



# 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	2021	2026
Population	31,116	33,786	35,653
Households	12,623	13,670	14,524
Families	6,604	6,972	7,308
Average Household Size	2.27	2.27	2.26
Owner Occupied Housing Units	5,912	5,705	6,060
Renter Occupied Housing Units	6,711	7,965	8,464
Median Age	36.1	37.5	37.8
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.08%	1.31%	0.71%
Households	1.22%	1.27%	0.71%
Families	0.95%	1.22%	0.64%
Owner HHs	1.21%	1.45%	0.91%
Median Household Income	2.16%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	2,988	21.9%	2,824	19.4%
\$15,000 - \$24,999	2,163	15.8%	2,110	14.5%
\$25,000 - \$34,999	1,986	14.5%	1,973	13.6%
\$35,000 - \$49,999	2,059	15.1%	2,200	15.1%
\$50,000 - \$74,999	2,274	16.6%	2,672	18.4%
\$75,000 - \$99,999	1,387	10.1%	1,682	11.6%
\$100,000 - \$149,999	670	4.9%	876	6.0%
\$150,000 - \$199,999	46	0.3%	69	0.5%
\$200,000+	99	0.7%	118	0.8%
Median Household Income	\$33,058		\$36,792	
Average Household Income	\$43,697		\$48,998	
Per Capita Income	\$17,668		\$20,245	

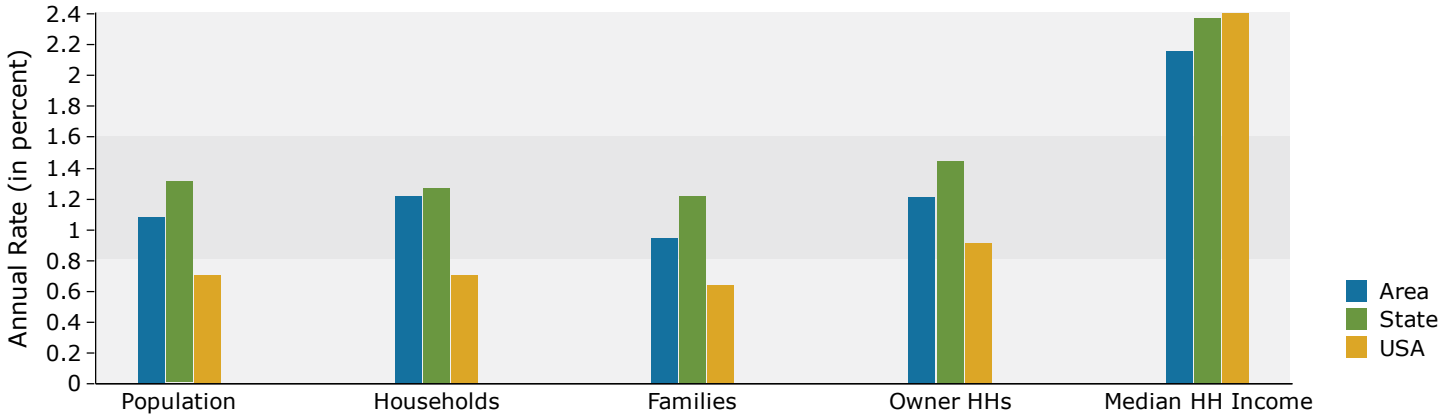
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,958	6.3%	1,925	5.7%	2,120	5.9%
5 - 9	1,673	5.4%	1,755	5.2%	1,802	5.1%
10 - 14	1,645	5.3%	1,714	5.1%	1,729	4.8%
15 - 19	2,896	9.3%	2,798	8.3%	3,022	8.5%
20 - 24	3,289	10.6%	3,176	9.4%	3,563	10.0%
25 - 34	3,746	12.0%	4,638	13.7%	4,437	12.4%
35 - 44	3,293	10.6%	3,477	10.3%	3,943	11.1%
45 - 54	4,467	14.4%	3,620	10.7%	3,660	10.3%
55 - 64	3,609	11.6%	4,408	13.0%	4,185	11.7%
65 - 74	2,271	7.3%	3,437	10.2%	3,820	10.7%
75 - 84	1,489	4.8%	1,923	5.7%	2,390	6.7%
85+	779	2.5%	913	2.7%	983	2.8%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	14,031	45.1%	14,055	41.6%	14,201	39.8%
Black Alone	15,173	48.8%	16,979	50.3%	18,148	50.9%
American Indian Alone	120	0.4%	137	0.4%	148	0.4%
Asian Alone	336	1.1%	441	1.3%	504	1.4%
Pacific Islander Alone	9	0.0%	11	0.0%	11	0.0%
Some Other Race Alone	613	2.0%	981	2.9%	1,241	3.5%
Two or More Races	833	2.7%	1,182	3.5%	1,400	3.9%
Hispanic Origin (Any Race)	1,874	6.0%	3,085	9.1%	3,949	11.1%

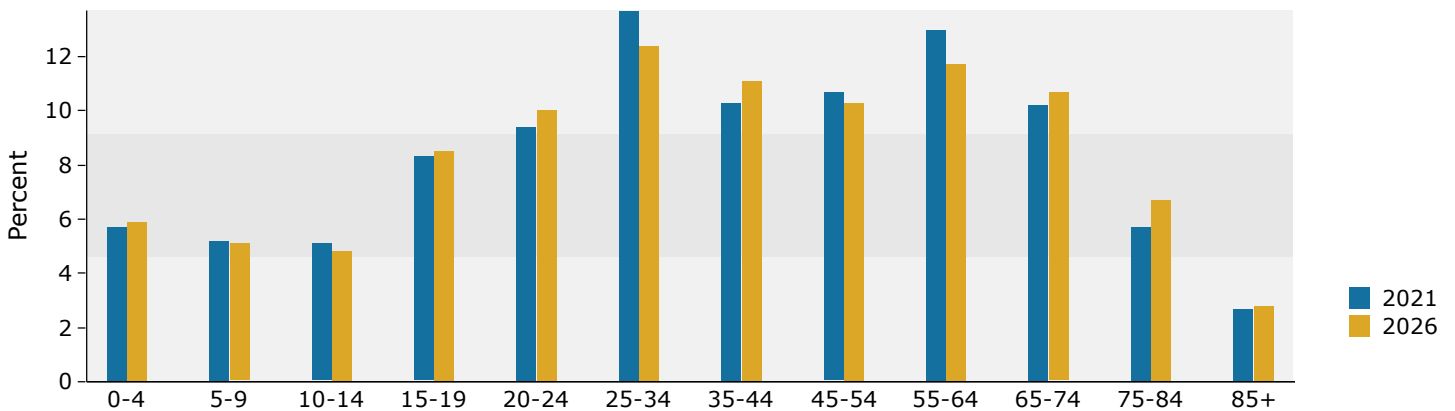
**Data Note:** Income is expressed in current dollars.

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

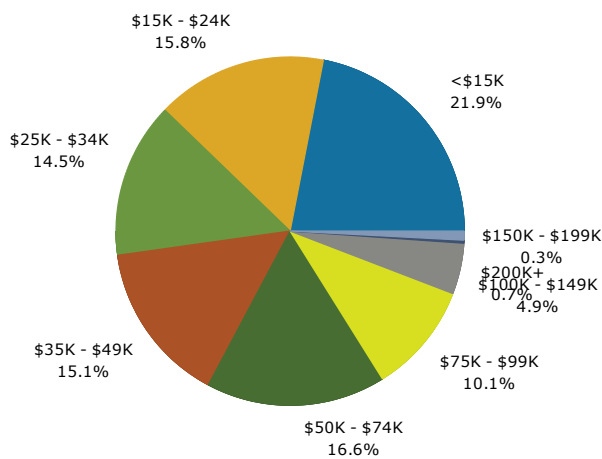
## Trends 2021-2026



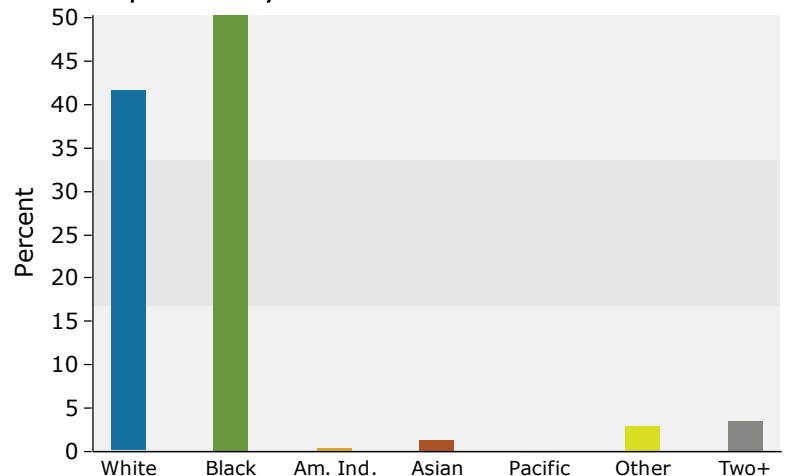
## Population by Age



## 2021 Household Income



## 2021 Population by Race



2021 Percent Hispanic Origin: 9.1%



# Demographic and Income Profile

Holly Hill Plaza  
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Summary	Census 2010	2021	2026
Population	87,961	96,368	102,183
Households	39,289	42,902	45,743
Families	19,369	20,637	21,802
Average Household Size	2.10	2.10	2.10
Owner Occupied Housing Units	20,274	20,217	21,350
Renter Occupied Housing Units	19,015	22,685	24,393
Median Age	42.0	43.1	43.3
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.18%	1.31%	0.71%
Households	1.29%	1.27%	0.71%
Families	1.10%	1.22%	0.64%
Owner HHs	1.10%	1.45%	0.91%
Median Household Income	2.49%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	7,935	18.5%	7,464	16.3%
\$15,000 - \$24,999	6,221	14.5%	5,962	13.0%
\$25,000 - \$34,999	6,579	15.3%	6,404	14.0%
\$35,000 - \$49,999	5,969	13.9%	6,283	13.7%
\$50,000 - \$74,999	6,931	16.2%	8,038	17.6%
\$75,000 - \$99,999	4,656	10.9%	5,699	12.5%
\$100,000 - \$149,999	3,187	7.4%	4,095	9.0%
\$150,000 - \$199,999	624	1.5%	839	1.8%
\$200,000+	799	1.9%	958	2.1%
Median Household Income	\$36,330		\$41,087	
Average Household Income	\$51,973		\$58,647	
Per Capita Income	\$23,575		\$26,770	

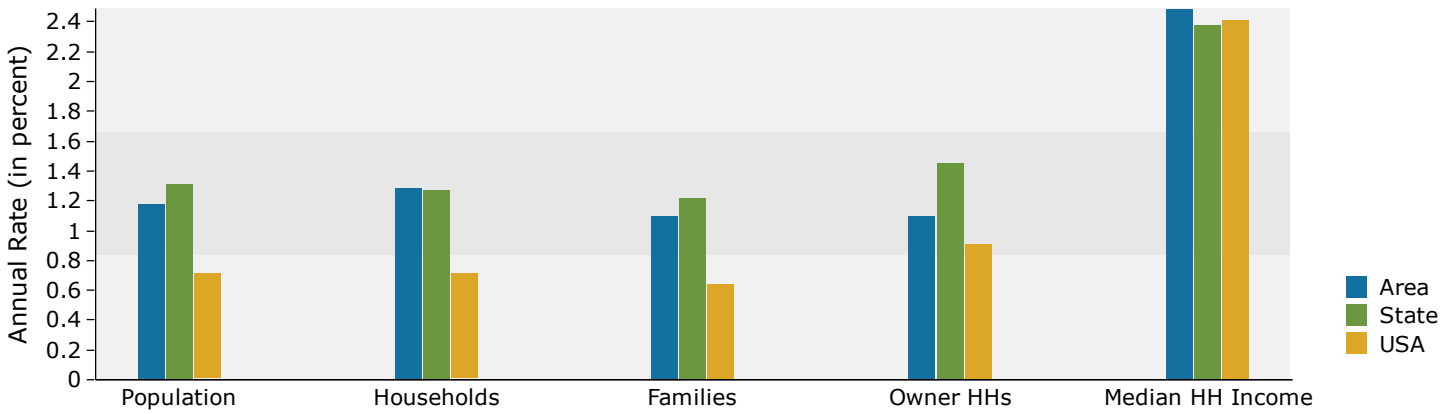
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,623	5.3%	4,568	4.7%	5,044	4.9%
5 - 9	3,767	4.3%	4,318	4.5%	4,506	4.4%
10 - 14	3,883	4.4%	4,305	4.5%	4,465	4.4%
15 - 19	6,579	7.5%	6,195	6.4%	6,925	6.8%
20 - 24	8,944	10.2%	7,721	8.0%	8,288	8.1%
25 - 34	10,042	11.4%	13,028	13.5%	11,786	11.5%
35 - 44	9,106	10.4%	9,891	10.3%	11,986	11.7%
45 - 54	12,840	14.6%	10,343	10.7%	10,432	10.2%
55 - 64	11,416	13.0%	13,580	14.1%	12,948	12.7%
65 - 74	8,035	9.1%	11,747	12.2%	13,039	12.8%
75 - 84	5,781	6.6%	7,080	7.3%	8,861	8.7%
85+	2,943	3.3%	3,589	3.7%	3,903	3.8%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	57,868	65.8%	59,722	62.0%	61,437	60.1%
Black Alone	24,500	27.9%	28,431	29.5%	30,793	30.1%
American Indian Alone	364	0.4%	434	0.5%	471	0.5%
Asian Alone	1,626	1.8%	2,202	2.3%	2,594	2.5%
Pacific Islander Alone	34	0.0%	51	0.1%	57	0.1%
Some Other Race Alone	1,513	1.7%	2,478	2.6%	3,155	3.1%
Two or More Races	2,057	2.3%	3,050	3.2%	3,676	3.6%
Hispanic Origin (Any Race)	5,265	6.0%	8,928	9.3%	11,557	11.3%

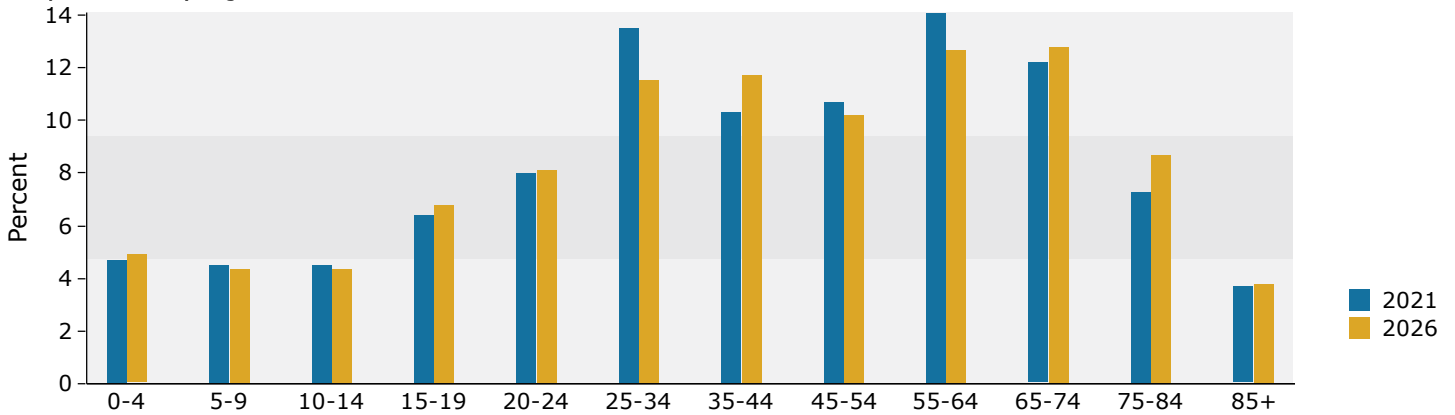
Data Note: Income is expressed in current dollars.

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

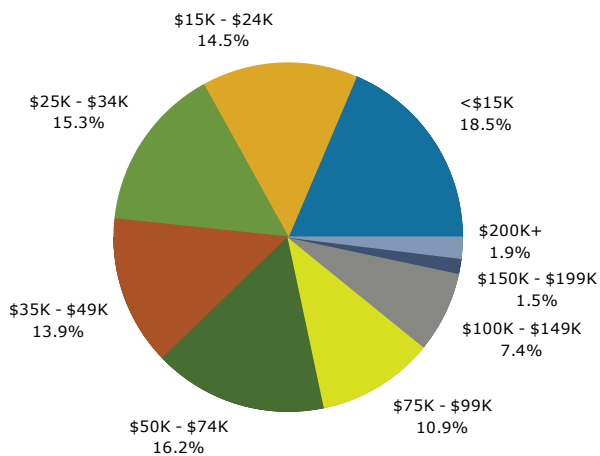
## Trends 2021-2026



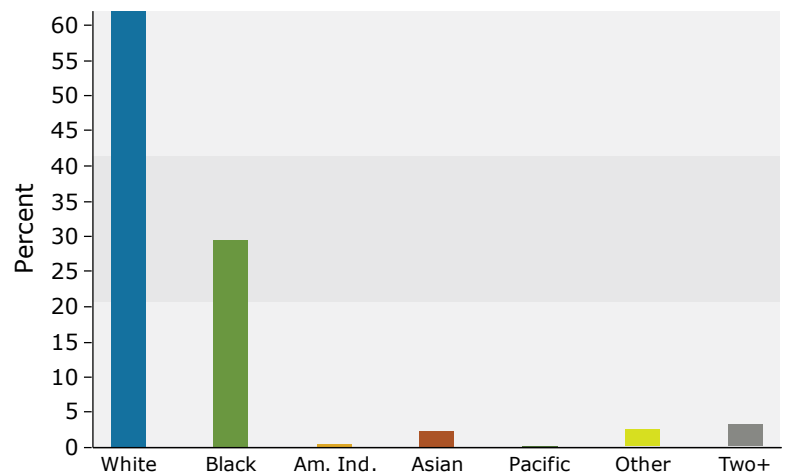
## Population by Age



## 2021 Household Income



## 2021 Population by Race



2021 Percent Hispanic Origin: 9.3%



# Demographic and Income Profile

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Summary	Census 2010	2021	2026
Population	148,578	165,561	175,849
Households	68,016	75,322	80,166
Families	35,774	38,794	40,998
Average Household Size	2.10	2.11	2.11
Owner Occupied Housing Units	40,405	41,751	44,219
Renter Occupied Housing Units	27,611	33,571	35,947
Median Age	45.1	46.9	47.0
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.21%	1.31%	0.71%
Households	1.25%	1.27%	0.71%
Families	1.11%	1.22%	0.64%
Owner HHs	1.16%	1.45%	0.91%
Median Household Income	2.81%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	11,526	15.3%	10,680	13.3%
\$15,000 - \$24,999	9,548	12.7%	8,977	11.2%
\$25,000 - \$34,999	10,507	13.9%	10,306	12.9%
\$35,000 - \$49,999	10,108	13.4%	10,513	13.1%
\$50,000 - \$74,999	12,808	17.0%	14,301	17.8%
\$75,000 - \$99,999	9,202	12.2%	10,829	13.5%
\$100,000 - \$149,999	7,471	9.9%	9,257	11.5%
\$150,000 - \$199,999	2,011	2.7%	2,690	3.4%
\$200,000+	2,141	2.8%	2,612	3.3%
Median Household Income	\$42,883		\$49,257	
Average Household Income	\$60,875		\$68,589	
Per Capita Income	\$27,901		\$31,521	

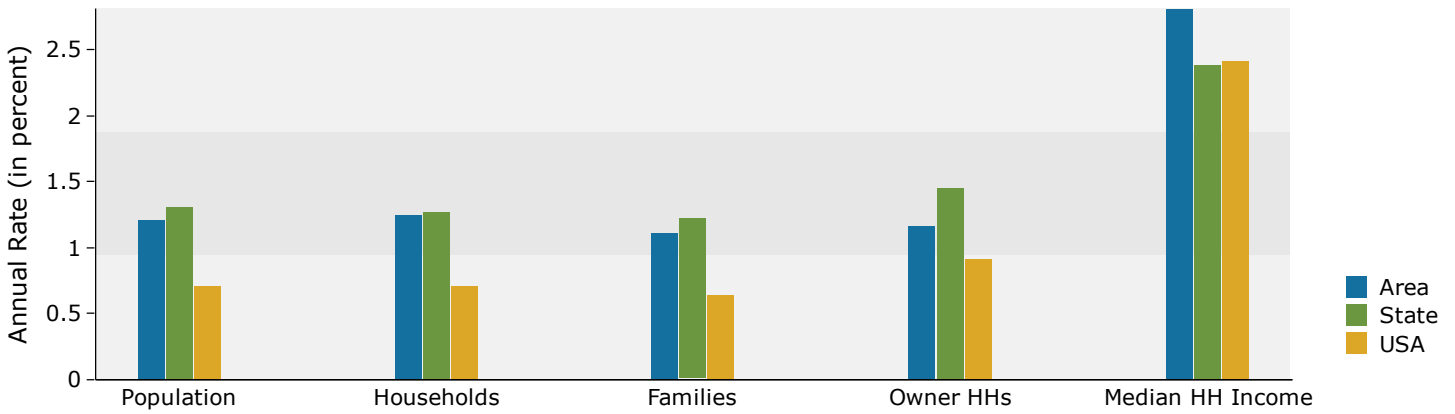
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,063	4.8%	7,094	4.3%	7,801	4.4%
5 - 9	6,272	4.2%	6,950	4.2%	7,342	4.2%
10 - 14	6,647	4.5%	7,126	4.3%	7,458	4.2%
15 - 19	9,671	6.5%	9,014	5.4%	9,857	5.6%
20 - 24	12,828	8.6%	10,936	6.6%	11,525	6.6%
25 - 34	16,192	10.9%	21,610	13.1%	19,559	11.1%
35 - 44	15,456	10.4%	16,882	10.2%	20,855	11.9%
45 - 54	21,573	14.5%	17,907	10.8%	17,875	10.2%
55 - 64	20,578	13.9%	24,241	14.6%	23,216	13.2%
65 - 74	15,601	10.5%	22,964	13.9%	25,300	14.4%
75 - 84	11,431	7.7%	14,031	8.5%	17,728	10.1%
85+	5,263	3.5%	6,805	4.1%	7,333	4.2%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	112,087	75.4%	119,422	72.1%	123,738	70.4%
Black Alone	27,735	18.7%	32,918	19.9%	35,946	20.4%
American Indian Alone	492	0.3%	594	0.4%	648	0.4%
Asian Alone	2,963	2.0%	4,236	2.6%	5,072	2.9%
Pacific Islander Alone	69	0.0%	102	0.1%	115	0.1%
Some Other Race Alone	2,136	1.4%	3,554	2.1%	4,562	2.6%
Two or More Races	3,096	2.1%	4,735	2.9%	5,769	3.3%
Hispanic Origin (Any Race)	8,228	5.5%	14,407	8.7%	18,864	10.7%

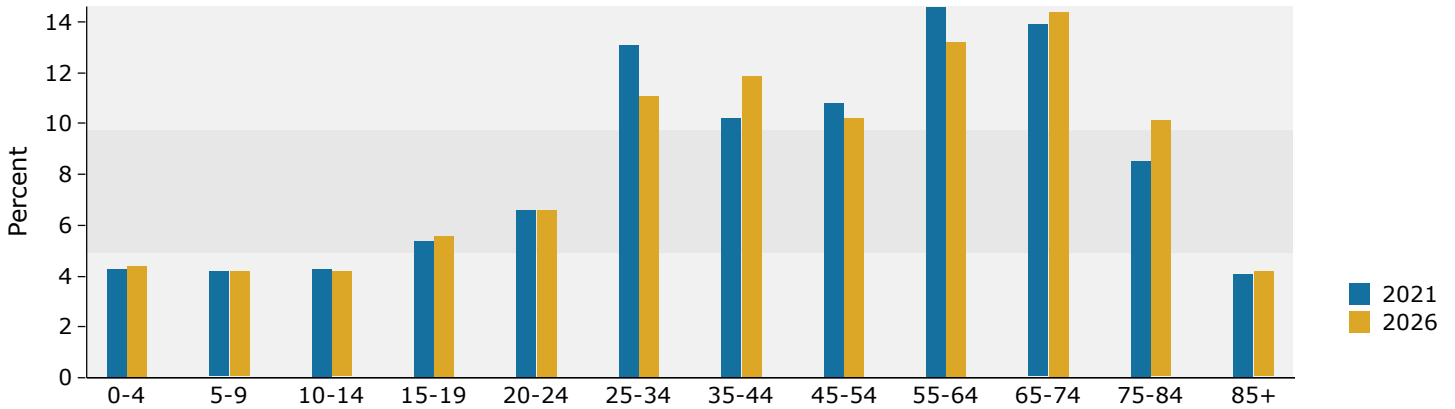
Data Note: Income is expressed in current dollars.

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

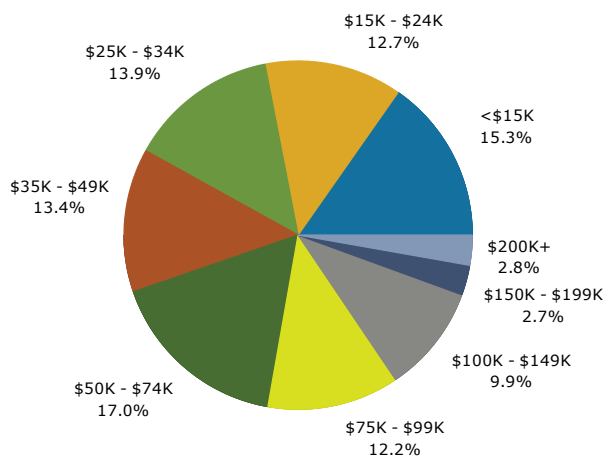
## Trends 2021-2026



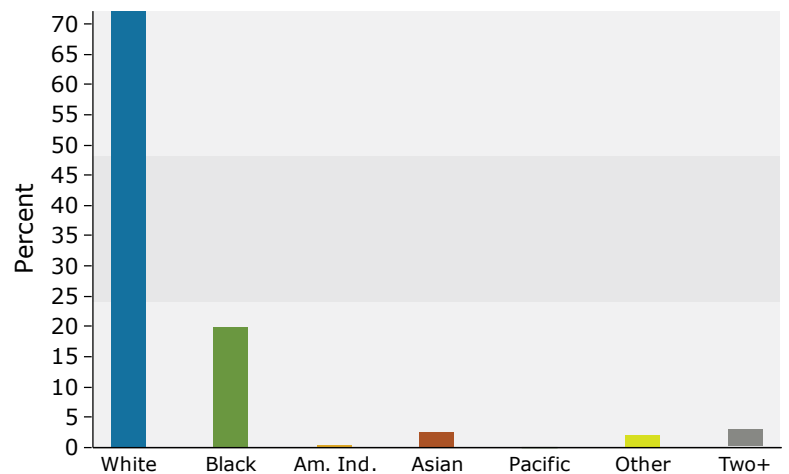
## Population by Age



## 2021 Household Income



## 2021 Population by Race



2021 Percent Hispanic Origin: 8.7%