



The**Retail**Coach.®

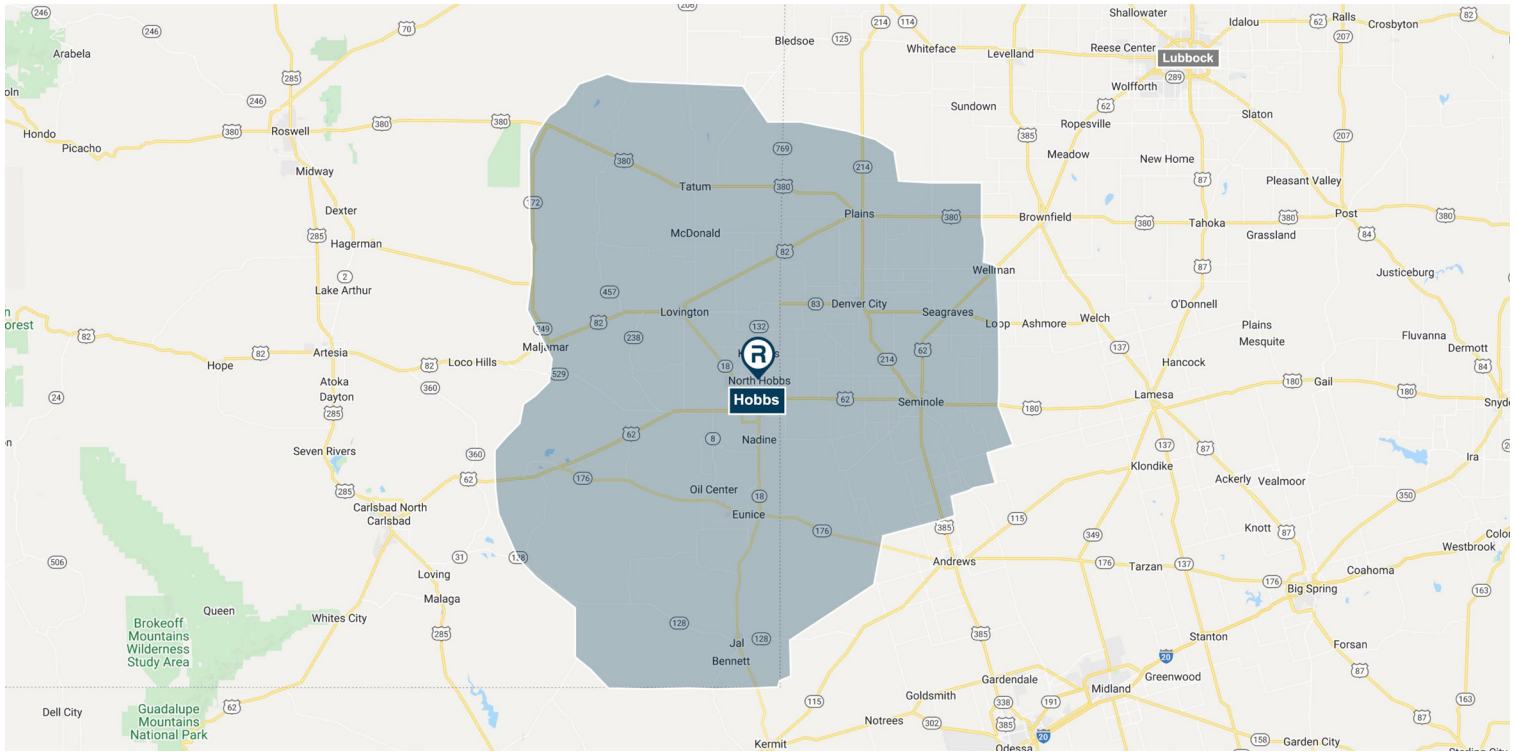
# Primary Retail Trade Area Demographic Profile

HOBBS, NEW MEXICO

Prepared for Economic Development Corporation of Lea County  
April 2022

# Primary Retail Trade Area • Demographic Snapshot

## Hobbs, New Mexico



### Population

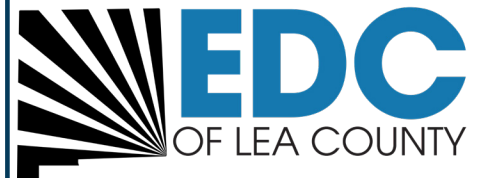
2010	90,276	0 - 9 Years	17.16%
2022	104,468	10 - 17 Years	13.69%
2027	109,325	18 - 24 Years	10.23%

### Educational Attainment (%)

Graduate or Professional Degree	4.84%	25 - 34 Years	13.66%
Bachelors Degree	7.61%	35 - 44 Years	12.97%
Associate Degree	8.46%	45 - 54 Years	10.46%
Some College	21.35%	55 - 64 Years	10.20%
High School Graduate (GED)	29.25%	65 and Older	11.64%
Some High School, No Degree	12.85%	Median Age	31.47
Less than 9th Grade	15.65%	Average Age	34.25

### Income

Average HH	\$86,314	<b>Race Distribution (%)</b>	
Median HH	\$71,227	White	72.68%
Per Capita	\$29,449	Black/African American	3.09%
		American Indian/Alaskan	1.19%
		Asian	0.51%
		Native Hawaiian/Islander	0.05%
		Other Race	19.53%
		Two or More Races	2.95%
		Hispanic	59.98%



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# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	109,325	
2022 Estimate	104,468	
2010 Census	90,276	
2000 Census	77,475	
Growth 2022 - 2027		4.65%
Growth 2010 - 2022		15.72%
Growth 2000 - 2010		16.52%
<b>2022 Est. Population by Single-Classification Race</b>	<b>104,468</b>	
White Alone	75,932	72.68%
Black or African American Alone	3,224	3.09%
Amer. Indian and Alaska Native Alone	1,242	1.19%
Asian Alone	533	0.51%
Native Hawaiian and Other Pacific Island Alone	55	0.05%
Some Other Race Alone	20,403	19.53%
Two or More Races	3,078	2.95%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>104,468</b>	
Not Hispanic or Latino	41,805	40.02%
Hispanic or Latino	62,663	59.98%
Mexican	56,012	89.39%
Puerto Rican	143	0.23%
Cuban	43	0.07%
All Other Hispanic or Latino	6,465	10.32%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>62,663</b>	
White Alone	39,195	62.55%
Black or African American Alone	427	0.68%
American Indian and Alaska Native Alone	549	0.88%
Asian Alone	51	0.08%
Native Hawaiian and Other Pacific Islander Alone	26	0.04%
Some Other Race Alone	20,337	32.46%
Two or More Races	2,078	3.32%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>533</b>	
Chinese, except Taiwanese	8	1.50%
Filipino	179	33.58%
Japanese	20	3.75%
Asian Indian	92	17.26%
Korean	53	9.94%
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	182	34.15%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>104,468</b>	
Arab	1,478	1.41%
Czech	94	0.09%
Danish	34	0.03%
Dutch	376	0.36%
English	3,212	3.08%
French (except Basque)	768	0.74%
French Canadian	5	0.01%
German	4,851	4.64%
Greek	55	0.05%
Hungarian	27	0.03%
Irish	3,661	3.50%
Italian	495	0.47%
Lithuanian	15	0.01%
United States or American	5,354	5.12%
Norwegian	269	0.26%
Polish	431	0.41%
Portuguese	107	0.10%
Russian	146	0.14%
Scottish	1,058	1.01%
Scotch-Irish	382	0.37%
Slovak	60	0.06%
Subsaharan African	327	0.31%
Swedish	42	0.04%
Swiss	49	0.05%
Ukrainian	49	0.05%
Welsh	331	0.32%
West Indian (except Hisp. groups)	103	0.10%
Other ancestries	59,552	57.01%
Ancestry Unclassified	21,136	20.23%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	53,774	56.33%
Speak Asian/Pacific Island Language at Home	215	0.23%
Speak IndoEuropean Language at Home	6,153	6.45%
Speak Spanish at Home	35,089	36.76%
Speak Other Language at Home	227	0.24%

# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>104,468</b>	
Age 0 - 4	9,008	8.62%
Age 5 - 9	8,916	8.54%
Age 10 - 14	9,184	8.79%
Age 15 - 17	5,114	4.89%
Age 18 - 20	4,687	4.49%
Age 21 - 24	5,994	5.74%
Age 25 - 34	14,275	13.66%
Age 35 - 44	13,554	12.97%
Age 45 - 54	10,924	10.46%
Age 55 - 64	10,651	10.20%
Age 65 - 74	7,241	6.93%
Age 75 - 84	3,577	3.42%
Age 85 and over	1,343	1.29%
Age 16 and over	75,684	72.45%
Age 18 and over	72,245	69.15%
Age 21 and over	67,558	64.67%
Age 65 and over	12,161	11.64%
2022 Est. Median Age		31.47
2022 Est. Average Age		34.25
<b>2022 Est. Population by Sex</b>	<b>104,468</b>	
Male	53,356	51.07%
Female	51,111	48.92%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>53,356</b>	
Age 0 - 4	4,640	8.70%
Age 5 - 9	4,579	8.58%
Age 10 - 14	4,564	8.55%
Age 15 - 17	2,626	4.92%
Age 18 - 20	2,448	4.59%
Age 21 - 24	3,166	5.93%
Age 25 - 34	7,579	14.21%
Age 35 - 44	7,109	13.32%
Age 45 - 54	5,543	10.39%
Age 55 - 64	5,493	10.30%
Age 65 - 74	3,521	6.60%
Age 75 - 84	1,583	2.97%
Age 85 and over	505	0.95%
2022 Est. Median Age, Male		31.07
2022 Est. Average Age, Male		33.69
<b>2022 Est. Female Population by Age</b>	<b>51,111</b>	
Age 0 - 4	4,368	8.55%
Age 5 - 9	4,337	8.49%
Age 10 - 14	4,621	9.04%
Age 15 - 17	2,489	4.87%
Age 18 - 20	2,239	4.38%
Age 21 - 24	2,828	5.53%
Age 25 - 34	6,696	13.10%
Age 35 - 44	6,444	12.61%
Age 45 - 54	5,381	10.53%
Age 55 - 64	5,158	10.09%
Age 65 - 74	3,720	7.28%
Age 75 - 84	1,994	3.90%
Age 85 and over	838	1.64%
2022 Est. Median Age, Female		31.92
2022 Est. Average Age, Female		34.86

# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	22,898	29.60%
Males, Never Married	13,628	17.62%
Females, Never Married	9,269	11.98%
Married, Spouse present	38,202	49.38%
Married, Spouse absent	4,930	6.37%
Widowed	3,979	5.14%
Males Widowed	814	1.05%
Females Widowed	3,165	4.09%
Divorced	7,351	9.50%
Males Divorced	3,293	4.26%
Females Divorced	4,057	5.24%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	9,633	15.65%
Some High School, no diploma	7,911	12.85%
High School Graduate (or GED)	18,006	29.25%
Some College, no degree	13,146	21.35%
Associate Degree	5,206	8.46%
Bachelor's Degree	4,682	7.61%
Master's Degree	2,341	3.80%
Professional School Degree	406	0.66%
Doctorate Degree	234	0.38%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	12,994	39.16%
High School Graduate	10,303	31.05%
Some College or Associate's Degree	7,492	22.58%
Bachelor's Degree or Higher	2,391	7.21%
<b>Households</b>		
2027 Projection	36,394	
2022 Estimate	34,889	
2010 Census	30,551	
2000 Census	26,914	
Growth 2022 - 2027		4.31%
Growth 2010 - 2022		14.20%
Growth 2000 - 2010		13.51%
<b>2022 Est. Households by Household Type</b>	<b>34,889</b>	
Family Households	26,143	74.93%
Nonfamily Households	8,746	25.07%
2022 Est. Group Quarters Population	2,209	
2022 Households by Ethnicity, Hispanic/Latino	18,199	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>34,889</b>	
Income < \$15,000	3,997	11.46%
Income \$15,000 - \$24,999	2,414	6.92%
Income \$25,000 - \$34,999	2,712	7.77%
Income \$35,000 - \$49,999	3,614	10.36%
Income \$50,000 - \$74,999	5,538	15.87%
Income \$75,000 - \$99,999	5,681	16.28%
Income \$100,000 - \$124,999	4,084	11.71%
Income \$125,000 - \$149,999	2,390	6.85%
Income \$150,000 - \$199,999	2,310	6.62%
Income \$200,000 - \$249,999	1,131	3.24%
Income \$250,000 - \$499,999	764	2.19%
Income \$500,000+	253	0.73%
2022 Est. Average Household Income		\$86,314
2022 Est. Median Household Income		\$71,227
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$74,802
Black or African American Alone		\$29,450
American Indian and Alaska Native Alone		\$71,638
Asian Alone		\$99,041
Native Hawaiian and Other Pacific Islander Alone		\$48,382
Some Other Race Alone		\$63,830
Two or More Races		\$77,379
Hispanic or Latino		\$65,450
Not Hispanic or Latino		\$78,520
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>26,143</b>	
Married-Couple Family, own children	9,372	35.85%
Married-Couple Family, no own children	10,369	39.66%
Male Householder, own children	1,208	4.62%
Male Householder, no own children	950	3.63%
Female Householder, own children	2,602	9.95%
Female Householder, no own children	1,642	6.28%
<b>2022 Est. Households by Household Size</b>	<b>34,889</b>	
1-person	7,352	21.07%
2-person	10,261	29.41%
3-person	5,878	16.85%
4-person	5,194	14.89%
5-person	3,412	9.78%
6-person	1,671	4.79%
7-or-more-person	1,120	3.21%
2022 Est. Average Household Size		2.93

# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>34,889</b>	
Households with 1 or More People under Age 18:	15,039	43.10%
Married-Couple Family	10,327	68.67%
Other Family, Male Householder	1,440	9.58%
Other Family, Female Householder	3,147	20.93%
Nonfamily, Male Householder	102	0.68%
Nonfamily, Female Householder	23	0.15%
<b>Households with No People under Age 18:</b>	<b>19,849</b>	
Married-Couple Family	9,419	47.45%
Other Family, Male Householder	711	3.58%
Other Family, Female Householder	1,104	5.56%
Nonfamily, Male Householder	4,640	23.38%
Nonfamily, Female Householder	3,976	20.03%
<b>2022 Est. Households by Number of Vehicles</b>	<b>34,889</b>	
No Vehicles	1,580	4.53%
1 Vehicle	9,340	26.77%
2 Vehicles	13,413	38.45%
3 Vehicles	6,644	19.04%
4 Vehicles	2,730	7.83%
5 or more Vehicles	1,181	3.38%
2022 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2027 Projection	27,284	
2022 Estimate	26,143	
2010 Census	22,895	
2000 Census	20,530	
Growth 2022 - 2027		4.36%
Growth 2010 - 2022		14.19%
Growth 2000 - 2010		11.52%
<b>2022 Est. Families by Poverty Status</b>	<b>26,143</b>	
2022 Families at or Above Poverty	23,139	88.51%
2022 Families at or Above Poverty with Children	12,627	48.30%
2022 Families Below Poverty	3,005	11.50%
2022 Families Below Poverty with Children	2,309	8.83%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	43,221	57.11%
Civilian Labor Force, Unemployed	2,187	2.89%
Armed Forces	169	0.22%
Not in Labor Force	30,107	39.78%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>43,024</b>	
For-Profit Private Workers	30,538	70.98%
Non-Profit Private Workers	2,240	5.21%
Local Government Workers	363	0.84%
State Government Workers	1,834	4.26%
Federal Government Workers	4,468	10.39%
Self-Employed Workers	3,476	8.08%
Unpaid Family Workers	105	0.24%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>43,024</b>	
Architect/Engineer	717	1.67%
Arts/Entertainment/Sports	349	0.81%
Building Grounds Maintenance	1,565	3.64%
Business/Financial Operations	683	1.59%
Community/Social Services	683	1.59%
Computer/Mathematical	123	0.29%
Construction/Extraction	6,220	14.46%
Education/Training/Library	2,861	6.65%
Farming/Fishing/Forestry	691	1.61%
Food Prep/Serving	2,000	4.65%
Health Practitioner/Technician	1,561	3.63%
Healthcare Support	762	1.77%
Maintenance Repair	2,829	6.58%
Legal	200	0.47%
Life/Physical/Social Science	301	0.70%
Management	3,971	9.23%
Office/Admin. Support	3,596	8.36%
Production	2,067	4.80%
Protective Services	903	2.10%
Sales/Related	4,317	10.03%
Personal Care/Service	615	1.43%
Transportation/Moving	6,009	13.97%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>43,024</b>	
White Collar	19,362	45.00%
Blue Collar	17,126	39.81%
Service and Farm	6,536	15.19%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>42,630</b>	
Drove Alone	34,460	80.83%
Car Pooled	6,101	14.31%
Public Transportation	26	0.06%
Walked	805	1.89%
Bicycle	61	0.14%
Other Means	267	0.63%
Worked at Home	909	2.13%

# Primary Retail Trade Area • Demographic Profile

Hobbs, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	20,106	
15 - 29 Minutes	10,811	
30 - 44 Minutes	4,451	
45 - 59 Minutes	1,232	
60 or more Minutes	5,085	
2022 Est. Avg Travel Time to Work in Minutes		25
2022 Est. Occupied Housing Units by Tenure	34,889	
Owner Occupied	24,885	71.33%
Renter Occupied	10,004	28.67%
2022 Owner Occ. HUs: Avg. Length of Residence		15.44 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		6.49 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>34,889</b>	
Value Less than \$20,000	857	3.44%
Value \$20,000 - \$39,999	979	3.93%
Value \$40,000 - \$59,999	1,032	4.15%
Value \$60,000 - \$79,999	1,469	5.90%
Value \$80,000 - \$99,999	1,763	7.08%
Value \$100,000 - \$149,999	3,690	14.83%
Value \$150,000 - \$199,999	4,092	16.44%
Value \$200,000 - \$299,999	6,831	27.45%
Value \$300,000 - \$399,999	2,495	10.03%
Value \$400,000 - \$499,999	793	3.19%
Value \$500,000 - \$749,999	499	2.00%
Value \$750,000 - \$999,999	274	1.10%
Value \$1,000,000 or \$1,499,999	57	0.23%
Value \$1,500,000 or \$1,999,999	37	0.15%
Value \$2,000,000+	18	0.07%
2022 Est. Median All Owner-Occupied Housing Value		\$182,244
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	26,081	67.41%
1 Unit Attached	430	1.11%
2 Units	449	1.16%
3 or 4 Units	928	2.40%
5 to 19 Units	1,554	4.02%
20 to 49 Units	576	1.49%
50 or More Units	730	1.89%
Mobile Home or Trailer	7,599	19.64%
Boat, RV, Van, etc.	344	0.89%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,986	12.89%
Housing Units Built 2010 to 2014	1,729	4.47%
Housing Units Built 2000 to 2009	3,340	8.63%
Housing Units Built 1990 to 1999	2,944	7.61%
Housing Units Built 1980 to 1989	5,469	14.14%
Housing Units Built 1970 to 1979	5,935	15.34%
Housing Units Built 1960 to 1969	5,180	13.39%
Housing Units Built 1950 to 1959	6,755	17.46%
Housing Units Built 1940 to 1949	1,550	4.01%
Housing Unit Built 1939 or Earlier	804	2.08%
2022 Est. Median Year Structure Built		1979

<sup>†</sup> 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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