

# RADIO'S WEEKLY REACH 94% OF MARCH

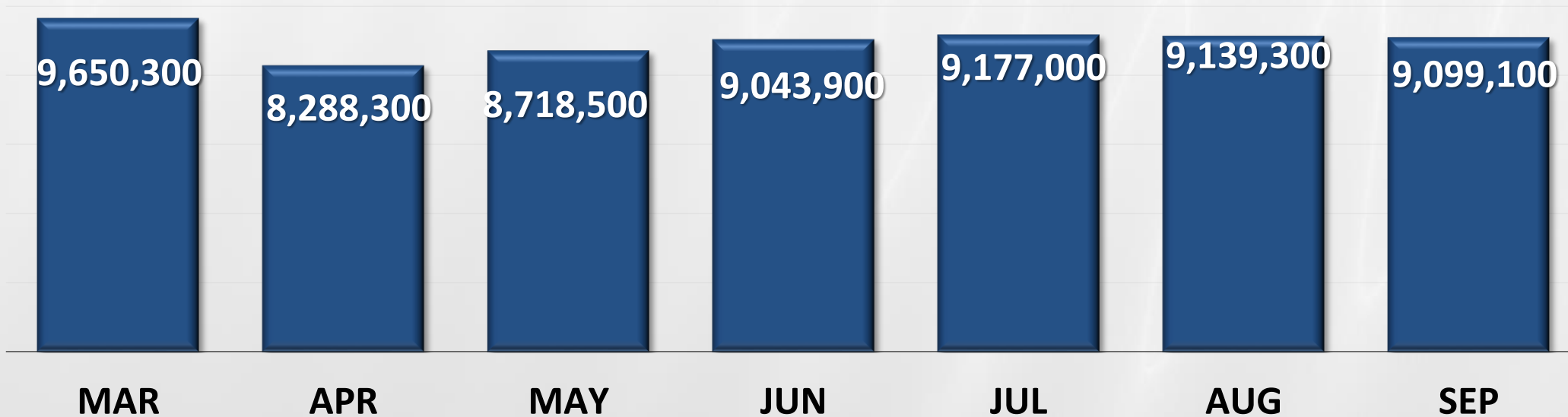
Average Weekly Cume in September 2020 compared to March 2020  
*Los Angeles*



Cume Persons

**REACH RECOVERY FORMULA**

$$\frac{9,099,100}{9,650,300} \times 100 = 94$$



# RADIO'S WEEKLY REACH NOW 94% OF MARCH

## Average Weekly Cume Comparison *Los Angeles*

DEMO	MAR	APR	MAY	JUN	JUL	AUG	SEP
P12+	9,650,300	8,288,300	8,718,500	9,043,900	9,177,000	9,139,300	9,099,100
P18-34	2,678,000	2,230,500	2,360,200	2,485,200	2,538,100	2,511,700	2,489,300
P18-49	5,068,400	4,351,600	4,569,100	4,714,000	4,826,900	4,791,300	4,774,200
P25-54	4,866,700	4,289,000	4,507,900	4,594,200	4,678,700	4,643,400	4,653,500
P35-64	4,662,800	4,184,000	4,354,700	4,428,200	4,502,500	4,502,500	4,492,700
Black 12+	639,100	540,200	590,500	587,200	581,600	610,300	591,800
Hispanic 12+	4,431,500	3,943,500	4,128,100	4,229,100	4,304,200	4,263,900	4,234,300

# CUME 90%+ OF MARCH FOR NEARLY EVERY DEMO

## Cume Recovery Index vs. March 2020 *Los Angeles*

DEMO	APRIL 2020 vs. MARCH 2020	MAY 2020 vs. MARCH 2020	JUNE 2020 vs. MARCH 2020	JULY 2020 vs. MARCH 2020	AUGUST 2020 vs. MARCH 2020	SEPTEMBER 2020 vs. MARCH 2020
P12+	86	90	94	95	95	94
P18-34	83	88	93	95	94	93
P18-49	86	90	93	95	95	94
P25-54	88	93	94	96	95	96
P35-64	90	93	95	97	97	96
Black 12+	85	92	92	91	95	93
Hispanic 12+	89	93	95	97	96	96

# RADIO'S AVERAGE AUDIENCE NOW 84% OF MARCH

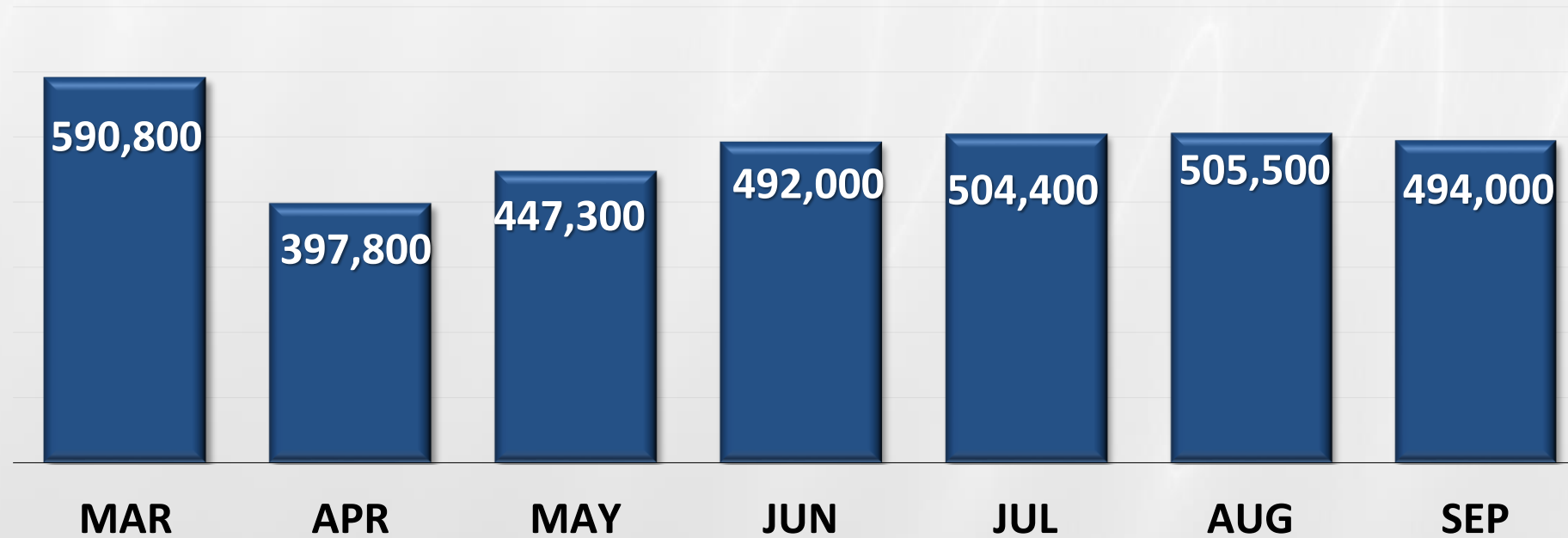
Average Quarter Hour Persons in September 2020 compared to March 2020  
*Los Angeles*



AQH Persons

**AQH RECOVERY FORMULA**

$$\frac{494,000}{590,800} \times 100 = 84$$



# RADIO'S AVERAGE AUDIENCE NOW 84% OF MARCH

## Average Quarter Hour Persons Comparison *Los Angeles*

DEMO	MAR	APR	MAY	JUN	JUL	AUG	SEP
P12+	590,800	397,800	447,300	492,000	504,400	505,500	494,000
P18-34	128,800	81,300	97,500	103,600	108,500	111,000	105,700
P18-49	289,700	184,500	216,100	234,600	246,400	247,000	236,400
P25-54	309,200	197,200	226,600	245,300	257,800	256,700	255,600
P35-64	335,100	224,400	249,800	278,500	288,000	288,000	282,400
Black 12+	37,100	27,600	30,200	34,300	28,600	29,300	30,000
Hispanic 12+	308,300	208,700	239,400	256,400	268,100	266,500	254,000

# AQH 80%+ OF MARCH FOR EVERY DEMO

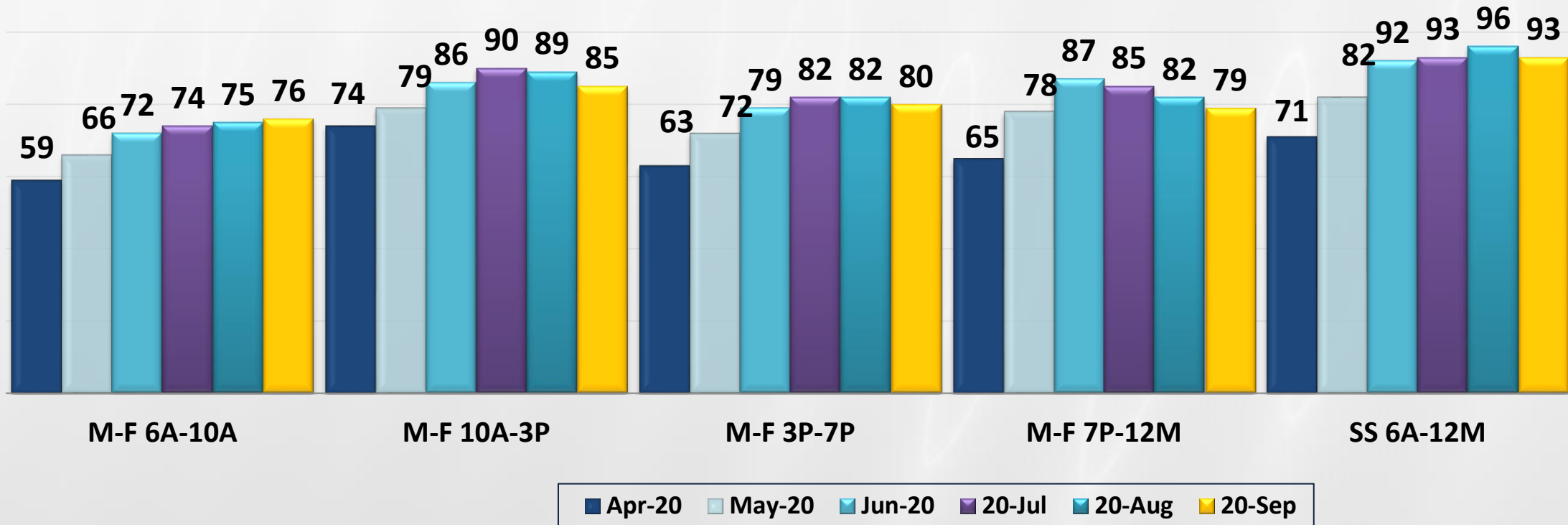
## Average Quarter Hour Recovery Index vs March 2020 *Los Angeles*

DEMO	APR 2020 vs. MAR 2020	MAY 2020 vs. MAR 2020	JUN 2020 vs. MAR 2020	JUL 2020 vs. MAR 2020	AUG 2020 vs. MAR 2020	SEPT 2020 vs. MAR 2020
P12+	67	76	83	85	86	84
P18-34	63	76	80	84	86	82
P18-49	64	75	81	85	85	82
P25-54	64	73	79	83	83	83
P35-64	67	75	83	86	86	84
Black 12+	74	81	92	77	79	81
Hispanic 12+	68	78	83	87	86	82

# MIDDAY, EVENINGS, AND WEEKENDS APPROACH MARCH LEVELS IN LOS ANGELES

Average Quarter Hour Recovery by Daypart April, May, June, July, August, and September 2020 vs. March 2020

*Los Angeles*



# MOST LISTENING STILL TAKES PLACE OUT OF HOME IN LOS ANGELES

Share of listening in and out of home in Los Angeles

