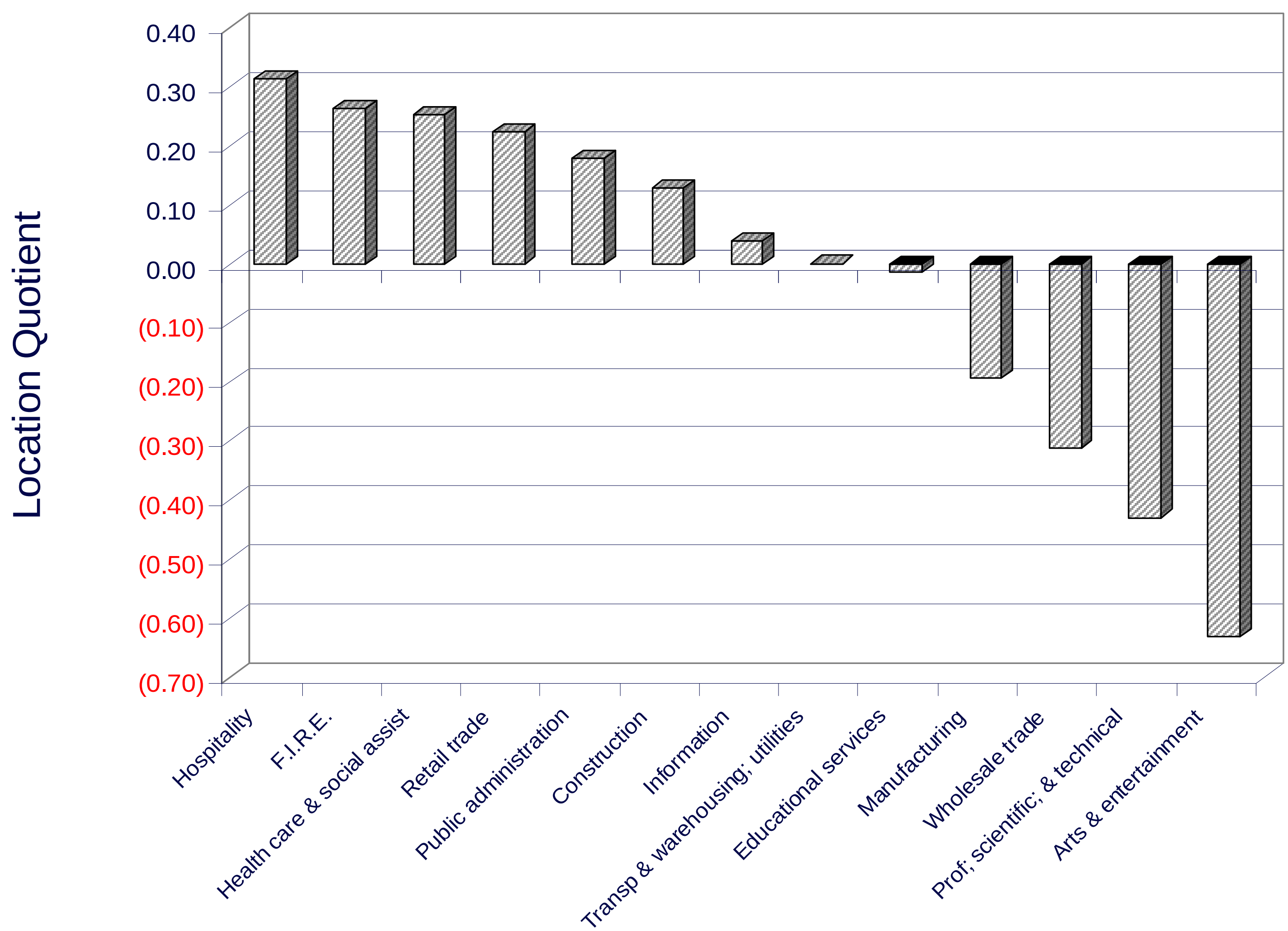
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P50. SEX BY OCCUPATION FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [95] - Universe: Employed civilian population 16 years and over.

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

	Clayton			Union County	NE Counties
Base Geography	County	NE Co's	NM	NM	NM
Total	1.00	1.00	1.00	1.00	1.00
Private for-profit wage and salary workers	1.02	1.02	0.99	0.99	0.98
Employee of private company	0.71	0.68	1.15	1.15	1.26
Self-employed in own incorporated business	0.88	0.69	1.53	1.53	1.14
Private not-for-profit wage and salary workers	1.32	0.97	2.60	2.60	1.38
Local government workers	1.03	0.60	3.29	3.29	2.81
State government workers	0.91	0.98	1.35	1.35	0.71
Federal government workers	0.66	0.93	2.56	2.56	1.72
Self-employed workers in own not incorporated business	0.89	0.83	3.65	3.65	2.68
Unpaid family workers	0.71	2.06	7.49	7.49	1.83

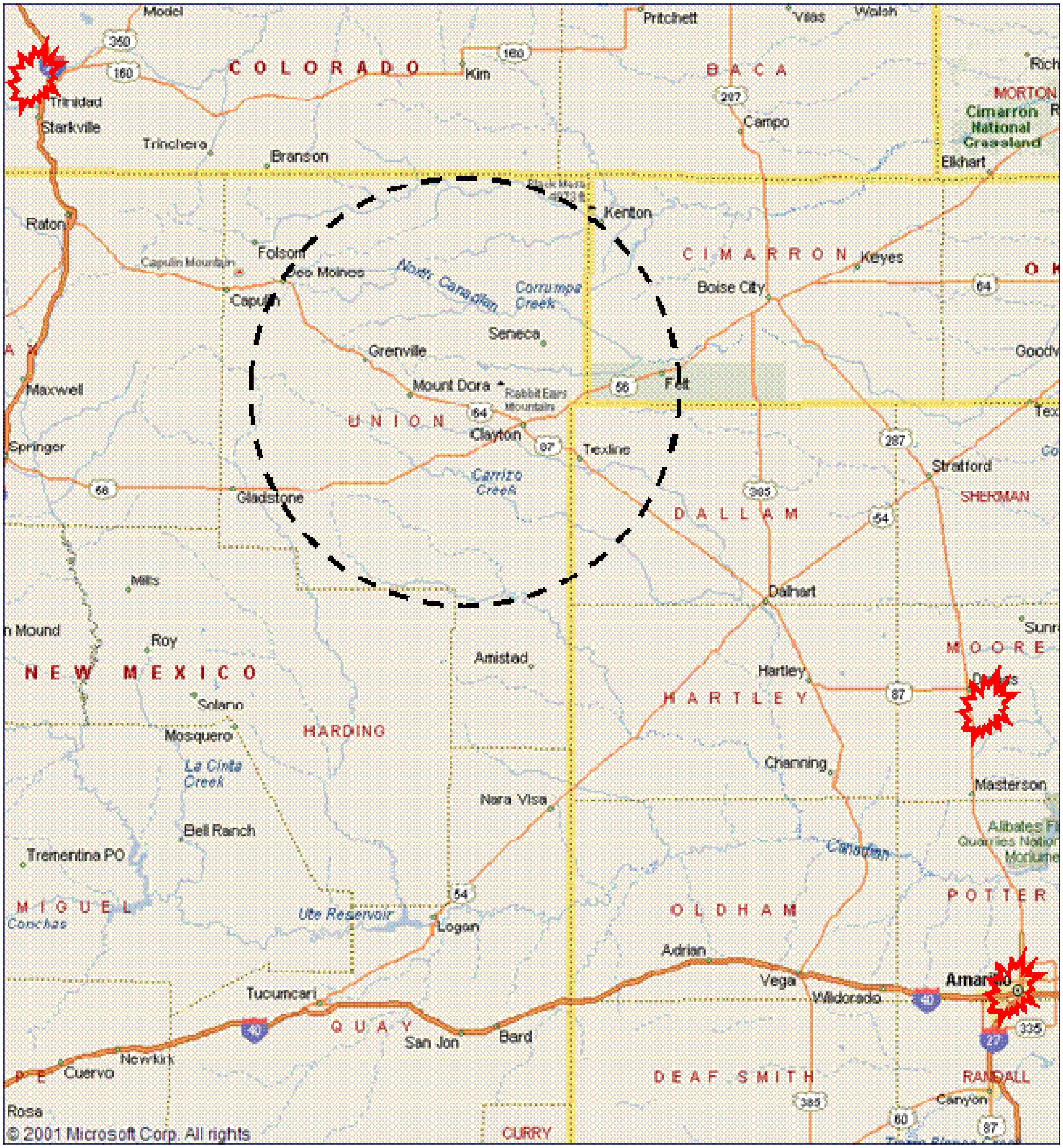
Source: Census 2000 Summary File 3 (SF 3) - Sample Data; P51. SEX BY INDUSTRY BY CLASS OF WORKER FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER [65] - Universe: Employed civilian population 16 years and over.

CLAYTON EMPLOYMENT LOCATION QUOTIENTS, BY INDUSTRY, 2004



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

CLAYTON, NEW MEXICO MARKET AREA



Walmart Supercenter

CLAYTON – 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 improement 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