



ABOUT **9 OUT OF 10** WORKING PEOPLE IN LOS ANGELES LISTEN TO THE RADIO OUT OF HOME *BETWEEN 5A AND 8P.*

	Average Weekly Total Out of Home	Average Daily Time Exposed Out of Home	Average Weekly Total	Average Daily Time Exposed Total
Working Adults 18+	88.5%	2:00	91.3%	2:30
Working Adults 25-54	89.1%	2:15	91.4%	2:30
Hispanic Working Adults 18+	91.7%	2:30	95.4%	2:45
Working Adults 18-34	84.5%	1:45	88.6%	2:00
Hispanic Working Adults 18-34	88.7%	2:00	94.1%	2:15
Working Adults 25-64	89.3%	2:15	91.6%	2:30
Working Adults 25-54/ HHI \$75K+	88.3%	2:00	90.0%	2:00
Hispanic Working Adults 25-64	92.9%	2:30	95.8%	2:45
Hispanic Working Adults 25-54 Spanish Dominant	94.4%	2:45	96.7%	3:00
Working Men 25-54	89.4%	2:15	91.8%	2:30
Working Adults 35-54	90.8%	2:15	92.6%	2:30