

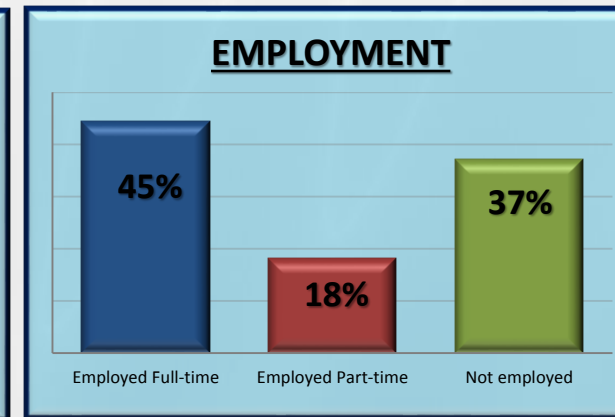
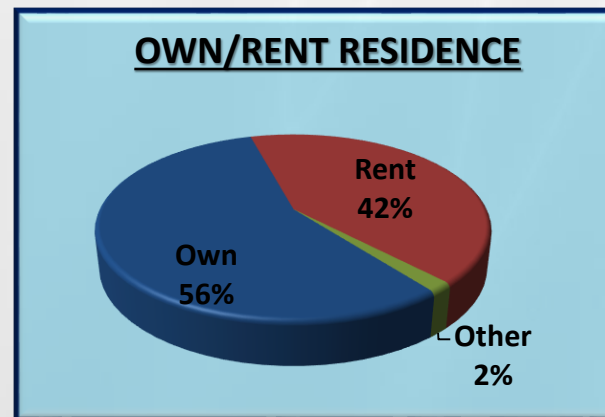
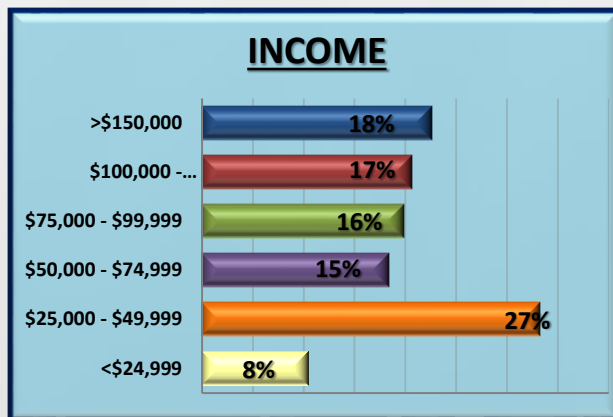
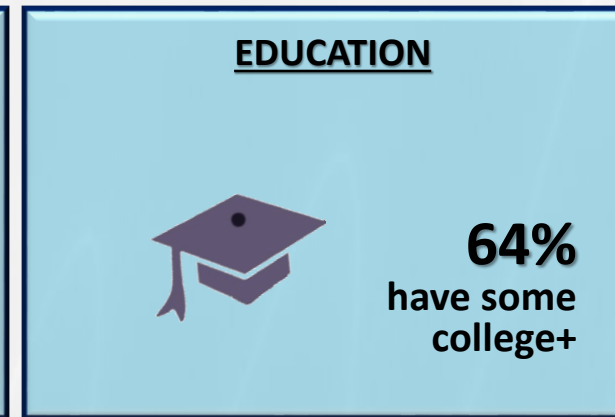
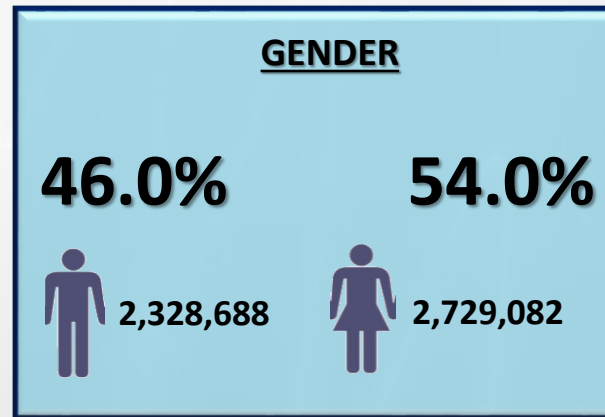
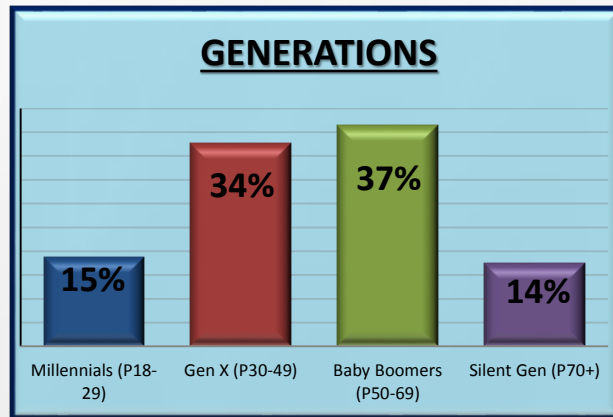
# **SOUTHERN CALIFORNIA RADIO AND LAWN & GARDEN**

**A Compelling Partnership for Growth**

# DEMOGRAPHICS

## Activity done past 12 months: garden/lawn care

**5,057,770** Adults 18+ have gardened or done lawn care in the past 12 months





Consumers in Los Angeles  
Metro spend **over \$415**  
**million annually** in  
Nursery and Garden Centers

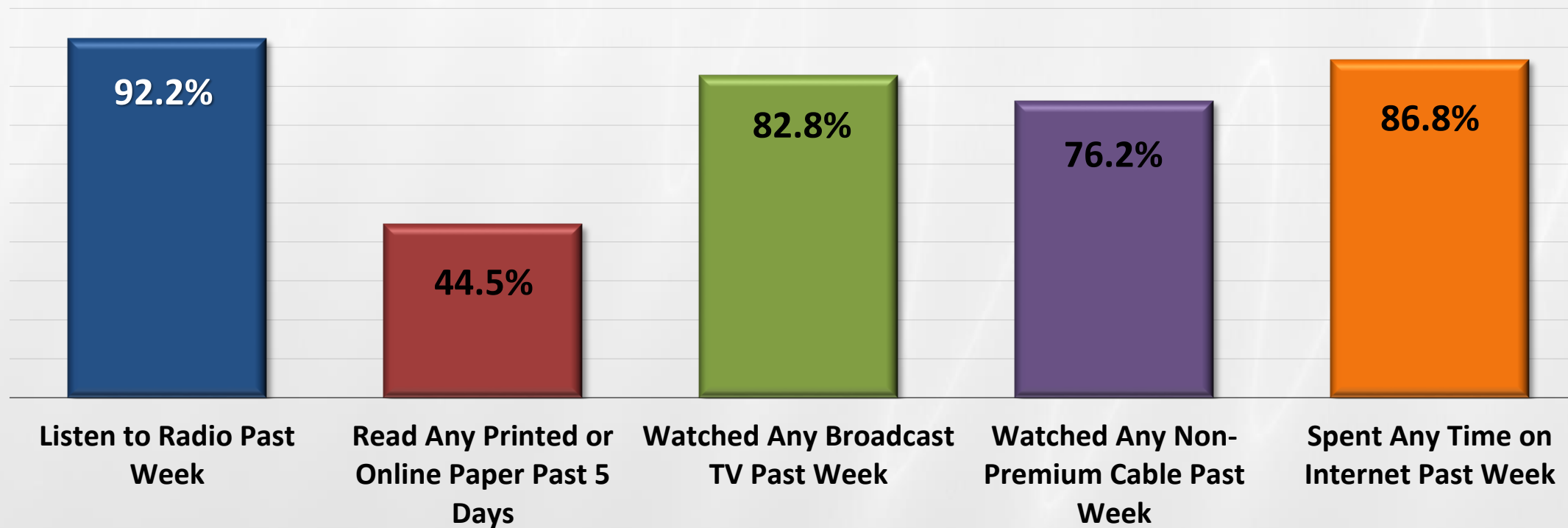


# LOS ANGELES ADULTS SPEND THE MOST MONEY AT NURSERY & GARDEN CENTERS IN THE SPRING

Months	Sales Projections	% Of Annual
January	\$14,975,000	3.6%
February	\$15,391,000	3.7%
March	\$29,949,000	7.2%
April	\$48,251,000	11.6%
May	\$71,129,000	17.1%
June	\$46,172,000	11.1%
July	\$34,941,000	8.4%
August	\$29,117,000	7.0%
September	\$31,613,000	7.6%
October	\$35,773,000	8.6%
November	\$26,621,000	6.4%
December	\$32,029,000	7.7%
<b>ANNUAL TOTALS</b>	<b>\$415,960,000</b>	<b>100.0%</b>

# RADIO REACHES **92.2%** OF ADULTS 18+ WHO HAVE GARDENED OR DONE LAWN CARE IN THE PAST 12 MONTHS

## Reach %



# MORE ADULTS 18+ WHO HAVE GARDENED OR DONE LAWN CARE LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %

