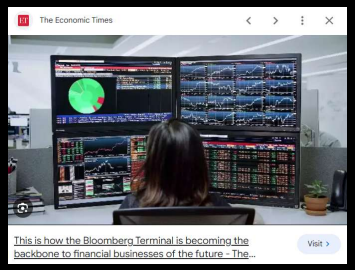
WEST PALM BEACH DMA –P18+ 5 Profiles of IHEART RADIO Listeners!

Brand New Data as of June 30, 2025!

Complete Demographic & Media Use Profiles









iHeart RADIO

GATER 98.7fm

WILD95.5 THE PALM BEACHES #1 HIT MUSIC STATION

TODAY'S KOOL 105.5

103.7 WQOL

P18+

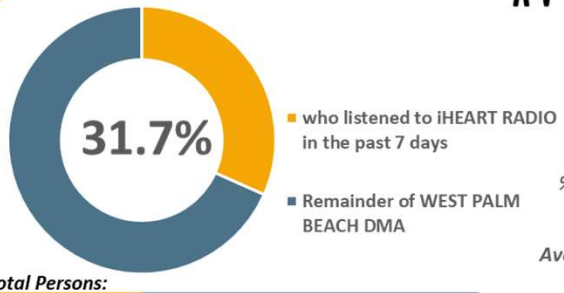
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)
(Radio Stations: WKGR-FM) (Radio Stations: WLDI-FM) (Radio Stations: WOLL-FM) (Radio Stations: WQOL-FM)

HUBBARD BROADCASTING INC. HB INC.

31.7% or 605,819 of WEST PALM BEACH DMA Adults 18 or older listened to iHEART RADIO in the past 7 days. Typical Adults 18 or older who listened to iHEART RADIO in the past 7 days are 52.4 years old (1.3% younger than average) and have a $100,342 (1.4% lower than average) annual household income.

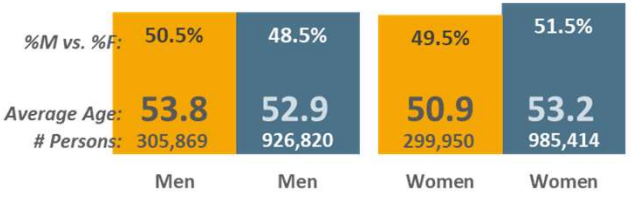
Percent of Market: Adults 18 or older



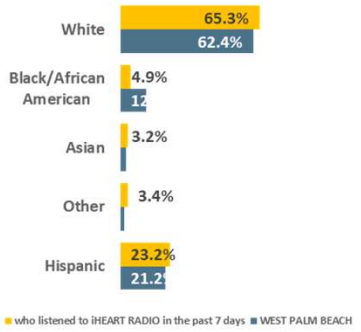
Total Persons:

who listened to iHEART RADIO in the past 7 days	Remainder of WEST PALM BEACH DMA
605,819	1,306,415

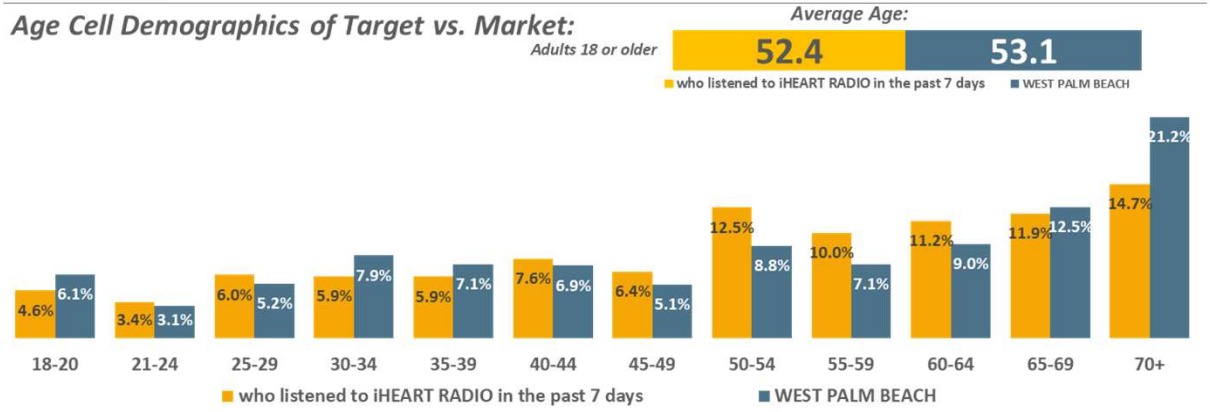
Gender of Target vs. Market: Adults 18 or older



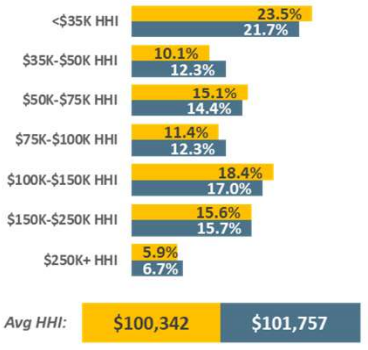
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$100,342	$101,757

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

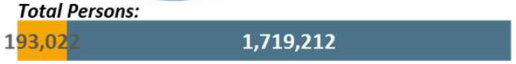
10.1% or 193,022 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WKGR-FM in the past 7... Typical Adults 18 or older who listened to WKGR-FM in the past 7 days are 53.9 years old (1.5% older than average) and have a $109,533 (7.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

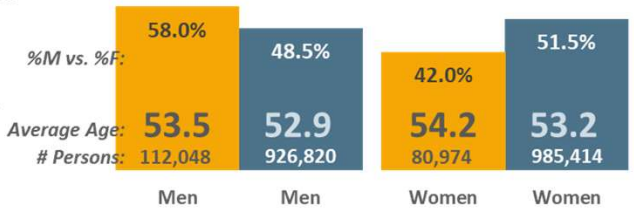


- who listened to WKGR-FM in the past 7 days
- Remainder of WEST PALM BEACH-BOCA RATON DMA

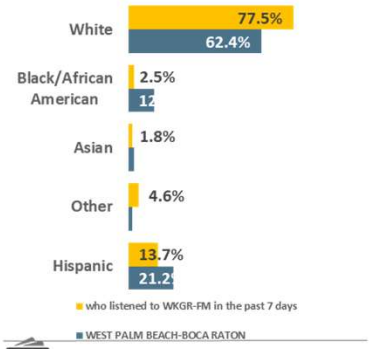
Total Persons:



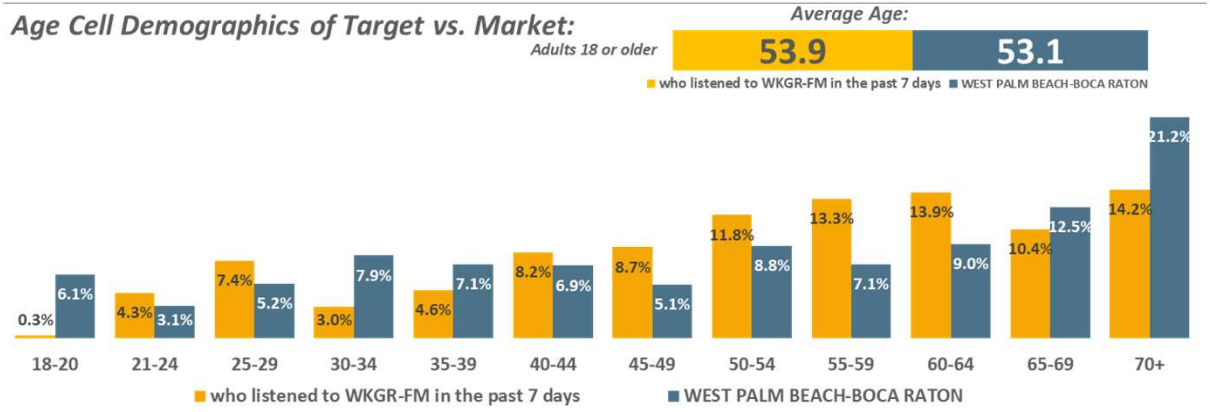
Gender of Target vs. Market: Adults 18 or older



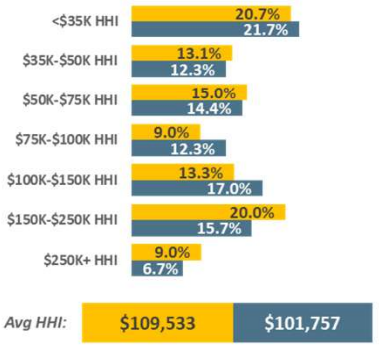
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



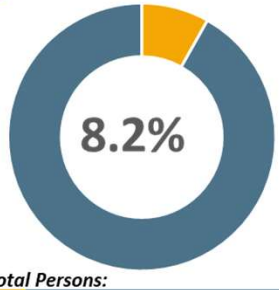
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM)

8.2% or 156,145 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WLDI-FM in the past 7...
Typical Adults 18 or older who listened to WLDI-FM in the past 7 days are 49.2 years old (7.4% younger than average) and have a $90,210 (11.3% lower than average) annual household income.

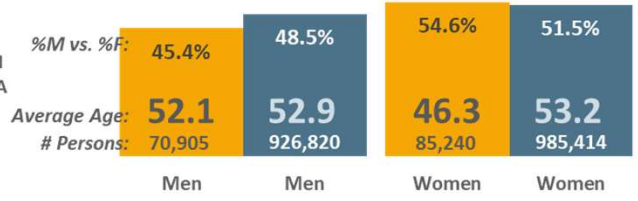
Percent of Market: Adults 18 or older



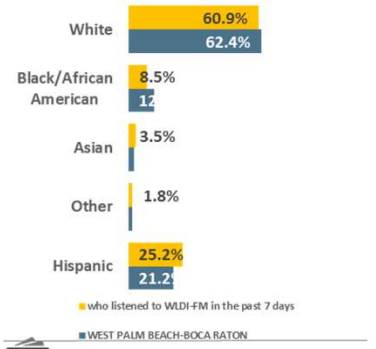
Total Persons:



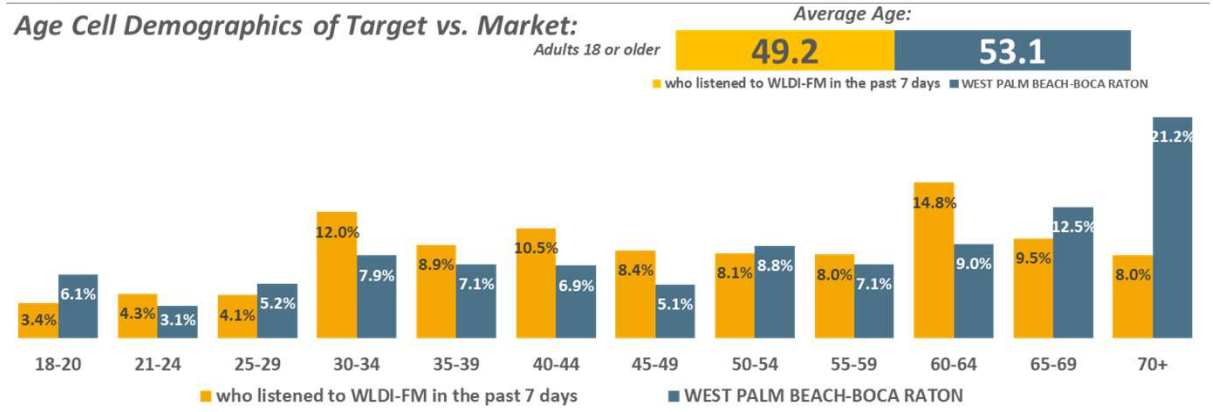
Gender of Target vs. Market: Adults 18 or older



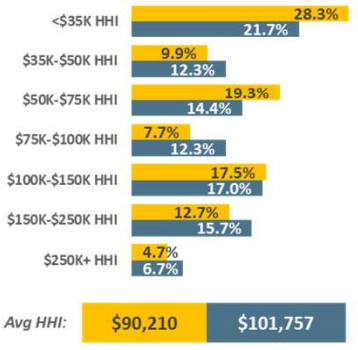
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



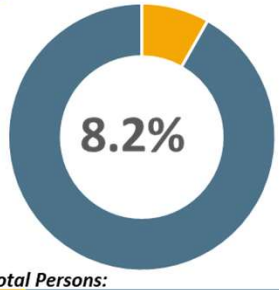
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WLDI-FM)

8.2% or 157,059 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WOLL-FM in the past 7...
Typical Adults 18 or older who listened to WOLL-FM in the past 7 days are 51.8 years old (2.3% younger than average) and have a $90,586 (11.% lower than average) annual household income.

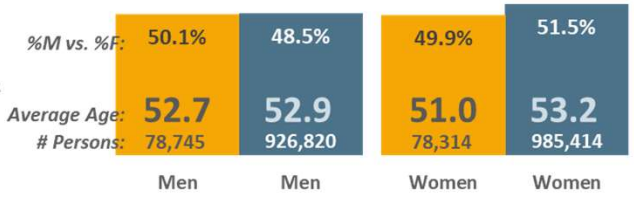
Percent of Market: Adults 18 or older



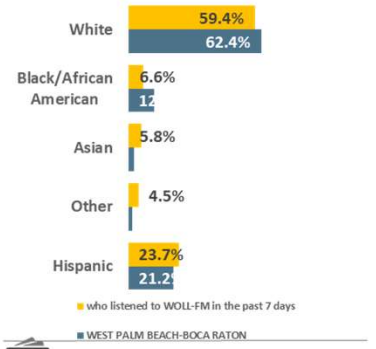
Total Persons:



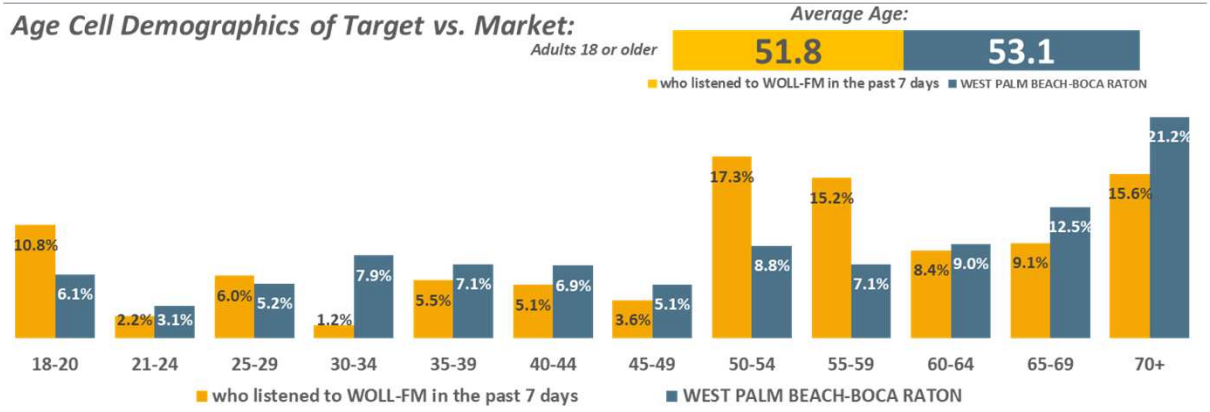
Gender of Target vs. Market: Adults 18 or older



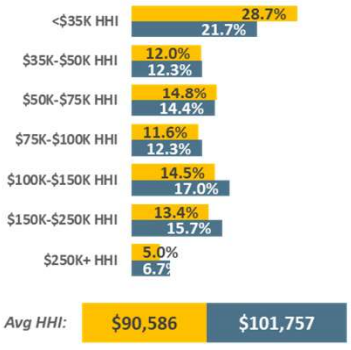
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



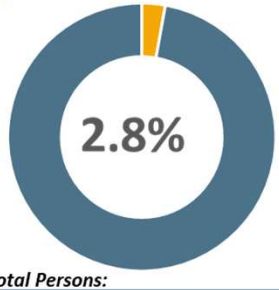
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

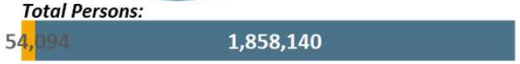
(Radio Stations: WOLL-FM)

2.8% or 54,094 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WQOL-FM in the past 7...
Typical Adults 18 or older who listened to WQOL-FM in the past 7 days are 60.7 years old (14.4% older than average) and have a $101,934 (.2% higher than average) annual household income.

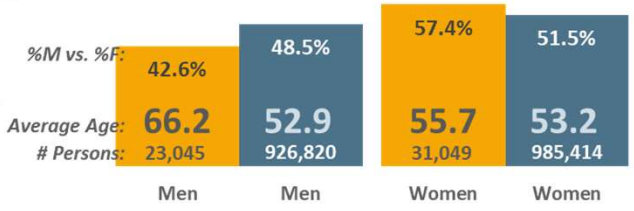
Percent of Market: Adults 18 or older



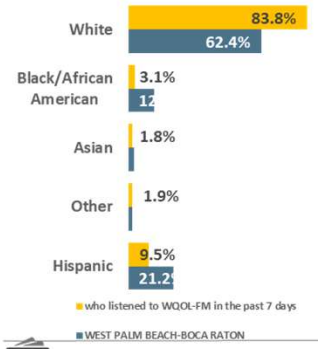
Total Persons:



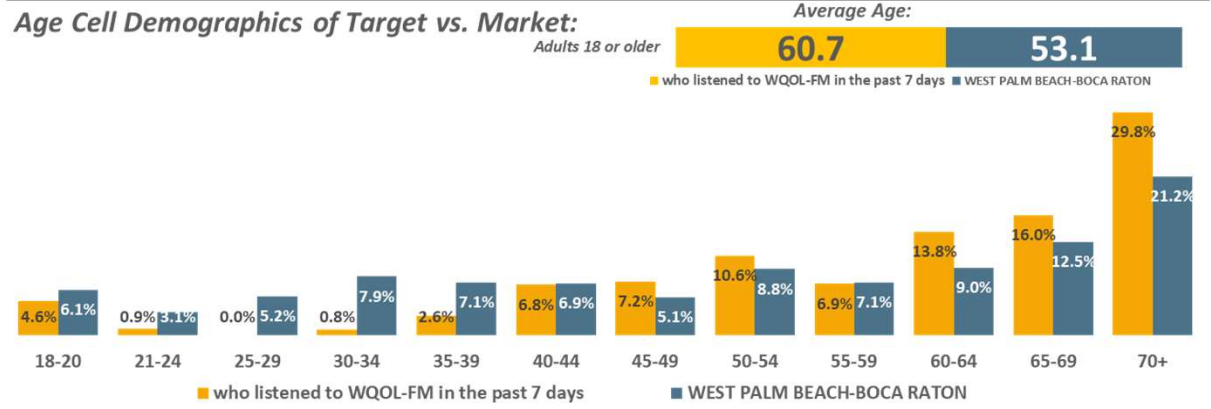
Gender of Target vs. Market: Adults 18 or older



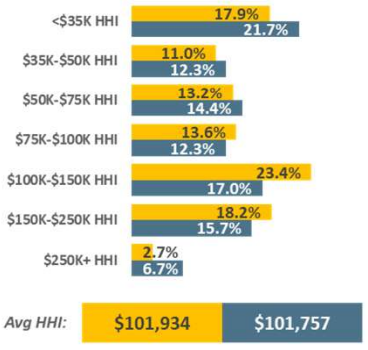
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

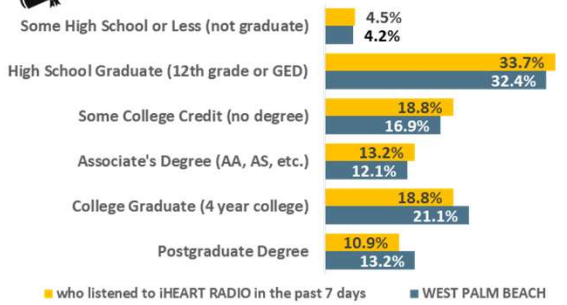


All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

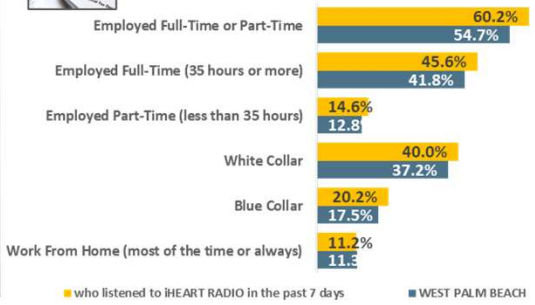
(Radio Stations: WQOL-FM)

31.7% or 605,819 of WEST PALM BEACH DMA Adults 18 or older listened to iHEART RADIO in the past 7 days. Adults 18 or older who listened to iHEART RADIO in the past 7 days are 13.2% less likely to be a college graduate, 9.% more likely to work full-time, 6.% more likely to be married, 13.8% more likely to be a parent of 1 or more children under 18.

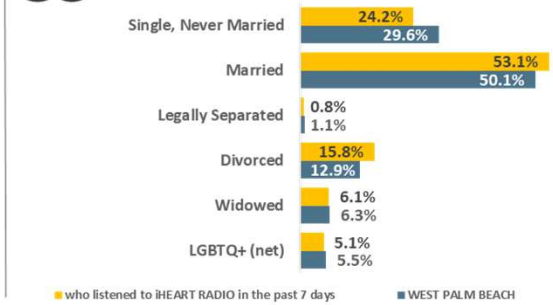
Education Levels: Adults 18 or older



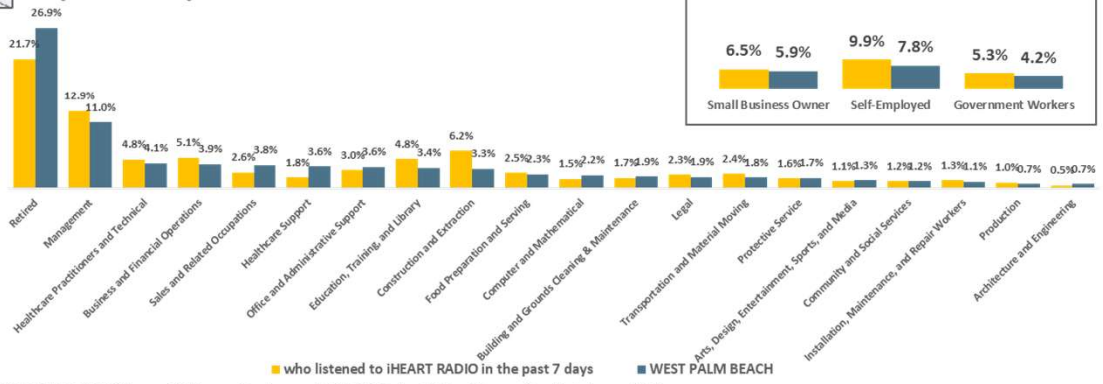
Employment: Adults 18 or older



Marital Status: Adults 18 or older

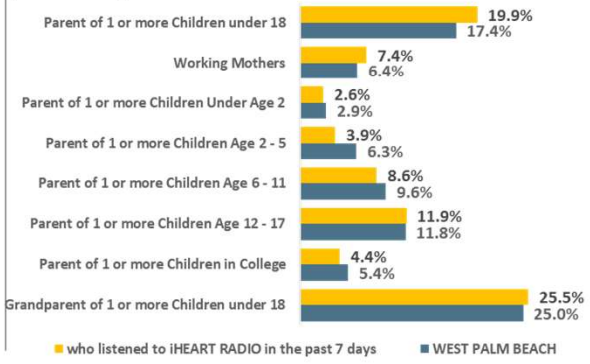


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

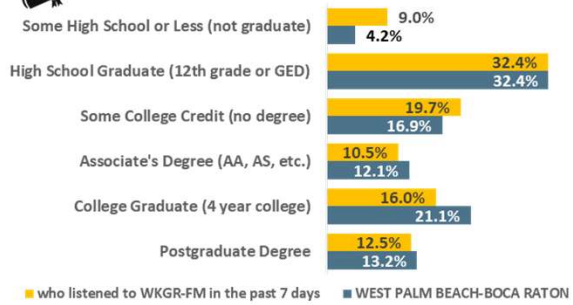
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

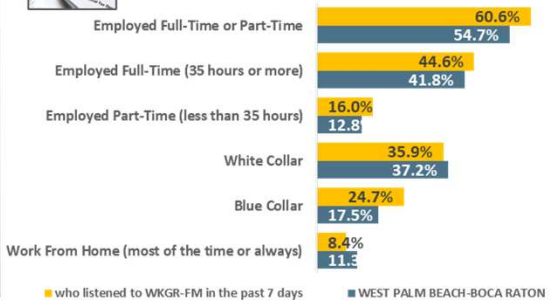
GATER 98.7fm

10.1% or 193,022 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WKGR-FM in the past... Adults 18 or older who listened to WKGR-FM in the past 7 days are 17.% less likely to be a college graduate, 6.6% more likely to work full-time, 18.6% more likely to be married, 13.8% more likely to be a parent of 1 or more children under 18.

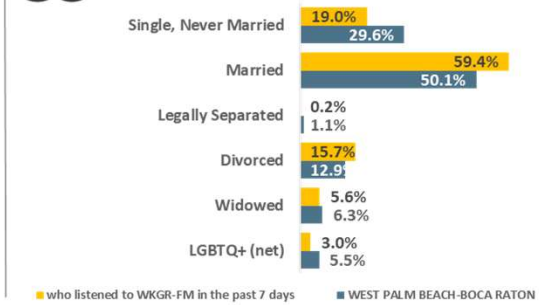
Education Levels: Adults 18 or older



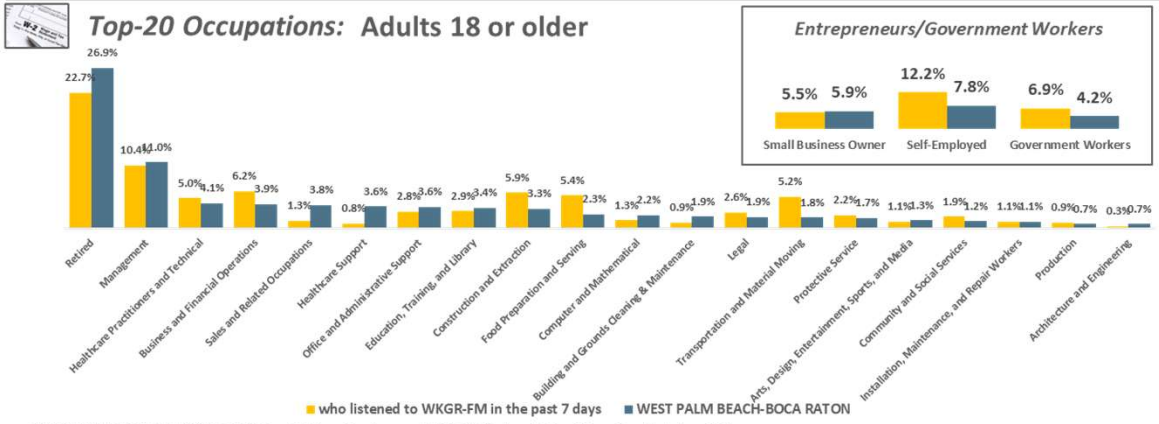
Employment: Adults 18 or older



Marital Status: Adults 18 or older

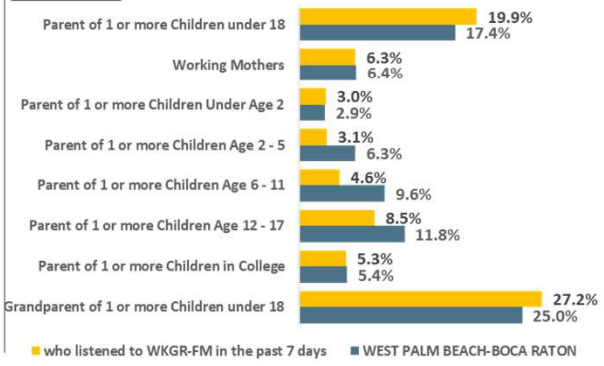


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



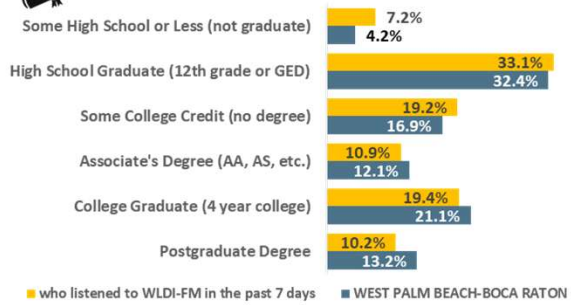
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

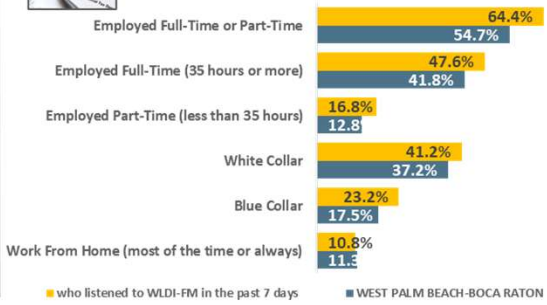
(Radio Stations: WKGR-FM)

8.2% or 156,145 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WLDI-FM in the past 7... Adults 18 or older who listened to WLDI-FM in the past 7 days are 13.9% less likely to be a college graduate, 13.8% more likely to work full-time, 4.3% less likely to be married, 26.8% more likely to be a parent of 1 or more children under 18.

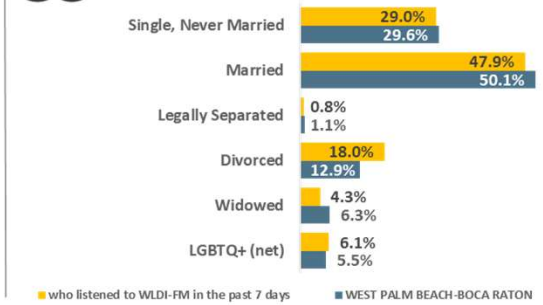
Education Levels: Adults 18 or older



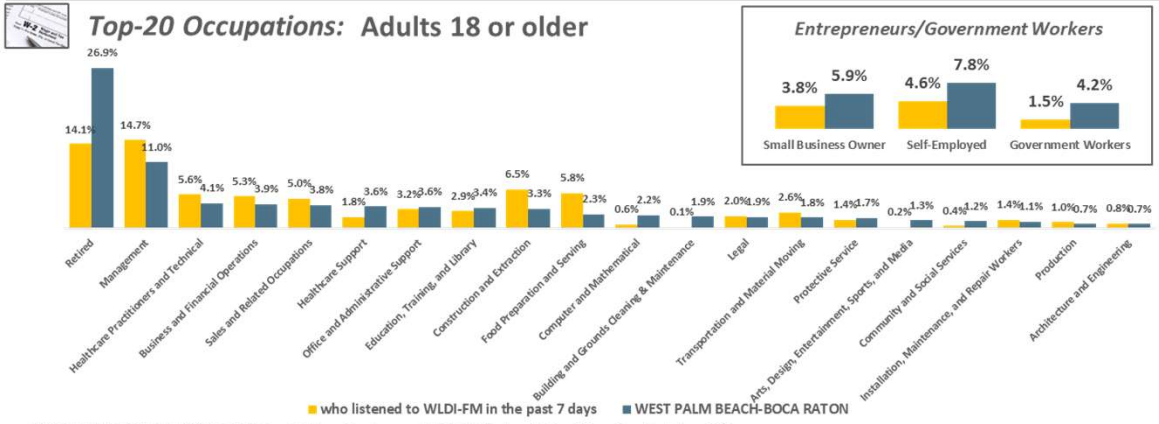
Employment: Adults 18 or older



Marital Status: Adults 18 or older

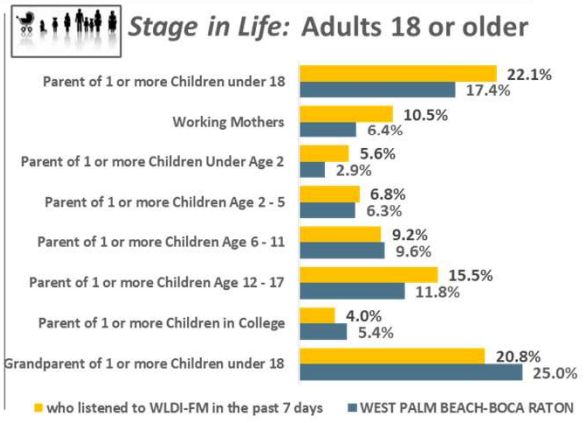


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

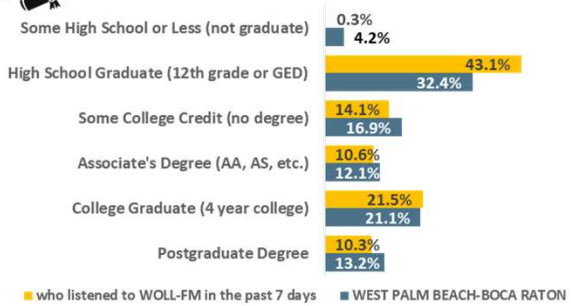
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WLDI-FM)

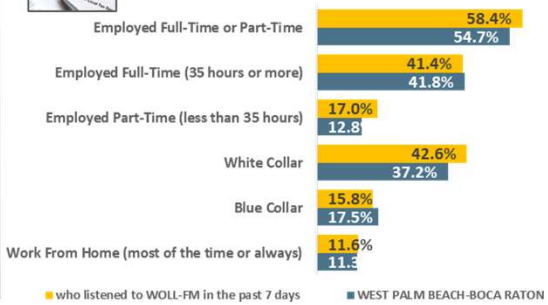
TODAY'S KOOL 105.5

8.2% or 157,059 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WOLL-FM in the past 7... Adults 18 or older who listened to WOLL-FM in the past 7 days are 7.1% less likely to be a college graduate, 1.1% less likely to work full-time, .7% less likely to be married, 2.2% more likely to be a parent of 1 or more children under 18.

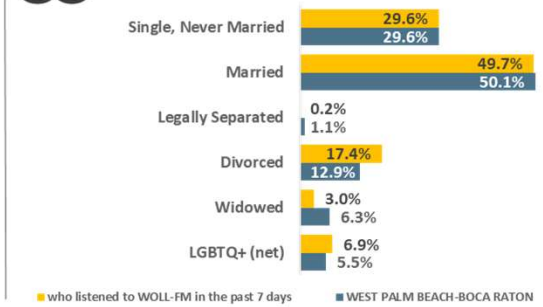
Education Levels: Adults 18 or older



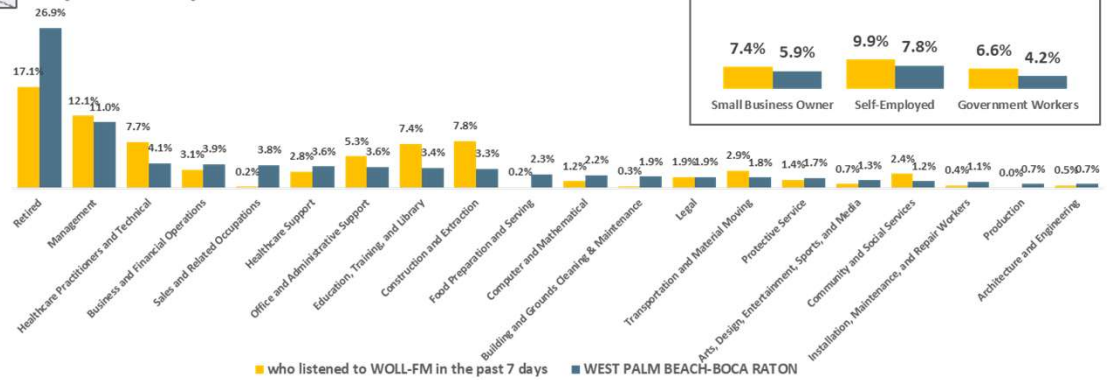
Employment: Adults 18 or older



Marital Status: Adults 18 or older

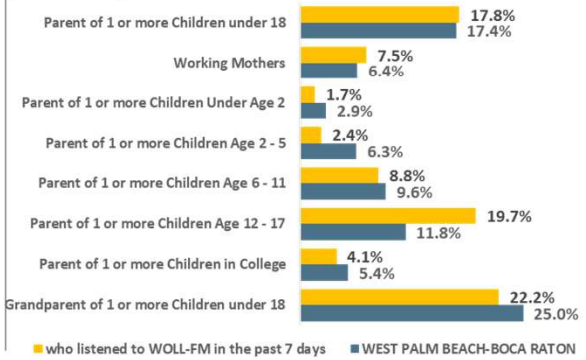


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



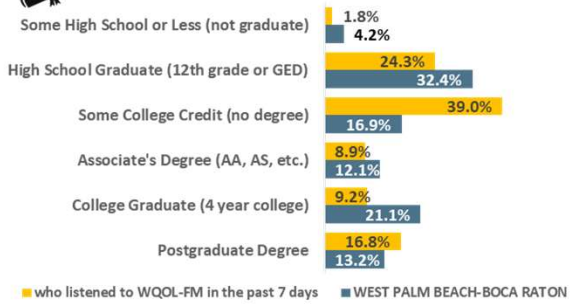
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

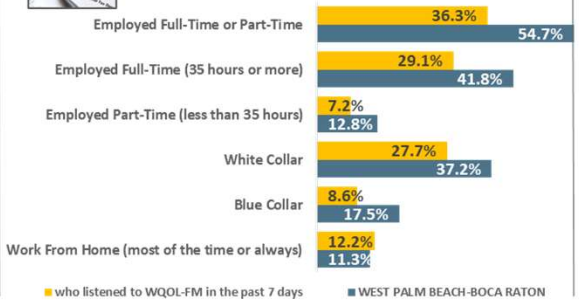
(Radio Stations: WOLL-FM)

2.8% or 54,094 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WQOL-FM in the past 7...
Adults 18 or older who listened to WQOL-FM in the past 7 days are 24.1% less likely to be a college graduate, 30.5% less likely to work full-time, 19.2% more likely to be married, 62.3% less likely to be a parent of 1 or more children under 18.

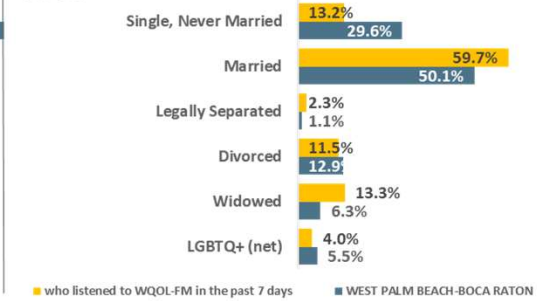
Education Levels: Adults 18 or older



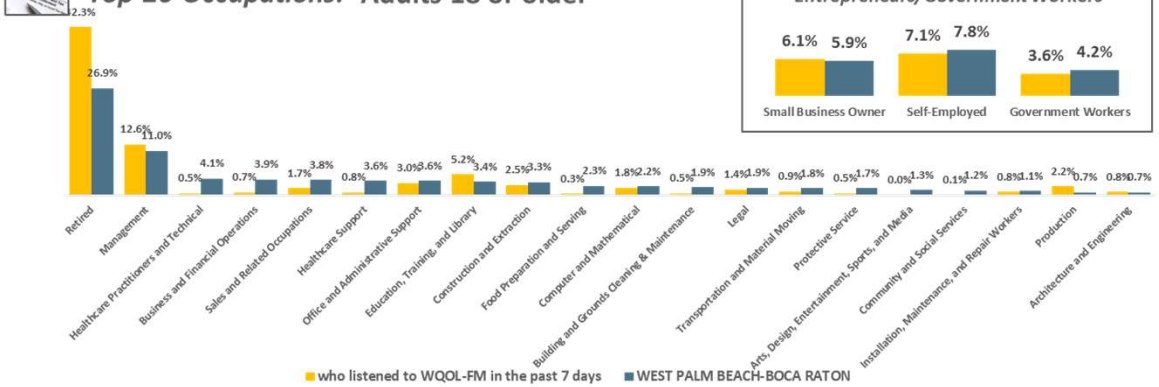
Employment: Adults 18 or older



Marital Status: Adults 18 or older

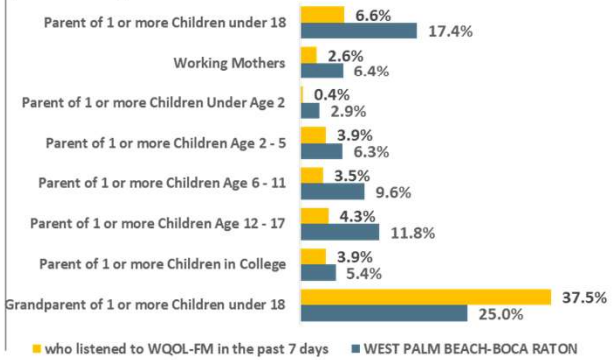


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

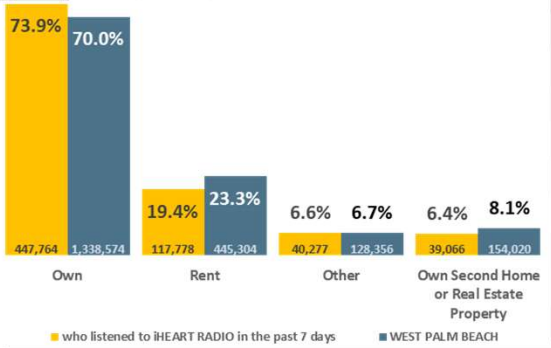


All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

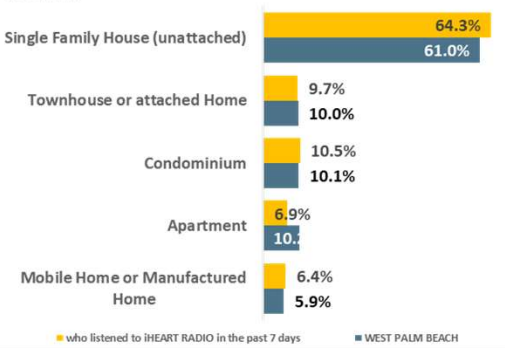
(Radio Stations: WQOL-FM)

31.7% or 605,819 of WEST PALM BEACH DMA Adults 18 or older listened to iHEART RADIO in the past 7 days. Adults 18 or older who listened to iHEART RADIO in the past 7 days are 5.6% more likely to own their home, 1.7% more likely to own a lower valued home, 5.3% more likely to have a single-family home, 10.9% more likely to have a dog.

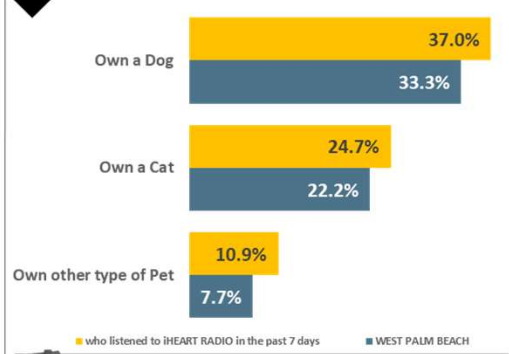
Own/Rent/Other: Adults 18 or older



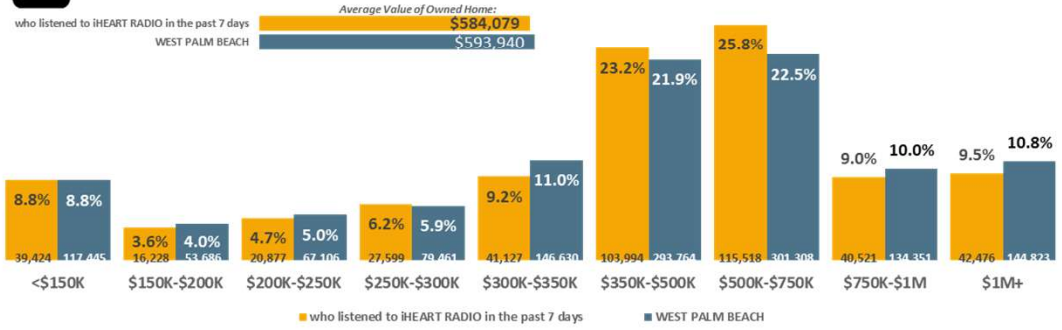
Type of Home: Adults 18 or older



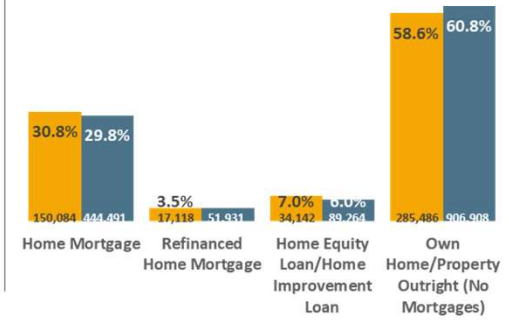
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

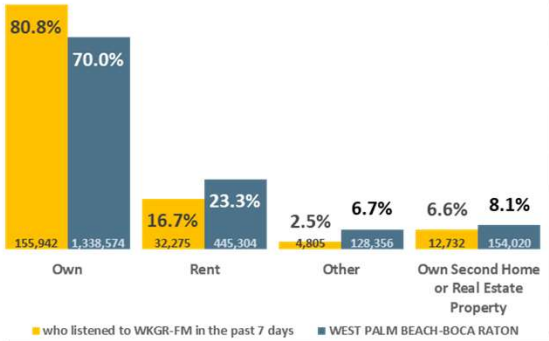
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

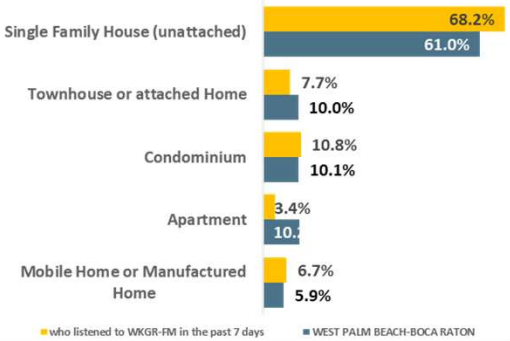
GATER 98.7fm

10.1% or 193,022 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WKGR-FM in the past 7... Adults 18 or older who listened to WKGR-FM in the past 7 days are 15.4% more likely to own their home, 1.3% more likely to own a lower valued home, 11.7% more likely to have a single-family home, 18.3% more likely to have a dog.

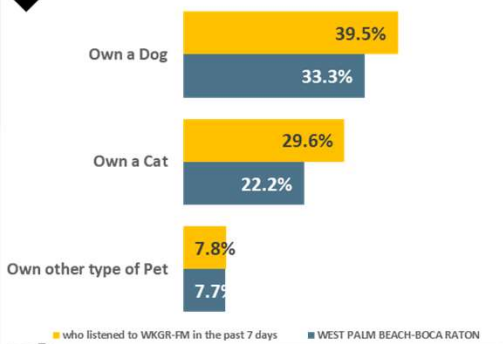
Own/Rent/Other: Adults 18 or older



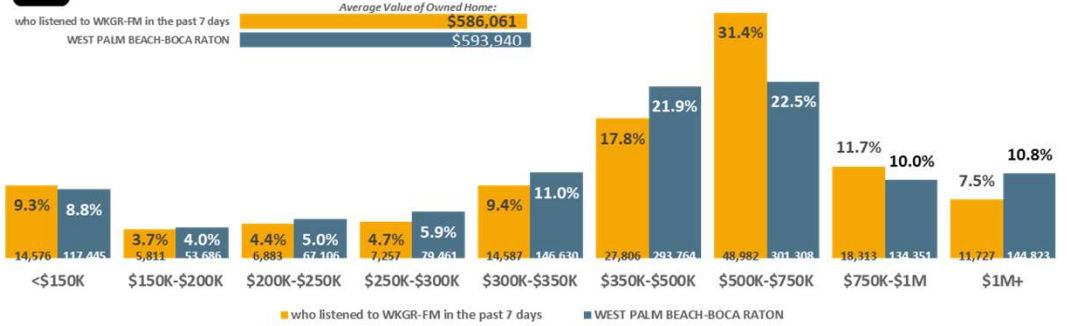
Type of Home: Adults 18 or older



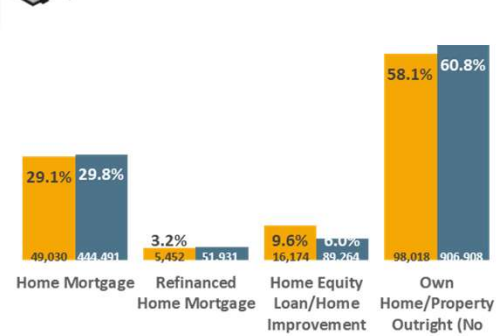
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

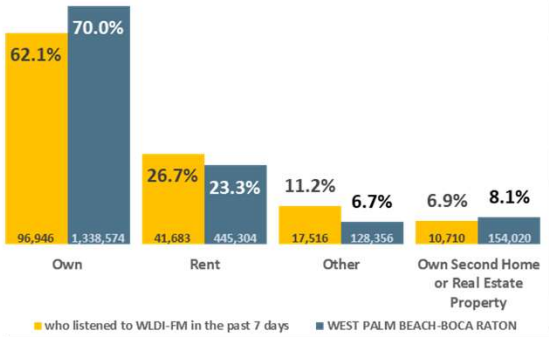
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM)

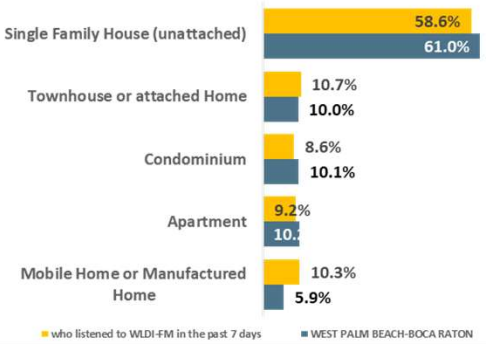
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

8.2% or 156,145 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WLDI-FM in the past 7... Adults 18 or older who listened to WLDI-FM in the past 7 days are 11.3% less likely to own their home, 11.3% more likely to own a lower valued home, 4.1% less likely to have a single-family home, 30.5% more likely to have a dog.

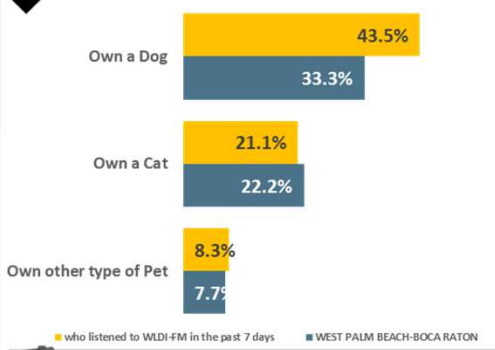
Own/Rent/Other: Adults 18 or older



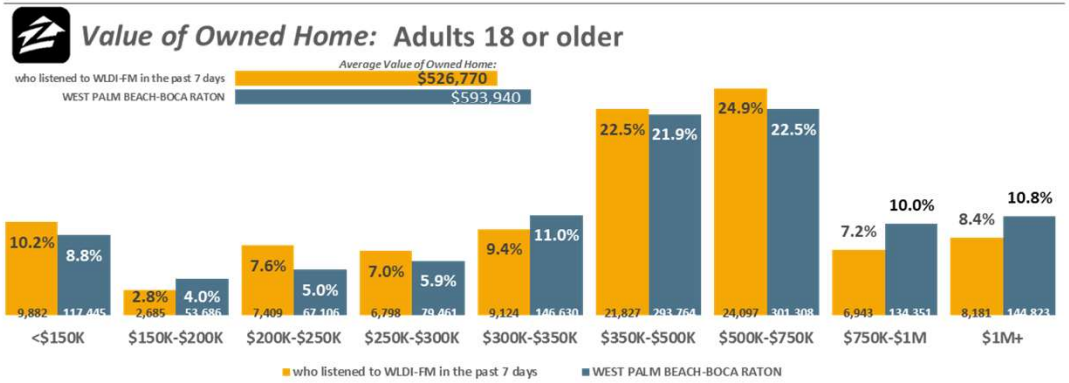
Type of Home: Adults 18 or older



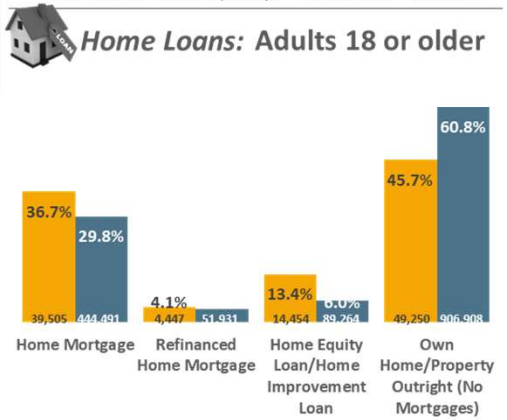
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



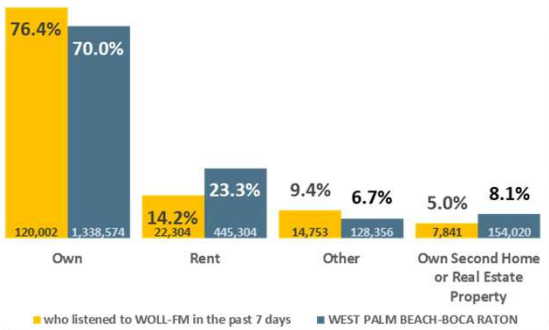
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

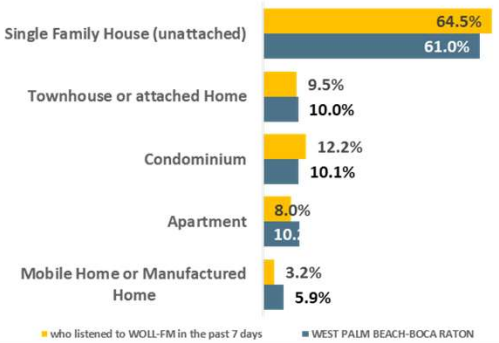
(Radio Stations: WLDI-FM)

8.2% or 157,059 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WOLL-FM in the past 7... Adults 18 or older who listened to WOLL-FM in the past 7 days are 9.2% more likely to own their home, 8.1% more likely to own a higher valued home, 5.7% more likely to have a single-family home, 14.7% more likely to have a dog.

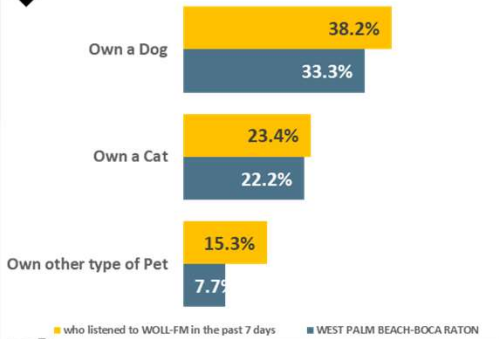
Own/Rent/Other: Adults 18 or older



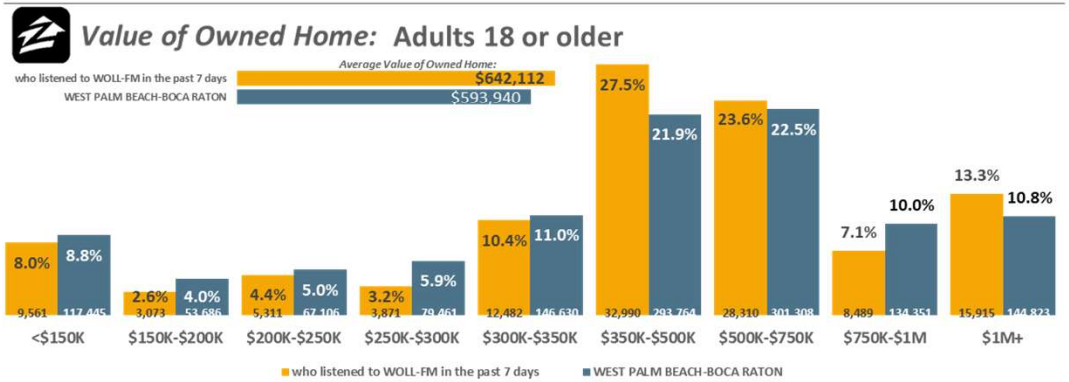
Type of Home: Adults 18 or older



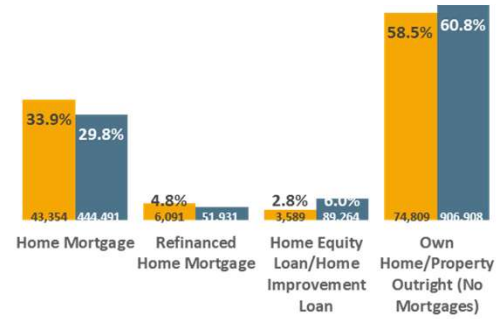
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



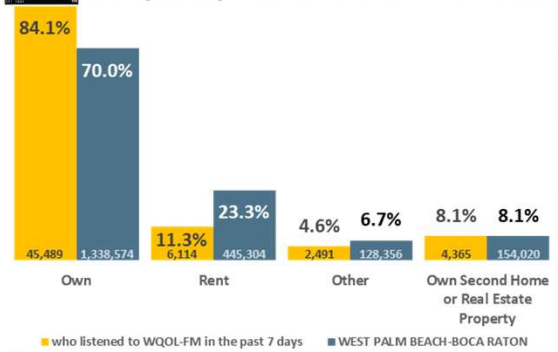
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

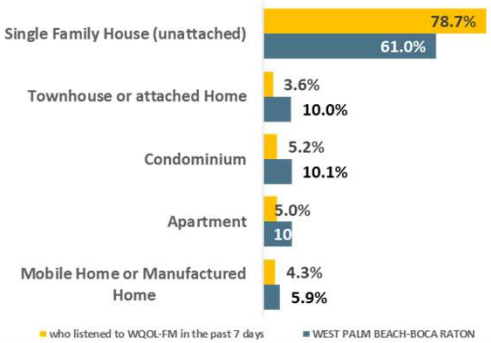
(Radio Stations: WOLL-FM)

2.8% or 54,094 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Adults 18 or older who listened to WQOL-FM in the past 7 days are 20.1% more likely to own their home, 11.5% more likely to own a lower valued home, 28.9% more likely to have a single-family home, 31.% more likely to have a dog.

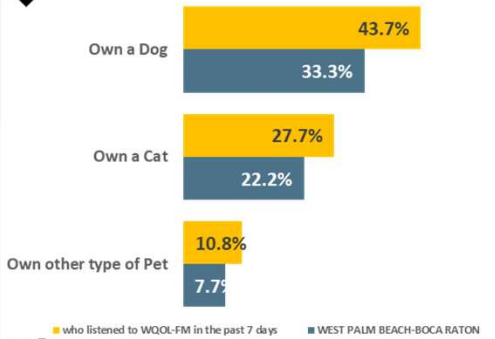
Own/Rent/Other: Adults 18 or older



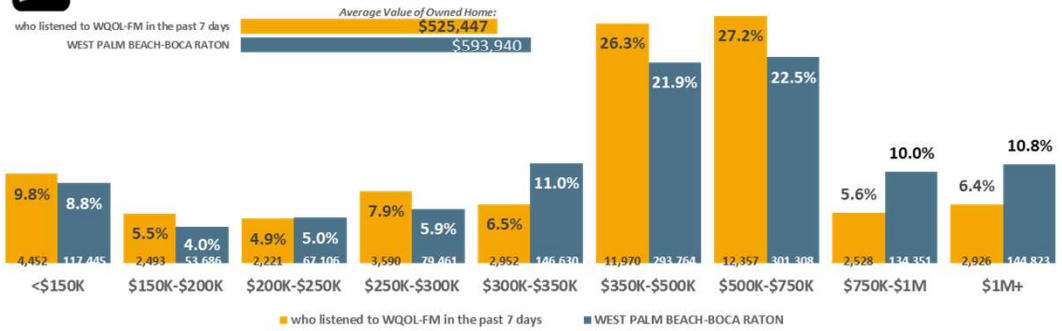
Type of Home: Adults 18 or older



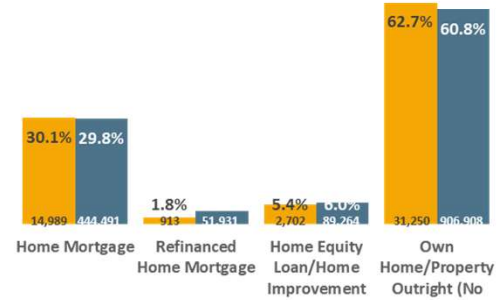
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



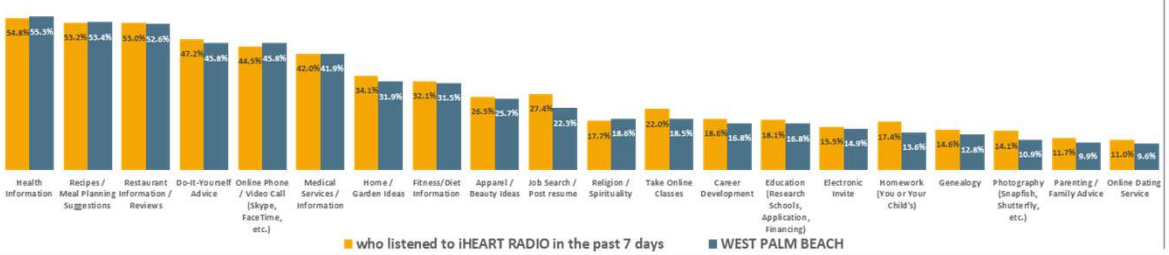
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

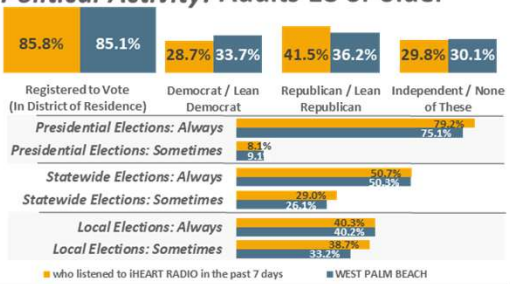
(Radio Stations: WQOL-FM)

31.7% or 605,819 of WEST PALM BEACH DMA Adults 18 or older listened to iHEART RADIO in the past 7 days. Adults 18 or older who listened to iHEART RADIO in the past 7 days are 3.1% more likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 8.9% more likely to belong to a gym, 3.8% less likely to fly domestic past yr.

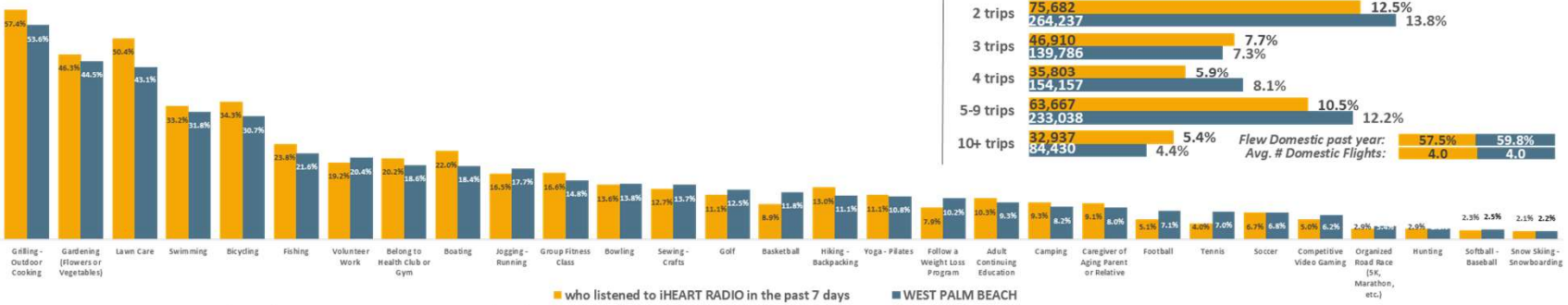
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

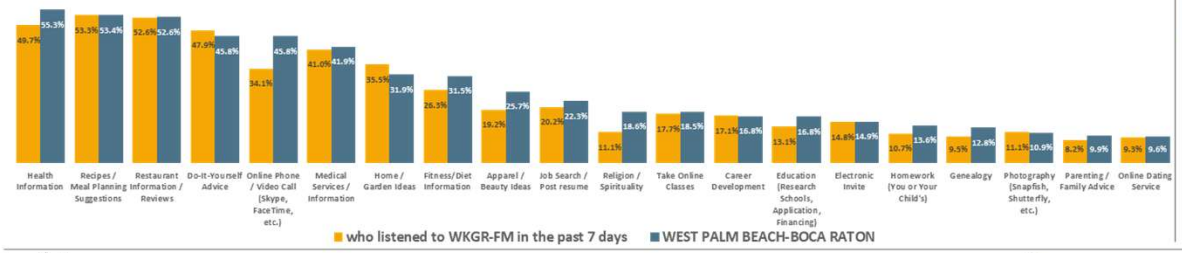
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

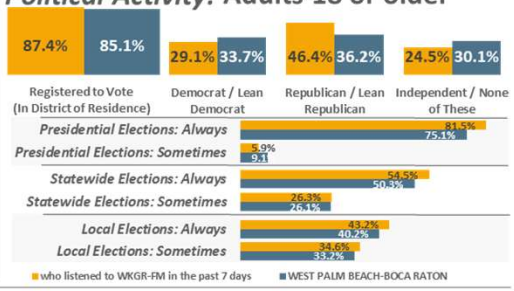
GATER 98.7fm

10.1% or 193,022 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WKGR-FM in the...
Adults 18 or older who listened to WKGR-FM in the past 7 days are 4.7% more likely to look up D-I-Y advice online, 7.5% more likely to always vote in local elections, 3.6% more likely to belong to a gym, 4.1% less likely to fly domestic past yr.

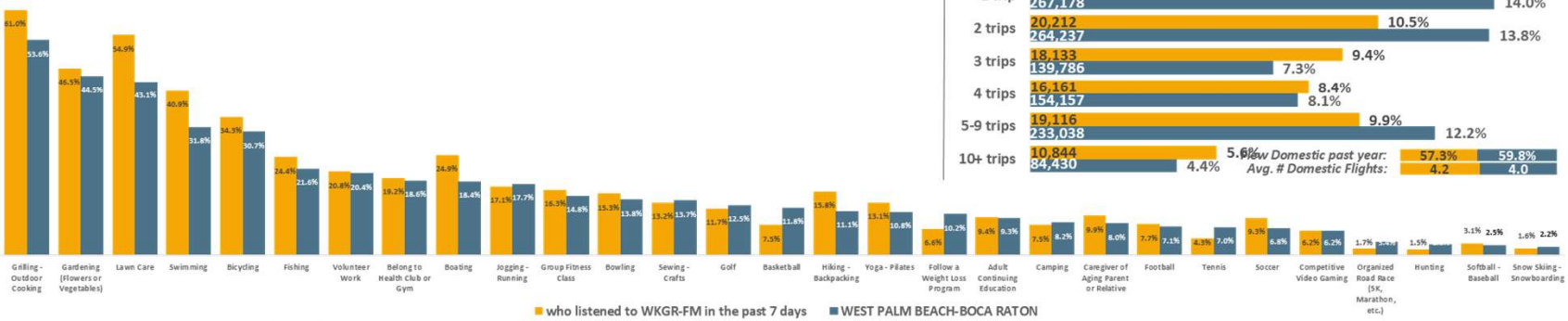
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

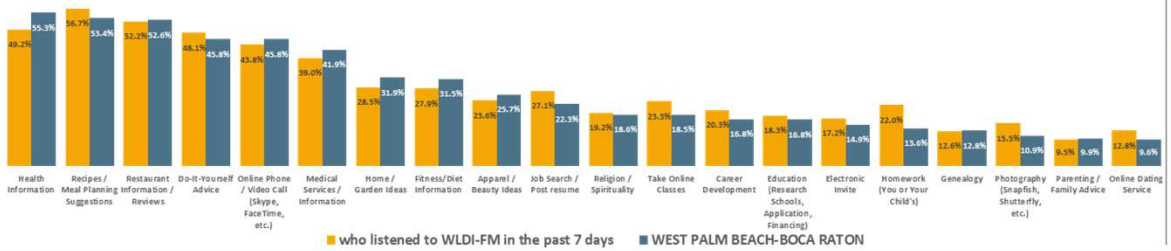
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

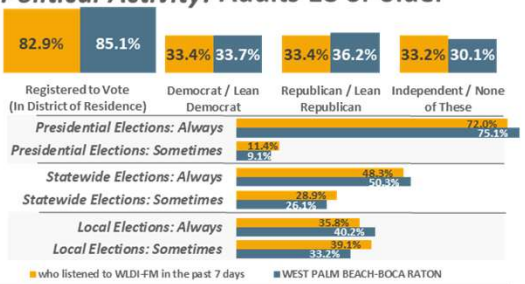
(Radio Stations: WKGR-FM)

8.2% or 156,145 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WLDI-FM in the past… Adults 18 or older who listened to WLDI-FM in the past 7 days are 5.1% more likely to look up D-I-Y advice online, 11.% less likely to always vote in local elections, 3.4% less likely to belong to a gym, 14.3% less likely to fly domestic past yr.

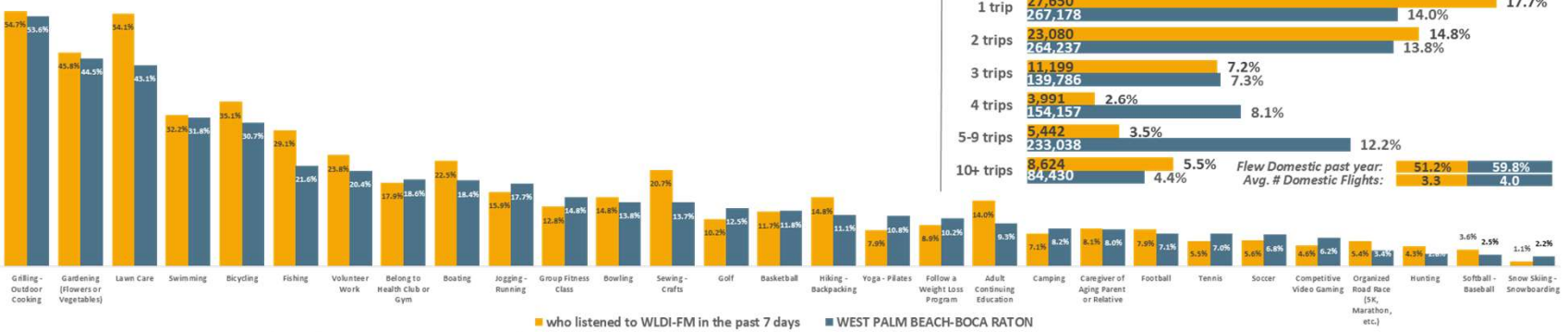
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

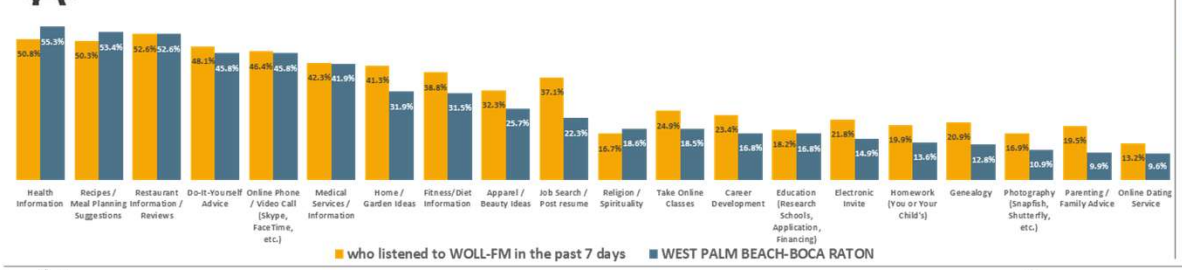
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

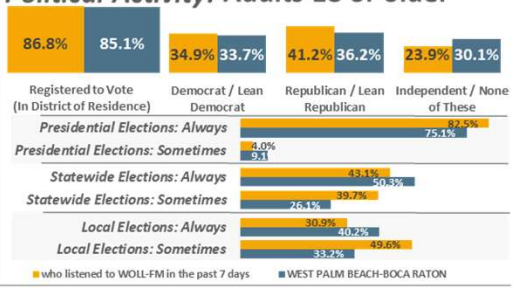
(Radio Stations: WLDI-FM)

8.2% or 157,059 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WOLL-FM in the past... Adults 18 or older who listened to WOLL-FM in the past 7 days are 5.1% more likely to look up D-I-Y advice online, 23.3% less likely to always vote in local elections, 33.7% more likely to belong to a gym, 6.2% less likely to fly domestic past yr.

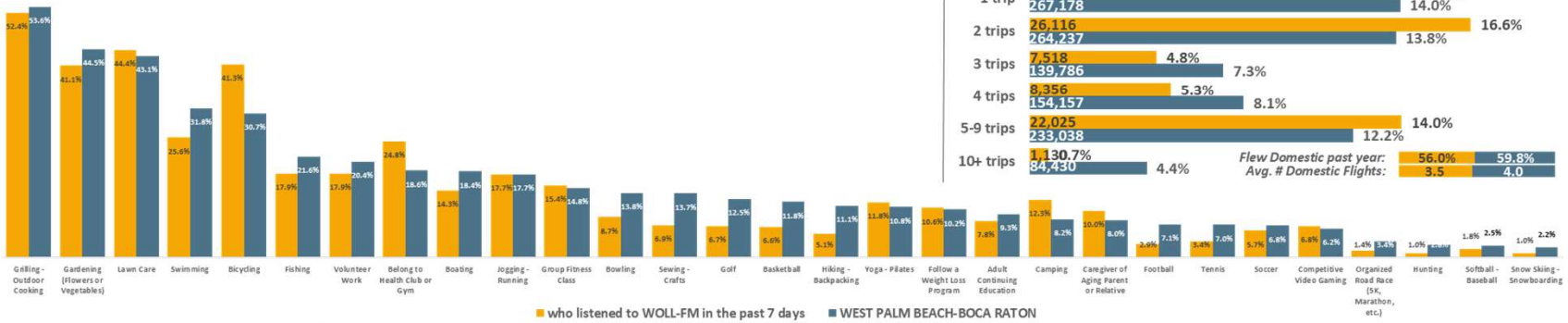
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

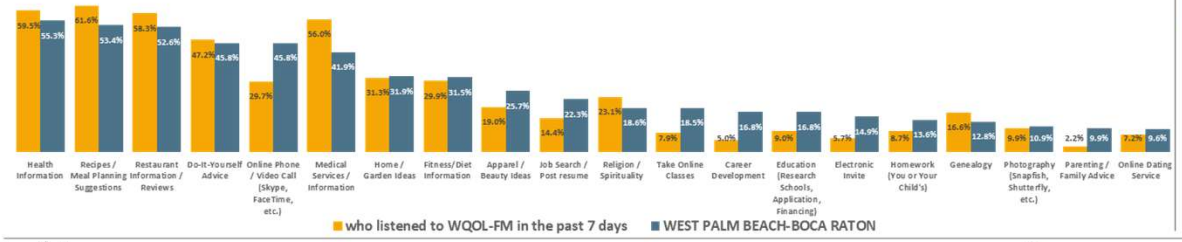
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

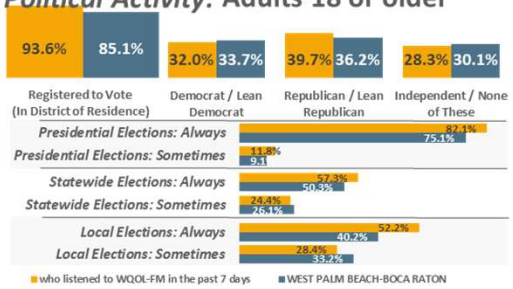
(Radio Stations: WOLL-FM)

2.8% or 54,094 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WQOL-FM in the past… Adults 18 or older who listened to WQOL-FM in the past 7 days are 3.% more likely to look up D-I-Y advice online, 29.9% more likely to always vote in local elections, 42.5% less likely to belong to a gym, 15.5% less likely to fly domestic past yr.

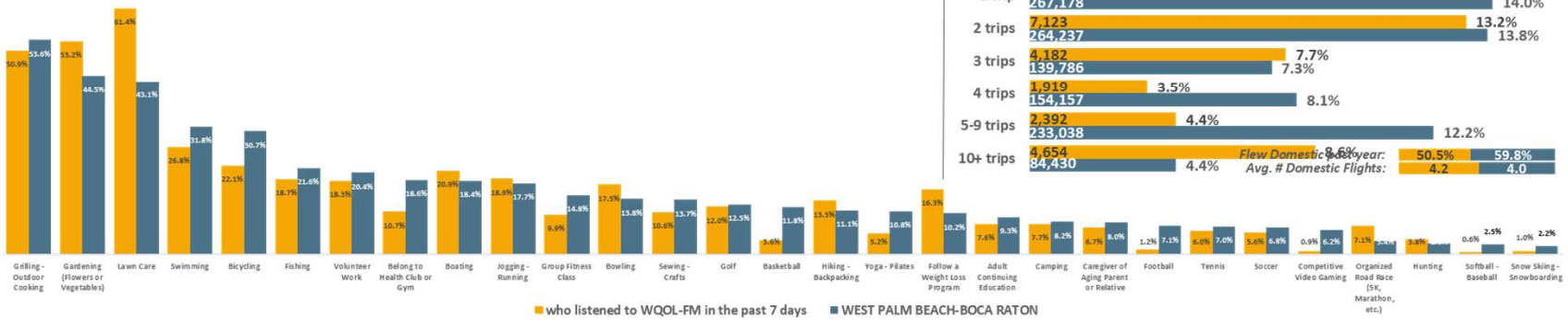
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

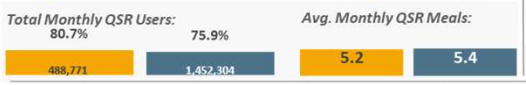
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WQOL-FM)

31.7% or 605,819 of WEST PALM BEACH DMA Adults 18 or older listened to iHEART RADIO in the past 7 days. Adults 18 or older who listened to iHEART RADIO in the past 7 days are 6.2% more likely to use QSRs past mo., 5.5% more likely to use Sit-Down Restaurants past mo., .4% more likely to use Casinos past yr., 1.9% more likely to smoke cigarettes.

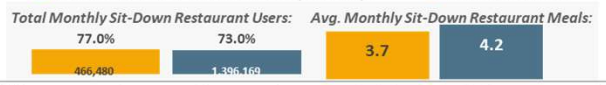
Past 30-days QSR Users: Adults 18 or older





Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



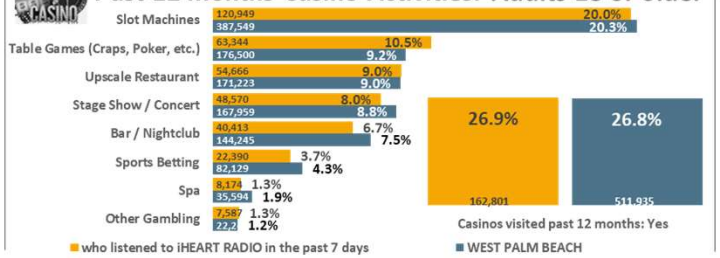


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

10.1% or 193,022 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WKGR-FM in the past 7... Adults 18 or older who listened to WKGR-FM in the past 7 days are 3.2% less likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 13.4% more likely to use Casinos past yr., 10.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

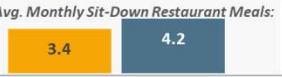
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

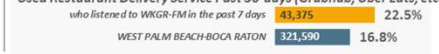


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

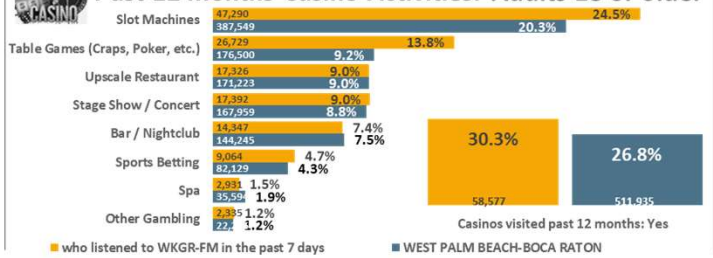


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

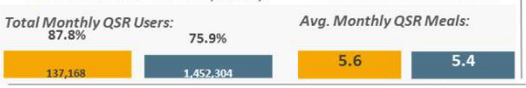
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM)

8.2% or 156,145 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WLDI-FM in the past 7 days. Adults 18 or older who listened to WLDI-FM in the past 7 days are 15.7% more likely to use QSRs past mo., 5.7% less likely to use Sit-Down Restaurants past mo., 6.2% less likely to use Casinos past yr., 53.7% more likely to smoke cigarettes.

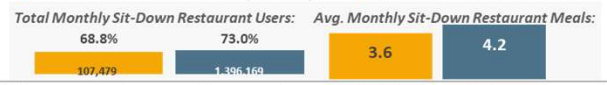
Past 30-days QSR Users: Adults 18 or older





Past 30-days Sit-Down Restaurant Users: Adults 18 or older





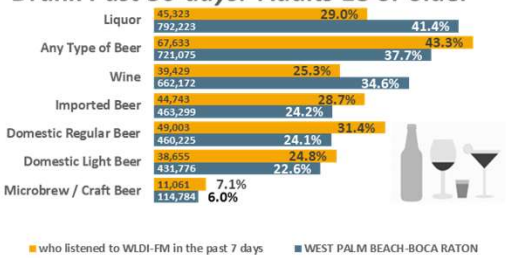
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



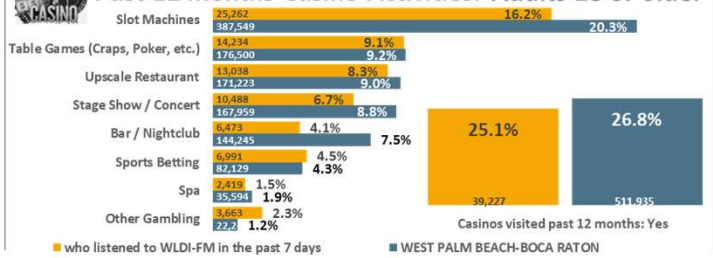


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WLDI-FM)

TODAY'S KOOL 105.5

8.2% or 157,059 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WOLL-FM in the past 7... Adults 18 or older who listened to WOLL-FM in the past 7 days are 7.4% more likely to use QSRs past mo., 15.% more likely to use Sit-Down Restaurants past mo., 9.1% more likely to use Casinos past yr., 50.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



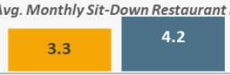
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

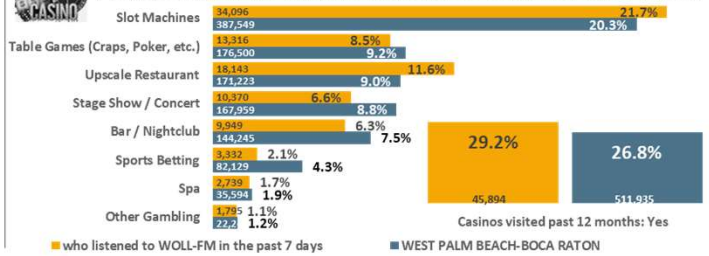


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

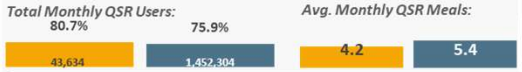
(Radio Stations: WOLL-FM)

2.8% or 54,094 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Adults 18 or older who listened to WQOL-FM in the past 7 days are 6.2% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., 13.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

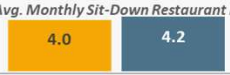
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

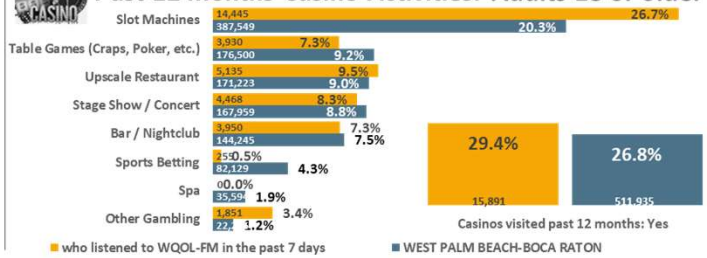


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older

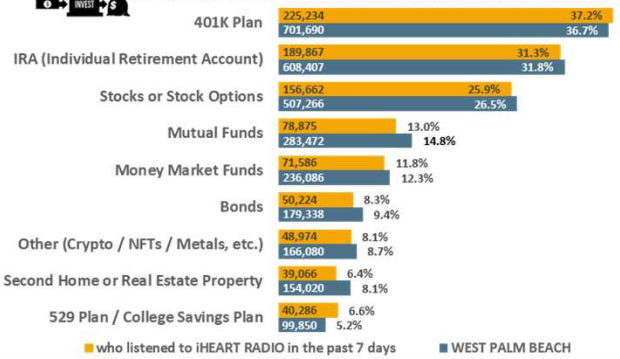


All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

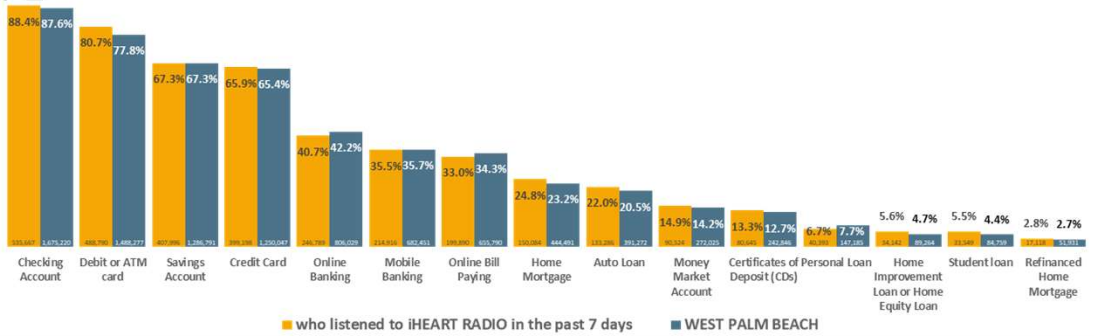
(Radio Stations: WQOL-FM)

31.7% or 605,819 of WEST PALM BEACH DMA Adults 18 or older listened to iHEART RADIO in the past 7 days. Adults 18 or older who listened to iHEART RADIO in the past 7 days are 1.3% more likely to have a 401K, 7.5% more likely to have an Auto Loan, 1.9% more likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



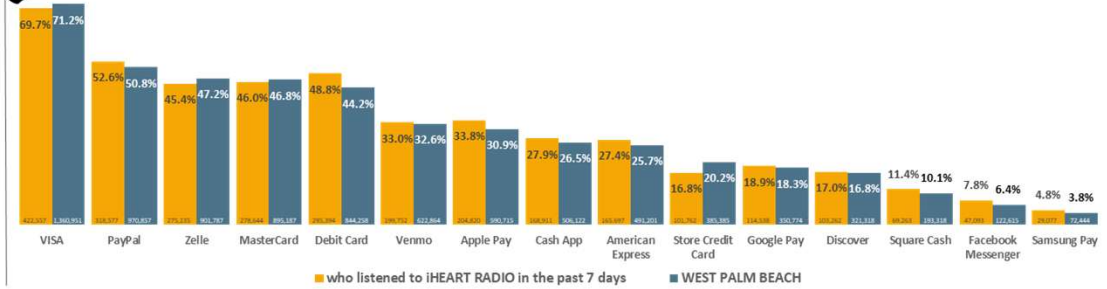
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

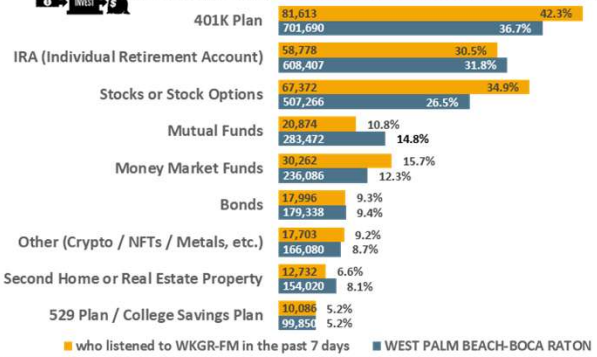
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

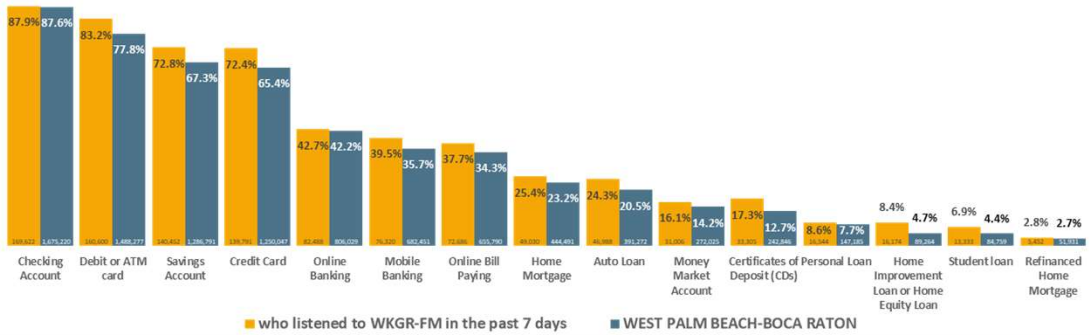
GATER 98.7fm

10.1% or 193,022 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WKGR-FM in the... Adults 18 or older who listened to WKGR-FM in the past 7 days are 15.2% more likely to have a 401K, 19.% more likely to have an Auto Loan, 18.1% more likely to Invest/Trade Stocks Online, .4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



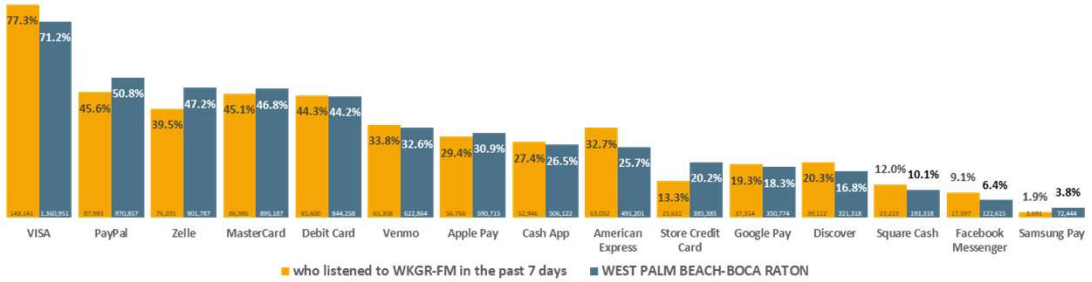
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

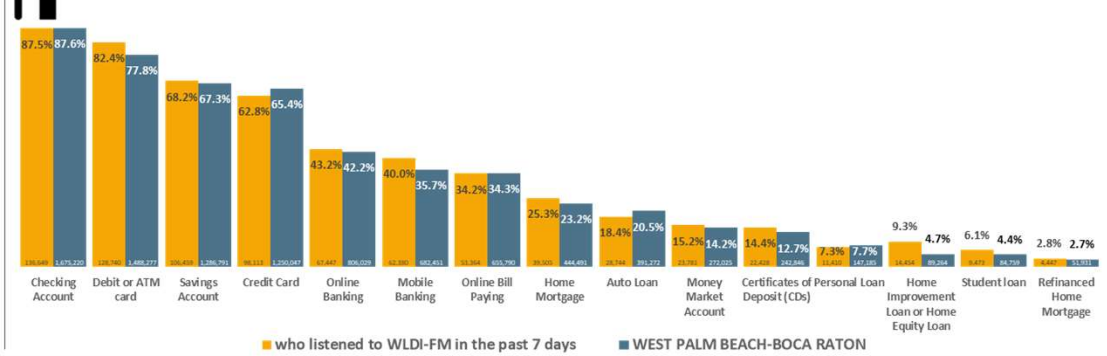
(Radio Stations: WKGR-FM)

8.2% or 156,145 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WLDI-FM in the past... Adults 18 or older who listened to WLDI-FM in the past 7 days are 6.5% less likely to have a 401K, 10.% less likely to have an Auto Loan, .8% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



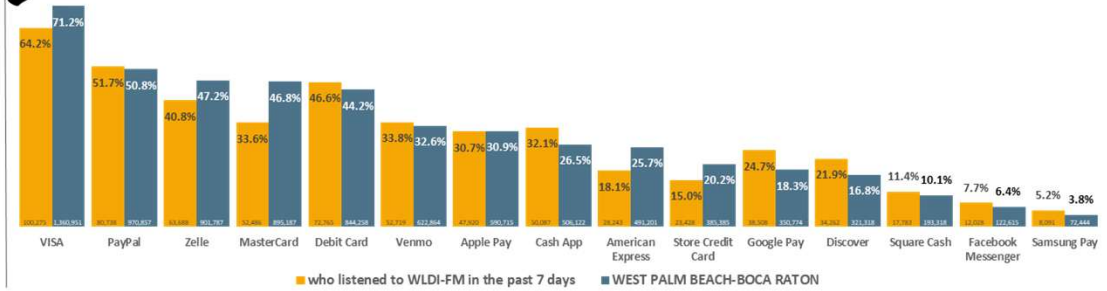
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

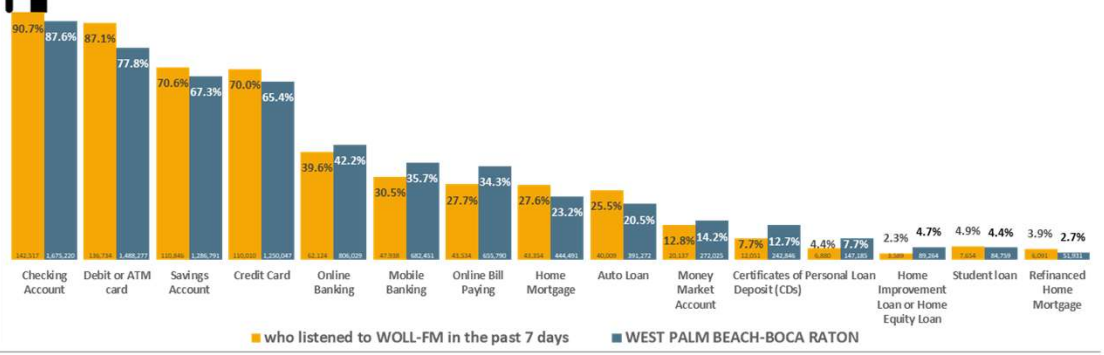
(Radio Stations: WLDI-FM)

8.2% or 157,059 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WOLL-FM in the past… Adults 18 or older who listened to WOLL-FM in the past 7 days are 8.7% less likely to have a 401K, 24.5% more likely to have an Auto Loan, 4.7% less likely to Invest/Trade Stocks Online, 19.4% more likely to pay with their Debit Card.

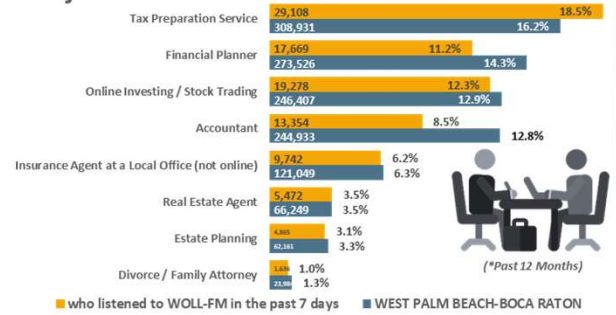
Investments Owned: Adults 18 or older



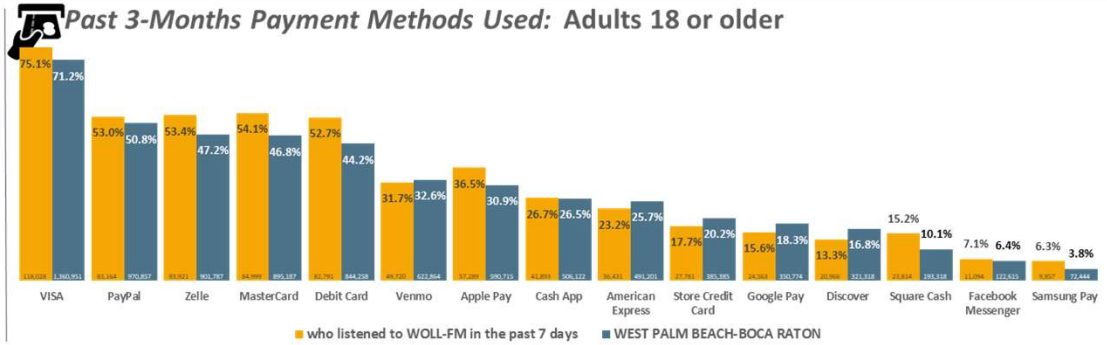
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

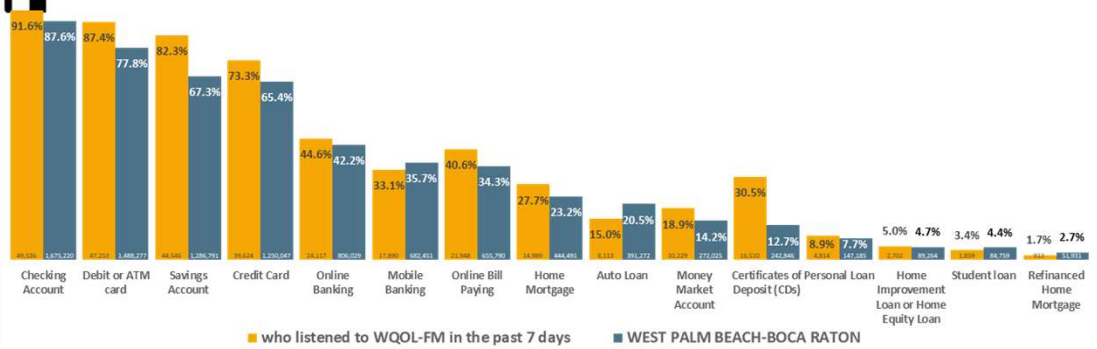
(Radio Stations: WOLL-FM)

2.8% or 54,094 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WQOL-FM in the past... Adults 18 or older who listened to WQOL-FM in the past 7 days are 26.1% less likely to have a 401K, 26.7% less likely to have an Auto Loan, 39.5% more likely to Invest/Trade Stocks Online, 17.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



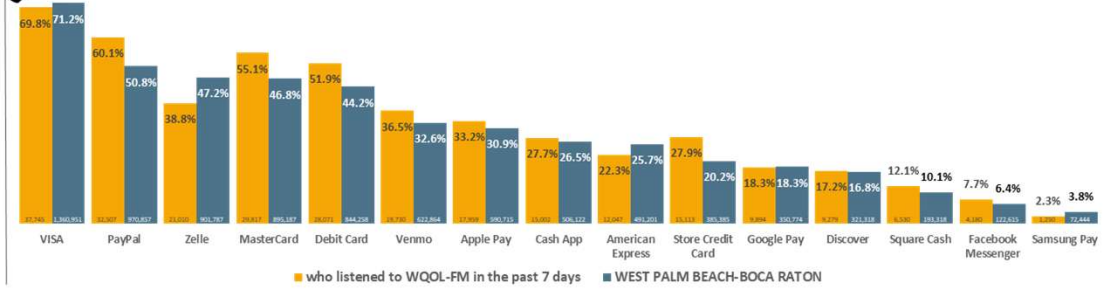
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

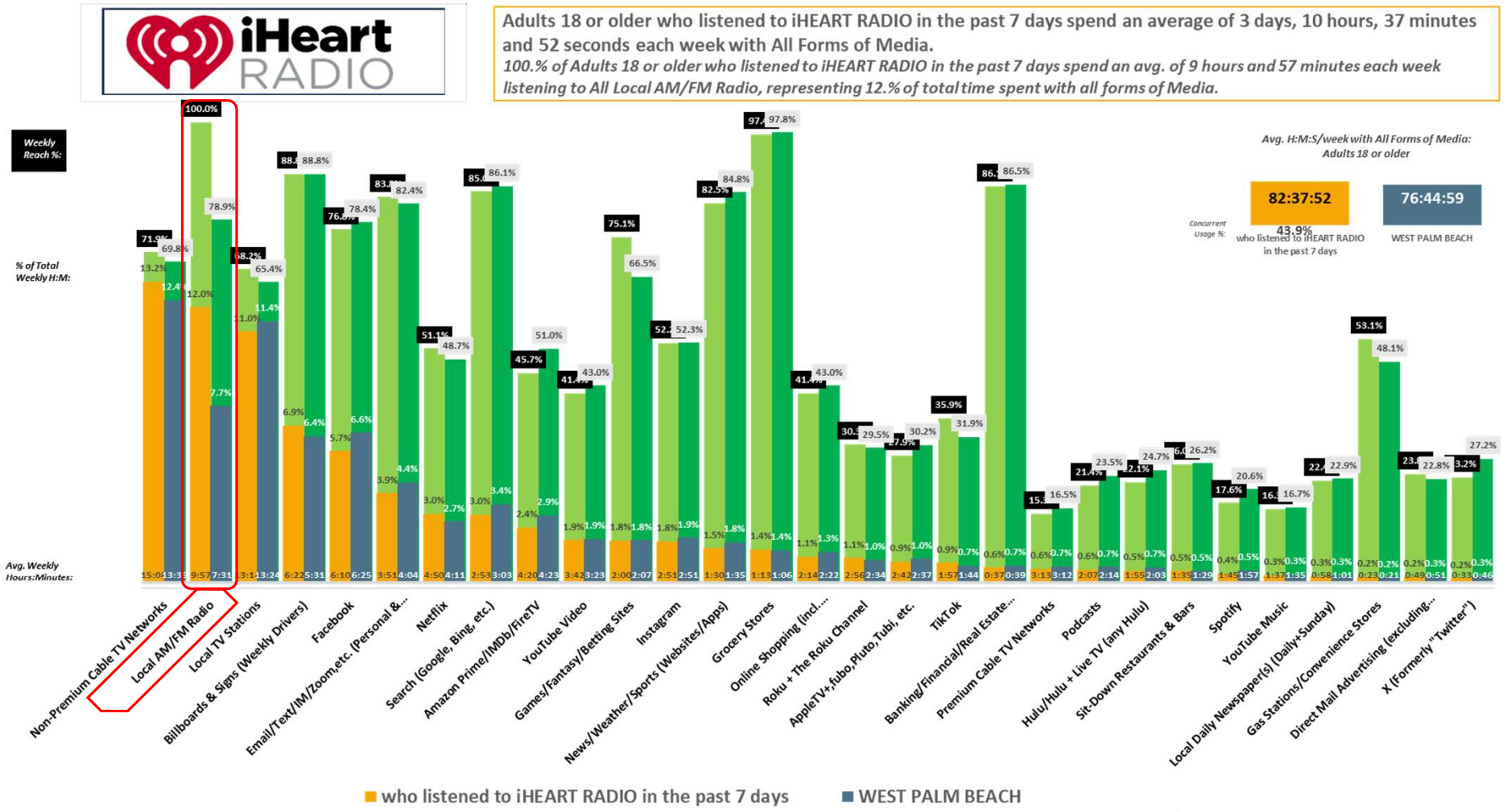


Past 3-Months Payment Methods Used: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WQOL-FM)

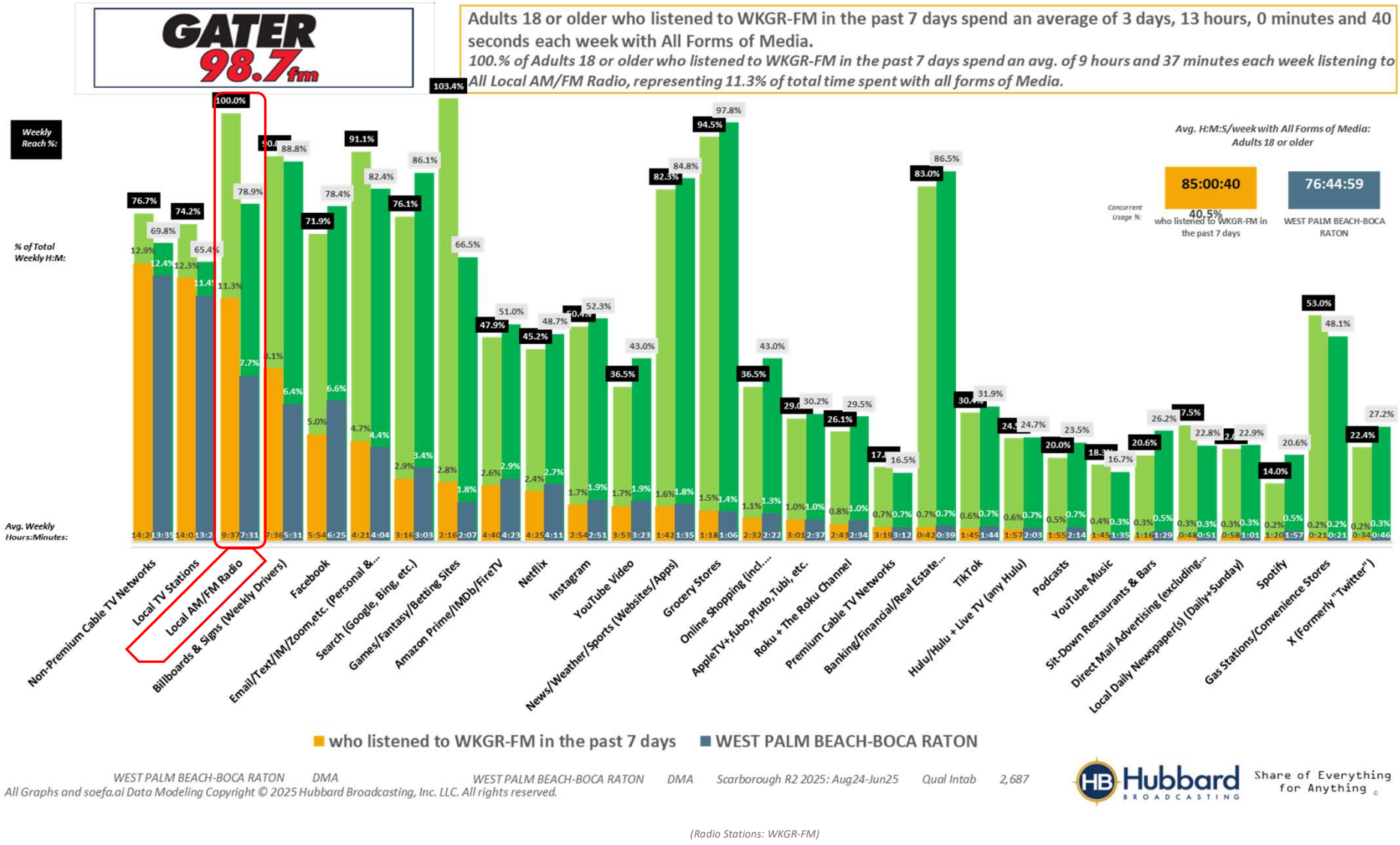


WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

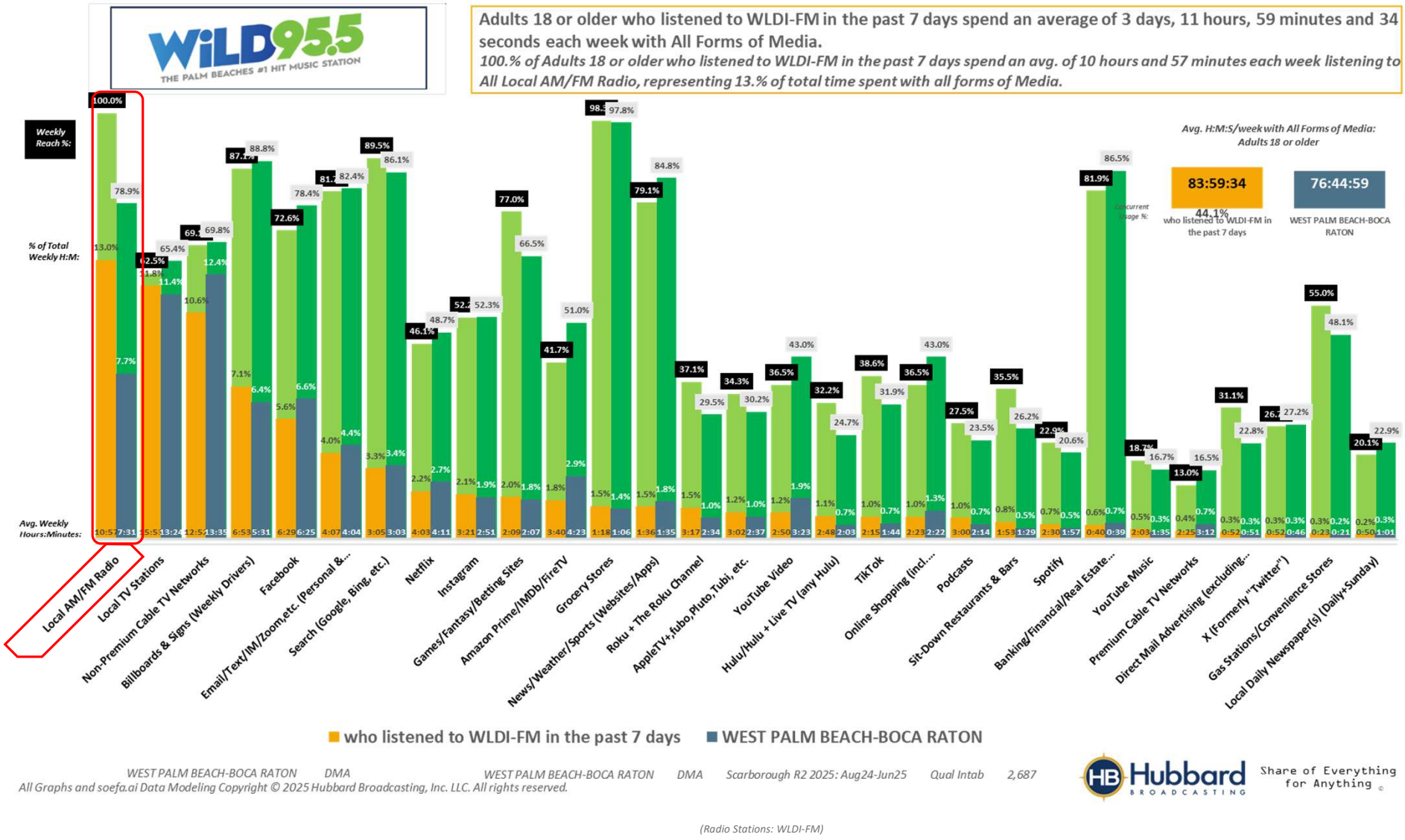


WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

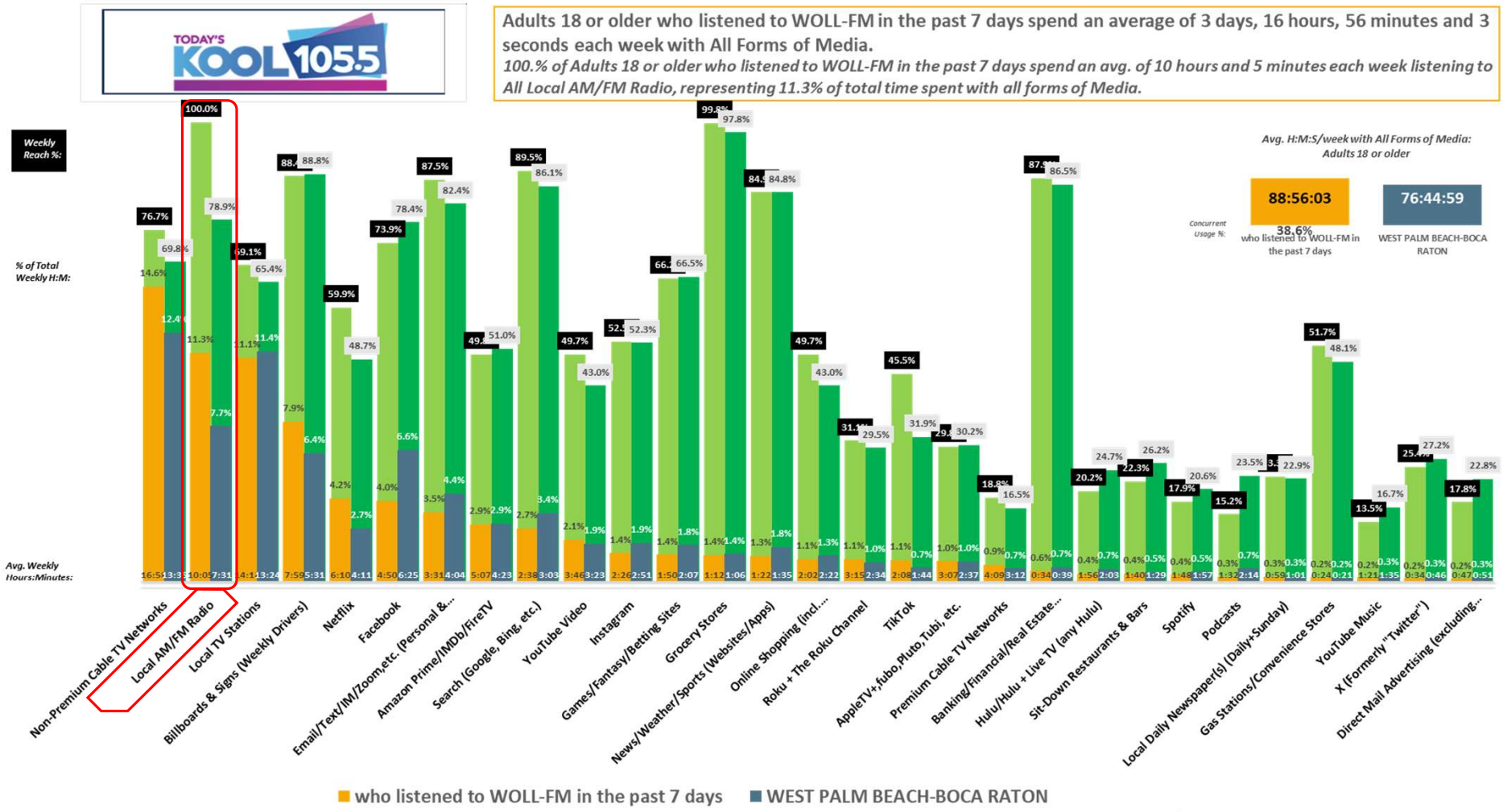


WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

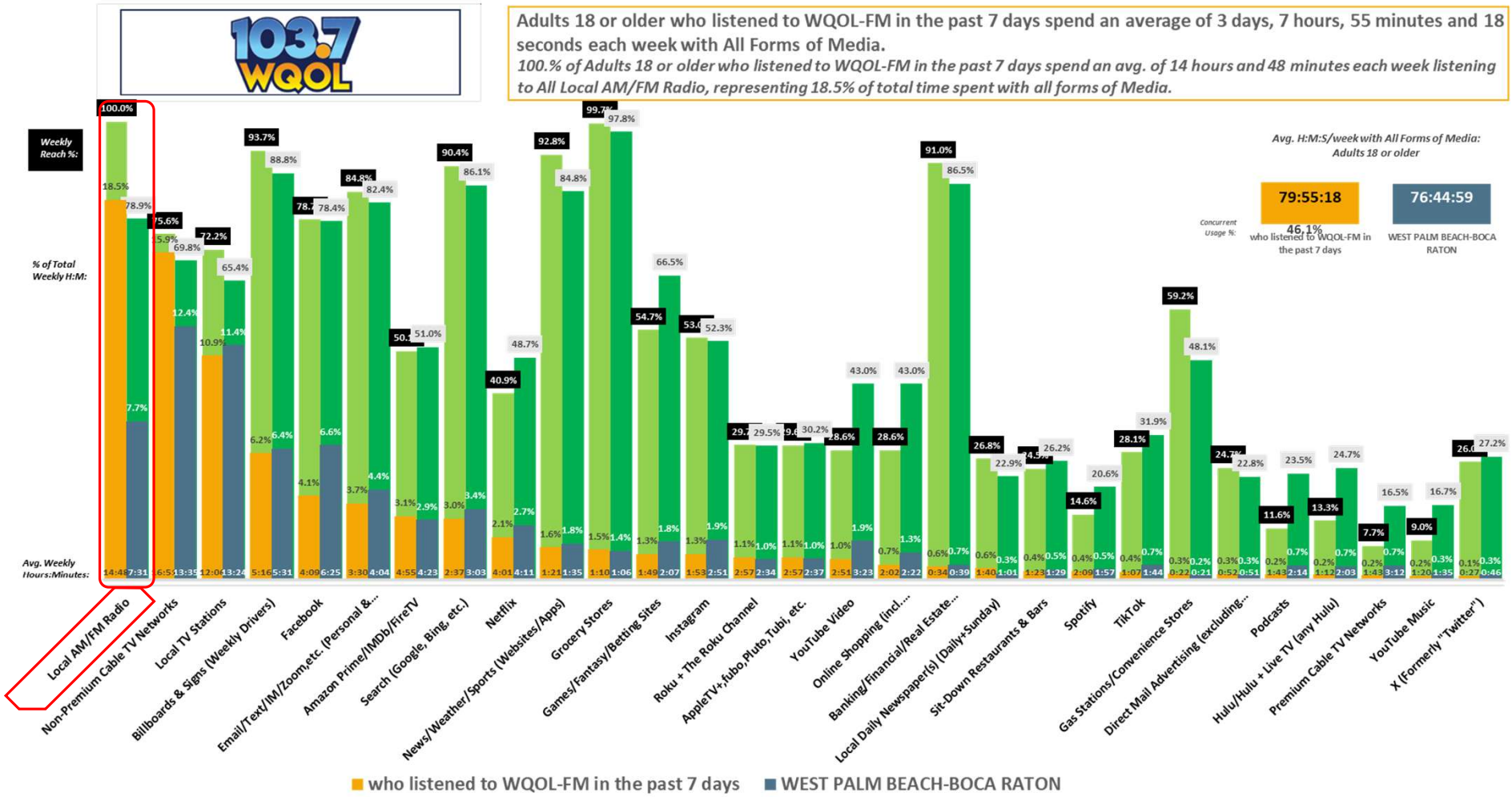
(Radio Stations: WLDI-FM)



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

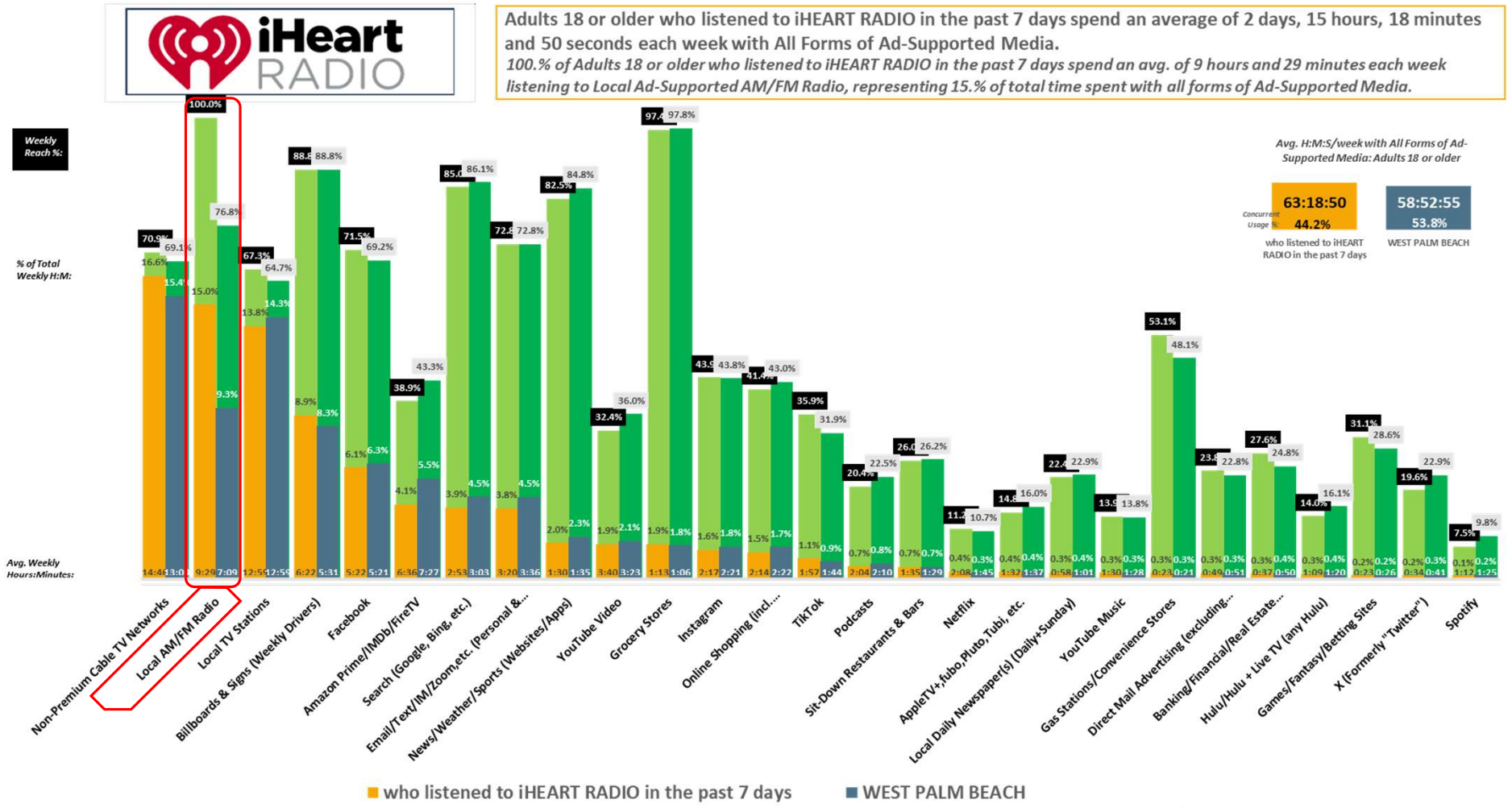
(Radio Stations: WOLL-FM)



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: WQOL-FM)

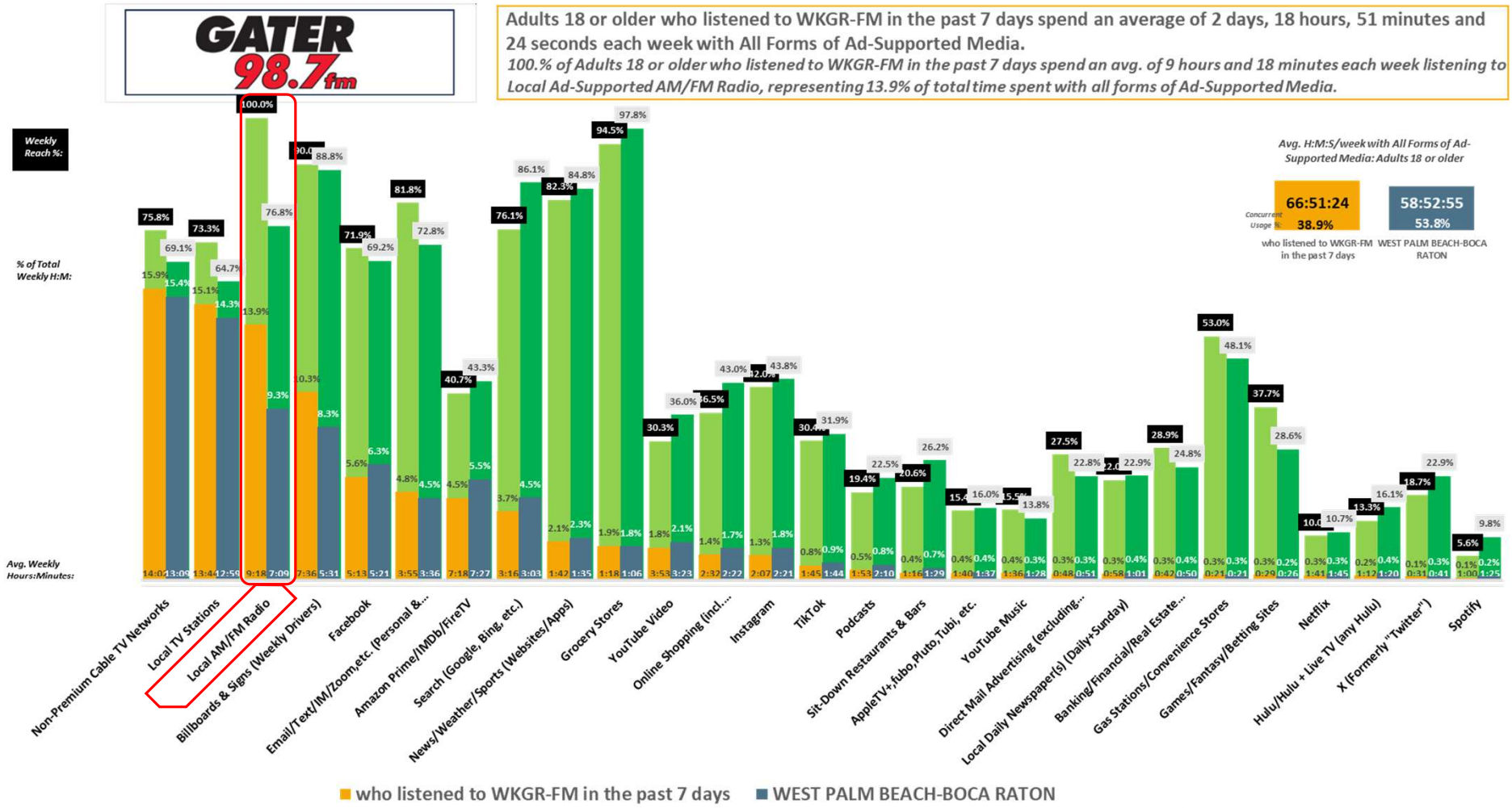


WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

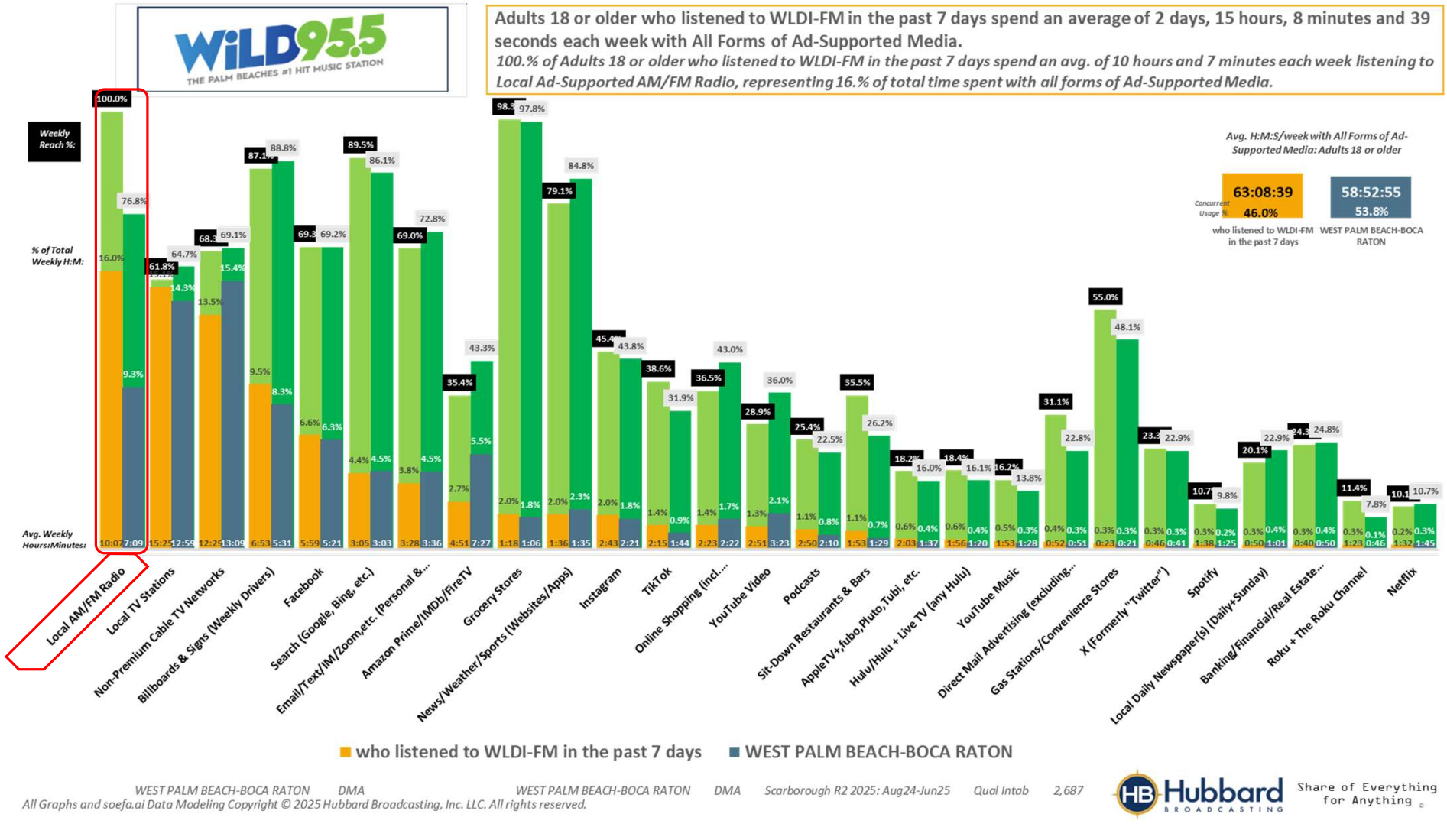
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

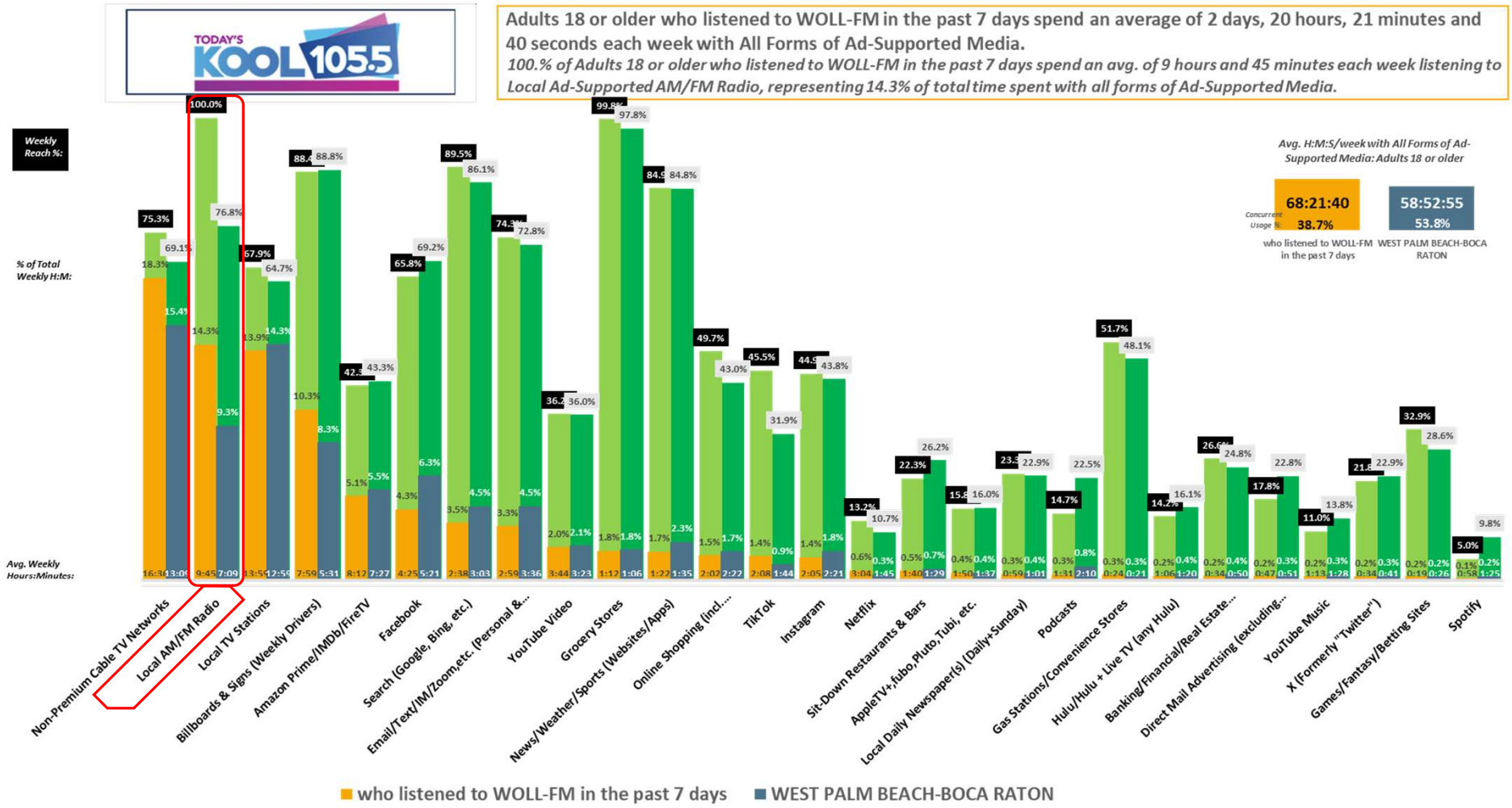


WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

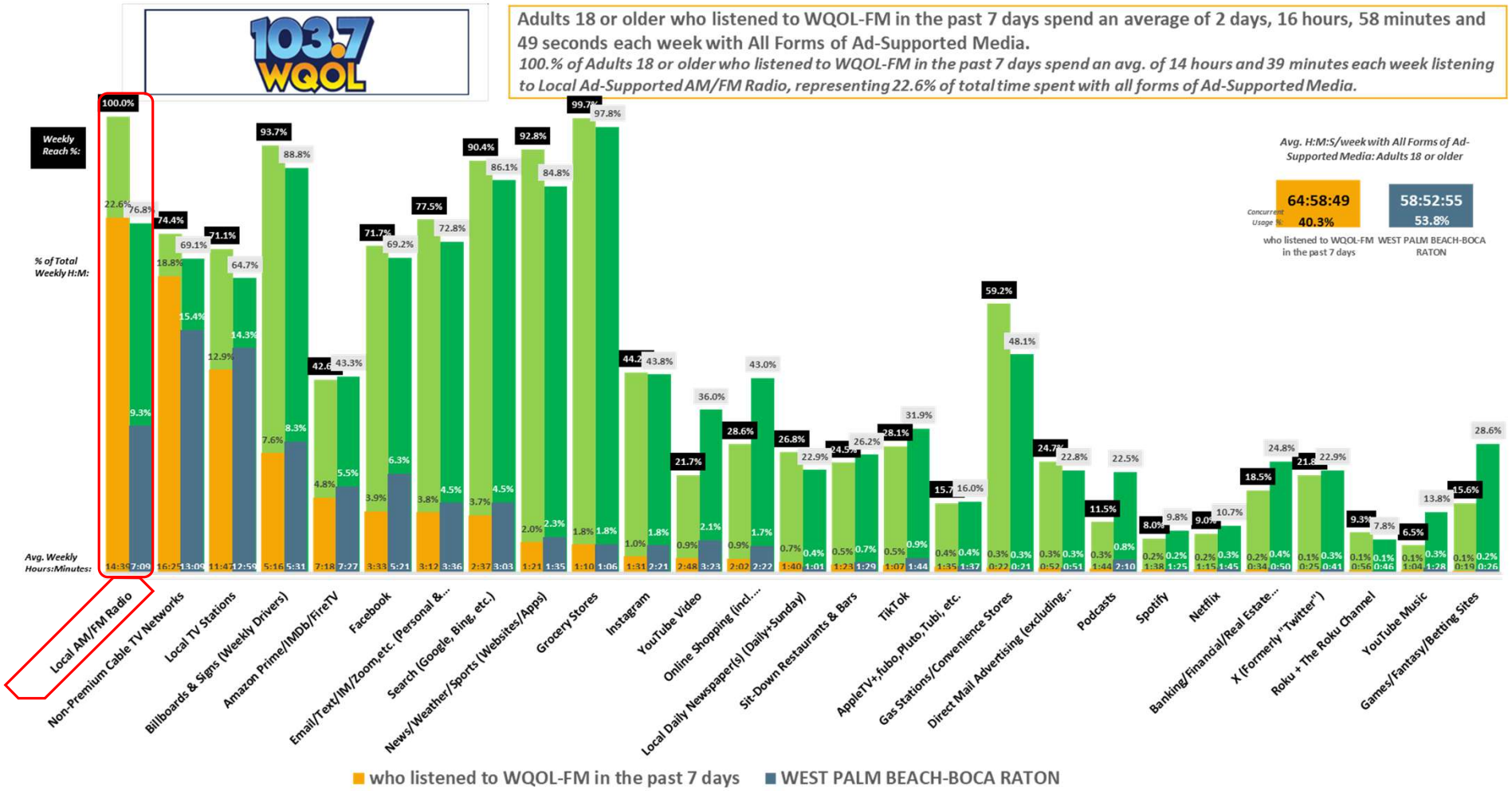
(Radio Stations: WLDI-FM)



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: WOLL-FM)



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

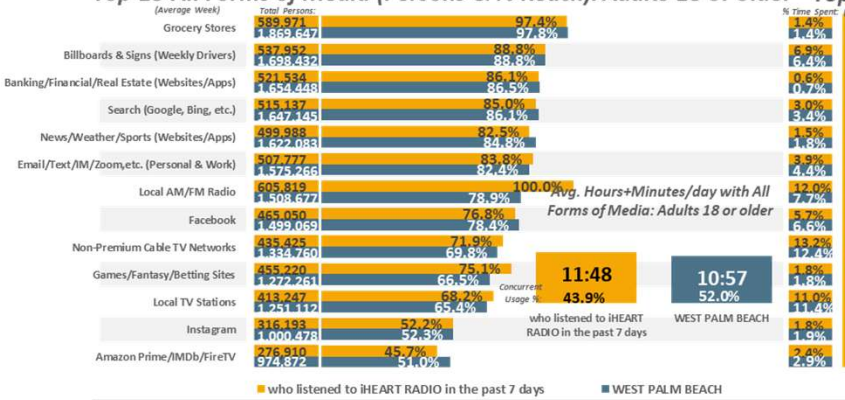
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

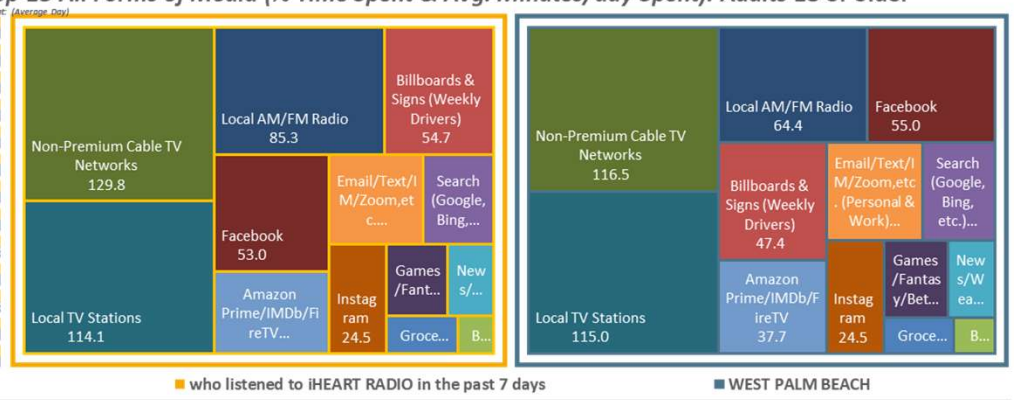
(Radio Stations: WQOL-FM)

Adults 18 or older who listened to iHEART RADIO in the past 7 days spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 81.3 minutes/day. *(Local Radio delivers 15.% of Time with Ad-Supported Media.)*

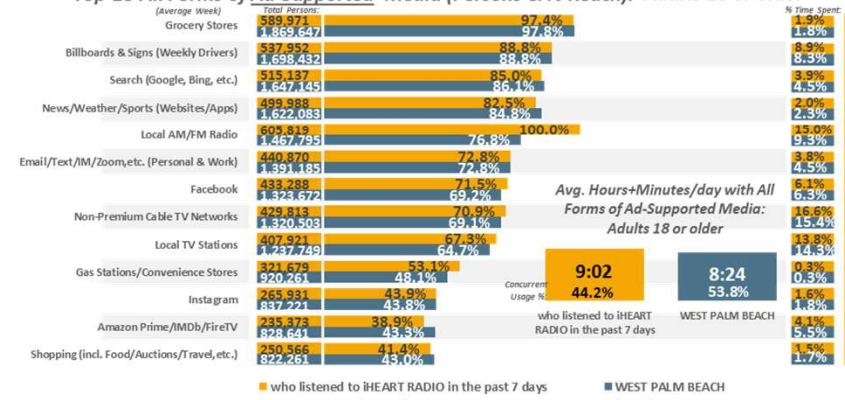
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



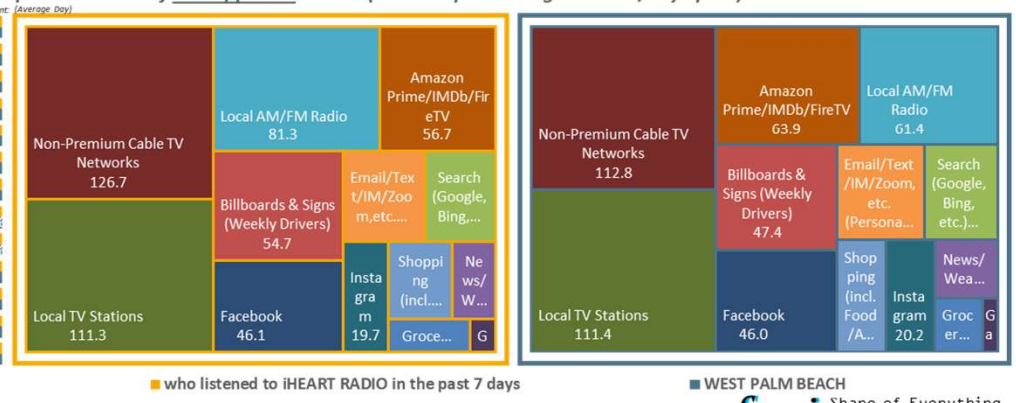
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

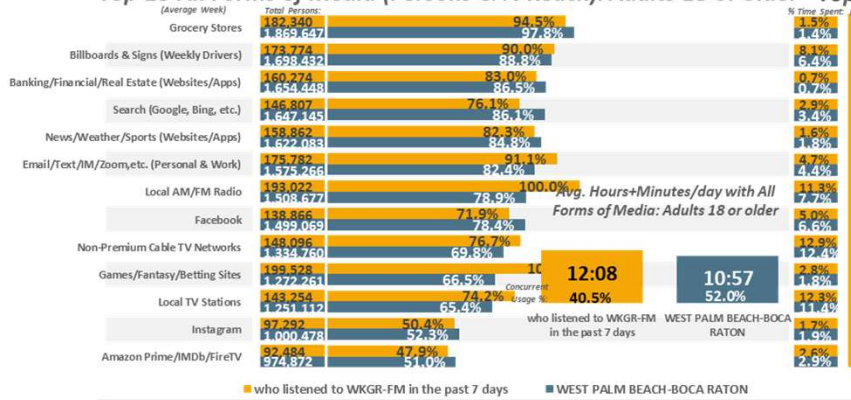
soefa.ai Share of Everything for Anything

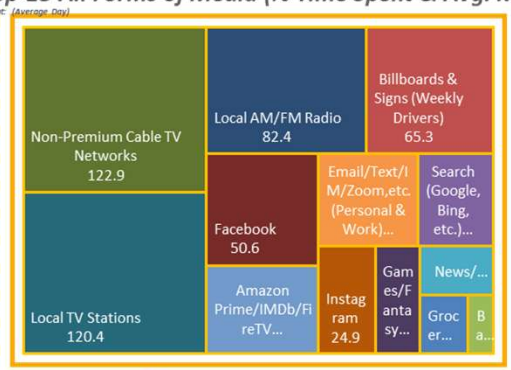
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

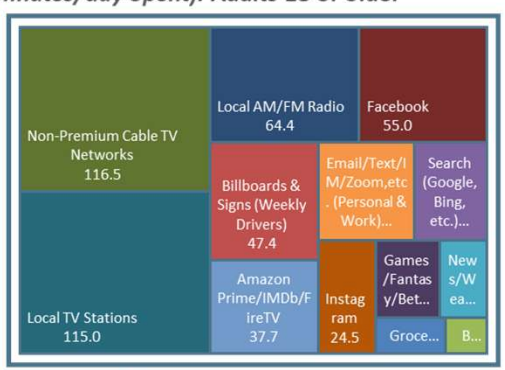
GATER 98.7fm

Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 9 hours and 33 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 79.8 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

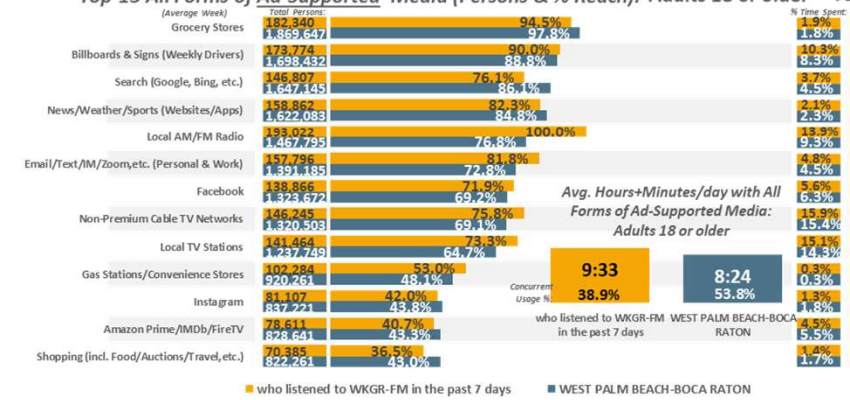
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

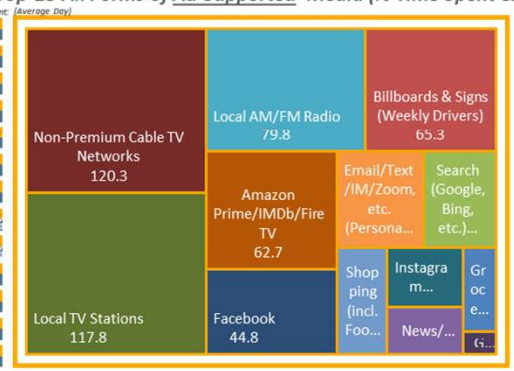


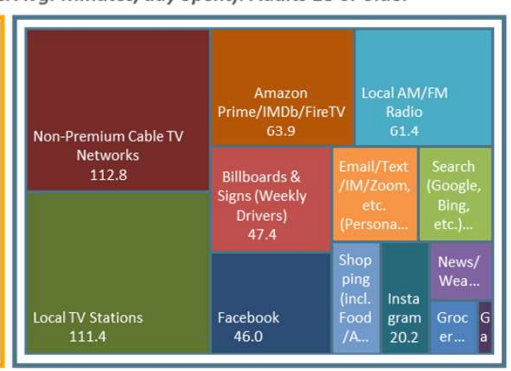




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







WEST PALM BEACH-BOCA RATON DMA

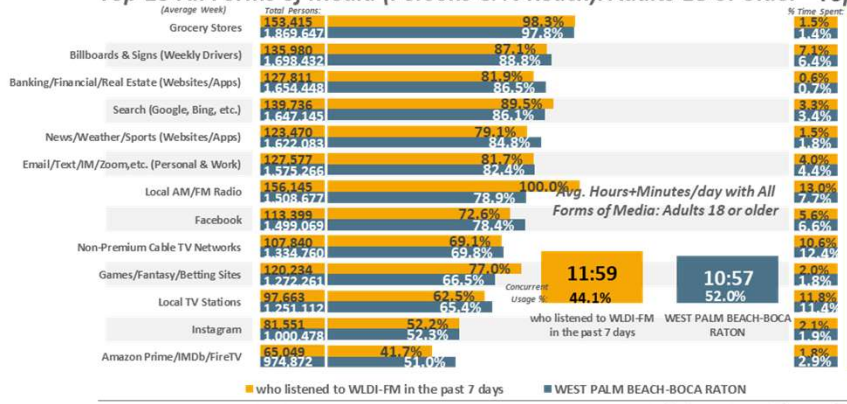
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

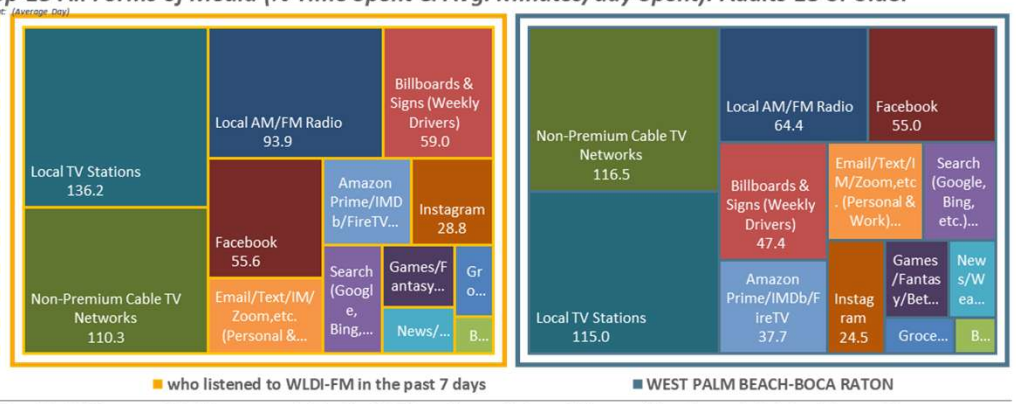
(Radio Stations: WKGR-FM)

Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86.8 minutes/day. *(Local Radio delivers 16.% of Time with Ad-Supported Media.)*

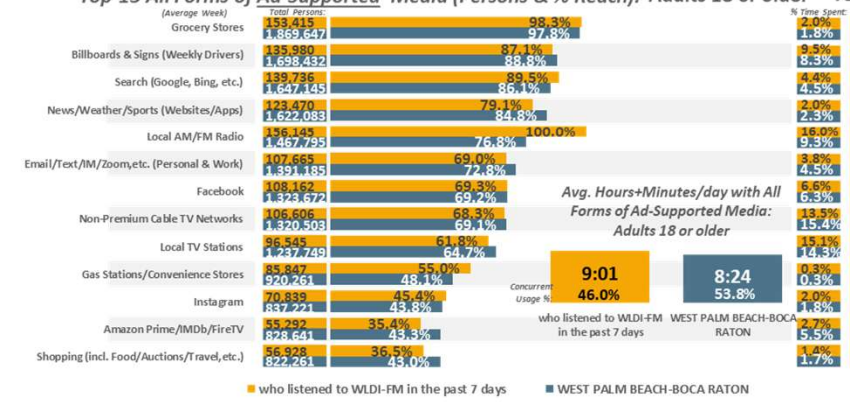
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



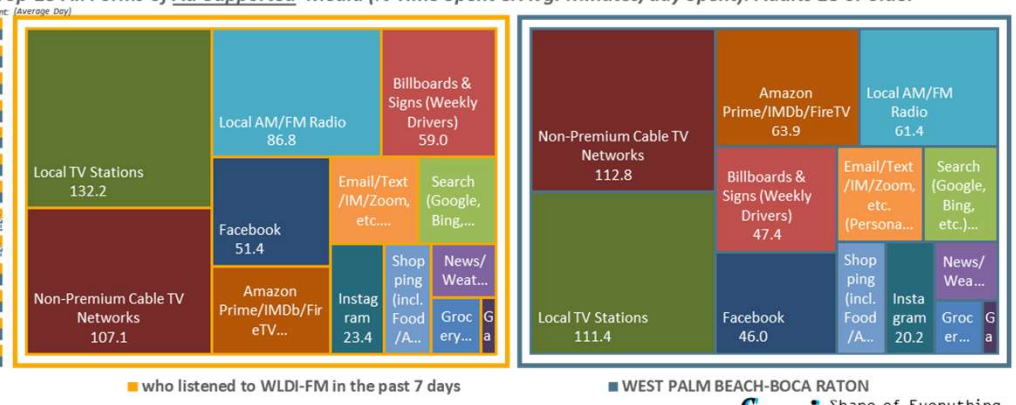
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA

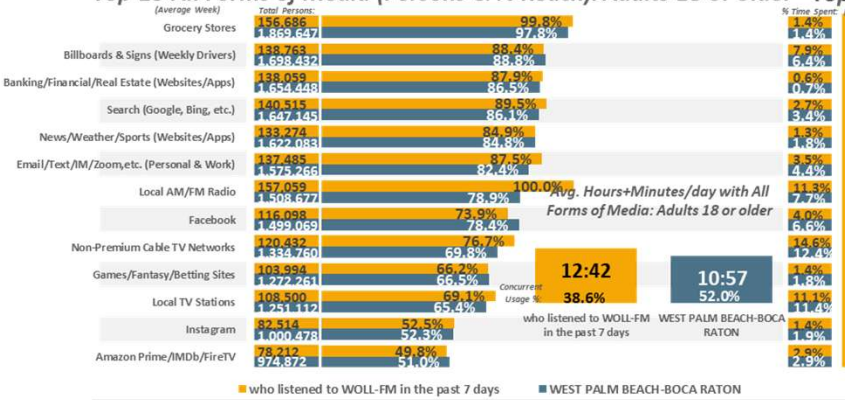
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

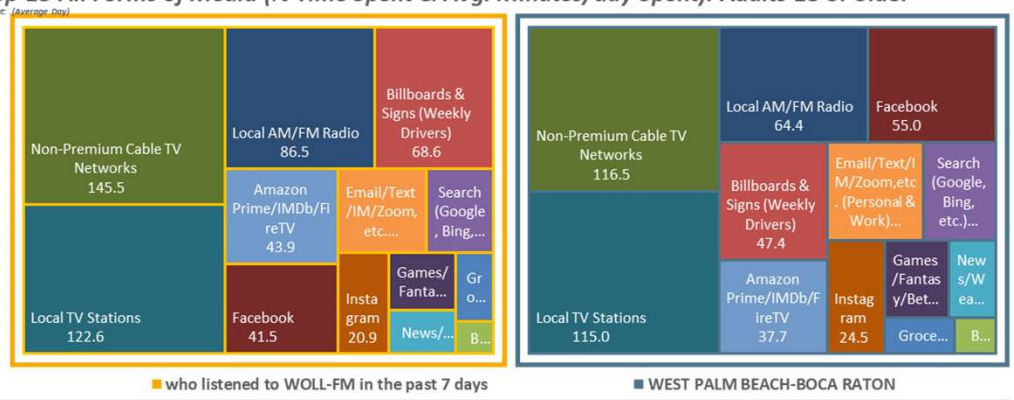
(Radio Stations: WLDI-FM)

Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 9 hours and 45 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.6 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

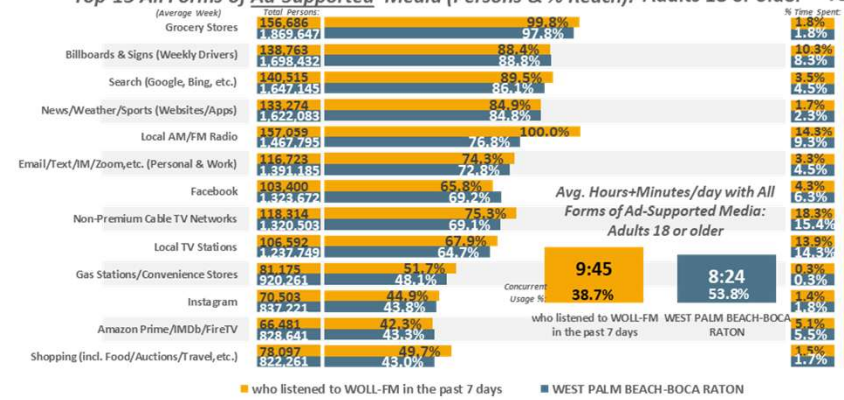
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



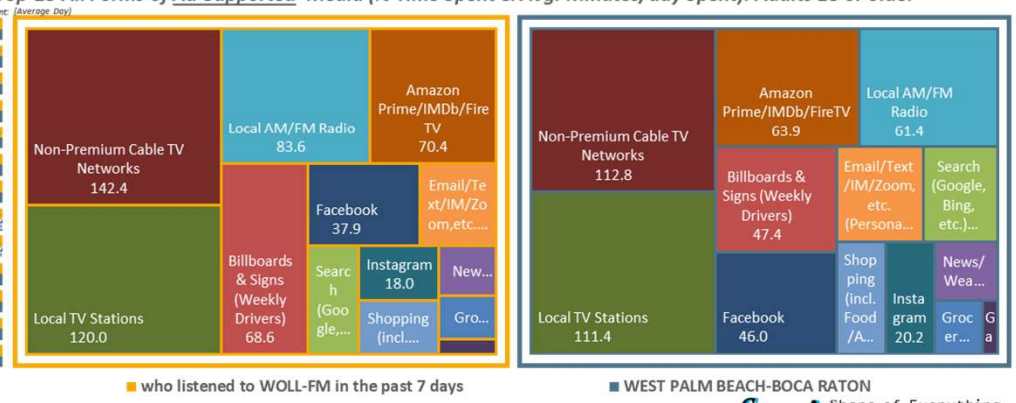
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA

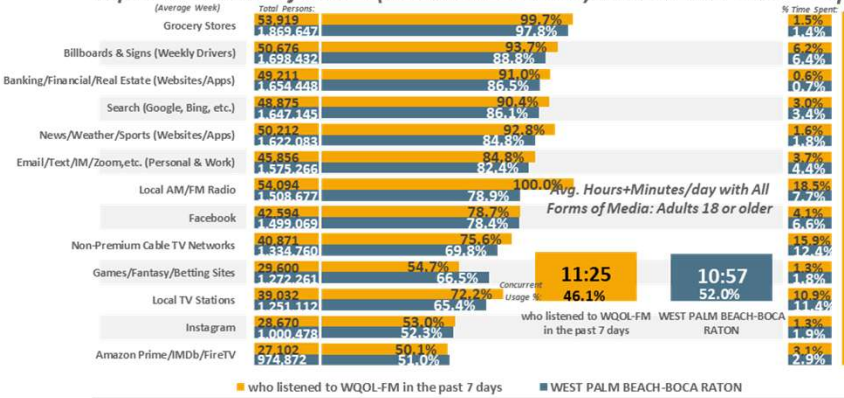
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

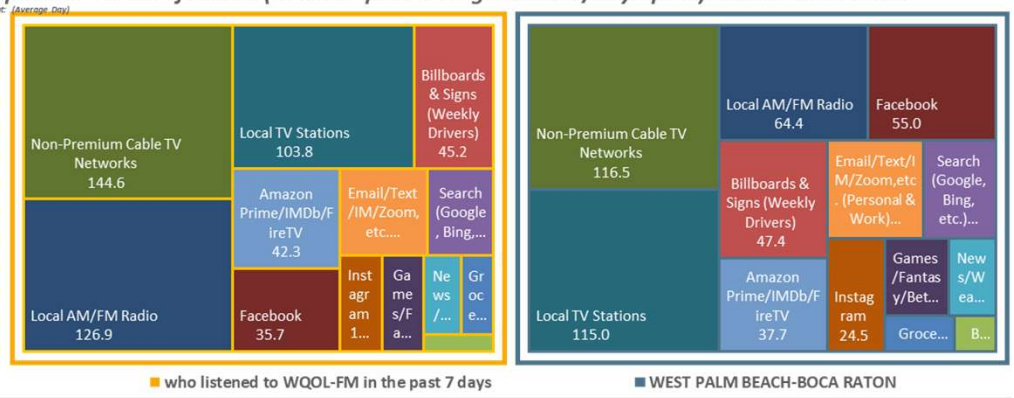
(Radio Stations: WOLL-FM)

Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 125.7 minutes/day. *(Local Radio delivers 22.6% of Time with Ad-Supported Media.)*

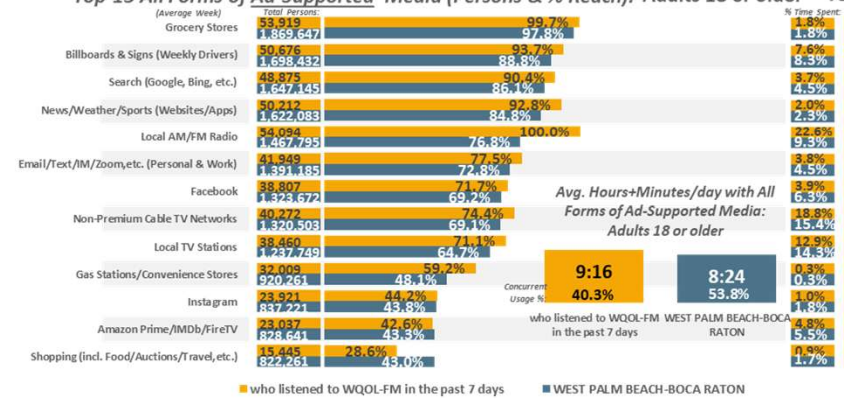
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



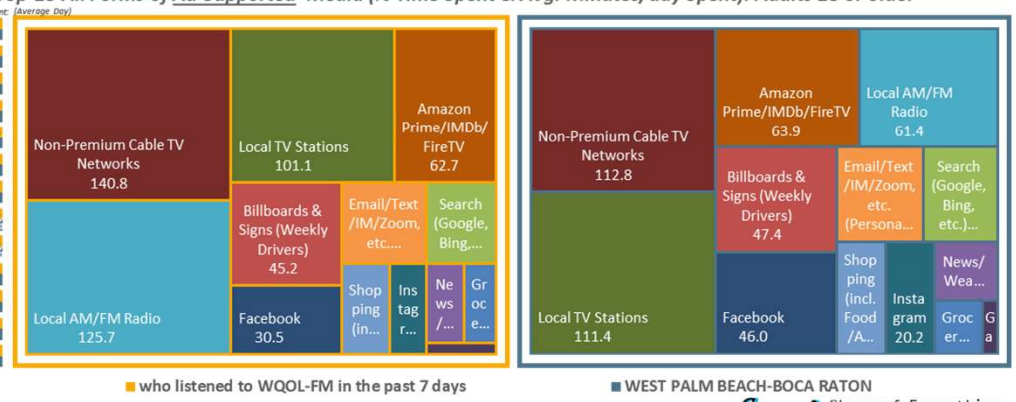
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA

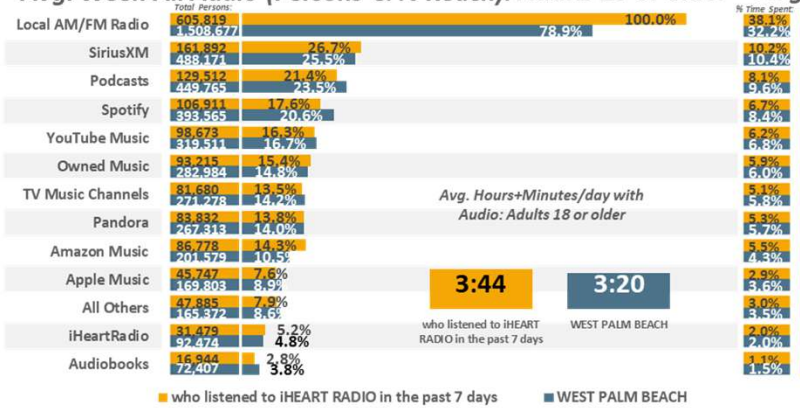
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

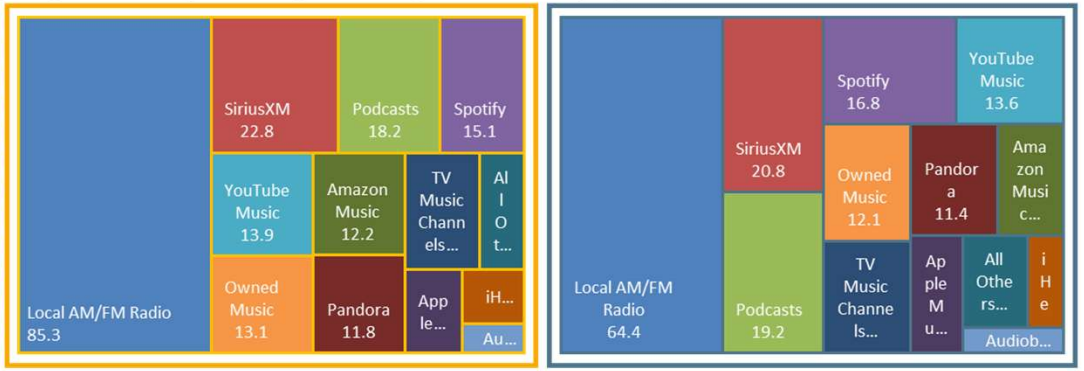
(Radio Stations: WQOL-FM)

605,819 or 100.% of Adults 18 or older who listened to iHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 48.8% of all time spent daily with Ad-Supported Audio.

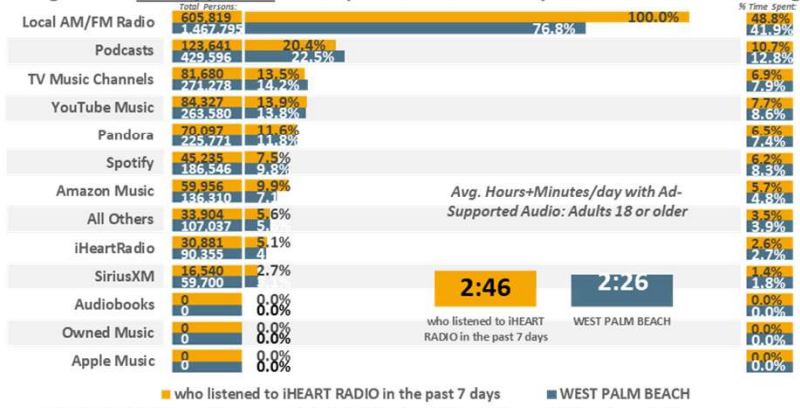
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



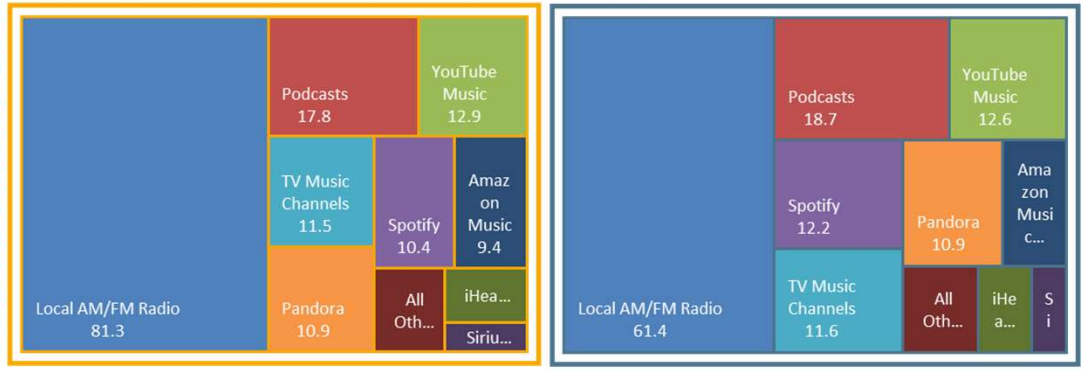
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

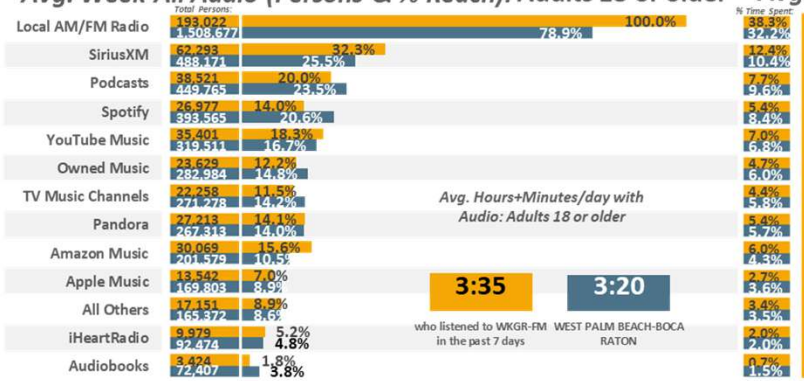
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

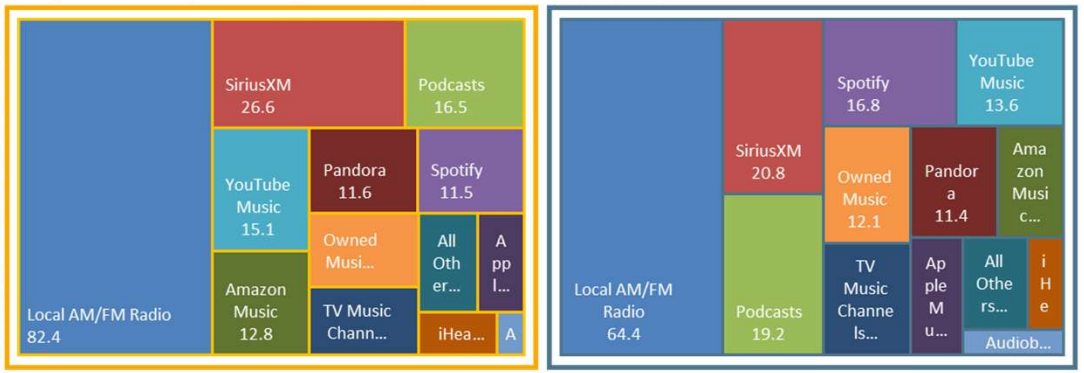
GATER 98.7fm

193,022 or 100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

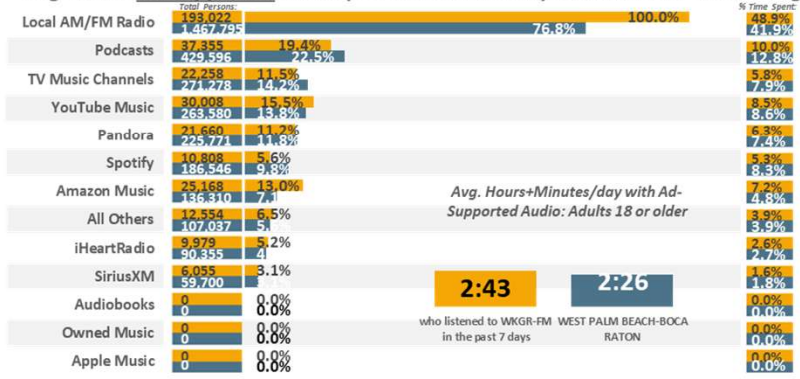
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



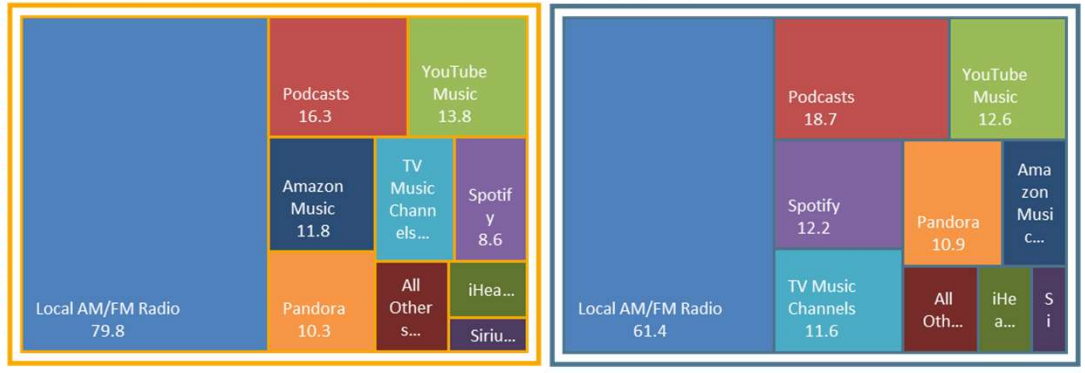
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

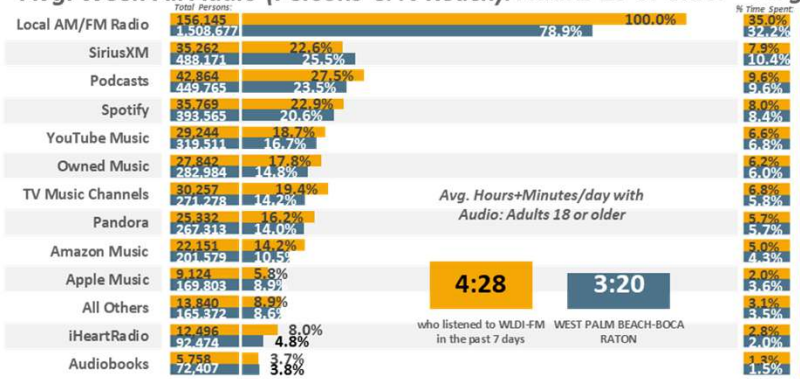
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

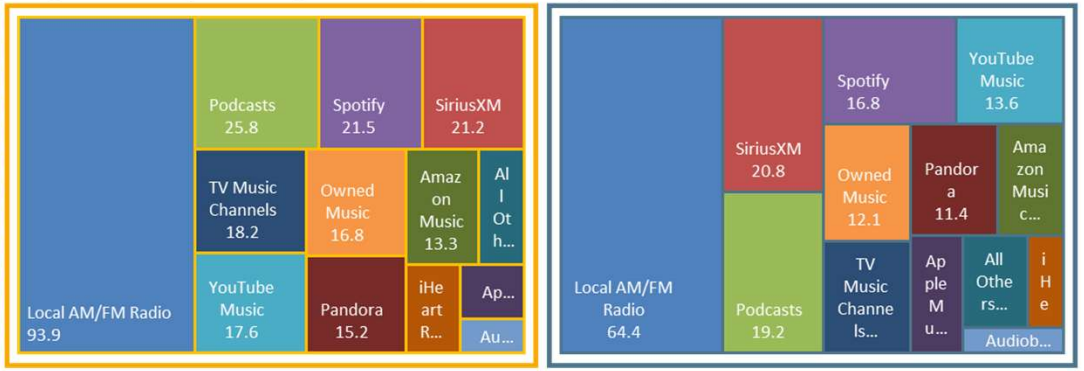
(Radio Stations: WKGR-FM)

156,145 or 100.% of Adults 18 or older who listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.8 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

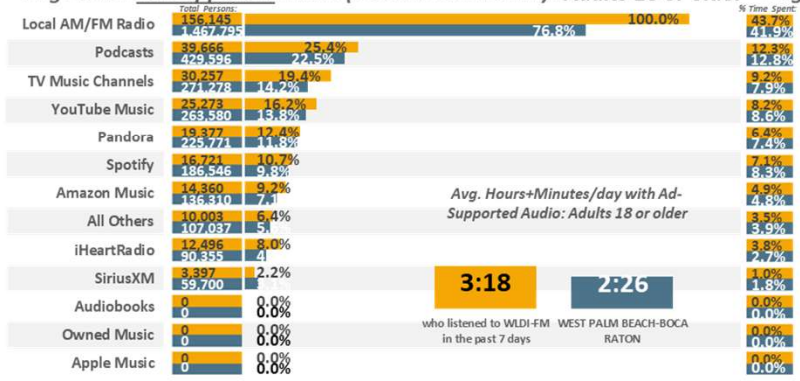
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

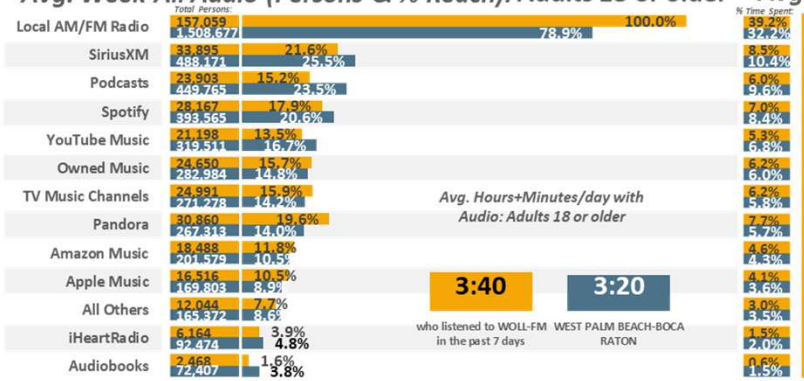
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

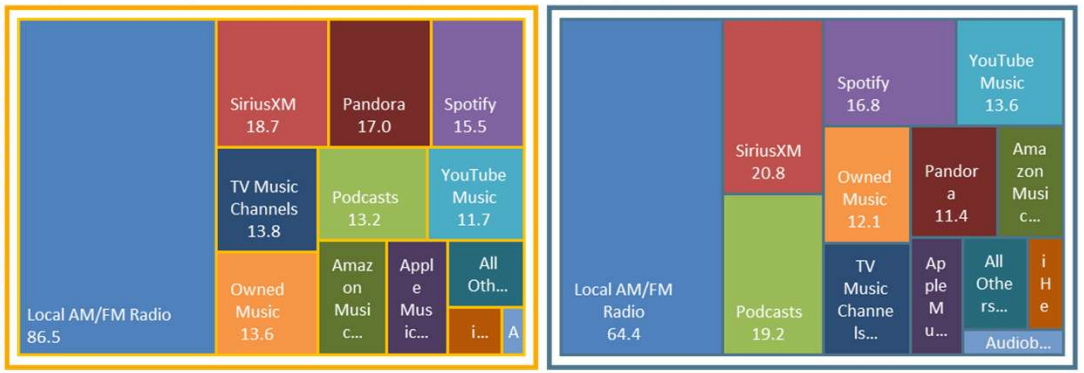
(Radio Stations: WLDI-FM)

157,059 or 100.% of Adults 18 or older who listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.6 minutes every day representing 52.% of all time spent daily with Ad-Supported Audio.

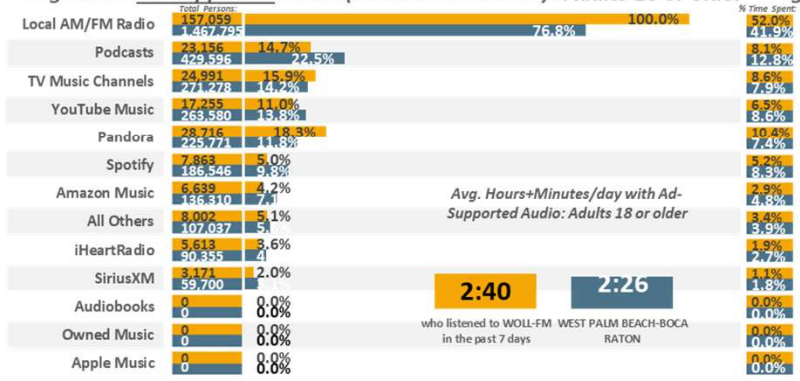
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



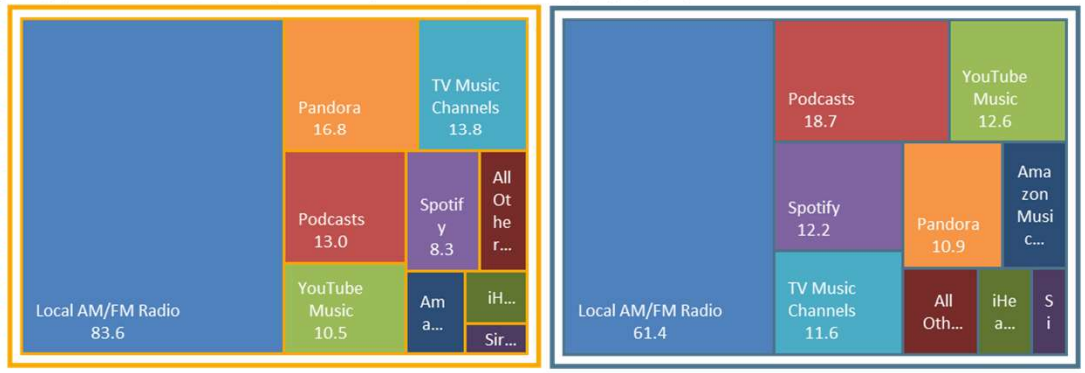
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

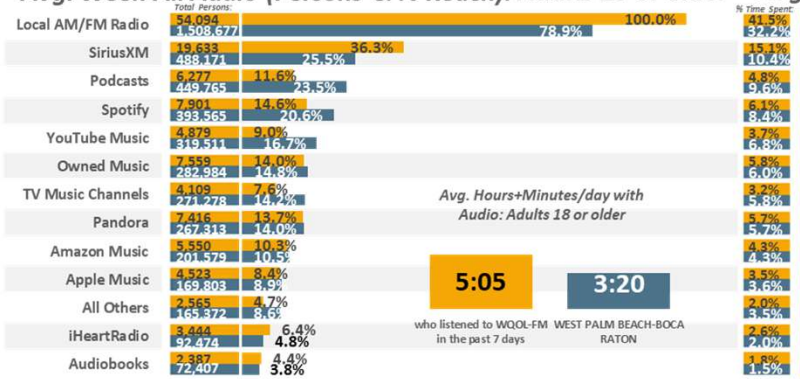
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

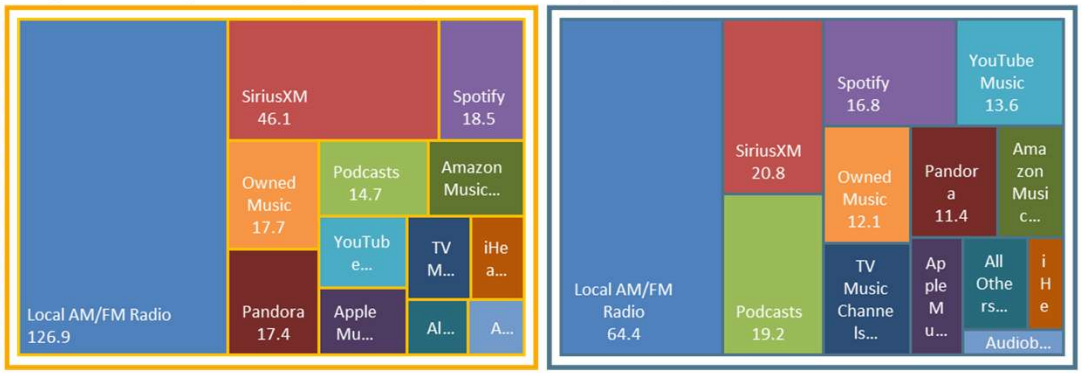
(Radio Stations: WOLL-FM)

54,094 or 100.% of Adults 18 or older who listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 125.7 minutes every day representing 56.8% of all time spent daily with Ad-Supported Audio.

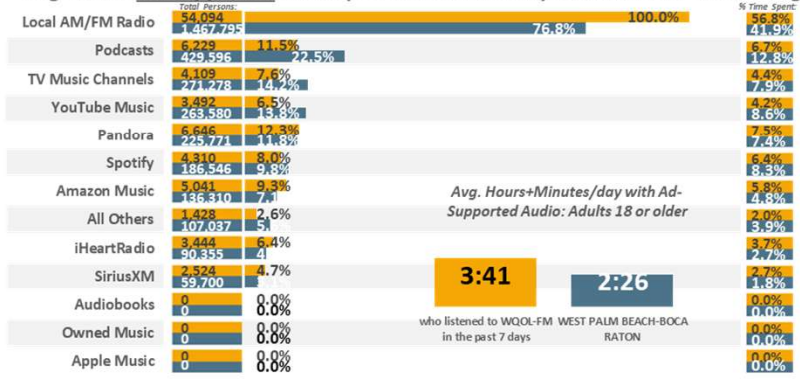
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



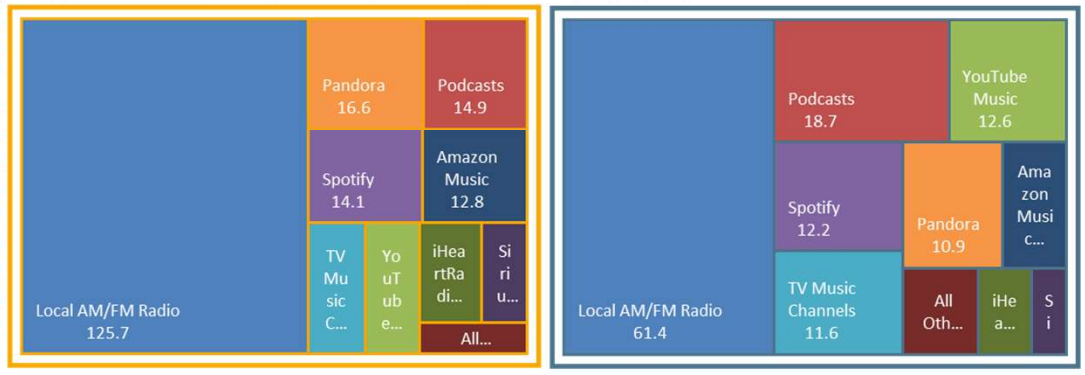
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



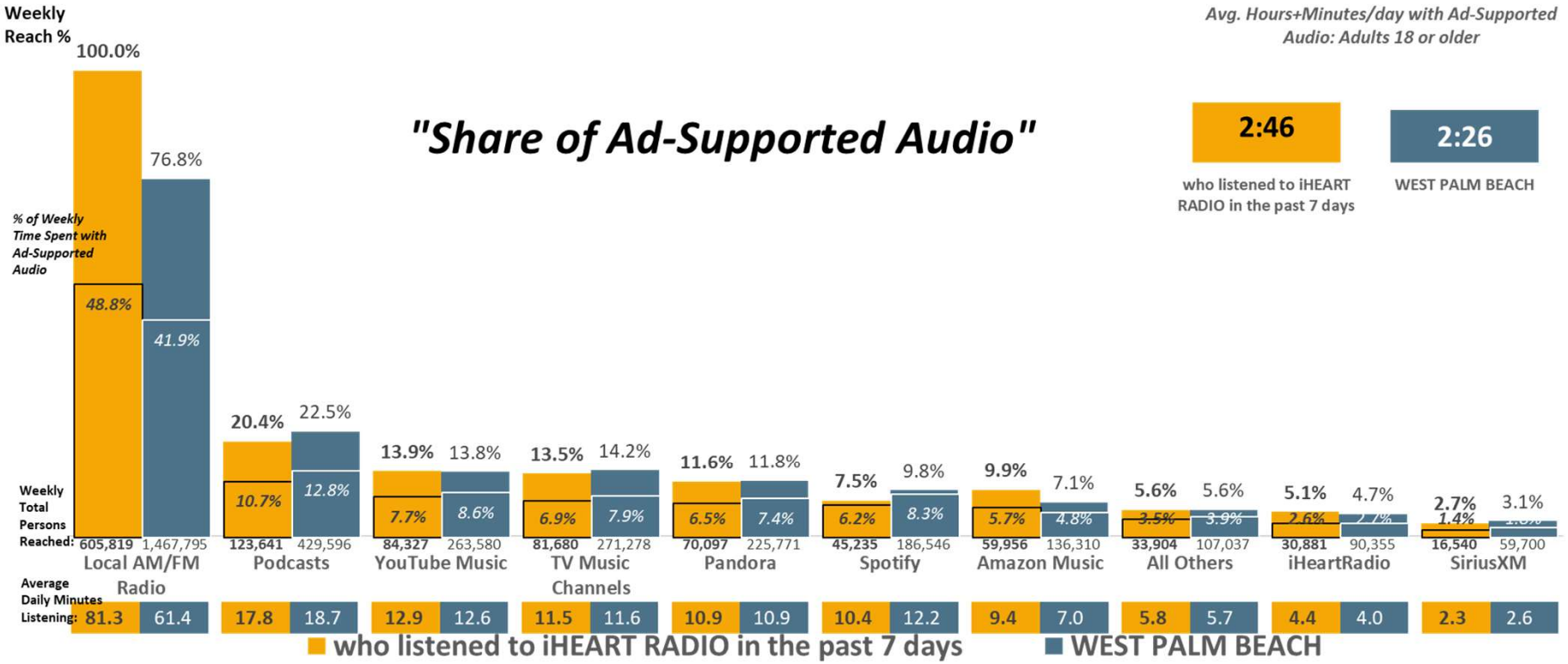
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: WQOL-FM)

605,819 or 100.% of Adults 18 or older who listened to iHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 48.8% of all time spent daily with Ad-Supported Audio.



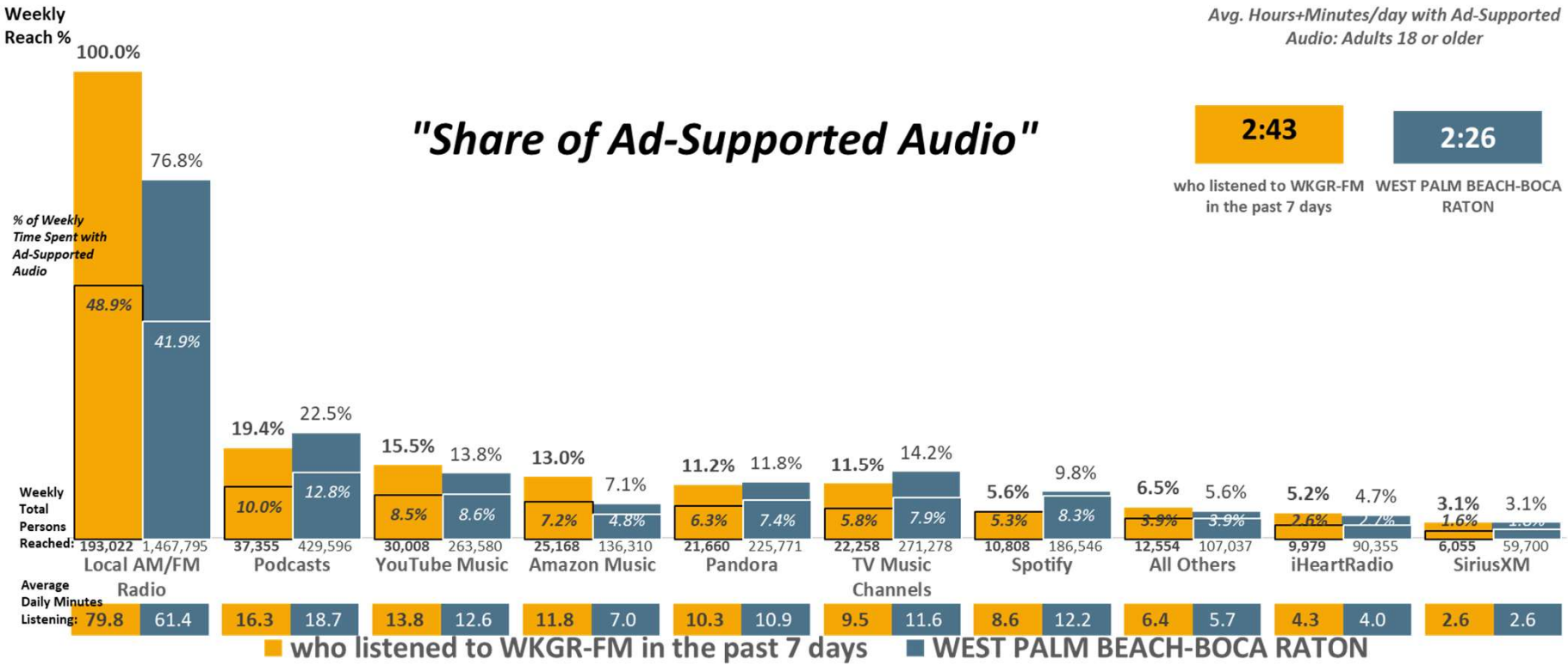
WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

193,022 or 100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.



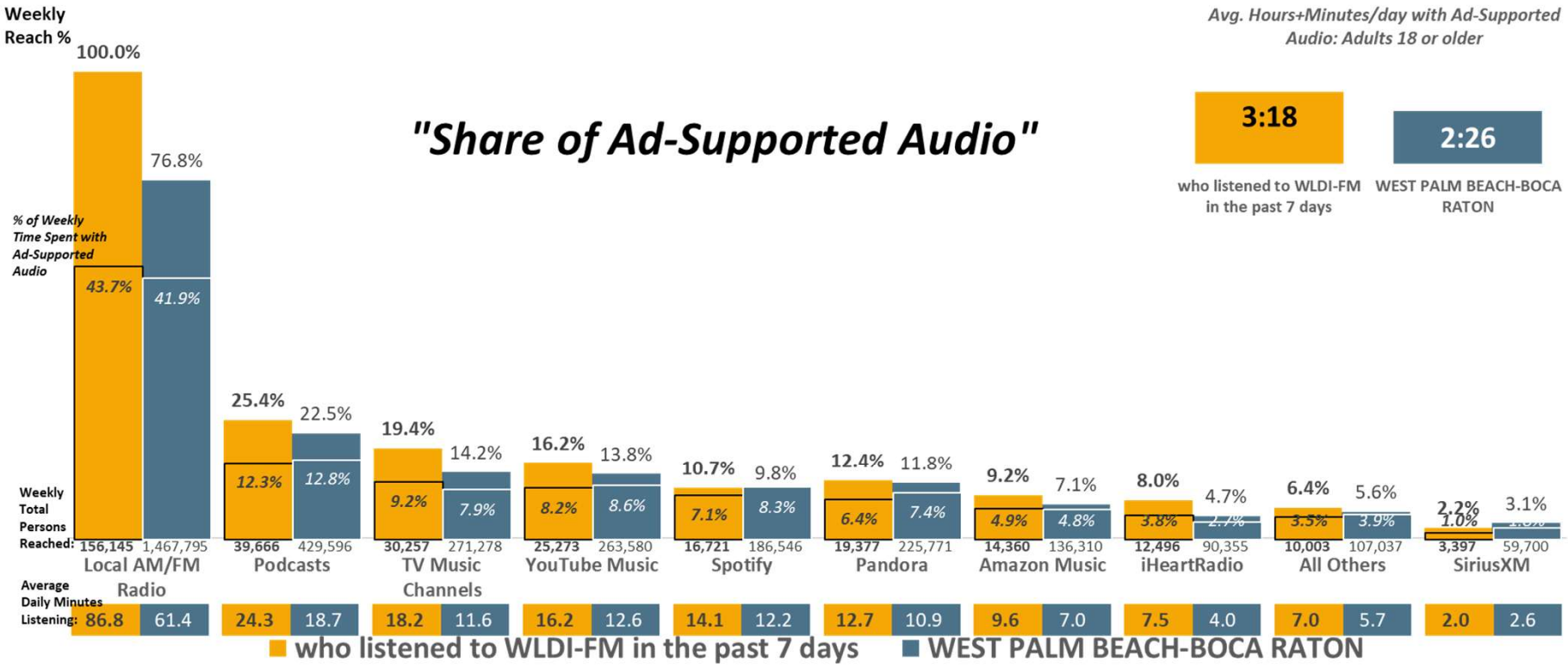
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

156,145 or 100.% of Adults 18 or older who listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.8 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

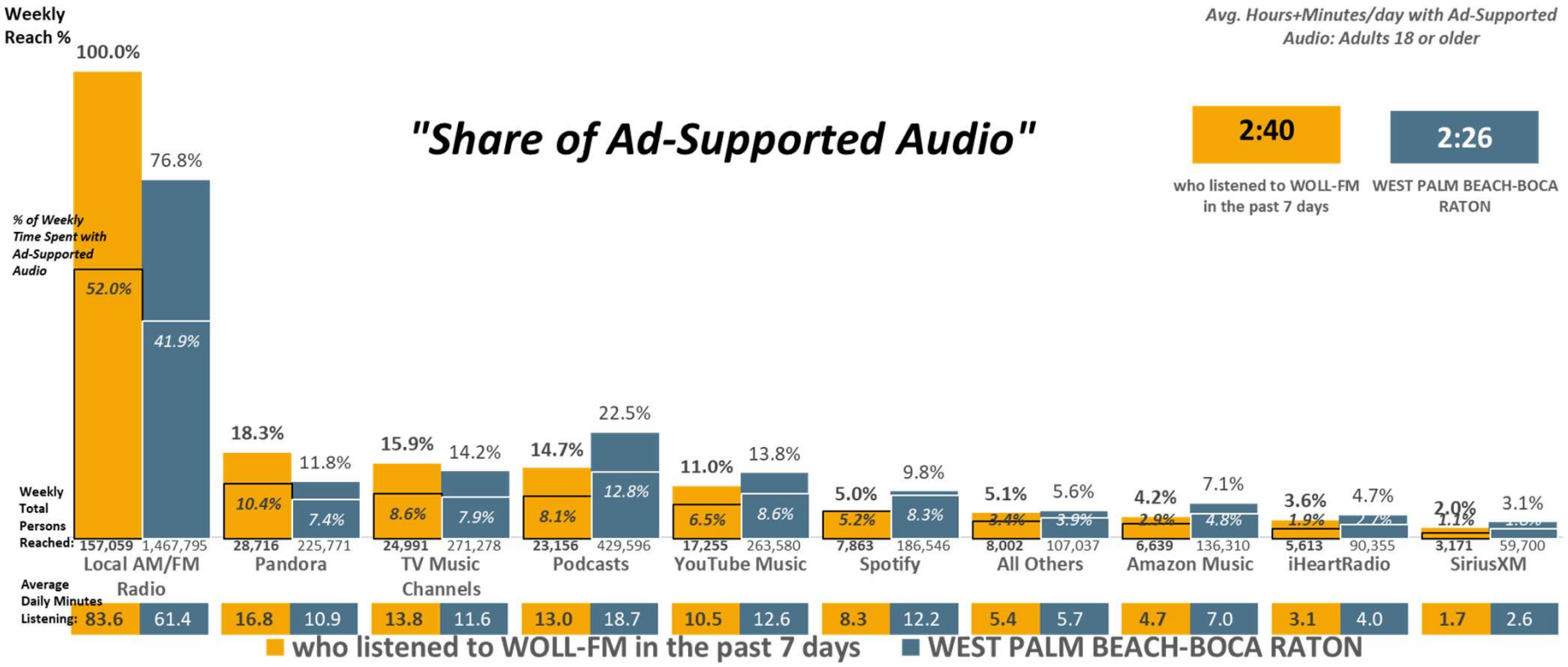


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

157,059 or 100.% of Adults 18 or older who listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.6 minutes every day representing 52.% of all time spent daily with Ad-Supported Audio.

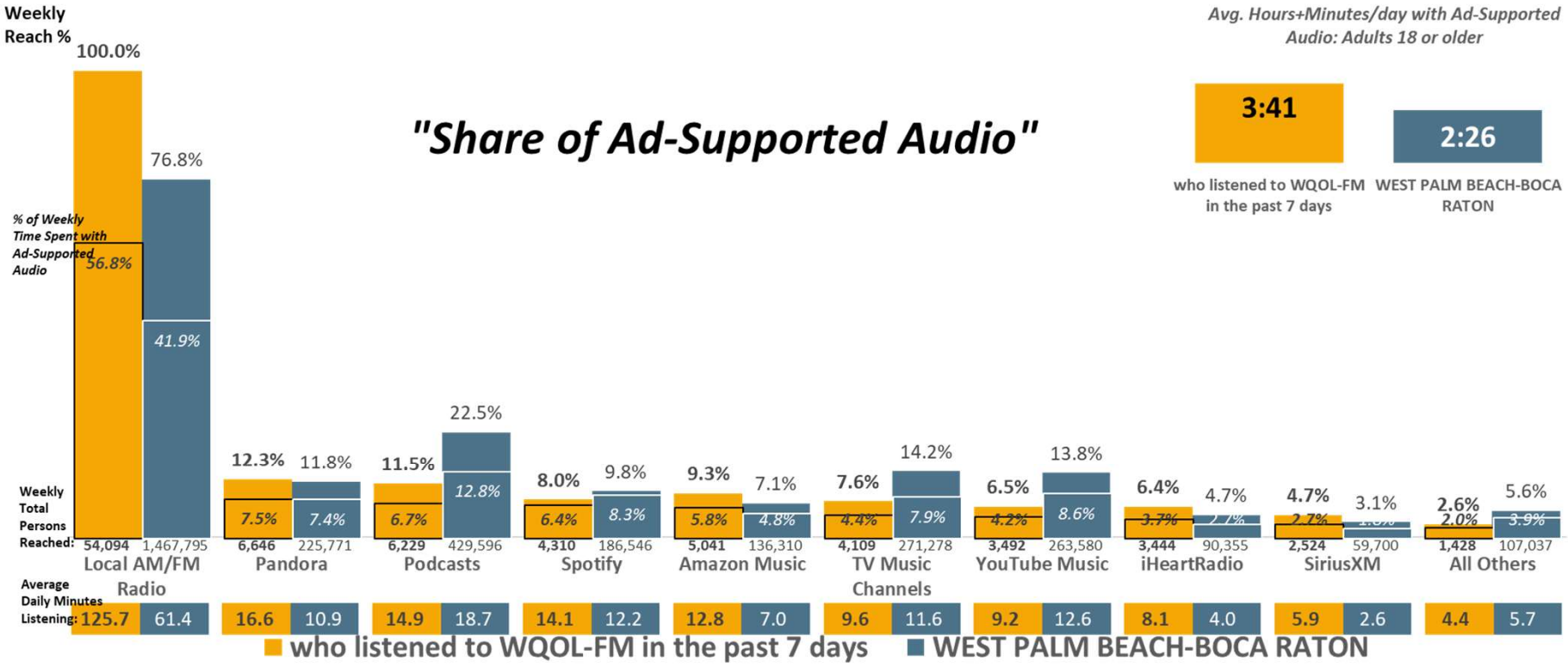


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WOLL-FM)

54,094 or 100.% of Adults 18 or older who listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 125.7 minutes every day representing 56.8% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

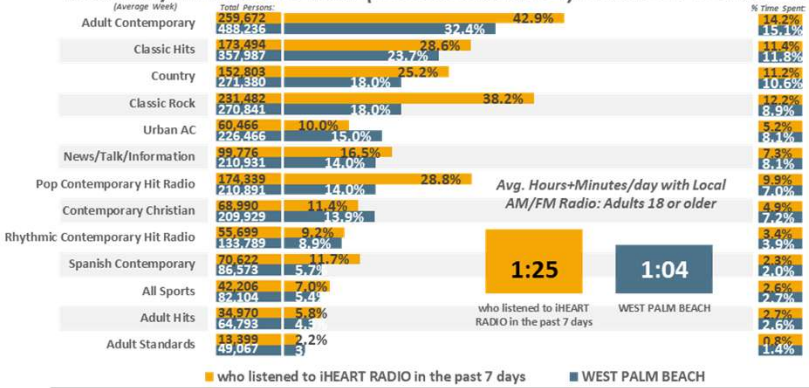
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

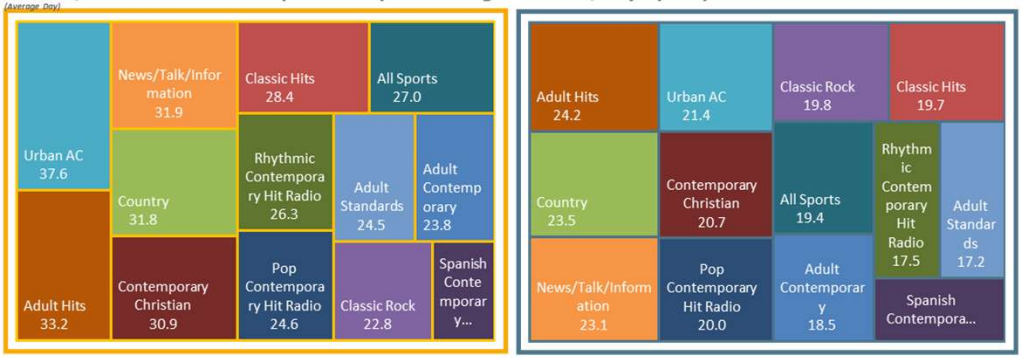
(Radio Stations: WQOL-FM)

605,819 or 100.% of Adults 18 or older who listened to iHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Country.

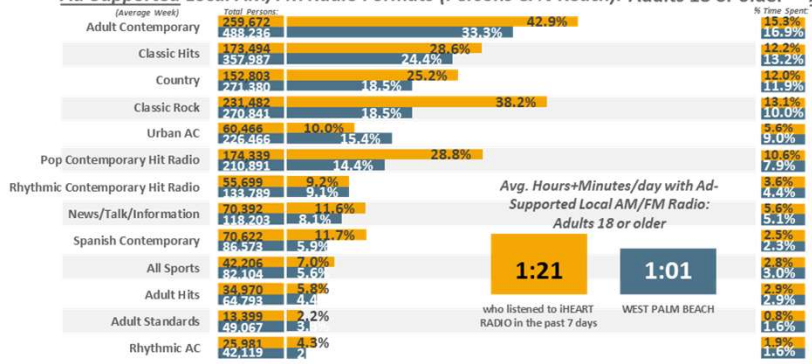
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



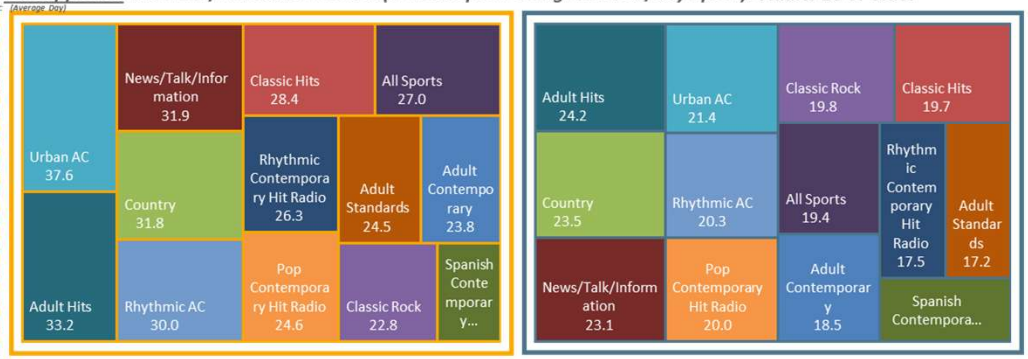
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

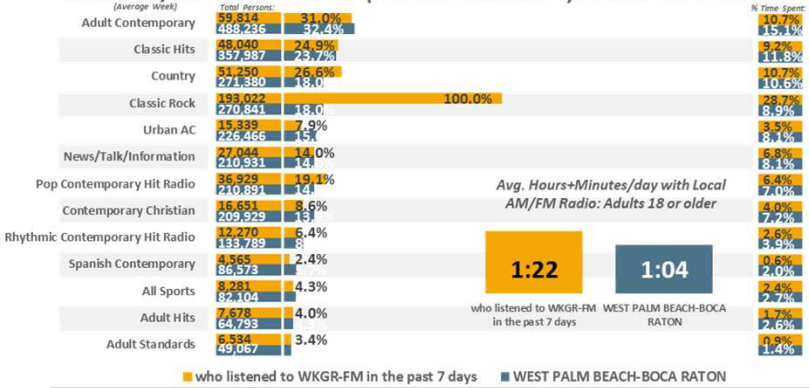
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

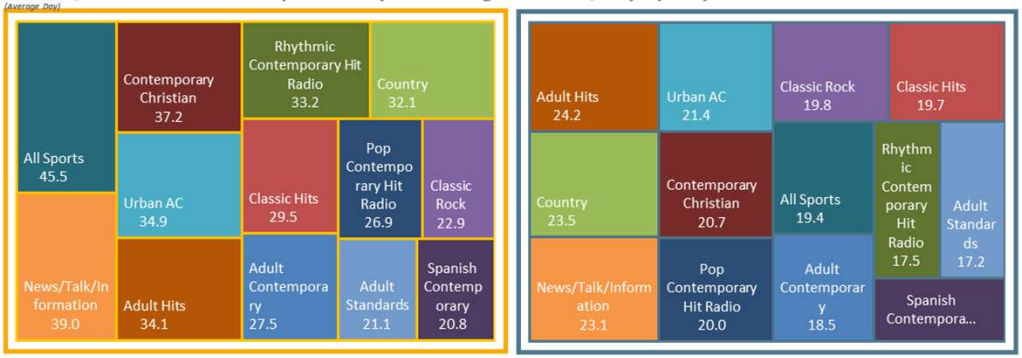
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

193,022 or 100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, Classic Hits, and Pop Contemporary Hit Radio.

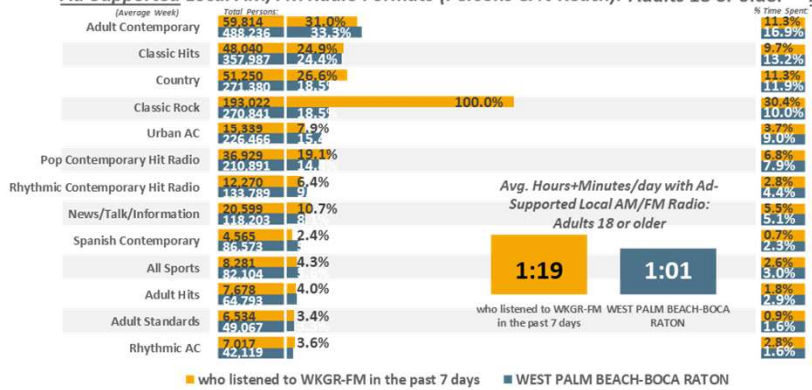
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



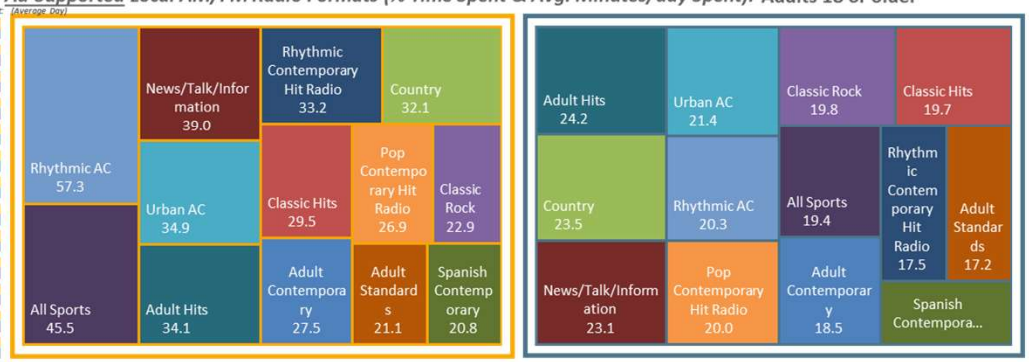
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

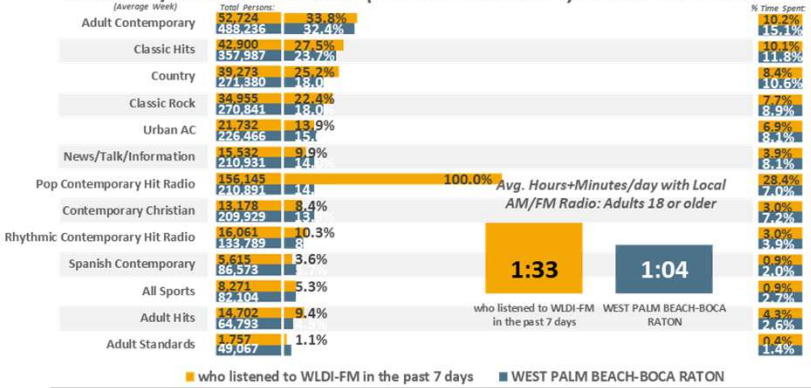
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

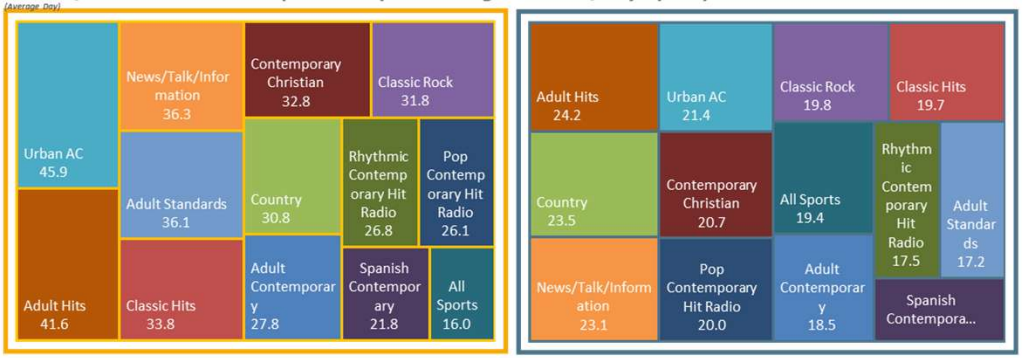
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

156,145 or 100.% of Adults 18 or older who listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Classic Rock.

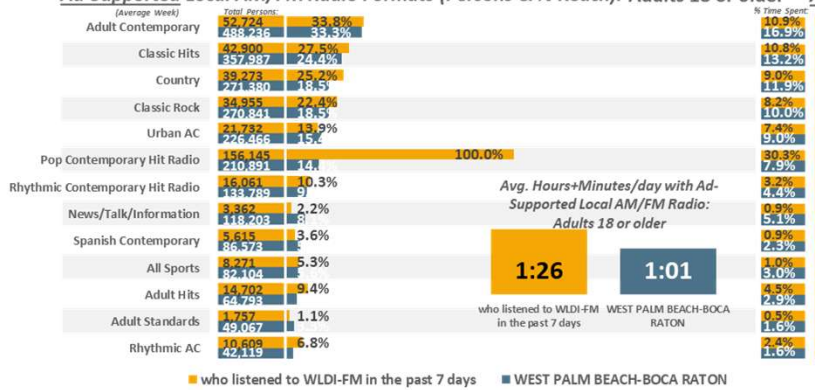
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



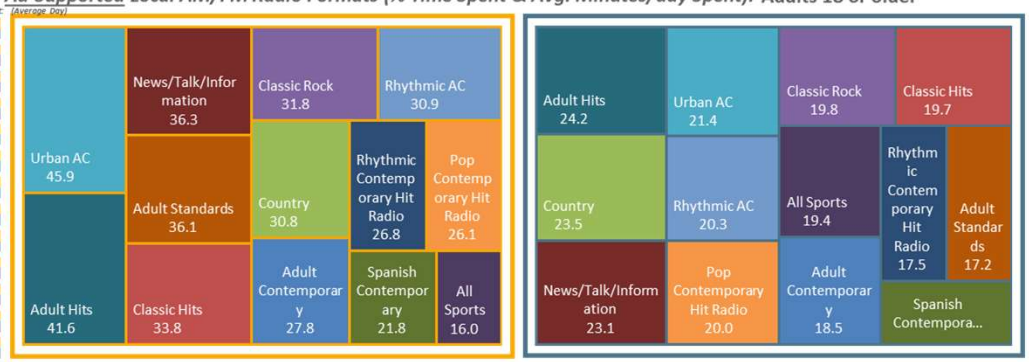
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

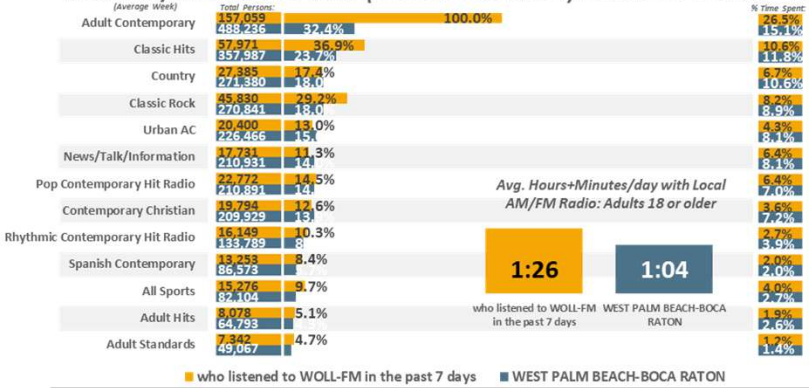
soefa.ai Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

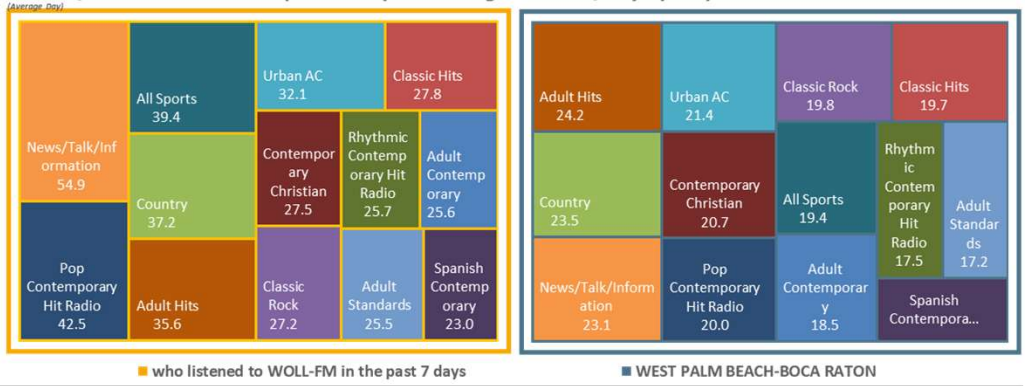
TODAY'S KOOL 105.5

157,059 or 100.% of Adults 18 or older who listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

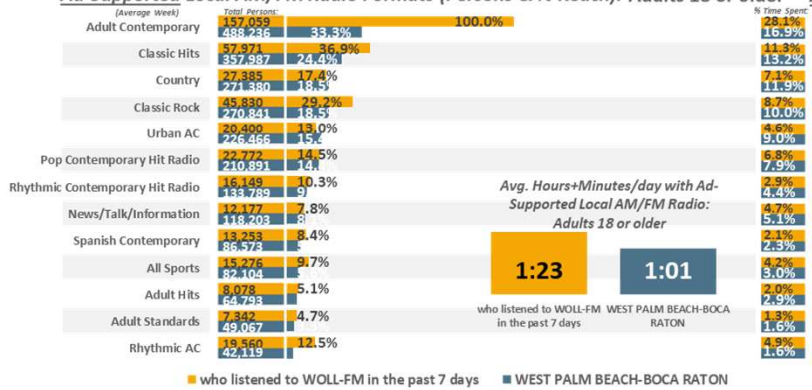
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



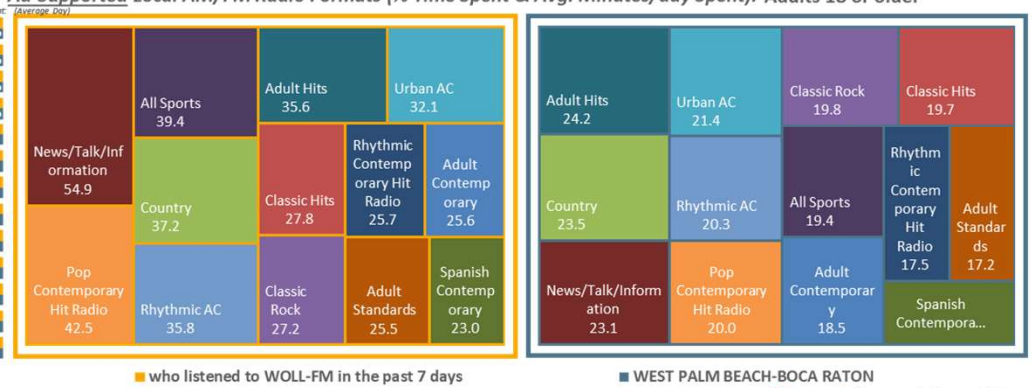
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

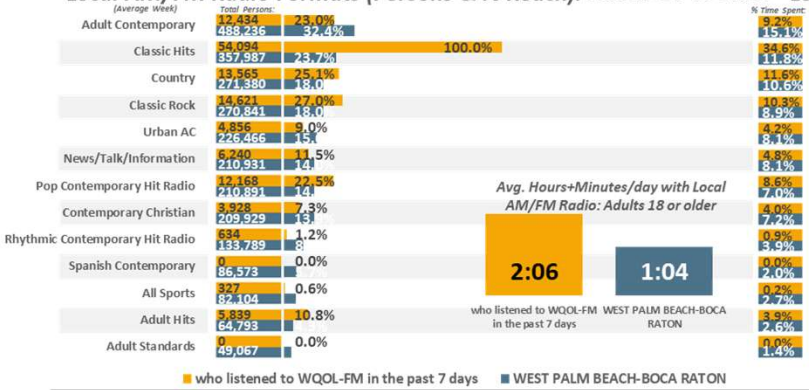
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

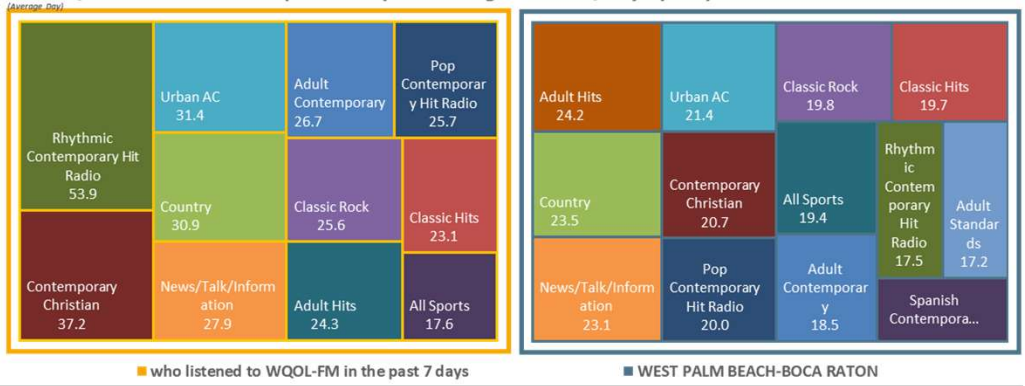
(Radio Stations: WOLL-FM)

54,094 or 100.% of Adults 18 or older who listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Country, Adult Contemporary, and Pop Contemporary Hit Radio.

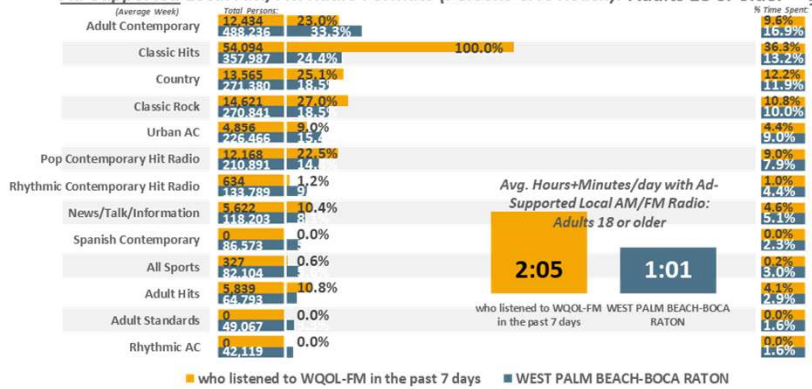
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



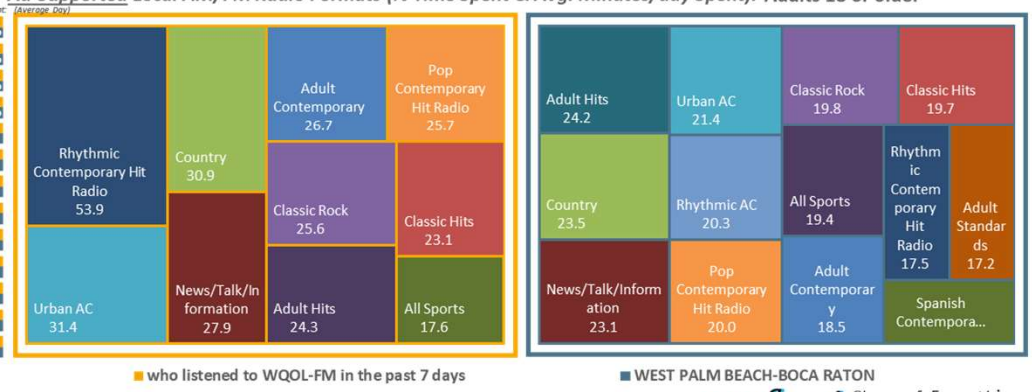
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

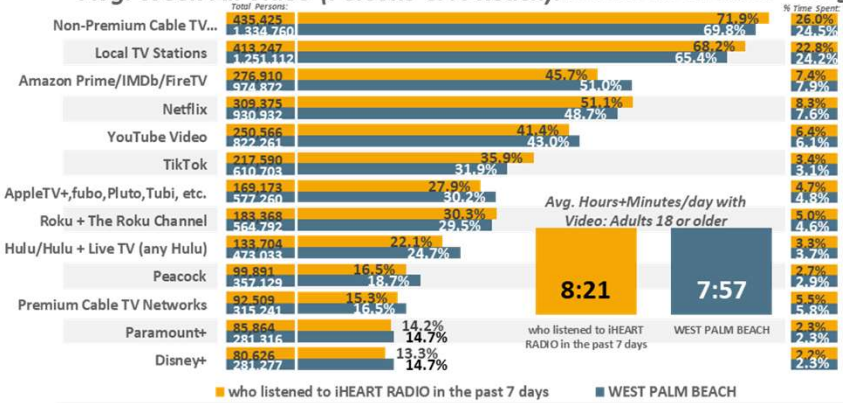
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

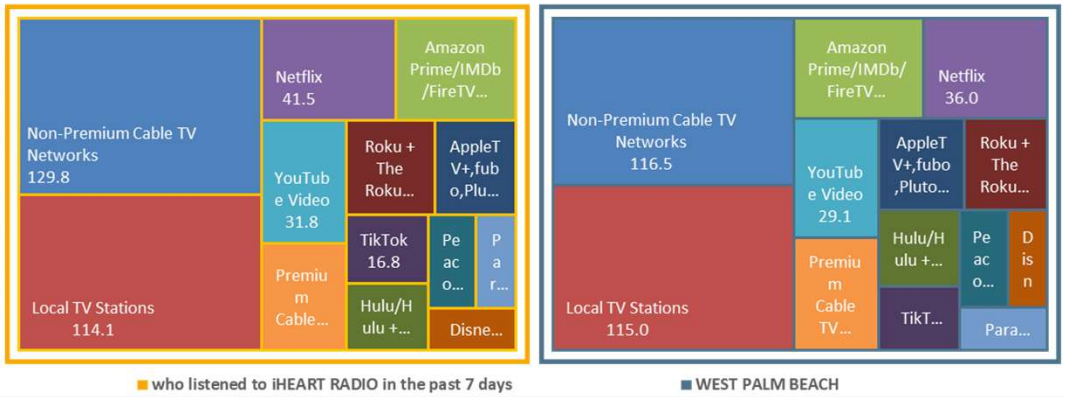
(Radio Stations: WQOL-FM)

407,921 or 67.3% of Adults 18 or older who listened to iHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

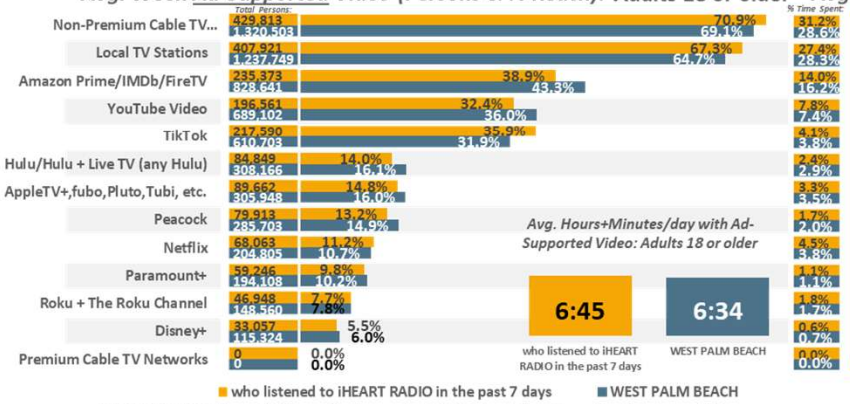
Avg. Week All Video (Persons & % Reach): Adults 18 or older



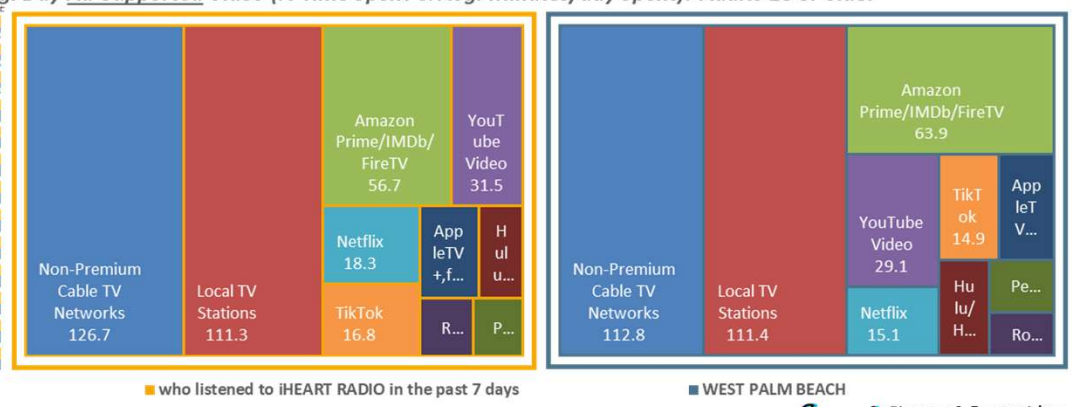
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

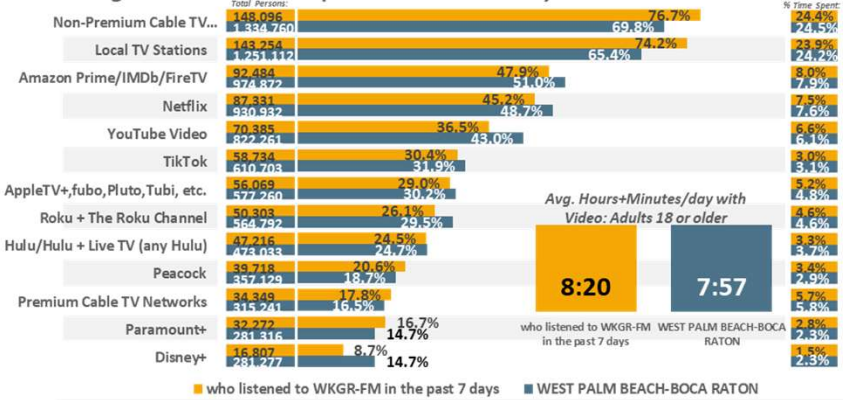
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

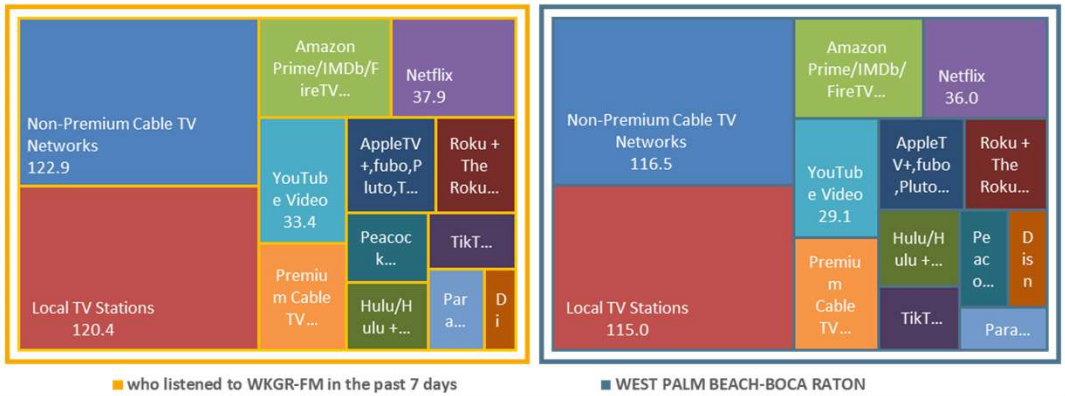


141,464 or 73.3% of Adults 18 or older who listened to WKGR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.8 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

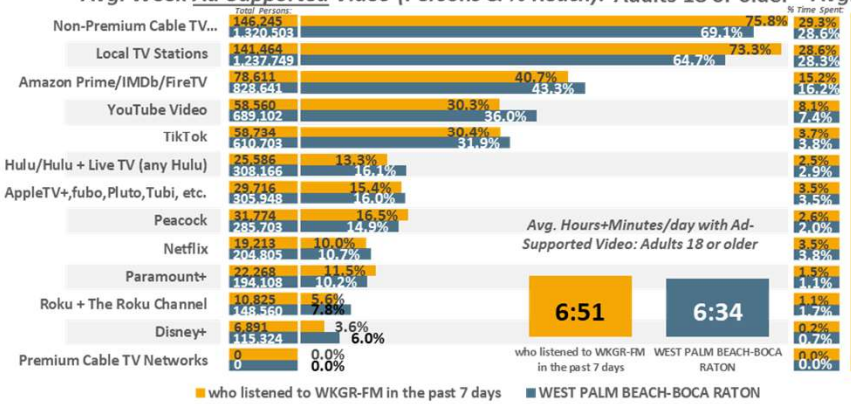


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

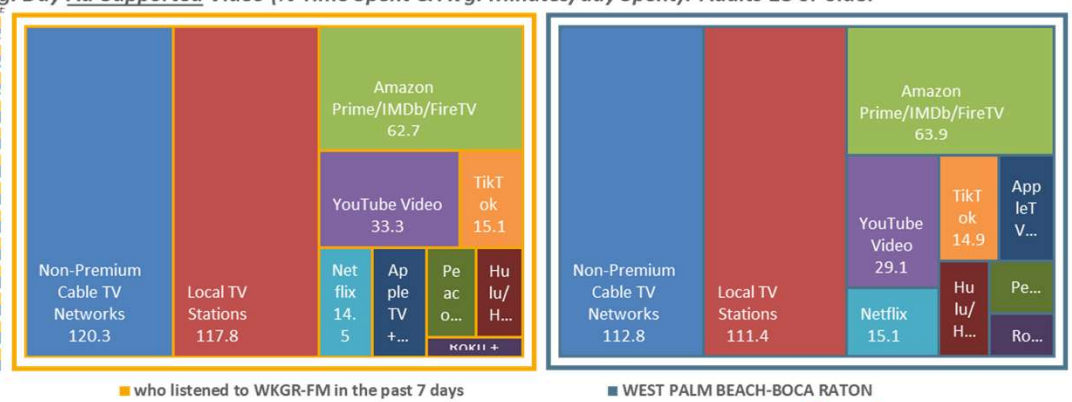


who listened to WKGR-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who listened to WKGR-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

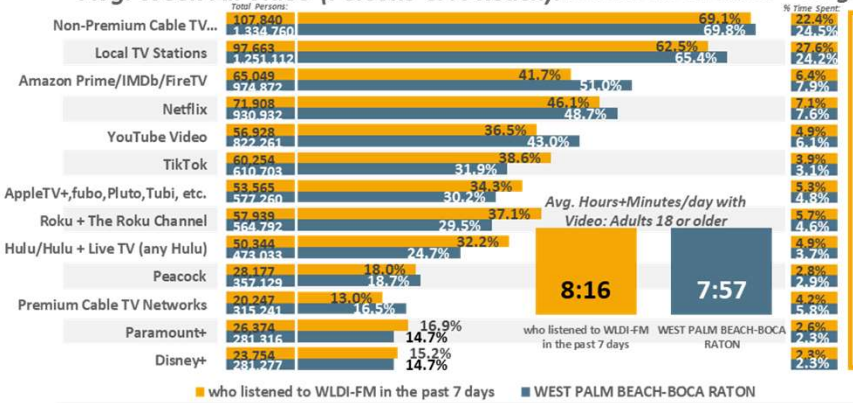
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

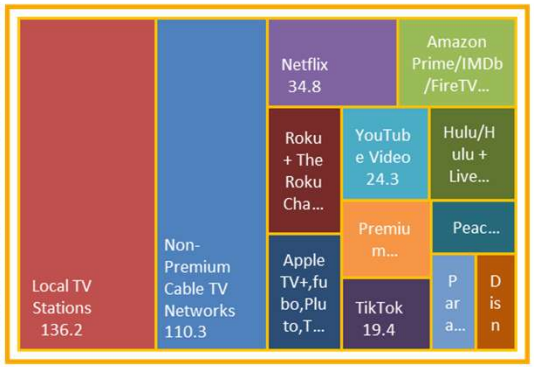
(Radio Stations: WKGR-FM)

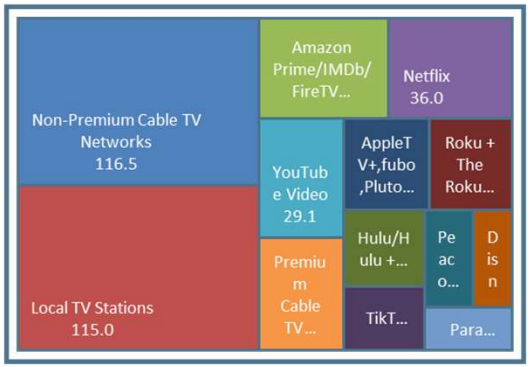
96,545 or 61.8% of Adults 18 or older who listened to WLDI-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 132.2 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

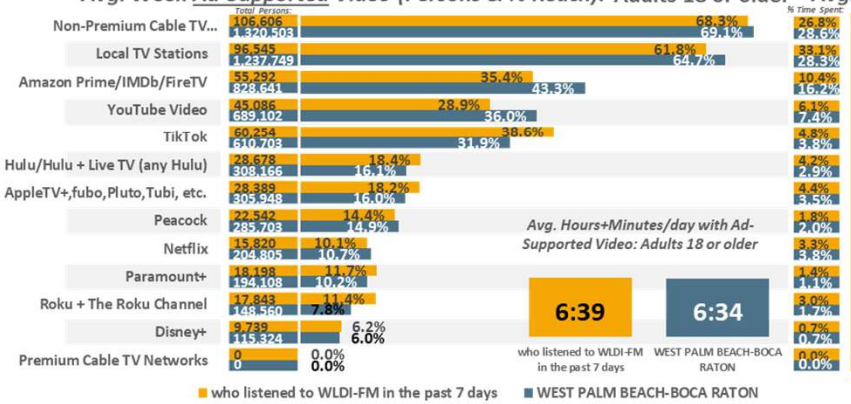


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

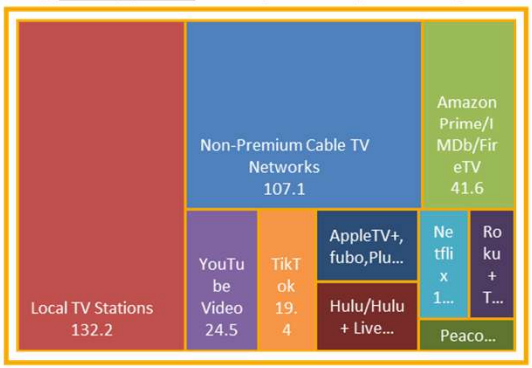


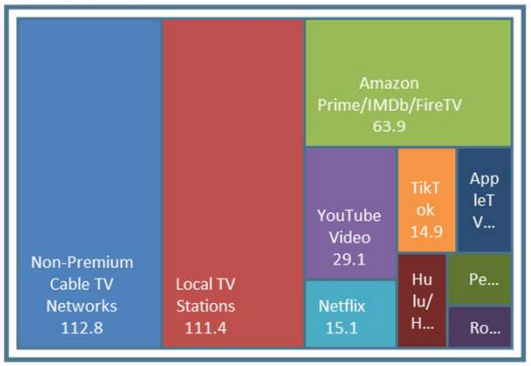


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

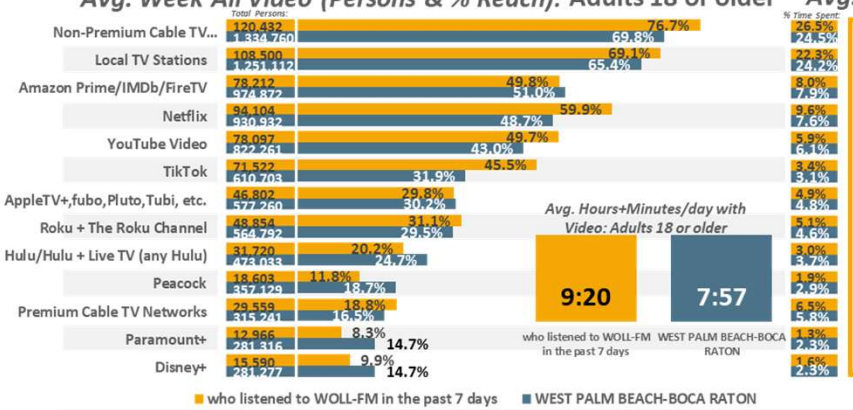
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

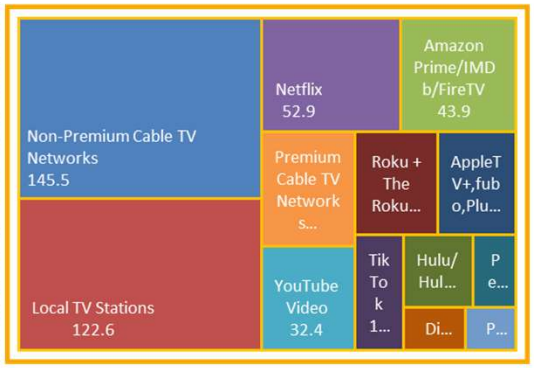
(Radio Stations: WLDI-FM)

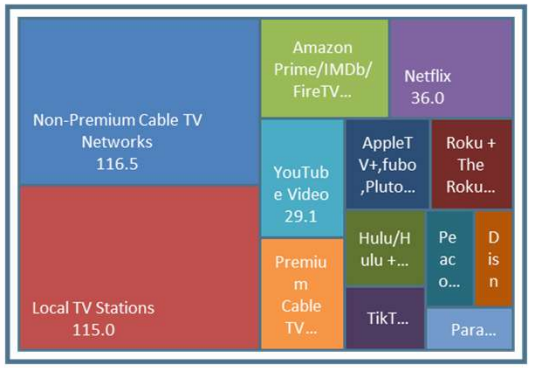
106,592 or 67.9% of Adults 18 or older who listened to WOLL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 120. minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

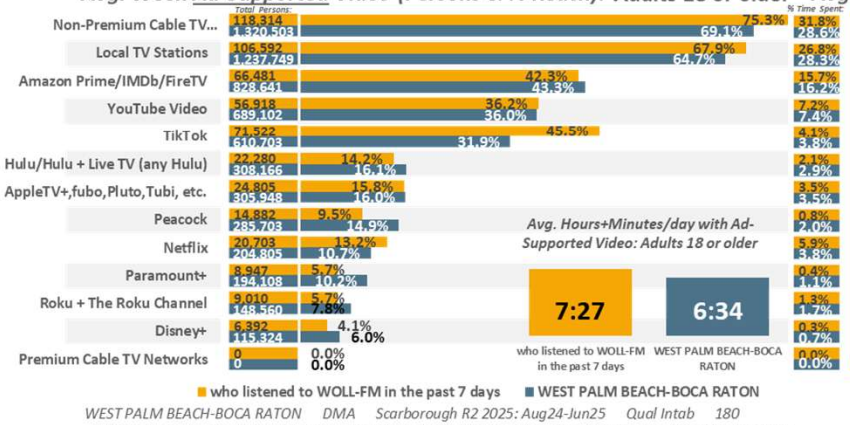


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

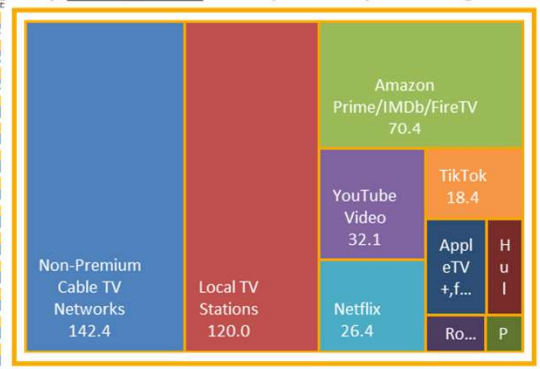


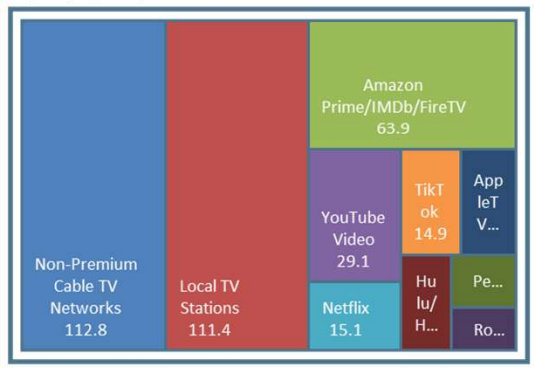


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

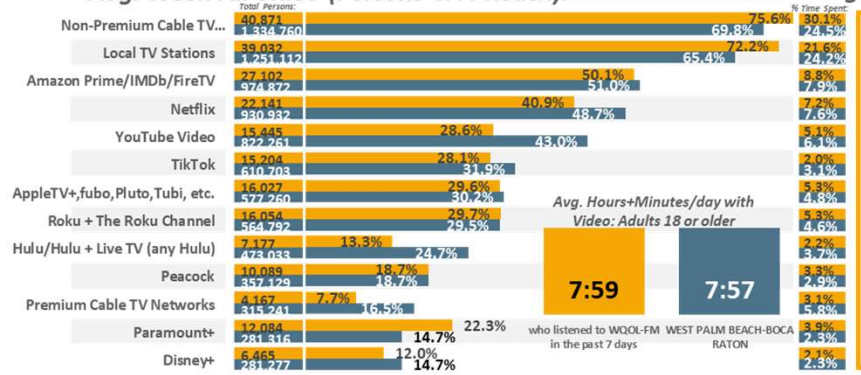
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

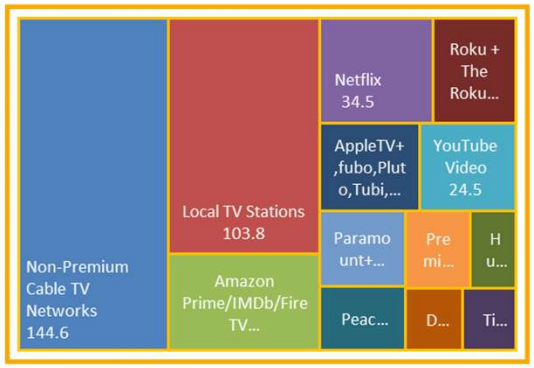
(Radio Stations: WOLL-FM)

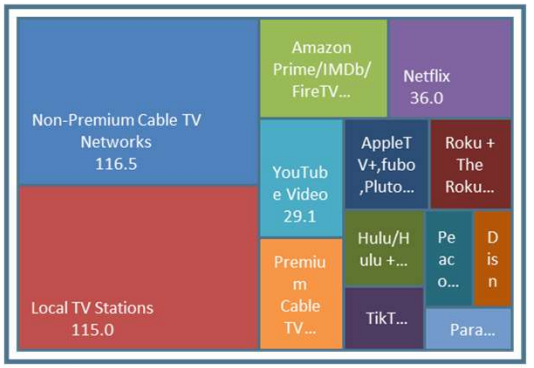
38,460 or 71.1% of Adults 18 or older who listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.1 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



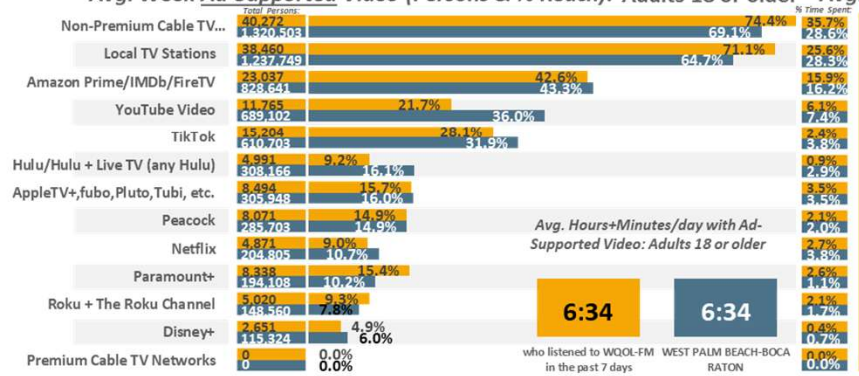
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



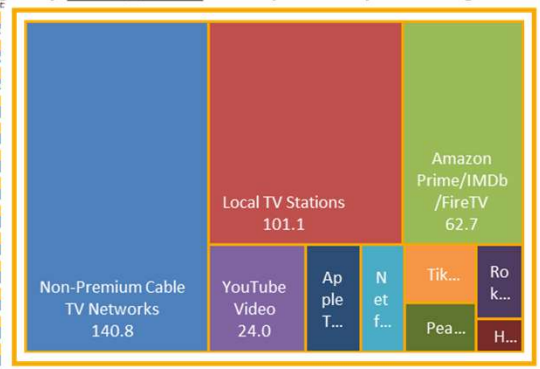


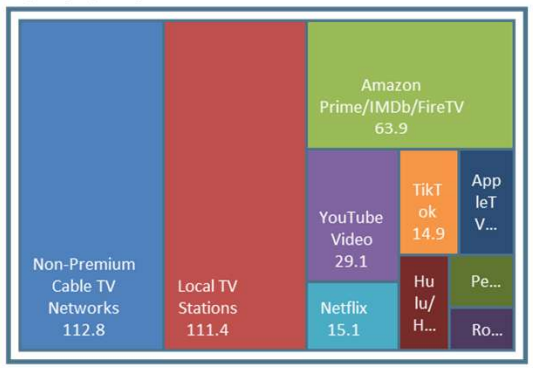
■ who listened to WQOL-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





■ who listened to WQOL-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

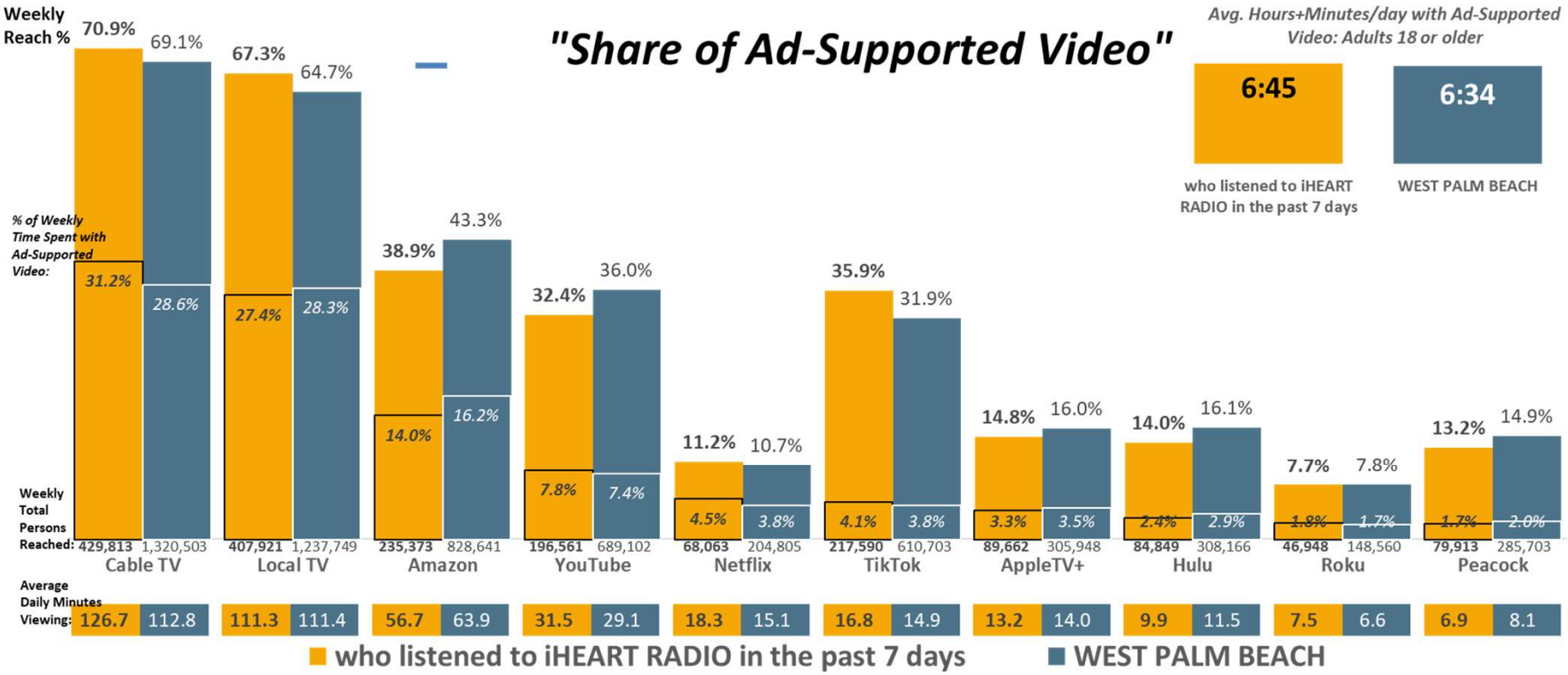
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WQOL-FM)

407,921 or 67.3% of Adults 18 or older who listened to iHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

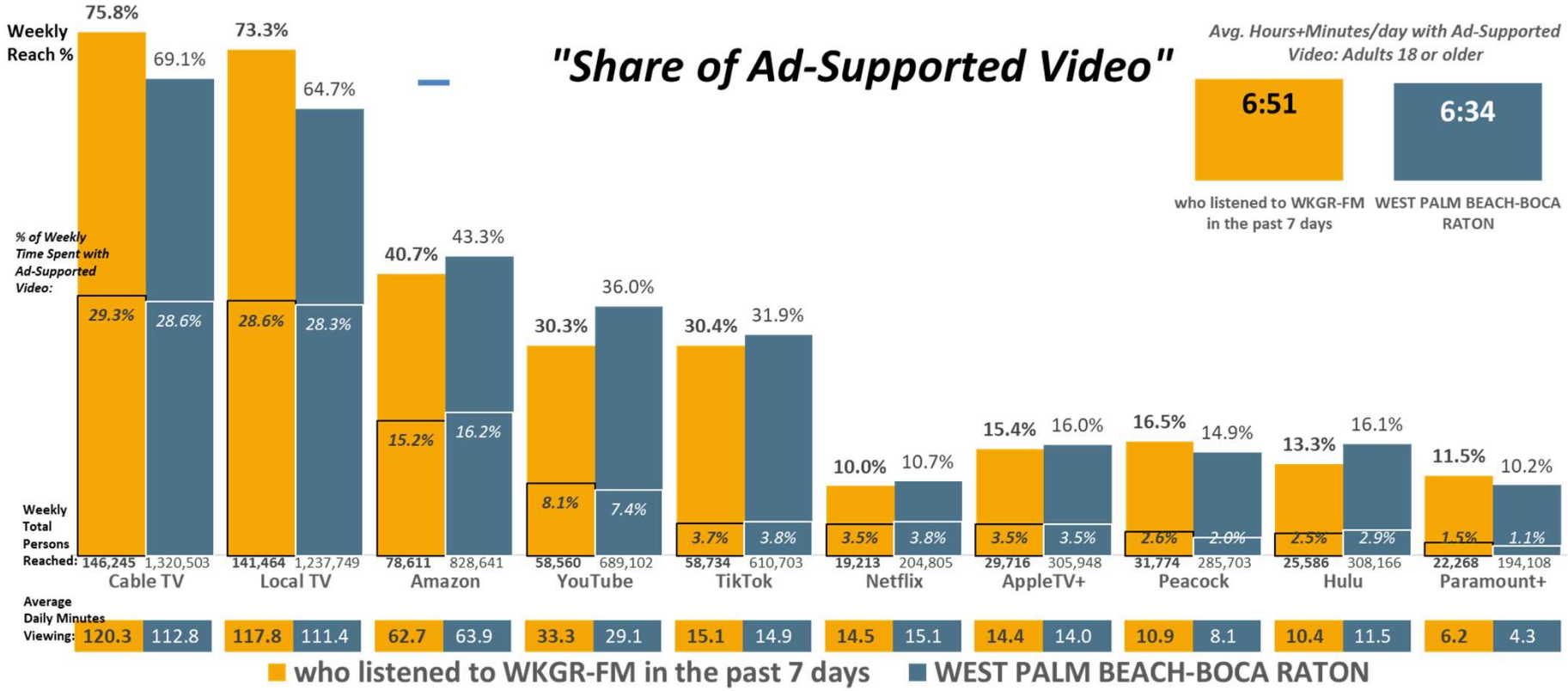
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

141,464 or 73.3% of Adults 18 or older who listened to WKGR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.8 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.



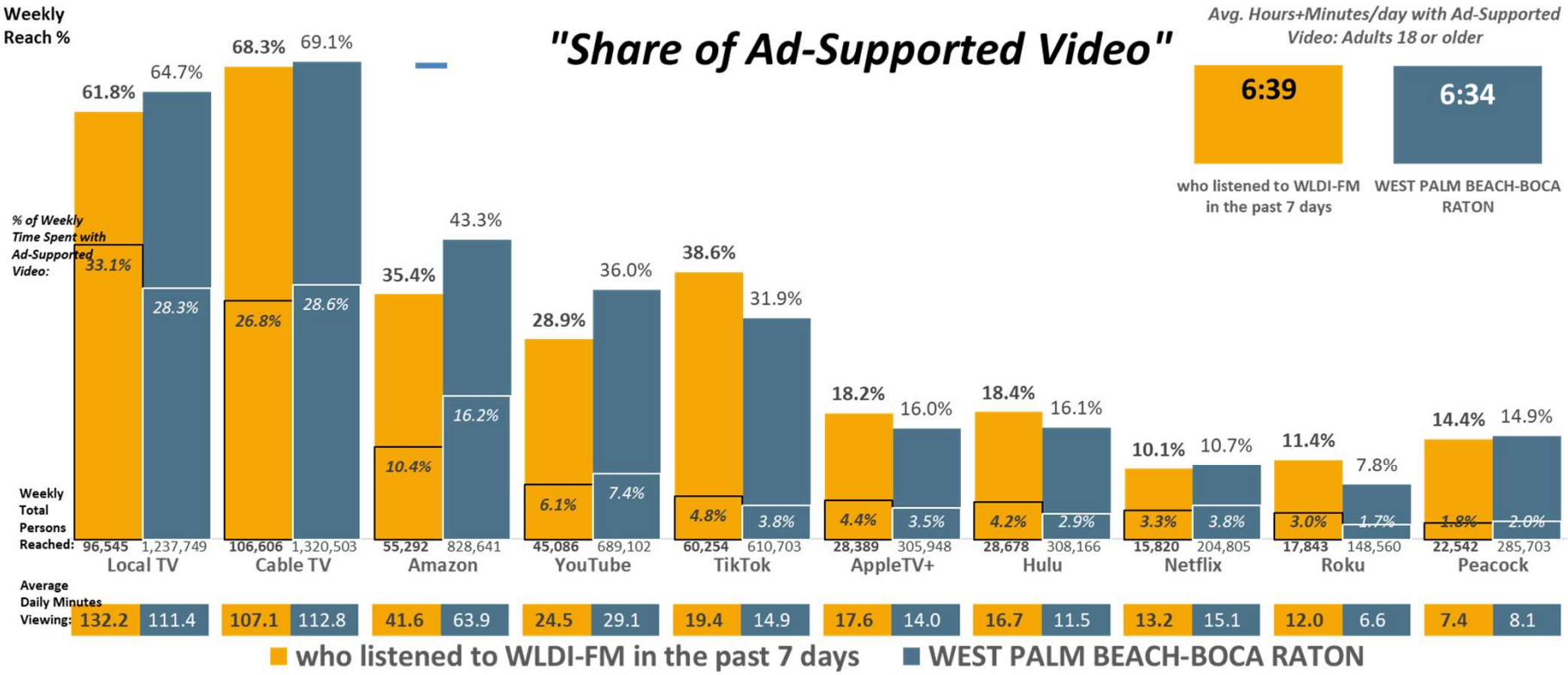
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

96,545 or 61.8% of Adults 18 or older who listened to WLDI-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 132.2 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.



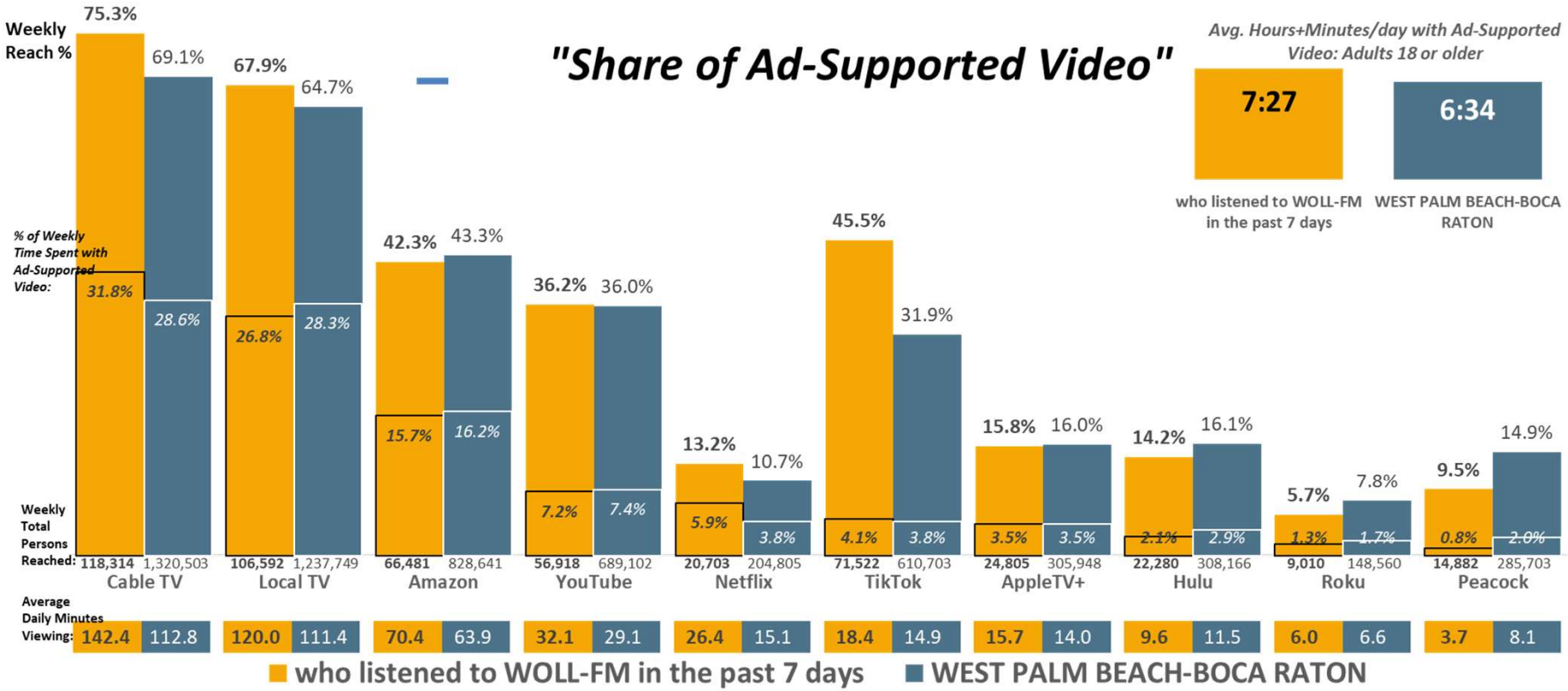
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

106,592 or 67.9% of Adults 18 or older who listened to WOLL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 120. minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



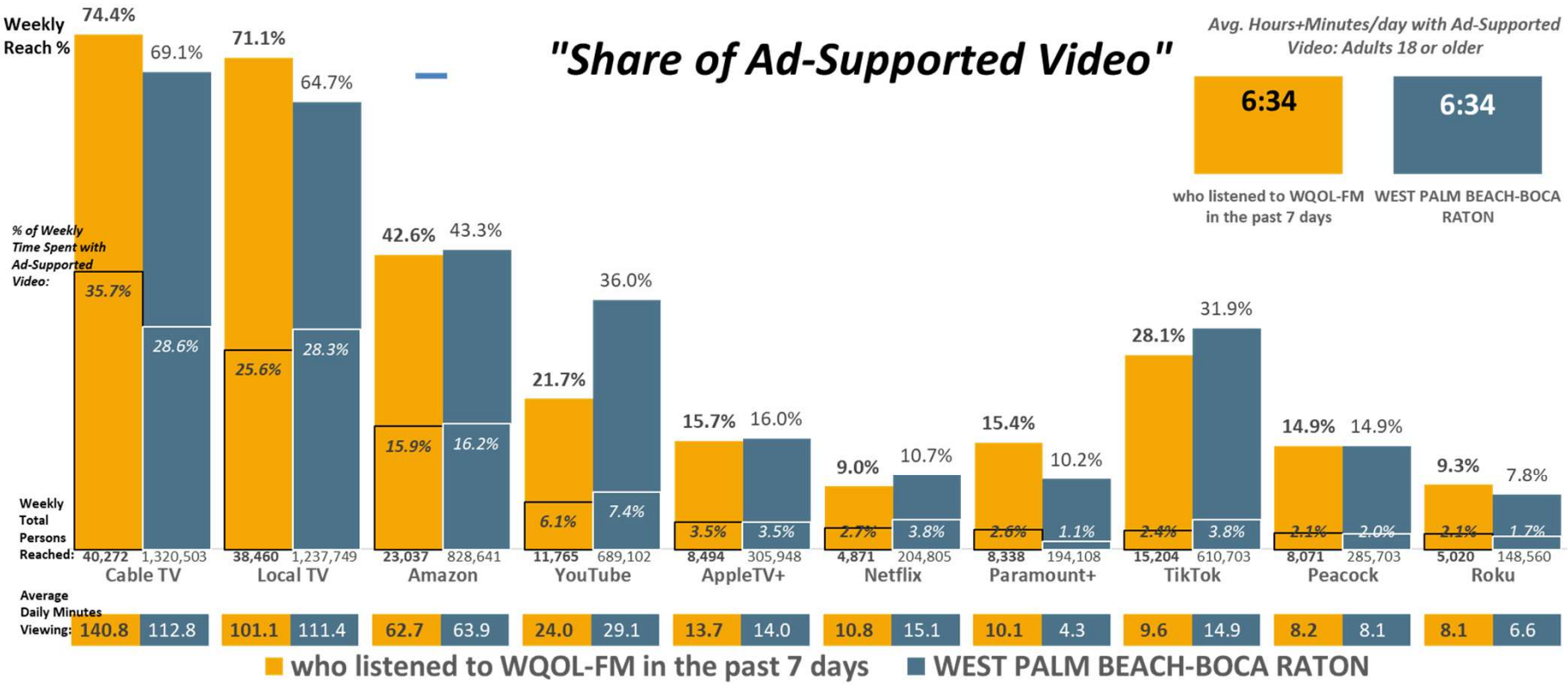
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WOLL-FM)

38,460 or 71.1% of Adults 18 or older who listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.1 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

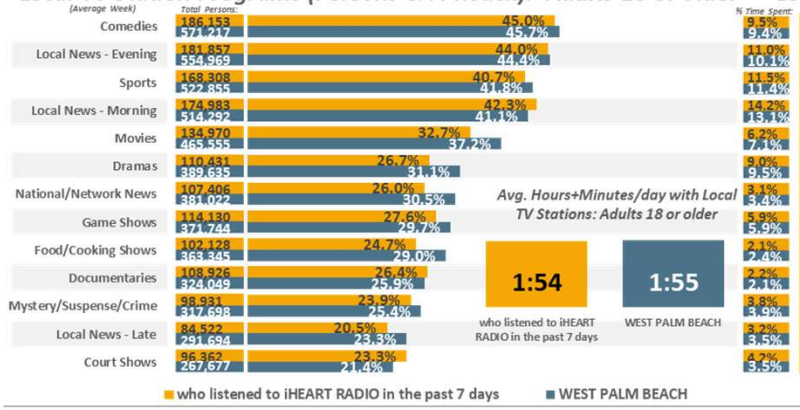
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

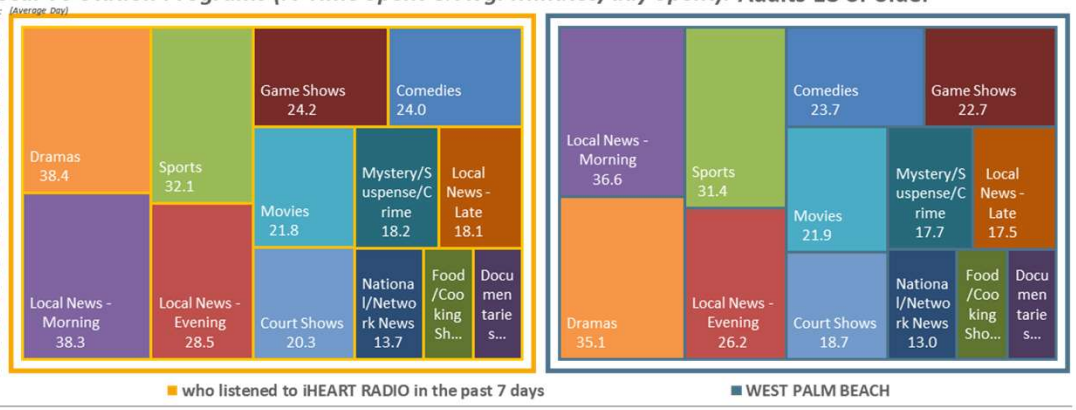
(Radio Stations: WQOL-FM)

407,921 or 67.3% of Adults 18 or older who listened to iHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Movies, and Game Shows.

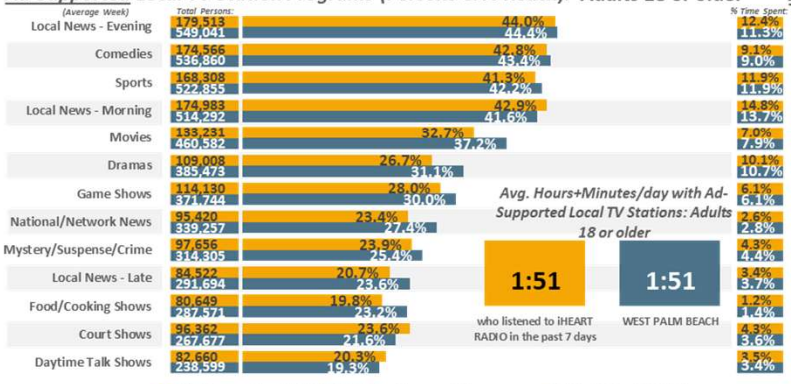
Local TV Station Programs (Persons & % Reach): Adults 18 or older



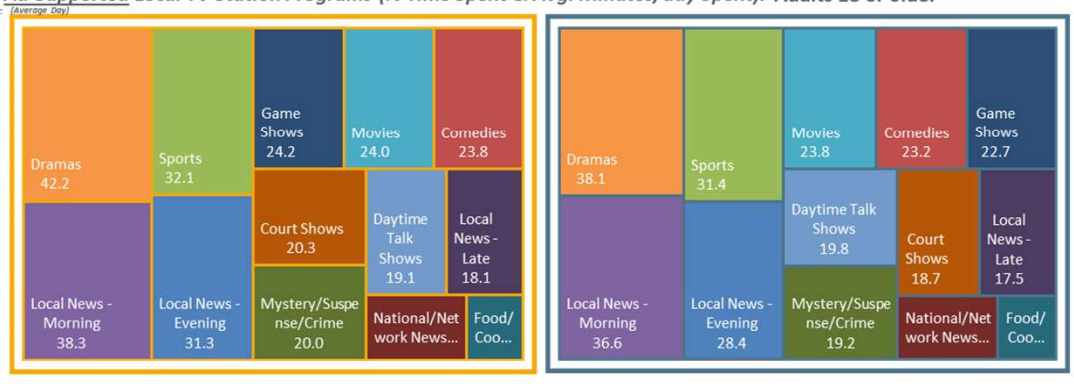
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

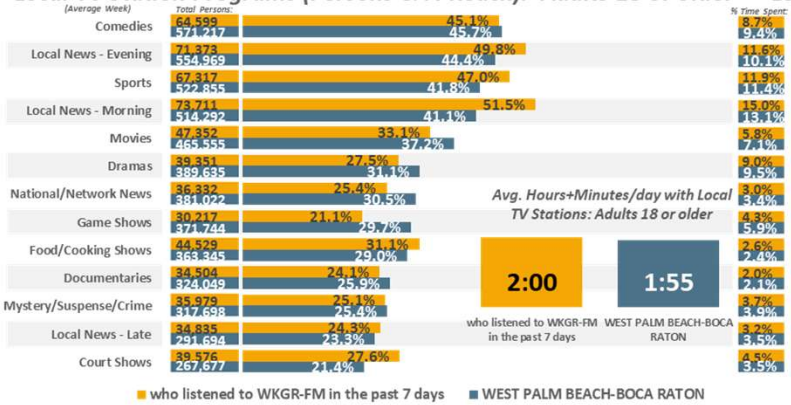
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

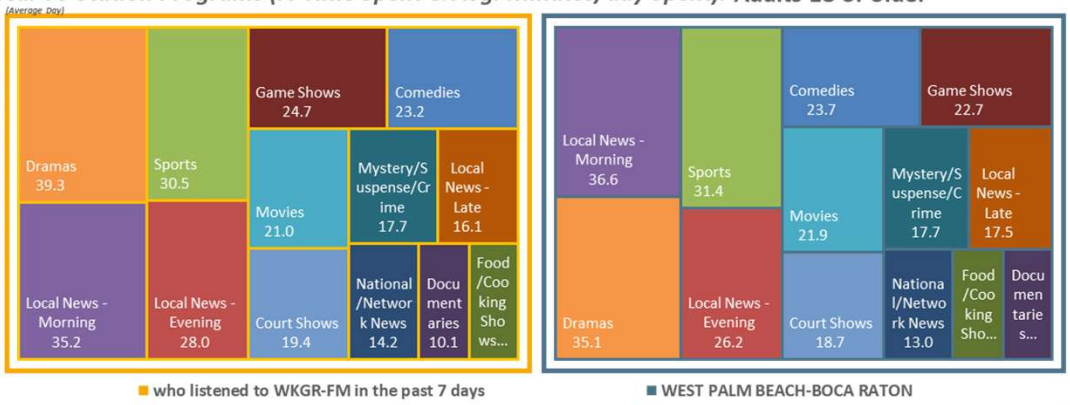
GATER 98.7fm

141,464 or 73.3% of Adults 18 or older who listened to WKGR-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Movies, and Court Shows.

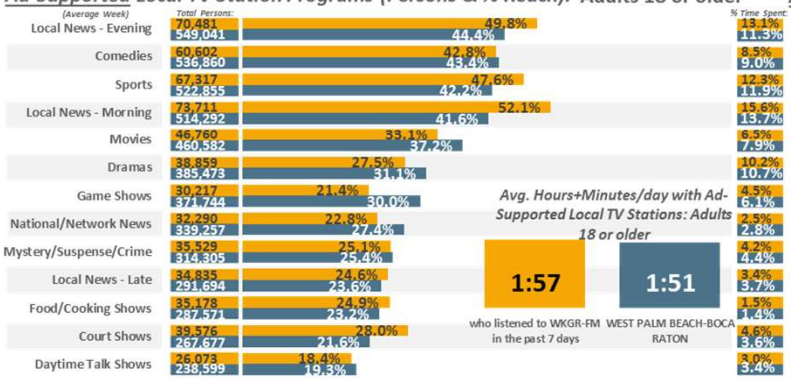
Local TV Station Programs (Persons & % Reach): Adults 18 or older



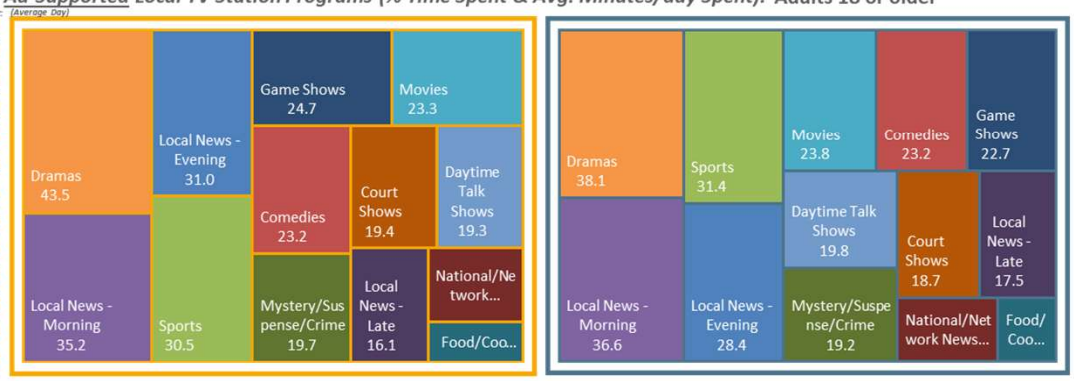
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

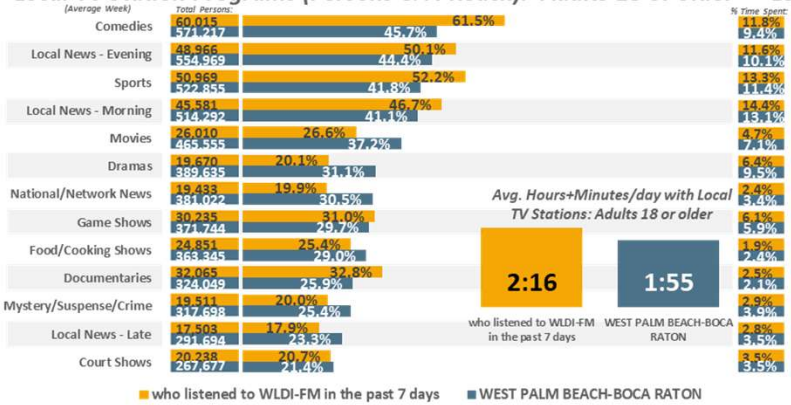
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

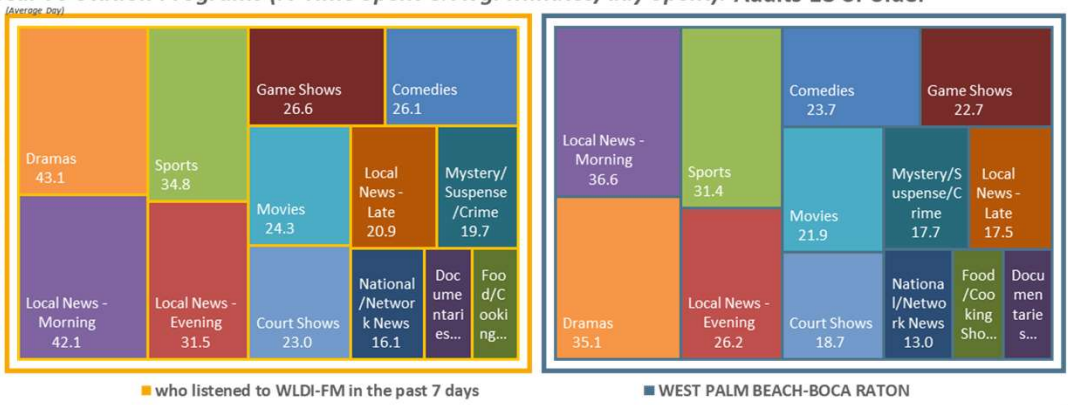
(Radio Stations: WKGR-FM)

96,545 or 61.8% of Adults 18 or older who listened to WLDI-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Game Shows, and Daytime Talk Shows.

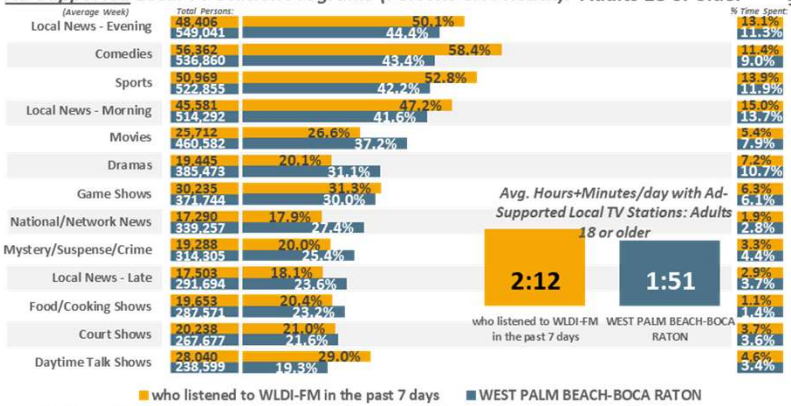
Local TV Station Programs (Persons & % Reach): Adults 18 or older



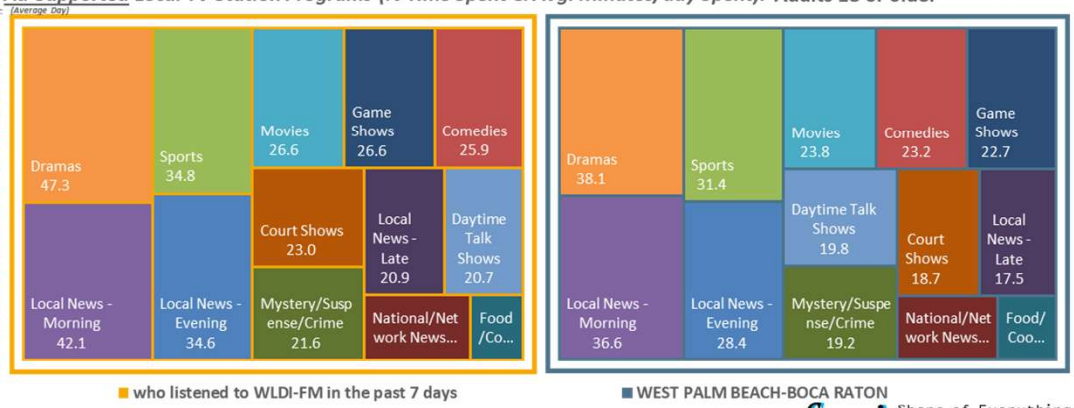
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

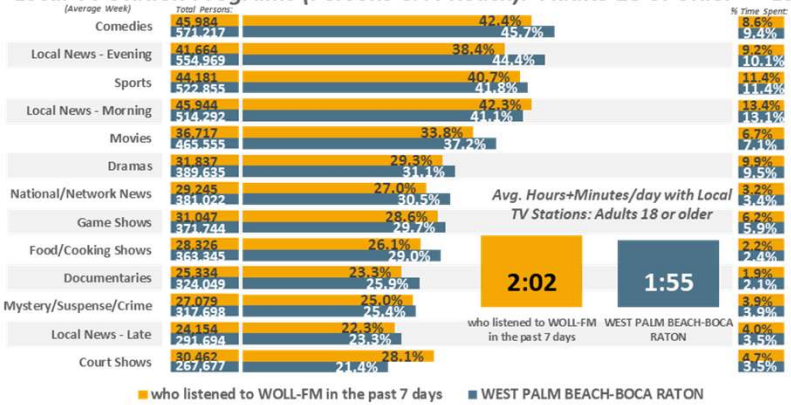
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

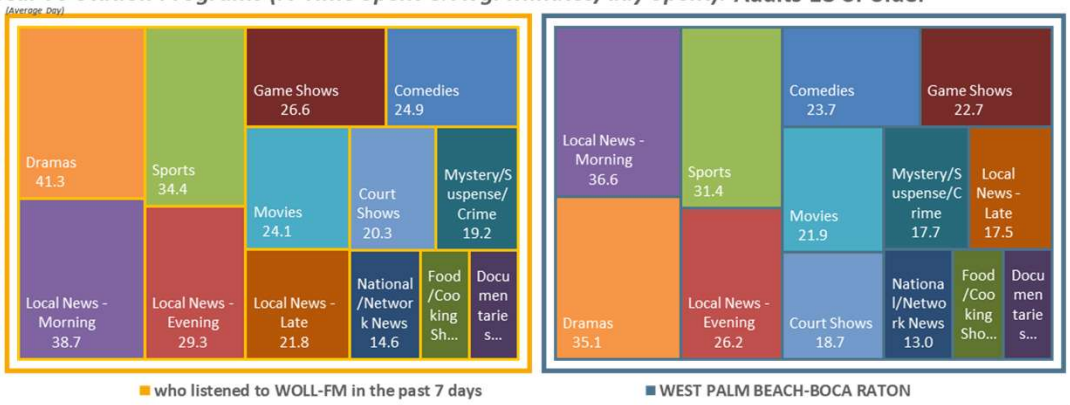
(Radio Stations: WLDI-FM)

106,592 or 67.9% of Adults 18 or older who listened to WOLL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Comedies, Local News - Evening, Movies, and Dramas.

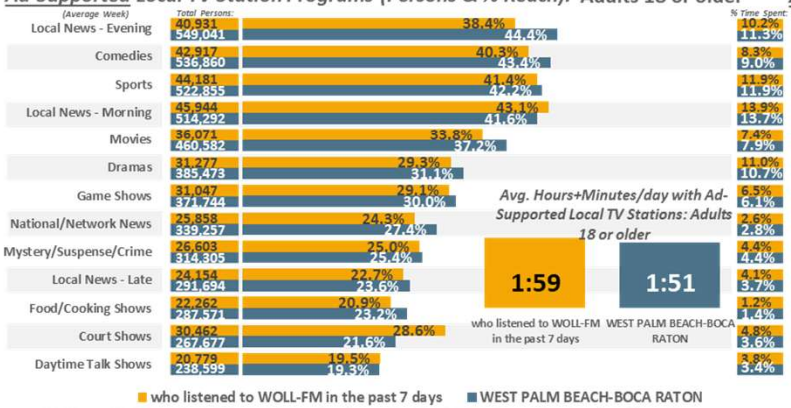
Local TV Station Programs (Persons & % Reach): Adults 18 or older



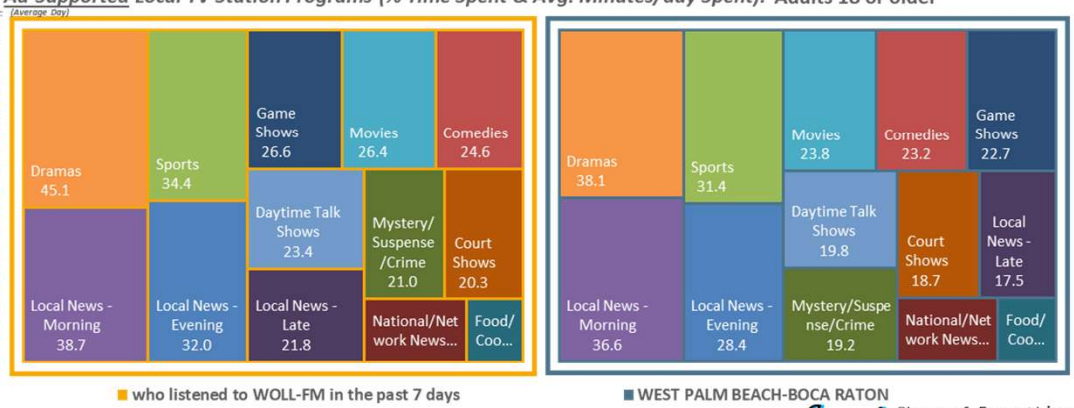
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

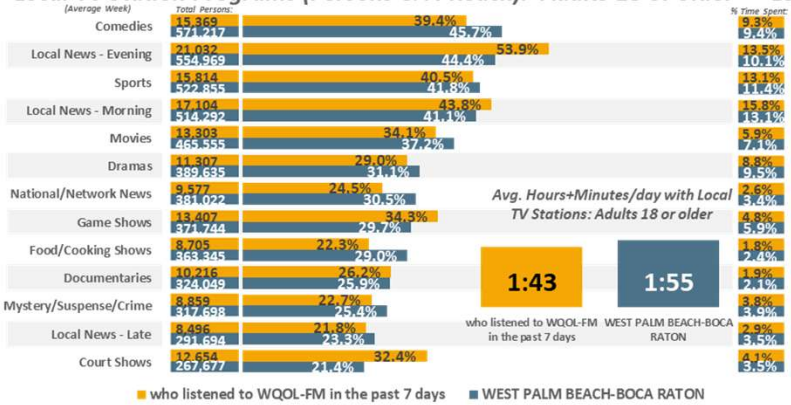
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

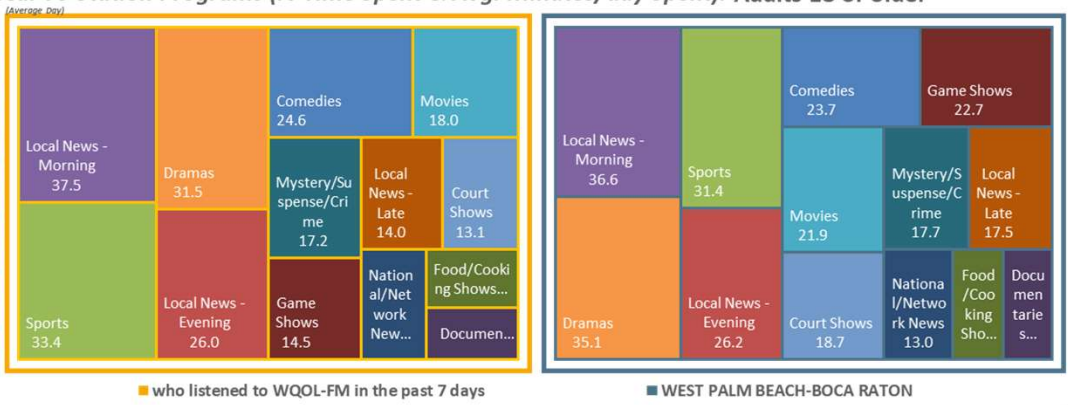
(Radio Stations: WOLL-FM)

38,460 or 71.1% of Adults 18 or older who listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

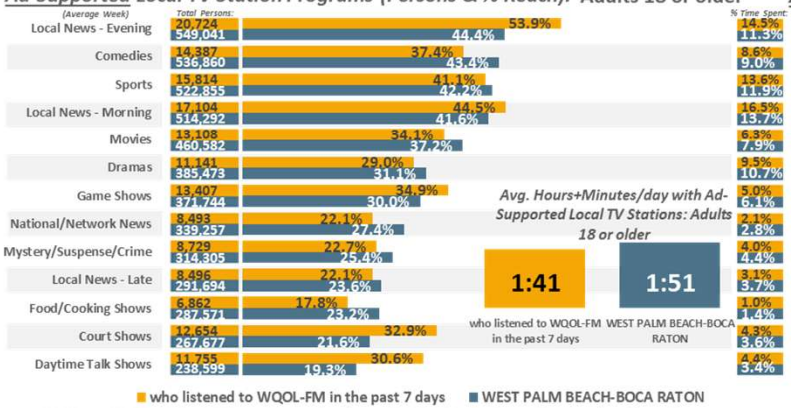
Local TV Station Programs (Persons & % Reach): Adults 18 or older



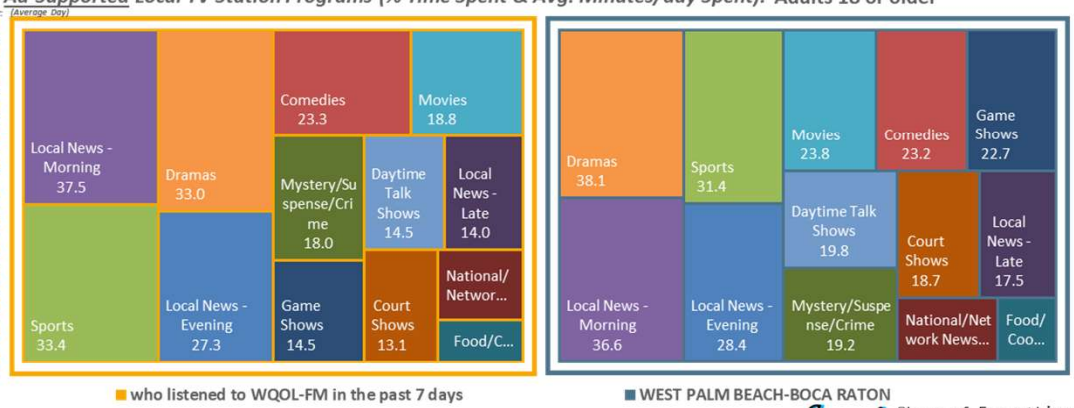
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

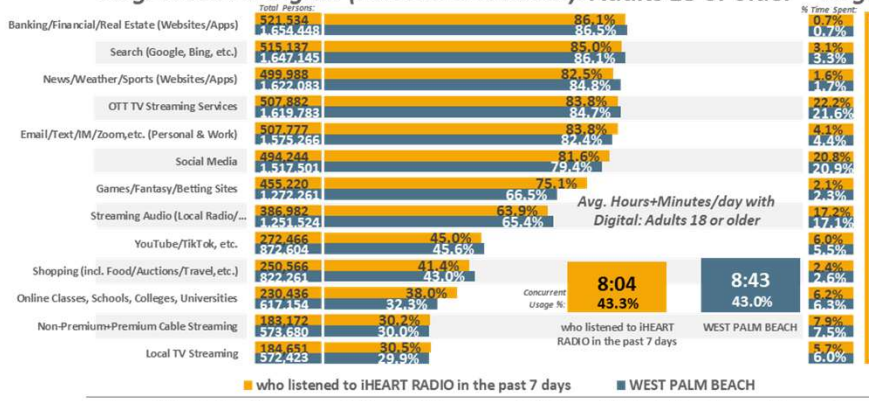
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

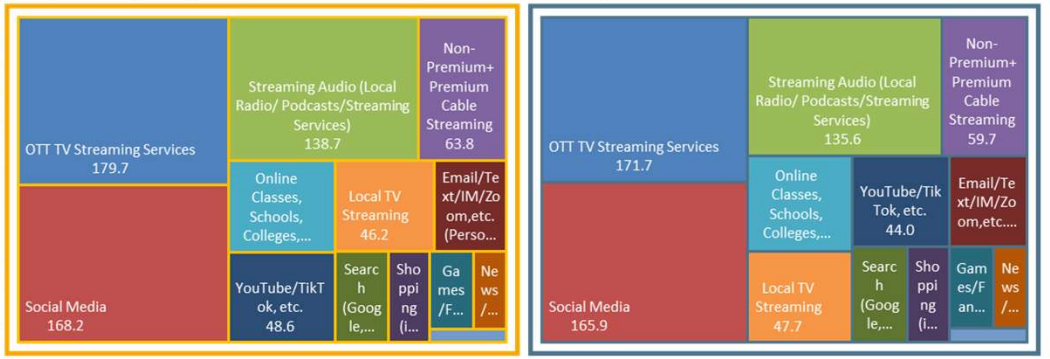
(Radio Stations: WQOL-FM)

433,288 or 71.5% of Adults 18 or older who listened to iHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 147.4 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

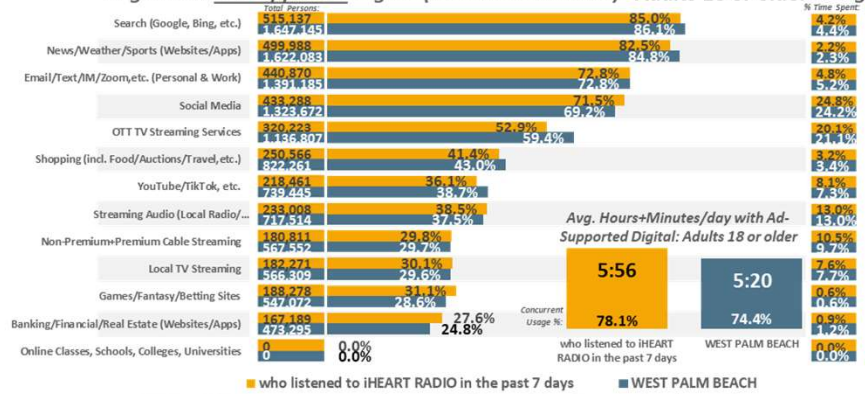
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



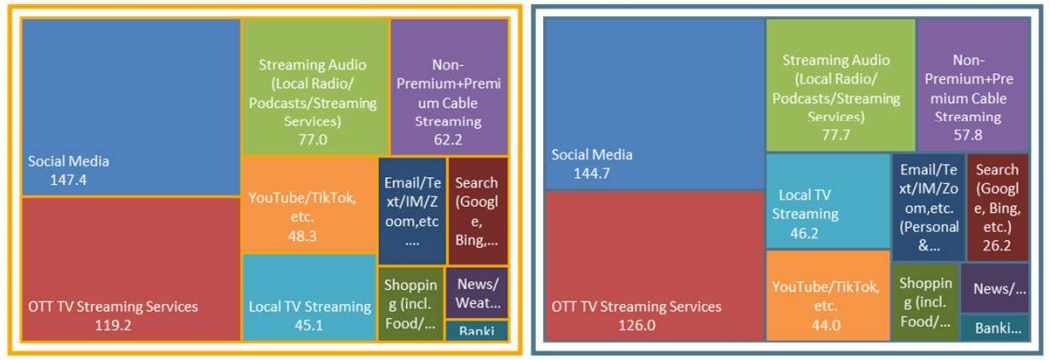
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

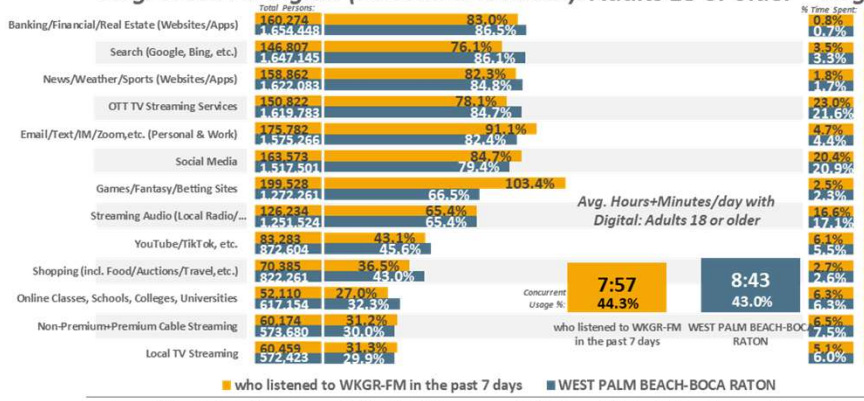
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

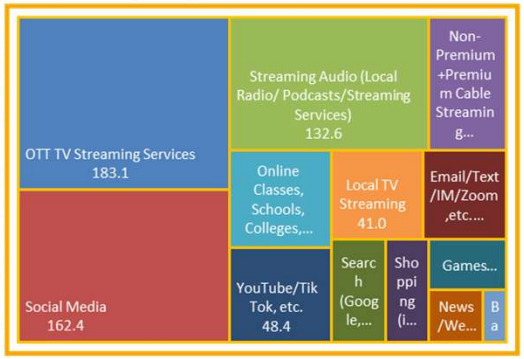
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

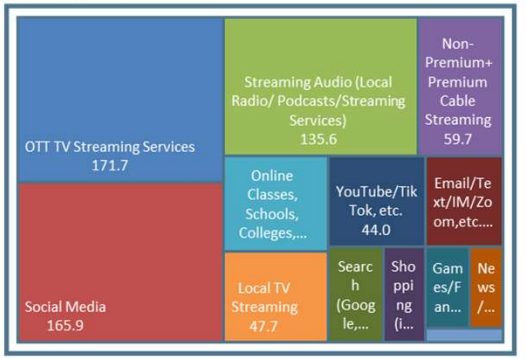
142,138 or 73.6% of Adults 18 or older who listened to WKGR-FM in the past 7 days use Ad-Supported Social Media for an average of 141.2 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



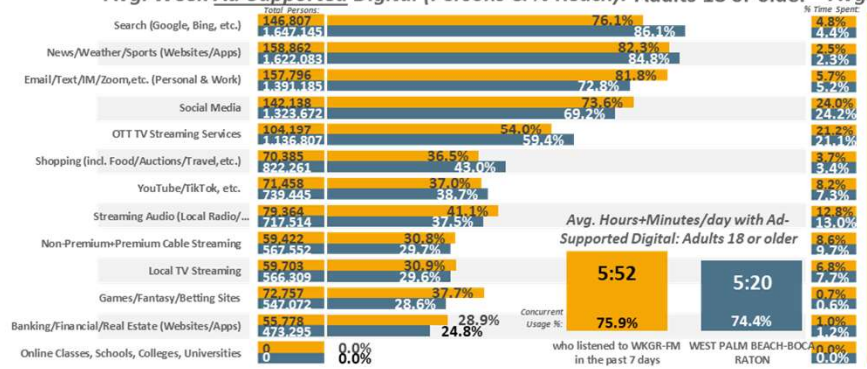
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



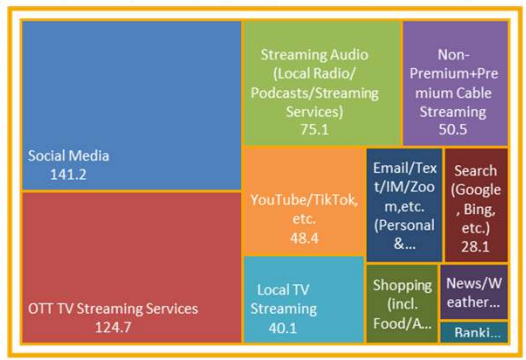


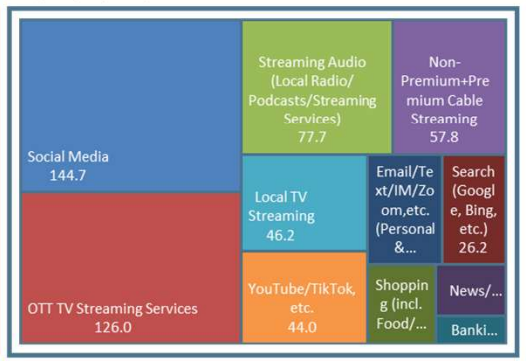
■ who listened to WKGR-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





■ who listened to WKGR-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

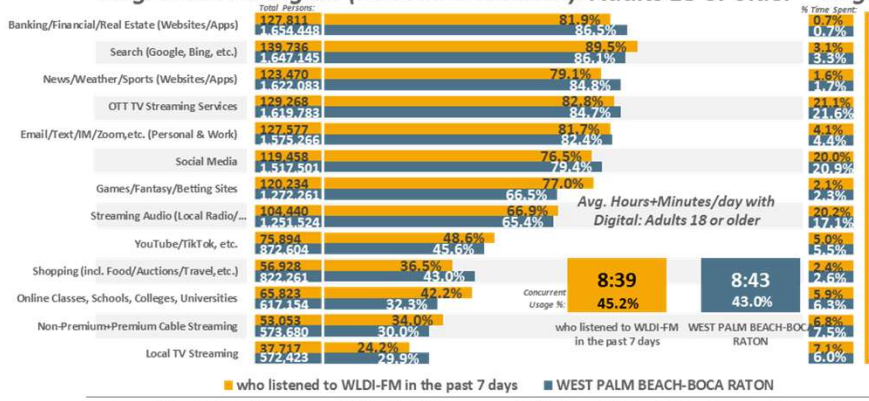
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

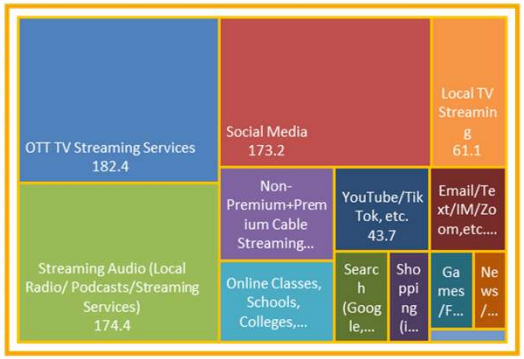
(Radio Stations: WKGR-FM)

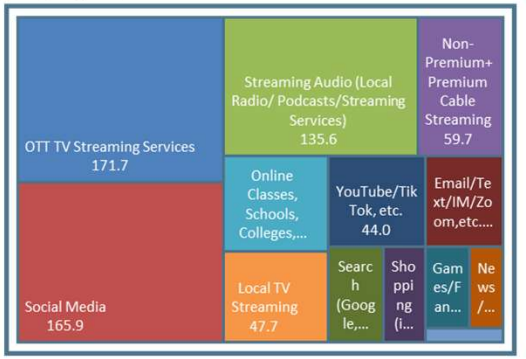
108,162 or 69.3% of Adults 18 or older who listened to WLDI-FM in the past 7 days use Ad-Supported Social Media for an average of 156.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



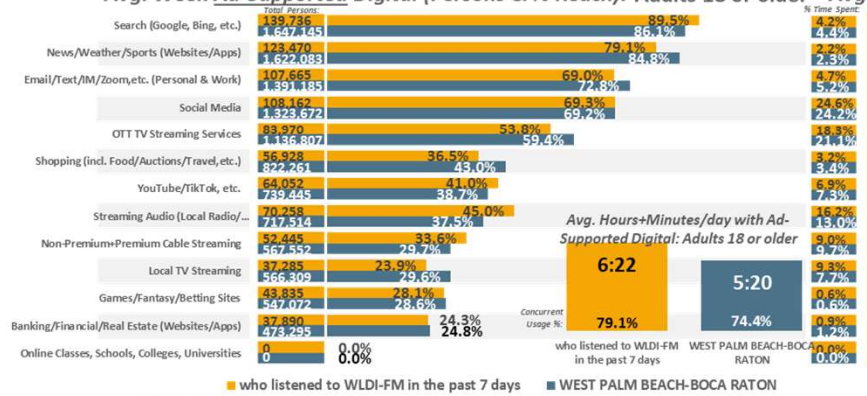
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



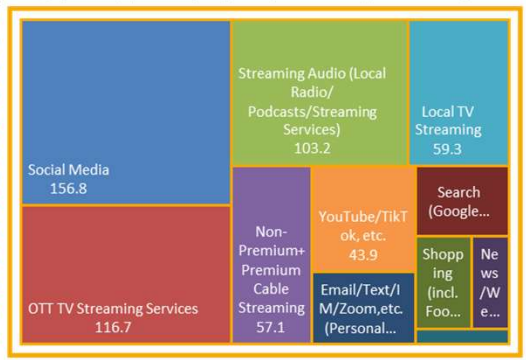


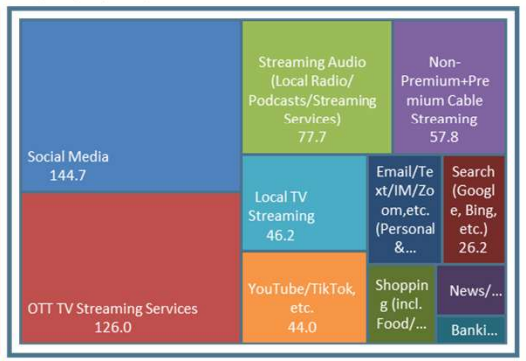
■ who listened to WLDI-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





■ who listened to WLDI-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

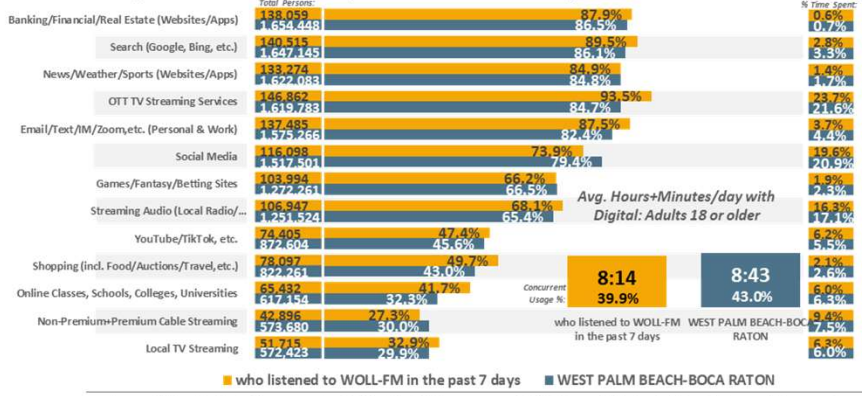
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

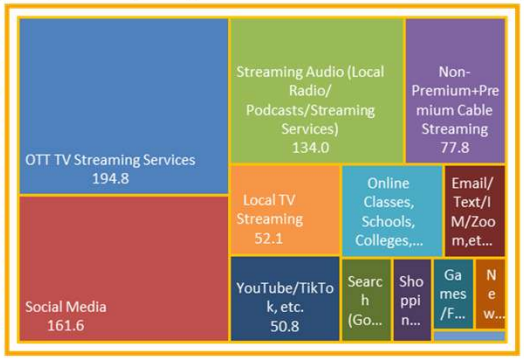
(Radio Stations: WLDI-FM)

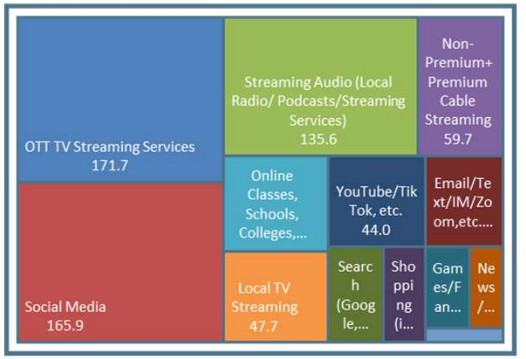
103,400 or 65.8% of Adults 18 or older who listened to WOLL-FM in the past 7 days use Ad-Supported Social Media for an average of 143.9 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

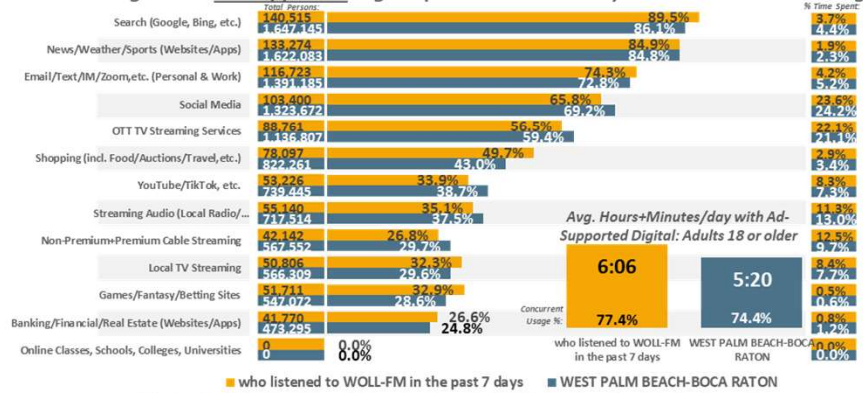


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

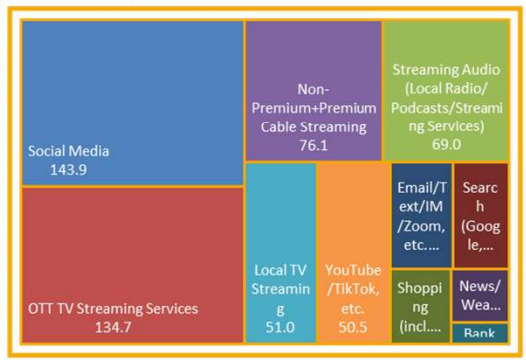


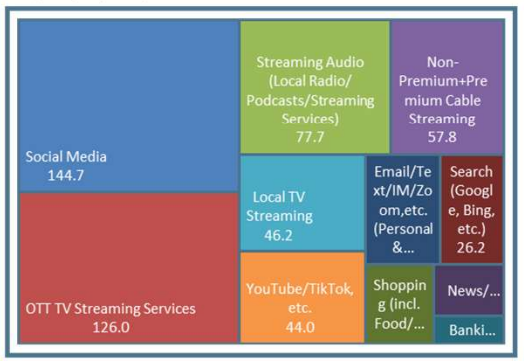


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

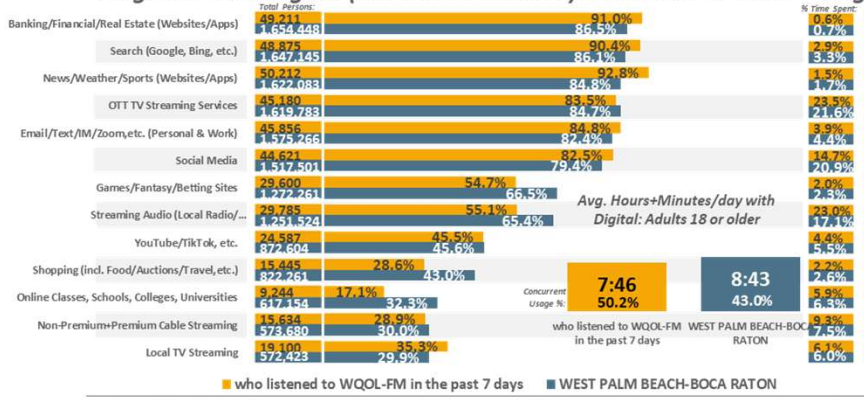
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

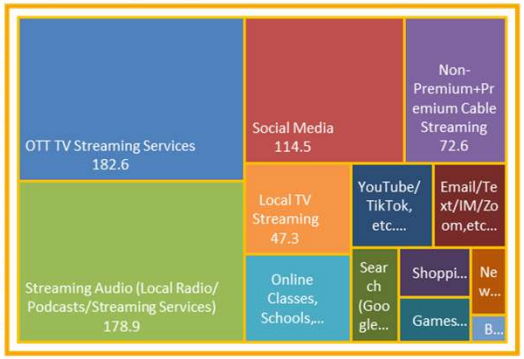
(Radio Stations: WOLL-FM)

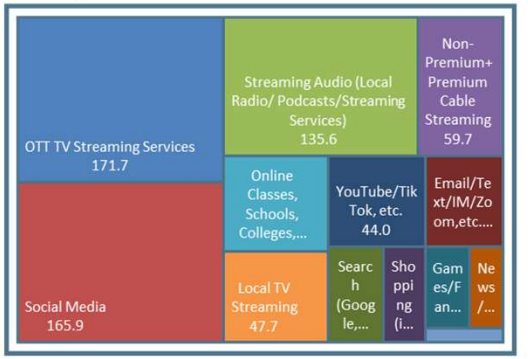
38,807 or 71.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days use Ad-Supported Social Media for an average of 99.5 minutes every day representing 18.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

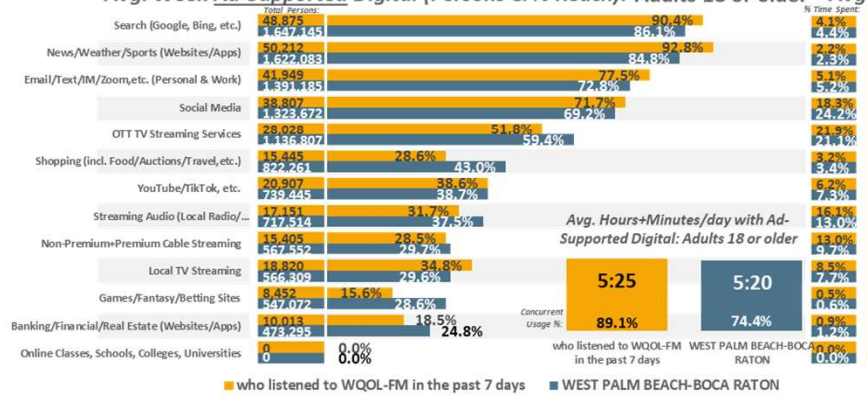


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

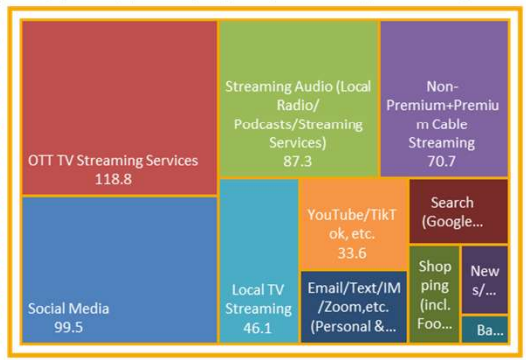


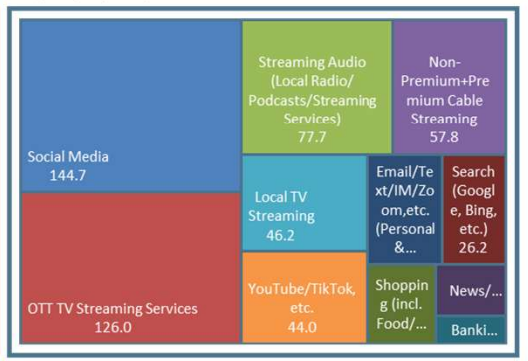


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

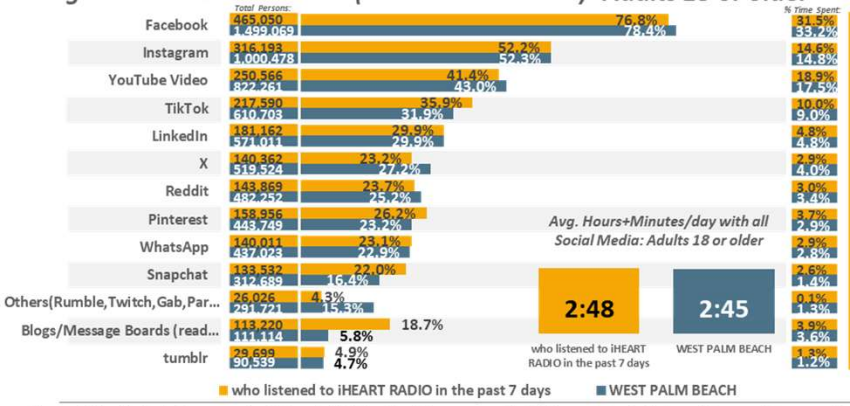
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

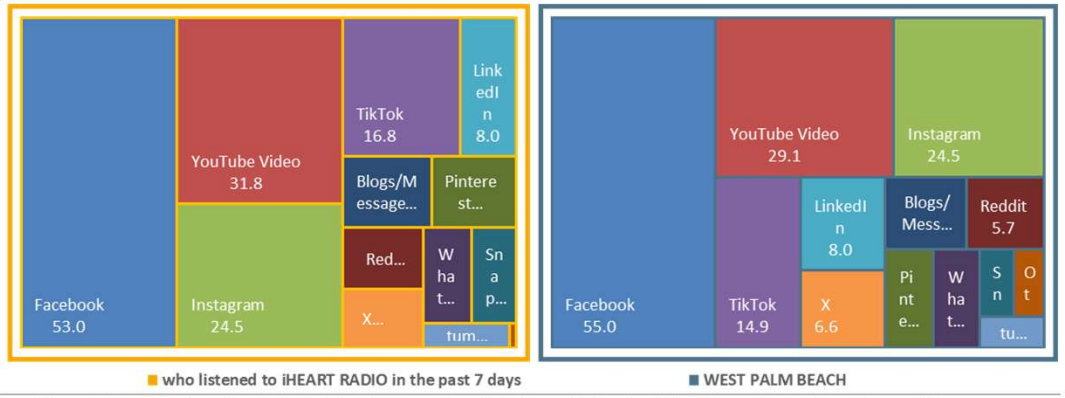
(Radio Stations: WQOL-FM)

433,288 or 71.5% of Adults 18 or older who listened to iHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

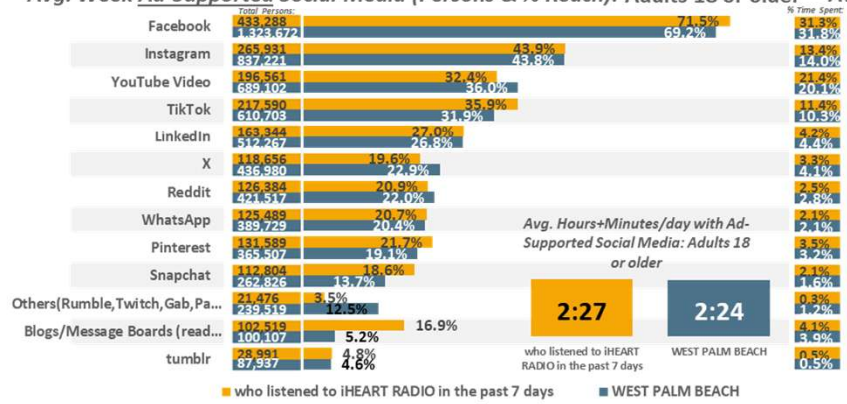
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



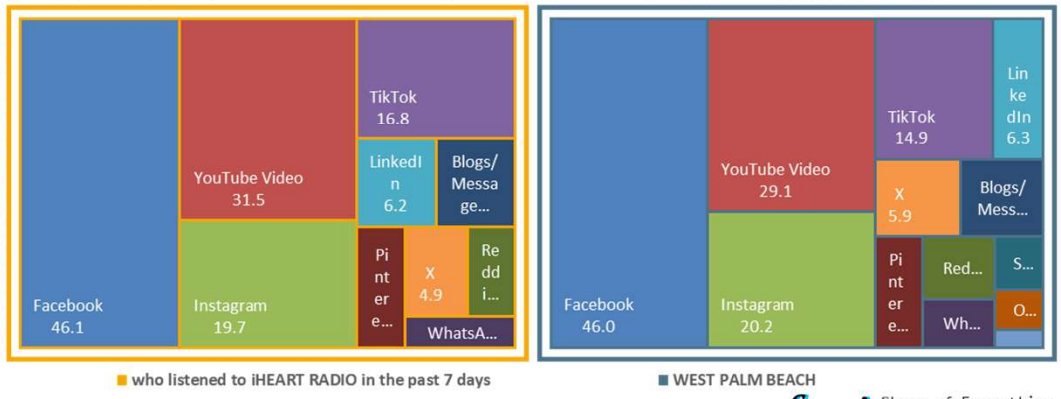
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

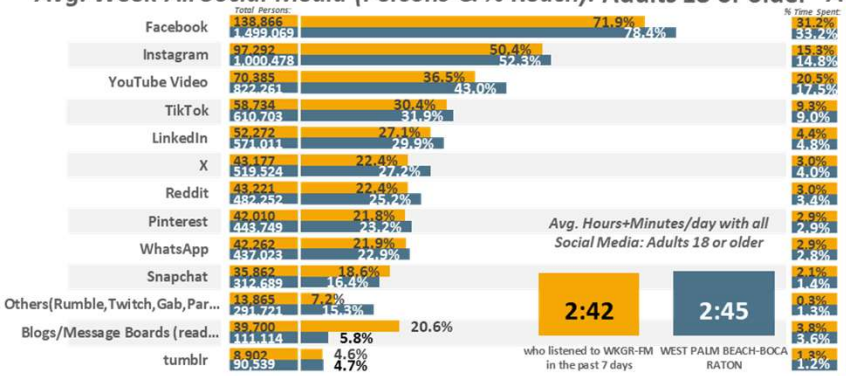
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

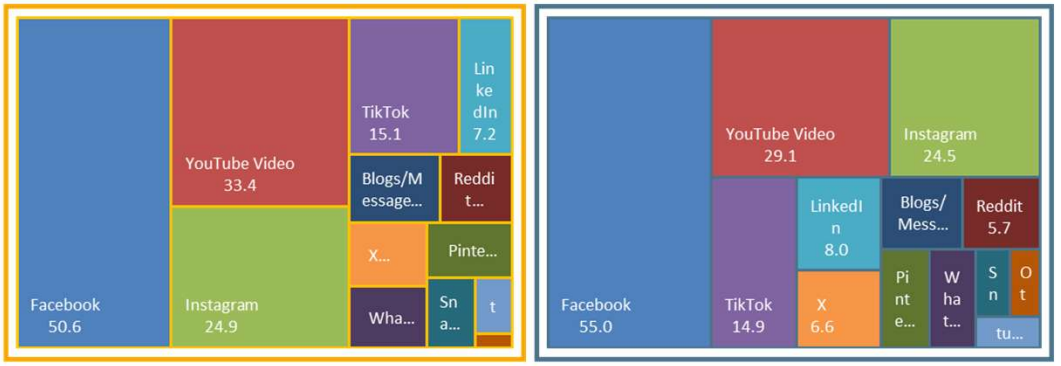
GATER 98.7fm

138,866 or 71.9% of Adults 18 or older who listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 44.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

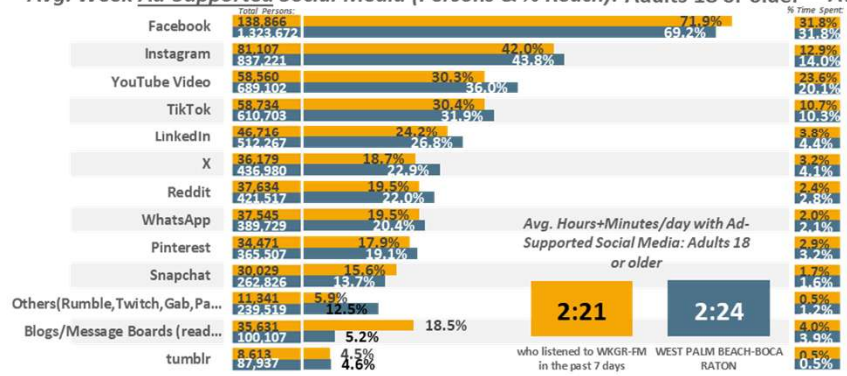
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



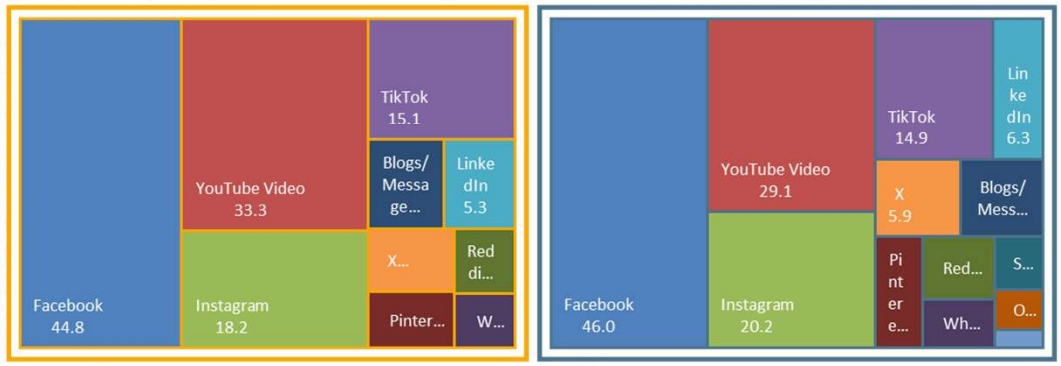
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

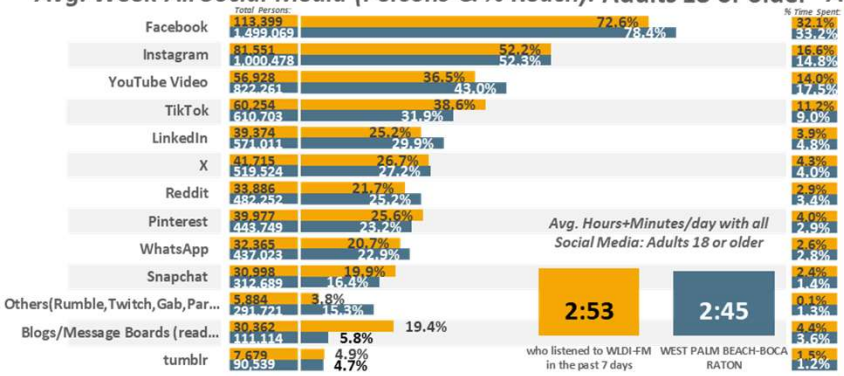
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

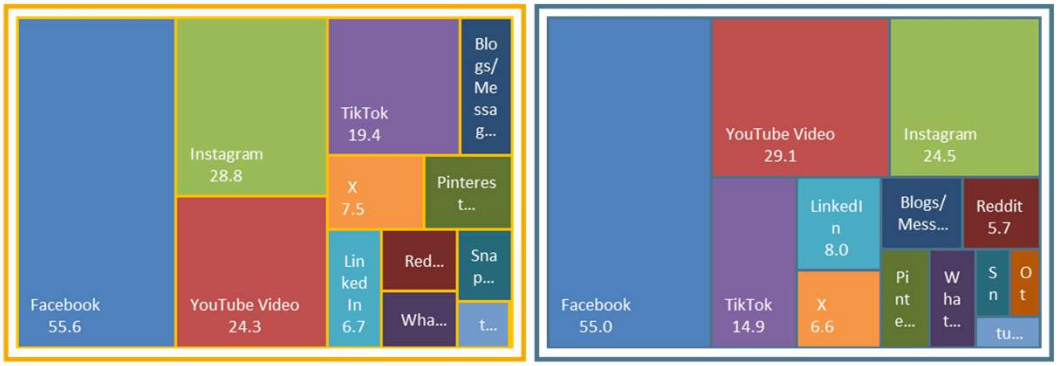
(Radio Stations: WKGR-FM)

108,162 or 69.3% of Adults 18 or older who listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 51.4 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

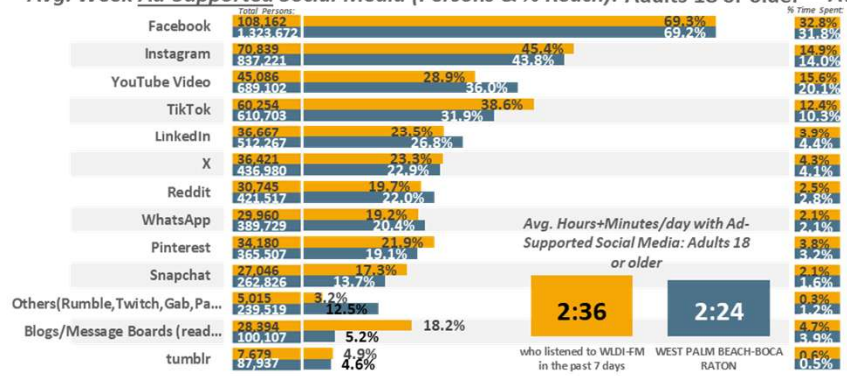
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



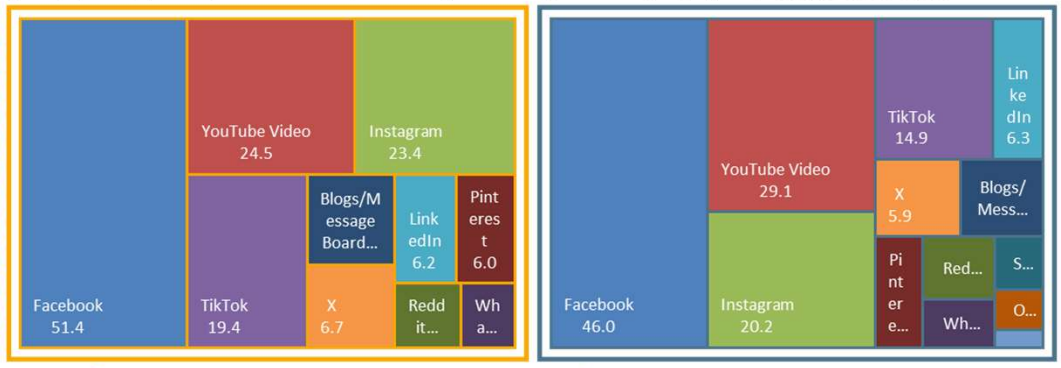
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

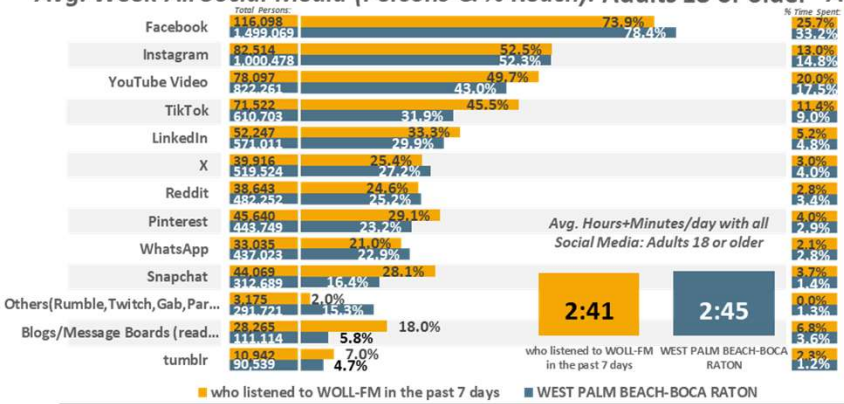
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

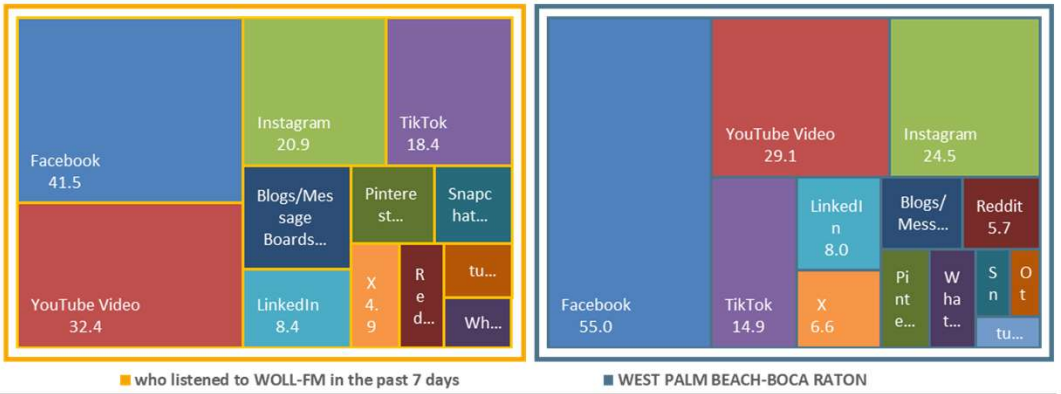
(Radio Stations: WLDI-FM)

103,400 or 65.8% of Adults 18 or older who listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 37.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.

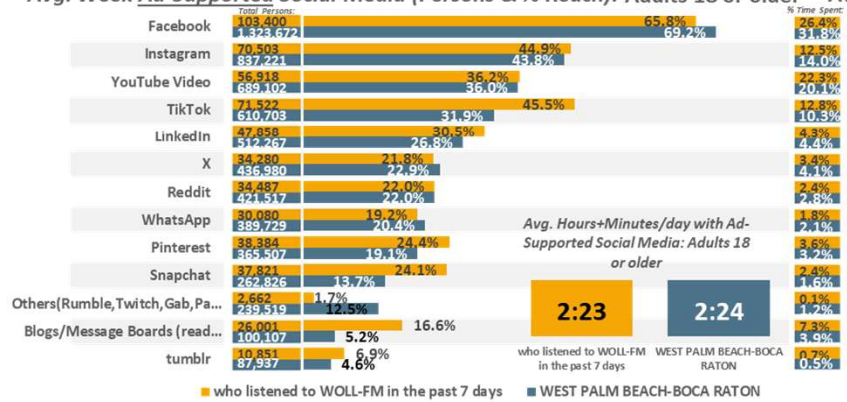
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



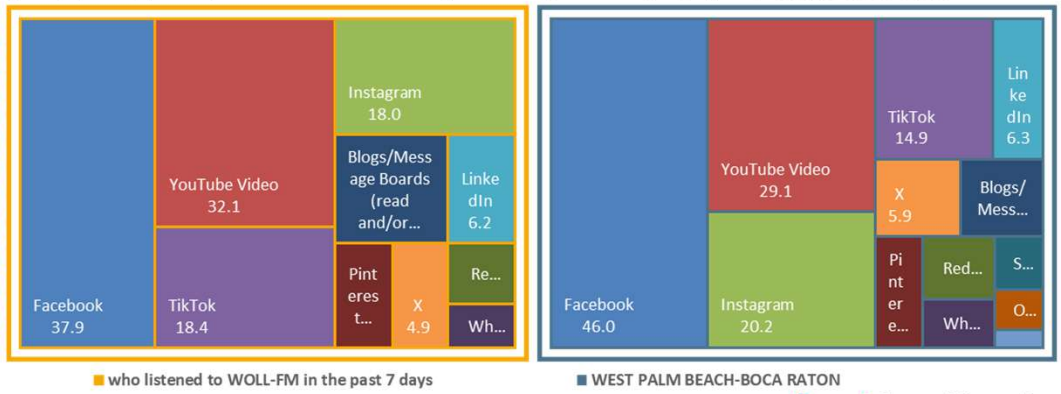
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

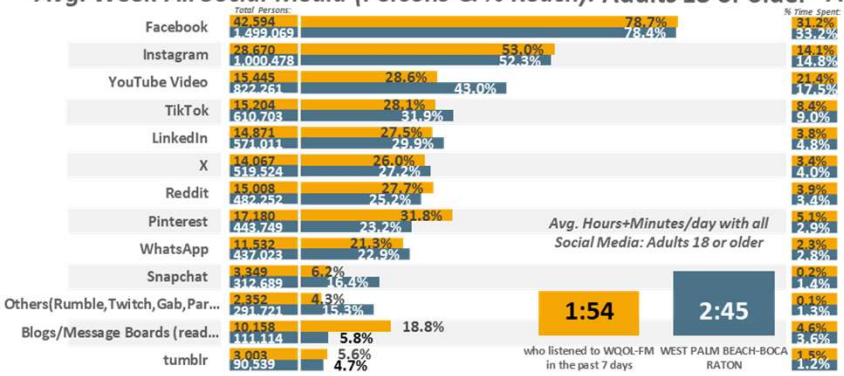
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

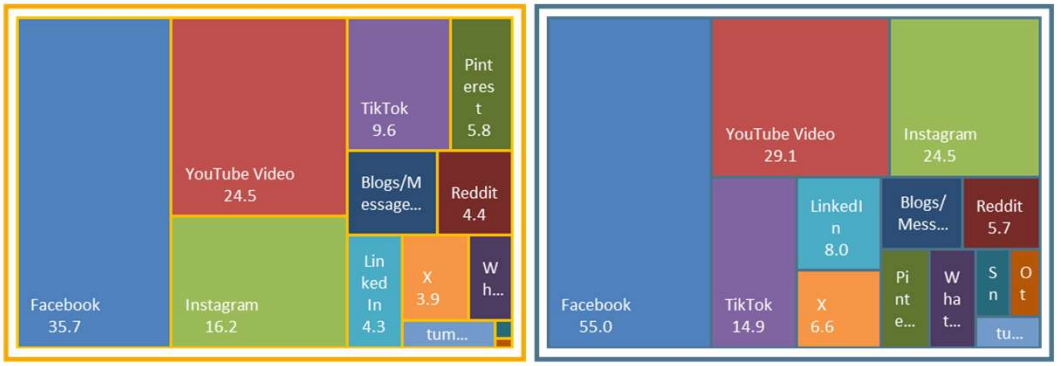
(Radio Stations: WOLL-FM)

38,807 or 71.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 30.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

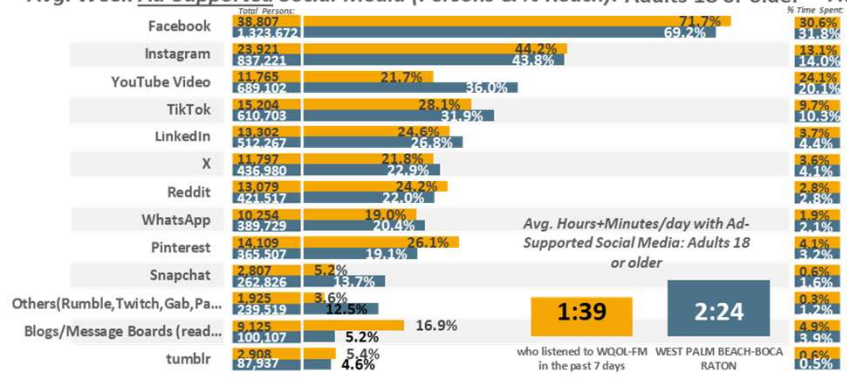
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



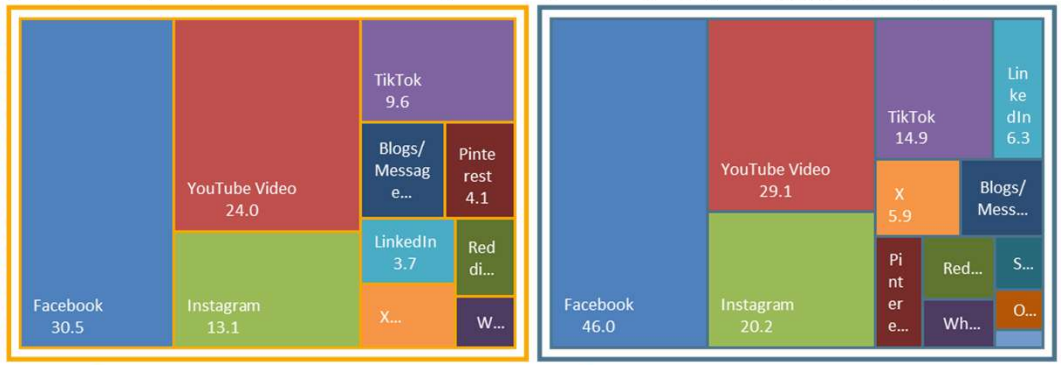
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



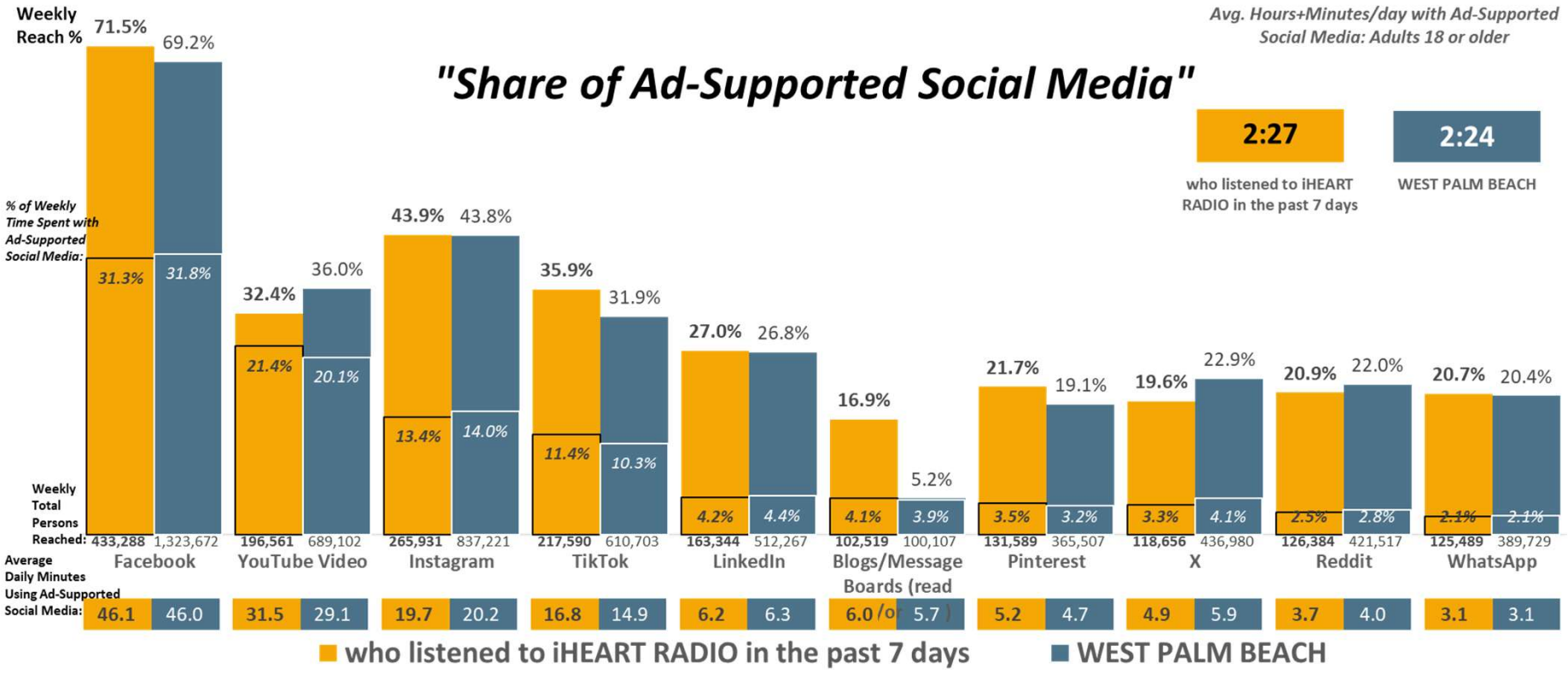
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WQOL-FM)

433,288 or 71.5% of Adults 18 or older who listened to iHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

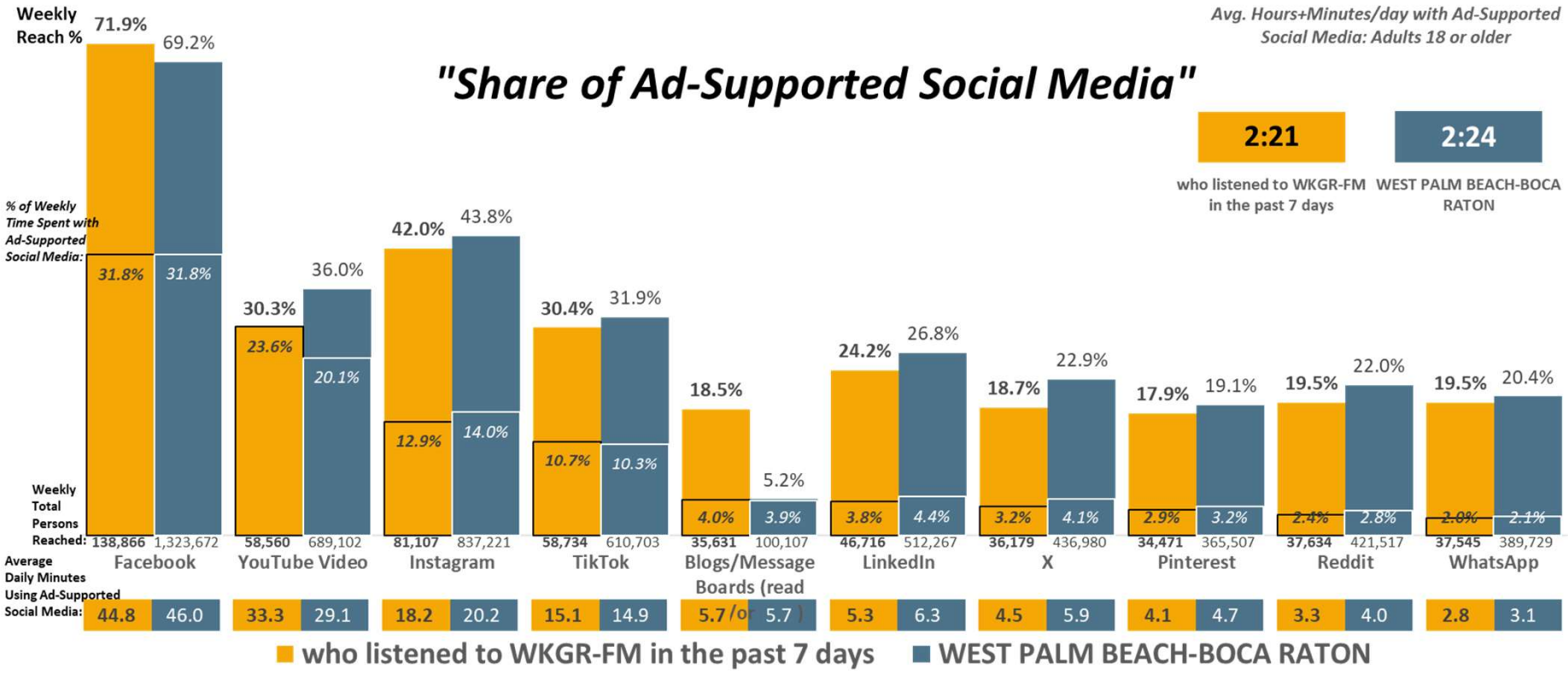
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

138,866 or 71.9% of Adults 18 or older who listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 44.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.



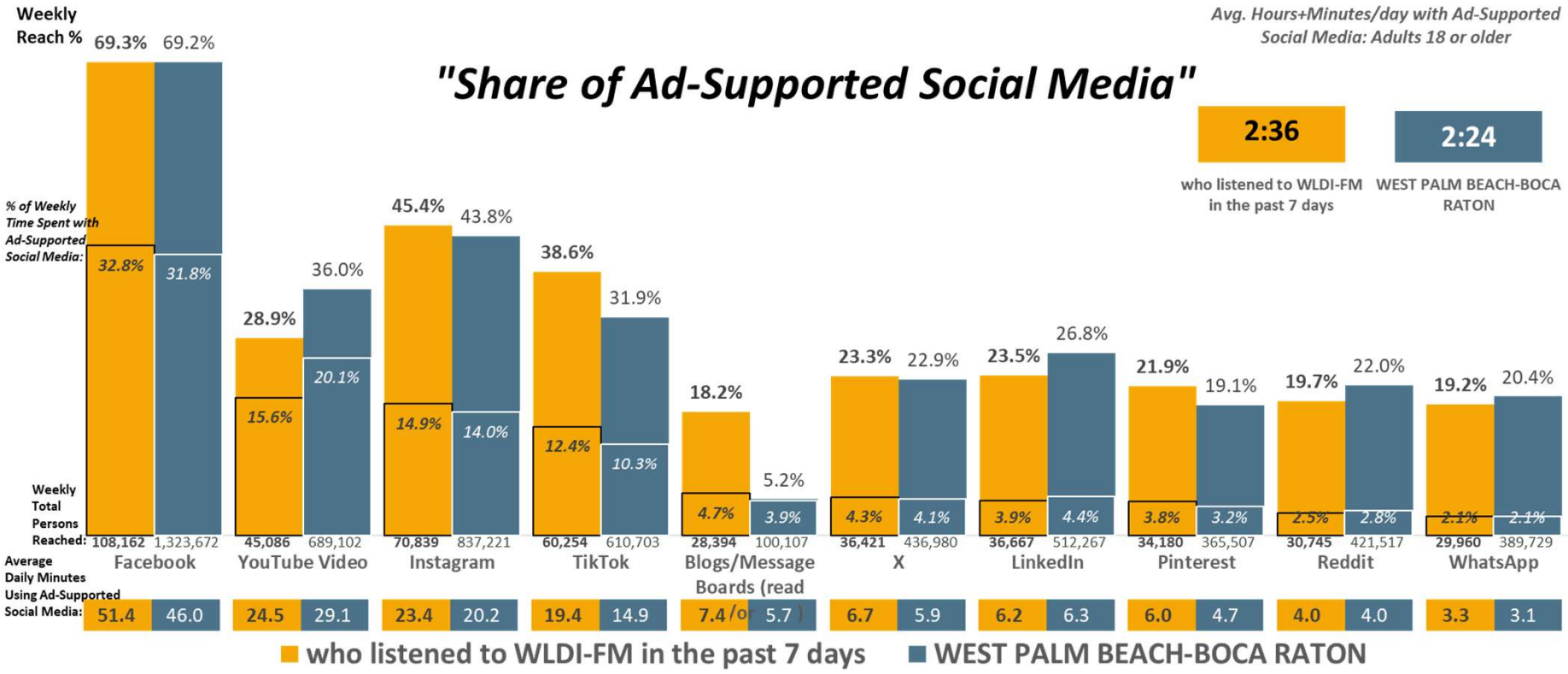
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

108,162 or 69.3% of Adults 18 or older who listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 51.4 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.



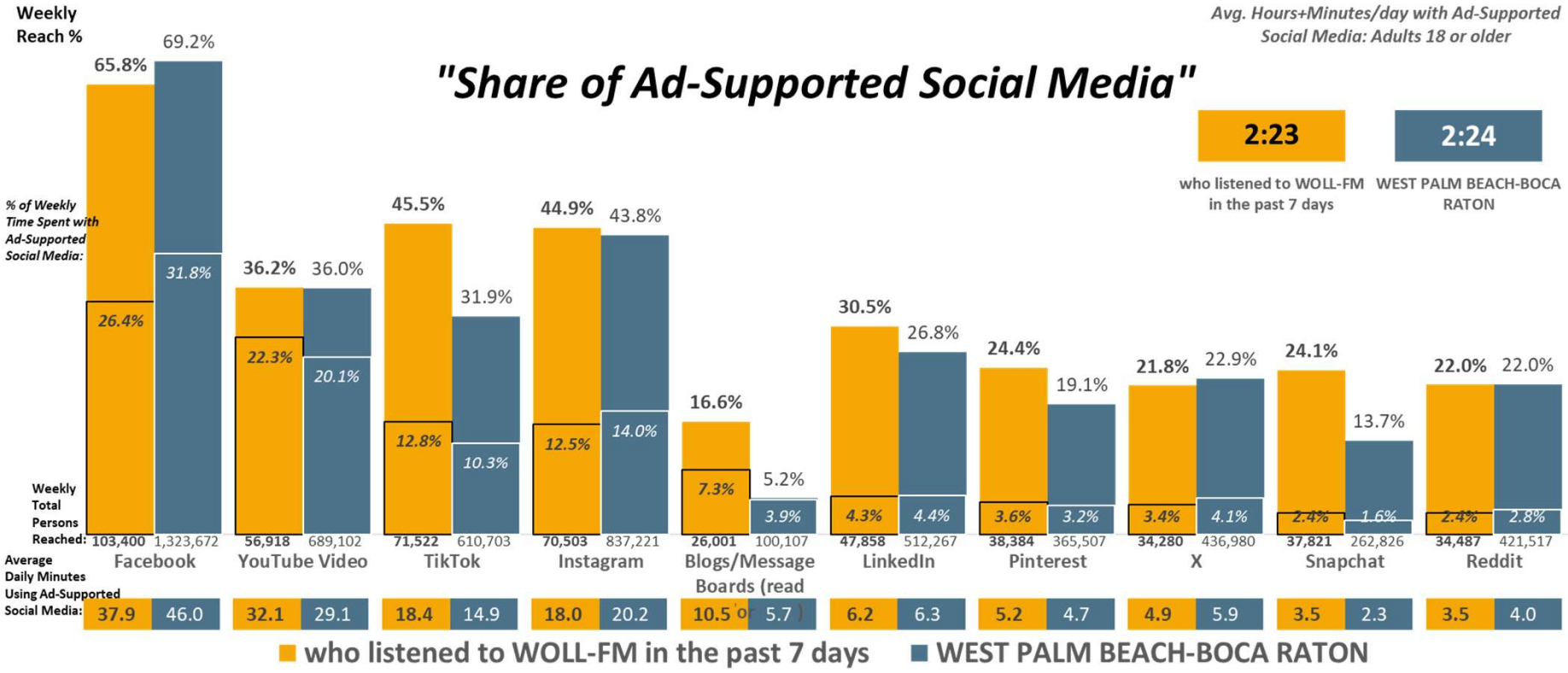
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

103,400 or 65.8% of Adults 18 or older who listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 37.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.



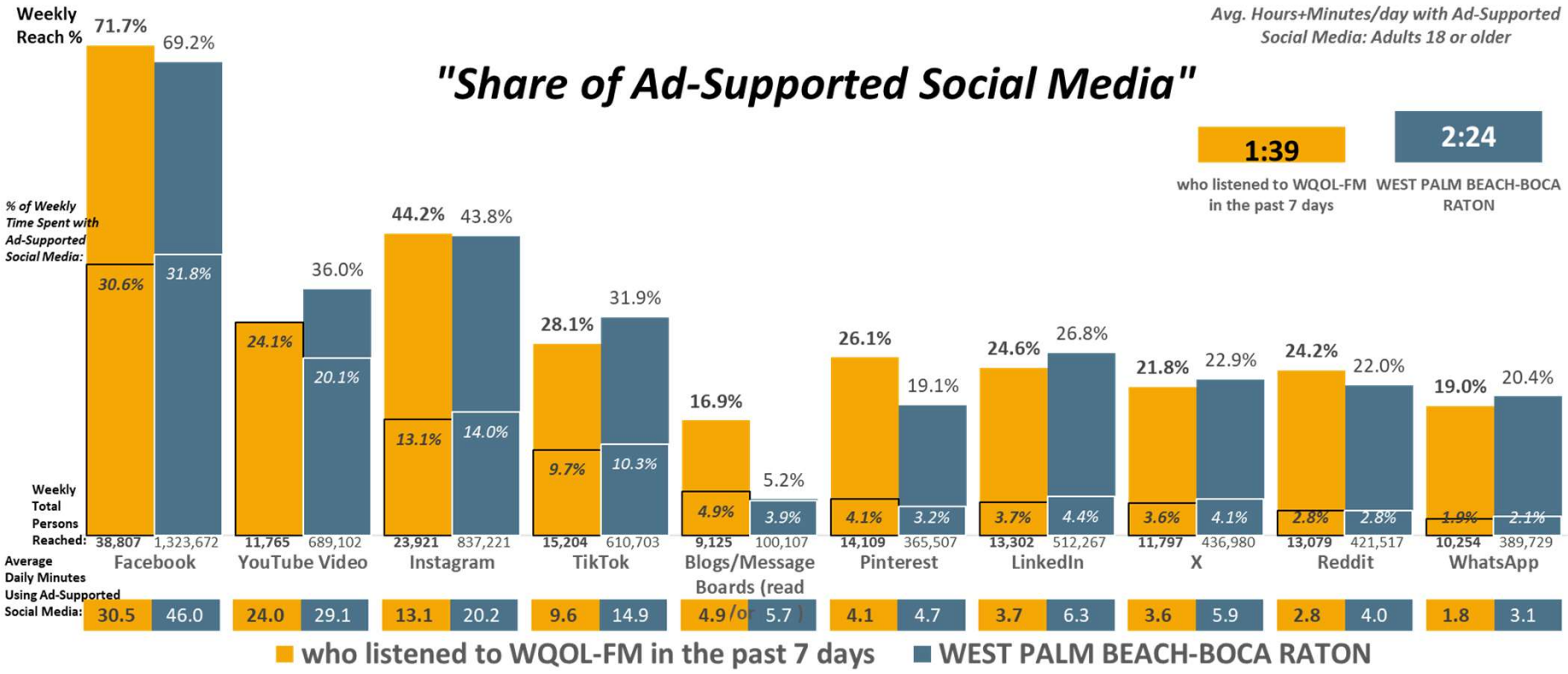
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WOLL-FM)

38,807 or 71.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 30.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.



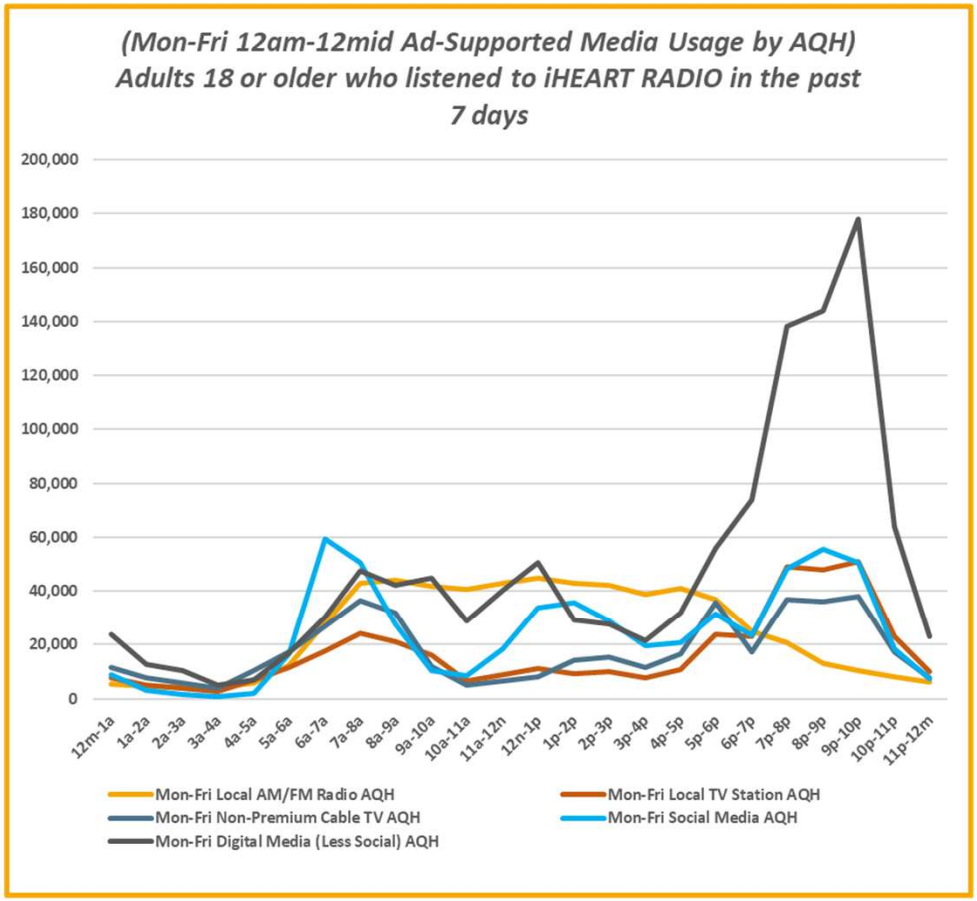
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

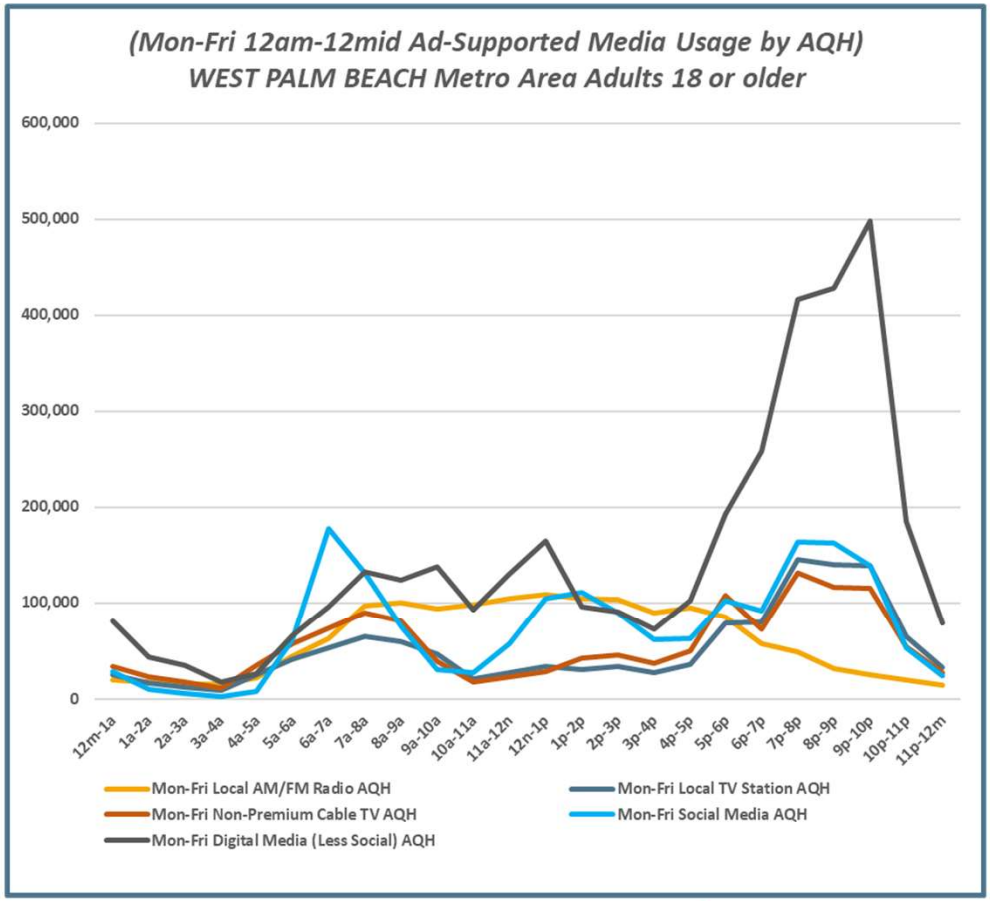
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WQOL-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,345; Local Radio: 39,326; Social Media: 28,298; Non-Prem. Cable: 18,266; Local TV: 14,577 reaching Adults 18 or older who listened to iHEART RADIO in the past 7 days.





WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

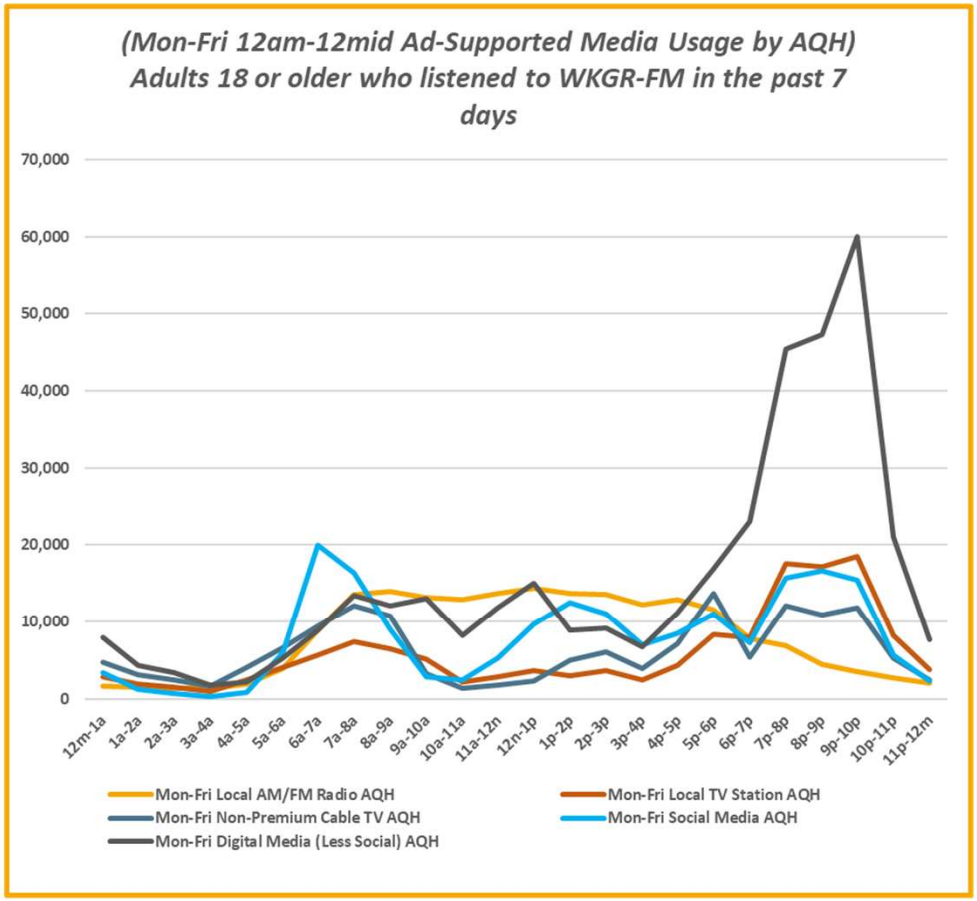
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

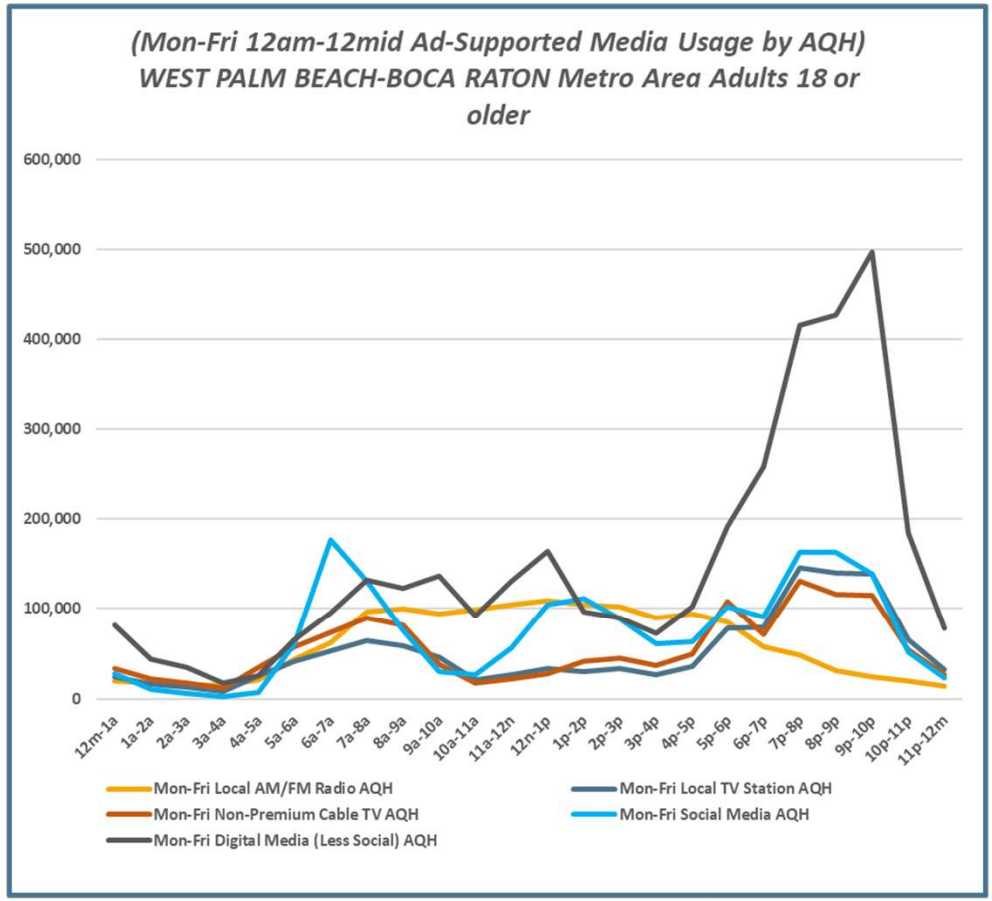
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 12,461; All Other Digital Media: 12,151; Social Media: 9,439; Non-Prem. Cable: 6,278; Local TV: 4,812 reaching Adults 18 or older who listened to WKGR-FM in the past 7 days.





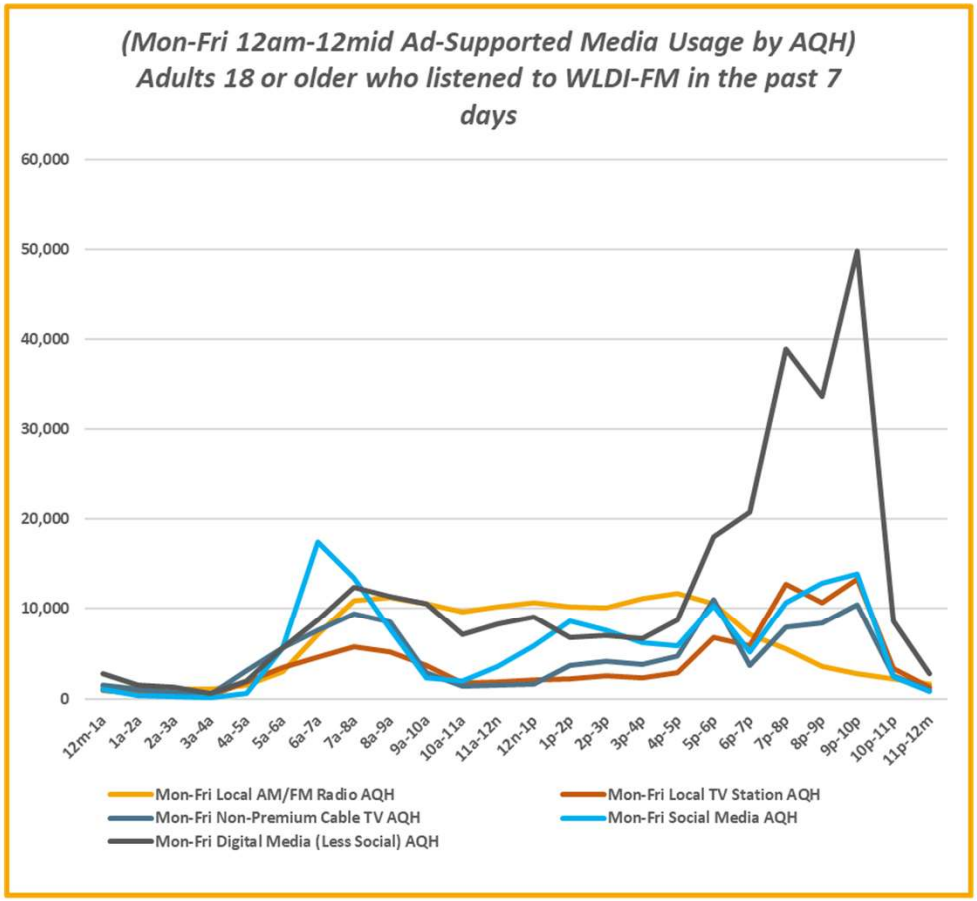
WEST PALM BEACH-BOCA RATON DMA

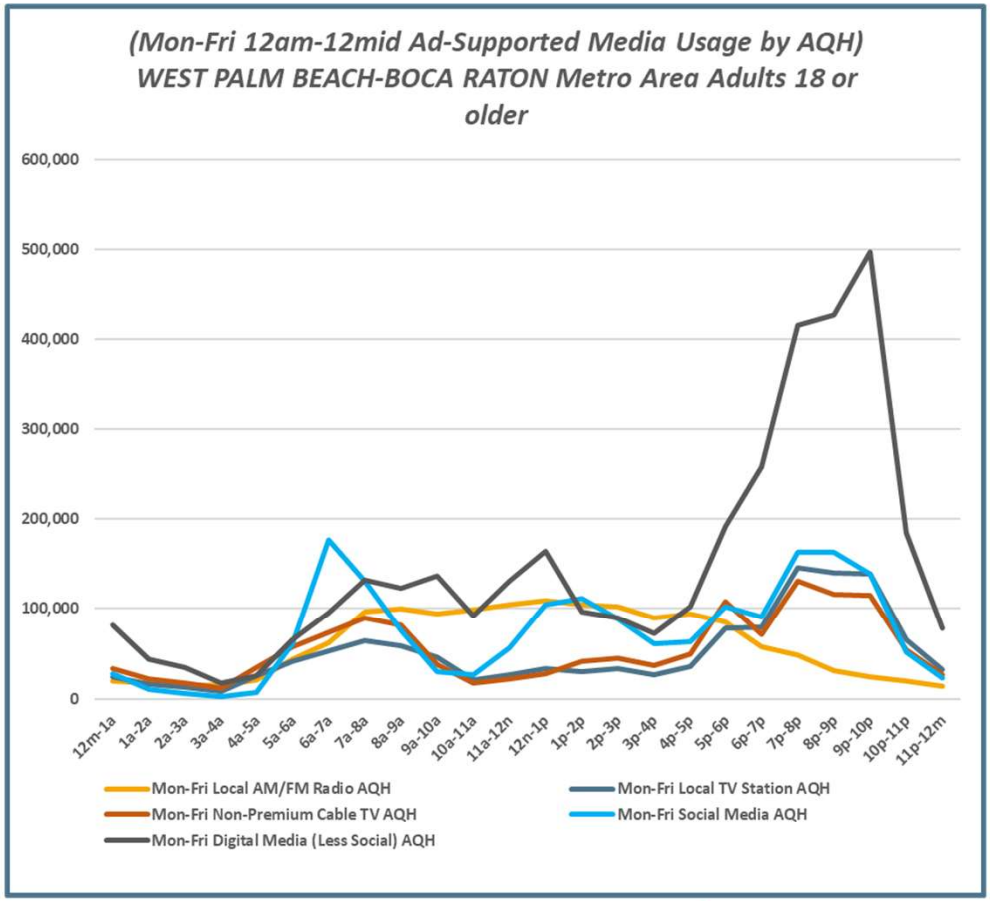
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,443; Local Radio: 10,109; Social Media: 7,403; Non-Prem. Cable: 4,913; Local TV: 3,659 reaching Adults 18 or older who listened to WLDI-FM in the past 7 days.





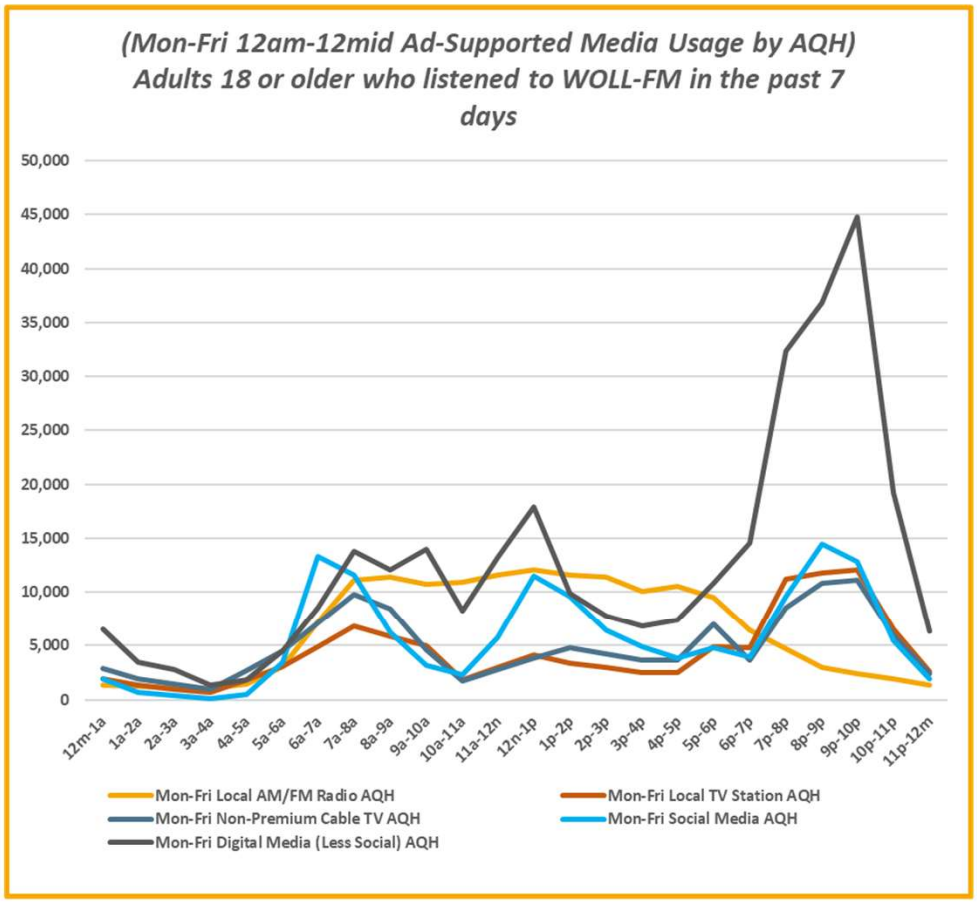
WEST PALM BEACH-BOCA RATON DMA

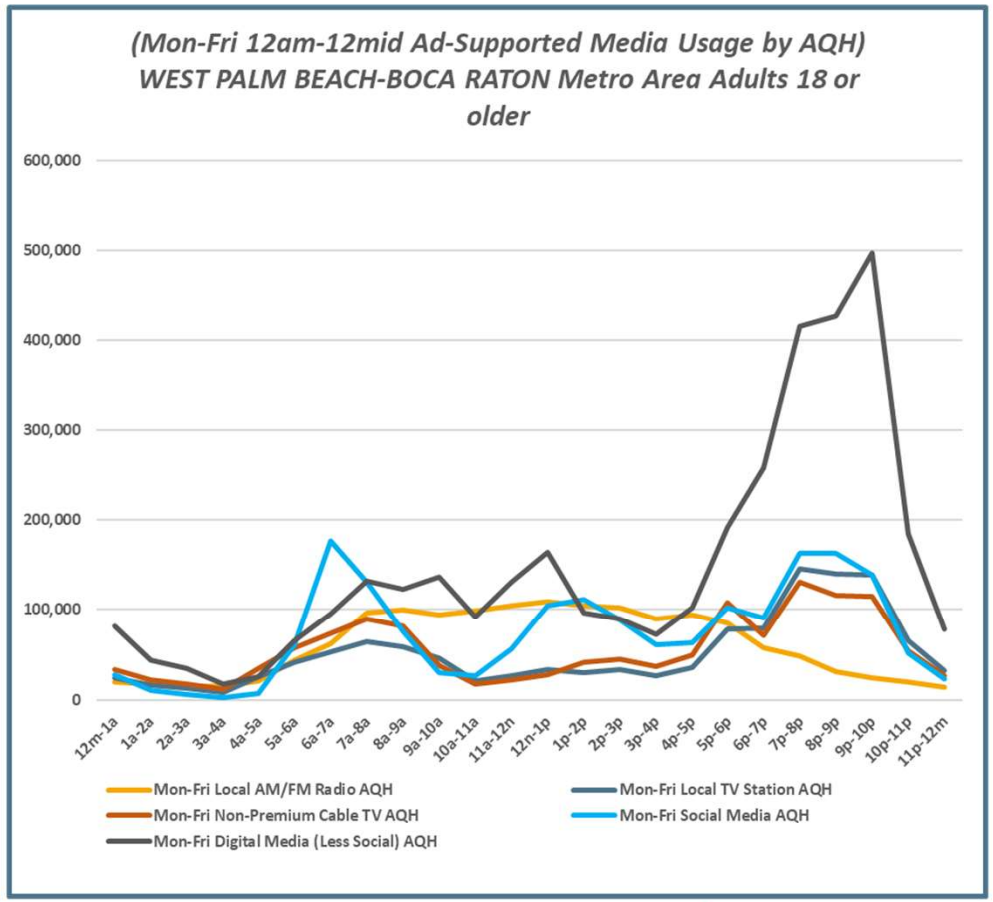
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,141; Local Radio: 10,345; Social Media: 6,717; Non-Prem. Cable: 5,014; Local TV: 4,037 reaching Adults 18 or older who listened to WOLL-FM in the past 7 days.





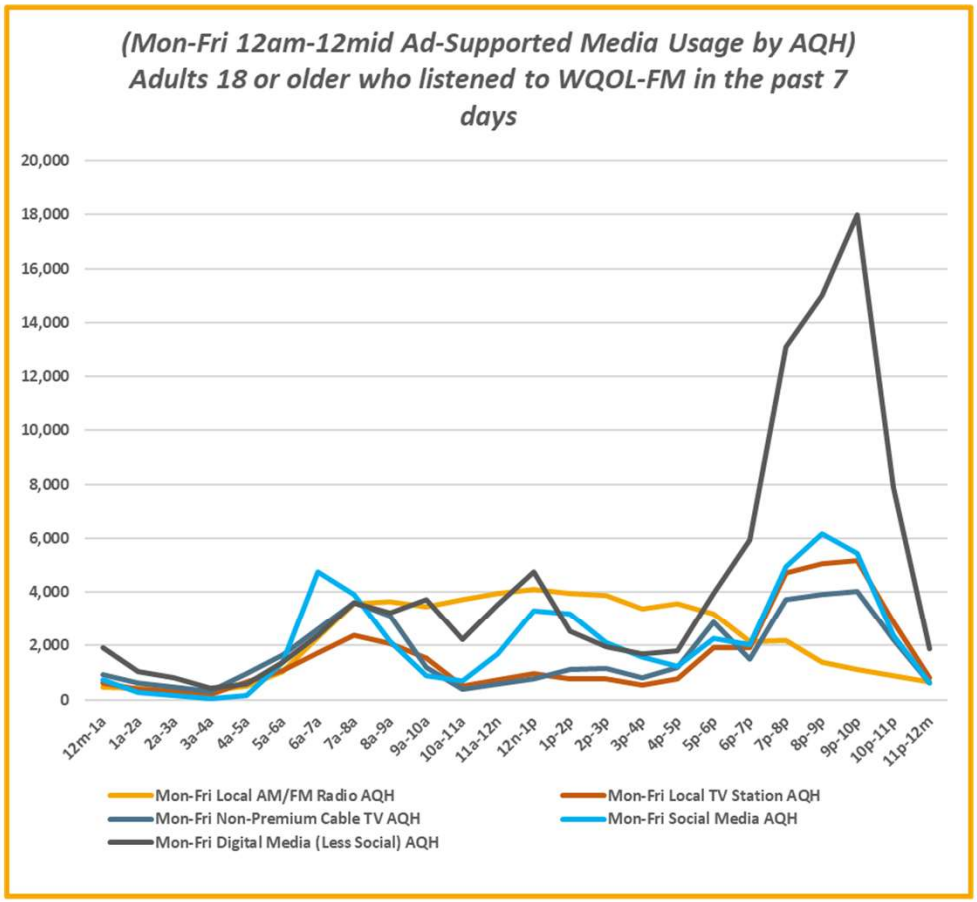
WEST PALM BEACH-BOCA RATON DMA

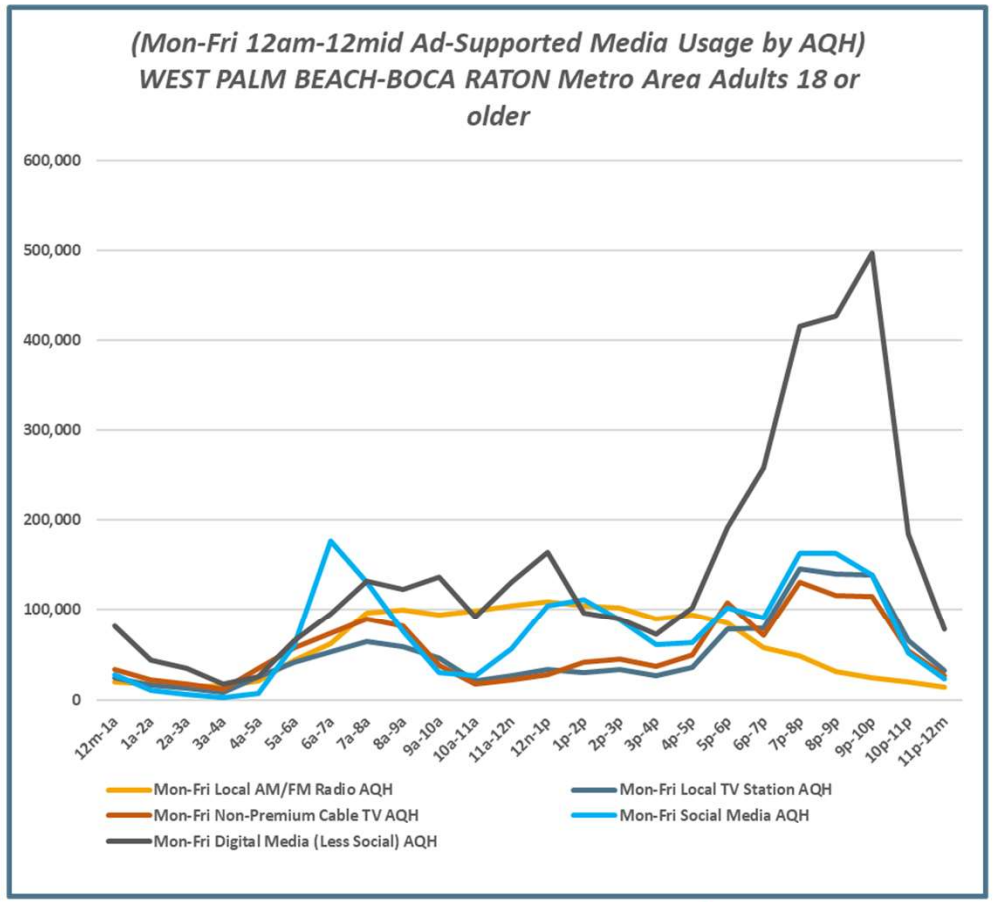
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WOLL-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 3,444; All Other Digital Media: 3,177; Social Media: 2,288; Non-Prem. Cable: 1,605; Local TV: 1,276 reaching Adults 18 or older who listened to WQOL-FM in the past 7 days.





WEST PALM BEACH-BOCA RATON DMA

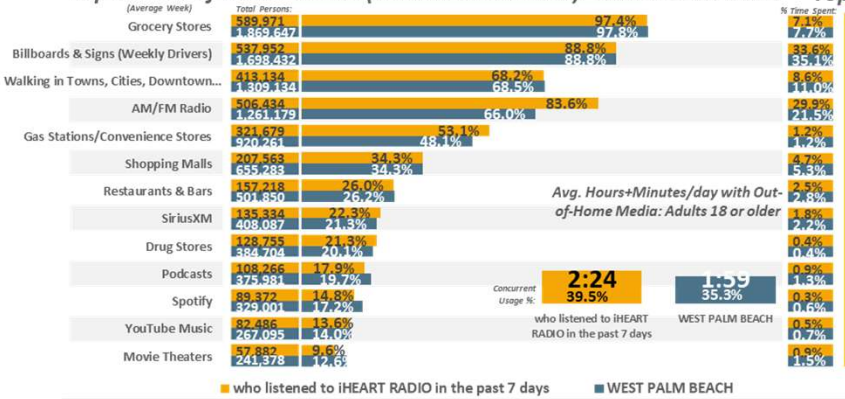
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

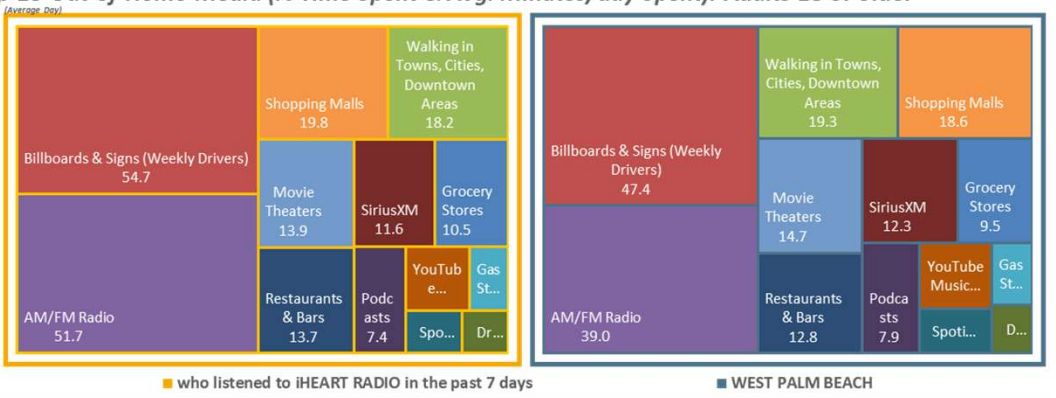
(Radio Stations: WQOL-FM)

537,952 or 88.8% of Adults 18 or older who listened to iHEART RADIO in the past 7 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 49.3 minutes/day.

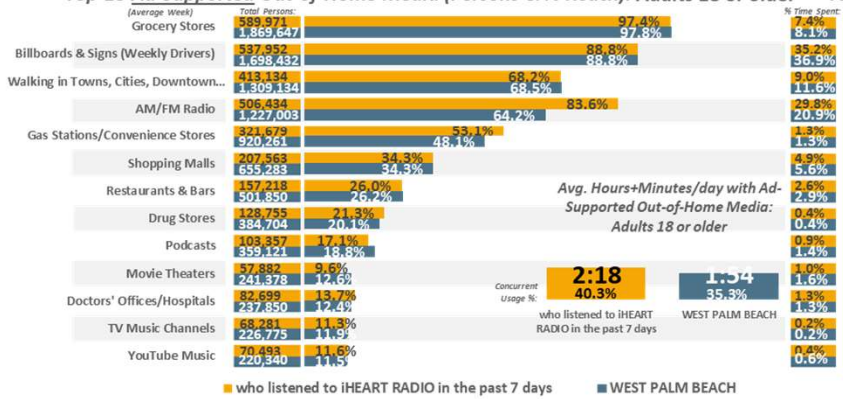
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



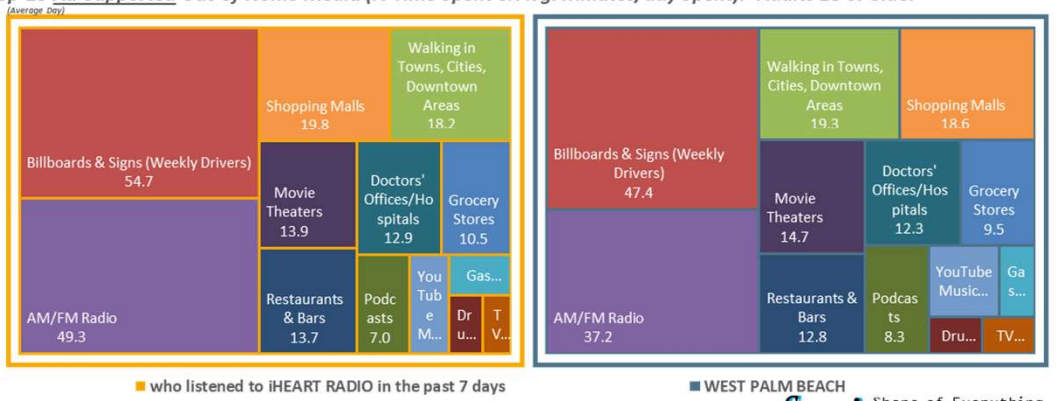
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

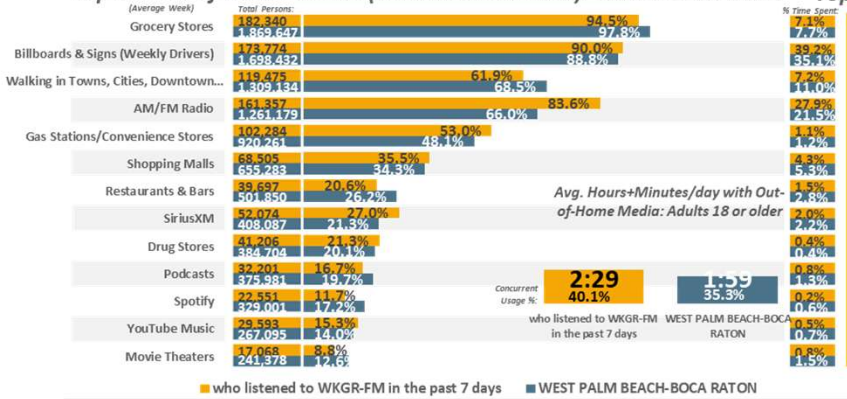
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

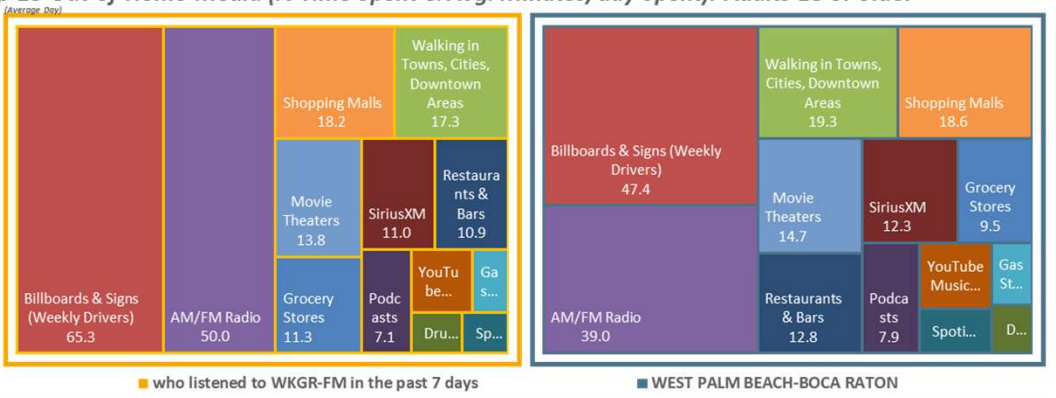
GATER 98.7fm

173,774 or 90.% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes/day.

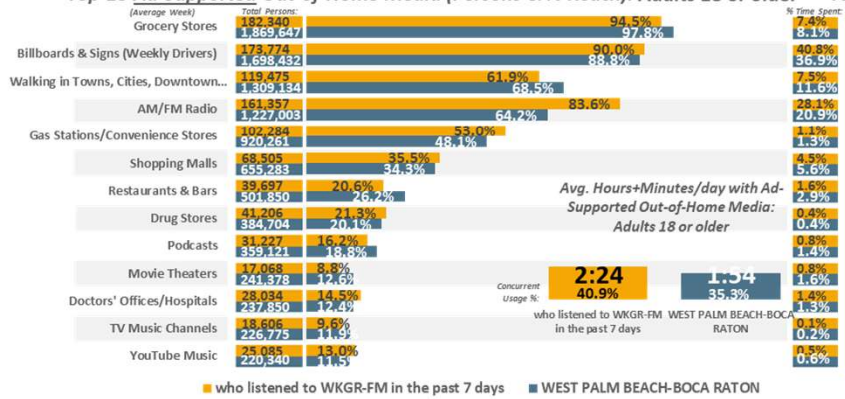
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



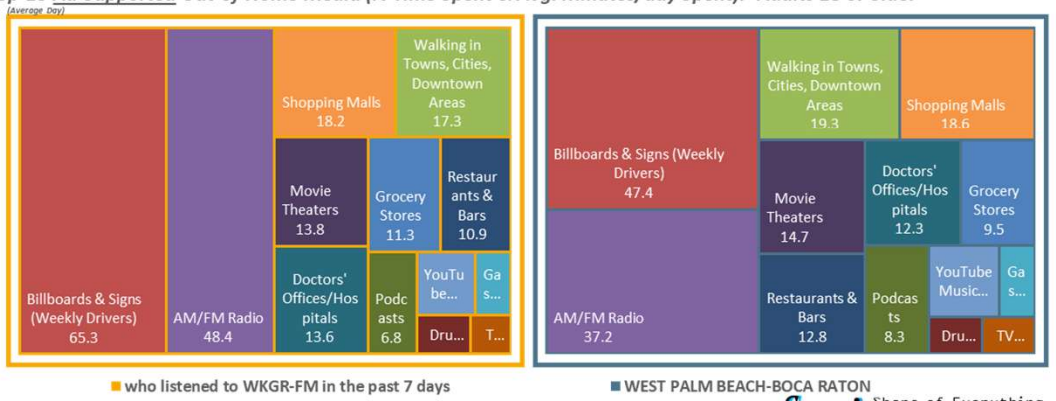
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

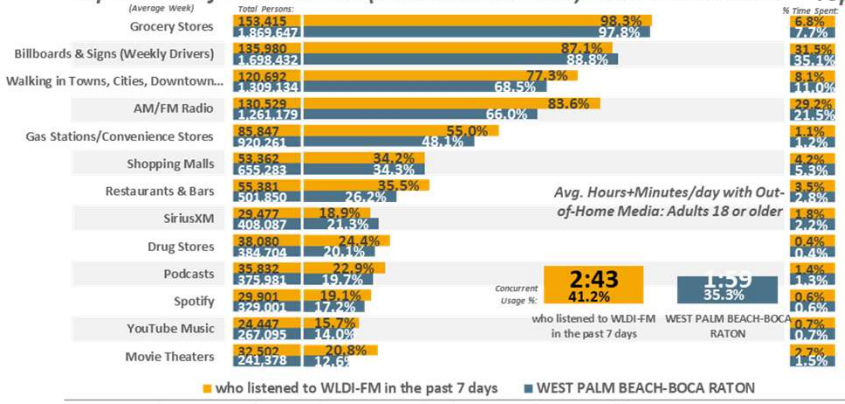
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

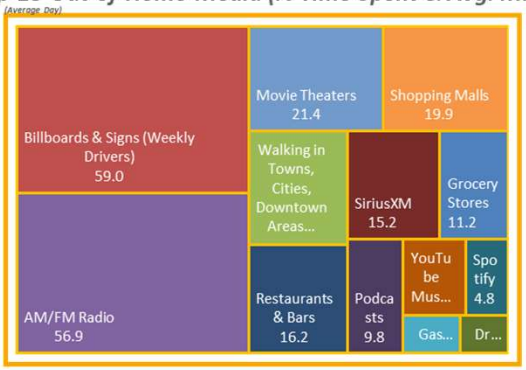
soefa.ai Share of Everything for Anything ©

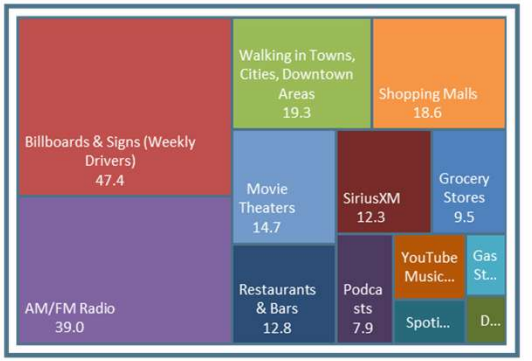
(Radio Stations: WKGR-FM)

135,980 or 87.1% of Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 59. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.6 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older

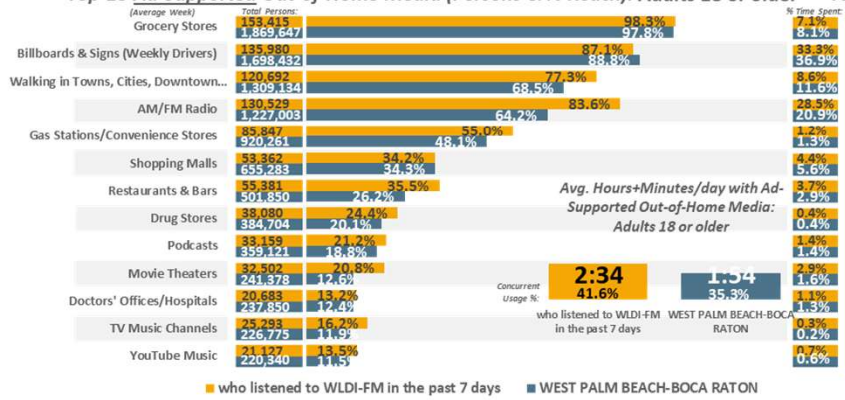


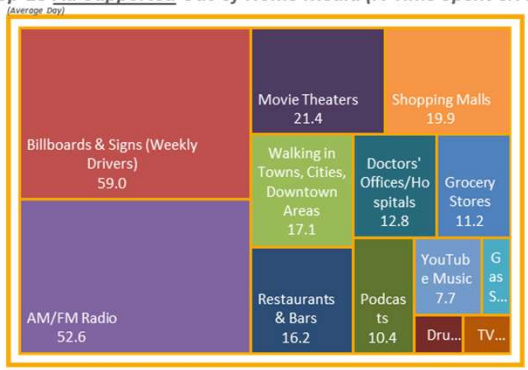


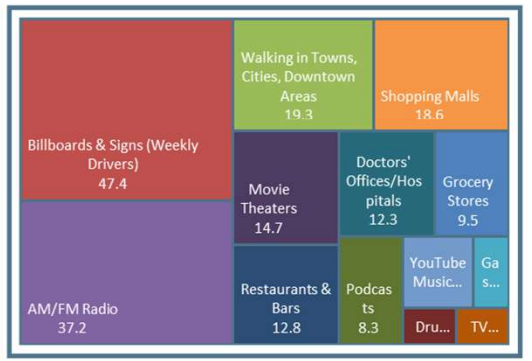


who listened to WLDI-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older







who listened to WLDI-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267

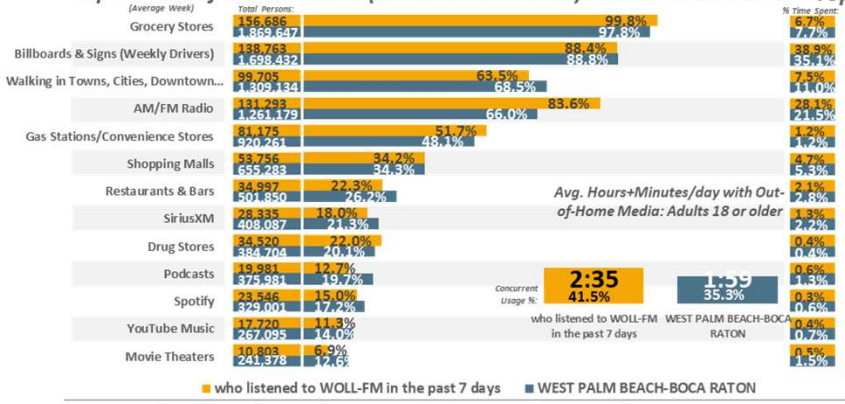
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

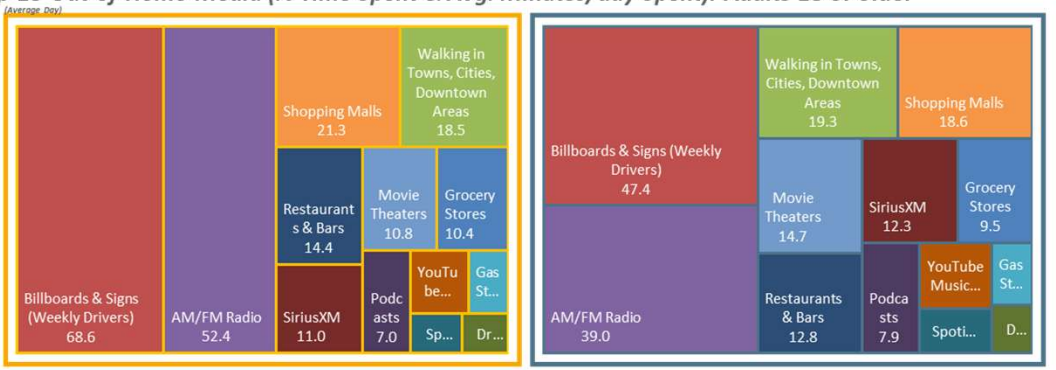
(Radio Stations: WLDI-FM)

138,763 or 88.4% of Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 68.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.6 minutes/day.

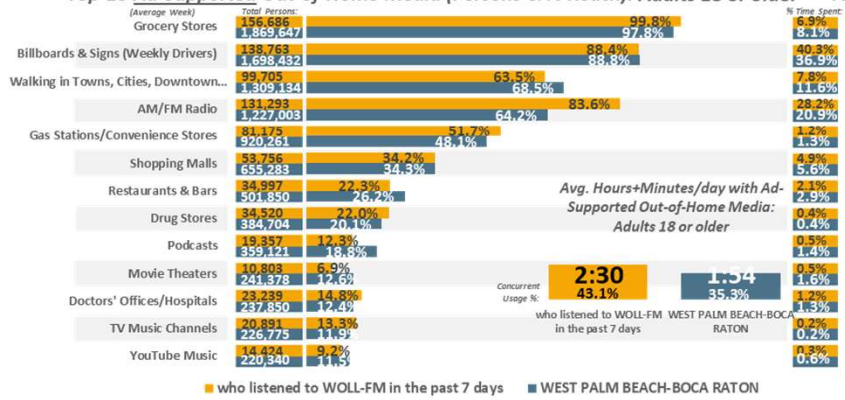
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



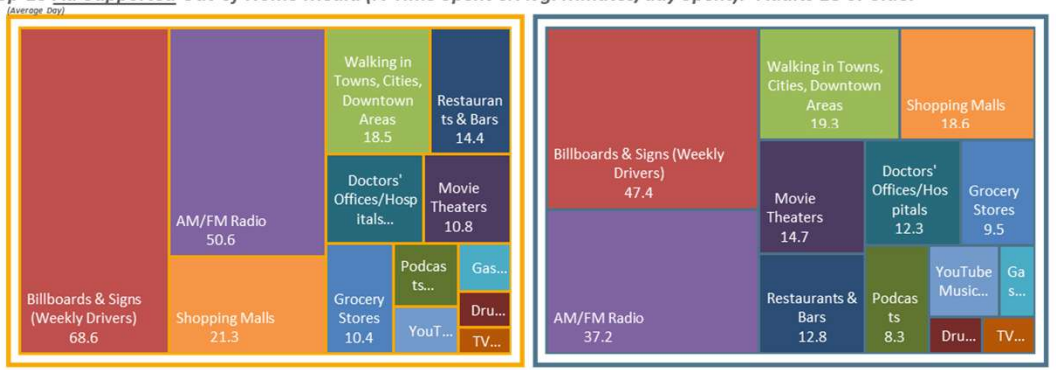
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180

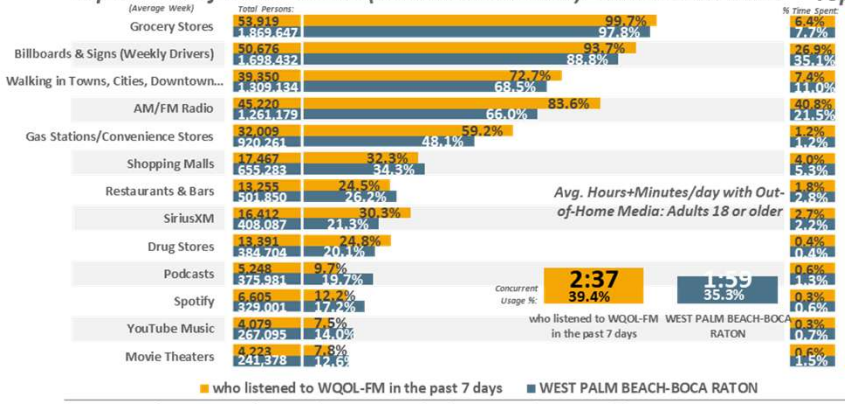
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

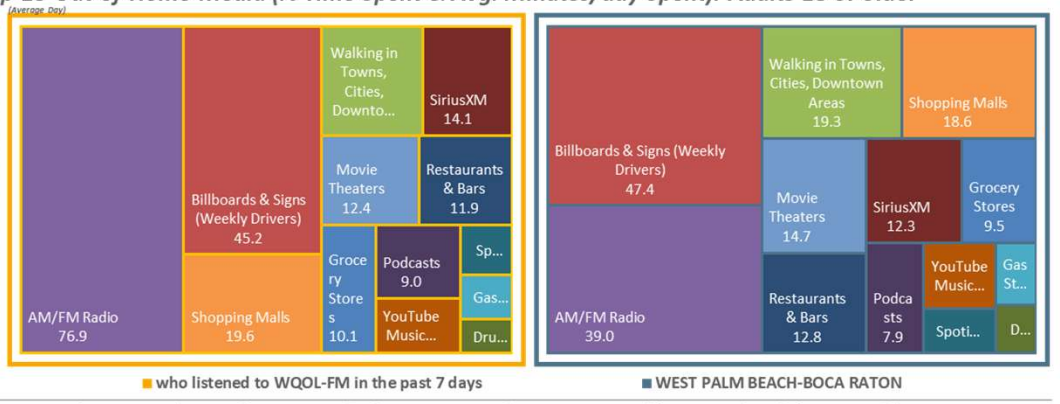
(Radio Stations: WOLL-FM)

50,676 or 93.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 76.2 minutes/day.

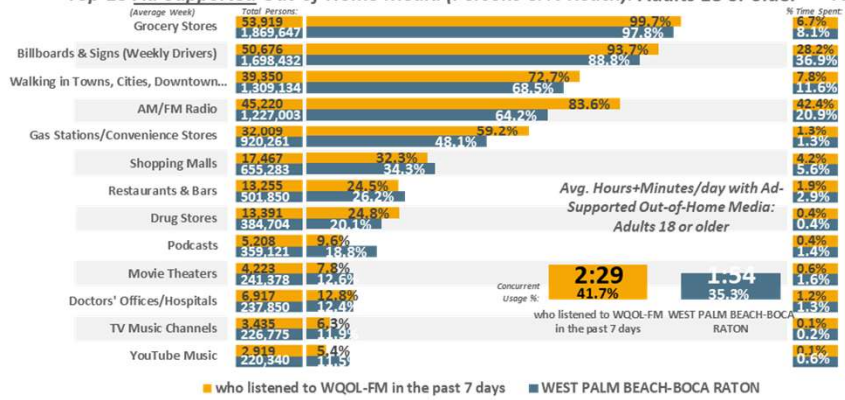
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



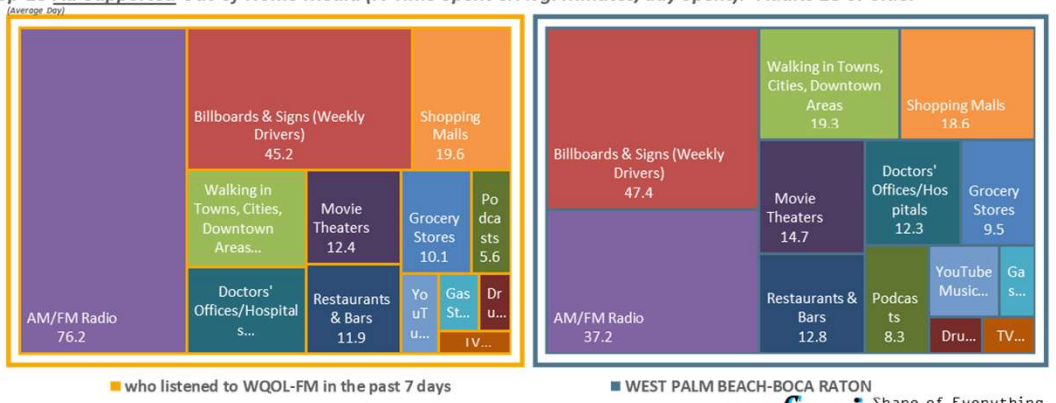
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

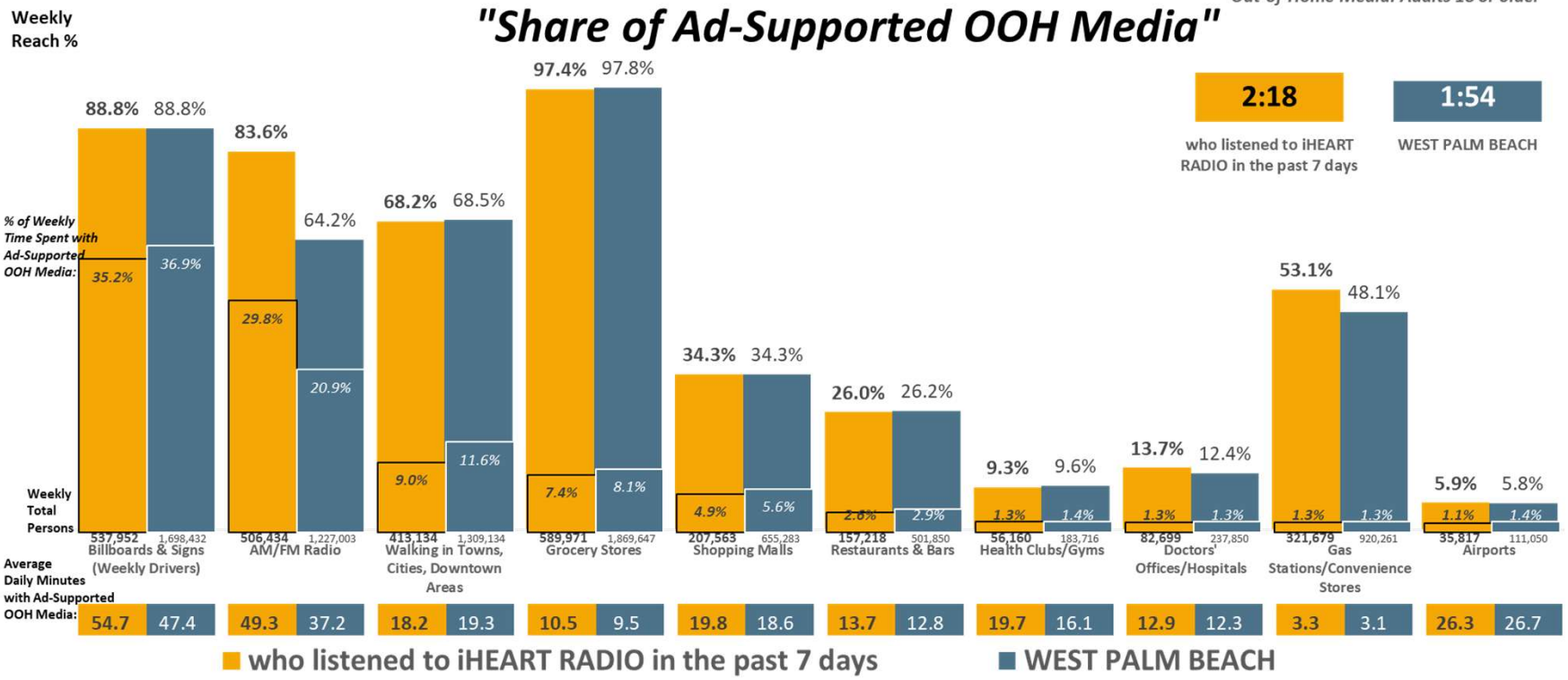
soefa.ai Share of Everything for Anything ©

(Radio Stations: WQOL-FM)

537,952 or 88.8% of Adults 18 or older who listened to iHEART RADIO in the past 7 days spend an average of 54.7 minutes per day driving, seeing Billboards and Signs representing 35.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

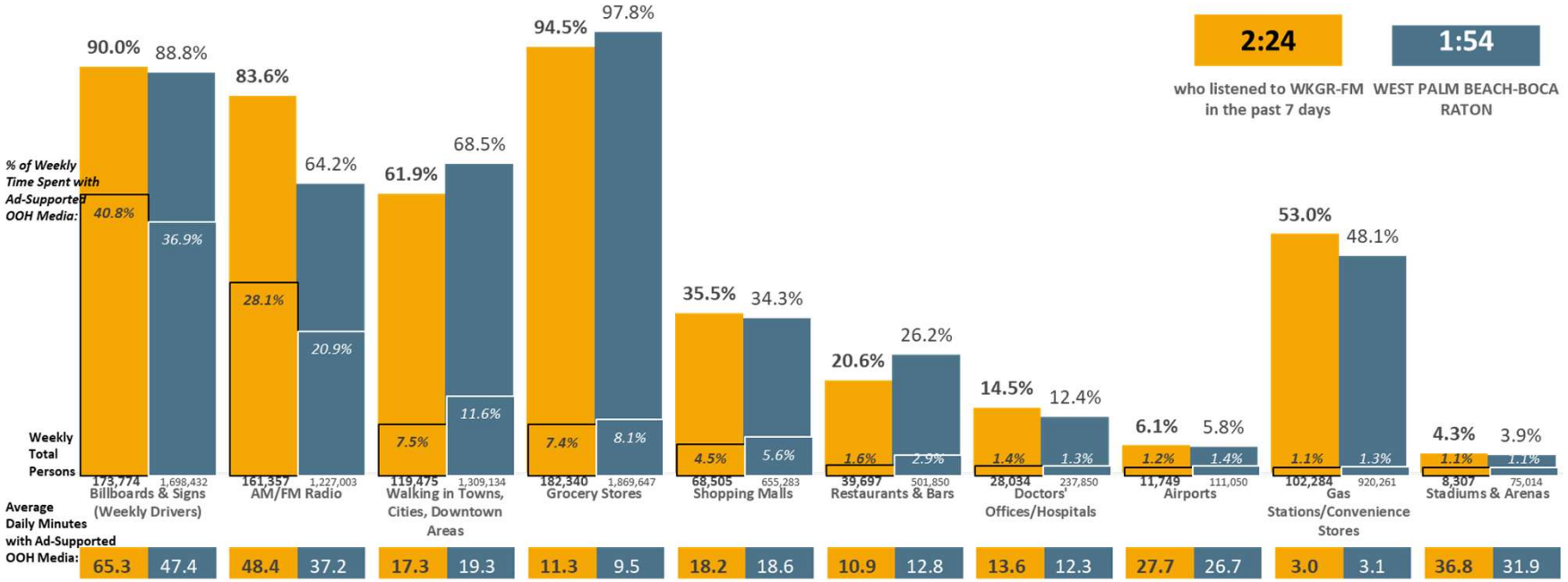
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

173,774 or 90.% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 40.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

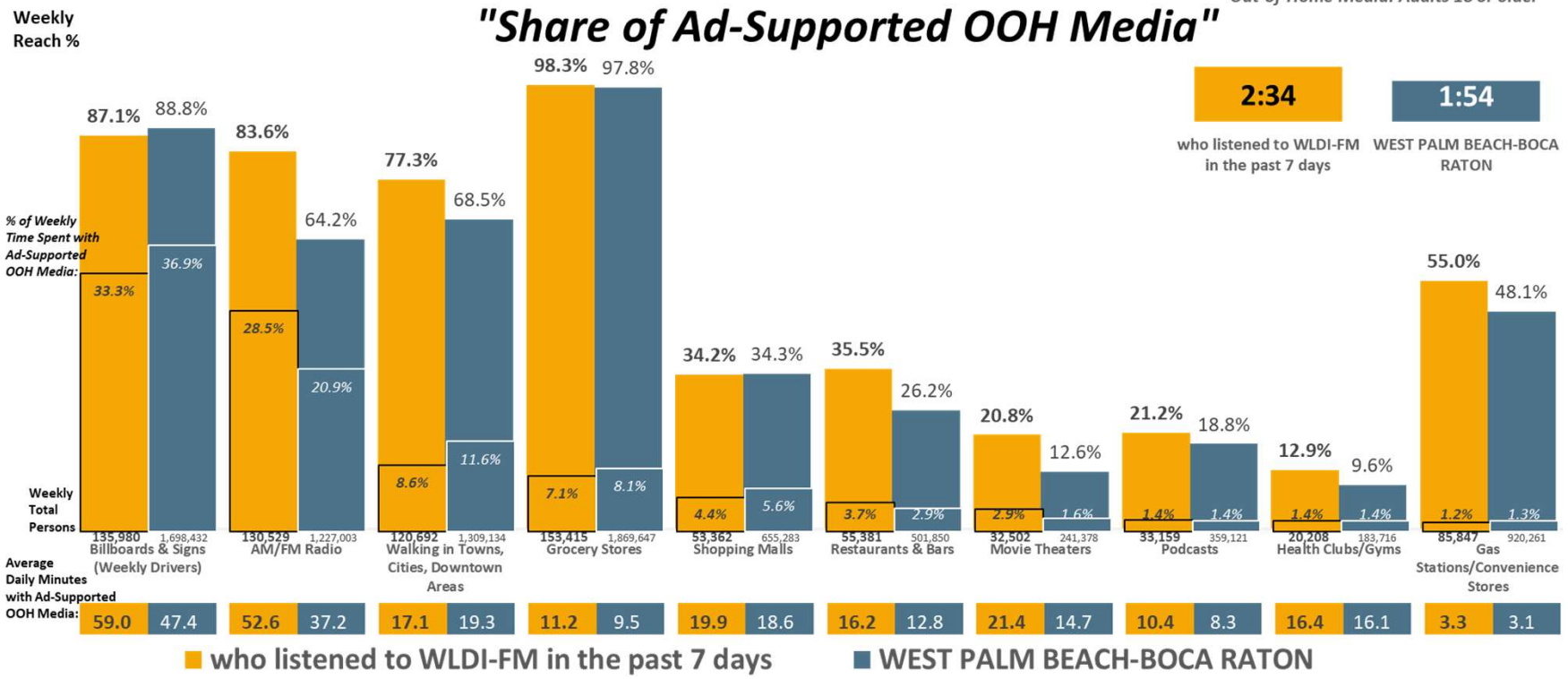
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM)

135,980 or 87.1% of Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 59. minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

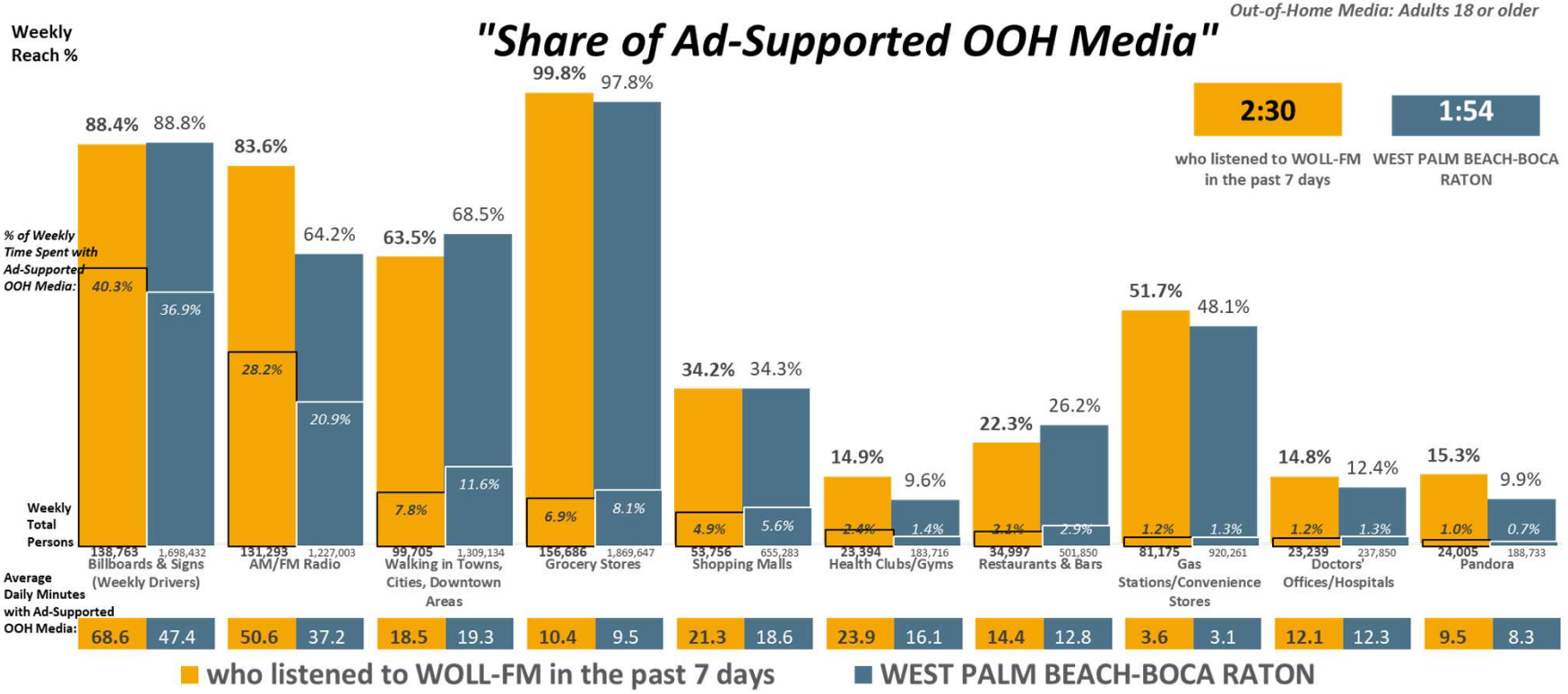
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: WLDI-FM)

138,763 or 88.4% of Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 68.6 minutes per day driving, seeing Billboards and Signs representing 40.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

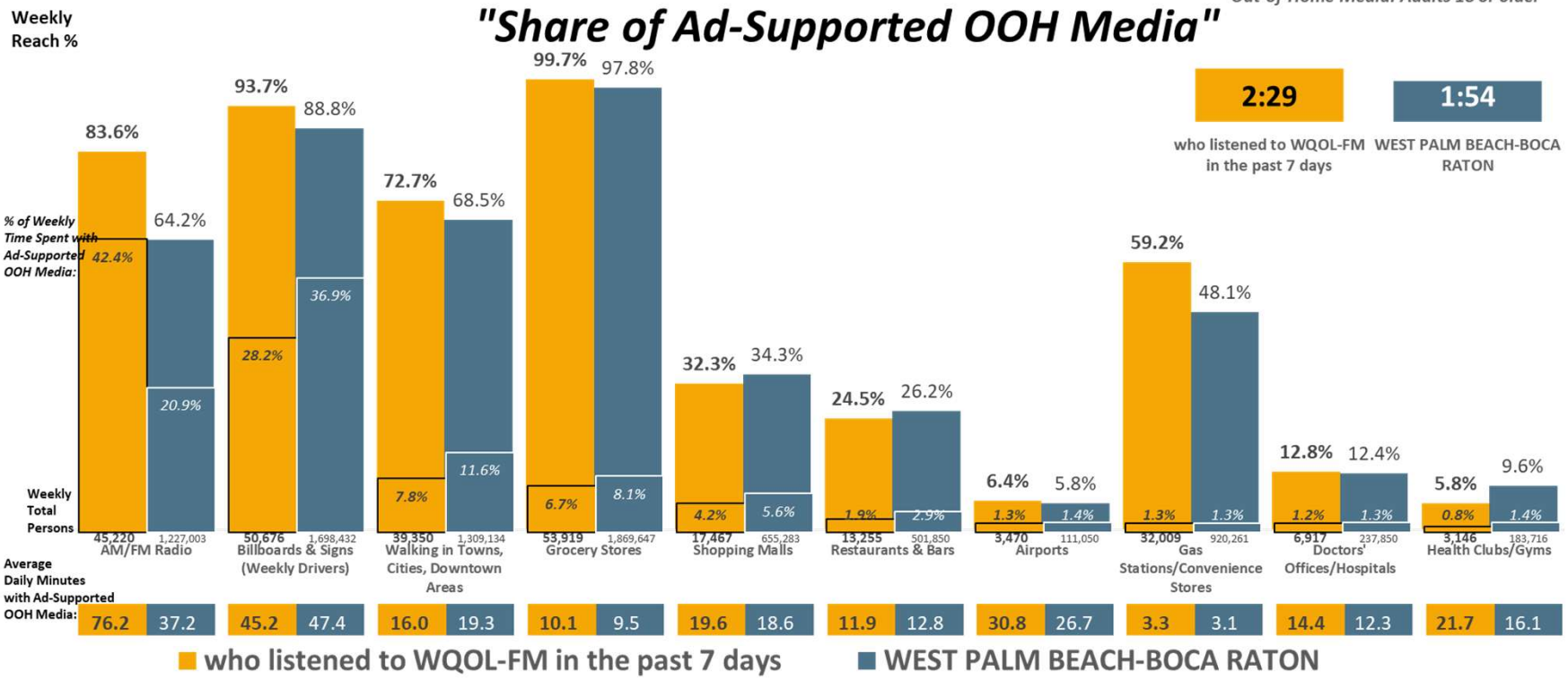
soefa.ai Share of Everything for Anything

(Radio Stations: WOLL-FM)

50,676 or 93.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

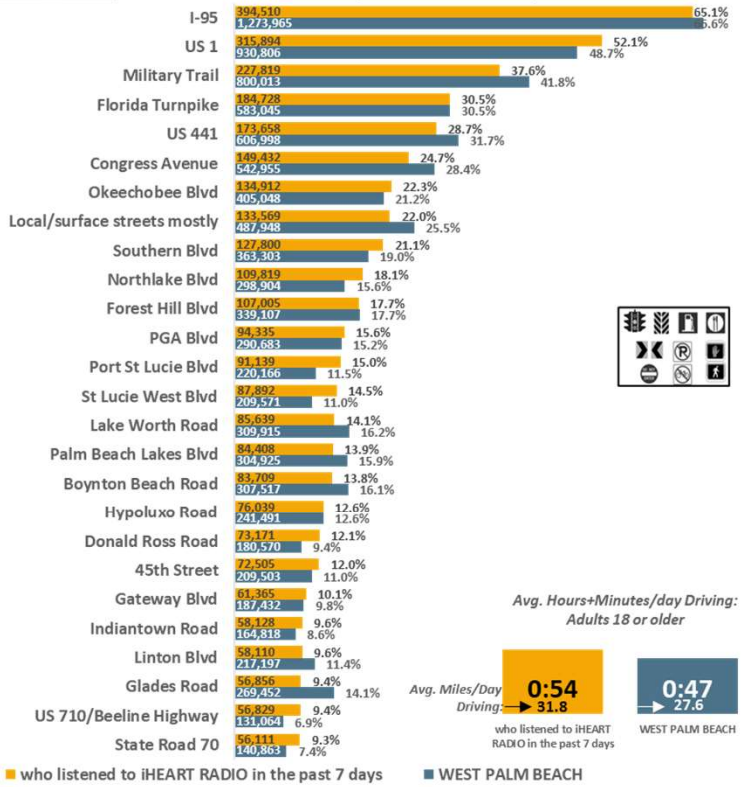
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

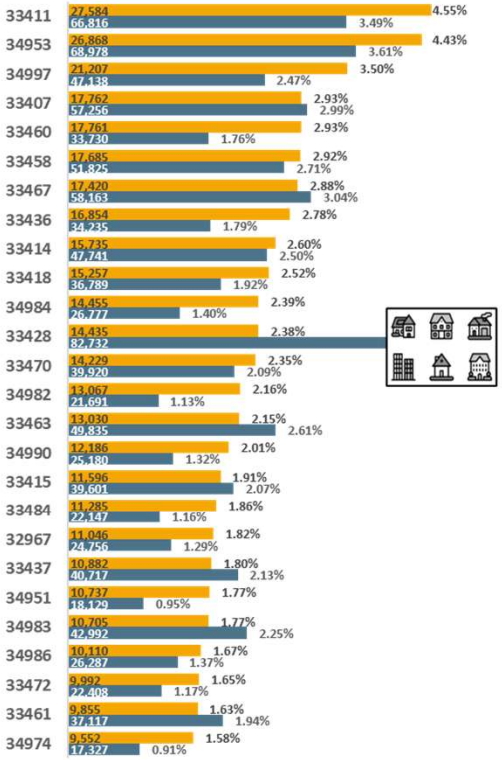
(Radio Stations: WQOL-FM)

537,952 or 88.8% of Adults 18 or older who listened to iHEART RADIO in the past 7 days spend an average of 54.7 minutes per day driving an average of 31.8 miles each day and are 32.4% more likely to use St Lucie West Blvd than the Metro average.

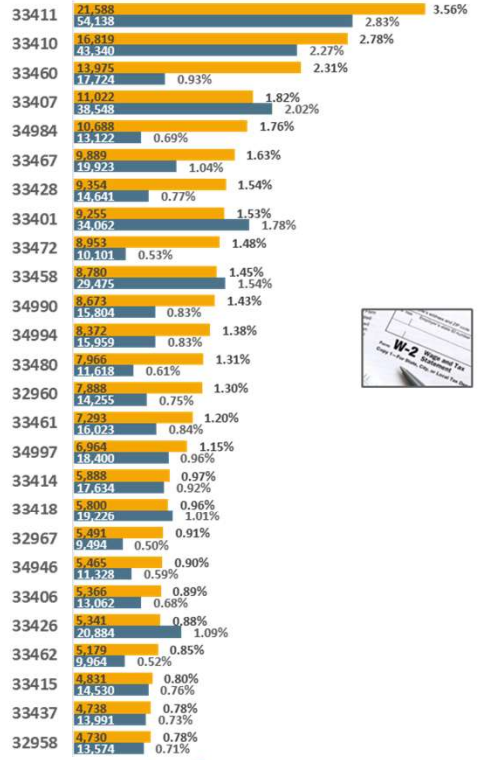
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

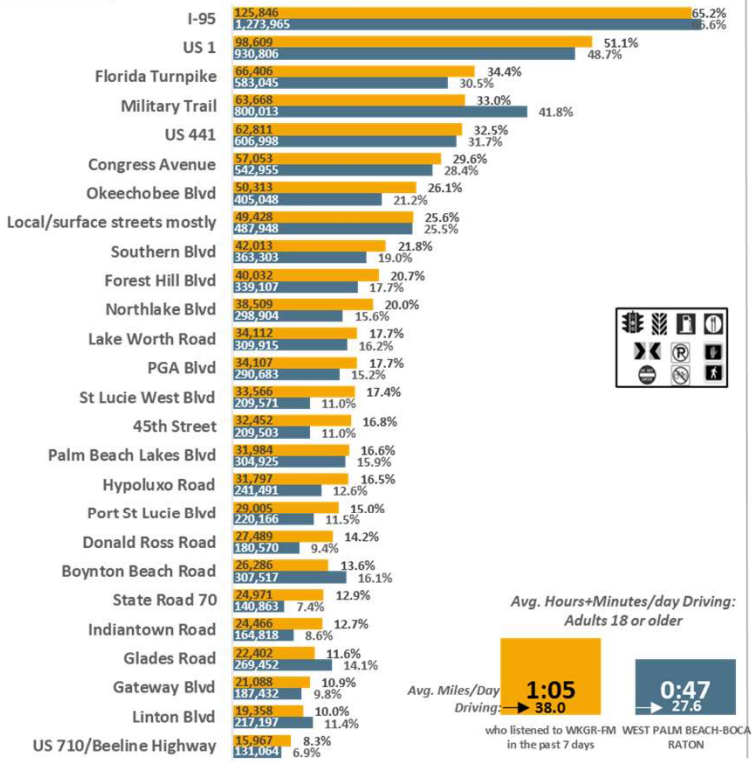
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

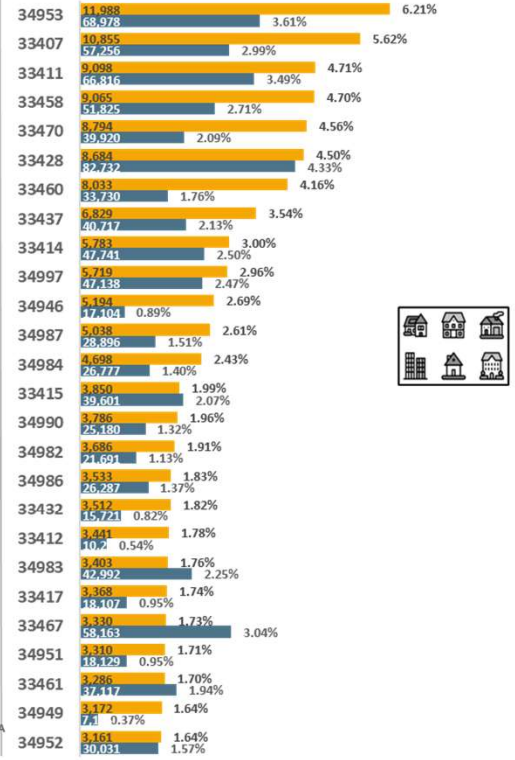
173,774 or 90.% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 65.3 minutes per day driving an average of 38. miles each day and are 58.7% more likely to use St Lucie West Blvd than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

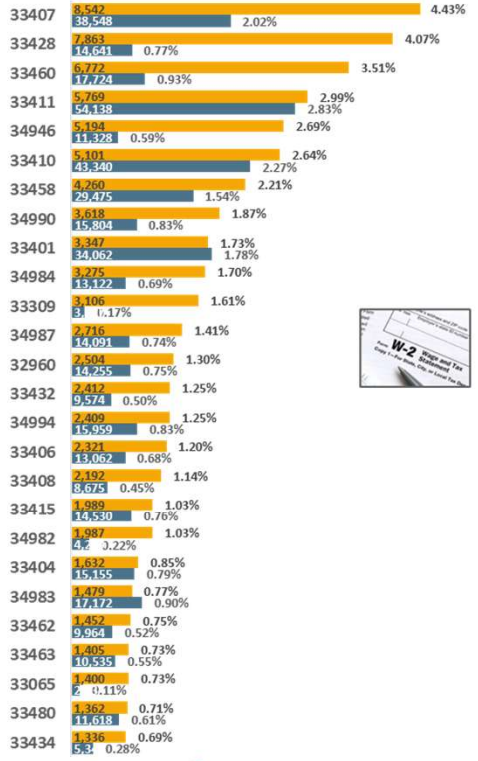


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 303

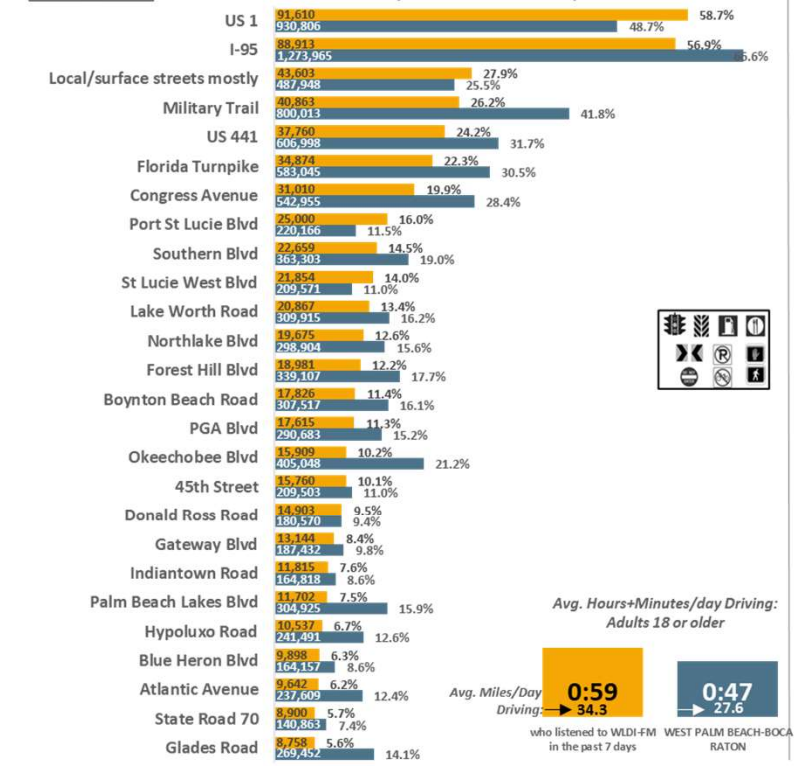
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WKGR-FM)

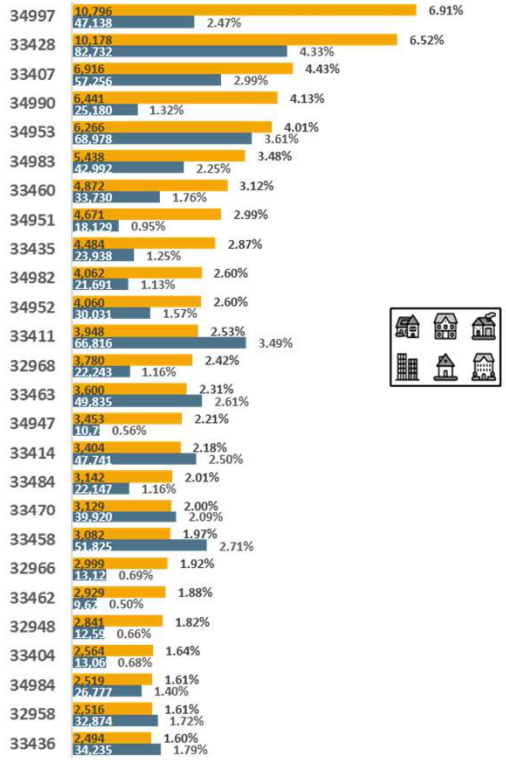


135,980 or 87.1% of Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 59. minutes per day driving an average of 34.3 miles each day and are 39.1% more likely to use Port St Lucie Blvd than the Metro average.

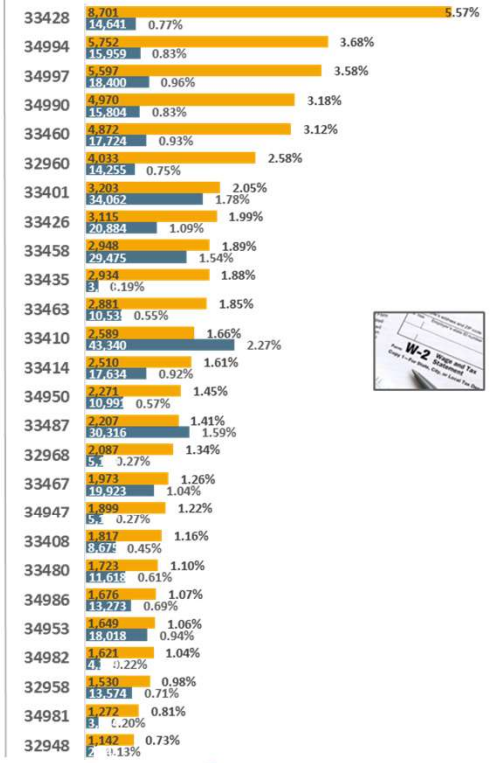
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

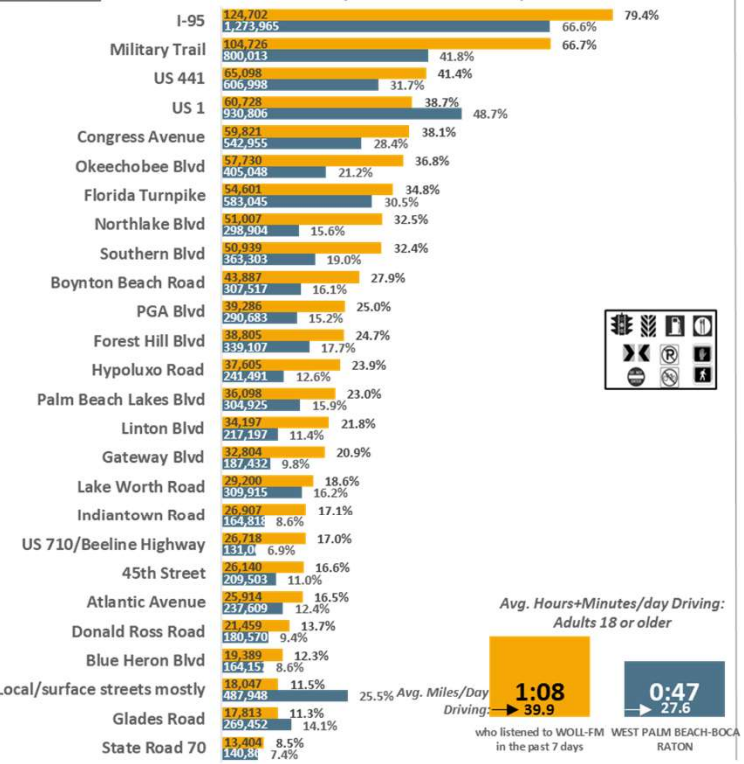
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 267
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WLDI-FM)

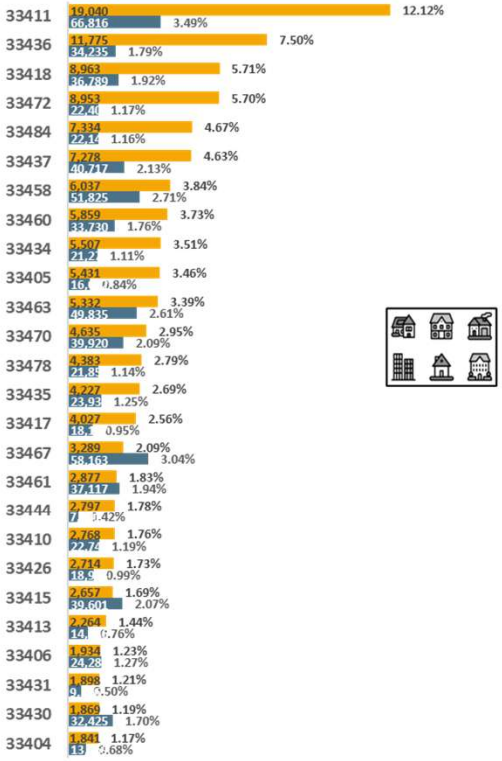
TODAY'S KOOL 105.5

138,763 or 88.4% of Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 68.6 minutes per day driving an average of 39.9 miles each day and are 148.2% more likely to use US 710/Beeline Highway than the Metro average.

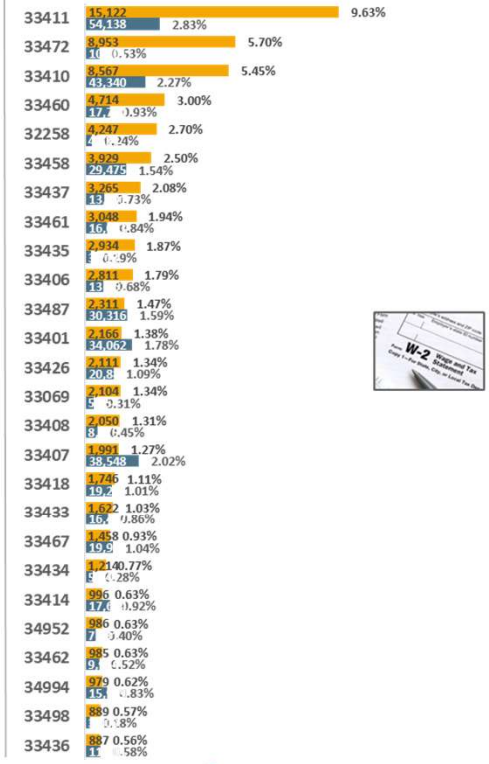
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



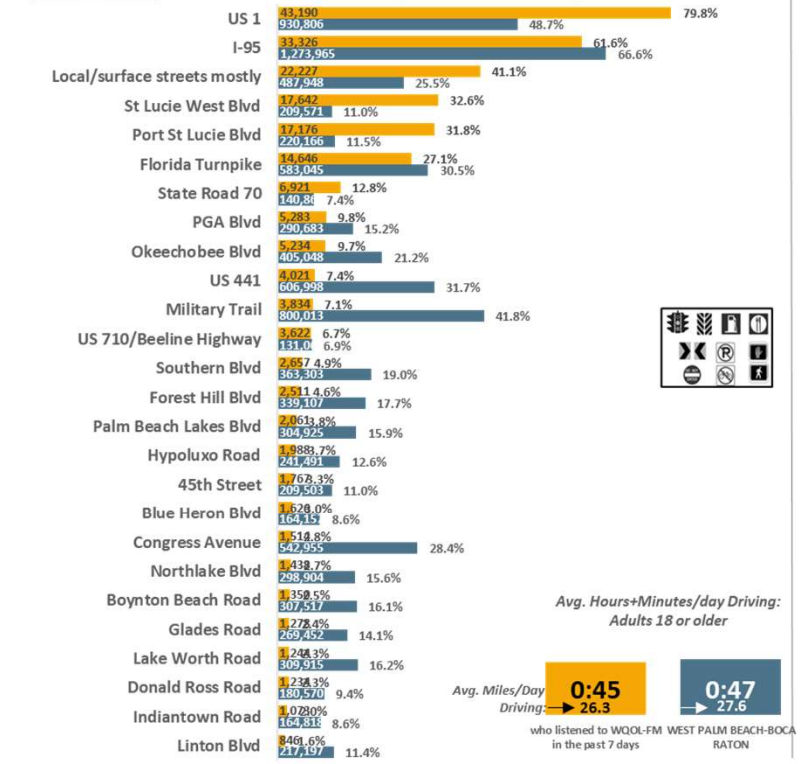
soefa.ai Share of Everything for Anything ©

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 180
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

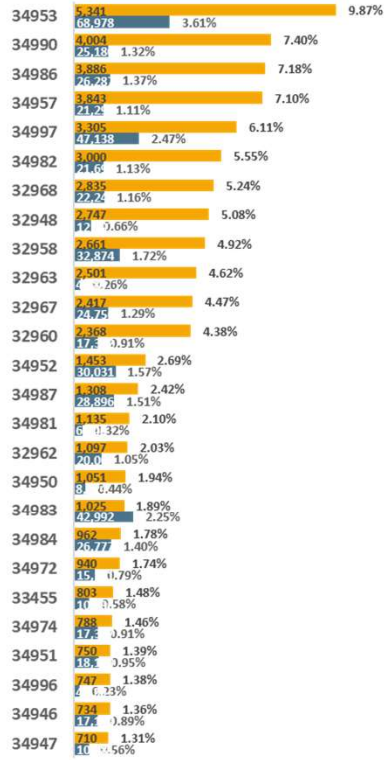
(Radio Stations: WOLL-FM)

50,676 or 93.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 45.2 minutes per day driving an average of 26.3 miles each day and are 197.6% more likely to use St Lucie West Blvd than the Metro average.

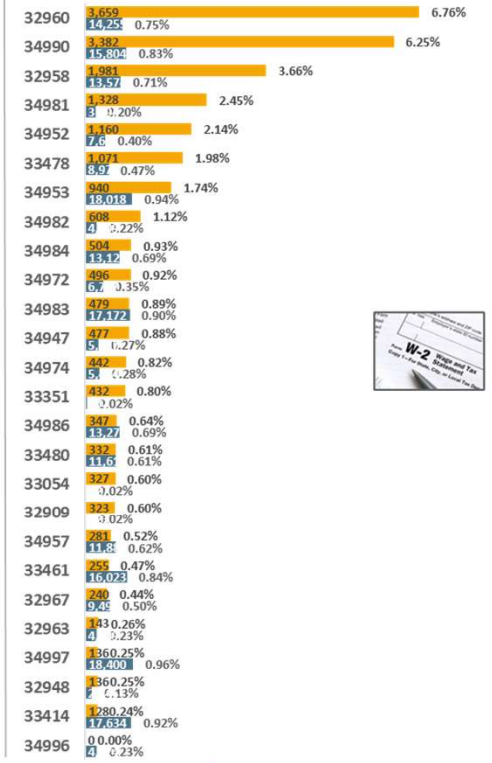
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

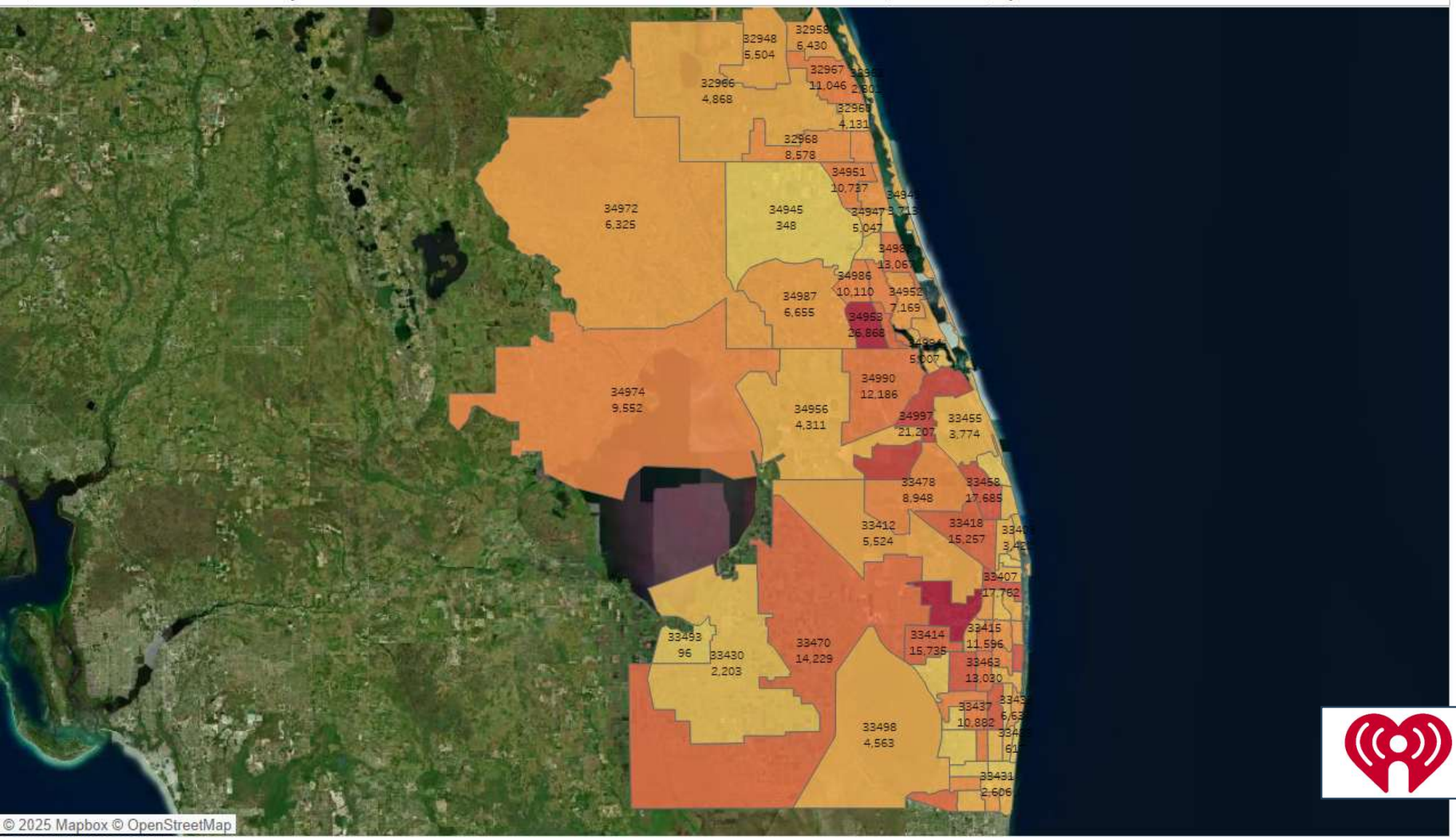


soefa.ai Share of Everything for Anything ©

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Radio Stations: WQOL-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to iHEART RADIO in the past 7 days)



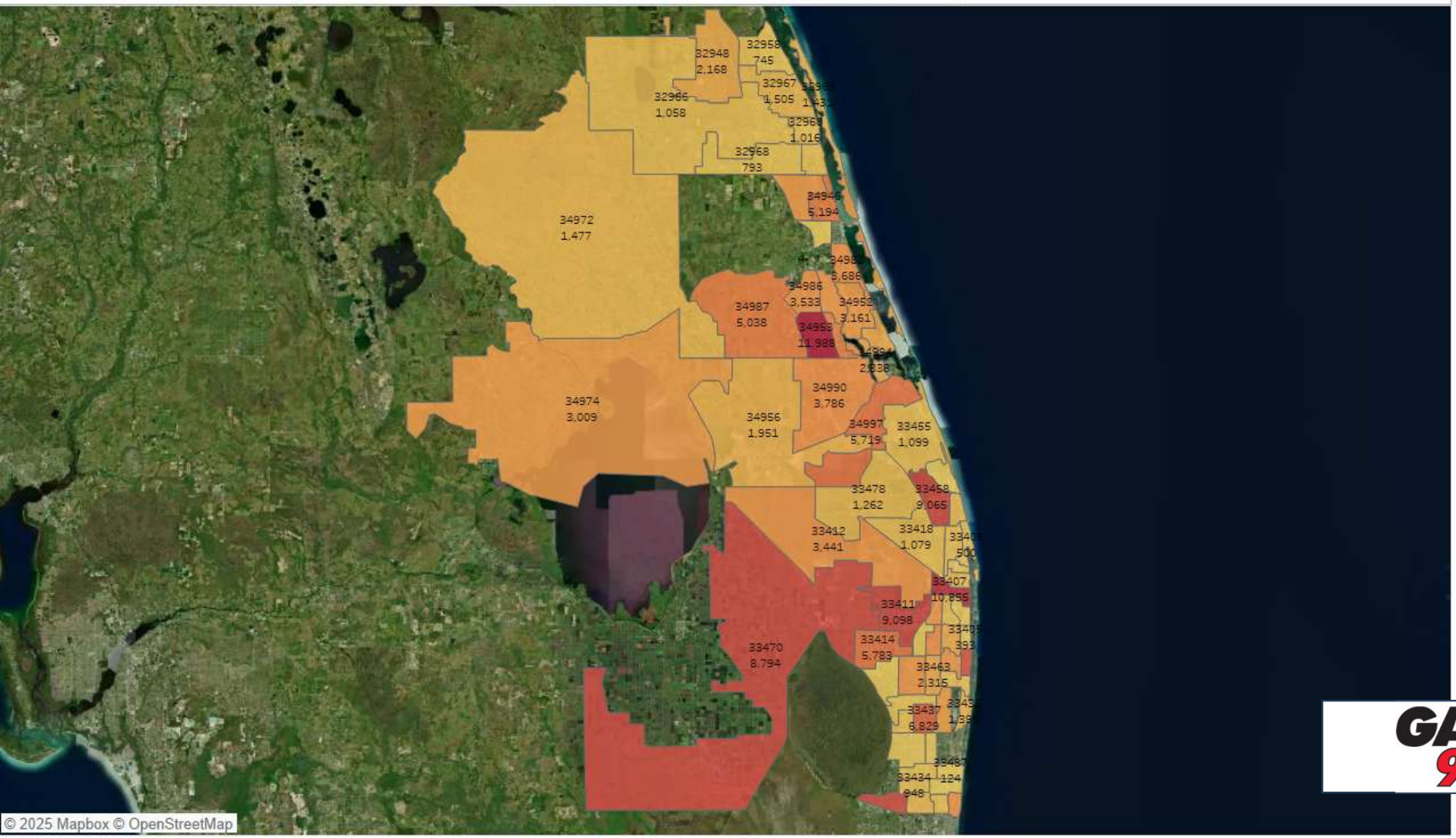
iHeart RADIO

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to WKGR-FM in the past 7 days)



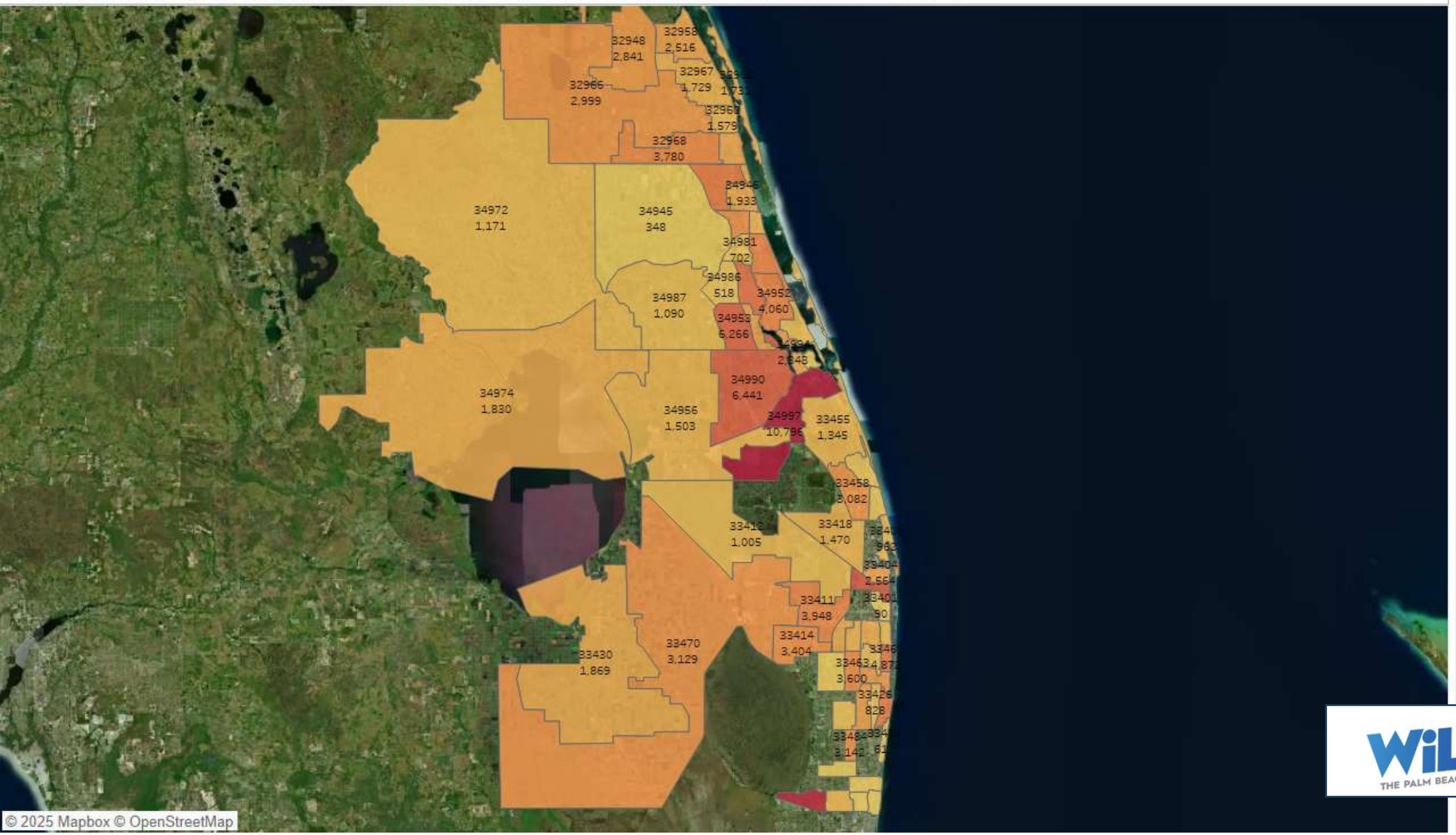
WEST PALM BEACH-BOCA RATON DMA

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to WLDI-FM in the past 7 days)



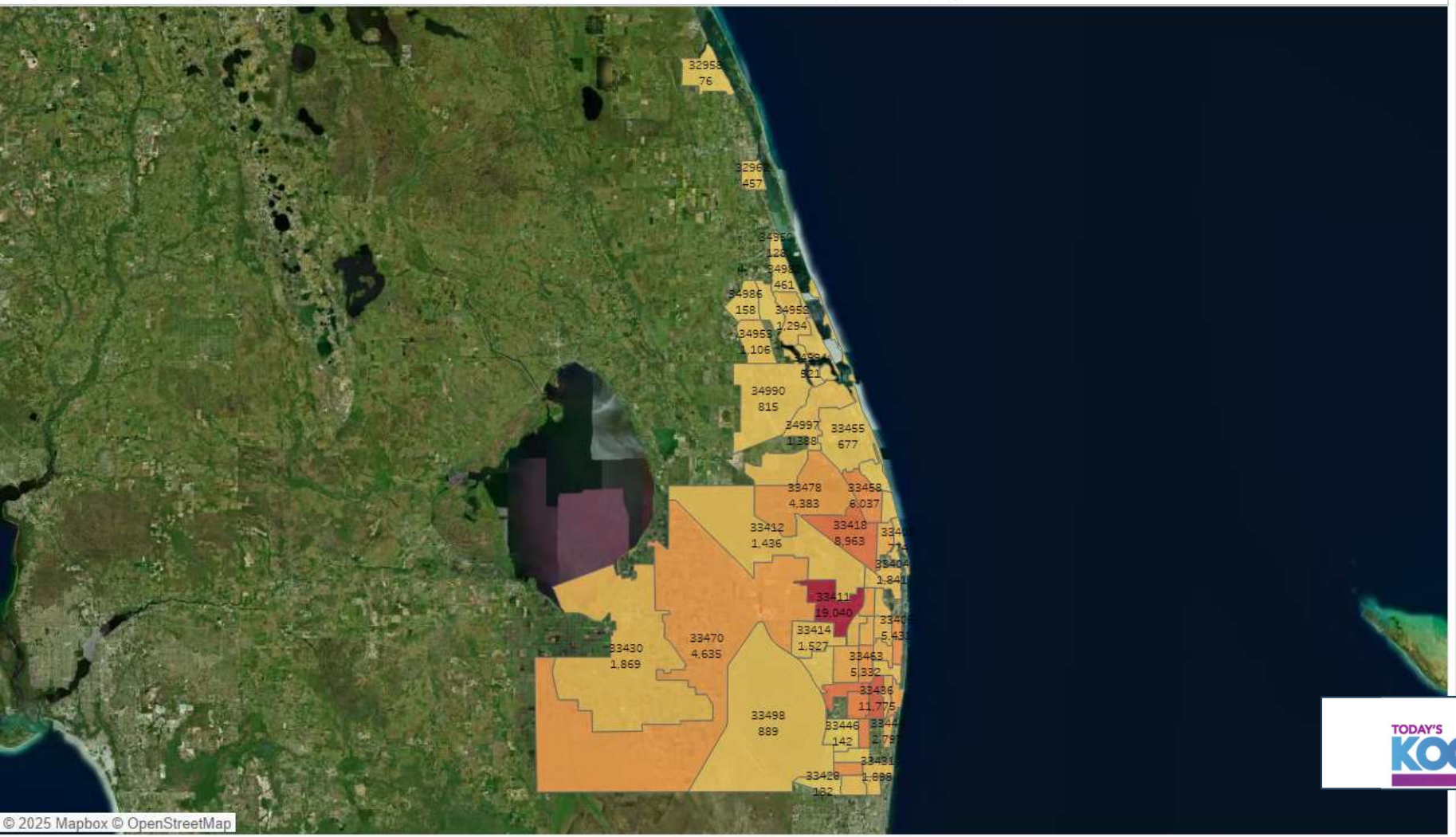
WEST PALM BEACH-BOCA RATON DMA

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: WLDI-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to WOLL-FM in the past 7 days)

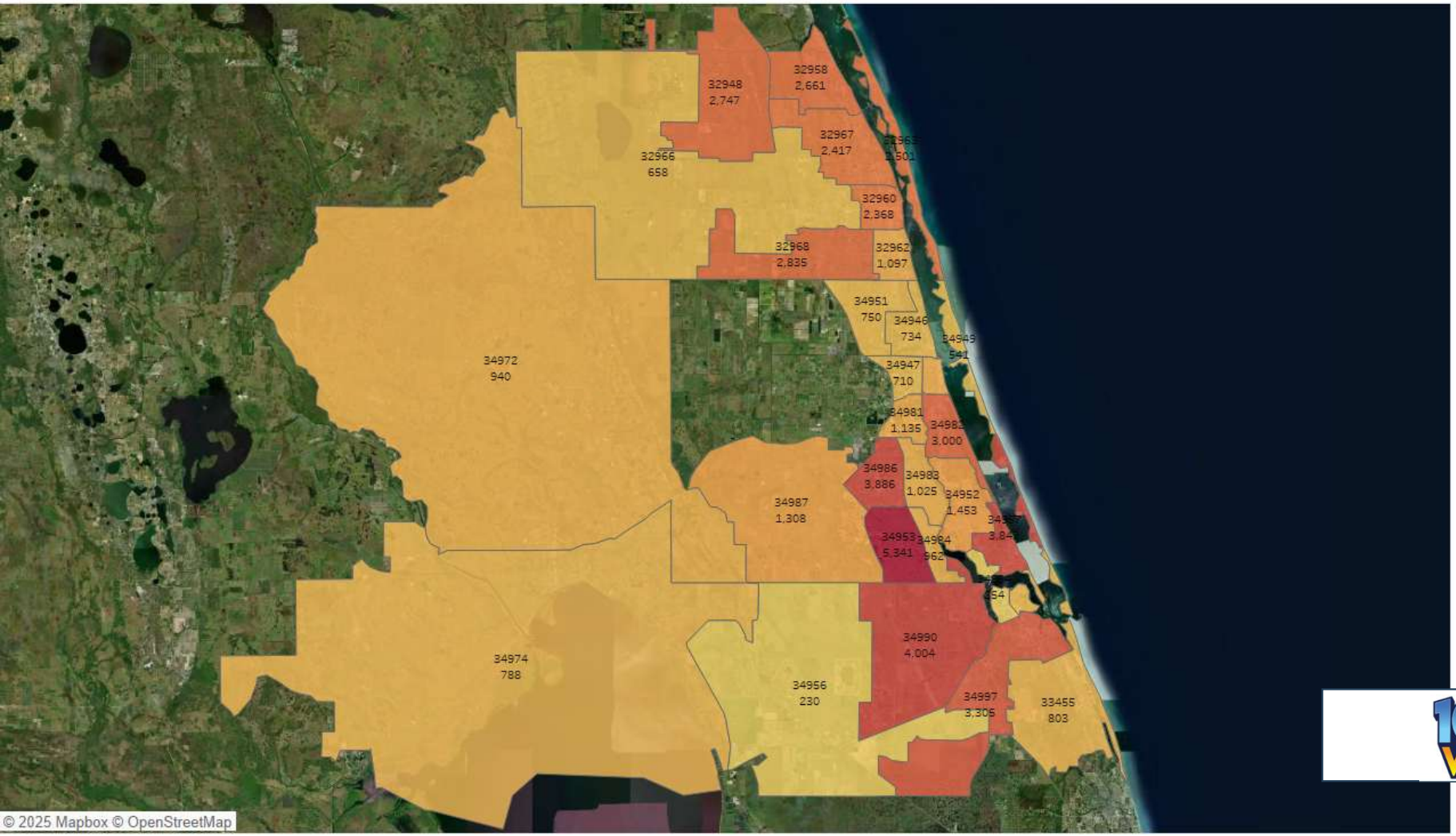


All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Radio Stations: WOLL-FM)

Top Residential Zip Codes: (Adults 18 or older who listened to WQOL-FM in the past 7 days)



WEST PALM BEACH-BOCA RATON DMA

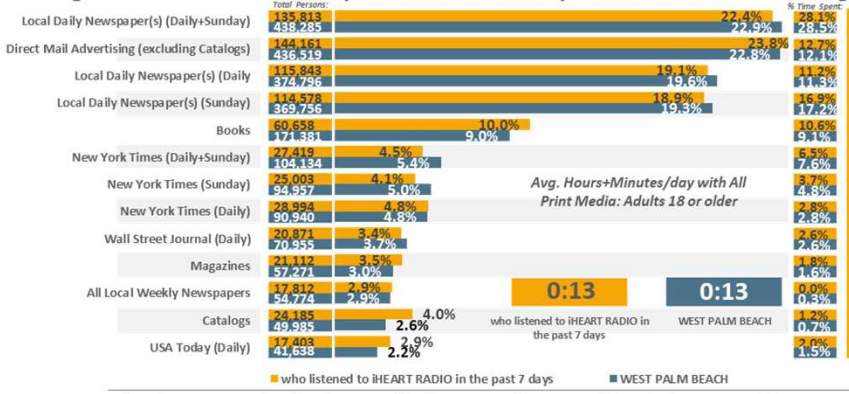
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

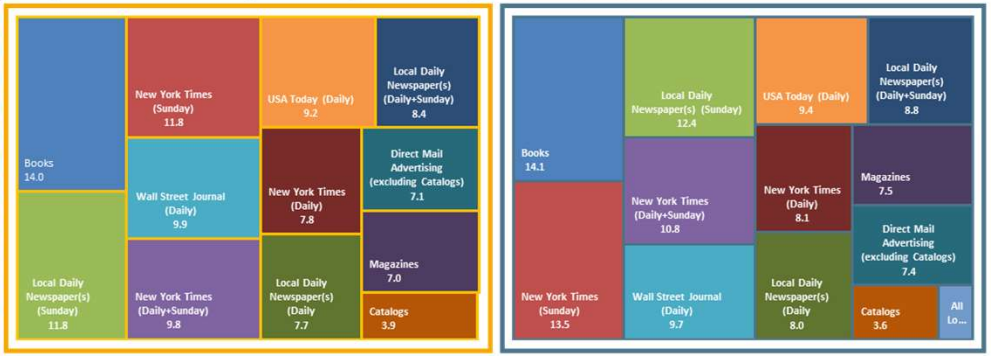
(Radio Stations: WQOL-FM)

135,813 or 22.4% of Adults 18 or older who listened to iHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

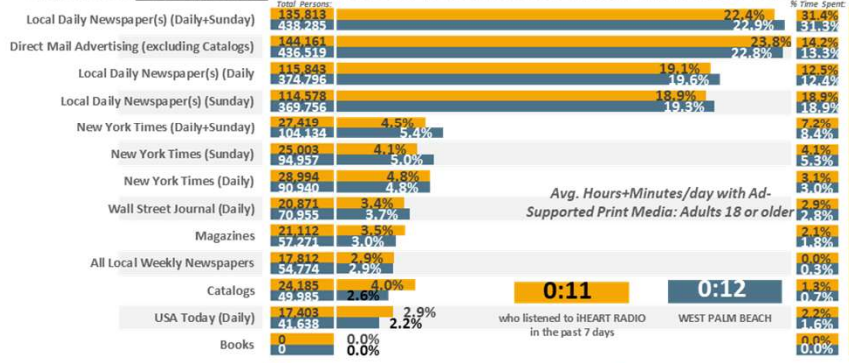
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 937

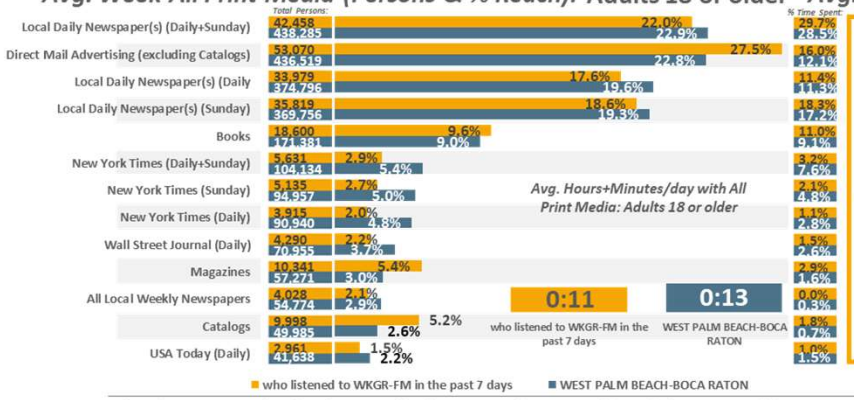
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

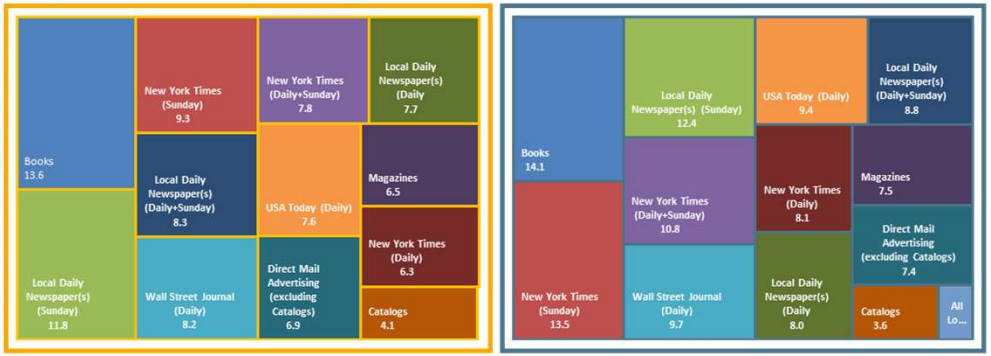
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

42,458 or 22.% of Adults 18 or older who listened to WKGR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

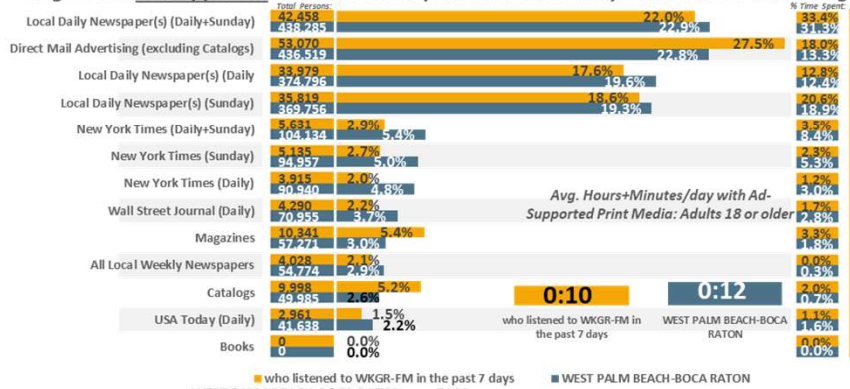
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



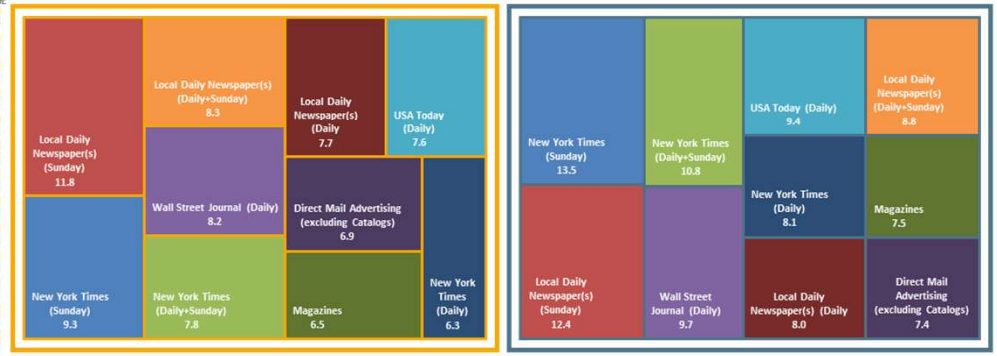
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA

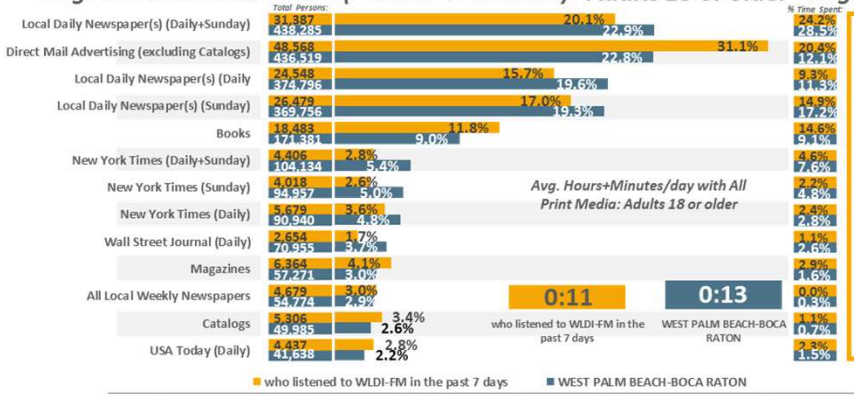
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

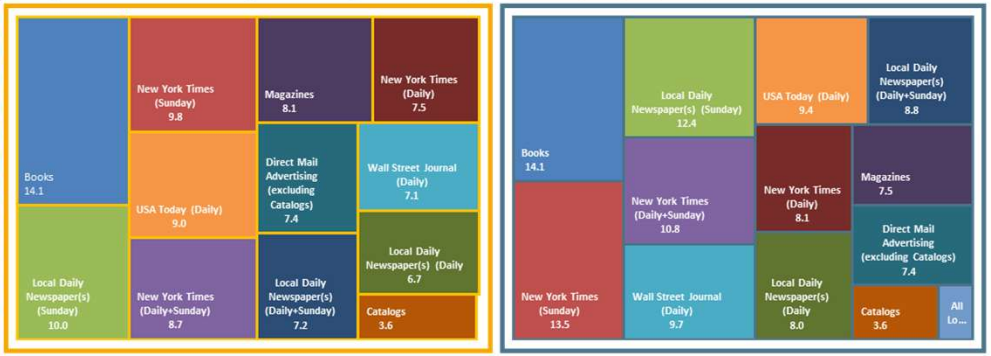
(Radio Stations: WKGR-FM)

31,387 or 20.1% of Adults 18 or older who listened to WLDI-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

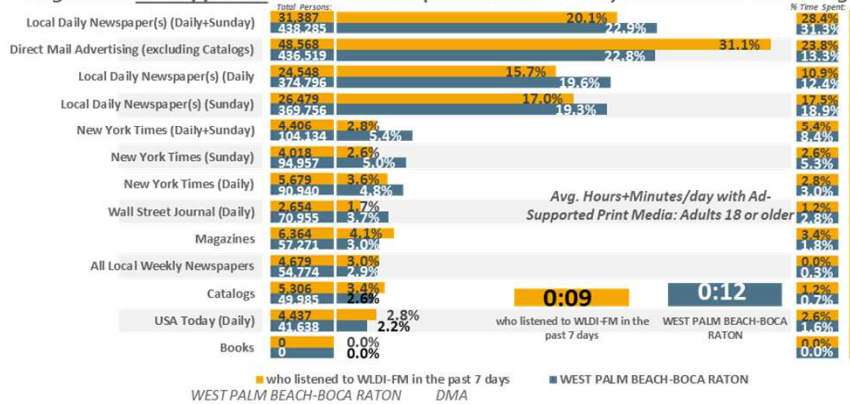
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

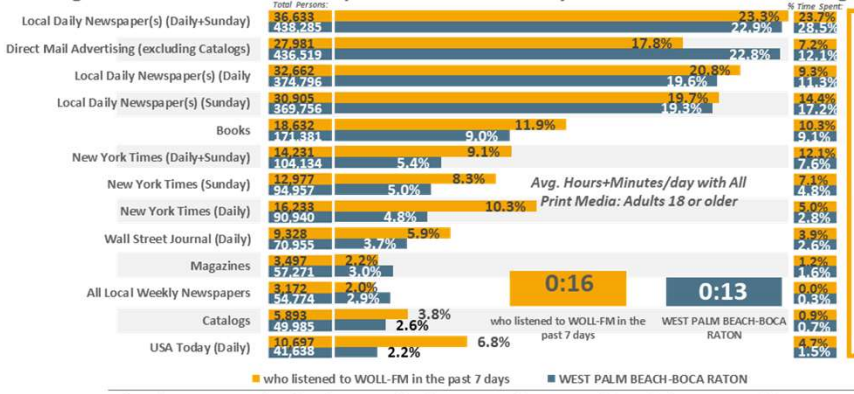
soefa.ai Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

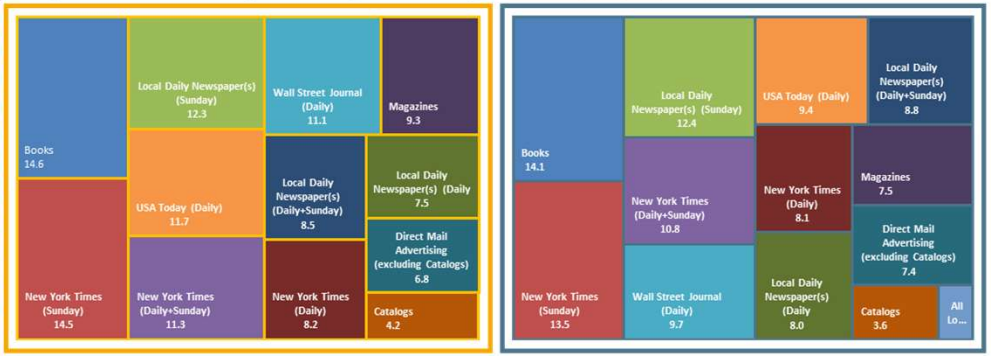
TODAY'S KOOL 105.5

36,633 or 23.3% of Adults 18 or older who listened to WOLL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

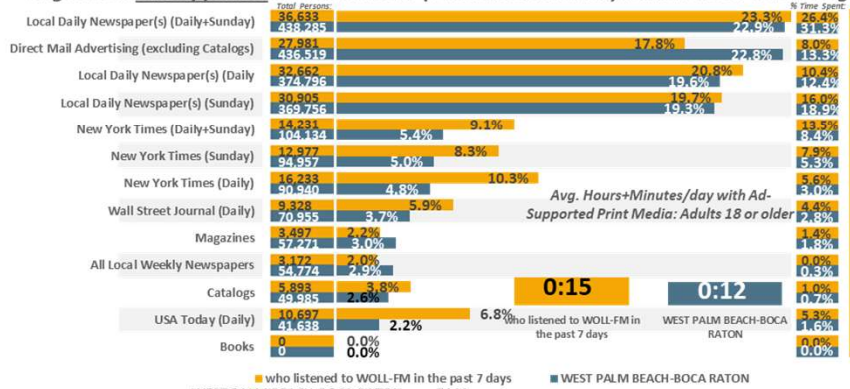
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA

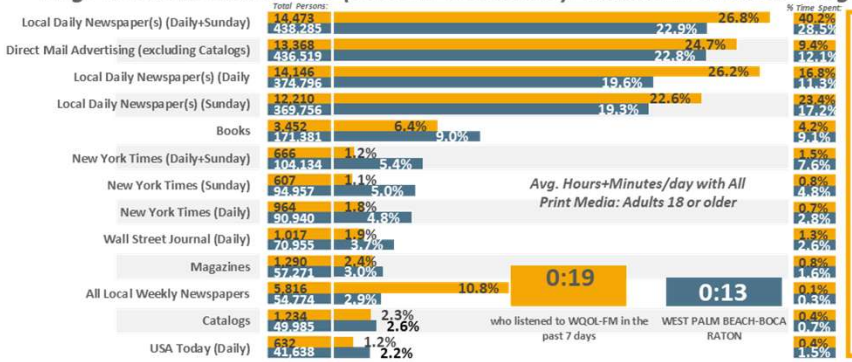
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WOLL-FM)

14,473 or 26.8% of Adults 18 or older who listened to WQOL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.3 minutes every day representing 42.% of all time spent daily with All forms of Print Media.

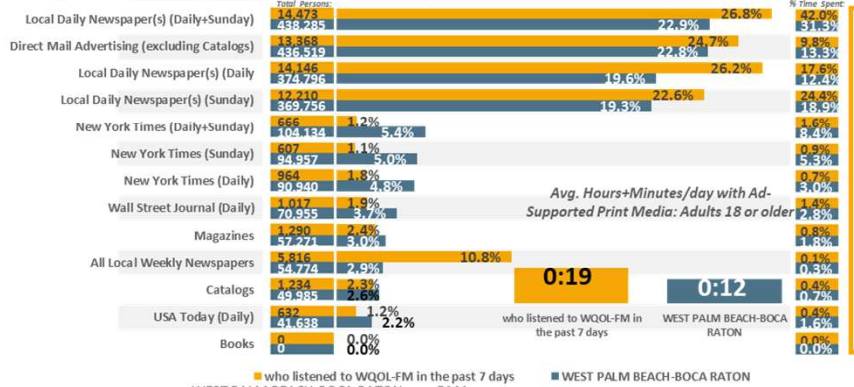
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



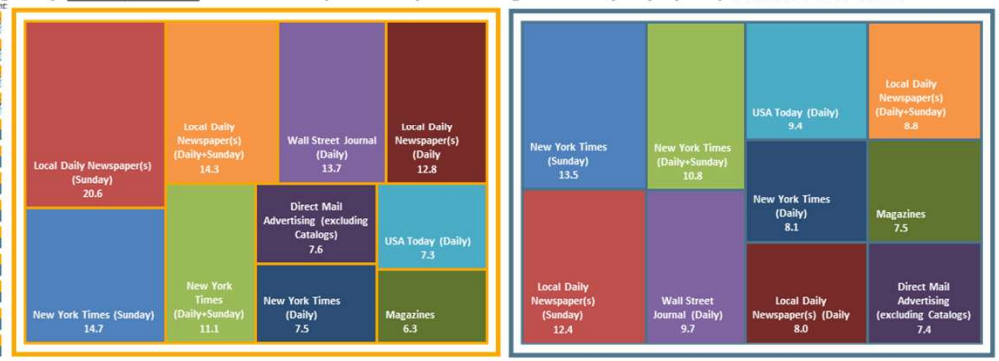
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA

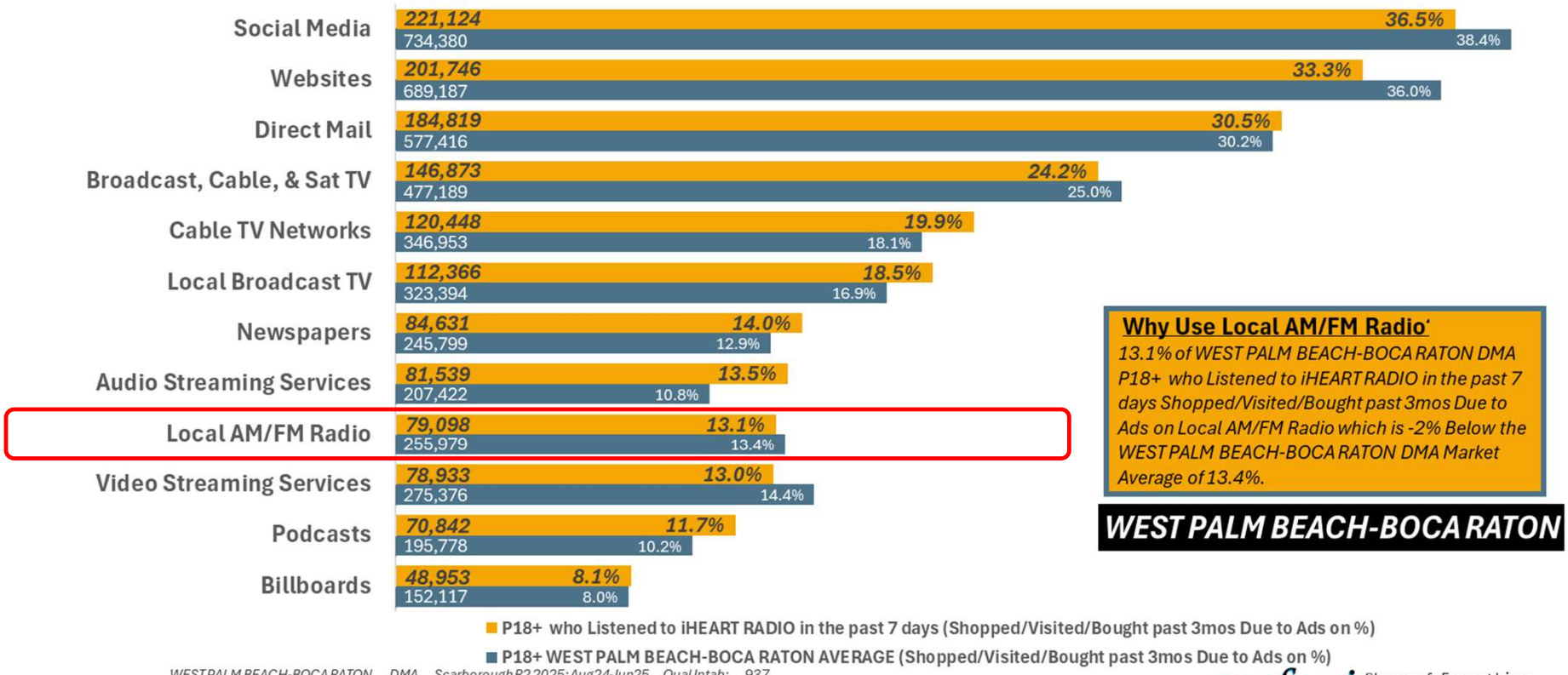
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WQOL-FM)

"Advertising Actions"

P18+ who Listened to iHEART RADIO in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

13.1% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to iHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

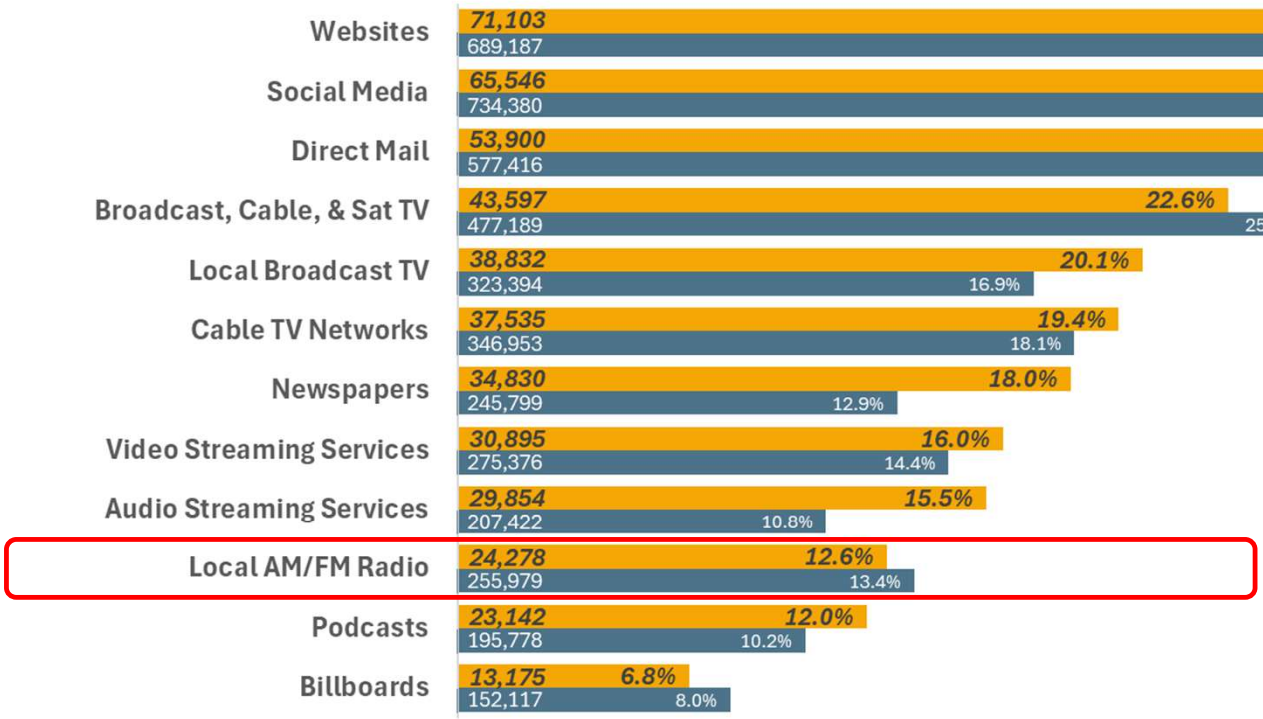
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

"Advertising Actions"

P18+ who Listened to WKGR-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

12.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WKGR-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 303

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

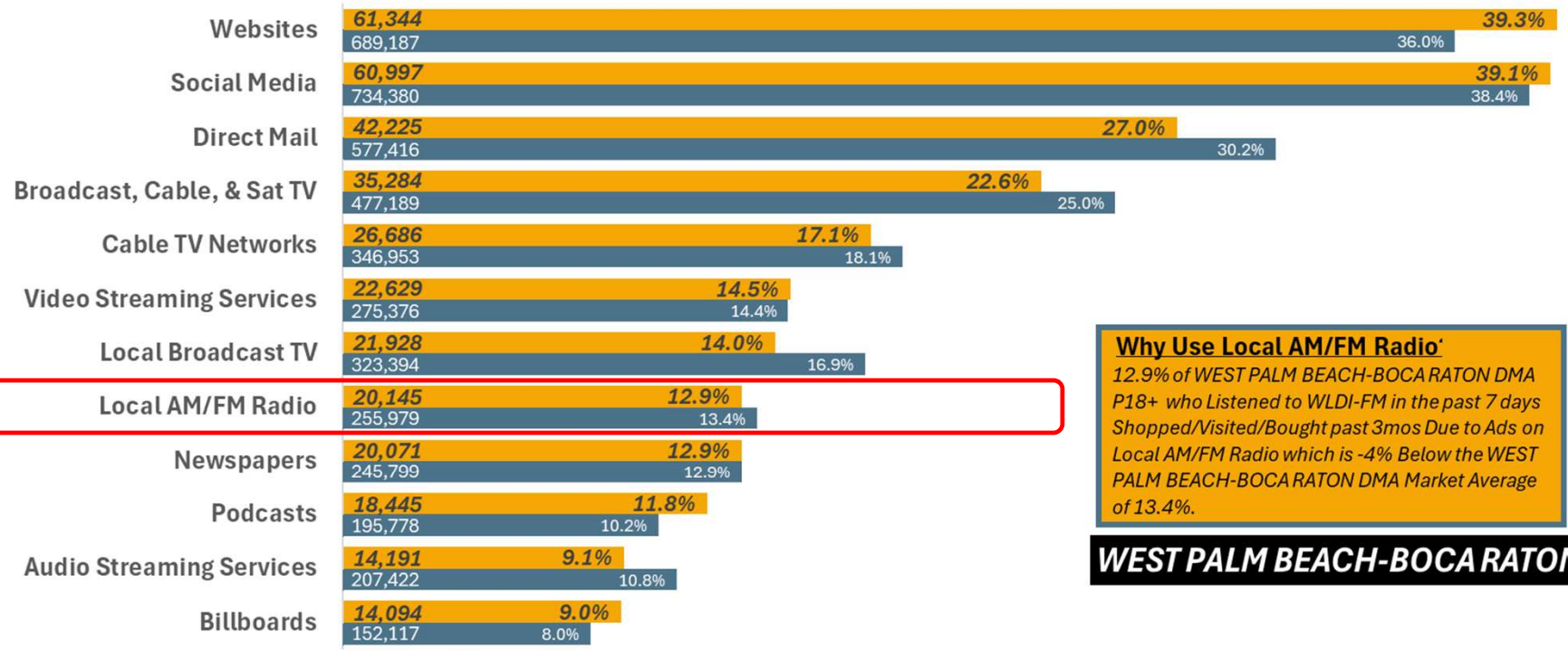
soefa.ai Share of Everything for Anything ©

(Radio Stations: WKGR-FM)

WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

"Advertising Actions"

P18+ who Listened to WLDI-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

12.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WLDI-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 267

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

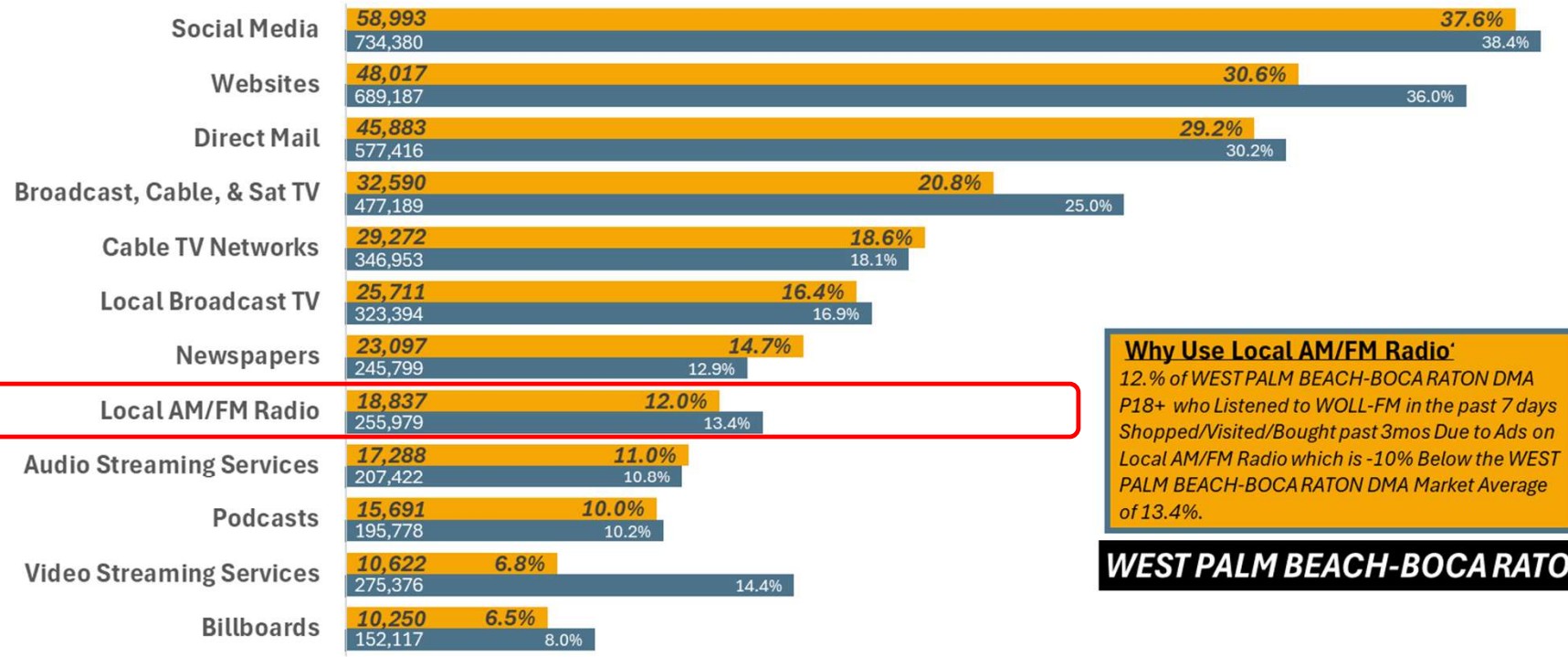
soefa.ai Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

TODAY'S KOOL 105.5

"Advertising Actions"

P18+ who Listened to WOLL-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

12.% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WOLL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 180

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

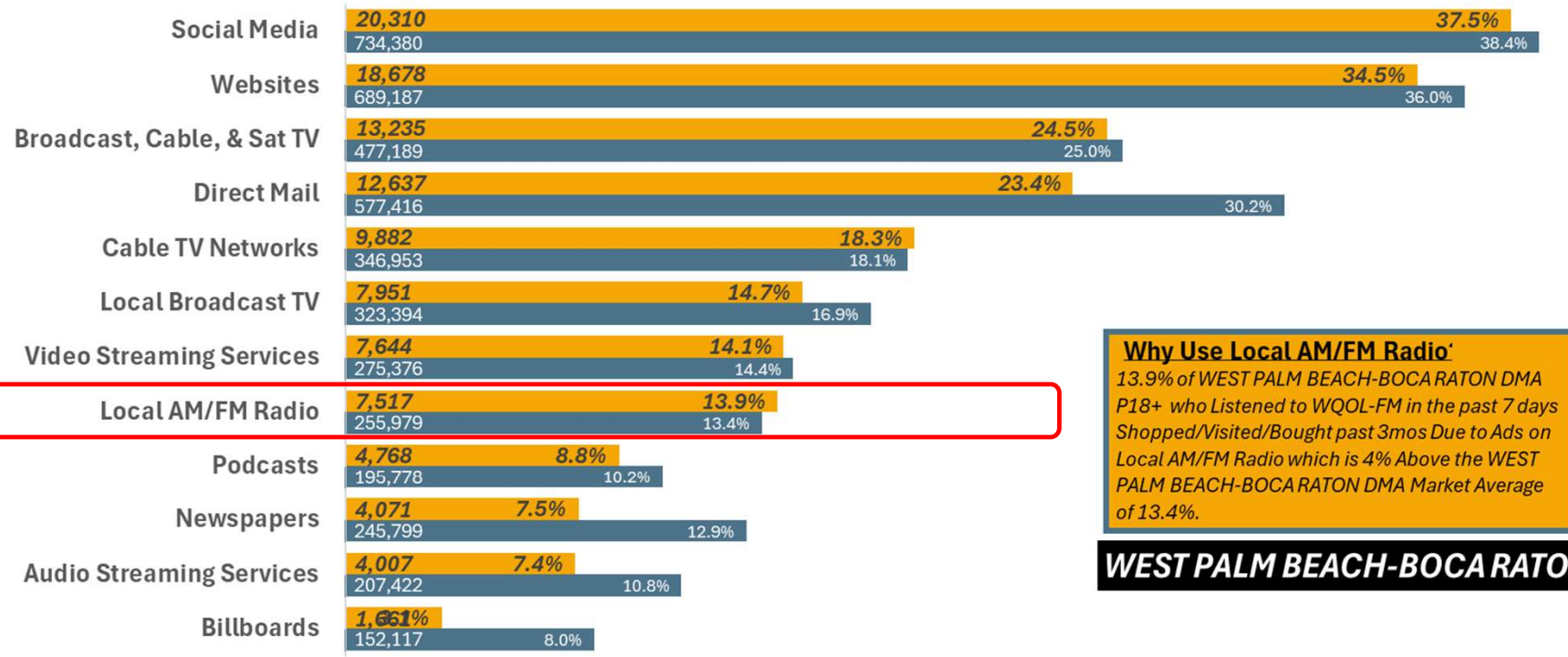
soefa.ai Share of Everything for Anything ©

(Radio Stations: WOLL-FM)

103.7 WQOL

"Advertising Actions"

P18+ who Listened to WQOL-FM in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

13.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WQOL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 123

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Radio Stations: WQOL-FM)