



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+	89.0%	1:45	91.5%	2:00
Working Adults 25-54	90.6%	1:45	92.4	2:00
Hispanic Working Adults 18+	92.1%	1:45	94.0%	2:00
Working Adults 18-34	85.4%	1:30	89.1%	1:30
Hispanic Working Adults 18-34	88.6%	1:30	90.9%	1:45
Working Adults 25-64	89.7%	1:45	91.8%	2:00
Working Adults 25-54/ HHI \$75K+	90.2%	1:30	91.2%	1:45
Hispanic Working Adults 25-64	92.7%	2:00	94.4%	2:00
Hispanic Working Adults 25-54 Spanish Dominant	97.2%	2:00	97.7%	2:15
Working Men 25-54	90.9%	1:45	93.1%	2:00
Working Adults 35-54	92.7%	1:45	94.0%	2:00