



ABOUT **8 OUT OF 10** WORKING PEOPLE IN OXNARD/VENTURA LISTEN TO THE RADIO IN CAR *BETWEEN 5A AND 8P.*

	Average Weekly Total In Car	Weekly TSL In Car	Average Weekly Total	Weekly TSL Total
Working Adults 18+	67.6%	1:00	77.0%	1:51
Working Adults 25-54	67.2%	1:05	78.3%	1:54
Hispanic Working Adults 18+	66.4%	1:05	78.9%	2:03
Working Adults 18-34	61.6%	:51	73.7%	1:42
Hispanic Working Adults 18-34	64.4%	:51	77.0%	1:45
Working Adults 25-64	69.7%	1:05	79.3%	1:54
Working Adults 25-54/ HHI \$75K+	73.8%	:54	79.2%	1:30
Hispanic Working Adults 25-64	67.7%	1:06	80.8%	2:06
Hispanic Working Adults 25-54 Spanish Dominant	55.2%	1:15	77.5%	2:33