











CROWDED ROADS LEAD TO LOTS OF RADIO LISTENING

-  There are over **9.5 million** vehicles registered in the Los Angeles Metro – that’s a **23.9%** growth since 2000. *In approximately the same period, the population increased by only 6.2%.* (DMV, January 2015, Census 2000 Summary File (SF1)/Profile of General Demographic Characteristics: 2000 (DP-1), and U.S. Census, State & County QuickFacts/2013 Population Estimates)
-  There are over **17 million** vehicles registered in Southern California. That’s a growth of **30.2%** since 2000, compared with a **10.5%** growth in population. (DMV, January 2015, Census 2000 Summary File (SF1)/Profile of General Demographic Characteristics: 2000 (DP-1), and U.S. Census, State & County QuickFacts/2013 Population Estimates)
-  **1 out of 8** people in the Los Angeles Metro left for work before 6am. (U.S. Census, 2007-2011, American Community Survey, 5 Year Estimates, Table B08302)
-  **53.4%** of working adults in the Los Angeles Metro have driven 100+ miles in the past week. **19.7%** have driven 250+ miles in the past week. (Scarborough R2, August 2013 – July 2014, Los Angeles DMA)
-  People in the Los Angeles Metro drive over **93 billion miles** per year. (Texas Traffic Institute, 2012 *Urban Mobility Report*)
-  Our traffic is legendary (not in a good way). The average peak traveler in L.A. spends **61 hours** just stuck in traffic each year. (Texas Traffic Institute, 2012 *Urban Mobility Report*)
-  **87.3%** of working Adults 25-54 in households with \$75K+ income and **88.6%** of working adults 18+ spend nearly **2 hours** every day, Monday-Friday between 5A and 8P listening to radio *out of home*. (Nielsen Audio, Fall 2014, Los Angeles Metro)
-  **84.0%** of Persons 18+ who have driven/ridden in car last month say they use their AM/FM Radio in the car, and **62.0%** say it is the device they spend the most time with in car. (Arbitron Inc./Edison Research/Scarborough Research, *The Road Ahead, Media and Entertainment in the Car*, released September 2011)

Radio – It’s where people are when they’re not at home.

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