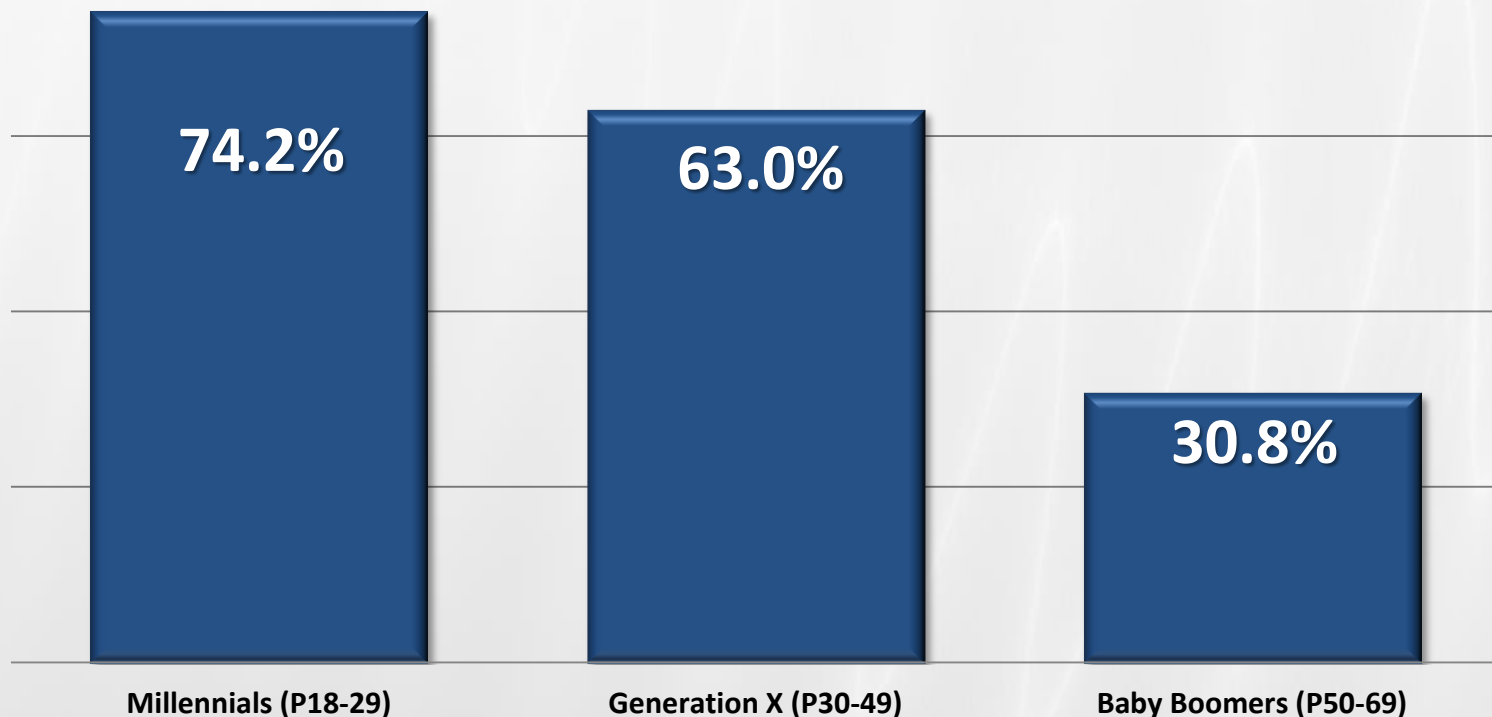




74.2% OF MILLENNIALS LISTENED TO ONLINE RADIO IN THE PAST MONTH.



Online Radio = Listening to AM/FM radio stations online or listening to audio content available only on the Internet.

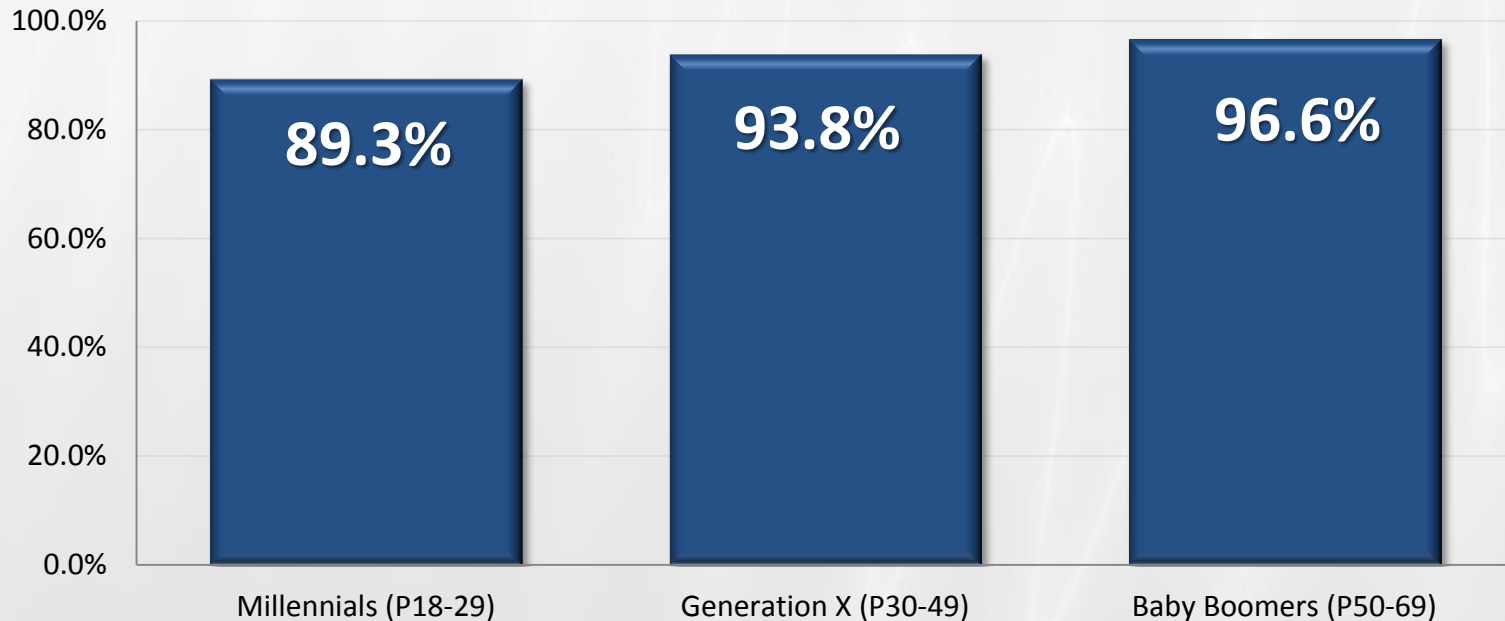
Source: Scarborough, R2 2016 (August 2015 – July 2016), San Diego Metro.



IN SAN DIEGO, DID YOU KNOW...?

89.3% of Millennials who listened to Online Radio in the past month still listen to over-the-air AM/FM Radio every week.

% of monthly Online Radio listeners who listened to over-the-air AM/FM Radio Monday-Sunday, 6a-mid



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