



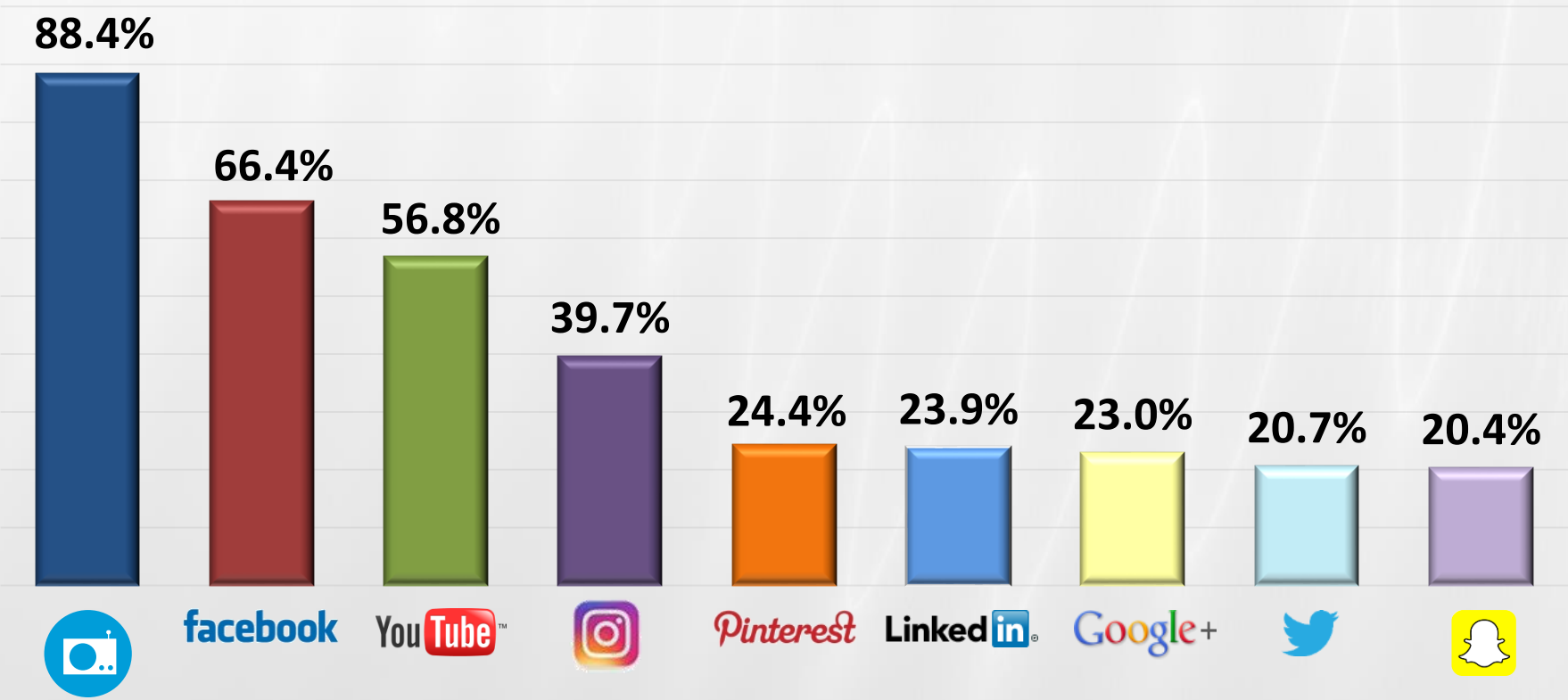
RADIO REACHES 90.3%
OF PERSONS 12+ IN
SOUTHERN CALIFORNIA
EVERY WEEK



9 HOURS
SPENT WITH RADIO
EACH WEEK

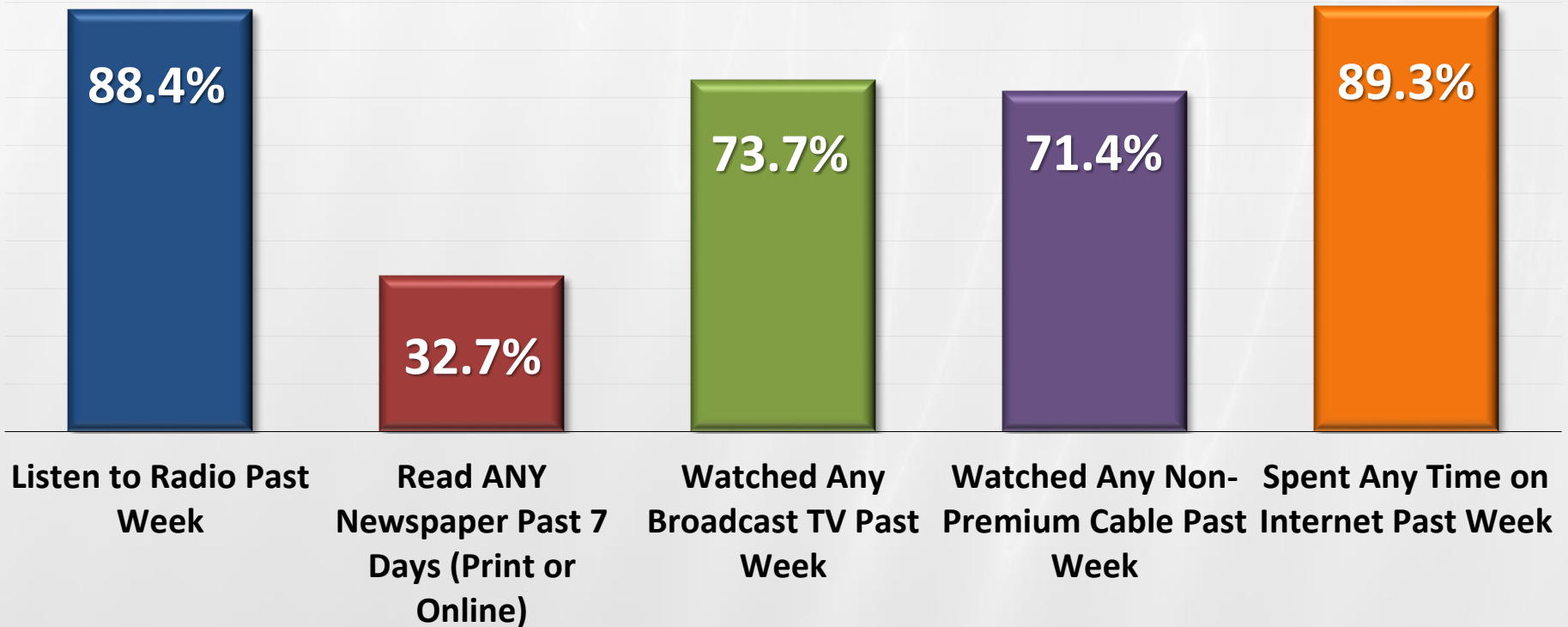
MORE **ADULTS 18+** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

Reach %



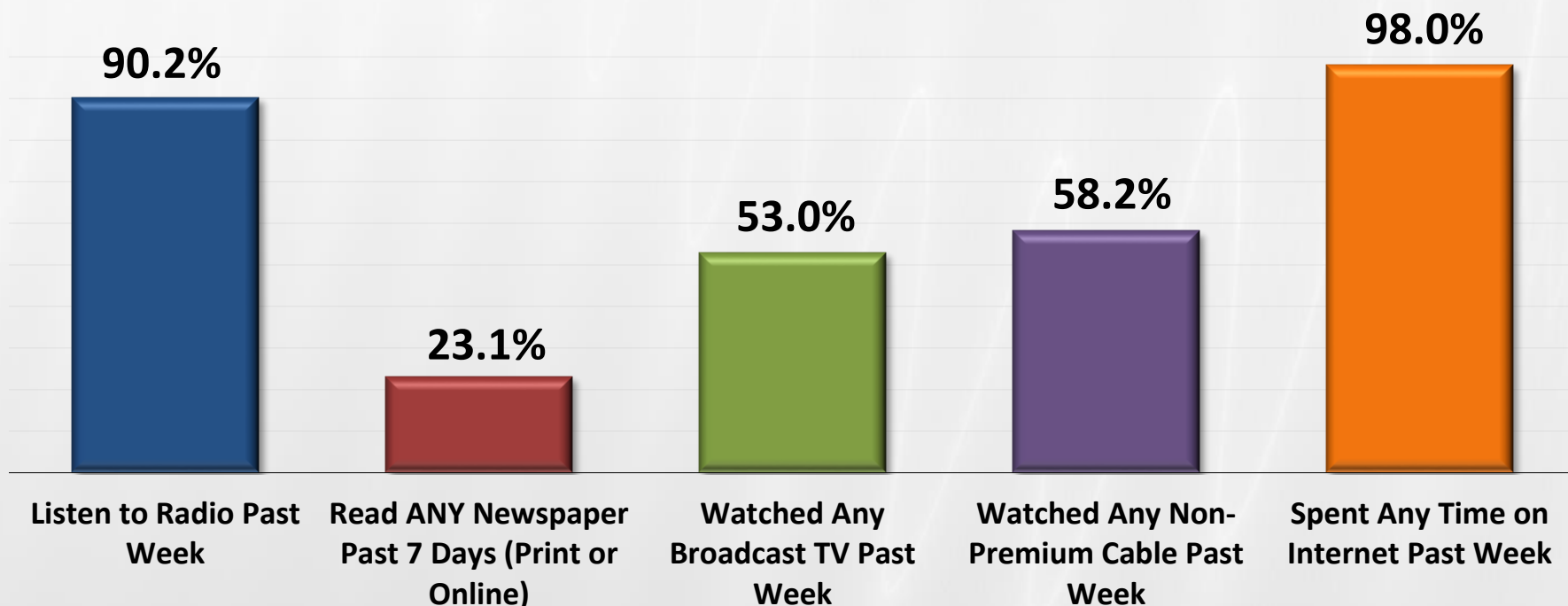
Source: Scarborough, R1 2019 (January 2018 - 2019), San Diego Metro, Adults 18+.

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



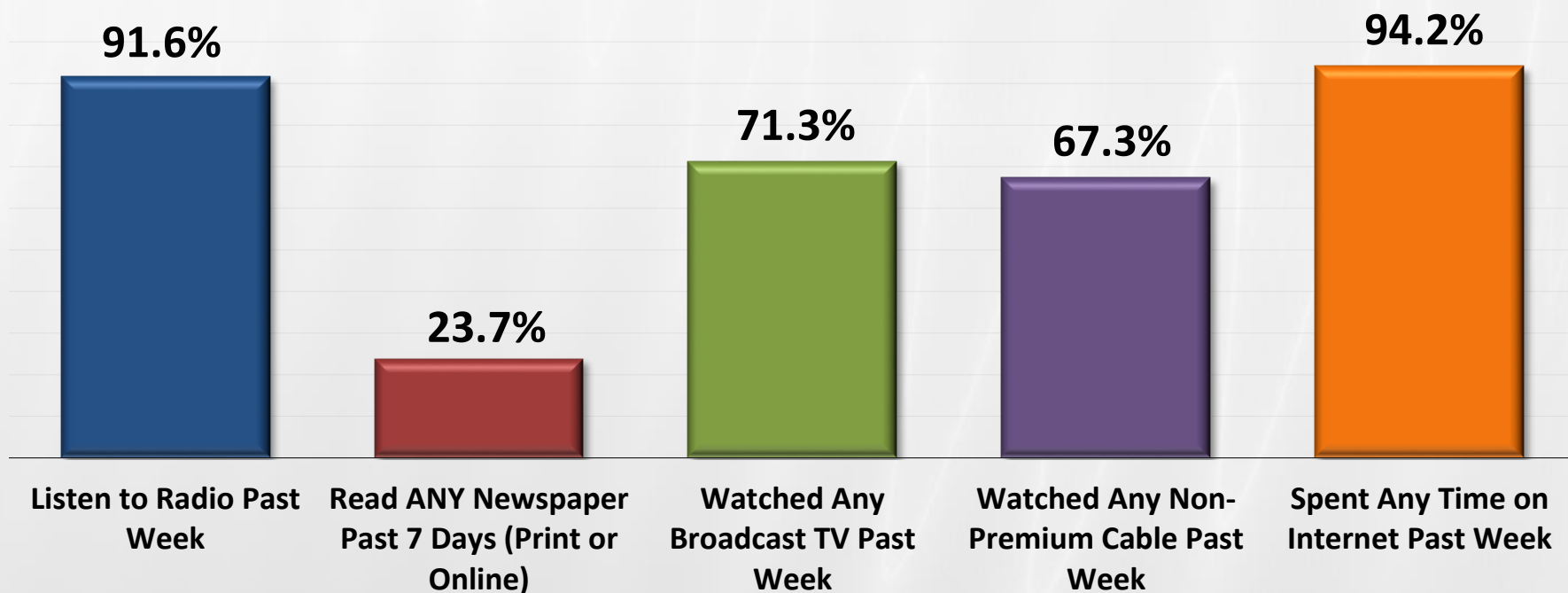
RADIO REACHES SAN DIEGO **MILLENNIALS**

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



RADIO REACHES SAN DIEGO GEN X

Radio reaches **91.6%** of 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**

