

VOLUSIA COUNTY



Market Overview

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# DAYTONA BEACH, FLORIDA



## Advertise in the home of the world's most famous beach

Daytona Beach is located in Volusia County on the east coast of Central Florida. The area boasts 47 miles of world-class beaches and beachfront cities including Daytona Beach, Ormond Beach and New Smyrna Beach. The Daytona Beach area is a favorite travel destination known for its beautiful, hard-packed sand beaches. Because of these flat, packed sand beaches Daytona became a go-to location for automotive enthusiasts. Each year millions of tourists visit the area to enjoy the drive-on beaches, beautiful weather and exciting area events – including the world-famous Daytona 500!

SIGNATURE TRANSIT  
FULL WRAP  
FULL SIDE  
HALF SIDE  
ULTRA SUPER KING  
KONG  
FULL BACK

TRADITIONAL  
TRANSIT  
KING  
QUEEN  
HEADLINER  
INTERIOR CARDS

PARATRANSIT  
FULL SIDES  
FULL BACKS  
SIDE PANEL

# MARKET PROFILE

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## COVERAGE HIGHLIGHTS

- Daytona Beach
- Port Orange
- Ormond Beach
- New Smyrna Beach
- Deltona
- Ormond Mall
- Twin Lakes Medical Center
- University of Central Florida

609

Population of Daytona Beach Metro

70

Buses in the VOTRAN Fleet

71

Paratransit in the VOTRAN Fleet

19.4

Minutes consumers spend on average commuting and being exposed to outdoor transit advertising

# MARKET PROFILE

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Employment  
Employment Rate  
**52.9%**



Business and Economy  
Total Employer Establishments  
**13,872**



Income and Poverty  
Median Household Income  
**\$64,857**



Housing  
Total Housing Units  
**272,325**



Population and People  
Total Population  
**553,543**



Families and Living Arrangements  
Total Households  
**241,871**



Education  
Bachelor's Degree or Higher  
**27.7%**



Health  
Without Health Care Coverage  
**9.1%**



Race and Ethnicity  
Hispanic or Latino (of any race)  
**82,652**

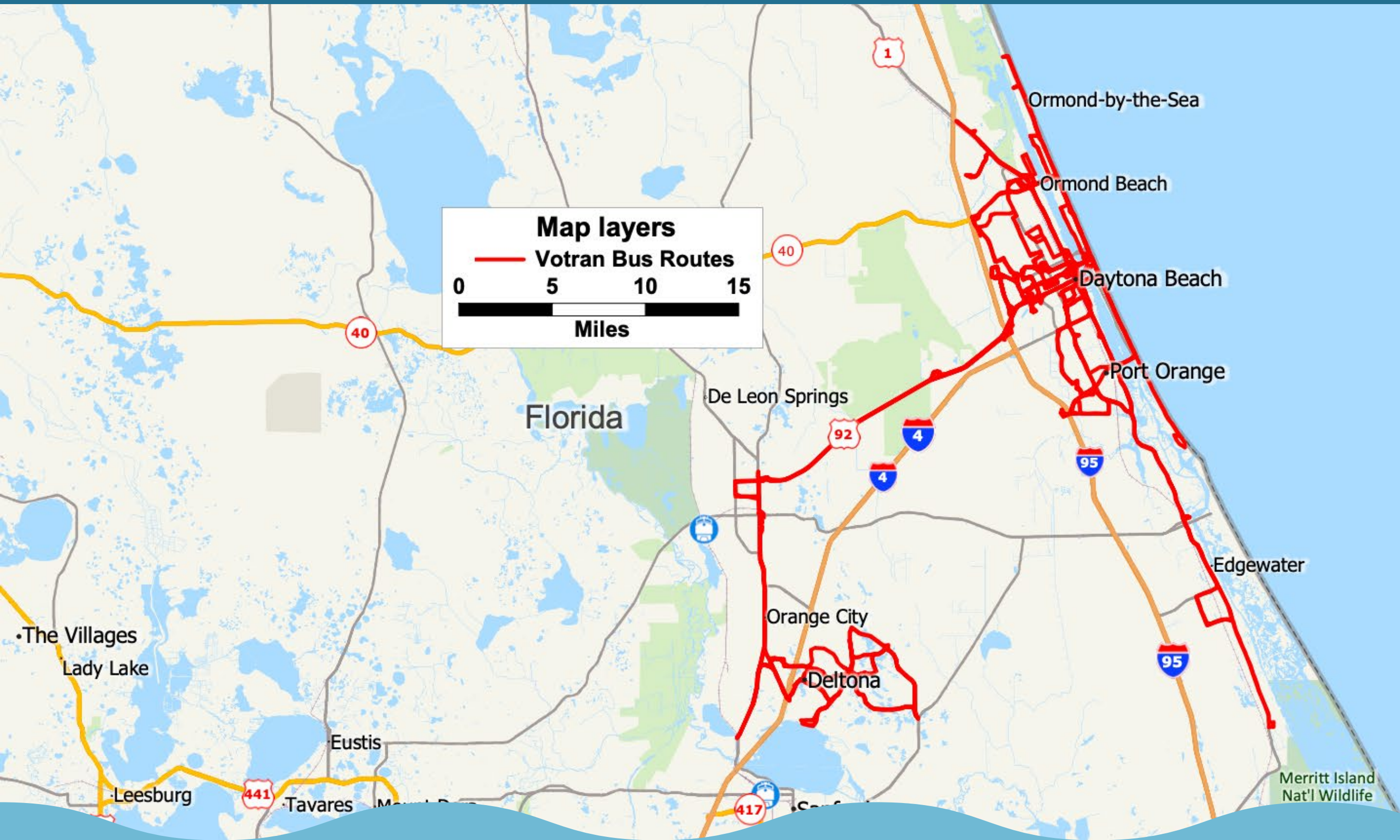
# Daytona Beach Bus Transit (VOTRON)



The Volusia County Public Transit System (VOTRAN) buses provide service to the greater Daytona Beach area, including all of Volusia County and is comprised of over 70 buses and paratransit vehicles. This extensive coverage makes VOTRAN bus advertising the ultimate vehicle for driving your brand message home in Daytona Beach.

- FULL WRAP
- FULL SIDE
- HALF SIDE
- ULTRA SUPER KING
- KONG
- FULL BACK
- KING
- QUEEN
- HEADLINER
- INTERIOR CARDS

# TRANSIT MAP



# Signature Bus Transit (VOTRON)



FULL WRAP



FULL SIDE



HALF SIDE

# Signature Bus Transit (VOTRON)



KING KONG/ULTRA SUPER KING



KONG W/ EXTENSION



# Traditional Bus Transit (VOTRON)



KING



INTERIOR CARD



QUEEN

# Traditional Bus Transit (VOTRON)



FULL BACK

# Paratransit



Votran Transit provides a shared ride, door-to-door transportation service. The program provides complementary service for eligible individuals who are not able to use the regular fixed route bus service because of a disability or other limitations. These vehicles provide passenger trips each weekday to destinations throughout the markets, including but not limited to hospitals, medical facilities, shopping centers, grocery stores, retirement communities and residential homes and neighborhoods.

- FULL WRAP
- FULL SIDE
- FULL BACK
- SIDE PANEL

# Paratransit



SIDE PANEL



FULL SIDE



FULL BACK



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