



# ABOUT 9 OUT OF 10 WORKING PEOPLE IN SAN DIEGO LISTEN TO THE RADIO OUT OF HOME BETWEEN 5A AND 8P.

|   | Average Weekly Total Out of Home | Average Daily Time Exposed Out of Home | Average Weekly Total | Average Daily Time Exposed Total |
|---|----------------------------------|--|----------------------|----------------------------------|
| Working Adults 18+                                | 79.3%                            | 1:30                                   | 82.5%                | 1:45                             |
| Working Adults 25-54                              | 80.5%                            | 1:30                                   | 82.9%                | 1:45                             |
| Hispanic Working Adults 18+                       | 83.6%                            | 1:30                                   | 87.7%                | 1:45                             |
| Working Adults 18-34                              | 73.3%                            | 1:15                                   | 77.8%                | 1:15                             |
| Hispanic Working Adults 18-34                     | 78.2%                            | 1:15                                   | 83.9%                | 1:15                             |
| Working Adults 25-64                              | 80.9%                            | 1:30                                   | 83.6%                | 1:45                             |
| Working Adults 25-54/<br>HHI \$75K+               | 79.1%                            | 1:15                                   | 80.8%                | 1:30                             |
| Hispanic Working Adults 25-64                     | 85.3%                            | 1:45                                   | 88.3%                | 2:00                             |
| Hispanic Working Adults 25-54<br>Spanish Dominant | 91.7%                            | 1:45                                   | 93.7%                | 2:00                             |
| Working Men 25-54                                 | 80.4%                            | 1:30                                   | 82.7%                | 1:45                             |
| Working Adults 35-54                              | 82.5%                            | 1:30                                   | 84.4%                | 1:45                             |