Community Profile

International Speedway Square
2500 W International Speedway Blvd, Daytona Beach, Florida, 32114
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	1,000	20,260	87,675
2020 Total Population	1,310	25,942	100,940
2020 Group Quarters	0	3,406	7,764
2026 Total Population	1,084	31,562	120,745
2026 Group Quarters	0	3,746	8,505
2031 Total Population	1,189	33,113	127,398
2026-2031 Annual Rate	1.87%	0.96%	1.08%
2026 Total Daytime Population	3,671	50,949	140,191
Workers	3,079	32,864	71,269
Residents	592	18,085	68,922

Household Summary			
2010 Total Households	511	8,907	37,755
2010 Average Household Size	1.96	2.02	2.15
2020 Total Households	660	10,733	42,533
2020 Average Household Size	1.98	2.10	2.19
2026 Total Households	541	13,357	52,428
2026 Average Household Size	2.00	2.08	2.14
2031 Total Households	599	14,197	56,095
2031 Average Household Size	1.98	2.07	2.12
2026-2031 Annual Rate	2.06%	1.23%	1.36%
2026 Families	281	6,581	27,914
2026 Average Family Size	2.35	2.70	2.76
2031 Families	311	7,035	29,896
2031 Average Family Size	2.32	2.67	2.73
2026-2031 Growth Rate	2.05%	1.34%	1.38%

Median Household Income			
2026	$56,884	$63,669	$62,686
2031	$65,164	$71,912	$71,173

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$40,212	$39,608	$39,182
2031	$46,238	$45,432	$45,563

2026 Households by Income			
Household Income Base	541	13,354	52,427
<$10,000	13.7%	7.2%	5.8%
$10,000-14,999	1.9%	2.4%	3.8%
$15,000-19,999	0.6%	2.5%	4.0%
$20,000-24,999	3.7%	3.4%	4.0%
$25,000-29,999	2.8%	4.3%	4.0%
$30,000-34,999	4.3%	4.6%	4.4%
$35,000-39,999	3.5%	5.9%	5.2%
$40,000-44,999	3.7%	3.3%	3.5%
$45,000-49,999	8.3%	3.5%	3.3%
$50,000-59,999	10.5%	9.6%	9.7%
$60,000-74,999	8.0%	11.2%	11.3%
$75000-99999	18.3%	13.7%	13.9%
$100,000-124,999	8.0%	11.1%	9.0%
$125,000-149,999	3.3%	5.0%	5.8%
$150000-199999	4.6%	5.3%	5.6%
$200,000-249,999	1.7%	2.3%	2.2%
$250,000-299,999	0.9%	1.3%	1.2%
$300,000-399,999	1.1%	1.5%	1.4%
$400,000-499,999	0.2%	0.4%	0.4%
$500,000+	1.1%	1.4%	1.6%
Average Household Income	$77,299	$89,587	$88,450

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	54	67	77
Percent of Income for Mortgage	42.2%	33.7%	28.9%
Wealth Index	60	77	71

Median Home Value			
2026	$408,475	$365,257	$308,444
2031	$464,563	$457,692	$386,284

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	176	5,723	28,307
<$50,000	0.6%	1.9%	10.0%
$50,000 - $99,999	0.0%	2.6%	6.9%
$100,000 - $149,999	0.0%	4.9%	7.0%
$150,000 - $199,999	1.1%	7.4%	6.8%
$200,000 - $249,999	4.0%	5.1%	6.7%
$250,000 - $299,999	13.6%	10.3%	10.8%
$300,000 - $399,999	27.8%	27.5%	21.0%
$400,000 - $499,999	33.5%	15.7%	9.7%
$500,000 - $749,999	13.6%	22.1%	16.6%
$750,000 - $999,999	5.1%	1.3%	2.8%
$1,000,000 - $1,499,999	0.6%	0.9%	0.6%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.0%	0.4%	0.8%
Average Home Value	$434,134	$399,091	$347,647

Housing Unit Summary			
2010 Total Housing Units	593	10,224	44,713
Owner Occupied Housing Units	41.7%	44.8%	54.1%
Renter Occupied Housing Units	58.5%	55.3%	45.9%
Vacant Housing Units	13.8%	12.9%	15.6%
2020 Housing Units	766	12,138	48,458
Owner Occupied Housing Units	36.1%	42.4%	52.7%
Renter Occupied Housing Units	63.9%	57.6%	47.3%
Vacant Housing Units	15.8%	12.2%	12.3%
2026 Housing Units	637	14,769	59,665
Owner Occupied Housing Units	32.5%	42.8%	54.0%
Renter Occupied Housing Units	67.5%	57.2%	46.0%
Vacant Housing Units	15.1%	9.6%	12.1%
2031 Total Housing Units	705	15,676	63,133
Owner Occupied Housing Units	35.9%	44.9%	54.6%
Renter Occupied Housing Units	64.1%	55.0%	45.4%
Vacant Housing Units	15.0%	9.4%	11.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	525	16,289	60,183
Females	559	15,273	60,562

Median Age			
2010	34.3	34.3	40.4
2020	34.6	34.3	41.8
2026	35.6	35.7	42.7
2031	37.9	37.8	43.9

2026 Population by Age			
Total	1,082	31,562	120,746
0 - 4	5.0%	4.1%	4.5%
5 - 9	4.6%	4.1%	4.5%
10 - 14	4.5%	3.6%	4.4%
15 - 24	10.8%	21.3%	14.6%
25 - 34	24.2%	16.1%	13.2%
35 - 44	12.4%	10.5%	11.3%
45 - 54	7.4%	8.2%	9.8%
55 - 64	9.3%	10.5%	12.6%
65 - 74	9.8%	11.1%	13.6%
75 - 84	8.8%	7.4%	8.5%
85 +	2.2%	2.8%	2.9%
18 +	84.0%	86.0%	83.8%

2026 Population 15+ by Marital Status			
Total	930	27,835	104,674
Never Married	52.3%	47.3%	40.7%
Married	34.3%	35.0%	38.1%
Widowed	2.0%	4.6%	6.6%
Divorced	11.4%	13.1%	14.6%

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	813	21,117	87,077
Less than 9th Grade	0.0%	1.0%	2.5%
9th - 12th Grade, No Diploma	9.6%	4.5%	5.0%
High School Graduate	17.5%	21.4%	25.5%
GED/Alternative Credential	8.7%	6.0%	6.1%
Some College, No Degree	11.9%	19.4%	20.2%
Associate Degree	9.6%	9.9%	11.7%
Bachelor's Degree	25.6%	24.1%	20.1%
Graduate/Professional Degree	17.1%	13.6%	8.9%

2020 Population by Race/Ethnicity			
Total	1,310	25,942	100,940
White Alone	57.9%	57.9%	59.6%
Black Alone	25.9%	26.3%	26.9%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.9%	3.9%	2.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.1%	3.5%	3.2%
Two or More Races	4.1%	3.5%	3.2%
Hispanic Origin	9.8%	10.0%	9.0%
Diversity Index	66.1	66.0	63.7

2026 Population by Race/Ethnicity			
Total	1,084	31,562	120,746
White Alone	54.9%	54.8%	58.2%
Black Alone	27.0%	27.6%	26.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	4.2%	4.2%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.7%	4.1%	3.7%
Two or More Races	8.9%	8.9%	8.2%
Hispanic Origin	11.8%	12.0%	10.8%
Diversity Index	69.4	69.4	66.3

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	512	14,276	54,480
White Collar	54.4%	59.8%	58.1%
Management/Business/Financial	13.8%	12.0%	13.8%
Professional	30.7%	27.2%	21.1%
Sales	2.0%	9.4%	9.9%
Administrative Support	7.8%	11.2%	13.3%
Services	6.8%	18.0%	19.9%

2026 Employed Pop 16+ by Occupation			
Total	512	14,276	54,480
Blue Collar	38.8%	22.2%	22.0%
Farming/Forestry/Fishing	0.0%	0.6%	0.3%
Construction/Extraction	9.8%	4.9%	4.6%
Installation/Maintenance/Repair	9.8%	4.4%	4.2%
Production	3.4%	2.5%	3.6%
Transportation/Material Moving	15.7%	9.8%	9.4%
White Collar	54.4%	59.8%	58.1%
Management/Business/Financial	13.8%	12.0%	13.8%
Professional	30.7%	27.2%	21.1%
Sales	2.0%	9.4%	9.9%
Administrative Support	7.8%	11.2%	13.3%
Services	6.8%	18.0%	19.9%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	512	14,276	54,480
Population 16+ Employed	97.5%	96.0%	94.1%
Population 16+ Unemployment rate	2.5%	4.0%	5.9%
Population 16-24 Employed	10.0%	18.3%	12.1%
Population 16-24 Unemployment rate	3.8%	5.5%	11.1%
Population 25-54 Employed	72.5%	58.2%	56.2%
Population 25-54 Unemployment rate	2.4%	3.6%	5.3%
Population 55-64 Employed	11%	14%	17%
Population 55-64 Unemployment rate	3.3%	3.7%	5.2%
Population 65+ Employed	4%	6%	9%
Population 65+ Unemployment rate	0.0%	3.9%	3.6%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	499	13,701	51,259
Agriculture/Mining	2.4%	0.8%	0.4%
Construction	5.8%	5.7%	6.4%
Manufacturing	1.6%	3.8%	5.4%
Wholesale Trade	2.2%	1.8%	1.5%
Retail Trade	18.9%	16.1%	15.4%
Transportation/Utilities	11.4%	7.0%	7.7%
Information	1%	3%	2%
Finance/Insurance/Real Estate	4.2%	7.3%	7.5%
Services	48.0%	49.5%	49.9%
Public Administration	4.8%	4.8%	4.3%

2026 Consumer Spending			
Apparel & Services: Total $	$916,954	$25,512,778	$98,221,863
Average Spent	$1,694.92	$1,910.07	$1,873.46
Spending Potential Index	66	75	73
Education: Total $	$711,307	$19,855,319	$72,953,916
Average Spent	$1,314.80	$1,486.51	$1,391.51
Spending Potential Index	66	74	69
Entertainment/Recreation: Total $	$1,469,281	$41,944,159	$165,031,152
Average Spent	$2,715.86	$3,140.24	$3,147.77
Spending Potential Index	63	73	73
Food at Home: Total $	$2,788,954	$79,395,534	$312,707,581
Average Spent	$5,155.18	$5,944.11	$5,964.51
Spending Potential Index	65	75	76
Food Away from Home: Total $	$1,581,789	$44,134,945	$168,620,935
Average Spent	$2,923.82	$3,304.26	$3,216.24
Spending Potential Index	66	74	72
Health Care: Total $	$2,641,764	$78,400,776	$319,310,581
Average Spent	$4,883.11	$5,869.64	$6,090.46
Spending Potential Index	61	73	76
HH Furnishings & Equipment: Total $	$978,513	$27,934,187	$109,604,900
Average Spent	$1,808.71	$2,091.35	$2,090.58
Spending Potential Index	64	74	74
Personal Care Products & Services: Total $	$406,877	$11,458,257	$44,228,606
Average Spent	$752.08	$857.85	$843.61
Spending Potential Index	66	75	74

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$9,776,943	$277,811,675	$1,063,045,657
Average Spent	$18,071.98	$20,798.96	$20,276.30
Spending Potential Index	66	75	74
Support Payments/Gifts in Kind: Total $	$1,032,837	$30,053,391	$121,445,590
Average Spent	$1,909.13	$2,250.01	$2,316.43
Spending Potential Index	63	74	76
Travel: Total $	$1,183,284	$34,508,362	$134,329,515
Average Spent	$2,187.22	$2,583.54	$2,562.17
Spending Potential Index	60	71	70
Vehicle Maintenance & Repairs: Total $	$438,838	$12,439,320	$48,863,120
Average Spent	$811.16	$931.30	$932.00
Spending Potential Index	65	75	75

Top Tapestry Segment

1 mile	3 miles	5 miles
Emerging Hub (D1):	**Burbs and Beyond (K8)**:	**Senior Escapes (J1)**:
This segment is characterized by young, high-earning, mobile urban professionals.	This segment is characterized by affluent, aging population in the scenic West.	This segment is characterized by suburban areas with seasonal homes and retired military seniors.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.