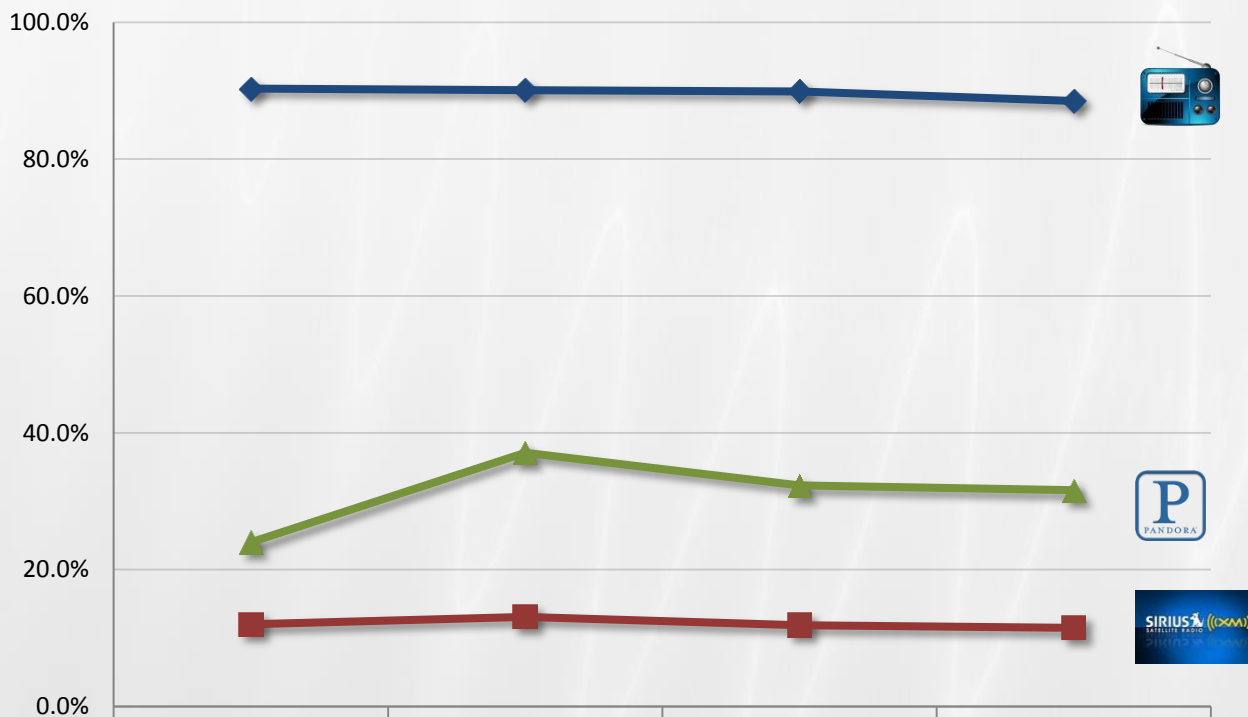




BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

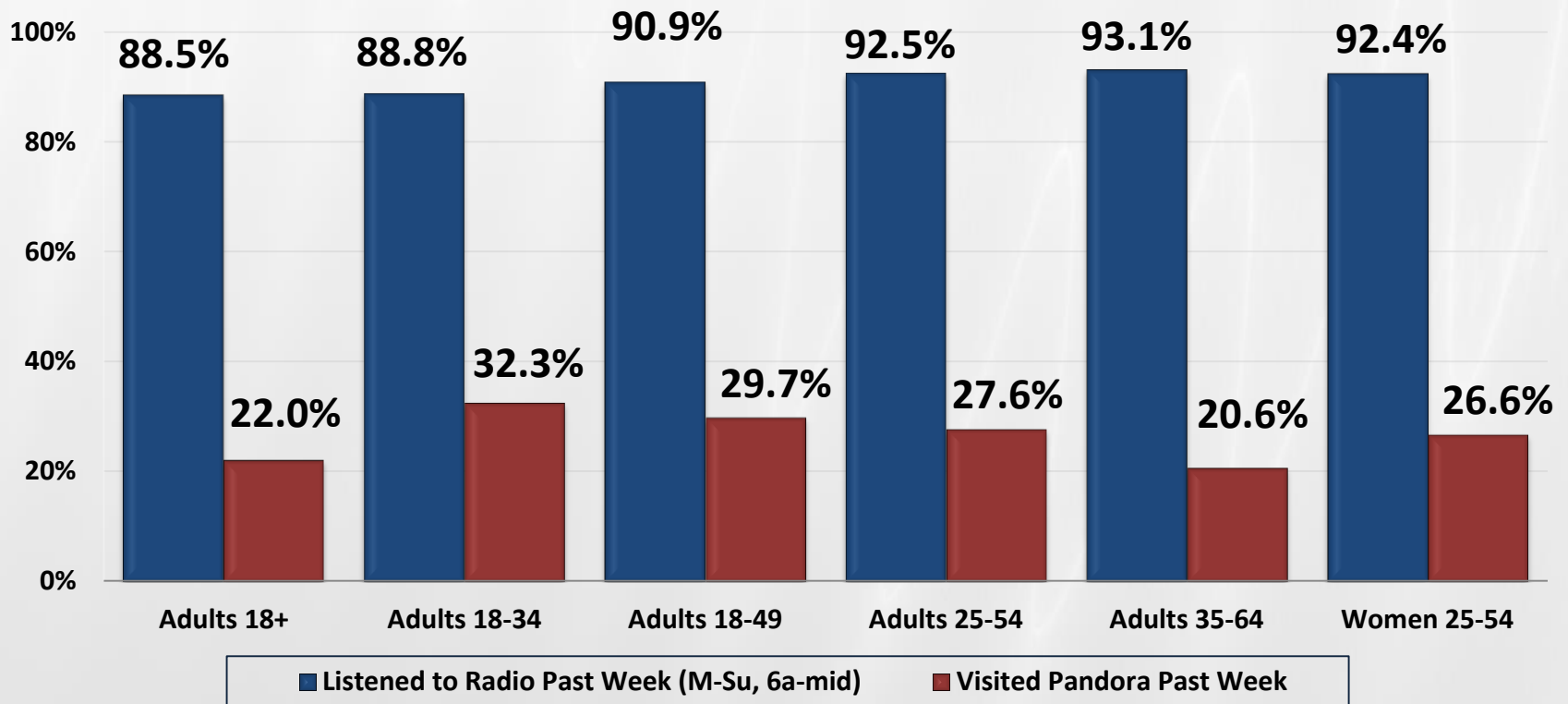
San Diego Adults 18+



	R2 2014	R2 2015	R2 2016	R2 2017
Listen to Radio Past WEEK (M-Su, 6a-mid)	90.3%	90.1%	89.9%	88.5%
Listened to Satellite Radio Past WEEK	12.0%	13.1%	11.9%	11.5%
Visited Pandora Past MONTH	24.0%	37.1%	32.3%	31.6%



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





SATELLITE VS. LOCAL RADIO IN SAN DIEGO

Only **11.5%** of Adults 18+ in San Diego has listened to ANY satellite radio at all in the *past week*.

