



The**Retail**Coach®

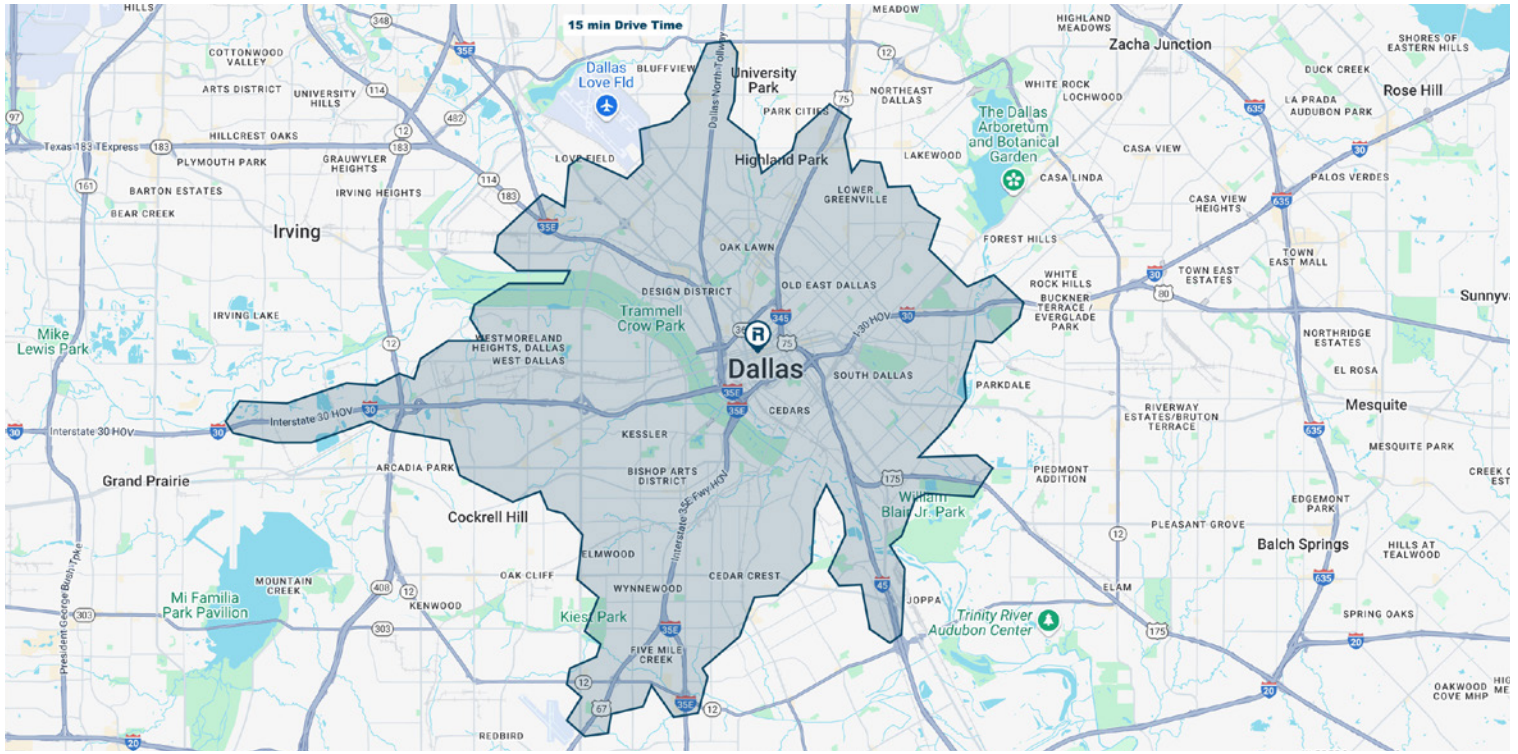
15-Minute Drive Time Demographic Profile

DOWNTOWN DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
September 2024

15-Minute Drive Time • Demographic Snapshot

Downtown Dallas, Texas



Population

2020	794,986	0 - 9 Years	11.57%
2024	796,099	10 - 17 Years	9.58%
2029	802,985	18 - 24 Years	9.94%

Educational Attainment (%)

Graduate or Professional Degree	15.08%	25 - 34 Years	19.20%
Bachelors Degree	23.64%	35 - 44 Years	14.64%
Associate Degree	4.51%	45 - 54 Years	11.55%
Some College	15.27%	55 - 64 Years	10.59%
High School Graduate (or GED)	21.55%	65 and Older	12.93%
Some High School, No Degree	8.86%	Median Age	34.84
Less than 9th Grade	11.09%	Average Age	37.39

Income

Average HH	\$105,602
Median HH	\$64,321
Per Capita	\$44,587

Age

0 - 9 Years	11.57%
10 - 17 Years	9.58%
18 - 24 Years	9.94%
25 - 34 Years	19.20%
35 - 44 Years	14.64%
45 - 54 Years	11.55%
55 - 64 Years	10.59%
65 and Older	12.93%
Median Age	34.84
Average Age	37.39

Race Distribution (%)

White	37.52%
Black/African American	22.80%
American Indian/Alaskan	1.15%
Asian	3.52%
Native Hawaiian/Islander	0.05%
Other Race	18.83%
Two or More Races	16.14%
Hispanic	41.49%



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

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155

Cell 662.231.0608

AFarmer@TheRetailCoach.net

www.TheRetailCoach.net



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Downtown Dallas, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	802,985	
2024 Estimate	796,099	
2020 Census	794,986	
2010 Census	726,251	
Growth 2024 - 2029		0.87%
Growth 2020 - 2024		0.14%
Growth 2010 - 2020		9.46%
2024 Est. Population by Single-Classification Race	796,099	
White Alone	298,654	37.52%
Black or African American Alone	181,539	22.80%
Amer. Indian and Alaska Native Alone	9,147	1.15%
Asian Alone	28,002	3.52%
Native Hawaiian and Other Pacific Island Alone	381	0.05%
Some Other Race Alone	149,886	18.83%
Two or More Races	128,490	16.14%
2024 Est. Population by Hispanic or Latino Origin	796,099	
Not Hispanic or Latino	465,792	58.51%
Hispanic or Latino	330,307	41.49%
Mexican	271,320	82.14%
Puerto Rican	4,454	1.35%
Cuban	2,637	0.80%
All Other Hispanic or Latino	51,895	15.71%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	330,307	
White Alone	64,471	19.52%
Black or African American Alone	3,006	0.91%
American Indian and Alaska Native Alone	7,320	2.22%
Asian Alone	480	0.15%
Native Hawaiian and Other Pacific Islander Alone	141	0.04%
Some Other Race Alone	147,057	44.52%
Two or More Races	107,831	32.65%
2024 Est. Pop by Race, Asian Alone, by Category	28,002	
Chinese, except Taiwanese	5,622	20.08%
Filipino	2,035	7.27%
Japanese	758	2.71%
Asian Indian	7,028	25.10%
Korean	1,595	5.70%
Vietnamese	3,853	13.76%
Cambodian	286	1.02%
Hmong	13	0.05%
Laotian	369	1.32%
Thai	741	2.65%
All Other Asian Races Including 2+ Category	5,704	20.37%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	796,099	
Arab	3,251	0.41%
Czech	2,811	0.35%
Danish	800	0.10%
Dutch	2,192	0.28%
English	44,584	5.60%
French (except Basque)	8,814	1.11%
French Canadian	833	0.11%
German	37,966	4.77%
Greek	1,402	0.18%
Hungarian	987	0.12%
Irish	32,002	4.02%
Italian	13,624	1.71%
Lithuanian	631	0.08%
United States or American	28,104	3.53%
Norwegian	3,199	0.40%
Polish	6,353	0.80%
Portuguese	1,052	0.13%
Russian	2,187	0.28%
Scottish	8,376	1.05%
Scotch-Irish	5,055	0.64%
Slovak	266	0.03%
Subsaharan African	13,366	1.68%
Swedish	2,740	0.34%
Swiss	1,015	0.13%
Ukrainian	654	0.08%
Welsh	2,244	0.28%
West Indian (except Hisp. groups)	2,261	0.28%
Other ancestries	439,844	55.25%
Ancestry Unclassified	129,484	16.26%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	461,059	61.44%
Speak Asian/Pacific Island Language at Home	10,372	1.38%
Speak IndoEuropean Language at Home	13,577	1.81%
Speak Spanish at Home	257,360	34.30%
Speak Other Language at Home	6,234	0.83%

15-Minute Drive Time • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	796,099	
Age 0 - 4	45,722	5.74%
Age 5 - 9	46,402	5.83%
Age 10 - 14	46,898	5.89%
Age 15 - 17	29,343	3.69%
Age 18 - 20	33,236	4.17%
Age 21 - 24	45,894	5.76%
Age 25 - 34	152,834	19.20%
Age 35 - 44	116,570	14.64%
Age 45 - 54	91,915	11.55%
Age 55 - 64	84,324	10.59%
Age 65 - 74	61,941	7.78%
Age 75 - 84	30,447	3.83%
Age 85 and over	10,575	1.33%
Age 16 and over	647,312	81.31%
Age 18 and over	627,733	78.85%
Age 21 and over	594,498	74.68%
Age 65 and over	102,962	12.93%
2024 Est. Median Age		34.84
2024 Est. Average Age		37.39
2024 Est. Population by Sex	796,099	
Male	398,084	50.00%
Female	398,015	50.00%
2024 Est. Male Population by Age	398,084	
Age 0 - 4	23,320	5.86%
Age 5 - 9	23,560	5.92%
Age 10 - 14	23,948	6.02%
Age 15 - 17	14,971	3.76%
Age 18 - 20	16,742	4.21%
Age 21 - 24	22,309	5.60%
Age 25 - 34	76,644	19.25%
Age 35 - 44	60,160	15.11%
Age 45 - 54	46,875	11.78%
Age 55 - 64	43,097	10.83%
Age 65 - 74	29,789	7.48%
Age 75 - 84	13,086	3.29%
Age 85 and over	3,582	0.90%
2024 Est. Median Age, Male		34.67
2024 Est. Average Age, Male		36.87
2024 Est. Female Population by Age	398,015	
Age 0 - 4	22,403	5.63%
Age 5 - 9	22,842	5.74%
Age 10 - 14	22,950	5.77%
Age 15 - 17	14,372	3.61%
Age 18 - 20	16,494	4.14%
Age 21 - 24	23,584	5.92%
Age 25 - 34	76,189	19.14%
Age 35 - 44	56,409	14.17%
Age 45 - 54	45,040	11.32%
Age 55 - 64	41,226	10.36%
Age 65 - 74	32,151	8.08%
Age 75 - 84	17,361	4.36%
Age 85 and over	6,993	1.76%
2024 Est. Median Age, Female		35.03
2024 Est. Average Age, Female		37.81

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	298,644	45.45%
Males, Never Married	159,040	24.20%
Females, Never Married	139,603	21.25%
Married, Spouse present	224,696	34.20%
Married, Spouse absent	39,746	6.05%
Widowed	30,271	4.61%
Males Widowed	7,187	1.09%
Females Widowed	23,083	3.51%
Divorced	63,721	9.70%
Males Divorced	27,068	4.12%
Females Divorced	36,653	5.58%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	60,820	11.09%
Some High School, no diploma	48,622	8.86%
High School Graduate (or GED)	118,238	21.55%
Some College, no degree	83,778	15.27%
Associate Degree	24,755	4.51%
Bachelor's Degree	129,682	23.64%
Master's Degree	52,213	9.52%
Professional School Degree	22,259	4.06%
Doctorate Degree	8,236	1.50%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	86,424	44.09%
High School Graduate	51,514	26.28%
Some College or Associate's Degree	28,667	14.63%
Bachelor's Degree or Higher	29,398	15.00%
Households		
2029 Projection	336,431	
2024 Estimate	329,868	
2020 Census	325,304	
2010 Census	275,992	
Growth 2024 - 2029		1.99%
Growth 2020 - 2024		1.40%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	329,868	
Family Households	175,933	53.33%
Nonfamily Households	153,935	46.67%
2024 Est. Group Quarters Population	14,826	
2024 Households by Ethnicity, Hispanic/Latino	99,772	



15-Minute Drive Time • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	329,868	
Income < \$15,000	39,740	12.05%
Income \$15,000 - \$24,999	26,135	7.92%
Income \$25,000 - \$34,999	25,361	7.69%
Income \$35,000 - \$49,999	39,657	12.02%
Income \$50,000 - \$74,999	55,886	16.94%
Income \$75,000 - \$99,999	36,771	11.15%
Income \$100,000 - \$124,999	25,646	7.78%
Income \$125,000 - \$149,999	18,646	5.65%
Income \$150,000 - \$199,999	20,567	6.24%
Income \$200,000 - \$249,999	10,897	3.30%
Income \$250,000 - \$499,999	17,538	5.32%
Income \$500,000+	13,025	3.95%
2024 Est. Average Household Income		\$105,602
2024 Est. Median Household Income		\$64,321
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$89,967
Black or African American Alone		\$37,898
American Indian and Alaska Native Alone		\$65,700
Asian Alone		\$87,362
Native Hawaiian and Other Pacific Islander Alone		\$73,141
Some Other Race Alone		\$52,688
Two or More Races		\$64,375
Hispanic or Latino		\$55,591
Not Hispanic or Latino		\$69,991
2024 Est. HH by Type and Presence of Own Child.	329,868	
Family Households with Children	73,247	22.20%
Family Households without Children	256,621	77.79%
Married-Couple Families	107,178	32.49%
Married-Couple Family, own children	43,102	13.07%
Married-Couple Family, no own children	64,075	19.42%
Cohabiting-Couple Families	22,320	6.77%
Cohabiting-Couple Family, own children	5,620	1.70%
Cohabiting-Couple Family, no own children	16,700	5.06%
Male Householder Families	87,790	26.61%
Male Householder, own children	3,253	0.99%
Male Householder, no own children	10,433	3.16%
Male Householder, only Nonrelatives	7,970	2.42%
Male Householder, Living Alone	66,134	20.05%
Female Householder Families	112,580	34.13%
Female Householder, own children	21,272	6.45%
Female Householder, no own children	19,922	6.04%
Female Householder, only Nonrelatives	5,592	1.70%
Female Householder, Living Alone	65,795	19.95%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	329,868	
1-person	125,316	37.99%
2-person	92,552	28.06%
3-person	40,297	12.22%
4-person	33,806	10.25%
5-person	20,534	6.22%
6-person	9,458	2.87%
7-or-more-person	7,906	2.40%
2024 Est. Average Household Size		2.37
2024 Est. Households by Number of Vehicles	329,868	
No Vehicles	33,224	10.07%
1 Vehicle	147,802	44.81%
2 Vehicles	102,602	31.10%
3 Vehicles	30,899	9.37%
4 Vehicles	11,271	3.42%
5 or more Vehicles	4,070	1.23%
2024 Est. Average Number of Vehicles		1.6
Family Households		
2029 Projection	177,596	
2024 Estimate	175,933	
2020 Estimate	172,917	
2010 Census	155,958	
Growth 2024 - 2029		0.95%
Growth 2020 - 2024		1.74%
Growth 2010 - 2020		10.87%
2024 Est. Families by Poverty Status	175,933	
2024 Families at or Above Poverty	149,844	85.17%
2024 Families at or Above Poverty with Children	65,807	37.41%
2024 Families Below Poverty	26,089	14.83%
2024 Families Below Poverty with Children	19,407	11.03%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	408,765	63.15%
Civilian Labor Force, Unemployed	23,340	3.61%
Armed Forces	501	0.08%
Not in Labor Force	214,706	33.17%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	309,093	74.36%
Non-Profit Private Workers	26,310	6.33%
Local Government Workers	6,851	1.65%
State Government Workers	9,423	2.27%
Federal Government Workers	20,514	4.93%
Self-Employed Workers	42,659	10.26%
Unpaid Family Workers	809	0.20%



15-Minute Drive Time • Demographic Profile

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	7,694	1.85%
Arts/Entertainment/Sports	12,047	2.90%
Building Grounds Maintenance	16,763	4.03%
Business/Financial Operations	34,206	8.23%
Community/Social Services	5,832	1.40%
Computer/Mathematical	12,951	3.12%
Construction/Extraction	33,718	8.11%
Education/Training/Library	19,291	4.64%
Farming/Fishing/Forestry	564	0.14%
Food Prep/Serving	20,705	4.98%
Health Practitioner/Technician	20,983	5.05%
Healthcare Support	11,787	2.84%
Maintenance Repair	8,768	2.11%
Legal	8,897	2.14%
Life/Physical/Social Science	3,977	0.96%
Management	47,216	11.36%
Office/Admin. Support	39,763	9.57%
Production	18,751	4.51%
Protective Services	5,467	1.31%
Sales/Related	39,645	9.54%
Personal Care/Service	8,736	2.10%
Transportation/Moving	37,900	9.12%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	252,502	60.75%
Blue Collar	99,136	23.85%
Service and Farm	64,022	15.40%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	277,153	67.82%
Car Pooled	41,335	10.12%
Public Transportation	10,911	2.67%
Walked	10,833	2.65%
Bicycle	994	0.24%
Other Means	5,800	1.42%
Worked at Home	61,613	15.08%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	85,536	
15 - 29 Minutes	144,376	
30 - 44 Minutes	84,645	
45 - 59 Minutes	27,000	
60 or more Minutes	25,552	
2024 Est. Avg Travel Time to Work in Minutes		28
2024 Est. Occupied Housing Units by Tenure	329,868	
Owner Occupied	128,287	38.89%
Renter Occupied	201,581	61.11%
2024 Owner Occ. HUs: Avg. Length of Residence		16.11 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.69 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	128,287	
Value Less than \$20,000	1,583	1.23%
Value \$20,000 - \$39,999	2,250	1.75%
Value \$40,000 - \$59,999	2,600	2.03%
Value \$60,000 - \$79,999	3,497	2.73%
Value \$80,000 - \$99,999	4,150	3.23%
Value \$100,000 - \$149,999	12,742	9.93%
Value \$150,000 - \$199,999	10,679	8.32%
Value \$200,000 - \$299,999	21,597	16.83%
Value \$300,000 - \$399,999	13,380	10.43%
Value \$400,000 - \$499,999	9,815	7.65%
Value \$500,000 - \$749,999	14,314	11.16%
Value \$750,000 - \$999,999	9,082	7.08%
Value \$1,000,000 or \$1,499,999	8,727	6.80%
Value \$1,500,000 or \$1,999,999	5,043	3.93%
Value \$2,000,000+	8,828	6.88%
2024 Est. Median All Owner-Occupied Housing Value		\$332,601
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	150,005	40.91%
1 Unit Attached	16,011	4.37%
2 Units	6,313	1.72%
3 or 4 Units	15,816	4.31%
5 to 19 Units	59,311	16.18%
20 to 49 Units	30,477	8.31%
50 or More Units	86,375	23.56%
Mobile Home or Trailer	2,215	0.60%
Boat, RV, Van, etc.	140	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	10,418	2.84%
Housing Units Built 2010 to 2019	51,196	13.96%
Housing Units Built 2000 to 2009	46,049	12.56%
Housing Units Built 1990 to 1999	32,095	8.75%
Housing Units Built 1980 to 1989	35,904	9.79%
Housing Units Built 1970 to 1979	45,869	12.51%
Housing Units Built 1960 to 1969	43,914	11.98%
Housing Units Built 1950 to 1959	48,233	13.16%
Housing Units Built 1940 to 1949	23,520	6.41%
Housing Unit Built 1939 or Earlier	29,465	8.04%
2024 Est. Median Year Structure Built		1978

[†] 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.





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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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