MINORITY WORKERS IN THE SOUTHWESTERN WORKFORCE REGION

What to Know About the Data

Employment and unemployment data available through the U.S. Bureau of Labor Statistics (BLS) are the most frequently used data when analyzing the labor market. BLS data, however, don't always give a detailed picture of businesses or the workforce, especially when looking at the labor markets of smaller geographies. Data from the U.S. Census Bureau (Census) comes to the rescue in that it provides more detailed data on business establishments and the workers they employ.

In this article we use employment data by worker race and ethnicity, available through the Census’ Center for Economic Studies, to measure minority workers in the Southwestern Region of New Mexico. The Census combines federal, state, and Census data on employers and employees under the Longitudinal Employer-Household Dynamics (LEHD) program. Data are released in several products, including the Quarterly Workforce Indicators (QWI), which is the specific source for the data presented in this article. You can access QWI data and data resources at https://lehd.ces.census.gov.

The data presented here are averages of quarterly employment data for second quarter 2014 through first quarter 2015. Four quarters were used to capture an entire year’s worth of data and to reduce any seasonal impacts that would occur in individual quarters. Beginning-of-quarter employment counts are used. These estimate the total number of jobs on the first day of the reference quarter and are similar to point-in-time employment measures.

Some data, especially for smaller geographies and more detailed measurements, are not released due to Census publication standards and/or distortion. Instances of these issues are not specifically noted. Estimates may exclude some data that were not released in the data source.

Defining Minority Workers

**Minority workers** are defined as workers reporting either as an ethnic minority, a race minority, or both.

- An **ethnic minority** is a person reporting their ethnicity as Hispanic/Latino and their race as White. This may also be referred to as “Hispanic/Latino, Alone.”

- A **race minority** is a person reporting their ethnicity as not Hispanic/Latino and their race as non-White (Black or African American, American Indian or Alaska Native, Asian, another race, or two or more races).

- An **ethnic and race minority** is a person reporting their ethnicity as Hispanic/Latino and their race as non-White.

**Nonminority workers** are workers who identify their ethnicity as not Hispanic/Latino and their race as White. Because a person can be an ethnic and race minority, there is some overlap when measuring ethnic minorities of any race and race minorities of any ethnicity.

**Abbreviations:** Hispanic/Latino is abbreviated as “Hisp./Latino” and “H/L” in certain charts. Black or African American is abbreviated as “Black” in charts. American Indian or Alaska Native is always abbreviated to “American Indian” or “Amer. Indian,” as Alaska Natives make up a very small portion of the race category in New Mexico. Two or more races is abbreviated as “Two+ Races.”
Jobs Held by Minorities

Between second quarter 2014 and first quarter 2015, approximately 58,147, or 62.6 percent, of jobs in the Southwestern Workforce Region were held by minority workers. Over half of all jobs (49,249, or 53.0 percent) were held by ethnic minorities, or Hispanic/Latino workers reporting their race as White. About 5,064, or 5.5 percent, of jobs were held by race minorities, while about 3,834, or 4.1 percent, of jobs were held by ethnic and race minorities. (See Exhibit 1.)

A larger percentage of jobs were held by minorities in the Southwestern Region than in the state as a whole. About 423,864, or 54.9 percent, of jobs in New Mexico were held by minorities, compared to 62.6 percent in the Southwestern Region (a difference of 7.7 percentage points). Most of the jobs employing minorities were held by ethnic minorities. Jobs held by ethnic minorities made up 53.0 percent of all jobs and nearly 85 percent of jobs held by minorities in the Southwestern Region. Statewide, jobs held by ethnic minorities, totaling 299,133, comprised 38.8 percent of all jobs and just over 70 percent of jobs held by minorities. The percentage of jobs held by ethnic minorities in the Southwestern Region exceeded the percentage of jobs held by that group in the state by 14.2 percentage points. (See Exhibit 2.)

The percentage of jobs held by race minorities and ethnic and race minorities statewide exceeded the percentage of jobs held by those groups in the Southwestern Region by 6 percentage points and 1 percentage point, respectively. Statewide, 85,698 jobs were held by race minorities, representing 11.1 percent of all jobs and around 20 percent of jobs held by race minorities statewide. In the Southwestern Region, 5.1 percent of all jobs and
about 9 percent of jobs held by minorities were held by race minorities. On the other hand, just over 5 percent of all jobs and 9 percent of minority jobs were held by ethnic and race minorities in the state, totaling about 39,033 jobs. In the Southwestern Region, these percentages were 4 and 7 percent, respectively.

**Jobs by Detailed Minority Group**

Most race and ethnic and race minority groups were more represented statewide than in the Southwestern Region. The share of jobs held by (1) persons identifying as another race and either Hispanic/Latino or not Hispanic/Latino and (2) Hispanic/Latinos also identifying as Asian were the same in the state and the Southwestern Region. The region’s share of workers identifying as Black or African American and Hispanic/Latino only exceeded that of the state by 0.2 percentage point.

The third largest percentage of jobs in the Southwestern Region (and second largest percentage by a minority group) were held by Hispanic/Latino workers who also identified as Black or African American. An average 2.1 percent of all jobs were held by this minority group. The fourth largest percentage of jobs (1.8 percent) were held by Hispanic/Latino American Indians. The only other minority groups holding more than 1 percent of all jobs in the Southwestern Region were non-Hispanic/Latino American Indians (1.5 percent) and non-Hispanic/Latino Asians (1.3 percent). (See Exhibit 3.)

**Jobs Held by Minorities in the Southwestern Counties**

Exhibits 4 and 5 show the share of minority and nonminority workers in the Southwestern Region’s counties. Luna County had the largest percentage of jobs (67.7 percent) and Catron had the smallest...
percentage of jobs (31.6 percent) held by minority workers. This represented 4,968 and 157 jobs, respectively. The percentage of jobs held by ethnic minorities was larger than the percentage of jobs held by race minorities and ethnic and race minorities in all seven southwestern counties. The share of all jobs held by ethnic minorities ranged from 23.3 percent (73.7 percent of jobs held by minorities) in Catron County to 59.3 percent (87.6 percent of jobs held by minorities) in Luna County.

Socorro County had the largest percentage of jobs held by race and ethnic and race minorities of all seven counties. About 13 percent of all jobs and 23 percent of jobs held by minorities were held by race minorities. About 6 percent of all jobs and 11 percent of jobs held by minorities were held by ethnic and race minorities. Based on the distribution of jobs across race minorities and ethnic and race minorities, it appears that Socorro had the most diverse workforce of the southwestern counties.

While Catron had the smallest percentage of jobs held by minority workers of the counties, its race minority and ethnic and race minority workers...
made up a larger percentage of minority-held jobs than all other counties except Socorro. About 16 percent of jobs employing minorities were held by race minorities, while 10 percent were held by ethnic and race minorities. Socorro and Catron Counties were the only counties where jobs held by race minority and ethnic and race minority workers made up over 20 percent of jobs employing minority workers.

**Jobs by Detailed Minority Group in the Southwestern Counties**

In Doña Ana, Grant, Hidalgo, and Luna Counties, jobs held by workers identifying as Black or African American and not Hispanic/Latino represented the largest percentage of jobs held by race minorities. (See Exhibit 6. Note that ethnic and race minorities are not shown in detail due to data limitations.) In Catron, Sierra, and Socorro Counties, jobs held by non-Hispanic/Latino American Indians represented the largest percentage of jobs held by race minorities.

Socorro County was the only southwestern county in which the share of jobs held by a race minority, in this case non-Hispanic/Latino American Indians, exceeded the share held by all ethnic and race minorities. Around 65 percent of jobs employing ethnic and race minorities in the county, however, employed Hispanic/Latino American Indians. This ethnic and race minority group represented at least 40 percent of all jobs held by ethnic and race minorities in all seven counties.

**Jobs Held by Minorities in the Southwestern Counties by Major Industry**

The agriculture and manufacturing industries had the largest percentage of jobs held by minority workers (73.4 and 71.7 percent, respectively) in the Southwestern Region. The information and professional, scientific, and technical services industries had the smallest shares of jobs held by minority workers both in the region and in the state. The state government sector joined agriculture in having the largest share of minority
Average Monthly Wages of Minority-Held Jobs

Two conclusions stand out when looking at minority and nonminority average monthly wages. The first is that workers in the Southwestern Region make less than workers statewide, on average. The second is that minority workers almost always earn less, on average, than nonminority workers, with few exceptions.
Statewide average monthly wages exceeded the Southwestern Region’s average monthly wages for all race and ethnicity groups, non-minorities and minorities alike. Nonminority workers in the Southwestern Region earned 83 cents for every dollar earned by nonminority workers statewide. Minority workers in the region earned 87 cents for every dollar earned by minority workers statewide. (See Exhibit 8.)

In New Mexico, the nonminority average monthly wage of $4,232 exceeded the minority average monthly wage of all minority groups. Minority workers across the detailed minority groups earned 61 to 81 cents for every dollar earned by nonminority workers. The minority group with the largest average monthly wage was non-Hispanic/Latino Asians, at $4,190. The group with the second largest average monthly wage was non-Hispanic/Latinos of two or more races ($3,415). In the Southwestern Region, the nonminority average monthly wage of $3,393 exceeded the minority average monthly wage of all minority groups, except non-Hispanic/Latino Asians. That minority group earned an average $4,067 a month over the period. Minority workers across the detailed minority groups earned 61 to 81 cents for every dollar earned by nonminority workers. The minority group with the second largest average monthly wage in the region was non-Hispanic/Latinos of two or more races ($2,754), followed by Hispanic/Latinos also identifying as Asians and non-Hispanic/Latinos identifying as Black or African American.
What to Know About the Data
The U.S. Census Bureau provides information on the gender, ethnicity, race, and veteran status of businesses and business owners. This survey, called the Survey of Business Owners, is conducted every five years. The most recent survey results were released in late 2015, with data for 2012.

Approximately 1.75 million businesses throughout the country were selected for this survey. Included were all nonfarm businesses classified as individual (sole) proprietorships, partnerships, or any type of corporation, having receipts of $1,000 or more. The survey covers both firms with paid employees and firms without any paid employees. Additional information on this survey can be found at: http://www.census.gov/econ/sbo/index.html.

Some data, especially for smaller geographies, are not available due to Census publication standards. Instances of these issues are specifically noted. Some data were calculated by the author and have been noted.

Definitions Used in this Section

Minority-owned firms have an owner or owners who identify with at least one of the following races and ethnicities: Hispanic or Latino, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, and/or some other race. A Hispanic or Latino firm may be of any race. Also, each owner had the option of selecting more than one race and is included in each race selected.

Nonminority-owned firms have an owner who classifies himself/herself or owners who classify themselves as non-Hispanic and White.

Equally minority-/nonminority-owned firms have at least two owners, one that is a minority and one that is not a minority.

Equally male-/female-owned firms have at least two owners, one of each gender.

Publicly held firms include corporate enterprises owned by many shareholders and are not classifiable by gender, ethnicity, race, or veteran status.

Veteran-owned firms have an owner that is or owners that are U.S. military service veterans.

Equally veteran-/nonveteran-owned firms have at least two owners, one that is a U.S. military service veteran and one that is not.

Minority-Owned Firms
In New Mexico in 2012, there were 60,622 minority-owned firms. Nearly one out of five, or 11,141 firms, were located in the Southwestern Region of the state. The majority of businesses in the region were owned by minorities. The share of all firms in the Southwestern Region that were minority-owned was 50.7 percent, much higher than the statewide average of 40.1 percent.

The number of nonminority-owned firms in the Southwestern Region was 9,555, a figure nearly 15 percent less than the number of minority-owned firms. Nonminority-owned firms have an owner who classifies himself/herself or owners who classify themselves as non-Hispanic and White. The share of all firms in the Southwestern Region that were nonminority-owned was 43.5 percent, much lower than the statewide average of 55.4 percent.

The majority of businesses in Doña Ana County and Luna County were owned by minorities. As seen in Exhibit 1, Doña Ana County, at 55.8 percent, had the largest share of minority-owned businesses of any other county in the Southwestern Region. The share of minority-owned businesses in Luna was 52.7 percent, totaling 713 minority-owned firms. The county with the third largest share of minority-owned businesses in the region was Socorro, at 45.2 percent, for a total of 434 minority-owned firms. Catron County had the smallest share, with 40 minority-owned firms and, consequently, the largest share of nonminority-owned firms (79.7 percent) in the region. Sierra County had 66.7 percent of its firms owned by nonminorities, and Grant had 65.8 percent of its firms nonminority-owned.
The total value of the sales, receipts, and shipments of all minority-owned firms in the region was $1.3 billion. Just over 10 percent of minority-owned firms in the region had paid employees. These firms employed over 9,000 people during the third week of March 2012 and had an annual payroll of over $236 million. Almost 90 percent of minority-owned firms in the region did not have any paid employees (i.e., they were individual (sole) proprietorships), a rate slightly higher than the statewide average of 87.6 percent and higher than the 80.0 percent of all firms in the region who did not have any paid employees.

**Firms by Gender**

Almost 14 percent of all female-owned firms in the state were located in the Southwestern Region. The number of female-owned firms totaled 8,199, with over three out of four of those located in Doña Ana County. As seen in Exhibit 2, the share of all businesses in the region that were female-owned was 37.3 percent, slightly lower than the statewide average of 39.0 percent.

The total value of the sales, receipts, and shipments of female-owned firms in the Southwestern Region was over $7.9 million. Just over 10 percent of all female-owned firms in the region had paid employees. This figure is slightly lower than the statewide average of all female-owned firms with paid employees (11.4 percent) and nearly half the regional average of 20.0 percent for all businesses. Female-owned firms in the region employed over 7,200 people during the third week of March 2012 and had an annual payroll of over $154 million. The remaining 89.9 percent of female-owned businesses were individual proprietorships.

There were 10,442 male-owned firms in the region, constituting 47.5 percent of all firms. The number

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**EXHIBIT 1**

Share of Minority- and Nonminority-Owned Businesses
Southwestern Counties, 2012

<table>
<thead>
<tr>
<th># of Minority-Owned Firms</th>
<th># of Nonminority-Owned Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,141</td>
<td>9,555</td>
</tr>
<tr>
<td>40</td>
<td>271</td>
</tr>
<tr>
<td>9,101</td>
<td>6,358</td>
</tr>
<tr>
<td>559</td>
<td>1,270</td>
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<tr>
<td>85</td>
<td>135</td>
</tr>
<tr>
<td>713</td>
<td>538</td>
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<td>209</td>
<td>558</td>
</tr>
<tr>
<td>434</td>
<td>425</td>
</tr>
</tbody>
</table>

Note: "Other" includes businesses that are publicly held and those that are equally minority-/nonminority-owned.
Sources: U.S. Census Bureau, 2012 Survey of Business Owners and author’s calculations
of male-owned firms grew by 1,013 firms, or 10.7 percent, between 2007 and 2012. The percentage of male-owned firms in the region with paid employees, at 20.4 percent, was over twice the rate of female-owned firms with paid employees. Firms that were equally male-/female-owned made up 11.7 percent of all firms in the region, nearly the same rate as the statewide figure of 11.3 percent.

**Firms by Race**

Almost 80 percent of all businesses in the Southwestern Region in 2012 were White-owned, a figure slightly higher than the average of 79.0 percent for all businesses in the state that were White-owned. The number of White-owned firms in the region fell from 19,580 in 2007 to 17,552 in 2012, a drop of 10.4 percent.

The county with the largest share of White-owned businesses was Catron, where 305 out of 340 firms, or 88.3 percent, were White-owned. Grant County, at 84.9 percent, had the second largest share of White-owned businesses in the region, followed by Sierra County, at 84.9 percent. Although these counties had a large share of White-owned businesses, the number of them fell between 2007 and 2012. The number of White-owned firms declined by 18 (5.6 percent) in Catron, 362 (17.5 percent) in Grant, and 41 (5.5 percent) in Sierra over the five-year time span. The biggest percentage drop occurred in Hidalgo, where the number of
White-owned firms fell by 75, or 26.8 percent, from 2007 to 2012.

Most data on businesses that were owned by other races besides White were not released by the Census Bureau, but some data for select counties and races were available. Data on the number of American Indian- and Alaska Native-owned businesses were available for three counties in the Southwestern Region. The number of American Indian-owned businesses in Socorro was 71, making up 7.4 percent of all businesses in that county, while the number of American Indian-owned businesses in Grant was 53, making up 2.7 percent of all businesses in the county. Doña Ana had 230 American Indian-owned businesses in 2012, a decrease of 105 firms (31.3 percent) from 2007.

There were 185 Black-owned businesses in Doña Ana in 2012, making up only 1.1 percent of all businesses in the county. (See Exhibit 3.) Although the number of Black-owned businesses made up a small proportion of all businesses, the number increased by 56 firms, or 43.4 percent, between 2007 and 2012. There were also 291 Asian-owned businesses in Doña Ana, constituting 1.8 percent of all firms. Although the number of Asian-owned businesses in Luna County was only 43, the share of Asian-owned businesses was 3.2 percent, almost double that of Doña Ana.

**Firms by Ethnicity**

Nearly 22 percent of all Hispanic-owned firms in New Mexico were located in the Southwestern Region. The region had 10,197 Hispanic-owned firms in 2012, composing a 46.4 percent share of all firms. (See Exhibit 4.)

The majority of firms in Doña Ana County (51.7 percent) were Hispanic-owned. The number of Hispanic-owned firms grew 29.1 percent over the five-year time span, from 6,528 in 2007 to 8,429 in 2012.
Luna had the second largest share (47.1 percent) of Hispanic-owned firms in the region, where the number of Hispanic-owned firms increased 31.6 percent, from 484 in 2007 to 637 in 2012. But the largest percentage growth of Hispanic-owned firms over this same time period occurred in Grant County, where the number of Hispanic-owned firms more than doubled, from 230 in 2007 to 499 in 2012. Sierra also saw large percentage growth of Hispanic-owned firms, with the number of firms increasing from 103 in 2007 to 192 in 2012, or 86.4 percent.

The total value of the sales, receipts, and shipments of all Hispanic-owned firms in the region was over $1.0 billion. (This total excludes the value of sales, receipts, and shipments for Hispanic-owned firms in Sierra County because it is unavailable.) The number of Hispanic-owned firms with paid employees was 942, or 9.2 percent of all Hispanic-owned firms in the region.

The number of non-Hispanic-owned firms decreased in every county in the region between 2007 and 2012, following the national and statewide trend. The number of non-Hispanic-
owned firms fell for both the U.S. and New Mexico (declining by 0.2 percent and 10.2 percent, respectively.) The percentage of non-Hispanic-owned firms in the Southwestern Region decreased at a faster rate than the percentage in either of these two areas, declining by 12.7 percent, for a loss of 1,530 firms. The largest percentage decrease occurred in Grant, where the number of non-Hispanic-owned firms declined by 525 firms, or 28.3 percent, followed by Hidalgo, where non-Hispanic-owned firms declined by 24.7 percent, or 47 firms.

Firms by Veteran Status
In 2012, 9.3 percent of all firms in New Mexico were veteran-owned, totaling 14,096 firms. The number of veteran-owned firms declined by 7.0 percent from 2007, when the number of veteran-owned firms in the state totaled 15,157.

The Southwestern Region had over 1,848 veteran-owned firms (the number of veteran-owned firms in Catron was not available). (See Exhibit 5.) The largest share of veteran-owned businesses in the region was found in Sierra, where 12.4 percent of all firms, or 104 firms, were veteran-owned. Hidalgo only had 29 firms that were veteran-owned, but it had the next largest share, at 11.6 percent.

Excluding data for Catron because they are unavailable, the total value of the sales, receipts, and shipments of all veteran-owned firms in the region was at least $656 million.

**EXHIBIT 5**
Number of Veteran-Owned Businesses Southwestern Counties, 2007 and 2012

<table>
<thead>
<tr>
<th>County</th>
<th>2012</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doña Ana</td>
<td>1,369</td>
<td>1,512</td>
</tr>
<tr>
<td>Grant</td>
<td>147</td>
<td>279</td>
</tr>
<tr>
<td>Hidalgo</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Luna</td>
<td>92</td>
<td>82</td>
</tr>
<tr>
<td>Sierra</td>
<td>104</td>
<td>59</td>
</tr>
<tr>
<td>Socorro</td>
<td>107</td>
<td>124</td>
</tr>
</tbody>
</table>

*Note: Businesses that are publicly held and businesses that are equally veteran-/nonveteran-owned are excluded from this chart. The number of veteran-owned firms in Catron is not available nor is the 2007 figure for Hidalgo. Source: U.S. Census Bureau, 2007 and 2012 Survey of Business Owners*