



The**Retail**Coach®

COMMUNITY DEMOGRAPHIC PROFILE

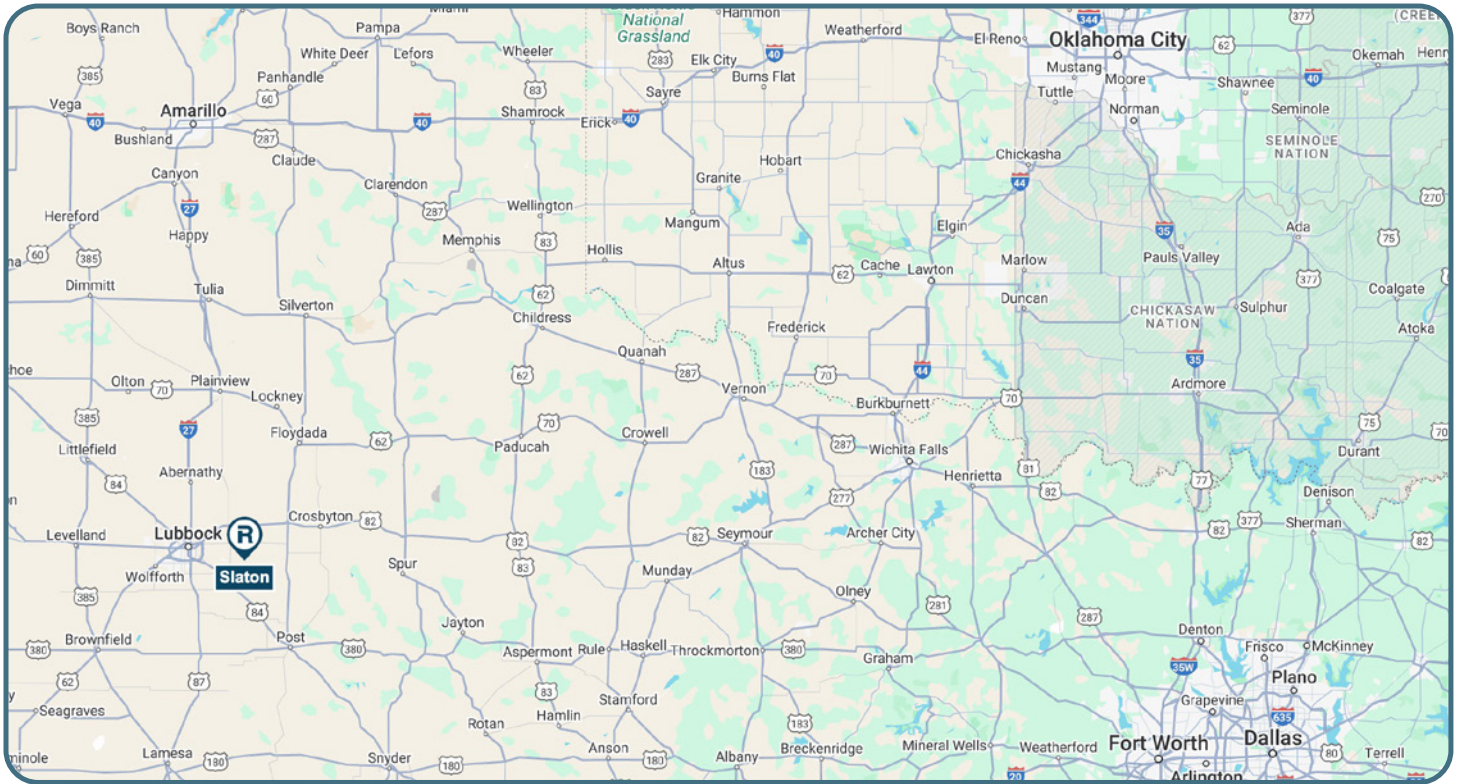
SLATON, TEXAS

PREPARED FOR SLATON ECONOMIC DEVELOPMENT CORPORATION
AUGUST 2025

DEMOGRAPHIC SNAPSHOT

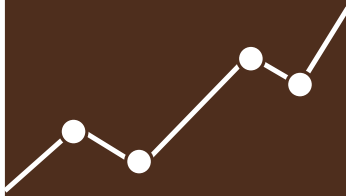

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Population

2020	5,858
2025	5,962
2030	6,039



Age

0-9 Years	13.30%
10 - 17 Years	11.71%
18 - 24 Years	11.99%
25 - 34 Years	11.78%
35 - 44 Years	10.82%
45 - 54 Years	10.84%
55 - 64 Years	11.07%
65 and Older	18.50%
Median Age	36.10
Average Age	38.70



Educational Attainment (%)

Graduate or Professional Degree	5.40%
Bachelors Degree	9.51%
Associate Degree	17.04%
Some College	20.90%
High School Graduate (GED)	29.93%
Some High School, No Degree	8.79%
Less than 9th Grade	8.44%

Race Distribution

White	55.85%
Black/African American	5.23%
American Indian/Alaskan	0.71%
Asian	0.13%
Native Hawaiian/Islander	0.10%
Other Race	15.03%
Two or More Races	22.94%
Hispanic	55.79%
Non-Hispanic	_nonHispanic

Income

Average HH	\$78,141
Median HH	\$56,847
Per Capita	\$30,567

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2030 Projection	6,039	
2025 Estimate	5,962	
2020 Census	5,858	
Growth 2025 - 2030		1.29%
Growth 2020 - 2025		1.77%
2025 Est. Population by Single-Classification Race	5,962	
White Alone	3,330	55.85%
Black or African American Alone	312	5.23%
Amer. Indian and Alaska Native Alone	42	0.71%
Asian Alone	8	0.13%
Native Hawaiian and Other Pacific Island Alone	6	0.10%
Some Other Race Alone	896	15.03%
Two or More Races	1,368	22.94%
2025 Est. Population by Hispanic or Latino Origin	5,962	
Not Hispanic or Latino	2,636	44.21%
Hispanic or Latino	3,326	55.79%
Mexican	2,626	78.95%
Puerto Rican	192	5.77%
Cuban	0	0.00%
All Other Hispanic or Latino	508	15.27%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	3,326	
White Alone	1,171	35.21%
Black or African American Alone	38	1.14%
American Indian and Alaska Native Alone	37	1.11%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	874	26.28%
Two or More Races	1,206	36.26%
2025 Est. Pop by Race, Asian Alone, by Category	8	
Chinese, except Taiwanese	2	25.00%
Filipino	2	25.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	1	12.50%
Vietnamese	1	12.50%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	2	25.00%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	5,962	
Arab	1	0.02%
Czech	0	0.00%
Danish	0	0.00%
Dutch	20	0.34%
English	418	7.01%
French (except Basque)	32	0.54%
French Canadian	0	0.00%
German	409	6.86%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	265	4.45%
Italian	5	0.08%
Lithuanian	0	0.00%
United States or American	343	5.75%
Norwegian	0	0.00%
Polish	3	0.05%
Portuguese	19	0.32%
Russian	0	0.00%
Scottish	41	0.69%
Scotch-Irish	27	0.45%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	1	0.02%
Swiss	18	0.30%
Ukrainian	1	0.02%
Welsh	34	0.57%
West Indian (except Hisp. groups)	162	2.72%
Other ancestries	1,806	30.29%
Ancestry Unclassified	2,357	39.53%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,188	75.34%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	3	0.05%
Speak Spanish at Home	1,338	24.07%
Speak Other Language at Home	30	0.54%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Population by Age	5,962	
Age 0 - 4	403	6.76%
Age 5 - 9	390	6.54%
Age 10 - 14	448	7.51%
Age 15 - 17	250	4.19%
Age 18 - 20	280	4.70%
Age 21 - 24	435	7.30%
Age 25 - 34	702	11.78%
Age 35 - 44	645	10.82%
Age 45 - 54	646	10.84%
Age 55 - 64	660	11.07%
Age 65 - 74	610	10.23%
Age 75 - 84	358	6.00%
Age 85 and over	135	2.26%
Age 16 and over	4,637	77.78%
Age 18 and over	4,471	74.99%
Age 21 and over	4,191	70.29%
Age 65 and over	1,103	18.50%
2025 Est. Median Age		36.10
2025 Est. Average Age		38.70
2025 Est. Population by Sex	5,962	
Male	2,876	48.24%
Female	3,086	51.76%
2025 Est. Male Population by Age	2,876	
Age 0 - 4	204	7.09%
Age 5 - 9	188	6.54%
Age 10 - 14	232	8.07%
Age 15 - 17	131	4.55%
Age 18 - 20	146	5.08%
Age 21 - 24	224	7.79%
Age 25 - 34	331	11.51%
Age 35 - 44	337	11.72%
Age 45 - 54	293	10.19%
Age 55 - 64	314	10.92%
Age 65 - 74	291	10.12%
Age 75 - 84	144	5.01%
Age 85 and over	41	1.43%
2025 Est. Median Age, Male		34.39
2025 Est. Average Age, Male		37.30
2025 Est. Female Population by Age	3,086	
Age 0 - 4	199	6.45%
Age 5 - 9	202	6.55%
Age 10 - 14	216	7.00%
Age 15 - 17	119	3.86%
Age 18 - 20	134	4.34%
Age 21 - 24	211	6.84%
Age 25 - 34	371	12.02%
Age 35 - 44	308	9.98%
Age 45 - 54	353	11.44%
Age 55 - 64	346	11.21%
Age 65 - 74	319	10.34%
Age 75 - 84	214	6.93%
Age 85 and over	94	3.05%
2025 Est. Median Age, Female		37.88
2025 Est. Average Age, Female		40.10

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,709	36.20%
Males, Never Married	907	19.21%
Females, Never Married	802	16.99%
Married, Spouse present	1,914	40.54%
Married, Spouse absent	239	5.06%
Widowed	371	7.86%
Males Widowed	93	1.97%
Females Widowed	278	5.89%
Divorced	488	10.34%
Males Divorced	171	3.62%
Females Divorced	317	6.71%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	317	8.44%
Some High School, no diploma	330	8.79%
High School Graduate (or GED)	1,124	29.93%
Some College, no degree	785	20.90%
Associate Degree	640	17.04%
Bachelor's Degree	357	9.51%
Master's Degree	198	5.27%
Professional School Degree	2	0.05%
Doctorate Degree	3	0.08%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	406	21.60%
High School Graduate	590	31.38%
Some College or Associate's Degree	783	41.65%
Bachelor's Degree or Higher	101	5.37%
Households		
2030 Projection	2,355	
2025 Estimate	2,297	
2020 Census	2,208	
Growth 2025 - 2030		2.52%
Growth 2020 - 2025		4.03%
2025 Est. Households by Household Type	2,297	
Family Households	1,556	67.74%
Nonfamily Households	741	32.26%
2025 Est. Group Quarters Population	90	
2025 Households by Ethnicity, Hispanic/Latino	1,113	

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	2,297	
Income < \$15,000	211	9.19%
Income \$15,000 - \$24,999	148	6.44%
Income \$25,000 - \$34,999	256	11.15%
Income \$35,000 - \$49,999	377	16.41%
Income \$50,000 - \$74,999	508	22.12%
Income \$75,000 - \$99,999	295	12.84%
Income \$100,000 - \$124,999	261	11.36%
Income \$125,000 - \$149,999	113	4.92%
Income \$150,000 - \$199,999	27	1.17%
Income \$200,000 - \$249,999	12	0.52%
Income \$250,000 - \$499,999	42	1.83%
Income \$500,000+	47	2.05%
2025 Est. Average Household Income		\$78,141
2025 Est. Median Household Income		\$56,847
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,109
Black or African American Alone		\$50,000
American Indian and Alaska Native Alone		\$40,341
Asian Alone		\$87,500
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$60,457
Two or More Races		\$58,335
Hispanic or Latino		\$58,344
Not Hispanic or Latino		\$54,964
2025 Est. HH by Type and Presence of Own Child.	2,297	
Family Households with Children	604	26.30%
Family Households without Children	1,693	73.70%
Married-Couple Families	958	41.71%
Married-Couple Family, own children	333	14.50%
Married-Couple Family, no own children	625	27.21%
Cohabiting-Couple Families	273	11.89%
Cohabiting-Couple Family, own children	100	4.35%
Cohabiting-Couple Family, no own children	173	7.53%
Male Householder Families	271	11.80%
Male Householder, own children	28	1.22%
Male Householder, no own children	93	4.05%
Male Householder, only Nonrelatives	0	0.00%
Male Householder, Living Alone	150	6.53%
Female Householder Families	795	34.61%
Female Householder, own children	143	6.22%
Female Householder, no own children	209	9.10%
Female Householder, only Nonrelatives	1	0.04%
Female Householder, Living Alone	442	19.24%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	2,297	
1-person	750	32.65%
2-person	628	27.34%
3-person	324	14.11%
4-person	276	12.02%
5-person	168	7.31%
6-person	93	4.05%
7-or-more-person	58	2.52%
2025 Est. Average Household Size		2.56
2025 Est. Households by Number of Vehicles	2,297	
No Vehicles	127	5.53%
1 Vehicle	553	24.07%
2 Vehicles	1,179	51.33%
3 Vehicles	414	18.02%
4 Vehicles	19	0.83%
5 or more Vehicles	5	0.22%
2025 Est. Average Number of Vehicles		1.9
Family Households		
2030 Projection	1,597	
2025 Estimate	1,556	
2020 Estimate	1,493	
Growth 2025 - 2030		2.63%
Growth 2020 - 2025		4.22%
2025 Est. Families by Poverty Status	1,556	
2025 Families at or Above Poverty	1,400	89.97%
2025 Families at or Above Poverty with Children	646	41.52%
2025 Families Below Poverty	156	10.03%
2025 Families Below Poverty with Children	153	9.83%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	2,601	56.09%
Civilian Labor Force, Unemployed	178	3.84%
Armed Forces	118	2.54%
Not in Labor Force	1,740	37.52%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	1,476	57.93%
Non-Profit Private Workers	165	6.48%
Local Government Workers	13	0.51%
State Government Workers	169	6.63%
Federal Government Workers	446	17.50%
Self-Employed Workers	278	10.91%
Unpaid Family Workers	1	0.04%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	91	3.57%
Arts/Entertainment/Sports	81	3.18%
Building Grounds Maintenance	207	8.12%
Business/Financial Operations	133	5.22%
Community/Social Services	50	1.96%
Computer/Mathematical	39	1.53%
Construction/Extraction	178	6.99%
Education/Training/Library	254	9.97%
Farming/Fishing/Forestry	12	0.47%
Food Prep/Serving	108	4.24%
Health Practitioner/Technician	75	2.94%
Healthcare Support	254	9.97%
Maintenance Repair	104	4.08%
Legal	0	0.00%
Life/Physical/Social Science	30	1.18%
Management	117	4.59%
Office/Admin. Support	266	10.44%
Production	28	1.10%
Protective Services	50	1.96%
Sales/Related	242	9.50%
Personal Care/Service	28	1.10%
Transportation/Moving	201	7.89%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	1,378	54.08%
Blue Collar	511	20.05%
Service and Farm	659	25.86%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	2,038	81.36%
Car Pooled	269	10.74%
Public Transportation	0	0.00%
Walked	135	5.39%
Bicycle	0	0.00%
Other Means	0	0.00%
Worked at Home	63	2.52%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	901	
15 - 29 Minutes	1,122	
30 - 44 Minutes	315	
45 - 59 Minutes	32	
60 or more Minutes	58	
2025 Est. Avg Travel Time to Work in Minutes		20
2025 Est. Occupied Housing Units by Tenure	2,297	
Owner Occupied	1,568	68.26%
Renter Occupied	729	31.74%
2025 Owner Occ. HUs: Avg. Length of Residence		17.40 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		7.00 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	1,568	
Value Less than \$20,000	156	9.95%
Value \$20,000 - \$39,999	322	20.54%
Value \$40,000 - \$59,999	8	0.51%
Value \$60,000 - \$79,999	50	3.19%
Value \$80,000 - \$99,999	317	20.22%
Value \$100,000 - \$149,999	326	20.79%
Value \$150,000 - \$199,999	178	11.35%
Value \$200,000 - \$299,999	84	5.36%
Value \$300,000 - \$399,999	54	3.44%
Value \$400,000 - \$499,999	23	1.47%
Value \$500,000 - \$749,999	39	2.49%
Value \$750,000 - \$999,999	9	0.57%
Value \$1,000,000 or \$1,499,999	2	0.13%
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		\$95,723
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	1,988	74.71%
1 Unit Attached	2	0.08%
2 Units	110	4.13%
3 or 4 Units	13	0.49%
5 to 19 Units	30	1.13%
20 to 49 Units	66	2.48%
50 or More Units	10	0.38%
Mobile Home or Trailer	442	16.61%
Boat, RV, Van, etc.	0	0.00%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	56	2.10%
Housing Units Built 2010 to 2019	172	6.46%
Housing Units Built 2000 to 2009	119	4.47%
Housing Units Built 1990 to 1999	77	2.89%
Housing Units Built 1980 to 1989	127	4.77%
Housing Units Built 1970 to 1979	588	22.10%
Housing Units Built 1960 to 1969	455	17.10%
Housing Units Built 1950 to 1959	429	16.12%
Housing Units Built 1940 to 1949	127	4.77%
Housing Unit Built 1939 or Earlier	511	19.20%
2025 Est. Median Year Structure Built		1966

† 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**Retail**Coach®

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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