

Retail Industry Fast Facts

Demographics



47,240

Hobbs Population (CCD)

13.6%

City of Hobbs

**Population Growth
2010-2017**

69,505

Lea County
Population

11.2%

Lea County

*Source: U.S. Census Bureau; American Community Survey

Strong Purchasing Power

Hobbs is southeast New Mexico's largest retail trade area

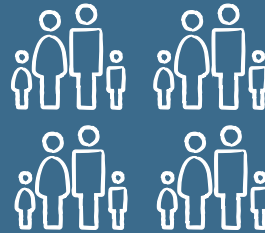


\$78,000+

Average annual salary in the area



Lea County is projected to grow **15.2%** over the next 20 years



146,500

Retail Trade Area
Population

*Sources: U.S. Census Bureau; American Community Survey & State of New Mexico Department of Workforce Solutions

New & Expanding Businesses

Since January of 2017, Hobbs has added nearly



100

new food establishments



62

stores

31 Median Age



Two full-service hospitals with a third, new \$75M hospital facility planned for completion in 2021

Quality of Life

\$150M+

Invested in massive quality of life improvement projects, including a \$63.5 million recreational facility called the CORE

Lea County boasts one of the lowest median ages in the state

#3

Lowest cost of living in New Mexico
-Lea County, NM



#1

Oil-Producing County in the Permian Basin
Lea County, NM



At The Heart of The Permian Basin

CONTACT DETAILS

Missi Currier | President/CEO
Economic Development Corporation of Lea County
575.397.2039 | missi@edclc.org

For more information, visit choosehobbsnm.com