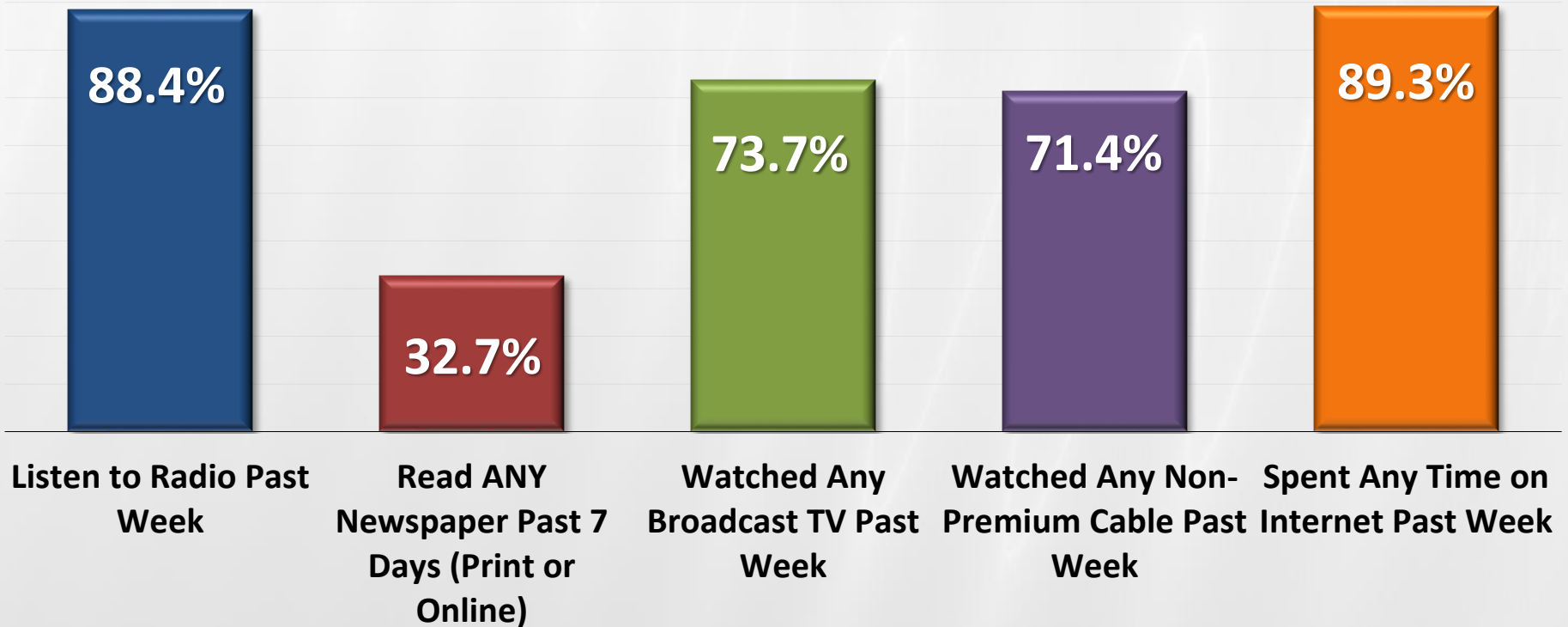


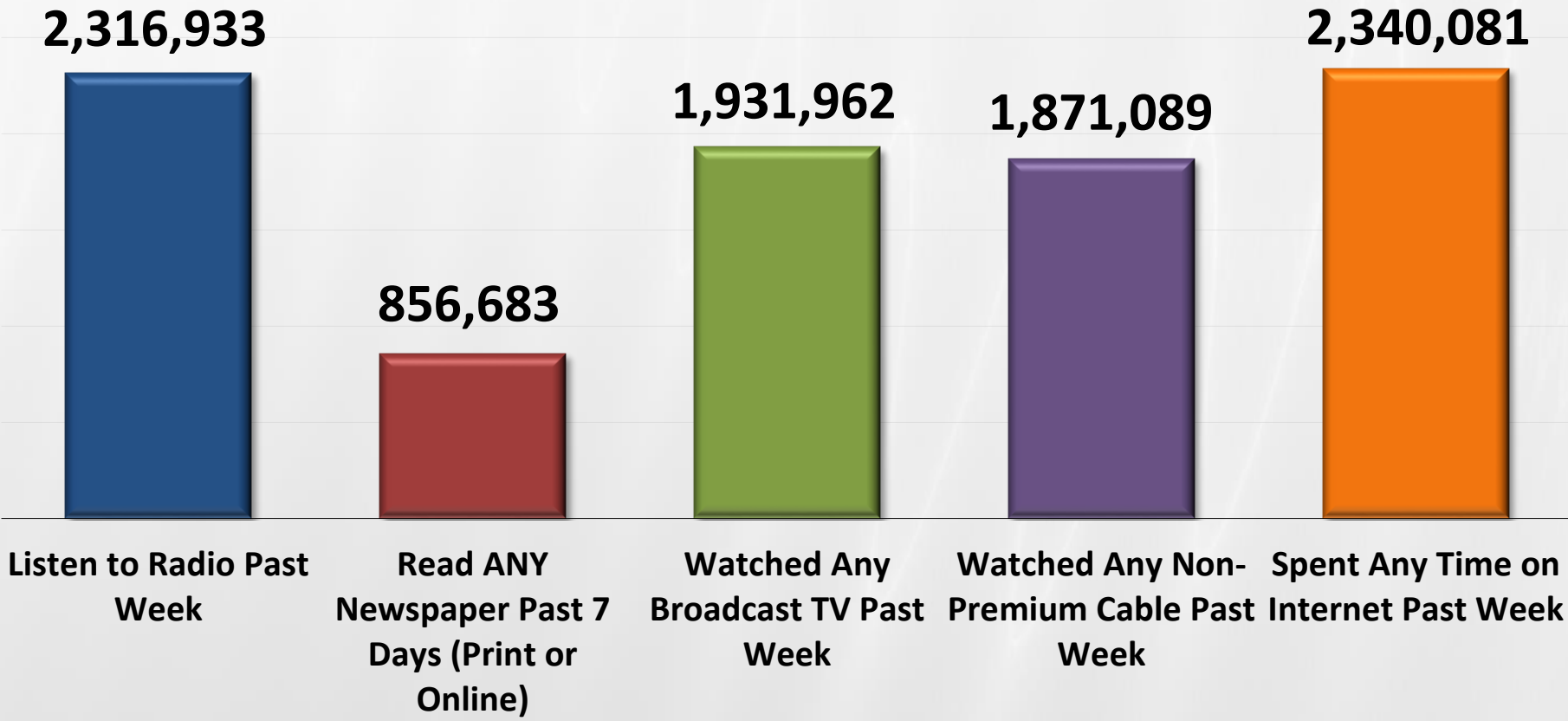
# RADIO REACHES SAN DIEGO **ADULTS 18+**

Radio reaches **88.4%** of *San Diego Adults 18+*



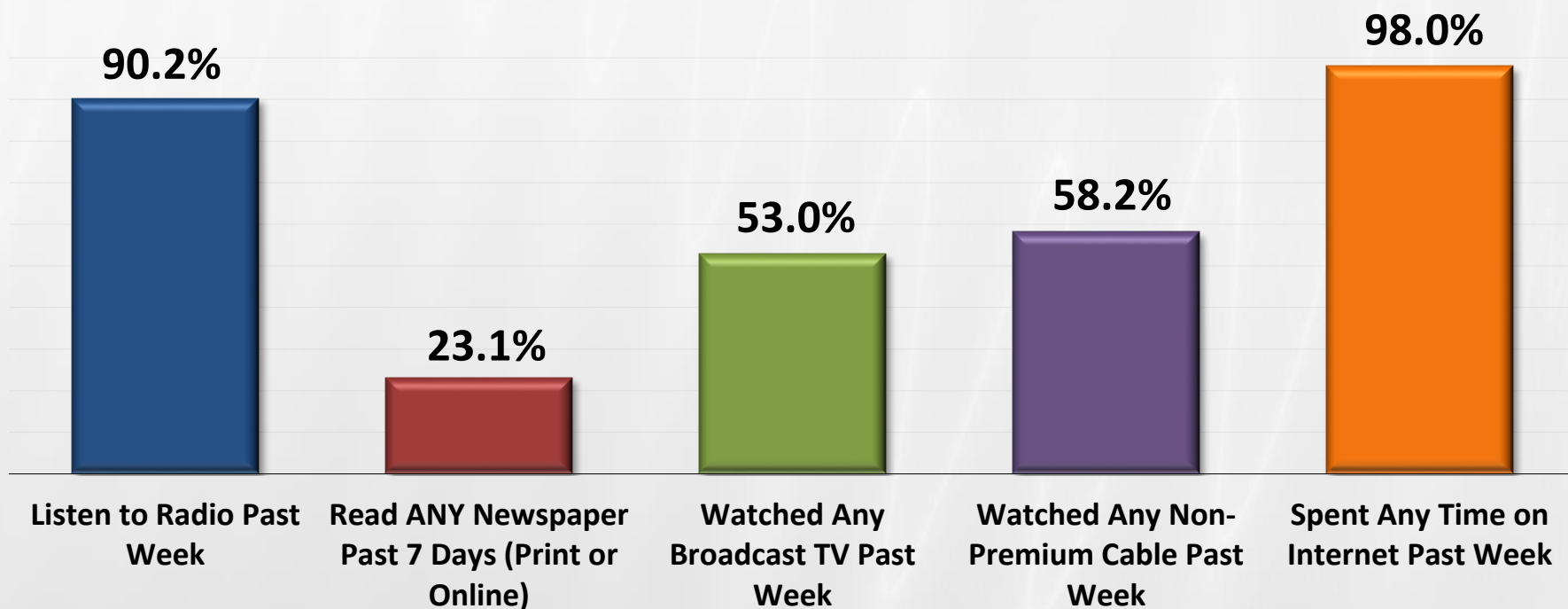
# RADIO REACHES SAN DIEGO **ADULTS 18+**

*Radio reaches over **2.3 million**  
San Diego **Adults 18+***



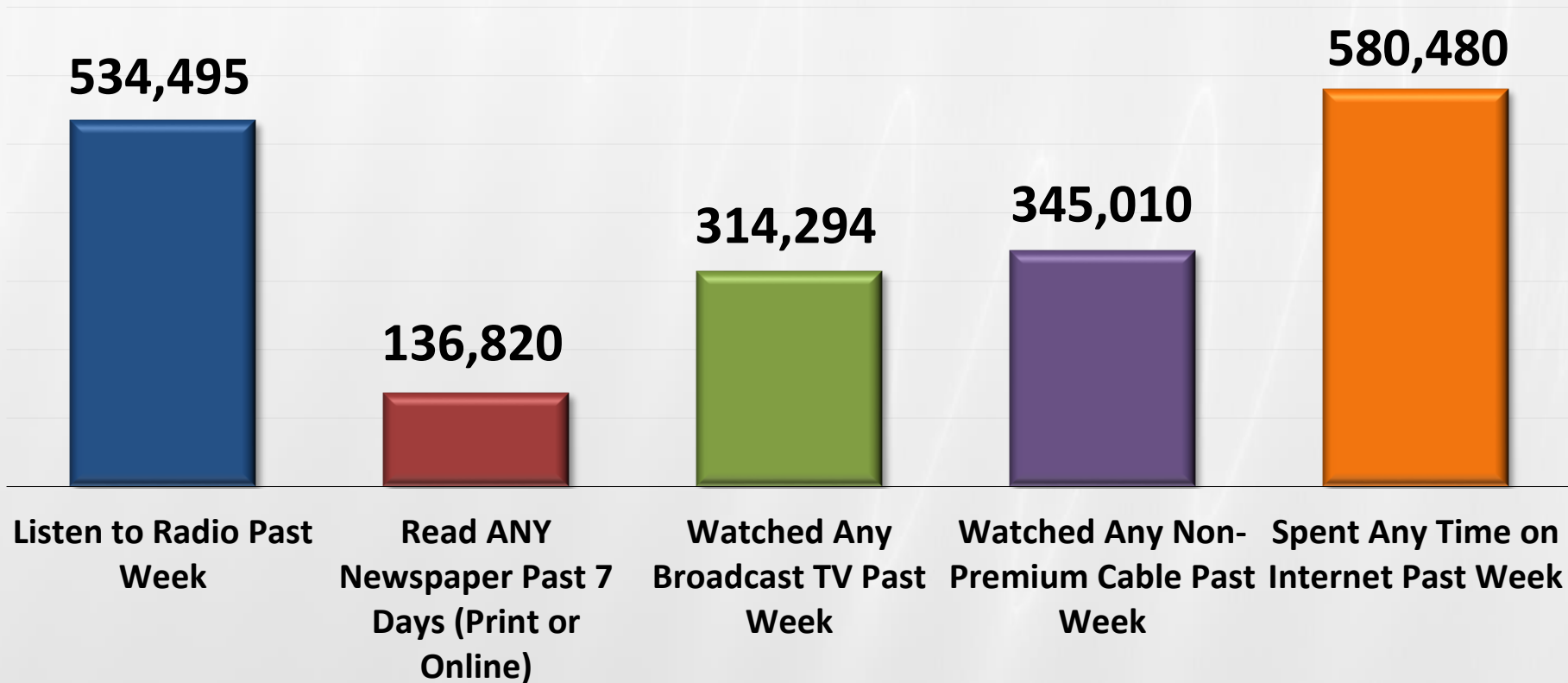
Source: Scarborough, R1 2019 (January 2018 - 2019), San Diego Metro, Adults 18+.

Radio reaches **90.2%** of San Diego **Millennials**



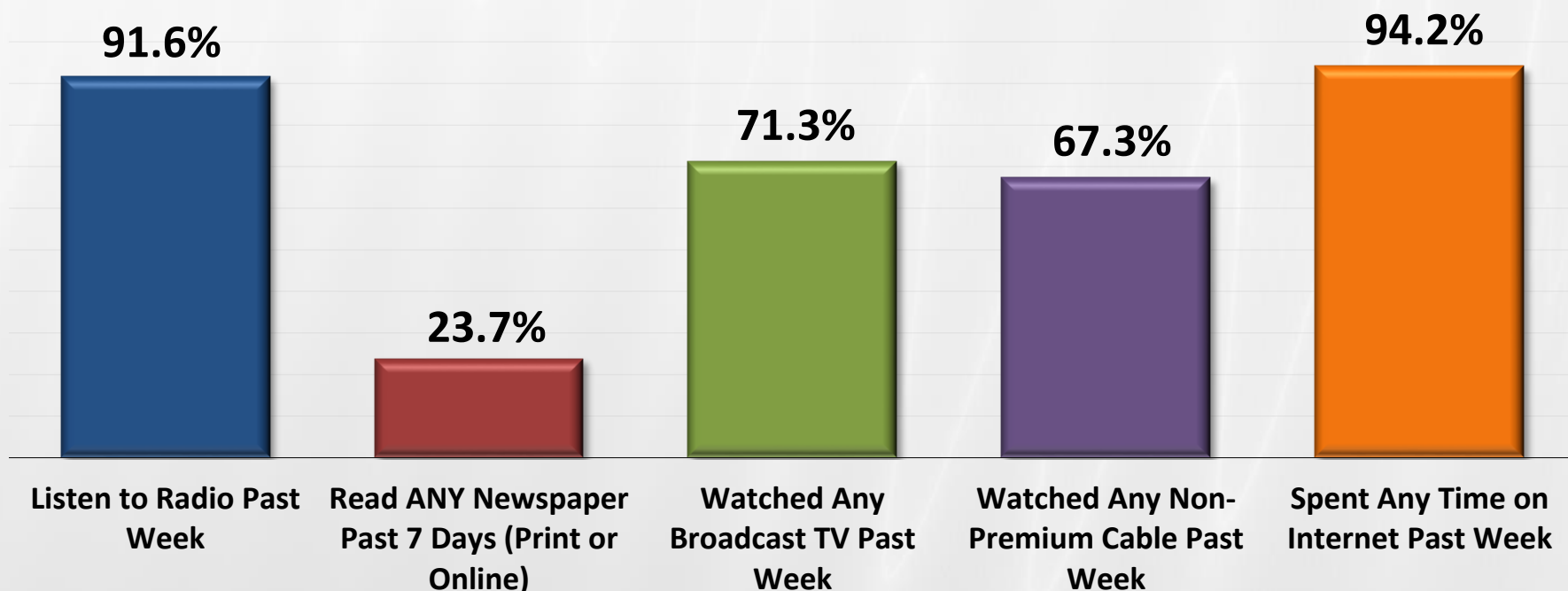
# RADIO REACHES SAN DIEGO **MILLENNIALS**

*Radio reaches nearly **500,000**  
San Diego **Millennials***



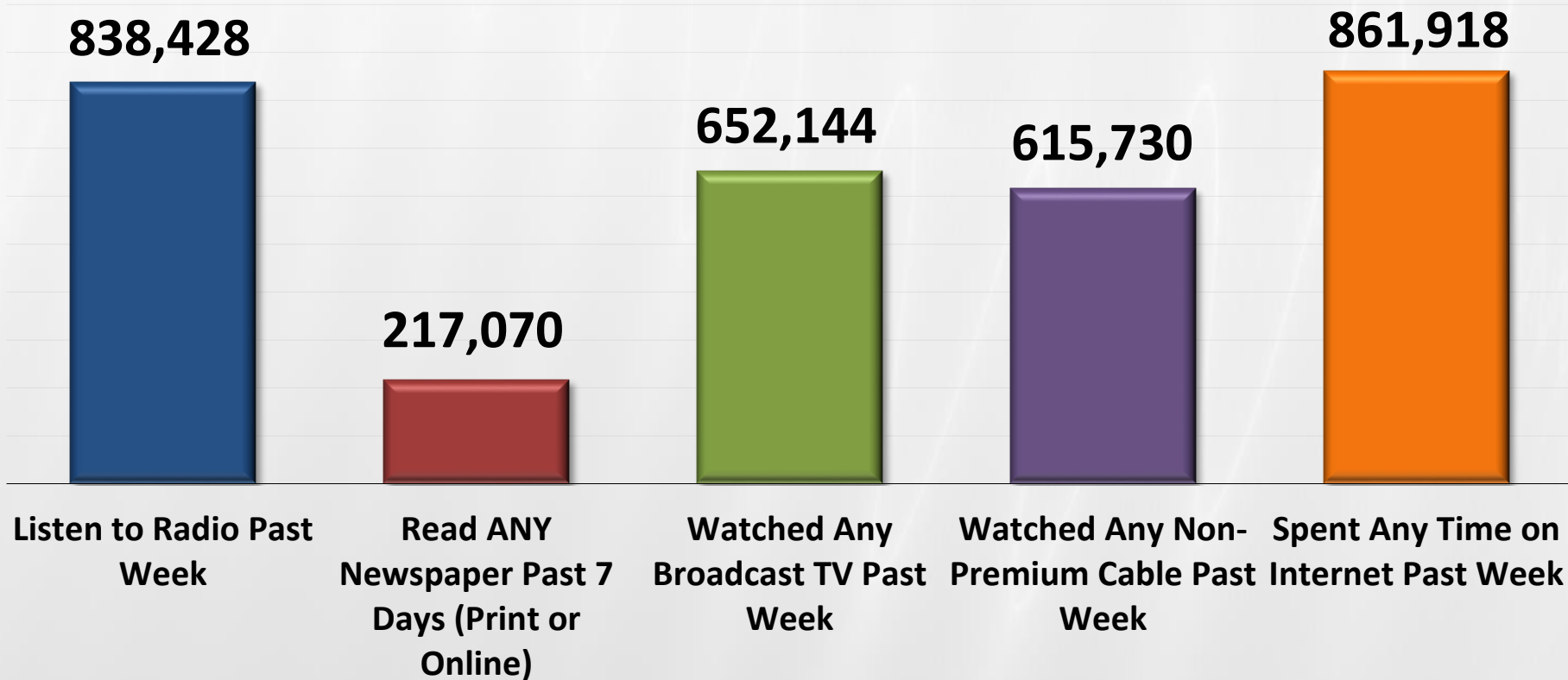
# RADIO REACHES SAN DIEGO **GEN X**

Radio reaches **91.6%** of San Diego **Gen X**



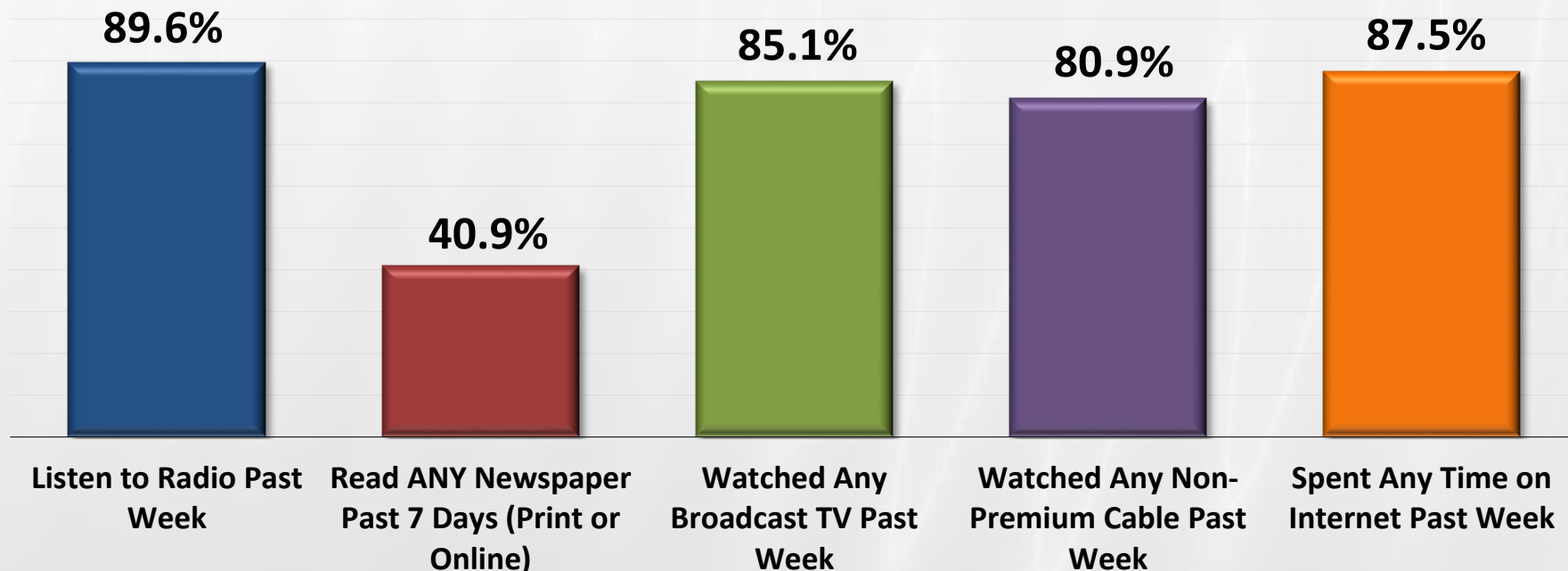
# RADIO REACHES SAN DIEGO **GEN X**

*Radio reaches nearly **900,000**  
San Diego **Gen X***



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

Radio reaches **89.6%** of San Diego **Baby Boomers**



# RADIO REACHES SAN DIEGO BABY BOOMERS

*Radio reaches over **700,000**  
San Diego **Baby Boomers***

