



THE SHEER SIZE AND DENSITY OF SOUTHERN CALIFORNIA TRAFFIC



The combined total population of New York, Chicago, Houston, Philadelphia, and Phoenix almost equals the over **18.3 million** registered vehicles that make up Southern California Traffic.

(Source: Census , 2017 Population Estimates (as of July 1, 2017) and DMV, Total Vehicles Registered, August 2018)



Over **10.1 million** cars in the Los Angeles Metro alone. (Source: DMV, Total Vehicles Registered, August 2018)



Imagine...over 18.3 million cars filled with potential new customers.



The potential for more brand awareness and market share than 5 major cities combined!



That's the value of **Southern California Radio.**



New York
8,622,698



Chicago
2,716,450



Houston
2,312,717



Philadelphia
1,580,863



Phoenix
1,626,078