



# WORKPLACE POPULATION

Longview, Texas

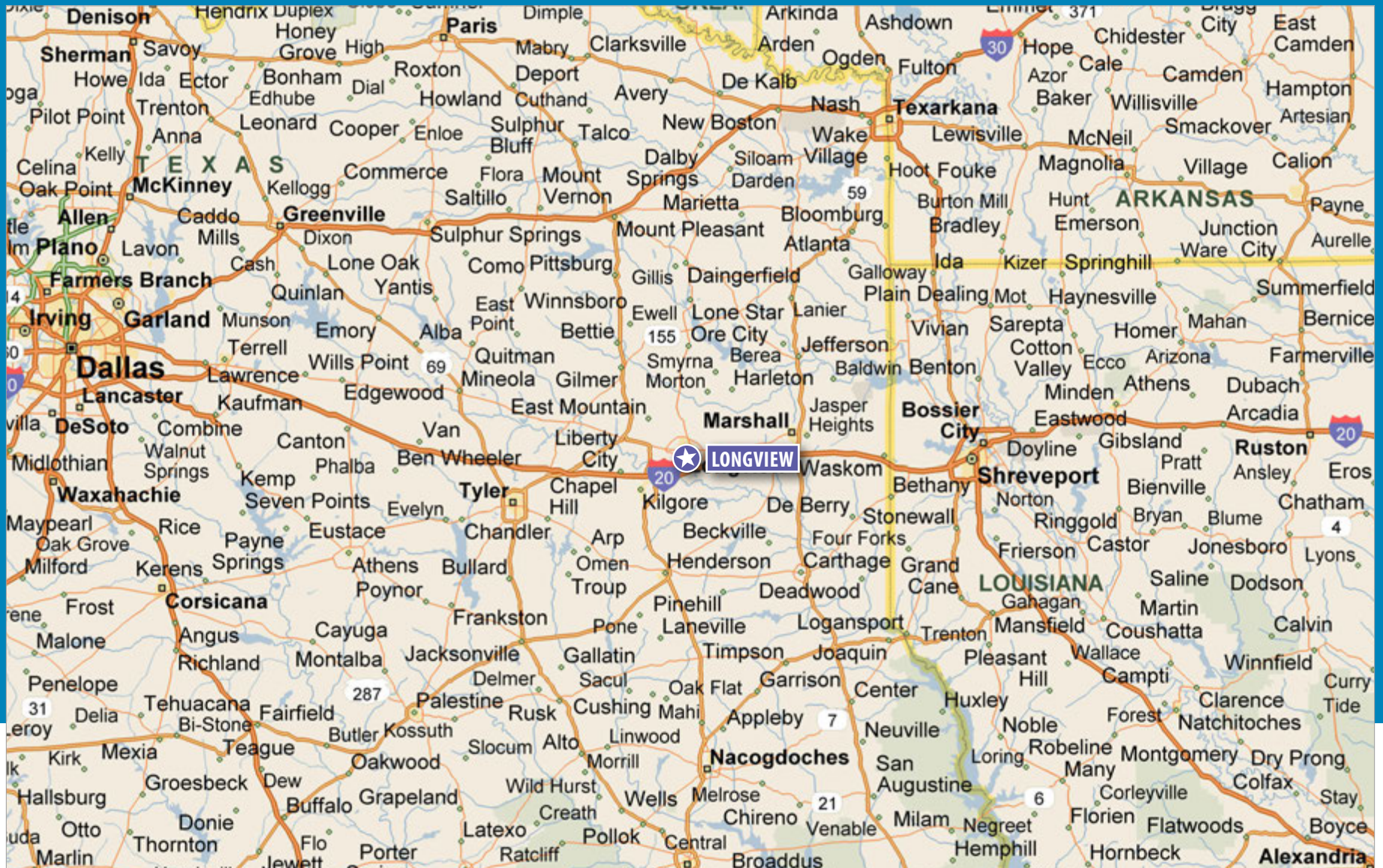


Prepared for  
Longview Economic Development Corporation  
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## Location Map Longview, Texas



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## Workplace Population

### Longview, Texas

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Businesses</b>	<b>3,899</b>	<b>54,647</b>	<b>14</b>
Private Sector	3,749	52,822	14
Public Administration	76	1,675	22
Agriculture, Forestry, Fishing and Hunting	3	37	12
Mining, Quarrying, and Oil and Gas Extraction	31	559	18
Utilities	6	66	11
Construction	268	4,039	15
Manufacturing	126	6,578	52
Wholesale Trade	186	3,395	18
Transportation and Warehousing	49	1,075	22
Information	53	1,404	27
Real Estate and Rental and Leasing	158	1,194	8
Professional, Scientific, and Technical Services	385	2,551	7
Management of Companies and Enterprises	1	17	17
Administrative, Support, Waste Mgmt remediation Services	158	1,499	10
Educational Services	64	2,833	44
Healthcare and Social Assistance	685	8,687	13
Arts, Entertainment, and Recreation	42	451	11
Retail Trade	556	7,866	14
Motor Vehicle and Parts Dealers	108	1,546	14
Furniture and Home Furnishing Stores	32	269	8
Electronics and Appliance Stores	33	278	8
Building Material and Garden Equipment and Supplies Dealers	46	833	18
Food and Beverage Stores	52	866	17
Health and Personal Care Stores	50	557	11
Gasoline Stations	16	115	7
Clothing and Accessories Stores	74	553	8
Sporting Goods, Hobby, Musical Instrument and Book Stores	26	401	15
General Merchandise Stores	25	1,955	78
Miscellaneous Store Retailers	89	479	5
Nonstore Retailers	5	14	3

## Workplace Population

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Finance and Insurance	340	1,987	6
Monetary Authorities-Central Bank	0	0	0
Credit Intermediation and Related Activities	147	976	7
Sec,Comm Contracts other Fin Investment related Activities	36	203	6
Insurance Carriers and Related Activities	156	801	5
Funds, Trusts and Other Financial Vehicles	1	7	7
Accommodation and Food Services	196	4,963	25
Accommodation	29	471	16
Food Services and Drinking Places	167	4,492	27
Other Services (except Public Administration)	442	3,621	8
Repair and Maintenance	131	995	8
Personal and Laundry Services	156	1,432	9
Religious,Grantmaking,Civic,Prof Similar Organizations	155	1,194	8





C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 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

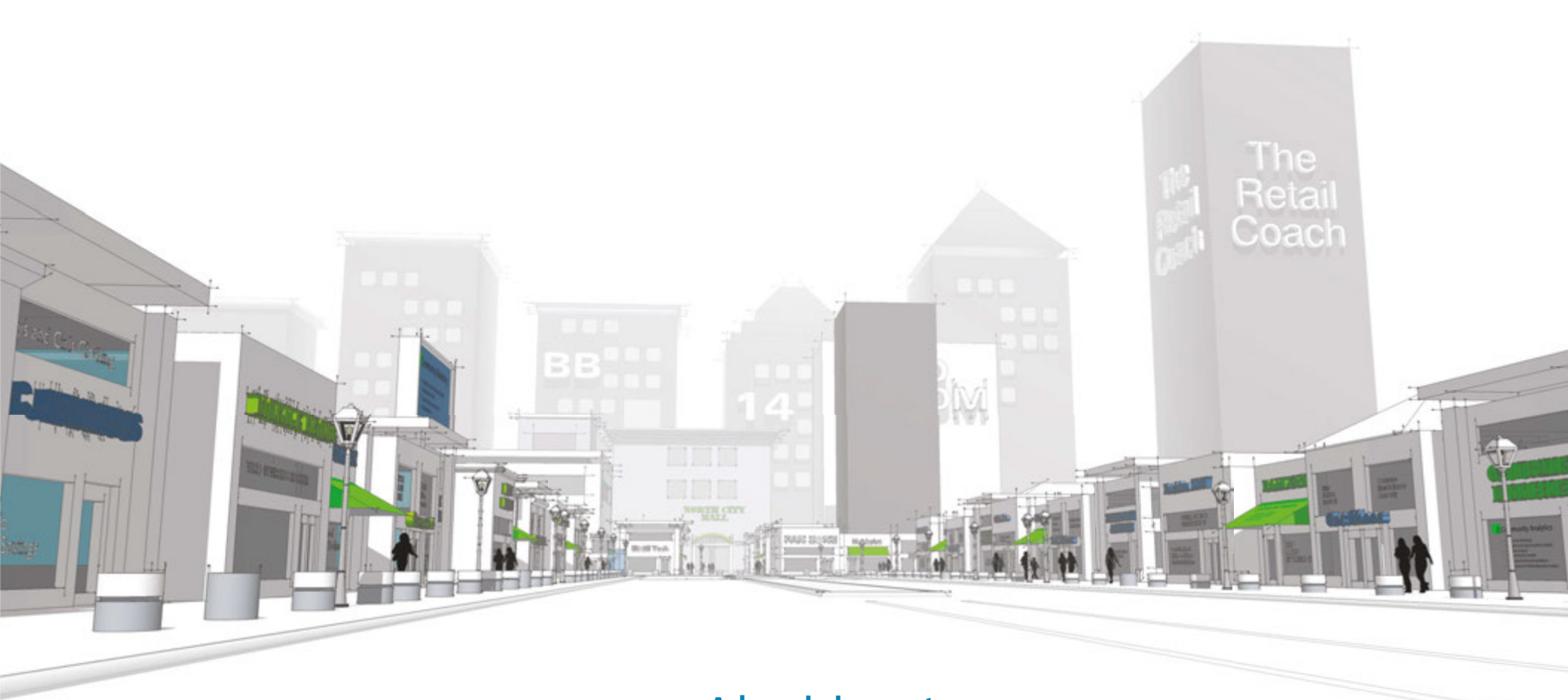
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their 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 Retail Coach -  
It’s not about data. It’s about your success.**

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## Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.