Community Demographic Profile
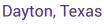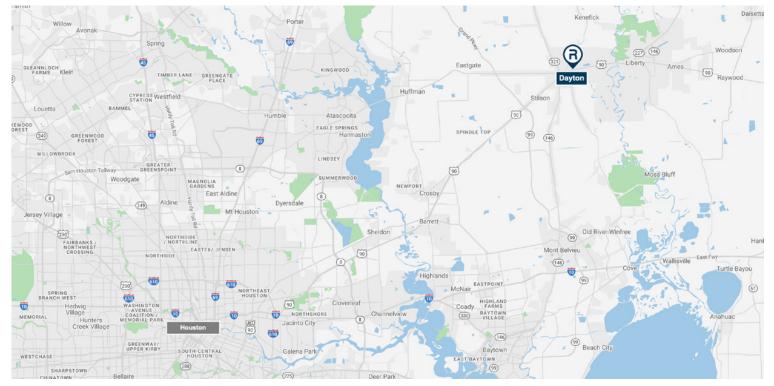
DAYTON, TEXAS

Prepared for Dayton Economic Development Corporation
August 2023

Community • Demographic Snapshot

Dayton, Texas

Population

2020	8,777
2023	9,679
2028	10,292

Educational Attainment (%)

Graduate or Professional Degree	3.47%
Bachelors Degree	8.07%
Associate Degree	7.11%
Some College	28.94%
High School Graduate (GED)	35.88%
Some High School, No Degree	9.58%
Less than 9th Grade	6.95%

Income

Average HH	$84,746
Median HH	$61,592
Per Capita	$31,403

Age

0 - 9 Years	16.00%
10 - 17 Years	12.70%
18 - 24 Years	9.42%
25 - 34 Years	13.13%
35 - 44 Years	12.58%
45 - 54 Years	11.58%
55 - 64 Years	11.03%
65 and Older	13.55%
Median Age	34.03
Average Age	36.00

Race Distribution (%)

White	61.75%
Black/African American	12.31%
American Indian/Alaskan	0.86%
Asian	1.07%
Native Hawaiian/Islander	0.02%
Other Race	12.26%
Two or More Races	11.73%
Hispanic	27.57%

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Community • Demographic Profile

Dayton, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	10,292	
2023 Estimate	9,679	
2020 Census	8,777	
2010 Census	7,524	
Growth 2023 - 2028		6.33%
Growth 2020 - 2023		10.28%
Growth 2010 - 2020		16.65%
2023 Est. Population by Single-Classification Race	**9,679**	
White Alone	5,977	61.75%
Black or African American Alone	1,191	12.31%
Amer. Indian and Alaska Native Alone	83	0.86%
Asian Alone	104	1.07%
Native Hawaiian and Other Pacific Island Alone	2	0.02%
Some Other Race Alone	1,187	12.26%
Two or More Races	1,135	11.73%
2023 Est. Population by Hispanic or Latino Origin	**9,679**	
Not Hispanic or Latino	7,011	72.43%
Hispanic or Latino	2,668	27.57%
Mexican	2,354	88.23%
Puerto Rican	91	3.41%
Cuban	0	0.00%
All Other Hispanic or Latino	223	8.36%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**2,668**	
White Alone	659	24.70%
Black or African American Alone	20	0.75%
American Indian and Alaska Native Alone	42	1.57%
Asian Alone	3	0.11%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,156	43.33%
Two or More Races	788	29.53%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**104**	
Chinese, except Taiwanese	1	0.96%
Filipino	65	62.50%
Japanese	0	0.00%
Asian Indian	12	11.54%
Korean	0	0.00%
Vietnamese	26	25.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	7,246	81.38%
Speak Asian/Pacific Island Language at Home	81	0.91%
Speak IndoEuropean Language at Home	62	0.70%
Speak Spanish at Home	1,514	17.00%
Speak Other Language at Home	1	0.01%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	**9,679**	
Age 0 - 4	775	8.01%
Age 5 - 9	774	8.00%
Age 10 - 14	775	8.01%
Age 15 - 17	454	4.69%
Age 18 - 20	399	4.12%
Age 21 - 24	513	5.30%
Age 25 - 34	1,271	13.13%
Age 35 - 44	1,218	12.58%
Age 45 - 54	1,121	11.58%
Age 55 - 64	1,068	11.03%
Age 65 - 74	811	8.38%
Age 75 - 84	395	4.08%
Age 85 and over	105	1.08%
Age 16 and over	7,207	74.46%
Age 18 and over	6,901	71.30%
Age 21 and over	6,502	67.18%
Age 65 and over	1,311	13.55%
2023 Est. Median Age		34.03
2023 Est. Average Age		36.00
2023 Est. Population by Sex	**9,679**	
Male	4,633	47.87%
Female	5,046	52.13%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**4,633**	
Age 0 - 4	383	8.27%
Age 5 - 9	412	8.89%
Age 10 - 14	372	8.03%
Age 15 - 17	231	4.99%
Age 18 - 20	207	4.47%
Age 21 - 24	269	5.81%
Age 25 - 34	599	12.93%
Age 35 - 44	554	11.96%
Age 45 - 54	522	11.27%
Age 55 - 64	502	10.84%
Age 65 - 74	381	8.22%
Age 75 - 84	167	3.60%
Age 85 and over	34	0.73%
2023 Est. Median Age, Male		32.28
2023 Est. Average Age, Male		34.90
2023 Est. Female Population by Age	**5,046**	
Age 0 - 4	392	7.77%
Age 5 - 9	362	7.17%
Age 10 - 14	403	7.99%
Age 15 - 17	223	4.42%
Age 18 - 20	192	3.81%
Age 21 - 24	244	4.84%
Age 25 - 34	672	13.32%
Age 35 - 44	664	13.16%
Age 45 - 54	599	11.87%
Age 55 - 64	566	11.22%
Age 65 - 74	430	8.52%
Age 75 - 84	228	4.52%
Age 85 and over	71	1.41%
2023 Est. Median Age, Female		35.52
2023 Est. Average Age, Female		37.00

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,896	25.78%
Males, Never Married	938	12.75%
Females, Never Married	958	13.03%
Married, Spouse present	3,249	44.17%
Married, Spouse absent	547	7.44%
Widowed	534	7.26%
Males Widowed	47	0.64%
Females Widowed	487	6.62%
Divorced	1,129	15.35%
Males Divorced	411	5.59%
Females Divorced	718	9.76%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	416	6.95%
Some High School, no diploma	574	9.58%
High School Graduate (or GED)	2,149	35.88%
Some College, no degree	1,733	28.94%
Associate Degree	426	7.11%
Bachelor's Degree	483	8.07%
Master's Degree	206	3.44%
Professional School Degree	2	0.03%
Doctorate Degree	0	0.00%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	503	38.66%
High School Graduate	379	29.13%
Some College or Associate's Degree	349	26.83%
Bachelor's Degree or Higher	70	5.38%
Households		
2028 Projection	3,640	
2023 Estimate	3,428	
2020 Census	3,125	
2010 Census	2,694	
Growth 2023 - 2028		6.18%
Growth 2020 - 2023		9.70%
Growth 2010 - 2020		16.00%
2023 Est. Households by Household Type	3,428	
Family Households	2,491	72.67%
Nonfamily Households	937	27.33%
2023 Est. Group Quarters Population	428	
2023 Households by Ethnicity, Hispanic/Latino	697	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	3,428	
Income < $15,000	376	10.97%
Income $15,000 - $24,999	337	9.83%
Income $25,000 - $34,999	287	8.37%
Income $35,000 - $49,999	365	10.65%
Income $50,000 - $74,999	729	21.27%
Income $75,000 - $99,999	383	11.17%
Income $100,000 - $124,999	271	7.91%
Income $125,000 - $149,999	186	5.43%
Income $150,000 - $199,999	237	6.91%
Income $200,000 - $249,999	124	3.62%
Income $250,000 - $499,999	101	2.95%
Income $500,000+	32	0.93%
2023 Est. Average Household Income		$84,746
2023 Est. Median Household Income		$61,592
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$63,671
Black or African American Alone		$62,661
American Indian and Alaska Native Alone		$25,000
Asian Alone		$109,266
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$52,711
Two or More Races		$49,759
Hispanic or Latino		$52,492
Not Hispanic or Latino		$64,820
2023 Est. Family HH Type by Presence of Own Child.	2,491	
Married-Couple Family, own children	794	31.87%
Married-Couple Family, no own children	979	39.30%
Male Householder, own children	88	3.53%
Male Householder, no own children	94	3.77%
Female Householder, own children	316	12.69%
Female Householder, no own children	220	8.83%
2023 Est. Households by Household Size	3,428	
1-person	881	25.70%
2-person	1,044	30.45%
3-person	748	21.82%
4-person	412	12.02%
5-person	200	5.83%
6-person	46	1.34%
7-or-more-person	97	2.83%
2023 Est. Average Household Size		2.70

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**3,428**	
Households with 1 or More People under Age 18:	1,379	40.23%
Married-Couple Family	895	64.90%
Other Family, Male Householder	107	7.76%
Other Family, Female Householder	371	26.90%
Nonfamily, Male Householder	6	0.44%
Nonfamily, Female Householder	0	0.00%
Households with No People under Age 18:	**2,049**	
Married-Couple Family	877	42.80%
Other Family, Male Householder	74	3.61%
Other Family, Female Householder	164	8.00%
Nonfamily, Male Householder	431	21.03%
Nonfamily, Female Householder	503	24.55%
2023 Est. Households by Number of Vehicles	**3,428**	
No Vehicles	174	5.08%
1 Vehicle	1,117	32.59%
2 Vehicles	1,398	40.78%
3 Vehicles	446	13.01%
4 Vehicles	206	6.01%
5 or more Vehicles	87	2.54%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	2,645	
2023 Estimate	2,491	
2010 Census	1,949	
Growth 2023 - 2028		6.18%
Growth 2010 - 2023		27.81%
2023 Est. Families by Poverty Status	**2,491**	
2023 Families at or Above Poverty	2,327	93.42%
2023 Families at or Above Poverty with Children	1,040	41.75%
2023 Families Below Poverty	164	6.58%
2023 Families Below Poverty with Children	88	3.53%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,472	48.17%
Civilian Labor Force, Unemployed	145	2.01%
Armed Forces	0	0.00%
Not in Labor Force	3,590	49.81%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**4,072**	
For-Profit Private Workers	3,078	75.59%
Non-Profit Private Workers	90	2.21%
Local Government Workers	21	0.52%
State Government Workers	186	4.57%
Federal Government Workers	306	7.51%
Self-Employed Workers	357	8.77%
Unpaid Family Workers	34	0.84%
2023 Est. Civ. Employed Pop 16+ by Occupation	**4,072**	
Architect/Engineer	148	3.63%
Arts/Entertainment/Sports	114	2.80%
Building Grounds Maintenance	93	2.28%
Business/Financial Operations	62	1.52%
Community/Social Services	78	1.91%
Computer/Mathematical	10	0.25%
Construction/Extraction	375	9.21%
Education/Training/Library	253	6.21%
Farming/Fishing/Forestry	3	0.07%
Food Prep/Serving	139	3.41%
Health Practitioner/Technician	105	2.58%
Healthcare Support	64	1.57%
Maintenance Repair	163	4.00%
Legal	30	0.74%
Life/Physical/Social Science	24	0.59%
Management	188	4.62%
Office/Admin. Support	618	15.18%
Production	388	9.53%
Protective Services	101	2.48%
Sales/Related	323	7.93%
Personal Care/Service	77	1.89%
Transportation/Moving	716	17.58%
2023 Est. Pop 16+ by Occupation Classification	**4,072**	
White Collar	1,953	47.96%
Blue Collar	1,642	40.32%
Service and Farm	477	11.71%
2023 Est. Workers Age 16+ by Transp. to Work	**4,024**	
Drove Alone	3,491	86.75%
Car Pooled	293	7.28%
Public Transportation	4	0.10%
Walked	3	0.08%
Bicycle	2	0.05%
Other Means	39	0.97%
Worked at Home	192	4.77%

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Dayton, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	676	
15 - 29 Minutes	645	
30 - 44 Minutes	997	
45 - 59 Minutes	863	
60 or more Minutes	654	
2023 Est. Avg Travel Time to Work in Minutes		40
2023 Est. Occupied Housing Units by Tenure	3,428	
Owner Occupied	2,380	69.43%
Renter Occupied	1,048	30.57%
2023 Owner Occ. HUs: Avg. Length of Residence		12.20†
2023 Renter Occ. HUs: Avg. Length of Residence		7.30†
2023 Est. Owner-Occupied Housing Units by Value	**3,428**	
Value Less than $20,000	37	1.55%
Value $20,000 - $39,999	162	6.81%
Value $40,000 - $59,999	179	7.52%
Value $60,000 - $79,999	109	4.58%
Value $80,000 - $99,999	117	4.92%
Value $100,000 - $149,999	417	17.52%
Value $150,000 - $199,999	249	10.46%
Value $200,000 - $299,999	598	25.13%
Value $300,000 - $399,999	204	8.57%
Value $400,000 - $499,999	117	4.92%
Value $500,000 - $749,999	139	5.84%
Value $750,000 - $999,999	23	0.97%
Value $1,000,000 or $1,499,999	4	0.17%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	25	1.05%
2023 Est. Median All Owner-Occupied Housing Value		$183,062
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	2,265	61.18%
1 Unit Attached	33	0.89%
2 Units	74	2.00%
3 or 4 Units	65	1.76%
5 to 19 Units	257	6.94%
20 to 49 Units	57	1.54%
50 or More Units	72	1.95%
Mobile Home or Trailer	872	23.55%
Boat, RV, Van, etc.	7	0.19%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	506	13.67%
Housing Units Built 2010 to 2014	116	3.13%
Housing Units Built 2000 to 2009	727	19.64%
Housing Units Built 1990 to 1999	736	19.88%
Housing Units Built 1980 to 1989	370	10.00%
Housing Units Built 1970 to 1979	427	11.53%
Housing Units Built 1960 to 1969	379	10.24%
Housing Units Built 1950 to 1959	290	7.83%
Housing Units Built 1940 to 1949	97	2.62%
Housing Unit Built 1939 or Earlier	54	1.46%
2023 Est. Median Year Structure Built		1994

† Years

The**Retail**Coach.

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.

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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