



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+	89.4%	2:00	92.2%	2:15
Working Adults 25-54	89.6%	2:00	92.1%	2:15
Hispanic Working Adults 18+	91.9%	2:15	94.9%	2:30
Working Adults 18-34	86.8%	1:45	90.3%	2:00
Hispanic Working Adults 18-34	89.5%	2:00	93.6%	2:15
Working Adults 25-64	89.8%	2:00	92.5%	2:15
Working Adults 25-54/ HHI \$75K+	89.1%	1:45	91.1%	2:00
Hispanic Working Adults 25-64	92.5%	2:15	95.4%	2:45
Hispanic Working Adults 25-54 Spanish Dominant	92.4%	2:30	96.0%	2:45
Working Men 25-54	88.9%	2:15	91.7%	2:15
Working Adults 35-54	90.5%	2:00	93.2%	2:30