

City of DeLand, FL
DeLand City, FL (1216875)
Geography: Place

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	DeLand city, ...
Population Summary	
2000 Total Population	23,151
2010 Total Population	27,078
2021 Total Population	36,466
2021 Group Quarters	2,572
2026 Total Population	39,039
2021-2026 Annual Rate	1.37%
2021 Total Daytime Population	44,044
Workers	20,701
Residents	23,343
Household Summary	
2000 Households	9,276
2000 Average Household Size	2.25
2010 Households	10,762
2010 Average Household Size	2.30
2021 Households	14,403
2021 Average Household Size	2.35
2026 Households	15,465
2026 Average Household Size	2.36
2021-2026 Annual Rate	1.43%
2010 Families	6,177
2010 Average Family Size	2.97
2021 Families	8,697
2021 Average Family Size	2.97
2026 Families	9,343
2026 Average Family Size	2.98
2021-2026 Annual Rate	1.44%
Housing Unit Summary	
2000 Housing Units	10,272
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	36.7%
Vacant Housing Units	9.7%
2010 Housing Units	12,627
Owner Occupied Housing Units	47.9%
Renter Occupied Housing Units	37.3%
Vacant Housing Units	14.8%
2021 Housing Units	16,056
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	33.9%
Vacant Housing Units	10.3%
2026 Housing Units	17,216
Owner Occupied Housing Units	56.1%
Renter Occupied Housing Units	33.8%
Vacant Housing Units	10.2%
Median Household Income	
2021	\$51,206
2026	\$57,627
Median Home Value	
2021	\$256,732
2026	\$279,353
Per Capita Income	
2021	\$28,195
2026	\$31,934
Median Age	
2010	39.1
2021	42.7
2026	43.3

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	14,403
<\$15,000	12.5%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	5.1%
\$200,000+	4.2%
Average Household Income	\$71,664

2026 Households by Income

Household Income Base	15,466
<\$15,000	10.8%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	6.2%
\$200,000+	4.8%
Average Household Income	\$81,020

2021 Owner Occupied Housing Units by Value

Total	8,965
<\$50,000	3.0%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	12.8%
\$200,000 - \$249,999	18.5%
\$250,000 - \$299,999	22.4%
\$300,000 - \$399,999	22.2%
\$400,000 - \$499,999	4.7%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.3%
Average Home Value	\$275,505

2026 Owner Occupied Housing Units by Value

Total	9,651
<\$50,000	1.3%
\$50,000 - \$99,999	2.7%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	9.3%
\$200,000 - \$249,999	17.5%
\$250,000 - \$299,999	25.7%
\$300,000 - \$399,999	28.0%
\$400,000 - \$499,999	6.2%
\$500,000 - \$749,999	2.9%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	0.3%
Average Home Value	\$312,359

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	27,078
0 - 4	6.2%
5 - 9	5.7%
10 - 14	5.7%
15 - 24	16.8%
25 - 34	10.8%
35 - 44	11.3%
45 - 54	12.0%
55 - 64	11.1%
65 - 74	8.7%
75 - 84	6.9%
85 +	4.8%
18 +	79.0%
2021 Population by Age	
Total	36,462
0 - 4	5.2%
5 - 9	5.3%
10 - 14	5.4%
15 - 24	14.9%
25 - 34	11.2%
35 - 44	10.3%
45 - 54	10.9%
55 - 64	13.0%
65 - 74	11.7%
75 - 84	7.7%
85 +	4.4%
18 +	81.1%
2026 Population by Age	
Total	39,041
0 - 4	5.2%
5 - 9	5.2%
10 - 14	5.4%
15 - 24	14.2%
25 - 34	10.8%
35 - 44	10.9%
45 - 54	10.5%
55 - 64	12.2%
65 - 74	12.1%
75 - 84	9.0%
85 +	4.4%
18 +	81.0%
2010 Population by Sex	
Males	12,307
Females	14,771
2021 Population by Sex	
Males	17,034
Females	19,428
2026 Population by Sex	
Males	18,321
Females	20,720

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	27,078
White Alone	74.5%
Black Alone	17.0%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	2.3%
Hispanic Origin	12.6%
Diversity Index	54.4
2021 Population by Race/Ethnicity	
Total	36,464
White Alone	72.9%
Black Alone	16.2%
American Indian Alone	0.3%
Asian Alone	2.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.6%
Two or More Races	2.8%
Hispanic Origin	17.6%
Diversity Index	60.4
2026 Population by Race/Ethnicity	
Total	39,040
White Alone	71.2%
Black Alone	16.3%
American Indian Alone	0.4%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.6%
Two or More Races	3.2%
Hispanic Origin	21.0%
Diversity Index	64.4
2010 Population by Relationship and Household Type	
Total	27,078
In Households	91.2%
In Family Households	70.4%
Householder	22.8%
Spouse	15.2%
Child	26.4%
Other relative	3.3%
Nonrelative	2.6%
In Nonfamily Households	20.8%
In Group Quarters	8.8%
Institutionalized Population	2.2%
Noninstitutionalized Population	6.6%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment	
Total	25,249
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	23.9%
GED/Alternative Credential	4.1%
Some College, No Degree	21.1%
Associate Degree	12.8%
Bachelor's Degree	18.6%
Graduate/Professional Degree	11.2%
2021 Population 15+ by Marital Status	
Total	30,673
Never Married	34.5%
Married	42.6%
Widowed	8.8%
Divorced	14.1%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	13,968
Population 16+ Employed	94.4%
Population 16+ Unemployment rate	5.6%
Population 16-24 Employed	11.4%
Population 16-24 Unemployment rate	12.1%
Population 25-54 Employed	62.9%
Population 25-54 Unemployment rate	4.8%
Population 55-64 Employed	16.7%
Population 55-64 Unemployment rate	2.3%
Population 65+ Employed	8.9%
Population 65+ Unemployment rate	8.4%
2021 Employed Population 16+ by Industry	
Total	13,179
Agriculture/Mining	1.6%
Construction	8.2%
Manufacturing	5.2%
Wholesale Trade	2.5%
Retail Trade	13.7%
Transportation/Utilities	4.9%
Information	2.2%
Finance/Insurance/Real Estate	7.0%
Services	48.9%
Public Administration	5.8%
2021 Employed Population 16+ by Occupation	
Total	13,179
White Collar	61.4%
Management/Business/Financial	19.2%
Professional	20.6%
Sales	8.1%
Administrative Support	13.6%
Services	19.9%
Blue Collar	18.6%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	3.3%
Production	3.1%
Transportation/Material Moving	5.5%

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2010 Households by Type	
Total	10,762
Households with 1 Person	35.0%
Households with 2+ People	65.0%
Family Households	57.4%
Husband-wife Families	38.3%
With Related Children	14.9%
Other Family (No Spouse Present)	19.1%
Other Family with Male Householder	4.2%
With Related Children	2.7%
Other Family with Female Householder	14.9%
With Related Children	10.0%
Nonfamily Households	7.6%
All Households with Children	28.1%
Multigenerational Households	4.3%
Unmarried Partner Households	7.6%
Male-female	6.7%
Same-sex	0.9%
2010 Households by Size	
Total	10,762
1 Person Household	35.0%
2 Person Household	33.1%
3 Person Household	13.4%
4 Person Household	10.2%
5 Person Household	4.9%
6 Person Household	1.9%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	10,762
Owner Occupied	56.2%
Owned with a Mortgage/Loan	36.9%
Owned Free and Clear	19.4%
Renter Occupied	43.8%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	119
Percent of Income for Mortgage	21.1%
Wealth Index	76
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,627
Housing Units Inside Urbanized Area	98.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.4%
2010 Population By Urban/ Rural Status	
Total Population	27,078
Population Inside Urbanized Area	99.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Comfortable Empty Nesters (5A)
2. Retirement Communities (9E)
3. Midlife Constants (5E)

2021 Consumer Spending

Apparel & Services: Total \$	\$24,025,837
Average Spent	\$1,668.11
Spending Potential Index	79
Education: Total \$	\$17,910,674
Average Spent	\$1,243.54
Spending Potential Index	72
Entertainment/Recreation: Total \$	\$37,043,419
Average Spent	\$2,571.92
Spending Potential Index	80
Food at Home: Total \$	\$62,634,934
Average Spent	\$4,348.74
Spending Potential Index	80
Food Away from Home: Total \$	\$42,362,350
Average Spent	\$2,941.22
Spending Potential Index	77
Health Care: Total \$	\$75,002,207
Average Spent	\$5,207.40
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$25,514,282
Average Spent	\$1,771.46
Spending Potential Index	79
Personal Care Products & Services: Total \$	\$10,364,925
Average Spent	\$719.64
Spending Potential Index	80
Shelter: Total \$	\$222,482,584
Average Spent	\$15,446.96
Spending Potential Index	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$27,176,068
Average Spent	\$1,886.83
Spending Potential Index	79
Travel: Total \$	\$27,712,170
Average Spent	\$1,924.06
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$12,963,772
Average Spent	\$900.07
Spending Potential Index	81

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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