

REACH AND TIME



RADIO REACHES **81.2%** OF
BAKERSFIELD EVERY WEEK

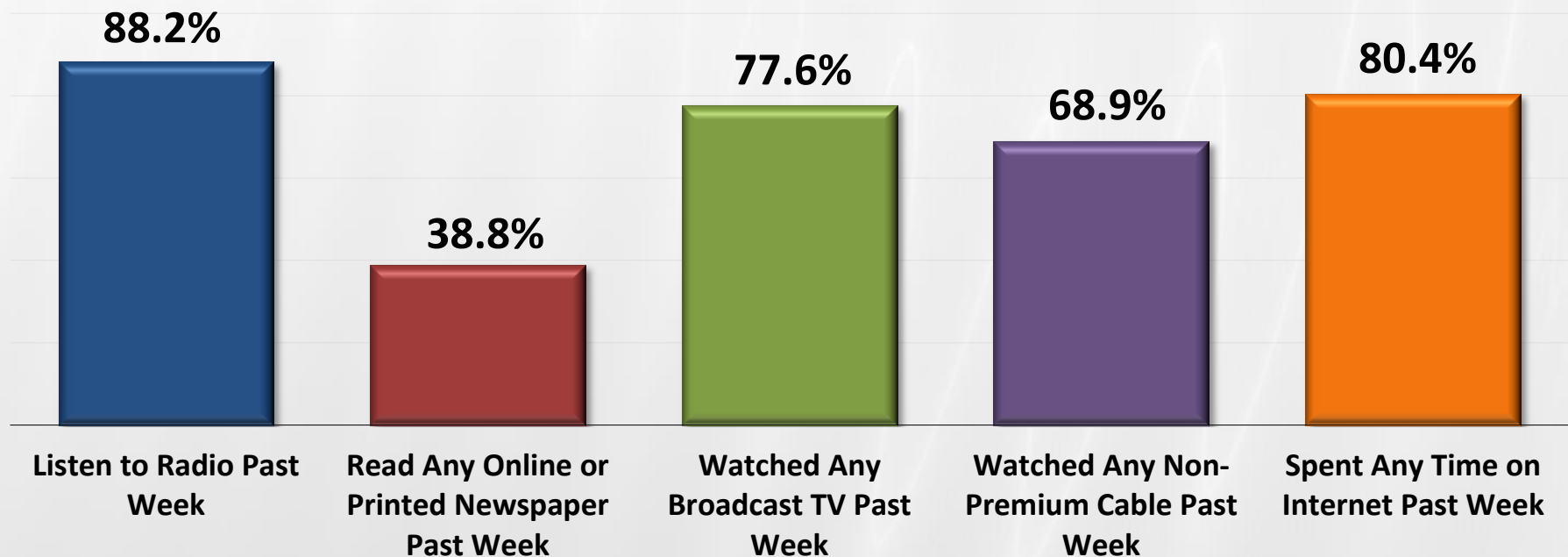


14.25 HOURS
SPENT WITH RADIO
EACH WEEK



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

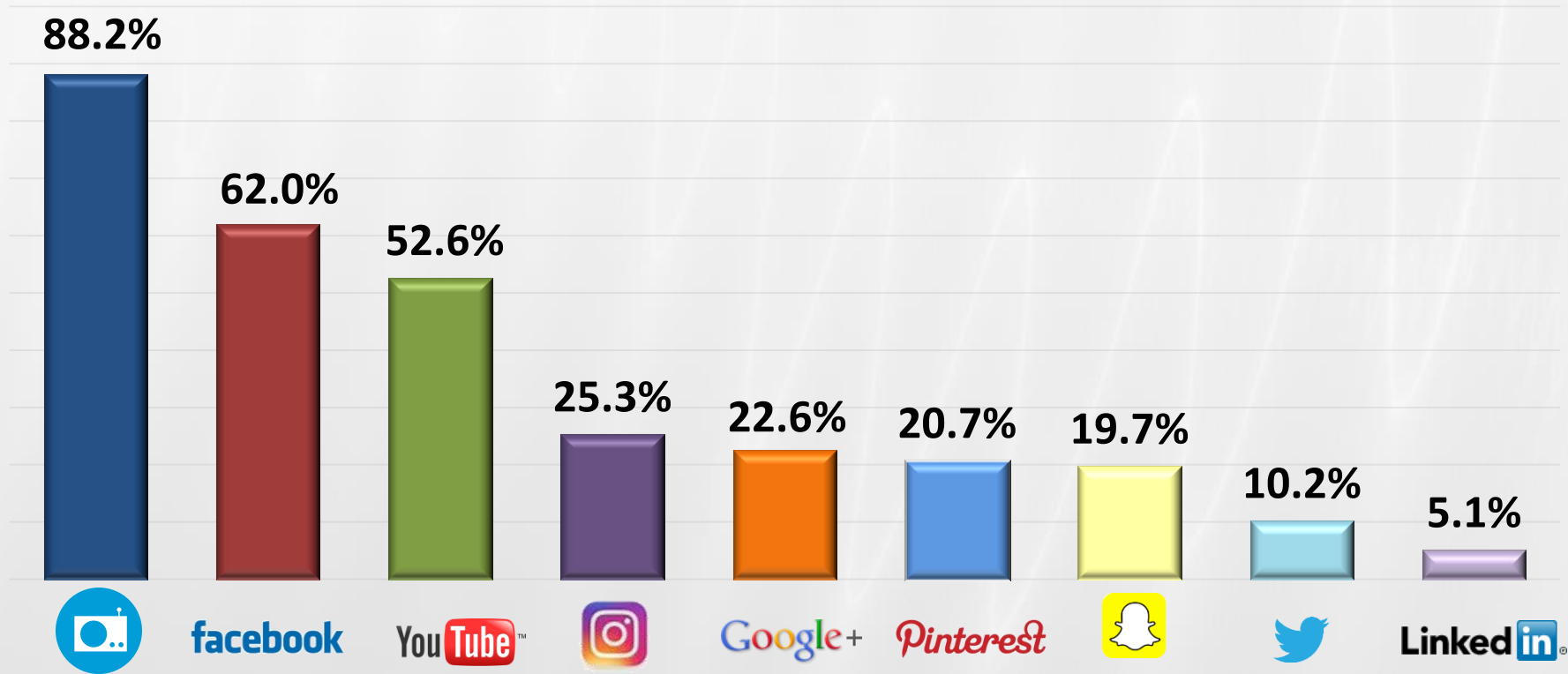
Radio reaches **88.2%** of Bakersfield **Adults 18+**





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

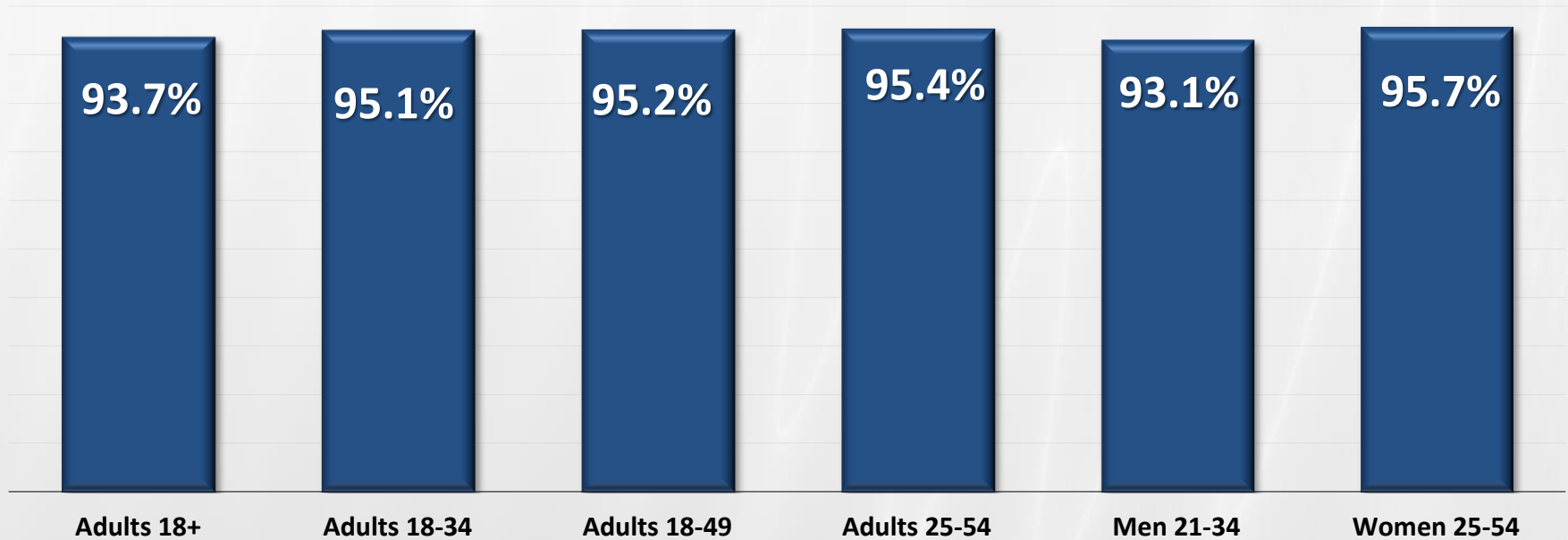
Reach %





ONLINE RADIO LISTENING COMPLEMENTS OVER-THE-AIR RADIO

**% 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 and/or listening to audio content available only on the Internet.



ONLY 24.1% OF BAKERSFIELD ADULTS 18+ HAVE VISITED PANDORA IN THE PAST MONTH.

