



The **Retail** Coach.®

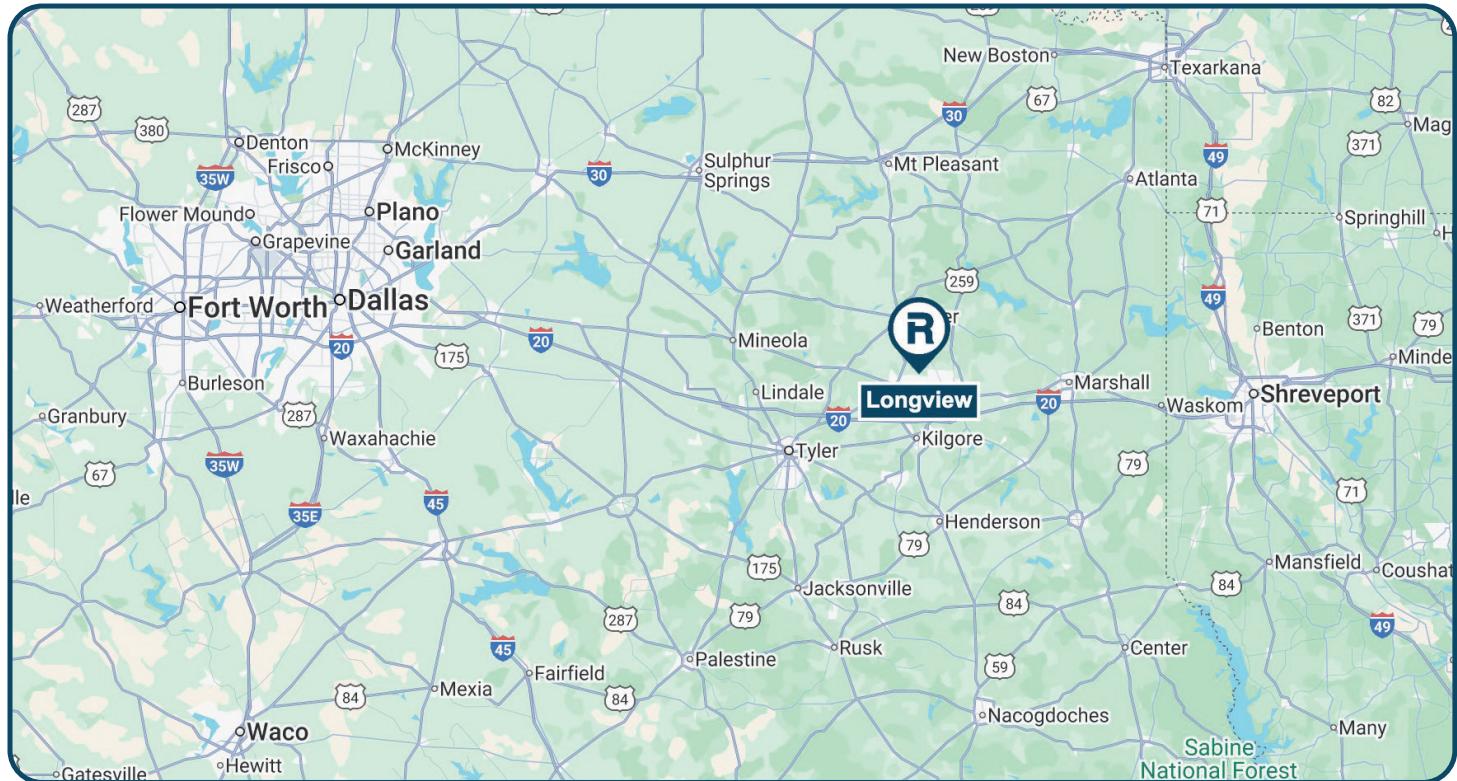
COMMUNITY DEMOGRAPHIC PROFILE

LONGVIEW, TEXAS

PREPARED FOR LONGVIEW ECONOMIC DEVELOPMENT CORPORATION
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DEMOGRAPHIC SNAPSHOT

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Population

2020	81,638
2026	83,660
2031	85,612



Age

0-9 Years	13.46%
10 - 17 Years	11.24%
18 - 24 Years	10.52%
25 - 34 Years	13.52%
35 - 44 Years	12.84%
45 - 54 Years	11.11%
55 - 64 Years	10.43%
65 and Older	16.87%
Median Age	35.95
Average Age	38.20



Educational Attainment (%)

Graduate or Professional Degree	7.72%
Bachelors Degree	14.52%
Associate Degree	10.72%
Some College	28.35%
High School Graduate (GED)	26.23%
Some High School, No Degree	5.56%
Less than 9th Grade	6.91%

Race Distribution

White	51.60%
Black/African American	23.79%
American Indian/Alaskan	0.66%
Asian	1.70%
Native Hawaiian/Islander	0.06%
Other Race	11.27%
Two or More Races	10.92%
Hispanic	22.96%
Non-Hispanic	77.04%

Income



Average HH	\$91,417
Median HH	\$66,966
Per Capita	\$37,208

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	85,612	
2026 Estimate	83,660	
2020 Census	81,638	
2010 Census	79,466	
Growth 2026 - 2031		2.33%
Growth 2020 - 2026		2.48%
Growth 2010 - 2020		2.73%
2026 Est. Population by Single-Classification Race	83,660	
White Alone	43,168	51.60%
Black or African American Alone	19,905	23.79%
Amer. Indian and Alaska Native Alone	550	0.66%
Asian Alone	1,424	1.70%
Native Hawaiian and Other Pacific Island Alone	49	0.06%
Some Other Race Alone	9,428	11.27%
Two or More Races	9,136	10.92%
2026 Est. Population by Hispanic or Latino Origin	83,660	
Not Hispanic or Latino	64,452	77.04%
Hispanic or Latino	19,208	22.96%
Mexican	17,165	89.36%
Puerto Rican	251	1.31%
Cuban	113	0.59%
All Other Hispanic or Latino	1,679	8.74%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	19,208	
White Alone	4,058	21.13%
Black or African American Alone	242	1.26%
American Indian and Alaska Native Alone	301	1.57%
Asian Alone	19	0.10%
Native Hawaiian and Other Pacific Islander Alone	9	0.05%
Some Other Race Alone	9,217	47.99%
Two or More Races	5,362	27.91%
2026 Est. Pop by Race, Asian Alone, by Category	1,424	
Chinese, except Taiwanese	91	6.39%
Filipino	45	3.16%
Japanese	3	0.21%
Asian Indian	364	25.56%
Korean	129	9.06%
Vietnamese	259	18.19%
Cambodian	180	12.64%
Hmong	2	0.14%
Laotian	0	0.00%
Thai	89	6.25%
All Other Asian Races Including 2+ Category	262	18.40%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	83,660	
Arab	369	0.44%
Czech	378	0.45%
Danish	194	0.23%
Dutch	445	0.53%
English	7,024	8.40%
French (except Basque)	1,213	1.45%
French Canadian	146	0.17%
German	5,444	6.51%
Greek	31	0.04%
Hungarian	1	0.00%
Irish	6,110	7.30%
Italian	1,132	1.35%
Lithuanian	29	0.04%
United States or American	7,474	8.93%
Norwegian	262	0.31%
Polish	292	0.35%
Portuguese	17	0.02%
Russian	87	0.10%
Scottish	1,470	1.76%
Scotch-Irish	463	0.55%
Slovak	11	0.01%
Subsaharan African	697	0.83%
Swedish	189	0.23%
Swiss	58	0.07%
Ukrainian	0	0.00%
Welsh	253	0.30%
West Indian (except Hisp. groups)	100	0.12%
Other ancestries	36,013	43.05%
Ancestry Unclassified	13,758	16.44%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	63,064	80.75%
Speak Asian/Pacific Island Language at Home	504	0.65%
Speak IndoEuropean Language at Home	973	1.25%
Speak Spanish at Home	13,156	16.84%
Speak Other Language at Home	406	0.52%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	83,660	
Age 0 - 4	5,557	6.64%
Age 5 - 9	5,706	6.82%
Age 10 - 14	5,867	7.01%
Age 15 - 17	3,532	4.22%
Age 18 - 20	4,073	4.87%
Age 21 - 24	4,730	5.65%
Age 25 - 34	11,314	13.52%
Age 35 - 44	10,744	12.84%
Age 45 - 54	9,295	11.11%
Age 55 - 64	8,725	10.43%
Age 65 - 74	8,015	9.58%
Age 75 - 84	4,466	5.34%
Age 85 and over	1,636	1.96%
Age 16 and over	65,353	78.12%
Age 18 and over	62,998	75.30%
Age 21 and over	58,925	70.43%
Age 65 and over	14,117	16.87%
2026 Est. Median Age		35.95
2026 Est. Average Age		38.20
2026 Est. Population by Sex	83,660	
Male	40,804	48.77%
Female	42,856	51.23%
2026 Est. Male Population by Age	40,804	
Age 0 - 4	2,827	6.93%
Age 5 - 9	2,937	7.20%
Age 10 - 14	3,015	7.39%
Age 15 - 17	1,813	4.44%
Age 18 - 20	2,194	5.38%
Age 21 - 24	2,496	6.12%
Age 25 - 34	5,561	13.63%
Age 35 - 44	5,250	12.87%
Age 45 - 54	4,475	10.97%
Age 55 - 64	4,180	10.24%
Age 65 - 74	3,668	8.99%
Age 75 - 84	1,838	4.50%
Age 85 and over	550	1.35%
2026 Est. Median Age, Male		34.17
2026 Est. Average Age, Male		36.70

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	42,856	
Age 0 - 4	2,730	6.37%
Age 5 - 9	2,769	6.46%
Age 10 - 14	2,852	6.66%
Age 15 - 17	1,719	4.01%
Age 18 - 20	1,879	4.38%
Age 21 - 24	2,234	5.21%
Age 25 - 34	5,753	13.42%
Age 35 - 44	5,494	12.82%
Age 45 - 54	4,820	11.25%
Age 55 - 64	4,545	10.61%
Age 65 - 74	4,347	10.14%
Age 75 - 84	2,628	6.13%
Age 85 and over	1,086	2.53%
2026 Est. Median Age, Female		37.64
2026 Est. Average Age, Female		39.50
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,873	37.39%
Males, Never Married	13,068	19.64%
Females, Never Married	11,805	17.74%
Married, Spouse present	25,795	38.77%
Married, Spouse absent	3,237	4.87%
Widowed	3,822	5.75%
Males Widowed	838	1.26%
Females Widowed	2,984	4.49%
Divorced	8,803	13.23%
Males Divorced	3,244	4.88%
Females Divorced	5,559	8.36%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,745	6.91%
Some High School, no diploma	3,012	5.56%
High School Graduate (or GED)	14,217	26.23%
Some College, no degree	15,362	28.35%
Associate Degree	5,809	10.72%
Bachelor's Degree	7,867	14.52%
Master's Degree	2,914	5.38%
Professional School Degree	920	1.70%
Doctorate Degree	349	0.64%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,162	32.24%
High School Graduate	2,997	30.55%
Some College or Associate's Degree	2,693	27.45%
Bachelor's Degree or Higher	957	9.76%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	33,792	
2026 Estimate	32,903	
2020 Census	31,909	
2010 Census	30,129	
Growth 2026 - 2031		2.70%
Growth 2020 - 2026		3.12%
Growth 2010 - 2020		5.91%
2026 Est. Households by Household Type	32,903	
Family Households	20,990	63.79%
Nonfamily Households	11,913	36.21%
2026 Est. Group Quarters Population	2,820	
2026 Households by Ethnicity, Hispanic/Latino	5,395	
2026 Est. Households by Household Income	32,903	
Income < \$15,000	2,790	8.48%
Income \$15,000 - \$24,999	2,556	7.77%
Income \$25,000 - \$34,999	2,594	7.88%
Income \$35,000 - \$49,999	4,013	12.20%
Income \$50,000 - \$74,999	6,389	19.42%
Income \$75,000 - \$99,999	4,322	13.14%
Income \$100,000 - \$124,999	3,248	9.87%
Income \$125,000 - \$149,999	2,509	7.62%
Income \$150,000 - \$199,999	2,097	6.37%
Income \$200,000 - \$249,999	856	2.60%
Income \$250,000 - \$499,999	1,022	3.11%
Income \$500,000+	507	1.54%
2026 Est. Average Household Income	\$91,417	
2026 Est. Median Household Income	\$66,966	
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$74,388	
Black or African American Alone	\$51,273	
American Indian and Alaska Native Alone	\$54,667	
Asian Alone	\$70,978	
Native Hawaiian and Other Pacific Islander Alone	\$62,894	
Some Other Race Alone	\$72,267	
Two or More Races	\$69,989	
Hispanic or Latino	\$69,934	
Not Hispanic or Latino	\$66,387	

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	32,903	
Family Households with Children	9,962	30.28%
Family Households without Children	22,941	69.72%
Married-Couple Families	13,214	40.16%
Married-Couple Family, own children	5,186	15.76%
Married-Couple Family, no own children	8,028	24.40%
Cohabitating-Couple Families	3,006	9.14%
Cohabitating-Couple Family, own children	1,397	4.25%
Cohabitating-Couple Family, no own children	1,609	4.89%
Male Householder Families	5,676	17.25%
Male Householder, own children	522	1.59%
Male Householder, no own children	639	1.94%
Male Householder, only Nonrelatives	526	1.60%
Male Householder, Living Alone	3,989	12.12%
Female Householder Families	11,007	33.45%
Female Householder, own children	2,857	8.68%
Female Householder, no own children	2,197	6.68%
Female Householder, only Nonrelatives	235	0.71%
Female Householder, Living Alone	5,718	17.38%
2026 Est. Households by Household Size	32,903	
1-person	9,957	30.26%
2-person	10,521	31.98%
3-person	5,145	15.64%
4-person	3,823	11.62%
5-person	2,102	6.39%
6-person	890	2.71%
7-or-more-person	465	1.41%
2026 Est. Average Household Size		2.46
2026 Est. Households by Number of Vehicles	32,903	
No Vehicles	2,001	6.08%
1 Vehicle	12,676	38.53%
2 Vehicles	11,872	36.08%
3 Vehicles	4,420	13.43%
4 Vehicles	1,249	3.80%
5 or more Vehicles	685	2.08%
2026 Est. Average Number of Vehicles		1.8

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	21,552	
2026 Estimate	20,990	
2020 Estimate	20,378	
2010 Census	19,857	
Growth 2026 - 2031		2.68%
Growth 2020 - 2026		3.00%
Growth 2010 - 2020		2.62%
2026 Est. Families by Poverty Status	20,990	
2026 Families at or Above Poverty	18,471	88.00%
2026 Families at or Above Poverty with Children	8,751	41.69%
2026 Families Below Poverty	2,519	12.00%
2026 Families Below Poverty with Children	2,209	10.52%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	38,941	59.59%
Civilian Labor Force, Unemployed	1,495	2.29%
Armed Forces	12	0.02%
Not in Labor Force	24,905	38.11%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	29,086	74.69%
Non-Profit Private Workers	2,378	6.11%
Local Government Workers	936	2.40%
State Government Workers	1,141	2.93%
Federal Government Workers	2,584	6.64%
Self-Employed Workers	2,765	7.10%
Unpaid Family Workers	50	0.13%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	666	1.71%
Arts/Entertainment/Sports	674	1.73%
Building Grounds Maintenance	1,290	3.31%
Business/Financial Operations	1,711	4.39%
Community/Social Services	822	2.11%
Computer/Mathematical	924	2.37%
Construction/Extraction	2,133	5.48%
Education/Training/Library	2,002	5.14%
Farming/Fishing/Forestry	297	0.76%
Food Prep/Serving	2,858	7.34%
Health Practitioner/Technician	2,341	6.01%
Healthcare Support	1,348	3.46%
Maintenance Repair	1,120	2.88%
Legal	513	1.32%
Life/Physical/Social Science	143	0.37%
Management	3,103	7.97%
Office/Admin. Support	3,841	9.86%
Production	3,106	7.98%
Protective Services	659	1.69%
Sales/Related	4,504	11.57%
Personal Care/Service	700	1.80%
Transportation/Moving	4,185	10.75%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	21,244	54.56%
Blue Collar	10,544	27.08%
Service and Farm	7,152	18.37%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	31,685	82.27%
Car Pooled	3,815	9.91%
Public Transportation	64	0.17%
Walked	406	1.05%
Bicycle	137	0.36%
Other Means	182	0.47%
Worked at Home	2,224	5.78%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,831	
15 - 29 Minutes	14,424	
30 - 44 Minutes	3,759	
45 - 59 Minutes	923	
60 or more Minutes	2,291	
2026 Est. Avg Travel Time to Work in Minutes		22

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	32,903	
Owner Occupied	17,770	54.01%
Renter Occupied	15,133	45.99%
2026 Owner Occ. HUs: Avg. Length of Residence		17.70 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		6.70 [†]
2026 Est. Owner-Occupied Housing Units by Value	17,770	
Value Less than \$20,000	526	2.96%
Value \$20,000 - \$39,999	260	1.46%
Value \$40,000 - \$59,999	388	2.18%
Value \$60,000 - \$79,999	966	5.44%
Value \$80,000 - \$99,999	1,289	7.25%
Value \$100,000 - \$149,999	2,452	13.80%
Value \$150,000 - \$199,999	2,572	14.47%
Value \$200,000 - \$299,999	4,942	27.81%
Value \$300,000 - \$399,999	2,585	14.55%
Value \$400,000 - \$499,999	1,006	5.66%
Value \$500,000 - \$749,999	460	2.59%
Value \$750,000 - \$999,999	133	0.75%
Value \$1,000,000 or \$1,499,999	132	0.74%
Value \$1,500,000 or \$1,999,999	30	0.17%
Value \$2,000,000+	29	0.16%
2026 Est. Median All Owner-Occupied Housing Value		\$208,077
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	22,485	62.05%
1 Unit Attached	929	2.56%
2 Units	2,260	6.24%
3 or 4 Units	2,123	5.86%
5 to 19 Units	3,797	10.48%
20 to 49 Units	1,384	3.82%
50 or More Units	1,863	5.14%
Mobile Home or Trailer	1,394	3.85%
Boat, RV, Van, etc.	3	0.01%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,180	3.26%
Housing Units Built 2010 to 2019	3,466	9.56%
Housing Units Built 2000 to 2009	3,269	9.02%
Housing Units Built 1990 to 1999	3,063	8.45%
Housing Units Built 1980 to 1989	5,962	16.45%
Housing Units Built 1970 to 1979	8,152	22.50%
Housing Units Built 1960 to 1969	4,927	13.60%
Housing Units Built 1950 to 1959	4,086	11.28%
Housing Units Built 1940 to 1949	1,269	3.50%
Housing Unit Built 1939 or Earlier	864	2.38%
2026 Est. Median Year Structure Built		1979

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.

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