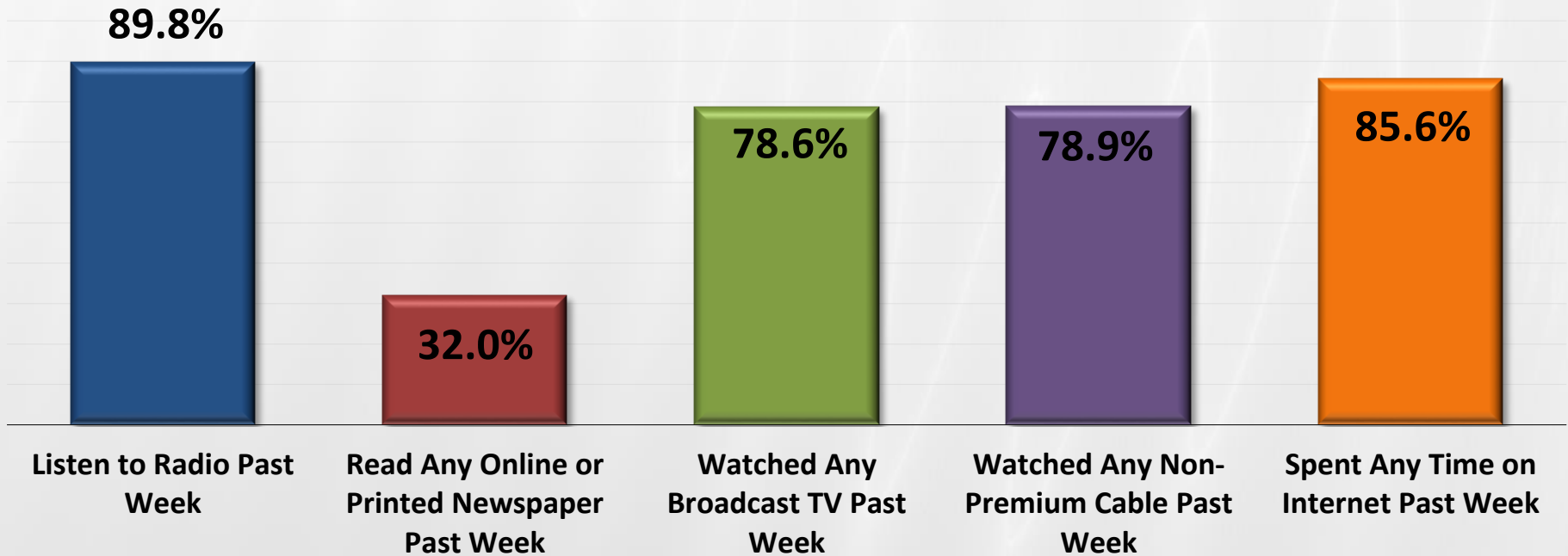




RADIO REACHES MORE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

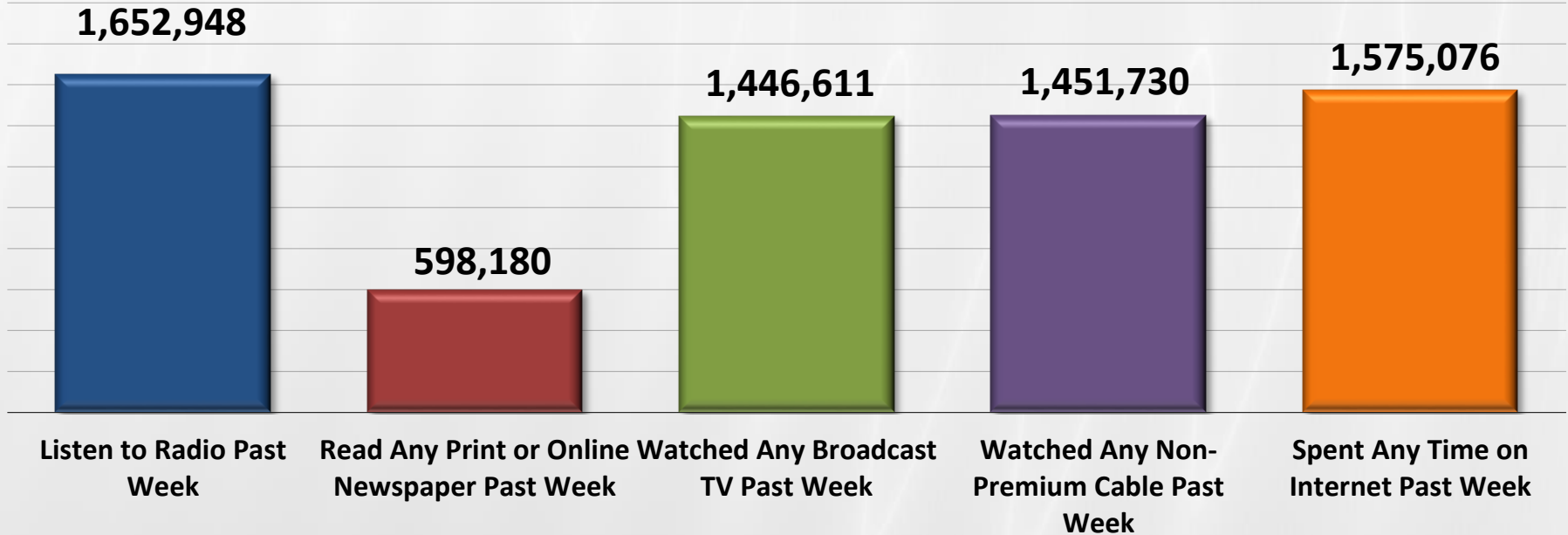
Radio reaches **89.8%** of Inland Empire **Adults 18+**





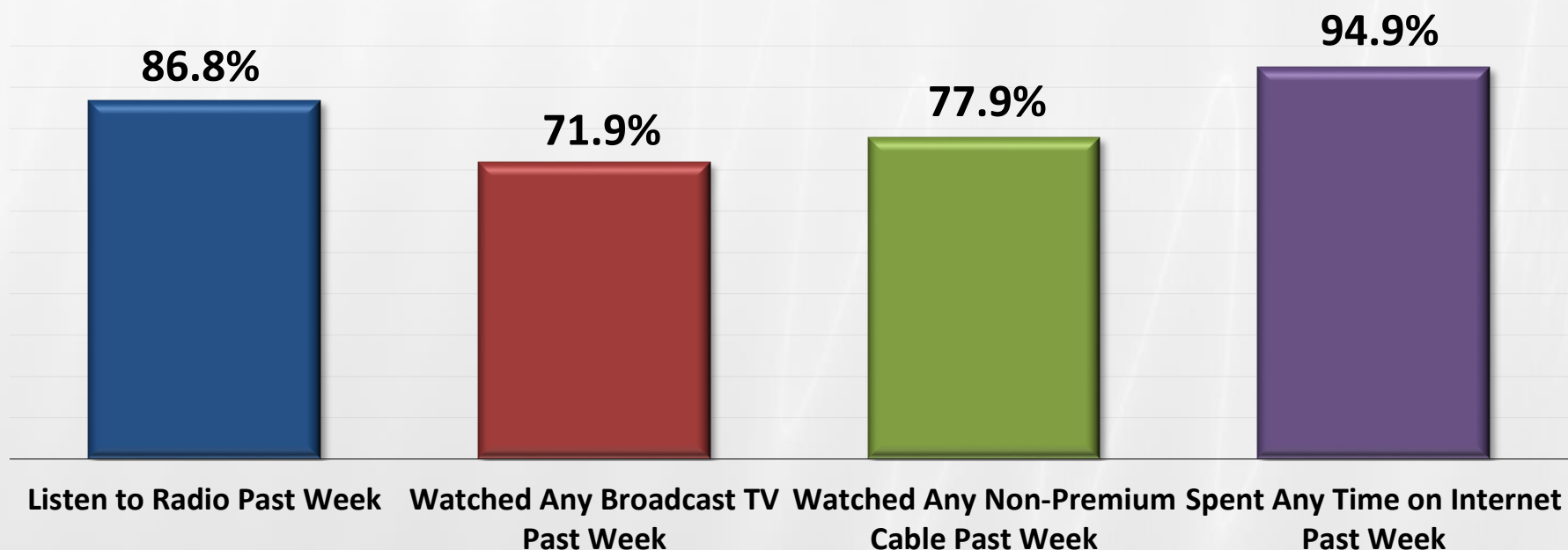
RADIO REACHES MORE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

*Radio reaches over **1.6 million**
Inland Empire **Adults 18+***



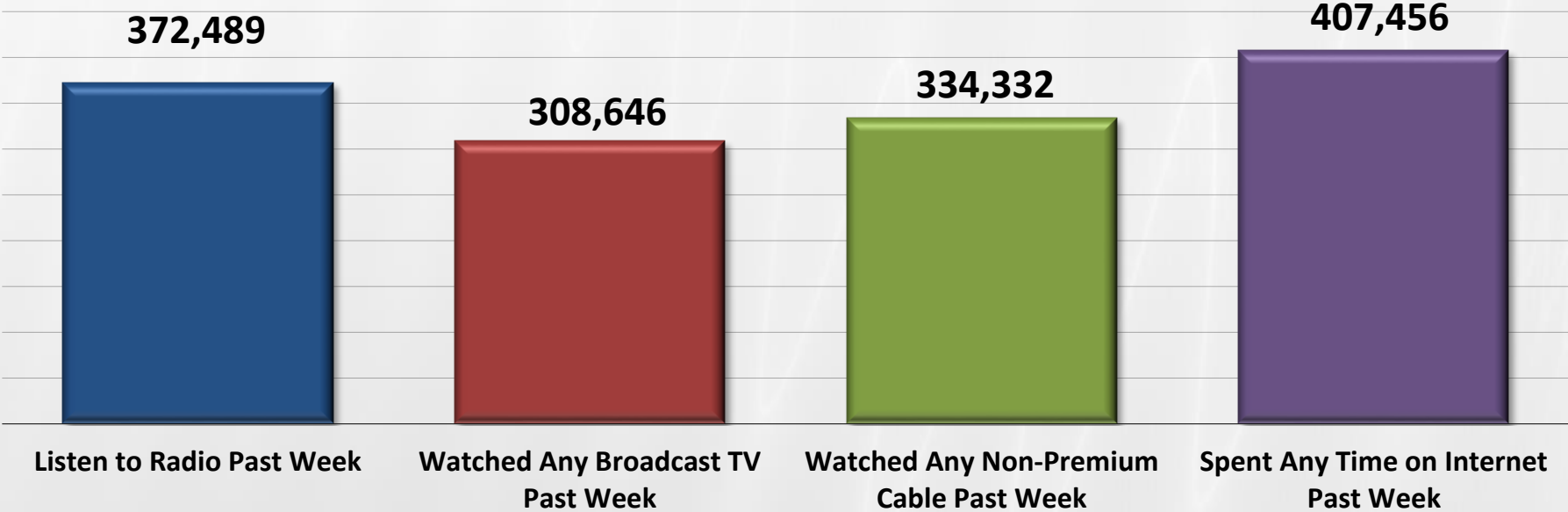
RADIO REACHES **IE** MILLENNIALS

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



RADIO REACHES IE MILLENNIALS

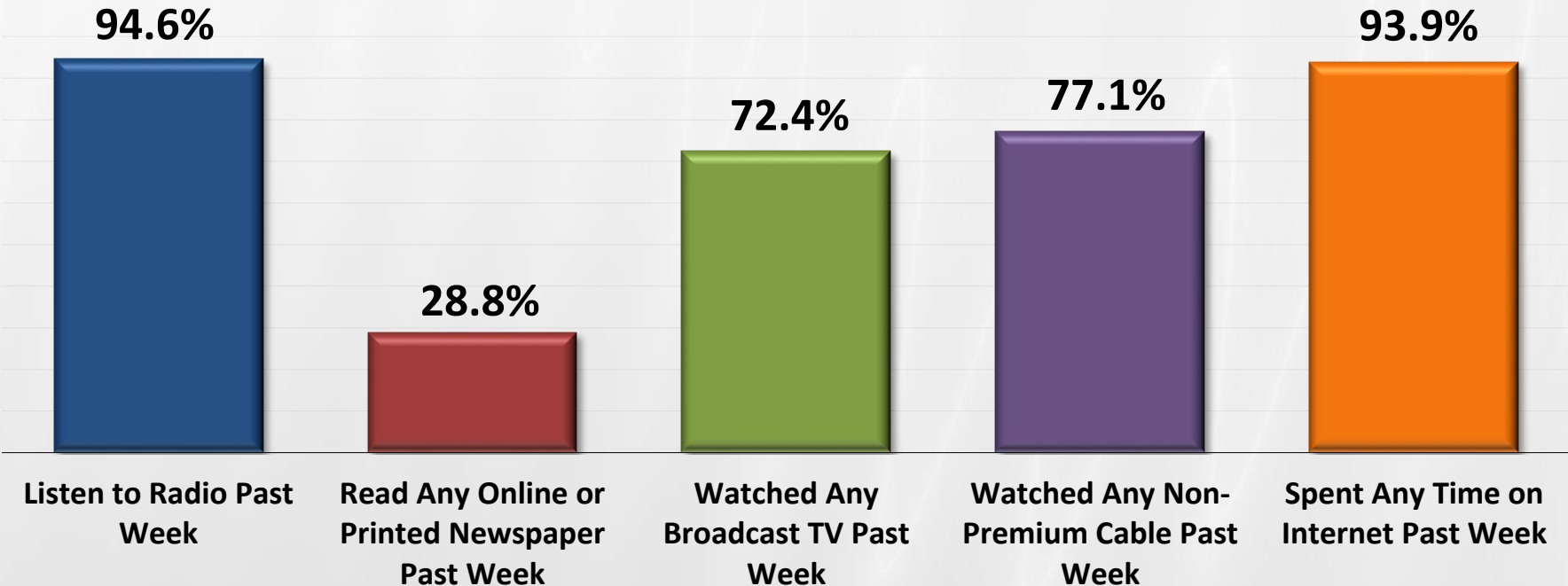
*Radio reaches nearly **400,000**
Inland Empire **Millenials***





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

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

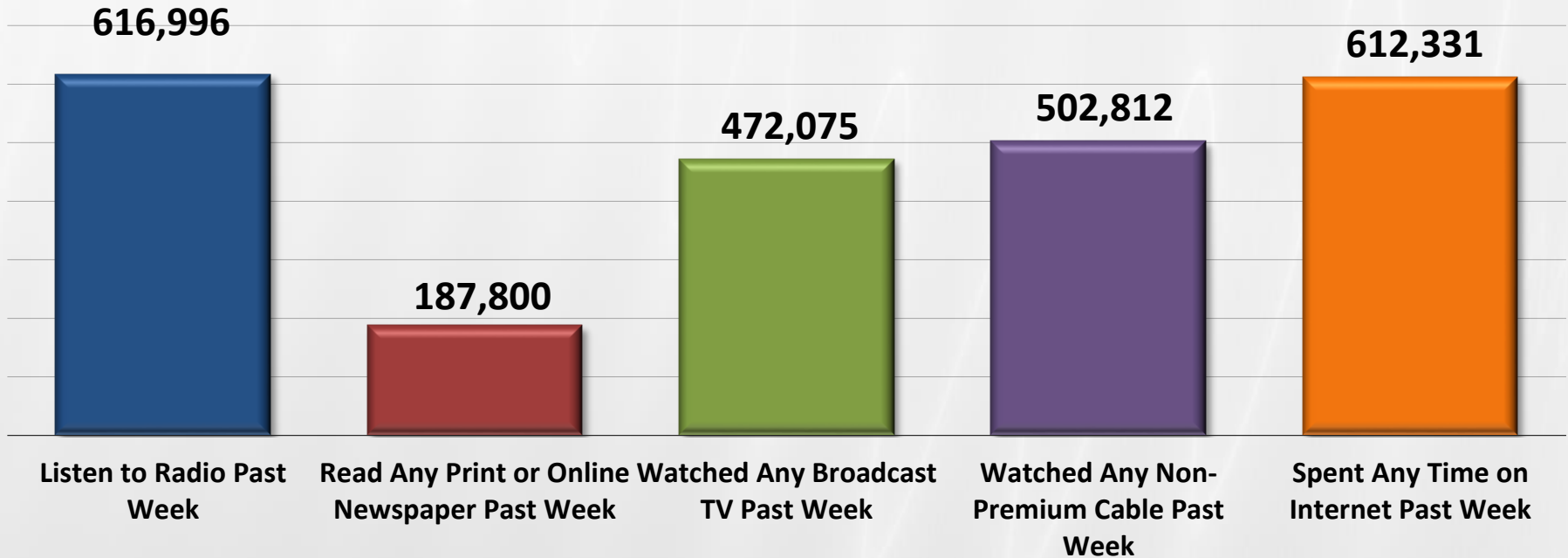


Source: Scarborough, R1 2019 (January 2018 - 2019), Riverside/San Bernardino, Gen X (30-49).



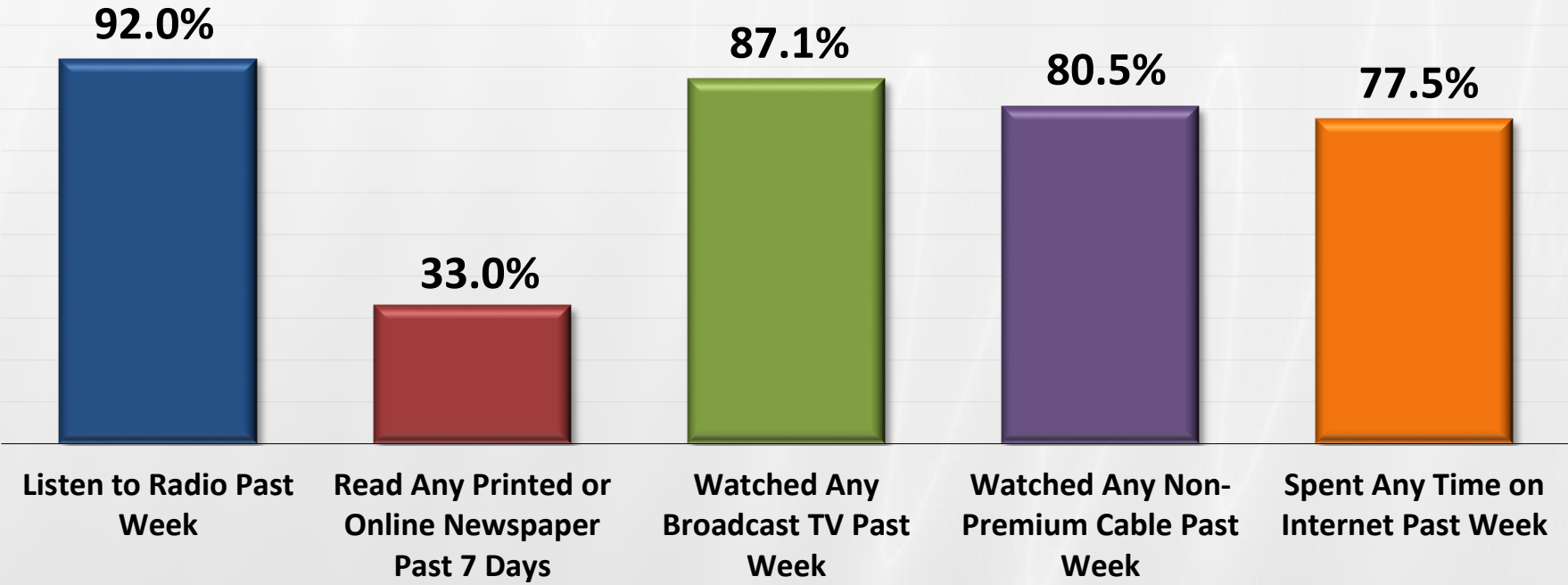
RADIO REACHES MORE **GEN X** IN A WEEK THAN ANY OTHER MEDIUM

*Radio reaches over **600,000**
Inland Empire **Gen X***



RADIO REACHES **IE** BABY BOOMERS

Radio reaches **92%** of *Inland Empire Baby Boomers*

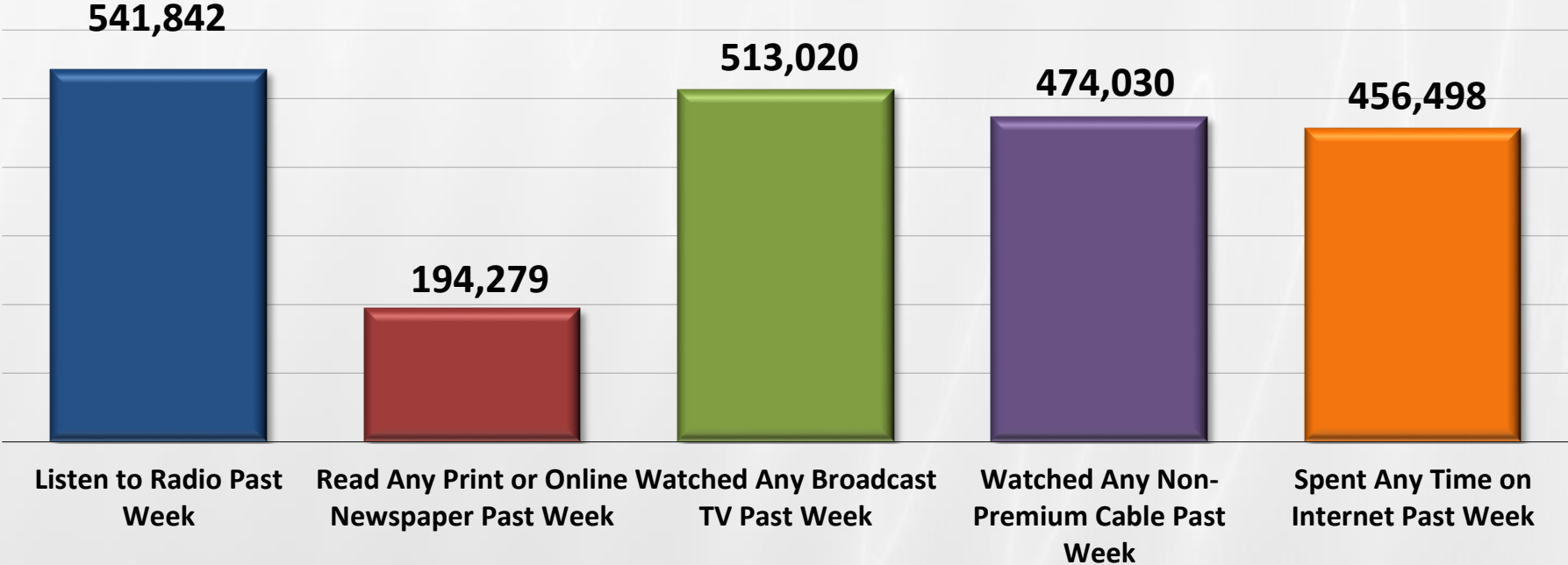


Source: Scarborough, R1 2019 (January 2018 - 2019), Riverside/San Bernardino, Baby Boomers (50-69).



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

*Radio reaches over **500,000**
Inland Empire **Baby Boomers***



Source: Scarborough, R1 2019 (January 2018 - 2019), Riverside/San Bernardino, Baby Boomers (50-69).