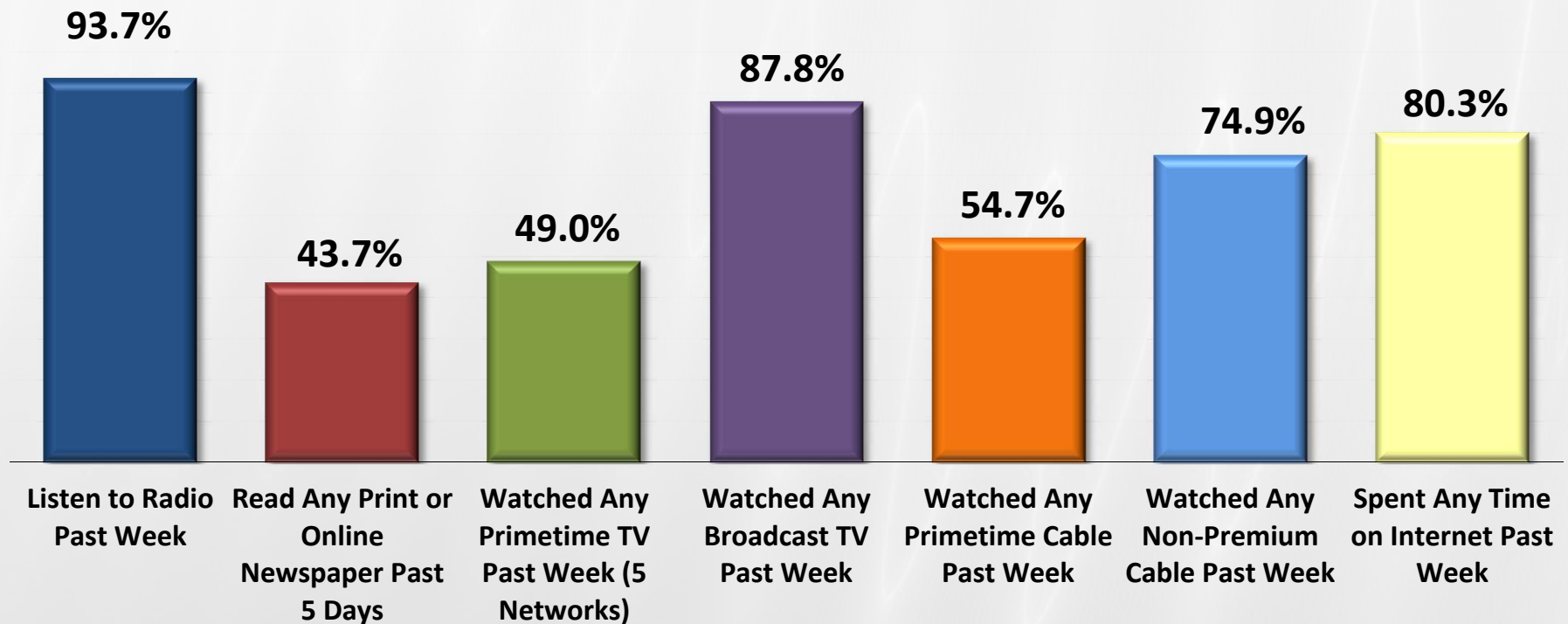




# RADIO REACHES MORE LOS ANGELES ADULTS 18+ IN A WEEK THAN ANY OTHER MEDIUM

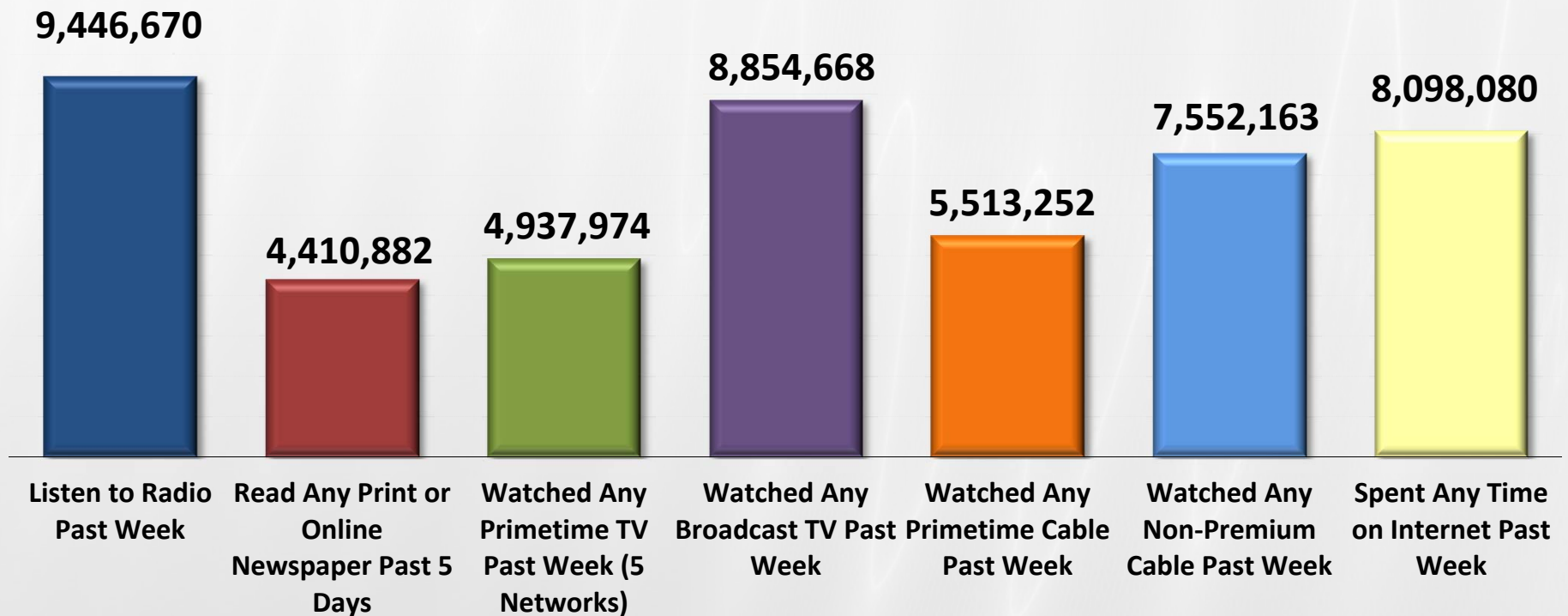
Radio reaches over 9.4 million Los Angeles  
Adults 18+ or 93.7% of the population





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

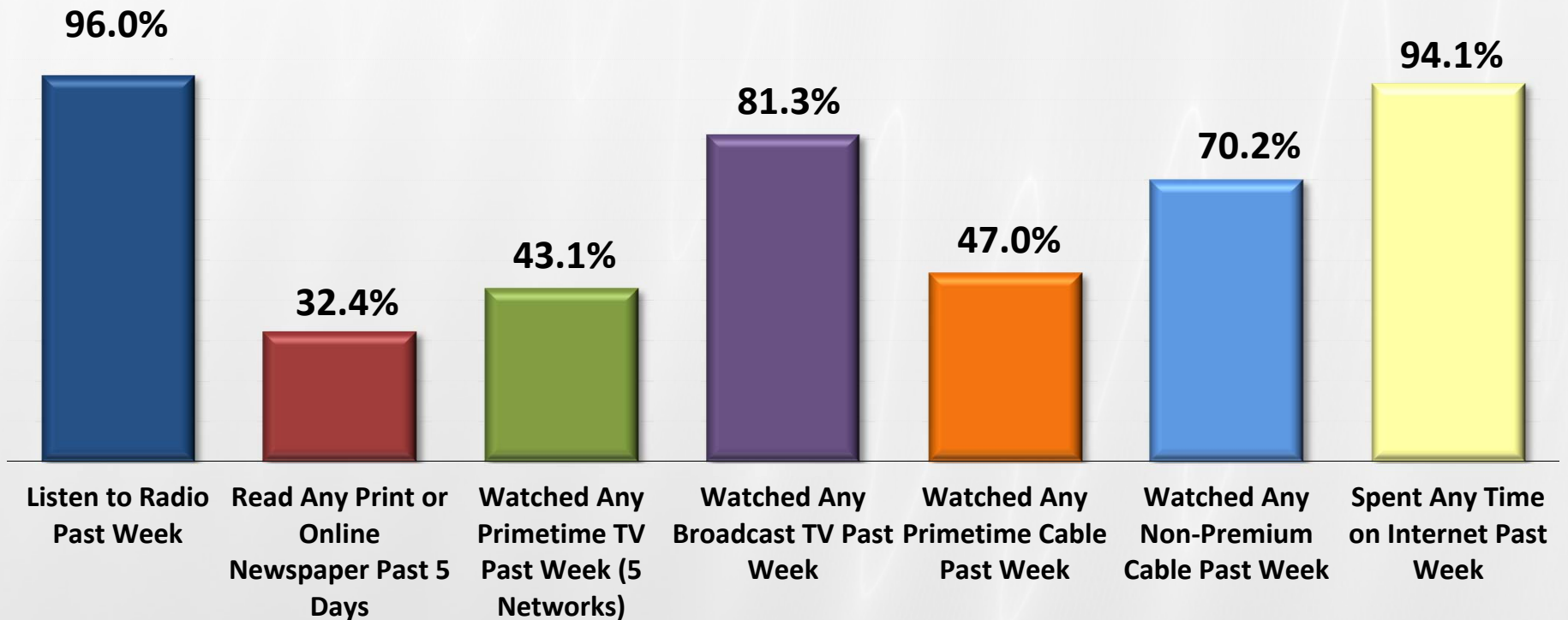
Radio reaches over 9.4 million Los Angeles  
Adults 18+ or 93.7% of the population





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

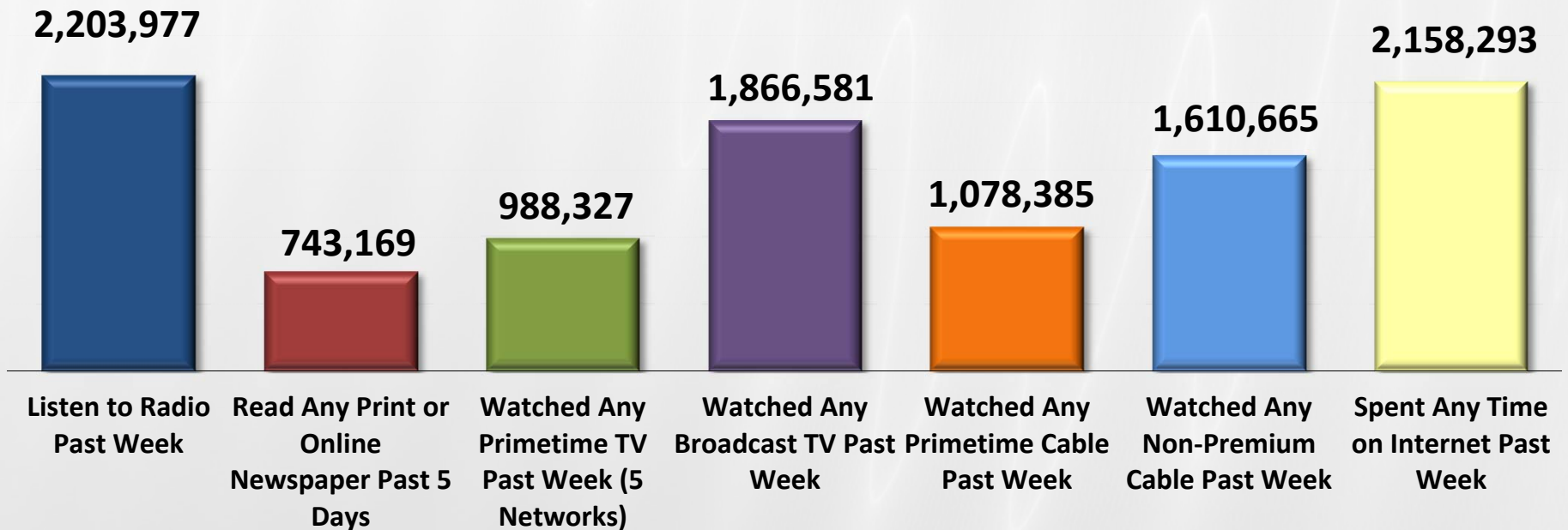
Radio reaches over 2.2 million Los Angeles Millennials or 96.0% of the population





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

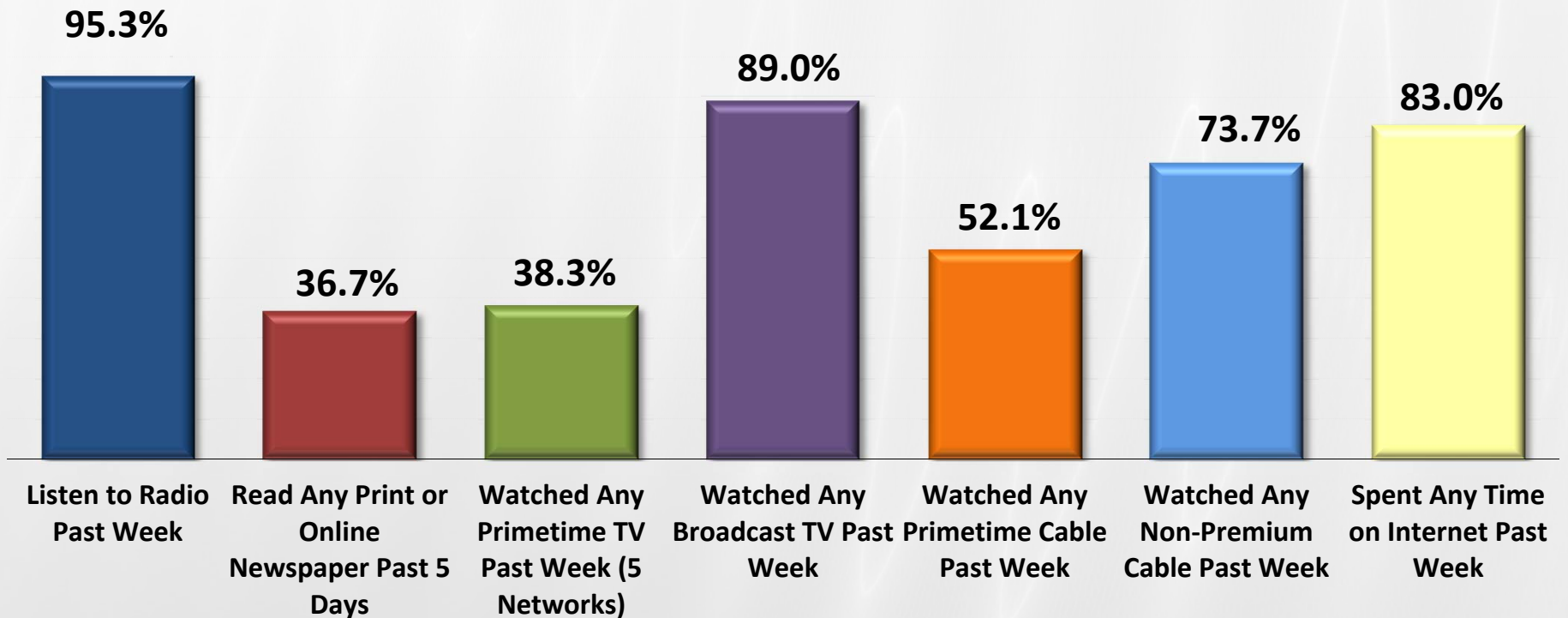
Radio reaches over 2.2 million Los Angeles Millennials or 96.0% of the population





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

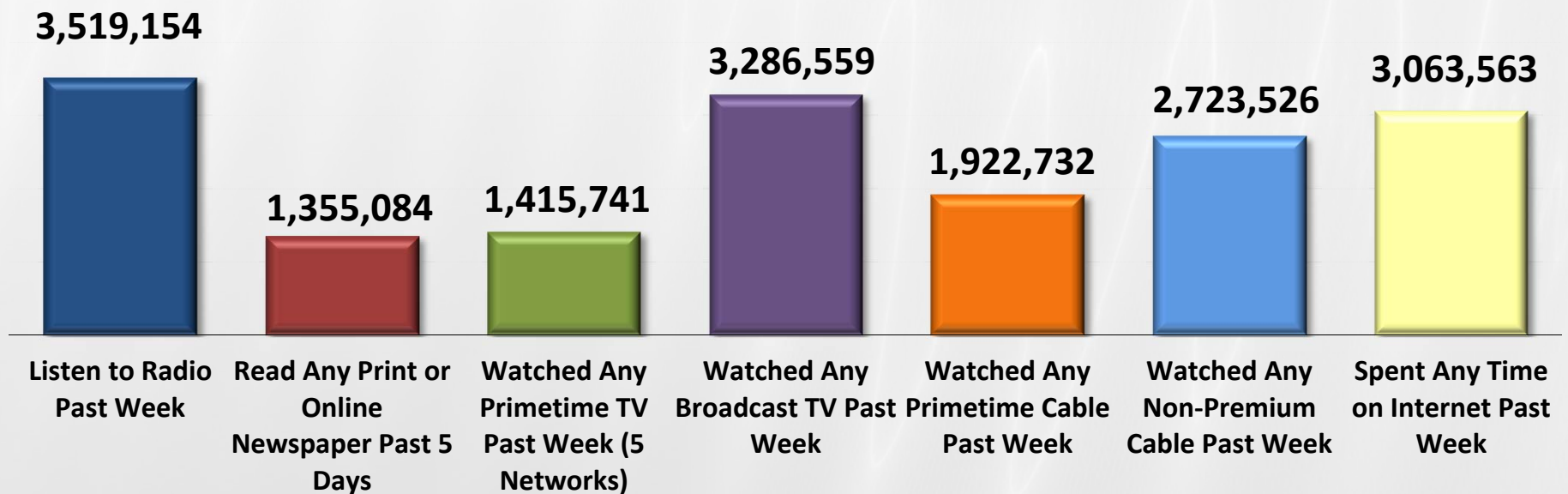
Radio reaches over 3.5 million Los Angeles Gen X or 95.3% of the population





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

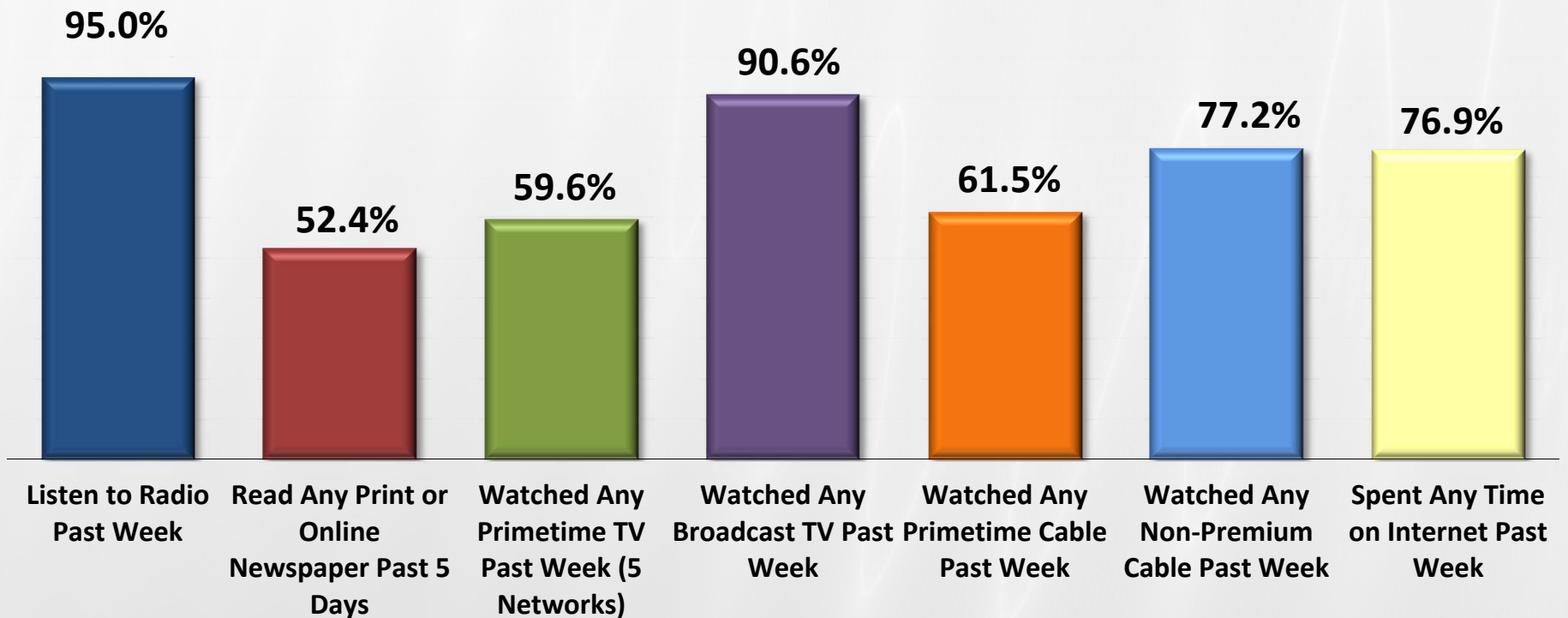
Radio reaches over 3.5 million Los Angeles Gen X or 95.3% of the population





# RADIO REACHES MORE LOS ANGELES BOOMERS IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches over 2.8 million Los Angeles Boomers or 95.0% of the population

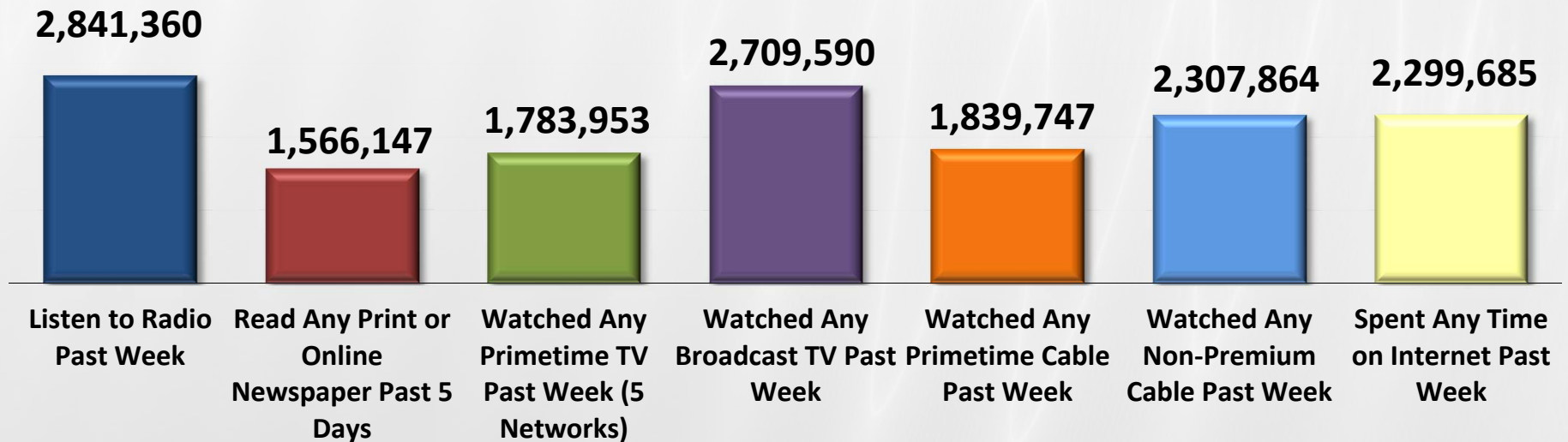






# RADIO REACHES MORE LOS ANGELES BOOMERS IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches over 2.8 million Los Angeles Boomers or 95.0% of the population



Source: Scarborough, R2 2014 (August 2013 – July 2014), Los Angeles Metro, **Adults 50-69**.

