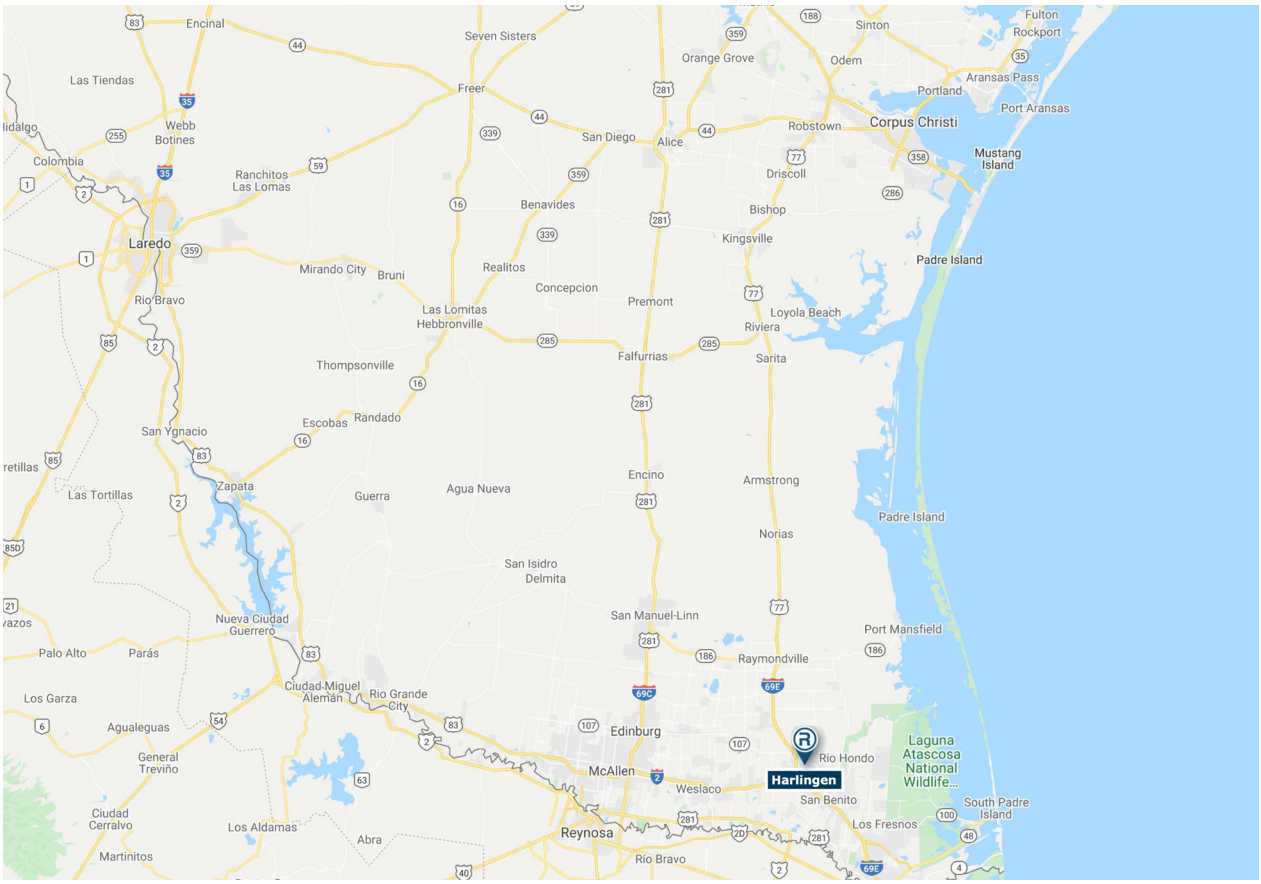
HARLINGEN, TEXAS

Community Demographic Profile

TheRetailCoach®

800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Contact Information



HARLINGEN
Economic Development Corporation

Harlingen Economic Development Corporation
Raudel Garza
Manager and Chief Executive Officer

2424 Boxwood Street, Suite 125
Harlingen, Texas 78550

Phone 956.216.5081
Cell 956.245.1303
rgarza@harlingenedc.com
harlingenedc.com

TheRetailCoach

About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

Community • Demographic Profile

Harlingen, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	71,066	
2020 Estimate	68,872	
2010 Census	64,849	
2000 Census	60,171	
Growth 2020 - 2025		3.19%
Growth 2010 - 2020		6.20%
Growth 2000 - 2010		7.78%
2020 Daytime Population	81,196	
Workers	36,270	
Residents	44,926	
2020 Est. Population by Single-Classification Race	**68,872**	
White Alone	60,315	87.58%
Black or African American Alone	722	1.05%
Amer. Indian and Alaska Native Alone	364	0.53%
Asian Alone	834	1.21%
Native Hawaiian and Other Pacific Island Alone	46	0.07%
Some Other Race Alone	5,197	7.55%
Two or More Races	1,394	2.02%
2020 Est. Population by Hispanic or Latino Origin	**68,872**	
Not Hispanic or Latino	8,958	13.01%
Hispanic or Latino	59,914	86.99%
Mexican	52,661	87.89%
Puerto Rican	326	0.54%
Cuban	63	0.11%
All Other Hispanic or Latino	6,864	11.46%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	**59,914**	
White Alone	53,011	88.48%
Black or African American Alone	239	0.40%
American Indian and Alaska Native Alone	269	0.45%
Asian Alone	43	0.07%
Native Hawaiian and Other Pacific Islander Alone	6	0.01%
Some Other Race Alone	5,174	8.64%
Two or More Races	1,172	1.96%
2020 Est. Pop by Race, Asian Alone, by Category	**834**	
Chinese, except Taiwanese	139	16.67%
Filipino	344	41.25%
Japanese	8	0.96%
Asian Indian	87	10.43%
Korean	7	0.84%
Vietnamese	207	24.82%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	0.12%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	41	4.92%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	**68,872**	
Arab	64	0.09%
Czech	128	0.19%
Danish	60	0.09%
Dutch	148	0.22%
English	1,758	2.55%
French (except Basque)	390	0.57%
French Canadian	64	0.09%
German	2,155	3.13%
Greek	14	0.02%
Hungarian	39	0.06%
Irish	1,246	1.81%
Italian	335	0.49%
Lithuanian	16	0.02%
United States or American	3,673	5.33%
Norwegian	259	0.38%
Polish	161	0.23%
Portuguese	7	0.01%
Russian	36	0.05%
Scottish	319	0.46%
Scotch-Irish	424	0.62%
Slovak	5	0.01%
Subsaharan African	739	1.07%
Swedish	130	0.19%
Swiss	20	0.03%
Ukrainian	5	0.01%
Welsh	64	0.09%
West Indian (except Hisp. groups)	54	0.08%
Other ancestries	49,162	71.38%
Ancestry Unclassified	7,397	10.74%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	17,908	28.37%
Speak Asian/Pacific Island Language at Home	668	1.06%
Speak IndoEuropean Language at Home	183	0.29%
Speak Spanish at Home	44,172	69.97%
Speak Other Language at Home	201	0.32%

Community • Demographic Profile

Harlingen, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	**68,872**	
Age 0 - 4	5,740	8.33%
Age 5 - 9	5,297	7.69%
Age 10 - 14	5,426	7.88%
Age 15 - 17	3,475	5.05%
Age 18 - 20	3,161	4.59%
Age 21 - 24	4,046	5.88%
Age 25 - 34	8,411	12.21%
Age 35 - 44	8,150	11.83%
Age 45 - 54	7,535	10.94%
Age 55 - 64	6,852	9.95%
Age 65 - 74	5,749	8.35%
Age 75 - 84	3,374	4.90%
Age 85 and over	1,656	2.41%
Age 16 and over	51,273	74.45%
Age 18 and over	48,934	71.05%
Age 21 and over	45,773	66.46%
Age 65 and over	10,779	15.65%
2020 Est. Median Age		33.61
2020 Est. Average Age		36.50
2020 Est. Population by Sex	**68,872**	
Male	33,388	48.48%
Female	35,484	51.52%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	**33,388**	
Age 0 - 4	2,942	8.81%
Age 5 - 9	2,680	8.03%
Age 10 - 14	2,759	8.26%
Age 15 - 17	1,765	5.29%
Age 18 - 20	1,626	4.87%
Age 21 - 24	2,074	6.21%
Age 25 - 34	4,267	12.78%
Age 35 - 44	4,002	11.99%
Age 45 - 54	3,526	10.56%
Age 55 - 64	3,159	9.46%
Age 65 - 74	2,560	7.67%
Age 75 - 84	1,424	4.27%
Age 85 and over	604	1.81%
2020 Est. Median Age, Male		31.50
2020 Est. Average Age, Male		35.00
2020 Est. Female Population by Age	**35,484**	
Age 0 - 4	2,798	7.89%
Age 5 - 9	2,617	7.38%
Age 10 - 14	2,667	7.52%
Age 15 - 17	1,710	4.82%
Age 18 - 20	1,535	4.33%
Age 21 - 24	1,972	5.56%
Age 25 - 34	4,144	11.68%
Age 35 - 44	4,148	11.69%
Age 45 - 54	4,009	11.30%
Age 55 - 64	3,693	10.41%
Age 65 - 74	3,189	8.99%
Age 75 - 84	1,950	5.50%
Age 85 and over	1,052	2.97%
2020 Est. Median Age, Female		35.72
2020 Est. Average Age, Female		37.90

Community • Demographic Profile

Harlingen, Texas

DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,885	34.13%
Males, Never Married	9,395	17.93%
Females, Never Married	8,490	16.20%
Married, Spouse present	22,927	43.75%
Married, Spouse absent	3,220	6.14%
Widowed	3,405	6.50%
Males Widowed	626	1.20%
Females Widowed	2,779	5.30%
Divorced	4,972	9.49%
Males Divorced	2,302	4.39%
Females Divorced	2,670	5.10%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,156	14.8%
Some High School, no diploma	5,329	12.8%
High School Graduate (or GED)	12,055	28.9%
Some College, no degree	7,243	17.4%
Associate Degree	3,804	9.1%
Bachelor's Degree	4,635	11.1%
Master's Degree	1,915	4.6%
Professional School Degree	290	0.7%
Doctorate Degree	300	0.7%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	11,656	33.80%
High School Graduate	10,476	30.38%
Some College or Associate's Degree	8,468	24.55%
Bachelor's Degree or Higher	3,887	11.27%
Households		
2025 Projection	24,239	
2020 Estimate	23,306	
2010 Census	21,494	
2000 Census	19,673	
Growth 2020 - 2025		4.00%
Growth 2010 - 2020		8.43%
Growth 2000 - 2010		9.26%
2020 Est. Households by Household Type	**23,306**	
Family Households	17,520	75.17%
Nonfamily Households	5,786	24.83%
2020 Est. Group Quarters Population	824	
2020 Households by Ethnicity, Hispanic/Latino	18,894	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	**23,306**	
Income < $15,000	4,544	19.50%
Income $15,000 - $24,999	3,174	13.62%
Income $25,000 - $34,999	2,643	11.34%
Income $35,000 - $49,999	2,929	12.57%
Income $50,000 - $74,999	3,950	16.95%
Income $75,000 - $99,999	2,537	10.89%
Income $100,000 - $124,999	1,470	6.31%
Income $125,000 - $149,999	866	3.72%
Income $150,000 - $199,999	665	2.85%
Income $200,000 - $249,999	246	1.06%
Income $250,000 - $499,999	219	0.94%
Income $500,000+	63	0.27%
2020 Est. Average Household Income		$57,344
2020 Est. Median Household Income		$41,082
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$41,674
Black or African American Alone		$72,073
American Indian and Alaska Native Alone		$60,327
Asian Alone		$87,100
Native Hawaiian and Other Pacific Islander Alone		$11,066
Some Other Race Alone		$23,823
Two or More Races		$41,934
Hispanic or Latino		$37,793
Not Hispanic or Latino		$58,660
2020 Est. Family HH Type by Presence of Own Child.	**17,520**	
Married-Couple Family, own children	5,310	30.31%
Married-Couple Family, no own children	6,346	36.22%
Male Householder, own children	635	3.62%
Male Householder, no own children	632	3.61%
Female Householder, own children	2,697	15.39%
Female Householder, no own children	1,900	10.85%

2020 Est. Households by Household Size	**23,306**	
1-person	5,048	21.66%
2-person	6,736	28.90%
3-person	3,989	17.12%
4-person	3,462	14.86%
5-person	2,150	9.23%
6-person	1,117	4.79%
7-or-more-person	804	3.45%
2020 Est. Average Household Size		2.92

Community • Demographic Profile

Harlingen, Texas

DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	**23,306**	
Households with 1 or More People under Age 18:	10,170	43.64%
Married-Couple Family	6,021	59.20%
Other Family, Male Householder	771	7.58%
Other Family, Female Householder	3,299	32.44%
Nonfamily, Male Householder	51	0.50%
Nonfamily, Female Householder	28	0.28%
Households with No People under Age 18:	**13,136**	**56.36%**
Married-Couple Family	5,642	42.95%
Other Family, Male Householder	486	3.70%
Other Family, Female Householder	1,294	9.85%
Nonfamily, Male Householder	2,516	19.15%
Nonfamily, Female Householder	3,198	24.35%
2020 Est. Households by Number of Vehicles	**23,306**	
No Vehicles	1,680	7.21%
1 Vehicle	10,180	43.68%
2 Vehicles	7,537	32.34%
3 Vehicles	2,631	11.29%
4 Vehicles	846	3.63%
5 or more Vehicles	432	1.85%
2020 Est. Average Number of Vehicles		1.7
Family Households		
2025 Projection	18,214	
2020 Estimate	17,520	
2010 Census	16,105	
2000 Census	14,997	
Growth 2020 - 2025		3.96%
Growth 2010 - 2020		8.79%
Growth 2000 - 2010		7.39%

2020 Est. Families by Poverty Status	**17,520**	
2020 Families at or Above Poverty	13,462	76.84%
2020 Families at or Above Poverty with Children	6,440	36.76%
2020 Families Below Poverty	4,058	23.16%
2020 Families Below Poverty with Children	3,265	18.64%
2020 Est. Pop 16+ by Employment Status	**51,273**	
Civilian Labor Force, Employed	27,013	52.69%
Civilian Labor Force, Unemployed	1,835	3.58%
Armed Forces	0	0.00%
Not in Labor Force	22,425	43.74%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	**26,617**	
For-Profit Private Workers	17,739	66.65%
Non-Profit Private Workers	1,115	4.19%
Local Government Workers	664	2.50%
State Government Workers	1,292	4.85%
Federal Government Workers	2,474	9.30%
Self-Employed Workers	3,234	12.15%
Unpaid Family Workers	99	0.37%
2020 Est. Civ. Employed Pop 16+ by Occupation	**26,617**	
Architect/Engineer	69	0.26%
Arts/Entertainment/Sports	293	1.10%
Building Grounds Maintenance	1,951	7.33%
Business/Financial Operations	701	2.63%
Community/Social Services	507	1.91%
Computer/Mathematical	381	1.43%
Construction/Extraction	1,299	4.88%
Education/Training/Library	2,305	8.66%
Farming/Fishing/Forestry	139	0.52%
Food Prep/Serving	1,496	5.62%
Health Practitioner/Technician	1,939	7.29%
Healthcare Support	1,290	4.85%
Maintenance Repair	1,008	3.79%
Legal	171	0.64%
Life/Physical/Social Science	34	0.13%
Management	1,765	6.63%
Office/Admin. Support	3,583	13.46%
Production	818	3.07%
Protective Services	778	2.92%
Sales/Related	2,755	10.35%
Personal Care/Service	1,661	6.24%
Transportation/Moving	1,674	6.29%

2020 Est. Pop 16+ by Occupation Classification	**26,617**	
White Collar	14,503	54.49%
Blue Collar	4,799	18.03%
Service and Farm	7,315	27.48%
2020 Est. Workers Age 16+ by Transp. to Work	**26,176**	
Drove Alone	22,445	85.75%
Car Pooled	1,897	7.25%
Public Transportation	46	0.18%
Walked	603	2.30%
Bicycle	64	0.25%
Other Means	328	1.25%
Worked at Home	793	3.03%

Community • Demographic Profile

Harlingen, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,081	
15 - 29 Minutes	11,024	
30 - 44 Minutes	2,320	
45 - 59 Minutes	746	
60 or more Minutes	416	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	23,306	
Owner Occupied	14,136	60.65%
Renter Occupied	9,170	39.35%
2020 Owner Occ. HUs: Avg. Length of Residence		18.3
2020 Renter Occ. HUs: Avg. Length of Residence		6.1
2020 Est. Owner-Occupied Housing Units by Value	**23,306**	
Value Less than $20,000	588	4.16%
Value $20,000 - $39,999	1,322	9.35%
Value $40,000 - $59,999	1,652	11.69%
Value $60,000 - $79,999	1,593	11.27%
Value $80,000 - $99,999	1,796	12.71%
Value $100,000 - $149,999	3,355	23.73%
Value $150,000 - $199,999	2,017	14.27%
Value $200,000 - $299,999	1,138	8.05%
Value $300,000 - $399,999	341	2.41%
Value $400,000 - $499,999	122	0.86%
Value $500,000 - $749,999	120	0.85%
Value $750,000 - $999,999	67	0.47%
Value $1,000,000 or $1,499,999	13	0.09%
Value $1,500,000 or $1,999,999	5	0.04%
Value $2,000,000+	7	0.05%
2020 Est. Median All Owner-Occupied Housing Value		$101,427

2020 Est. Housing Units by Units in Structure		
1 Unit Detached	16,346	59.77%
1 Unit Attached	675	2.47%
2 Units	784	2.87%
3 or 4 Units	2,390	8.74%
5 to 19 Units	3,114	11.39%
20 to 49 Units	225	0.82%
50 or More Units	716	2.62%
Mobile Home or Trailer	3,051	11.16%
Boat, RV, Van, etc.	46	0.17%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,567	5.73%
Housing Units Built 2010 to 2014	567	2.07%
Housing Units Built 2000 to 2009	4,778	17.47%
Housing Units Built 1990 to 1999	3,864	14.13%
Housing Units Built 1980 to 1989	4,670	17.08%
Housing Units Built 1970 to 1979	4,651	17.01%
Housing Units Built 1960 to 1969	2,321	8.49%
Housing Units Built 1950 to 1959	3,126	11.43%
Housing Units Built 1940 to 1949	1,185	4.33%
Housing Unit Built 1939 or Earlier	618	2.26%
2020 Est. Median Year Structure Built		1984

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.