



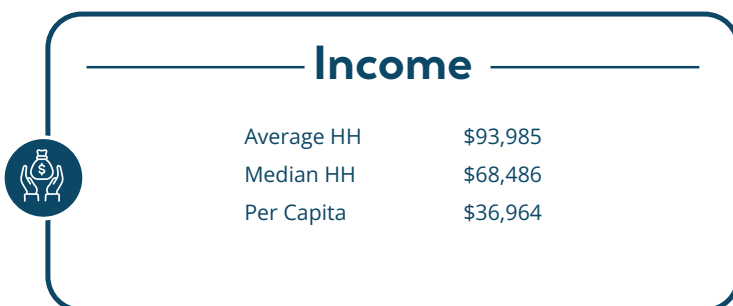
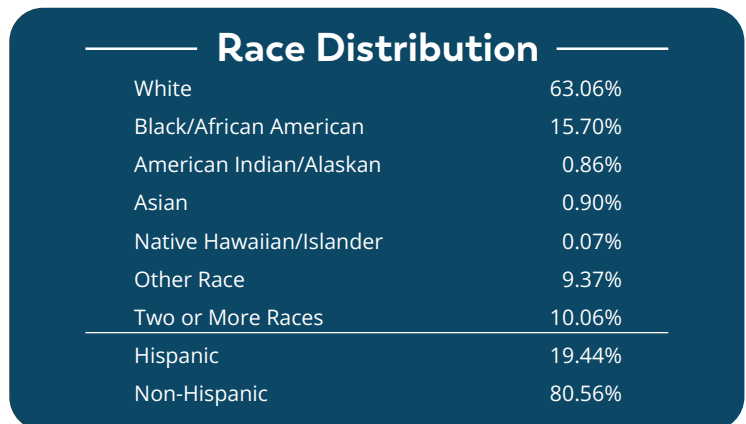
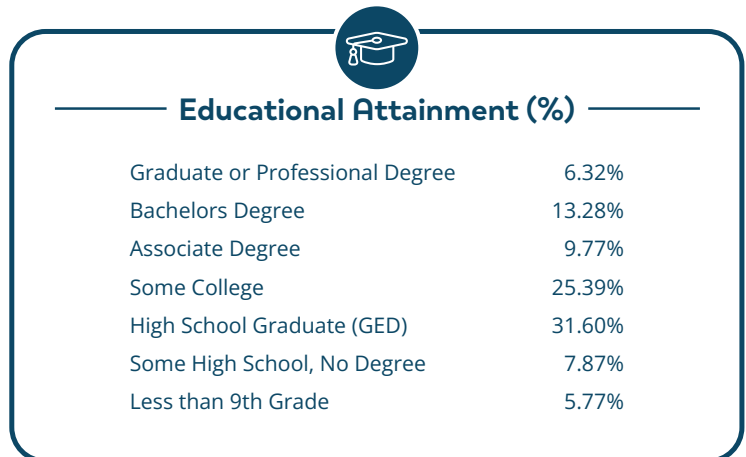
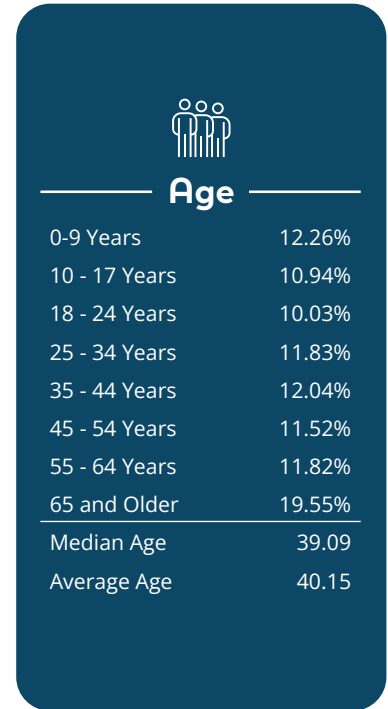
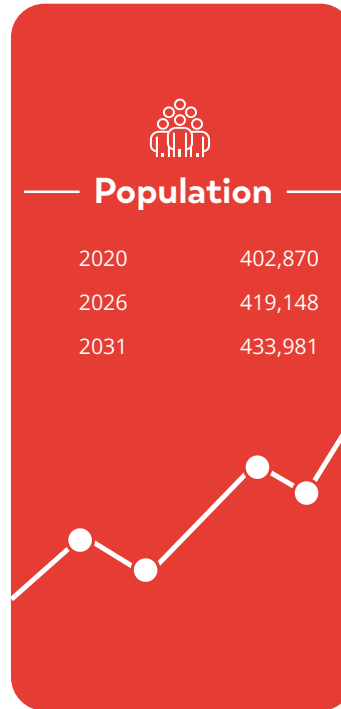
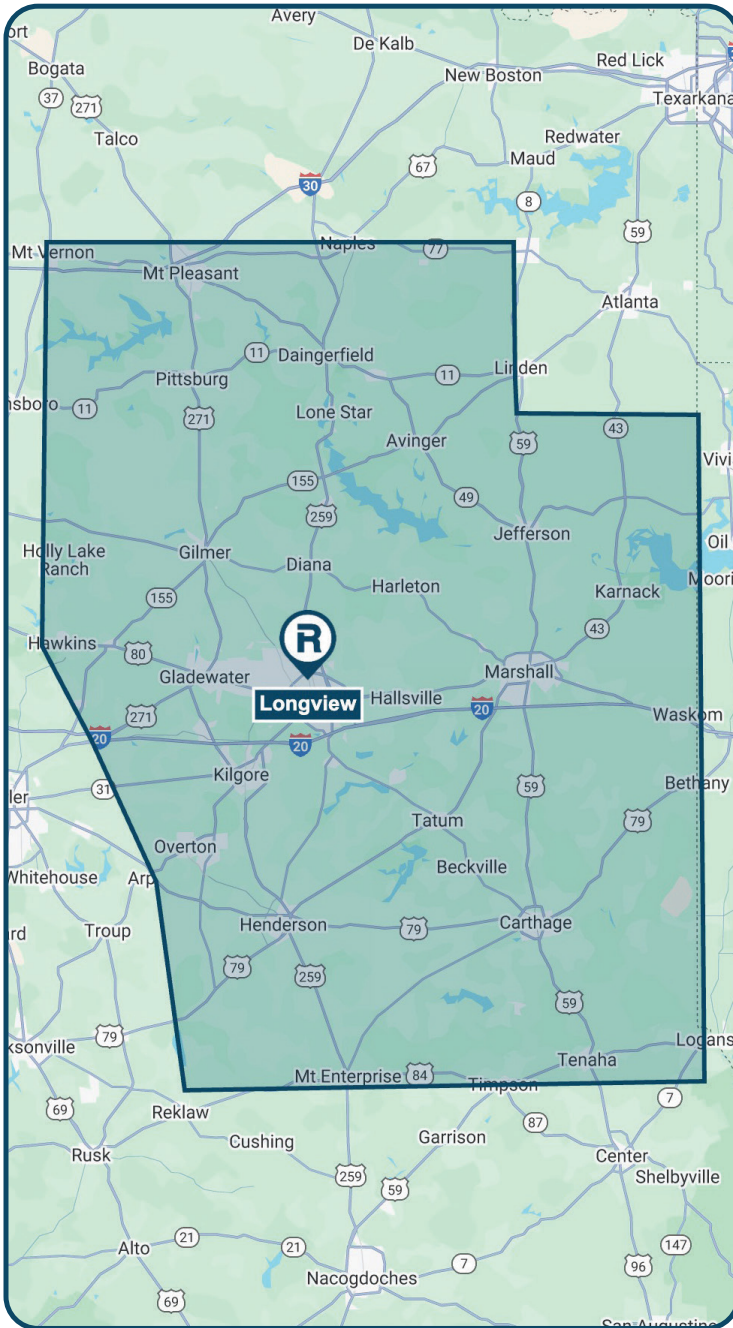
The**Retail**Coach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

LONGVIEW, TEXAS

PREPARED FOR LONGVIEW ECONOMIC DEVELOPMENT CORPORATION  
JANUARY 2026

# DEMOGRAPHIC SNAPSHOT



# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Population</b>		
2031 Projection	433,981	
2026 Estimate	419,148	
2020 Census	402,870	
2010 Census	401,442	
Growth 2026 - 2031		3.54%
Growth 2020 - 2026		4.04%
Growth 2010 - 2020		0.36%
<b>2026 Est. Population by Single-Classification Race</b>	<b>419,148</b>	
White Alone	264,305	63.06%
Black or African American Alone	65,789	15.70%
Amer. Indian and Alaska Native Alone	3,610	0.86%
Asian Alone	3,751	0.90%
Native Hawaiian and Other Pacific Island Alone	284	0.07%
Some Other Race Alone	39,264	9.37%
Two or More Races	42,145	10.06%
<b>2026 Est. Population by Hispanic or Latino Origin</b>	<b>419,148</b>	
Not Hispanic or Latino	337,664	80.56%
Hispanic or Latino	81,483	19.44%
Mexican	72,509	88.99%
Puerto Rican	1,024	1.26%
Cuban	228	0.28%
All Other Hispanic or Latino	7,723	9.48%
<b>2026 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>81,483</b>	
White Alone	17,329	21.27%
Black or African American Alone	879	1.08%
American Indian and Alaska Native Alone	1,799	2.21%
Asian Alone	80	0.10%
Native Hawaiian and Other Pacific Islander Alone	48	0.06%
Some Other Race Alone	38,065	46.72%
Two or More Races	23,284	28.57%
<b>2026 Est. Pop by Race, Asian Alone, by Category</b>	<b>3,751</b>	
Chinese, except Taiwanese	290	7.73%
Filipino	407	10.85%
Japanese	24	0.64%
Asian Indian	552	14.72%
Korean	293	7.81%
Vietnamese	1,002	26.71%
Cambodian	302	8.05%
Hmong	57	1.52%
Laotian	0	0.00%
Thai	234	6.24%
All Other Asian Races Including 2+ Category	590	15.73%

DESCRIPTION	DATA	%
<b>2026 Est. Population by Ancestry</b>	<b>419,148</b>	
Arab	574	0.14%
Czech	939	0.22%
Danish	409	0.10%
Dutch	2,775	0.66%
English	38,897	9.28%
French (except Basque)	5,689	1.36%
French Canadian	606	0.15%
German	27,772	6.63%
Greek	259	0.06%
Hungarian	242	0.06%
Irish	32,058	7.65%
Italian	5,753	1.37%
Lithuanian	113	0.03%
United States or American	52,073	12.42%
Norwegian	1,706	0.41%
Polish	1,586	0.38%
Portuguese	118	0.03%
Russian	409	0.10%
Scottish	5,673	1.35%
Scotch-Irish	3,315	0.79%
Slovak	35	0.01%
Subsaharan African	2,480	0.59%
Swedish	1,555	0.37%
Swiss	121	0.03%
Ukrainian	87	0.02%
Welsh	1,293	0.31%
West Indian (except Hisp. groups)	519	0.12%
Other ancestries	143,353	34.20%
Ancestry Unclassified	88,739	21.17%
<b>2026 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	339,630	86.22%
Speak Asian/Pacific Island Language at Home	1,209	0.31%
Speak IndoEuropean Language at Home	2,198	0.56%
Speak Spanish at Home	50,021	12.70%
Speak Other Language at Home	843	0.21%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Population by Age</b>	<b>419,148</b>	
Age 0 - 4	25,246	6.02%
Age 5 - 9	26,153	6.24%
Age 10 - 14	28,321	6.76%
Age 15 - 17	17,529	4.18%
Age 18 - 20	19,159	4.57%
Age 21 - 24	22,899	5.46%
Age 25 - 34	49,595	11.83%
Age 35 - 44	50,466	12.04%
Age 45 - 54	48,299	11.52%
Age 55 - 64	49,529	11.82%
Age 65 - 74	47,237	11.27%
Age 75 - 84	26,660	6.36%
Age 85 and over	8,053	1.92%
Age 16 and over	333,576	79.58%
Age 18 and over	321,898	76.80%
Age 21 and over	302,739	72.23%
Age 65 and over	81,951	19.55%
2026 Est. Median Age		39.09
2026 Est. Average Age		40.15
<b>2026 Est. Population by Sex</b>	<b>419,148</b>	
Male	207,549	49.52%
Female	211,598	50.48%
<b>2026 Est. Male Population by Age</b>	<b>207,549</b>	
Age 0 - 4	12,873	6.20%
Age 5 - 9	13,303	6.41%
Age 10 - 14	14,434	6.95%
Age 15 - 17	9,022	4.35%
Age 18 - 20	9,948	4.79%
Age 21 - 24	12,046	5.80%
Age 25 - 34	25,162	12.12%
Age 35 - 44	25,044	12.07%
Age 45 - 54	23,926	11.53%
Age 55 - 64	24,186	11.65%
Age 65 - 74	22,479	10.83%
Age 75 - 84	11,970	5.77%
Age 85 and over	3,157	1.52%
2026 Est. Median Age, Male		37.77
2026 Est. Average Age, Male		39.19

DESCRIPTION	DATA	%
<b>2026 Est. Female Population by Age</b>	<b>211,598</b>	
Age 0 - 4	12,374	5.85%
Age 5 - 9	12,849	6.07%
Age 10 - 14	13,887	6.56%
Age 15 - 17	8,507	4.02%
Age 18 - 20	9,211	4.35%
Age 21 - 24	10,854	5.13%
Age 25 - 34	24,433	11.55%
Age 35 - 44	25,422	12.01%
Age 45 - 54	24,372	11.52%
Age 55 - 64	25,343	11.98%
Age 65 - 74	24,758	11.70%
Age 75 - 84	14,691	6.94%
Age 85 and over	4,896	2.31%
2026 Est. Median Age, Female		40.38
2026 Est. Average Age, Female		41.08
<b>2026 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	101,899	30.02%
Males, Never Married	55,273	16.28%
Females, Never Married	46,626	13.74%
Married, Spouse present	157,658	46.45%
Married, Spouse absent	14,805	4.36%
Widowed	23,402	6.89%
Males Widowed	5,903	1.74%
Females Widowed	17,499	5.16%
Divorced	41,663	12.28%
Males Divorced	18,256	5.38%
Females Divorced	23,407	6.90%
<b>2026 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	16,145	5.77%
Some High School, no diploma	22,019	7.87%
High School Graduate (or GED)	88,443	31.60%
Some College, no degree	71,057	25.39%
Associate Degree	27,337	9.77%
Bachelor's Degree	37,150	13.28%
Master's Degree	13,571	4.85%
Professional School Degree	2,663	0.95%
Doctorate Degree	1,455	0.52%
<b>2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	16,540	39.51%
High School Graduate	12,481	29.82%
Some College or Associate's Degree	9,317	22.26%
Bachelor's Degree or Higher	3,523	8.42%



# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Households</b>		
2031 Projection	166,107	
2026 Estimate	159,847	
2020 Census	152,880	
2010 Census	150,183	
Growth 2026 - 2031		3.92%
Growth 2020 - 2026		4.56%
Growth 2010 - 2020		1.80%
<b>2026 Est. Households by Household Type</b>	<b>159,847</b>	
Family Households	110,316	69.01%
Nonfamily Households	49,531	30.99%
2026 Est. Group Quarters Population	12,715	
2026 Households by Ethnicity, Hispanic/Latino	21,151	
<b>2026 Est. Households by Household Income</b>	<b>159,847</b>	
Income < \$15,000	13,840	8.66%
Income \$15,000 - \$24,999	12,782	8.00%
Income \$25,000 - \$34,999	13,522	8.46%
Income \$35,000 - \$49,999	18,634	11.66%
Income \$50,000 - \$74,999	27,707	17.33%
Income \$75,000 - \$99,999	19,708	12.33%
Income \$100,000 - \$124,999	16,403	10.26%
Income \$125,000 - \$149,999	12,278	7.68%
Income \$150,000 - \$199,999	11,637	7.28%
Income \$200,000 - \$249,999	5,643	3.53%
Income \$250,000 - \$499,999	5,299	3.31%
Income \$500,000+	2,394	1.50%
2026 Est. Average Household Income		\$93,985
2026 Est. Median Household Income		\$68,486
<b>2026 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$76,377
Black or African American Alone		\$46,190
American Indian and Alaska Native Alone		\$58,017
Asian Alone		\$70,561
Native Hawaiian and Other Pacific Islander Alone		\$53,456
Some Other Race Alone		\$60,753
Two or More Races		\$66,367
Hispanic or Latino		\$64,158
Not Hispanic or Latino		\$69,258

DESCRIPTION	DATA	%
<b>2026 Est. HH by Type and Presence of Own Child.</b>	<b>159,847</b>	
Family Households with Children	45,644	28.55%
Family Households without Children	114,203	71.44%
<b>Married-Couple Families</b>	<b>77,780</b>	<b>48.66%</b>
Married-Couple Family, own children	28,937	18.10%
Married-Couple Family, no own children	48,843	30.56%
<b>Cohabiting-Couple Families</b>	<b>10,502</b>	<b>6.57%</b>
Cohabiting-Couple Family, own children	4,216	2.64%
Cohabiting-Couple Family, no own children	6,285	3.93%
<b>Male Householder Families</b>	<b>27,048</b>	<b>16.92%</b>
Male Householder, own children	2,091	1.31%
Male Householder, no own children	4,127	2.58%
Male Householder, only Nonrelatives	1,873	1.17%
Male Householder, Living Alone	18,957	11.86%
<b>Female Householder Families</b>	<b>44,518</b>	<b>27.85%</b>
Female Householder, own children	10,401	6.51%
Female Householder, no own children	10,072	6.30%
Female Householder, only Nonrelatives	1,038	0.65%
Female Householder, Living Alone	23,007	14.39%
<b>2026 Est. Households by Household Size</b>	<b>159,847</b>	
1-person	42,983	26.89%
2-person	54,303	33.97%
3-person	24,460	15.30%
4-person	19,684	12.31%
5-person	10,549	6.60%
6-person	4,951	3.10%
7-or-more-person	2,917	1.82%
2026 Est. Average Household Size		2.54
<b>2026 Est. Households by Number of Vehicles</b>	<b>159,847</b>	
No Vehicles	8,554	5.35%
1 Vehicle	51,113	31.98%
2 Vehicles	62,725	39.24%
3 Vehicles	25,316	15.84%
4 Vehicles	8,242	5.16%
5 or more Vehicles	3,897	2.44%
2026 Est. Average Number of Vehicles		1.9

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Family Households</b>		
2031 Projection	114,720	
2026 Estimate	110,316	
2020 Estimate	105,382	
2010 Census	106,109	
Growth 2026 - 2031		3.99%
Growth 2020 - 2026		4.68%
Growth 2010 - 2020		-0.68%
<b>2026 Est. Families by Poverty Status</b>	<b>110,316</b>	
2026 Families at or Above Poverty	97,239	88.15%
2026 Families at or Above Poverty with Children	42,075	38.14%
2026 Families Below Poverty	13,078	11.86%
2026 Families Below Poverty with Children	9,686	8.78%
<b>2026 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	184,806	55.40%
Civilian Labor Force, Unemployed	8,518	2.55%
Armed Forces	316	0.10%
Not in Labor Force	139,937	41.95%
<b>2026 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	130,093	70.54%
Non-Profit Private Workers	11,454	6.21%
Local Government Workers	3,144	1.71%
State Government Workers	7,695	4.17%
Federal Government Workers	14,491	7.86%
Self-Employed Workers	17,300	9.38%
Unpaid Family Workers	242	0.13%

DESCRIPTION	DATA	%
<b>2026 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	2,879	1.56%
Arts/Entertainment/Sports	2,317	1.26%
Building Grounds Maintenance	6,570	3.56%
Business/Financial Operations	6,111	3.31%
Community/Social Services	3,301	1.79%
Computer/Mathematical	3,619	1.96%
Construction/Extraction	11,518	6.25%
Education/Training/Library	12,613	6.84%
Farming/Fishing/Forestry	1,498	0.81%
Food Prep/Serving	11,057	6.00%
Health Practitioner/Technician	10,751	5.83%
Healthcare Support	6,214	3.37%
Maintenance Repair	8,279	4.49%
Legal	1,420	0.77%
Life/Physical/Social Science	934	0.51%
Management	15,577	8.45%
Office/Admin. Support	18,327	9.94%
Production	16,769	9.09%
Protective Services	3,612	1.96%
Sales/Related	18,337	9.94%
Personal Care/Service	3,918	2.12%
Transportation/Moving	18,796	10.19%
<b>2026 Est. Pop 16+ by Occupation Classification</b>		
White Collar	96,188	52.16%
Blue Collar	55,362	30.02%
Service and Farm	32,869	17.82%
<b>2026 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	147,666	81.47%
Car Pooled	18,657	10.29%
Public Transportation	192	0.11%
Walked	2,141	1.18%
Bicycle	220	0.12%
Other Means	1,899	1.05%
Worked at Home	10,488	5.79%
<b>2026 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	55,948	
15 - 29 Minutes	60,975	
30 - 44 Minutes	30,818	
45 - 59 Minutes	9,894	
60 or more Minutes	12,755	
2026 Est. Avg Travel Time to Work in Minutes		27

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Occupied Housing Units by Tenure</b>	<b>159,847</b>	
Owner Occupied	112,445	70.34%
Renter Occupied	47,402	29.66%
2026 Owner Occ. HUs: Avg. Length of Residence		17.66 <sup>†</sup>
2026 Renter Occ. HUs: Avg. Length of Residence		7.83 <sup>†</sup>
<b>2026 Est. Owner-Occupied Housing Units by Value</b>	<b>112,445</b>	
Value Less than \$20,000	4,732	4.21%
Value \$20,000 - \$39,999	4,612	4.10%
Value \$40,000 - \$59,999	3,811	3.39%
Value \$60,000 - \$79,999	5,887	5.24%
Value \$80,000 - \$99,999	6,040	5.37%
Value \$100,000 - \$149,999	13,951	12.41%
Value \$150,000 - \$199,999	14,228	12.65%
Value \$200,000 - \$299,999	23,310	20.73%
Value \$300,000 - \$399,999	15,623	13.89%
Value \$400,000 - \$499,999	7,778	6.92%
Value \$500,000 - \$749,999	6,408	5.70%
Value \$750,000 - \$999,999	2,833	2.52%
Value \$1,000,000 or \$1,499,999	2,028	1.80%
Value \$1,500,000 or \$1,999,999	573	0.51%
Value \$2,000,000+	630	0.56%
2026 Est. Median All Owner-Occupied Housing Value		\$211,184
<b>2026 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	126,849	69.55%
1 Unit Attached	2,247	1.23%
2 Units	6,591	3.61%
3 or 4 Units	4,815	2.64%
5 to 19 Units	6,965	3.82%
20 to 49 Units	2,221	1.22%
50 or More Units	2,664	1.46%
Mobile Home or Trailer	29,290	16.06%
Boat, RV, Van, etc.	740	0.41%

DESCRIPTION	DATA	%
<b>2026 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	8,382	4.60%
Housing Units Built 2010 to 2019	18,886	10.36%
Housing Units Built 2000 to 2009	24,332	13.34%
Housing Units Built 1990 to 1999	22,984	12.60%
Housing Units Built 1980 to 1989	27,358	15.00%
Housing Units Built 1970 to 1979	31,938	17.51%
Housing Units Built 1960 to 1969	18,561	10.18%
Housing Units Built 1950 to 1959	15,167	8.32%
Housing Units Built 1940 to 1949	7,586	4.16%
Housing Unit Built 1939 or Earlier	7,186	3.94%
2026 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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