### Project Area Demographics

<table>
<thead>
<tr>
<th>Population</th>
<th>2010 Census</th>
<th>307,439</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected 2018</td>
<td>321,415</td>
<td></td>
</tr>
<tr>
<td>Households</td>
<td>2010 Census</td>
<td>112,372</td>
</tr>
<tr>
<td>Projected 2018</td>
<td>119,745</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>Average Household</td>
<td>$44,581</td>
</tr>
<tr>
<td>Percent over $100,000</td>
<td>12.27%</td>
<td></td>
</tr>
</tbody>
</table>

#### Retail Trade Area Draw
The Longview trade area encompasses over 2,000 square miles of North East Texas, along with several small towns as much as 45 minutes away. Tyler, Texas and Shreveport, LA are both roughly an hour away.

#### Retail Leakage
According to a recent study by the Retail Coach, the total leakage of all retail sales is $1,050,128,000 - almost 40%. Longview is clearly lacking stores in some categories or only has one store with no competitor in others.

#### Retail Growth
Longview is continuing a period of retail growth and expansion from 2008 when the shopping center north on route 269 was completed. The city plans to expand and extend roads in this northeast area to carry additional development.

#### Largest Employers
- 3,200 Good Shepherd Medical Center
- 1,492 Eastman Chemical
- 1,205 Longview Independent School District
- 1,150 Wal-Mart
- 1,100 L’Etoile Technologies
- 1,100 Trinity Rail, LLC
- 848 City of Longview
- 747 Gregg Industrial Insulators
- 730 Longview Regional Hospital
- 705 Diagnostic Clinic of Longview

#### Education
- Colleges and Universities
  - L’Etoile University
    - Enrollment 2,729. Offers 90+ graduate and undergraduate degrees.
  - Kilgore College, Longview Campus
    - 2-year community college.
  - The University of Texas at Tyler, Longview University Center
    - Satellite campus, offers 10+ graduate and undergraduate degrees.

#### Public School Districts
- Longview Independent School District
- Enroll 4,313. 7 Schools. West Longview, Pine Tree and Highsmith.
- Spring Hill Independent School District
- Enrollment 1,862. 5 Schools. North Longview and the Spring Hill area.
- Hallsville Independent School District
- Enrollment 4,037. 6 Schools. Far east Longview around Hamilton County.

Information and data courtesy of annual municipal financial reports. The Retail Coach report for the Longview Chamber of Commerce, and the City of Longview and Longview Community Development Corporation websites.

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Eberhart • Miller

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Some Information Supplied by Johnson & Pace, Inc., Longview, Texas