COMMUNITY DEMOGRAPHIC PROFILE

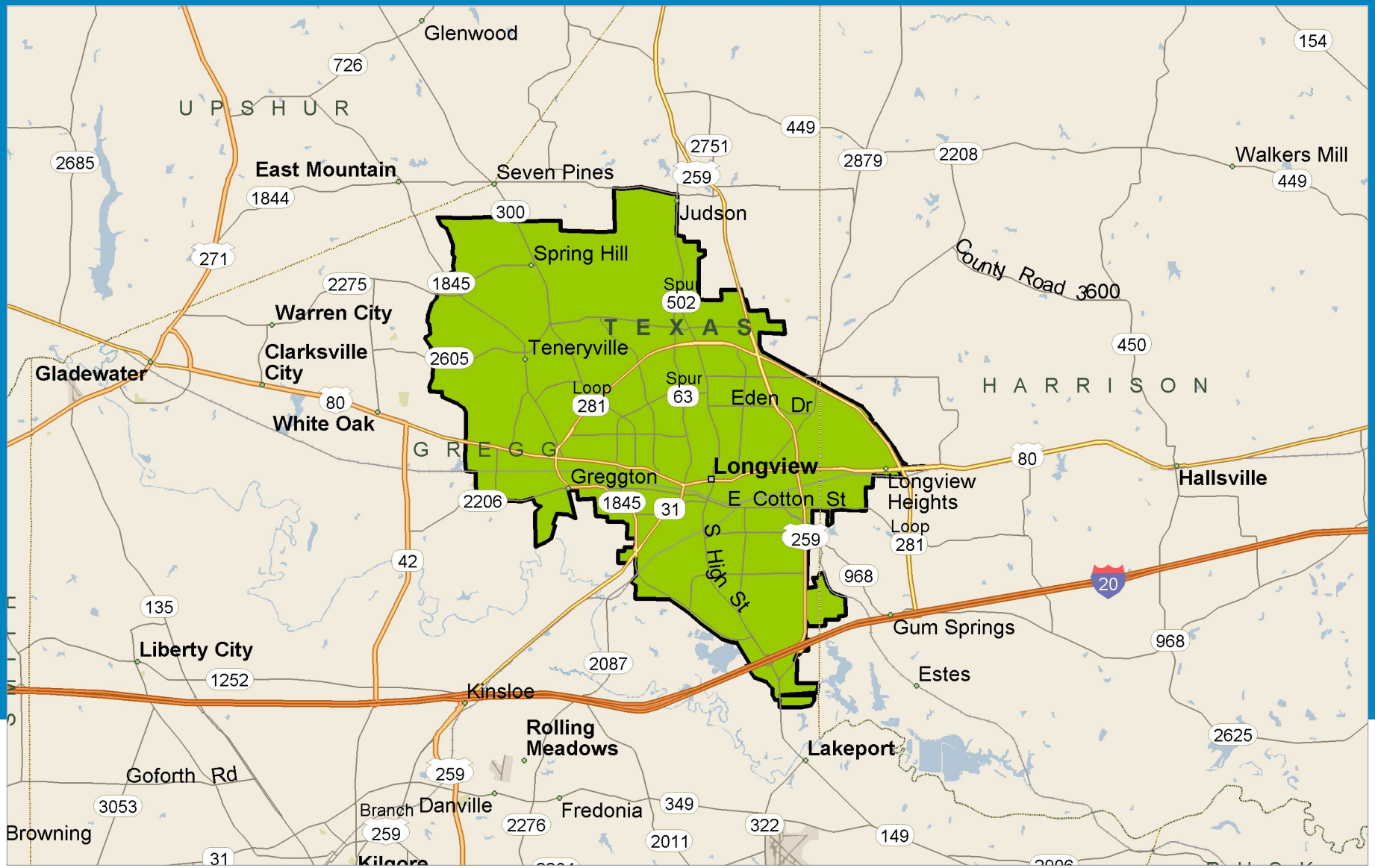
Longview, Texas

Real East Texas
LONGVIEW
ECONOMIC DEVELOPMENT CORPORATION

Prepared for
Longview Economic Development Corporation
February 2016

TheRetailCoach®

Community
Longview, Texas



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Community | Demographics
Longview, Texas

DESCRIPTION	DATA	%
Population		
2020 Projection	85,090	
2015 Estimate	82,137	
2010 Census	80,009	
2000 Census	73,340	
Growth 2000 - 2010		9.09%
Growth 2010 - 2015		2.66%
Growth 2015 - 2020		3.60%
2015 Est. Population by Single-Classification Race	82,137	
White Alone	50,560	61.56%
Black or African American Alone	18,948	23.07%
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	2,220	2.70%
2015 Est. Population by Hispanic or Latino Origin	82,137	
Not Hispanic or Latino	65,739	80.04%
Hispanic or Latino	16,398	19.96%
Mexican	14,628	89.20%
Puerto Rican	133	0.81%
Cuban	63	0.38%
All Other Hispanic or Latino	1,575	9.60%

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	16,398	
White Alone	6,369	38.84%
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	0.14%
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	4.88%
Filipino	362	31.79%
Japanese	23	1.99%
Asian Indian	195	17.08%
Korean	199	17.46%
Vietnamese	178	15.60%
Cambodian	1	0.09%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	12	1.01%
All Other Asian Races Including 2+ Category	115	10.11%
2015 Est. Population by Ancestry	82,137	
Arab	247	0.30%
Czech	109	0.13%
Danish	152	0.19%
Dutch	432	0.53%
English	5,384	6.55%
French (except Basque)	2,418	2.94%
French Canadian	294	0.36%
German	6,010	7.32%
Greek	94	0.11%

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DESCRIPTION	DATA	%
Hungarian	1	0.00%
Irish	4,963	6.04%
Italian	990	1.21%
Lithuanian	15	0.02%
United States or American	7,117	8.66%
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	39,938	48.62%
Ancestry Unclassified	10,558	12.85%
2015 Est. Pop Age 5+ by Language Spoken At Home	75,902	
Speak Only English at Home	62,519	82.37%
Speak Asian/Pac. Isl. Lang. at Home	1,011	1.33%
Speak IndoEuropean Language at Home	777	1.02%
Speak Spanish at Home	11,438	15.07%
Speak Other Language at Home	157	0.21%
2015 Est. Population by Sex	82,137	
Male	40,250	49.00%
Female	41,887	51.00%

DESCRIPTION	DATA	%
2015 Est. Population by Age	82,137	
Age 0 - 4	6,235	7.59%
Age 5 - 9	6,102	7.43%
Age 10 - 14	5,651	6.88%
Age 15 - 17	3,259	3.97%
Age 18 - 20	3,593	4.37%
Age 21 - 24	4,671	5.69%
Age 25 - 34	11,725	14.27%
Age 35 - 44	10,118	12.32%
Age 45 - 54	9,948	12.11%
Age 55 - 64	9,317	11.34%
Age 65 - 74	6,063	7.38%
Age 75 - 84	3,723	4.53%
Age 85 and over	1,730	2.11%
Age 16 and over	63,084	76.80%
Age 18 and over	60,889	74.13%
Age 21 and over	57,296	69.76%
Age 65 and over	11,516	14.02%
2015 Est. Median Age	34.9	
2015 Est. Average Age	37.1	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	40,250	
Age 0 - 4	3,175	7.89%
Age 5 - 9	3,083	7.66%
Age 10 - 14	2,926	7.27%
Age 15 - 17	1,658	4.12%
Age 18 - 20	1,971	4.90%
Age 21 - 24	2,441	6.06%
Age 25 - 34	5,892	14.64%
Age 35 - 44	5,041	12.52%
Age 45 - 54	4,846	12.04%
Age 55 - 64	4,445	11.04%
Age 65 - 74	2,708	6.73%
Age 75 - 84	1,514	3.76%
Age 85 and over	549	1.36%
2015 Est. Median Age, Male	33.3	
2015 Est. Average Age, Male	35.6	
2015 Est. Female Population by Age	41,887	
Age 0 - 4	3,060	7.31%
Age 5 - 9	3,019	7.21%
Age 10 - 14	2,724	6.50%
Age 15 - 17	1,601	3.82%
Age 18 - 20	1,622	3.87%
Age 21 - 24	2,230	5.32%
Age 25 - 34	5,832	13.92%
Age 35 - 44	5,078	12.12%
Age 45 - 54	5,103	12.18%
Age 55 - 64	4,872	11.63%
Age 65 - 74	3,355	8.01%
Age 75 - 84	2,209	5.27%
Age 85 and over	1,181	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	64,149	
Total, Never Married	20,434	31.85%
Males, Never Married	11,619	18.11%
Females, Never Married	8,814	13.74%
Married, Spouse present	25,444	39.66%
Married, Spouse absent	5,264	8.21%
Widowed	5,444	8.49%
Males Widowed	1,326	2.07%
Females Widowed	4,117	6.42%
Divorced	7,563	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	4,148	7.88%
Some High School, no diploma	5,677	10.79%
High School Graduate (or GED)	14,295	27.16%
Some College, no degree	13,503	25.66%
Associate Degree	4,404	8.37%
Bachelor's Degree	6,952	13.21%
Master's Degree	2,230	4.24%
Professional School Degree	825	1.57%
Doctorate Degree	592	1.12%
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	7,777	
No High School Diploma	4,273	54.94%
High School Graduate	1,443	18.55%
Some College or Associate's Degree	1,558	20.04%
Bachelor's Degree or Higher	503	6.47%

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DESCRIPTION	DATA	%
Households		
2020 Projection	32,416	
2015 Estimate	31,216	
2010 Census	30,402	
2000 Census	28,392	
Growth 2000 - 2010		7.08%
Growth 2010 - 2015		2.68%
Growth 2015 - 2020		3.84%
2015 Est. Households by Household Type	31,216	
Family Households	20,461	65.55%
Nonfamily Households	10,755	34.45%
2015 Est. Group Quarters Population	3,515	
2015 HHs by Ethnicity, Hispanic/Latino	4,154	
2015 Est. Households by HH Income	31,216	
Income < $15,000	4,426	14.18%
Income $15,000 - $24,999	4,319	13.84%
Income $25,000 - $34,999	3,967	12.71%
Income $35,000 - $49,999	5,127	16.42%
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	5.77%
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+	69	0.22%

DESCRIPTION	DATA	%
2015 Est. Average Household Income	$57,790	
2015 Est. Median Household Income	$43,472	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$48,816	
Black or African American Alone	$30,385	
American Indian and Alaska Native Alone	$51,275	
Asian Alone	$52,937	
Native Hawaiian and Other Pacific Islander Alone	$45,080	
Some Other Race Alone	$41,437	
Two or More Races	$43,196	
Hispanic or Latino	$39,539	
Not Hispanic or Latino	$44,238	
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	2,019	9.87%
2015 Est. Households by Household Size	31,216	
1-person	9,080	29.09%
2-person	9,870	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	566	1.81%

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.52	
2015 Est. Households by Presence of People Under 18	31,216	
Households with 1 or More People under Age 18:	10,881	34.86%
Married-Couple Family	6,441	59.20%
Other Family, Male Householder	1,005	9.23%
Other Family, Female Householder	3,316	30.47%
Nonfamily, Male Householder	88	0.81%
Nonfamily, Female Householder	31	0.28%
Households with No People under Age 18:	20,336	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	31,216	
No Vehicles	2,158	6.91%
1 Vehicle	12,890	41.29%
2 Vehicles	11,096	35.55%
3 Vehicles	4,042	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	21,221	
2015 Estimate	20,461	
2010 Census	19,967	
2000 Census	19,174	
Growth 2000 - 2010		4.14%
Growth 2010 - 2015		2.48%
Growth 2015 - 2020		3.71%
2015 Est. Families by Poverty Status	20,461	
2015 Families at or Above Poverty	17,223	84.17%
2015 Families at or Above Poverty with Children	7,777	38.01%
2015 Families Below Poverty	3,238	15.83%
2015 Families Below Poverty with Children	2,880	14.07%
2015 Est. Pop Age 16+ by Employment Status	63,084	
In Armed Forces	3	0.00%
Civilian - Employed	35,521	56.31%
Civilian - Unemployed	3,152	5.00%
Not in Labor Force	24,407	38.69%
2015 Est. Civ. Employed Pop 16+ by Class of Worker	36,590	
For-Profit Private Workers	27,653	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	2,967	8.11%
Unpaid Family Workers	50	0.14%

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	36,590	
Architect/Engineer	644	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	1,783	4.87%
Healthcare Support	877	2.40%
Maintenance Repair	1,623	4.44%
Legal	444	1.21%
Life/Physical/Social Science	179	0.49%
Management	2,700	7.38%
Office/Admin. Support	4,300	11.75%
Production	3,488	9.53%
Protective Services	522	1.43%
Sales/Related	4,655	12.72%
Personal Care/Service	1,451	3.96%
Transportation/Moving	2,611	7.14%
2015 Est. Pop 16+ by Occupation Classification	36,590	
Blue Collar	10,666	29.15%
White Collar	18,823	51.44%
Service and Farm	7,101	19.41%

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	35,968	
Drove Alone	29,644	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	21.00	
2015 Est. Occupied Housing Units by Tenure	31,216	
Owner Occupied	17,434	55.85%
Renter Occupied	13,782	44.15%
2015 Owner Occ. HUs: Avg. Length of Residence	16.7	
2015 Renter Occ. HUs: Avg. Length of Residence	7.5	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	17,434	
Value Less than $20,000	638	3.66%
Value $20,000 - $39,999	613	3.51%
Value $40,000 - $59,999	1,481	8.50%
Value $60,000 - $79,999	1,483	8.51%
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	2,525	14.48%
Value $300,000 - $399,999	824	4.73%
Value $400,000 - $499,999	304	1.74%
Value $500,000 - $749,999	199	1.14%
Value $750,000 - $999,999	49	0.28%
Value $1,000,000 or more	115	0.66%
2015 Est. Median All Owner-Occupied Housing Value	$133,295	
2015 Est. Housing Units by Units in Structure	33,615	
1 Unit Attached	768	2.29%
1 Unit Detached	21,782	64.80%
2 Units	2,103	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	1,488	4.43%
Boat, RV, Van, etc.	16	0.05%

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	33,615	
Housing Units Built 2010 or later	1,316	3.91%
Housing Units Built 2000 to 2009	3,306	9.84%
Housing Units Built 1990 to 1999	3,467	10.32%
Housing Units Built 1980 to 1989	6,050	18.00%
Housing Units Built 1970 to 1979	8,486	25.25%
Housing Units Built 1960 to 1969	4,809	14.31%
Housing Units Built 1950 to 1959	4,271	12.71%
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 2015/2016, ESRI 2015, 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.