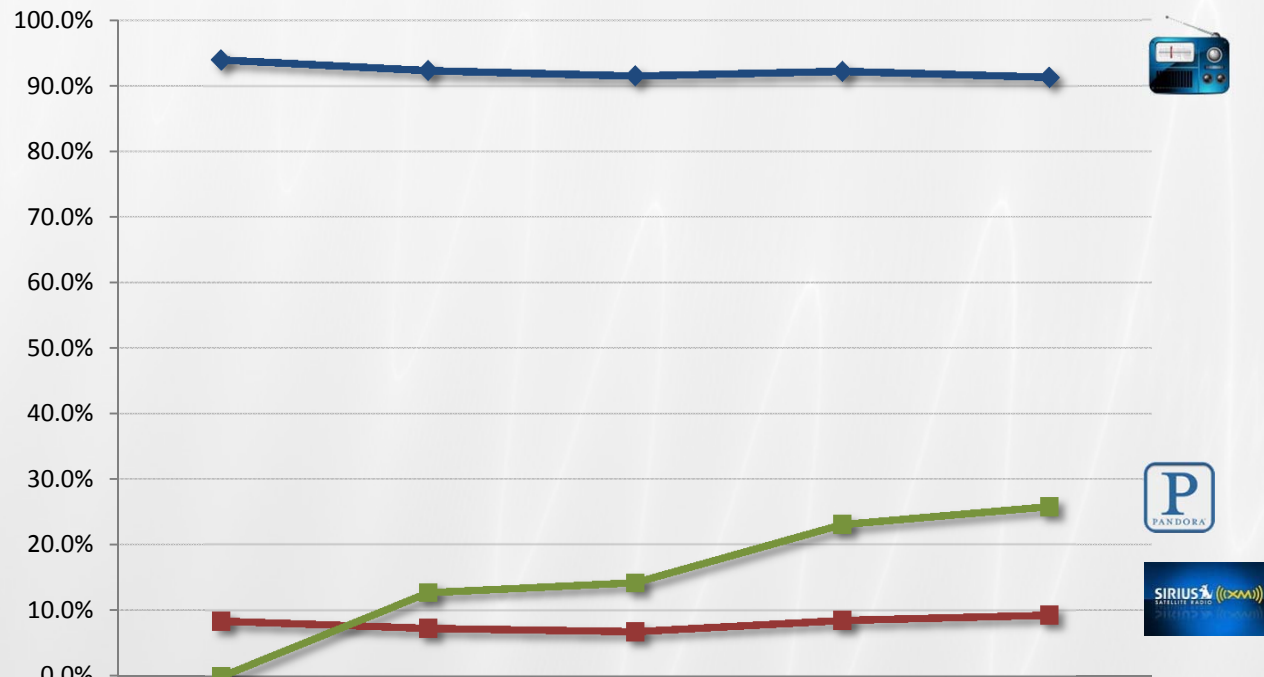




BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

Inland Empire Adults 18+

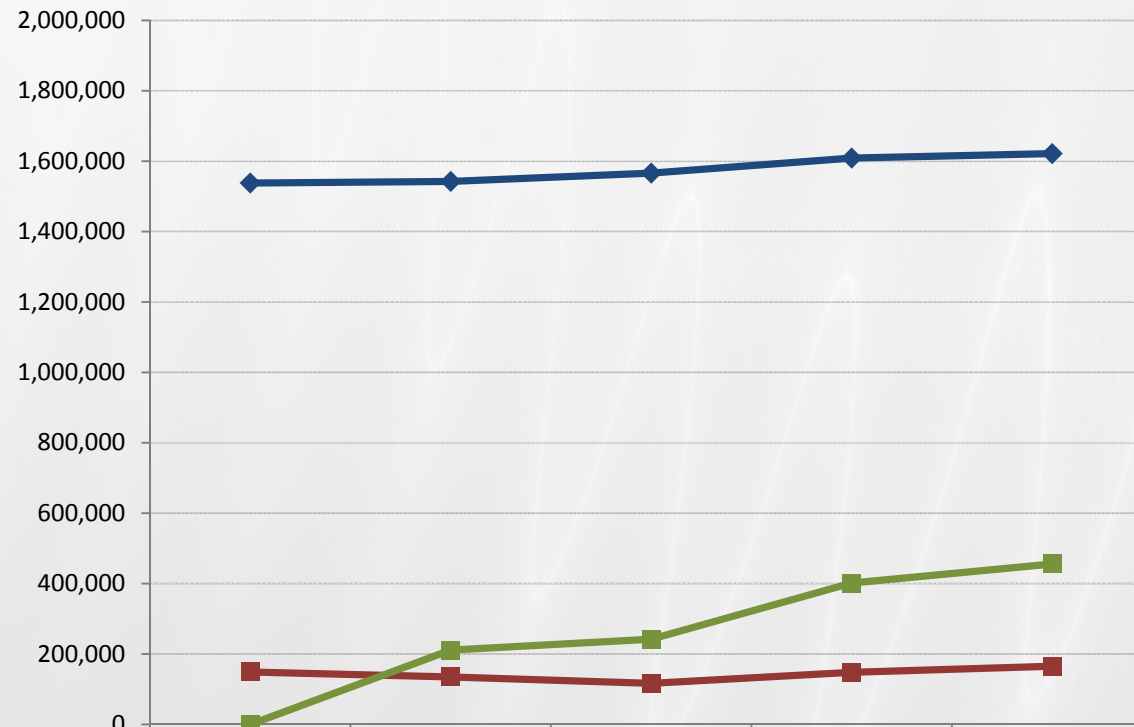


	R2 2010	R2 2011	R2 2012	R2 2013	R2 2014
Listen to Radio Past WEEK (M-Su, 6a-mid)	94.0%	92.4%	91.6%	92.3%	91.4%
Listened to Satellite Radio Past WEEK	8.4%	7.3%	6.8%	8.5%	9.3%
Visited Pandora Past MONTH	0.0%	12.7%	14.2%	23.0%	25.7%



BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

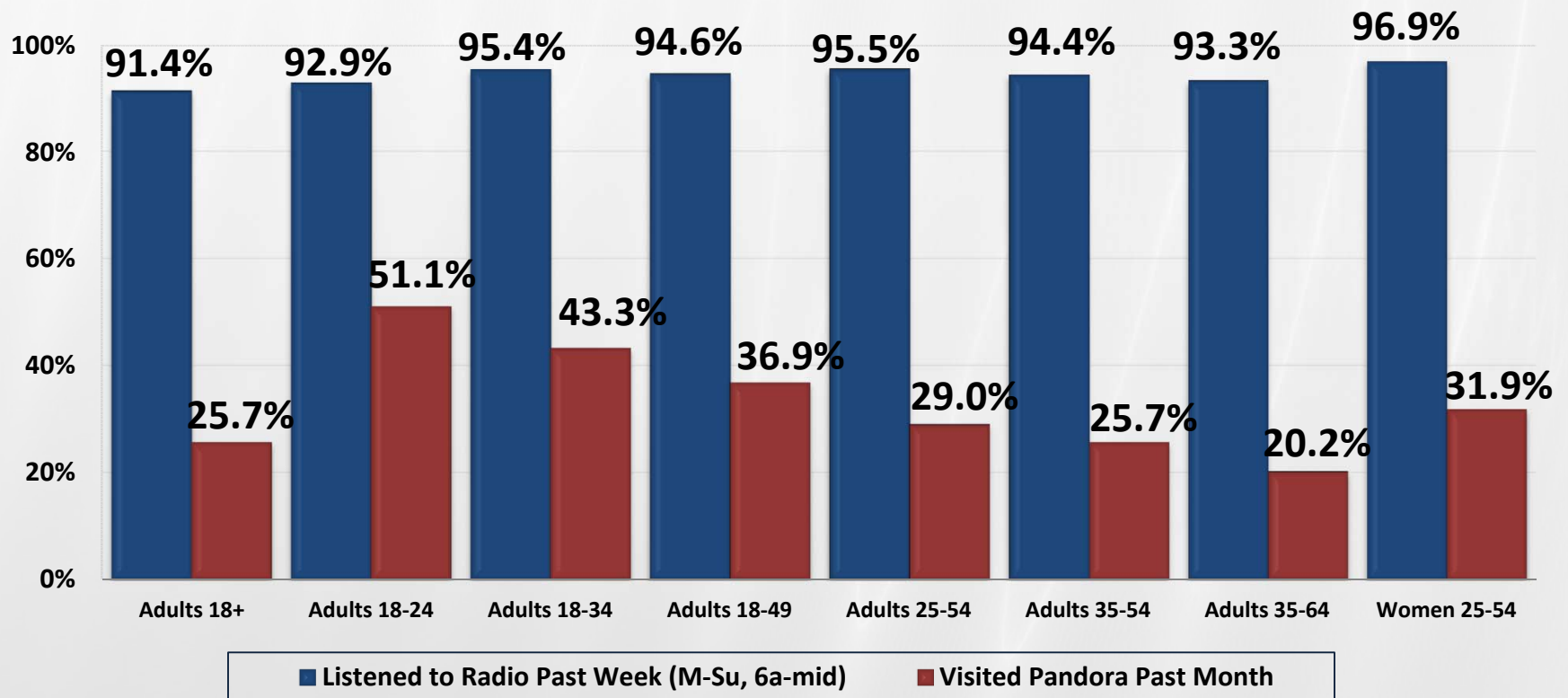
Inland Empire Adults 18+



	R2 2010	R2 2011	R2 2012	R2 2013	R2 2014
Listen to Radio Past WEEK (M-Su, 6a-mid)	1,537,930	1,542,297	1,566,078	1,608,622	1,621,551
Listened to Satellite Radio Past WEEK	148,863	134,615	116,709	148,200	165,457
Visited Pandora Past MONTH	0	211,061	241,882	401,683	455,793



ONLY 25.7% OF IE ADULTS 18+ HAVE VISITED PANDORA IN THE PAST MONTH.



Source: Scarborough, R2 2014 (August 2013 – July 2014), Riverside/San Bernardino Metro.



SATELLITE VS. LOCAL RADIO IN THE INLAND EMPIRE

Only **9.3%** of Adults 18+ in the Inland Empire has **listened** to ANY satellite radio at all in the **past week**. And only **10.6%** **currently own** a satellite radio system.

