

Real Estate Market Overview 2004

Longview - Marshall

The Longview-Marshall 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	1,760.38 square miles
Population Density (2000)	118 people per square mile
Counties	Gregg, Harrison, Upshur
Area Cities and Towns	Bettie, Cross Roads, Diana, East Mountain, Easton, Enon, Gilmer, Gladewater, Glenwood, Grice, Hallsville, Harleton, Hawkins, Jonesville, Karnack, Kilgore, Lakeport, Leigh, Longview, Marshall, Nesbitt, Ore City, Pritchett, Scottsville, Simpsonville, Uncertain, Union Grove, Waskom, White Oak, Woodlawn

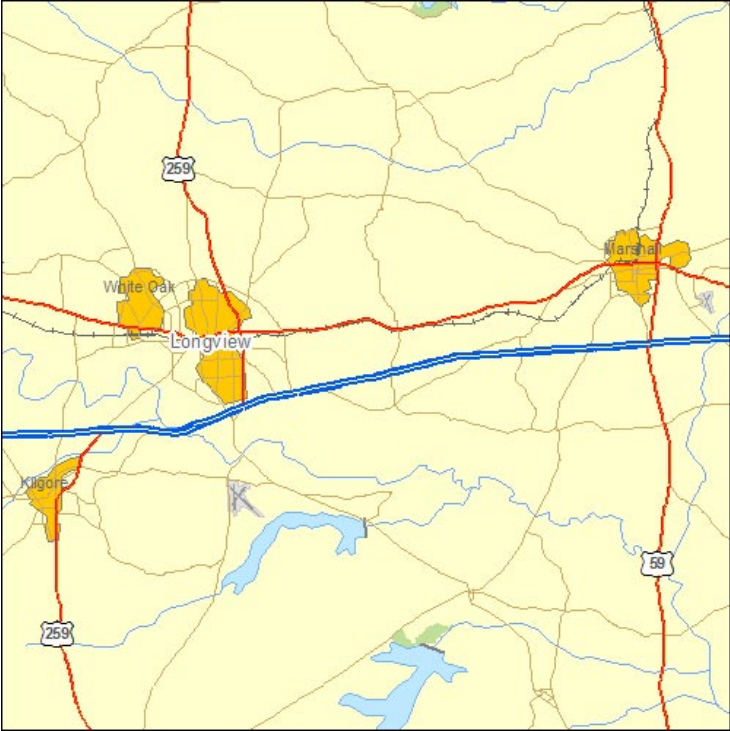


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Longview – Marshall Market Overview 2004 Demographics

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	210,147	0.7
2002	212,288	1.0

Source: U.S. Census Bureau

County Population Growth

County	2002 Population	Growth 1990 - 2002 (percent)
Gregg	113,255	7.9
Harrison	62,534	8.8
Upshur	36,499	16.4

Source: U.S. Census Bureau

Area Cities With 10,000 or More Residents

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

Source: U.S. Census Bureau

Real Estate Center Market Overview 2004
 Longview – Marshall, Texas

Texas Metropolitan Area Population Change, 1990 - 2002

Metropolitan Area	1990 Population	2002 Population	Percent Change
McAllen-Edinburg-Mission	383,545	614,474	60.2
Austin-San Marcos	846,227	1,349,291	59.4
Laredo	133,239	207,611	55.8
Dallas	2,676,248	3,743,254	39.9
Brownsville-Harlingen-San Benito	260,120	353,561	35.9
Brazoria County	191,707	257,256	34.2
Houston	3,321,911	4,420,081	33.1
Fort Worth-Arlington	1,361,034	1,802,465	32.4
Texas	16,986,335	21,779,893	28.2
Bryan-College Station	121,862	156,099	28.1
San Antonio	1,324,749	1,660,205	25.3
Killeen-Temple	255,299	319,163	25.0
Galveston-Texas City	217,396	261,219	20.2
Tyler	151,309	181,437	19.9
Sherman-Denison	95,019	113,860	19.8
Amarillo	187,514	222,915	18.9
El Paso	591,610	697,562	17.9
Waco	189,123	217,713	15.1
Victoria	74,361	84,932	14.2
Lubbock	222,636	247,574	11.2
Longview-Marshall	193,801	212,288	9.5
Corpus Christi	349,894	382,188	9.2
Texarkana	120,132	131,027	9.1
Wichita Falls	130,351	138,960	6.6
Odessa-Midland	225,545	239,981	6.4
Beaumont-Port Arthur	361,218	382,242	5.8
Abilene	119,655	125,647	5.0
San Angelo	98,458	103,018	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

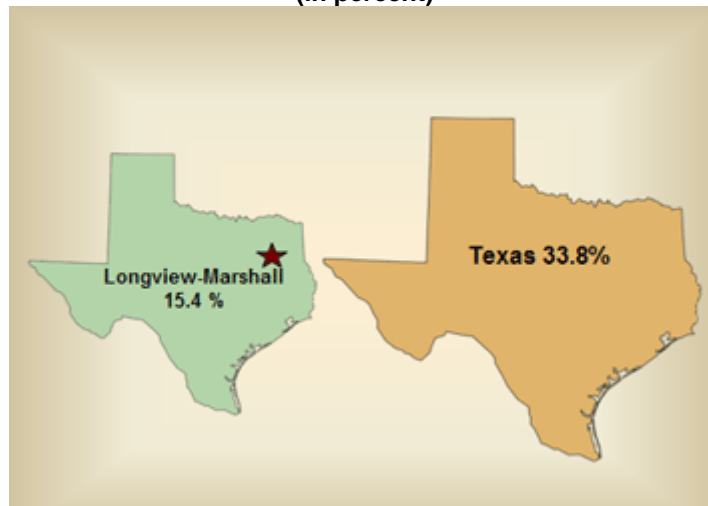
Source: U.S. Census Bureau

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

	Longview-Marshall MSA		Texas	
	1990	2000	1990	2000
White	73.9	74.6	60.8	71.0
Black	21.9	19.5	11.7	11.5
Asian	0.6	0.5	0.3	2.7
American Indian	0.3	0.5	1.8	0.6
Other	0.1	3.6	0.1	11.7
Two or more races*	-	1.3	-	2.5
Hispanic (of any race)	3.2	7.1	25.3	32.0

* For the 2000 Census, the Census Bureau changed the "race" options, allowing people to report their race as "other" or as two or more races.
 Source: U.S. Census Bureau

Projected Population Growth, 2000-2020 (in percent)



Source: Texas State Data Center (Scenario 0.5)

Longview – Marshall Market Overview 2004 Education

**Educational Level, Persons Age 25 and Older
 2000 (in percent)**

Level of Education	Gregg County	Harrison County	Texas
High school graduate	27.7	34.1	26.3
Some college, no degree	25.3	23.1	21.7
Associate's degree	6.6	5.7	5.2
Bachelor's degree	13.3	10.8	16.1
Graduate or professional degree	6.3	4.6	7.4

Source: U.S. Census Bureau, 2000 Census

Local College and University Enrollment

School	Fall 2002	Spring 2003	Fall 2003
Kilgore College	4,578	4,735	4,878
LeTourneau University	3,338	-	3,597
Texas State Technical College at Marshall	605	571	641

Sources: Educational institution and Texas Higher Education Coordinating Board

Longview – Marshall Market Overview 2004 Employers

Top Ten Employers, Longview

Employer	Sector	Employees
Good Shepherd Medical Center	Health care	2,334
Eastman Chemical	Chemicals	1,800
Longview ISD	Education	1,116
LeTourneau, Inc.	Heavy equipment	900
City of Longview	Local government	718
Fleetwood Travel Trailers	Travel trailers	699
Longview Regional Medical Center	Medical services	657
Pine Tree ISD	Education	650
Trinity Industries	Railway cars	607
SITEL	Telecommunication	600

Source: Longview Economic Development Corporation Jul-2003

Top Ten Private Employers, Longview

Employer	Sector	Employees
Good Shepherd Medical Center	Health care	2,334
Eastman Chemical	Chemicals	1,800
LeTourneau, Inc.	Heavy equipment	900
Fleetwood Travel Trailers	Travel trailers	699
Longview Regional Medical Center	Medical Services	657
Trinity Industries	Railway cars	607
SITEL	Telecommunication	600
Wal-Mart SuperCenter	Retail	490
LeTourneau University	Education	309
Neiman Marcus National Service Center	Distribution	300

Source: Longview Economic Development Corporation Jul-2003

Top Ten Employers, Marshall

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-2003 and institutions

Top Ten Private Employers, Marshall

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-2003

Employment Growth by Industry - 2003

	Longview- Marshall MSA	Texas
Employment growth (percent)	0.3	-0.5
Unemployment rate (percent)	6.6	6.8
New jobs	300	-49,800
Employment growth by sector (percent)		
Manufacturing	-0.7	-5.0
Construction	2.1	-3.0
Natural Resources and Mining	5.6	0.6
Trade, Transportation and Utilities	-4.2	-1.8
Information	11	-5.8
Financial Activities	11.8	0.9
Professional and Business Services	4.6	-1.1
Educational and Health Services	2.2	3.3
Leisure and Hospitality	-1.3	1.2
Government	1.6	1.3
Total Nonfarm	0.3	-0.5

Source: Texas Workforce Commission and U.S. Bureau of Labor Statistics

Real Estate Center Market Overview 2004
 Longview – Marshall, Texas

Texas Metropolitan Area Employment Change, 1990 - 2003

Metropolitan Area	1990 Employment	2003 Employment	Percent Change
Austin-San Marcos	454,618	746,750	64.3
Laredo	48,766	77,065	58.0
McAllen-Edinburg-Mission	128,560	197,870	53.9
Brownsville-Harlingen-San Benito	90,866	131,457	44.7
Bryan-College Station	58,292	82,368	41.3
San Antonio	587,550	796,235	35.5
Killeen-Temple	87,724	117,801	34.3
Tyler	70,970	93,561	31.8
Dallas	1,467,668	1,916,607	30.6
Texas	8,071,312	10,284,203	27.4
Fort Worth-Arlington	721,875	915,919	26.9
Houston	1,720,152	2,180,719	26.8
Victoria	34,648	43,652	26.0
Amarillo	92,967	113,051	21.6
El Paso	229,358	274,926	19.9
Lubbock	107,823	128,854	19.5
Waco	86,347	102,310	18.5
Longview-Marshall	86,048	100,952	17.3
Odessa-Midland	104,401	120,374	15.3
Corpus Christi	150,142	172,705	15.0
San Angelo	43,587	49,798	14.2
Brazoria County	93,552	105,320	12.6
Abilene	52,389	58,513	11.7
Sherman-Denison	43,804	48,866	11.6
Wichita Falls	56,897	62,812	10.4
Galveston-Texas City	105,423	114,327	8.4
Texarkana	51,575	55,658	7.9
Beaumont-Port Arthur	157,435	167,915	6.7

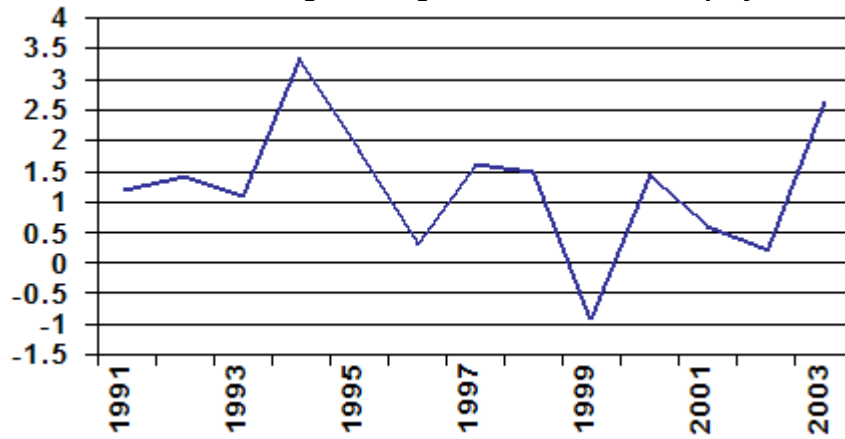
Source: U.S. Bureau of Labor Statistics and The Real Estate Center

Longview MSA Employment

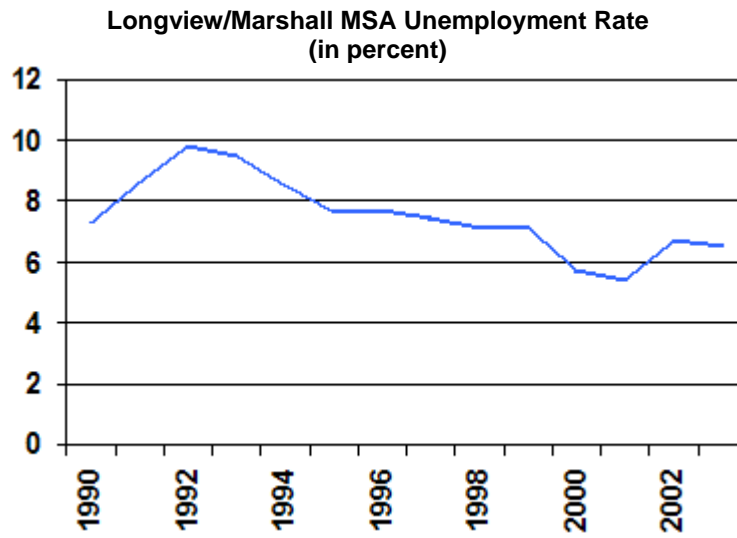
Year	Employment	Percent Change
1990	86,048	-
1991	87,084	1.2
1992	88,274	1.4
1993	89,240	1.1
1994	92,159	3.3
1995	93,846	1.8
1996	94,147	0.3
1997	95,693	1.6
1998	97,115	1.5
1999	96,224	-0.9
2000	97,537	1.4
2001	98,129	0.6
2002	98,370	0.2
2003	100,952	2.6

Source: U.S. Bureau of Labor Statistics

Annual Percent Change in Longview/Marshall MSA Employment



Source: U.S. Bureau of Labor Statistics



Longview – Marshall Market Overview 2004 Economy

Longview-Marshall MSA Gross Retail Sales

Year	Total Sales	Sales per Capita
1990	\$1,564,422,447	\$8,067
1991	1,596,864,650	8,147
1992	1,715,728,055	8,691
1993	1,797,327,756	9,014
1994	1,923,178,624	9,575
1995	2,106,574,875	10,378
1996	2,284,679,002	11,123
1997	2,302,104,090	11,106
1998	2,287,812,951	10,970
1999	2,423,861,886	11,570
2000	2,683,528,672	12,853
2001	2,845,794,060	13,524
2002	2,715,619,480	12,792
State Average 2002: \$12,143		

Source: Texas Comptroller's Office

Longview – Marshall Market Overview 2004 Infrastructure

Longview-Marshall Airline Boardings

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

Source: Gregg County Airport

Airport Cargo Statistics (pounds)

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

Source: Gregg County Airport

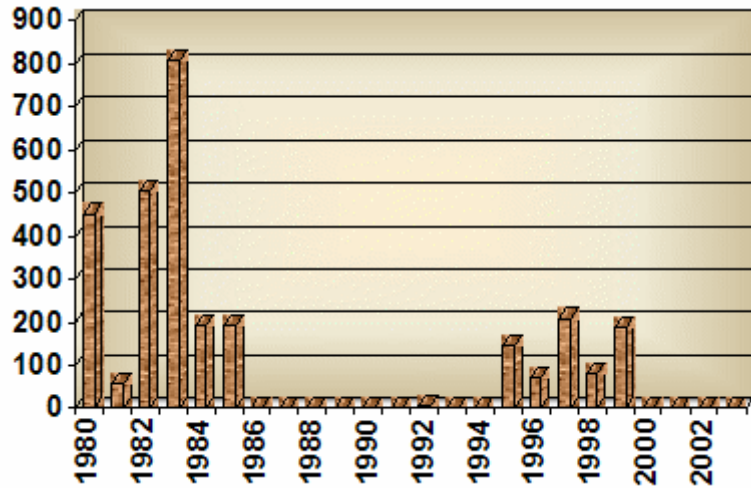
Longview – Marshall Market Overview 2004 Multifamily

Longview-Marshall Apartment Statistics 2003

	Longview	Texas Metro Average
Average rent per square foot	\$0.58	\$0.79
Average rent for units built since 2000	-	\$0.91
Average occupancy (percent)	95.4	92.1
Average occupancy for units built since 2000 (percent)	-	90.8

Source: Apartment MarketData Research

**Longview/Marshall MSA Multifamily Building Permits
 (5+ Family Bldg. Permits in units)**



Source: U.S. Census Bureau

Longview – Marshall Market Overview 2004 Housing

Housing Affordability - Fourth Quarter 2003

	Percent of Households That Can Afford Median-priced Home	THAI*	THAI for First-time Homebuyers
Longview-Marshall MSA	65	1.32	1.10
Texas MLS Total	54	1.06	0.92
U.S. Total	55	1.06	0.77

* 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.

Price Distribution of MLS Homes Sold, Longview-Marshall Area, 2003 (in percent)

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

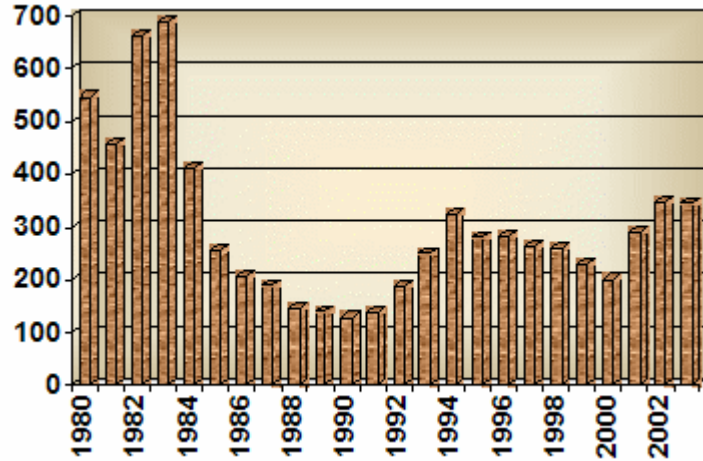
Source: Real Estate Center at Texas A&M University

Property Tax Rates, 2003

Taxing Entity	Tax Rate per \$100 Valuation
City of Longview	\$0.48
Longview ISD	1.55
Gregg County	0.23
Total	\$2.27

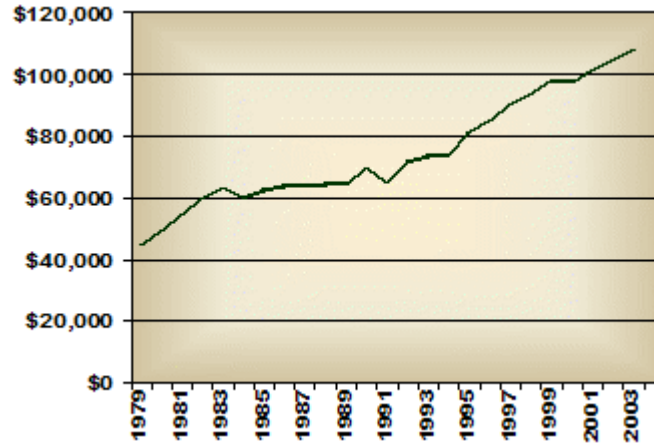
Source: Gregg County Appraisal District

**Longview/Marshall MSA Single-family Building Permits
 (in units)**



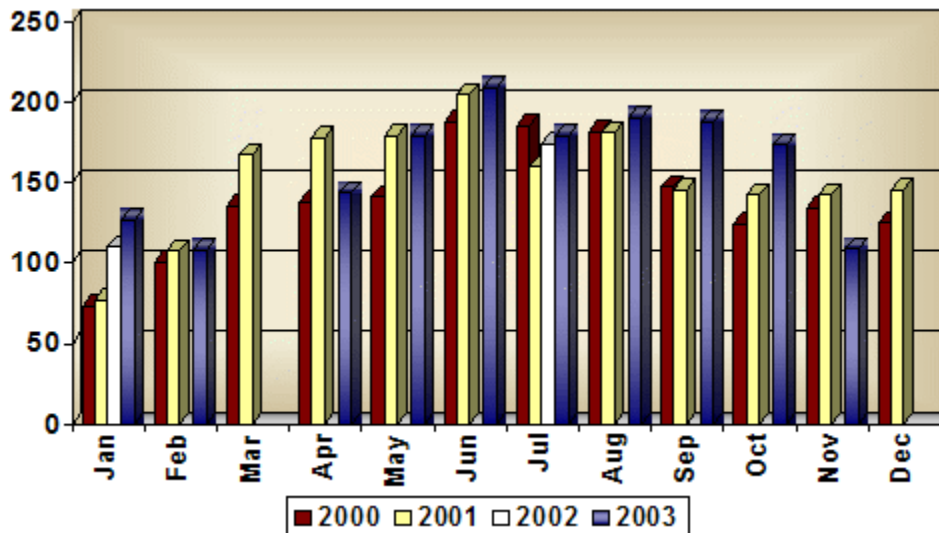
Source: U.S. Census Bureau

Average Sales Price of Single-family Home, Longview/Marshall MSA Area



Source: Real Estate Center at Texas A&M University

Single-family Home Sales Volume, Longview/Marshall Area (Number of Units)



Source: Real Estate Center at Texas A&M University

Longview – Marshall Market Overview 2004 Retail

Longview Retail Market, Year-End 2003

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

Source: Coldwell Banker Lenhart Commercial Properties

Longview – Marshall Market Overview 2004 Hotel

Hotel* Occupancy and Rental Rates

	Longview- Marshall	Texas
2000		
Rooms (000)	2.7	296.8
Average daily rental rate	\$44.40	\$71.56
Occupancy rate (percent)	58.5	59.3
2001		
Rooms (000)	2.8	307.1
Average daily rental rate	\$44.55	\$70.27
Occupancy rate (percent)	54.2	57.3
2002		
Rooms (000)	2.9	314.3
Average daily rental rate	\$44.84	\$70.11
Occupancy rate (percent)	54.0	55.4
2003		
Rooms (000)	2.9	320.8
Average daily rental rate	\$45.52	\$68.78
Occupancy rate (percent)	53.2	54.3

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

*Only properties exceeding \$16,600 in the current quarter are included; those units below \$16,600 only result in 1.5% of the total state revenues, and have been excluded from this database.

Longview – Marshall Market Overview 2004 Office

Office Market, Year-End 2003

Rate	Amount
Occupancy rate (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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