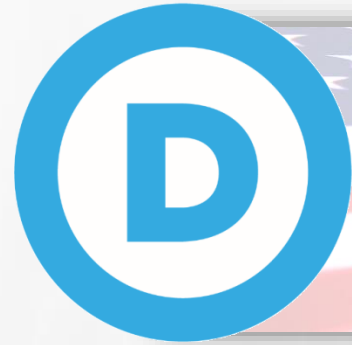
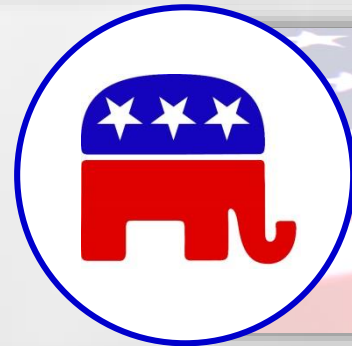


# NEARLY 8 OUT OF 10 SAN DIEGO ADULTS ARE REGISTERED TO VOTE



**32.4% OF REGISTERED  
VOTERS ARE DEMOCRATS**

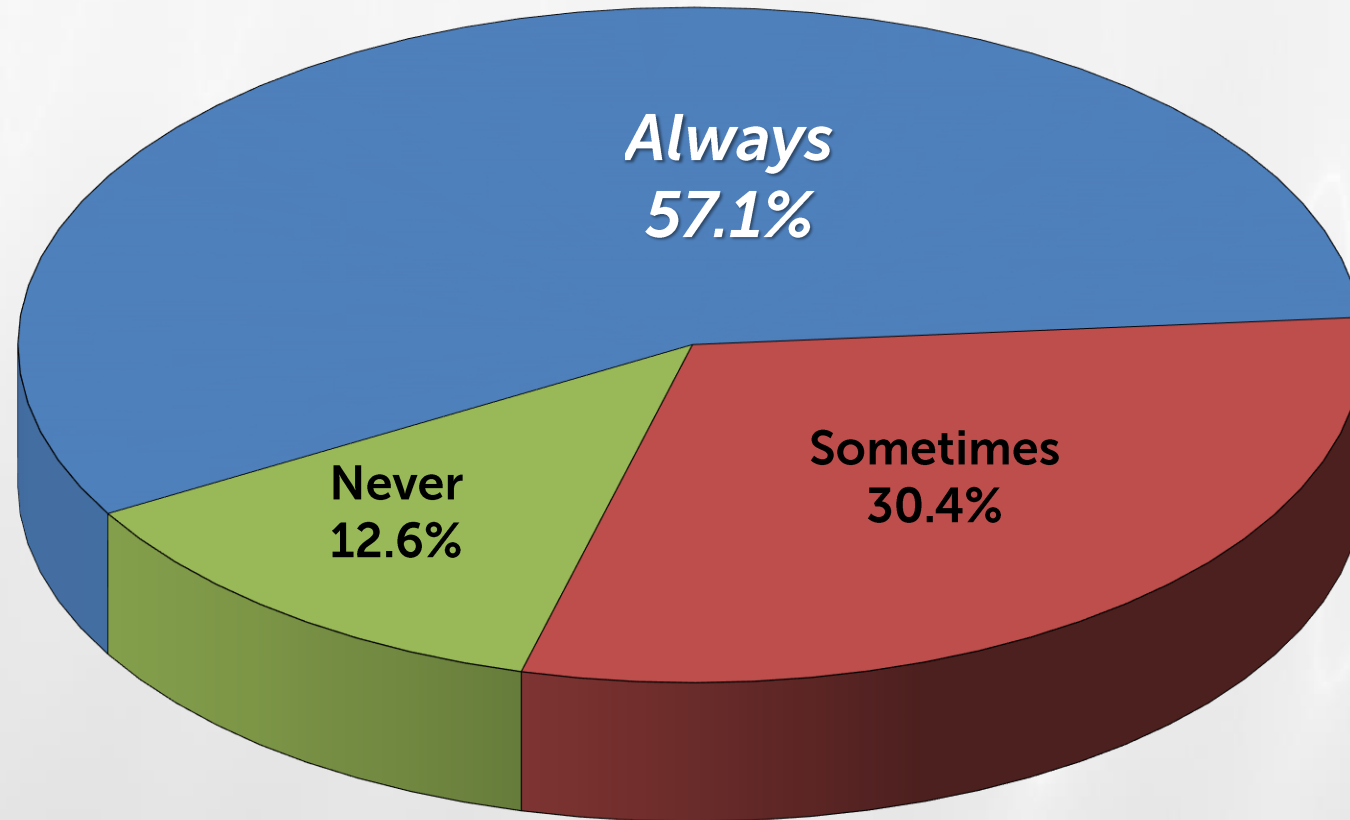


**25.6% OF REGISTERED  
VOTERS ARE REPUBLICANS**



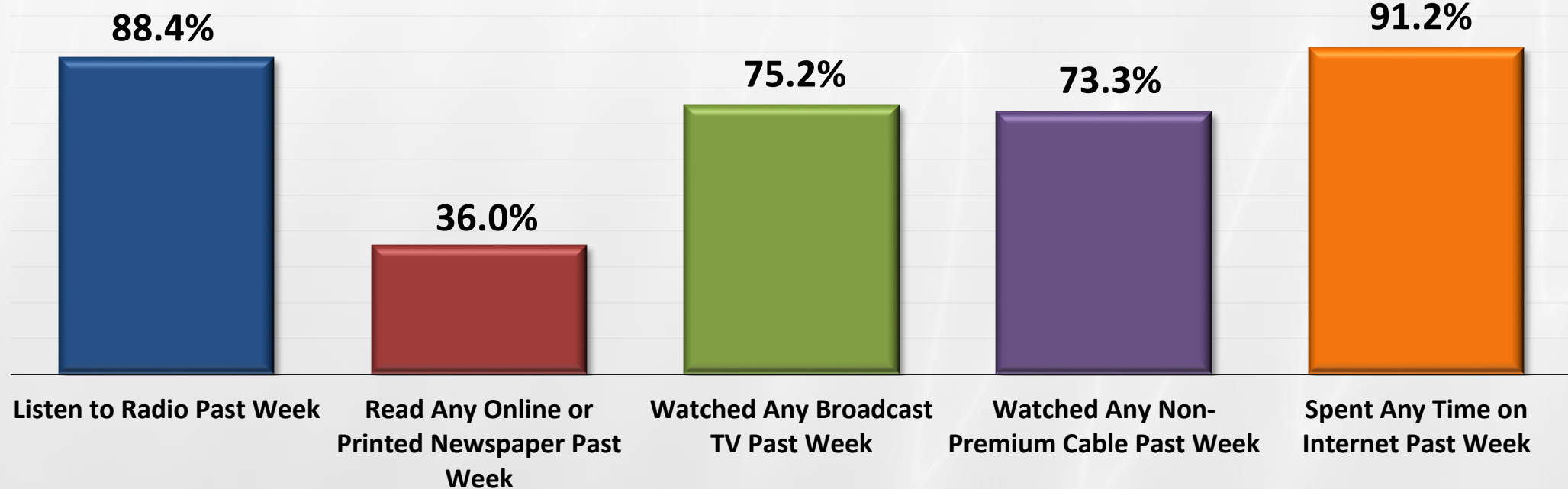
**10.7% OF REGISTERED  
VOTERS ARE INDEPENDENT**

# 45.3% OF REGISTERED VOTERS ALWAYS VOTE IN ANY ELECTION

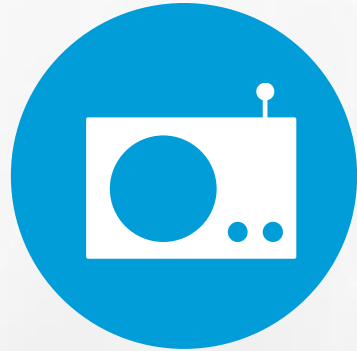


# RADIO REACHES REGISTERED VOTERS

Radio reaches **88.4%** of Registered Voters



# REGISTERED VOTERS LISTEN TO RADIO MORE THAN PANDORA



**88.4%**

**OF REGISTERED VOTERS  
LISTENED TO RADIO IN  
THE PAST WEEK**



**20.9%**

**OF REGISTERED VOTERS  
HAVE VISITED PANDORA IN  
THE PAST WEEK**



Spotify

**17.7%**

**OF REGISTERED VOTERS  
HAVE VISITED SPOTIFY IN  
THE PAST WEEK**

# REGISTERED VOTERS LISTEN TO RADIO

More registered voters listen to Radio in a WEEK than visit these social networking sites in a MONTH

