



The**Retail**Coach®

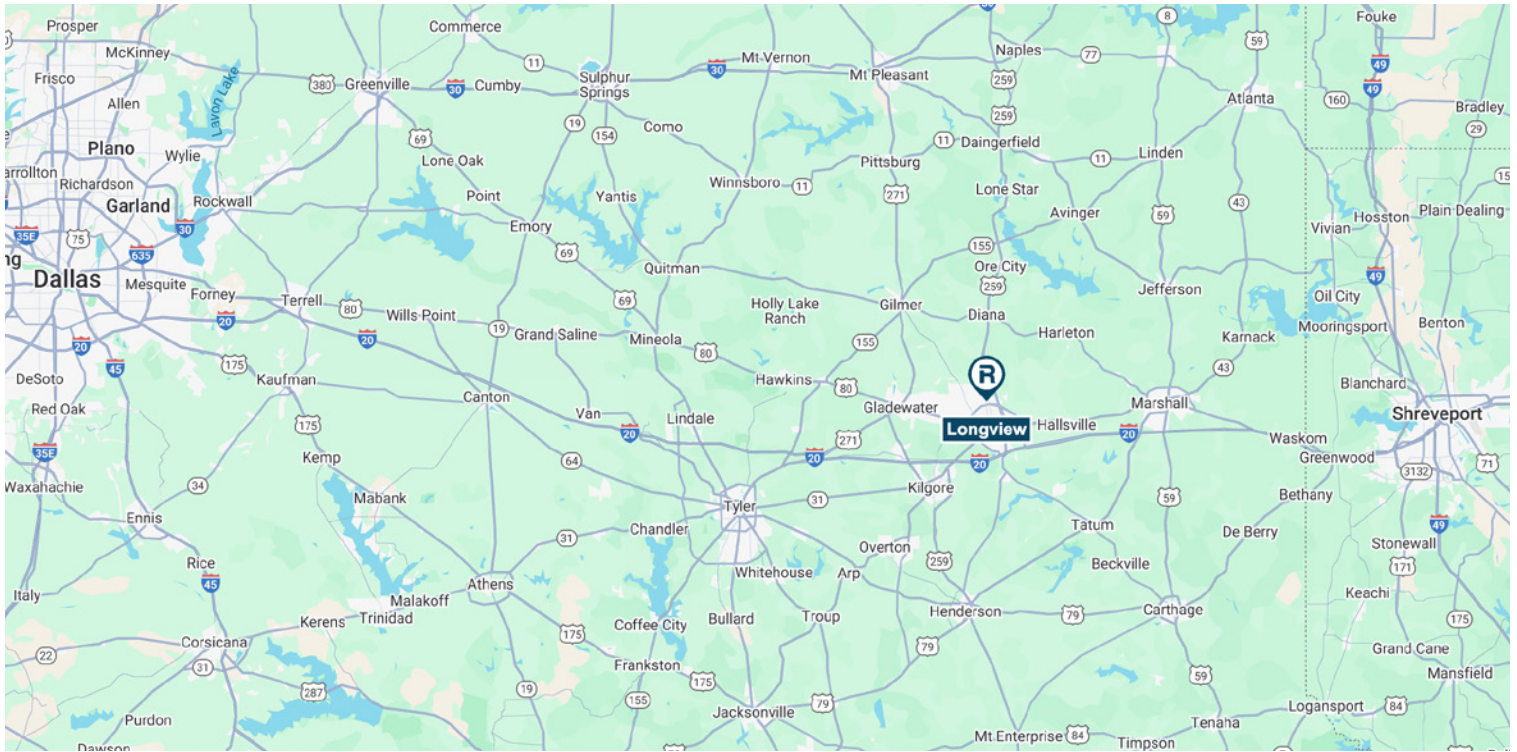
Community Demographic Profile

LONGVIEW, TEXAS

Prepared for Longview Economic Development Corporation
January 2025

Community • Demographic Snapshot

Longview, Texas



Population

2020	81,638
2025	84,592
2030	88,051

Educational Attainment (%)

Graduate or Professional Degree	8.41%
Bachelors Degree	14.99%
Associate Degree	8.92%
Some College	26.07%
High School Graduate (or GED)	28.78%
Some High School, No Degree	7.26%
Less than 9th Grade	5.58%

Income

Average HH	\$83,479
Median HH	\$62,364
Per Capita	\$33,937

Age

0 - 9 Years	13.42%
10 - 17 Years	11.25%
18 - 24 Years	10.54%
25 - 34 Years	13.73%
35 - 44 Years	12.80%
45 - 54 Years	10.97%
55 - 64 Years	10.67%
65 and Older	16.61%
Median Age	35.79
Average Age	38.10

Race Distribution (%)

White	52.37%
Black/African American	23.62%
American Indian/Alaskan	0.66%
Asian	1.60%
Native Hawaiian/Islander	0.07%
Other Race	11.18%
Two or More Races	10.51%
Hispanic	22.79%



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Community • Demographic Profile

Longview, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	88,051	
2025 Estimate	84,592	
2020 Census	81,638	
2010 Census	79,466	
Growth 2025 - 2030		4.09%
Growth 2020 - 2025		3.62%
Growth 2010 - 2020		2.73%
2025 Est. Population by Single-Classification Race	84,592	
White Alone	44,304	52.37%
Black or African American Alone	19,983	23.62%
Amer. Indian and Alaska Native Alone	555	0.66%
Asian Alone	1,352	1.60%
Native Hawaiian and Other Pacific Island Alone	56	0.07%
Some Other Race Alone	9,454	11.18%
Two or More Races	8,888	10.51%
2025 Est. Population by Hispanic or Latino Origin	84,592	
Not Hispanic or Latino	65,316	77.21%
Hispanic or Latino	19,276	22.79%
Mexican	16,921	87.78%
Puerto Rican	379	1.97%
Cuban	80	0.42%
All Other Hispanic or Latino	1,896	9.84%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	19,276	
White Alone	4,092	21.23%
Black or African American Alone	242	1.25%
American Indian and Alaska Native Alone	297	1.54%
Asian Alone	19	0.10%
Native Hawaiian and Other Pacific Islander Alone	9	0.05%
Some Other Race Alone	9,239	47.93%
Two or More Races	5,378	27.90%
2025 Est. Pop by Race, Asian Alone, by Category	1,352	
Chinese, except Taiwanese	149	11.02%
Filipino	112	8.28%
Japanese	32	2.37%
Asian Indian	224	16.57%
Korean	119	8.80%
Vietnamese	250	18.49%
Cambodian	119	8.80%
Hmong	4	0.30%
Laotian	15	1.11%
Thai	104	7.69%
All Other Asian Races Including 2+ Category	224	16.57%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	84,592	
Arab	345	0.41%
Czech	510	0.60%
Danish	147	0.17%
Dutch	520	0.62%
English	6,816	8.06%
French (except Basque)	1,362	1.61%
French Canadian	205	0.24%
German	5,575	6.59%
Greek	40	0.05%
Hungarian	11	0.01%
Irish	6,633	7.84%
Italian	1,384	1.64%
Lithuanian	25	0.03%
United States or American	7,061	8.35%
Norwegian	235	0.28%
Polish	378	0.45%
Portuguese	31	0.04%
Russian	96	0.11%
Scottish	1,612	1.91%
Scotch-Irish	598	0.71%
Slovak	18	0.02%
Subsaharan African	545	0.64%
Swedish	257	0.30%
Swiss	41	0.05%
Ukrainian	7	0.01%
Welsh	314	0.37%
West Indian (except Hisp. groups)	49	0.06%
Other ancestries	36,648	43.32%
Ancestry Unclassified	13,129	15.52%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	64,285	81.33%
Speak Asian/Pacific Island Language at Home	480	0.61%
Speak IndoEuropean Language at Home	806	1.02%
Speak Spanish at Home	13,204	16.70%
Speak Other Language at Home	271	0.34%

Community • Demographic Profile

Longview, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	84,592	
Age 0 - 4	5,546	6.56%
Age 5 - 9	5,810	6.87%
Age 10 - 14	5,989	7.08%
Age 15 - 17	3,530	4.17%
Age 18 - 20	4,086	4.83%
Age 21 - 24	4,833	5.71%
Age 25 - 34	11,615	13.73%
Age 35 - 44	10,826	12.80%
Age 45 - 54	9,278	10.97%
Age 55 - 64	9,026	10.67%
Age 65 - 74	7,958	9.41%
Age 75 - 84	4,382	5.18%
Age 85 and over	1,713	2.02%
Age 16 and over	66,077	78.11%
Age 18 and over	63,717	75.32%
Age 21 and over	59,631	70.49%
Age 65 and over	14,053	16.61%
2025 Est. Median Age		35.79
2025 Est. Average Age		38.10
2025 Est. Population by Sex	84,592	
Male	41,345	48.88%
Female	43,247	51.12%
2025 Est. Male Population by Age	41,345	
Age 0 - 4	2,839	6.87%
Age 5 - 9	2,992	7.24%
Age 10 - 14	3,048	7.37%
Age 15 - 17	1,808	4.37%
Age 18 - 20	2,202	5.33%
Age 21 - 24	2,558	6.19%
Age 25 - 34	5,713	13.82%
Age 35 - 44	5,334	12.90%
Age 45 - 54	4,506	10.90%
Age 55 - 64	4,345	10.51%
Age 65 - 74	3,636	8.79%
Age 75 - 84	1,804	4.36%
Age 85 and over	560	1.35%
2025 Est. Median Age, Male		34.11
2025 Est. Average Age, Male		36.70
2025 Est. Female Population by Age	43,247	
Age 0 - 4	2,707	6.26%
Age 5 - 9	2,818	6.52%
Age 10 - 14	2,941	6.80%
Age 15 - 17	1,722	3.98%
Age 18 - 20	1,884	4.36%
Age 21 - 24	2,275	5.26%
Age 25 - 34	5,902	13.65%
Age 35 - 44	5,492	12.70%
Age 45 - 54	4,772	11.03%
Age 55 - 64	4,681	10.82%
Age 65 - 74	4,322	9.99%
Age 75 - 84	2,578	5.96%
Age 85 and over	1,153	2.67%
2025 Est. Median Age, Female		37.42
2025 Est. Average Age, Female		39.50

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,111	35.85%
Males, Never Married	12,676	18.85%
Females, Never Married	11,435	17.00%
Married, Spouse present	27,006	40.16%
Married, Spouse absent	4,023	5.98%
Widowed	4,072	6.05%
Males Widowed	824	1.22%
Females Widowed	3,248	4.83%
Divorced	8,035	11.95%
Males Divorced	3,271	4.86%
Females Divorced	4,764	7.08%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,055	5.58%
Some High School, no diploma	3,979	7.26%
High School Graduate (or GED)	15,770	28.78%
Some College, no degree	14,285	26.07%
Associate Degree	4,889	8.92%
Bachelor's Degree	8,212	14.99%
Master's Degree	3,359	6.13%
Professional School Degree	698	1.27%
Doctorate Degree	551	1.01%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,431	34.94%
High School Graduate	2,925	29.79%
Some College or Associate's Degree	2,419	24.63%
Bachelor's Degree or Higher	1,045	10.64%
Households		
2030 Projection	34,769	
2025 Estimate	33,265	
2020 Census	31,909	
2010 Census	30,129	
Growth 2025 - 2030		4.52%
Growth 2020 - 2025		4.25%
Growth 2010 - 2020		5.91%
2025 Est. Households by Household Type	33,265	
Family Households	21,231	63.82%
Nonfamily Households	12,034	36.18%
2025 Est. Group Quarters Population	2,765	
2025 Households by Ethnicity, Hispanic/Latino	5,391	

Community • Demographic Profile

Longview, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	33,265	
Income < \$15,000	3,473	10.44%
Income \$15,000 - \$24,999	2,912	8.75%
Income \$25,000 - \$34,999	2,886	8.68%
Income \$35,000 - \$49,999	4,019	12.08%
Income \$50,000 - \$74,999	6,445	19.37%
Income \$75,000 - \$99,999	4,347	13.07%
Income \$100,000 - \$124,999	2,632	7.91%
Income \$125,000 - \$149,999	2,212	6.65%
Income \$150,000 - \$199,999	2,337	7.03%
Income \$200,000 - \$249,999	906	2.72%
Income \$250,000 - \$499,999	833	2.50%
Income \$500,000+	263	0.79%
2025 Est. Average Household Income		\$83,479
2025 Est. Median Household Income		\$62,364
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$70,690
Black or African American Alone		\$43,988
American Indian and Alaska Native Alone		\$42,481
Asian Alone		\$98,001
Native Hawaiian and Other Pacific Islander Alone		\$43,378
Some Other Race Alone		\$58,274
Two or More Races		\$61,749
Hispanic or Latino		\$61,070
Not Hispanic or Latino		\$62,679
2025 Est. HH by Type and Presence of Own Child.	33,265	
Family Households with Children	9,500	28.56%
Family Households without Children	23,765	71.44%
Married-Couple Families	13,488	40.55%
Married-Couple Family, own children	5,355	16.10%
Married-Couple Family, no own children	8,133	24.45%
Cohabiting-Couple Families	2,295	6.90%
Cohabiting-Couple Family, own children	901	2.71%
Cohabiting-Couple Family, no own children	1,394	4.19%
Male Householder Families	6,212	18.67%
Male Householder, own children	464	1.39%
Male Householder, no own children	575	1.73%
Male Householder, only Nonrelatives	701	2.11%
Male Householder, Living Alone	4,472	13.44%
Female Householder Families	11,270	33.88%
Female Householder, own children	2,780	8.36%
Female Householder, no own children	2,178	6.55%
Female Householder, only Nonrelatives	296	0.89%
Female Householder, Living Alone	6,016	18.08%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	33,265	
1-person	10,031	30.16%
2-person	10,655	32.03%
3-person	5,206	15.65%
4-person	3,873	11.64%
5-person	2,129	6.40%
6-person	902	2.71%
7-or-more-person	469	1.41%
2025 Est. Average Household Size		2.46
2025 Est. Households by Number of Vehicles	33,265	
No Vehicles	2,014	6.05%
1 Vehicle	12,751	38.33%
2 Vehicles	12,741	38.30%
3 Vehicles	3,887	11.69%
4 Vehicles	1,136	3.41%
5 or more Vehicles	736	2.21%
2025 Est. Average Number of Vehicles		1.8
Family Households		
2030 Projection	22,188	
2025 Estimate	21,231	
2020 Estimate	20,378	
2010 Census	19,857	
Growth 2025 - 2030		4.51%
Growth 2020 - 2025		4.19%
Growth 2010 - 2020		2.62%
2025 Est. Families by Poverty Status	21,231	
2025 Families at or Above Poverty	18,546	87.35%
2025 Families at or Above Poverty with Children	9,405	44.30%
2025 Families Below Poverty	2,685	12.65%
2025 Families Below Poverty with Children	2,232	10.51%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	38,779	58.69%
Civilian Labor Force, Unemployed	1,544	2.34%
Armed Forces	17	0.03%
Not in Labor Force	25,737	38.95%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	28,168	71.08%
Non-Profit Private Workers	3,206	8.09%
Local Government Workers	849	2.14%
State Government Workers	1,615	4.08%
Federal Government Workers	2,391	6.03%
Self-Employed Workers	3,360	8.48%
Unpaid Family Workers	37	0.09%

Community • Demographic Profile

Longview, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	725	1.83%
Arts/Entertainment/Sports	462	1.17%
Building Grounds Maintenance	1,564	3.95%
Business/Financial Operations	2,335	5.89%
Community/Social Services	666	1.68%
Computer/Mathematical	433	1.09%
Construction/Extraction	1,935	4.88%
Education/Training/Library	1,670	4.21%
Farming/Fishing/Forestry	111	0.28%
Food Prep/Serving	2,149	5.42%
Health Practitioner/Technician	2,132	5.38%
Healthcare Support	1,153	2.91%
Maintenance Repair	1,130	2.85%
Legal	381	0.96%
Life/Physical/Social Science	301	0.76%
Management	3,365	8.49%
Office/Admin. Support	4,723	11.92%
Production	3,703	9.35%
Protective Services	992	2.50%
Sales/Related	4,558	11.50%
Personal Care/Service	1,066	2.69%
Transportation/Moving	4,072	10.28%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	21,751	54.89%
Blue Collar	10,840	27.36%
Service and Farm	7,035	17.75%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	32,351	82.43%
Car Pooled	4,165	10.61%
Public Transportation	83	0.21%
Walked	579	1.48%
Bicycle	100	0.26%
Other Means	173	0.44%
Worked at Home	1,795	4.57%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,275	
15 - 29 Minutes	13,797	
30 - 44 Minutes	4,073	
45 - 59 Minutes	800	
60 or more Minutes	2,530	
2025 Est. Avg Travel Time to Work in Minutes		22
2025 Est. Occupied Housing Units by Tenure	33,265	
Owner Occupied	17,996	54.10%
Renter Occupied	15,269	45.90%
2025 Owner Occ. HUs: Avg. Length of Residence		16.30 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.30 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	17,996	
Value Less than \$20,000	612	3.40%
Value \$20,000 - \$39,999	211	1.17%
Value \$40,000 - \$59,999	324	1.80%
Value \$60,000 - \$79,999	706	3.92%
Value \$80,000 - \$99,999	1,124	6.25%
Value \$100,000 - \$149,999	2,315	12.86%
Value \$150,000 - \$199,999	2,927	16.26%
Value \$200,000 - \$299,999	4,762	26.46%
Value \$300,000 - \$399,999	2,834	15.75%
Value \$400,000 - \$499,999	1,142	6.35%
Value \$500,000 - \$749,999	556	3.09%
Value \$750,000 - \$999,999	214	1.19%
Value \$1,000,000 or \$1,499,999	209	1.16%
Value \$1,500,000 or \$1,999,999	40	0.22%
Value \$2,000,000+	20	0.11%
2025 Est. Median All Owner-Occupied Housing Value		\$214,284
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	22,816	62.40%
1 Unit Attached	1,129	3.09%
2 Units	2,188	5.98%
3 or 4 Units	2,042	5.58%
5 to 19 Units	4,012	10.97%
20 to 49 Units	1,162	3.18%
50 or More Units	1,884	5.15%
Mobile Home or Trailer	1,328	3.63%
Boat, RV, Van, etc.	1	0.00%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,507	4.12%
Housing Units Built 2010 to 2019	3,036	8.30%
Housing Units Built 2000 to 2009	3,306	9.04%
Housing Units Built 1990 to 1999	3,319	9.08%
Housing Units Built 1980 to 1989	6,013	16.45%
Housing Units Built 1970 to 1979	7,939	21.71%
Housing Units Built 1960 to 1969	5,050	13.81%
Housing Units Built 1950 to 1959	4,289	11.73%
Housing Units Built 1940 to 1949	1,208	3.30%
Housing Unit Built 1939 or Earlier	895	2.45%
2025 Est. Median Year Structure Built		1979

[†] Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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®

ACKNOWLEDGMENTS

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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