



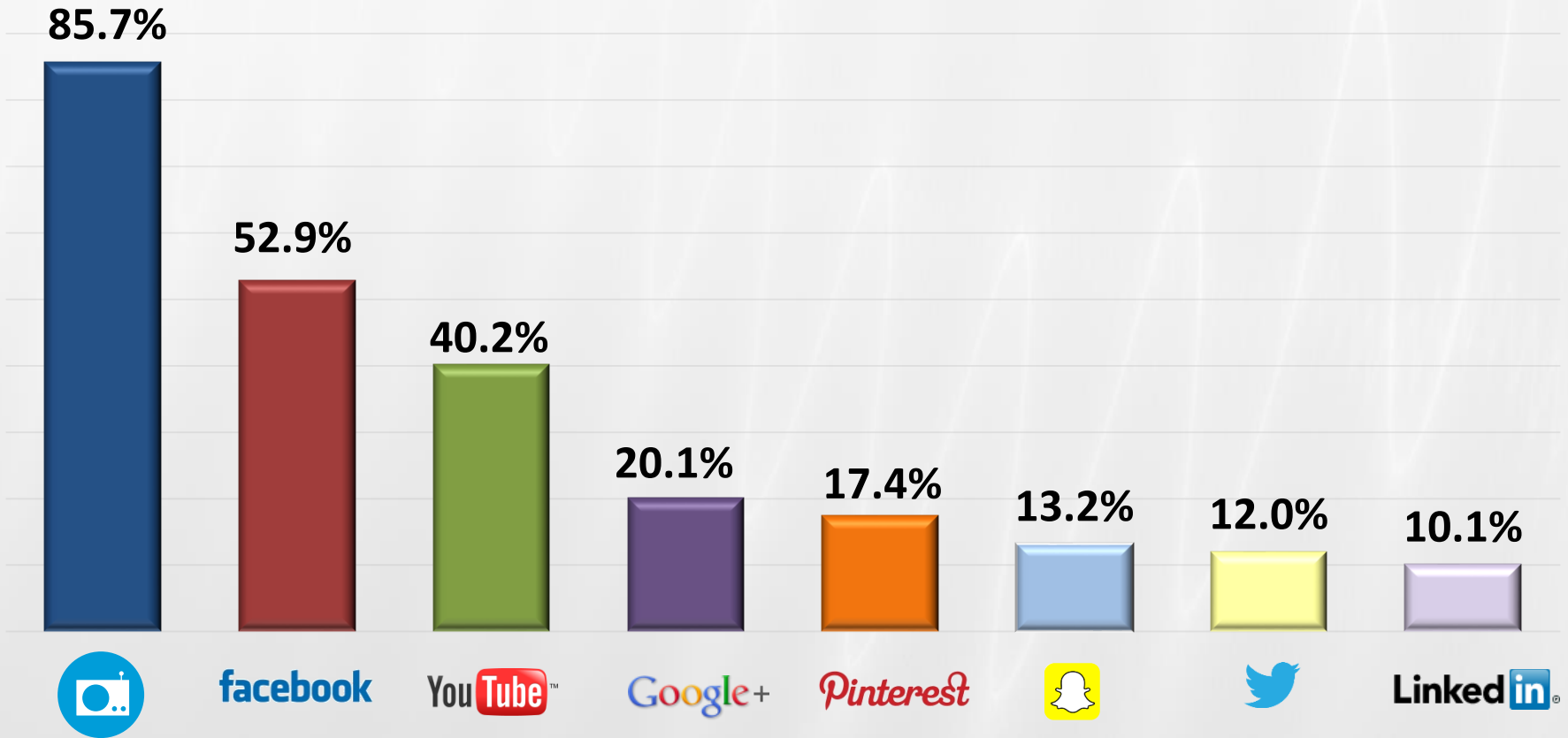
**RADIO REACHES 90.3%**  
**OF PERSONS 12+ IN**  
**SOUTHERN CALIFORNIA**  
**EVERY WEEK**



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

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

## Reach %



Radio reaches **85.7%** of *Palm Springs Adults 18+*

