



The **Retail** Coach®

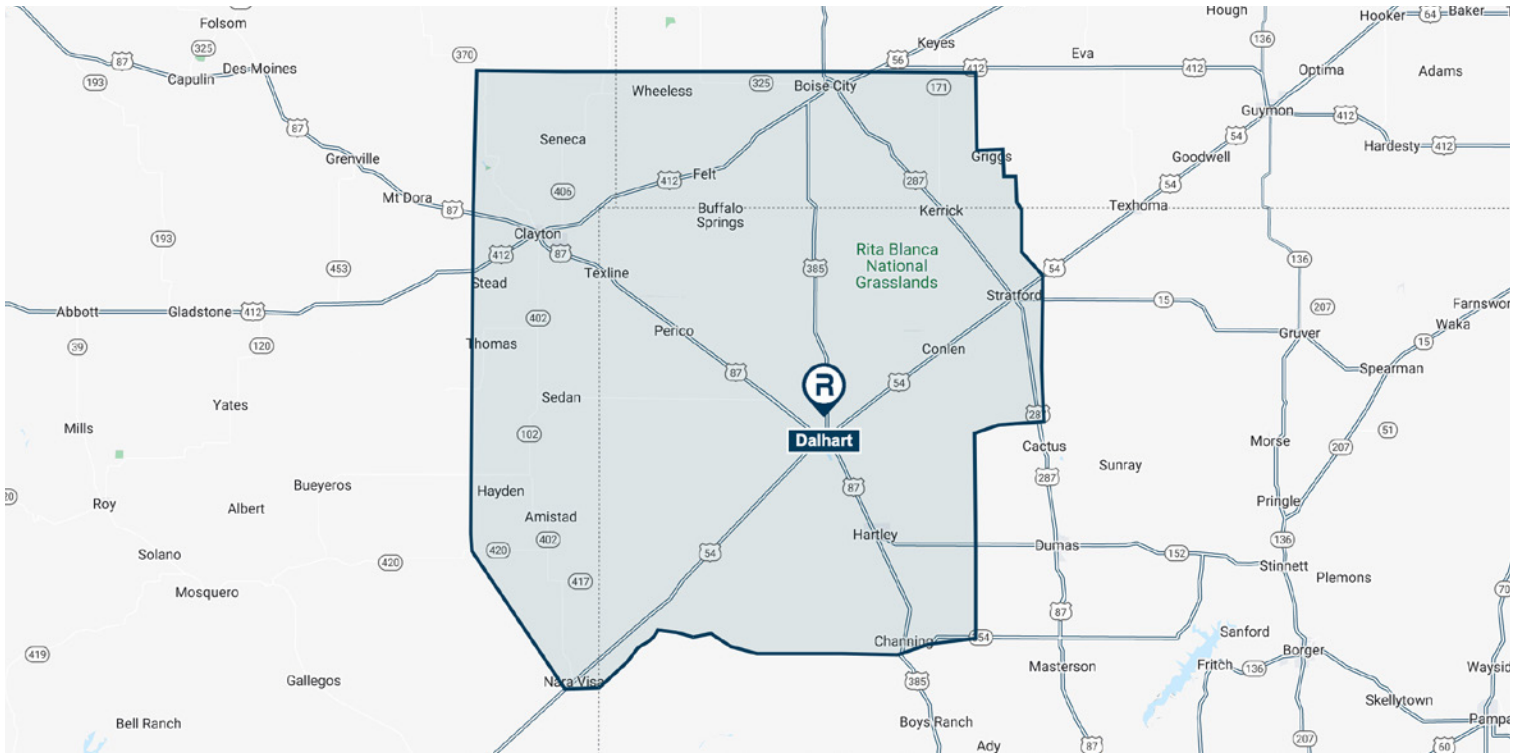
Retail Trade Area Demographic Profile

DALHART, TEXAS

Prepared for City of Dalhart
March 2024

Retail Trade Area • Demographic Snapshot

Dalhart, Texas



Population

2020	19,610
2023	19,943
2028	20,146

Age

0 - 9 Years	15.03%
10 - 17 Years	11.50%
18 - 24 Years	8.70%
25 - 34 Years	12.65%
35 - 44 Years	12.28%
45 - 54 Years	11.67%
55 - 64 Years	10.99%
65 and Older	17.20%
Median Age	36.71
Average Age	38.29

Educational Attainment (%)

Graduate or Professional Degree	5.56%
Bachelors Degree	11.93%
Associate Degree	3.85%
Some College	21.38%
High School Graduate (GED)	34.82%
Some High School, No Degree	10.67%
Less than 9th Grade	11.77%

Race Distribution (%)

White	59.22%
Black/African American	1.61%
American Indian/Alaskan	1.44%
Asian	0.32%
Native Hawaiian/Islander	0.12%
Other Race	17.39%
Two or More Races	19.91%
Hispanic	45.91%

Income

Average HH	\$75,908
Median HH	\$56,253
Per Capita	\$28,121



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Retail Trade Area • Demographic Profile

Dalhart, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	20,146	
2023 Estimate	19,943	
2020 Census	19,610	
2010 Census	20,309	
Growth 2023 - 2028		1.02%
Growth 2020 - 2023		1.70%
Growth 2010 - 2020		-3.44%
2023 Est. Population by Single-Classification Race	19,943	
White Alone	11,810	59.22%
Black or African American Alone	320	1.61%
Amer. Indian and Alaska Native Alone	288	1.44%
Asian Alone	63	0.32%
Native Hawaiian and Other Pacific Island Alone	24	0.12%
Some Other Race Alone	3,468	17.39%
Two or More Races	3,970	19.91%
2023 Est. Population by Hispanic or Latino Origin	19,943	
Not Hispanic or Latino	10,787	54.09%
Hispanic or Latino	9,156	45.91%
Mexican	8,045	87.86%
Puerto Rican	22	0.25%
Cuban	10	0.11%
All Other Hispanic or Latino	1,080	11.79%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	9,156	
White Alone	2,085	22.77%
Black or African American Alone	11	0.12%
American Indian and Alaska Native Alone	162	1.77%
Asian Alone	7	0.08%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	3,430	37.47%
Two or More Races	3,460	37.79%
2023 Est. Pop by Race, Asian Alone, by Category	63	
Chinese, except Taiwanese	0	0.00%
Filipino	17	27.42%
Japanese	0	0.00%
Asian Indian	10	16.13%
Korean	3	4.84%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	17	27.42%
Laotian	7	11.29%
Thai	6	9.68%
All Other Asian Races Including 2+ Category	2	3.23%
2023 Est. Pop Age 5+ by Language Spoken At Home	18,399	
Speak Only English at Home	13,388	72.76%
Speak Asian/Pacific Island Language at Home	38	0.21%
Speak IndoEuropean Language at Home	525	2.85%
Speak Spanish at Home	4,434	24.10%
Speak Other Language at Home	16	0.09%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	19,943	
Age 0 - 4	1,544	7.74%
Age 5 - 9	1,453	7.29%
Age 10 - 14	1,444	7.24%
Age 15 - 17	848	4.25%
Age 18 - 20	756	3.79%
Age 21 - 24	978	4.90%
Age 25 - 34	2,523	12.65%
Age 35 - 44	2,448	12.28%
Age 45 - 54	2,327	11.67%
Age 55 - 64	2,191	10.99%
Age 65 - 74	1,908	9.57%
Age 75 - 84	1,090	5.47%
Age 85 and over	432	2.17%
Age 16 and over	15,225	76.34%
Age 18 and over	14,653	73.48%
Age 21 and over	13,897	69.68%
Age 65 and over	3,429	17.20%
2023 Est. Median Age		36.71
2023 Est. Average Age		38.29
2023 Est. Population by Sex	19,943	
Male	10,742	53.86%
Female	9,201	46.14%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	10,742	
Age 0 - 4	788	7.34%
Age 5 - 9	740	6.89%
Age 10 - 14	775	7.21%
Age 15 - 17	446	4.15%
Age 18 - 20	409	3.81%
Age 21 - 24	546	5.08%
Age 25 - 34	1,497	13.94%
Age 35 - 44	1,409	13.12%
Age 45 - 54	1,343	12.50%
Age 55 - 64	1,193	11.11%
Age 65 - 74	933	8.68%
Age 75 - 84	502	4.68%
Age 85 and over	159	1.48%
2023 Est. Median Age, Male		36.17
2023 Est. Average Age, Male		37.57
2023 Est. Female Population by Age	9,201	
Age 0 - 4	756	8.22%
Age 5 - 9	713	7.75%
Age 10 - 14	670	7.28%
Age 15 - 17	402	4.37%
Age 18 - 20	347	3.77%
Age 21 - 24	432	4.69%
Age 25 - 34	1,026	11.15%
Age 35 - 44	1,038	11.28%
Age 45 - 54	984	10.69%
Age 55 - 64	998	10.85%
Age 65 - 74	975	10.59%
Age 75 - 84	588	6.39%
Age 85 and over	274	2.97%
2023 Est. Median Age, Female		37.45
2023 Est. Average Age, Female		38.99

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Dalhart, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,174	26.93%
Males, Never Married	2,725	17.58%
Females, Never Married	1,449	9.35%
Married, Spouse present	7,296	47.07%
Married, Spouse absent	964	6.22%
Widowed	1,061	6.85%
Males Widowed	308	1.99%
Females Widowed	752	4.85%
Divorced	2,006	12.94%
Males Divorced	1,184	7.64%
Females Divorced	822	5.30%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,521	11.8%
Some High School, no diploma	1,379	10.7%
High School Graduate (or GED)	4,499	34.8%
Some College, no degree	2,763	21.4%
Associate Degree	498	3.9%
Bachelor's Degree	1,541	11.9%
Master's Degree	576	4.5%
Professional School Degree	35	0.3%
Doctorate Degree	108	0.8%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,646	44.61%
High School Graduate	1,822	30.71%
Some College or Associate's Degree	1,075	18.12%
Bachelor's Degree or Higher	388	6.54%
Households		
2028 Projection	7,128	
2023 Estimate	6,937	
2020 Census	6,965	
2010 Census	7,137	
Growth 2023 - 2028		2.75%
Growth 2020 - 2023		-0.40%
Growth 2010 - 2020		-2.41%
2023 Est. Households by Household Type	6,937	
Family Households	4,869	70.19%
Nonfamily Households	2,068	29.81%
2023 Est. Group Quarters Population	1,218	
2023 Households by Ethnicity, Hispanic/Latino	2,581	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	6,937	
Income < \$15,000	451	6.50%
Income \$15,000 - \$24,999	740	10.67%
Income \$25,000 - \$34,999	658	9.49%
Income \$35,000 - \$49,999	1,194	17.21%
Income \$50,000 - \$74,999	1,471	21.21%
Income \$75,000 - \$99,999	912	13.15%
Income \$100,000 - \$124,999	499	7.19%
Income \$125,000 - \$149,999	327	4.71%
Income \$150,000 - \$199,999	380	5.48%
Income \$200,000 - \$249,999	136	1.96%
Income \$250,000 - \$499,999	121	1.74%
Income \$500,000+	48	0.69%
2023 Est. Average Household Income		\$75,908
2023 Est. Median Household Income		\$56,253
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$58,575
Black or African American Alone		\$123,933
American Indian and Alaska Native Alone		\$42,298
Asian Alone		\$53,826
Native Hawaiian and Other Pacific Islander Alone		\$75,000
Some Other Race Alone		\$53,466
Two or More Races		\$53,605
Hispanic or Latino		\$50,149
Not Hispanic or Latino		\$60,857
2023 Est. Family HH Type by Presence of Own Child.	4,869	
Married-Couple Family, own children	1,691	34.73%
Married-Couple Family, no own children	2,226	45.72%
Male Householder, own children	185	3.80%
Male Householder, no own children	134	2.75%
Female Householder, own children	393	8.07%
Female Householder, no own children	240	4.93%
2023 Est. Households by Household Size	6,937	
1-person	1,821	26.25%
2-person	2,541	36.63%
3-person	788	11.36%
4-person	846	12.20%
5-person	517	7.45%
6-person	201	2.90%
7-or-more-person	223	3.22%
2023 Est. Average Household Size		2.63

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	6,937	
Households with 1 or More People under Age 18:	2,527	36.43%
Married-Couple Family	5,004	72.14%
Other Family, Male Householder	609	8.79%
Other Family, Female Householder	1,276	18.40%
Nonfamily, Male Householder	33	0.48%
Nonfamily, Female Householder	14	0.20%
Households with No People under Age 18:	4,410	63.57%
Married-Couple Family	3,294	47.48%
Other Family, Male Householder	151	2.18%
Other Family, Female Householder	271	3.90%
Nonfamily, Male Householder	1,675	24.15%
Nonfamily, Female Householder	1,546	22.29%
2023 Est. Households by Number of Vehicles	6,937	
No Vehicles	187	2.70%
1 Vehicle	2,144	30.91%
2 Vehicles	2,710	39.07%
3 Vehicles	1,103	15.90%
4 Vehicles	707	10.19%
5 or more Vehicles	85	1.23%
2023 Est. Average Number of Vehicles		2.05
Family Households		
2028 Projection	4,967	
2023 Estimate	4,869	
2010 Census	5,013	
Growth 2023 - 2028		2.01%
Growth 2010 - 2023		-2.87%
2023 Est. Families by Poverty Status	4,869	
2023 Families at or Above Poverty	4,366	89.67%
2023 Families at or Above Poverty with Children	1,926	39.56%
2023 Families Below Poverty	504	10.35%
2023 Families Below Poverty with Children	395	8.11%
2023 Est. Pop 16+ by Employment Status	15,225	
Civilian Labor Force, Employed	8,484	55.73%
Civilian Labor Force, Unemployed	184	1.21%
Armed Forces	0	0.00%
Not in Labor Force	6,557	43.07%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	8,484	
For-Profit Private Workers	5,312	62.61%
Non-Profit Private Workers	416	4.91%
Local Government Workers	161	1.90%
State Government Workers	435	5.13%
Federal Government Workers	884	10.42%
Self-Employed Workers	1,227	14.46%
Unpaid Family Workers	49	0.58%
2023 Est. Civ. Employed Pop 16+ by Occupation	8,484	
Architect/Engineer	51	0.60%
Arts/Entertainment/Sports	71	0.84%
Building Grounds Maintenance	324	3.82%
Business/Financial Operations	182	2.15%
Community/Social Services	63	0.74%
Computer/Mathematical	62	0.73%
Construction/Extraction	602	7.09%
Education/Training/Library	613	7.22%
Farming/Fishing/Forestry	550	6.48%
Food Prep/Serving	337	3.98%
Health Practitioner/Technician	174	2.05%
Healthcare Support	128	1.51%
Maintenance Repair	174	2.05%
Legal	13	0.15%
Life/Physical/Social Science	80	0.94%
Management	1,264	14.90%
Office/Admin. Support	952	11.22%
Production	436	5.14%
Protective Services	327	3.86%
Sales/Related	737	8.68%
Personal Care/Service	244	2.88%
Transportation/Moving	1,098	12.94%
2023 Est. Pop 16+ by Occupation Classification	8,484	
White Collar	4,263	50.25%
Blue Collar	2,310	27.23%
Service and Farm	1,912	22.53%
2023 Est. Workers Age 16+ by Transp. to Work	8,484	
Drove Alone	6,891	81.23%
Car Pooled	1,095	12.90%
Public Transportation	3	0.04%
Walked	284	3.35%
Bicycle	5	0.06%
Other Means	30	0.35%
Worked at Home	176	2.08%

Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,438	65.45%
15 - 29 Minutes	1,530	18.41%
30 - 44 Minutes	833	10.03%
45 - 59 Minutes	234	2.82%
60 or more Minutes	274	3.29%
2023 Est. Avg Travel Time to Work in Minutes		17
2023 Est. Occupied Housing Units by Tenure	6,937	
Owner Occupied	4,885	70.42%
Renter Occupied	2,052	29.58%
2023 Owner Occ. HUs: Avg. Length of Residence		17.52 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		8.03 [†]
2023 Est. Owner-Occupied Housing Units by Value	6,937	
Value Less than \$20,000	239	3.44%
Value \$20,000 - \$39,999	383	5.53%
Value \$40,000 - \$59,999	523	7.53%
Value \$60,000 - \$79,999	667	9.62%
Value \$80,000 - \$99,999	734	10.58%
Value \$100,000 - \$149,999	1,325	19.10%
Value \$150,000 - \$199,999	1,049	15.13%
Value \$200,000 - \$299,999	876	12.63%
Value \$300,000 - \$399,999	339	4.89%
Value \$400,000 - \$499,999	254	3.66%
Value \$500,000 - \$749,999	328	4.73%
Value \$750,000 - \$999,999	99	1.43%
Value \$1,000,000 or \$1,499,999	119	1.72%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.02%
2023 Est. Median All Owner-Occupied Housing Value		\$133,019
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	5,341	76.99%
1 Unit Attached	52	0.74%
2 Units	82	1.18%
3 or 4 Units	148	2.14%
5 to 19 Units	193	2.79%
20 to 49 Units	40	0.58%
50 or More Units	31	0.45%
Mobile Home or Trailer	1,040	15.00%
Boat, RV, Van, etc.	8	0.12%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	166	2.40%
Housing Units Built 2010 to 2014	224	3.24%
Housing Units Built 2000 to 2009	478	6.89%
Housing Units Built 1990 to 1999	849	12.24%
Housing Units Built 1980 to 1989	892	12.86%
Housing Units Built 1970 to 1979	1,095	15.78%
Housing Units Built 1960 to 1969	909	13.11%
Housing Units Built 1950 to 1959	842	12.14%
Housing Units Built 1940 to 1949	568	8.19%
Housing Unit Built 1939 or Earlier	914	13.17%
2023 Est. Median Year Structure Built		1972

[†] 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, 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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