RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Longview, Texas

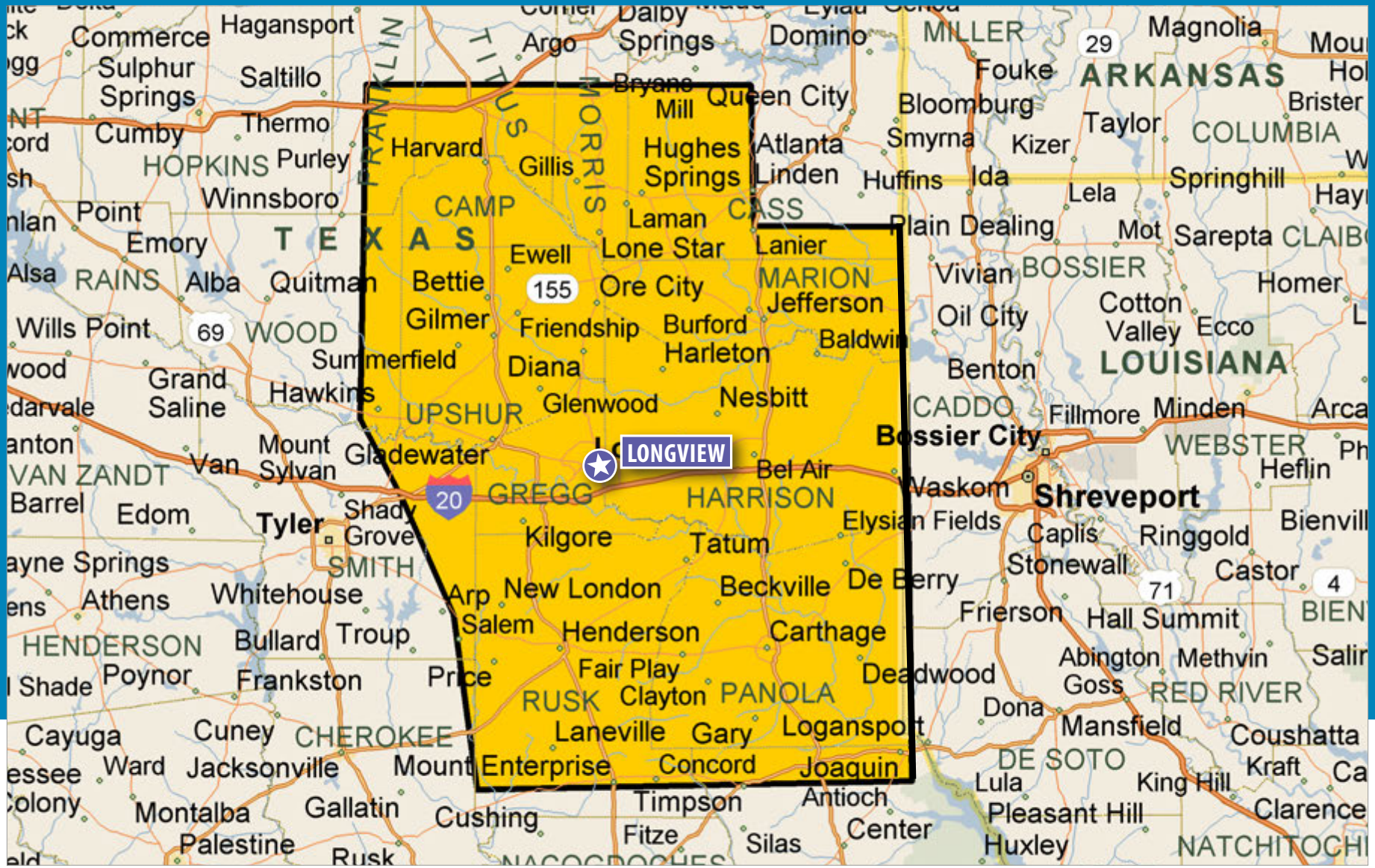
Prepared for
Longview Economic Development Corporation
December 2014

Real East Texas
LONGVIEW
ECONOMIC DEVELOPMENT CORPORATION

TheRetailCoach®

Retail Trade Area

Longview, Texas



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LONGVIEW

Economic Development Corporation

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Retail Trade Area | Gap/Opportunity Analysis Summary

Longview, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	**6,131,775,751**	**1,968,115,821**	**(4,163,659,930)**	**-68%**
441	Motor Vehicle and Parts Dealers	1,082,471,731	587,236,612	(495,235,119)	-46%
4411	Automotive Dealers	883,118,005	420,000,000	(463,118,005)	-52%
4412	Other Motor Vehicle Dealers	111,879,232	70,673,931	(41,205,301)	-37%
4413	Automotive Parts/Accsrs, Tire Stores	87,474,495	96,562,681	9,088,186	10%
442	Furniture and Home Furnishings Stores	116,074,202	50,000,000	(66,074,202)	-57%
4421	Furniture Stores	61,238,230	40,000,000	(21,238,230)	-35%
4422	Home Furnishing Stores	54,835,972	10,000,000	(44,835,972)	-82%
443	Electronics and Appliance Stores	110,368,526	40,946,895	(69,421,631)	-63%
44311	Appliances, TVs, Electronics Stores	80,257,820	25,103,666	(55,154,154)	-69%
443111	Household Appliances Stores	14,924,689	0	(14,924,689)	-100%
443112	Radio, Television, Electronics Stores	65,333,130	25,103,666	(40,229,464)	-62%
44312	Computer and Software Stores	27,439,163	15,843,229	(11,595,934)	-42%
44313	Camera and Photographic Equipment Stores	2,671,544	0	(2,671,544)	-100%
444	Building Material, Garden Equip Stores	630,802,809	147,381,485	(483,421,324)	-77%
4441	Building Material and Supply Dealers	537,276,970	125,648,230	(411,628,740)	-77%
44411	Home Centers	217,680,477	90,000,000	(127,680,477)	-59%
44412	Paint and Wallpaper Stores	8,852,354	1,520,951	(7,331,403)	-83%
44413	Hardware Stores	55,002,791	14,127,279	(40,875,512)	-74%
44419	Other Building Materials Dealers	255,741,347	20,000,000	(235,741,347)	-92%
4442	Lawn, Garden Equipment, Supplies Stores	93,525,839	21,733,255	(71,792,584)	-77%
44421	Outdoor Power Equipment Stores	29,013,932	905,853	(28,108,079)	-97%
44422	Nursery and Garden Centers	64,511,907	20,827,402	(43,684,505)	-68%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	764,088,467	221,933,409	(542,155,058)	-71%
4451	Grocery Stores	510,154,874	161,127,157	(349,027,717)	-68%
44511	Supermarkets, Grocery (Ex Conv) Stores	476,146,464	150,347,267	(325,799,197)	-68%
44512	Convenience Stores	34,008,409	10,779,890	(23,228,519)	-68%
4452	Specialty Food Stores	61,294,468	3,000,000	(58,294,468)	-95%
4453	Beer, Wine and Liquor Stores	192,639,126	57,806,252	(134,832,874)	-70%
446	Health and Personal Care Stores	381,757,335	78,310,859	(303,446,476)	-79%
44611	Pharmacies and Drug Stores	306,453,939	55,000,000	(251,453,939)	-82%
44612	Cosmetics, Beauty Supplies, Perfume Stores	27,438,515	11,088,806	(16,349,709)	-60%
44613	Optical Goods Stores	13,493,419	5,222,053	(8,271,366)	-61%
44619	Other Health and Personal Care Stores	34,371,461	7,000,000	(27,371,461)	-80%
447	Gasoline Stations	630,788,667	155,354,609	(475,434,058)	-75%
44711	Gasoline Stations With Conv Stores	461,332,569	125,696,359	(335,636,210)	-73%
44719	Other Gasoline Stations	169,456,098	29,658,250	(139,797,848)	-82%
448	Clothing and Clothing Accessories Stores	269,844,341	52,509,264	(217,335,077)	-81%
4481	Clothing Stores	150,797,658	33,851,000	(116,946,658)	-78%
44811	Men's Clothing Stores	7,504,094	2,870,380	(4,633,714)	-62%
44812	Women's Clothing Stores	35,364,659	5,532,726	(29,831,933)	-84%
44813	Childrens, Infants Clothing Stores	9,874,310	2,998,887	(6,875,423)	-70%
44814	Family Clothing Stores	78,840,700	13,129,102	(65,711,598)	-83%
44815	Clothing Accessories Stores	6,357,111	2,389,458	(3,967,653)	-62%
44819	Other Clothing Stores	12,856,785	6,930,447	(5,926,338)	-46%
4482	Shoe Stores	23,565,364	9,947,030	(13,618,334)	-58%
4483	Jewelry, Luggage, Leather Goods Stores	95,481,319	8,711,234	(86,770,085)	-91%
44831	Jewelry Stores	84,306,517	8,711,234	(75,595,283)	-90%
44832	Luggage and Leather Goods Stores	11,174,802	0	(11,174,802)	-100%

Retail Trade Area | Gap/Opportunity Analysis Summary

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	119,165,886	39,853,191	(79,312,695)	-67%
4511	Sportng Goods, Hobby, Musical Inst Stores	103,351,315	31,133,557	(72,217,758)	-70%
45111	Sporting Goods Stores	53,600,911	15,680,911	(37,920,000)	-71%
45112	Hobby, Toys and Games Stores	29,855,473	10,628,948	(19,226,525)	-64%
45113	Sew/Needlework/Piece Goods Stores	10,623,684	947,053	(9,676,631)	-91%
45114	Musical Instrument and Supplies Stores	9,271,247	3,876,645	(5,394,602)	-58%
4512	Book, Periodical and Music Stores	15,814,571	8,719,634	(7,094,937)	-45%
45121	Book Stores and News Dealers	13,707,914	7,879,901	(5,828,013)	-43%
451211	Book Stores	12,100,207	7,784,167	(4,316,040)	-36%
451212	News Dealers and Newsstands	1,607,707	95,734	(1,511,973)	-94%
45122	Prerecorded Tapes, CDs, Record Stores	2,106,658	839,733	(1,266,925)	-60%
452	General Merchandise Stores	742,878,139	293,128,187	(449,749,952)	-61%
4521	Department Stores Excl Leased Depts	316,997,062	134,865,564	(182,131,498)	-57%
4529	Other General Merchandise Stores	425,881,077	158,262,623	(267,618,454)	-63%
453	Miscellaneous Store Retailers	172,189,502	34,162,178	(138,027,324)	-80%
4531	Florists	6,252,424	3,291,560	(2,960,864)	-47%
4532	Office Supplies, Stationery, Gift Stores	77,198,086	23,007,047	(54,191,039)	-70%
45321	Office Supplies and Stationery Stores	36,394,841	16,554,792	(19,840,049)	-55%
45322	Gift, Novelty and Souvenir Stores	40,803,245	6,452,255	(34,350,990)	-84%
4533	Used Merchandise Stores	11,967,682	2,867,974	(9,099,708)	-76%
4539	Other Miscellaneous Store Retailers	76,771,309	4,995,597	(71,775,712)	-93%
454	Non-Store Retailers	519,255,634	56,859,643	(462,395,991)	-89%
722	Foodservice and Drinking Places	592,090,512	210,439,489	(381,651,023)	-64%
7221	Full-Service Restaurants	266,173,913	65,750,574	(200,423,339)	-75%
7222	Limited-Service Eating Places	238,480,744	132,082,124	(106,398,620)	-45%
7223	Special Foodservices	63,889,603	9,106,791	(54,782,812)	-86%
7224	Drinking Places -Alcoholic Beverages	23,546,251	3,500,000	(20,046,251)	-85%

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

Retail Trade Area | Demographics
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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

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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
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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
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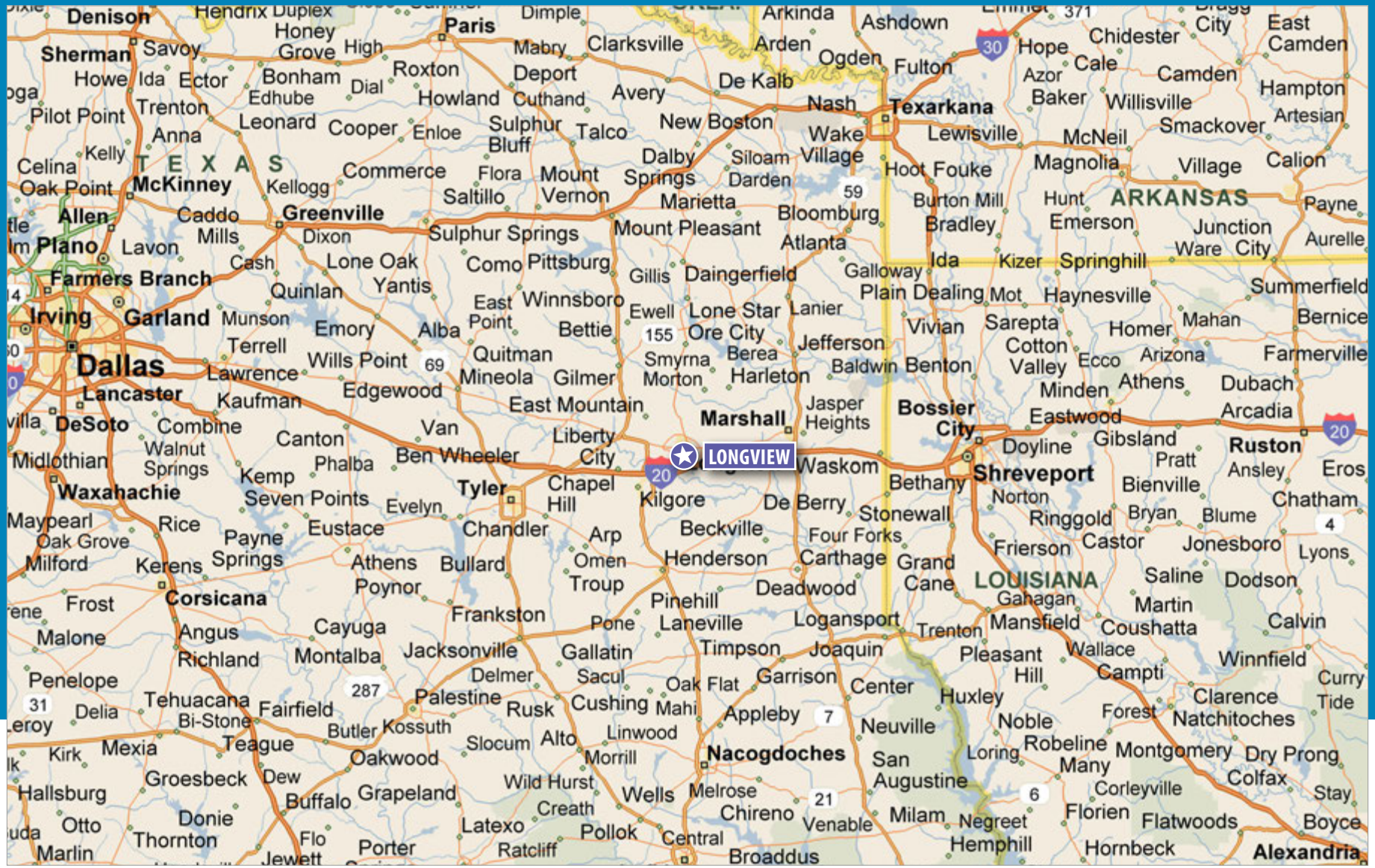
DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	109,407	
Value Less than $20,000	7,428	6.79
Value $20,000 - $39,999	9,944	9.09
Value $40,000 - $59,999	10,312	9.43
Value $60,000 - $79,999	12,050	11.01
Value $80,000 - $99,999	12,462	11.39
Value $100,000 - $149,999	20,625	18.85
Value $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	

Location Map
Longview, Texas



Real East Texas
LONGVIEW
ECONOMIC DEVELOPMENT CORPORATION

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Community Demographics
Longview, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	85,086	
2015 Estimate	82,133	
2010 Census	80,455	
2000 Census	73,644	
Growth 2015-2020	3.60%	
Growth 2010-2015	2.09%	
Growth 2000-2010	9.25%	
2015 Est. Population by Single-Classification Race	82,133	
White Alone	50,561	61.56
Black or African American Alone	18,942	23.06
Amer. Indian and Alaska Native Alone	472	0.57
Asian Alone	1,140	1.39
Native Hawaiian and Other Pac. Isl. Alone	52	0.06
Some Other Race Alone	8,745	10.65
Two or More Races	2,221	2.70
2015 Est. Population by Hispanic or Latino Origin	82,133	
Not Hispanic or Latino	65,735	80.03
Hispanic or Latino:	16,398	19.97
Mexican	14,627	89.20
Puerto Rican	133	0.81
Cuban	62	0.38
All Other Hispanic or Latino	1,576	9.61

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	16,398	
White Alone	6,368	38.83
Black or African American Alone	304	1.85
American Indian and Alaska Native Alone	163	0.99
Asian Alone	28	0.17
Native Hawaiian and Other Pacific Islander Alone	24	0.15
Some Other Race Alone	8,657	52.79
Two or More Races	854	5.21
2015 Est. Pop by Race, Asian Alone, by Category	1,140	
Chinese, except Taiwanese	56	4.91
Filipino	363	31.84
Japanese	22	1.93
Asian Indian	194	17.02
Korean	199	17.46
Vietnamese	177	15.53
Cambodian	1	0.09
Hmong	0	0.00
Laotian	0	0.00
Thai	12	1.05
All Other Asian Races Including 2+ Category	116	10.18
2015 Est. Population by Ancestry	82,133	
Arab	247	0.30
Czech	109	0.13
Danish	152	0.19
Dutch	432	0.53
English	5,385	6.56
French (except Basque)	2,417	2.94
French Canadian	293	0.36
German	6,011	7.32
Greek	94	0.11

Community Demographics
Longview, Texas

DESCRIPTION	DATA	%
Hungarian	1	0.00
Irish	4,964	6.04
Italian	990	1.21
Lithuanian	15	0.02
United States or American	7,117	8.67
Norwegian	189	0.23
Polish	439	0.53
Portuguese	2	0.00
Russian	55	0.07
Scottish	1,226	1.49
Scotch-Irish	522	0.64
Slovak	39	0.05
Subsaharan African	325	0.40
Swedish	147	0.18
Swiss	57	0.07
Ukrainian	30	0.04
Welsh	207	0.25
West Indian (except Hisp. groups)	179	0.22
Other ancestries	39,931	48.62
Ancestry Unclassified	10,558	12.85
2015 Est. Pop Age 5+ by Language Spoken at Home	75,898	
Speak Only English at Home	62,517	82.37
Speak Asian/Pac. Isl. Lang. at Home	1,010	1.33
Speak IndoEuropean Language at Home	777	1.02
Speak Spanish at Home	11,436	15.07
Speak Other Language at Home	158	0.21
2015 Est. Population by Sex	82,133	
Male	40,244	49.00
Female	41,889	51.00

DESCRIPTION	DATA	%
2015 Est. Population by Age	82,133	
Age 0 - 4	6,235	7.59
Age 5 - 9	6,100	7.43
Age 10 - 14	5,652	6.88
Age 15 - 17	3,258	3.97
Age 18 - 20	3,593	4.37
Age 21 - 24	4,670	5.69
Age 25 - 34	11,723	14.27
Age 35 - 44	10,120	12.32
Age 45 - 54	9,948	12.11
Age 55 - 64	9,318	11.35
Age 65 - 74	6,061	7.38
Age 75 - 84	3,725	4.54
Age 85 and over	1,730	2.11
Age 16 and over	63,082	76.80
Age 18 and over	60,888	74.13
Age 21 and over	57,295	69.76
Age 65 and over	11,516	14.02
2015 Est. Median Age	34.9	
2015 Est. Average Age	37.1	

Community Demographics
Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	40,244	
Age 0 - 4	3,175	7.89
Age 5 - 9	3,082	7.66
Age 10 - 14	2,927	7.27
Age 15 - 17	1,658	4.12
Age 18 - 20	1,970	4.90
Age 21 - 24	2,440	6.06
Age 25 - 34	5,891	14.64
Age 35 - 44	5,041	12.53
Age 45 - 54	4,846	12.04
Age 55 - 64	4,444	11.04
Age 65 - 74	2,706	6.72
Age 75 - 84	1,514	3.76
Age 85 and over	550	1.37
2015 Est. Median Age, Male	33.3	
2015 Est. Average Age, Male	35.6	
2015 Est. Female Population by Age	41,889	
Age 0 - 4	3,060	7.31
Age 5 - 9	3,018	7.20
Age 10 - 14	2,725	6.51
Age 15 - 17	1,600	3.82
Age 18 - 20	1,623	3.87
Age 21 - 24	2,230	5.32
Age 25 - 34	5,832	13.92
Age 35 - 44	5,079	12.12
Age 45 - 54	5,102	12.18
Age 55 - 64	4,874	11.64
Age 65 - 74	3,355	8.01
Age 75 - 84	2,211	5.28
Age 85 and over	1,180	2.82

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	36.7	
2015 Est. Average Age, Female	38.5	
2015 Est. Pop Age 15+ by Marital Status	64,146	
Total, Never Married	20,431	31.85
Males, Never Married	11,617	18.11
Females, Never Married	8,814	13.74
Married, Spouse present	25,445	39.67
Married, Spouse absent	5,265	8.21
Widowed	5,443	8.49
Males Widowed	1,325	2.07
Females Widowed	4,118	6.42
Divorced	7,562	11.79
Males Divorced	3,195	4.98
Females Divorced	4,367	6.81
2015 Est. Pop Age 25+ by Edu. Attainment	52,625	
Less than 9th grade	4,149	7.88
Some High School, no diploma	5,677	10.79
High School Graduate (or GED)	14,295	27.16
Some College, no degree	13,502	25.66
Associate Degree	4,405	8.37
Bachelor's Degree	6,952	13.21
Master's Degree	2,230	4.24
Professional School Degree	824	1.57
Doctorate Degree	591	1.12
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	7,780	
No High School Diploma	4,275	54.95
High School Graduate	1,442	18.53
Some College or Associate's Degree	1,559	20.04
Bachelor's Degree or Higher	504	6.48

Community Demographics
Longview, Texas

DESCRIPTION	DATA	%
Households		
2020 Projection	32,414	
2015 Estimate	31,214	
2010 Census	30,580	
2000 Census	28,514	
Growth 2015-2020	3.84%	
Growth 2010-2015	2.07%	
Growth 2000-2010	7.25%	
2015 Est. Households by Household Type	31,214	
Family Households	20,461	65.55
Nonfamily Households	10,753	34.45
2015 Est. Group Quarters Population	3,514	
2015 HHs by Ethnicity, Hispanic/Latino	4,154	13.31
2015 Est. Households by HH Income	31,214	
Income < $15,000	4,425	14.18
Income $15,000 - $24,999	4,318	13.83
Income $25,000 - $34,999	3,968	12.71
Income $35,000 - $49,999	5,127	16.43
Income $50,000 - $74,999	5,918	18.96
Income $75,000 - $99,999	2,890	9.26
Income $100,000 - $124,999	1,803	5.78
Income $125,000 - $149,999	1,118	3.58
Income $150,000 - $199,999	980	3.14
Income $200,000 - $249,999	296	0.95
Income $250,000 - $499,999	303	0.97
Income $500,000+	68	0.22

DESCRIPTION	DATA	%
2015 Est. Average Household Income	$57,782	
2015 Est. Median Household Income	$43,473	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	48,812	
Black or African American Alone	30,383	
American Indian and Alaska Native Alone	50,000	
Asian Alone	52,951	
Native Hawaiian and Other Pacific Islander Alone	45,500	
Some Other Race Alone	41,456	
Two or More Races	43,269	
Hispanic or Latino	39,527	
Not Hispanic or Latino	44,240	
2015 Est. Family HH Type by Presence of Own Child.	20,461	
Married-Couple Family, own children	5,911	28.89
Married-Couple Family, no own children	8,125	39.71
Male Householder, own children	830	4.06
Male Householder, no own children	825	4.03
Female Householder, own children	2,752	13.45
Female Householder, no own children	2,018	9.86
2015 Est. Households by Household Size	31,214	
1-person	9,078	29.08
2-person	9,869	31.62
3-person	5,106	16.36
4-person	3,840	12.30
5-person	1,934	6.20
6-person	820	2.63
7-or-more-person	567	1.82

Community Demographics
Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.52	
2015 Est. Households by Presence of People Under 18	31,214	
Households with 1 or More People under Age 18:	10,880	34.86
Married-Couple Family	6,441	59.20
Other Family, Male Householder	1,005	9.24
Other Family, Female Householder	3,315	30.47
Nonfamily, Male Householder	88	0.81
Nonfamily, Female Householder	31	0.28
Households with No People under Age 18:	20,334	65.14
Married-Couple Family	7,590	37.33
Other Family, Male Householder	654	3.22
Other Family, Female Householder	1,450	7.13
Nonfamily, Male Householder	4,803	23.62
Nonfamily, Female Householder	5,837	28.71
2015 Est. Households by Number of Vehicles	31,214	
No Vehicles	2,157	6.91
1 Vehicle	12,890	41.30
2 Vehicles	11,096	35.55
3 Vehicles	4,041	12.95
4 Vehicles	780	2.50
5 or more Vehicles	250	0.80
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2020 Projection	21,220	
2015 Estimate	20,461	
2010 Census	20,076	
2000 Census	19,254	
Growth 2015-2020	3.71%	
Growth 2010-2015	1.92%	
Growth 2000-2010	4.27%	
2015 Est. Families by Poverty Status	20,461	
2015 Families at or Above Poverty	17,221	84.16
2015 Families at or Above Poverty with Children	7,775	38.00
2015 Families Below Poverty	3,240	15.84
2015 Families Below Poverty with Children	2,882	14.09
2015 Est. Pop Age 16+ by Employment Status	63,082	
In Armed Forces	3	0.00
Civilian - Employed	35,521	56.31
Civilian - Unemployed	3,152	5.00
Not in Labor Force	24,406	38.69
2015 Est. Civ. Employed Pop 16+ by Class of Worker	36,589	
For-Profit Private Workers	27,652	75.57
Non-Profit Private Workers	2,526	6.90
Local Government Workers	1,508	4.12
State Government Workers	1,547	4.23
Federal Government Workers	339	0.93
Self-Employed Workers	2,968	8.11
Unpaid Family Workers	49	0.13

Community Demographics
Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	36,589	
Architect/Engineer	643	1.76
Arts/Entertainment/Sports	389	1.06
Building Grounds Maintenance	1,899	5.19
Business/Financial Operations	1,291	3.53
Community/Social Services	631	1.72
Computer/Mathematical	169	0.46
Construction/Extraction	2,944	8.05
Education/Training/Library	1,640	4.48
Farming/Fishing/Forestry	37	0.10
Food Prep/Serving	2,315	6.33
Health Practitioner/Technician	1,784	4.88
Healthcare Support	877	2.40
Maintenance Repair	1,623	4.44
Legal	444	1.21
Life/Physical/Social Science	179	0.49
Management	2,699	7.38
Office/Admin. Support	4,300	11.75
Production	3,487	9.53
Protective Services	522	1.43
Sales/Related	4,655	12.72
Personal Care/Service	1,450	3.96
Transportation/Moving	2,611	7.14
2015 Est. Pop 16+ by Occupation Classification	36,589	
Blue Collar	10,665	29.15
White Collar	18,824	51.45
Service and Farm	7,100	19.40

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	35,967	
Drove Alone	29,643	82.42
Car Pooled	4,266	11.86
Public Transportation	231	0.64
Walked	276	0.77
Bicycle	118	0.33
Other Means	639	1.78
Worked at Home	794	2.21
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	15,048	
15 - 29 Minutes	14,011	
30 - 44 Minutes	3,123	
45 - 59 Minutes	1,050	
60 or more Minutes	1,862	
2015 Est. Avg. Travel Time to Work in Minutes	21.09	
2015 Est. Occupied Housing Units by Tenure	31,214	
Owner Occupied	17,433	55.85
Renter Occupied	13,781	44.15
2015 Owner Occ. HUs: Avg. Length of Residence	16.7	
2015 Renter Occ. HUs: Avg. Length of Residence	7.5	

Community Demographics
Longview, Texas

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	17,433	
Value Less than $20,000	638	3.66
Value $20,000 - $39,999	612	3.51
Value $40,000 - $59,999	1,480	8.49
Value $60,000 - $79,999	1,482	8.50
Value $80,000 - $99,999	1,884	10.81
Value $100,000 - $149,999	3,932	22.55
Value $150,000 - $199,999	3,386	19.42
Value $200,000 - $299,999	2,526	14.49
Value $300,000 - $399,999	825	4.73
Value $400,000 - $499,999	304	1.74
Value $500,000 - $749,999	199	1.14
Value $750,000 - $999,999	50	0.29
Value $1,000,000 or more	115	0.66
2015 Est. Median All Owner-Occupied Housing Value	$133,323	
2015 Est. Housing Units by Units in Structure	33,611	
1 Unit Attached	768	2.28
1 Unit Detached	21,777	64.79
2 Units	2,102	6.25
3 or 4 Units	1,196	3.56
5 to 19 Units	4,610	13.72
20 to 49 Units	539	1.60
50 or More Units	1,112	3.31
Mobile Home or Trailer	1,490	4.43
Boat, RV, Van, etc.	17	0.05

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	33,611	
Housing Units Built 2010 or later	1,316	3.92
Housing Units Built 2000 to 2009	3,306	9.84
Housing Units Built 1990 to 1999	3,468	10.32
Housing Units Built 1980 to 1989	6,051	18.00
Housing Units Built 1970 to 1979	8,485	25.24
Housing Units Built 1960 to 1969	4,808	14.30
Housing Units Built 1950 to 1959	4,270	12.70
Housing Units Built 1940 to 1949	1,204	3.58
Housing Unit Built 1939 or Earlier	703	2.09
2015 Est. Median Year Structure Built**	1977	

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.