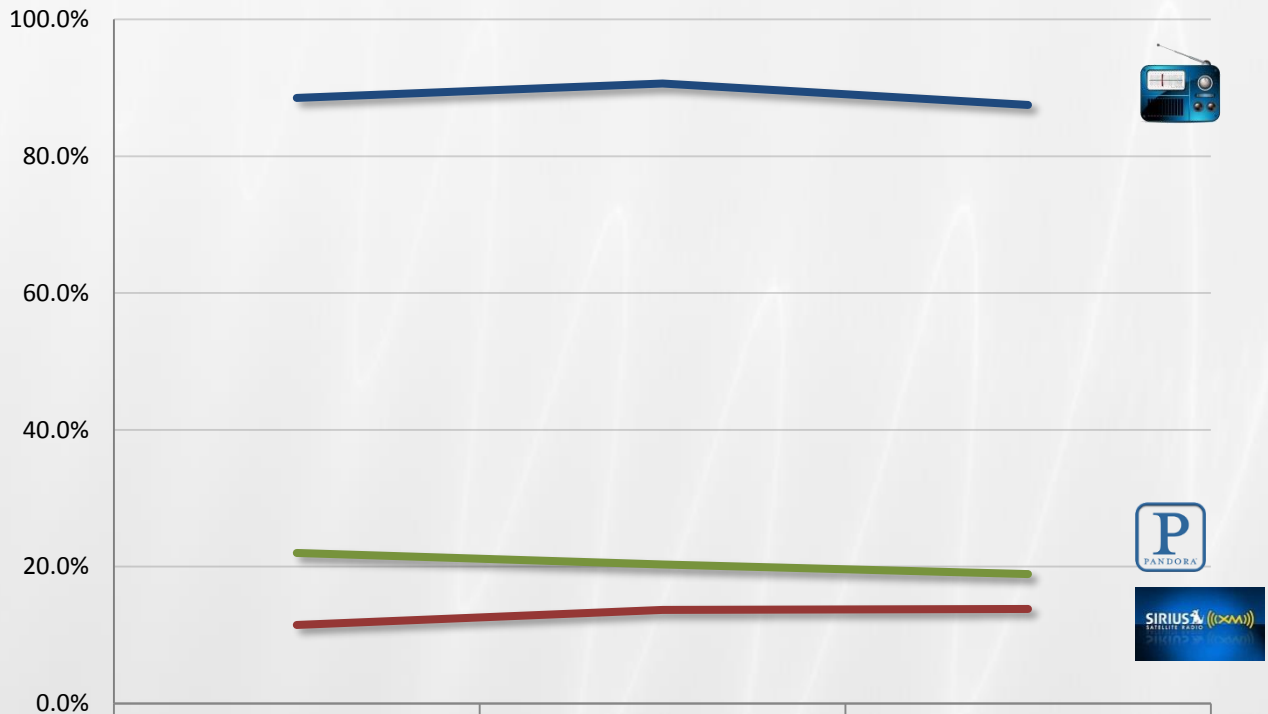


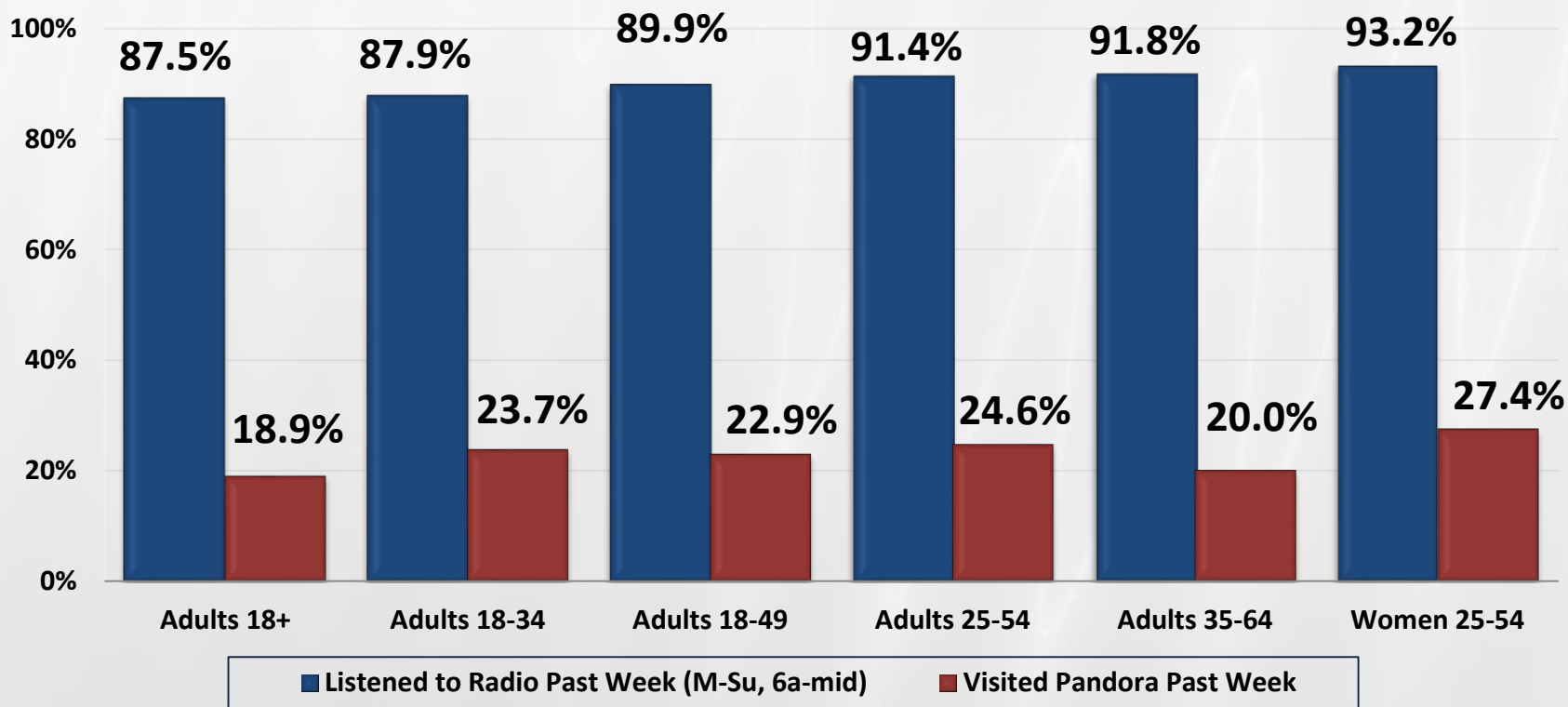
# BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

## San Diego Adults 18+



	R2 2017	R2 2018	R2 2019
Listen to Radio Past WEEK (M-Su, 6a-mid)	88.5%	90.6%	87.5%
Listened to Satellite Radio Past WEEK	11.5%	13.7%	13.8%
Visited Pandora Past WEEK	22.0%	20.3%	18.9%

# RADIO REACHES MORE ADULTS ACROSS ALL DEMOS IN A WEEK THAN PANDORA



Only **13.8%** of Adults 18+ in San Diego has listened to ANY satellite radio at all in the *past week*.

