

Real Estate Market Overview 2005*

Longview

The Longview Metropolitan Statistical Area (MSA) is part of the area in the piney woods known as the East Texas oilfields. Kilgore had as many as 1,200 oil derricks in the past, and in the 1940s was capable of supplying the entire nation with petroleum. Today the area has a diversified economy with growing manufacturing and distribution sectors. Longview is a major regional healthcare center for East Texas, with two major hospitals.

Quick Facts	
Land Area	1,785.22 square miles
Population Density (2000)	108.7 people per square mile
Counties	Gregg, Rusk, Upshur
Area Cities and Towns	
Bettie, Diana, East Mountain, Easton, Enon, Gilmer, Gladewater, Glenwood, Grice, Hawkins, Henderson, Kilgore, Lakeport, Leigh, Longview, Ore City, Pritchett, Simpsonville, Union Grove, White Oak	

*This report's MSA data reflects either 1999 or 2003 MSA definitions based on data availability. Use of 2003 definition is noted where applicable.



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Longview Market Overview 2005 Demographics

Longview-Marshall MSA Population

Year	Population	Percent change
1990	193,801	0.3
1991	195,922	1.1
1992	197,273	0.7
1993	199,191	1.0
1994	200,568	0.7
1995	202,608	1.0
1996	204,959	1.2
1997	206,767	0.9
1998	207,941	0.6
1999	208,911	0.5
2000	208,780	-0.1
2001	209,943	0.6
2002	211,959	1.0
2003	213,413	0.7
2004	215,159	0.8

Source: U.S. Census Bureau

County Population Growth

County	1990 Population	2004 Population	Growth 1990 - 2004 (in percent)
Gregg	104,948	115,035	9.6
Rusk	43,735	47,973	9.7
Upshur	31,370	37,397	19.2

Source: U.S. Census Bureau (2003 definition)

Area Cities With 10,000 or More Residents

City	2000 Population	Growth 1990 - 2000 (in percent)
Longview	73,344	4.0
Marshall	23,935	-4.1
Kilgore	11,301	-0.3

Source: U.S. Census Bureau

Texas Metropolitan Area Population Change, 1990 - 2004

Metropolitan Area	1990 Population	2004 Population	Percent Change
McAllen-Edinburg-Mission	383,545	658,248	71.6
Austin-San Marcos	846,227	1,412,271	66.9
Laredo	133,239	219,464	64.7
Dallas	2,676,248	3,886,553	45.2
Brownsville-Harlingen-San Benito	260,120	371,825	42.9
Brazoria County	191,707	271,130	41.4
Houston	3,321,911	4,587,092	38.1
Fort Worth-Arlington	1,361,034	1,878,334	38.0
Texas	16,986,335	22,490,022	32.4
San Antonio	1,324,749	1,722,117	30.0
Bryan-College Station	121,862	156,275	28.2
Killeen-Temple	255,299	325,398	27.5
Galveston-Texas City	217,396	271,743	25.0
Tyler	151,309	186,414	23.2
Sherman-Denison	95,019	115,933	22.0
Amarillo	187,514	227,472	21.3
El Paso	591,610	713,126	20.5
Waco	189,123	222,439	17.6
Victoria	74,361	85,777	15.4
Lubbock	222,636	251,018	12.7
Longview-Marshall	193,801	215,159	11.0
Texarkana	120,132	132,716	10.5
Corpus Christi	349,894	385,700	10.2
Odessa-Midland	225,545	244,832	8.6
Beaumont-Port Arthur	361,218	383,443	6.2
San Angelo	98,458	103,772	5.4
Wichita Falls	130,351	136,595	4.8
Abilene	119,655	125,108	4.6

Source: U.S. Census Bureau

Longview-Marshall MSA Projected Population

Year	Texas State Data Center (Scenario 0.5)	Texas Water Development Board
2005	216,565	-
2010	224,689	229,070
2015	232,971	-
2020	240,847	245,957

Sources: Texas State Data Center and Texas Water Development Board

Household Composition

	Longview-Marshall MSA	Texas
Average household size (2000)	2.57	2.74
Population younger than 18 (2000, in percent)	26.8	28.2
Population 65 and older (2000, in percent)	13.4	9.9

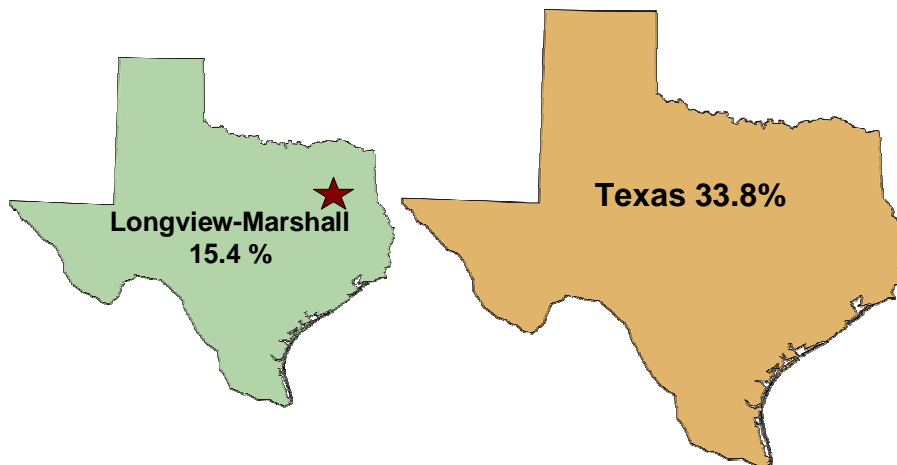
Source: U.S. Census Bureau

Distribution by Race and Hispanic or Latino Origin, 2000 (in percent)

	Longview-Marshall MSA	Texas
White	74.6	71.0
Black	19.5	11.5
Asian	0.5	2.7
American Indian	0.5	0.6
Other	3.6	11.7
Two or more races	1.3	2.5
Hispanic (of any race)	7.1	32.0

Source: U.S. Census Bureau

**Projected Population Growth, 2000 – 2020
 (in percent)**



Source: Texas State Data Center (Scenario 0.5)

Longview Market Overview 2005 Education

Educational Attainment, Persons Age 25 and Older (in percent)

Level of Education	Gregg County	Rusk County	Upshur County	Texas
High school graduate	27.7	33.0	36.3	24.8
Some college, no degree	25.3	22.3	24.0	22.4
Associate's degree	6.6	6.1	5.0	5.2
Bachelor's degree	13.3	8.0	7.5	15.6
Graduate or professional degree	6.3	4.7	3.6	7.6

Source: U.S. Census Bureau 2000 Census (2003 definition)

Educational Attainment, Persons Age 25 and Older (in percent)

Level of Education	Longview-Marshall MSA	Texas
High School Graduate or Higher	78.4	79.2
Bachelor's Degree or Higher	16.8	23.9

Source: U.S. Census Bureau 2000

Local College and University Enrollment

School	Fall 1999	Fall 2000	Fall 2001	Fall 2002	Fall 2003	Fall 2004
Kilgore College	3,942	3,872	4,026	4,578	4,874	4,935
LeTourneau University	2,804	2,975	3,094	3,331	3,593	3,756
Texas State Technical College-Marshall	424	511	595	605	615	704

Sources: Texas Higher Education Coordinating Board

Local College and University Enrollment

School	Spring 1999	Spring 2000	Spring 2001	Spring 2002	Spring 2003	Spring 2004
Kilgore College	-	3,695	3,626	4,210	4,735	4,935
LeTourneau University	-	-	-	-	3098	3,486
Texas State Technical College-Marshall	-	411	521	574	571	581

Source: Texas Higher Education Coordinating Board

Longview Market Overview 2005 Employment

Longview Top Ten Employers

Employer	Sector	Employees
Good Shepherd Medical Center	Health care	2,256
Eastman Chemical	Chemicals	1,700
Longview ISD	Education	1,241
Trinity Industries	Railway cars	818
LeTourneau, Inc.	Heavy equipment	800
Dana Corporation	Automotive Supplier	781
City of Longview	Local government	773
Wal-Mart SuperCenter	Retail	766
SITEL	Telecommunication	750
Longview Regional Medical Center	Medical services	706

Source: Longview Economic Development Corporation Feb-2005

Longview Top Ten Private Employers

Employer	Sector	Employees
Good Shepherd Medical Center	Health care	2,256
Eastman Chemical	Chemicals	1,700
Trinity Industries	Railway cars	818
LeTourneau, Inc.	Heavy equipment	800
Dana Corporation	Automotive Supplier	781
Wal-Mart SuperCenter	Retail	766
SITEL	Telecommunication	750
Longview Regional Medical Center	Medical services	706
Fleetwood Travel Trailers	Travel Trailers	695
Diagnostic Clinic of Longview	Medical services	395

Source: Longview Economic Development Corporation Feb-2005

Marshall Top Ten Employers

Employer	Sector	Employees
Republic Industries	Wood kitchen and cabinets	600
Blue Cross & Blue Shield	Insurance claim processing	550
Marshall Regional Medical Center	Health care	538
Home & Garden Party	Decorative items	400
BICC Cable	Electrical wire and cable	335
Harrison County	Government	317
Martex Drilling Company	Oil and gas drilling	300
City of Marshall	Government	225
Casey Pottery	Pottery	200
Sabine Mining Co.	Lignite surface mining	180

Source: Marshall Economic Development Corporation Dec-2004

Marshall Top Ten Private Employers

Employer	Sector	Employees
Republic Industries	Wood kitchen and cabinets	600
Blue Cross & Blue Shield	Insurance claim processing	550
Home & Garden Party	Decorative items	400
BICC Cable	Electrical wire and cable	335
Martex Drilling Company	Oil and gas drilling	300
Casey Pottery	Pottery	200
Sabine Mining Co.	Lignite surface mining	180
Norit Industries	Mfg. of activated carbon	175
Harris Potteries	Pottery	124
Marshall Pottery	Pottery	120

Source: Marshall Economic Development Corporation Dec-2004

Employment Growth by Industry

	Longview MSA	Texas
Employment growth 2004 (in percent)	3.9	1.3
Unemployment rate 2004 (in percent)	6	6.1
New jobs in 2004	3300	120,600
Employment growth by sector 2004 (in percent)		
Total Nonfarm	3.9	1.3
Natural Resources, Mining, and Construction	12.2	-
Natural Resources and Mining	-	3.2
Construction	-	-1.0
Manufacturing	0.9	-0.2
Trade, Transportation and Utilities	2.3	1.2
Information	5.6	-1.1
Financial Activities	0.0	1.7
Professional and Business Services	3.1	1.7
Educational and Health Services	5.8	2.1
Leisure and Hospitality	2.8	2.1
Government	1.7	1.5

All estimates are subject to revision March-2005

Source: Bureau of Labor Statistics and Real Estate Center at Texas A&M University (2003 definition)

Texas Metropolitan Area Employment Change, 1990-2004

Metropolitan Area	1990 Employment	2004 Employment	Percent Change
McAllen-Edinburg-Mission	128,092	231,224	80.5
Austin-Round Rock	452,961	738,706	63.1
Laredo	48,588	77,898	60.3
Killeen-Temple-Fort Hood	93,215	137,634	47.7
Brownsville-Harlingen	90,534	130,457	44.1
College Station-Bryan	69,738	97,038	39.1
San Antonio	620,868	833,331	34.2
Dallas-Fort Worth-Arlington	2,163,142	2,790,815	29.0
Texas	8,071,312	10,362,982	28.4
Amarillo	96,512	122,770	27.2
Tyler	70,712	89,186	26.1
Houston-Baytown-Sugar Land	1,926,731	2,411,653	25.2
Sherman-Denison	43,644	53,651	22.9
Lubbock	110,510	134,203	21.4
Waco	86,033	104,444	21.4
Midland	51,435	61,405	19.4
Abilene	64,278	76,330	18.7
Corpus Christi	156,681	184,573	17.8
Victoria	44,880	52,847	17.8
El Paso	228,522	267,419	17.0
Longview	80,290	93,867	16.9
Wichita Falls	61,226	70,608	15.3
San Angelo	44,183	50,604	14.5
Texarkana	51,476	57,743	12.2
Odessa	52,585	57,944	10.2
Beaumont-Port Arthur	156,860	164,663	5.0

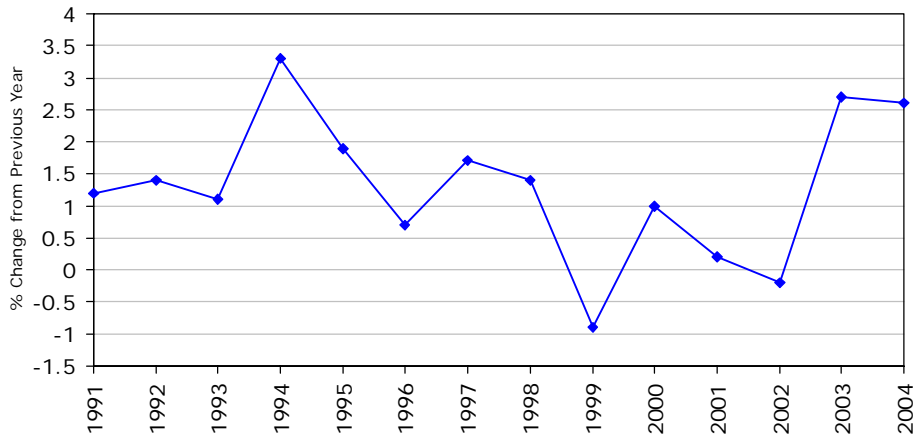
Source: Bureau of Labor Statistics and Real Estate Center at Texas A&M University (2003 definition)

Longview MSA Employment

Year	Employment	Percent Change
1990	86,048	-
1991	87,084	1.2
1992	88,274	1.4
1993	89,240	1.1
1994	92,159	3.3
1995	93,890	1.9
1996	94,547	0.7
1997	96,186	1.7
1998	97,523	1.4
1999	96,673	-0.9
2000	97,630	1
2001	97,860	0.2
2002	97,623	-0.2
2003	100,276	2.7
2004	102,847	2.6

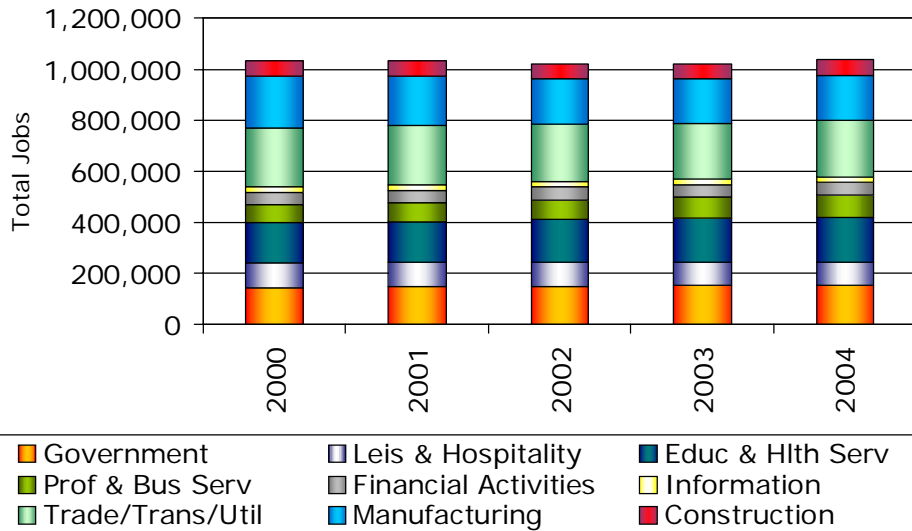
Source: U.S. Bureau of Labor Statistics

**Employment Growth
 Longview MSA**



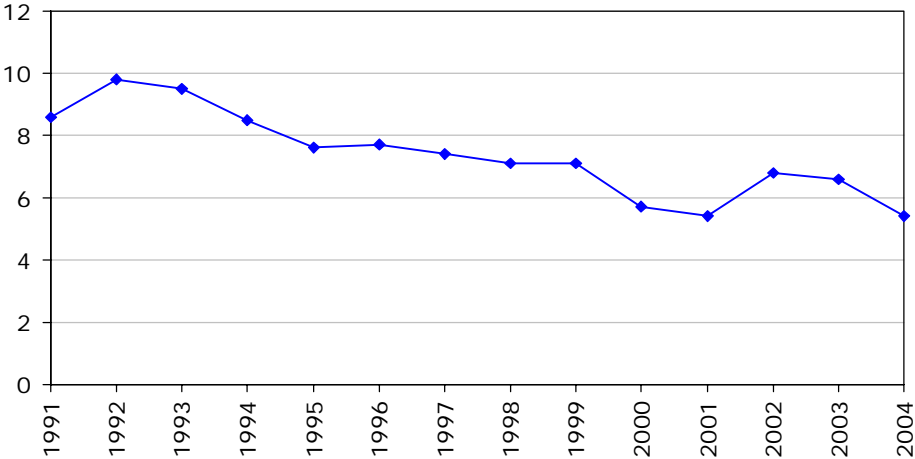
Source: U.S. Bureau of Labor Statistics and Real Estate Center at Texas A&M University

Distribution of Employment in Major Categories



Source: Texas Workforce Commission Feb-2005

Longview MSA Unemployment Rate
(in percent)



Source: U.S. Bureau of Labor Statistics and Real Estate Center at Texas A&M University

Longview Market Overview 2005

Economy

Longview-Marshall MSA Gross Retail Sales

Year	Total Sales	Sales per Capita
1990	\$1,564,422,447	\$8,072
1991	1,596,864,650	8,151
1992	1,715,728,055	8,697
1993	1,797,327,756	9,023
1994	1,923,178,624	9,589
1995	2,106,574,875	10,397
1996	2,284,679,002	11,147
1997	2,302,104,090	11,134
1998	2,287,812,951	11,002
1999	2,423,861,886	11,602
2000	2,683,528,672	12,853
2001	2,850,379,601	13,577
2002	2,677,612,504	12,633
2003	2,761,942,713	12,942
2004	2,964,228,237	13,777
State Average 2004:		\$14,546

Source: Texas Comptroller's Office

Longview Market Overview 2005 Infrastructure

Longview-Marshall Airline Boardings

Airport		1998	1999	2000	2001	2002	2003	2004
Gregg County Airport	Enplaned	26,374	30,092	33,452	29,350	25,306	23,010	23,886
	Deplaned	25,791	29,832	32,627	28,363	24,404	22,450	22,501
	Total	52,165	59,924	66,079	57,713	49,710	45,460	46,387

Source: Gregg County Airport

Airport Cargo Statistics (in pounds)

Airport	1998	1999	2000	2001	2002	2003	2004
Gregg County Airport	37,264	34,597	15,456	7,669	5,151	6,426	6,524

Source: Gregg County Airport

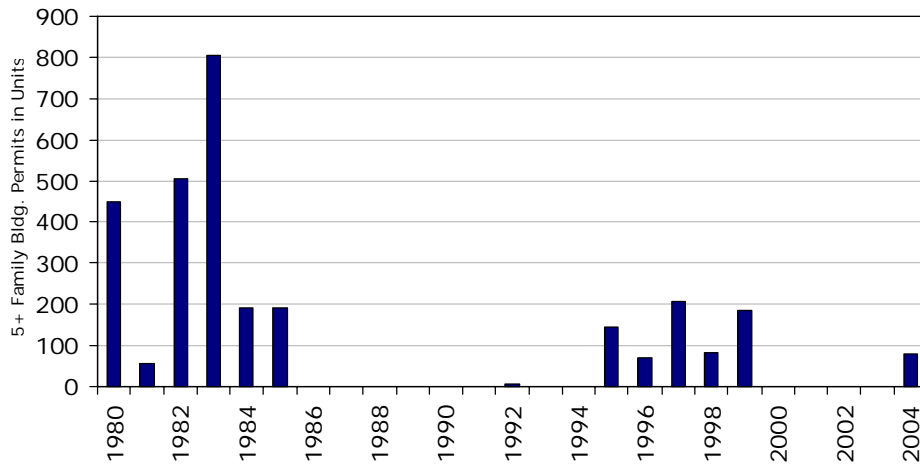
Longview Market Overview 2005 Multifamily

Longview-Marshall Apartment Statistics 2004

	Longview-Marshall	Texas Metro Average
Average rent per square foot	\$0.59	\$0.79
Average rent for units built since 2000	\$0.49	\$0.92
Average occupancy (in percent)	95.3	91.5
Average occupancy for units built since 2000 (in percent)	98.5	92.4

Source: Apartment MarketData Research Jan-2005

Longview MSA Multifamily Building Permits



Source: U.S. Census Bureau and Real Estate Center at Texas A&M University

Longview Market Overview 2005 Housing

Housing Affordability - Fourth Quarter 2004

	Percent of Households That Can Afford Median- priced Home	THAI*	THAI for First-time Homebuyers
Longview-Marshall MSA	63	1.31	1.15
Texas MLS Total	50	0.99	0.91
U.S. Total	49	0.99	0.72

* The THAI is the ratio of median household income to the income required to buy the median-priced home using currently available mortgage financing. Standard financing is a 30-year loan covering 80 percent of the cost of the home. A THAI of 1.00 indicates that the median household income is just enough to qualify for a loan sufficient to purchase the median-priced home.

Source: Real Estate Center at Texas A&M University

Price Distribution of MLS Homes Sold, Longview-Marshall Area, 2004

(in percent)

Price Range	1998	1999	2000	2001	2002	2003	2004
\$29,999 or less	5.2	6.2	6.4	5.9	-	7.1	6.7
30,000 - 39,999	5.9	4.9	5.0	4.6	-	4.5	3.7
40,000 - 49,999	7.9	8.3	7.5	6.4	-	5.3	5.8
50,000 - 59,999	11.1	8.0	10.0	9.8	-	6.3	6.8
60,000 - 69,999	11.1	10.7	11.0	9.9	-	8.8	7.6
70,000 - 79,999	9.0	9.5	9.4	10.2	-	9.3	8.8
80,000 - 89,999	10.3	9.9	8.8	10.4	-	9.9	8.3
90,000 - 99,999	6.3	6.9	8.3	6.3	-	7.3	6.4
100,000 - 119,999	10.7	11.2	9.8	8.5	-	9.9	11.3
120,000 - 139,999	7.3	7.4	8.3	8.5	-	9.4	10.1
140,000 - 159,999	5.3	5.1	4.3	6.0	-	6.3	6.7
160,000 - 179,999	2.6	3.7	3.0	3.6	-	4.9	4.9
180,000 - 199,999	1.8	2.4	2.2	2.8	-	2.8	3.4
200,000 - 249,999	2.9	2.1	2.7	3.5	-	3.5	4.6
250,000 - 299,999	1.1	2.0	1.5	1.9	-	2.4	2.3
300,000 - 399,999	0.9	1.2	1.2	0.8	-	1.3	1.6
400,000 - 499,999	0.3	0.2	0.2	0.4	-	0.4	0.5
500,000 and more	0.2	0.4	0.7	0.4	-	0.7	0.4

"-" represents unreported data or nonparticipation in Real Estate Center's survey.

Source: Real Estate Center at Texas A&M University

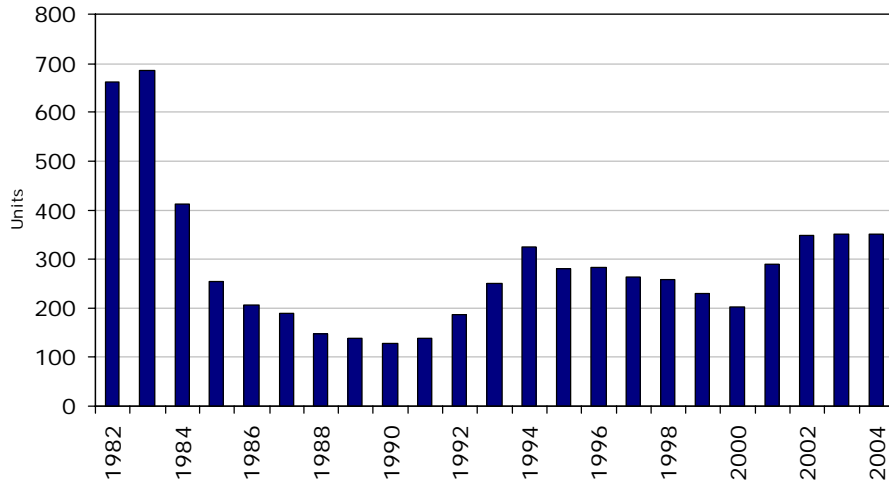
Property Tax Rates, 2004
County, Major City, Major School District

Taxing Entity*	Tax Rate per \$100 Valuation
Gregg County	0.27
City of Longview	0.48
Longview ISD	1.62
Total	\$2.37

* Only the typical taxing entities are listed. However, there are numerous numbers of taxing entities that need to be taken into account for an actual tax rate calculation.

Source: Gregg County Appraisal District

Longview MSA Single-Family Building Permits



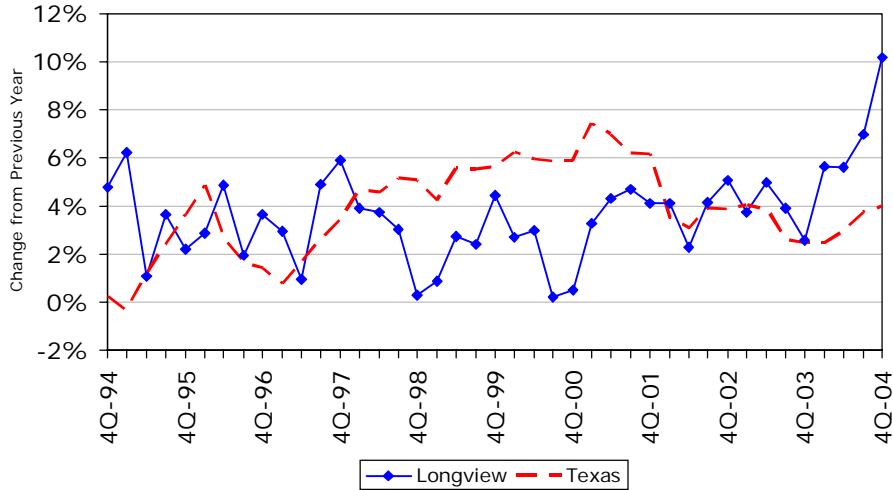
Source: U.S. Census Bureau and Real Estate Center at Texas A&M University

Real Estate Center Market Overview 2005
 Longview, TX

**Home Price Appreciation
 Longview MSA***

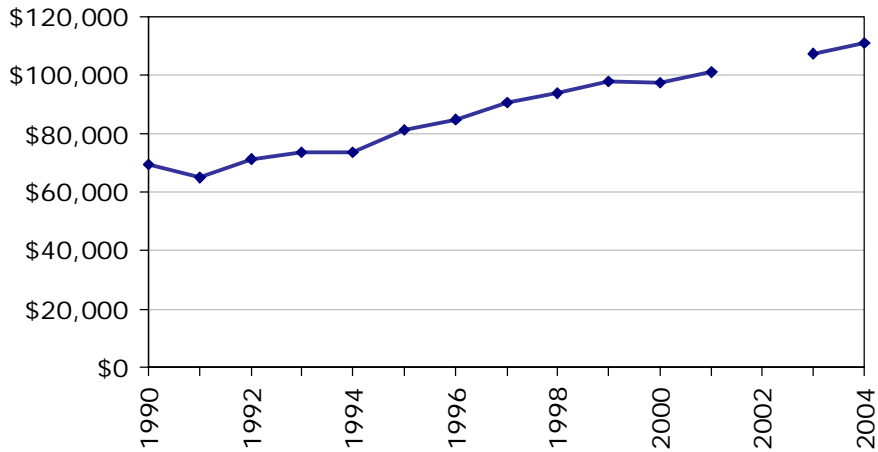
The HPI for each geographic area is estimated using repeated observations of housing values for individual single-family residential properties on which at least two mortgages were originated and subsequently purchased by either Freddie Mac or Fannie Mae since January 1975.

*According to new 2003 MSA definition, including Gregg, Rusk, Upshur Counties

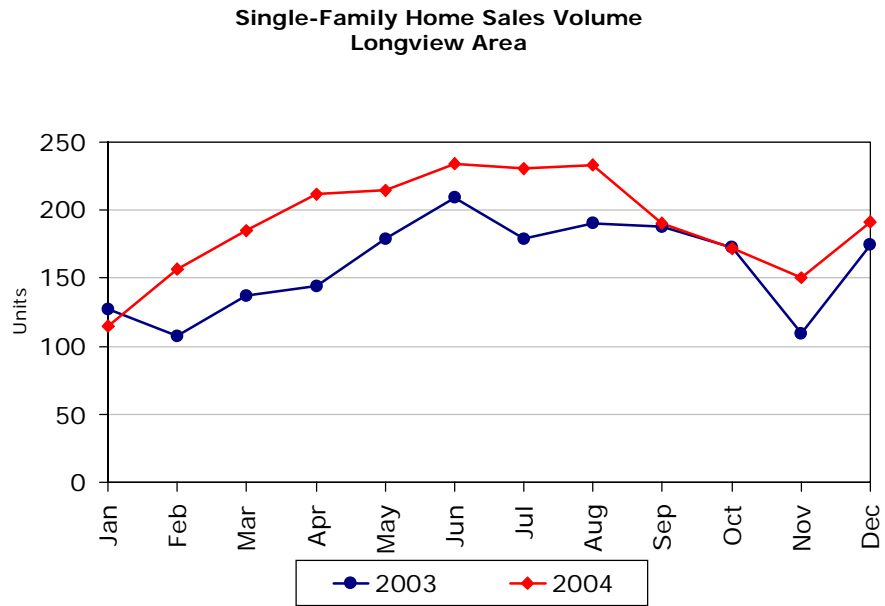


Source: Office of Federal Housing Enterprise Oversight

**Average Sales Price of Single-Family Home
 Longview Area**



Source: Real Estate Center at Texas A&M University



Source: Real Estate Center at Texas A&M University

Longview Market Overview 2005

Retail

Longview Retail Market, Year-End 2003

Occupancy rate (in percent)	85%
Average rental rates (per square foot)	\$9 - \$12

* 2004 data is not available

Source: Coldwell Banker Lenhart Commercial Properties

Longview Market Overview 2005 Hotel

Hotel Occupancy and Rental Rates

	2003*		2004	
	Longview	Texas	Longview	Texas
# Rooms 000's	2.4	320.2	2.4	329.2
Average daily rate	\$45.41	\$68.80	\$45.12	\$70.62
Occupancy rate (in percent)	52.2	54.2	54.8	55.2

* 2003 and later data according to new MSA definition including Gregg, Rusk, Upshur Counties

Source: Office of the Governor Economic Development and Tourism and Source Strategies, Inc. of San Antonio

Longview Market Overview 2005 Office

Office Market, Year-End 2003

Office Market, Year-End 2003	
Occupancy rate (in percent)	85-90%
Average rental rates (per square foot)	\$8- \$12

Source: Coldwell Banker Lenhart Commercial Properties



This annual report is created free of charge by the Real Estate Center at Texas A&M University. We strive to provide the most accurate, up-to-date, and insightful data to paint a detailed picture of Texas' Metropolitan Statistical Area's. The Center also provides numerous publications, resources, and data on building permits, employment, population, and home sales at <http://recenter.tamu.edu>.

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