



The**Retail**Coach®

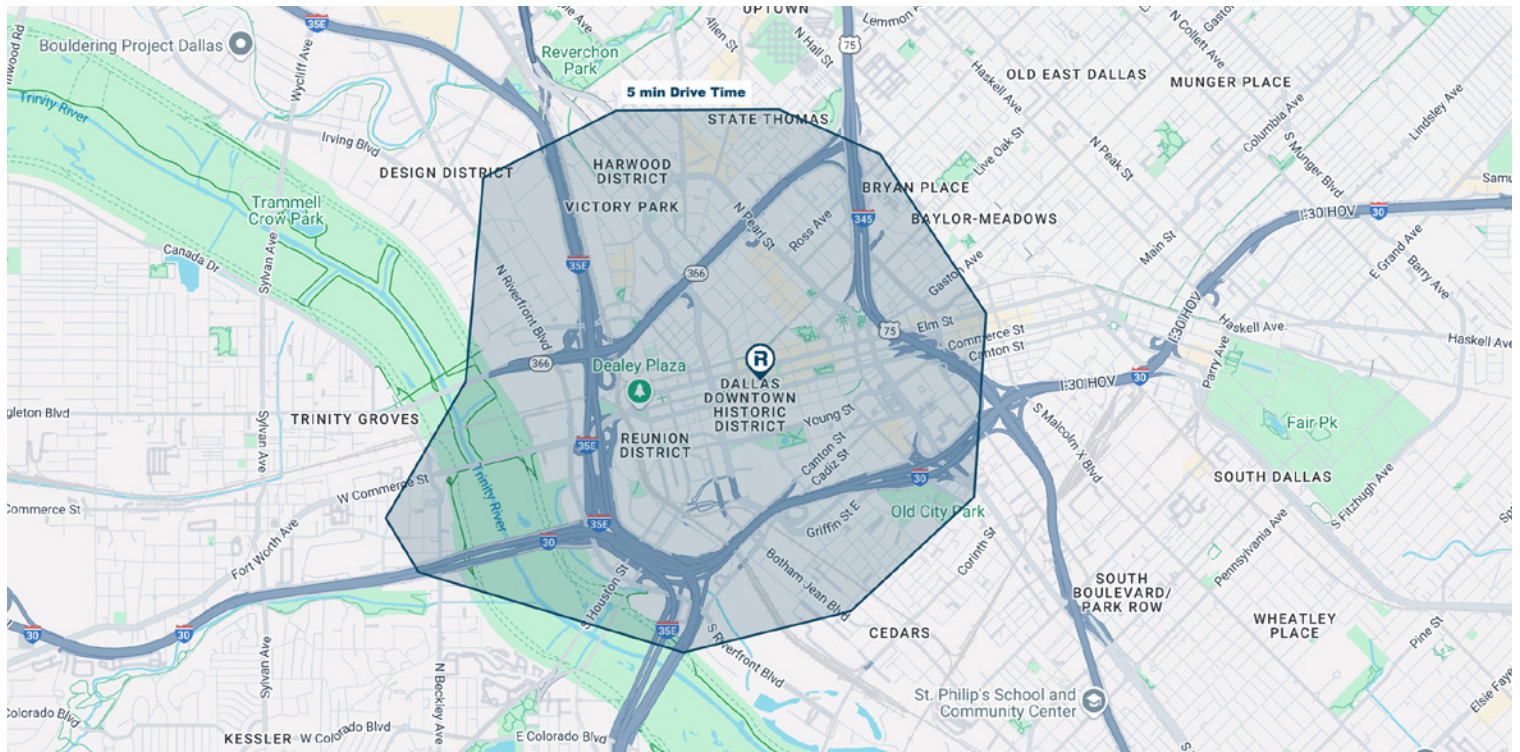
5-Minute Drive Time Demographic Profile

DOWNTOWN DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
September 2024

5-Minute Drive Time • Demographic Snapshot

Downtown Dallas, Texas



Population

2020	17,705
2024	19,661
2029	21,842

Educational Attainment (%)

Graduate or Professional Degree	25.70%
Bachelors Degree	44.50%
Associate Degree	4.97%
Some College	13.32%
High School Graduate (or GED)	7.96%
Some High School, No Degree	1.55%
Less than 9th Grade	2.00%

Income

Average HH	\$123,157
Median HH	\$92,356
Per Capita	\$83,121

Age

0 - 9 Years	4.17%
10 - 17 Years	2.29%
18 - 24 Years	7.57%
25 - 34 Years	41.27%
35 - 44 Years	18.77%
45 - 54 Years	11.32%
55 - 64 Years	9.24%
65 and Older	5.38%
Median Age	33.63
Average Age	36.94

Race Distribution (%)

White	56.76%
Black/African American	19.56%
American Indian/Alaskan	0.65%
Asian	6.83%
Native Hawaiian/Islander	0.06%
Other Race	4.53%
Two or More Races	11.61%
Hispanic	16.63%



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	21,842	
2024 Estimate	19,661	
2020 Census	17,705	
2010 Census	10,291	
Growth 2024 - 2029		11.09%
Growth 2020 - 2024		11.05%
Growth 2010 - 2020		72.04%
2024 Est. Population by Single-Classification Race	19,661	
White Alone	11,159	56.76%
Black or African American Alone	3,846	19.56%
Amer. Indian and Alaska Native Alone	128	0.65%
Asian Alone	1,343	6.83%
Native Hawaiian and Other Pacific Island Alone	12	0.06%
Some Other Race Alone	891	4.53%
Two or More Races	2,282	11.61%
2024 Est. Population by Hispanic or Latino Origin	19,661	
Not Hispanic or Latino	16,392	83.37%
Hispanic or Latino	3,269	16.63%
Mexican	1,971	60.29%
Puerto Rican	155	4.74%
Cuban	23	0.70%
All Other Hispanic or Latino	1,119	34.23%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	3,269	
White Alone	916	28.02%
Black or African American Alone	91	2.78%
American Indian and Alaska Native Alone	51	1.56%
Asian Alone	21	0.64%
Native Hawaiian and Other Pacific Islander Alone	3	0.09%
Some Other Race Alone	822	25.14%
Two or More Races	1,363	41.70%
2024 Est. Pop by Race, Asian Alone, by Category	1,343	
Chinese, except Taiwanese	279	20.77%
Filipino	183	13.63%
Japanese	24	1.79%
Asian Indian	302	22.49%
Korean	142	10.57%
Vietnamese	153	11.39%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	10	0.75%
Thai	8	0.60%
All Other Asian Races Including 2+ Category	242	18.02%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	19,661	
Arab	139	0.71%
Czech	156	0.79%
Danish	53	0.27%
Dutch	139	0.71%
English	2,166	11.02%
French (except Basque)	385	1.96%
French Canadian	22	0.11%
German	1,903	9.68%
Greek	20	0.10%
Hungarian	29	0.15%
Irish	1,624	8.26%
Italian	702	3.57%
Lithuanian	13	0.07%
United States or American	630	3.20%
Norwegian	243	1.24%
Polish	335	1.70%
Portuguese	45	0.23%
Russian	138	0.70%
Scottish	358	1.82%
Scotch-Irish	173	0.88%
Slovak	8	0.04%
Subsaharan African	513	2.61%
Swedish	149	0.76%
Swiss	33	0.17%
Ukrainian	26	0.13%
Welsh	131	0.67%
West Indian (except Hisp. groups)	74	0.38%
Other ancestries	6,123	31.14%
Ancestry Unclassified	3,330	16.94%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	16,160	83.97%
Speak Asian/Pacific Island Language at Home	427	2.22%
Speak IndoEuropean Language at Home	558	2.90%
Speak Spanish at Home	2,030	10.55%
Speak Other Language at Home	22	0.11%

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Downtown Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	19,661	
Age 0 - 4	416	2.12%
Age 5 - 9	403	2.05%
Age 10 - 14	282	1.43%
Age 15 - 17	169	0.86%
Age 18 - 20	394	2.00%
Age 21 - 24	1,095	5.57%
Age 25 - 34	8,114	41.27%
Age 35 - 44	3,690	18.77%
Age 45 - 54	2,225	11.32%
Age 55 - 64	1,816	9.24%
Age 65 - 74	828	4.21%
Age 75 - 84	189	0.96%
Age 85 and over	40	0.20%
Age 16 and over	18,504	94.11%
Age 18 and over	18,390	93.53%
Age 21 and over	17,996	91.53%
Age 65 and over	1,057	5.38%
2024 Est. Median Age		33.63
2024 Est. Average Age		36.94
2024 Est. Population by Sex	19,661	
Male	10,691	54.38%
Female	8,970	45.62%
2024 Est. Male Population by Age	10,691	
Age 0 - 4	216	2.02%
Age 5 - 9	215	2.01%
Age 10 - 14	131	1.22%
Age 15 - 17	85	0.80%
Age 18 - 20	180	1.68%
Age 21 - 24	480	4.49%
Age 25 - 34	4,403	41.18%
Age 35 - 44	2,129	19.91%
Age 45 - 54	1,249	11.68%
Age 55 - 64	1,006	9.41%
Age 65 - 74	481	4.50%
Age 75 - 84	97	0.91%
Age 85 and over	19	0.18%
2024 Est. Median Age, Male		34.13
2024 Est. Average Age, Male		37.37
2024 Est. Female Population by Age	8,970	
Age 0 - 4	200	2.23%
Age 5 - 9	188	2.10%
Age 10 - 14	152	1.70%
Age 15 - 17	84	0.94%
Age 18 - 20	214	2.39%
Age 21 - 24	615	6.86%
Age 25 - 34	3,711	41.37%
Age 35 - 44	1,561	17.40%
Age 45 - 54	976	10.88%
Age 55 - 64	810	9.03%
Age 65 - 74	347	3.87%
Age 75 - 84	92	1.03%
Age 85 and over	21	0.23%
2024 Est. Median Age, Female		33.04
2024 Est. Average Age, Female		36.37

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	11,742	63.27%
Males, Never Married	6,665	35.91%
Females, Never Married	5,077	27.35%
Married, Spouse present	4,012	21.62%
Married, Spouse absent	697	3.75%
Widowed	222	1.20%
Males Widowed	67	0.36%
Females Widowed	155	0.84%
Divorced	1,887	10.17%
Males Divorced	838	4.51%
Females Divorced	1,048	5.65%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	338	2.00%
Some High School, no diploma	262	1.55%
High School Graduate (or GED)	1,345	7.96%
Some College, no degree	2,252	13.32%
Associate Degree	840	4.97%
Bachelor's Degree	7,521	44.50%
Master's Degree	3,093	18.30%
Professional School Degree	982	5.81%
Doctorate Degree	268	1.59%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	150	5.73%
High School Graduate	254	9.70%
Some College or Associate's Degree	618	23.60%
Bachelor's Degree or Higher	1,596	60.94%
Households		
2029 Projection	14,324	
2024 Estimate	12,870	
2020 Census	11,559	
2010 Census	5,926	
Growth 2024 - 2029		11.30%
Growth 2020 - 2024		11.34%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	12,870	
Family Households	2,537	19.71%
Nonfamily Households	10,333	80.29%
2024 Est. Group Quarters Population	592	
2024 Households by Ethnicity, Hispanic/Latino	1,946	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	12,870	
Income < \$15,000	1,259	9.78%
Income \$15,000 - \$24,999	313	2.43%
Income \$25,000 - \$34,999	422	3.28%
Income \$35,000 - \$49,999	809	6.29%
Income \$50,000 - \$74,999	2,326	18.07%
Income \$75,000 - \$99,999	1,816	14.11%
Income \$100,000 - \$124,999	1,438	11.17%
Income \$125,000 - \$149,999	1,139	8.85%
Income \$150,000 - \$199,999	1,399	10.87%
Income \$200,000 - \$249,999	735	5.71%
Income \$250,000 - \$499,999	884	6.87%
Income \$500,000+	329	2.56%
2024 Est. Average Household Income		\$123,157
2024 Est. Median Household Income		\$92,356
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$100,387
Black or African American Alone		\$66,838
American Indian and Alaska Native Alone		\$108,988
Asian Alone		\$96,138
Native Hawaiian and Other Pacific Islander Alone		\$112,500
Some Other Race Alone		\$85,513
Two or More Races		\$105,183
Hispanic or Latino		\$108,436
Not Hispanic or Latino		\$89,766
2024 Est. HH by Type and Presence of Own Child.	12,870	
Family Households with Children	757	5.88%
Family Households without Children	12,113	94.12%
Married-Couple Families	2,174	16.89%
Married-Couple Family, own children	249	1.93%
Married-Couple Family, no own children	1,925	14.96%
Cohabiting-Couple Families	1,093	8.49%
Cohabiting-Couple Family, own children	90	0.70%
Cohabiting-Couple Family, no own children	1,003	7.79%
Male Householder Families	5,110	39.71%
Male Householder, own children	91	0.71%
Male Householder, no own children	111	0.86%
Male Householder, only Nonrelatives	452	3.51%
Male Householder, Living Alone	4,456	34.62%
Female Householder Families	4,493	34.91%
Female Householder, own children	326	2.53%
Female Householder, no own children	247	1.92%
Female Householder, only Nonrelatives	318	2.47%
Female Householder, Living Alone	3,601	27.98%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	12,870	
1-person	8,297	64.47%
2-person	3,656	28.41%
3-person	528	4.10%
4-person	195	1.51%
5-person	111	0.86%
6-person	55	0.43%
7-or-more-person	28	0.22%
2024 Est. Average Household Size		1.48
2024 Est. Households by Number of Vehicles	12,870	
No Vehicles	1,303	10.12%
1 Vehicle	7,974	61.96%
2 Vehicles	3,260	25.33%
3 Vehicles	216	1.68%
4 Vehicles	38	0.30%
5 or more Vehicles	80	0.62%
2024 Est. Average Number of Vehicles		1.2
Family Households		
2029 Projection	2,827	
2024 Estimate	2,537	
2020 Estimate	2,671	
2010 Census	1,162	
Growth 2024 - 2029		11.43%
Growth 2020 - 2024		-5.1%
Growth 2010 - 2020		129.86%
2024 Est. Families by Poverty Status	2,537	
2024 Families at or Above Poverty	2,393	94.32%
2024 Families at or Above Poverty with Children	513	20.22%
2024 Families Below Poverty	144	5.68%
2024 Families Below Poverty with Children	117	4.61%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	15,217	82.24%
Civilian Labor Force, Unemployed	677	3.66%
Armed Forces	0	0.00%
Not in Labor Force	2,610	14.11%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	11,682	75.48%
Non-Profit Private Workers	847	5.47%
Local Government Workers	267	1.73%
State Government Workers	504	3.26%
Federal Government Workers	683	4.41%
Self-Employed Workers	1,474	9.52%
Unpaid Family Workers	21	0.14%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	508	3.28%
Arts/Entertainment/Sports	635	4.10%
Building Grounds Maintenance	146	0.94%
Business/Financial Operations	2,943	19.01%
Community/Social Services	163	1.05%
Computer/Mathematical	1,020	6.59%
Construction/Extraction	339	2.19%
Education/Training/Library	1,102	7.12%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	477	3.08%
Health Practitioner/Technician	691	4.46%
Healthcare Support	139	0.90%
Maintenance Repair	90	0.58%
Legal	323	2.09%
Life/Physical/Social Science	91	0.59%
Management	3,017	19.49%
Office/Admin. Support	1,311	8.47%
Production	300	1.94%
Protective Services	195	1.26%
Sales/Related	1,452	9.38%
Personal Care/Service	175	1.13%
Transportation/Moving	358	2.31%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	13,257	85.66%
Blue Collar	1,087	7.02%
Service and Farm	1,133	7.32%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	8,530	55.83%
Car Pooled	525	3.44%
Public Transportation	523	3.42%
Walked	1,921	12.57%
Bicycle	88	0.58%
Other Means	261	1.71%
Worked at Home	3,431	22.46%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,077	
15 - 29 Minutes	4,849	
30 - 44 Minutes	2,639	
45 - 59 Minutes	816	
60 or more Minutes	619	
2024 Est. Avg Travel Time to Work in Minutes		25
2024 Est. Occupied Housing Units by Tenure	12,870	
Owner Occupied	1,338	10.40%
Renter Occupied	11,532	89.60%
2024 Owner Occ. HUs: Avg. Length of Residence		10.06 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.22 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	1,338	
Value Less than \$20,000	4	0.30%
Value \$20,000 - \$39,999	2	0.15%
Value \$40,000 - \$59,999	1	0.08%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	8	0.60%
Value \$100,000 - \$149,999	14	1.05%
Value \$150,000 - \$199,999	10	0.75%
Value \$200,000 - \$299,999	183	13.68%
Value \$300,000 - \$399,999	200	14.95%
Value \$400,000 - \$499,999	131	9.79%
Value \$500,000 - \$749,999	223	16.67%
Value \$750,000 - \$999,999	165	12.33%
Value \$1,000,000 or \$1,499,999	85	6.35%
Value \$1,500,000 or \$1,999,999	75	5.61%
Value \$2,000,000+	237	17.71%
2024 Est. Median All Owner-Occupied Housing Value		\$615,890
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	302	1.98%
1 Unit Attached	400	2.62%
2 Units	59	0.39%
3 or 4 Units	28	0.18%
5 to 19 Units	427	2.79%
20 to 49 Units	1,160	7.59%
50 or More Units	12,892	84.31%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	24	0.16%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,384	9.05%
Housing Units Built 2010 to 2019	4,432	28.98%
Housing Units Built 2000 to 2009	3,310	21.64%
Housing Units Built 1990 to 1999	1,165	7.62%
Housing Units Built 1980 to 1989	604	3.95%
Housing Units Built 1970 to 1979	755	4.94%
Housing Units Built 1960 to 1969	717	4.69%
Housing Units Built 1950 to 1959	774	5.06%
Housing Units Built 1940 to 1949	238	1.56%
Housing Unit Built 1939 or Earlier	1,913	12.51%
2024 Est. Median Year Structure Built		2005

[†] 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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