



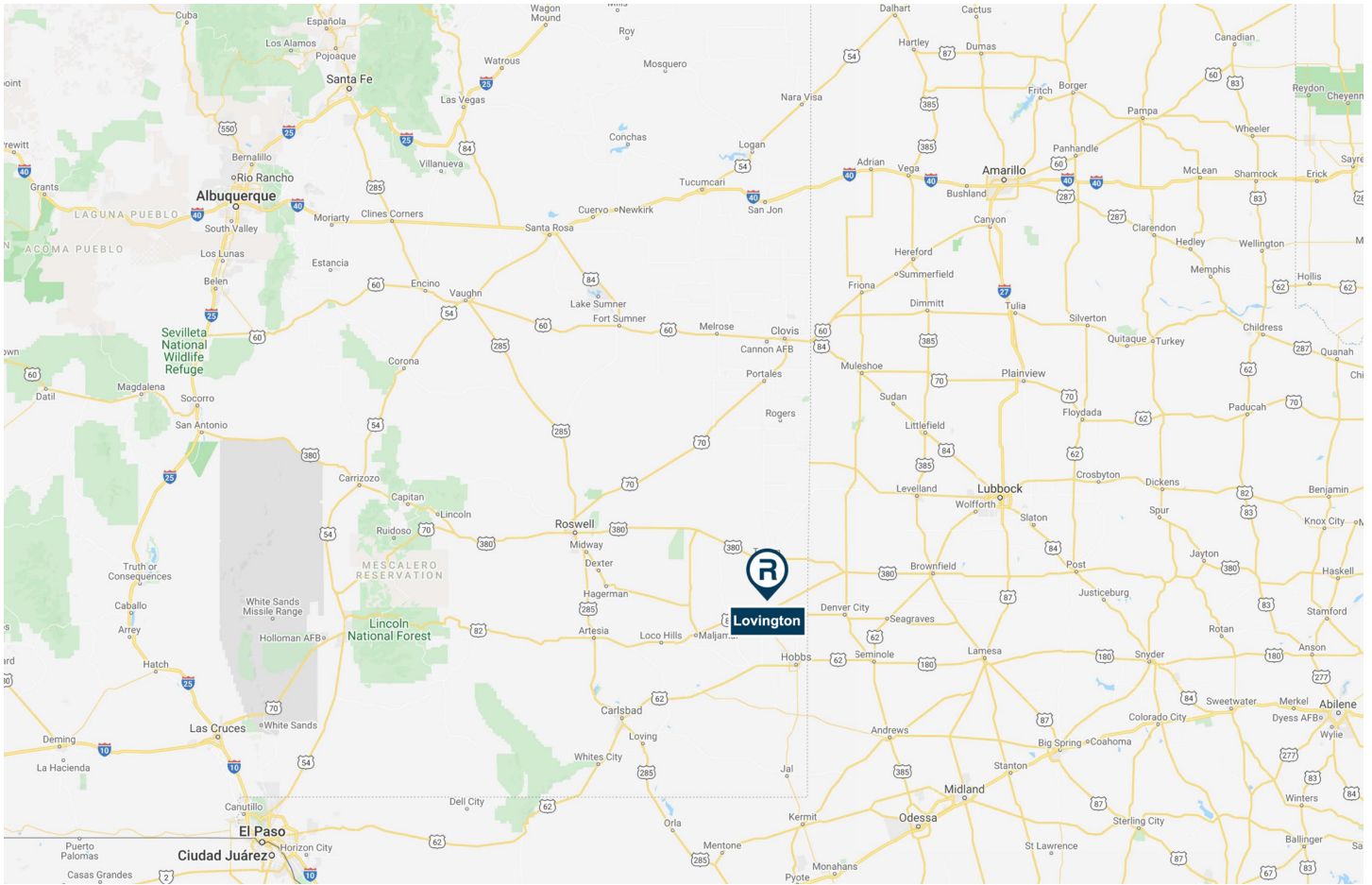
The **Retail**Coach.®

Community Demographic Profile

LOVINGTON, NEW MEXICO

Prepared for Economic Development Corporation of Lea County
April 2021

Community



LOVINGTON
Economic Development Corporation

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Community • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
Population		
2026 Projection	12,225	
2021 Estimate	11,913	
2010 Census	11,030	
2000 Census	9,484	
Growth 2021 - 2026		2.62%
Growth 2010 - 2021		8.01%
Growth 2000 - 2010		16.30%
2021 Est. Population by Single-Classification Race	11,913	
White Alone	7,264	60.98%
Black or African American Alone	235	1.97%
Amer. Indian and Alaska Native Alone	204	1.71%
Asian Alone	51	0.43%
Native Hawaiian and Other Pacific Island Alone	6	0.05%
Some Other Race Alone	3,783	31.76%
Two or More Races	371	3.11%
2021 Est. Population by Hispanic or Latino Origin	11,913	
Not Hispanic or Latino	2,996	25.15%
Hispanic or Latino	8,918	74.86%
Mexican	8,086	90.67%
Puerto Rican	15	0.17%
Cuban	1	0.01%
All Other Hispanic or Latino	816	9.15%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	8,918	
White Alone	4,715	52.87%
Black or African American Alone	50	0.56%
American Indian and Alaska Native Alone	98	1.10%
Asian Alone	9	0.10%
Native Hawaiian and Other Pacific Islander Alone	5	0.06%
Some Other Race Alone	3,772	42.30%
Two or More Races	268	3.01%
2021 Est. Pop by Race, Asian Alone, by Category	51	
Chinese, except Taiwanese	5	9.80%
Filipino	2	3.92%
Japanese	0	0.00%
Asian Indian	44	86.28%
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	11,913	
Arab	0	0.00%
Czech	1	0.01%
Danish	14	0.12%
Dutch	37	0.31%
English	232	1.95%
French (except Basque)	84	0.71%
French Canadian	0	0.00%
German	510	4.28%
Greek	5	0.04%
Hungarian	0	0.00%
Irish	449	3.77%
Italian	14	0.12%
Lithuanian	0	0.00%
United States or American	474	3.98%
Norwegian	53	0.45%
Polish	12	0.10%
Portuguese	22	0.19%
Russian	0	0.00%
Scottish	65	0.55%
Scotch-Irish	39	0.33%
Slovak	0	0.00%
Subsaharan African	8	0.07%
Swedish	61	0.51%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	14	0.12%
West Indian (except Hisp. groups)	2	0.02%
Other ancestries	8,104	68.03%
Ancestry Unclassified	1,713	14.38%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,727	43.21%
Speak Asian/Pacific Island Language at Home	258	2.36%
Speak IndoEuropean Language at Home	43	0.39%
Speak Spanish at Home	5,887	53.82%
Speak Other Language at Home	24	0.22%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	11,913	
Age 0 - 4	974	8.18%
Age 5 - 9	1,044	8.76%
Age 10 - 14	1,063	8.92%
Age 15 - 17	593	4.98%
Age 18 - 20	529	4.44%
Age 21 - 24	685	5.75%
Age 25 - 34	1,720	14.44%
Age 35 - 44	1,607	13.49%
Age 45 - 54	1,265	10.62%
Age 55 - 64	1,050	8.81%
Age 65 - 74	776	6.51%
Age 75 - 84	420	3.53%
Age 85 and over	187	1.57%
Age 16 and over	8,637	72.50%
Age 18 and over	8,239	69.16%
Age 21 and over	7,710	64.72%
Age 65 and over	1,383	11.61%
2021 Est. Median Age		31.17
2021 Est. Average Age		33.99
2021 Est. Population by Sex	11,913	
Male	6,023	50.56%
Female	5,891	49.45%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	6,023	
Age 0 - 4	510	8.47%
Age 5 - 9	536	8.90%
Age 10 - 14	549	9.12%
Age 15 - 17	298	4.95%
Age 18 - 20	274	4.55%
Age 21 - 24	353	5.86%
Age 25 - 34	904	15.01%
Age 35 - 44	849	14.10%
Age 45 - 54	614	10.19%
Age 55 - 64	527	8.75%
Age 65 - 74	362	6.01%
Age 75 - 84	184	3.06%
Age 85 and over	64	1.06%
2021 Est. Median Age, Male		30.42
2021 Est. Average Age, Male		33.04
2021 Est. Female Population by Age	5,891	
Age 0 - 4	464	7.88%
Age 5 - 9	508	8.62%
Age 10 - 14	513	8.71%
Age 15 - 17	296	5.03%
Age 18 - 20	255	4.33%
Age 21 - 24	331	5.62%
Age 25 - 34	816	13.85%
Age 35 - 44	759	12.88%
Age 45 - 54	651	11.05%
Age 55 - 64	523	8.88%
Age 65 - 74	414	7.03%
Age 75 - 84	236	4.01%
Age 85 and over	124	2.11%
2021 Est. Median Age, Female		32.03
2021 Est. Average Age, Female		34.95

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,690	30.46%
Males, Never Married	1,563	17.70%
Females, Never Married	1,127	12.76%
Married, Spouse present	4,030	45.63%
Married, Spouse absent	594	6.73%
Widowed	487	5.51%
Males Widowed	94	1.06%
Females Widowed	392	4.44%
Divorced	1,032	11.69%
Males Divorced	364	4.12%
Females Divorced	668	7.56%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	945	13.5%
Some High School, no diploma	1,341	19.1%
High School Graduate (or GED)	2,184	31.1%
Some College, no degree	1,507	21.4%
Associate Degree	418	5.9%
Bachelor's Degree	389	5.5%
Master's Degree	181	2.6%
Professional School Degree	17	0.2%
Doctorate Degree	44	0.6%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,162	44.94%
High School Graduate	1,386	28.81%
Some College or Associate's Degree	1,137	23.63%
Bachelor's Degree or Higher	126	2.62%
Households		
2026 Projection	3,907	
2021 Estimate	3,822	
2010 Census	3,595	
2000 Census	3,338	
Growth 2021 - 2026		2.22%
Growth 2010 - 2021		6.31%
Growth 2000 - 2010		7.70%
2021 Est. Households by Household Type	3,822	
Family Households	2,918	76.35%
Nonfamily Households	904	23.65%
2021 Est. Group Quarters Population	324	
2021 Households by Ethnicity, Hispanic/Latino	2,597	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	3,822	
Income < \$15,000	354	9.26%
Income \$15,000 - \$24,999	383	10.02%
Income \$25,000 - \$34,999	371	9.71%
Income \$35,000 - \$49,999	818	21.40%
Income \$50,000 - \$74,999	867	22.69%
Income \$75,000 - \$99,999	407	10.65%
Income \$100,000 - \$124,999	214	5.60%
Income \$125,000 - \$149,999	210	5.50%
Income \$150,000 - \$199,999	129	3.38%
Income \$200,000 - \$249,999	35	0.92%
Income \$250,000 - \$499,999	31	0.81%
Income \$500,000+	4	0.11%
2021 Est. Average Household Income		\$63,149
2021 Est. Median Household Income		\$49,718
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$49,206
Black or African American Alone		\$31,342
American Indian and Alaska Native Alone		\$50,000
Asian Alone		\$85,035
Native Hawaiian and Other Pacific Islander Alone		\$59,760
Some Other Race Alone		\$50,000
Two or More Races		\$107,017
Hispanic or Latino		\$48,440
Not Hispanic or Latino		\$54,142
2021 Est. Family HH Type by Presence of Own Child.	2,918	
Married-Couple Family, own children	1,034	35.44%
Married-Couple Family, no own children	1,081	37.05%
Male Householder, own children	147	5.04%
Male Householder, no own children	118	4.04%
Female Householder, own children	333	11.41%
Female Householder, no own children	206	7.06%
2021 Est. Households by Household Size	3,822	
1-person	789	20.64%
2-person	1,009	26.40%
3-person	649	16.98%
4-person	630	16.48%
5-person	419	10.96%
6-person	193	5.05%
7-or-more-person	133	3.48%
2021 Est. Average Household Size		3.03

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	3,822	
Households with 1 or More People under Age 18:	1,757	45.97%
Married-Couple Family	1,154	65.68%
Other Family, Male Householder	190	10.81%
Other Family, Female Householder	404	22.99%
Nonfamily, Male Householder	7	0.40%
Nonfamily, Female Householder	3	0.17%
Households with No People under Age 18:	2,065	54.03%
Married-Couple Family	959	46.44%
Other Family, Male Householder	76	3.68%
Other Family, Female Householder	135	6.54%
Nonfamily, Male Householder	439	21.26%
Nonfamily, Female Householder	456	22.08%
2021 Est. Households by Number of Vehicles	3,822	
No Vehicles	99	2.59%
1 Vehicle	1,068	27.94%
2 Vehicles	1,568	41.03%
3 Vehicles	692	18.11%
4 Vehicles	320	8.37%
5 or more Vehicles	76	1.99%
2021 Est. Average Number of Vehicles		2.1
Family Households		
2026 Projection	2,983	
2021 Estimate	2,918	
2010 Census	2,745	
2000 Census	2,506	
Growth 2021 - 2026		2.23%
Growth 2010 - 2021		6.30%
Growth 2000 - 2010		9.54%
2021 Est. Families by Poverty Status	2,918	
2021 Families at or Above Poverty	2,646	90.68%
2021 Families at or Above Poverty with Children	1,541	52.81%
2021 Families Below Poverty	272	9.32%
2021 Families Below Poverty with Children	212	7.27%
2021 Est. Pop 16+ by Employment Status	8,636	
Civilian Labor Force, Employed	4,436	51.36%
Civilian Labor Force, Unemployed	419	4.85%
Armed Forces	0	0.00%
Not in Labor Force	3,781	43.78%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	4,571	
For-Profit Private Workers	3,598	78.71%
Non-Profit Private Workers	236	5.16%
Local Government Workers	61	1.34%
State Government Workers	188	4.11%
Federal Government Workers	238	5.21%
Self-Employed Workers	248	5.43%
Unpaid Family Workers	2	0.04%
2021 Est. Civ. Employed Pop 16+ by Occupation	4,571	
Architect/Engineer	25	0.55%
Arts/Entertainment/Sports	0	0.00%
Building Grounds Maintenance	170	3.72%
Business/Financial Operations	38	0.83%
Community/Social Services	47	1.03%
Computer/Mathematical	37	0.81%
Construction/Extraction	882	19.30%
Education/Training/Library	315	6.89%
Farming/Fishing/Forestry	56	1.23%
Food Prep/Serving	302	6.61%
Health Practitioner/Technician	176	3.85%
Healthcare Support	174	3.81%
Maintenance Repair	237	5.19%
Legal	18	0.39%
Life/Physical/Social Science	21	0.46%
Management	190	4.16%
Office/Admin. Support	445	9.74%
Production	318	6.96%
Protective Services	35	0.77%
Sales/Related	509	11.14%
Personal Care/Service	47	1.03%
Transportation/Moving	529	11.57%
2021 Est. Pop 16+ by Occupation Classification	4,571	
White Collar	1,822	39.86%
Blue Collar	1,965	42.99%
Service and Farm	784	17.15%
2021 Est. Workers Age 16+ by Transp. to Work	4,527	
Drove Alone	3,592	79.35%
Car Pooled	757	16.72%
Public Transportation	2	0.04%
Walked	116	2.56%
Bicycle	15	0.33%
Other Means	22	0.49%
Worked at Home	23	0.51%

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Lovington, New Mexico

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,166	
15 - 29 Minutes	882	
30 - 44 Minutes	567	
45 - 59 Minutes	167	
60 or more Minutes	743	
2021 Est. Avg Travel Time to Work in Minutes		28
2021 Est. Occupied Housing Units by Tenure	3,822	
Owner Occupied	2,781	72.76%
Renter Occupied	1,042	27.26%
2021 Owner Occ. HUs: Avg. Length of Residence		18.06
2021 Renter Occ. HUs: Avg. Length of Residence		7.08
2021 Est. Owner-Occupied Housing Units by Value	3,822	
Value Less than \$20,000	87	3.13%
Value \$20,000 - \$39,999	105	3.78%
Value \$40,000 - \$59,999	192	6.90%
Value \$60,000 - \$79,999	327	11.76%
Value \$80,000 - \$99,999	263	9.46%
Value \$100,000 - \$149,999	578	20.78%
Value \$150,000 - \$199,999	449	16.15%
Value \$200,000 - \$299,999	576	20.71%
Value \$300,000 - \$399,999	123	4.42%
Value \$400,000 - \$499,999	50	1.80%
Value \$500,000 - \$749,999	21	0.76%
Value \$750,000 - \$999,999	10	0.36%
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		\$134,900
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	2,914	68.95%
1 Unit Attached	23	0.54%
2 Units	161	3.81%
3 or 4 Units	46	1.09%
5 to 19 Units	8	0.19%
20 to 49 Units	0	0.00%
50 or More Units	76	1.80%
Mobile Home or Trailer	909	21.51%
Boat, RV, Van, etc.	89	2.11%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	291	6.89%
Housing Units Built 2010 to 2014	109	2.58%
Housing Units Built 2000 to 2009	343	8.12%
Housing Units Built 1990 to 1999	221	5.23%
Housing Units Built 1980 to 1989	569	13.46%
Housing Units Built 1970 to 1979	551	13.04%
Housing Units Built 1960 to 1969	787	18.62%
Housing Units Built 1950 to 1959	1,044	24.70%
Housing Units Built 1940 to 1949	122	2.89%
Housing Unit Built 1939 or Earlier	190	4.50%
2021 Est. Median Year Structure Built		1970

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.

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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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