



Economic Base Study

McKinley County, New Mexico

November 2024



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Economic Base Study McKinley County, New Mexico

November 2024

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Executive Summary

Since 2012, Arrowhead Center at New Mexico State University (NMSU) has sponsored the preparation of economic base studies for each New Mexico county, the Albuquerque Metropolitan Statistical Area (MSA), and the entire state of New Mexico. Base studies are released as a public service to help businesses, economic developers, policymakers, government officials, and the general public better understand key industries that contribute to the economic base of their local economies.

This report is one of 35 economic base studies prepared by Arrowhead Center. Of the 35 reports, 33 describe the economic bases of New Mexico's counties. There are separate reports for the State of New Mexico and the Albuquerque MSA. New Mexico has three additional MSAs (Las Cruces, Santa Fe, and Farmington), all single-county MSAs; separate reports have not been prepared. All 35 reports can be found at arrowheadcenter.org/economic-and-policy-studies/.

The reports were prepared under the direction of Kramer Winingham and were based on prior reports overseen by James Peach. Hayford Danso and Abdul Khaliq, graduate students in NMSU's Doctor of Economic Development (DED) program, did much of the work on the updates. Comments and suggestions are welcomed and can be sent to jkramer@nmsu.edu.

In brief, the data and analysis suggest that for 2023, the following industries should be considered base industries in McKinley County:

- ★ Retail Trade: 3,151 jobs
- ★ Accommodation and food services: 2,680 jobs
- ★ Health care and social assistance: 3,295 jobs
- ★ State Government: 531 jobs
- ★ Federal Government: 2,304 jobs
- ★ NAICS 33991 Jewelry and silverware manufacturing: 135 jobs
- ★ NAICS 42394 Jewelry, watch, precious stone, and precious metal merchant wholesalers: 186 jobs
- ★ NAICS 48599 Other transit and ground passenger transportation: 123 jobs
- ★ NAICS 51611 Radio broadcasting stations: 30 jobs

Based on this analysis, the export base multiplier for McKinley County in 2023 was found to be 1.59 (19,823/12435). This ratio suggests that the addition of one (1) base industry job in McKinley County would increase total jobs in the community by 1.59. The export base multiplier (1.59) calculated above reinforces the importance of base (exporting) industries to the economy of McKinley County.

Methodology

An economic base study is a descriptive tool used to analyze the composition of local economic activity and identify regional competitive advantages. Economic base studies are often conducted to help guide local economic development activities and help economic development officials make data-driven decisions about what type of firms they should attempt to attract to local areas. Economic base studies can also help local and regional businesses better understand the local and export product markets.

The specific purposes of economic base studies include:

- Understanding regional economic growth and competitive advantages
- Making short and long-term forecasts
- Identifying potential growth sectors
- Identifying potential problem areas

According to economic base theory, any local economy may be divided into base and non-base industries. The economic base theory also suggests that economic growth depends on sectors that export goods and services from the region (base industries) rather than businesses whose goods and services remain local (non-base industries). Base industries promote local economic growth by bringing jobs and income to the local economy. Non-base industries serve local residents and support base industries.

An industry classified as a base in one region may be identified as a non-base in another. A standard way to identify local base activity is to use location quotients (LQs). LQs are calculated as a single industry's percentage of total local employment divided by the industry's total state or national employment percentage. For example, the LQ for a single New Mexico industry (*industry*) be calculated as follows:

$$LQ = \frac{(\text{Employment in } \textit{industry} \text{ in NM} / \text{total employment in NM})}{(\text{Employment in } \textit{industry} \text{ in the US} / \text{total employment in the US})}$$

The LQ illustrates the relative importance of the level of local employment in that sector concerning the benchmark economy, for example, state, regional, or national. An LQ greater than 1.0 indicates that a particular industry employs proportionately more workers locally than it does in the benchmark economy, which indicates a competitive advantage for a specific industry in the region. Conversely, an LQ of less than 1.0 indicates that the

industry of note employs fewer workers locally than the national average.¹ Industries with LQs greater than 1 may have greater growth potential than other industries because their competitive advantage allows them to compete in broader markets than non-base industries, serving only local customers. Industries with LQs less than 1 can be interpreted as economic leakages in that local customers purchase goods and services from businesses located outside the region. This can indicate an opportunity to reduce economic leakages by growing non-base industries; however, it also signals that customers are seeking goods and services from these industries in other regions due to a lack of availability or competitiveness at the local level.

This report calculates LQs for industries within McKinley County using national employment as the basis for comparison, shown in Tables 8-13. For this report, base industries are identified utilizing general knowledge about the structure of the local economy combined with LQs greater than 1.0. LQs and other data points are included for the most recent year for which data are available and the four years preceding, which for most data points is 2019-2023. Industry classifications are presented for various levels of detail using the North American Industry Classification System (NAICS), the standard used by U.S. government statistical agencies to classify business establishments for collecting, analyzing, and publishing statistical data related to the U.S. business economy.²

The data points used in this report were gathered from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)³, Bureau of Economic Analysis (BEA) Personal Income by County⁴, and U.S. Census Bureau⁵ American Community Survey and Census Bureau Profiles.

¹ For additional information on LQs, see:

arrowheadcenter.org/wp-content/uploads/2015/06/WhatIsaLocationQuotient.pdf

² (U.S. Census, 2023)

³ (Bureau of Labor Statistics, 2024)

⁴ (Bureau of Economic Analysis, 2024)

⁵ (U.S. Census, 2023)

Overview

McKinley County is bordered by San Juan, Cibola, Sandoval counties in New Mexico, and Apache County in Arizona. McKinley County has a total land area of 5,455 square miles, of which 5.5 square miles (0.1%) are covered by water.⁶ The population of McKinley County in 2022 was 72,073, or 3.42% of the state total, and the City of Gallup, with a population of 21,692 contained 30.1% of McKinley County's population in 2022.⁷

Table 1. Population, McKinley County, and selected comparisons, 2018-2022⁸

Year	2018	2019	2020	2021	2022	Δ	%Δ
City of Gallup	22,105	21,854	21,637	21,901	21,692	-413	-2%
McKinley County	72,849	72,290	71,956	72,946	72,073	-776	-1%
New Mexico	2,092,434	2,092,454	2,097,021	2,109,366	2,112,463	+20,029	+1%
United States	322,903,030	324,697,795	326,569,308	329,725,481	331,097,593	+8,194,563	+3%

McKinley County's population has decreased by 2% from 72,849 in 2018 to 72,073 in 2022, as shown in Table 1.⁹ Comparatively, New Mexico's population increased by 1% for the same period, and the population of the United States increased by 3%.

McKinley County's employment is more concentrated in service-producing industries (91%) and the wage and salary employment share of 76% is slightly lower than the state share of 77% and 2% higher than the national share, as shown in Tables 2 & 4. Table 3 shows employment levels by types: wage and salary (76%) and proprietor employment (24%). The remainder of this analysis focuses only on wage and salary employment for the private sector.

In 2023, 67% of all workers in McKinley County were employed in the private sector, much lower than state levels of private sector employment (79%) and significantly lower than national private employment levels (86%). McKinley County's employment by employer type is shown in Table 5 with state, federal and local government employing 33%.

⁶ (U.S. Census, 2023)

⁷ (U.S. Census, 2023)

⁸ (U.S. Census, 2023)

⁹ (U.S. Census, 2023)

Comparatively, the private sector in McKinley County is employing less workers compared to the share by state and national figures.

Table 2. Employment by Domain, McKinley County and selected comparisons, 2023¹⁰

Employment Type	McKinley County	New Mexico	United States
101 Goods-producing	9%	17%	17%
102 Service-providing	91%	83%	83%
Total	100%	100%	100%

Table 3. Employment Types, McKinley County, 2018-2022¹¹

Employment Type	2018	2019	2020	2021	2022	Δ	%Δ
Wage and salary employment	22,042	22,469	20,883	20,437	20,648	-1,394	-6%
Proprietors' employment	6,699	6,411	6,478	6,355	6,569	-130	-2%
Farm proprietors' employment	2,071	2,071	2,042	2,038	1,987	-84	-4%
Nonfarm Proprietors' employment	4,628	4,340	4,436	4,317	4,582	-46	-1%

Table 4. Employment Type Percentages, McKinley County, and selected comparisons, 2022¹²

Employment Type	McKinley County	New Mexico	United States
Wage and salary employment	76%	77%	74%
Proprietors' employment	24%	23%	26%
Farm proprietors' employment	7%	2%	1%
Nonfarm proprietors' employment	17%	21%	25%

¹⁰ (Bureau of Labor Statistics, 2024)

¹¹ (Bureau of Economic Analysis, 2024)

¹² (Bureau of Economic Analysis, 2024)

Table 5. Employer Types, McKinley County and selected comparisons, 2023¹³

Employer Type	McKinley County		New Mexico		United States	
	Employment	%	Employment	%	Employment	%
Private	13,215	67%	678,095	79%	131,240,997	86%
Local Government	3,773	19%	99,594	12%	14,259,427	9%
State Government	531	3%	48,056	6%	4,657,178	3%
Federal Government	2,304	11%	29,867	3%	2,929,928	2%
Total	19,823	100%	855,612	100%	153,087,530	100%

Per capita annual wages for McKinley County in 2023 (\$44,320) was 76% of the state of New Mexico average (\$58,110) and 61% of the national average (\$72,357), shown in Figure 1¹⁴. The growth rate of per capita annual wages in McKinley County between 2019 and 2023 (18%) was lower than the growth in annual wages for New Mexico (24%) and the growth of national averages (22%) during the same period.

The total number of wage and salary jobs in McKinley County in 2023 was 20,648. Between 2019 and 2023, total employment in McKinley County decreased by 5%, compared to the state, which saw an increase of 2.3%, and the nation, which increased by 3%, as shown in Table 6.

Table 6. Employment Growth, McKinley County, and selected Locations, 2019-2023¹⁵

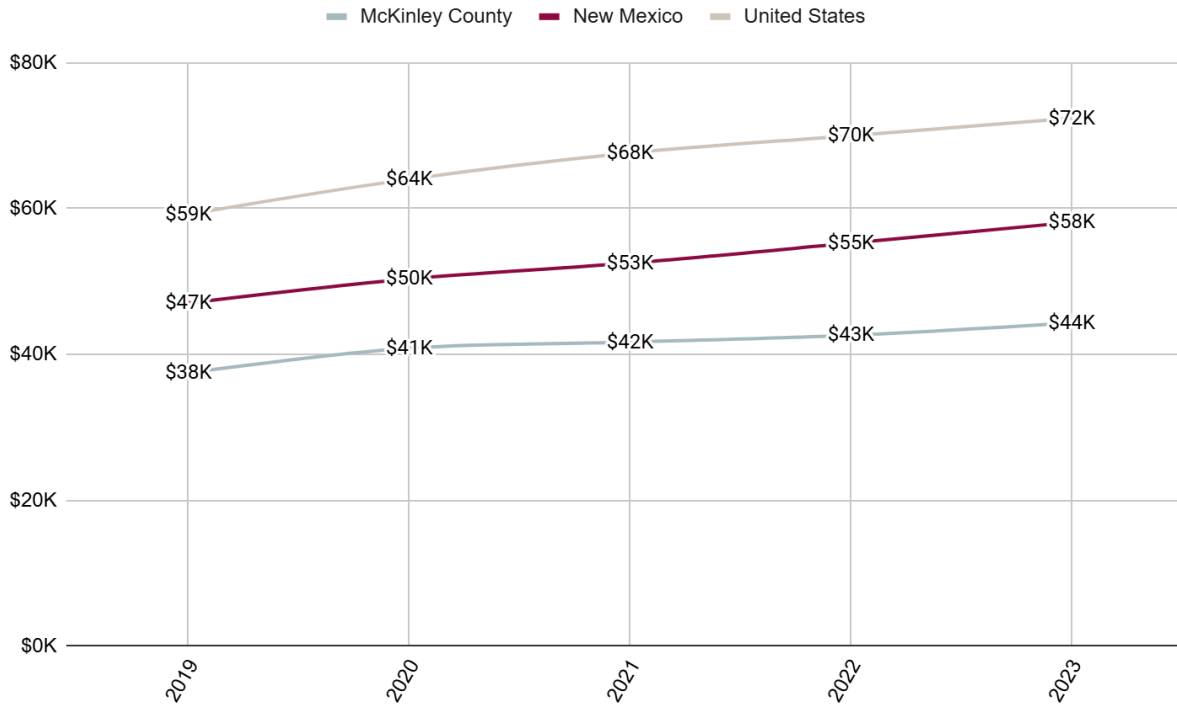
Area Title	2019	2020	2021	2022	2023	Δ	%Δ
McKinley County	20,948	19,445	19,053	19,399	19,823	-1,125	-5%
New Mexico	836,674	781,772	796,020	832,863	855,612	+18,938	+2%
United States	148,105,093	139,103,774	143,759,144	150,025,655	153,087,530	+4,982,437	+3%

¹³ (Bureau of Labor Statistics, 2024)

¹⁴ (Bureau of Labor Statistics, 2024)

¹⁵ (Bureau of Labor Statistics, 2024) and authors' calculations

Figure 1. Per Capita Personal Income, McKinley County and selected comparisons, 2019-2023¹⁶



¹⁶ (Bureau of Labor Statistics, 2024) and authors' calculations

Economic Base Analysis

For this report, an LQ greater than 1.0 with respect to U.S. employment is considered a base industry. The sectors with LQ greater than 1.0 have been shaded green. All LQ calculations are compared to national employment data. All tables after Table 7 focus only on private wage and salary employment.

Table 7 shows LQ calculation by employer type, highlighting government activities' importance to McKinley County's economy. McKinley County heavily relies on government employment particularly, state and local government. The large LQ for State government and local government employment (3.88, 2.12, and 1.34 in 2023 respectively) reflects a high level of employment at the state, local and federal government facilities, national parks, schools, historical districts and other tourist centers in McKinley County. As important national facilities, these federal activities export services beyond McKinley County and can be classified as a base industry in the county. The small LQ for private employment (0.66 in 2023) in McKinley County reflects a low level of employment by the retail and service industry, construction, and transportation and logistics industry compared to the national average. State and Local Government and Federal Government even though has a location quotient of 3.88, 2.12, and 1.34 respectively, given that local governments collect taxes from residents to provide services to the community, including employment, cannot be considered as the base industry. Following this practice, Local government for McKinley County will be regarded as a non-base industry even though it had an LQ of 2.04 in 2023. State and Federal government jobs can be classified as base industries for McKinley Counties since wages and other benefits of these workers are not paid from the local taxes.

Table 7. Location Quotients by Employer Type, McKinley County, 2019-2023¹⁷

Employer Type	2019	2020	2021	2022	2023
Private	0.94	0.92	0.92	0.77	0.77
Local Government	0.68	0.69	0.75	2.08	2.12
State Government	4.44	4.80	4.88	4.04	3.88
Federal Government	0.14	0.15	0.17	1.33	1.34

McKinley County's private sector wage and salary employment are shown in Table 8 by NAICS Sector from 2019 to 2023. Retail trade, accommodation and food services, and

¹⁷ (Bureau of Labor Statistics, 2024)

Healthcare and social services, stand out as the base industries for McKinley County, with 2023 LQs of 1.57, 1.48, and 1.2.

A more detailed analysis of industry subsegments also reveals significant industry concentrations in jewelry and silverware manufacturing and wholesale, as well as above average concentrations in transit and ground passenger transportation, and radio broadcasting.

Table 8. Location Quotients By NAICS Sector, McKinley County, 2019-2023¹⁸

Industry Title	2019	2020	2021	2022	2023
NAICS 44-45 Retail trade	1.33	1.34	1.48	1.58	1.57
NAICS 72 Accommodation and food services	1.45	1.56	1.59	1.56	1.48
NAICS 62 Health care and social assistance	1.29	1.28	1.26	1.22	1.2
NAICS 22 Utilities	1.83	1.16	0.85	0.82	0.78
NAICS 81 Other services (except public administration)	0.66	0.76	0.78	0.79	0.76
NAICS 23 Construction	0.57	0.62	0.61	0.65	0.67
NAICS 61 Educational services	0.39	0.44	0.46	0.53	0.59
NAICS 56 Administrative and support and waste management and remediation services	0.53	0.45	0.4	0.37	0.58
NAICS 42 Wholesale trade	0.61	0.59	0.52	0.55	0.57
NAICS 53 Real estate and rental and leasing	0.58	0.53	0.53	0.49	0.45
NAICS 52 Finance and insurance	0.48	0.42	0.4	0.41	0.37
NAICS 48-49 Transportation and warehousing	0.5	0.49	0.39	0.34	0.35
NAICS 51 Information	0.34	0.27	0.26	0.27	0.28
NAICS 31-33 Manufacturing	0.41	0.4	0.29	0.29	0.25
NAICS 54 Professional, scientific, and technical services	0.13	0.13	0.13	0.13	0.13
NAICS 71 Arts, entertainment, and recreation	0.07	0.05	0.06	0.07	0.07
NAICS 55 Management of companies and enterprises	0.07	0.06	0.08	0.08	0.05
NAICS 21 Mining, quarrying, and oil and gas extraction	0.48	0.34	0	0	0
NAICS 11 Agriculture, forestry, fishing and hunting	0.08	0.03	0	0	0

¹⁸ (Bureau of Labor Statistics, 2024)

In brief, the data and analysis suggest that for 2023, the following industries should be considered base industries in McKinley County:

- ★ Retail Trade: 3,151 jobs
- ★ Accommodation and food services: 2,680 jobs
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- ★ State Government: 531 jobs
- ★ Federal Government: 2,304 jobs
- ★ NAICS 33991 Jewelry and silverware manufacturing: 135 jobs
- ★ NAICS 42394 Jewelry, watch, precious stone, and precious metal merchant wholesalers: 186 jobs
- ★ NAICS 48599 Other transit and ground passenger transportation: 123 jobs
- ★ NAICS 51611 Radio broadcasting stations: 30 jobs

In economic base studies, it is common to calculate an export-based employment multiplier. This employment multiplier is obtained by dividing total employment in McKinley County by total employment in the base industries. In McKinley County, the multiplier for 2023 is equal to 1.59 (19,823/12435). This ratio suggests that the addition of one (1) base industry job in McKinley County would increase total jobs in the community by 1.59. The export base multiplier (1.59) calculated above reinforces the importance of base (exporting) industries to the economy of McKinley County. This employment multiplier is not to be compared to employment multipliers included in economic impact analysis tools, including RIMS, REMI, and IMPLAN. In the case of McKinley County, potential double-counting occupations may result in an upward bias of the multiplier, given that farm employees often have more than one occupation.

Local economic development policy actions, such as creating industrial parks, tax abatement, and financing, and workforce development projects, are often used by local communities to expand an area's economic base. A community economic development plan should include the appropriate combination of policies usually resulting from public and private sector interaction.

More detailed industry data is provided in the appendix for further analysis and interpretation.

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Appendix

Tables 9-12 show LQs at greater levels of detail to indicate which employer types and sub-industries are responsible for the strength of the county's base industries. Tables 13-22 show employment levels, growth rates, and composition percentages by industry for McKinley County, New Mexico, and the United States for comparison.

Table 9. Top 15 Location Quotients By NAICS 3-digit Sector, McKinley County, 2019-2023¹⁹

Industry Title	2019	2020	2021	2022	2023
NAICS 457 Gasoline stations and fuel dealers				3.6	3.63
NAICS 485 Transit and ground passenger transportation	2	2.87	2.2	2.21	2.44
NAICS 624 Social assistance	2.56	2.43	2.3	2.27	2.16
NAICS 441 Motor vehicle and parts dealers	2.07	2.02	2.03	2.23	2.15
NAICS 721 Accommodation	2.02	2.44	2.48	2.26	2.12
NAICS 339 Miscellaneous manufacturing	1.9	1.73	2.1	2.35	2.06
NAICS 455 General merchandise retailers				1.95	1.88
NAICS 562 Waste management and remediation services	1.29	1.13	1.19	1.33	1.53
NAICS 445 Food and beverage retailers	1.43	1.35	1.52	1.52	1.45
NAICS 722 Food services and drinking places	1.35	1.44	1.46	1.45	1.38
NAICS 236 Construction of buildings	1.13	1.22	0	1.24	1.27
NAICS 444 Building material and garden equipment and supplies dealers	0.98	1.1	1.29	1.21	1.17
NAICS 621 Ambulatory health care services	1.14	1.19	1.16	1.1	1.12
NAICS 811 Repair and maintenance	1.11	1.17	1.19	1.13	1.08
NAICS 459 Sporting goods, hobby, musical instrument, book, and miscellaneous retailers				0.73	1.08

¹⁹ (Bureau of Labor Statistics, 2024)

Table 10. Top 25 Location Quotients By NAICS 4-digit Sector, McKinley County, 2019-2023²⁰

Industry Title	2019	2020	2021	2022	2023
NAICS 4859 Other transit and ground passenger transportation	6.34	8.36	7.88	8.13	9.18
NAICS 4239 Miscellaneous durable goods merchant wholesalers	4.64	3.92	4.43	4.77	4.53
NAICS 6243 Vocational rehabilitation services	4.78	4.72	4.31	4.11	3.69
NAICS 4572 Fuel dealers				3.46	3.69
NAICS 4571 Gasoline stations				3.6	3.63
NAICS 6216 Home health care services	3.24	3.38	3.43	3.46	3.43
NAICS 4594 Office supplies, stationery, and gift retailers				2.41	3.12
NAICS 6241 Individual and family services	3.15	2.86	2.76	2.78	2.68
NAICS 8123 Drycleaning and laundry services	1.93	2.42	2.46	2.28	2.65
NAICS 4411 Automobile dealers	2.35	2.33	2.43	2.64	2.62
NAICS 4583 Jewelry, luggage, and leather goods retailers				2.67	2.32
NAICS 4582 Shoe retailers				2.16	2.13
NAICS 6111 Elementary and secondary schools	1.19	1.36	1.5	1.69	1.95
NAICS 5161 Radio and television broadcasting stations				1.81	1.92
NAICS 5629 Remediation and other waste management services	1.45	0.87	0.94	0	1.81
NAICS 5222 Nondepository credit intermediation	2.44	1.91	0	0	1.71
NAICS 4451 Grocery and convenience retailers	1.54	1.45	1.65	1.66	1.59
NAICS 8122 Death care services	1.67	1.76	1.87	1.81	1.59
NAICS 7225 Restaurants and other eating places	1.46	1.53	1.56	1.57	1.5
NAICS 8111 Automotive repair and maintenance	1.44	1.54	1.52	1.45	1.39
NAICS 2362 Nonresidential building construction	0.98	1.08	0	1.25	1.34
NAICS 5322 Consumer goods rental	1.3	1.52	1.43	1.36	1.29
NAICS 4599 Other miscellaneous retailers				0.32	1.23
NAICS 2213 Water, sewage and other systems	0.53	0.54	0.84	0.96	1.19
NAICS 2361 Residential building construction	1.29	1.37	1.32	1.23	1.19

²⁰ (Bureau of Labor Statistics, 2024)

Table 11. Top 25 Location Quotients by NAICS 5-digit Sector, McKinley County, 2019-2023²¹

Industry Title	2019	2020	2021	2022	2023
NAICS 33991 Jewelry and silverware manufacturing	48.5	42.54	42.21	44.06	47.46
NAICS 42394 Jewelry, watch, precious stone, and precious metal merchant wholesalers	0	0	0	41.8	39.89
NAICS 48599 Other transit and ground passenger transportation	6.34	8.36	7.88	8.13	9.18
NAICS 51611 Radio broadcasting stations				4.11	4.35
NAICS 62431 Vocational Rehabilitation Services	4.78	4.72	4.31	4.11	3.69
NAICS 45721 Fuel dealers				3.46	3.69
NAICS 62161 Home health care services	3.24	3.38	3.43	3.46	3.43
NAICS 62412 Services for the elderly and persons with disabilities	3.98	3.55	3.41	3.47	3.34
NAICS 56291 Remediation services	2.54	1.55	1.7	0	3.33
NAICS 44134 Tire dealers				3.42	2.9
NAICS 53113 Lessors of mini-warehouses and self-storage units	3.77	3.57	4.2	3.32	2.88
NAICS 44111 New car dealers	2.26	2.26	2.45	2.68	2.66
NAICS 45831 Jewelry retailers				2.95	2.56
NAICS 44112 Used car dealers	2.97	2.74	2.34	2.37	2.3
NAICS 45821 Shoe retailers				2.16	2.13
NAICS 81221 Funeral homes and funeral services	2.14	2.26	2.39	2.33	2.06
NAICS 61111 Elementary and secondary schools	1.19	1.36	1.5	1.69	1.95
NAICS 81119 Other automotive repair and maintenance	1.79	2.13	2.05	2.03	1.85
NAICS 53112 Lessors of nonresidential buildings (except miniwarehouses)	1.29	1.02	1.16	1.26	1.82
NAICS 23712 Oil and gas pipeline and related structures construction	0	0	0	2.7	1.74
NAICS 81111 Automotive mechanical and electrical repair and maintenance	1.64	1.69	1.74	1.61	1.62
NAICS 72251 Restaurants and other eating places	1.46	1.53	1.56	1.57	1.5
NAICS 53228 Other consumer goods rental	1.41	1.65	1.54	1.46	1.39

²¹ (Bureau of Labor Statistics, 2024)

Table 12. Top 25 Location Quotients By NAICS 6-digit Sector, McKinley County, 2019-2023²²

Industry Title	2019	2020	2021	2022	2023
NAICS 339910 Jewelry and silverware manufacturing	48.5	42.54	42.21	44.06	47.46
NAICS 423940 Jewelry, watch, precious stone, and precious metal merchant wholesalers	0	0	0	41.8	39.89
NAICS 722514 Cafeterias, grill buffets, and buffets	6.24	5.96	7.55	8.98	7.81
NAICS 522299 International, secondary market, and all other nondepository credit intermediation				5.39	5.89
NAICS 516110 Radio broadcasting stations				4.11	4.35
NAICS 459991 Tobacco, electronic cigarette, and other smoking supplies retailers				0	3.88
NAICS 624310 Vocational rehabilitation services	4.78	4.72	4.31	4.11	3.69
NAICS 457210 Fuel dealers				3.46	3.69
NAICS 621610 Home health care services	3.24	3.38	3.43	3.46	3.43
NAICS 624120 Services for the elderly and persons with disabilities	3.98	3.55	3.41	3.47	3.34
NAICS 562910 Remediation services	2.54	1.55	1.7	0	3.33
NAICS 441340 Tire dealers				3.42	2.9
NAICS 531130 Lessors of mini-warehouses and self-storage units	3.77	3.57	4.2	3.32	2.88
NAICS 441110 New car dealers	2.26	2.26	2.45	2.68	2.66
NAICS 458310 Jewelry retailers				2.95	2.56
NAICS 455219 All other general merchandise retailers				2.74	2.54
NAICS 441120 Used car dealers	2.97	2.74	2.34	2.37	2.3
NAICS 458210 Shoe retailers				2.16	2.13
NAICS 812210 Funeral homes and funeral services	2.14	2.26	2.39	2.33	2.06
NAICS 611110 Elementary and secondary schools	1.19	1.36	1.5	1.69	1.95
NAICS 722513 Limited-service restaurants	1.83	1.89	1.95	1.93	1.87
NAICS 531120 Lessors of nonresidential buildings (except mini warehouses)	1.29	1.02	1.16	1.26	1.82
NAICS 237120 Oil and gas pipeline and related structures construction	0	0	0	2.7	1.74
NAICS 541213 Tax preparation services	0	0	1.87	1.71	1.67
NAICS 238222 Nonresidential plumbing and HVAC contractors	1.23	1.32	1.49	1.68	1.64

²² (Bureau of Labor Statistics, 2024)

Table 13. Private Employment Percentages by NAICS Sector, McKinley County and selected comparisons, 2019-2023

Industry Title	McKinley County	New Mexico	United States
NAICS 11 Agriculture, forestry, fishing and hunting	0%	1%	1%
NAICS 21 Mining, quarrying, and oil and gas extraction	0%	4%	0%
NAICS 22 Utilities	0%	1%	0%
NAICS 23 Construction	5%	8%	6%
NAICS 31-33 Manufacturing	3%	4%	10%
NAICS 42 Wholesale trade	3%	3%	5%
NAICS 44-45 Retail trade	24%	14%	12%
NAICS 48-49 Transportation and warehousing	2%	4%	5%
NAICS 51 Information	1%	2%	2%
NAICS 52 Finance and insurance	2%	3%	5%
NAICS 53 Real estate and rental and leasing	1%	2%	2%
NAICS 54 Professional, scientific, and technical services	1%	10%	8%
NAICS 55 Management of companies and enterprises	0%	1%	2%
NAICS 56 Administrative and support and waste management and remediation services	5%	7%	7%
NAICS 61 Educational services	2%	2%	2%
NAICS 62 Health care and social assistance	25%	18%	16%
NAICS 71 Arts, entertainment, and recreation	0%	2%	2%
NAICS 72 Accommodation and food services	20%	13%	11%
NAICS 81 Other services (except public administration)	3%	3%	4%
Total	100%	100%	100%

Table 14. Employment by Employer Type, McKinley County, 2019-2023

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
Private	14,166	12,903	12,652	12,909	13,215	-951	-7%
Local Government	3,899	3,667	3,536	3,630	3,773	-126	-3%
State Government	2,371	2,373	2,360	2,343	2,304	-67	-3%
Federal Government	512	502	504	516	531	+19	+4%
Total	20,948	19,445	19,052	19,398	19,823	-1,125	-5%

Table 15. Private Employment by NAICS Sector, McKinley County, 2019-2023

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
NAICS 11 Agriculture, forestry, fishing and hunting	15	5	0	0	0	-15	-100%
NAICS 21 Mining, quarrying, and oil and gas extraction	46	26	0	0	0	-46	-100%
NAICS 22 Utilities	142	88	61	59	58	-84	-59%
NAICS 23 Construction	604	627	602	645	686	+82	+14%
NAICS 31-33 Manufacturing	733	679	475	478	409	-324	-44%
NAICS 42 Wholesale trade	507	460	390	425	448	-59	-12%
NAICS 44-45 Retail trade	2,942	2,769	3,020	3,156	3,151	+209	+7%
NAICS 48-49 Transportation and warehousing	386	383	306	283	291	-95	-25%
NAICS 51 Information	139	101	96	105	108	-31	-22%
NAICS 52 Finance and insurance	413	359	324	329	301	-112	-27%
NAICS 53 Real estate and rental and leasing	189	160	157	150	140	-49	-26%
NAICS 54 Professional, scientific, and technical services	178	166	177	178	185	+7	+4%
NAICS 56 Administrative and support and waste management and remediation services	25	21	25	27	16	-9	-36%
NAICS 61 Educational services	697	536	481	456	703	+6	+1%
NAICS 62 Health care and social assistance	162	167	174	204	240	+78	+48%
NAICS 71 Arts, entertainment, and recreation	3,672	3,506	3,318	3,200	3,295	-377	-10%
NAICS 72 Accommodation and food services	23	12	15	21	21	-2	-9%
NAICS 81 Other services (except public administration)	2,868	2,417	2,559	2,698	2,680	-188	-7%
Total	426	420	430	452	448	+22	+5%

Table 16. Private Employment Percentages by NAICS Sector, McKinley County, 2019-2023

Industry Title	2019	2020	2021	2022	2023
NAICS 11 Agriculture, forestry, fishing and hunting	0%	0%	0%	0%	0%
NAICS 21 Mining, quarrying, and oil and gas extraction	0%	0%	0%	0%	0%
NAICS 22 Utilities	1%	1%	0%	0%	0%
NAICS 23 Construction	4%	5%	5%	5%	5%
NAICS 31-33 Manufacturing	5%	5%	4%	4%	3%
NAICS 42 Wholesale trade	4%	4%	3%	3%	3%
NAICS 44-45 Retail trade	21%	21%	24%	25%	24%
NAICS 48-49 Transportation and warehousing	3%	3%	2%	2%	2%
NAICS 51 Information	1%	1%	1%	1%	1%
NAICS 52 Finance and insurance	3%	3%	3%	3%	2%
NAICS 53 Real estate and rental and leasing	1%	1%	1%	1%	1%
NAICS 54 Professional, scientific, and technical services	1%	1%	1%	1%	1%
NAICS 55 Management of companies and enterprises	0%	0%	0%	0%	0%
NAICS 56 Administrative and support and waste management and remediation services	5%	4%	4%	4%	5%
NAICS 61 Educational services	1%	1%	1%	2%	2%
NAICS 62 Health care and social assistance	26%	27%	26%	25%	25%
NAICS 71 Arts, entertainment, and recreation	0%	0%	0%	0%	0%
NAICS 72 Accommodation and food services	20%	19%	20%	21%	20%
NAICS 81 Other services (except public administration)	3%	3%	3%	4%	3%
Total	100%	100%	100%	100%	100%

Table 17. Employment by Employer Type, New Mexico, 2019-2023

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
Private	658,241	609,323	626,528	660,670	678,095	+19,854	+3%
Local Government	102,413	95,167	92,910	96,124	99,594	-2,819	-3%
State Government	46,981	47,137	47,000	46,763	48,057	+1,076	+2%
Federal Government	29,039	30,144	29,583	29,307	29,867	+828	+3%
Total	836,674	781,771	796,021	832,864	855,613	+18,939	+2%

Table 18. Private Employment by NAICS Sector, New Mexico, 2019-2023

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
NAICS 11 Agriculture, forestry, fishing and hunting	10,992	10,477	10,116	10,181	9,505	-1,487	-14%
NAICS 21 Mining, quarrying, and oil and gas extraction	25,957	19,994	18,531	21,166	23,546	-2,411	-9%
NAICS 22 Utilities	4,222	4,160	4,244	4,195	4,250	+28	+1%
NAICS 23 Construction	50,153	48,577	47,755	49,831	52,995	+2,842	+6%
NAICS 31-33 Manufacturing	28,514	27,201	27,680	28,969	28,668	+154	+1%
NAICS 42 Wholesale trade	21,416	20,202	19,715	20,505	20,965	-451	-2%
NAICS 44-45 Retail trade	89,760	86,526	90,307	93,070	94,480	+4,720	+5%
NAICS 48-49 Transportation and warehousing	19,733	19,373	20,721	24,683	24,229	+4,496	+23%
NAICS 51 Information	11,166	9,076	10,318	10,777	10,223	-943	-8%
NAICS 52 Finance and insurance	23,078	22,567	22,187	22,700	22,584	-494	-2%
NAICS 53 Real estate and rental and leasing	10,721	10,041	9,869	10,364	10,462	-259	-2%
NAICS 54 Professional, scientific, and technical services	59,946	60,225	61,543	64,192	68,156	+8,210	+14%
NAICS 55 Management of companies and enterprises	5,817	5,560	5,442	5,676	5,153	-664	-11%
NAICS 56 Administrative and support and waste management and remediation services	45,716	41,922	44,160	46,729	46,689	+973	+2%
NAICS 61 Educational services	9,710	8,935	9,669	10,783	11,361	+1,651	+17%
NAICS 62 Health care and social assistance	120,471	117,524	119,137	120,914	123,842	+3,371	+3%
NAICS 71 Arts, entertainment, and recreation	10,852	7,067	8,670	10,051	10,849	-3	-0%
NAICS 72 Accommodation and food services	88,804	71,473	77,191	85,379	88,876	+72	+0%
NAICS 81 Other services (except public administration)	21,214	18,424	19,275	20,507	21,263	+49	+0%
Total	658,242	609,324	626,530	660,672	678,096	+19,854	+3%

**Table 19. Private Employment Percentages by NAICS Sector, New Mexico,
2019-2023**

Industry Title	2019	2020	2021	2022	2023
NAICS 11 Agriculture, forestry, fishing and hunting	2%	2%	2%	2%	1%
NAICS 21 Mining, quarrying, and oil and gas extraction	4%	3%	3%	3%	3%
NAICS 22 Utilities	1%	1%	1%	1%	1%
NAICS 23 Construction	8%	8%	8%	8%	8%
NAICS 31-33 Manufacturing	4%	4%	4%	4%	4%
NAICS 42 Wholesale trade	3%	3%	3%	3%	3%
NAICS 44-45 Retail trade	14%	14%	14%	14%	14%
NAICS 48-49 Transportation and warehousing	3%	3%	3%	4%	4%
NAICS 51 Information	2%	1%	2%	2%	2%
NAICS 52 Finance and insurance	4%	4%	4%	3%	3%
NAICS 53 Real estate and rental and leasing	2%	2%	2%	2%	2%
NAICS 54 Professional, scientific, and technical services	9%	10%	10%	10%	10%
NAICS 55 Management of companies and enterprises	1%	1%	1%	1%	1%
NAICS 56 Administrative and support and waste management and remediation services	7%	7%	7%	7%	7%
NAICS 61 Educational services	1%	1%	2%	2%	2%
NAICS 62 Health care and social assistance	18%	19%	19%	18%	18%
NAICS 71 Arts, entertainment, and recreation	2%	1%	1%	2%	2%
NAICS 72 Accommodation and food services	13%	12%	12%	13%	13%
NAICS 81 Other services (except public administration)	3%	3%	3%	3%	3%
Total	100%	100%	100%	100%	100%

Table 20. Employment by Employer Type, United States, 2019-2023

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
Private	126,358,744	117,940,012	122,692,752	128,718,060	131,240,997	+4,882,253	+4%
Local Government	14,256,068	13,642,800	13,639,809	13,902,642	14,259,427	+3,359	+0%
State Government	4,666,127	4,592,926	4,543,980	4,541,346	4,657,178	-8,949	-0%
Federal Government	2,824,154	2,928,036	2,882,603	2,863,607	2,929,928	+105,774	+4%
Total	148,105,093	139,103,774	143,759,144	150,025,655	153,087,530	+4,982,437	+3%

Table 21. Private Employment by NAICS Sector, United States, 2019-2023

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
NAICS 11 Agriculture, forestry, fishing and hunting	1,263,160	1,241,147	1,246,927	1,258,501	1,251,522	-11,638	-1%
NAICS 21 Mining, quarrying, and oil and gas extraction	675,094	540,312	512,611	555,956	583,861	-91,233	-14%
NAICS 22 Utilities	548,712	543,628	543,373	553,841	575,386	+26,674	+5%
NAICS 23 Construction	7,451,476	7,203,279	7,413,458	7,714,898	7,941,364	+489,888	+7%
NAICS 31-33 Manufacturing	12,776,157	12,083,479	12,299,558	12,759,129	12,866,643	+90,486	+1%
NAICS 42 Wholesale trade	5,883,948	5,620,470	5,695,101	5,976,790	6,099,085	+215,137	+4%
NAICS 44-45 Retail trade	15,602,881	14,758,276	15,345,787	15,479,044	15,525,880	-77,001	-0%
NAICS 48-49 Transportation and warehousing	5,491,748	5,547,576	5,958,600	6,418,254	6,439,264	+947,516	+17%
NAICS 51 Information	2,849,185	2,709,771	2,838,225	3,049,543	2,975,637	+126,452	+4%
NAICS 52 Finance and insurance	6,027,485	6,045,347	6,146,600	6,257,678	6,286,955	+259,470	+4%
NAICS 53 Real estate and rental and leasing	2,292,359	2,160,951	2,219,856	2,345,386	2,388,665	+96,306	+4%
NAICS 54 Professional, scientific, and technical services	9,542,312	9,458,657	9,894,940	10,540,481	10,726,898	+1,184,586	+12%
NAICS 55 Management of companies and enterprises	2,407,183	2,318,008	2,341,133	2,503,466	2,548,692	+141,509	+6%
NAICS 56 Administrative and support and waste management and remediation services	9,284,487	8,547,956	9,056,359	9,535,918	9,329,814	+45,327	+0%
NAICS 61 Educational services	2,937,234	2,727,068	2,827,338	2,996,380	3,122,317	+185,083	+6%
NAICS 62 Health care and social assistance	20,184,056	19,550,905	19,867,994	20,353,997	21,263,545	+1,079,489	+5%
NAICS 71 Arts, entertainment, and recreation	2,426,459	1,727,920	1,977,729	2,308,345	2,484,357	+57,898	+2%
NAICS 72 Accommodation and food services	14,030,794	11,072,658	12,151,343	13,410,463	13,955,389	-75,405	-1%
NAICS 81 Other services (except public administration)	4,553,161	3,944,955	4,146,306	4,404,912	4,560,949	+7,788	+0%
NAICS 99 Unclassified	130,853	137,650	209,516	295,078	314,774	+183,921	+141%
Total	126,358,744	117,940,013	122,692,754	128,718,060	131,240,997	+4,882,253	+4%

Table 22. Private Employment Percentages by NAICS Sector, United States, 2019-2023

Industry Title	2019	2020	2021	2022	2023
NAICS 11 Agriculture, forestry, fishing and hunting	1%	1%	1%	1%	1%
NAICS 21 Mining, quarrying, and oil and gas extraction	1%	0%	0%	0%	0%
NAICS 22 Utilities	0%	0%	0%	0%	0%
NAICS 23 Construction	6%	6%	6%	6%	6%
NAICS 31-33 Manufacturing	10%	10%	10%	10%	10%
NAICS 42 Wholesale trade	5%	5%	5%	5%	5%
NAICS 44-45 Retail trade	12%	13%	13%	12%	12%
NAICS 48-49 Transportation and warehousing	4%	5%	5%	5%	5%
NAICS 51 Information	2%	2%	2%	2%	2%
NAICS 52 Finance and insurance	5%	5%	5%	5%	5%
NAICS 53 Real estate and rental and leasing	2%	2%	2%	2%	2%
NAICS 54 Professional, scientific, and technical services	8%	8%	8%	8%	8%
NAICS 55 Management of companies and enterprises	2%	2%	2%	2%	2%
NAICS 56 Administrative and support and waste management and remediation services	7%	7%	7%	7%	7%
NAICS 61 Educational services	2%	2%	2%	2%	2%
NAICS 62 Health care and social assistance	16%	17%	16%	16%	16%
NAICS 71 Arts, entertainment, and recreation	2%	1%	2%	2%	2%
NAICS 72 Accommodation and food services	11%	9%	10%	10%	11%
NAICS 81 Other services (except public administration)	4%	3%	3%	3%	3%
NAICS 99 Unclassified	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%

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