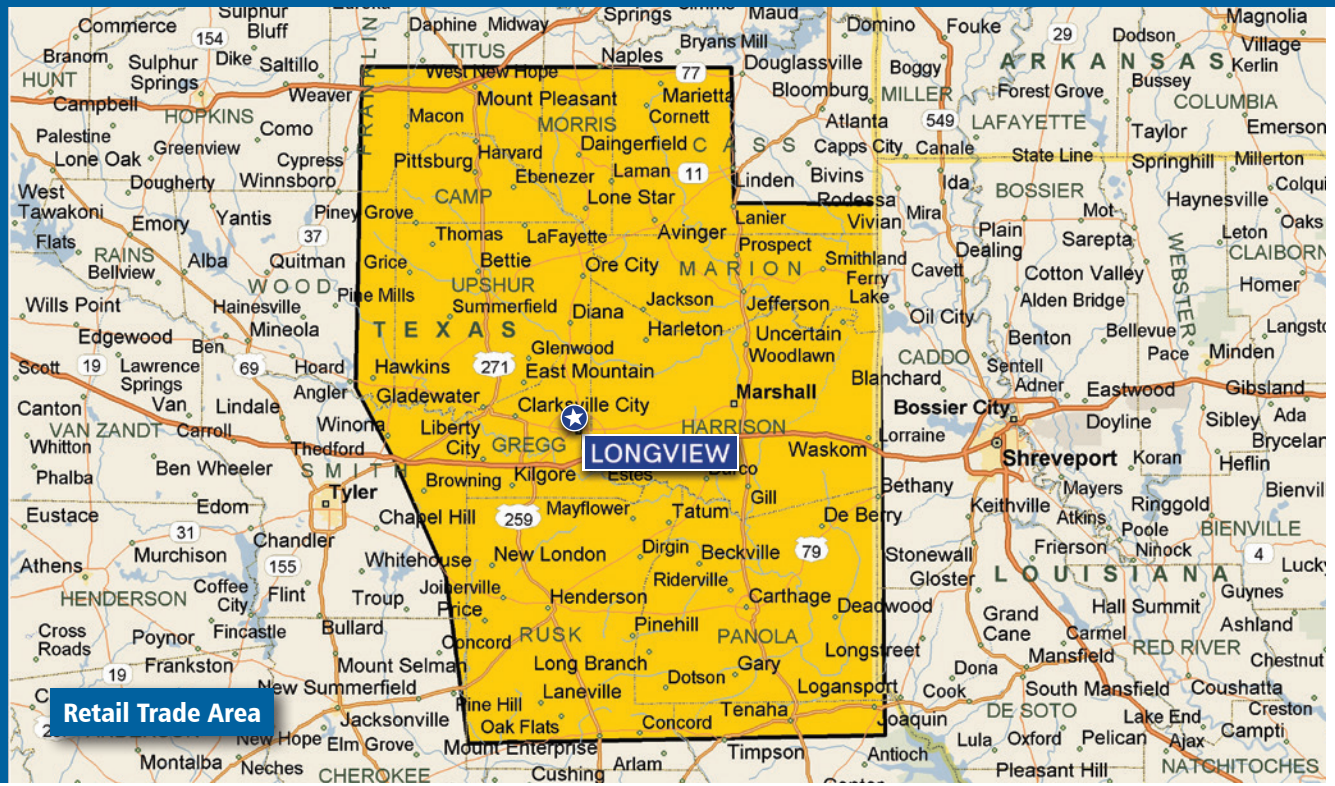
Retail Market Profile 2017



Real East Texas
LONGVIEW
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Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Retail Trade Area	368,644	401,199	411,087	425,934

Income

	2017 ESTIMATE
Average Household	$66,390
Median Household	$48,953
Per Capita	$25,629

Educational Attainment

	2017 ESTIMATE
Graduate or Professional	5.08%
Bachelor's Degree	11.67%
Associate Degree	7.29%
Some College, No Degree	26.13%
High School Graduate	31.95%
Some High School, No Degree	11.05%
Less than 9th Grade	6.82%

Race Distribution

	2017 ESTIMATE
White	70.04%
Black or African American	17.28%
American Indian/ Alaskan	0.74%
Asian	0.88%
Native Hawaiian/ Islander	0.05%
Other Race	8.51%
Two or More Races	2.49%
Hispanic or Latino (of any race)	16.68%

Age

GROUPS	2017 ESTIMATE
9 Years and Under	13.67%
10-17 Years	10.91%
18-24 Years	9.62%
25-34 Years	12.28%
35-44 Years	11.65%
45-54 Years	12.00%
55-64 Years	13.00%
65 Years and Over	16.87%
DISTRIBUTION	**2017 ESTIMATE**
Median Age	38.0
Average Age	39.0

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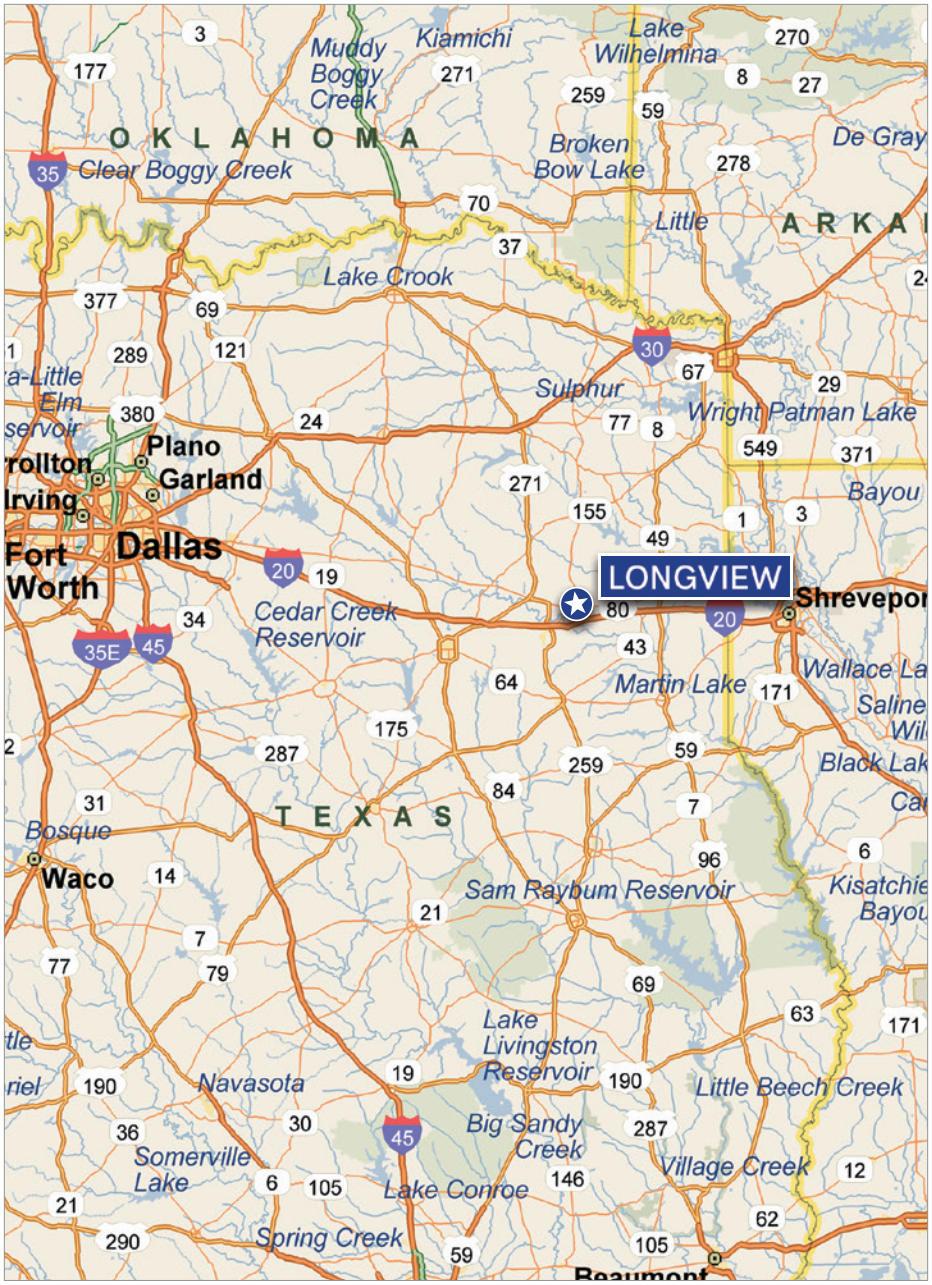
LOCATION MAP



EXISTING RETAIL

Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document.
Data souces used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.

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