



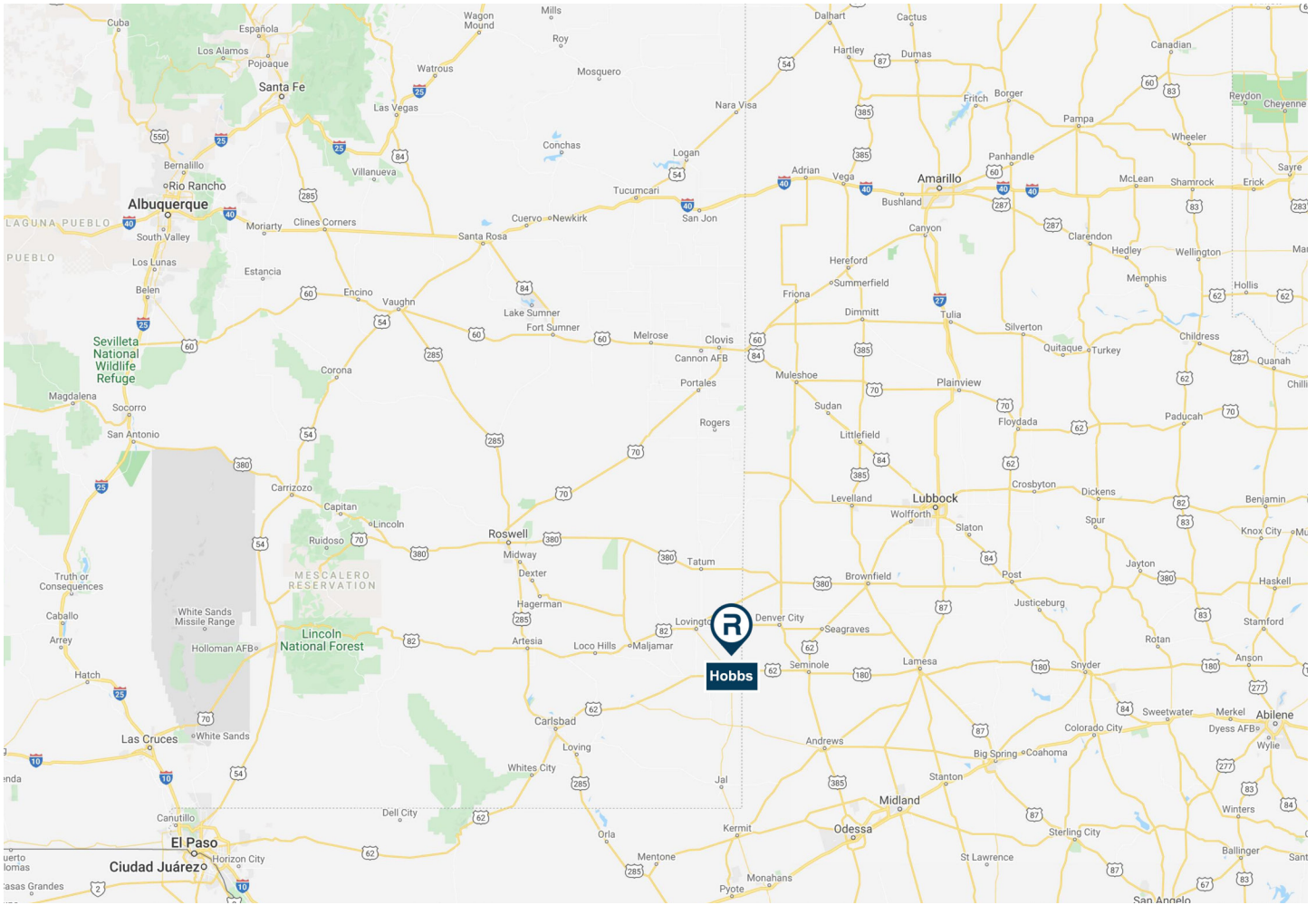
The**Retail**Coach.®

Community Demographic Profile

HOBBS, NEW MEXICO

Prepared for Economic Development Corporation of Lea County
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Community



Prepared for:



Economic Development Corporation of Lea County

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DESCRIPTION	DATA	%
Population		
2026 Projection	38,774	
2021 Estimate	37,620	
2010 Census	34,122	
2000 Census	28,934	
Growth 2021 - 2026		3.07%
Growth 2010 - 2021		10.25%
Growth 2000 - 2010		17.93%
2021 Est. Population by Single-Classification Race	37,620	
White Alone	26,473	70.37%
Black or African American Alone	1,905	5.06%
Amer. Indian and Alaska Native Alone	473	1.26%
Asian Alone	209	0.56%
Native Hawaiian and Other Pacific Island Alone	38	0.10%
Some Other Race Alone	7,342	19.52%
Two or More Races	1,180	3.14%
2021 Est. Population by Hispanic or Latino Origin	37,620	
Not Hispanic or Latino	13,346	35.48%
Hispanic or Latino	24,274	64.52%
Mexican	21,360	88.00%
Puerto Rican	73	0.30%
Cuban	20	0.08%
All Other Hispanic or Latino	2,821	11.62%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	24,274	
White Alone	15,709	64.72%
Black or African American Alone	203	0.84%
American Indian and Alaska Native Alone	226	0.93%
Asian Alone	6	0.03%
Native Hawaiian and Other Pacific Islander Alone	17	0.07%
Some Other Race Alone	7,320	30.16%
Two or More Races	793	3.27%
2021 Est. Pop by Race, Asian Alone, by Category	209	
Chinese, except Taiwanese	12	5.74%
Filipino	53	25.36%
Japanese	0	0.00%
Asian Indian	144	68.90%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	37,620	
Arab	98	0.26%
Czech	79	0.21%
Danish	7	0.02%
Dutch	383	1.02%
English	1,420	3.78%
French (except Basque)	178	0.47%
French Canadian	12	0.03%
German	1,650	4.39%
Greek	8	0.02%
Hungarian	0	0.00%
Irish	1,532	4.07%
Italian	197	0.52%
Lithuanian	6	0.02%
United States or American	1,241	3.30%
Norwegian	83	0.22%
Polish	272	0.72%
Portuguese	37	0.10%
Russian	116	0.31%
Scottish	284	0.76%
Scotch-Irish	81	0.22%
Slovak	61	0.16%
Subsaharan African	107	0.28%
Swedish	21	0.06%
Swiss	9	0.02%
Ukrainian	0	0.00%
Welsh	166	0.44%
West Indian (except Hisp. groups)	45	0.12%
Other ancestries	21,943	58.33%
Ancestry Unclassified	7,584	20.16%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	17,323	50.30%
Speak Asian/Pacific Island Language at Home	2,051	5.96%
Speak IndoEuropean Language at Home	150	0.44%
Speak Spanish at Home	14,849	43.11%
Speak Other Language at Home	68	0.20%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	37,620	
Age 0 - 4	3,179	8.45%
Age 5 - 9	3,219	8.56%
Age 10 - 14	3,217	8.55%
Age 15 - 17	1,830	4.86%
Age 18 - 20	1,671	4.44%
Age 21 - 24	2,140	5.69%
Age 25 - 34	5,215	13.86%
Age 35 - 44	5,074	13.49%
Age 45 - 54	3,994	10.62%
Age 55 - 64	3,802	10.11%
Age 65 - 74	2,521	6.70%
Age 75 - 84	1,238	3.29%
Age 85 and over	520	1.38%
Age 16 and over	27,405	72.85%
Age 18 and over	26,175	69.58%
Age 21 and over	24,504	65.14%
Age 65 and over	4,279	11.37%
2021 Est. Median Age		31.78
2021 Est. Average Age		34.30
2021 Est. Population by Sex	37,620	
Male	19,168	50.95%
Female	18,452	49.05%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	19,168	
Age 0 - 4	1,627	8.49%
Age 5 - 9	1,638	8.55%
Age 10 - 14	1,641	8.56%
Age 15 - 17	934	4.87%
Age 18 - 20	869	4.53%
Age 21 - 24	1,137	5.93%
Age 25 - 34	2,753	14.36%
Age 35 - 44	2,654	13.85%
Age 45 - 54	2,058	10.74%
Age 55 - 64	1,953	10.19%
Age 65 - 74	1,194	6.23%
Age 75 - 84	520	2.71%
Age 85 and over	190	0.99%
2021 Est. Median Age, Male		31.27
2021 Est. Average Age, Male		33.70
2021 Est. Female Population by Age	18,452	
Age 0 - 4	1,552	8.41%
Age 5 - 9	1,581	8.57%
Age 10 - 14	1,576	8.54%
Age 15 - 17	896	4.86%
Age 18 - 20	802	4.35%
Age 21 - 24	1,003	5.44%
Age 25 - 34	2,462	13.34%
Age 35 - 44	2,420	13.12%
Age 45 - 54	1,936	10.49%
Age 55 - 64	1,849	10.02%
Age 65 - 74	1,327	7.19%
Age 75 - 84	718	3.89%
Age 85 and over	330	1.79%
2021 Est. Median Age, Female		32.36
2021 Est. Average Age, Female		35.00

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,943	35.50%
Males, Never Married	5,455	19.48%
Females, Never Married	4,488	16.03%
Married, Spouse present	11,353	40.54%
Married, Spouse absent	2,095	7.48%
Widowed	1,620	5.79%
Males Widowed	371	1.33%
Females Widowed	1,249	4.46%
Divorced	2,994	10.69%
Males Divorced	1,393	4.97%
Females Divorced	1,601	5.72%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,792	12.5%
Some High School, no diploma	3,312	14.8%
High School Graduate (or GED)	7,139	31.9%
Some College, no degree	4,910	22.0%
Associate Degree	1,432	6.4%
Bachelor's Degree	1,639	7.3%
Master's Degree	842	3.8%
Professional School Degree	155	0.7%
Doctorate Degree	143	0.6%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,362	42.05%
High School Graduate	4,082	32.01%
Some College or Associate's Degree	2,717	21.31%
Bachelor's Degree or Higher	592	4.64%
Households		
2026 Projection	13,215	
2021 Estimate	12,867	
2010 Census	11,782	
2000 Census	10,387	
Growth 2021 - 2026		2.71%
Growth 2010 - 2021		9.21%
Growth 2000 - 2010		13.43%
2021 Est. Households by Household Type	12,867	
Family Households	9,121	70.89%
Nonfamily Households	3,746	29.11%
2021 Est. Group Quarters Population	899	
2021 Households by Ethnicity, Hispanic/Latino	7,023	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	12,867	
Income < \$15,000	2,341	18.19%
Income \$15,000 - \$24,999	1,113	8.65%
Income \$25,000 - \$34,999	1,183	9.19%
Income \$35,000 - \$49,999	1,854	14.41%
Income \$50,000 - \$74,999	2,416	18.78%
Income \$75,000 - \$99,999	1,502	11.67%
Income \$100,000 - \$124,999	853	6.63%
Income \$125,000 - \$149,999	589	4.58%
Income \$150,000 - \$199,999	613	4.76%
Income \$200,000 - \$249,999	168	1.31%
Income \$250,000 - \$499,999	194	1.51%
Income \$500,000+	41	0.32%
2021 Est. Average Household Income		\$66,346
2021 Est. Median Household Income		\$49,508
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$52,326
Black or African American Alone		\$17,028
American Indian and Alaska Native Alone		\$63,356
Asian Alone		\$95,175
Native Hawaiian and Other Pacific Islander Alone		\$44,724
Some Other Race Alone		\$44,473
Two or More Races		\$43,914
Hispanic or Latino		\$46,279
Not Hispanic or Latino		\$54,522
2021 Est. Family HH Type by Presence of Own Child.	9,121	
Married-Couple Family, own children	2,908	31.88%
Married-Couple Family, no own children	3,320	36.40%
Male Householder, own children	532	5.83%
Male Householder, no own children	385	4.22%
Female Householder, own children	1,253	13.74%
Female Householder, no own children	723	7.93%
2021 Est. Households by Household Size	12,867	
1-person	3,033	23.57%
2-person	3,623	28.16%
3-person	2,196	17.07%
4-person	1,904	14.80%
5-person	1,180	9.17%
6-person	548	4.26%
7-or-more-person	383	2.98%
2021 Est. Average Household Size		2.85

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	12,867	
Households with 1 or More People under Age 18:	5,415	42.08%
Married-Couple Family	3,248	59.98%
Other Family, Male Householder	619	11.43%
Other Family, Female Householder	1,489	27.50%
Nonfamily, Male Householder	47	0.87%
Nonfamily, Female Householder	12	0.22%
Households with No People under Age 18:	7,452	57.92%
Married-Couple Family	2,987	40.08%
Other Family, Male Householder	295	3.96%
Other Family, Female Householder	477	6.40%
Nonfamily, Male Householder	1,963	26.34%
Nonfamily, Female Householder	1,730	23.22%
2021 Est. Households by Number of Vehicles	12,867	
No Vehicles	647	5.03%
1 Vehicle	3,729	28.98%
2 Vehicles	4,752	36.93%
3 Vehicles	2,190	17.02%
4 Vehicles	943	7.33%
5 or more Vehicles	606	4.71%
2021 Est. Average Number of Vehicles		2.1
Family Households		
2026 Projection	9,357	
2021 Estimate	9,121	
2010 Census	8,392	
2000 Census	7,559	
Growth 2021 - 2026		2.59%
Growth 2010 - 2021		8.69%
Growth 2000 - 2010		11.02%
2021 Est. Families by Poverty Status	9,121	
2021 Families at or Above Poverty	7,535	82.61%
2021 Families at or Above Poverty with Children	4,155	45.55%
2021 Families Below Poverty	1,586	17.39%
2021 Families Below Poverty with Children	1,119	12.27%
2021 Est. Pop 16+ by Employment Status	27,405	
Civilian Labor Force, Employed	15,334	55.95%
Civilian Labor Force, Unemployed	1,172	4.28%
Armed Forces	5	0.02%
Not in Labor Force	10,894	39.75%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	15,520	
For-Profit Private Workers	11,854	76.38%
Non-Profit Private Workers	537	3.46%
Local Government Workers	175	1.13%
State Government Workers	976	6.29%
Federal Government Workers	839	5.41%
Self-Employed Workers	1,138	7.33%
Unpaid Family Workers	1	0.01%
2021 Est. Civ. Employed Pop 16+ by Occupation	15,520	
Architect/Engineer	241	1.55%
Arts/Entertainment/Sports	69	0.45%
Building Grounds Maintenance	601	3.87%
Business/Financial Operations	278	1.79%
Community/Social Services	254	1.64%
Computer/Mathematical	82	0.53%
Construction/Extraction	1,866	12.02%
Education/Training/Library	988	6.37%
Farming/Fishing/Forestry	84	0.54%
Food Prep/Serving	791	5.10%
Health Practitioner/Technician	578	3.72%
Healthcare Support	403	2.60%
Maintenance Repair	745	4.80%
Legal	121	0.78%
Life/Physical/Social Science	104	0.67%
Management	1,146	7.38%
Office/Admin. Support	1,577	10.16%
Production	796	5.13%
Protective Services	493	3.18%
Sales/Related	1,830	11.79%
Personal Care/Service	246	1.59%
Transportation/Moving	2,227	14.35%
2021 Est. Pop 16+ by Occupation Classification	15,520	
White Collar	7,268	46.83%
Blue Collar	5,634	36.30%
Service and Farm	2,618	16.87%
2021 Est. Workers Age 16+ by Transp. to Work	15,400	
Drove Alone	13,394	86.97%
Car Pooled	1,531	9.94%
Public Transportation	39	0.25%
Walked	107	0.70%
Bicycle	18	0.12%
Other Means	75	0.49%
Worked at Home	236	1.53%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,016	
15 - 29 Minutes	5,496	
30 - 44 Minutes	958	
45 - 59 Minutes	286	
60 or more Minutes	1,419	
2021 Est. Avg Travel Time to Work in Minutes		22
2021 Est. Occupied Housing Units by Tenure	12,867	
Owner Occupied	8,096	62.92%
Renter Occupied	4,771	37.08%
2021 Owner Occ. HUs: Avg. Length of Residence		16.1
2021 Renter Occ. HUs: Avg. Length of Residence		6.2
2021 Est. Owner-Occupied Housing Units by Value	12,867	
Value Less than \$20,000	412	5.09%
Value \$20,000 - \$39,999	264	3.26%
Value \$40,000 - \$59,999	244	3.01%
Value \$60,000 - \$79,999	489	6.04%
Value \$80,000 - \$99,999	754	9.31%
Value \$100,000 - \$149,999	1,761	21.75%
Value \$150,000 - \$199,999	1,436	17.74%
Value \$200,000 - \$299,999	1,905	23.53%
Value \$300,000 - \$399,999	511	6.31%
Value \$400,000 - \$499,999	204	2.52%
Value \$500,000 - \$749,999	94	1.16%
Value \$750,000 - \$999,999	22	0.27%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$153,911
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	9,063	63.84%
1 Unit Attached	362	2.55%
2 Units	134	0.94%
3 or 4 Units	451	3.18%
5 to 19 Units	975	6.87%
20 to 49 Units	416	2.93%
50 or More Units	745	5.25%
Mobile Home or Trailer	1,967	13.86%
Boat, RV, Van, etc.	83	0.59%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,099	7.74%
Housing Units Built 2010 to 2014	466	3.28%
Housing Units Built 2000 to 2009	1,087	7.66%
Housing Units Built 1990 to 1999	869	6.12%
Housing Units Built 1980 to 1989	1,899	13.38%
Housing Units Built 1970 to 1979	2,939	20.70%
Housing Units Built 1960 to 1969	1,951	13.74%
Housing Units Built 1950 to 1959	2,805	19.76%
Housing Units Built 1940 to 1949	705	4.97%
Housing Unit Built 1939 or Earlier	376	2.65%
2021 Est. Median Year Structure Built		1974

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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