



The **Retail**Coach®

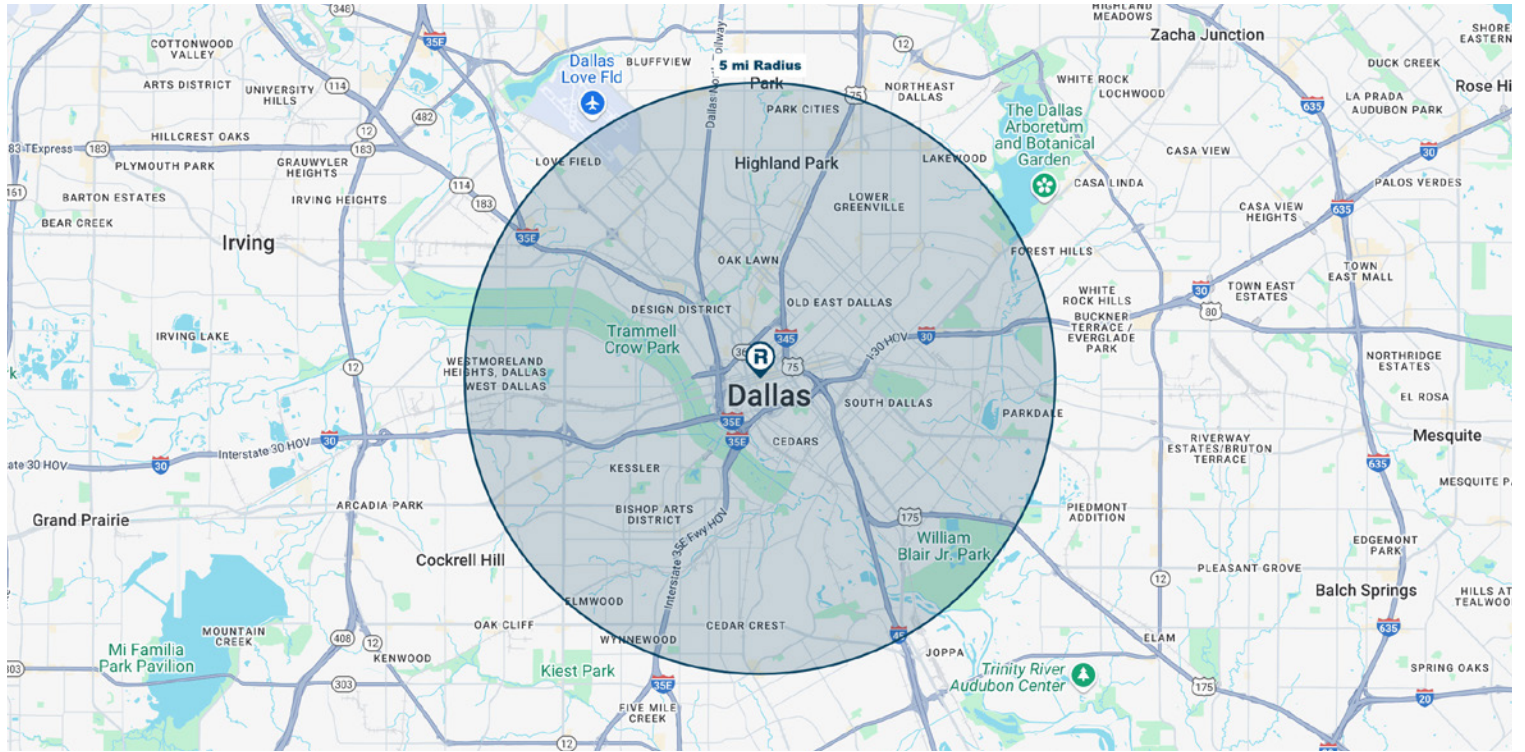
5-Mile Radial Demographic Profile

DOWNTOWN DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
September 2024

5-Mile Radial • Demographic Snapshot

Downtown Dallas, Texas



Population

2020	369,101	0 - 9 Years	9.81%
2024	374,882	10 - 17 Years	7.81%
2029	383,249	18 - 24 Years	9.77%

Educational Attainment (%)

Graduate or Professional Degree	18.95%	25 - 34 Years	23.73%
Bachelors Degree	28.99%	35 - 44 Years	15.67%
Associate Degree	4.47%	45 - 54 Years	11.41%
Some College	13.40%	55 - 64 Years	10.44%
High School Graduate (or GED)	16.88%	65 and Older	11.36%
Some High School, No Degree	7.98%	Median Age	34.50
Less than 9th Grade	9.34%	Average Age	37.37

Income

Average HH	\$116,475
Median HH	\$72,343
Per Capita	\$55,208

Age

0 - 9 Years	9.81%
10 - 17 Years	7.81%
18 - 24 Years	9.77%
25 - 34 Years	23.73%
35 - 44 Years	15.67%
45 - 54 Years	11.41%
55 - 64 Years	10.44%
65 and Older	11.36%
Median Age	34.50
Average Age	37.37

Race Distribution (%)

White	45.85%
Black/African American	18.11%
American Indian/Alaskan	1.08%
Asian	4.03%
Native Hawaiian/Islander	0.05%
Other Race	15.32%
Two or More Races	15.55%
Hispanic	36.62%



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



5-Mile Radial • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	383,249	
2024 Estimate	374,882	
2020 Census	369,101	
2010 Census	329,369	
Growth 2024 - 2029		2.23%
Growth 2020 - 2024		1.57%
Growth 2010 - 2020		12.06%
2024 Est. Population by Single-Classification Race	374,882	
White Alone	171,887	45.85%
Black or African American Alone	67,898	18.11%
Amer. Indian and Alaska Native Alone	4,040	1.08%
Asian Alone	15,117	4.03%
Native Hawaiian and Other Pacific Island Alone	191	0.05%
Some Other Race Alone	57,440	15.32%
Two or More Races	58,310	15.55%
2024 Est. Population by Hispanic or Latino Origin	374,882	
Not Hispanic or Latino	237,601	63.38%
Hispanic or Latino	137,281	36.62%
Mexican	113,176	82.44%
Puerto Rican	2,586	1.88%
Cuban	893	0.65%
All Other Hispanic or Latino	20,628	15.03%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	137,281	
White Alone	29,656	21.60%
Black or African American Alone	1,294	0.94%
American Indian and Alaska Native Alone	3,067	2.23%
Asian Alone	232	0.17%
Native Hawaiian and Other Pacific Islander Alone	59	0.04%
Some Other Race Alone	56,075	40.85%
Two or More Races	46,898	34.16%
2024 Est. Pop by Race, Asian Alone, by Category	15,117	
Chinese, except Taiwanese	3,549	23.48%
Filipino	1,281	8.47%
Japanese	542	3.58%
Asian Indian	4,082	27.00%
Korean	1,072	7.09%
Vietnamese	2,068	13.68%
Cambodian	75	0.50%
Hmong	3	0.02%
Laotian	313	2.07%
Thai	148	0.98%
All Other Asian Races Including 2+ Category	1,983	13.12%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	374,882	
Arab	1,684	0.45%
Czech	1,864	0.50%
Danish	593	0.16%
Dutch	1,270	0.34%
English	26,426	7.05%
French (except Basque)	5,280	1.41%
French Canadian	412	0.11%
German	23,294	6.21%
Greek	861	0.23%
Hungarian	625	0.17%
Irish	19,463	5.19%
Italian	9,161	2.44%
Lithuanian	381	0.10%
United States or American	13,431	3.58%
Norwegian	1,883	0.50%
Polish	3,785	1.01%
Portuguese	700	0.19%
Russian	1,341	0.36%
Scottish	5,238	1.40%
Scotch-Irish	2,687	0.72%
Slovak	207	0.06%
Subsaharan African	4,960	1.32%
Swedish	1,565	0.42%
Swiss	505	0.14%
Ukrainian	385	0.10%
Welsh	1,359	0.36%
West Indian (except Hisp. groups)	1,113	0.30%
Other ancestries	180,419	48.13%
Ancestry Unclassified	63,991	17.07%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	234,124	65.68%
Speak Asian/Pacific Island Language at Home	5,917	1.66%
Speak IndoEuropean Language at Home	6,682	1.87%
Speak Spanish at Home	107,428	30.14%
Speak Other Language at Home	1,670	0.47%

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Downtown Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	374,882	
Age 0 - 4	18,398	4.91%
Age 5 - 9	18,393	4.91%
Age 10 - 14	17,999	4.80%
Age 15 - 17	11,265	3.00%
Age 18 - 20	14,469	3.86%
Age 21 - 24	22,162	5.91%
Age 25 - 34	88,947	23.73%
Age 35 - 44	58,735	15.67%
Age 45 - 54	42,792	11.41%
Age 55 - 64	39,127	10.44%
Age 65 - 74	27,258	7.27%
Age 75 - 84	11,794	3.15%
Age 85 and over	3,544	0.95%
Age 16 and over	316,356	84.39%
Age 18 and over	308,827	82.38%
Age 21 and over	294,359	78.52%
Age 65 and over	42,595	11.36%
2024 Est. Median Age		34.50
2024 Est. Average Age		37.37
2024 Est. Population by Sex	374,882	
Male	191,707	51.14%
Female	183,175	48.86%
2024 Est. Male Population by Age	191,707	
Age 0 - 4	9,388	4.90%
Age 5 - 9	9,320	4.86%
Age 10 - 14	9,133	4.76%
Age 15 - 17	5,801	3.03%
Age 18 - 20	7,295	3.81%
Age 21 - 24	10,295	5.37%
Age 25 - 34	45,063	23.51%
Age 35 - 44	31,244	16.30%
Age 45 - 54	22,849	11.92%
Age 55 - 64	21,006	10.96%
Age 65 - 74	13,750	7.17%
Age 75 - 84	5,325	2.78%
Age 85 and over	1,239	0.65%
2024 Est. Median Age, Male		34.90
2024 Est. Average Age, Male		37.32
2024 Est. Female Population by Age	183,175	
Age 0 - 4	9,009	4.92%
Age 5 - 9	9,073	4.95%
Age 10 - 14	8,866	4.84%
Age 15 - 17	5,464	2.98%
Age 18 - 20	7,174	3.92%
Age 21 - 24	11,867	6.48%
Age 25 - 34	43,884	23.96%
Age 35 - 44	27,492	15.01%
Age 45 - 54	19,944	10.89%
Age 55 - 64	18,121	9.89%
Age 65 - 74	13,507	7.37%
Age 75 - 84	6,469	3.53%
Age 85 and over	2,305	1.26%
2024 Est. Median Age, Female		34.08
2024 Est. Average Age, Female		37.32

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	160,101	50.02%
Males, Never Married	87,045	27.19%
Females, Never Married	73,056	22.82%
Married, Spouse present	99,665	31.14%
Married, Spouse absent	18,220	5.69%
Widowed	11,815	3.69%
Males Widowed	2,961	0.93%
Females Widowed	8,855	2.77%
Divorced	30,292	9.46%
Males Divorced	13,225	4.13%
Females Divorced	17,067	5.33%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	25,422	9.34%
Some High School, no diploma	21,722	7.98%
High School Graduate (or GED)	45,943	16.88%
Some College, no degree	36,467	13.40%
Associate Degree	12,160	4.47%
Bachelor's Degree	78,902	28.99%
Master's Degree	31,865	11.71%
Professional School Degree	14,799	5.44%
Doctorate Degree	4,915	1.81%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	35,881	41.71%
High School Graduate	20,171	23.45%
Some College or Associate's Degree	12,574	14.62%
Bachelor's Degree or Higher	17,406	20.23%
Households		
2029 Projection	179,049	
2024 Estimate	172,337	
2020 Census	166,430	
2010 Census	131,893	
Growth 2024 - 2029		3.89%
Growth 2020 - 2024		3.55%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	172,337	
Family Households	77,359	44.89%
Nonfamily Households	94,978	55.11%
2024 Est. Group Quarters Population	11,296	
2024 Households by Ethnicity, Hispanic/Latino	44,979	

5-Mile Radial • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	172,337	
Income < \$15,000	19,791	11.48%
Income \$15,000 - \$24,999	12,025	6.98%
Income \$25,000 - \$34,999	11,261	6.53%
Income \$35,000 - \$49,999	17,568	10.19%
Income \$50,000 - \$74,999	28,197	16.36%
Income \$75,000 - \$99,999	19,628	11.39%
Income \$100,000 - \$124,999	14,195	8.24%
Income \$125,000 - \$149,999	10,820	6.28%
Income \$150,000 - \$199,999	12,836	7.45%
Income \$200,000 - \$249,999	7,074	4.11%
Income \$250,000 - \$499,999	11,255	6.53%
Income \$500,000+	7,684	4.46%
2024 Est. Average Household Income		\$116,475
2024 Est. Median Household Income		\$72,343
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$94,180
Black or African American Alone		\$37,127
American Indian and Alaska Native Alone		\$71,036
Asian Alone		\$95,419
Native Hawaiian and Other Pacific Islander Alone		\$67,818
Some Other Race Alone		\$54,656
Two or More Races		\$67,889
Hispanic or Latino		\$58,832
Not Hispanic or Latino		\$79,804
2024 Est. HH by Type and Presence of Own Child.	172,337	
Family Households with Children	29,769	17.27%
Family Households without Children	142,568	82.73%
Married-Couple Families	48,701	28.26%
Married-Couple Family, own children	17,740	10.29%
Married-Couple Family, no own children	30,961	17.96%
Cohabiting-Couple Families	13,084	7.59%
Cohabiting-Couple Family, own children	2,250	1.31%
Cohabiting-Couple Family, no own children	10,834	6.29%
Male Householder Families	52,321	30.36%
Male Householder, own children	1,082	0.63%
Male Householder, no own children	4,338	2.52%
Male Householder, only Nonrelatives	5,226	3.03%
Male Householder, Living Alone	41,675	24.18%
Female Householder Families	58,231	33.79%
Female Householder, own children	8,697	5.05%
Female Householder, no own children	8,225	4.77%
Female Householder, only Nonrelatives	3,742	2.17%
Female Householder, Living Alone	37,566	21.80%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	172,337	
1-person	77,839	45.17%
2-person	49,685	28.83%
3-person	17,061	9.90%
4-person	13,365	7.75%
5-person	7,776	4.51%
6-person	3,586	2.08%
7-or-more-person	3,025	1.75%
2024 Est. Average Household Size		2.11
2024 Est. Households by Number of Vehicles	172,337	
No Vehicles	16,413	9.52%
1 Vehicle	84,645	49.12%
2 Vehicles	51,914	30.12%
3 Vehicles	13,387	7.77%
4 Vehicles	4,430	2.57%
5 or more Vehicles	1,547	0.90%
2024 Est. Average Number of Vehicles		1.5
Family Households		
2029 Projection	79,357	
2024 Estimate	77,359	
2020 Estimate	73,841	
2010 Census	64,352	
Growth 2024 - 2029		2.58%
Growth 2020 - 2024		4.76%
Growth 2010 - 2020		14.75%
2024 Est. Families by Poverty Status	77,359	
2024 Families at or Above Poverty	67,000	86.61%
2024 Families at or Above Poverty with Children	26,435	34.17%
2024 Families Below Poverty	10,359	13.39%
2024 Families Below Poverty with Children	7,621	9.85%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	211,274	66.78%
Civilian Labor Force, Unemployed	12,058	3.81%
Armed Forces	203	0.06%
Not in Labor Force	92,821	29.34%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	157,079	73.34%
Non-Profit Private Workers	14,768	6.89%
Local Government Workers	3,425	1.60%
State Government Workers	5,920	2.76%
Federal Government Workers	10,174	4.75%
Self-Employed Workers	22,320	10.42%
Unpaid Family Workers	492	0.23%

5-Mile Radial • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	4,741	2.21%
Arts/Entertainment/Sports	8,045	3.76%
Building Grounds Maintenance	6,497	3.03%
Business/Financial Operations	23,244	10.85%
Community/Social Services	2,784	1.30%
Computer/Mathematical	8,107	3.79%
Construction/Extraction	14,117	6.59%
Education/Training/Library	10,495	4.90%
Farming/Fishing/Forestry	274	0.13%
Food Prep/Serving	9,524	4.45%
Health Practitioner/Technician	12,758	5.96%
Healthcare Support	4,835	2.26%
Maintenance Repair	3,802	1.77%
Legal	5,521	2.58%
Life/Physical/Social Science	2,769	1.29%
Management	28,303	13.22%
Office/Admin. Support	18,681	8.72%
Production	7,460	3.48%
Protective Services	2,046	0.96%
Sales/Related	21,684	10.12%
Personal Care/Service	4,629	2.16%
Transportation/Moving	13,862	6.47%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	147,132	68.70%
Blue Collar	39,240	18.32%
Service and Farm	27,805	12.98%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	138,115	65.60%
Car Pooled	17,597	8.36%
Public Transportation	5,384	2.56%
Walked	7,177	3.41%
Bicycle	847	0.40%
Other Means	3,100	1.47%
Worked at Home	38,317	18.20%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	48,725	
15 - 29 Minutes	72,992	
30 - 44 Minutes	40,262	
45 - 59 Minutes	11,397	
60 or more Minutes	11,091	
2024 Est. Avg Travel Time to Work in Minutes		26
2024 Est. Occupied Housing Units by Tenure	172,337	
Owner Occupied	58,450	33.92%
Renter Occupied	113,886	66.08%
2024 Owner Occ. HUs: Avg. Length of Residence		14.85 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.25 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	58,450	
Value Less than \$20,000	613	1.05%
Value \$20,000 - \$39,999	862	1.48%
Value \$40,000 - \$59,999	981	1.68%
Value \$60,000 - \$79,999	1,326	2.27%
Value \$80,000 - \$99,999	1,462	2.50%
Value \$100,000 - \$149,999	4,126	7.06%
Value \$150,000 - \$199,999	2,691	4.60%
Value \$200,000 - \$299,999	7,533	12.89%
Value \$300,000 - \$399,999	6,889	11.79%
Value \$400,000 - \$499,999	6,092	10.42%
Value \$500,000 - \$749,999	9,311	15.93%
Value \$750,000 - \$999,999	5,300	9.07%
Value \$1,000,000 or \$1,499,999	4,877	8.34%
Value \$1,500,000 or \$1,999,999	2,544	4.35%
Value \$2,000,000+	3,842	6.57%
2024 Est. Median All Owner-Occupied Housing Value		\$442,886
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	63,482	32.96%
1 Unit Attached	11,434	5.94%
2 Units	3,587	1.86%
3 or 4 Units	7,095	3.68%
5 to 19 Units	23,680	12.29%
20 to 49 Units	17,682	9.18%
50 or More Units	64,917	33.70%
Mobile Home or Trailer	682	0.35%
Boat, RV, Van, etc.	73	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	8,394	4.36%
Housing Units Built 2010 to 2019	38,104	19.78%
Housing Units Built 2000 to 2009	29,097	15.11%
Housing Units Built 1990 to 1999	17,774	9.23%
Housing Units Built 1980 to 1989	14,458	7.50%
Housing Units Built 1970 to 1979	12,408	6.44%
Housing Units Built 1960 to 1969	14,802	7.68%
Housing Units Built 1950 to 1959	17,586	9.13%
Housing Units Built 1940 to 1949	14,377	7.46%
Housing Unit Built 1939 or Earlier	25,632	13.31%
2024 Est. Median Year Structure Built		1988

[†] 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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