



## Commuter Profile



**The average commute distance for Contra Costa County commuters is 44 miles**



**The average commute time for Contra Costa County commuters is 74 minutes**



**Over 81% of all Contra Costa County commuters travel by car vs. commuters from other Bay Area counties that rely on public transportation.**



**42% of all commuters get their traffic information via radio. Radio is the most popular source for this information followed by Internet @ 24%**

**KKDV exclusively targets Commuters with up-to-the minute on-air and on-line "Hometown" traffic reports 24/7!**

\* Commute Profile 2006, Round trip information (San Francisco Bay Area)