



The**Retail**Coach®

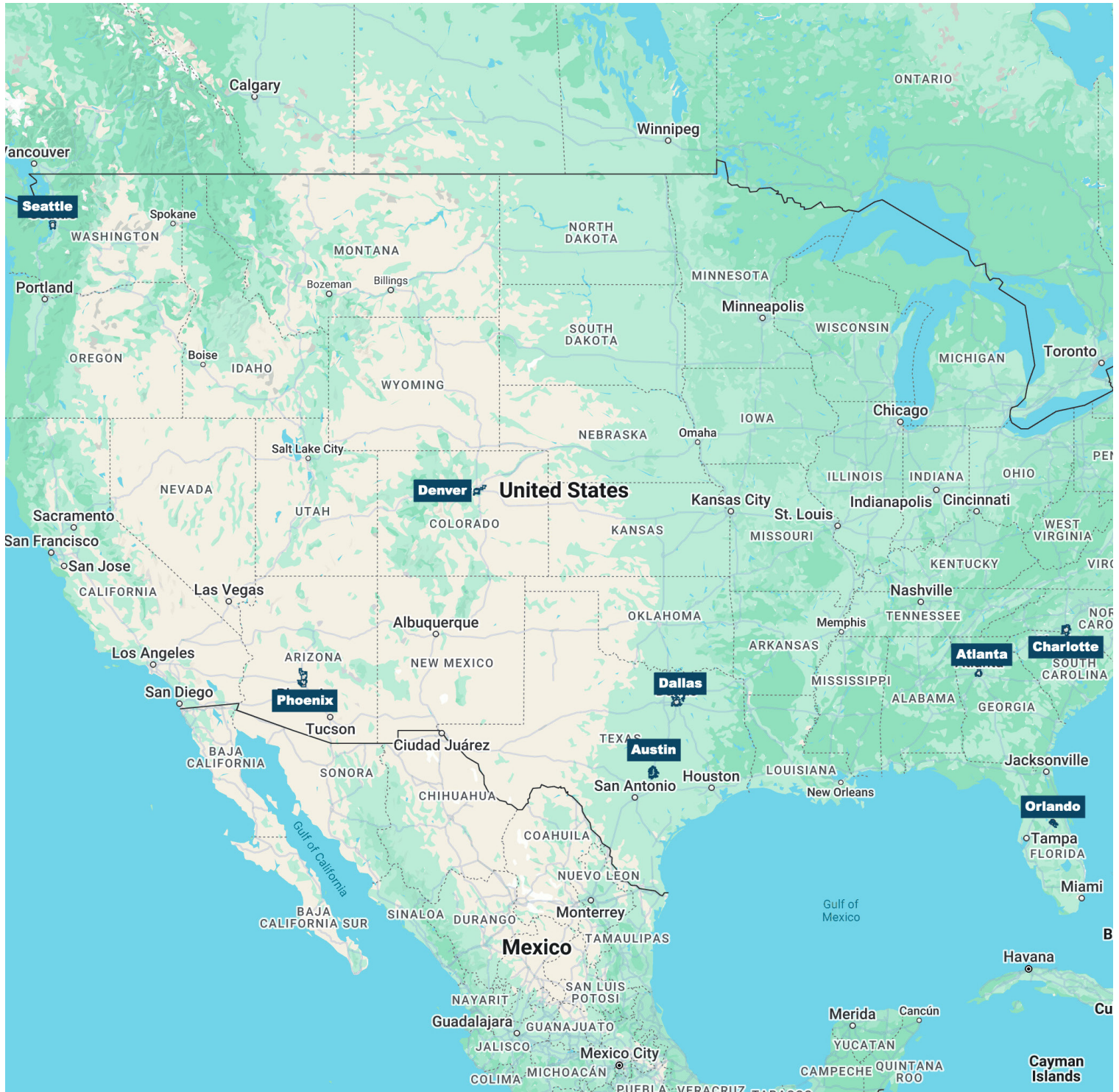
Comparative Cities Demographic Survey

DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
August 2024

Comparative Cities

Dallas, Texas



Shalissa Perry

Downtown Dallas, Inc.
Chief Experience Officer

1401 Elm Street, Suite 500
Dallas, Texas 75202

Phone 214.744.1270
Cell 214.418.4497

Perry@DowntownDallas.com
www.DowntownDallas.com

**DOWNTOWN
DALLAS INC**



Aaron Farmer

The Retail Coach, LLC
President

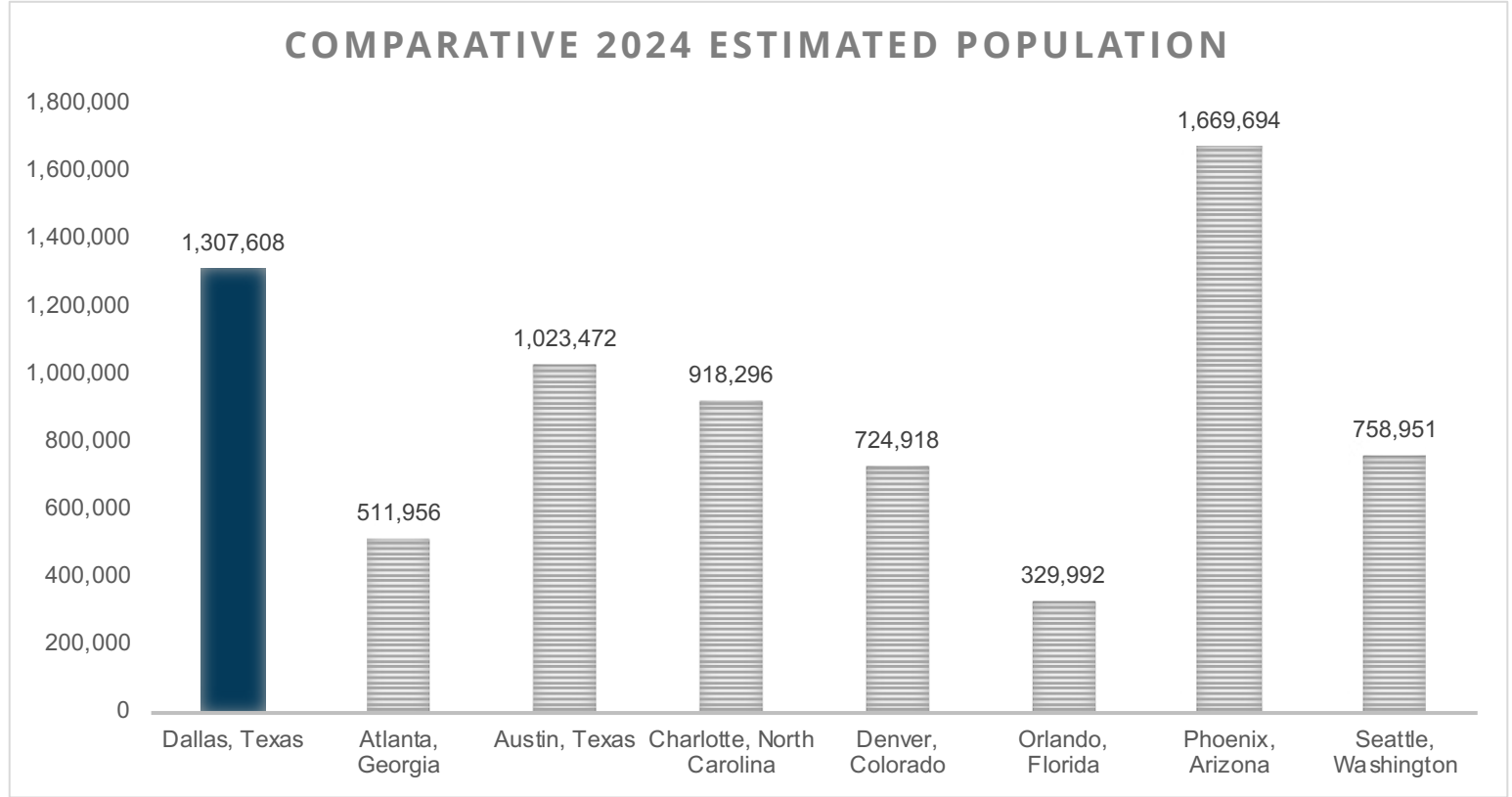
Office 662.844.2155
Cell 662.231.0608

AFarmer@theretailcoach.net
www.TheRetailCoach.net

 **TheRetailCoach**

Comparative Cities • Demographic Survey

Dallas, Texas



POPULATION	DALLAS, TEXAS	ATLANTA, GEORGIA	AUSTIN, TEXAS	CHARLOTTE, NORTH CAROLINA	DENVER, COLORADO	ORLANDO, FLORIDA	PHOENIX, ARIZONA	SEATTLE, WASHINGTON
2029	1,317,877	531,714	1,079,624	967,689	753,788	347,638	1,708,832	793,171
2024	1,307,608	511,956	1,023,472	918,296	724,918	329,992	1,669,694	758,951
2020	1,304,379	498,715	961,855	874,579	715,522	307,573	1,608,139	737,015
2010	1,200,658	424,001	808,524	727,733	599,788	250,194	1,445,285	608,677

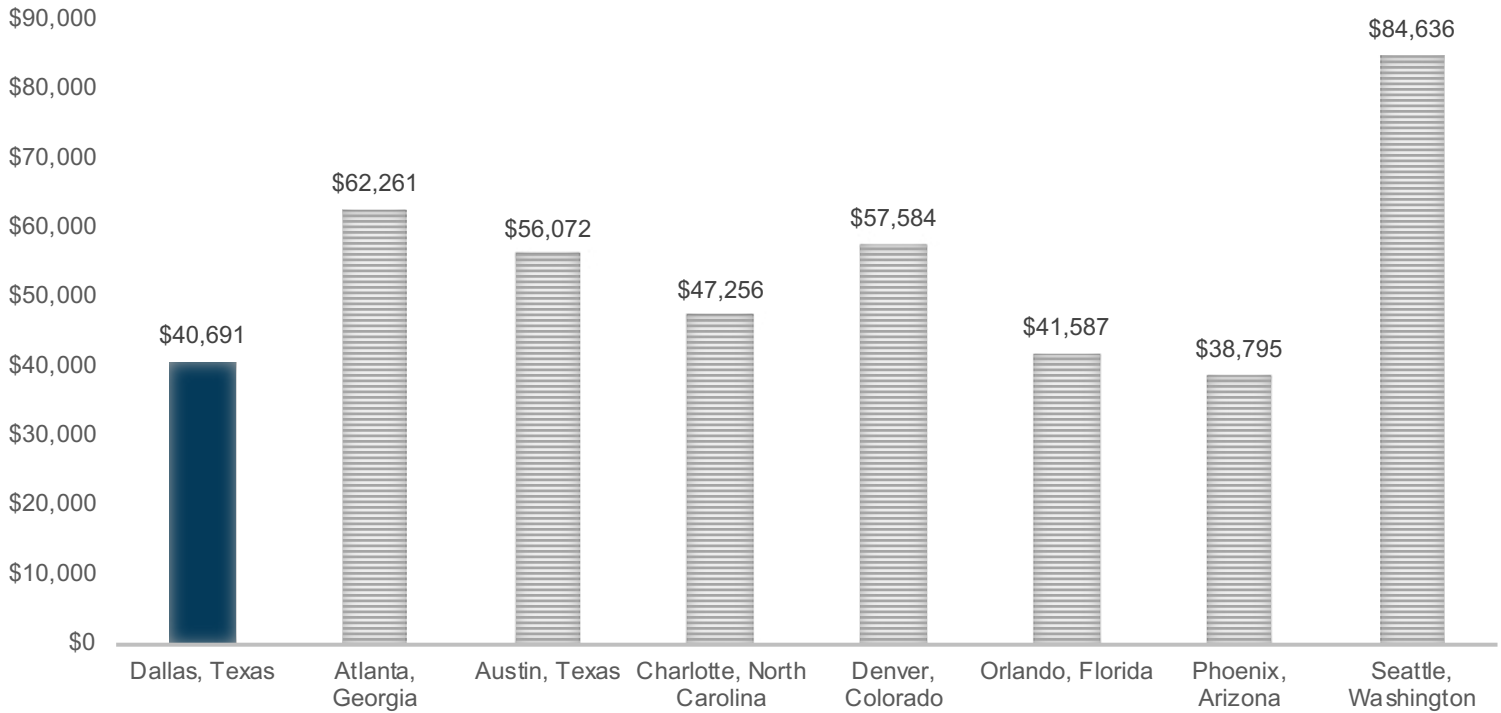
GROWTH (%)	DALLAS, TEXAS	ATLANTA, GEORGIA	AUSTIN, TEXAS	CHARLOTTE, NORTH CAROLINA	DENVER, COLORADO	ORLANDO, FLORIDA	PHOENIX, ARIZONA	SEATTLE, WASHINGTON
2024-2029	0.79%	3.86%	5.49%	5.38%	3.98%	5.35%	2.34%	4.51%
2010-2024	0.25%	2.66%	6.41%	5.00%	1.31%	7.29%	3.83%	2.98%
2000-2010	8.64%	17.62%	18.96%	20.18%	19.30%	22.93%	11.27%	21.09%



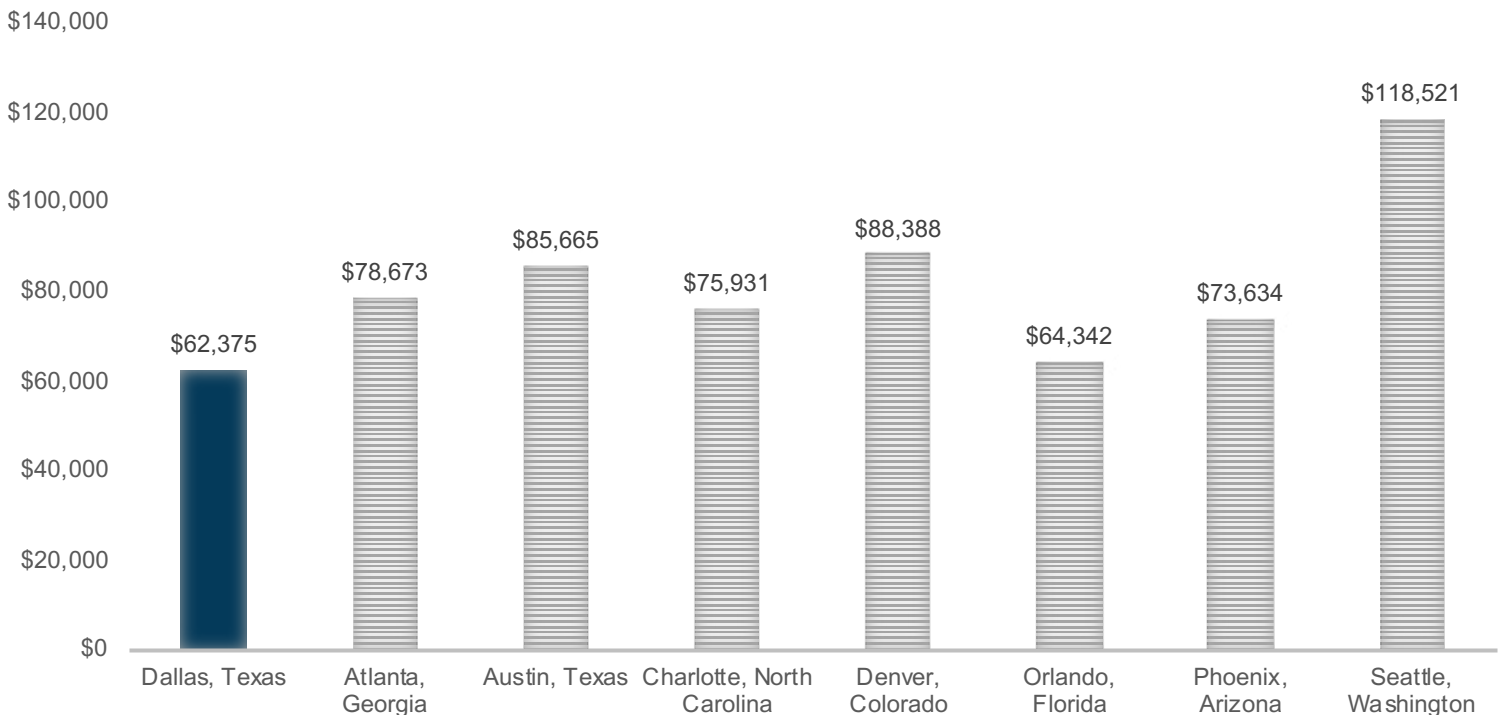
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Dallas, Texas

COMPARATIVE 2024 PER CAPITA INCOME



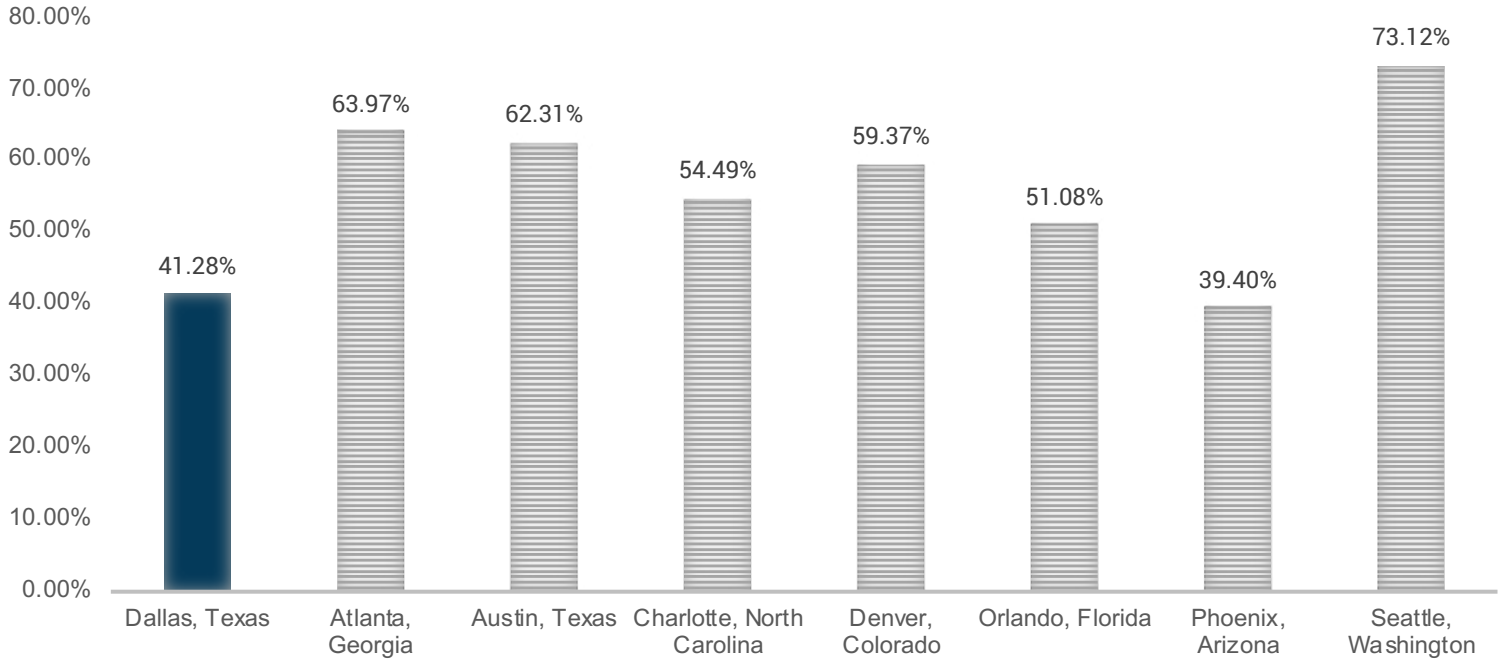
COMPARATIVE 2024 MEDIAN HOUSEHOLD INCOME



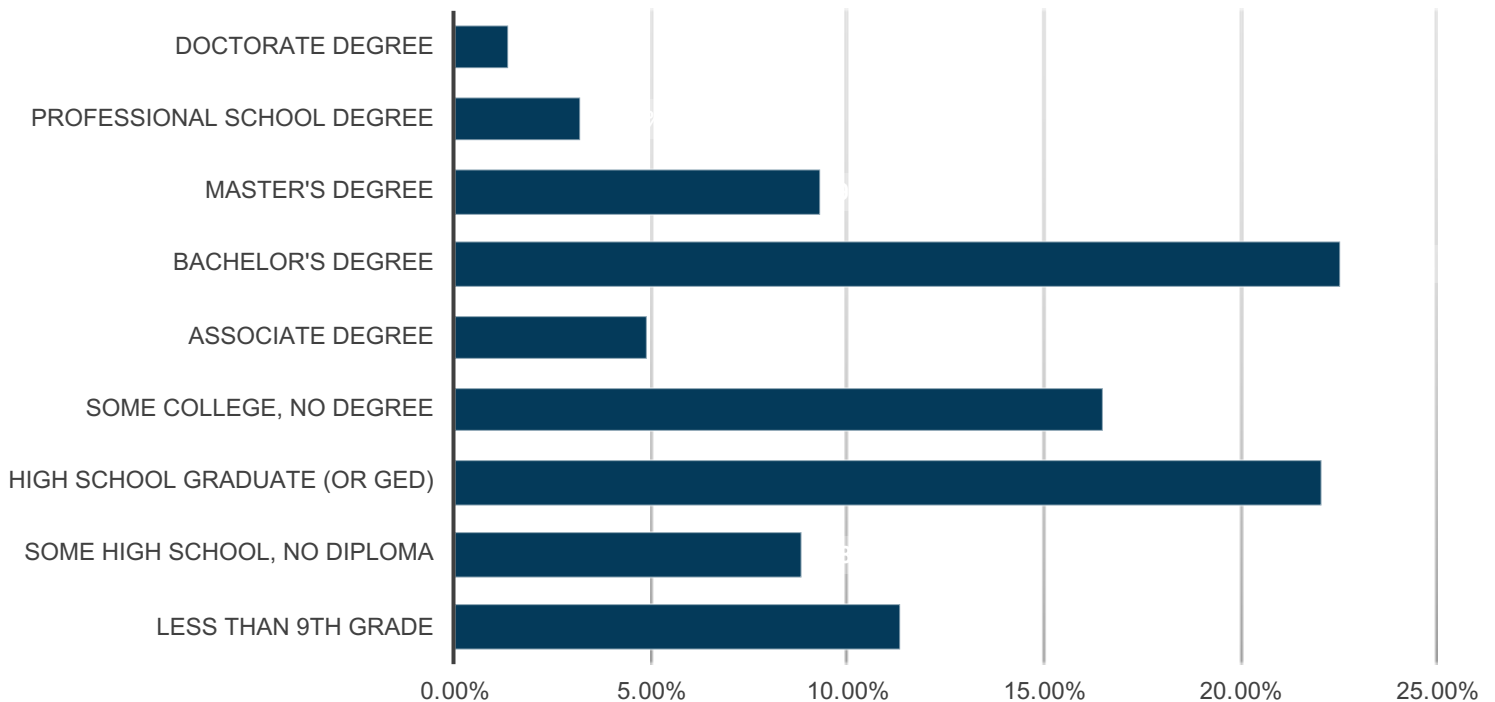
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Dallas, Texas

COMPARATIVE 2024 ASSOCIATES DEGREE OR HIGHER (AGE 25+)



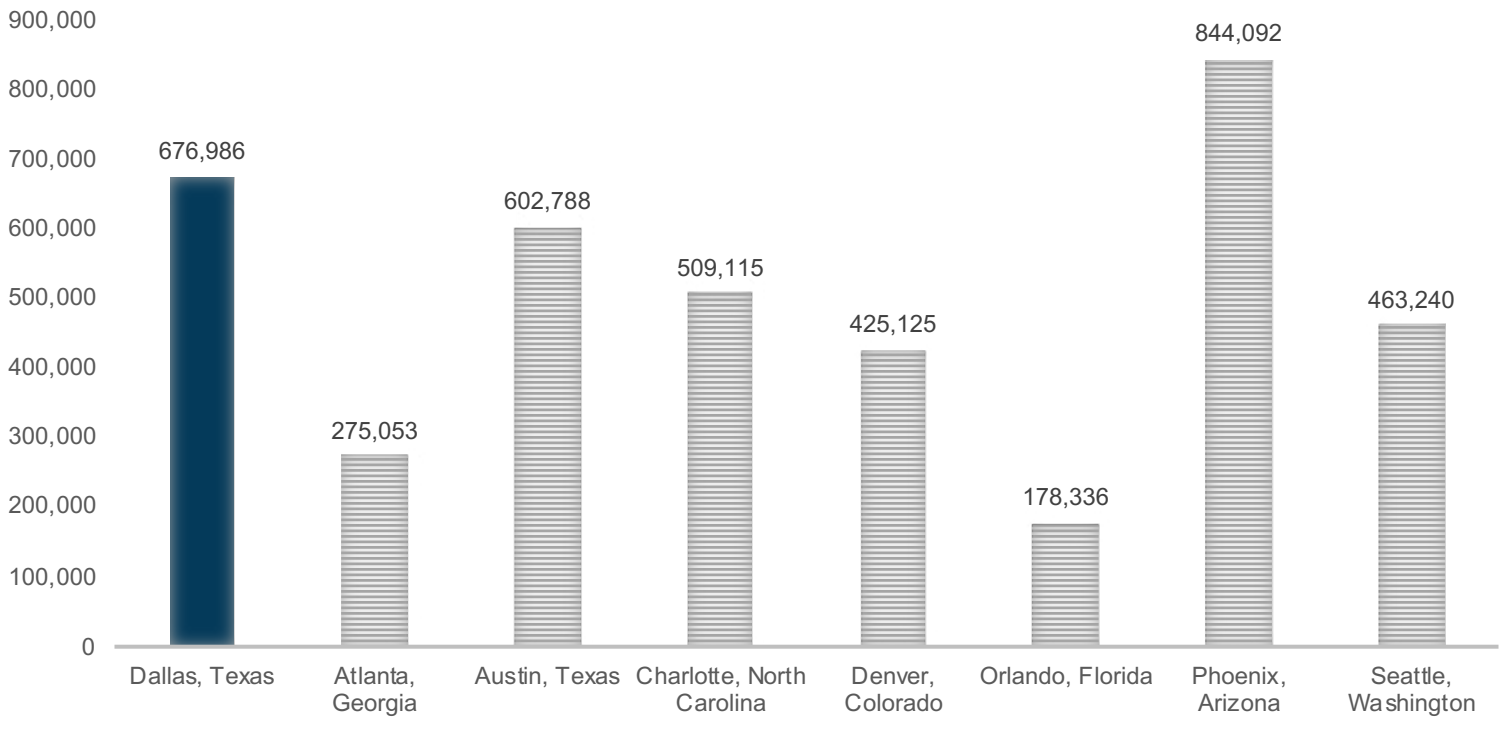
Client Community Educational Attainment 2024 (Age 25+)



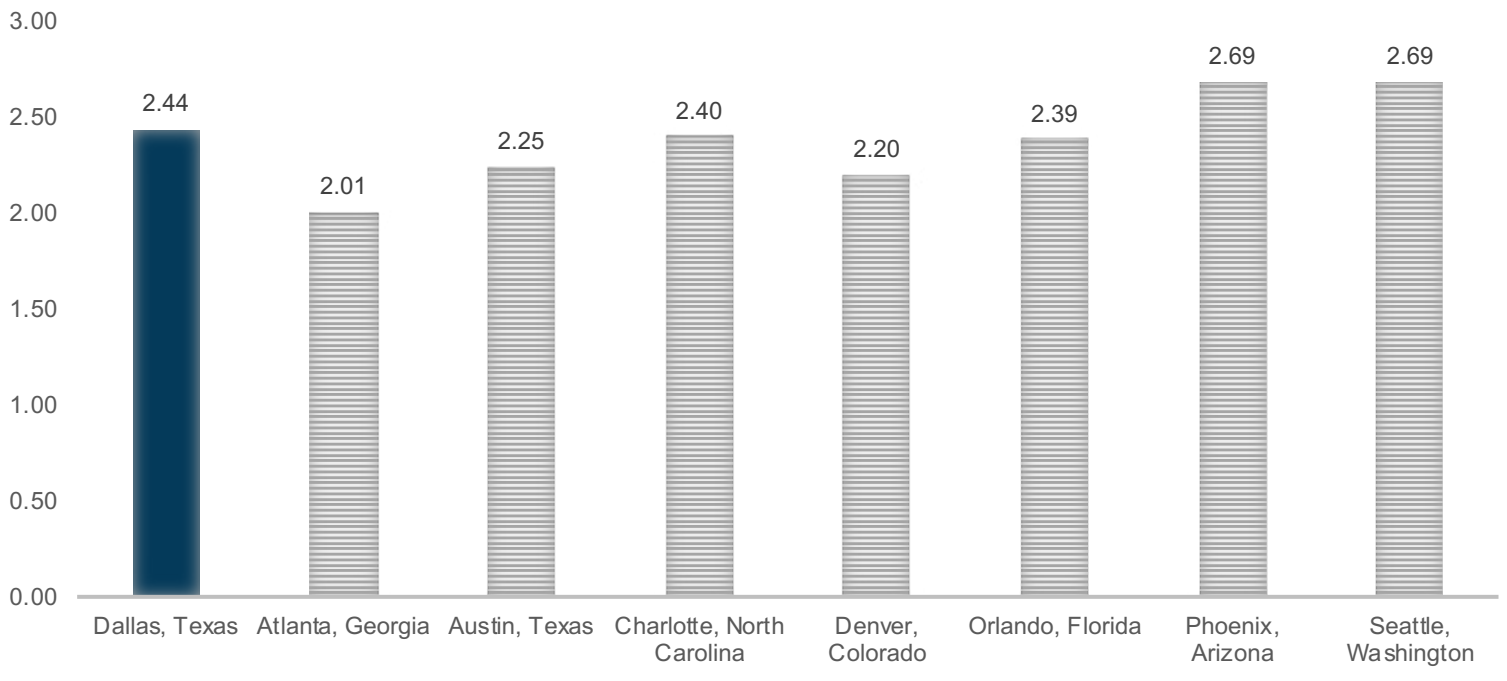
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COMPARATIVE 2024 TOTAL EMPLOYMENT

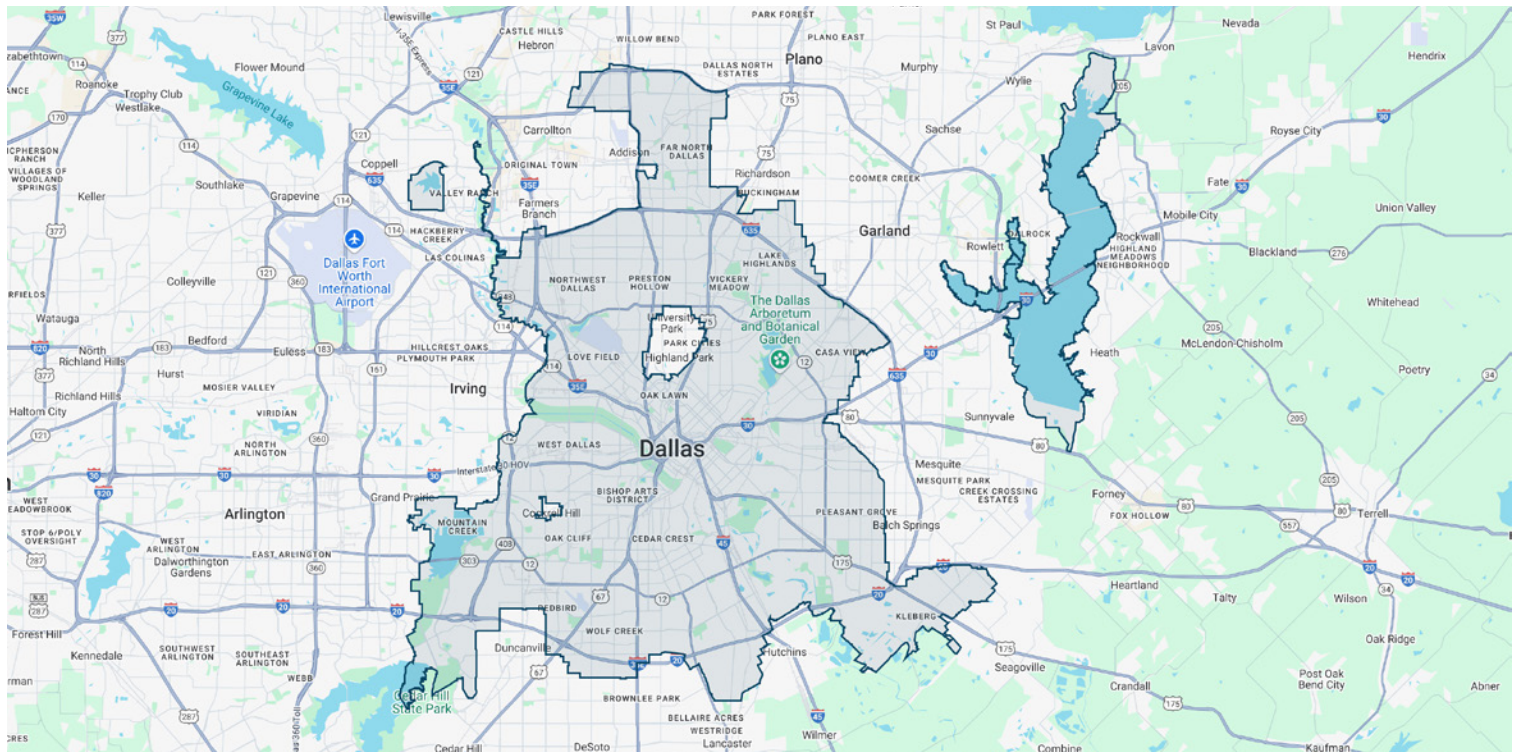


COMPARATIVE 2024 AVERAGE PERSONS PER HOUSEHOLD



Community • Demographic Snapshot

Dallas, Texas



Population

2020	498,715
2024	511,956
2029	531,714

Educational Attainment (%)

Graduate or Professional Degree	26.09%
Bachelors Degree	33.01%
Associate Degree	4.88%
Some College	12.91%
High School Graduate (or GED)	15.68%
Some High School, No Degree	5.10%
Less than 9th Grade	2.34%

Income

Average HH	\$125,142
Median HH	\$78,673
Per Capita	\$62,262

Age

0 - 9 Years	9.23%
10 - 17 Years	7.37%
18 - 24 Years	11.90%
25 - 34 Years	22.17%
35 - 44 Years	15.88%
45 - 54 Years	11.18%
55 - 64 Years	9.85%
65 and Older	12.42%
Median Age	34.68
Average Age	37.80

Race Distribution (%)

White	39.47%
Black/African American	46.94%
American Indian/Alaskan	0.28%
Asian	4.57%
Native Hawaiian/Islander	0.04%
Other Race	2.47%
Two or More Races	6.23%
Hispanic	6.44%



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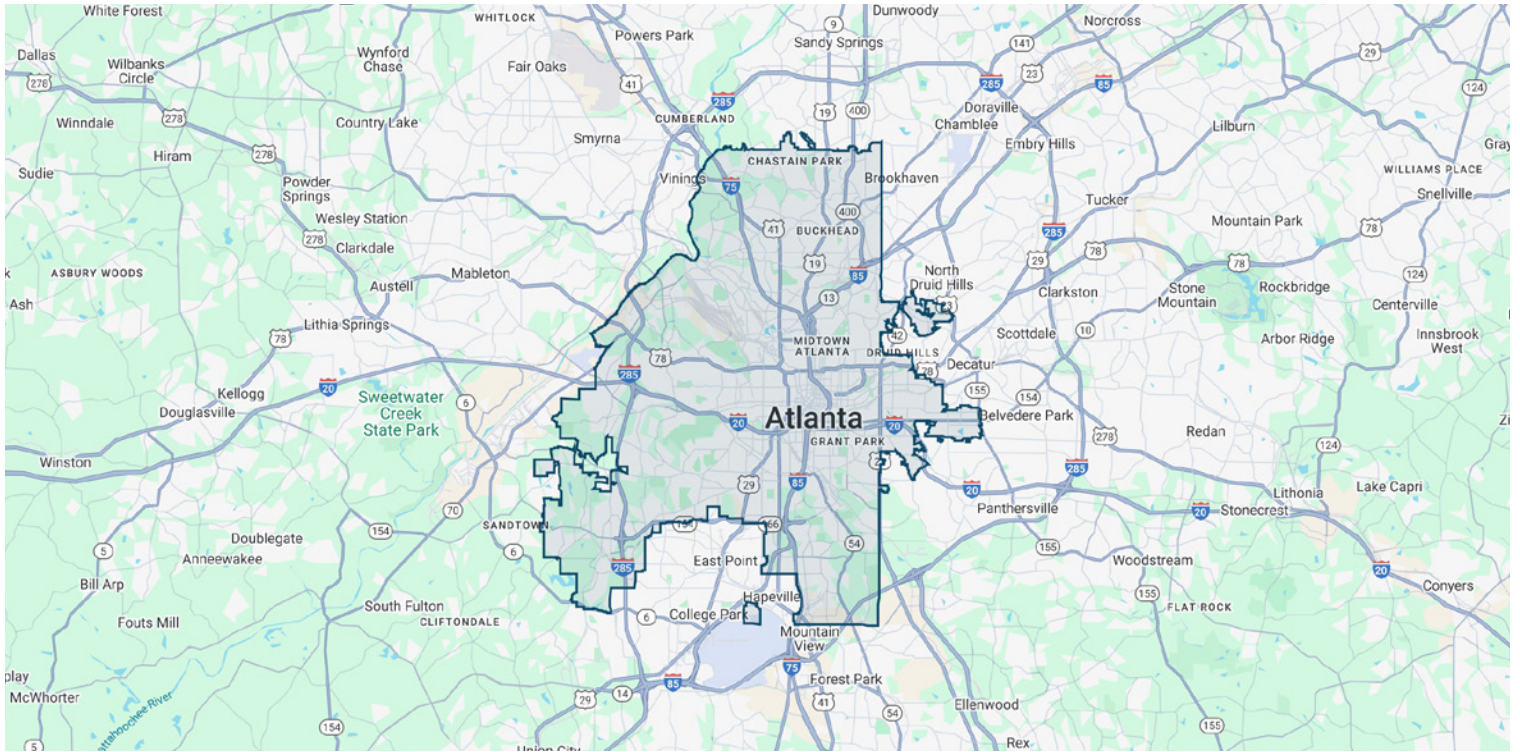
AFarmer@TheRetailCoach.net

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Community • Demographic Snapshot

Atlanta, Georgia



Population

2020	498,715	0 - 9 Years	9.23%
2024	511,956	10 - 17 Years	7.37%
2029	531,714	18 - 24 Years	11.90%

Educational Attainment (%)

Graduate or Professional Degree	26.09%	25 - 34 Years	22.17%
Bachelors Degree	33.01%	35 - 44 Years	15.88%
Associate Degree	4.88%	45 - 54 Years	11.18%
Some College	12.91%	55 - 64 Years	9.85%
High School Graduate (or GED)	15.68%	65 and Older	12.42%
Some High School, No Degree	5.10%	Median Age	34.68
Less than 9th Grade	2.34%	Average Age	37.80

Income

Average HH	\$125,142
Median HH	\$78,673
Per Capita	\$62,262

Age

0 - 9 Years	9.23%
10 - 17 Years	7.37%
18 - 24 Years	11.90%
25 - 34 Years	22.17%
35 - 44 Years	15.88%
45 - 54 Years	11.18%
55 - 64 Years	9.85%
65 and Older	12.42%
Median Age	34.68
Average Age	37.80

Race Distribution (%)

White	39.47%
Black/African American	46.94%
American Indian/Alaskan	0.28%
Asian	4.57%
Native Hawaiian/Islander	0.04%
Other Race	2.47%
Two or More Races	6.23%
Hispanic	6.44%



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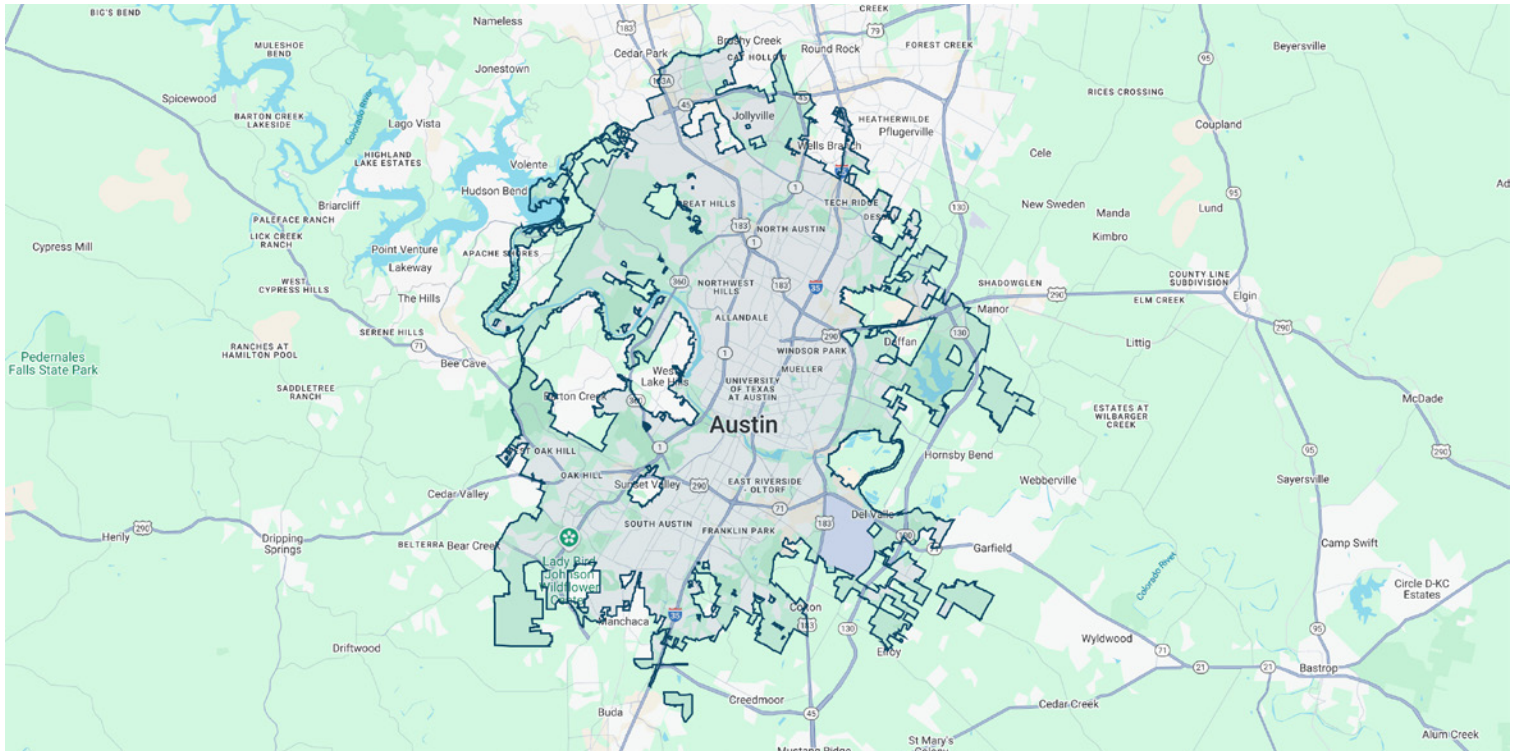
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Community • Demographic Snapshot

Austin, Texas



Population

2020	961,855
2024	1,023,472
2029	1,079,624

Educational Attainment (%)

Graduate or Professional Degree	21.45%
Bachelors Degree	35.18%
Associate Degree	5.67%
Some College	14.15%
High School Graduate (or GED)	15.00%
Some High School, No Degree	3.69%
Less than 9th Grade	4.86%

Income

Average HH	\$126,132
Median HH	\$85,665
Per Capita	\$56,073

Age

0 - 9 Years	10.41%
10 - 17 Years	8.40%
18 - 24 Years	10.12%
25 - 34 Years	22.51%
35 - 44 Years	16.66%
45 - 54 Years	12.01%
55 - 64 Years	9.20%
65 and Older	10.70%
Median Age	34.35
Average Age	36.70

Race Distribution (%)

White	53.76%
Black/African American	7.20%
American Indian/Alaskan	0.95%
Asian	9.84%
Native Hawaiian/Islander	0.08%
Other Race	11.71%
Two or More Races	16.47%
Hispanic	32.31%



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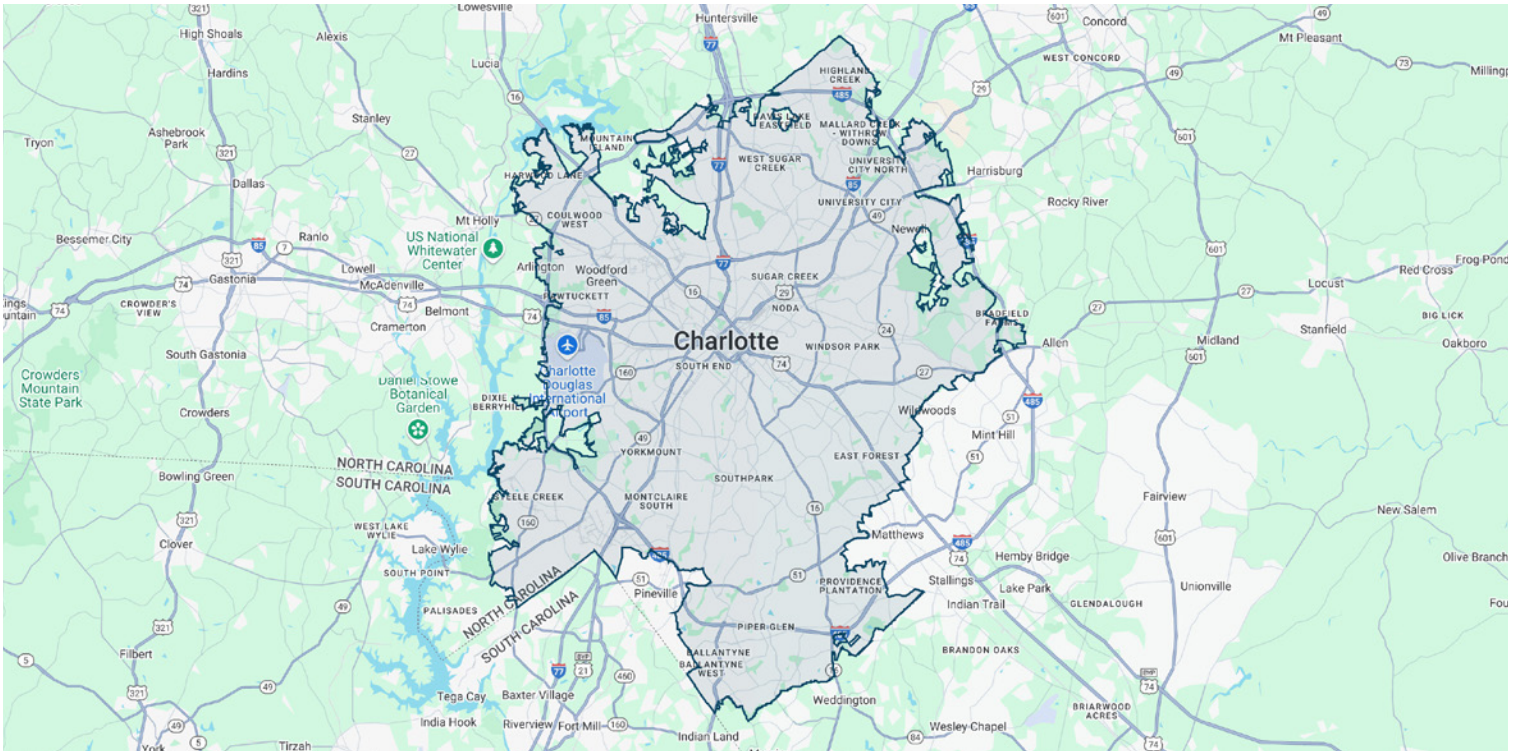
AFarmer@TheRetailCoach.net

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Community • Demographic Snapshot

Charlotte, North Carolina



Population

2020	874,579
2024	918,296
2029	967,689

Educational Attainment (%)

Graduate or Professional Degree	17.08%
Bachelors Degree	30.06%
Associate Degree	7.35%
Some College	18.32%
High School Graduate (or GED)	16.96%
Some High School, No Degree	4.83%
Less than 9th Grade	5.41%

Income

Average HH	\$113,643
Median HH	\$75,931
Per Capita	\$47,256

Age

0 - 9 Years	11.87%
10 - 17 Years	10.00%
18 - 24 Years	9.79%
25 - 34 Years	17.29%
35 - 44 Years	15.26%
45 - 54 Years	12.67%
55 - 64 Years	10.84%
65 and Older	12.28%
Median Age	35.65
Average Age	37.30

Race Distribution (%)

White	40.51%
Black/African American	33.05%
American Indian/Alaskan	0.67%
Asian	7.01%
Native Hawaiian/Islander	0.06%
Other Race	10.22%
Two or More Races	8.48%
Hispanic	17.52%



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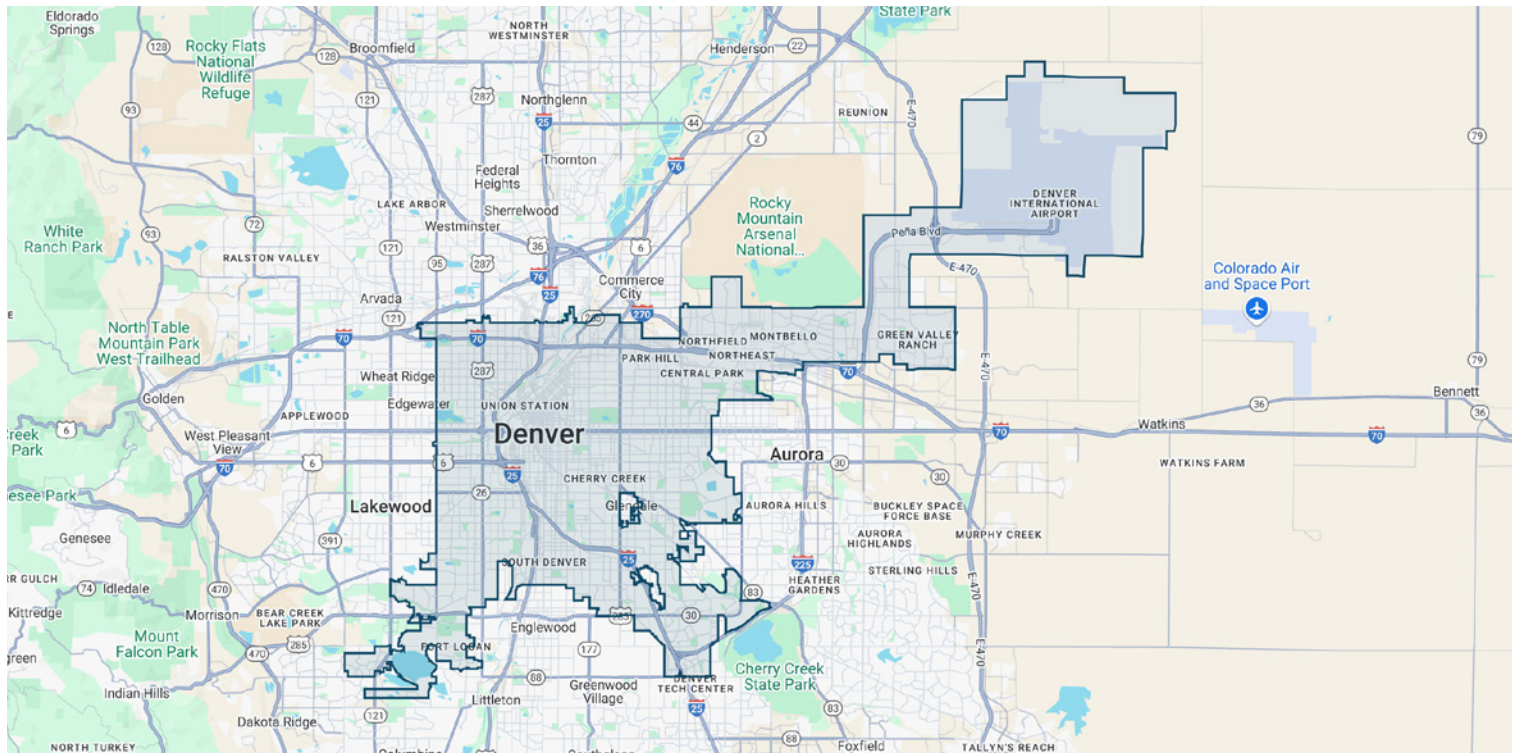
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Community • Demographic Snapshot

Denver, Colorado



Population

2020	715,522
2024	724,918
2029	753,788

Educational Attainment (%)

Graduate or Professional Degree	21.60%
Bachelors Degree	32.58%
Associate Degree	5.19%
Some College	15.61%
High School Graduate (or GED)	15.63%
Some High School, No Degree	4.88%
Less than 9th Grade	4.51%

Income

Average HH	\$126,668
Median HH	\$88,388
Per Capita	\$57,584

Age

0 - 9 Years	10.16%
10 - 17 Years	8.04%
18 - 24 Years	7.58%
25 - 34 Years	24.07%
35 - 44 Years	16.42%
45 - 54 Years	11.73%
55 - 64 Years	9.25%
65 and Older	12.75%
Median Age	35.08
Average Age	37.90

Race Distribution (%)

White	60.33%
Black/African American	9.08%
American Indian/Alaskan	1.47%
Asian	3.93%
Native Hawaiian/Islander	0.24%
Other Race	11.21%
Two or More Races	13.75%
Hispanic	27.68%



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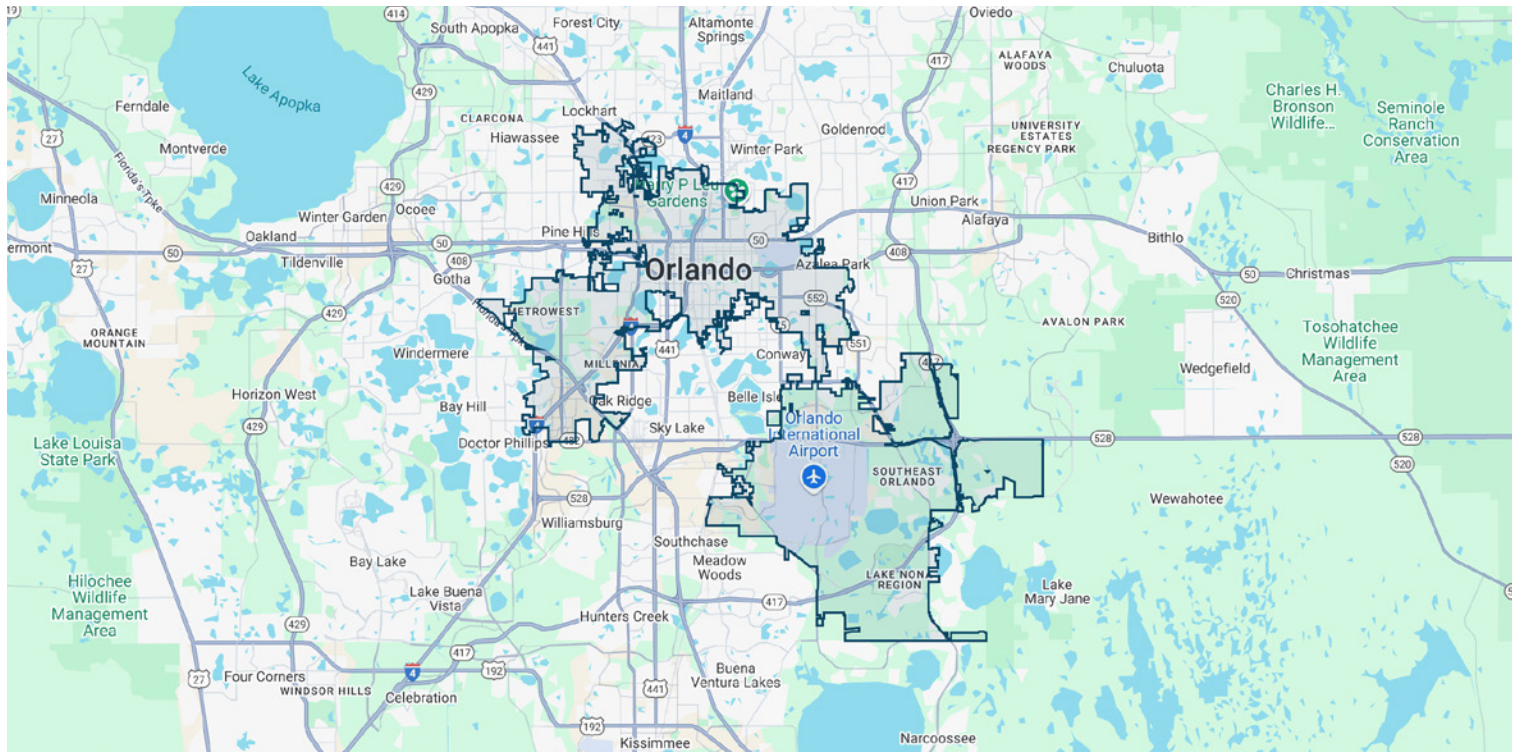
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Community • Demographic Snapshot

Orlando Florida



Population

2020	307,573
2024	329,992
2029	347,638

Educational Attainment (%)

Graduate or Professional Degree	14.92%
Bachelors Degree	25.25%
Associate Degree	10.92%
Some College	16.77%
High School Graduate (or GED)	23.82%
Some High School, No Degree	4.68%
Less than 9th Grade	3.65%

Income

Average HH	\$99,516
Median HH	\$64,342
Per Capita	\$41,587

Age

0 - 9 Years	10.90%
10 - 17 Years	9.20%
18 - 24 Years	8.16%
25 - 34 Years	19.17%
35 - 44 Years	16.25%
45 - 54 Years	12.81%
55 - 64 Years	10.72%
65 and Older	12.78%
Median Age	36.46
Average Age	38.20

Race Distribution (%)

White	39.37%
Black/African American	23.14%
American Indian/Alaskan	0.42%
Asian	4.51%
Native Hawaiian/Islander	0.07%
Other Race	12.83%
Two or More Races	19.66%
Hispanic	34.16%



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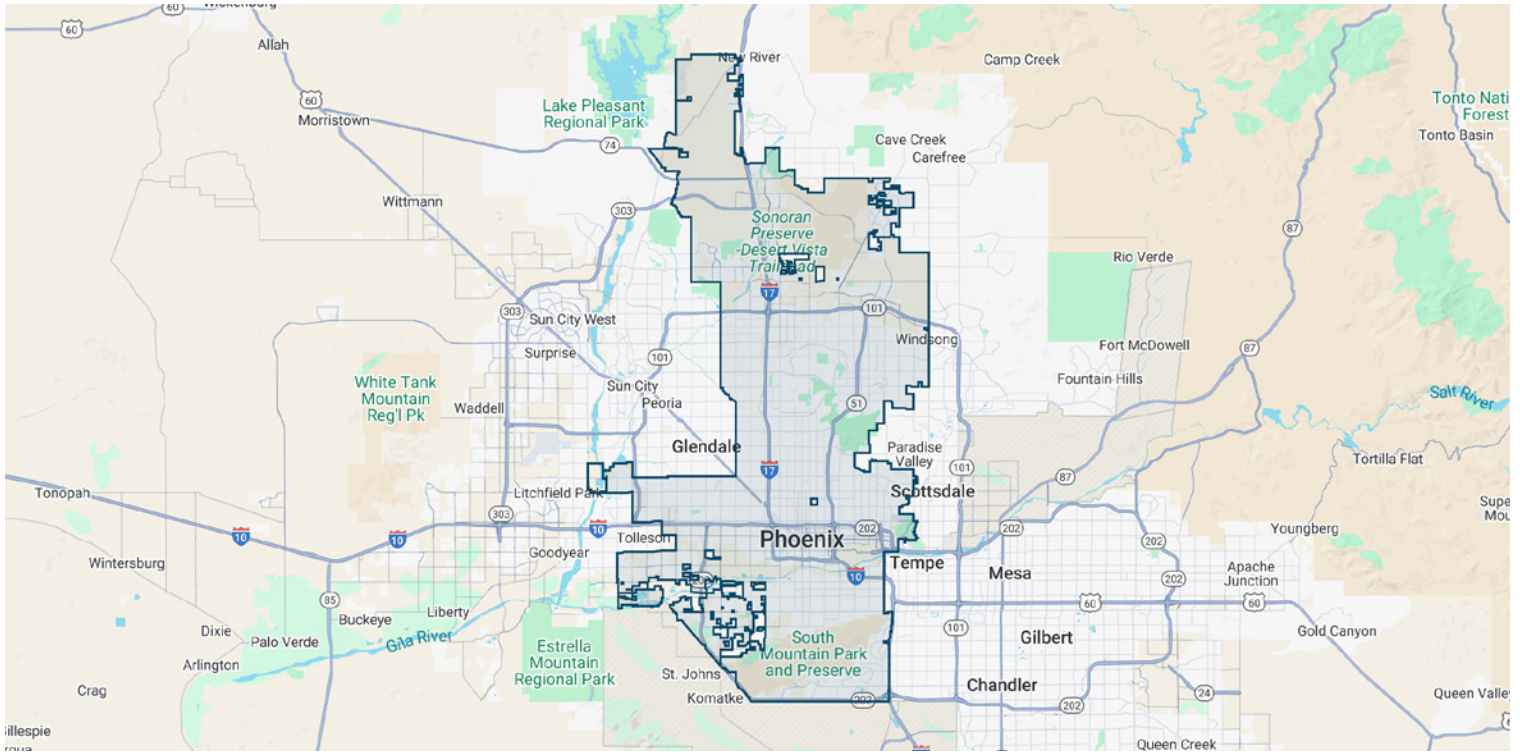
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Community • Demographic Snapshot

Phoenix, Arizona



Population

2020	1,608,139
2024	1,669,694
2029	1,708,832

Educational Attainment (%)

Graduate or Professional Degree	11.86%
Bachelors Degree	19.48%
Associate Degree	8.06%
Some College	21.42%
High School Graduate (or GED)	22.93%
Some High School, No Degree	8.16%
Less than 9th Grade	8.09%

Income

Average HH	\$104,447
Median HH	\$73,634
Per Capita	\$38,795

Age

0 - 9 Years	12.45%
10 - 17 Years	11.20%
18 - 24 Years	10.17%
25 - 34 Years	15.40%
35 - 44 Years	14.17%
45 - 54 Years	12.39%
55 - 64 Years	11.32%
65 and Older	12.90%
Median Age	35.53
Average Age	37.20

Race Distribution (%)

White	47.81%
Black/African American	8.14%
American Indian/Alaskan	2.60%
Asian	4.22%
Native Hawaiian/Islander	0.23%
Other Race	20.91%
Two or More Races	16.09%
Hispanic	42.36%



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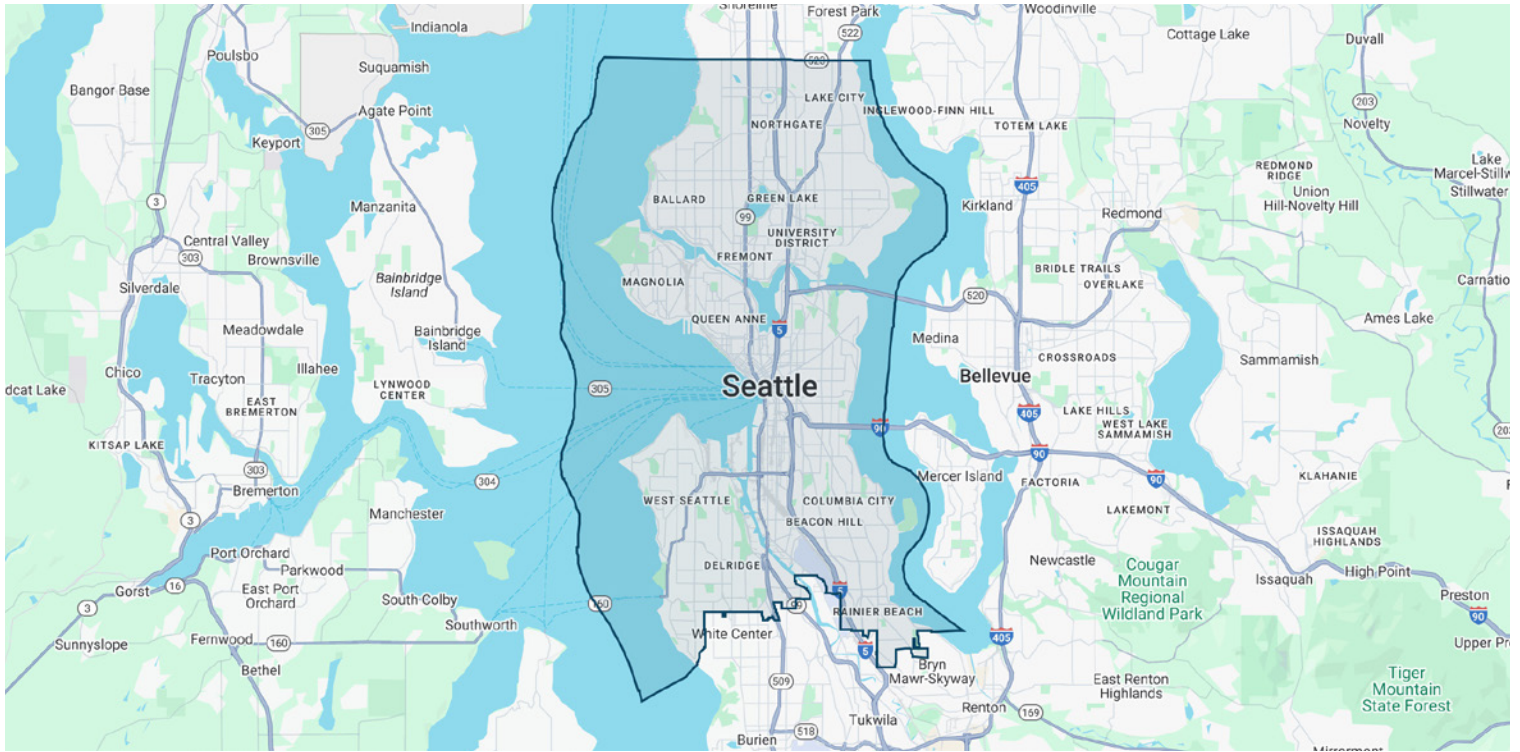
AFarmer@TheRetailCoach.net

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Community • Demographic Snapshot

Seattle, Washington



Population

2020	737,015
2024	758,951
2029	793,171

Educational Attainment (%)

Graduate or Professional Degree	29.90%
Bachelors Degree	37.45%
Associate Degree	5.77%
Some College	13.23%
High School Graduate (or GED)	9.18%
Some High School, No Degree	1.85%
Less than 9th Grade	2.63%

Income

Average HH	\$173,268
Median HH	\$118,521
Per Capita	\$84,636

Age

0 - 9 Years	8.20%
10 - 17 Years	6.22%
18 - 24 Years	9.12%
25 - 34 Years	23.71%
35 - 44 Years	17.21%
45 - 54 Years	12.19%
55 - 64 Years	9.88%
65 and Older	13.47%
Median Age	36.39
Average Age	39.30

Race Distribution (%)

White	59.02%
Black/African American	6.95%
American Indian/Alaskan	0.71%
Asian	18.45%
Native Hawaiian/Islander	0.28%
Other Race	3.38%
Two or More Races	11.21%
Hispanic	8.91%



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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.



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.

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