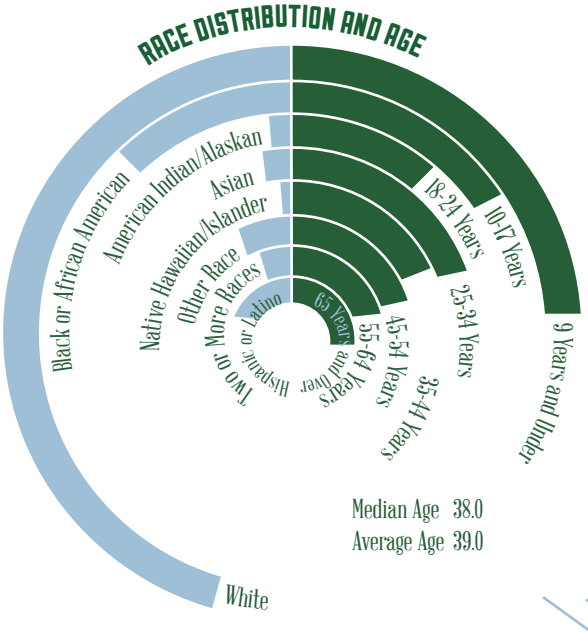
City of Longview
Texas

Population

411,687

2017 Estimated Retail Population

Race Distribution and Age



Median Age 38.0
Average Age 39.0

Household Income

Average Household Income
$66,390

Median Household Income
$48,953

Per Capita Income
$25,629

Educational Attainment

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 Hig h School, No Degree	11.05%
Less than 9th Grade	6.82%

Opportunity in Longview

Potential Retail Sales	$6,501,395,125
Actual Sales	$2,141,810,173
Sales Leakage	$4,359,584,951

- **Clothing & Accessory Stores**
  Sales Leakage = $224,081,724
- **Sporting Goods Services**
  Sales Leakage = $25,846,278
- **Food Service & Drinking Places**
  Sales Leakage = $414,573,896

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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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