



RADIO REACHES **92.4%** OF  
SAN DIEGO PERSONS 12+  
EVERY WEEK

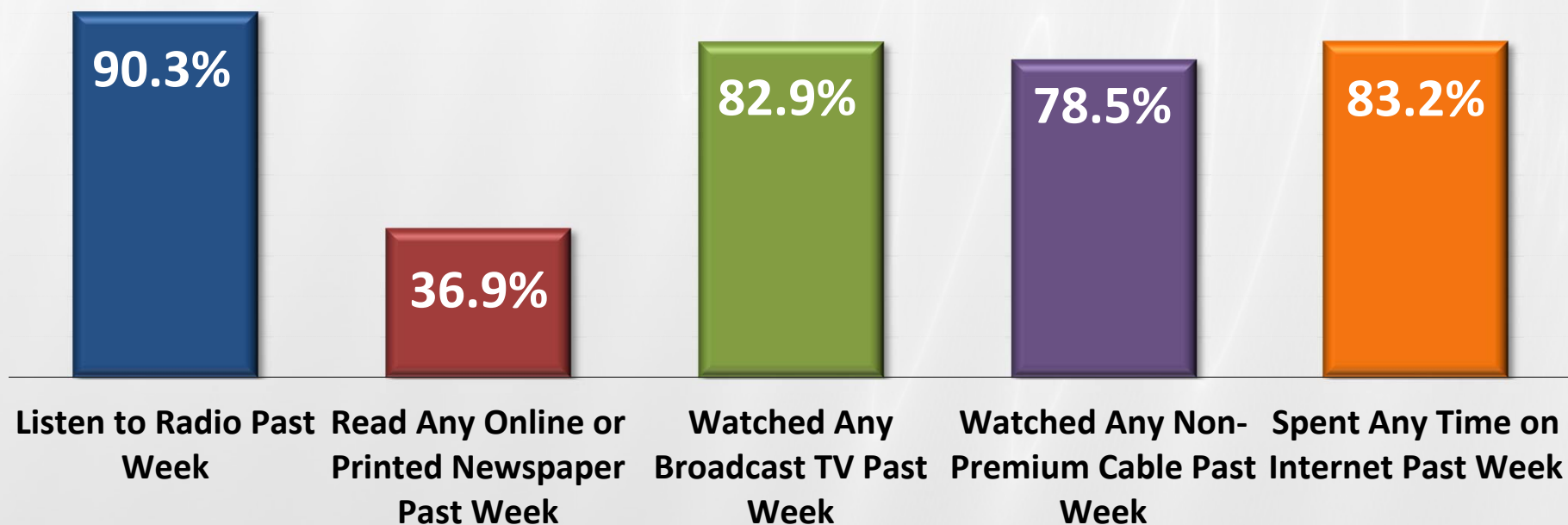


**8.5 HOURS**  
SPENT WITH RADIO  
EACH WEEK



# RADIO REACHES MORE SAN DIEGO ADULTS 18+ IN A WEEK THAN ANY OTHER MEDIUM

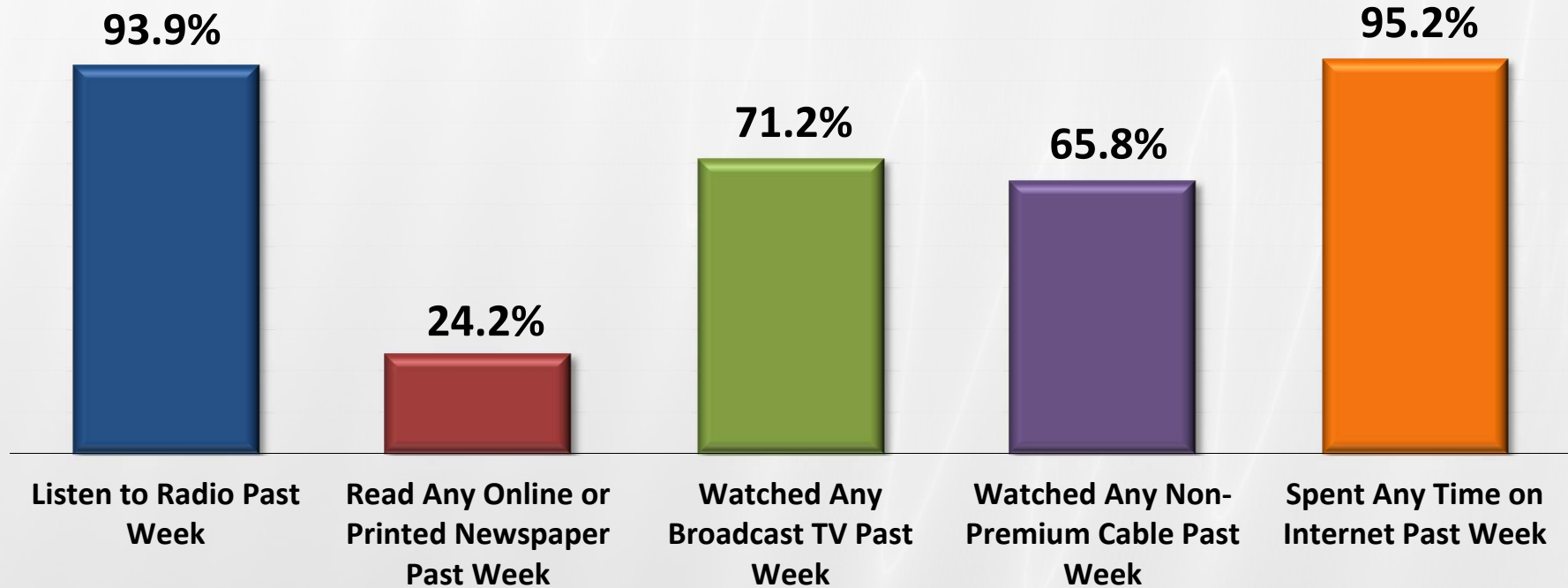
Radio reaches **90.3%** of San Diego Adults 18+





# RADIO REACHES SAN DIEGO **MILLENNIALS**

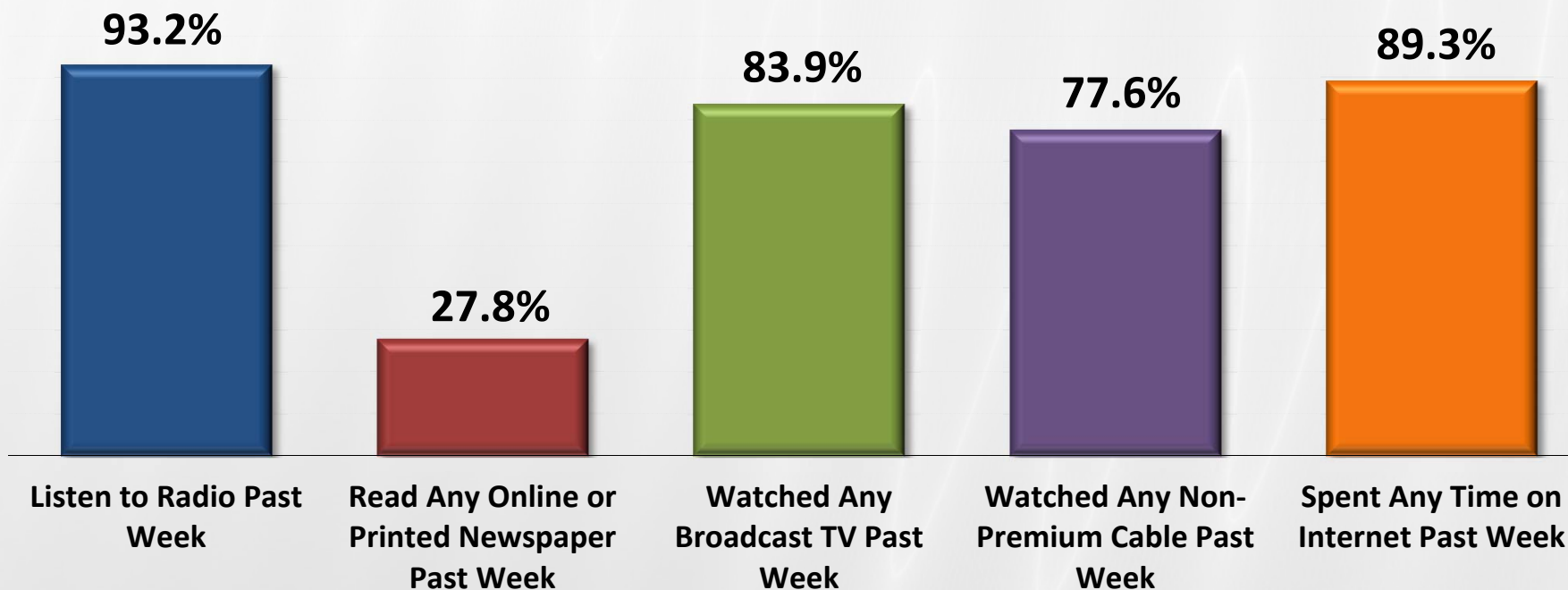
Radio reaches **93.9%** of San Diego *Millennials*





# RADIO REACHES MORE SAN DIEGO **GEN X** IN A WEEK THAN ANY OTHER MEDIUM

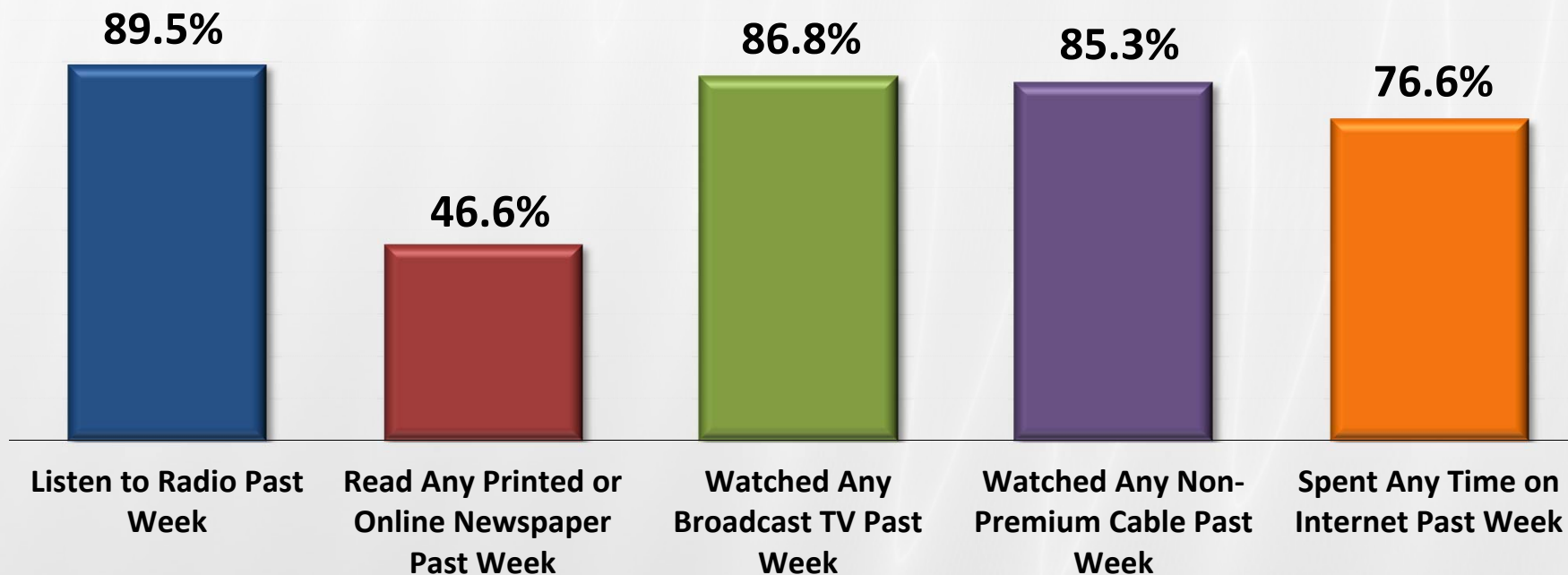
Radio reaches **93.2%** of San Diego **Gen X**





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

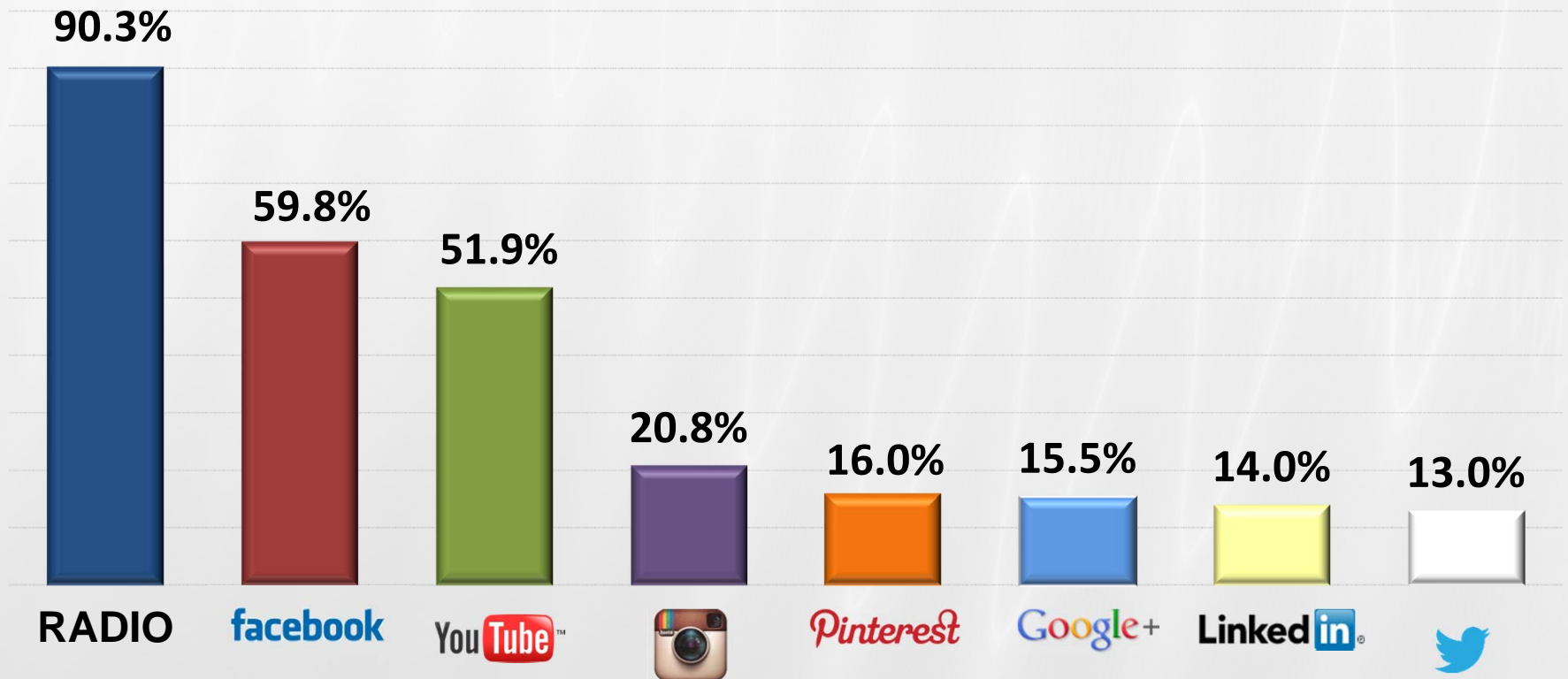
Radio reaches **89.5%** of San Diego **Baby Boomers**





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

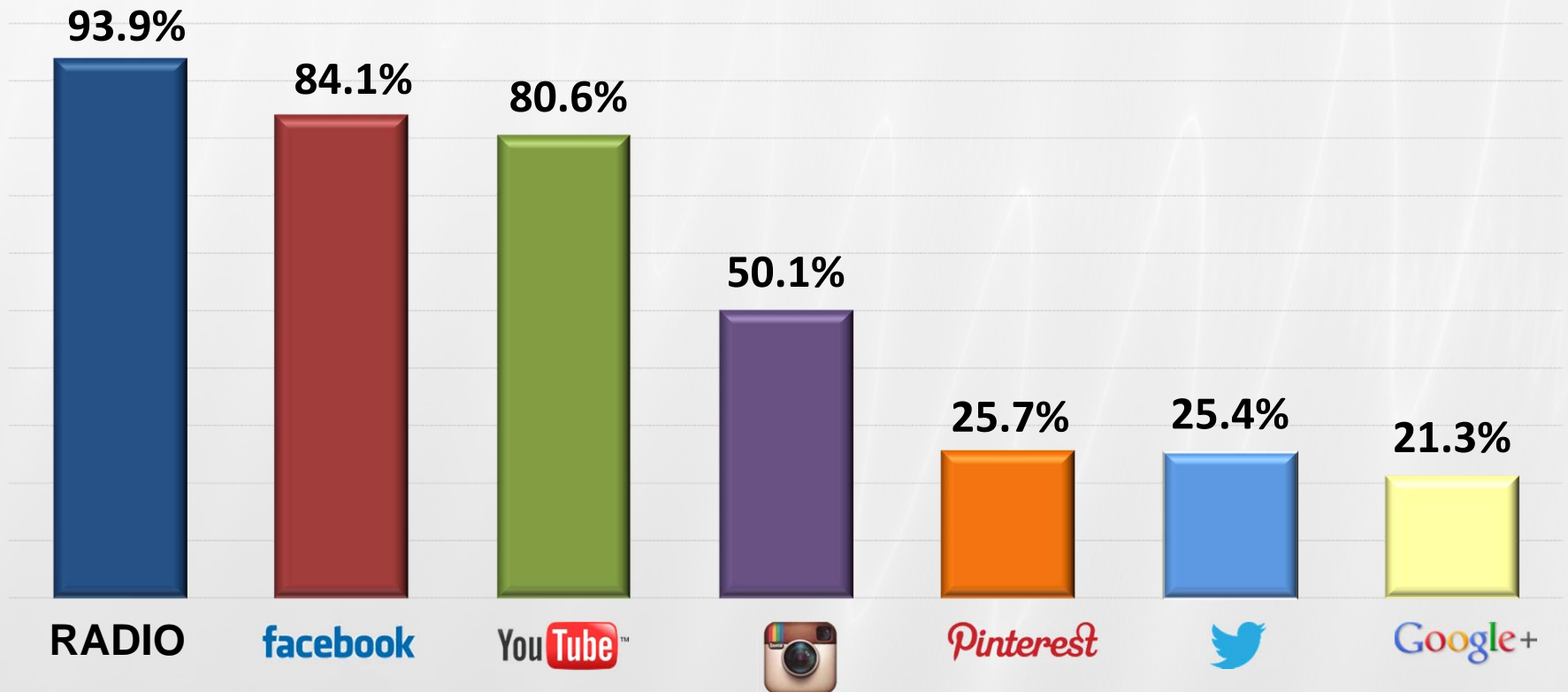
## Reach %





# MORE **MILLENNIALS** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

## Reach %

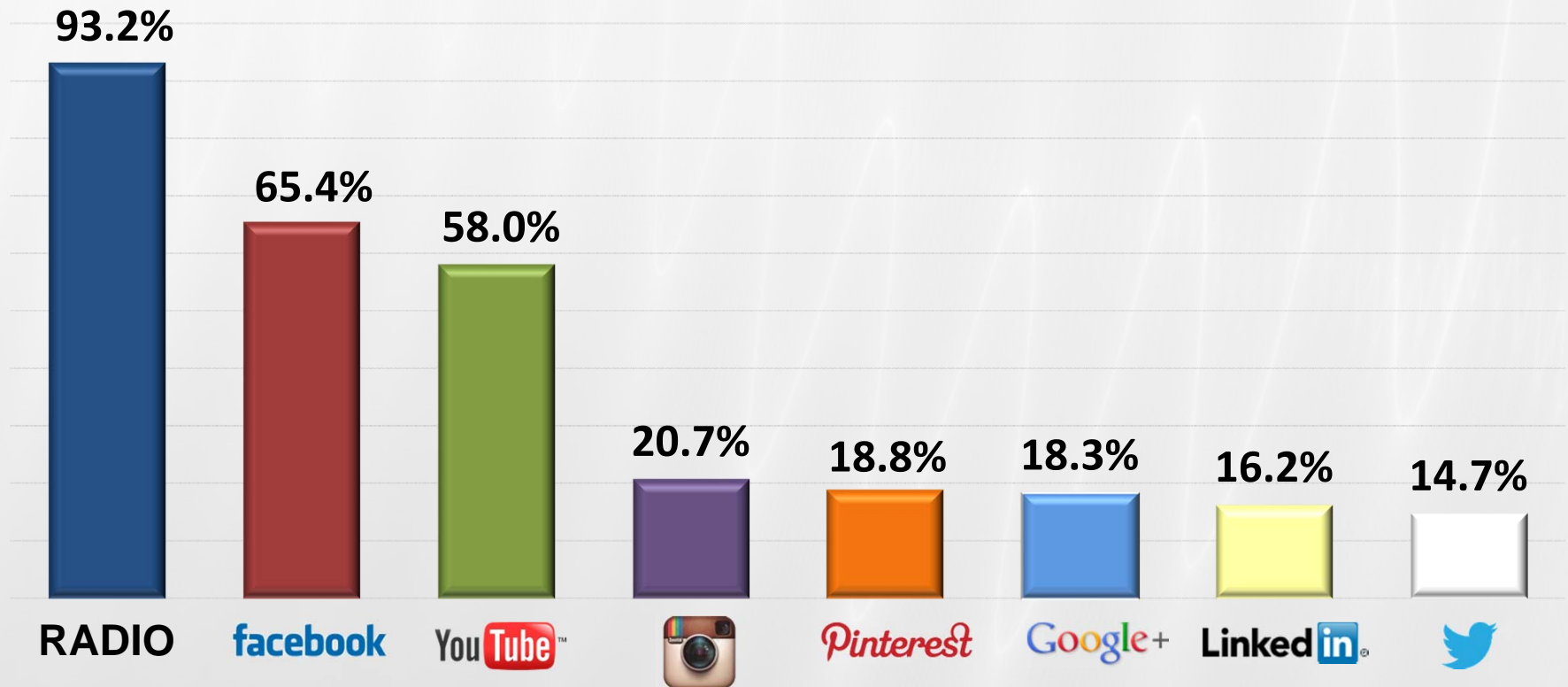






# MORE **GEN X** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

## Reach %







# MORE **BABY BOOMERS** LISTEN TO RADIO IN A WEEK THAN VISIT THESE SOCIAL NETWORKING SITES IN A MONTH

## Reach %

