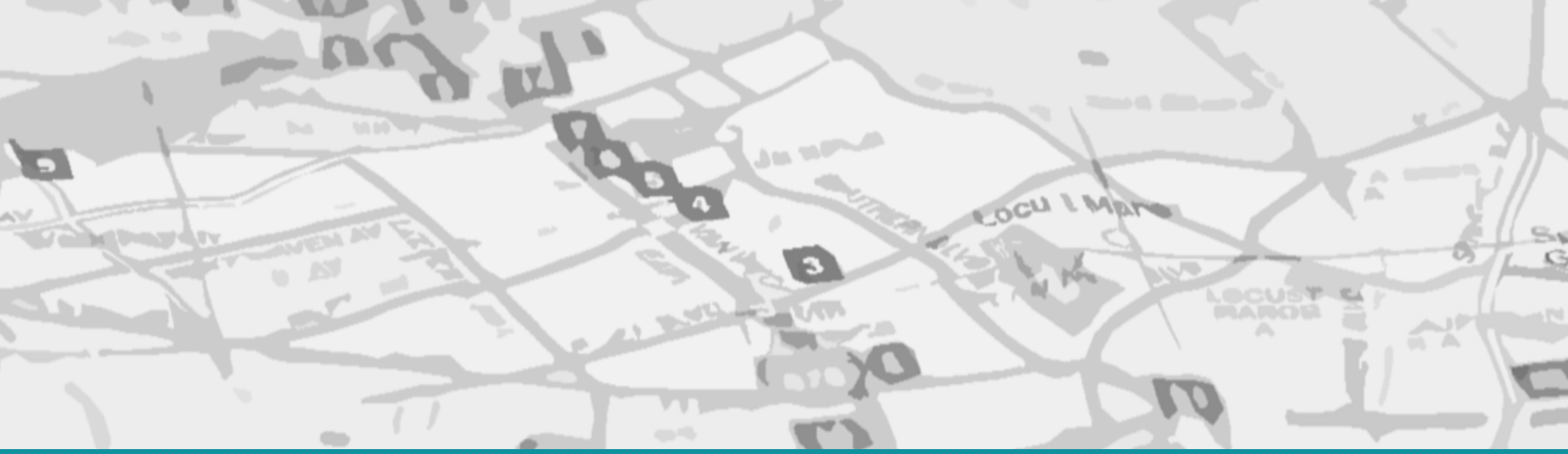


REGIONAL SNAPSHOT

South Central Mountains Region, New Mexico

PURDUE UNIVERSITY

Center for Regional Development
Advancing Collaboration : Energizing Regions

Table of contents

01 Overview

02 Demography

03 Human capital

04 Labor force

05 Industry and occupation

01 overview

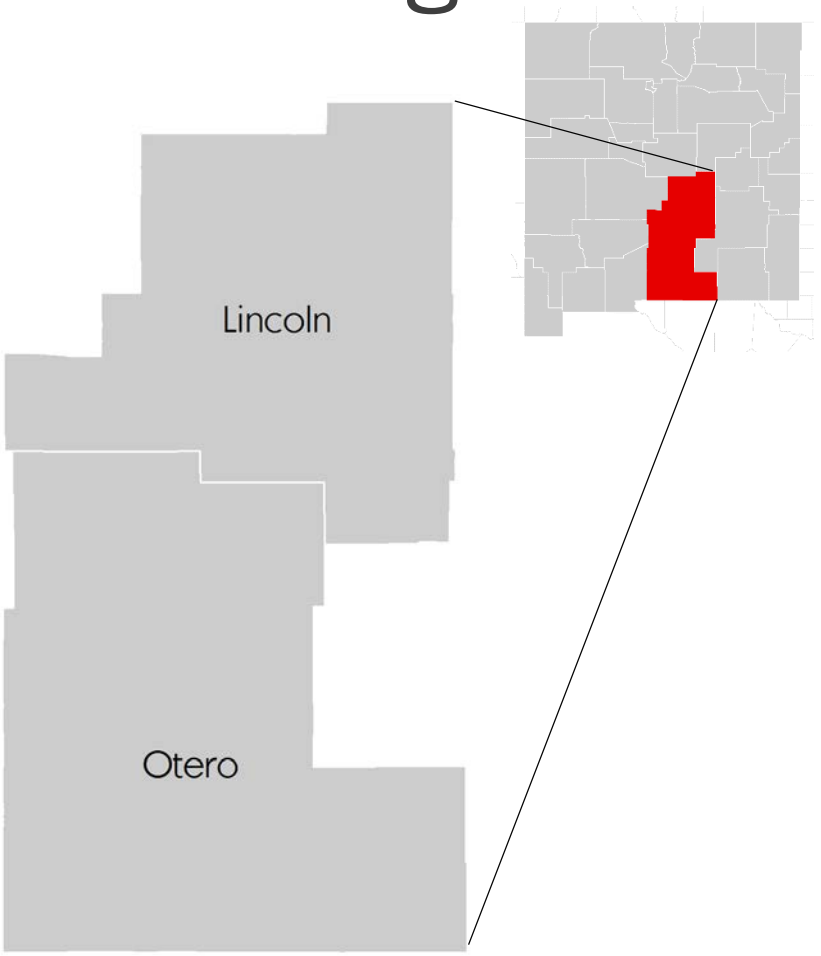
South Central Mountains Region, NM

What is a regional snapshot?

South Central Mountains Region

The South Central Mountains Region is comprised of two New Mexico counties and one reservation in southern New Mexico. U.S. Highway 54 passes through the middle part of the region connecting to I-10 to the south and I-40 to the north.

- Lincoln
- Otero
- Mescalero Apache Nation



What is a regional snapshot?

What is the snapshot?

This snapshot is a demographic and economic assessment of the South Central Mountains Region in New Mexico. Using county-level data, PCRD analyzed a number of indicators to gauge the overall economic performance of the South Central Mountains Region in comparison to the rest of the state.

What is its purpose?

The snapshot is intended to inform the region's leaders, organizations and residents of the key attributes of the region's population and economy. In particular, it takes stock of the region's important assets and challenges. With such data in hand, regional leaders and organizations are in a better position to invest in the mix of strategies that will spur the growth of the economy and provide a higher quality of life for residents of the region.

What are its focus areas?

PCRD secured and analyzed recent data from both public and private sources to generate the snapshot. In order to build a more comprehensive picture of the region, the report presents information under four key categories.

- Demography
- Human Capital
- Labor Force
- Industry & Occupation

When appropriate or relevant, the report compares information on the region with data on the remainder of the state. By so doing, the region is better able to determine how well it is performing relative to the state on a variety of important metrics.

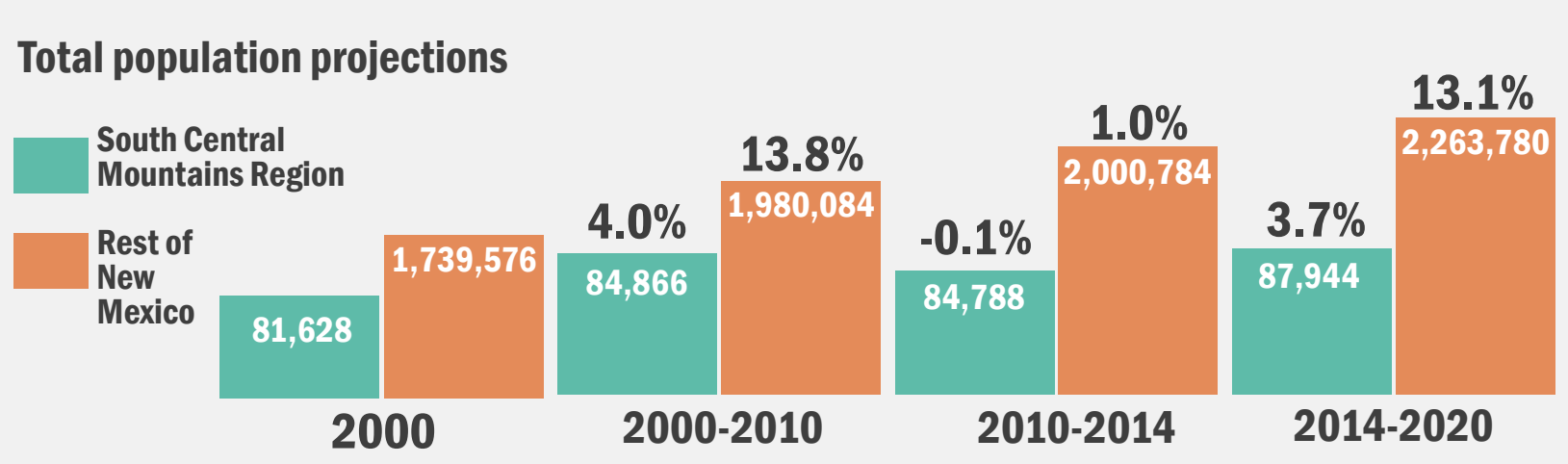
02 demography

Population change

Age structure

Income and poverty

Population change

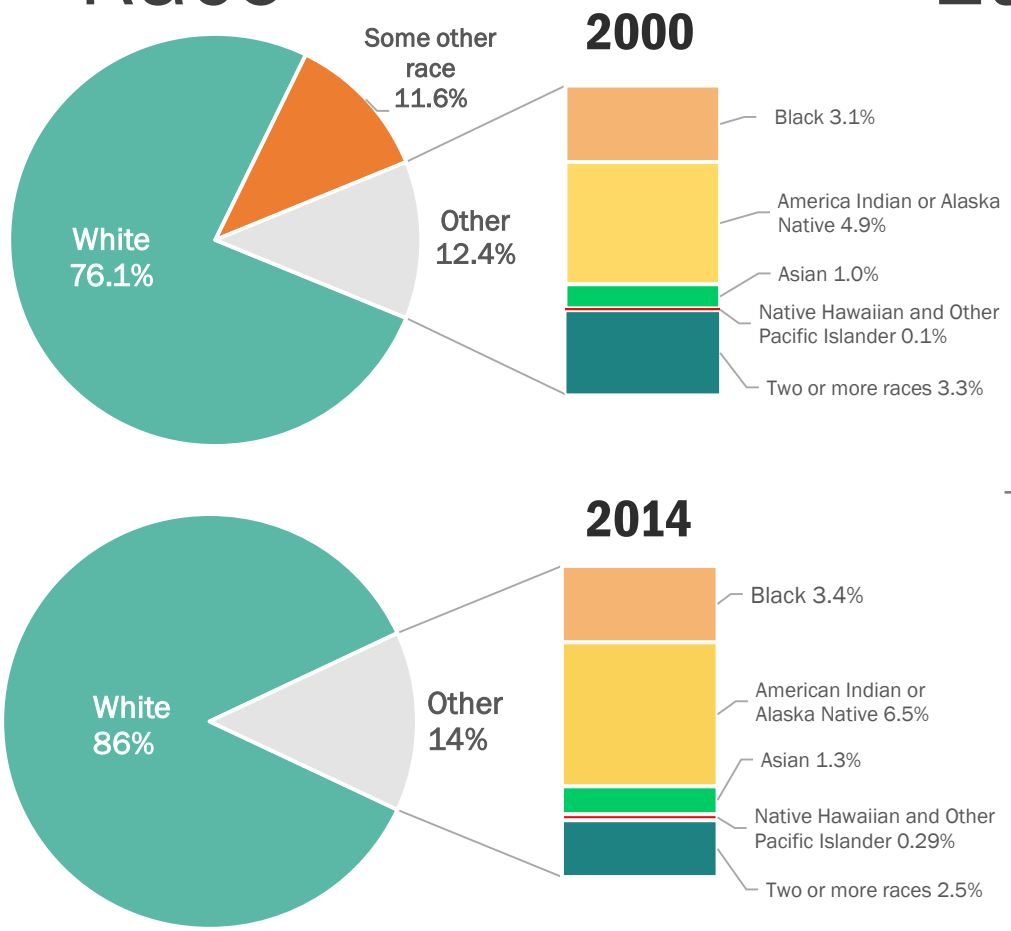


Questions:

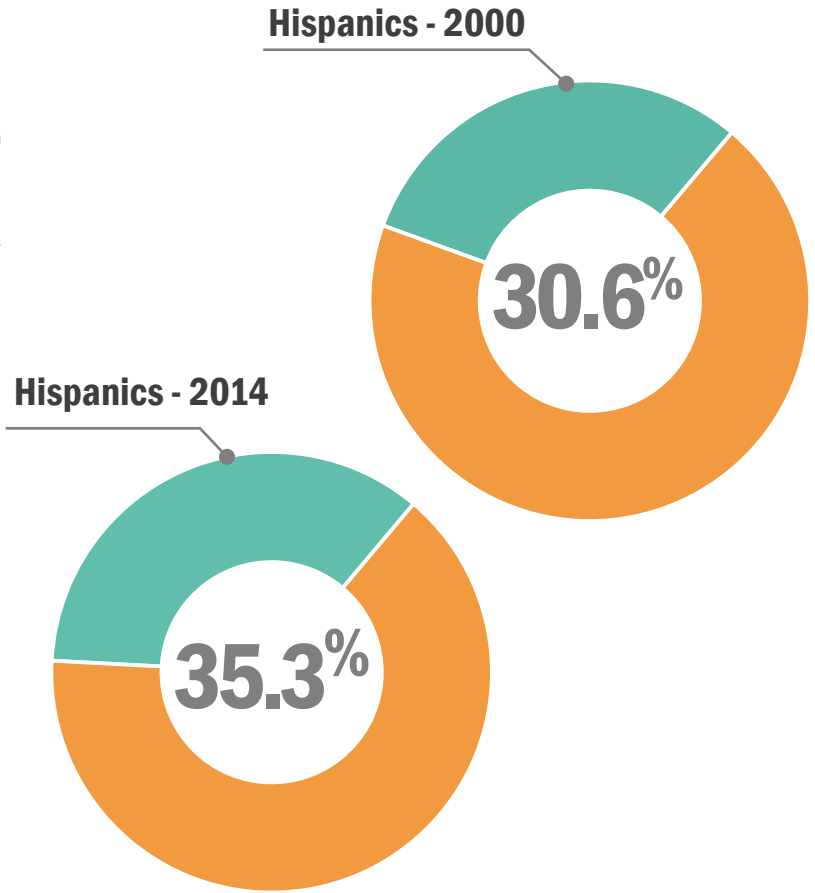
- How does the region's population trend compare to that of the state?
- What may be some of the elements driving the trends in the region? In the state?
- What strengths or challenges might these trends present?

Source: Census Population Estimates for 2000, 2010, and 2014, and 2020 Population Projection by The Bureau of Business and Economic Research (BBER) at the University of New Mexico, http://bber.unm.edu

Race



Ethnicity

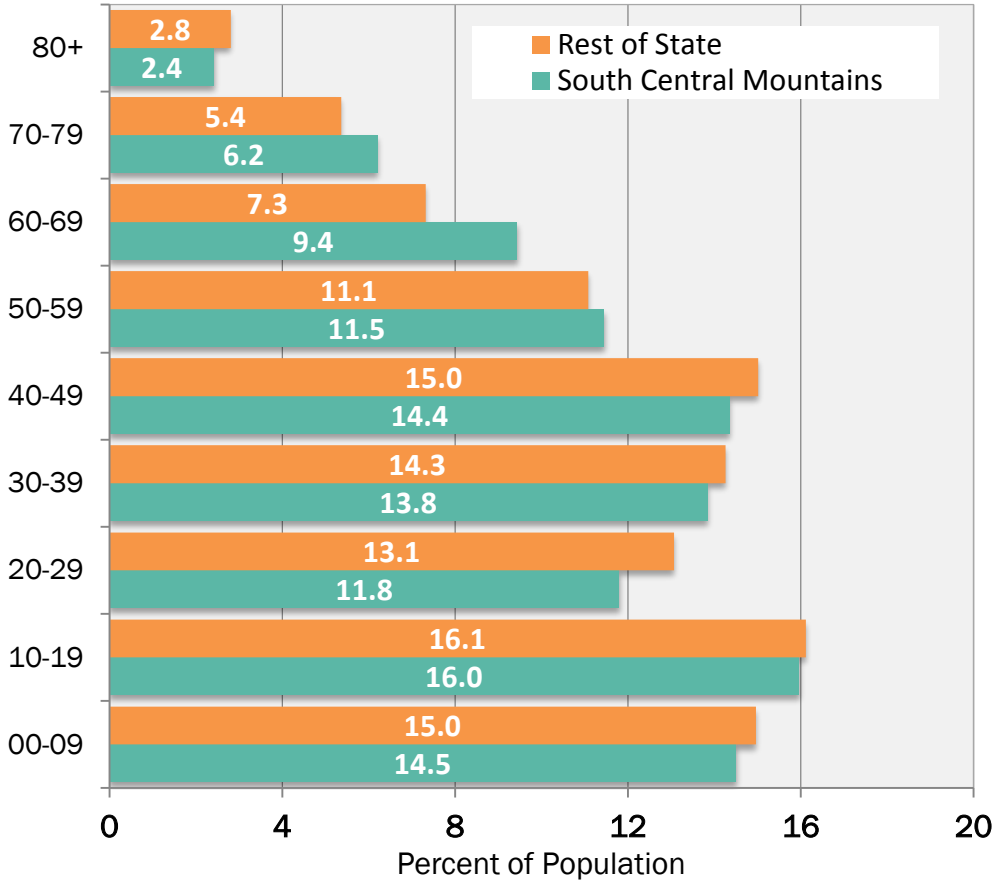


*Note: "Some other race" category was removed by Census Bureau in subsequent years

Race Data Source: U.S. Census Bureau – 2000 Decennial Census and 2014 Annual Population Estimates

Population Age Structure, 2000

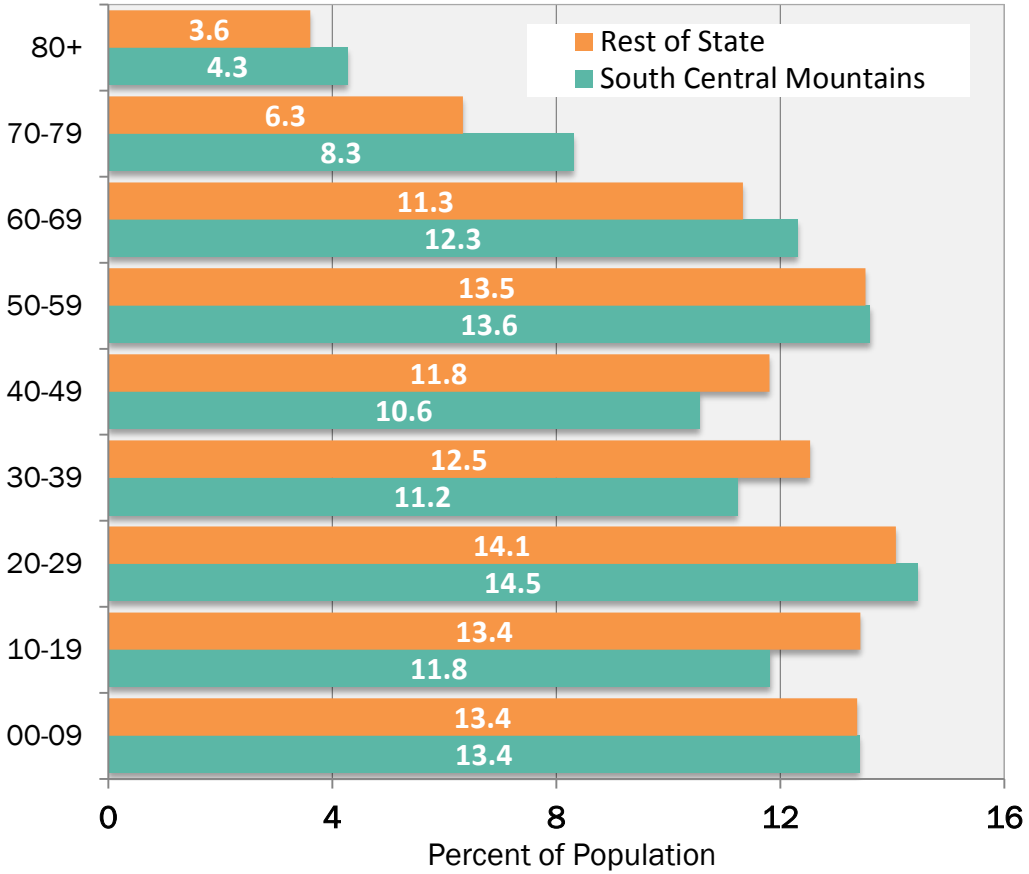
A visual presentation of the age distribution of the population (in percent)



Source: 2000 Decennial Census, U.S. Census Bureau

Population Age Structure, 2014

A visual presentation of the age distribution of the population (in percent)



Questions:

- Is the region experiencing an aging of its population? How does this compare to the rest of the state?
- Is there a sizable number of people of prime working age (20-49 years of age) in the region?
- Is the youth population (under 20 years old) growing or declining?
- What are the implications of the region's age structure for the economic development efforts of the region?

Source: 2014 Population Estimates, U.S. Census Bureau

Income and poverty

	2003	2008	2013
Total Population in Poverty	16.1%	17.3%	20.7%
Minors (Age 0-17) in Poverty	24.4%	27.6%	33.7%
Real Median Household Income* ($ 2013)	$39,451	$ 42,649	$41,679

Questions:

- Is the poverty rate for individuals in the county getting better or worse?
- Is poverty for minors in the county lower or higher than the overall poverty rate for all individuals? Why?
- Has real median income (adjusted for inflation) improved or worsened over the 2003 to 2013 time period? What may be reasons for these changes?

* Note: Regional Median Household income is the population-weighted average of median household income values across the South Central Mountains Region counties.
Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

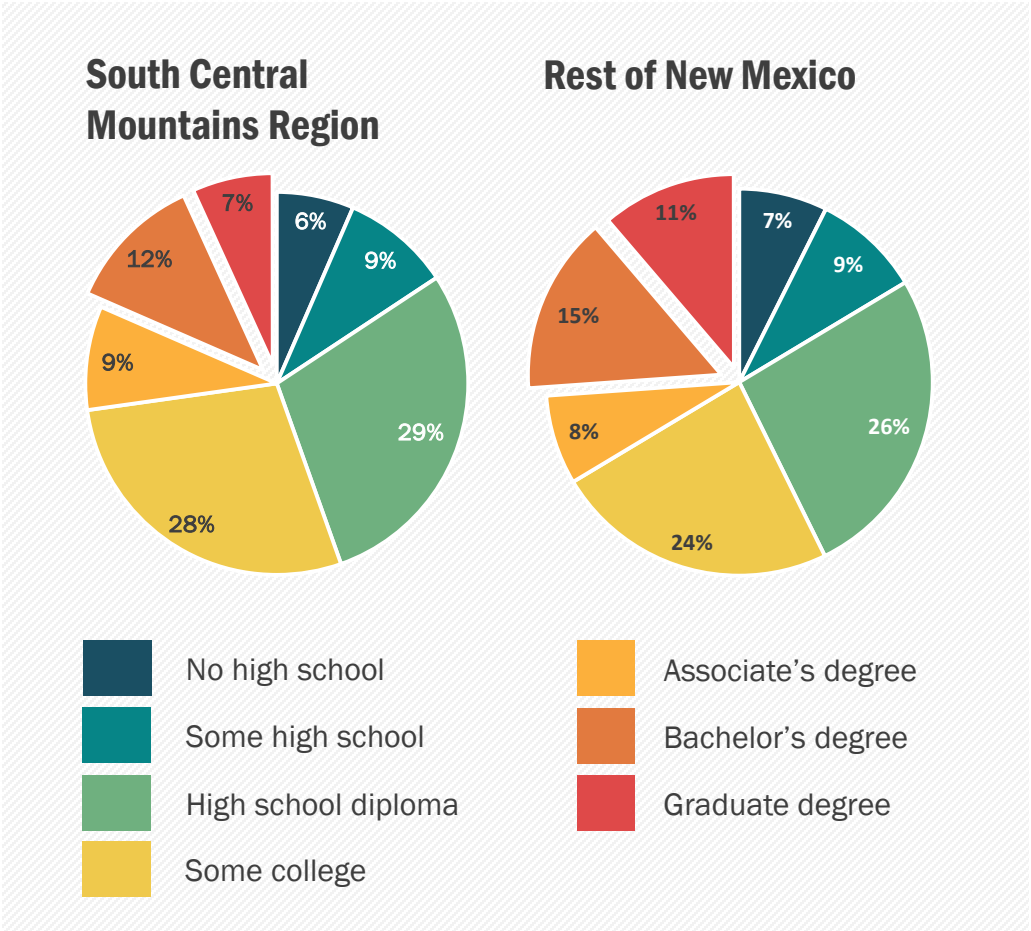
03 human capital

Educational attainment

Graduation rates

Patents

Educational attainment, 2013



Questions:

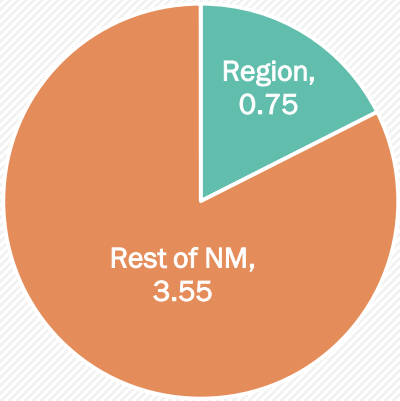
- What proportion of the adult population in the region has only a high school education?
- How many are college graduates (bachelors degree or higher)?
- How does the educational profile of the region compare to that of the rest of the state?
- What are the implications of the educational profile of the region in terms of the region's economic opportunities or workforce challenges?

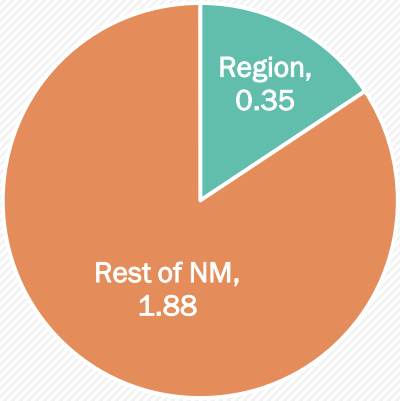
Source: 2009-2013 American Community Survey 5-Year Estimates

Patents

Patents per 10,000 Jobs 2001-2013

From 2001 to 2013, South Central Mountains counties were issued patents at a rate of 0.75 per 10,000 jobs, while the remaining New Mexico counties garnered 3.55 patents per 10,000 jobs.





Patents per 10,000 residents 2001-2013

From 2001 to 2013, 0.35 patents per 10,000 residents were issued in South Central Mountains counties. The Rest of New Mexico amassed 1.88 patents per 10,000 residents.

Patenting trends are an important indicator of the level of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.

Questions:

- How does the region's patent rate compare to that of the rest of the state?
- How have rates changed over time?
- What might this data suggest for the future of the region?

Source: U.S. Patent and Trademark Office, Census, BEA, and EMSI

*Note: Patent origin is determined by the residence of the first-named inventor. Since a number of workers commute into the region, the number of patents produced in the South Central Mountains Region could be high. However, among residents of the region, patent production is relatively low.

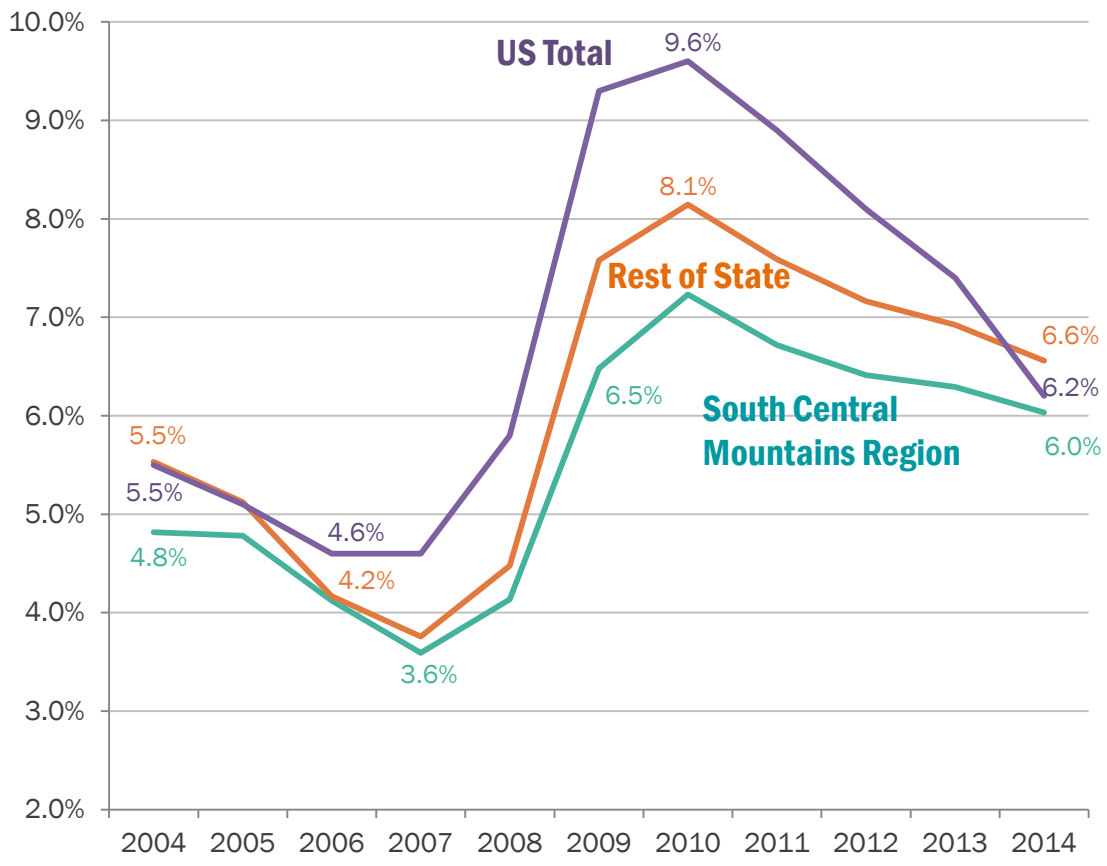
04 labor force

Unemployment rates

Earnings per worker

Source of labor for the region

Unemployment rates



Questions:

- How does the region's unemployment rate compare to the rest of the state and nation?
- How does the region's unemployment peak and post-2009 recovery compare to the state and nation?
- What might this suggest for the region's economic future?

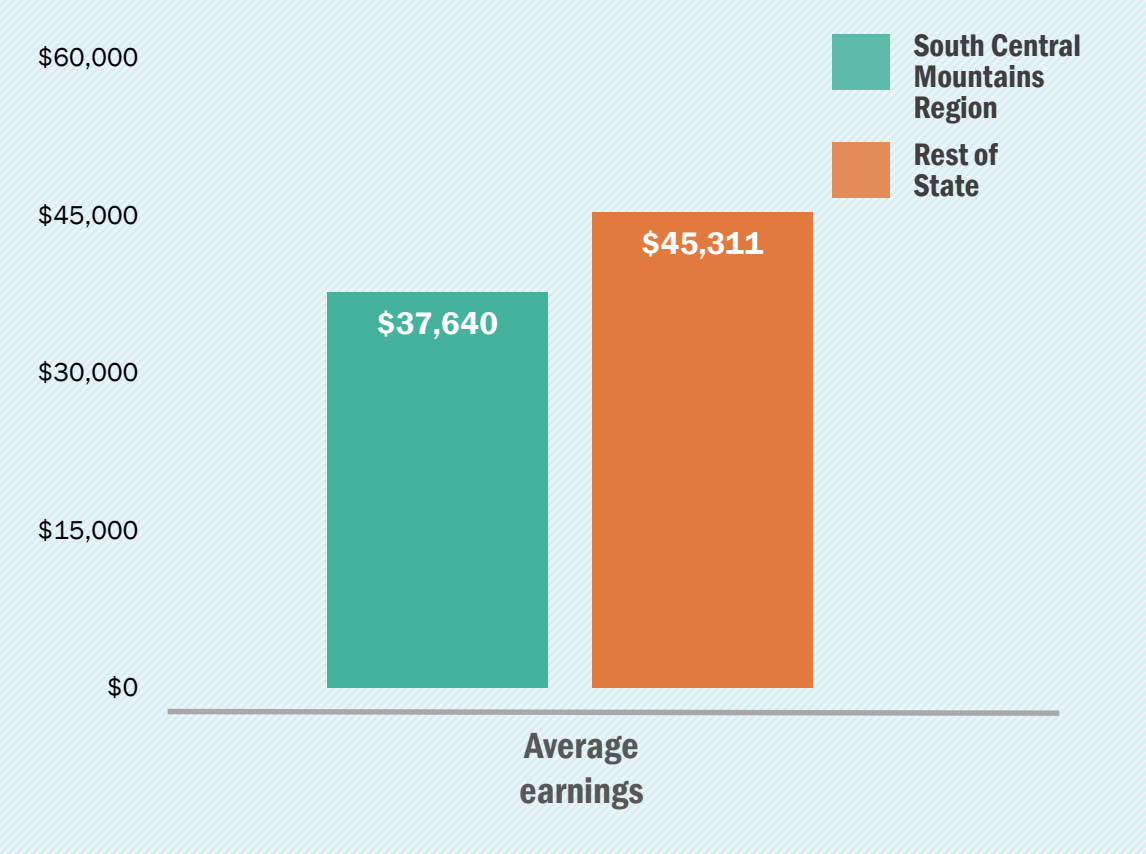
Source: LAUS, BLS

Earnings per worker in 2014

Questions:

- How does the region's average earnings compare to that of the rest of the state?
- What might be some driving factors for the differences?
- Do these represent potential strengths or challenges for the region?

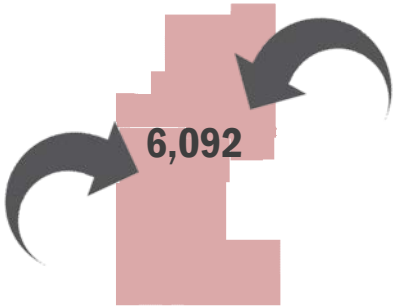
NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships



Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

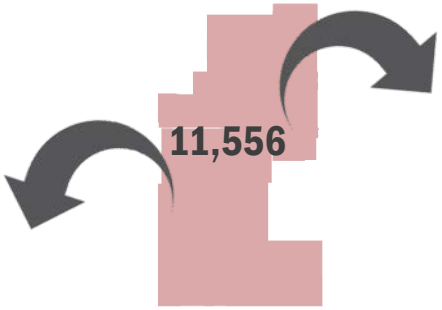
Journey to Work

In-Commuters



Same Work/Home

Out-Commuters



Population	2013 Jobs	Proportion
Employed in Region	21,027	100.0%
Employed in Region but Living Outside	6,092	29.0%
Employed and Living in Region	14,935	71.0%

Population	2013 Jobs	Proportion
Region Residents	26,491	100.0%
Employed Outside Region but Living in Region	11,556	43.6%
Employed and Living in Region	14,935	56.4%

Questions:

- How many people employed in the region actually reside outside the region? How many who live in the region commute to jobs outside the region?
- What are the implications for the region's economic development efforts?

Source: LEHD, OTM, U.S. Census Bureau

05 industry and occupation

Establishments

Employment by industry

Cluster analysis

Top occupations

STEM occupations

Establishments

Components of Change for Establishments 2000-2011

Establishments Launched	5,319
Establishments Closed	4,200
Net Change	1,119
Net Migration (Establishments moving into minus Establishments moving out of the region)	93
Total Change	1,212
Percent Change	28.5%

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.

Definition of Company Stages

0 Self-employed

1 2-9 employees

2 10-99 employees

3 100-499 employees

4 500+ employees

Source: National Establishment Time Series (NETS) – 2011 Database

Establishments

Number of Establishments by Company Stages

	2000		2011	
Stage	**Establishments**	**Proportion**	**Establishments**	**Proportion**
Stage 0	1,223	28.7%	1,852	33.9%
Stage 1	2,448	57.5%	3,004	54.9%
Stage 2	554	13.0%	563	10.3%
Stage 3	28	0.7%	45	0.8%
Stage 4	5	0.1%	6	0.1%
Total	**4,258**	**100.0%**	**5,470**	**100.0%**

Questions:

- What stage businesses have shaped the region's economic growth in the last 10 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

Source: National Establishment Time Series (NETS) – 2011 Database

Establishments

Number of Jobs by Company Stages

Year	2000	2011	% Change
Stage 0	1,223	1,852	51.4%
Stage 1	8,510	9,246	8.6%
Stage 2	13,731	14,234	3.7%
Stage 3	5,344	8,795	64.6%
Stage 4	8,633	3,800	-56.0%
Total	**37,441**	**37,927**	**1.3%**

Sales ($ 2013) by Company Stages

Year	2000	2011	% Change
Stage 0	146,776,051	121,455,585	-17.3%
Stage 1	1,018,475,469	700,348,217	-31.2%
Stage 2	1,332,789,147	1,303,779,433	-2.2%
Stage 3	649,821,391	309,783,674	-52.3%
Stage 4	841,153,454	308,729,935	-63.3%
Total	**3,989,015,513**	**2,744,096,846**	**-31.2%**

Questions:

- What establishments are the most numerous based on company stages?
- What stages have experienced the largest growth? The greatest decline?
- What company stage employs the largest number of people?
- What stage captures the most sales?
- Which ones have experienced the greatest percentage loss over the 2000-11 period?

Source: National Establishment Time Series (NETS) – 2011 Database

Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
21	Mining, Quarrying, and Oil and Gas Extraction	61	124	63	103%	43.2%
56	Administrative and Support and Waste Management and Remediation Services	1,488	2,100	612	41%	-1.6%
52	Finance and Insurance	1,260	1,492	232	18%	8.8%
22	Utilities	178	210	32	18%	-1.3%
61	Educational Services	333	391	58	17%	51.8%
42	Wholesale Trade	327	378	51	16%	3.4%
51	Information	399	454	55	14%	-2.4%
62	Health Care and Social Assistance	3,433	3,728	295	9%	10.7%
90	Government	11,530	12,343	813	7%	-1.3%
44	Retail Trade	4,382	4,671	289	7%	2.8%

Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Top ten industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
55	Management of Companies and Enterprises	36	23	-13	-36%	-2.3%
31	Manufacturing	526	425	-101	-19%	-8.2%
23	Construction	2,842	2,378	-464	-16%	-12.4%
48	Transportation and Warehousing	807	750	-57	-7%	7.4%
71	Arts, Entertainment, and Recreation	1,180	1,122	-58	-5%	4.7%
53	Real Estate and Rental and Leasing	1,666	1,604	-62	-4%	7.3%
54	Professional, Scientific, and Technical Services	1,749	1,714	-35	-2%	-5.7%

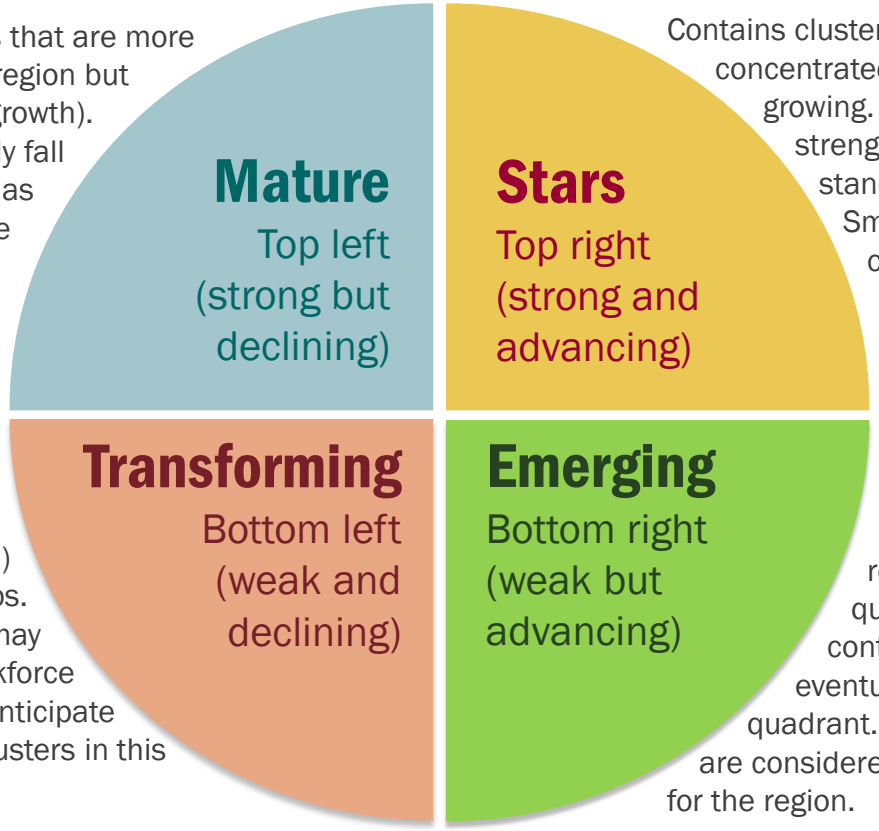
Questions:

- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.



Contains clusters that are more concentrated in the region but are declining (negative growth). These clusters typically fall into the lower quadrant as job losses cause a decline in concentration.

Contains clusters that are more concentrated in the region and are growing. These clusters are strengths that help a region stand out from the competition. Small, high-growth clusters can be expected to become more dominant over time.

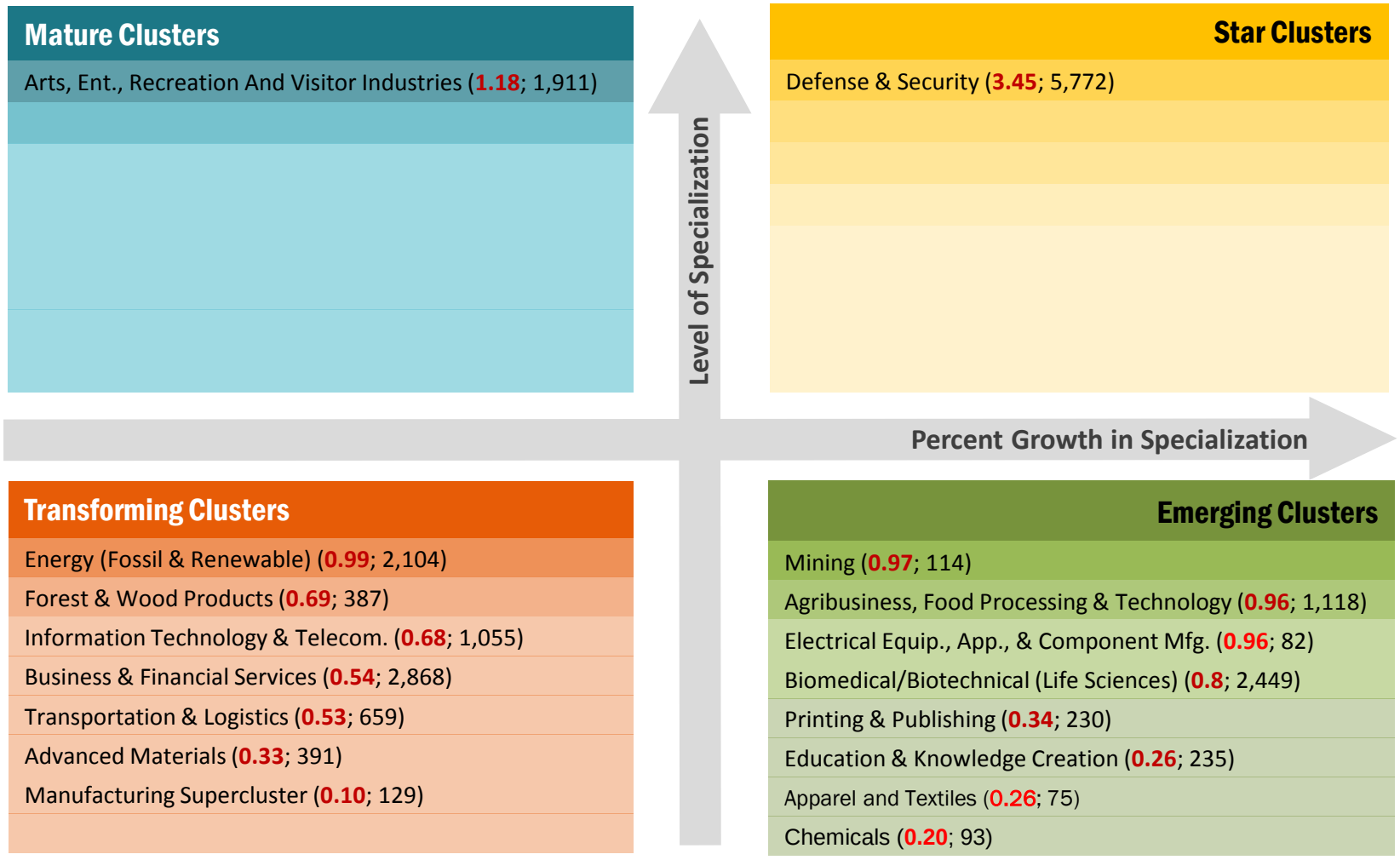
Contains clusters that are under-represented in the region (low concentration) and are also losing jobs. Clusters in this region may indicate a gap in the workforce pipeline if local industries anticipate a future need. In general, clusters in this quadrant show a lack of competitiveness.

Contains clusters that are under-represented in the region but are growing, often quickly. If growth trends continue, these clusters will eventually move into the top right quadrant. Clusters in this quadrant are considered emerging strengths for the region.

Modified from: http://www.charlestonregionaldata.com/bubble-chart-explanation/

Distribution of clusters in the Region by quadrants

Industry cluster analysis

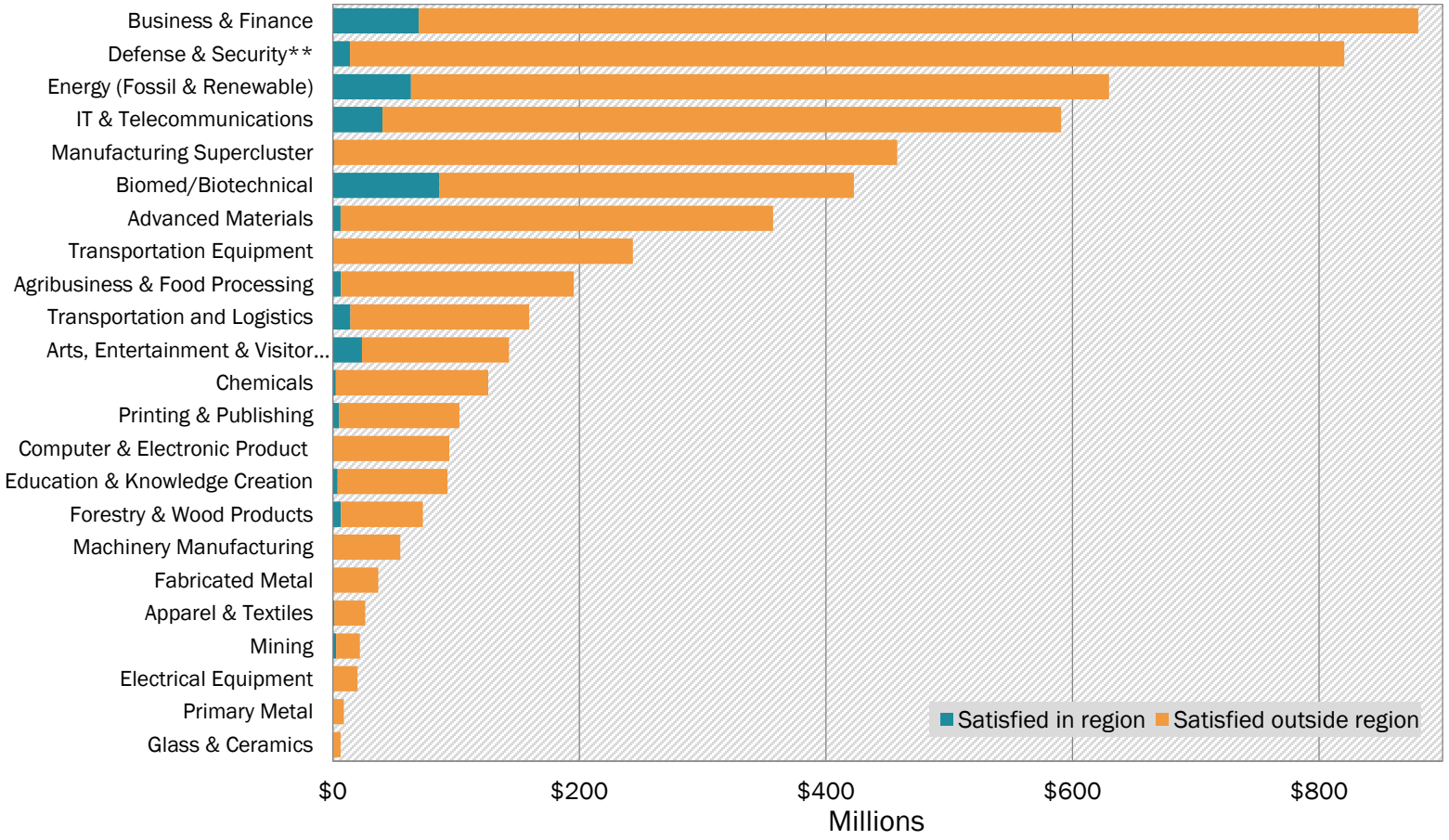


Note: Transportation Equipment Mfg., Machinery Mfg., Computer & Electronic Product Mfg., Primary Metal Mfg. and Fabricated Metal Mfg. subclusters have too few jobs. Glass & Ceramics cluster does not exist in the region (has only 3 jobs).

NOTE: The first number after each cluster represents its location quotient while the second number represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2014. The clusters are sorted in decreasing order by location quotient.

Industry Clusters: Leakages

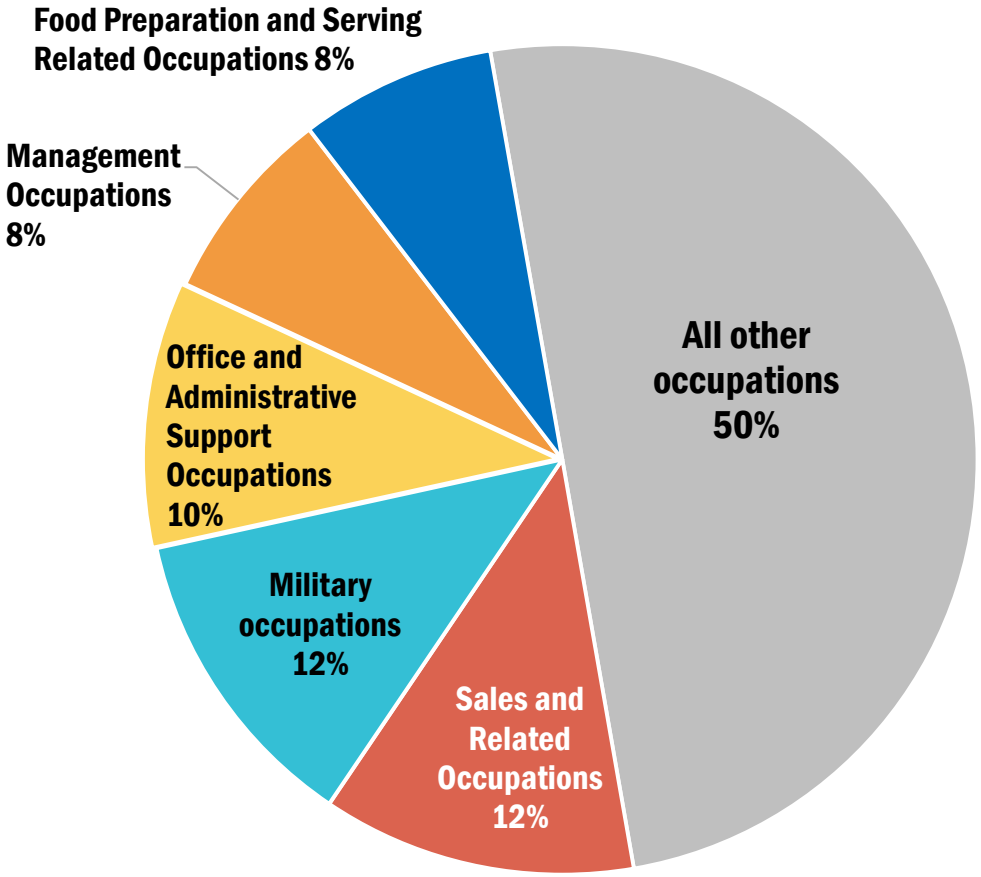
Regional requirements, 2013



Note: ** shows Star clusters

Source: EMSI 2014.4 (QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors); Industry cluster definitions by PCRD

Top five occupations in 2014

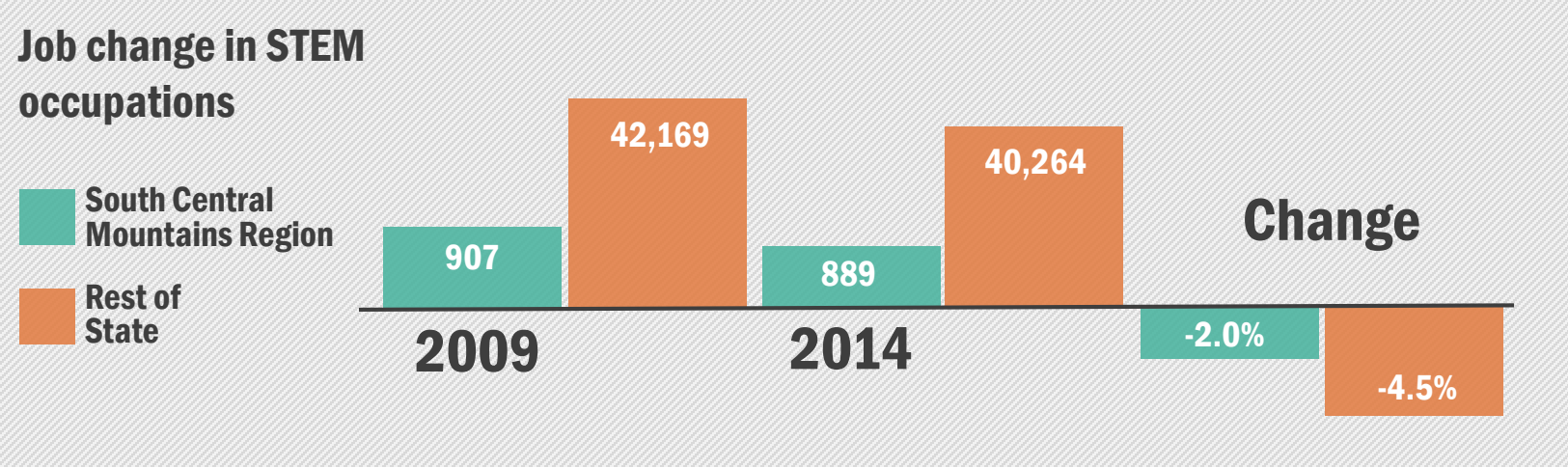


Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Science, Technology, Engineering & Math



Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

*Note: STEM and STEM-related occupation definitions from BLS (2010)

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Report Contributors

This report was prepared by the Purdue Center for Regional Development, in partnership with the Southern Rural Development Center and USDA Rural Development, in support of the Stronger Economies Together program.

Report Authors

Bo Beaulieu, PhD
Indraneel Kumar, PhD
Andrey Zhalnin, PhD

Data Analysis

Ayoung Kim
Francisco Scott

Report Design

Tyler Wright

This report was supported, in part, by grant from the USDA Rural Development through the auspices of the Southern Rural Development Center. It was produced in support of the Stronger Economies Together (SET) program.

PURDUE UNIVERSITY

Center for Regional Development
Advancing Collaboration : Energizing Regions

The Purdue Center for Regional Development (PCRD) seeks to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity.

For more information,
please contact:

Dr. Bo Beaulieu,
PCRD Director:
ljb@purdue.edu

Or

765-494-7273

October 2015