



# ON A TYPICAL DAY IN SOUTHERN CALIFORNIA...



Only **43.7%** of Adults 18+ have read a **printed or online version** of a **newspaper** in the past 5 days. (Scarborough Release 2 2014, August 2013 – July 2014, Los Angeles Metro, Adults 18+)



**Almost three out of four** people **have not looked at or read** the **business/finance section** of **any** newspaper in past 7 days. (Scarborough Release 2 2014, August 2013 – July 2014, Los Angeles Metro, Adults 18+)



Only **30.0%** of people **have looked at or read** the **sports section** in the past 7 days. (Scarborough Release 2 2014, August 2013 – July 2014, Los Angeles Metro, Adults 18+)



**19.8%** of Adults 18+ have used a mobile device to read a newspaper in the past 30 days. (Scarborough Release 2 2014, August 2013 – July 2014, Los Angeles Metro, Adults 18+)



**Almost eight out of ten** people tune into **Radio** during afternoon drive every week (77.9%). (Nielsen Audio, Q2 2014, Los Angeles Metro, Adults 18+, Monday – Friday, 3p-7p)



Nearly everyone can hear ads on the **Radio** at home, but only **half the households** (50.1%) can get ads on **cable TV**. (TVB.org, ADS, Wired-Cable and Over-The-Air Penetration by DMA, DMA Household Universe Estimates:, May 2014)



**Three out of four** Employed Adults 18+ listen to **Radio each day** (74.5%). (Nielsen Audio, Q2 2014, Los Angeles Metro, Employed Adults 18+, Monday – Friday, 5a-mid)



More Adults 18+ listen to the **Radio each day** (69.5%) than listen to any Satellite Radio in **past week** (10.2%). (Nielsen Audio, Q2 2014, Los Angeles Metro, Adults 18+, Monday -Friday, 5a-mid and Scarborough Release 2 2014, August 2013 – July 2014, Los Angeles Metro, Adults 18+)



More people hear **Radio each day** (69.5%) than visit **Pandora** in the **past month** (21.2%). (Nielsen Audio, Q2 2014, Monday – Friday, 5a-mid and Scarborough Release 2 2014, August 2013 – July 2014, Los Angeles Metro, Adults 18+)



**Seven out of ten** people (69.5%) **do listen** to **Radio** for **2 hours** every day. (Nielsen Audio, Q2 2014, Los Angeles Metro, Persons 18+, Monday – Friday, 5a-mid)

**Radio** is the most **reliable** way to reach someone in Los Angeles on any given day.