TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

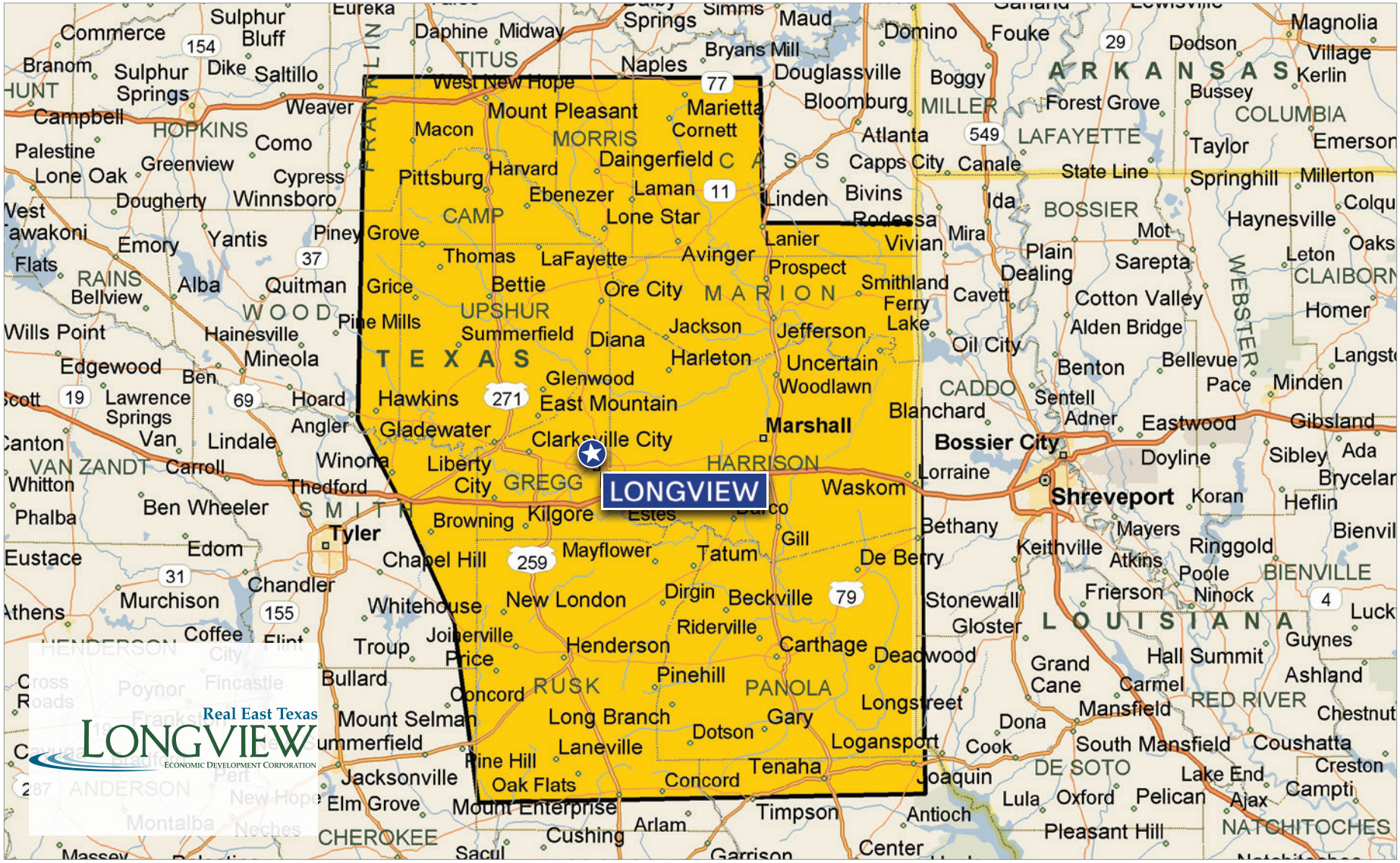
Longview, Texas

Prepared for
Longview Economic Development Corporation
October 2017

Real East Texas
LONGVIEW
ECONOMIC DEVELOPMENT CORPORATION

RETAIL TRADE AREA

Longview, Texas



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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Longview, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	425,934	
2017 Estimate	411,087	
2010 Census	401,199	
2000 Census	368,644	
Growth 2017 - 2022		3.61%
Growth 2010 - 2017		2.46%
Growth 2000 - 2010		8.83%
2017 Est. Population by Single-Classification Race	411,087	
White Alone	287,937	70.04%
Black or African American Alone	71,036	17.28%
Amer. Indian and Alaska Native Alone	3,055	0.74%
Asian Alone	3,630	0.88%
Native Hawaiian and Other Pac. Isl. Alone	219	0.05%
Some Other Race Alone	34,986	8.51%
Two or More Races	10,223	2.49%
2017 Est. Population by Hispanic or Latino Origin	411,087	
Not Hispanic or Latino	342,524	83.32%
Hispanic or Latino	68,563	16.68%
Mexican	61,717	90.01%
Puerto Rican	767	1.12%
Cuban	225	0.33%
All Other Hispanic or Latino	5,854	8.54%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	68,563	
White Alone	28,239	41.19%
Black or African American Alone	867	1.27%
American Indian and Alaska Native Alone	1,032	1.51%
Asian Alone	76	0.11%
Native Hawaiian and Other Pacific Islander Alone	52	0.08%
Some Other Race Alone	34,653	50.54%
Two or More Races	3,643	5.31%
2017 Est. Pop by Race, Asian Alone, by Category	3,630	
Chinese, except Taiwanese	262	7.22%
Filipino	779	21.46%
Japanese	182	5.02%
Asian Indian	484	13.33%
Korean	567	15.61%
Vietnamese	573	15.79%
Cambodian	241	6.63%
Hmong	0	0.00%
Laotian	33	0.91%
Thai	93	2.56%
All Other Asian Races Including 2+ Category	417	11.47%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	411,087	
Arab	273	0.07%
Czech	626	0.15%
Danish	281	0.07%
Dutch	3,080	0.75%
English	24,936	6.07%
French (except Basque)	6,570	1.60%
French Canadian	620	0.15%
German	28,019	6.82%
Greek	340	0.08%
Hungarian	187	0.05%
Irish	30,081	7.32%
Italian	3,727	0.91%
Lithuanian	57	0.01%
United States or American	54,636	13.29%
Norwegian	1,014	0.25%
Polish	1,983	0.48%
Portuguese	232	0.06%
Russian	285	0.07%
Scottish	5,255	1.28%
Scotch-Irish	3,959	0.96%
Slovak	120	0.03%
Subsaharan African	4,308	1.05%
Swedish	1,004	0.24%
Swiss	141	0.03%
Ukrainian	28	0.01%
Welsh	971	0.24%
West Indian (except Hisp. groups)	778	0.19%
Other ancestries	172,257	41.90%
Ancestry Unclassified	65,318	15.89%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	382,990	
Speak Only English at Home	329,888	86.13%
Speak Asian/Pac. Isl. Lang. at Home	2,065	0.54%
Speak IndoEuropean Language at Home	1,877	0.49%
Speak Spanish at Home	48,804	12.74%
Speak Other Language at Home	357	0.09%
2017 Est. Population by Age	411,087	
Age 0 - 4	28,097	6.83%
Age 5 - 9	28,119	6.84%
Age 10 - 14	27,977	6.81%
Age 15 - 17	16,888	4.11%
Age 18 - 20	17,170	4.18%
Age 21 - 24	22,361	5.44%
Age 25 - 34	50,489	12.28%
Age 35 - 44	47,879	11.65%
Age 45 - 54	49,336	12.00%
Age 55 - 64	53,424	13.00%
Age 65 - 74	40,469	9.84%
Age 75 - 84	20,817	5.06%
Age 85 and over	8,063	1.96%
Age 16 and over	321,351	78.17%
Age 18 and over	310,006	75.41%
Age 21 and over	292,836	71.23%
Age 65 and over	69,348	16.87%
2017 Est. Median Age	38.0	
2017 Est. Average Age	39.0	

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DESCRIPTION	DATA	%
2017 Est. Population by Sex	411,087	
Male	203,621	49.53%
Female	207,466	50.47%
2017 Est. Male Population by Age	203,621	
Age 0 - 4	14,372	7.06%
Age 5 - 9	14,441	7.09%
Age 10 - 14	14,401	7.07%
Age 15 - 17	8,687	4.27%
Age 18 - 20	9,083	4.46%
Age 21 - 24	11,756	5.77%
Age 25 - 34	25,427	12.49%
Age 35 - 44	23,925	11.75%
Age 45 - 54	24,357	11.96%
Age 55 - 64	26,080	12.81%
Age 65 - 74	19,169	9.41%
Age 75 - 84	9,073	4.46%
Age 85 and over	2,850	1.40%
2017 Est. Median Age, Male	36.5	
2017 Est. Average Age, Male	37.9	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	207,466	
Age 0 - 4	13,725	6.62%
Age 5 - 9	13,678	6.59%
Age 10 - 14	13,576	6.54%
Age 15 - 17	8,201	3.95%
Age 18 - 20	8,086	3.90%
Age 21 - 24	10,605	5.11%
Age 25 - 34	25,062	12.08%
Age 35 - 44	23,954	11.55%
Age 45 - 54	24,979	12.04%
Age 55 - 64	27,344	13.18%
Age 65 - 74	21,300	10.27%
Age 75 - 84	11,744	5.66%
Age 85 and over	5,213	2.51%
2017 Est. Median Age, Female	39.5	
2017 Est. Average Age, Female	40.1	
2017 Est. Pop Age 15+ by Marital Status	326,894	
Total, Never Married	86,993	26.61%
Males, Never Married	48,884	14.95%
Females, Never Married	38,109	11.66%
Married, Spouse present	156,264	47.80%
Married, Spouse absent	18,496	5.66%
Widowed	24,316	7.44%
Males Widowed	5,249	1.61%
Females Widowed	19,067	5.83%
Divorced	40,825	12.49%
Males Divorced	18,346	5.61%
Females Divorced	22,479	6.88%

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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	270,475	
Less than 9th grade	18,460	6.82%
Some High School, no diploma	29,901	11.05%
High School Graduate (or GED)	86,430	31.95%
Some College, no degree	70,663	26.13%
Associate Degree	19,718	7.29%
Bachelor's Degree	31,563	11.67%
Master's Degree	10,493	3.88%
Professional School Degree	1,741	0.64%
Doctorate Degree	1,508	0.56%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	32,169	
No High School Diploma	18,696	58.12%
High School Graduate	7,171	22.29%
Some College or Associate's Degree	4,970	15.45%
Bachelor's Degree or Higher	1,333	4.14%
Households		
2022 Projection	159,343	
2017 Estimate	153,634	
2010 Census	150,096	
2000 Census	139,314	
Growth 2017 - 2022		3.72%
Growth 2010 - 2017		2.36%
Growth 2000 - 2010		7.74%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	153,634	
Family Households	108,581	70.67%
Nonfamily Households	45,053	29.33%
2017 Est. Group Quarters Population	13,111	
2017 HHs by Ethnicity, Hispanic/Latino	16,312	
2017 Est. Households by HH Income	153,634	
Income < $15,000	20,699	13.47%
Income $15,000 - $24,999	18,952	12.34%
Income $25,000 - $34,999	16,500	10.74%
Income $35,000 - $49,999	22,217	14.46%
Income $50,000 - $74,999	27,509	17.91%
Income $75,000 - $99,999	18,134	11.80%
Income $100,000 - $124,999	11,790	7.67%
Income $125,000 - $149,999	7,069	4.60%
Income $150,000 - $199,999	5,704	3.71%
Income $200,000 - $249,999	2,236	1.46%
Income $250,000 - $499,999	2,105	1.37%
Income $500,000+	720	0.47%
2017 Est. Average Household Income	$66,390	
2017 Est. Median Household Income	$48,953	

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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$55,446	
Black or African American Alone	$29,459	
American Indian and Alaska Native Alone	$40,396	
Asian Alone	$63,531	
Native Hawaiian and Other Pacific Islander Alone	$54,943	
Some Other Race Alone	$43,756	
Two or More Races	$33,785	
Hispanic or Latino	$43,449	
Not Hispanic or Latino	$49,750	
2017 Est. Family HH Type by Presence of Own Child.	108,581	
Married-Couple Family, own children	30,524	28.11%
Married-Couple Family, no own children	49,461	45.55%
Male Householder, own children	3,808	3.51%
Male Householder, no own children	3,984	3.67%
Female Householder, own children	11,163	10.28%
Female Householder, no own children	9,642	8.88%
2017 Est. Households by Household Size	153,634	
1-person	39,126	25.47%
2-person	52,311	34.05%
3-person	25,100	16.34%
4-person	19,563	12.73%
5-person	10,270	6.68%
6-person	4,252	2.77%
7-or-more-person	3,013	1.96%
2017 Est. Average Household Size	2.59	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	153,634	
Households with 1 or More People under Age 18:	53,304	34.70%
Married-Couple Family	34,183	64.13%
Other Family, Male Householder	4,673	8.77%
Other Family, Female Householder	13,953	26.18%
Nonfamily, Male Householder	380	0.71%
Nonfamily, Female Householder	116	0.22%
Households with No People under Age 18:	100,330	65.30%
Married-Couple Family	45,802	45.65%
Other Family, Male Householder	3,124	3.11%
Other Family, Female Householder	6,844	6.82%
Nonfamily, Male Householder	20,937	20.87%
Nonfamily, Female Householder	23,623	23.55%
2017 Est. Households by Number of Vehicles	153,634	
No Vehicles	8,957	5.83%
1 Vehicle	49,078	31.94%
2 Vehicles	62,483	40.67%
3 Vehicles	23,282	15.15%
4 Vehicles	7,345	4.78%
5 or more Vehicles	2,489	1.62%
2017 Est. Average Number of Vehicles	1.9	

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DESCRIPTION	DATA	%
Family Households		
2022 Projection	112,676	
2017 Estimate	108,581	
2010 Census	106,049	
2000 Census	100,527	
Growth 2017 - 2022		3.77%
Growth 2010 - 2017		2.39%
Growth 2000 - 2010		5.49%
2017 Est. Families by Poverty Status	108,581	
2017 Families at or Above Poverty	93,908	86.49%
2017 Families at or Above Poverty with Children	39,880	36.73%
2017 Families Below Poverty	14,672	13.51%
2017 Families Below Poverty with Children	11,137	10.26%
2017 Est. Pop Age 16+ by Employment Status	321,351	
In Armed Forces	56	0.02%
Civilian - Employed	174,089	54.17%
Civilian - Unemployed	13,401	4.17%
Not in Labor Force	133,805	41.64%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	174,406	
For-Profit Private Workers	125,383	71.89%
Non-Profit Private Workers	10,381	5.95%
Local Government Workers	10,591	6.07%
State Government Workers	9,327	5.35%
Federal Government Workers	1,822	1.04%
Self-Employed Workers	16,676	9.56%
Unpaid Family Workers	227	0.13%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	174,406	
Architect/Engineer	2,097	1.20%
Arts/Entertainment/Sports	1,574	0.90%
Building Grounds Maintenance	7,022	4.03%
Business/Financial Operations	4,125	2.36%
Community/Social Services	2,805	1.61%
Computer/Mathematical	1,125	0.65%
Construction/Extraction	15,857	9.09%
Education/Training/Library	9,765	5.60%
Farming/Fishing/Forestry	1,554	0.89%
Food Prep/Serving	8,006	4.59%
Health Practitioner/Technician	9,512	5.45%
Healthcare Support	4,659	2.67%
Maintenance Repair	8,684	4.98%
Legal	1,121	0.64%
Life/Physical/Social Science	967	0.55%
Management	14,164	8.12%
Office/Admin. Support	21,555	12.36%
Production	16,441	9.43%
Protective Services	4,094	2.35%
Sales/Related	18,430	10.57%
Personal Care/Service	5,548	3.18%
Transportation/Moving	15,302	8.77%
2017 Est. Pop 16+ by Occupation Classification	174,406	
Blue Collar	56,285	32.27%
White Collar	87,238	50.02%
Service and Farm	30,883	17.71%

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DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	170,574	
Drove Alone	143,709	84.25%
Car Pooled	16,669	9.77%
Public Transportation	591	0.35%
Walked	2,374	1.39%
Bicycle	134	0.08%
Other Means	1,962	1.15%
Worked at Home	5,135	3.01%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	60,456	
15 - 29 Minutes	58,381	
30 - 44 Minutes	26,677	
45 - 59 Minutes	9,799	
60 or more Minutes	10,053	
2017 Est. Avg Travel Time to Work in Minutes	24.00	
2017 Est. Occupied Housing Units by Tenure	153,634	
Owner Occupied	109,558	71.31%
Renter Occupied	44,076	28.69%
2017 Owner Occ. HUs: Avg. Length of Residence	17.0	
2017 Renter Occ. HUs: Avg. Length of Residence	7.0	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	109,558	
Value Less than $20,000	7,079	6.46%
Value $20,000 - $39,999	8,694	7.94%
Value $40,000 - $59,999	9,686	8.84%
Value $60,000 - $79,999	11,238	10.26%
Value $80,000 - $99,999	12,600	11.50%
Value $100,000 - $149,999	20,226	18.46%
Value $150,000 - $199,999	16,092	14.69%
Value $200,000 - $299,999	14,058	12.83%
Value $300,000 - $399,999	4,985	4.55%
Value $400,000 - $499,999	2,041	1.86%
Value $500,000 - $749,999	1,499	1.37%
Value $750,000 - $999,999	592	0.54%
Value $1,000,000 or more	767	0.70%
2017 Est. Median All Owner-Occupied Housing Value	$113,551	
2017 Est. Housing Units by Units in Structure	175,300	
1 Unit Attached	2,253	1.29%
1 Unit Detached	120,421	68.69%
2 Units	5,335	3.04%
3 or 4 Units	4,304	2.46%
5 to 19 Units	7,203	4.11%
20 to 49 Units	1,647	0.94%
50 or More Units	1,911	1.09%
Mobile Home or Trailer	31,825	18.15%
Boat, RV, Van, etc.	401	0.23%

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DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	175,300	
Housing Units Built 2010 or later	8,179	4.67%
Housing Units Built 2000 to 2009	24,155	13.78%
Housing Units Built 1990 to 1999	27,161	15.49%
Housing Units Built 1980 to 1989	28,972	16.53%
Housing Units Built 1970 to 1979	34,074	19.44%
Housing Units Built 1960 to 1969	19,151	10.92%
Housing Units Built 1950 to 1959	16,297	9.30%
Housing Units Built 1940 to 1949	8,545	4.87%
Housing Unit Built 1939 or Earlier	8,767	5.00%
2017 Est. Median Year Structure Built	1980	

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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