



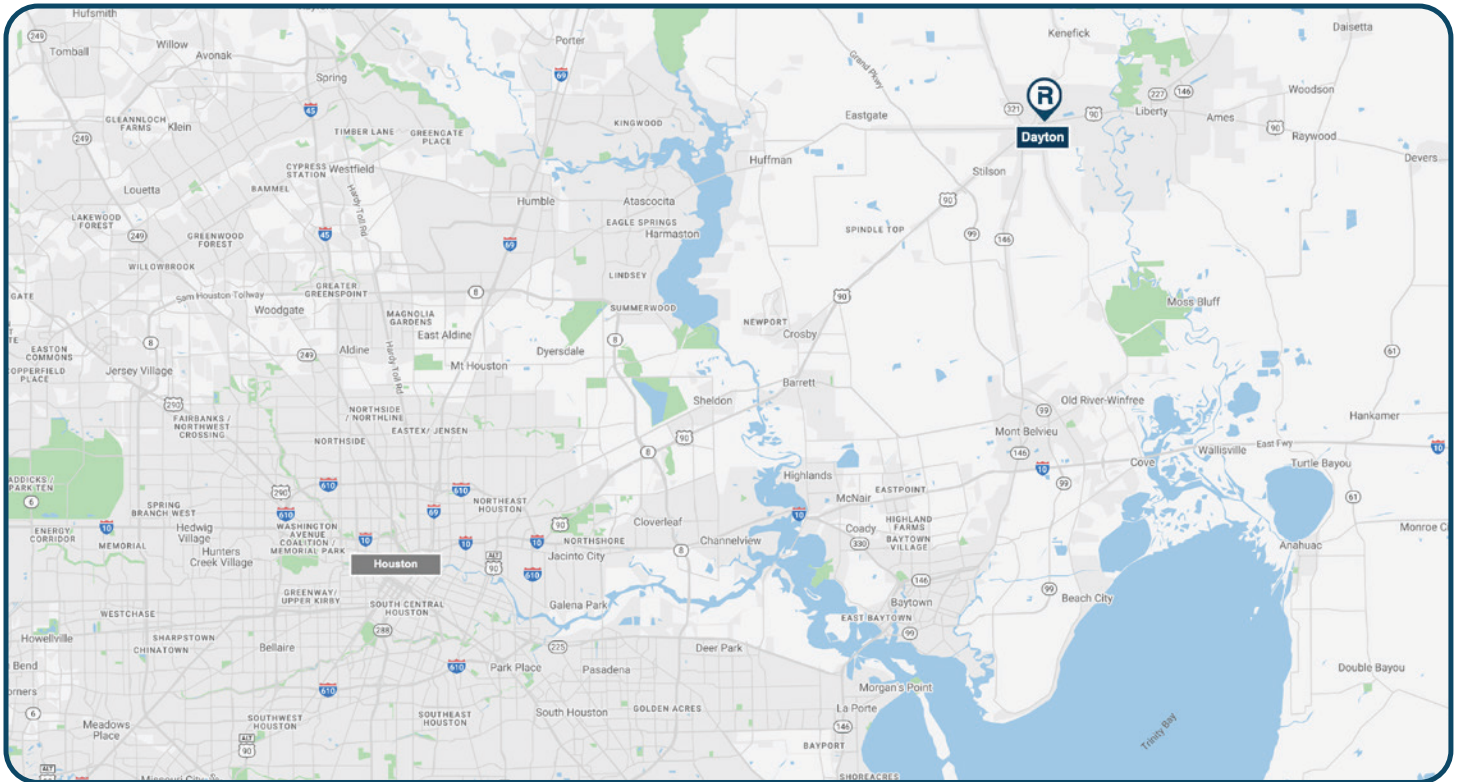
The**Retail**Coach®

COMMUNITY DEMOGRAPHIC PROFILE

DAYTON, TEXAS

PREPARED FOR DAYTON ECONOMIC DEVELOPMENT CORPORATION
JANUARY 2026

DEMOGRAPHIC SNAPSHOT



Population

2020	8,777
2026	10,928
2031	12,357



Age

0-9 Years	14.54%
10 - 17 Years	12.88%
18 - 24 Years	10.09%
25 - 34 Years	14.41%
35 - 44 Years	12.13%
45 - 54 Years	11.73%
55 - 64 Years	10.80%
65 and Older	13.41%
Median Age	33.60
Average Age	36.10



Educational Attainment (%)

Graduate or Professional Degree	4.64%
Bachelors Degree	11.10%
Associate Degree	10.50%
Some College	28.81%
High School Graduate (GED)	28.54%
Some High School, No Degree	11.19%
Less than 9th Grade	5.21%

Income

Average HH	\$116,685
Median HH	\$84,324
Per Capita	\$43,574

Race Distribution

White	57.33%
Black/African American	12.60%
American Indian/Alaskan	0.77%
Asian	1.65%
Native Hawaiian/Islander	0.05%
Other Race	14.19%
Two or More Races	13.41%
Hispanic	33.06%
Non-Hispanic	66.94%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	12,357	
2026 Estimate	10,928	
2020 Census	8,777	
2010 Census	7,524	
Growth 2026 - 2031		13.08%
Growth 2020 - 2026		24.51%
Growth 2010 - 2020		16.65%
2026 Est. Population by Single-Classification Race	10,928	
White Alone	6,265	57.33%
Black or African American Alone	1,377	12.60%
Amer. Indian and Alaska Native Alone	84	0.77%
Asian Alone	180	1.65%
Native Hawaiian and Other Pacific Island Alone	5	0.05%
Some Other Race Alone	1,551	14.19%
Two or More Races	1,466	13.41%
2026 Est. Population by Hispanic or Latino Origin	10,928	
Not Hispanic or Latino	7,315	66.94%
Hispanic or Latino	3,613	33.06%
Mexican	3,240	89.68%
Puerto Rican	0	0.00%
Cuban	6	0.17%
All Other Hispanic or Latino	367	10.16%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	3,613	
White Alone	940	26.02%
Black or African American Alone	31	0.86%
American Indian and Alaska Native Alone	56	1.55%
Asian Alone	4	0.11%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,519	42.04%
Two or More Races	1,063	29.42%
2026 Est. Pop by Race, Asian Alone, by Category	180	
Chinese, except Taiwanese	2	1.11%
Filipino	99	55.00%
Japanese	2	1.11%
Asian Indian	25	13.89%
Korean	30	16.67%
Vietnamese	19	10.56%
Cambodian	3	1.67%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	10,928	
Arab	3	0.03%
Czech	149	1.36%
Danish	7	0.06%
Dutch	33	0.30%
English	897	8.21%
French (except Basque)	336	3.08%
French Canadian	15	0.14%
German	735	6.73%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	503	4.60%
Italian	311	2.85%
Lithuanian	0	0.00%
United States or American	390	3.57%
Norwegian	6	0.06%
Polish	32	0.29%
Portuguese	0	0.00%
Russian	1	0.01%
Scottish	160	1.46%
Scotch-Irish	147	1.34%
Slovak	0	0.00%
Subsaharan African	31	0.28%
Swedish	30	0.28%
Swiss	0	0.00%
Ukrainian	2	0.02%
Welsh	19	0.17%
West Indian (except Hisp. groups)	32	0.29%
Other ancestries	3,309	30.28%
Ancestry Unclassified	3,780	34.59%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,388	82.56%
Speak Asian/Pacific Island Language at Home	58	0.57%
Speak IndoEuropean Language at Home	12	0.12%
Speak Spanish at Home	1,701	16.74%
Speak Other Language at Home	1	0.01%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	10,928	
Age 0 - 4	768	7.03%
Age 5 - 9	821	7.51%
Age 10 - 14	896	8.20%
Age 15 - 17	512	4.68%
Age 18 - 20	494	4.52%
Age 21 - 24	609	5.57%
Age 25 - 34	1,575	14.41%
Age 35 - 44	1,326	12.13%
Age 45 - 54	1,282	11.73%
Age 55 - 64	1,180	10.80%
Age 65 - 74	895	8.19%
Age 75 - 84	459	4.20%
Age 85 and over	111	1.02%
Age 16 and over	8,272	75.70%
Age 18 and over	7,931	72.57%
Age 21 and over	7,437	68.05%
Age 65 and over	1,465	13.41%
2026 Est. Median Age		33.60
2026 Est. Average Age		36.10
2026 Est. Population by Sex	10,928	
Male	5,265	48.18%
Female	5,663	51.82%
2026 Est. Male Population by Age	5,265	
Age 0 - 4	393	7.46%
Age 5 - 9	404	7.67%
Age 10 - 14	499	9.48%
Age 15 - 17	259	4.92%
Age 18 - 20	250	4.75%
Age 21 - 24	311	5.91%
Age 25 - 34	746	14.17%
Age 35 - 44	608	11.55%
Age 45 - 54	593	11.26%
Age 55 - 64	563	10.69%
Age 65 - 74	405	7.69%
Age 75 - 84	196	3.72%
Age 85 and over	38	0.72%
2026 Est. Median Age, Male		31.77
2026 Est. Average Age, Male		34.90

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	5,663	
Age 0 - 4	375	6.62%
Age 5 - 9	417	7.36%
Age 10 - 14	397	7.01%
Age 15 - 17	253	4.47%
Age 18 - 20	244	4.31%
Age 21 - 24	298	5.26%
Age 25 - 34	829	14.64%
Age 35 - 44	718	12.68%
Age 45 - 54	689	12.17%
Age 55 - 64	617	10.90%
Age 65 - 74	490	8.65%
Age 75 - 84	263	4.64%
Age 85 and over	73	1.29%
2026 Est. Median Age, Female		35.24
2026 Est. Average Age, Female		37.30
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,412	28.57%
Males, Never Married	1,237	14.65%
Females, Never Married	1,175	13.92%
Married, Spouse present	3,811	45.14%
Married, Spouse absent	432	5.12%
Widowed	584	6.92%
Males Widowed	116	1.37%
Females Widowed	468	5.54%
Divorced	1,204	14.26%
Males Divorced	406	4.81%
Females Divorced	798	9.45%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	356	5.21%
Some High School, no diploma	764	11.19%
High School Graduate (or GED)	1,949	28.54%
Some College, no degree	1,967	28.81%
Associate Degree	717	10.50%
Bachelor's Degree	758	11.10%
Master's Degree	225	3.29%
Professional School Degree	7	0.10%
Doctorate Degree	85	1.25%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	531	28.67%
High School Graduate	575	31.05%
Some College or Associate's Degree	644	34.77%
Bachelor's Degree or Higher	102	5.51%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	4,449	
2026 Estimate	3,908	
2020 Census	3,125	
2010 Census	2,694	
Growth 2026 - 2031		13.84%
Growth 2020 - 2026		25.06%
Growth 2010 - 2020		16.00%
2026 Est. Households by Household Type	3,908	
Family Households	2,777	71.06%
Nonfamily Households	1,131	28.94%
2026 Est. Group Quarters Population	463	
2026 Households by Ethnicity, Hispanic/Latino	965	
2026 Est. Households by Household Income	3,908	
Income < \$15,000	250	6.40%
Income \$15,000 - \$24,999	318	8.14%
Income \$25,000 - \$34,999	140	3.58%
Income \$35,000 - \$49,999	432	11.05%
Income \$50,000 - \$74,999	604	15.46%
Income \$75,000 - \$99,999	539	13.79%
Income \$100,000 - \$124,999	446	11.41%
Income \$125,000 - \$149,999	275	7.04%
Income \$150,000 - \$199,999	330	8.44%
Income \$200,000 - \$249,999	240	6.14%
Income \$250,000 - \$499,999	213	5.45%
Income \$500,000+	121	3.10%
2026 Est. Average Household Income		\$116,685
2026 Est. Median Household Income		\$84,324
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$87,091
Black or African American Alone		\$78,798
American Indian and Alaska Native Alone		\$85,911
Asian Alone		\$131,496
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$94,204
Two or More Races		\$48,147
Hispanic or Latino		\$66,313
Not Hispanic or Latino		\$89,468

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	3,908	
Family Households with Children	1,242	31.78%
Family Households without Children	2,666	68.22%
Married-Couple Families	1,905	48.75%
Married-Couple Family, own children	975	24.95%
Married-Couple Family, no own children	930	23.80%
Cohabiting-Couple Families	326	8.34%
Cohabiting-Couple Family, own children	40	1.02%
Cohabiting-Couple Family, no own children	286	7.32%
Male Householder Families	716	18.32%
Male Householder, own children	1	0.03%
Male Householder, no own children	25	0.64%
Male Householder, only Nonrelatives	123	3.15%
Male Householder, Living Alone	567	14.51%
Female Householder Families	961	24.59%
Female Householder, own children	226	5.78%
Female Householder, no own children	247	6.32%
Female Householder, only Nonrelatives	37	0.95%
Female Householder, Living Alone	451	11.54%
2026 Est. Households by Household Size	3,908	
1-person	1,004	25.69%
2-person	1,127	28.84%
3-person	717	18.35%
4-person	539	13.79%
5-person	306	7.83%
6-person	135	3.45%
7-or-more-person	80	2.05%
2026 Est. Average Household Size		2.68
2026 Est. Households by Number of Vehicles	3,908	
No Vehicles	358	9.16%
1 Vehicle	1,109	28.38%
2 Vehicles	1,216	31.12%
3 Vehicles	825	21.11%
4 Vehicles	343	8.78%
5 or more Vehicles	57	1.46%
2026 Est. Average Number of Vehicles		2.0

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	3,163	
2026 Estimate	2,777	
2020 Estimate	2,207	
2010 Census	1,949	
Growth 2026 - 2031		13.90%
Growth 2020 - 2026		25.83%
Growth 2010 - 2020		13.24%
2026 Est. Families by Poverty Status	2,777	
2026 Families at or Above Poverty	2,245	80.84%
2026 Families at or Above Poverty with Children	1,136	40.91%
2026 Families Below Poverty	532	19.16%
2026 Families Below Poverty with Children	459	16.53%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,373	52.87%
Civilian Labor Force, Unemployed	207	2.50%
Armed Forces	0	0.00%
Not in Labor Force	3,692	44.63%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,224	74.15%
Non-Profit Private Workers	190	4.37%
Local Government Workers	106	2.44%
State Government Workers	96	2.21%
Federal Government Workers	330	7.59%
Self-Employed Workers	400	9.20%
Unpaid Family Workers	2	0.05%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	220	5.06%
Arts/Entertainment/Sports	39	0.90%
Building Grounds Maintenance	26	0.60%
Business/Financial Operations	240	5.52%
Community/Social Services	27	0.62%
Computer/Mathematical	66	1.52%
Construction/Extraction	300	6.90%
Education/Training/Library	157	3.61%
Farming/Fishing/Forestry	23	0.53%
Food Prep/Serving	220	5.06%
Health Practitioner/Technician	123	2.83%
Healthcare Support	155	3.56%
Maintenance Repair	144	3.31%
Legal	92	2.12%
Life/Physical/Social Science	20	0.46%
Management	440	10.12%
Office/Admin. Support	539	12.40%
Production	399	9.18%
Protective Services	123	2.83%
Sales/Related	310	7.13%
Personal Care/Service	148	3.40%
Transportation/Moving	537	12.35%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	2,273	52.28%
Blue Collar	1,380	31.74%
Service and Farm	695	15.98%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,293	76.58%
Car Pooled	527	12.26%
Public Transportation	3	0.07%
Walked	1	0.02%
Bicycle	0	0.00%
Other Means	3	0.07%
Worked at Home	473	11.00%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	537	
15 - 29 Minutes	1,001	
30 - 44 Minutes	1,009	
45 - 59 Minutes	664	
60 or more Minutes	642	
2026 Est. Avg Travel Time to Work in Minutes		38

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	3,908	
Owner Occupied	2,505	64.10%
Renter Occupied	1,403	35.90%
2026 Owner Occ. HUs: Avg. Length of Residence		12.10 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		7.00 [†]
2026 Est. Owner-Occupied Housing Units by Value	2,505	
Value Less than \$20,000	166	6.63%
Value \$20,000 - \$39,999	73	2.91%
Value \$40,000 - \$59,999	145	5.79%
Value \$60,000 - \$79,999	61	2.43%
Value \$80,000 - \$99,999	40	1.60%
Value \$100,000 - \$149,999	321	12.81%
Value \$150,000 - \$199,999	198	7.90%
Value \$200,000 - \$299,999	757	30.22%
Value \$300,000 - \$399,999	325	12.97%
Value \$400,000 - \$499,999	181	7.23%
Value \$500,000 - \$749,999	161	6.43%
Value \$750,000 - \$999,999	65	2.60%
Value \$1,000,000 or \$1,499,999	10	0.40%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	2	0.08%
2026 Est. Median All Owner-Occupied Housing Value		\$235,120
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	2,684	64.24%
1 Unit Attached	1	0.02%
2 Units	23	0.55%
3 or 4 Units	82	1.96%
5 to 19 Units	466	11.15%
20 to 49 Units	84	2.01%
50 or More Units	23	0.55%
Mobile Home or Trailer	700	16.75%
Boat, RV, Van, etc.	115	2.75%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	888	21.25%
Housing Units Built 2010 to 2019	617	14.77%
Housing Units Built 2000 to 2009	900	21.54%
Housing Units Built 1990 to 1999	551	13.19%
Housing Units Built 1980 to 1989	372	8.90%
Housing Units Built 1970 to 1979	367	8.78%
Housing Units Built 1960 to 1969	344	8.23%
Housing Units Built 1950 to 1959	76	1.82%
Housing Units Built 1940 to 1949	19	0.46%
Housing Unit Built 1939 or Earlier	44	1.05%
2026 Est. Median Year Structure Built		2004

[†] 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**Retail**Coach®

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.

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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