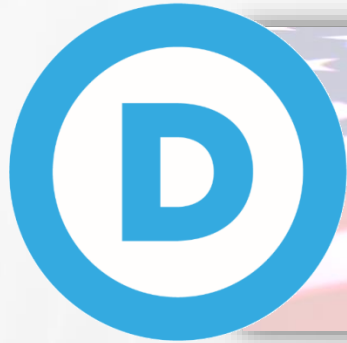
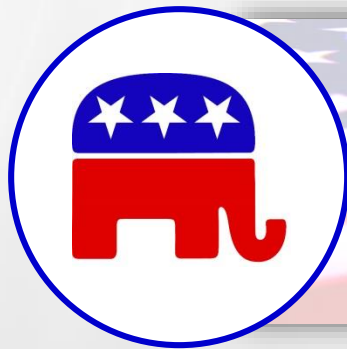


3 OUT OF 4 SAN DIEGO ADULTS ARE REGISTERED TO VOTE



31.9% OF REGISTERED VOTERS ARE DEMOCRATS



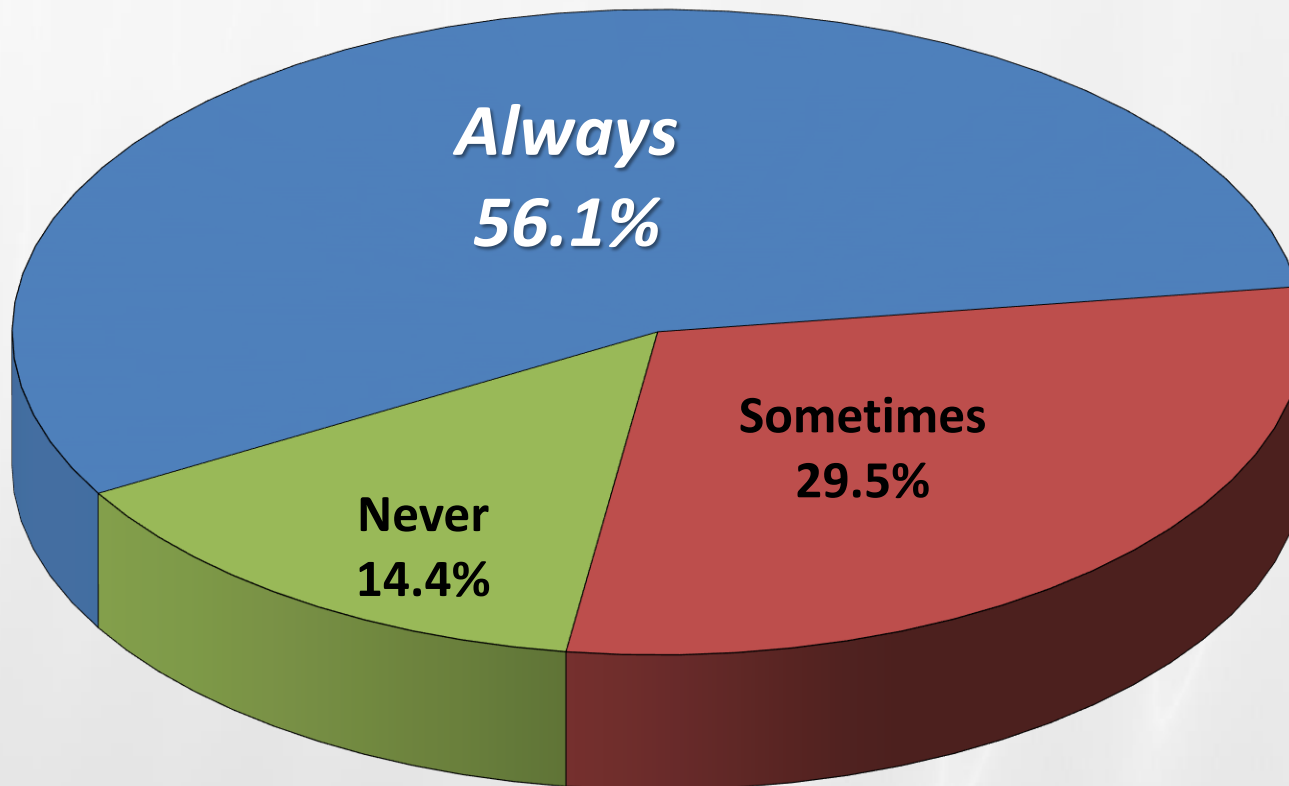
25.4% OF REGISTERED VOTERS ARE REPUBLICANS



10.6% OF REGISTERED VOTERS ARE INDEPENDENT



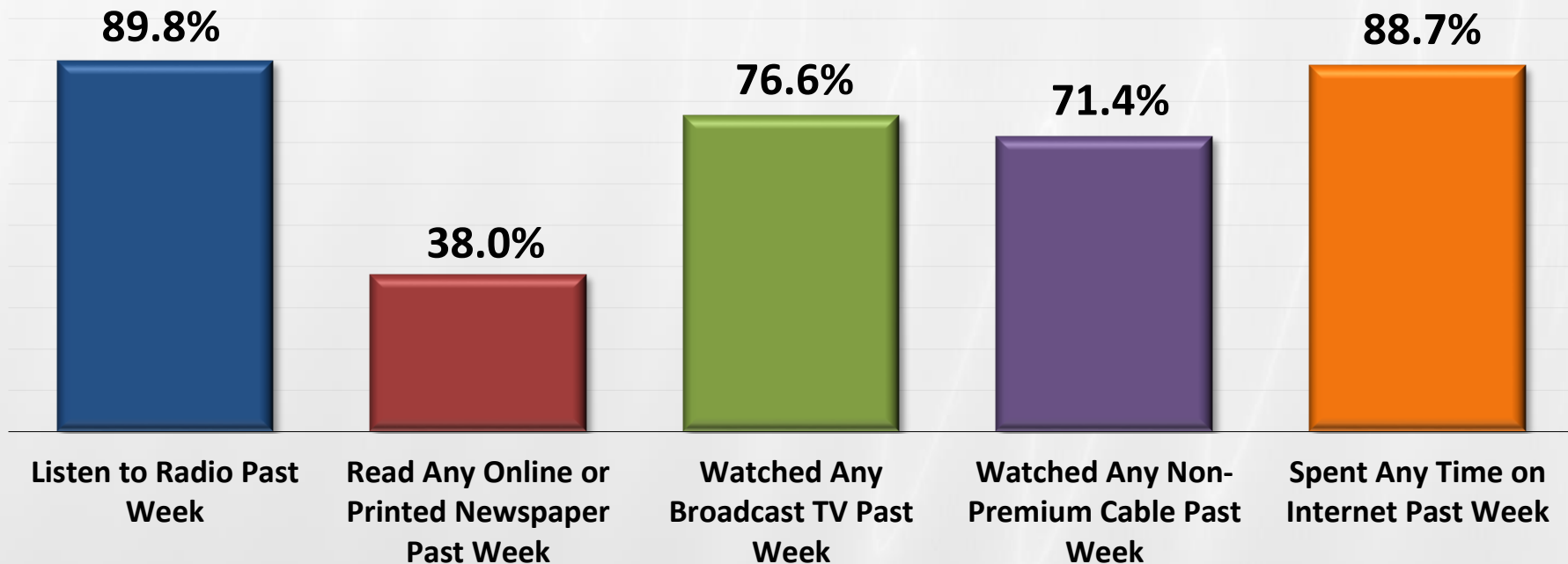
56.1% OF REGISTERED VOTERS ALWAYS VOTE IN ANY ELECTION





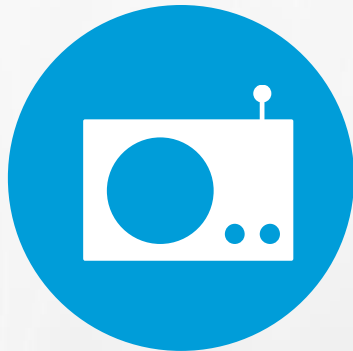
RADIO REACHES REGISTERED VOTERS

Radio reaches **89.8%** of Registered Voters





REGISTERED VOTERS LISTEN TO RADIO MORE THAN PANDORA



89.8%

**OF REGISTERED VOTERS
LISTENED TO RADIO IN
THE PAST WEEK**



21.4%

**OF REGISTERED VOTERS
HAVE VISITED PANDORA IN
THE PAST WEEK**



Spotify

10.7%

**OF REGISTERED VOTERS
HAVE VISITED SPOTIFY IN
THE PAST WEEK**



REGISTERED VOTERS LISTEN TO RADIO

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

