



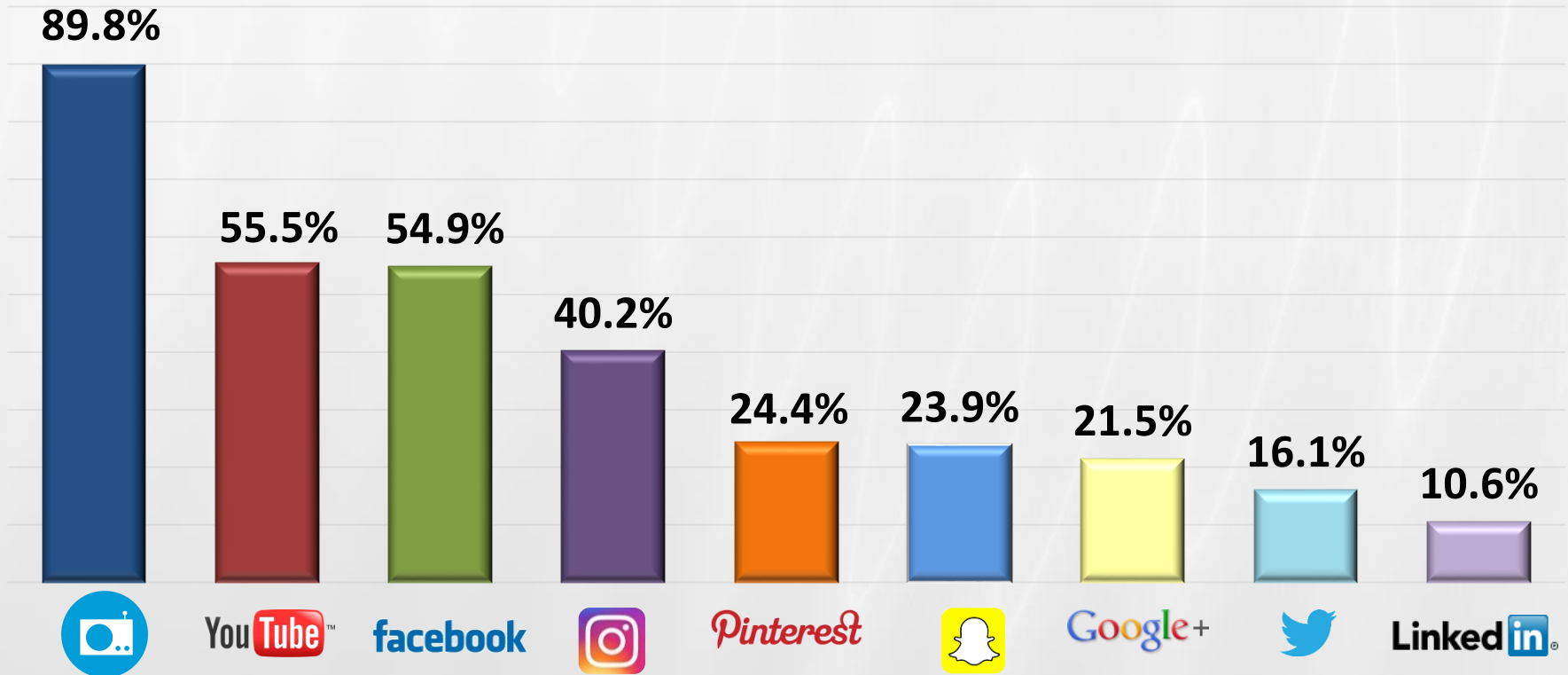
**RADIO REACHES 90.3%**  
**OF PERSONS 12+ IN**  
**SOUTHERN CALIFORNIA**  
**EVERY WEEK**



**9 HOURS**  
**SPENT WITH RADIO**  
**EACH WEEK**

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

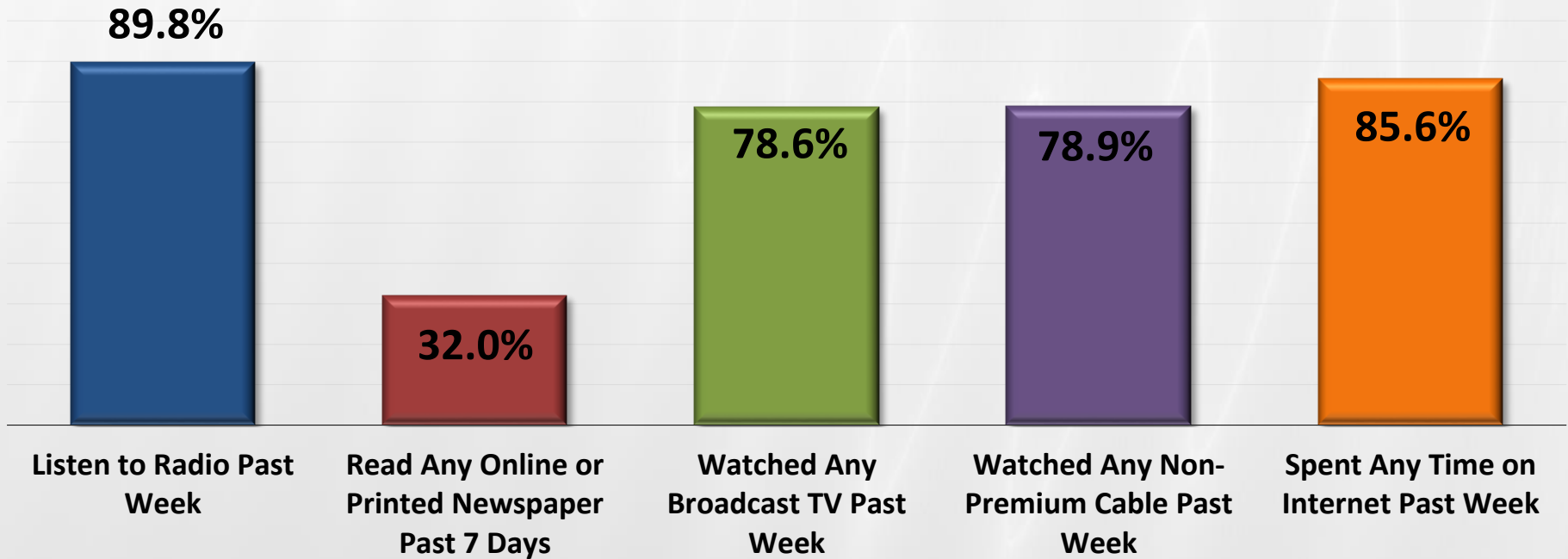
## Reach %





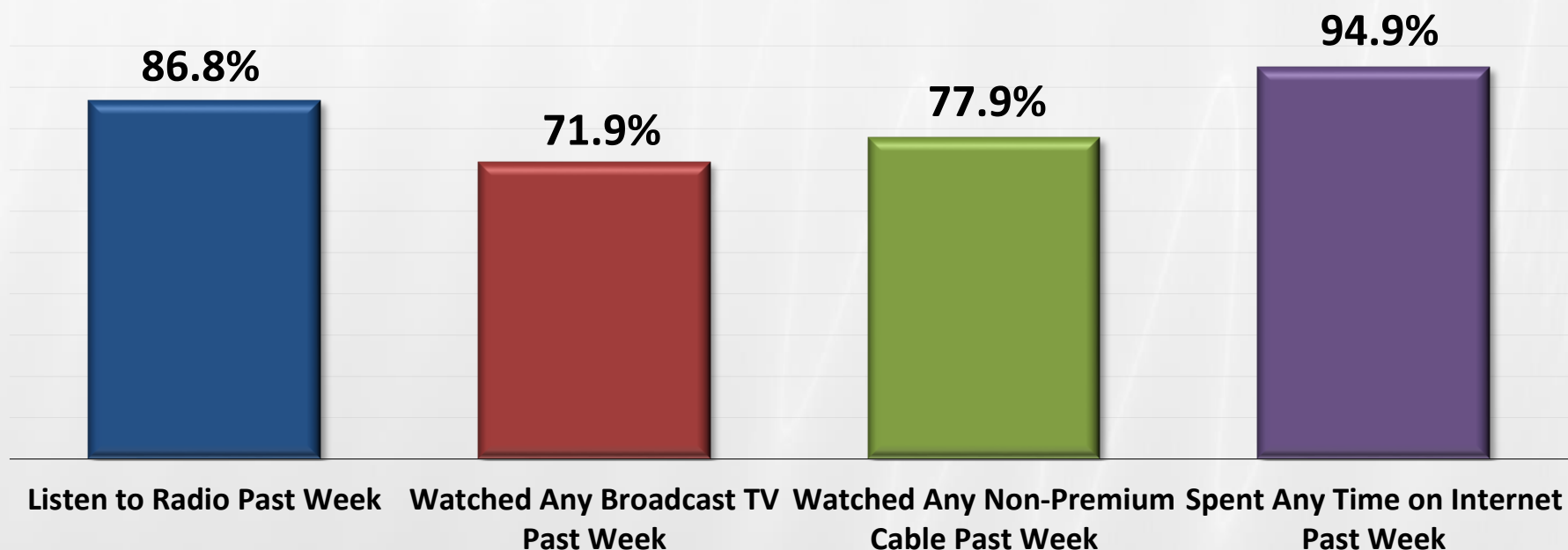
# RADIO REACHES MORE IE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches **89.8%** of *Inland Empire Adults 18+*



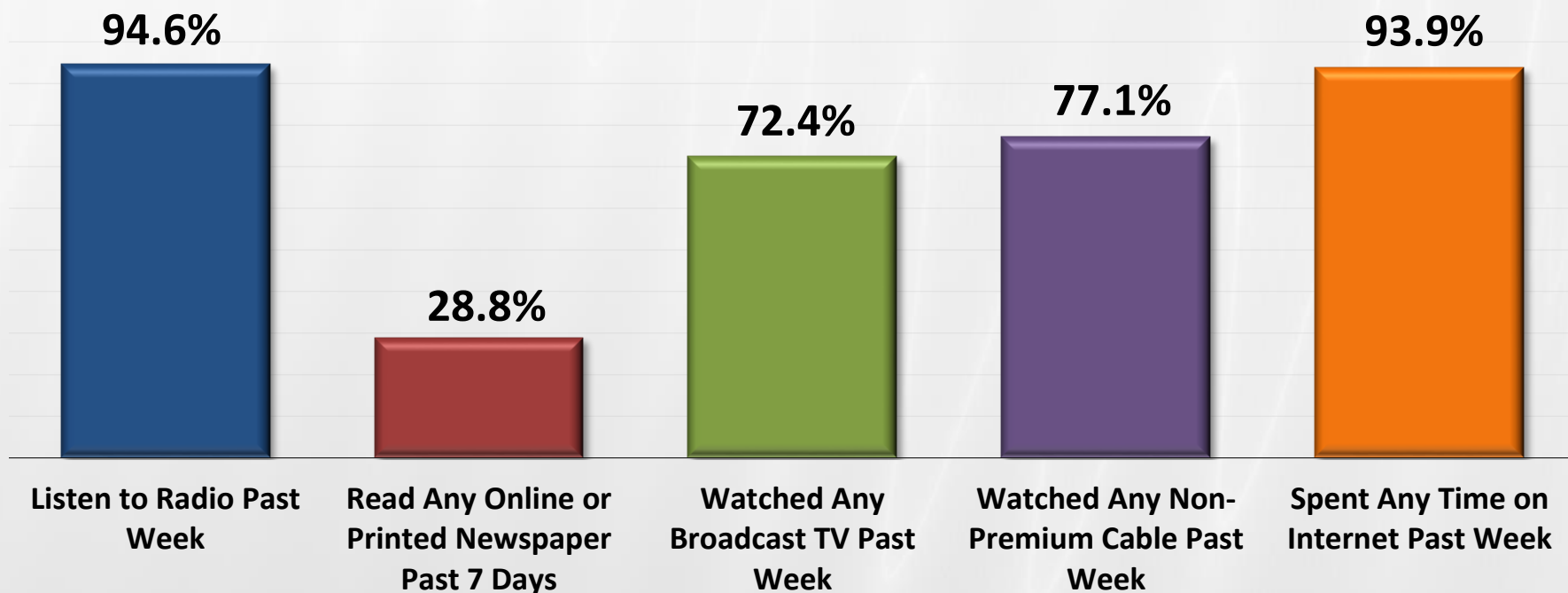
# RADIO REACHES **IE** MILLENNIALS

Radio reaches **86.8%** of *Inland Empire Millennials*



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

Radio reaches **94.6%** of *Inland Empire Gen X*



# RADIO REACHES **IE BABY BOOMERS**

Radio reaches **92.0%** of *Inland Empire Baby Boomers*

