



# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

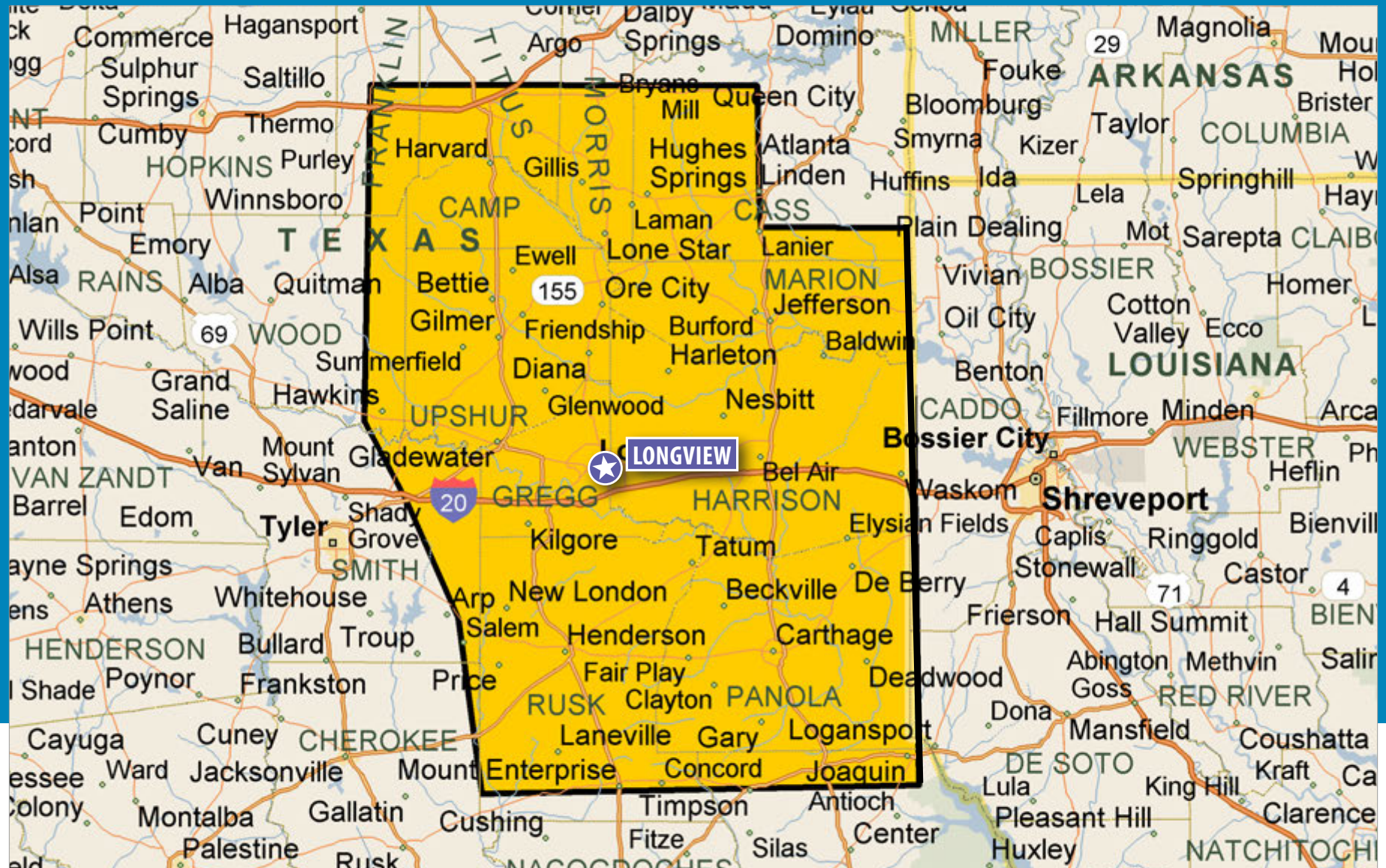
Longview, Texas

Prepared for  
Longview Economic Development Corporation  
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## Retail Trade Area

Longview, Texas



### Contact Information

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## Retail Trade Area | Demographics

### Longview, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	426,416	
2015 Estimate	411,661	
2010 Census	401,235	
2000 Census	368,677	
Growth 2015-2020	3.58%	
Growth 2010-2015	2.60%	
Growth 2000-2010	8.83%	
2015 Est. Population by Single-Classification Race	411,661	
White Alone	290,623	70.60
Black or African American Alone	71,553	17.38
Amer. Indian and Alaska Native Alone	2,916	0.71
Asian Alone	3,139	0.76
Native Hawaiian and Other Pac. Isl. Alone	207	0.05
Some Other Race Alone	33,528	8.14
Two or More Races	9,695	2.36
2015 Est. Population by Hispanic or Latino Origin	411,661	
Not Hispanic or Latino	346,094	84.07
Hispanic or Latino:	65,567	15.93
Mexican	59,042	90.05
Puerto Rican	719	1.10
Cuban	206	0.31
All Other Hispanic or Latino	5,600	8.54

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	65,567	
White Alone	26,968	41.13
Black or African American Alone	828	1.26
American Indian and Alaska Native Alone	987	1.51
Asian Alone	73	0.11
Native Hawaiian and Other Pacific Islander Alone	50	0.08
Some Other Race Alone	33,192	50.62
Two or More Races	3,468	5.29
2015 Est. Pop by Race, Asian Alone, by Category	3,139	
Chinese, except Taiwanese	204	6.50
Filipino	670	21.34
Japanese	158	5.03
Asian Indian	433	13.79
Korean	483	15.39
Vietnamese	503	16.02
Cambodian	229	7.30
Hmong	0	0.00
Laotian	25	0.80
Thai	84	2.68
All Other Asian Races Including 2+ Category	351	11.18
2015 Est. Population by Ancestry	411,661	
Arab	594	0.14
Czech	770	0.19
Danish	392	0.10
Dutch	2,898	0.70
English	26,759	6.50
French (except Basque)	7,198	1.75
French Canadian	742	0.18
German	28,886	7.02
Greek	211	0.05

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DESCRIPTION	DATA	%
Hungarian	110	0.03
Irish	31,462	7.64
Italian	4,329	1.05
Lithuanian	48	0.01
United States or American	45,416	11.03
Norwegian	766	0.19
Polish	1,855	0.45
Portuguese	155	0.04
Russian	343	0.08
Scottish	6,469	1.57
Scotch-Irish	4,419	1.07
Slovak	83	0.02
Subsaharan African	4,380	1.06
Swedish	1,207	0.29
Swiss	202	0.05
Ukrainian	62	0.02
Welsh	1,303	0.32
West Indian (except Hisp. groups)	736	0.18
Other ancestries	171,529	41.67
Ancestry Unclassified	68,335	16.60
2015 Est. Pop Age 5+ by Language Spoken at Home	383,490	
Speak Only English at Home	332,509	86.71
Speak Asian/Pac. Isl. Lang. at Home	2,218	0.58
Speak IndoEuropean Language at Home	2,274	0.59
Speak Spanish at Home	45,961	11.98
Speak Other Language at Home	528	0.14
2015 Est. Population by Sex	411,661	
Male	204,201	49.60
Female	207,460	50.40

DESCRIPTION	DATA	%
2015 Est. Population by Age	411,661	
Age 0 - 4	28,171	6.84
Age 5 - 9	28,296	6.87
Age 10 - 14	28,319	6.88
Age 15 - 17	17,147	4.17
Age 18 - 20	17,447	4.24
Age 21 - 24	22,499	5.47
Age 25 - 34	50,395	12.24
Age 35 - 44	47,879	11.63
Age 45 - 54	51,994	12.63
Age 55 - 64	53,022	12.88
Age 65 - 74	38,329	9.31
Age 75 - 84	20,263	4.92
Age 85 and over	7,900	1.92
Age 16 and over	321,264	78.04
Age 18 and over	309,728	75.24
Age 21 and over	292,281	71.00
Age 65 and over	66,492	16.15
2015 Est. Median Age	37.8	
2015 Est. Average Age	38.8	

## Retail Trade Area | Demographics

### Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	204,201	
Age 0 - 4	14,381	7.04
Age 5 - 9	14,450	7.08
Age 10 - 14	14,535	7.12
Age 15 - 17	8,895	4.36
Age 18 - 20	9,266	4.54
Age 21 - 24	11,837	5.80
Age 25 - 34	25,515	12.50
Age 35 - 44	24,127	11.82
Age 45 - 54	25,707	12.59
Age 55 - 64	25,870	12.67
Age 65 - 74	18,135	8.88
Age 75 - 84	8,798	4.31
Age 85 and over	2,685	1.31
2015 Est. Median Age, Male	36.3	
2015 Est. Average Age, Male	37.7	
2015 Est. Female Population by Age	207,460	
Age 0 - 4	13,790	6.65
Age 5 - 9	13,846	6.67
Age 10 - 14	13,784	6.64
Age 15 - 17	8,252	3.98
Age 18 - 20	8,182	3.94
Age 21 - 24	10,662	5.14
Age 25 - 34	24,880	11.99
Age 35 - 44	23,753	11.45
Age 45 - 54	26,287	12.67
Age 55 - 64	27,152	13.09
Age 65 - 74	20,194	9.73
Age 75 - 84	11,465	5.53
Age 85 and over	5,214	2.51

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	39.4	
2015 Est. Average Age, Female	39.9	
2015 Est. Pop Age 15+ by Marital Status	326,875	
Total, Never Married	86,485	26.46
Males, Never Married	48,370	14.80
Females, Never Married	38,115	11.66
Married, Spouse present	154,343	47.22
Married, Spouse absent	20,371	6.23
Widowed	25,102	7.68
Males Widowed	5,660	1.73
Females Widowed	19,441	5.95
Divorced	40,575	12.41
Males Divorced	18,472	5.65
Females Divorced	22,103	6.76
2015 Est. Pop Age 25+ by Edu. Attainment	269,782	
Less than 9th grade	20,556	7.62
Some High School, no diploma	29,979	11.11
High School Graduate (or GED)	86,935	32.22
Some College, no degree	69,767	25.86
Associate Degree	19,359	7.18
Bachelor's Degree	29,161	10.81
Master's Degree	10,236	3.79
Professional School Degree	2,084	0.77
Doctorate Degree	1,703	0.63
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	30,542	
No High School Diploma	18,080	59.20
High School Graduate	6,233	20.41
Some College or Associate's Degree	4,737	15.51
Bachelor's Degree or Higher	1,492	4.89

## Retail Trade Area | Demographics

### Longview, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	159,106	
2015 Estimate	153,548	
2010 Census	150,108	
2000 Census	139,325	
Growth 2015-2020	3.62%	
Growth 2010-2015	2.29%	
Growth 2000-2010	7.74%	
2015 Est. Households by Household Type	153,548	
Family Households	108,505	70.67
Nonfamily Households	45,044	29.34
2015 Est. Group Quarters Population	14,066	
2015 HHs by Ethnicity, Hispanic/Latino	15,484	10.08
2015 Est. Households by HH Income	153,548	
Income < \$15,000	21,897	14.26
Income \$15,000 - \$24,999	19,297	12.57
Income \$25,000 - \$34,999	17,582	11.45
Income \$35,000 - \$49,999	24,171	15.74
Income \$50,000 - \$74,999	28,107	18.31
Income \$75,000 - \$99,999	17,407	11.34
Income \$100,000 - \$124,999	10,263	6.68
Income \$125,000 - \$149,999	5,931	3.86
Income \$150,000 - \$199,999	4,848	3.16
Income \$200,000 - \$249,999	1,732	1.13
Income \$250,000 - \$499,999	1,766	1.15
Income \$500,000+	548	0.36

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$61,468	
2015 Est. Median Household Income	\$46,170	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	51,262	
Black or African American Alone	28,682	
American Indian and Alaska Native Alone	46,594	
Asian Alone	55,650	
Native Hawaiian and Other Pacific Islander Alone	48,479	
Some Other Race Alone	42,454	
Two or More Races	40,648	
Hispanic or Latino	40,257	
Not Hispanic or Latino	46,967	
2015 Est. Family HH Type by Presence of Own Child.	108,505	
Married-Couple Family, own children	30,498	28.11
Married-Couple Family, no own children	49,340	45.47
Male Householder, own children	3,809	3.51
Male Householder, no own children	3,985	3.67
Female Householder, own children	11,185	10.31
Female Householder, no own children	9,687	8.93
2015 Est. Households by Household Size	153,548	
1-person	39,136	25.49
2-person	52,261	34.04
3-person	25,078	16.33
4-person	19,566	12.74
5-person	10,253	6.68
6-person	4,241	2.76
7-or-more-person	3,013	1.96

## Retail Trade Area | Demographics

### Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.59	
2015 Est. Households by Presence of People Under 18	153,548	
Households with 1 or More People under Age 18:	53,307	34.72
Married-Couple Family	34,138	64.04
Other Family, Male Householder	4,683	8.78
Other Family, Female Householder	13,996	26.26
Nonfamily, Male Householder	373	0.70
Nonfamily, Female Householder	117	0.22
Households with No People under Age 18:	100,241	65.28
Married-Couple Family	45,705	45.60
Other Family, Male Householder	3,114	3.11
Other Family, Female Householder	6,877	6.86
Nonfamily, Male Householder	20,928	20.88
Nonfamily, Female Householder	23,617	23.56
2015 Est. Households by Number of Vehicles	153,548	
No Vehicles	8,904	5.80
1 Vehicle	50,541	32.92
2 Vehicles	61,691	40.18
3 Vehicles	23,595	15.37
4 Vehicles	6,614	4.31
5 or more Vehicles	2,203	1.43
2015 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	112,455	
2015 Estimate	108,505	
2010 Census	106,058	
2000 Census	100,534	
Growth 2015-2020	3.64%	
Growth 2010-2015	2.31%	
Growth 2000-2010	5.49%	
2015 Est. Families by Poverty Status	108,505	
2015 Families at or Above Poverty	94,171	86.79
2015 Families at or Above Poverty with Children	40,421	37.25
2015 Families Below Poverty	14,333	13.21
2015 Families Below Poverty with Children	11,700	10.78
2015 Est. Pop Age 16+ by Employment Status	321,264	
In Armed Forces	16	0.00
Civilian - Employed	174,208	54.23
Civilian - Unemployed	15,242	4.74
Not in Labor Force	131,798	41.02
2015 Est. Civ. Employed Pop 16+ by Class of Worker	176,224	
For-Profit Private Workers	127,329	72.25
Non-Profit Private Workers	9,816	5.57
Local Government Workers	11,413	6.48
State Government Workers	9,228	5.24
Federal Government Workers	1,795	1.02
Self-Employed Workers	16,411	9.31
Unpaid Family Workers	232	0.13

## Retail Trade Area | Demographics

### Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	176,224	
Architect/Engineer	2,446	1.39
Arts/Entertainment/Sports	1,525	0.87
Building Grounds Maintenance	7,784	4.42
Business/Financial Operations	4,652	2.64
Community/Social Services	2,509	1.42
Computer/Mathematical	1,011	0.57
Construction/Extraction	15,804	8.97
Education/Training/Library	10,145	5.76
Farming/Fishing/Forestry	1,650	0.94
Food Prep/Serving	8,817	5.00
Health Practitioner/Technician	9,122	5.18
Healthcare Support	4,969	2.82
Maintenance Repair	8,769	4.98
Legal	1,229	0.70
Life/Physical/Social Science	1,075	0.61
Management	12,987	7.37
Office/Admin. Support	22,336	12.67
Production	16,138	9.16
Protective Services	3,542	2.01
Sales/Related	18,526	10.51
Personal Care/Service	6,008	3.41
Transportation/Moving	15,178	8.61
2015 Est. Pop 16+ by Occupation Classification	176,224	
Blue Collar	55,889	31.71
White Collar	87,565	49.69
Service and Farm	32,770	18.60

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	171,718	
Drove Alone	142,430	82.94
Car Pooled	18,669	10.87
Public Transportation	550	0.32
Walked	2,365	1.38
Bicycle	283	0.16
Other Means	2,075	1.21
Worked at Home	5,346	3.11
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	60,456	
15 - 29 Minutes	57,824	
30 - 44 Minutes	27,049	
45 - 59 Minutes	10,011	
60 or more Minutes	10,739	
2015 Est. Avg. Travel Time to Work in Minutes	24.75	
2015 Est. Occupied Housing Units by Tenure	153,548	
Owner Occupied	109,407	71.25
Renter Occupied	44,141	28.75
2015 Owner Occ. HUs: Avg. Length of Residence	16.8	
2015 Renter Occ. HUs: Avg. Length of Residence	8.0	



## Retail Trade Area | Demographics

### Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	109,407	
Value Less than \$20,000	7,428	6.79
Value \$20,000 - \$39,999	9,944	9.09
Value \$40,000 - \$59,999	10,312	9.43
Value \$60,000 - \$79,999	12,050	11.01
Value \$80,000 - \$99,999	12,462	11.39
Value \$100,000 - \$149,999	20,625	18.85
Value \$150,000 - \$199,999	15,413	14.09
Value \$200,000 - \$299,999	12,256	11.20
Value \$300,000 - \$399,999	4,421	4.04
Value \$400,000 - \$499,999	1,972	1.80
Value \$500,000 - \$749,999	1,369	1.25
Value \$750,000 - \$999,999	413	0.38
Value \$1,000,000 or more	743	0.68
2015 Est. Median All Owner-Occupied Housing Value	\$106,080	
2015 Est. Housing Units by Units in Structure	174,698	
1 Unit Attached	2,346	1.34
1 Unit Detached	122,426	70.08
2 Units	5,248	3.00
3 or 4 Units	3,946	2.26
5 to 19 Units	7,668	4.39
20 to 49 Units	1,426	0.82
50 or More Units	1,709	0.98
Mobile Home or Trailer	29,456	16.86
Boat, RV, Van, etc.	473	0.27

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	174,698	
Housing Units Built 2010 or later	5,400	3.09
Housing Units Built 2000 to 2009	21,976	12.58
Housing Units Built 1990 to 1999	25,331	14.50
Housing Units Built 1980 to 1989	29,937	17.14
Housing Units Built 1970 to 1979	35,820	20.50
Housing Units Built 1960 to 1969	20,045	11.47
Housing Units Built 1950 to 1959	17,802	10.19
Housing Units Built 1940 to 1949	8,738	5.00
Housing Unit Built 1939 or Earlier	9,650	5.52
2015 Est. Median Year Structure Built**	1979	



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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