

NEVADA MAIN STREET

Dayton Community Snapshot



OVERVIEW

This snapshot provides key data and insights to inform Dayton's local planning while highlighting trends that matter to Nevada's broader growth and policy decisions.



2025

01

Demographic Overview

Summarizes population size, age distribution and growth trends shaping the community.

02

Social Characteristics

Examines education, income and household patterns influencing local stability and opportunity.

03

Industry Overview & Economic Characteristics

Reviews key industries, employment trends and economic drivers supporting the local economy.

04

Unmet Demand for Business & Service Overview

Identifies existing services and gaps presenting opportunities for new local businesses.



Demographic Overview

Demographic data describes the size and composition of the population within a Main Street district. Population, age, income and other household characteristics reveal who lives in the area, the wealth distribution and overall residential trends, while race and ethnicity provide insight into the community's diversity. These data points provide a foundational understanding of the community at this time.



General Dayton (2025) Characteristics

Total Population: 16,444
Median Age: 45
Total Households: 6,407
Average Household Size: 2.57

\$436,458

Median
Home Value



\$85,854

Median
Household
Income



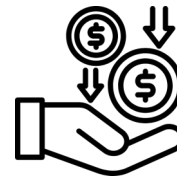
\$41,404

Per Capita
Income



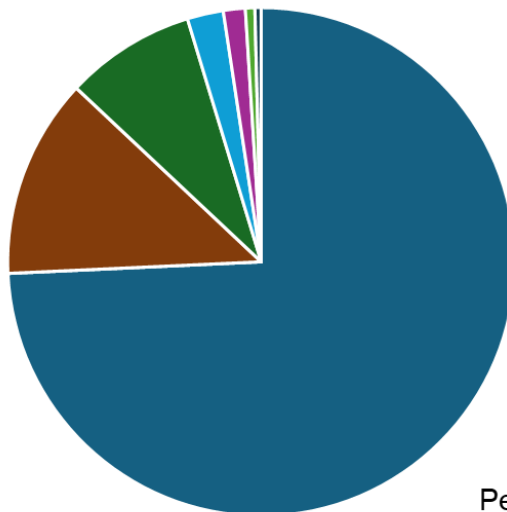
\$73,072

Median
Disposable
Income



Population by Race

Dayton (2025)



- White - 74.2%
- 2+ Races - 12.7%
- Other Race - 8.3%
- Asian - 2.3%
- American Indian - 1.4%
- Black - 0.6%
- Pacific Islander - 0.4%

Percentage of Hispanic Origin: 20.2%



Social Characteristics

Social characteristic data provides insight into the lifestyles, behaviors and needs of residents within a Main Street district. Educational attainment and Tapestry Segmentation data highlight household dynamics, workforce skills, and lifestyle and spending patterns. Together, these data points can help to build a better understanding of resident preferences, as well as support inclusive, people-centered planning efforts.

Educational Attainment—Dayton (2025)



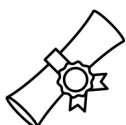
No High School Diploma

10.8%



High School Graduate

27.6%



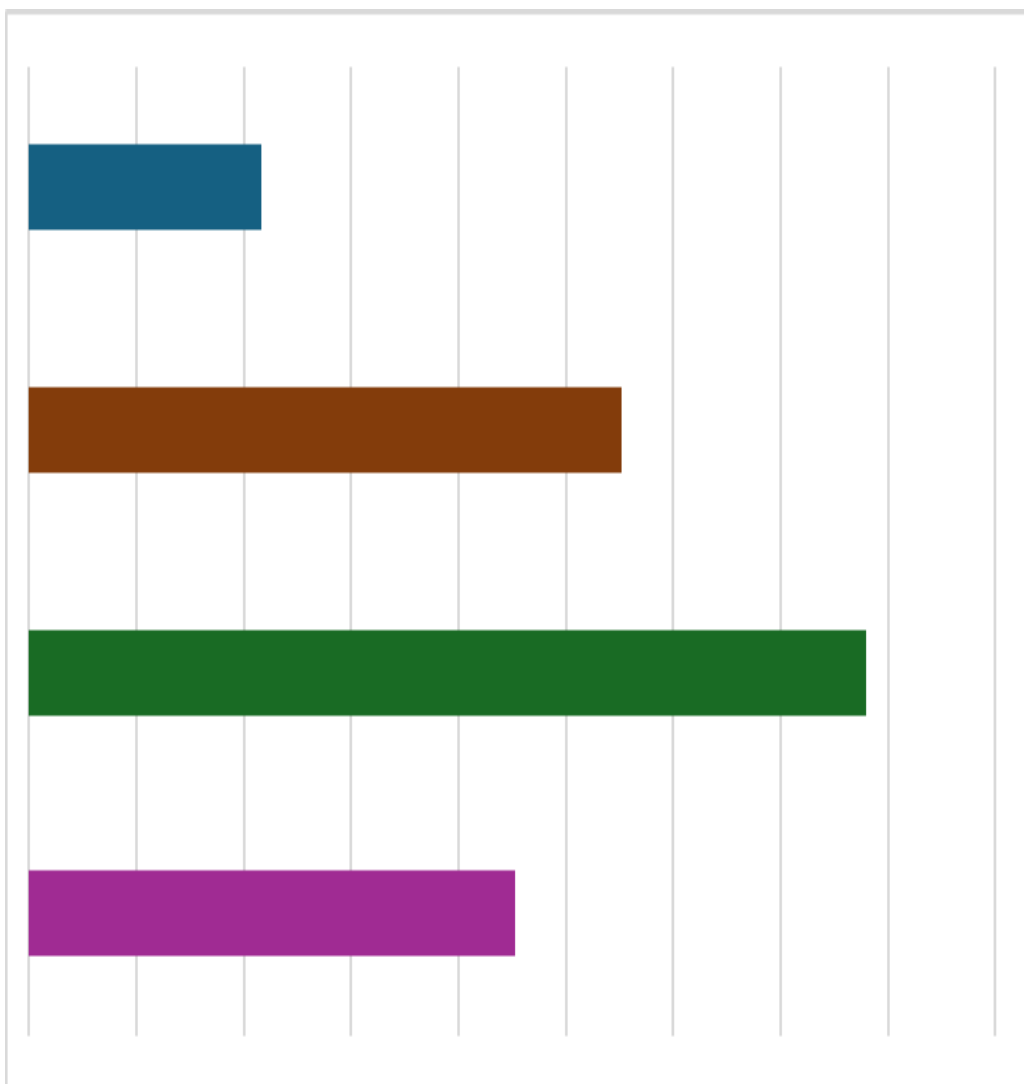
Some College / Associate Degree

39.0%



Bachelor's / Graduate / Professional Degree

22.6%



Nevada Economic Assessment Project (NEAP)

Tapestry Segmentation* provides a clear snapshot of community composition by grouping households with shared income, education, housing and lifestyle traits, offering deeper insight than demographics alone.

The data is developed by ESRI, combining U.S. Census information, consumer spending patterns and proprietary research through advanced statistical modeling.

Top 3 Segments by Household Count Dayton (2025)

Segment	Number of Households	Percent of Households
Room to Roam	2,637	36.9%
Dreambelt	1,189	18.6%
Silver and Gold	745	11.6%
Other	2,106	32.9%

Tapestry Segment Definitions

Room to Roam (K7): *Aging and self-employed suburbanites*

Dreambelt (K5): *Middle-aged Western suburbanites with high rent and home prices*

Silver and Gold (J4): *Warm climates with seasonal vacancies and high net worth professionals*

Other: *Aggregate value of households that fall into any and all Tapestry Segments that are not explicitly listed within the table above*



*For additional information about ESRI Tapestry Segmentation please visit <https://doc.arcgis.com/en/esri-demographics/latest/esri-demographics/tapestry-segmentation.htm>

Industry Overview & Economic Characteristics

Industry and economic data provide insight into the forces shaping a community's business environment and overall economic health. Information on top industries by labor force participation, economic output, imports and exports reveals where jobs are concentrated, which sectors generate the most value, and how the community connects to regional and global markets. Additional indicators such as total businesses, recent business license activity, employment distribution, unemployment rates and countywide visitor spending highlight entrepreneurship, workforce conditions and economic diversity, and offer some insight on the role of tourism. Together, these data points can support informed Main Street revitalization strategies that strengthen existing businesses, attract new investment, and build a more resilient and competitive local economy.



Dayton / ZIP Code 89403

Top 3 Industries by Labor Force Participation Dayton (2025)

Industry	Percent of Employed Population
Services	44.3%
Retail Trade	11.3%
Manufacturing	11.2%

Top 3 Industries for Imports Dayton (2025)

Industry	Imports
General Medical and Surgical Hospitals	\$59.6M
Offices of Physicians (Except Mental Health Specialists)	\$34.8M
Portfolio Management and Investment Advice	\$23.0M

Top 3 Industries in Total Output Dayton (2025)

Industry	Sales
Reconstituted Wood Product Manufacturing	\$153.9M
General Warehousing and Storage	\$67.1M
Casinos (Except Casino Hotels)	\$39.1M

Top 3 Industries for Exports Dayton (2025)

Industry	Exports
Reconstructed Wood Product Manufacturing	\$151.2M
General Warehousing and Storage	\$62.3M
Casinos (Except Casino Hotels)	\$38.6M

*The Output, Imports and Exports data tables exclude all Public Administration-related industry activity for the purposes of this report.



Nevada Economic Assessment Project (NEAP)

Dayton (2025)



Total Number of Businesses:

214

Total Business Licenses Applied for Over the Year:

44

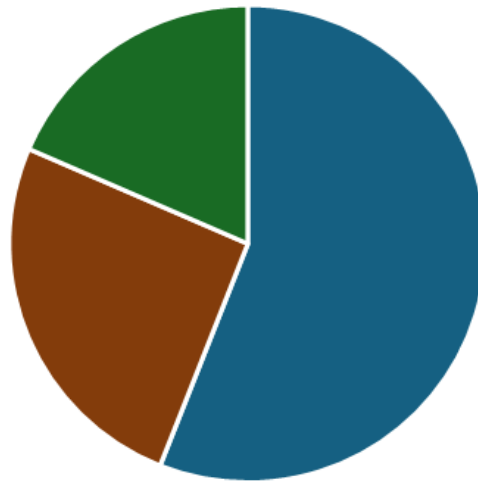
Total Business Licenses Approved Over the Year:

39

Employment Distribution by Occupation

Dayton (2025)

- White Collar - 56.0%
- Blue Collar - 25.5%
- Services - 18.5%



Unemployment Rate: 6.7%

Lyon County Visitor Data

The visitation data illustrates the spending patterns of the visitors to the county in 2024.

Total Direct Visitor Spending: \$88.7M

Average Daily Visitor Spending: \$243.1K

Direct Visitor Spending % Change: - 8.6%
(2023 v. 2024)

Top 3 Categories for Direct Visitor Spending Lyon County (2024)

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Recreation	\$23.8M	26.8%
Retail	\$22.9M	25.8%
Transportation	\$20.3M	22.8%



Nevada Economic Assessment Project (NEAP)

Unmet Demand for Business & Service Overview

This data illustrates possible unmet demand for businesses and services by comparing the number of identified establishments in each of the defined key categories within the specific community to those present elsewhere in the county overall. By highlighting gaps and business voids, the data identifies areas where local demand may be leaking to surrounding communities. These insights can help Main Street stakeholders prioritize business recruitment, support entrepreneurial opportunities, and guide investment toward services most needed by residents and visitors. Understanding these gaps is essential for strengthening the local economy and creating a more complete and competitive commercial district.



A void analysis was conducted to identify potential unmet demand for specific types of businesses and services in Dayton, NV, using Lyon County as the comparison area. Voids represent business types present elsewhere in the county but not within Dayton in 2025.

The results show gaps across all six categories analyzed. Dayton has significant shortages in big box, healthcare and retail-related services, with zero or few identified businesses in these sectors. Additional gaps also exist in financial, restaurant and clothing services.

Health Care Void Analysis Results

Lyon County Locations	35
Locations in Dayton	4
Voids in Dayton	30

The health care category includes businesses such as hospitals, medical centers, home health services, dentists, optometrists, OD clinics, physicians and surgeons, mental health services and pharmacies.

Restaurant Void Analysis Results

Lyon County Locations	65
Locations in Dayton	16
Voids in Dayton	33

The restaurant category includes businesses such as pizza parlors, Italian, Mexican and other restaurant types.

Financial Void Analysis Results

Lyon County Locations	45
Locations in Dayton	9
Voids in Dayton	29

The financial category includes businesses such as credit unions, federally chartered credit unions, banks, investments, insurance, insurance agents, brokers and services, life insurance agents, accountants, accounting and bookkeeping general services, real estate and real estate investments.

Clothing Void Analysis Results

Lyon County Locations	2
Locations in Dayton	1
Voids in Dayton	1

The clothing category includes retail businesses that offer clothing, men's clothing and furnishings and women's apparel.



Nevada Economic Assessment Project (NEAP)

Retail Void Analysis Results

Lyon County Locations	37
Locations in Dayton	6
Voids in Dayton	29

The retail category includes retail businesses such as bakers, grocers, shoes, hardwood, general merchandise, electronic equipment and supplies, beer and ale, liquors, sporting goods and other retail shops. This category also includes beer and ale wholesalers.

Big Box Void Analysis Results

Lyon County Locations	3
Locations in Dayton	0
Voids in Dayton	3

The big box category includes businesses such as shopping centers and malls, home centers, department stores and wholesale clubs.

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