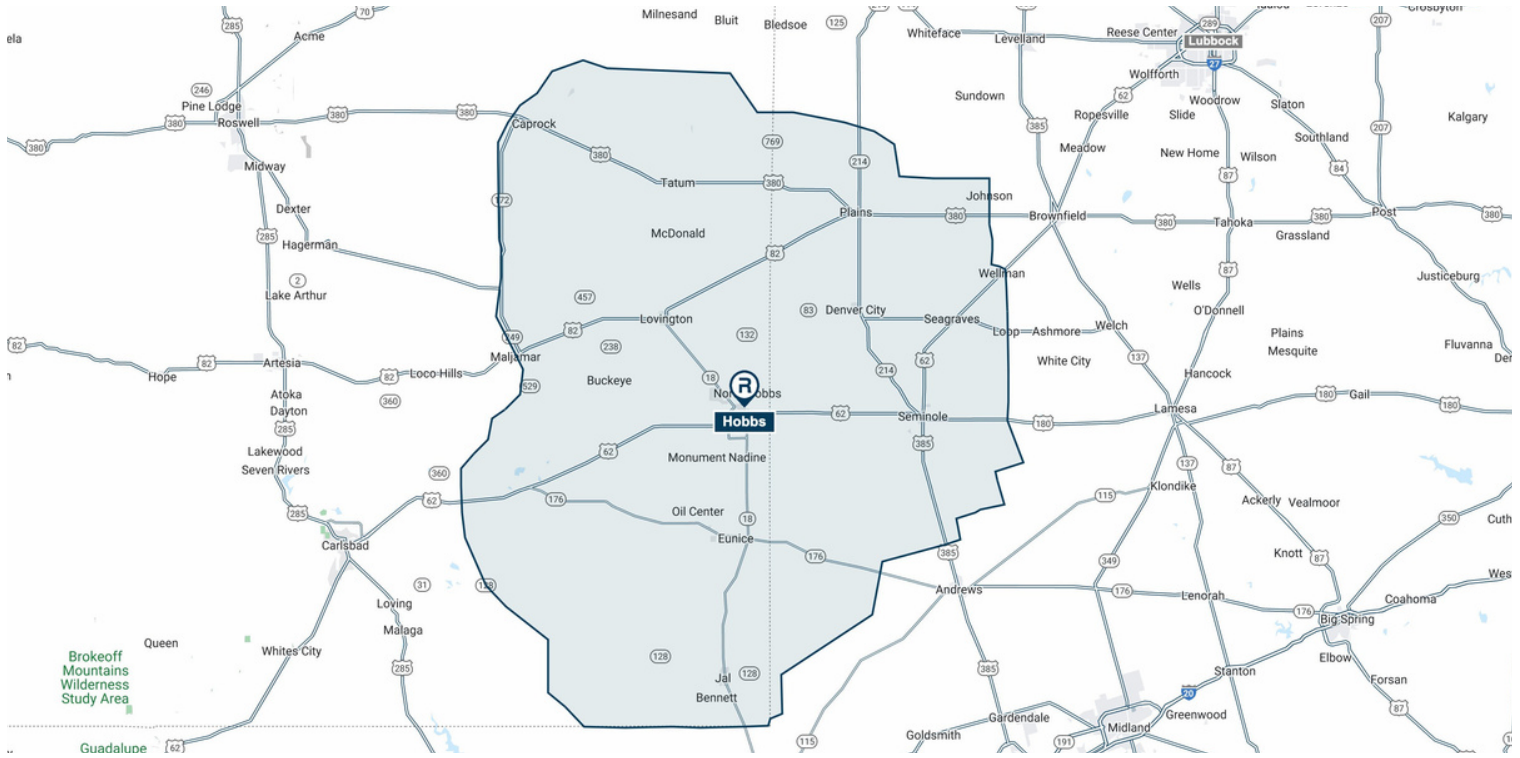


Primary Retail Trade Area • Retail Market Profile

Hobbs, New Mexico



Population

| | | | |
|------|---------|---------------|--------|
| 2020 | 103,855 | 0 - 9 Years | 17.05% |
| 2023 | 104,167 | 10 - 17 Years | 13.87% |
| 2028 | 106,624 | 18 - 24 Years | 10.37% |

Educational Attainment (%)

| | | | |
|---------------------------------|--------|---------------|--------|
| Graduate or Professional Degree | 4.74% | 25 - 34 Years | 13.58% |
| Bachelors Degree | 7.37% | 35 - 44 Years | 13.03% |
| Associate Degree | 7.84% | 45 - 54 Years | 10.49% |
| Some College | 21.88% | 55 - 64 Years | 9.86% |
| High School Graduate (GED) | 30.07% | 65 and Older | 11.74% |
| Some High School, No Degree | 12.62% | Median Age | 31.34 |
| Less than 9th Grade | 15.49% | Average Age | 34.19 |

Income

| | | | |
|------------|----------|------------------------------|--------|
| Average HH | \$86,778 | Race Distribution (%) | |
| Median HH | \$70,239 | White | 48.59% |
| Per Capita | \$29,378 | Black/African American | 3.10% |
| | | American Indian/Alaskan | 1.22% |
| | | Asian | 1.00% |
| | | Native Hawaiian/Islander | 0.03% |
| | | Other Race | 24.78% |
| | | Two or More Races | 21.29% |
| | | Hispanic | 59.98% |



Jennifer Grassham

Economic Development Corporation
of Lea County
President & CEO

200 E Broadway St.
Hobbs, New Mexico 88240
Phone 575.397.2039
Cell 575.318.1372
jennifer@edcl.org
www.edcl.org

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



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

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Primary Retail Trade Area • Retail Market Profile

Hobbs, New Mexico

