



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

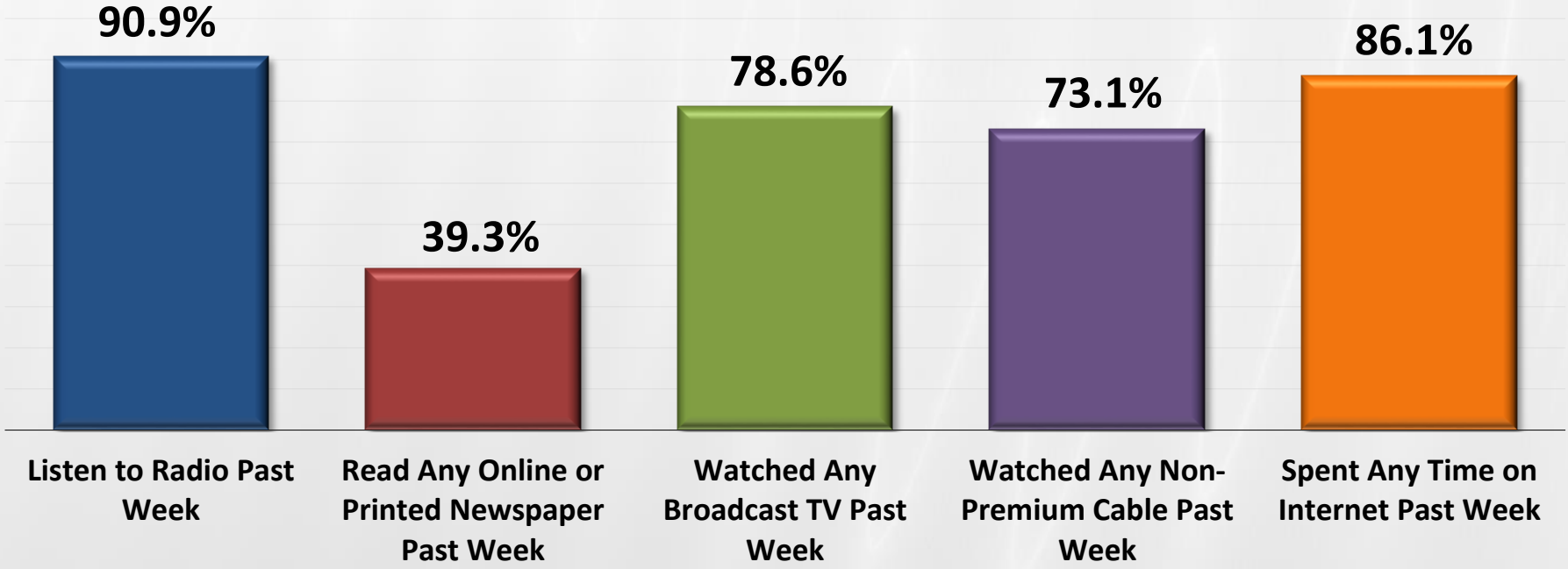


9 HOURS
SPENT WITH RADIO
EACH WEEK



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

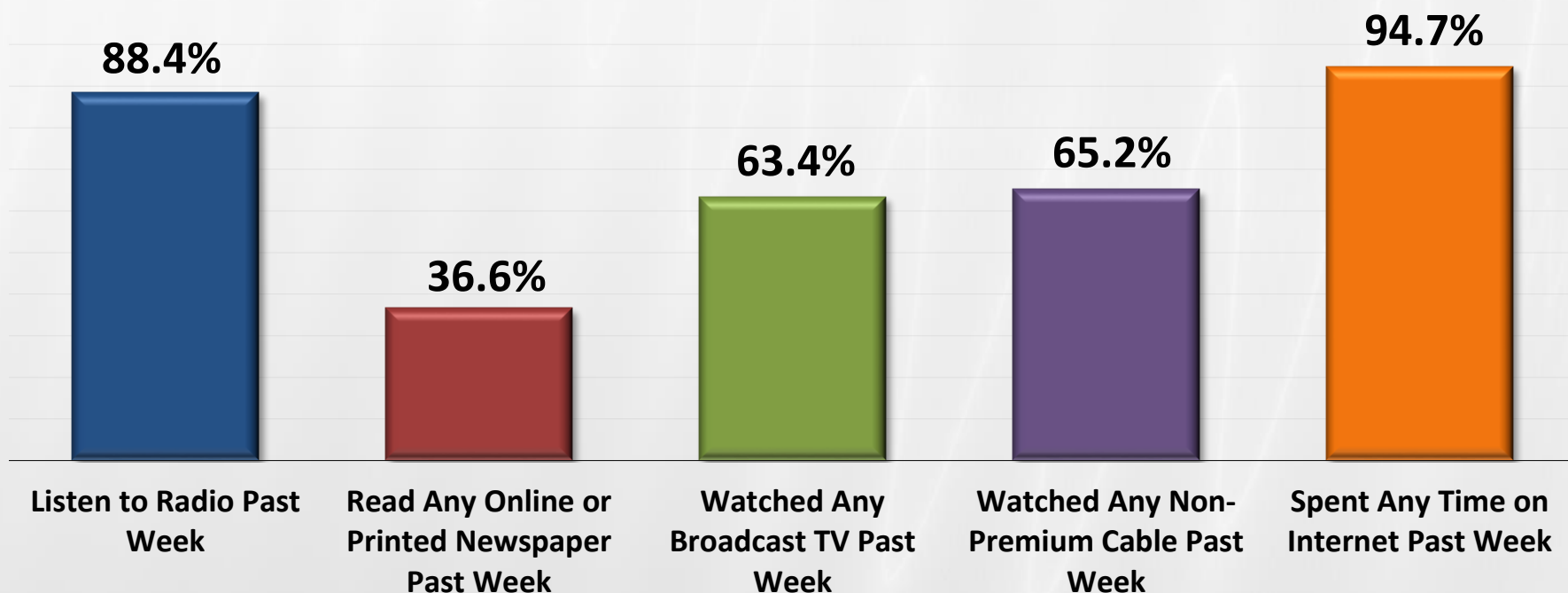
Radio reaches **90.9%** of Los Angeles DMA **Adults 18+**



Source: Scarborough, R1 2019 (January 2018 – 2019), Los Angeles DMA, Adults 18+.

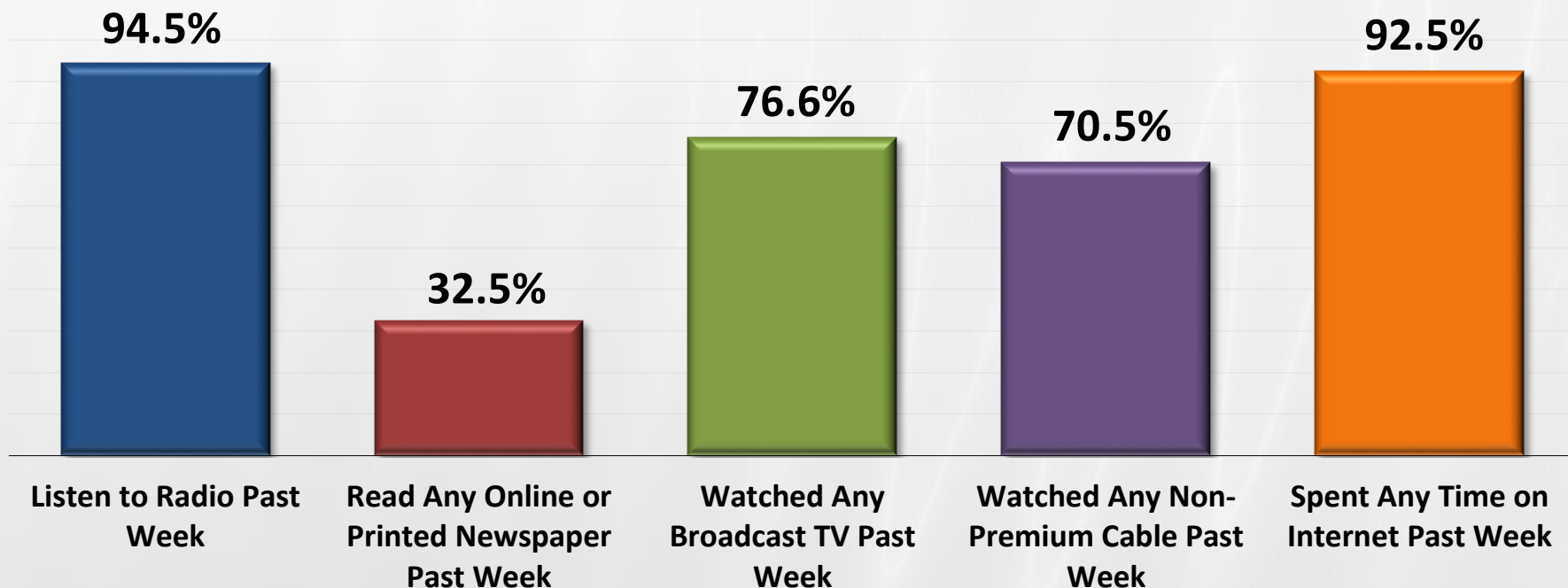
RADIO REACHES **MILLENNIALS**

Radio reaches **88.4%** of Los Angeles DMA *Millennials*



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

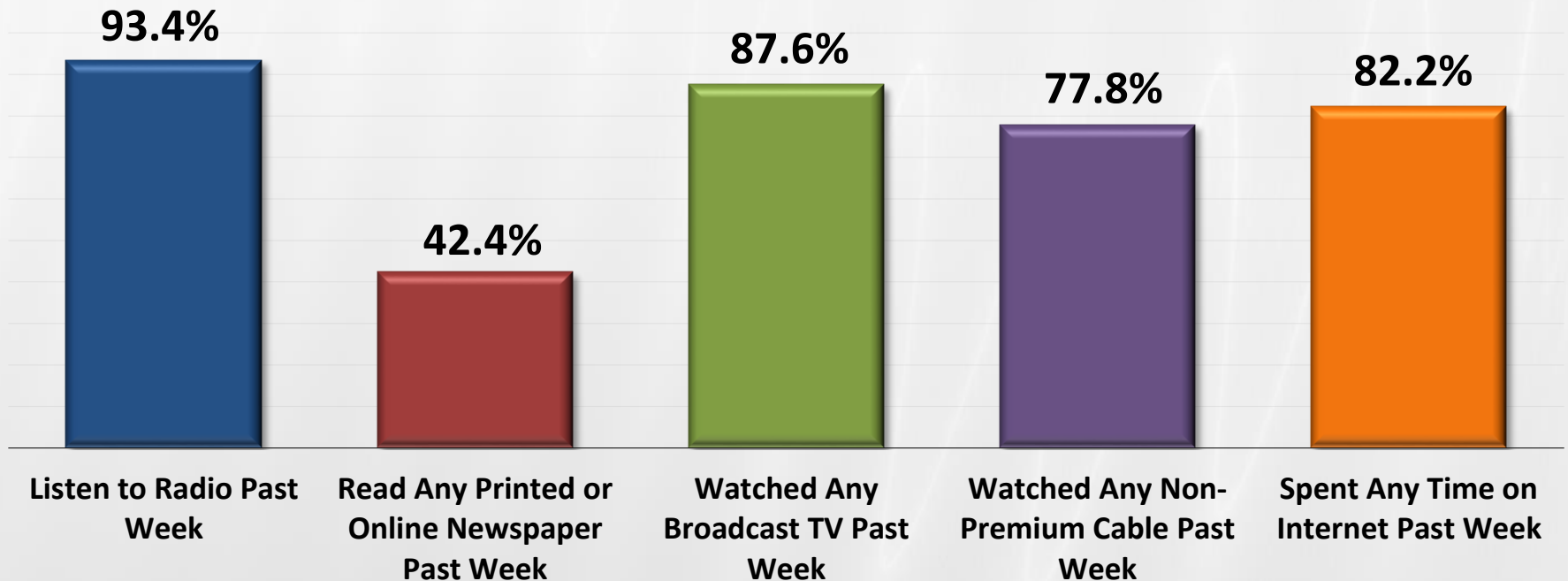
Radio reaches **94.5%** of Los Angeles DMA **Gen X**





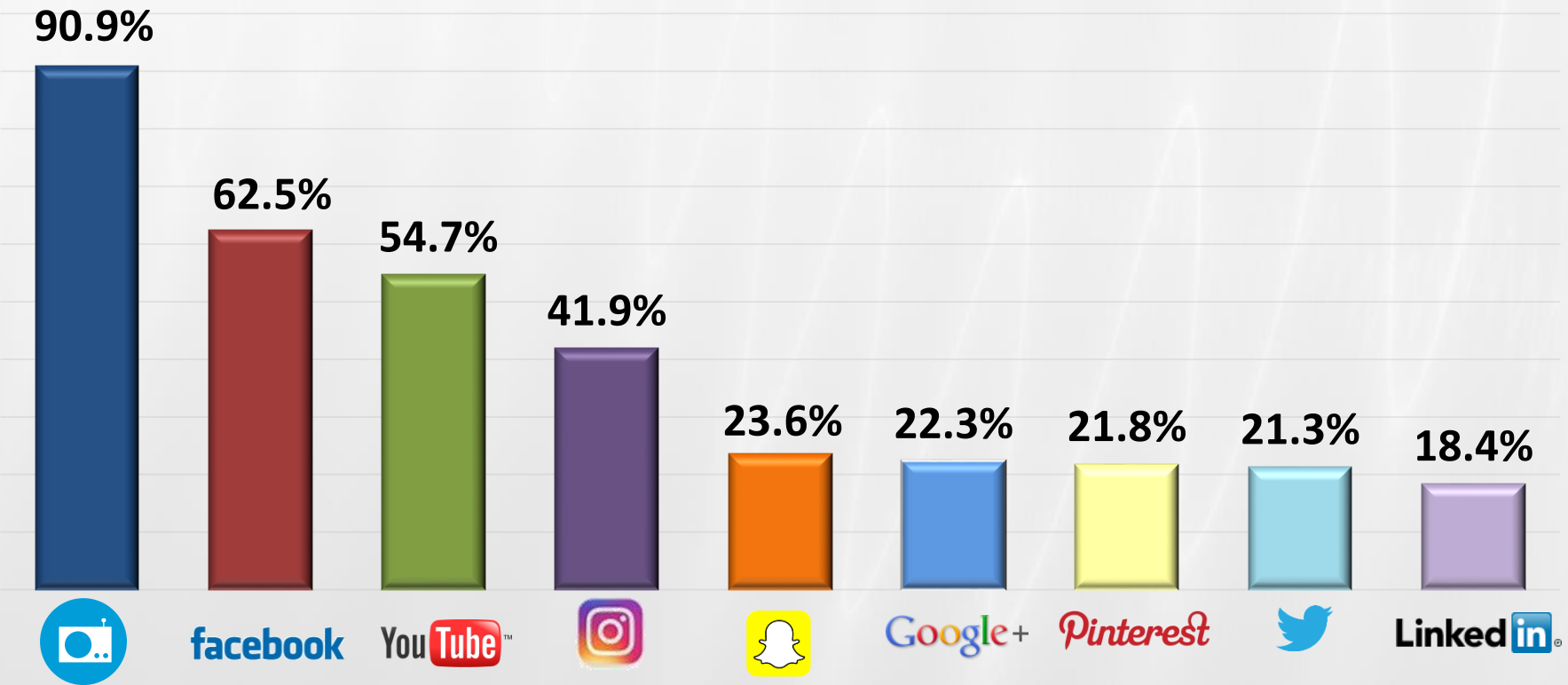
RADIO REACHES MORE **BABY BOOMERS** IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches **93.4%** of Los Angeles DMA *Baby Boomers*



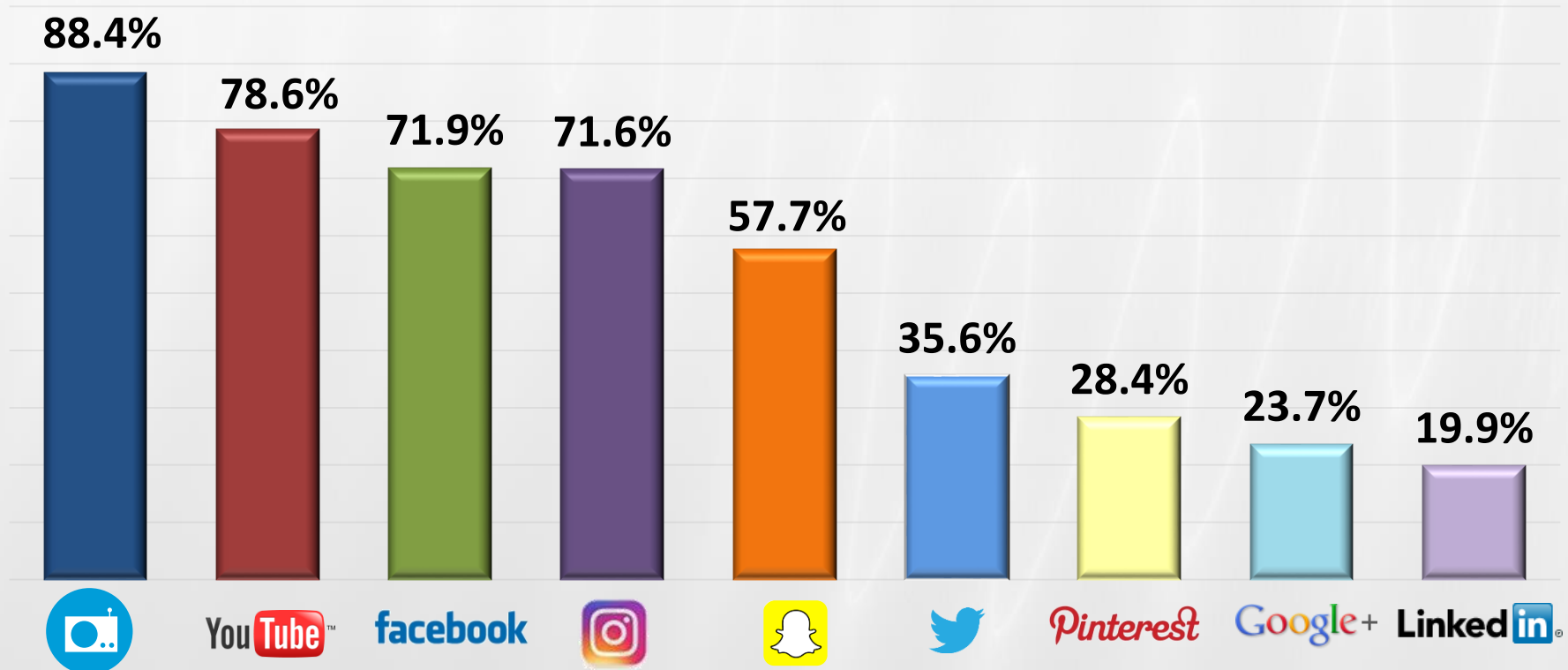
MORE **ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



Source: Scarborough, R1 2019 (January 2018 – 2019), Los Angeles DMA, Adults 18+.

Reach %



MORE **GEN X** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %

