



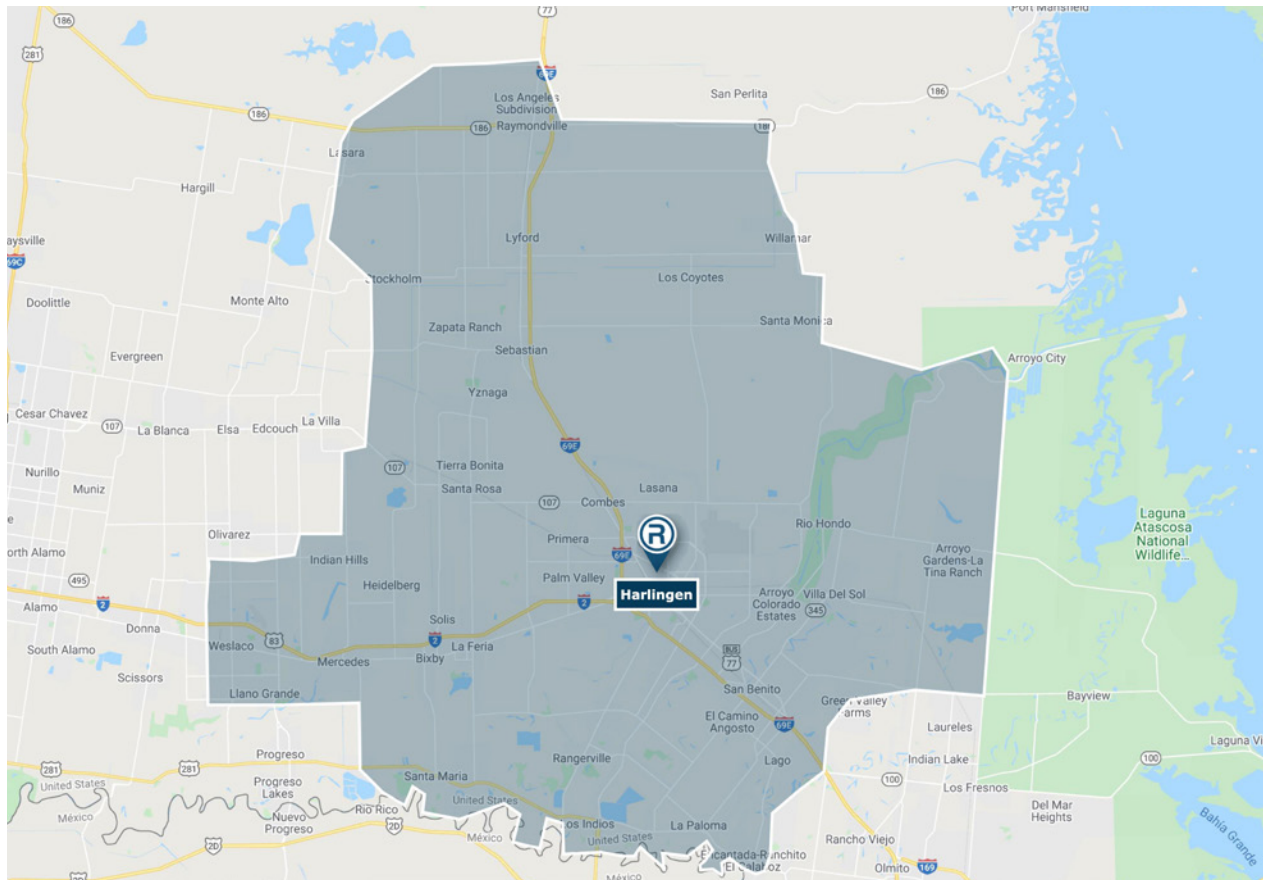
HARLINGEN, TEXAS

Retail Trade Area Demographic Profile

 The**Retail**Coach.

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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.



Retail Trade Area • Demographic Profile

Harlingen, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	270,022	
2020 Estimate	259,665	
2010 Census	248,482	
2000 Census	215,729	
Growth 2020 - 2025		3.99%
Growth 2010 - 2020		4.50%
Growth 2000 - 2010		15.18%
2020 Est. Population by Single-Classification Race	259,665	
White Alone	222,842	85.82%
Black or African American Alone	1,983	0.76%
Amer. Indian and Alaska Native Alone	1,279	0.49%
Asian Alone	1,587	0.61%
Native Hawaiian and Other Pacific Island Alone	96	0.04%
Some Other Race Alone	27,353	10.53%
Two or More Races	4,524	1.74%
2020 Est. Population by Hispanic or Latino Origin	259,665	
Not Hispanic or Latino	24,162	9.31%
Hispanic or Latino	235,503	90.70%
Mexican	210,443	89.36%
Puerto Rican	724	0.31%
Cuban	203	0.09%
All Other Hispanic or Latino	24,132	10.25%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	235,503	
White Alone	202,365	85.93%
Black or African American Alone	798	0.34%
American Indian and Alaska Native Alone	995	0.42%
Asian Alone	114	0.05%
Native Hawaiian and Other Pacific Islander Alone	27	0.01%
Some Other Race Alone	27,261	11.58%
Two or More Races	3,944	1.68%
2020 Est. Pop by Race, Asian Alone, by Category	1,587	
Chinese, except Taiwanese	218	13.74%
Filipino	693	43.67%
Japanese	22	1.39%
Asian Indian	121	7.62%
Korean	12	0.76%
Vietnamese	410	25.84%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	3	0.19%
Thai	4	0.25%
All Other Asian Races Including 2+ Category	104	6.55%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	259,665	
Arab	133	0.05%
Czech	285	0.11%
Danish	279	0.11%
Dutch	576	0.22%
English	5,279	2.03%
French (except Basque)	1,148	0.44%
French Canadian	291	0.11%
German	7,149	2.75%
Greek	77	0.03%
Hungarian	98	0.04%
Irish	3,647	1.41%
Italian	1,655	0.64%
Lithuanian	61	0.02%
United States or American	10,731	4.13%
Norwegian	1,310	0.50%
Polish	530	0.20%
Portuguese	21	0.01%
Russian	134	0.05%
Scottish	906	0.35%
Scotch-Irish	1,193	0.46%
Slovak	17	0.01%
Subsaharan African	1,531	0.59%
Swedish	498	0.19%
Swiss	55	0.02%
Ukrainian	52	0.02%
Welsh	122	0.05%
West Indian (except Hisp. groups)	66	0.03%
Other ancestries	197,283	75.98%
Ancestry Unclassified	24,539	9.45%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	52,071	21.92%
Speak Asian/Pacific Island Language at Home	2,004	0.84%
Speak IndoEuropean Language at Home	662	0.28%
Speak Spanish at Home	182,281	76.73%
Speak Other Language at Home	551	0.23%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	259,665	
Age 0 - 4	22,096	8.51%
Age 5 - 9	20,826	8.02%
Age 10 - 14	21,181	8.16%
Age 15 - 17	13,294	5.12%
Age 18 - 20	12,126	4.67%
Age 21 - 24	15,903	6.12%
Age 25 - 34	33,433	12.88%
Age 35 - 44	29,520	11.37%
Age 45 - 54	27,906	10.75%
Age 55 - 64	24,774	9.54%
Age 65 - 74	21,006	8.09%
Age 75 - 84	12,363	4.76%
Age 85 and over	5,238	2.02%
Age 16 and over	191,210	73.64%
Age 18 and over	182,268	70.19%
Age 21 and over	170,142	65.52%
Age 65 and over	38,607	14.87%
2020 Est. Median Age		32.13
2020 Est. Average Age		35.70
2020 Est. Population by Sex	259,665	
Male	127,942	49.27%
Female	131,723	50.73%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	127,942	
Age 0 - 4	11,302	8.83%
Age 5 - 9	10,594	8.28%
Age 10 - 14	10,799	8.44%
Age 15 - 17	6,838	5.35%
Age 18 - 20	6,364	4.97%
Age 21 - 24	8,369	6.54%
Age 25 - 34	17,290	13.51%
Age 35 - 44	14,742	11.52%
Age 45 - 54	13,157	10.28%
Age 55 - 64	11,459	8.96%
Age 65 - 74	9,570	7.48%
Age 75 - 84	5,433	4.25%
Age 85 and over	2,025	1.58%
2020 Est. Median Age, Male		30.35
2020 Est. Average Age, Male		34.42
2020 Est. Female Population by Age	131,723	
Age 0 - 4	10,795	8.20%
Age 5 - 9	10,231	7.77%
Age 10 - 14	10,381	7.88%
Age 15 - 17	6,456	4.90%
Age 18 - 20	5,762	4.37%
Age 21 - 24	7,534	5.72%
Age 25 - 34	16,143	12.26%
Age 35 - 44	14,778	11.22%
Age 45 - 54	14,750	11.20%
Age 55 - 64	13,315	10.11%
Age 65 - 74	11,436	8.68%
Age 75 - 84	6,930	5.26%
Age 85 and over	3,212	2.44%
2020 Est. Median Age, Female		34.05
2020 Est. Average Age, Female		36.95

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	67,407	34.47%
Males, Never Married	36,459	18.64%
Females, Never Married	30,948	15.83%
Married, Spouse present	84,173	43.04%
Married, Spouse absent	13,864	7.09%
Widowed	12,322	6.30%
Males Widowed	2,831	1.45%
Females Widowed	9,491	4.85%
Divorced	17,798	9.10%
Males Divorced	7,198	3.68%
Females Divorced	10,600	5.42%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	29,995	19.4%
Some High School, no diploma	19,201	12.4%
High School Graduate (or GED)	43,703	28.3%
Some College, no degree	27,699	18.0%
Associate Degree	11,025	7.1%
Bachelor's Degree	15,642	10.1%
Master's Degree	5,346	3.5%
Professional School Degree	848	0.6%
Doctorate Degree	780	0.5%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	48,684	36.21%
High School Graduate	38,606	28.72%
Some College or Associate's Degree	31,740	23.61%
Bachelor's Degree or Higher	15,404	11.46%
Households		
2025 Projection	82,236	
2020 Estimate	78,763	
2010 Census	74,385	
2000 Census	64,682	
Growth 2020 - 2025		4.41%
Growth 2010 - 2020		5.89%
Growth 2000 - 2010		15.00%
2020 Est. Households by Household Type	78,763	
Family Households	62,777	79.70%
Nonfamily Households	15,986	20.30%
2020 Est. Group Quarters Population	4,711	
2020 Households by Ethnicity, Hispanic/Latino	67,296	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	78,763	
Income < \$15,000	15,268	19.39%
Income \$15,000 - \$24,999	11,855	15.05%
Income \$25,000 - \$34,999	9,772	12.41%
Income \$35,000 - \$49,999	9,744	12.37%
Income \$50,000 - \$74,999	12,439	15.79%
Income \$75,000 - \$99,999	7,931	10.07%
Income \$100,000 - \$124,999	4,574	5.81%
Income \$125,000 - \$149,999	2,922	3.71%
Income \$150,000 - \$199,999	2,566	3.26%
Income \$200,000 - \$249,999	932	1.18%
Income \$250,000 - \$499,999	611	0.78%
Income \$500,000+	150	0.19%
2020 Est. Average Household Income		\$55,804
2020 Est. Median Household Income		\$38,262
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$39,191
Black or African American Alone		\$69,481
American Indian and Alaska Native Alone		\$54,566
Asian Alone		\$82,915
Native Hawaiian and Other Pacific Islander Alone		\$21,039
Some Other Race Alone		\$30,070
Two or More Races		\$42,906
Hispanic or Latino		\$36,057
Not Hispanic or Latino		\$52,586
2020 Est. Family HH Type by Presence of Own Child.	62,777	
Married-Couple Family, own children	20,668	32.92%
Married-Couple Family, no own children	22,731	36.21%
Male Householder, own children	2,114	3.37%
Male Householder, no own children	2,280	3.63%
Female Householder, own children	8,261	13.16%
Female Householder, no own children	6,722	10.71%
2020 Est. Households by Household Size	78,763	
1-person	14,114	17.92%
2-person	21,016	26.68%
3-person	12,778	16.22%
4-person	12,373	15.71%
5-person	8,942	11.35%
6-person	5,174	6.57%
7-or-more-person	4,367	5.55%
2020 Est. Average Household Size		3.23

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	78,763	
Households with 1 or More People under Age 18:	37,421	47.51%
Married-Couple Family	24,022	64.19%
Other Family, Male Householder	2,709	7.24%
Other Family, Female Householder	10,509	28.08%
Nonfamily, Male Householder	117	0.31%
Nonfamily, Female Householder	64	0.17%
Households with No People under Age 18:	41,342	52.49%
Married-Couple Family	19,388	46.90%
Other Family, Male Householder	1,676	4.05%
Other Family, Female Householder	4,469	10.81%
Nonfamily, Male Householder	7,084	17.14%
Nonfamily, Female Householder	8,725	21.10%
2020 Est. Households by Number of Vehicles	78,763	
No Vehicles	5,293	6.72%
1 Vehicle	31,860	40.45%
2 Vehicles	26,826	34.06%
3 Vehicles	9,954	12.64%
4 Vehicles	3,336	4.24%
5 or more Vehicles	1,494	1.90%
2020 Est. Average Number of Vehicles		1.75
Family Households		
2025 Projection	65,578	
2020 Estimate	62,777	
2010 Census	59,179	
2000 Census	52,369	
Growth 2020 - 2025		4.46%
Growth 2010 - 2020		6.08%
Growth 2000 - 2010		13.00%

2020 Est. Families by Poverty Status	62,777	
2020 Families at or Above Poverty	47,168	75.14%
2020 Families at or Above Poverty with Children	22,298	35.52%
2020 Families Below Poverty	15,609	24.86%
2020 Families Below Poverty with Children	11,819	18.83%
2020 Est. Pop 16+ by Employment Status	191,210	
Civilian Labor Force, Employed	97,154	50.81%
Civilian Labor Force, Unemployed	6,893	3.61%
Armed Forces	3	0.00%
Not in Labor Force	87,160	45.58%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	95,706	
For-Profit Private Workers	63,766	66.63%
Non-Profit Private Workers	3,174	3.32%
Local Government Workers	2,033	2.12%
State Government Workers	5,294	5.53%
Federal Government Workers	9,393	9.81%
Self-Employed Workers	11,836	12.37%
Unpaid Family Workers	210	0.22%
2020 Est. Civ. Employed Pop 16+ by Occupation	95,706	
Architect/Engineer	244	0.26%
Arts/Entertainment/Sports	906	0.95%
Building Grounds Maintenance	6,587	6.88%
Business/Financial Operations	2,040	2.13%
Community/Social Services	1,609	1.68%
Computer/Mathematical	844	0.88%
Construction/Extraction	6,182	6.46%
Education/Training/Library	7,608	7.95%
Farming/Fishing/Forestry	1,621	1.69%
Food Prep/Serving	4,976	5.20%
Health Practitioner/Technician	5,970	6.24%
Healthcare Support	5,061	5.29%
Maintenance Repair	3,435	3.59%
Legal	471	0.49%
Life/Physical/Social Science	181	0.19%
Management	6,484	6.78%
Office/Admin. Support	12,069	12.61%
Production	2,877	3.01%
Protective Services	2,613	2.73%
Sales/Related	10,800	11.29%
Personal Care/Service	6,022	6.29%
Transportation/Moving	7,104	7.42%

2020 Est. Pop 16+ by Occupation Classification	95,706	
White Collar	49,228	51.44%
Blue Collar	19,598	20.48%
Service and Farm	26,880	28.09%
2020 Est. Workers Age 16+ by Transp. to Work	93,669	
Drove Alone	79,011	84.35%
Car Pooled	6,365	6.80%
Public Transportation	105	0.11%
Walked	1,782	1.90%
Bicycle	220	0.24%
Other Means	2,290	2.45%
Worked at Home	3,896	4.16%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	33,015	
15 - 29 Minutes	37,852	
30 - 44 Minutes	13,148	
45 - 59 Minutes	3,677	
60 or more Minutes	2,813	
2020 Est. Avg Travel Time to Work in Minutes		22
2020 Est. Occupied Housing Units by Tenure	78,763	
Owner Occupied	55,576	70.56%
Renter Occupied	23,187	29.44%
2020 Owner Occ. HUs: Avg. Length of Residence		17.79
2020 Renter Occ. HUs: Avg. Length of Residence		7.19
2020 Est. Owner-Occupied Housing Units by Value	78,763	
Value Less than \$20,000	3,067	5.52%
Value \$20,000 - \$39,999	8,195	14.75%
Value \$40,000 - \$59,999	8,328	14.99%
Value \$60,000 - \$79,999	6,635	11.94%
Value \$80,000 - \$99,999	6,010	10.81%
Value \$100,000 - \$149,999	10,391	18.70%
Value \$150,000 - \$199,999	6,517	11.73%
Value \$200,000 - \$299,999	4,055	7.30%
Value \$300,000 - \$399,999	1,195	2.15%
Value \$400,000 - \$499,999	457	0.82%
Value \$500,000 - \$749,999	347	0.62%
Value \$750,000 - \$999,999	163	0.29%
Value \$1,000,000 or \$1,499,999	92	0.17%
Value \$1,500,000 or \$1,999,999	21	0.04%
Value \$2,000,000+	104	0.19%
2020 Est. Median All Owner-Occupied Housing Value		\$84,962

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,914	6.29%
Housing Units Built 2010 to 2014	3,102	3.30%
Housing Units Built 2000 to 2009	19,038	20.25%
Housing Units Built 1990 to 1999	15,130	16.10%
Housing Units Built 1980 to 1989	15,331	16.31%
Housing Units Built 1970 to 1979	15,455	16.44%
Housing Units Built 1960 to 1969	7,125	7.58%
Housing Units Built 1950 to 1959	7,355	7.83%
Housing Units Built 1940 to 1949	3,106	3.30%
Housing Unit Built 1939 or Earlier	2,438	2.59%
2020 Est. Median Year Structure Built		1988

DESCRIPTION	DATA	%
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	60,652	64.53%
1 Unit Attached	1,679	1.79%
2 Units	2,339	2.49%
3 or 4 Units	4,517	4.81%
5 to 19 Units	5,262	5.60%
20 to 49 Units	709	0.75%
50 or More Units	1,258	1.34%
Mobile Home or Trailer	17,091	18.18%
Boat, RV, Van, etc.	487	0.52%



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, Envirionics 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.

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