



IN THE SOUTHLAND, DID YOU KNOW...?



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



RADIO REACHES
95.9%
OF HISPANIC MILLENNIALS
EVERY WEEK



IN THE SOUTHLAND, DID YOU KNOW...?



HISPANIC GEN X SPENDS

14.25 HOURS

A WEEK LISTENING TO AM/FM RADIO



RADIO REACHES

97.6%

**OF HISPANIC GEN X
EVERY WEEK**



IN THE SOUTHLAND, DID YOU KNOW...?

Radio reaches **97.6%** of Hispanic Gen X every week

