



Market Profile

Harlingen Aerotropolis (AEPTX) Harlingen, TX
 Drive Times: 20, 40, 60 minute radii

Latitude: 26.2165
 Longitude: -97.6324

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	108,181	448,550	847,293
2010 Total Population	119,277	539,959	1,089,366
2017 Total Population	126,904	582,459	1,193,493
2017 Group Quarters	1,181	5,040	10,810
2022 Total Population	132,149	615,313	1,274,460
2017-2022 Annual Rate	0.81%	1.10%	1.32%
2017 Total Daytime Population	138,303	571,207	1,194,471
Workers	54,600	188,245	424,699
Residents	83,703	382,962	769,772
Household Summary			
2000 Households	34,046	127,995	240,433
2000 Average Household Size	3.13	3.46	3.48
2010 Households	37,763	155,909	313,598
2010 Average Household Size	3.13	3.41	3.43
2017 Households	40,109	168,530	342,975
2017 Average Household Size	3.13	3.43	3.45
2022 Households	41,774	177,728	365,521
2022 Average Household Size	3.14	3.43	3.46
2017-2022 Annual Rate	0.82%	1.07%	1.28%
2010 Families	29,248	126,877	255,676
2010 Average Family Size	3.60	3.84	3.85
2017 Families	30,902	136,729	278,681
2017 Average Family Size	3.62	3.86	3.87
2022 Families	32,087	143,985	296,524
2022 Average Family Size	3.62	3.87	3.89
2017-2022 Annual Rate	0.76%	1.04%	1.25%
Housing Unit Summary			
2000 Housing Units	41,764	154,623	294,347
Owner Occupied Housing Units	55.5%	57.8%	57.4%
Renter Occupied Housing Units	26.0%	25.0%	24.3%
Vacant Housing Units	18.5%	17.2%	18.3%
2010 Housing Units	44,145	180,719	364,614
Owner Occupied Housing Units	57.2%	59.4%	58.7%
Renter Occupied Housing Units	28.3%	26.8%	27.3%
Vacant Housing Units	14.5%	13.7%	14.0%
2017 Housing Units	47,164	195,991	398,070
Owner Occupied Housing Units	54.2%	57.0%	56.7%
Renter Occupied Housing Units	30.8%	29.0%	29.4%
Vacant Housing Units	15.0%	14.0%	13.8%
2022 Housing Units	49,262	207,077	424,047
Owner Occupied Housing Units	53.8%	56.7%	56.5%
Renter Occupied Housing Units	31.0%	29.1%	29.7%
Vacant Housing Units	15.2%	14.2%	13.8%
Median Household Income			
2017	\$39,683	\$35,944	\$37,284
2022	\$44,385	\$39,474	\$41,292
Median Home Value			
2017	\$81,470	\$80,564	\$87,284
2022	\$95,980	\$93,862	\$104,060
Per Capita Income			
2017	\$18,245	\$15,243	\$16,064
2022	\$20,890	\$17,534	\$18,483
Median Age			
2010	32.3	30.1	29.5
2017	33.2	30.9	30.3
2022	34.3	31.9	31.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	40,109	168,530	342,972
<\$15,000	17.2%	20.3%	19.2%
\$15,000 - \$24,999	14.3%	15.0%	14.7%
\$25,000 - \$34,999	12.8%	13.4%	13.1%
\$35,000 - \$49,999	14.7%	14.7%	14.4%
\$50,000 - \$74,999	17.8%	16.3%	15.9%
\$75,000 - \$99,999	9.3%	8.1%	8.8%
\$100,000 - \$149,999	8.7%	7.7%	8.4%
\$150,000 - \$199,999	2.7%	2.4%	2.8%
\$200,000+	2.5%	1.9%	2.5%
Average Household Income	\$56,648	\$51,825	\$55,005
2022 Households by Income			
Household Income Base	41,774	177,728	365,518
<\$15,000	16.2%	19.2%	18.2%
\$15,000 - \$24,999	13.0%	13.7%	13.5%
\$25,000 - \$34,999	11.6%	12.1%	11.7%
\$35,000 - \$49,999	13.3%	13.4%	13.1%
\$50,000 - \$74,999	17.4%	16.2%	15.6%
\$75,000 - \$99,999	11.0%	9.7%	10.4%
\$100,000 - \$149,999	11.3%	10.2%	10.8%
\$150,000 - \$199,999	3.3%	3.1%	3.5%
\$200,000+	2.9%	2.4%	3.1%
Average Household Income	\$65,080	\$59,922	\$63,620
2017 Owner Occupied Housing Units by Value			
Total	25,569	111,764	225,806
<\$50,000	30.1%	30.4%	26.4%
\$50,000 - \$99,999	31.6%	32.0%	31.6%
\$100,000 - \$149,999	14.4%	14.3%	15.5%
\$150,000 - \$199,999	8.5%	9.0%	9.7%
\$200,000 - \$249,999	4.8%	5.0%	5.5%
\$250,000 - \$299,999	3.8%	2.9%	3.6%
\$300,000 - \$399,999	3.8%	3.3%	3.7%
\$400,000 - \$499,999	1.0%	1.0%	1.4%
\$500,000 - \$749,999	1.6%	1.5%	1.5%
\$750,000 - \$999,999	0.2%	0.3%	0.6%
\$1,000,000 +	0.2%	0.2%	0.4%
Average Home Value	\$117,710	\$115,347	\$128,332
2022 Owner Occupied Housing Units by Value			
Total	26,506	117,495	239,789
<\$50,000	26.7%	27.6%	23.7%
\$50,000 - \$99,999	25.4%	25.5%	25.2%
\$100,000 - \$149,999	13.5%	13.0%	13.5%
\$150,000 - \$199,999	8.6%	9.5%	10.3%
\$200,000 - \$249,999	5.5%	6.7%	7.2%
\$250,000 - \$299,999	5.7%	4.4%	5.7%
\$300,000 - \$399,999	7.9%	6.6%	6.6%
\$400,000 - \$499,999	2.7%	2.5%	3.0%
\$500,000 - \$749,999	3.3%	3.2%	3.0%
\$750,000 - \$999,999	0.4%	0.6%	1.1%
\$1,000,000 +	0.3%	0.3%	0.7%
Average Home Value	\$153,820	\$149,524	\$165,534

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	119,279	539,963	1,089,369
0 - 4	8.7%	9.0%	9.2%
5 - 9	8.9%	9.5%	9.6%
10 - 14	8.7%	9.3%	9.3%
15 - 24	14.6%	15.6%	15.8%
25 - 34	12.4%	12.9%	13.6%
35 - 44	12.1%	12.6%	13.0%
45 - 54	11.6%	11.0%	10.8%
55 - 64	9.9%	9.0%	8.5%
65 - 74	6.7%	6.0%	5.6%
75 - 84	4.7%	3.9%	3.5%
85 +	1.7%	1.3%	1.2%
18 +	68.6%	66.7%	66.5%
2017 Population by Age			
Total	126,905	582,459	1,193,493
0 - 4	8.2%	8.8%	8.9%
5 - 9	8.1%	8.6%	8.6%
10 - 14	8.0%	8.4%	8.5%
15 - 24	14.7%	15.6%	15.8%
25 - 34	13.3%	13.9%	14.5%
35 - 44	11.4%	11.7%	12.2%
45 - 54	10.8%	10.6%	10.7%
55 - 64	10.4%	9.6%	9.1%
65 - 74	8.3%	7.4%	6.8%
75 - 84	4.7%	3.9%	3.6%
85 +	2.0%	1.5%	1.3%
18 +	71.0%	69.3%	69.1%
2022 Population by Age			
Total	132,149	615,312	1,274,460
0 - 4	8.0%	8.7%	8.8%
5 - 9	7.8%	8.4%	8.4%
10 - 14	7.8%	8.2%	8.3%
15 - 24	14.0%	14.8%	15.0%
25 - 34	13.3%	14.2%	14.8%
35 - 44	11.6%	11.8%	12.4%
45 - 54	10.5%	10.3%	10.4%
55 - 64	10.3%	9.5%	9.1%
65 - 74	9.1%	8.0%	7.4%
75 - 84	5.5%	4.5%	4.1%
85 +	2.0%	1.5%	1.4%
18 +	71.7%	69.9%	69.7%
2010 Population by Sex			
Males	57,630	261,352	528,019
Females	61,647	278,607	561,347
2017 Population by Sex			
Males	61,614	281,987	579,338
Females	65,290	300,473	614,155
2022 Population by Sex			
Males	64,409	299,123	620,620
Females	67,740	316,190	653,840

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	119,278	539,959	1,089,367
White Alone	86.8%	86.5%	86.8%
Black Alone	0.7%	0.6%	0.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.8%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.4%	10.4%	9.7%
Two or More Races	1.7%	1.6%	1.5%
Hispanic Origin	83.2%	89.3%	89.4%
Diversity Index	45.7	39.6	38.9
2017 Population by Race/Ethnicity			
Total	126,904	582,460	1,193,493
White Alone	85.9%	85.7%	86.0%
Black Alone	1.2%	0.8%	0.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.9%	0.6%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.6%	10.8%	10.0%
Two or More Races	1.8%	1.6%	1.6%
Hispanic Origin	84.6%	90.4%	90.5%
Diversity Index	45.4	39.3	38.7
2022 Population by Race/Ethnicity			
Total	132,148	615,313	1,274,459
White Alone	85.9%	85.9%	86.3%
Black Alone	1.6%	1.0%	1.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.0%	0.7%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.3%	10.4%	9.5%
Two or More Races	1.8%	1.6%	1.5%
Hispanic Origin	85.7%	91.2%	91.1%
Diversity Index	44.4	38.1	37.6
2010 Population by Relationship and Household Type			
Total	119,277	539,959	1,089,366
In Households	99.0%	98.5%	98.8%
In Family Households	90.5%	92.2%	92.3%
Householder	24.5%	23.5%	23.5%
Spouse	16.6%	16.0%	16.2%
Child	41.0%	43.6%	43.5%
Other relative	6.2%	7.1%	7.1%
Nonrelative	2.3%	2.0%	2.0%
In Nonfamily Households	8.5%	6.3%	6.5%
In Group Quarters	1.0%	1.5%	1.2%
Institutionalized Population	0.4%	1.2%	1.0%
Noninstitutionalized Population	0.5%	0.3%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	77,419	341,030	693,992
Less than 9th Grade	19.0%	22.8%	22.0%
9th - 12th Grade, No Diploma	11.3%	13.0%	12.7%
High School Graduate	21.5%	20.4%	19.7%
GED/Alternative Credential	5.0%	4.9%	4.6%
Some College, No Degree	19.7%	17.4%	17.4%
Associate Degree	7.1%	5.8%	5.5%
Bachelor's Degree	11.7%	11.3%	12.9%
Graduate/Professional Degree	4.8%	4.4%	5.2%
2017 Population 15+ by Marital Status			
Total	96,044	432,139	883,059
Never Married	34.0%	34.1%	33.8%
Married	49.9%	51.4%	52.7%
Widowed	6.9%	6.4%	5.7%
Divorced	9.2%	8.1%	7.8%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.5%	91.6%	92.0%
Civilian Unemployed (Unemployment Rate)	6.5%	8.4%	8.0%
2017 Employed Population 16+ by Industry			
Total	43,808	202,206	428,066
Agriculture/Mining	2.6%	3.0%	2.8%
Construction	6.4%	7.5%	7.7%
Manufacturing	3.8%	4.3%	4.2%
Wholesale Trade	2.3%	2.6%	2.9%
Retail Trade	10.9%	12.4%	13.1%
Transportation/Utilities	4.9%	5.4%	5.4%
Information	2.0%	1.3%	1.3%
Finance/Insurance/Real Estate	4.8%	3.8%	4.1%
Services	56.3%	54.4%	53.8%
Public Administration	6.1%	5.3%	4.8%
2017 Employed Population 16+ by Occupation			
Total	43,807	202,206	428,066
White Collar	55.0%	51.3%	53.2%
Management/Business/Financial	8.6%	8.4%	8.9%
Professional	20.1%	18.1%	18.5%
Sales	11.4%	12.0%	12.8%
Administrative Support	14.9%	12.8%	13.0%
Services	25.9%	26.0%	24.6%
Blue Collar	19.0%	22.7%	22.2%
Farming/Forestry/Fishing	1.5%	1.8%	1.4%
Construction/Extraction	5.0%	6.0%	6.3%
Installation/Maintenance/Repair	3.3%	3.5%	3.4%
Production	3.5%	4.2%	3.9%
Transportation/Material Moving	5.9%	7.3%	7.1%
2010 Population By Urban/ Rural Status			
Total Population	119,277	539,959	1,089,366
Population Inside Urbanized Area	87.5%	86.5%	90.7%
Population Inside Urbanized Cluster	3.6%	4.1%	3.0%
Rural Population	8.9%	9.4%	6.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	37,763	155,909	313,598
Households with 1 Person	19.1%	16.0%	15.4%
Households with 2+ People	80.9%	84.0%	84.6%
Family Households	77.5%	81.4%	81.5%
Husband-wife Families	52.6%	55.7%	56.5%
With Related Children	27.7%	32.7%	34.2%
Other Family (No Spouse Present)	24.9%	25.7%	25.0%
Other Family with Male Householder	5.7%	5.6%	5.5%
With Related Children	3.4%	3.4%	3.3%
Other Family with Female Householder	19.2%	20.1%	19.5%
With Related Children	13.5%	14.3%	13.9%
Nonfamily Households	3.4%	2.6%	3.1%
All Households with Children	45.1%	50.8%	51.7%
Multigenerational Households	9.8%	11.8%	11.3%
Unmarried Partner Households	5.8%	5.2%	5.1%
Male-female	5.2%	4.6%	4.4%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	37,763	155,910	313,600
1 Person Household	19.1%	16.0%	15.4%
2 Person Household	27.8%	24.1%	23.7%
3 Person Household	16.5%	16.4%	16.7%
4 Person Household	15.5%	17.0%	17.6%
5 Person Household	10.3%	12.8%	13.3%
6 Person Household	5.7%	7.0%	6.8%
7 + Person Household	5.1%	6.7%	6.5%
2010 Households by Tenure and Mortgage Status			
Total	37,763	155,909	313,598
Owner Occupied	66.9%	68.9%	68.2%
Owned with a Mortgage/Loan	31.2%	32.7%	34.9%
Owned Free and Clear	35.7%	36.1%	33.4%
Renter Occupied	33.1%	31.1%	31.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	44,145	180,719	364,614
Housing Units Inside Urbanized Area	88.5%	86.5%	89.2%
Housing Units Inside Urbanized Cluster	3.0%	4.1%	4.5%
Rural Housing Units	8.4%	9.4%	6.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
	1. Southwestern Families (7F)	Southwestern Families (7F)	Southwestern Families (7F)
	2. Metro Fusion (11C)	Barrios Urbanos (7D)	Barrios Urbanos (7D)
	3. Barrios Urbanos (7D)	Up and Coming Families	Up and Coming Families
2017 Consumer Spending			
Apparel & Services: Total \$	\$62,781,285	\$243,392,152	\$527,543,332
Average Spent	\$1,565.27	\$1,444.21	\$1,538.14
Spending Potential Index	72	67	71
Education: Total \$	\$35,644,123	\$133,153,556	\$293,425,879
Average Spent	\$888.68	\$790.09	\$855.53
Spending Potential Index	61	54	59
Entertainment/Recreation: Total \$	\$88,164,105	\$338,664,259	\$729,954,276
Average Spent	\$2,198.11	\$2,009.52	\$2,128.30
Spending Potential Index	70	64	68
Food at Home: Total \$	\$151,662,611	\$585,086,225	\$1,254,956,670
Average Spent	\$3,781.26	\$3,471.70	\$3,659.03
Spending Potential Index	75	69	73
Food Away from Home: Total \$	\$98,088,392	\$378,965,902	\$818,848,803
Average Spent	\$2,445.55	\$2,248.66	\$2,387.49
Spending Potential Index	73	67	72
Health Care: Total \$	\$162,942,315	\$624,086,685	\$1,331,186,984
Average Spent	\$4,062.49	\$3,703.12	\$3,881.29
Spending Potential Index	73	66	69
HH Furnishings & Equipment: Total \$	\$56,249,809	\$217,475,780	\$469,070,233
Average Spent	\$1,402.42	\$1,290.43	\$1,367.65
Spending Potential Index	72	66	70
Personal Care Products & Services: Total \$	\$22,494,994	\$86,300,900	\$186,674,833
Average Spent	\$560.85	\$512.08	\$544.28
Spending Potential Index	70	64	68
Shelter: Total \$	\$463,418,143	\$1,786,028,858	\$3,867,316,684
Average Spent	\$11,553.97	\$10,597.69	\$11,275.80
Spending Potential Index	71	65	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$67,221,519	\$257,278,971	\$551,452,409
Average Spent	\$1,675.97	\$1,526.61	\$1,607.85
Spending Potential Index	72	65	69
Travel: Total \$	\$54,612,630	\$209,070,577	\$454,686,165
Average Spent	\$1,361.61	\$1,240.55	\$1,325.71
Spending Potential Index	66	60	64
Vehicle Maintenance & Repairs: Total \$	\$31,357,861	\$120,729,470	\$259,167,008
Average Spent	\$781.82	\$716.37	\$755.64
Spending Potential Index	73	67	70

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.