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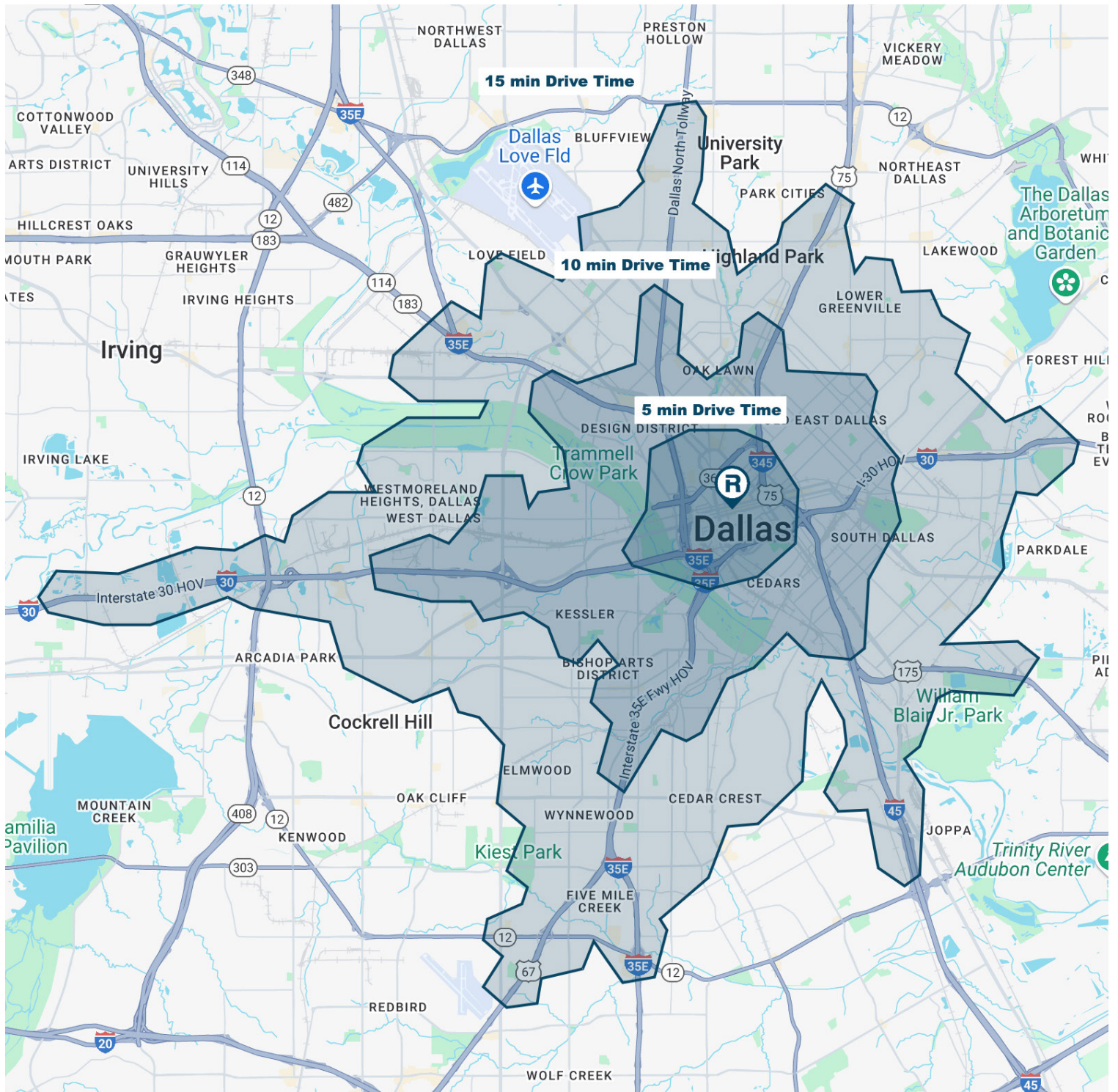
# 5, 10, 15 Minute Drive Times Demographic Profile

DOWNTOWN DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.  
September 2024

# 5, 10, 15 Minute Drive Times

Downtown Dallas, Texas



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**TheRetailCoach.**

# 5, 10, 15 Minute Drive Times • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	5-MINUTE		10-MINUTE		15-MINUTE	
	DATA	%	DATA	%	DATA	%
<b>Population</b>						
2029 Projection	21,842		211,706		802,985	
2024 Estimate	19,661		202,925		796,099	
2020 Census	17,705		195,186		794,986	
2010 Census	10,291		167,073		726,251	
Growth 2024 - 2029		11.09%		4.33%		0.87%
Growth 2020 - 2024		11.05%		3.96%		0.14%
Growth 2010 - 2020		72.04%		16.83%		9.46%
<b>2024 Est. Population by Single-Classification Race</b>	<b>19,661</b>		<b>202,925</b>		<b>796,099</b>	
White Alone	11,159	56.76%	100,362	49.46%	298,654	37.52%
Black or African American Alone	3,846	19.56%	37,000	18.23%	181,539	22.80%
Amer. Indian and Alaska Native Alone	128	0.65%	2,106	1.04%	9,147	1.15%
Asian Alone	1,343	6.83%	9,386	4.62%	28,002	3.52%
Native Hawaiian and Other Pacific Island Alone	12	0.06%	107	0.05%	381	0.05%
Some Other Race Alone	891	4.53%	25,078	12.36%	149,886	18.83%
Two or More Races	2,282	11.61%	28,887	14.24%	128,490	16.14%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>19,661</b>		<b>202,925</b>		<b>796,099</b>	
Not Hispanic or Latino	16,392	83.37%	139,748	68.87%	465,792	58.51%
Hispanic or Latino	3,269	16.63%	63,177	31.13%	330,307	41.49%
Mexican	1,971	60.29%	50,646	80.17%	271,320	82.14%
Puerto Rican	155	4.74%	1,830	2.90%	4,454	1.35%
Cuban	23	0.70%	548	0.87%	2,637	0.80%
All Other Hispanic or Latino	1,119	34.23%	10,153	16.07%	51,895	15.71%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>3,269</b>		<b>63,177</b>		<b>330,307</b>	
White Alone	916	28.02%	14,173	22.43%	64,471	19.52%
Black or African American Alone	91	2.78%	767	1.21%	3,006	0.91%
American Indian and Alaska Native Alone	51	1.56%	1,525	2.41%	7,320	2.22%
Asian Alone	21	0.64%	146	0.23%	480	0.15%
Native Hawaiian and Other Pacific Islander Alone	3	0.09%	32	0.05%	141	0.04%
Some Other Race Alone	822	25.14%	24,326	38.51%	147,057	44.52%
Two or More Races	1,363	41.70%	22,209	35.15%	107,831	32.65%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,343</b>		<b>9,386</b>		<b>28,002</b>	
Chinese, except Taiwanese	279	20.77%	1,698	18.09%	5,622	20.08%
Filipino	183	13.63%	901	9.60%	2,035	7.27%
Japanese	24	1.79%	397	4.23%	758	2.71%
Asian Indian	302	22.49%	2,600	27.70%	7,028	25.10%
Korean	142	10.57%	670	7.14%	1,595	5.70%
Vietnamese	153	11.39%	1,349	14.37%	3,853	13.76%
Cambodian	0	0.00%	59	0.63%	286	1.02%
Hmong	0	0.00%	1	0.01%	13	0.05%
Laotian	10	0.75%	258	2.75%	369	1.32%
Thai	8	0.60%	68	0.72%	741	2.65%
All Other Asian Races Including 2+ Category	242	18.02%	1,385	14.76%	5,704	20.37%

# 5, 10, 15 Minute Drive Times • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	5-MINUTE		10-MINUTE		15-MINUTE	
	DATA	%	DATA	%	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>19,661</b>		<b>202,925</b>		<b>796,099</b>	
Arab	139	0.71%	1,140	0.56%	3,251	0.41%
Czech	156	0.79%	1,279	0.63%	2,811	0.35%
Danish	53	0.27%	407	0.20%	800	0.10%
Dutch	139	0.71%	747	0.37%	2,192	0.28%
English	2,166	11.02%	15,081	7.43%	44,584	5.60%
French (except Basque)	385	1.96%	3,320	1.64%	8,814	1.11%
French Canadian	22	0.11%	242	0.12%	833	0.11%
German	1,903	9.68%	13,966	6.88%	37,966	4.77%
Greek	20	0.10%	454	0.22%	1,402	0.18%
Hungarian	29	0.15%	457	0.23%	987	0.12%
Irish	1,624	8.26%	12,527	6.17%	32,002	4.02%
Italian	702	3.57%	5,633	2.78%	13,624	1.71%
Lithuanian	13	0.07%	268	0.13%	631	0.08%
United States or American	630	3.20%	7,141	3.52%	28,104	3.53%
Norwegian	243	1.24%	1,079	0.53%	3,199	0.40%
Polish	335	1.70%	2,594	1.28%	6,353	0.80%
Portuguese	45	0.23%	489	0.24%	1,052	0.13%
Russian	138	0.70%	819	0.40%	2,187	0.28%
Scottish	358	1.82%	2,957	1.46%	8,376	1.05%
Scotch-Irish	173	0.88%	1,484	0.73%	5,055	0.64%
Slovak	8	0.04%	109	0.05%	266	0.03%
Subsaharan African	513	2.61%	3,105	1.53%	13,366	1.68%
Swedish	149	0.76%	982	0.48%	2,740	0.34%
Swiss	33	0.17%	289	0.14%	1,015	0.13%
Ukrainian	26	0.13%	261	0.13%	654	0.08%
Welsh	131	0.67%	722	0.36%	2,244	0.28%
West Indian (except Hisp. groups)	74	0.38%	697	0.34%	2,261	0.28%
Other ancestries	6,123	31.14%	88,711	43.72%	439,844	55.25%
Ancestry Unclassified	3,330	16.94%	35,967	17.72%	129,484	16.26%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>						
Speak Only English at Home	16,160	83.97%	133,838	68.58%	461,059	61.44%
Speak Asian/Pacific Island Language at Home	427	2.22%	3,623	1.86%	10,372	1.38%
Speak IndoEuropean Language at Home	558	2.90%	4,869	2.50%	13,577	1.81%
Speak Spanish at Home	2,030	10.55%	51,339	26.31%	257,360	34.30%
Speak Other Language at Home	22	0.11%	981	0.50%	6,234	0.83%
<b>2024 Est. Population by Age</b>	<b>19,661</b>		<b>202,925</b>		<b>796,099</b>	
Age 0 - 4	416	2.12%	7,781	3.83%	45,722	5.74%
Age 5 - 9	403	2.05%	7,408	3.65%	46,402	5.83%
Age 10 - 14	282	1.43%	6,932	3.42%	46,898	5.89%
Age 15 - 17	169	0.86%	4,529	2.23%	29,343	3.69%
Age 18 - 20	394	2.00%	6,101	3.01%	33,236	4.17%
Age 21 - 24	1,095	5.57%	11,890	5.86%	45,894	5.76%
Age 25 - 34	8,114	41.27%	61,087	30.10%	152,834	19.20%
Age 35 - 44	3,690	18.77%	33,217	16.37%	116,570	14.64%
Age 45 - 54	2,225	11.32%	22,348	11.01%	91,915	11.55%
Age 55 - 64	1,816	9.24%	20,698	10.20%	84,324	10.59%
Age 65 - 74	828	4.21%	13,550	6.68%	61,941	7.78%
Age 75 - 84	189	0.96%	5,719	2.82%	30,447	3.83%
Age 85 and over	40	0.20%	1,664	0.82%	10,575	1.33%
Age 16 and over	18,504	94.11%	179,303	88.36%	647,312	81.31%
Age 18 and over	18,390	93.53%	176,274	86.87%	627,733	78.85%
Age 21 and over	17,996	91.53%	170,173	83.86%	594,498	74.68%
Age 65 and over	1,057	5.38%	20,933	10.32%	102,962	12.93%
2024 Est. Median Age		33.63		34.25		34.84
2024 Est. Average Age		36.94		37.77		37.39

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DESCRIPTION	5-MINUTE		10-MINUTE		15-MINUTE	
	DATA	%	DATA	%	DATA	%
<b>2024 Est. Population by Sex</b>	<b>19,661</b>		<b>202,925</b>		<b>796,099</b>	
Male	10,691	54.38%	106,433	52.45%	398,084	50.00%
Female	8,970	45.62%	96,492	47.55%	398,015	50.00%
<b>2024 Est. Male Population by Age</b>	<b>10,691</b>		<b>106,433</b>		<b>398,084</b>	
Age 0 - 4	216	2.02%	3,977	3.74%	23,320	5.86%
Age 5 - 9	215	2.01%	3,756	3.53%	23,560	5.92%
Age 10 - 14	131	1.22%	3,536	3.32%	23,948	6.02%
Age 15 - 17	85	0.80%	2,336	2.19%	14,971	3.76%
Age 18 - 20	180	1.68%	2,945	2.77%	16,742	4.21%
Age 21 - 24	480	4.49%	5,262	4.94%	22,309	5.60%
Age 25 - 34	4,403	41.18%	31,496	29.59%	76,644	19.25%
Age 35 - 44	2,129	19.91%	18,397	17.28%	60,160	15.11%
Age 45 - 54	1,249	11.68%	12,559	11.80%	46,875	11.78%
Age 55 - 64	1,006	9.41%	11,712	11.00%	43,097	10.83%
Age 65 - 74	481	4.50%	7,174	6.74%	29,789	7.48%
Age 75 - 84	97	0.91%	2,680	2.52%	13,086	3.29%
Age 85 and over	19	0.18%	601	0.56%	3,582	0.90%
2024 Est. Median Age, Male		34.13		34.97		34.67
2024 Est. Average Age, Male		37.37		38.18		36.87
<b>2024 Est. Female Population by Age</b>	<b>8,970</b>		<b>96,492</b>		<b>398,015</b>	
Age 0 - 4	200	2.23%	3,804	3.94%	22,403	5.63%
Age 5 - 9	188	2.10%	3,652	3.79%	22,842	5.74%
Age 10 - 14	152	1.70%	3,397	3.52%	22,950	5.77%
Age 15 - 17	84	0.94%	2,193	2.27%	14,372	3.61%
Age 18 - 20	214	2.39%	3,156	3.27%	16,494	4.14%
Age 21 - 24	615	6.86%	6,628	6.87%	23,584	5.92%
Age 25 - 34	3,711	41.37%	29,591	30.67%	76,189	19.14%
Age 35 - 44	1,561	17.40%	14,820	15.36%	56,409	14.17%
Age 45 - 54	976	10.88%	9,789	10.15%	45,040	11.32%
Age 55 - 64	810	9.03%	8,985	9.31%	41,226	10.36%
Age 65 - 74	347	3.87%	6,376	6.61%	32,151	8.08%
Age 75 - 84	92	1.03%	3,039	3.15%	17,361	4.36%
Age 85 and over	21	0.23%	1,064	1.10%	6,993	1.76%
2024 Est. Median Age, Female		33.04		33.46		35.03
2024 Est. Average Age, Female		36.37		37.25		37.81
<b>2024 Est. Pop Age 15+ by Marital Status</b>						
Total, Never Married	11,742	63.27%	99,924	55.27%	298,644	45.45%
Males, Never Married	6,665	35.91%	55,604	30.75%	159,040	24.20%
Females, Never Married	5,077	27.35%	44,321	24.51%	139,603	21.25%
Married, Spouse present	4,012	21.62%	48,391	26.76%	224,696	34.20%
Married, Spouse absent	697	3.75%	9,959	5.51%	39,746	6.05%
Widowed	222	1.20%	5,402	2.99%	30,271	4.61%
Males Widowed	67	0.36%	1,397	0.77%	7,187	1.09%
Females Widowed	155	0.84%	4,005	2.21%	23,083	3.51%
Divorced	1,887	10.17%	17,128	9.47%	63,721	9.70%
Males Divorced	838	4.51%	8,061	4.46%	27,068	4.12%
Females Divorced	1,048	5.65%	9,067	5.01%	36,653	5.58%

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Downtown Dallas, Texas

DESCRIPTION	5-MINUTE		10-MINUTE		15-MINUTE	
	DATA	%	DATA	%	DATA	%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>						
Less than 9th grade	338	2.00%	11,322	7.15%	60,820	11.09%
Some High School, no diploma	262	1.55%	10,762	6.80%	48,622	8.86%
High School Graduate (or GED)	1,345	7.96%	22,776	14.39%	118,238	21.55%
Some College, no degree	2,252	13.32%	21,503	13.59%	83,778	15.27%
Associate Degree	840	4.97%	7,692	4.86%	24,755	4.51%
Bachelor's Degree	7,521	44.50%	51,541	32.56%	129,682	23.64%
Master's Degree	3,093	18.30%	21,305	13.46%	52,213	9.52%
Professional School Degree	982	5.81%	8,515	5.38%	22,259	4.06%
Doctorate Degree	268	1.59%	2,867	1.81%	8,236	1.50%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>						
No High School Diploma	150	5.73%	15,148	36.02%	86,424	44.09%
High School Graduate	254	9.70%	8,904	21.17%	51,514	26.28%
Some College or Associate's Degree	618	23.60%	6,627	15.76%	28,667	14.63%
Bachelor's Degree or Higher	1,596	60.94%	11,371	27.04%	29,398	15.00%
<b>Households</b>						
2029 Projection	14,324		112,818		336,431	
2024 Estimate	12,870		106,578		329,868	
2020 Census	11,559		100,639		325,304	
2010 Census	5,926		72,514		275,992	
Growth 2024 - 2029		11.30%		5.86%		1.99%
Growth 2020 - 2024		11.34%		5.90%		1.40%
Growth 2010 - 2020		0.00%		0.00%		0.00%
<b>2024 Est. Households by Household Type</b>						
Family Households	2,537	19.71%	39,295	36.87%	175,933	53.33%
Nonfamily Households	10,333	80.29%	67,283	63.13%	153,935	46.67%
2024 Est. Group Quarters Population	592		7,267		14,826	
2024 Households by Ethnicity, Hispanic/Latino	1,946		23,686		99,772	
<b>2024 Est. Households by Household Income</b>						
Income < \$15,000	1,259	9.78%	11,178	10.49%	39,740	12.05%
Income \$15,000 - \$24,999	313	2.43%	6,658	6.25%	26,135	7.92%
Income \$25,000 - \$34,999	422	3.28%	6,289	5.90%	25,361	7.69%
Income \$35,000 - \$49,999	809	6.29%	9,826	9.22%	39,657	12.02%
Income \$50,000 - \$74,999	2,326	18.07%	18,380	17.25%	55,886	16.94%
Income \$75,000 - \$99,999	1,816	14.11%	12,838	12.05%	36,771	11.15%
Income \$100,000 - \$124,999	1,438	11.17%	9,930	9.32%	25,646	7.78%
Income \$125,000 - \$149,999	1,139	8.85%	7,577	7.11%	18,646	5.65%
Income \$150,000 - \$199,999	1,399	10.87%	8,574	8.05%	20,567	6.24%
Income \$200,000 - \$249,999	735	5.71%	4,765	4.47%	10,897	3.30%
Income \$250,000 - \$499,999	884	6.87%	6,747	6.33%	17,538	5.32%
Income \$500,000+	329	2.56%	3,816	3.58%	13,025	3.95%
2024 Est. Average Household Income		\$123,157		\$115,391		\$105,602
2024 Est. Median Household Income		\$92,356		\$76,592		\$64,321
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>						
White Alone		\$100,387		\$93,109		\$89,967
Black or African American Alone		\$66,838		\$45,210		\$37,898
American Indian and Alaska Native Alone		\$108,988		\$71,944		\$65,700
Asian Alone		\$96,138		\$103,695		\$87,362
Native Hawaiian and Other Pacific Islander Alone		\$112,500		\$75,000		\$73,141
Some Other Race Alone		\$85,513		\$54,231		\$52,688
Two or More Races		\$105,183		\$68,847		\$64,375
Hispanic or Latino		\$108,436		\$62,706		\$55,591
Not Hispanic or Latino		\$89,766		\$82,411		\$69,991



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DESCRIPTION	5-MINUTE		10-MINUTE		15-MINUTE	
	DATA	%	DATA	%	DATA	%
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>12,870</b>		<b>106,578</b>		<b>329,868</b>	
Family Households with Children	757	5.88%	12,253	11.50%	73,247	22.20%
Family Households without Children	12,113	94.12%	94,324	88.50%	256,621	77.79%
<b>Married-Couple Families</b>	<b>2,174</b>	<b>16.89%</b>	<b>24,452</b>	<b>22.94%</b>	<b>107,178</b>	<b>32.49%</b>
Married-Couple Family, own children	249	1.93%	6,892	6.47%	43,102	13.07%
Married-Couple Family, no own children	1,925	14.96%	17,560	16.48%	64,075	19.42%
<b>Cohabiting-Couple Families</b>	<b>1,093</b>	<b>8.49%</b>	<b>9,085</b>	<b>8.52%</b>	<b>22,320</b>	<b>6.77%</b>
Cohabiting-Couple Family, own children	90	0.70%	1,025	0.96%	5,620	1.70%
Cohabiting-Couple Family, no own children	1,003	7.79%	8,060	7.56%	16,700	5.06%
<b>Male Householder Families</b>	<b>5,110</b>	<b>39.71%</b>	<b>36,755</b>	<b>34.49%</b>	<b>87,790</b>	<b>26.61%</b>
Male Householder, own children	91	0.71%	448	0.42%	3,253	0.99%
Male Householder, no own children	111	0.86%	2,138	2.01%	10,433	3.16%
Male Householder, only Nonrelatives	452	3.51%	3,544	3.33%	7,970	2.42%
Male Householder, Living Alone	4,456	34.62%	30,625	28.73%	66,134	20.05%
<b>Female Householder Families</b>	<b>4,493</b>	<b>34.91%</b>	<b>36,285</b>	<b>34.05%</b>	<b>112,580</b>	<b>34.13%</b>
Female Householder, own children	326	2.53%	3,887	3.65%	21,272	6.45%
Female Householder, no own children	247	1.92%	3,945	3.70%	19,922	6.04%
Female Householder, only Nonrelatives	318	2.47%	2,458	2.31%	5,592	1.70%
Female Householder, Living Alone	3,601	27.98%	25,996	24.39%	65,795	19.95%
<b>2024 Est. Households by Household Size</b>	<b>12,870</b>		<b>106,578</b>		<b>329,868</b>	
1-person	8,297	64.47%	56,649	53.15%	125,316	37.99%
2-person	3,656	28.41%	31,044	29.13%	92,552	28.06%
3-person	528	4.10%	7,997	7.50%	40,297	12.22%
4-person	195	1.51%	5,289	4.96%	33,806	10.25%
5-person	111	0.86%	3,029	2.84%	20,534	6.22%
6-person	55	0.43%	1,443	1.35%	9,458	2.87%
7-or-more-person	28	0.22%	1,126	1.06%	7,906	2.40%
2024 Est. Average Household Size		1.48		1.83		2.37
<b>2024 Est. Households by Number of Vehicles</b>	<b>12,870</b>		<b>106,578</b>		<b>329,868</b>	
No Vehicles	1,303	10.12%	9,747	9.15%	33,224	10.07%
1 Vehicle	7,974	61.96%	58,706	55.08%	147,802	44.81%
2 Vehicles	3,260	25.33%	29,707	27.87%	102,602	31.10%
3 Vehicles	216	1.68%	5,865	5.50%	30,899	9.37%
4 Vehicles	38	0.30%	1,890	1.77%	11,271	3.42%
5 or more Vehicles	80	0.62%	663	0.62%	4,070	1.23%
2024 Est. Average Number of Vehicles		1.2		1.4		1.6
<b>Family Households</b>						
2029 Projection	2,827		41,284		177,596	
2024 Estimate	2,537		39,295		175,933	
2020 Estimate	2,671		35,090		172,917	
2010 Census	1,162		28,931		155,958	
Growth 2024 - 2029		11.43%		5.06%		0.95%
Growth 2020 - 2024		-5.1%		11.98%		1.74%
Growth 2010 - 2020		129.86%		21.29%		10.87%
<b>2024 Est. Families by Poverty Status</b>	<b>2,537</b>		<b>39,295</b>		<b>175,933</b>	
2024 Families at or Above Poverty	2,393	94.32%	34,476	87.74%	149,844	85.17%
2024 Families at or Above Poverty with Children	513	20.22%	11,054	28.13%	65,807	37.41%
2024 Families Below Poverty	144	5.68%	4,818	12.26%	26,089	14.83%
2024 Families Below Poverty with Children	117	4.61%	3,651	9.29%	19,407	11.03%

# 5, 10, 15 Minute Drive Times • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	5-MINUTE		10-MINUTE		15-MINUTE	
	DATA	%	DATA	%	DATA	%
<b>2024 Est. Pop 16+ by Employment Status</b>						
Civilian Labor Force, Employed	15,217	82.24%	126,754	70.69%	408,765	63.15%
Civilian Labor Force, Unemployed	677	3.66%	6,823	3.81%	23,340	3.61%
Armed Forces	0	0.00%	108	0.06%	501	0.08%
Not in Labor Force	2,610	14.11%	45,617	25.44%	214,706	33.17%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>						
For-Profit Private Workers	11,682	75.48%	96,015	74.67%	309,093	74.36%
Non-Profit Private Workers	847	5.47%	8,767	6.82%	26,310	6.33%
Local Government Workers	267	1.73%	1,956	1.52%	6,851	1.65%
State Government Workers	504	3.26%	3,410	2.65%	9,423	2.27%
Federal Government Workers	683	4.41%	6,076	4.72%	20,514	4.93%
Self-Employed Workers	1,474	9.52%	12,153	9.45%	42,659	10.26%
Unpaid Family Workers	21	0.14%	216	0.17%	809	0.20%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>						
Architect/Engineer	508	3.28%	3,499	2.72%	7,694	1.85%
Arts/Entertainment/Sports	635	4.10%	5,108	3.97%	12,047	2.90%
Building Grounds Maintenance	146	0.94%	2,788	2.17%	16,763	4.03%
Business/Financial Operations	2,943	19.01%	16,703	12.99%	34,206	8.23%
Community/Social Services	163	1.05%	1,756	1.37%	5,832	1.40%
Computer/Mathematical	1,020	6.59%	5,437	4.23%	12,951	3.12%
Construction/Extraction	339	2.19%	6,898	5.36%	33,718	8.11%
Education/Training/Library	1,102	7.12%	6,156	4.79%	19,291	4.64%
Farming/Fishing/Forestry	0	0.00%	165	0.13%	564	0.14%
Food Prep/Serving	477	3.08%	5,654	4.40%	20,705	4.98%
Health Practitioner/Technician	691	4.46%	8,313	6.46%	20,983	5.05%
Healthcare Support	139	0.90%	2,383	1.85%	11,787	2.84%
Maintenance Repair	90	0.58%	1,879	1.46%	8,768	2.11%
Legal	323	2.09%	3,062	2.38%	8,897	2.14%
Life/Physical/Social Science	91	0.59%	1,673	1.30%	3,977	0.96%
Management	3,017	19.49%	18,462	14.36%	47,216	11.36%
Office/Admin. Support	1,311	8.47%	11,128	8.65%	39,763	9.57%
Production	300	1.94%	3,465	2.69%	18,751	4.51%
Protective Services	195	1.26%	1,184	0.92%	5,467	1.31%
Sales/Related	1,452	9.38%	13,601	10.58%	39,645	9.54%
Personal Care/Service	175	1.13%	2,707	2.10%	8,736	2.10%
Transportation/Moving	358	2.31%	6,571	5.11%	37,900	9.12%
<b>2024 Est. Pop 16+ by Occupation Classification</b>						
White Collar	13,257	85.66%	94,898	73.80%	252,502	60.75%
Blue Collar	1,087	7.02%	18,813	14.63%	99,136	23.85%
Service and Farm	1,133	7.32%	14,882	11.57%	64,022	15.40%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>						
Drove Alone	8,530	55.83%	82,352	65.09%	277,153	67.82%
Car Pooled	525	3.44%	8,814	6.97%	41,335	10.12%
Public Transportation	523	3.42%	2,993	2.37%	10,911	2.67%
Walked	1,921	12.57%	5,305	4.19%	10,833	2.65%
Bicycle	88	0.58%	614	0.49%	994	0.24%
Other Means	261	1.71%	1,853	1.46%	5,800	1.42%
Worked at Home	3,431	22.46%	24,591	19.44%	61,613	15.08%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>						
Less than 15 Minutes	4,077		31,561		85,536	
15 - 29 Minutes	4,849		42,675		144,376	
30 - 44 Minutes	2,639		23,428		84,645	
45 - 59 Minutes	816		6,561		27,000	
60 or more Minutes	619		5,579		25,552	
2024 Est. Avg Travel Time to Work in Minutes		25		25		28



# 5, 10, 15 Minute Drive Times • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	5-MINUTE		10-MINUTE		15-MINUTE	
	DATA	%	DATA	%	DATA	%
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>12,870</b>		<b>106,578</b>		<b>329,868</b>	
Owner Occupied	1,338	10.40%	26,484	24.85%	128,287	38.89%
Renter Occupied	11,532	89.60%	80,094	75.15%	201,581	61.11%
2024 Owner Occ. HUs: Avg. Length of Residence		10.06 <sup>†</sup>		13.52 <sup>†</sup>		16.11 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		5.22 <sup>†</sup>		5.77 <sup>†</sup>		6.69 <sup>†</sup>
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>1,338</b>		<b>26,484</b>		<b>128,287</b>	
Value Less than \$20,000	4	0.30%	368	1.39%	1,583	1.23%
Value \$20,000 - \$39,999	2	0.15%	310	1.17%	2,250	1.75%
Value \$40,000 - \$59,999	1	0.08%	378	1.43%	2,600	2.03%
Value \$60,000 - \$79,999	0	0.00%	447	1.69%	3,497	2.73%
Value \$80,000 - \$99,999	8	0.60%	386	1.46%	4,150	3.23%
Value \$100,000 - \$149,999	14	1.05%	1,574	5.94%	12,742	9.93%
Value \$150,000 - \$199,999	10	0.75%	954	3.60%	10,679	8.32%
Value \$200,000 - \$299,999	183	13.68%	3,436	12.97%	21,597	16.83%
Value \$300,000 - \$399,999	200	14.95%	3,375	12.74%	13,380	10.43%
Value \$400,000 - \$499,999	131	9.79%	3,357	12.68%	9,815	7.65%
Value \$500,000 - \$749,999	223	16.67%	4,849	18.31%	14,314	11.16%
Value \$750,000 - \$999,999	165	12.33%	2,611	9.86%	9,082	7.08%
Value \$1,000,000 or \$1,499,999	85	6.35%	1,828	6.90%	8,727	6.80%
Value \$1,500,000 or \$1,999,999	75	5.61%	925	3.49%	5,043	3.93%
Value \$2,000,000+	237	17.71%	1,686	6.37%	8,828	6.88%
2024 Est. Median All Owner-Occupied Housing Value		\$615,890		\$458,240		\$332,601
<b>2024 Est. Housing Units by Units in Structure</b>						
1 Unit Detached	302	1.98%	23,473	19.53%	150,005	40.91%
1 Unit Attached	400	2.62%	6,930	5.76%	16,011	4.37%
2 Units	59	0.39%	1,808	1.50%	6,313	1.72%
3 or 4 Units	28	0.18%	3,782	3.15%	15,816	4.31%
5 to 19 Units	427	2.79%	15,028	12.50%	59,311	16.18%
20 to 49 Units	1,160	7.59%	12,322	10.25%	30,477	8.31%
50 or More Units	12,892	84.31%	56,403	46.92%	86,375	23.56%
Mobile Home or Trailer	0	0.00%	407	0.34%	2,215	0.60%
Boat, RV, Van, etc.	24	0.16%	64	0.05%	140	0.04%
<b>2024 Est. Housing Units by Year Structure Built</b>						
Housing Units Built 2020 or later	1,384	9.05%	6,936	5.77%	10,418	2.84%
Housing Units Built 2010 to 2019	4,432	28.98%	29,026	24.14%	51,196	13.96%
Housing Units Built 2000 to 2009	3,310	21.64%	21,062	17.52%	46,049	12.56%
Housing Units Built 1990 to 1999	1,165	7.62%	12,856	10.69%	32,095	8.75%
Housing Units Built 1980 to 1989	604	3.95%	8,927	7.43%	35,904	9.79%
Housing Units Built 1970 to 1979	755	4.94%	7,728	6.43%	45,869	12.51%
Housing Units Built 1960 to 1969	717	4.69%	8,530	7.10%	43,914	11.98%
Housing Units Built 1950 to 1959	774	5.06%	7,109	5.91%	48,233	13.16%
Housing Units Built 1940 to 1949	238	1.56%	5,291	4.40%	23,520	6.41%
Housing Unit Built 1939 or Earlier	1,913	12.51%	12,751	10.61%	29,465	8.04%
2024 Est. Median Year Structure Built		2005		1998		1978

<sup>†</sup> 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

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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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