

TARGET MARKET SUMMARY

Daytona Beach

Key Facts

57,283

Population

39.2

Median Age

2.1

Average Household Size

\$49,753

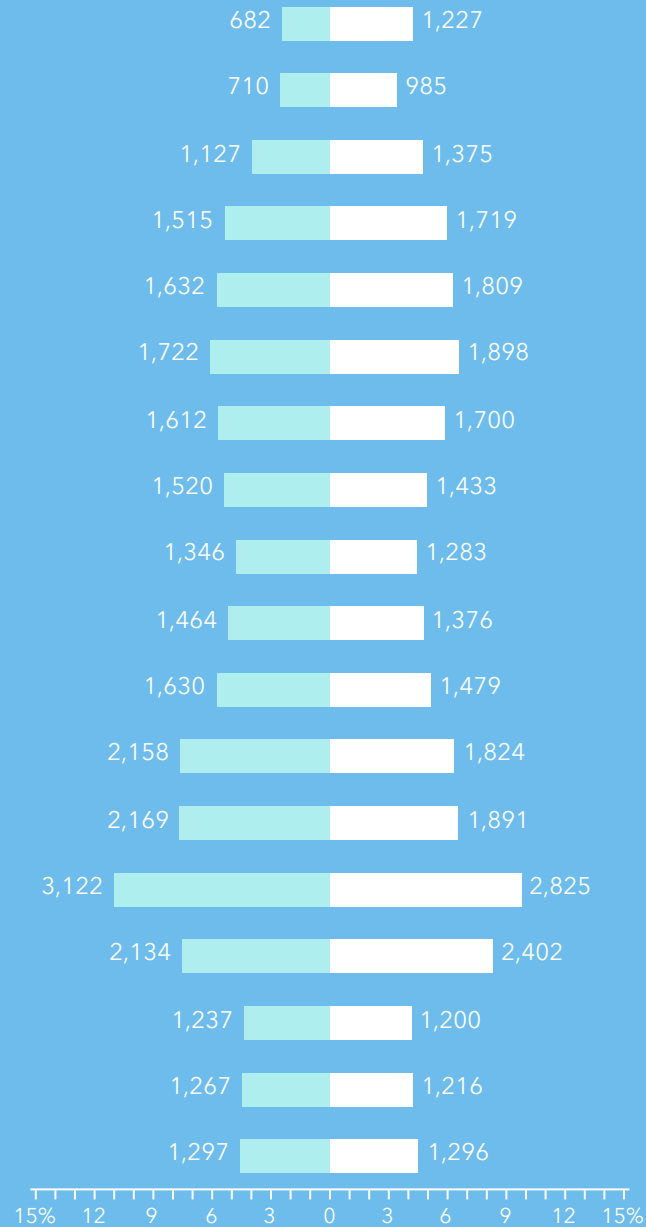
Median Household Income



Source: This infographic contains data provided by Esri (2023, 2028), Esri-U.S. BLS (2023), Esri-MRI-Simmons (2023).

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Age Pyramid



The largest group:
2023 Males Age 20-24

The smallest group:
2023 Males Age 85+

Annual Lifestyle Spending



\$1,391

Travel



\$34

Theatre/Operas/Concerts



\$36

Movies/Museums/ Parks



\$36

Sports Events



\$7

Online Games



\$89

Audio

Tapestry segments



11D

Set to Impress
3,941 households

15.9%
of Households



4A

Workday Drive
2,580 households

10.4%
of Households



8F

Old and Newcomers
2,515 households

10.2%
of Households