



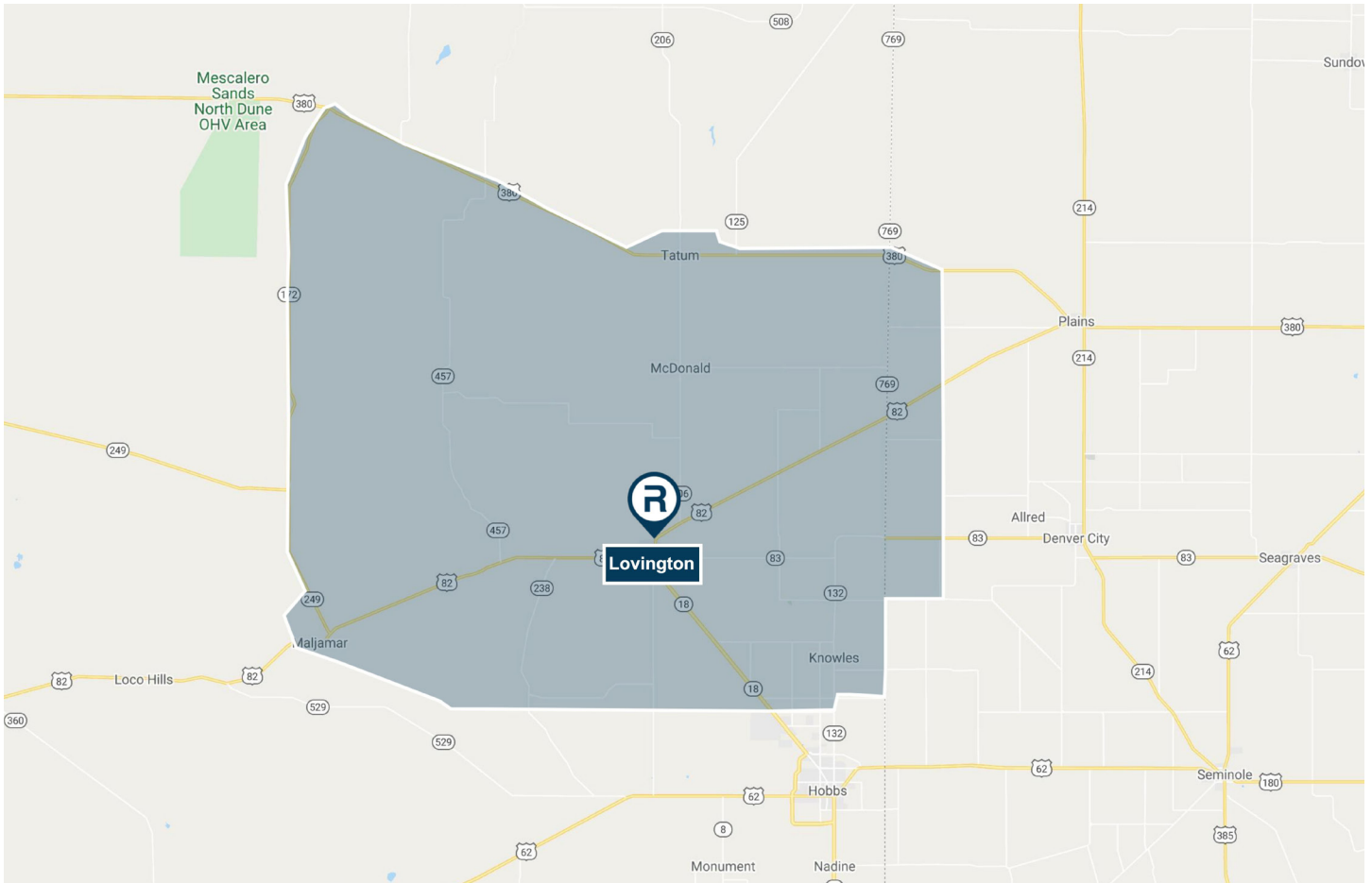
The **Retail** Coach.®

Retail Trade Area Demographic Profile

LOVINGTON, NEW MEXICO

Prepared for Economic Development Corporation of Lea County
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Retail Trade Area



LOVINGTON
Economic Development Corporation

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Retail Trade Area • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
Population		
2026 Projection	20,728	
2021 Estimate	20,109	
2010 Census	18,333	
2000 Census	16,172	
Growth 2021 - 2026		3.08%
Growth 2010 - 2021		9.69%
Growth 2000 - 2010		13.36%
2021 Est. Population by Single-Classification Race	20,109	
White Alone	13,381	66.54%
Black or African American Alone	362	1.80%
Amer. Indian and Alaska Native Alone	303	1.51%
Asian Alone	94	0.47%
Native Hawaiian and Other Pacific Island Alone	9	0.05%
Some Other Race Alone	5,361	26.66%
Two or More Races	599	2.98%
2021 Est. Population by Hispanic or Latino Origin	20,109	
Not Hispanic or Latino	6,737	33.50%
Hispanic or Latino	13,371	66.49%
Mexican	12,058	90.18%
Puerto Rican	26	0.19%
Cuban	4	0.03%
All Other Hispanic or Latino	1,283	9.60%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	13,371	
White Alone	7,380	55.19%
Black or African American Alone	75	0.56%
American Indian and Alaska Native Alone	130	0.97%
Asian Alone	14	0.11%
Native Hawaiian and Other Pacific Islander Alone	6	0.05%
Some Other Race Alone	5,347	39.99%
Two or More Races	419	3.13%
2021 Est. Pop by Race, Asian Alone, by Category	94	
Chinese, except Taiwanese	14	14.89%
Filipino	4	4.26%
Japanese	0	0.00%
Asian Indian	76	80.85%
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	20,109	
Arab	1	0.01%
Czech	12	0.06%
Danish	18	0.09%
Dutch	123	0.61%
English	495	2.46%
French (except Basque)	167	0.83%
French Canadian	0	0.00%
German	950	4.72%
Greek	71	0.35%
Hungarian	4	0.02%
Irish	833	4.14%
Italian	42	0.21%
Lithuanian	7	0.04%
United States or American	917	4.56%
Norwegian	70	0.35%
Polish	75	0.37%
Portuguese	34	0.17%
Russian	10	0.05%
Scottish	165	0.82%
Scotch-Irish	90	0.45%
Slovak	0	0.00%
Subsaharan African	28	0.14%
Swedish	76	0.38%
Swiss	2	0.01%
Ukrainian	0	0.00%
Welsh	27	0.13%
West Indian (except Hisp. groups)	17	0.09%
Other ancestries	12,420	61.76%
Ancestry Unclassified	3,457	17.19%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	9,044	48.70%
Speak Asian/Pacific Island Language at Home	697	3.75%
Speak IndoEuropean Language at Home	132	0.71%
Speak Spanish at Home	8,663	46.65%
Speak Other Language at Home	35	0.19%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	20,109	
Age 0 - 4	1,538	7.65%
Age 5 - 9	1,695	8.43%
Age 10 - 14	1,735	8.63%
Age 15 - 17	975	4.85%
Age 18 - 20	895	4.45%
Age 21 - 24	1,142	5.68%
Age 25 - 34	2,819	14.02%
Age 35 - 44	2,572	12.79%
Age 45 - 54	2,194	10.91%
Age 55 - 64	2,042	10.16%
Age 65 - 74	1,455	7.24%
Age 75 - 84	744	3.70%
Age 85 and over	303	1.51%
Age 16 and over	14,820	73.70%
Age 18 and over	14,166	70.45%
Age 21 and over	13,271	66.00%
Age 65 and over	2,502	12.44%
2021 Est. Median Age		32.30
2021 Est. Average Age		35.02
2021 Est. Population by Sex	20,109	
Male	10,261	51.03%
Female	9,848	48.97%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	10,261	
Age 0 - 4	805	7.85%
Age 5 - 9	871	8.49%
Age 10 - 14	892	8.69%
Age 15 - 17	496	4.83%
Age 18 - 20	467	4.55%
Age 21 - 24	594	5.79%
Age 25 - 34	1,506	14.68%
Age 35 - 44	1,357	13.23%
Age 45 - 54	1,094	10.66%
Age 55 - 64	1,040	10.14%
Age 65 - 74	687	6.70%
Age 75 - 84	340	3.31%
Age 85 and over	112	1.09%
2021 Est. Median Age, Male		31.62
2021 Est. Average Age, Male		34.23
2021 Est. Female Population by Age	9,848	
Age 0 - 4	733	7.44%
Age 5 - 9	823	8.36%
Age 10 - 14	843	8.56%
Age 15 - 17	480	4.87%
Age 18 - 20	428	4.35%
Age 21 - 24	548	5.57%
Age 25 - 34	1,313	13.33%
Age 35 - 44	1,214	12.33%
Age 45 - 54	1,100	11.17%
Age 55 - 64	1,002	10.18%
Age 65 - 74	769	7.81%
Age 75 - 84	404	4.10%
Age 85 and over	191	1.94%
2021 Est. Median Age, Female		33.09
2021 Est. Average Age, Female		35.87

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,483	29.61%
Males, Never Married	2,604	17.20%
Females, Never Married	1,878	12.40%
Married, Spouse present	7,139	47.15%
Married, Spouse absent	950	6.27%
Widowed	839	5.54%
Males Widowed	196	1.30%
Females Widowed	643	4.25%
Divorced	1,730	11.43%
Males Divorced	711	4.70%
Females Divorced	1,019	6.73%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,539	12.7%
Some High School, no diploma	2,105	17.4%
High School Graduate (or GED)	3,678	30.3%
Some College, no degree	2,705	22.3%
Associate Degree	743	6.1%
Bachelor's Degree	794	6.5%
Master's Degree	420	3.5%
Professional School Degree	49	0.4%
Doctorate Degree	96	0.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,138	43.80%
High School Graduate	2,241	31.28%
Some College or Associate's Degree	1,542	21.52%
Bachelor's Degree or Higher	245	3.42%
Households		
2026 Projection	6,895	
2021 Estimate	6,705	
2010 Census	6,165	
2000 Census	5,663	
Growth 2021 - 2026		2.83%
Growth 2010 - 2021		8.76%
Growth 2000 - 2010		8.87%
2021 Est. Households by Household Type	6,705	
Family Households	5,136	76.60%
Nonfamily Households	1,569	23.40%
2021 Est. Group Quarters Population	646	
2021 Households by Ethnicity, Hispanic/Latino	3,844	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	6,705	
Income < \$15,000	570	8.50%
Income \$15,000 - \$24,999	657	9.80%
Income \$25,000 - \$34,999	652	9.72%
Income \$35,000 - \$49,999	1,267	18.90%
Income \$50,000 - \$74,999	1,492	22.25%
Income \$75,000 - \$99,999	760	11.34%
Income \$100,000 - \$124,999	443	6.61%
Income \$125,000 - \$149,999	398	5.94%
Income \$150,000 - \$199,999	304	4.53%
Income \$200,000 - \$249,999	81	1.21%
Income \$250,000 - \$499,999	73	1.09%
Income \$500,000+	8	0.12%
2021 Est. Average Household Income		\$67,962
2021 Est. Median Household Income		\$52,823
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$51,424
Black or African American Alone		\$32,038
American Indian and Alaska Native Alone		\$53,693
Asian Alone		\$89,324
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$56,199
Two or More Races		\$71,771
Hispanic or Latino		\$50,792
Not Hispanic or Latino		\$57,054
2021 Est. Family HH Type by Presence of Own Child.	5,136	
Married-Couple Family, own children	1,791	34.87%
Married-Couple Family, no own children	2,117	41.22%
Male Householder, own children	237	4.61%
Male Householder, no own children	184	3.58%
Female Householder, own children	490	9.54%
Female Householder, no own children	318	6.19%
2021 Est. Households by Household Size	6,705	
1-person	1,344	20.05%
2-person	1,969	29.37%
3-person	1,144	17.06%
4-person	1,039	15.50%
5-person	688	10.26%
6-person	318	4.74%
7-or-more-person	203	3.03%
2021 Est. Average Household Size		2.95

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	6,705	
Households with 1 or More People under Age 18:	2,920	43.55%
Married-Couple Family	1,998	68.43%
Other Family, Male Householder	303	10.38%
Other Family, Female Householder	593	20.31%
Nonfamily, Male Householder	21	0.72%
Nonfamily, Female Householder	4	0.14%
Households with No People under Age 18:	3,786	56.47%
Married-Couple Family	1,909	50.42%
Other Family, Male Householder	119	3.14%
Other Family, Female Householder	213	5.63%
Nonfamily, Male Householder	804	21.24%
Nonfamily, Female Householder	740	19.55%
2021 Est. Households by Number of Vehicles	6,705	
No Vehicles	140	2.09%
1 Vehicle	1,718	25.62%
2 Vehicles	2,759	41.15%
3 Vehicles	1,278	19.06%
4 Vehicles	571	8.52%
5 or more Vehicles	239	3.57%
2021 Est. Average Number of Vehicles		2.21
Family Households		
2026 Projection	5,283	
2021 Estimate	5,136	
2010 Census	4,716	
2000 Census	4,357	
Growth 2021 - 2026		2.86%
Growth 2010 - 2021		8.91%
Growth 2000 - 2010		8.24%
2021 Est. Families by Poverty Status	5,136	
2021 Families at or Above Poverty	4,646	90.46%
2021 Families at or Above Poverty with Children	2,542	49.49%
2021 Families Below Poverty	491	9.56%
2021 Families Below Poverty with Children	356	6.93%
2021 Est. Pop 16+ by Employment Status	14,820	
Civilian Labor Force, Employed	7,884	53.20%
Civilian Labor Force, Unemployed	568	3.83%
Armed Forces	4	0.03%
Not in Labor Force	6,364	42.94%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	8,192	
For-Profit Private Workers	6,087	74.30%
Non-Profit Private Workers	366	4.47%
Local Government Workers	96	1.17%
State Government Workers	395	4.82%
Federal Government Workers	521	6.36%
Self-Employed Workers	723	8.83%
Unpaid Family Workers	4	0.05%
2021 Est. Civ. Employed Pop 16+ by Occupation	8,192	
Architect/Engineer	73	0.89%
Arts/Entertainment/Sports	26	0.32%
Building Grounds Maintenance	324	3.96%
Business/Financial Operations	101	1.23%
Community/Social Services	93	1.14%
Computer/Mathematical	60	0.73%
Construction/Extraction	1,349	16.47%
Education/Training/Library	514	6.27%
Farming/Fishing/Forestry	212	2.59%
Food Prep/Serving	427	5.21%
Health Practitioner/Technician	319	3.89%
Healthcare Support	252	3.08%
Maintenance Repair	420	5.13%
Legal	44	0.54%
Life/Physical/Social Science	48	0.59%
Management	516	6.30%
Office/Admin. Support	883	10.78%
Production	509	6.21%
Protective Services	136	1.66%
Sales/Related	884	10.79%
Personal Care/Service	125	1.53%
Transportation/Moving	878	10.72%
2021 Est. Pop 16+ by Occupation Classification	8,192	
White Collar	3,560	43.46%
Blue Collar	3,155	38.51%
Service and Farm	1,477	18.03%
2021 Est. Workers Age 16+ by Transp. to Work	8,316	
Drove Alone	6,539	78.63%
Car Pooled	1,277	15.36%
Public Transportation	4	0.05%
Walked	210	2.53%
Bicycle	23	0.28%
Other Means	55	0.66%
Worked at Home	208	2.50%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,631	
15 - 29 Minutes	2,027	
30 - 44 Minutes	929	
45 - 59 Minutes	303	
60 or more Minutes	1,182	
2021 Est. Avg Travel Time to Work in Minutes		27
2021 Est. Occupied Housing Units by Tenure	6,705	
Owner Occupied	5,065	75.54%
Renter Occupied	1,640	24.46%
2021 Owner Occ. HUs: Avg. Length of Residence		17.25
2021 Renter Occ. HUs: Avg. Length of Residence		7.16
2021 Est. Owner-Occupied Housing Units by Value	6,705	
Value Less than \$20,000	227	4.48%
Value \$20,000 - \$39,999	204	4.03%
Value \$40,000 - \$59,999	333	6.57%
Value \$60,000 - \$79,999	501	9.89%
Value \$80,000 - \$99,999	441	8.71%
Value \$100,000 - \$149,999	852	16.82%
Value \$150,000 - \$199,999	744	14.69%
Value \$200,000 - \$299,999	1,097	21.66%
Value \$300,000 - \$399,999	399	7.88%
Value \$400,000 - \$499,999	158	3.12%
Value \$500,000 - \$749,999	73	1.44%
Value \$750,000 - \$999,999	34	0.67%
Value \$1,000,000 or \$1,499,999	2	0.04%
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		\$148,347
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	4,947	66.72%
1 Unit Attached	27	0.36%
2 Units	174	2.35%
3 or 4 Units	74	1.00%
5 to 19 Units	20	0.27%
20 to 49 Units	0	0.00%
50 or More Units	80	1.08%
Mobile Home or Trailer	1,978	26.68%
Boat, RV, Van, etc.	115	1.55%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	611	8.24%
Housing Units Built 2010 to 2014	240	3.24%
Housing Units Built 2000 to 2009	700	9.44%
Housing Units Built 1990 to 1999	553	7.46%
Housing Units Built 1980 to 1989	1,202	16.21%
Housing Units Built 1970 to 1979	970	13.08%
Housing Units Built 1960 to 1969	1,101	14.85%
Housing Units Built 1950 to 1959	1,452	19.58%
Housing Units Built 1940 to 1949	257	3.47%
Housing Unit Built 1939 or Earlier	329	4.44%
2021 Est. Median Year Structure Built		1976

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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