



**LISTENING TO RADIO DURING
SOCAL'S TRAFFIC JAMS**
Los Angeles Metro

“CONGESTION IS BACK TO ITS GROWTH PATTERN”

- The 8- to 10-year growing economy has brought traffic congestion to the highest measured levels in most U.S. cities.
- Employment was up by 1.9 million jobs from 2016 to 2017, slower growth than the 2.3+ million job growth in 4 of the previous 5 years, but substantial enough to cause congestion growth.
- In 2017, congestion wasted an enormous amount of time, fuel, and money. Urban Americans traveled an extra **8.8 billion hours** and purchased an extra **3.3 billion** gallons of fuel totaling **\$166 billion**.
- The variation in congestion is often more difficult to deal with than the regular predictable back-up. To reliably arrive on time for important freeway trips, travelers had to allow **34 minutes** to make a trip that takes 20 minutes in light traffic.

ANNUAL DELAY FOR LOS ANGELES COMMUTERS DURING PEAK TRAVEL PERIODS IS MORE THAN DOUBLE THAT OF THE NATIONAL COMMUTER

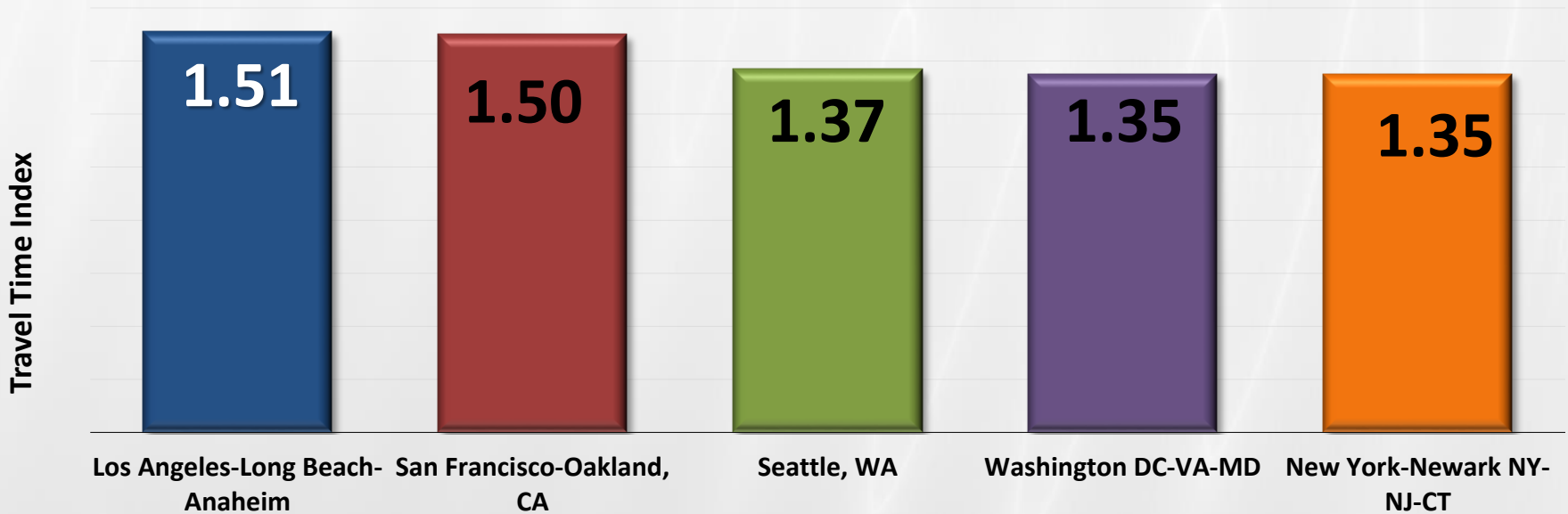
	Annual delay per auto commuter (hours)	Travel Time Index	Planning Time Index (Freeway Only)	“Wasted” fuel per auto commuter (gallons)	Congestion cost per auto commuter (2017 \$)
Los Angeles-Long Beach-Anaheim	119	1.51	2.87	35	\$2,442
National	54	1.23	1.67	21	\$1,010

There are over **18.5 million**
vehicles registered in
SOUTHERN CALIFORNIA, over
10 million in the LA Metro



MORE CONGESTION MEANS MORE TIME SPENT LISTENING TO RADIO IN CARS.

Los Angeles Metro drivers spend more time on the roads than under normal conditions due to traffic congestion. And, in order to arrive on time for important freeway related trips, travelers had to allow one hour to make a trip that would normally take 20 minutes in light traffic.



Travel Time Index – A measure of congestion that focuses on each trip and each mile of travel. It is calculated as the ratio of travel time in the peak period to travel time in free-flow. A value of 1.51 for Los Angeles indicates that a 20-minute free-flow trip takes 30.2 minutes in the peak.

PEOPLE IN THE LOS ANGELES METRO DRIVE OVER 91 BILLION MILES PER YEAR.

The average peak traveler spends an extra 119 hours stuck in traffic each year, up 59 hours from 1982 when data was first collected.

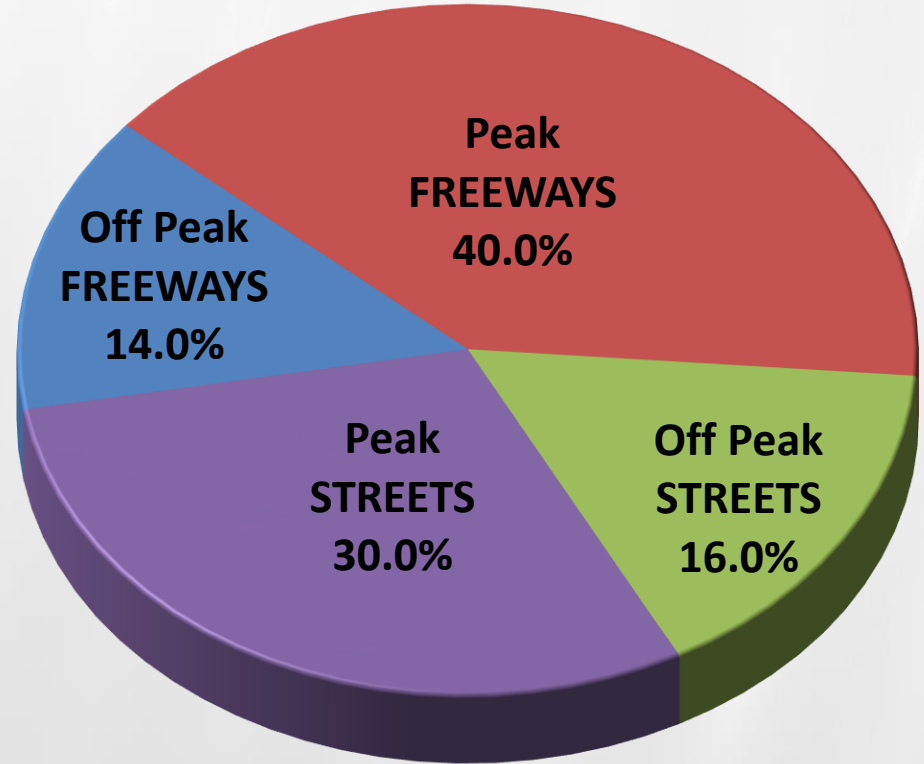


Travel delays due to traffic congestion caused Los Angeles Metro drivers to waste more than **256.9 MILLION** gallons of fuel. The cost of congestion was over **\$17.7 MILLION**, or **\$2,442** per commuter.



IN URBAN AREAS WITH POPULATION OVER 1 MILLION, APPROXIMATELY 54 PERCENT OF TRAVEL DELAY IS ON FREEWAYS

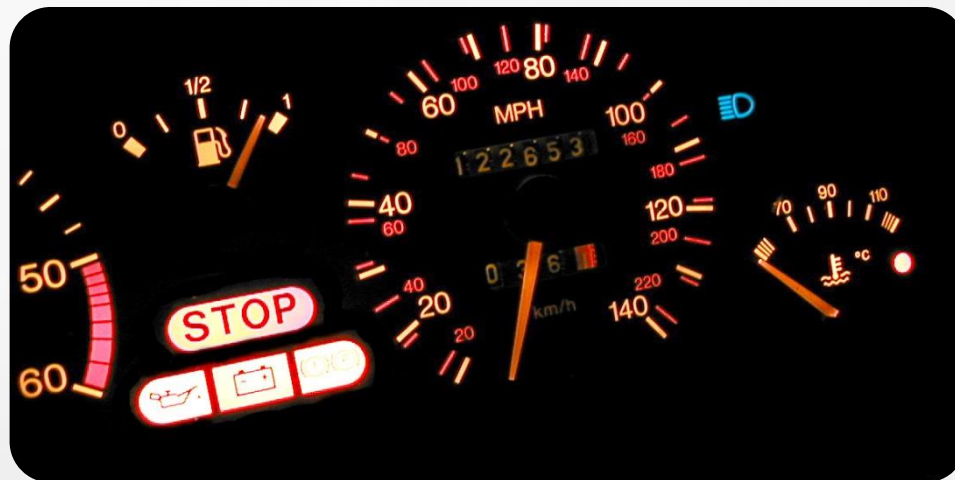
Percent of Delay
Road Type and Time of Day



Source: Texas A&M Transportation Institute and INRIX, 2019 Urban Mobility Scorecard, August 2019, Travel Time Index Rank.



**1 out of 5 people in
the Los Angeles
Metro left for work
before 6am**



54.3% of working adults have
driven 100+ miles in the past week.
23.5% have driven 250+ miles in
the past week

today's LA radio audience **10.4 Million**

Making it the ninth largest state in the United States

**today's
Los Angeles
Employed radio
audience**

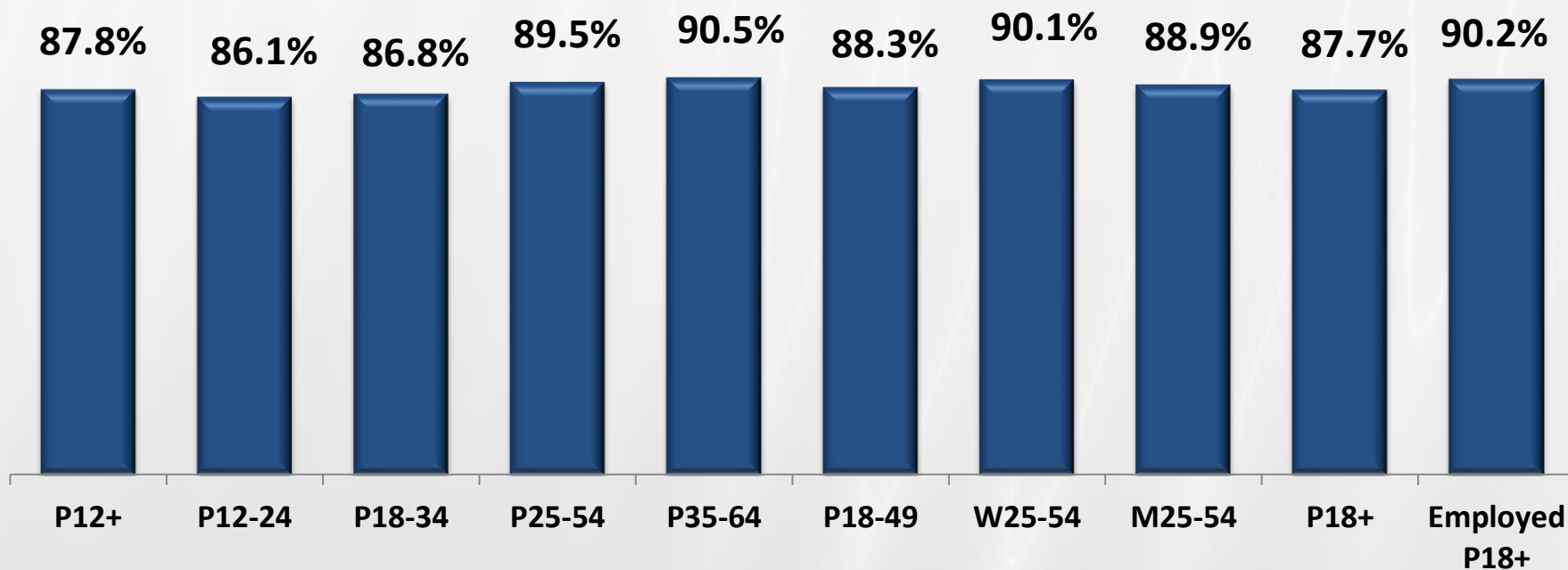


6.3 Million



NEARLY ALL ANGELENOS USE RADIO *OUT OF HOME.* IN REAL TIME. EVERY WEEK.

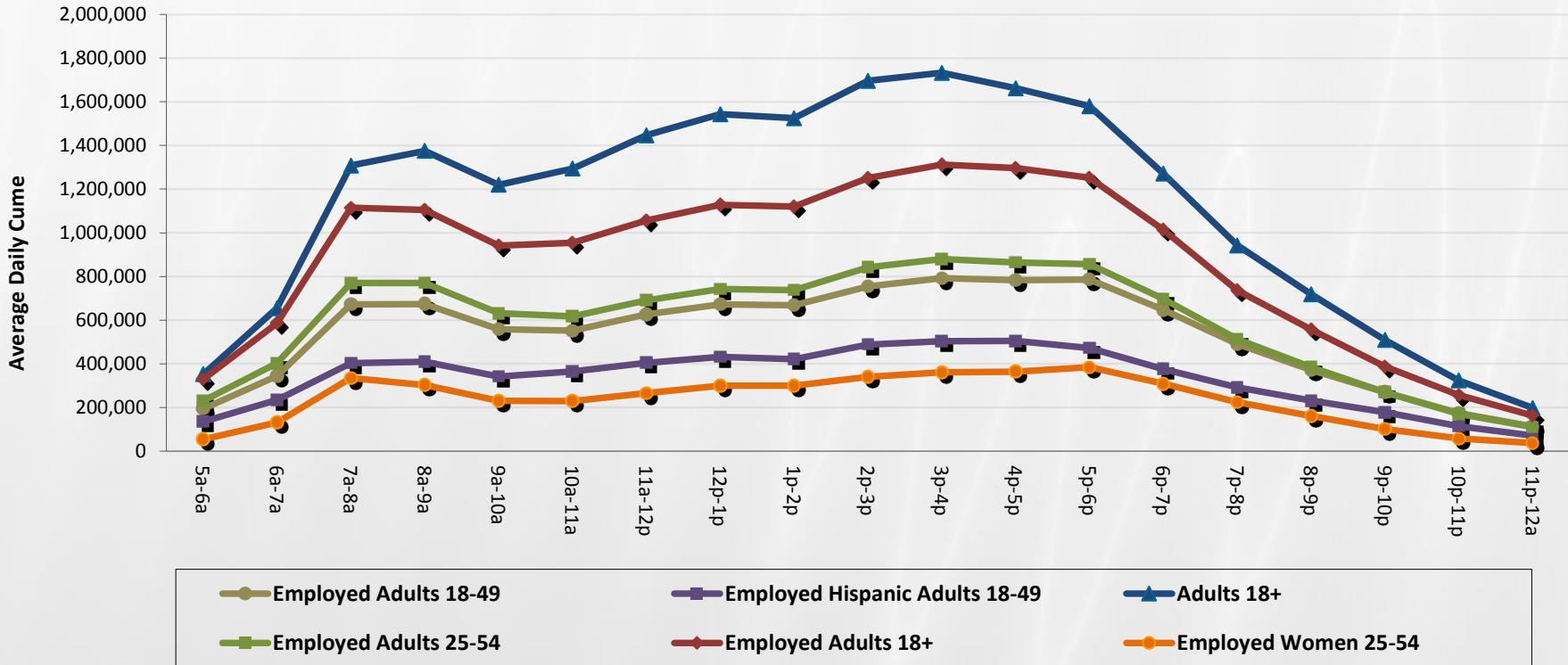
Weekly Radio Usage





WHEN AWAY FROM HOME, WORKING PEOPLE USE RADIO

Los Angeles Away from Home Listening Monday - Friday 5AM-MID Cume Comparison



These are people who might use your business during the day or on their way home. Radio lets you reach them when and where it matters, and when virtually no other mass media can.

Source: Nielsen Audio, Spring 2019, Los Angeles Metro, Average Daily Cume persons, Monday – Friday, 5am-mid.



ABOUT 9 OUT OF 10 WORKING PEOPLE IN LOS ANGELES LISTEN TO THE RADIO OUT OF HOME BETWEEN 5A AND 8P.

	Average Weekly Total Out of Home	Average Daily Time Exposed Out of Home	Average Weekly Total	Average Daily Time Exposed Total
Working Adults 18+	85.4%	1:45	87.5%	2:00
Working Adults 25-54	85.4%	1:45	87.3%	2:00
Hispanic Working Adults 18+	91.1%	2:00	93.0%	2:15
Working Adults 18-34	81.6%	1:30	84.6%	1:45
Hispanic Working Adults 18-34	88.4%	1:45	91.3%	2:00
Working Adults 25-64	86.5%	2:00	88.3%	2:15
Working Adults 25-54/ HHI \$75K+	83.5%	1:45	85.5%	2:00
Hispanic Working Adults 25-64	92.5%	2:15	94.0%	2:30
Hispanic Working Adults 25-54 Spanish Dominant	95.4%	2:15	96.5%	2:30
Working Men 25-54	84.4%	2:00	86.3%	2:15
Working Adults 35-54	86.7%	2:00	88.2%	2:15