

# YOUR BUSINESS BELONGS IN HARLINGEN, TEXAS

## HARLINGEN COMMUNITY OVERVIEW

**85,919**  
2017 POPULATION

**\$57,309**  
AVERAGE FAMILY INCOME

**\$47,309**  
AVERAGE DISPOSABLE INCOME

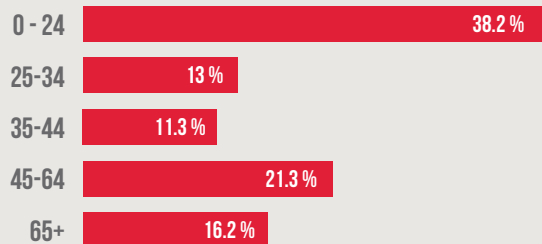
WITHIN A 10 MINUTE DRIVE TIME RADIUS

**\$3,910,012,527**  
POTENTIAL RETAIL SALES

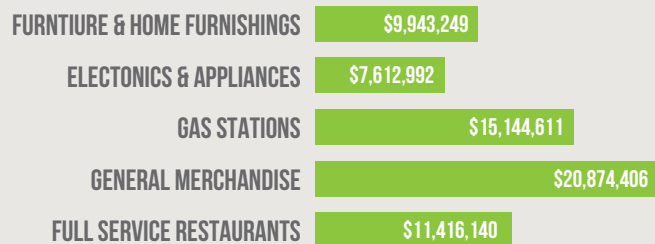
**\$3,966,587,990**  
ACTUAL SALES

**\$56,575,462**  
SALES LEAKAGE

## POPULATION BY AGE



## MARKET OPPORTUNITY GAP



## INTERSTATE TRAFFIC COUNTS:

 78,000

 73,000

*This data was provided by ESRI and Sitewise.*

## RETAIL SUCCESS STORIES IN HARLINGEN



**KOHL'S**



**Dillard's**



**JCPenney**



**Burlington**



**BED BATH & BEYOND**