

LOS ANGELES

MARKET OVERVIEW MARKET FACTS



Impressions

Weekday Daily Impressions:	1,216,000
Weekend Daily Impressions:	721,000
Total Weekly Impressions:	7,522,000

Source: Los Angeles Metro, Average Boardings July 05 - June 06

Viewers

Weekday Daypart:	608,000
Weekend Daypart:	360,500

2 dayparts per day: 6am to 2pm and 2pm to 10pm

Reach

Weekly Reach:	1,022,757
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Source: Scarborough Release 2 2005 and 2006 Los Angeles Metro Area

Area covered by Metro Bus System



MARKET FACTS

Metro is the 2nd largest bus system in North America.

- 2,191 Vehicles
- 4,356 Screens



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MARKET OVERVIEW

BUYING PATTERNS

Index

Plan to pay between \$10-\$15,000 for a new vehicle 315

Plan to buy a computer 130

Plan to buy a cellular service for self 182

Plan to buy a video game system 121

Plan to buy an MP3 player 137

Usually see a new movie opening weekend 139

Drinks top 5 soft drinks in the Los Angeles Market 128

YOUNG AUDIENCE



All Viewers	% of Viewers	Index	Equivalent Rating per sales unit
18-24	23	169	7.7
18-34	50	146	6.8
18-49	76	116	5.4
Hispanic Viewers			
18-24	14	187	8.7
18-34	35	180	8.5
18-49	53	164	7.8
18+	64	163	7.8

Demographic Detail

Male	43%	Hispanic	64%	Caucasian	21%
Female	58%	African American	8%		

Source: Scarborough Release 2 2005 and 2006 Los Angeles Q107 ©copyright 2007, Transit Television Network. All rights reserved.

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