

ON A TYPICAL DAY IN SOUTHERN CALIFORNIA

- Only **40.4%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past 5 days. (Scarborough Release 1 2019 (January 2018 - 2019), Los Angeles Metro, Adults 18+)
- **Only 16%** of people read the **business/finance section** of any newspaper in past 7 days. (Scarborough Release 1 2019 (January 2018 - 2019), Los Angeles Metro, Adults 18+)
- Only **18.0%** of people have looked at or read the **sports section** in the past 7 days. (Scarborough Release 1 2019 (January 2018 - 2019), Los Angeles Metro, Adults 18+)
- **38.4%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 1 2019 (January 2018 - 2019), Los Angeles Metro, Adults 18+)
- **Seven out of ten** people tune into **Radio** during afternoon drive every week (70.2%). (Nielsen Audio, Q2 2019, Los Angeles Metro, Adults 18+, Monday – Friday, 3p-7p)
- **Two out of three** Employed Adults 18+ listen to **Radio each day** (67.0%). (Nielsen Audio, Q2 2019, Los Angeles Metro, Employed Adults 18+, Monday – Friday, 5a-mid)
- More Adults 18+ listen to the **Radio each day** (63.0%) than listen to any Satellite Radio in past week (12.3%). (Nielsen Audio, Q2 2019, Los Angeles Metro, Adults 18+, Monday -Friday, 5a-mid and Scarborough Release 1 2019 (January 2018 - 2019), Los Angeles Metro, Adults 18+)
- More people hear **Radio each day** (63.0%) than visit **Pandora** in the past week (18.3%). (Nielsen Audio, Q2 2019, Monday – Friday, 5a-mid and Scarborough Release 1 2019 (January 2018 - 2019), Los Angeles Metro, Adults 18+)
- **Nearly two out of three** people (63.0%) do listen to **Radio** for **2 hours** every day. (Nielsen Audio, Q2 2019, Los Angeles Metro, Persons 18+, Monday – Friday, 5a-mid)
- **Radio** is the most **reliable** way to reach someone in Los Angeles on any given day.