



The**Retail**Coach®

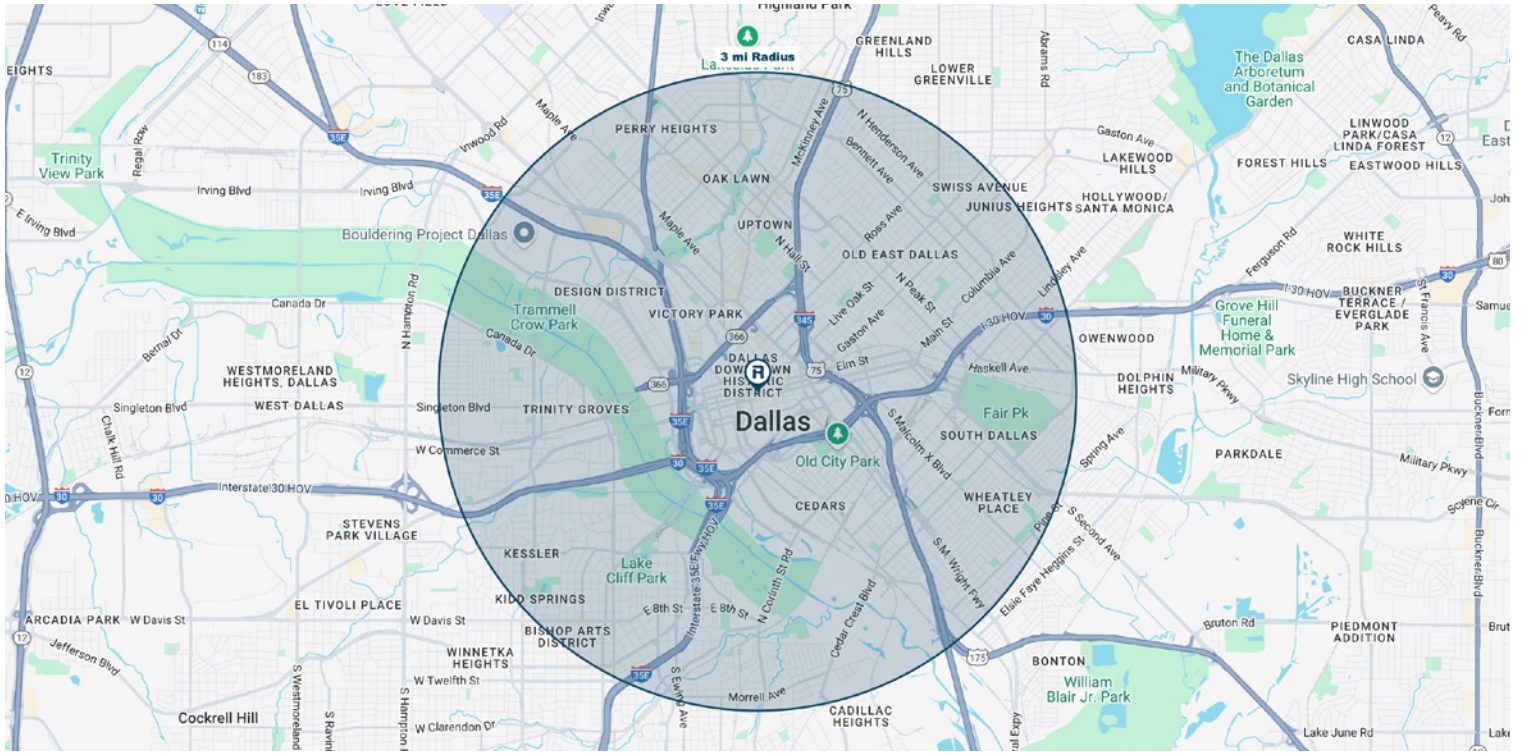
3-Mile Radial Demographic Profile

DOWNTOWN DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
September 2024

3-Mile Radial • Demographic Snapshot

Downtown Dallas, Texas



Population

2020	165,676
2024	173,394
2029	181,878

Educational Attainment (%)

Graduate or Professional Degree	20.82%
Bachelors Degree	33.26%
Associate Degree	5.06%
Some College	13.85%
High School Graduate (or GED)	13.97%
Some High School, No Degree	6.62%
Less than 9th Grade	6.43%

Income

Average HH	\$114,543
Median HH	\$77,480
Per Capita	\$64,887

Age

0 - 9 Years	6.95%
10 - 17 Years	5.01%
18 - 24 Years	8.68%
25 - 34 Years	32.43%
35 - 44 Years	16.79%
45 - 54 Years	10.85%
55 - 64 Years	9.82%
65 and Older	9.47%
Median Age	33.98
Average Age	37.52

Race Distribution (%)

White	50.16%
Black/African American	18.96%
American Indian/Alaskan	1.00%
Asian	4.72%
Native Hawaiian/Islander	0.06%
Other Race	11.29%
Two or More Races	13.81%
Hispanic	29.22%



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3-Mile Radial • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	181,878	
2024 Estimate	173,394	
2020 Census	165,676	
2010 Census	139,826	
Growth 2024 - 2029		4.89%
Growth 2020 - 2024		4.66%
Growth 2010 - 2020		18.49%
2024 Est. Population by Single-Classification Race	173,394	
White Alone	86,974	50.16%
Black or African American Alone	32,881	18.96%
Amer. Indian and Alaska Native Alone	1,734	1.00%
Asian Alone	8,177	4.72%
Native Hawaiian and Other Pacific Island Alone	105	0.06%
Some Other Race Alone	19,583	11.29%
Two or More Races	23,941	13.81%
2024 Est. Population by Hispanic or Latino Origin	173,394	
Not Hispanic or Latino	122,728	70.78%
Hispanic or Latino	50,666	29.22%
Mexican	40,239	79.42%
Puerto Rican	1,653	3.26%
Cuban	425	0.84%
All Other Hispanic or Latino	8,349	16.48%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	50,666	
White Alone	11,601	22.90%
Black or African American Alone	715	1.41%
American Indian and Alaska Native Alone	1,224	2.42%
Asian Alone	138	0.27%
Native Hawaiian and Other Pacific Islander Alone	29	0.06%
Some Other Race Alone	18,932	37.37%
Two or More Races	18,028	35.58%
2024 Est. Pop by Race, Asian Alone, by Category	8,177	
Chinese, except Taiwanese	1,336	16.34%
Filipino	688	8.41%
Japanese	363	4.44%
Asian Indian	2,465	30.14%
Korean	604	7.39%
Vietnamese	1,264	15.46%
Cambodian	71	0.87%
Hmong	1	0.01%
Laotian	235	2.87%
Thai	57	0.70%
All Other Asian Races Including 2+ Category	1,091	13.34%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	173,394	
Arab	973	0.56%
Czech	1,012	0.58%
Danish	326	0.19%
Dutch	639	0.37%
English	12,960	7.47%
French (except Basque)	2,930	1.69%
French Canadian	204	0.12%
German	12,325	7.11%
Greek	401	0.23%
Hungarian	411	0.24%
Irish	10,687	6.16%
Italian	4,957	2.86%
Lithuanian	272	0.16%
United States or American	6,327	3.65%
Norwegian	983	0.57%
Polish	2,302	1.33%
Portuguese	433	0.25%
Russian	723	0.42%
Scottish	2,573	1.48%
Scotch-Irish	1,132	0.65%
Slovak	69	0.04%
Subsaharan African	2,728	1.57%
Swedish	814	0.47%
Swiss	242	0.14%
Ukrainian	167	0.10%
Welsh	674	0.39%
West Indian (except Hisp. groups)	723	0.42%
Other ancestries	74,385	42.90%
Ancestry Unclassified	31,021	17.89%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	118,050	70.62%
Speak Asian/Pacific Island Language at Home	3,250	1.94%
Speak IndoEuropean Language at Home	4,147	2.48%
Speak Spanish at Home	40,355	24.14%
Speak Other Language at Home	905	0.54%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	173,394	
Age 0 - 4	6,224	3.59%
Age 5 - 9	5,825	3.36%
Age 10 - 14	5,218	3.01%
Age 15 - 17	3,470	2.00%
Age 18 - 20	4,907	2.83%
Age 21 - 24	10,143	5.85%
Age 25 - 34	56,225	32.43%
Age 35 - 44	29,116	16.79%
Age 45 - 54	18,809	10.85%
Age 55 - 64	17,035	9.82%
Age 65 - 74	10,820	6.24%
Age 75 - 84	4,411	2.54%
Age 85 and over	1,191	0.69%
Age 16 and over	154,974	89.38%
Age 18 and over	152,657	88.04%
Age 21 and over	147,750	85.21%
Age 65 and over	16,422	9.47%
2024 Est. Median Age		33.98
2024 Est. Average Age		37.52
2024 Est. Population by Sex	173,394	
Male	91,580	52.82%
Female	81,814	47.18%
2024 Est. Male Population by Age	91,580	
Age 0 - 4	3,176	3.47%
Age 5 - 9	2,960	3.23%
Age 10 - 14	2,651	2.89%
Age 15 - 17	1,793	1.96%
Age 18 - 20	2,347	2.56%
Age 21 - 24	4,436	4.84%
Age 25 - 34	29,178	31.86%
Age 35 - 44	16,281	17.78%
Age 45 - 54	10,735	11.72%
Age 55 - 64	9,714	10.61%
Age 65 - 74	5,774	6.30%
Age 75 - 84	2,092	2.28%
Age 85 and over	442	0.48%
2024 Est. Median Age, Male		34.73
2024 Est. Average Age, Male		38.01
2024 Est. Female Population by Age	81,814	
Age 0 - 4	3,048	3.73%
Age 5 - 9	2,865	3.50%
Age 10 - 14	2,567	3.14%
Age 15 - 17	1,677	2.05%
Age 18 - 20	2,560	3.13%
Age 21 - 24	5,707	6.98%
Age 25 - 34	27,047	33.06%
Age 35 - 44	12,834	15.69%
Age 45 - 54	8,074	9.87%
Age 55 - 64	7,320	8.95%
Age 65 - 74	5,046	6.17%
Age 75 - 84	2,320	2.84%
Age 85 and over	749	0.92%
2024 Est. Median Age, Female		33.17
2024 Est. Average Age, Female		36.91

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	89,175	57.12%
Males, Never Married	49,503	31.71%
Females, Never Married	39,672	25.41%
Married, Spouse present	39,398	25.23%
Married, Spouse absent	8,315	5.33%
Widowed	4,394	2.81%
Males Widowed	1,260	0.81%
Females Widowed	3,134	2.01%
Divorced	14,845	9.51%
Males Divorced	7,210	4.62%
Females Divorced	7,634	4.89%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	8,849	6.43%
Some High School, no diploma	9,110	6.62%
High School Graduate (or GED)	19,227	13.97%
Some College, no degree	19,053	13.85%
Associate Degree	6,959	5.06%
Bachelor's Degree	45,764	33.26%
Master's Degree	18,843	13.69%
Professional School Degree	7,380	5.36%
Doctorate Degree	2,422	1.76%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	11,479	33.51%
High School Graduate	7,188	20.98%
Some College or Associate's Degree	5,292	15.45%
Bachelor's Degree or Higher	10,296	30.06%
Households		
2029 Projection	100,481	
2024 Estimate	94,533	
2020 Census	88,772	
2010 Census	62,592	
Growth 2024 - 2029		6.29%
Growth 2020 - 2024		6.49%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	94,533	
Family Households	33,389	35.32%
Nonfamily Households	61,144	64.68%
2024 Est. Group Quarters Population	6,517	
2024 Households by Ethnicity, Hispanic/Latino	19,887	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	94,533	
Income < \$15,000	9,886	10.46%
Income \$15,000 - \$24,999	5,705	6.04%
Income \$25,000 - \$34,999	5,454	5.77%
Income \$35,000 - \$49,999	8,593	9.09%
Income \$50,000 - \$74,999	16,293	17.23%
Income \$75,000 - \$99,999	11,633	12.31%
Income \$100,000 - \$124,999	8,785	9.29%
Income \$125,000 - \$149,999	6,838	7.23%
Income \$150,000 - \$199,999	7,941	8.40%
Income \$200,000 - \$249,999	4,403	4.66%
Income \$250,000 - \$499,999	5,957	6.30%
Income \$500,000+	3,046	3.22%
2024 Est. Average Household Income		\$114,543
2024 Est. Median Household Income		\$77,480
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$92,193
Black or African American Alone		\$45,844
American Indian and Alaska Native Alone		\$74,254
Asian Alone		\$113,362
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$55,116
Two or More Races		\$70,999
Hispanic or Latino		\$63,431
Not Hispanic or Latino		\$82,441
2024 Est. HH by Type and Presence of Own Child.	94,533	
Family Households with Children	9,610	10.17%
Family Households without Children	84,923	89.83%
Married-Couple Families	20,241	21.41%
Married-Couple Family, own children	5,029	5.32%
Married-Couple Family, no own children	15,212	16.09%
Cohabiting-Couple Families	8,198	8.67%
Cohabiting-Couple Family, own children	858	0.91%
Cohabiting-Couple Family, no own children	7,340	7.76%
Male Householder Families	33,764	35.72%
Male Householder, own children	384	0.41%
Male Householder, no own children	1,766	1.87%
Male Householder, only Nonrelatives	3,241	3.43%
Male Householder, Living Alone	28,373	30.01%
Female Householder Families	32,331	34.20%
Female Householder, own children	3,339	3.53%
Female Householder, no own children	3,227	3.41%
Female Householder, only Nonrelatives	2,327	2.46%
Female Householder, Living Alone	23,438	24.79%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	94,533	
1-person	51,910	54.91%
2-person	27,737	29.34%
3-person	6,664	7.05%
4-person	3,992	4.22%
5-person	2,298	2.43%
6-person	1,082	1.14%
7-or-more-person	850	0.90%
2024 Est. Average Household Size		1.77
2024 Est. Households by Number of Vehicles	94,533	
No Vehicles	8,908	9.42%
1 Vehicle	53,229	56.31%
2 Vehicles	25,671	27.16%
3 Vehicles	4,787	5.06%
4 Vehicles	1,381	1.46%
5 or more Vehicles	557	0.59%
2024 Est. Average Number of Vehicles		1.4
Family Households		
2029 Projection	35,382	
2024 Estimate	33,389	
2020 Estimate	28,625	
2010 Census	23,529	
Growth 2024 - 2029		5.97%
Growth 2020 - 2024		16.64%
Growth 2010 - 2020		21.66%
2024 Est. Families by Poverty Status	33,389	
2024 Families at or Above Poverty	29,148	87.30%
2024 Families at or Above Poverty with Children	9,021	27.02%
2024 Families Below Poverty	4,241	12.70%
2024 Families Below Poverty with Children	3,181	9.53%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	112,308	72.47%
Civilian Labor Force, Unemployed	5,898	3.81%
Armed Forces	87	0.06%
Not in Labor Force	36,681	23.67%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	85,328	74.91%
Non-Profit Private Workers	7,850	6.89%
Local Government Workers	1,618	1.42%
State Government Workers	2,858	2.51%
Federal Government Workers	5,482	4.81%
Self-Employed Workers	10,592	9.30%
Unpaid Family Workers	177	0.16%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,183	2.79%
Arts/Entertainment/Sports	4,617	4.05%
Building Grounds Maintenance	2,275	2.00%
Business/Financial Operations	15,417	13.54%
Community/Social Services	1,560	1.37%
Computer/Mathematical	5,052	4.43%
Construction/Extraction	5,690	5.00%
Education/Training/Library	5,475	4.81%
Farming/Fishing/Forestry	121	0.11%
Food Prep/Serving	5,185	4.55%
Health Practitioner/Technician	7,459	6.55%
Healthcare Support	1,866	1.64%
Maintenance Repair	1,322	1.16%
Legal	2,624	2.30%
Life/Physical/Social Science	1,408	1.24%
Management	16,639	14.61%
Office/Admin. Support	9,939	8.73%
Production	2,652	2.33%
Protective Services	1,041	0.91%
Sales/Related	12,058	10.59%
Personal Care/Service	2,384	2.09%
Transportation/Moving	5,936	5.21%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	85,432	75.00%
Blue Collar	15,600	13.70%
Service and Farm	12,872	11.30%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	72,272	64.26%
Car Pooled	7,393	6.57%
Public Transportation	2,893	2.57%
Walked	5,166	4.59%
Bicycle	627	0.56%
Other Means	1,695	1.51%
Worked at Home	22,427	19.94%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	27,658	
15 - 29 Minutes	37,799	
30 - 44 Minutes	20,635	
45 - 59 Minutes	6,044	
60 or more Minutes	5,002	
2024 Est. Avg Travel Time to Work in Minutes		26
2024 Est. Occupied Housing Units by Tenure	94,533	
Owner Occupied	21,520	22.76%
Renter Occupied	73,013	77.24%
2024 Owner Occ. HUs: Avg. Length of Residence		13.19 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.73 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	21,520	
Value Less than \$20,000	294	1.37%
Value \$20,000 - \$39,999	219	1.02%
Value \$40,000 - \$59,999	358	1.66%
Value \$60,000 - \$79,999	387	1.80%
Value \$80,000 - \$99,999	334	1.55%
Value \$100,000 - \$149,999	1,173	5.45%
Value \$150,000 - \$199,999	790	3.67%
Value \$200,000 - \$299,999	2,716	12.62%
Value \$300,000 - \$399,999	2,952	13.72%
Value \$400,000 - \$499,999	3,042	14.14%
Value \$500,000 - \$749,999	4,351	20.22%
Value \$750,000 - \$999,999	2,138	9.94%
Value \$1,000,000 or \$1,499,999	1,161	5.39%
Value \$1,500,000 or \$1,999,999	523	2.43%
Value \$2,000,000+	1,083	5.03%
2024 Est. Median All Owner-Occupied Housing Value		\$449,181
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	17,486	16.36%
1 Unit Attached	7,015	6.56%
2 Units	1,646	1.54%
3 or 4 Units	3,262	3.05%
5 to 19 Units	14,079	13.17%
20 to 49 Units	12,251	11.46%
50 or More Units	50,838	47.55%
Mobile Home or Trailer	268	0.25%
Boat, RV, Van, etc.	65	0.06%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	6,562	6.14%
Housing Units Built 2010 to 2019	25,878	24.20%
Housing Units Built 2000 to 2009	19,450	18.19%
Housing Units Built 1990 to 1999	11,672	10.92%
Housing Units Built 1980 to 1989	7,981	7.46%
Housing Units Built 1970 to 1979	6,150	5.75%
Housing Units Built 1960 to 1969	7,429	6.95%
Housing Units Built 1950 to 1959	5,997	5.61%
Housing Units Built 1940 to 1949	4,050	3.79%
Housing Unit Built 1939 or Earlier	11,743	10.98%
2024 Est. Median Year Structure Built		1999

[†] 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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