

DATA DASHBOARD

MAY 2025



400 North Second St
Longview, Texas 75601



903.753.7878



<https://longviewusa.com>



The Longview Data Dashboard is released twice a year. It provides regional and local figures on demographics and socioeconomic, economic, taxes, labor market, housing market, office market, and gasoline prices.

This report was created through a joint effort between the **Longview Economic Development Corporation (LEDCO)** and the **Hibbs Institute for Business and Economic Research**. Our main objective is to provide timely and valuable information to the general public and decision-makers, thereby facilitating well-informed decisions.

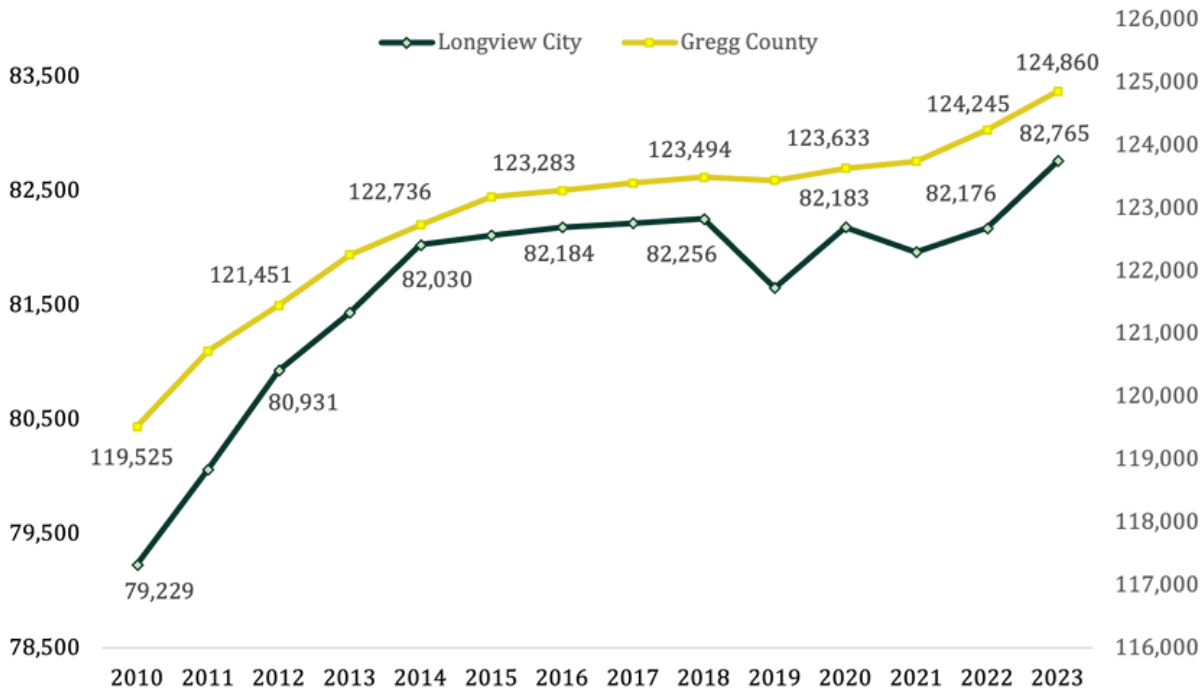


Longview Data Dashboard

Demographics and Socioeconomic Drivers

3

Population in Longview City and Gregg County (2010 - 2023)



Median Age



United States

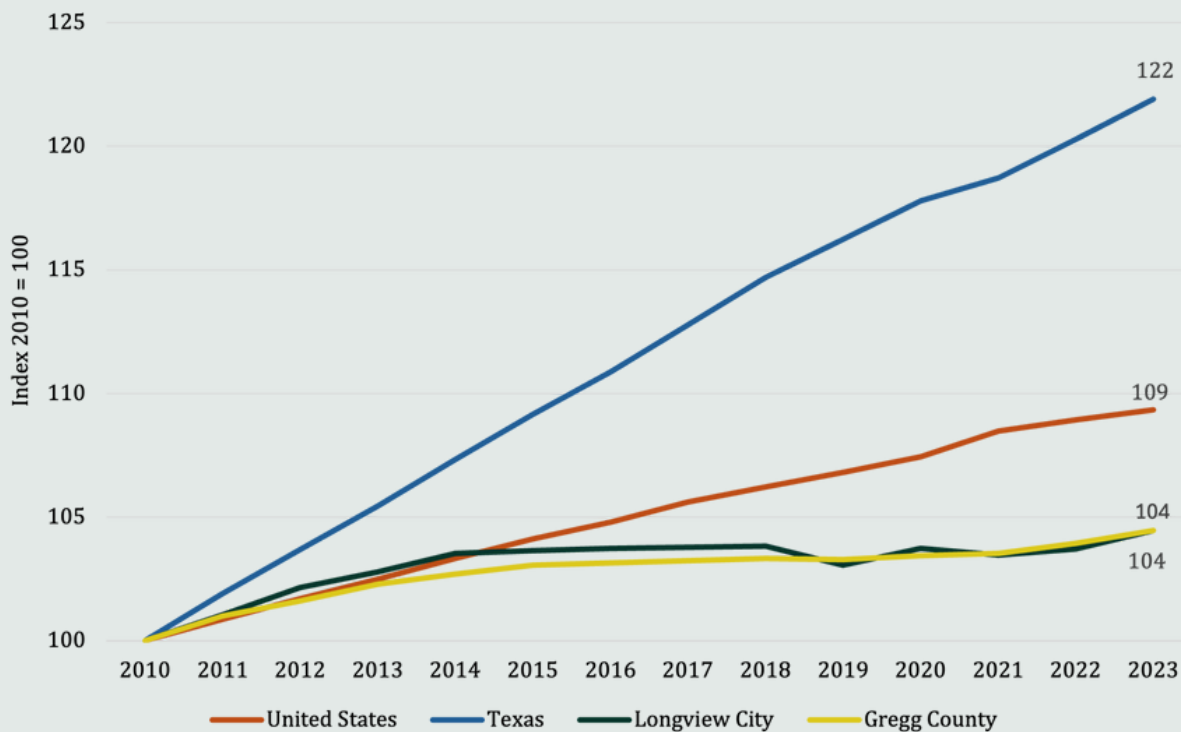


Texas



Longview City

Population Growth Comparison Among Selected Geographies; Indexed 2010 = 100 (2010 - 2023)

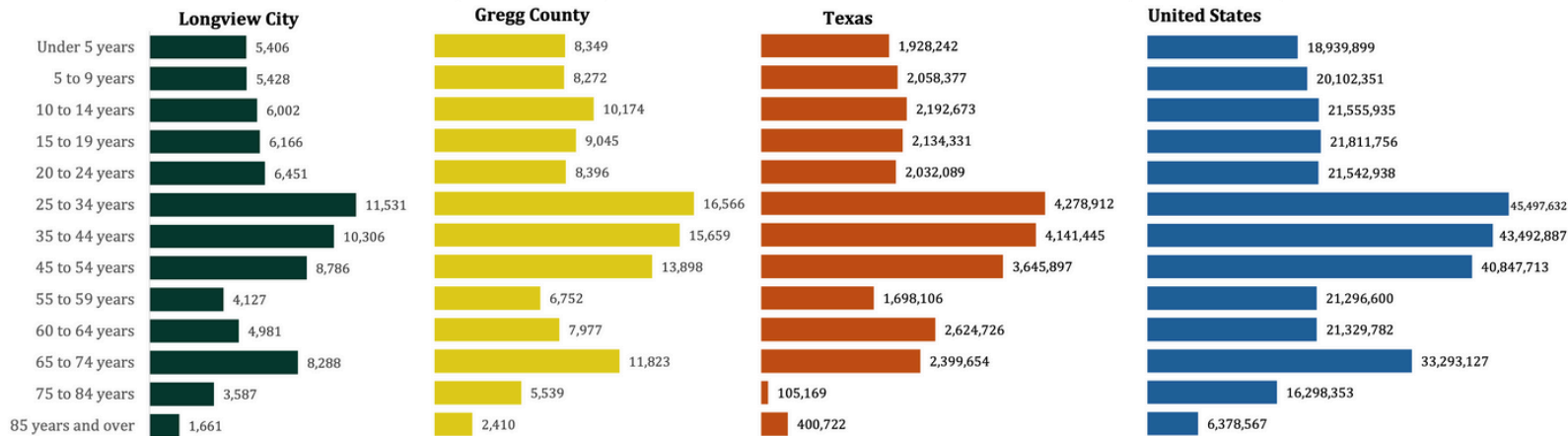


Source: U.S. Census Bureau, and 2010 - 2023 ACS 5-year estimates

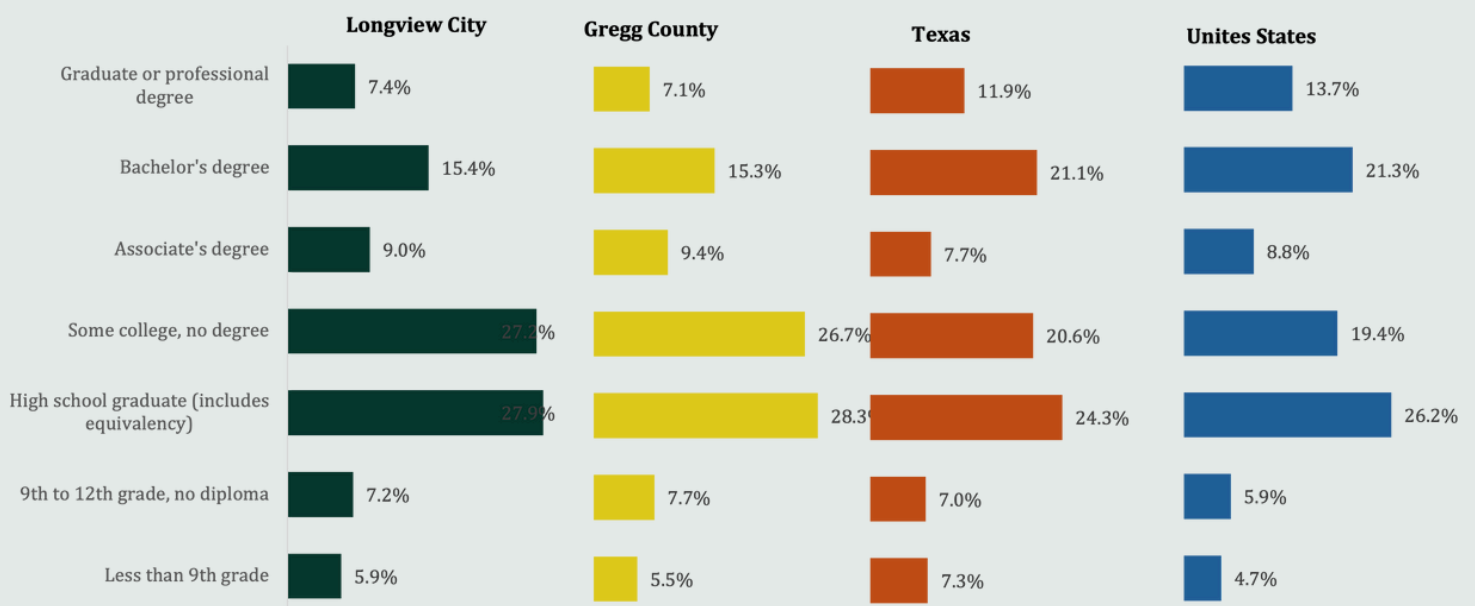
Demographics and Socioeconomic Drivers

4

Population Distribution by Age (2023)



Educational Attainment (2023)

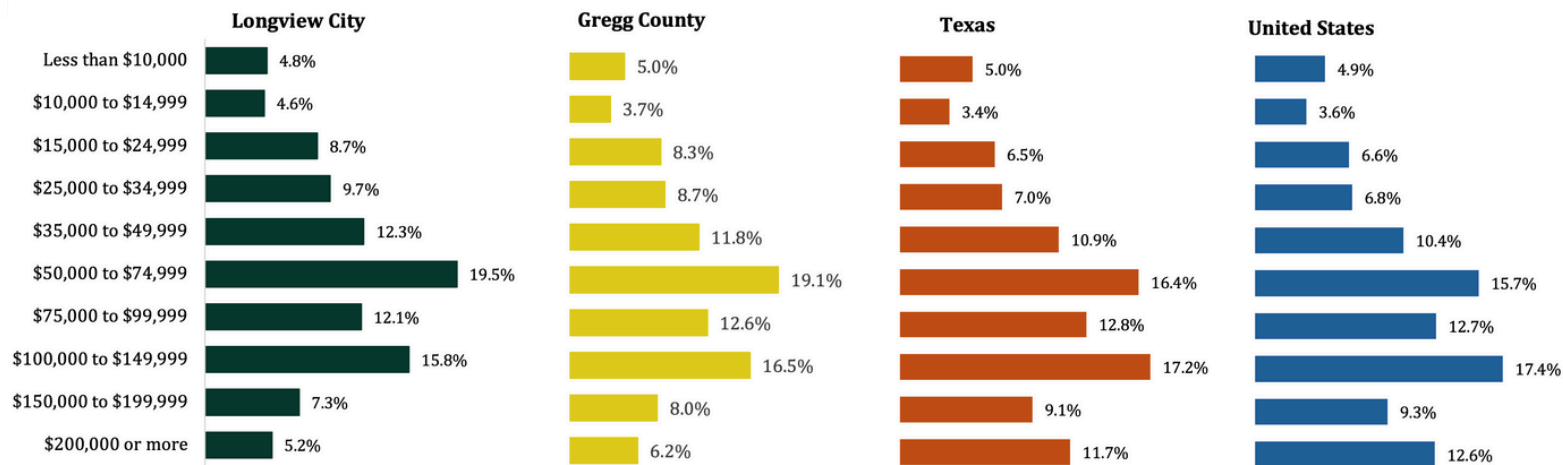


Source: U.S. Census Bureau, and 2018 - 2023 ACS 5-year estimates

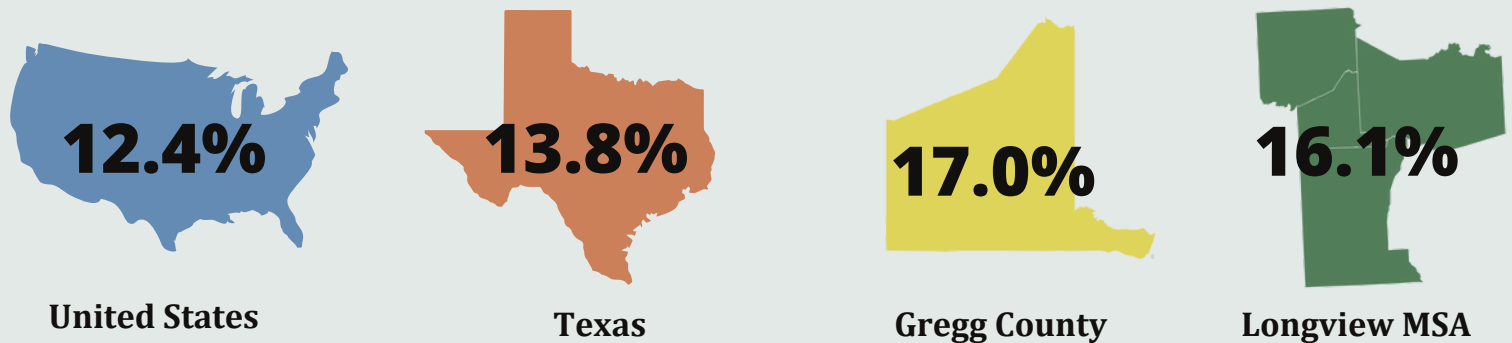
Demographics and Socioeconomic Drivers

5

Distribution of Annual Household Income (2023)



Share of Population Below Poverty Level (2023)

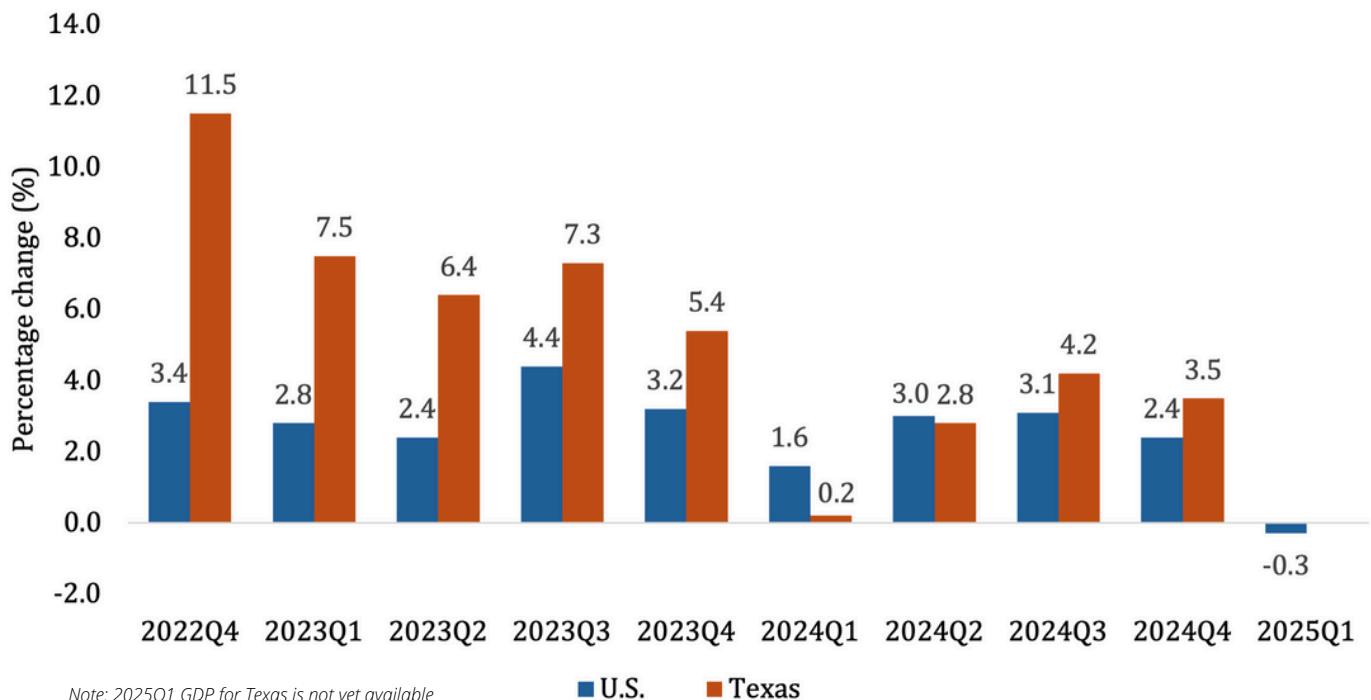


Economic Drivers

6

Real Gross Domestic Product (2022Q4 - 2025Q1)

Percentage change from preceding quarter



Gross Domestic Product (GDP)

The Gross Domestic Product (GDP) is a measure of the total value of goods and services produced in a country, state, or local economy. This measure excludes the intermediate goods and services used in the production process to avoid double-counting. GDP changes are widely used to indicate the economic health of a nation.

Longview MSA

2023 Real GDP

\$15,974,088

in thousands of chained 2017 dollars

**GDP Growth
2022-2023**

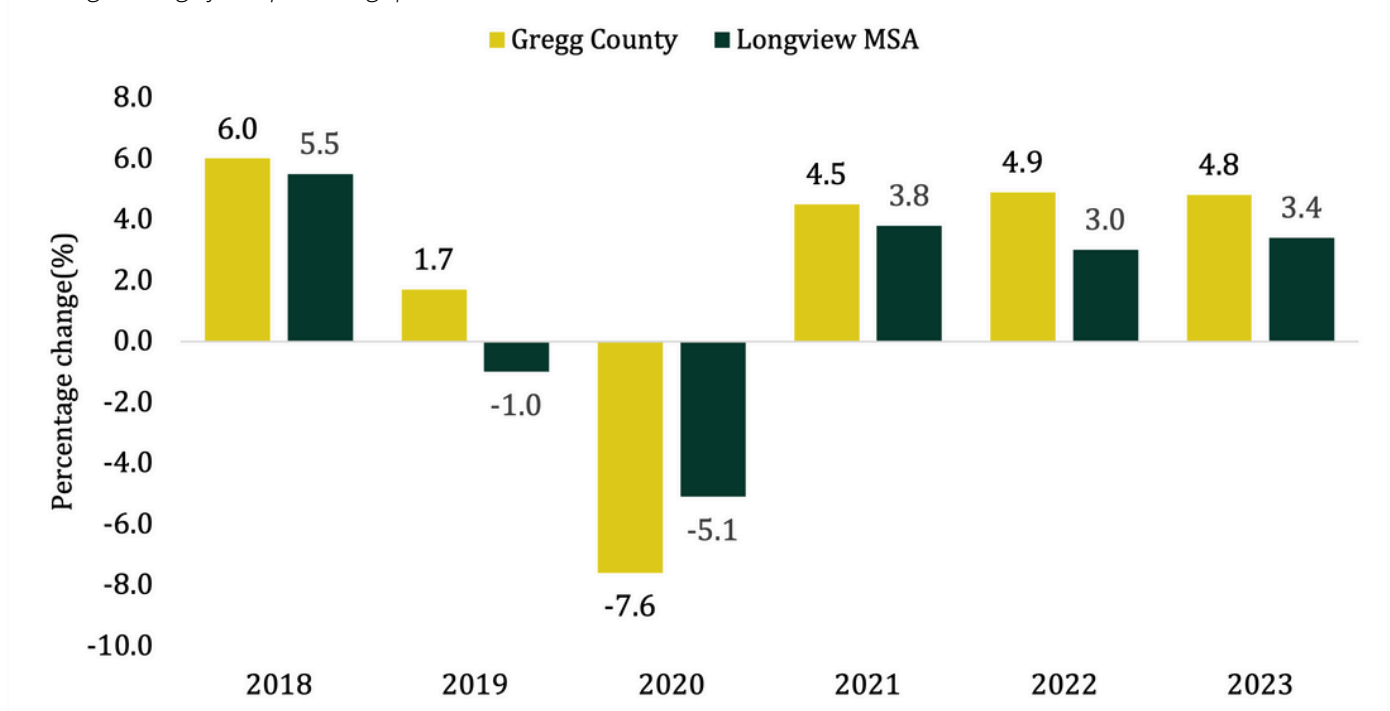
+ 3.4 %

Economic Drivers

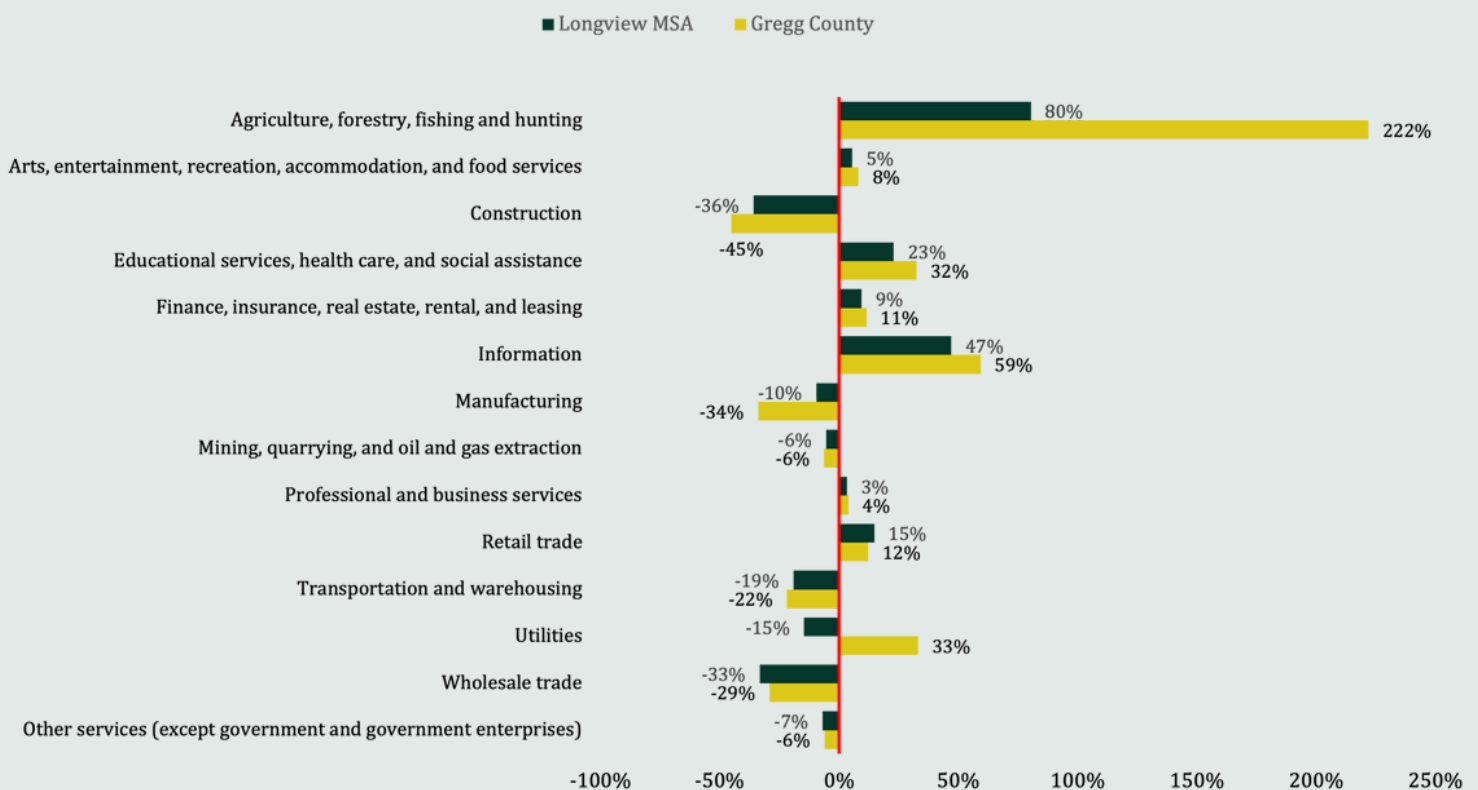
7

Real GDP in Gregg County and the Longview MSA (2018 - 2023)

Percentage change from preceding quarter



GDP Growth Across Industries in the Longview MSA and Gregg County (2013-2023)



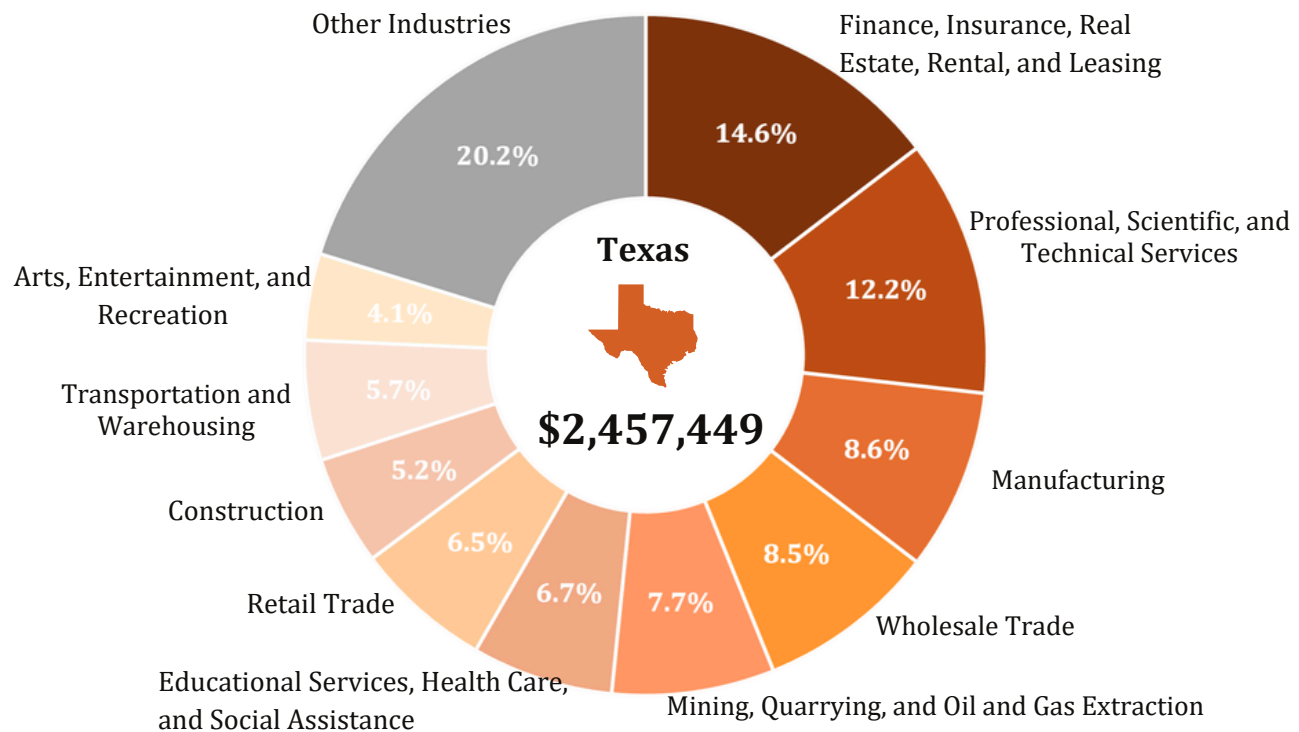
Source: U.S. Bureau of Economic Analysis

Economic Drivers

8

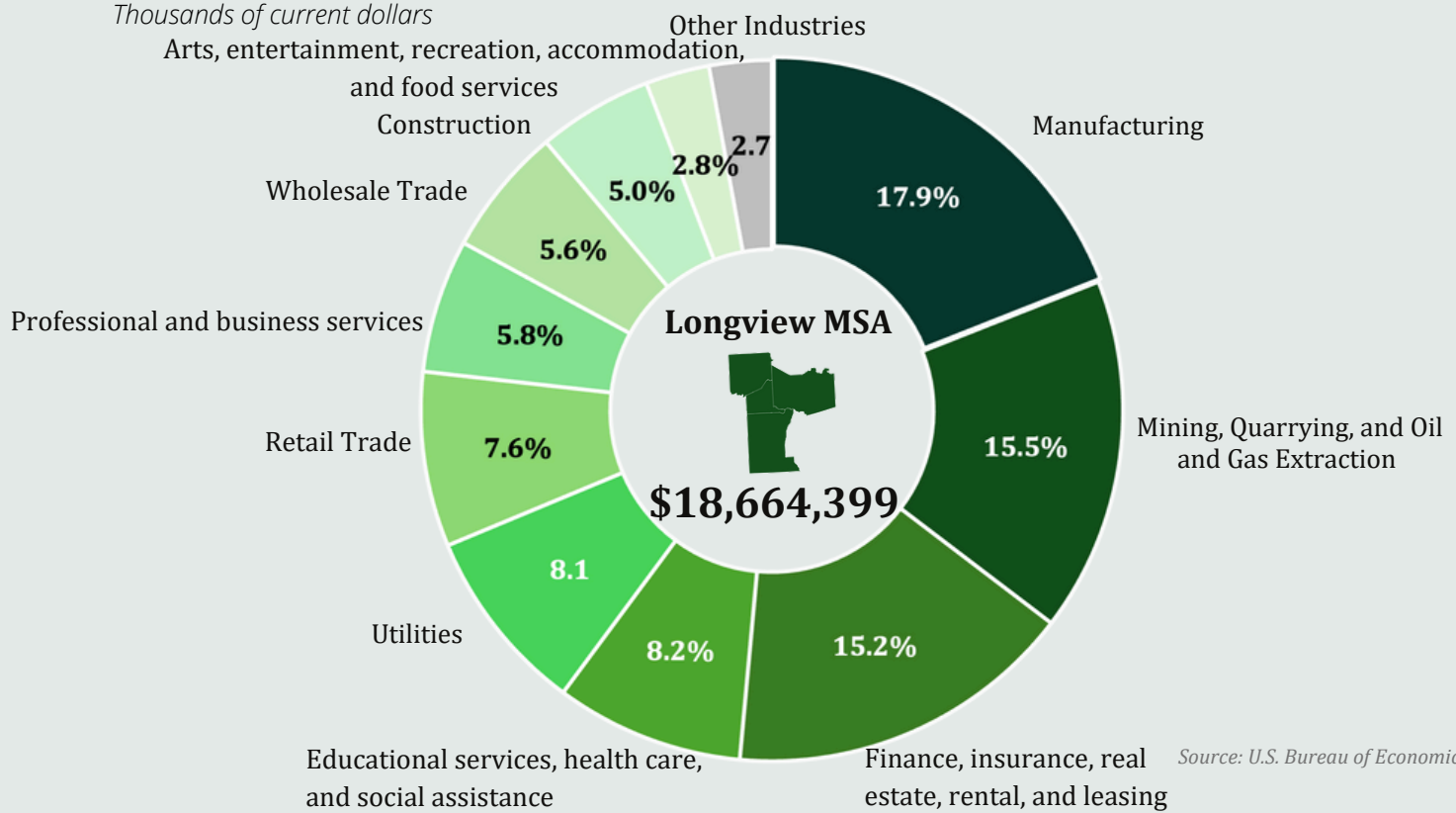
The contribution of the top ten industries to GDP in Texas (2023)

Millions of current dollars



The contribution of the top ten industries to GDP in Longview MSA (2023)

Thousands of current dollars



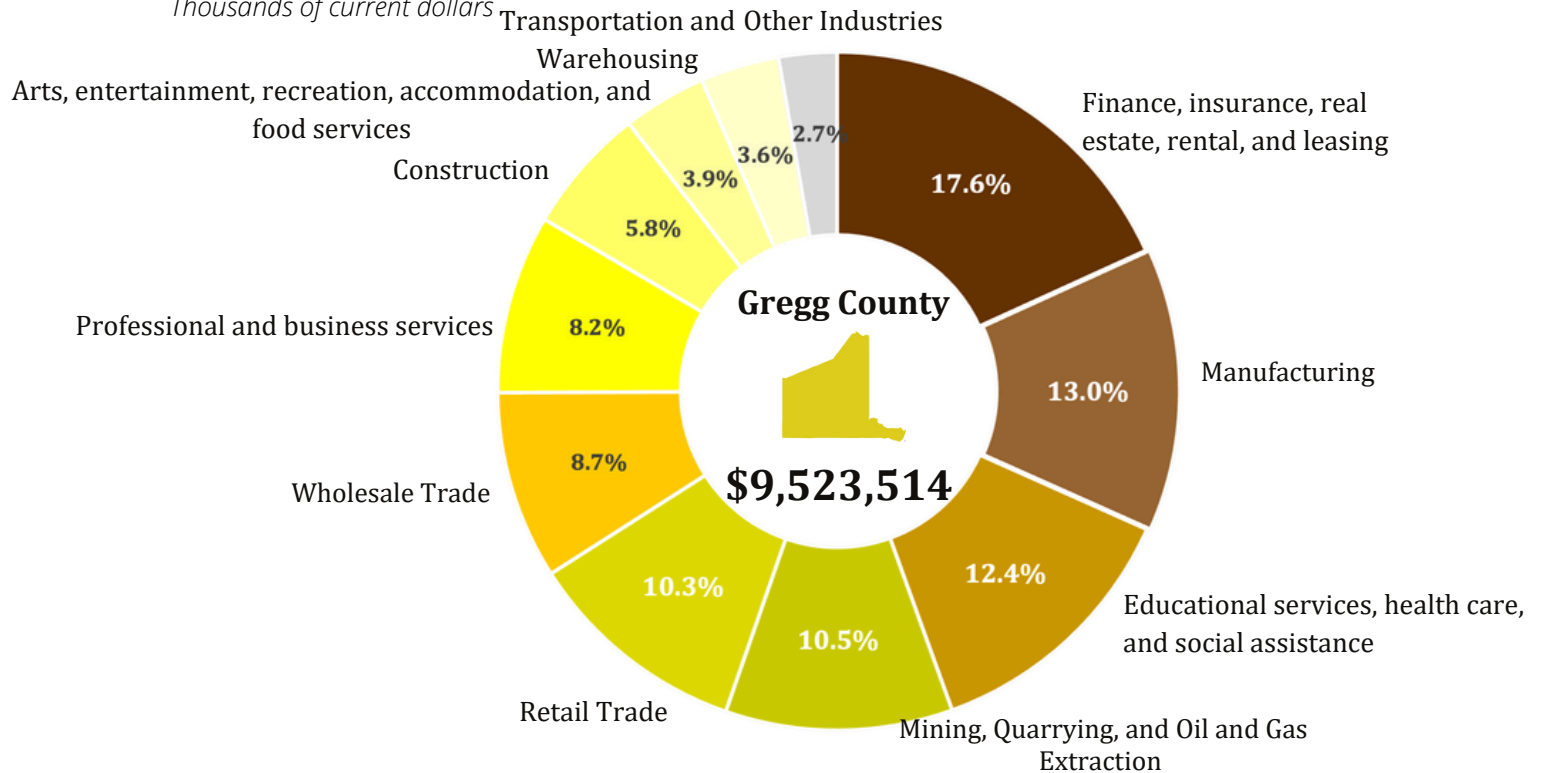
Source: U.S. Bureau of Economic Analysis

Economic Drivers

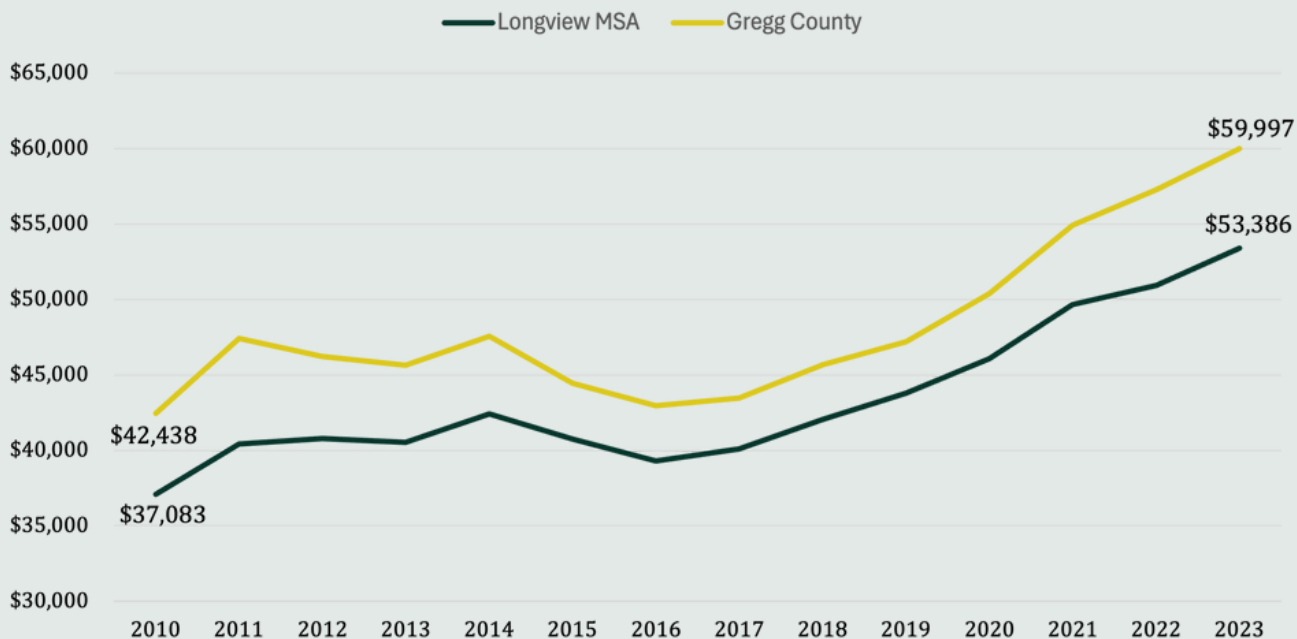
9

The contribution of the top ten industries to GDP in Gregg County (2023)

Thousands of current dollars



Per Capita Personal Income in Longview and Gregg County (2010-2023)



Per Capita Personal Income (2023)

\$69,418

United States

\$65,768

Texas

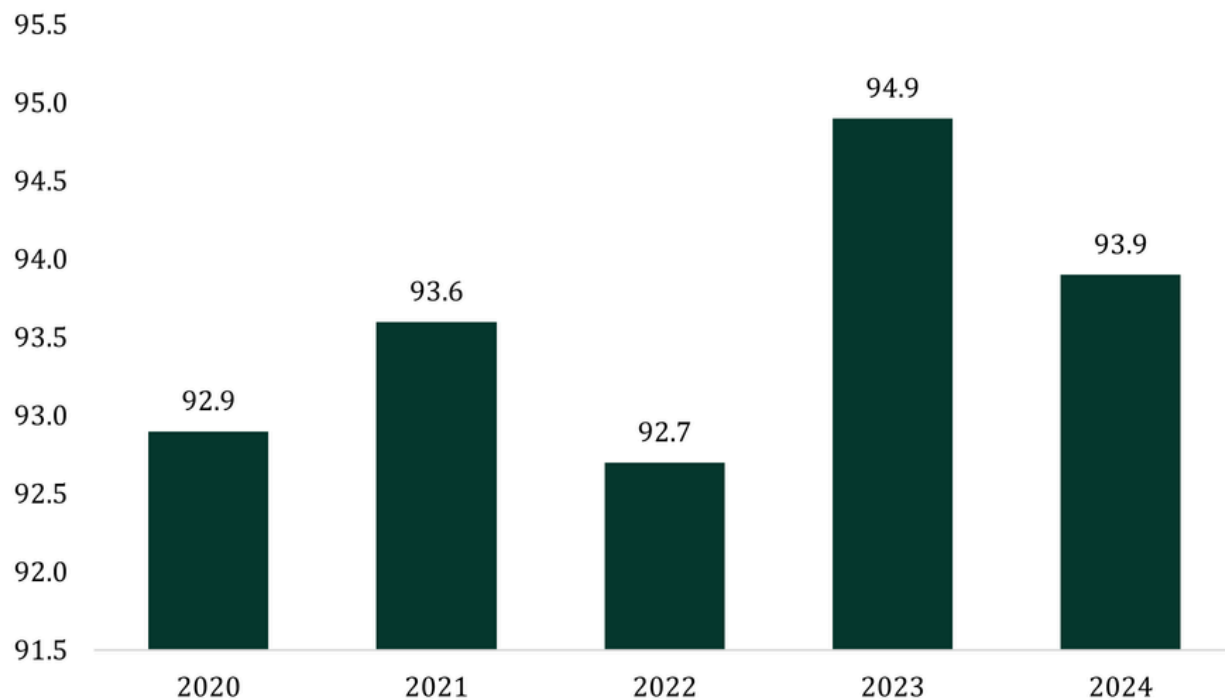
Source: U.S. Bureau of Economic Analysis

Economic Drivers

10

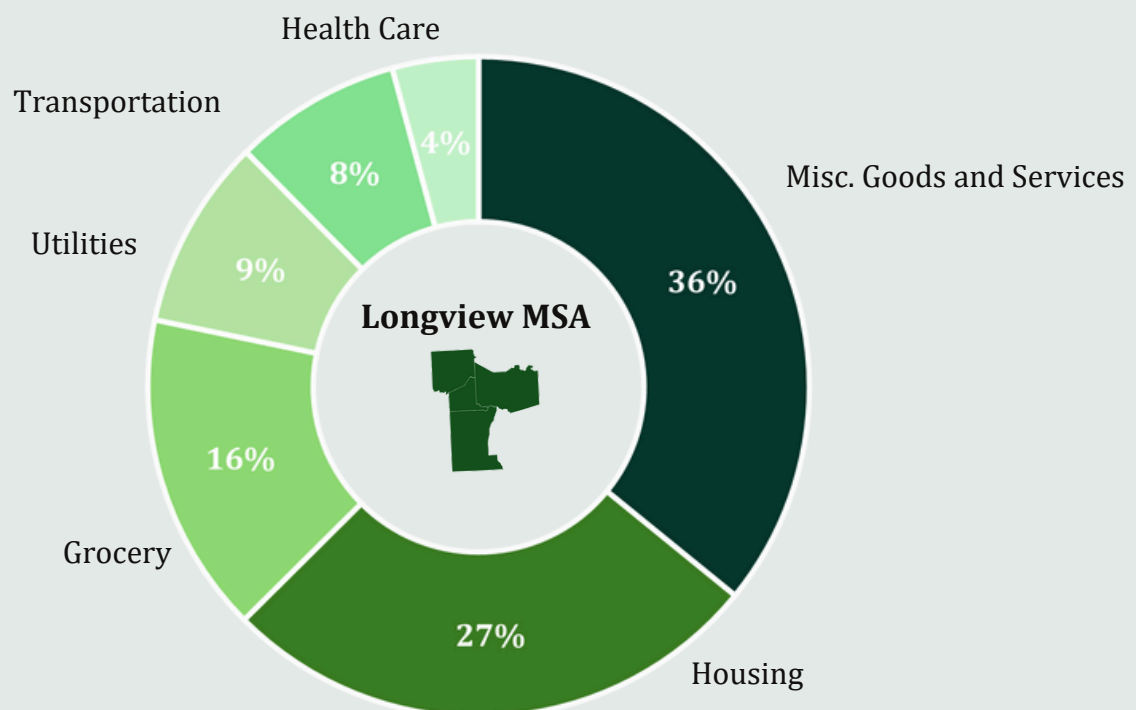
Cost of Living Index in the Longview MSA (2020-2024)

Annual Average Data (Index Base - United States = 100)



Share of Costs by Categories in the Longview MSA (2024)

Annual Average Data



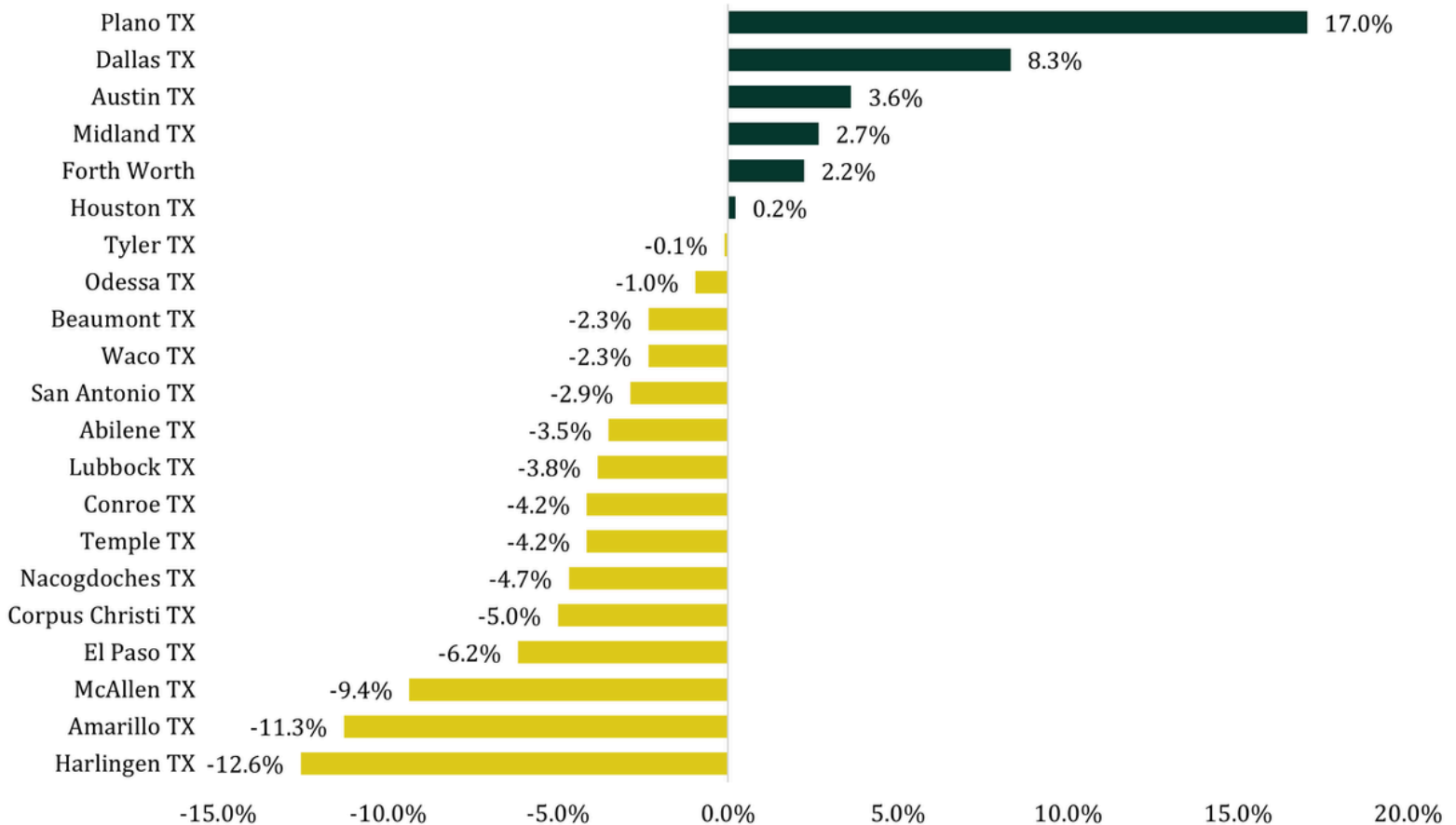
Source: Council for Community and Economic Research

Economic Drivers

11

Cost of Living Index relative to the Longview MSA (2024)

Annual Average Data



Cost of Living Index Relative to Longview MSA

This indicator compares the cost of living in certain metro areas in Texas to Longview's Metropolitan Statistical Area (MSA). A positive percentage indicates how much additional after-tax income is required to maintain your current lifestyle, as in Longview MSA. Conversely, a negative percentage indicates how much money you could potentially save on your overall expenses compared to your lifestyle expenses in Longview MSA.

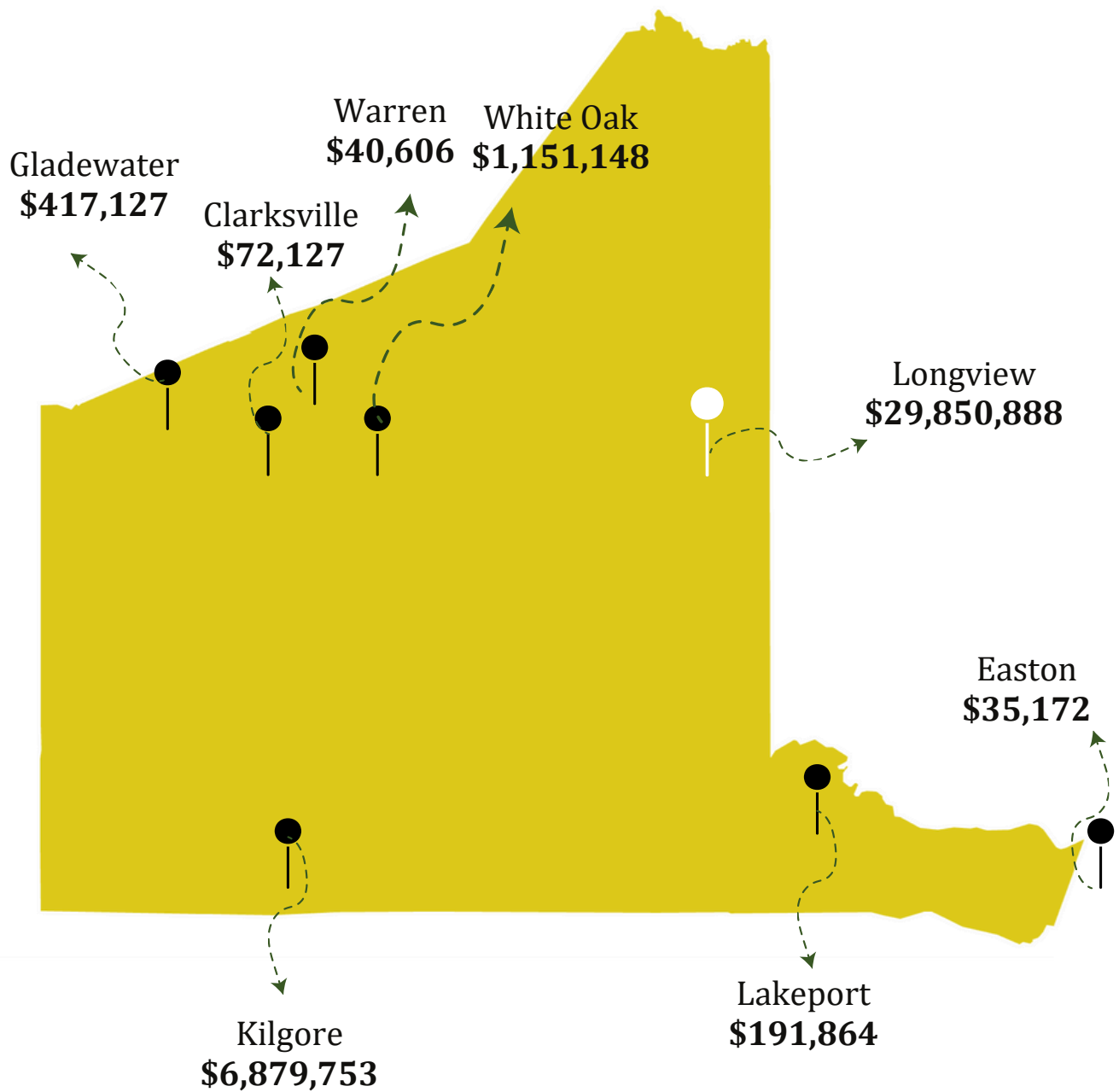
Source: Hibbs Institute and LEDCO's estimates using the Cost of Living Index from the Council for Community and Economic Research

Taxes Drivers

12

Sales Tax Allocation in Gregg County (2025)

Payment to Date (January - April 2025)



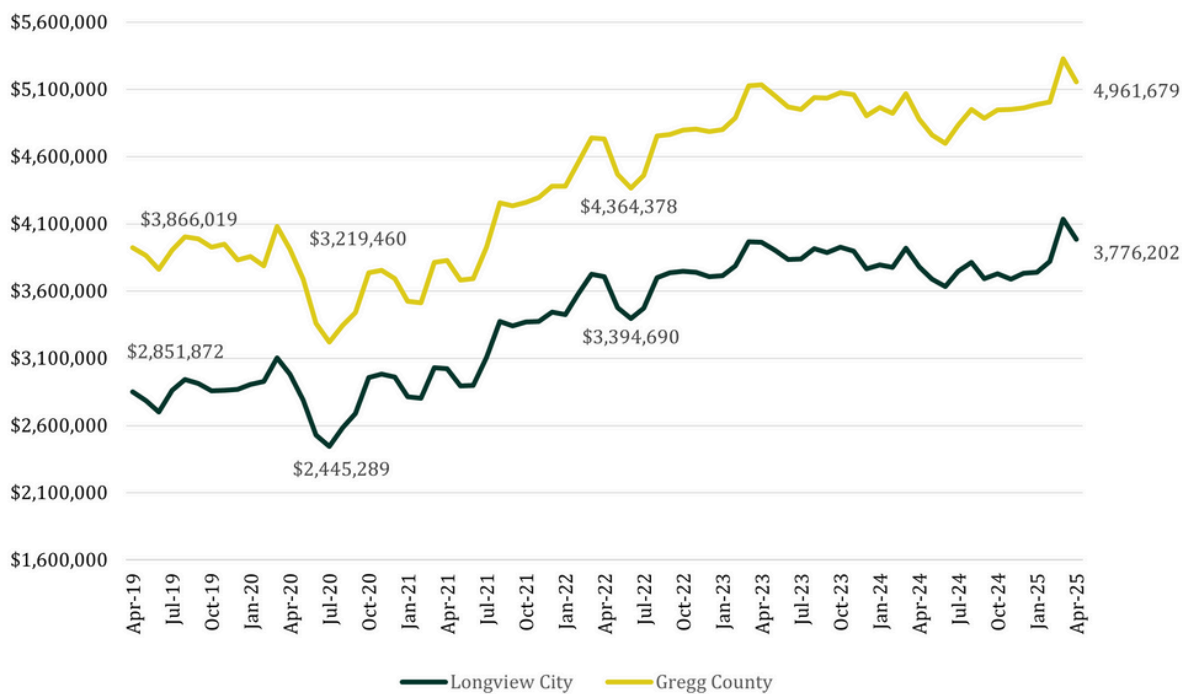
Source: Texas Comptrollers

Taxes Drivers

13

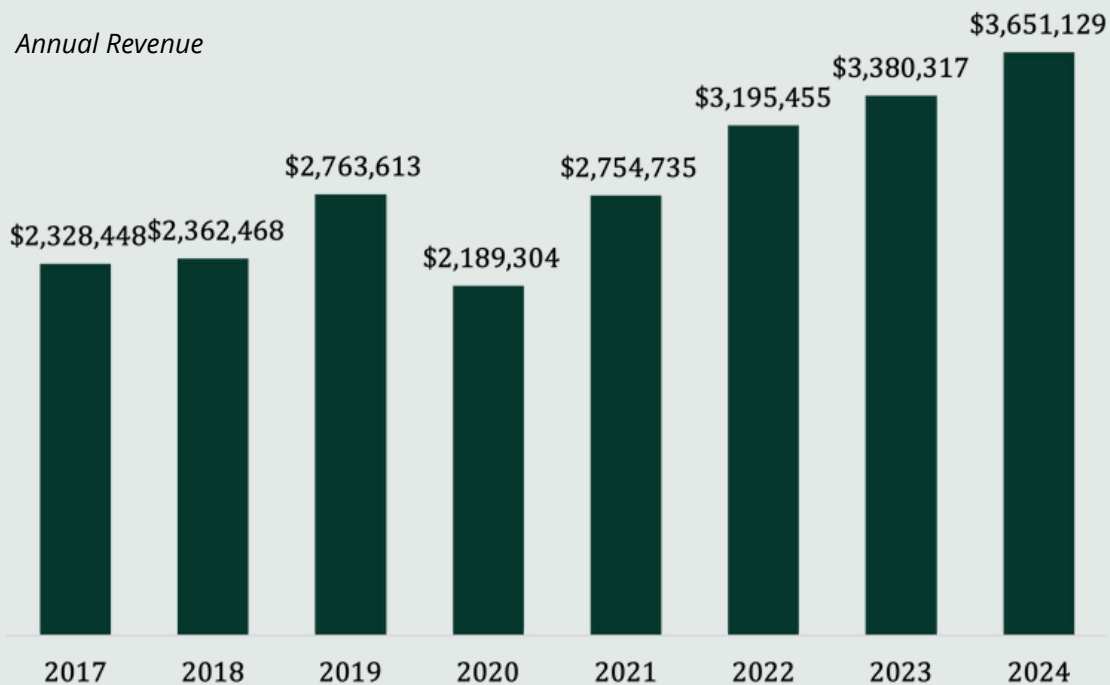
Monthly Sales Tax in Longview City and Gregg County (Apr 2019 - Apr 2025)

3-month moving average (April 2019 - April 2025)



Hotel Occupancy Tax Revenue in Longview City (2017 - 2024)

Annual Revenue



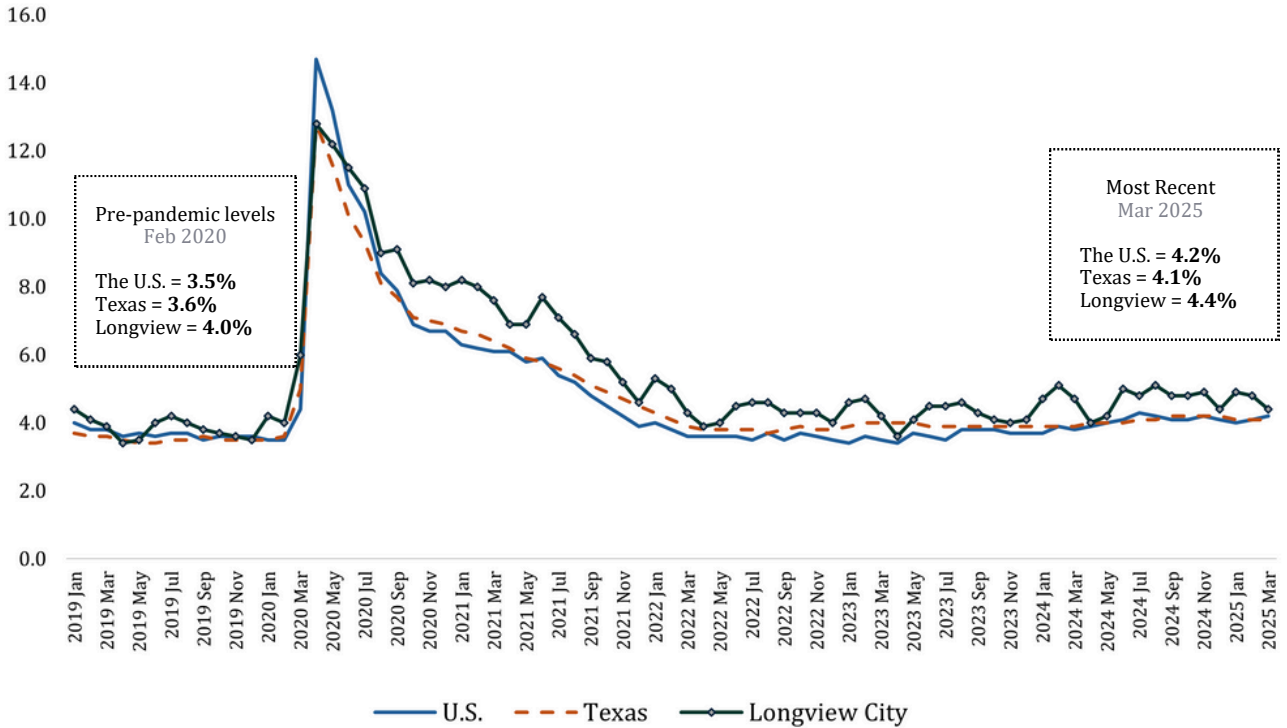
Source: Texas Comptrollers

Labor Market Drivers

14

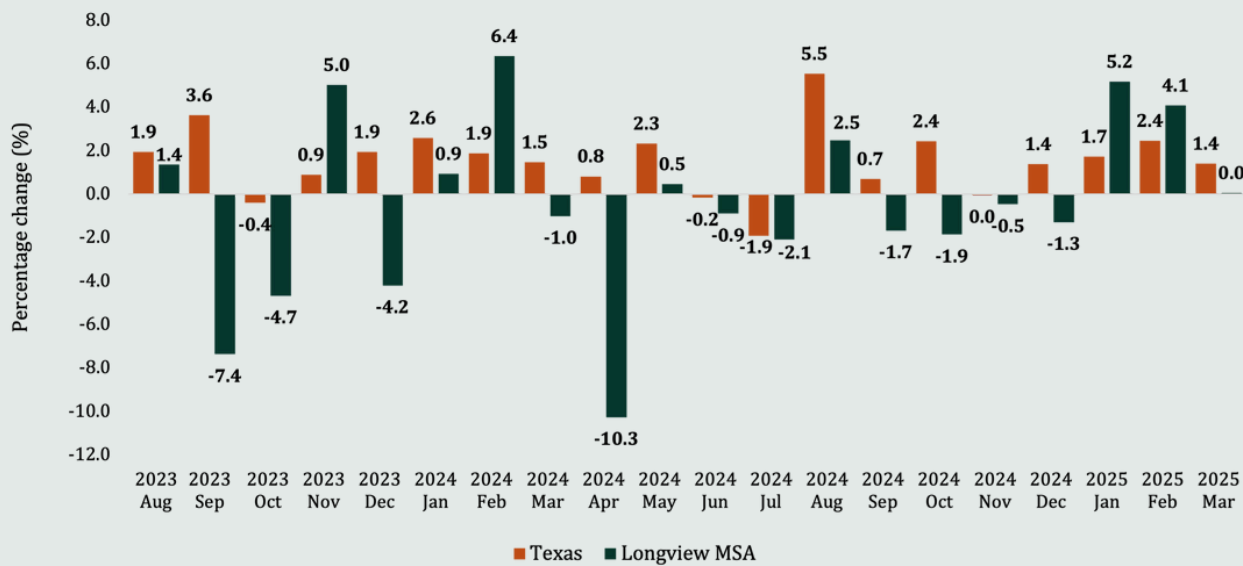
Unemployment Rate in the U.S., Texas and Longview City (Jan 2019 - Feb 2025)

1-Month Percent Change (%)



Monthly Employment Growth in Texas and Longview MSA (Aug 2023-Mar 2025)

Annualized Percentage Change (%)



YTD Jobs Added
(Jan 2025 - Mar 2025)

522,000

United States

65,693

Texas

922

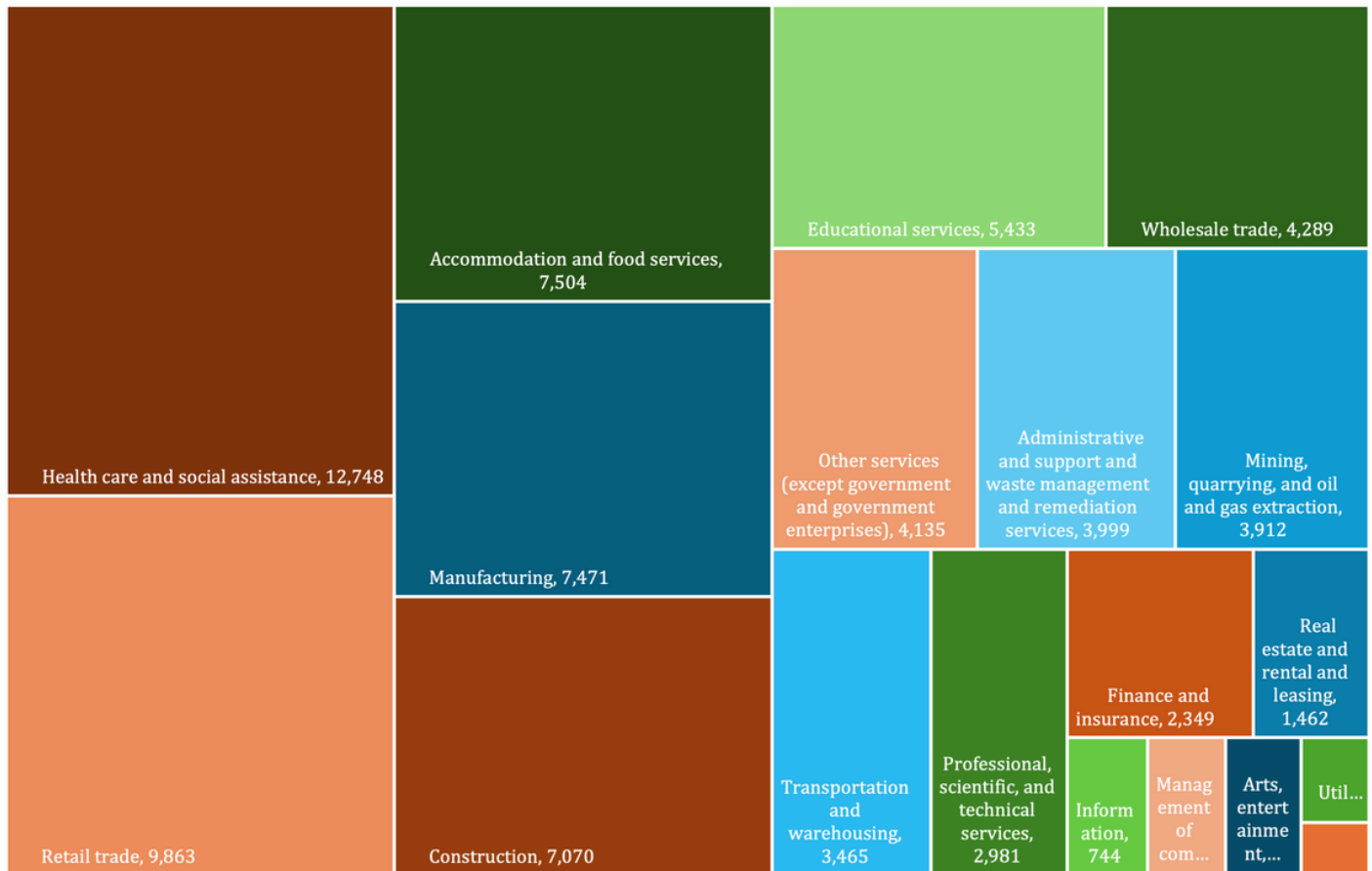
Longview MSA

Labor Market Drivers

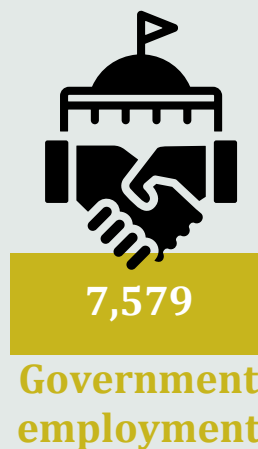
15

Employment by Industry in Gregg County (2023)

Annual Estimates



Number of Jobs in Gregg County (2024 Q3)



Labor Market Drivers

16

Employment by Industry in Longview MSA (2023)

Annual Estimates



Number of Jobs in Longview MSA (2024 Q3)



Labor Market Drivers

17

The most demanded occupations

Occupation	Job Postings
Registered Nurses	1,307
First-Line Supervisors of Retail Sales Workers	962
Retail Salespersons	853
Medical and Health Services Managers	701
Stockers and Order Fillers	656

Occupation	Job Postings
Maintenance and Repair Workers, General	587
Heavy and Tractor-Trailer Truck Drivers	566
First-Line Supervisors of Food Preparation and Serving Workers	512
Radiologic Technologists and Technicians	429
Fast Food and Counter Workers	425

82%

Full-Time Jobs

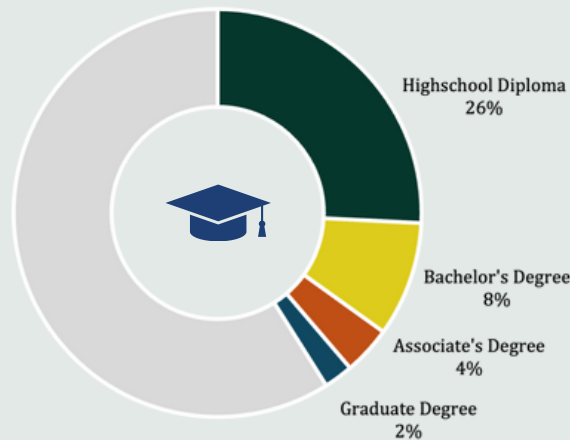
18%

Part-Time Jobs

3%

Remote Jobs

Unspecified/Other
59%



Soft Skills

- Communication (Verbal and written skills)
- Cooperative/Team Player
- Customer Service

Hard Skills

- Ability to Lift 41-50 lbs.
- Microsoft Office
- Ability to Lift 51-100 lbs.

Employers	Job Postings
Christus Health	1,364
Region 7 Education Center	384
Thrive Skilled Pediatric Care LLC	382
AlliedTravelCareers	343
AtWork	328

Programs	Job Postings
Nursing	534
Engineering	311
Business	274
Accounting	190
Business Administration	190



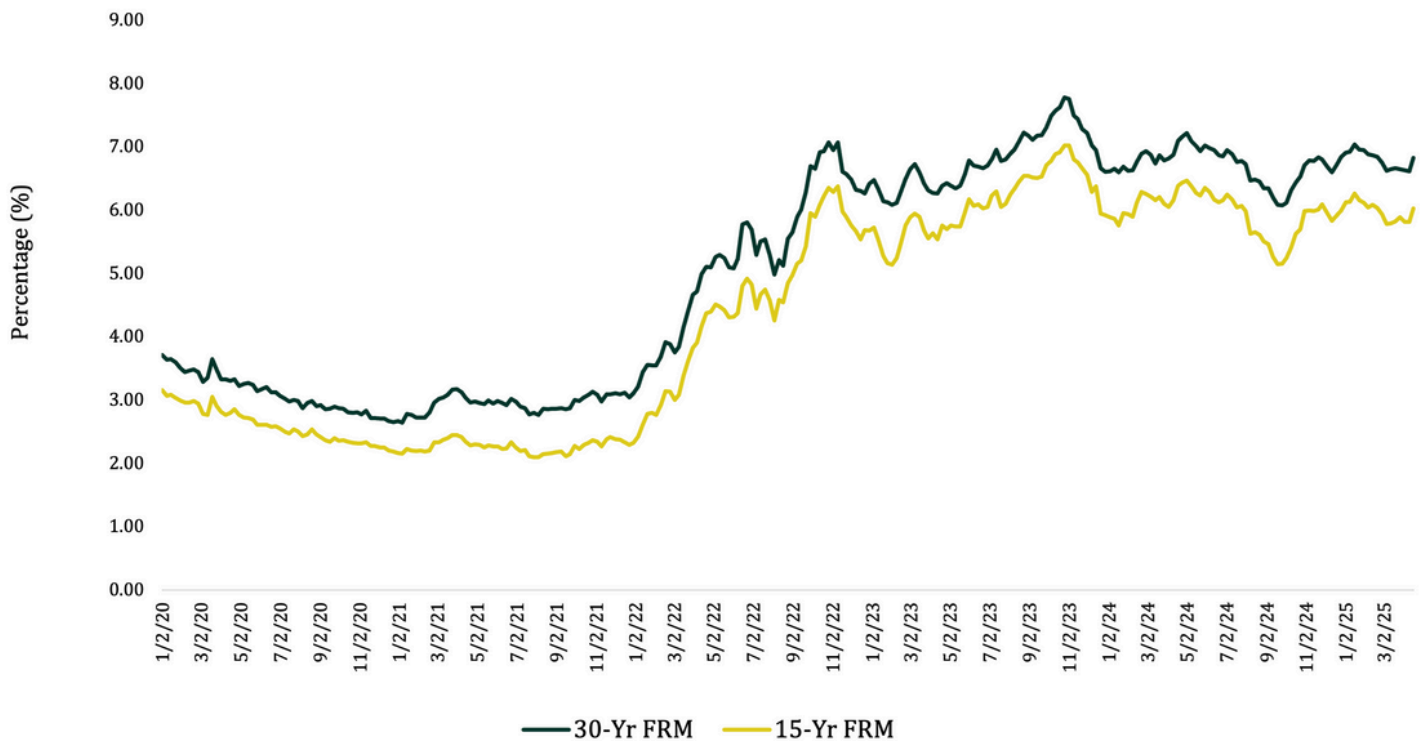
Source: Chmura Economics & Analytics. Job Posting Situation
(May 01, 2024 - April 24, 2025)

Housing Market Drivers

18

Mortgage Rates in the United States

Weekly Averages as of 04/17/2025



Source: FreddieMac

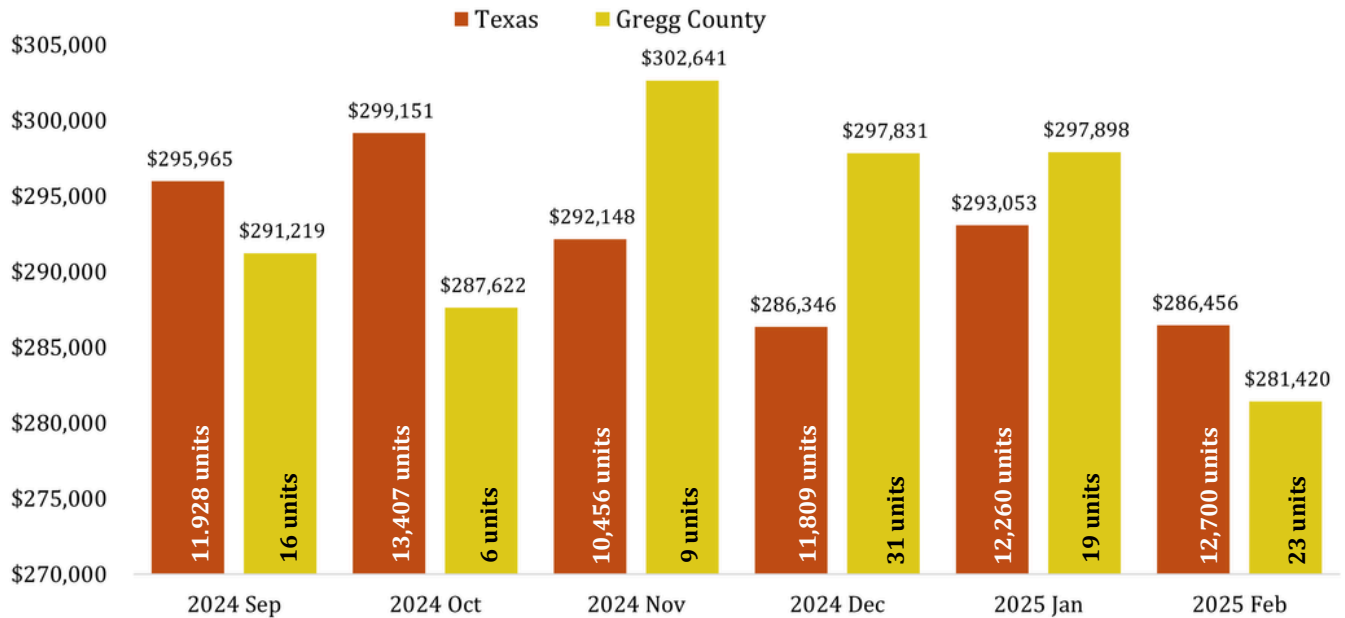
	<i>30 yr FMR</i> (10/17/2025)	<i>15 yr FMR</i> (10/17/2025)
Most recent values	6.83%	6.03%
	<i>30 yr FMR</i> (01/07/2021)	<i>15 yr FMR</i> (07/29/2021)
Minimum values	2.65%	2.10%
	<i>30 yr FMR</i> (10/26/2023)	<i>15 yr FMR</i> (10/26/2023)
Maximum values	7.79%	7.03%

Housing Market Drivers

19

Single Family

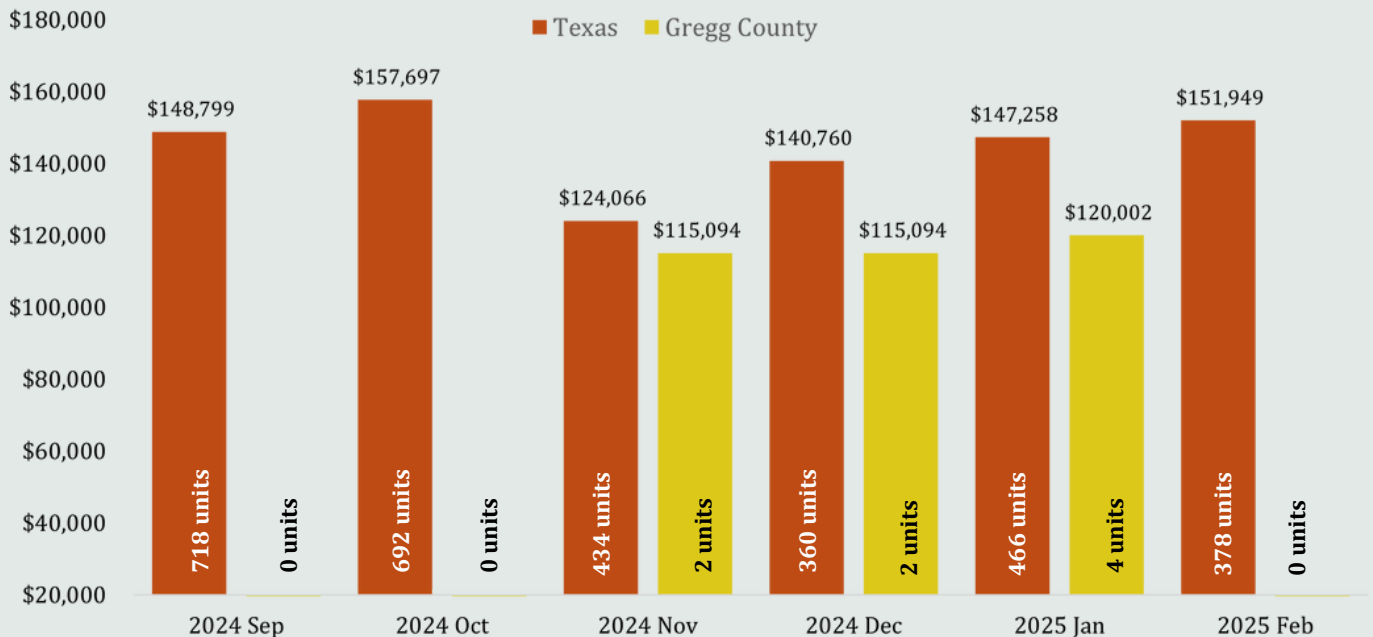
Average value per dwelling unit



Monthly Building Permits by Type (Sep 2024-Feb 2025)

2-Family

Average value per dwelling unit

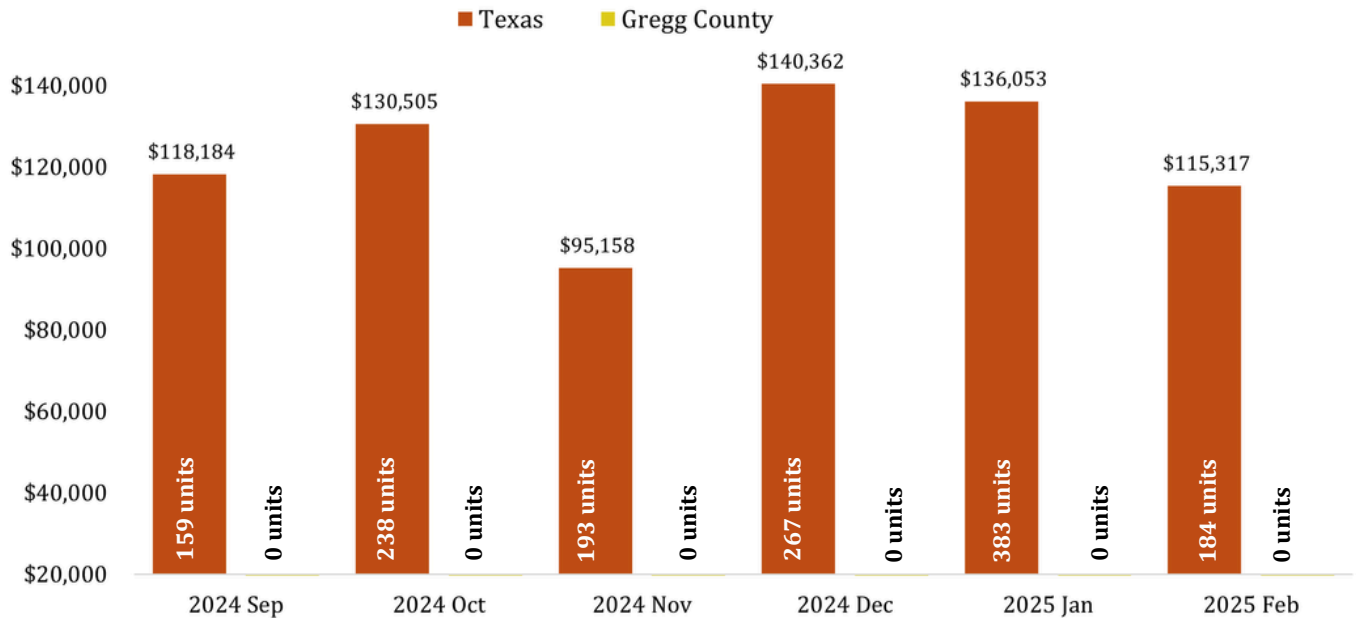


Housing Market Drivers

20

3-4 Family

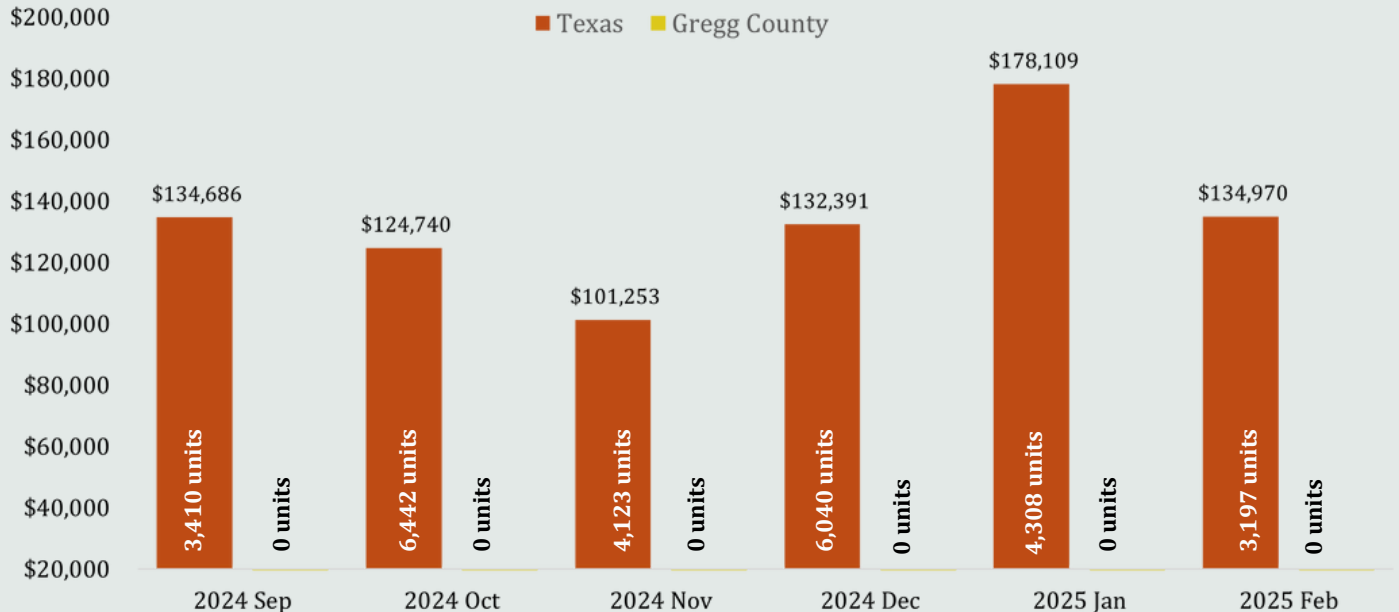
Average value per dwelling unit



Monthly Building Permits by Type (Sep 2024-Feb 2025)

5+ Family

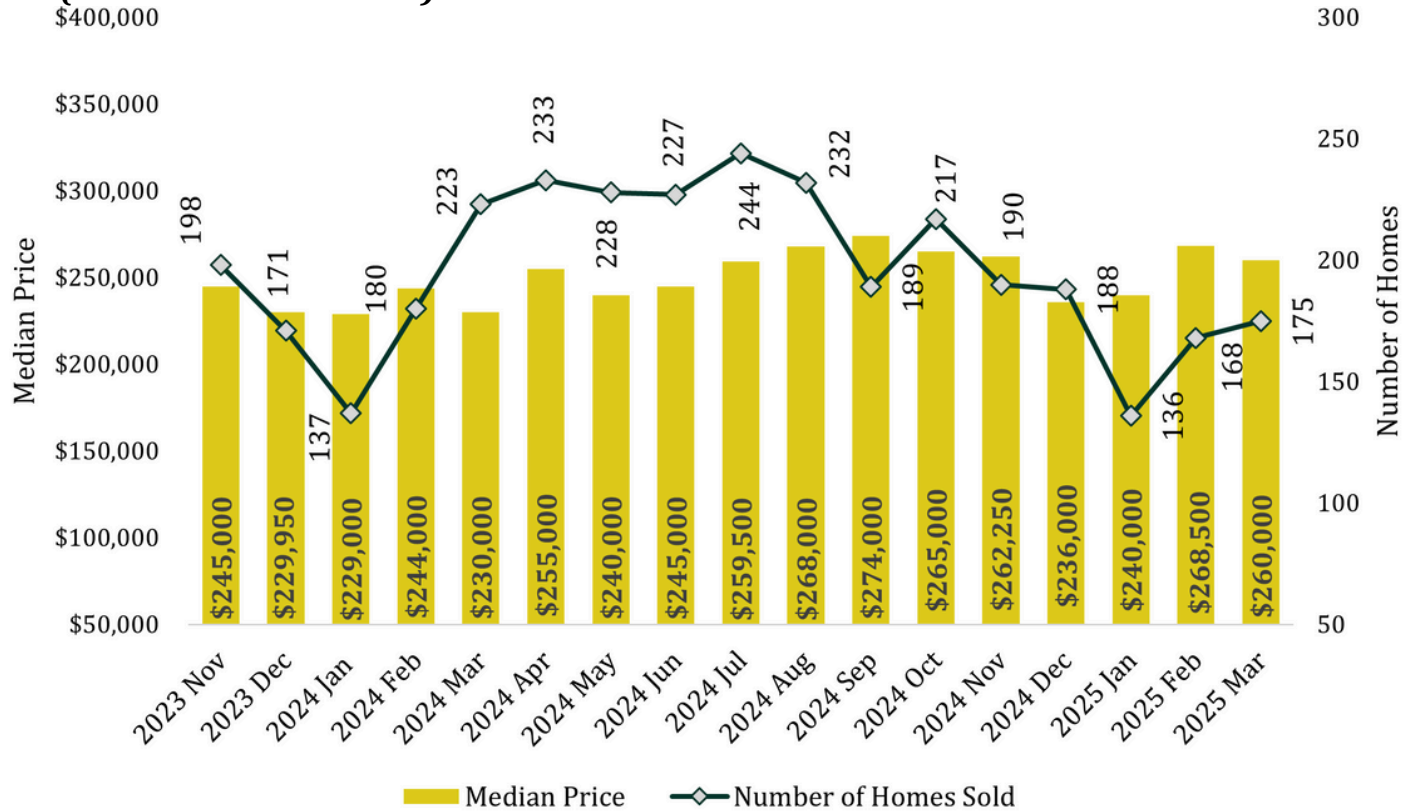
Average value per dwelling unit



Housing Market Drivers

21

Monthly Median Sales Prices and Number of Homes Sold in Longview MSA (Nov 2023 - Mar 2025)



Active Units (Listing)

Homes listed (Mar 2025)

1,188

Average Sales Price

Homes Prices (Mar 2025)

\$286,413

Months Inventory

Homes on inventory (Mar 2025)

5.87

Median Sales Price

Homes Prices (Mar 2025)

\$260,000

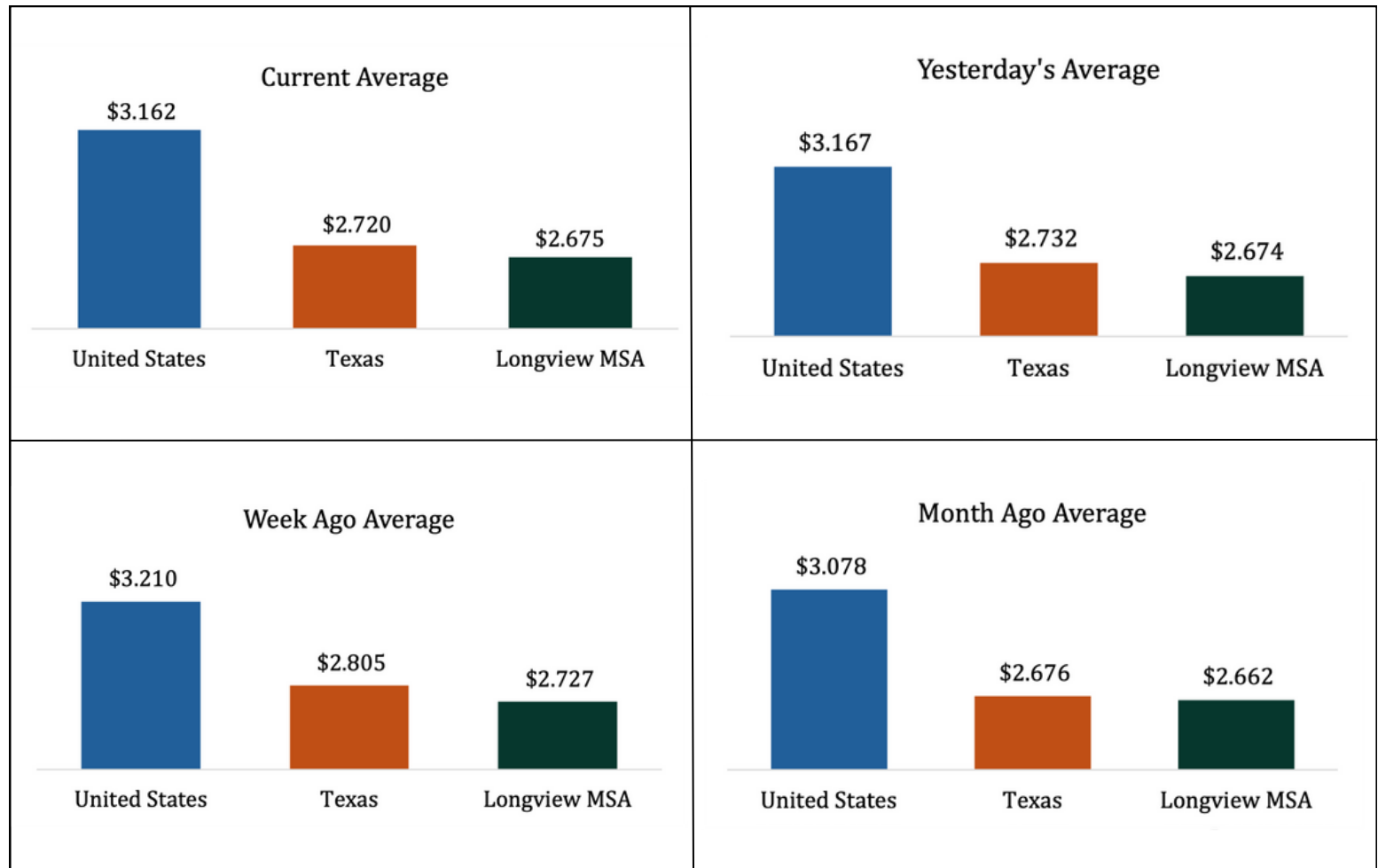


Gasoline & Diesel Prices

22

Regular

Prices as of 04/18/2025



Year Ago Average



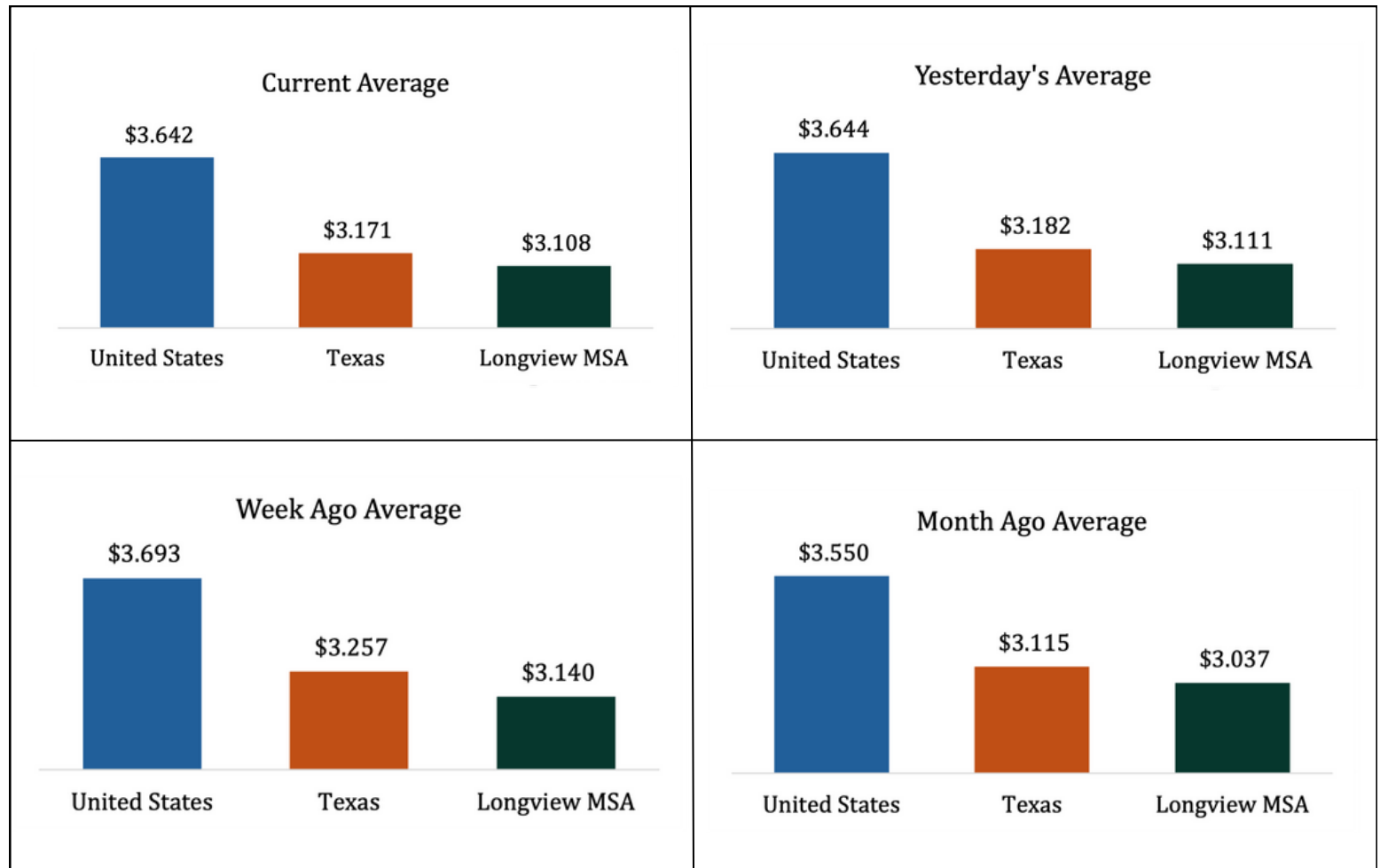
Source: 2025 AAA Gas Prices.

Gasoline & Diesel Prices

23

Mid-Grade

Prices as of 04/18/2025



Year Ago Average



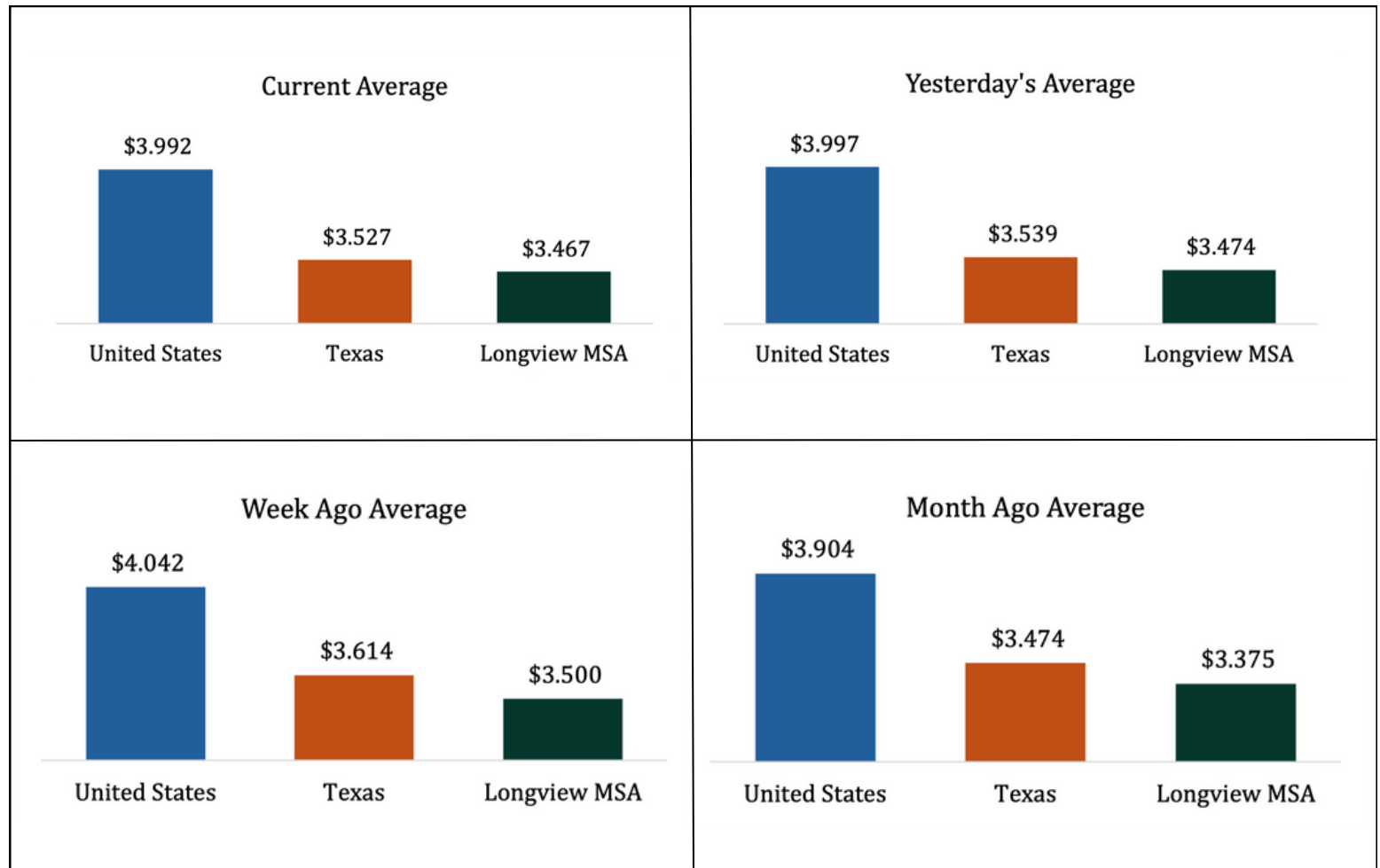
Source: 2025 AAA Gas Prices.

Gasoline & Diesel Prices

24

Premium

Prices as of 04/18/2025



Year Ago Average



Source: 2025 AAA Gas Prices.

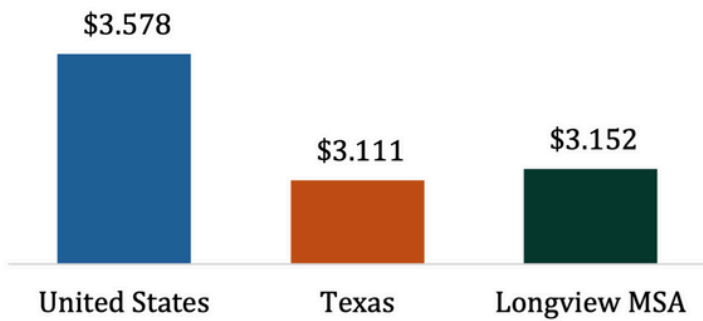
Gasoline & Diesel Prices

25

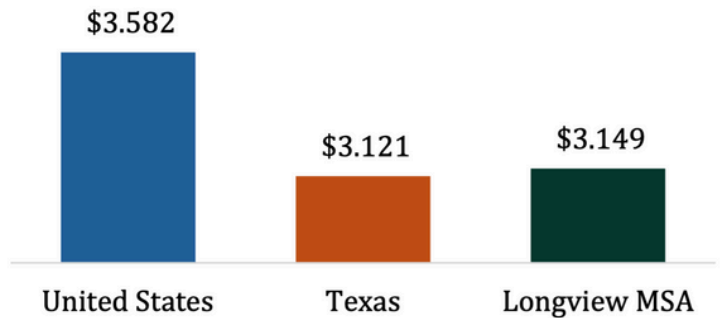
Diesel

Prices as of 04/18/2025

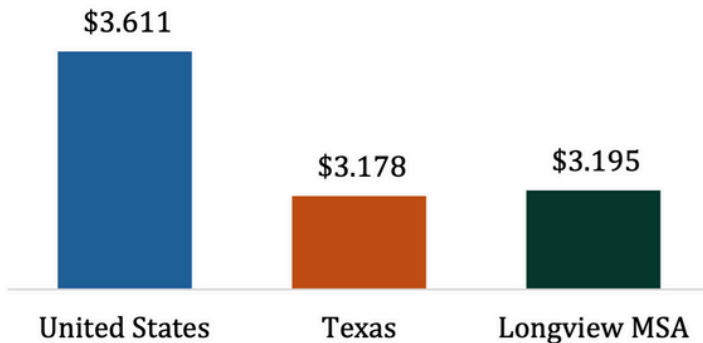
Current Average



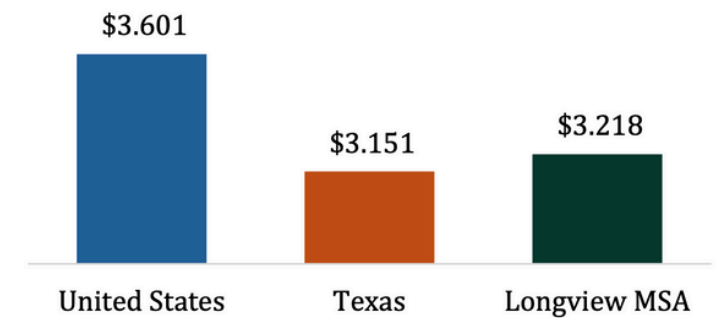
Yesterday's Average



Week Ago Average



Month Ago Average



Year Ago Average



Source: 2025 AAA Gas Prices.

LONGVIEW DATA DASHBOARD

Data Sources

Demographic variables

U.S. Census Bureau. 2022 ACS 5-year estimates.
<https://data.census.gov/>

Gross Domestic Product variables

Bureau of Economic Activity. Gross Domestic Product.
<https://www.bea.gov/data/gdp/gross-domestic-product>

Cost of Living variables

Council for Community and Economic Research.
<https://www.coli.org/>

Taxes variables

Texas Comptroller.
<https://comptroller.texas.gov/taxes/sales/>

Labor Market variables

Bureau of Labor Statistics. <https://www.bls.gov/>
Chmura Economics and Analytics.
<https://www.chmura.com/software>

Housing Market variables

Freddie Mac. <https://www.freddiemac.com/>
Greater Tyler Association of REALTORS® | GTAR .
<https://www.gtar.com/>
Burns Commercial Properties.
<https://burns-commercial.com/tyler-tx-commercial-real-estate-market-trends/>
Texas Real Estate Research Center
<https://trerc.tamu.edu/>

Gasoline and Diesel variables

AAA Gas Prices. <https://gasprices.aaa.com/>



LONGVIEW DATA DASHBOARD

A collaborative effort by the team:



President / CEO

Wayne Mansfield

Vice President, Economic Development

Heather Malone

<https://longviewusa.com/>



UT Tyler
HIBBS INSTITUTE

Acting Director and Senior Research Analyst

Manuel Reyes, D.E.D.

Junior Research Analyst

Cecilia Cuellar, Ph.D.

Research Assistant

Pedro Gallardo-Toledo

<https://www.utt Tyler.edu/hibbs-institute/>