



IN THE SOUTHLAND, DID YOU KNOW...?



HISPANIC MILLENNIALS SPEND
10.75 HOURS
A WEEK LISTENING TO AM/FM RADIO



RADIO REACHES
94.1%
OF HISPANIC MILLENNIALS
EVERY WEEK



IN THE SOUTHLAND, DID YOU KNOW...?



**HISPANIC GEN X SPENDS
14.75 HOURS**

A WEEK LISTENING TO AM/FM RADIO



**RADIO REACHES
96.9%
OF HISPANIC GEN X
EVERY WEEK**



IN THE SOUTHLAND, DID YOU KNOW...?

Radio reaches **96.9%** of Hispanic Gen X every week

