



ON A TYPICAL DAY IN THE INLAND EMPIRE



Only **37.1%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past week. (Scarborough Release 2 2017 (August 2016 – July 2017), Riverside/San Bernardino Metro, Adults 18+)



Eight out of ten people **have not looked at or read** the **business/finance section** of **any** newspaper in past 7 days. (Scarborough Release 2 2017 (August 2016 – July 2017), Riverside/San Bernardino Metro, Adults 18+)



Only **24%** of people **have looked at or read** the **sports section** in the past 7 days. (Scarborough Release 2 2017 (August 2016 – July 2017), Riverside/San Bernardino Metro, Adults 18+)



21.4% of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 2 2017 (August 2016 – July 2017), Riverside/San Bernardino Metro, Adults 18+)



Three out of four people tune into **Radio** during afternoon drive every week (92.1%). (Nielsen Audio, Q2 2017, Riverside/San Bernardino Metro, Adults 18+, Monday – Friday, 3p-7p)



Nearly **three out of four** Employed Adults 18+ listen to **Radio each day** (72.0%). (Nielsen Audio, Q2 2017, Riverside/San Bernardino Metro, Employed Adults 18+, Monday – Friday, 5a-mid)



More Adults 18+ listen to the **Radio each day** (66.0%) than listen to any Satellite Radio in **past week** (10.5%). (Nielsen Audio, Q2 2017, Monday -Friday, 5a-mid and Scarborough Release 2 2017 (August 2016 – July 2017), Riverside/San Bernardino Metro, Adults 18+)



More people hear **Radio each week** (87.2%) than visit **Pandora** in the **past week** (25.0%). (Nielsen Audio, Q2 2017, Monday – Friday, 5a-mid and Scarborough Release 2 2017 (August 2016 – July 2017), Riverside/San Bernardino Metro, Adults 18+)



Nearly **nine out of ten** people (87.2%) **do listen** to **Radio** for **9 hours** every week. (Nielsen Audio, Q2 2017, Riverside/San Bernardino Metro, Persons 18+, Monday – Friday, 5a-mid)

Radio is the most **reliable** way to reach someone in the Inland Empire on any given day.