



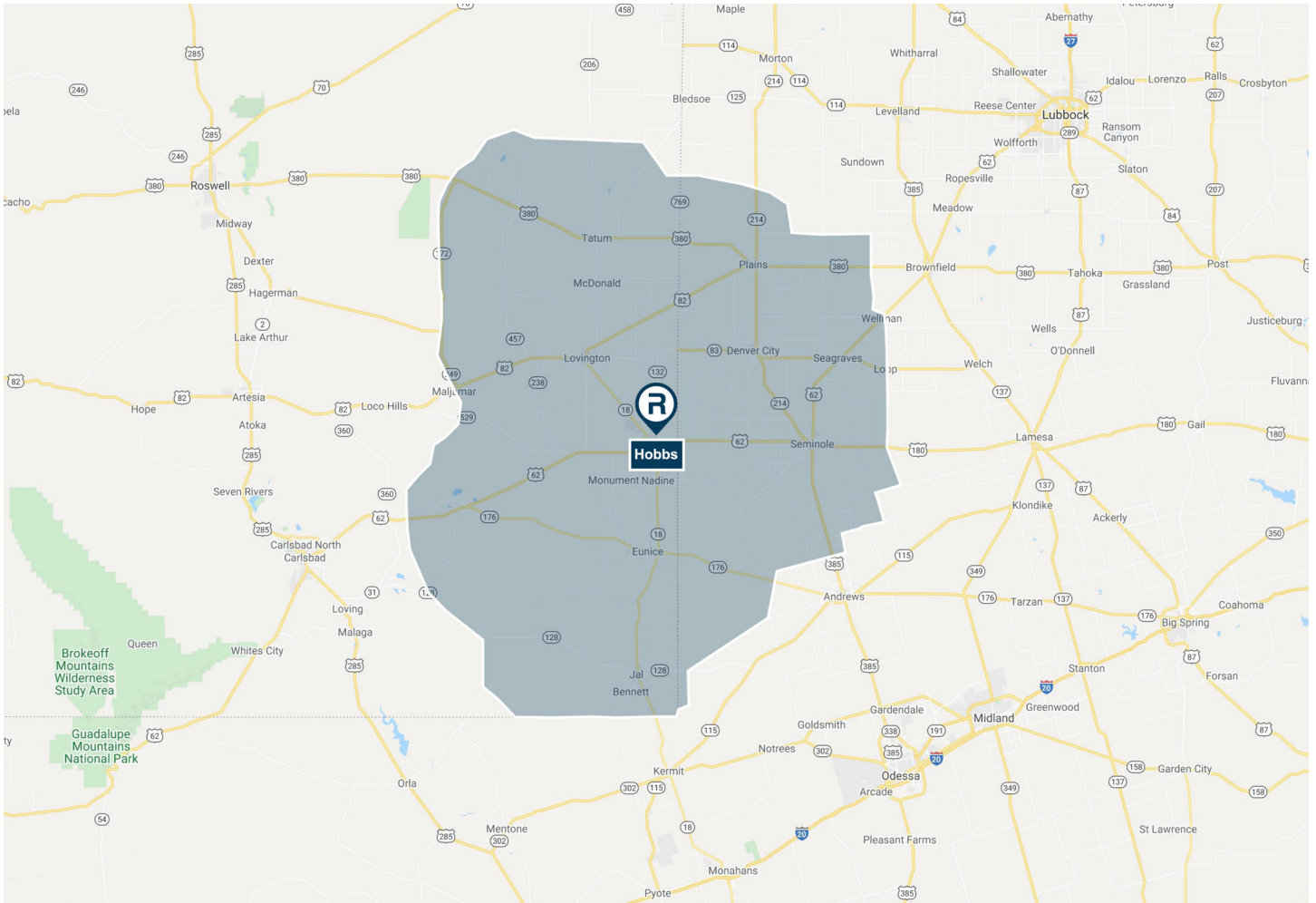
The **Retail** Coach.®

# Primary Retail Trade Area Demographic Profile

HOBBS, NEW MEXICO

Prepared for Economic Development Corporation of Lea County  
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# Primary Retail Trade Area



Prepared for:



**Economic Development Corporation of Lea County**

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# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	107,762	
2021 Estimate	103,074	
2010 Census	90,255	
2000 Census	77,447	
Growth 2021 - 2026		4.55%
Growth 2010 - 2021		14.20%
Growth 2000 - 2010		16.54%
<b>2021 Est. Population by Single-Classification Race</b>	<b>103,074</b>	
White Alone	75,090	72.85%
Black or African American Alone	3,125	3.03%
Amer. Indian and Alaska Native Alone	1,195	1.16%
Asian Alone	540	0.52%
Native Hawaiian and Other Pacific Island Alone	54	0.05%
Some Other Race Alone	20,047	19.45%
Two or More Races	3,023	2.93%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>103,074</b>	
Not Hispanic or Latino	41,516	40.28%
Hispanic or Latino	61,559	59.72%
Mexican	55,043	89.42%
Puerto Rican	139	0.23%
Cuban	47	0.08%
All Other Hispanic or Latino	6,329	10.28%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>61,559</b>	
White Alone	38,504	62.55%
Black or African American Alone	418	0.68%
American Indian and Alaska Native Alone	537	0.87%
Asian Alone	49	0.08%
Native Hawaiian and Other Pacific Islander Alone	25	0.04%
Some Other Race Alone	19,982	32.46%
Two or More Races	2,044	3.32%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>540</b>	
Chinese, except Taiwanese	36	6.67%
Filipino	99	18.33%
Japanese	0	0.00%
Asian Indian	323	59.82%
Korean	49	9.07%
Vietnamese	33	6.11%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.19%
All Other Asian Races Including 2+ Category	1	0.19%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>103,074</b>	
Arab	166	0.16%
Czech	140	0.14%
Danish	27	0.03%
Dutch	708	0.69%
English	3,420	3.32%
French (except Basque)	910	0.88%
French Canadian	14	0.01%
German	5,692	5.52%
Greek	96	0.09%
Hungarian	18	0.02%
Irish	4,068	3.95%
Italian	433	0.42%
Lithuanian	15	0.02%
United States or American	4,609	4.47%
Norwegian	222	0.22%
Polish	689	0.67%
Portuguese	94	0.09%
Russian	645	0.63%
Scottish	1,174	1.14%
Scotch-Irish	343	0.33%
Slovak	62	0.06%
Subsaharan African	210	0.20%
Swedish	128	0.12%
Swiss	23	0.02%
Ukrainian	45	0.04%
Welsh	268	0.26%
West Indian (except Hisp. groups)	163	0.16%
Other ancestries	59,092	57.33%
Ancestry Unclassified	19,601	19.02%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	45,282	48.00%
Speak Asian/Pacific Island Language at Home	3,826	4.06%
Speak IndoEuropean Language at Home	4,864	5.16%
Speak Spanish at Home	40,224	42.64%
Speak Other Language at Home	142	0.15%

# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>103,074</b>	
Age 0 - 4	8,737	8.48%
Age 5 - 9	8,934	8.67%
Age 10 - 14	9,056	8.79%
Age 15 - 17	5,031	4.88%
Age 18 - 20	4,580	4.44%
Age 21 - 24	5,861	5.69%
Age 25 - 34	13,966	13.55%
Age 35 - 44	13,223	12.83%
Age 45 - 54	10,931	10.61%
Age 55 - 64	10,736	10.42%
Age 65 - 74	7,134	6.92%
Age 75 - 84	3,503	3.40%
Age 85 and over	1,382	1.34%
Age 16 and over	74,700	72.47%
Age 18 and over	71,317	69.19%
Age 21 and over	66,737	64.75%
Age 65 and over	12,020	11.66%
2021 Est. Median Age		31.62
2021 Est. Average Age		34.37
<b>2021 Est. Population by Sex</b>	<b>103,074</b>	
Male	52,658	51.09%
Female	50,417	48.91%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>52,658</b>	
Age 0 - 4	4,494	8.53%
Age 5 - 9	4,563	8.67%
Age 10 - 14	4,555	8.65%
Age 15 - 17	2,560	4.86%
Age 18 - 20	2,378	4.52%
Age 21 - 24	3,096	5.88%
Age 25 - 34	7,455	14.16%
Age 35 - 44	6,916	13.13%
Age 45 - 54	5,559	10.56%
Age 55 - 64	5,520	10.48%
Age 65 - 74	3,469	6.59%
Age 75 - 84	1,568	2.98%
Age 85 and over	526	1.00%
2021 Est. Median Age, Male		31.21
2021 Est. Average Age, Male		33.83
<b>2021 Est. Female Population by Age</b>	<b>50,417</b>	
Age 0 - 4	4,243	8.42%
Age 5 - 9	4,370	8.67%
Age 10 - 14	4,501	8.93%
Age 15 - 17	2,471	4.90%
Age 18 - 20	2,202	4.37%
Age 21 - 24	2,766	5.49%
Age 25 - 34	6,511	12.91%
Age 35 - 44	6,307	12.51%
Age 45 - 54	5,372	10.66%
Age 55 - 64	5,216	10.35%
Age 65 - 74	3,665	7.27%
Age 75 - 84	1,936	3.84%
Age 85 and over	856	1.70%
2021 Est. Median Age, Female		32.10
2021 Est. Average Age, Female		34.97

# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	22,973	30.09%
Males, Never Married	12,875	16.86%
Females, Never Married	10,098	13.23%
Married, Spouse present	36,334	47.59%
Married, Spouse absent	5,084	6.66%
Widowed	4,241	5.56%
Males Widowed	1,088	1.43%
Females Widowed	3,153	4.13%
Divorced	7,715	10.11%
Males Divorced	3,513	4.60%
Females Divorced	4,202	5.50%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	9,805	16.1%
Some High School, no diploma	8,707	14.3%
High School Graduate (or GED)	18,695	30.7%
Some College, no degree	12,243	20.1%
Associate Degree	3,783	6.2%
Bachelor's Degree	4,852	8.0%
Master's Degree	2,157	3.5%
Professional School Degree	327	0.5%
Doctorate Degree	307	0.5%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	14,179	43.44%
High School Graduate	10,210	31.28%
Some College or Associate's Degree	6,692	20.50%
Bachelor's Degree or Higher	1,563	4.79%
<b>Households</b>		
2026 Projection	35,847	
2021 Estimate	34,413	
2010 Census	30,546	
2000 Census	26,909	
Growth 2021 - 2026		4.17%
Growth 2010 - 2021		12.66%
Growth 2000 - 2010		13.52%
<b>2021 Est. Households by Household Type</b>	<b>34,413</b>	
Family Households	25,799	74.97%
Nonfamily Households	8,614	25.03%
2021 Est. Group Quarters Population	2,221	
2021 Households by Ethnicity, Hispanic/Latino	17,862	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>34,413</b>	
Income < \$15,000	4,468	12.98%
Income \$15,000 - \$24,999	2,892	8.40%
Income \$25,000 - \$34,999	3,394	9.86%
Income \$35,000 - \$49,999	4,878	14.18%
Income \$50,000 - \$74,999	6,812	19.80%
Income \$75,000 - \$99,999	4,299	12.49%
Income \$100,000 - \$124,999	2,659	7.73%
Income \$125,000 - \$149,999	1,929	5.61%
Income \$150,000 - \$199,999	1,843	5.36%
Income \$200,000 - \$249,999	551	1.60%
Income \$250,000 - \$499,999	565	1.64%
Income \$500,000+	122	0.36%
2021 Est. Average Household Income		\$72,152
2021 Est. Median Household Income		\$55,188
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$56,834
Black or African American Alone		\$28,108
American Indian and Alaska Native Alone		\$62,165
Asian Alone		\$91,580
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$51,218
Two or More Races		\$53,210
Hispanic or Latino		\$51,358
Not Hispanic or Latino		\$60,473
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>25,799</b>	
Married-Couple Family, own children	9,249	35.85%
Married-Couple Family, no own children	10,229	39.65%
Male Householder, own children	1,187	4.60%
Male Householder, no own children	935	3.62%
Female Householder, own children	2,568	9.95%
Female Householder, no own children	1,629	6.31%
<b>2021 Est. Households by Household Size</b>	<b>34,413</b>	
1-person	7,249	21.07%
2-person	10,123	29.42%
3-person	5,797	16.85%
4-person	5,127	14.90%
5-person	3,374	9.80%
6-person	1,645	4.78%
7-or-more-person	1,098	3.19%
2021 Est. Average Household Size		2.93

# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>34,413</b>	
Households with 1 or More People under Age 18:	14,836	43.11%
Married-Couple Family	10,194	68.71%
Other Family, Male Householder	1,415	9.54%
Other Family, Female Householder	3,105	20.93%
Nonfamily, Male Householder	98	0.66%
Nonfamily, Female Householder	24	0.16%
<b>Households with No People under Age 18:</b>	<b>19,577</b>	<b>56.89%</b>
Married-Couple Family	9,293	47.47%
Other Family, Male Householder	699	3.57%
Other Family, Female Householder	1,087	5.55%
Nonfamily, Male Householder	4,579	23.39%
Nonfamily, Female Householder	3,919	20.02%
<b>2021 Est. Households by Number of Vehicles</b>	<b>34,413</b>	
No Vehicles	1,324	3.85%
1 Vehicle	9,474	27.53%
2 Vehicles	12,938	37.60%
3 Vehicles	6,552	19.04%
4 Vehicles	2,561	7.44%
5 or more Vehicles	1,564	4.55%
2021 Est. Average Number of Vehicles		2.17
<b>Family Households</b>		
2026 Projection	26,892	
2021 Estimate	25,799	
2010 Census	22,892	
2000 Census	20,527	
Growth 2021 - 2026		4.24%
Growth 2010 - 2021		12.70%
Growth 2000 - 2010		11.52%
<b>2021 Est. Families by Poverty Status</b>	<b>25,799</b>	
2021 Families at or Above Poverty	22,557	87.43%
2021 Families at or Above Poverty with Children	12,531	48.57%
2021 Families Below Poverty	3,243	12.57%
2021 Families Below Poverty with Children	2,342	9.08%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>74,700</b>	
Civilian Labor Force, Employed	42,555	56.97%
Civilian Labor Force, Unemployed	2,770	3.71%
Armed Forces	15	0.02%
Not in Labor Force	29,360	39.30%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>43,187</b>	
For-Profit Private Workers	31,319	72.52%
Non-Profit Private Workers	1,726	4.00%
Local Government Workers	341	0.79%
State Government Workers	2,385	5.52%
Federal Government Workers	3,018	6.99%
Self-Employed Workers	4,324	10.01%
Unpaid Family Workers	75	0.17%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>43,187</b>	
Architect/Engineer	485	1.12%
Arts/Entertainment/Sports	345	0.80%
Building Grounds Maintenance	1,849	4.28%
Business/Financial Operations	606	1.40%
Community/Social Services	534	1.24%
Computer/Mathematical	271	0.63%
Construction/Extraction	6,113	14.16%
Education/Training/Library	2,846	6.59%
Farming/Fishing/Forestry	875	2.03%
Food Prep/Serving	2,136	4.95%
Health Practitioner/Technician	1,581	3.66%
Healthcare Support	1,012	2.34%
Maintenance Repair	2,501	5.79%
Legal	205	0.48%
Life/Physical/Social Science	300	0.70%
Management	3,834	8.88%
Office/Admin. Support	4,402	10.19%
Production	2,465	5.71%
Protective Services	859	1.99%
Sales/Related	4,289	9.93%
Personal Care/Service	566	1.31%
Transportation/Moving	5,114	11.84%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>43,187</b>	
White Collar	19,699	45.61%
Blue Collar	16,192	37.49%
Service and Farm	7,296	16.89%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>42,814</b>	
Drove Alone	34,814	81.32%
Car Pooled	5,758	13.45%
Public Transportation	46	0.11%
Walked	962	2.25%
Bicycle	62	0.15%
Other Means	250	0.58%
Worked at Home	923	2.16%



# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	20,395	
15 - 29 Minutes	12,450	
30 - 44 Minutes	3,695	
45 - 59 Minutes	1,007	
60 or more Minutes	4,347	
2021 Est. Avg Travel Time to Work in Minutes		23
2021 Est. Occupied Housing Units by Tenure	34,413	
Owner Occupied	24,550	71.34%
Renter Occupied	9,864	28.66%
2021 Owner Occ. HUs: Avg. Length of Residence		15.68
2021 Renter Occ. HUs: Avg. Length of Residence		6.28
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>34,413</b>	
Value Less than \$20,000	1,173	4.78%
Value \$20,000 - \$39,999	1,288	5.25%
Value \$40,000 - \$59,999	1,159	4.72%
Value \$60,000 - \$79,999	1,665	6.78%
Value \$80,000 - \$99,999	2,213	9.01%
Value \$100,000 - \$149,999	4,987	20.31%
Value \$150,000 - \$199,999	3,694	15.05%
Value \$200,000 - \$299,999	5,368	21.87%
Value \$300,000 - \$399,999	1,760	7.17%
Value \$400,000 - \$499,999	707	2.88%
Value \$500,000 - \$749,999	379	1.54%
Value \$750,000 - \$999,999	121	0.49%
Value \$1,000,000 or \$1,499,999	20	0.08%
Value \$1,500,000 or \$1,999,999	15	0.06%
Value \$2,000,000+	0	0.00%
2021 Est. Median All Owner-Occupied Housing Value		\$147,623
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	25,646	67.06%
1 Unit Attached	477	1.25%
2 Units	571	1.49%
3 or 4 Units	723	1.89%
5 to 19 Units	1,225	3.20%
20 to 49 Units	509	1.33%
50 or More Units	878	2.30%
Mobile Home or Trailer	7,834	20.48%
Boat, RV, Van, etc.	383	1.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,091	10.70%
Housing Units Built 2010 to 2014	1,576	4.12%
Housing Units Built 2000 to 2009	3,702	9.68%
Housing Units Built 1990 to 1999	3,147	8.23%
Housing Units Built 1980 to 1989	5,741	15.01%
Housing Units Built 1970 to 1979	6,197	16.20%
Housing Units Built 1960 to 1969	4,728	12.36%
Housing Units Built 1950 to 1959	6,398	16.73%
Housing Units Built 1940 to 1949	1,734	4.53%
Housing Unit Built 1939 or Earlier	929	2.43%
2021 Est. Median Year Structure Built		1979

# 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.





The**RetailCoach**.®

## 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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