

IN SAN DIEGO, DID YOU KNOW...?



MILLENNIALS SPEND

5.0 HOURS

A WEEK LISTENING TO AM/FM RADIO



RADIO REACHES

80.3%

OF MILLENNIALS EVERY WEEK

IN SAN DIEGO, DID YOU KNOW...?



GEN X SPENDS
7.25 HOURS

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



RADIO REACHES
87.9%
OF GEN X EVERY WEEK

IN SAN DIEGO, DID YOU KNOW...?

Radio reaches **80.3%** of Gen X every week

