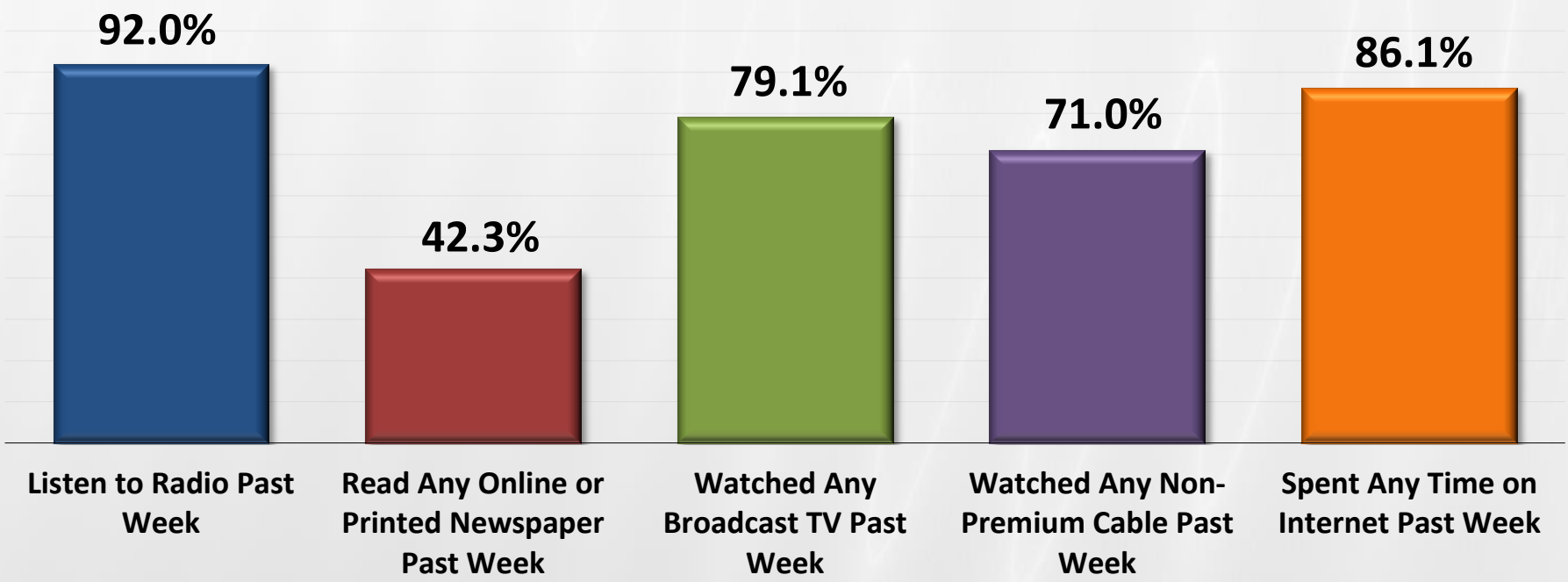




RADIO REACHES MORE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

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

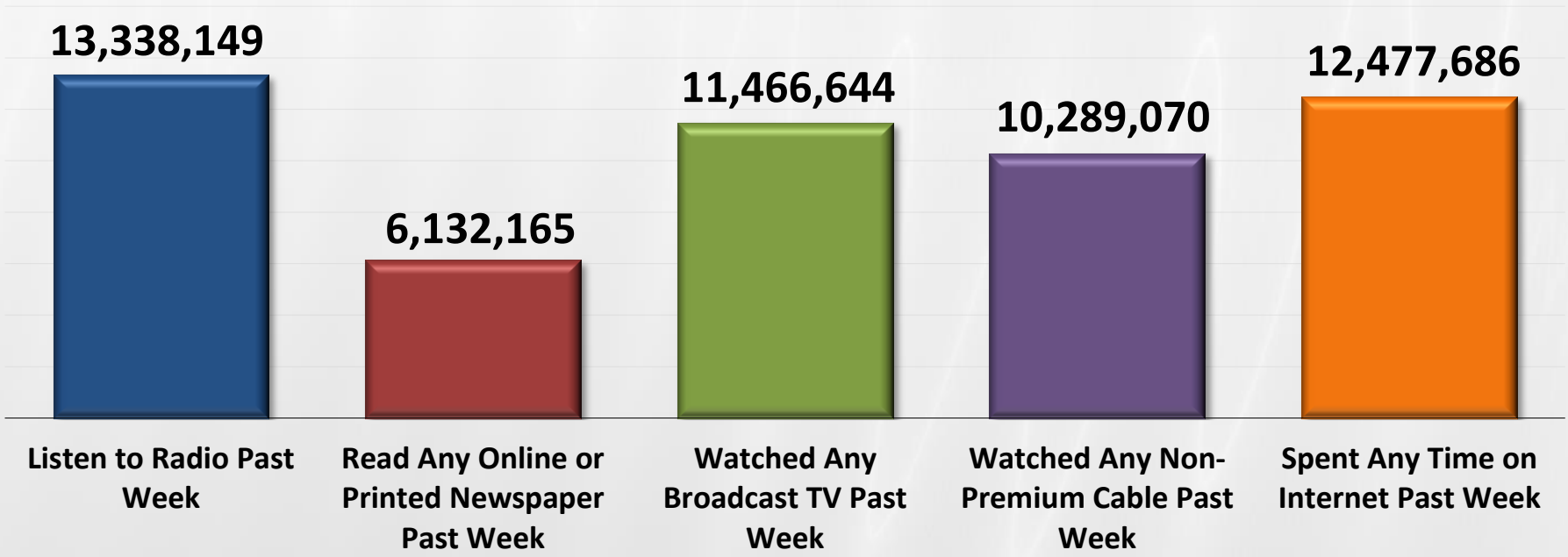


Source: Scarborough, R2 2017 (August 2016 – July 2017), Los Angeles DMA, Adults 18+.



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

*Radio reaches over **13 million**
Los Angeles DMA **Adults 18+***

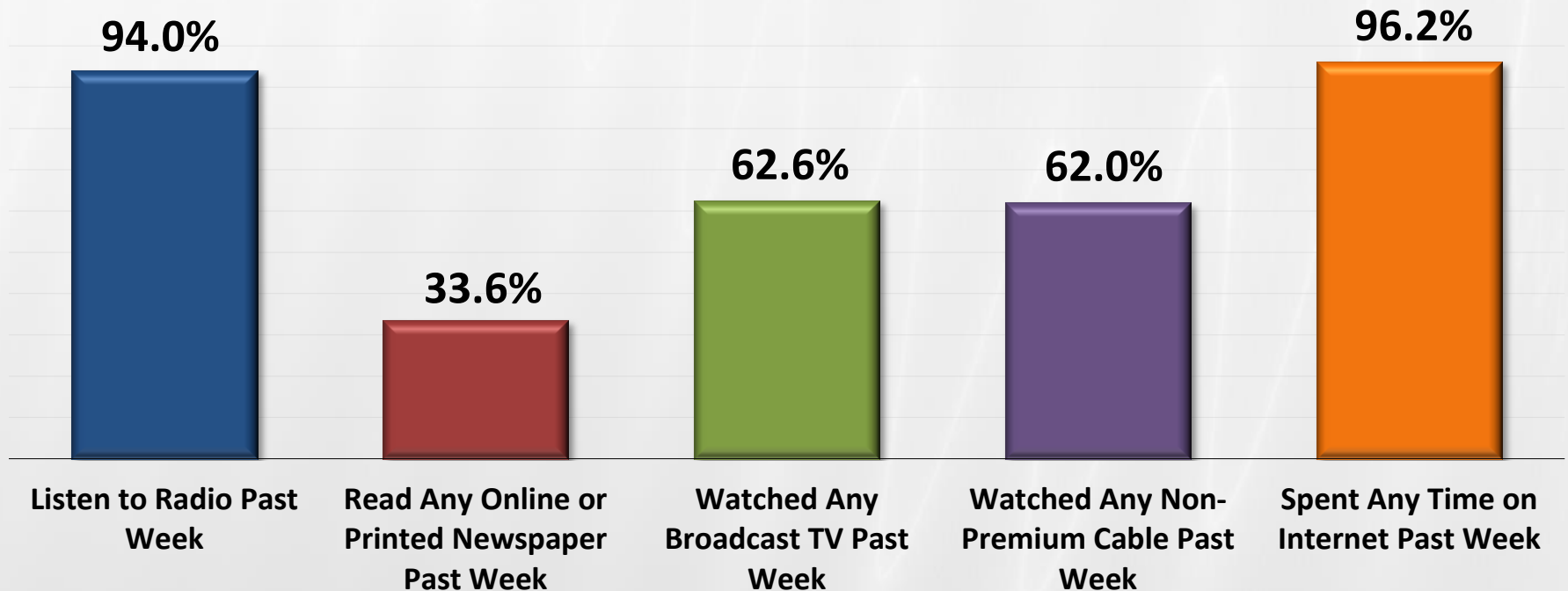


Source: Scarborough, R2 2017 (August 2016 – July 2017), Los Angeles DMA, Adults 18+.



RADIO REACHES **MILLENNIALS**

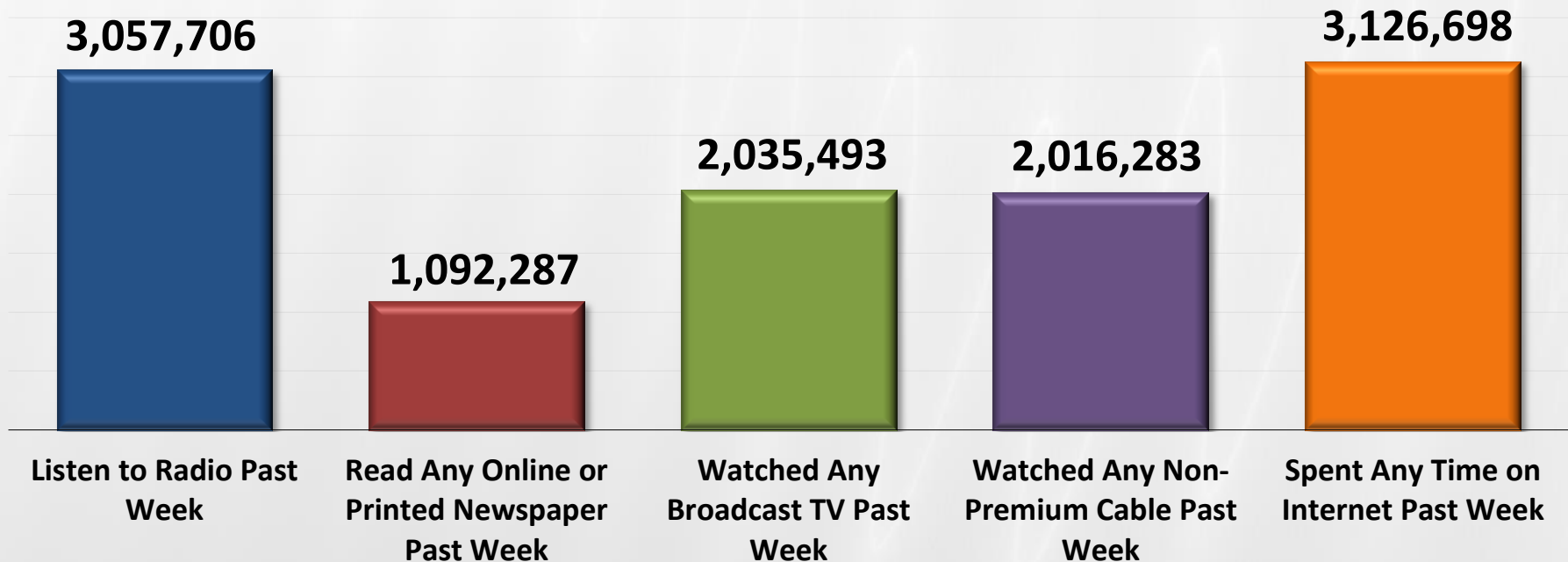
Radio reaches **94.0%** of Los Angeles DMA **Millennials**





RADIO REACHES MORE **MILLENNIALS** IN A WEEK THAN ANY OTHER MEDIUM

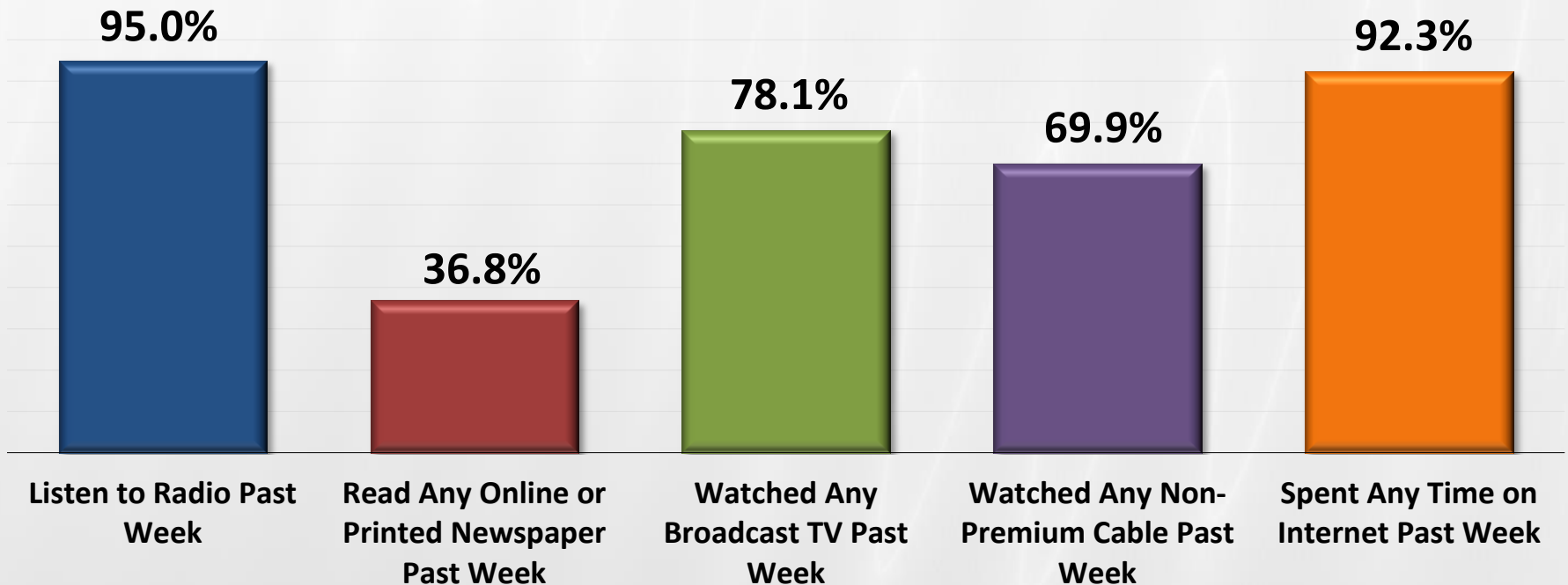
*Radio reaches over **3 million**
Los Angeles DMA **Millennials***





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

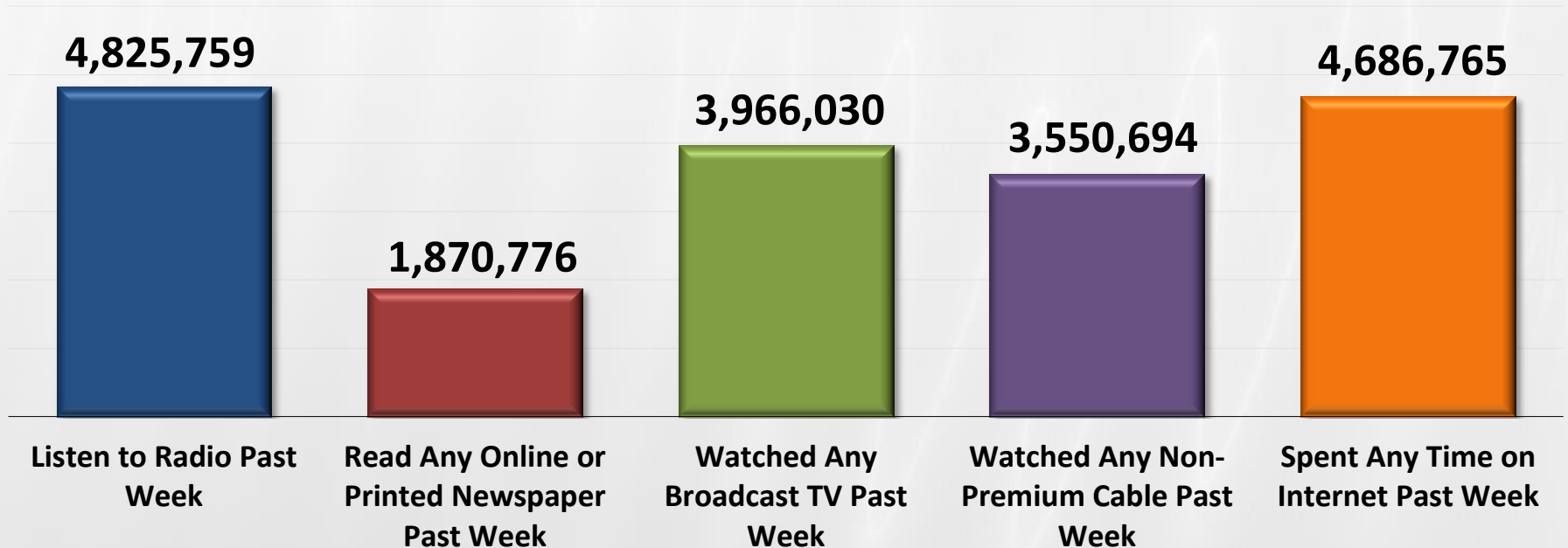
Radio reaches **95.0%** of Los Angeles DMA **Gen X**





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

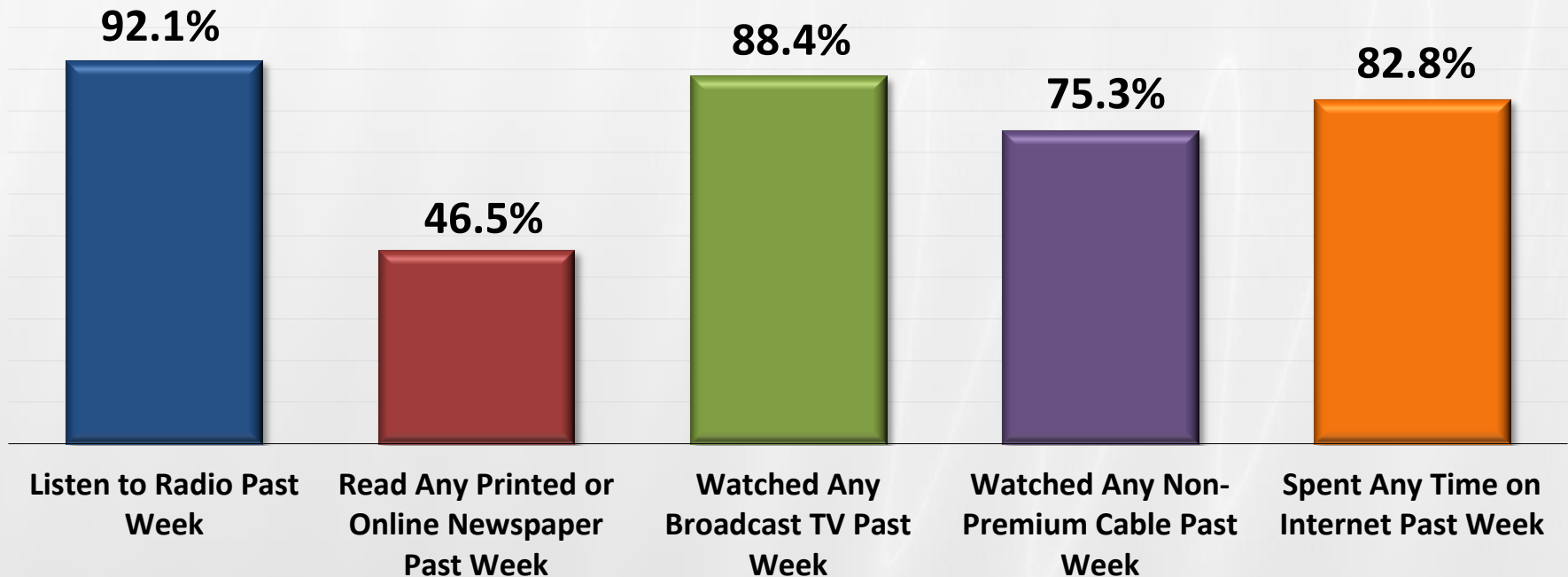
*Radio reaches nearly **5 million**
Los Angeles DMA **Gen X***





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

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





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

*Radio reaches over **4 million**
Los Angeles DMA **Baby Boomers***

