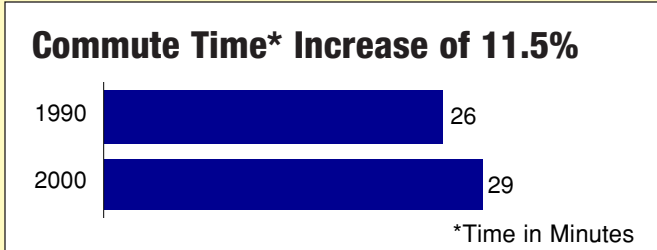


Los Angeles

Average Commute Time Increase of 11.5%



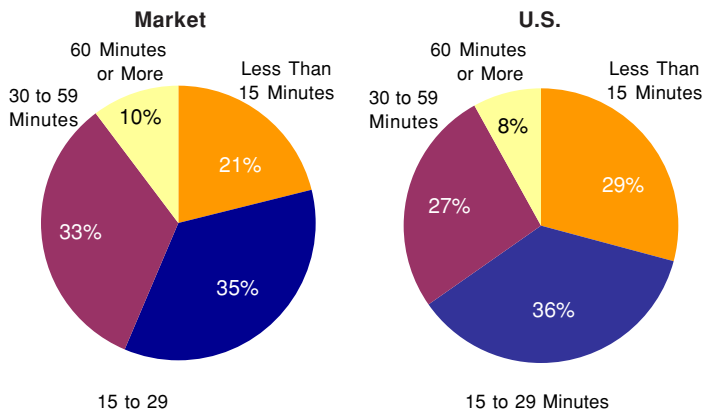
Comparison of 1990 and 2000 average one-way commute time for Los Angeles

Average Commute Time to Work

	1990	2000	% Increase
Market	26 minutes	29 minutes	11.5
U.S.	22 minutes	26 minutes	18.2

Commuters are spending more time traveling to work. That increase means more opportunities for outdoor/out-of-home and radio to reach their advertising targets.

One-Way Commute Time to Work



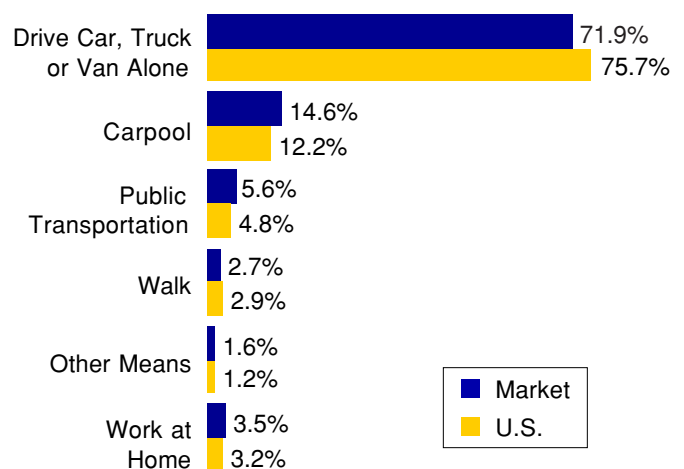
When Commuters Leave for Work

Time Range	Market	U.S.
12:00AM to 5:59AM	13%	11%
6:00AM to 6:59AM	18%	19%
7:00AM to 7:59AM	28%	31%
8:00AM to 8:59AM	17%	16%
9:00AM to 9:59AM	8%	6%
10:00AM to 11:59PM	16%	17%

Market Information

Persons 16+	9,276,477
Workers 16+	6,240,066
% Full-Time Workers	79%
% Part-Time Workers	21%

How Commuters Get to Work



Totals may not add to 100 due to rounding.