



Market Profile

Daytona Beach City, FL
Daytona Beach City, FL (1216525)
Geography: Place

Prepared by Pratima Strong The City of

Daytona Beach...

Population Summary	
2010 Total Population	63,377
2020 Total Population	72,647
2020 Group Quarters	7,544
2022 Total Population	75,994
2022 Group Quarters	7,238
2027 Total Population	78,683
2022-2027 Annual Rate	0.70%
2022 Total Daytime Population	107,639
Workers	63,405
Residents	44,234
Household Summary	
2010 Households	27,801
2010 Average Household Size	2.06
2020 Total Households	31,170
2020 Average Household Size	2.09
2022 Households	32,707
2022 Average Household Size	2.10
2027 Households	33,940
2027 Average Household Size	2.11
2022-2027 Annual Rate	0.74%
2010 Families	12,984
2010 Average Family Size	2.80
2022 Families	15,233
2022 Average Family Size	2.84
2027 Families	15,852
2027 Average Family Size	2.84
2022-2027 Annual Rate	0.80%
Housing Unit Summary	
2000 Housing Units	33,539
Owner Occupied Housing Units	41.1%
Renter Occupied Housing Units	44.9%
Vacant Housing Units	14.0%
2010 Housing Units	34,649
Owner Occupied Housing Units	36.7%
Renter Occupied Housing Units	43.5%
Vacant Housing Units	19.8%
2020 Housing Units	38,671
Vacant Housing Units	19.4%
2022 Housing Units	40,400
Owner Occupied Housing Units	37.9%
Renter Occupied Housing Units	43.1%
Vacant Housing Units	19.0%
2027 Housing Units	41,805
Owner Occupied Housing Units	39.1%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	18.8%
Median Household Income	
2022	\$42,944
2027	\$53,496
Median Home Value	
2022	\$227,439
2027	\$286,705
Per Capita Income	
2022	\$28,915
2027	\$34,419
Median Age	
2010	39.6
2022	40.7
2027	41.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	32,706
<\$15,000	16.6%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	3.2%
\$200,000+	3.3%
Average Household Income	\$64,821

2027 Households by Income

Household Income Base	33,940
<\$15,000	13.2%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	4.7%
\$200,000+	4.2%
Average Household Income	\$77,475

2022 Owner Occupied Housing Units by Value

Total	15,304
<\$50,000	7.6%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	12.4%
\$200,000 - \$249,999	17.0%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	15.4%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	5.8%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	0.3%
Average Home Value	\$276,851

2027 Owner Occupied Housing Units by Value

Total	16,358
<\$50,000	4.0%
\$50,000 - \$99,999	3.8%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	10.2%
\$200,000 - \$249,999	15.6%
\$250,000 - \$299,999	14.3%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	10.3%
\$500,000 - \$749,999	8.0%
\$750,000 - \$999,999	1.7%
\$1,000,000 - \$1,499,999	1.5%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	0.4%
Average Home Value	\$342,870

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age	
Total	63,378
0 - 4	5.1%
5 - 9	4.0%
10 - 14	3.9%
15 - 24	20.4%
25 - 34	12.1%
35 - 44	10.1%
45 - 54	13.7%
55 - 64	12.5%
65 - 74	8.8%
75 - 84	6.2%
85 +	3.1%
18 +	84.4%
2022 Population by Age	
Total	75,992
0 - 4	4.5%
5 - 9	4.2%
10 - 14	4.1%
15 - 24	16.9%
25 - 34	14.1%
35 - 44	10.2%
45 - 54	10.3%
55 - 64	13.0%
65 - 74	11.8%
75 - 84	7.3%
85 +	3.6%
18 +	84.7%
2027 Population by Age	
Total	78,684
0 - 4	4.6%
5 - 9	4.2%
10 - 14	4.1%
15 - 24	17.0%
25 - 34	11.8%
35 - 44	11.8%
45 - 54	10.0%
55 - 64	11.8%
65 - 74	12.3%
75 - 84	8.7%
85 +	3.7%
18 +	84.5%
2010 Population by Sex	
Males	32,090
Females	31,287
2022 Population by Sex	
Males	37,533
Females	38,459
2027 Population by Sex	
Males	38,720
Females	39,964

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2010 Population by Race/Ethnicity	
Total	63,377
White Alone	58.7%
Black Alone	34.6%
American Indian Alone	0.4%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	2.3%
Hispanic Origin	6.2%
Diversity Index	58.9
2020 Population by Race/Ethnicity	
Total	72,647
White Alone	54.0%
Black Alone	32.3%
American Indian Alone	0.3%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	7.2%
Hispanic Origin	9.3%
Diversity Index	66.5
2022 Population by Race/Ethnicity	
Total	75,995
White Alone	54.3%
Black Alone	31.4%
American Indian Alone	0.3%
Asian Alone	2.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	7.6%
Hispanic Origin	9.6%
Diversity Index	66.8
2027 Population by Race/Ethnicity	
Total	78,683
White Alone	52.9%
Black Alone	31.5%
American Indian Alone	0.3%
Asian Alone	2.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	8.5%
Hispanic Origin	10.1%
Diversity Index	68.2
2010 Population by Relationship and Household Type	
Total	63,377
In Households	90.5%
In Family Households	60.2%
Householder	20.6%
Spouse	11.8%
Child	21.2%
Other relative	3.9%
Nonrelative	2.7%
In Nonfamily Households	30.3%
In Group Quarters	9.5%
Institutionalized Population	3.3%
Noninstitutionalized Population	6.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 13, 2022



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2022 Population 25+ by Educational Attainment	
Total	53,336
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	25.6%
GED/Alternative Credential	5.0%
Some College, No Degree	20.0%
Associate Degree	11.8%
Bachelor's Degree	16.4%
Graduate/Professional Degree	9.6%
2022 Population 15+ by Marital Status	
Total	66,185
Never Married	41.2%
Married	34.9%
Widowed	7.6%
Divorced	16.2%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	33,331
Population 16+ Employed	94.1%
Population 16+ Unemployment rate	5.9%
Population 16-24 Employed	15.0%
Population 16-24 Unemployment rate	10.9%
Population 25-54 Employed	61.6%
Population 25-54 Unemployment rate	5.1%
Population 55-64 Employed	14.7%
Population 55-64 Unemployment rate	4.9%
Population 65+ Employed	8.7%
Population 65+ Unemployment rate	3.6%
2022 Employed Population 16+ by Industry	
Total	31,380
Agriculture/Mining	0.2%
Construction	7.9%
Manufacturing	6.0%
Wholesale Trade	1.7%
Retail Trade	14.9%
Transportation/Utilities	4.2%
Information	1.6%
Finance/Insurance/Real Estate	5.4%
Services	54.1%
Public Administration	4.0%
2022 Employed Population 16+ by Occupation	
Total	31,381
White Collar	54.6%
Management/Business/Financial	11.8%
Professional	19.2%
Sales	11.9%
Administrative Support	11.7%
Services	22.3%
Blue Collar	23.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	2.2%
Production	5.6%
Transportation/Material Moving	8.6%

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2010 Households by Type	
Total	27,801
Households with 1 Person	40.8%
Households with 2+ People	59.2%
Family Households	46.7%
Husband-wife Families	26.6%
With Related Children	7.1%
Other Family (No Spouse Present)	20.1%
Other Family with Male	4.9%
With Related Children	2.6%
Other Family with Female	15.2%
With Related Children	9.6%
Nonfamily Households	12.5%
All Households with Children	19.7%
Multigenerational Households	3.1%
Unmarried Partner Households	8.7%
Male-female	7.8%
Same-sex	0.9%
2010 Households by Size	
Total	27,801
1 Person Household	40.8%
2 Person Household	34.5%
3 Person Household	12.5%
4 Person Household	6.9%
5 Person Household	3.1%
6 Person Household	1.3%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	27,801
Owner Occupied	45.8%
Owned with a Mortgage/Loan	26.9%
Owned Free and Clear	18.9%
Renter Occupied	54.2%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	88
Percent of Income for Mortgage	27.9%
Wealth Index	51
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	34,649
Household Units Inside Urbanized Area	98.7%
Household Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.3%
2010 Population By Urban/ Rural Status	
Total Population	63,377
Population Inside Urbanized Area	96.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments

1. Set to Impress (11D)
2. Old and Newcomers (8F)
3. College Towns (14B)

2022 Consumer Spending

Apparel & Services: Total \$	\$50,574,320
Average Spent	\$1,546.28
Spending Potential Index	64
Education: Total \$	\$39,299,151
Average Spent	\$1,201.55
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$75,040,384
Average Spent	\$2,294.32
Spending Potential Index	63
Food at Home: Total \$	\$130,618,676
Average Spent	\$3,993.60
Spending Potential Index	65
Food Away from Home: Total \$	\$89,890,855
Average Spent	\$2,748.37
Spending Potential Index	64
Health Care: Total \$	\$148,871,926
Average Spent	\$4,551.68
Spending Potential Index	64
HH Furnishings & Equipment: Total \$	\$51,968,517
Average Spent	\$1,588.91
Spending Potential Index	62
Personal Care Products & Services: Total \$	\$21,496,422
Average Spent	\$657.24
Spending Potential Index	64
Shelter: Total \$	\$471,743,356
Average Spent	\$14,423.31
Spending Potential Index	63
Support Payments/Cash Contributions/Gifts in Kind: Total	\$55,384,411
Average Spent	\$1,693.35
Spending Potential Index	62
Travel: Total \$	\$55,915,702
Average Spent	\$1,709.59
Spending Potential Index	60
Vehicle Maintenance & Repairs: Total \$	\$26,977,828
Average Spent	\$824.83
Spending Potential Index	66

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 13, 2022