

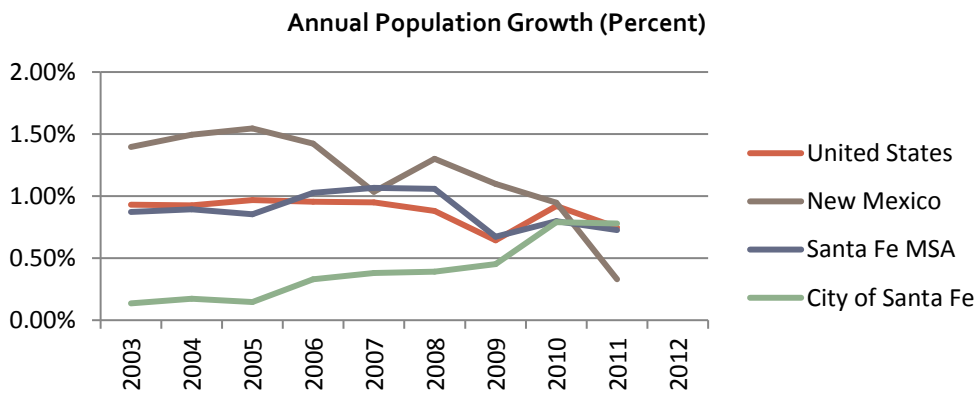


Quarterly Economic Dashboard

3rd Quarter, 2013

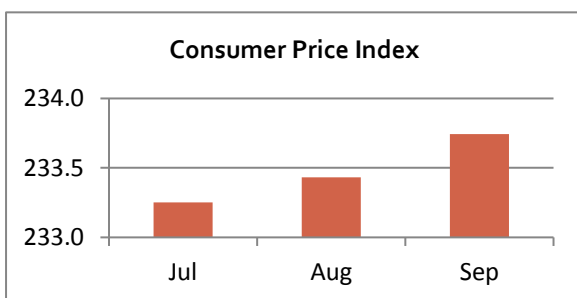
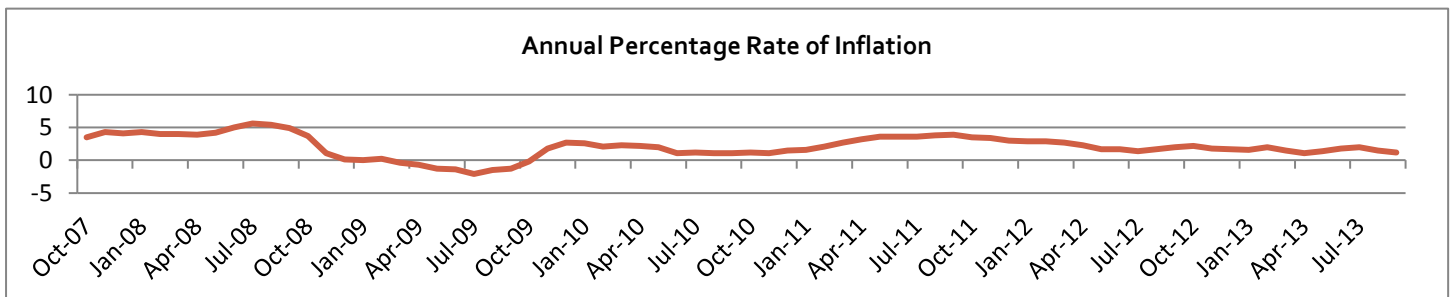
OVERVIEW

POPULATION GROWTH



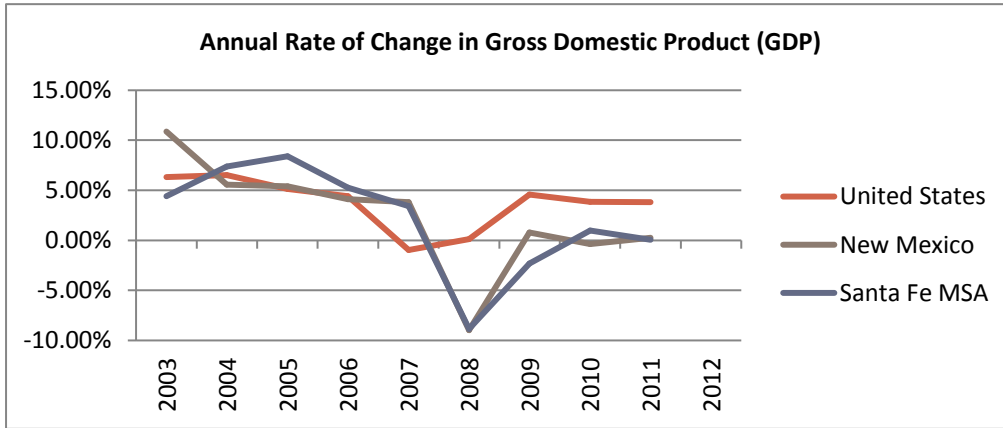
Population growth can be an indicator of future economic performance. A growing population will support new residential construction, increase the number of households in the market, and provide a larger workforce for area businesses.

INFLATION

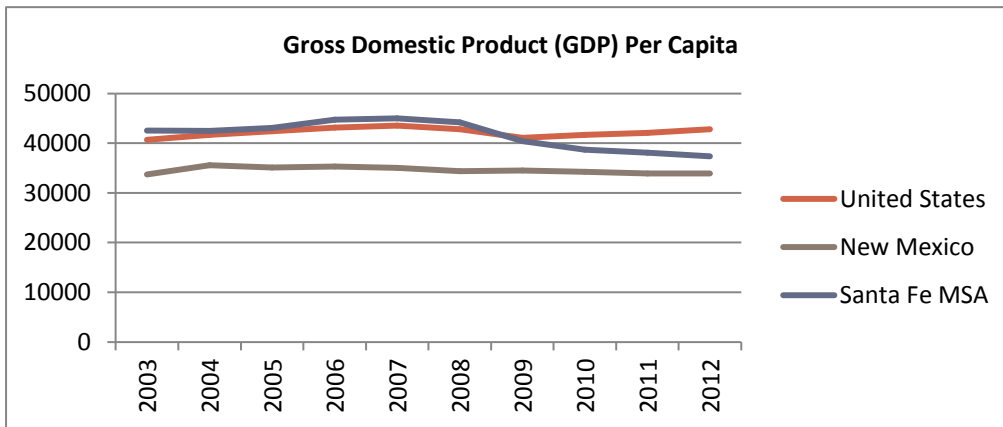


Inflation may be measured in two ways. The annual inflation rate (above) is calculated monthly based on the change in prices over the prior year. The Consumer Price Index (CPI) measures changes in the prices paid by all urban consumers on a representative basket of goods and services. The index was set to 100 based on the average prices for the 1982-84 period. Data for the three months in the selected quarter is shown at left.

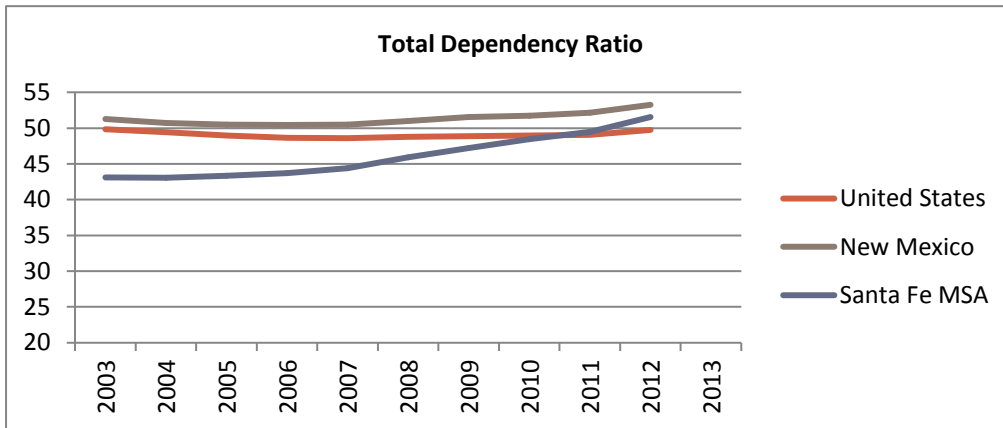
GROSS DOMESTIC PRODUCT



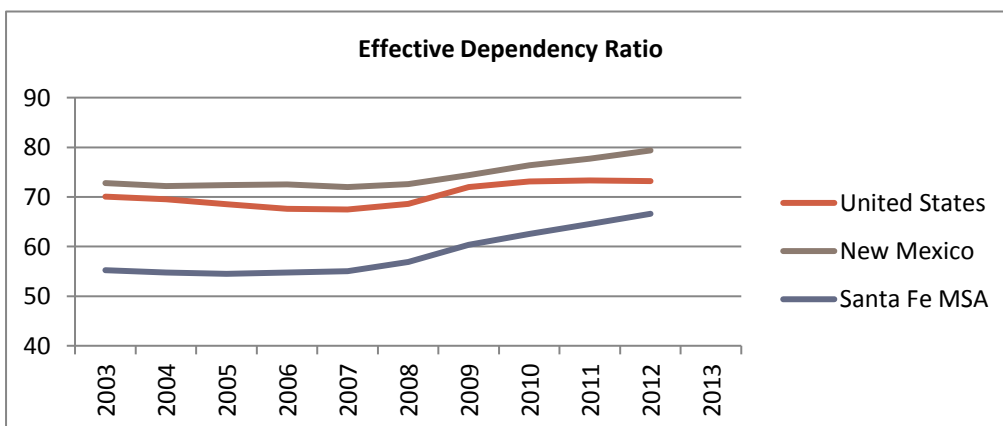
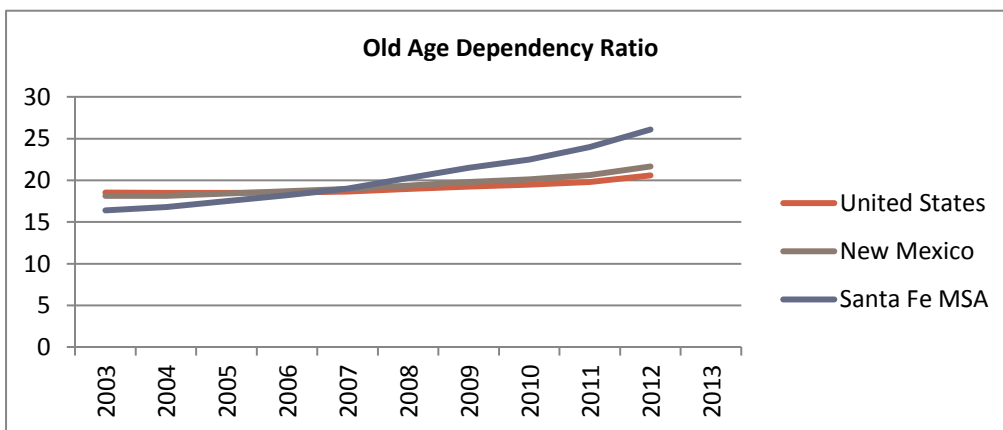
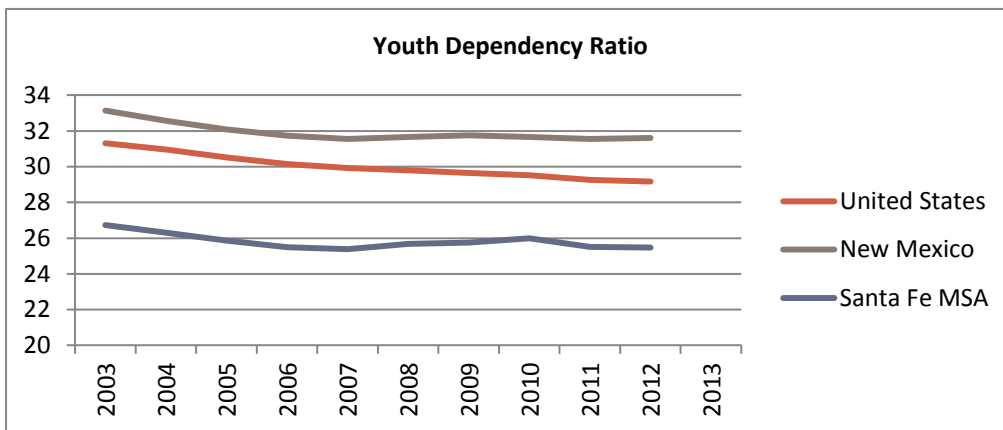
Gross Domestic Product (GDP) is the market value of all goods and services produced in an area over a given time. The year to year change in GDP is a measure of overall economic performance. Per capita GDP is often considered a measure of an area's standard of living.



DEPENDENCY RATIOS



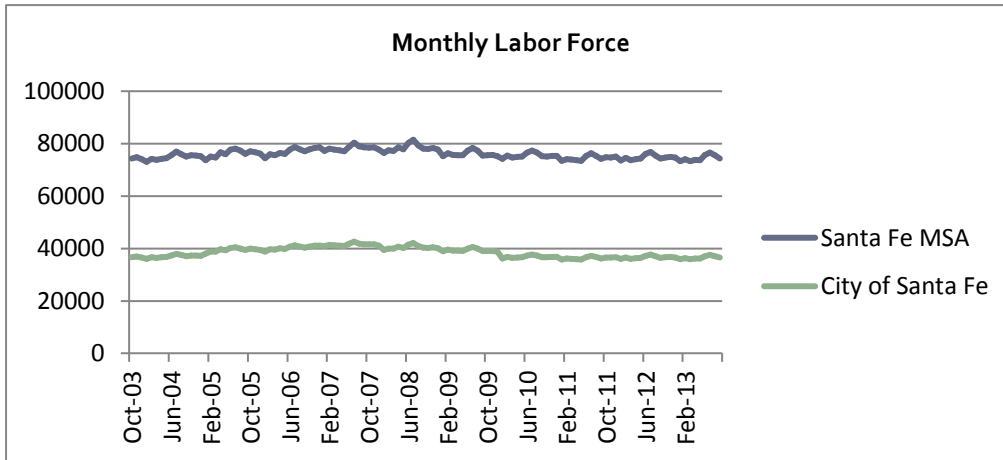
A dependency ratio is intended to approximate the number of producers (people in the labor force) compared to dependents, also described as consumers (people not in the labor force). Producers are commonly said to be persons between the ages of 16 and 64, while dependents are children 15 and under, and seniors aged 65 or older. The total dependency ratio is the number of all dependents per 100 producers. The youth dependency ratio is the number of children per 100 producers, and the old age dependency ratio is the number of seniors per 100 producers.



The population between 16 and 64 years old may include students, early retirees, and other non-workers, while some people 65 or older may continue to work. The effective dependency ratio attempts to recognize this by measuring the active labor force (including unemployed persons who are seeking work) to the dependent population. The resulting ratio is the number of dependents per 100

EMPLOYMENT AND EARNINGS

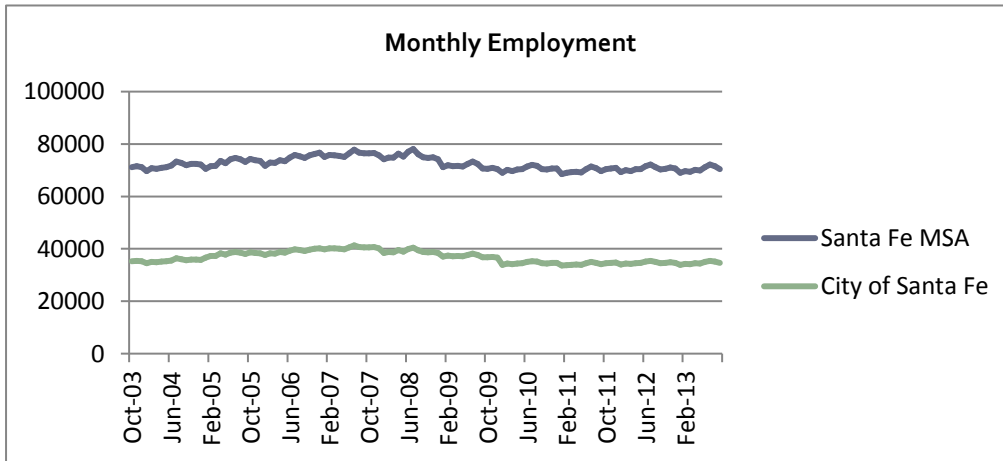
LABOR FORCE



The chart at left depicts changes in the size of the labor force for both the City of Santa Fe and the metropolitan area (Santa Fe County).

City of Santa Fe - Selected Quarter	
September 2013	36,509
August 2013	37,073
July 2013	37,522

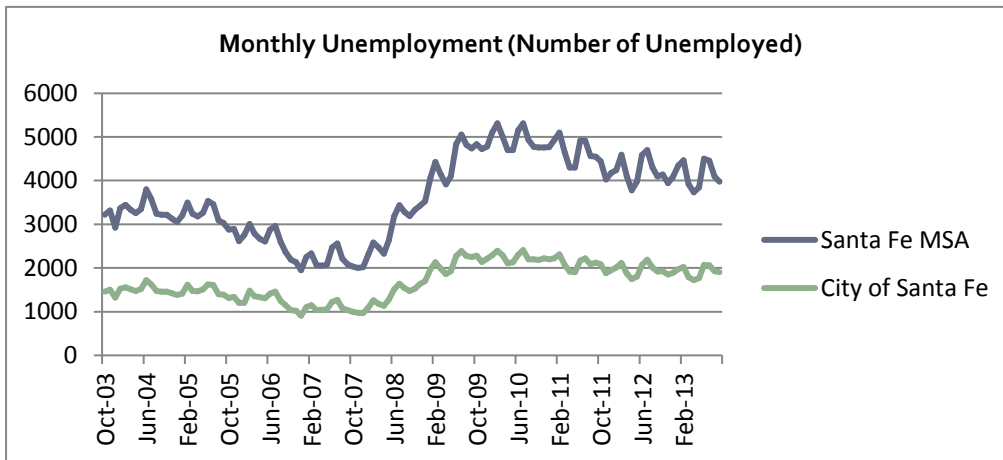
EMPLOYMENT



The number of employed persons within the City and the metropolitan area are shown at right.

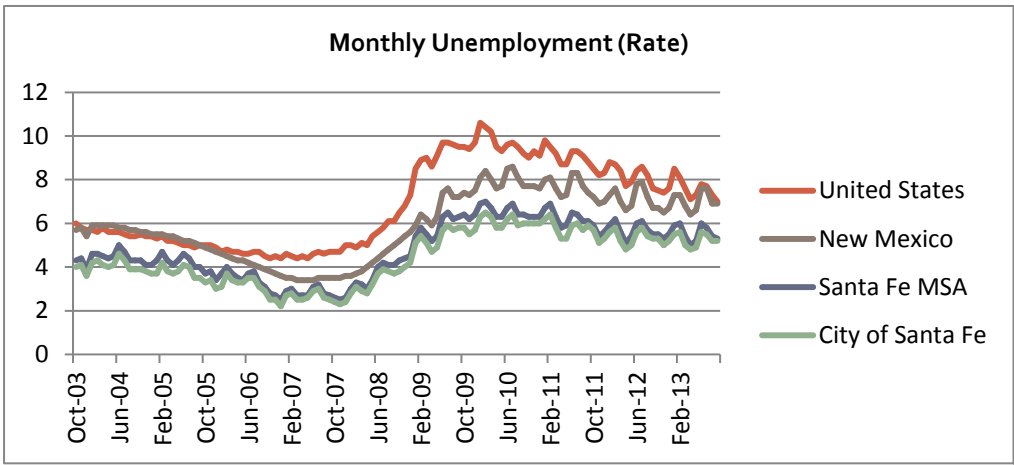
City of Santa Fe - Selected Quarter	
September 2013	34,603
August 2013	35,148
July 2013	35,460

UNEMPLOYMENT



The number of persons who are unemployed and actively seeking work is shown in this chart.

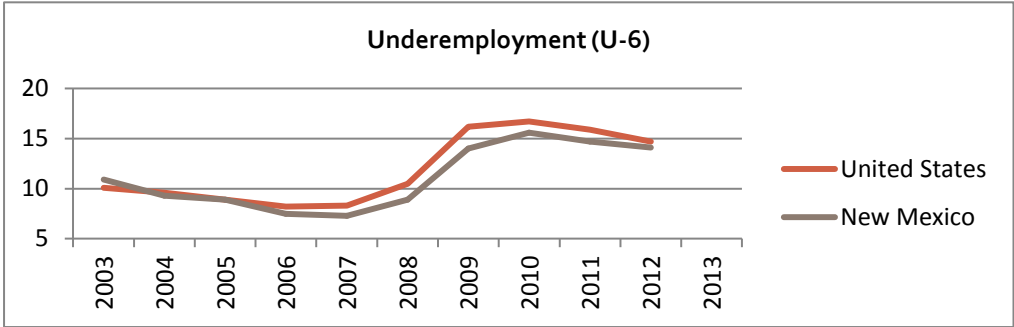
City of Santa Fe - Selected Quarter	
September 2013	1,906
August 2013	1,925
July 2013	2,062



This chart offers a comparison of city, metropolitan area, state, and national unemployment rates. Diversions from national trends often reflect issues in the local economy.

City of Santa Fe - Selected Quarter	
September 2013	5.2
August 2013	5.2
July 2013	5.5

UNDEREMPLOYMENT



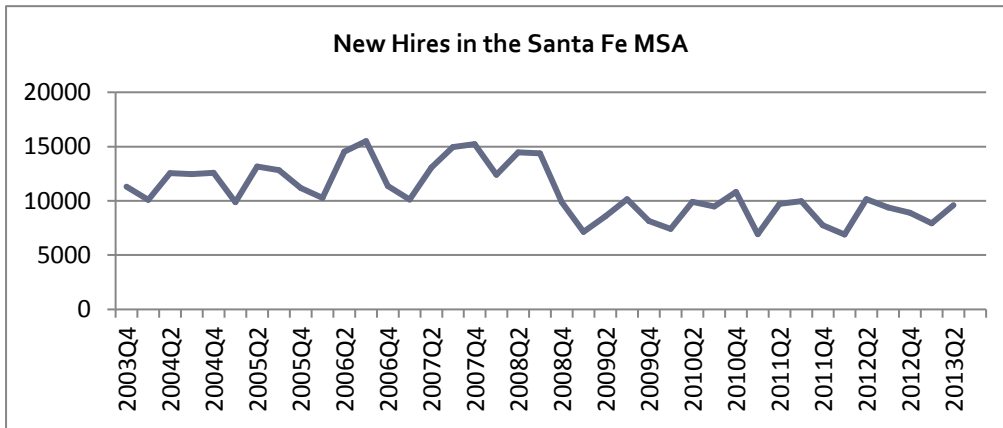
U-6 is a measure of the total unemployed, plus all marginally attached workers, plus the total employed part time for economic reasons, as a percent of the civilian labor force. This is meant to reflect the percentage of the workforce that is not fully employed.

ASA STAFFING INDEX



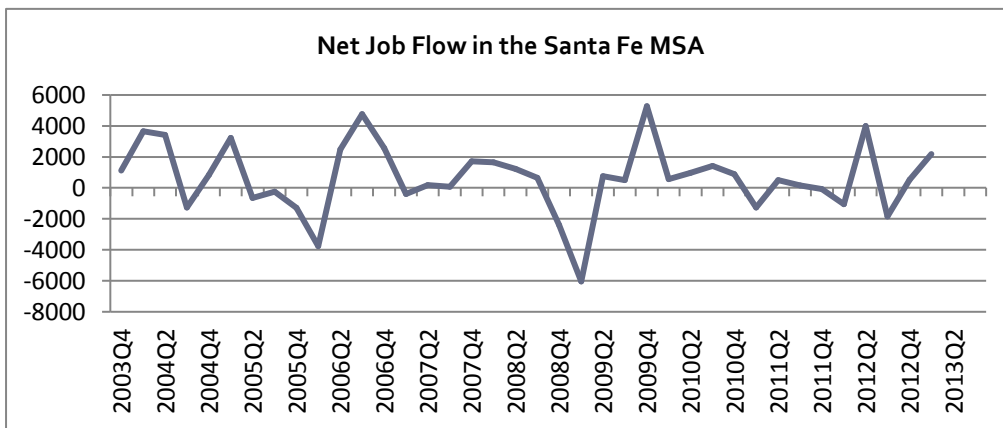
The American Staffing Association (ASA) Staffing Index measures the strength of demand for temporary workers. The benchmark is set to 100 in the 2nd quarter of 2006. The index is considered a leading indicator. Increasing demand can signal future economic growth. Declines can indicate a slowing economy.

NEW HIRES



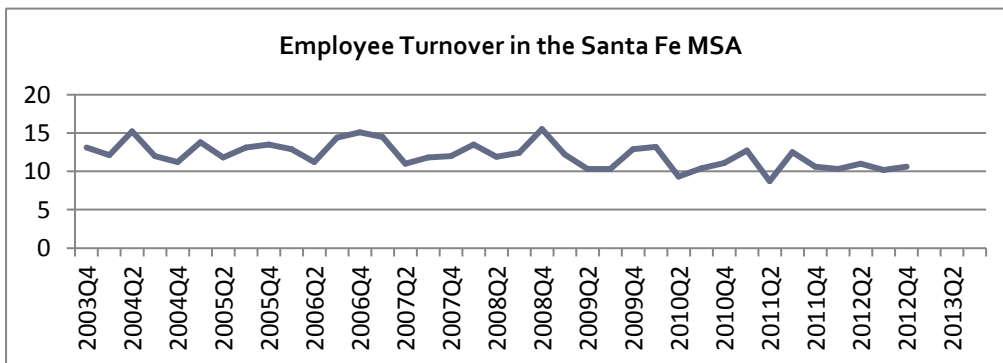
The statistic for new hires is the actual number of people starting a job in the quarter, whether that job was created in the quarter or previously filled by another person.

NET JOB FLOW



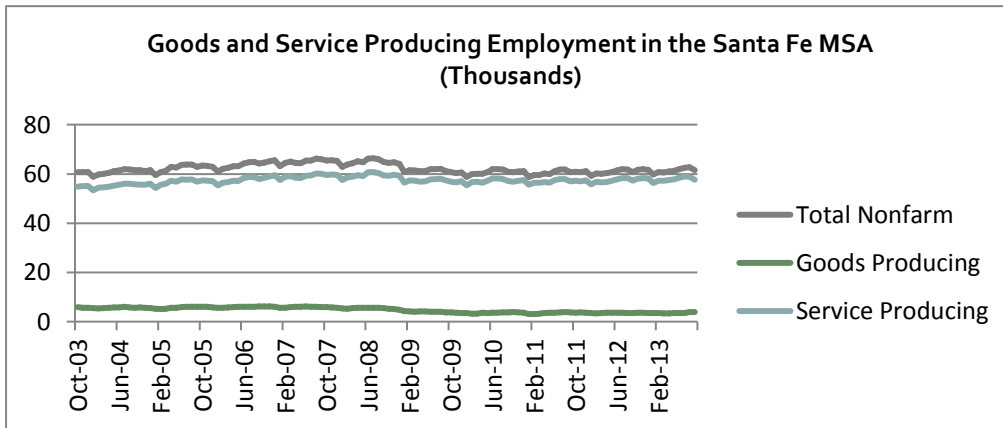
Net job flow is an estimate of the net change in employment measured at the establishment level. The number reflects the net number of new hires less separations. It may indicate hiring trends.

TURNOVER

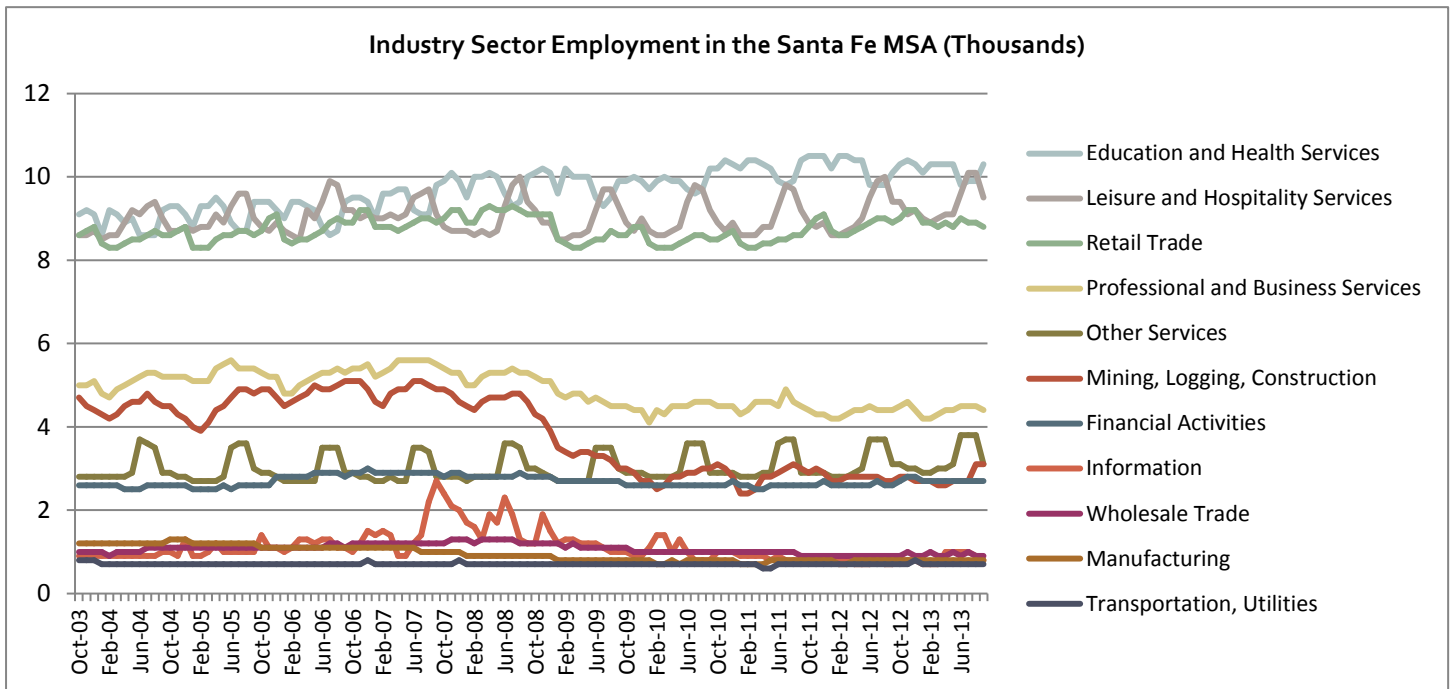


Turnover is a measure of "job churn", when workers move between jobs. Higher turnover is often associated with a strong economy in which there are more job opportunities available to workers.

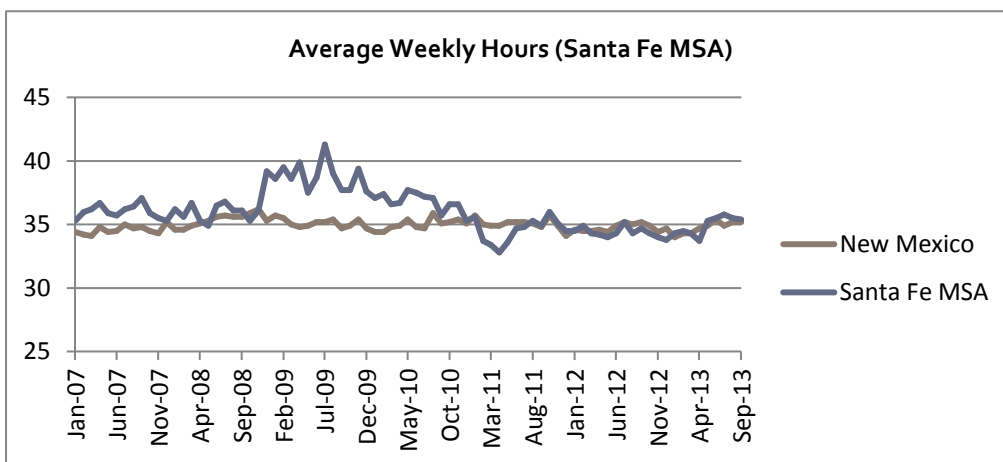
EMPLOYMENT BY SECTOR



The first of these charts breaks out employment by service-producing and goods-producing sectors. The second depicts the composition of industries in the Santa Fe MSA. Government is the single largest sector in terms of employment, followed by a grouping of education and health services, leisure and hospitality services, leisure and hospitality services, and retail trade.

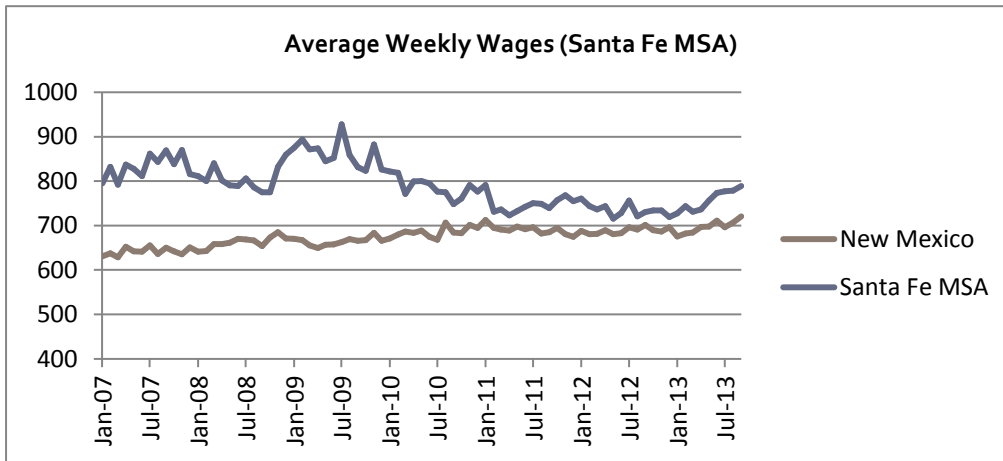


AVERAGE WEEKLY HOURS



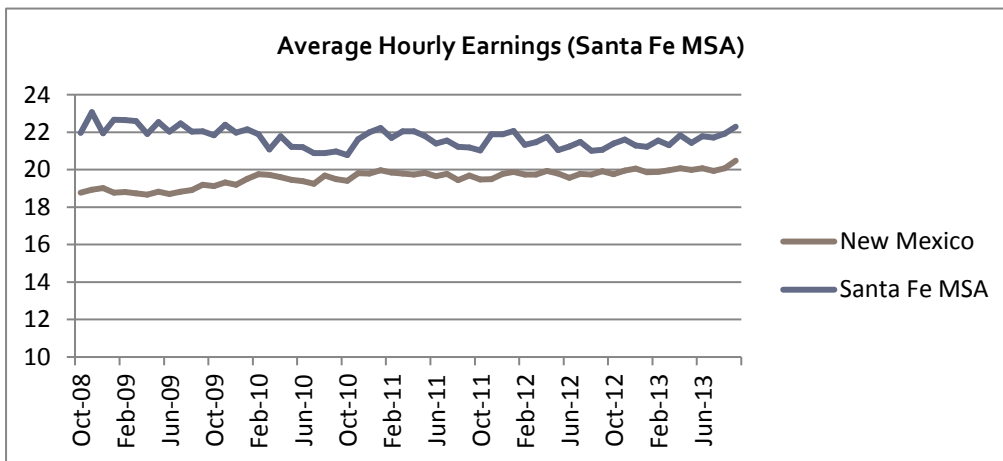
Average hours are an indicator of economic performance and earnings potential. In an economy where labor is in demand, employees will tend to work a greater number of hours.

AVERAGE WEEKLY WAGES



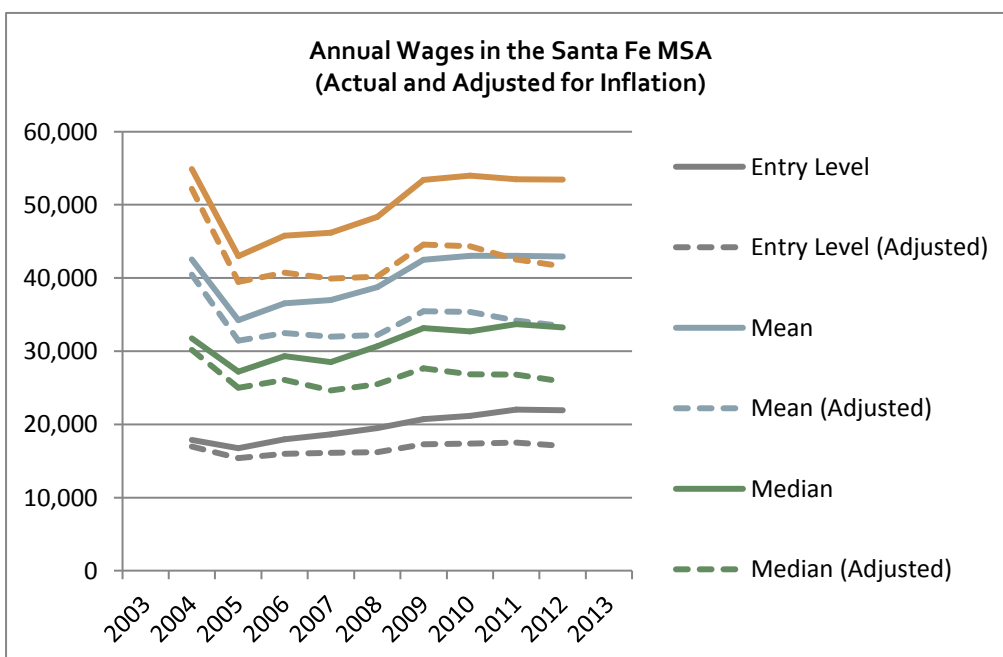
Local wage rates and the number of hours worked contribute to determine average weekly wages. Changes in either variable may cause this measure to rise or fall. This statistic is useful in understanding overall changes in wage income.

AVERAGE HOURLY EARNINGS



Average hourly earnings are a useful statistic to help understand changes in compensation. Whereas the income statistics assess total earnings, this statistics measures the market value of one hour of labor.

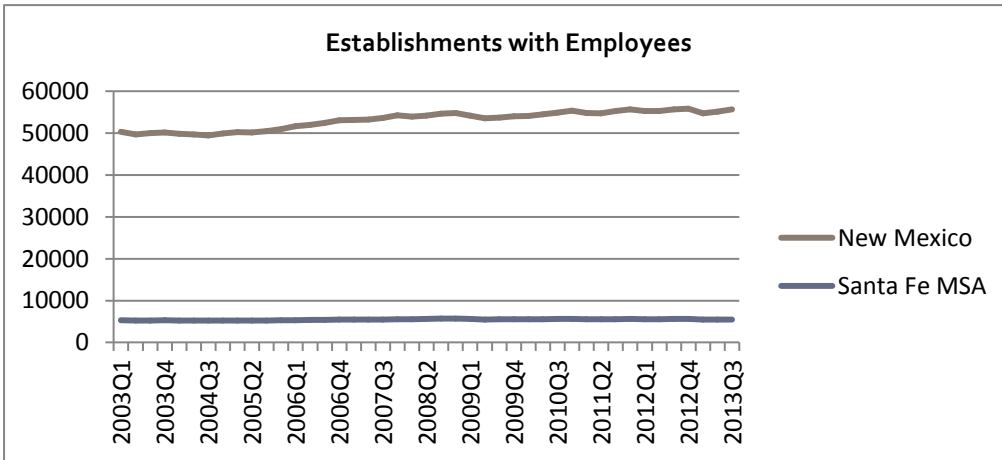
ANNUAL WAGE OR SALARY



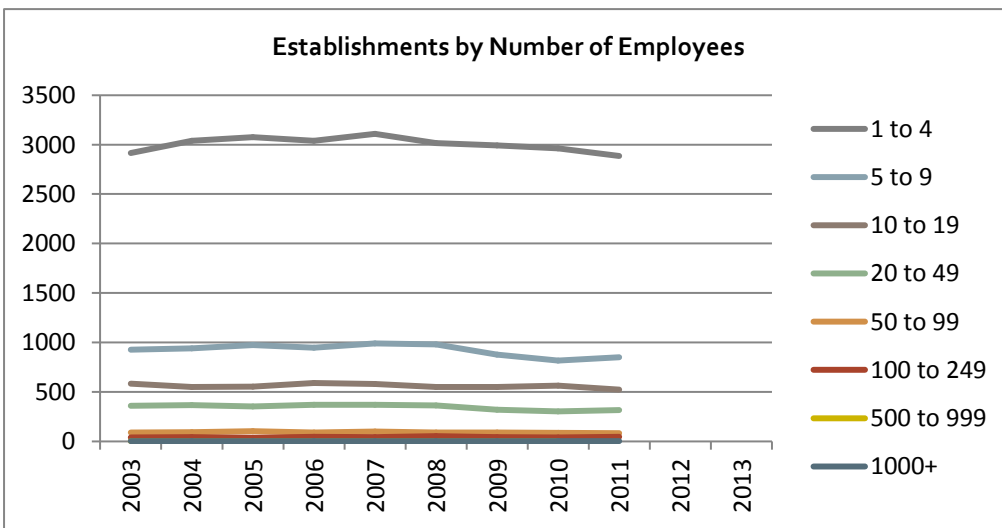
How do wages fare when adjusted over time for inflation? The chart at left depicts the current dollar and inflation-adjusted wages for entry level and experienced workers, along with the mean (average) and the median (an equal number of earners above and below). Ideally, wage increases will exceed the pace of inflation.

BUSINESS ACTIVITY

ESTABLISHMENTS

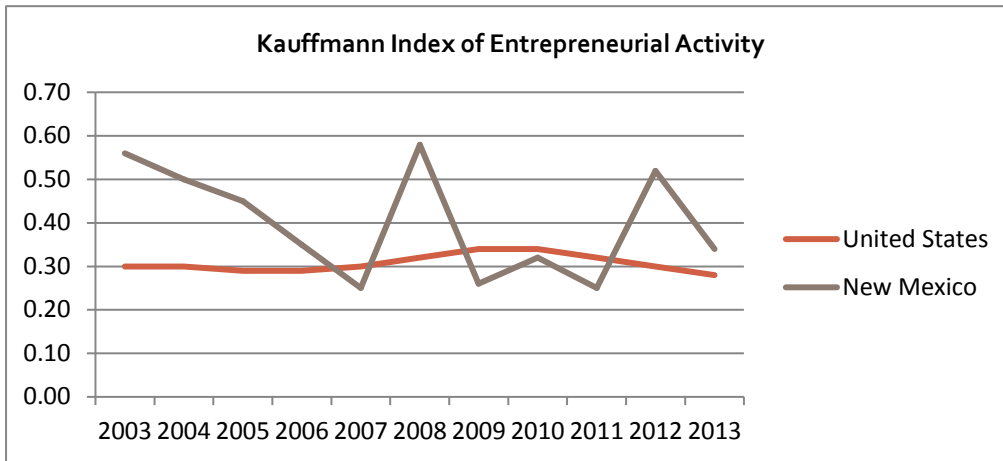


This chart shows the change in the total number of establishments with employees. An establishment is a single location. A business may have several locations. Each will be counted as a separate establishment.



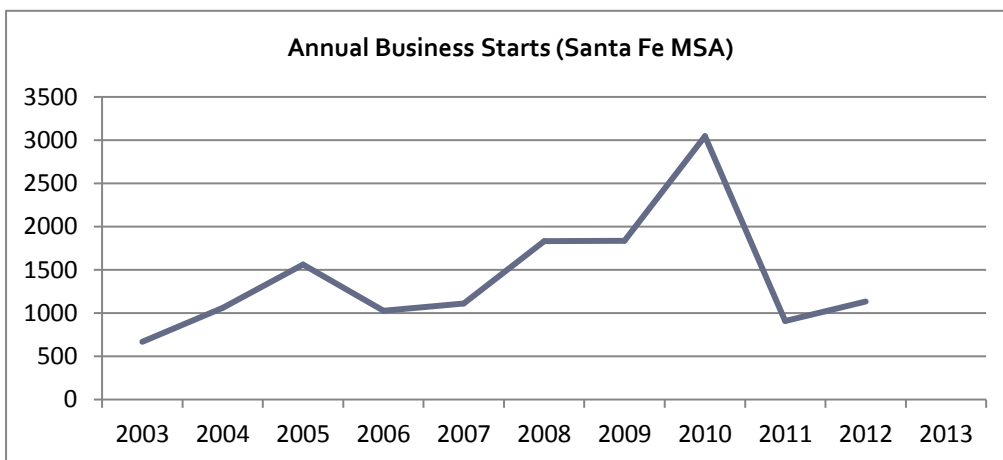
Establishments are grouped into cohorts based on the number of employees. Similarly sized establishments often have similar needs to support their growth. Long term trends in the number of establishments in a cohort may indicate issues impacting the growth of establishments in that size range.

ENTREPRENEURSHIP

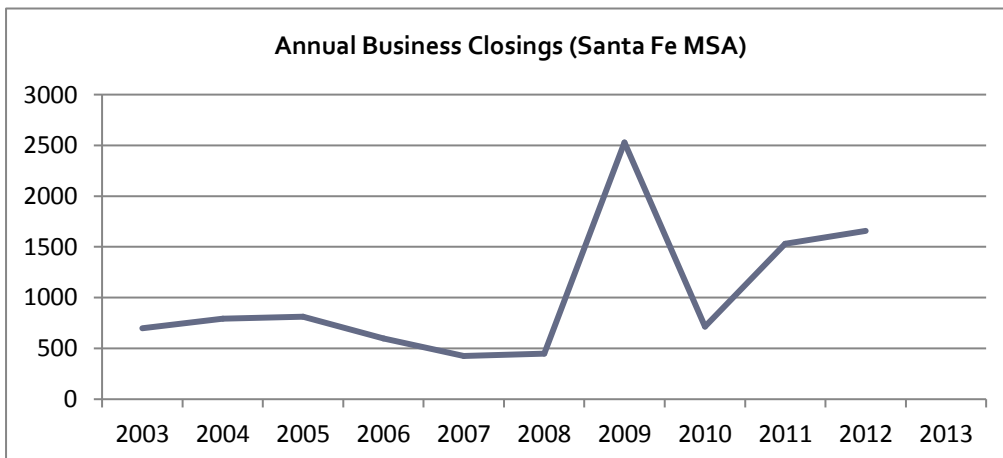


The Kauffman Index of Entrepreneurial Activity is based on an annual survey, and measures the number of business starts per 100,000 population.

Starts per 100,000 Population	
2013	
United States	0.28
New Mexico	0.34

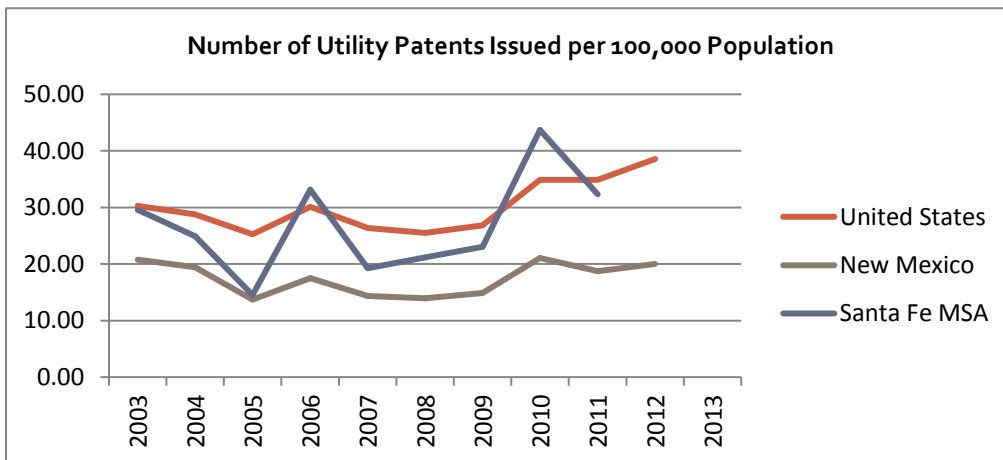
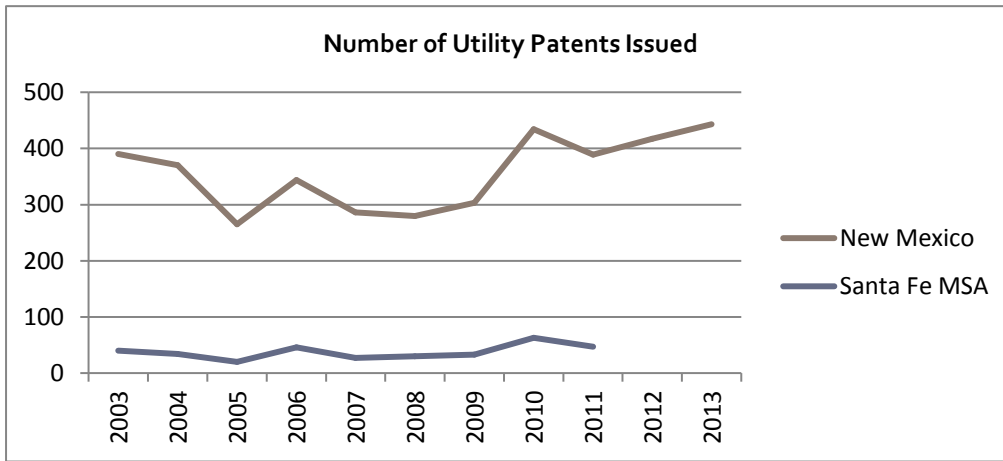


The number of businesses started is the most common measure of entrepreneurial activity. Businesses may be started to pursue an opportunity (such as launching a new product or tapping a growing market) or out of necessity (often due to poor job prospects). A spike in business starts during a recession may reflect an increase in "necessity entrepreneurs" turning to self-employment when they are not able to find work.



Business closings are the flip side of entrepreneurship. Aside from conditions in the economy, many other factors may influence the rate at which businesses in an area close.

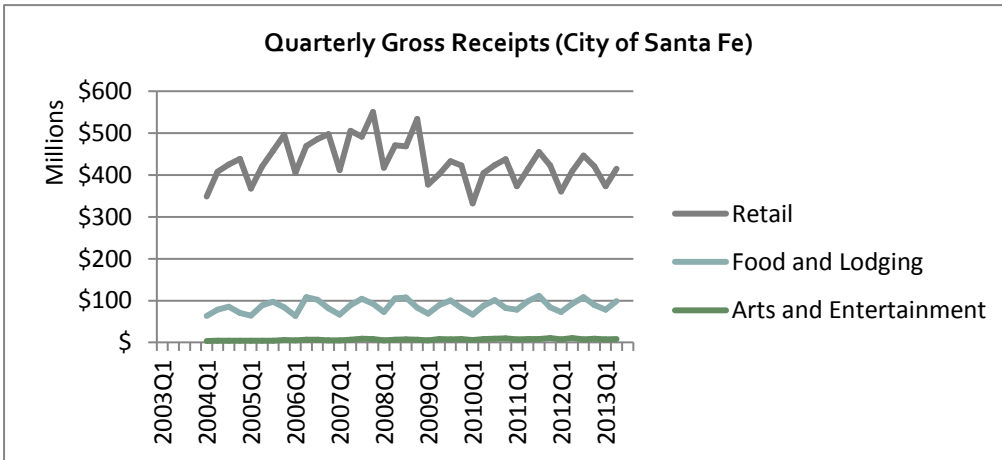
INNOVATION



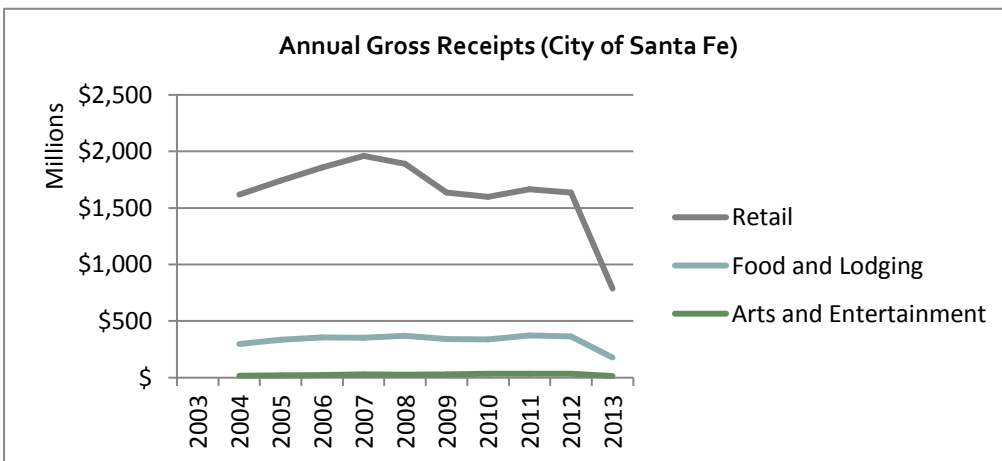
Patent activity can be a useful statistic to help assess innovation or research and development within a region. The number of patents issued will indicate the scale of innovation, while the ratio of patents per 100,000 population offers a means to compare different regions. The term "utility patent" describes patents issued "for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof". Approximately 90% of the patent documents issued by the U.S. Patent and Trade Office in recent years have been utility patents, also referred to as "patents for invention".

SPENDING AND TOURISM

GROSS RECEIPTS - RETAIL

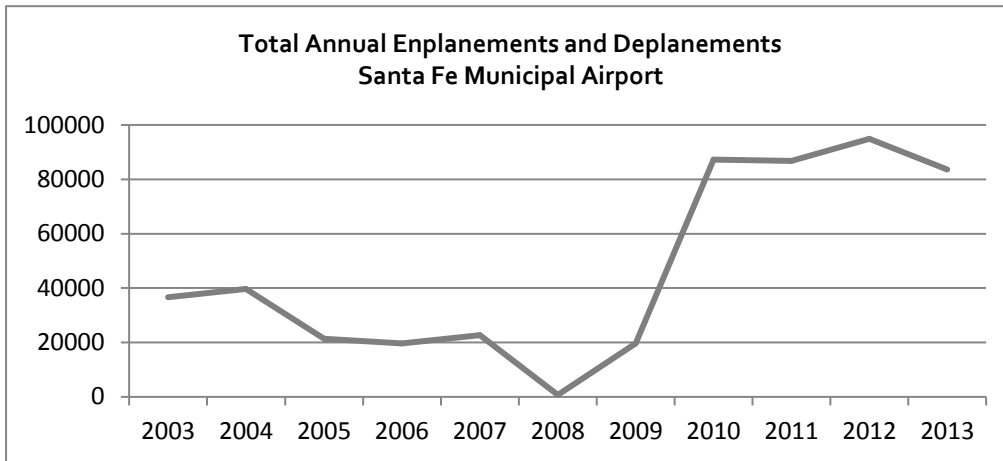


Gross receipts are reported to the New Mexico Department of Revenue. Both quarterly figures and annual totals are depicted. These charts can show seasonal fluctuations as well as trends over time.

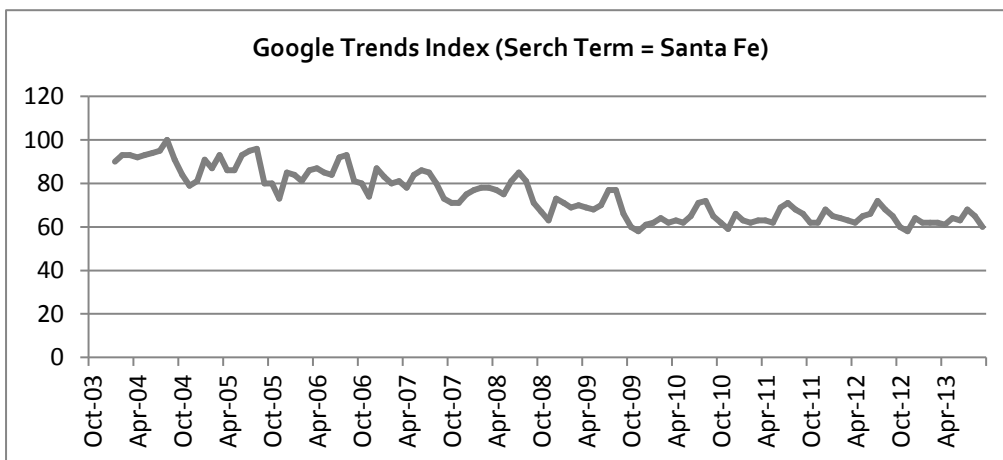


NOTE: The final year in the chart may reflect sales from only a portion of the year, either in the current year, or due to the lag between when sales actually occur and when they are reported by the New Mexico Department of Revenue.

TOURISM



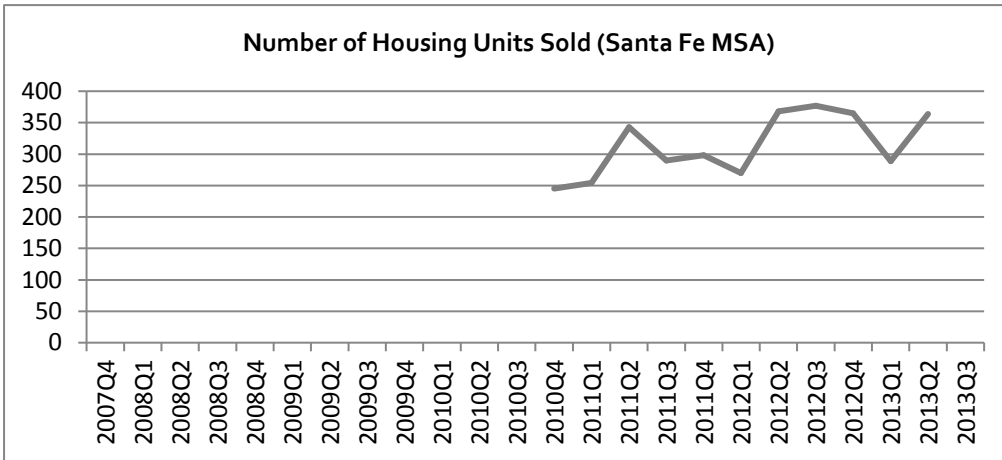
Total enplanements and deplanements is one of several measures that can help to describe visitor traffic to the community.



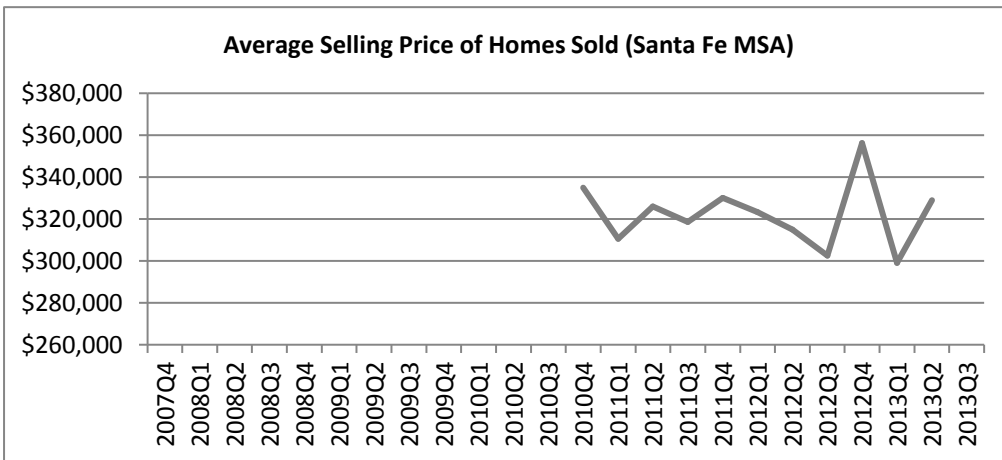
The Google Trends Index measures the relative number of searches conducted on a term. In this case, the term is "Santa Fe". The index is set to 100 in the month with the greatest number of searches. Subsequent months are indexed to that number.

REAL ESTATE

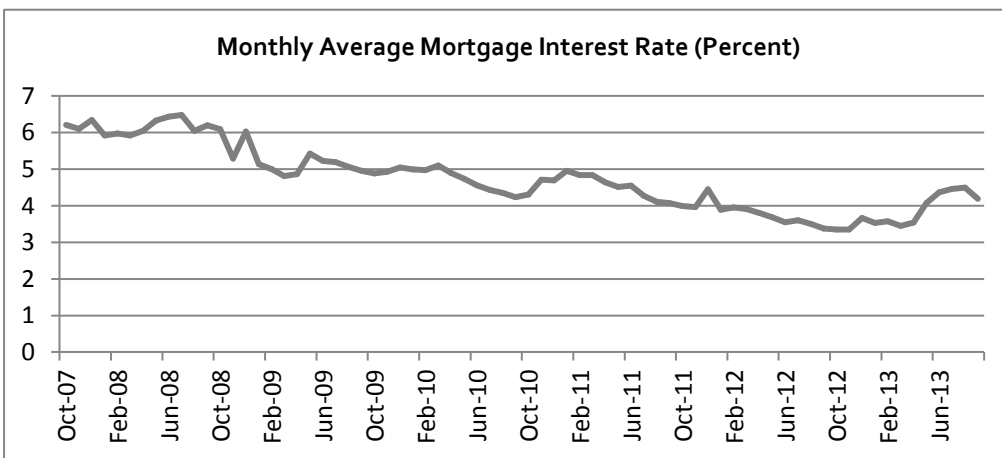
HOUSING MARKET



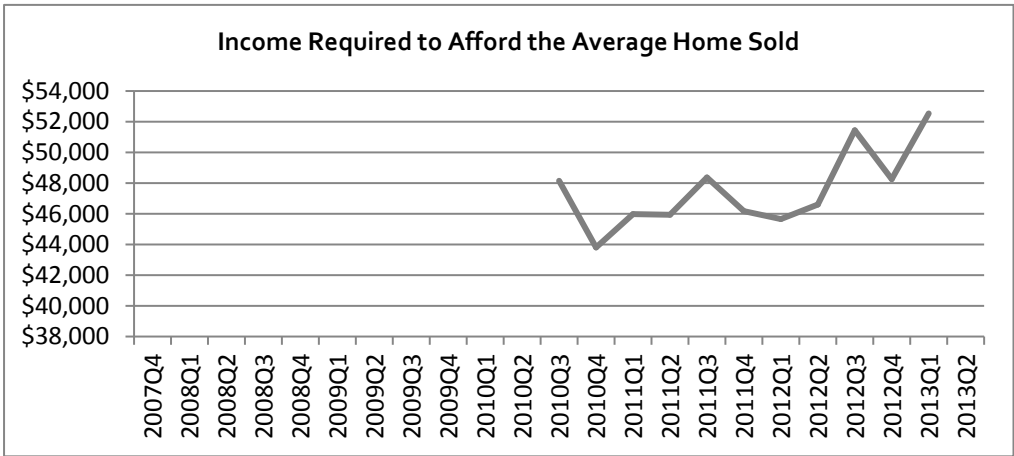
This simple number reports the volume of homes sold in each quarter, and is an indicator of the strength of the housing market.



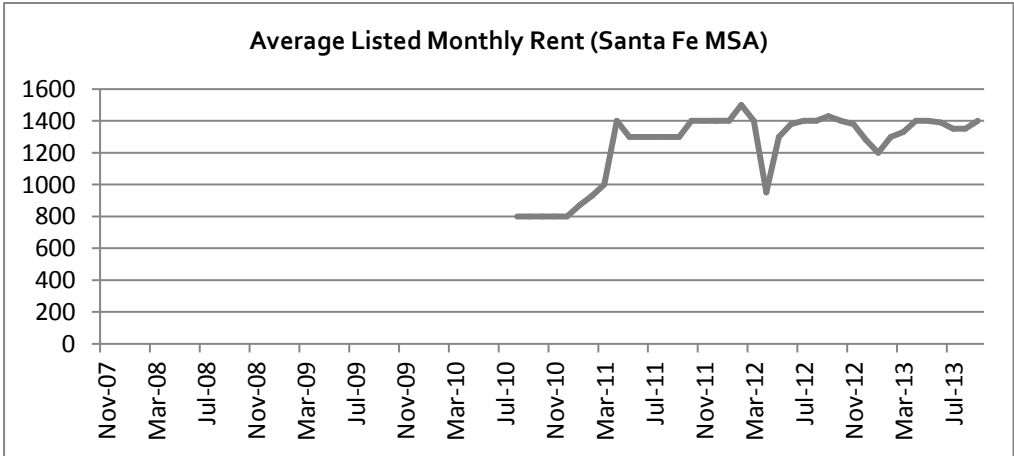
Some care should be taken to understand that the average selling price is a reflection of the cost of homes on the market, which may include a significant number of newer homes that can be at a higher price than existing housing. This number is not the same as the average home value. Also, the figure may vary widely based on the value of homes sold during each quarter.



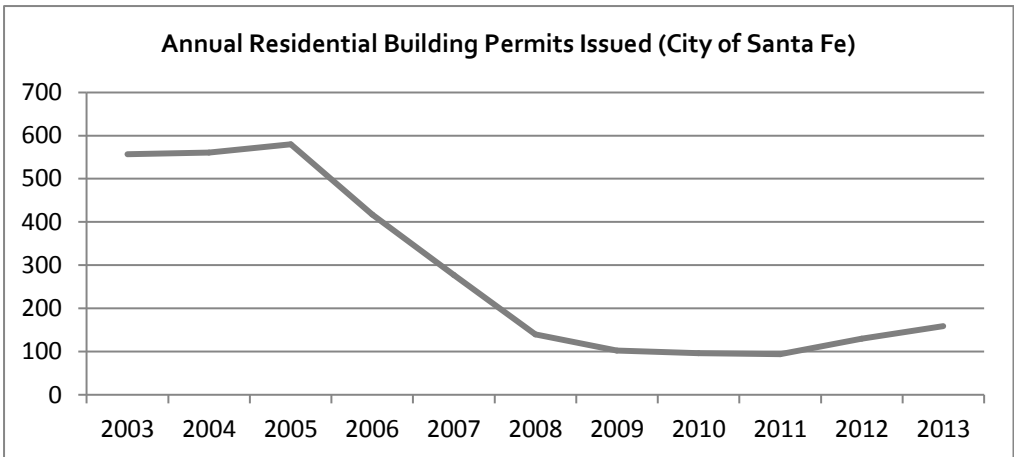
Mortgage interest rates are a factor in the affordability of housing, as lower rates will result in a lower cost of borrowing, increasing the ability of buyers to afford housing.



This chart is an estimate of the income needed for a household to afford the average priced home, assuming a 20 percent down payment and a 30-year mortgage at the interest rate associated with the quarter.



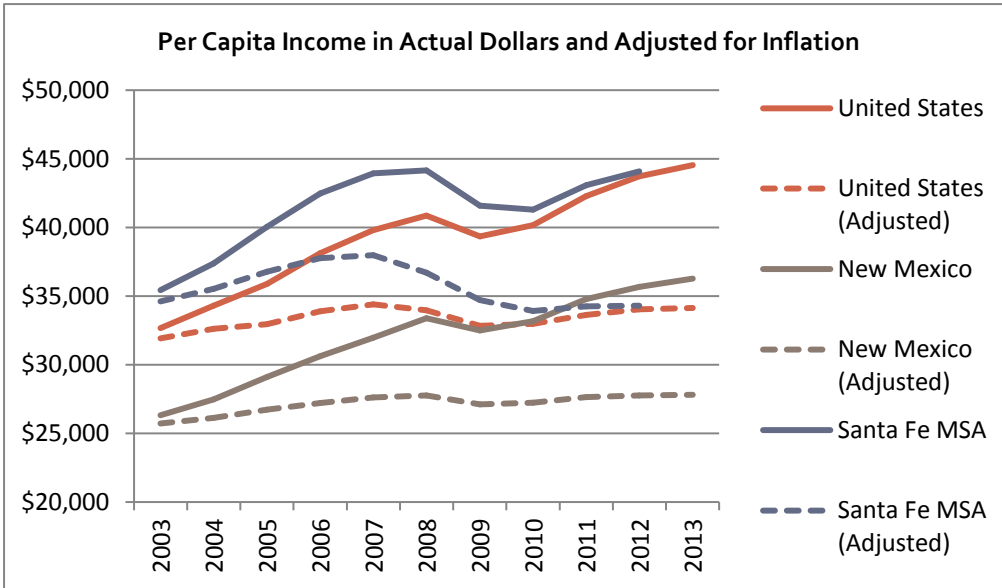
The average monthly rent being asked for units listed on zillow.com is shown in this chart. While not all units available for rent will be listed at the site, this figure is a good barometer of trends in the cost of rental housing.



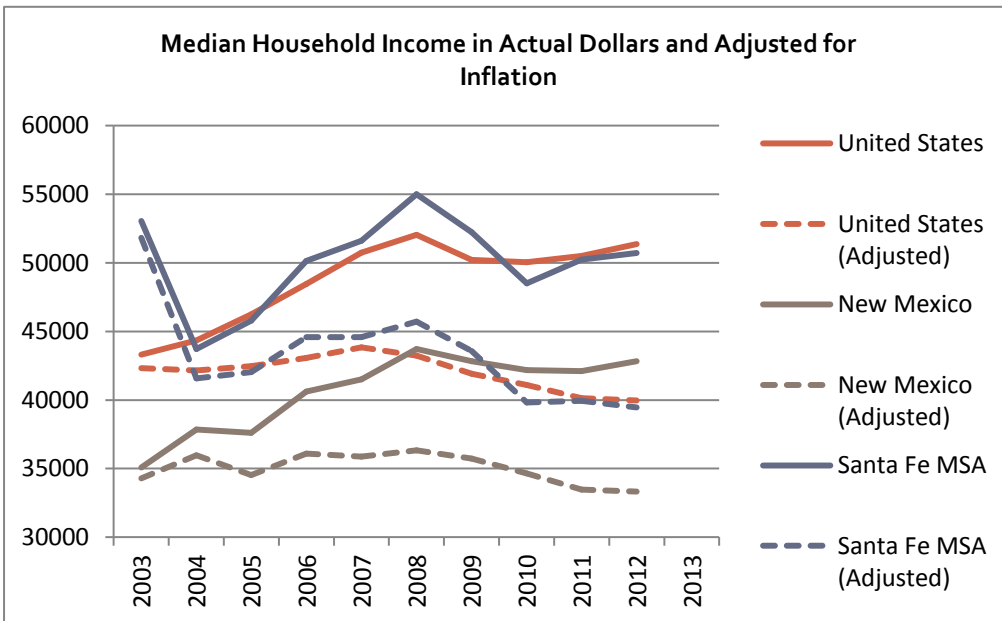
The annual number of permits issued for new residential construction is depicted at left. Except in the fourth quarter, the final figure will represent a partial year tally.

PERSONAL WELL-BEING

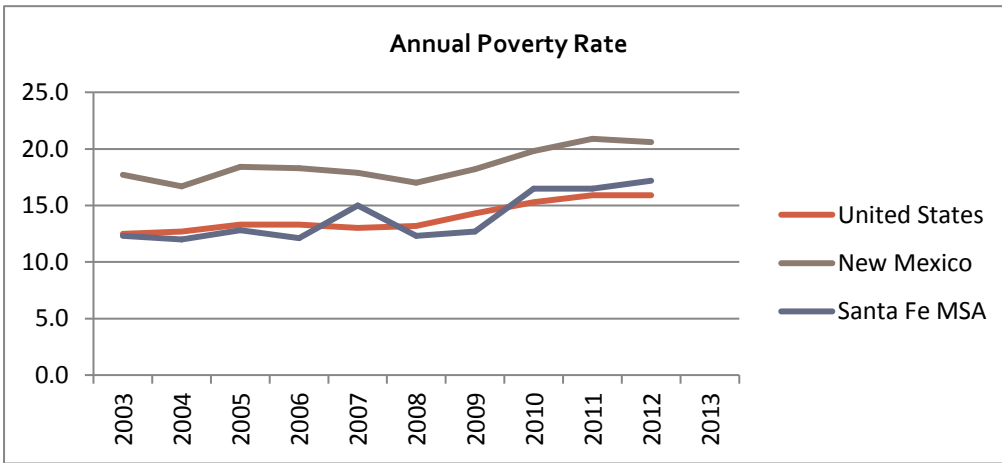
INCOME



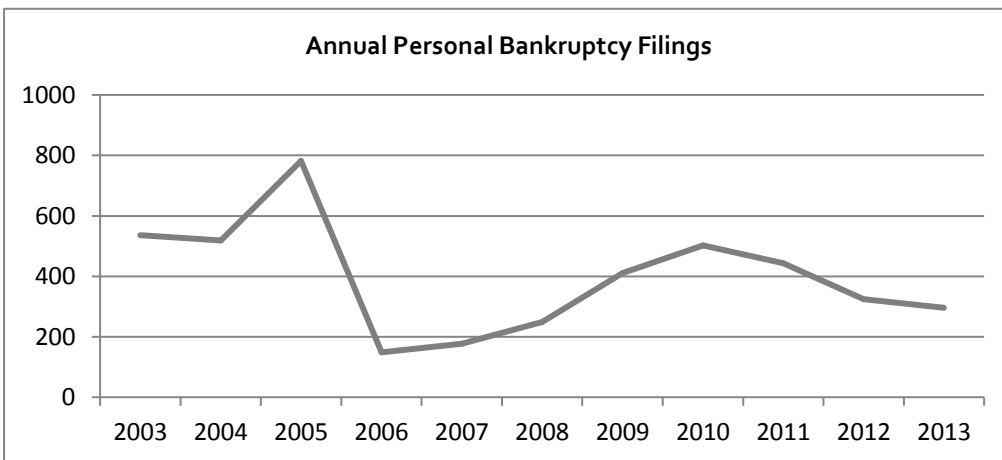
Per capita and median household income figures represent a total of income from all sources, including wages and salaries (previously documented in this report) and other sources such as investment income, social security, and other non-earned income. In addition to showing the trend in actual dollars, the data have been adjusted for inflation over the decade.



POVERTY

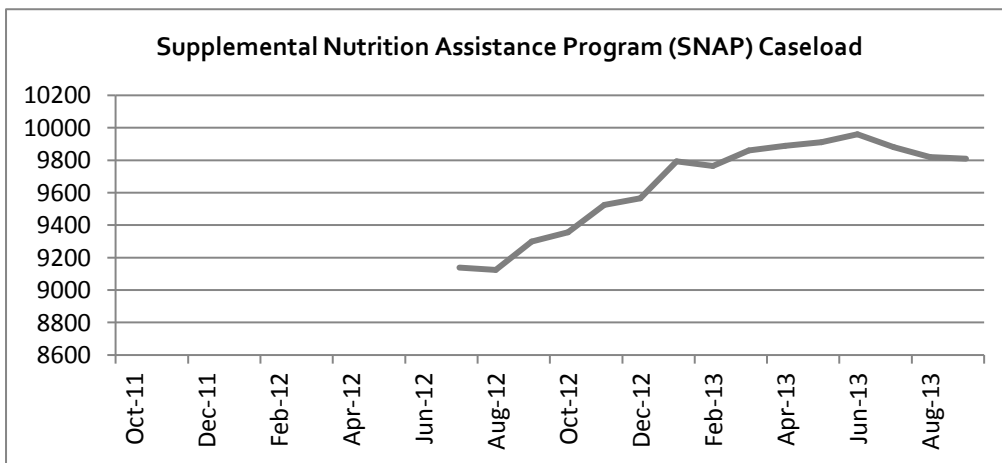


The incidence of poverty can be an indicator of income distribution and the number of households facing severe economic hardship.

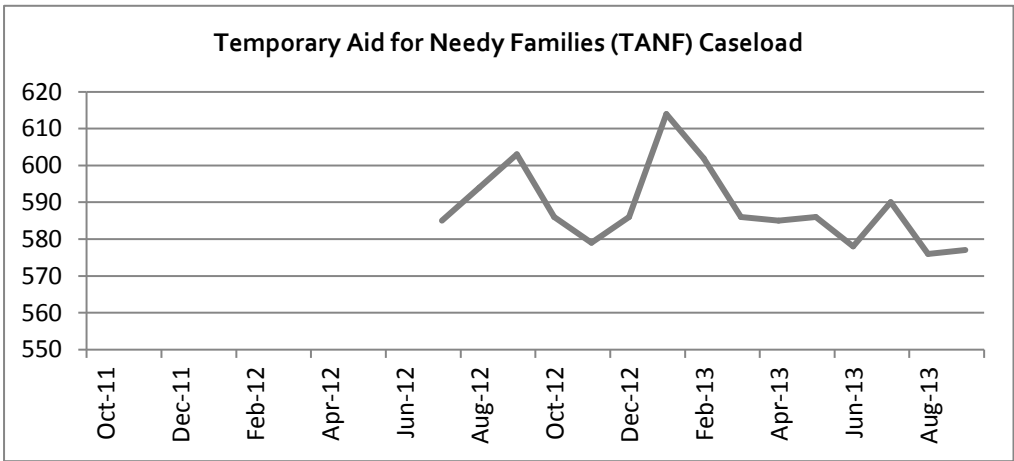


Bankruptcies may measure economic distress. The cost of medical care is the leading cause of personal bankruptcy.

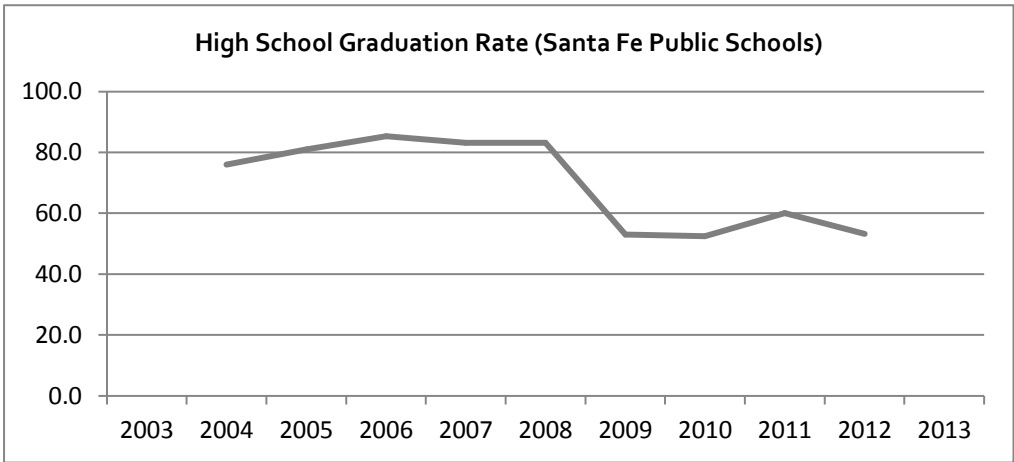
ASSISTANCE PROGRAMS



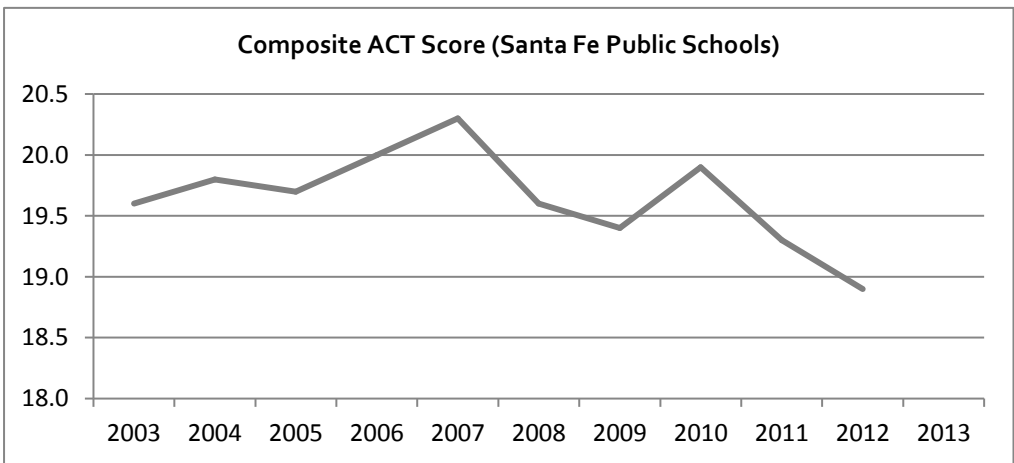
SNAP (food stamps) and TANF (welfare) are the two primary sources of government assistance to needy individuals and families. As income-qualified programs, the number of recipients is often tied to unemployment or low wages.

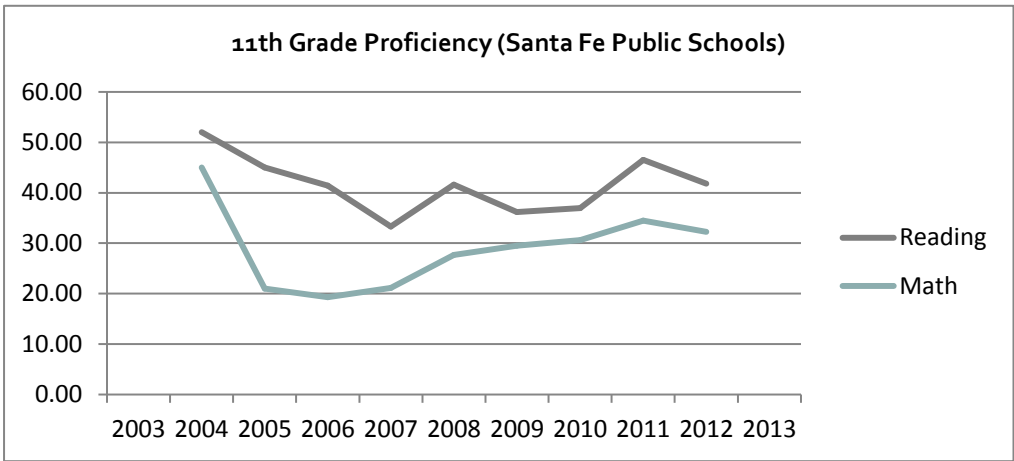


EDUCATION

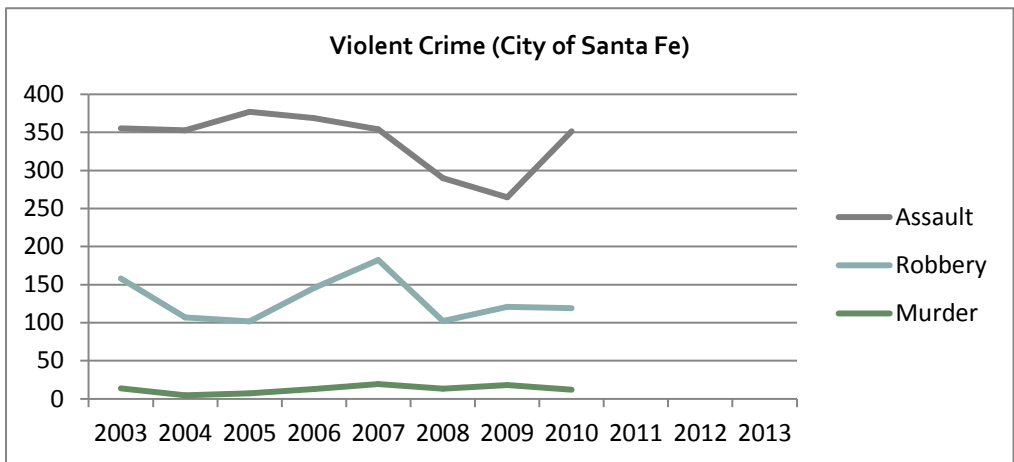


Education is one of the most important social variables. Levels of education are a gauge of workforce capabilities. Higher wages and greater levels of innovation are associated with higher levels of educational attainment.





CRIME



Public safety is usually associated with quality of life, and can be a factor in business site selection.

