



SOUTHERN CALIFORNIA RADIO AND LAWN & GARDEN

A Compelling Partnership for Growth

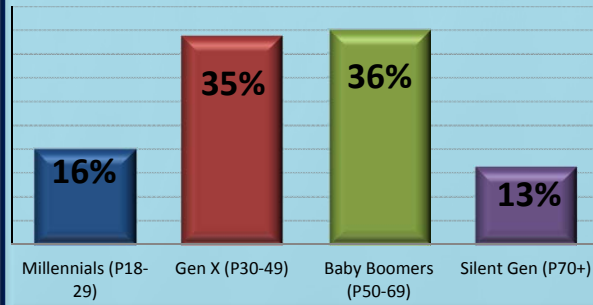


DEMOGRAPHICS

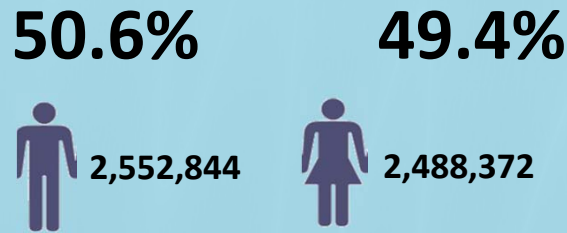
Activity done past 12 months: garden/lawn care

5,041,216 Adults 18+ have gardened or done lawn care in the past 12 months

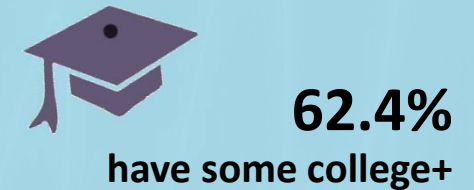
GENERATIONS



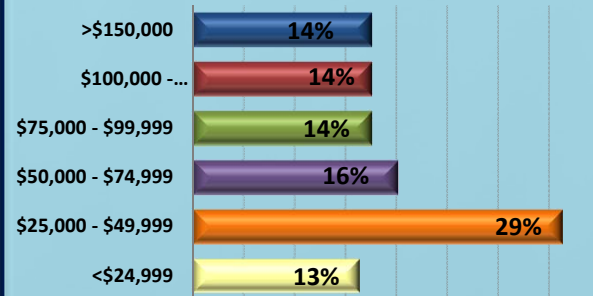
GENDER



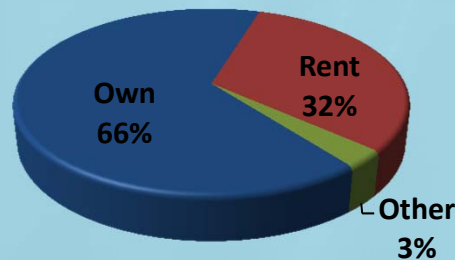
EDUCATION



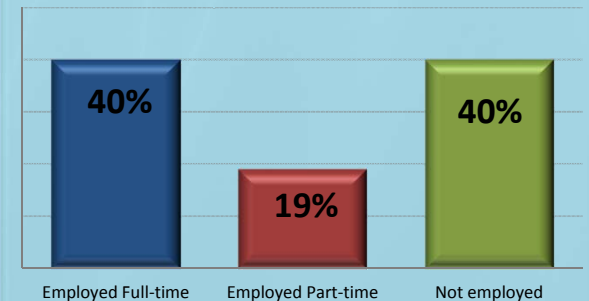
INCOME



OWN/RENT RESIDENCE



EMPLOYMENT





Consumers in Los Angeles Metro spend **over \$488 million annually** in Nursery and Garden Centers



Radio listeners spend an estimated **99.6%** of that total or **over \$486 million.**

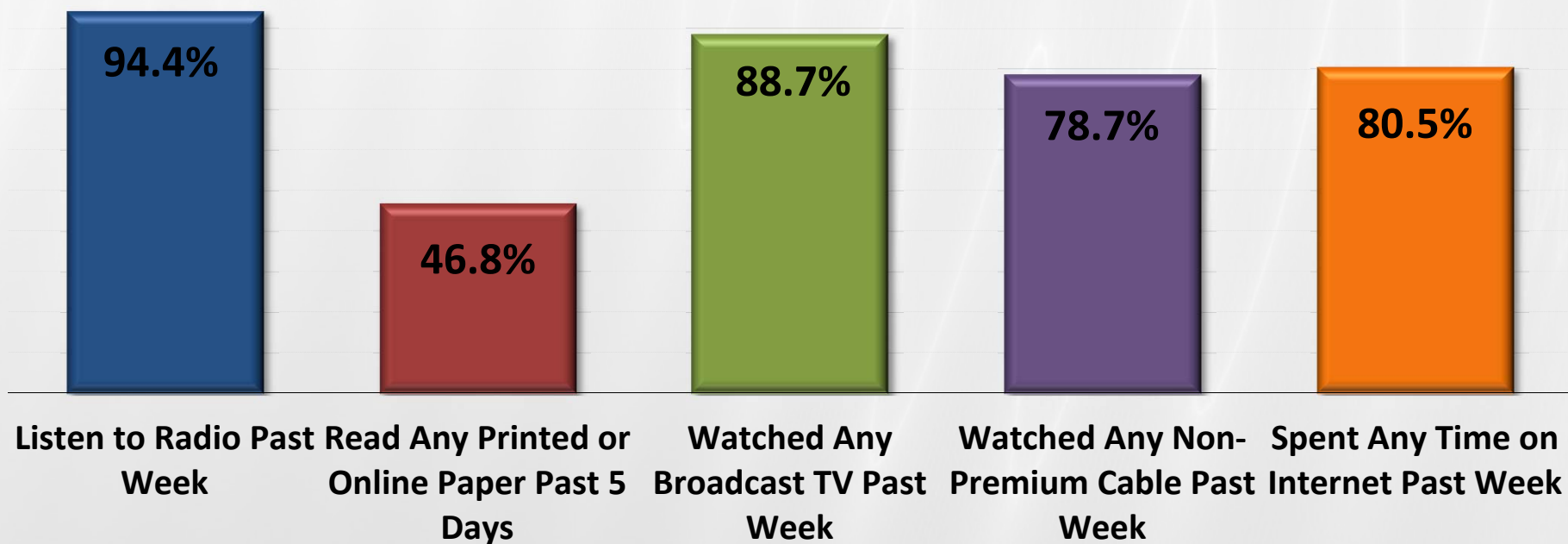


LOS ANGELES ADULTS SPEND THE MOST MONEY AT NURSERY & GARDEN CENTERS IN THE SPRING

Months	Sales Projections	% Of Annual
January	\$16,118,000	3.3%
February	\$18,071,000	3.7%
March	\$32,235,000	6.6%
April	\$58,610,000	12.0%
May	\$86,938,000	17.8%
June	\$57,144,000	11.7%
July	\$42,004,000	8.6%
August	\$34,189,000	7.0%
September	\$35,654,000	7.3%
October	\$39,073,000	8.0%
November	\$30,282,000	6.2%
December	\$38,096,000	7.8%
ANNUAL TOTALS	\$488,414,000	100.0%



RADIO REACHES **94.2%** OF ADULTS 18+ WHO HAVE GARDENED OR DONE LAWN CARE IN THE PAST 12 MONTHS



Source: Scarborough, Release 2 2014 (August 2013 – July 2014), Los Angeles Metro, Adults 18+/Activity Done Past 12 Months: Garden/Lawn Care.



MORE ADULTS 18+ WHO HAVE GARDENED OR DONE LAWN CARE LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %

