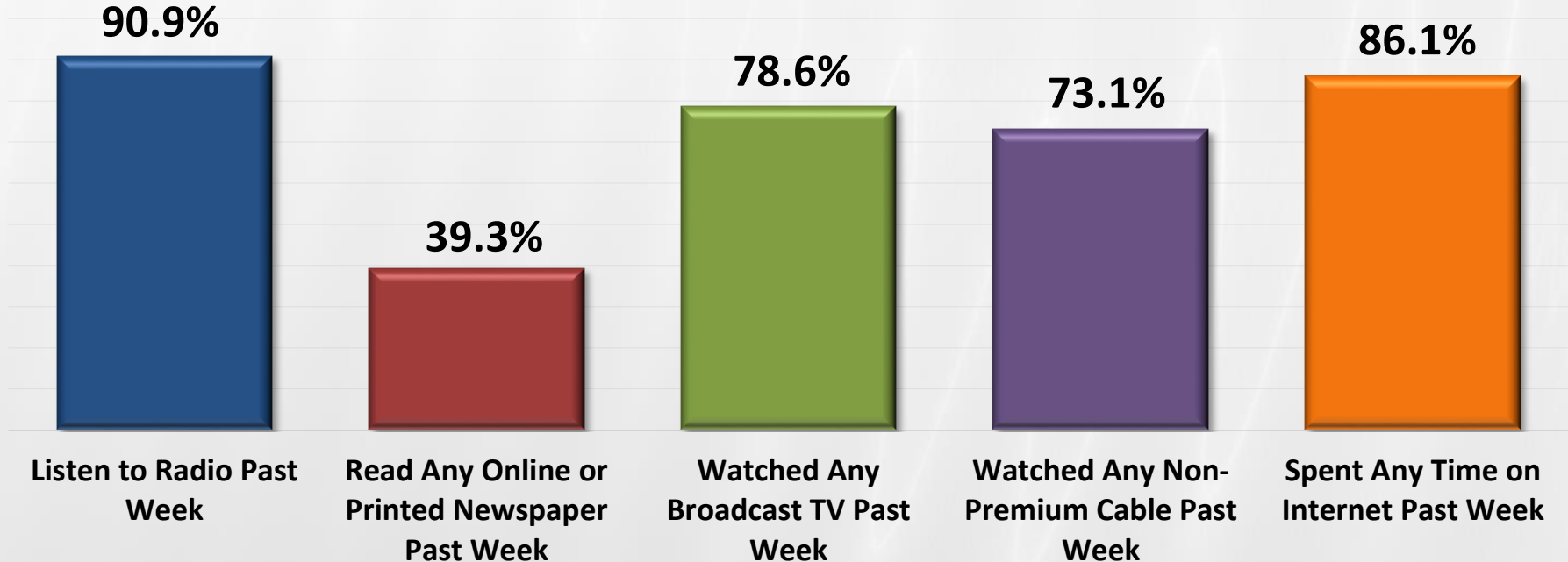




RADIO REACHES MORE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

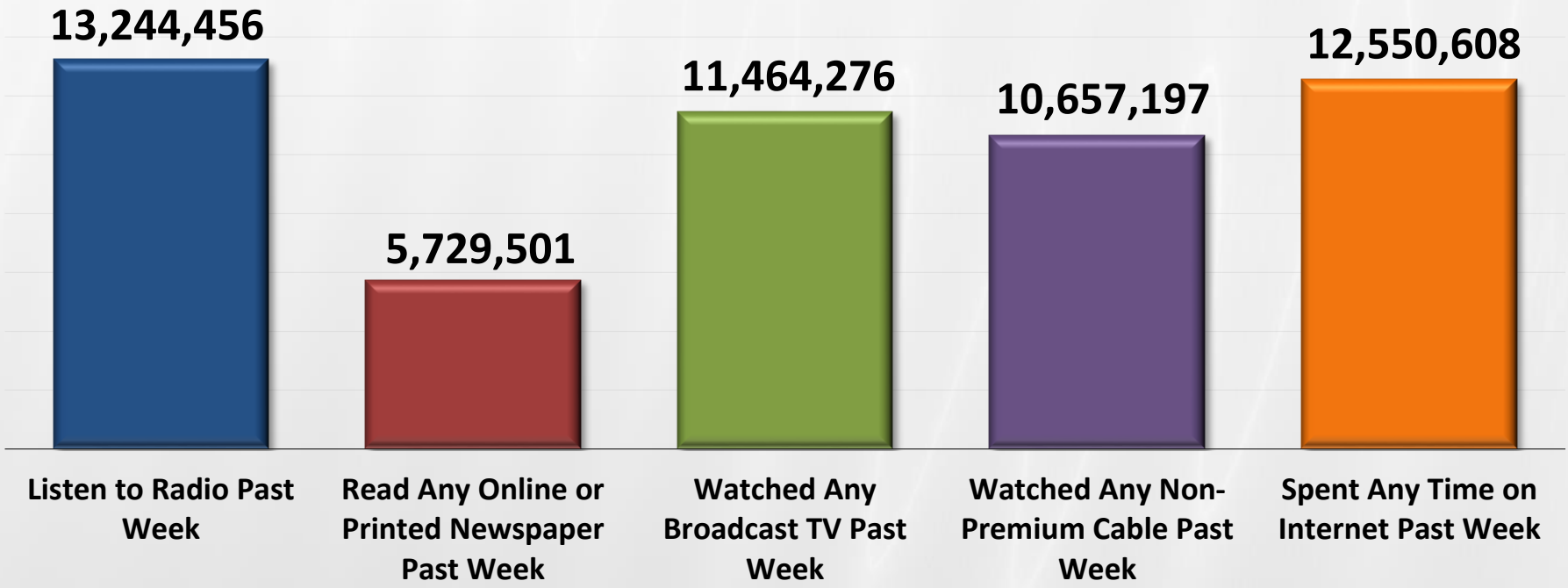
Radio reaches **90.9%** of Los Angeles DMA **Adults 18+**





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

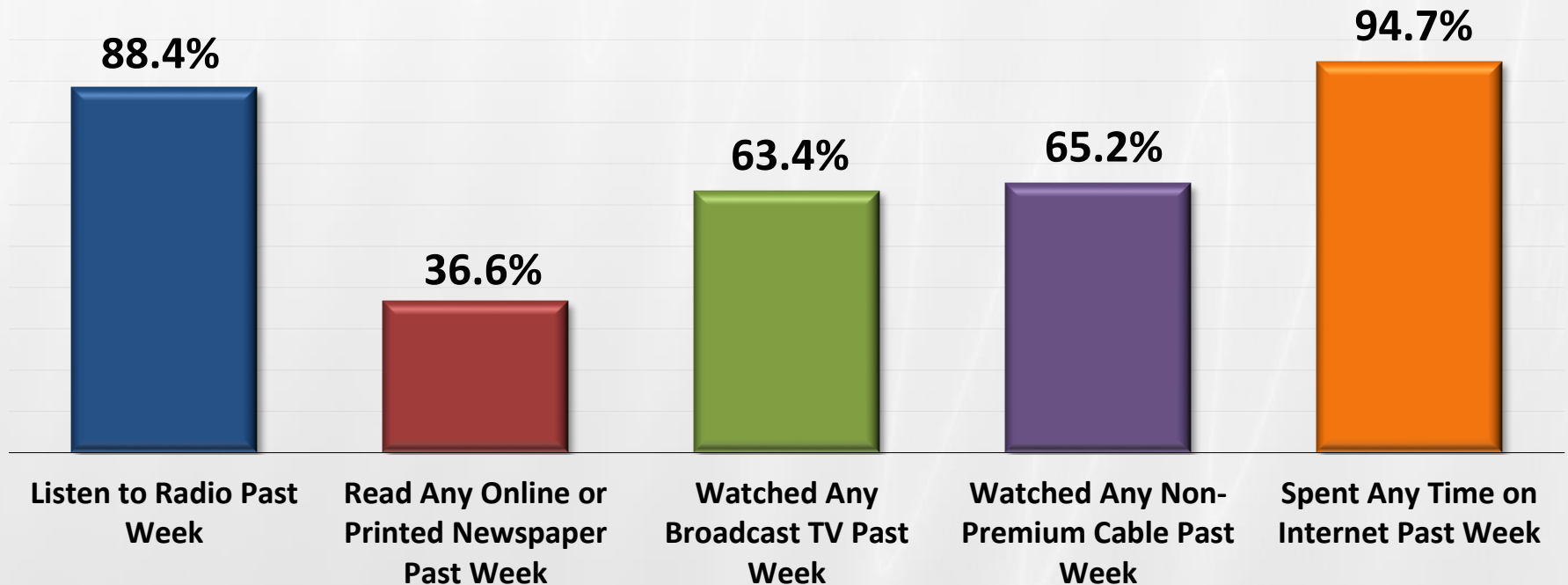
*Radio reaches over **13 million**
Los Angeles DMA **Adults 18+***



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

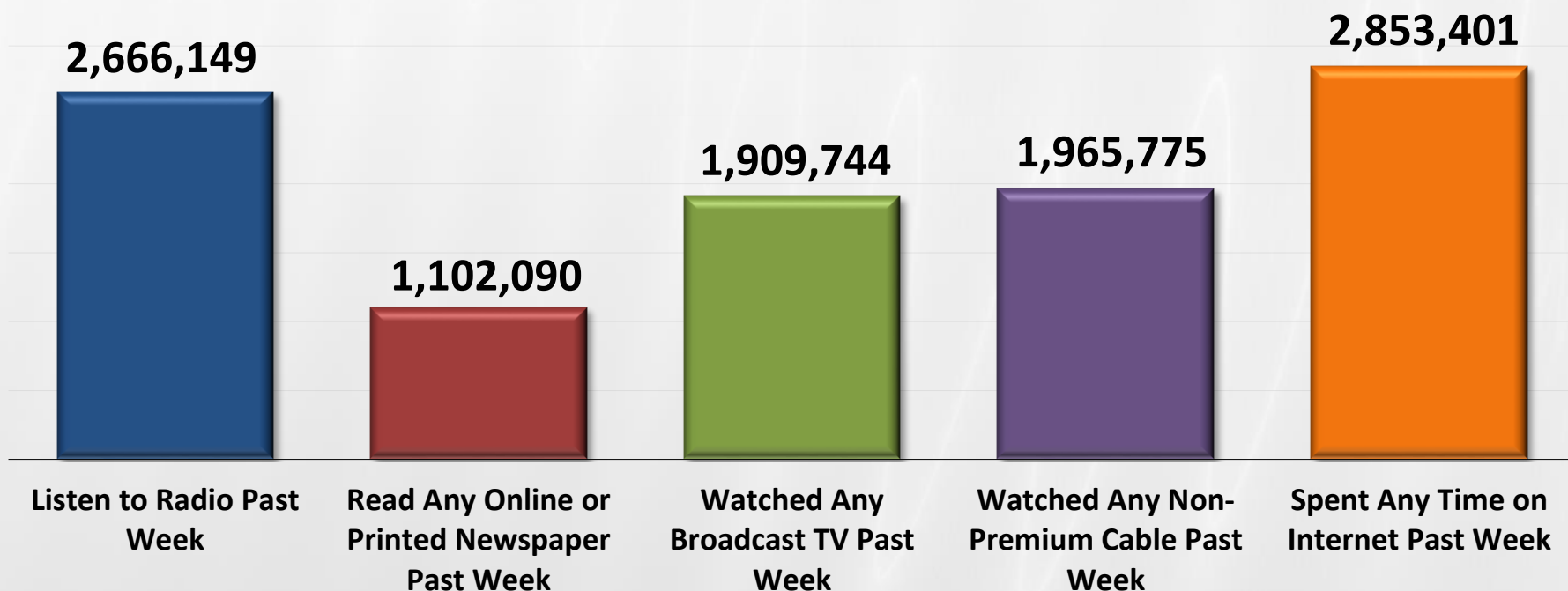
RADIO REACHES **MILLENNIALS**

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



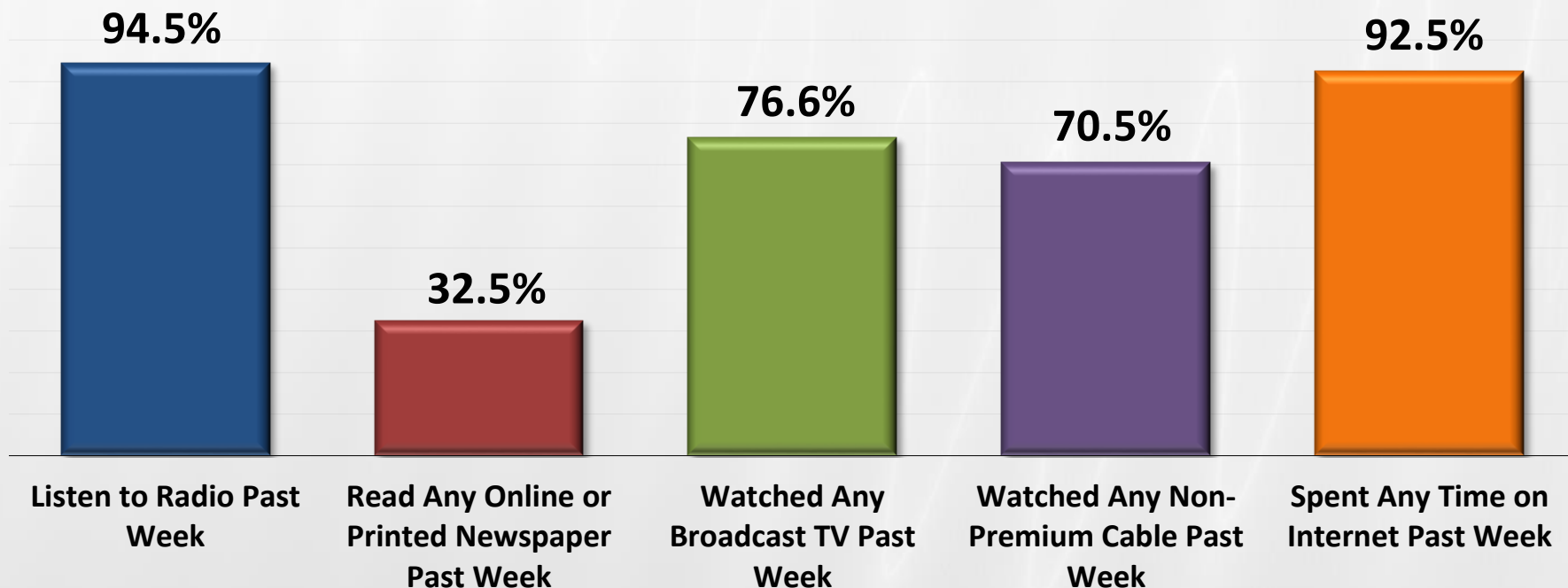
RADIO REACHES **MILLENNIALS**

*Radio reaches over **2.5 million**
Los Angeles DMA **Millennials***



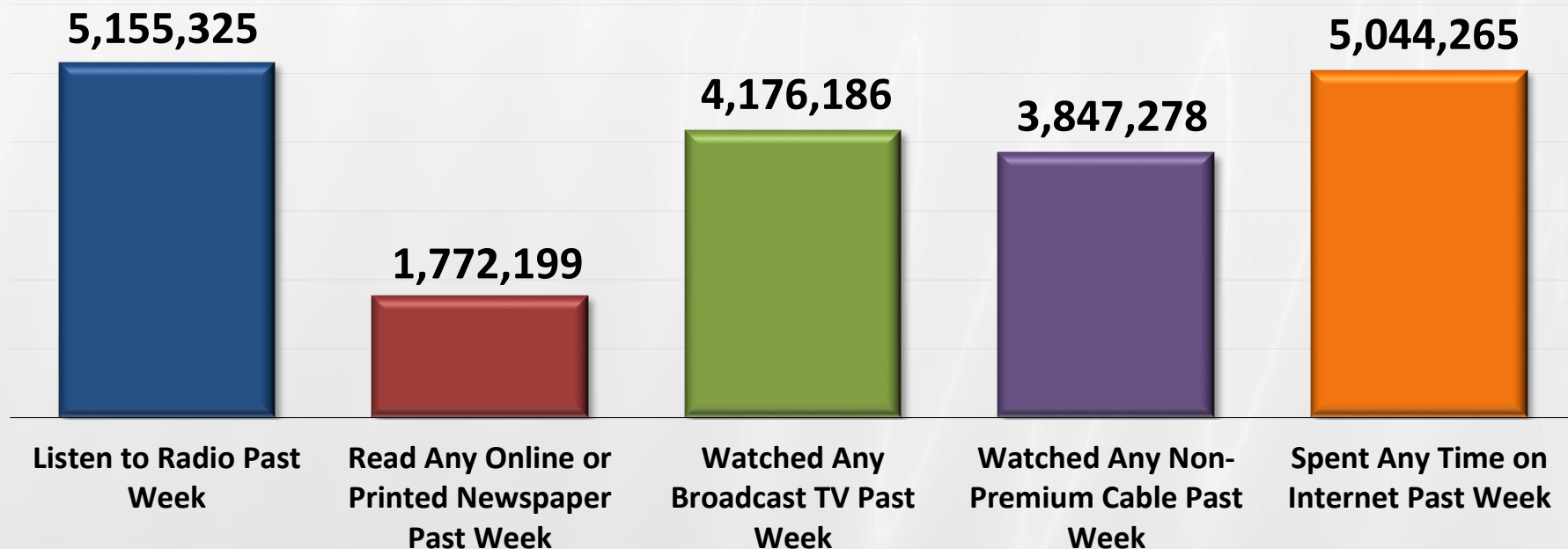
RADIO REACHES MORE **GEN X** IN A WEEK THAN ANY OTHER MEDIUM

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



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

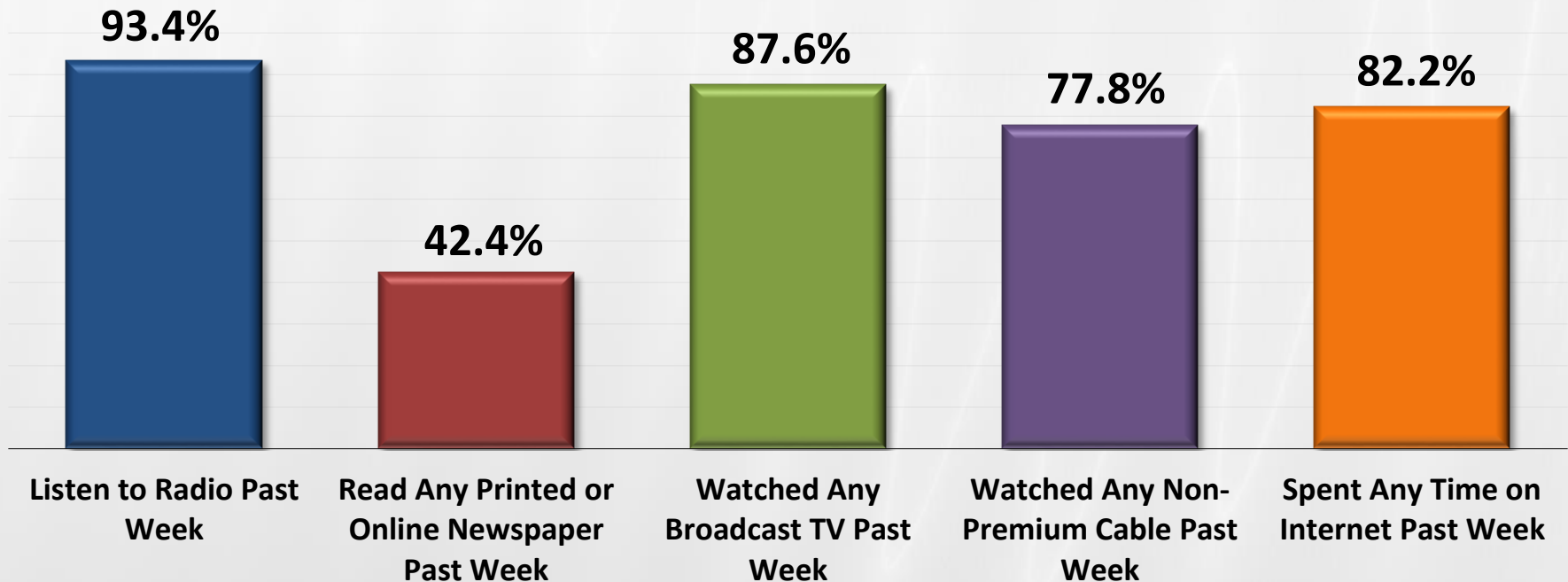
*Radio reaches over **5 million**
Los Angeles DMA **Gen X***





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

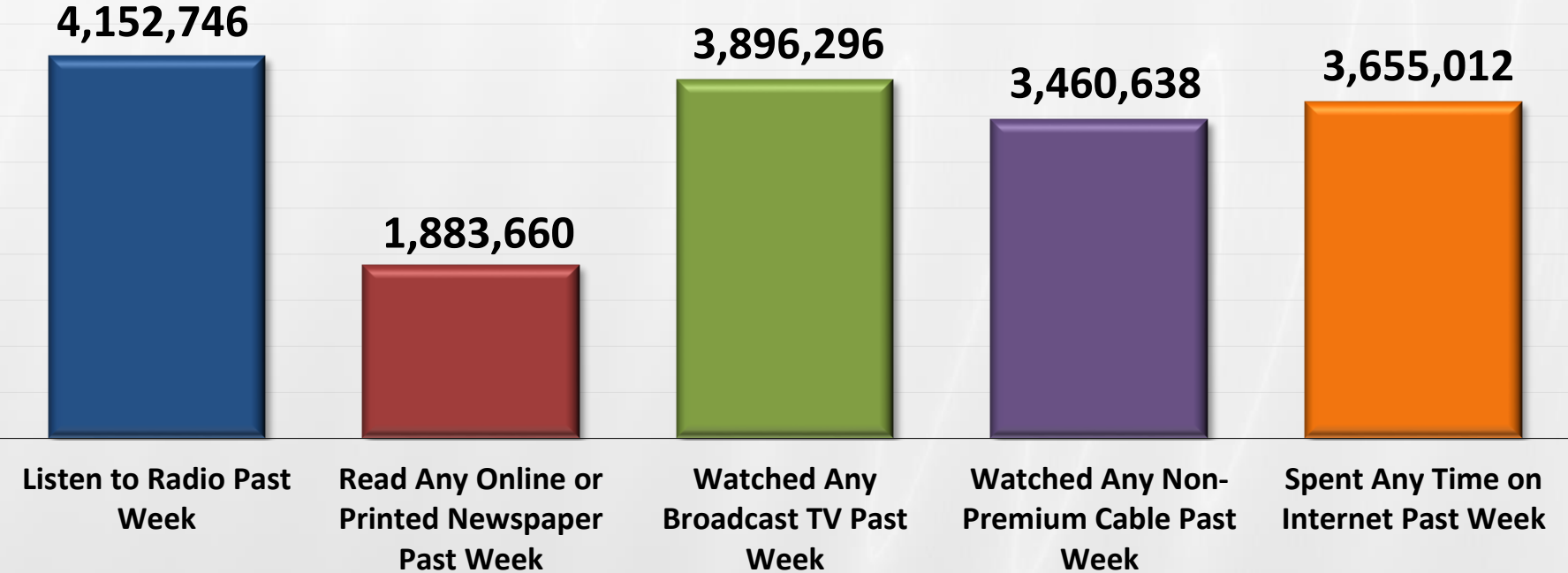
Radio reaches **93.4%** of Los Angeles DMA *Baby Boomers*





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

*Radio reaches over **4 million**
Los Angeles DMA **Baby Boomers***



Source: Scarborough, R1 2019 (January 2018 – 2019), Los Angeles DMA, Baby Boomers (50-69).