



IN THE INLAND EMPIRE, DID YOU KNOW...?



**MILLENNIALS SPEND
8.5 HOURS**

A WEEK LISTENING TO AM/FM RADIO



**RADIO REACHES
87.0%**

OF MILLENNIALS EVERY WEEK



IN THE INLAND EMPIRE, DID YOU KNOW...?



**GEN X SPENDS
12.25 HOURS**

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



**RADIO REACHES
94.1%
OF GEN X EVERY WEEK**



IN THE INLAND EMPIRE, DID YOU KNOW...?

Radio reaches **94.1%** of Gen X every week

