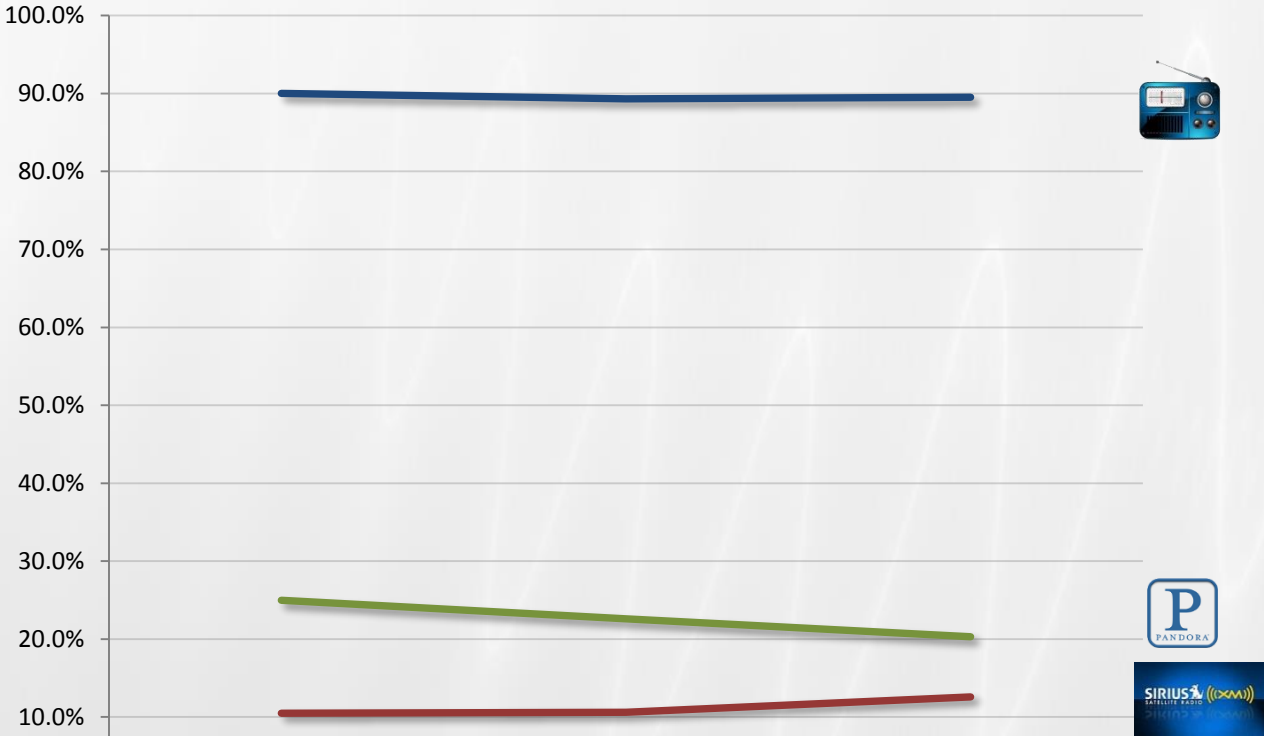


# BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

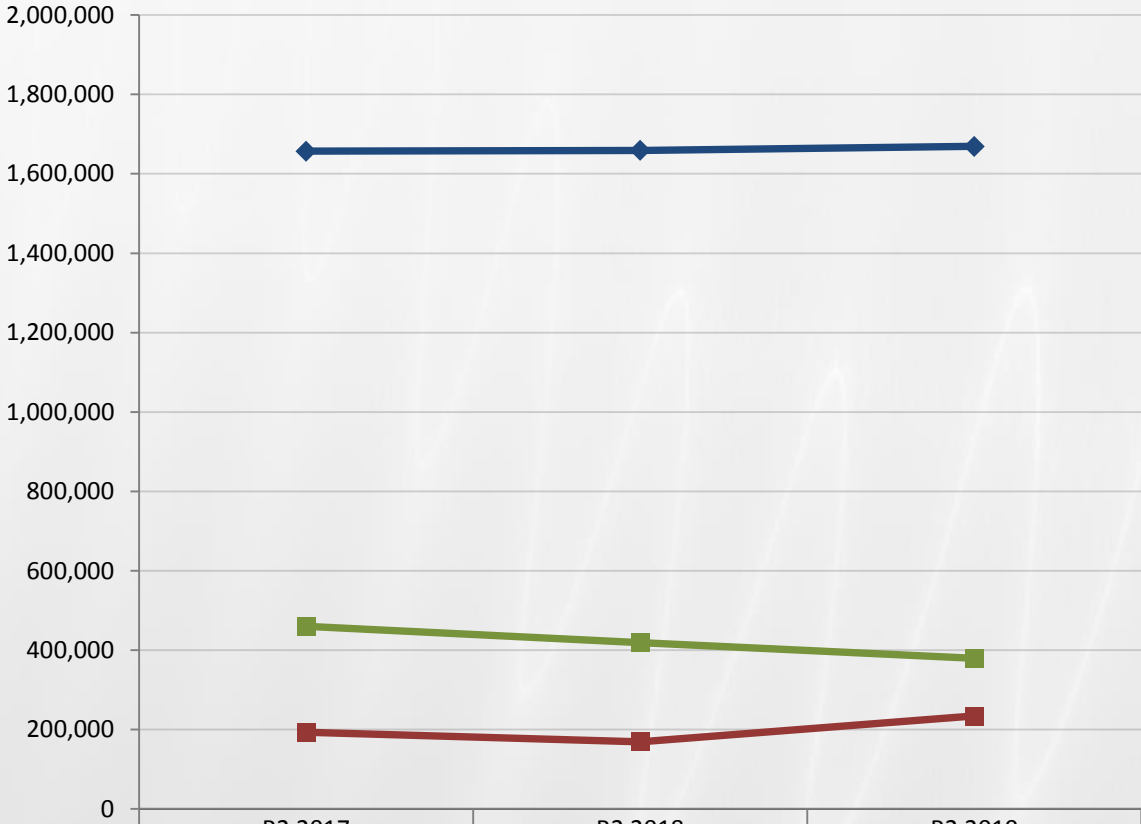
## Inland Empire Adults 18+



	R2 2017	R2 2018	R2 2019
Listen to Radio Past WEEK (M-Su, 6a-mid)	90.0%	89.3%	89.5%
Listened to Satellite Radio Past WEEK	10.5%	10.6%	12.6%
Visited Pandora Past WEEK	25.0%	22.6%	20.3%

# BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

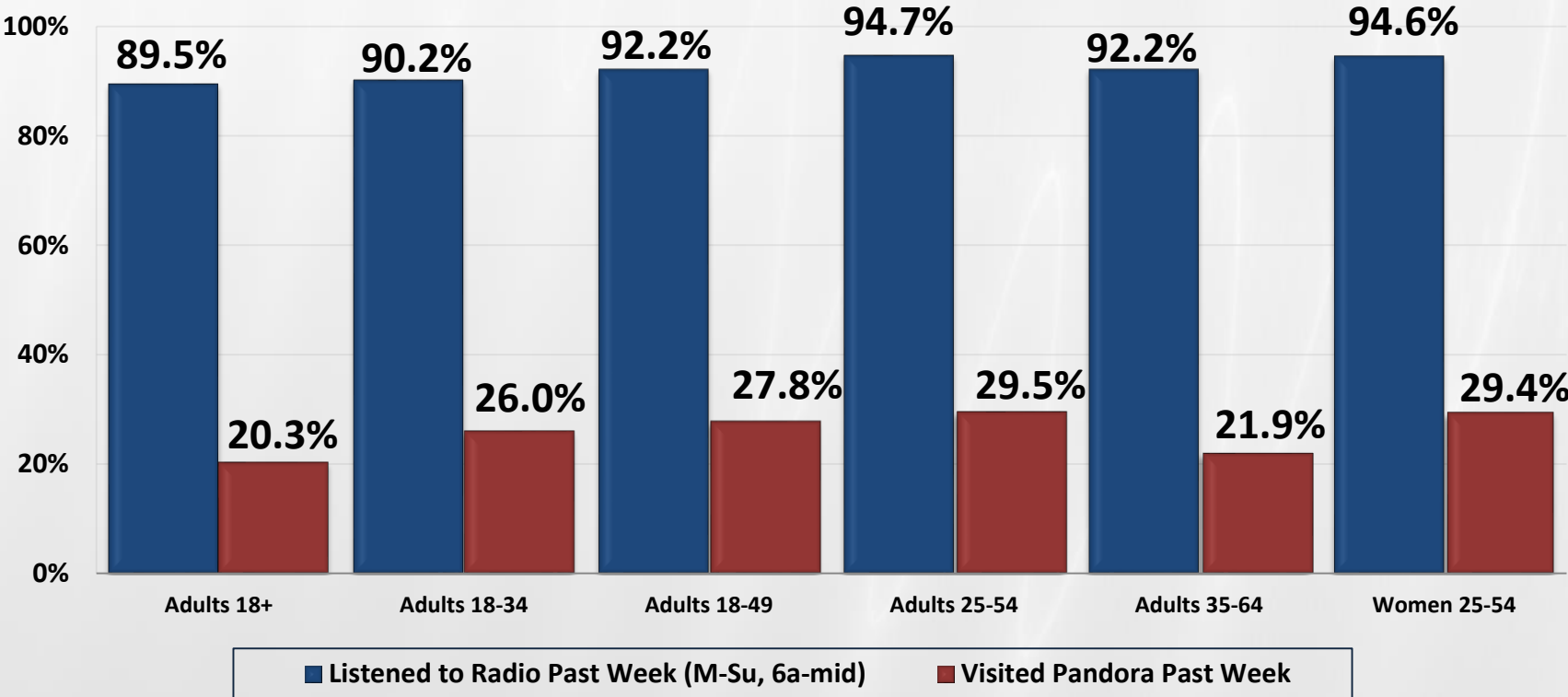
## Inland Empire Adults 18+



	R2 2017	R2 2018	R2 2019
Listen to Radio Past WEEK (M-Su, 6a-mid)	1,656,849	1,658,986	1,669,221
Listened to Satellite Radio Past WEEK	193,315	169,142	234,384
Visited Pandora Past WEEK	460,158	419,426	379,640



# RADIO REACHES MORE ADULTS ACROSS ALL DEMOS IN A WEEK THAN PANDORA



Source: Scarborough, Release 2 2019 (July 2018 - 2019), Riverside/San Bernardino Metro.

# SATELLITE VS. LOCAL RADIO IN THE INLAND EMPIRE

Only **12.6%** of Adults 18+ in the Inland Empire has **listened** to ANY satellite radio at all in the **past week**. And only **11.4%** **currently own** a satellite radio system.

