



RADIO REACHES **94.3%**  
OF LA METRO PERSONS 12+  
EVERY WEEK

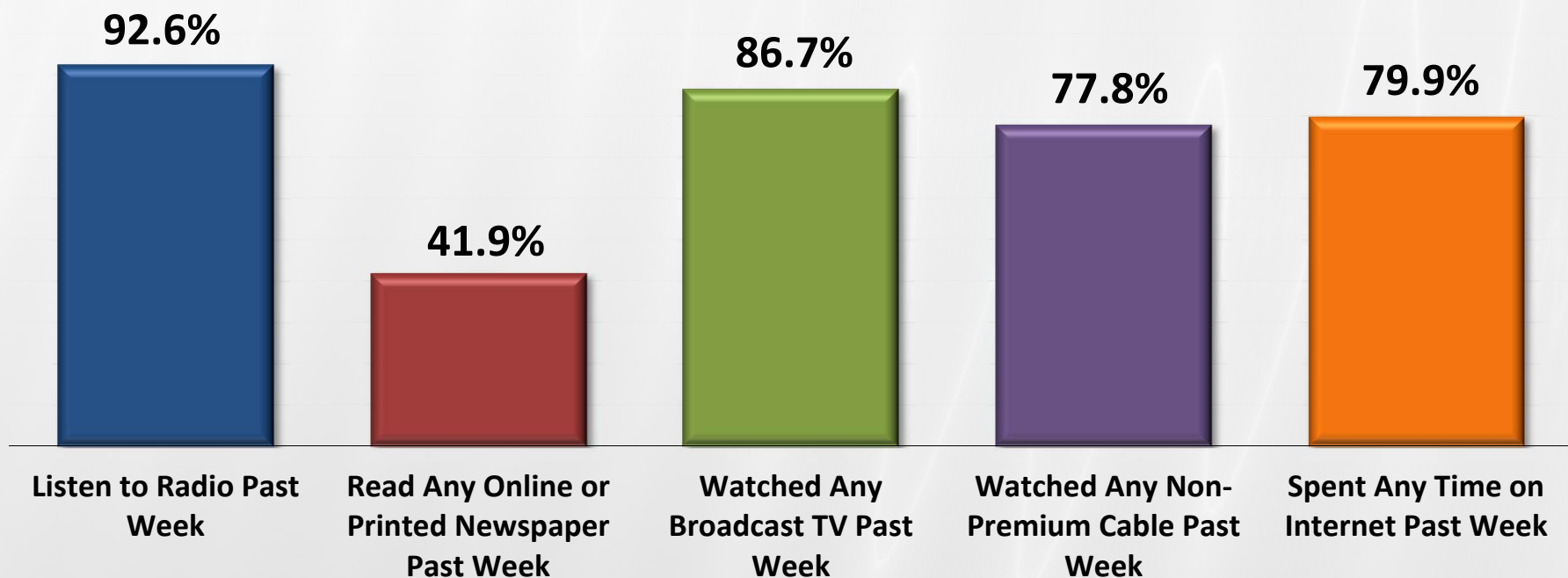


**9.5 HOURS**  
SPENT WITH RADIO  
EACH WEEK



# RADIO REACHES MORE **ADULTS 18+** IN A WEEK THAN ANY OTHER MEDIUM

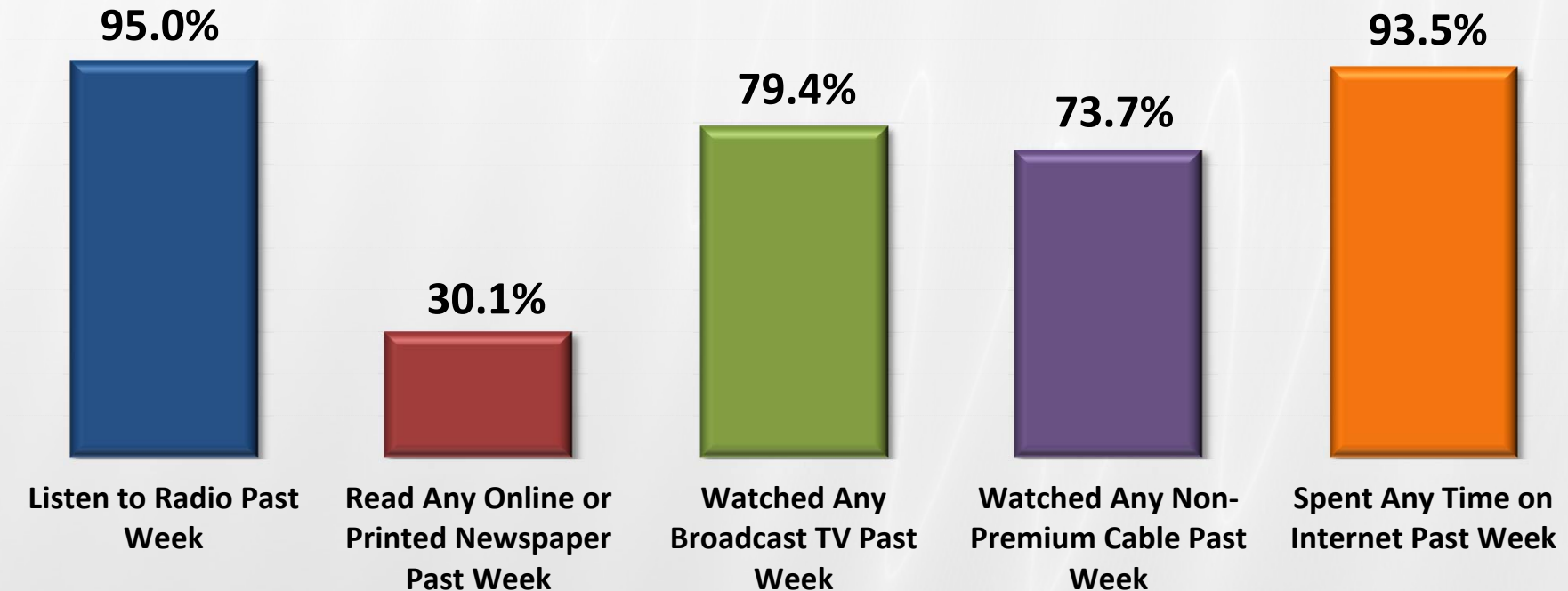
Radio reaches **92.6%** of Los Angeles DMA **Adults 18+**





# RADIO REACHES MORE **MILLENNIALS** IN A WEEK THAN ANY OTHER MEDIUM

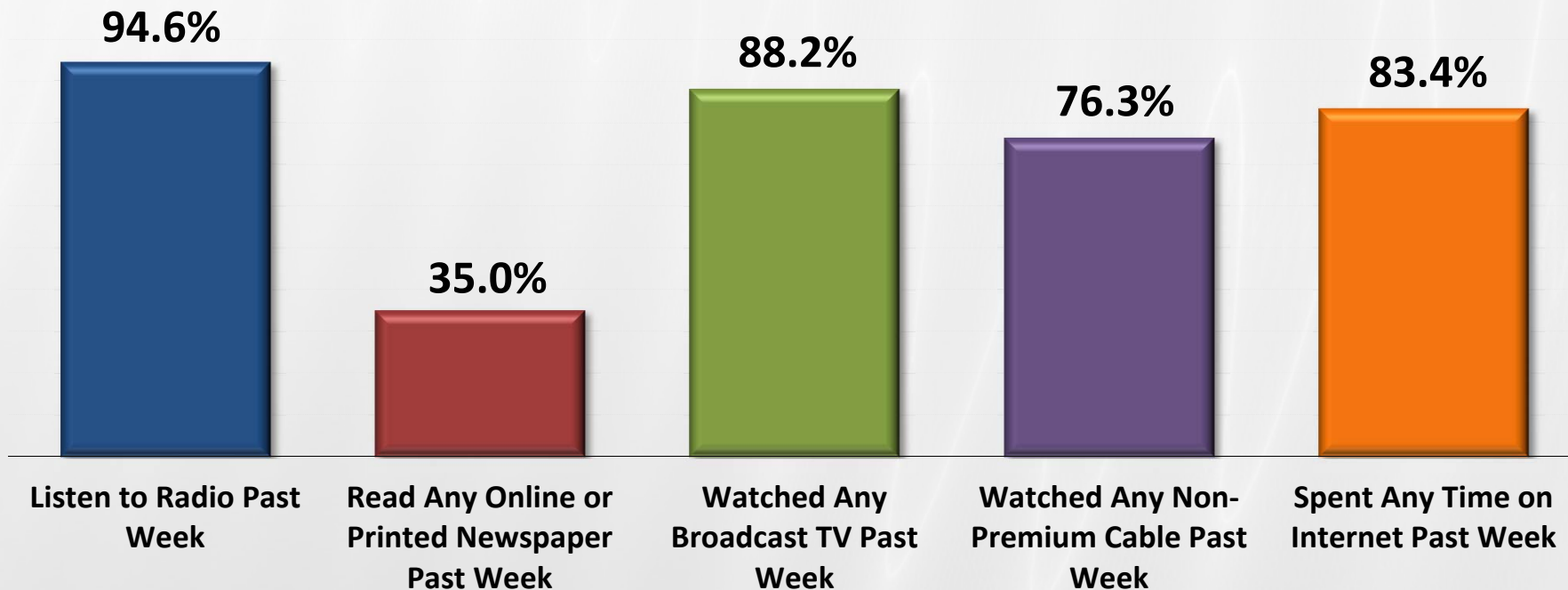
Radio reaches **95.0%** of Los Angeles DMA **Millennials**





# RADIO REACHES MORE **GEN X** IN A WEEK THAN ANY OTHER MEDIUM

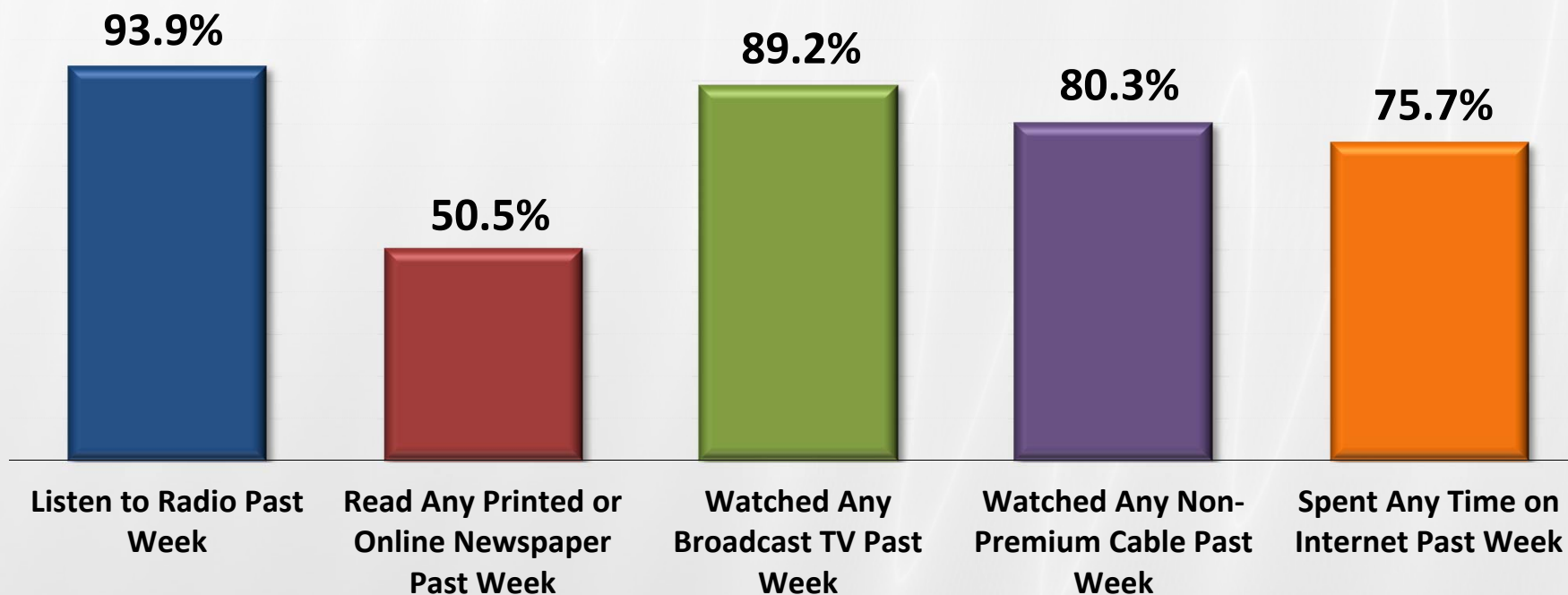
Radio reaches **94.6%** of Los Angeles DMA **Gen X**





# RADIO REACHES MORE **BABY BOOMERS** IN A WEEK THAN ANY OTHER MEDIUM

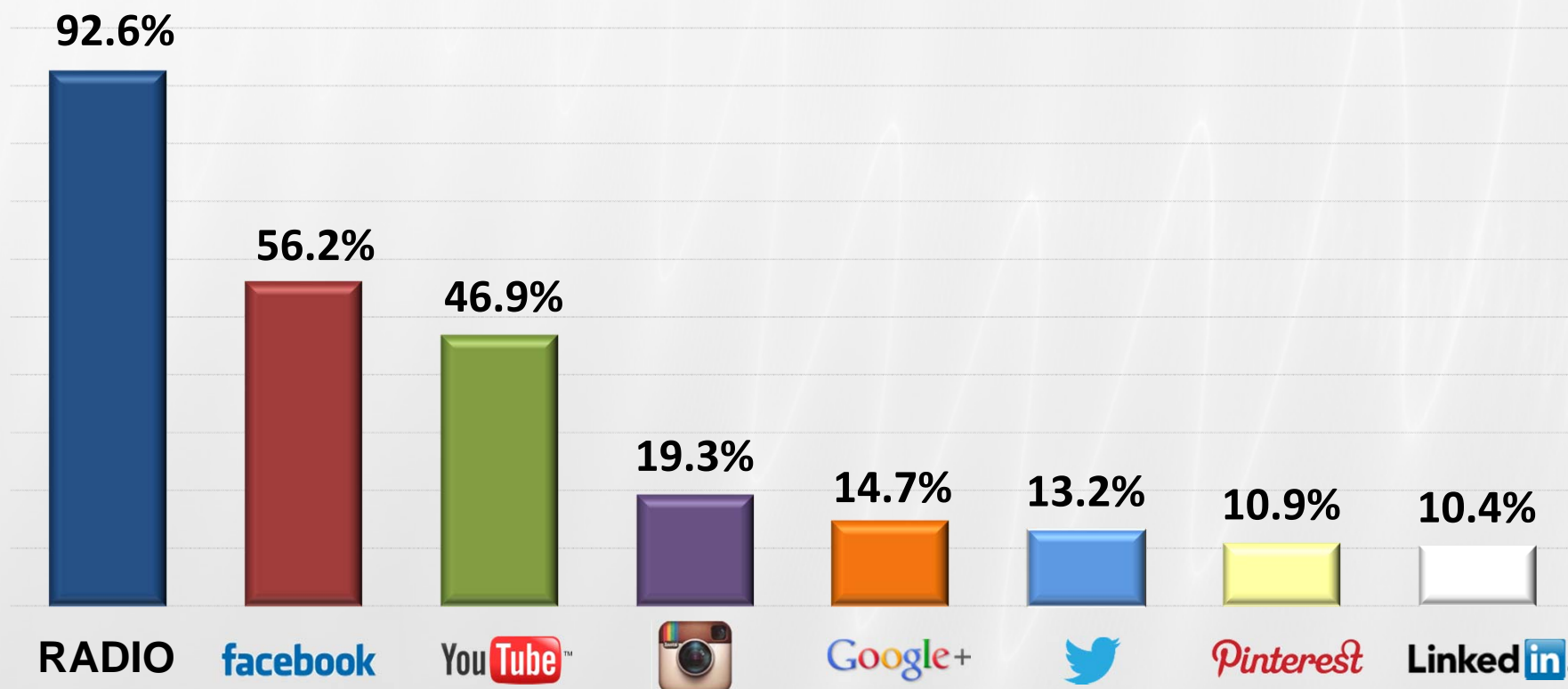
Radio reaches **93.9%** of Los Angeles DMA *Baby Boomers*





# MORE **ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

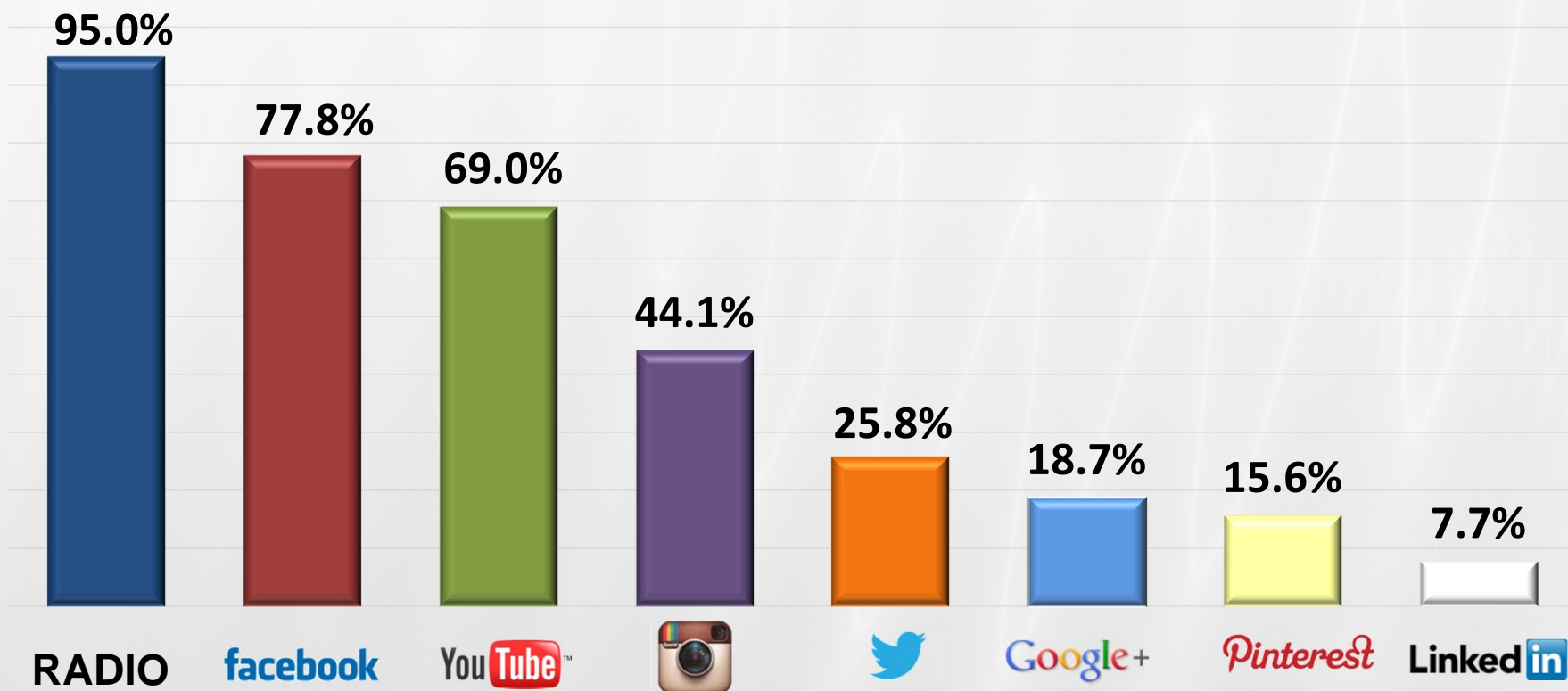
## Reach %





# MORE **MILLENNIALS** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

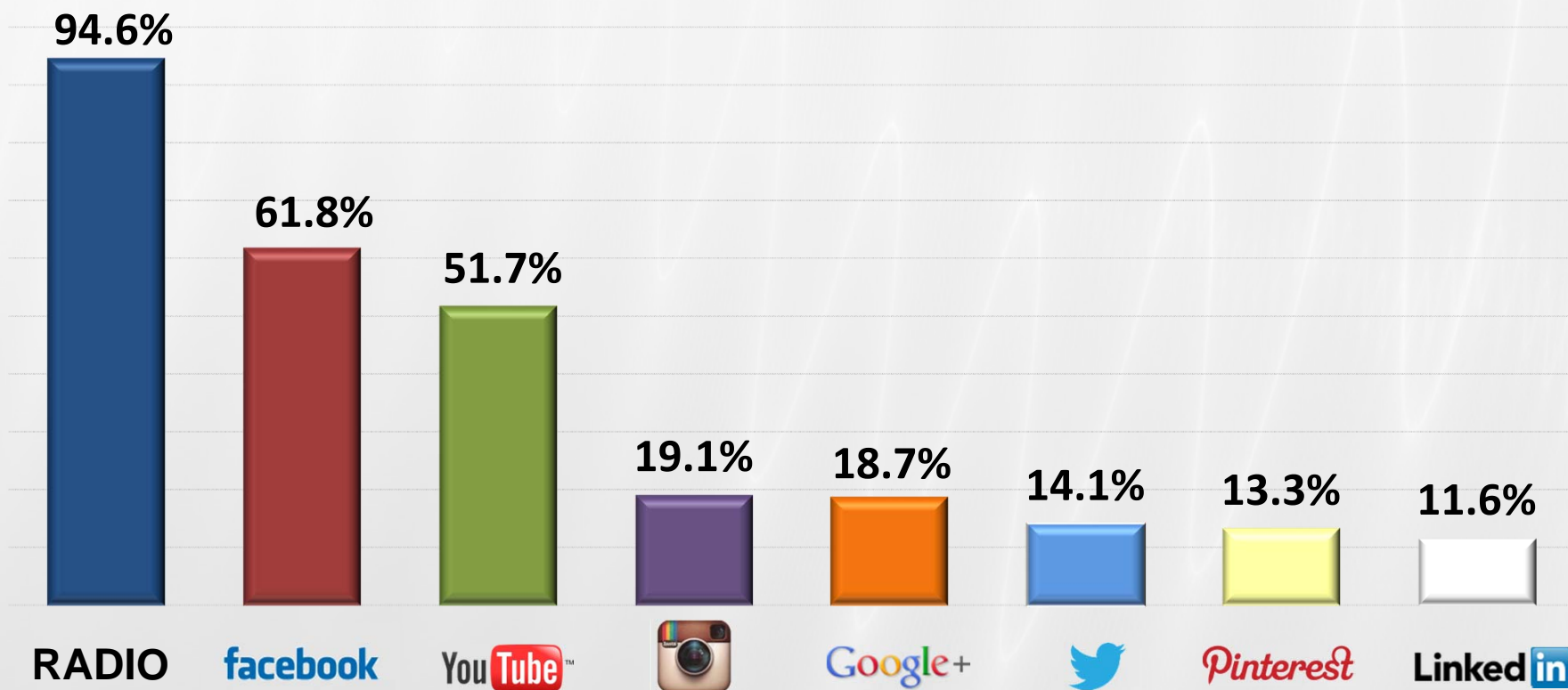
## Reach %





# MORE **GEN X** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

## Reach %







# MORE **BABY BOOMERS** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

## Reach %

