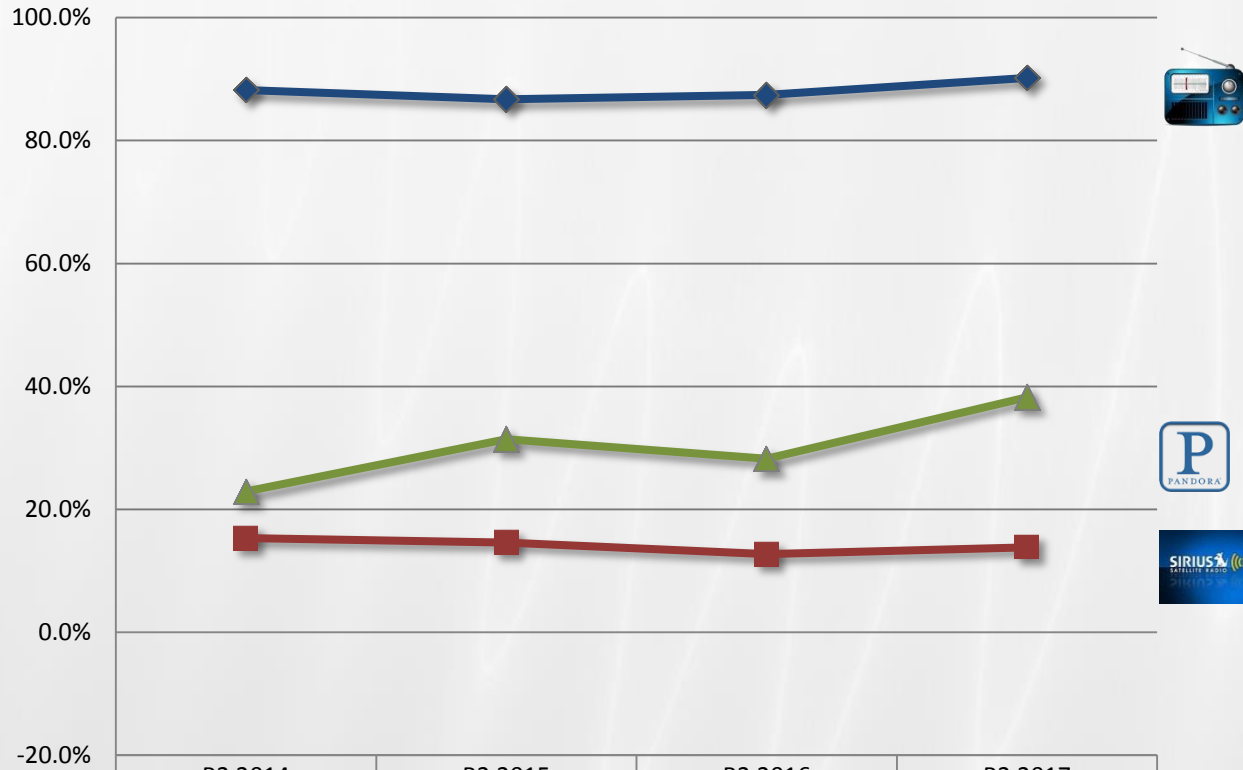




BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

Oxnard/Ventura Adults 18+



	R2 2014	R2 2015	R2 2016	R2 2017
Listen to Radio Past WEEK (M-Su, 6a-mid)	88.2%	86.7%	87.4%	90.2%
Listened to Satellite Radio Past WEEK	15.3%	14.6%	12.7%	13.8%
Visited Pandora Past MONTH	22.9%	31.4%	28.2%	38.2%



SATELLITE VS. LOCAL RADIO IN OXNARD/VENTURA

Only **13.8%** of Adults 18+ in Oxnard/Ventura has listened to ANY satellite radio at all in the *past week*.

