

# **Demographic Profile of Longview, Nacogdoches, and Mount Pleasant in East Texas**

**Prepared for**

**KVNE Christian Radio Station**

**Prepared by**

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The *Hibbs Institute for Business and Economic Research* is a unit of the Soules College of Business at the University of Texas at Tyler. The *Hibbs Institute* is the primary business research organization serving the greater East Texas region. Its team of highly skilled, multidisciplinary professionals (1) collects and presents regional demographic, business and economic data, (2) provides expert analyses for companies considering locating or expanding in East Texas, and (3) conducts out research studies for local governments, economic development entities, and other clients in East Texas and beyond.

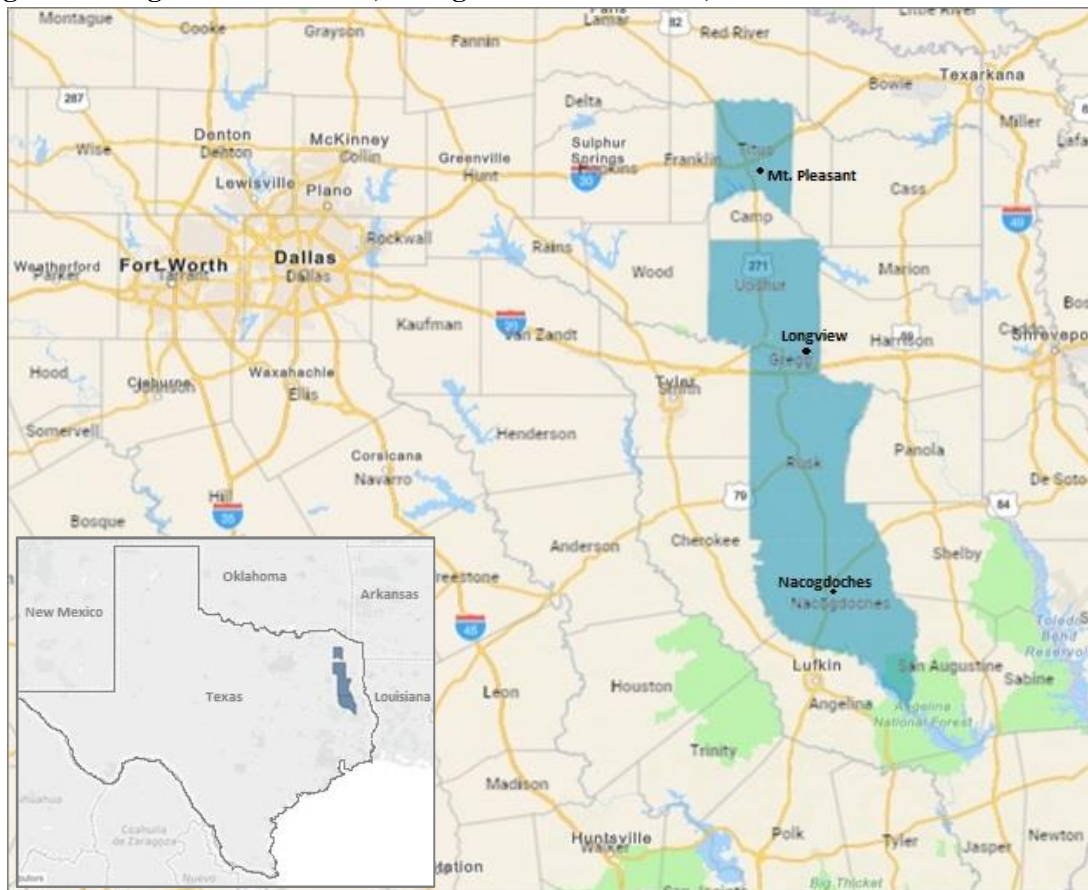


# Demographic Profile of Longview, Nacogdoches, and Mount Pleasant in East Texas

The *Hibbs Institute for Business and Economic Research* at the University of Texas at Tyler was contacted by KVNE Christian Radio Station to conduct a Demographic Profile of various regions in East Texas: Longview Metro Area, Nacogdoches Micro Area, and Mount Pleasant Micro Area (**Figure 1**). KVNE Christian Radio Station is interested in understanding the demographic composition of these regions with a special emphasis in the local Hispanic population, as well as the most recent estimates on the number of Spanish speakers in each one of the mentioned areas.

This report details demographic data concerning general aspects of the population at the three regions, as well as some specifics regarding the race and ethnicity composition. In addition, as per the KVNE Christian Radio Station's request, some demographic statistics with special emphasis in the local Hispanic population, educational attainment levels, *Native/Foreign-Born* population composition, and origin by country and gender. Finally, data on Spanish-speaking individuals in the three regions are included as per the client's request.

**Figure 1. Longview Metro Area, Nacogdoches Micro Area, and Mount Pleasant Micro Area**

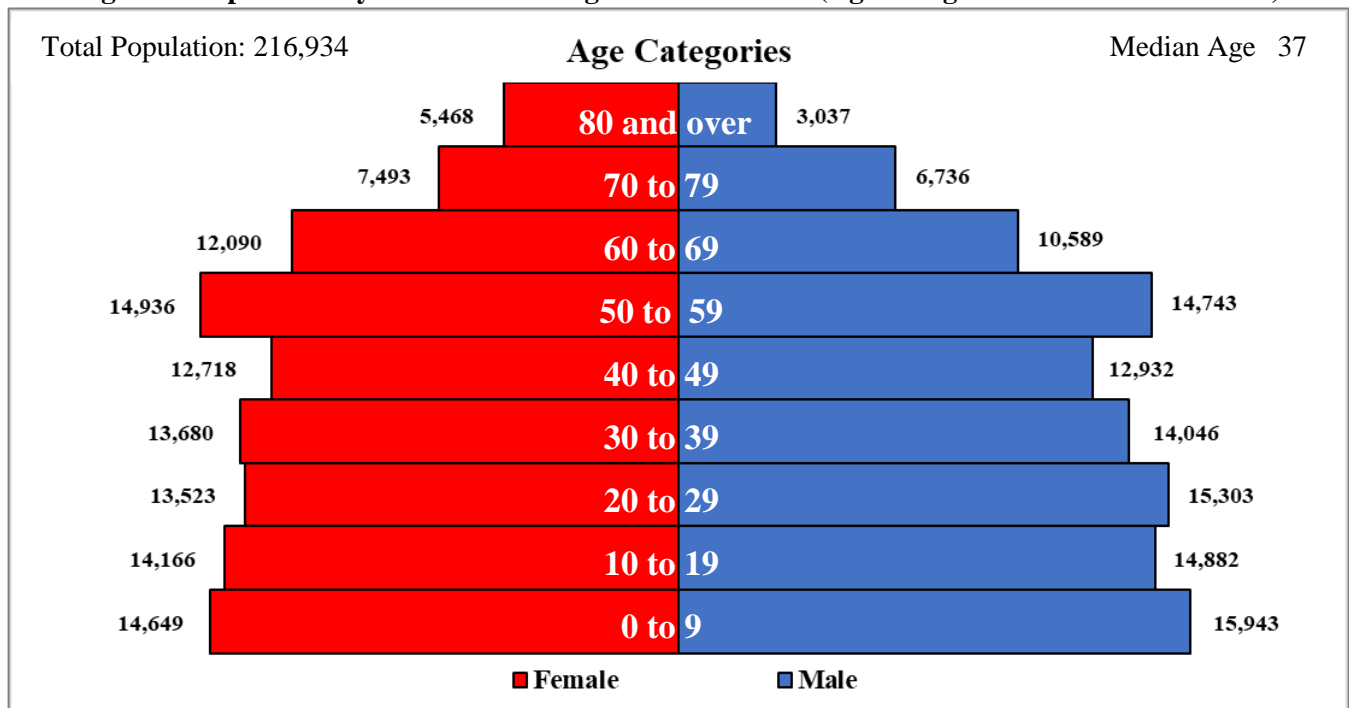


Source: The Hibbs Institute for Business and Economic Research and JobsEQ; Chmura Economics.

# Longview, TX

Longview is considered a metropolitan statistical area (MSA)<sup>1</sup> consisting of three counties, namely, Gregg, Rusk, and Upshur. Longview is located in the northeast corner of the state of Texas, about 65 miles west from Shreveport, LA and 130 miles east from Dallas, TX. The principal city of the MSA is the Longview city; other cities with significant populations are Henderson and Kilgore. According to the U.S. Census Bureau estimates, the Longview Metro Area population was of 216,934 in 2017 (**Figure 2**). The median age in the Longview Metro Area was of 37 years. **Figure 2** depicts the Longview Metro Area population pyramid by age categories and gender. The Longview Metro Area as of 2017 estimates consists of 77,658 households with a median income of \$48,359 (in 2017 dollars).<sup>2</sup>

**Figure 2. Population Pyramid in the Longview Metro Area (Age Categories and Gender in 2017)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

<sup>1</sup> The Office of Management and Budget (OMB) describes a Metropolitan Statistical Area (MSA) as an area containing a large population nucleus and adjacent communities with a high degree of integration with that nucleus and an urbanized area of 50,000 or more inhabitants. <https://www.census.gov/programs-surveys/metro-micro/about.html>

<sup>2</sup> 2013-2017 American Community Survey 5-Year Estimates; U.S. Census Bureau.

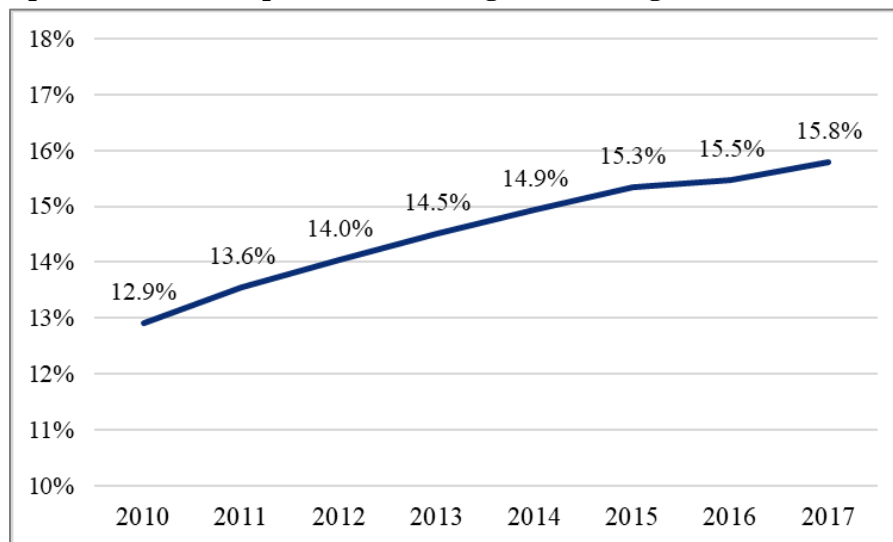
The total population in the Longview Metro Area was 216,934 in 2017 with a slightly larger number of females (50.1%) than males (49.9%). Please see **Table 1**. The predominant race in the Longview Metro Area was *White* with 77.5% of the population, followed by *Black or African American* (17.4%). All other races together accounted for about 5%.<sup>3</sup> The *Hispanic or Latino* population (34,271 in 2017) has grown considerably over the past 9 years in the Longview Metro Area, from 12.9% in 2010 to 15.8% in 2017 (**Figure 3**).

**Table 1. Total Population with Race and Ethnicity Percentages in the Longview Metro Area (2017)**

	Longview Metro Area
<b>Total Population</b>	216,934
Male	49.9%
Female	50.1%
<b>Race</b>	
White	77.5%
Black or African American	17.4%
American Indian and Alaska Native	0.4%
Asian	0.9%
Native Hawaiian and Other Pacific Islander	0.0%
Some other race	1.7%
Two or more races	2.1%
<b>Ethnicity</b>	
Hispanic or Latino (of any race)	15.8%
Non-Hispanic or Latino	84.2%

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Figure 3. Hispanic or Latino Population Percentage in the Longview Metro Area (2010 – 2017)**

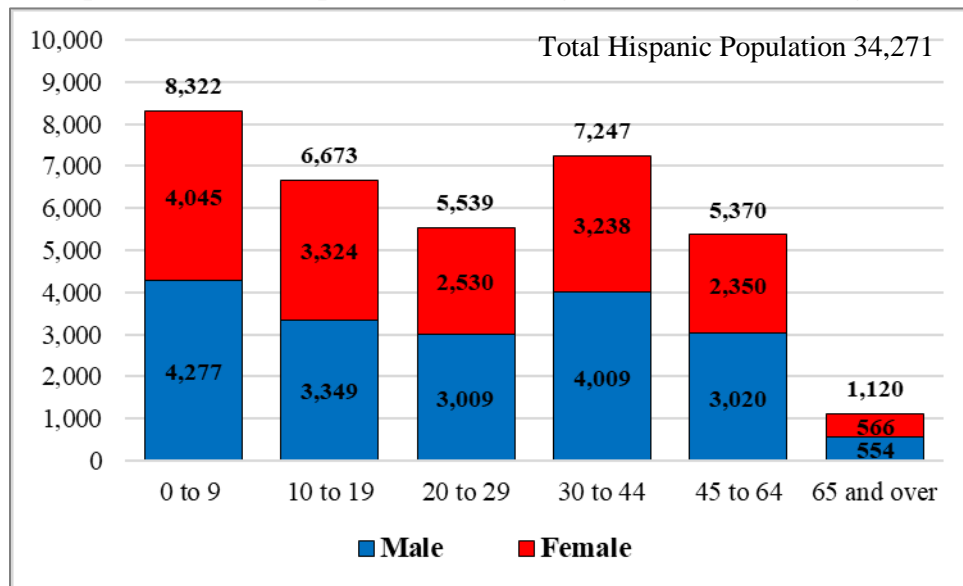


Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

<sup>3</sup> The U.S. Census Bureau considers race and ethnicity to be two distinct concepts. The Census Bureau defines race as a person's self-identification with one or more social groups. An individual can report as White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian/Other Pacific Islander, or some other race. Ethnicity determines whether a person is of Hispanic origin or not. Thus, ethnicity is broken down in two categories: Hispanic or Latino and Not Hispanic or Latino. Hispanics may report as any race.

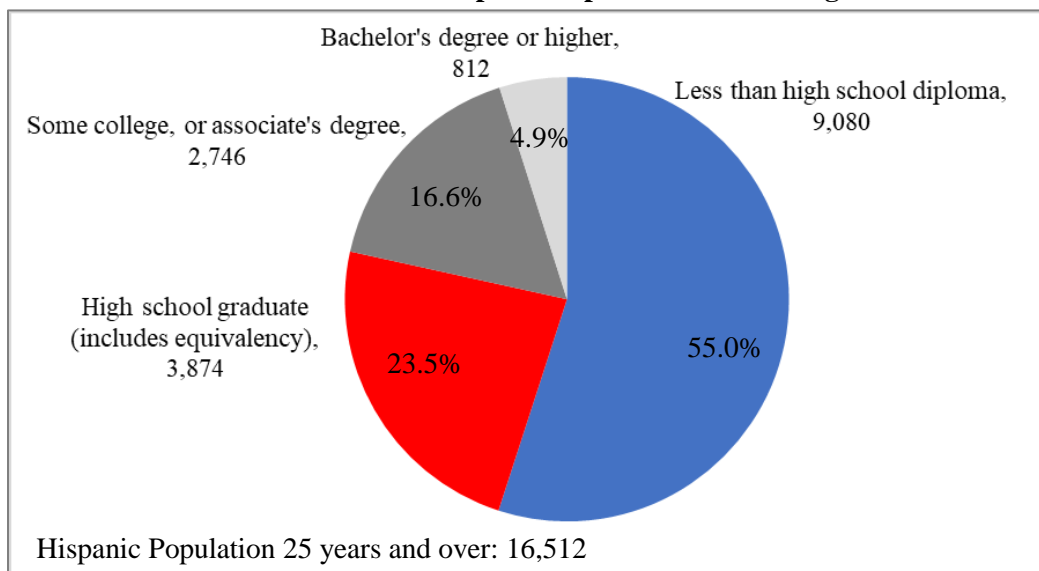
The Hispanic or Latino population in the Longview Metro Area was 34,271 or 15.8% in 2017 (**Figure 4**). Hispanics in Longview Metro Area are relatively young, about 44% (14,995) of the Hispanic population in the Metro Area are younger than 20 years. On the other hand, only 3% of the Hispanic population in the Longview Metro Area are 65 years old and over. Educational attainment levels of the Hispanic population in Longview are depicted in **Figure 5**. About 55% of the Hispanic population 25 years old and over have not completed high school education; 23% have high school diploma (or equivalent); almost 17% have some college or associate’s degree; and less than 5% have completed a bachelor’s degree or higher in the Longview Metro Area.

**Figure 4. Hispanic or Latino Population in the Longview Metro Area by Age Cohort (2017)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Figure 5. Educational Attainment of the Hispanic Population in the Longview Metro Area (2017)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

The Hispanic or Latino population in the Longview Metro Area 5 years and over is 30,074. Of these people, 5,996 (19.9%) speak only English at home; 24,070 (80.0%) speak Spanish at home; and 8 (0.03%) speak other language at home (**Table 2**). Of the 24,070 population who speak Spanish at home 17,587 speak English “well” or “very well”, while 6,483 speak English “not well” or “not at all”. The total population in the Longview Metro Area is a combination of *Native* (201,156) and *Foreign-Born* (15,778) individuals (**Table 3**). Although several *Hispanics* are second or third generation Latin American descendants who were born in the U.S., many others are individuals that were born in other countries, most likely Latin American countries. About 83% of the foreign-born population residing in the Longview Metro Area were born in a Latin American country: Mexico (90.8%), another Central American country (7.6%), a Caribbean country (0.7%), or a South American country (0.9%).

**Table 2. Language Speaking at Home of the Hispanic Population 5 Years and Over in the Longview Metro Area (2017)**

	Longview Metro Area		
<b>Hispanic Population 5 Years and Over</b>	<b>30,074</b>		
Speak only English at Home	19.9%	5,996	
Speak Spanish at Home	80.0%	24,070	
Speak English "very well"			13,819
Speak English "well"			3,768
Speak English "not well"			4,621
Speak English "not at all"			1,862
Speak other Language at Home	0.03%	8	

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Table 3. Native and Foreign-Born Population in the Longview Metro Area (Selected Regions/Countries in 2017)**

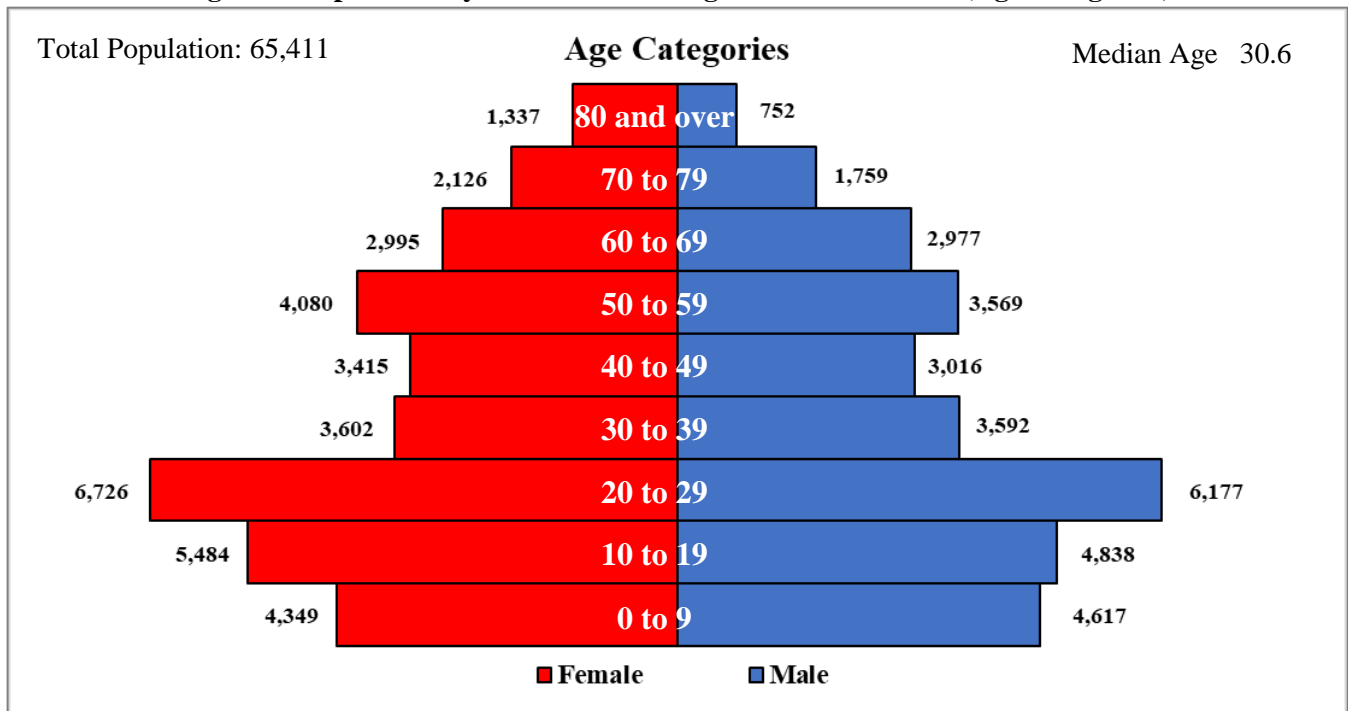
	Longview Metro Area	
<b>Total Population</b>		216,934
Native	92.7%	201,156
Foreign Born	7.3%	15,778
<b>Foreign Born</b>		15,778
Europe	4.5%	704
Asia	9.5%	1,502
Africa	1.5%	236
Oceania	0.0%	1
Northern America	1.0%	163
Latin America	83.5%	13,172
<b>Born in Latin America</b>		13,172
Mexico	90.8%	11,962
Other Central American Country	7.6%	999
Caribbean	0.7%	89
South America	0.9%	122

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

# Nacogdoches, TX

Founded in 1779, Nacogdoches is considered one of the most historic towns in Texas. Nacogdoches is about 90 miles southwest of Shreveport, 180 miles southeast of Dallas, and 140 miles northeast of Houston. The U.S. Census Bureau classifies Nacogdoches as a micropolitan statistical area located in the Nacogdoches County.<sup>4</sup> According to the U.S. Census Bureau, the population of the Nacogdoches Micro Area was 65,411 in 2017. The Nacogdoches Micro Area as of 2017 estimates consists of 23,825 households with a median household income of \$41,482 (in 2017 dollars).<sup>5</sup>

**Figure 6. Population Pyramid in the Nacogdoches Micro Area (Age Categories)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

<sup>4</sup> Micropolitan Statistical Area as defined by the *Office of Management and Budget* are markets and regions centered on an urban area with a population between 10,000 and 50,000. <https://www.census.gov/programs-surveys/metro-micro/about.html>

<sup>5</sup> 2013-2017 American Community Survey 5-Year Estimates; U.S. Census Bureau.

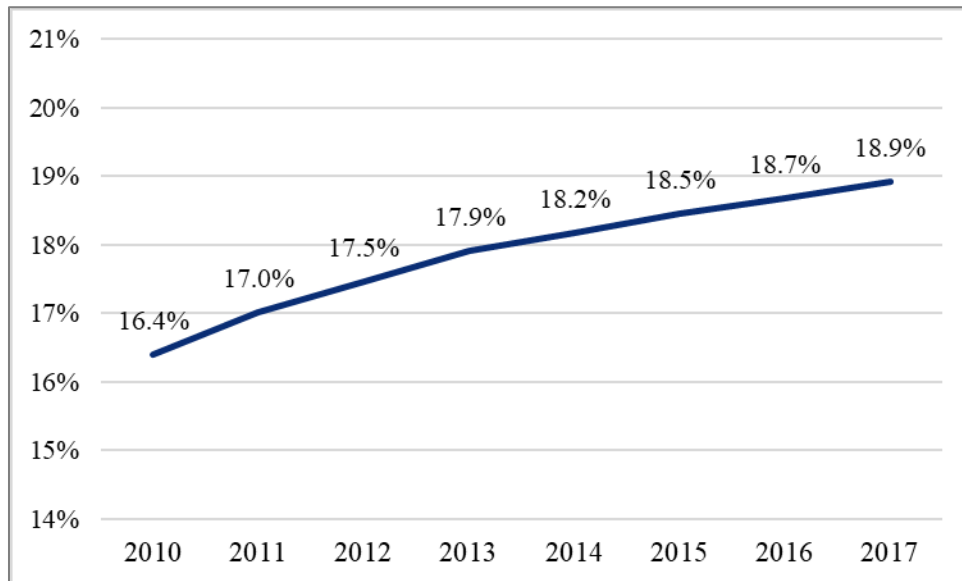
The total population in the Nacogdoches Micro Area was 65,411 in 2017 with a slightly larger number of females (52.2%) than males (47.8%). Please see **Table 4**. The predominant race in the Nacogdoches Micro Area was *White* with 76.2% of the population, followed by *Black or African American* (17.7%). All other races together accounted for about 6%. The *Hispanic or Latino* ethnicity (12,372 in 2017) has grown considerably over the past 9 years in the Nacogdoches Micro Area, from 16.4% in 2010 to 18.9% in 2017 (**Figure 7**).

**Table 4. Total Population with Race and Ethnicity Percentages in the Nacogdoches Micro Area (2017)**

	Nacogdoches Micro Area
<b>Total Population</b>	65,411
Male	47.8%
Female	52.2%
<b>Race</b>	
White	76.2%
Black or African American	17.7%
American Indian and Alaska Native	0.8%
Asian	1.8%
Native Hawaiian and Other Pacific Islander	0.0%
Some other race	1.3%
Two or more races	2.2%
<b>Ethnicity</b>	
Hispanic or Latino (of any race)	18.9%
Non-Hispanic or Latino	81.1%

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Figure 7. Hispanic or Latino Population Percentage in the Nacogdoches Micro Area (2010 – 2017)**

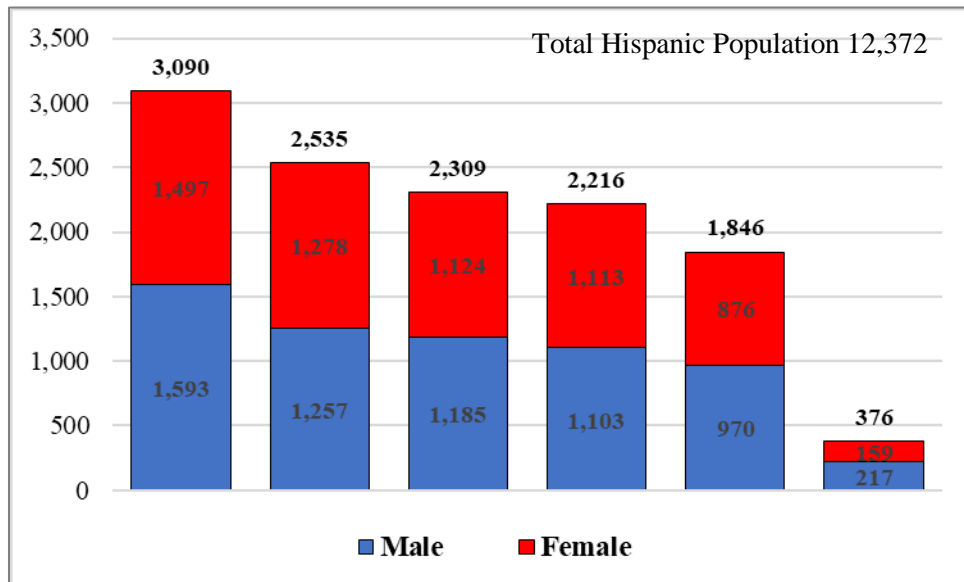


Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.



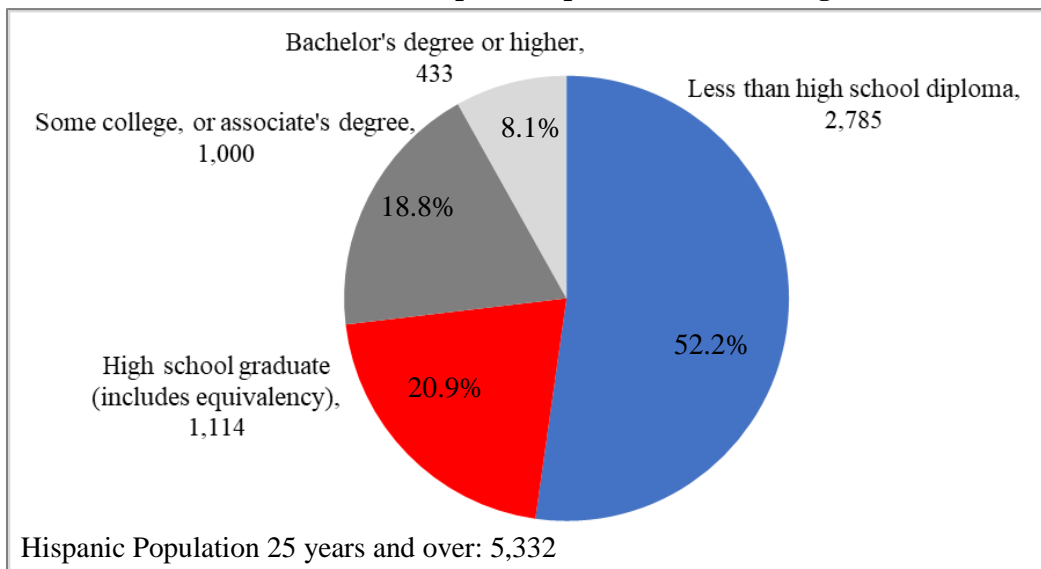
The Hispanic or Latino population in the Nacogdoches Micro Area was 12,372 in 2017 (**Figure 8**). Hispanics in Nacogdoches are relatively young; about 45% (5,625) of the Hispanic population in the Micro Area are younger than 20 years. On the other hand, only 3% of the Hispanic population in the Nacogdoches Micro Area are 65 years and over. Educational attainment levels of the Hispanic population in Nacogdoches are depicted in **Figure 9**. About 52% of the Hispanic population 25 years and over have not completed high school education; almost 21% have high school studies (or equivalent); almost 19% have some college or associate's degree; and about 8% have completed a bachelor's degree or higher in the Nacogdoches Micro Area.

**Figure 8. Hispanic or Latino Population in the Nacogdoches Micro Area by Age Cohort (2017)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Figure 9. Educational Attainment of the Hispanic Population in the Nacogdoches Micro Area (2017)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

The Hispanic or Latino population 5 years and over in the Nacogdoches Micro Area is 10,859. Of these people, 2,540 (19.9%) speak only English at home, and 8,319 (76.6%) speak Spanish at home (**Table 5**). Of the 8,319 persons who speak Spanish at home 5,876 speak English “well” or “very well”, while 2,443 speak English “not well” or “not at all”. The total population in the Nacogdoches Micro Area is a combination of *Native* (59,575) and *Foreign-Born* (5,836). See **Table 6**. Although several *Hispanics* are second or third generation Latin American descendants who were born in the U.S., many others are individuals who were born in other countries, most likely Latin American countries. About 79% of the foreign-born population residing in the Nacogdoches Micro Area were born in a Latin American country: Mexico (89.9%), another Central American country (8.0%), a Caribbean country (0.4%), or a South American country (1.8%).

**Table 5. Language Speaking at Home of the Hispanic Population 5 Years and Over in the Nacogdoches Micro Area (2017)**

	Nacogdoches Micro Area		
<b>Hispanic Population 5 Years and Over</b>	<b>10,859</b>		
Speak only English at Home	23.4%	2,540	
Speak Spanish at Home	76.6%	8,319	
Speak English "very well"			4,600
Speak English "well"			1,276
Speak English "not well"			1,507
Speak English "not at all"			936
Speak other Language at Home	0.0%	0	

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Table 6. Native and Foreign-Born Population in the Nacogdoches Micro Area (Selected Regions/Countries in 2017)**

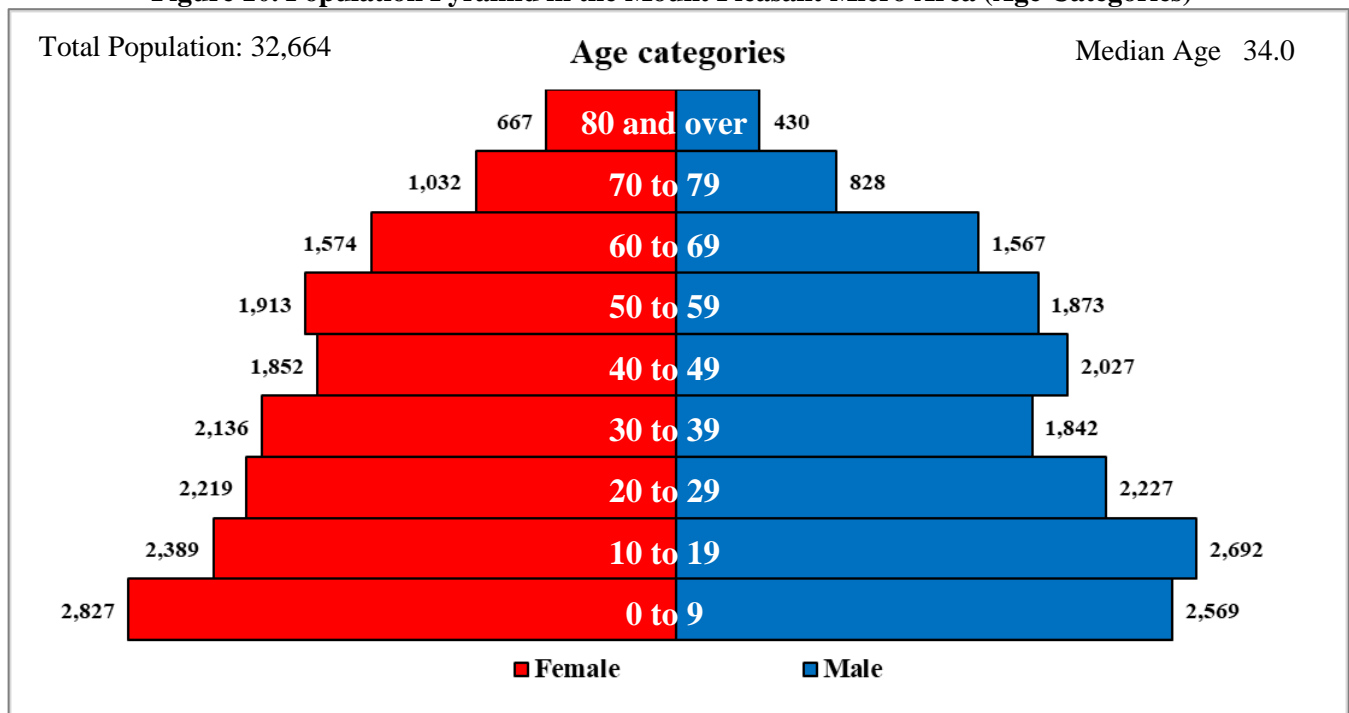
	Nacogdoches Micro Area	
<b>Total Population</b>		65,411
Native	91.1%	59,575
Foreign Born	8.9%	5,836
<b>Foreign Born</b>		5,836
Europe	4.0%	235
Asia	15.0%	875
Africa	1.9%	109
Oceania	0.0%	0
Northern America	0.3%	15
Latin America	78.9%	4,602
<b>Born in Latin America</b>		4,602
Mexico	89.9%	4,136
Other Central American Country	8.0%	367
Caribbean	0.4%	18
South America	1.8%	81

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

# Mount Pleasant

Mount Pleasant, founded in 1848, serves as county seat for Titus County. Mount Pleasant is considered a micropolitan statistical area that includes only Titus County. It is located in the northeast corner of the state of Texas, about 120 miles east from Dallas 60 miles southwest from Texarkana and 100 miles from Shreveport, LA. According to the 2017 estimates, the population of the Mount Pleasant Micro Area was 32,664. According to the U.S. Census estimates, the Micro Area consists of 10,675 households with a median income of \$46,980 (in 2017 dollars).<sup>6</sup>

**Figure 10. Population Pyramid in the Mount Pleasant Micro Area (Age Categories)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

<sup>6</sup> 2013-2017 American Community Survey 5-Year Estimates; U.S. Census Bureau.

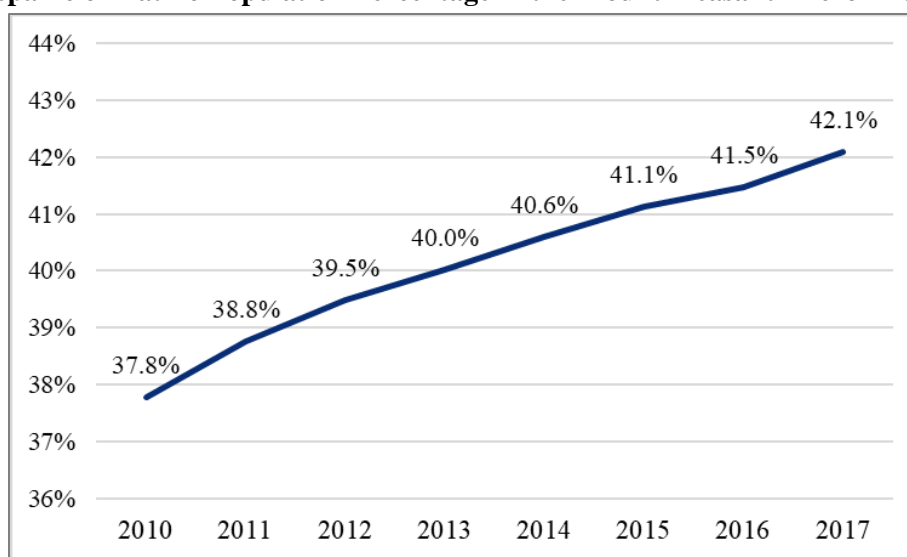
The total population in the Mount Pleasant Micro Area was 32,664 in 2017 with a slightly larger number of females (50.8%) than males (49.2%). Please see **Table 7**. The predominant race in the Mount Pleasant Micro Area was *White* with 72.1% of the population, followed by *Some Other Race* (15.3%)<sup>7</sup> and *Black or African American* (9.2%). All other races together accounted for about 3%. The *Hispanic or Latino* ethnicity (13,749 in 2017) has grown considerably over the past 9 years in the Mount Pleasant Micro Area from 37.8% in 2010 to 42.1% in 2017 (**Figure 11**).

**Table 7. Total Population with Race and Ethnicity Percentages in the Mount Pleasant Micro Area (2017)**

	Mount Pleasant Micro Area
<b>Total Population</b>	32,664
Male	49.2%
Female	50.8%
<b>Race</b>	
White	72.1%
Black or African American	9.2%
American Indian and Alaska Native	0.7%
Asian	0.8%
Native Hawaiian and Other Pacific Islander	0.0%
Some other race	15.3%
Two or more races	1.8%
<b>Ethnicity</b>	
Hispanic or Latino (of any race)	42.1%
Non-Hispanic or Latino	57.9%

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Figure 11. Hispanic or Latino Population Percentage in the Mount Pleasant Micro Area (2010 – 2017)**

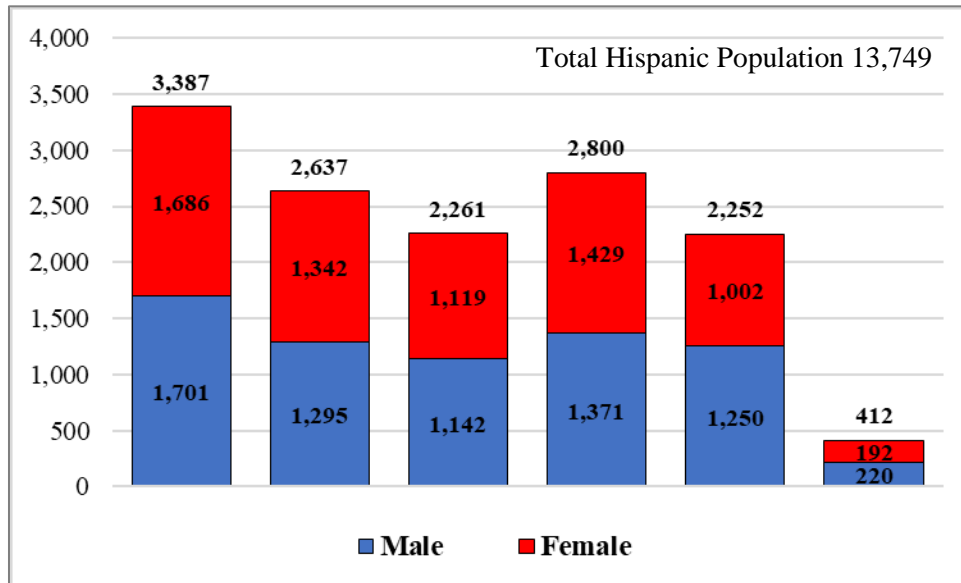


Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

<sup>7</sup> The data published by the U.S. Census Bureau were obtained from periodical surveys (the American Community Survey program). Individuals self-identify themselves with a race and ethnicity. Since the U.S. Census Bureau made a distinction between race and ethnicity only a few years ago (in the mid-2000s), it is probable that many surveyed individuals were unaware of such distinction, answering “*Some Other Race*” to the race question.

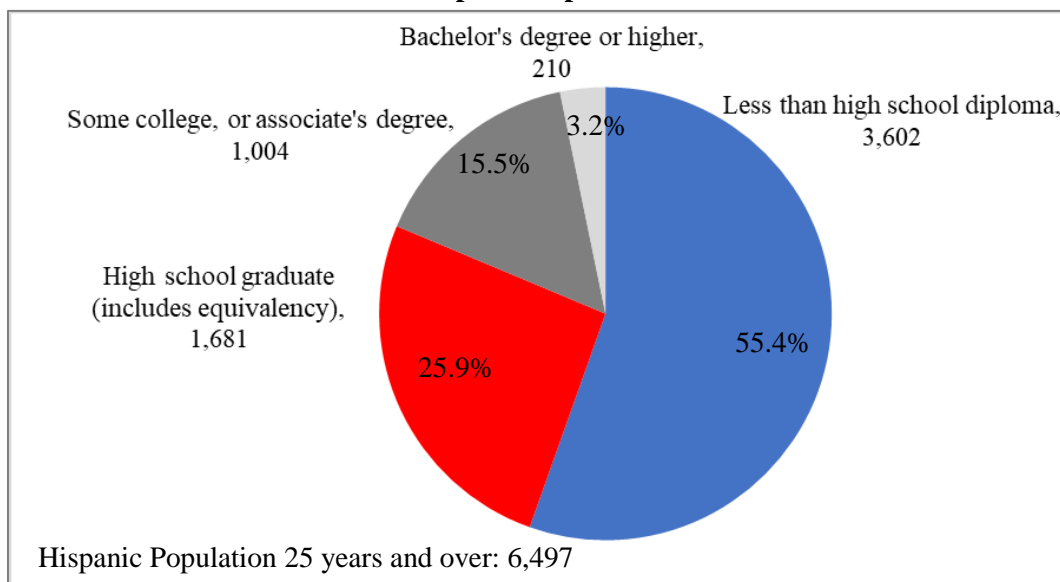
The Hispanic or Latino population in the Mount Pleasant Micro Area was 13,749 in 2017 (**Figure 12**). Hispanics in Mount Pleasant are relatively young; about 44% (6,024 individuals) of the Hispanic population in the Micro Area are younger than 20 years. On the other hand, only 3% of the Hispanic population in the Mount Pleasant Micro Area are 65 years old and over. Educational attainment levels of the Hispanic population in Mount Pleasant are depicted in **Figure 13**. About 55% of the Hispanic population 25 years and over have not completed high school education; about 26% have high school studies (or equivalent); more than 15% have some college or associate’s degree; and about 3% have completed a bachelor’s degree or higher in the Mount Pleasant Micro Area.

**Figure 12. Hispanic or Latino Population in the Mount Pleasant Micro Area by Age Cohort (2017)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Figure 13. Educational Attainment of the Hispanic Population in the Mount Pleasant Micro Area (2017)**



Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

The Hispanic or Latino population in the Mount Pleasant Micro Area 5 years and over is 12,229. Of these people, 974 (8.0%) speak only English at home, and 11,255 (92.0%) speak Spanish at home (**Table 8**). Of the 11,255 population who speak Spanish at home 8,215 speak English “well” or “very well”, while 3,040 speak English “not well” or “not at all”. The total population in the Mount Pleasant Micro Area is a combination of *Native* (26,387) and *Foreign-Born* (6,277). See **Table 9**. Although several *Hispanics* are second or third generation Latin American descendants who were born in the U.S., many others are individuals who were born in other countries, most likely Latin American countries. More than 95% of the foreign-born population residing in the Mount Pleasant Micro Area born in a Latin American country: Mexico (91.9%), another Central American country (7.8%), a Caribbean country (0.3%), or a South American country (0.1%).

**Table 8. Language Speaking at Home of the Hispanic Population 5 Years and Over in the Mount Pleasant Micro Area (2017)**

	Mount Pleasant Micro Area		
<b>Hispanic Population 5 Years and Over</b>	<b>12,229</b>		
Speak only English at Home	8.0%	974	
Speak Spanish at Home	92.0%	11,255	
Speak English "very well"			5,880
Speak English "well"			2,335
Speak English "not well"			2,213
Speak English "not at all"			827
Speak other Language at Home	0.0%	0	

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.

**Table 9. Native and Foreign-Born Population in the Mount Pleasant Micro Area (Selected Regions/Countries in 2017)**

	Mount Pleasant Micro Area	
<b>Total Population</b>		32,664
Native	80.8%	26,387
Foreign Born	19.2%	6,277
<b>Foreign Born</b>		6,277
Europe	0.8%	53
Asia	3.4%	216
Africa	0.1%	5
Oceania	0.0%	0
Northern America	0.1%	5
Latin America	95.6%	5,998
<b>Born in Latin America</b>		5,998
Mexico	91.9%	5,512
Other Central American Country	7.8%	466
Caribbean	0.3%	16
South America	0.1%	4

Source: 2013-2017 American Community Survey, 5-Year Estimates; U.S. Census Bureau.