



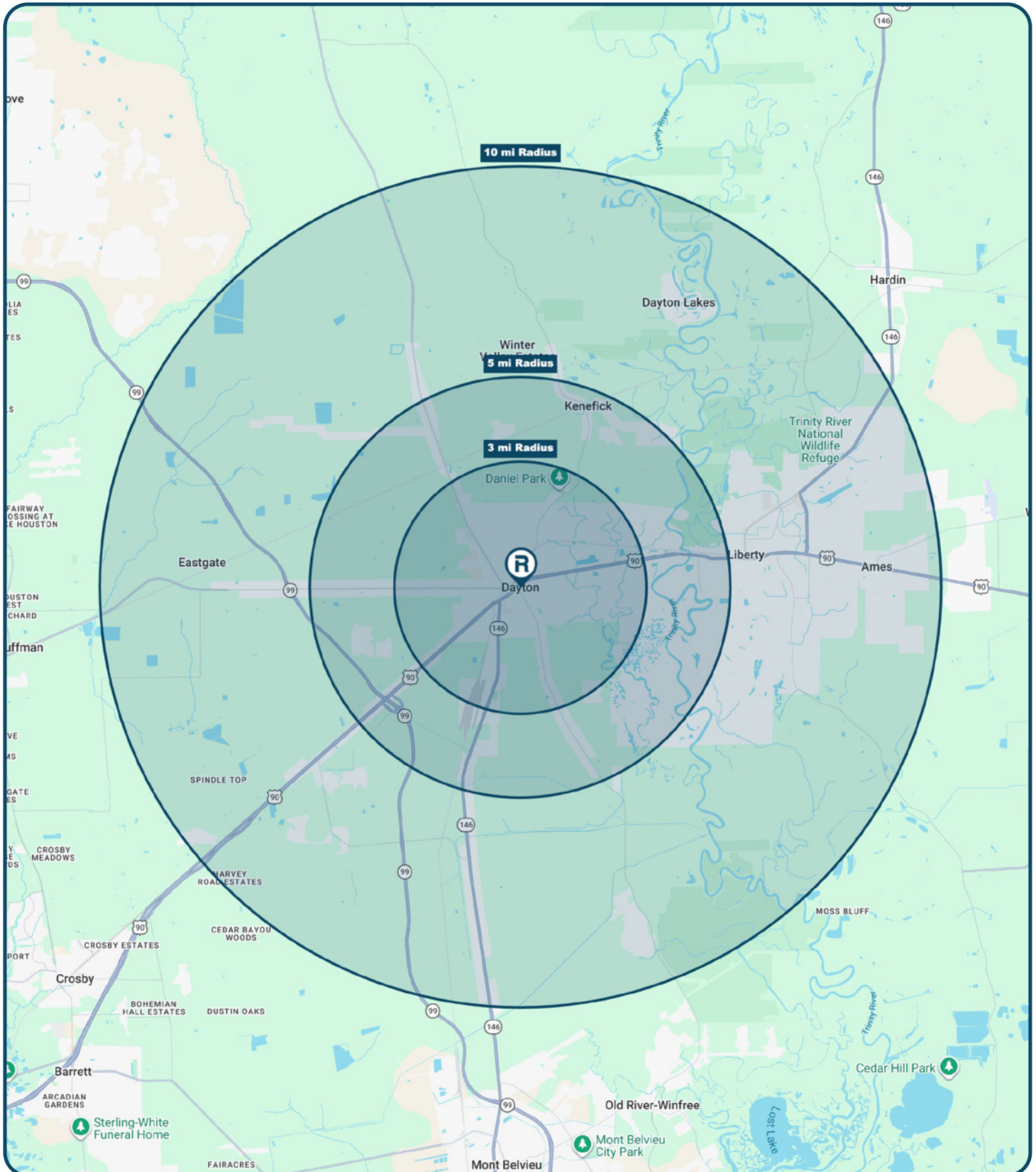
The**Retail**Coach®

3, 5, 10 MILE RADIALS DEMOGRAPHIC PROFILES

DAYTON, TEXAS



3, 5, 10 MILE RADIALS



DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
Population						
2031 Projection	12,658		25,737		55,935	
2026 Estimate	11,138		22,904		49,854	
2020 Census	8,831		18,712		41,281	
2010 Census	7,724		14,844		37,483	
Growth 2026 - 2031		13.65%		12.37%		12.20%
Growth 2020 - 2026		26.12%		22.40%		20.77%
Growth 2010 - 2020		14.33%		26.06%		10.13%
2026 Est. Population by Single-Classification Race	11,138		22,904		49,854	
White Alone	6,552	58.83%	13,107	57.23%	27,136	54.43%
Black or African American Alone	1,362	12.23%	2,394	10.45%	5,052	10.13%
Amer. Indian and Alaska Native Alone	88	0.79%	197	0.86%	552	1.11%
Asian Alone	193	1.73%	249	1.09%	487	0.98%
Native Hawaiian and Other Pacific Island Alone	6	0.05%	14	0.06%	24	0.05%
Some Other Race Alone	1,411	12.67%	4,021	17.56%	9,894	19.85%
Two or More Races	1,526	13.70%	2,923	12.76%	6,709	13.46%
2026 Est. Population by Hispanic or Latino Origin	11,138		22,904		49,854	
Not Hispanic or Latino	7,584	68.09%	14,630	63.88%	30,154	60.49%
Hispanic or Latino	3,554	31.91%	8,274	36.13%	19,700	39.52%
Mexican	3,182	89.53%	7,465	90.22%	17,995	91.35%
Puerto Rican	0	0.00%	0	0.00%	3	0.02%
Cuban	6	0.17%	20	0.24%	57	0.29%
All Other Hispanic or Latino	366	10.30%	789	9.54%	1,645	8.35%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	3,554		8,274		19,700	
White Alone	983	27.66%	1,947	23.53%	4,144	21.04%
Black or African American Alone	33	0.93%	51	0.62%	122	0.62%
American Indian and Alaska Native Alone	60	1.69%	137	1.66%	426	2.16%
Asian Alone	4	0.11%	8	0.10%	19	0.10%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%	1	0.01%	4	0.02%
Some Other Race Alone	1,378	38.77%	3,953	47.78%	9,742	49.45%
Two or More Races	1,097	30.87%	2,176	26.30%	5,243	26.61%
2026 Est. Pop by Race, Asian Alone, by Category	193		249		487	
Chinese, except Taiwanese	1	0.52%	2	0.80%	5	1.03%
Filipino	106	54.92%	137	55.02%	288	59.14%
Japanese	2	1.04%	3	1.21%	6	1.23%
Asian Indian	27	13.99%	35	14.06%	65	13.35%
Korean	32	16.58%	41	16.47%	63	12.94%
Vietnamese	21	10.88%	27	10.84%	48	9.86%
Cambodian	3	1.55%	5	2.01%	8	1.64%
Hmong	0	0.00%	0	0.00%	0	0.00%
Laotian	0	0.00%	0	0.00%	3	0.62%
Thai	0	0.00%	0	0.00%	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%	0	0.00%	0	0.00%

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
2026 Est. Population by Ancestry	11,138		22,904		49,854	
Arab	2	0.02%	19	0.08%	45	0.09%
Czech	152	1.37%	299	1.31%	524	1.05%
Danish	8	0.07%	13	0.06%	35	0.07%
Dutch	31	0.28%	92	0.40%	200	0.40%
English	932	8.37%	1,752	7.65%	3,728	7.48%
French (except Basque)	342	3.07%	757	3.31%	1,652	3.31%
French Canadian	15	0.14%	33	0.14%	79	0.16%
German	737	6.62%	1,684	7.35%	4,092	8.21%
Greek	0	0.00%	0	0.00%	5	0.01%
Hungarian	0	0.00%	1	0.00%	4	0.01%
Irish	495	4.44%	1,221	5.33%	2,785	5.59%
Italian	323	2.90%	594	2.59%	918	1.84%
Lithuanian	0	0.00%	0	0.00%	0	0.00%
United States or American	412	3.70%	691	3.02%	1,619	3.25%
Norwegian	5	0.05%	17	0.07%	50	0.10%
Polish	32	0.29%	76	0.33%	232	0.47%
Portuguese	0	0.00%	0	0.00%	0	0.00%
Russian	1	0.01%	3	0.01%	5	0.01%
Scottish	162	1.46%	356	1.55%	803	1.61%
Scotch-Irish	151	1.36%	317	1.38%	684	1.37%
Slovak	0	0.00%	0	0.00%	0	0.00%
Subsaharan African	33	0.30%	46	0.20%	127	0.26%
Swedish	30	0.27%	64	0.28%	183	0.37%
Swiss	0	0.00%	0	0.00%	1	0.00%
Ukrainian	1	0.01%	4	0.02%	18	0.04%
Welsh	21	0.19%	30	0.13%	44	0.09%
West Indian (except Hisp. groups)	33	0.30%	61	0.27%	113	0.23%
Other ancestries	3,325	29.85%	7,143	31.19%	16,155	32.41%
Ancestry Unclassified	3,896	34.98%	7,631	33.32%	15,751	31.59%
2026 Est. Pop Age 5+ by Language Spoken At Home	10,327		21,415		46,462	
Speak Only English at Home	8,534	82.64%	17,711	82.70%	37,751	81.25%
Speak Asian/Pacific Island Language at Home	59	0.57%	75	0.35%	96	0.21%
Speak IndoEuropean Language at Home	10	0.10%	49	0.23%	98	0.21%
Speak Spanish at Home	1,723	16.68%	3,561	16.63%	8,444	18.17%
Speak Other Language at Home	0	0.00%	19	0.09%	65	0.14%

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
2026 Est. Population by Age	11,138		22,904		49,854	
Age 0 - 4	811	7.28%	1,492	6.51%	3,391	6.80%
Age 5 - 9	864	7.76%	1,552	6.78%	3,492	7.00%
Age 10 - 14	941	8.45%	1,657	7.24%	3,658	7.34%
Age 15 - 17	537	4.82%	987	4.31%	2,234	4.48%
Age 18 - 20	513	4.61%	996	4.35%	2,206	4.43%
Age 21 - 24	610	5.48%	1,332	5.82%	2,849	5.72%
Age 25 - 34	1,494	13.41%	3,652	15.95%	7,498	15.04%
Age 35 - 44	1,271	11.41%	3,085	13.47%	6,363	12.76%
Age 45 - 54	1,303	11.70%	2,739	11.96%	5,857	11.75%
Age 55 - 64	1,231	11.05%	2,462	10.75%	5,443	10.92%
Age 65 - 74	949	8.52%	1,810	7.90%	4,238	8.50%
Age 75 - 84	494	4.44%	925	4.04%	2,109	4.23%
Age 85 and over	120	1.08%	218	0.95%	516	1.04%
Age 16 and over	8,343	74.91%	17,875	78.04%	38,568	77.36%
Age 18 and over	7,985	71.69%	17,217	75.17%	37,079	74.38%
Age 21 and over	7,472	67.09%	16,222	70.83%	34,873	69.95%
Age 65 and over	1,564	14.04%	2,953	12.89%	6,863	13.77%
2026 Est. Median Age		33.58		34.39		34.44
2026 Est. Average Age		36.21		36.58		36.75
2026 Est. Population by Sex	11,138		22,904		49,854	
Male	5,424	48.70%	10,974	47.91%	24,277	48.70%
Female	5,715	51.31%	11,930	52.09%	25,577	51.30%
2026 Est. Male Population by Age	5,424		10,974		24,277	
Age 0 - 4	414	7.63%	761	6.94%	1,731	7.13%
Age 5 - 9	426	7.85%	793	7.23%	1,823	7.51%
Age 10 - 14	525	9.68%	897	8.17%	1,891	7.79%
Age 15 - 17	274	5.05%	513	4.68%	1,147	4.73%
Age 18 - 20	261	4.81%	514	4.68%	1,131	4.66%
Age 21 - 24	313	5.77%	679	6.19%	1,452	5.98%
Age 25 - 34	723	13.33%	1,650	15.04%	3,523	14.51%
Age 35 - 44	607	11.19%	1,331	12.13%	2,902	11.95%
Age 45 - 54	610	11.25%	1,271	11.58%	2,789	11.49%
Age 55 - 64	589	10.86%	1,213	11.05%	2,711	11.17%
Age 65 - 74	428	7.89%	861	7.85%	2,040	8.40%
Age 75 - 84	211	3.89%	407	3.71%	949	3.91%
Age 85 and over	42	0.77%	85	0.78%	189	0.78%
2026 Est. Median Age, Male		31.74		32.94		33.32
2026 Est. Average Age, Male		34.94		35.69		35.97

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
2026 Est. Female Population by Age	5,715		11,930		25,577	
Age 0 - 4	397	6.95%	731	6.13%	1,660	6.49%
Age 5 - 9	438	7.66%	759	6.36%	1,668	6.52%
Age 10 - 14	416	7.28%	760	6.37%	1,767	6.91%
Age 15 - 17	263	4.60%	473	3.97%	1,088	4.25%
Age 18 - 20	252	4.41%	482	4.04%	1,075	4.20%
Age 21 - 24	297	5.20%	653	5.47%	1,397	5.46%
Age 25 - 34	771	13.49%	2,002	16.78%	3,975	15.54%
Age 35 - 44	664	11.62%	1,753	14.69%	3,461	13.53%
Age 45 - 54	693	12.13%	1,468	12.31%	3,069	12.00%
Age 55 - 64	641	11.22%	1,248	10.46%	2,732	10.68%
Age 65 - 74	521	9.12%	949	7.96%	2,198	8.59%
Age 75 - 84	283	4.95%	518	4.34%	1,160	4.54%
Age 85 and over	78	1.37%	134	1.12%	327	1.28%
2026 Est. Median Age, Female		35.33		35.56		35.43
2026 Est. Average Age, Female		37.42		37.44		37.50
2026 Est. Pop Age 15+ by Marital Status						
Total, Never Married	2,290	26.87%	5,251	28.84%	10,966	27.89%
Males, Never Married	1,206	14.15%	2,589	14.22%	5,626	14.31%
Females, Never Married	1,084	12.72%	2,661	14.62%	5,340	13.58%
Married, Spouse present	4,071	47.77%	7,594	41.71%	17,893	45.51%
Married, Spouse absent	359	4.21%	1,405	7.72%	2,702	6.87%
Widowed	604	7.09%	1,085	5.96%	2,189	5.57%
Males Widowed	122	1.43%	213	1.17%	605	1.54%
Females Widowed	482	5.66%	872	4.79%	1,584	4.03%
Divorced	1,199	14.07%	2,871	15.77%	5,564	14.15%
Males Divorced	392	4.60%	1,067	5.86%	2,159	5.49%
Females Divorced	807	9.47%	1,804	9.91%	3,406	8.66%
2026 Est. Pop Age 25+ by Edu. Attainment						
Less than 9th grade	364	5.31%	872	5.86%	2,282	7.13%
Some High School, no diploma	703	10.25%	1,657	11.13%	3,575	11.16%
High School Graduate (or GED)	1,957	28.52%	4,750	31.90%	10,851	33.88%
Some College, no degree	1,933	28.17%	4,285	28.78%	8,485	26.50%
Associate Degree	758	11.05%	1,491	10.01%	2,992	9.34%
Bachelor's Degree	815	11.88%	1,379	9.26%	2,879	8.99%
Master's Degree	237	3.45%	336	2.26%	665	2.08%
Professional School Degree	7	0.10%	16	0.11%	89	0.28%
Doctorate Degree	89	1.30%	104	0.70%	205	0.64%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.						
No High School Diploma	641	29.28%	1,479	27.50%	3,892	30.75%
High School Graduate	670	30.59%	1,738	32.31%	4,068	32.15%
Some College or Associate's Degree	752	34.36%	1,854	34.47%	3,988	31.52%
Bachelor's Degree or Higher	126	5.77%	307	5.71%	706	5.58%

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
Households						
2031 Projection	4,723		8,265		18,229	
2026 Estimate	4,145		7,256		16,029	
2020 Census	3,279		5,800		12,996	
2010 Census	2,809		5,009		11,596	
Growth 2026 - 2031		13.94%		13.91%		13.73%
Growth 2020 - 2026		26.41%		25.10%		23.34%
Growth 2010 - 2020		16.73%		15.79%		12.07%
2026 Est. Households by Household Type	4,145		7,256		16,029	
Family Households	2,957	71.34%	5,361	73.88%	11,941	74.50%
Nonfamily Households	1,188	28.66%	1,895	26.12%	4,088	25.50%
2026 Est. Group Quarters Population	38		2,618		4,528	
2026 Households by Ethnicity, Hispanic/Latino	996		1,988		4,901	
2026 Est. Households by Household Income	4,145		7,256		16,029	
Income < \$15,000	260	6.27%	407	5.61%	873	5.45%
Income \$15,000 - \$24,999	335	8.08%	507	6.99%	1,289	8.04%
Income \$25,000 - \$34,999	143	3.45%	280	3.86%	867	5.41%
Income \$35,000 - \$49,999	439	10.59%	597	8.23%	1,183	7.38%
Income \$50,000 - \$74,999	639	15.42%	1,067	14.71%	2,292	14.30%
Income \$75,000 - \$99,999	553	13.34%	1,072	14.77%	2,389	14.90%
Income \$100,000 - \$124,999	469	11.32%	883	12.17%	1,833	11.44%
Income \$125,000 - \$149,999	306	7.38%	564	7.77%	1,372	8.56%
Income \$150,000 - \$199,999	361	8.71%	695	9.58%	1,705	10.64%
Income \$200,000 - \$249,999	271	6.54%	487	6.71%	977	6.10%
Income \$250,000 - \$499,999	236	5.69%	449	6.19%	854	5.33%
Income \$500,000+	134	3.23%	246	3.39%	395	2.46%
2026 Est. Average Household Income		\$119,294		\$125,097		\$117,858
2026 Est. Median Household Income		\$86,143		\$92,636		\$90,434
2026 Median HH Inc. by Single-Class. Race or Eth.						
White Alone		\$89,775		\$99,376		\$98,782
Black or African American Alone		\$77,594		\$74,742		\$71,956
American Indian and Alaska Native Alone		\$85,665		\$76,139		\$66,791
Asian Alone		\$133,184		\$133,270		\$132,420
Native Hawaiian and Other Pacific Islander Alone		\$29,500		\$45,849		\$45,276
Some Other Race Alone		\$98,805		\$84,976		\$84,725
Two or More Races		\$50,779		\$93,856		\$85,426
Hispanic or Latino		\$67,155		\$81,000		\$81,310
Not Hispanic or Latino		\$91,114		\$97,206		\$96,234

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
2026 Est. HH by Type and Presence of Own Child.	2,957		5,361		11,941	
Family Households with Children	953	32.23%	1,691	31.55%	3,481	29.15%
Family Households without Children	2,004	67.77%	3,670	68.45%	8,460	70.85%
Married-Couple Families	1,457	49.29%	2,831	52.80%	6,476	54.23%
Married-Couple Family, own children	750	25.38%	1,335	24.90%	2,797	23.43%
Married-Couple Family, no own children	707	23.91%	1,495	27.89%	3,679	30.81%
Cohabiting-Couple Families	236	7.99%	421	7.86%	767	6.43%
Cohabiting-Couple Family, own children	28	0.94%	62	1.16%	145	1.22%
Cohabiting-Couple Family, no own children	208	7.05%	360	6.71%	622	5.21%
Male Householder Families	531	17.97%	807	15.05%	1,805	15.12%
Male Householder, own children	0	0.00%	4	0.08%	56	0.47%
Male Householder, no own children	19	0.63%	47	0.87%	169	1.42%
Male Householder, only Nonrelatives	97	3.28%	128	2.38%	147	1.23%
Male Householder, Living Alone	415	14.04%	628	11.71%	1,433	12.00%
Female Householder Families	733	24.78%	1,303	24.30%	2,893	24.23%
Female Householder, own children	175	5.94%	290	5.40%	483	4.05%
Female Householder, no own children	179	6.06%	362	6.75%	893	7.48%
Female Householder, only Nonrelatives	30	1.01%	58	1.08%	95	0.79%
Female Householder, Living Alone	348	11.77%	593	11.07%	1,421	11.90%
2026 Est. Households by Household Size	4,145		7,256		16,029	
1-person	1,064	25.67%	1,595	21.98%	3,497	21.82%
2-person	1,197	28.88%	2,192	30.21%	4,859	30.31%
3-person	762	18.38%	1,318	18.16%	2,763	17.24%
4-person	574	13.85%	1,053	14.51%	2,350	14.66%
5-person	326	7.87%	619	8.53%	1,405	8.77%
6-person	140	3.38%	289	3.98%	703	4.39%
7-or-more-person	82	1.98%	189	2.61%	452	2.82%
2026 Est. Average Household Size		2.67		2.80		2.83
2026 Est. Households by Number of Vehicles	4,145		7,256		16,029	
No Vehicles	357	8.61%	419	5.78%	966	6.03%
1 Vehicle	1,152	27.79%	1,774	24.45%	4,009	25.01%
2 Vehicles	1,297	31.29%	2,619	36.09%	5,960	37.18%
3 Vehicles	900	21.71%	1,557	21.46%	3,129	19.52%
4 Vehicles	368	8.88%	650	8.96%	1,444	9.01%
5 or more Vehicles	71	1.71%	237	3.27%	522	3.26%
2026 Est. Average Number of Vehicles		2.01		2.16		2.14

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
Family Households						
2031 Projection	3,371		6,110		13,596	
2026 Estimate	2,957		5,361		11,941	
2020 Estimate	2,325		4,271		9,638	
2010 Census	2,032		3,728		8,672	
Growth 2026 - 2031		14.00%		13.97%		13.86%
Growth 2020 - 2026		27.18%		25.52%		23.89%
Growth 2010 - 2020		14.42%		14.57%		11.14%
2026 Est. Families by Poverty Status	2,957		5,361		11,941	
2026 Families at or Above Poverty	2,415	81.67%	4,611	86.01%	10,375	86.89%
2026 Families at or Above Poverty with Children	1,250	42.27%	2,390	44.58%	4,972	41.64%
2026 Families Below Poverty	542	18.33%	751	14.01%	1,566	13.12%
2026 Families Below Poverty with Children	462	15.62%	614	11.45%	1,208	10.12%
2026 Est. Pop 16+ by Employment Status	8,343		17,875		38,568	
Civilian Labor Force, Employed	4,504	53.99%	8,964	50.15%	19,772	51.27%
Civilian Labor Force, Unemployed	212	2.54%	444	2.48%	1,006	2.61%
Armed Forces	0	0.00%	0	0.00%	1	0.00%
Not in Labor Force	3,626	43.46%	8,468	47.37%	17,789	46.12%
2026 Est. Civ. Employed Pop 16+ by Class of Worker	4,504		8,964		19,773	
For-Profit Private Workers	3,347	74.31%	6,741	75.20%	14,186	71.75%
Non-Profit Private Workers	175	3.88%	333	3.72%	898	4.54%
Local Government Workers	109	2.43%	205	2.29%	331	1.67%
State Government Workers	105	2.34%	223	2.49%	729	3.69%
Federal Government Workers	350	7.76%	618	6.89%	1,349	6.82%
Self-Employed Workers	417	9.26%	843	9.40%	2,255	11.40%
Unpaid Family Workers	2	0.04%	3	0.04%	25	0.13%

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation	4,504		8,964		19,773	
Architect/Engineer	234	5.20%	338	3.77%	538	2.72%
Arts/Entertainment/Sports	52	1.15%	169	1.89%	267	1.35%
Building Grounds Maintenance	22	0.50%	70	0.79%	347	1.75%
Business/Financial Operations	259	5.75%	630	7.03%	1,271	6.43%
Community/Social Services	23	0.52%	37	0.41%	140	0.71%
Computer/Mathematical	66	1.47%	125	1.40%	330	1.67%
Construction/Extraction	295	6.55%	620	6.92%	1,705	8.62%
Education/Training/Library	173	3.84%	426	4.75%	1,135	5.74%
Farming/Fishing/Forestry	23	0.52%	59	0.66%	161	0.81%
Food Prep/Serving	224	4.96%	555	6.19%	1,440	7.28%
Health Practitioner/Technician	123	2.73%	187	2.09%	354	1.79%
Healthcare Support	147	3.27%	256	2.86%	575	2.91%
Maintenance Repair	155	3.45%	371	4.14%	783	3.96%
Legal	94	2.08%	117	1.30%	191	0.97%
Life/Physical/Social Science	20	0.43%	75	0.83%	327	1.65%
Management	464	10.30%	723	8.06%	1,758	8.89%
Office/Admin. Support	565	12.55%	1,153	12.86%	2,267	11.47%
Production	399	8.87%	824	9.19%	1,999	10.11%
Protective Services	128	2.84%	213	2.38%	411	2.08%
Sales/Related	321	7.13%	696	7.76%	1,442	7.30%
Personal Care/Service	173	3.84%	302	3.36%	379	1.92%
Transportation/Moving	541	12.01%	1,019	11.37%	1,954	9.88%
2026 Est. Pop 16+ by Occupation Classification	4,504		8,964		19,773	
White Collar	2,396	53.20%	4,675	52.16%	10,020	50.67%
Blue Collar	1,390	30.87%	2,834	31.61%	6,440	32.57%
Service and Farm	718	15.93%	1,455	16.23%	3,313	16.76%
2026 Est. Workers Age 16+ by Transp. to Work	4,504		8,964		19,773	
Drove Alone	3,447	76.54%	7,144	79.69%	15,667	79.23%
Car Pooled	533	11.83%	917	10.23%	2,216	11.21%
Public Transportation	3	0.07%	6	0.07%	18	0.09%
Walked	0	0.00%	5	0.06%	114	0.58%
Bicycle	0	0.00%	1	0.01%	2	0.01%
Other Means	2	0.04%	7	0.08%	51	0.26%
Worked at Home	519	11.52%	885	9.88%	1,704	8.62%
2026 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	545	13.67%	911	11.28%	2,983	16.51%
15 - 29 Minutes	1,050	26.36%	1,968	24.36%	4,359	24.12%
30 - 44 Minutes	1,051	26.38%	2,207	27.32%	4,451	24.64%
45 - 59 Minutes	682	17.10%	1,581	19.57%	3,390	18.76%
60 or more Minutes	657	16.49%	1,411	17.47%	2,886	15.98%
2026 Est. Avg Travel Time to Work in Minutes		38.00		39.00		38.00

DEMOGRAPHIC PROFILES

DESCRIPTION	3-MILE RADIAL		5-MILE RADIAL		10-MILE RADIAL	
	DATA	%	DATA	%	DATA	%
2026 Est. Occupied Housing Units by Tenure	4,145		7,256		16,029	
Owner Occupied	2,686	64.80%	5,328	73.43%	12,216	76.21%
Renter Occupied	1,459	35.20%	1,928	26.57%	3,813	23.79%
2026 Owner Occ. HUs: Avg. Length of Residence		11.96†		12.61†		13.65†
2026 Renter Occ. HUs: Avg. Length of Residence		8.43†		8.41†		7.44†
2026 Est. Owner-Occupied Housing Units by Value	2,686		5,328		12,216	
Value Less than \$20,000	173	6.44%	254	4.77%	495	4.05%
Value \$20,000 - \$39,999	80	2.98%	128	2.40%	273	2.24%
Value \$40,000 - \$59,999	147	5.47%	198	3.72%	364	2.98%
Value \$60,000 - \$79,999	61	2.27%	120	2.25%	279	2.28%
Value \$80,000 - \$99,999	44	1.64%	156	2.93%	491	4.02%
Value \$100,000 - \$149,999	326	12.14%	599	11.24%	1,742	14.26%
Value \$150,000 - \$199,999	208	7.74%	546	10.25%	1,273	10.42%
Value \$200,000 - \$299,999	806	30.01%	1,480	27.78%	3,324	27.21%
Value \$300,000 - \$399,999	344	12.81%	699	13.12%	1,588	13.00%
Value \$400,000 - \$499,999	203	7.56%	464	8.71%	1,054	8.63%
Value \$500,000 - \$749,999	202	7.52%	476	8.93%	935	7.65%
Value \$750,000 - \$999,999	80	2.98%	186	3.49%	321	2.63%
Value \$1,000,000 or \$1,499,999	10	0.37%	20	0.38%	48	0.39%
Value \$1,500,000 or \$1,999,999	0	0.00%	0	0.00%	6	0.05%
Value \$2,000,000+	2	0.08%	3	0.06%	22	0.18%
2026 Est. Median All Owner-Occupied Housing Value		\$239,695		\$244,226		\$235,660
2026 Est. Housing Units by Units in Structure						
1 Unit Detached	2,720	65.61%	4,542	62.60%	9,231	57.59%
1 Unit Attached	0	0.00%	39	0.54%	126	0.79%
2 Units	31	0.75%	42	0.58%	341	2.13%
3 or 4 Units	81	1.94%	92	1.26%	163	1.02%
5 to 19 Units	443	10.69%	452	6.23%	792	4.94%
20 to 49 Units	78	1.88%	79	1.08%	169	1.06%
50 or More Units	22	0.52%	22	0.31%	41	0.25%
Mobile Home or Trailer	666	16.06%	1,858	25.61%	4,954	30.91%
Boat, RV, Van, etc.	106	2.55%	131	1.80%	212	1.33%
2026 Est. Housing Units by Year Structure Built						
Housing Units Built 2020 or later	881	21.26%	1,436	19.78%	2,840	17.72%
Housing Units Built 2010 to 2019	640	15.43%	1,199	16.53%	2,138	13.34%
Housing Units Built 2000 to 2009	901	21.74%	1,631	22.48%	3,184	19.87%
Housing Units Built 1990 to 1999	518	12.49%	1,024	14.12%	2,581	16.10%
Housing Units Built 1980 to 1989	358	8.63%	612	8.44%	1,388	8.66%
Housing Units Built 1970 to 1979	373	8.99%	657	9.06%	2,132	13.30%
Housing Units Built 1960 to 1969	334	8.07%	450	6.21%	736	4.59%
Housing Units Built 1950 to 1959	76	1.83%	126	1.74%	684	4.27%
Housing Units Built 1940 to 1949	17	0.41%	51	0.70%	201	1.26%
Housing Unit Built 1939 or Earlier	49	1.18%	71	0.98%	146	0.91%
2026 Est. Median Year Structure Built		2004		2004		2000

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

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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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