



ON A TYPICAL DAY IN SAN DIEGO...



Only **37.5%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past 5 days. (Scarborough Release 2 2017 (August 2016 – July 2017), 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 2017 (August 2016 – July 2017), San Diego Metro, Adults 18+)



Only **22.1%** of people **have looked at or read** the **sports section** in the past 7 days. (Scarborough Release 2 2017 (August 2016 – July 2017), San Diego Metro, Adults 18+)



31.9% of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 2 2017 (August 2016 – July 2017), San Diego Metro, Adults 18+)



Almost three out of four people tune into **Radio** during afternoon drive every week (72.7%). (Nielsen Audio, Q2 2017, San Diego Metro, Adults 18+, Monday – Friday, 3p-7p)



Seven out of ten Employed Adults 18+ listen to **Radio each day** (69.8%). (Nielsen Audio, Q2 2017, San Diego Metro, Employed Adults 18+, Monday – Friday, 5a-mid)



More Adults 18+ listen to the **Radio each day** (69.8%) than listen to any Satellite Radio in **past week** (11.5%). (Nielsen Audio, Q2 2017, San Diego Metro, Adults 18+, Monday - Friday, 5a-mid and Scarborough Release 2 2017 (August 2016 – July 2017), San Diego Metro, Adults 18+)



More people hear **Radio each day** (69.8%) than visit **Pandora** in the **past week** (22.0%). (Nielsen Audio, Q2 2017, Monday – Friday, 5a-mid and Scarborough Release 2 2017 (August 2016 – July 2017), San Diego Metro, Adults 18+)



Seven out of ten people (69.8%) **do listen** to **Radio** for **2 hours** every day. (Nielsen Audio, Q2 2017, 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.