

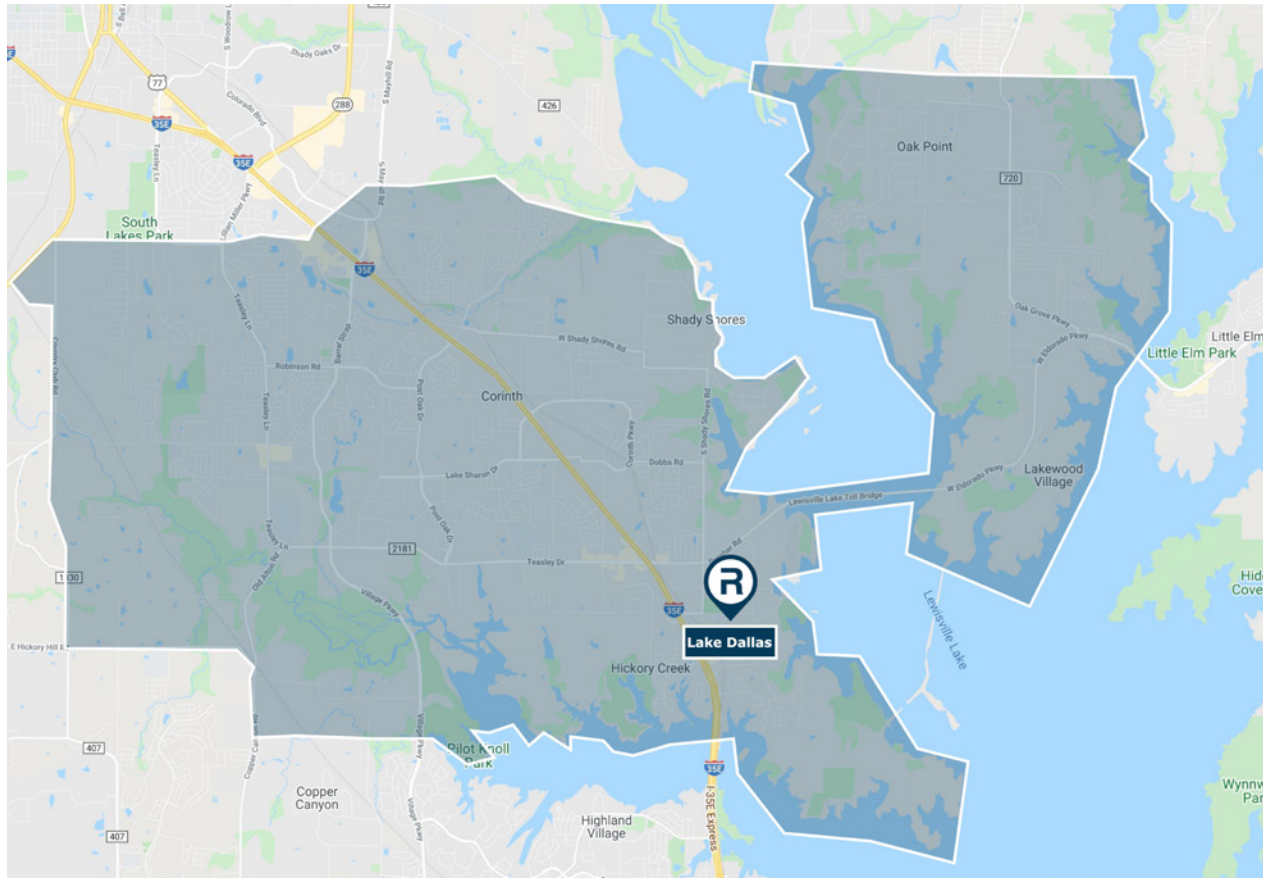


LAKE DALLAS, TEXAS

Secondary Retail Trade Area Demographic Profile



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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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DESCRIPTION	DATA	%
Population		
2025 Projection	96,318	
2020 Estimate	87,796	
2010 Census	66,169	
2000 Census	35,852	
Growth 2020 - 2025		9.71%
Growth 2010 - 2020		32.68%
Growth 2000 - 2010		84.56%
2020 Est. Population by Single-Classification Race	87,796	
White Alone	67,033	76.35%
Black or African American Alone	6,884	7.84%
Amer. Indian and Alaska Native Alone	746	0.85%
Asian Alone	3,565	4.06%
Native Hawaiian and Other Pacific Island Alone	83	0.10%
Some Other Race Alone	6,311	7.19%
Two or More Races	3,173	3.61%
2020 Est. Population by Hispanic or Latino Origin	87,796	
Not Hispanic or Latino	68,594	78.13%
Hispanic or Latino	19,202	21.87%
Mexican	15,044	78.35%
Puerto Rican	557	2.90%
Cuban	169	0.88%
All Other Hispanic or Latino	3,433	17.88%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	19,202	
White Alone	11,302	58.86%
Black or African American Alone	168	0.88%
American Indian and Alaska Native Alone	229	1.19%
Asian Alone	38	0.20%
Native Hawaiian and Other Pacific Islander Alone	4	0.02%
Some Other Race Alone	6,208	32.33%
Two or More Races	1,254	6.53%
2020 Est. Pop by Race, Asian Alone, by Category	3,565	
Chinese, except Taiwanese	589	16.52%
Filipino	385	10.80%
Japanese	129	3.62%
Asian Indian	793	22.24%
Korean	903	25.33%
Vietnamese	259	7.27%
Cambodian	46	1.29%
Hmong	0	0.00%
Laotian	6	0.17%
Thai	34	0.95%
All Other Asian Races Including 2+ Category	422	11.84%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	87,796	
Arab	263	0.30%
Czech	370	0.42%
Danish	342	0.39%
Dutch	620	0.71%
English	7,334	8.35%
French (except Basque)	1,431	1.63%
French Canadian	579	0.66%
German	9,883	11.26%
Greek	153	0.17%
Hungarian	221	0.25%
Irish	6,488	7.39%
Italian	2,307	2.63%
Lithuanian	65	0.07%
United States or American	10,466	11.92%
Norwegian	938	1.07%
Polish	1,183	1.35%
Portuguese	207	0.24%
Russian	243	0.28%
Scottish	1,486	1.69%
Scotch-Irish	1,429	1.63%
Slovak	98	0.11%
Subsaharan African	180	0.21%
Swedish	608	0.69%
Swiss	157	0.18%
Ukrainian	57	0.07%
Welsh	349	0.40%
West Indian (except Hisp. groups)	96	0.11%
Other ancestries	22,238	25.33%
Ancestry Unclassified	18,005	20.51%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	64,678	78.77%
Speak Asian/Pacific Island Language at Home	1,384	1.69%
Speak IndoEuropean Language at Home	1,440	1.75%
Speak Spanish at Home	14,223	17.32%
Speak Other Language at Home	388	0.47%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	87,796	
Age 0 - 4	5,683	6.47%
Age 5 - 9	5,814	6.62%
Age 10 - 14	6,356	7.24%
Age 15 - 17	4,054	4.62%
Age 18 - 20	3,433	3.91%
Age 21 - 24	3,987	4.54%
Age 25 - 34	11,418	13.01%
Age 35 - 44	12,520	14.26%
Age 45 - 54	13,661	15.56%
Age 55 - 64	10,466	11.92%
Age 65 - 74	6,513	7.42%
Age 75 - 84	3,016	3.44%
Age 85 and over	876	1.00%
Age 16 and over	68,614	78.15%
Age 18 and over	65,890	75.05%
Age 21 and over	62,457	71.14%
Age 65 and over	10,405	11.85%
2020 Est. Median Age		37.61
2020 Est. Average Age		37.43
2020 Est. Population by Sex	87,796	
Male	43,322	49.34%
Female	44,474	50.66%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	43,322	
Age 0 - 4	2,912	6.72%
Age 5 - 9	2,980	6.88%
Age 10 - 14	3,265	7.54%
Age 15 - 17	2,056	4.75%
Age 18 - 20	1,754	4.05%
Age 21 - 24	2,017	4.66%
Age 25 - 34	5,665	13.08%
Age 35 - 44	6,065	14.00%
Age 45 - 54	6,749	15.58%
Age 55 - 64	5,190	11.98%
Age 65 - 74	3,029	6.99%
Age 75 - 84	1,331	3.07%
Age 85 and over	308	0.71%
2020 Est. Median Age, Male		36.73
2020 Est. Average Age, Male		36.68
2020 Est. Female Population by Age	44,474	
Age 0 - 4	2,771	6.23%
Age 5 - 9	2,834	6.37%
Age 10 - 14	3,091	6.95%
Age 15 - 17	1,997	4.49%
Age 18 - 20	1,679	3.78%
Age 21 - 24	1,970	4.43%
Age 25 - 34	5,753	12.94%
Age 35 - 44	6,454	14.51%
Age 45 - 54	6,912	15.54%
Age 55 - 64	5,276	11.86%
Age 65 - 74	3,483	7.83%
Age 75 - 84	1,685	3.79%
Age 85 and over	568	1.28%
2020 Est. Median Age, Female		38.43
2020 Est. Average Age, Female		38.14

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,778	26.85%
Males, Never Married	9,670	13.83%
Females, Never Married	9,107	13.02%
Married, Spouse present	38,822	55.51%
Married, Spouse absent	2,271	3.25%
Widowed	2,836	4.06%
Males Widowed	803	1.15%
Females Widowed	2,034	2.91%
Divorced	7,236	10.35%
Males Divorced	3,080	4.40%
Females Divorced	4,156	5.94%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,199	3.8%
Some High School, no diploma	2,355	4.0%
High School Graduate (or GED)	10,851	18.6%
Some College, no degree	14,591	25.0%
Associate Degree	5,185	8.9%
Bachelor's Degree	15,359	26.3%
Master's Degree	5,869	10.0%
Professional School Degree	938	1.6%
Doctorate Degree	1,124	1.9%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,770	27.01%
High School Graduate	2,633	25.68%
Some College or Associate's Degree	2,922	28.49%
Bachelor's Degree or Higher	1,931	18.83%
Households		
2025 Projection	32,401	
2020 Estimate	29,598	
2010 Census	22,537	
2000 Census	12,330	
Growth 2020 - 2025		9.47%
Growth 2010 - 2020		31.33%
Growth 2000 - 2010		82.78%
2020 Est. Households by Household Type	29,598	
Family Households	22,788	76.99%
Nonfamily Households	6,810	23.01%
2020 Est. Group Quarters Population	690	
2020 Households by Ethnicity, Hispanic/Latino	4,727	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	29,598	
Income < \$15,000	1,194	4.03%
Income \$15,000 - \$24,999	924	3.12%
Income \$25,000 - \$34,999	1,355	4.58%
Income \$35,000 - \$49,999	2,425	8.19%
Income \$50,000 - \$74,999	4,048	13.68%
Income \$75,000 - \$99,999	4,490	15.17%
Income \$100,000 - \$124,999	4,048	13.68%
Income \$125,000 - \$149,999	3,273	11.06%
Income \$150,000 - \$199,999	3,828	12.93%
Income \$200,000 - \$249,999	1,806	6.10%
Income \$250,000 - \$499,999	1,642	5.55%
Income \$500,000+	566	1.91%
2020 Est. Average Household Income		\$124,414
2020 Est. Median Household Income		\$102,116
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$103,853
Black or African American Alone		\$100,074
American Indian and Alaska Native Alone		\$86,265
Asian Alone		\$94,931
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$91,789
Two or More Races		\$101,784
Hispanic or Latino		\$82,773
Not Hispanic or Latino		\$106,914
2020 Est. Family HH Type by Presence of Own Child.	22,788	
Married-Couple Family, own children	9,833	43.15%
Married-Couple Family, no own children	8,965	39.34%
Male Householder, own children	651	2.86%
Male Householder, no own children	575	2.52%
Female Householder, own children	1,676	7.36%
Female Householder, no own children	1,088	4.77%
2020 Est. Households by Household Size	29,598	
1-person	5,031	17.00%
2-person	9,122	30.82%
3-person	5,631	19.03%
4-person	5,272	17.81%
5-person	2,768	9.35%
6-person	1,124	3.80%
7-or-more-person	649	2.19%
2020 Est. Average Household Size		2.94

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	29,598	
Households with 1 or More People under Age 18:	13,139	44.39%
Married-Couple Family	10,338	78.68%
Other Family, Male Householder	773	5.88%
Other Family, Female Householder	1,935	14.73%
Nonfamily, Male Householder	71	0.54%
Nonfamily, Female Householder	23	0.18%
Households with No People under Age 18:	16,459	55.61%
Married-Couple Family	8,456	51.38%
Other Family, Male Householder	458	2.78%
Other Family, Female Householder	825	5.01%
Nonfamily, Male Householder	3,235	19.66%
Nonfamily, Female Householder	3,484	21.17%
2020 Est. Households by Number of Vehicles	29,598	
No Vehicles	349	1.18%
1 Vehicle	6,146	20.77%
2 Vehicles	14,203	47.99%
3 Vehicles	5,735	19.38%
4 Vehicles	2,428	8.20%
5 or more Vehicles	737	2.49%
2020 Est. Average Number of Vehicles		2.23
Family Households		
2025 Projection	24,929	
2020 Estimate	22,788	
2010 Census	17,387	
2000 Census	9,946	
Growth 2020 - 2025		9.40%
Growth 2010 - 2020		31.06%
Growth 2000 - 2010		74.81%
2020 Est. Families by Poverty Status	22,788	
2020 Families at or Above Poverty	21,806	95.69%
2020 Families at or Above Poverty with Children	10,700	46.95%
2020 Families Below Poverty	982	4.31%
2020 Families Below Poverty with Children	644	2.83%
2020 Est. Pop 16+ by Employment Status	68,613	
Civilian Labor Force, Employed	45,911	66.91%
Civilian Labor Force, Unemployed	1,863	2.72%
Armed Forces	22	0.03%
Not in Labor Force	20,817	30.34%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	45,834	
For-Profit Private Workers	32,137	70.12%
Non-Profit Private Workers	2,739	5.98%
Local Government Workers	891	1.94%
State Government Workers	2,138	4.67%
Federal Government Workers	3,381	7.38%
Self-Employed Workers	4,437	9.68%
Unpaid Family Workers	111	0.24%
2020 Est. Civ. Employed Pop 16+ by Occupation	45,834	
Architect/Engineer	992	2.16%
Arts/Entertainment/Sports	994	2.17%
Building Grounds Maintenance	1,187	2.59%
Business/Financial Operations	2,986	6.52%
Community/Social Services	686	1.50%
Computer/Mathematical	2,046	4.46%
Construction/Extraction	1,923	4.20%
Education/Training/Library	3,642	7.95%
Farming/Fishing/Forestry	69	0.15%
Food Prep/Serving	1,761	3.84%
Health Practitioner/Technician	2,398	5.23%
Healthcare Support	491	1.07%
Maintenance Repair	1,392	3.04%
Legal	339	0.74%
Life/Physical/Social Science	208	0.45%
Management	6,535	14.26%
Office/Admin. Support	5,841	12.74%
Production	1,751	3.82%
Protective Services	839	1.83%
Sales/Related	5,690	12.41%
Personal Care/Service	1,301	2.84%
Transportation/Moving	2,767	6.04%
2020 Est. Pop 16+ by Occupation Classification	45,834	
White Collar	32,355	70.59%
Blue Collar	7,832	17.09%
Service and Farm	5,647	12.32%
2020 Est. Workers Age 16+ by Transp. to Work	44,987	
Drove Alone	37,154	82.59%
Car Pooled	3,506	7.79%
Public Transportation	250	0.56%
Walked	317	0.71%
Bicycle	80	0.18%
Other Means	391	0.87%
Worked at Home	3,289	7.31%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,667	
15 - 29 Minutes	13,913	
30 - 44 Minutes	9,705	
45 - 59 Minutes	5,554	
60 or more Minutes	5,205	
2020 Est. Avg Travel Time to Work in Minutes		34
2020 Est. Occupied Housing Units by Tenure	29,598	
Owner Occupied	23,875	80.66%
Renter Occupied	5,723	19.34%
2020 Owner Occ. HUs: Avg. Length of Residence		11.17
2020 Renter Occ. HUs: Avg. Length of Residence		5.27
2020 Est. Owner-Occupied Housing Units by Value	29,598	
Value Less than \$20,000	653	2.74%
Value \$20,000 - \$39,999	451	1.89%
Value \$40,000 - \$59,999	77	0.32%
Value \$60,000 - \$79,999	267	1.12%
Value \$80,000 - \$99,999	191	0.80%
Value \$100,000 - \$149,999	926	3.88%
Value \$150,000 - \$199,999	2,598	10.88%
Value \$200,000 - \$299,999	7,612	31.88%
Value \$300,000 - \$399,999	5,380	22.53%
Value \$400,000 - \$499,999	2,932	12.28%
Value \$500,000 - \$749,999	1,677	7.02%
Value \$750,000 - \$999,999	669	2.80%
Value \$1,000,000 or \$1,499,999	282	1.18%
Value \$1,500,000 or \$1,999,999	77	0.32%
Value \$2,000,000+	81	0.34%
2020 Est. Median All Owner-Occupied Housing Value		\$288,476
2020 Est. Housing Units by Units in Structure		
1 Unit Detached	25,278	81.78%
1 Unit Attached	342	1.11%
2 Units	52	0.17%
3 or 4 Units	499	1.61%
5 to 19 Units	1,351	4.37%
20 to 49 Units	470	1.52%
50 or More Units	452	1.46%
Mobile Home or Trailer	2,375	7.68%
Boat, RV, Van, etc.	92	0.30%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,352	17.31%
Housing Units Built 2010 to 2014	1,130	3.66%
Housing Units Built 2000 to 2009	11,832	38.28%
Housing Units Built 1990 to 1999	6,200	20.06%
Housing Units Built 1980 to 1989	3,447	11.15%
Housing Units Built 1970 to 1979	1,689	5.46%
Housing Units Built 1960 to 1969	747	2.42%
Housing Units Built 1950 to 1959	315	1.02%
Housing Units Built 1940 to 1949	77	0.25%
Housing Unit Built 1939 or Earlier	121	0.39%
2020 Est. Median Year Structure Built		2002



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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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