

REACH AND TIME



RADIO REACHES 92.9%
OF PERSONS 12+ IN
SOUTHERN CALIFORNIA
EVERY WEEK

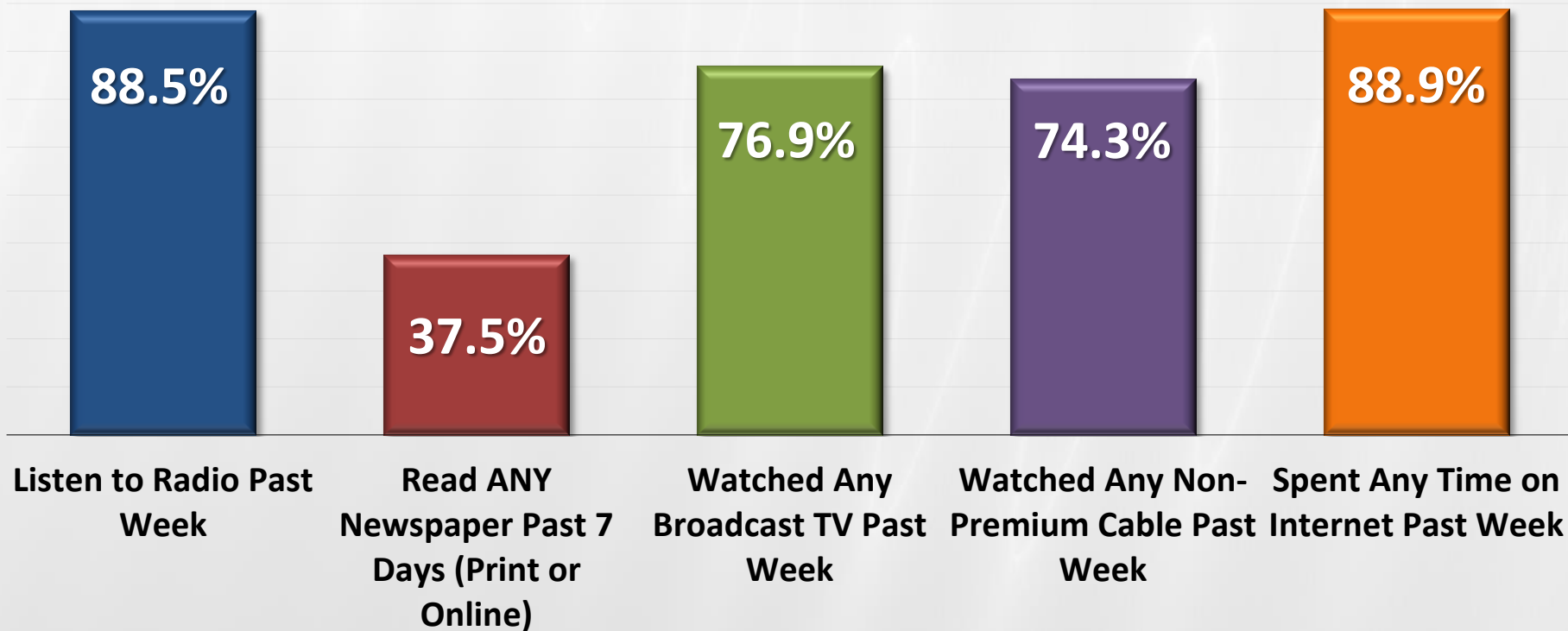


10.5 HOURS
SPENT WITH RADIO
EACH WEEK



RADIO REACHES MORE SAN DIEGO ADULTS 18+ IN A WEEK THAN ANY OTHER MEDIUM

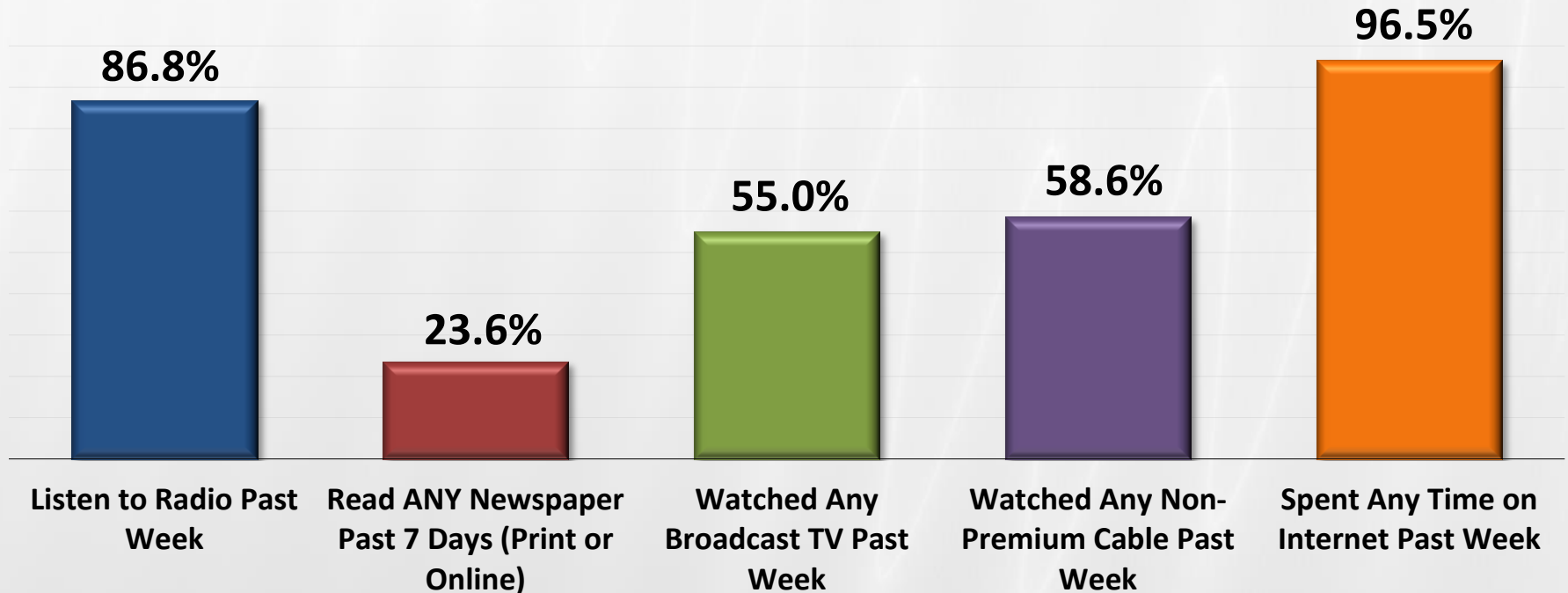
Radio reaches **88.5%** of San Diego Adults 18+





RADIO REACHES SAN DIEGO **MILLENNIALS**

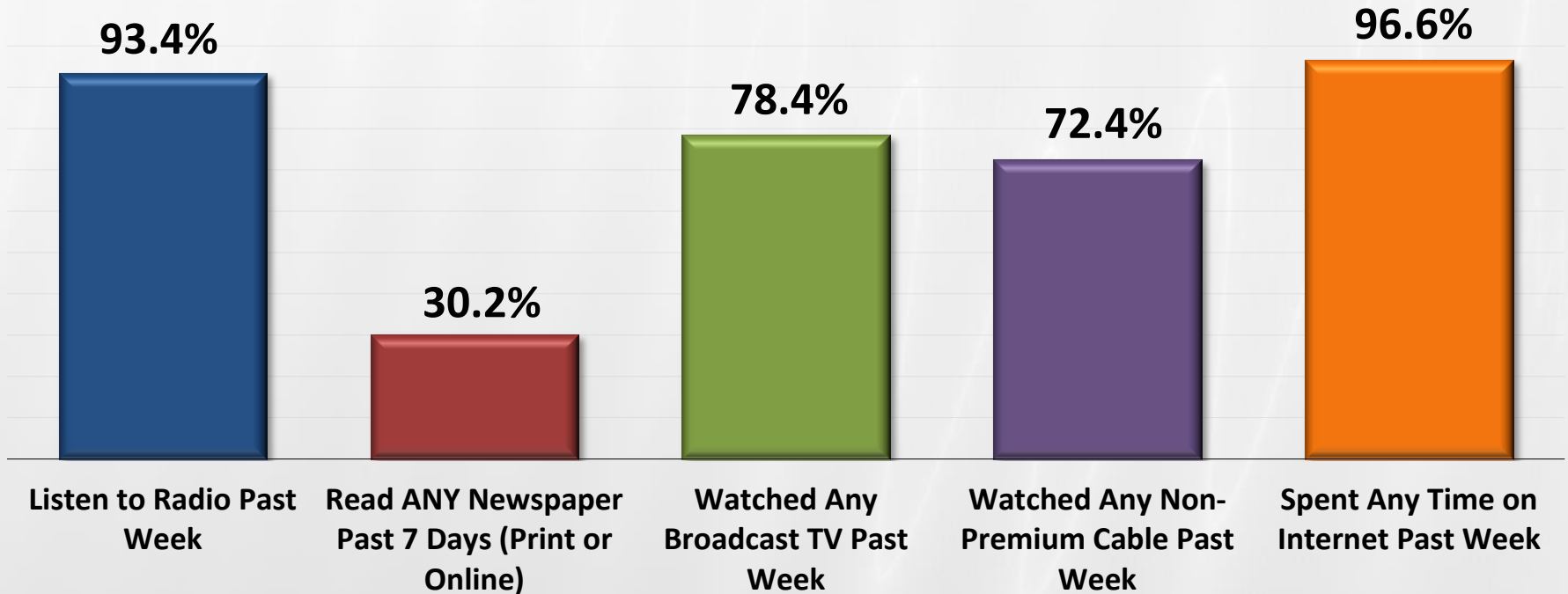
Radio reaches **86.8%** of San Diego *Millennials*





RADIO REACHES MORE SAN DIEGO **GEN X** IN A WEEK THAN ANY OTHER MEDIUM

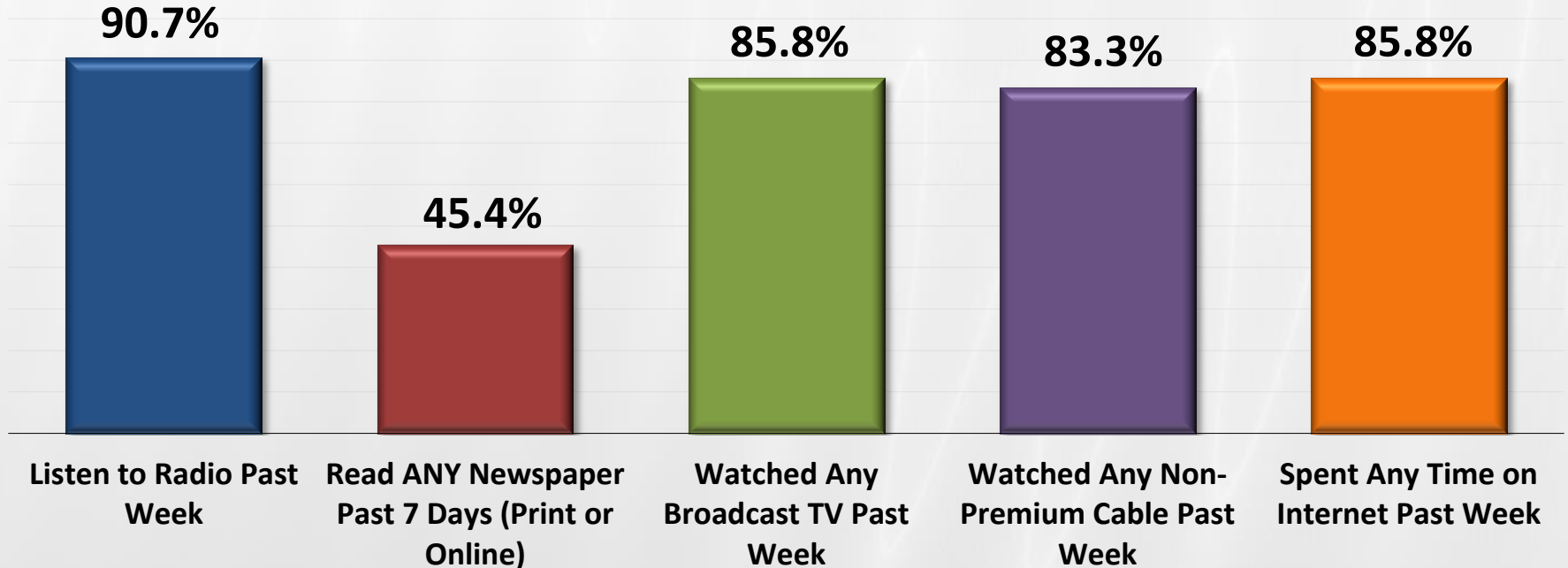
Radio reaches **93.4%** of San Diego **Gen X**





RADIO REACHES MORE **BABY BOOMERS** IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches **90.7%** of San Diego *Baby Boomers*





MORE **ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %

