



The **Retail** Coach®

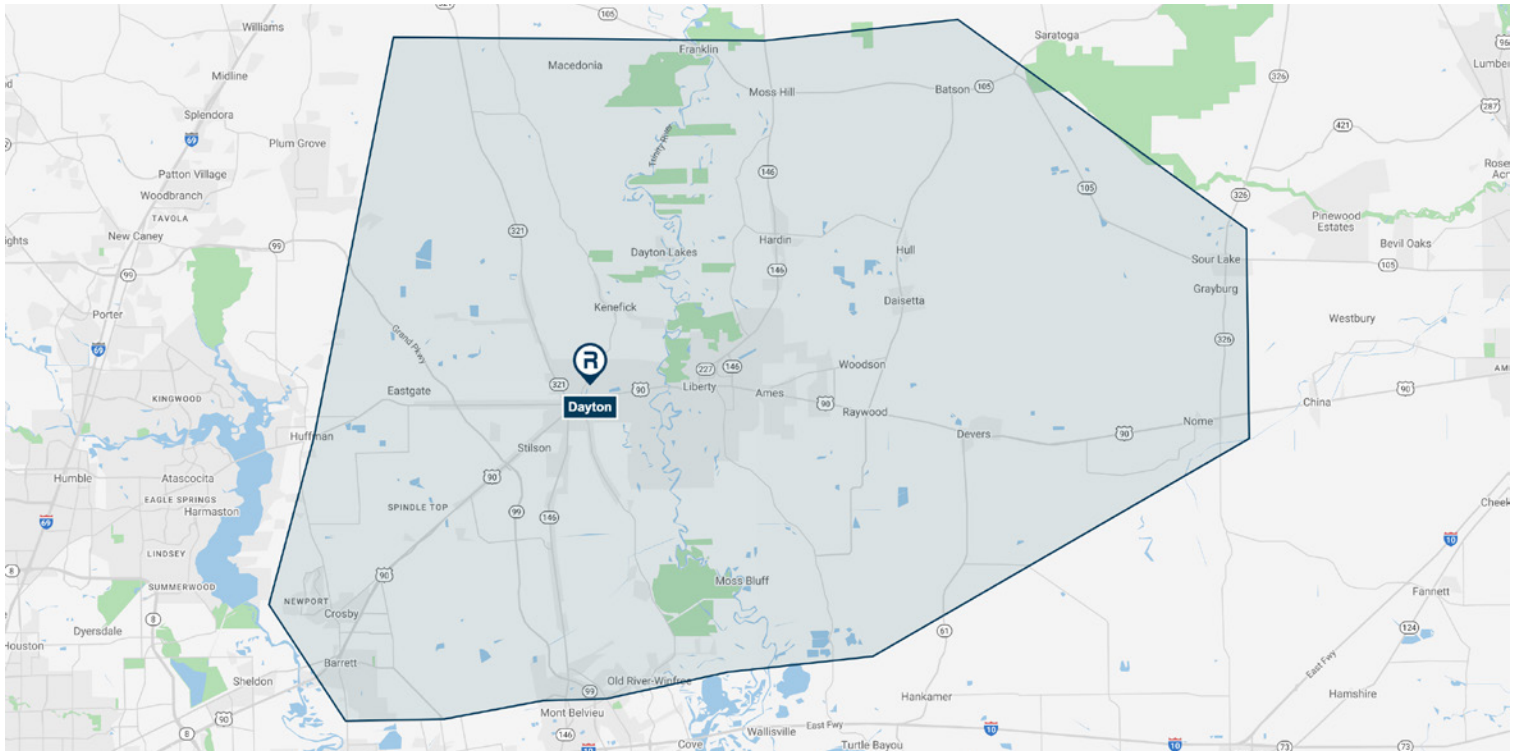
Retail Trade Area Demographic Profile

DAYTON, TEXAS

Prepared for Dayton Economic Development Corporation
October 2024

Retail Trade Area • Demographic Snapshot

Dayton, Texas



Population

2020	99,498
2024	110,332
2029	121,069

Educational Attainment (%)

Graduate or Professional Degree	3.83%
Bachelors Degree	10.20%
Associate Degree	7.35%
Some College	24.89%
High School Graduate (or GED)	36.46%
Some High School, No Degree	8.53%
Less than 9th Grade	8.75%

Income

Average HH	\$94,456
Median HH	\$69,742
Per Capita	\$32,279

Age

0 - 9 Years	13.25%
10 - 17 Years	11.77%
18 - 24 Years	9.71%
25 - 34 Years	12.41%
35 - 44 Years	13.25%
45 - 54 Years	12.30%
55 - 64 Years	11.79%
65 and Older	15.52%
Median Age	37.17
Average Age	38.15

Race Distribution (%)

White	58.57%
Black/African American	8.74%
American Indian/Alaskan	1.19%
Asian	0.76%
Native Hawaiian/Islander	0.03%
Other Race	17.45%
Two or More Races	13.27%
Hispanic	36.67%



Tera Agüero

Dayton Economic Development Corporation
Economic Development Coordinator

117 Cook Street
Dayton, Texas 77535

Phone 936.257.0055
TAgüero@DaytonTX.com
www.DaytonTX.com

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@TheRetailCoach.net
www.TheRetailCoach.net



Retail Trade Area • Demographic Profile

Dayton, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	121,069	
2024 Estimate	110,332	
2020 Census	99,498	
2010 Census	82,925	
Growth 2024 - 2029		9.73%
Growth 2020 - 2024		10.89%
Growth 2010 - 2020		19.99%
2024 Est. Population by Single-Classification Race	110,332	
White Alone	64,618	58.57%
Black or African American Alone	9,640	8.74%
Amer. Indian and Alaska Native Alone	1,309	1.19%
Asian Alone	841	0.76%
Native Hawaiian and Other Pacific Island Alone	29	0.03%
Some Other Race Alone	19,259	17.45%
Two or More Races	14,637	13.27%
2024 Est. Population by Hispanic or Latino Origin	110,332	
Not Hispanic or Latino	69,879	63.34%
Hispanic or Latino	40,453	36.67%
Mexican	35,883	88.70%
Puerto Rican	389	0.96%
Cuban	95	0.24%
All Other Hispanic or Latino	4,086	10.10%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	40,453	
White Alone	9,016	22.29%
Black or African American Alone	267	0.66%
American Indian and Alaska Native Alone	982	2.43%
Asian Alone	46	0.11%
Native Hawaiian and Other Pacific Islander Alone	9	0.02%
Some Other Race Alone	18,885	46.68%
Two or More Races	11,247	27.80%
2024 Est. Pop by Race, Asian Alone, by Category	841	
Chinese, except Taiwanese	121	14.39%
Filipino	327	38.88%
Japanese	0	0.00%
Asian Indian	172	20.45%
Korean	28	3.33%
Vietnamese	107	12.72%
Cambodian	21	2.50%
Hmong	0	0.00%
Laotian	22	2.62%
Thai	1	0.12%
All Other Asian Races Including 2+ Category	42	4.99%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	110,332	
Arab	77	0.07%
Czech	1,236	1.12%
Danish	107	0.10%
Dutch	615	0.56%
English	7,461	6.76%
French (except Basque)	3,753	3.40%
French Canadian	238	0.22%
German	9,603	8.70%
Greek	142	0.13%
Hungarian	15	0.01%
Irish	7,982	7.24%
Italian	2,041	1.85%
Lithuanian	28	0.03%
United States or American	4,904	4.45%
Norwegian	234	0.21%
Polish	818	0.74%
Portuguese	18	0.02%
Russian	66	0.06%
Scottish	1,947	1.76%
Scotch-Irish	1,118	1.01%
Slovak	1	0.00%
Subsaharan African	1,260	1.14%
Swedish	456	0.41%
Swiss	40	0.04%
Ukrainian	64	0.06%
Welsh	441	0.40%
West Indian (except Hisp. groups)	117	0.11%
Other ancestries	35,985	32.62%
Ancestry Unclassified	29,565	26.80%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	81,938	79.43%
Speak Asian/Pacific Island Language at Home	274	0.27%
Speak IndoEuropean Language at Home	470	0.46%
Speak Spanish at Home	20,412	19.79%
Speak Other Language at Home	60	0.06%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	110,332	
Age 0 - 4	7,171	6.50%
Age 5 - 9	7,450	6.75%
Age 10 - 14	8,200	7.43%
Age 15 - 17	4,791	4.34%
Age 18 - 20	4,707	4.27%
Age 21 - 24	6,002	5.44%
Age 25 - 34	13,695	12.41%
Age 35 - 44	14,617	13.25%
Age 45 - 54	13,567	12.30%
Age 55 - 64	13,013	11.79%
Age 65 - 74	10,656	9.66%
Age 75 - 84	5,157	4.67%
Age 85 and over	1,306	1.18%
Age 16 and over	85,914	77.87%
Age 18 and over	82,719	74.97%
Age 21 and over	78,012	70.71%
Age 65 and over	17,119	15.52%
2024 Est. Median Age		37.17
2024 Est. Average Age		38.15
2024 Est. Population by Sex	110,332	
Male	54,175	49.10%
Female	56,157	50.90%
2024 Est. Male Population by Age	54,175	
Age 0 - 4	3,655	6.75%
Age 5 - 9	3,819	7.05%
Age 10 - 14	4,144	7.65%
Age 15 - 17	2,483	4.58%
Age 18 - 20	2,429	4.48%
Age 21 - 24	3,085	5.70%
Age 25 - 34	6,640	12.26%
Age 35 - 44	6,920	12.77%
Age 45 - 54	6,547	12.09%
Age 55 - 64	6,421	11.85%
Age 65 - 74	5,209	9.62%
Age 75 - 84	2,352	4.34%
Age 85 and over	472	0.87%
2024 Est. Median Age, Male		36.21
2024 Est. Average Age, Male		37.45
2024 Est. Female Population by Age	56,157	
Age 0 - 4	3,517	6.26%
Age 5 - 9	3,631	6.47%
Age 10 - 14	4,056	7.22%
Age 15 - 17	2,308	4.11%
Age 18 - 20	2,279	4.06%
Age 21 - 24	2,917	5.19%
Age 25 - 34	7,054	12.56%
Age 35 - 44	7,696	13.70%
Age 45 - 54	7,020	12.50%
Age 55 - 64	6,592	11.74%
Age 65 - 74	5,447	9.70%
Age 75 - 84	2,805	5.00%
Age 85 and over	834	1.49%
2024 Est. Median Age, Female		38.03
2024 Est. Average Age, Female		38.81

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,175	27.62%
Males, Never Married	12,292	14.05%
Females, Never Married	11,882	13.58%
Married, Spouse present	43,006	49.14%
Married, Spouse absent	4,783	5.47%
Widowed	5,432	6.21%
Males Widowed	1,207	1.38%
Females Widowed	4,226	4.83%
Divorced	10,114	11.56%
Males Divorced	5,064	5.79%
Females Divorced	5,051	5.77%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	6,300	8.75%
Some High School, no diploma	6,141	8.53%
High School Graduate (or GED)	26,253	36.46%
Some College, no degree	17,921	24.89%
Associate Degree	5,290	7.35%
Bachelor's Degree	7,344	10.20%
Master's Degree	2,128	2.96%
Professional School Degree	470	0.65%
Doctorate Degree	162	0.23%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,045	45.90%
High School Graduate	6,285	28.72%
Some College or Associate's Degree	4,333	19.80%
Bachelor's Degree or Higher	1,221	5.58%
Households		
2029 Projection	39,927	
2024 Estimate	36,362	
2020 Census	32,747	
2010 Census	27,731	
Growth 2024 - 2029		9.80%
Growth 2020 - 2024		11.04%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	36,362	
Family Households	27,788	76.42%
Nonfamily Households	8,574	23.58%
2024 Est. Group Quarters Population	3,929	
2024 Households by Ethnicity, Hispanic/Latino	10,023	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	36,362	
Income < \$15,000	2,944	8.10%
Income \$15,000 - \$24,999	2,717	7.47%
Income \$25,000 - \$34,999	3,323	9.14%
Income \$35,000 - \$49,999	3,873	10.65%
Income \$50,000 - \$74,999	6,576	18.08%
Income \$75,000 - \$99,999	4,313	11.86%
Income \$100,000 - \$124,999	3,366	9.26%
Income \$125,000 - \$149,999	2,708	7.45%
Income \$150,000 - \$199,999	3,390	9.32%
Income \$200,000 - \$249,999	1,634	4.49%
Income \$250,000 - \$499,999	1,167	3.21%
Income \$500,000+	350	0.96%
2024 Est. Average Household Income		\$94,456
2024 Est. Median Household Income		\$69,742
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,498
Black or African American Alone		\$51,323
American Indian and Alaska Native Alone		\$12,296
Asian Alone		\$93,515
Native Hawaiian and Other Pacific Islander Alone		\$56,919
Some Other Race Alone		\$68,410
Two or More Races		\$62,060
Hispanic or Latino		\$65,854
Not Hispanic or Latino		\$72,776
2024 Est. HH by Type and Presence of Own Child.	36,362	
Family Households with Children	10,646	29.28%
Family Households without Children	25,717	70.72%
Married-Couple Families	20,559	56.54%
Married-Couple Family, own children	7,968	21.91%
Married-Couple Family, no own children	12,590	34.62%
Cohabiting-Couple Families	2,468	6.79%
Cohabiting-Couple Family, own children	1,176	3.23%
Cohabiting-Couple Family, no own children	1,292	3.55%
Male Householder Families	5,549	15.26%
Male Householder, own children	213	0.59%
Male Householder, no own children	966	2.66%
Male Householder, only Nonrelatives	173	0.48%
Male Householder, Living Alone	4,197	11.54%
Female Householder Families	7,786	21.41%
Female Householder, own children	1,288	3.54%
Female Householder, no own children	2,055	5.65%
Female Householder, only Nonrelatives	114	0.31%
Female Householder, Living Alone	4,329	11.91%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	36,362	
1-person	7,059	19.41%
2-person	11,204	30.81%
3-person	6,292	17.30%
4-person	5,726	15.75%
5-person	3,397	9.34%
6-person	1,623	4.46%
7-or-more-person	1,061	2.92%
2024 Est. Average Household Size		2.90
2024 Est. Households by Number of Vehicles	36,362	
No Vehicles	1,492	4.10%
1 Vehicle	9,265	25.48%
2 Vehicles	16,149	44.41%
3 Vehicles	6,176	16.98%
4 Vehicles	2,622	7.21%
5 or more Vehicles	658	1.81%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	30,514	
2024 Estimate	27,788	
2020 Estimate	24,883	
2010 Census	21,086	
Growth 2024 - 2029		9.81%
Growth 2020 - 2024		11.68%
Growth 2010 - 2020		18.01%
2024 Est. Families by Poverty Status	27,788	
2024 Families at or Above Poverty	25,336	91.18%
2024 Families at or Above Poverty with Children	11,595	41.73%
2024 Families Below Poverty	2,452	8.82%
2024 Families Below Poverty with Children	1,502	5.41%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	44,865	52.22%
Civilian Labor Force, Unemployed	3,156	3.67%
Armed Forces	106	0.12%
Not in Labor Force	37,788	43.98%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	33,882	75.25%
Non-Profit Private Workers	1,752	3.89%
Local Government Workers	599	1.33%
State Government Workers	937	2.08%
Federal Government Workers	3,646	8.10%
Self-Employed Workers	4,142	9.20%
Unpaid Family Workers	69	0.15%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	985	2.19%
Arts/Entertainment/Sports	571	1.27%
Building Grounds Maintenance	1,599	3.55%
Business/Financial Operations	1,565	3.48%
Community/Social Services	602	1.34%
Computer/Mathematical	580	1.29%
Construction/Extraction	4,906	10.90%
Education/Training/Library	2,243	4.98%
Farming/Fishing/Forestry	298	0.66%
Food Prep/Serving	2,677	5.95%
Health Practitioner/Technician	1,476	3.28%
Healthcare Support	1,123	2.49%
Maintenance Repair	2,279	5.06%
Legal	337	0.75%
Life/Physical/Social Science	443	0.98%
Management	4,099	9.10%
Office/Admin. Support	5,490	12.19%
Production	3,615	8.03%
Protective Services	832	1.85%
Sales/Related	3,428	7.61%
Personal Care/Service	443	0.98%
Transportation/Moving	5,438	12.08%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	21,817	48.45%
Blue Collar	16,238	36.06%
Service and Farm	6,973	15.49%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	35,433	80.11%
Car Pooled	3,842	8.69%
Public Transportation	156	0.35%
Walked	424	0.96%
Bicycle	87	0.20%
Other Means	602	1.36%
Worked at Home	3,688	8.34%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,604	
15 - 29 Minutes	9,662	
30 - 44 Minutes	10,401	
45 - 59 Minutes	6,534	
60 or more Minutes	6,966	
2024 Est. Avg Travel Time to Work in Minutes		38
2024 Est. Occupied Housing Units by Tenure	36,362	
Owner Occupied	29,096	80.02%
Renter Occupied	7,267	19.98%
2024 Owner Occ. HUs: Avg. Length of Residence		15.11 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.12 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	29,096	
Value Less than \$20,000	763	2.62%
Value \$20,000 - \$39,999	1,126	3.87%
Value \$40,000 - \$59,999	1,286	4.42%
Value \$60,000 - \$79,999	1,356	4.66%
Value \$80,000 - \$99,999	1,606	5.52%
Value \$100,000 - \$149,999	3,994	13.73%
Value \$150,000 - \$199,999	3,096	10.64%
Value \$200,000 - \$299,999	6,230	21.41%
Value \$300,000 - \$399,999	4,833	16.61%
Value \$400,000 - \$499,999	2,454	8.43%
Value \$500,000 - \$749,999	1,468	5.04%
Value \$750,000 - \$999,999	493	1.69%
Value \$1,000,000 or \$1,499,999	252	0.87%
Value \$1,500,000 or \$1,999,999	25	0.09%
Value \$2,000,000+	115	0.40%
2024 Est. Median All Owner-Occupied Housing Value		\$220,662
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	26,172	66.10%
1 Unit Attached	602	1.52%
2 Units	229	0.58%
3 or 4 Units	399	1.01%
5 to 19 Units	1,546	3.90%
20 to 49 Units	205	0.52%
50 or More Units	137	0.35%
Mobile Home or Trailer	9,937	25.10%
Boat, RV, Van, etc.	367	0.93%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	3,951	9.98%
Housing Units Built 2010 to 2019	5,516	13.93%
Housing Units Built 2000 to 2009	7,250	18.31%
Housing Units Built 1990 to 1999	6,860	17.33%
Housing Units Built 1980 to 1989	4,791	12.10%
Housing Units Built 1970 to 1979	5,558	14.04%
Housing Units Built 1960 to 1969	2,617	6.61%
Housing Units Built 1950 to 1959	1,430	3.61%
Housing Units Built 1940 to 1949	849	2.14%
Housing Unit Built 1939 or Earlier	772	1.95%
2024 Est. Median Year Structure Built		1996

[†] 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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