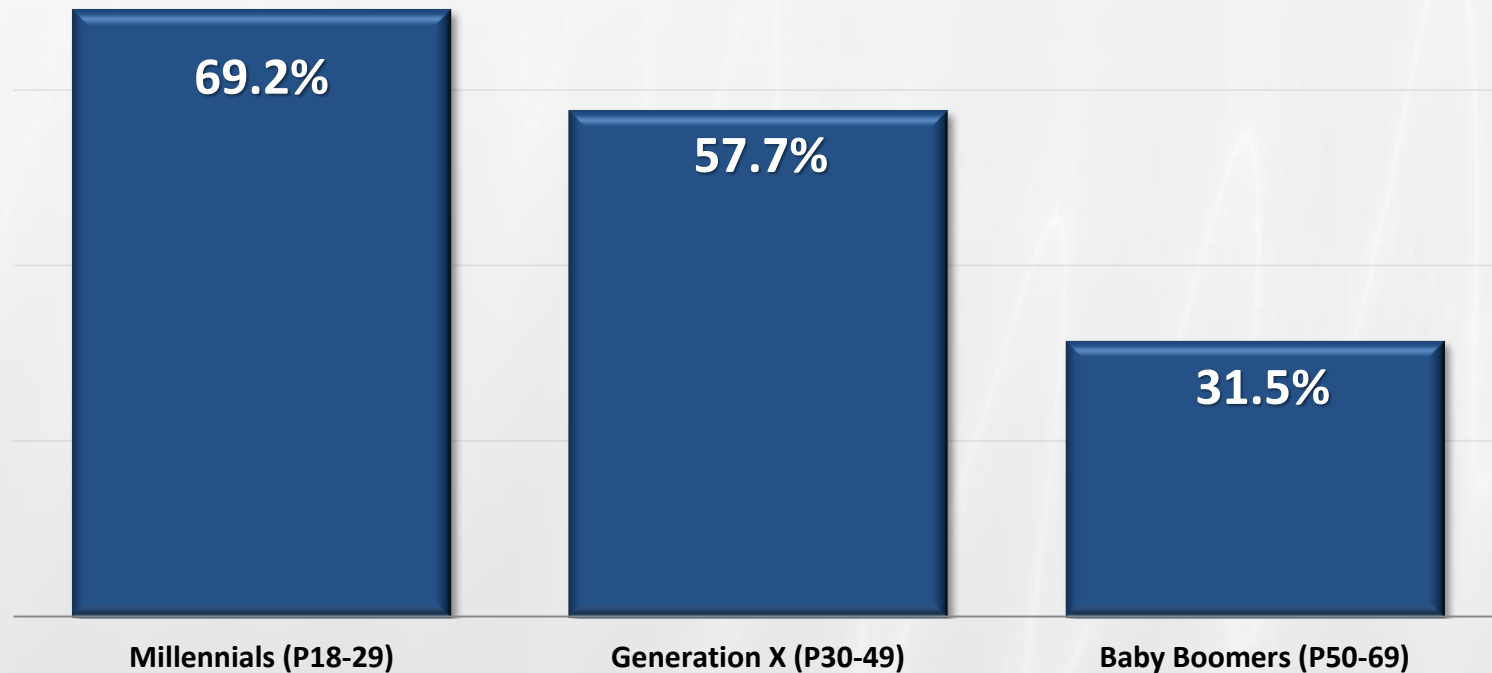




# 69.2% OF MILLENNIALS LISTENED TO ONLINE RADIO IN THE PAST MONTH.



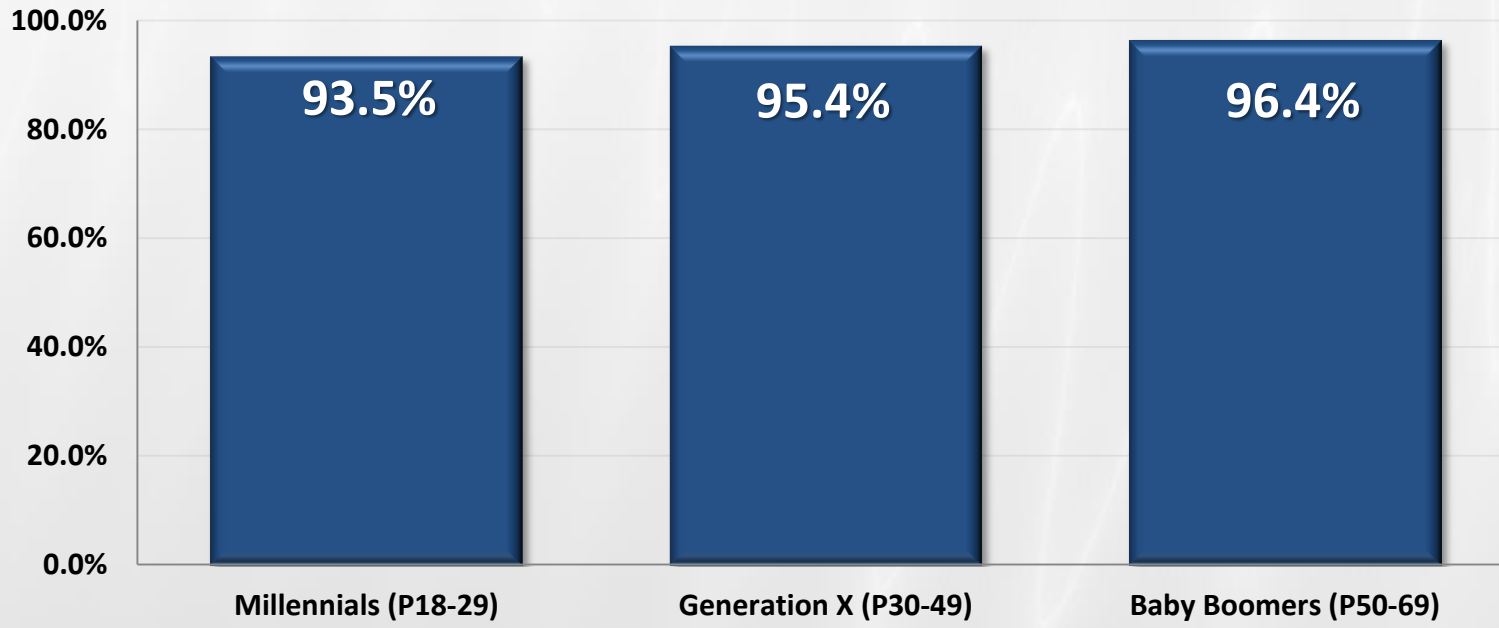
**Online Radio = Listening to AM/FM radio stations online or listening to audio content available only on the Internet.**



# IN SOUTHERN CALIFORNIA, DID YOU KNOW...?

**93.5% of Millennials who listened to Online Radio in the past month still listen to over-the-air AM/FM Radio every week.**

**% of monthly Online Radio listeners who listened to over-the-air AM/FM Radio  
*Monday-Sunday, 6a-mid***



**Online Radio = Listening to AM/FM radio stations online or listening to audio content available only on the Internet.**