



The **Retail** Coach®

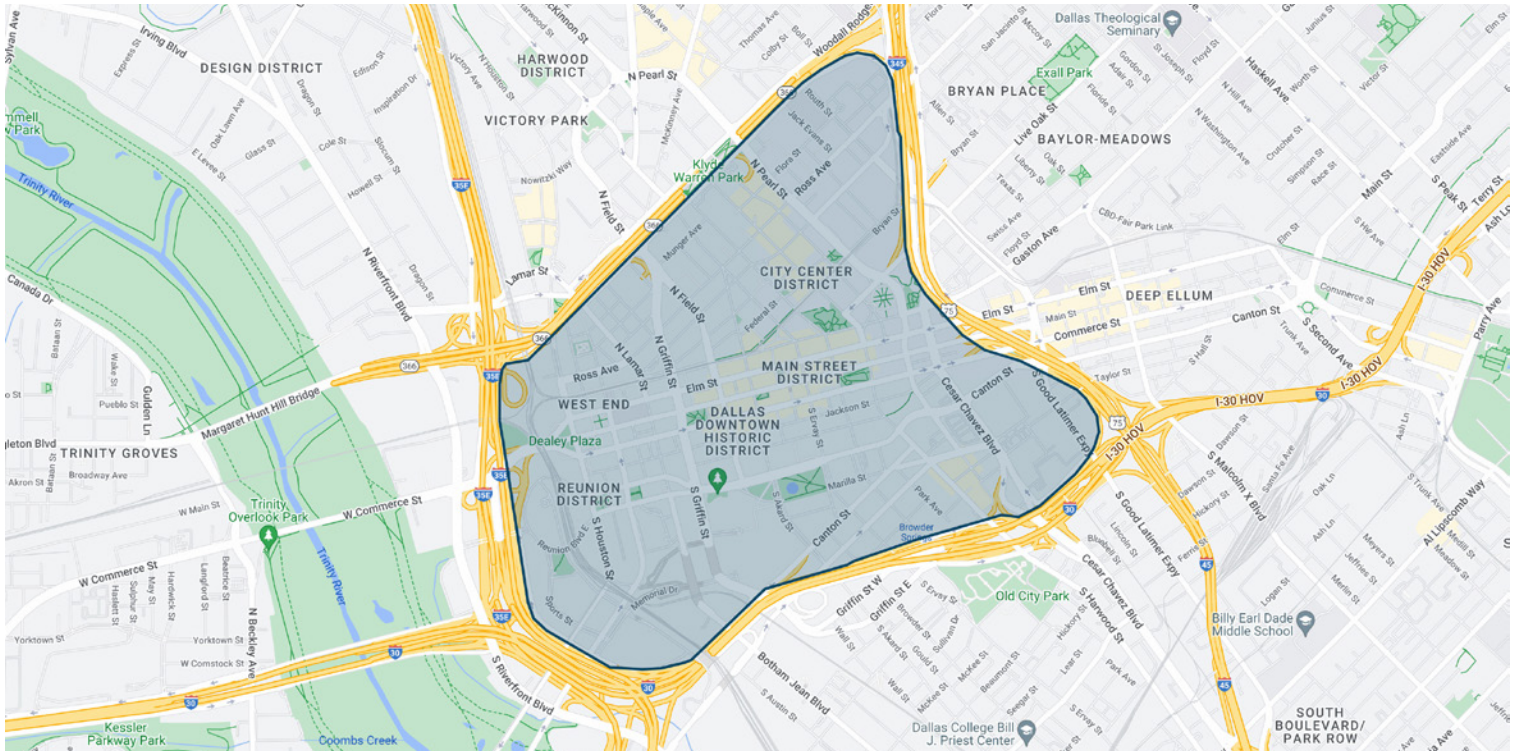
Downtown Demographic Profile

DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
September 2024

Downtown • Demographic Snapshot

Dallas, Texas



Population

2029	17,346
2024	15,193

Daytime Population

Workers	89,419
Residents	2,984

Educational Attainment (%)

Graduate or Professional Degree	24.29%
Bachelors Degree	44.77%
Associate Degree	5.30%
Some College	14.41%
High School Graduate (or GED)	8.52%
Some High School, No Degree	1.26%
Less than 9th Grade	1.45%

Income

Average HH	\$127,721
Median HH	\$95,263
Per Capita	\$88,210

Age

0 - 9 Years	4.07%
10 - 17 Years	2.23%
18 - 24 Years	7.11%
25 - 34 Years	38.79%
35 - 44 Years	19.26%
45 - 54 Years	11.87%
55 - 64 Years	10.16%
65 and Older	6.51%
Median Age	34.39
Average Age	37.91

Race Distribution (%)

White	56.89%
Black/African American	19.99%
American Indian/Alaskan	0.63%
Asian	6.87%
Native Hawaiian/Islander	0.07%
Other Race	4.17%
Two or More Races	11.37%
Hispanic	15.78%



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Downtown • Demographic Profile

Dallas, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	17,346	
2024 Estimate	15,193	
2020 Census	13,248	
2010 Census	7,468	
Growth 2024 - 2029		14.17%
Growth 2020 - 2024		14.68%
Growth 2010 - 2020		77.40%
Daytime Population	92,403	
Workers	89,419	
Residents	2,984	
2024 Est. Population by Single-Classification Race	15,193	
White Alone	8,643	56.89%
Black or African American Alone	3,037	19.99%
Amer. Indian and Alaska Native Alone	96	0.63%
Asian Alone	1,044	6.87%
Native Hawaiian and Other Pacific Island Alone	10	0.07%
Some Other Race Alone	634	4.17%
Two or More Races	1,728	11.37%
2024 Est. Population by Hispanic or Latino Origin	15,193	
Not Hispanic or Latino	12,796	84.22%
Hispanic or Latino	2,397	15.78%
Mexican	1,492	62.25%
Puerto Rican	97	4.06%
Cuban	30	1.25%
All Other Hispanic or Latino	778	32.44%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	2,397	
White Alone	647	27.01%
Black or African American Alone	70	2.93%
American Indian and Alaska Native Alone	40	1.68%
Asian Alone	16	0.65%
Native Hawaiian and Other Pacific Islander Alone	3	0.13%
Some Other Race Alone	591	24.68%
Two or More Races	1,029	42.93%
2024 Est. Pop by Race, Asian Alone, by Category	1,044	
Chinese, except Taiwanese	294	28.12%
Filipino	164	15.74%
Japanese	0	0.00%
Asian Indian	249	23.86%
Korean	98	9.41%
Vietnamese	110	10.50%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	30	2.87%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	99	9.51%
2024 Est. Population by Ancestry	15,193	
Arab	131	0.86%

DESCRIPTION	DATA	%
Czech	108	0.71%
Danish	9	0.06%
Dutch	126	0.83%
English	1,720	11.32%
French (except Basque)	451	2.97%
French Canadian	46	0.30%
German	1,424	9.37%
Greek	15	0.10%
Hungarian	7	0.05%
Irish	1,141	7.51%
Italian	430	2.83%
Lithuanian	12	0.08%
United States or American	748	4.92%
Norwegian	227	1.49%
Polish	198	1.30%
Portuguese	0	0.00%
Russian	130	0.86%
Scottish	299	1.97%
Scotch-Irish	139	0.91%
Slovak	12	0.08%
Subsaharan African	296	1.95%
Swedish	150	0.99%
Swiss	34	0.23%
Ukrainian	32	0.21%
Welsh	115	0.76%
West Indian (except Hisp. groups)	76	0.50%
Other ancestries	4,698	30.92%
Ancestry Unclassified	2,422	15.94%
2024 Est. Pop Age 5+ by Language Spoken At Home	14,884	
Speak Only English at Home	12,389	83.24%
Speak Asian/Pacific Island Language at Home	364	2.45%
Speak IndoEuropean Language at Home	462	3.11%
Speak Spanish at Home	1,628	10.94%
Speak Other Language at Home	6	0.04%



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Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	15,193	
Age 0 - 4	309	2.04%
Age 5 - 9	309	2.04%
Age 10 - 14	214	1.41%
Age 15 - 17	125	0.82%
Age 18 - 20	289	1.90%
Age 21 - 24	791	5.21%
Age 25 - 34	5,894	38.79%
Age 35 - 44	2,926	19.26%
Age 45 - 54	1,803	11.87%
Age 55 - 64	1,544	10.16%
Age 65 - 74	786	5.17%
Age 75 - 84	175	1.15%
Age 85 and over	28	0.18%
Age 16 and over	14,319	94.25%
Age 18 and over	14,236	93.70%
Age 21 and over	13,947	91.80%
Age 65 and over	989	6.51%
2024 Est. Median Age		34.39
2024 Est. Average Age		37.91
2024 Est. Population by Sex	15,193	
Male	8,206	54.01%
Female	6,987	45.99%

2024 Est. Male Population by Age	8,206	
Age 0 - 4	163	1.99%
Age 5 - 9	171	2.08%
Age 10 - 14	95	1.16%
Age 15 - 17	54	0.66%
Age 18 - 20	120	1.46%
Age 21 - 24	320	3.89%
Age 25 - 34	3,226	39.32%
Age 35 - 44	1,668	20.33%
Age 45 - 54	999	12.17%
Age 55 - 64	832	10.14%
Age 65 - 74	462	5.63%
Age 75 - 84	85	1.03%
Age 85 and over	11	0.14%
2024 Est. Median Age, Male		34.85
2024 Est. Average Age, Male		38.29

2024 Est. Female Population by Age	6,987	
Age 0 - 4	146	2.09%
Age 5 - 9	139	1.98%
Age 10 - 14	119	1.70%
Age 15 - 17	71	1.02%
Age 18 - 20	169	2.41%
Age 21 - 24	472	6.75%
Age 25 - 34	2,668	38.18%
Age 35 - 44	1,258	18.01%
Age 45 - 54	804	11.51%
Age 55 - 64	711	10.18%
Age 65 - 74	324	4.63%
Age 75 - 84	90	1.29%
Age 85 and over	17	0.24%
2024 Est. Median Age, Female		33.82
2024 Est. Average Age, Female		37.43

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,671	60.38%
Males, Never Married	4,773	33.24%
Females, Never Married	3,898	27.15%
Married, Spouse present	3,096	21.56%
Married, Spouse absent	671	4.67%
Widowed	216	1.51%
Males Widowed	51	0.35%
Females Widowed	165	1.15%
Divorced	1,706	11.88%
Males Divorced	876	6.10%
Females Divorced	830	5.78%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	191	1.45%
Some High School, no diploma	166	1.26%
High School Graduate (or GED)	1,121	8.52%
Some College, no degree	1,895	14.41%
Associate Degree	697	5.30%
Bachelor's Degree	5,890	44.77%
Master's Degree	2,290	17.41%
Professional School Degree	689	5.24%
Doctorate Degree	217	1.65%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	106	5.08%
High School Graduate	195	9.41%
Some College or Associate's Degree	579	27.91%
Bachelor's Degree or Higher	1,195	57.60%
Households		
2029 Projection	11,283	
2024 Estimate	10,156	
2020 Census	8,658	
2010 Census	4,696	
Growth 2024 - 2029		11.10%
Growth 2020 - 2024		17.30%
Growth 2010 - 2020		84.37%
2024 Est. Households by Household Type	10,156	
Family Households	1,930	19.00%
Nonfamily Households	8,226	81.00%
2024 Est. Group Quarters Population	488	
2024 Households by Ethnicity, Hispanic/Latino	1,401	



Downtown • Demographic Profile

Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	10,156	
Income < \$15,000	1,057	10.41%
Income \$15,000 - \$24,999	199	1.96%
Income \$25,000 - \$34,999	362	3.56%
Income \$35,000 - \$49,999	523	5.15%
Income \$50,000 - \$74,999	1,684	16.58%
Income \$75,000 - \$99,999	1,525	15.02%
Income \$100,000 - \$124,999	1,267	12.48%
Income \$125,000 - \$149,999	839	8.26%
Income \$150,000 - \$199,999	1,042	10.26%
Income \$200,000 - \$249,999	566	5.57%
Income \$250,000 - \$499,999	769	7.57%
Income \$500,000+	323	3.18%
2024 Est. Average Household Income		\$127,721
2024 Est. Median Household Income		\$95,263
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$99,491
Black or African American Alone		\$68,715
American Indian and Alaska Native Alone		\$104,399
Asian Alone		\$120,239
Native Hawaiian and Other Pacific Islander Alone		\$112,500
Some Other Race Alone		\$96,675
Two or More Races		\$103,677
Hispanic or Latino		\$108,995
Not Hispanic or Latino		\$93,120
2024 Est. HH by Type and Presence of Own Child.	1,930	
Family Households with Children	76	3.92%
Family Households without Children	1,854	96.09%
Married-Couple Families	316	16.36%
Married-Couple Family, own children	21	1.11%
Married-Couple Family, no own children	294	15.26%
Cohabiting-Couple Families	158	8.20%
Cohabiting-Couple Family, own children	9	0.47%
Cohabiting-Couple Family, no own children	149	7.74%
Male Householder Families	790	40.91%
Male Householder, own children	14	0.74%
Male Householder, no own children	12	0.60%
Male Householder, only Nonrelatives	76	3.96%
Male Householder, Living Alone	687	35.62%
Female Householder Families	666	34.53%
Female Householder, own children	31	1.61%
Female Householder, no own children	41	2.13%
Female Householder, only Nonrelatives	34	1.74%
Female Householder, Living Alone	561	29.05%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	10,156	
1-person	6,562	64.61%
2-person	2,883	28.39%
3-person	411	4.05%
4-person	166	1.64%
5-person	80	0.79%
6-person	35	0.34%
7-or-more-person	19	0.19%
2024 Est. Average Household Size		1.45
2024 Est. Households by Number of Vehicles	10,156	
No Vehicles	1,322	13.02%
1 Vehicle	6,342	62.45%
2 Vehicles	2,263	22.29%
3 Vehicles	107	1.06%
4 Vehicles	51	0.51%
5 or more Vehicles	69	0.68%
2024 Est. Average Number of Vehicles		1.15
Family Households		
2029 Projection	2,051	
2024 Estimate	1,930	
2020 Estimate	2,112	
2010 Census	887	
Growth 2024 - 2029		6.27%
Growth 2020 - 2024		-8.62%
Growth 2010 - 2020		138.11%
2024 Est. Families by Poverty Status	1,930	
2024 Families at or Above Poverty	1,854	96.08%
2024 Families at or Above Poverty with Children	252	13.08%
2024 Families Below Poverty	76	3.92%
2024 Families Below Poverty with Children	63	3.27%
2024 Est. Pop 16+ by Employment Status	14,319	
Civilian Labor Force, Employed	11,636	81.26%
Civilian Labor Force, Unemployed	567	3.96%
Armed Forces	0	0.00%
Not in Labor Force	2,117	14.78%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	11,636	
For-Profit Private Workers	8,762	75.30%
Non-Profit Private Workers	641	5.51%
Local Government Workers	166	1.43%
State Government Workers	402	3.45%
Federal Government Workers	475	4.08%
Self-Employed Workers	1,172	10.07%
Unpaid Family Workers	20	0.17%



Downtown • Demographic Profile

Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	11,636	
Architect/Engineer	413	3.55%
Arts/Entertainment/Sports	547	4.70%
Building Grounds Maintenance	140	1.20%
Business/Financial Operations	1,823	15.67%
Community/Social Services	127	1.09%
Computer/Mathematical	788	6.77%
Construction/Extraction	294	2.52%
Education/Training/Library	705	6.06%
Farming/Fishing/Forestry	-	0.00%
Food Prep/Serving	471	4.05%
Health Practitioner/Technician	545	4.68%
Healthcare Support	75	0.65%
Maintenance Repair	28	0.24%
Legal	312	2.68%
Life/Physical/Social Science	63	0.54%
Management	2,403	20.65%
Office/Admin. Support	1,113	9.57%
Production	225	1.93%
Protective Services	163	1.40%
Sales/Related	892	7.67%
Personal Care/Service	142	1.22%
Transportation/Moving	369	3.17%
2024 Est. Pop 16+ by Occupation Classification	11,636	
White Collar	9,731	83.63%
Blue Collar	915	7.86%
Service and Farm	991	8.52%
2024 Est. Workers Age 16+ by Transp. to Work	11,636	
Drove Alone	6,420	55.18%
Car Pooled	388	3.34%
Public Transportation	466	4.01%
Walked	1,640	14.10%
Bicycle	74	0.64%
Other Means	182	1.56%
Worked at Home	2,464	21.18%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,890	31.51%
15 - 29 Minutes	3,560	38.81%
30 - 44 Minutes	1,610	17.55%
45 - 59 Minutes	608	6.63%
60 or more Minutes	504	5.50%
2024 Est. Avg Travel Time to Work in Minutes		25.01
2024 Est. Occupied Housing Units by Tenure	10,156	
Owner Occupied	1,164	11.46%
Renter Occupied	8,992	88.54%
2024 Owner Occ. HUs: Avg. Length of Residence		10.26 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.25 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	1,164	
Value Less than \$20,000	7	0.63%
Value \$20,000 - \$39,999	1	0.09%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	5	0.45%
Value \$100,000 - \$149,999	13	1.08%
Value \$150,000 - \$199,999	9	0.81%
Value \$200,000 - \$299,999	189	16.26%
Value \$300,000 - \$399,999	219	18.79%
Value \$400,000 - \$499,999	111	9.58%
Value \$500,000 - \$749,999	215	18.43%
Value \$750,000 - \$999,999	169	14.54%
Value \$1,000,000 or \$1,499,999	68	5.87%
Value \$1,500,000 or \$1,999,999	46	3.98%
Value \$2,000,000+	110	9.49%
2024 Est. Median All Owner-Occupied Housing Value		\$526,958
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	191	1.89%
1 Unit Attached	367	3.61%
2 Units	61	0.60%
3 or 4 Units	23	0.23%
5 to 19 Units	206	2.03%
20 to 49 Units	831	8.18%
50 or More Units	8,457	83.27%
Mobile Home or Trailer	0	0.00%
Boat, RV, Van, etc.	21	0.21%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	944	9.29%
Housing Units Built 2010 to 2019	2,342	23.06%
Housing Units Built 2000 to 2009	1,810	17.82%
Housing Units Built 1990 to 1999	1,142	11.25%
Housing Units Built 1980 to 1989	435	4.29%
Housing Units Built 1970 to 1979	685	6.75%
Housing Units Built 1960 to 1969	587	5.78%
Housing Units Built 1950 to 1959	653	6.43%
Housing Units Built 1940 to 1949	202	1.99%
Housing Unit Built 1939 or Earlier	1,357	13.36%
2024 Est. Median Year Structure Built		2000

[†] 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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