

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



HISPANIC MILLENNIALS SPEND  
**7.45 HOURS**  
A WEEK LISTENING TO AM/FM RADIO



RADIO REACHES  
**92.5%**  
OF HISPANIC MILLENNIALS  
EVERY WEEK

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



HISPANIC GEN X SPENDS

**11.5 HOURS**

A WEEK LISTENING TO AM/FM RADIO



RADIO REACHES

**95.7%**

OF HISPANIC GEN X  
EVERY WEEK

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

Radio reaches **95.7%** of Hispanic Gen X every week

