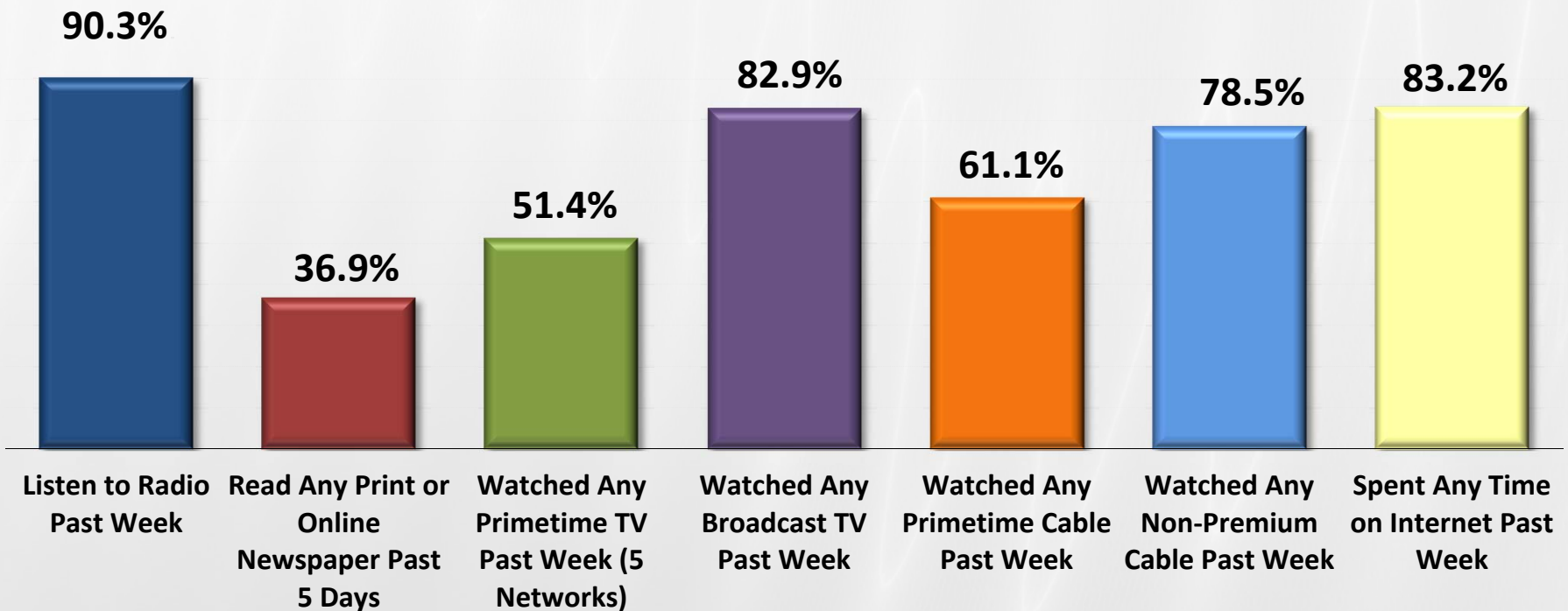




RADIO REACHES MORE SAN DIEGO ADULTS 18+ IN A WEEK THAN ANY OTHER MEDIUM

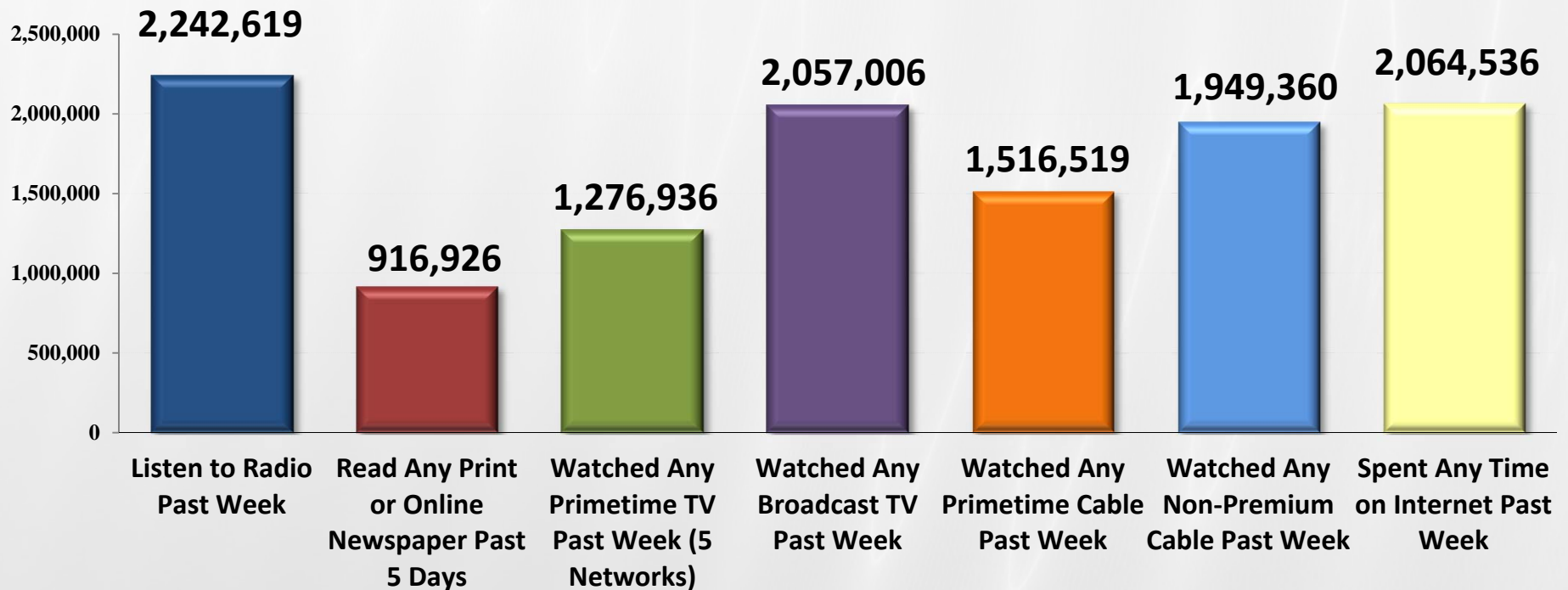
Radio reaches over 2.2 million San Diego
Adults 18+ or 90.3% of the population





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

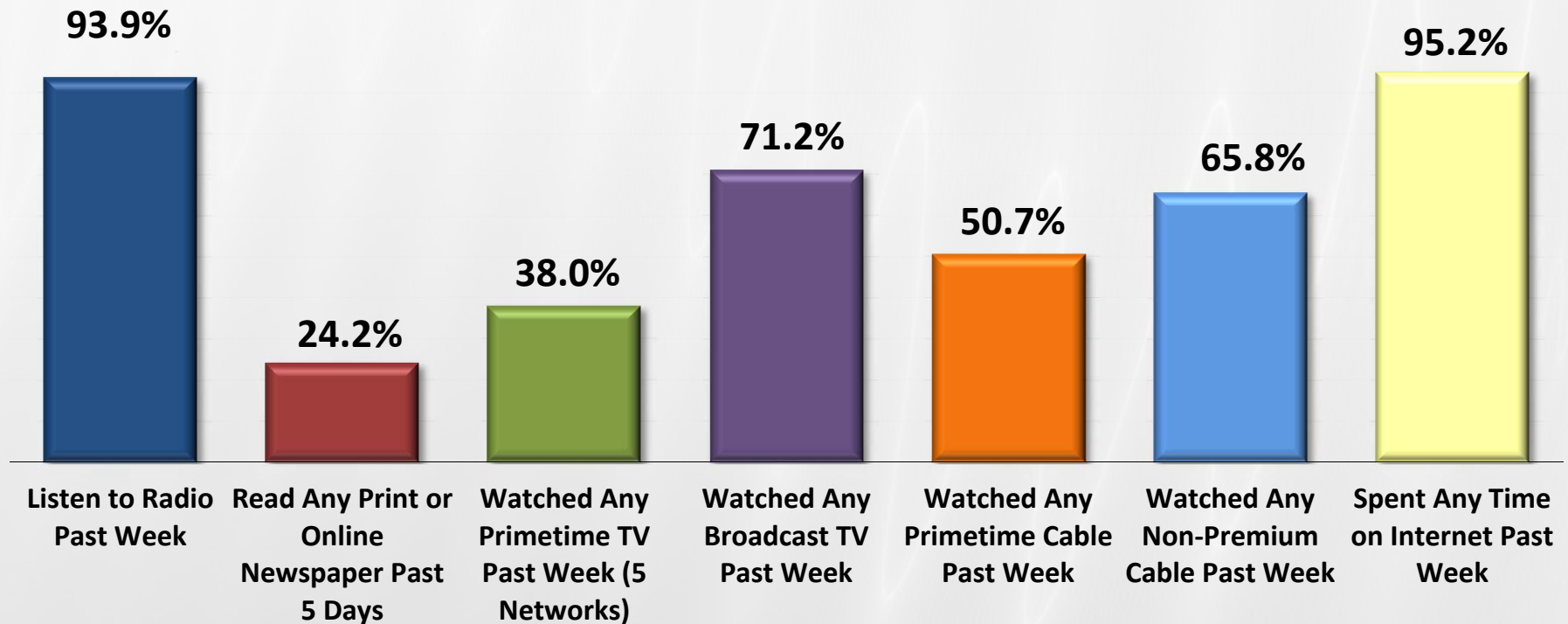
Radio reaches over 2.2 million San Diego
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RADIO REACHES SAN DIEGO MILLENNIALS

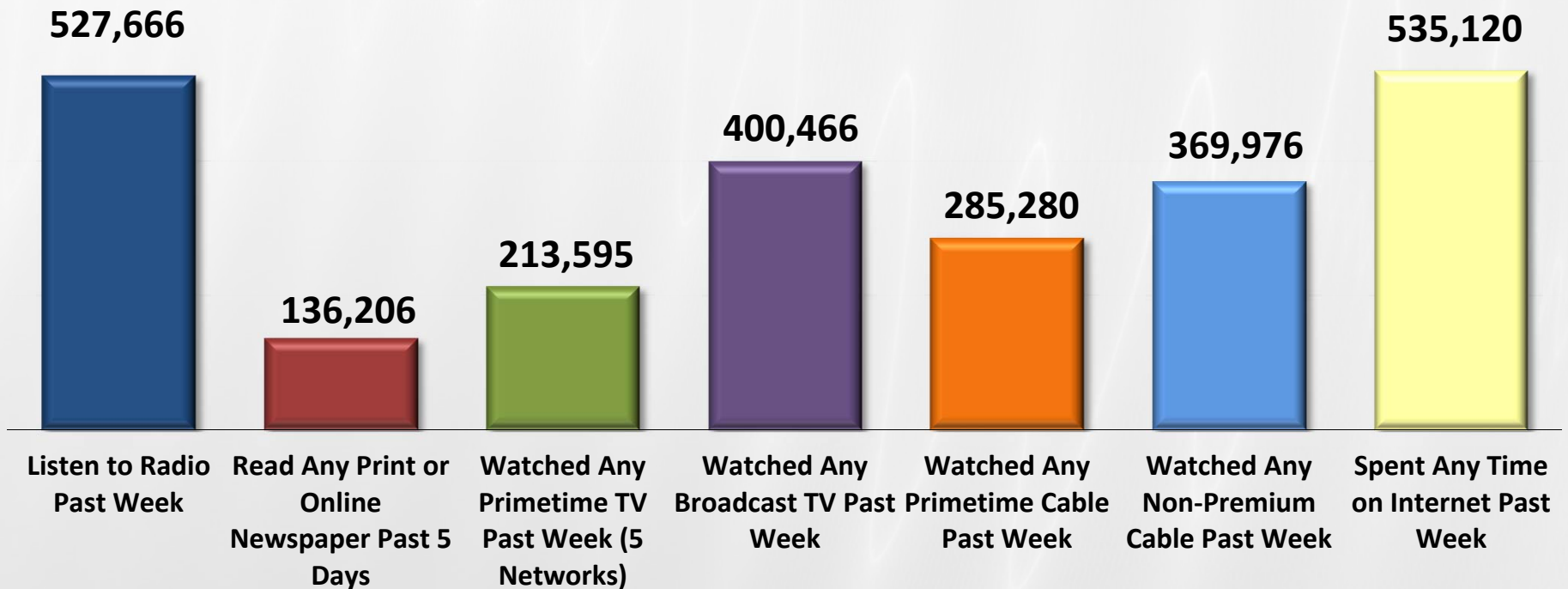
Radio reaches over 500,000 San Diego Millennials or 93.9% of the population





RADIO REACHES SAN DIEGO MILLENNIALS

Radio reaches over 500,000 San Diego Millennials or 93.9% of the population



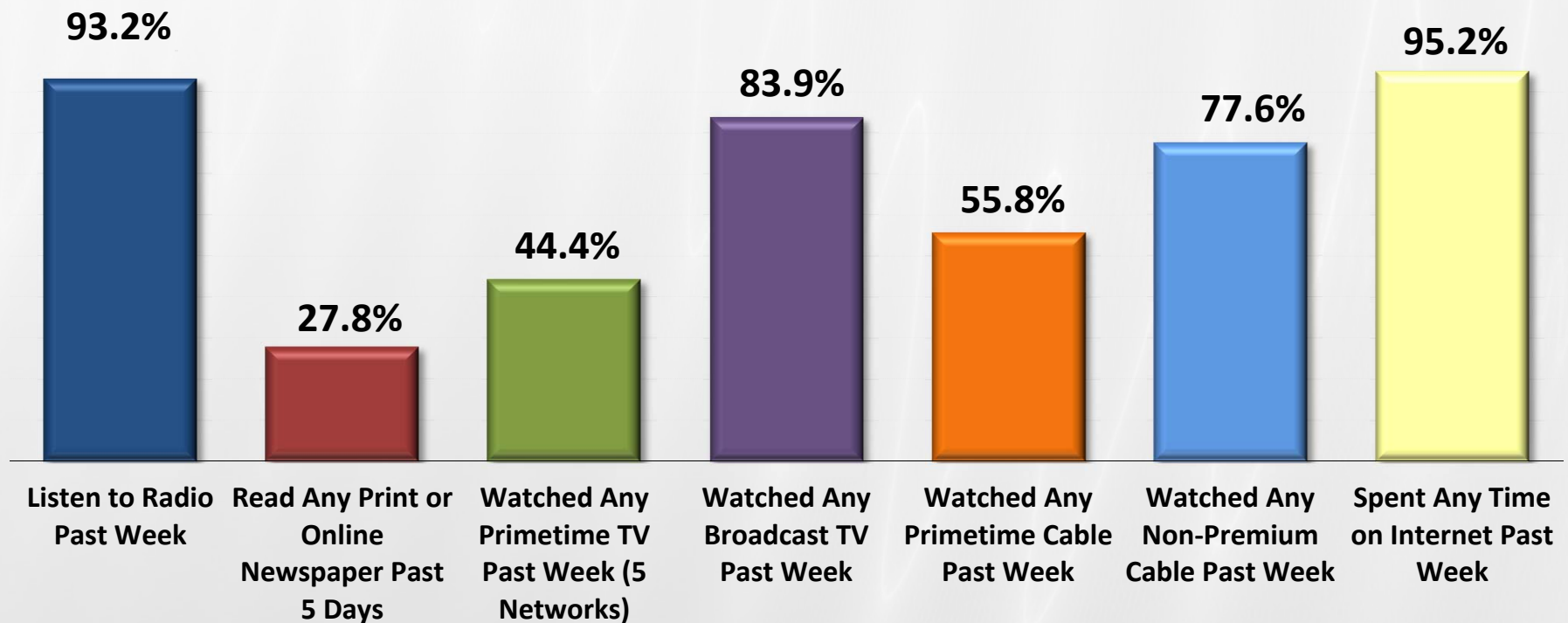
Source: Scarborough, R2 2014 (August 2013 – July 2014), San Diego Metro, **Adults 18-29**.





RADIO REACHES SAN DIEGO GEN X

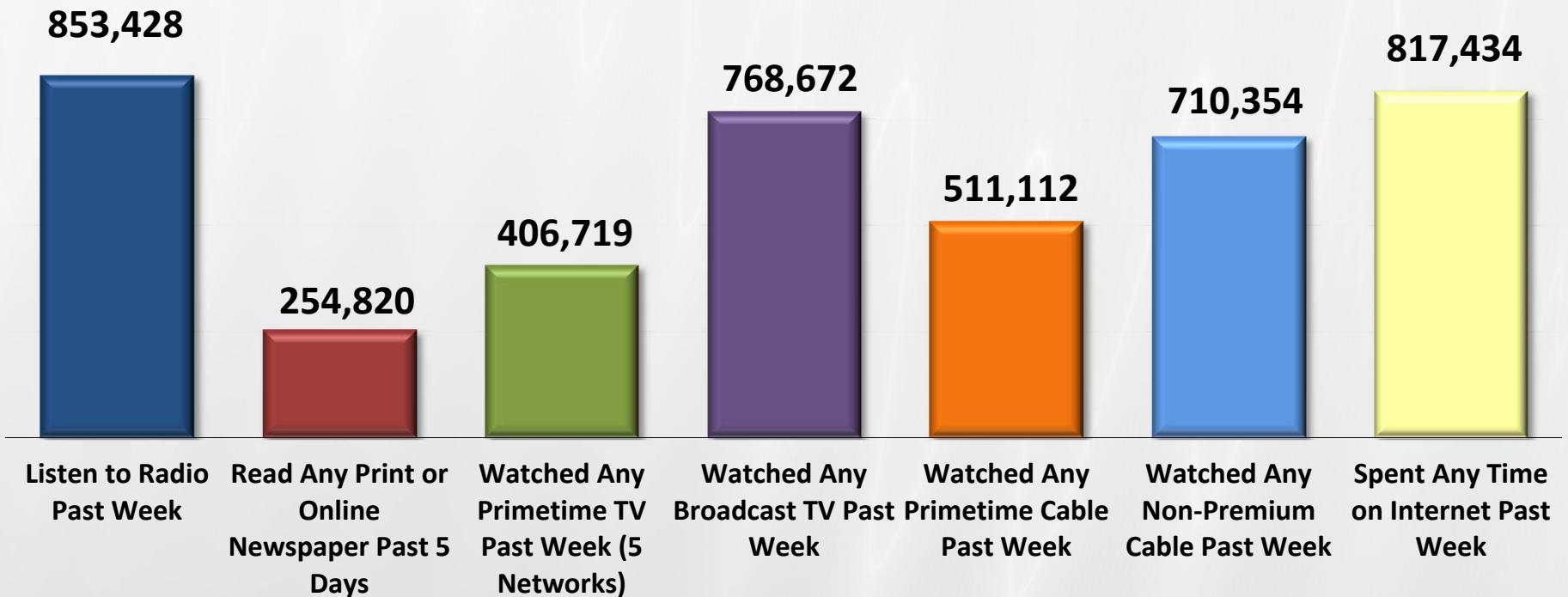
Radio reaches over 850,000 San Diego Gen X
or 93.2% of the population





RADIO REACHES SAN DIEGO GEN X

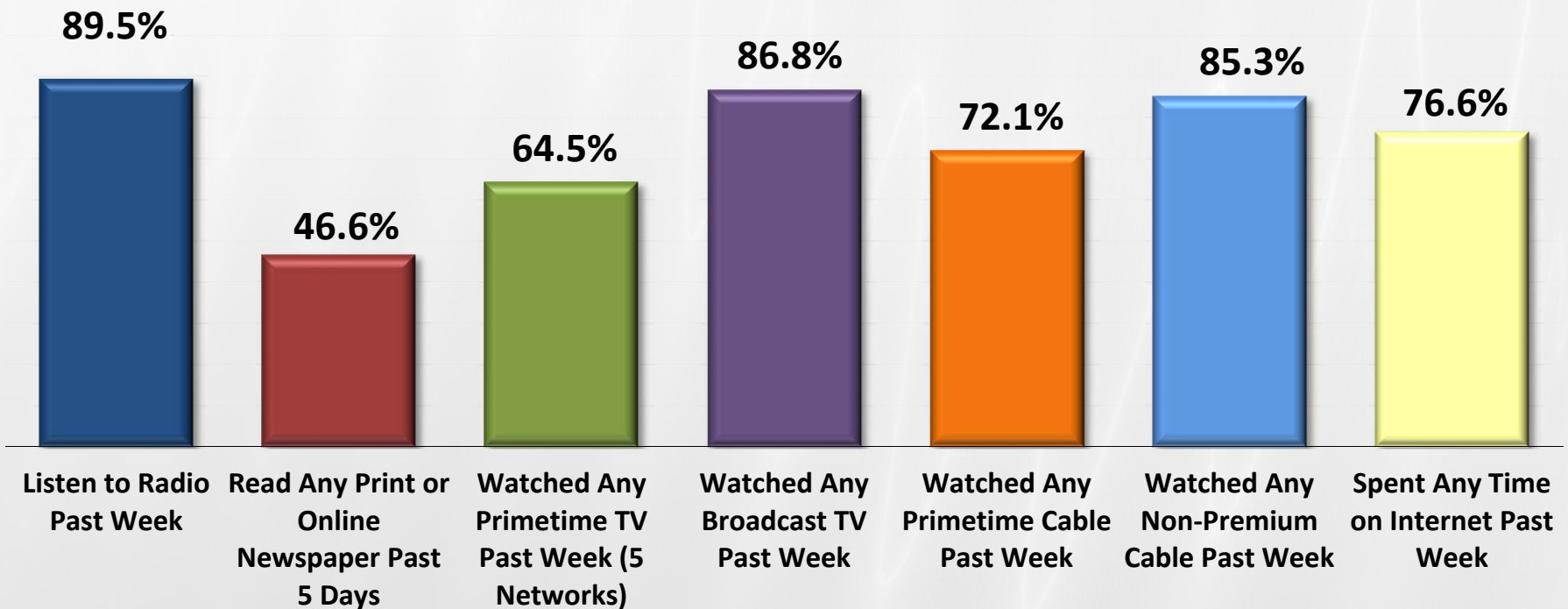
Radio reaches over 850,000 San Diego Gen X
or 93.2% of the population





RADIO REACHES MORE SAN DIEGO BOOMERS IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches nearly 650,000 San Diego Boomers or 89.5% of the population





RADIO REACHES MORE SAN DIEGO BOOMERS IN A WEEK THAN ANY OTHER MEDIUM

Radio reaches nearly 650,000 San Diego Boomers or 89.5% of the population

