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LISTENING TO RADIO DURING SOCAL'S TRAFFIC JAMS

San Diego

"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.

Source: Texas A&M Transportation Institute and INRIX, *2019 Urban Mobility Scorecard*, August 2019.

ANNUAL DELAY FOR SAN DIEGO COMMUTERS DURING PEAK TRAVEL PERIODS IS MORE THAN 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 $)
San Diego	**64**	**1.35**	**2.28**	**24**	**$1,444**
National	54	1.23	1.67	21	$1,010

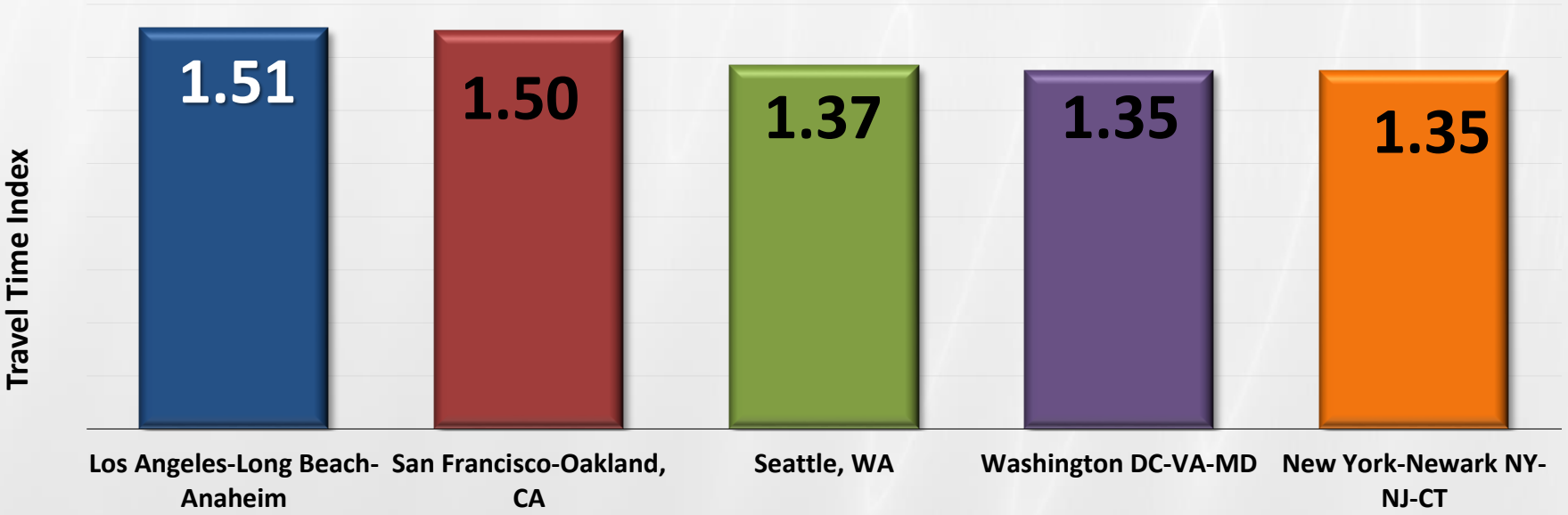
Source: Texas A&M Transportation Institute and INRIX, *2019 Urban Mobility Scorecard*, August 2019.

There are over 18.5 million vehicles registered in SOUTHERN CALIFORNIA, over 2.7 million in San Diego Metro

Source: DMV, Total Vehicles Registered, July 2019 (Los Angeles, Orange, Riverside, San Bernardino, Ventura, Imperial, Kern, Santa Barbara, San Diego, and San Luis Obispo Counties).

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

San Diego drivers spent **35%** 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 nearly 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 1.35 for San Diego indicates that a 20-minute free-flow trip takes 27 minutes in the peak.

Source: Texas A&M Transportation Institute and INRIX, *2019 Urban Mobility Scorecard*, August 2019.

PEOPLE IN SAN DIEGO DRIVE ALMOST 22.7 BILLION MILES PER YEAR.

The average peak traveler spends an extra 64 hours stuck in traffic each year, up 40 hours from 1982 when data was first collected.

Source: Texas A&M Transportation Institute and INRIX, *2019 Urban Mobility Scorecard*, August 2019.

Liz\Traffic\Crowded Roads

SCBA

Travel delays due to traffic congestion caused San Diego drivers to waste more than 32.6 MILLION gallons of fuel. The cost of congestion was over $2.7 MILLION, or $1,444 per commuter.

Source: Texas A&M Transportation Institute and INRIX, *2019 Urban Mobility Scorecard*, August 2019.

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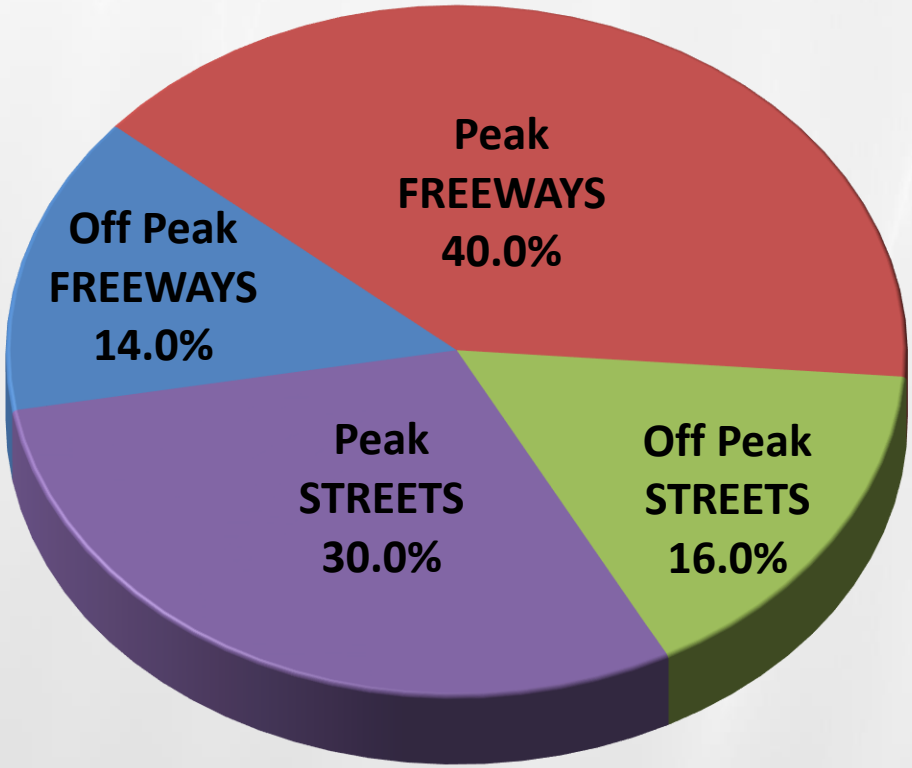
IN URBAN AREAS WITH POPULATION OVER 1 MILLION, APPROXIMATELY 54 PERCENT OF TRAVEL DELAY IS ON FREEWAYS

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 7 people in the San Diego Metro left for work before 6am

Source: U.S. Census, 2017: ACS 5-Year Estimates, Table B08302.

61.0% of working adults in the San Diego Metro have driven 100+ miles in the past week. **23.0%** have driven 250+ miles in the past week

Source: Scarborough, R1 2019 (January 2018 - 2019), San Diego Metro.

today's San Diego radio audience

2.5 Million

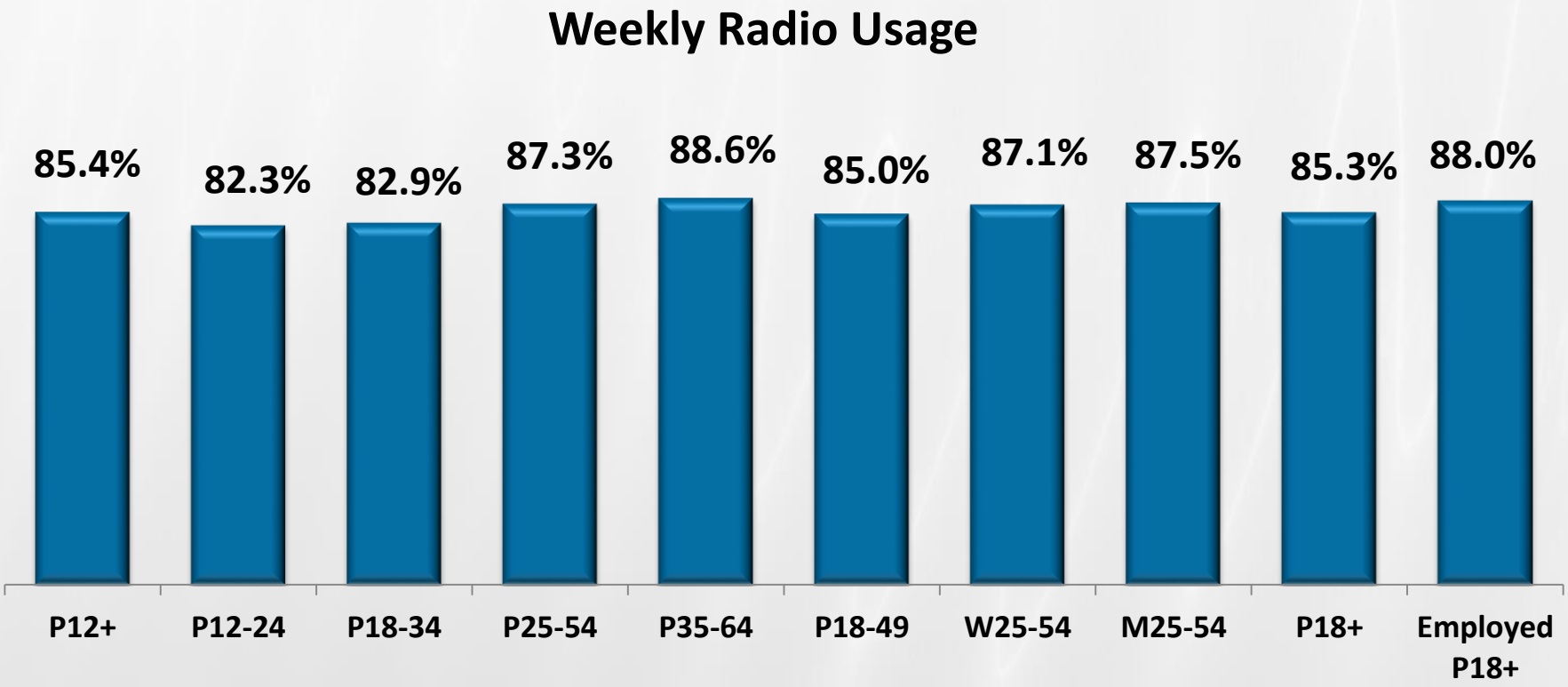
Source: Nielsen Audio, Spring 2019, San Diego Metro, Persons 12+, Monday-Sunday, 6a-mid.

today's
San Diego
Employed
radio audience

1.6 Million

Source: Nielsen Audio Spring 2019, San Diego Metro, Employed Adults 18+, Monday-Sunday, 6a-mid.

NEARLY ALL OF SAN DIEGO USES RADIO *OUT OF HOME*. IN REAL TIME. EVERY WEEK.



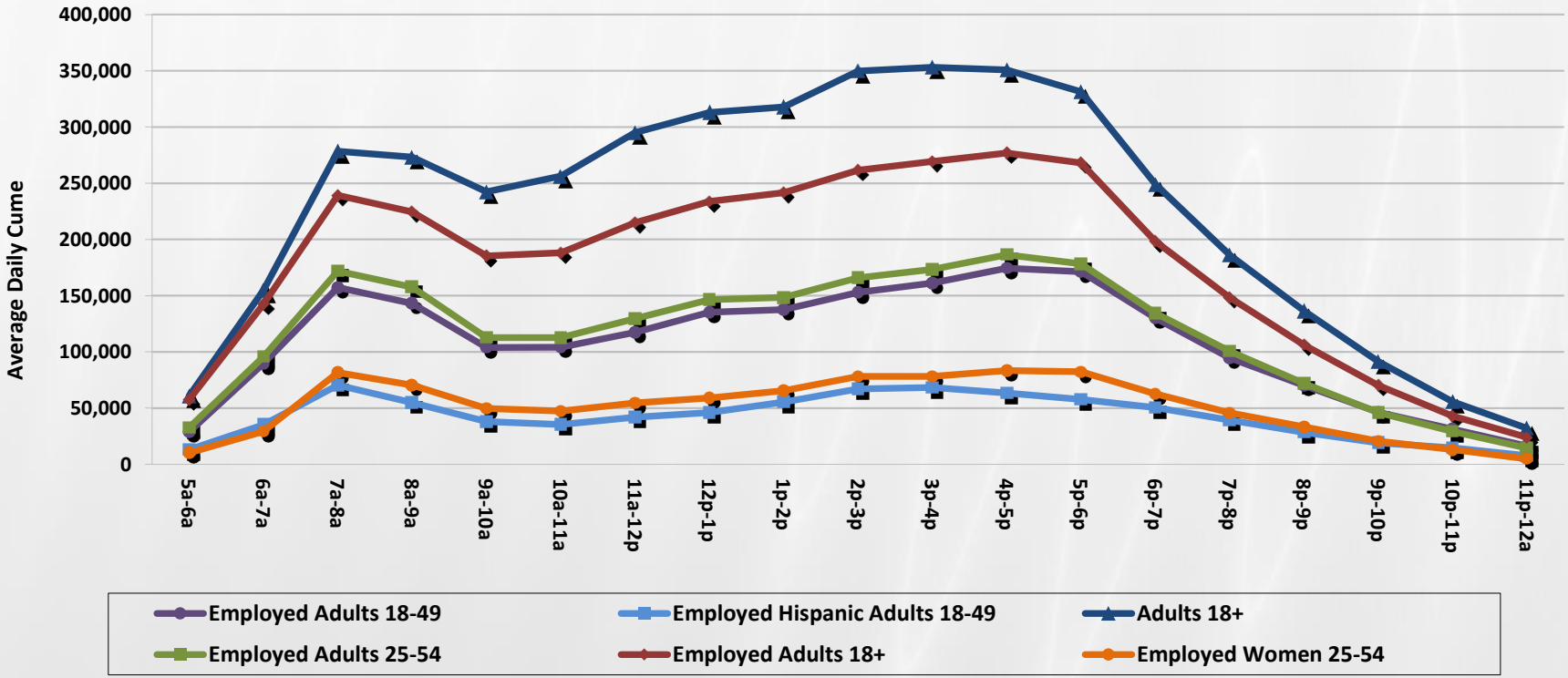
Source: Nielsen Audio, Spring 2019, San Diego Metro, Monday-Sunday, 6a-mid.

WHEN AWAY FROM HOME, WORKING PEOPLE USE RADIO

San Diego 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, San Diego Metro, Average Daily Cume persons, Monday – Friday, 5am-mid.

ABOUT 9 OUT OF 10 *WORKING PEOPLE* IN SAN DIEGO 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+	79.3%	1:30	82.5%	1:45
Working Adults 25-54	80.5%	1:30	82.9%	1:45
Hispanic Working Adults 18+	83.6%	1:30	87.7%	1:45
Working Adults 18-34	73.3%	1:15	77.8%	1:15
Hispanic Working Adults 18-34	78.2%	1:15	83.9%	1:15
Working Adults 25-64	80.9%	1:30	83.6%	1:45
Working Adults 25-54/ HHI $75K+	79.1%	1:15	80.8%	1:30
Hispanic Working Adults 25-64	85.3%	1:45	88.3%	2:00
Hispanic Working Adults 25-54 Spanish Dominant	91.7%	1:45	93.7%	2:00
Working Men 25-54	80.4%	1:30	82.7%	1:45
Working Adults 35-54	82.5%	1:30	84.4%	1:45

Source: Nielsen Audio, Spring 2019, San Diego Metro Ratings, Monday – Friday, 5am-8pm.