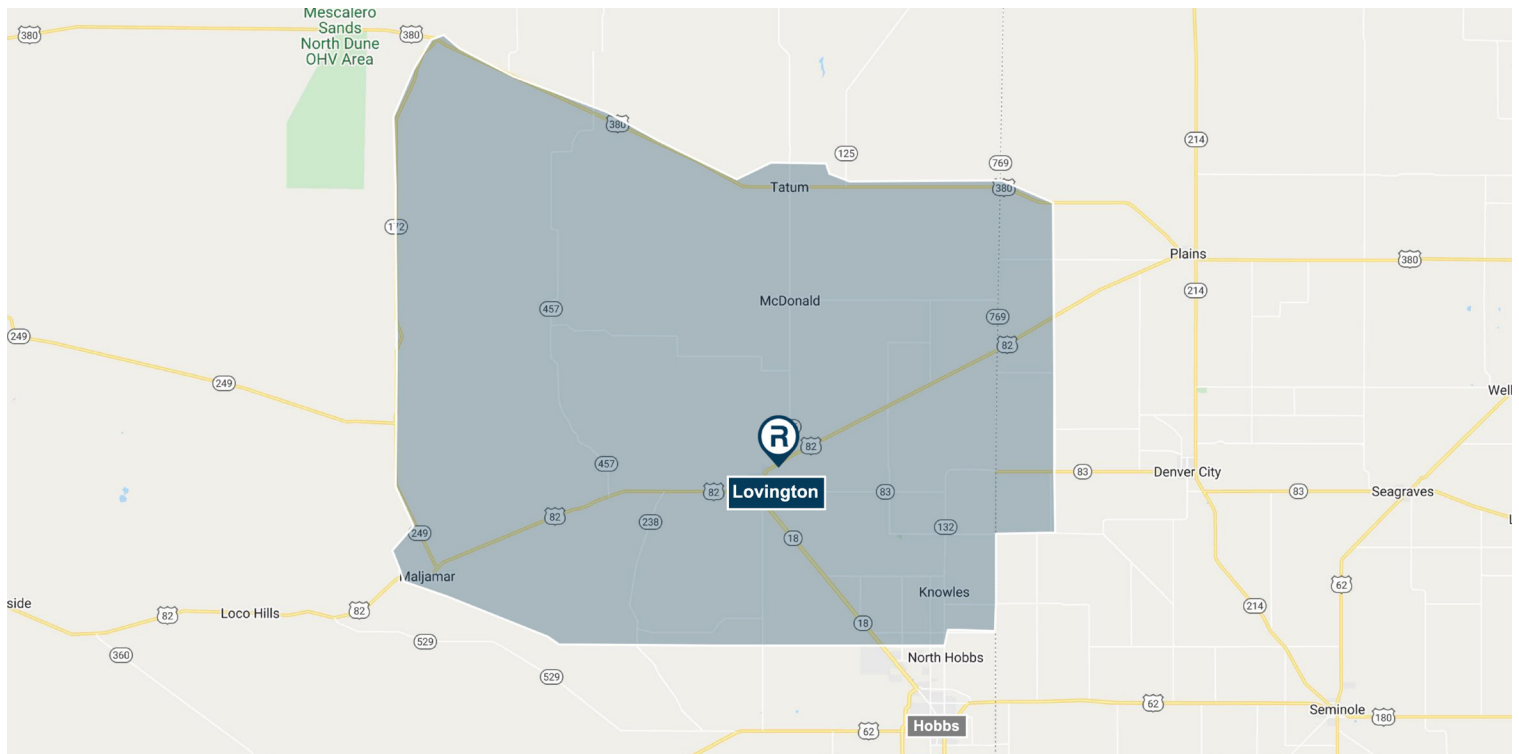


# Retail Trade Area • Retail Market Profile

## 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%



**Jennifer Grassham**  
Economic Development Corporation of  
Lea County  
Interim President & CEO

200 E Broadway St.  
Hobbs, New Mexico 88240

Phone 575.397.2039  
Cell 575.318.1372  
jennifer@edclc.org  
www.edclc.org

**Evelyn Holguin**  
Economic Development Corporation of  
Lea County  
Executive Director

201 S. Main St.  
Lovington, New Mexico 88260

Phone 575.396.1417  
Evelynholguin@lovingtonedc.org  
www.lovingtonedc.org



PO Box 7272 | Tupelo, MS 38802 | 800.851.0962 | theretailcoach.net

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