



The**Retail**Coach®

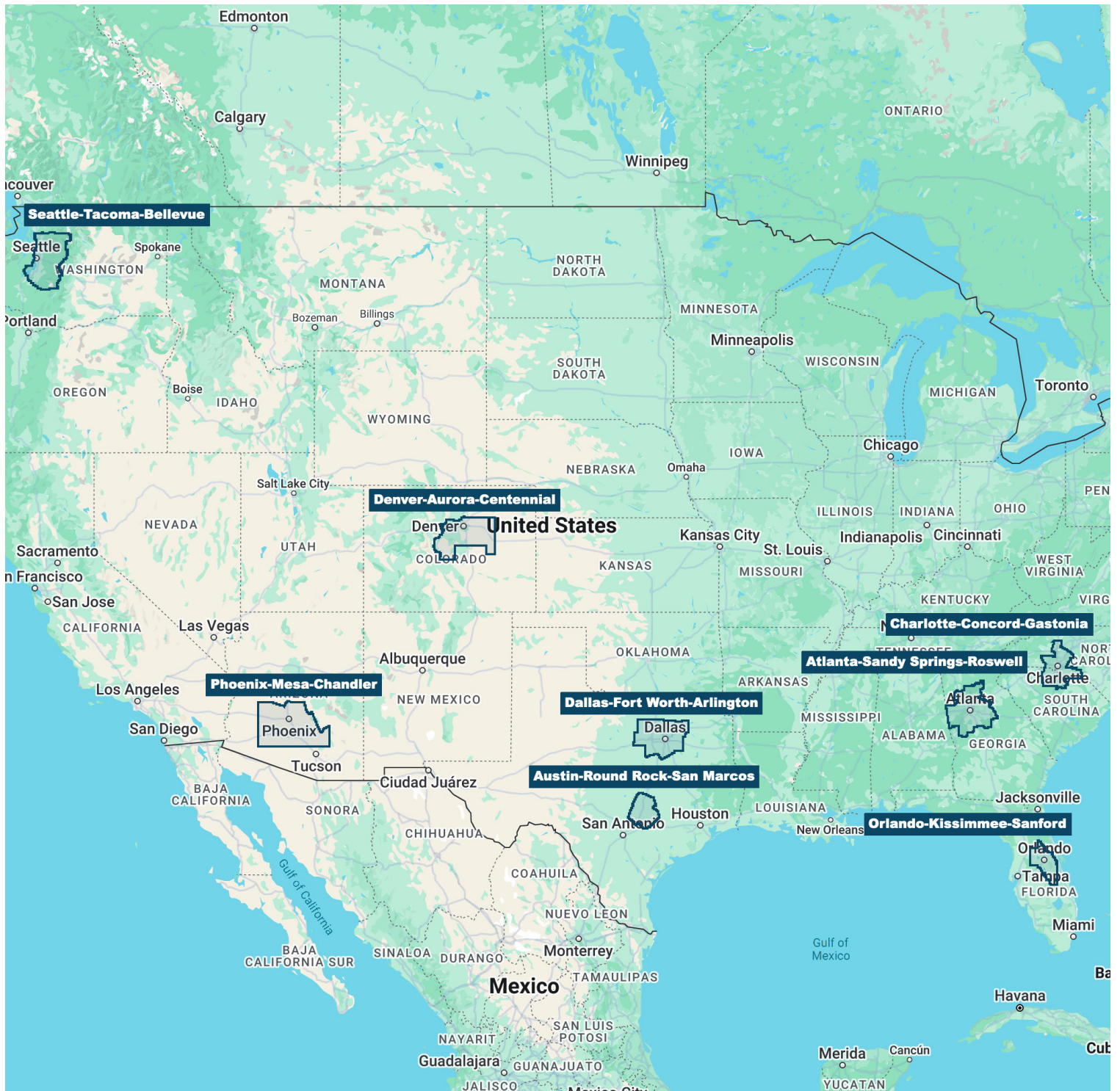
Comparative MSAs Demographic Survey

DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
August 2024

Comparative MSAs

Dallas, Texas



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**DOWNTOWN
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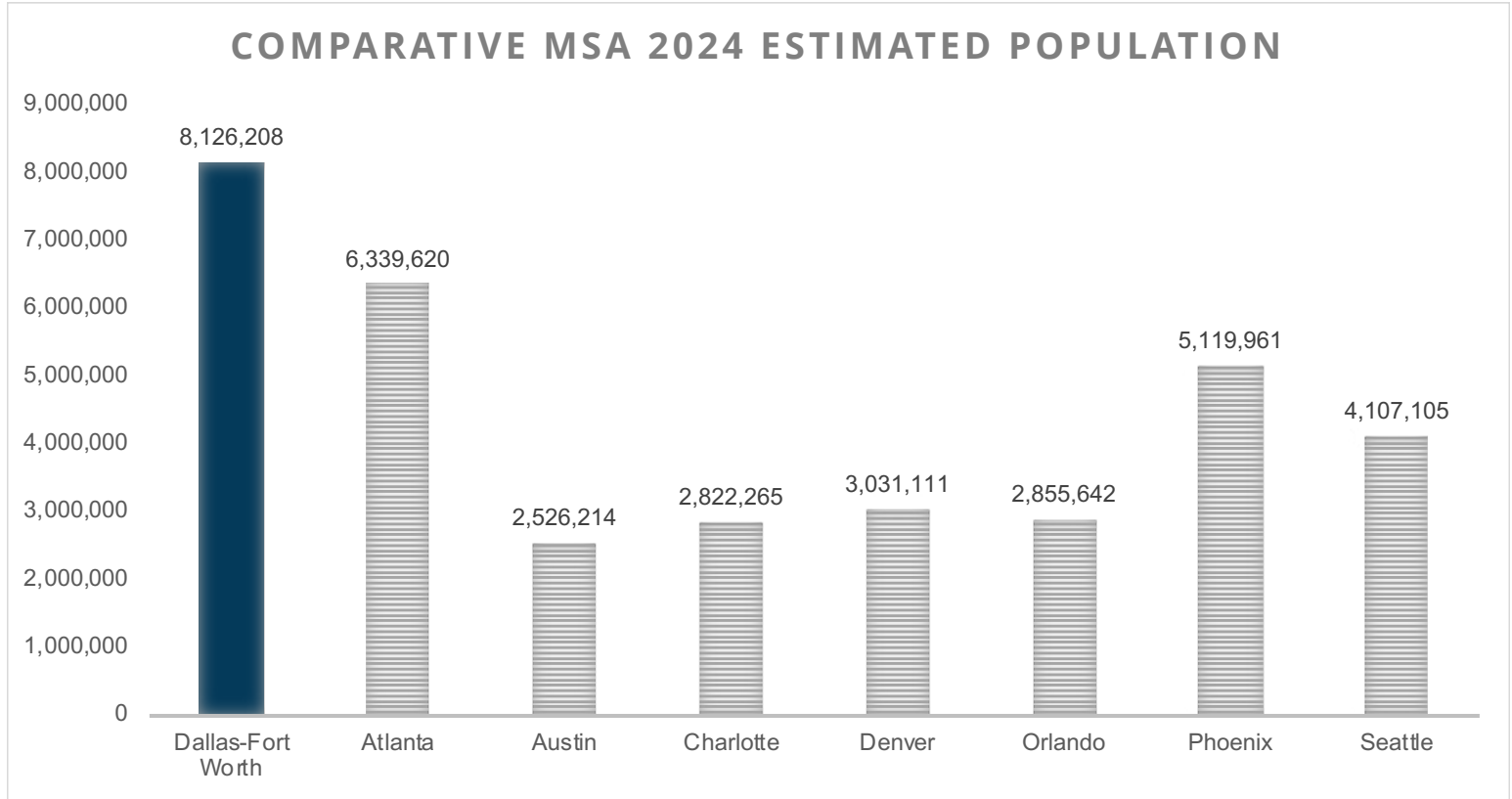
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Comparative MSAs • Demographic Survey

Dallas, Texas



POPULATION	DALLAS-FORT WORTH	ATLANTA	AUSTIN	CHARLOTTE	DENVER	ORLANDO	PHOENIX	SEATTLE
2029	8,541,837	6,621,556	2,753,878	2,987,114	3,158,869	3,035,380	5,320,270	4,270,722
2024	8,126,208	6,339,620	2,526,214	2,822,265	3,031,111	2,855,642	5,119,961	4,107,105
2020	7,637,387	6,089,815	2,283,371	2,660,329	2,963,821	2,673,376	4,845,832	4,018,762
2010	6,366,531	5,286,666	1,716,198	2,243,622	2,543,510	2,134,415	4,192,902	3,439,747

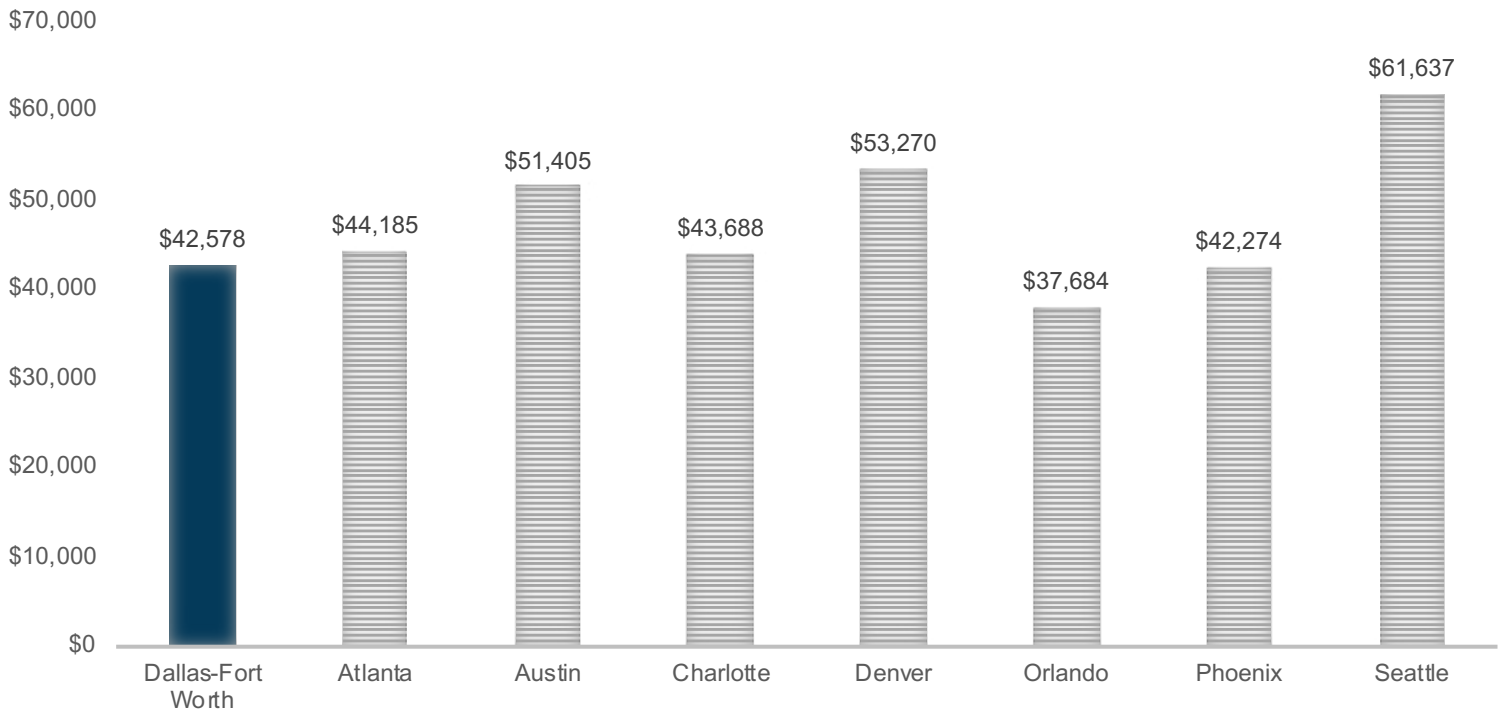
GROWTH (%)	DALLAS-FORT WORTH	ATLANTA	AUSTIN	CHARLOTTE	DENVER	ORLANDO	PHOENIX	SEATTLE
2024-2029	5.11%	4.45%	9.01%	5.84%	4.21%	6.29%	3.91%	3.98%
2010-2024	6.40%	4.10%	10.64%	6.09%	2.27%	6.82%	5.66%	2.20%
2000-2010	19.96%	15.19%	33.05%	18.57%	16.53%	25.25%	15.57%	16.83%



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COMPARATIVE MSA 2024 PER CAPITA INCOME

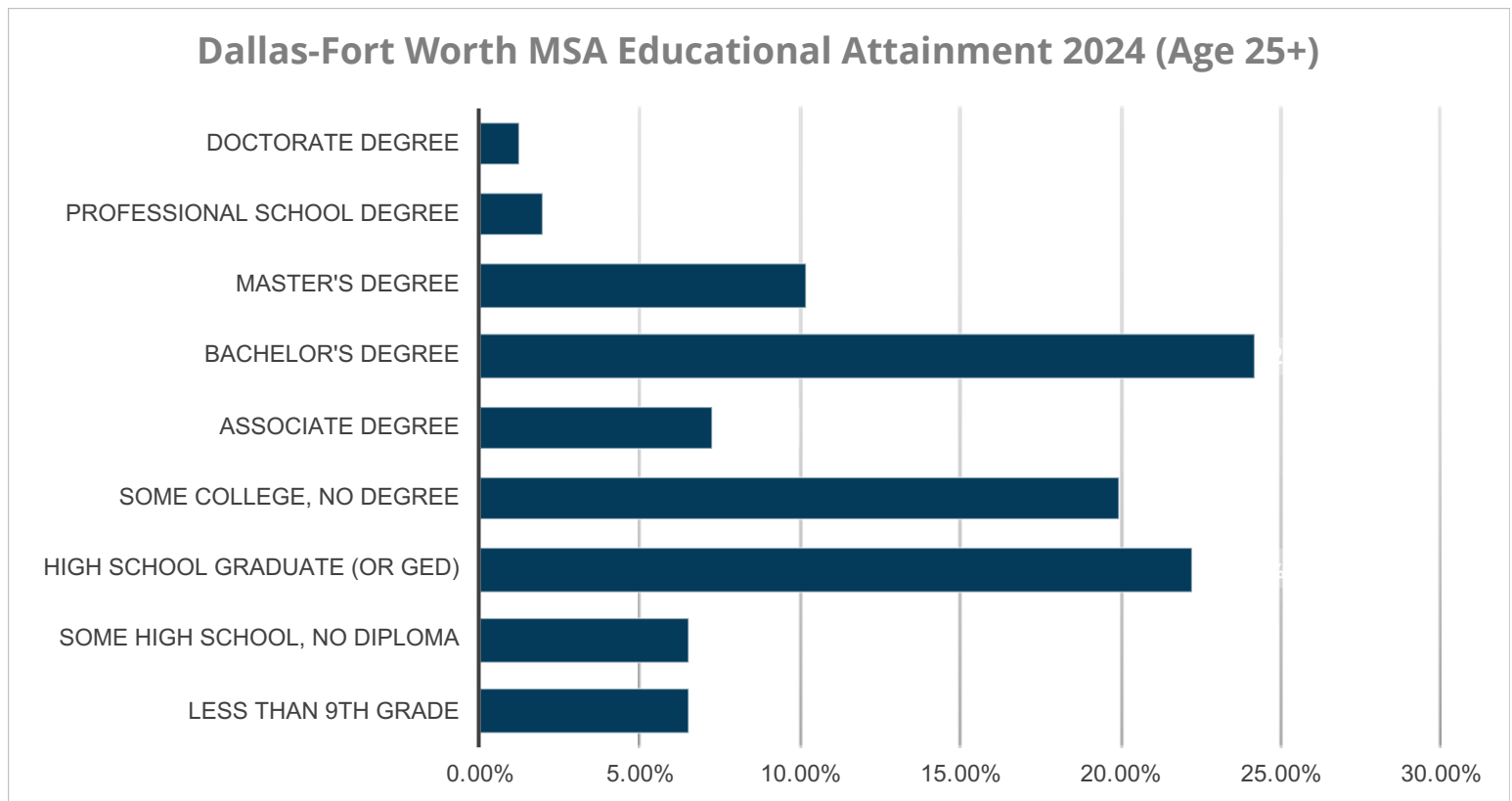
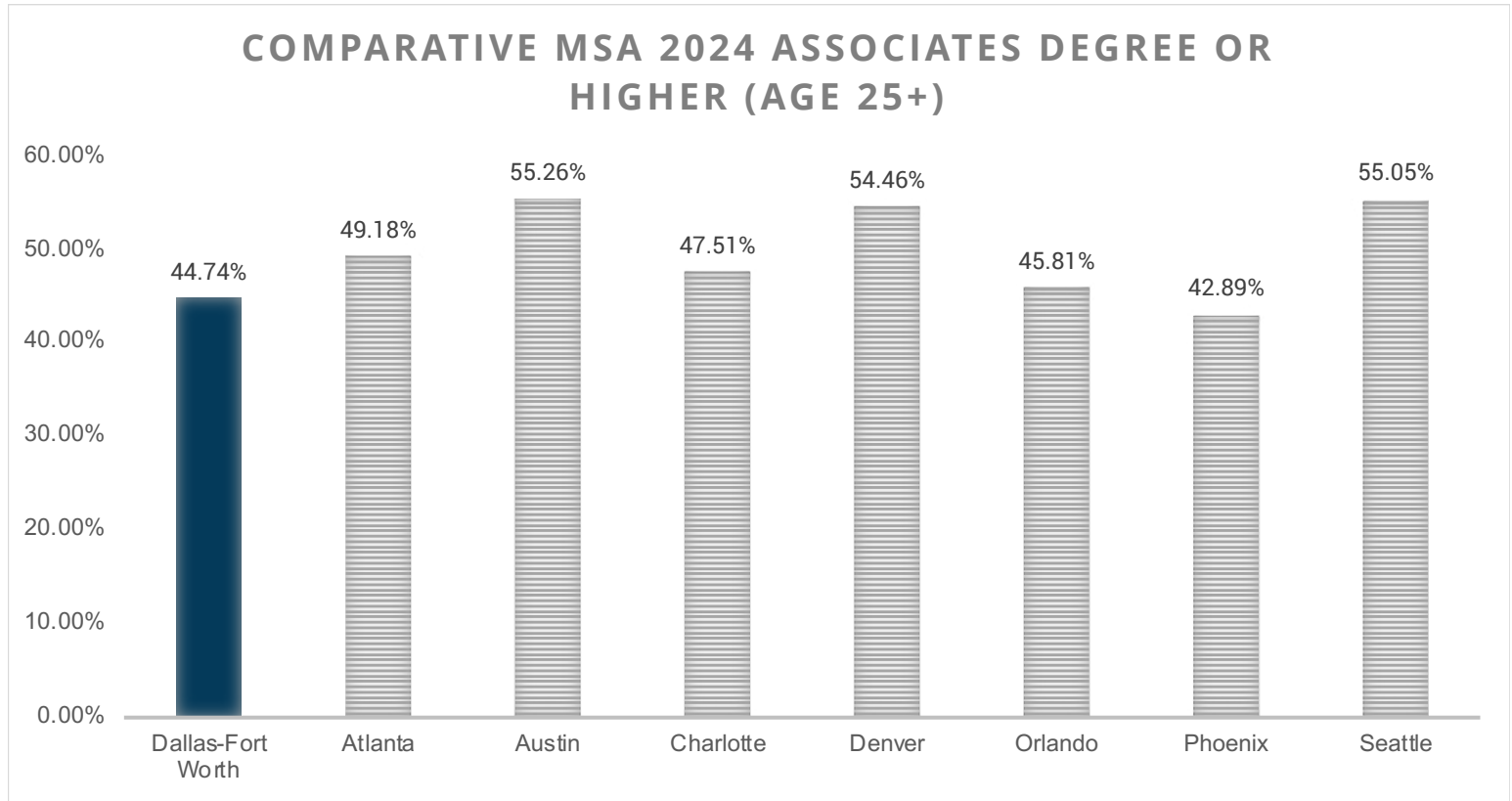


COMPARATIVE MSA 2024 MEDIAN HOUSEHOLD INCOME



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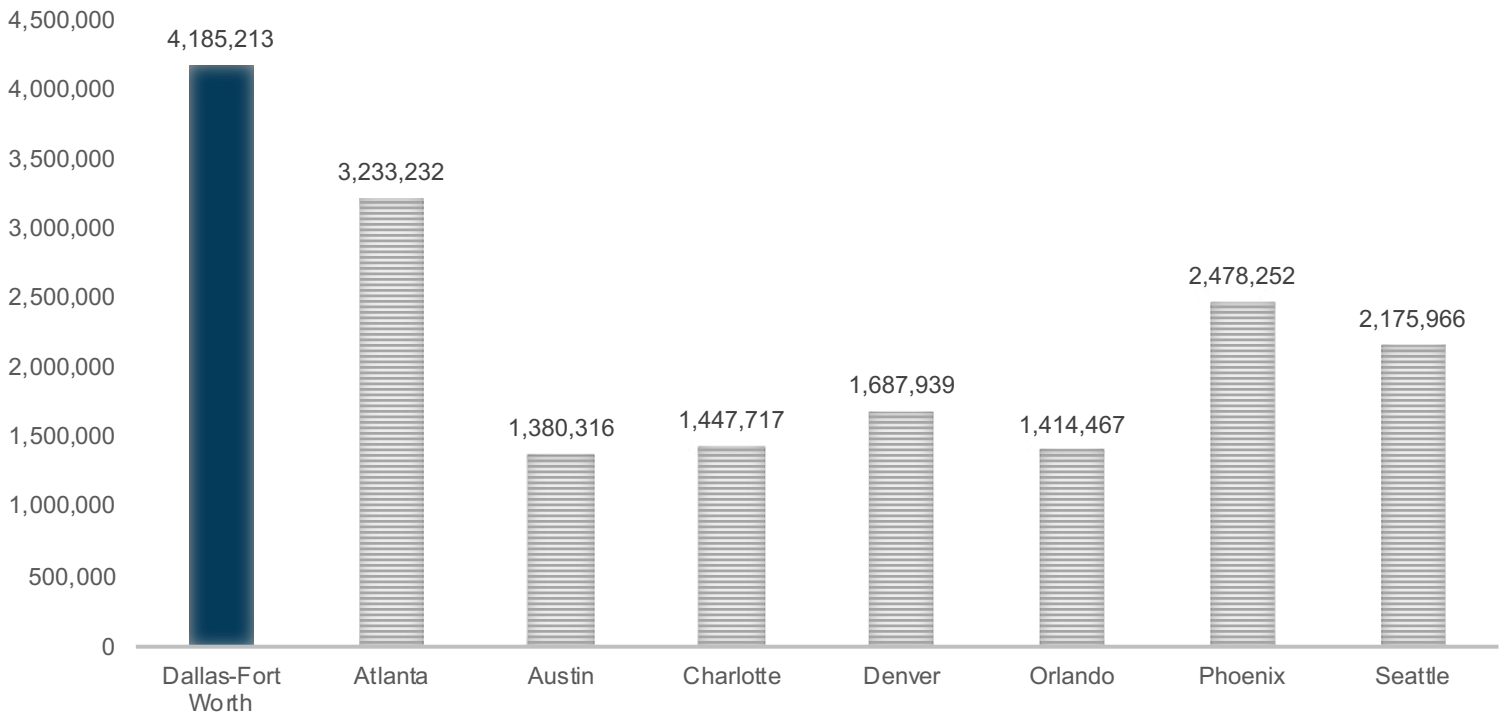
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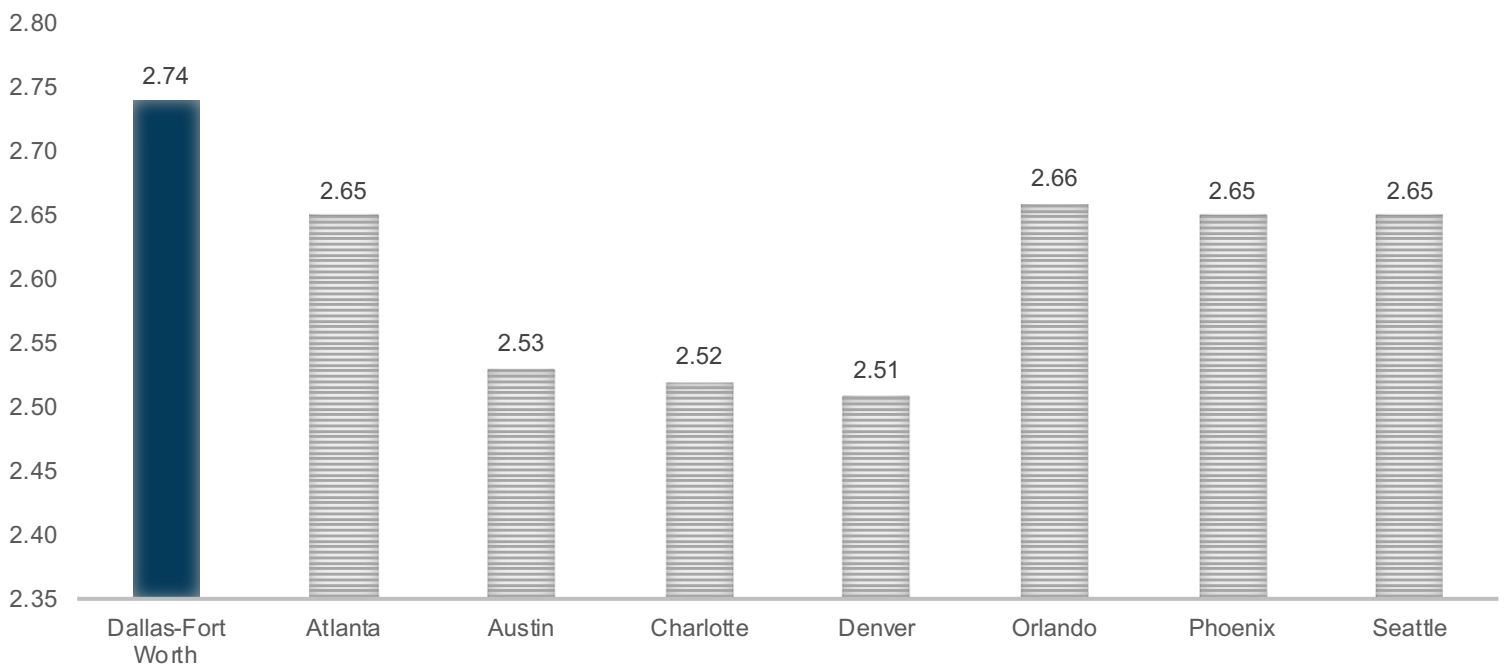
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COMPARATIVE MSA 2024 TOTAL EMPLOYMENT

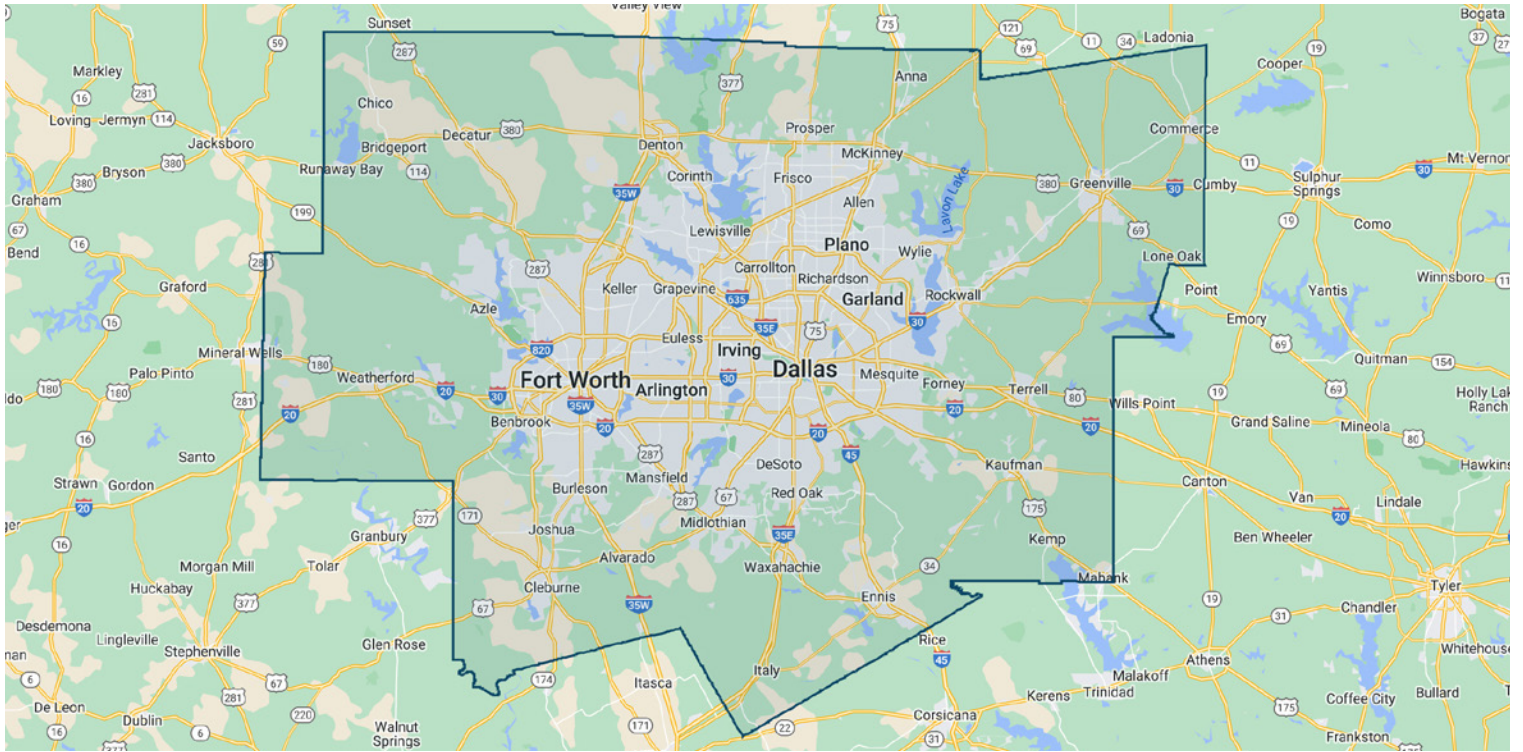


COMPARATIVE MSA 2024 AVERAGE PERSONS PER HOUSEHOLD



MSA • Demographic Snapshot

Dallas, Texas



Population

2020	7,637,387
2024	8,126,208
2029	8,541,837

Educational Attainment (%)

Graduate or Professional Degree	13.31%
Bachelors Degree	24.19%
Associate Degree	7.24%
Some College	19.96%
High School Graduate (or GED)	22.23%
Some High School, No Degree	6.56%
Less than 9th Grade	6.51%

Income

Average HH	\$116,476
Median HH	\$82,381
Per Capita	\$42,579

Age

0 - 9 Years	12.37%
10 - 17 Years	11.40%
18 - 24 Years	10.20%
25 - 34 Years	13.71%
35 - 44 Years	14.16%
45 - 54 Years	12.99%
55 - 64 Years	11.65%
65 and Older	13.53%
Median Age	36.64
Average Age	37.70

Race Distribution (%)

White	46.47%
Black/African American	16.62%
American Indian/Alaskan	0.99%
Asian	8.48%
Native Hawaiian/Islander	0.13%
Other Race	12.57%
Two or More Races	14.76%
Hispanic	30.53%



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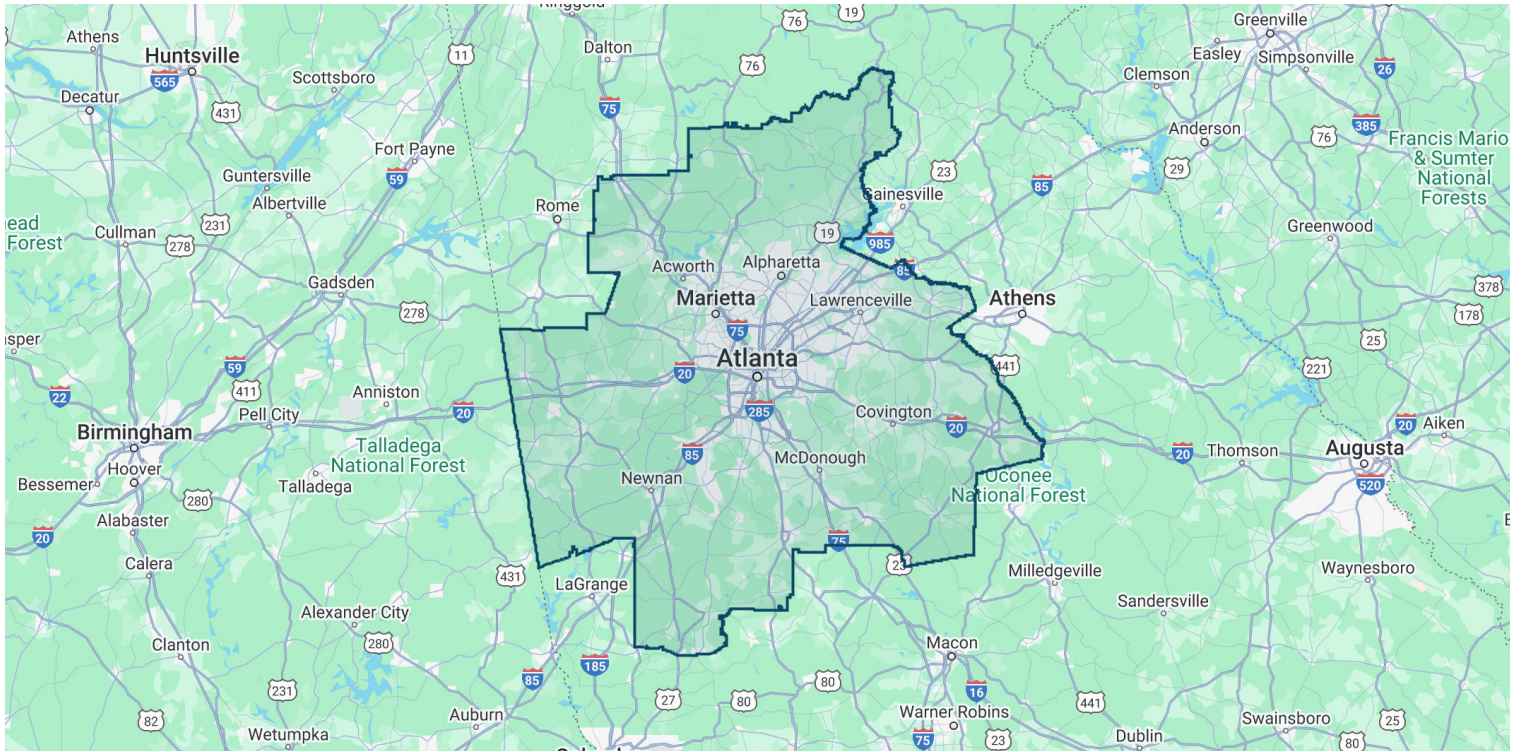
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MSA • Demographic Snapshot

Atlanta, Georgia



Population

2020	6,089,815
2024	6,339,620
2029	6,621,556

Educational Attainment (%)

Graduate or Professional Degree	15.88%
Bachelors Degree	25.40%
Associate Degree	7.90%
Some College	18.36%
High School Graduate (or GED)	23.14%
Some High School, No Degree	5.48%
Less than 9th Grade	3.84%

Income

Average HH	\$117,307
Median HH	\$83,348
Per Capita	\$44,185

Age

0 - 9 Years	11.29%
10 - 17 Years	10.80%
18 - 24 Years	9.95%
25 - 34 Years	13.64%
35 - 44 Years	13.61%
45 - 54 Years	13.39%
55 - 64 Years	12.50%
65 and Older	14.83%
Median Age	38.17
Average Age	39.00

Race Distribution (%)

White	43.20%
Black/African American	34.58%
American Indian/Alaskan	0.52%
Asian	6.89%
Native Hawaiian/Islander	0.05%
Other Race	6.39%
Two or More Races	8.36%
Hispanic	12.97%



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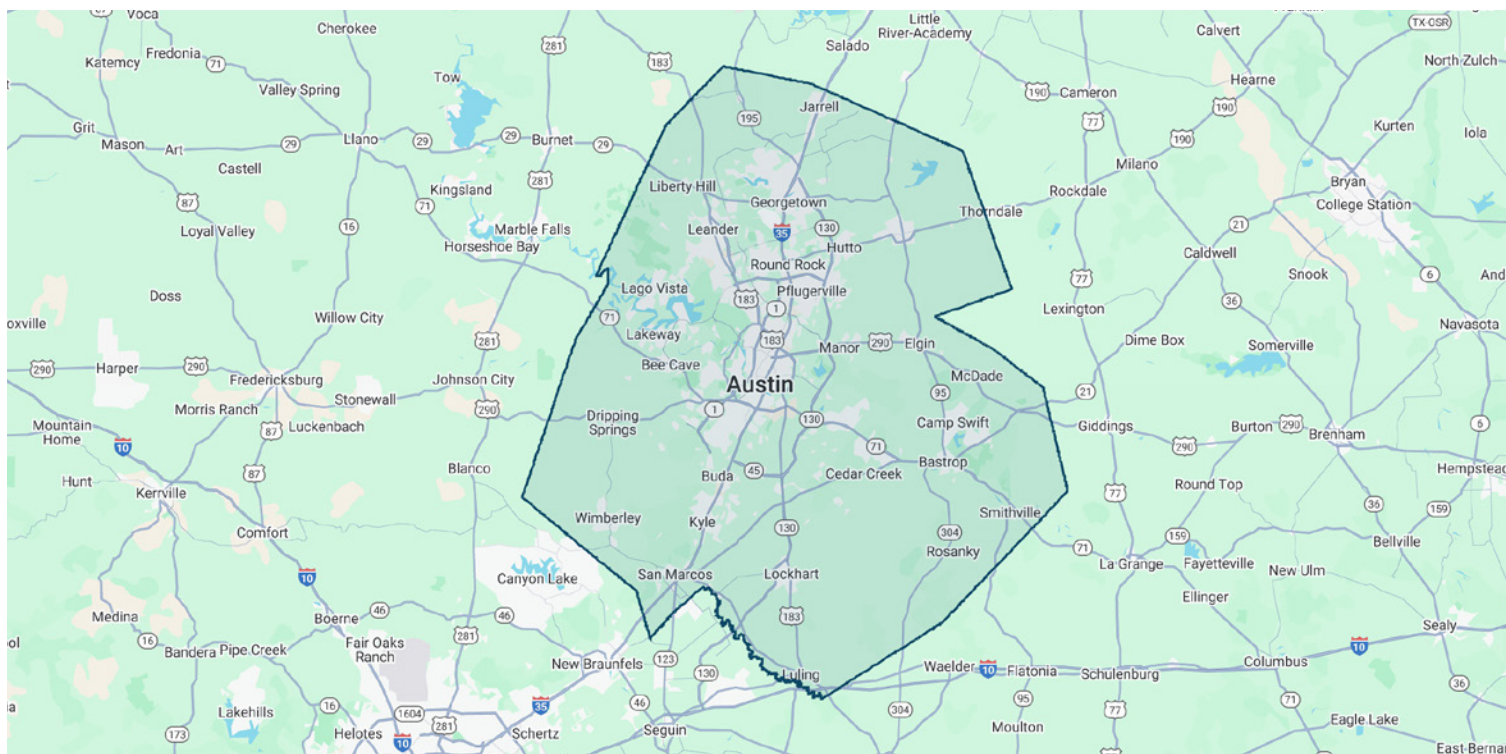
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Austin, Texas



Population

2020	2,283,371
2024	2,526,214
2029	2,753,878

Educational Attainment (%)

Graduate or Professional Degree	17.63%
Bachelors Degree	30.80%
Associate Degree	6.83%
Some College	17.47%
High School Graduate (or GED)	18.57%
Some High School, No Degree	4.01%
Less than 9th Grade	4.69%

Income

Average HH	\$129,996
Median HH	\$94,179
Per Capita	\$51,406

Age

0 - 9 Years	11.47%
10 - 17 Years	10.25%
18 - 24 Years	10.43%
25 - 34 Years	16.34%
35 - 44 Years	15.41%
45 - 54 Years	12.79%
55 - 64 Years	10.43%
65 and Older	12.88%
Median Age	35.94
Average Age	37.50

Race Distribution (%)

White	55.46%
Black/African American	7.15%
American Indian/Alaskan	0.93%
Asian	7.98%
Native Hawaiian/Islander	0.09%
Other Race	11.25%
Two or More Races	17.14%
Hispanic	32.54%



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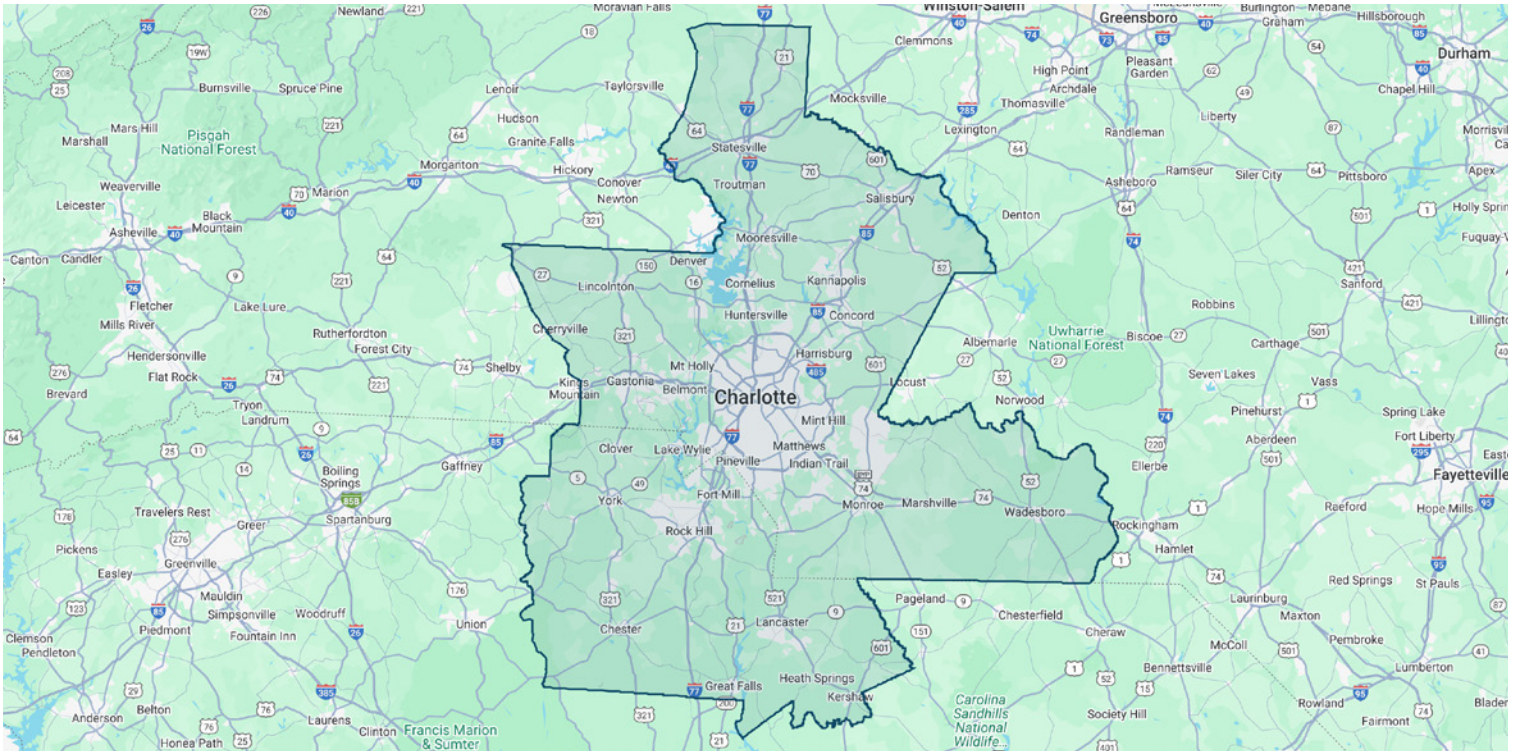
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Charlotte, North Carolina



Population

2020	2,660,329
2024	2,822,265
2029	2,987,114

Educational Attainment (%)

Graduate or Professional Degree	13.13%
Bachelors Degree	24.99%
Associate Degree	9.38%
Some College	19.68%
High School Graduate (or GED)	22.92%
Some High School, No Degree	5.75%
Less than 9th Grade	4.14%

Income

Average HH	\$110,306
Median HH	\$77,197
Per Capita	\$43,688

Age

0 - 9 Years	11.50%
10 - 17 Years	10.69%
18 - 24 Years	9.52%
25 - 34 Years	12.97%
35 - 44 Years	13.48%
45 - 54 Years	13.37%
55 - 64 Years	12.49%
65 and Older	15.99%
Median Age	38.98
Average Age	39.50

Race Distribution (%)

White	57.44%
Black/African American	22.15%
American Indian/Alaskan	0.57%
Asian	4.68%
Native Hawaiian/Islander	0.05%
Other Race	7.07%
Two or More Races	8.03%
Hispanic	13.05%



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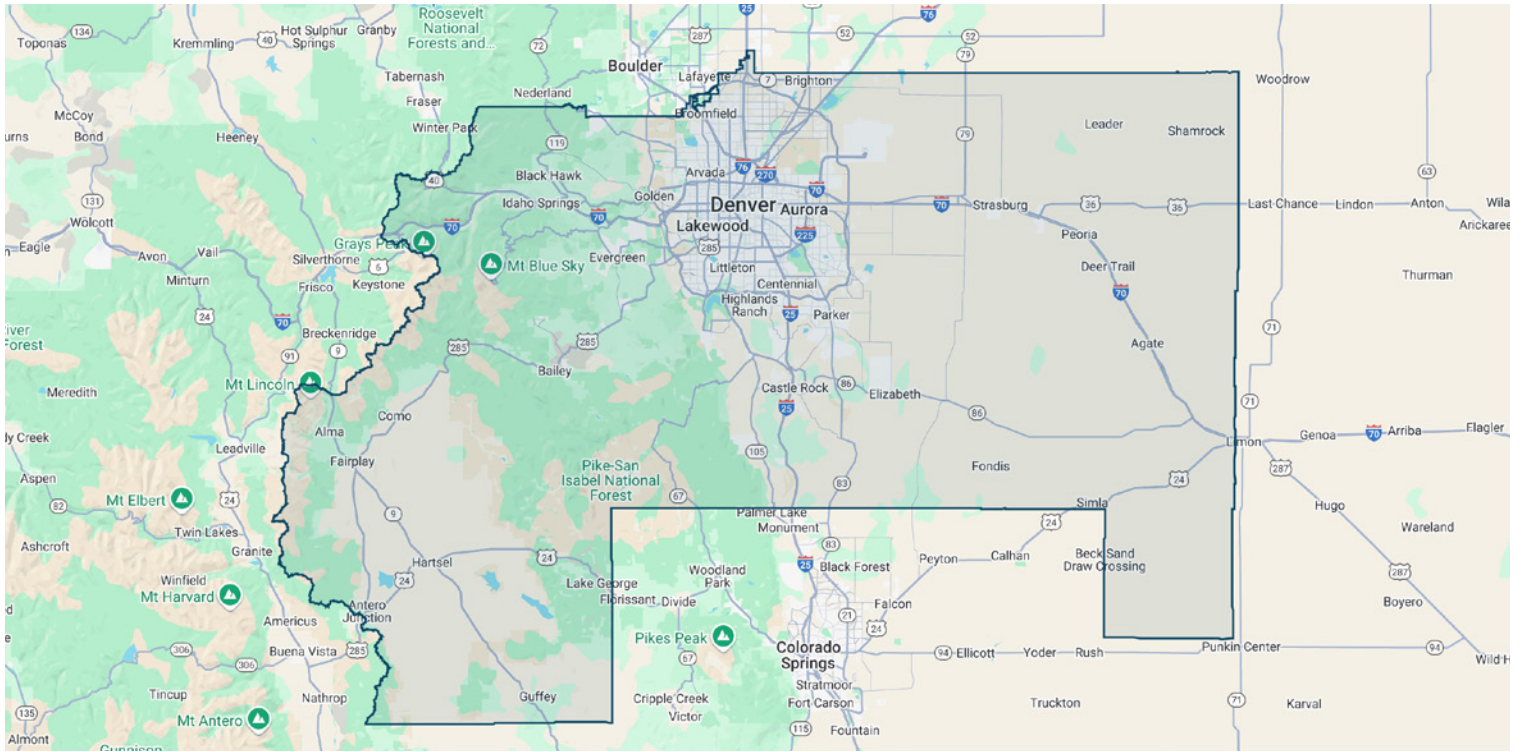
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Denver, Colorado



Population

2020	2,963,821
2024	3,031,111
2029	3,158,869

Educational Attainment (%)

Graduate or Professional Degree	17.70%
Bachelors Degree	29.31%
Associate Degree	7.45%
Some College	18.37%
High School Graduate (or GED)	19.05%
Some High School, No Degree	4.46%
Less than 9th Grade	3.65%

Income

Average HH	\$133,743
Median HH	\$98,439
Per Capita	\$53,271

Age

0 - 9 Years	10.89%
10 - 17 Years	9.91%
18 - 24 Years	8.77%
25 - 34 Years	15.79%
35 - 44 Years	15.02%
45 - 54 Years	12.84%
55 - 64 Years	11.58%
65 and Older	15.21%
Median Age	38.00
Average Age	39.20

Race Distribution (%)

White	65.34%
Black/African American	5.75%
American Indian/Alaskan	1.22%
Asian	4.79%
Native Hawaiian/Islander	0.19%
Other Race	9.17%
Two or More Races	13.54%
Hispanic	24.43%



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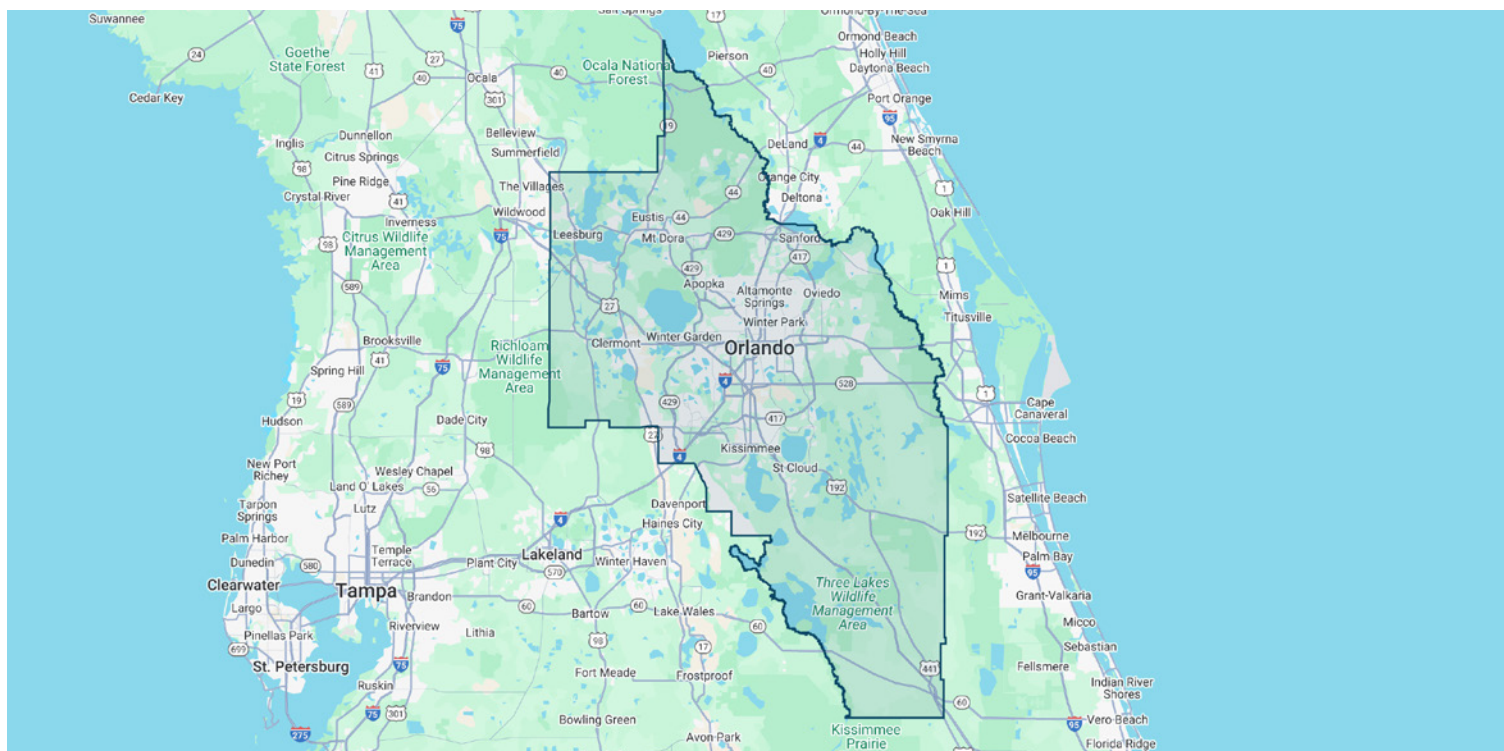
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Orlando Florida



Population

2020	2,673,376
2024	2,855,642
2029	3,035,380

Educational Attainment (%)

Graduate or Professional Degree	12.12%
Bachelors Degree	22.28%
Associate Degree	11.40%
Some College	18.93%
High School Graduate (or GED)	25.86%
Some High School, No Degree	5.48%
Less than 9th Grade	3.93%

Income

Average HH	\$100,233
Median HH	\$71,140
Per Capita	\$37,684

Age

0 - 9 Years	10.33%
10 - 17 Years	9.93%
18 - 24 Years	9.95%
25 - 34 Years	13.80%
35 - 44 Years	13.59%
45 - 54 Years	12.76%
55 - 64 Years	12.23%
65 and Older	17.42%
Median Age	39.37
Average Age	40.40

Race Distribution (%)

White	48.48%
Black/African American	15.73%
American Indian/Alaskan	0.45%
Asian	4.85%
Native Hawaiian/Islander	0.09%
Other Race	11.85%
Two or More Races	18.54%
Hispanic	33.53%



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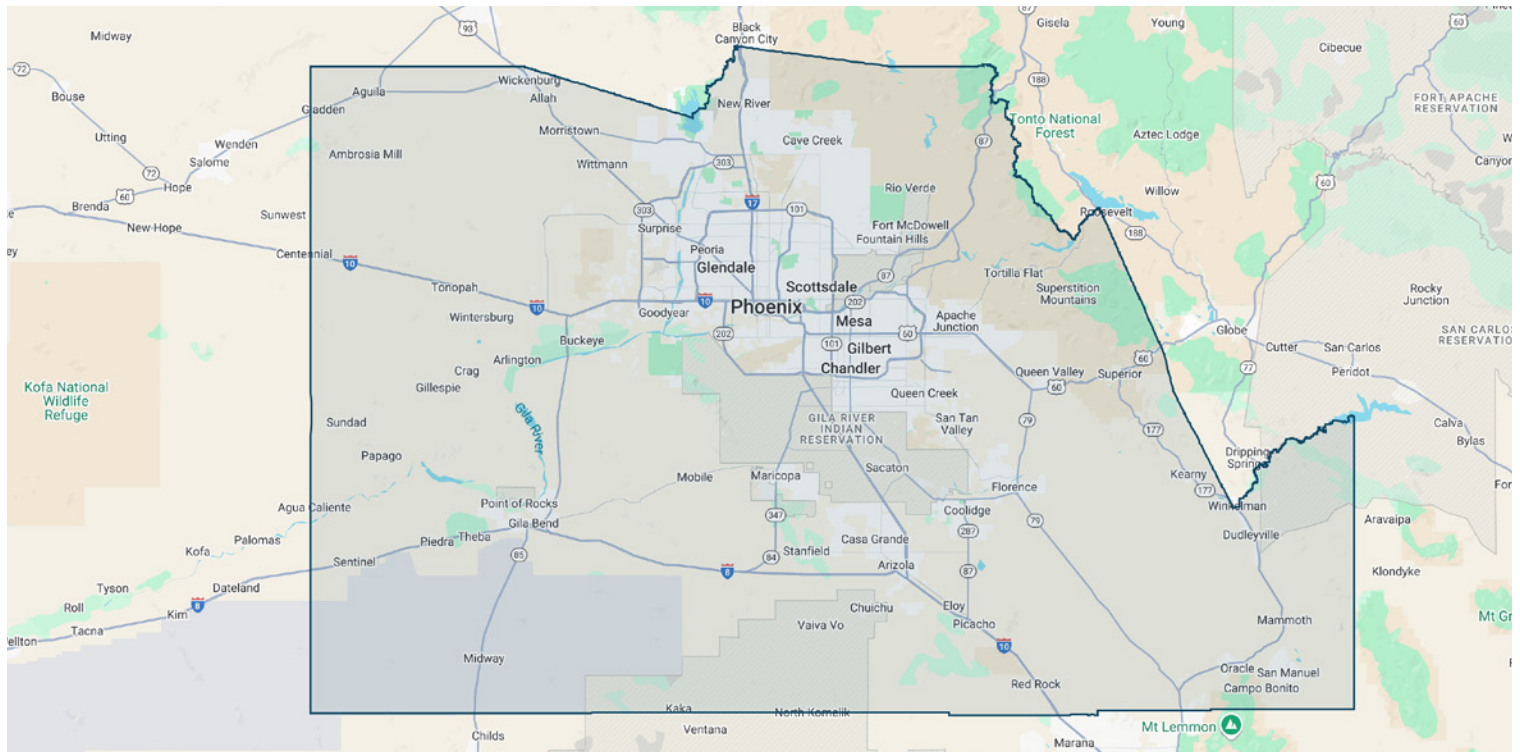
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Atlanta, Georgia



Population

2020	4,845,832
2024	5,119,961
2029	5,320,270

Educational Attainment (%)

Graduate or Professional Degree	12.59%
Bachelors Degree	21.08%
Associate Degree	9.21%
Some College	23.40%
High School Graduate (or GED)	22.60%
Some High School, No Degree	6.16%
Less than 9th Grade	4.95%

Income

Average HH	\$111,979
Median HH	\$81,876
Per Capita	\$42,275

Age

0 - 9 Years	11.56%
10 - 17 Years	10.76%
18 - 24 Years	9.82%
25 - 34 Years	13.46%
35 - 44 Years	12.96%
45 - 54 Years	11.96%
55 - 64 Years	11.56%
65 and Older	17.92%
Median Age	38.34
Average Age	39.80

Race Distribution (%)

White	58.35%
Black/African American	6.21%
American Indian/Alaskan	2.54%
Asian	4.47%
Native Hawaiian/Islander	0.26%
Other Race	13.91%
Two or More Races	14.27%
Hispanic	31.67%



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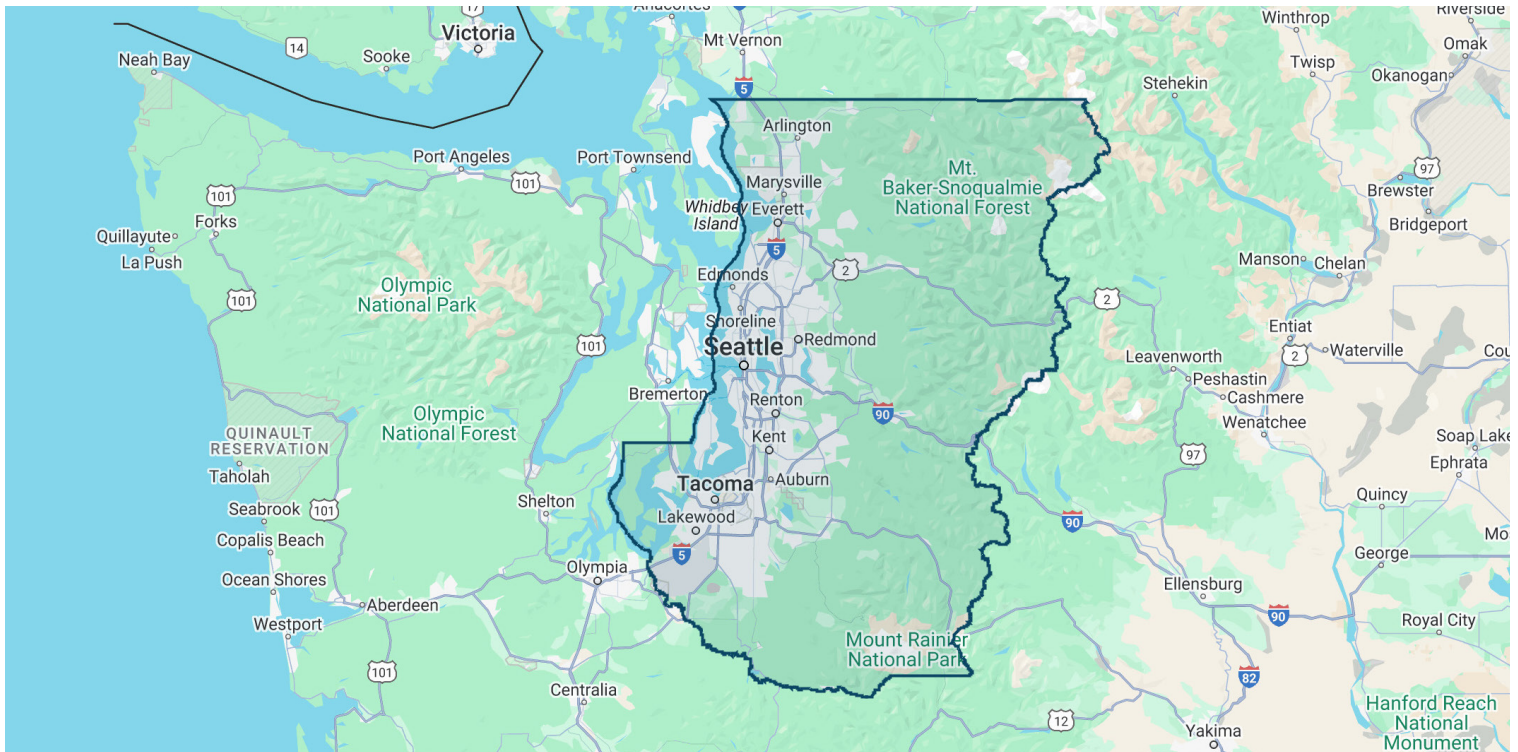
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Population

2020	4,018,762
2024	4,107,105
2029	4,270,722

Educational Attainment (%)

Graduate or Professional Degree	18.12%
Bachelors Degree	27.84%
Associate Degree	9.10%
Some College	19.60%
High School Graduate (or GED)	18.73%
Some High School, No Degree	3.59%
Less than 9th Grade	3.03%

Income

Average HH	\$155,795
Median HH	\$110,802
Per Capita	\$61,638

Age

0 - 9 Years	11.17%
10 - 17 Years	9.50%
18 - 24 Years	8.54%
25 - 34 Years	15.01%
35 - 44 Years	15.45%
45 - 54 Years	12.82%
55 - 64 Years	11.97%
65 and Older	15.56%
Median Age	38.69
Average Age	39.60

Race Distribution (%)

White	57.06%
Black/African American	6.44%
American Indian/Alaskan	1.07%
Asian	16.86%
Native Hawaiian/Islander	1.13%
Other Race	5.65%
Two or More Races	11.78%
Hispanic	12.19%



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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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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