



The**Retail**Coach®

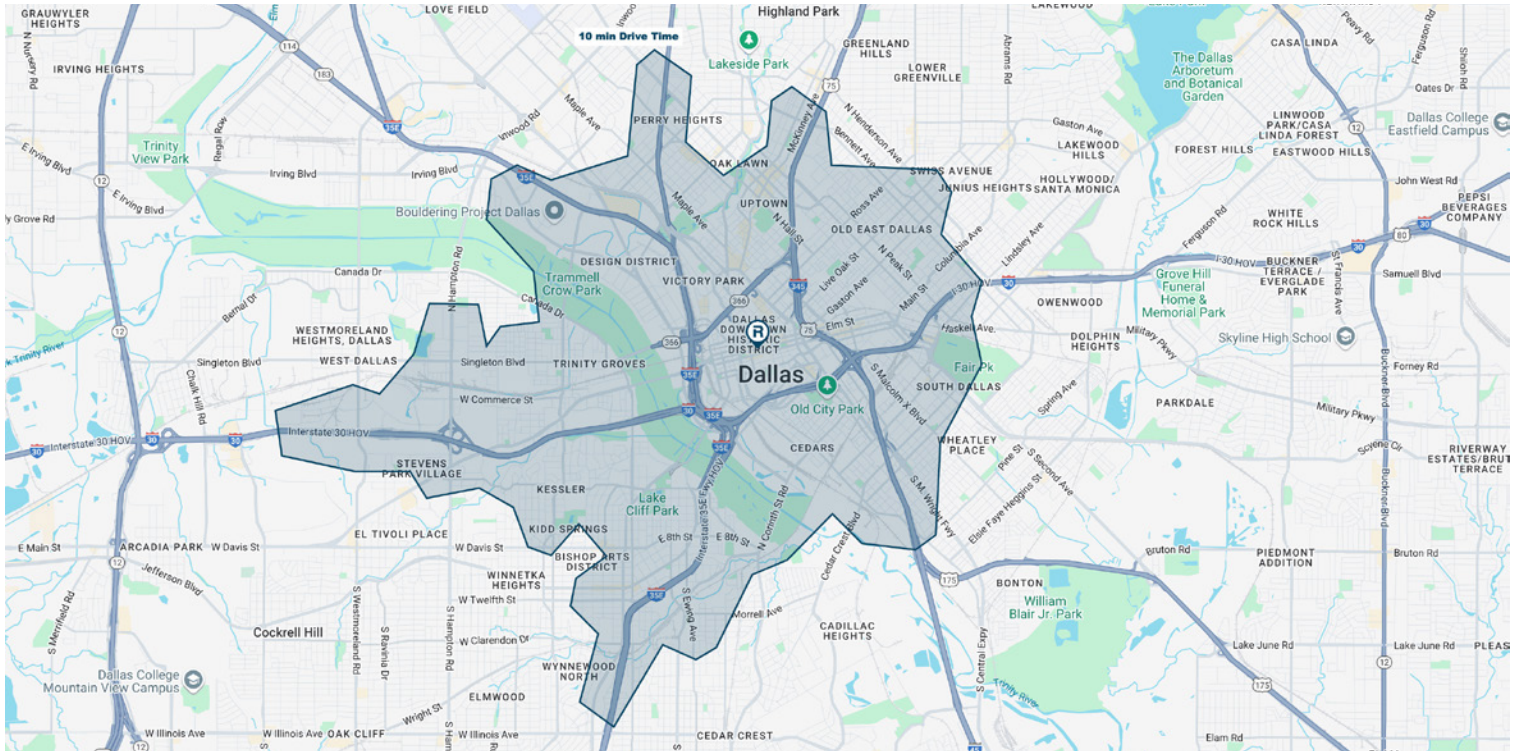
10-Minute Drive Time Demographic Profile

DOWNTOWN DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
September 2024

10-Minute Drive Time • Demographic Snapshot

Downtown Dallas, Texas



Population

2020	195,186
2024	202,925
2029	211,706

Educational Attainment (%)

Graduate or Professional Degree	20.65%
Bachelors Degree	32.56%
Associate Degree	4.86%
Some College	13.59%
High School Graduate (or GED)	14.39%
Some High School, No Degree	6.80%
Less than 9th Grade	7.15%

Income

Average HH	\$115,391
Median HH	\$76,592
Per Capita	\$62,855

Age

0 - 9 Years	7.48%
10 - 17 Years	5.65%
18 - 24 Years	8.87%
25 - 34 Years	30.10%
35 - 44 Years	16.37%
45 - 54 Years	11.01%
55 - 64 Years	10.20%
65 and Older	10.32%
Median Age	34.25
Average Age	37.77

Race Distribution (%)

White	49.46%
Black/African American	18.23%
American Indian/Alaskan	1.04%
Asian	4.62%
Native Hawaiian/Islander	0.05%
Other Race	12.36%
Two or More Races	14.24%
Hispanic	31.13%



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Downtown Dallas, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	211,706	
2024 Estimate	202,925	
2020 Census	195,186	
2010 Census	167,073	
Growth 2024 - 2029		4.33%
Growth 2020 - 2024		3.96%
Growth 2010 - 2020		16.83%
2024 Est. Population by Single-Classification Race	202,925	
White Alone	100,362	49.46%
Black or African American Alone	37,000	18.23%
Amer. Indian and Alaska Native Alone	2,106	1.04%
Asian Alone	9,386	4.62%
Native Hawaiian and Other Pacific Island Alone	107	0.05%
Some Other Race Alone	25,078	12.36%
Two or More Races	28,887	14.24%
2024 Est. Population by Hispanic or Latino Origin	202,925	
Not Hispanic or Latino	139,748	68.87%
Hispanic or Latino	63,177	31.13%
Mexican	50,646	80.17%
Puerto Rican	1,830	2.90%
Cuban	548	0.87%
All Other Hispanic or Latino	10,153	16.07%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	63,177	
White Alone	14,173	22.43%
Black or African American Alone	767	1.21%
American Indian and Alaska Native Alone	1,525	2.41%
Asian Alone	146	0.23%
Native Hawaiian and Other Pacific Islander Alone	32	0.05%
Some Other Race Alone	24,326	38.51%
Two or More Races	22,209	35.15%
2024 Est. Pop by Race, Asian Alone, by Category	9,386	
Chinese, except Taiwanese	1,698	18.09%
Filipino	901	9.60%
Japanese	397	4.23%
Asian Indian	2,600	27.70%
Korean	670	7.14%
Vietnamese	1,349	14.37%
Cambodian	59	0.63%
Hmong	1	0.01%
Laotian	258	2.75%
Thai	68	0.72%
All Other Asian Races Including 2+ Category	1,385	14.76%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	202,925	
Arab	1,140	0.56%
Czech	1,279	0.63%
Danish	407	0.20%
Dutch	747	0.37%
English	15,081	7.43%
French (except Basque)	3,320	1.64%
French Canadian	242	0.12%
German	13,966	6.88%
Greek	454	0.22%
Hungarian	457	0.23%
Irish	12,527	6.17%
Italian	5,633	2.78%
Lithuanian	268	0.13%
United States or American	7,141	3.52%
Norwegian	1,079	0.53%
Polish	2,594	1.28%
Portuguese	489	0.24%
Russian	819	0.40%
Scottish	2,957	1.46%
Scotch-Irish	1,484	0.73%
Slovak	109	0.05%
Subsaharan African	3,105	1.53%
Swedish	982	0.48%
Swiss	289	0.14%
Ukrainian	261	0.13%
Welsh	722	0.36%
West Indian (except Hisp. groups)	697	0.34%
Other ancestries	88,711	43.72%
Ancestry Unclassified	35,967	17.72%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	133,838	68.58%
Speak Asian/Pacific Island Language at Home	3,623	1.86%
Speak IndoEuropean Language at Home	4,869	2.50%
Speak Spanish at Home	51,339	26.31%
Speak Other Language at Home	981	0.50%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	202,925	
Age 0 - 4	7,781	3.83%
Age 5 - 9	7,408	3.65%
Age 10 - 14	6,932	3.42%
Age 15 - 17	4,529	2.23%
Age 18 - 20	6,101	3.01%
Age 21 - 24	11,890	5.86%
Age 25 - 34	61,087	30.10%
Age 35 - 44	33,217	16.37%
Age 45 - 54	22,348	11.01%
Age 55 - 64	20,698	10.20%
Age 65 - 74	13,550	6.68%
Age 75 - 84	5,719	2.82%
Age 85 and over	1,664	0.82%
Age 16 and over	179,303	88.36%
Age 18 and over	176,274	86.87%
Age 21 and over	170,173	83.86%
Age 65 and over	20,933	10.32%
2024 Est. Median Age		34.25
2024 Est. Average Age		37.77
2024 Est. Population by Sex	202,925	
Male	106,433	52.45%
Female	96,492	47.55%
2024 Est. Male Population by Age	106,433	
Age 0 - 4	3,977	3.74%
Age 5 - 9	3,756	3.53%
Age 10 - 14	3,536	3.32%
Age 15 - 17	2,336	2.19%
Age 18 - 20	2,945	2.77%
Age 21 - 24	5,262	4.94%
Age 25 - 34	31,496	29.59%
Age 35 - 44	18,397	17.28%
Age 45 - 54	12,559	11.80%
Age 55 - 64	11,712	11.00%
Age 65 - 74	7,174	6.74%
Age 75 - 84	2,680	2.52%
Age 85 and over	601	0.56%
2024 Est. Median Age, Male		34.97
2024 Est. Average Age, Male		38.18
2024 Est. Female Population by Age	96,492	
Age 0 - 4	3,804	3.94%
Age 5 - 9	3,652	3.79%
Age 10 - 14	3,397	3.52%
Age 15 - 17	2,193	2.27%
Age 18 - 20	3,156	3.27%
Age 21 - 24	6,628	6.87%
Age 25 - 34	29,591	30.67%
Age 35 - 44	14,820	15.36%
Age 45 - 54	9,789	10.15%
Age 55 - 64	8,985	9.31%
Age 65 - 74	6,376	6.61%
Age 75 - 84	3,039	3.15%
Age 85 and over	1,064	1.10%
2024 Est. Median Age, Female		33.46
2024 Est. Average Age, Female		37.25

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	99,924	55.27%
Males, Never Married	55,604	30.75%
Females, Never Married	44,321	24.51%
Married, Spouse present	48,391	26.76%
Married, Spouse absent	9,959	5.51%
Widowed	5,402	2.99%
Males Widowed	1,397	0.77%
Females Widowed	4,005	2.21%
Divorced	17,128	9.47%
Males Divorced	8,061	4.46%
Females Divorced	9,067	5.01%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	11,322	7.15%
Some High School, no diploma	10,762	6.80%
High School Graduate (or GED)	22,776	14.39%
Some College, no degree	21,503	13.59%
Associate Degree	7,692	4.86%
Bachelor's Degree	51,541	32.56%
Master's Degree	21,305	13.46%
Professional School Degree	8,515	5.38%
Doctorate Degree	2,867	1.81%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	15,148	36.02%
High School Graduate	8,904	21.17%
Some College or Associate's Degree	6,627	15.76%
Bachelor's Degree or Higher	11,371	27.04%
Households		
2029 Projection	112,818	
2024 Estimate	106,578	
2020 Census	100,639	
2010 Census	72,514	
Growth 2024 - 2029		5.86%
Growth 2020 - 2024		5.90%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	106,578	
Family Households	39,295	36.87%
Nonfamily Households	67,283	63.13%
2024 Est. Group Quarters Population	7,267	
2024 Households by Ethnicity, Hispanic/Latino	23,686	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	106,578	
Income < \$15,000	11,178	10.49%
Income \$15,000 - \$24,999	6,658	6.25%
Income \$25,000 - \$34,999	6,289	5.90%
Income \$35,000 - \$49,999	9,826	9.22%
Income \$50,000 - \$74,999	18,380	17.25%
Income \$75,000 - \$99,999	12,838	12.05%
Income \$100,000 - \$124,999	9,930	9.32%
Income \$125,000 - \$149,999	7,577	7.11%
Income \$150,000 - \$199,999	8,574	8.05%
Income \$200,000 - \$249,999	4,765	4.47%
Income \$250,000 - \$499,999	6,747	6.33%
Income \$500,000+	3,816	3.58%
2024 Est. Average Household Income		\$115,391
2024 Est. Median Household Income		\$76,592
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$93,109
Black or African American Alone		\$45,210
American Indian and Alaska Native Alone		\$71,944
Asian Alone		\$103,695
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$54,231
Two or More Races		\$68,847
Hispanic or Latino		\$62,706
Not Hispanic or Latino		\$82,411
2024 Est. HH by Type and Presence of Own Child.	106,578	
Family Households with Children	12,253	11.50%
Family Households without Children	94,324	88.50%
Married-Couple Families	24,452	22.94%
Married-Couple Family, own children	6,892	6.47%
Married-Couple Family, no own children	17,560	16.48%
Cohabiting-Couple Families	9,085	8.52%
Cohabiting-Couple Family, own children	1,025	0.96%
Cohabiting-Couple Family, no own children	8,060	7.56%
Male Householder Families	36,755	34.49%
Male Householder, own children	448	0.42%
Male Householder, no own children	2,138	2.01%
Male Householder, only Nonrelatives	3,544	3.33%
Male Householder, Living Alone	30,625	28.73%
Female Householder Families	36,285	34.05%
Female Householder, own children	3,887	3.65%
Female Householder, no own children	3,945	3.70%
Female Householder, only Nonrelatives	2,458	2.31%
Female Householder, Living Alone	25,996	24.39%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	106,578	
1-person	56,649	53.15%
2-person	31,044	29.13%
3-person	7,997	7.50%
4-person	5,289	4.96%
5-person	3,029	2.84%
6-person	1,443	1.35%
7-or-more-person	1,126	1.06%
2024 Est. Average Household Size		1.83
2024 Est. Households by Number of Vehicles	106,578	
No Vehicles	9,747	9.15%
1 Vehicle	58,706	55.08%
2 Vehicles	29,707	27.87%
3 Vehicles	5,865	5.50%
4 Vehicles	1,890	1.77%
5 or more Vehicles	663	0.62%
2024 Est. Average Number of Vehicles		1.4
Family Households		
2029 Projection	41,284	
2024 Estimate	39,295	
2020 Estimate	35,090	
2010 Census	28,931	
Growth 2024 - 2029		5.06%
Growth 2020 - 2024		11.98%
Growth 2010 - 2020		21.29%
2024 Est. Families by Poverty Status	39,295	
2024 Families at or Above Poverty	34,476	87.74%
2024 Families at or Above Poverty with Children	11,054	28.13%
2024 Families Below Poverty	4,818	12.26%
2024 Families Below Poverty with Children	3,651	9.29%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	126,754	70.69%
Civilian Labor Force, Unemployed	6,823	3.81%
Armed Forces	108	0.06%
Not in Labor Force	45,617	25.44%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	96,015	74.67%
Non-Profit Private Workers	8,767	6.82%
Local Government Workers	1,956	1.52%
State Government Workers	3,410	2.65%
Federal Government Workers	6,076	4.72%
Self-Employed Workers	12,153	9.45%
Unpaid Family Workers	216	0.17%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,499	2.72%
Arts/Entertainment/Sports	5,108	3.97%
Building Grounds Maintenance	2,788	2.17%
Business/Financial Operations	16,703	12.99%
Community/Social Services	1,756	1.37%
Computer/Mathematical	5,437	4.23%
Construction/Extraction	6,898	5.36%
Education/Training/Library	6,156	4.79%
Farming/Fishing/Forestry	165	0.13%
Food Prep/Serving	5,654	4.40%
Health Practitioner/Technician	8,313	6.46%
Healthcare Support	2,383	1.85%
Maintenance Repair	1,879	1.46%
Legal	3,062	2.38%
Life/Physical/Social Science	1,673	1.30%
Management	18,462	14.36%
Office/Admin. Support	11,128	8.65%
Production	3,465	2.69%
Protective Services	1,184	0.92%
Sales/Related	13,601	10.58%
Personal Care/Service	2,707	2.10%
Transportation/Moving	6,571	5.11%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	94,898	73.80%
Blue Collar	18,813	14.63%
Service and Farm	14,882	11.57%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	82,352	65.09%
Car Pooled	8,814	6.97%
Public Transportation	2,993	2.37%
Walked	5,305	4.19%
Bicycle	614	0.49%
Other Means	1,853	1.46%
Worked at Home	24,591	19.44%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	31,561	
15 - 29 Minutes	42,675	
30 - 44 Minutes	23,428	
45 - 59 Minutes	6,561	
60 or more Minutes	5,579	
2024 Est. Avg Travel Time to Work in Minutes		25
2024 Est. Occupied Housing Units by Tenure	106,578	
Owner Occupied	26,484	24.85%
Renter Occupied	80,094	75.15%
2024 Owner Occ. HUs: Avg. Length of Residence		13.52 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.77 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	26,484	
Value Less than \$20,000	368	1.39%
Value \$20,000 - \$39,999	310	1.17%
Value \$40,000 - \$59,999	378	1.43%
Value \$60,000 - \$79,999	447	1.69%
Value \$80,000 - \$99,999	386	1.46%
Value \$100,000 - \$149,999	1,574	5.94%
Value \$150,000 - \$199,999	954	3.60%
Value \$200,000 - \$299,999	3,436	12.97%
Value \$300,000 - \$399,999	3,375	12.74%
Value \$400,000 - \$499,999	3,357	12.68%
Value \$500,000 - \$749,999	4,849	18.31%
Value \$750,000 - \$999,999	2,611	9.86%
Value \$1,000,000 or \$1,499,999	1,828	6.90%
Value \$1,500,000 or \$1,999,999	925	3.49%
Value \$2,000,000+	1,686	6.37%
2024 Est. Median All Owner-Occupied Housing Value		\$458,240
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	23,473	19.53%
1 Unit Attached	6,930	5.76%
2 Units	1,808	1.50%
3 or 4 Units	3,782	3.15%
5 to 19 Units	15,028	12.50%
20 to 49 Units	12,322	10.25%
50 or More Units	56,403	46.92%
Mobile Home or Trailer	407	0.34%
Boat, RV, Van, etc.	64	0.05%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	6,936	5.77%
Housing Units Built 2010 to 2019	29,026	24.14%
Housing Units Built 2000 to 2009	21,062	17.52%
Housing Units Built 1990 to 1999	12,856	10.69%
Housing Units Built 1980 to 1989	8,927	7.43%
Housing Units Built 1970 to 1979	7,728	6.43%
Housing Units Built 1960 to 1969	8,530	7.10%
Housing Units Built 1950 to 1959	7,109	5.91%
Housing Units Built 1940 to 1949	5,291	4.40%
Housing Unit Built 1939 or Earlier	12,751	10.61%
2024 Est. Median Year Structure Built		1998

[†] 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, 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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