

# **Demographic and Economic Data for Guadalupe County, New Mexico**

Facilitated by:

**National Center for Rural Health Works**  
Oklahoma State University  
Community Needs Assessment Template

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**Table 1**  
**Population and Percent Change for Guadalupe County Cities and Towns,**  
**Guadalupe County, and the State of New Mexico**

	Populations			% Change '90 to '00	% Change '00 to '10
	1990 Census	2000 Census	2010 Census		
Santa Rosa City	2,263	2,744	2,848	21.3%	3.8%
Vaughn Town	633	539	446	-14.8%	-17.3%
Anton Chico CDP*	NA	NA	188	NA	NA
Llano de Medio CDP*	NA	NA	188	NA	NA
Newkirk CDP*	NA	NA	7	NA	NA
Pastura CDP*	NA	NA	23	NA	NA
Puerto de Luna CDP*	NA	NA	141	NA	NA
Rural Area	<u>1,260</u>	<u>1,397</u>	<u>846</u>	10.9%	-39.4%
<b>Without the CDPs reported</b>					
Rural Area	<u>1,260</u>	<u>1,397</u>	<u>1,393</u>	10.9%	-0.3%
<b>Guadalupe County</b>	<b><u>4,156</u></b>	<b><u>4,680</u></b>	<b><u>4,687</u></b>	<b>12.6%</b>	<b>0.1%</b>
<b>State of New Mexico</b>	<b><u>1,515,069</u></b>	<b><u>1,819,046</u></b>	<b><u>2,059,179</u></b>	<b>20.1%</b>	<b>13.2%</b>

SOURCE: 2000 and 2010 Census populations, U.S. Census Bureau (www.census.gov [February 2012]).

NA = not available.

\* CDP - Census designated places

**Table 2**  
**Populations by Race and Hispanic Origin**  
**for Guadalupe County and the State of New Mexico**

	White	Black	Native American <sup>1</sup>	Other <sup>2</sup>	Two or More Races <sup>3</sup>	Total	Hispanic Origin <sup>4</sup>
<b>2000 Census</b>							
Santa Rosa City	1,577	60	48	934	125	2,744	2,227
Vaughn Town	284	0	2	237	16	539	469
Anton Chico CDP	NA	NA	NA	NA	NA	NA	NA
Llano de Medio CDP	NA	NA	NA	NA	NA	NA	NA
Newkirk CDP	NA	NA	NA	NA	NA	NA	NA
Pastura CDP	NA	NA	NA	NA	NA	NA	NA
Puerto de Luna CDP	NA	NA	NA	NA	NA	NA	NA
Rural Area	<u>669</u>	<u>2</u>	<u>3</u>	<u>684</u>	<u>39</u>	<u>1,397</u>	<u>1,105</u>
Guadalupe County	<u>2,530</u>	<u>62</u>	<u>53</u>	<u>1,855</u>	<u>180</u>	<u>4,680</u>	<u>3,801</u>
Percent	<u>54.1%</u>	<u>1.3%</u>	<u>1.1%</u>	<u>39.6%</u>	<u>3.8%</u>	<u>100.0%</u>	<u>81.2%</u>
State of New Mexico	<u>1,214,253</u>	<u>34,343</u>	<u>173,483</u>	<u>330,640</u>	<u>66,327</u>	<u>1,819,046</u>	<u>765,386</u>
Percent	<u>66.8%</u>	<u>1.9%</u>	<u>9.5%</u>	<u>18.2%</u>	<u>3.6%</u>	<u>100.0%</u>	<u>42.1%</u>
<b>2010 Census</b>							
Santa Rosa City	1,971	68	57	654	98	2,848	2,262
Vaughn Town	304	7	6	114	15	446	385
Anton Chico CDP	115	0	7	60	6	188	167
Llano de Medio CDP	73	1	6	38	0	118	111
Newkirk CDP	7	0	0	0	0	7	2
Pastura CDP	20	0	0	3	0	23	19
Puerto de Luna CDP	114	0	1	23	3	141	107
Rural Area	<u>694</u>	<u>3</u>	<u>13</u>	<u>174</u>	<u>32</u>	<u>916</u>	<u>677</u>
Guadalupe County	<u>3,298</u>	<u>79</u>	<u>90</u>	<u>1,066</u>	<u>154</u>	<u>4,687</u>	<u>3,730</u>
Percent	<u>70.4%</u>	<u>1.7%</u>	<u>1.9%</u>	<u>22.7%</u>	<u>3.3%</u>	<u>100.0%</u>	<u>79.6%</u>
State of New Mexico	<u>1,407,876</u>	<u>42,550</u>	<u>193,222</u>	<u>338,521</u>	<u>77,010</u>	<u>2,059,179</u>	<u>953,403</u>
Percent	<u>68.4%</u>	<u>2.1%</u>	<u>9.4%</u>	<u>16.4%</u>	<u>3.7%</u>	<u>100.0%</u>	<u>46.3%</u>

SOURCE: 2000 and 2010 Census population by race and ethnic origin, U.S. Census Bureau (www.census.gov [February 2012])

<sup>1</sup>Native Americans include American Indians and Alaska Natives.

<sup>2</sup>Other is defined as Asian Americans, Native Hawaiians, Pacific Islanders, and all others.

<sup>3</sup>Two or More Races indicated a person is included in more than one race group, it was introduced as a new category in the 2000 Census.

<sup>4</sup>Hispanic population is not a race but rather a description of ethnic origin; Hispanics are included in the five race groups.

**Table 3**  
**Populations by Age Group**  
**for Guadalupe County and the State of New Mexico**

	Age Groups						Total
	0-14	15-19	20-24	25-44	45-64	65+	
<b>2000 Census</b>							
Santa Rosa City	505	211	205	944	549	330	2,744
Vaughn Town	115	40	24	133	137	90	539
Anton Chico CDP	NA	NA	NA	NA	NA	NA	NA
Llano de Medio CDP	NA	NA	NA	NA	NA	NA	NA
Newkirk CDP	NA	NA	NA	NA	NA	NA	NA
Pastura CDP	NA	NA	NA	NA	NA	NA	NA
Puerto de Luna CDP	NA	NA	NA	NA	NA	NA	NA
Rural Area	<u>288</u>	<u>114</u>	<u>69</u>	<u>360</u>	<u>338</u>	<u>228</u>	<u>1,397</u>
Guadalupe County	<u>908</u>	<u>365</u>	<u>298</u>	<u>1,437</u>	<u>1,024</u>	<u>648</u>	<u>4,680</u>
Percent	<u>19.4%</u>	<u>7.8%</u>	<u>6.4%</u>	<u>30.7%</u>	<u>21.9%</u>	<u>13.8%</u>	<u>100.0%</u>
State of New Mexico	<u>419,108</u>	<u>145,751</u>	<u>121,291</u>	<u>516,100</u>	<u>404,571</u>	<u>212,225</u>	<u>1,819,046</u>
Percent	<u>23.0%</u>	<u>8.0%</u>	<u>6.7%</u>	<u>28.4%</u>	<u>22.2%</u>	<u>11.7%</u>	<u>100.0%</u>
<b>2010 Census</b>							
Santa Rosa City	483	168	202	886	743	366	2,848
Vaughn Town	80	37	10	85	140	94	446
Anton Chico CDP	40	12	10	35	30	61	188
Llano de Medio CDP	29	6	9	21	31	22	118
Newkirk CDP	0	0	0	0	2	5	7
Pastura CDP	1	0	0	2	8	12	23
Puerto de Luna CDP	33	11	5	24	42	26	141
Rural Area	<u>170</u>	<u>53</u>	<u>42</u>	<u>166</u>	<u>343</u>	<u>142</u>	<u>916</u>
Guadalupe County	<u>836</u>	<u>287</u>	<u>278</u>	<u>1,219</u>	<u>1,339</u>	<u>728</u>	<u>4,687</u>
Percent	<u>17.8%</u>	<u>6.1%</u>	<u>5.9%</u>	<u>26.0%</u>	<u>28.6%</u>	<u>15.5%</u>	<u>100.0%</u>
State of New Mexico	<u>429,980</u>	<u>149,861</u>	<u>142,370</u>	<u>515,768</u>	<u>548,945</u>	<u>272,255</u>	<u>2,059,179</u>
Percent	<u>20.9%</u>	<u>7.3%</u>	<u>6.9%</u>	<u>25.0%</u>	<u>26.7%</u>	<u>13.2%</u>	<u>100.0%</u>

SOURCE: 2000 and 2010 Census population by age groups, U.S. Census Bureau (www.census.gov [February 2012]).

**Table 4**  
**Population, Projections, and Percent Change**  
**for Guadalupe County and the State of New Mexico**

	Census	Population Projections			
	2010	2015	2020	2025	2030
Guadalupe County	4,687	5,553	5,961	6,328	6,717
% Change from 2010		18.5%	27.2%	35.0%	43.3%
State of New Mexico	2,059,179	2,356,236	2,540,145	2,707,757	2,864,796
% Change from 2010		14.4%	23.4%	31.5%	39.1%

SOURCE: 2010 Census population, U.S. Census Bureau ([www.census.gov](http://www.census.gov) [February 2012]); 2015-2030 New Mexico Population Projections, Bureau of Business and Economic Research ([www.bber.unm.edu](http://www.bber.unm.edu) [February 2012]).

**Table 5**  
**Full- & Part-Time Employment by Type of Employment & by Major Industry (NAICS)<sup>1</sup>**  
**for Guadalupe County and the State of New Mexico, 2009**

	Guadalupe County			New Mexico	
	No. of Jobs	% of Total	% of Private	% of Total	% of Private
Total full- & part-time employment	<u>2,019</u>	<u>100.0%</u>		<u>100.0%</u>	
Wage & salary employment	1,439	71.3%		79.1%	
Proprietors' employment	<u>580</u>	<u>28.7%</u>		<u>20.9%</u>	
Farm proprietors' employment	217	37.4%		7.8%	
Nonfarm proprietors' employment <sup>2</sup>	<u>363</u>	<u>62.6%</u>		<u>92.2%</u>	
By Industry:					
Farm employment	258	12.8%		2.3%	
Nonfarm employment	<u>1,761</u>	<u>87.2%</u>		<u>97.7%</u>	
Private employment	<u>1,276</u>	72.5%	<u>100.0%</u>	79.4%	<u>100.0%</u>
Forestry, fishing, & related activities	(D)		**		0.6%
Mining	(D)		**		3.4%
Utilities	(D)		**		0.6%
Construction	103		8.1%		8.1%
Manufacturing	(D)		**		4.2%
Wholesale trade	(D)		**		3.2%
Retail trade	260		20.4%		13.5%
Transportation & warehousing	64		5.0%		2.9%
Information	(D)		**		2.1%
Finance & insurance	(D)		**		4.3%
Real estate & rental & leasing	(D)		**		4.9%
Professional, scientific, & technical services	(D)		**		9.8%
Management of companies & enterprises	0		0.0%		0.7%
Administrative & waste services	(D)		**		6.6%
Educational services	(L)		**		1.9%
<b>Health care &amp; social assistance</b>	<b>156</b>		<b>12.2%</b>		<b>14.2%</b>
Arts, entertainment, & recreation	(L)		**		2.9%
Accommodation & food services	415		32.5%		9.8%
Other services, except public admin	73		5.7%		<u>6.2%</u>
<i>Sum of (D) and (L) Categories<sup>3</sup></i>	<u>205</u>		<u>16.1%</u>		
Government & government enterprises	<u>485</u>	<u>27.5%</u>		<u>20.6%</u>	

SOURCE: U.S. Department of Commerce, Regional Economic Information System, Bureau of Economic Analysis (www.bea.gov [February 2012]).

<sup>1</sup>The estimates are based on the North American Industry Classification System (NAICS).

<sup>2</sup>Excludes limited partners.

<sup>3</sup>All (D) and (L) categories have been totaled to show the total amount of missing data from private employment. (D) Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

(L) Less than 10 jobs, but the estimates for this item are included in the totals.

\*\*Due to confidential data not being disclosed, no percentages are available.

**Table 6**  
**Personal Income Earnings by Place of Work and by Industry (NAICS)<sup>1</sup>**  
**for Guadalupe County and the State of New Mexico, 2009**

	Guadalupe County			New Mexico	
	Income (\$1,000s)	% of Total	% of Private	% of Total	% of Private
<b>Total earnings by place of work</b>	<u>58,321</u>	<u>100.0%</u>		<u>100.0%</u>	
Wage & salary disbursements	38,422	65.9%		71.6%	
Proprietors' income <sup>2</sup>	9,299	15.9%		9.9%	
All other earnings	<u>10,600</u>	<u>18.2%</u>		<u>18.6%</u>	
<b>Earnings by Industry</b>					
Total earnings by industry	<u>58,321</u>	<u>100.0%</u>		<u>100.0%</u>	
Farm earnings	5,650	9.7%		1.2%	
Nonfarm earnings	<u>52,671</u>	<u>90.3%</u>		<u>98.8%</u>	
Private earnings	<u>32,819</u>	62.3%	<u>100.0%</u>	71.6%	<u>100.0%</u>
Forestry, fishing, & related activities	(D)		**		0.3%
Mining	(D)		**		6.0%
Utilities	(D)		**		1.4%
Construction	4,128		12.6%		8.6%
Manufacturing	(D)		**		6.4%
Wholesale trade	(D)		**		4.3%
Retail trade	6,188		18.9%		9.7%
Transportation & warehousing	2,136		6.5%		3.7%
Information	(D)		**		2.7%
Finance & insurance	(D)		**		4.5%
Real estate & rental & leasing	(D)		**		1.8%
Professional, scientific, & technical services	(D)		**		16.0%
Management of companies & enterprises	0		0.0%		1.1%
Administrative & waste services	(D)		**		5.3%
Educational services	64		0.2%		1.2%
<b>Health care &amp; social assistance</b>	<b>6,405</b>		<b>19.5%</b>		<b>15.7%</b>
Arts, entertainment, & recreation	(L)		**		0.9%
Accommodation & food services	7,401		22.6%		5.1%
Other services, except public admin	2,818		8.6%		<u>5.2%</u>
<i>Sum of (D) &amp; (L) Categories<sup>3</sup></i>	<u>3,679</u>		<u>11.2%</u>		
Government & government enterprises	<u>19,852</u>	<u>37.7%</u>		<u>28.4%</u>	

SOURCE: U.S. Department of Commerce, Regional Economic Information System, Bureau of Economic Analysis (www.bea.gov [February 2012]).

<sup>1</sup>The estimates are based on the North American Industry Classification System (NAICS).

<sup>2</sup>Proprietors' income includes the inventory valuation adjustment and capital consumption adjustment.

<sup>3</sup>All (D) & (L) categories have been totaled to show the total amount of missing data from private earnings.

(D) Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

(L) Less than \$50,000, but the estimates for this item are included in the totals

\*\*Due to confidential data not being disclosed, no percentages are available.

**Table 7**  
**Transfer Receipts for Guadalupe County and the State of New Mexico, 2009**

	Guadalupe County		State of New Mexico	
	Receipts* (\$1,000s)	% of Total	Receipts* (\$1,000s)	% of Total
Total personal current transfer receipts	<u>44,879</u>	<u>100.0%</u>	<u>14,345,809</u>	<u>100.0%</u>
Receipts of individuals from govts	<u>44,106</u>	<u>98.3%</u>	<u>13,981,149</u>	<u>97.5%</u>
Ret. & disab. ins. benefits	<u>10,445</u>	<u>23.3%</u>	<u>4,313,600</u>	<u>30.1%</u>
Old-age, surv & disab ins benefits	9,835	21.9%	4,165,644	29.0%
Railroad ret & disab benefits	556	1.2%	86,408	0.6%
Workers' comp	(L)	**	55,809	0.4%
Other govt ret & disab ins benefits <sup>1</sup>	(L)	**	<u>5,739</u>	<u>0.0%</u>
Medical benefits	<u>24,494</u>	<u>54.6%</u>	<u>6,225,189</u>	<u>43.4%</u>
Medicare benefits	8,683	19.3%	2,623,849	18.3%
Public asst medical care benefits <sup>2</sup>	15,761	35.1%	3,524,253	24.6%
Military medical insurance benefits <sup>3</sup>	<u>50</u>	<u>0.1%</u>	<u>77,087</u>	<u>0.5%</u>
Income maintenance benefits	<u>5,184</u>	<u>11.6%</u>	<u>1,675,689</u>	<u>11.7%</u>
Suppl security income (SSI) benefits	1,274	2.8%	327,946	2.3%
Family assistance <sup>4</sup>	224	0.5%	117,853	0.8%
Suppl nutrition asst program (SNAP)	1,301	2.9%	451,766	3.1%
Other income maintenance benefits <sup>5</sup>	<u>2,385</u>	<u>5.3%</u>	<u>778,124</u>	<u>5.4%</u>
Unemp ins compensation	<u>1,088</u>	<u>2.4%</u>	<u>538,822</u>	<u>3.8%</u>
State unemp ins comp	1,070	2.4%	527,901	3.7%
Unemp comp for fed cvln empl (UCFE)	0	0.0%	5,704	0.0%
Unemp comp for railroad empl	(L)	**	1,012	0.0%
Unemp comp for veterans (UCX)	0	0.0%	3,992	0.0%
Other unemp comp <sup>6</sup>	<u>0</u>	<u>0.0%</u>	<u>213</u>	<u>0.0%</u>
Veterans benefits	<u>1,932</u>	<u>4.3%</u>	<u>579,830</u>	<u>4.0%</u>
Veterans pension & disability benefits	1,800	4.0%	528,163	3.7%
Veterans readjustment benefits <sup>7</sup>	84	0.2%	40,703	0.3%
Veterans life ins benefit benefits	(L)	**	10,702	0.1%
Other asst to veterans <sup>8</sup>	(L)	**	<u>262</u>	<u>0.0%</u>
Education & training assistance <sup>9</sup>	<u>448</u>	<u>1.0%</u>	<u>397,780</u>	<u>2.8%</u>
Other receipts of indivs from govts <sup>10</sup>	<u>515</u>	<u>1.1%</u>	<u>250,239</u>	<u>1.7%</u>
Nonprofit institutions' transfer receipts	<u>454</u>	<u>1.0%</u>	<u>214,470</u>	<u>1.5%</u>
Receipts from federal govt	166	0.4%	78,305	0.5%
Receipts from state & local govt	107	0.2%	50,667	0.4%
Receipts from businesses	<u>181</u>	<u>0.4%</u>	<u>85,498</u>	<u>0.6%</u>
Transfer receipts to indivs from businesses <sup>11</sup>	<u>319</u>	<u>0.7%</u>	<u>150,190</u>	<u>1.0%</u>

SOURCE: U.S. Department of Commerce, Regional Economic Information System, Bureau of Economic Analysis (www.bea.gov [February 2012]).



## Table 7 Footnotes (Continued)

<sup>1</sup>Consists largely of temporary disability payments, pension benefit guaranty payments, black lung payments, and Panama Canal construction annuity payments.

<sup>2</sup>Consists of Medicaid and other medical vendor payments.

<sup>3</sup>Consists of payments made under the TriCare Management Program (formerly called CHAMPUS) for the medical care of dependents of active duty military personnel and of retired military personnel and their dependents at nonmilitary medical facilities.

<sup>4</sup>Consists of benefits-- generally known as Temporary Assistance for Needy Families (TANF)-- provided under the Personal Responsibility and Work Opportunity Reconciliation Act of 1996.

<sup>5</sup>Consists largely of general assistance; expenditures for food under the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC); Other Needs Assistance; refugee assistance; foster home care and adoption assistance; Earned Income Tax Credits (EITC); Child Tax Credits; and energy assistance.

<sup>6</sup>Consists of Trade Adjustment Assistance, Redwood Park benefit payments, public service employment benefit payments, and transitional benefit payments.

<sup>7</sup>Consists largely of veterans' readjustment benefit payments, educational assistance to spouses and children of disabled or deceased veterans, payments to paraplegics, and payments for autos and conveyances for disabled veterans.

<sup>8</sup>Consists largely of state and local government payments to veterans.

<sup>9</sup>Consists largely of federal fellowship payments (National Science Foundation fellowships and traineeships, subsistence payments to state maritime academy cadets, and other federal fellowships), interest subsidy on higher education loans, Pell Grants, Job Corps payments, education exchange payments, and state education assistance payments.

<sup>10</sup>Consists largely of Bureau of Indian Affairs payments; Alaska Permanent Fund dividend payments; compensation of survivors of public safety officers; compensation of victims of crime; disaster relief payments; compensation for Japanese internment; the Economic Stimulus Act of 2008 rebates; the American Recovery and Reinvestment Act of 2009 funded Federal Additional Compensation for unemployment, COBRA premium reduction, and the Economic Recovery lump sum payment; and other special payments to individuals.

<sup>11</sup>Consists of personal injury payments to individuals other than employees and other business transfer payments.

\*All state and local area dollar estimates are in current dollars (not adjusted for inflation).

(L) Less than \$50,000, but the estimates for this item are included in the totals.

**Table 8**  
**Economic Indicators**  
**for Guadalupe County, the State of New Mexico, and the United States**

Indicator	Guadalupe County	State of New Mexico	United States
Total Personal Income (2009)	105,946,000	66,856,080,000	12,168,161,000,000
Per Capita Income (2009)	24,981	33,267	39,635
Employment (2010)	1,618	873,112	139,064,000
Unemployment (2010)	187	80,202	14,825,000
Unemployment Rate (2010)	10.4%	8.4%	9.6%
Employment (2011)	1,592	873,656	139,869,000
Unemployment (2011)	178	67,227	13,747,000
Unemployment Rate (2011)	10.0%	7.1%	8.9%
% of People in Poverty (2010)	23.7%	19.8%	15.3%
% of Under 18 in Poverty (2010)	30.5%	28.5%	21.6%
Transfer Receipt Dollars (2009)	44,879,000	14,345,809,000	2,169,300,000,000
Transfer Dollars as Percentage of Total Personal Income (2009)	42.4%	21.5%	17.8%

SOURCE: Employment and unemployment data, U.S. Department of Labor, Bureau of Labor Statistics ([www.bls.gov](http://www.bls.gov) [February 2012]); Personal income, per capita income, and transfer receipts, U.S. Department of Commerce, Regional Economic Information System, Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov) [February 2012]); Poverty data, U.S. Census Bureau ([www.census.gov](http://www.census.gov) [February 2012]).