City of Las Cruces had mixed economic signals in the 4th quarter of 2018.

**NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATE IN NOVEMBER 2018 COMPARISON**

<table>
<thead>
<tr>
<th>Area</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Las Cruces</td>
<td>4.7%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>4.6%</td>
</tr>
<tr>
<td>United States</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

City of Las Cruces was higher in unemployment in comparison to New Mexico (+0.1%) and the United States (+1.2%).

**TOTAL NONFARM PAYROLL EMPLOYMENT FOR LAS CRUCES METROPOLITAN STATISTICAL AREA**

- **November 2018**: 70,300 payroll jobs
- **November 2017**: 69,900 payroll jobs

A difference of 400 more payroll jobs in the metropolitan area in the year-to-year change.

**SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) CASES BY DOÑA ANA ADMINISTRATIVE OFFICE**

- **October 2018**: 27,480 cases
- **October 2017**: 27,505 cases

A year-to-year decrease of 25 less cases.

**NEW BUSINESS REGISTRATION**

- **November 2018**: 36 cases
- **November 2017**: 53 cases

In the first 11 months of 2018 new business registrations was 562, or 12 more new business registrations than 2017.

**BUSINESS REGISTRATION RENEWALS**

- **November 2018**: 66 cases
- **November 2017**: 257 cases

In the first 11 months of 2018 business registration renewals was 2,279, or 1,005 fewer business registrations than 2017.

*Note: This does not imply that they are no longer in operation.*

**MEDIAN LISTING HOME PRICES FOR THE CITY OF LAS CRUCES**

- **October 2018 Zillow.com**: $191,000
- **October 2018 Realtor.com**: $196,757
- **October 2018 for Trulia.com**: $184,500

The year-to-year average appreciation in median listing housing prices for the three websites was +$2,185.
LAS CRUCES ECONOMIC OUTLOOK
ECONOMIC DEVELOPMENT DEPARTMENT

QUARTER IV OF 2018
JANUARY 2019
VOLUME I

AUTHOR: FRANCISCO PALLARES
ECONOMIST
IN THIS ISSUE

- U.S. Census annual data for 2017 was released on January 2019 American Community Survey (ACS) 2013-2017 5-year estimates is up to date.

- Las Cruces International Airport data remains constant, from the previous issue given that the Las Cruces International Airport is partnering with the New Mexico Department of Transportation and other airports in the state of New Mexico to develop a new tool to measure aircraft operations.
EXECUTIVE SUMMARY

The 4th quarter 2018 economic outlook of the City of Las Cruces indicates mixed economic signals. Unemployment rate for the City of Las Cruces is higher than the State of New Mexico and the Nation. The November 2018 preliminary figures of the not-seasonally adjusted unemployment rate for the City of Las Cruces is 4.7%, while the State indicates a 4.6% for the same statistic. In comparison, the Nation has 3.5% for the same measurement. The number of payroll jobs in Las Cruces metropolitan area has increased from a year ago. The preliminary numbers on total non-farm payroll employment in Las Cruces metropolitan area for November 2018 indicate a total of 70,300 payroll jobs. In comparison to the November 2017 figures on the same statistic at 69,900 payroll jobs it represents an increase of roughly 400 jobs. The number of Supplemental Nutrition Assistance Program (SNAP) cases by Doña Ana administrative offices was 27,480 on October 2018, which is 25 less cases than October 2017.

Less new businesses registrations and less business permit renewals. On November 2018, there were 36 new business registrations, which is lower than the number of business registrations for November 2017 at 53. The total number of new business registrations for the first 11 months of 2018 is 562, which is higher than the first 11 months of 2017 at 550. Business registration renewals for November 2018 were 66, which is lower than the November 2017 figures at 257.

Median listing home prices have been increasing since June 2017. The median listing home prices are listed according to three websites: $191,000, $196,757, and $184,500 for Zillow.com, Realtor.com, and Trulia.com respectively in October 2018. This represents an average year-to-year change in listing prices from its October 2017 prices of +$2,185 for the three websites.
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GROSS METROPOLITAN PRODUCT HIGHLIGHTS:

The BEA reports that Gross Metropolitan Product (GMP), which is the value of all goods and services produced within Las Cruces metropolitan area grew by only 0.34% from 2016 to 2017. The GMP figure grew from $6,150 million in 2016 to $6,170 million in 2017 in chained 2009 dollars.

The metropolitan area is growing at a smaller rate than the state or the nation. Las Cruces, MSA grew from 2016 to 2017 by 0.34%, in comparison, the nation grew by 2.22% from 2016 to 2017, whereas the state of New Mexico grew by 0.15 percent for the same period.

2018 GMP data expected release date: September 2019

Source: U.S. Bureau of Economic Analysis
GROSS METROPOLITAN PRODUCT HIGHLIGHTS:

Nevertheless, compared to the nation and the state of New Mexico, Las Cruces MSA has experienced strong economic output growth over the past years. This is evidenced by the real cumulative growth, which has been higher than the nation and the state at least since 2001.

In terms of industry’s value of goods and services produced within the region, the main driver of the GMP has been state and local government with 17.3% of the average annual share of GMP since 2001. The next industry is federal civilian government, whose production accounts for roughly 14.2% of the average annual share of RGMP since 2001. As it can be observed, the metro-area is highly dependent on the public sector for its output.

2018 GMP data expected release date: September 2019
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The unemployment rate data for the City of Las Cruces is collected from the Local Area Unemployment program of the BLS for cities and towns above 25,000 population. The not-seasonally-adjusted preliminary unemployment rate for the City of Las Cruces on November 2018 was 4.7%, which is slightly above the State of New Mexico with a rate of 4.6%. This implies that the City is performing similarly to the State, in terms of unemployment rates. The highest unemployment rate experienced in the City during the past 12 months was on November 2017 (one year ago), where the seasonally adjusted unemployment rate reached 5.7%. The seasonally adjusted unemployment rates were calculated using monthly seasonal indices.

The not seasonally adjusted unemployment rates are expected to be higher at certain parts of the year. The reason is because there are monthly seasonal fluctuations that affect employment trends in certain months more than others. For instance, students tend to join the labor force during the summer, which increases the unemployment rate.

The annual change in the unemployment rate indicates that although the City was not as affected as the State by the great recession, it is still behind the unemployment rate levels it had prior to the great recession.

December 2018 data expected release date: February 2019
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The top 10 industries with the largest number of employees in the City of Las Cruces by 6-digit NAICS codes for the 3rd quarter of 2018 are indicated in the first graph. Some of the industries with the largest number of employees in the City are Limited-Service Restaurants, Elementary and Secondary Schools, Full-Service Restaurants, General Medical and Surgical Hospitals, and Offices of Physicians, which collectively employed 11,839 in Q3 of 2018.

The second graph indicates the average annual wage paid in the 3rd quarter of 2018 to employees in the top 10 industries. The average annual wage paid to Limited-Service Restaurants was $14,352. For Elementary and Secondary Schools industry was $41,267. Full-Service Restaurants paid $16,940 per employee. It is important to notice that out of the 10 industries with the largest number of employees, only 4 industries pay annual wages above $40,000. These industries are: Elementary and Secondary Schools, General Medical and Surgical Hospitals, Offices of Physicians (except Mental Health Specialists), and Police Protection (Federal, State, and Local).

Q4 2018 data expected release date: March 2019

Source: Jobs EQ
The 2017 labor force participation rate by age in the City of Las Cruces indicates that the age cohort with the largest participation in the labor force is the group ages 45 to 54 years with 79%. This statistic is closely followed by the age cohort 20 to 24 years and 25 to 44 years, with 77% each.

In 2017 unemployment rates for the city dropped on each age cohort (except 75 years and over) compared to 2016. The cohort with the largest unemployment rate is individuals in the age of 16 to 19 years with almost 23% unemployment rates. The cohort with the smallest unemployment rate (below the age of 65) is the 45 to 54 years cohort with 4% unemployment rate.

2018 ACS data expected release date: January 2020
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

In comparison to the Nation and State, the labor force participation rate of individuals ages 16 to 24 is higher in the City of Las Cruces. In the 16 to 19 years age cohort, the labor force participation in Las Cruces is almost 43%, whereas in the Nation it’s close to 38%. This implies that Las Cruces has a larger number of teenagers that participate in the labor force than the State or the Nation. This is also true on the age cohort of 20 to 24 years. However, the unemployment rate for the same cohorts is larger for the City of Las Cruces, than for the Nation.

In most age cohort instances, the unemployment rate for the City exceeded the unemployment rate of the Nation. It is only in the age cohort of 45 to 54 years, where the City has an unemployment rate of 4.2% compared to 4.8% of the Nation. This implies that the average Crucen ages 45 to 54 is more likely to be employed, than the average American in the same age.

2018 ACS data expected release date: January 2020
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The labor force participation rate by sex in the City of Las Cruces has remained relatively constant since 2010 oscillating about 5 percentage points since 2010 for both females or males. The male labor force participation has always been larger than female labor force participation rate. In terms of unemployment, females have historically met lower unemployment rates than males.

2018 ACS data expected release date: January 2020
UNEMPLOYMENT & LABOR FORCE
HIGHLIGHTS:

In comparison to the State of New Mexico and to the United States, the City of Las Cruces is not much different in terms of labor force participation rates (LFPR). In 2017, the female LFPR was 72%, which is slightly below the Nation at 72.3%, and 4.3 percentage points above the State which has 67.7%.

However, in terms of the 2017 unemployment rate, females in the City of Las Cruces experienced close to 6.8% unemployment rates. This figure is larger than the State of New Mexico and the Nation with 6.7% and 6% respectively.

2018 ACS data expected release date: January 2020
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

The historical labor force participation rate by educational level in the City indicates that individuals with bachelor’s degrees or higher tend to participate much more in the labor force than individuals who are high school graduates (or equivalent) only.

The unemployment rate figures by educational attainment in the City indicate that individuals with less than high school degrees do not only participate less in the labor force, but also face higher unemployment rates with higher volatilities. Individuals in the City with bachelor’s degree or higher tend to have historical below 5% unemployment rates with higher stability.

2018 ACS data expected release date: January 2020
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

In comparison to the State of New Mexico and to the United States, the City of Las Cruces faces lower labor force participation rates (LFPR) for individuals with less than high school and individuals with high school equivalency. The LFPR in the City is slightly higher compared to the State for individuals with high school graduates and equivalency. In 2017, the LFPR of individuals with bachelor’s degree or higher in the City was 81.9%, which is slightly below the Nation at 86.2%, and above the State at 82.3%.

In terms of the 2017 unemployment rate, individuals in the City of Las Cruces with less than high school face a much larger unemployment rate than the Nation, but smaller than the State. In 2017, individuals with less than a high school degree in the City faced 11.4% unemployment rates, which is higher than the Nation at 10%, but lower than the State of New Mexico at 12.4%. For individuals with a Bachelor’s degree in the City of Las Cruces the unemployment rate in 2017 was 3%, which is slightly lower than the State and Nation both at 3.1%.

2018 ACS data expected release date: January 2020
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

Hours worked is a measurement for exploring underutilized workforce. A full-time employee is expected to typically work 35 or more hours per week for more than 40 weeks of the year. The Census Bureau reports that the percentage of females above the age of 16 and below age 64 have increased the number of hours they work over time. In its counterpart males have been decreasing the number of hours they work considered to be full-time from 2010 to 2017. This can be observed in the graphic below indicating hours worked of what would be considered part-time employment. In here, the share of females working part-time has been decreasing since 2010 until 2015, with slight increases in 2016 and 2017, whereas the share of males working part-time has been increasing since 2010.

2018 ACS data expected release date: January 2020
UNEMPLOYMENT & LABOR FORCE HIGHLIGHTS:

In comparison to the State of New Mexico and to the United States, the City of Las Cruces faces a lower percentage of males working full-time. However, when comparing females, the proportion in the City is almost equal to the State. Although, it is still below the Nation. This implies that females in the City of Las Cruces have a higher tendency to work full time, than females in the State, but below females in the Nation. However, this is not the case for males, which have a lower tendency for working full-time than males in the State and the Nation.

2018 ACS data expected release date: January 2020
The Bureau of Labor Statistics reports on a monthly basis the Total Nonfarm Payroll Employment (TNPE) for Las Cruces MSA. The latest preliminary figure of the seasonally adjusted TNPE indicates that the metropolitan area of Las Cruces has 70,300 payroll jobs in November 2018. The first graph indicates a downward tendency in the TNFPE seasonally adjusted since January 2018 with relative increases in September 2018. The lowest figure being August 2018, where TNPE reported was at 68,800 jobs. Since then, there was a slight recovery in November 2018, where the current TNPE is at 70,300.

The second graph illustrates TNPE from an industry perspective, the year-to-year change in TNPE from November 2017 to November 2018 education and health services has represented the largest increase in jobs for the Las Cruces MSA adding close to 500 jobs in this period. The largest decrease during this period has been professional and business services with a decrease of close to 200 jobs in this period. If the industry has no changes, then no line is observed in the industry.

December 2018 data expected release date: February 2019
INCOME HIGHLIGHTS:

The U.S. Census Bureau reports median household income for the City of Las Cruces in 2017 at $40,924. In comparison, the state of New Mexico has a household income of $46,718 for 2017. A difference of $5,794 between the State and the City’s median household income. However, even though the City has a smaller median household income than the State, the trend has been positive overall since 2010, but decreasing since 2015. In 2015 the median household income in the City was $41,330 which means that median household income has decreased $406 in 2 years, but it has increased $2,533 since 2010.

The second graph illustrates the composition of 2017 household income. It indicates that for the City of Las Cruces, about 32% of households earn less than $24,999 annually. This represents 1 out of every 3 households in the City earn below $24,999. In comparison to the State, with 28% of households earning below $24,999, the City has a larger proportion of households earning less annual income.

2018 ACS data expected release date: January 2020
INCOME HIGHLIGHTS:

In terms of retirement income, the City has a larger proportion of households on retirement income than the State. In 2017 about 21% of households in the City of Las Cruces were receiving some form of retirement income (excluding social security). At least since 2010 there is a larger proportion of households in the City of Las Cruces that receives retirement income, than the State. Albeit, the trends on City and State households with retirement income have been increasing both since 2010. This is a phenomenon expected to continue as more baby-boomers continue to retire.

The second graph illustrates the percentage of households with Supplemental Security Income (SSI) for the City of Las Cruces and the State of New Mexico. The SSI is an assistance program that provides cash support and health care coverage (i.e., Medicaid) to people with low-income and limited assets who are either aged 65 or older, blind, or disabled (children included). The proportion of households with SSI for the City of Las Cruces exceeded that of the State in 2017. The SSI for the City was 7% of households, whereas for the State the SSI was 6% of households in 2017. The graph also indicates an upward tendency in Supplemental Security Income (SSI) since 2010 for the City of Las Cruces.

2018 ACS data expected release date: January 2020
The New Mexico Human Services Department publishes a monthly statistical report with figures of Supplemental Nutrition Assistance Program (SNAP) cases by administrative office. In this report, there are 3 offices reported for the Doña Ana County (East, South, and West offices). The reports indicate that for October 2018 the number of SNAP program cases in Doña Ana County was 27,480, which represents a decrease of 25 cases from October 2017 at 27,505.

The number of SNAP cases in Doña Ana in the past 12 months reached its minimum of 27,091 in April 2018 and its maximum of 27,505 in October 2017. At least in the past 12 months there is a slight upward tendency in cases of SNAP recipients.

November 2018 data expected release date: February 2019
Housing Highlights:

The Federal Housing Financing Agency (FHFA) report the All-Transactions House Price Indexes (HPI), which is an index on the purchase-only data by adding prices from appraisal and sales of homes in a geographic area. The statistic indicates that the Las Cruces MSA faces a lower index, than compared to the state of New Mexico.

The tendency of all transactions HPI in Las Cruces MSA indicates an increase in the last year. In the 3rd quarter of 2018 the index is at 171.79, which is the highest it has been since 2010. If we compare the 3rd quarter of 2018 with the 3rd quarter of 2017, there has been an appreciation of 4.2% based on this index.

2018 Q4 All-Transactions Index data expected release date: February 26, 2019
HOUSING HIGHLIGHTS:

Monthly median listing prices for homes in the City of Las Cruces are collected from 3 agencies: Zillow.com, Trulia.com, and Realtor.com.

Median listing home prices have been increasing since June 2017. The median listing home prices are listed according to three websites: $191,000, $184,500, and $196,757 for Zillow.com, Trulia.com, and Realtor.com respectively in October 2018.

It is important to point out that even though there is an upward trend in home prices, there are steep fluctuations in median listing prices of homes in the City of Las Cruces, at least in the data shown by Realtor.com. A year-to-year comparison of the three websites from October 2017 to October 2018 indicates that for Trulia.com and Realtor.com there was an appreciation of $5,050 and $5,507 respectively, while for Zillow.com, there was a year-to-year depreciation of $4,000 in home median listing prices. In average the 3 websites indicated an appreciation of $2,185 in year-to-year change from October 2017 to October 2018 in Median Listing Prices in the City of Las Cruces.

November 2018 figures will be released in January 2019.
HOUSING HIGHLIGHTS:

The Census Bureau indicates that the new privately-owned housing units authorized by building permits in the metropolitan area of Las Cruces has been increasing since the beginning of 2018. So far in the first 10 months of 2018 there have been 904 housing units added in Las Cruces metropolitan area, this includes multi-family and single-family housing.

Compared with 2017, the number of single housing units building permits has been increasing in the first 5 months of 2018. This is an indication of the recovery in this market. There was a decrease from May to July of 2018, but it started recovering for October 2018 with 70 single housing units building permits for Las Cruces MSA in this month. In the first 10 months of 2018, there have been 740 new single-housing units built, compared to 681 of the first 10 months of 2017.

November 2018 figures will be released in pending release due to Federal government shutdown.
HOUSING HIGHLIGHTS:

The Community Development Department of the City of Las Cruces reports permits issued on the number of new residential and new residential multi-family units by month for the City. The first graph illustrates that the number of units from new residential and multi-family has increased in the City.

This information resembles what the US Census Bureau reports for the new privately-owned housing units in the Las Cruces MSA. This confirms, that there was an increase in the supply of housing units for both the City and the MSA of Las Cruces. Single family unit residential building permits from January to November 2018 have been in aggregate 477, which is 36 more single-family housing units than the first 11 months of 2017.

The housing units had a large increase due to the construction of new residential multi-family units. The second graph illustrates that the number of new residential housing units, remained relatively stable through 2016 and 2017.

December 2018 data expected release date: late January 2019
ECONOMIC STRESS INDEX

HIGHLIGHTS:

The Economic Stress Index (ESI) is an augmented version of the Misery Index created by Arthur Okun in the 1970s. It was designed to measure the misery of people by combining the unemployment rate and the inflation rate. In general, a higher value reflects a more miserable society. The ESI includes housing prices, to accurately reflect the “misery” of people. Housing prices adds value because today’s Americans hold more wealth in homes than previous generations.

The ESI for City of Las Cruces and the State is calculated by adding 3-month moving average not seasonally-adjusted monthly unemployment rates, plus the 3-month moving average inflation rates from the monthly CPI of West urban consumers not seasonally adjusted, minus the 3-month moving average of the growth in monthly median listing prices for homes in the City of Las Cruces and New Mexico collected from the mean of Zillow.com, Trulia.com, and Realtor.com.

The ESI decreased during the last 3 months, with its highest point since 12-months ago on July 2018. On October of 2018, the City had the lowest ESI of the past 12 months. In general, the linear trend is downward, which implies a decrease in the economic stress of the citizens of Las Cruces. The current statistic indicates that compared to the State, the City is facing lower economic stress. This can be attributed due to the slight increased housing values for this quarter along with lower unemployment rates.

Source: City of Las Cruces, Economic Development Department
**BUSINESSES HIGHLIGHTS:**

New business registrations data is from Community Development Department at the City of Las Cruces. The 12-month trend indicates a slightly downward tendency in new business registrations. On November 2018, there were 36 new business registrations, which is below the average for November at 51. The annual data, however, indicates a downward tendency since 2010. Although, during the first 11 months of 2018 the number of new business registrations is 562, or 12 more new business registrations than 2017.

During the first 11 months of 2018 there were 2 months that over-performed to the 7-year monthly averages from 2010 to 2017. On 2018 the months of April and May exceeded the averages from 2010-2017.

Source: City of Las Cruces, Community Development Department

December 2018 data expected release date: late January 2019
BUSINESSES HIGHLIGHTS:

Information on business registration renewals is also available via the Community Development Department at the City of Las Cruces. In November 2018, 66 business renewed their registrations with the City. This is smaller than the 2017 figures for the same month by 191. Given that the largest increase in business renewals in this time-period occurred on August 2017.

The number of new business registrations and business renewals per 1,000 residents in the City has been decreasing from its highest point in 2011, where it stood at 46 businesses permits (new and renewals) to 40 per thousand residents in 2017.

December 2018 data expected release date: late January 2019
**BUSINESSES HIGHLIGHTS:**

The top 10 industries with the largest increases/descents in employment from the 2nd quarter of 2018 to the 3rd quarter of 2018 by 3-digit NAICS code industries in the City of Las Cruces is collected from Chmura’s Jobs EQ. It is important to point out that quarterly changes can be affected by seasonal influences and do not necessarily represent an industry affection, but rather a seasonal effect.

The first graph indicates which industries located in the City of Las Cruces are increasing the most in employment from Q2 to Q3 2018. The industry that increased the most in this quarter was Administrative and Support Services (NAICS 561) with a quarterly increase of 780 employed in this industry. The next follower was General Merchandise Stores (NAICS 452), which added 360 employed in this industry.

The second graph indicates which industries located in the City are decreasing the most in terms of employment from 2nd to 3rd quarter of 2018. The industry that decreased the most was educational services (NAICS 611), which lost 632 people employed in this period, probably attributed to seasonal influences of school calendars. Another industry with high loss of employment in this quarter is Administration of Human Resources Programs (NAICS 923) which lost about 477 individuals employed in this industry.

Q4 2018 data release expected date: March 2018

### Top 10 Increases Q2 2018 to Q3 2018 in Employment by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative and Support Services (561)</td>
<td>780</td>
</tr>
<tr>
<td>General Merchandise Stores (452)</td>
<td>360</td>
</tr>
<tr>
<td>Social Assistance (624)</td>
<td></td>
</tr>
<tr>
<td>Food Services and Drinking Places (722)</td>
<td></td>
</tr>
<tr>
<td>Food and Beverage Stores (445)</td>
<td></td>
</tr>
<tr>
<td>Heavy and Civil Engineering...</td>
<td></td>
</tr>
<tr>
<td>Amusement, Gambling, and Recreation...</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous Store Retailers (453)</td>
<td></td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Musical...</td>
<td></td>
</tr>
<tr>
<td>Accommodation (721)</td>
<td></td>
</tr>
</tbody>
</table>

### Top 10 Decreases Q2 2018 to Q3 2018 in Employment by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Services (611)</td>
<td>-632</td>
</tr>
<tr>
<td>Administration of Human Resource Programs...</td>
<td></td>
</tr>
<tr>
<td>Gasoline Stations (447)</td>
<td></td>
</tr>
<tr>
<td>Clothing and Clothing Accessories...</td>
<td></td>
</tr>
<tr>
<td>Justice, Public Order, and Safety...</td>
<td></td>
</tr>
<tr>
<td>Administration of Environmental...</td>
<td></td>
</tr>
<tr>
<td>Health and Personal Care Stores (446)</td>
<td></td>
</tr>
<tr>
<td>Professional, Scientific, and Technical...</td>
<td></td>
</tr>
<tr>
<td>Nursing and Residential Care Facilities...</td>
<td></td>
</tr>
<tr>
<td>Transit and Ground Passenger...</td>
<td></td>
</tr>
</tbody>
</table>

Source: City of Las Cruces and Jobs EQ
BUSINESSES
HIGHLIGHTS:

The top 10 industries with the largest increases/ decreases in average annual wages from the 2nd to 3rd quarter of 2018 by 3-digit NAICS code industries in the City of Las Cruces is collected from Chmura’s Jobs EQ. It is important to point out that quarterly changes can be affected by seasonal influences and do not necessarily represent an industry affectation, but rather a seasonal effect.

The first graph indicates which industries located in the City of Las Cruces are increasing the most in terms of annual average wages per worker. The industry that increased the most in annual average wages per worker was Administration of Human Resource Programs (NAICS 923) with an average annual increase of $6,456 in wages per worker. Another industry that increased as well was Administration of Environmental Quality Programs (NAICS 924), which increased $6,316 in the same statistic.

The second graph indicates which industries located in the City are decreasing the most in wages on an annual basis per worker. The industry that decreased the most was Securities, Commodity Contracts, and Other Financial Investments and Related Activities (NAICS 523), which on average lost an annual average wage per worker of $20,978. Another industry that decreased is Wholesale Electronic Markets and Agents and Brokers (NAICS 425) which lost an annual average wage of $6,784.

Q4 2018 data release expected date: March 2018
Utility patents granted by inventor city is a measurement of intellectual property (IP), which can potentially help in generating economic development. Patents are also a result of Research and Development (R&D) intensive industries/universities, where they are necessary for competition.

The City has many of its patents assigned to the Arrowhead Center in NMSU. As it can be observed from the graphics, the City of Las Cruces has produced about 2.16 patents per month on average since January 2018.

January 2019 figures will be released in February 1st, 2019
DEGREES AWARDED/INNOVATION

HIGHLIGHTS:

New Mexico State University (NMSU) has experienced a decline in total students enrolled on Fall at least since 2010. The Office of Institutional Analysis (OIA) indicates that on Fall 2019 there were 14,289 students enrolled in the main campus, which compared to Fall 2010 at 18,552 represents a decrease of 23%.

The number of bachelor’s degrees awarded on 2017 is 2,596 and it has slightly increased since 2010 with 2,502 Bachelor’s degrees awarded. This implies that although NMSU has seen a decrease in enrollment, it has improved in its graduation rates.

NMSU Degrees Awarded 2018 data expected release date on Summer 2019.
TECHNOLOGY/INNOVATION HIGHLIGHTS:

Technology is calculated in this report as the sum of 32 industries using NAICS codes 33 and 51 associated to manufacturing and information super-sectors. The 32 industries used for this calculation are listed on the Appendix of this report. The annual technology production as a percentage of 2017 Gross Metropolitan Product for Las Cruces MSA is 0.9% of the total GMP. In comparison El Paso, MSA has 4.1% of its GMP from technology, whereas New Mexico has about 4.8% of its gross product coming from industries in technology.

The average employment location quotient (LQ U.S. Based) in technology for Las Cruces MSA is 0.23 in 2017. The same statistic for the State is at 0.69 and 0.59 for El Paso MSA. An LQ below 1 implies that we are employing fewer people than the national average in technology industries.

GMP 2018 figures will be released in September 2019.
TOURISM*

HIGHLIGHTS:

The Hotel Occupancy Rates (HOR) is a measure of the room nights (rented) per month divided by the number available of hotel rooms per month (based on 3,000). For the City of Las Cruces this figure is reported by Visit Las Cruces, which indicate that the average HOR for the last year. The latest figure on October 2018 indicates that the HOR was 53.7%. This represents an increase to October 2017 of +3.7%.

The Average Daily Rate (ADR) measures room income per month divided by the room nights (rented) per month. The monthly average for 2017 of the ADR is $81.92. The latest figure was for October 2018 with an ADR of $84.36.

*This data is preliminary and subject to change

November 2018 data to be released on February 2019.
DOWNTOWN LAS CRUCES
HIGHLIGHTS:

The Economic Development Department of the City of Las Cruces measures the trends of foot traffic on Main St. to accomplish a Department’s strategic result of increases in annual foot traffic in downtown.

The information on the trend in Main St. as measured by Soofa benches from all 7 benches indicate that for every Monday at noon from June 19, 2017 to September 19, 2018 the general the foot traffic has an upward tendency.

The second graph indicates the difference from average on foot traffic at Main St. This number helps observe that during long weekends Downtown is still not observed as a destination, however those numbers are improving into the future. The figures illustrate the increases in foot traffic overtime.

Source: Economic Development Department utilizing Soofa Data.
LAS CRUCES INTL. AIRPORT
HIGHLIGHTS:

The information in the Las Cruces International Airport (LRU) indicates that from June 2017 to June 2018 there has been a total of 906 departures and 1008 destinations to LRU. On the same period, the average monthly departures are 71, whereas the destinations are 77. During the first 6 months of 2018, on average there have been more destinations to LRU than in previous years (2016, 2017, and 2018) in all months. The departures, however, have been smaller than their 2016-2018 averages on January, March, and June.

Source: City of Las Cruces, Economic Development Department
REFERENCES


**Average Daily Rate**: is a measure of the room income per month divided by the room nights (rented) per month.

**BEA**: U.S. Bureau of Economic Analysis

**BLS**: U.S. Bureau of Labor Statistics

**Economic Stress Index (ESI)**: In general, a higher value reflects a more miserable society. The ESI includes housing prices, to accurately reflect the “misery” of people.

ESI = Unemployment Rate + Inflation Rate - Growth in Housing Values

**Hotel Occupancy Rates**: is a measure of the room nights (rented) per month divided by the number available of hotel rooms per month.

**Labor Force**: Sum of individuals employed and unemployed.

**Labor Force Participation Rate**: Number of individuals in the Labor Force divided by the overall population ages 16 and over.

**Not Seasonally-Adjusted Unemployment Rate**: Number of individuals who are unemployed (actively seeking employment, ages 16 and over, non-institutionalized) divided by the labor force (sum of individuals employed and unemployed).

**Real Gross Metropolitan Product**: value of goods and services produced within the metropolitan area adjusted to eliminate the effects of inflation.

**Retirement Income**: Includes: (1) retirement pensions and survivor benefits from a former employer, labor union, or Federal, State, county, or other government agency; (2) disability income from sources such as worker’s compensation; companies or unions; Federal, State, or local government; and the U.S. military; (3) periodic receipts from annuities and insurance; and (4) regular income from IRA and KEOGH plans.

**Seasonally-Adjusted Unemployment Rate**: Number of individuals who are unemployed (actively seeking employment, ages 16 and over, non-institutionalized) divided by the labor force (sum of individuals employed and unemployed) adjusted to remove predictable seasonal/monthly pattern influences.

**Supplemental Security Income**: Monthly payment benefits to people with limited income and resources who are disabled, blind, or age 65 or older. Blind or disabled children may also get SSI.

**STEMH**: Degrees in Science, Technology, Engineering, Mathematics, and Health Care.

**Utility Patents by Inventor City**: Permanent patents provided to an inventor resident of a given city.
 Industries Considered for Technology Measurement

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Industries</th>
<th>NAICS</th>
<th>Industries</th>
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<td>Electromedical and Electrostherapeutic Apparatus Manufacturing</td>
<td>334412</td>
<td>Bare Printed Circuit Board Manufacturing</td>
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<td>Software Publishers</td>
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<td>335912</td>
<td>Primary Battery Manufacturing</td>
<td>334413</td>
<td>Semiconductor and Related Device Manufacturing</td>
<td>5121</td>
<td>Motion Picture and Video Industries</td>
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<td>33993</td>
<td>Doll, Toy, and Game Manufacturing</td>
<td>334416</td>
<td>Capacitor, Resistor, Coil, Transformer, and Other Inductor Manufacturing</td>
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<td>Internet Publishing and Broadcasting and Web Search Portals</td>
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<td>3343</td>
<td>Audio and Video Equipment Manufacturing</td>
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<td>Electronic Connector Manufacturing</td>
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<td>Satellite Telecommunications</td>
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<td>Other Motor Vehicle Parts Manufacturing</td>
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<td>Printed Circuit Assembly (Electronic Assembly) Manufacturing</td>
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<td>Other Measuring and Controlling Device Manufacturing</td>
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<td>Other Electronic Component Manufacturing</td>
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<td>Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing</td>
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<td>Blank Magnetic and Optical Recording Media Manufacturing</td>
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<td>Data Processing, Hosting, and Related Services</td>
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<td>Telephone Apparatus Manufacturing</td>
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<td>Wired and Wireless Telecommunications Carriers</td>
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Industries Considered for Technology Measurement were selected based on a technology report by Price Waterhouse Coopers (2016) where technology is defined by these industries.