



Demographic and Income Profile

Daytona Shopping Center
 100 N Nova Rd, Daytona Beach, Florida, 32114
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 29.20464
 Longitude: -81.04065

| Summary | Census 2010 | 2021 | 2026 |
|-------------------------------|-------------|--------|----------|
| Population | 21,013 | 22,765 | 23,978 |
| Households | 7,178 | 7,673 | 8,188 |
| Families | 3,839 | 4,001 | 4,193 |
| Average Household Size | 2.45 | 2.46 | 2.45 |
| Owner Occupied Housing Units | 3,050 | 2,896 | 3,057 |
| Renter Occupied Housing Units | 4,128 | 4,777 | 5,131 |
| Median Age | 29.7 | 32.1 | 32.5 |
| Trends: 2021-2026 Annual Rate | Area | State | National |
| Population | 1.04% | 1.31% | 0.71% |
| Households | 1.31% | 1.27% | 0.71% |
| Families | 0.94% | 1.22% | 0.64% |
| Owner HHs | 1.09% | 1.45% | 0.91% |
| Median Household Income | 2.24% | 2.38% | 2.41% |

| Households by Income | 2021 | | 2026 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 1,861 | 24.3% | 1,766 | 21.6% |
| \$15,000 - \$24,999 | 1,452 | 18.9% | 1,436 | 17.5% |
| \$25,000 - \$34,999 | 1,101 | 14.3% | 1,128 | 13.8% |
| \$35,000 - \$49,999 | 988 | 12.9% | 1,067 | 13.0% |
| \$50,000 - \$74,999 | 1,139 | 14.8% | 1,369 | 16.7% |
| \$75,000 - \$99,999 | 663 | 8.6% | 814 | 9.9% |
| \$100,000 - \$149,999 | 371 | 4.8% | 480 | 5.9% |
| \$150,000 - \$199,999 | 39 | 0.5% | 57 | 0.7% |
| \$200,000+ | 59 | 0.8% | 70 | 0.9% |
| Median Household Income | \$28,984 | | \$32,372 | |
| Average Household Income | \$41,428 | | \$46,636 | |
| Per Capita Income | \$16,270 | | \$18,710 | |

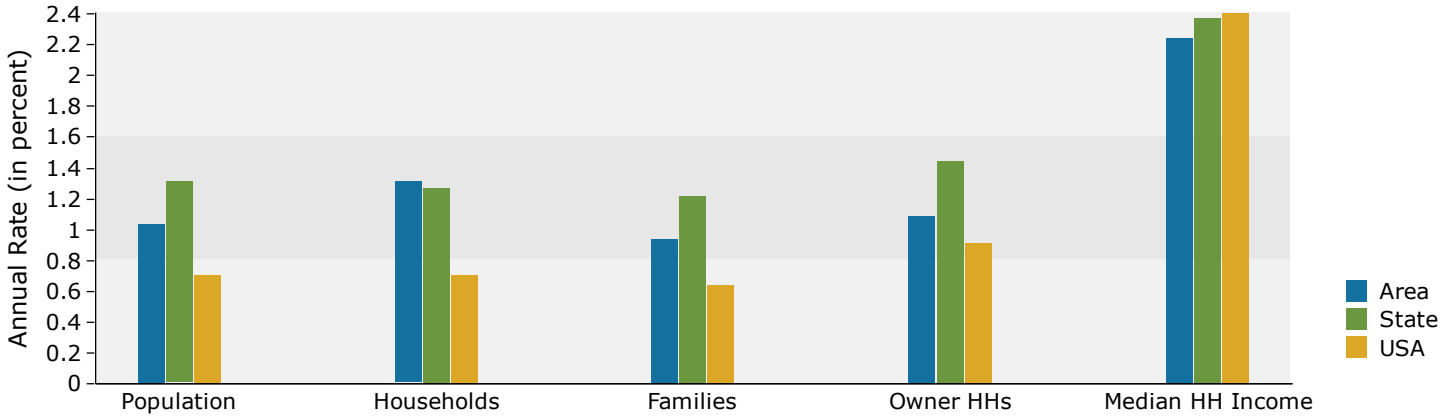
| Population by Age | Census 2010 | | 2021 | | 2026 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 1,339 | 6.4% | 1,291 | 5.7% | 1,443 | 6.0% |
| 5 - 9 | 1,088 | 5.2% | 1,209 | 5.3% | 1,199 | 5.0% |
| 10 - 14 | 1,024 | 4.9% | 1,144 | 5.0% | 1,134 | 4.7% |
| 15 - 19 | 2,947 | 14.0% | 2,903 | 12.8% | 3,123 | 13.0% |
| 20 - 24 | 2,920 | 13.9% | 2,698 | 11.9% | 3,054 | 12.7% |
| 25 - 34 | 2,279 | 10.8% | 2,994 | 13.2% | 2,691 | 11.2% |
| 35 - 44 | 1,972 | 9.4% | 2,055 | 9.0% | 2,457 | 10.2% |
| 45 - 54 | 2,578 | 12.3% | 2,171 | 9.5% | 2,186 | 9.1% |
| 55 - 64 | 2,147 | 10.2% | 2,555 | 11.2% | 2,436 | 10.2% |
| 65 - 74 | 1,357 | 6.5% | 2,074 | 9.1% | 2,283 | 9.5% |
| 75 - 84 | 934 | 4.4% | 1,144 | 5.0% | 1,423 | 5.9% |
| 85+ | 428 | 2.0% | 527 | 2.3% | 550 | 2.3% |

| Race and Ethnicity | Census 2010 | | 2021 | | 2026 | |
|----------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 6,973 | 33.2% | 7,000 | 30.7% | 7,001 | 29.2% |
| Black Alone | 12,585 | 59.9% | 13,727 | 60.3% | 14,582 | 60.8% |
| American Indian Alone | 82 | 0.4% | 94 | 0.4% | 101 | 0.4% |
| Asian Alone | 363 | 1.7% | 470 | 2.1% | 515 | 2.1% |
| Pacific Islander Alone | 4 | 0.0% | 4 | 0.0% | 4 | 0.0% |
| Some Other Race Alone | 462 | 2.2% | 721 | 3.2% | 898 | 3.7% |
| Two or More Races | 544 | 2.6% | 750 | 3.3% | 878 | 3.7% |
| Hispanic Origin (Any Race) | 1,364 | 6.5% | 2,203 | 9.7% | 2,782 | 11.6% |

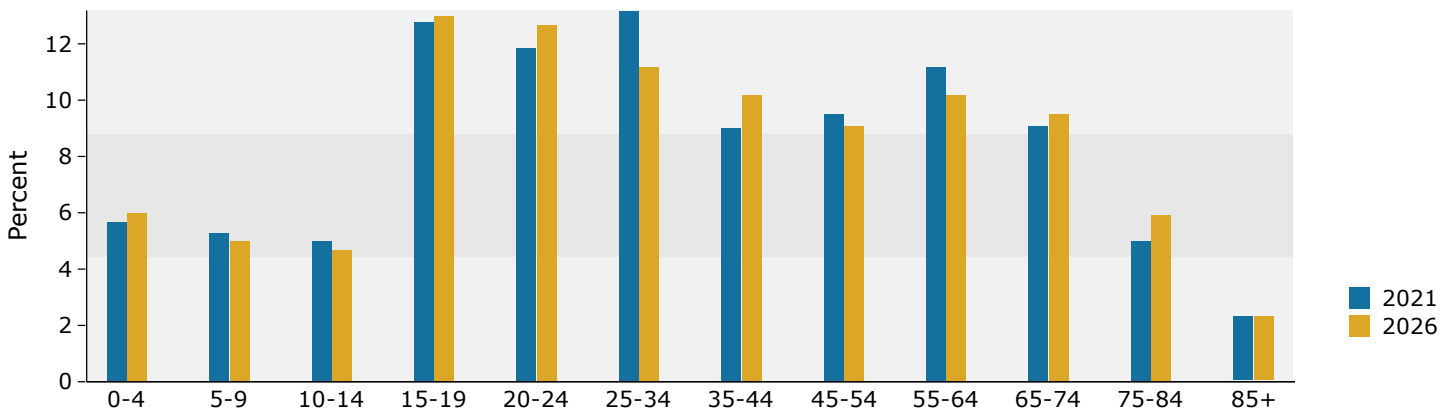
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

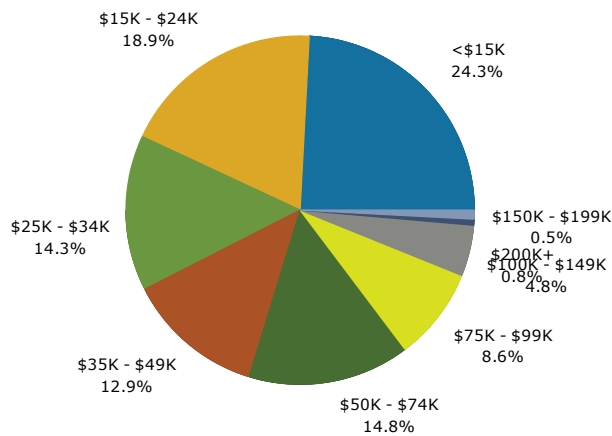
Trends 2021-2026



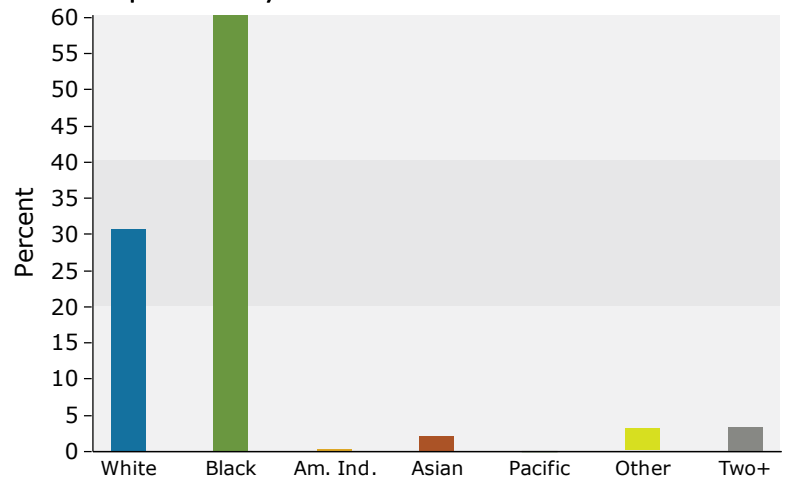
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 9.7%



Demographic and Income Profile

Daytona Shopping Center
 100 N Nova Rd, Daytona Beach, Florida, 32114
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 29.20464
 Longitude: -81.04065

| Summary | Census 2010 | 2021 | 2026 |
|-------------------------------|-------------|--------|----------|
| Population | 88,959 | 97,094 | 102,915 |
| Households | 39,763 | 43,227 | 46,051 |
| Families | 19,594 | 20,765 | 21,884 |
| Average Household Size | 2.10 | 2.11 | 2.11 |
| Owner Occupied Housing Units | 20,243 | 19,904 | 20,911 |
| Renter Occupied Housing Units | 19,520 | 23,323 | 25,140 |
| Median Age | 41.1 | 42.1 | 42.3 |
| Trends: 2021-2026 Annual Rate | Area | State | National |
| Population | 1.17% | 1.31% | 0.71% |
| Households | 1.27% | 1.27% | 0.71% |
| Families | 1.06% | 1.22% | 0.64% |
| Owner HHs | 0.99% | 1.45% | 0.91% |
| Median Household Income | 2.25% | 2.38% | 2.41% |

| Households by Income | 2021 | | 2026 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 8,026 | 18.6% | 7,564 | 16.4% |
| \$15,000 - \$24,999 | 6,150 | 14.2% | 5,893 | 12.8% |
| \$25,000 - \$34,999 | 6,608 | 15.3% | 6,522 | 14.2% |
| \$35,000 - \$49,999 | 6,139 | 14.2% | 6,554 | 14.2% |
| \$50,000 - \$74,999 | 7,150 | 16.5% | 8,156 | 17.7% |
| \$75,000 - \$99,999 | 4,640 | 10.7% | 5,606 | 12.2% |
| \$100,000 - \$149,999 | 3,102 | 7.2% | 3,934 | 8.5% |
| \$150,000 - \$199,999 | 699 | 1.6% | 959 | 2.1% |
| \$200,000+ | 711 | 1.6% | 863 | 1.9% |
| Median Household Income | \$36,501 | | \$40,790 | |
| Average Household Income | \$51,407 | | \$57,865 | |
| Per Capita Income | \$23,360 | | \$26,473 | |

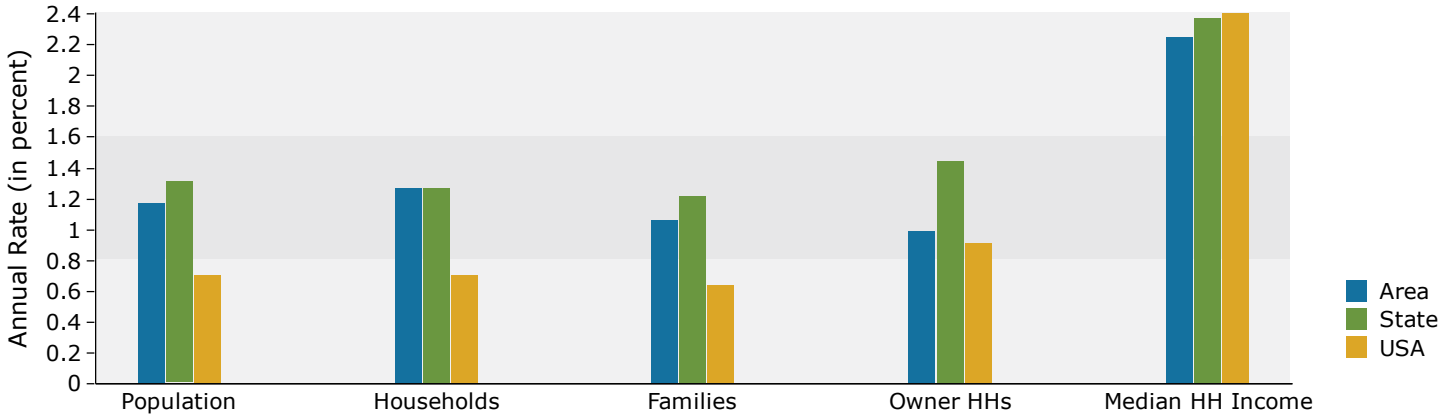
| Population by Age | Census 2010 | | 2021 | | 2026 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 4,748 | 5.3% | 4,674 | 4.8% | 5,170 | 5.0% |
| 5 - 9 | 3,890 | 4.4% | 4,433 | 4.6% | 4,645 | 4.5% |
| 10 - 14 | 3,866 | 4.3% | 4,356 | 4.5% | 4,551 | 4.4% |
| 15 - 19 | 6,665 | 7.5% | 6,222 | 6.4% | 6,976 | 6.8% |
| 20 - 24 | 9,480 | 10.7% | 7,682 | 7.9% | 8,363 | 8.1% |
| 25 - 34 | 10,419 | 11.7% | 13,905 | 14.3% | 12,131 | 11.8% |
| 35 - 44 | 9,196 | 10.3% | 10,066 | 10.4% | 12,642 | 12.3% |
| 45 - 54 | 12,834 | 14.4% | 10,271 | 10.6% | 10,394 | 10.1% |
| 55 - 64 | 11,486 | 12.9% | 13,522 | 13.9% | 12,917 | 12.6% |
| 65 - 74 | 8,029 | 9.0% | 11,819 | 12.2% | 13,083 | 12.7% |
| 75 - 84 | 5,613 | 6.3% | 6,887 | 7.1% | 8,609 | 8.4% |
| 85+ | 2,735 | 3.1% | 3,257 | 3.4% | 3,434 | 3.3% |

| Race and Ethnicity | Census 2010 | | 2021 | | 2026 | |
|----------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 58,367 | 65.6% | 59,911 | 61.7% | 61,588 | 59.8% |
| Black Alone | 24,971 | 28.1% | 28,978 | 29.8% | 31,406 | 30.5% |
| American Indian Alone | 353 | 0.4% | 418 | 0.4% | 453 | 0.4% |
| Asian Alone | 1,610 | 1.8% | 2,149 | 2.2% | 2,507 | 2.4% |
| Pacific Islander Alone | 41 | 0.0% | 60 | 0.1% | 68 | 0.1% |
| Some Other Race Alone | 1,555 | 1.7% | 2,532 | 2.6% | 3,223 | 3.1% |
| Two or More Races | 2,061 | 2.3% | 3,045 | 3.1% | 3,670 | 3.6% |
| Hispanic Origin (Any Race) | 5,295 | 6.0% | 8,945 | 9.2% | 11,572 | 11.2% |

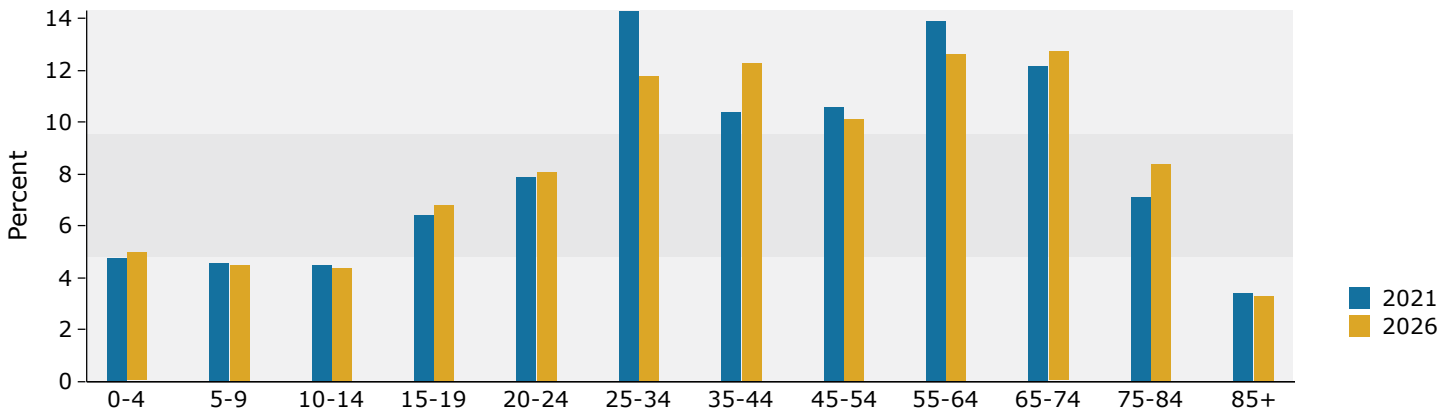
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

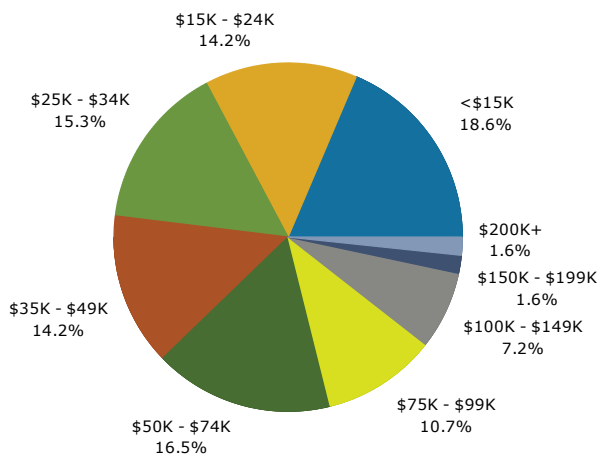
Trends 2021-2026



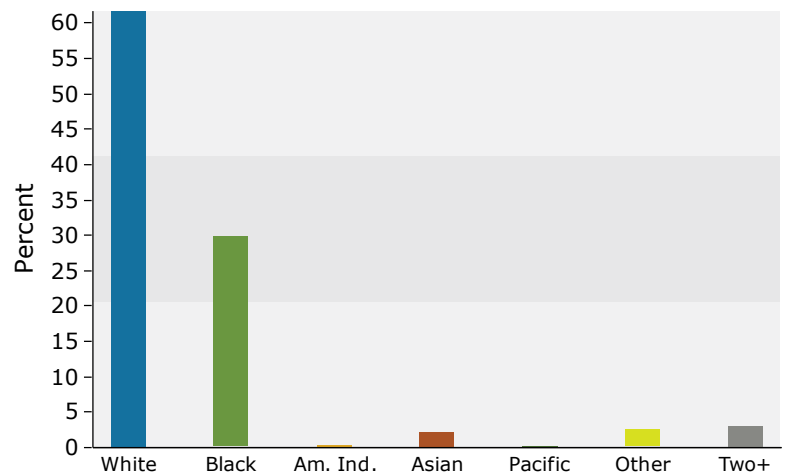
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 9.2%



Demographic and Income Profile

Daytona Shopping Center
 100 N Nova Rd, Daytona Beach, Florida, 32114
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 29.20464
 Longitude: -81.04065

| Summary | Census 2010 | 2021 | 2026 |
|-------------------------------|-------------|---------|----------|
| Population | 153,454 | 169,010 | 178,813 |
| Households | 70,326 | 77,136 | 81,834 |
| Families | 36,606 | 39,238 | 41,308 |
| Average Household Size | 2.10 | 2.10 | 2.10 |
| Owner Occupied Housing Units | 41,384 | 42,008 | 44,320 |
| Renter Occupied Housing Units | 28,942 | 35,129 | 37,514 |
| Median Age | 44.9 | 46.8 | 46.9 |
| Trends: 2021-2026 Annual Rate | Area | State | National |
| Population | 1.13% | 1.31% | 0.71% |
| Households | 1.19% | 1.27% | 0.71% |
| Families | 1.03% | 1.22% | 0.64% |
| Owner HHs | 1.08% | 1.45% | 0.91% |
| Median Household Income | 2.71% | 2.38% | 2.41% |

| Households by Income | 2021 | | 2026 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 12,170 | 15.8% | 11,250 | 13.7% |
| \$15,000 - \$24,999 | 9,882 | 12.8% | 9,274 | 11.3% |
| \$25,000 - \$34,999 | 10,962 | 14.2% | 10,708 | 13.1% |
| \$35,000 - \$49,999 | 10,709 | 13.9% | 11,093 | 13.6% |
| \$50,000 - \$74,999 | 13,069 | 16.9% | 14,680 | 17.9% |
| \$75,000 - \$99,999 | 9,480 | 12.3% | 11,162 | 13.6% |
| \$100,000 - \$149,999 | 7,311 | 9.5% | 9,095 | 11.1% |
| \$150,000 - \$199,999 | 1,790 | 2.3% | 2,415 | 3.0% |
| \$200,000+ | 1,763 | 2.3% | 2,155 | 2.6% |
| Median Household Income | \$41,594 | | \$47,537 | |
| Average Household Income | \$58,201 | | \$65,617 | |
| Per Capita Income | \$26,861 | | \$30,384 | |

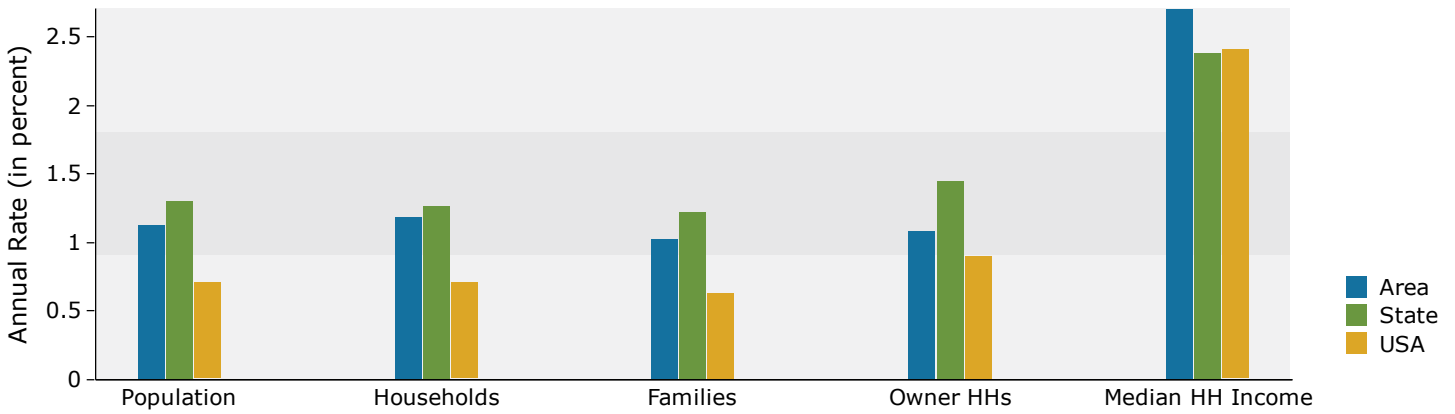
| Population by Age | Census 2010 | | 2021 | | 2026 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 7,284 | 4.7% | 7,198 | 4.3% | 7,880 | 4.4% |
| 5 - 9 | 6,482 | 4.2% | 7,022 | 4.2% | 7,389 | 4.1% |
| 10 - 14 | 6,827 | 4.4% | 7,161 | 4.2% | 7,474 | 4.2% |
| 15 - 19 | 9,831 | 6.4% | 9,124 | 5.4% | 9,918 | 5.5% |
| 20 - 24 | 13,311 | 8.7% | 11,214 | 6.6% | 11,792 | 6.6% |
| 25 - 34 | 17,103 | 11.1% | 22,268 | 13.2% | 20,012 | 11.2% |
| 35 - 44 | 16,006 | 10.4% | 17,443 | 10.3% | 21,432 | 12.0% |
| 45 - 54 | 22,180 | 14.5% | 18,245 | 10.8% | 18,238 | 10.2% |
| 55 - 64 | 21,189 | 13.8% | 24,692 | 14.6% | 23,533 | 13.2% |
| 65 - 74 | 16,031 | 10.4% | 23,494 | 13.9% | 25,745 | 14.4% |
| 75 - 84 | 11,769 | 7.7% | 14,217 | 8.4% | 17,988 | 10.1% |
| 85+ | 5,440 | 3.5% | 6,930 | 4.1% | 7,412 | 4.1% |

| Race and Ethnicity | Census 2010 | | 2021 | | 2026 | |
|----------------------------|-------------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 116,441 | 75.9% | 122,459 | 72.5% | 126,303 | 70.6% |
| Black Alone | 27,959 | 18.2% | 33,043 | 19.6% | 36,038 | 20.2% |
| American Indian Alone | 536 | 0.3% | 640 | 0.4% | 699 | 0.4% |
| Asian Alone | 2,987 | 1.9% | 4,189 | 2.5% | 4,987 | 2.8% |
| Pacific Islander Alone | 72 | 0.0% | 105 | 0.1% | 120 | 0.1% |
| Some Other Race Alone | 2,209 | 1.4% | 3,653 | 2.2% | 4,684 | 2.6% |
| Two or More Races | 3,251 | 2.1% | 4,920 | 2.9% | 5,984 | 3.3% |
| Hispanic Origin (Any Race) | 8,507 | 5.5% | 14,699 | 8.7% | 19,188 | 10.7% |

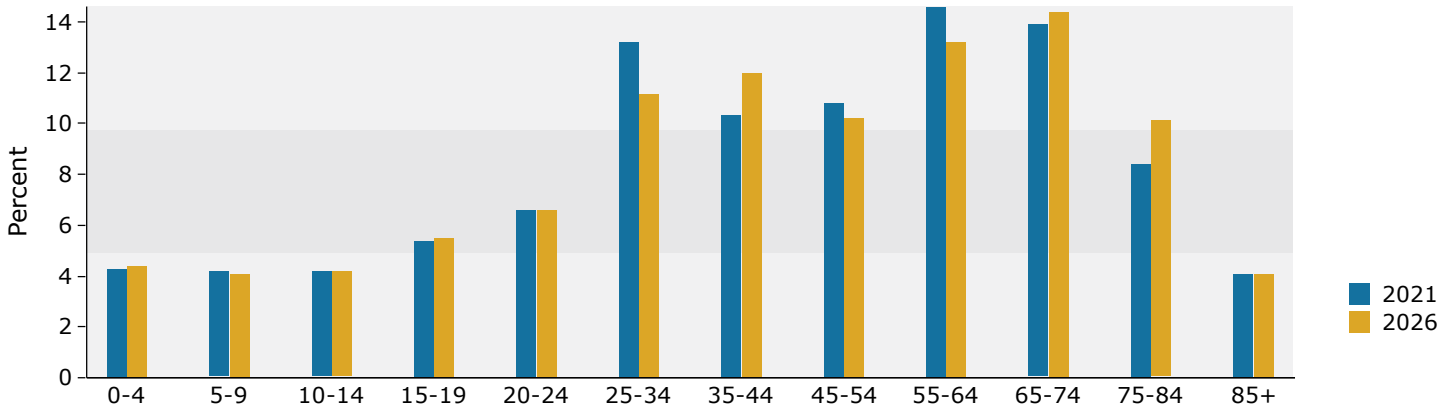
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

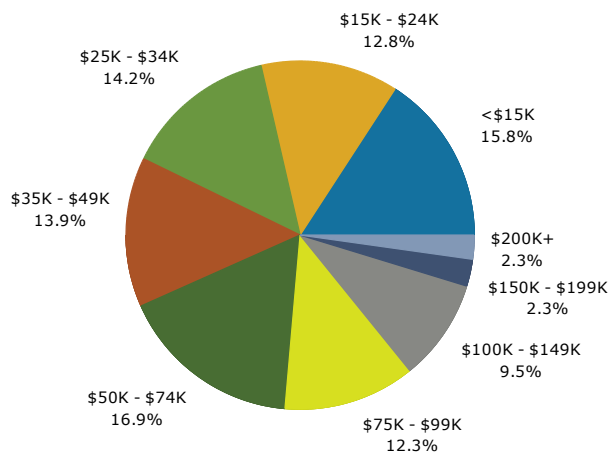
Trends 2021-2026



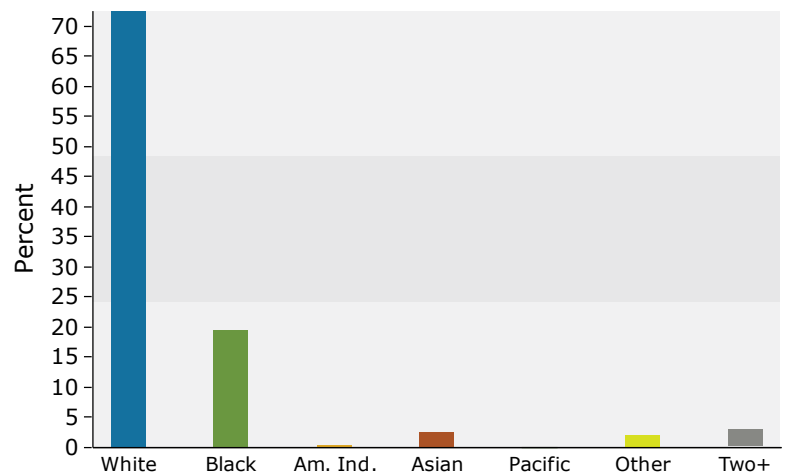
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 8.7%