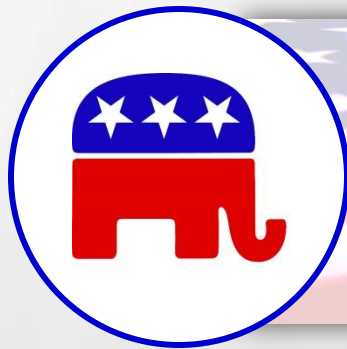


**27.8% OF HISPANIC REGISTERED
VOTERS ARE DEMOCRATS**



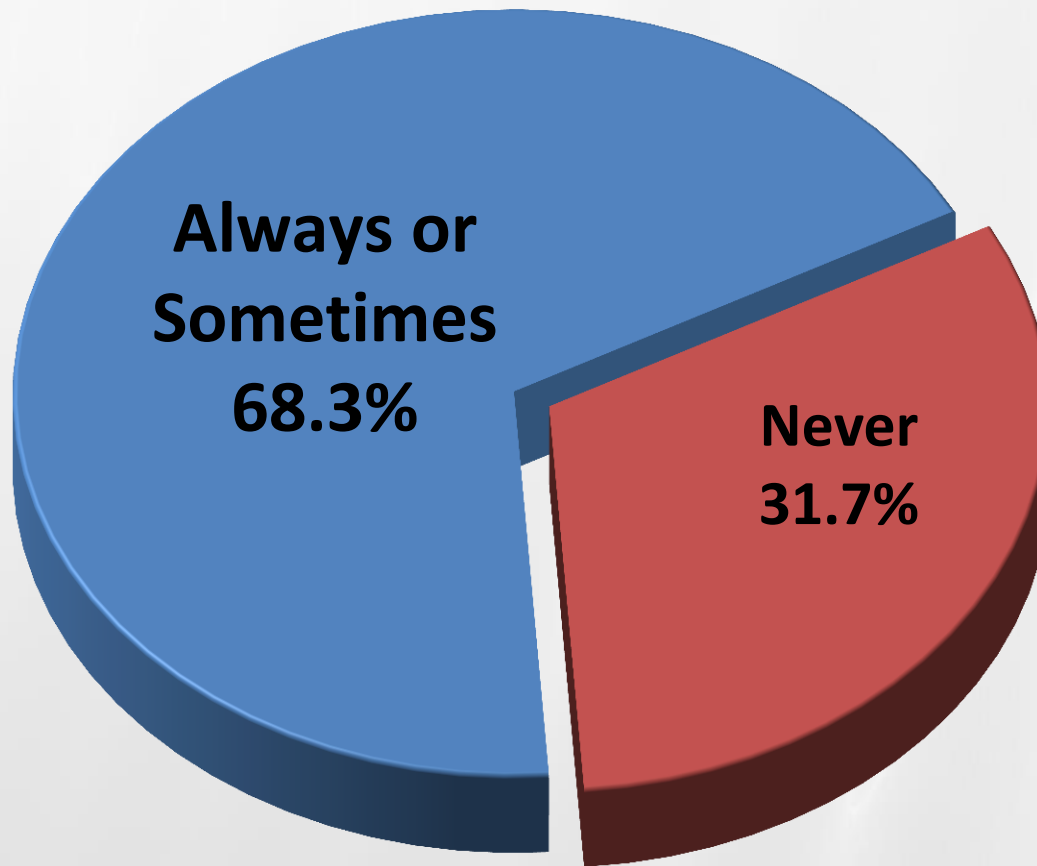
**16.7% OF HISPANIC REGISTERED
VOTERS ARE REPUBLICANS**



**32.7% OF HISPANIC REGISTERED
VOTERS ARE INDEPENDENT**



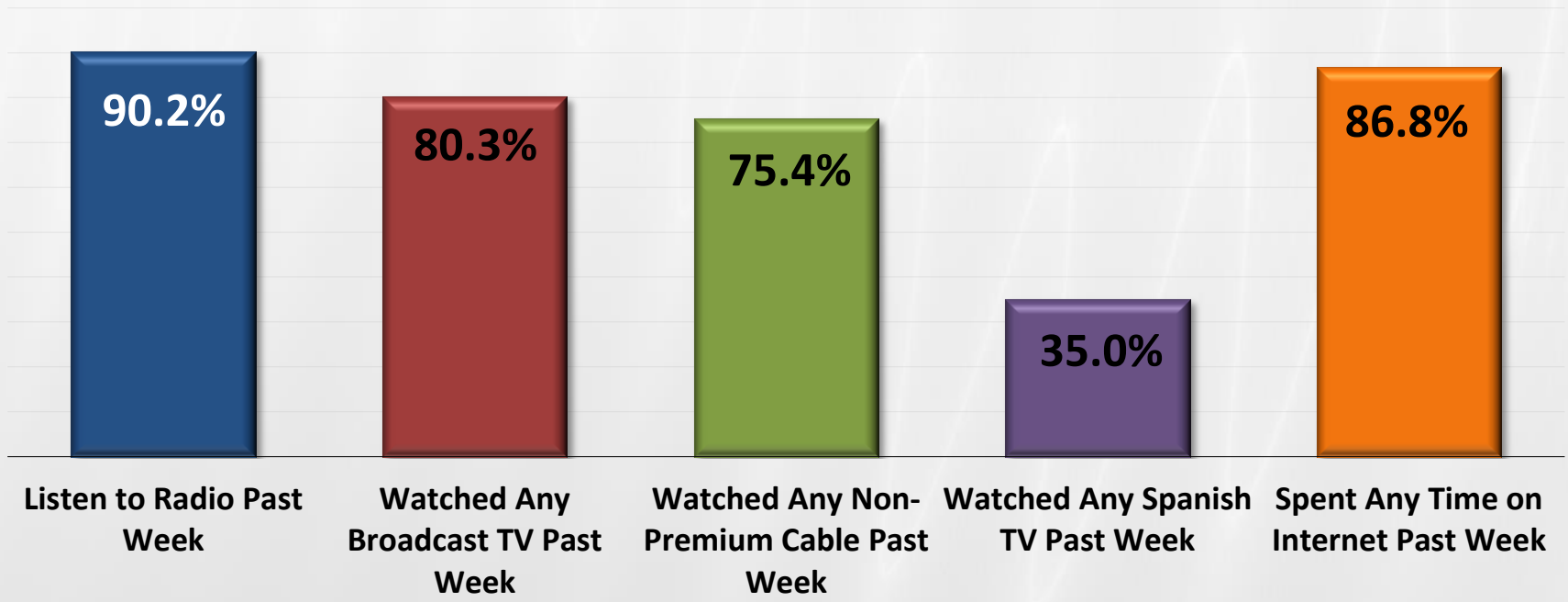
68.3% OF HISPANIC REGISTERED VOTERS ALWAYS OR SOMETIMES VOTE IN ANY ELECTION





RADIO REACHES MORE **HISPANIC REGISTERED VOTERS** IN A WEEK THAN ANY OTHER MEDIUM

*Radio reaches **90.2%** of San Diego's Hispanic Registered Voters*



Note: Any Spanish broadcast stations include: Azteca America, MundoFox, Telemundo, UniMas, or Univision.



SAN DIEGO'S HISPANIC REGISTERED VOTERS LISTEN TO RADIO MORE THAN PANDORA



92.3% OF HISPANIC REGISTERED VOTERS LISTEN TO RADIO IN THE PAST WEEK



52.0% OF HISPANIC REGISTERED VOTERS HAVE VISITED PANDORA IN PAST MONTH



HISPANIC REGISTERED VOTERS LISTEN TO RADIO

More Hispanic registered voters listen to Radio in a WEEK than visit these social networking sites in a MONTH

