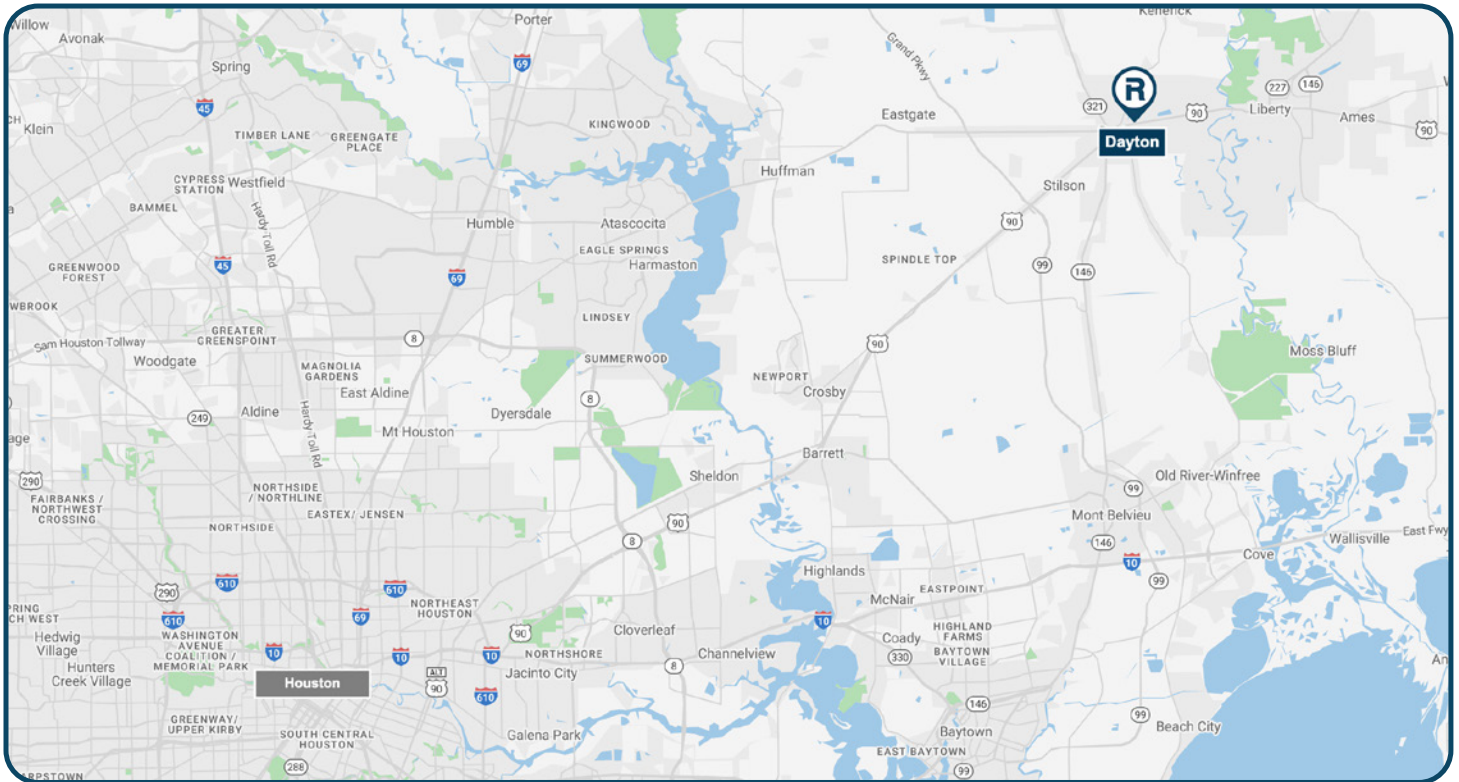# COMMUNITY DEMOGRAPHIC PROFILE

DAYTON, TEXAS

PREPARED FOR DAYTON ECONOMIC DEVELOPMENT CORPORATION
AUGUST 2025

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Population

Year	Population
2020	8,777
2025	10,350
2030	11,689

Age

0-9 Years	14.12%
10 - 17 Years	12.51%
18 - 24 Years	10.11%
25 - 34 Years	14.36%
35 - 44 Years	11.85%
45 - 54 Years	11.86%
55 - 64 Years	11.09%
65 and Older	14.12%
Median Age	34.19
Average Age	36.70

Educational Attainment (%)

Graduate or Professional Degree	2.26%
Bachelors Degree	9.35%
Associate Degree	10.05%
Some College	28.64%
High School Graduate (GED)	32.10%
Some High School, No Degree	10.75%
Less than 9th Grade	6.86%

Income

Average HH	$100,202
Median HH	$64,947
Per Capita	$37,659

Race Distribution

White	57.02%
Black/African American	11.67%
American Indian/Alaskan	0.79%
Asian	1.59%
Native Hawaiian/Islander	0.05%
Other Race	14.85%
Two or More Races	14.03%
Hispanic	34.39%
Non-Hispanic	65.61%

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TheRetailCoach.   662.844.2155 | INFO@THERETAILCOACH.COM | THERETAILCOACH.COM | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

DESCRIPTION	DATA	%
Population		
2030 Projection	11,689	
2025 Estimate	10,350	
2020 Census	8,777	
2010 Census	7,524	
Growth 2025 - 2030		12.94%
Growth 2020 - 2025		17.92%
Growth 2010 - 2020		16.65%
2025 Total Daytime Population	**11,316**	
Workers	5,734	
Residents	5,582	
2025 Est. Population by Single-Classification Race	**10,350**	
White Alone	5,901	57.02%
Black or African American Alone	1,208	11.67%
Amer. Indian and Alaska Native Alone	82	0.79%
Asian Alone	165	1.59%
Native Hawaiian and Other Pacific Island Alone	5	0.05%
Some Other Race Alone	1,537	14.85%
Two or More Races	1,452	14.03%
2025 Est. Population by Hispanic or Latino Origin	**10,350**	
Not Hispanic or Latino	6,791	65.61%
Hispanic or Latino	3,559	34.39%
Mexican	3,124	87.78%
Puerto Rican	35	0.98%
Cuban	6	0.17%
All Other Hispanic or Latino	394	11.07%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**3,559**	
White Alone	902	25.34%
Black or African American Alone	29	0.82%
American Indian and Alaska Native Alone	55	1.54%
Asian Alone	3	0.08%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1,506	42.32%
Two or More Races	1,064	29.90%
2025 Est. Pop by Race, Asian Alone, by Category	**165**	
Chinese, except Taiwanese	9	5.45%
Filipino	138	83.64%
Japanese	0	0.00%
Asian Indian	14	8.49%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	4	2.42%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**10,350**	
Arab	1	0.01%
Czech	144	1.39%
Danish	6	0.06%
Dutch	46	0.44%
English	805	7.78%
French (except Basque)	427	4.13%
French Canadian	18	0.17%
German	797	7.70%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	504	4.87%
Italian	313	3.02%
Lithuanian	0	0.00%
United States or American	281	2.71%
Norwegian	14	0.14%
Polish	35	0.34%
Portuguese	2	0.02%
Russian	5	0.05%
Scottish	106	1.02%
Scotch-Irish	185	1.79%
Slovak	0	0.00%
Subsaharan African	9	0.09%
Swedish	49	0.47%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	24	0.23%
West Indian (except Hisp. groups)	10	0.10%
Other ancestries	3,242	31.32%
Ancestry Unclassified	3,327	32.15%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	8,167	84.74%
Speak Asian/Pacific Island Language at Home	57	0.59%
Speak IndoEuropean Language at Home	39	0.41%
Speak Spanish at Home	1,375	14.27%
Speak Other Language at Home	0	0.00%

DESCRIPTION	DATA	%
2025 Est. Population by Age	**10,350**	
Age 0 - 4	712	6.88%
Age 5 - 9	749	7.24%
Age 10 - 14	841	8.13%
Age 15 - 17	454	4.39%
Age 18 - 20	454	4.39%
Age 21 - 24	592	5.72%
Age 25 - 34	1,486	14.36%
Age 35 - 44	1,226	11.85%
Age 45 - 54	1,227	11.86%
Age 55 - 64	1,148	11.09%
Age 65 - 74	884	8.54%
Age 75 - 84	466	4.50%
Age 85 and over	111	1.07%
Age 16 and over	7,897	76.30%
Age 18 and over	7,594	73.37%
Age 21 and over	7,140	68.99%
Age 65 and over	1,461	14.12%
2025 Est. Median Age		34.19
2025 Est. Average Age		36.70
2025 Est. Population by Sex	**10,350**	
Male	4,988	48.19%
Female	5,362	51.81%
2025 Est. Male Population by Age	**4,988**	
Age 0 - 4	364	7.30%
Age 5 - 9	370	7.42%
Age 10 - 14	473	9.48%
Age 15 - 17	230	4.61%
Age 18 - 20	229	4.59%
Age 21 - 24	302	6.05%
Age 25 - 34	710	14.23%
Age 35 - 44	561	11.25%
Age 45 - 54	571	11.45%
Age 55 - 64	549	11.01%
Age 65 - 74	396	7.94%
Age 75 - 84	196	3.93%
Age 85 and over	37	0.74%
2025 Est. Median Age, Male		32.24
2025 Est. Average Age, Male		35.30
2025 Est. Female Population by Age	**5,362**	
Age 0 - 4	348	6.49%
Age 5 - 9	379	7.07%
Age 10 - 14	368	6.86%
Age 15 - 17	224	4.18%
Age 18 - 20	225	4.20%
Age 21 - 24	290	5.41%
Age 25 - 34	776	14.47%
Age 35 - 44	665	12.40%
Age 45 - 54	656	12.23%
Age 55 - 64	599	11.17%
Age 65 - 74	488	9.10%
Age 75 - 84	270	5.04%
Age 85 and over	74	1.38%
2025 Est. Median Age, Female		36.01
2025 Est. Average Age, Female		37.90

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,390	29.70%
Males, Never Married	1,091	13.56%
Females, Never Married	1,299	16.14%
Married, Spouse present	3,636	45.18%
Married, Spouse absent	509	6.33%
Widowed	460	5.72%
Males Widowed	89	1.11%
Females Widowed	371	4.61%
Divorced	1,053	13.08%
Males Divorced	364	4.52%
Females Divorced	689	8.56%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	449	6.86%
Some High School, no diploma	704	10.75%
High School Graduate (or GED)	2,102	32.10%
Some College, no degree	1,875	28.64%
Associate Degree	658	10.05%
Bachelor's Degree	612	9.35%
Master's Degree	142	2.17%
Professional School Degree	3	0.05%
Doctorate Degree	3	0.05%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	624	33.69%
High School Graduate	499	26.94%
Some College or Associate's Degree	665	35.91%
Bachelor's Degree or Higher	64	3.46%
Households		
2030 Projection	4,240	
2025 Estimate	3,726	
2020 Census	3,125	
2010 Census	2,694	
Growth 2025 - 2030		13.80%
Growth 2020 - 2025		19.23%
Growth 2010 - 2020		16.00%
2025 Est. Households by Household Type	**3,726**	
Family Households	2,643	70.93%
Nonfamily Households	1,083	29.07%
2025 Est. Group Quarters Population	436	
2025 Households by Ethnicity, Hispanic/Latino	961	

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**3,726**	
Income < $15,000	541	14.52%
Income $15,000 - $24,999	329	8.83%
Income $25,000 - $34,999	286	7.68%
Income $35,000 - $49,999	326	8.75%
Income $50,000 - $74,999	617	16.56%
Income $75,000 - $99,999	389	10.44%
Income $100,000 - $124,999	230	6.17%
Income $125,000 - $149,999	172	4.62%
Income $150,000 - $199,999	393	10.55%
Income $200,000 - $249,999	166	4.45%
Income $250,000 - $499,999	200	5.37%
Income $500,000+	77	2.07%
2025 Est. Average Household Income		$100,202
2025 Est. Median Household Income		$64,947
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$77,258
Black or African American Alone		$65,854
American Indian and Alaska Native Alone		$10,579
Asian Alone		$89,383
Native Hawaiian and Other Pacific Islander Alone		$150,000
Some Other Race Alone		$60,004
Two or More Races		$41,159
Hispanic or Latino		$51,728
Not Hispanic or Latino		$75,251
2025 Est. HH by Type and Presence of Own Child.	**3,726**	
Family Households with Children	1,015	27.24%
Family Households without Children	2,711	72.76%
Married-Couple Families	**1,826**	**49.01%**
Married-Couple Family, own children	727	19.51%
Married-Couple Family, no own children	1,099	29.50%
Cohabitating-Couple Families	**220**	**5.90%**
Cohabitating-Couple Family, own children	72	1.93%
Cohabitating-Couple Family, no own children	148	3.97%
Male Householder Families	**655**	**17.58%**
Male Householder, own children	1	0.03%
Male Householder, no own children	57	1.53%
Male Householder, only Nonrelatives	20	0.54%
Male Householder, Living Alone	577	15.49%
Female Householder Families	**1,025**	**27.51%**
Female Householder, own children	215	5.77%
Female Householder, no own children	228	6.12%
Female Householder, only Nonrelatives	16	0.43%
Female Householder, Living Alone	566	15.19%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**3,726**	
1-person	985	26.44%
2-person	1,064	28.56%
3-person	675	18.12%
4-person	508	13.63%
5-person	295	7.92%
6-person	125	3.35%
7-or-more-person	74	1.99%
2025 Est. Average Household Size		2.66
2025 Est. Households by Number of Vehicles	**3,726**	
No Vehicles	311	8.35%
1 Vehicle	1,181	31.70%
2 Vehicles	1,170	31.40%
3 Vehicles	727	19.51%
4 Vehicles	268	7.19%
5 or more Vehicles	69	1.85%
2025 Est. Average Number of Vehicles		1.9
Family Households		
2030 Projection	3,011	
2025 Estimate	2,643	
2020 Estimate	2,207	
2010 Census	1,949	
Growth 2025 - 2030		13.92%
Growth 2020 - 2025		19.75%
Growth 2010 - 2020		13.24%
2025 Est. Families by Poverty Status	**2,643**	
2025 Families at or Above Poverty	2,268	85.81%
2025 Families at or Above Poverty with Children	1,043	39.46%
2025 Families Below Poverty	375	14.19%
2025 Families Below Poverty with Children	293	11.09%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,911	49.53%
Civilian Labor Force, Unemployed	156	1.98%
Armed Forces	0	0.00%
Not in Labor Force	3,830	48.50%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,485	79.97%
Non-Profit Private Workers	104	2.39%
Local Government Workers	20	0.46%
State Government Workers	74	1.70%
Federal Government Workers	291	6.68%
Self-Employed Workers	379	8.70%
Unpaid Family Workers	5	0.12%

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	188	4.31%
Arts/Entertainment/Sports	72	1.65%
Building Grounds Maintenance	72	1.65%
Business/Financial Operations	129	2.96%
Community/Social Services	51	1.17%
Computer/Mathematical	31	0.71%
Construction/Extraction	347	7.96%
Education/Training/Library	292	6.70%
Farming/Fishing/Forestry	41	0.94%
Food Prep/Serving	190	4.36%
Health Practitioner/Technician	94	2.16%
Healthcare Support	124	2.85%
Maintenance Repair	235	5.39%
Legal	38	0.87%
Life/Physical/Social Science	2	0.05%
Management	237	5.44%
Office/Admin. Support	793	18.20%
Production	304	6.98%
Protective Services	30	0.69%
Sales/Related	286	6.56%
Personal Care/Service	152	3.49%
Transportation/Moving	650	14.91%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	2,213	50.78%
Blue Collar	1,536	35.25%
Service and Farm	609	13.97%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,495	80.96%
Car Pooled	440	10.19%
Public Transportation	3	0.07%
Walked	2	0.05%
Bicycle	3	0.07%
Other Means	18	0.42%
Worked at Home	356	8.25%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	585	
15 - 29 Minutes	704	
30 - 44 Minutes	1,268	
45 - 59 Minutes	582	
60 or more Minutes	828	
2025 Est. Avg Travel Time to Work in Minutes		0
2025 Est. Occupied Housing Units by Tenure	**3,726**	
Owner Occupied	2,379	63.85%
Renter Occupied	1,347	36.15%
2025 Owner Occ. HUs: Avg. Length of Residence		13.10[†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.90[†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**2,379**	
Value Less than $20,000	251	10.55%
Value $20,000 - $39,999	21	0.88%
Value $40,000 - $59,999	155	6.51%
Value $60,000 - $79,999	91	3.83%
Value $80,000 - $99,999	29	1.22%
Value $100,000 - $149,999	268	11.27%
Value $150,000 - $199,999	165	6.94%
Value $200,000 - $299,999	491	20.64%
Value $300,000 - $399,999	494	20.76%
Value $400,000 - $499,999	144	6.05%
Value $500,000 - $749,999	156	6.56%
Value $750,000 - $999,999	71	2.98%
Value $1,000,000 or $1,499,999	43	1.81%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	0	0.00%
2025 Est. Median All Owner-Occupied Housing Value		$245,795
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	2,529	63.26%
1 Unit Attached	17	0.43%
2 Units	37	0.93%
3 or 4 Units	87	2.18%
5 to 19 Units	389	9.73%
20 to 49 Units	59	1.48%
50 or More Units	43	1.08%
Mobile Home or Trailer	692	17.31%
Boat, RV, Van, etc.	145	3.63%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	604	15.11%
Housing Units Built 2010 to 2019	498	12.46%
Housing Units Built 2000 to 2009	837	20.94%
Housing Units Built 1990 to 1999	656	16.41%
Housing Units Built 1980 to 1989	455	11.38%
Housing Units Built 1970 to 1979	425	10.63%
Housing Units Built 1960 to 1969	297	7.43%
Housing Units Built 1950 to 1959	157	3.93%
Housing Units Built 1940 to 1949	38	0.95%
Housing Unit Built 1939 or Earlier	31	0.78%
2025 Est. Median Year Structure Built		1999

[†] 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.

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.

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