



The **Retail**Coach®

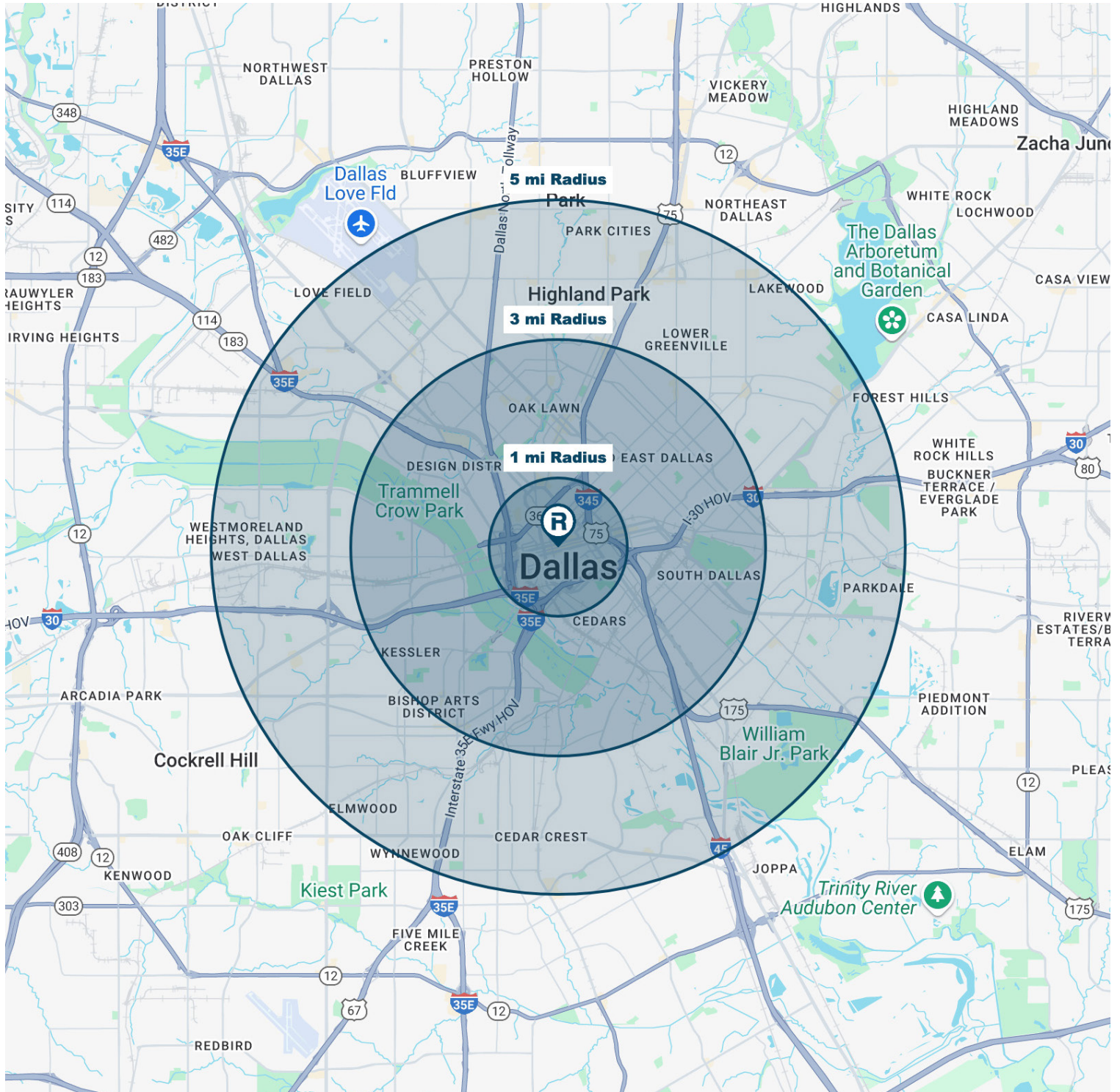
1, 3, 5-Mile Radials Demographic Profile

DOWNTOWN DALLAS, TEXAS

Prepared for Downtown Dallas, Inc.
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1, 3, 5-Mile Radials

Downtown Dallas, Texas



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1, 3, 5-Mile Radials • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	1-MILE		3-MILE		5-MILE	
	DATA	%	DATA	%	DATA	%
Population						
2029 Projection	28,696		181,878		383,249	
2024 Estimate	26,136		173,394		374,882	
2020 Census	23,935		165,676		369,101	
2010 Census	13,436		139,826		329,369	
Growth 2024 - 2029		9.80%		4.89%		2.23%
Growth 2020 - 2024		9.20%		4.66%		1.57%
Growth 2010 - 2020		78.14%		18.49%		12.06%
2024 Est. Population by Single-Classification Race	26,136		173,394		374,882	
White Alone	14,891	56.98%	86,974	50.16%	171,887	45.85%
Black or African American Alone	5,607	21.45%	32,881	18.96%	67,898	18.11%
Amer. Indian and Alaska Native Alone	139	0.53%	1,734	1.00%	4,040	1.08%
Asian Alone	1,646	6.30%	8,177	4.72%	15,117	4.03%
Native Hawaiian and Other Pacific Island Alone	12	0.05%	105	0.06%	191	0.05%
Some Other Race Alone	1,067	4.08%	19,583	11.29%	57,440	15.32%
Two or More Races	2,775	10.62%	23,941	13.81%	58,310	15.55%
2024 Est. Population by Hispanic or Latino Origin	26,136		173,394		374,882	
Not Hispanic or Latino	21,468	82.14%	122,728	70.78%	237,601	63.38%
Hispanic or Latino	4,668	17.86%	50,666	29.22%	137,281	36.62%
Mexican	2,955	63.30%	40,239	79.42%	113,176	82.44%
Puerto Rican	187	4.01%	1,653	3.26%	2,586	1.88%
Cuban	78	1.67%	425	0.84%	893	0.65%
All Other Hispanic or Latino	1,448	31.02%	8,349	16.48%	20,628	15.03%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	4,668		50,666		137,281	
White Alone	1,810	38.78%	11,601	22.90%	29,656	21.60%
Black or African American Alone	137	2.93%	715	1.41%	1,294	0.94%
American Indian and Alaska Native Alone	56	1.20%	1,224	2.42%	3,067	2.23%
Asian Alone	23	0.49%	138	0.27%	232	0.17%
Native Hawaiian and Other Pacific Islander Alone	4	0.09%	29	0.06%	59	0.04%
Some Other Race Alone	971	20.80%	18,932	37.37%	56,075	40.85%
Two or More Races	1,667	35.71%	18,028	35.58%	46,898	34.16%
2024 Est. Pop by Race, Asian Alone, by Category	1,646		8,177		15,117	
Chinese, except Taiwanese	345	20.96%	1,336	16.34%	3,549	23.48%
Filipino	191	11.60%	688	8.41%	1,281	8.47%
Japanese	55	3.34%	363	4.44%	542	3.58%
Asian Indian	382	23.21%	2,465	30.14%	4,082	27.00%
Korean	178	10.81%	604	7.39%	1,072	7.09%
Vietnamese	180	10.94%	1,264	15.46%	2,068	13.68%
Cambodian	0	0.00%	71	0.87%	75	0.50%
Hmong	0	0.00%	1	0.01%	3	0.02%
Laotian	34	2.07%	235	2.87%	313	2.07%
Thai	15	0.91%	57	0.70%	148	0.98%
All Other Asian Races Including 2+ Category	266	16.16%	1,091	13.34%	1,983	13.12%

1, 3, 5-Mile Radials • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	1-MILE		3-MILE		5-MILE	
	DATA	%	DATA	%	DATA	%
2024 Est. Population by Ancestry	26,136		173,394		374,882	
Arab	162	0.62%	973	0.56%	1,684	0.45%
Czech	165	0.63%	1,012	0.58%	1,864	0.50%
Danish	62	0.24%	326	0.19%	593	0.16%
Dutch	152	0.58%	639	0.37%	1,270	0.34%
English	2,654	10.16%	12,960	7.47%	26,426	7.05%
French (except Basque)	477	1.82%	2,930	1.69%	5,280	1.41%
French Canadian	36	0.14%	204	0.12%	412	0.11%
German	2,487	9.52%	12,325	7.11%	23,294	6.21%
Greek	39	0.15%	401	0.23%	861	0.23%
Hungarian	51	0.20%	411	0.24%	625	0.17%
Irish	2,068	7.91%	10,687	6.16%	19,463	5.19%
Italian	904	3.46%	4,957	2.86%	9,161	2.44%
Lithuanian	16	0.06%	272	0.16%	381	0.10%
United States or American	850	3.25%	6,327	3.65%	13,431	3.58%
Norwegian	281	1.07%	983	0.57%	1,883	0.50%
Polish	399	1.53%	2,302	1.33%	3,785	1.01%
Portuguese	74	0.28%	433	0.25%	700	0.19%
Russian	145	0.56%	723	0.42%	1,341	0.36%
Scottish	426	1.63%	2,573	1.48%	5,238	1.40%
Scotch-Irish	203	0.78%	1,132	0.65%	2,687	0.72%
Slovak	14	0.05%	69	0.04%	207	0.06%
Subsaharan African	656	2.51%	2,728	1.57%	4,960	1.32%
Swedish	178	0.68%	814	0.47%	1,565	0.42%
Swiss	47	0.18%	242	0.14%	505	0.14%
Ukrainian	34	0.13%	167	0.10%	385	0.10%
Welsh	142	0.54%	674	0.39%	1,359	0.36%
West Indian (except Hisp. groups)	81	0.31%	723	0.42%	1,113	0.30%
Other ancestries	8,467	32.40%	74,385	42.90%	180,419	48.13%
Ancestry Unclassified	4,867	18.62%	31,021	17.89%	63,991	17.07%
2024 Est. Pop Age 5+ by Language Spoken At Home						
Speak Only English at Home	21,116	82.42%	118,050	70.62%	234,124	65.68%
Speak Asian/Pacific Island Language at Home	580	2.26%	3,250	1.94%	5,917	1.66%
Speak IndoEuropean Language at Home	721	2.81%	4,147	2.48%	6,682	1.87%
Speak Spanish at Home	3,072	11.99%	40,355	24.14%	107,428	30.14%
Speak Other Language at Home	75	0.29%	905	0.54%	1,670	0.47%
2024 Est. Population by Age	26,136		173,394		374,882	
Age 0 - 4	517	1.98%	6,224	3.59%	18,398	4.91%
Age 5 - 9	490	1.87%	5,825	3.36%	18,393	4.91%
Age 10 - 14	333	1.27%	5,218	3.01%	17,999	4.80%
Age 15 - 17	275	1.05%	3,470	2.00%	11,265	3.00%
Age 18 - 20	612	2.34%	4,907	2.83%	14,469	3.86%
Age 21 - 24	1,642	6.28%	10,143	5.85%	22,162	5.91%
Age 25 - 34	10,589	40.52%	56,225	32.43%	88,947	23.73%
Age 35 - 44	4,989	19.09%	29,116	16.79%	58,735	15.67%
Age 45 - 54	2,924	11.19%	18,809	10.85%	42,792	11.41%
Age 55 - 64	2,372	9.08%	17,035	9.82%	39,127	10.44%
Age 65 - 74	1,060	4.06%	10,820	6.24%	27,258	7.27%
Age 75 - 84	274	1.05%	4,411	2.54%	11,794	3.15%
Age 85 and over	59	0.23%	1,191	0.69%	3,544	0.95%
Age 16 and over	24,709	94.54%	154,974	89.38%	316,356	84.39%
Age 18 and over	24,521	93.82%	152,657	88.04%	308,827	82.38%
Age 21 and over	23,909	91.48%	147,750	85.21%	294,359	78.52%
Age 65 and over	1,392	5.33%	16,422	9.47%	42,595	11.36%
2024 Est. Median Age		33.60		33.98		34.50
2024 Est. Average Age		36.88		37.52		37.37

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Downtown Dallas, Texas

DESCRIPTION	1-MILE		3-MILE		5-MILE	
	DATA	%	DATA	%	DATA	%
2024 Est. Population by Sex	26,136		173,394		374,882	
Male	14,953	57.21%	91,580	52.82%	191,707	51.14%
Female	11,183	42.79%	81,814	47.18%	183,175	48.86%
2024 Est. Male Population by Age	14,953		91,580		191,707	
Age 0 - 4	270	1.81%	3,176	3.47%	9,388	4.90%
Age 5 - 9	263	1.76%	2,960	3.23%	9,320	4.86%
Age 10 - 14	155	1.04%	2,651	2.89%	9,133	4.76%
Age 15 - 17	169	1.13%	1,793	1.96%	5,801	3.03%
Age 18 - 20	337	2.25%	2,347	2.56%	7,295	3.81%
Age 21 - 24	837	5.60%	4,436	4.84%	10,295	5.37%
Age 25 - 34	5,967	39.91%	29,178	31.86%	45,063	23.51%
Age 35 - 44	3,034	20.29%	16,281	17.78%	31,244	16.30%
Age 45 - 54	1,752	11.72%	10,735	11.72%	22,849	11.92%
Age 55 - 64	1,392	9.31%	9,714	10.61%	21,006	10.96%
Age 65 - 74	616	4.12%	5,774	6.30%	13,750	7.17%
Age 75 - 84	134	0.90%	2,092	2.28%	5,325	2.78%
Age 85 and over	27	0.18%	442	0.48%	1,239	0.65%
2024 Est. Median Age, Male		34.08		34.73		34.90
2024 Est. Average Age, Male		37.27		38.01		37.32
2024 Est. Female Population by Age	11,183		81,814		183,175	
Age 0 - 4	248	2.22%	3,048	3.73%	9,009	4.92%
Age 5 - 9	227	2.03%	2,865	3.50%	9,073	4.95%
Age 10 - 14	178	1.59%	2,567	3.14%	8,866	4.84%
Age 15 - 17	107	0.96%	1,677	2.05%	5,464	2.98%
Age 18 - 20	275	2.46%	2,560	3.13%	7,174	3.92%
Age 21 - 24	805	7.20%	5,707	6.98%	11,867	6.48%
Age 25 - 34	4,621	41.32%	27,047	33.06%	43,884	23.96%
Age 35 - 44	1,955	17.48%	12,834	15.69%	27,492	15.01%
Age 45 - 54	1,172	10.48%	8,074	9.87%	19,944	10.89%
Age 55 - 64	981	8.77%	7,320	8.95%	18,121	9.89%
Age 65 - 74	443	3.96%	5,046	6.17%	13,507	7.37%
Age 75 - 84	140	1.25%	2,320	2.84%	6,469	3.53%
Age 85 and over	32	0.29%	749	0.92%	2,305	1.26%
2024 Est. Median Age, Female		32.98		33.17		34.08
2024 Est. Average Age, Female		36.27		36.91		37.32
2024 Est. Pop Age 15+ by Marital Status						
Total, Never Married	15,855	63.94%	89,175	57.12%	160,101	50.02%
Males, Never Married	9,401	37.91%	49,503	31.71%	87,045	27.19%
Females, Never Married	6,454	26.03%	39,672	25.41%	73,056	22.82%
Married, Spouse present	4,838	19.51%	39,398	25.23%	99,665	31.14%
Married, Spouse absent	1,357	5.47%	8,315	5.33%	18,220	5.69%
Widowed	292	1.18%	4,394	2.81%	11,815	3.69%
Males Widowed	101	0.41%	1,260	0.81%	2,961	0.93%
Females Widowed	191	0.77%	3,134	2.01%	8,855	2.77%
Divorced	2,453	9.89%	14,845	9.51%	30,292	9.46%
Males Divorced	1,217	4.91%	7,210	4.62%	13,225	4.13%
Females Divorced	1,236	4.99%	7,634	4.89%	17,067	5.33%



1, 3, 5-Mile Radials • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	1-MILE		3-MILE		5-MILE	
	DATA	%	DATA	%	DATA	%
2024 Est. Pop Age 25+ by Edu. Attainment						
Less than 9th grade	482	2.16%	8,849	6.43%	25,422	9.34%
Some High School, no diploma	924	4.15%	9,110	6.62%	21,722	7.98%
High School Graduate (or GED)	2,354	10.57%	19,227	13.97%	45,943	16.88%
Some College, no degree	3,114	13.99%	19,053	13.85%	36,467	13.40%
Associate Degree	1,074	4.82%	6,959	5.06%	12,160	4.47%
Bachelor's Degree	9,041	40.60%	45,764	33.26%	78,902	28.99%
Master's Degree	3,740	16.80%	18,843	13.69%	31,865	11.71%
Professional School Degree	1,206	5.42%	7,380	5.36%	14,799	5.44%
Doctorate Degree	332	1.49%	2,422	1.76%	4,915	1.81%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.						
No High School Diploma	454	12.28%	11,479	33.51%	35,881	41.71%
High School Graduate	558	15.09%	7,188	20.98%	20,171	23.45%
Some College or Associate's Degree	785	21.23%	5,292	15.45%	12,574	14.62%
Bachelor's Degree or Higher	1,900	51.39%	10,296	30.06%	17,406	20.23%
Households						
2029 Projection	17,132		100,481		179,049	
2024 Estimate	15,449		94,533		172,337	
2020 Census	13,935		88,772		166,430	
2010 Census	7,700		62,592		131,893	
Growth 2024 - 2029		10.89%		6.29%		3.89%
Growth 2020 - 2024		10.87%		6.49%		3.55%
Growth 2010 - 2020		0.00%		0.00%		0.00%
2024 Est. Households by Household Type						
Family Households	3,097	20.05%	33,389	35.32%	77,359	44.89%
Nonfamily Households	12,352	79.95%	61,144	64.68%	94,978	55.11%
2024 Est. Group Quarters Population	3,239		6,517		11,296	
2024 Households by Ethnicity, Hispanic/Latino	2,346		19,887		44,979	
2024 Est. Households by Household Income						
Income < \$15,000	1,522	9.85%	9,886	10.46%	19,791	11.48%
Income \$15,000 - \$24,999	389	2.52%	5,705	6.04%	12,025	6.98%
Income \$25,000 - \$34,999	503	3.26%	5,454	5.77%	11,261	6.53%
Income \$35,000 - \$49,999	990	6.41%	8,593	9.09%	17,568	10.19%
Income \$50,000 - \$74,999	2,665	17.25%	16,293	17.23%	28,197	16.36%
Income \$75,000 - \$99,999	2,110	13.66%	11,633	12.31%	19,628	11.39%
Income \$100,000 - \$124,999	1,712	11.08%	8,785	9.29%	14,195	8.24%
Income \$125,000 - \$149,999	1,371	8.87%	6,838	7.23%	10,820	6.28%
Income \$150,000 - \$199,999	1,725	11.17%	7,941	8.40%	12,836	7.45%
Income \$200,000 - \$249,999	947	6.13%	4,403	4.66%	7,074	4.11%
Income \$250,000 - \$499,999	1,106	7.16%	5,957	6.30%	11,255	6.53%
Income \$500,000+	410	2.65%	3,046	3.22%	7,684	4.46%
2024 Est. Average Household Income		\$125,250		\$114,543		\$116,475
2024 Est. Median Household Income		\$94,148		\$77,480		\$72,343
2024 Median HH Inc. by Single-Class. Race or Eth.						
White Alone		\$101,978		\$92,193		\$94,180
Black or African American Alone		\$68,773		\$45,844		\$37,127
American Indian and Alaska Native Alone		\$109,113		\$74,254		\$71,036
Asian Alone		\$106,397		\$113,362		\$95,419
Native Hawaiian and Other Pacific Islander Alone		\$112,500		\$75,000		\$67,818
Some Other Race Alone		\$82,445		\$55,116		\$54,656
Two or More Races		\$101,621		\$70,999		\$67,889
Hispanic or Latino		\$103,572		\$63,431		\$58,832
Not Hispanic or Latino		\$92,616		\$82,441		\$79,804



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Downtown Dallas, Texas

DESCRIPTION	1-MILE		3-MILE		5-MILE	
	DATA	%	DATA	%	DATA	%
2024 Est. HH by Type and Presence of Own Child.	15,449		94,533		172,337	
Family Households with Children	911	5.90%	9,610	10.17%	29,769	17.27%
Family Households without Children	14,538	94.10%	84,923	89.83%	142,568	82.73%
Married-Couple Families	2,633	17.04%	20,241	21.41%	48,701	28.26%
Married-Couple Family, own children	314	2.03%	5,029	5.32%	17,740	10.29%
Married-Couple Family, no own children	2,319	15.01%	15,212	16.09%	30,961	17.96%
Cohabiting-Couple Families	1,366	8.84%	8,198	8.67%	13,084	7.59%
Cohabiting-Couple Family, own children	112	0.73%	858	0.91%	2,250	1.31%
Cohabiting-Couple Family, no own children	1,254	8.12%	7,340	7.76%	10,834	6.29%
Male Householder Families	6,148	39.80%	33,764	35.72%	52,321	30.36%
Male Householder, own children	94	0.61%	384	0.41%	1,082	0.63%
Male Householder, no own children	157	1.02%	1,766	1.87%	4,338	2.52%
Male Householder, only Nonrelatives	632	4.09%	3,241	3.43%	5,226	3.03%
Male Householder, Living Alone	5,265	34.08%	28,373	30.01%	41,675	24.18%
Female Householder Families	5,302	34.32%	32,331	34.20%	58,231	33.79%
Female Householder, own children	391	2.53%	3,339	3.53%	8,697	5.05%
Female Householder, no own children	281	1.82%	3,227	3.41%	8,225	4.77%
Female Householder, only Nonrelatives	384	2.49%	2,327	2.46%	3,742	2.17%
Female Householder, Living Alone	4,247	27.49%	23,438	24.79%	37,566	21.80%
2024 Est. Households by Household Size	15,449		94,533		172,337	
1-person	9,838	63.68%	51,910	54.91%	77,839	45.17%
2-person	4,465	28.90%	27,737	29.34%	49,685	28.83%
3-person	660	4.27%	6,664	7.05%	17,061	9.90%
4-person	254	1.64%	3,992	4.22%	13,365	7.75%
5-person	137	0.89%	2,298	2.43%	7,776	4.51%
6-person	63	0.41%	1,082	1.14%	3,586	2.08%
7-or-more-person	32	0.21%	850	0.90%	3,025	1.75%
2024 Est. Average Household Size		1.49		1.77		2.11
2024 Est. Households by Number of Vehicles	15,449		94,533		172,337	
No Vehicles	1,495	9.68%	8,908	9.42%	16,413	9.52%
1 Vehicle	9,494	61.45%	53,229	56.31%	84,645	49.12%
2 Vehicles	3,989	25.82%	25,671	27.16%	51,914	30.12%
3 Vehicles	317	2.05%	4,787	5.06%	13,387	7.77%
4 Vehicles	65	0.42%	1,381	1.46%	4,430	2.57%
5 or more Vehicles	88	0.57%	557	0.59%	1,547	0.90%
2024 Est. Average Number of Vehicles		1.2		1.4		1.5
Family Households						
2029 Projection	3,437		35,382		79,357	
2024 Estimate	3,097		33,389		77,359	
2020 Estimate	3,318		28,625		73,841	
2010 Census	1,540		23,529		64,352	
Growth 2024 - 2029		10.98%		5.97%		2.58%
Growth 2020 - 2024		-6.65%		16.64%		4.76%
Growth 2010 - 2020		115.45%		21.66%		14.75%
2024 Est. Families by Poverty Status	3,097		33,389		77,359	
2024 Families at or Above Poverty	2,894	93.44%	29,148	87.30%	67,000	86.61%
2024 Families at or Above Poverty with Children	610	19.70%	9,021	27.02%	26,435	34.17%
2024 Families Below Poverty	203	6.55%	4,241	12.70%	10,359	13.39%
2024 Families Below Poverty with Children	144	4.65%	3,181	9.53%	7,621	9.85%

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DESCRIPTION	1-MILE		3-MILE		5-MILE	
	DATA	%	DATA	%	DATA	%
2024 Est. Pop 16+ by Employment Status						
Civilian Labor Force, Employed	18,252	73.87%	112,308	72.47%	211,274	66.78%
Civilian Labor Force, Unemployed	777	3.14%	5,898	3.81%	12,058	3.81%
Armed Forces	4	0.02%	87	0.06%	203	0.06%
Not in Labor Force	5,676	22.97%	36,681	23.67%	92,821	29.34%
2024 Est. Civ. Employed Pop 16+ by Class of Worker						
For-Profit Private Workers	14,159	75.83%	85,328	74.91%	157,079	73.34%
Non-Profit Private Workers	986	5.28%	7,850	6.89%	14,768	6.89%
Local Government Workers	319	1.71%	1,618	1.42%	3,425	1.60%
State Government Workers	599	3.21%	2,858	2.51%	5,920	2.76%
Federal Government Workers	789	4.23%	5,482	4.81%	10,174	4.75%
Self-Employed Workers	1,798	9.63%	10,592	9.30%	22,320	10.42%
Unpaid Family Workers	22	0.12%	177	0.16%	492	0.23%
2024 Est. Civ. Employed Pop 16+ by Occupation						
Architect/Engineer	614	3.29%	3,183	2.79%	4,741	2.21%
Arts/Entertainment/Sports	834	4.47%	4,617	4.05%	8,045	3.76%
Building Grounds Maintenance	158	0.85%	2,275	2.00%	6,497	3.03%
Business/Financial Operations	3,503	18.76%	15,417	13.54%	23,244	10.85%
Community/Social Services	193	1.03%	1,560	1.37%	2,784	1.30%
Computer/Mathematical	1,211	6.49%	5,052	4.43%	8,107	3.79%
Construction/Extraction	405	2.17%	5,690	5.00%	14,117	6.59%
Education/Training/Library	1,266	6.78%	5,475	4.81%	10,495	4.90%
Farming/Fishing/Forestry	1	0.01%	121	0.11%	274	0.13%
Food Prep/Serving	612	3.28%	5,185	4.55%	9,524	4.45%
Health Practitioner/Technician	939	5.03%	7,459	6.55%	12,758	5.96%
Healthcare Support	163	0.87%	1,866	1.64%	4,835	2.26%
Maintenance Repair	112	0.60%	1,322	1.16%	3,802	1.77%
Legal	449	2.40%	2,624	2.30%	5,521	2.58%
Life/Physical/Social Science	148	0.79%	1,408	1.24%	2,769	1.29%
Management	3,440	18.42%	16,639	14.61%	28,303	13.22%
Office/Admin. Support	1,620	8.68%	9,939	8.73%	18,681	8.72%
Production	331	1.77%	2,652	2.33%	7,460	3.48%
Protective Services	210	1.12%	1,041	0.91%	2,046	0.96%
Sales/Related	1,710	9.16%	12,058	10.59%	21,684	10.12%
Personal Care/Service	250	1.34%	2,384	2.09%	4,629	2.16%
Transportation/Moving	502	2.69%	5,936	5.21%	13,862	6.47%
2024 Est. Pop 16+ by Occupation Classification						
White Collar	15,927	85.30%	85,432	75.00%	147,132	68.70%
Blue Collar	1,350	7.23%	15,600	13.70%	39,240	18.32%
Service and Farm	1,393	7.46%	12,872	11.30%	27,805	12.98%
2024 Est. Workers Age 16+ by Transp. to Work						
Drove Alone	10,529	56.71%	72,272	64.26%	138,115	65.60%
Car Pooled	577	3.11%	7,393	6.57%	17,597	8.36%
Public Transportation	566	3.05%	2,893	2.57%	5,384	2.56%
Walked	2,190	11.80%	5,166	4.59%	7,177	3.41%
Bicycle	102	0.55%	627	0.56%	847	0.40%
Other Means	365	1.97%	1,695	1.51%	3,100	1.47%
Worked at Home	4,235	22.81%	22,427	19.94%	38,317	18.20%
2024 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	4,998		27,658		48,725	
15 - 29 Minutes	5,924		37,799		72,992	
30 - 44 Minutes	3,095		20,635		40,262	
45 - 59 Minutes	942		6,044		11,397	
60 or more Minutes	760		5,002		11,091	
2024 Est. Avg Travel Time to Work in Minutes		25		26		26

1, 3, 5-Mile Radials • Demographic Profile

Downtown Dallas, Texas

DESCRIPTION	1-MILE		3-MILE		5-MILE	
	DATA	%	DATA	%	DATA	%
2024 Est. Occupied Housing Units by Tenure	15,449		94,533		172,337	
Owner Occupied	1,799	11.65%	21,520	22.76%	58,450	33.92%
Renter Occupied	13,650	88.35%	73,013	77.24%	113,886	66.08%
2024 Owner Occ. HUs: Avg. Length of Residence		9.88 [†]		13.19 [†]		14.85 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.21 [†]		5.73 [†]		6.25 [†]
2024 Est. Owner-Occupied Housing Units by Value	1,799		21,520		58,450	
Value Less than \$20,000	10	0.56%	294	1.37%	613	1.05%
Value \$20,000 - \$39,999	2	0.11%	219	1.02%	862	1.48%
Value \$40,000 - \$59,999	1	0.06%	358	1.66%	981	1.68%
Value \$60,000 - \$79,999	0	0.00%	387	1.80%	1,326	2.27%
Value \$80,000 - \$99,999	8	0.45%	334	1.55%	1,462	2.50%
Value \$100,000 - \$149,999	14	0.78%	1,173	5.45%	4,126	7.06%
Value \$150,000 - \$199,999	17	0.95%	790	3.67%	2,691	4.60%
Value \$200,000 - \$299,999	244	13.56%	2,716	12.62%	7,533	12.89%
Value \$300,000 - \$399,999	287	15.95%	2,952	13.72%	6,889	11.79%
Value \$400,000 - \$499,999	209	11.62%	3,042	14.14%	6,092	10.42%
Value \$500,000 - \$749,999	293	16.29%	4,351	20.22%	9,311	15.93%
Value \$750,000 - \$999,999	205	11.40%	2,138	9.94%	5,300	9.07%
Value \$1,000,000 or \$1,499,999	123	6.84%	1,161	5.39%	4,877	8.34%
Value \$1,500,000 or \$1,999,999	97	5.39%	523	2.43%	2,544	4.35%
Value \$2,000,000+	288	16.01%	1,083	5.03%	3,842	6.57%
2024 Est. Median All Owner-Occupied Housing Value		\$571,966		\$449,181		\$442,886
2024 Est. Housing Units by Units in Structure						
1 Unit Detached	426	2.34%	17,486	16.36%	63,482	32.96%
1 Unit Attached	556	3.05%	7,015	6.56%	11,434	5.94%
2 Units	94	0.52%	1,646	1.54%	3,587	1.86%
3 or 4 Units	17	0.09%	3,262	3.05%	7,095	3.68%
5 to 19 Units	777	4.26%	14,079	13.17%	23,680	12.29%
20 to 49 Units	1,512	8.30%	12,251	11.46%	17,682	9.18%
50 or More Units	14,821	81.31%	50,838	47.55%	64,917	33.70%
Mobile Home or Trailer	0	0.00%	268	0.25%	682	0.35%
Boat, RV, Van, etc.	24	0.13%	65	0.06%	73	0.04%
2024 Est. Housing Units by Year Structure Built						
Housing Units Built 2020 or later	1,592	8.73%	6,562	6.14%	8,394	4.36%
Housing Units Built 2010 to 2019	5,192	28.48%	25,878	24.20%	38,104	19.78%
Housing Units Built 2000 to 2009	3,945	21.64%	19,450	18.19%	29,097	15.11%
Housing Units Built 1990 to 1999	1,994	10.94%	11,672	10.92%	17,774	9.23%
Housing Units Built 1980 to 1989	800	4.39%	7,981	7.46%	14,458	7.50%
Housing Units Built 1970 to 1979	823	4.51%	6,150	5.75%	12,408	6.44%
Housing Units Built 1960 to 1969	765	4.20%	7,429	6.95%	14,802	7.68%
Housing Units Built 1950 to 1959	803	4.41%	5,997	5.61%	17,586	9.13%
Housing Units Built 1940 to 1949	258	1.41%	4,050	3.79%	14,377	7.46%
Housing Unit Built 1939 or Earlier	2,055	11.27%	11,743	10.98%	25,632	13.31%
2024 Est. Median Year Structure Built		2005		1999		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

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