

# IN THE INLAND EMPIRE, DID YOU KNOW...?



MILLENNIALS SPEND

**5.75 HOURS**

A WEEK LISTENING TO AM/FM RADIO



RADIO REACHES

**88.1%**

OF MILLENNIALS EVERY WEEK

# IN THE INLAND EMPIRE, DID YOU KNOW...?



**GEN X SPENDS**

**8.45 HOURS**

**A WEEK LISTENING TO AM/FM RADIO,  
THE MOST OF ANY AGE GROUP**



**RADIO REACHES**

**90.3%**

**OF GEN X EVERY WEEK**

# IN THE INLAND EMPIRE, DID YOU KNOW...?

Radio reaches **90.3%** of Gen X every week

