



RUIDOSO COMPETITIVE BENCHMARKING

January 2019





BENCHMARKS



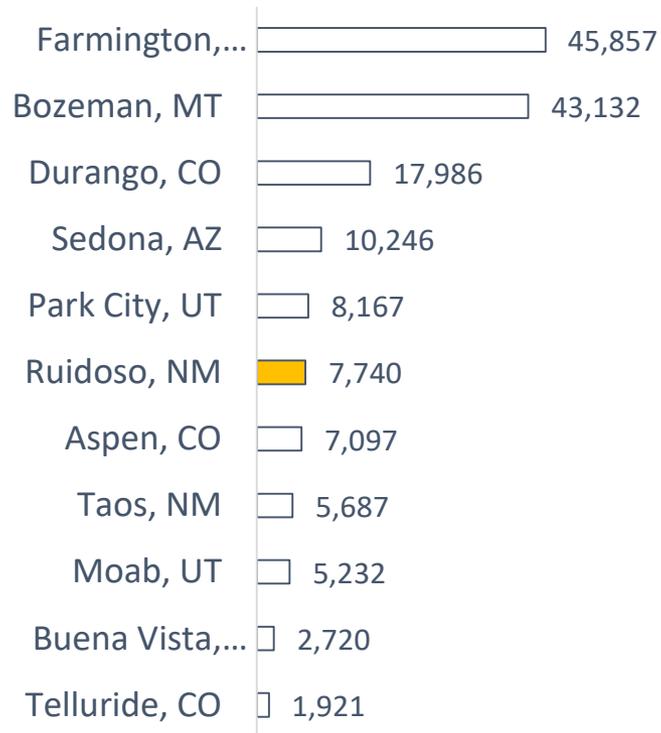
BENCHMARKS

- Aspen, CO
- Bozeman, MT
- Buena Vista, CO
- Durango, CO
- Farmington, NM
- Moab, UT
- Park City, UT
- Sedona, AZ
- Taos, NM
- Telluride, CO



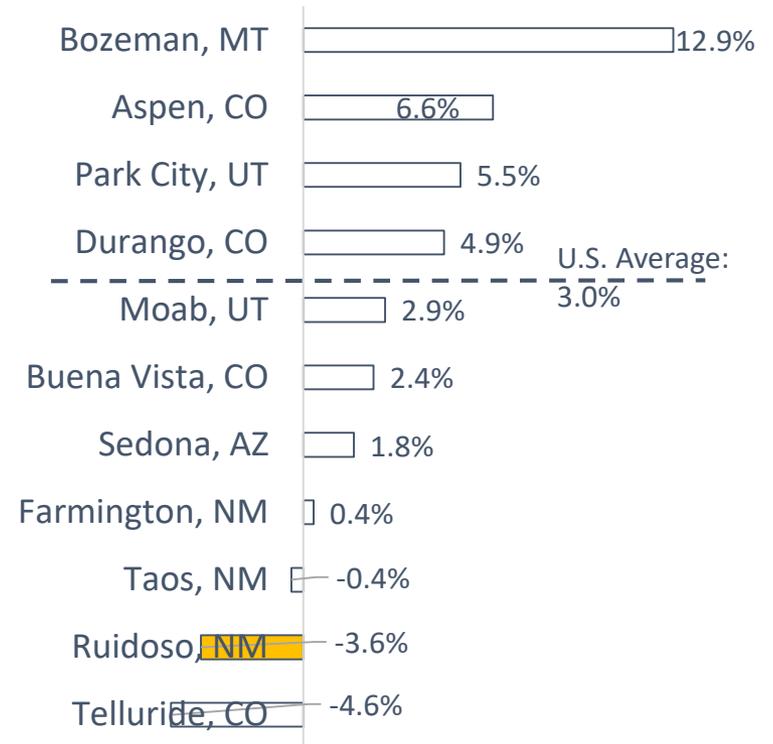
DEMOGRAPHICS

Population, 2017



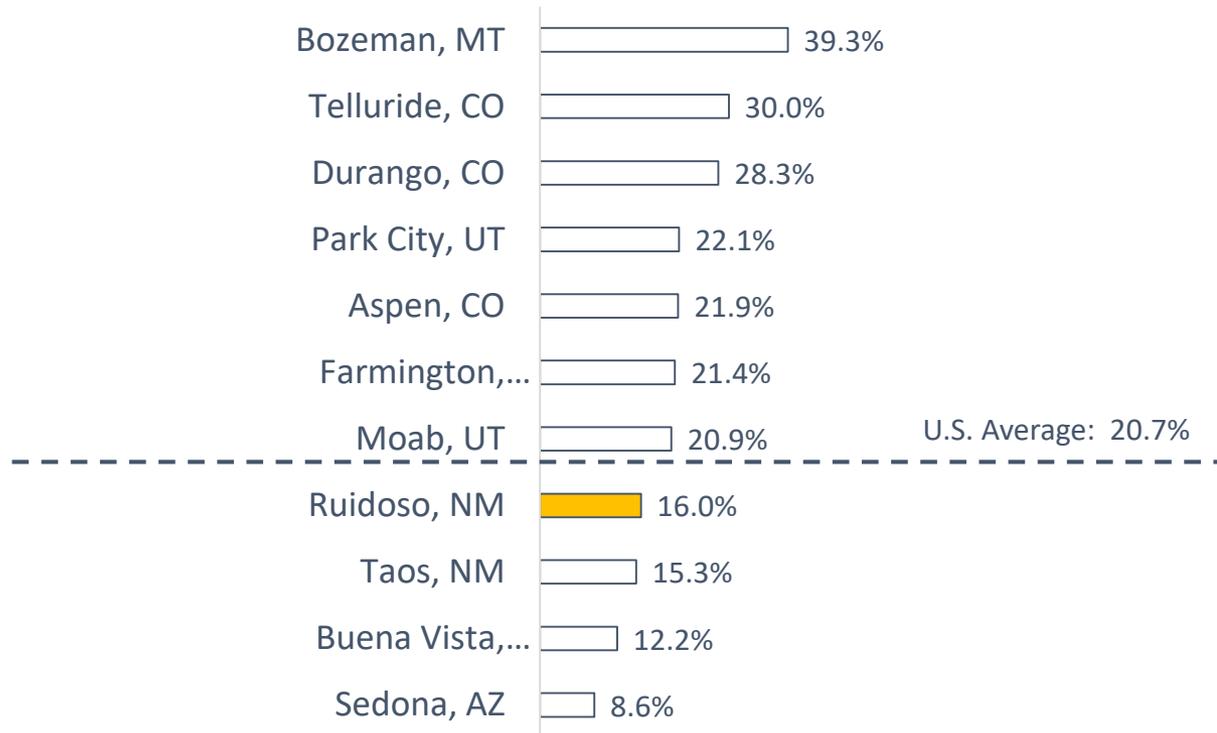
Source: U.S. Census American Community Survey 2017

Population 5-Year Growth, 2013-2017



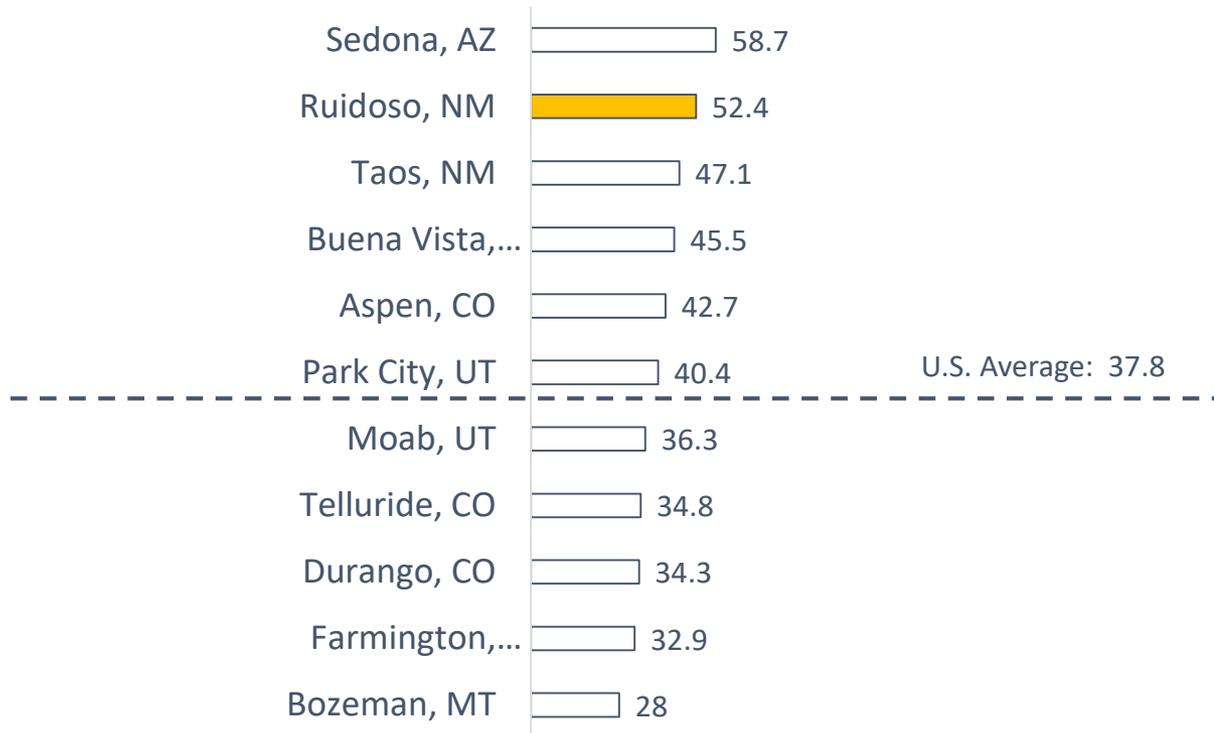
Source: U.S. Census American Community Survey 2017-2013

Millennial (20-34) Population (Share of Residents), 2017



Source: U.S. Census American Community Survey 2017

Median Age, 2017

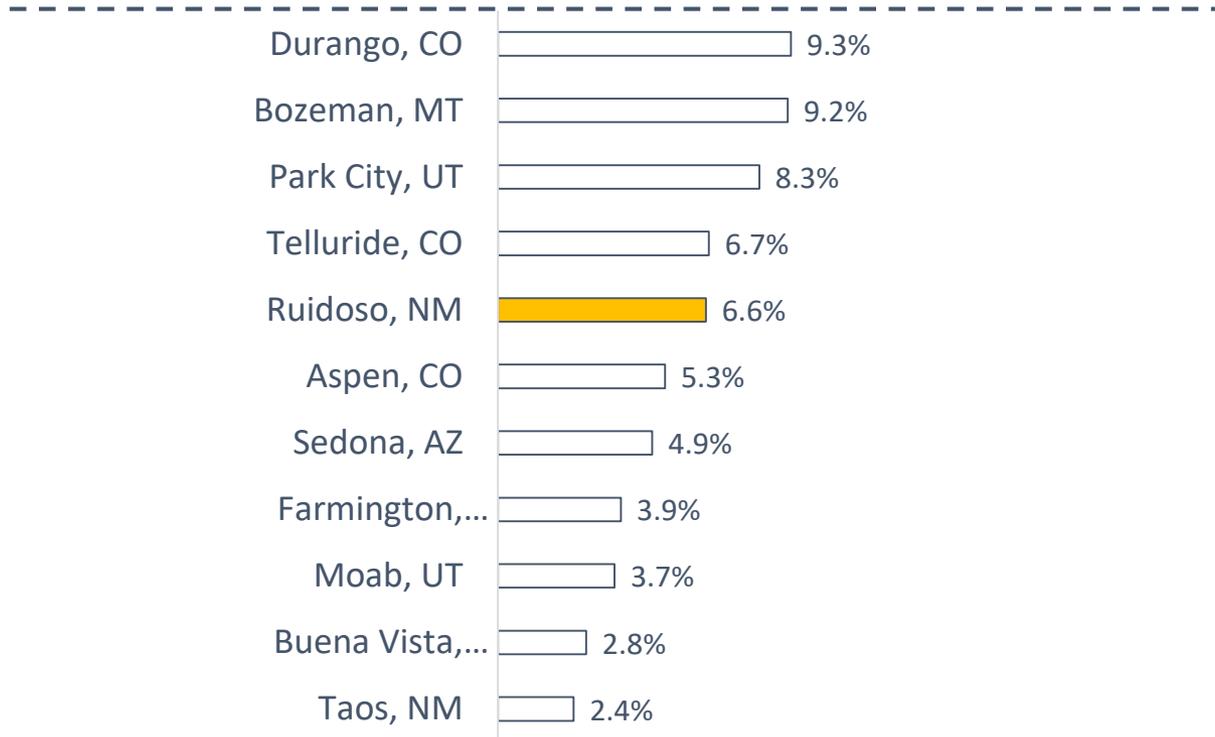


Source: U.S. Census American Community Survey 2017



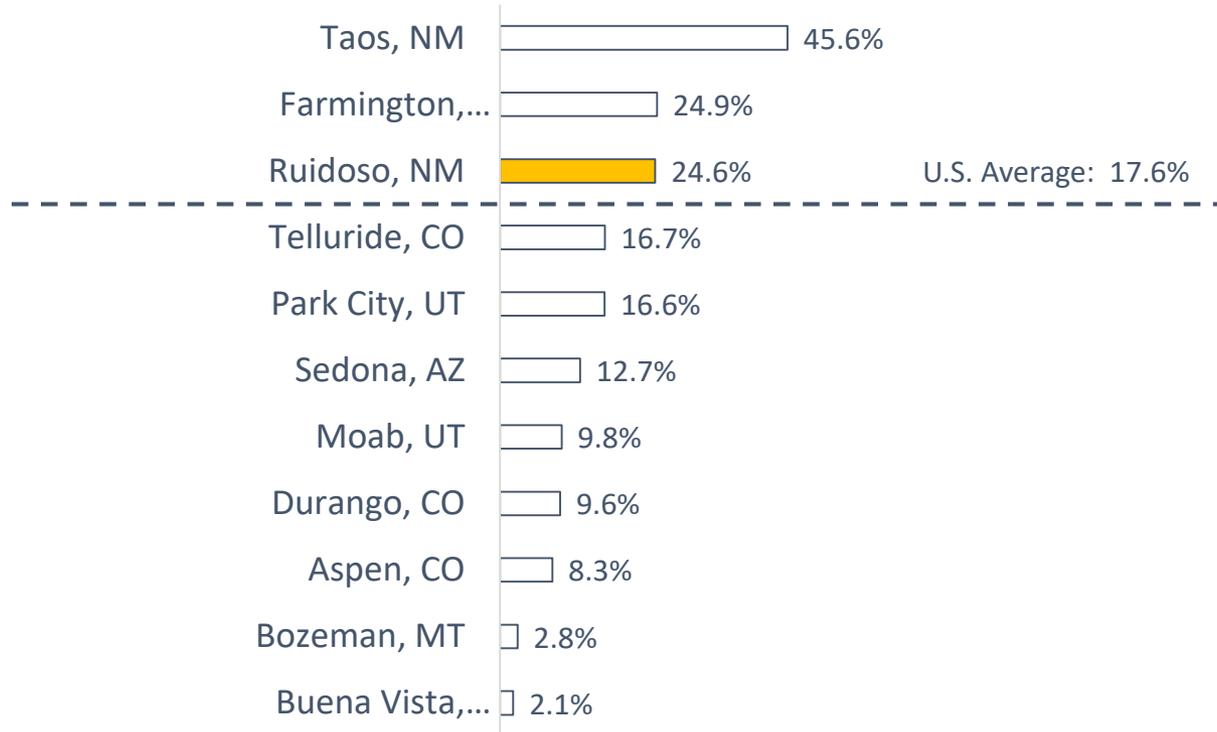
Share of Residents That Moved 1-Year Ago from a Different County, State or Country, 2017

U.S. Average: 13.4%



Source: U.S. Census American Community Survey 2017

Hispanic Population (Share of Residents), 2017



Source: U.S. Census American Community Survey 2017

TAKEAWAYS

Declining Population

Approximately 7,700 residents call Ruidoso home, a 3.6% decline since 2013 – a loss of 287 residents.

Millennial Population

Millennials make up 17% of the city's residents – 4% less than the U.S. average but on par with Taos and double that of Sedona. The city's Millennial population is up 14.7% since 2013.

Older Median Age

Ruidoso's median age is 52.4, ranking it as the second oldest city among the benchmark cities, just behind Sedona (58.7).

Hispanic Residents

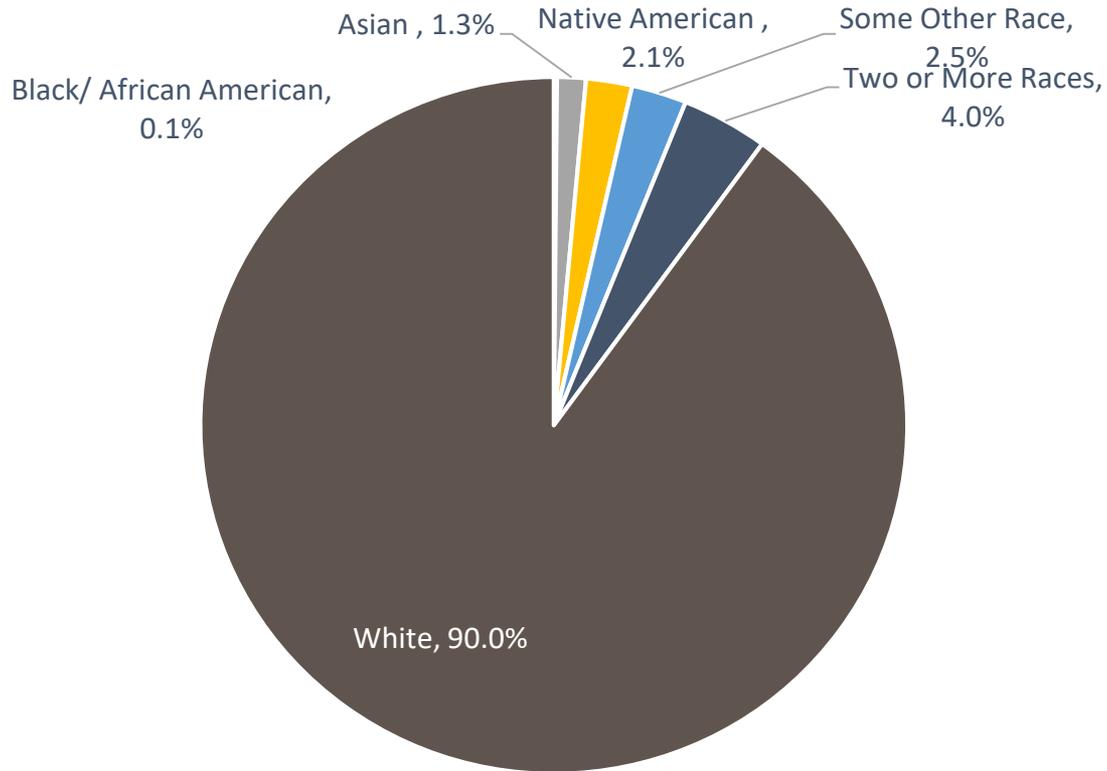
1 in 4 Ruidoso residents (1,900) are Hispanic, ranking it third among the benchmark cities of Taos and Farmington. The city's Hispanic population is up 13.9% since 2013.

Foreign-Born Residents

Nearly 10% of Ruidoso's residents are foreign-born, ranking fifth among the benchmark cities.

DEMOGRAPHICS

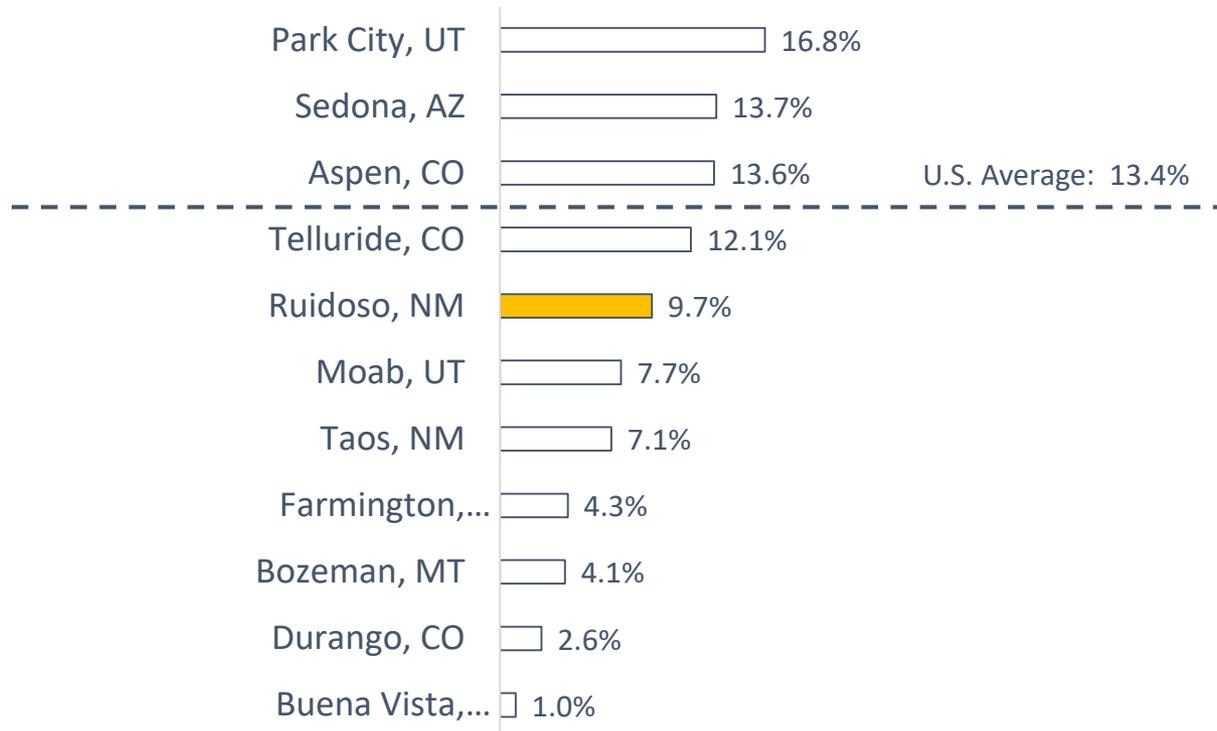
Racial and Ethnic Breakdown, 2017



Source: U.S. Census American Community Survey
2017

DEMOGRAPHICS

Foreign Born Population (Share of Residents), 2017

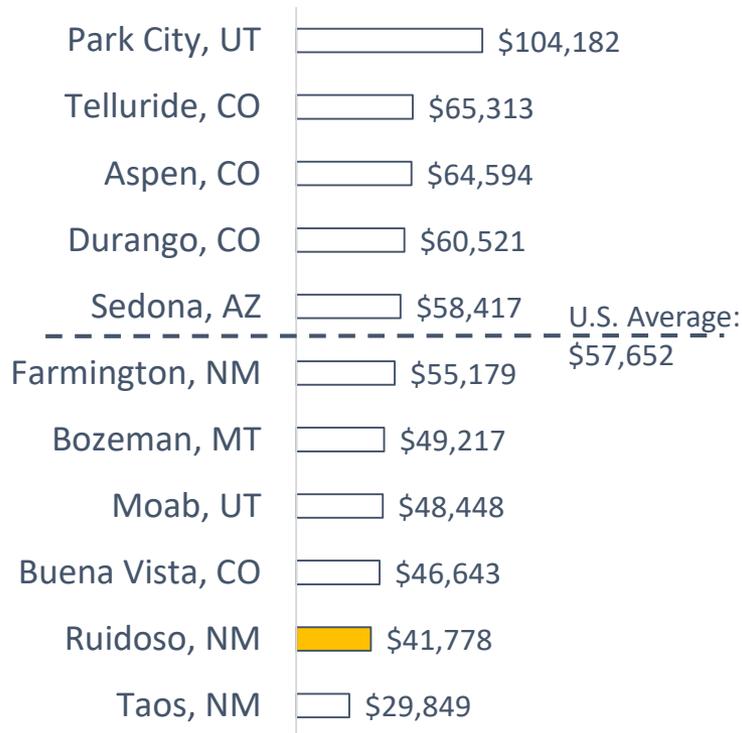


Source: U.S. Census American Community Survey
2017



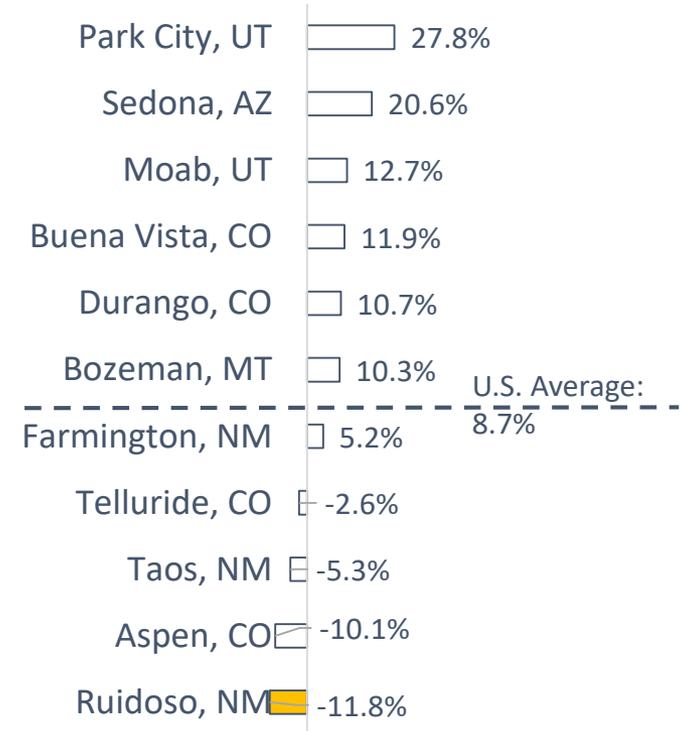
INCOME

Median Household Income, 2017



Source: U.S. Census American Community Survey 2017

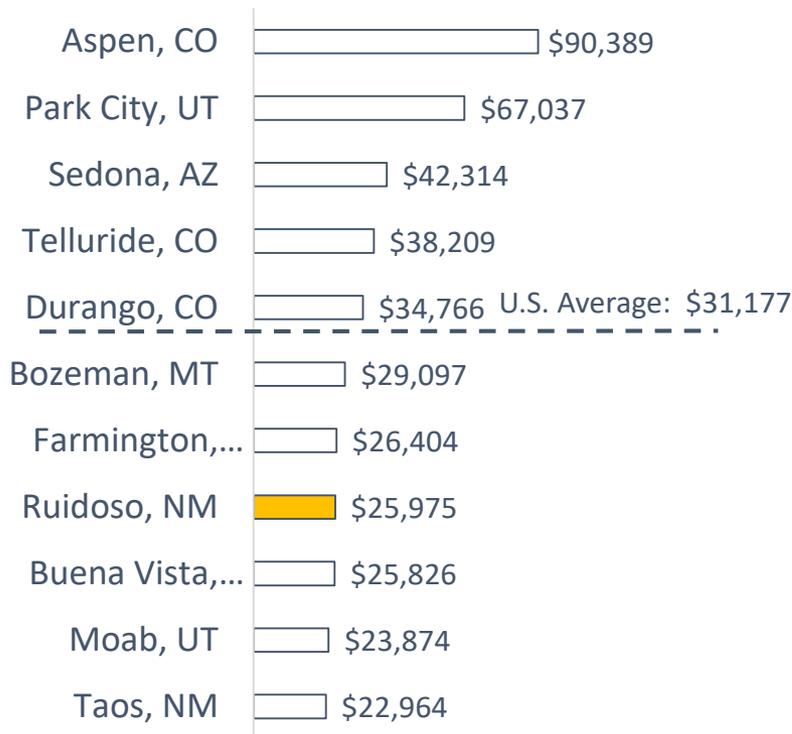
Median Household Income 5-Year Growth, 2013-2017



Source: U.S. Census American Community Survey 2017-2013

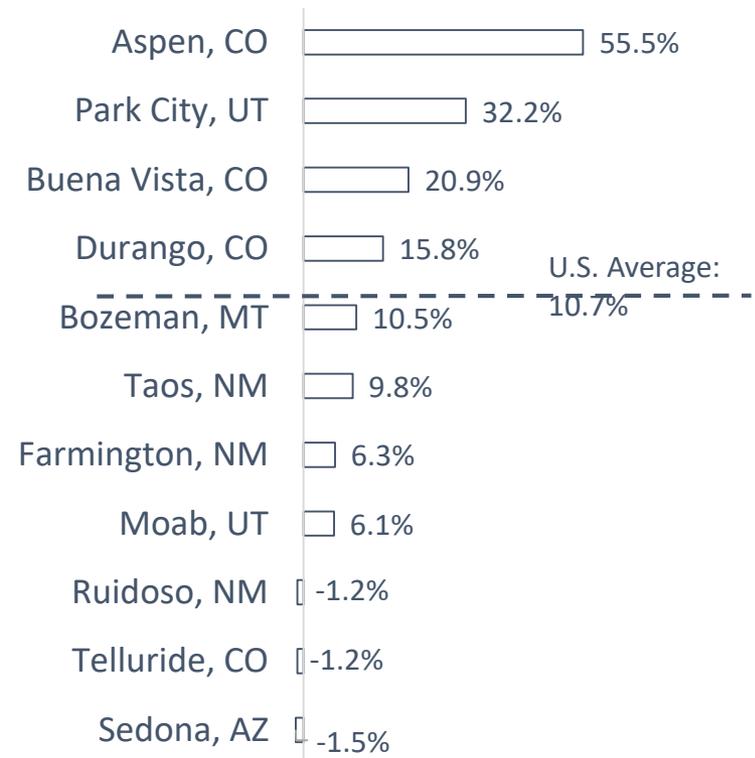
INCOME

**Per Capita Income,
2017**



Source: U.S. Census American Community Survey 2017

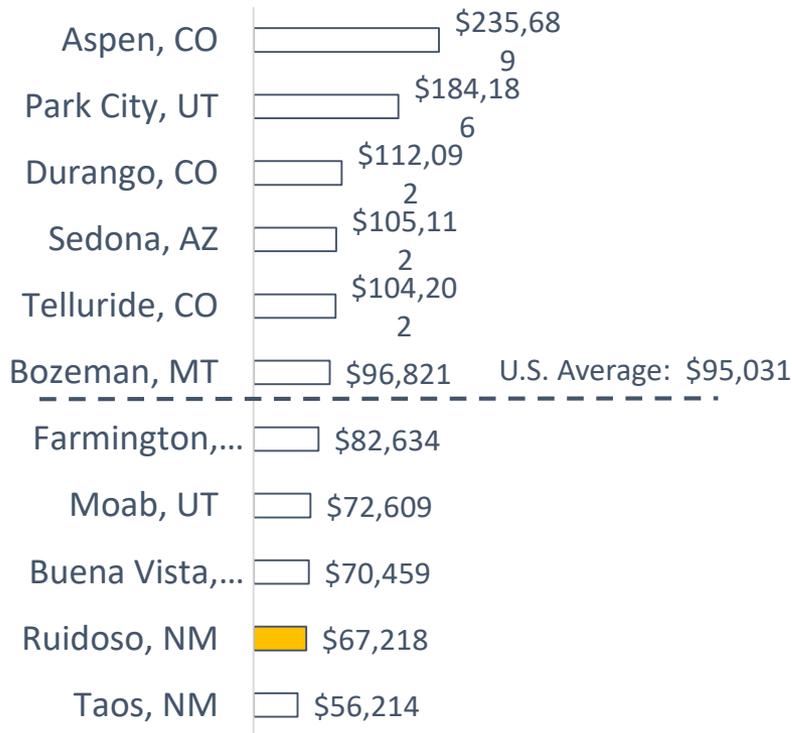
**Per Capita Income 5-Year Growth,
2013-2017**



Source: U.S. Census American Community Survey 2017-2013

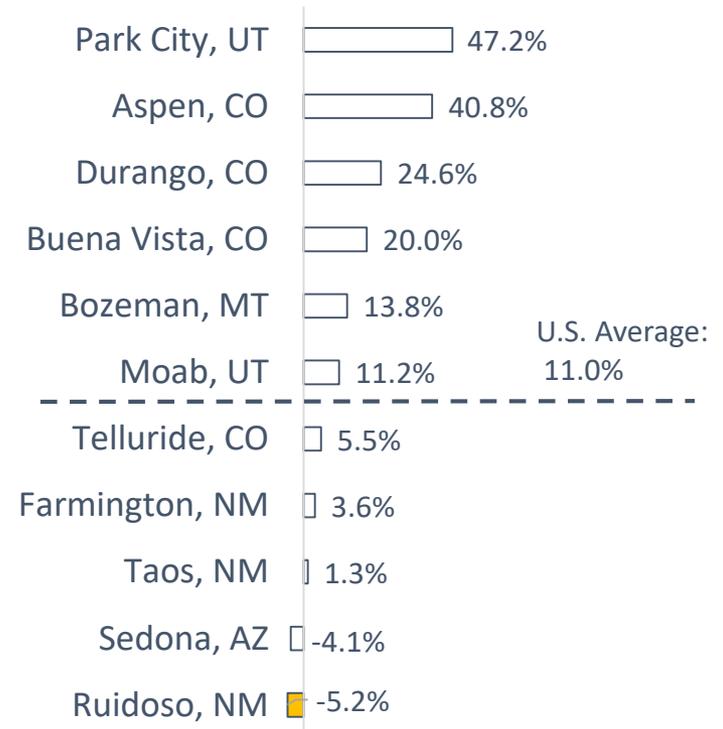
INCOME

Average Family Income, 2017



Source: U.S. Census American Community Survey 2017

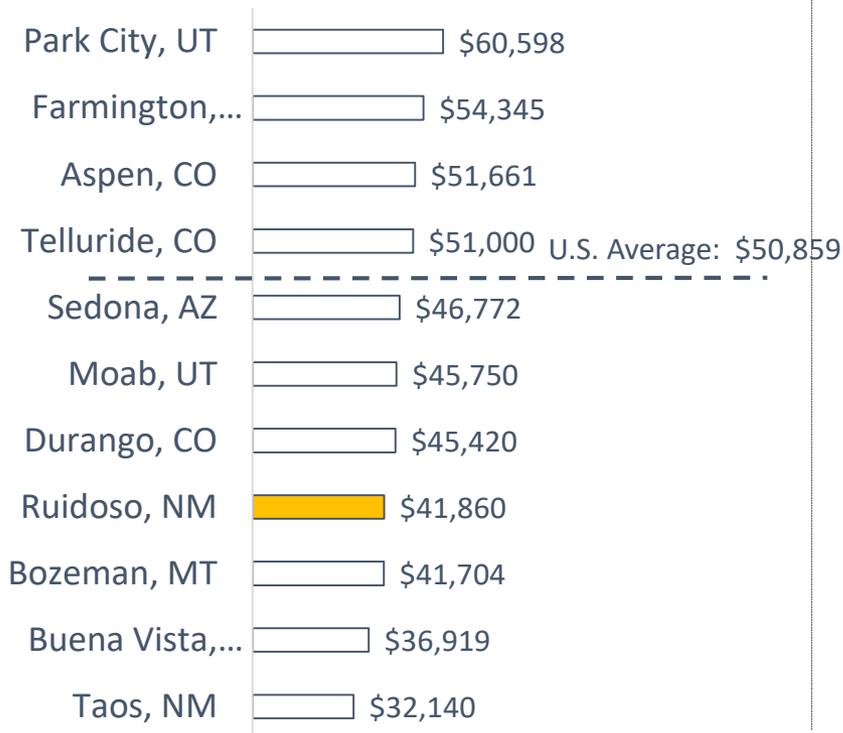
Average Family Income 5-Year Growth, 2013-2017



Source: U.S. Census American Community Survey 2017-2013

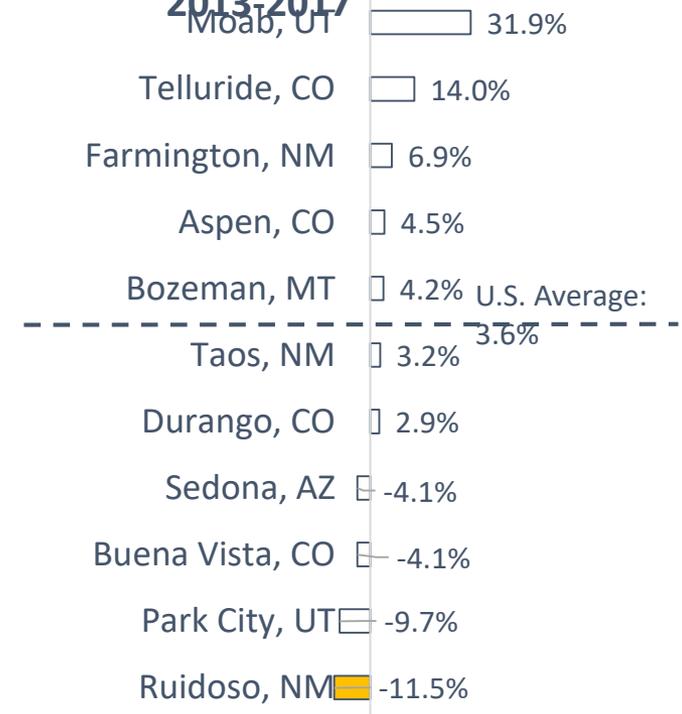
INCOME

Men: Median Full-Time Earning, 2017



Source: U.S. Census American Community Survey 2017

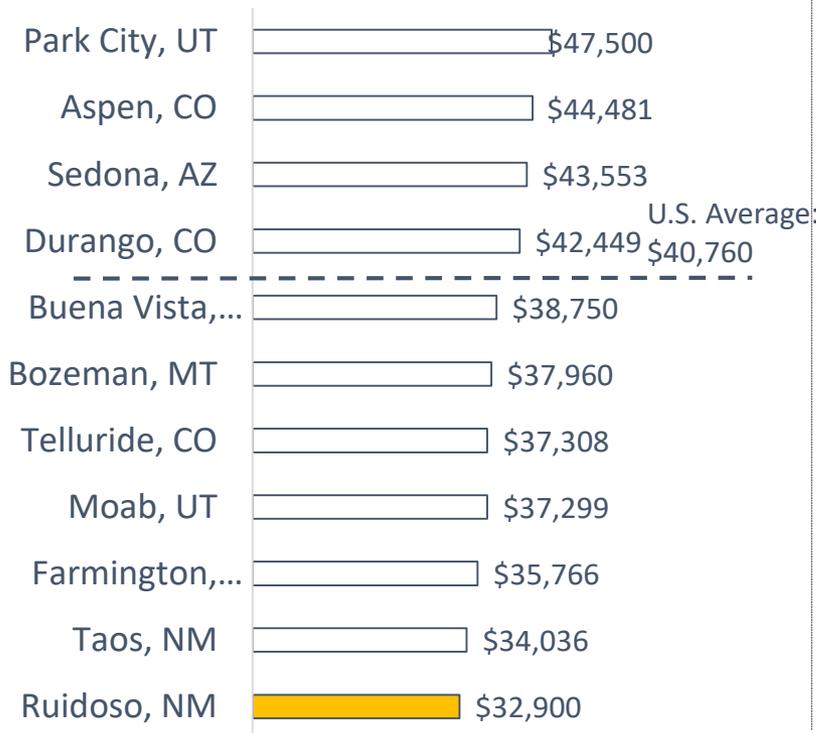
Men: Median Full-Time Earning 5-Year Growth, 2013-2017



Source: U.S. Census American Community Survey 2017-2013

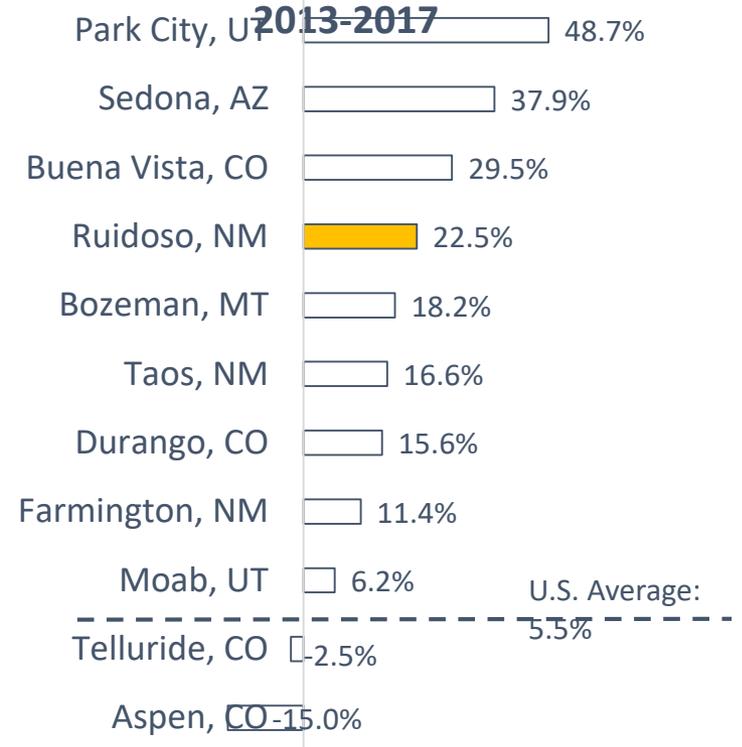
INCOME

Women: Median Full-Time Earning, 2017



Source: U.S. Census American Community Survey 2017

Women: Median Full-Time Earning 5-Year Growth, 2013-2017



Source: U.S. Census American Community Survey 2017-2013

TAKEAWAYS

Median Household Income

Ruidoso's median household income has declined 12% since 2013 to approximately \$42,000. At the same time, the U.S. average increased 8.7% to \$57,652.

Per Capita Income

Ruidoso's per capita income of \$25,975 ranks eighth among the benchmark cities and is 20% less than the U.S. average.

Average Family Income

Ruidoso's average family income decreased 5.2% since 2013 to \$70,884, while the U.S. average grew 11% to \$95,031.

Men Median Wage

Men working full-time in Ruidoso earn approximately \$42,000 annually – \$10,000 more than women in the city. Since 2013, wages for men have decreased by 11.5% in Ruidoso, compared to a 3.6% increase across the U.S. for men.

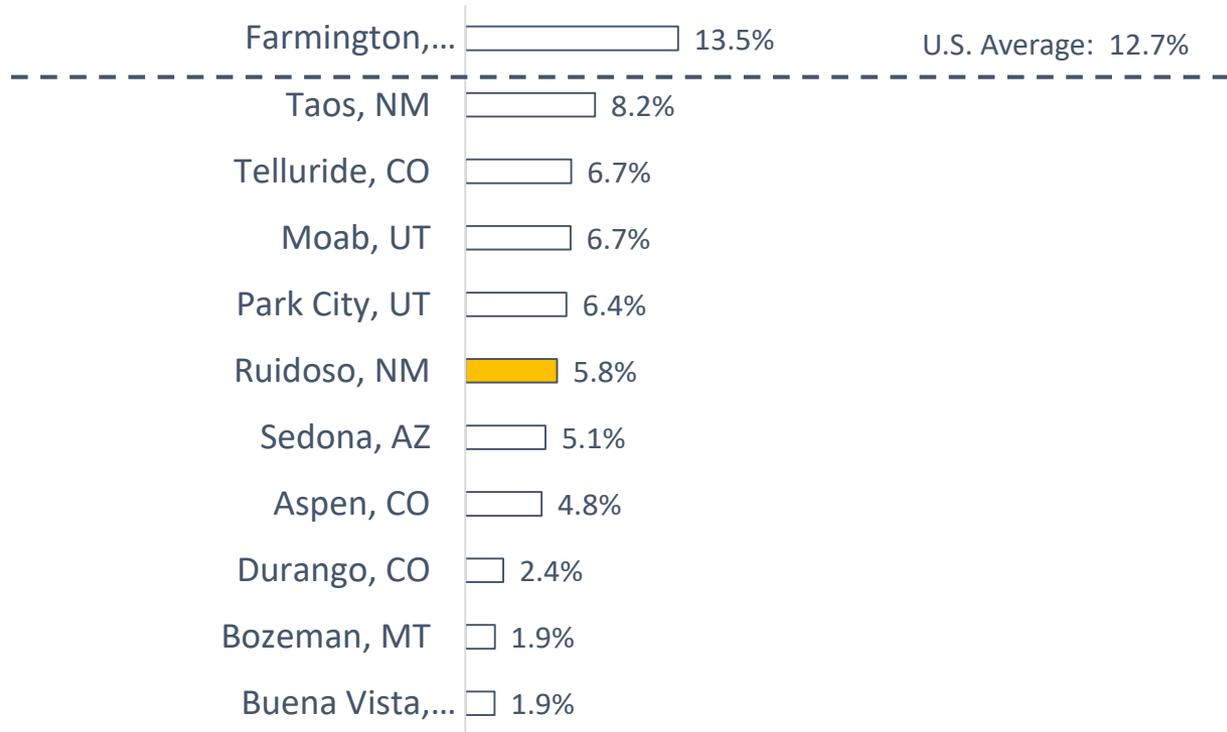
Women Median Wage

Women working full-time in Ruidoso experienced a 22.5% increase in the median annual wage to \$32,900 since 2013. This wage, however, ranks last among the benchmark cities.



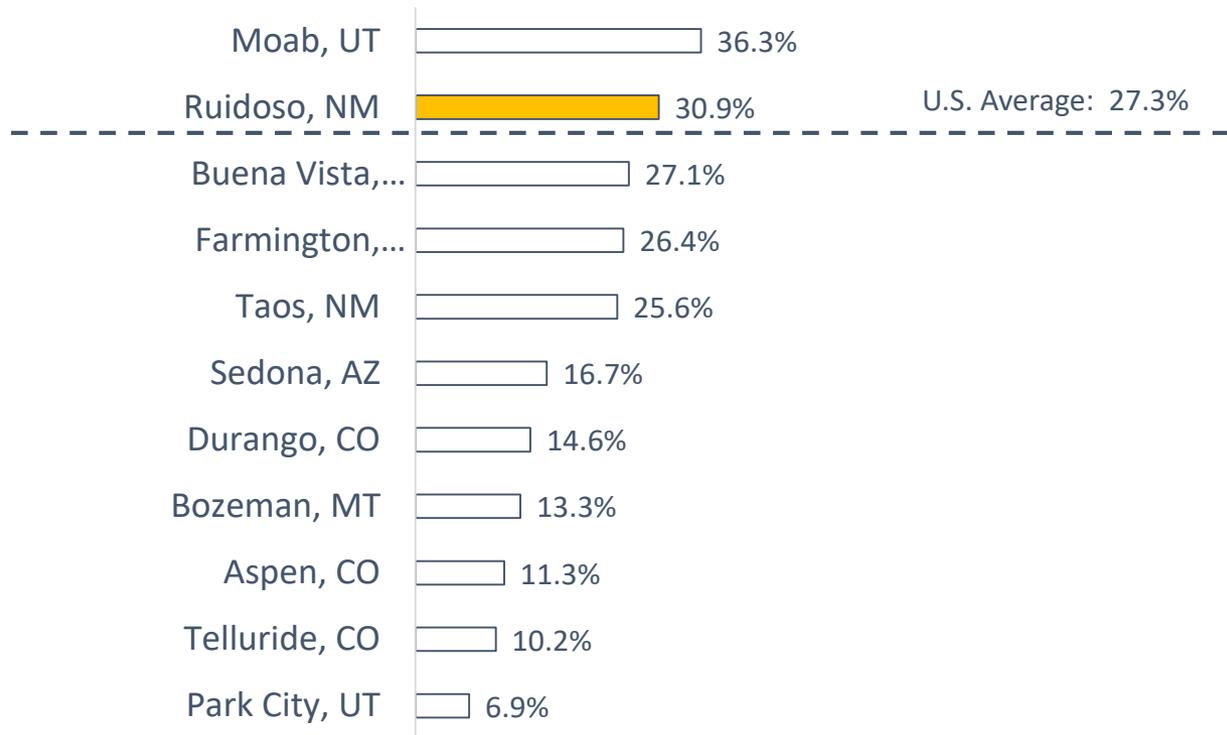
EDUCATIONAL ATTAINMENT

No High School Diploma (% of Residents), 2017



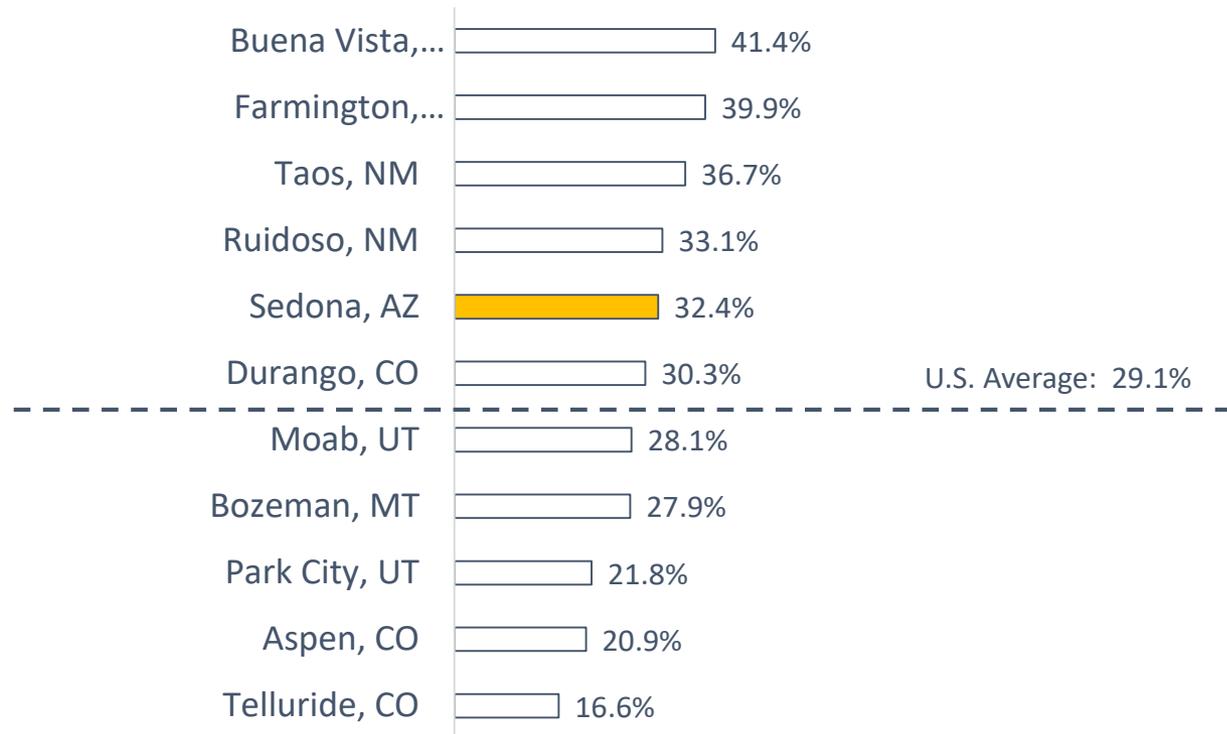
Source: U.S. Census American Community Survey 2017

High School Diploma (% of Residents), 2017



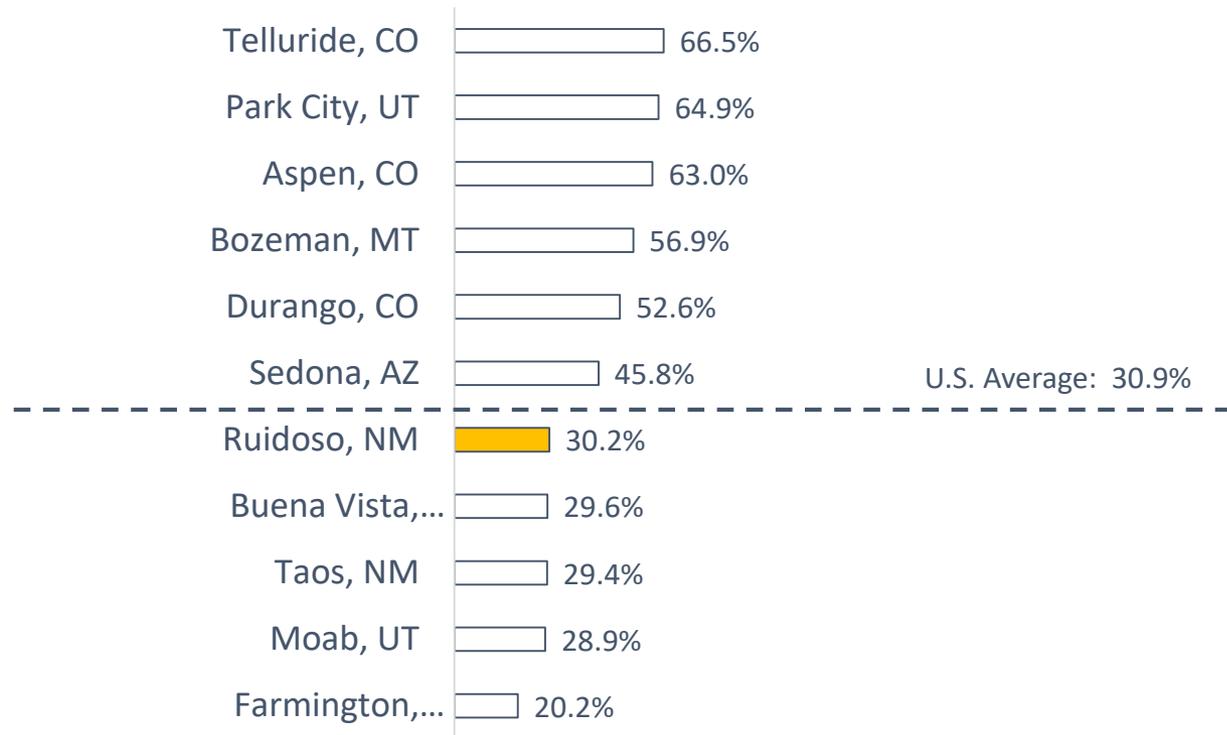
Source: U.S. Census American Community Survey 2017

Associate's Degree or Some College (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

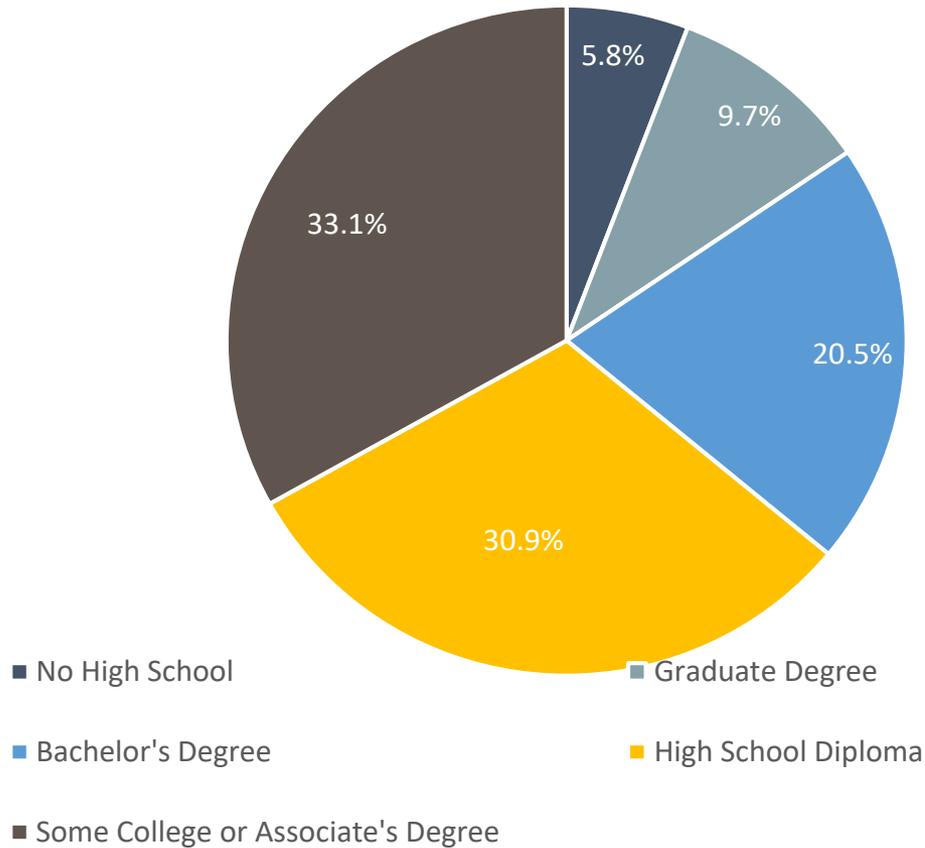
Bachelor's Degree or Higher (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

EDUCATIONAL ATTAINMENT

Degree Breakdown, 2017



Source: U.S. Census American Community Survey
2017

TAKEAWAYS

No High School Diploma

Approximately 6% of Ruidoso's residents (25 and older) do not have a high school diploma – 900 residents. This is half the national average of 12.7%.

High School Diploma

One-third of Ruidoso's workforce only has a high school diploma (ranking second among the benchmark cities) – a share that has increased 26.4% since 2013.

Associate's Degree

Thirty-four percent of Ruidoso's residents (2,000 residents) have an Associate's degree or some college – ranking fifth among the benchmark cities and above the U.S. average (29.1%).

Bachelor's Degree or Higher

Thirty percent of Ruidoso's residents have a Bachelor's degree or higher, ranking it seventh among the benchmark cities. The share of residents with a Bachelor's degree or higher has decreased 1% since 2013.

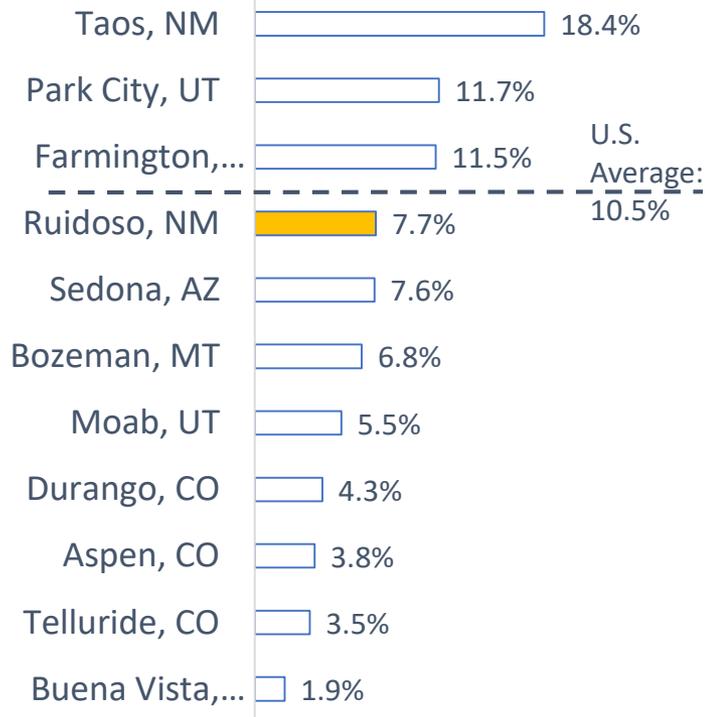
All Degrees

Six in ten Ruidoso residents have a degree of some level – Associate's, Bachelor's, or graduate.



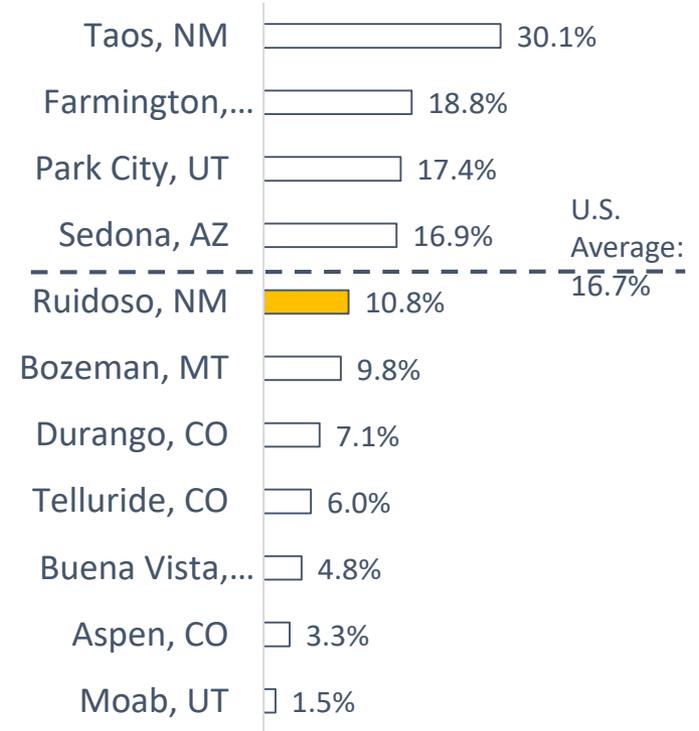
EQUITY

Share of All Families Living Below the Poverty Line, 2017



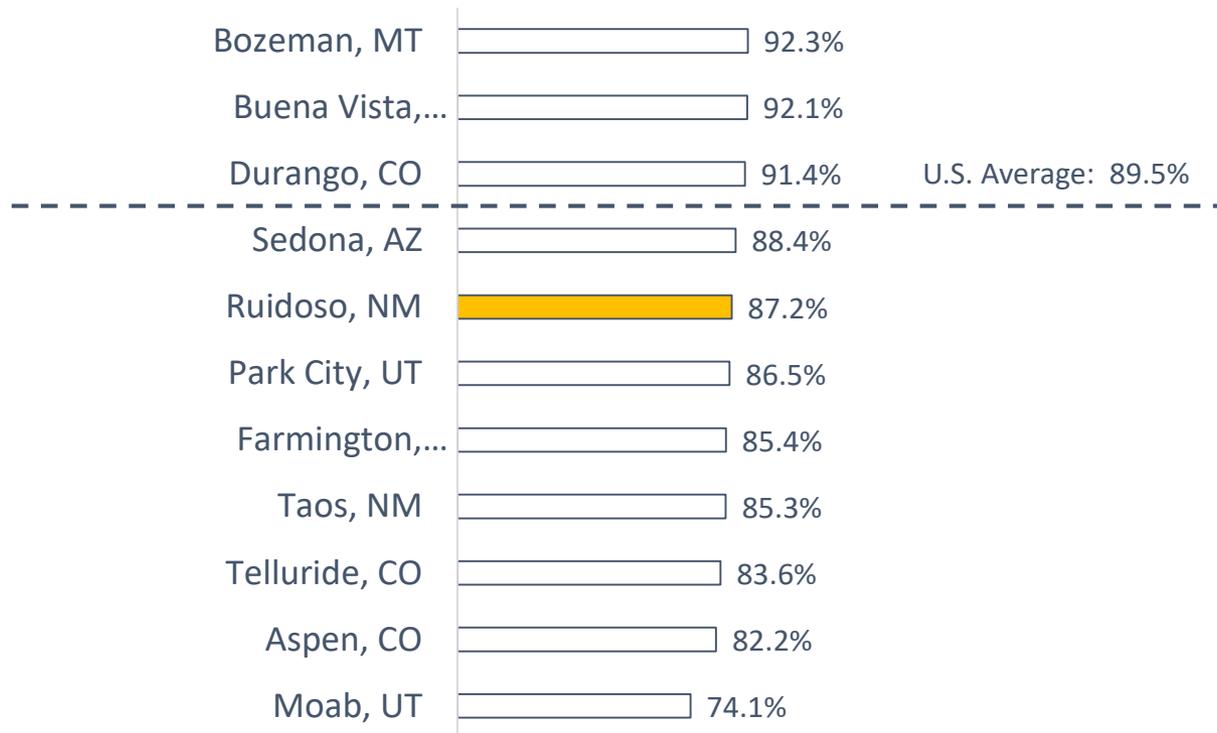
Source: U.S. Census American Community Survey 2017

Share of Families with Children Living Below the Poverty Line, 2017



Source: U.S. Census American Community Survey 2017

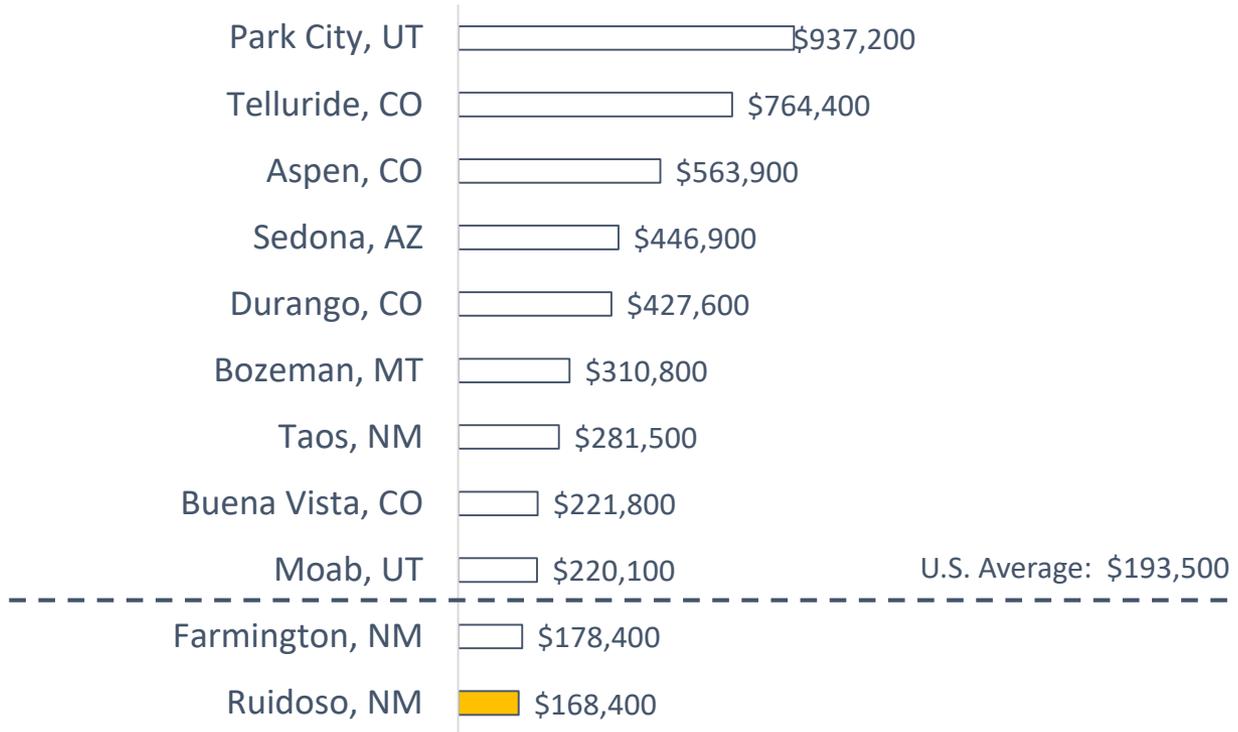
Share of Residents with Health Insurance, 2017



Source: U.S. Census American Community Survey
2017

EQUITY

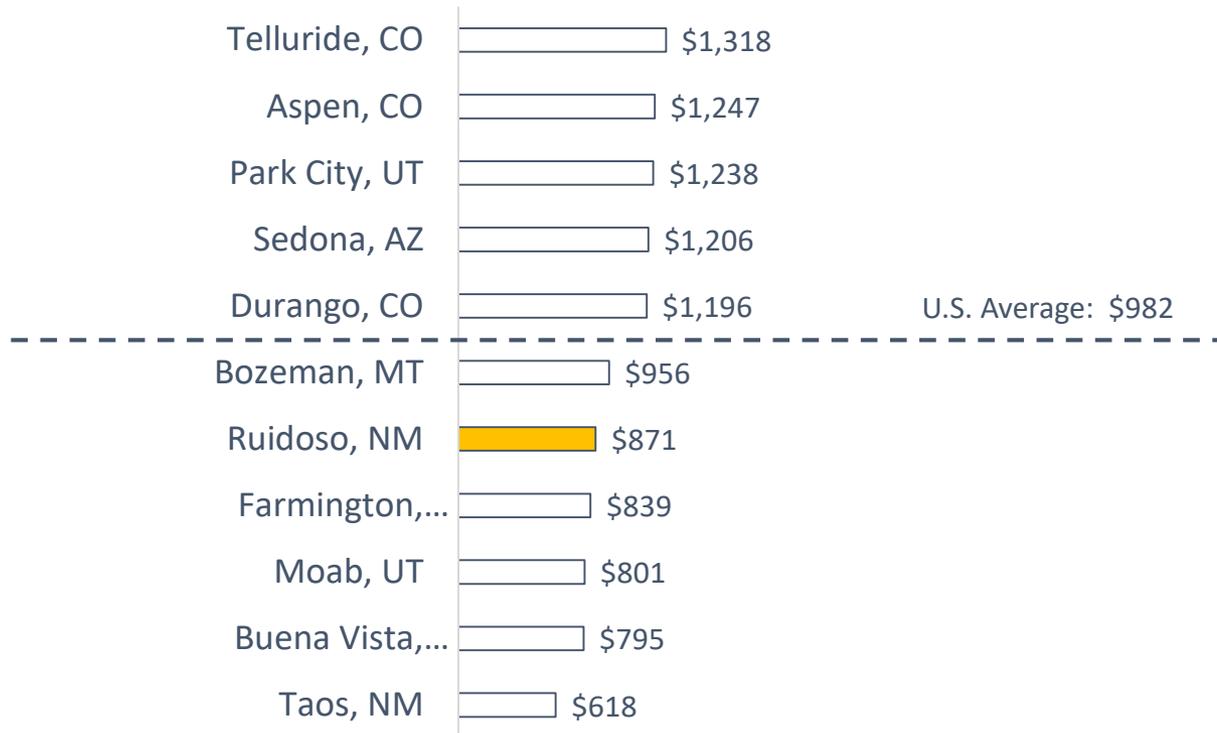
Median Housing Value, 2017



Source: U.S. Census American Community Survey
2017

EQUITY

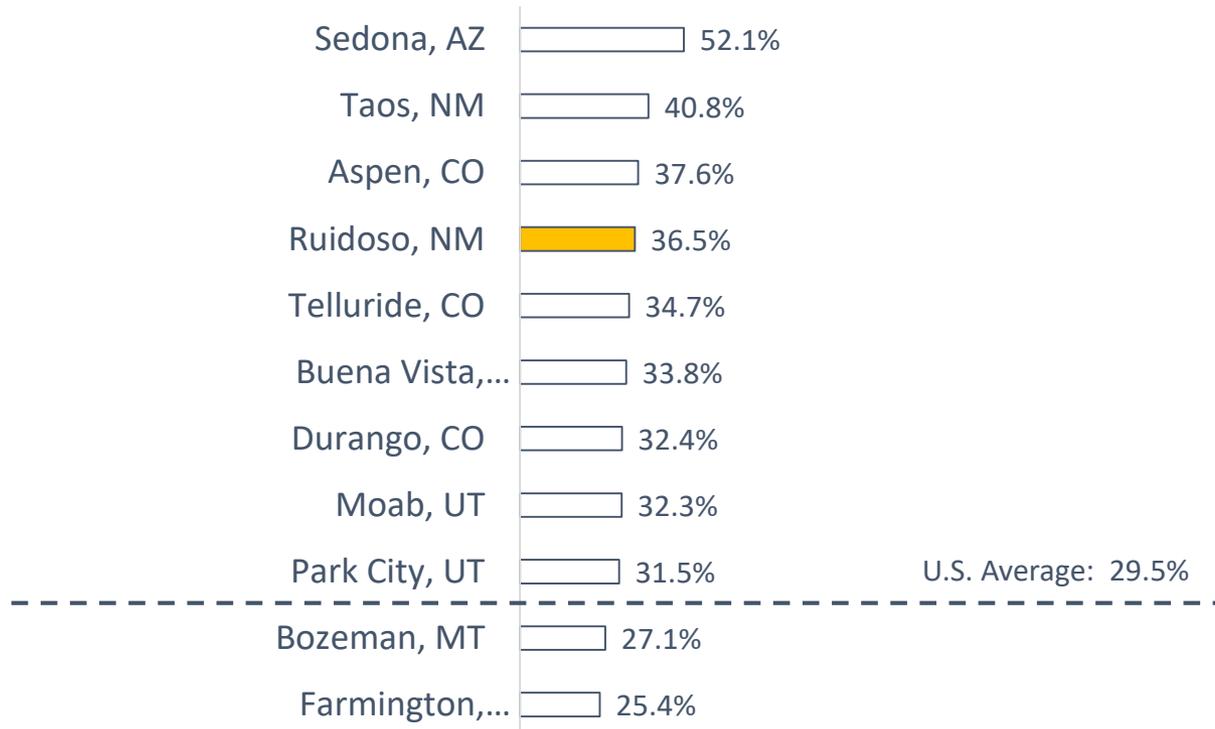
Median Gross Rent, 2017



Source: U.S. Census American Community Survey
2017

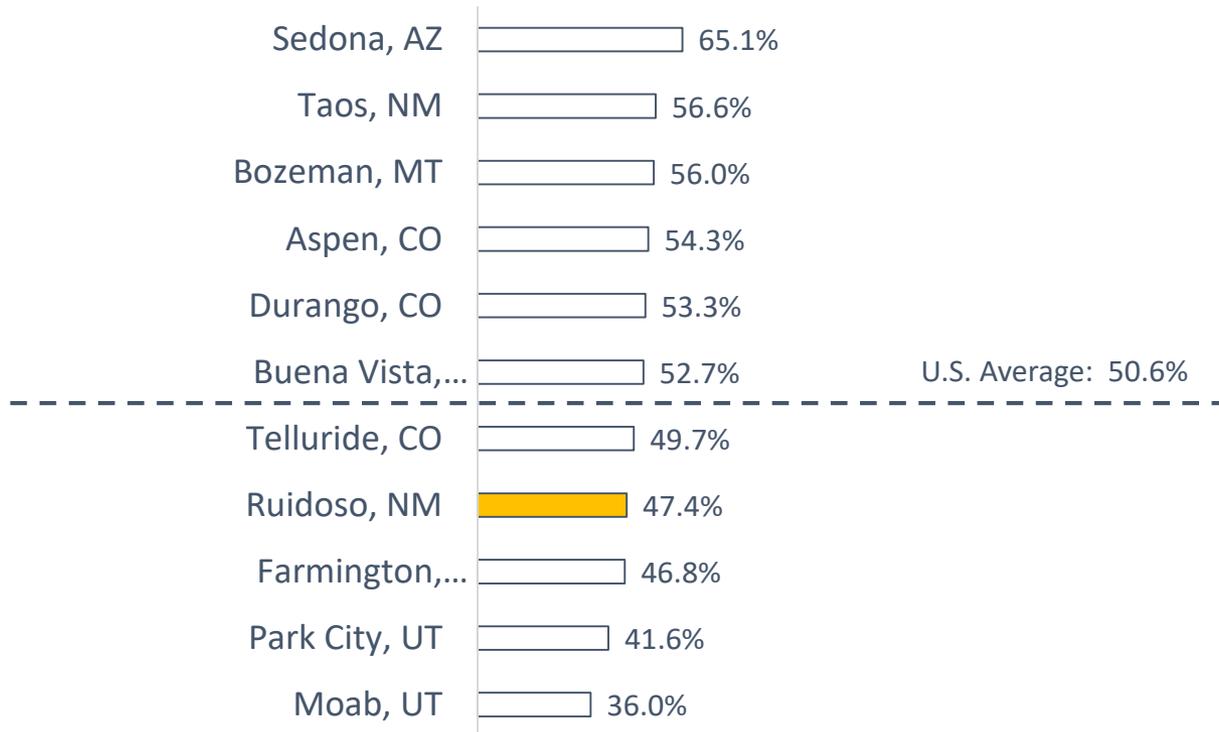


% of Households with a Mortgage Who's Monthly Costs is 30% or More of Household Income, 2017



Source: U.S. Census American Community Survey
2017

% of Households Who's Gross Rent is 30% or More of Household Income, 2017



Source: U.S. Census American Community Survey 2017

TAKEAWAYS

Poverty Levels

Ruidoso's poverty levels are below the U.S. average: 7.7% of all families live below the poverty line and 10.8% of those with children. This ranks the city among the middle of the benchmark cities.

Health Insurance

Approximately 88% of Ruidoso's population has health insurance (below the U.S. average of 89.5%), leaving 900 residents uninsured.

Housing Values

Ruidoso's average housing value is \$168,400, ranking it as the most affordable of all the benchmark cities. However, 36.5% of households with mortgages pay more than 30% of their monthly income on housing costs.

Gross Rent

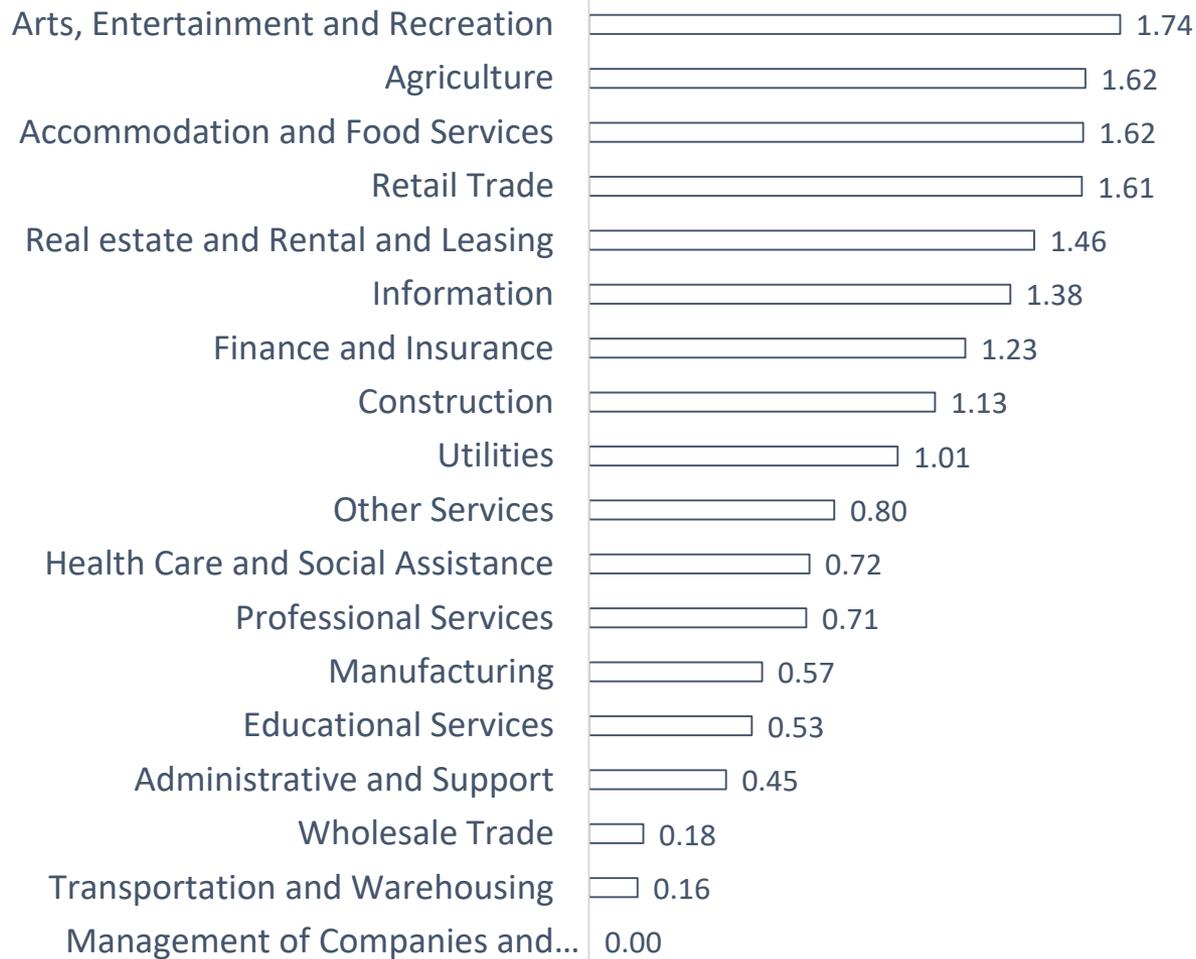
Ruidoso's monthly gross rent is \$871 – 13% below the U.S. average and ranking seventh among the benchmark cities. More than half of Ruidoso's renter pay more than 30% of their monthly income on housing costs.



BUSINESS ESTABLISHMENTS

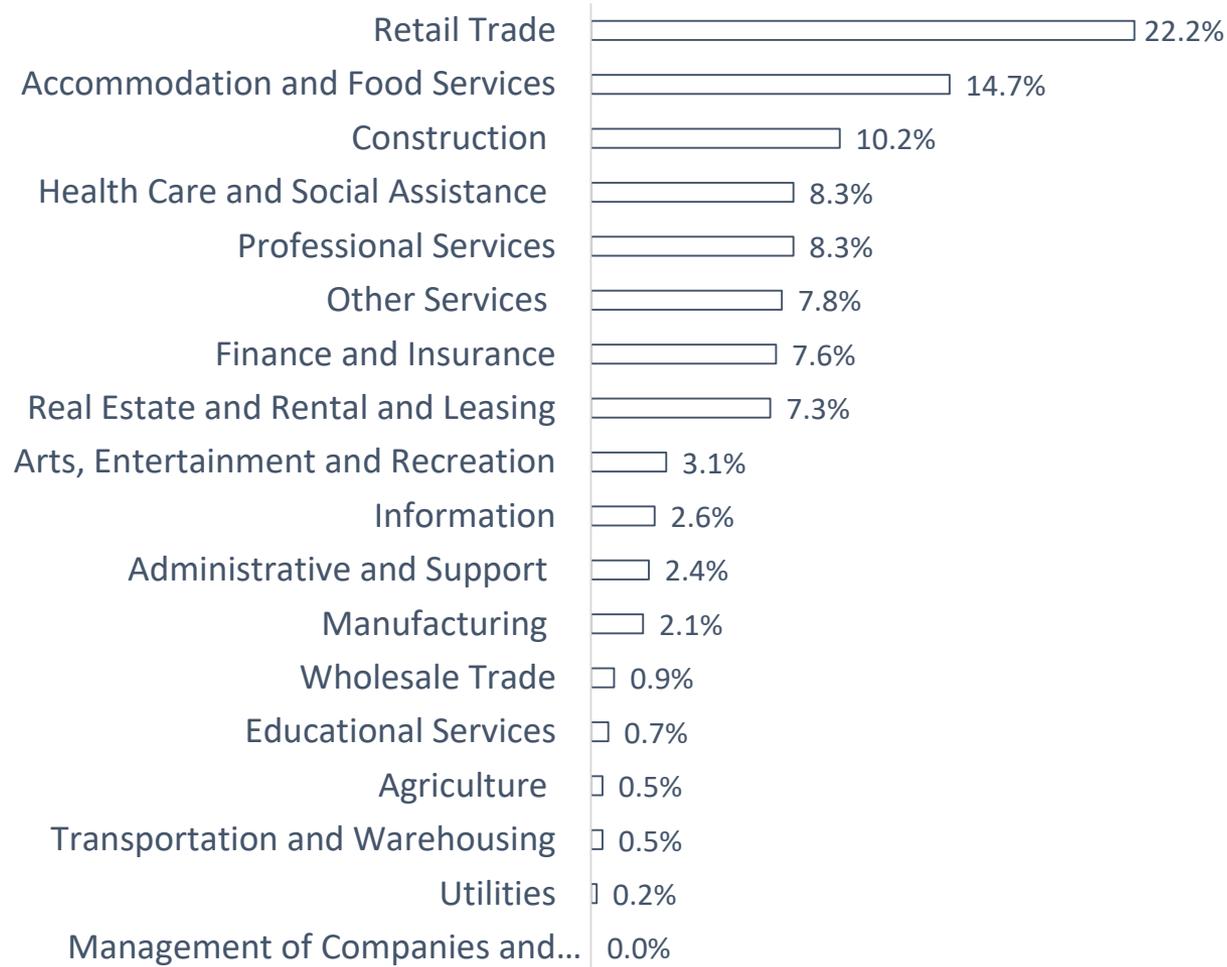
BUSINESS ESTABLISHMENTS

Ruidoso Business Establishments by LQ, 2016



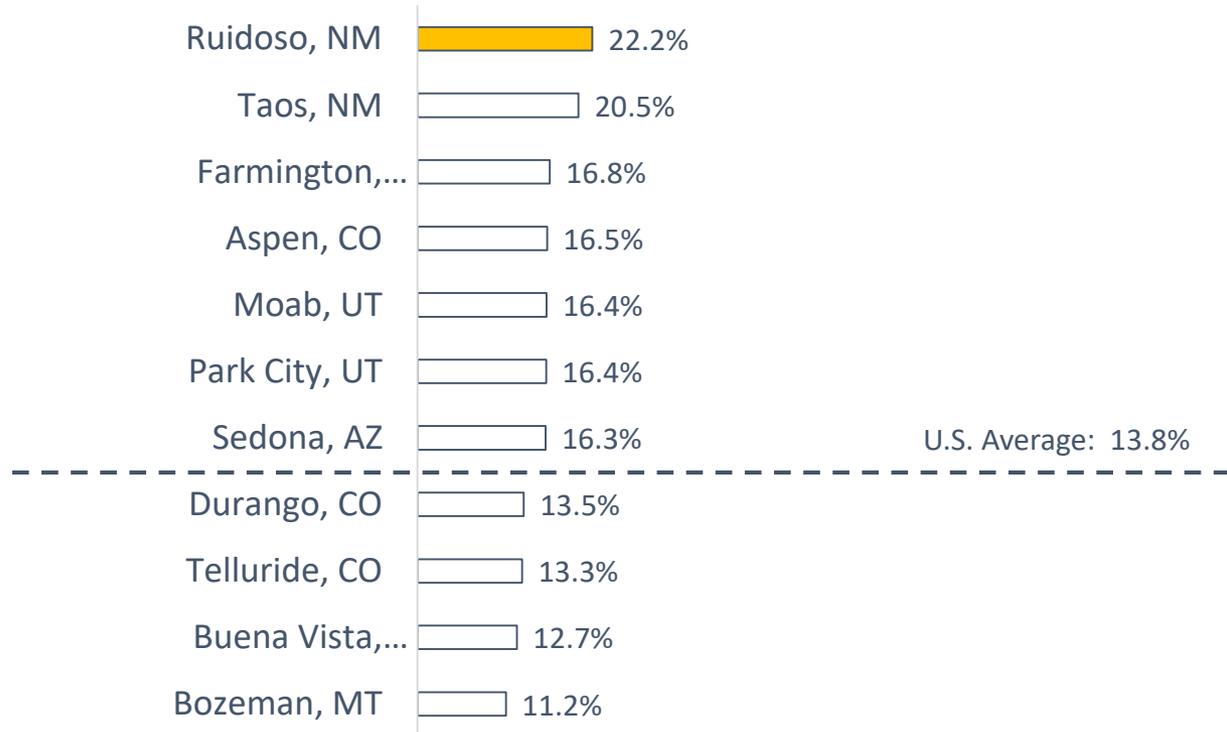
Source: U.S. County Business Patterns 2016

Ruidoso Business Establishments, 2016



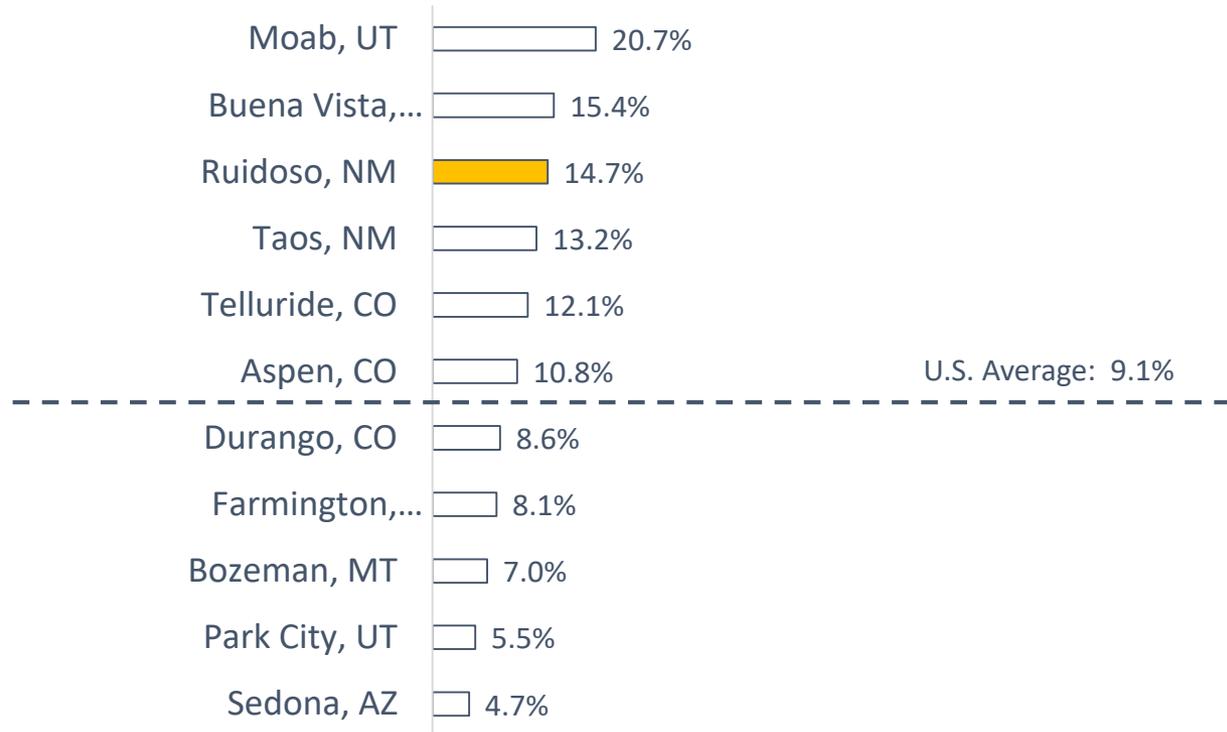
Source: U.S. County Business Patterns 2016

Retail Trade (% of Businesses), 2016



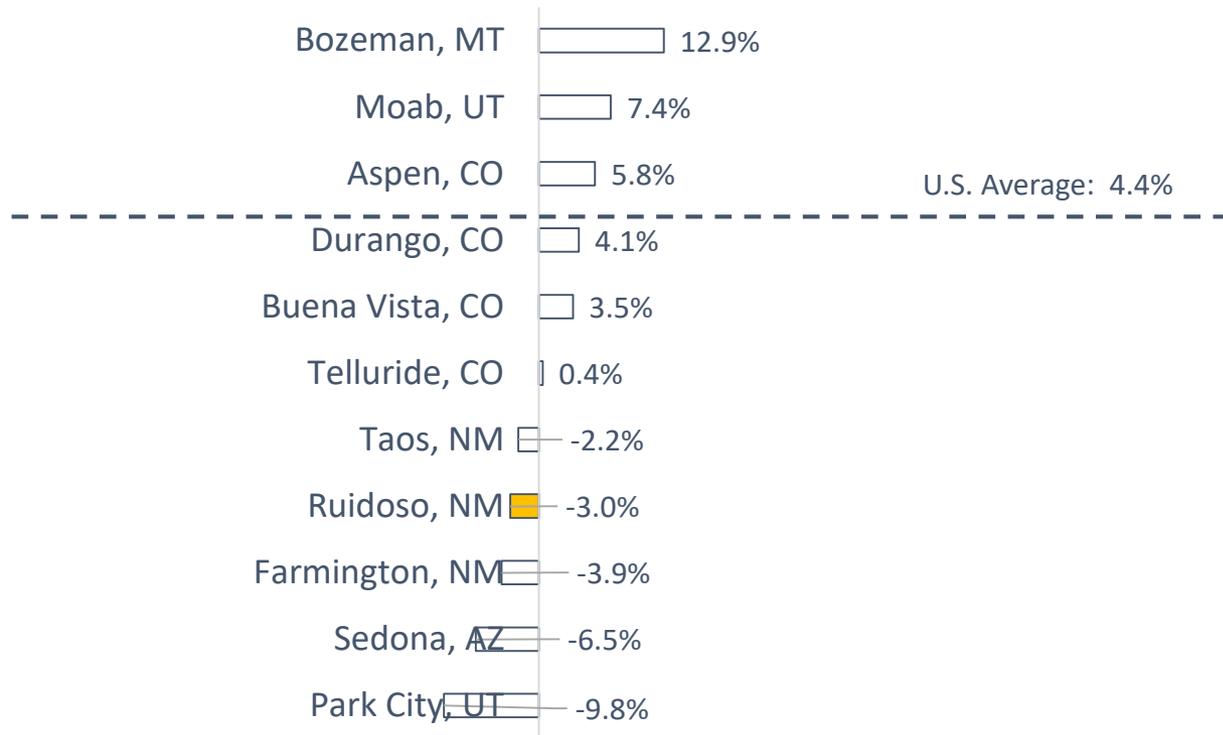
Source: U.S. County Business Patterns 2016

Accommodation and Food Services (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

Total Business Establishments, 5-Year Growth, 2016-2012



Source: U.S. County Business Patterns 2012- 2016

TAKEAWAYS

Retail, Accommodations, or Food Service

Nearly four out of 10 Ruidoso's business establishments (37%) are associated with retail, accommodations, or food service. Accommodations and food service establishments have declined 11%, while the number of retail business has remained static.

Decline in Business Establishments

From 2012 to 2016, Ruidoso experienced a 3.3% decline in the number of business establishments, while the U.S. average was a 4.4% increase.

Highest Share of Retail Businesses

Among all of the benchmark cities, Ruidoso has the greatest share of retail businesses (22.5%).

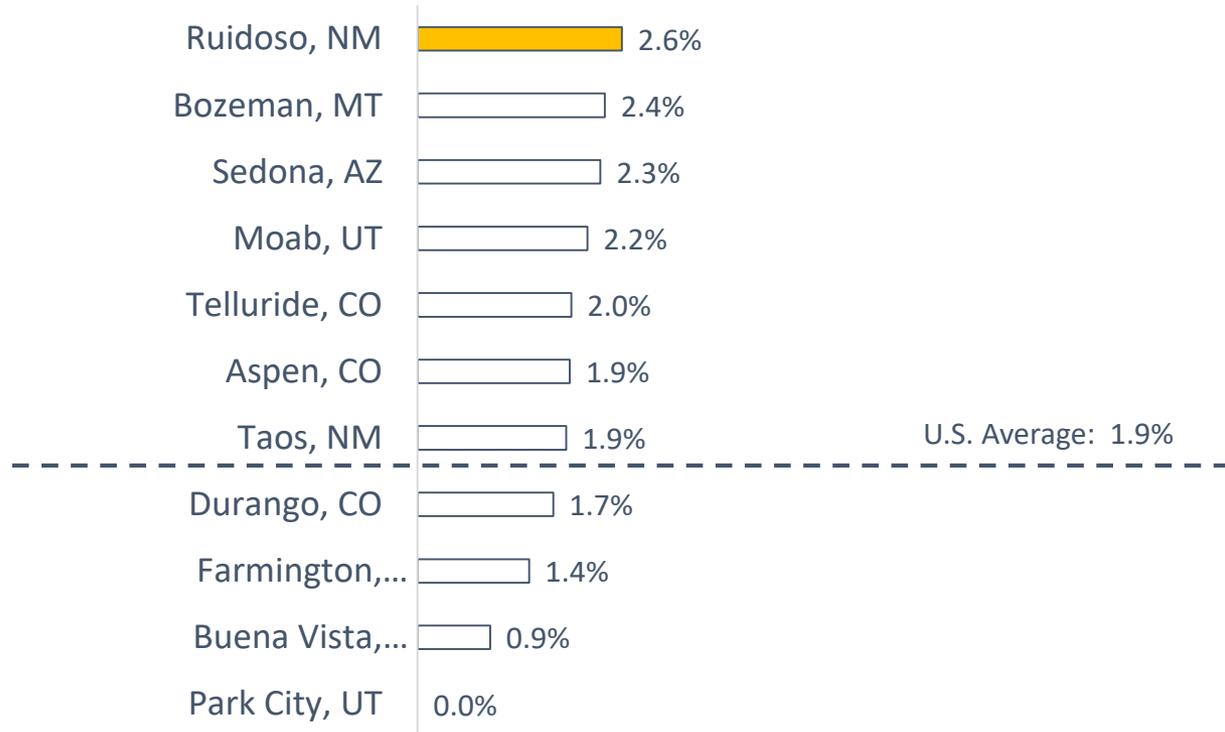
Financial Services

Among all of the benchmarks, Ruidoso ranks first for its share of financial services businesses (7.6%) and well above the U.S. average (6.1%).

Arts and Recreation

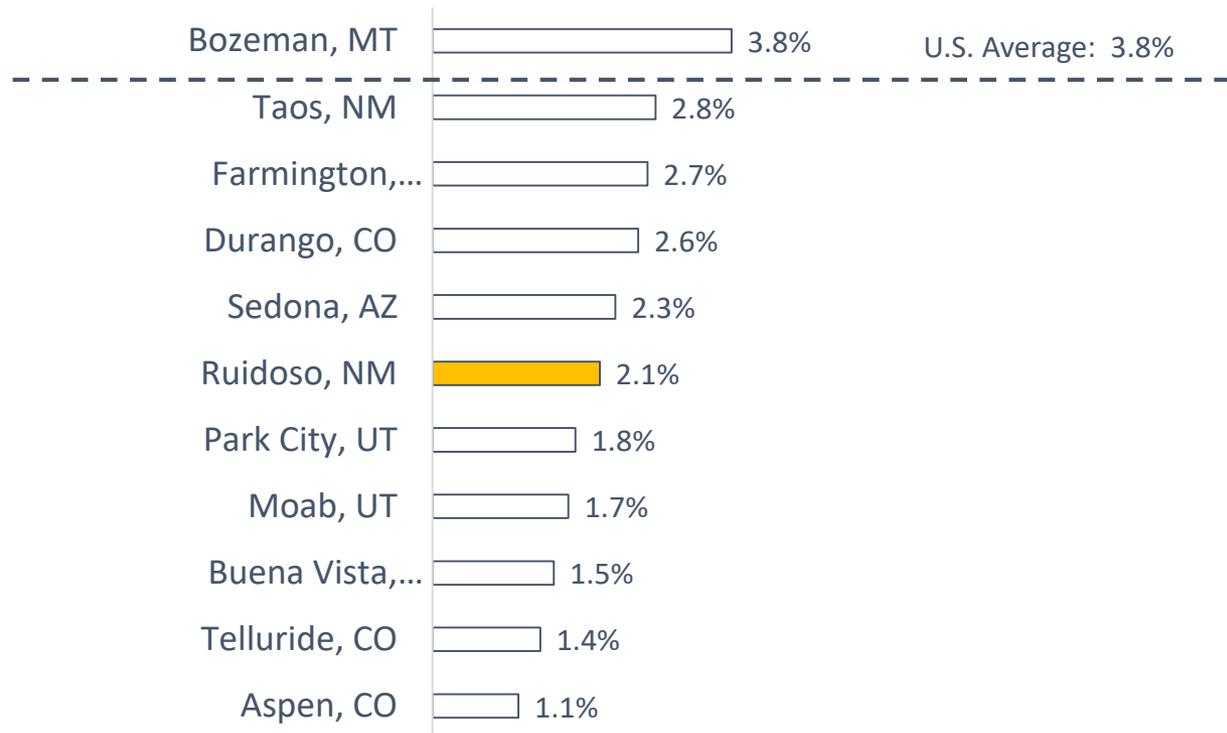
Arts and recreation businesses account for 3.1% of all Ruidoso establishments – nearly two times the U.S. average.

Information (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

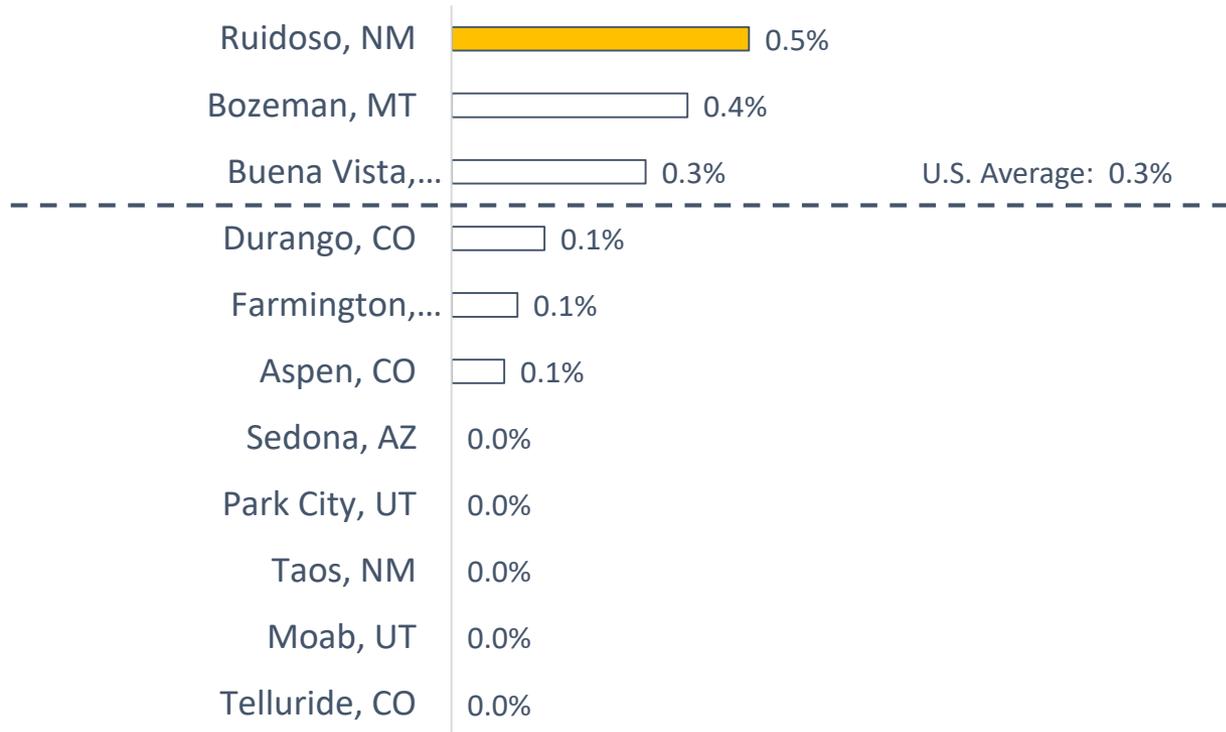
Manufacturing (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

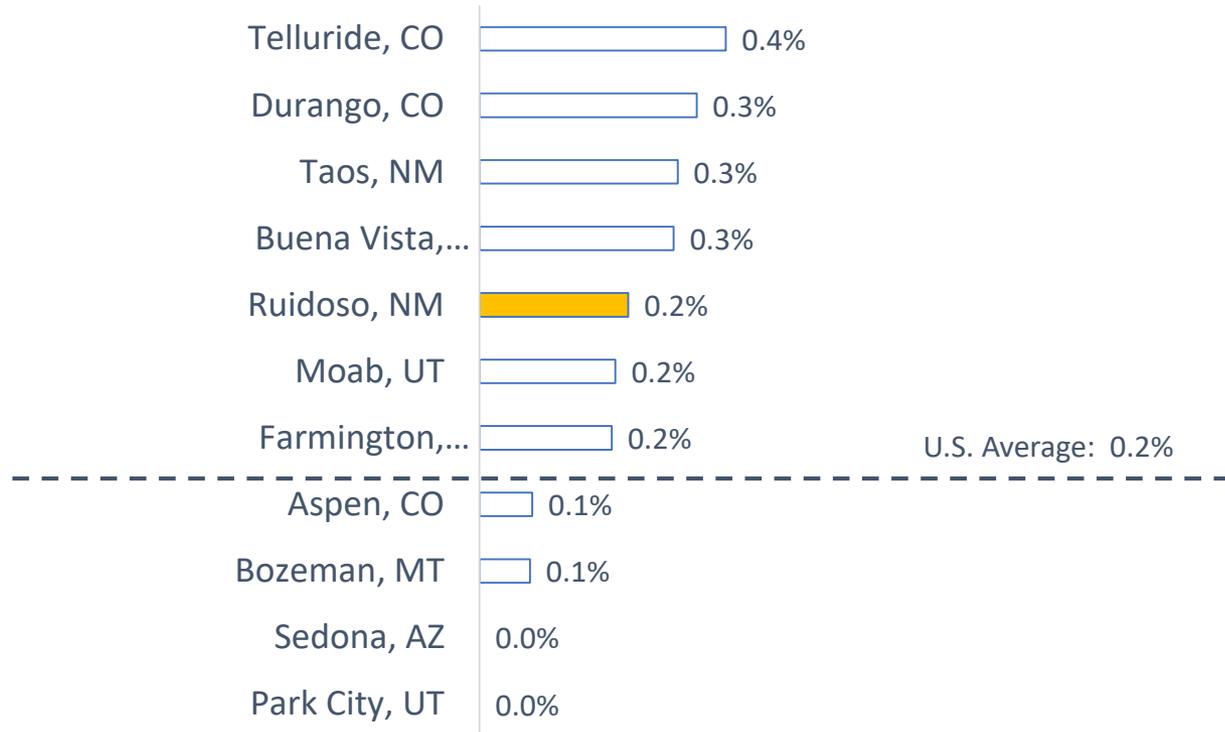
**Agriculture
(% of Businesses), 2016**



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

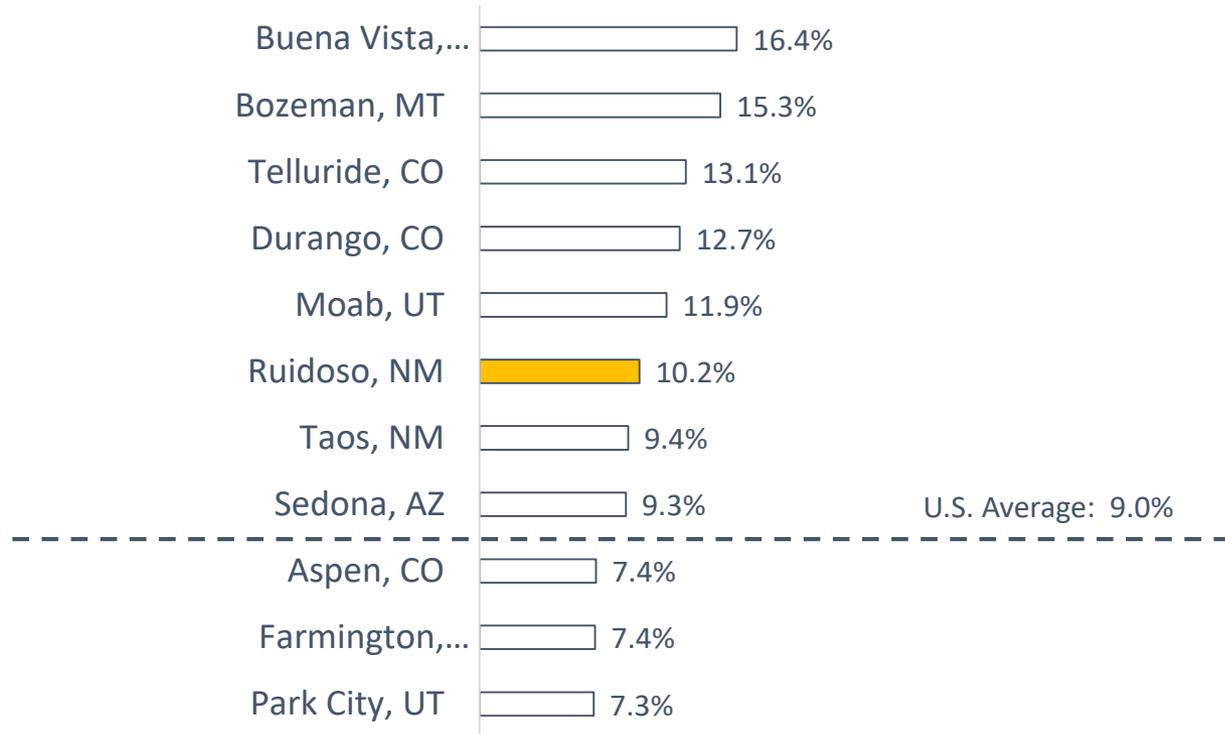
**Utilities
(% of Businesses), 2016**



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

**Construction
(% of Businesses), 2016**

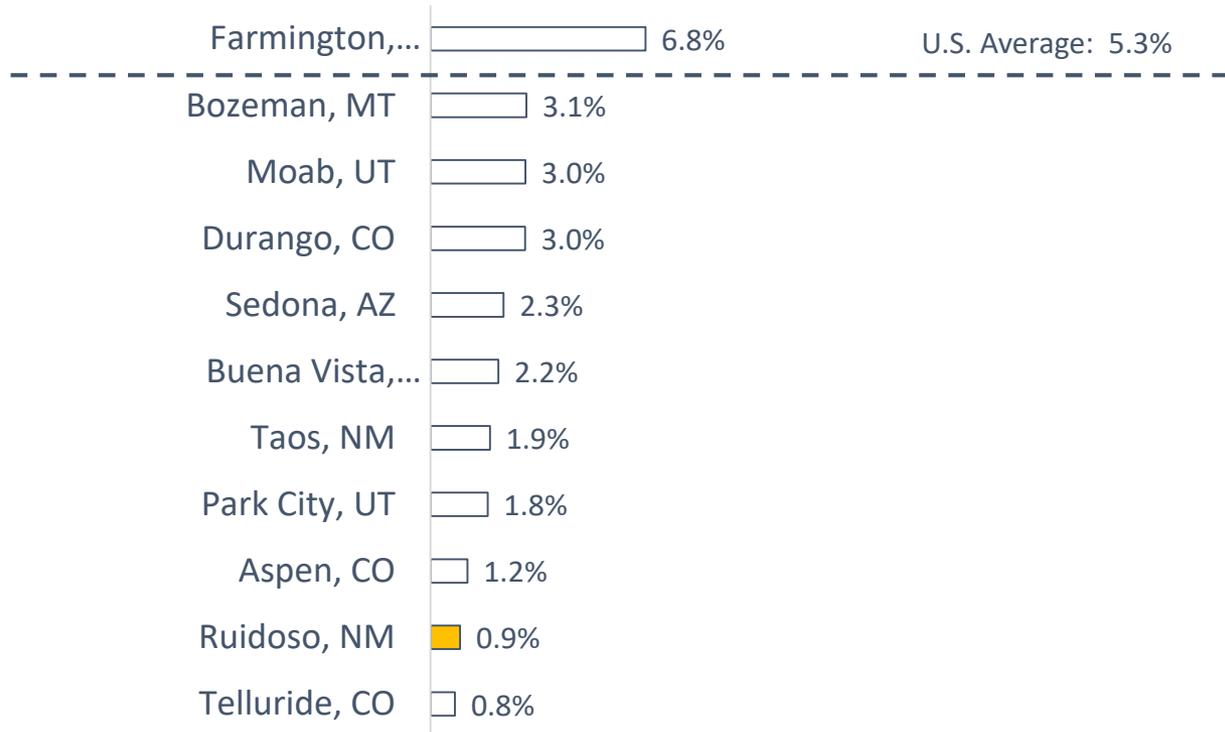


Source: U.S. County Business Patterns 2016

B

BUSINESS ESTABLISHMENTS

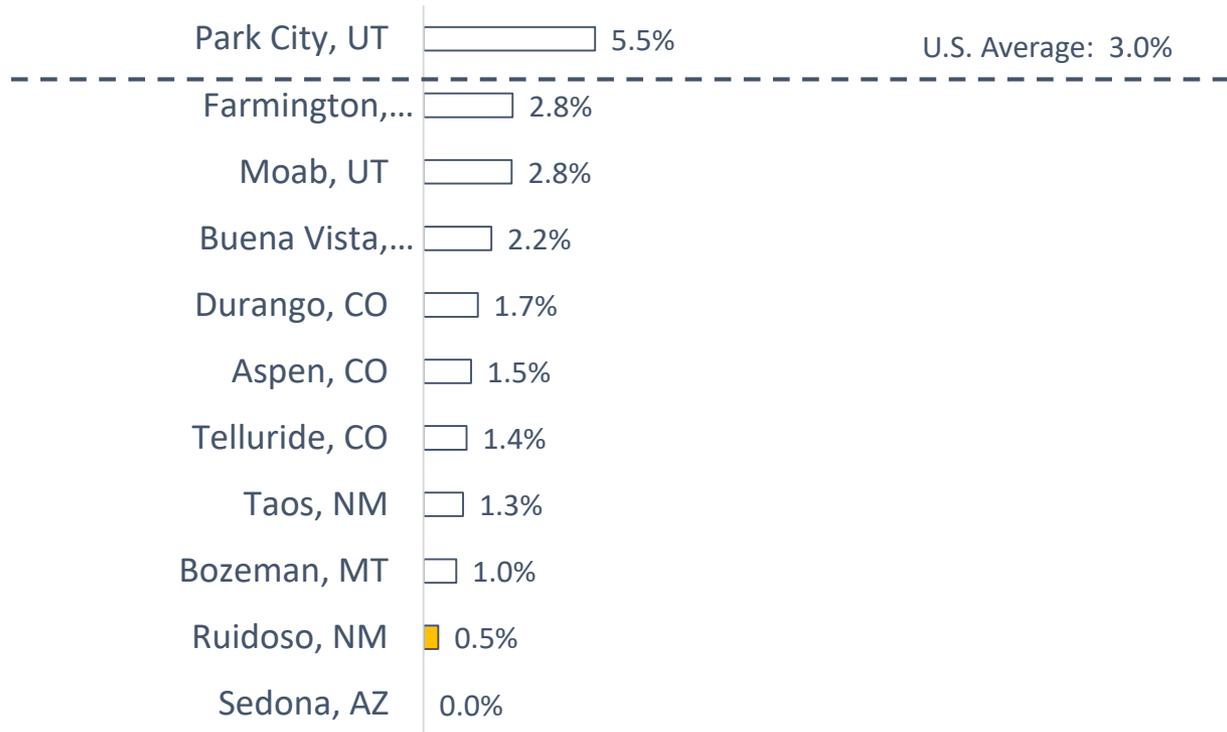
**Wholesale Trade
(% of Businesses), 2016**



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

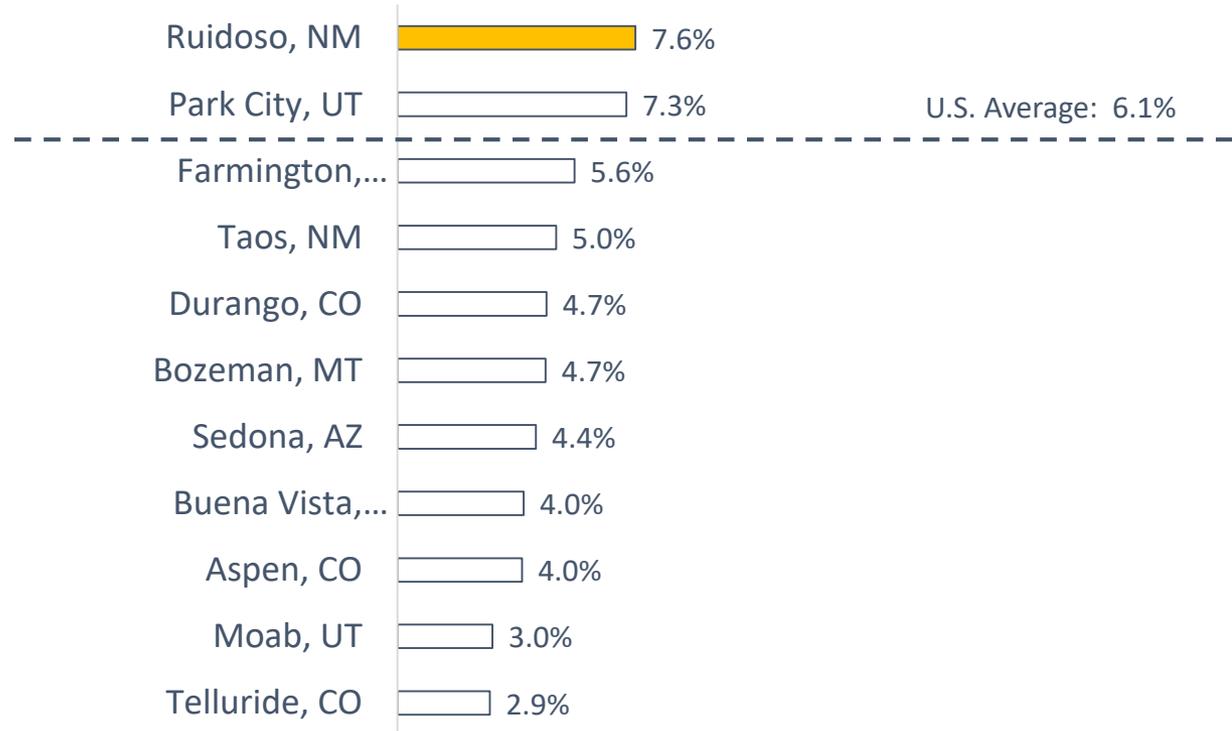
Transportation and Warehousing (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

Finance and Insurance (% of Businesses), 2016

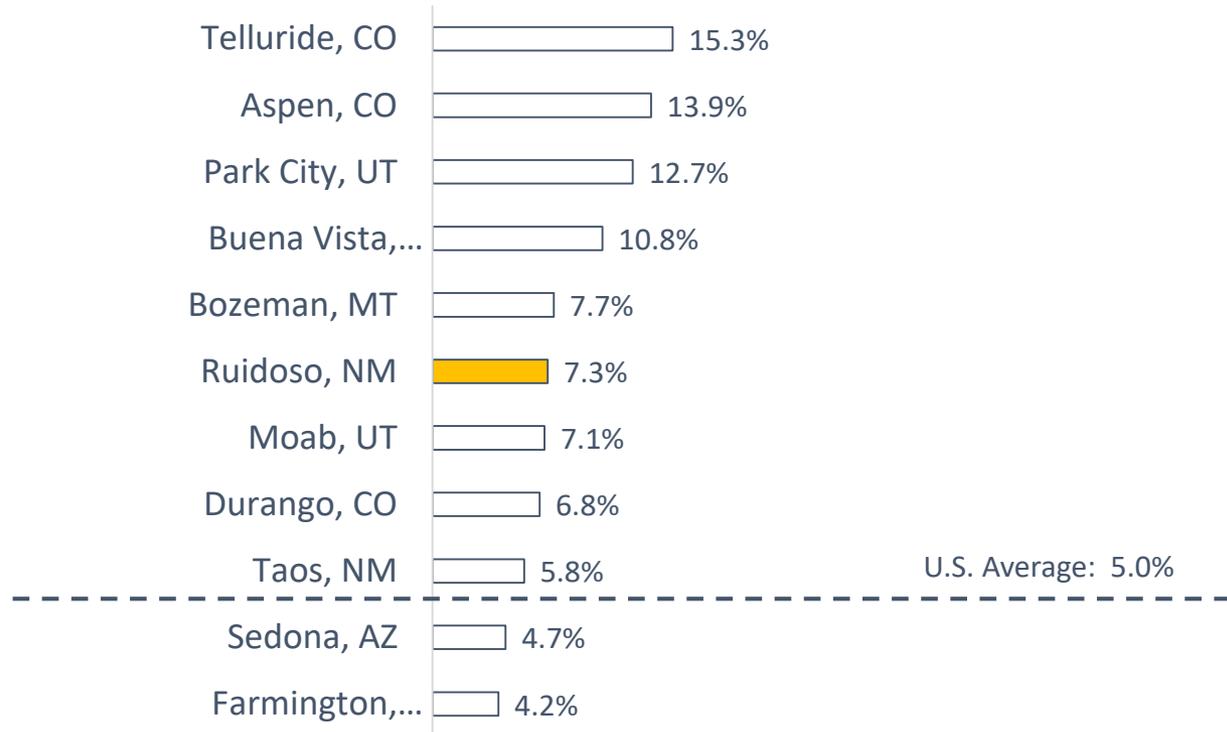


Source: U.S. County Business Patterns 2016

B

BUSINESS ESTABLISHMENTS

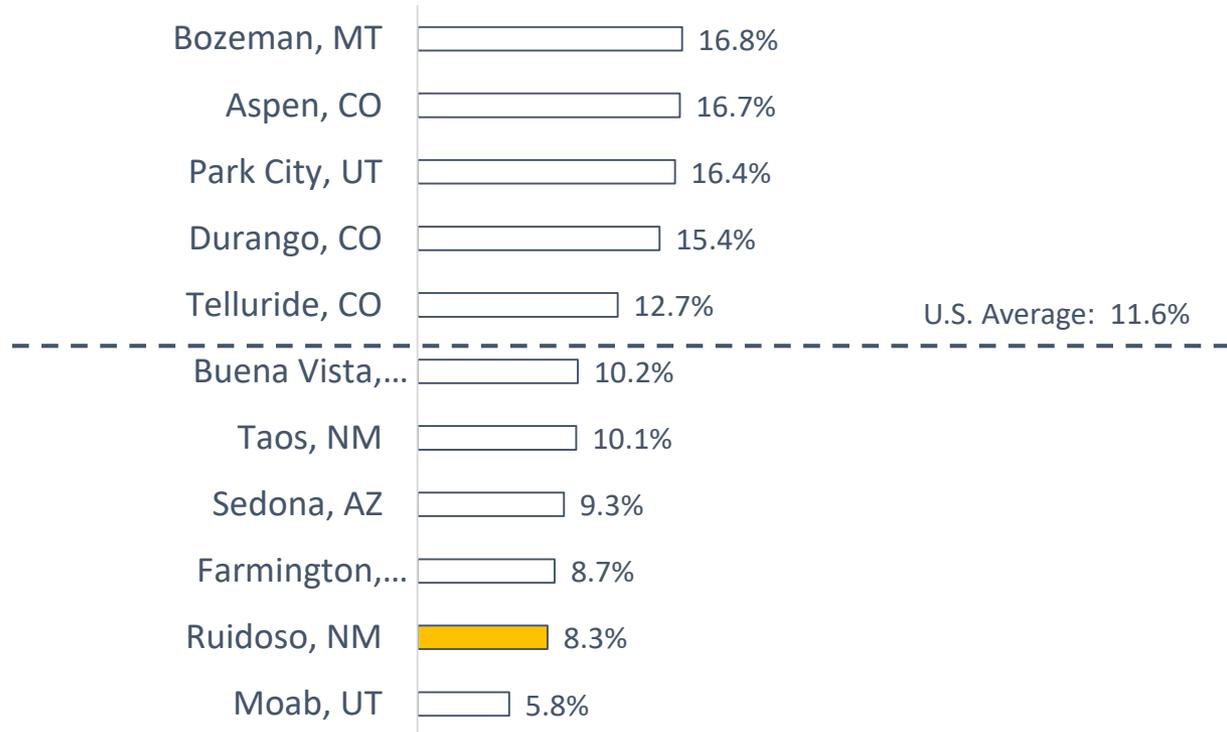
Real Estate and Rental and Leasing (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

Professional Services (% of Businesses), 2016

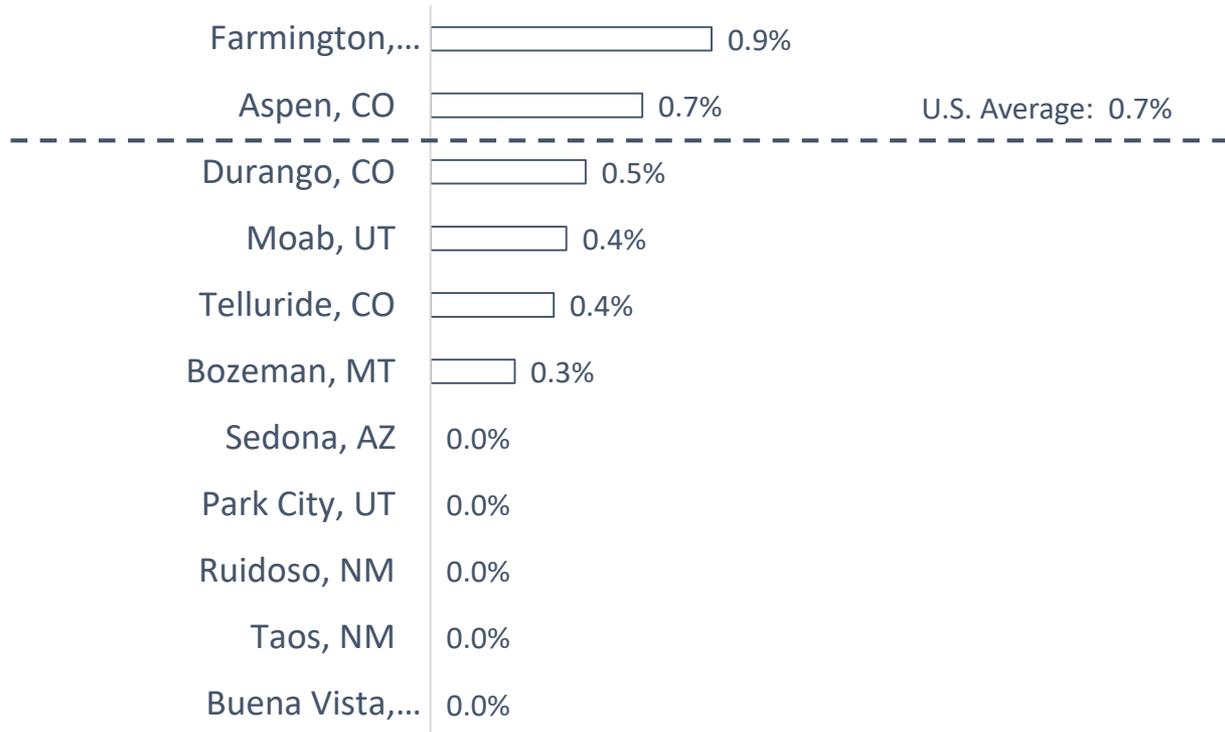


Source: U.S. County Business Patterns 2016

B

BUSINESS ESTABLISHMENTS

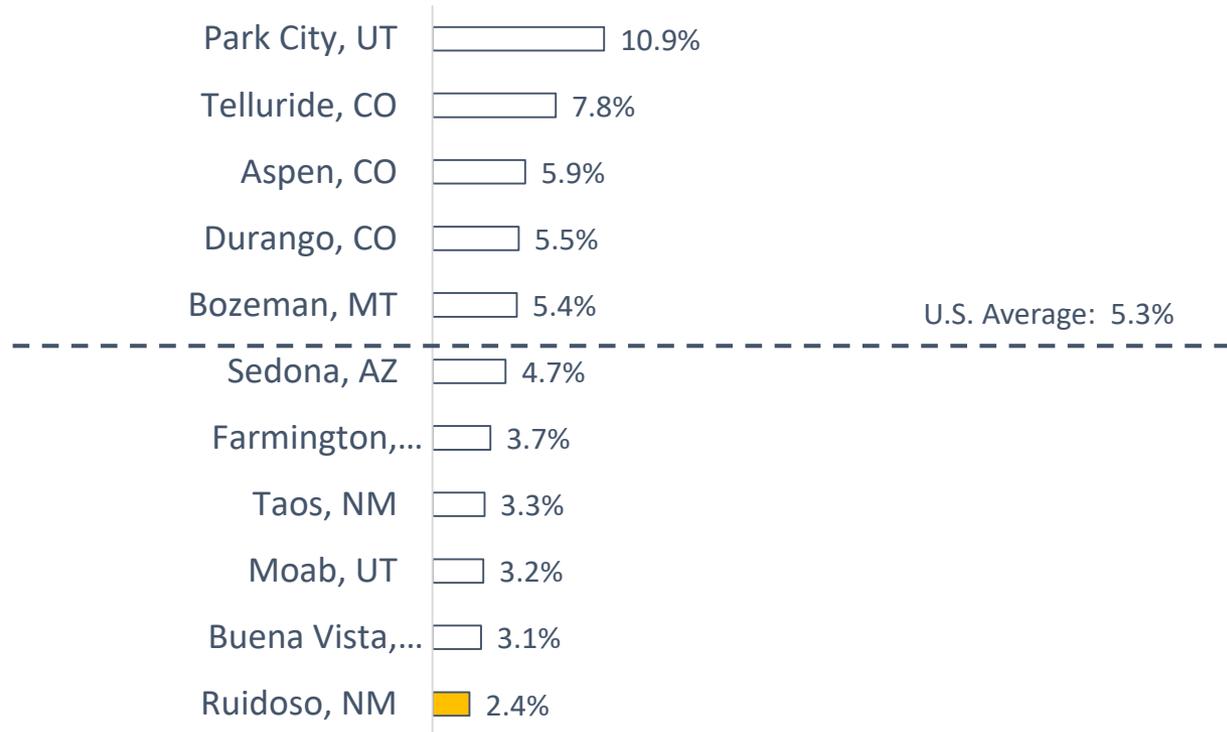
**Management of Companies and Enterprises
(% of Businesses), 2016**



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

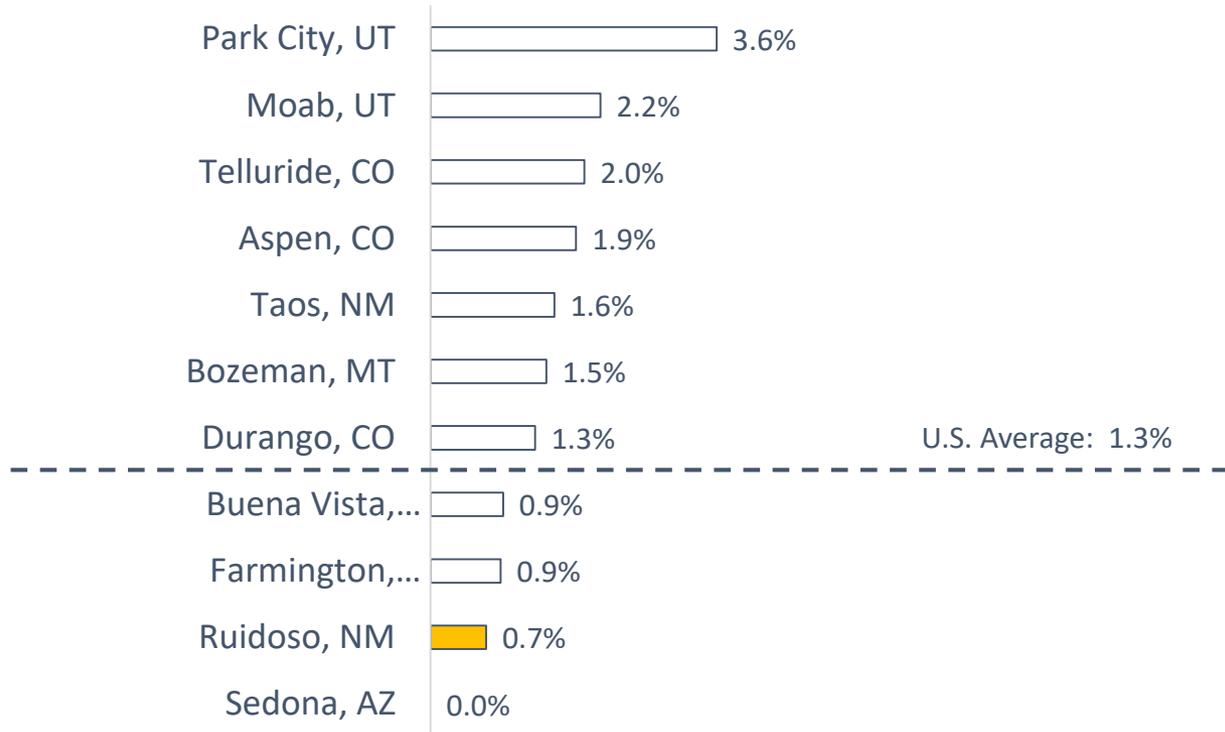
Administrative and Support (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

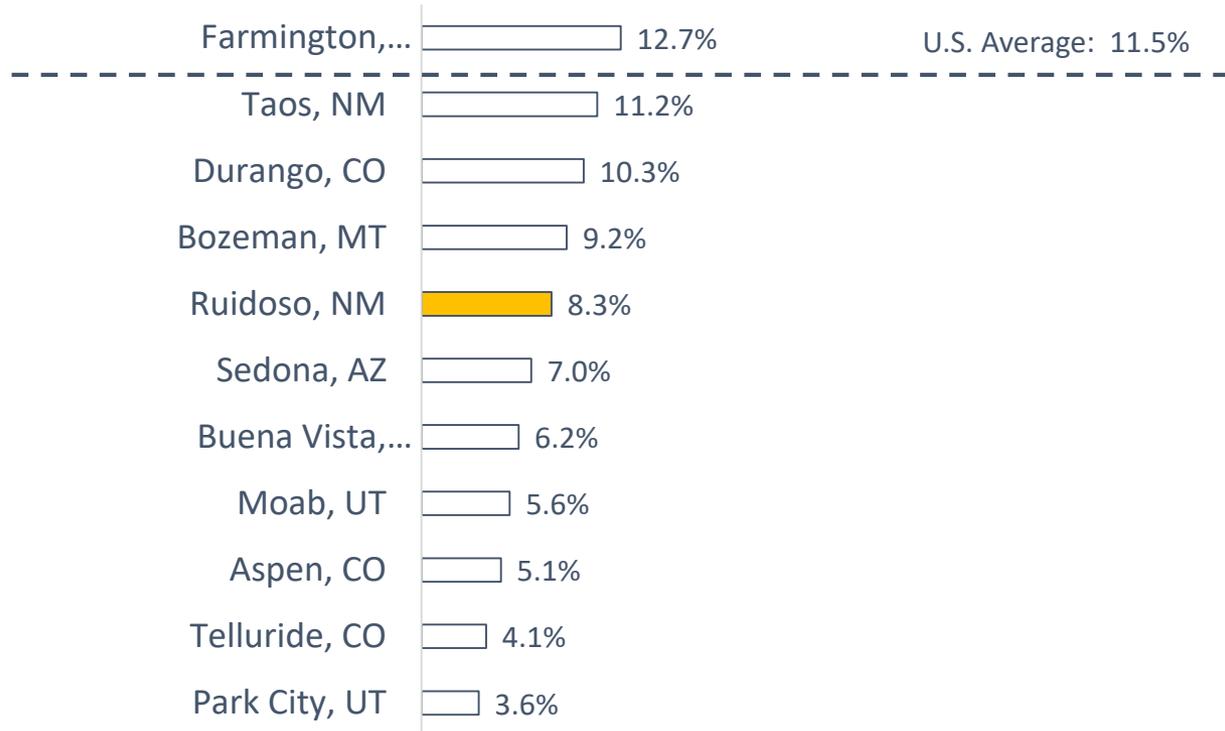
Educational Services (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

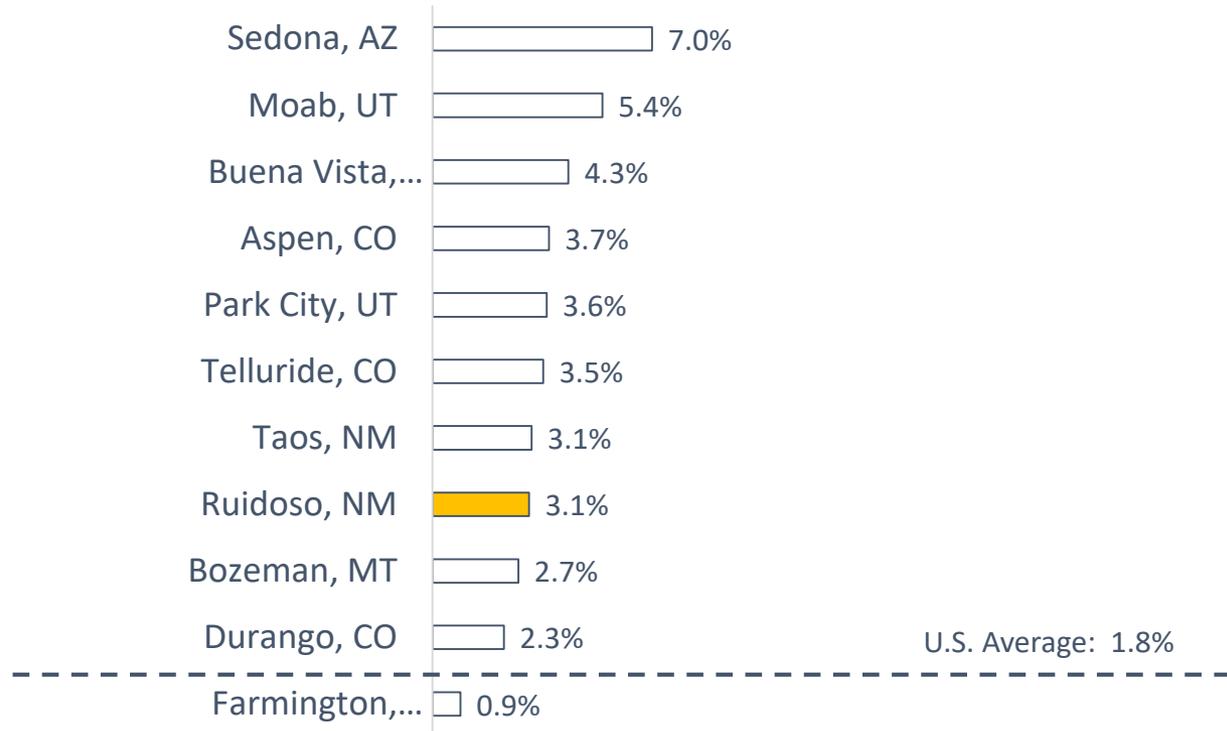
Health and Social Assistance (% of Businesses), 2016



Source: U.S. County Business Patterns 2016

BUSINESS ESTABLISHMENTS

Arts, Entertainment, and Recreation (% of Businesses), 2016

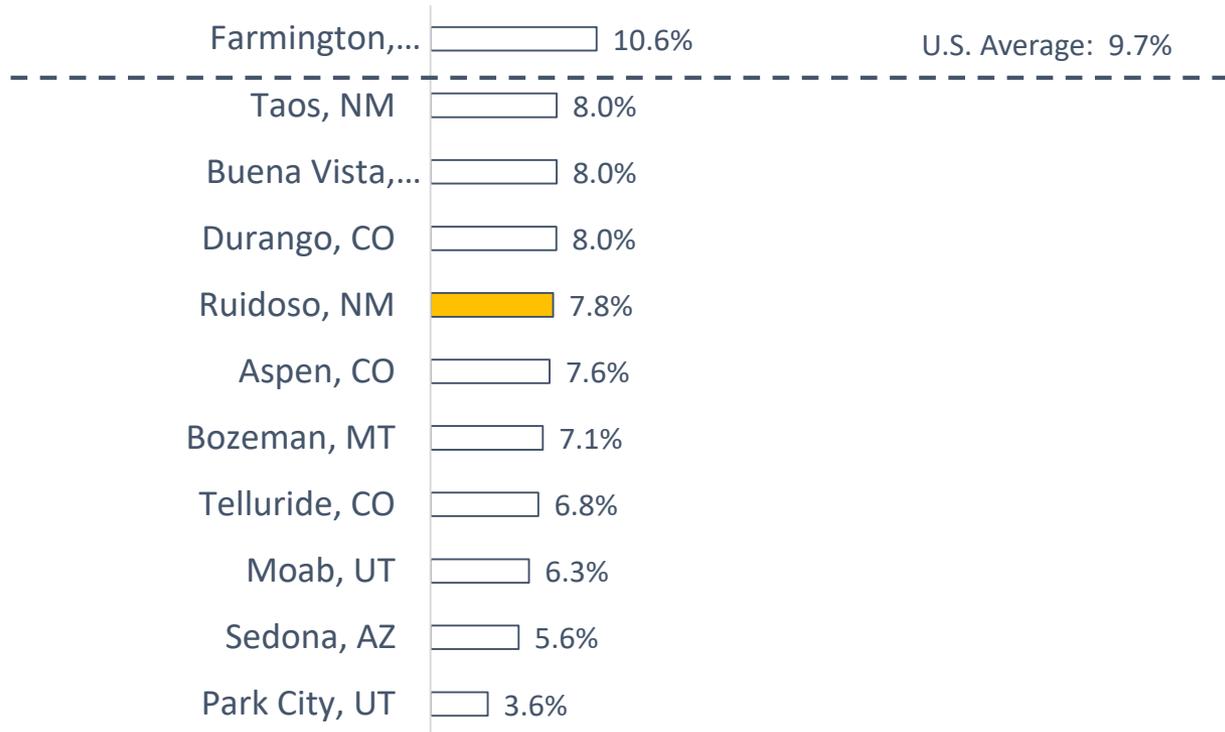


Source: U.S. County Business Patterns 2016

B

BUSINESS ESTABLISHMENTS

**Other Services
(% of Businesses), 2016**



Source: U.S. County Business Patterns 2016



RESIDENTS BY OCCUPATIONS

TAKEAWAYS

Service Sector

Six in ten Ruidoso workers (58.3%) have skills associated with the service sector – a share that ranks first among the benchmark cities and above the U.S. average (41.5%). Ruidoso’s service sector has increased 1.4% since 2013.

Creative Class

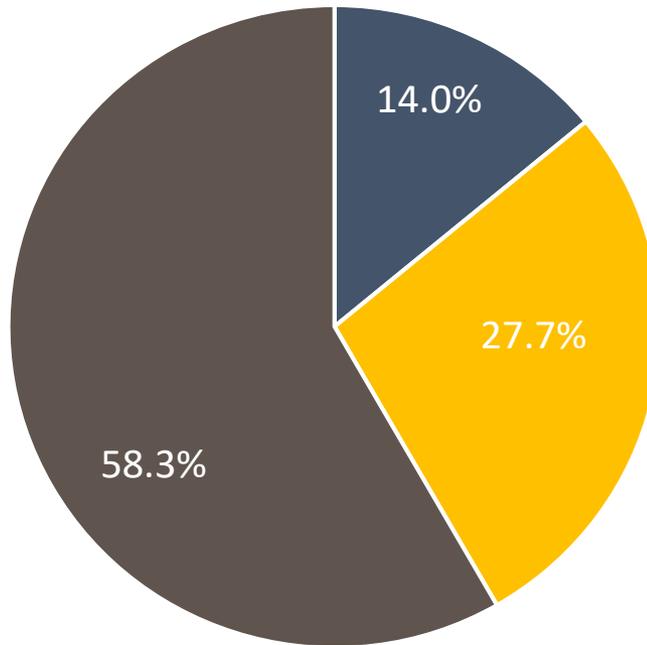
Ruidoso’s creative class (27.7%) – workers with skills in technology, arts/ culture, professional services, and education – ranks 10th among the benchmark cities. The creative class in Ruidoso has declined 29.2% since 2013, as the U.S. has experienced a 9.8% increase in this segment of the workforce.

Working Sector

Approximately 420 Ruidoso residents make up the city’s working sector (14%) – skills associated production/ manufacturing, transportation, and maintenance.

OCCUPATIONS

Residents by Occupational Class, 2017

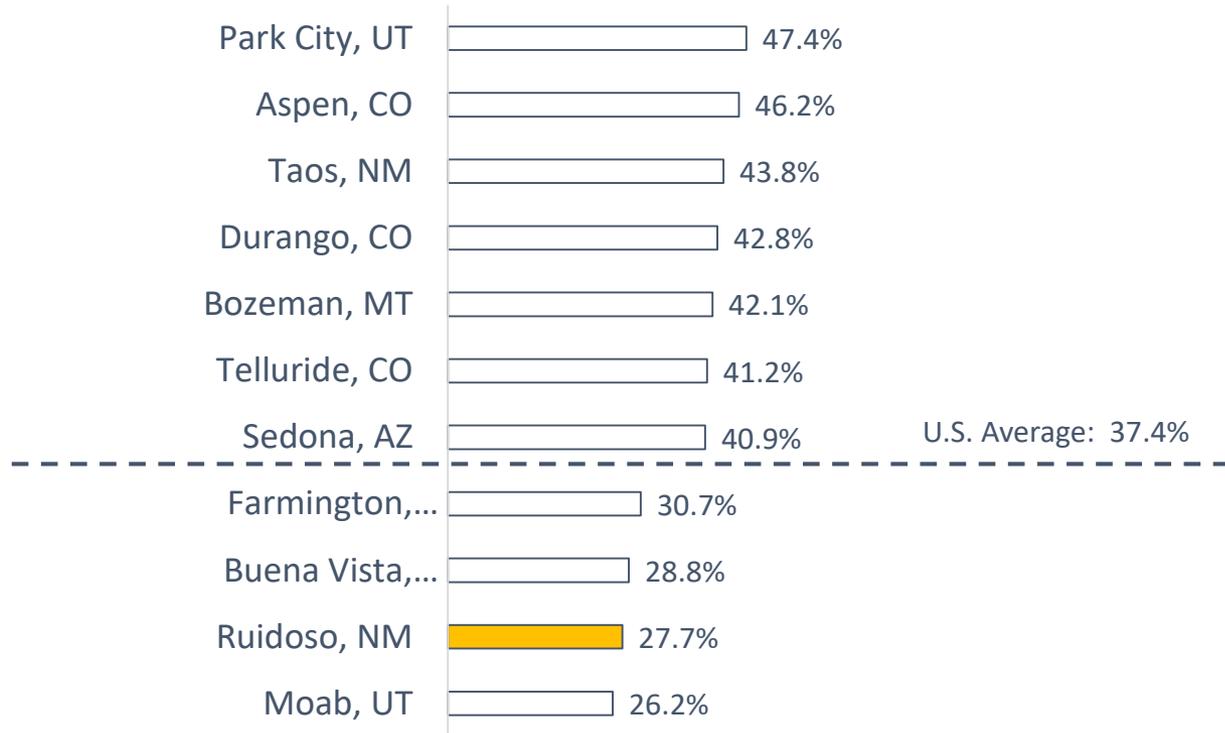


■ Working Class ■ Creative Class ■ Service Class

Source: U.S. Census American Community Survey
2017

OCCUPATIONS

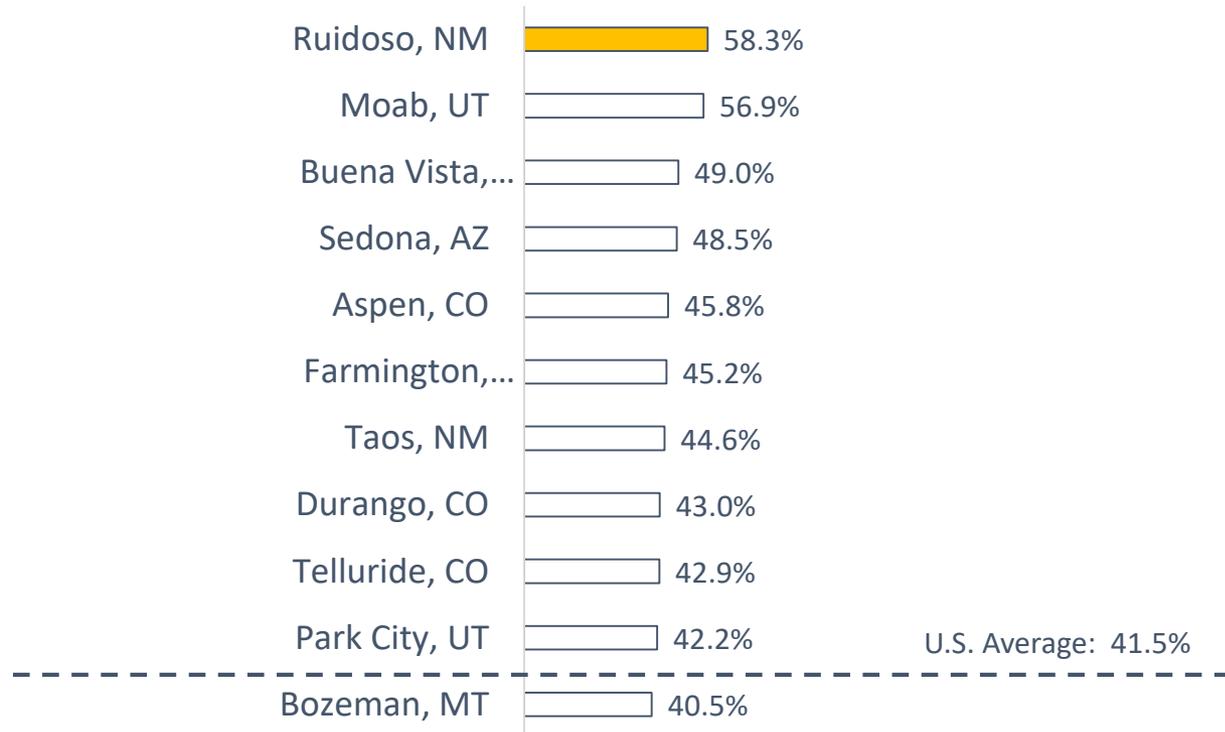
Knowledge Sector, 2017



Source: U.S. Census American Community Survey 2017

OCCUPATIONS

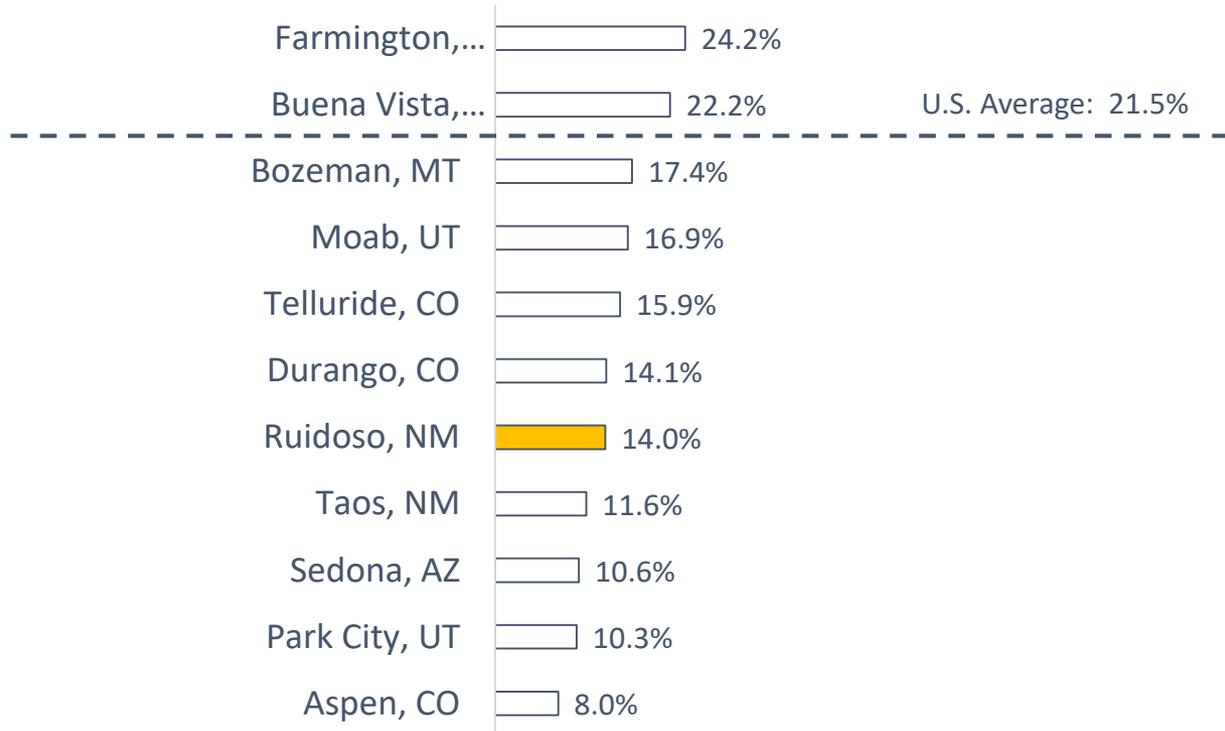
Service Sector, 2017



Source: U.S. Census American Community Survey 2017

OCCUPATIONS

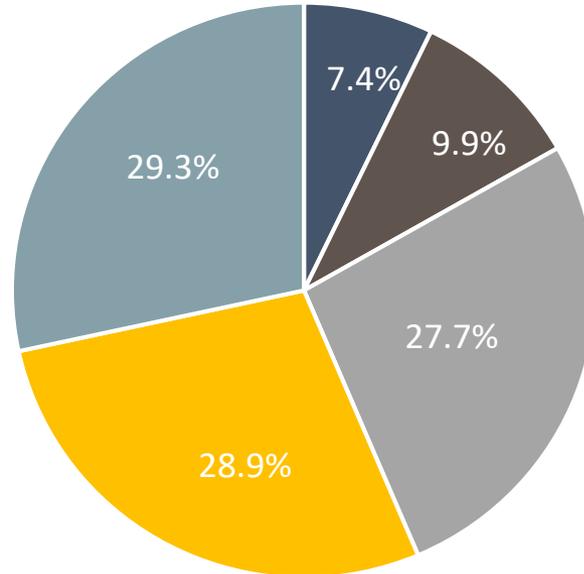
Working Sector, 2017



Source: U.S. Census American Community Survey 2017

OCCUPATIONS

Residents by Occupation, 2017

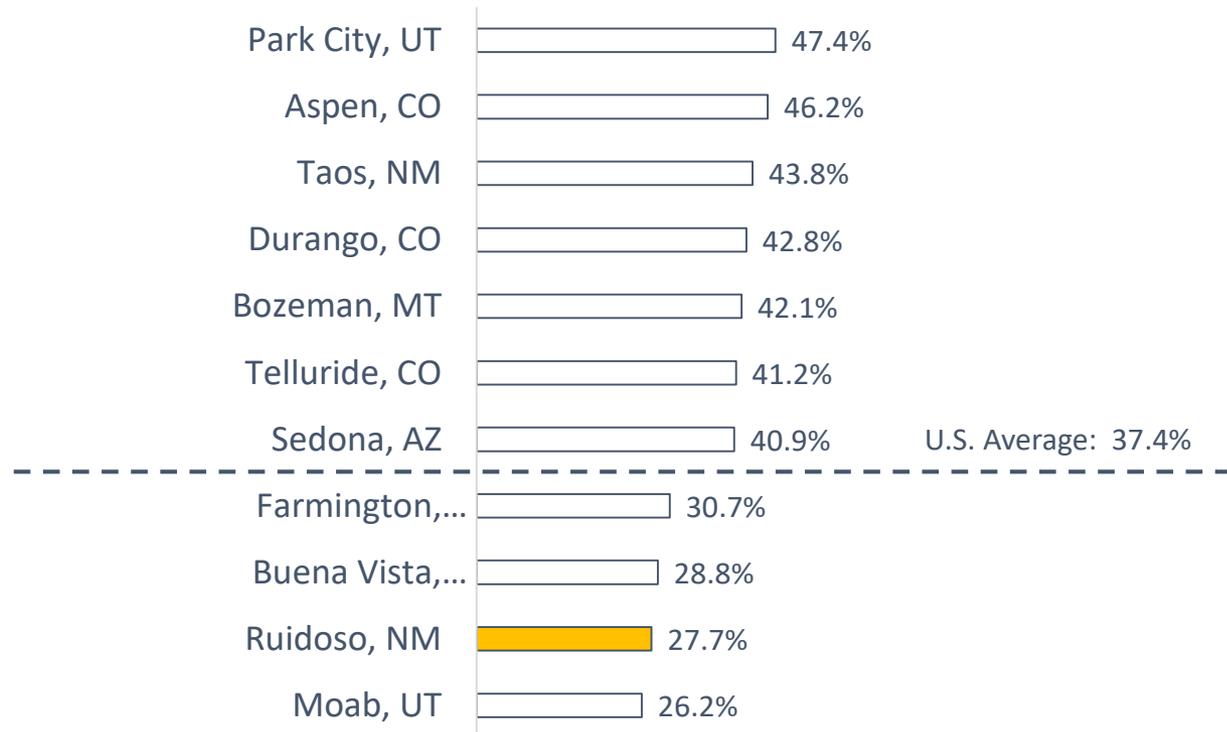


- Natural Resources, Construction, and Maintenance
- Production, Transportation, and Material Moving
- Management, Business, Science, and Arts
- Sales and Office
- Service

Source: U.S. Census American Community Survey
2017

OCCUPATIONS

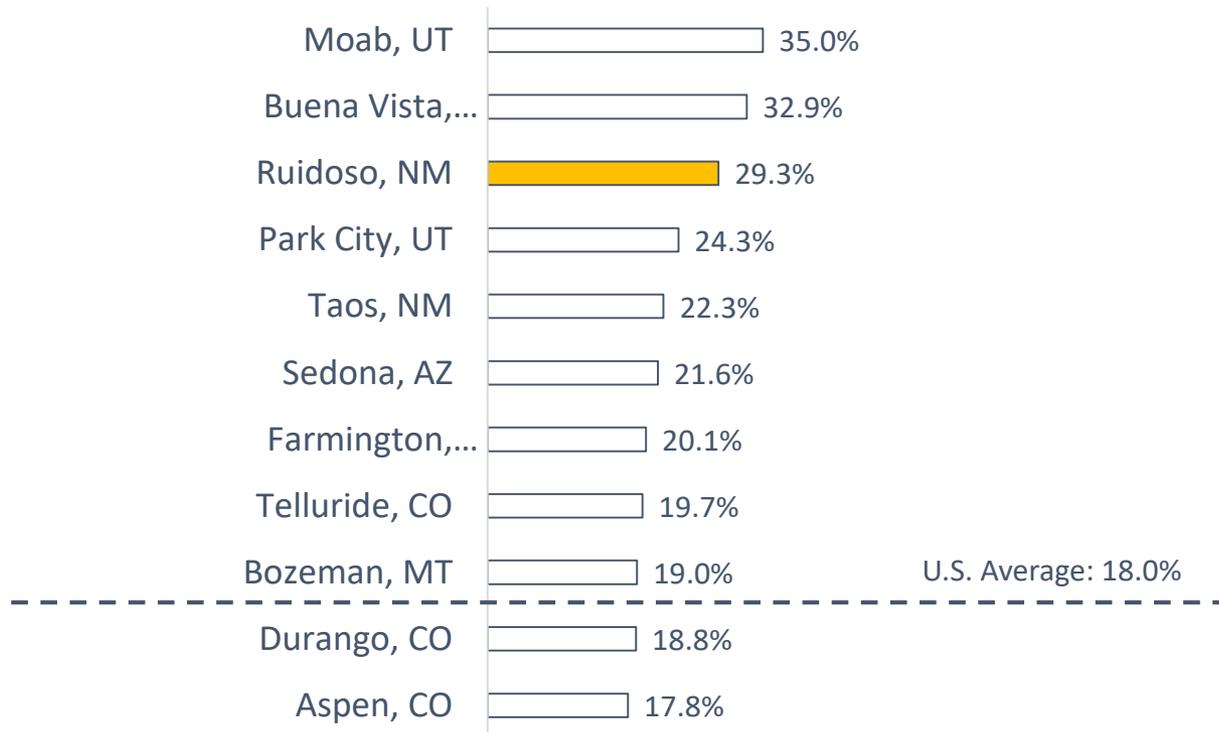
Management, Business, Science and Arts (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

OCCUPATIONS

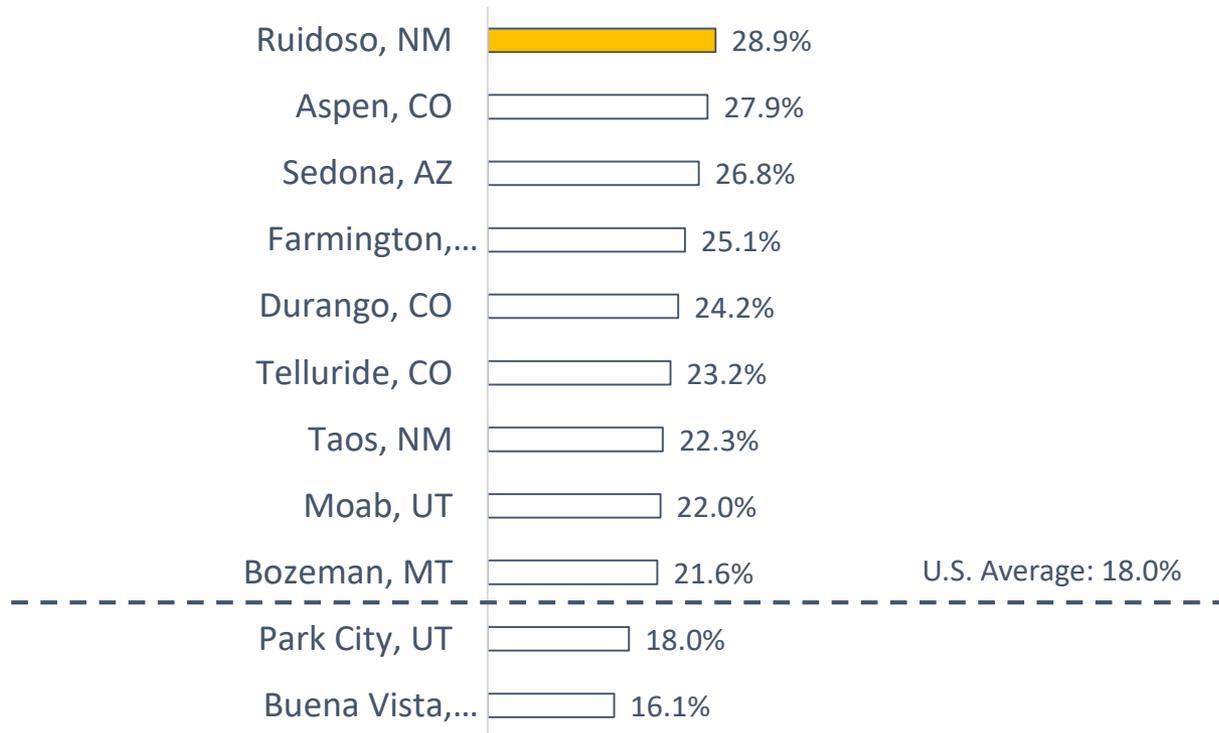
Service (% of Residents), 2017



Source: U.S. Census American Community Survey 2017

OCCUPATIONS

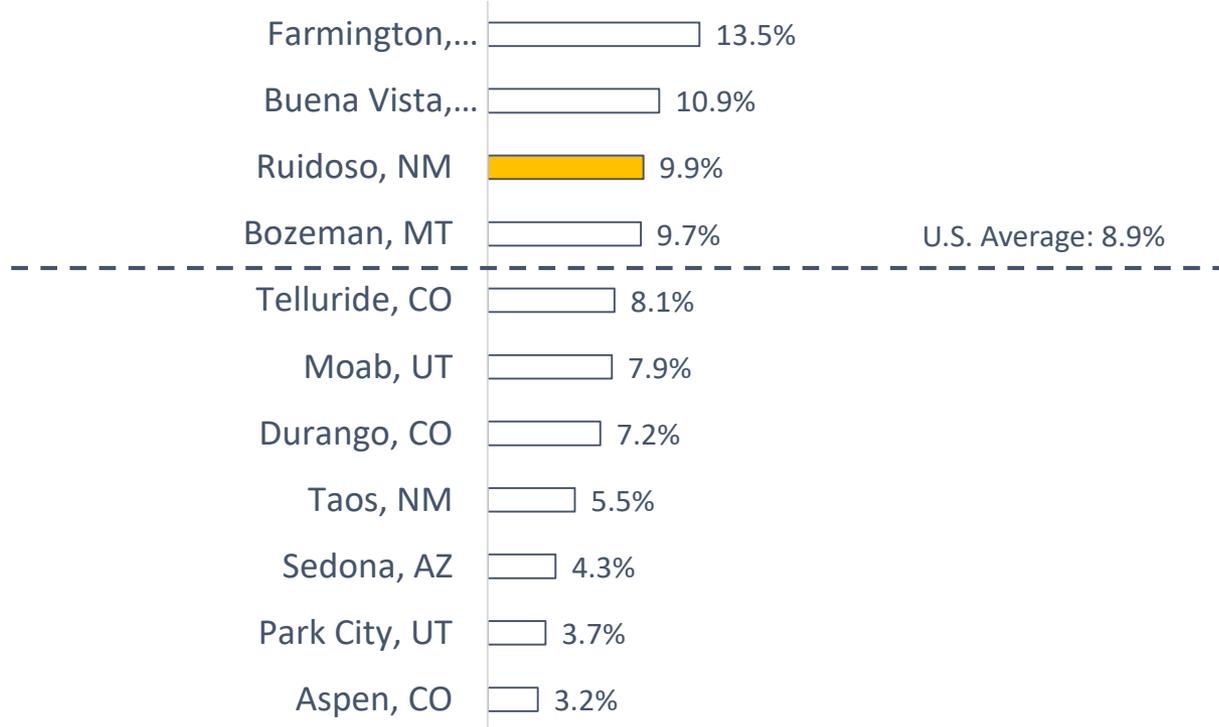
**Sales and Office
(% of Residents), 2017**



Source: U.S. Census American Community Survey
2017

OCCUPATIONS

Natural Resources, Construction and Maintenance (% of Residents), 2017

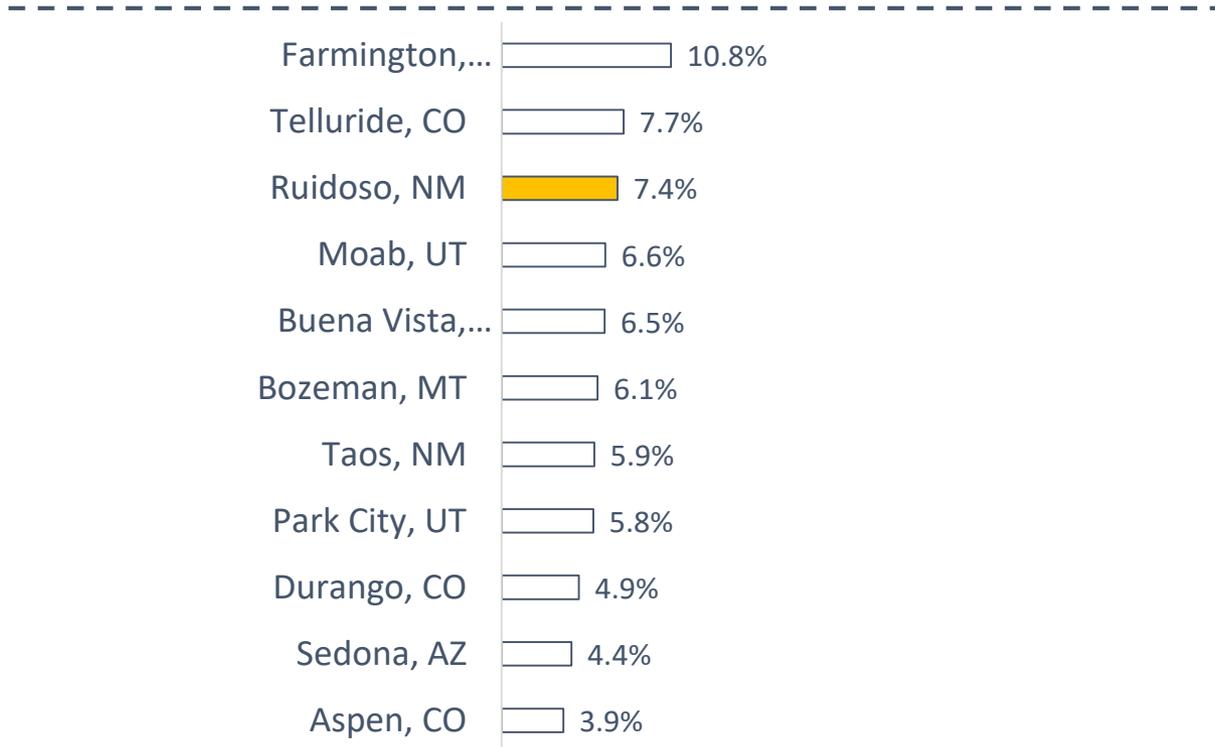


Source: U.S. Census American Community Survey
2017

OCCUPATIONS

Production, Transportation and Moving (% of Residents), 2017

U.S. Average: 11.3%

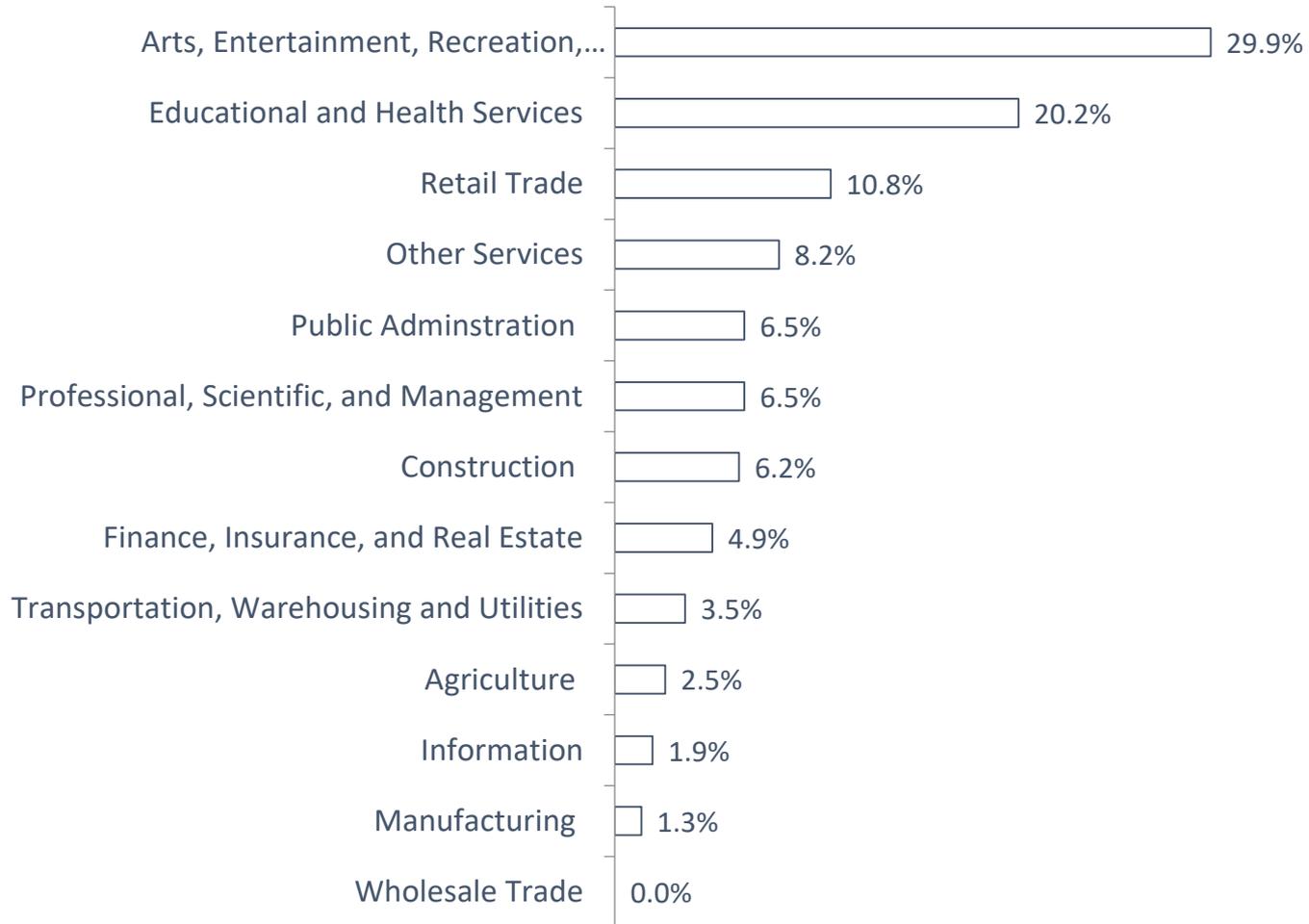


Source: U.S. Census American Community Survey
2017



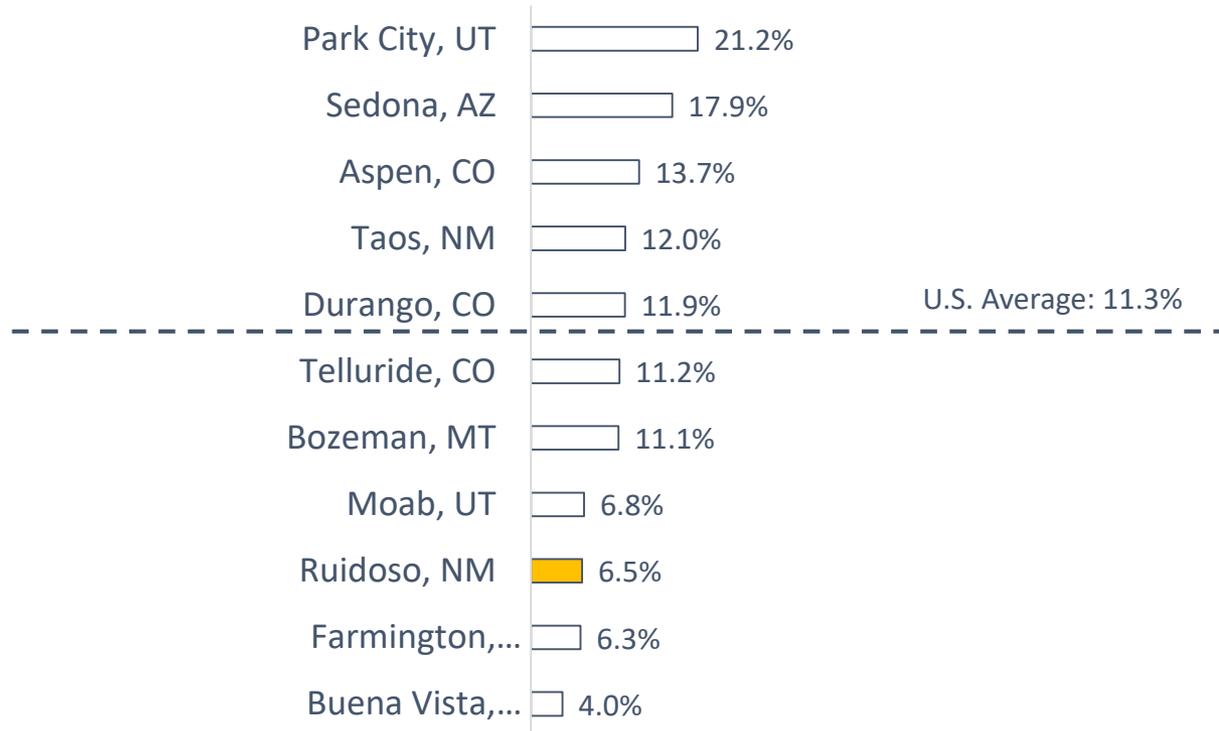
RESIDENTS BY INDUSTRY

Residents by Industry, 2017



Source: U.S. Census American Community Survey 2017

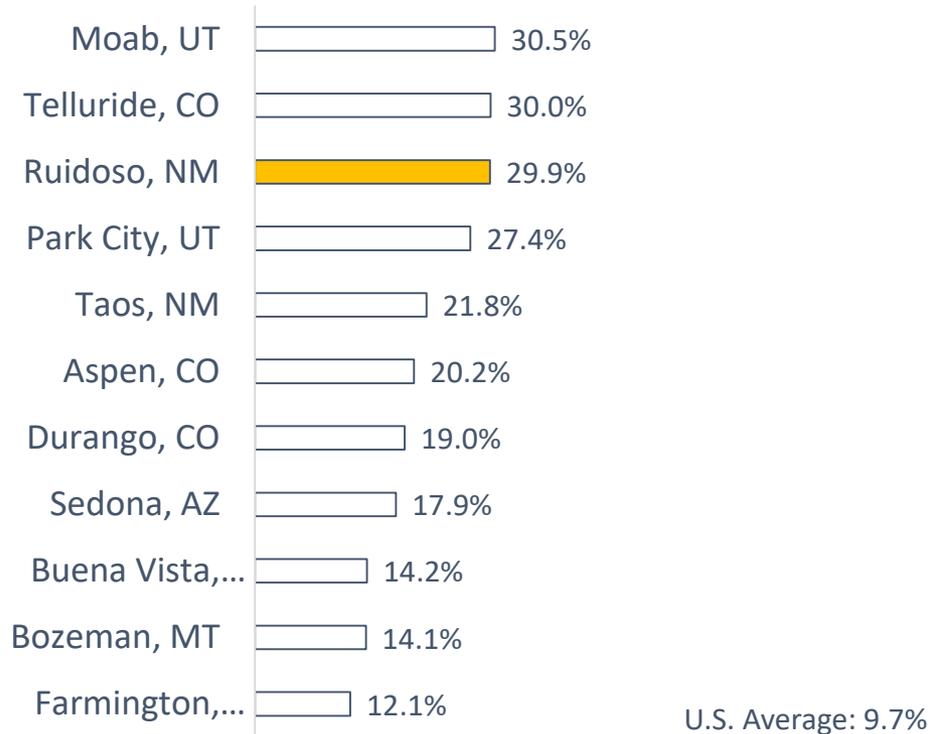
Professional, Scientific, and Management (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

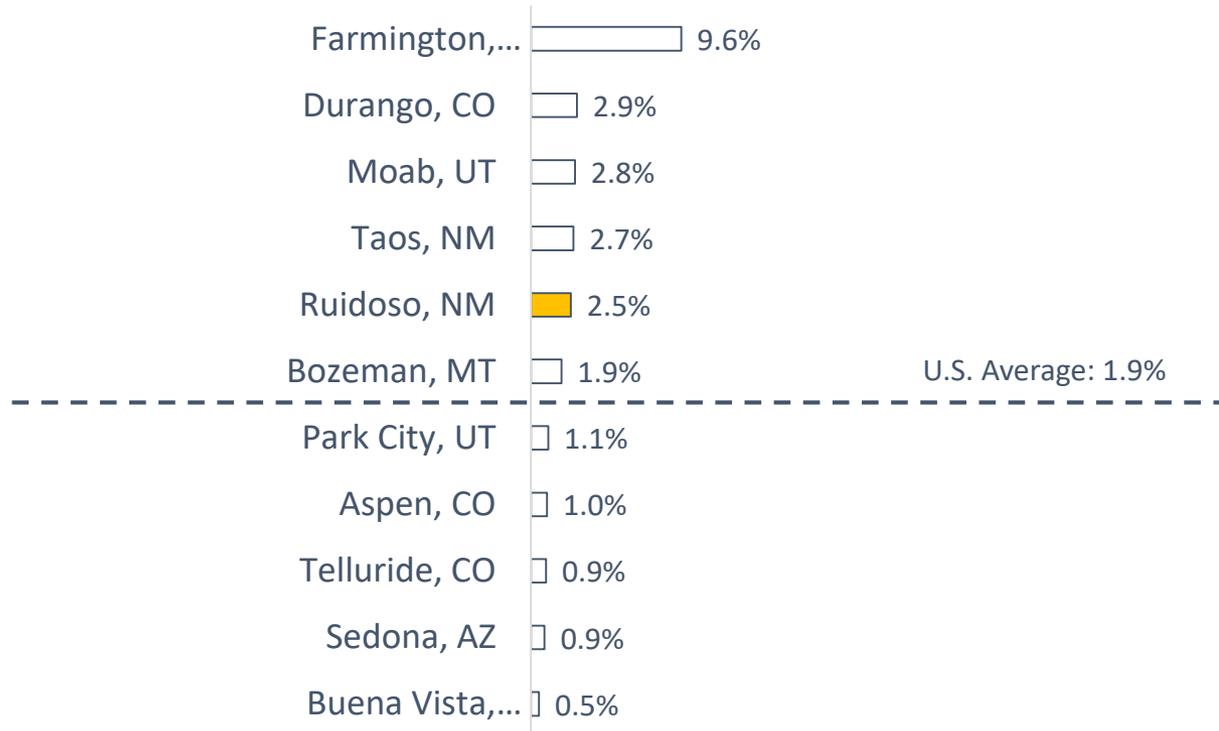
Arts, Entertainment, Recreation, Accommodation, and Food Service (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

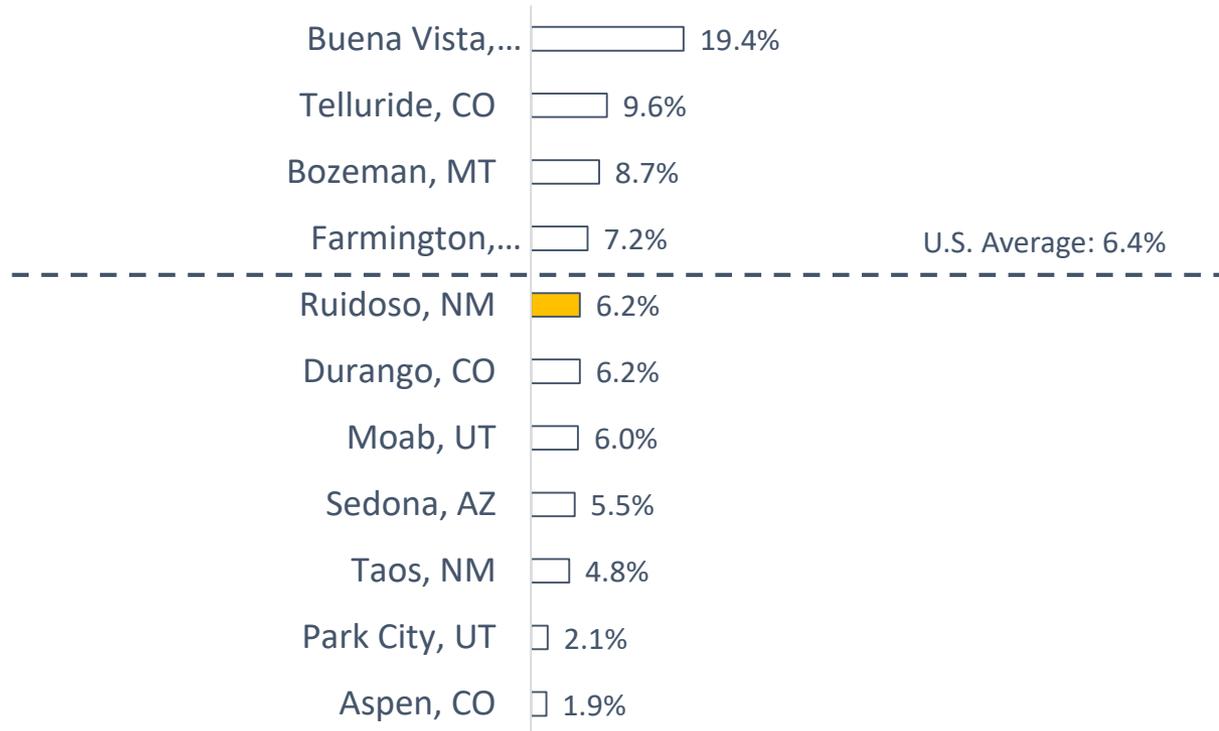
Agriculture (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

Construction (% of Residents), 2017

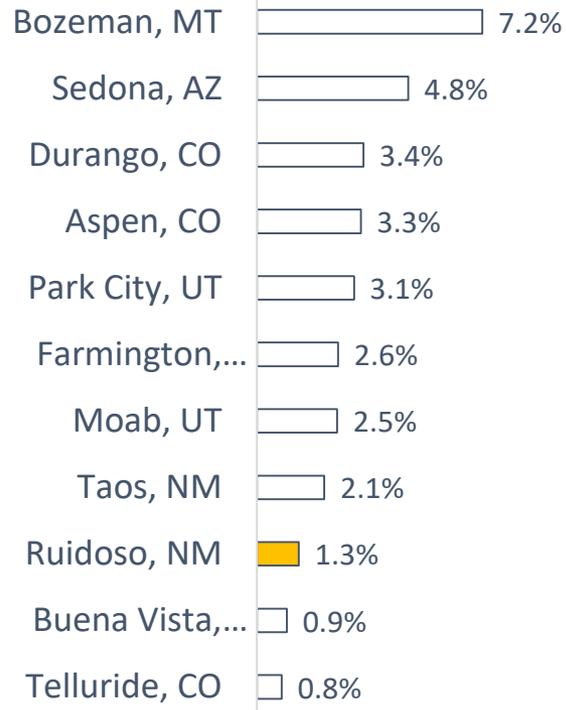


Source: U.S. Census American Community Survey
2017

INDUSTRY

Manufacturing (% of Residents), 2017

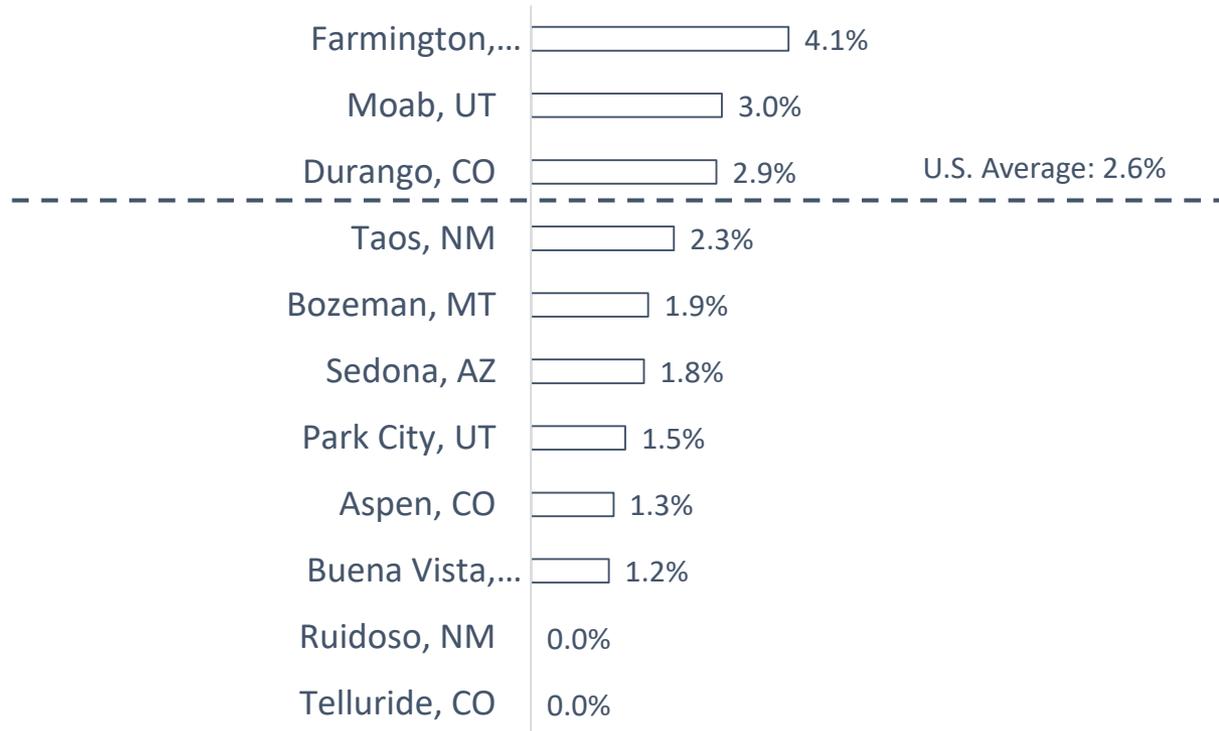
U.S. Average: 10.3%



Source: U.S. Census American Community Survey
2017

INDUSTRY

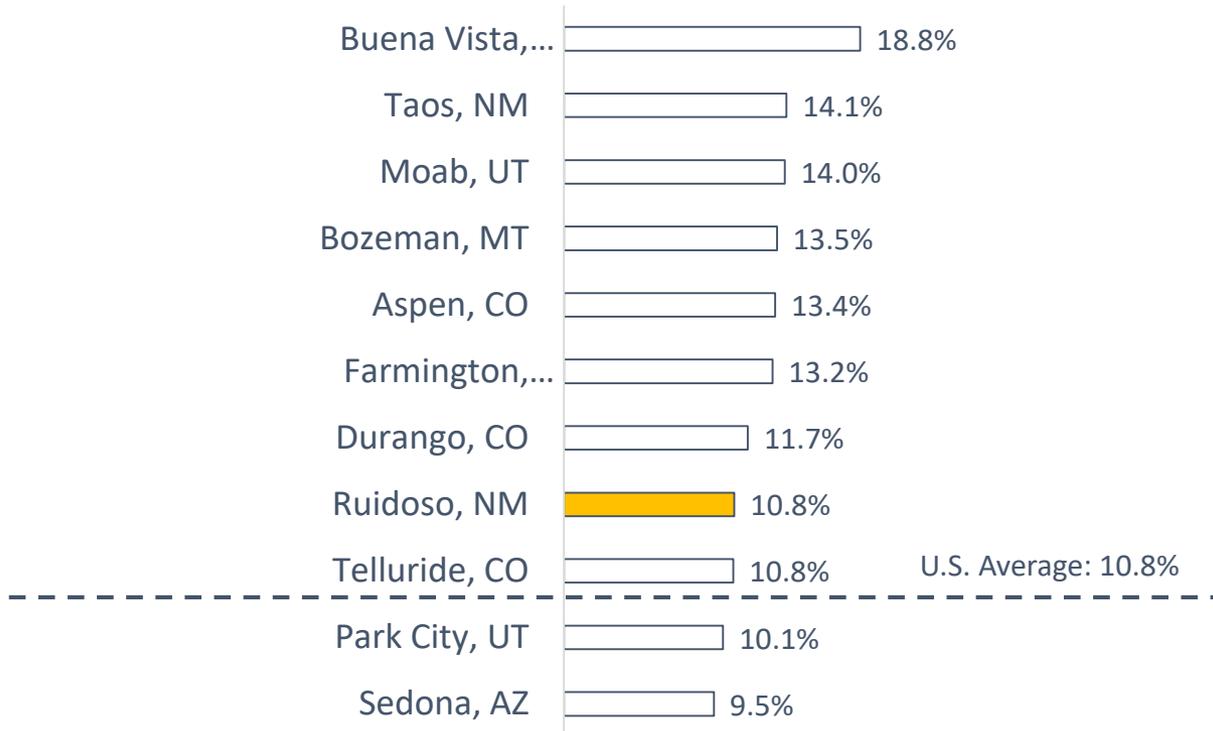
Wholesale Trade (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

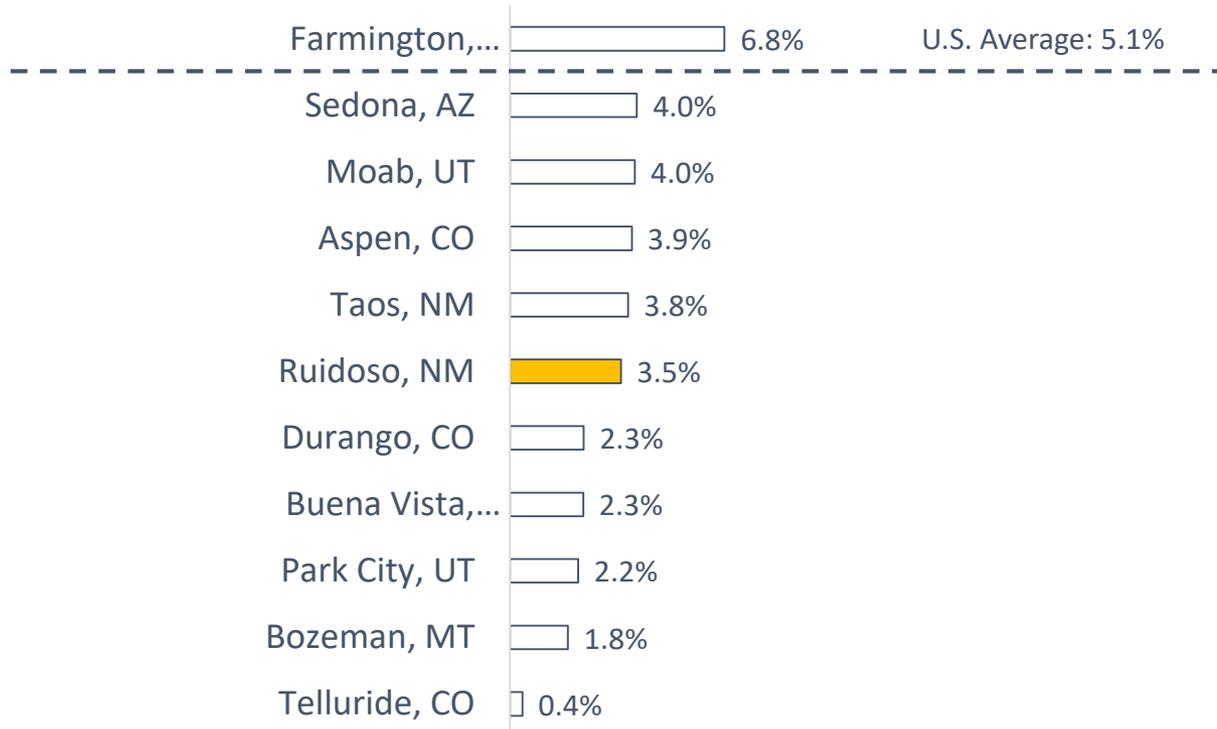
Retail Trade (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

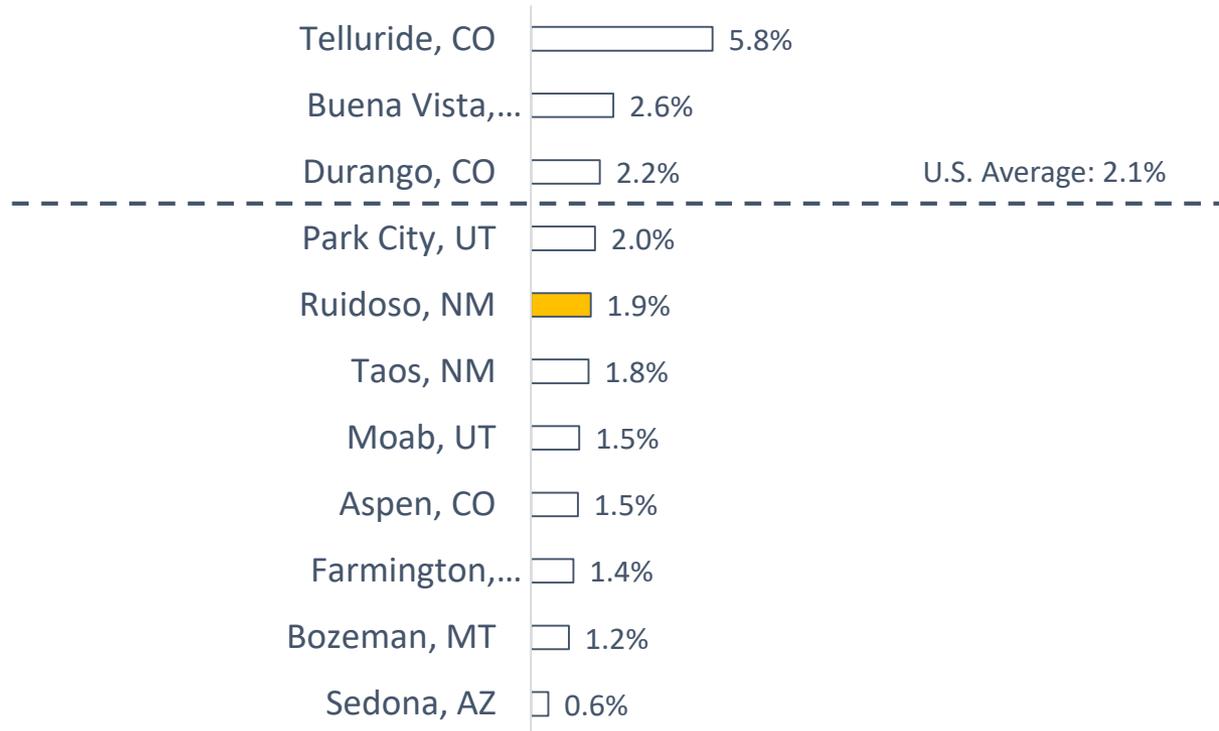
Transportation, Warehousing, and Utilities (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

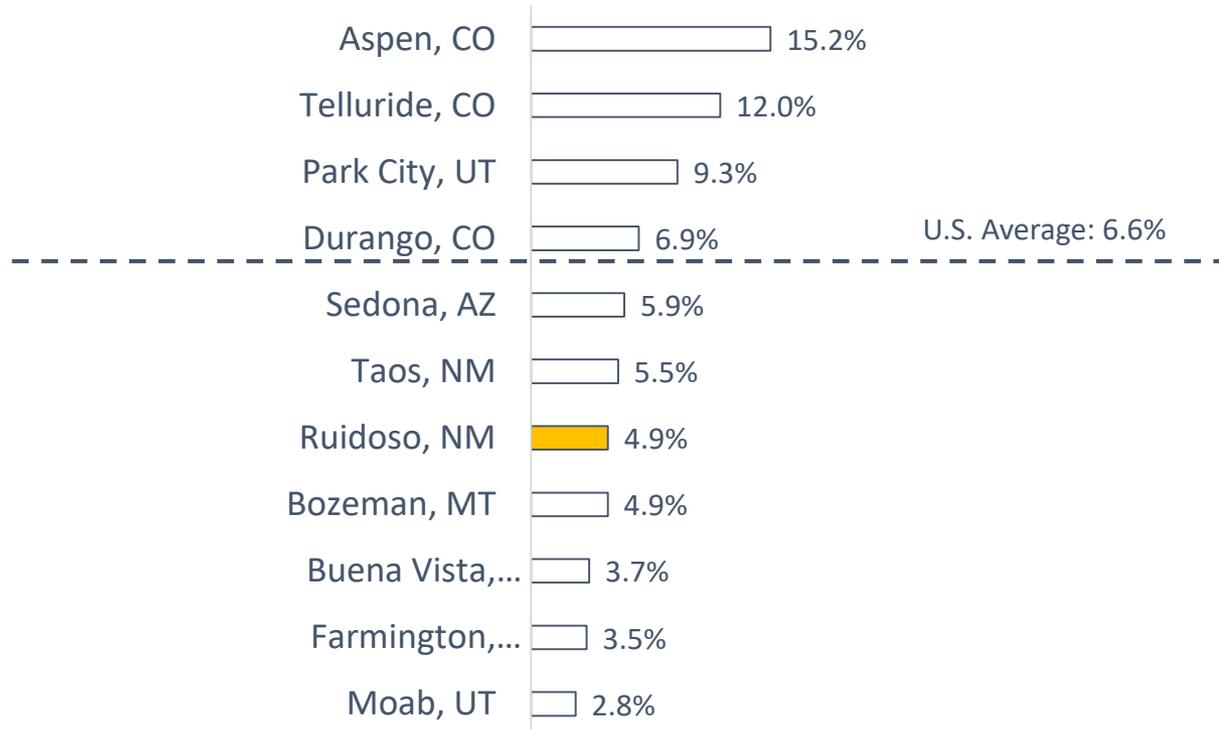
**Information
(% of Residents), 2017**



Source: U.S. Census American Community Survey
2017

INDUSTRY

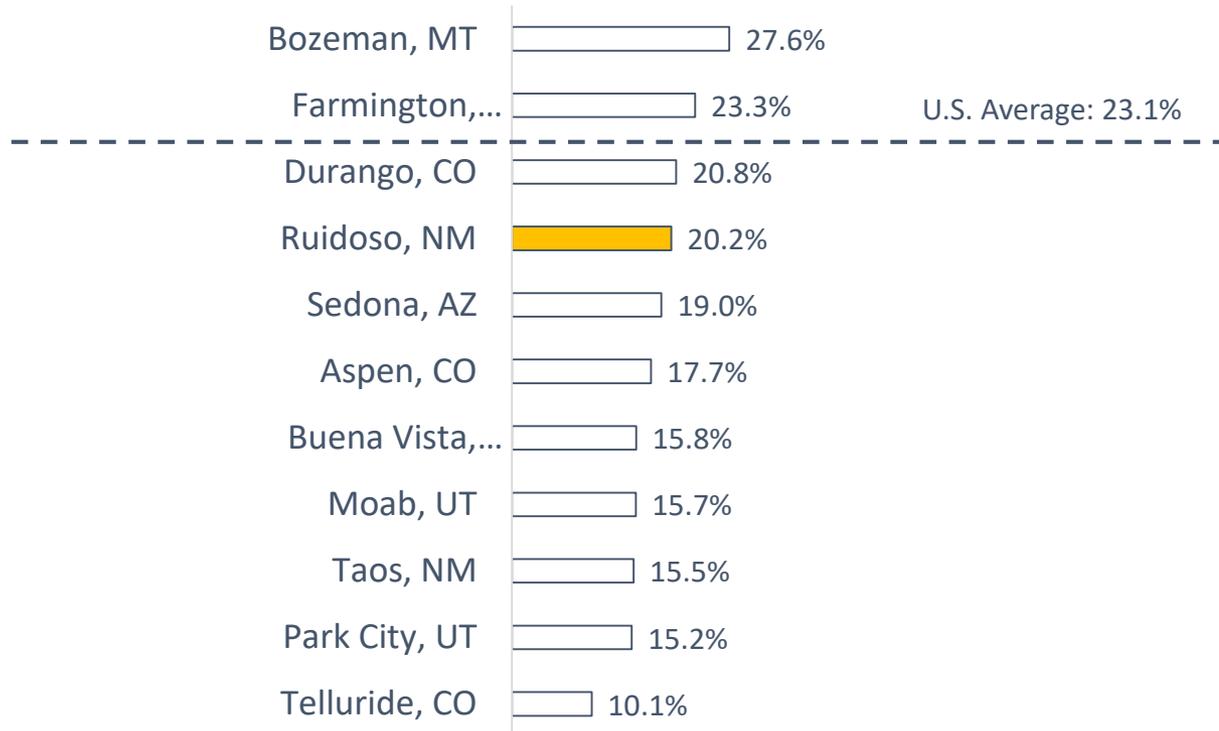
Finance, Insurance, and Real Estate (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

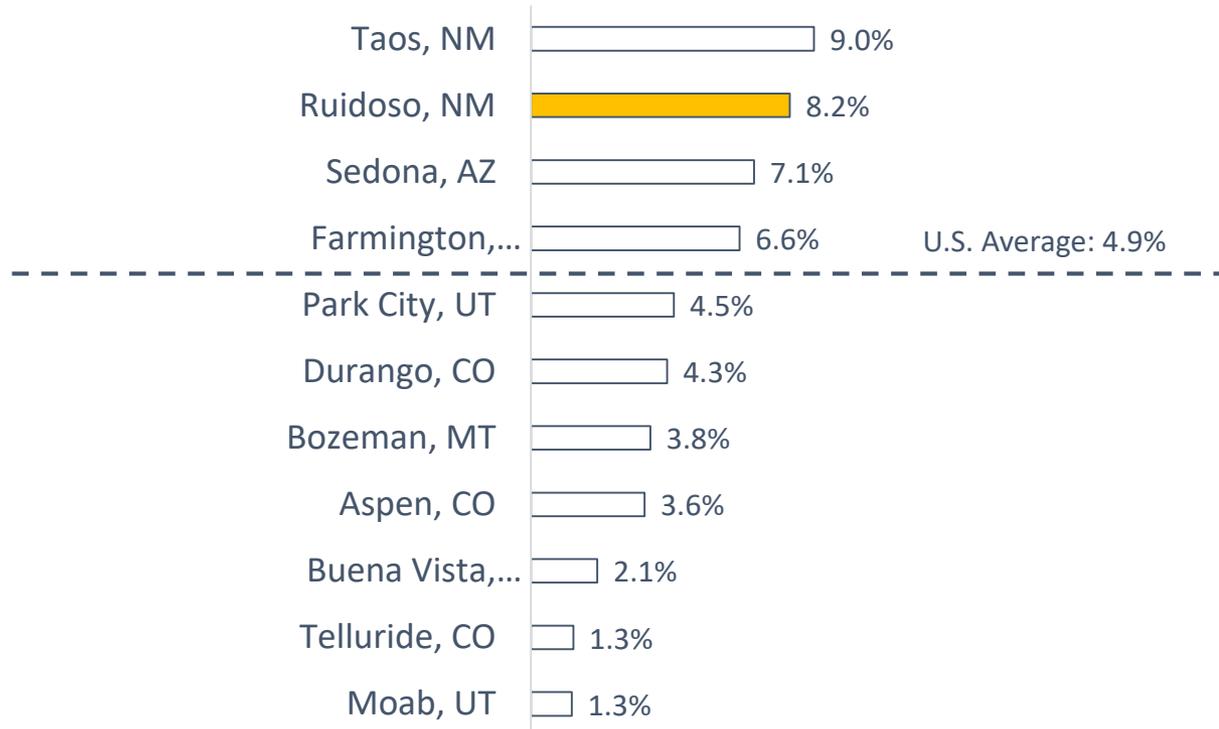
Educational and Health Services (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

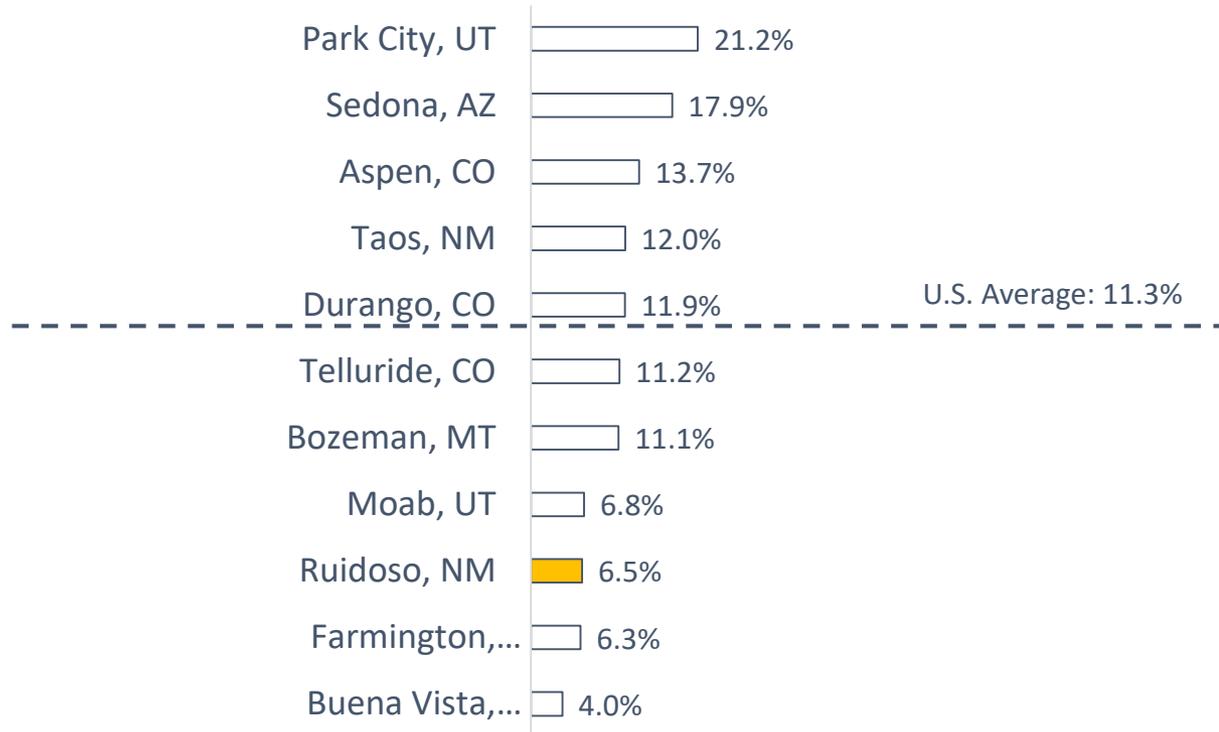
Other Services (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

INDUSTRY

Public Administration (% of Residents), 2017



Source: U.S. Census American Community Survey
2017

TAKEAWAYS

Workforce Decline

Ruidoso's employment base, among its residents, has decreased by 14% since 2013 to 3,003 workers.

Service, Hospitality, and Retail

Four in ten Ruidoso residents are employed by the arts, entertainment, recreation, accommodation and retail sector, accounting for approximately 1,400 residents. Each of these sectors has experienced a decline in employment since 2013.

Med and Eds

Ruidoso's health and educational sector employees 20% of Ruidoso's residents – an estimated 608 workers and a 22.8% decline from 2013.

Other Services

Other Services, defined as repair/ maintenance, personal laundry, civic organizations, and private households, is Ruidoso's fourth largest employment sector – 8.2% of the workforce (U.S. average 4.9%).



COMMUTING

TAKEAWAYS

Driving to Work

3 in 4 Ruidoso residents drive to work.

Highest Share of Carpooling

Approximately 15% of Ruidoso's residents carpool to work – the highest share among the benchmark cities and significantly above the national average (9.2%).

Working from Home

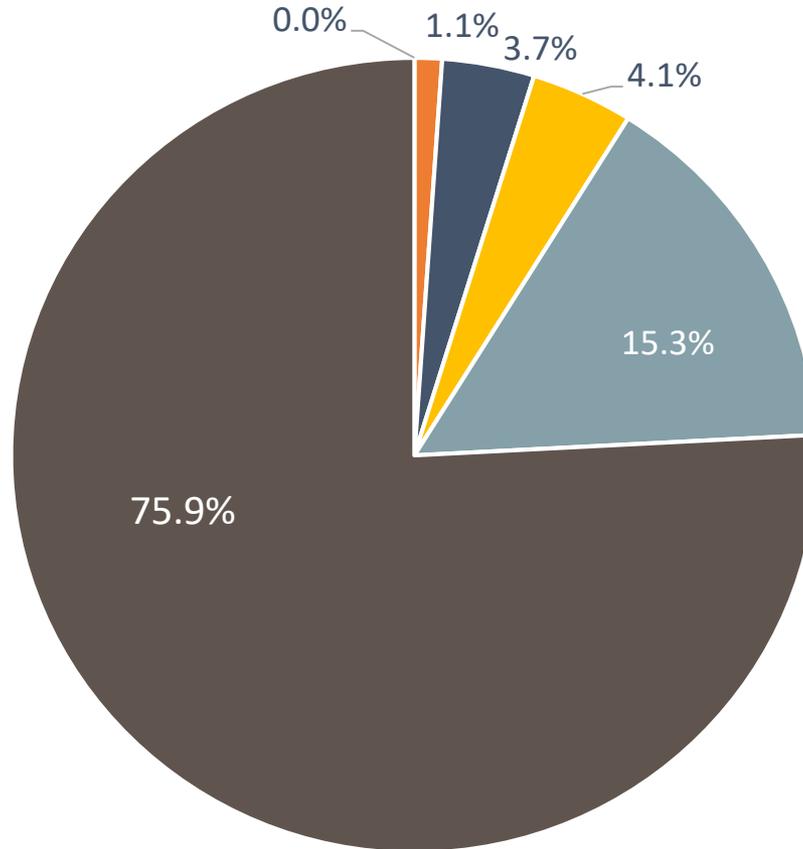
Four percent of Ruidoso's workforce works from home, consistent with the national average (4.7%).

Short Commute Time

Ruidoso's commute time is 16.6 minutes – 10 minutes shorter than the U.S. average.

COMMUTING

Means of Commuting (% of Workforce), 2017

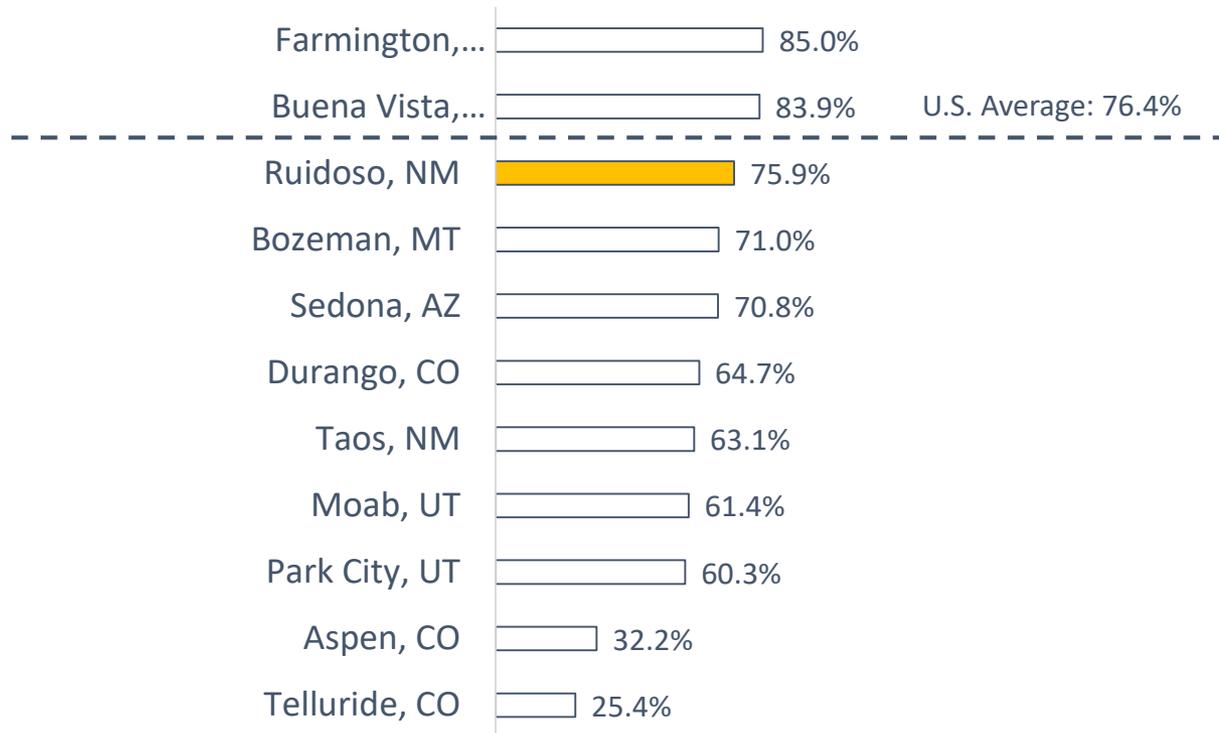


- Public Transit
- Other Means
- Walked to Work
- Worked at Home
- Carpooled
- Car/ Drove Alone

Source: U.S. Census American Community Survey
2017

COMMUTING

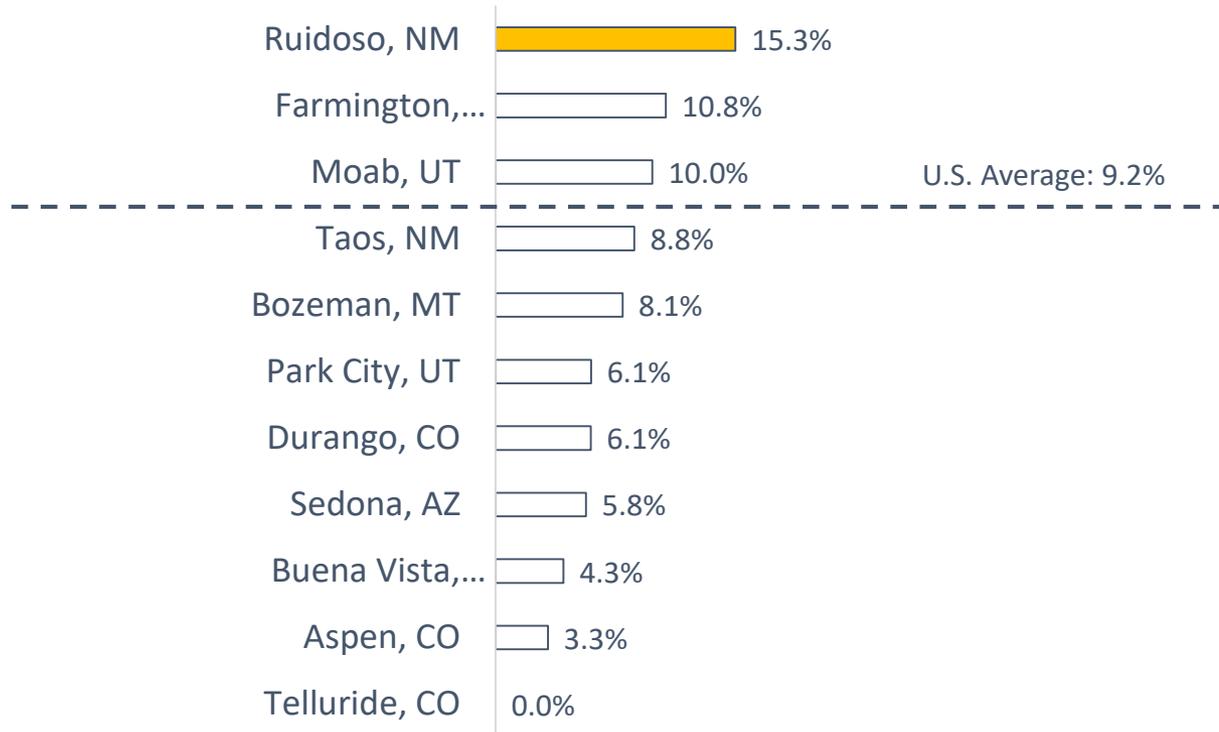
**Car/ Drove Alone
(% of Workforce), 2017**



Source: U.S. Census American Community Survey 2017

COMMUTING

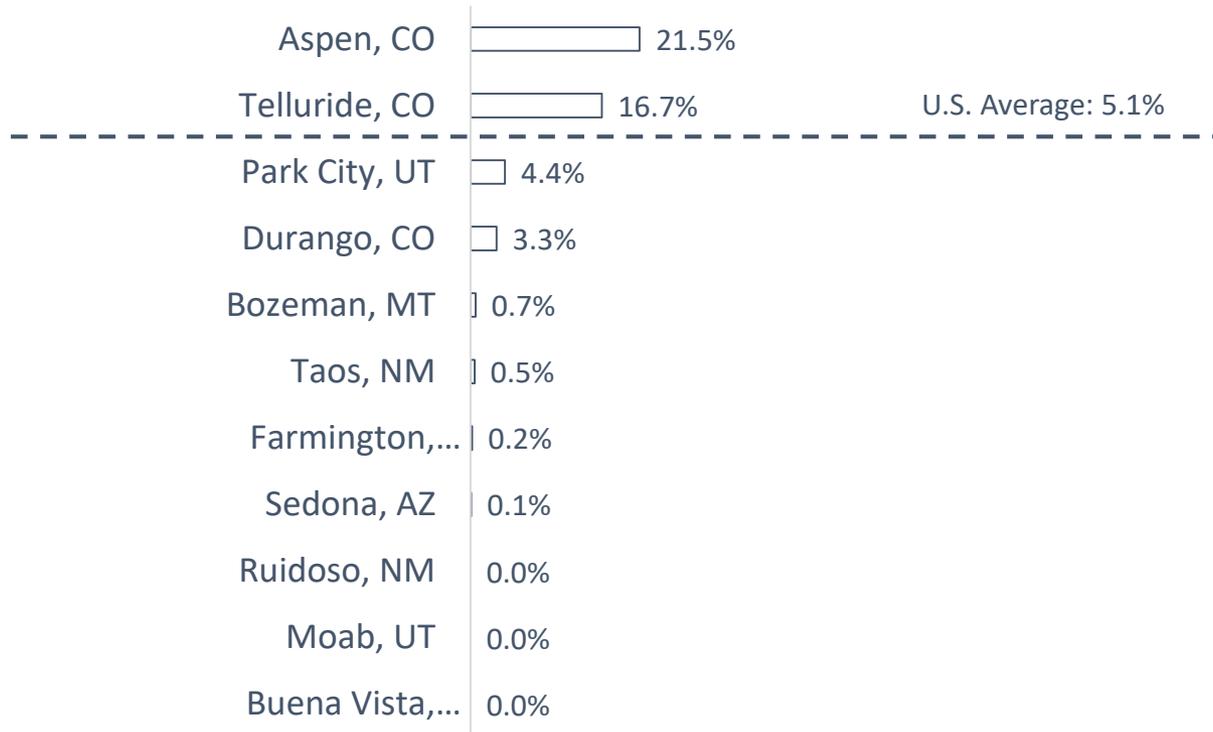
Carpooled (% of Workforce), 2017



Source: U.S. Census American Community Survey
2017

COMMUTING

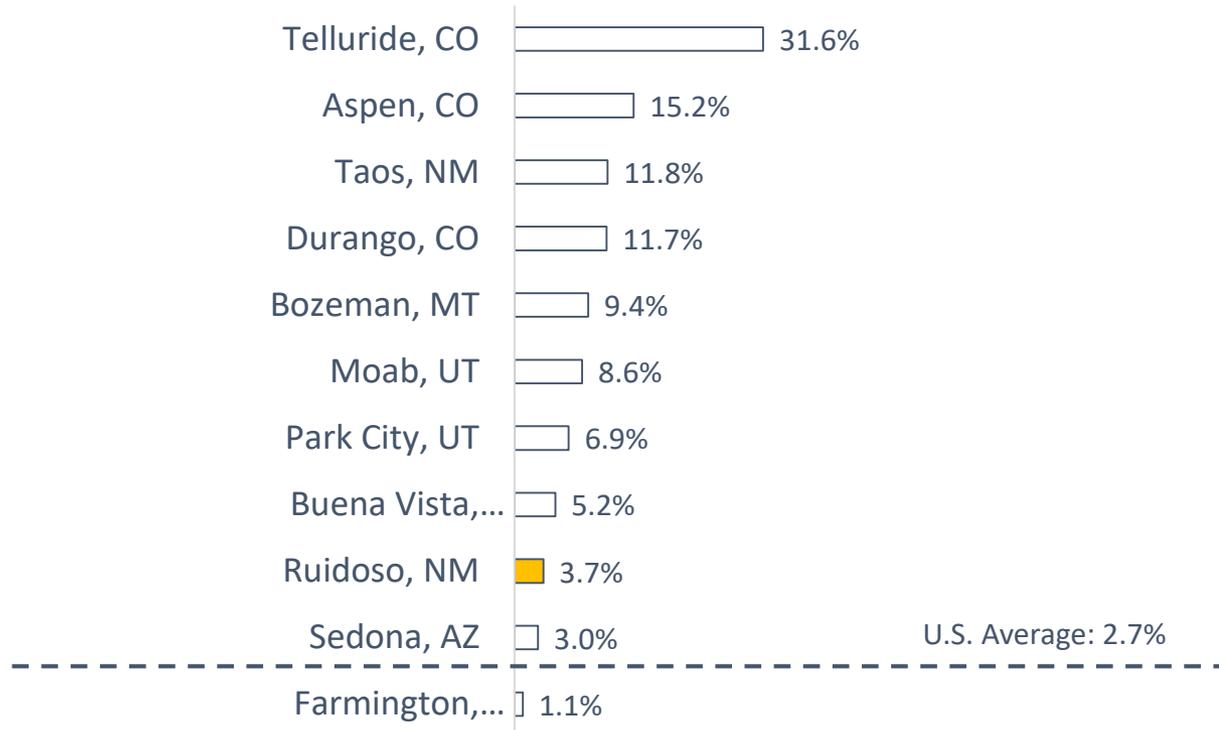
Public Transit (% of Workforce), 2017



Source: U.S. Census American Community Survey
2017

COMMUTING

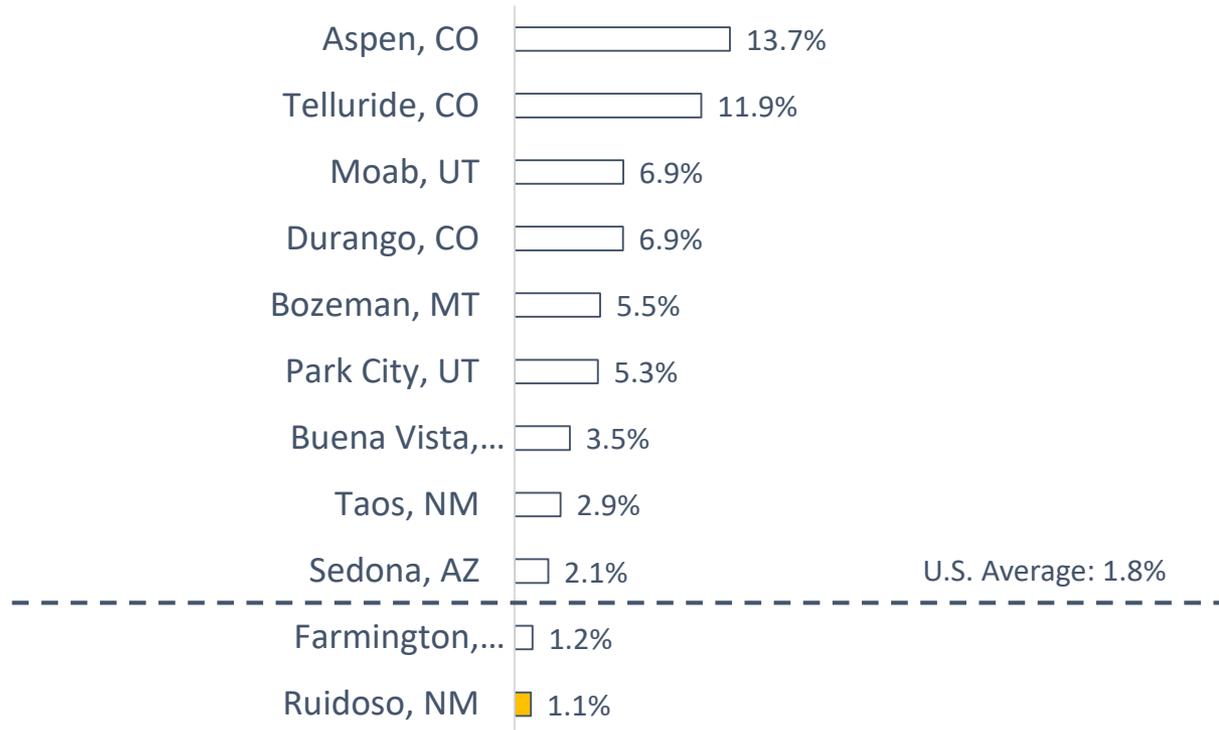
Walked to Work (% of Workforce), 2017



Source: U.S. Census American Community Survey
2017

COMMUTING

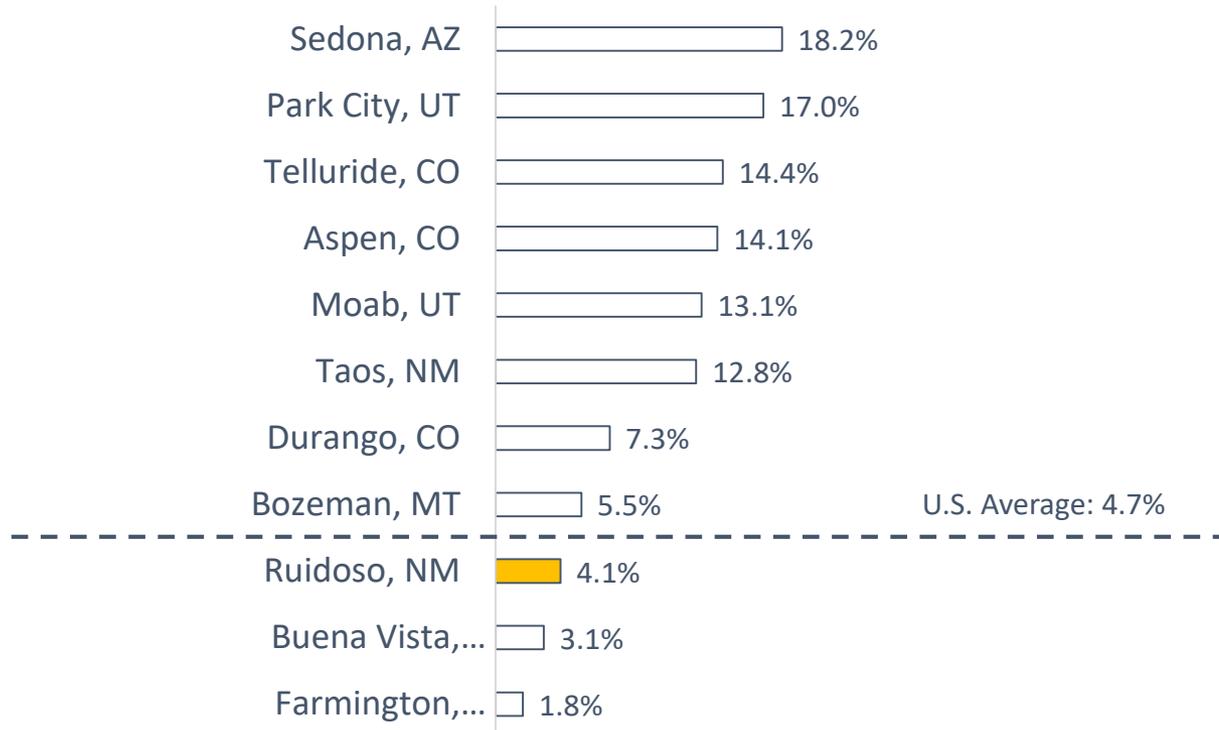
Other Means (% of Workforce), 2017



Source: U.S. Census American Community Survey
2017

COMMUTING

Worked from Home (% of Workforce), 2017

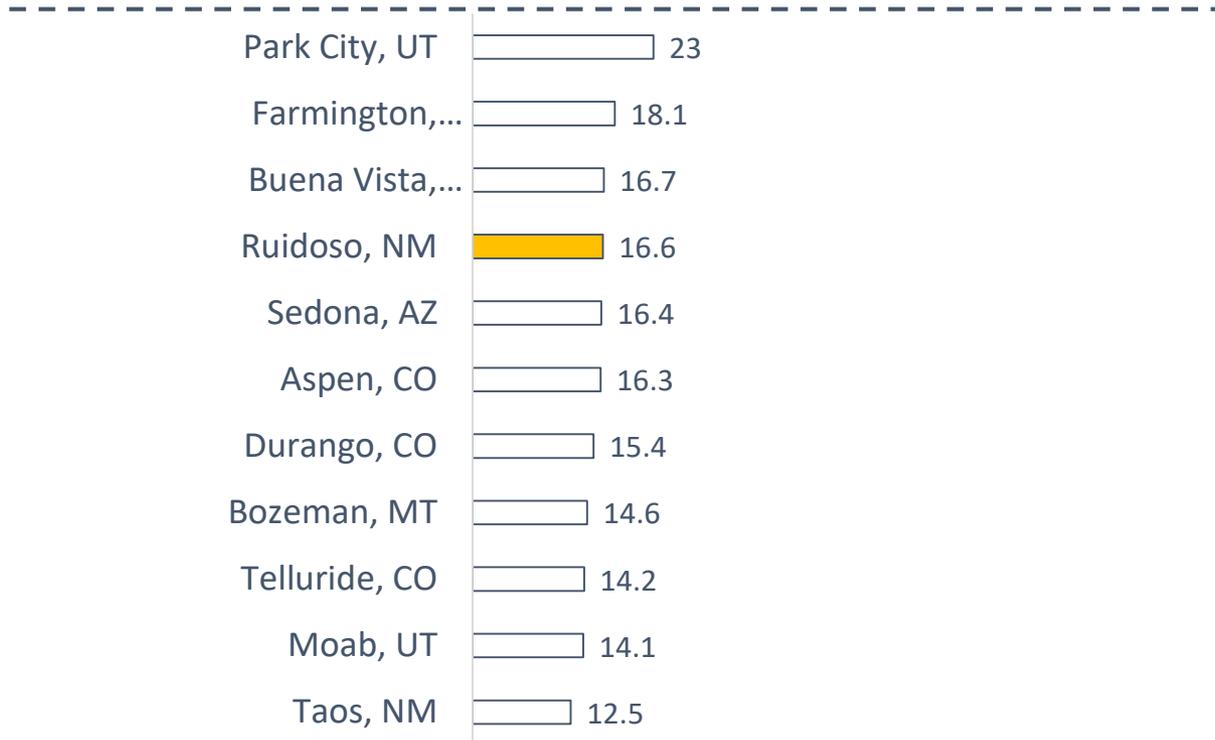


Source: U.S. Census American Community Survey
2017

COMMUTING

Average Commute Time (In Minutes), 2017

U.S. Average: 26.4



Source: U.S. Census American Community Survey
2017