

ON A TYPICAL DAY IN SAN DIEGO

- Only **32.4%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past week. (Scarborough Release 2 2019 (July 2018 - 2019), San Diego Metro, Adults 18+)
- **Eight out of ten** people **have not looked at or read** the **business/finance section** of **any** newspaper in past 7 days. (Scarborough Release 2 2019 (July 2018 - 2019), San Diego Metro, Adults 18+)
- Only **19.8%** of people **have looked at or read** the **sports section** in the past 7 days. (Scarborough Release 2 2019 (July 2018 - 2019), San Diego Metro, Adults 18+)
- **40.2%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 2 2019 (July 2018 - 2019), San Diego Metro, Adults 18+)
- **Six out of ten** people tune into **Radio** during afternoon drive every week (63.5%). (Nielsen Audio, Q2 2019, San Diego Metro, Adults 18+, Monday – Friday, 3p-7p)
- **Seven out of ten** Employed Adults 18+ listen to **Radio each day** (60.8%). (Nielsen Audio, Q2 2019, San Diego Metro, Employed Adults 18+, Monday – Friday, 5a-mid)
- More Adults 18+ listen to the **Radio each day** (60.8%) than listen to any Satellite Radio in **past week** (13.8%). (Nielsen Audio, Q2 2019, San Diego Metro, Adults 18+, Monday - Friday, 5a-mid and Scarborough Release 2 2019 (July 2018 - 2019), San Diego Metro, Adults 18+)
- More people hear **Radio each day** (60.8%) than visit **Pandora** in the **past week** (18.9%). (Nielsen Audio, Q2 2019, Monday – Friday, 5a-mid and Scarborough Release 2 2019 (July 2018 - 2019), San Diego Metro, Adults 18+)
- **Six out of ten** people (60.8%) **do listen** to **Radio** for almost **2 hours** every day. (Nielsen Audio, Q2 2019, San Diego Metro, Persons 18+, Monday – Friday, 5a-mid)

Radio is the most **reliable** way to reach someone in San Diego on any given day.