



# **Economic Base Study** **Doña Ana County, New Mexico**

December 2025



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# **Economic Base Study Doña Ana County, New Mexico**

December 2025

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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/](http://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](mailto:jkramer@nmsu.edu).

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

- ★ NAICS 11 Agriculture, forestry, fishing and hunting: 2,401
- ★ Federal and State government employment: 3,437 federal government jobs and 5,399 state government jobs, accounting for 8,836 jobs.
- ★ NAICS 62 Health care and social assistance: 16,116
- ★ NAICS 72 Accommodation and food services: 8,390
- ★ NAICS 44-45 Retail trade: 8,003
- ★ NAICS 2361 Residential building construction: 583
- ★ NAICS 237 Heavy and civil engineering construction: 775
- ★ NAICS 238161 Residential roofing contractors: 67
- ★ NAICS 2389 Other specialty trade contractors: 529
- ★ NAICS 311 Food manufacturing: 1,599
- ★ NAICS 31212 Breweries: 93

- ★ NAICS 3222 Converted paper product manufacturing: 173
- ★ NAICS 42383 Industrial machinery and equipment merchant wholesalers: 237
- ★ NAICS 4245 Farm product raw material merchant wholesalers: 60
- ★ NAICS 4248 Beer, wine, and distilled alcoholic beverage merchant wholesalers: 160
- ★ NAICS 42491 Farm supplies merchant wholesalers: 73
- ★ NAICS 4842 Specialized freight trucking: 387
- ★ NAICS 485 Transit and ground passenger transportation: 364
- ★ NAICS 49319 Other warehousing and storage: 33
- ★ NAICS 522291 Consumer lending: 85
- ★ NAICS 522299 International, secondary market, and all other nondepository credit intermediation: 59
- ★ NAICS 53119 Lessors of other real estate property: 55
- ★ NAICS 5322 Consumer goods rental: 80
- ★ NAICS 53249 Other commercial and industrial machinery and equipment rental and leasing: 46
- ★ NAICS 5413 Architectural, engineering, and related services: 1,052
- ★ NAICS 541513 Computer facilities management services: 171
- ★ NAICS 541614 Process, physical distribution, and logistics consulting services: 96
- ★ NAICS 54194 Veterinary services: 247
- ★ NAICS 5612 Facilities support services: 465
- ★ NAICS 56133 Professional employer organizations: 353
- ★ NAICS 5614 Business support services: 530
- ★ NAICS 5629 Remediation and other waste management services: 153
- ★ NAICS 6115 Technical and trade schools: 166
- ★ NAICS 61162 Sports and recreation instruction: 98
- ★ NAICS 811114 Specialized automotive repair: 42
- ★ NAICS 811122 Automotive glass replacement shops: 30
- ★ NAICS 811191 Automotive oil change and lubrication shops: 78
- ★ NAICS 8122 Death care services: 81
- ★ NAICS 8123 Drycleaning and laundry services: 139
- ★ NAICS 81394 Political organizations: 5

Based on this analysis, the export base multiplier for Doña Ana County in 2023 was found to be 1.37 (77,610/56,347). This ratio suggests that the addition of one (1) base industry job in Doña Ana County would increase total jobs in the community by 1.37. The export base multiplier (1.37) calculated above reinforces the importance of base (exporting) industries to the economy of Doña Ana 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 with respect to 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.<sup>1</sup> 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 Doña Ana 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.<sup>2</sup>

The data points used in this report were gathered from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW)<sup>3</sup>, Bureau of Economic Analysis (BEA) Personal Income by County<sup>4</sup>, and U.S. Census Bureau<sup>5</sup> American Community Survey and Census Bureau Profiles.

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<sup>1</sup> For additional information on LQs, see:

[arrowheadcenter.org/wp-content/uploads/2015/06/WhatisaLocationQuotient.pdf](https://arrowheadcenter.org/wp-content/uploads/2015/06/WhatisaLocationQuotient.pdf)

<sup>2</sup> (U.S. Census, 2023)

<sup>3</sup> (Bureau of Labor Statistics, 2024)

<sup>4</sup> (Bureau of Economic Analysis, 2024)

<sup>5</sup> (U.S. Census, 2023)

# Overview

Doña Ana County is located in south-central New Mexico and encompasses 3,808.2 square miles, or 3.1% of the land area in the state of New Mexico.<sup>6</sup> The population of Doña Ana County in 2022 was 219,870, or 10.4% of the state total, and the second largest county in New Mexico in terms of population.<sup>7</sup> Only Bernalillo County, with a population of 674,692 in 2022, was larger than Doña Ana County in terms of population. The City of Las Cruces, with a population of 111,273, contained 50.6% of Doña Ana County’s population in 2022.<sup>8</sup>

**Table 1. Population, Doña Ana County and selected comparisons, 2018-2022<sup>9</sup>**

Year	2018	2019	2020	2021	2022	Δ	%Δ
City of Las Cruces	101,742	102,102	102,950	109,934	111,273	+9,531	+9.4%
Doña Ana County	215,338	216,069	217,696	218,157	219,870	+4,532	+2.1%
New Mexico	2,092,434	2,092,454	2,097,021	2,109,366	2,112,463	+20,029	+1.0%
United States	322,903,030	324,697,795	326,569,308	329,725,481	331,097,593	+8,194,563	+2.5%

Doña Ana County’s population has increased by 2.1% from 215,338 in 2018 to 219,870 in 2022, as shown in Table 1. Comparatively, New Mexico’s population increased by 1.0% for the same period, and the population of the United States increased by 2.5%.

Doña Ana County’s employment is slightly more concentrated in service-producing industries and wage and salary employment than the national economy, as shown in Tables 2 and 4. Table 3 shows employment levels by types: wage and salary and proprietor employment. Nonfarm proprietor employment has grown significantly in Doña Ana County 2018-2022, increasing by 18%. The remainder of this analysis focuses only on wage and salary employment.

In 2023, 76% of all workers in Doña Ana County were employed in the private sector, slightly lower than state levels of private employment (79%) and significantly lower than

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<sup>6</sup> (U.S. Census, 2024)  
<sup>7</sup> (U.S. Census, 2023)  
<sup>8</sup> (U.S. Census, 2023)  
<sup>9</sup> (U.S. Census, 2023)

national private employment levels (86%). Doña Ana County’s employment by employer type is shown in Table 5 with state and national figures comparisons.

**Table 2. Employment by Domain, Doña Ana County and selected comparisons, 2023<sup>10</sup>**

Employment Type	Doña Ana County	New Mexico	United States
101 Goods-producing	16.55%	16.92%	17.25%
102 Service-providing	83.45%	83.08%	82.75%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Table 3. Employment Types, Doña Ana County, 2018-2022<sup>11</sup>**

Employment Type	2018	2019	2020	2021	2022	Δ	%Δ
Wage and salary employment	79,950	80,719	77,271	78,448	81,374	+1,424	+2%
Proprietors employment	22,643	22,526	23,057	24,898	26,393	+3,750	+17%
Farm proprietors employment	1,882	1,877	1,857	1,852	1,807	-75	-4%
Nonfarm proprietors employment	20,761	20,649	21,200	23,046	24,586	+3,825	+18%

**Table 4. Employment Type Percentages, Doña Ana County and selected comparisons, 2022<sup>12</sup>**

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

<sup>10</sup> (Bureau of Labor Statistics, 2024)

<sup>11</sup> (Bureau of Economic Analysis, 2024)

<sup>12</sup> (Bureau of Economic Analysis, 2024)

**Table 5. Employer Types, Doña Ana County and selected comparisons, 2023<sup>13</sup>**

Employer Type	Doña Ana County		New Mexico		United States	
	Employment	%	Employment	%	Employment	%
Private	58,971	76%	678,095	79%	131,240,997	86%
Local Government	9,803	13%	99,594	12%	14,259,427	9%
State Government	5,398	7%	48,056	6%	4,657,178	3%
Federal Government	3,436	4%	29,867	3%	2,929,928	2%
<b>Total</b>	<b>77,608</b>	<b>100%</b>	<b>855,612</b>	<b>100%</b>	<b>153,087,530</b>	<b>100%</b>

Per capita annual wages for Doña Ana County in 2023 (\$48,299) was 83% of the state of New Mexico average (\$58,110) and 67% of the national average (\$72,357), shown in Figure 1<sup>14</sup>. The growth rate of per capita annual wages in Doña Ana County between 2019 and 2023 (22.0%) was slightly lower than the growth in per capita annual wages for New Mexico (23.5%) and in line with the growth of national averages (22.2%) during the same period.

The total number of wage and salary jobs in Doña Ana County in 2023 was 77,608. Between 2019 and 2023, total employment in Doña Ana County increased by 7.1%, compared to the state, which saw an increase of 2.3%, and the nation, which increased by 3.4%, as shown in Table 6.

**Table 6. Employment Growth, Doña Ana County and selected Locations, 2019-2023<sup>15</sup>**

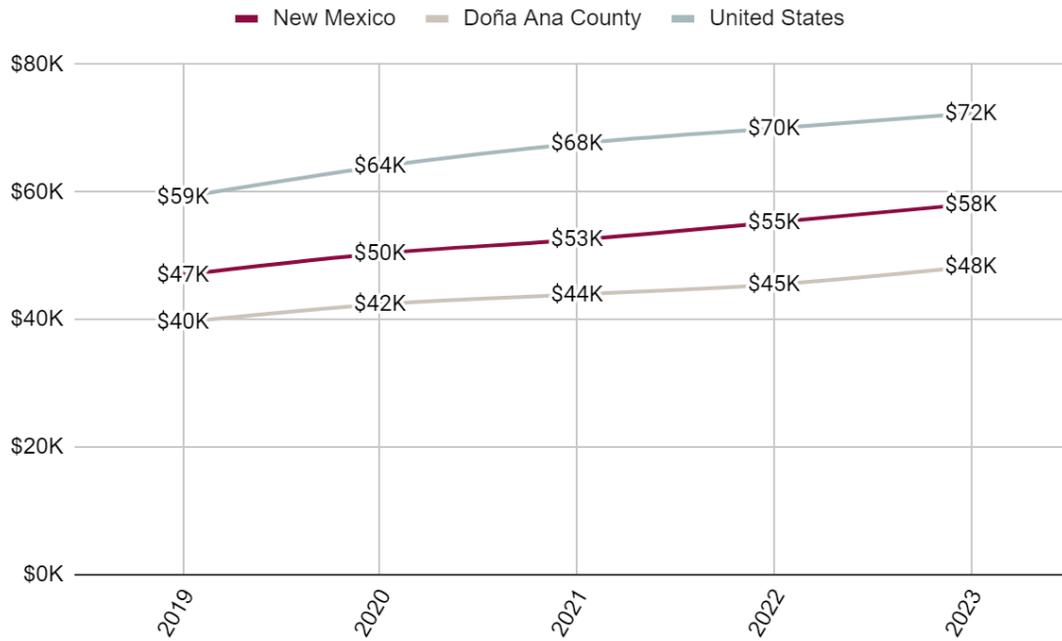
Area Title	2019	2020	2021	2022	2023	Δ	%Δ
Doña Ana County	72,494	69,205	70,549	74,757	77,608	+5,114	+7.1%
New Mexico	836,674	781,772	796,020	832,863	855,612	+18,938	+2.3%
United States	148,105,093	139,103,774	143,759,144	150,025,655	153,087,530	+4,982,437	+3.4%

<sup>13</sup> (Bureau of Labor Statistics, 2024)

<sup>14</sup> (Bureau of Labor Statistics, 2024)

<sup>15</sup> (Bureau of Labor Statistics, 2024) and authors' calculations

**Figure 1. Per Capita Personal Income, Doña Ana County and selected comparisons, 2019-2023<sup>16</sup>**



<sup>16</sup> (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 an 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 Doña Ana County's economy. The large LQ for federal government employment (2.32 in 2023) reflects a high level of employment at White Sands Missile Range, NASA White Sands Test Facility, and other federal government activities in Doña Ana County. As important national facilities, these Federal activities export services beyond Doña Ana County and can be classified as a base industry in the county. The large LQ for state government employment (2.29 in 2023) in Doña Ana County reflects a high level of employment at NMSU, with the main campus in Las Cruces, NM. As a large, comprehensive research university, NMSU exports educational services and research. For this reason, state government employment is classified as a base industry in Doña Ana County. Local government is generally categorized as non-base, given that local governments collect taxes from residents to provide for the services to the community, including employment. Following this practice, Local government for Doña Ana County will be considered a non-base industry even though it had an LQ of 1.36 in 2023. The LQ for private employment below 1 is primarily due to high levels of government employment, and further detail is necessary to determine the base industries in the private sector in Doña Ana County.

**Table 7. Location Quotients by Employer Type, Doña Ana County, 2019-2023<sup>17</sup>**

Employer Type	2019	2020	2021	2022	2023
Private	0.89	0.89	0.89	0.89	0.89
Local Government	1.25	1.25	1.28	1.35	1.36
State Government	2.34	2.30	2.28	2.29	2.29
Federal Government	2.35	2.34	2.35	2.38	2.32

Doña Ana County's private sector wage and salary employment are shown in Table 8 by NAICS Sector from 2019 to 2023. Agriculture, forestry, fishing and hunting, and Health

<sup>17</sup> (Bureau of Labor Statistics, 2024)

care and social assistance stand out as base industries for Doña Ana County, with 2023 LQs of 3.76 and 1.49, respectively. The strength of Doña Ana County’s agriculture industry can be explained by the county’s chile and pecan producers, who sell products locally and globally. Health care and social assistance as a base industry indicates that health care and social service providers serve patients in neighboring communities and export services beyond Doña Ana County. Doña Ana County’s accommodation, food services, and retail trade industries can also be considered base industries with 2023 LQs of 1.19 and 1.02, respectively. This indicates that people outside the area are attracted to shop and dine in Doña Ana County.

**Table 8. Location Quotients By NAICS Sector, Doña Ana County, 2019-2023<sup>18</sup>**

Industry Title	2019	2020	2021	2022	2023
NAICS 11 Agriculture, forestry, fishing and hunting	4.58	4.21	3.95	3.9	3.76
NAICS 21 Mining, quarrying, and oil and gas extraction	0.16	0.19	0.17	0.16	0.18
NAICS 22 Utilities	1.31	1.09	1.13	1.08	0.99
NAICS 23 Construction	1	1.03	1.03	0.96	1
NAICS 31-33 Manufacturing	0.43	0.46	0.47	0.5	0.51
NAICS 42 Wholesale trade	0.45	0.5	0.5	0.49	0.48
NAICS 44-45 Retail trade	0.94	0.94	0.96	0.99	1.02
NAICS 48-49 Transportation and warehousing	0.68	0.71	0.71	0.62	0.69
NAICS 51 Information	0.45	0.4	0.36	0.35	0.37
NAICS 52 Finance and insurance	0.55	0.47	0.44	0.45	0.48
NAICS 53 Real estate and rental and leasing	0.69	0.75	0.75	0.72	0.67
NAICS 54 Professional, scientific, and technical services	0.78	0.76	0.69	0.64	0.61
NAICS 55 Management of companies and enterprises	0.06	0.07	0.07	0.07	0.07
NAICS 56 Administrative and support and waste management and remediation services	0.82	0.69	0.69	0.69	0.73
NAICS 61 Educational services	0.48	0.51	0.53	0.53	0.57
NAICS 62 Health care and social assistance	1.48	1.51	1.54	1.58	1.49
NAICS 71 Arts, entertainment, and recreation	0.78	0.67	0.6	0.59	0.56
NAICS 72 Accommodation and food services	1.08	1.1	1.15	1.16	1.19
NAICS 81 Other services (except public administration)	0.54	0.55	0.56	0.59	0.6

<sup>18</sup> (Bureau of Labor Statistics, 2024)

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

- ★ NAICS 11 Agriculture, forestry, fishing and hunting: 2,401
- ★ Federal and State government employment: 3,437 federal government jobs and 5,399 state government jobs, accounting for 8,836 jobs.
- ★ NAICS 62 Health care and social assistance: 16,116
- ★ NAICS 72 Accommodation and food services: 8,390
- ★ NAICS 44-45 Retail trade: 8,003
- ★ NAICS 2361 Residential building construction: 583
- ★ NAICS 237 Heavy and civil engineering construction: 775
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- ★ NAICS 311 Food manufacturing: 1,599
- ★ NAICS 31212 Breweries: 93
- ★ NAICS 3222 Converted paper product manufacturing: 173
- ★ NAICS 42383 Industrial machinery and equipment merchant wholesalers: 237
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- ★ NAICS 49319 Other warehousing and storage: 33
- ★ NAICS 522291 Consumer lending: 85
- ★ NAICS 522299 International, secondary market, and all other nondepository credit intermediation: 59
- ★ NAICS 53119 Lessors of other real estate property: 55
- ★ NAICS 5322 Consumer goods rental: 80
- ★ NAICS 53249 Other commercial and industrial machinery and equipment rental and leasing: 46
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- ★ NAICS 541513 Computer facilities management services: 171
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- ★ NAICS 54194 Veterinary services: 247
- ★ NAICS 5612 Facilities support services: 465
- ★ NAICS 56133 Professional employer organizations: 353
- ★ NAICS 5614 Business support services: 530

- ★ NAICS 5629 Remediation and other waste management services: 153
- ★ NAICS 6115 Technical and trade schools: 166
- ★ NAICS 61162 Sports and recreation instruction: 98
- ★ NAICS 811114 Specialized automotive repair: 42
- ★ NAICS 811122 Automotive glass replacement shops: 30
- ★ NAICS 811191 Automotive oil change and lubrication shops: 78
- ★ NAICS 8122 Death care services: 81
- ★ NAICS 8123 Drycleaning and laundry services: 139
- ★ NAICS 81394 Political organizations: 5

In economic base studies, it is common to calculate an export-based employment multiplier.<sup>19</sup> This employment multiplier is obtained by dividing total employment in Doña Ana County by total employment in the base industries. In Doña Ana County, the multiplier for 2023 is equal to 1.37 (77,610/56,347). This ratio suggests that the addition of one base industry job in Doña Ana County would be associated with an additional 1.37 non-base industry jobs. The export base multiplier (1.37) calculated above reinforces the importance of base (exporting) industries to the economy of Doña Ana County. In general terms, 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 Doña Ana 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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<sup>19</sup> (Patrick & Blayney, 2018)

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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 Doña Ana County, New Mexico, and the United States for comparison.

**Table 9. Top 15 Location Quotients By NAICS 3-digit Sector, Doña Ana County, 2019-2023<sup>20</sup>**

Industry Title	2019	2020	2021	2022	2023
NAICS 111 Crop production	5.19	5.14	4.61	4.43	4.61
NAICS 115 Support activities for agriculture and forestry	5.92	4.97	4.95	5.05	4.59
NAICS 624 Social assistance	1.97	2.03	2.08	2.01	1.89
NAICS 311 Food manufacturing	1.12	1.28	1.58	1.83	1.82
NAICS 621 Ambulatory health care services	1.77	1.83	1.79	1.87	1.73
NAICS 112 Animal production and aquaculture	2.4	2.21	2.03	2	1.64
NAICS 485 Transit and ground passenger transportation	1.65	2.05	1.92	1.85	1.64
NAICS 455 General merchandise retailers				1.59	1.5
NAICS 459 Sporting goods, hobby, musical instrument, book, and miscellaneous retailers				1.16	1.43
NAICS 237 Heavy and civil engineering construction		1.05	1.22		1.38
NAICS 456 Health and personal care retailers					1.28
NAICS 722 Food services and drinking places	1.15	1.16	1.21	1.23	1.27
NAICS 457 Gasoline stations and fuel dealers				1.2	1.22
NAICS 622 Hospitals	1.17	1.14	1.19	1.2	1.2
NAICS 444 Building material and garden equipment and supplies dealers	1.06	1.07	1.14	1.07	1.05

<sup>20</sup> (Bureau of Labor Statistics, 2024)

**Table 10. Top 25 Location Quotients By NAICS 4-digit Sector, Doña Ana County, 2019-2023<sup>21</sup>**

Industry Title	2019	2020	2021	2022	2023
NAICS 5612 Facilities support services	3.97	5.31	5.23		5.45
NAICS 1151 Support activities for crop production		5.51	5.5	5.55	5.02
NAICS 6216 Home health care services	3.45	3.84	3.96	4.11	3.99
NAICS 1114 Greenhouse, nursery, and floriculture production	3.75	3.2	2.66	2.79	3.06
NAICS 6115 Technical and trade schools	1.9	2.63	2.76	2.81	2.68
NAICS 3119 Other food manufacturing	2.56	3.04	3.47	3	2.61
NAICS 7223 Special food services	1.23	1.22	1.42	1.64	2.18
NAICS 6241 Individual and family services	2.28	2.31	2.4	2.28	2.14
NAICS 4599 Other miscellaneous retailers				1.08	1.99
NAICS 6213 Offices of other health practitioners	2.11	2.14	1.99	2.05	1.83
NAICS 3114 Fruit and vegetable preserving and specialty food manufacturing			1	1.73	1.79
NAICS 4594 Office supplies, stationery, and gift retailers				1.7	1.76
NAICS 6244 Child care services	1.83	1.92	1.83	1.89	1.74
NAICS 4552 Warehouse clubs, supercenters, and other general merchandise retailers				1.82	1.68
NAICS 5629 Remediation and other waste management services		1.02	1.25	1.54	1.68
NAICS 4245 Farm product raw material merchant wholesalers		1.32	1.34	1.15	1.67
NAICS 4842 Specialized freight trucking	1.47	1.66	1.69	1.64	1.67
NAICS 4248 Beer, wine, and distilled alcoholic beverage merchant wholesalers	1.33	1.41	1.46	1.5	1.47
NAICS 5614 Business support services	3.11	1.35	1.11	1.48	1.42
NAICS 2389 Other specialty trade contractors	1.52	1.57	1.45	1.36	1.36
NAICS 4561 Health and personal care retailers					1.28
NAICS 3222 Converted paper product manufacturing				1.09	1.26
NAICS 4571 Gasoline stations				1.24	1.26
NAICS 5413 Architectural, engineering, and related services	1.66	1.51	1.44	1.35	1.25
NAICS 2361 Residential building construction	1.27	1.31	1.31	1.3	1.24

<sup>21</sup> (Bureau of Labor Statistics, 2024)

**Table 11. Top 25 Location Quotients By NAICS 5-digit Sector, Doña Ana County, 2019-2023<sup>22</sup>**

Industry Title	2019	2020	2021	2022	2023
NAICS 56121 Facilities support services	3.97	5.31	5.23		5.45
NAICS 11511 Support activities for crop production		5.51	5.5	5.55	5.02
NAICS 48423 Specialized freight (except used goods) trucking, long-distance	3.99	4.59	4.66	4.6	4.99
NAICS 45619 Other health and personal care retailers				1.12	4.93
NAICS 62161 Home health care services	3.45	3.84	3.96	4.11	3.99
NAICS 11142 Nursery and floriculture production				3.41	3.14
NAICS 22131 Water supply and irrigation systems					2.9
NAICS 56291 Remediation services			1.77	2.4	2.89
NAICS 62134 Offices of physical, occupational, and speech therapists and audiologists	3.04	3.21	3	3.28	2.84
NAICS 11141 Food crops grown under cover				1.09	2.8
NAICS 45999 All other miscellaneous retailers				1.26	2.68
NAICS 61151 Technical and trade schools	1.9	2.63	2.76	2.81	2.68
NAICS 72231 Food service contractors	1.39	1.31	1.67	1.94	2.62
NAICS 53119 Lessors of other real estate property	2.58	2.64	2.71	2.73	2.55
NAICS 81222 Cemeteries and crematories	2.71	2.97	3.37	2.23	2.41
NAICS 62412 Services for the elderly and persons with disabilities	2.59	2.61	2.66	2.47	2.33
NAICS 32221 Paperboard container manufacturing	1.43	1.48		1.88	2.17
NAICS 56142 Telephone call centers	5.08	1.86	1.59	2.21	2.09
NAICS 23891 Site preparation contractors	2.15	2.19	2.05	2.09	2.03
NAICS 11199 All other crop farming	4.21	3.01	2.37	2.33	1.95
NAICS 62419 Other individual and family services	1.79	1.78	2.01	2.16	1.89
NAICS 45942 Gift, novelty, and souvenir retailers				1.69	1.76
NAICS 62441 Child care services	1.83	1.92	1.83	1.89	1.74
NAICS 45941 Office supplies and stationery retailers				1.71	1.72
NAICS 72233 Mobile food services				1	1.72

<sup>22</sup> (Bureau of Labor Statistics, 2024)

**Table 12. Top 25 Location Quotients By NAICS 6-digit Sector, Doña Ana County, 2019-2023<sup>23</sup>**

Industry Title	2019	2020	2021	2022	2023
NAICS 459991 Tobacco, electronic cigarette, and other smoking supplies retailers				2.85	5.92
NAICS 561210 Facilities support services	3.97	5.31	5.23		5.45
NAICS 484230 Specialized freight (except used goods) trucking, long-distance	3.99	4.59	4.66	4.6	4.99
NAICS 115115 Farm labor contractors and crew leaders		5.44	5.9	5.89	4.89
NAICS 111421 Nursery and tree production				5.17	4.72
NAICS 541513 Computer facilities management services					4.25
NAICS 621610 Home health care services	3.45	3.84	3.96	4.11	3.99
NAICS 621391 Offices of podiatrists	3.38	3.55	3.62	3.91	3.66
NAICS 621498 All other outpatient care centers	4.75	4.45	4.09	4.09	3.37
NAICS 322211 Corrugated and solid fiber box manufacturing	2.2	2.27		2.89	3.32
NAICS 221310 Water supply and irrigation systems					2.9
NAICS 562910 Remediation services			1.77	2.4	2.89
NAICS 238912 Nonresidential site preparation contractors	3.03	3.09	2.93	3	2.88
NAICS 621340 Offices of physical, occupational, and speech therapists and audiologists	3.04	3.21	3	3.28	2.84
NAICS 722514 Cafeterias, grill buffets, and buffets	1.65	1.08	1.89	2.61	2.75
NAICS 722310 Food service contractors	1.39	1.31	1.67	1.94	2.62
NAICS 531190 Lessors of other real estate property	2.58	2.64	2.71	2.73	2.55
NAICS 812220 Cemeteries and crematories	2.71	2.97	3.37	2.23	2.41
NAICS 624120 Services for the elderly and persons with disabilities	2.59	2.61	2.66	2.47	2.33
NAICS 811191 Automotive oil change and lubrication shops		1.49	1.56	1.84	2.15
NAICS 111998 All other miscellaneous crop farming	4.55	3.25	2.54	2.48	2.08
NAICS 624190 Other individual and family services	1.79	1.78	2.01	2.16	1.89
NAICS 811114 Specialized automotive repair				2.03	1.84
NAICS 522291 Consumer lending	4.37	2.93	2.15	2.32	1.82
NAICS 459420 Gift, novelty, and souvenir retailers				1.69	1.76

<sup>23</sup> (Bureau of Labor Statistics, 2024)

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

Industry Title	Doña Ana County	New Mexico	United States
NAICS 11 Agriculture, forestry, fishing and hunting	4.0%	1.4%	1.0%
NAICS 21 Mining, quarrying, and oil and gas extraction	0.1%	3.5%	0.4%
NAICS 22 Utilities	0.5%	0.6%	0.4%
NAICS 23 Construction	6.8%	7.8%	6.1%
NAICS 31-33 Manufacturing	5.6%	4.2%	9.8%
NAICS 42 Wholesale trade	2.5%	3.1%	4.6%
NAICS 44-45 Retail trade	13.6%	13.9%	11.8%
NAICS 48-49 Transportation and warehousing	3.8%	3.6%	4.9%
NAICS 51 Information	0.9%	1.5%	2.3%
NAICS 52 Finance and insurance	2.6%	3.3%	4.8%
NAICS 53 Real estate and rental and leasing	1.4%	1.5%	1.8%
NAICS 54 Professional, scientific, and technical services	5.6%	10.1%	8.2%
NAICS 55 Management of companies and enterprises	0.2%	0.8%	1.9%
NAICS 56 Administrative and support and waste management and remediation services	5.8%	6.9%	7.1%
NAICS 61 Educational services	1.5%	1.7%	2.4%
NAICS 62 Health care and social assistance	27.3%	18.3%	16.2%
NAICS 71 Arts, entertainment, and recreation	1.2%	1.6%	1.9%
NAICS 72 Accommodation and food services	14.2%	13.1%	10.6%
NAICS 81 Other services (except public administration)	2.4%	3.1%	3.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 14. Employment by Employer Type, Doña Ana County, 2019-2023**

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
Private	55,850	52,708	54,163	56,819	58,971	+3,121	+6%
Local Government	8,082	7,866	8,027	9,366	9,803	+1,721	+21%
State Government	5,268	5,186	4,983	5,177	5,398	+130	+2%
Federal Government	3,294	3,445	3,376	3,395	3,436	+142	+4%
<b>Total</b>	<b>72,494</b>	<b>69,205</b>	<b>70,549</b>	<b>74,757</b>	<b>77,608</b>	<b>+5,114</b>	<b>+7%</b>

**Table 15. Private Employment by NAICS Sector, Doña Ana County, 2019-2023**

Industry Title	2019	2020	2021	2022	2023	Δ	%Δ
NAICS 11 Agriculture, forestry, fishing and hunting	2,866	2,633	2,442	2,448	2,385	-481	-17%
NAICS 21 Mining, quarrying, and oil and gas extraction	54	53	44	44	52	-2	-4%
NAICS 22 Utilities	355	297	305	297	289	-66	-19%
NAICS 23 Construction	3,706	3,726	3,805	3,681	4,028	+322	+9%
NAICS 31-33 Manufacturing	2,717	2,775	2,896	3,209	3,297	+580	+21%
NAICS 42 Wholesale trade	1,317	1,412	1,421	1,463	1,469	+152	+12%
NAICS 44-45 Retail trade	7,242	6,984	7,287	7,674	7,994	+752	+10%
NAICS 48-49 Transportation and warehousing	1,860	1,987	2,099	1,996	2,241	+381	+20%
NAICS 51 Information	632	540	511	527	557	-75	-12%
NAICS 52 Finance and insurance	1,657	1,418	1,341	1,417	1,522	-135	-8%
NAICS 53 Real estate and rental and leasing	784	817	826	838	814	+30	+4%
NAICS 54 Professional, scientific, and technical services	3,672	3,615	3,403	3,355	3,299	-373	-10%
NAICS 55 Management of companies and enterprises	72	86	86	91	93	+21	+29%
NAICS 56 Administrative and support and waste management and remediation services	3,760	2,974	3,078	3,259	3,435	-325	-9%
NAICS 61 Educational services	704	705	750	797	910	+206	+29%
NAICS 62 Health care and social assistance	14,812	14,868	15,193	16,014	16,113	+1,301	+9%
NAICS 71 Arts, entertainment, and recreation	934	585	585	684	702	-232	-25%
NAICS 72 Accommodation and food services	7,498	6,146	6,929	7,735	8,386	+888	+12%
NAICS 81 Other services (except public administration)	1,208	1,088	1,162	1,290	1,386	+178	+15%
<b>Total</b>	<b>55,850</b>	<b>52,709</b>	<b>54,163</b>	<b>56,819</b>	<b>58,972</b>	<b>+3,122</b>	<b>+6%</b>

**Table 16. Private Employment Percentages by NAICS Sector, Doña Ana County, 2019-2023**

<b>Industry Title</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
NAICS 11 Agriculture, forestry, fishing and hunting	5.1%	5.0%	4.5%	4.3%	4.0%
NAICS 21 Mining, quarrying, and oil and gas extraction	0.1%	0.1%	0.1%	0.1%	0.1%
NAICS 22 Utilities	0.6%	0.6%	0.6%	0.5%	0.5%
NAICS 23 Construction	6.6%	7.1%	7.0%	6.5%	6.8%
NAICS 31-33 Manufacturing	4.9%	5.3%	5.3%	5.6%	5.6%
NAICS 42 Wholesale trade	2.4%	2.7%	2.6%	2.6%	2.5%
NAICS 44-45 Retail trade	13.0%	13.3%	13.5%	13.5%	13.6%
NAICS 48-49 Transportation and warehousing	3.3%	3.8%	3.9%	3.5%	3.8%
NAICS 51 Information	1.1%	1.0%	0.9%	0.9%	0.9%
NAICS 52 Finance and insurance	3.0%	2.7%	2.5%	2.5%	2.6%
NAICS 53 Real estate and rental and leasing	1.4%	1.6%	1.5%	1.5%	1.4%
NAICS 54 Professional, scientific, and technical services	6.6%	6.9%	6.3%	5.9%	5.6%
NAICS 55 Management of companies and enterprises	0.1%	0.2%	0.2%	0.2%	0.2%
NAICS 56 Administrative and support and waste management and remediation services	6.7%	5.6%	5.7%	5.7%	5.8%
NAICS 61 Educational services	1.3%	1.3%	1.4%	1.4%	1.5%
NAICS 62 Health care and social assistance	26.5%	28.2%	28.1%	28.2%	27.3%
NAICS 71 Arts, entertainment, and recreation	1.7%	1.1%	1.1%	1.2%	1.2%
NAICS 72 Accommodation and food services	13.4%	11.7%	12.8%	13.6%	14.2%
NAICS 81 Other services (except public administration)	2.2%	2.1%	2.1%	2.3%	2.4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**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%
<b>Total</b>	<b>836,674</b>	<b>781,771</b>	<b>796,021</b>	<b>832,864</b>	<b>855,613</b>	<b>+18,939</b>	<b>+2%</b>

**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	-0.02%
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%
<b>Total</b>	<b>658,242</b>	<b>609,324</b>	<b>626,530</b>	<b>660,672</b>	<b>678,096</b>	<b>+19,854</b>	<b>+3%</b>

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

<b>Industry Title</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
NAICS 11 Agriculture, forestry, fishing and hunting	1.7%	1.7%	1.6%	1.5%	1.4%
NAICS 21 Mining, quarrying, and oil and gas extraction	3.9%	3.3%	3.0%	3.2%	3.5%
NAICS 22 Utilities	0.6%	0.7%	0.7%	0.6%	0.6%
NAICS 23 Construction	7.6%	8.0%	7.6%	7.5%	7.8%
NAICS 31-33 Manufacturing	4.3%	4.5%	4.4%	4.4%	4.2%
NAICS 42 Wholesale trade	3.3%	3.3%	3.1%	3.1%	3.1%
NAICS 44-45 Retail trade	13.6%	14.2%	14.4%	14.1%	13.9%
NAICS 48-49 Transportation and warehousing	3.0%	3.2%	3.3%	3.7%	3.6%
NAICS 51 Information	1.7%	1.5%	1.6%	1.6%	1.5%
NAICS 52 Finance and insurance	3.5%	3.7%	3.5%	3.4%	3.3%
NAICS 53 Real estate and rental and leasing	1.6%	1.6%	1.6%	1.6%	1.5%
NAICS 54 Professional, scientific, and technical services	9.1%	9.9%	9.8%	9.7%	10.1%
NAICS 55 Management of companies and enterprises	0.9%	0.9%	0.9%	0.9%	0.8%
NAICS 56 Administrative and support and waste management and remediation services	6.9%	6.9%	7.0%	7.1%	6.9%
NAICS 61 Educational services	1.5%	1.5%	1.5%	1.6%	1.7%
NAICS 62 Health care and social assistance	18.3%	19.3%	19.0%	18.3%	18.3%
NAICS 71 Arts, entertainment, and recreation	1.6%	1.2%	1.4%	1.5%	1.6%
NAICS 72 Accommodation and food services	13.5%	11.7%	12.3%	12.9%	13.1%
NAICS 81 Other services (except public administration)	3.2%	3.0%	3.1%	3.1%	3.1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**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%
<b>Total</b>	<b>148,105,093</b>	<b>139,103,774</b>	<b>143,759,144</b>	<b>150,025,655</b>	<b>153,087,530</b>	<b>+4,982,437</b>	<b>+3%</b>

**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%
<b>Total</b>	<b>126,358,744</b>	<b>117,940,013</b>	<b>122,692,754</b>	<b>128,718,060</b>	<b>131,240,997</b>	<b>+4,882,253</b>	<b>+4%</b>

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

<b>Industry Title</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
NAICS 11 Agriculture, forestry, fishing and hunting	1.0%	1.1%	1.0%	1.0%	1.0%
NAICS 21 Mining, quarrying, and oil and gas extraction	0.5%	0.5%	0.4%	0.4%	0.4%
NAICS 22 Utilities	0.4%	0.5%	0.4%	0.4%	0.4%
NAICS 23 Construction	5.9%	6.1%	6.0%	6.0%	6.1%
NAICS 31-33 Manufacturing	10.1%	10.2%	10.0%	9.9%	9.8%
NAICS 42 Wholesale trade	4.7%	4.8%	4.6%	4.6%	4.6%
NAICS 44-45 Retail trade	12.3%	12.5%	12.5%	12.0%	11.8%
NAICS 48-49 Transportation and warehousing	4.3%	4.7%	4.9%	5.0%	4.9%
NAICS 51 Information	2.3%	2.3%	2.3%	2.4%	2.3%
NAICS 52 Finance and insurance	4.8%	5.1%	5.0%	4.9%	4.8%
NAICS 53 Real estate and rental and leasing	1.8%	1.8%	1.8%	1.8%	1.8%
NAICS 54 Professional, scientific, and technical services	7.6%	8.0%	8.1%	8.2%	8.2%
NAICS 55 Management of companies and enterprises	1.9%	2.0%	1.9%	1.9%	1.9%
NAICS 56 Administrative and support and waste management and remediation services	7.3%	7.2%	7.4%	7.4%	7.1%
NAICS 61 Educational services	2.3%	2.3%	2.3%	2.3%	2.4%
NAICS 62 Health care and social assistance	16.0%	16.6%	16.2%	15.8%	16.2%
NAICS 71 Arts, entertainment, and recreation	1.9%	1.5%	1.6%	1.8%	1.9%
NAICS 72 Accommodation and food services	11.1%	9.4%	9.9%	10.4%	10.6%
NAICS 81 Other services (except public administration)	3.6%	3.3%	3.4%	3.4%	3.5%
NAICS 99 Unclassified	0.1%	0.1%	0.2%	0.2%	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



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