

# REACH AND TIME



RADIO REACHES **79.8%** OF  
BAKERSFIELD EVERY WEEK

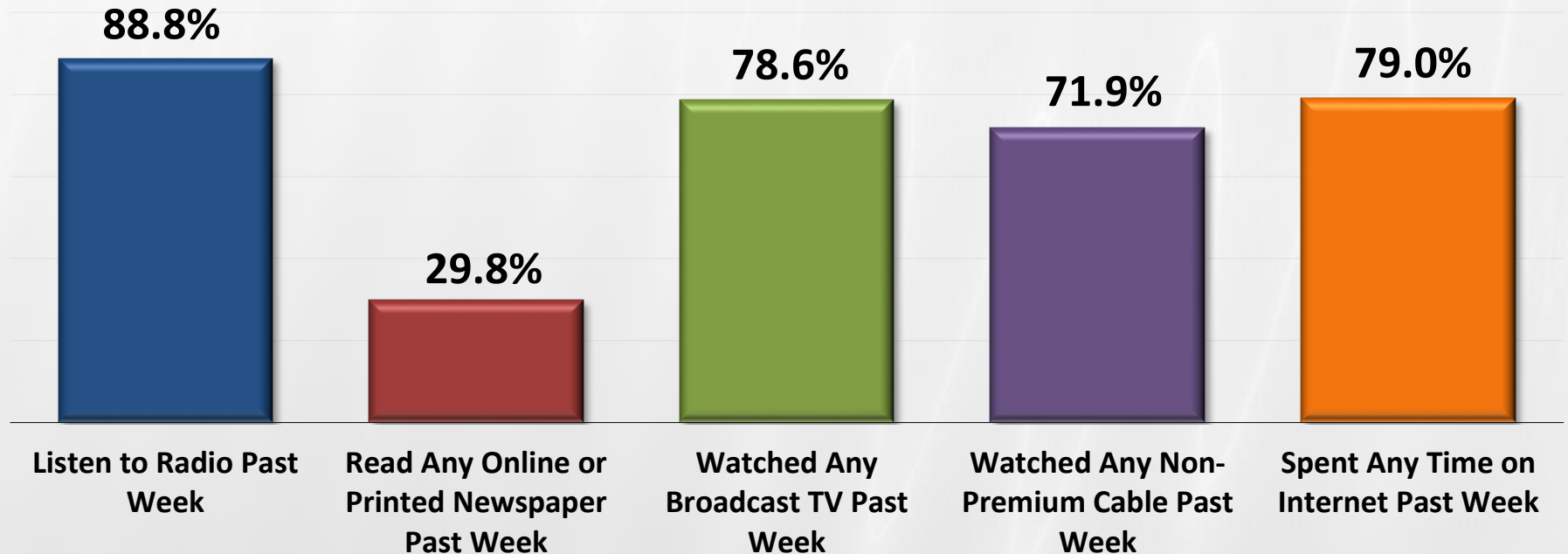


**14.5 HOURS**  
SPENT WITH RADIO  
EACH WEEK



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

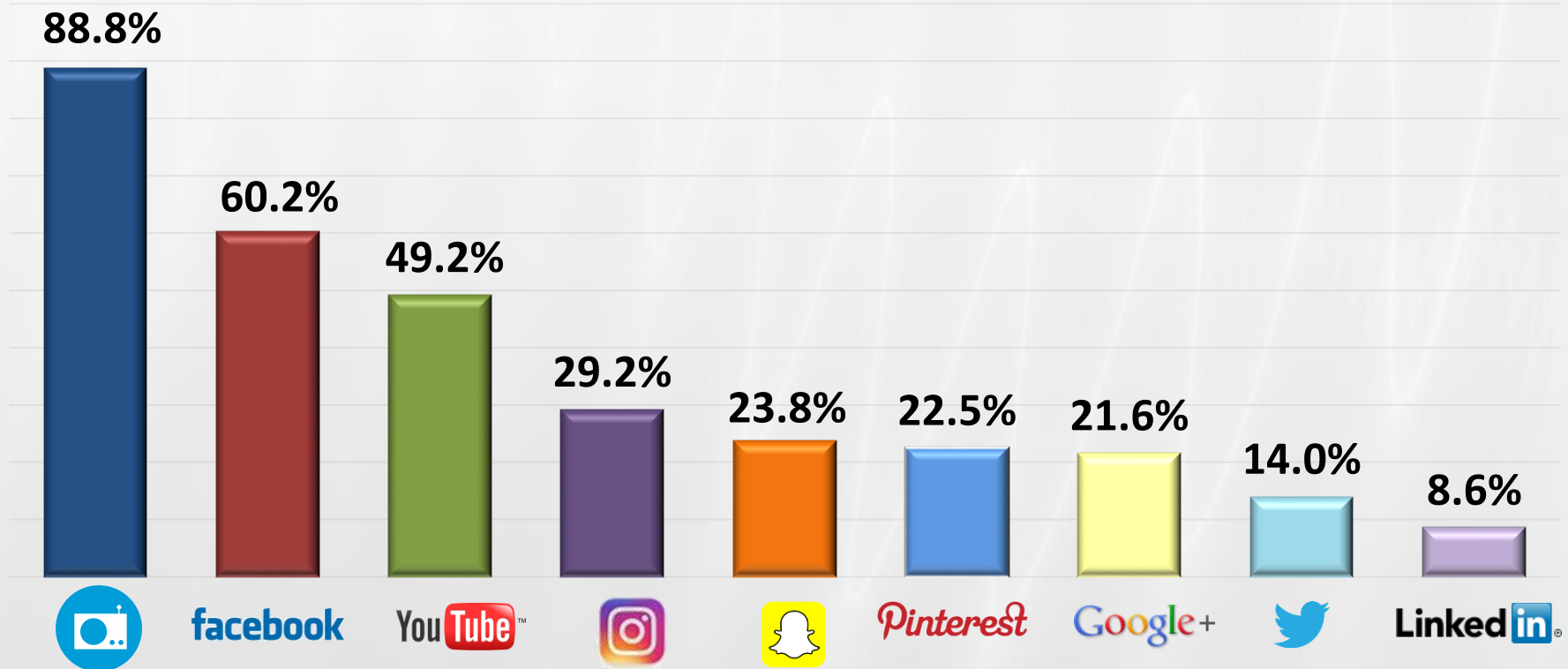
Radio reaches **88.8%** of Bakersfield **Adults 18+**





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

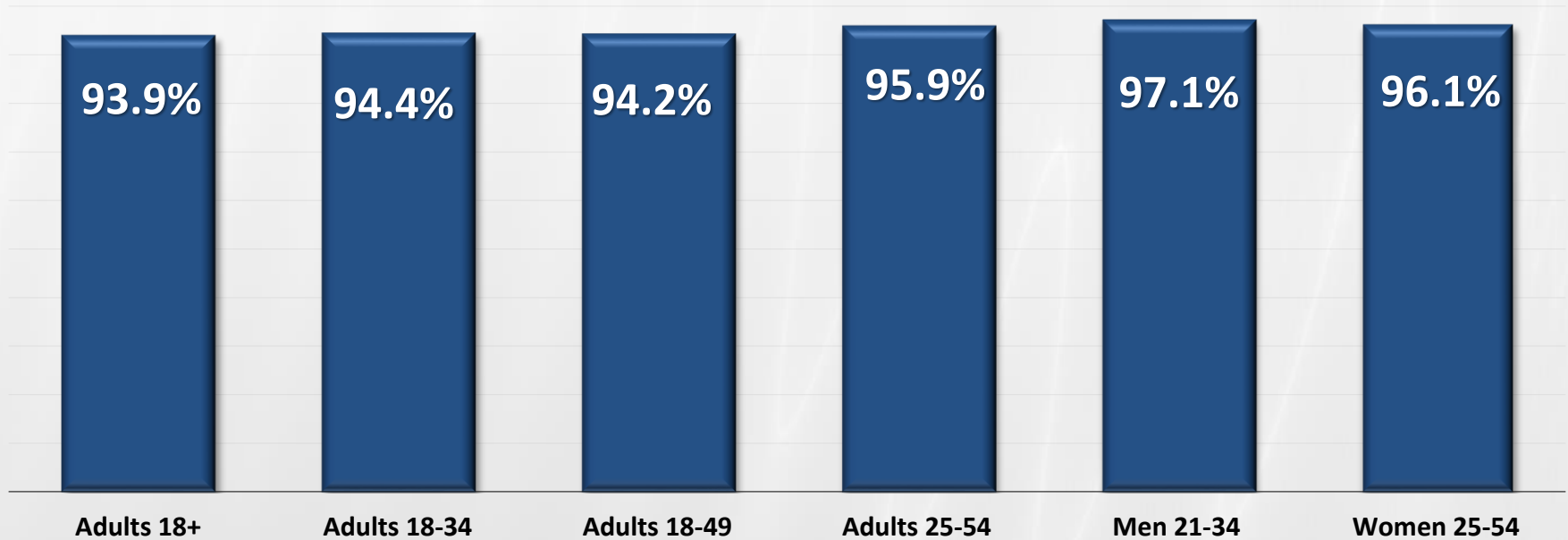
## Reach %





# 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 41% OF BAKERSFIELD ADULTS 18+ HAVE VISITED PANDORA IN THE PAST MONTH.

