

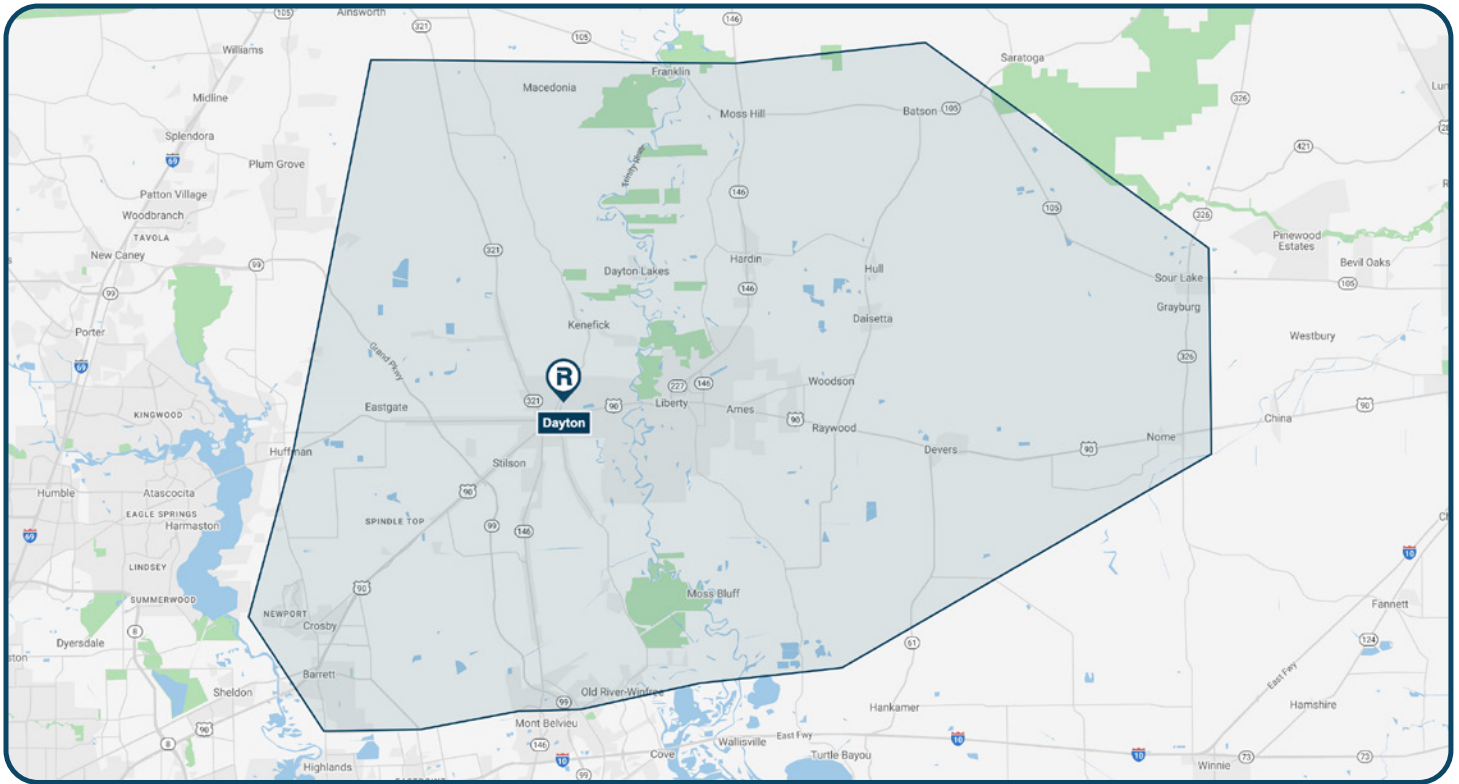


The**Retail**Coach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

DAYTON, TEXAS

PREPARED FOR DAYTON ECONOMIC DEVELOPMENT CORPORATION
JANUARY 2026



2020	101,286
2026	124,631
2031	138,526



0-9 Years	14.77%
10 - 17 Years	12.71%
18 - 24 Years	10.05%
25 - 34 Years	13.16%
35 - 44 Years	13.04%
45 - 54 Years	11.95%
55 - 64 Years	10.60%
65 and Older	13.71%
Median Age	34.46
Average Age	36.34

Graduate or Professional Degree	3.80%
Bachelors Degree	10.65%
Associate Degree	8.62%
Some College	24.81%
High School Graduate (GED)	35.85%
Some High School, No Degree	9.42%
Less than 9th Grade	6.85%

Average HH	\$114,972
Median HH	\$88,669
Per Capita	\$38,967

White	55.24%
Black/African American	8.63%
American Indian/Alaskan	1.29%
Asian	0.81%
Native Hawaiian/Islander	0.04%
Other Race	19.75%
Two or More Races	14.24%
Hispanic	40.74%
Non-Hispanic	59.26%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	138,526	
2026 Estimate	124,631	
2020 Census	101,286	
2010 Census	83,116	
Growth 2026 - 2031		11.15%
Growth 2020 - 2026		23.05%
Growth 2010 - 2020		21.86%
2026 Est. Population by Single-Classification Race	124,631	
White Alone	68,844	55.24%
Black or African American Alone	10,751	8.63%
Amer. Indian and Alaska Native Alone	1,610	1.29%
Asian Alone	1,005	0.81%
Native Hawaiian and Other Pacific Island Alone	50	0.04%
Some Other Race Alone	24,621	19.75%
Two or More Races	17,751	14.24%
2026 Est. Population by Hispanic or Latino Origin	124,631	
Not Hispanic or Latino	73,861	59.26%
Hispanic or Latino	50,770	40.74%
Mexican	43,097	84.89%
Puerto Rican	335	0.66%
Cuban	305	0.60%
All Other Hispanic or Latino	7,033	13.85%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	50,770	
White Alone	10,996	21.66%
Black or African American Alone	330	0.65%
American Indian and Alaska Native Alone	1,250	2.46%
Asian Alone	57	0.11%
Native Hawaiian and Other Pacific Islander Alone	10	0.02%
Some Other Race Alone	24,222	47.71%
Two or More Races	13,904	27.39%
2026 Est. Pop by Race, Asian Alone, by Category	1,005	
Chinese, except Taiwanese	50	4.97%
Filipino	477	47.46%
Japanese	10	1.00%
Asian Indian	128	12.74%
Korean	84	8.36%
Vietnamese	139	13.83%
Cambodian	33	3.28%
Hmong	0	0.00%
Laotian	15	1.49%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	69	6.87%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	124,631	
Arab	89	0.07%
Czech	1,402	1.12%
Danish	97	0.08%
Dutch	441	0.35%
English	8,888	7.13%
French (except Basque)	3,627	2.91%
French Canadian	265	0.21%
German	10,511	8.43%
Greek	142	0.11%
Hungarian	37	0.03%
Irish	7,414	5.95%
Italian	2,061	1.65%
Lithuanian	0	0.00%
United States or American	5,219	4.19%
Norwegian	184	0.15%
Polish	1,045	0.84%
Portuguese	4	0.00%
Russian	18	0.01%
Scottish	1,536	1.23%
Scotch-Irish	1,086	0.87%
Slovak	0	0.00%
Subsaharan African	801	0.64%
Swedish	440	0.35%
Swiss	67	0.05%
Ukrainian	85	0.07%
Welsh	334	0.27%
West Indian (except Hisp. groups)	458	0.37%
Other ancestries	42,272	33.92%
Ancestry Unclassified	36,111	28.97%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	87,063	75.15%
Speak Asian/Pacific Island Language at Home	288	0.25%
Speak IndoEuropean Language at Home	396	0.34%
Speak Spanish at Home	27,903	24.08%
Speak Other Language at Home	205	0.18%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	124,631	
Age 0 - 4	8,777	7.04%
Age 5 - 9	9,636	7.73%
Age 10 - 14	10,034	8.05%
Age 15 - 17	5,806	4.66%
Age 18 - 20	5,615	4.50%
Age 21 - 24	6,915	5.55%
Age 25 - 34	16,403	13.16%
Age 35 - 44	16,247	13.04%
Age 45 - 54	14,893	11.95%
Age 55 - 64	13,216	10.60%
Age 65 - 74	10,498	8.42%
Age 75 - 84	5,269	4.23%
Age 85 and over	1,323	1.06%
Age 16 and over	94,247	75.62%
Age 18 and over	90,378	72.52%
Age 21 and over	84,763	68.01%
Age 65 and over	17,090	13.71%
2026 Est. Median Age		34.46
2026 Est. Average Age		36.34
2026 Est. Population by Sex	124,631	
Male	61,658	49.47%
Female	62,973	50.53%
2026 Est. Male Population by Age	61,658	
Age 0 - 4	4,486	7.28%
Age 5 - 9	4,920	7.98%
Age 10 - 14	5,138	8.33%
Age 15 - 17	3,006	4.87%
Age 18 - 20	2,894	4.69%
Age 21 - 24	3,528	5.72%
Age 25 - 34	7,887	12.79%
Age 35 - 44	7,846	12.73%
Age 45 - 54	7,299	11.84%
Age 55 - 64	6,639	10.77%
Age 65 - 74	5,103	8.28%
Age 75 - 84	2,412	3.91%
Age 85 and over	500	0.81%
2026 Est. Median Age, Male		33.66
2026 Est. Average Age, Male		35.75

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	62,973	
Age 0 - 4	4,291	6.81%
Age 5 - 9	4,717	7.49%
Age 10 - 14	4,896	7.78%
Age 15 - 17	2,800	4.45%
Age 18 - 20	2,721	4.32%
Age 21 - 24	3,387	5.38%
Age 25 - 34	8,515	13.52%
Age 35 - 44	8,401	13.34%
Age 45 - 54	7,594	12.06%
Age 55 - 64	6,577	10.44%
Age 65 - 74	5,395	8.57%
Age 75 - 84	2,857	4.54%
Age 85 and over	823	1.31%
2026 Est. Median Age, Female		35.19
2026 Est. Average Age, Female		36.92
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,825	27.89%
Males, Never Married	13,916	14.47%
Females, Never Married	12,908	13.42%
Married, Spouse present	48,092	50.00%
Married, Spouse absent	5,271	5.48%
Widowed	5,195	5.40%
Males Widowed	1,388	1.44%
Females Widowed	3,807	3.96%
Divorced	10,801	11.23%
Males Divorced	4,914	5.11%
Females Divorced	5,887	6.12%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,334	6.85%
Some High School, no diploma	7,332	9.42%
High School Graduate (or GED)	27,911	35.85%
Some College, no degree	19,313	24.81%
Associate Degree	6,710	8.62%
Bachelor's Degree	8,293	10.65%
Master's Degree	2,147	2.76%
Professional School Degree	383	0.49%
Doctorate Degree	426	0.55%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	8,130	30.82%
High School Graduate	10,019	37.98%
Some College or Associate's Degree	6,903	26.17%
Bachelor's Degree or Higher	1,325	5.02%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	45,524	
2026 Estimate	40,696	
2020 Census	33,183	
2010 Census	27,778	
Growth 2026 - 2031		11.86%
Growth 2020 - 2026		22.64%
Growth 2010 - 2020		19.46%
2026 Est. Households by Household Type	40,696	
Family Households	31,181	76.62%
Nonfamily Households	9,515	23.38%
2026 Est. Group Quarters Population	4,558	
2026 Households by Ethnicity, Hispanic/Latino	12,576	
2026 Est. Households by Household Income	40,696	
Income < \$15,000	2,320	5.70%
Income \$15,000 - \$24,999	2,790	6.86%
Income \$25,000 - \$34,999	2,359	5.80%
Income \$35,000 - \$49,999	3,152	7.75%
Income \$50,000 - \$74,999	6,490	15.95%
Income \$75,000 - \$99,999	5,664	13.92%
Income \$100,000 - \$124,999	4,300	10.57%
Income \$125,000 - \$149,999	3,734	9.18%
Income \$150,000 - \$199,999	4,588	11.27%
Income \$200,000 - \$249,999	2,433	5.98%
Income \$250,000 - \$499,999	2,092	5.14%
Income \$500,000+	774	1.90%
2026 Est. Average Household Income		\$114,972
2026 Est. Median Household Income		\$88,669
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$100,072
Black or African American Alone		\$61,767
American Indian and Alaska Native Alone		\$78,763
Asian Alone		\$116,859
Native Hawaiian and Other Pacific Islander Alone		\$64,527
Some Other Race Alone		\$78,676
Two or More Races		\$76,838
Hispanic or Latino		\$78,278
Not Hispanic or Latino		\$94,934

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	40,696	
Family Households with Children	13,247	32.55%
Family Households without Children	27,449	67.45%
Married-Couple Families	23,262	57.16%
Married-Couple Family, own children	10,216	25.10%
Married-Couple Family, no own children	13,046	32.06%
Cohabiting-Couple Families	2,592	6.37%
Cohabiting-Couple Family, own children	918	2.26%
Cohabiting-Couple Family, no own children	1,673	4.11%
Male Householder Families	6,147	15.11%
Male Householder, own children	367	0.90%
Male Householder, no own children	951	2.34%
Male Householder, only Nonrelatives	337	0.83%
Male Householder, Living Alone	4,493	11.04%
Female Householder Families	8,695	21.37%
Female Householder, own children	1,745	4.29%
Female Householder, no own children	2,257	5.55%
Female Householder, only Nonrelatives	220	0.54%
Female Householder, Living Alone	4,472	10.99%
2026 Est. Households by Household Size	40,696	
1-person	8,095	19.89%
2-person	12,175	29.92%
3-person	6,953	17.08%
4-person	6,389	15.70%
5-person	3,923	9.64%
6-person	1,903	4.68%
7-or-more-person	1,258	3.09%
2026 Est. Average Household Size		2.92
2026 Est. Households by Number of Vehicles	40,696	
No Vehicles	1,809	4.45%
1 Vehicle	10,500	25.80%
2 Vehicles	15,578	38.28%
3 Vehicles	8,141	20.00%
4 Vehicles	3,451	8.48%
5 or more Vehicles	1,216	2.99%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	34,893	
2026 Estimate	31,181	
2020 Estimate	25,272	
2010 Census	21,126	
Growth 2026 - 2031		11.91%
Growth 2020 - 2026		23.38%
Growth 2010 - 2020		19.62%
2026 Est. Families by Poverty Status	31,181	
2026 Families at or Above Poverty	27,457	88.06%
2026 Families at or Above Poverty with Children	13,331	42.75%
2026 Families Below Poverty	3,724	11.94%
2026 Families Below Poverty with Children	2,715	8.71%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	52,491	55.70%
Civilian Labor Force, Unemployed	3,087	3.27%
Armed Forces	96	0.10%
Not in Labor Force	38,573	40.93%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	35,045	70.62%
Non-Profit Private Workers	2,387	4.81%
Local Government Workers	716	1.44%
State Government Workers	1,610	3.24%
Federal Government Workers	4,036	8.13%
Self-Employed Workers	5,719	11.52%
Unpaid Family Workers	112	0.23%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,122	2.26%
Arts/Entertainment/Sports	494	1.00%
Building Grounds Maintenance	1,540	3.10%
Business/Financial Operations	2,490	5.02%
Community/Social Services	503	1.01%
Computer/Mathematical	731	1.47%
Construction/Extraction	5,400	10.88%
Education/Training/Library	2,646	5.33%
Farming/Fishing/Forestry	314	0.63%
Food Prep/Serving	2,967	5.98%
Health Practitioner/Technician	1,605	3.23%
Healthcare Support	1,562	3.15%
Maintenance Repair	2,472	4.98%
Legal	417	0.84%
Life/Physical/Social Science	673	1.36%
Management	5,330	10.74%
Office/Admin. Support	5,343	10.77%
Production	3,894	7.85%
Protective Services	953	1.92%
Sales/Related	3,834	7.73%
Personal Care/Service	602	1.21%
Transportation/Moving	4,734	9.54%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	25,188	50.76%
Blue Collar	16,500	33.25%
Service and Farm	7,937	15.99%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	37,606	77.71%
Car Pooled	5,840	12.07%
Public Transportation	82	0.17%
Walked	461	0.95%
Bicycle	17	0.04%
Other Means	423	0.87%
Worked at Home	3,960	8.18%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,421	
15 - 29 Minutes	10,235	
30 - 44 Minutes	11,579	
45 - 59 Minutes	7,376	
60 or more Minutes	8,977	
2026 Est. Avg Travel Time to Work in Minutes		40

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	40,696	
Owner Occupied	32,754	80.48%
Renter Occupied	7,942	19.51%
2026 Owner Occ. HUs: Avg. Length of Residence		14.26 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		6.80 [†]
2026 Est. Owner-Occupied Housing Units by Value	32,754	
Value Less than \$20,000	1,242	3.79%
Value \$20,000 - \$39,999	993	3.03%
Value \$40,000 - \$59,999	918	2.80%
Value \$60,000 - \$79,999	901	2.75%
Value \$80,000 - \$99,999	1,182	3.61%
Value \$100,000 - \$149,999	4,045	12.35%
Value \$150,000 - \$199,999	3,224	9.84%
Value \$200,000 - \$299,999	8,742	26.69%
Value \$300,000 - \$399,999	5,458	16.66%
Value \$400,000 - \$499,999	2,821	8.61%
Value \$500,000 - \$749,999	2,324	7.09%
Value \$750,000 - \$999,999	649	1.98%
Value \$1,000,000 or \$1,499,999	139	0.42%
Value \$1,500,000 or \$1,999,999	23	0.07%
Value \$2,000,000+	95	0.29%
2026 Est. Median All Owner-Occupied Housing Value		\$244,608
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	28,806	65.50%
1 Unit Attached	316	0.72%
2 Units	464	1.05%
3 or 4 Units	291	0.66%
5 to 19 Units	1,410	3.21%
20 to 49 Units	255	0.58%
50 or More Units	125	0.28%
Mobile Home or Trailer	11,797	26.82%
Boat, RV, Van, etc.	514	1.17%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	7,807	17.75%
Housing Units Built 2010 to 2019	6,451	14.67%
Housing Units Built 2000 to 2009	7,436	16.91%
Housing Units Built 1990 to 1999	6,317	14.36%
Housing Units Built 1980 to 1989	5,197	11.82%
Housing Units Built 1970 to 1979	5,599	12.73%
Housing Units Built 1960 to 1969	2,333	5.30%
Housing Units Built 1950 to 1959	1,504	3.42%
Housing Units Built 1940 to 1949	693	1.58%
Housing Unit Built 1939 or Earlier	640	1.45%
2026 Est. Median Year Structure Built		2000

[†] 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.

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, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.