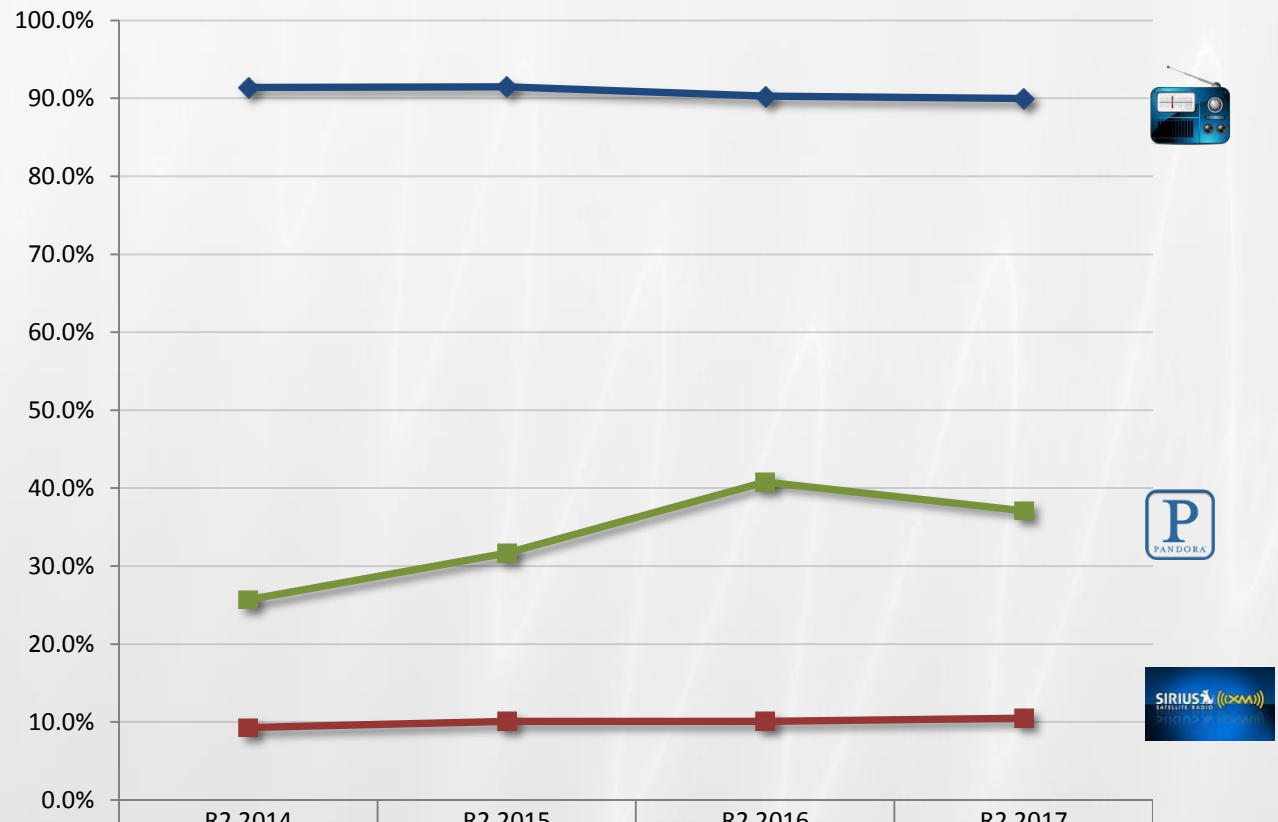




BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

Inland Empire Adults 18+



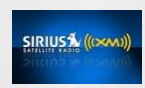
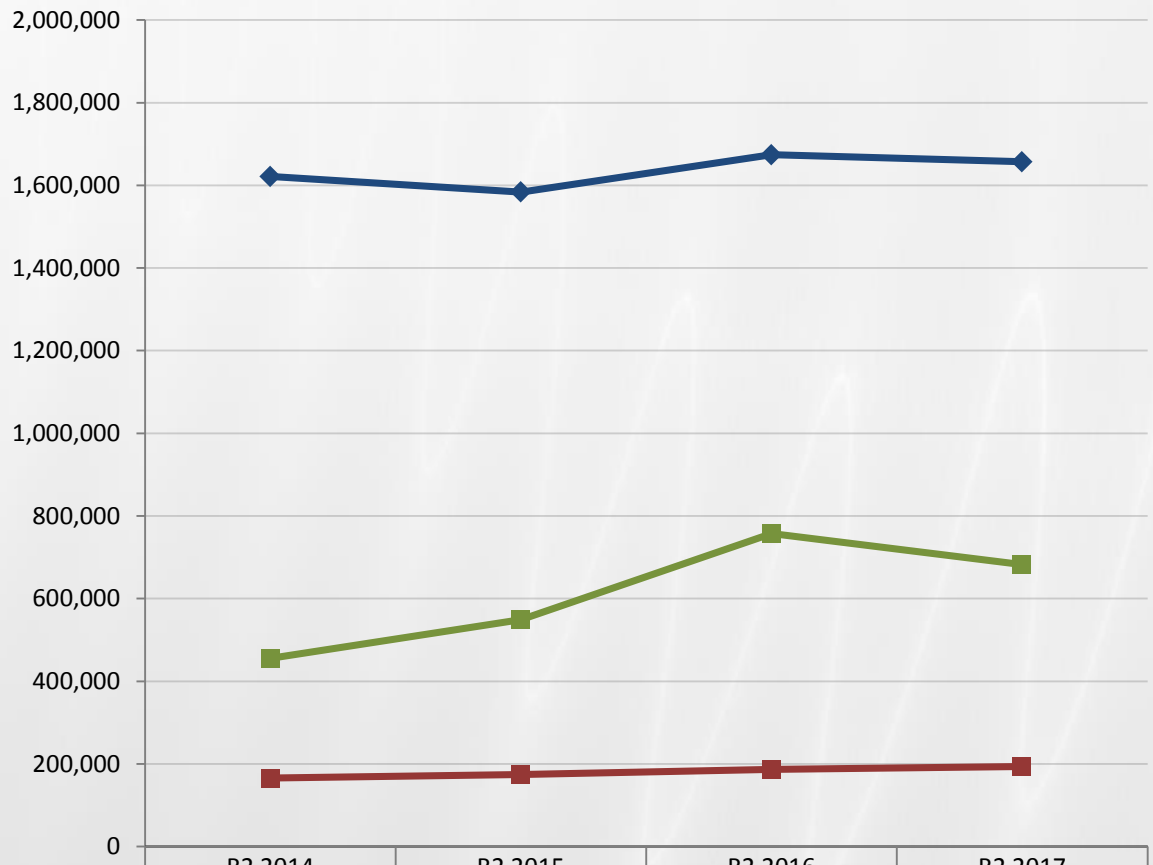
	R2 2014	R2 2015	R2 2016	R2 2017
Listen to Radio Past WEEK (M-Su, 6a-mid)	91.4%	91.5%	90.3%	90.0%
Listened to Satellite Radio Past WEEK	9.3%	10.1%	10.1%	10.5%
Visited Pandora Past MONTH	25.7%	31.7%	40.8%	37.1%

Source: Scarborough, Release 2, 2014 – 2017, Riverside/San Bernardino Metro, Adults 18+.



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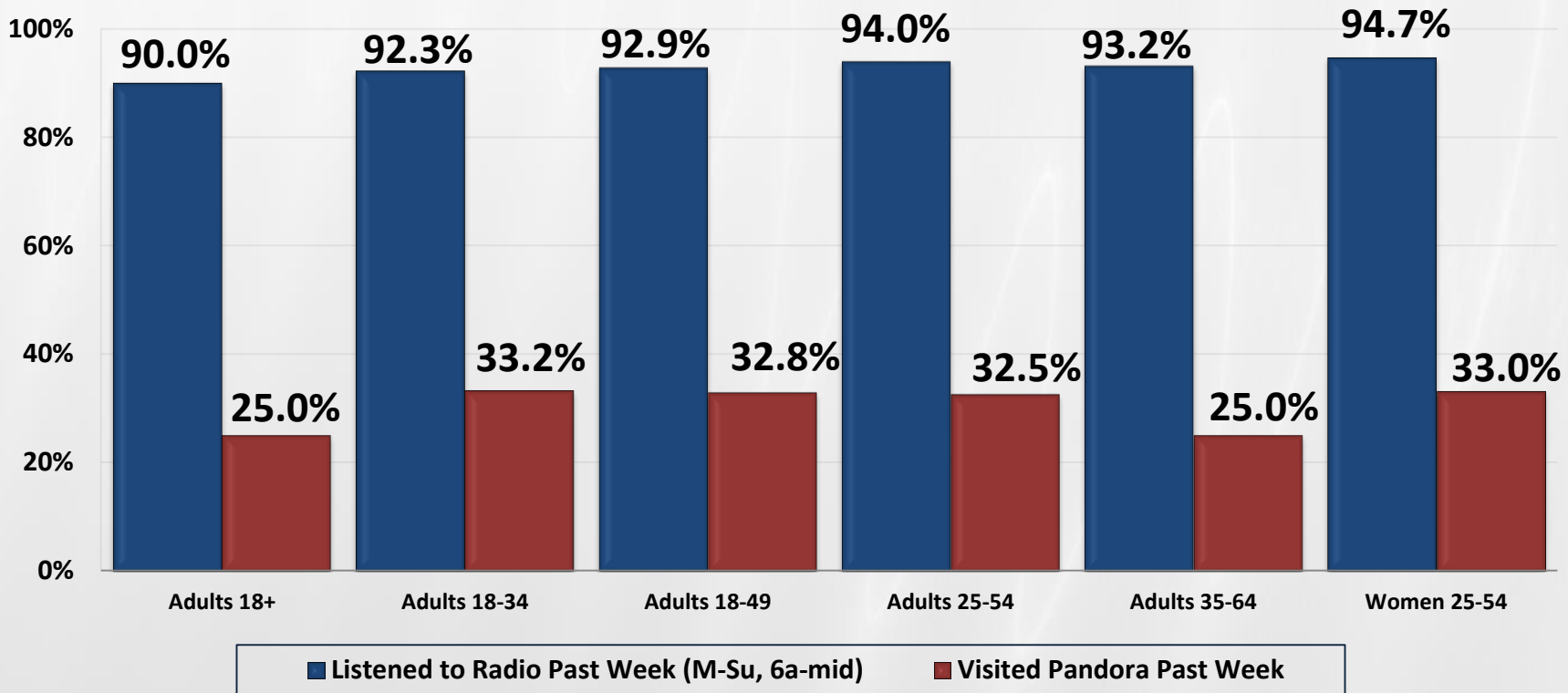


	R2 2014	R2 2015	R2 2016	R2 2017
Listen to Radio Past WEEK (M-Su, 6a-mid)	1,621,551	1,583,800	1,674,038	1,656,849
Listened to Satellite Radio Past WEEK	165,457	174,044	186,592	193,315
Visited Pandora Past MONTH	455,793	548,864	757,160	682,212

Source: Scarborough, Release 2, 2014 – 2017, Riverside/San Bernardino Metro, Adults 18+.



RADIO REACHES MORE ADULTS ACROSS ALL DEMOS IN A WEEK THAN PANDORA





SATELLITE VS. LOCAL RADIO IN THE INLAND EMPIRE

Only **10.5%** of Adults 18+ in the Inland Empire has **listened** to ANY satellite radio at all in the **past week**. And only **7.8%** **currently own** a satellite radio system.

