



The**Retail**Coach.®

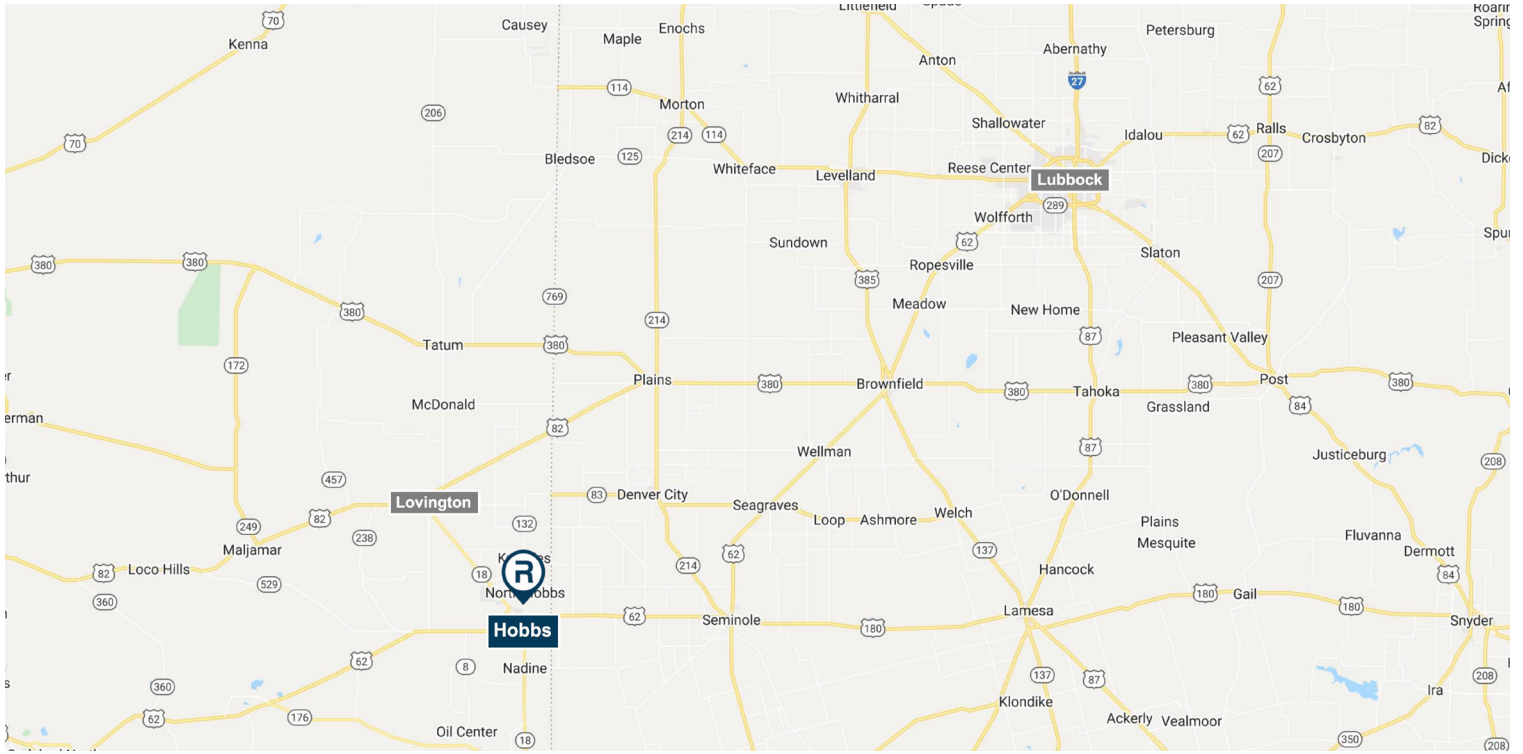
# Community Demographic Profile

HOBBS, NEW MEXICO

Prepared for Economic Development Corporation of Lea County  
April 2022

# Community • Demographic Snapshot

## Hobbs, New Mexico



### Population

2010	34,122	0 - 9 Years	17.33%
2022	41,149	10 - 17 Years	13.35%
2027	42,770	18 - 24 Years	10.19%

### Educational Attainment (%)

Graduate or Professional Degree	5.67%	25 - 34 Years	13.85%
Bachelors Degree	7.75%	35 - 44 Years	13.60%
Associate Degree	9.22%	45 - 54 Years	10.49%
Some College	23.93%	65 and Older	11.30%
High School Graduate (GED)	29.21%	Median Age	31.56
Some High School, No Degree	13.41%	Average Age	34.10
Less than 9th Grade	10.81%		

### Income

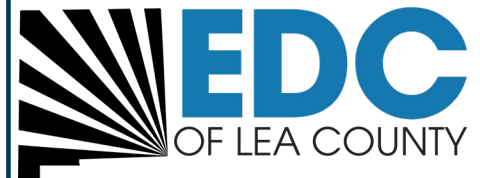
Average HH	\$82,518
Median HH	\$69,993
Per Capita	\$26,831

### Age

0 - 9 Years	17.33%
10 - 17 Years	13.35%
18 - 24 Years	10.19%
25 - 34 Years	13.85%
35 - 44 Years	13.60%
45 - 54 Years	10.49%
65 and Older	11.30%
Median Age	31.56
Average Age	34.10

### Race Distribution (%)

White	70.16%
Black/African American	5.09%
American Indian/Alaskan	1.29%
Asian	0.53%
Native Hawaiian/Islander	0.11%
Other Race	19.69%
Two or More Races	3.13%
Hispanic	64.94%



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# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	42,770	
2022 Estimate	41,149	
2010 Census	34,122	
2000 Census	28,934	
Growth 2022 - 2027		3.94%
Growth 2010 - 2022		20.59%
Growth 2000 - 2010		17.93%
<b>2022 Est. Population by Single-Classification Race</b>	<b>41,149</b>	
White Alone	28,871	70.16%
Black or African American Alone	2,095	5.09%
Amer. Indian and Alaska Native Alone	531	1.29%
Asian Alone	217	0.53%
Native Hawaiian and Other Pacific Island Alone	43	0.11%
Some Other Race Alone	8,103	19.69%
Two or More Races	1,289	3.13%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>41,149</b>	
Not Hispanic or Latino	14,428	35.06%
Hispanic or Latino	26,721	64.94%
Mexican	23,503	87.96%
Puerto Rican	85	0.32%
Cuban	20	0.07%
All Other Hispanic or Latino	3,114	11.65%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>26,721</b>	
White Alone	17,272	64.64%
Black or African American Alone	225	0.84%
American Indian and Alaska Native Alone	249	0.93%
Asian Alone	7	0.03%
Native Hawaiian and Other Pacific Islander Alone	21	0.08%
Some Other Race Alone	8,078	30.23%
Two or More Races	870	3.26%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>217</b>	
Chinese, except Taiwanese	1	0.50%
Filipino	89	41.09%
Japanese	0	0.00%
Asian Indian	33	15.35%
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	94	43.07%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>41,149</b>	
Arab	102	0.25%
Czech	60	0.15%
Danish	7	0.02%
Dutch	224	0.54%
English	1,342	3.26%
French (except Basque)	196	0.48%
French Canadian	0	0.00%
German	1,218	2.96%
Greek	16	0.04%
Hungarian	2	0.01%
Irish	1,651	4.01%
Italian	285	0.69%
Lithuanian	0	0.00%
United States or American	2,022	4.91%
Norwegian	125	0.30%
Polish	84	0.20%
Portuguese	63	0.15%
Russian	17	0.04%
Scottish	219	0.53%
Scotch-Irish	124	0.30%
Slovak	63	0.15%
Subsaharan African	246	0.60%
Swedish	11	0.03%
Swiss	15	0.04%
Ukrainian	1	0.00%
Welsh	224	0.54%
West Indian (except Hisp. groups)	23	0.06%
Other ancestries	24,519	59.59%
Ancestry Unclassified	8,287	20.14%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	15,893	65.36%
Speak Asian/Pacific Island Language at Home	78	0.32%
Speak IndoEuropean Language at Home	163	0.67%
Speak Spanish at Home	8,121	33.40%
Speak Other Language at Home	61	0.25%

# Community • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>41,149</b>	
Age 0 - 4	3,707	9.01%
Age 5 - 9	3,424	8.32%
Age 10 - 14	3,505	8.52%
Age 15 - 17	1,988	4.83%
Age 18 - 20	1,825	4.44%
Age 21 - 24	2,366	5.75%
Age 25 - 34	5,701	13.85%
Age 35 - 44	5,595	13.60%
Age 45 - 54	4,317	10.49%
Age 55 - 64	4,075	9.90%
Age 65 - 74	2,744	6.67%
Age 75 - 84	1,366	3.32%
Age 85 and over	538	1.31%
Age 16 and over	29,864	72.58%
Age 18 and over	28,526	69.32%
Age 21 and over	26,701	64.89%
Age 65 and over	4,648	11.30%
2022 Est. Median Age		31.56
2022 Est. Average Age		34.10
<b>2022 Est. Population by Sex</b>	<b>41,149</b>	
Male	20,967	50.95%
Female	20,182	49.05%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>20,967</b>	
Age 0 - 4	1,878	8.96%
Age 5 - 9	1,744	8.32%
Age 10 - 14	1,771	8.45%
Age 15 - 17	1,021	4.87%
Age 18 - 20	952	4.54%
Age 21 - 24	1,258	6.00%
Age 25 - 34	3,017	14.39%
Age 35 - 44	2,929	13.97%
Age 45 - 54	2,224	10.61%
Age 55 - 64	2,102	10.02%
Age 65 - 74	1,303	6.21%
Age 75 - 84	572	2.73%
Age 85 and over	196	0.93%
2022 Est. Median Age, Male		31.11
2022 Est. Average Age, Male		33.50
<b>2022 Est. Female Population by Age</b>	<b>20,182</b>	
Age 0 - 4	1,829	9.06%
Age 5 - 9	1,680	8.32%
Age 10 - 14	1,734	8.59%
Age 15 - 17	967	4.79%
Age 18 - 20	873	4.33%
Age 21 - 24	1,108	5.49%
Age 25 - 34	2,684	13.30%
Age 35 - 44	2,666	13.21%
Age 45 - 54	2,092	10.37%
Age 55 - 64	1,973	9.77%
Age 65 - 74	1,441	7.14%
Age 75 - 84	794	3.93%
Age 85 and over	342	1.70%
2022 Est. Median Age, Female		32.06
2022 Est. Average Age, Female		34.70

# Community • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	10,421	34.15%
Males, Never Married	6,073	19.90%
Females, Never Married	4,348	14.25%
Married, Spouse present	13,084	42.88%
Married, Spouse absent	2,369	7.76%
Widowed	1,497	4.91%
Males Widowed	255	0.84%
Females Widowed	1,242	4.07%
Divorced	3,144	10.30%
Males Divorced	1,493	4.89%
Females Divorced	1,651	5.41%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,630	10.8%
Some High School, no diploma	3,265	13.4%
High School Graduate (or GED)	7,108	29.2%
Some College, no degree	5,823	23.9%
Associate Degree	2,244	9.2%
Bachelor's Degree	1,887	7.8%
Master's Degree	1,017	4.2%
Professional School Degree	205	0.8%
Doctorate Degree	156	0.6%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	5,584	35.34%
High School Graduate	5,052	31.97%
Some College or Associate's Degree	3,777	23.91%
Bachelor's Degree or Higher	1,388	8.78%
<b>Households</b>		
2027 Projection	13,561	
2022 Estimate	13,089	
2010 Census	11,782	
2000 Census	10,387	
Growth 2022 - 2027		3.61%
Growth 2010 - 2022		11.09%
Growth 2000 - 2010		13.43%
<b>2022 Est. Households by Household Type</b>	<b>13,089</b>	
Family Households	9,276	70.87%
Nonfamily Households	3,813	29.13%
2022 Est. Group Quarters Population	894	
2022 Households by Ethnicity, Hispanic/Latino	7,194	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>13,089</b>	
Income < \$15,000	1,844	14.09%
Income \$15,000 - \$24,999	971	7.42%
Income \$25,000 - \$34,999	940	7.18%
Income \$35,000 - \$49,999	1,339	10.23%
Income \$50,000 - \$74,999	1,818	13.89%
Income \$75,000 - \$99,999	2,118	16.18%
Income \$100,000 - \$124,999	1,663	12.71%
Income \$125,000 - \$149,999	910	6.95%
Income \$150,000 - \$199,999	785	6.00%
Income \$200,000 - \$249,999	374	2.86%
Income \$250,000 - \$499,999	250	1.91%
Income \$500,000+	77	0.59%
2022 Est. Average Household Income		\$82,518
2022 Est. Median Household Income		\$69,993
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$74,340
Black or African American Alone		\$13,764
American Indian and Alaska Native Alone		\$76,680
Asian Alone		\$107,814
Native Hawaiian and Other Pacific Islander Alone		\$46,906
Some Other Race Alone		\$66,795
Two or More Races		\$50,000
Hispanic or Latino		\$65,795
Not Hispanic or Latino		\$76,347
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>9,276</b>	
Married-Couple Family, own children	2,958	31.89%
Married-Couple Family, no own children	3,383	36.47%
Male Householder, own children	545	5.88%
Male Householder, no own children	391	4.22%
Female Householder, own children	1,270	13.69%
Female Householder, no own children	729	7.86%
<b>2022 Est. Households by Household Size</b>	<b>13,089</b>	
1-person	3,084	23.56%
2-person	3,686	28.16%
3-person	2,233	17.06%
4-person	1,936	14.79%
5-person	1,195	9.13%
6-person	559	4.27%
7-or-more-person	396	3.03%
2022 Est. Average Household Size		2.85

# Community • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>13,089</b>	
Households with 1 or More People under Age 18:	5,508	42.08%
Married-Couple Family	3,301	59.93%
Other Family, Male Householder	632	11.47%
Other Family, Female Householder	1,516	27.52%
Nonfamily, Male Householder	48	0.87%
Nonfamily, Female Householder	11	0.20%
<b>Households with No People under Age 18:</b>	<b>7,581</b>	<b>57.92%</b>
Married-Couple Family	3,037	40.06%
Other Family, Male Householder	302	3.98%
Other Family, Female Householder	486	6.41%
Nonfamily, Male Householder	1,997	26.34%
Nonfamily, Female Householder	1,759	23.20%
<b>2022 Est. Households by Number of Vehicles</b>	<b>13,089</b>	
No Vehicles	690	5.27%
1 Vehicle	3,501	26.75%
2 Vehicles	5,278	40.32%
3 Vehicles	2,266	17.31%
4 Vehicles	1,009	7.71%
5 or more Vehicles	345	2.64%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	9,603	
2022 Estimate	9,276	
2010 Census	8,392	
2000 Census	7,559	
Growth 2022 - 2027		3.52%
Growth 2010 - 2022		10.53%
Growth 2000 - 2010		11.02%
<b>2022 Est. Families by Poverty Status</b>	<b>9,276</b>	
2022 Families at or Above Poverty	7,903	85.20%
2022 Families at or Above Poverty with Children	4,227	45.57%
2022 Families Below Poverty	1,373	14.80%
2022 Families Below Poverty with Children	1,096	11.82%
<b>2022 Est. Pop 16+ by Employment Status</b>	<b>29,864</b>	
Civilian Labor Force, Employed	17,343	58.07%
Civilian Labor Force, Unemployed	902	3.02%
Armed Forces	5	0.02%
Not in Labor Force	11,613	38.89%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>18,251</b>	
For-Profit Private Workers	13,583	74.43%
Non-Profit Private Workers	1,027	5.63%
Local Government Workers	249	1.37%
State Government Workers	818	4.48%
Federal Government Workers	1,748	9.58%
Self-Employed Workers	821	4.50%
Unpaid Family Workers	3	0.02%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>18,251</b>	
Architect/Engineer	458	2.51%
Arts/Entertainment/Sports	111	0.61%
Building Grounds Maintenance	513	2.81%
Business/Financial Operations	352	1.93%
Community/Social Services	414	2.27%
Computer/Mathematical	58	0.32%
Construction/Extraction	2,449	13.42%
Education/Training/Library	1,255	6.87%
Farming/Fishing/Forestry	49	0.27%
Food Prep/Serving	857	4.70%
Health Practitioner/Technician	626	3.43%
Healthcare Support	370	2.03%
Maintenance Repair	953	5.22%
Legal	131	0.72%
Life/Physical/Social Science	101	0.55%
Management	1,306	7.16%
Office/Admin. Support	1,483	8.13%
Production	815	4.46%
Protective Services	523	2.87%
Sales/Related	2,009	11.01%
Personal Care/Service	320	1.75%
Transportation/Moving	3,099	16.98%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>18,251</b>	
White Collar	8,303	45.50%
Blue Collar	7,315	40.08%
Service and Farm	2,632	14.42%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>18,251</b>	
Drove Alone	15,779	86.46%
Car Pooled	1,957	10.72%
Public Transportation	22	0.12%
Walked	89	0.49%
Bicycle	16	0.09%
Other Means	54	0.30%
Worked at Home	334	1.83%

# Community • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,483	47.35%
15 - 29 Minutes	5,304	29.60%
30 - 44 Minutes	1,361	7.60%
45 - 59 Minutes	517	2.88%
60 or more Minutes	2,252	12.57%
2022 Est. Avg Travel Time to Work in Minutes		25
<b>2022 Est. Occupied Housing Units by Tenure</b>	13,089	
Owner Occupied	8,237	62.93%
Renter Occupied	4,852	37.07%
2022 Owner Occ. HUs: Avg. Length of Residence		15.70†
2022 Renter Occ. HUs: Avg. Length of Residence		6.20†
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>8,237</b>	
Value Less than \$20,000	339	4.12%
Value \$20,000 - \$39,999	243	2.95%
Value \$40,000 - \$59,999	187	2.27%
Value \$60,000 - \$79,999	549	6.67%
Value \$80,000 - \$99,999	691	8.39%
Value \$100,000 - \$149,999	1,152	13.99%
Value \$150,000 - \$199,999	1,699	20.63%
Value \$200,000 - \$299,999	2,322	28.19%
Value \$300,000 - \$399,999	671	8.15%
Value \$400,000 - \$499,999	205	2.49%
Value \$500,000 - \$749,999	105	1.28%
Value \$750,000 - \$999,999	62	0.75%
Value \$1,000,000 or \$1,499,999	4	0.05%
Value \$1,500,000 or \$1,999,999	3	0.04%
Value \$2,000,000+	5	0.06%
2022 Est. Median All Owner-Occupied Housing Value		\$178,336
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	8,230	62.88%
1 Unit Attached	306	2.34%
2 Units	171	1.31%
3 or 4 Units	512	3.91%
5 to 19 Units	1,073	8.20%
20 to 49 Units	437	3.34%
50 or More Units	573	4.37%
Mobile Home or Trailer	1,731	13.23%
Boat, RV, Van, etc.	55	0.42%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,329	10.15%
Housing Units Built 2010 to 2014	422	3.22%
Housing Units Built 2000 to 2009	912	6.97%
Housing Units Built 1990 to 1999	868	6.63%
Housing Units Built 1980 to 1989	1,673	12.78%
Housing Units Built 1970 to 1979	2,489	19.02%
Housing Units Built 1960 to 1969	1,951	14.91%
Housing Units Built 1950 to 1959	2,520	19.25%
Housing Units Built 1940 to 1949	615	4.70%
Housing Unit Built 1939 or Earlier	309	2.36%
2022 Est. Median Year Structure Built		1975

† Years

# 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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