

ORLANDO

MARKET OVERVIEW MARKET FACTS



Area covered by Lynx Bus System



Impressions

Weekday Daily Impressions:	77,000
Weekend Daily Impressions:	40,000
Total Weekly Impressions:	465,000

Source: Orlando Lynx, Average Boardings, June 05 - May 06

Viewers

Weekday Daypart:	38,500
Weekend Daypart:	20,000

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

Reach

Weekly Reach:	50,955
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Source: Scarborough Release 2 2005 and 2006 Orlando Metro Area

MARKET FACTS

Lynx serves Orange, Seminole, and Osceola Counties; an area of 2,500 square miles.

184 Vehicles
540 Screens



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MARKET OVERVIEW



BUYING PATTERNS

Index

Plan to pay between \$15-\$20,000 for a new vehicle 336

Plan to buy a computer 203

Plan to buy a cellular service for self 197

Plan to buy HDTV 244

Usually see a new movie opening weekend 189

YOUNG AUDIENCE

All Viewers

% of Viewers

Index

Equivalent Rating per sales unit

18-24	31	241	4.5
18-34	50	155	2.7
18-49	80	128	2.2

Hispanic Viewers

18-24	11	279	6.7
18-34	19	191	4.1
18-49	30	175	3.9
18+	33	159	3.5

Demographic Detail

Male	55%	Hispanic	33%	Caucasian	34%
Female	45%	African American	21%		

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

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