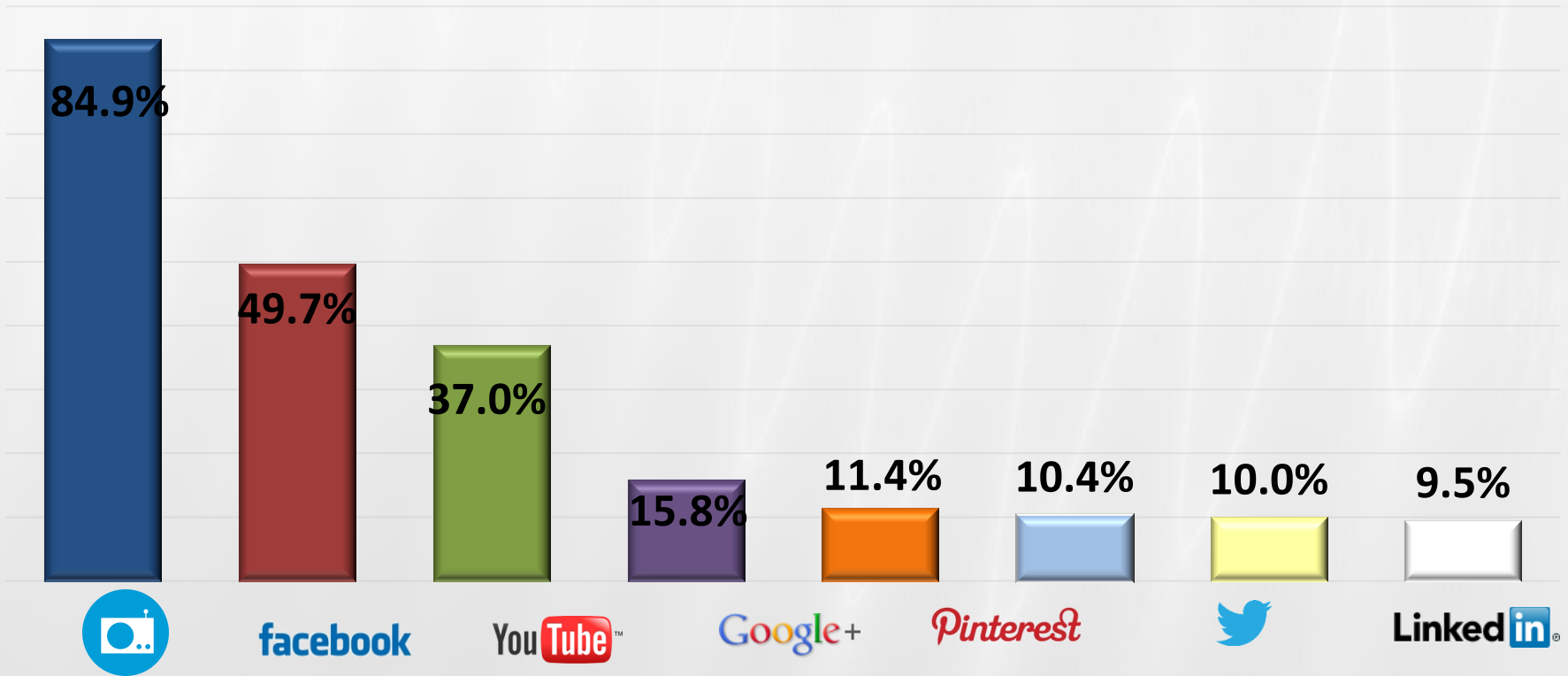




MORE PALM SPRINGS **ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



REACH AND TIME



RADIO REACHES 92.9%
OF PERSONS 12+ IN
SOUTHERN CALIFORNIA
EVERY WEEK



10.5 HOURS
SPENT WITH RADIO
EACH WEEK



RADIO REACHES PALM SPRINGS ADULTS 18+

Radio reaches **84.9%** of *Palm Springs Adults 18+*

