



# IN THE SOUTHLAND, DID YOU KNOW...?



**MILLENNIALS SPEND**

**8.25 HOURS**

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



**RADIO REACHES**

**92.9%**

**OF MILLENNIALS EVERY WEEK**



# IN SOUTHERN CALIFORNIA, DID YOU KNOW...?



GEN X SPENDS  
**11.25 HOURS**

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



RADIO REACHES  
**93.8%**  
OF GEN X EVERY WEEK



# IN THE SOUTHLAND, DID YOU KNOW...?

Radio reaches **93.8%** of Gen X every week

