



The **Retail** Coach.®

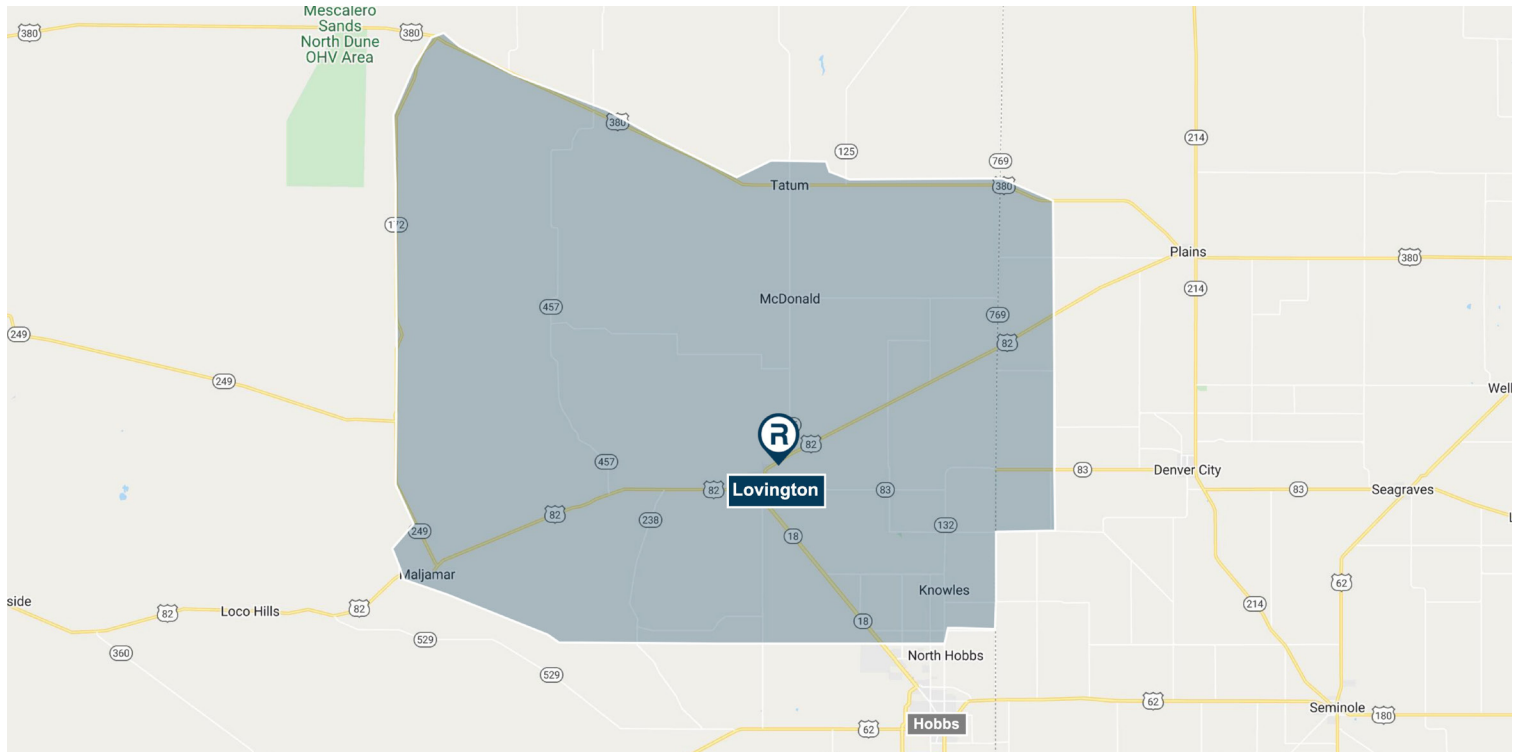
# Retail Trade Area Demographic Profile

LOVINGTON, NEW MEXICO

Prepared for Economic Development Corporation of Lea County  
April 2022

# Retail Trade Area • Demographic Snapshot

## Lovington, New Mexico



### Population

2010	18,341
2022	20,467
2027	21,276

### Educational Attainment (%)

Graduate or Professional Degree	5.03%
Bachelors Degree	5.55%
Associate Degree	9.00%
Some College	23.79%
High School Graduate (GED)	28.67%
Some High School, No Degree	14.71%
Less than 9th Grade	13.25%

### Income

Average HH	\$85,596
Median HH	\$70,049
Per Capita	\$29,468

### Age

0 - 9 Years	15.82%
10 - 17 Years	13.59%
18 - 24 Years	10.24%
25 - 34 Years	14.31%
35 - 44 Years	12.91%
45 - 54 Years	10.78%
55 - 64 Years	9.98%
65 and Older	12.37%
Median Age	32.16
Average Age	34.96

### Race Distribution (%)

White	66.45%
Black/African American	1.81%
American Indian/Alaskan	1.56%
Asian	0.43%
Native Hawaiian/Islander	0.03%
Other Race	26.72%
Two or More Races	3.00%
Hispanic	66.81%



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# Retail Trade Area • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	21,276	
2022 Estimate	20,467	
2010 Census	18,341	
2000 Census	16,161	
Growth 2022 - 2027		3.95%
Growth 2010 - 2022		11.59%
Growth 2000 - 2010		13.49%
<b>2022 Est. Population by Single-Classification Race</b>	<b>20,467</b>	
White Alone	13,600	66.45%
Black or African American Alone	370	1.81%
Amer. Indian and Alaska Native Alone	320	1.56%
Asian Alone	88	0.43%
Native Hawaiian and Other Pacific Island Alone	6	0.03%
Some Other Race Alone	5,469	26.72%
Two or More Races	614	3.00%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>20,467</b>	
Not Hispanic or Latino	6,792	33.19%
Hispanic or Latino	13,674	66.81%
Mexican	12,332	90.19%
Puerto Rican	25	0.18%
Cuban	5	0.04%
All Other Hispanic or Latino	1,312	9.60%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>13,674</b>	
White Alone	7,566	55.33%
Black or African American Alone	74	0.54%
American Indian and Alaska Native Alone	133	0.97%
Asian Alone	12	0.09%
Native Hawaiian and Other Pacific Islander Alone	5	0.04%
Some Other Race Alone	5,454	39.89%
Two or More Races	430	3.14%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>88</b>	
Chinese, except Taiwanese	3	3.41%
Filipino	17	19.32%
Japanese	3	3.41%
Asian Indian	9	10.23%
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	55	62.50%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>20,467</b>	
Arab	57	0.28%
Czech	0	0.00%
Danish	26	0.13%
Dutch	70	0.34%
English	452	2.21%
French (except Basque)	161	0.79%
French Canadian	0	0.00%
German	832	4.07%
Greek	16	0.08%
Hungarian	5	0.02%
Irish	637	3.11%
Italian	41	0.20%
Lithuanian	10	0.05%
United States or American	982	4.80%
Norwegian	85	0.42%
Polish	75	0.37%
Portuguese	22	0.11%
Russian	6	0.03%
Scottish	123	0.60%
Scotch-Irish	105	0.51%
Slovak	0	0.00%
Subsaharan African	27	0.13%
Swedish	12	0.06%
Swiss	13	0.06%
Ukrainian	7	0.03%
Welsh	33	0.16%
West Indian (except Hisp. groups)	9	0.04%
Other ancestries	13,011	63.57%
Ancestry Unclassified	3,651	17.84%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	10,042	53.06%
Speak Asian/Pacific Island Language at Home	8	0.04%
Speak IndoEuropean Language at Home	115	0.61%
Speak Spanish at Home	8,695	45.95%
Speak Other Language at Home	65	0.34%

# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>20,467</b>	
Age 0 - 4	1,541	7.53%
Age 5 - 9	1,697	8.29%
Age 10 - 14	1,780	8.70%
Age 15 - 17	1,002	4.90%
Age 18 - 20	917	4.48%
Age 21 - 24	1,179	5.76%
Age 25 - 34	2,928	14.31%
Age 35 - 44	2,643	12.91%
Age 45 - 54	2,207	10.78%
Age 55 - 64	2,042	9.98%
Age 65 - 74	1,474	7.20%
Age 75 - 84	762	3.72%
Age 85 and over	295	1.44%
Age 16 and over	15,121	73.88%
Age 18 and over	14,446	70.58%
Age 21 and over	13,530	66.11%
Age 65 and over	2,531	12.37%
2022 Est. Median Age		32.16
2022 Est. Average Age		34.96
<b>2022 Est. Population by Sex</b>	<b>20,467</b>	
Male	10,456	51.09%
Female	10,011	48.91%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>10,456</b>	
Age 0 - 4	821	7.85%
Age 5 - 9	872	8.34%
Age 10 - 14	907	8.67%
Age 15 - 17	517	4.95%
Age 18 - 20	481	4.60%
Age 21 - 24	616	5.89%
Age 25 - 34	1,550	14.82%
Age 35 - 44	1,398	13.37%
Age 45 - 54	1,099	10.51%
Age 55 - 64	1,046	10.00%
Age 65 - 74	697	6.67%
Age 75 - 84	340	3.25%
Age 85 and over	109	1.04%
2022 Est. Median Age, Male		31.47
2022 Est. Average Age, Male		34.14
<b>2022 Est. Female Population by Age</b>	<b>10,011</b>	
Age 0 - 4	720	7.19%
Age 5 - 9	825	8.24%
Age 10 - 14	873	8.72%
Age 15 - 17	485	4.84%
Age 18 - 20	436	4.36%
Age 21 - 24	563	5.62%
Age 25 - 34	1,378	13.77%
Age 35 - 44	1,244	12.43%
Age 45 - 54	1,108	11.07%
Age 55 - 64	995	9.94%
Age 65 - 74	777	7.76%
Age 75 - 84	422	4.21%
Age 85 and over	185	1.85%
2022 Est. Median Age, Female		32.95
2022 Est. Average Age, Female		35.84

# Retail Trade Area • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	4,248	27.50%
Males, Never Married	2,629	17.02%
Females, Never Married	1,619	10.48%
Married, Spouse present	7,858	50.87%
Married, Spouse absent	908	5.88%
Widowed	747	4.84%
Males Widowed	121	0.78%
Females Widowed	626	4.05%
Divorced	1,688	10.93%
Males Divorced	644	4.17%
Females Divorced	1,044	6.76%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,636	13.25%
Some High School, no diploma	1,816	14.71%
High School Graduate (or GED)	3,541	28.67%
Some College, no degree	2,938	23.79%
Associate Degree	1,112	9.00%
Bachelor's Degree	686	5.55%
Master's Degree	474	3.84%
Professional School Degree	91	0.74%
Doctorate Degree	56	0.45%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,962	40.42%
High School Graduate	2,164	29.53%
Some College or Associate's Degree	1,768	24.13%
Bachelor's Degree or Higher	434	5.92%
<b>Households</b>		
2027 Projection	7,086	
2022 Estimate	6,832	
2010 Census	6,172	
2000 Census	5,664	
Growth 2022 - 2027		3.72%
Growth 2010 - 2022		10.69%
Growth 2000 - 2010		8.97%
<b>2022 Est. Households by Household Type</b>	<b>6,832</b>	
Family Households	5,230	76.55%
Nonfamily Households	1,602	23.45%
2022 Est. Group Quarters Population	622	
2022 Households by Ethnicity, Hispanic/Latino	3,941	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>6,832</b>	
Income < \$15,000	613	8.97%
Income \$15,000 - \$24,999	536	7.84%
Income \$25,000 - \$34,999	481	7.04%
Income \$35,000 - \$49,999	887	12.98%
Income \$50,000 - \$74,999	1,109	16.23%
Income \$75,000 - \$99,999	1,132	16.57%
Income \$100,000 - \$124,999	790	11.56%
Income \$125,000 - \$149,999	457	6.69%
Income \$150,000 - \$199,999	433	6.34%
Income \$200,000 - \$249,999	210	3.07%
Income \$250,000 - \$499,999	138	2.02%
Income \$500,000+	46	0.67%
2022 Est. Average Household Income		\$85,596
2022 Est. Median Household Income		\$70,049
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$68,302
Black or African American Alone		\$59,213
American Indian and Alaska Native Alone		\$58,246
Asian Alone		\$126,874
Native Hawaiian and Other Pacific Islander Alone		\$57,860
Some Other Race Alone		\$75,078
Two or More Races		\$109,675
Hispanic or Latino		\$62,153
Not Hispanic or Latino		\$82,213
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>5,230</b>	
Married-Couple Family, own children	1,822	34.84%
Married-Couple Family, no own children	2,158	41.26%
Male Householder, own children	242	4.63%
Male Householder, no own children	188	3.60%
Female Householder, own children	499	9.54%
Female Householder, no own children	321	6.14%
<b>2022 Est. Households by Household Size</b>	<b>6,832</b>	
1-person	1,372	20.08%
2-person	2,009	29.41%
3-person	1,165	17.05%
4-person	1,059	15.50%
5-person	700	10.25%
6-person	324	4.74%
7-or-more-person	203	2.97%
2022 Est. Average Household Size		2.95

# Retail Trade Area • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>6,832</b>	
Households with 1 or More People under Age 18:	2,978	43.59%
Married-Couple Family	2,036	68.37%
Other Family, Male Householder	311	10.44%
Other Family, Female Householder	604	20.28%
Nonfamily, Male Householder	23	0.77%
Nonfamily, Female Householder	4	0.13%
<b>Households with No People under Age 18:</b>	<b>3,854</b>	
Married-Couple Family	1,945	50.47%
Other Family, Male Householder	120	3.11%
Other Family, Female Householder	217	5.63%
Nonfamily, Male Householder	816	21.17%
Nonfamily, Female Householder	756	19.62%
<b>2022 Est. Households by Number of Vehicles</b>	<b>6,832</b>	
No Vehicles	255	3.73%
1 Vehicle	1,782	26.08%
2 Vehicles	2,562	37.50%
3 Vehicles	1,444	21.14%
4 Vehicles	567	8.30%
5 or more Vehicles	221	3.23%
2022 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2027 Projection	5,428	
2022 Estimate	5,230	
2010 Census	4,721	
2000 Census	4,357	
Growth 2022 - 2027		3.79%
Growth 2010 - 2022		10.78%
Growth 2000 - 2010		8.35%
<b>2022 Est. Families by Poverty Status</b>	<b>5,230</b>	
2022 Families at or Above Poverty	4,694	89.75%
2022 Families at or Above Poverty with Children	2,597	49.66%
2022 Families Below Poverty	535	10.23%
2022 Families Below Poverty with Children	410	7.84%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	8,125	53.73%
Civilian Labor Force, Unemployed	420	2.78%
Armed Forces	161	1.06%
Not in Labor Force	6,415	42.42%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>8,181</b>	
For-Profit Private Workers	5,857	71.59%
Non-Profit Private Workers	496	6.06%
Local Government Workers	90	1.10%
State Government Workers	261	3.19%
Federal Government Workers	877	10.72%
Self-Employed Workers	581	7.10%
Unpaid Family Workers	19	0.23%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>8,181</b>	
Architect/Engineer	119	1.45%
Arts/Entertainment/Sports	32	0.39%
Building Grounds Maintenance	225	2.75%
Business/Financial Operations	152	1.86%
Community/Social Services	79	0.97%
Computer/Mathematical	8	0.10%
Construction/Extraction	1,263	15.44%
Education/Training/Library	465	5.68%
Farming/Fishing/Forestry	84	1.03%
Food Prep/Serving	445	5.44%
Health Practitioner/Technician	382	4.67%
Healthcare Support	193	2.36%
Maintenance Repair	504	6.16%
Legal	38	0.46%
Life/Physical/Social Science	42	0.51%
Management	653	7.98%
Office/Admin. Support	679	8.30%
Production	456	5.57%
Protective Services	204	2.49%
Sales/Related	924	11.30%
Personal Care/Service	141	1.72%
Transportation/Moving	1,094	13.37%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>8,181</b>	
White Collar	3,571	43.65%
Blue Collar	3,318	40.56%
Service and Farm	1,292	15.79%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>8,305</b>	
Drove Alone	6,697	80.64%
Car Pooled	1,161	13.98%
Public Transportation	5	0.06%
Walked	179	2.15%
Bicycle	24	0.29%
Other Means	35	0.42%
Worked at Home	204	2.46%

# Retail Trade Area • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,501	
15 - 29 Minutes	1,936	
30 - 44 Minutes	1,073	
45 - 59 Minutes	309	
60 or more Minutes	1,234	
2022 Est. Avg Travel Time to Work in Minutes		29
2022 Est. Occupied Housing Units by Tenure	6,832	
Owner Occupied	5,160	75.53%
Renter Occupied	1,672	24.47%
2022 Owner Occ. HUs: Avg. Length of Residence		17.20 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		7.80 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>6,832</b>	
Value Less than \$20,000	179	3.47%
Value \$20,000 - \$39,999	156	3.02%
Value \$40,000 - \$59,999	240	4.65%
Value \$60,000 - \$79,999	322	6.24%
Value \$80,000 - \$99,999	379	7.34%
Value \$100,000 - \$149,999	660	12.79%
Value \$150,000 - \$199,999	850	16.47%
Value \$200,000 - \$299,999	1,344	26.05%
Value \$300,000 - \$399,999	583	11.30%
Value \$400,000 - \$499,999	194	3.76%
Value \$500,000 - \$749,999	147	2.85%
Value \$750,000 - \$999,999	93	1.80%
Value \$1,000,000 or \$1,499,999	4	0.08%
Value \$1,500,000 or \$1,999,999	2	0.04%
Value \$2,000,000+	6	0.12%
2022 Est. Median All Owner-Occupied Housing Value		\$187,759
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	5,205	69.10%
1 Unit Attached	32	0.43%
2 Units	116	1.54%
3 or 4 Units	107	1.42%
5 to 19 Units	24	0.32%
20 to 49 Units	0	0.00%
50 or More Units	36	0.48%
Mobile Home or Trailer	1,889	25.08%
Boat, RV, Van, etc.	123	1.63%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	834	11.07%
Housing Units Built 2010 to 2014	278	3.69%
Housing Units Built 2000 to 2009	674	8.95%
Housing Units Built 1990 to 1999	486	6.45%
Housing Units Built 1980 to 1989	1,044	13.86%
Housing Units Built 1970 to 1979	1,002	13.30%
Housing Units Built 1960 to 1969	1,172	15.56%
Housing Units Built 1950 to 1959	1,564	20.76%
Housing Units Built 1940 to 1949	221	2.93%
Housing Unit Built 1939 or Earlier	258	3.42%
2022 Est. Median Year Structure Built		1975

<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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