



The**Retail**Coach®

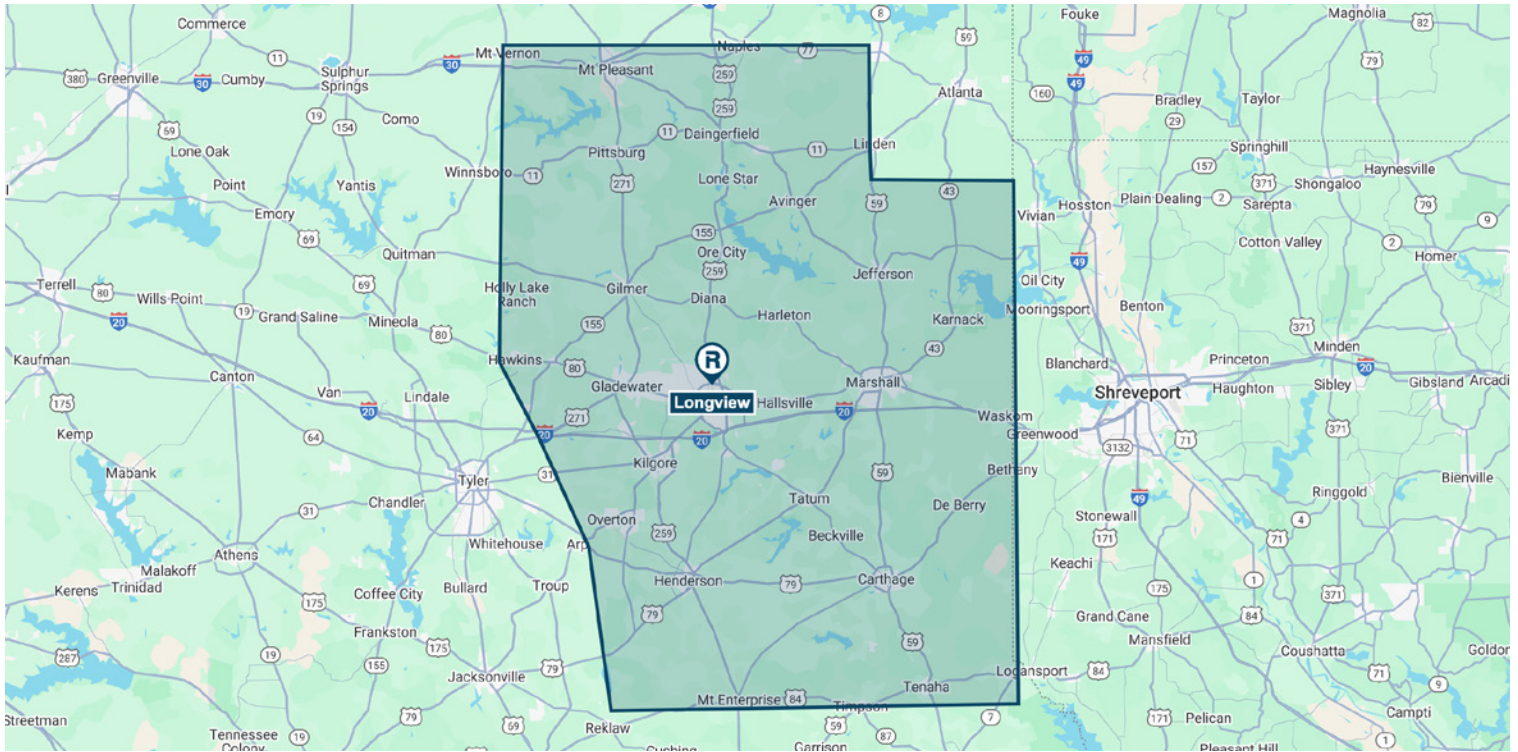
# Retail Trade Area Demographic Profile

LONGVIEW, TEXAS

Prepared for Longview Economic Development Corporation  
January 2025

# Retail Trade Area • Demographic Snapshot

Longview, Texas



## Population

2020	402,795	0 - 9 Years	12.15%
2025	419,810	10 - 17 Years	10.98%
2030	437,139	18 - 24 Years	10.07%

## Educational Attainment (%)

Graduate or Professional Degree	6.51%	25 - 34 Years	11.93%
Bachelors Degree	12.93%	35 - 44 Years	12.03%
Associate Degree	8.96%	45 - 54 Years	11.46%
Some College	24.93%	55 - 64 Years	12.05%
High School Graduate (GED)	33.08%	65 and Older	19.33%
Some High School, No Degree	8.50%	Median Age	39.03
Less than 9th Grade	5.10%	Average Age	40.13

## Income

Average HH	\$88,122	<b>Race Distribution (%)</b>	
Median HH	\$64,885	White	63.26%
Per Capita	\$34,623	Black/African American	15.77%
		American Indian/Alaskan	0.85%
		Asian	0.89%
		Native Hawaiian/Islander	0.06%
		Other Race	9.30%
		Two or More Races	9.87%
		Hispanic	19.26%



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# Retail Trade Area • Demographic Profile

Longview, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2030 Projection	437,139	
2025 Estimate	419,810	
2020 Census	402,795	
2010 Census	401,368	
Growth 2025 - 2030		4.13%
Growth 2020 - 2025		4.22%
Growth 2010 - 2020		0.36%
<b>2025 Est. Population by Single-Classification Race</b>	<b>419,810</b>	
White Alone	265,590	63.26%
Black or African American Alone	66,207	15.77%
Amer. Indian and Alaska Native Alone	3,571	0.85%
Asian Alone	3,736	0.89%
Native Hawaiian and Other Pacific Island Alone	248	0.06%
Some Other Race Alone	39,038	9.30%
Two or More Races	41,419	9.87%
<b>2025 Est. Population by Hispanic or Latino Origin</b>	<b>419,810</b>	
Not Hispanic or Latino	338,943	80.74%
Hispanic or Latino	80,867	19.26%
Mexican	72,235	89.33%
Puerto Rican	1,048	1.30%
Cuban	253	0.31%
All Other Hispanic or Latino	7,331	9.07%
<b>2025 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>80,867</b>	
White Alone	17,172	21.23%
Black or African American Alone	865	1.07%
American Indian and Alaska Native Alone	1,784	2.21%
Asian Alone	78	0.10%
Native Hawaiian and Other Pacific Islander Alone	47	0.06%
Some Other Race Alone	37,832	46.78%
Two or More Races	23,088	28.55%
<b>2025 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,736</b>	
Chinese, except Taiwanese	379	10.14%
Filipino	482	12.90%
Japanese	60	1.61%
Asian Indian	379	10.14%
Korean	345	9.23%
Vietnamese	899	24.06%
Cambodian	409	10.95%
Hmong	142	3.80%
Laotian	35	0.94%
Thai	134	3.59%
All Other Asian Races Including 2+ Category	472	12.63%

DESCRIPTION	DATA	%
<b>2025 Est. Population by Ancestry</b>	<b>419,810</b>	
Arab	530	0.13%
Czech	1,040	0.25%
Danish	438	0.10%
Dutch	2,887	0.69%
English	38,396	9.15%
French (except Basque)	6,120	1.46%
French Canadian	649	0.16%
German	27,546	6.56%
Greek	169	0.04%
Hungarian	240	0.06%
Irish	32,425	7.72%
Italian	5,603	1.33%
Lithuanian	111	0.03%
United States or American	53,283	12.69%
Norwegian	1,492	0.36%
Polish	1,528	0.36%
Portuguese	104	0.03%
Russian	431	0.10%
Scottish	5,491	1.31%
Scotch-Irish	3,403	0.81%
Slovak	41	0.01%
Subsaharan African	2,643	0.63%
Swedish	1,371	0.33%
Swiss	149	0.04%
Ukrainian	102	0.02%
Welsh	1,426	0.34%
West Indian (except Hisp. groups)	378	0.09%
Other ancestries	147,144	35.05%
Ancestry Unclassified	84,671	20.17%
<b>2025 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	341,323	86.43%
Speak Asian/Pacific Island Language at Home	1,126	0.28%
Speak IndoEuropean Language at Home	1,958	0.50%
Speak Spanish at Home	49,614	12.56%
Speak Other Language at Home	880	0.22%

# Retail Trade Area • Demographic Profile

Longview, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Population by Age</b>	<b>419,810</b>	
Age 0 - 4	24,909	5.93%
Age 5 - 9	26,090	6.21%
Age 10 - 14	28,619	6.82%
Age 15 - 17	17,473	4.16%
Age 18 - 20	19,146	4.56%
Age 21 - 24	23,136	5.51%
Age 25 - 34	50,095	11.93%
Age 35 - 44	50,507	12.03%
Age 45 - 54	48,093	11.46%
Age 55 - 64	50,582	12.05%
Age 65 - 74	46,875	11.17%
Age 75 - 84	26,043	6.20%
Age 85 and over	8,243	1.96%
Age 16 and over	334,378	79.65%
Age 18 and over	322,719	76.87%
Age 21 and over	303,573	72.31%
Age 65 and over	81,161	19.33%
2025 Est. Median Age		39.03
2025 Est. Average Age		40.13
<b>2025 Est. Population by Sex</b>	<b>419,810</b>	
Male	208,648	49.70%
Female	211,162	50.30%

<b>2025 Est. Male Population by Age</b>	<b>208,648</b>	
Age 0 - 4	12,698	6.09%
Age 5 - 9	13,255	6.35%
Age 10 - 14	14,554	6.97%
Age 15 - 17	9,024	4.33%
Age 18 - 20	10,003	4.79%
Age 21 - 24	12,254	5.87%
Age 25 - 34	25,597	12.27%
Age 35 - 44	25,224	12.09%
Age 45 - 54	24,096	11.55%
Age 55 - 64	24,792	11.88%
Age 65 - 74	22,377	10.73%
Age 75 - 84	11,664	5.59%
Age 85 and over	3,110	1.49%
2025 Est. Median Age, Male		37.73
2025 Est. Average Age, Male		39.16
<b>2025 Est. Female Population by Age</b>	<b>211,162</b>	
Age 0 - 4	12,211	5.78%
Age 5 - 9	12,835	6.08%
Age 10 - 14	14,065	6.66%
Age 15 - 17	8,449	4.00%
Age 18 - 20	9,143	4.33%
Age 21 - 24	10,882	5.15%
Age 25 - 34	24,497	11.60%
Age 35 - 44	25,283	11.97%
Age 45 - 54	23,997	11.36%
Age 55 - 64	25,790	12.21%
Age 65 - 74	24,498	11.60%
Age 75 - 84	14,379	6.81%
Age 85 and over	5,133	2.43%
2025 Est. Median Age, Female		40.32
2025 Est. Average Age, Female		41.08

DESCRIPTION	DATA	%
<b>2025 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	98,763	29.03%
Males, Never Married	53,984	15.87%
Females, Never Married	44,780	13.16%
Married, Spouse present	159,827	46.98%
Married, Spouse absent	16,550	4.87%
Widowed	24,330	7.15%
Males Widowed	5,649	1.66%
Females Widowed	18,680	5.49%
Divorced	40,722	11.97%
Males Divorced	18,779	5.52%
Females Divorced	21,943	6.45%
<b>2025 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	14,298	5.10%
Some High School, no diploma	23,848	8.50%
High School Graduate (or GED)	92,775	33.08%
Some College, no degree	69,903	24.93%
Associate Degree	25,115	8.96%
Bachelor's Degree	36,251	12.93%
Master's Degree	14,380	5.13%
Professional School Degree	2,099	0.75%
Doctorate Degree	1,769	0.63%
<b>2025 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	17,091	41.21%
High School Graduate	12,857	31.00%
Some College or Associate's Degree	7,971	19.22%
Bachelor's Degree or Higher	3,555	8.57%
<b>Households</b>		
2030 Projection	167,273	
2025 Estimate	160,086	
2020 Census	152,852	
2010 Census	150,156	
Growth 2025 - 2030		4.49%
Growth 2020 - 2025		4.73%
Growth 2010 - 2020		1.79%
<b>2025 Est. Households by Household Type</b>	<b>160,086</b>	
Family Households	110,478	69.01%
Nonfamily Households	49,608	30.99%
2025 Est. Group Quarters Population	12,366	
2025 Households by Ethnicity, Hispanic/Latino	20,944	

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Longview, Texas

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Income</b>	<b>160,086</b>	
Income < \$15,000	14,765	9.22%
Income \$15,000 - \$24,999	14,115	8.82%
Income \$25,000 - \$34,999	14,360	8.97%
Income \$35,000 - \$49,999	19,502	12.18%
Income \$50,000 - \$74,999	27,709	17.31%
Income \$75,000 - \$99,999	20,605	12.87%
Income \$100,000 - \$124,999	14,729	9.20%
Income \$125,000 - \$149,999	10,973	6.85%
Income \$150,000 - \$199,999	11,967	7.47%
Income \$200,000 - \$249,999	5,185	3.24%
Income \$250,000 - \$499,999	4,503	2.81%
Income \$500,000+	1,674	1.05%
2025 Est. Average Household Income		\$88,122
2025 Est. Median Household Income		\$64,885
<b>2025 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$72,618
Black or African American Alone		\$42,044
American Indian and Alaska Native Alone		\$59,339
Asian Alone		\$79,877
Native Hawaiian and Other Pacific Islander Alone		\$45,082
Some Other Race Alone		\$60,041
Two or More Races		\$58,772
Hispanic or Latino		\$61,034
Not Hispanic or Latino		\$65,604
<b>2025 Est. HH by Type and Presence of Own Child.</b>	<b>160,086</b>	
Family Households with Children	45,673	28.53%
Family Households without Children	114,413	71.47%
<b>Married-Couple Families</b>	<b>79,418</b>	<b>49.61%</b>
Married-Couple Family, own children	30,137	18.83%
Married-Couple Family, no own children	49,280	30.78%
<b>Cohabiting-Couple Families</b>	<b>8,514</b>	<b>5.32%</b>
Cohabiting-Couple Family, own children	3,148	1.97%
Cohabiting-Couple Family, no own children	5,366	3.35%
<b>Male Householder Families</b>	<b>27,180</b>	<b>16.98%</b>
Male Householder, own children	2,190	1.37%
Male Householder, no own children	4,303	2.69%
Male Householder, only Nonrelatives	1,866	1.17%
Male Householder, Living Alone	18,821	11.76%
<b>Female Householder Families</b>	<b>44,974</b>	<b>28.09%</b>
Female Householder, own children	10,198	6.37%
Female Householder, no own children	10,440	6.52%
Female Householder, only Nonrelatives	1,021	0.64%
Female Householder, Living Alone	23,316	14.57%

DESCRIPTION	DATA	%
<b>2025 Est. Households by Household Size</b>	<b>160,086</b>	
1-person	42,896	26.80%
2-person	54,444	34.01%
3-person	24,521	15.32%
4-person	19,763	12.35%
5-person	10,587	6.61%
6-person	4,962	3.10%
7-or-more-person	2,913	1.82%
2025 Est. Average Household Size		2.55
<b>2025 Est. Households by Number of Vehicles</b>	<b>160,086</b>	
No Vehicles	7,721	4.82%
1 Vehicle	51,836	32.38%
2 Vehicles	64,080	40.03%
3 Vehicles	25,077	15.66%
4 Vehicles	7,827	4.89%
5 or more Vehicles	3,544	2.21%
2025 Est. Average Number of Vehicles		1.9
<b>Family Households</b>		
2030 Projection	115,555	
2025 Estimate	110,478	
2020 Estimate	105,361	
2010 Census	106,088	
Growth 2025 - 2030		4.59%
Growth 2020 - 2025		4.86%
Growth 2010 - 2020		-0.68%
<b>2025 Est. Families by Poverty Status</b>	<b>110,478</b>	
2025 Families at or Above Poverty	97,515	88.27%
2025 Families at or Above Poverty with Children	42,903	38.83%
2025 Families Below Poverty	12,963	11.73%
2025 Families Below Poverty with Children	9,343	8.46%
<b>2025 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	182,271	54.51%
Civilian Labor Force, Unemployed	9,268	2.77%
Armed Forces	367	0.11%
Not in Labor Force	142,472	42.61%
<b>2025 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	126,802	68.92%
Non-Profit Private Workers	12,808	6.96%
Local Government Workers	2,925	1.59%
State Government Workers	8,249	4.48%
Federal Government Workers	13,924	7.57%
Self-Employed Workers	18,922	10.29%
Unpaid Family Workers	347	0.19%



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DESCRIPTION	DATA	%
<b>2025 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	2,565	1.39%
Arts/Entertainment/Sports	1,917	1.04%
Building Grounds Maintenance	7,053	3.83%
Business/Financial Operations	6,858	3.73%
Community/Social Services	3,298	1.79%
Computer/Mathematical	2,029	1.10%
Construction/Extraction	12,159	6.61%
Education/Training/Library	11,697	6.36%
Farming/Fishing/Forestry	1,171	0.64%
Food Prep/Serving	9,727	5.29%
Health Practitioner/Technician	10,000	5.44%
Healthcare Support	5,761	3.13%
Maintenance Repair	8,318	4.52%
Legal	1,239	0.67%
Life/Physical/Social Science	1,038	0.56%
Management	16,145	8.78%
Office/Admin. Support	19,501	10.60%
Production	16,481	8.96%
Protective Services	4,371	2.38%
Sales/Related	18,314	9.96%
Personal Care/Service	4,612	2.51%
Transportation/Moving	19,724	10.72%
<b>2025 Est. Pop 16+ by Occupation Classification</b>		
White Collar	94,600	51.42%
Blue Collar	56,683	30.81%
Service and Farm	32,694	17.77%
<b>2025 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	149,270	82.48%
Car Pooled	18,271	10.10%
Public Transportation	226	0.13%
Walked	2,254	1.25%
Bicycle	149	0.08%
Other Means	1,561	0.86%
Worked at Home	9,249	5.11%
<b>2025 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	57,269	
15 - 29 Minutes	61,619	
30 - 44 Minutes	29,581	
45 - 59 Minutes	9,703	
60 or more Minutes	13,297	
2025 Est. Avg Travel Time to Work in Minutes		27
<b>2025 Est. Occupied Housing Units by Tenure</b>	<b>160,086</b>	
Owner Occupied	112,546	70.30%
Renter Occupied	47,540	29.70%
2025 Owner Occ. HUs: Avg. Length of Residence		16.79 <sup>†</sup>
2025 Renter Occ. HUs: Avg. Length of Residence		7.39 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2025 Est. Owner-Occupied Housing Units by Value</b>	<b>112,546</b>	
Value Less than \$20,000	4,697	4.17%
Value \$20,000 - \$39,999	4,549	4.04%
Value \$40,000 - \$59,999	3,932	3.49%
Value \$60,000 - \$79,999	6,346	5.64%
Value \$80,000 - \$99,999	6,320	5.62%
Value \$100,000 - \$149,999	15,829	14.06%
Value \$150,000 - \$199,999	15,686	13.94%
Value \$200,000 - \$299,999	22,923	20.37%
Value \$300,000 - \$399,999	14,799	13.15%
Value \$400,000 - \$499,999	7,164	6.37%
Value \$500,000 - \$749,999	5,567	4.95%
Value \$750,000 - \$999,999	2,426	2.16%
Value \$1,000,000 or \$1,499,999	1,573	1.40%
Value \$1,500,000 or \$1,999,999	273	0.24%
Value \$2,000,000+	460	0.41%
2025 Est. Median All Owner-Occupied Housing Value		\$196,301
<b>2025 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	126,112	69.06%
1 Unit Attached	2,206	1.21%
2 Units	6,466	3.54%
3 or 4 Units	5,065	2.77%
5 to 19 Units	7,212	3.95%
20 to 49 Units	1,817	1.00%
50 or More Units	2,778	1.52%
Mobile Home or Trailer	30,339	16.61%
Boat, RV, Van, etc.	631	0.35%
<b>2025 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	8,202	4.49%
Housing Units Built 2010 to 2019	17,570	9.62%
Housing Units Built 2000 to 2009	23,959	13.12%
Housing Units Built 1990 to 1999	24,619	13.48%
Housing Units Built 1980 to 1989	27,436	15.02%
Housing Units Built 1970 to 1979	31,884	17.46%
Housing Units Built 1960 to 1969	19,283	10.56%
Housing Units Built 1950 to 1959	15,670	8.58%
Housing Units Built 1940 to 1949	6,942	3.80%
Housing Unit Built 1939 or Earlier	7,062	3.87%
2025 Est. Median Year Structure Built		1984

<sup>†</sup> 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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