



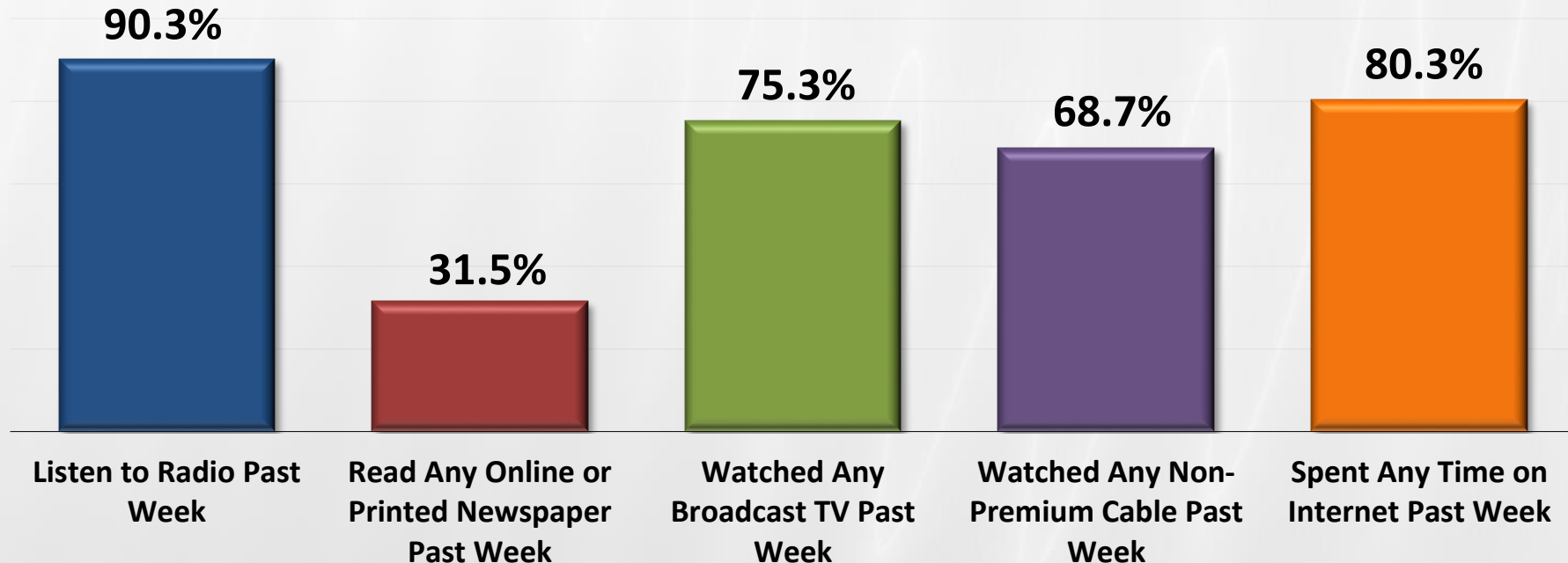
RADIO REACHES **78.2%** OF
BAKERSFIELD EVERY WEEK



13.25 HOURS
SPENT WITH RADIO
EACH WEEK

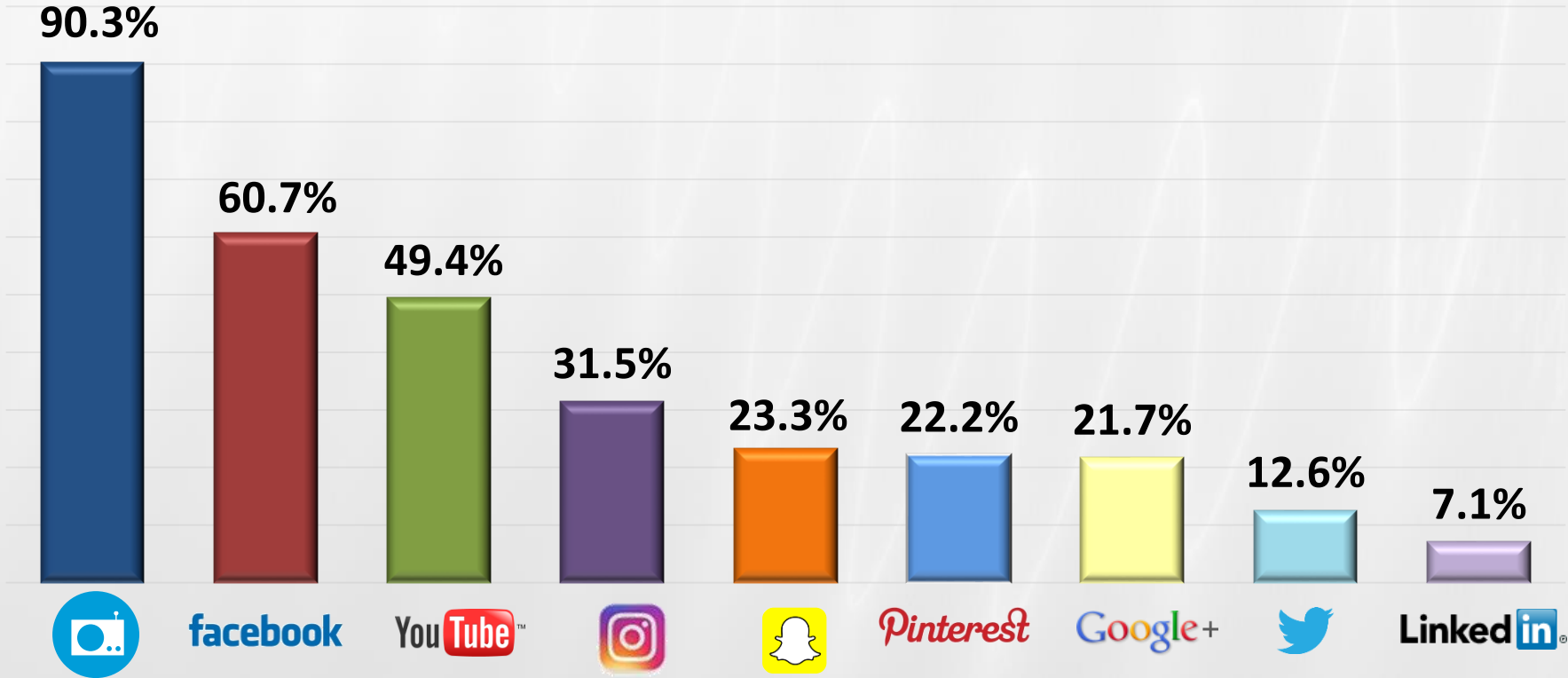
RADIO REACHES MORE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches **90.3%** of Bakersfield **Adults 18+**



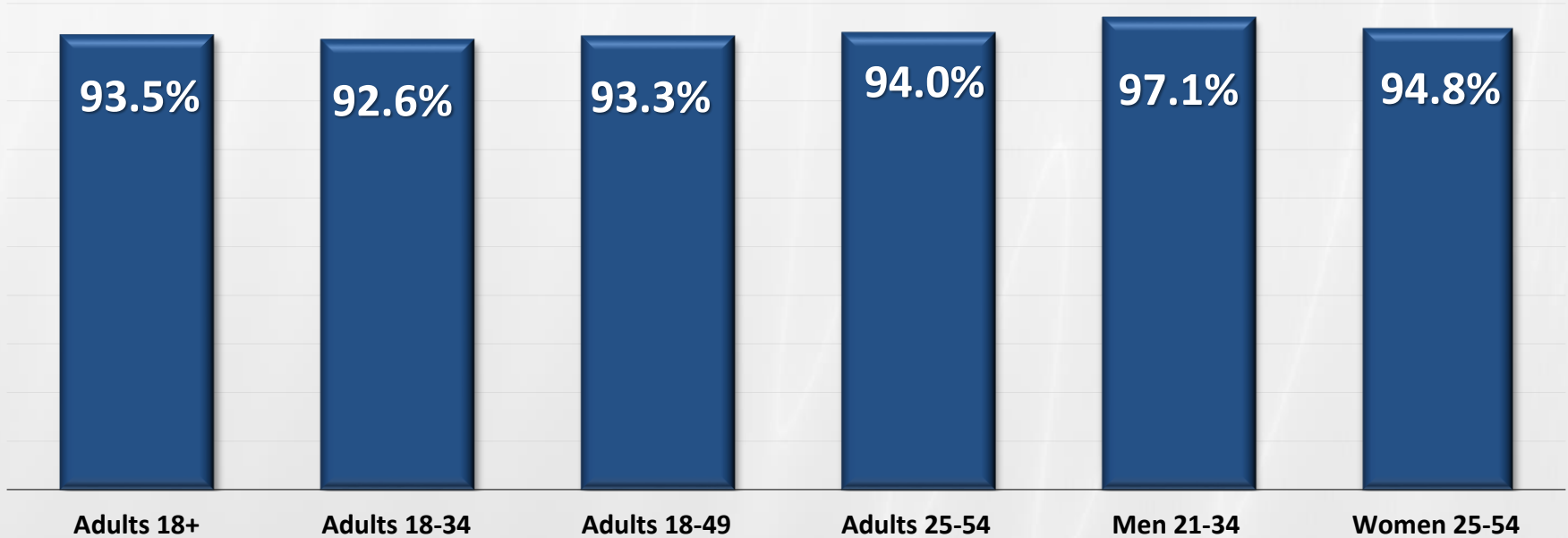
MORE ADULTS 18+ LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



ONLINE RADIO LISTENING COMPLEMENTS OVER-THE-AIR RADIO

**% of monthly Online Radio listeners who listened to
over-the-air AM/FM Radio
*Monday-Sunday, 6a-mid***



**Online Radio = Listening to AM/FM radio stations online and/or
listening to audio content available only on the Internet.**



ONLY 32.6% OF BAKERSFIELD ADULTS 18+ HAVE VISITED PANDORA IN THE PAST MONTH.

