



# IN SAN DIEGO, DID YOU KNOW...?



**MILLENNIALS SPEND**

**7.5 HOURS**

**A WEEK LISTENING TO AM/FM RADIO**



**RADIO REACHES**

**84.6%**

**OF MILLENNIALS EVERY WEEK**



# IN SAN DIEGO, DID YOU KNOW...?



**GEN X SPENDS  
9.5 HOURS**

**A WEEK LISTENING TO AM/FM RADIO,  
THE MOST OF ANY AGE GROUP**

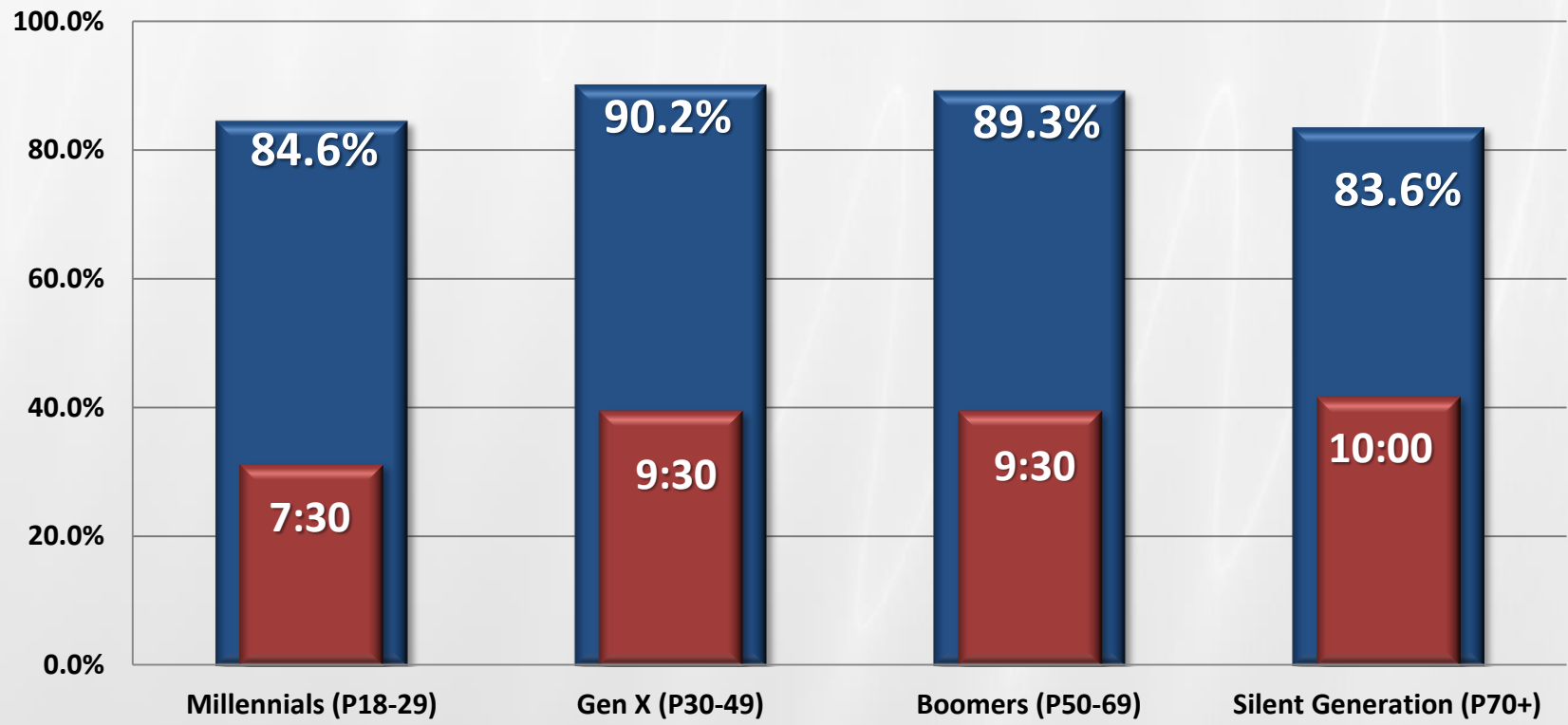


**RADIO REACHES  
90.2%  
OF GEN X EVERY WEEK**



# IN SAN DIEGO, DID YOU KNOW...?

Radio reaches **90.2%** of Gen X every week



Source: Nielsen Audio, Fall 2016, San Diego Metro, Monday-Sunday, 6a-mid, Weekly Cume Rating and AWTE.