

DeLand (city), Florida

People QuickFacts	DeLand	Florida
Population, 2011 estimate	NA	19,057,542
Population, 2010	27,031	18,801,310
Population, percent change, 2000 to 2010	29.3%	17.6%
Population, 2000	20,904	15,982,378
Persons under 5 years, percent, 2010	6.2%	5.7%
Persons under 18 years, percent, 2010	21.0%	21.3%
Persons 65 years and over, percent, 2010	20.4%	17.3%
Female persons, percent, 2010	54.6%	51.1%
White persons, percent, 2010 (a)	74.5%	75.0%
Black persons, percent, 2010 (a)	17.1%	16.0%
American Indian and Alaska Native persons, percent, 2010 (a)	0.3%	0.4%
Asian persons, percent, 2010 (a)	1.9%	2.4%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	0.1%	0.1%
Persons reporting two or more races, percent, 2010	2.3%	2.5%
Persons of Hispanic or Latino origin, percent, 2010 (b)	12.7%	22.5%
White persons not Hispanic, percent, 2010	67.0%	57.9%
Living in same house 1 year & over, 2006-2010	78.3%	83.1%
Foreign born persons, percent, 2006-2010	9.0%	19.2%
Language other than English spoken at home, pct age 5+, 2006-2010	14.8%	26.6%
High school graduates, percent of persons age 25+, 2006-2010	87.4%	85.3%
Bachelor's degree or higher, pct of persons age 25+, 2006-2010	24.2%	25.9%
Mean travel time to work (minutes), workers age 16+, 2006-2010	22.3	25.7
Housing units, 2010	12,610	8,989,580
Homeownership rate, 2006-2010	60.7%	69.7%
Housing units in multi-unit structures, percent, 2006-2010	33.3%	30.0%
Median value of owner-occupied housing units, 2006-2010	\$173,100	\$205,600
Households, 2006-2010	10,007	7,152,844
Persons per household, 2006-2010	2.37	2.53
Per capita money income in past 12 months (2010 dollars) 2006-2010	\$20,457	\$26,551
Median household income 2006-2010	\$35,675	\$47,661
Persons below poverty level, percent, 2006-2010	19.8%	13.8%
Business QuickFacts	DeLand	Florida
Total number of firms, 2007	2,601	2,009,589
Black-owned firms, percent, 2007	6.2%	9.0%
American Indian- and Alaska Native-owned firms, percent, 2007	F	0.5%
Asian-owned firms, percent, 2007	S	3.2%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	0.1%
Hispanic-owned firms, percent, 2007	3.0%	22.4%
Women-owned firms, percent, 2007	25.3%	28.9%
Manufacturers shipments, 2007 (\$1000)	403,145	104,832,907
Merchant wholesaler sales, 2007 (\$1000)	99,506	221,641,518

Retail sales, 2007 (\$1000)	674,765	262,341,127
Retail sales per capita, 2007	\$25,181	\$14,353
Accommodation and food services sales, 2007 (\$1000)	57,745	41,922,059

Geography QuickFacts

	DeLand	Florida
Land area in square miles, 2010	17.60	53,624.76
Persons per square mile, 2010	1,536.1	350.6
FIPS Code	16875	12
Counties		

Population estimates for counties will be available in April, 2012 and for cities in June, 2012.

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

D: Suppressed to avoid disclosure of confidential information

F: Fewer than 100 firms

FN: Footnote on this item for this area in place of data

NA: Not available

S: Suppressed; does not meet publication standards

X: Not applicable

Z: Value greater than zero but less than half unit of measure shown

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, County Business Patterns, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report, Census of Governments
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