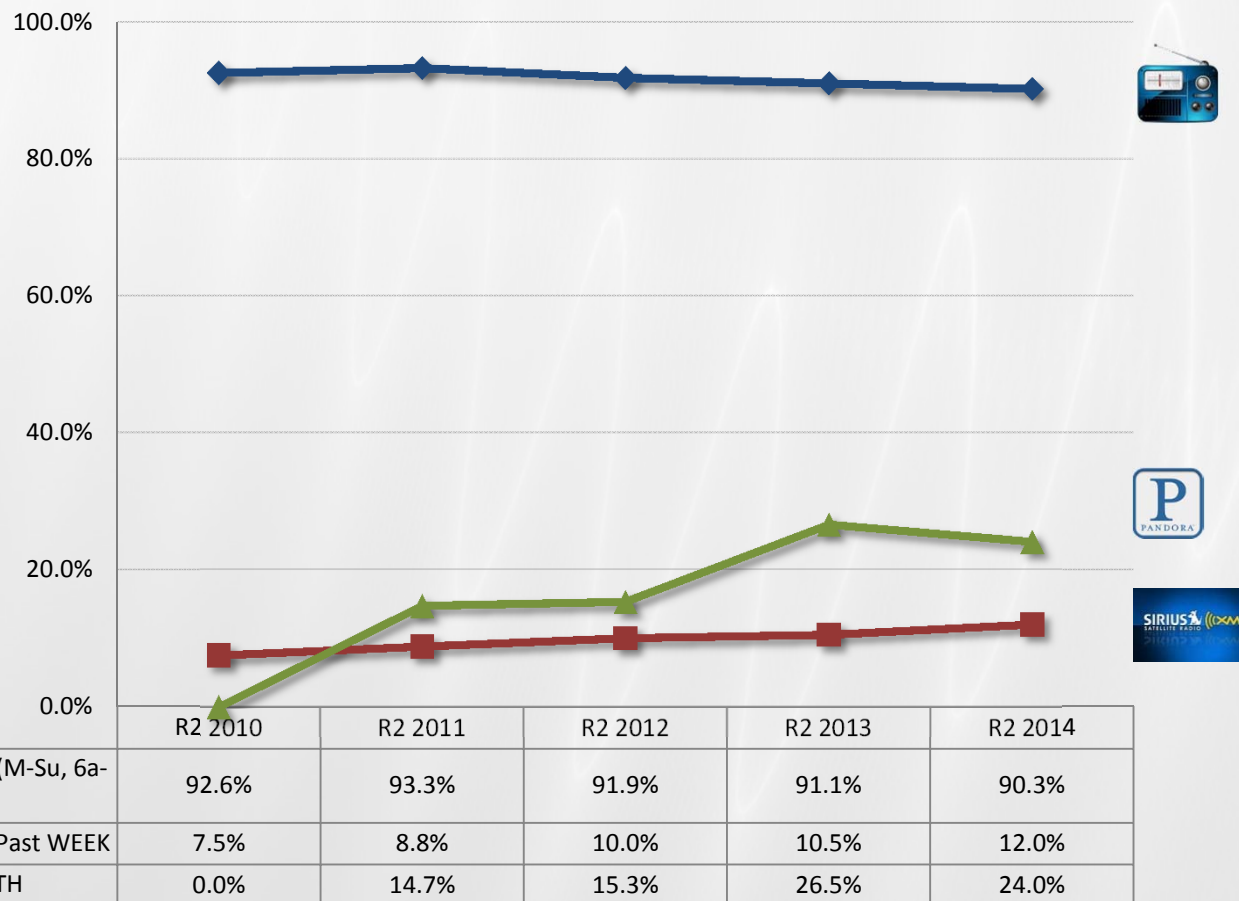




# BROADCAST RADIO REMAINS PRIMARY AND DOMINANT MEDIUM TO LISTEN TO MUSIC

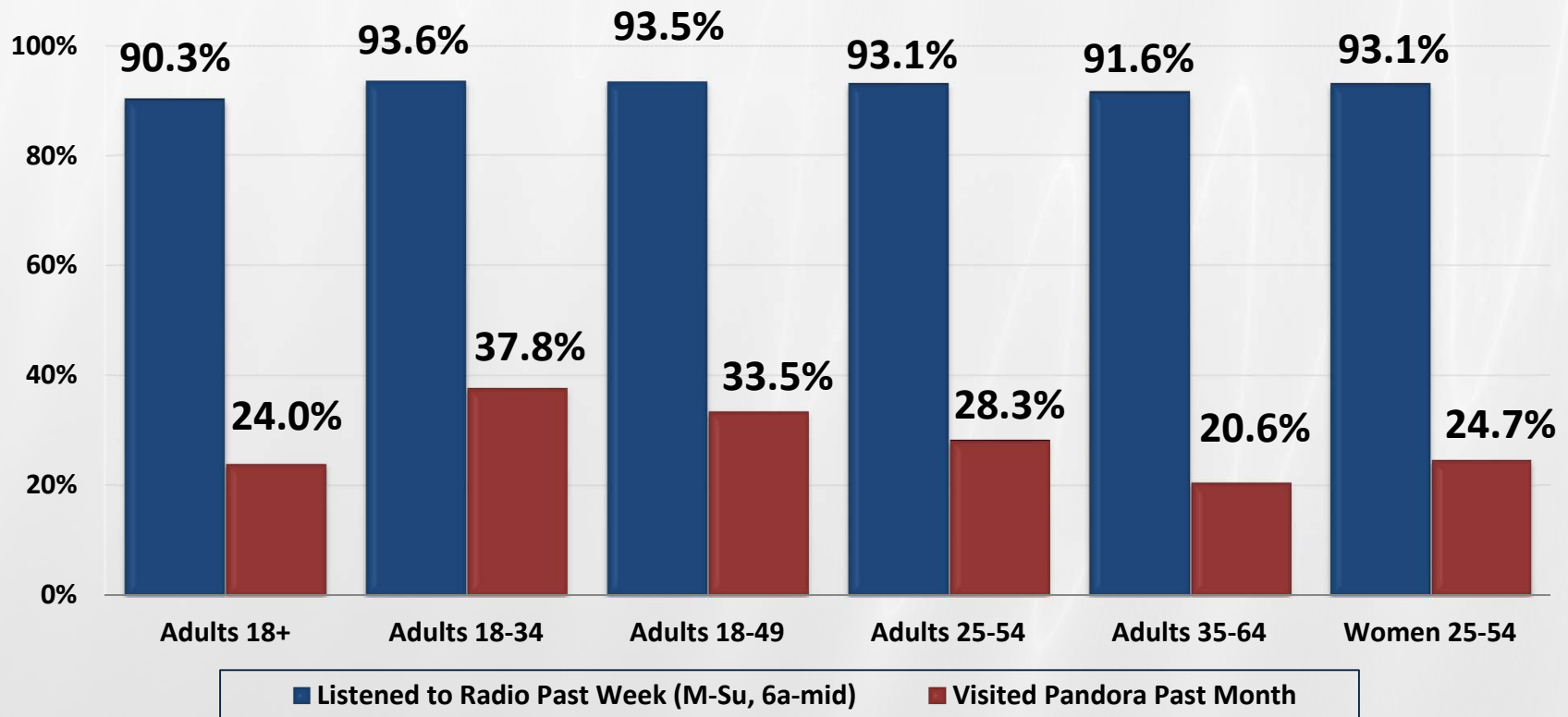
## San Diego Adults 18+



Source: Scarborough, Release 2, 2010 – 2014, San Diego Metro, Adults 18+.



# ONLY 24.0% OF SAN DIEGO ADULTS 18+ HAVE VISITED PANDORA IN THE PAST MONTH.



Source: Scarborough, R2 2014 (August 2013 – July 2014), San Diego Metro.



# SATELLITE VS. LOCAL RADIO IN SAN DIEGO

Only **12.0%** of Adults 18+ in San Diego has listened to ANY satellite radio at all in the *past week*.

