TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

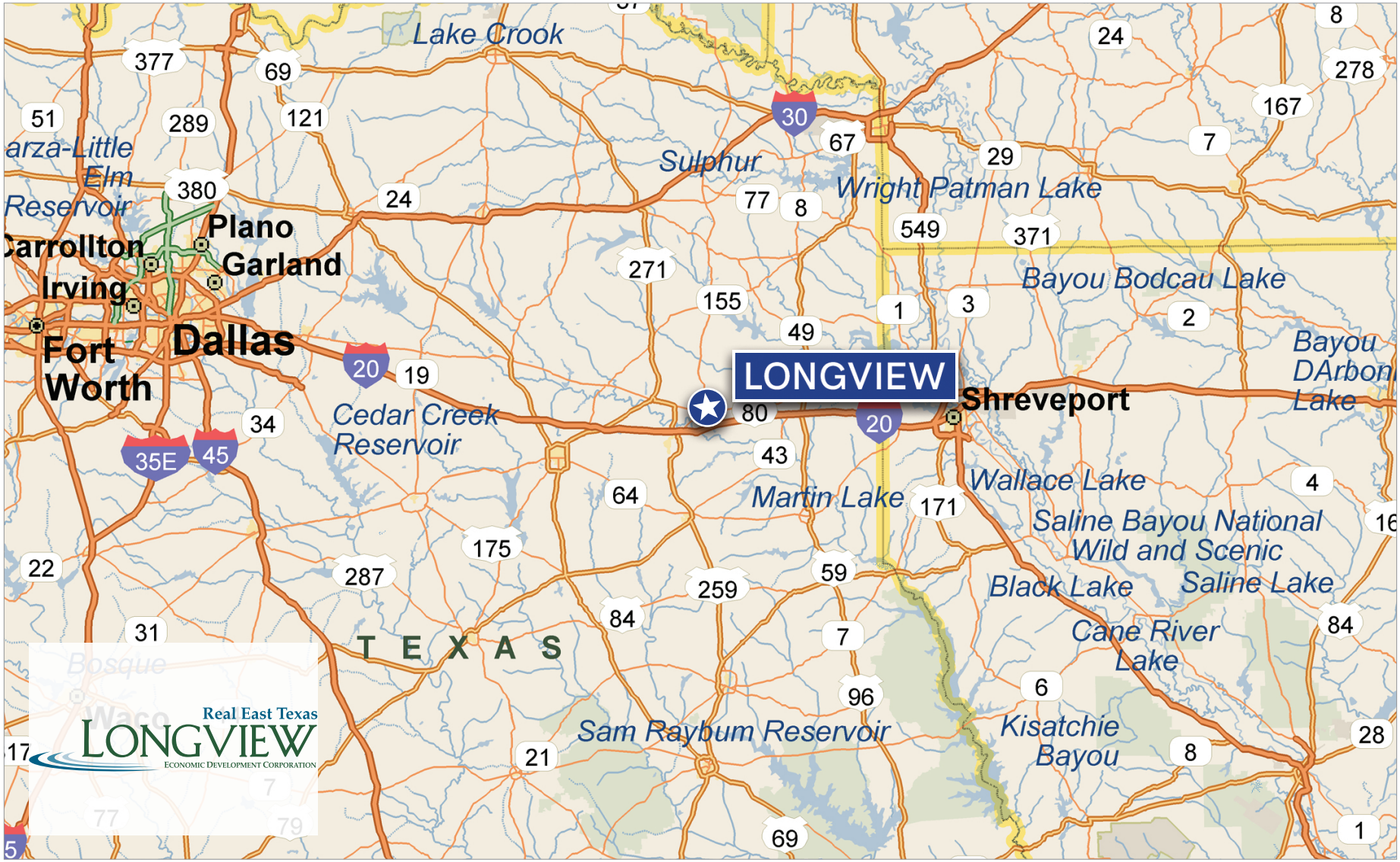
Longview, Texas

Prepared for
Longview Economic Development Corporation
October 2017

Real East Texas
LONGVIEW
ECONOMIC DEVELOPMENT CORPORATION

LOCATION

Longview, Texas



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COMMUNITY • DEMOGRAPHIC PROFILE

Longview, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	85,774	
2017 Estimate	82,496	
2010 Census	80,455	
2000 Census	73,644	
Growth 2017 - 2022		3.97%
Growth 2010 - 2017		2.54%
Growth 2000 - 2010		9.25%
2017 Est. Population by Single-Classification Race	82,496	
White Alone	49,786	60.35%
Black or African American Alone	19,407	23.52%
Amer. Indian and Alaska Native Alone	496	0.60%
Asian Alone	1,308	1.59%
Native Hawaiian and Other Pac. Isl. Alone	55	0.07%
Some Other Race Alone	9,106	11.04%
Two or More Races	2,338	2.83%
2017 Est. Population by Hispanic or Latino Origin	82,496	
Not Hispanic or Latino	65,447	79.33%
Hispanic or Latino	17,049	20.67%
Mexican	15,200	89.15%
Puerto Rican	134	0.79%
Cuban	70	0.41%
All Other Hispanic or Latino	1,645	9.65%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	17,049	
White Alone	6,599	38.71%
Black or African American Alone	321	1.88%
American Indian and Alaska Native Alone	171	1.00%
Asian Alone	31	0.18%
Native Hawaiian and Other Pacific Islander Alone	24	0.14%
Some Other Race Alone	9,019	52.90%
Two or More Races	884	5.19%
2017 Est. Pop by Race, Asian Alone, by Category	1,308	
Chinese, except Taiwanese	59	4.51%
Filipino	405	30.96%
Japanese	27	2.06%
Asian Indian	225	17.20%
Korean	231	17.66%
Vietnamese	208	15.90%
Cambodian	4	0.31%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	12	0.92%
All Other Asian Races Including 2+ Category	137	10.47%

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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	82,496	
Arab	71	0.09%
Czech	36	0.04%
Danish	103	0.12%
Dutch	572	0.69%
English	4,610	5.59%
French (except Basque)	1,594	1.93%
French Canadian	269	0.33%
German	6,567	7.96%
Greek	132	0.16%
Hungarian	11	0.01%
Irish	5,158	6.25%
Italian	755	0.92%
Lithuanian	26	0.03%
United States or American	6,249	7.57%
Norwegian	247	0.30%
Polish	566	0.69%
Portuguese	72	0.09%
Russian	24	0.03%
Scottish	1,003	1.22%
Scotch-Irish	793	0.96%
Slovak	28	0.03%
Subsaharan African	411	0.50%
Swedish	293	0.36%
Swiss	1	0.00%
Ukrainian	1	0.00%
Welsh	160	0.19%
West Indian (except Hisp. groups)	109	0.13%
Other ancestries	41,137	49.87%
Ancestry Unclassified	11,498	13.94%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	76,116	
Speak Only English at Home	62,502	82.11%
Speak Asian/Pac. Isl. Lang. at Home	781	1.03%
Speak IndoEuropean Language at Home	627	0.82%
Speak Spanish at Home	12,059	15.84%
Speak Other Language at Home	147	0.19%
2017 Est. Population by Age	82,496	
Age 0 - 4	6,380	7.73%
Age 5 - 9	6,147	7.45%
Age 10 - 14	5,704	6.91%
Age 15 - 17	3,303	4.00%
Age 18 - 20	3,589	4.35%
Age 21 - 24	4,696	5.69%
Age 25 - 34	11,505	13.95%
Age 35 - 44	10,243	12.42%
Age 45 - 54	9,503	11.52%
Age 55 - 64	9,525	11.55%
Age 65 - 74	6,440	7.81%
Age 75 - 84	3,743	4.54%
Age 85 and over	1,718	2.08%
Age 16 and over	63,183	76.59%
Age 18 and over	60,962	73.90%
Age 21 and over	57,373	69.55%
Age 65 and over	11,901	14.43%
2017 Est. Median Age	34.9	
2017 Est. Average Age	37.2	

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DESCRIPTION	DATA	%
2017 Est. Population by Sex	82,496	
Male	40,415	48.99%
Female	42,081	51.01%
2017 Est. Male Population by Age	40,415	
Age 0 - 4	3,252	8.05%
Age 5 - 9	3,156	7.81%
Age 10 - 14	2,964	7.33%
Age 15 - 17	1,689	4.18%
Age 18 - 20	1,957	4.84%
Age 21 - 24	2,440	6.04%
Age 25 - 34	5,707	14.12%
Age 35 - 44	5,073	12.55%
Age 45 - 54	4,624	11.44%
Age 55 - 64	4,573	11.32%
Age 65 - 74	2,889	7.15%
Age 75 - 84	1,527	3.78%
Age 85 and over	564	1.40%
2017 Est. Median Age, Male	33.3	
2017 Est. Average Age, Male	35.7	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	42,081	
Age 0 - 4	3,128	7.43%
Age 5 - 9	2,991	7.11%
Age 10 - 14	2,740	6.51%
Age 15 - 17	1,614	3.84%
Age 18 - 20	1,632	3.88%
Age 21 - 24	2,256	5.36%
Age 25 - 34	5,798	13.78%
Age 35 - 44	5,170	12.29%
Age 45 - 54	4,879	11.59%
Age 55 - 64	4,952	11.77%
Age 65 - 74	3,551	8.44%
Age 75 - 84	2,216	5.27%
Age 85 and over	1,154	2.74%
2017 Est. Median Age, Female	36.7	
2017 Est. Average Age, Female	38.6	
2017 Est. Pop Age 15+ by Marital Status	64,265	
Total, Never Married	20,031	31.17%
Males, Never Married	11,389	17.72%
Females, Never Married	8,642	13.45%
Married, Spouse present	27,090	42.15%
Married, Spouse absent	4,376	6.81%
Widowed	4,795	7.46%
Males Widowed	1,018	1.58%
Females Widowed	3,777	5.88%
Divorced	7,973	12.41%
Males Divorced	3,267	5.08%
Females Divorced	4,706	7.32%

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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	52,677	
Less than 9th grade	3,377	6.41%
Some High School, no diploma	5,339	10.14%
High School Graduate (or GED)	14,094	26.76%
Some College, no degree	14,705	27.92%
Associate Degree	4,167	7.91%
Bachelor's Degree	7,577	14.38%
Master's Degree	2,275	4.32%
Professional School Degree	615	1.17%
Doctorate Degree	528	1.00%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	8,094	
No High School Diploma	4,424	54.66%
High School Graduate	1,973	24.38%
Some College or Associate's Degree	1,181	14.59%
Bachelor's Degree or Higher	516	6.38%
Households		
2022 Projection	32,656	
2017 Estimate	31,337	
2010 Census	30,580	
2000 Census	28,514	
Growth 2017 - 2022		4.21%
Growth 2010 - 2017		2.48%
Growth 2000 - 2010		7.25%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	31,337	
Family Households	20,543	65.56%
Nonfamily Households	10,794	34.44%
2017 Est. Group Quarters Population	3,440	
2017 HHs by Ethnicity, Hispanic/Latino	4,355	
2017 Est. Households by HH Income	31,337	
Income < $15,000	4,133	13.19%
Income $15,000 - $24,999	4,277	13.65%
Income $25,000 - $34,999	3,552	11.33%
Income $35,000 - $49,999	3,929	12.54%
Income $50,000 - $74,999	5,818	18.57%
Income $75,000 - $99,999	3,204	10.22%
Income $100,000 - $124,999	2,340	7.47%
Income $125,000 - $149,999	1,569	5.01%
Income $150,000 - $199,999	1,320	4.21%
Income $200,000 - $249,999	548	1.75%
Income $250,000 - $499,999	507	1.62%
Income $500,000+	140	0.45%
2017 Est. Average Household Income	$67,498	
2017 Est. Median Household Income	$49,151	

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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$58,933	
Black or African American Alone	$28,622	
American Indian and Alaska Native Alone	$68,015	
Asian Alone	$71,505	
Native Hawaiian and Other Pacific Islander Alone	$60,417	
Some Other Race Alone	$41,891	
Two or More Races	$34,518	
Hispanic or Latino	$48,815	
Not Hispanic or Latino	$49,227	
2017 Est. Family HH Type by Presence of Own Child.	20,543	
Married-Couple Family, own children	5,944	28.93%
Married-Couple Family, no own children	8,168	39.76%
Male Householder, own children	829	4.04%
Male Householder, no own children	828	4.03%
Female Householder, own children	2,758	13.43%
Female Householder, no own children	2,016	9.81%
2017 Est. Households by Household Size	31,337	
1-person	9,087	29.00%
2-person	9,894	31.57%
3-person	5,146	16.42%
4-person	3,864	12.33%
5-person	1,949	6.22%
6-person	827	2.64%
7-or-more-person	570	1.82%
2017 Est. Average Household Size	2.52	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	31,337	
Households with 1 or More People under Age 18:	10,921	34.85%
Married-Couple Family	6,475	59.29%
Other Family, Male Householder	1,005	9.20%
Other Family, Female Householder	3,323	30.43%
Nonfamily, Male Householder	89	0.81%
Nonfamily, Female Householder	29	0.27%
Households with No People under Age 18:	20,416	65.15%
Married-Couple Family	7,632	37.38%
Other Family, Male Householder	652	3.19%
Other Family, Female Householder	1,454	7.12%
Nonfamily, Male Householder	4,815	23.58%
Nonfamily, Female Householder	5,863	28.72%
2017 Est. Households by Number of Vehicles	31,337	
No Vehicles	2,663	8.50%
1 Vehicle	11,527	36.78%
2 Vehicles	11,862	37.85%
3 Vehicles	3,773	12.04%
4 Vehicles	1,123	3.58%
5 or more Vehicles	389	1.24%
2017 Est. Average Number of Vehicles	1.7	

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DESCRIPTION	DATA	%
Family Households		
2022 Projection	21,391	
2017 Estimate	20,543	
2010 Census	20,076	
2000 Census	19,254	
Growth 2017 - 2022		4.13%
Growth 2010 - 2017		2.33%
Growth 2000 - 2010		4.27%
2017 Est. Families by Poverty Status	20,543	
2017 Families at or Above Poverty	17,452	84.95%
2017 Families at or Above Poverty with Children	8,053	39.20%
2017 Families Below Poverty	3,091	15.05%
2017 Families Below Poverty with Children	2,705	13.17%
2017 Est. Pop Age 16+ by Employment Status	63,183	
In Armed Forces	2	0.00%
Civilian - Employed	36,848	58.32%
Civilian - Unemployed	2,454	3.88%
Not in Labor Force	23,879	37.79%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	36,633	
For-Profit Private Workers	27,454	74.94%
Non-Profit Private Workers	2,651	7.24%
Local Government Workers	1,594	4.35%
State Government Workers	1,388	3.79%
Federal Government Workers	306	0.84%
Self-Employed Workers	3,229	8.81%
Unpaid Family Workers	11	0.03%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	36,633	
Architect/Engineer	525	1.43%
Arts/Entertainment/Sports	400	1.09%
Building Grounds Maintenance	1,681	4.59%
Business/Financial Operations	1,074	2.93%
Community/Social Services	715	1.95%
Computer/Mathematical	309	0.84%
Construction/Extraction	2,735	7.47%
Education/Training/Library	1,549	4.23%
Farming/Fishing/Forestry	26	0.07%
Food Prep/Serving	1,964	5.36%
Health Practitioner/Technician	2,282	6.23%
Healthcare Support	717	1.96%
Maintenance Repair	1,736	4.74%
Legal	292	0.80%
Life/Physical/Social Science	215	0.59%
Management	3,194	8.72%
Office/Admin. Support	4,962	13.55%
Production	3,034	8.28%
Protective Services	659	1.80%
Sales/Related	4,740	12.94%
Personal Care/Service	1,137	3.10%
Transportation/Moving	2,687	7.33%
2017 Est. Pop 16+ by Occupation Classification	36,633	
Blue Collar	10,192	27.82%
White Collar	20,257	55.30%
Service and Farm	6,184	16.88%

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DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	36,247	
Drove Alone	30,223	83.38%
Car Pooled	3,884	10.72%
Public Transportation	238	0.66%
Walked	566	1.56%
Bicycle	42	0.12%
Other Means	540	1.49%
Worked at Home	754	2.08%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,753	
15 - 29 Minutes	14,382	
30 - 44 Minutes	3,518	
45 - 59 Minutes	1,350	
60 or more Minutes	1,464	
2017 Est. Avg Travel Time to Work in Minutes	21.00	
2017 Est. Occupied Housing Units by Tenure	31,337	
Owner Occupied	17,526	55.93%
Renter Occupied	13,811	44.07%
2017 Owner Occ. HUs: Avg. Length of Residence	17.2	
2017 Renter Occ. HUs: Avg. Length of Residence	6.5	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	17,526	
Value Less than $20,000	669	3.82%
Value $20,000 - $39,999	792	4.52%
Value $40,000 - $59,999	929	5.30%
Value $60,000 - $79,999	1,167	6.66%
Value $80,000 - $99,999	2,065	11.78%
Value $100,000 - $149,999	3,988	22.75%
Value $150,000 - $199,999	3,427	19.55%
Value $200,000 - $299,999	2,888	16.48%
Value $300,000 - $399,999	797	4.55%
Value $400,000 - $499,999	289	1.65%
Value $500,000 - $749,999	187	1.07%
Value $750,000 - $999,999	121	0.69%
Value $1,000,000 or more	207	1.18%
2017 Est. Median All Owner-Occupied Housing Value	$139,381	
2017 Est. Housing Units by Units in Structure	33,845	
1 Unit Attached	738	2.18%
1 Unit Detached	21,726	64.19%
2 Units	2,307	6.82%
3 or 4 Units	1,353	4.00%
5 to 19 Units	4,260	12.59%
20 to 49 Units	623	1.84%
50 or More Units	1,280	3.78%
Mobile Home or Trailer	1,517	4.48%
Boat, RV, Van, etc.	41	0.12%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	33,845	
Housing Units Built 2010 or later	1,949	5.76%
Housing Units Built 2000 to 2009	3,433	10.14%
Housing Units Built 1990 to 1999	3,426	10.12%
Housing Units Built 1980 to 1989	5,875	17.36%
Housing Units Built 1970 to 1979	8,651	25.56%
Housing Units Built 1960 to 1969	4,729	13.97%
Housing Units Built 1950 to 1959	3,664	10.83%
Housing Units Built 1940 to 1949	1,510	4.46%
Housing Unit Built 1939 or Earlier	608	1.80%
2017 Est. Median Year Structure Built	1977	

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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

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

Retail360®

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 Retail360® 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.”

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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016, 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.

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