



The**Retail**Coach.®

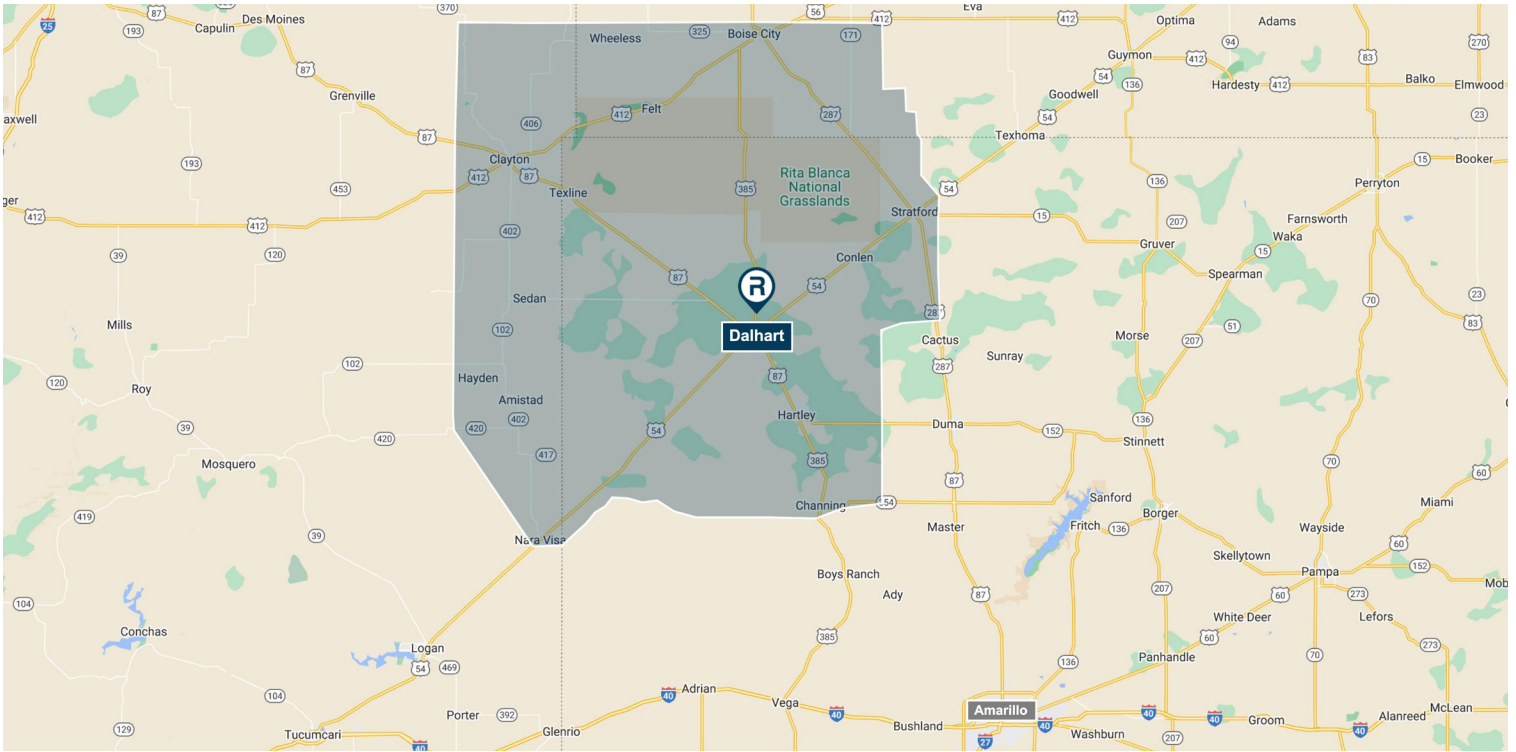
# Retail Trade Area Demographic Profile

DALHART, TEXAS

Prepared for City of Dalhart  
August 2022

# Retail Trade Area • Demographic Snapshot

## Dalhart, Texas



### Population

2022 19,871

### Educational Attainment (%)

Graduate or Professional Degree 4.52%

Bachelors Degree 11.34%

Associate Degree 3.91%

Some College 22.84%

High School Graduate (GED) 35.67%

Some High School, No Degree 11.08%

Less than 9th Grade 10.65%

### Income

Average HH \$70,680

Median HH \$53,204

Per Capita \$26,779

### Age

0 - 9 Years 14.03%

10 - 17 Years 11.35%

18 - 24 Years 8.57%

25 - 34 Years 13.26%

35 - 44 Years 12.59%

45 - 54 Years 12.40%

55 - 64 Years 11.15%

65 and Older 16.67%

Median Age 37.19

Average Age 38.58

### Race Distribution (%)

White 79.50%

Black/African American 3.16%

American Indian/Alaskan 1.34%

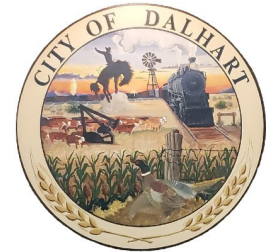
Asian 0.70%

Native Hawaiian/Islander 0.05%

Other Race 12.24%

Two or More Races 3.02%

Hispanic 41.88%



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# Retail Trade Area • Demographic Profile

Dalhart, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Estimate	19,871	
<b>2022 Est. Population by Single-Classification Race</b>	<b>19,871</b>	
White Alone	15,797	79.50%
Black or African American Alone	628	3.16%
Amer. Indian and Alaska Native Alone	266	1.34%
Asian Alone	138	0.70%
Native Hawaiian and Other Pacific Island Alone	10	0.05%
Some Other Race Alone	2,432	12.24%
Two or More Races	601	3.02%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>19,871</b>	
Not Hispanic or Latino	11,550	58.13%
Hispanic or Latino	8,321	41.88%
Mexican	5,816	69.89%
Puerto Rican	16	0.19%
Cuban	7	0.08%
All Other Hispanic or Latino	2,482	29.83%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>8,321</b>	
White Alone	5,433	65.29%
Black or African American Alone	13	0.16%
American Indian and Alaska Native Alone	115	1.38%
Asian Alone	8	0.10%
Native Hawaiian and Other Pacific Islander Alone	1	0.01%
Some Other Race Alone	2,405	28.90%
Two or More Races	347	4.17%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>138</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	15	10.87%
Japanese	5	3.62%
Asian Indian	50	36.23%
Korean	4	2.90%
Vietnamese	2	1.45%
Cambodian	0	0.00%
Hmong	17	12.32%
Laotian	22	15.94%
Thai	20	14.49%
All Other Asian Races Including 2+ Category	2	1.45%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>19,871</b>	
Arab	1,647	8.29%
Czech	53	0.27%
Danish	0	0.00%
Dutch	171	0.86%
English	1,120	5.64%
French (except Basque)	173	0.87%
French Canadian	38	0.19%
German	2,476	12.46%
Greek	0	0.00%
Hungarian	12	0.06%
Irish	1,525	7.67%
Italian	96	0.48%
Lithuanian	0	0.00%
United States or American	911	4.58%
Norwegian	148	0.75%
Polish	73	0.37%
Portuguese	4	0.02%
Russian	37	0.19%
Scottish	180	0.91%
Scotch-Irish	199	1.00%
Slovak	0	0.00%
Subsaharan African	18	0.09%
Swedish	80	0.40%
Swiss	2	0.01%
Ukrainian	37	0.19%
Welsh	53	0.27%
West Indian (except Hisp. groups)	24	0.12%
Other ancestries	7,820	39.35%
Ancestry Unclassified	2,973	14.96%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	12,850	69.73%
Speak Asian/Pacific Island Language at Home	99	0.54%
Speak IndoEuropean Language at Home	566	3.07%
Speak Spanish at Home	4,883	26.50%
Speak Other Language at Home	30	0.16%

# Retail Trade Area • Demographic Profile

Dalhart, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>19,871</b>	
Age 0 - 4	1,442	7.26%
Age 5 - 9	1,345	6.77%
Age 10 - 14	1,421	7.15%
Age 15 - 17	834	4.20%
Age 18 - 20	743	3.74%
Age 21 - 24	960	4.83%
Age 25 - 34	2,635	13.26%
Age 35 - 44	2,501	12.59%
Age 45 - 54	2,463	12.40%
Age 55 - 64	2,215	11.15%
Age 65 - 74	1,808	9.10%
Age 75 - 84	1,071	5.39%
Age 85 and over	435	2.19%
Age 16 and over	15,394	77.47%
Age 18 and over	14,829	74.63%
Age 21 and over	14,086	70.89%
Age 65 and over	3,313	16.67%
2022 Est. Median Age		37.19
2022 Est. Average Age		38.58
<b>2022 Est. Population by Sex</b>	<b>19,871</b>	
Male	10,868	54.69%
Female	9,003	45.31%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>10,868</b>	
Age 0 - 4	751	6.91%
Age 5 - 9	677	6.23%
Age 10 - 14	758	6.97%
Age 15 - 17	441	4.06%
Age 18 - 20	405	3.73%
Age 21 - 24	536	4.93%
Age 25 - 34	1,606	14.78%
Age 35 - 44	1,501	13.81%
Age 45 - 54	1,449	13.33%
Age 55 - 64	1,224	11.26%
Age 65 - 74	878	8.08%
Age 75 - 84	476	4.38%
Age 85 and over	168	1.55%
2022 Est. Median Age, Male		36.70
2022 Est. Average Age, Male		37.76
<b>2022 Est. Female Population by Age</b>	<b>9,003</b>	
Age 0 - 4	692	7.69%
Age 5 - 9	668	7.42%
Age 10 - 14	663	7.36%
Age 15 - 17	393	4.37%
Age 18 - 20	339	3.77%
Age 21 - 24	424	4.71%
Age 25 - 34	1,030	11.44%
Age 35 - 44	1,000	11.11%
Age 45 - 54	1,014	11.26%
Age 55 - 64	991	11.01%
Age 65 - 74	930	10.33%
Age 75 - 84	594	6.60%
Age 85 and over	267	2.97%
2022 Est. Median Age, Female		37.92
2022 Est. Average Age, Female		39.47

# Retail Trade Area • Demographic Profile

Dalhart, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	4,319	27.57%
Males, Never Married	2,927	18.69%
Females, Never Married	1,392	8.89%
Married, Spouse present	7,391	47.19%
Married, Spouse absent	1,050	6.70%
Widowed	956	6.10%
Males Widowed	281	1.79%
Females Widowed	675	4.31%
Divorced	1,948	12.44%
Males Divorced	1,159	7.40%
Females Divorced	788	5.03%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,398	10.65%
Some High School, no diploma	1,454	11.08%
High School Graduate (or GED)	4,683	35.67%
Some College, no degree	2,998	22.84%
Associate Degree	513	3.91%
Bachelor's Degree	1,488	11.34%
Master's Degree	465	3.54%
Professional School Degree	38	0.29%
Doctorate Degree	90	0.69%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,016	43.19%
High School Graduate	1,576	33.76%
Some College or Associate's Degree	793	16.99%
Bachelor's Degree or Higher	284	6.08%
<b>Households</b>		
2022 Estimate	6,899	
<b>2022 Est. Households by Household Type</b>	<b>6,899</b>	
Family Households	4,865	70.52%
Nonfamily Households	2,034	29.48%
2022 Est. Group Quarters Population	1,662	
2022 Households by Ethnicity, Hispanic/Latino	2,271	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>6,899</b>	
Income < \$15,000	462	6.70%
Income \$15,000 - \$24,999	755	10.94%
Income \$25,000 - \$34,999	782	11.34%
Income \$35,000 - \$49,999	1,234	17.89%
Income \$50,000 - \$74,999	1,358	19.68%
Income \$75,000 - \$99,999	854	12.38%
Income \$100,000 - \$124,999	584	8.47%
Income \$125,000 - \$149,999	365	5.29%
Income \$150,000 - \$199,999	289	4.19%
Income \$200,000 - \$249,999	102	1.48%
Income \$250,000 - \$499,999	85	1.23%
Income \$500,000+	27	0.39%
2022 Est. Average Household Income		\$70,680
2022 Est. Median Household Income		\$53,204
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$54,880
Black or African American Alone		\$113,253
American Indian and Alaska Native Alone		\$40,563
Asian Alone		\$41,436
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$47,952
Two or More Races		\$46,165
Hispanic or Latino		\$47,061
Not Hispanic or Latino		\$57,874
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>4,865</b>	
Married-Couple Family, own children	1,708	35.11%
Married-Couple Family, no own children	2,215	45.53%
Male Householder, own children	183	3.76%
Male Householder, no own children	135	2.77%
Female Householder, own children	385	7.91%
Female Householder, no own children	238	4.89%
<b>2022 Est. Households by Household Size</b>	<b>6,899</b>	
1-person	1,804	26.15%
2-person	2,271	32.92%
3-person	1,035	15.00%
4-person	918	13.31%
5-person	526	7.62%
6-person	225	3.26%
7-or-more-person	119	1.73%
2022 Est. Average Household Size		2.61

# Retail Trade Area • Demographic Profile

Dalhart, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>6,899</b>	
Households with 1 or More People under Age 18:	2,540	36.82%
Married-Couple Family	1,841	72.48%
Other Family, Male Householder	223	8.78%
Other Family, Female Householder	456	17.95%
Nonfamily, Male Householder	15	0.59%
Nonfamily, Female Householder	5	0.20%
<b>Households with No People under Age 18:</b>	<b>4,359</b>	
Married-Couple Family	2,084	47.81%
Other Family, Male Householder	96	2.20%
Other Family, Female Householder	167	3.83%
Nonfamily, Male Householder	1,058	24.27%
Nonfamily, Female Householder	955	21.91%
<b>2022 Est. Households by Number of Vehicles</b>	<b>6,899</b>	
No Vehicles	181	2.62%
1 Vehicle	2,163	31.35%
2 Vehicles	2,761	40.02%
3 Vehicles	1,137	16.48%
4 Vehicles	541	7.84%
5 or more Vehicles	116	1.68%
2022 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2022 Estimate	4,865	
<b>2022 Est. Families by Poverty Status</b>	<b>4,865</b>	
2022 Families at or Above Poverty	4,437	91.20%
2022 Families at or Above Poverty with Children	1,952	40.12%
2022 Families Below Poverty	428	8.80%
2022 Families Below Poverty with Children	325	6.68%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	8,640	56.13%
Civilian Labor Force, Unemployed	121	0.79%
Armed Forces	0	0.00%
Not in Labor Force	6,633	43.09%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>8,716</b>	
For-Profit Private Workers	5,690	65.28%
Non-Profit Private Workers	416	4.77%
Local Government Workers	173	1.99%
State Government Workers	374	4.29%
Federal Government Workers	851	9.76%
Self-Employed Workers	1,173	13.46%
Unpaid Family Workers	39	0.45%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>8,716</b>	
Architect/Engineer	29	0.33%
Arts/Entertainment/Sports	58	0.67%
Building Grounds Maintenance	309	3.54%
Business/Financial Operations	174	2.00%
Community/Social Services	50	0.57%
Computer/Mathematical	48	0.55%
Construction/Extraction	440	5.05%
Education/Training/Library	606	6.95%
Farming/Fishing/Forestry	731	8.39%
Food Prep/Serving	591	6.78%
Health Practitioner/Technician	257	2.95%
Healthcare Support	199	2.28%
Maintenance Repair	238	2.73%
Legal	8	0.09%
Life/Physical/Social Science	82	0.94%
Management	1,204	13.81%
Office/Admin. Support	934	10.72%
Production	583	6.69%
Protective Services	281	3.22%
Sales/Related	508	5.83%
Personal Care/Service	209	2.40%
Transportation/Moving	1,177	13.50%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>8,716</b>	
White Collar	3,958	45.41%
Blue Collar	2,438	27.97%
Service and Farm	2,320	26.62%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>8,511</b>	
Drove Alone	6,986	82.08%
Car Pooled	984	11.56%
Public Transportation	2	0.02%
Walked	264	3.10%
Bicycle	30	0.35%
Other Means	78	0.92%
Worked at Home	167	1.96%

# Retail Trade Area • Demographic Profile

Dalhart, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,478	
15 - 29 Minutes	1,388	
30 - 44 Minutes	791	
45 - 59 Minutes	335	
60 or more Minutes	336	
2022 Est. Avg Travel Time to Work in Minutes		17
2022 Est. Occupied Housing Units by Tenure	6,899	
Owner Occupied	4,625	67.04%
Renter Occupied	2,274	32.96%
2022 Owner Occ. HUs: Avg. Length of Residence		19.13 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		7.16 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>6,899</b>	
Value Less than \$20,000	208	4.50%
Value \$20,000 - \$39,999	298	6.44%
Value \$40,000 - \$59,999	362	7.83%
Value \$60,000 - \$79,999	479	10.36%
Value \$80,000 - \$99,999	451	9.75%
Value \$100,000 - \$149,999	890	19.24%
Value \$150,000 - \$199,999	625	13.51%
Value \$200,000 - \$299,999	618	13.36%
Value \$300,000 - \$399,999	194	4.20%
Value \$400,000 - \$499,999	217	4.69%
Value \$500,000 - \$749,999	169	3.65%
Value \$750,000 - \$999,999	43	0.93%
Value \$1,000,000 or \$1,499,999	57	1.23%
Value \$1,500,000 or \$1,999,999	2	0.04%
Value \$2,000,000+	12	0.26%
2022 Est. Median All Owner-Occupied Housing Value		\$126,833
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	6,614	76.49%
1 Unit Attached	64	0.74%
2 Units	127	1.47%
3 or 4 Units	183	2.12%
5 to 19 Units	204	2.36%
20 to 49 Units	57	0.66%
50 or More Units	32	0.37%
Mobile Home or Trailer	1,354	15.66%
Boat, RV, Van, etc.	13	0.15%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	312	3.61%
Housing Units Built 2010 to 2014	282	3.26%
Housing Units Built 2000 to 2009	600	6.94%
Housing Units Built 1990 to 1999	820	9.48%
Housing Units Built 1980 to 1989	926	10.71%
Housing Units Built 1970 to 1979	1,607	18.58%
Housing Units Built 1960 to 1969	1,155	13.36%
Housing Units Built 1950 to 1959	1,066	12.33%
Housing Units Built 1940 to 1949	852	9.85%
Housing Unit Built 1939 or Earlier	1,027	11.88%
2022 Est. Median Year Structure Built		1971

<sup>†</sup> Years

# 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.





The**RetailCoach**.®

## 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.

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