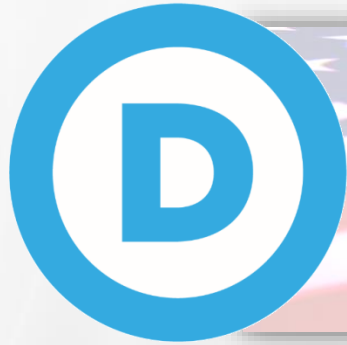
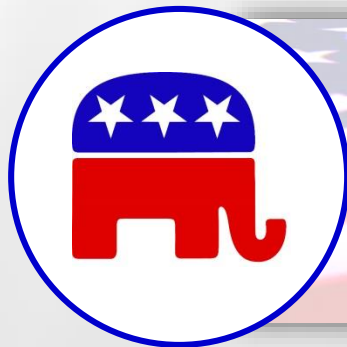


65.2% OF SAN DIEGO HISPANICS ARE REGISTERED TO VOTE



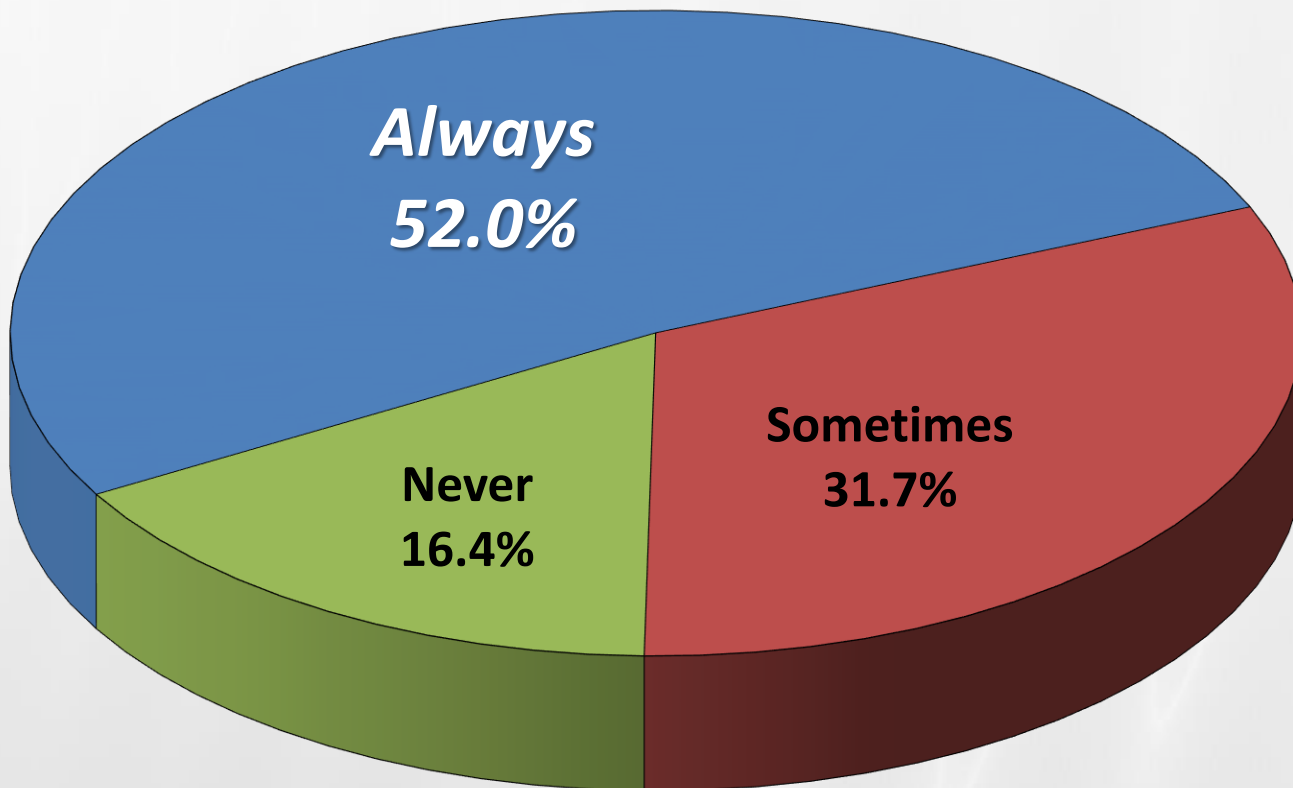
35.4% OF HISPANIC REGISTERED VOTERS ARE DEMOCRATS



12.9% OF HISPANIC REGISTERED VOTERS ARE REPUBLICANS



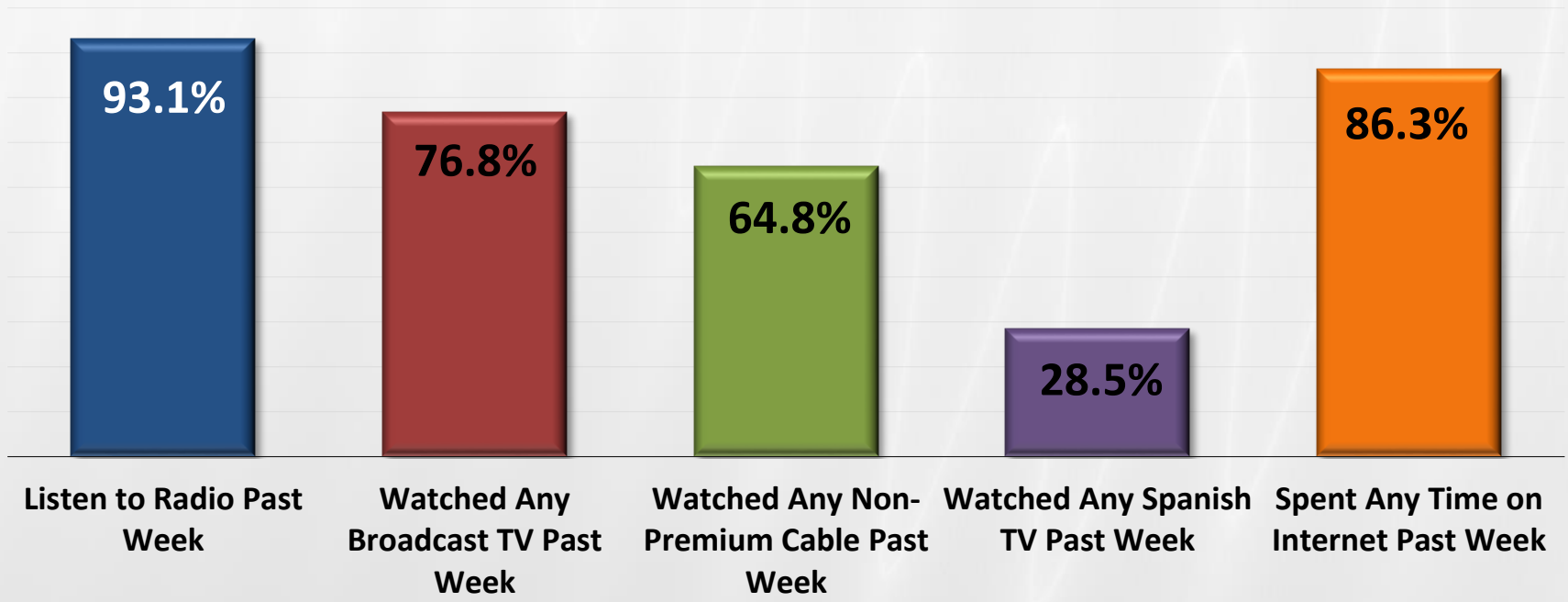
52.0% OF HISPANIC REGISTERED VOTERS ALWAYS VOTE IN ANY ELECTION





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

Radio reaches **93.1%** 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



93.1%

OF HISPANIC REGISTERED VOTERS LISTENED TO RADIO IN THE PAST WEEK



28.1% 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

