

# ON A TYPICAL DAY IN THE INLAND EMPIRE

- Only **32.0%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past week. (Scarborough Release 1 2019 (January 2018 - 2019), Riverside/San Bernardino Metro, Adults 18+)
- **More than eight out of ten** people have not looked at or read the **business/finance section** of any newspaper in past 7 days. (Scarborough Release 1 2019 (January 2018 - 2019), Riverside/San Bernardino Metro, Adults 18+)
- Only **18.7%** of people have looked at or read the **sports section** in the past 7 days. (Scarborough Release 1 2019 (January 2018 - 2019), Riverside/San Bernardino Metro, Adults 18+)
- **27.3%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 1 2019 (January 2018 - 2019), Riverside/San Bernardino Metro, Adults 18+)
- **65.4%** of people tune into **Radio** during afternoon drive every week. (Nielsen Audio, Q2 2019, Riverside/San Bernardino Metro, Adults 18+, Monday – Friday, 3p-7p)
- Almost **nine out of ten** Employed Adults 18+ listen to **Radio each day** (86.9%). (Nielsen Audio, Q2 2019, Riverside/San Bernardino Metro, Employed Adults 18+, Monday – Friday, 5a-mid)
- More Adults 18+ listen to the **Radio each week** (83.4%) than listen to any Satellite Radio in past week (12.8%). (Nielsen Audio, Q2 2019, Monday -Friday, 5a-mid and Scarborough Release 1 2019 (January 2018 - 2019), Riverside/San Bernardino Metro, Adults 18+)
- More people hear **Radio each week** (83.4%) than visit **Pandora** in the past week (23.7%). (Nielsen Audio, Q2 2019, Monday – Friday, 5a-mid and Scarborough Release 1 2019 (January 2018 - 2019), Riverside/San Bernardino Metro, Adults 18+)
- **More than eight out of ten** people (83.4%) do listen to **Radio** for **6.5 hours** every week. (Nielsen Audio, Q2 2019, Riverside/San Bernardino Metro, Persons 18+, Monday – Friday, 5a-mid)

**Radio** is the most **reliable** way to reach someone in the Inland Empire on any given day.