Demographic and Income Profile

Holly Hill Plaza
898 N Nova Rd, Daytona Beach, Florida, 32117
Drive time: 5 minute radius

Prepared by Esri
Latitude: 29.22204
Longitude: -81.04861

Summary	Census 2010	Census 2020	2024	2029
Population	31,817	34,482	35,762	36,711
Households	12,629	13,413	14,000	14,662
Families	6,590	7,102	7,178	7,426
Average Household Size	2.28	2.33	2.31	2.27
Owner Occupied Housing Units	5,846	5,704	5,976	6,597
Renter Occupied Housing Units	6,783	7,709	8,024	8,065
Median Age	35.3	37.2	37.5	38.5

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.53%	0.93%	0.38%
Households	0.93%	1.15%	0.64%
Families	0.68%	1.12%	0.56%
Owner HHs	2.00%	1.66%	0.97%
Median Household Income	4.40%	3.25%	2.95%

	2024		2029	
Households by Income	Number	Percent	Number	Percent
<$15,000	2,289	16.4%	2,126	14.5%
$15,000 - $24,999	1,459	10.4%	1,211	8.3%
$25,000 - $34,999	2,215	15.8%	1,917	13.1%
$35,000 - $49,999	2,059	14.7%	1,871	12.8%
$50,000 - $74,999	2,406	17.2%	2,728	18.6%
$75,000 - $99,999	1,458	10.4%	1,852	12.6%
$100,000 - $149,999	1,565	11.2%	2,132	14.5%
$150,000 - $199,999	241	1.7%	401	2.7%
$200,000+	308	2.2%	423	2.9%
Median Household Income	$41,340		$51,263	
Average Household Income	$59,139		$70,485	
Per Capita Income	$23,803		$28,835	

	Census 2010		Census 2020		2024		2029	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,960	6.2%	1,798	5.2%	1,869	5.2%	1,908	5.2%
5 - 9	1,667	5.2%	1,832	5.3%	1,844	5.2%	1,771	4.8%
10 - 14	1,652	5.2%	1,981	5.7%	1,846	5.2%	1,810	4.9%
15 - 19	3,150	9.9%	2,866	8.3%	3,017	8.4%	2,953	8.0%
20 - 24	3,583	11.3%	3,571	10.4%	3,520	9.8%	3,702	10.1%
25 - 34	3,806	12.0%	4,387	12.7%	4,742	13.3%	4,671	12.7%
35 - 44	3,307	10.4%	3,653	10.6%	4,027	11.3%	4,292	11.7%
45 - 54	4,466	14.0%	3,705	10.7%	3,752	10.5%	3,894	10.6%
55 - 64	3,609	11.3%	4,789	13.9%	4,561	12.8%	3,977	10.8%
65 - 74	2,260	7.1%	3,470	10.1%	3,847	10.8%	4,300	11.7%
75 - 84	1,509	4.7%	1,678	4.9%	1,918	5.4%	2,486	6.8%
85+	846	2.7%	752	2.2%	821	2.3%	947	2.6%

	Census 2010		Census 2020		2024		2029	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	14,521	45.6%	14,163	41.1%	13,987	39.1%	13,510	36.8%
Black Alone	15,252	47.9%	15,534	45.0%	16,402	45.9%	17,337	47.2%
American Indian Alone	125	0.4%	158	0.5%	170	0.5%	178	0.5%
Asian Alone	421	1.3%	543	1.6%	592	1.7%	629	1.7%
Pacific Islander Alone	9	0.0%	32	0.1%	39	0.1%	42	0.1%
Some Other Race Alone	629	2.0%	1,418	4.1%	1,626	4.5%	1,775	4.8%
Two or More Races	859	2.7%	2,634	7.6%	2,947	8.2%	3,240	8.8%
Hispanic Origin (Any Race)	1,945	6.1%	3,528	10.2%	4,159	11.6%	4,646	12.7%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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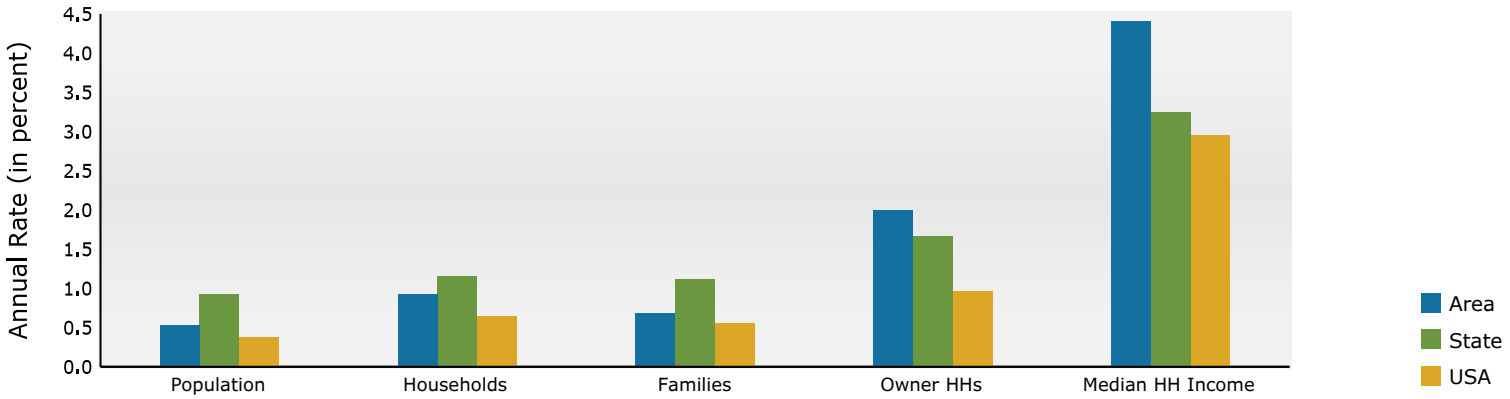
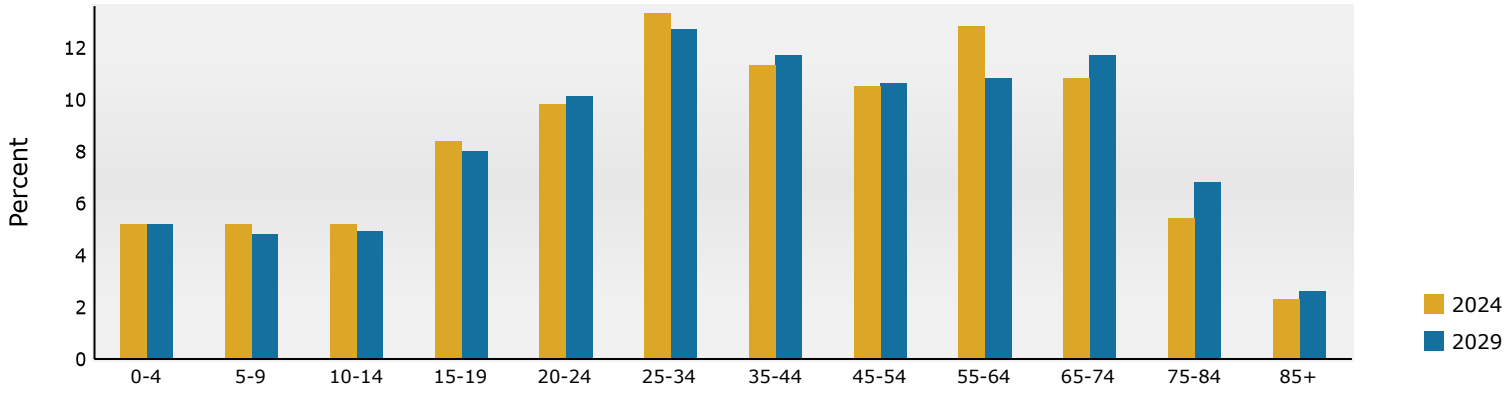
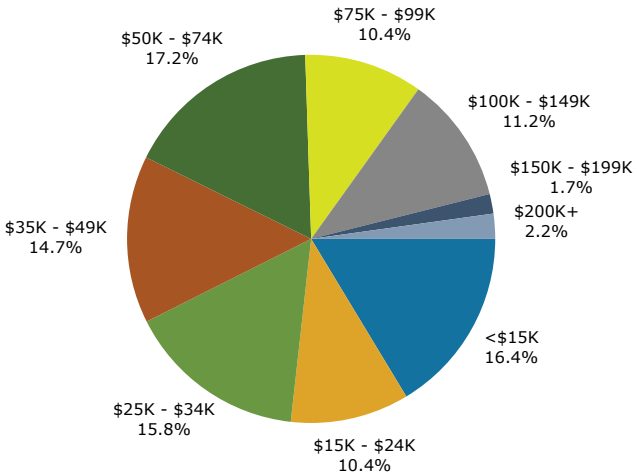
Trends 2024-2029



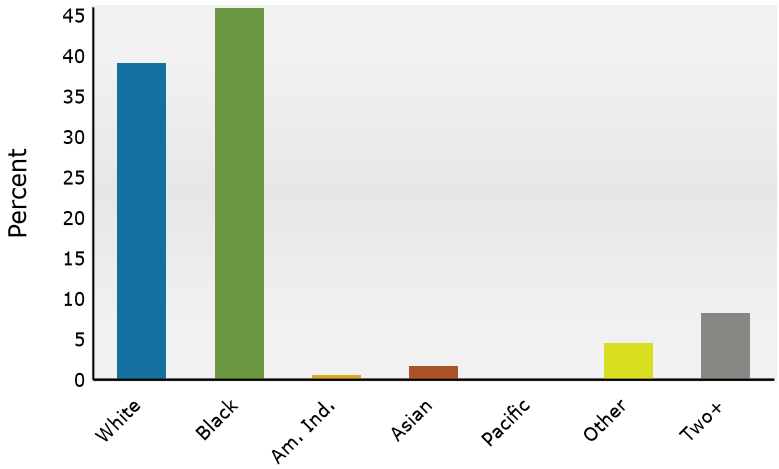
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin:11.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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Summary	Census 2010	Census 2020	2024	2029
Population	87,363	95,396	100,917	104,135
Households	38,837	41,243	44,312	46,602
Families	19,267	21,044	21,862	22,846
Average Household Size	2.12	2.15	2.12	2.09
Owner Occupied Housing Units	20,156	20,635	21,660	23,510
Renter Occupied Housing Units	18,680	20,608	22,652	23,092
Median Age	42.0	43.3	42.9	44.1

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.63%	0.93%	0.38%
Households	1.01%	1.15%	0.64%
Families	0.88%	1.12%	0.56%
Owner HHs	1.65%	1.66%	0.97%
Median Household Income	3.76%	3.25%	2.95%

	2024		2029	
Households by Income	Number	Percent	Number	Percent
<$15,000	6,007	13.6%	5,501	11.8%
$15,000 - $24,999	4,836	10.9%	3,979	8.5%
$25,000 - $34,999	6,281	14.2%	5,641	12.1%
$35,000 - $49,999	6,736	15.2%	6,235	13.4%
$50,000 - $74,999	7,355	16.6%	8,095	17.4%
$75,000 - $99,999	5,126	11.6%	6,184	13.3%
$100,000 - $149,999	5,000	11.3%	6,685	14.3%
$150,000 - $199,999	1,623	3.7%	2,476	5.3%
$200,000+	1,348	3.0%	1,806	3.9%
Median Household Income	$45,230		$54,386	
Average Household Income	$65,977		$78,216	
Per Capita Income	$29,619		$35,668	

	Census 2010		Census 2020		2024		2029	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,609	5.3%	4,474	4.7%	4,721	4.7%	4,791	4.6%
5 - 9	3,741	4.3%	4,339	4.5%	4,556	4.5%	4,412	4.2%
10 - 14	3,880	4.4%	4,602	4.8%	4,379	4.3%	4,497	4.3%
15 - 19	6,427	7.4%	6,439	6.7%	6,758	6.7%	6,647	6.4%
20 - 24	8,865	10.1%	8,171	8.6%	8,095	8.0%	8,086	7.8%
25 - 34	9,986	11.4%	11,891	12.5%	13,361	13.2%	12,873	12.4%
35 - 44	9,033	10.3%	9,355	9.8%	10,703	10.6%	11,835	11.4%
45 - 54	12,732	14.6%	10,242	10.7%	10,264	10.2%	10,554	10.1%
55 - 64	11,313	12.9%	14,565	15.3%	13,933	13.8%	12,313	11.8%
65 - 74	7,980	9.1%	12,135	12.7%	13,475	13.4%	14,773	14.2%
75 - 84	5,797	6.6%	6,358	6.7%	7,628	7.6%	9,711	9.3%
85+	3,000	3.4%	2,824	3.0%	3,042	3.0%	3,643	3.5%

	Census 2010		Census 2020		2024		2029	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	57,454	65.8%	56,669	59.4%	57,925	57.4%	57,644	55.4%
Black Alone	24,404	27.9%	25,769	27.0%	28,040	27.8%	29,748	28.6%
American Indian Alone	358	0.4%	378	0.4%	418	0.4%	437	0.4%
Asian Alone	1,574	1.8%	1,920	2.0%	2,167	2.1%	2,444	2.3%
Pacific Islander Alone	36	0.0%	59	0.1%	81	0.1%	88	0.1%
Some Other Race Alone	1,500	1.7%	3,268	3.4%	3,875	3.8%	4,366	4.2%
Two or More Races	2,036	2.3%	7,334	7.7%	8,412	8.3%	9,408	9.0%
Hispanic Origin (Any Race)	5,198	5.9%	8,933	9.4%	10,817	10.7%	12,373	11.9%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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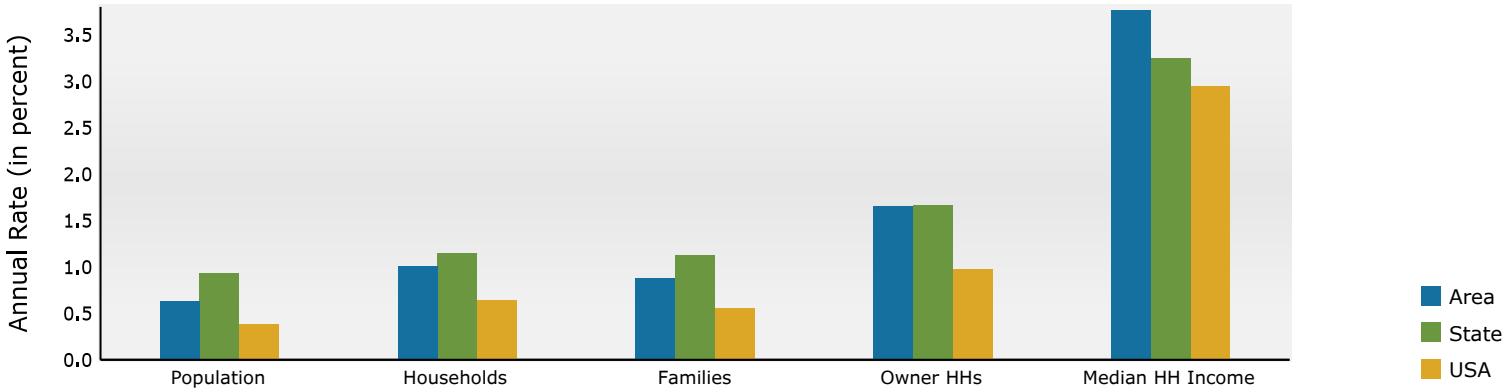
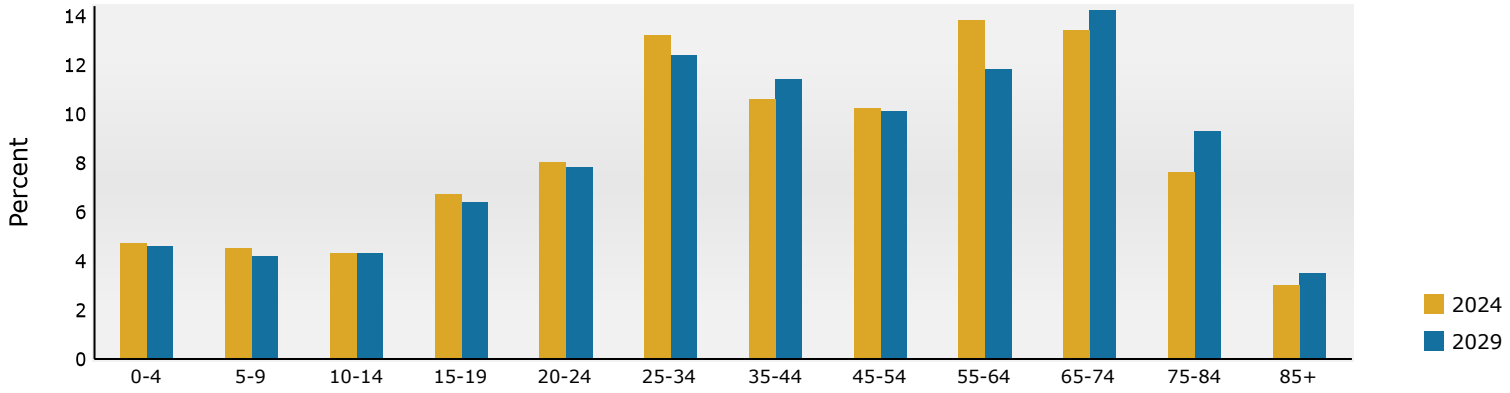
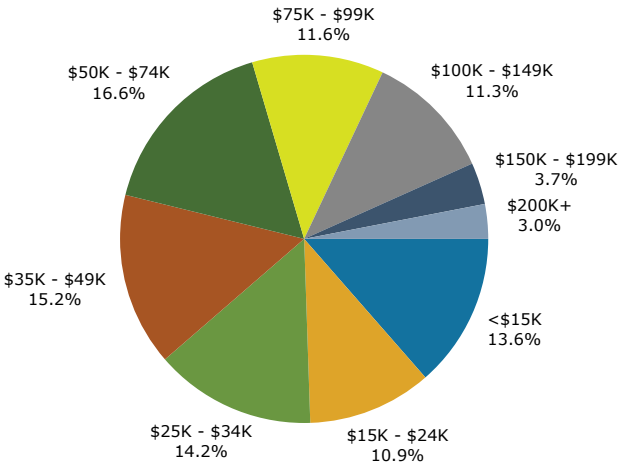
Trends 2024-2029



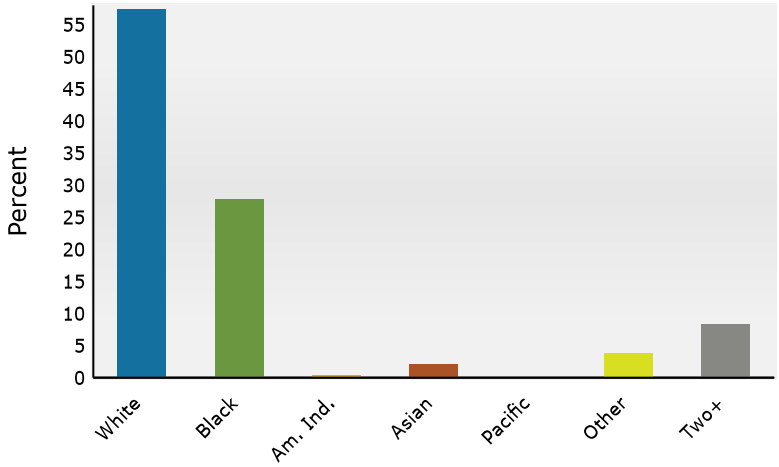
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin:10.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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Summary	Census 2010	Census 2020	2024	2029
Population	148,765	163,564	174,063	182,130
Households	67,789	73,541	79,179	84,392
Families	35,739	39,310	41,182	43,775
Average Household Size	2.11	2.12	2.10	2.06
Owner Occupied Housing Units	40,373	42,834	45,948	50,243
Renter Occupied Housing Units	27,417	30,707	33,231	34,149
Median Age	45.1	47.7	47.5	48.4

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.91%	0.93%	0.38%
Households	1.28%	1.15%	0.64%
Families	1.23%	1.12%	0.56%
Owner HHs	1.80%	1.66%	0.97%
Median Household Income	3.92%	3.25%	2.95%

	2024		2029	
Households by Income	Number	Percent	Number	Percent
<$15,000	8,630	10.9%	7,826	9.3%
$15,000 - $24,999	7,504	9.5%	6,159	7.3%
$25,000 - $34,999	10,472	13.2%	9,385	11.1%
$35,000 - $49,999	11,440	14.4%	10,472	12.4%
$50,000 - $74,999	12,813	16.2%	13,586	16.1%
$75,000 - $99,999	9,508	12.0%	11,213	13.3%
$100,000 - $149,999	11,148	14.1%	14,654	17.4%
$150,000 - $199,999	4,109	5.2%	6,262	7.4%
$200,000+	3,555	4.5%	4,836	5.7%
Median Household Income	$52,121		$63,182	
Average Household Income	$76,321		$90,862	
Per Capita Income	$35,153		$42,557	

	Census 2010		Census 2020		2024		2029	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,057	4.7%	6,922	4.2%	7,345	4.2%	7,541	4.1%
5 - 9	6,294	4.2%	6,947	4.2%	7,385	4.2%	7,238	4.0%
10 - 14	6,682	4.5%	7,426	4.5%	7,174	4.1%	7,538	4.1%
15 - 19	9,698	6.5%	9,668	5.9%	10,078	5.8%	9,918	5.4%
20 - 24	12,776	8.6%	12,031	7.4%	11,823	6.8%	11,612	6.4%
25 - 34	16,182	10.9%	18,877	11.5%	21,169	12.2%	20,825	11.4%
35 - 44	15,514	10.4%	15,611	9.5%	17,908	10.3%	19,957	11.0%
45 - 54	21,662	14.6%	17,811	10.9%	17,867	10.3%	18,549	10.2%
55 - 64	20,667	13.9%	26,152	16.0%	25,218	14.5%	22,645	12.4%
65 - 74	15,570	10.5%	23,868	14.6%	26,365	15.1%	28,916	15.9%
75 - 84	11,417	7.7%	12,919	7.9%	15,959	9.2%	20,223	11.1%
85+	5,248	3.5%	5,329	3.3%	5,772	3.3%	7,167	3.9%

	Census 2010		Census 2020		2024		2029	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	112,395	75.6%	112,472	68.8%	116,376	66.9%	118,284	64.9%
Black Alone	27,649	18.6%	30,040	18.4%	33,038	19.0%	35,558	19.5%
American Indian Alone	490	0.3%	561	0.3%	633	0.4%	669	0.4%
Asian Alone	2,949	2.0%	3,818	2.3%	4,433	2.5%	5,162	2.8%
Pacific Islander Alone	70	0.0%	104	0.1%	135	0.1%	151	0.1%
Some Other Race Alone	2,119	1.4%	4,514	2.8%	5,388	3.1%	6,201	3.4%
Two or More Races	3,092	2.1%	12,056	7.4%	14,060	8.1%	16,106	8.8%
Hispanic Origin (Any Race)	8,215	5.5%	13,629	8.3%	16,709	9.6%	19,537	10.7%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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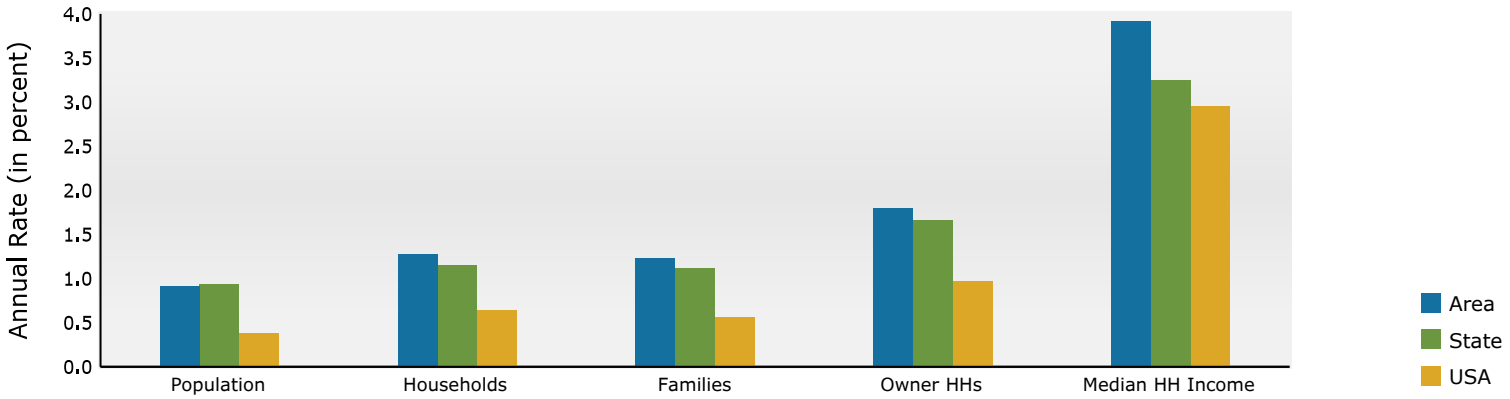
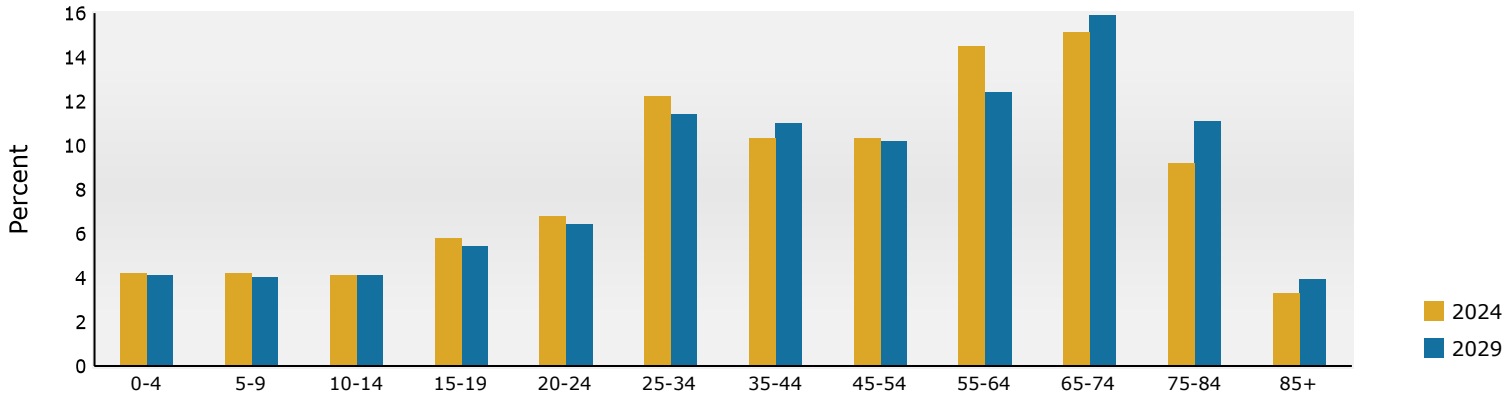
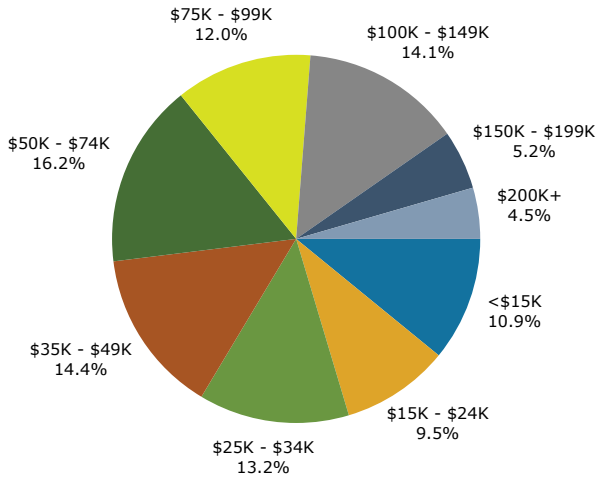


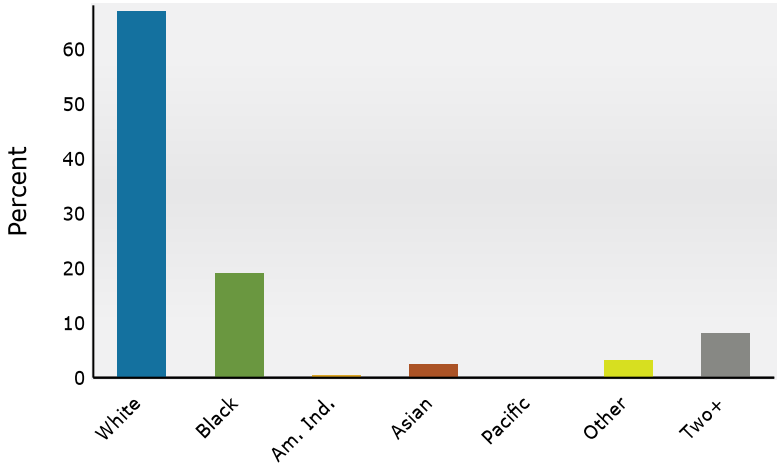
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin:9.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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