













ON A TYPICAL DAY IN THE INLAND EMPIRE

-  Only **36.0%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past 5 days. (Scarborough Release 2 2014, August 2013 – July 2014, Riverside/San Bernardino Metro, Adults 18+)
-  More than **three out of four** people **have not looked at or read** the **business/finance section** of **any** newspaper in past 7 days. (Scarborough Release 2 2014, August 2013 – July 2014, Riverside/San Bernardino Metro, Adults 18+)
-  Only **28.0%** of people **have looked at or read** the **sports section** in the past 7 days. (Scarborough Release 2 2014, August 2013 – July 2014, Riverside/San Bernardino Metro, Adults 18+)
-  **15.5%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 2 2014, August 2013 – July 2014, Riverside/San Bernardino Metro, Adults 18+)
-  **Three out of four** people tune into **Radio** during afternoon drive every week (75.4%). (Nielsen Audio, Q2 2014, Riverside/San Bernardino Metro, Adults 18+, Monday – Friday, 3p-7p)
-  Nearly everyone can hear ads on the **Radio** at home, but only **half the households** (50.1%) can get ads on **cable TV**. (TVB.org, ADS, Wired-Cable and Over-The-Air Penetration by DMA, DMA Household Universe Estimates:, May 2014)
-  **Three out of four** Employed Adults 18+ listen to **Radio each day** (76.5%). (Nielsen Audio, Q2 2014, Riverside/San Bernardino Metro, Employed Adults 18+, Monday – Friday, 5a-mid)
-  More Adults 18+ listen to the **Radio each day** (68.4%) than listen to any Satellite Radio in **past week** (9.3%). (Nielsen Audio, Q2 2014, Monday -Friday, 5a-mid and Scarborough Release 2 (August 2013 – July 2014), Riverside/San Bernardino Metro, Adults 18+)
-  More people hear **Radio each day** (68.4%) than visit **Pandora** in the **past month** (25.7%). (Nielsen Audio, Q2 2014, Monday – Friday, 5a-mid and Scarborough Release 2 2014, August 2013 – July 2014, Riverside/San Bernardino Metro, Adults 18+)
-  **Nearly seven out of ten** people (68.4%) **do listen** to **Radio** for **2 hours and 15 minutes** every day. (Nielsen Audio, Q2 2014, 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.