



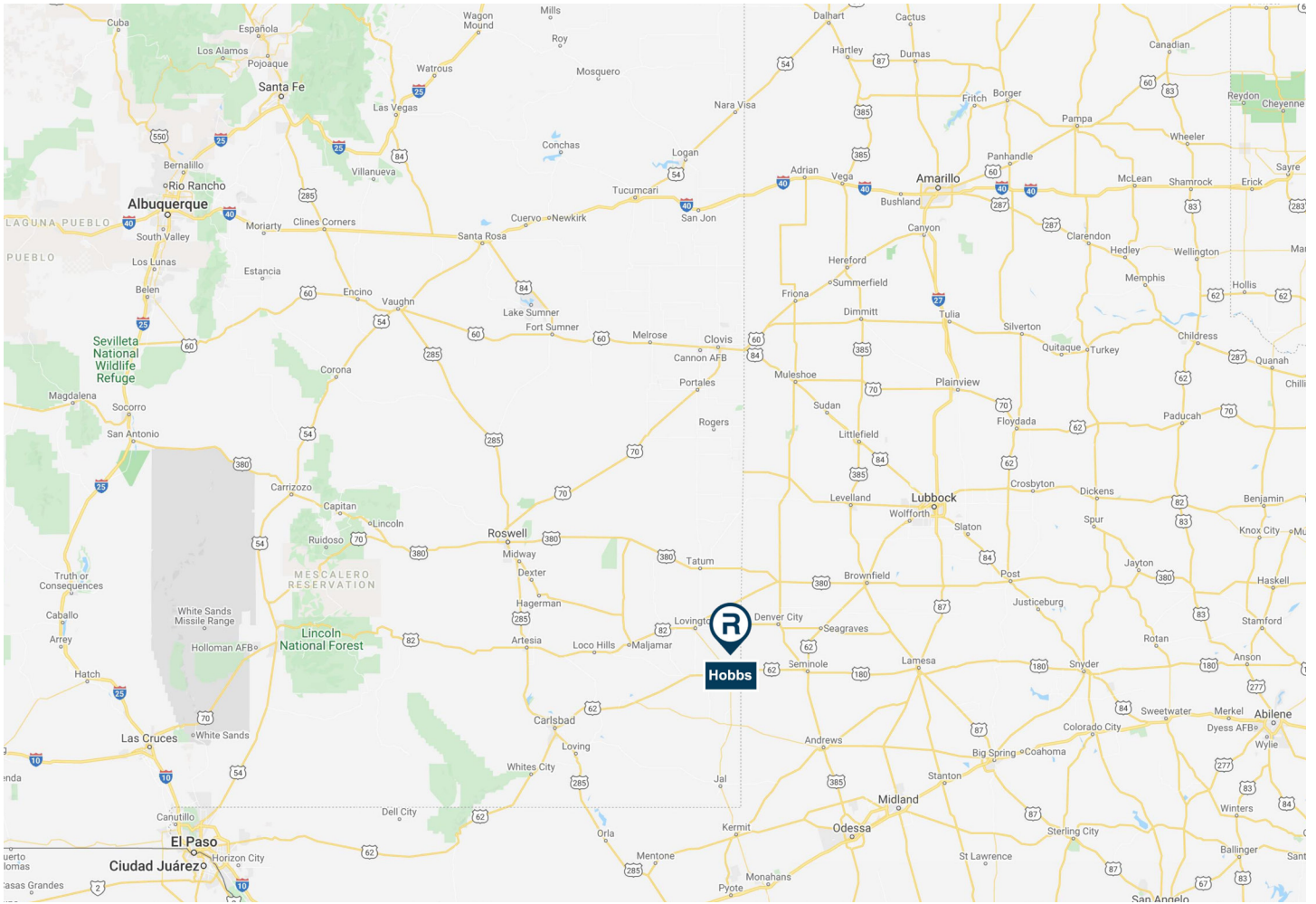
The**Retail**Coach.®

# Community Workplace Population

HOBBS, NEW MEXICO

Prepared for Economic Development Corporation of Lea County  
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# Community



Prepared for:



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# Community • Workplace Population

Hobbs, New Mexico

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>1,785</b>	<b>18,982</b>	<b>11</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>7</b>	<b>110</b>	<b>16</b>
111: Crop Production	3	95	32
112: Animal Production and Aquaculture	3	8	3
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	0	0	0
115: Support Activities for Agriculture and Forestry	1	7	7
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>37</b>	<b>479</b>	<b>13</b>
211: Oil and Gas Extraction	18	127	7
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	19	352	19
<b>22: Utilities</b>	<b>9</b>	<b>130</b>	<b>14</b>
221: Utilities	9	130	14
<b>23: Construction</b>	<b>157</b>	<b>2147</b>	<b>14</b>
236: Construction of Buildings	22	172	8
237: Heavy and Civil Engineering Construction	6	227	38
238: Specialty Trade Contractors	129	1748	14
<b>31: Manufacturing</b>	<b>6</b>	<b>28</b>	<b>5</b>
311: Food Manufacturing	5	23	5
312: Beverage and Tobacco Product Manufacturing	1	5	5
313: Textile Mills	0	0	0
314: Textile Product Mills	0	0	0
315: Apparel Manufacturing	0	0	0
316: Leather and Allied Product Manufacturing	0	0	0
<b>32: Manufacturing</b>	<b>13</b>	<b>145</b>	<b>11</b>
321: Wood Product Manufacturing	0	0	0
322: Paper Manufacturing	0	0	0
323: Printing and Related Support Activities	3	13	4
324: Petroleum and Coal Products Manufacturing	4	93	23
325: Chemical Manufacturing	2	21	11
326: Plastics and Rubber Products Manufacturing	3	12	4
327: Nonmetallic Mineral Product Manufacturing	1	6	6

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<b>33: Manufacturing</b>	<b>26</b>	<b>405</b>	<b>16</b>
331: Primary Metal Manufacturing	0	0	0
332: Fabricated Metal Product Manufacturing	11	97	9
333: Machinery Manufacturing	5	201	40
334: Computer and Electronic Product Manufacturing	1	3	3
335: Electrical Equipment, Appliance, and Component Manufacturing	2	15	8
336: Transportation Equipment Manufacturing	2	61	31
337: Furniture and Related Product Manufacturing	1	3	3
339: Miscellaneous Manufacturing	4	25	6
<b>42: Wholesale Trade</b>	<b>92</b>	<b>760</b>	<b>8</b>
423: Merchant Wholesalers, Durable Goods	74	644	9
424: Merchant Wholesalers, Nondurable Goods	15	113	8
425: Wholesale Electronic Markets and Agents and Brokers	3	3	1
<b>44: Retail Trade</b>	<b>180</b>	<b>2,214</b>	<b>12</b>
441: Motor Vehicle and Parts Dealers	31	576	19
442: Furniture and Home Furnishings Stores	8	57	7
443: Electronics and Appliance Stores	13	108	8
444: Building Material and Garden Equipment and Supplies Dealers	17	339	20
445: Food and Beverage Stores	32	704	22
446: Health and Personal Care Stores	24	143	6
447: Gasoline Stations	28	181	6
448: Clothing and Clothing Accessories Stores	27	106	4
<b>45: Retail Trade</b>	<b>75</b>	<b>714</b>	<b>10</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	11	79	7
452: General Merchandise Stores	15	454	30
453: Miscellaneous Store Retailers	28	114	4
454: Nonstore Retailers	21	67	3
<b>48: Transportation and Warehousing</b>	<b>29</b>	<b>445</b>	<b>15</b>
481: Air Transportation	0	0	0
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	18	138	8
485: Transit and Ground Passenger Transportation	2	64	32
486: Pipeline Transportation	6	234	39
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	3	9	3
<b>49: Transportation and Warehousing</b>	<b>2</b>	<b>62</b>	<b>31</b>
491: Postal Service	1	61	61
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	1	1	1

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<b>51: Information</b>	<b>29</b>	<b>297</b>	<b>10</b>
511: Publishing Industries (except Internet)	2	82	41
512: Motion Picture and Sound Recording Industries	1	10	10
515: Broadcasting (except Internet)	11	114	10
517: Telecommunications	11	53	5
518: Data Processing, Hosting, and Related Services	2	17	9
519: Other Information Services	2	21	11
<b>52: Finance and Insurance</b>	<b>123</b>	<b>540</b>	<b>4</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	68	297	4
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	17	102	6
524: Insurance Carriers and Related Activities	38	141	4
525: Funds, Trusts, and Other Financial Vehicles	0	0	0
<b>53: Real Estate and Rental and Leasing</b>	<b>73</b>	<b>317</b>	<b>4</b>
531: Real Estate	46	212	5
532: Rental and Leasing Services	27	105	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
<b>54: Professional, Scientific, and Technical Services</b>	<b>133</b>	<b>995</b>	<b>7</b>
541: Professional, Scientific, and Technical Services	133	995	7
<b>55: Management of Companies and Enterprises</b>	<b>2</b>	<b>4</b>	<b>2</b>
551: Management of Companies and Enterprises	2	4	2
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>40</b>	<b>251</b>	<b>6</b>
561: Administrative and Support Services	37	221	6
562: Waste Management and Remediation Services	3	30	10
<b>61: Educational Services</b>	<b>44</b>	<b>1,466</b>	<b>33</b>
611: Educational Services	44	1,466	33
<b>62: Health Care and Social Assistance</b>	<b>241</b>	<b>1,988</b>	<b>8</b>
621: Ambulatory Health Care Services	192	1,339	7
622: Hospitals	3	111	37
623: Nursing and Residential Care Facilities	7	130	19
624: Social Assistance	39	408	10

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<b>71: Arts, Entertainment, and Recreation</b>	<b>22</b>	<b>348</b>	<b>16</b>
711: Performing Arts, Spectator Sports, and Related Industries	8	43	5
712: Museums, Historical Sites, and Similar Institutions	1	7	7
713: Amusement, Gambling, and Recreation Industries	13	298	23
<b>72: Accommodation and Food Services</b>	<b>136</b>	<b>2,164</b>	<b>16</b>
721: Accommodation	34	373	11
<b>722: Food Services and Drinking Places</b>	<b>102</b>	<b>1,791</b>	<b>18</b>
<b>81: Other Services (except Public Administration)</b>	<b>189</b>	<b>1,410</b>	<b>7</b>
811: Repair and Maintenance	53	451	9
812: Personal and Laundry Services	58	265	5
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	78	694	9
<b>92: Public Administration</b>	<b>68</b>	<b>1,519</b>	<b>22</b>
921: Executive, Legislative, and Other General Government Support	42	718	17
922: Justice, Public Order, and Safety Activities	18	533	30
923: Administration of Human Resource Programs	4	72	18
924: Administration of Environmental Quality Programs	0	0	0
925: Administration of Housing Programs, Urban Planning, and Community Development	0	0	0
926: Administration of Economic Programs	3	194	65
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	1	2	2
<b>99: Unassigned</b>	<b>52</b>	<b>44</b>	<b>1</b>
999: Unassigned	52	44	1

# 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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