



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	Average Daily Time Exposed In Car	Average Weekly Total	Average Daily Time Exposed Total
Working Adults 18+	77.2%	1:12	88.5%	2:45
Working Adults 25-54	77.0%	1:12	88.5%	2:30
Hispanic Working Adults 18+	75.5%	1:15	91.7%	2:42
Working Adults 18-34	76.6%	1:06	86.2%	1:54
Hispanic Working Adults 18-34	78.6%	1:06	90.2%	1:57
Working Adults 25-64	76.9%	1:12	88.8%	2:36
Working Adults 25-54/ HHI \$75K+	83.5%	1:09	89.0%	1:51
Hispanic Working Adults 25-64	73.4%	1:18	91.5%	2:57
Hispanic Working Adults 25-54 Spanish Dominant	68.1%	1:09	93.0%	3:06
Working Men 25-54	74.0%	1:21	88.5%	2:39

Source: Nielsen Audio, Spring 2014, Oxnard/Ventura Metro Ratings, Monday – Friday, 5am-8pm.