



The **Retail**Coach®

Community Demographic Profile

DAYTON, TEXAS

Prepared for Dayton Economic Development Corporation
October 2024

Community • Demographic Snapshot

Dayton, Texas



Population

2020	8,777
2024	10,182
2029	11,437

Educational Attainment (%)

Graduate or Professional Degree	2.87%
Bachelors Degree	9.78%
Associate Degree	7.75%
Some College	26.99%
High School Graduate (or GED)	34.28%
Some High School, No Degree	11.18%
Less than 9th Grade	7.15%

Income

Average HH	\$85,322
Median HH	\$62,897
Per Capita	\$31,686

Age

0 - 9 Years	12.63%
10 - 17 Years	11.73%
18 - 24 Years	9.96%
25 - 34 Years	13.37%
35 - 44 Years	12.53%
45 - 54 Years	12.50%
55 - 64 Years	12.03%
65 and Older	15.25%
Median Age	36.82
Average Age	38.20

Race Distribution (%)

White	58.44%
Black/African American	11.83%
American Indian/Alaskan	0.78%
Asian	1.42%
Native Hawaiian/Islander	0.01%
Other Race	14.12%
Two or More Races	13.41%
Hispanic	32.44%



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DESCRIPTION	DATA	%
Population		
2029 Projection	11,437	
2024 Estimate	10,182	
2020 Census	8,777	
2010 Census	7,524	
Growth 2024 - 2029		12.33%
Growth 2020 - 2024		16.01%
Growth 2010 - 2020		16.65%
2024 Est. Population by Single-Classification Race	10,182	
White Alone	5,950	58.44%
Black or African American Alone	1,204	11.83%
Amer. Indian and Alaska Native Alone	79	0.78%
Asian Alone	145	1.42%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	1,438	14.12%
Two or More Races	1,365	13.41%
2024 Est. Population by Hispanic or Latino Origin	10,182	
Not Hispanic or Latino	6,879	67.56%
Hispanic or Latino	3,303	32.44%
Mexican	2,929	88.68%
Puerto Rican	34	1.03%
Cuban	8	0.24%
All Other Hispanic or Latino	332	10.05%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	3,303	
White Alone	826	25.01%
Black or African American Alone	24	0.73%
American Indian and Alaska Native Alone	52	1.57%
Asian Alone	3	0.09%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,406	42.57%
Two or More Races	992	30.03%
2024 Est. Pop by Race, Asian Alone, by Category	145	
Chinese, except Taiwanese	1	0.69%
Filipino	107	73.79%
Japanese	0	0.00%
Asian Indian	18	12.41%
Korean	0	0.00%
Vietnamese	18	12.41%
Cambodian	1	0.69%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	10,182	
Arab	4	0.04%
Czech	131	1.29%
Danish	7	0.07%
Dutch	74	0.73%
English	636	6.25%
French (except Basque)	431	4.23%
French Canadian	38	0.37%
German	849	8.34%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	566	5.56%
Italian	328	3.22%
Lithuanian	0	0.00%
United States or American	271	2.66%
Norwegian	19	0.19%
Polish	25	0.25%
Portuguese	3	0.03%
Russian	3	0.03%
Scottish	112	1.10%
Scotch-Irish	85	0.84%
Slovak	0	0.00%
Subsaharan African	13	0.13%
Swedish	81	0.80%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	21	0.21%
West Indian (except Hisp. groups)	8	0.08%
Other ancestries	3,256	31.98%
Ancestry Unclassified	3,221	31.63%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,940	83.15%
Speak Asian/Pacific Island Language at Home	51	0.53%
Speak IndoEuropean Language at Home	43	0.45%
Speak Spanish at Home	1,515	15.87%
Speak Other Language at Home	0	0.00%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	10,182	
Age 0 - 4	633	6.22%
Age 5 - 9	653	6.41%
Age 10 - 14	767	7.53%
Age 15 - 17	427	4.19%
Age 18 - 20	432	4.24%
Age 21 - 24	582	5.72%
Age 25 - 34	1,361	13.37%
Age 35 - 44	1,276	12.53%
Age 45 - 54	1,273	12.50%
Age 55 - 64	1,225	12.03%
Age 65 - 74	944	9.27%
Age 75 - 84	493	4.84%
Age 85 and over	116	1.14%
Age 16 and over	7,988	78.45%
Age 18 and over	7,702	75.64%
Age 21 and over	7,270	71.40%
Age 65 and over	1,553	15.25%
2024 Est. Median Age		36.82
2024 Est. Average Age		38.20
2024 Est. Population by Sex	10,182	
Male	4,867	47.80%
Female	5,315	52.20%
2024 Est. Male Population by Age	4,867	
Age 0 - 4	322	6.62%
Age 5 - 9	328	6.74%
Age 10 - 14	422	8.67%
Age 15 - 17	216	4.44%
Age 18 - 20	220	4.52%
Age 21 - 24	300	6.16%
Age 25 - 34	653	13.42%
Age 35 - 44	570	11.71%
Age 45 - 54	579	11.90%
Age 55 - 64	576	11.84%
Age 65 - 74	429	8.82%
Age 75 - 84	214	4.40%
Age 85 and over	38	0.78%
2024 Est. Median Age, Male		34.55
2024 Est. Average Age, Male		36.80
2024 Est. Female Population by Age	5,315	
Age 0 - 4	311	5.85%
Age 5 - 9	325	6.12%
Age 10 - 14	345	6.49%
Age 15 - 17	211	3.97%
Age 18 - 20	212	3.99%
Age 21 - 24	282	5.31%
Age 25 - 34	708	13.32%
Age 35 - 44	706	13.28%
Age 45 - 54	694	13.06%
Age 55 - 64	649	12.21%
Age 65 - 74	515	9.69%
Age 75 - 84	279	5.25%
Age 85 and over	78	1.47%
2024 Est. Median Age, Female		38.72
2024 Est. Average Age, Female		39.40

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,320	28.54%
Males, Never Married	1,021	12.56%
Females, Never Married	1,299	15.98%
Married, Spouse present	3,663	45.06%
Married, Spouse absent	515	6.33%
Widowed	559	6.88%
Males Widowed	70	0.86%
Females Widowed	489	6.02%
Divorced	1,072	13.19%
Males Divorced	435	5.35%
Females Divorced	637	7.84%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	478	7.15%
Some High School, no diploma	748	11.18%
High School Graduate (or GED)	2,293	34.28%
Some College, no degree	1,805	26.99%
Associate Degree	518	7.75%
Bachelor's Degree	654	9.78%
Master's Degree	187	2.80%
Professional School Degree	5	0.08%
Doctorate Degree	0	0.00%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	845	47.88%
High School Graduate	444	25.16%
Some College or Associate's Degree	390	22.10%
Bachelor's Degree or Higher	86	4.87%
Households		
2029 Projection	4,088	
2024 Estimate	3,632	
2020 Census	3,125	
2010 Census	2,694	
Growth 2024 - 2029		12.56%
Growth 2020 - 2024		16.22%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	3,632	
Family Households	2,639	72.66%
Nonfamily Households	993	27.34%
2024 Est. Group Quarters Population	402	
2024 Households by Ethnicity, Hispanic/Latino	875	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	3,632	
Income < \$15,000	318	8.76%
Income \$15,000 - \$24,999	341	9.39%
Income \$25,000 - \$34,999	291	8.01%
Income \$35,000 - \$49,999	478	13.16%
Income \$50,000 - \$74,999	706	19.44%
Income \$75,000 - \$99,999	452	12.45%
Income \$100,000 - \$124,999	319	8.78%
Income \$125,000 - \$149,999	225	6.20%
Income \$150,000 - \$199,999	247	6.80%
Income \$200,000 - \$249,999	129	3.55%
Income \$250,000 - \$499,999	98	2.70%
Income \$500,000+	28	0.77%
2024 Est. Average Household Income		\$85,322
2024 Est. Median Household Income		\$62,897
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,700
Black or African American Alone		\$63,374
American Indian and Alaska Native Alone		\$8,160
Asian Alone		\$109,151
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$64,384
Two or More Races		\$42,608
Hispanic or Latino		\$52,836
Not Hispanic or Latino		\$68,647
2024 Est. HH by Type and Presence of Own Child.	3,632	
Family Households with Children	1,053	28.99%
Family Households without Children	2,579	71.01%
Married-Couple Families	1,966	54.13%
Married-Couple Family, own children	813	22.38%
Married-Couple Family, no own children	1,153	31.75%
Cohabiting-Couple Families	124	3.41%
Cohabiting-Couple Family, own children	75	2.06%
Cohabiting-Couple Family, no own children	49	1.35%
Male Householder Families	576	15.86%
Male Householder, own children	1	0.03%
Male Householder, no own children	34	0.94%
Male Householder, only Nonrelatives	41	1.13%
Male Householder, Living Alone	500	13.77%
Female Householder Families	966	26.60%
Female Householder, own children	164	4.51%
Female Householder, no own children	275	7.57%
Female Householder, only Nonrelatives	6	0.17%
Female Householder, Living Alone	521	14.35%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	3,632	
1-person	914	25.16%
2-person	1,053	28.99%
3-person	667	18.36%
4-person	503	13.85%
5-person	293	8.07%
6-person	126	3.47%
7-or-more-person	76	2.09%
2024 Est. Average Household Size		2.69
2024 Est. Households by Number of Vehicles	3,632	
No Vehicles	205	5.64%
1 Vehicle	1,158	31.88%
2 Vehicles	1,429	39.35%
3 Vehicles	479	13.19%
4 Vehicles	318	8.76%
5 or more Vehicles	43	1.18%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	2,971	
2024 Estimate	2,639	
2020 Estimate	2,207	
2010 Census	1,949	
Growth 2024 - 2029		12.58%
Growth 2020 - 2024		19.57%
Growth 2010 - 2020		13.24%
2024 Est. Families by Poverty Status	2,639	
2024 Families at or Above Poverty	2,317	87.80%
2024 Families at or Above Poverty with Children	1,038	39.33%
2024 Families Below Poverty	322	12.20%
2024 Families Below Poverty with Children	241	9.13%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,060	50.83%
Civilian Labor Force, Unemployed	214	2.68%
Armed Forces	0	0.00%
Not in Labor Force	3,714	46.50%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,354	78.79%
Non-Profit Private Workers	109	2.56%
Local Government Workers	59	1.39%
State Government Workers	90	2.11%
Federal Government Workers	351	8.25%
Self-Employed Workers	291	6.84%
Unpaid Family Workers	3	0.07%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	135	3.17%
Arts/Entertainment/Sports	104	2.44%
Building Grounds Maintenance	62	1.46%
Business/Financial Operations	81	1.90%
Community/Social Services	55	1.29%
Computer/Mathematical	26	0.61%
Construction/Extraction	387	9.09%
Education/Training/Library	251	5.90%
Farming/Fishing/Forestry	3	0.07%
Food Prep/Serving	223	5.24%
Health Practitioner/Technician	96	2.25%
Healthcare Support	231	5.43%
Maintenance Repair	173	4.06%
Legal	31	0.73%
Life/Physical/Social Science	24	0.56%
Management	244	5.73%
Office/Admin. Support	698	16.40%
Production	330	7.75%
Protective Services	66	1.55%
Sales/Related	301	7.07%
Personal Care/Service	78	1.83%
Transportation/Moving	658	15.46%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	2,046	48.06%
Blue Collar	1,548	36.36%
Service and Farm	663	15.57%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,553	84.11%
Car Pooled	357	8.45%
Public Transportation	3	0.07%
Walked	2	0.05%
Bicycle	2	0.05%
Other Means	40	0.95%
Worked at Home	267	6.32%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	962	
15 - 29 Minutes	719	
30 - 44 Minutes	931	
45 - 59 Minutes	760	
60 or more Minutes	611	
2024 Est. Avg Travel Time to Work in Minutes		37
2024 Est. Occupied Housing Units by Tenure	3,632	
Owner Occupied	2,316	63.77%
Renter Occupied	1,316	36.23%
2024 Owner Occ. HUs: Avg. Length of Residence		13.80 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.70 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	2,316	
Value Less than \$20,000	44	1.90%
Value \$20,000 - \$39,999	69	2.98%
Value \$40,000 - \$59,999	181	7.82%
Value \$60,000 - \$79,999	105	4.53%
Value \$80,000 - \$99,999	120	5.18%
Value \$100,000 - \$149,999	444	19.17%
Value \$150,000 - \$199,999	264	11.40%
Value \$200,000 - \$299,999	471	20.34%
Value \$300,000 - \$399,999	289	12.48%
Value \$400,000 - \$499,999	132	5.70%
Value \$500,000 - \$749,999	126	5.44%
Value \$750,000 - \$999,999	34	1.47%
Value \$1,000,000 or \$1,499,999	34	1.47%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	3	0.13%
2024 Est. Median All Owner-Occupied Housing Value		\$185,566
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	2,385	61.04%
1 Unit Attached	28	0.72%
2 Units	48	1.23%
3 or 4 Units	73	1.87%
5 to 19 Units	402	10.29%
20 to 49 Units	66	1.69%
50 or More Units	57	1.46%
Mobile Home or Trailer	842	21.55%
Boat, RV, Van, etc.	6	0.15%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	488	12.49%
Housing Units Built 2010 to 2019	431	11.03%
Housing Units Built 2000 to 2009	709	18.15%
Housing Units Built 1990 to 1999	845	21.63%
Housing Units Built 1980 to 1989	274	7.01%
Housing Units Built 1970 to 1979	483	12.36%
Housing Units Built 1960 to 1969	340	8.70%
Housing Units Built 1950 to 1959	222	5.68%
Housing Units Built 1940 to 1949	65	1.66%
Housing Unit Built 1939 or Earlier	50	1.28%
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.

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