

## ***TARGET RETAIL***

The retail trade sector is the nation's largest employer, with 15.3 million jobs in 2006. The sector is expected to add 1.6 million new jobs, reaching 16.7 million by 2014, and will continue to be the dominant source of employment and the largest source of employment growth.

Real output for retail trade is expected to grow at a rate of 4.6 percent annually, rising from \$1.1 trillion in 2004 to \$1.8 trillion in 2014.

Major retailers are continuously looking for new opportunities to relocate or expand to new markets. Competition, new product introductions, and evolving consumer demands force retailers to look for communities prepared to deliver market share and a growing consumer base.

Route 66 and the Interstate 40 corridor in eastern New Mexico present an ideal opportunity to capitalize on such growth. Tucumcari and Quay County, with new development at Ute Lake Ranch and a growing cluster of renewable energy industries are beginning to demonstrate a pattern of consistent growth and demand for retail and specialty services.

The communities of Tucumcari, San Jon, and Logan are prepared to meet the retail industry's needs. Their strategies include:

### 1. Defining what is wanted from retail?

Recruitment - jobs

Retention - jobs

Revitalization of targeted neighborhoods

    Main Street Boutiques and Interstate Big Boxes

Addressing pent-up demand for businesses which don't exist in the trade area –

    Clothiers / Groceries / Restaurants / Spas

Increasing the local Tax Base

### 2. Defining what retailers want?

Land

Streamlined development review process

Façade improvement grants and loans

Property tax rebates

Buildings

TIF

GRT rebates

Revolving Loan Funds

### 3. Organizing for Retail

Identify targets

Assembling the team

Creating the package

Developing incentives for anchor tenants

4. Establishing metrics for success: Jobs / Tax Base / Dollar value of exports

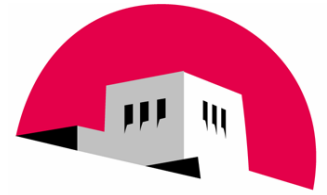
***Current Regional Demographics and Trade Area Characteristics***

***NMEP, the New Mexico Eastern Plains, includes the counties of Curry, De Baca, Guadalupe, Quay, and Roosevelt***

*(excerpted from “Tucumcari Mainstreet: Community Economic Assessment” by Dr. Jeffrey Mitchell, April 2007, UNM Bureau of Business and Economic Research)*

University of New Mexico  
Bureau of Business and Economic Research

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# TUCUMCARI MAINSTREET: COMMUNITY ECONOMIC ASSESSMENT

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# TUCUMCARI – COMMUNITY ECONOMIC ASSESSMENT

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

- a. Tucumcari has experienced a very sharp decline of its population, from 6,831 in 1990 to 6,026 in 2000 – a 12 percent decline. The population of nearly all age cohorts declined, but was greatest among young children and adults entering the workforce – the number of children 5 years and under fell by 40 percent (from 605 in 1990 to 362 in 2000); and adults aged 18 to 24 declined by 27 percent. Only older working adults, from 50 to 64 years old, did not decline in number. The implications for the workforce are significant: overall there was a decline in the workforce of 17 percent, from 2,933 in 1990 to 2,429 in 2000.
- b. The movement of the population out of Tucumcari did not significantly alter the town's racial and ethnic composition. The share of the population that is Hispanic increased slightly, from 49 to 52 percent.
- c. Changes in educational attainment track an interesting pattern in Tucumcari, generally revealing a polarization in the community. While on a statewide (and national) scale, the share of the adult population without a high school degree has fallen significantly and continuously, in Tucumcari no such improvement is evident. Assuming that school graduation rates in Tucumcari are similar to other communities in the state, the indication is that those with high school degrees were more likely to leave town for jobs elsewhere than were those without high school degrees. Yet, at the other end of the educational spectrum, the opposite is true. The number of adults in Tucumcari with a post-secondary degree increased, from 517 to 660, despite the overall decline in the population. Overall, this pattern would suggest that Tucumcari has retained a number of jobs requiring higher education, but has otherwise lost many good paying jobs.

## 2. Income<sup>2</sup>

- a. Average per capita incomes in Tucumcari, adjusted for price inflation, increased by 25 percent between 1990 and 2000, well above the 15 percent increase in both the New Mexico Eastern Plains (NMEP) region and the state of New Mexico over the same

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

<sup>2</sup> See Table 1 in the appendix.

period.<sup>3</sup> The increase pushed average incomes in Tucumcari above the regional average, though they remain about 15 percent below the state average. However, a review of median household incomes – half of the households earn more and half earn less – suggests that rising incomes was not equally shared. Over the ten year period the median household income fell slightly, indicating that the average income was driven up by gains at the top. This is evidence of a widening disparity in the fortunes of the top and bottom segments of Tucumcari's population.

- b. Information on the sources of incomes reflects the previously discussed demographic patterns – specifically the loss of laborers and the increasing presence of seniors in Tucumcari. Between 1990 and 2000, the share of households receiving earnings from wages, salaries, and profits from proprietary businesses fell, while the share receiving social security and retirement incomes increased. The share of households receiving public assistance fell sharply, from 15 percent in 1990 to 6 percent in 2000; this is more a reflection of changes in national policy than the particular fortunes of Tucumcari<sup>4</sup>.
- c. Poverty remains a pressing problem in Tucumcari, although the conditions improved somewhat between 1990 and as the result of the recovery of the national economy during the 1990s. As of 2000, nearly one in four in Tucumcari lived below the poverty line, significantly above the state rate of 18.4 percent and the NMEP regional rate of 20.2 percent.

**3. Economy<sup>5</sup>:** Tucumcari's economy has been in steady decline for years; development initiatives have brought some stability, but new sources of revenues are needed to provide the community with jobs and funds for public finances.

- a. Trade area: Tucumcari is located along I-40, about 115 miles west of Amarillo, Texas and 175 miles east of Albuquerque. The town of Logan, neighboring the site of the Ute Lake Ranch development, is about 25 miles to the northeast. Tucumcari's trade area has two principal elements: the population of the town itself and passengers traveling along I-40. Given the decline of Tucumcari's population, the best opportunity to expand markets is to engage highway

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

<sup>4</sup> The number of households receiving public assistance fell in all parts of the U.S. following the 1996 implementation of welfare reform.

<sup>5</sup> Tables and figures to correspond to this section can be found in the appendix. See tables 3 and 4 and figures 1 and 2 for Tucumcari's regional and local trade area data; see tables 5-7 and figure 3 for gross receipts data; see tables 8-10 and figure 4 for location quotient data.

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passengers in activities beyond those commonly associated with the highway traffic (i.e. accommodations, food services, automotive repair). Additionally, the Ute Lake Ranch development will add a small but affluent market within a half hour drive from Tucumcari.

- b. Strengths: The town's location along I-40 and its serving as Quay County's seat are Tucumcari's principal economic assets. The retooling of the ethanol plant will contribute a much needed boost to the local economy.
  - i. Highway-oriented industries provide Tucumcari with its principal source of gross receipts. Accommodations in Tucumcari have a pull factor of 543 percent, generating a surplus of more than \$5.3 million (2005); eating & drinking establishments are 160 percent, with \$2.9 million in surplus; gasoline stations have a pull factor of 300 percent.<sup>6,7</sup> The comparatively low value for eating establishments offers one opportunity for improvement – the disparity indicates that many are spending the night in Tucumcari's hotels and motels but are not eating locally.
  - ii. Tucumcari's construction sector generates about \$14 million in receipts, with a pull factor of slightly over 100 percent. Relative to smaller communities in New Mexico, a positive balance is favorable, as larger communities tend to disproportionately attract these activities. Development at Ute Lake Ranch and continuing work on the SOZO Energy ethanol plant likely support this construction activity.
  - iii. Tucumcari's relative isolation along I-40 (more than 1½ hours to a larger community) works to the town's advantage in the retail sector. For most inexpensive and frequently purchased items, the distance encourages residents to shop locally. Proximity to the interstate also attracts some travelers to the same markets. For larger purchases, residents are likely to shop in larger markets, such as Amarillo or Clovis. On balance, the pull factor for the retail sector is a neutral 100 percent.

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<sup>6</sup> A 'pull factor' measures the capacity of an industry to generate revenues and economic growth. A local industry that generates gross receipts proportionate to the state average (corrected for personal income) has a pull factor of 100 percent; values above 100 percent reflect the capacity of the sector to draw new revenues into the economy and values below 100 percent reflect a loss (or 'leakage') of revenues. In theory, local economic growth is, in part, a function of the capacity of a community to generate a surplus of revenues.

<sup>7</sup> Because gasoline sales are subject to taxes independent of standard gross receipt taxes, gasoline sales are not included in these data. However, gasoline stations do appear insofar as they register other non-gasoline sales. It is reasonable to assume that these other sales are indicative of gasoline sales as a whole – thus the pull factor for gasoline stations is a useful proxy for gasoline sales, though the net gain/loss captures only a portion of the total.

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- iv. Tucumcari is also the seat of Quay County, providing a very stable base of employment and incomes in public administration. This is very important because public sector employment tends to be much less volatile than other economic sectors. As public sector activity, county administration is not evident in gross receipts data.
  - c. Weaknesses: Historical analysis of gross receipts data suggests that Tucumcari has slowly lost market share in the I-40 business, although the greatest loss – construction – is unavoidable. The renovation and expansion of Love’s Truck Stop and the construction of the Flying J Truck Stop will help to reverse negative trends in the highway sector, generating gross receipts for the town and some wages for local workers.
    - i. The single greatest challenge facing Tucumcari (and indeed most small towns in the eastern part of New Mexico) is the decline in labor force. The sharp decline among children indicates the particular difficulties that Tucumcari faces in the coming years. To be sure, this represents a ‘chicken-and-egg’ dynamic – jobs are needed to retain the working population and particularly families, but a strong workforce is likewise needed to attract employers.
    - ii. Related to population loss is the persistence of poverty. Review of the data suggests that average incomes have improved, but the gains have been concentrated among the top tier of the community. Those at the median level, and, worse, at the lowest tiers, have not benefited from the improvement.
- 4. Main Street<sup>8</sup>:** Tucumcari’s MainStreet district is adjacent to the railroad station, capitalizing on the community’s distinguishing history. The MainStreet district encompasses much of the downtown area and includes many of the town’s business establishments, as well as most of the original buildings. The MainStreet business establishments are relatively diverse.
- a. The MainStreet district is the location of 72 businesses (29 percent of Tucumcari’s total) and 444 jobs (about 21 percent of Tucumcari’s total employment). On average, wages paid by MainStreet businesses are higher than those paid by other businesses in Tucumcari.
  - b. Public administration and healthcare & social assistance employers in the MainStreet district together account for 26 of 72 business establishments and 193 of the 444 jobs in the area. Wages in these

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<sup>8</sup> See tables 11-13 and figures 5 and 6 in the appendix for MainStreet data.

sectors are comparable with those of other businesses, both in the MainStreet district and in other parts of town. These two sectors serve as ‘anchors’ to the district, creating opportunities for related businesses. Also in the area is a mixture of financial, professional, administrative services, and a couple of small restaurants that serve downtown employees.

- c. Retail and arts & entertainment are under-represented in the MainStreet district, with only 7 business and 33 employees (in 2005). Expansion of these sectors would be essential to the role of MainStreet in strengthening and diversifying Tukumcari’s economy.
- d. Table 4 provides detailed demographic information for the downtown residential community<sup>9</sup>. The data does not correspond narrowly to the MainStreet area, but the first column does cover the downtown area within a one minute drive to the center of the MainStreet district, with about a ½ mile radius. A map of the area is shown in figure 2.
- e. The downtown area has limited residential development – only about 700 persons or about 12 percent of the town’s population lives downtown. On average, incomes of this residential community are below those of other parts of the town; however, again on average, downtown households have more sources of income and, thus, total household incomes are slightly higher. In general, downtown homeowners have resided in the community for a longer period of time, and as a result their equity and net worth tends to be slightly higher than homeowners in other parts of town.
- f. Total estimated retail of downtown residents is about \$4 million per year. This community spends about \$1 million per year on restaurants (‘food away from home’) and entertainment & recreation. Housing, transportation, and groceries (‘food at home’), are the largest categories of spending.

## 5. Opportunities and Challenges:

- a. The challenge facing Tukumcari is to identify new sources of revenue and income in order to create jobs and reverse the out-migration of the population. The community must continue to work on many levels to confront this challenge – attracting large employers such as the ethanol plant, perhaps coupling it with other alternative energy initiatives such as the wind generating plant in Santa Rosa; capturing more revenues from the highway market; creating unique attractions to draw destination visitors; and working

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<sup>9</sup> The final two pages of Table 4 provide detailed data on consumer expenditures, which are discussed below.

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locally to retain more of its own income within the local community. No single strategy is likely to be effective by itself.

- b. The highway remains Tucumcari's principal market available for short-term growth. As in so many other interstate communities, the challenge lies in linking the highway exits and services with amenities available in the town center. MainStreet has a significant role to play in this regard. The disparity between the high values for accommodations and comparatively low values for restaurant, for example, suggest the possibility of developing restaurants and other amenities downtown that may be attractive to highway travelers. The existence of a reasonably strong 9-to-5 downtown employment center can help to reduce the risks associated with such development – businesses can appeal to various markets.
- c. The Tucumcari railroad station is the center of the historical downtown and a defining characteristic of the community. Rehabilitation will be costly and involve some short-term disruption, but it could serve as a cornerstone for the development of a downtown arts and cultural district. This could help to attract highway visitors downtown and encourage Tucumcari residents to spend their entertainment dollars locally. Perhaps most importantly, the development of a more lively downtown could help Tucumcari retain its much valued younger population, particularly younger families.

## EXPLANATION OF TABLES

### **Selected Demographic, Economic, and Housing Characteristics**

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

Data is provided for your community, county, and the state of New Mexico for the years 1990 and 2000. For the city and county, values are given in absolute terms and in percentages. For comparison, data is also provided for the county, region, and the state of New Mexico.

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

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

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

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

There are several problems associated with gross receipts data.

- The data does not account for the value of the products sold. Rather data is categorized according to the type of business, i.e., sales of food from gasoline convenience stores are included in gasoline stations; groceries sold at Wal-Mart are included in Miscellaneous Retailers.
- Businesses are self-classified, and sometimes inaccurately so.
- Not all products are taxable as gross receipts in New Mexico; a notable example is gasoline. 2005 data includes both taxable gross receipts and deductions associated with food and medical spending.

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

pull factor of 100%). As with all 1989 gross receipts data, it is presented in terms of 2002 dollars.

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

### **Businesses by Industry, in MainStreet Service Area, 1995 and 2004**

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

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

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

### **Location Quotients**

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

A location quotient indicates the relative concentration of employment by industry, occupation, and type of business ownership in a given community, county, or region. The measures are relative to that of a ‘base geography’. A location quotient is calculated as the ratio of local employment in a given industry, occupation, or ownership type to total employment, in relation to the same ratio for the base geography. Thus, a value of 1.00 indicates that employment for a given industry, occupation, or type of business ownership compared to total employment in the economy is in exact proportion to that of the base geography. Values greater than 1.00 indicate that the industry, occupation, or ownership is more than proportionate to that of the base geography; a value less than 1.00 indicates the opposite. The location quotient can be used to indicate the structure or ‘role’ of a local economy within its larger geography. This applies equally to the role of a town’s economy within the county, region, or state; a county’s economy within the state; or a region’s (multiple counties) economy within the state. As with pull factors, a location quotient helps to define

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the relative strengths and weaknesses of a local economy, measured in this case in terms of industrial, occupational, and ownership structures. Again, as with pull factors, this information can lead to policies that aim to strengthen weaknesses or exploit strengths; the decision is again one of practicality and strategy rather than theory.

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

### **Trade Area**

Sources: New Mexico Department of Labor, ES-202 (Covered Employment Statistics), 2005; Bureau of Labor Statistics, Product Line Data, calculations by UNM-BBER; ESRI® ArcGIS 9.0 Business Analyst; ESRI® StreetMap™ USA. ESRI data sources include: Bureau of Labor Statistics, Consumer Expenditure Surveys (CEX), 2001, 2002, and 2003; U.S. Bureau of the Census, Population Division. (“ESRI® Demographic Update Methodology 2006/2011, An ESRI® White Paper,” Redlands, CA, June 2006.)

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

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

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

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demographic, income, and expenditure data and projections utilized by ESRI® are derived from the U.S. Census Bureau and the Bureau of Labor Statistics' Consumer Expenditure Surveys.

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

**APPENDIX: TABLES AND FIGURES**

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

	TUCUMCARI			QUAY COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000	Change (%)	2000	2000	2000
<b>POPULATION</b>						
Total Population	6,831	6,026	-12%	10,155	80,137	1,819,046
Urban	100%	97%		58%	73%	75%
Rural	0%	3%		42%	27%	25%
Households	2,798	2,481	-11%	4,208	30,236	678,032
Household Size (Average)	2.40	2.37	-1%	2.37	2.56	2.63
<b>AGE</b>						
Under 5 yrs	7%	6%		6%	7%	7%
5 to 17 y/o	20%	20%		19%	21%	21%
18 to 64 y/o	56%	56%		56%	58%	60%
65 yrs and over	16%	17%		19%	13%	12%
<b>RACE &amp; ETHNICITY<sup>1</sup></b>						
White, non-Hispanic		45%		59%	57%	45%
Black or African American, non-Hispanic		1%		1%	4%	2%
Native American, non-Hispanic		0%		1%	1%	9%
Hispanic or Latino (of any race)	49%	52%		38%	35%	42%
Speak Spanish, linguistically isolated <sup>2,4</sup>	5%	2%		1%	2%	2%
Speak other than Spanish, linguistically isolated <sup>2,4</sup>	0%	0%		0%	0%	1%
<b>EDUCATIONAL ATTAINMENT</b>						
Population 25 yrs or older	4,396	4,035	-8%	6,970	48,301	1,134,801
Less than high school graduate <sup>3</sup>	32%	31%		26%	24%	21%
High school graduate; and some college <sup>3</sup>	56%	53%		57%	54%	49%
Associate, bachelor's, or graduate degree <sup>3</sup>	12%	16%		17%	23%	29%
<b>MIGRATION</b>						
Moved since 1985/1995 <sup>2</sup>	2,809	1,984	-29%	3,492	35,091	731,488
Moved to new house in county since 1985/1995 <sup>2</sup>	26%	20%		20%	24%	24%
Moved into county since 1985/1995 <sup>2</sup>	18%	15%		17%	24%	20%
<b>TRAVEL TO WORK</b>						
Less than 15 minutes	79%	83%		71%	65%	40%
15-29 minutes	13%	15%		22%	29%	48%
More than 30 minutes	9%	2%		7%	7%	13%

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

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

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

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

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

	TUCUMCARI		Change (%)	QUAY COUNTY	EASTERN PLAINS	NEW MEXICO
	1990	2000		2000	2000	2000
<b>HOUSEHOLD INCOME &amp; POVERTY</b>						
Real per capita income (1999 dollars)	11,873	14,786	25%	14,938	14,591	17,261
Median household income (1999 dollars)	22,880	22,560	-1%	24,894	na	34,133
Households with earnings	69%	68%		69%	77%	80%
Households with social security income	33%	38%		40%	29%	25%
Households: with interest; dividends; or rental income	30%	27%		29%	25%	30%
Households with public assistance income	15%	6%		4%	5%	5%
Households with retirement income	15%	16%		17%	16%	17%
Persons below the poverty line	1,924	1,452	-25%	2,073	15,613	328,933
Poverty rate	28.6%	24.8%		20.9%	36.4%	18.4%
<b>LABOR CHARACTERISTICS</b>						
In labor force (population 16 yrs and over)	2,933	2,429	-17%	4,278	35,915	834,632
Unemployment rate	10.1%	7.0%		5.2%	6.4%	7.2%
<b>HOUSING CHARACTERISTICS</b>						
Total housing units (#)	3,164	3,026	-4%	5,664	36,089	780,579
Home ownership (%)	63%	61%			60%	68%
Owner-occupied housing units	1,828	1,557	-15%	2,963	19,028	474,435
Vacancy rate (for sale)		3.4%		4.4%	4.5%	2.5%
Renter-occupied housing units	867	901	4%	1,238	11,155	203,536
Vacancy Rate (for rent)		21.4%		18.8%	11.5%	11.6%
Median age of housing structures	30	41		35	na	23
<b>HOUSING AFFORDABILITY</b>						
Median value of owner-occupied housing (1999 dollars)	50,984	45,800	-10%	52,700	na	94,600
Median costs of homeownership (% of income)	20.7%	19.4%		21.4%	na	22.2%
Median rent (1999 dollars)	347	294	-15%	311	na	503
Median cost of rental housing (% household income)	26.2%	24.5%		23.4%	na	26.6%

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

TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS – LOGAN**

	LOGAN			QUAY COUNTY	EASTERN PLAINS
	1990	2000	Change (%)	2000	2000
<b>POPULATION</b>					
Total Population	856	1,065	24%	10,155	80,137
Urban	0%	0%		58%	73%
Rural	100%	100%		42%	27%
Households	348	459	32%	4,208	30,236
Household Size (Average)	2.46	2.32	-6%	2.37	2.56
<b>AGE</b>					
Under 5 yrs	5%	4%		6%	7%
5 to 17 y/o	17%	19%		19%	21%
18 to 64 y/o	54%	49%		56%	58%
65 yrs and over	24%	27%		19%	13%
<b>RACE &amp; ETHNICITY<sup>1</sup></b>					
White, non-Hispanic		77%		59%	57%
Black or African American, non-Hispanic		0%		1%	4%
Native American, non-Hispanic		0%		1%	1%
Hispanic or Latino (of any race)	20%	22%		38%	35%
Speak Spanish, linguistically isolated <sup>2,4</sup>	0%	1%		1%	2%
Speak other than Spanish, linguistically isolated <sup>2,4</sup>	0%	0%		0%	0%
<b>EDUCATIONAL ATTAINMENT</b>					
Population 25 yrs or older	616	754	22%	6,970	48,301
Less than high school graduate <sup>3</sup>	33%	24%		26%	24%
High school graduate; and some college <sup>3</sup>	60%	63%		57%	54%
Associate, bachelor's, or graduate degree <sup>3</sup>	8%	13%		17%	23%
<b>MIGRATION</b>					
Moved since 1985/1995 <sup>2</sup>	349	439	26%	3,492	35,091
Moved to new house in county since 1985/1995 <sup>2</sup>	17%	16%		20%	24%
Moved into county since 1985/1995 <sup>2</sup>	26%	28%		17%	24%
<b>TRAVEL TO WORK</b>					
Less than 15 minutes	54%	47%		71%	65%
15-29 minutes	6%	37%		22%	29%
More than 30 minutes	39%	16%		7%	7%

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

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

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

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

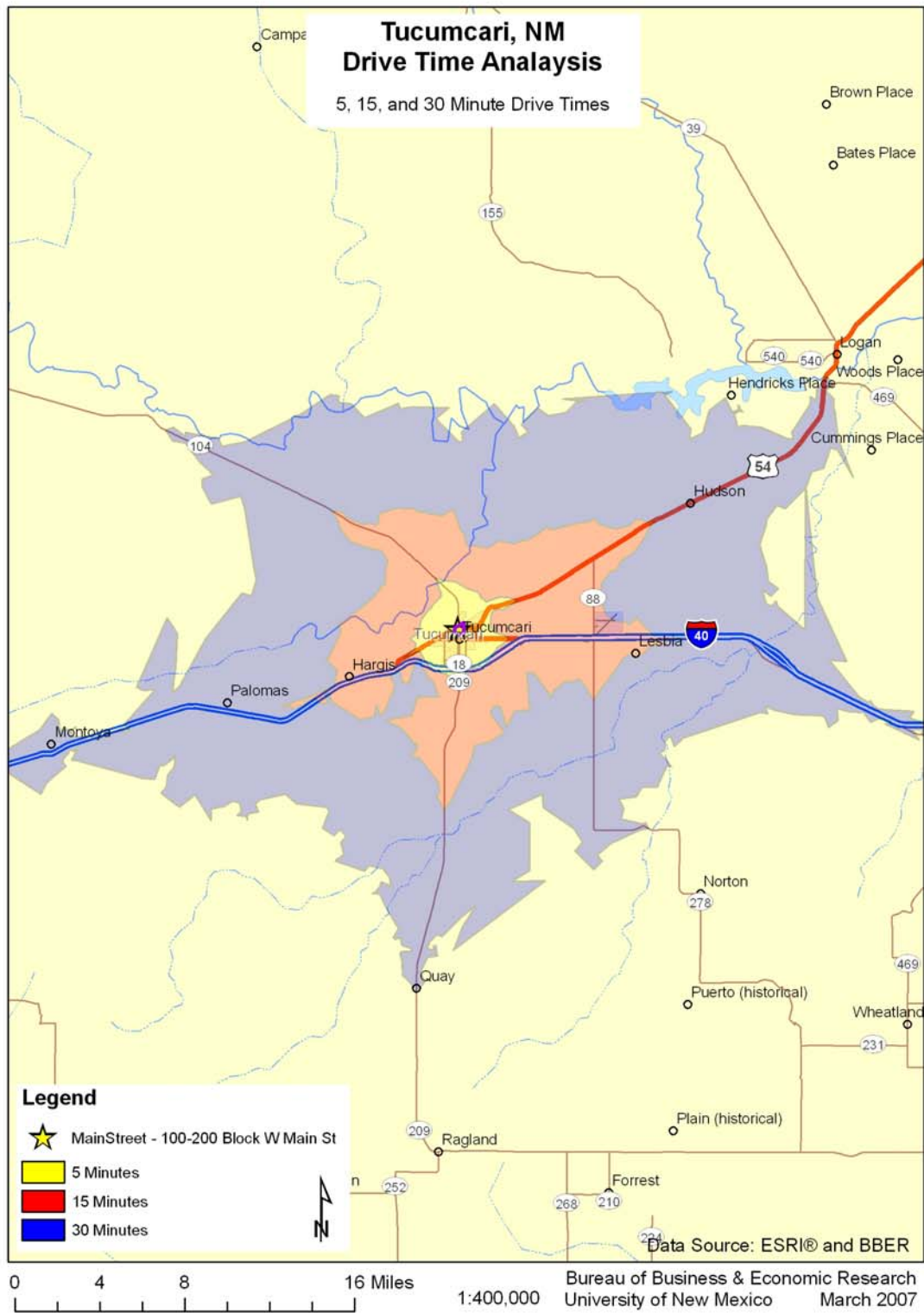
TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 2: SELECTED DEMOGRAPHIC, ECONOMIC, AND HOUSING CHARACTERISTICS – LOGAN, CONTINUED**

	LOGAN			QUAY COUNTY	EASTERN PLAINS
	1990	2000	Change (%)	2000	2000
<b>HOUSEHOLD INCOME &amp; POVERTY</b>					
Real per capita income (1999 dollars)	12,504	13,069	5%	14,938	14,591
Median household income (1999 dollars)	21,465	24,871	16%	24,894	na
Households with earnings	62%	60%		69%	77%
Households with social security income	45%	47%		40%	29%
Households: with interest; dividends; or rental income	28%	32%		29%	25%
Households with public assistance income	13%	3%		4%	5%
Households with retirement income	18%	22%		17%	16%
Persons below the poverty line	167	118	-29%	2,073	15,613
Poverty rate	19.5%	11.1%		20.9%	36.4%
<b>LABOR CHARACTERISTICS</b>					
In labor force (population 16 yrs and over)	350	399	14%	4,278	35,915
Unemployment rate	6.0%	6.5%		5.2%	6.4%
<b>HOUSING CHARACTERISTICS</b>					
Total housing units (#)	860	1,013	18%	5,664	36,089
Home ownership (%)	78%	80%			60%
Owner-occupied housing units	296	398	34%	2,963	19,028
Vacancy rate (for sale)		7.9%		4.4%	4.5%
Renter-occupied housing units	57	86	51%	1,238	11,155
Vacancy Rate (for rent)		7.5%		18.8%	11.5%
Median age of housing structures	15	22		35	na
<b>HOUSING AFFORDABILITY</b>					
Median value of owner-occupied housing (1999 dollars)	66,332	51,700	-22%	52,700	na
Median costs of homeownership (% of income)	20.5%	24.0%		21.4%	na
Median rent (1999 dollars)	387	397	3%	311	na
Median cost of rental housing (% household income)	35.1%	22.7%		23.4%	na

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

FIGURE 1: REGIONAL TRADE AREA



**TABLE 3: REGIONAL TRADE AREA**

**Tucumcari Regional Trade Area**

Center Point: 100 - 200 Block W Main St	Drive Time (Minutes)		
	0 - 5	0 - 15	0 - 30
<b>Population by Age (2006):</b>			
<b>Total</b>	5,708	6,504	7,151
0-4	373	412	439
5-9	316	353	375
10-14	361	411	456
15-19	404	452	494
20-29	724	812	876
30-39	606	675	727
40-49	779	901	999
50-64	1,133	1,320	1,481
65-85	854	988	1,106
85+	158	180	198
Median Age	40.9	41.6	42.2
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	-7.6%	-7.6%	-7.6%
0-4	-9%	-9%	-10%
5-9	-3%	-3%	-2%
10-14	-16%	-17%	-20%
15-19	-14%	-13%	-13%
20-29	-4%	-5%	-5%
30-39	-15%	-14%	-13%
40-49	-14%	-16%	-17%
50-64	-1%	-1%	0%
65-85	-5%	-4%	-3%
85+	9%	8%	7%
Median Age (2011 Projection)	42.1	42.9	43.7
<b>Households</b>			
Households	2,435	2,759	3,013
Family Households	1,537	1,772	1,955
Average Household Size	2.28	2.30	2.32
<b>Race</b>			
White	4,370	5,058	5,648
Black	66	76	77
American Indian, Eskimo, Aleut	82	88	94
Asian or Pacific Islander	84	90	91
Other	940	1,009	1,042
Two or More Races	166	182	196
Hispanic Origin	2,987	3,232	3,355
<b>Gender</b>			
Male	2,756	3,159	3,478
Female	2,953	3,345	3,671

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

Center Point: 100 - 200 Block W Main St	Drive Time (Minutes)		
	0 - 5	0 - 15	0 - 30
<b>Income</b>			
Median Household Income	\$25,510	\$26,570	\$27,273
Median Family Income	\$31,116	\$32,121	\$33,036
Median Disposable Income	\$21,923	\$22,987	\$23,819
Average Household Income	\$38,364	\$39,425	\$40,269
Average Family Income	\$45,845	\$46,720	\$47,604
Per Capita Income	\$16,728	\$17,083	\$17,381
<b>Households by Disposable Income (1)</b>			
< \$15,000	34.4%	33.0%	31.9%
\$15,000-\$24,999	20.0%	19.8%	19.7%
\$25,000-\$34,999	13.6%	14.3%	14.7%
\$35,000-\$49,999	13.7%	14.2%	14.6%
\$50,000-\$74,999	12.7%	12.8%	13.2%
\$75,000-\$99,999	2.7%	2.8%	2.9%
\$100,000-\$149,999	1.5%	1.6%	1.6%
\$150,000-\$199,999	0.5%	0.5%	0.6%
\$200,000+	0.8%	0.9%	0.9%
<b>Households by Net Worth</b>			
< \$15,000	38.6%	38.2%	37.9%
\$15,000-\$34,999	9.3%	9.4%	9.4%
\$35,000-\$49,999	4.9%	5.0%	5.0%
\$50,000-\$74,999	6.1%	6.1%	6.2%
\$75,000-\$99,999	7.1%	7.1%	7.0%
\$100,000-\$149,999	6.5%	6.4%	6.4%
\$150,000-\$249,999	7.5%	7.5%	7.6%
\$250,000-499,999	9.8%	9.7%	9.6%
500,000 +	10.2%	10.6%	10.9%
Median Net Worth	\$40,734	\$41,486	\$42,202

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

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

**CONSUMER EXPENDITURES (2006)**

<b>Retail Goods Total</b>	36,537,152	43,047,220	48,272,579
<b>Apparel</b>	2,697,010	2,936,581	3,422,888
Men`s Apparel	515,531	590,403	652,634
Women`s Apparel	824,428	824,091	1,039,283
Children`s Apparel	509,862	594,924	662,049
Infant Apparel (Under 2 Years)	150,380	174,705	193,960
Footwear	262,613	262,498	336,633
Watches & Jewelry	205,411	233,653	257,994
Apparel Products & Services	228,785	256,305	280,335
<b>Computer</b>			
Computers & Hardware for Home Use	277,481	319,732	354,889
Software & Accessories for Home Use	38,603	44,107	48,795
<b>Entertainment/Recreation</b>	4,427,870	5,198,605	5,824,449
<b>Fees &amp; Admissions</b>	657,064	748,064	827,011
Membership Fees	184,301	210,744	233,615
Fees for Participant Sports excluding Trips	128,620	146,883	163,172
Admission to Movies/Theater/Opera/Ballet	160,320	180,503	198,241
Admission to Sporting Events excluding Trips	61,073	70,168	77,889
Fees for Recreational Lessons	122,750	139,765	154,095
<b>TV/Video/Sound Equipment</b>	1,334,877	2,457,167	1,884,662
Community Antenna or Cable TV	899,532	1,748,343	1,153,336
Color TVs	155,844	178,720	197,931
VCRs/Video Cameras & DVD Players	51,319	59,603	66,371
Video Cassettes & DVDs	68,534	79,668	88,739
Video Game Hardware & Software	43,845	50,557	55,986
Satellite Dishes	3,103	3,763	4,288
Rental of Video Cassettes & DVDs	81,000	92,252	101,562
Sound Equipment	23,641	235,219	206,543
Rental/Repair of TV/VCR/Sound Equipment	8,059	9,042	9,906
Pets	664,923	800,713	908,573
Toys & Games	266,976	312,587	348,776
Recreational Vehicles & Fees	618,764	772,511	892,756
Sports/Rec/Exercise Equipment	235,357	278,816	313,400
Photo Equipment/Supplies	182,401	210,553	233,621
Film Processing	56,101	65,220	72,600
Reading	284,524	327,018	363,044
<b>Food at Home</b>	7,220,367	8,423,839	9,396,432
Bakery & Cereal Products	1,045,375	1,220,395	1,361,921
Meat/Poultry/Fish/Eggs	1,958,062	2,286,345	2,549,623
Dairy Products	782,373	2,286,345	1,021,162
Fruit & Vegetables	1,202,679	1,394,970	1,553,441
Snacks/Other Food	2,231,878	2,607,596	2,910,285
Nonalcoholic Beverages	632,705	742,854	830,807
<b>Food Away from Home</b>	4,465,070	5,161,558	5,731,218
<b>Alcoholic Beverages</b>	845,967	845,561	1,116,296
<b>Financial</b>			
Investments	3,460,225	3,771,032	4,200,348
Vehicle Loans	9,201,959	10,972,883	12,361,823

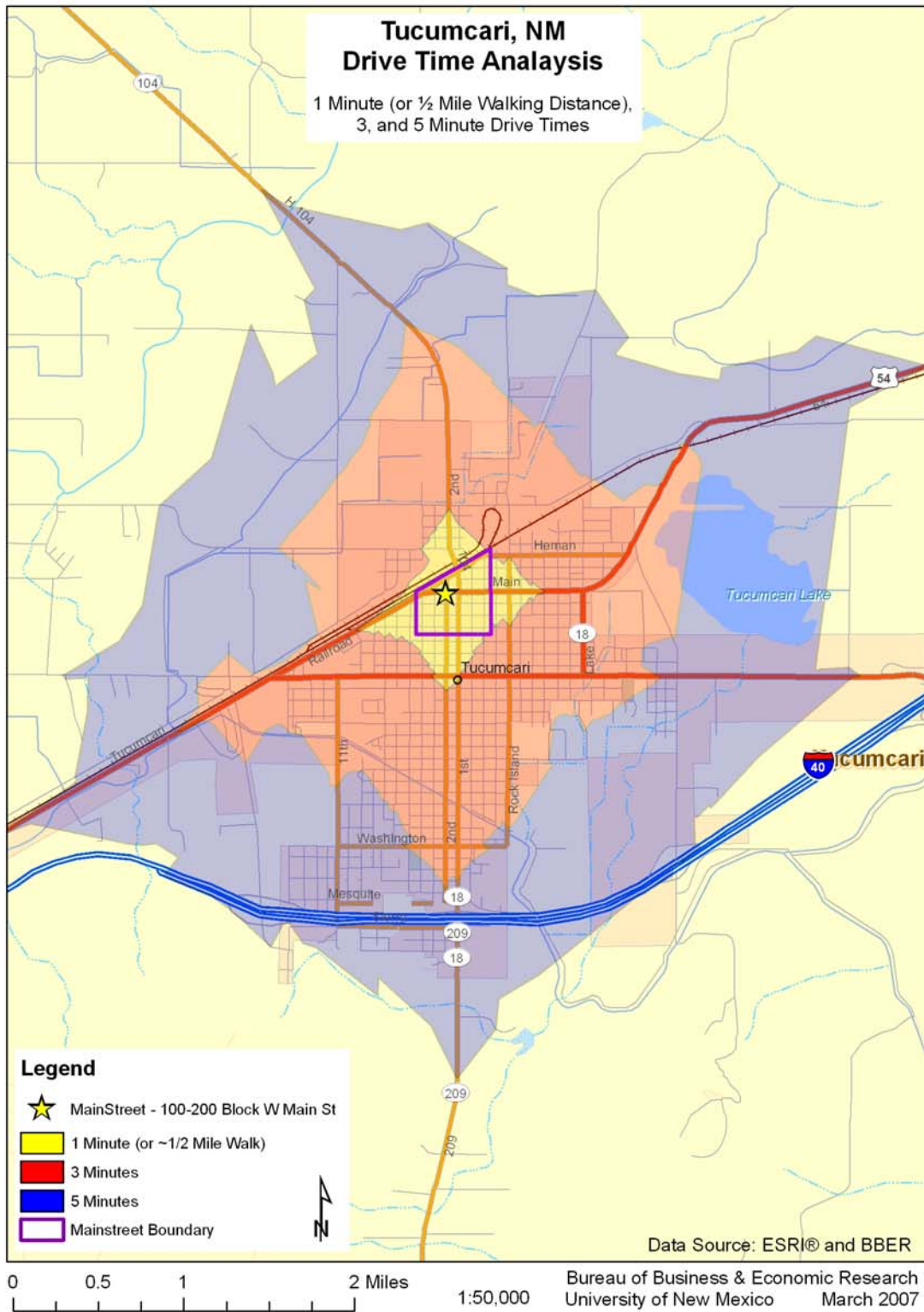
**TABLE 3: REGIONAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006) continued**

<b>Health</b>	6,049,742	7,087,664	7,939,185
Nonprescription Drugs	179,671	209,319	233,709
Prescription Drugs	1,061,596	1,246,505	1,398,508
Eyeglasses & Contact Lenses	122,326	143,162	160,209
<b>Housing</b>	16,777,308	19,332,900	21,487,572
Mortgage Payment & Basics	9,294,881	10,845,436	12,147,314
Maintenance & Remodeling Services	2,098,422	2,458,788	2,763,734
Maintenance & Remodeling Materials	497,034	605,352	689,921
Utilities/Fuel/Public Services	6,330,545	7,371,216	8,214,456
Telephone Services	2,122,999	2,463,873	2,740,434
<b>Household Furnishings &amp; Equipment</b>	2,453,019	2,862,860	3,201,562
Household Textiles	164,746	190,186	211,610
Furniture	767,447	890,172	991,871
Floor Coverings	82,309	94,268	105,098
Major Appliances	399,307	471,238	530,107
Housewares	109,579	128,947	144,799
Small Appliances	52,865	61,620	68,737
Luggage	10,998	12,372	13,600
Telephones & Accessories	28,950	33,098	36,589
<b>Household Services &amp; Supplies</b>			
Computer Information Services	219,409	254,144	282,762
Child Care	430,086	486,694	533,221
Lawn & Garden	665,724	803,019	912,396
Moving/Storage/Freight Express	58,658	66,104	73,126
Housekeeping Services	145,690	165,105	183,225
Housekeeping Supplies	1,102,090	1,437,317	1,437,317
<b>Miscellaneous</b>			
Personal Care Products	632,985	632,708	813,725
School Books & Supplies	168,732	188,131	204,409
Smoking Products	845,967	845,561	1,116,296
<b>Insurance</b>			
Owners & Renters	662,358	779,641	875,759
Vehicle	1,954,365	1,953,433	2,562,384
Health	3,004,823	3,524,662	3,948,458
Life & Other Personal	520,291	1,134,245	3,459,206
<b>Transportation (Local)</b>			
Transportation-Vehicle Purchases (Net Outlay)	8,962,425	10,680,505	12,035,681
Transportation - Gasoline & Motor Oil	2,845,129	3,378,822	3,800,264
Vehicle Maintenance & Repairs	1,468,618	1,718,852	1,924,465
<b>Travel</b>	2,251,148	2,598,119	2,891,703
Airline Fares	443,613	502,976	555,863
Travel - Lodging on Trips	499,652	580,111	647,400
Auto/Truck/Van Rental on Trips	47,677	54,504	60,554
Travel - Food & Drink on Trips	596,862	691,315	770,283

Source: ESRI, 2006 Estimates & Projections.

FIGURE 2: LOCAL TRADE AREA



**TABLE 4: LOCAL TRADE AREA**

**Tucumcari Local Trade Area**

**Center Point: 100 - 200 Block W Main St**

**Drive Time (Minutes)**

	<b>0 - 1</b>	<b>0 - 3</b>	<b>0 - 5</b>
<b>Population by Age (2006):</b>			
<b>Total</b>	696	4,741	5,708
0-4	43	315	373
5-9	38	262	316
10-14	38	300	361
15-19	60	346	404
20-29	87	616	724
30-39	76	517	606
40-49	106	644	779
50-64	132	917	1,133
65-85	93	688	854
85+	23	136	158
Median Age	40.6	40.2	40.9
<b>Projected Population Growth by Age Cohort, 2006-2011 (%)</b>			
<b>Total</b>	-7.9%	-7.7%	-7.6%
0-4	-9%	-9%	-9%
5-9	-5%	-3%	-3%
10-14	-5%	-18%	-16%
15-19	-33%	-15%	-14%
20-29	1%	-3%	-4%
30-39	-12%	-17%	-15%
40-49	-17%	-12%	-14%
50-64	2%	-1%	-1%
65-85	-4%	-5%	-5%
85+	9%	9%	9%
Median Age (2011 Projection)	41.9	41.5	42.1
<b>Households</b>			
Households	285	2,014	2,435
Family Households	166	1,249	1,537
Average Household Size	2.21	2.28	2.28
<b>Race</b>			
White	502	3,564	4,370
Black	7	57	66
American Indian, Eskimo, Aleut	15	77	82
Asian or Pacific Islander	6	59	84
Other	144	839	940
Two or More Races	23	143	166
Hispanic Origin	455	2,600	2,987
<b>Gender</b>			
Male	352	2,278	2,756
Female	344	2,461	2,953

TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 4: LOCAL TRADE AREA, CONTINUED**

**Center Point: 100 - 200 Block W Main St**

**Drive Time (Minutes)**

	<b>0 - 1</b>	<b>0 - 3</b>	<b>0 - 5</b>
<b>Income</b>			
Median Household Income	\$19,075	\$24,108	\$25,510
Median Family Income	\$22,528	\$29,970	\$31,116
Median Disposable Income	\$17,580	\$20,905	\$21,923
Average Household Income	\$37,003	\$36,555	\$38,364
Average Family Income	\$44,797	\$43,998	\$45,845
Per Capita Income	\$15,790	\$16,032	\$16,728
<b>Households by Disposable Income (1)</b>			
< \$15,000	41.7%	36.2%	34.4%
\$15,000-\$24,999	21.9%	19.9%	20.0%
\$25,000-\$34,999	12.7%	13.3%	13.6%
\$35,000-\$49,999	11.7%	13.6%	13.7%
\$50,000-\$74,999	7.5%	12.0%	12.7%
\$75,000-\$99,999	1.1%	2.4%	2.7%
\$100,000-\$149,999	0.9%	1.4%	1.5%
\$150,000-\$199,999	1.0%	0.4%	0.5%
\$200,000+	1.5%	0.7%	0.8%
<b>Households by Net Worth</b>			
< \$15,000	39.4%	40.3%	38.6%
\$15,000-\$34,999	9.3%	9.1%	9.3%
\$35,000-\$49,999	5.4%	4.9%	4.9%
\$50,000-\$74,999	5.3%	5.9%	6.1%
\$75,000-\$99,999	8.3%	7.0%	7.1%
\$100,000-\$149,999	4.8%	6.2%	6.5%
\$150,000-\$249,999	6.4%	7.2%	7.5%
\$250,000-499,999	9.6%	9.5%	9.8%
500,000 +	11.5%	9.8%	10.2%
Median Net Worth	\$38,350	\$36,461	\$40,734

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

TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 4: LOCAL TRADE AREA, CONTINUED**

**CONSUMER EXPENDITURES (2006)**

<b>Retail Goods Total</b>	3,954,001	28,537,850	36,537,152
<b>Apparel</b>	322,698	1,417,449	2,697,010
Men`s Apparel	60,838	412,290	515,531
Women`s Apparel	98,741	98,741	824,428
Children`s Apparel	58,569	403,280	509,862
Infant Apparel (Under 2 Years)	17,283	119,468	150,380
Footwear	30,793	30,793	262,613
Watches & Jewelry	25,860	165,306	205,411
Apparel Products & Services	30,614	187,570	228,785
<b>Computer</b>			
Computers & Hardware for Home Use	30,900	220,878	277,481
Software & Accessories for Home Use	4,536	31,000	38,603
<b>Entertainment/Recreation</b>	479,929	3,464,409	4,427,870
<b>Fees &amp; Admissions</b>	78,284	527,746	657,064
Membership Fees	21,538	147,073	184,301
Fees for Participant Sports excluding Trips	15,352	102,978	128,620
Admission to Movies/Theater/Opera/Ballet	19,467	130,406	160,320
Admission to Sporting Events excluding Trips	7,608	48,797	61,073
Fees for Recreational Lessons	14,319	98,492	122,750
<b>TV/Video/Sound Equipment</b>	176,369	1,704,066	1,334,877
Community Antenna or Cable TV	103,836	1,208,491	899,532
Color TVs	19,143	124,959	155,844
VCRs/Video Cameras & DVD Players	5,751	40,665	51,319
Video Cassettes & DVDs	7,728	54,317	68,534
Video Game Hardware & Software	5,312	35,014	43,845
Satellite Dishes	303	2,370	3,103
Rental of Video Cassettes & DVDs	9,662	65,326	81,000
Sound Equipment	23,641	166,356	23,641
Rental/Repair of TV/VCR/Sound Equipment	993	6,568	8,059
Pets	68,204	509,124	664,923
Toys & Games	29,247	209,530	266,976
Recreational Vehicles & Fees	52,666	456,193	618,764
Sports/Rec/Exercise Equipment	23,482	182,468	235,357
Photo Equipment/Supplies	19,831	144,614	182,401
Film Processing	6,050	44,236	56,101
Reading	31,846	226,242	284,524
<b>Food at Home</b>	885,348	5,696,363	7,220,367
Bakery & Cereal Products	118,872	824,499	1,045,375
Meat/Poultry/Fish/Eggs	221,268	1,543,681	1,958,062
Dairy Products	86,204	1,543,681	782,373
Fruit & Vegetables	138,411	954,246	1,202,679
Snacks/Other Food	250,650	1,758,061	2,231,878
Nonalcoholic Beverages	69,942	496,449	632,705
<b>Food Away from Home</b>	521,012	3,550,698	4,465,070
<b>Alcoholic Beverages</b>	93,215	93,215	845,967

**TABLE 4: LOCAL TRADE, CONTINUED**  
**CONSUMER EXPENDITURES (2006) continued**

<b>Financial</b>			
Investments	520,291	2,913,912	3,460,225
Vehicle Loans	966,489	7,110,445	9,201,959
<b>Health</b>			
Nonprescription Drugs	639,107	4,727,663	6,049,742
Prescription Drugs	19,915	141,579	179,671
Prescription Drugs	113,287	827,387	1,061,596
Eyeglasses & Contact Lenses	13,058	95,860	122,326
<b>Housing</b>			
Mortgage Payment & Basics	1,995,287	13,397,401	16,777,308
Maintenance & Remodeling Services	1,018,068	7,294,787	9,294,881
Maintenance & Remodeling Materials	224,938	1,637,659	2,098,422
Utilities/Fuel/Public Services	45,421	375,834	497,034
Telephone Services	726,689	4,992,135	6,330,545
Telephone Services	249,537	1,682,340	2,122,999
<b>Household Furnishings &amp; Equipment</b>			
Household Textiles	273,120	1,932,632	2,453,019
Furniture	18,750	130,848	164,746
Furniture	89,033	608,771	767,447
Floor Coverings	9,723	65,723	82,309
Major Appliances	41,910	310,989	399,307
Housewares	11,936	85,663	109,579
Small Appliances	5,507	41,568	52,865
Luggage	1,361	8,924	10,998
Telephones & Accessories	3,537	23,266	28,950
<b>Household Services &amp; Supplies</b>			
Computer Information Services	24,755	173,685	219,409
Child Care	52,788	348,453	430,086
Lawn & Garden	66,618	506,394	665,724
Moving/Storage/Freight Express	7,809	47,925	58,658
Housekeeping Services	17,654	117,118	145,690
Housekeeping Supplies	120,934	1,102,090	1,102,090
<b>Miscellaneous</b>			
Personal Care Products	74,112	74,112	632,985
School Books & Supplies	18,580	137,826	168,732
Smoking Products	93,215	93,215	845,967
<b>Insurance</b>			
Owners & Renters	70,594	515,022	662,358
Vehicle	216,732	216,732	1,954,365
Health	313,272	2,344,264	3,004,823
Life & Other Personal	103,444	747,935	520,291
<b>Transportation (Local)</b>			
Transportation-Vehicle Purchases (Net Outlay)	946,142	6,930,997	8,962,425
Transportation - Gasoline & Motor Oil	304,726	2,209,740	2,845,129
Vehicle Maintenance & Repairs	162,791	1,155,041	1,468,618
<b>Travel</b>			
Airline Fares	249,048	1,783,471	2,251,148
Travel - Lodging on Trips	52,082	357,123	443,613
Travel - Lodging on Trips	54,853	393,113	499,652
Auto/Truck/Van Rental on Trips	5,665	38,204	47,677
Travel - Food & Drink on Trips	64,562	471,241	596,862

Source: ESRI, 2006 Estimates & Projections.

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**TABLE 5: TUCUMCARI TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002**

TUCUMCARI INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
<b>Contract Construction</b>	17,641,436	7,804,403	187%	78%	8,188,057	(2,187,217)	-56%	(10,375,274)
<b>Manufacturing</b>	740,154		30%		(1,765,280)			
<b>Transportation, Communications, Utilities</b>	10,433,440	5,780,074	122%	108%	1,860,563	404,677	-45%	(1,455,886)
<b>Wholesale Trade</b>	2,291,312	4,449,910	46%	114%	(2,730,144)	549,742	94%	3,279,887
Retail Food Stores	2,802,262	11,186,073	46%	263%	(3,293,327)	6,931,686	299%	10,225,013
Gasoline Service Stations	453,679	517,151	79%	117%	(118,172)	73,597	14%	191,770
Misc Vehicle and Accessory Dealers	180,158	911,611	17%	120%	(853,756)	153,872	406%	1,007,628
Furniture and Home Furnishings	372,332	528,075	29%	71%	(922,805)	(218,434)	42%	704,371
Eating and Drinking Establishments	1,629,821		39%		(2,544,194)			
Liquor Dispensers	1,420,795	1,673,700	108%	386%	104,586	1,240,091	18%	1,135,505
Misc Retailers (ALL)*	5,566,242	12,476,244	29%	76%	(13,453,395)	(3,975,161)	124%	9,478,234
<b>Total Retail Trade</b>	12,840,315	39,956,540	38%	134%	(20,802,942)	10,203,199	211%	31,006,141
<b>Finance, Insurance and Real Estate</b>		1,748,691		102%		31,666		
Hotels, Motels	267,208	6,916,810	16%	557%	(1,366,393)	5,674,339	2489%	7,040,733
Personal Services	736,184	1,332,624	66%	117%	(377,029)	197,374	81%	574,403
Misc Business Services	3,177,255	2,255,221	76%	61%	(1,003,857)	(1,433,878)	-29%	(430,021)
Auto Rental and Repair	1,630,815	1,410,248	111%	108%	161,622	109,126	-14%	(52,496)
Misc Repair Services	2,135,275	850,625	378%	194%	1,570,478	412,356	-60%	(1,158,121)
Physicians and Dentists		2,871,744		133%		719,570		
Hospitals and Other Health Services		1,315,179		76%		(407,361)		
Legal Services		817,317		68%		(383,219)		
Engineering and Architectural Services	83,841,831		6719%		82,594,076			
<b>Total Services</b>	100,059,673	29,128,360	384%	115%	73,999,016	3,727,050	-71%	(70,271,965)
<b>Total Taxable Gross Receipts</b>	221,032,248	88,181,725	323%	109%	152,517,915	7,468,811	-60%	(145,049,104)

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

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

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

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

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

TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 6: QUAY COUNTY TAXABLE GROSS RECEIPTS AND PULL FACTORS, 1989 & 2002**

QUAY COUNTY INDUSTRIES	TAXABLE GROSS RECEIPTS (2002 \$)		PULL FACTOR		NET GAIN/LOSS (2002 \$)		CHANGE (1989-2002)	
	1989	2002	1989	2002	1989	2002	TGR Real	Real Gain/Loss
<b>Contract Construction</b>	20,882,561	19,590,673	131%	115%	4,954,209	2,580,496	-6%	(2,373,713)
<b>Manufacturing</b>	766,785	231,868	18%	8%	(3,454,714)	(2,729,270)	-70%	725,444
<b>Transportation, Communications, Utilities</b>	15,275,511	10,852,271	106%	119%	830,750	1,700,956	-29%	870,206
<b>Wholesale Trade</b>	3,147,945	4,728,623	37%	71%	(5,312,895)	(1,911,195)	50%	3,401,699
Retail Food Stores	19,308,272	13,681,175	188%	189%	9,037,587	6,438,318	-29%	(2,599,269)
Motor Vehicle Dealers	1,624,819		161%		615,390			
Gasoline Service Stations	506,215	2,815,498	53%	373%	(457,318)	2,060,372	456%	2,517,691
Misc Vehicle and Accessory Dealers	1,934,546	1,132,032	111%	88%	192,465	(157,977)	-41%	(350,441)
Apparel and Accessory Stores	605,802		21%		(2,310,474)			
Furniture and Home Furnishings	1,340,934	538,529	61%	42%	(841,290)	(732,360)	-60%	108,930
Eating and Drinking Establishments	12,085,762	7,441,508	172%	121%	5,052,808	1,313,485	-38%	(3,739,322)
Liquor Dispensers	4,818,144	582,425	217%	79%	2,600,415	(155,770)	-88%	(2,756,185)
Misc Retailers (ALL)*	17,230,084	16,661,492	54%	59%	(14,816,814)	(11,346,110)	-3%	3,470,704
<b>Total Retail Trade</b>	<b>70,343,510</b>	<b>49,886,052</b>	<b>124%</b>	<b>98%</b>	<b>13,656,730</b>	<b>(767,356)</b>	<b>-29%</b>	<b>(14,424,086)</b>
<b>Finance, Insurance and Real Estate</b>	<b>1,481,815</b>	<b>2,053,112</b>	<b>38%</b>	<b>70%</b>	<b>(2,371,770)</b>	<b>(870,027)</b>	<b>39%</b>	<b>1,501,744</b>
Hotels, Motels	10,110,737	7,099,887	367%	336%	7,358,221	4,984,650	-30%	(2,373,571)
Personal Services	1,399,735	1,388,556	75%	72%	(475,959)	(544,144)	-1%	(68,184)
Misc Business Services	3,390,143	3,535,454	48%	56%	(3,654,768)	(2,745,032)	4%	909,736
Auto Rental and Repair	2,953,793	2,590,315	119%	117%	478,294	375,228	-12%	(103,066)
Misc Repair Services	1,949,003	1,331,734	205%	178%	997,355	585,606	-32%	(411,749)
Physicians and Dentists	3,459,428	2,871,744	70%	78%	(1,488,539)	(792,213)	-17%	696,327
Hospitals and Other Health Services	1,278,715	1,315,179	40%	45%	(1,921,139)	(1,617,349)	3%	303,790
Legal Services	799,908	817,317	29%	40%	(1,971,999)	(1,226,528)	2%	745,471
Misc Services	2,393,607	11,900,039	36%	83%	(4,210,082)	(2,399,831)	397%	1,810,251
Engineering and Architectural Services								
<b>Total Services</b>	<b>29,126,530</b>	<b>34,160,613</b>	<b>66%</b>	<b>79%</b>	<b>(14,784,047)</b>	<b>(9,083,704)</b>	<b>17%</b>	<b>5,700,343</b>
<b>Total Taxable Gross Receipts</b>	<b>142,410,752</b>	<b>121,850,812</b>	<b>123%</b>	<b>89%</b>	<b>26,968,391</b>	<b>(15,558,436)</b>	<b>-14%</b>	<b>(42,526,827)</b>

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

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

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

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

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

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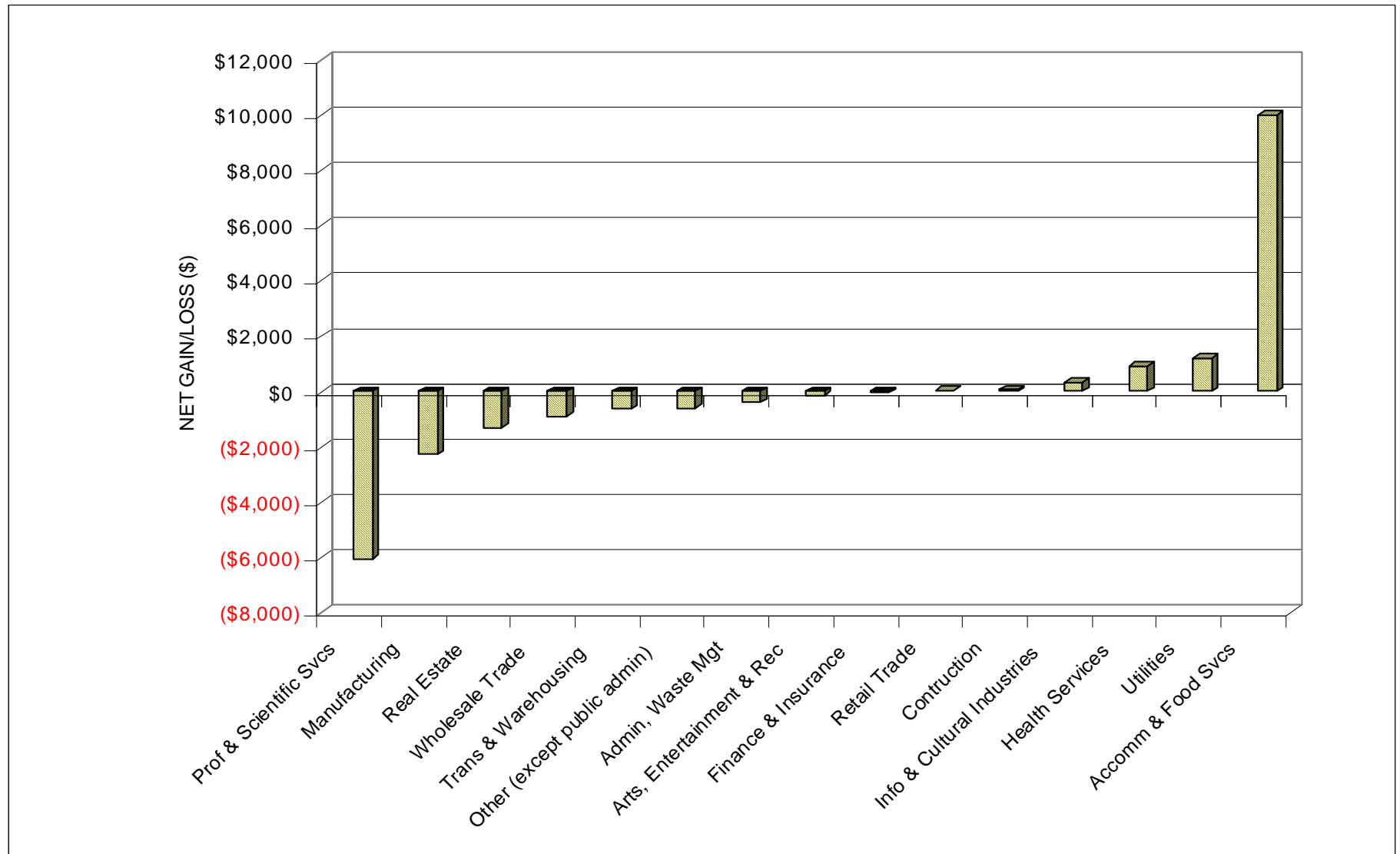
TABLE 7: TUCUMCARI TAXABLE GROSS RECEIPTS AND PULL FACTORS, 2005

TUCUMCARI Industries	TAXABLE GROSS RECEIPTS and FOOD & MEDICAL DEDUCTIONS (Thousands \$)					PULL FACTOR					NET GAIN/LOSS (Thousands \$)				
	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4	2005	Q1	Q2	Q3	Q4
<b>UTILITIES</b>	5,587	1,697	1,080	1,272	1,537	127%	145%	116%	122%	124%	1,198	528	149	227	294
<b>CONSTRUCTION</b>	13,979	1,889	2,085	4,415	5,591	100%	64%	62%	121%	142%	65	(1,079)	(1,287)	781	1,650
<b>MANUFACTURING</b>	208	73	36	52	46	8%	13%	6%	8%	7%	(2,277)	(472)	(585)	(586)	(634)
<b>WHOLESALE TRADE</b>	4,929	1,279	1,075	1,149	1,425	85%	103%	74%	74%	91%	(895)	31	(387)	(400)	(139)
<b>RETAIL TRADE</b>	30,625	7,137	7,777	7,243	8,468	100%	103%	103%	97%	98%	28	231	192	(256)	(139)
Furniture & Home Furnishings Stores	289	91	118	80		35%	47%	55%	41%		(533)	(103)	(97)	(114)	
Building Material & Supply Dealers	290			140	150	67%			114%	142%	(145)			18	45
Grocery Stores	12,926	3,250	3,254	3,232	3,190	300%	338%	299%	324%	252%	8,611	2,288	2,164	2,234	1,926
Pharmacies & Drug Stores	31				31	5%				18%	(614)				(146)
Gasoline Stations	489	89	141	63	196	158%	128%	177%	76%	252%	179	19	62	(20)	118
Clothing Assesory Stores	1				1	0%				0%	(1,031)				(309)
Electronic Shopping & Mail Order Houses	2	0	1		0	6%	2%	19%		3%	(32)	(6)	(6)		(14)
Miscellaneous Store Retailers (All)*	11,702	2,751	3,124	2,945	2,882	58%	61%	63%	60%	51%	(8,270)	(1,781)	(1,793)	(1,898)	(2,196)
<b>TRANSPORTATION AND WAREHOUSING</b>	277	63	73	69	71	30%	31%	32%	32%	27%	(641)	(144)	(158)	(147)	(192)
<b>INFORMATION AND CULTURAL INDUSTRIES</b>	2,371	712	675	435	550	117%	141%	140%	87%	102%	345	208	193	(66)	10
<b>FINANCE AND INSURANCE</b>	560	163	112	143	142	92%	105%	76%	97%	89%	(49)	8	(36)	(4)	(17)
<b>REAL ESTATE AND RENTAL AND LEASING</b>	236	47	62	59	68	15%	15%	16%	15%	16%	(1,307)	(260)	(333)	(347)	(367)
<b>PROF, SCIENTIFIC &amp; TECHNICAL SERVICES</b>	3,542	810	1,007	820	906	37%	32%	42%	36%	38%	(6,055)	(1,729)	(1,399)	(1,440)	(1,488)
Legal Services	917	218	342	185	171	75%	74%	111%	65%	50%	(314)	(77)	35	(101)	(171)
Architectural, Engineering & Related Services	356	157			199	35%	69%			77%	(672)	(71)			(58)
<b>ADMIN &amp; SUPPORT, WASTE MGT &amp; REMED</b>	24				24	5%				19%	(407)				(99)
<b>HEALTH CARE AND SOCIAL ASSISTANCE</b>	5,691	1,562	1,676	1,317	1,136	119%	134%	132%	116%	94%	912	399	405	177	(69)
Ambulatory Health Care Services	2,391	507	676	600	609	114%	95%	121%	119%	124%	299	(29)	116	95	116
Hospitals	639	181	228	178	52	40%	46%	55%	46%	13%	(948)	(212)	(187)	(206)	(344)
<b>ARTS, ENTERTAINMENT, AND RECREATION</b>	173	99			74	54%	129%			89%	(148)	22			(9)
<b>ACCOMMODATION AND FOOD SERVICES</b>	16,380	3,740	4,791	4,360	3,489	257%	256%	291%	264%	217%	10,010	2,279	3,142	2,706	1,883
Accommodations	6,520	1,536	2,138	1,460	1,386	543%	553%	698%	429%	503%	5,320	1,258	1,831	1,120	1,111
Eating & Drinking Establishments	7,743	1,732	2,008	2,362	1,641	160%	153%	160%	193%	132%	2,891	601	749	1,138	401
Drinking Places (Alcoholic Beverages)	200	45	88	0	67	43%	43%	77%	0%	57%	(269)	(60)	(27)	(132)	(50)
<b>OTHER SERVICES (EXCEPT PUBLIC ADMIN)</b>	12,042	2,617	3,180	3,233	3,012	95%	90%	101%	101%	89%	(623)	(294)	17	21	(367)
Automotive Repair & Maintenance	1,261	260	330	332	339	96%	86%	99%	92%	106%	(55)	(44)	(2)	(29)	19
Personal & Household Goods Repair & Mntc	1,129	231	267	329	302	255%	238%	232%	300%	249%	686	134	152	219	181
Personal & Laundry Services	882	228	250	225	179	89%	94%	96%	95%	70%	(114)	(14)	(10)	(11)	(79)
<b>TOTAL</b>	<b>96,880</b>	<b>21,966</b>	<b>23,707</b>	<b>24,617</b>	<b>26,589</b>	<b>94%</b>	<b>93%</b>	<b>93%</b>	<b>95%</b>	<b>95%</b>	<b>(5,999)</b>	<b>(1,687)</b>	<b>(1,689)</b>	<b>(1,311)</b>	<b>(1,312)</b>

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

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

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



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

TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 8: LOCATION QUOTIENT: TUCUMCARI EMPLOYMENT, BY INDUSTRY, IN RELATION TO QUAY COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; QUAY COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

	TUCUMCARI			QUAY COUNTY		EASTERN PLAINS
	Quay County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Agriculture; forestry; fishing and hunting; and mining</b>	<b>0.41</b>	<b>0.58</b>	<b>1.21</b>	<b>1.41</b>	<b>2.92</b>	<b>2.07</b>
Agriculture; forestry; fishing and hunting	0.32	0.44	1.61	1.36	4.98	3.68
Mining	1.25	2.79	0.75	2.24	0.60	0.27
<b>Construction</b>	<b>0.98</b>	<b>1.05</b>	<b>0.86</b>	<b>1.07</b>	<b>0.88</b>	<b>0.82</b>
<b>Manufacturing</b>	<b>0.49</b>	<b>0.19</b>	<b>0.13</b>	<b>0.38</b>	<b>0.26</b>	<b>0.69</b>
<b>Wholesale trade</b>	<b>0.71</b>	<b>0.58</b>	<b>0.37</b>	<b>0.82</b>	<b>0.53</b>	<b>0.64</b>
<b>Retail trade</b>	<b>1.07</b>	<b>1.19</b>	<b>1.47</b>	<b>1.12</b>	<b>1.38</b>	<b>1.24</b>
<b>Transportation and warehousing; and utilities</b>	<b>0.97</b>	<b>0.96</b>	<b>1.36</b>	<b>0.99</b>	<b>1.41</b>	<b>1.42</b>
Transportation and warehousing	0.93	0.85	1.39	0.91	1.49	1.64
Utilities	1.10	1.64	1.28	1.49	1.17	0.78
<b>Information</b>	<b>1.46</b>	<b>1.23</b>	<b>1.22</b>	<b>0.84</b>	<b>0.83</b>	<b>0.99</b>
<b>Finance; insurance; real estate and rental and leasing</b>	<b>0.98</b>	<b>0.73</b>	<b>0.58</b>	<b>0.75</b>	<b>0.60</b>	<b>0.80</b>
Finance and insurance	0.88	0.66	0.59	0.75	0.67	0.90
Real estate and rental and leasing	1.22	0.92	0.58	0.75	0.47	0.63
<b>Professional; scientific; management; administrative; and waste management services</b>	<b>0.43</b>	<b>0.26</b>	<b>0.12</b>	<b>0.59</b>	<b>0.27</b>	<b>0.46</b>
Professional; scientific; and technical services	0.38	0.23	0.09	0.60	0.23	0.38
Management of companies and enterprises	0.00	0.00	0.00	0.00	0.00	0.00
Administrative and support and waste management services	0.51	0.29	0.18	0.58	0.36	0.63
<b>Educational; health and social services</b>	<b>1.19</b>	<b>1.09</b>	<b>1.22</b>	<b>0.92</b>	<b>1.02</b>	<b>1.12</b>
Educational services	1.08	0.98	1.25	0.90	1.15	1.28
Health care and social assistance	1.33	1.25	1.19	0.94	0.90	0.96
<b>Arts; entertainment; recreation; accommodation and food services</b>	<b>1.40</b>	<b>1.86</b>	<b>1.64</b>	<b>1.33</b>	<b>1.18</b>	<b>0.89</b>
Arts; entertainment; and recreation	1.20	1.72	0.66	1.43	0.55	0.38
Accommodation and food services	1.42	1.87	1.96	1.32	1.38	1.04
<b>Other services (except public administration)</b>		<b>0.93</b>	<b>1.01</b>	<b>1.05</b>	<b>1.14</b>	<b>1.09</b>
<b>Public administration</b>	<b>0.97</b>	<b>0.92</b>	<b>0.88</b>	<b>0.95</b>	<b>0.90</b>	<b>0.95</b>

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

TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 9: LOCATION QUOTIENT: TUCUMCARI EMPLOYMENT, BY OCCUPATION, IN RELATION TO QUAY COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; QUAY COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

	TUCUMCARI			QUAY COUNTY		EASTERN PLAINS
	Quay County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Management; professional; and related occupations</b>	<b>0.90</b>	<b>0.90</b>	<b>0.78</b>	<b>1.01</b>	<b>0.87</b>	<b>0.87</b>
Management; business; and financial operations occupations	0.77	0.96	0.94	1.24	1.22	0.98
Management occupations; except farmers	1.30	1.60	1.23	1.23	0.95	0.77
Farmers and farm managers	0.27	0.51	2.67	1.87	9.74	5.21
Business and financial operations occupations	0.00	0.00	0.00	0.22	0.14	0.61
Business operations specialists	0.00	0.00	0.00	0.06	0.03	0.44
Financial specialists	0.00	0.00	0.00	0.31	0.24	0.76
Professional and related occupations	1.02	0.86	0.70	0.85	0.68	0.81
Computer and mathematical occupations	0.98	0.90	0.29	0.92	0.30	0.32
Architecture and engineering occupations	0.00	0.00	0.00	0.39	0.11	0.29
Architects; surveyors; cartographers; and engineers	0.00	0.00	0.00	0.98	0.16	0.16
Drafters; engineering; and mapping technicians	0.00	0.00	0.00	0.05	0.03	0.53
Life; physical; and social science occupations	0.00	0.00	0.00	0.00	0.00	0.28
Community and social services occupations	1.32	1.85	2.47	1.40	1.87	1.34
Legal occupations	0.93	1.02	0.52	1.09	0.55	0.51
<b>Education; training; and library occupations</b>	<b>0.99</b>	<b>0.95</b>	<b>1.17</b>	<b>0.95</b>	<b>1.17</b>	<b>1.23</b>
Arts; design; entertainment; sports; and media occupations	0.90	0.29	0.15	0.32	0.17	0.53
Healthcare practitioners and technical occupations	0.90	0.52	0.44	0.59	0.50	0.85
<b>Service occupations</b>	<b>1.22</b>	<b>1.27</b>	<b>1.34</b>	<b>1.04</b>	<b>1.10</b>	<b>1.06</b>
Healthcare support occupations	1.35	0.81	0.82	0.60	0.61	1.01
Protective service occupations	1.14	0.89	0.77	0.78	0.67	0.87
Food preparation and serving related occupations	1.32	1.58	1.75	1.19	1.32	1.11
Building and grounds cleaning and maintenance occupations	1.21	1.18	1.22	0.97	1.01	1.04
Personal care and service occupations	1.06	1.30	1.53	1.23	1.44	1.18
<b>Sales and office occupations</b>	<b>1.02</b>	<b>1.05</b>	<b>1.04</b>	<b>1.03</b>	<b>1.02</b>	<b>0.99</b>
Sales and related occupations	1.04	1.04	1.12	1.01	1.08	1.07
Office and administrative support occupations	1.00	1.05	0.97	1.05	0.97	0.93

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**TABLE 9: LOCATION QUOTIENT: TUCUMCARI EMPLOYMENT, BY OCCUPATION, IN RELATION TO QUAY COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; QUAY COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO, CONTINUED**

	TUCUMCARI			QUAY COUNTY		EASTERN PLAINS
	Quay County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Base Geography</b>						
<b>Farming; fishing; and forestry occupations</b>	<b>0.50</b>	<b>0.47</b>	<b>1.51</b>	<b>0.93</b>	<b>3.01</b>	<b>3.24</b>
<b>Construction; extraction; and maintenance occupations</b>	<b>0.98</b>	<b>1.16</b>	<b>1.14</b>	<b>1.18</b>	<b>1.17</b>	<b>0.99</b>
Construction and extraction occupations	1.12	1.40	1.14	1.24	1.02	0.82
Supervisors; construction and extraction workers	1.09	2.19	1.85	2.01	1.70	0.85
Construction trades workers	1.13	1.30	1.11	1.15	0.98	0.86
Extraction workers	0.00	0.00	0.00	0.00	0.00	0.29
Installation; maintenance; and repair occupations	0.81	0.90	1.14	1.12	1.41	1.27
<b>Production; transportation; and material moving occupations</b>	<b>1.02</b>	<b>0.74</b>	<b>0.85</b>	<b>0.72</b>	<b>0.83</b>	<b>1.15</b>
Production occupations	0.68	0.30	0.26	0.44	0.39	0.90
Transportation and material moving occupations	1.13	1.01	1.40	0.89	1.24	1.39

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

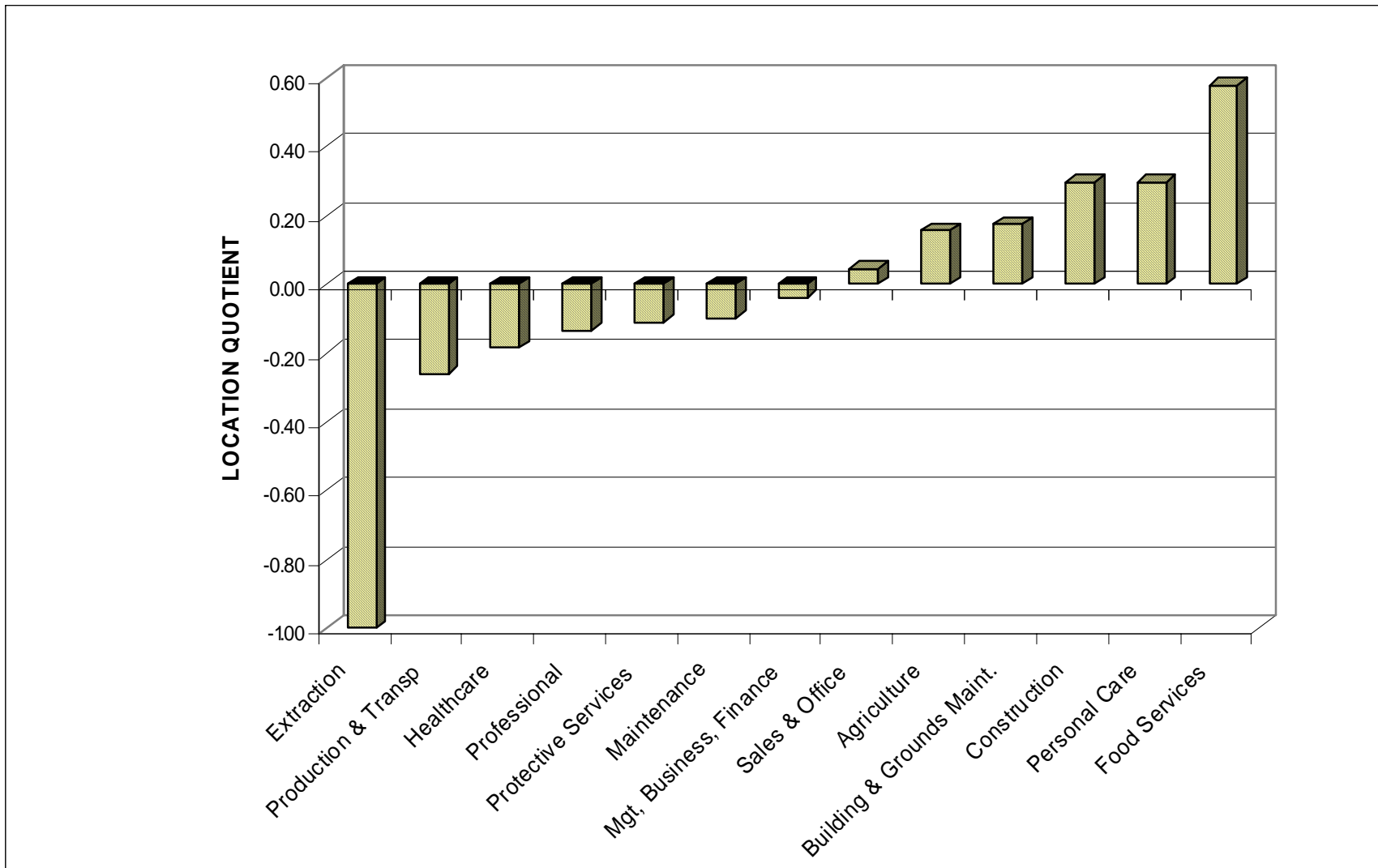
TUCUMCARI MAINSTREET – Community Economic Assessment

**TABLE 10: LOCATION QUOTIENT: TUCUMCARI EMPLOYMENT, BY BUSINESS OWNERSHIP, IN RELATION TO QUAY COUNTY, THE EASTERN PLAINS NEW MEXICO REGION, AND NEW MEXICO; QUAY COUNTY IN RELATION TO THE EASTERN PLAINS NEW MEXICO REGION AND NEW MEXICO; AND THE EASTERN PLAINS NEW MEXICO REGION IN RELATION TO NEW MEXICO**

Base Geography	TUCUMCARI			QUAY COUNTY		EASTERN PLAINS
	Quay County	Eastern Plains	New Mexico	Eastern Plains	New Mexico	New Mexico
<b>Private for-profit wage and salary workers</b>	<b>1.07</b>	<b>0.97</b>	<b>0.91</b>	<b>0.91</b>	<b>0.85</b>	<b>0.94</b>
Employee of private company	1.09	0.98	0.92	0.90	0.84	0.94
Self-employed in own incorporated business	0.68	0.73	0.68	1.08	1.00	0.93
<b>Private not-for-profit wage and salary workers</b>	<b>1.10</b>	<b>1.04</b>	<b>0.90</b>	<b>0.94</b>	<b>0.81</b>	<b>0.86</b>
<b>Local government workers</b>	<b>1.15</b>	<b>1.19</b>	<b>1.23</b>	<b>1.03</b>	<b>1.07</b>	<b>1.03</b>
<b>State government workers</b>	<b>0.99</b>	<b>1.07</b>	<b>1.31</b>	<b>1.08</b>	<b>1.33</b>	<b>1.23</b>
<b>Federal government workers</b>	<b>1.06</b>	<b>0.87</b>	<b>0.78</b>	<b>0.82</b>	<b>0.73</b>	<b>0.90</b>
<b>Self-employed workers in own not incorporated business</b>	<b>0.72</b>	<b>1.03</b>	<b>1.40</b>	<b>1.43</b>	<b>1.95</b>	<b>1.36</b>
<b>Unpaid family workers</b>	<b>0.32</b>	<b>0.83</b>	<b>1.01</b>	<b>2.60</b>	<b>3.15</b>	<b>1.21</b>

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

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



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

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**TABLE 11: TUCUMCARI BUSINESSES BY INDUSTRY, BY LOCAL GEOGRAPHY, 2005**

<b>INDUSTRY</b>	<b>MS<sup>1</sup></b>	<b>TUCUMCARI<sup>2</sup></b>	<b>MS%<sup>3</sup></b>	<b>COUNTY<sup>4</sup></b>	<b>TOTAL<sup>5</sup></b>
Agriculture, Forestry		2		5	7
Utilities	4	2	67%	5	11
Construction	3	15	17%	20	38
Manufacturing		1	0%	1	2
Wholesale trade		4			4
Retail Trade	6	31	16%	13	50
Transportation & Warehousing	2	12	14%	5	19
Information	1	5	17%	1	7
Finance & Insurance	8	6	57%	2	16
Real Estate, Rental & Leasing	1	5	17%	2	8
Prof, Scientific, Tech Services	7	5	58%	2	14
Mgt of Companies	1	1	50%		2
Administrative & Support Services	2	6	25%	3	11
Educational Services		3		3	6
Health Care and Social Assistance	14	16	47%	5	35
Arts, Entertainment and Recreation	1	2	33%	2	5
Accommodations & Food Services	3	26	10%	8	37
Other Services	6	20	23%	4	30
Public Administration	12	12	50%	14	38
Other	1				1
<b>TOTAL</b>	<b>72</b>	<b>174</b>	<b>29%</b>	<b>95</b>	<b>341</b>

1 MainStreet District.

2 Town, not including MainStreet District.

3 MainStreet District as a percentage of entire town.

4 County, not including town.

5 County total.

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

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**TABLE 12: TUCUMCARI EMPLOYMENT BY INDUSTRY, IN MAINSTREET AREA, 2005**

<b>INDUSTRY</b>	<b>MS<sup>1</sup></b>	<b>TUCUMCARI<sup>2</sup></b>	<b>MS%<sup>3</sup></b>	<b>COUNTY<sup>4</sup></b>	<b>TOTAL<sup>5</sup></b>
Agriculture, Forestry		7		28	34
Utilities	38	9	81%	16	62
Construction	17	73	19%	147	237
Manufacturing		23		3	27
Wholesale trade		2			2
Retail Trade	34	248	12%	114	396
Transportation & Warehousing	27	103	21%	37	167
Information	4	20	16%	3	27
Finance & Insurance	66	40	62%	6	112
Real Estate, Rental & Leasing	5	17	24%	3	25
Prof, Scientific, Tech Services	25	17	60%	6	48
Mgt of Companies	5	1	82%		6
Administrative & Support Services	2	18	10%	10	31
Educational Services		279		127	406
Health Care and Social Assistance	123	217	36%	30	370
Arts, Entertainment and Recreation	2	5	29%	32	39
Accommodations & Food Services	10	438	2%	33	481
Other Services	18	80	18%	10	107
Public Administration	70	111	39%	76	257
Other	0				0
<b>TOTAL</b>	<b>444</b>	<b>1,707</b>	<b>21%</b>	<b>680</b>	<b>2,831</b>

1 MainStreet District.

2 Town, not including MainStreet District.

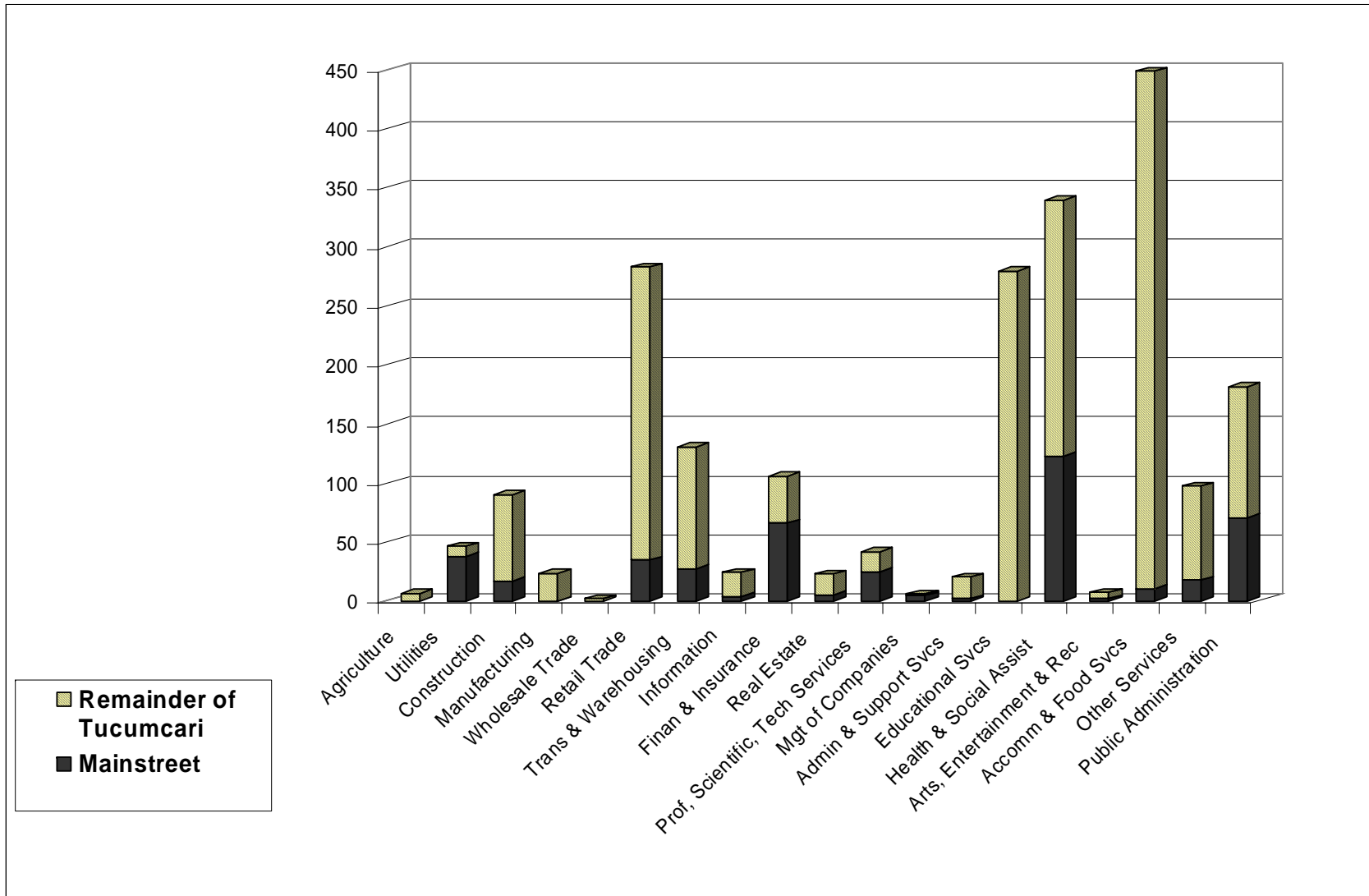
3 MainStreet District as a percentage of entire town.

4 County, not including town.

5 County total.

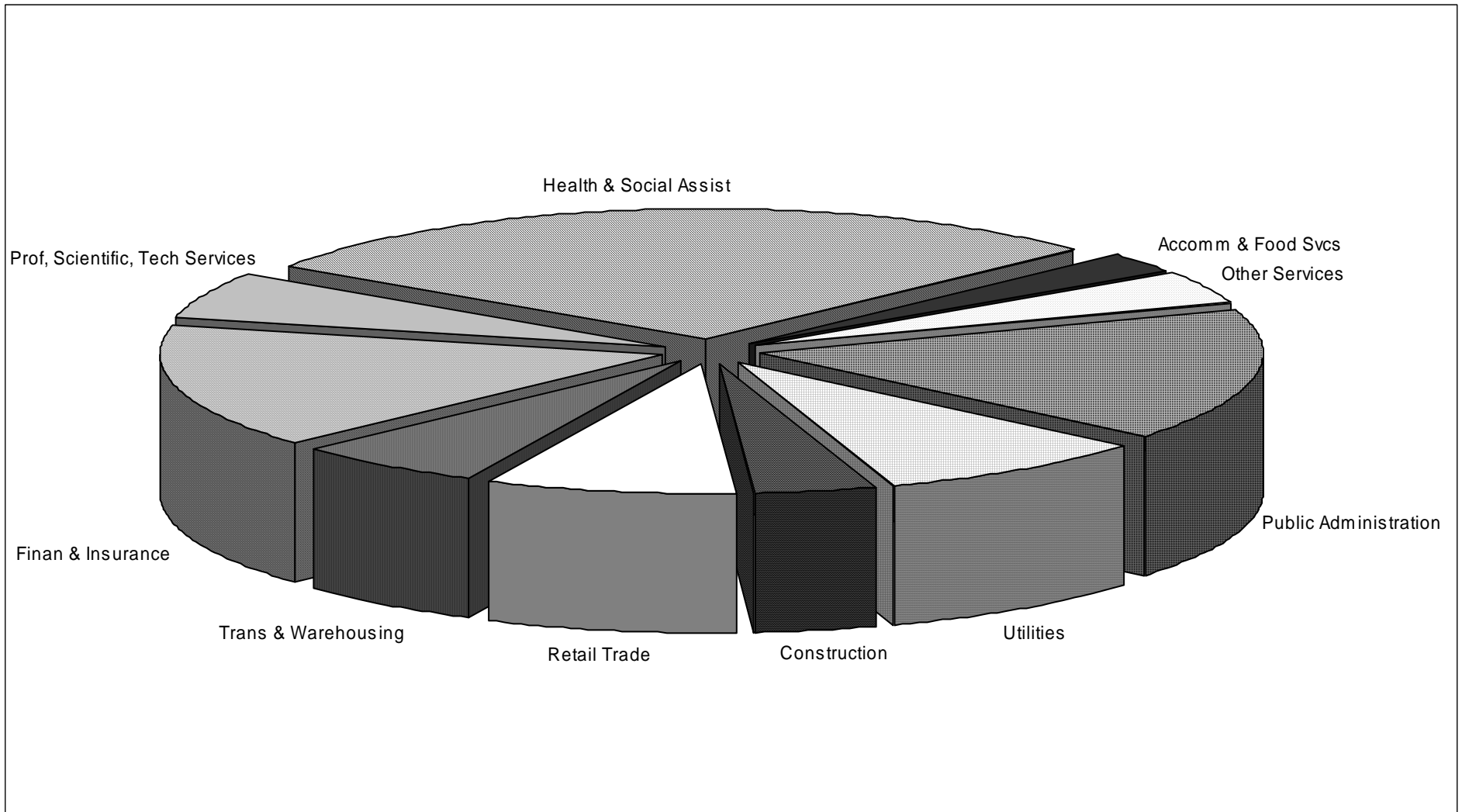
Source: NM Department of Labor, ES-202 (Covered Employment Statistics), 2005. Calculations by BBER, 2007.

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



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

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



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

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**TABLE 13: TUCUMCARI EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005**

INDUSTRY	MS <sup>1</sup>	TUCUMCARI <sup>2</sup>	COUNTY <sup>3</sup>	TOTAL <sup>4</sup>
441 Motor Vehicle & Parts Dealers	47,985	29,826	30,602	34,632
442 Furniture & Home Furnishings Stores	11,509			11,509
443 Electronics & Appliance Stores		20,230	45,492	32,861
444 Building Material, Garden Equipment Dealers	12,106	15,665	16,291	15,201
445 Food & Beverage Stores		18,488		18,488
446 Health & Personal Care Stores	30,861	23,489		26,579
447 Gasoline Stations		15,478	13,741	14,734
448 Clothing & Clothing Accessories Stores	7,375	9,795		8,948
452 General Merchandise Stores		13,317		13,317
453 Miscellaneous Store Retailers		12,435	10,078	11,751
454 Nonstore Retailers			20,355	20,355
484 Truck Transportation	21,838	27,119	36,938	26,159
486 Pipeline Transportation			49,163	49,163
488 Support Services for Transportation		13,564		13,564
491 Postal Service		7,665	33,483	31,776
492 Couriers and Messengers		52,402		52,402
511 Publishing Industries		17,374		17,374
512 Motion Picture & Sound Recording Industries	3,166			3,166
515 Broadcasting (except Internet)		15,971		15,971
517 Telecommunications		60,776		60,776
519 Other Information Services		15,915	32,050	21,966
522 Credit Intermediation & Related Activities	33,959	23,158	35,982	30,558
524 Insurance Carriers & Related Activities	27,932	27,070		27,560
525 Funds, Trusts, and Other Financial Vehicles			6,868	6,868
531 Real Estate	22,184	15,456	8,768	17,271
532 Rental & Leasing Services		8,362	6,250	7,909
541 Professional, Scientific, & Technical Services	25,079	23,486	39,183	26,351
551 Management of Companies & Enterprises	22,712	68,837		30,973
561 Administrative & Support Services	23,893	25,576	54,025	26,537
562 Waste Management & Remediation Service			25,963	25,963
611 Educational Services		29,219	28,248	28,915
621 Ambulatory Health Care Services	29,467	22,943	27,589	26,039
622 Hospitals		35,364		35,364
623 Nursing & Residential Care Facilities		14,522	12,355	13,208
624 Social Assistance	20,373	27,167	10,631	22,179

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**TABLE 13: TUCUMCARI EMPLOYMENT BY 3-DIGIT RETAIL & SERVICE SUBSECTOR, IN MAINSTREET AREA, 2005, CONTINUED**

INDUSTRY	MS <sup>1</sup>	TUCUMCARI <sup>2</sup>	COUNTY <sup>3</sup>	TOTAL <sup>4</sup>
712 Museums, Historical Sites	11,931		13,720	13,586
713 Amusement, Gambling & Recreation Industries		19,695	18,307	18,878
721 Accommodation		10,470	8,220	10,366
722 Food Services & Drinking Places	9,190	9,014	8,229	8,951
811 Repair & Maintenance	22,153	25,082	14,743	24,495
812 Personal & Laundry Services	28,317	12,265		18,088
813 Religious, Grantmaking, Civic, Prof. Orgs	18,536	7,818	7,213	10,907
814 Private Households		12,037	33,916	13,667
921 Executive, Legislative & Gov't Support	20,141	26,122	21,346	21,932
922 Justice, Public Order, and Safety Activities	29,936	33,770	42,584	33,862
924 Admin of Environmental Quality Programs	45,659	38,690	49,313	45,435
925 Admin of Housing, Urban Pln & Community Dev'l	25,725	32,288		27,557
926 Administration of Economic Programs		33,110	35,363	33,817

1 MainStreet District.

2 Town, not including MainStreet District.

3 County, not including town.

4 County total.

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