



THE SHEER SIZE AND DENSITY OF SOUTHERN CALIFORNIA TRAFFIC



The combined total population of New York, Chicago, Houston, Philadelphia, and Phoenix almost equals the **18 million** registered vehicles that make up Southern California Traffic.

(Source: Census , 2015 Population Estimates (as of July 1, 2015) and DMV, Total Vehicles Registered, December 2016)



Over **10 million** cars in the Los Angeles Metro alone. (Source: DMV, Total Vehicles Registered, December 2016)



Imagine...18 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
8,550,405



Chicago
2,720,546



Houston
2,296,224



Philadelphia
1,567,442



Phoenix
1,563,025