



IN THE SOUTHLAND, DID YOU KNOW...?



MILLENNIALS SPEND

9 HOURS

A WEEK LISTENING TO AM/FM RADIO



RADIO REACHES

90.9%

OF MILLENNIALS EVERY WEEK



IN SOUTHERN CALIFORNIA, DID YOU KNOW...?



**GEN X SPENDS
12 HOURS**

A WEEK LISTENING TO AM/FM RADIO



**RADIO REACHES
93.3%
OF GEN X EVERY WEEK**



IN THE SOUTHLAND, DID YOU KNOW...?

Radio reaches **93.3%** of Gen X every week

