



Market Profile

Valley International Airpark 434
 23498 FM-509, Harlingen, Texas, 78550
 Rings: 10, 30, 50 mile radii

Latitude: 26.22219
 Longitude: -97.63248

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	115,067	513,904	912,003
2010 Total Population	129,202	633,900	1,182,632
2013 Total Population	130,843	654,649	1,223,906
2013 Group Quarters	1,160	10,122	15,621
2018 Total Population	135,355	693,858	1,308,211
2013-2018 Annual Rate	0.68%	1.17%	1.34%
Household Summary			
2000 Households	36,031	144,814	256,445
2000 Average Household Size	3.14	3.51	3.51
2010 Households	40,624	179,661	336,739
2010 Average Household Size	3.15	3.48	3.47
2013 Households	41,219	185,271	348,614
2013 Average Household Size	3.15	3.48	3.47
2018 Households	42,768	196,733	373,668
2018 Average Household Size	3.14	3.48	3.46
2013-2018 Annual Rate	0.74%	1.21%	1.40%
2010 Families	31,680	147,416	276,233
2010 Average Family Size	3.61	3.90	3.88
2013 Families	32,045	151,807	285,502
2013 Average Family Size	3.62	3.90	3.88
2018 Families	33,118	160,908	305,327
2018 Average Family Size	3.61	3.90	3.88
2013-2018 Annual Rate	0.66%	1.17%	1.35%
Housing Unit Summary			
2000 Housing Units	44,277	176,467	315,254
Owner Occupied Housing Units	56.2%	58.0%	57.8%
Renter Occupied Housing Units	25.2%	24.0%	23.6%
Vacant Housing Units	18.6%	17.9%	18.7%
2010 Housing Units	47,482	210,259	391,625
Owner Occupied Housing Units	58.3%	59.7%	59.3%
Renter Occupied Housing Units	27.2%	25.7%	26.7%
Vacant Housing Units	14.4%	14.6%	14.0%
2013 Housing Units	48,206	217,000	405,583
Owner Occupied Housing Units	57.2%	58.8%	58.2%
Renter Occupied Housing Units	28.3%	26.6%	27.8%
Vacant Housing Units	14.5%	14.6%	14.0%
2018 Housing Units	50,180	229,545	431,815
Owner Occupied Housing Units	57.6%	59.8%	59.4%
Renter Occupied Housing Units	27.6%	25.9%	27.2%
Vacant Housing Units	14.8%	14.3%	13.5%
Median Household Income			
2013	\$31,976	\$28,262	\$30,425
2018	\$37,749	\$32,901	\$36,301
Median Home Value			
2013	\$106,767	\$92,827	\$93,368
2018	\$169,996	\$137,736	\$137,782
Per Capita Income			
2013	\$15,275	\$12,294	\$13,315
2018	\$18,317	\$14,540	\$15,695
Median Age			
2010	32.3	29.5	29.2
2013	32.4	29.7	29.4
2018	32.8	30.4	30.2

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	41,219	185,268	348,611
<\$15,000	23.8%	28.5%	26.3%
\$15,000 - \$24,999	15.1%	16.2%	15.5%
\$25,000 - \$34,999	14.6%	13.4%	13.4%
\$35,000 - \$49,999	14.1%	13.7%	13.5%
\$50,000 - \$74,999	15.5%	14.1%	14.7%
\$75,000 - \$99,999	7.1%	6.1%	7.3%
\$100,000 - \$149,999	6.3%	5.5%	6.2%
\$150,000 - \$199,999	1.8%	1.4%	1.8%
\$200,000+	1.7%	1.1%	1.3%
Average Household Income	\$47,983	\$42,598	\$45,973
2018 Households by Income			
Household Income Base	42,768	196,730	373,665
<\$15,000	23.4%	28.3%	25.9%
\$15,000 - \$24,999	12.0%	12.9%	12.3%
\$25,000 - \$34,999	11.6%	10.6%	10.6%
\$35,000 - \$49,999	12.6%	11.8%	11.4%
\$50,000 - \$74,999	15.6%	14.8%	15.1%
\$75,000 - \$99,999	10.6%	10.0%	11.6%
\$100,000 - \$149,999	9.2%	8.3%	9.1%
\$150,000 - \$199,999	2.8%	2.0%	2.5%
\$200,000+	2.2%	1.4%	1.5%
Average Household Income	\$57,517	\$50,481	\$54,229
2013 Owner Occupied Housing Units by Value			
Total	27,569	127,512	236,037
<\$50,000	13.1%	18.1%	18.1%
\$50,000 - \$99,999	33.9%	37.2%	36.8%
\$100,000 - \$149,999	22.2%	22.0%	22.6%
\$150,000 - \$199,999	13.0%	9.9%	10.4%
\$200,000 - \$249,999	7.0%	5.0%	4.9%
\$250,000 - \$299,999	4.1%	2.8%	2.7%
\$300,000 - \$399,999	3.8%	2.5%	2.3%
\$400,000 - \$499,999	1.5%	1.1%	0.9%
\$500,000 - \$749,999	1.0%	0.9%	0.8%
\$750,000 - \$999,999	0.2%	0.3%	0.2%
\$1,000,000 +	0.3%	0.2%	0.3%
Average Home Value	\$137,529	\$120,709	\$120,116
2018 Owner Occupied Housing Units by Value			
Total	28,923	137,217	256,356
<\$50,000	7.9%	12.5%	12.8%
\$50,000 - \$99,999	19.5%	24.6%	24.1%
\$100,000 - \$149,999	15.5%	17.0%	17.3%
\$150,000 - \$199,999	17.7%	14.9%	15.9%
\$200,000 - \$249,999	14.2%	11.3%	11.2%
\$250,000 - \$299,999	9.8%	7.5%	7.3%
\$300,000 - \$399,999	7.9%	5.7%	5.2%
\$400,000 - \$499,999	3.6%	2.9%	2.7%
\$500,000 - \$749,999	2.7%	2.3%	2.2%
\$750,000 - \$999,999	0.9%	0.9%	0.8%
\$1,000,000 +	0.5%	0.4%	0.5%
Average Home Value	\$199,452	\$175,137	\$173,583

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	129,206	633,900	1,182,633
0 - 4	8.6%	9.2%	9.3%
5 - 9	8.9%	9.7%	9.7%
10 - 14	8.8%	9.4%	9.4%
15 - 24	14.7%	15.7%	16.0%
25 - 34	12.3%	13.0%	13.6%
35 - 44	12.2%	12.6%	13.0%
45 - 54	11.7%	10.9%	10.7%
55 - 64	9.9%	8.8%	8.4%
65 - 74	6.7%	5.8%	5.5%
75 - 84	4.6%	3.7%	3.4%
85 +	1.6%	1.2%	1.1%
18 +	68.5%	66.1%	66.1%
2013 Population by Age			
Total	130,842	654,648	1,223,906
0 - 4	8.5%	9.2%	9.2%
5 - 9	8.5%	9.1%	9.1%
10 - 14	8.5%	9.1%	9.1%
15 - 24	15.2%	16.2%	16.3%
25 - 34	12.5%	13.2%	13.7%
35 - 44	11.8%	12.2%	12.7%
45 - 54	11.4%	10.8%	10.7%
55 - 64	10.2%	9.1%	8.7%
65 - 74	7.2%	6.2%	5.8%
75 - 84	4.5%	3.6%	3.3%
85 +	1.7%	1.3%	1.2%
18 +	69.5%	67.4%	67.3%
2018 Population by Age			
Total	135,357	693,858	1,308,211
0 - 4	8.6%	9.2%	9.3%
5 - 9	8.1%	8.7%	8.7%
10 - 14	8.1%	8.6%	8.6%
15 - 24	14.7%	15.5%	15.6%
25 - 34	13.2%	13.9%	14.2%
35 - 44	11.3%	11.8%	12.2%
45 - 54	10.7%	10.3%	10.5%
55 - 64	10.3%	9.3%	9.0%
65 - 74	8.4%	7.4%	7.0%
75 - 84	4.8%	3.9%	3.6%
85 +	1.8%	1.3%	1.2%
18 +	70.4%	68.4%	68.4%
2010 Population by Sex			
Males	62,519	307,776	574,307
Females	66,683	326,125	608,326
2013 Population by Sex			
Males	63,542	319,619	596,621
Females	67,302	335,030	627,285
2018 Population by Sex			
Males	66,087	340,246	640,228
Females	69,268	353,611	667,983

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	129,202	633,900	1,182,631
White Alone	86.8%	86.7%	87.4%
Black Alone	0.7%	0.5%	0.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.8%	0.5%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.4%	10.3%	9.3%
Two or More Races	1.7%	1.5%	1.4%
Hispanic Origin	83.4%	89.6%	89.6%
Diversity Index	45.5	38.8	37.8
2013 Population by Race/Ethnicity			
Total	130,843	654,650	1,223,906
White Alone	86.0%	86.1%	86.9%
Black Alone	1.2%	0.8%	0.9%
American Indian Alone	0.6%	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	9.6%	10.5%	9.4%
Two or More Races	1.8%	1.6%	1.5%
Hispanic Origin	84.3%	90.3%	90.2%
Diversity Index	45.7	38.9	37.9
2018 Population by Race/Ethnicity			
Total	135,354	693,858	1,308,211
White Alone	85.2%	86.0%	86.8%
Black Alone	2.2%	1.3%	1.4%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	0.9%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.3%	10.1%	9.0%
Two or More Races	1.8%	1.6%	1.5%
Hispanic Origin	85.3%	91.1%	90.9%
Diversity Index	45.6	38.1	37.2
2010 Population by Relationship and Household Type			
Total	129,201	633,901	1,182,632
In Households	99.1%	98.7%	98.8%
In Family Households	90.9%	92.6%	92.6%
Householder	24.5%	23.3%	23.4%
Spouse	16.8%	16.0%	16.3%
Child	41.2%	44.1%	43.8%
Other relative	6.2%	7.2%	7.2%
Nonrelative	2.2%	2.0%	2.0%
In Nonfamily Households	8.2%	6.0%	6.2%
In Group Quarters	0.9%	1.3%	1.2%
Institutionalized Population	0.4%	1.1%	1.0%
Noninstitutionalized Population	0.5%	0.2%	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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment			
Total	77,559	369,290	687,831
Less than 9th Grade	20.7%	26.7%	25.1%
9th - 12th Grade, No Diploma	10.8%	14.1%	13.5%
High School Graduate	26.4%	24.6%	24.2%
Some College, No Degree	20.3%	16.8%	17.1%
Associate Degree	6.5%	5.0%	4.8%
Bachelor's Degree	10.7%	8.8%	10.7%
Graduate/Professional Degree	4.6%	4.0%	4.5%
2013 Population 15+ by Marital Status			
Total	97,490	475,446	887,715
Never Married	29.9%	30.9%	30.7%
Married	54.9%	55.8%	56.5%
Widowed	6.4%	6.0%	5.6%
Divorced	8.8%	7.3%	7.2%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	93.5%	90.3%	90.5%
Civilian Unemployed	6.5%	9.7%	9.5%
2013 Employed Population 16+ by Industry			
Total	42,792	212,848	413,637
Agriculture/Mining	1.7%	2.6%	2.9%
Construction	5.3%	6.9%	6.6%
Manufacturing	4.1%	5.0%	4.8%
Wholesale Trade	2.1%	2.2%	2.6%
Retail Trade	10.5%	12.9%	14.2%
Transportation/Utilities	4.8%	5.0%	4.7%
Information	1.9%	1.0%	1.0%
Finance/Insurance/Real Estate	4.3%	3.2%	3.9%
Services	58.1%	55.9%	54.8%
Public Administration	7.1%	5.2%	4.5%
2013 Employed Population 16+ by Occupation			
Total	42,794	212,846	413,636
White Collar	57.6%	49.4%	52.0%
Management/Business/Financial	10.1%	7.9%	8.4%
Professional	21.3%	17.5%	17.9%
Sales	10.6%	11.2%	12.4%
Administrative Support	15.5%	12.9%	13.3%
Services	24.0%	27.2%	25.9%
Blue Collar	18.4%	23.4%	22.1%
Farming/Forestry/Fishing	0.8%	1.4%	1.2%
Construction/Extraction	4.5%	6.4%	6.4%
Installation/Maintenance/Repair	3.4%	3.9%	3.8%
Production	4.1%	4.8%	4.3%
Transportation/Material Moving	5.8%	7.0%	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	40,625	179,662	336,739
Households with 1 Person	18.7%	15.3%	15.0%
Households with 2+ People	81.3%	84.7%	85.0%
Family Households	78.0%	82.1%	82.0%
Husband-wife Families	53.5%	56.6%	57.2%
With Related Children	28.4%	33.9%	35.0%
Other Family (No Spouse Present)	24.5%	25.5%	24.8%
Other Family with Male Householder	5.6%	5.6%	5.5%
With Related Children	3.4%	3.4%	3.3%
Other Family with Female Householder	18.9%	19.9%	19.3%
With Related Children	13.2%	14.2%	13.8%
Nonfamily Households	3.3%	2.6%	3.0%
All Households with Children	45.5%	51.9%	52.5%
Multigenerational Households	10.0%	12.0%	11.3%
Unmarried Partner Households	5.7%	5.2%	5.0%
Male-female	5.1%	4.5%	4.4%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	40,624	179,660	336,738
1 Person Household	18.7%	15.3%	15.0%
2 Person Household	27.5%	23.6%	23.3%
3 Person Household	16.6%	16.2%	16.5%
4 Person Household	15.7%	17.1%	17.7%
5 Person Household	10.5%	13.3%	13.7%
6 Person Household	5.8%	7.2%	7.0%
7 + Person Household	5.2%	7.2%	6.7%
2010 Households by Tenure and Mortgage Status			
Total	40,624	179,661	336,738
Owner Occupied	68.2%	69.9%	68.9%
Owned with a Mortgage/Loan	32.0%	33.1%	34.9%
Owned Free and Clear	36.2%	36.9%	34.1%
Renter Occupied	31.8%	30.1%	31.1%

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.

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Top 3 Tapestry Segments			
1.	Southwestern Families	Southwestern Families	Southwestern Families
2.	Midland Crowd	Industrious Urban Fringe	Industrious Urban Fringe
3.	Inner City Tenants	Senior Sun Seekers	Up and Coming Families
2013 Consumer Spending			
Apparel & Services: Total \$	\$42,155,384	\$169,009,449	\$343,683,925
Average Spent	\$1,022.72	\$912.23	\$985.86
Spending Potential Index	45	40	44
Computers & Accessories: Total \$	\$6,634,355	\$26,262,018	\$53,802,913
Average Spent	\$160.95	\$141.75	\$154.33
Spending Potential Index	65	57	62
Education: Total \$	\$34,077,262	\$133,161,455	\$275,267,615
Average Spent	\$826.74	\$718.74	\$789.61
Spending Potential Index	57	49	54
Entertainment/Recreation: Total \$	\$91,019,936	\$360,173,306	\$732,548,910
Average Spent	\$2,208.20	\$1,944.03	\$2,101.32
Spending Potential Index	68	60	65
Food at Home: Total \$	\$147,587,952	\$594,214,147	\$1,198,442,430
Average Spent	\$3,580.58	\$3,207.27	\$3,437.73
Spending Potential Index	71	64	68
Food Away from Home: Total \$	\$93,599,543	\$378,180,131	\$766,250,486
Average Spent	\$2,270.79	\$2,041.23	\$2,197.99
Spending Potential Index	71	64	69
Health Care: Total \$	\$122,966,874	\$483,693,757	\$975,187,801
Average Spent	\$2,983.26	\$2,610.74	\$2,797.33
Spending Potential Index	67	59	63
HH Furnishings & Equipment: Total \$	\$44,714,183	\$178,217,262	\$362,110,283
Average Spent	\$1,084.80	\$961.93	\$1,038.71
Spending Potential Index	60	53	58
Investments: Total \$	\$47,133,532	\$188,257,399	\$408,255,439
Average Spent	\$1,143.49	\$1,016.12	\$1,171.08
Spending Potential Index	55	49	56
Retail Goods: Total \$	\$663,601,553	\$2,648,649,071	\$5,353,455,723
Average Spent	\$16,099.41	\$14,296.08	\$15,356.40
Spending Potential Index	67	59	64
Shelter: Total \$	\$442,911,668	\$1,773,865,407	\$3,627,081,598
Average Spent	\$10,745.33	\$9,574.44	\$10,404.29
Spending Potential Index	66	59	64
TV/Video/Audio: Total \$	\$37,621,514	\$150,405,784	\$303,120,100
Average Spent	\$912.72	\$811.82	\$869.50
Spending Potential Index	71	63	67
Travel: Total \$	\$46,507,195	\$182,681,918	\$375,871,187
Average Spent	\$1,128.30	\$986.03	\$1,078.19
Spending Potential Index	62	54	59
Vehicle Maintenance & Repairs: Total \$	\$30,872,953	\$123,036,519	\$249,900,191
Average Spent	\$749.00	\$664.09	\$716.84
Spending Potential Index	68	61	66

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.