



# Regional Data Snapshot

*Target Industry Clusters*  
*SET Session 2*

**Mid Central Rural Corridor Region, New Mexico**

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# 01 overview

**Bernalillo County**

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**Los Alamos County**

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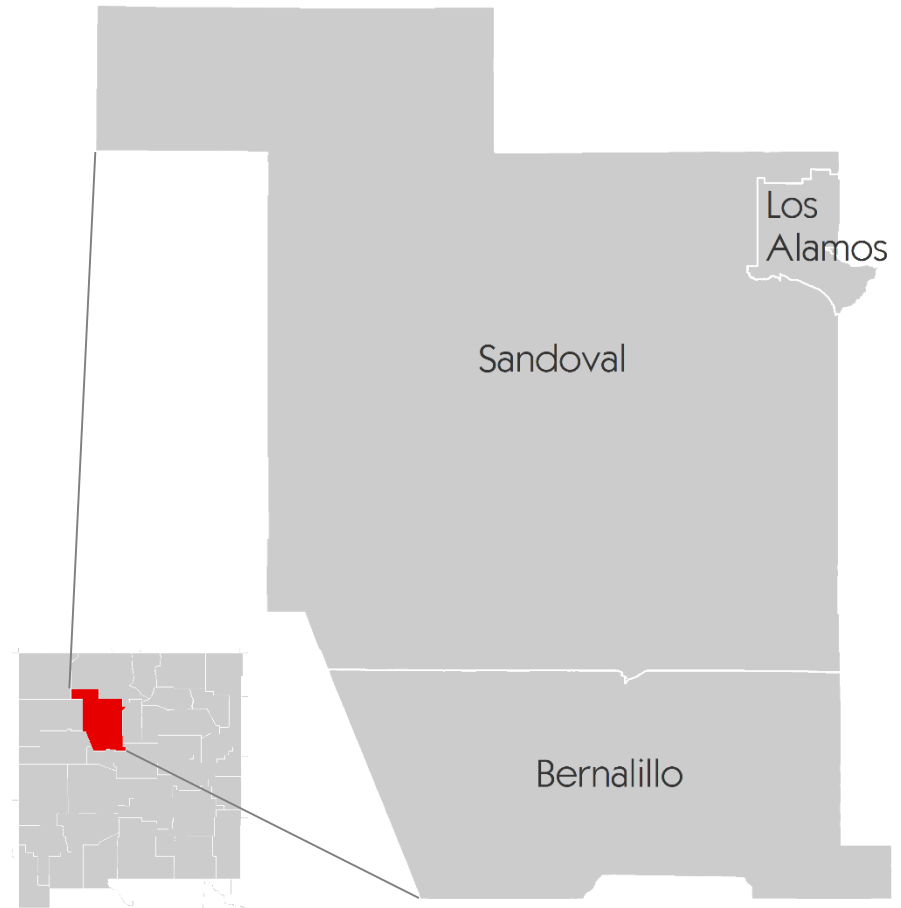
**Sandoval County**

## Overview

# Mid Central Rural Corridor Region, NM

The Mid Central Rural Corridor Region is comprised of 3 New Mexico counties. Interstate 25 crosses the southern part of the region connecting it to Albuquerque and Santa Fe. Interstate 40 goes through Albuquerque in Bernalillo County. Major railroad includes BNSF. Albuquerque International Airport is the major airport serving more than 2 million passengers annually.

- Bernalillo
- Los Alamos
- Sandoval



# 02 target industry clusters

**Agribusiness, Food Processing  
and Technology**

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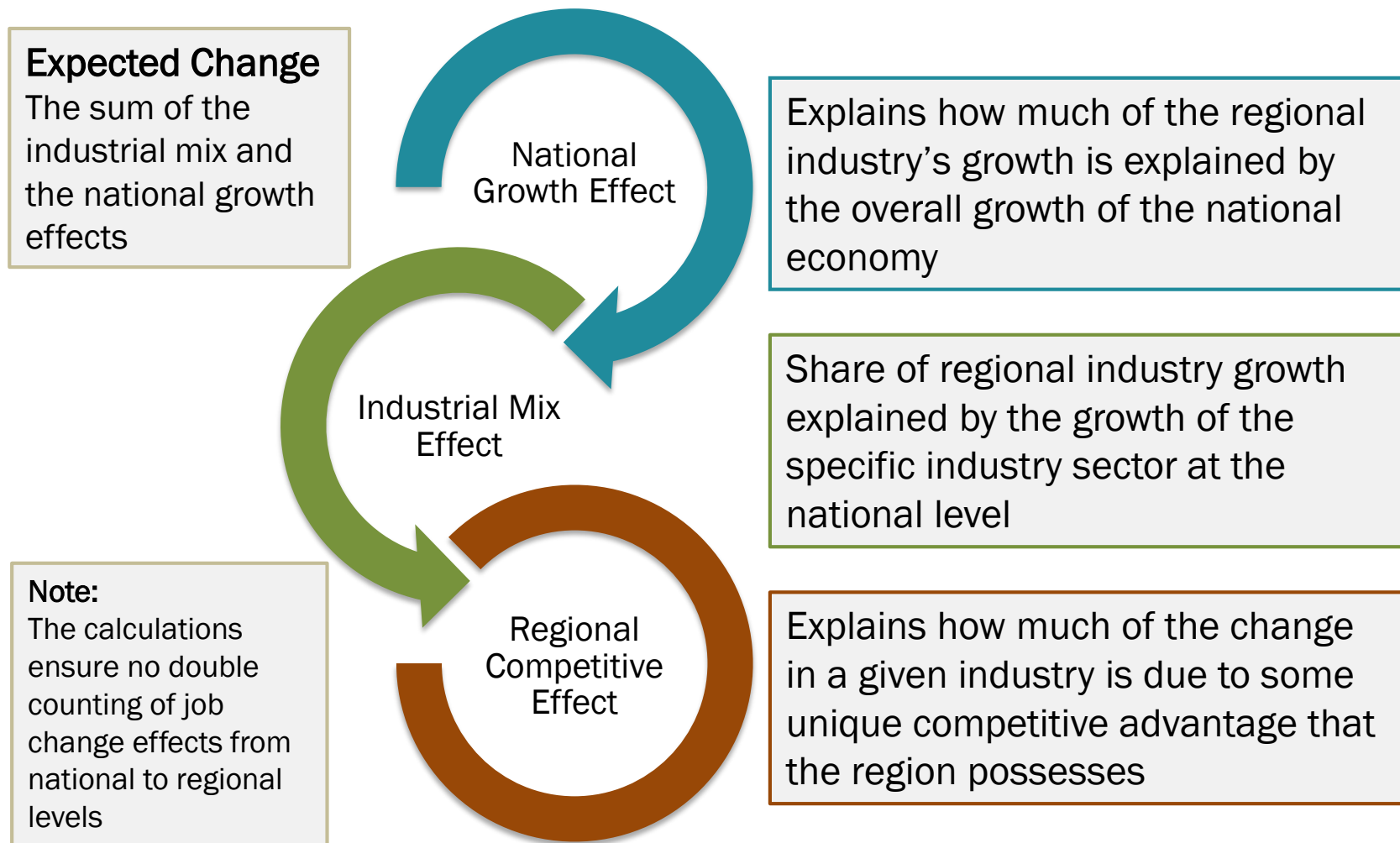
**Arts, Entertainment,  
Recreation and Visitor  
Industries**

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**Biomedical/Biotechnical (Life  
Science)**

# Regional Job Growth:

## *Three Key Components of the Shift-Share Analysis*



## Shift-Share Analysis (Regional Performance) by Top Industry Sectors

# Agribusiness, Food Processing and Technology

Industries	Jobs 2015	National Trend, 2009-2015	Industry Trend, 2009-2015	Cumulative Expected Growth	Actual Job Growth, 2009-2015	Regional Performance, 2009-2015
		A	B	C=A+B	D	D-C
Crop Production	1,458	76	-64	12	626	↑614
Perishable Prepared Food Manufacturing	466	30	82	112	132	↑ 19
Animal Production and Aquaculture	400	55	-66	-11	-202	-191
Breakfast Cereal Manufacturing	337	16	-31	-15	167	↑183
Commercial Bakeries	305	21	-10	11	70	↑ 59
Breweries	291	8	88	96	200	↑103
Retail Bakeries	212	11	32	43	89	↑ 46
Tortilla Manufacturing	198	23	1	24	-57	-81
Frozen Specialty Food Manufacturing	190	7	-2	5	110	↑106
Fluid Milk Manufacturing	149	16	-18	-2	-28	-26
Farm and Garden Machinery and Equipment Merchant Wholesalers	71	7	-2	5	-10	-15
Wineries	61	2	7	9	35	↑ 25
Confectionery Manufacturing from Purchased Chocolate	56	3	-2	1	26	↑ 26
Fruit and Vegetable Canning	54	4	-6	-2	12	↑ 13
Specialty Canning*	44	0	-1	-1	Insf. Data	↑ 39

Note: Upward arrow (↑) indicates regional competitiveness. \*: Specialty Canning industry had less than 10 jobs in 2009

### section 02

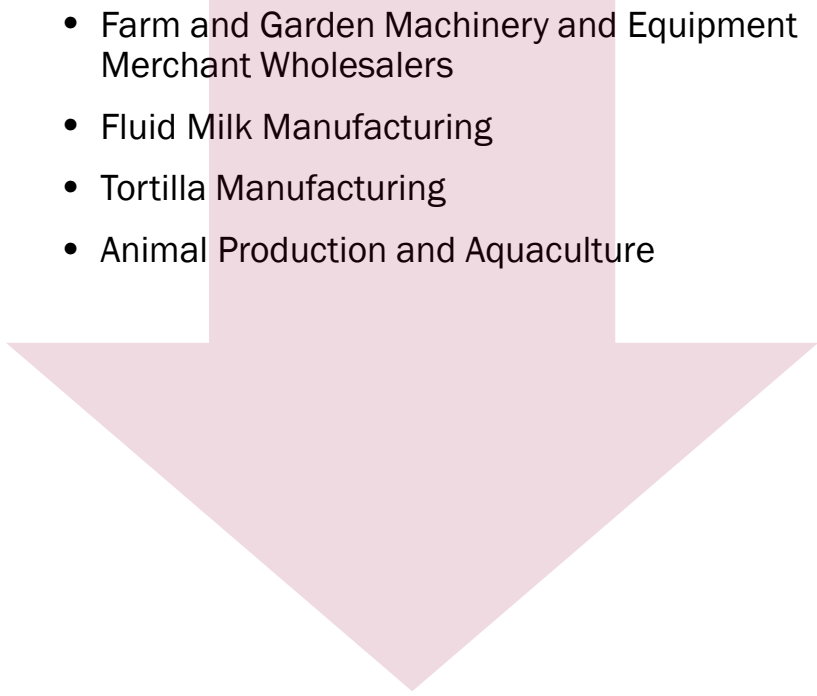
## Shift-Share Analysis

# Agribusiness, Food Processing and Technology

### Industries that Outperformed

- 
- Crop Production
  - Breakfast Cereal Manufacturing
  - Frozen Specialty Food Manufacturing
  - Breweries
  - Commercial Bakeries
  - Retail Bakeries
  - Specialty Canning
  - Confectionery Manufacturing from Purchased Chocolate
  - Wineries
  - Perishable Prepared Food Manufacturing
  - Fruit and Vegetable Canning

### Industries that Underperformed

- 
- Farm and Garden Machinery and Equipment Merchant Wholesalers
  - Fluid Milk Manufacturing
  - Tortilla Manufacturing
  - Animal Production and Aquaculture



## Top Industry Sectors

# Agribusiness, Food Processing and Technology

Industries	Exports 2015 (\$ Millions)	Jobs 2015	Export per job 2015 (\$)	LQ 2015
Crop Production	\$124.77	1,458	\$85,602	0.40
Perishable Prepared Food Manufacturing	\$86.87	466	\$186,434	3.81
Animal Production and Aquaculture	\$57.38	400	\$143,356	0.14
Breakfast Cereal Manufacturing	\$171.66	337	\$509,061	10.58
Commercial Bakeries	\$35.90	305	\$117,788	0.89
Breweries	\$45.02	291	\$154,821	2.14
Retail Bakeries	\$16.68	212	\$78,865	0.82
Tortilla Manufacturing	\$41.97	198	\$211,489	3.98
Frozen Specialty Food Manufacturing	\$24.99	190	\$131,204	1.30
Fluid Milk Manufacturing	\$80.20	149	\$539,589	1.12
Farm and Garden Machinery and Equipment Merchant Wholesalers	\$1.40	71	\$19,799	0.26
Wineries	\$1.37	61	\$22,485	0.37
Confectionery Manufacturing from Purchased Chocolate	\$5.48	56	\$96,962	0.66
Fruit and Vegetable Canning	\$49.09	54	\$915,536	0.33
Specialty Canning	\$6.77	44	\$155,116	1.53
Other Animal Food Manufacturing	\$42.58	41	\$1,035,740	0.47

Note: Sorted similarly as the shift-share analysis slide.

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## Top 15 Inputs by Dollars

# Agribusiness, Food Processing and Technology

Industries	Estimated Input (\$ Millions), 2015	% In-Region	% Out of Region
Animal Production and Aquaculture	\$87.80	18.5%	81.5%
Crop Production	\$61.71	32.7%	67.3%
Corporate, Subsidiary, and Regional Managing Offices	\$54.58	29.5%	70.5%
Flour Milling*	\$20.59	0.5%	99.5%
Corrugated and Solid Fiber Box Manufacturing	\$17.04	18.7%	81.3%
Wholesale Trade Agents and Brokers	\$16.78	39.4%	60.6%
Fluid Milk Manufacturing	\$12.54	43.5%	56.5%
Fruit and Vegetable Canning	\$11.52	66.5%	33.5%
Metal Can Manufacturing**	\$10.92	0.0%	100.0%
Petroleum Refineries**	\$10.61	0.0%	100.0%
Soybean and Other Oilseed Processing**	\$10.57	0.0%	100.0%
Other Animal Food Manufacturing	\$10.54	26.3%	73.7%
Fats and Oils Refining and Blending**	\$9.22	0.0%	100.0%
General Freight Trucking, Long-Distance, Truckload	\$8.79	84.1%	15.9%
Rail transportation	\$8.77	93.9%	6.1%

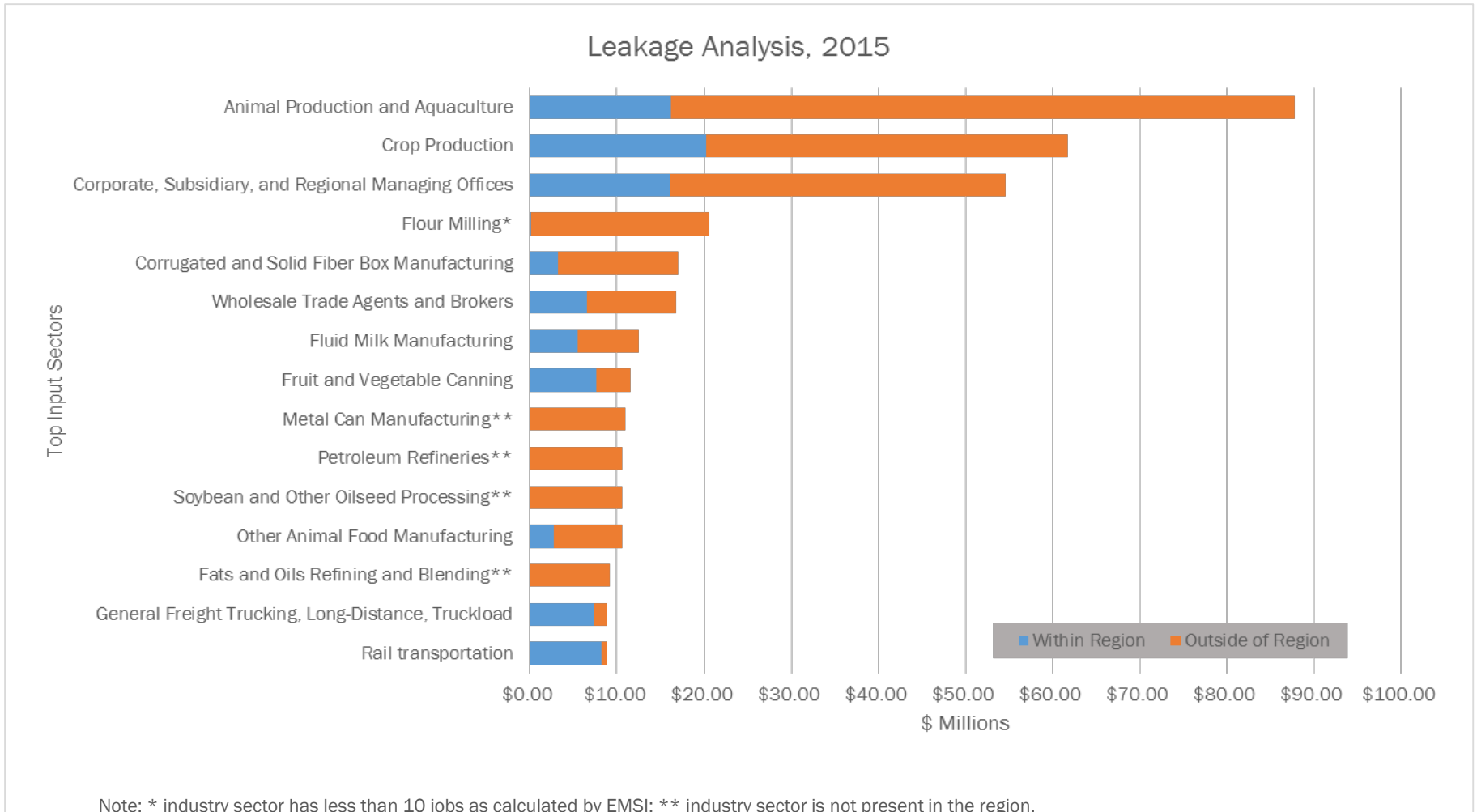
Note: \* industry sector has less than 10 jobs as calculated by EMSI; \*\* industry sector is not present in the region.

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Source: EMSI Class of Worker 2017.3 (QCEW, non -QCEW, self-employed and extended proprietors).

## Top 15 Inputs by Dollars

# Agribusiness, Food Processing and Technology



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## Top Occupations

# Agribusiness, Food Processing and Technology

Occupations	Jobs 2015	% Change, 2009-2015	Median Hr. Earnings	Entry Level Education
Farmers, Ranchers, and Other Agricultural Managers	1,553	26%	\$13.58	High school diploma or equivalent
Food Batchmakers	210	38%	\$13.16	High school diploma or equivalent
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	199	54%	\$11.01	No formal educational credential
Packaging and Filling Machine Operators and Tenders	193	40%	\$12.61	High school diploma or equivalent
Bakers	184	43%	\$11.35	No formal educational credential
First-Line Supervisors of Production and Operating Workers	95	44%	\$23.81	High school diploma or equivalent
Laborers and Freight, Stock, and Material Movers, Hand	88	31%	\$12.80	No formal educational credential
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	88	31%	\$19.47	High school diploma or equivalent
Industrial Machinery Mechanics	86	51%	\$19.19	High school diploma or equivalent
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	84	50%	\$16.72	High school diploma or equivalent
Helpers--Production Workers	81	37%	\$10.47	No formal educational credential
Managers, All Other	73	33%	\$15.51	Bachelor's degree
Packers and Packagers, Hand	65	27%	\$9.43	No formal educational credential
Heavy and Tractor-Trailer Truck Drivers	62	51%	\$19.70	Postsecondary nondegree award
Maintenance and Repair Workers, General	61	42%	\$16.12	High school diploma or equivalent

Note: SOC (Standard Occupation Classification) 5-digit occupations are included by jobs in 2015. Extended proprietors include estimates for underreported self employment, proprietorships, trusts, partnerships and cooperatives.

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## Shift-Share Analysis (Regional Performance) by Top Industry Sectors

# Arts, Entertainment, Recreation and Visitor Industries

Industries	Jobs 2015	National Trend, 2009-2015	Industry Trend, 2009-2015	Cumulative Expected Growth	Actual Job Growth, 2009-2015	Regional Performance, 2009-2015
		A	B	C=A+B	D	D-C
Hotels (except Casino Hotels) and Motels	5,142	419	141	560	547	-13
Independent Artists, Writers, and Performers	4,011	353	186	539	140	-401
Fitness and Recreational Sports Centers	2,064	172	100	272	184	-88
Motion Picture and Video Production	1,077	56	100	156	467	↑ 312
All Other Amusement and Recreation Industries	770	52	122	174	196	↑ 22
Golf Courses and Country Clubs	664	49	-16	33	129	↑ 96
Other Spectator Sports	514	34	-13	21	141	↑ 119
Television Broadcasting	512	46	16	62	6	-56
Other Gambling Industries	503	14	-16	-2	351	↑ 352
Motion Picture Theaters (except Drive-Ins)	449	40	-27	13	12	-1
Radio Stations	345	33	-46	-13	-19	-6
Sports Teams and Clubs	277	26	50	76	-5	-81
Promoters of Performing Arts, Sports, and Similar Events without Facilities	269	15	34	49	99	↑ 49
Musical Groups and Artists	263	24	59	83	4	-78
Travel Agencies	239	24	-11	13	-27	-40

Note: Upward arrow (↑) indicates regional competitiveness.

### section 02

## Shift-Share Analysis

# Arts, Entertainment, Recreation and Visitor Industries

### Industries that Outperformed

- 
- Other Gambling Industries
  - Motion Picture and Video Production
  - Other Spectator Sports
  - Golf Courses and Country Clubs
  - Promoters of Performing Arts, Sports, and Similar Events without Facilities
  - All Other Amusement and Recreation Industries

### Industries that Underperformed

- 
- Motion Picture Theaters (except Drive-Ins)
  - Radio Stations
  - Hotels (except Casino Hotels) and Motels
  - Travel Agencies
  - Television Broadcasting
  - Musical Groups and Artists
  - Sports Teams and Clubs
  - Fitness and Recreational Sports Centers
  - Independent Artists, Writers, and Performers

## Top Industry Sectors

# Arts, Entertainment, Recreation and Visitor Industries

Industries	Exports 2015 (\$ Millions)	Jobs 2015	Export per job 2015 (\$)	LQ 2015
Hotels (except Casino Hotels) and Motels	\$396.64	5,142	\$77,136	1.25
Independent Artists, Writers, and Performers	\$31.84	4,011	\$7,940	1.32
Fitness and Recreational Sports Centers	\$17.34	2,064	\$8,403	1.12
Motion Picture and Video Production	\$576.05	1,077	\$534,705	1.51
All Other Amusement and Recreation Industries	\$10.13	770	\$13,154	1.08
Golf Courses and Country Clubs	\$1.02	664	\$1,532	0.67
Other Spectator Sports	\$0.08	514	\$149	1.13
Television Broadcasting	\$45.43	512	\$88,708	1.43
Other Gambling Industries	\$83.39	503	\$165,914	2.95
Motion Picture Theaters (except Drive-Ins)	\$11.23	449	\$24,988	1.32
Radio Stations	\$64.95	345	\$188,166	1.45
Sports Teams and Clubs	\$1.03	277	\$3,724	0.89
Promoters of Performing Arts, Sports, and Similar Events without Facilities	\$5.18	269	\$19,270	1.31
Musical Groups and Artists	\$0.24	263	\$899	0.96
Travel Agencies	\$2.40	239	\$10,035	0.69
Promoters of Performing Arts, Sports, and Similar Events with Facilities	\$1.85	217	\$8,522	0.73

Note: Sorted similarly as the shift-share analysis slide.

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## Top 15 Inputs by Dollars

# Arts, Entertainment, Recreation and Visitor Industries

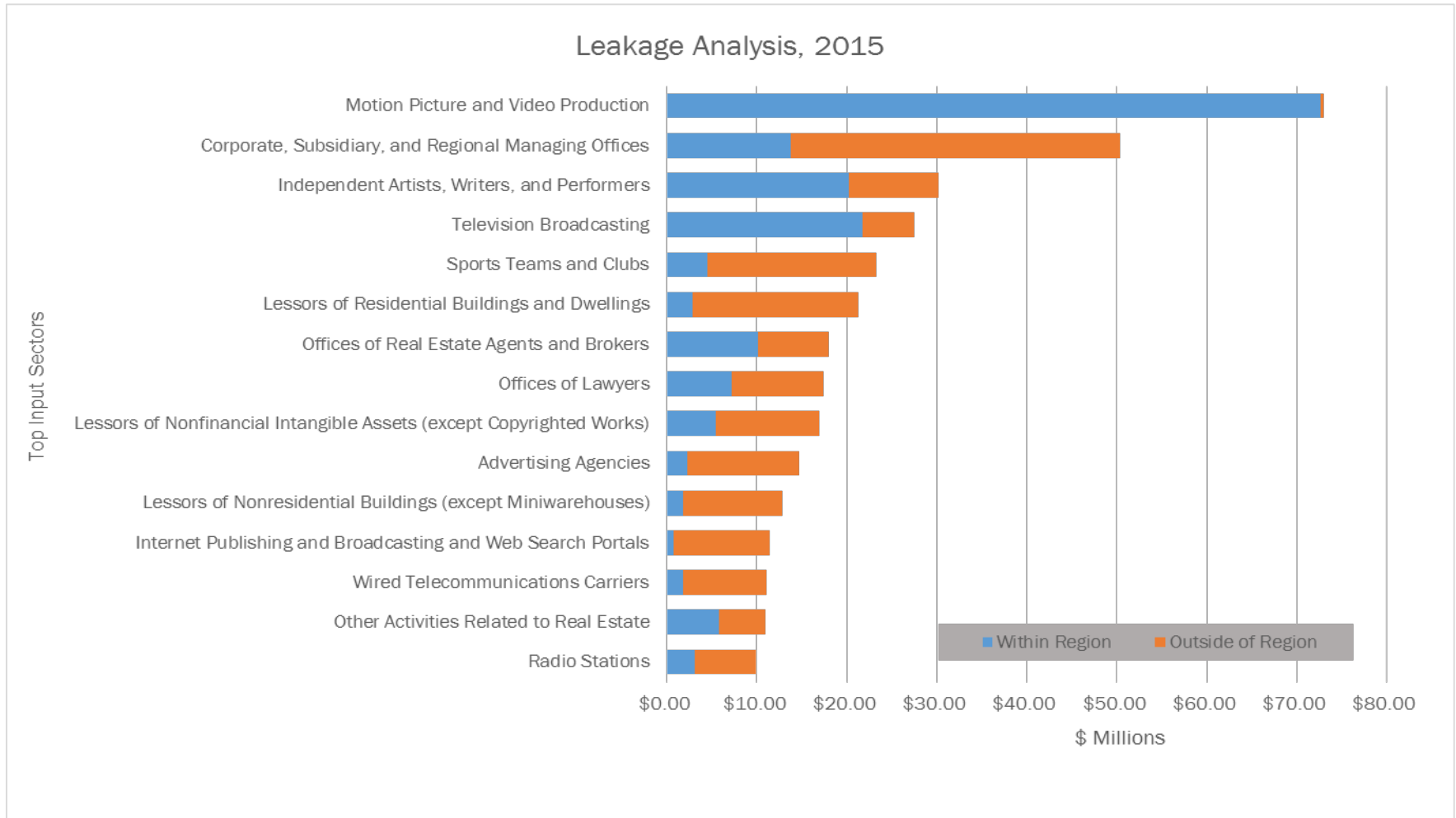
Industries	Estimated Input (\$ Millions), 2015	% In-Region	% Out of Region
Motion Picture and Video Production	\$73.01	99.6%	0.4%
Corporate, Subsidiary, and Regional Managing Offices	\$50.38	27.3%	72.7%
Independent Artists, Writers, and Performers	\$30.20	66.8%	33.2%
Television Broadcasting	\$27.53	79.0%	21.0%
Sports Teams and Clubs	\$23.23	19.6%	80.4%
Lessors of Residential Buildings and Dwellings	\$21.24	13.7%	86.3%
Offices of Real Estate Agents and Brokers	\$17.96	56.7%	43.3%
Offices of Lawyers	\$17.39	41.7%	58.3%
Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	\$16.96	31.7%	68.3%
Advertising Agencies	\$14.68	15.6%	84.4%
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$12.88	13.9%	86.1%
Internet Publishing and Broadcasting and Web Search Portals	\$11.42	6.2%	93.8%
Wired Telecommunications Carriers	\$11.05	16.6%	83.4%
Other Activities Related to Real Estate	\$10.97	52.2%	47.8%
Radio Stations	\$9.87	30.9%	69.1%

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## Top 15 Inputs by Dollars

# Arts, Entertainment, Recreation and Visitor Industries



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## Top Occupations

# Arts, Entertainment, Recreation and Visitor Industries

Occupations	Jobs 2015	% Change, 2009-2015	Median Hr. Earnings	Entry Level Education
Maids and Housekeeping Cleaners	1,749	16%	\$9.61	No formal educational credential
Musicians and Singers	1,217	14%	\$12.29	No formal educational credential
Writers and Authors	1,073	16%	\$12.76	Bachelor's degree
Fitness Trainers and Aerobics Instructors	907	16%	\$20.91	High school diploma or equivalent
Hotel, Motel, and Resort Desk Clerks	717	12%	\$10.10	High school diploma or equivalent
Actors	603	49%	\$12.36	Some college, no degree
Waiters and Waitresses	562	16%	\$9.12	No formal educational credential
Fine Artists, Including Painters, Sculptors, and Illustrators	550	-3%	\$7.36	Bachelor's degree
Coaches and Scouts	458	27%	\$9.98	Bachelor's degree
Craft Artists	297	-4%	\$4.93	No formal educational credential
Maintenance and Repair Workers, General	294	12%	\$16.12	High school diploma or equivalent
Amusement and Recreation Attendants	285	14%	\$11.16	No formal educational credential
Managers, All Other	283	63%	\$15.51	Bachelor's degree
Producers and Directors	278	17%	\$21.33	Bachelor's degree
General and Operations Managers	272	8%	\$39.77	Bachelor's degree

Note: SOC (Standard Occupation Classification) 5-digit occupations are included by jobs in 2015. Extended proprietors include estimates for underreported self employment, proprietorships, trusts, partnerships and cooperatives.

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## Shift-Share Analysis (Regional Performance) by Top Industry Sectors

# Biomedical/Biotechnical (Life Science)

Industries	Jobs 2015	National Trend, 2009-2015	Industry Trend, 2009-2015	Cumulative Expected Growth	Actual Job Growth, 2009-2015	Regional Performance, 2009-2015
		A	B	C=A+B	D	D-C
Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	20,865	1,830	-398	1,432	815	-617
General Medical and Surgical Hospitals	9,302	694	-425	269	1,695	↑ 1,425
Home Health Care Services	5,586	385	834	1,219	1,368	↑ 150
HMO Medical Centers	4,145	431	2,860	3,291	-578	-3,869
Nursing Care Facilities (Skilled Nursing Facilities)	3,150	227	-222	5	666	↑ 661
Pharmacies and Drug Stores	1,670	133	-141	-8	211	↑ 219
Medical Laboratories	1,388	107	194	301	219	-82
Continuing Care Retirement Communities	1,307	85	121	206	379	↑ 173
Residential Intellectual and Developmental Disability Facilities	978	92	-17	75	-34	-110
Assisted Living Facilities for the Elderly	749	43	46	89	279	↑ 190
Outpatient Mental Health and Substance Abuse Centers	602	25	42	67	328	↑ 260
Cosmetics, Beauty Supplies, and Perfume Stores	592	45	43	88	103	↑ 15
Research and Development in Biotechnology	531	65	33	98	-181	-279
Kidney Dialysis Centers	504	41	102	143	57	-86
All Other Outpatient Care Centers	448	13	51	64	303	↑ 238

Note: Upward arrow (↑) indicates regional competitiveness.

### section 02

## Shift-Share Analysis

# Biomedical/Biotechnical (Life Science)

### Industries that Outperformed

- General Medical and Surgical Hospitals
- Nursing Care Facilities (Skilled Nursing Facilities)
- Outpatient Mental Health and Substance Abuse Centers
- All Other Outpatient Care Centers
- Pharmacies and Drug Stores
- Assisted Living Facilities for the Elderly
- Continuing Care Retirement Communities
- Home Health Care Services
- Cosmetics, Beauty Supplies, and Perfume Stores

### Industries that Underperformed

- Medical Laboratories
- Kidney Dialysis Centers
- Residential Intellectual and Developmental Disability Facilities
- Research and Development in Biotechnology
- Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)
- HMO Medical Centers

Note: Electrical Contractors and Other Wiring Installation Contractors; and Other Heavy and Civil Engineering Construction industries also outperformed in the region.

## section 02

## Top Industry Sectors

# Biomedical/Biotechnical (Life Science)

Industries	Exports 2015 (\$ Millions)	Jobs 2015	Export per job 2015 (\$)	LQ 2015
Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	\$5,079.45	20,865	\$243,443	17.63
General Medical and Surgical Hospitals	\$92.74	9,302	\$9,970	0.83
Home Health Care Services	\$54.85	5,586	\$9,818	1.26
HMO Medical Centers	\$577.30	4,145	\$139,287	12.95
Nursing Care Facilities (Skilled Nursing Facilities)	\$249.64	3,150	\$79,257	0.77
Pharmacies and Drug Stores	\$153.64	1,670	\$92,005	0.93
Medical Laboratories	\$91.62	1,388	\$66,004	2.71
Continuing Care Retirement Communities	\$15.91	1,307	\$12,174	1.12
Residential Intellectual and Developmental Disability Facilities	\$4.49	978	\$4,586	0.90
Assisted Living Facilities for the Elderly	\$0.61	749	\$809	0.69
Outpatient Mental Health and Substance Abuse Centers	\$9.26	602	\$15,384	1.09
Cosmetics, Beauty Supplies, and Perfume Stores	\$7.08	592	\$11,968	1.04
Research and Development in Biotechnology	\$8.49	531	\$15,997	1.26
Kidney Dialysis Centers	\$23.32	504	\$46,295	1.66
All Other Outpatient Care Centers	\$11.08	448	\$24,747	1.19
Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	\$109.28	400	\$272,930	0.80

Note: Sorted similarly as the shift-share analysis slide.

## section 02

## Top 15 Inputs by Dollars

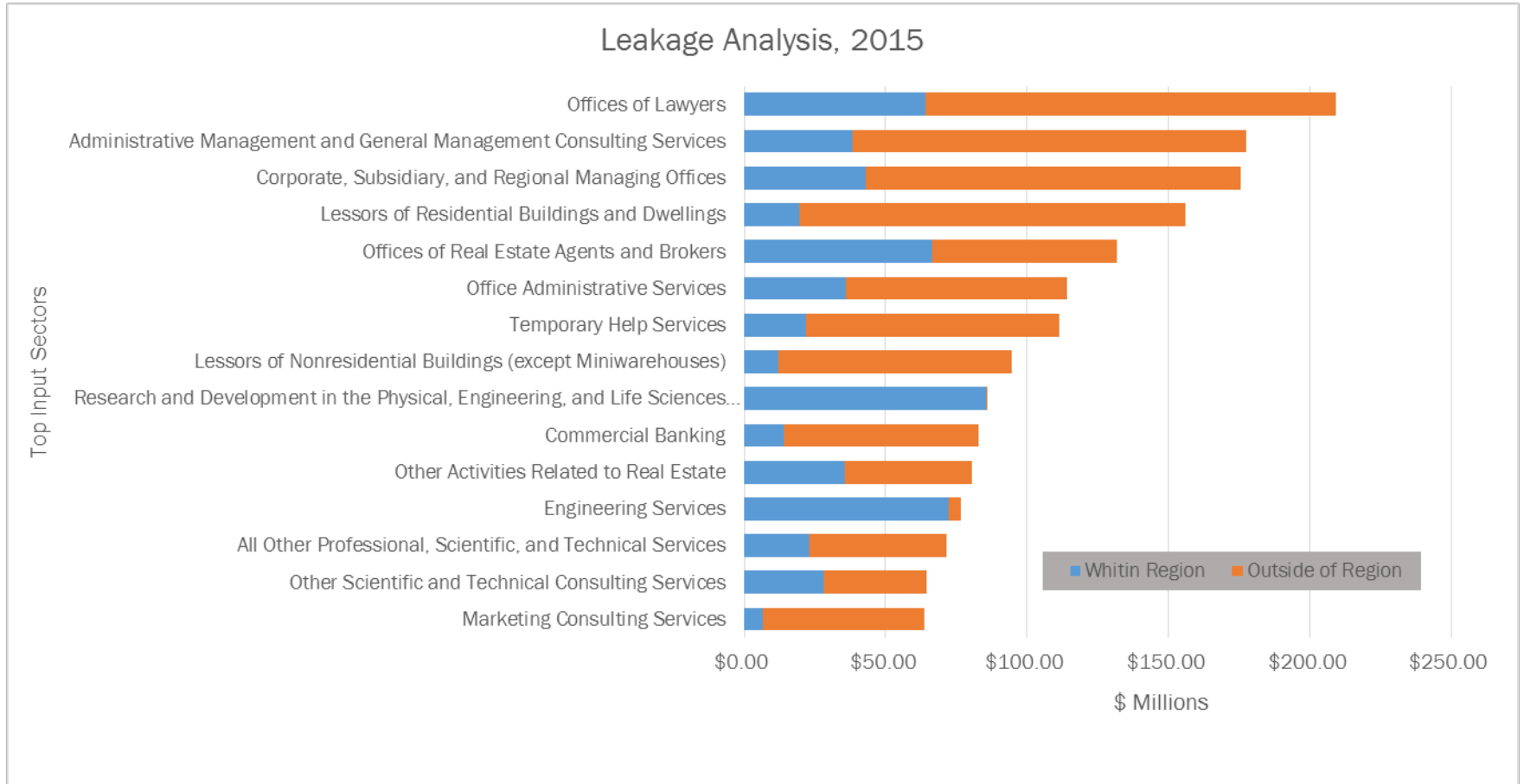
# Biomedical/Biotechnical (Life Science)

Industries	Estimated Input (\$ Millions), 2015	% In-Region	% Out of Region
Offices of Lawyers	\$209.09	30.7%	69.3%
Administrative Management and General Management Consulting Services	\$177.55	21.6%	78.4%
Corporate, Subsidiary, and Regional Managing Offices	\$175.69	24.6%	75.4%
Lessors of Residential Buildings and Dwellings	\$156.03	12.4%	87.6%
Offices of Real Estate Agents and Brokers	\$131.89	50.5%	49.5%
Office Administrative Services	\$114.16	31.5%	68.5%
Temporary Help Services	\$111.58	19.7%	80.3%
Lessors of Nonresidential Buildings (except Miniwarehouses)	\$94.62	12.8%	87.2%
Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	\$85.57	100.0%	0.0%
Commercial Banking	\$82.93	16.8%	83.2%
Other Activities Related to Real Estate	\$80.60	44.2%	55.8%
Engineering Services	\$76.58	94.6%	5.4%
All Other Professional, Scientific, and Technical Services	\$71.58	32.1%	67.9%
Other Scientific and Technical Consulting Services	\$64.33	43.9%	56.1%
Marketing Consulting Services	\$63.68	10.3%	89.7%

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## Top 15 Inputs by Dollars

# Biomedical/Biotechnical (Life Science)



### section 02

## Top Occupations

# Biomedical/Biotechnical (Life Science)

Occupations	Jobs 2015	% Change, 2009-2015	Median Hr. Earnings	Entry Level Education
Registered Nurses	5,434	16%	\$34.19	Bachelor's degree
Personal Care Aides	3,362	30%	\$9.65	No formal educational credential
Home Health Aides	3,265	22%	\$11.36	No formal educational credential
Nursing Assistants	2,390	19%	\$13.78	Postsecondary nondegree award
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,279	6%	\$15.79	High school diploma or equivalent
Physicists	1,077	-4%	\$69.23	Doctoral or professional degree
General and Operations Managers	981	9%	\$39.77	Bachelor's degree
Pharmacy Technicians	849	19%	\$15.25	High school diploma or equivalent
Medical Assistants	740	2%	\$14.30	Postsecondary nondegree award
Electrical Engineers	727	13%	\$46.61	Bachelor's degree
Retail Salespersons	680	23%	\$11.74	No formal educational credential
Business Operations Specialists, All Other	628	4%	\$31.02	Bachelor's degree
Engineering Technicians, Except Drafters, All Other	623	-7%	\$36.88	Associate's degree
Pharmacists	594	14%	\$57.95	Doctoral or professional degree
Medical Secretaries	592	7%	\$16.54	High school diploma or equivalent

Note: SOC (Standard Occupation Classification) 5-digit occupations are included by jobs in 2015. Extended proprietors include estimates for underreported self employment, proprietorships, trusts, partnerships and cooperatives.

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