

REACH AND TIME



RADIO REACHES **92.9%**
OF PERSONS 12+ IN
SOUTHERN CALIFORNIA
EVERY WEEK

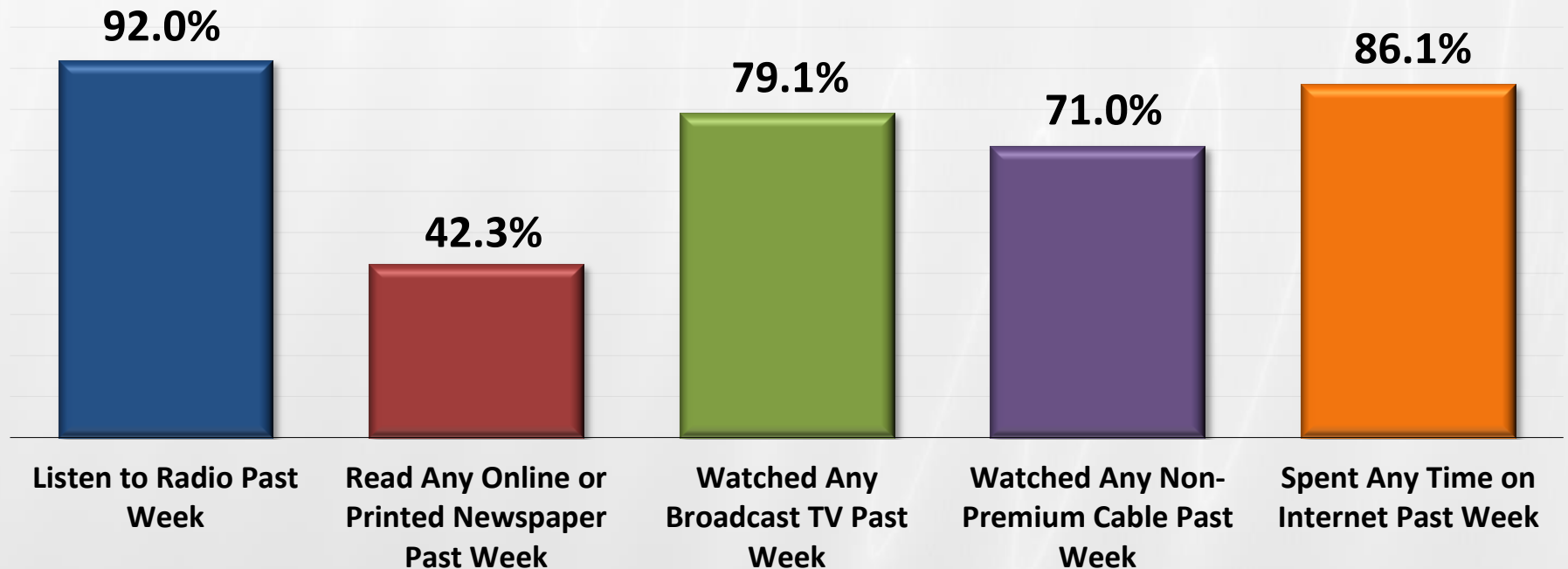


10.5 HOURS
SPENT WITH RADIO
EACH WEEK



RADIO REACHES MORE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

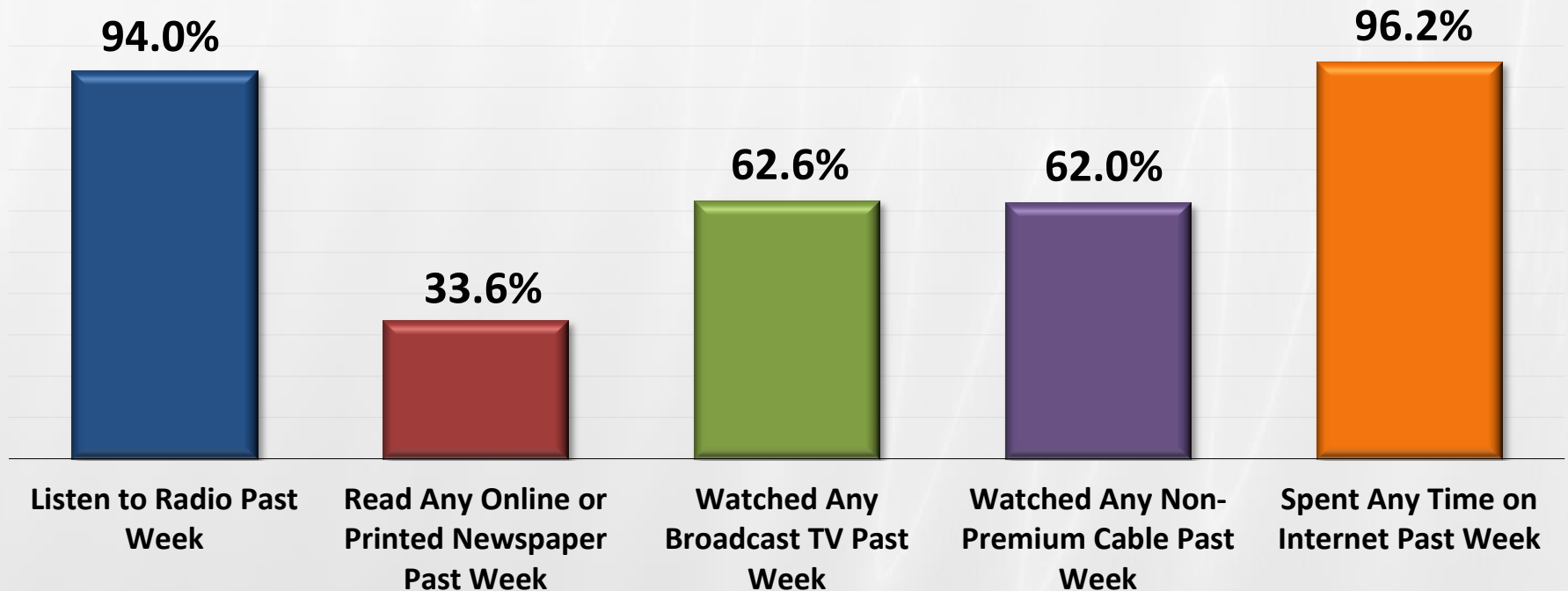
Radio reaches **92.0%** of Los Angeles DMA **Adults 18+**





RADIO REACHES **MILLENNIALS**

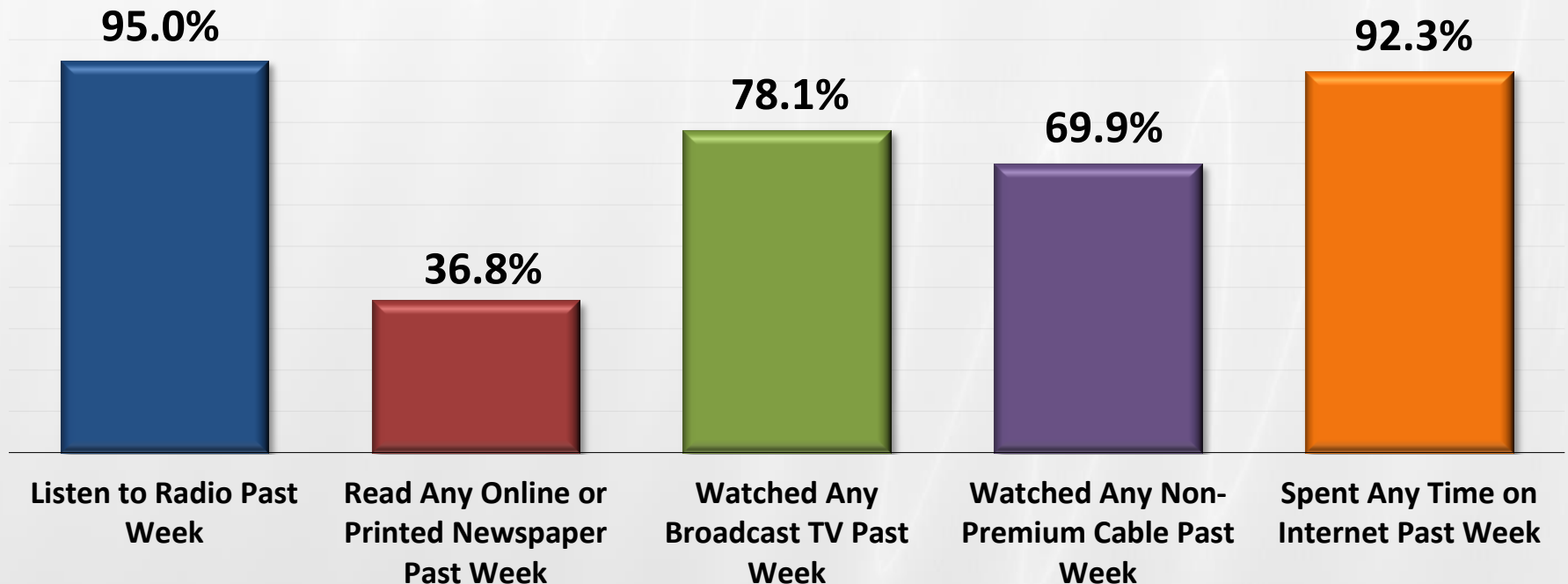
Radio reaches **94.0%** of Los Angeles DMA **Millennials**





RADIO REACHES MORE **GEN X** IN A WEEK THAN ANY OTHER MEDIUM

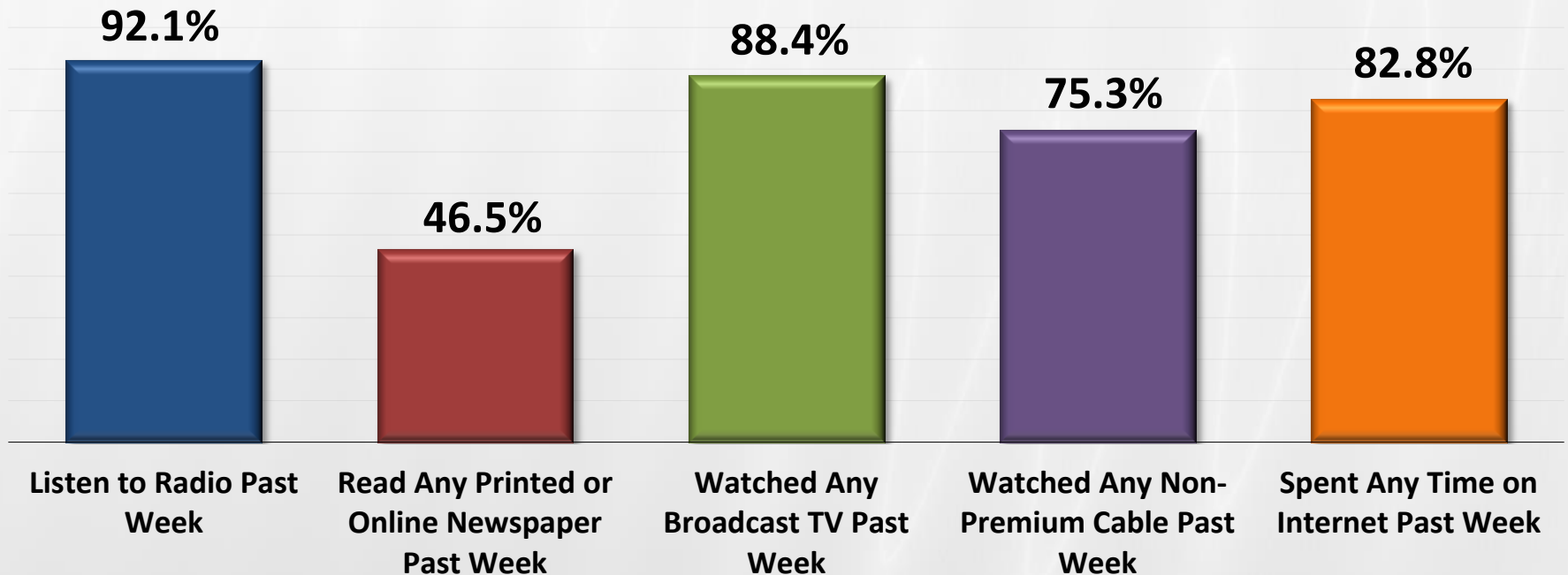
Radio reaches **95.0%** of Los Angeles DMA **Gen X**





RADIO REACHES MORE **BABY BOOMERS** IN A WEEK THAN ANY OTHER MEDIUM

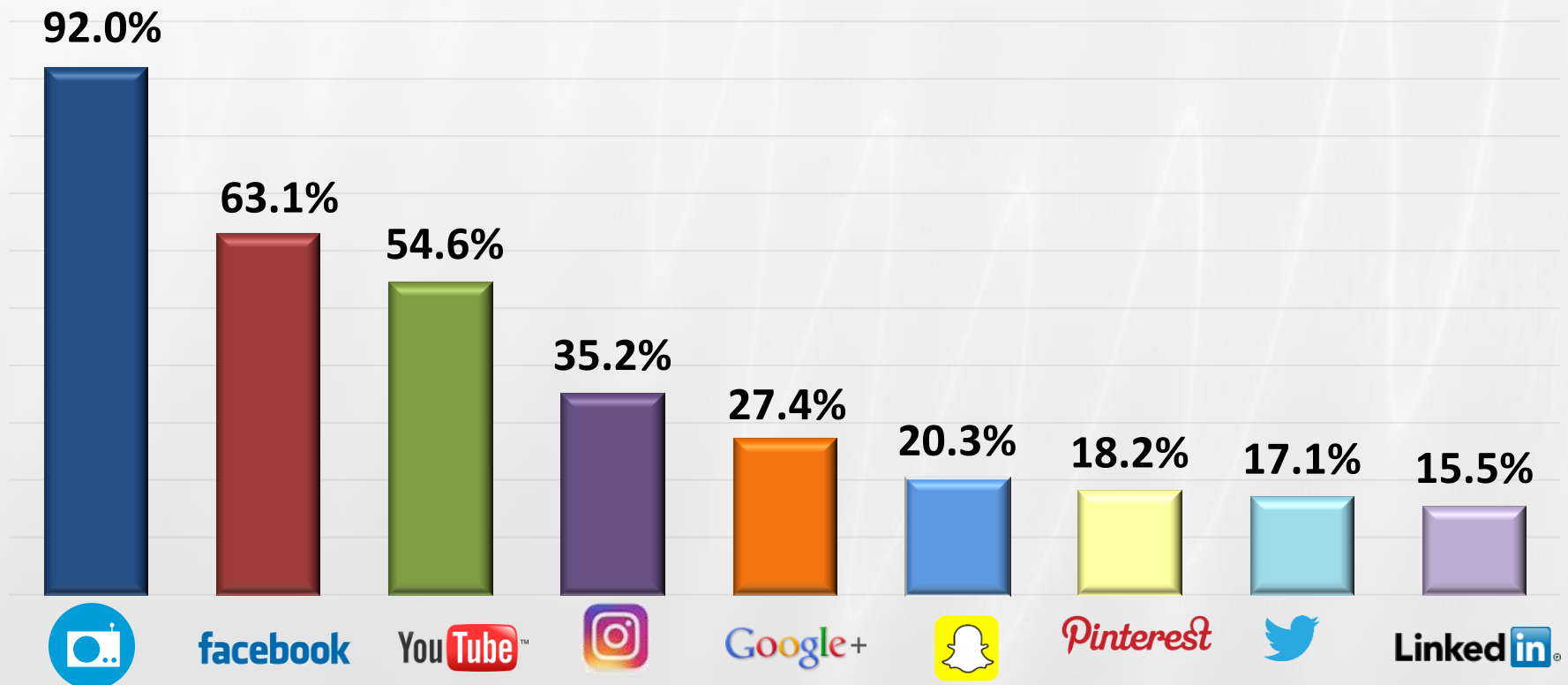
Radio reaches **92.1%** of Los Angeles DMA *Baby Boomers*





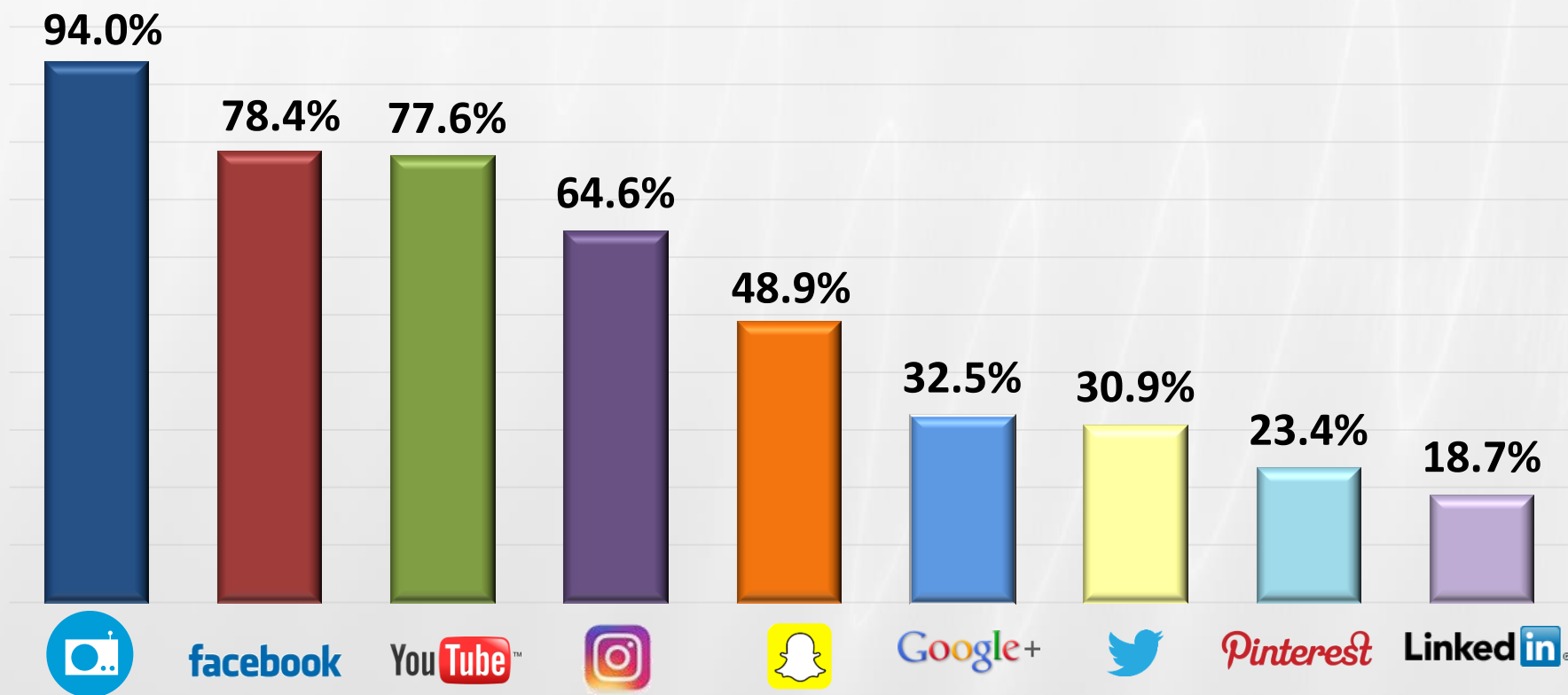
MORE **ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



MILLENNIALS LISTEN TO RADIO

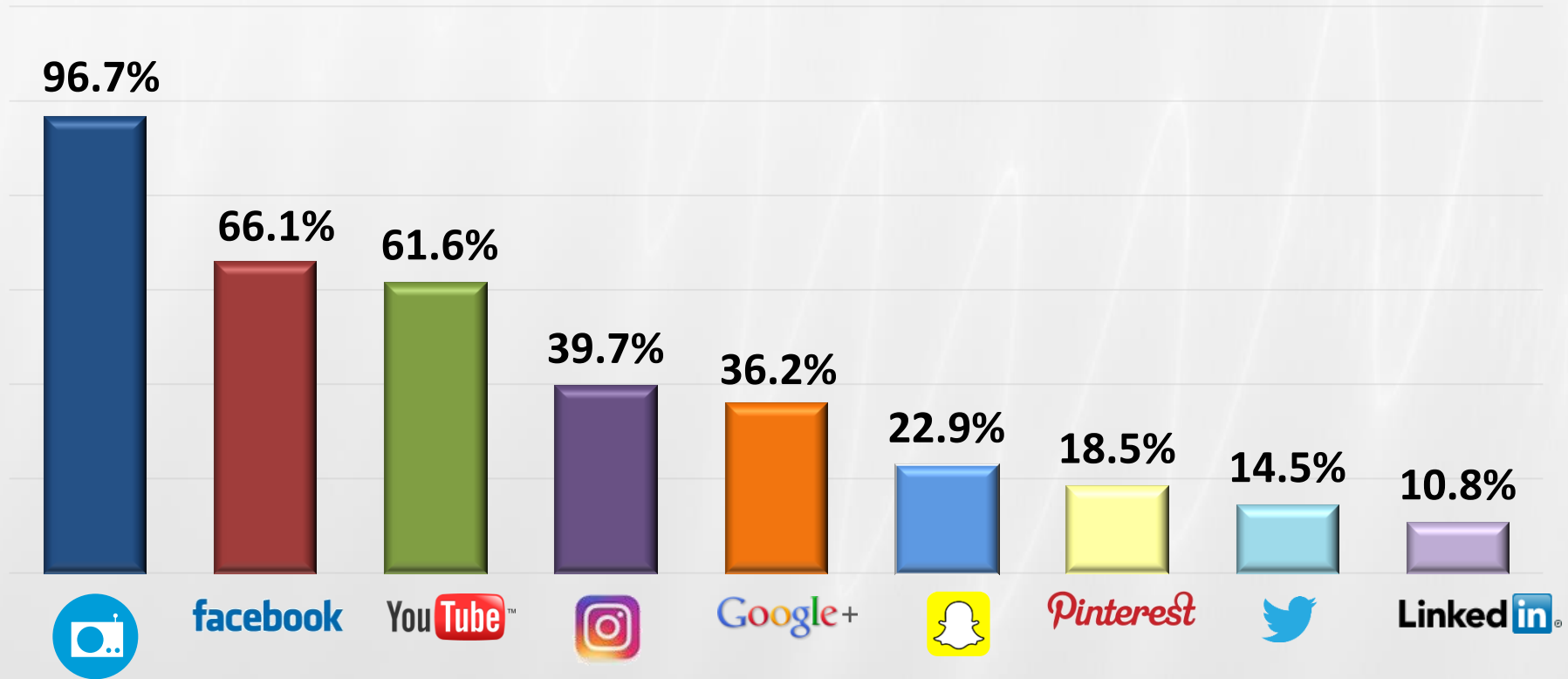
Reach %





MORE **GEN X** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



Source: Scarborough, R2 2017 (August 2016 – July 2017), Los Angeles DMA, Gen X (30-49).