

REACH AND TIME



RADIO REACHES **96.1%** OF
HISPANIC PERSONS 12+ IN
SOUTHERN CALIFORNIA
EVERY WEEK

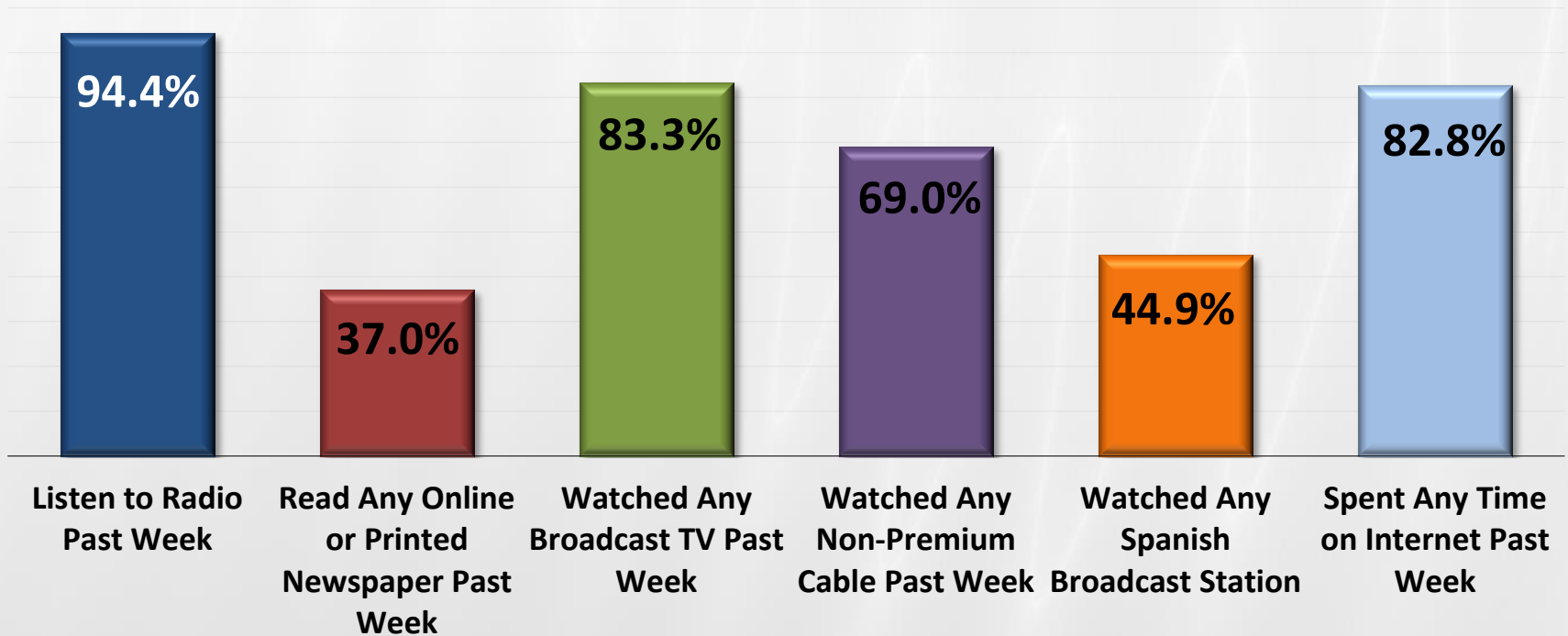


12.15 HOURS
SPENT WITH RADIO
EACH WEEK



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

Radio reaches **94.4%** of Los Angeles DMA **Hispanic Adults 18+**

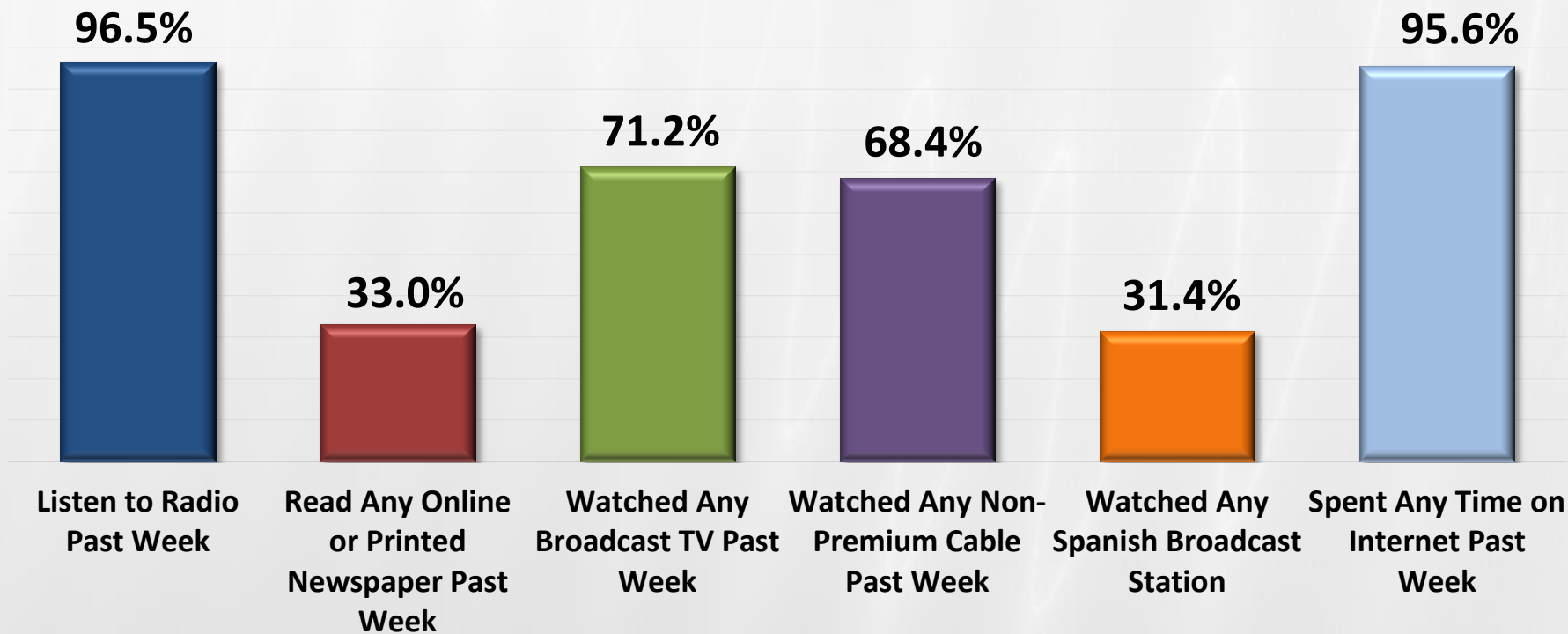


Note: Any Spanish broadcast stations include: Azteca America, MundoFox, Telemundo, UniMas, or Univision.



RADIO REACHES **HISPANIC MILLENNIALS**

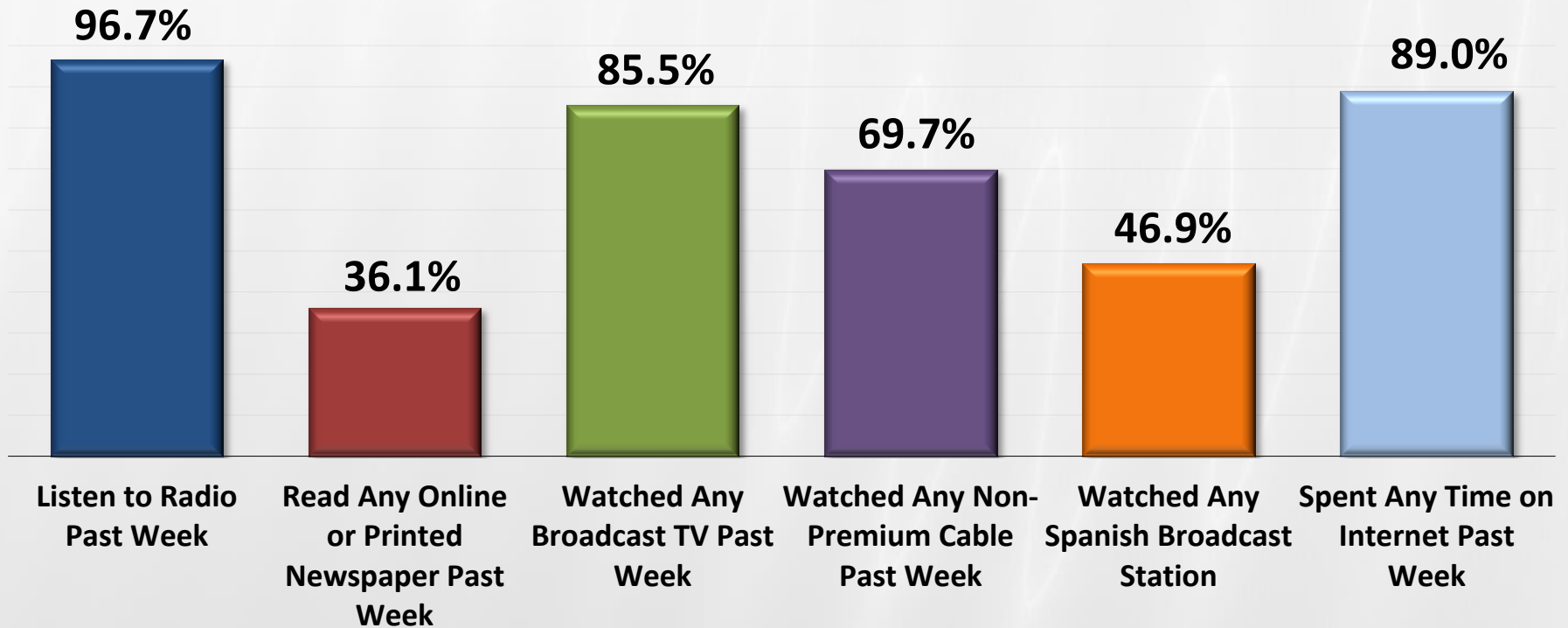
Radio reaches **96.5%** of Los Angeles DMA
Hispanic Millennials





RADIO REACHES MORE **HISPANIC GEN X** IN A WEEK THAN ANY OTHER MEDIUM

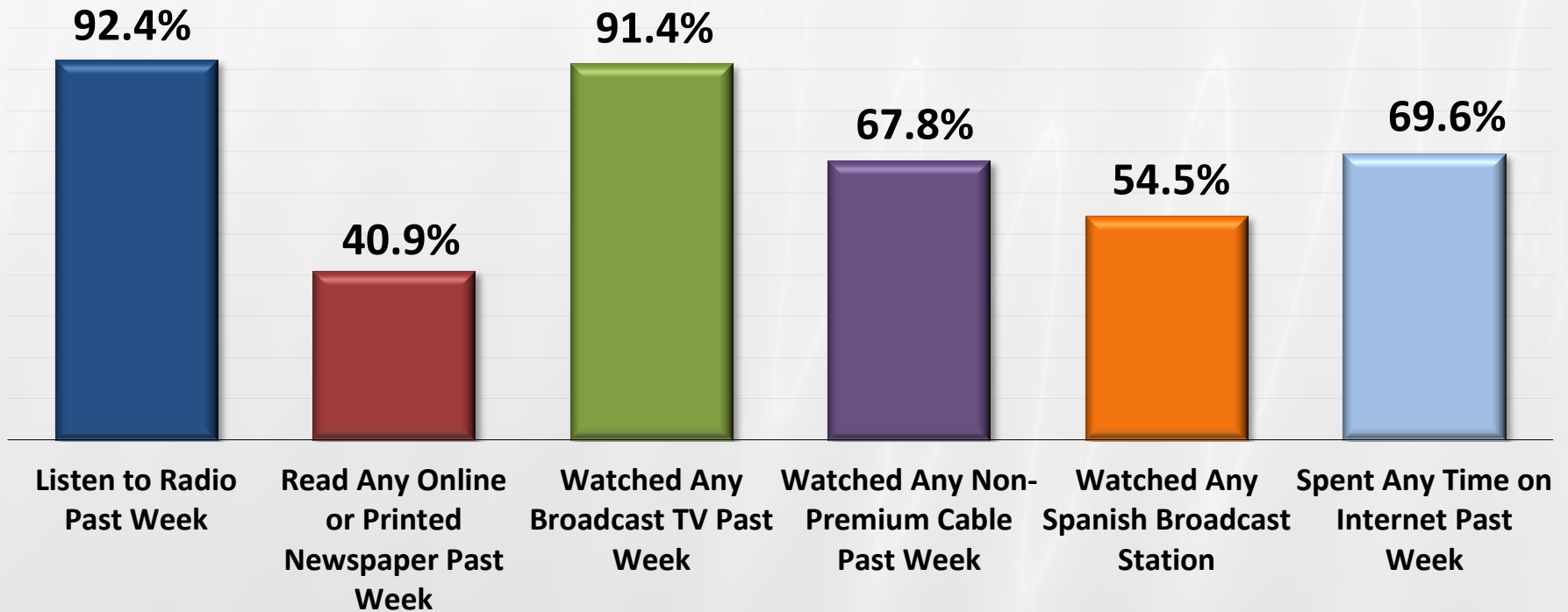
Radio reaches **96.7%** of Los Angeles DMA **Hispanic Gen X**





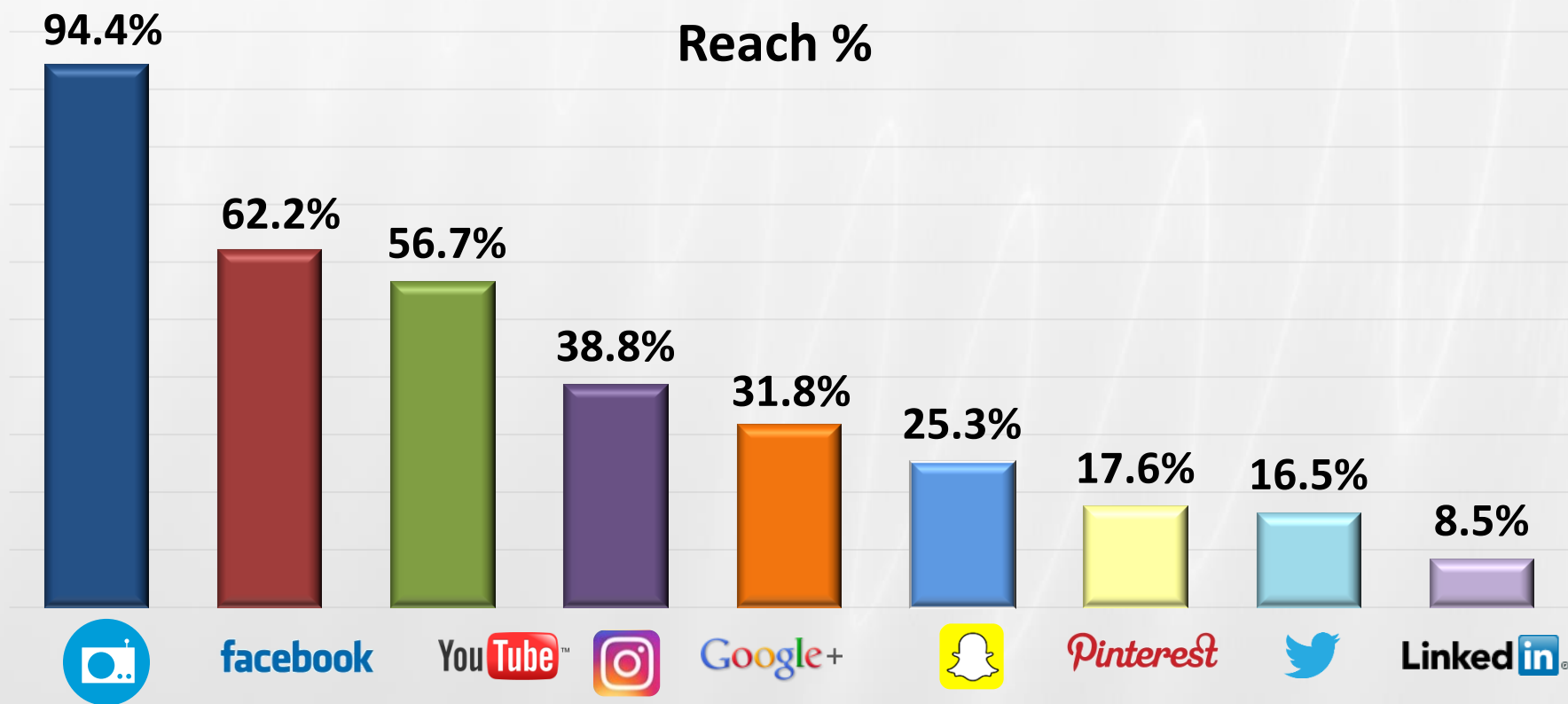
RADIO REACHES **HISPANIC BABY BOOMERS**

Radio reaches **92.4%** of Los Angeles DMA *Hispanic Baby Boomers*





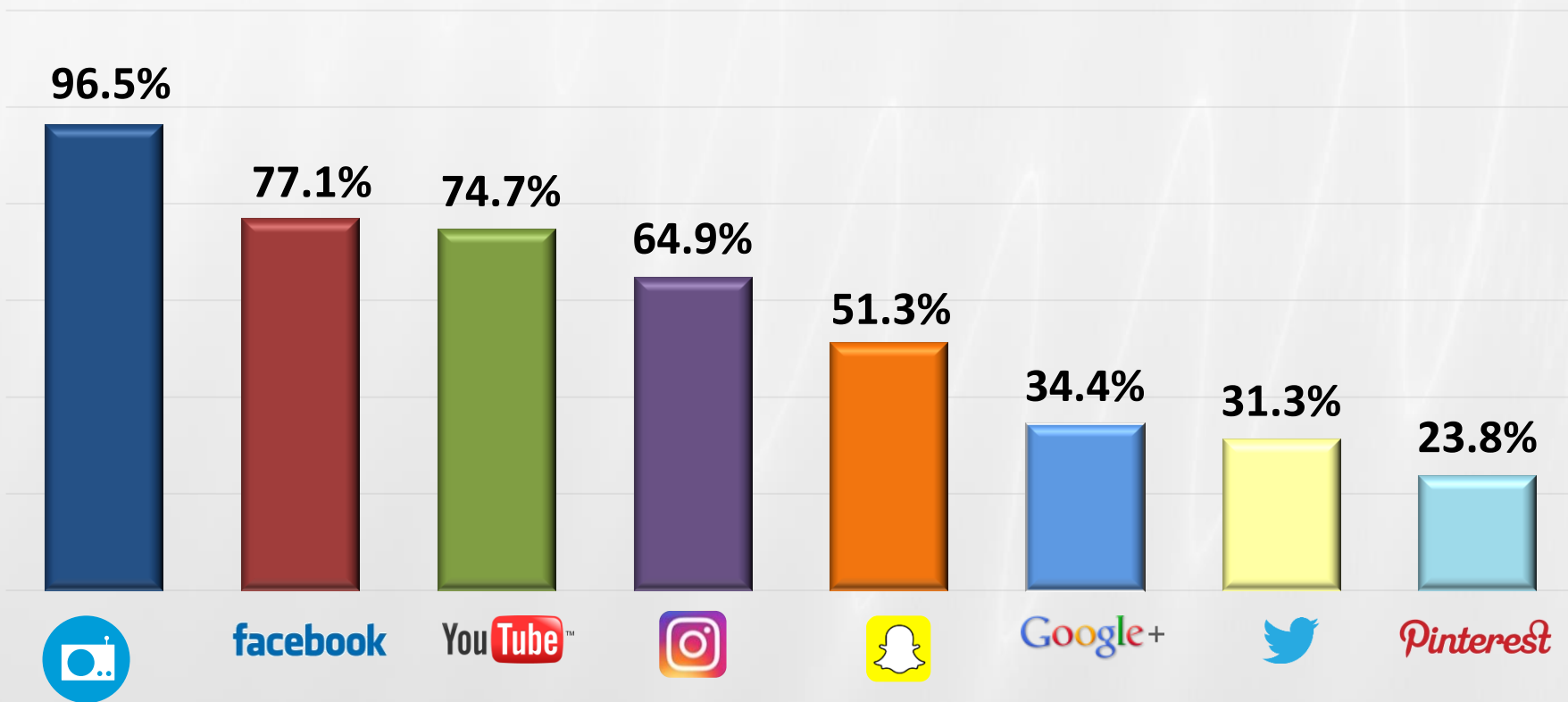
MORE **HISPANIC ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH





MORE **HISPANIC MILLENNIALS** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %





MORE **HISPANIC GEN X** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

