

BUREAU OF BUSINESS
& ECONOMIC RESEARCH

Census Data Basics

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28th Annual New Mexico Data Users Conference

November 18, 2026

Agenda –

Census Bureau More than just Decennial Census

*Census Bureau Tools

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Data to Narrative

- Census Bureau; more than Decennial data.
- A Current New Mexico Population Narrative
- Data Tools!!!
- Questions and Comments

About the US Census Bureau

Mandated by the U. S. Constitution to count the population every 10 years.

1790 First Census count

Used:

- to apportion seats in the U.S. House of Representatives;
- to define legislature districts, school district assignment area and other important areas of government;
- to distribute federal funds to local, state and tribal governments;
- to do research and make decisions such as where to build new roads or what services to provide the elderly.

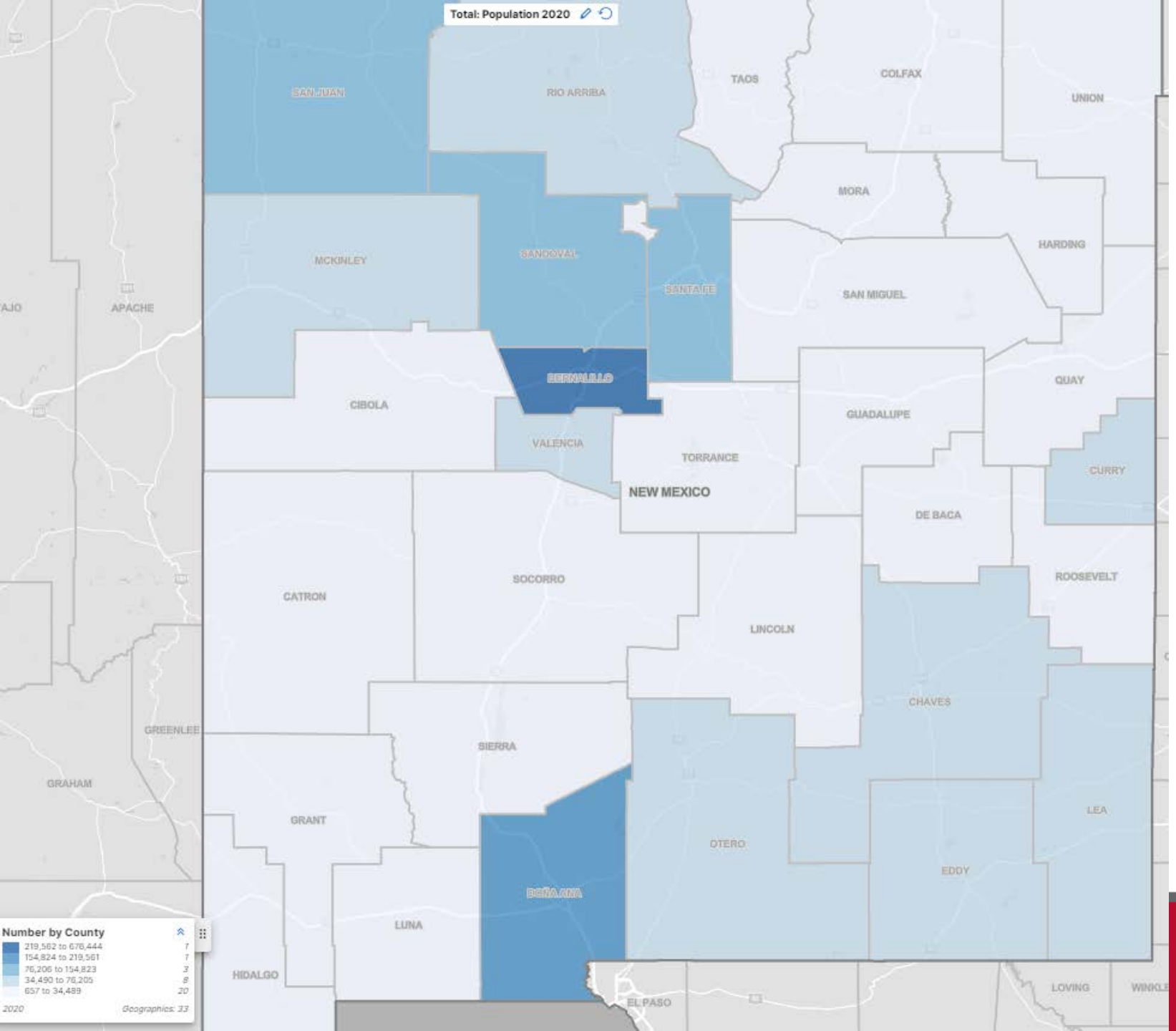
Both George Washington and Thomas Jefferson expressed skepticism over the final count, expecting a number that exceeded the 3.9 million inhabitants counted in the census.

Source: http://www.census.gov/history/www/through_the_decades/overview/1790.html

More than just the decennial census

Census Bureau Products - Programs

- Decennial Census
- American Community Survey
- Small Area Income and Poverty Estimates
- Census Bureau Population Estimates Program
- Economic Census
- Survey of Business Owners
- Nonemployer Statistics
- Economic Indicators
  - *(Many surveys on Construction, Manufacturing, Retail Sales, Foreign Trade etc.)*
- Census of Governments
- Survey of Income and Program participation
- Annual Survey of Schools System Finances
- Current Population Survey



NM Population

2020

NM Decennial Population… 2,117,522

2025

US Census Population Estimate Program:

NM Population… 2,125,498

Added 7,966 population *

Population densities very across the state as New Mexico has Urban and Rural Area.

*Does not include residuals

Annual Change, July 1, 2024 to July 1, 2025

NM Geographic Area (Counties that Lost Population)	Total Population Change[1]	Vital Events			Net Migration		
		Natural Change	Births	Deaths	Total	International[2]	Domestic
New Mexico	**1,276**	**-1,885**	**20,235**	**22,120**	**612**	**2,879**	**-2,267**
Bernalillo County	-2,58	-683	6,108	6,791	-1,914	1,216	-3,130
Chaves County	-382	-102	686	788	-280	45	-325
Colfax County	-127	-65	93	158	-62	36	-98
Curry County	-722	222	697	475	-931	79	-1,010
De Baca County	-3	-21	8	29	19	0	19
Grant County	-239	-151	244	395	-87	-2	-85
Guadalupe County	-19	-19	42	61	0	26	-26
Harding County	-4	-9	0	9	5	1	4
Hidalgo County	-22	-14	47	61	-7	6	-13
Lincoln County	-192	-132	134	266	-60	4	-64
Los Alamos County	-20	29	189	160	-53	32	-85
Luna County	-216	16	372	356	-230	-11	-219
McKinley County	-512	-115	692	807	-399	51	-450
Mora County	-41	-32	31	63	-9	8	-17
Otero County	-256	48	725	677	-298	148	-446
Quay County	-88	-36	71	107	-51	0	-51
Rio Arriba County	-116	-97	418	515	-19	80	-99
Roosevelt County	-170	41	212	171	-212	-12	-200
San Juan County	-185	-43	1,249	1,292	-148	30	-178
San Miguel County	-174	-127	188	315	-48	-4	-44
Santa Fe County	-413	-517	1,034	1,551	105	252	-147
Sierra County	-18	-169	85	254	152	-10	162
Socorro County	-92	-73	135	208	-19	46	-65
Union County	-95	-26	31	57	-70	-5	-65

NM Geographic Area (Gained population)	Annual Change, July 1, 2024 to July 1, 2025						
	Total Population Change[1]	Vital Events			Net Migration		
		Natural Change	Births	Deaths	Total	International[2]	Domestic
New Mexico	**1,276**	**-1,885**	**20,235**	**22,120**	**612**	**2,879**	**-2,267**
Catron County	4	-43	29	72	46	-2	48
Cibola County	52	-79	263	342	132	3	129
Doña Ana County	987	287	2,335	2,048	678	98	580
Eddy County	710	189	791	602	518	184	334
Lea County	303	233	841	608	59	445	-386
Sandoval County	1,954	-186	1,257	1,443	2,162	101	2,061
Taos County	123	-185	235	420	312	69	243
Torrance County	158	-58	139	197	221	-7	228
Valencia County	1,119	32	854	822	1,100	-28	1,128

[1] *Total population change includes residual.*

Source: US Census Bureau, Population Division, Annual and Cumulative Estimates of the Components of Resident Population Change for Counties in New Mexico: April 1, 2020 to July 1, 2025 (CO-EST2025-COMP-35)
https://www.census.gov/data/tables/time-series/demo/popest/2020s-counties-total.html

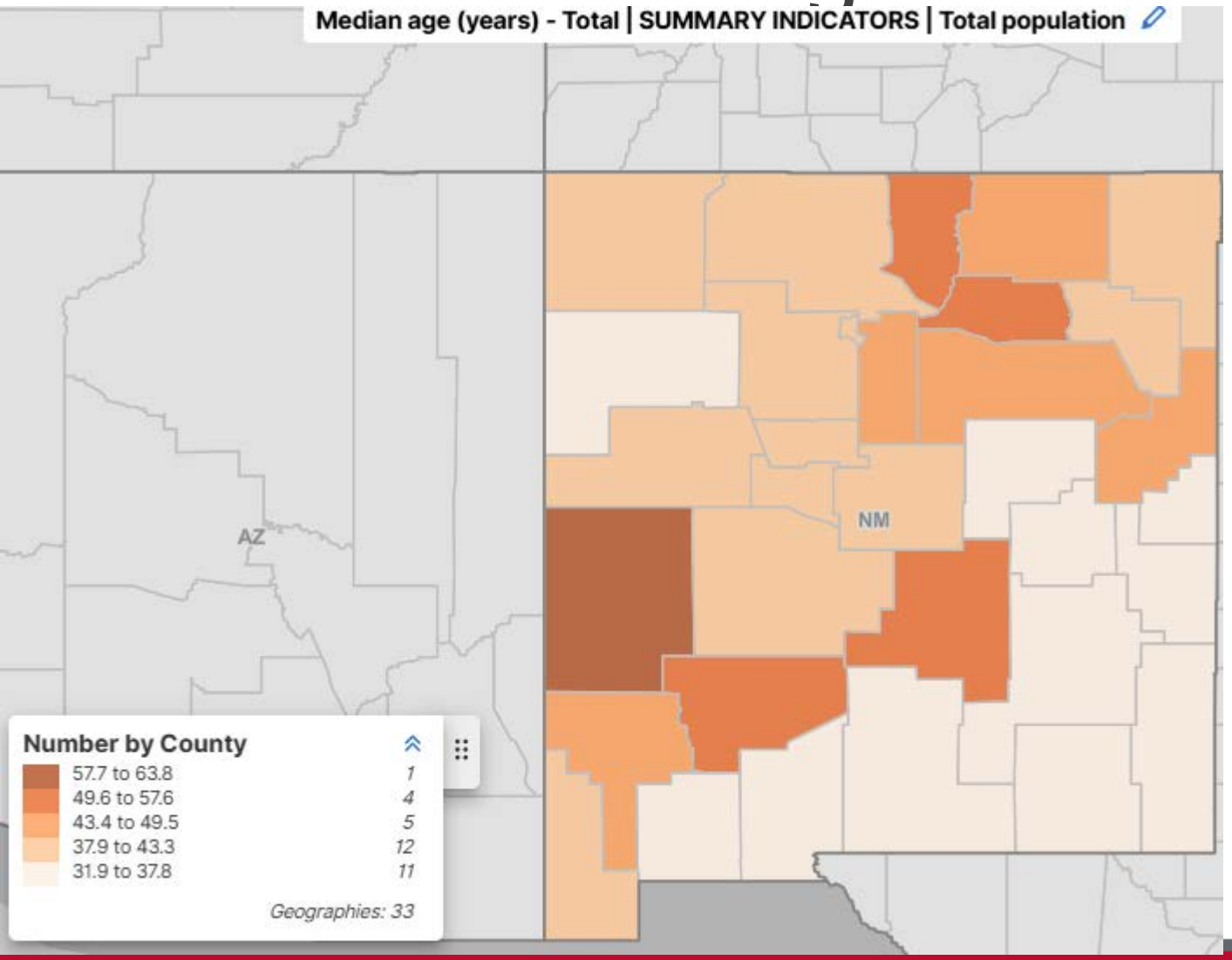
US Births

In 2022, the average woman gave birth for the first time at 27.4 years old, according to the most recent data from the Centers for Disease Control and Prevention. This was up from 2011, when the average mom was 25.6 at the birth of her first child.



https://www.cdc.gov/nchs/data/nvsr/nvsr73/nvsr73-02.pdf

NM Median Age



2024
US Median Age… 38.9

NM Median Age …	**39.4**
Male …	38.2
Female…	40.7

Counties with older populations

Catron…	63.8
Mora…	55.1
Sierra…	57.6
Lincoln…	52.4

High Population Counties -

Bernalillo…39.5 Doña Ana… 34.3
San Juan… 38.3 Sandoval…41.3
Santa Fe…48.7

Counties with younger populations

De Baca…35.3 Curry… 31.9
Roosevelt…32.3 Lea… 32.5
Doña Ana…34.3 McKinley… 34.6

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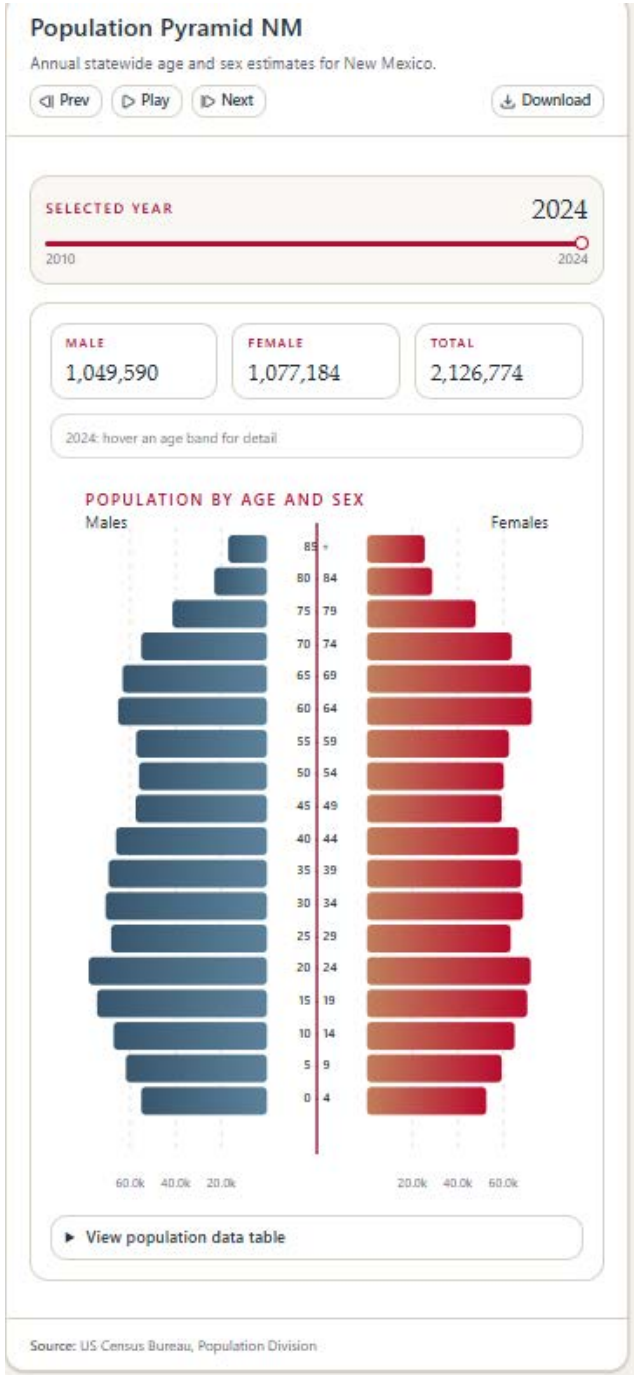
Source: US Census Bureau American Community Survey 5-year estimates for 2024 table S0101

Narrative with data

- New Mexico has urban and rural areas
  - Population is declining and growing at different rates across the state
    - – Birth rates are down
    - - Older population
    - - Counties from the Northeast corner to the southwest corner of the state are rural and have older populations.



Data Tools



BBER Population pyramids on the web

HTTPS://BBER.UNM.EDU/DATA/COUNTIES?COUNTY=BERNALILLO

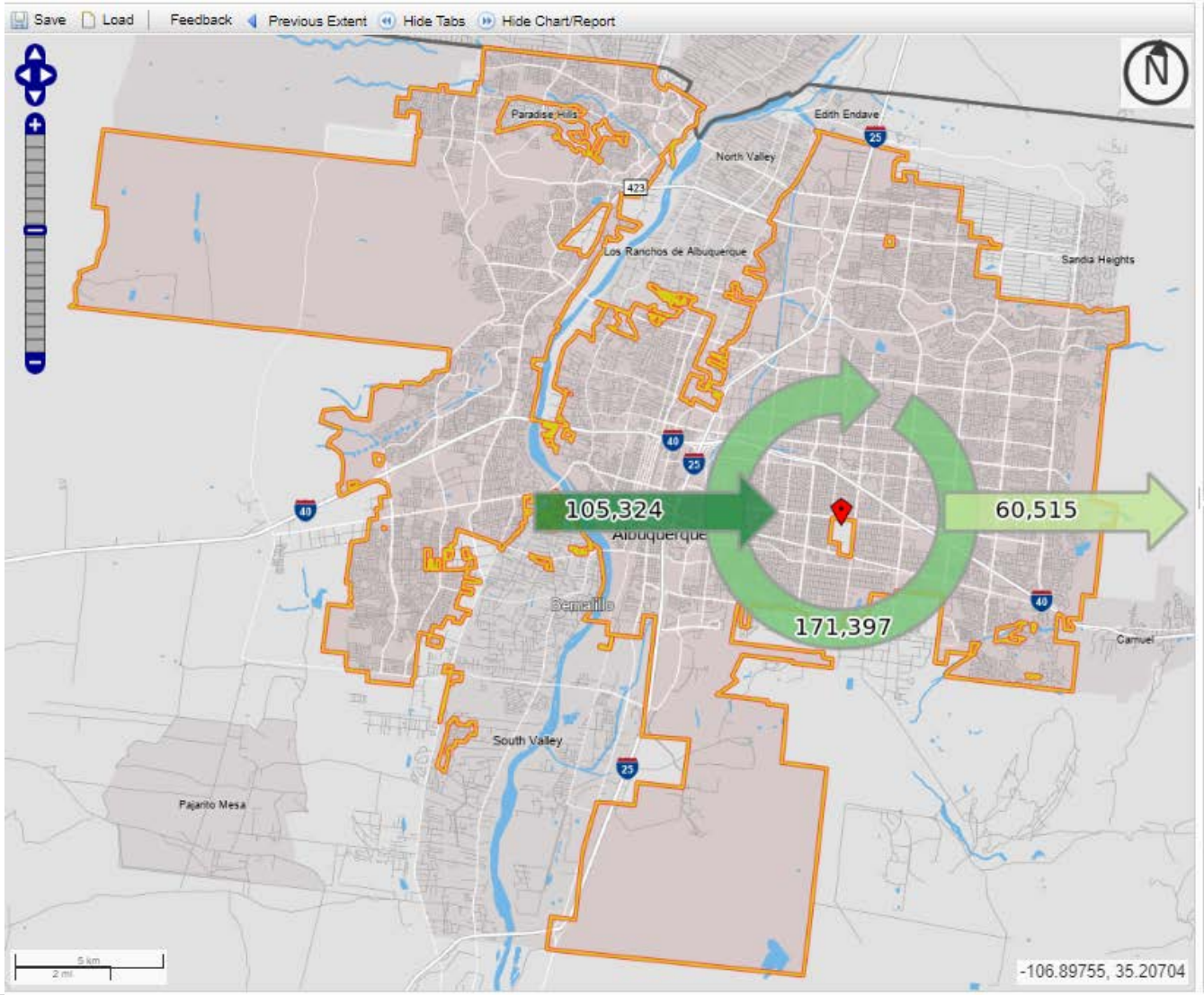
data.census.gov

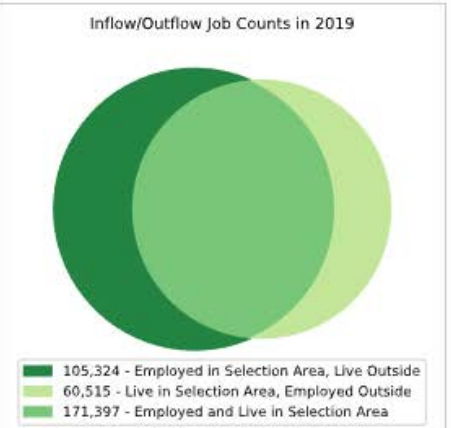
American Community Survey

Products or “Table” Types
DP – Data Profiles
S – Subject Tables
B – Detailed Tables
C – Comparison Tables

Pull the data *2024 American Community Survey table S0101*

LEHD OnTheMap





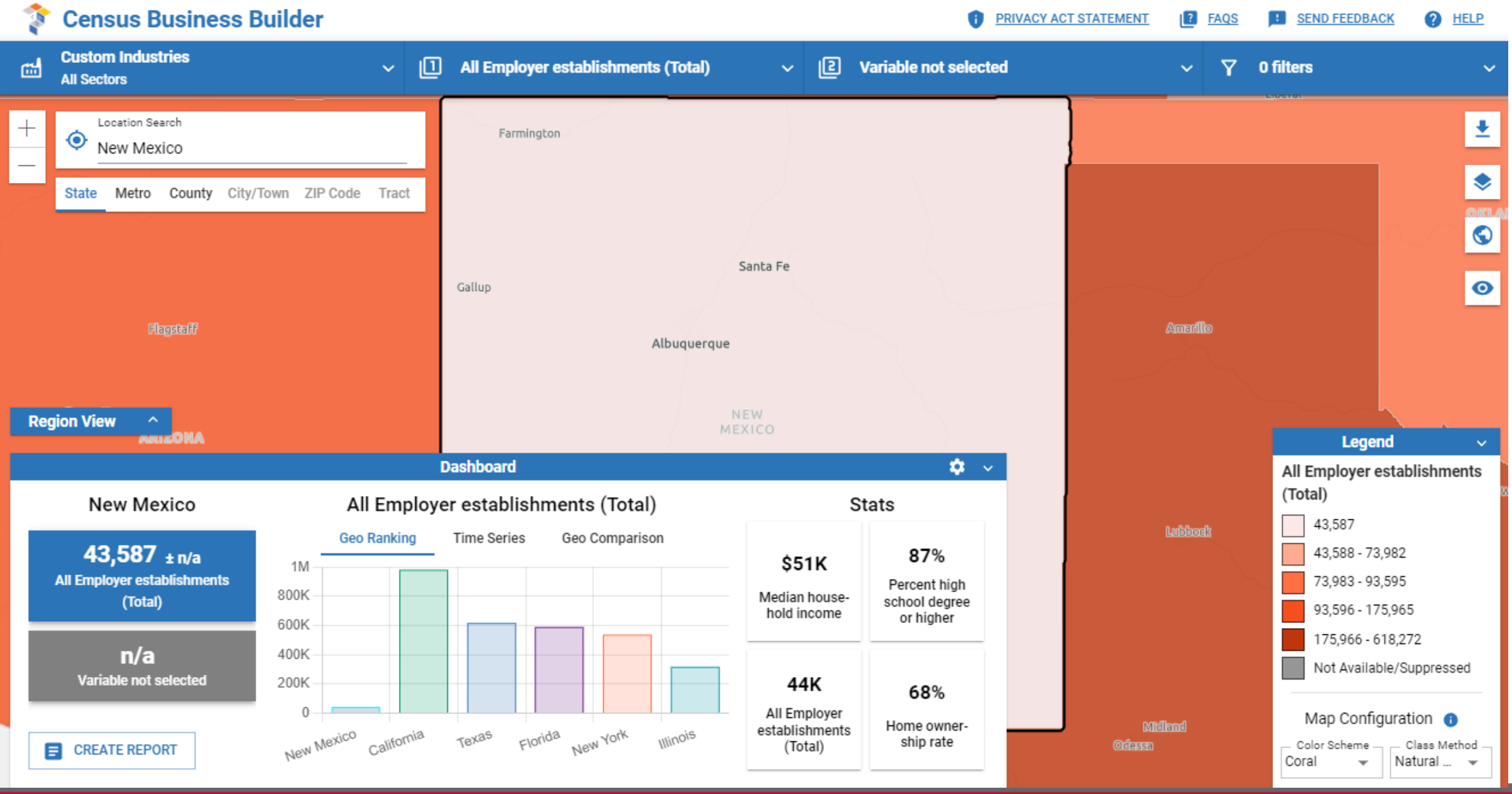
Inflow/Outflow Job Counts (Primary Jobs)

	2019 Count	Share
Employed in the Selection Area	276,721	100.0%
Employed in the Selection Area but Living Outside	105,324	38.1%
Employed and Living in the Selection Area	171,397	61.9%
Living in the Selection Area	231,912	100.0%
Living in the Selection Area but Employed Outside	60,515	26.1%
Living and Employed in the Selection Area	171,397	73.9%

Reset Highlighting

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https://lehd.ces.census.gov/



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https://cbb.census.gov/cbb/

Quick Facts

QuickFacts

California; Texas; Colorado; Arizona; New Mexico; United States

What's New & FAQs >

QuickFacts provides statistics for all states and counties, and for cities and towns with a ***population of 5,000 or more***.

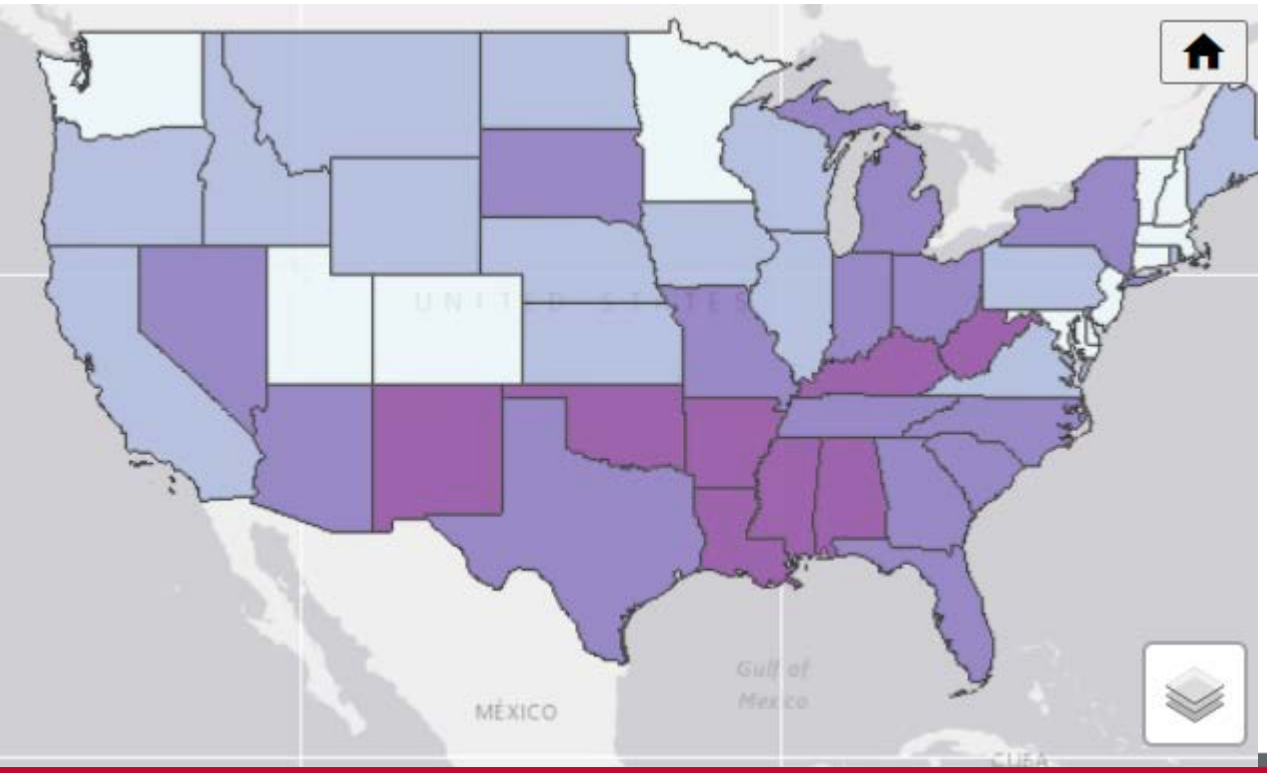
Enter state, county, city, town, or zip code | -- Select a fact -- | CLEAR | TABLE | MAP | CHART | DASHBOARD | MORE

Table

All Topics	California	Texas	Colorado	Arizona	New Mexico	United States
Population per square mile, 2020	253.7	111.6	55.7	62.9	17.5	93.8
PEOPLE						
Population						
Population Estimates, July 1 2022, (V2022)	39,029,342	30,029,572	5,839,926	7,359,197	2,113,344	333,287,557
Population Estimates, July 1 2021, (V2021)	39,142,991	29,558,864	5,811,297	7,264,877	2,116,677	332,031,554
Population estimates base, April 1, 2020, (V2022)	39,538,245	29,145,428	5,773,733	7,151,507	2,117,527	331,449,520
Population estimates base, April 1, 2020, (V2021)	39,538,245	29,145,428	5,773,733	7,151,507	2,117,527	331,449,520
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	-1.3%	3.0%	1.1%	2.9%	-0.2%	0.6%
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	-1.0%	1.4%	0.7%	1.6%	0.0%	0.2%
Population, Census, April 1, 2020	39,538,223	29,145,505	5,773,714	7,151,502	2,117,522	331,449,281
Population, Census, April 1, 2010	37,253,956	25,145,561	5,029,196	6,392,017	2,059,179	308,745,538
Age and Sex						
Persons under 5 years, percent	5.7%	6.5%	5.4%	5.5%	5.4%	5.7%
Persons under 18 years, percent	22.4%	25.3%	21.4%	22.2%	22.4%	22.2%
Persons 65 years and over, percent	15.2%	13.1%	15.1%	18.3%	18.5%	16.8%
Female persons, percent	50.0%	50.1%	49.3%	50.1%	50.2%	50.5%
Race and Hispanic Origin						
White alone, percent	71.1%	77.9%	86.5%	82.0%	81.3%	75.8%

https://www.census.gov/quickfacts/fact/table/US/PST045222

Small Area Income and Poverty Estimates (SAIPE)



In 2024, New Mexico had 15.8 percent of people in Poverty.

There where three states with higher poverty rates:

West Virginia (16.2),
Mississippi (17.8), and
Louisiana (18.6).

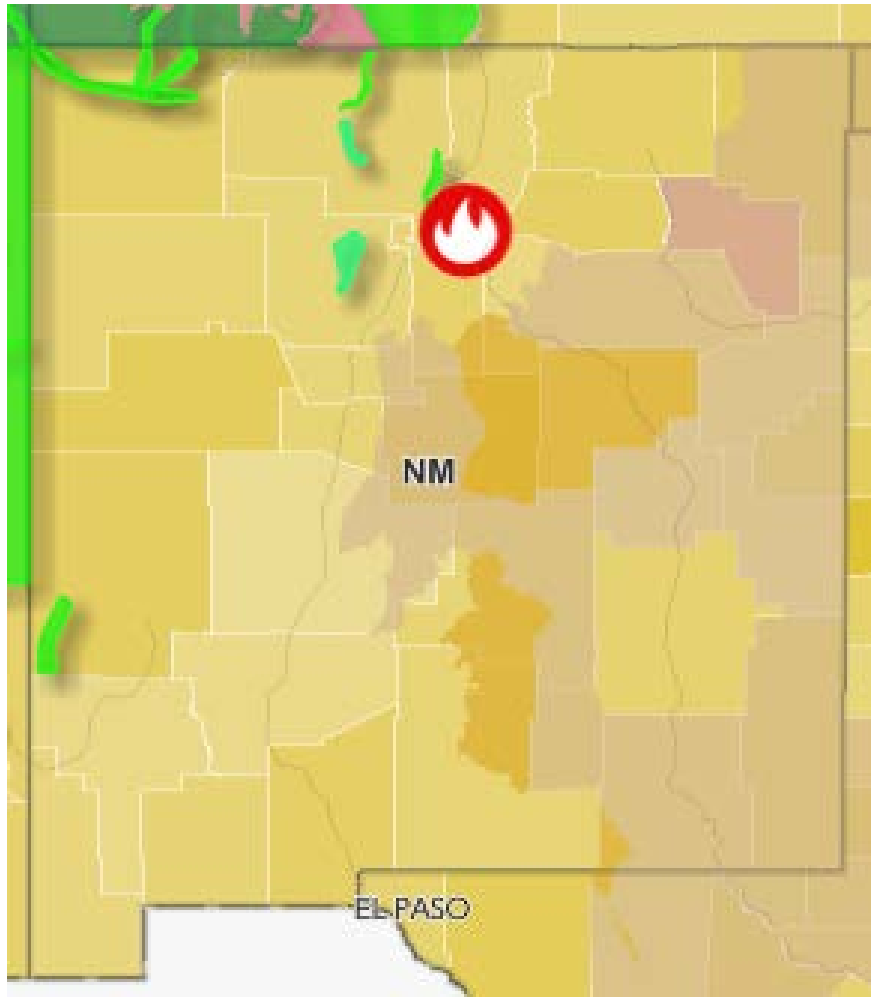
https://www.census.gov/data-tools/demo/saipe/#/

My Community Explorer

There are currently one wildfire and several floods in NM (11/2/2026)

Data on/for current disasters

Social Vulnerability scores

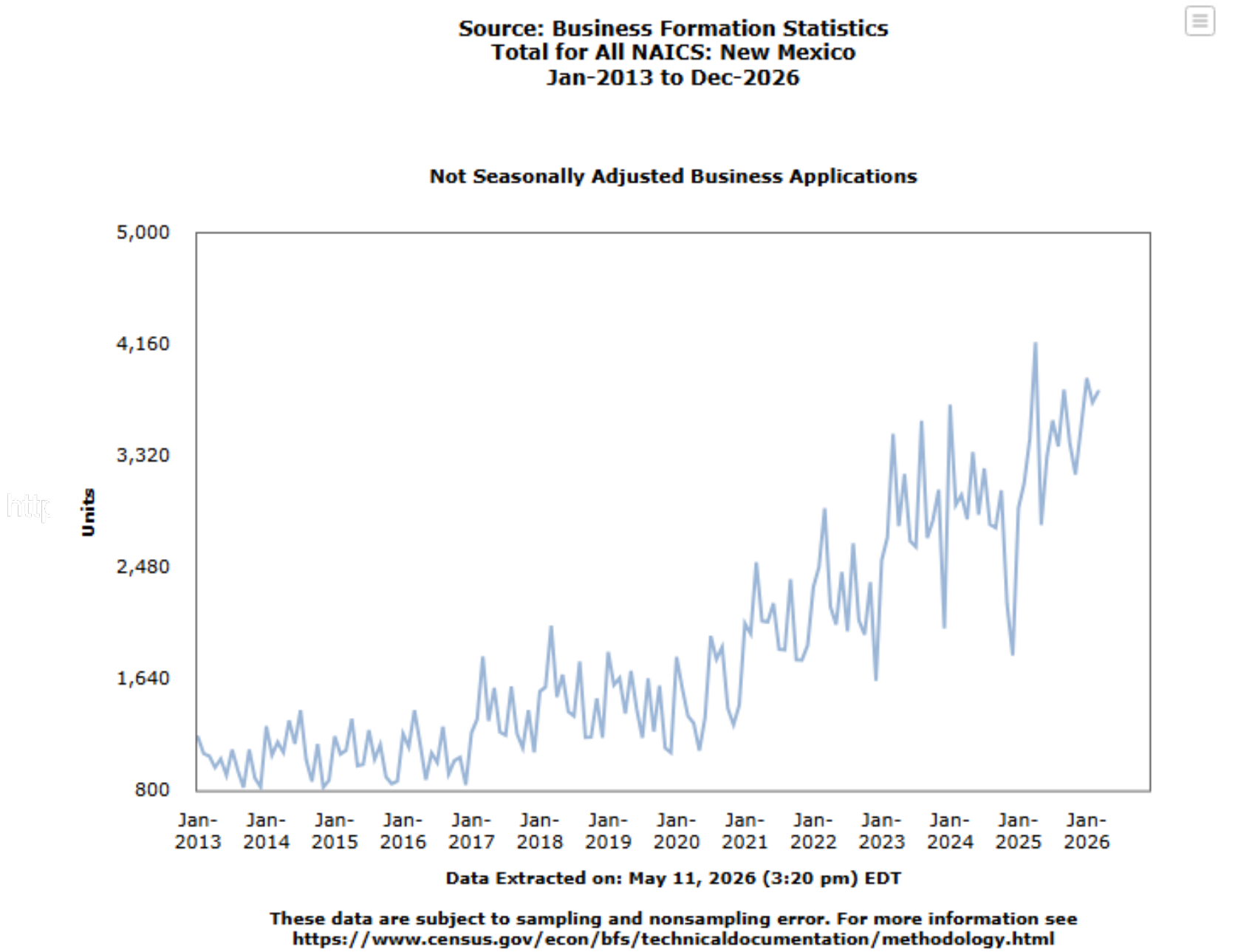


https://experience.arcgis.com/experience/13a111e06ad242fba0fb62f25199c7dd/page/Page-1/

New Business Applications

US Census Bureau Business Formation Statistics
https://www.census.gov/econ/bfs/index.html

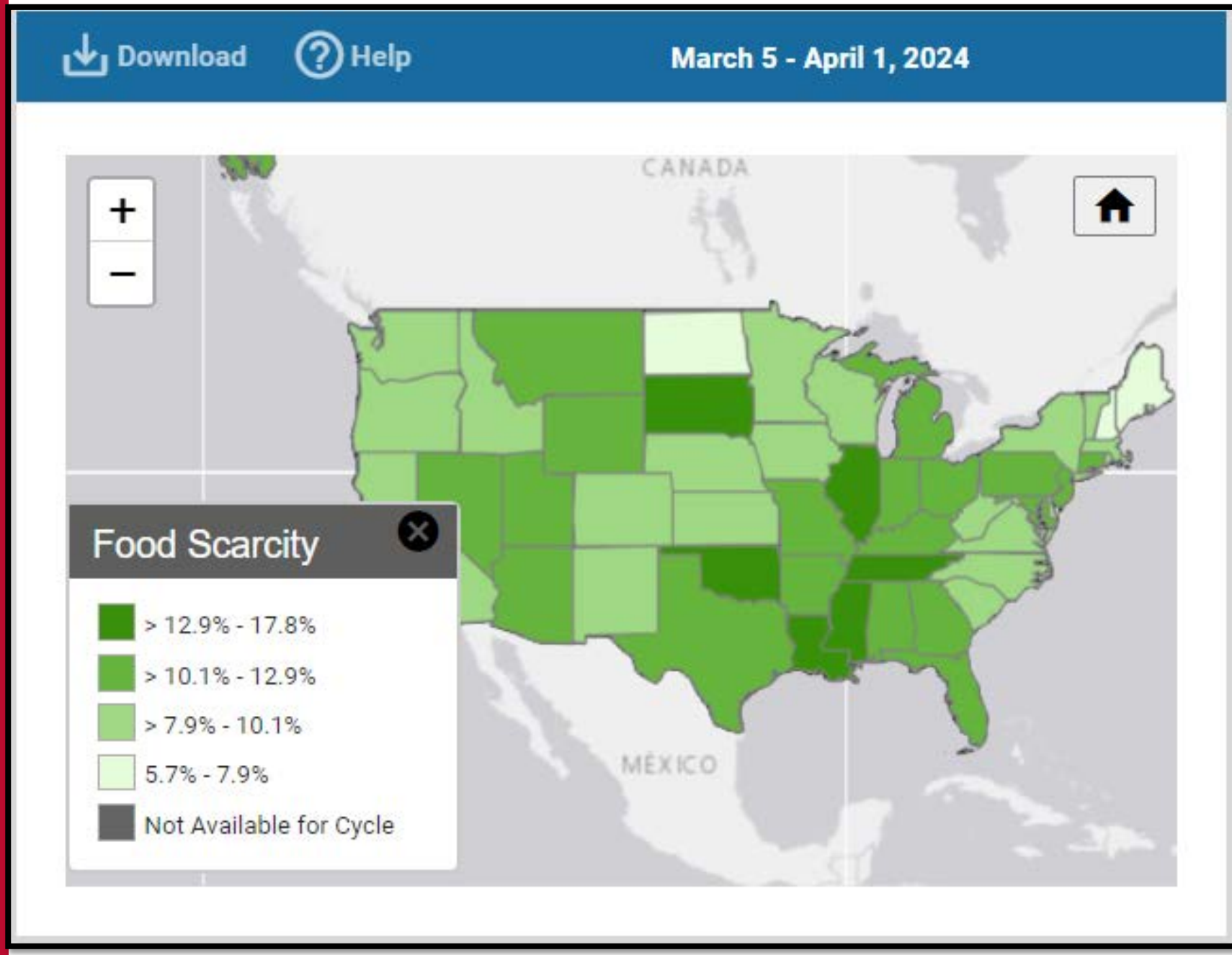
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United States Census Bureau

Household Pulse Survey

https://www.census.gov/data-tools/demo/hhp/#/



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Business Trends and Outlook Survey

BTOS Key Performance Indicators

Current Indexes measure the previous two weeks.
Future Indexes measure business outlook for the next six months.

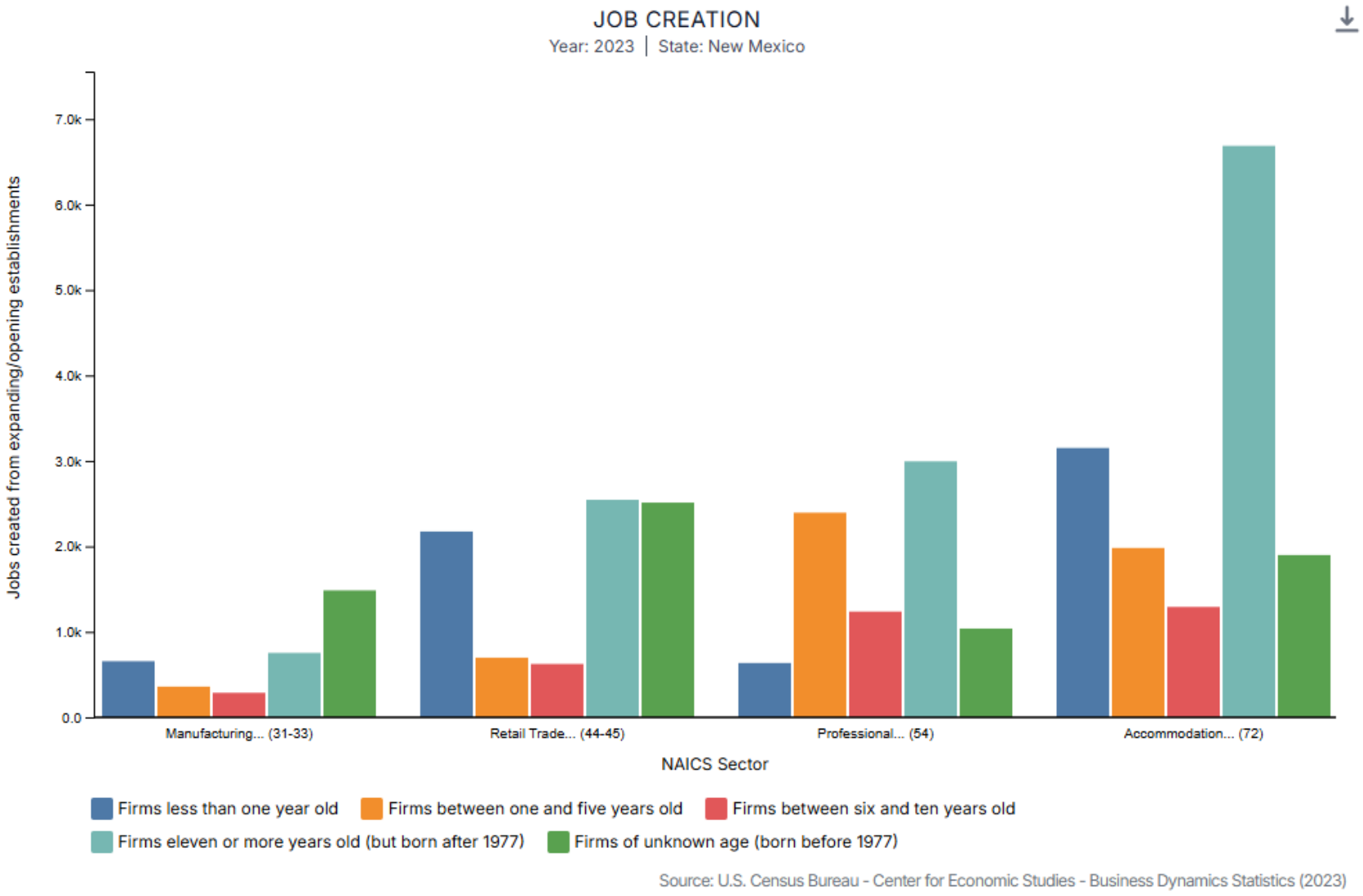
Data as of May 03, 2026

54.5 | +0.2	**43.2 | +0.1**	**48.4 | +0.5 ↑**	**47.4 | +0.7 ↑**	**72.1 | -1.7 ↓**
Current Performance	Revenues	Employees	Hours	Input Prices
54.7 | +0.3	**52.0 | -0.1**	**51.7 | -0.4 ↓**	**51.1 | -0.2**	**76.6 | -0.7**
Future Performance	Future Demand	Future Employees	Future Hours	Fut. Input Prices

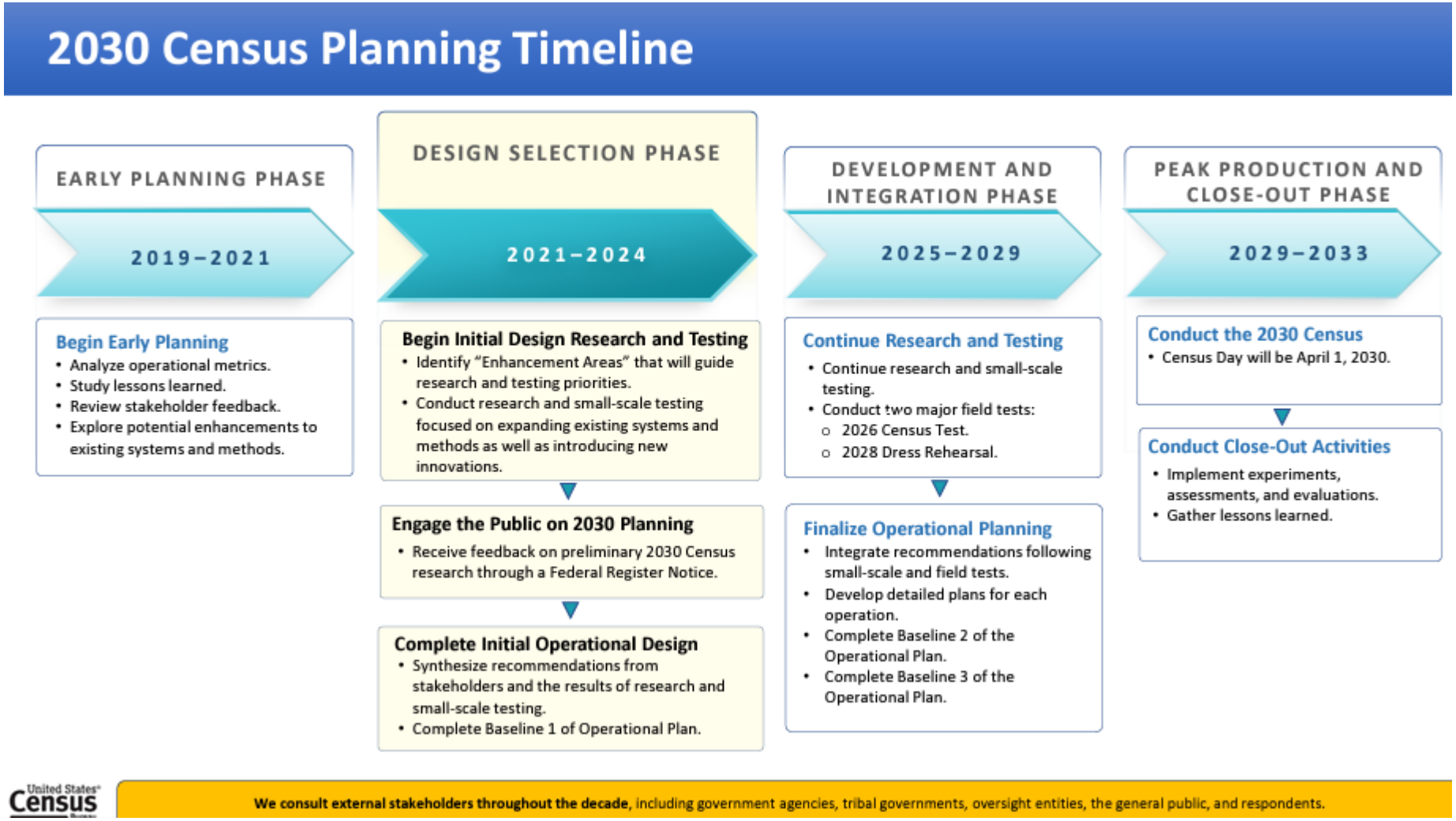
Business Dynamic Statistics (BDS)

https://www.census.gov/data/data-tools/bds-explorer.html

Answers questions on by business size of employment, firm age, business births & deaths



2030 Census Planning!



https://www.census.gov/programs-surveys/decennial-census/decade/2030/2030-census-main.html

Thank You!

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