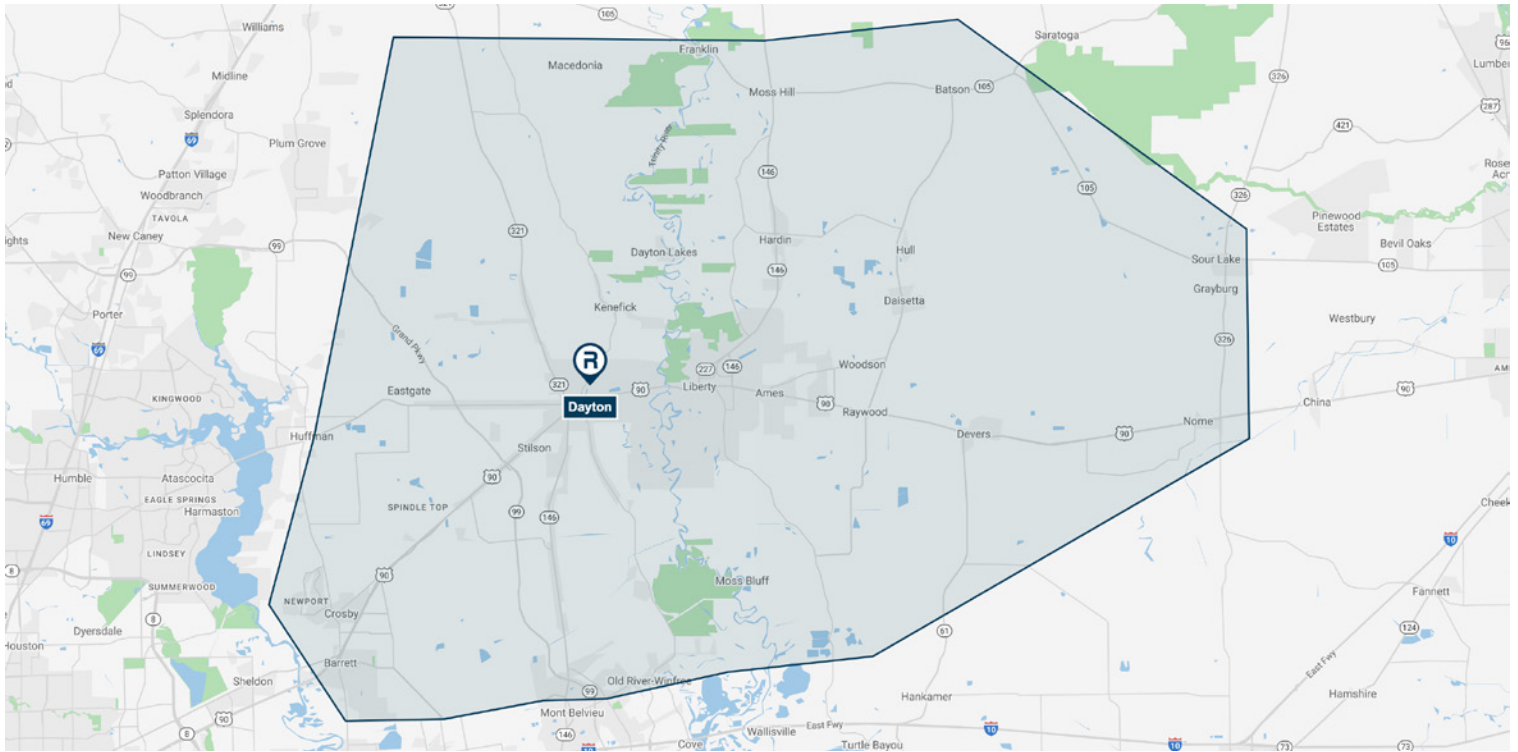# Retail Trade Area Demographic Profile

DAYTON, TEXAS

Prepared for Dayton Economic Development Corporation
August 2023

Retail Trade Area • Demographic Snapshot
Dayton, Texas

Population

2020	97,198
2023	102,763
2028	108,799

Educational Attainment (%)

Graduate or Professional Degree	4.15%
Bachelors Degree	9.55%
Associate Degree	7.28%
Some College	26.76%
High School Graduate (GED)	37.11%
Some High School, No Degree	8.93%
Less than 9th Grade	6.22%

Income

Average HH	$93,073
Median HH	$66,490
Per Capita	$32,178

Age

0 - 9 Years	14.12%
10 - 17 Years	11.77%
18 - 24 Years	9.31%
25 - 34 Years	13.76%
35 - 44 Years	12.70%
45 - 54 Years	11.96%
55 - 64 Years	11.64%
65 and Older	14.74%
Median Age	35.80
Average Age	37.45

Race Distribution (%)

White	61.99%
Black/African American	9.23%
American Indian/Alaskan	1.17%
Asian	0.65%
Native Hawaiian/Islander	0.02%
Other Race	14.84%
Two or More Races	12.09%
Hispanic	31.72%

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TheRetailCoach

Retail Trade Area • Demographic Profile

Dayton, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	108,799	
2023 Estimate	102,763	
2020 Census	97,198	
2010 Census	82,519	
Growth 2023 - 2028		5.87%
Growth 2020 - 2023		5.72%
Growth 2010 - 2020		17.79%
2023 Est. Population by Single-Classification Race	**102,763**	
White Alone	63,704	61.99%
Black or African American Alone	9,489	9.23%
Amer. Indian and Alaska Native Alone	1,203	1.17%
Asian Alone	667	0.65%
Native Hawaiian and Other Pacific Island Alone	23	0.02%
Some Other Race Alone	15,250	14.84%
Two or More Races	12,427	12.09%
2023 Est. Population by Hispanic or Latino Origin	**102,763**	
Not Hispanic or Latino	70,171	68.28%
Hispanic or Latino	32,592	31.72%
Mexican	29,030	89.07%
Puerto Rican	547	1.68%
Cuban	25	0.08%
All Other Hispanic or Latino	2,990	9.17%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**32,592**	
White Alone	7,546	23.15%
Black or African American Alone	235	0.72%
American Indian and Alaska Native Alone	758	2.33%
Asian Alone	41	0.13%
Native Hawaiian and Other Pacific Islander Alone	8	0.03%
Some Other Race Alone	14,835	45.52%
Two or More Races	9,169	28.13%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	**667**	
Chinese, except Taiwanese	125	18.74%
Filipino	201	30.14%
Japanese	0	0.00%
Asian Indian	152	22.79%
Korean	16	2.40%
Vietnamese	117	17.54%
Cambodian	16	2.40%
Hmong	0	0.00%
Laotian	14	2.10%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	25	3.75%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	77,697	81.24%
Speak Asian/Pacific Island Language at Home	366	0.38%
Speak IndoEuropean Language at Home	621	0.65%
Speak Spanish at Home	16,947	17.72%
Speak Other Language at Home	13	0.01%

Retail Trade Area • Demographic Profile

Dayton, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**102,763**	
Age 0 - 4	7,119	6.93%
Age 5 - 9	7,389	7.19%
Age 10 - 14	7,585	7.38%
Age 15 - 17	4,508	4.39%
Age 18 - 20	4,076	3.97%
Age 21 - 24	5,489	5.34%
Age 25 - 34	14,137	13.76%
Age 35 - 44	13,055	12.70%
Age 45 - 54	12,294	11.96%
Age 55 - 64	11,960	11.64%
Age 65 - 74	9,510	9.25%
Age 75 - 84	4,433	4.31%
Age 85 and over	1,208	1.18%
Age 16 and over	79,185	77.06%
Age 18 and over	76,162	74.11%
Age 21 and over	72,086	70.15%
Age 65 and over	15,151	14.74%
2023 Est. Median Age		35.80
2023 Est. Average Age		37.45
2023 Est. Population by Sex	**102,763**	
Male	50,400	49.05%
Female	52,364	50.96%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**50,400**	
Age 0 - 4	3,589	7.12%
Age 5 - 9	3,795	7.53%
Age 10 - 14	3,807	7.55%
Age 15 - 17	2,310	4.58%
Age 18 - 20	2,110	4.19%
Age 21 - 24	2,792	5.54%
Age 25 - 34	6,814	13.52%
Age 35 - 44	6,261	12.42%
Age 45 - 54	5,992	11.89%
Age 55 - 64	5,871	11.65%
Age 65 - 74	4,658	9.24%
Age 75 - 84	1,963	3.89%
Age 85 and over	439	0.87%
2023 Est. Median Age, Male		34.98
2023 Est. Average Age, Male		36.77
2023 Est. Female Population by Age	**52,364**	
Age 0 - 4	3,531	6.74%
Age 5 - 9	3,594	6.86%
Age 10 - 14	3,778	7.21%
Age 15 - 17	2,198	4.20%
Age 18 - 20	1,965	3.75%
Age 21 - 24	2,697	5.15%
Age 25 - 34	7,324	13.99%
Age 35 - 44	6,794	12.98%
Age 45 - 54	6,302	12.04%
Age 55 - 64	6,089	11.63%
Age 65 - 74	4,853	9.27%
Age 75 - 84	2,470	4.72%
Age 85 and over	769	1.47%
2023 Est. Median Age, Female		36.56
2023 Est. Average Age, Female		38.11

Retail Trade Area • Demographic Profile

Dayton, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,881	27.12%
Males, Never Married	11,457	14.20%
Females, Never Married	10,424	12.92%
Married, Spouse present	37,767	46.82%
Married, Spouse absent	5,443	6.75%
Widowed	5,087	6.31%
Males Widowed	944	1.17%
Females Widowed	4,143	5.14%
Divorced	10,492	13.01%
Males Divorced	5,064	6.28%
Females Divorced	5,428	6.73%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,143	6.22%
Some High School, no diploma	5,944	8.93%
High School Graduate (or GED)	24,713	37.11%
Some College, no degree	17,824	26.76%
Associate Degree	4,847	7.28%
Bachelor's Degree	6,362	9.55%
Master's Degree	2,328	3.50%
Professional School Degree	286	0.43%
Doctorate Degree	149	0.22%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	6,328	37.73%
High School Graduate	5,173	30.84%
Some College or Associate's Degree	4,316	25.73%
Bachelor's Degree or Higher	955	5.69%
Households		
2028 Projection	36,033	
2023 Estimate	34,054	
2020 Census	32,216	
2010 Census	27,613	
Growth 2023 - 2028		5.81%
Growth 2020 - 2023		5.71%
Growth 2010 - 2020		16.67%
2023 Est. Households by Household Type	**34,054**	
Family Households	26,016	76.40%
Nonfamily Households	8,037	23.60%
2023 Est. Group Quarters Population	4,264	
2023 Households by Ethnicity, Hispanic/Latino	7,817	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**34,054**	
Income < $15,000	3,279	9.63%
Income $15,000 - $24,999	3,080	9.05%
Income $25,000 - $34,999	3,284	9.64%
Income $35,000 - $49,999	3,478	10.21%
Income $50,000 - $74,999	5,726	16.82%
Income $75,000 - $99,999	3,995	11.73%
Income $100,000 - $124,999	3,251	9.55%
Income $125,000 - $149,999	2,291	6.73%
Income $150,000 - $199,999	2,658	7.80%
Income $200,000 - $249,999	1,292	3.79%
Income $250,000 - $499,999	1,239	3.64%
Income $500,000+	481	1.41%
2023 Est. Average Household Income		$93,073
2023 Est. Median Household Income		$66,490
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$70,752
Black or African American Alone		$58,253
American Indian and Alaska Native Alone		$23,704
Asian Alone		$73,408
Native Hawaiian and Other Pacific Islander Alone		$89,063
Some Other Race Alone		$61,633
Two or More Races		$46,768
Hispanic or Latino		$58,556
Not Hispanic or Latino		$70,170
2023 Est. Family HH Type by Presence of Own Child.	**26,016**	
Married-Couple Family, own children	8,354	32.11%
Married-Couple Family, no own children	11,515	44.26%
Male Householder, own children	950	3.65%
Male Householder, no own children	1,007	3.87%
Female Householder, own children	2,211	8.50%
Female Householder, no own children	1,980	7.61%
2023 Est. Households by Household Size	**34,054**	
1-person	7,142	20.97%
2-person	12,431	36.50%
3-person	5,610	16.47%
4-person	4,566	13.41%
5-person	2,713	7.97%
6-person	969	2.85%
7-or-more-person	622	1.83%
2023 Est. Average Household Size		2.88

Retail Trade Area • Demographic Profile

Dayton, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**34,054**	
Households with 1 or More People under Age 18:	13,646	40.07%
Married-Couple Family	9,514	69.72%
Other Family, Male Householder	1,195	8.76%
Other Family, Female Householder	2,810	20.59%
Nonfamily, Male Householder	113	0.83%
Nonfamily, Female Householder	14	0.10%
Households with No People under Age 18:	**20,408**	
Married-Couple Family	10,360	50.76%
Other Family, Male Householder	759	3.72%
Other Family, Female Householder	1,375	6.74%
Nonfamily, Male Householder	4,042	19.81%
Nonfamily, Female Householder	3,871	18.97%
2023 Est. Households by Number of Vehicles	**34,054**	
No Vehicles	1,592	4.67%
1 Vehicle	9,483	27.85%
2 Vehicles	14,831	43.55%
3 Vehicles	5,483	16.10%
4 Vehicles	1,855	5.45%
5 or more Vehicles	808	2.37%
2023 Est. Average Number of Vehicles		2.0
Family Households		
2028 Projection	27,546	
2023 Estimate	26,016	
2010 Census	20,996	
Growth 2023 - 2028		5.88%
Growth 2010 - 2023		23.91%
2023 Est. Families by Poverty Status	**26,016**	
2023 Families at or Above Poverty	23,942	92.03%
2023 Families at or Above Poverty with Children	10,736	41.27%
2023 Families Below Poverty	2,074	7.97%
2023 Families Below Poverty with Children	1,290	4.96%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	40,550	51.21%
Civilian Labor Force, Unemployed	2,267	2.86%
Armed Forces	114	0.14%
Not in Labor Force	36,254	45.78%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**41,930**	
For-Profit Private Workers	31,808	75.86%
Non-Profit Private Workers	1,532	3.65%
Local Government Workers	326	0.78%
State Government Workers	1,405	3.35%
Federal Government Workers	2,837	6.77%
Self-Employed Workers	3,916	9.34%
Unpaid Family Workers	106	0.25%
2023 Est. Civ. Employed Pop 16+ by Occupation	**41,930**	
Architect/Engineer	921	2.20%
Arts/Entertainment/Sports	563	1.34%
Building Grounds Maintenance	1,212	2.89%
Business/Financial Operations	1,197	2.85%
Community/Social Services	582	1.39%
Computer/Mathematical	423	1.01%
Construction/Extraction	4,890	11.66%
Education/Training/Library	2,288	5.46%
Farming/Fishing/Forestry	260	0.62%
Food Prep/Serving	2,223	5.30%
Health Practitioner/Technician	1,428	3.41%
Healthcare Support	806	1.92%
Maintenance Repair	2,029	4.84%
Legal	228	0.54%
Life/Physical/Social Science	364	0.87%
Management	3,790	9.04%
Office/Admin. Support	4,830	11.52%
Production	3,592	8.57%
Protective Services	897	2.14%
Sales/Related	3,458	8.25%
Personal Care/Service	570	1.36%
Transportation/Moving	5,380	12.83%
2023 Est. Pop 16+ by Occupation Classification	**41,930**	
White Collar	20,073	47.87%
Blue Collar	15,890	37.90%
Service and Farm	5,967	14.23%
2023 Est. Workers Age 16+ by Transp. to Work	**41,375**	
Drove Alone	34,921	84.40%
Car Pooled	3,187	7.70%
Public Transportation	139	0.34%
Walked	478	1.15%
Bicycle	75	0.18%
Other Means	438	1.06%
Worked at Home	2,137	5.16%

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Retail Trade Area • Demographic Profile

Dayton, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,984	
15 - 29 Minutes	8,311	
30 - 44 Minutes	9,929	
45 - 59 Minutes	6,615	
60 or more Minutes	7,191	
2023 Est. Avg Travel Time to Work in Minutes		39
2023 Est. Occupied Housing Units by Tenure	34,054	
Owner Occupied	27,190	79.84%
Renter Occupied	6,864	20.16%
2023 Owner Occ. HUs: Avg. Length of Residence		14.18†
2023 Renter Occ. HUs: Avg. Length of Residence		5.85†
2023 Est. Owner-Occupied Housing Units by Value	**34,054**	
Value Less than $20,000	701	2.58%
Value $20,000 - $39,999	1,239	4.56%
Value $40,000 - $59,999	1,420	5.22%
Value $60,000 - $79,999	1,393	5.12%
Value $80,000 - $99,999	1,420	5.22%
Value $100,000 - $149,999	3,733	13.73%
Value $150,000 - $199,999	3,262	12.00%
Value $200,000 - $299,999	6,177	22.72%
Value $300,000 - $399,999	3,696	13.59%
Value $400,000 - $499,999	1,718	6.32%
Value $500,000 - $749,999	1,459	5.37%
Value $750,000 - $999,999	463	1.70%
Value $1,000,000 or $1,499,999	234	0.86%
Value $1,500,000 or $1,999,999	20	0.07%
Value $2,000,000+	255	0.94%
2023 Est. Median All Owner-Occupied Housing Value		$206,406
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	24,276	65.24%
1 Unit Attached	487	1.31%
2 Units	266	0.72%
3 or 4 Units	333	0.90%
5 to 19 Units	1,366	3.67%
20 to 49 Units	181	0.49%
50 or More Units	218	0.59%
Mobile Home or Trailer	9,720	26.12%
Boat, RV, Van, etc.	363	0.98%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,379	11.77%
Housing Units Built 2010 to 2014	1,904	5.12%
Housing Units Built 2000 to 2009	7,707	20.71%
Housing Units Built 1990 to 1999	7,042	18.92%
Housing Units Built 1980 to 1989	4,819	12.95%
Housing Units Built 1970 to 1979	5,243	14.09%
Housing Units Built 1960 to 1969	2,738	7.36%
Housing Units Built 1950 to 1959	1,609	4.32%
Housing Units Built 1940 to 1949	930	2.50%
Housing Unit Built 1939 or Earlier	839	2.25%
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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