



Market Profile

North Business Park (AEPNETX) Longview, TX
 Drive Times: 20, 40, 60 minute radii

Latitude: 32.5794
 Longitude: -94.7663

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	106,471	232,177	507,564
2010 Total Population	117,461	253,965	561,622
2017 Total Population	124,290	265,312	586,754
2017 Group Quarters	3,701	9,824	18,907
2022 Total Population	129,189	273,123	603,959
2017-2022 Annual Rate	0.78%	0.58%	0.58%
2017 Total Daytime Population	133,655	273,052	614,624
Workers	62,371	116,938	274,544
Residents	71,284	156,114	340,080
Household Summary			
2000 Households	40,657	87,375	192,186
2000 Average Household Size	2.55	2.57	2.56
2010 Households	44,293	94,520	211,289
2010 Average Household Size	2.57	2.58	2.57
2017 Households	46,866	98,343	219,046
2017 Average Household Size	2.57	2.60	2.59
2022 Households	48,700	101,072	224,969
2022 Average Household Size	2.58	2.61	2.60
2017-2022 Annual Rate	0.77%	0.55%	0.54%
2010 Families	30,461	66,387	146,743
2010 Average Family Size	3.10	3.09	3.10
2017 Families	32,048	68,711	151,233
2017 Average Family Size	3.12	3.12	3.13
2022 Families	33,208	70,428	154,850
2022 Average Family Size	3.13	3.13	3.15
2017-2022 Annual Rate	0.71%	0.49%	0.47%
Housing Unit Summary			
2000 Housing Units	44,018	97,464	215,851
Owner Occupied Housing Units	60.4%	64.1%	64.0%
Renter Occupied Housing Units	32.0%	25.6%	25.1%
Vacant Housing Units	7.6%	10.4%	11.0%
2010 Housing Units	47,583	104,677	236,955
Owner Occupied Housing Units	58.3%	62.0%	61.0%
Renter Occupied Housing Units	34.7%	28.3%	28.1%
Vacant Housing Units	6.9%	9.7%	10.8%
2017 Housing Units	50,902	110,201	247,643
Owner Occupied Housing Units	55.8%	59.3%	58.5%
Renter Occupied Housing Units	36.3%	29.9%	29.9%
Vacant Housing Units	7.9%	10.8%	11.5%
2022 Housing Units	52,950	113,704	255,496
Owner Occupied Housing Units	55.4%	58.8%	58.0%
Renter Occupied Housing Units	36.6%	30.1%	30.0%
Vacant Housing Units	8.0%	11.1%	11.9%
Median Household Income			
2017	\$50,798	\$49,234	\$47,616
2022	\$54,838	\$53,533	\$52,037
Median Home Value			
2017	\$149,780	\$128,306	\$124,449
2022	\$181,945	\$163,426	\$156,328
Per Capita Income			
2017	\$26,832	\$25,605	\$25,197
2022	\$30,295	\$29,040	\$28,483
Median Age			
2010	35.9	36.9	37.1
2017	37.1	38.0	38.1
2022	38.1	39.0	39.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	46,866	98,340	219,042
<\$15,000	11.4%	12.3%	12.6%
\$15,000 - \$24,999	11.1%	11.5%	12.3%
\$25,000 - \$34,999	10.8%	10.8%	11.1%
\$35,000 - \$49,999	15.8%	16.0%	15.8%
\$50,000 - \$74,999	19.7%	19.1%	18.9%
\$75,000 - \$99,999	12.0%	11.8%	11.6%
\$100,000 - \$149,999	11.9%	11.6%	11.0%
\$150,000 - \$199,999	3.6%	3.5%	3.4%
\$200,000+	3.8%	3.3%	3.3%
Average Household Income	\$68,903	\$66,618	\$65,251
2022 Households by Income			
Household Income Base	48,700	101,069	224,965
<\$15,000	11.1%	12.0%	12.4%
\$15,000 - \$24,999	10.3%	10.7%	11.5%
\$25,000 - \$34,999	9.6%	9.6%	9.9%
\$35,000 - \$49,999	14.1%	14.2%	14.1%
\$50,000 - \$74,999	18.5%	18.0%	17.9%
\$75,000 - \$99,999	13.1%	13.0%	12.7%
\$100,000 - \$149,999	14.4%	14.1%	13.3%
\$150,000 - \$199,999	4.4%	4.5%	4.3%
\$200,000+	4.5%	4.1%	3.9%
Average Household Income	\$78,186	\$76,068	\$74,286
2017 Owner Occupied Housing Units by Value			
Total	28,387	65,339	144,954
<\$50,000	12.3%	17.1%	16.3%
\$50,000 - \$99,999	19.0%	22.6%	24.3%
\$100,000 - \$149,999	18.8%	18.3%	19.3%
\$150,000 - \$199,999	18.1%	15.2%	14.3%
\$200,000 - \$249,999	11.5%	9.4%	8.8%
\$250,000 - \$299,999	6.0%	5.4%	5.4%
\$300,000 - \$399,999	7.2%	6.2%	6.0%
\$400,000 - \$499,999	2.9%	2.3%	2.1%
\$500,000 - \$749,999	2.5%	2.0%	2.1%
\$750,000 - \$999,999	0.8%	0.6%	0.7%
\$1,000,000 +	1.1%	0.9%	0.7%
Average Home Value	\$188,482	\$167,775	\$164,721
2022 Owner Occupied Housing Units by Value			
Total	29,346	66,835	148,222
<\$50,000	9.8%	13.2%	12.9%
\$50,000 - \$99,999	13.7%	16.4%	18.2%
\$100,000 - \$149,999	15.1%	15.9%	17.0%
\$150,000 - \$199,999	17.9%	16.4%	15.4%
\$200,000 - \$249,999	11.8%	10.9%	10.6%
\$250,000 - \$299,999	7.5%	7.0%	7.3%
\$300,000 - \$399,999	11.0%	9.8%	9.2%
\$400,000 - \$499,999	5.1%	3.9%	3.5%
\$500,000 - \$749,999	4.8%	3.8%	3.5%
\$750,000 - \$999,999	1.5%	1.2%	1.2%
\$1,000,000 +	1.9%	1.5%	1.1%
Average Home Value	\$238,081	\$212,361	\$203,755

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	117,461	253,960	561,620
0 - 4	7.3%	7.1%	7.1%
5 - 9	7.1%	7.0%	7.0%
10 - 14	6.9%	6.9%	6.8%
15 - 24	14.1%	13.9%	14.1%
25 - 34	13.4%	12.9%	12.6%
35 - 44	12.3%	12.0%	11.9%
45 - 54	14.1%	14.3%	13.8%
55 - 64	11.2%	12.0%	12.0%
65 - 74	7.1%	7.6%	8.0%
75 - 84	4.7%	4.6%	4.9%
85 +	1.8%	1.7%	1.9%
18 +	74.4%	74.9%	75.0%
2017 Population by Age			
Total	124,291	265,314	586,756
0 - 4	6.8%	6.6%	6.6%
5 - 9	6.8%	6.6%	6.6%
10 - 14	6.7%	6.5%	6.5%
15 - 24	13.2%	13.1%	13.1%
25 - 34	13.9%	13.4%	13.5%
35 - 44	12.2%	12.0%	11.7%
45 - 54	12.1%	12.2%	11.9%
55 - 64	12.6%	13.1%	12.9%
65 - 74	8.8%	9.6%	10.0%
75 - 84	4.8%	4.8%	5.2%
85 +	2.1%	2.0%	2.2%
18 +	76.1%	76.6%	76.7%
2022 Population by Age			
Total	129,188	273,124	603,957
0 - 4	6.7%	6.5%	6.5%
5 - 9	6.6%	6.5%	6.5%
10 - 14	6.8%	6.7%	6.7%
15 - 24	12.7%	12.6%	12.6%
25 - 34	13.2%	12.6%	12.8%
35 - 44	12.9%	12.6%	12.3%
45 - 54	11.3%	11.4%	11.1%
55 - 64	12.1%	12.6%	12.3%
65 - 74	10.0%	10.8%	11.0%
75 - 84	5.5%	5.7%	6.0%
85 +	2.3%	2.1%	2.2%
18 +	76.1%	76.5%	76.6%
2010 Population by Sex			
Males	57,537	125,795	275,510
Females	59,924	128,170	286,112
2017 Population by Sex			
Males	60,992	131,750	288,792
Females	63,298	133,562	297,963
2022 Population by Sex			
Males	63,433	136,029	298,188
Females	65,756	137,094	305,771

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	117,459	253,965	561,622
White Alone	70.4%	71.1%	69.9%
Black Alone	17.8%	18.5%	18.6%
American Indian Alone	0.6%	0.6%	0.6%
Asian Alone	1.1%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.8%	6.9%	8.0%
Two or More Races	2.2%	2.1%	2.0%
Hispanic Origin	14.6%	13.2%	15.9%
Diversity Index	60.4	58.4	61.7
2017 Population by Race/Ethnicity			
Total	124,291	265,312	586,755
White Alone	68.2%	69.1%	68.2%
Black Alone	17.9%	18.3%	18.3%
American Indian Alone	0.6%	0.7%	0.7%
Asian Alone	1.4%	1.0%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	9.1%	8.3%	9.3%
Two or More Races	2.7%	2.6%	2.5%
Hispanic Origin	17.2%	15.9%	18.7%
Diversity Index	64.4	62.5	65.3
2022 Population by Race/Ethnicity			
Total	129,188	273,123	603,960
White Alone	66.3%	67.5%	66.7%
Black Alone	17.8%	18.0%	17.9%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	1.6%	1.2%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.5%	9.6%	10.6%
Two or More Races	3.2%	3.0%	2.8%
Hispanic Origin	19.6%	18.4%	21.2%
Diversity Index	67.8	65.9	68.2
2010 Population by Relationship and Household Type			
Total	117,461	253,965	561,622
In Households	96.7%	96.1%	96.8%
In Family Households	82.6%	83.0%	83.1%
Householder	26.0%	26.1%	26.1%
Spouse	18.7%	18.9%	19.0%
Child	31.8%	31.7%	31.8%
Other relative	4.0%	4.0%	4.1%
Nonrelative	2.2%	2.2%	2.1%
In Nonfamily Households	14.1%	13.1%	13.7%
In Group Quarters	3.3%	3.9%	3.2%
Institutionalized Population	1.7%	2.5%	2.1%
Noninstitutionalized Population	1.5%	1.4%	1.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	82,781	178,084	394,310
Less than 9th Grade	5.3%	5.8%	6.8%
9th - 12th Grade, No Diploma	9.3%	10.1%	10.2%
High School Graduate	23.8%	25.3%	25.3%
GED/Alternative Credential	5.4%	6.0%	5.6%
Some College, No Degree	25.5%	25.2%	24.7%
Associate Degree	8.7%	8.5%	8.1%
Bachelor's Degree	15.0%	13.4%	13.5%
Graduate/Professional Degree	7.0%	5.7%	5.9%
2017 Population 15+ by Marital Status			
Total	99,154	212,840	471,290
Never Married	29.0%	28.0%	28.8%
Married	50.8%	52.0%	51.1%
Widowed	7.0%	7.2%	7.4%
Divorced	13.1%	12.8%	12.8%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.5%	92.8%	93.4%
Civilian Unemployed (Unemployment Rate)	6.5%	7.2%	6.6%
2017 Employed Population 16+ by Industry			
Total	53,436	108,443	245,417
Agriculture/Mining	4.1%	5.9%	5.0%
Construction	8.0%	8.6%	8.2%
Manufacturing	11.4%	11.4%	11.2%
Wholesale Trade	3.6%	3.4%	3.0%
Retail Trade	13.7%	12.4%	12.6%
Transportation/Utilities	4.3%	5.3%	5.3%
Information	1.1%	1.0%	1.2%
Finance/Insurance/Real Estate	5.3%	5.1%	4.7%
Services	45.8%	44.0%	45.5%
Public Administration	2.8%	3.0%	3.3%
2017 Employed Population 16+ by Occupation			
Total	53,435	108,443	245,418
White Collar	54.2%	52.2%	51.8%
Management/Business/Financial	11.8%	11.3%	10.7%
Professional	16.4%	16.3%	17.4%
Sales	12.9%	11.4%	10.9%
Administrative Support	13.0%	13.2%	12.8%
Services	17.3%	17.6%	18.9%
Blue Collar	28.5%	30.2%	29.2%
Farming/Forestry/Fishing	0.2%	0.5%	0.8%
Construction/Extraction	7.4%	8.3%	7.6%
Installation/Maintenance/Repair	4.9%	4.8%	4.2%
Production	8.1%	8.5%	8.4%
Transportation/Material Moving	7.9%	8.2%	8.1%
2010 Population By Urban/ Rural Status			
Total Population	117,461	253,965	561,622
Population Inside Urbanized Area	80.2%	39.2%	36.6%
Population Inside Urbanized Cluster	1.0%	19.9%	20.3%
Rural Population	18.9%	40.9%	43.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	44,293	94,520	211,290
Households with 1 Person	26.5%	25.4%	26.0%
Households with 2+ People	73.5%	74.6%	74.0%
Family Households	68.8%	70.2%	69.5%
Husband-wife Families	49.5%	50.8%	50.6%
With Related Children	22.5%	22.2%	21.7%
Other Family (No Spouse Present)	19.2%	19.4%	18.9%
Other Family with Male Householder	5.1%	5.2%	4.9%
With Related Children	3.1%	3.1%	2.9%
Other Family with Female Householder	14.1%	14.2%	14.0%
With Related Children	9.7%	9.6%	9.3%
Nonfamily Households	4.8%	4.3%	4.5%
All Households with Children	35.7%	35.3%	34.4%
Multigenerational Households	4.5%	4.9%	5.0%
Unmarried Partner Households	5.4%	5.3%	5.2%
Male-female	4.8%	4.7%	4.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	44,293	94,519	211,290
1 Person Household	26.5%	25.4%	26.0%
2 Person Household	32.9%	33.7%	34.1%
3 Person Household	16.7%	16.7%	16.0%
4 Person Household	13.2%	13.0%	12.6%
5 Person Household	6.5%	6.7%	6.7%
6 Person Household	2.5%	2.6%	2.7%
7 + Person Household	1.7%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	44,293	94,520	211,289
Owner Occupied	62.7%	68.6%	68.5%
Owned with a Mortgage/Loan	36.2%	36.6%	36.3%
Owned Free and Clear	26.5%	32.0%	32.2%
Renter Occupied	37.3%	31.4%	31.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	47,583	104,677	236,955
Housing Units Inside Urbanized Area	80.1%	38.5%	35.9%
Housing Units Inside Urbanized Cluster	1.0%	18.7%	18.9%
Rural Housing Units	18.9%	42.8%	45.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Diners & Miners (10C)	Rooted Rural (10B)
3.	Green Acres (6A)	Salt of the Earth (6B)	Diners & Miners (10C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$86,793,696	\$173,355,993	\$377,773,811
Average Spent	\$1,851.95	\$1,762.77	\$1,724.63
Spending Potential Index	86	82	80
Education: Total \$	\$54,450,817	\$101,844,911	\$220,083,733
Average Spent	\$1,161.84	\$1,035.61	\$1,004.74
Spending Potential Index	80	71	69
Entertainment/Recreation: Total \$	\$126,394,419	\$261,567,674	\$572,621,862
Average Spent	\$2,696.93	\$2,659.75	\$2,614.16
Spending Potential Index	86	85	84
Food at Home: Total \$	\$208,557,494	\$433,196,193	\$951,036,469
Average Spent	\$4,450.08	\$4,404.95	\$4,341.72
Spending Potential Index	88	87	86
Food Away from Home: Total \$	\$136,240,502	\$274,894,055	\$600,414,894
Average Spent	\$2,907.02	\$2,795.26	\$2,741.04
Spending Potential Index	87	84	82
Health Care: Total \$	\$231,391,725	\$493,159,968	\$1,081,768,277
Average Spent	\$4,937.30	\$5,014.69	\$4,938.54
Spending Potential Index	88	90	88
HH Furnishings & Equipment: Total \$	\$79,219,849	\$162,204,031	\$354,776,643
Average Spent	\$1,690.35	\$1,649.37	\$1,619.64
Spending Potential Index	87	85	83
Personal Care Products & Services: Total \$	\$32,103,825	\$64,575,892	\$140,905,289
Average Spent	\$685.01	\$656.64	\$643.27
Spending Potential Index	86	82	81
Shelter: Total \$	\$642,753,926	\$1,263,396,330	\$2,756,542,369
Average Spent	\$13,714.72	\$12,846.84	\$12,584.31
Spending Potential Index	84	79	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$95,383,866	\$197,264,167	\$430,952,186
Average Spent	\$2,035.25	\$2,005.88	\$1,967.40
Spending Potential Index	87	86	84
Travel: Total \$	\$79,937,101	\$158,955,366	\$345,851,706
Average Spent	\$1,705.65	\$1,616.34	\$1,578.90
Spending Potential Index	82	78	76
Vehicle Maintenance & Repairs: Total \$	\$44,144,723	\$92,096,111	\$202,028,712
Average Spent	\$941.93	\$936.48	\$922.31
Spending Potential Index	88	87	86

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.