

# IN THE SOUTHLAND, DID YOU KNOW...?



**MILLENNIALS SPEND**

**6.25 HOURS**

**A WEEK LISTENING TO AM/FM RADIO**



**RADIO REACHES**

**88.1%**

**OF MILLENNIALS EVERY WEEK**

# IN SOUTHERN CALIFORNIA, DID YOU KNOW...?



GEN X SPENDS  
**9.25 HOURS**

**A WEEK LISTENING TO AM/FM RADIO**



RADIO REACHES  
**91.1%**  
**OF GEN X EVERY WEEK**

# IN THE SOUTHLAND, DID YOU KNOW...?

Radio reaches **88.1%** of Gen X every week

