RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Longview, Texas

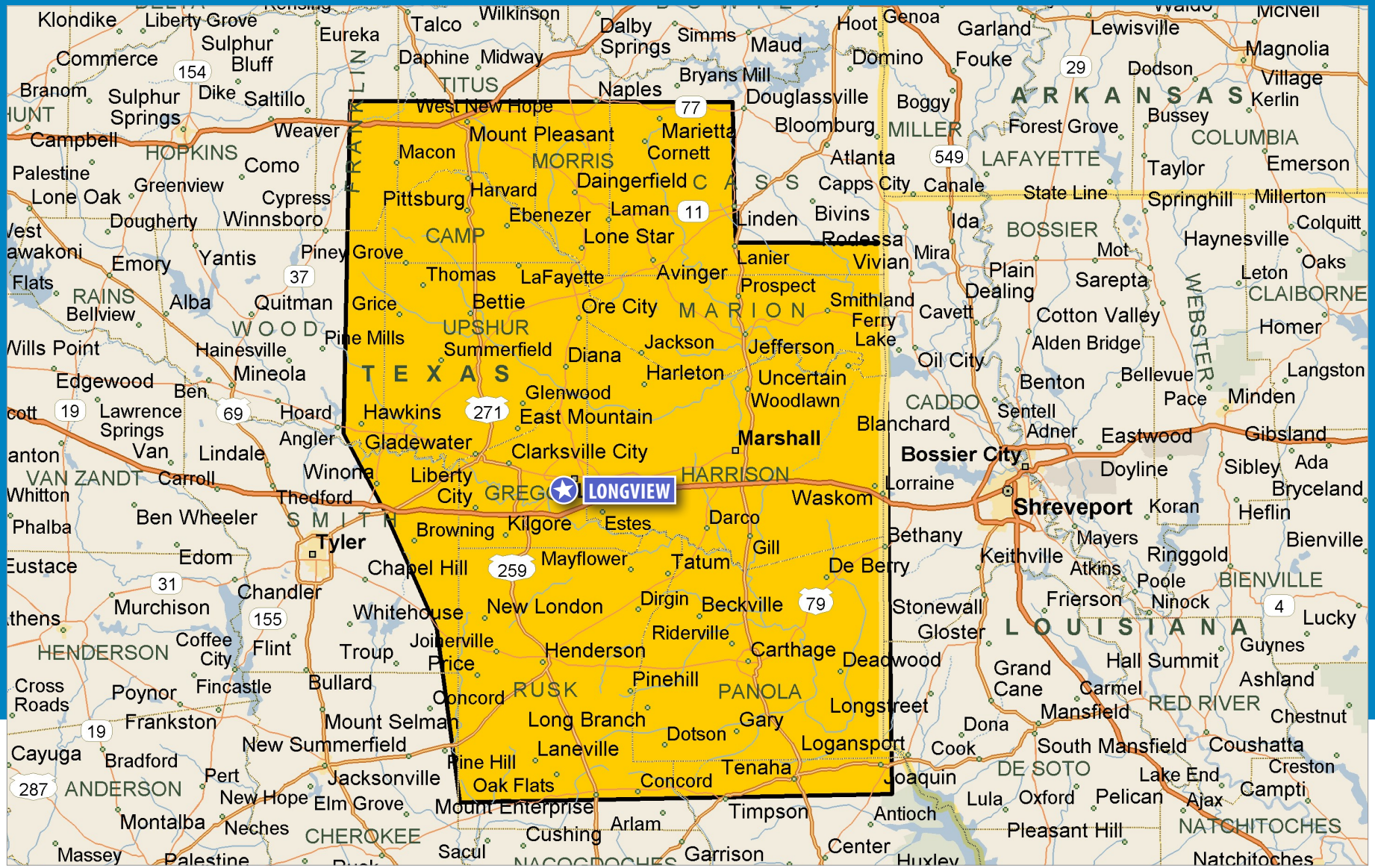
Real East Texas
LONGVIEW
ECONOMIC DEVELOPMENT CORPORATION

Prepared for
Longview Economic Development Corporation
February 2016

TheRetailCoach®

Retail Trade Area

Longview, Texas



Contact Information

Real East Texas LONGVIEW Economic Development Corporation

Diana Velazquez, Retail Development Coordinator
Longview Economic Development Corporation
410 North Center Street
Longview, Texas 75601

Phone 903.753.7878
Diana@LongviewUSA.com
www.LongviewUSA.com

Retail Trade Area | Demographics
Longview, Texas

DESCRIPTION	DATA	%
Population		
2021 Projection	425,858	
2016 Estimate	411,271	
2010 Census	401,199	
2000 Census	368,644	
Growth 2016 - 2021		3.55%
Growth 2010 - 2016		2.51%
Growth 2000 - 2010		8.83%
2016 Est. Population by Single-Classification Race	411,271	
White Alone	289,887	70.49%
Black or African American Alone	70,783	17.21%
Amer. Indian and Alaska Native Alone	2,997	0.73%
Asian Alone	3,366	0.82%
Native Hawaiian and Other Pac. Isl. Alone	207	0.05%
Some Other Race Alone	34,036	8.28%
Two or More Races	9,996	2.43%
2016 Est. Population by Hispanic or Latino Origin	411,271	
Not Hispanic or Latino	344,630	83.80%
Hispanic or Latino	66,641	16.20%
Mexican	60,009	90.05%
Puerto Rican	754	1.13%
Cuban	199	0.30%
All Other Hispanic or Latino	5,679	8.52%

DESCRIPTION	DATA	%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	66,641	
White Alone	27,435	41.17%
Black or African American Alone	843	1.27%
American Indian and Alaska Native Alone	1,006	1.51%
Asian Alone	72	0.11%
Native Hawaiian and Other Pacific Islander Alone	50	0.08%
Some Other Race Alone	33,701	50.57%
Two or More Races	3,533	5.30%
2016 Est. Pop by Race, Asian Alone, by Category	3,366	
Chinese, except Taiwanese	221	6.58%
Filipino	720	21.39%
Japanese	168	4.99%
Asian Indian	456	13.56%
Korean	539	16.00%
Vietnamese	533	15.84%
Cambodian	236	7.00%
Hmong	0	0.00%
Laotian	27	0.81%
Thai	93	2.76%
All Other Asian Races Including 2+ Category	373	11.07%
2016 Est. Population by Ancestry	411,271	
Arab	425	0.10%
Czech	767	0.19%
Danish	378	0.09%
Dutch	2,892	0.70%
English	26,169	6.36%
French (except Basque)	6,847	1.66%
French Canadian	981	0.24%
German	27,935	6.79%
Greek	211	0.05%

Retail Trade Area | Demographics
Longview, Texas

DESCRIPTION	DATA	%
Hungarian	370	0.09%
Irish	32,711	7.95%
Italian	4,430	1.08%
Lithuanian	163	0.04%
United States or American	45,133	10.97%
Norwegian	1,015	0.25%
Polish	1,871	0.45%
Portuguese	316	0.08%
Russian	258	0.06%
Scottish	6,030	1.47%
Scotch-Irish	3,986	0.97%
Slovak	124	0.03%
Subsaharan African	4,904	1.19%
Swedish	1,283	0.31%
Swiss	143	0.03%
Ukrainian	42	0.01%
Welsh	1,029	0.25%
West Indian (except Hisp. groups)	527	0.13%
Other ancestries	172,006	41.82%
Ancestry Unclassified	68,326	16.61%
2016 Est. Pop Age 5+ by Language Spoken At Home	383,297	
Speak Only English at Home	331,735	86.55%
Speak Asian/Pac. Isl. Lang. at Home	1,847	0.48%
Speak IndoEuropean Language at Home	1,811	0.47%
Speak Spanish at Home	47,462	12.38%
Speak Other Language at Home	442	0.12%
2016 Est. Population by Sex	411,271	
Male	204,176	49.65%
Female	207,095	50.35%

DESCRIPTION	DATA	%
2016 Est. Population by Age	411,271	
Age 0 - 4	27,974	6.80%
Age 5 - 9	28,186	6.85%
Age 10 - 14	28,042	6.82%
Age 15 - 17	16,931	4.12%
Age 18 - 20	17,405	4.23%
Age 21 - 24	22,509	5.47%
Age 25 - 34	50,233	12.21%
Age 35 - 44	47,930	11.65%
Age 45 - 54	50,577	12.30%
Age 55 - 64	53,401	12.98%
Age 65 - 74	39,360	9.57%
Age 75 - 84	20,649	5.02%
Age 85 and over	8,073	1.96%
Age 16 and over	321,521	78.18%
Age 18 and over	310,138	75.41%
Age 21 and over	292,733	71.18%
Age 65 and over	68,082	16.55%
2016 Est. Median Age	38.0	
2016 Est. Average Age	39.0	

Retail Trade Area | Demographics
Longview, Texas

DESCRIPTION	DATA	%
2016 Est. Male Population by Age	204,176	
Age 0 - 4	14,293	7.00%
Age 5 - 9	14,453	7.08%
Age 10 - 14	14,426	7.07%
Age 15 - 17	8,768	4.29%
Age 18 - 20	9,219	4.52%
Age 21 - 24	11,874	5.82%
Age 25 - 34	25,448	12.46%
Age 35 - 44	24,156	11.83%
Age 45 - 54	24,973	12.23%
Age 55 - 64	26,116	12.79%
Age 65 - 74	18,617	9.12%
Age 75 - 84	9,033	4.42%
Age 85 and over	2,800	1.37%
2016 Est. Median Age, Male	36.5	
2016 Est. Average Age, Male	37.8	
2016 Est. Female Population by Age	207,095	
Age 0 - 4	13,681	6.61%
Age 5 - 9	13,733	6.63%
Age 10 - 14	13,616	6.57%
Age 15 - 17	8,163	3.94%
Age 18 - 20	8,186	3.95%
Age 21 - 24	10,635	5.14%
Age 25 - 34	24,785	11.97%
Age 35 - 44	23,774	11.48%
Age 45 - 54	25,604	12.36%
Age 55 - 64	27,285	13.18%
Age 65 - 74	20,743	10.02%
Age 75 - 84	11,616	5.61%
Age 85 and over	5,273	2.55%

DESCRIPTION	DATA	%
2016 Est. Median Age, Female	39.5	
2016 Est. Average Age, Female	40.1	
2016 Est. Pop Age 15+ by Marital Status	327,069	
Total, Never Married	85,651	26.19%
Males, Never Married	48,131	14.72%
Females, Never Married	37,520	11.47%
Married, Spouse present	157,418	48.13%
Married, Spouse absent	18,944	5.79%
Widowed	23,612	7.22%
Males Widowed	5,250	1.61%
Females Widowed	18,362	5.61%
Divorced	41,443	12.67%
Males Divorced	18,484	5.65%
Females Divorced	22,959	7.02%
2016 Est. Pop Age 25+ by Edu. Attainment	270,223	
Less than 9th grade	19,039	7.05%
Some High School, no diploma	28,889	10.69%
High School Graduate (or GED)	87,960	32.55%
Some College, no degree	71,078	26.30%
Associate Degree	20,317	7.52%
Bachelor's Degree	29,905	11.07%
Master's Degree	9,985	3.69%
Professional School Degree	1,630	0.60%
Doctorate Degree	1,422	0.53%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	31,133	
No High School Diploma	17,690	56.82%
High School Graduate	7,192	23.10%
Some College or Associate's Degree	5,001	16.06%
Bachelor's Degree or Higher	1,250	4.02%

Retail Trade Area | Demographics
Longview, Texas

DESCRIPTION	DATA	%
Households		
2021 Projection	158,381	
2016 Estimate	153,012	
2010 Census	150,096	
2000 Census	139,314	
Growth 2016 - 2021		3.51%
Growth 2010 - 2016		1.94%
Growth 2000 - 2010		7.74%
2016 Est. Households by Household Type	153,012	
Family Households	108,178	70.70%
Nonfamily Households	44,834	29.30%
2016 Est. Group Quarters Population	14,862	
2016 HHs by Ethnicity, Hispanic/Latino	15,683	
2016 Est. Households by HH Income	153,012	
Income < $15,000	20,977	13.71%
Income $15,000 - $24,999	20,310	13.27%
Income $25,000 - $34,999	17,555	11.47%
Income $35,000 - $49,999	22,902	14.97%
Income $50,000 - $74,999	27,709	18.11%
Income $75,000 - $99,999	16,408	10.72%
Income $100,000 - $124,999	10,523	6.88%
Income $125,000 - $149,999	6,420	4.20%
Income $150,000 - $199,999	5,528	3.61%
Income $200,000 - $249,999	2,150	1.40%
Income $250,000 - $499,999	1,943	1.27%
Income $500,000+	586	0.38%

DESCRIPTION	DATA	%
2016 Est. Average Household Income	$63,203	
2016 Est. Median Household Income	$46,569	
2016 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$52,380	
Black or African American Alone	$28,565	
American Indian and Alaska Native Alone	$34,835	
Asian Alone	$57,654	
Native Hawaiian and Other Pacific Islander Alone	$54,748	
Some Other Race Alone	$40,710	
Two or More Races	$32,973	
Hispanic or Latino	$41,544	
Not Hispanic or Latino	$47,253	
2016 Est. Family HH Type by Presence of Own Child.	108,178	
Married-Couple Family, own children	30,416	28.12%
Married-Couple Family, no own children	49,236	45.51%
Male Householder, own children	3,790	3.50%
Male Householder, no own children	3,967	3.67%
Female Householder, own children	11,127	10.29%
Female Householder, no own children	9,642	8.91%
2016 Est. Households by Household Size	153,012	
1-person	38,991	25.48%
2-person	52,039	34.01%
3-person	25,027	16.36%
4-person	19,476	12.73%
5-person	10,218	6.68%
6-person	4,249	2.78%
7-or-more-person	3,012	1.97%

Retail Trade Area | Demographics
Longview, Texas

DESCRIPTION	DATA	%
2016 Est. Average Household Size	2.59	
2016 Est. Households by Presence of People Under 18	153,012	
Households with 1 or More People under Age 18:	53,126	34.72%
Married-Couple Family	34,054	64.10%
Other Family, Male Householder	4,648	8.75%
Other Family, Female Householder	13,933	26.23%
Nonfamily, Male Householder	370	0.70%
Nonfamily, Female Householder	120	0.23%
Households with No People under Age 18:	99,886	65.28%
Married-Couple Family	45,597	45.65%
Other Family, Male Householder	3,097	3.10%
Other Family, Female Householder	6,838	6.85%
Nonfamily, Male Householder	20,844	20.87%
Nonfamily, Female Householder	23,511	23.54%
2016 Est. Households by Number of Vehicles	153,012	
No Vehicles	9,080	5.93%
1 Vehicle	49,835	32.57%
2 Vehicles	61,203	40.00%
3 Vehicles	23,551	15.39%
4 Vehicles	6,584	4.30%
5 or more Vehicles	2,758	1.80%
2016 Est. Average Number of Vehicles	1.9	

DESCRIPTION	DATA	%
Family Households		
2021 Projection	112,013	
2016 Estimate	108,178	
2010 Census	106,049	
2000 Census	100,527	
Growth 2016 - 2021		3.54%
Growth 2010 - 2016		2.01%
Growth 2000 - 2010		5.49%
2016 Est. Families by Poverty Status	108,178	
2016 Families at or Above Poverty	93,681	86.60%
2016 Families at or Above Poverty with Children	40,189	37.15%
2016 Families Below Poverty	14,497	13.40%
2016 Families Below Poverty with Children	11,220	10.37%
2016 Est. Pop Age 16+ by Employment Status	321,521	
In Armed Forces	31	0.01%
Civilian - Employed	173,016	53.81%
Civilian - Unemployed	14,496	4.51%
Not in Labor Force	133,978	41.67%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	174,108	
For-Profit Private Workers	128,382	73.74%
Non-Profit Private Workers	9,736	5.59%
Local Government Workers	9,904	5.69%
State Government Workers	8,443	4.85%
Federal Government Workers	1,744	1.00%
Self-Employed Workers	15,678	9.00%
Unpaid Family Workers	222	0.13%

Retail Trade Area | Demographics
Longview, Texas

DESCRIPTION	DATA	%
2016 Est. Civ. Employed Pop 16+ by Occupation	174,108	
Architect/Engineer	2,417	1.39%
Arts/Entertainment/Sports	1,364	0.78%
Building Grounds Maintenance	7,734	4.44%
Business/Financial Operations	4,522	2.60%
Community/Social Services	2,142	1.23%
Computer/Mathematical	1,078	0.62%
Construction/Extraction	14,693	8.44%
Education/Training/Library	8,763	5.03%
Farming/Fishing/Forestry	1,825	1.05%
Food Prep/Serving	8,881	5.10%
Health Practitioner/Technician	9,092	5.22%
Healthcare Support	5,690	3.27%
Maintenance Repair	8,500	4.88%
Legal	1,157	0.66%
Life/Physical/Social Science	802	0.46%
Management	12,347	7.09%
Office/Admin. Support	22,604	12.98%
Production	18,086	10.39%
Protective Services	2,878	1.65%
Sales/Related	18,484	10.62%
Personal Care/Service	5,200	2.99%
Transportation/Moving	15,848	9.10%
2016 Est. Pop 16+ by Occupation Classification	174,108	
Blue Collar	57,128	32.81%
White Collar	84,772	48.69%
Service and Farm	32,208	18.50%

DESCRIPTION	DATA	%
2016 Est. Workers Age 16+ by Transp. to Work	169,875	
Drove Alone	142,016	83.60%
Car Pooled	17,557	10.33%
Public Transportation	582	0.34%
Walked	2,446	1.44%
Bicycle	183	0.11%
Other Means	2,026	1.19%
Worked at Home	5,067	2.98%
2016 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	58,034	
15 - 29 Minutes	59,854	
30 - 44 Minutes	28,037	
45 - 59 Minutes	9,232	
60 or more Minutes	9,475	
2016 Est. Avg Travel Time to Work in Minutes	24.00	
2016 Est. Occupied Housing Units by Tenure	153,012	
Owner Occupied	109,117	71.31%
Renter Occupied	43,895	28.69%
2016 Owner Occ. HUs: Avg. Length of Residence	17.3	
2016 Renter Occ. HUs: Avg. Length of Residence	8.0	

Retail Trade Area | Demographics
Longview, Texas

DESCRIPTION	DATA	%
2016 Est. Owner-Occupied Housing Units by Value	109,117	
Value Less than $20,000	7,815	7.16%
Value $20,000 - $39,999	9,666	8.86%
Value $40,000 - $59,999	8,901	8.16%
Value $60,000 - $79,999	11,113	10.18%
Value $80,000 - $99,999	11,983	10.98%
Value $100,000 - $149,999	20,693	18.96%
Value $150,000 - $199,999	15,862	14.54%
Value $200,000 - $299,999	14,006	12.84%
Value $300,000 - $399,999	4,498	4.12%
Value $400,000 - $499,999	1,937	1.77%
Value $500,000 - $749,999	1,628	1.49%
Value $750,000 - $999,999	464	0.43%
Value $1,000,000 or more	553	0.51%
2016 Est. Median All Owner-Occupied Housing Value	$112,277	
2016 Est. Housing Units by Units in Structure	174,620	
1 Unit Attached	2,306	1.32%
1 Unit Detached	121,223	69.42%
2 Units	5,444	3.12%
3 or 4 Units	3,816	2.19%
5 to 19 Units	7,513	4.30%
20 to 49 Units	1,623	0.93%
50 or More Units	1,876	1.07%
Mobile Home or Trailer	30,363	17.39%
Boat, RV, Van, etc.	457	0.26%

DESCRIPTION	DATA	%
2016 Est. Housing Units by Year Structure Built	174,620	
Housing Units Built 2010 or later	6,360	3.64%
Housing Units Built 2000 to 2009	22,678	12.99%
Housing Units Built 1990 to 1999	25,913	14.84%
Housing Units Built 1980 to 1989	30,286	17.34%
Housing Units Built 1970 to 1979	35,275	20.20%
Housing Units Built 1960 to 1969	19,735	11.30%
Housing Units Built 1950 to 1959	16,764	9.60%
Housing Units Built 1940 to 1949	8,205	4.70%
Housing Unit Built 1939 or Earlier	9,404	5.39%
2016 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.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | *fax* 662.844.2738 | *e-mail* info@theretailcoach.net | *web* www.theretailcoach.net

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.