



ABOUT 8 OUT OF 10 WORKING PEOPLE IN OXNARD/VENTURA LISTEN TO THE RADIO IN CAR BETWEEN 5A AND 8P.

	Average Weekly Total In Car	Weekly TSL In Car	Average Weekly Total	Weekly TSL Total
Working Adults 18+	76.2%	1:09	86.2%	2:21
Working Adults 25-54	77.2%	1:09	85.9%	2:18
Hispanic Working Adults 18+	76.3%	1:09	87.9%	2:30
Working Adults 18-34	73.0%	1:09	85.0%	1:57
Hispanic Working Adults 18-34	73.8%	1:00	87.5%	1:42
Working Adults 25-64	78.2%	1:09	86.4%	2:21
Working Adults 25-54/ HHI \$75K+	76.6%	1:15	83.1%	2:06
Hispanic Working Adults 25-64	77.7%	1:09	88.0%	2:36
Hispanic Working Adults 25-54 Spanish Dominant	75.0%	1:03	88.0%	2:48