



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



**MILLENNIALS SPEND**

**7.0 HOURS**

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



**RADIO REACHES**

**90.2%**

**OF MILLENNIALS EVERY WEEK**



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



**GEN X SPENDS  
9.0 HOURS**

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



**RADIO REACHES  
91.3%  
OF GEN X EVERY WEEK**



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

Radio reaches **91.3%** of Gen X every week

