



THE SHEER SIZE AND DENSITY OF SOUTHERN CALIFORNIA TRAFFIC

- The combined total population of New York, Chicago, Houston, Philadelphia, and Phoenix almost equals the over **18.5 million** registered vehicles that make up Southern California Traffic.
(Source: Census , 2018 Population Estimates (as of July 1, 2018) and DMV, Total Vehicles Registered, July 2019)
- Over **10.1 million** cars in the Los Angeles Metro alone. (Source: DMV, Total Vehicles Registered, July 2019)
- Imagine...over 18.5 million cars filled with potential new customers.
- The potential for more brand awareness and market share than 5 major cities combined!
- That's the value of **Southern California Radio.**



New York
8,398,748



Chicago
2,705,994



Houston
2,325,502



Philadelphia
1,584,138



Phoenix
1,660,272