



ABOUT 9 OUT OF 10 WORKING PEOPLE IN SAN DIEGO 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+	86.3%	1:45	89.3%	2:00
Working Adults 25-54	86.6%	1:45	89.0%	2:00
Hispanic Working Adults 18+	89.5%	2:00	92.2%	2:15
Working Adults 18-34	80.4%	1:30	84.4%	1:45
Hispanic Working Adults 18-34	81.8%	1:45	85.8%	2:00
Working Adults 25-64	87.0%	1:45	89.4%	2:00
Working Adults 25-54/ HHI \$75K+	83.2%	1:30	85.8%	1:45
Hispanic Working Adults 25-64	90.5%	2:00	92.2%	2:15
Hispanic Working Adults 25-54 Spanish Dominant	94.1%	2:15	95.7%	2:30
Working Men 25-54	86.6%	1:45	89.1%	2:00
Working Adults 35-54	90.1%	1:45	92.4%	2:00