



Retail Industry Fast Facts

Demographics



51,736

Hobbs Population (CCD)

19%

City of Hobbs

**Population Growth
2010-2020**

74,455

Lea County Population

15%

Lea County

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

Strong Purchasing Power

Hobbs is southeast New Mexico's largest retail trade area

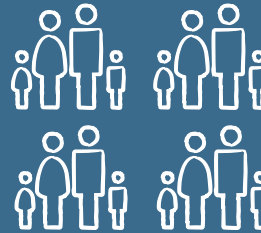


\$89,433

Average Household income in the area



Lea County is projected to grow **15%** over the next 20 years



125,104

Retail Trade Area Population

*Source: U.S. TheRetailCoach

*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

Quality of Life

\$150M+

Invested in massive quality of life improvement projects, including a \$62.5 million recreational facility called the CORE



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

One of the most affordable counties in New Mexico -Lea County, NM



#1

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

Two full-service hospitals with a third, new \$130M hospital facility completed in 2022.



At The Heart of The Permian Basin

CONTACT DETAILS

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