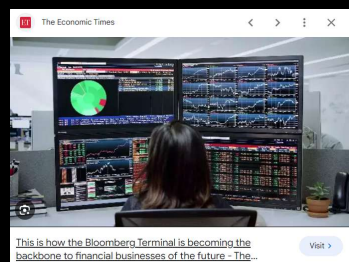


WEST PALM BEACH DMA –P18+ 5 Profiles of IHEART RADIO Listeners!

Brand New Data as of January 31, 2026!

Complete Demographic & Media Use Profiles



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: WAVV-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)



33.9% or 659,783 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 53.6 years old (.6% older than average) and have a \$105,379 (.% lower than average) annual household income.

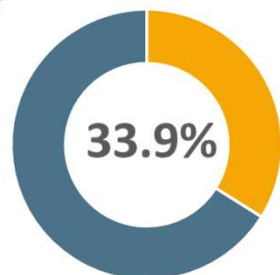


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Listened to IHEART RADIO in the past 7 days
Remainder of WEST PALM BEACH DMA

Total Persons:

659,783

1,284,215

%M vs. %F:

50.2%

48.5%

49.8%

51.5%

Average Age:

54.9

53.0

52.2

53.5

Persons:

330,974

941,910

328,809

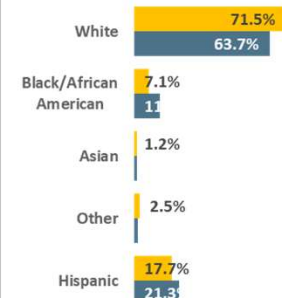
1,002,088

Men

Men

Women

Women



who Listened to IHEART RADIO in the past 7 days WEST PALM BEACH

Age Cell Demographics of Target vs. Market:

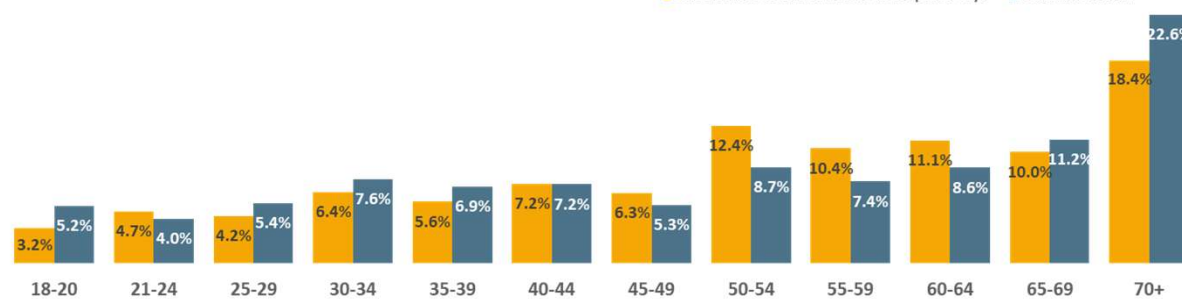
Average Age:

Adults 18 or older

53.6

53.2

who Listened to IHEART RADIO in the past 7 days WEST PALM BEACH

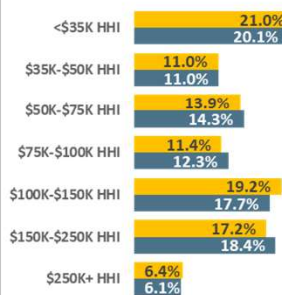


who Listened to IHEART RADIO in the past 7 days

WEST PALM BEACH



HHI of Target vs. Market:



Avg HHI:

\$105,379

\$105,392

WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 939
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)



11.1% or 214,770 of WEST PALM BEACH DMA Adults 18 or older Listened to WKGR-FM in the past 7 days.
Typical Adults 18 or older who Listened to WKGR-FM in the past 7 days are 57.8 years old (8.6% older than average) and have a \$105,708 (.3% higher than average) annual household income.

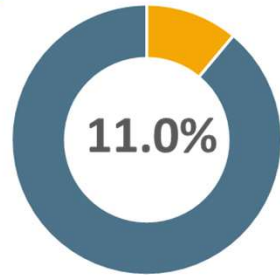


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



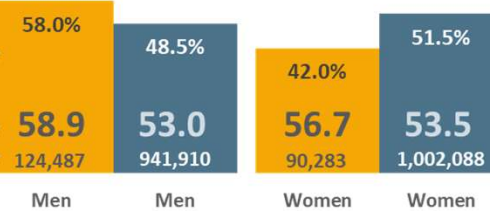
Total Persons:

214,770 1,729,228

%M vs. %F:

Average Age:

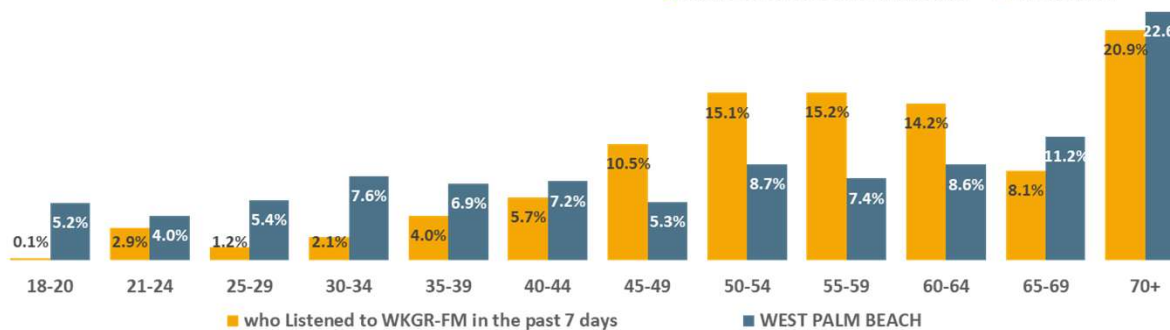
Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

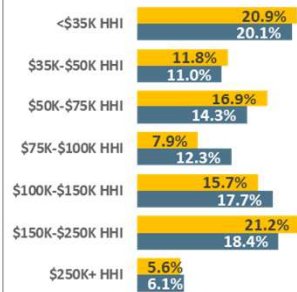


who Listened to WKGR-FM in the past 7 days

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 320
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HHI of Target vs. Market:



Avg HHI:

\$105,708 \$105,392

(Radio Stations: WKGR-FM)



8.2% or 159,809 of WEST PALM BEACH DMA Adults 18 or older Listened to WLDI-FM in the past 7 days. Typical Adults 18 or older who Listened to WLDI-FM in the past 7 days are 47.8 years old (10.2% younger than average) and have a \$108,152 (2.6% higher than average) annual household income.

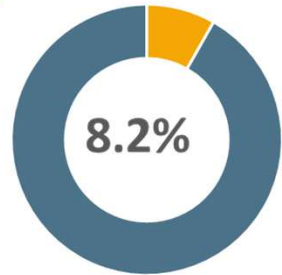


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Listened to WLDI-FM in the past 7 days
- Remainder of WEST PALM BEACH DMA

Total Persons:

159,809 1,784,189

%M vs. %F:	48.7%	48.5%	51.3%	51.5%
Average Age:	49.8	53.0	45.9	53.5
# Persons:	77,832	941,910	81,977	1,002,088
	Men	Men	Women	Women

White	70.5%	63.7%
Black/African American	7.7%	11.1%
Asian	2.1%	1.0%
Other	1.0%	1.0%
Hispanic	18.6%	21.3%

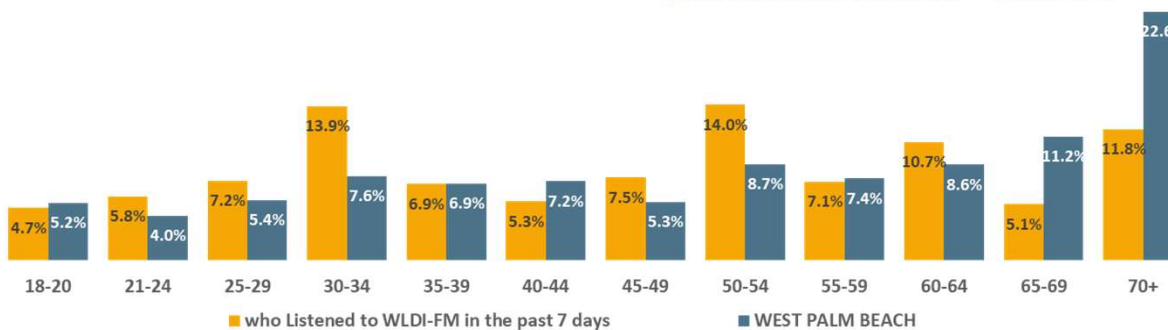
who Listened to WLDI-FM in the past 7 days WEST PALM BEACH

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

47.8	53.2
who Listened to WLDI-FM in the past 7 days	WEST PALM BEACH



who Listened to WLDI-FM in the past 7 days

WEST PALM BEACH

HHI of Target vs. Market:

<\$35K HHI	21.5%	20.1%
\$35K-\$50K HHI	9.1%	11.0%
\$50K-\$75K HHI	18.6%	14.3%
\$75K-\$100K HHI	5.2%	12.3%
\$100K-\$150K HHI	20.0%	17.7%
\$150K-\$250K HHI	18.2%	18.4%
\$250K+ HHI	7.4%	6.1%

Avg HHI: \$108,152 \$105,392



8.9% or 172,145 of WEST PALM BEACH DMA Adults 18 or older Listened to WOLL-FM in the past 7 days. Typical Adults 18 or older who Listened to WOLL-FM in the past 7 days are 53.7 years old (.9% older than average) and have a \$98,513 (6.5% lower than average) annual household income.

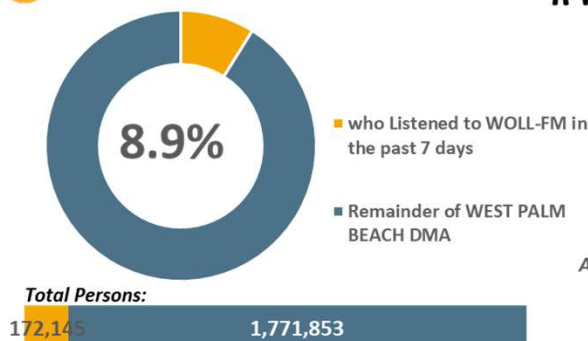


Percent of Market: Adults 18 or older

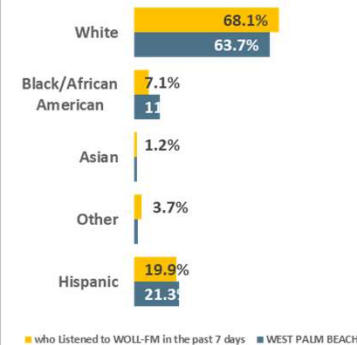


Gender of Target vs. Market: Adults 18 or older

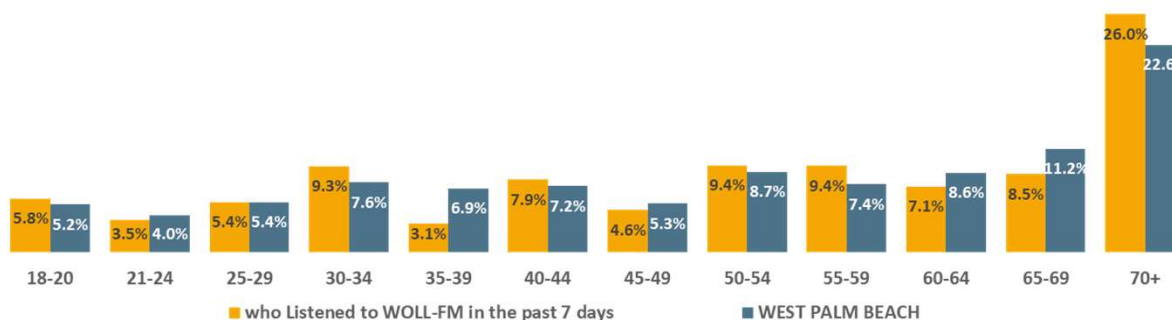
Ethnicity of Target vs. Market:



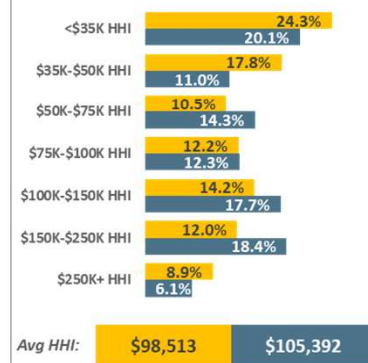
%M vs. %F:	50.6%	48.5%	49.4%	51.5%
Average Age:	51.0	53.0	56.6	53.5
# Persons:	87,079	941,910	85,066	1,002,088
	Men	Men	Women	Women



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.1% or 61,084 of WEST PALM BEACH DMA Adults 18 or older Listened to WQOL-FM in the past 7 days. Typical Adults 18 or older who Listened to WQOL-FM in the past 7 days are 60.5 years old (13.6% older than average) and have a \$116,967 (11.% higher than average) annual household income.

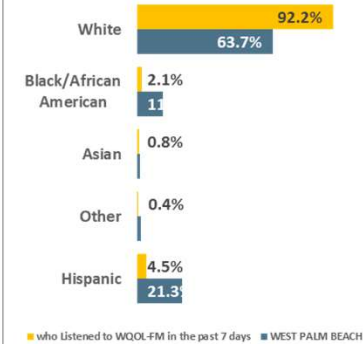
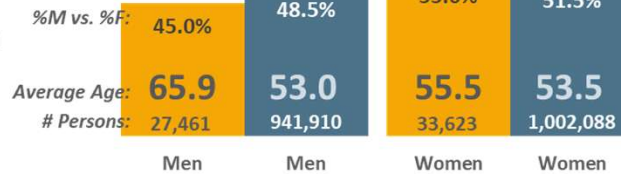
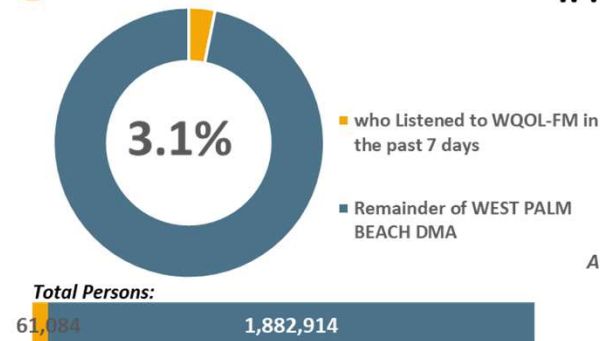


Percent of Market: Adults 18 or older

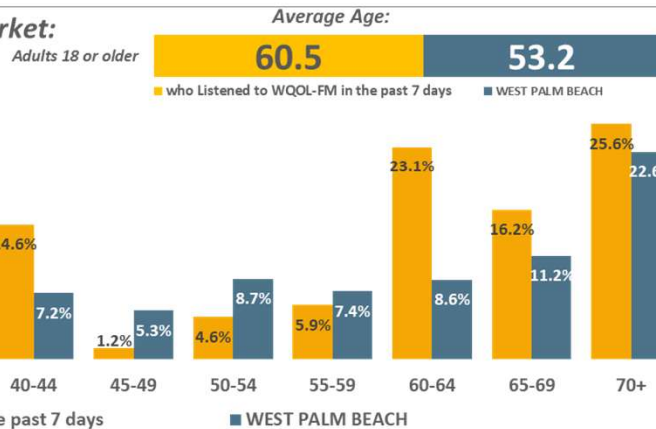


Gender of Target vs. Market: Adults 18 or older

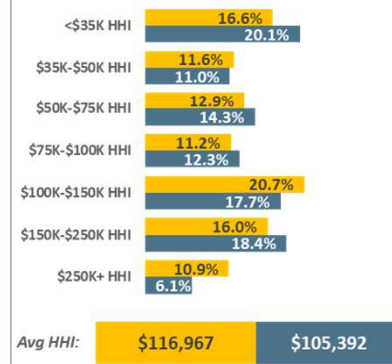
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

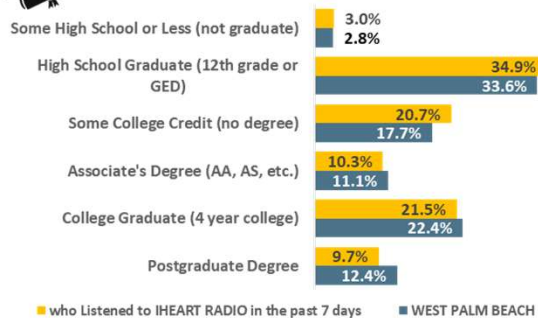




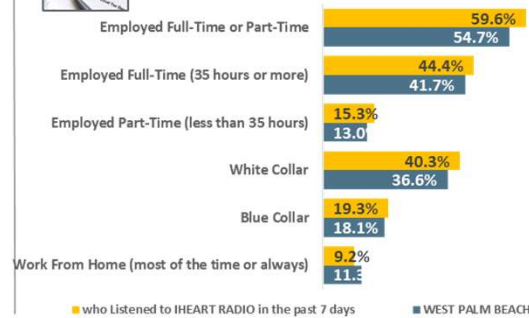
33.9% or 659,783 of WEST PALM BEACH DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 10.5% less likely to be a college graduate, 6.3% more likely to work full-time, 4.7% more likely to be married, 4.5% more likely to be a parent of 1 or more children under 18.



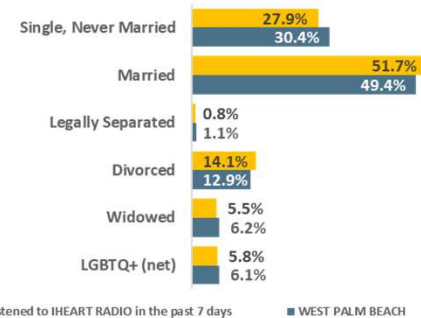
Education Levels: Adults 18 or older



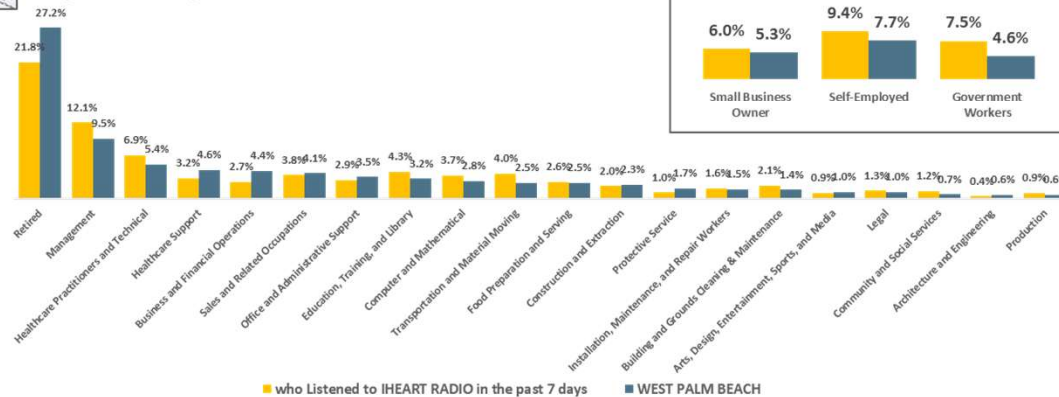
Employment: Adults 18 or older



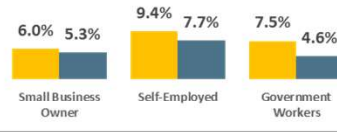
Marital Status: Adults 18 or older



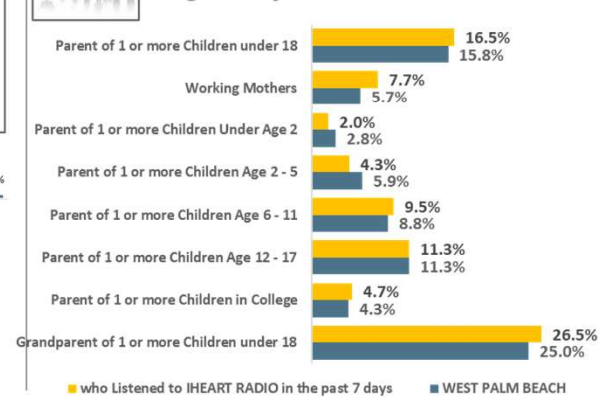
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

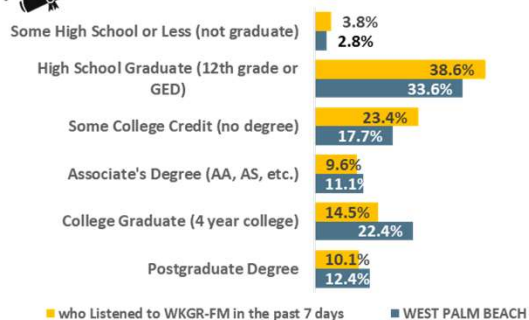




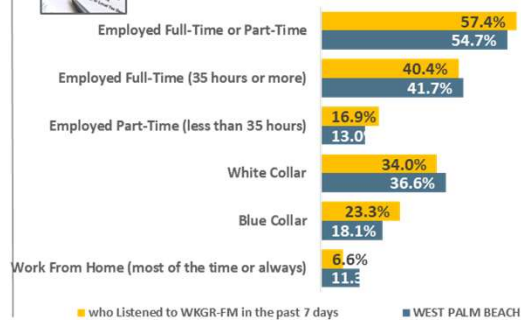
11.1% or 214,770 of WEST PALM BEACH DMA Adults 18 or older Listened to WKGR-FM in the past 7 days. Adults 18 or older who Listened to WKGR-FM in the past 7 days are 29.4% less likely to be a college graduate, 3.1% less likely to work full-time, 4.6% more likely to be married, 14.% less likely to be a parent of 1 or more children under 18.



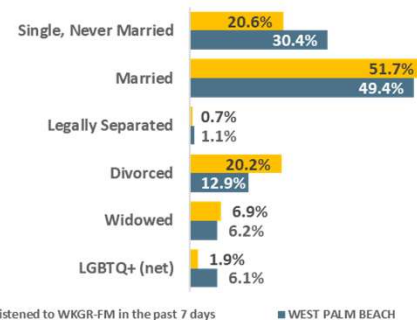
Education Levels: Adults 18 or older



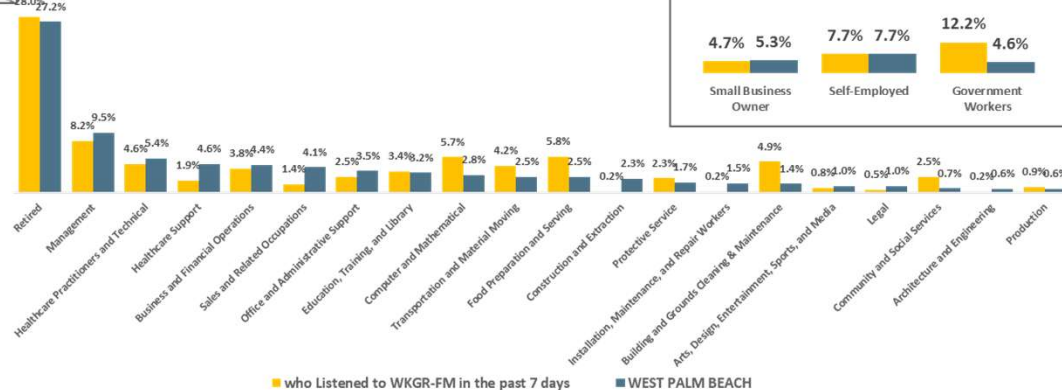
Employment: Adults 18 or older



Marital Status: Adults 18 or older



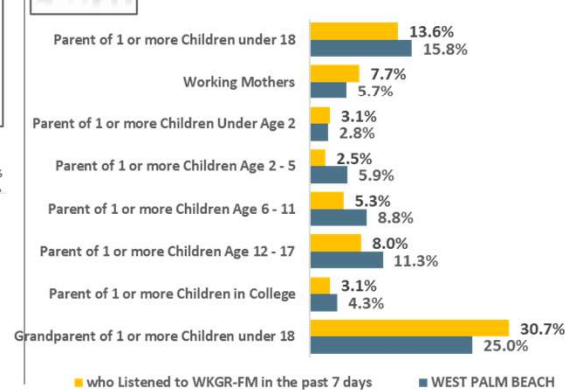
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

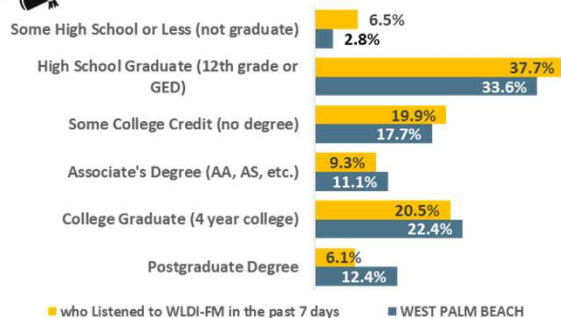




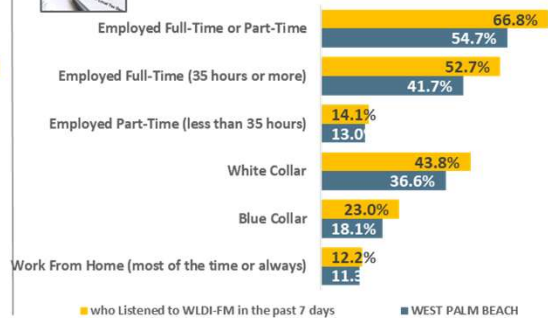
8.2% or 159,809 of WEST PALM BEACH DMA Adults 18 or older Listened to WLDI-FM in the past 7 days. Adults 18 or older who Listened to WLDI-FM in the past 7 days are 23.6% less likely to be a college graduate, 26.2% more likely to work full-time, 10.7% more likely to be married, 1.9% less likely to be a parent of 1 or more children under 18.



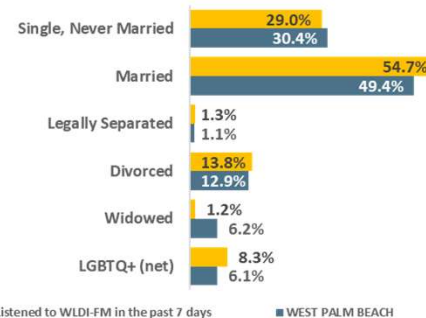
Education Levels: Adults 18 or older



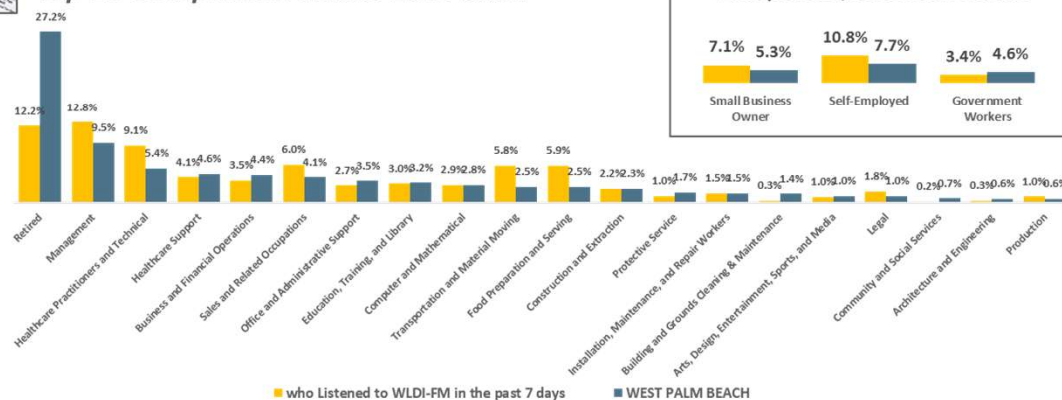
Employment: Adults 18 or older



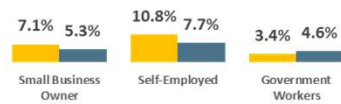
Marital Status: Adults 18 or older



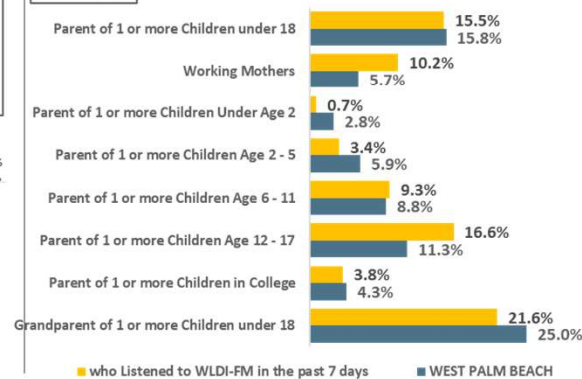
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

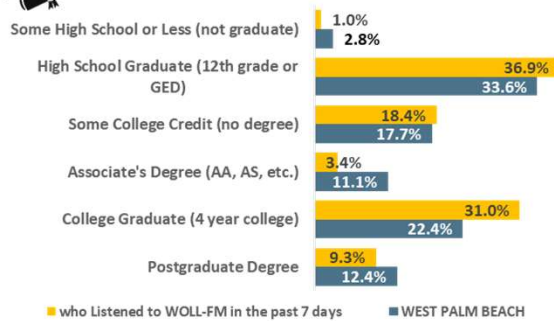




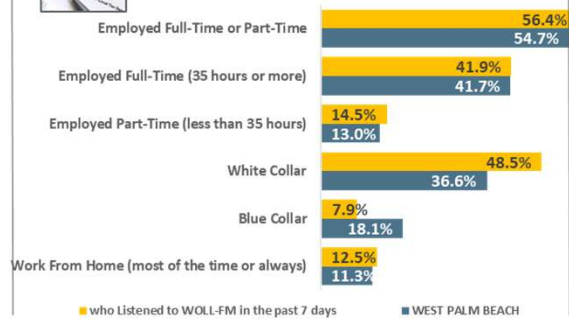
8.9% or 172,145 of WEST PALM BEACH DMA Adults 18 or older Listened to WOLL-FM in the past 7 days. Adults 18 or older who Listened to WOLL-FM in the past 7 days are 15.5% more likely to be a college graduate, .3% more likely to work full-time, 5.2% more likely to be married, 35.7% more likely to be a parent of 1 or more children under 18.



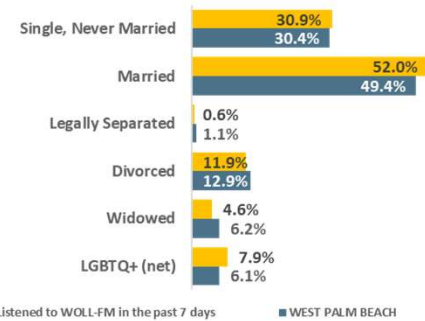
Education Levels: Adults 18 or older



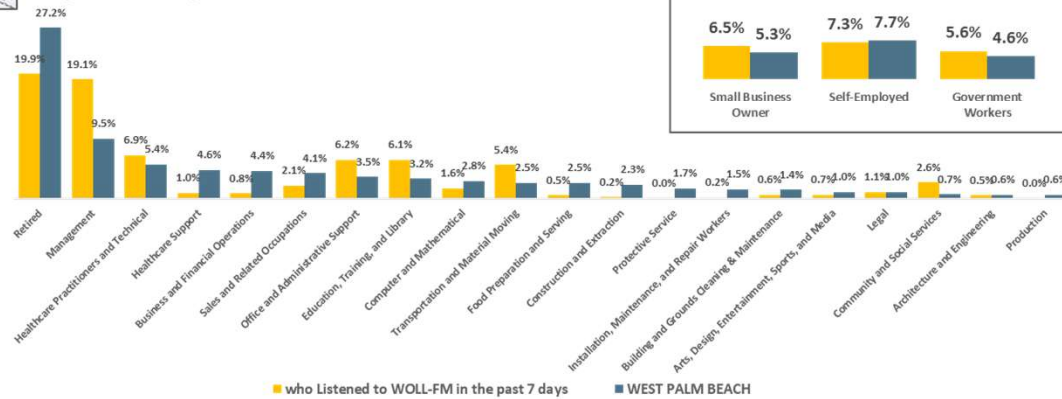
Employment: Adults 18 or older



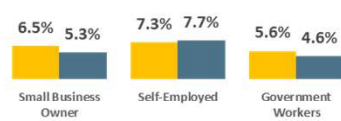
Marital Status: Adults 18 or older



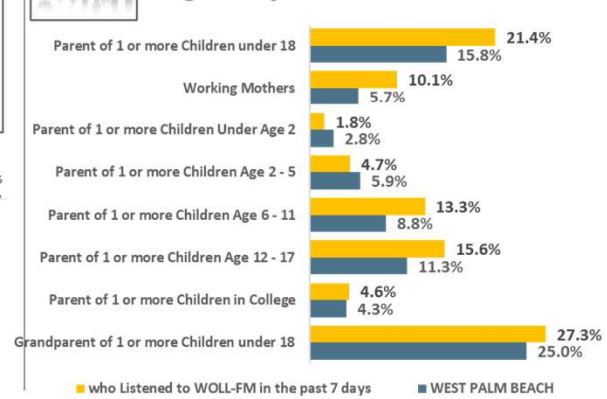
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

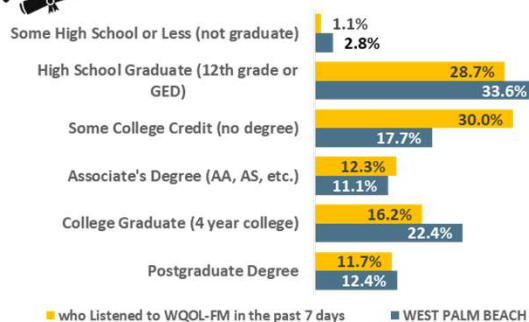




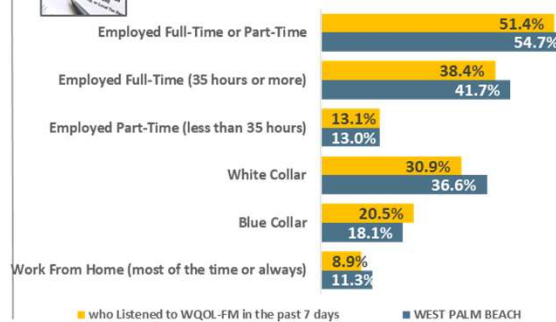
3.1% or 61,084 of WEST PALM BEACH DMA Adults 18 or older Listened to WQOL-FM in the past 7 days. Adults 18 or older who Listened to WQOL-FM in the past 7 days are 19.8% less likely to be a college graduate, 8.1% less likely to work full-time, 33.% more likely to be married, 40.6% less likely to be a parent of 1 or more children under 18.



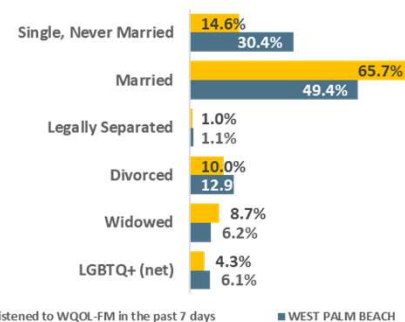
Education Levels: Adults 18 or older



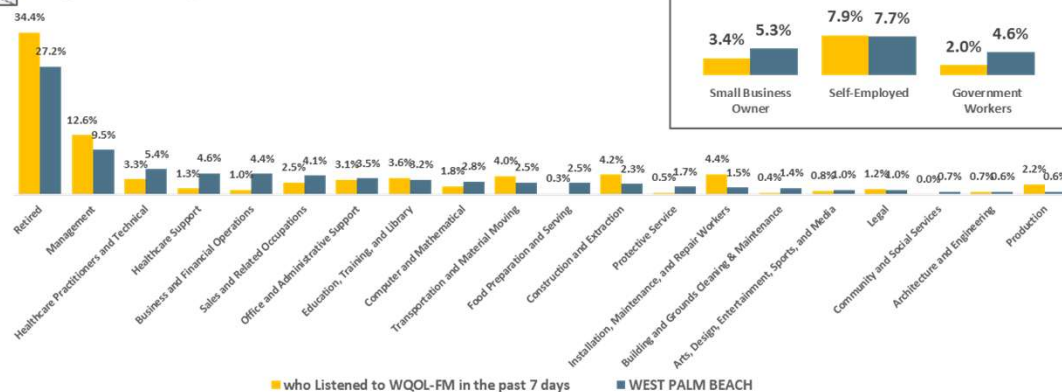
Employment: Adults 18 or older



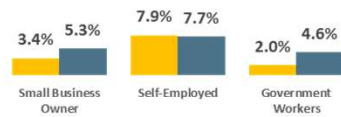
Marital Status: Adults 18 or older



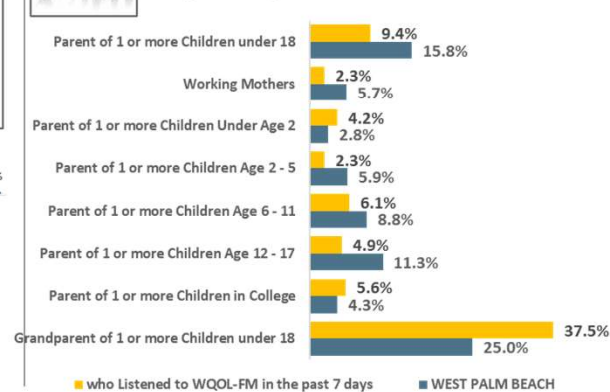
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

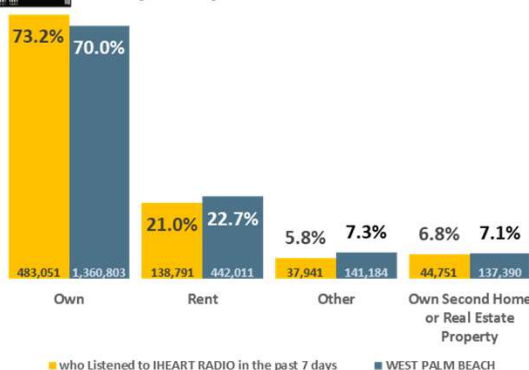




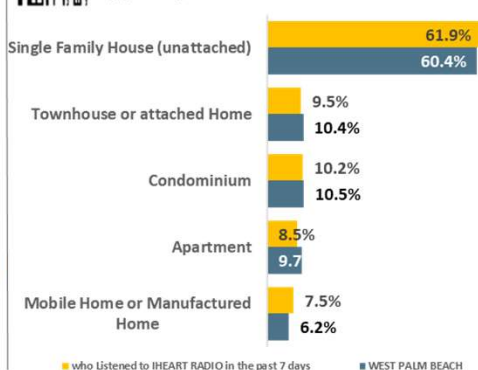
33.9% or 659,783 of WEST PALM BEACH DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 4.6% more likely to own their home, 1.4% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 1.4% less likely to have a dog.



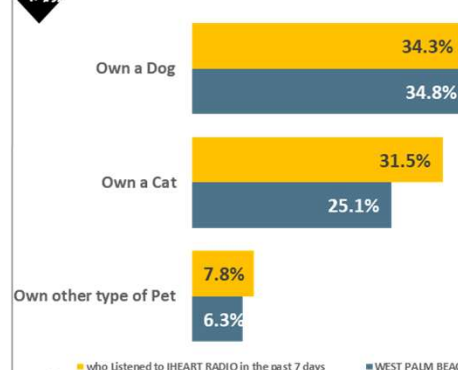
Own/Rent/Other: Adults 18 or older



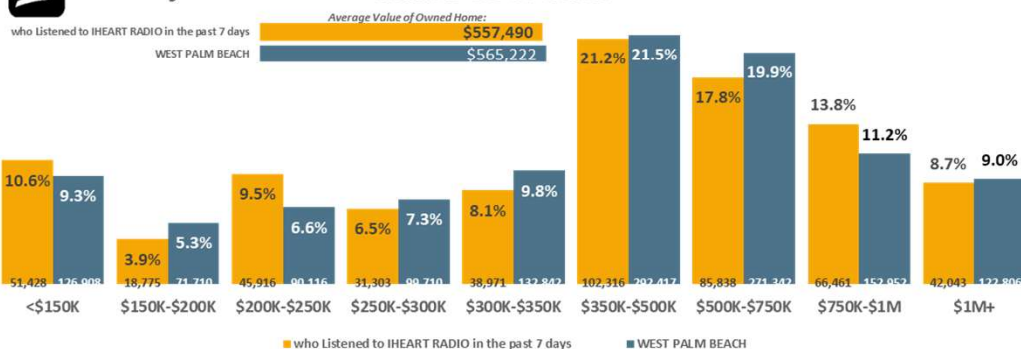
Type of Home: Adults 18 or older



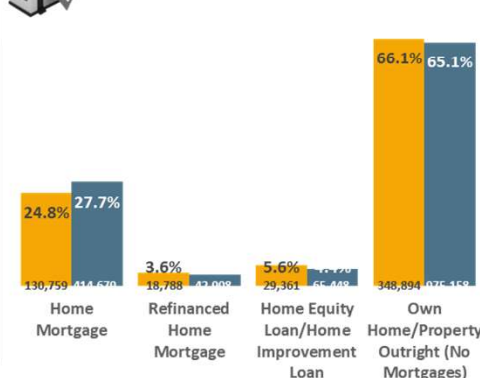
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

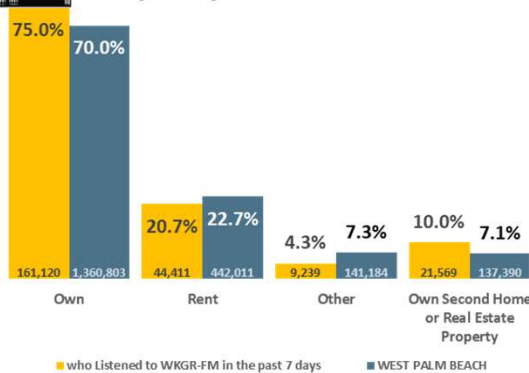




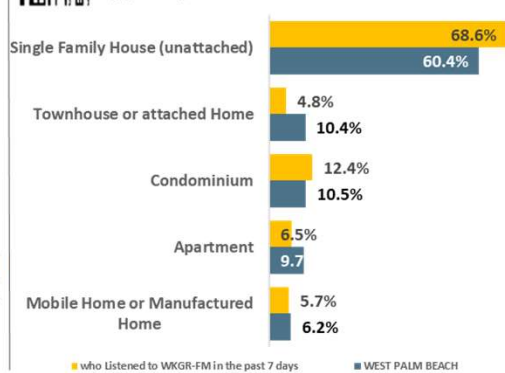
11.1% or 214,770 of WEST PALM BEACH DMA Adults 18 or older Listened to WKGR-FM in the past 7 days. Adults 18 or older who Listened to WKGR-FM in the past 7 days are 7.2% more likely to own their home, 4.9% more likely to own a lower valued home, 13.6% more likely to have a single-family home, 10.2% more likely to have a dog.



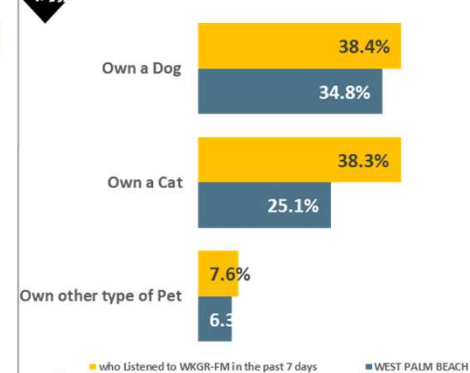
Own/Rent/Other: Adults 18 or older



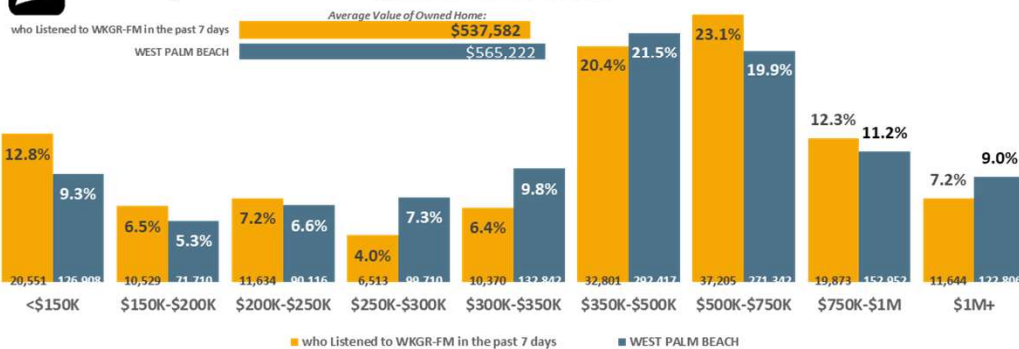
Type of Home: Adults 18 or older



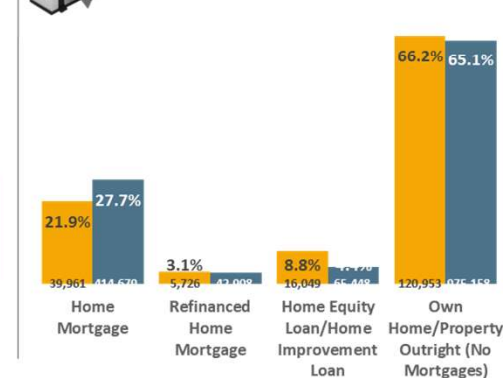
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

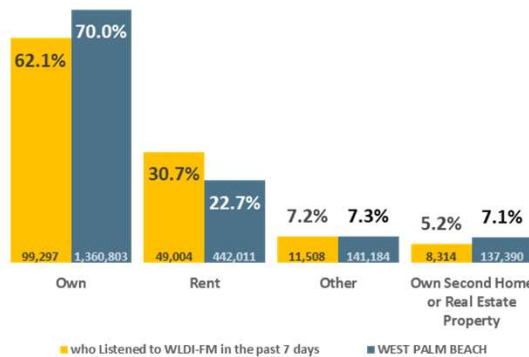




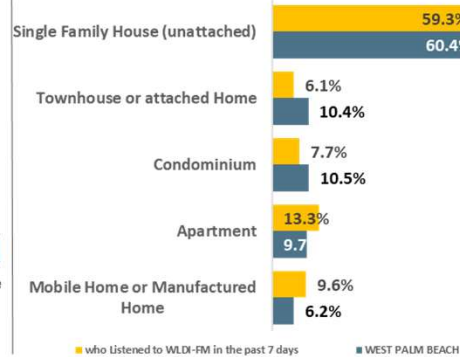
8.2% or 159,809 of WEST PALM BEACH DMA Adults 18 or older Listened to WLDI-FM in the past 7 days. Adults 18 or older who Listened to WLDI-FM in the past 7 days are 11.2% less likely to own their home, 6.2% more likely to own a lower valued home, 1.8% less likely to have a single-family home, 6.6% more likely to have a dog.



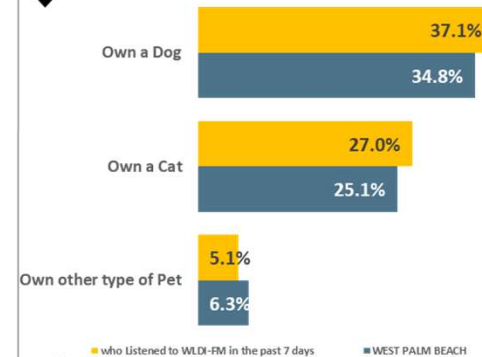
Own/Rent/Other: Adults 18 or older



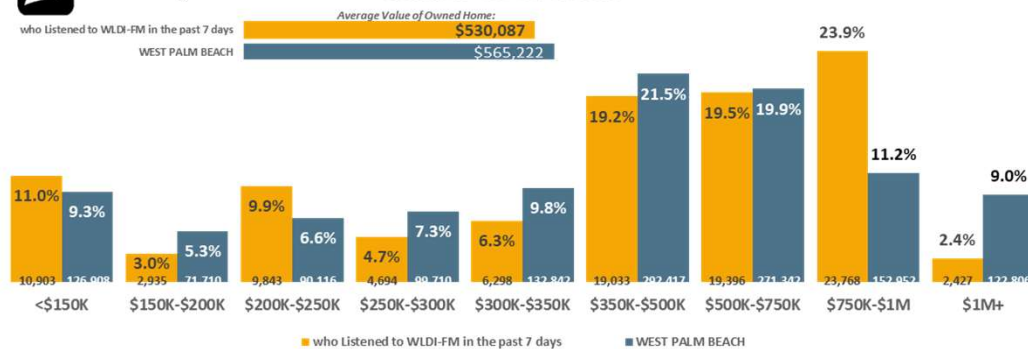
Type of Home: Adults 18 or older



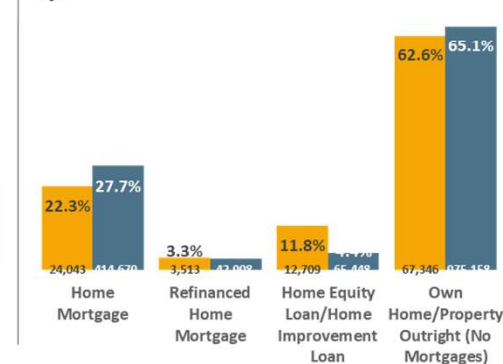
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

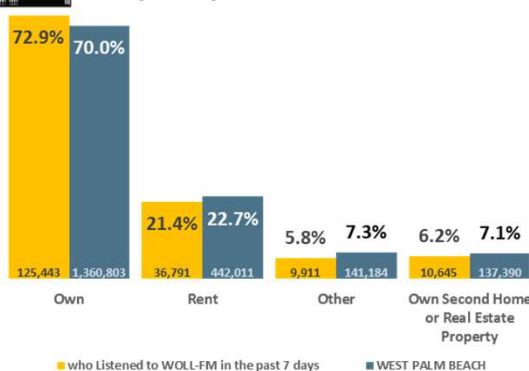




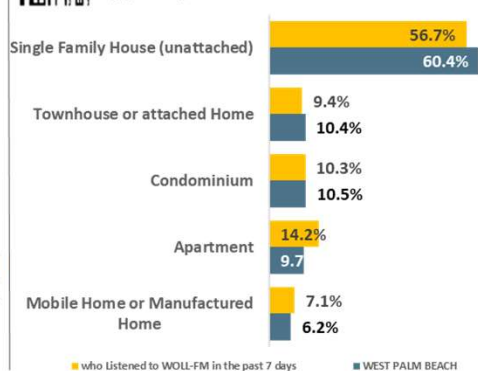
8.9% or 172,145 of WEST PALM BEACH DMA Adults 18 or older Listened to WOLL-FM in the past 7 days. Adults 18 or older who Listened to WOLL-FM in the past 7 days are 4.1% more likely to own their home, 14.6% more likely to own a higher valued home, 6.1% less likely to have a single-family home, .9% less likely to have a dog.



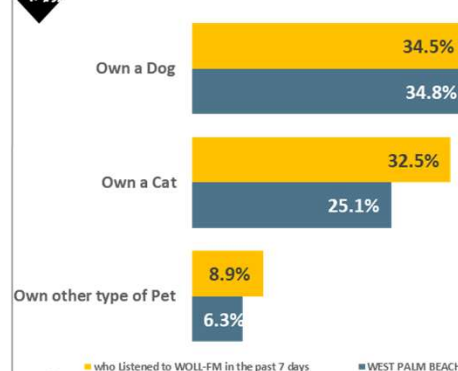
Own/Rent/Other: Adults 18 or older



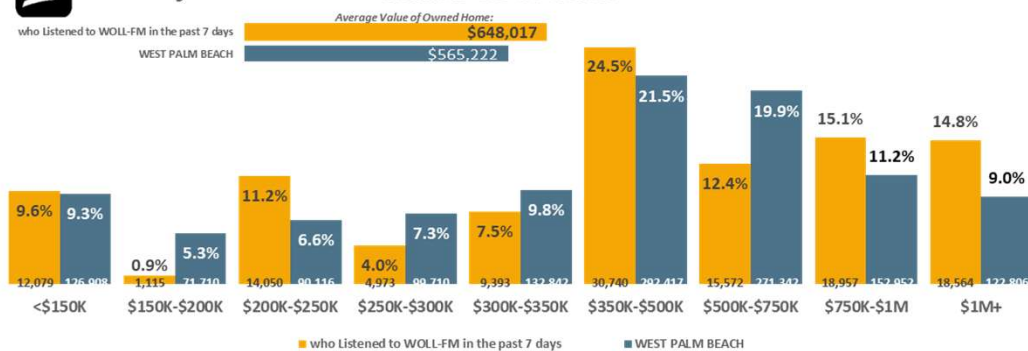
Type of Home: Adults 18 or older



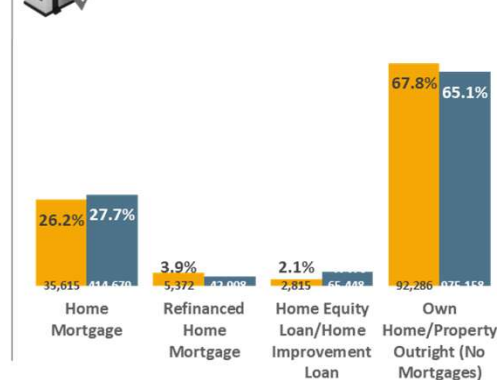
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

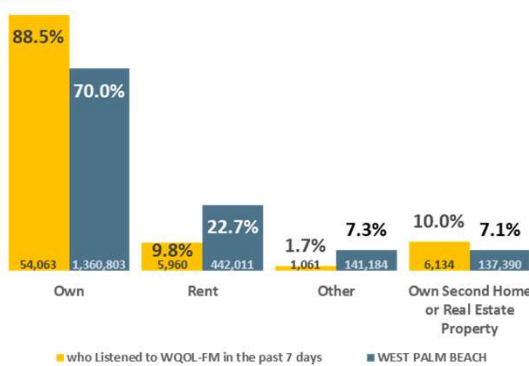




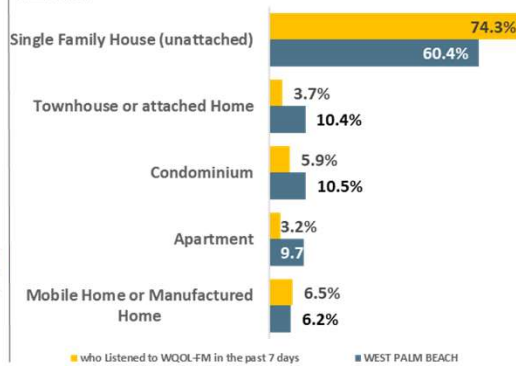
3.1% or 61,084 of WEST PALM BEACH DMA Adults 18 or older Listened to WQOL-FM in the past 7 days. Adults 18 or older who Listened to WQOL-FM in the past 7 days are 26.4% more likely to own their home, 14.% more likely to own a lower valued home, 23.1% more likely to have a single-family home, 27.2% more likely to have a dog.



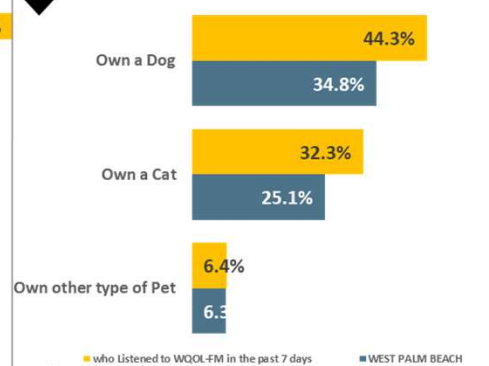
Own/Rent/Other: Adults 18 or older



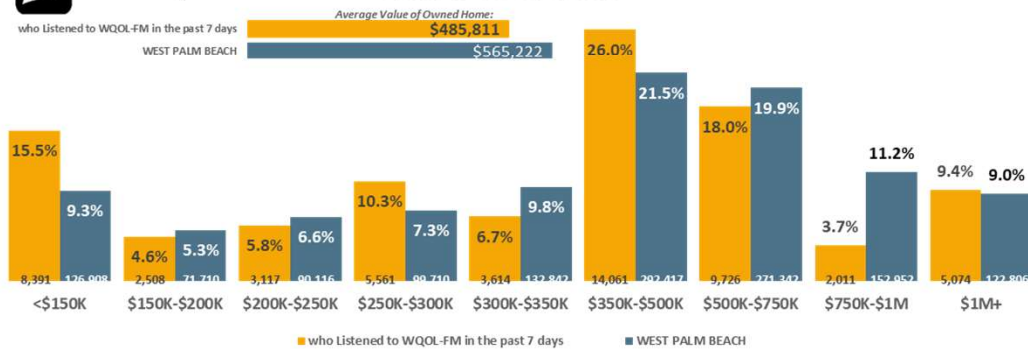
Type of Home: Adults 18 or older



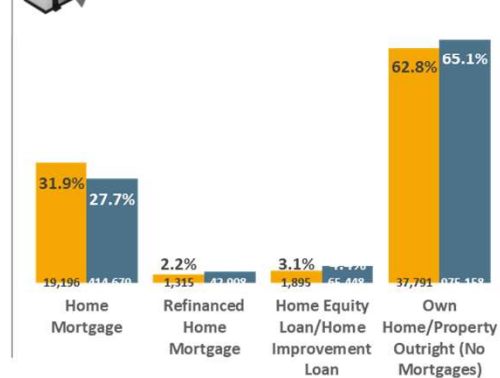
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

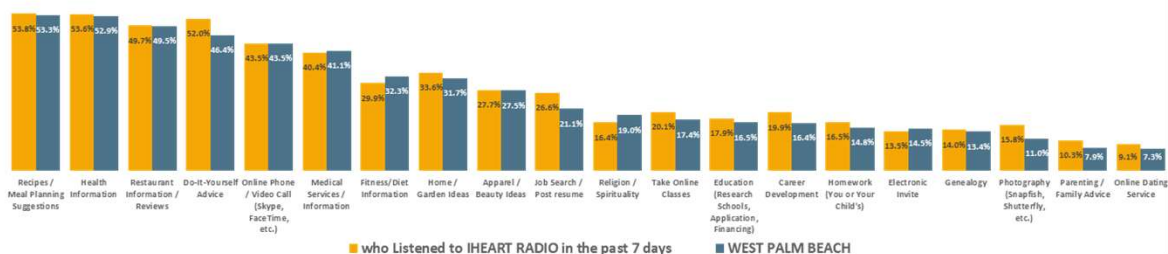




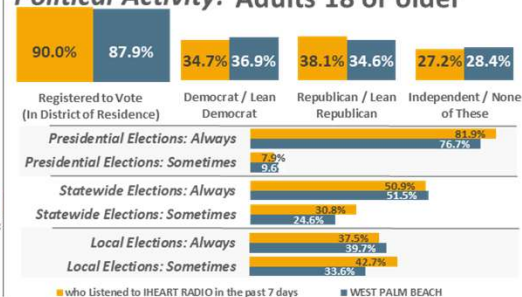
33.9% or 659,783 of WEST PALM BEACH DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 12.2% more likely to look up D-I-Y advice online, 5.7% less likely to always vote in local elections, 8.9% more likely to belong to a gym, 6.5% less likely to fly domestic past yr.



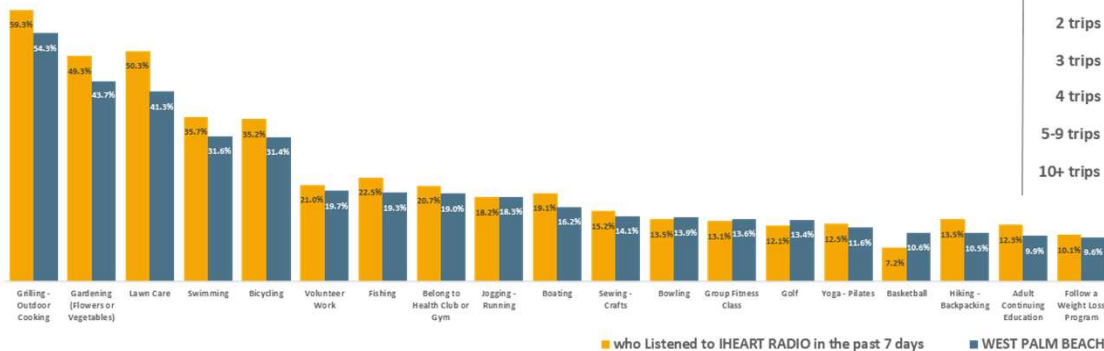
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



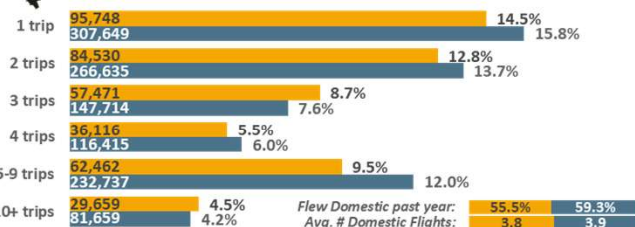
Political Activity: Adults 18 or older



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



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

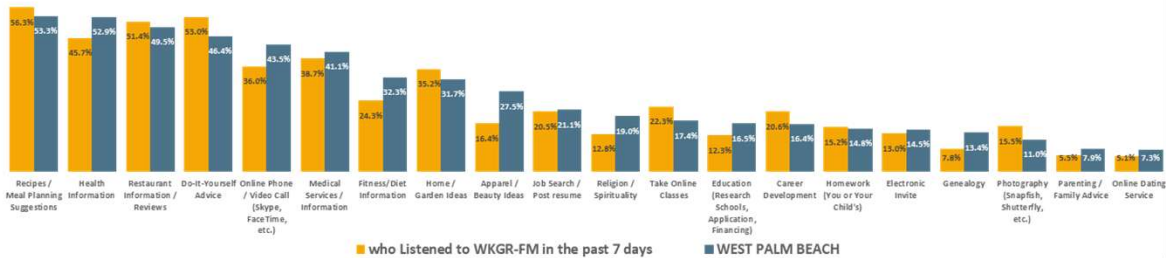




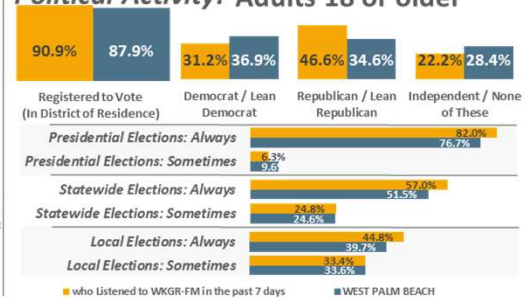
11.% or 214,770 of WEST PALM BEACH DMA Adults 18 or older Listened to WKGR-FM in the past 7 days. Adults 18 or older who Listened to WKGR-FM in the past 7 days are 14.2% more likely to look up D-I-Y advice online, 12.7% more likely to always vote in local elections, 11.3% less likely to belong to a gym, 8.7% less likely to fly domestic past yr.



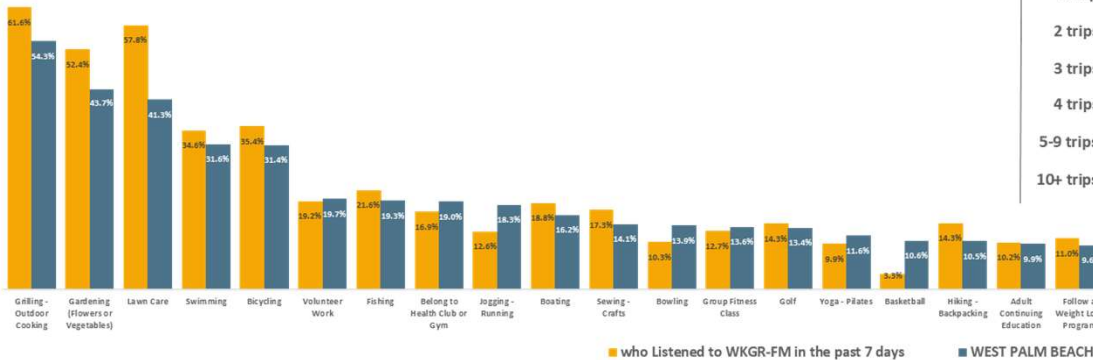
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



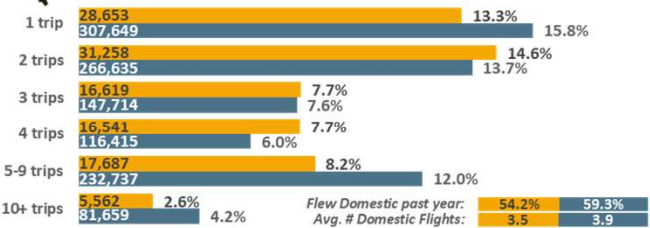
Political Activity: Adults 18 or older



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



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

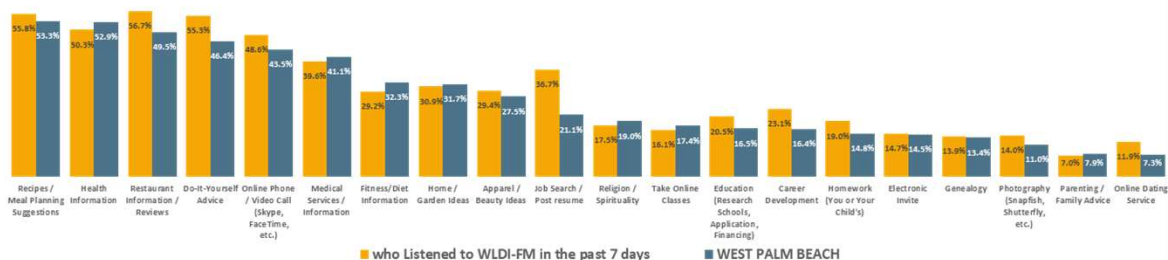




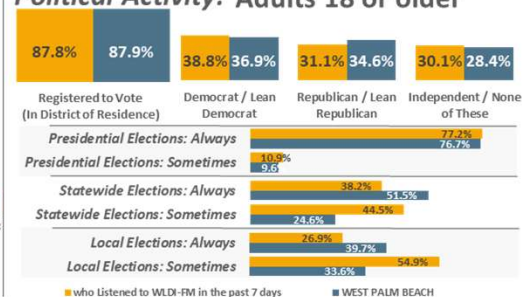
8.2% or 159,809 of WEST PALM BEACH DMA Adults 18 or older Listened to WLDI-FM in the past 7 days. Adults 18 or older who Listened to WLDI-FM in the past 7 days are 19.2% more likely to look up D-I-Y advice online, 32.3% less likely to always vote in local elections, 7.4% less likely to belong to a gym, 14.2% less likely to fly domestic past yr.



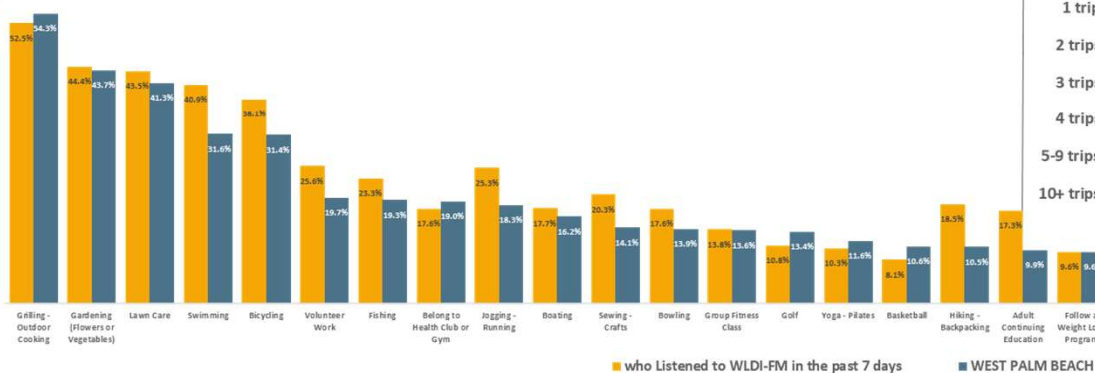
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



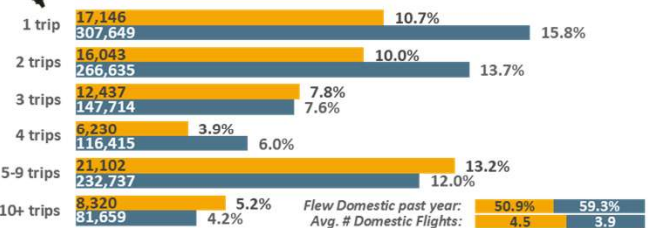
Political Activity: Adults 18 or older



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



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

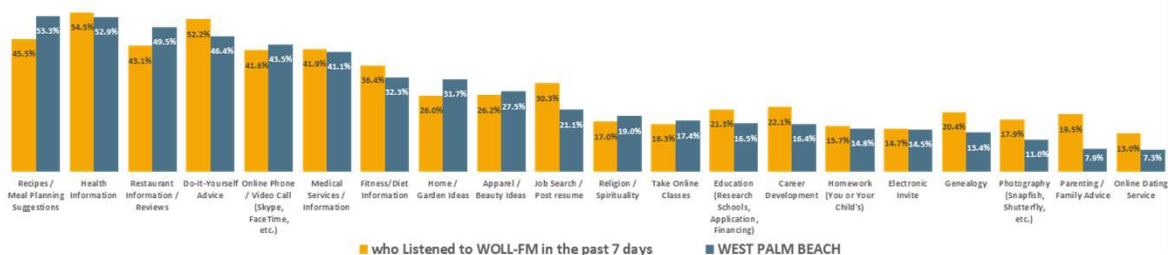




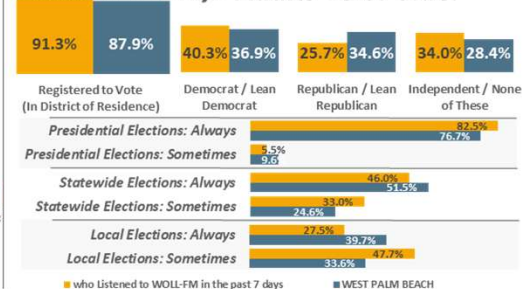
8.9% or 172,145 of WEST PALM BEACH DMA Adults 18 or older Listened to WOLL-FM in the past 7 days. Adults 18 or older who Listened to WOLL-FM in the past 7 days are 12.6% more likely to look up D-I-Y advice online, 30.7% less likely to always vote in local elections, 12.9% more likely to belong to a gym, 6.% less likely to fly domestic past yr.



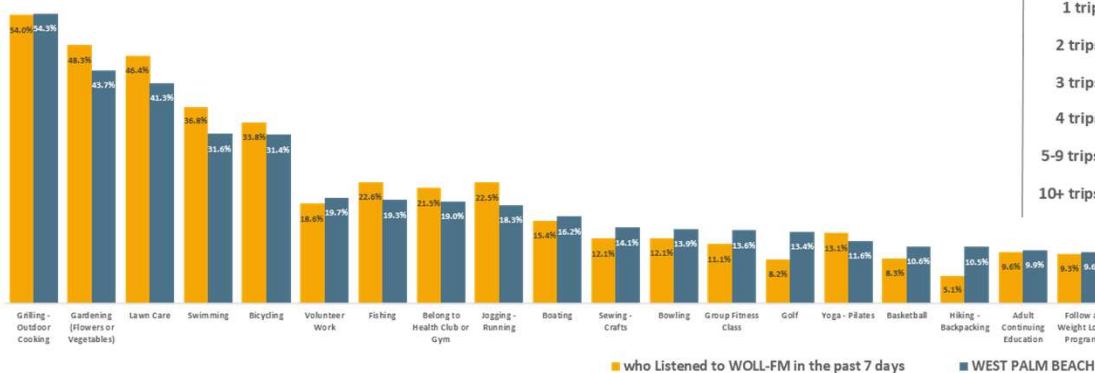
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



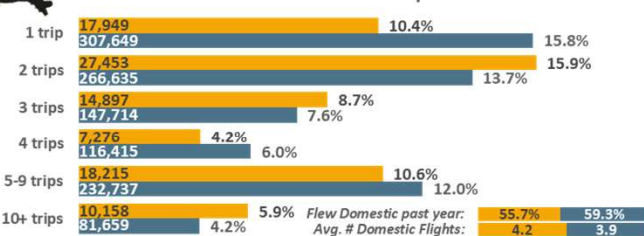
Political Activity: Adults 18 or older



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



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

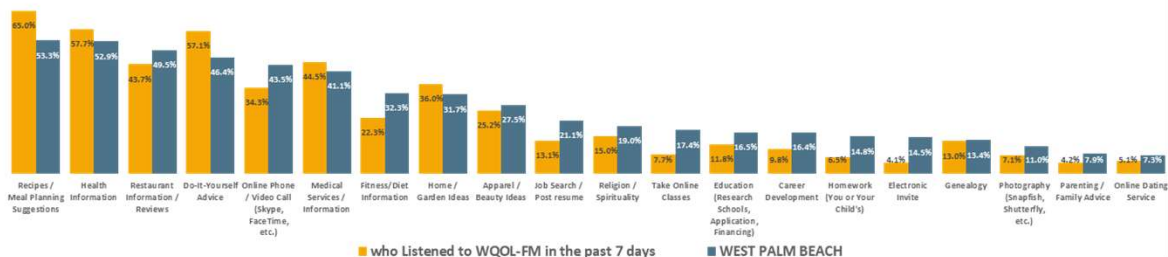




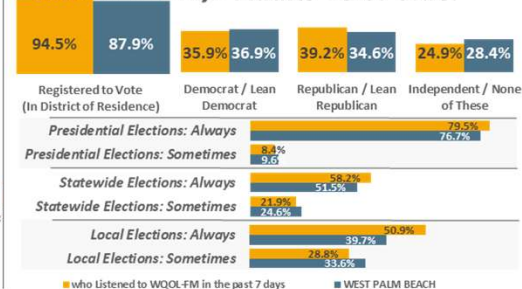
3.1% or 61,084 of WEST PALM BEACH DMA Adults 18 or older Listened to WQOL-FM in the past 7 days. Adults 18 or older who Listened to WQOL-FM in the past 7 days are 23.% more likely to look up D-I-Y advice online, 28.2% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 15.1% less likely to fly domestic past yr.



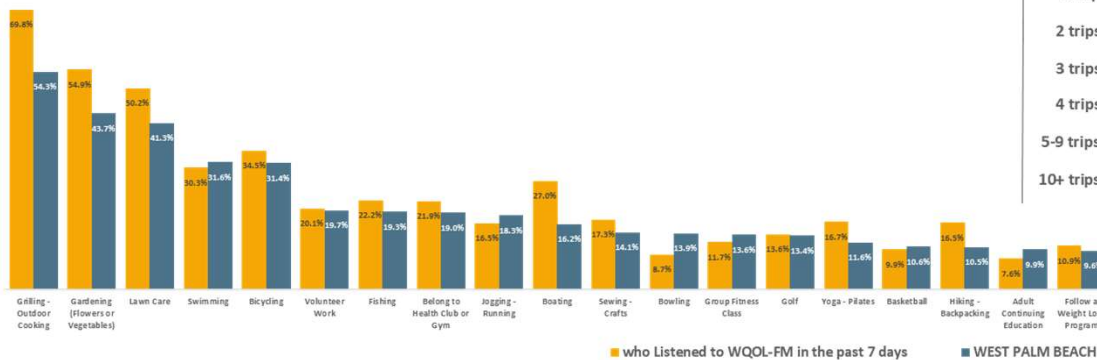
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



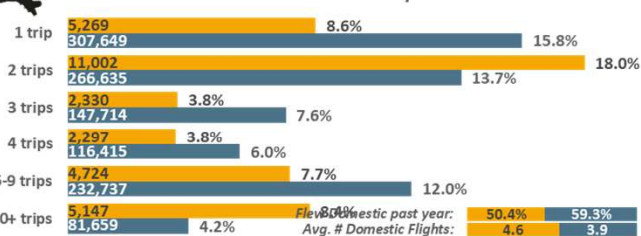
Political Activity: Adults 18 or older



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



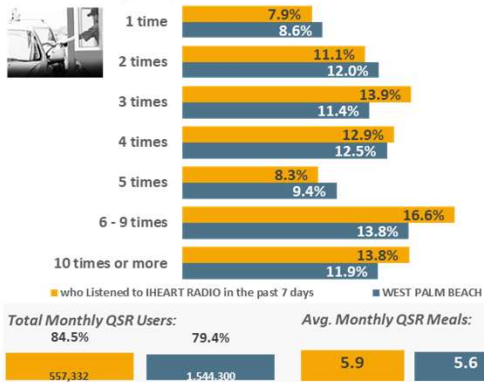
Past 12-months Domestic Airline Trips: Adults 18 or older



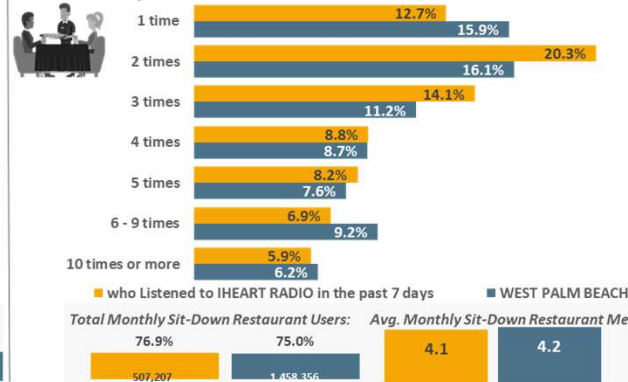


33.9% or 659,783 of WEST PALM BEACH DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 6.3% more likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 3.1% more likely to use Casinos past yr., 12.6% more likely to smoke cigarettes.

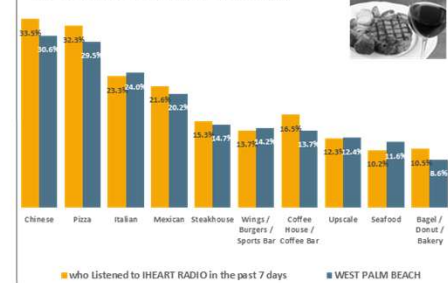
Past 30-days QSR Users: Adults 18 or older



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



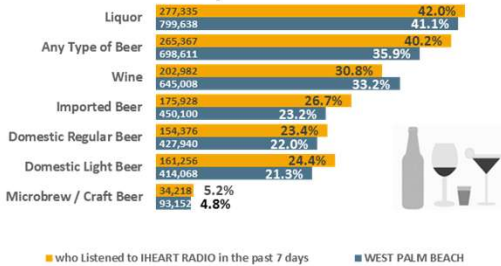
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



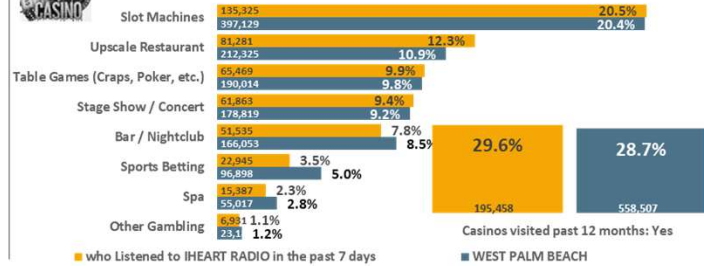
Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)

who Listened to IHEART RADIO in the past 7 days: 140,799 (21.3%)
WEST PALM BEACH: 387,595 (19.9%)

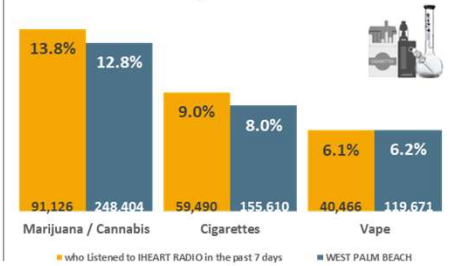
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



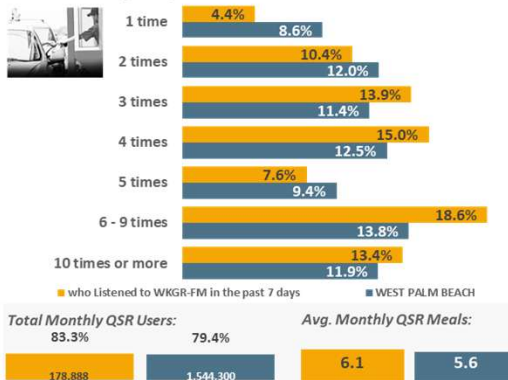
Used Past 30-days: Adults 18 or older



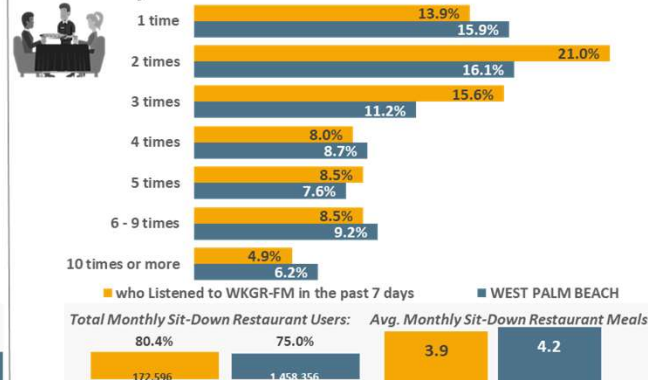


11.1% or 214,770 of WEST PALM BEACH DMA Adults 18 or older Listened to WKGR-FM in the past 7 days. Adults 18 or older who Listened to WKGR-FM in the past 7 days are 4.9% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., .8% more likely to use Casinos past yr., 44.2% more likely to smoke cigarettes.

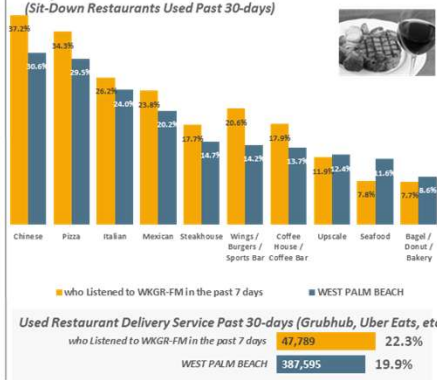
Past 30-days QSR Users: Adults 18 or older



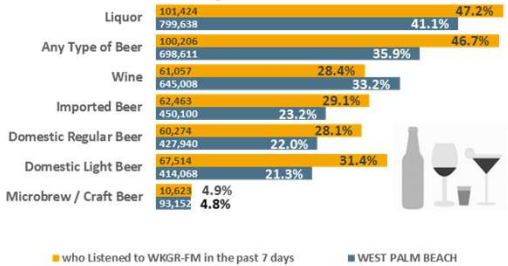
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



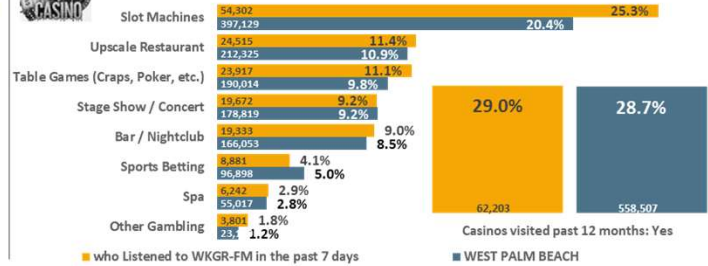
Top-10 Cuisines: Adults 18 or older



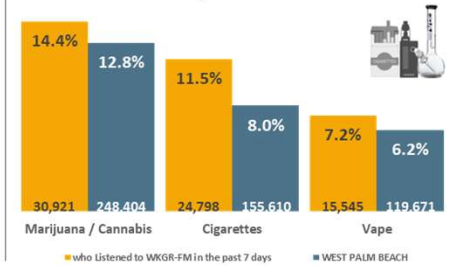
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



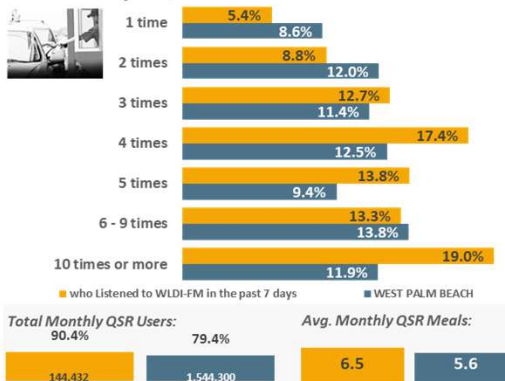
Used Past 30-days: Adults 18 or older



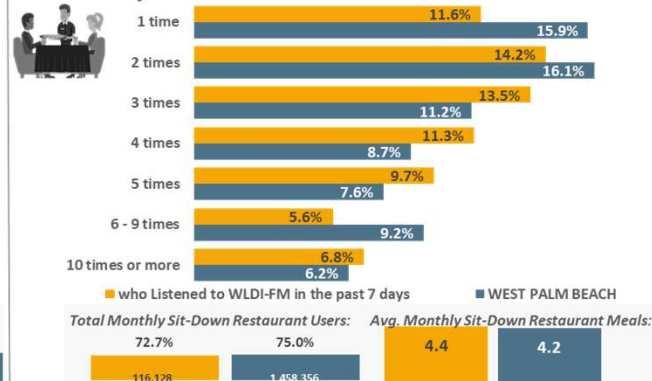


8.2% or 159,809 of WEST PALM BEACH DMA Adults 18 or older Listened to WLDI-FM in the past 7 days. Adults 18 or older who Listened to WLDI-FM in the past 7 days are 13.8% more likely to use QSRs past mo., 3.1% less likely to use Sit-Down Restaurants past mo., 11.1% more likely to use Casinos past yr., 61.9% more likely to smoke cigarettes.

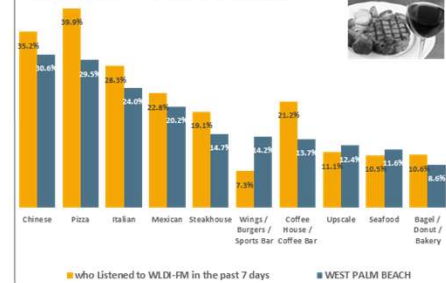
Past 30-days QSR Users: Adults 18 or older



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

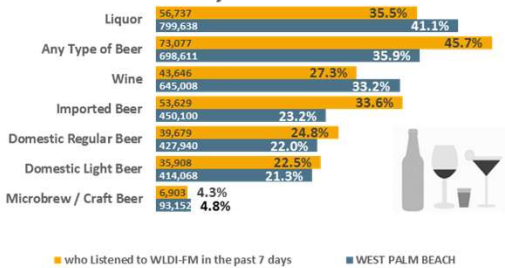


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

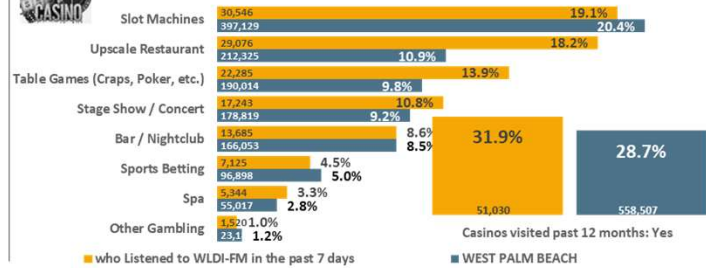


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Listened to WLDI-FM in the past 7 days: 18,852 (11.8%)
 WEST PALM BEACH: 387,595 (19.9%)

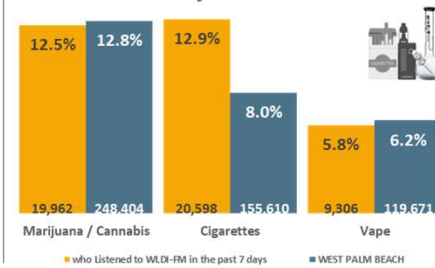
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



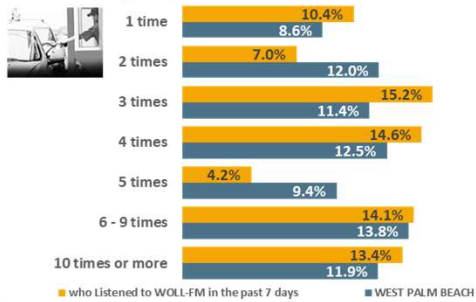
Used Past 30-days: Adults 18 or older





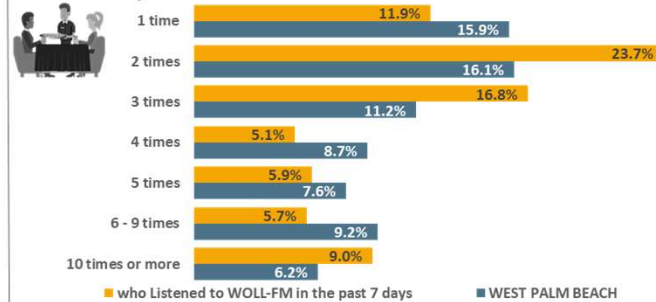
8.9% or 172,145 of WEST PALM BEACH DMA Adults 18 or older Listened to WOLL-FM in the past 7 days. Adults 18 or older who Listened to WOLL-FM in the past 7 days are .7% less likely to use QSRs past mo., 4% more likely to use Sit-Down Restaurants past mo., 18.4% less likely to use Casinos past yr., 49.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



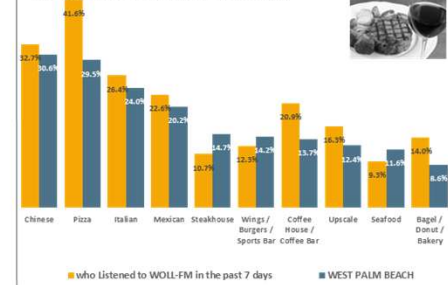
Total Monthly QSR Users: 78.9% (135,741) vs 79.4% (1,544,300)
Avg. Monthly QSR Meals: 5.8 vs 5.6

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



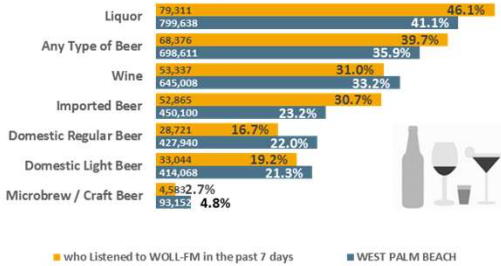
Total Monthly Sit-Down Restaurant Users: 78.0% (134,305) vs 75.0% (1,458,356)
Avg. Monthly Sit-Down Restaurant Meals: 4.3 vs 4.2

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

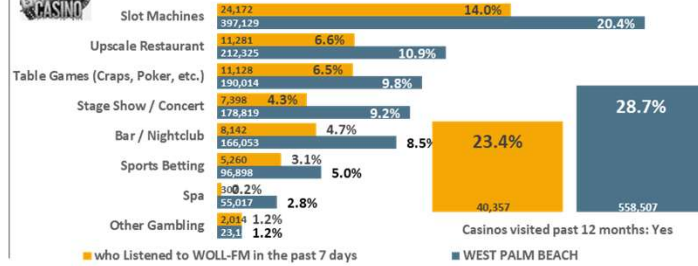


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Listened to WOLL-FM in the past 7 days: 40,780 (23.7%)
 WEST PALM BEACH: 387,595 (19.9%)

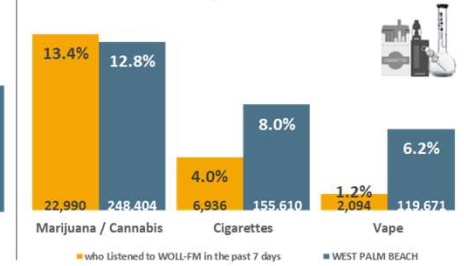
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



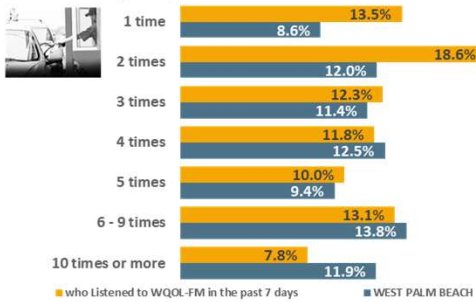
Used Past 30-days: Adults 18 or older



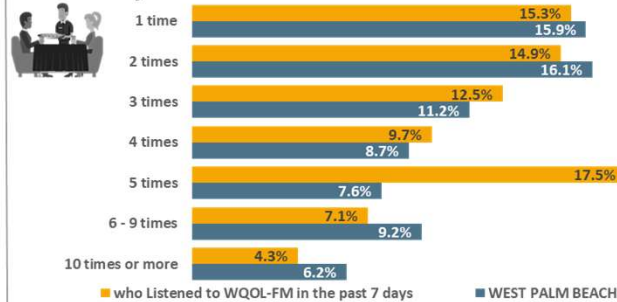


3.1% or 61,084 of WEST PALM BEACH DMA Adults 18 or older Listened to WQOL-FM in the past 7 days. Adults 18 or older who Listened to WQOL-FM in the past 7 days are 9.6% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 17.7% more likely to smoke cigarettes.

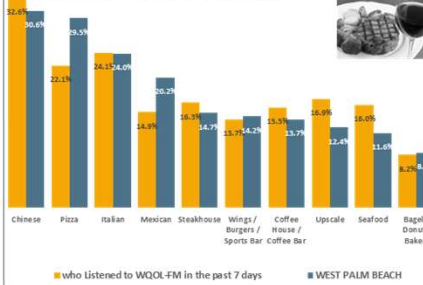
Past 30-days QSR Users: Adults 18 or older



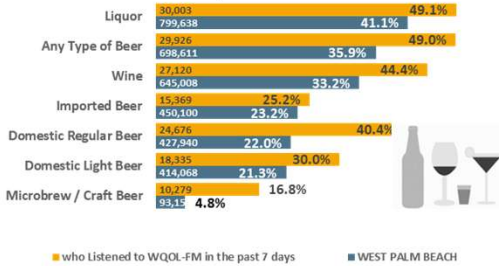
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



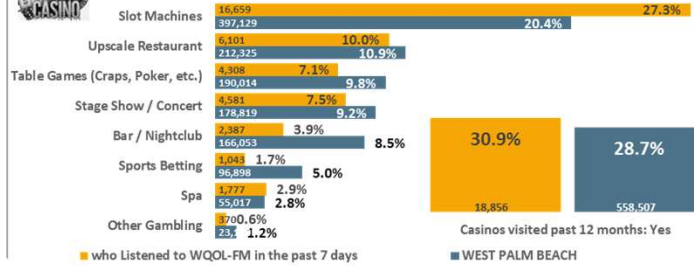
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



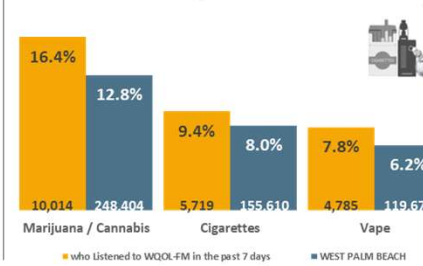
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

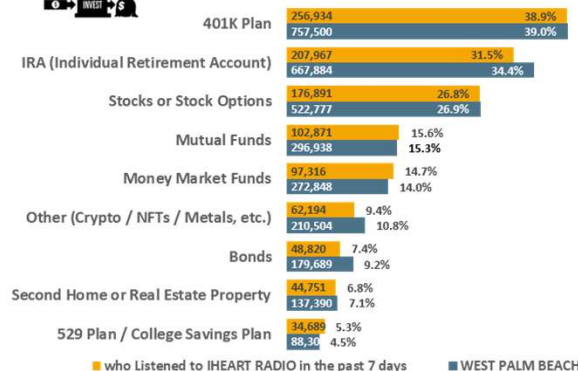




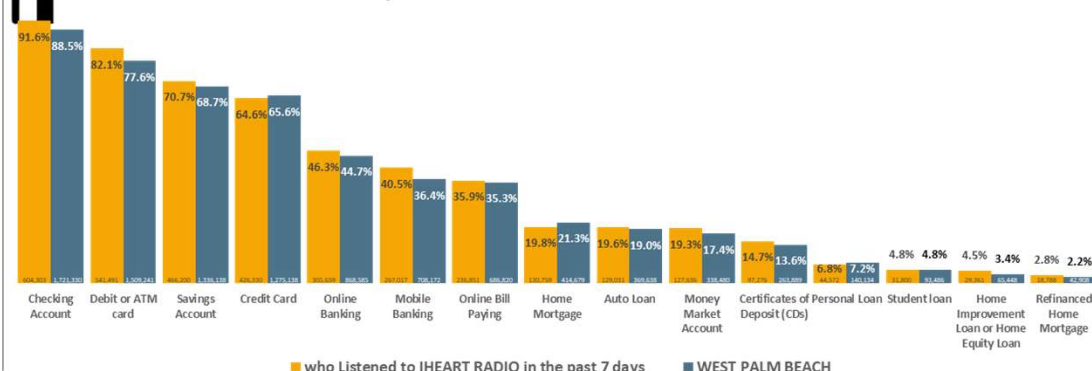
33.9% or 659,783 of WEST PALM BEACH DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are .1% less likely to have a 401K, 2.9% more likely to have an Auto Loan, 1.1% more likely to Invest/Trade Stocks Online, 13.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



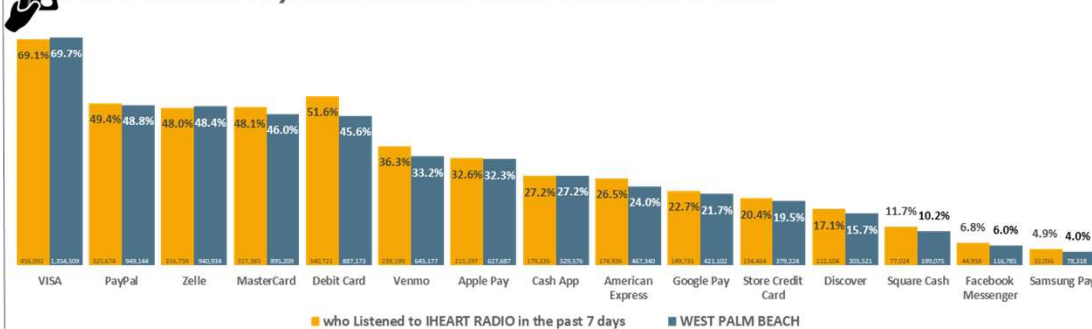
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

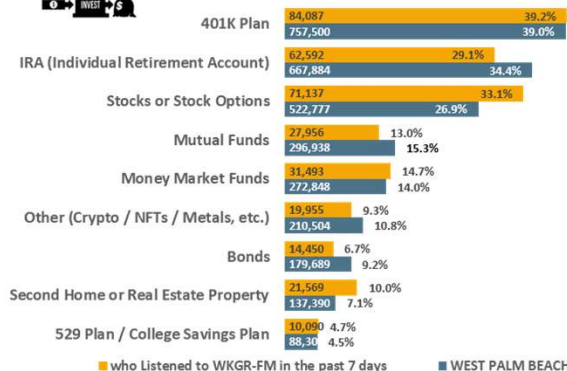




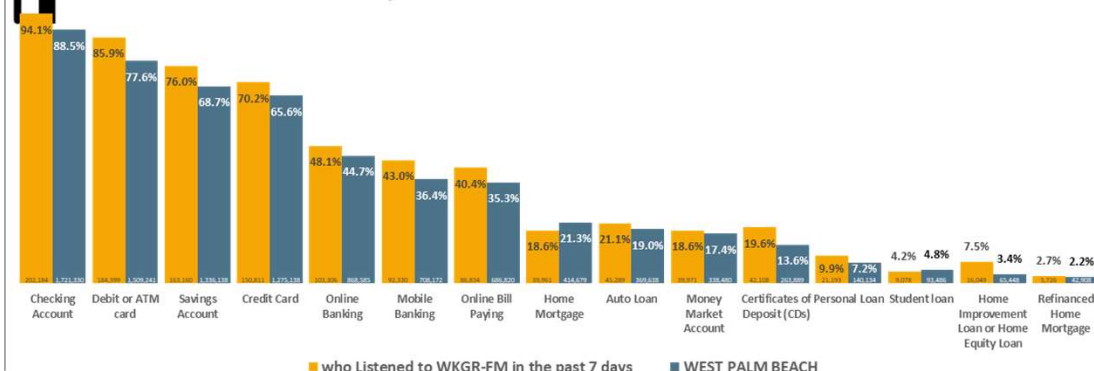
11.1% or 214,770 of WEST PALM BEACH DMA Adults 18 or older Listened to WKGR-FM in the past 7 days. Adults 18 or older who Listened to WKGR-FM in the past 7 days are .5% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 14.5% more likely to Invest/Trade Stocks Online, 10.7% more likely to pay with their Debit Card.



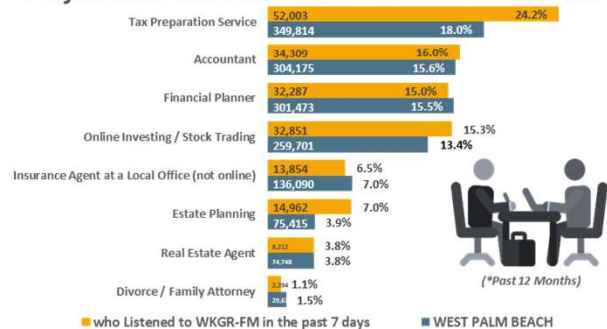
Investments Owned: Adults 18 or older



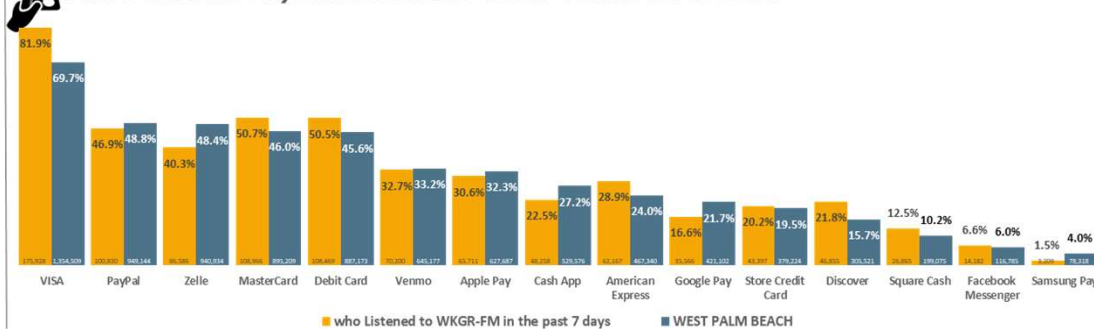
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





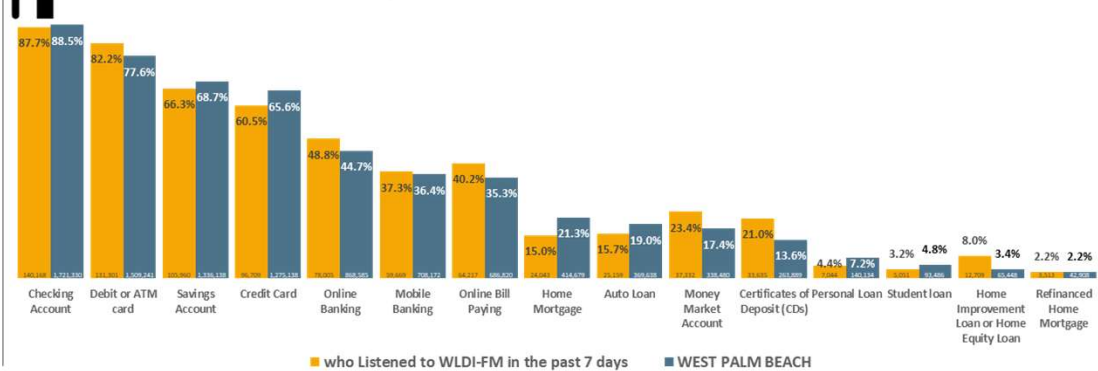
8.2% or 159,809 of WEST PALM BEACH DMA Adults 18 or older Listened to WLDI-FM in the past 7 days. Adults 18 or older who Listened to WLDI-FM in the past 7 days are 15.% less likely to have a 401K, 17.2% less likely to have an Auto Loan, 6.1% less likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



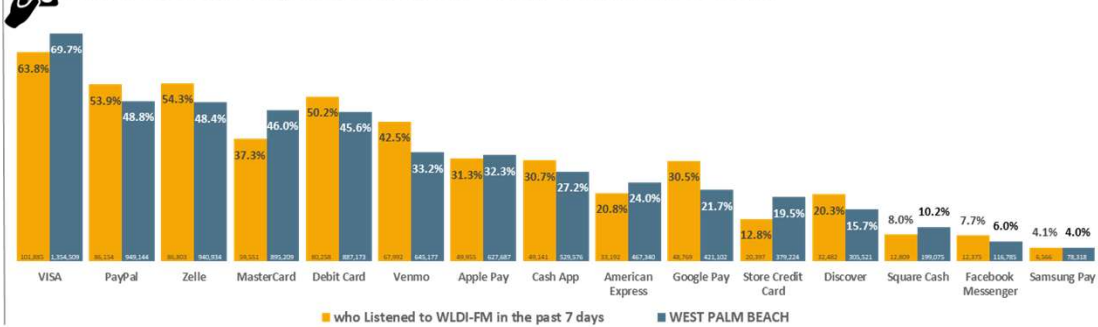
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

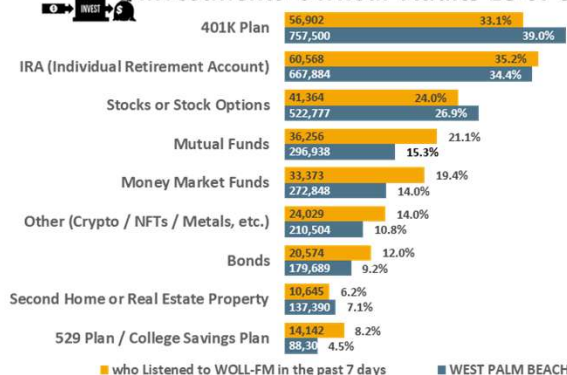




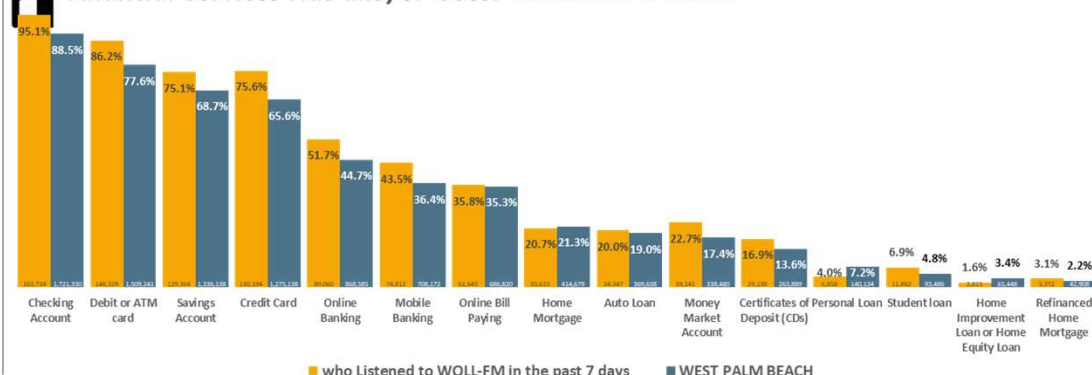
8.9% or 172,145 of WEST PALM BEACH DMA Adults 18 or older Listened to WOLL-FM in the past 7 days. Adults 18 or older who Listened to WOLL-FM in the past 7 days are 15.2% less likely to have a 401K, 4.9% more likely to have an Auto Loan, 11.9% more likely to Invest/Trade Stocks Online, 18.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



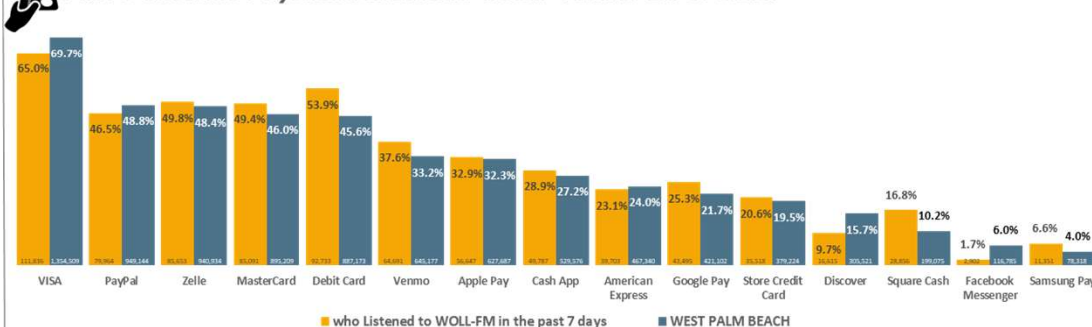
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



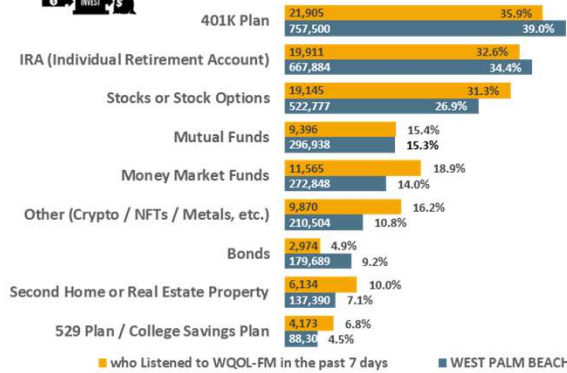
(*Past 12 Months)



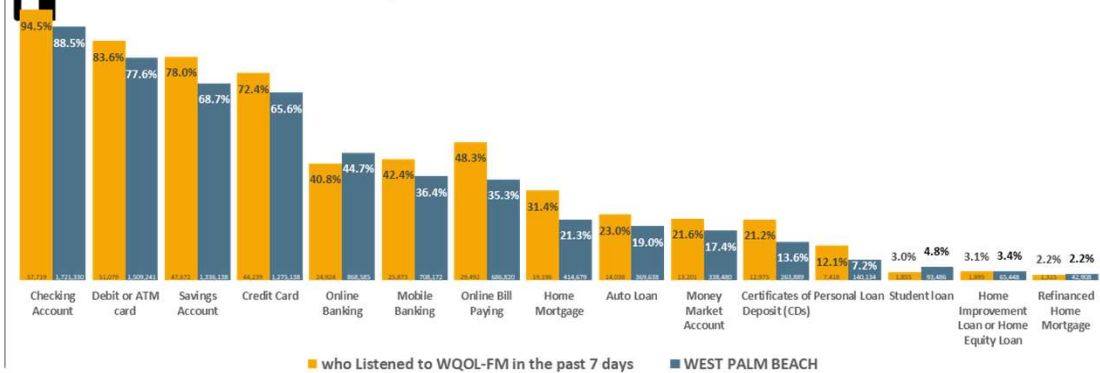
3.1% or 61,084 of WEST PALM BEACH DMA Adults 18 or older Listened to WQOL-FM in the past 7 days. Adults 18 or older who Listened to WQOL-FM in the past 7 days are 8.% less likely to have a 401K, 20.9% more likely to have an Auto Loan, 40.8% more likely to Invest/Trade Stocks Online, 2.4% more likely to pay with their Debit Card.



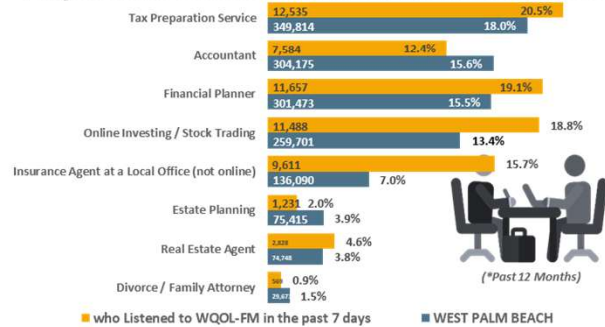
Investments Owned: Adults 18 or older



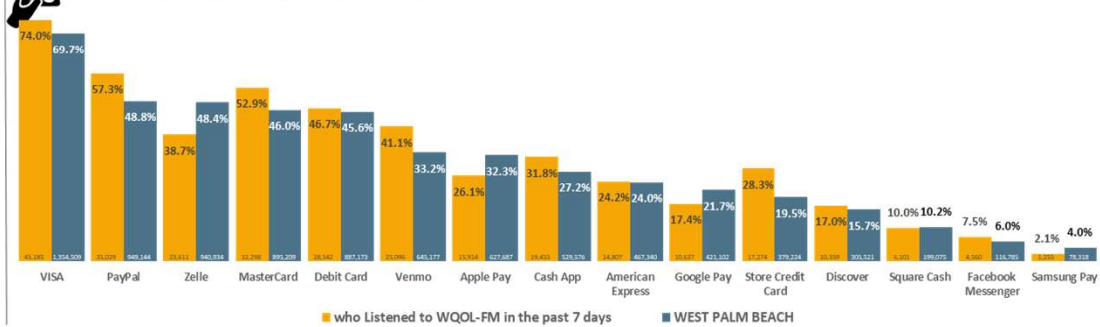
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

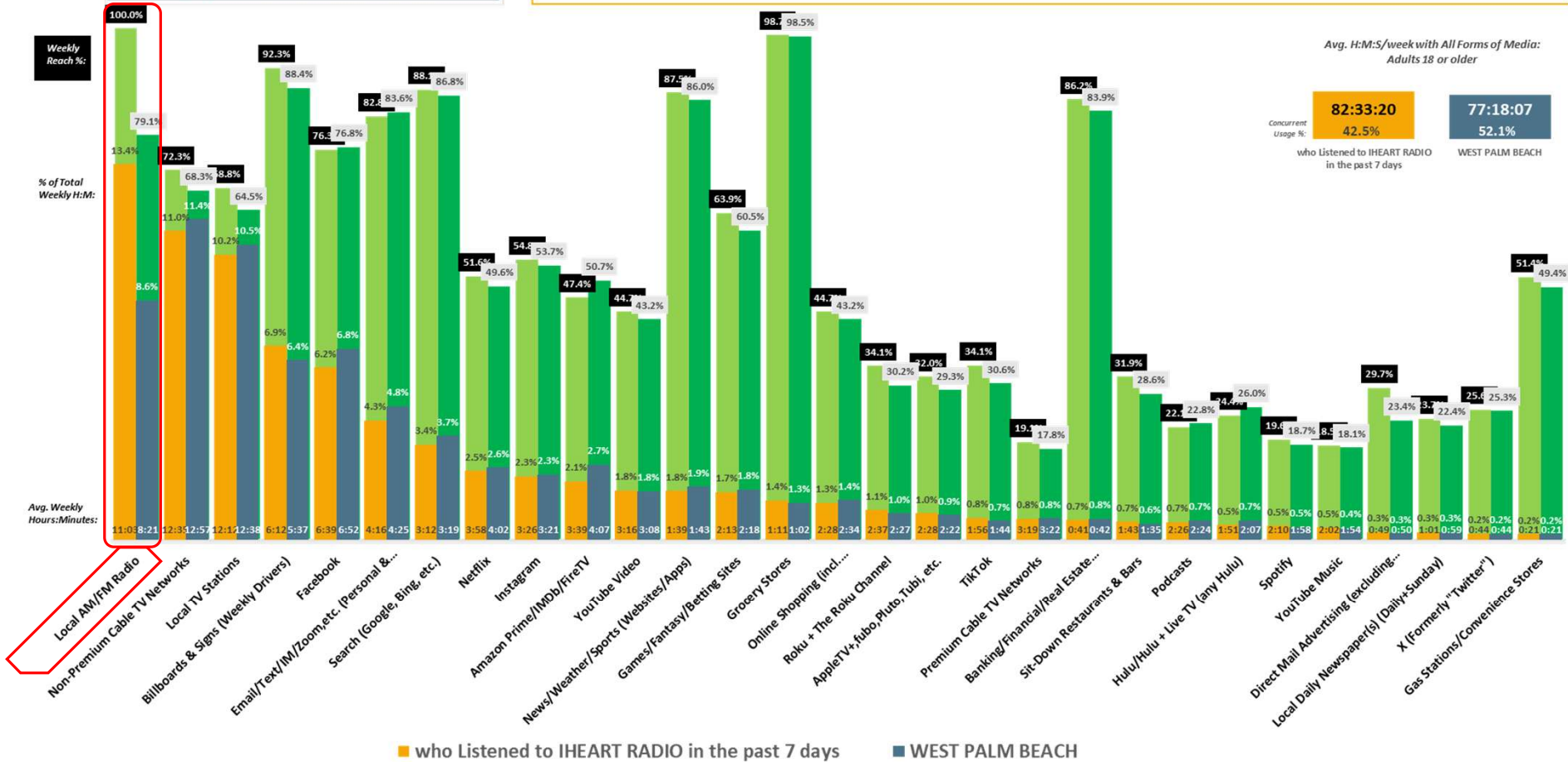


Past 3-Months Payment Methods Used: Adults 18 or older



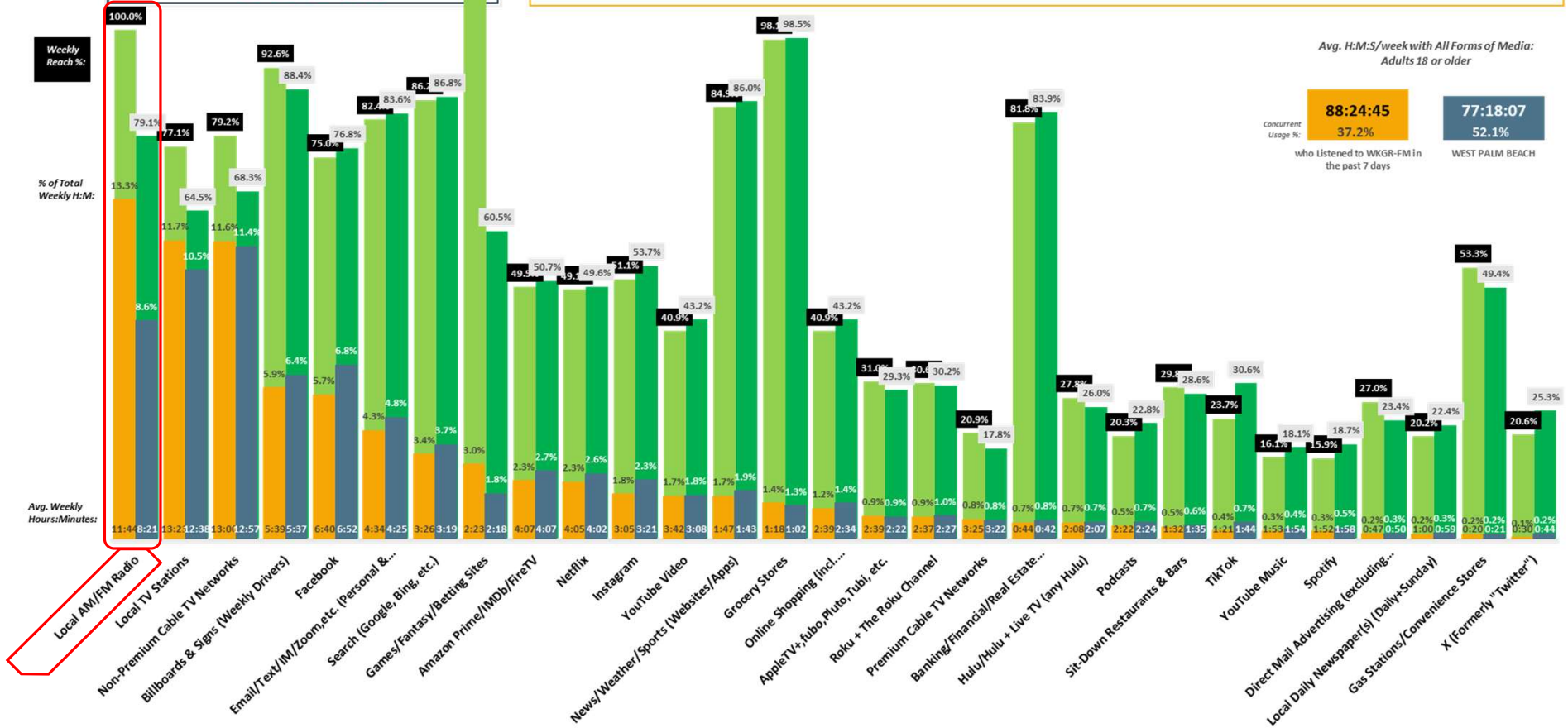


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 3 days, 10 hours, 33 minutes and 20 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 11 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 13.4% of total time spent with all forms of Media.



GATER 98.7 fm

Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 3 days, 16 hours, 24 minutes and 45 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an avg. of 11 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.

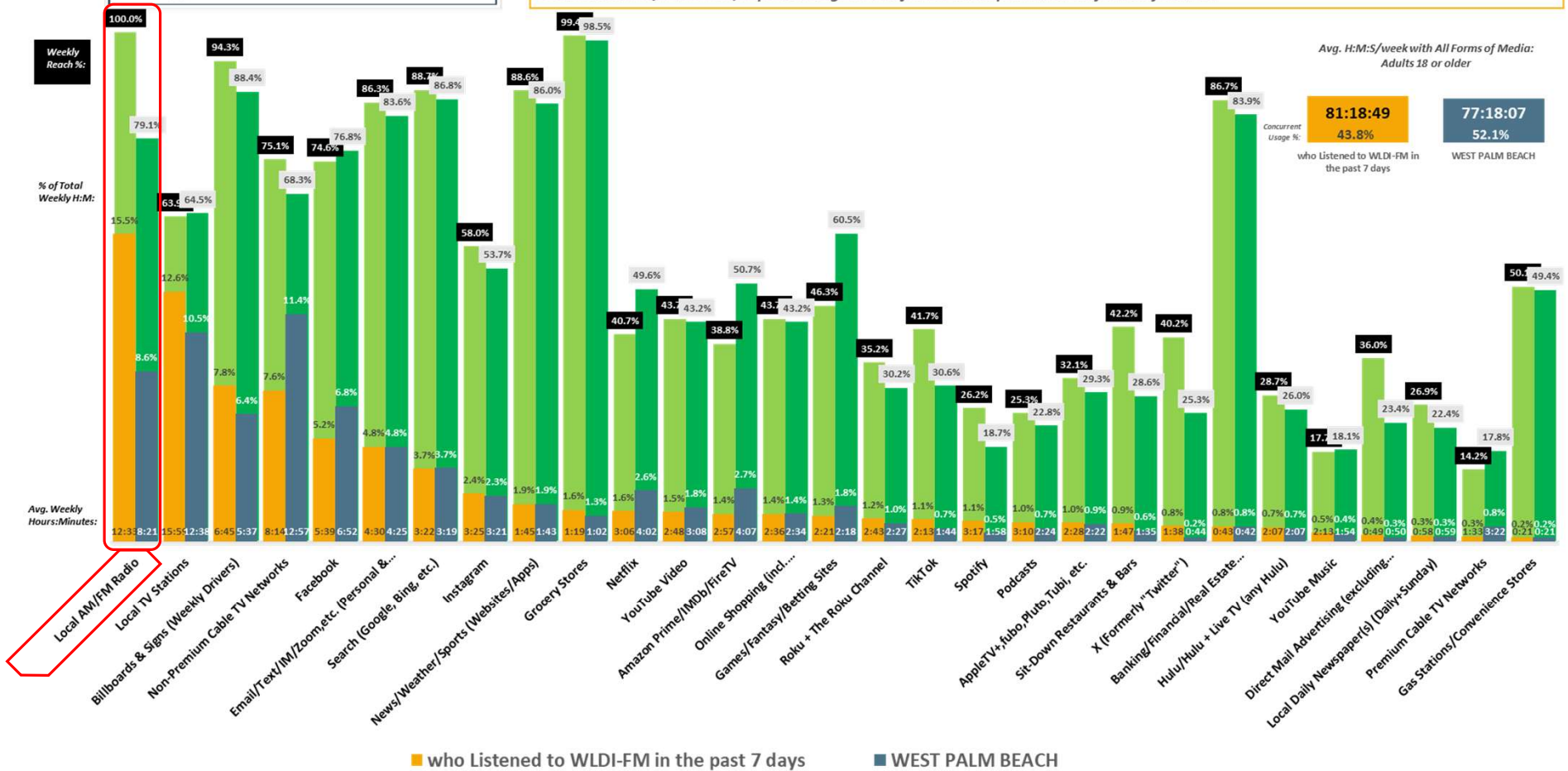


who Listened to WKGR-FM in the past 7 days

WEST PALM BEACH



Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 3 days, 9 hours, 18 minutes and 49 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an avg. of 12 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 15.5% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

81:18:49
 43.8%
 who Listened to WLDI-FM in the past 7 days

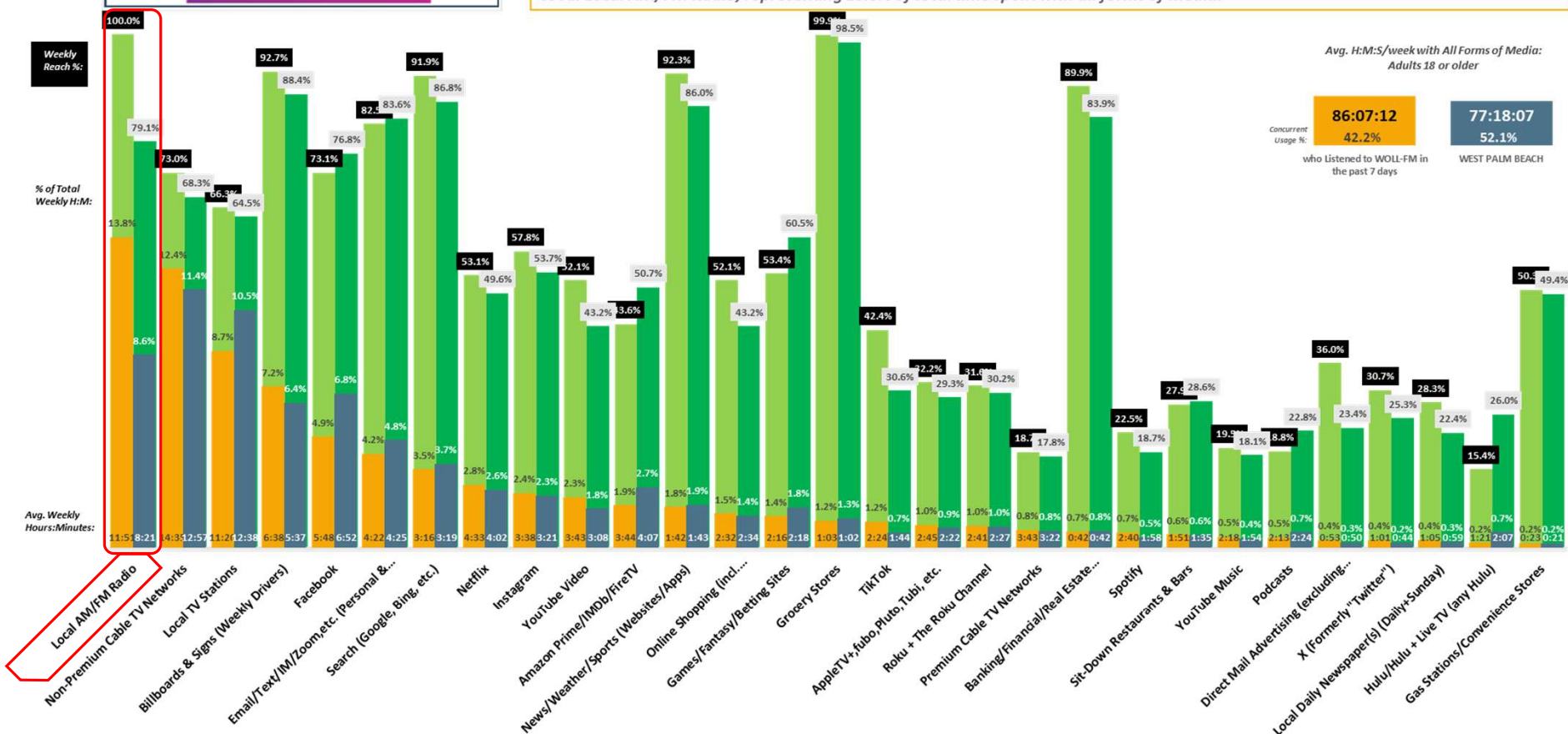
77:18:07
 52.1%
 WEST PALM BEACH





Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 3 days, 14 hours, 7 minutes and 12 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an avg. of 11 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 13.8% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

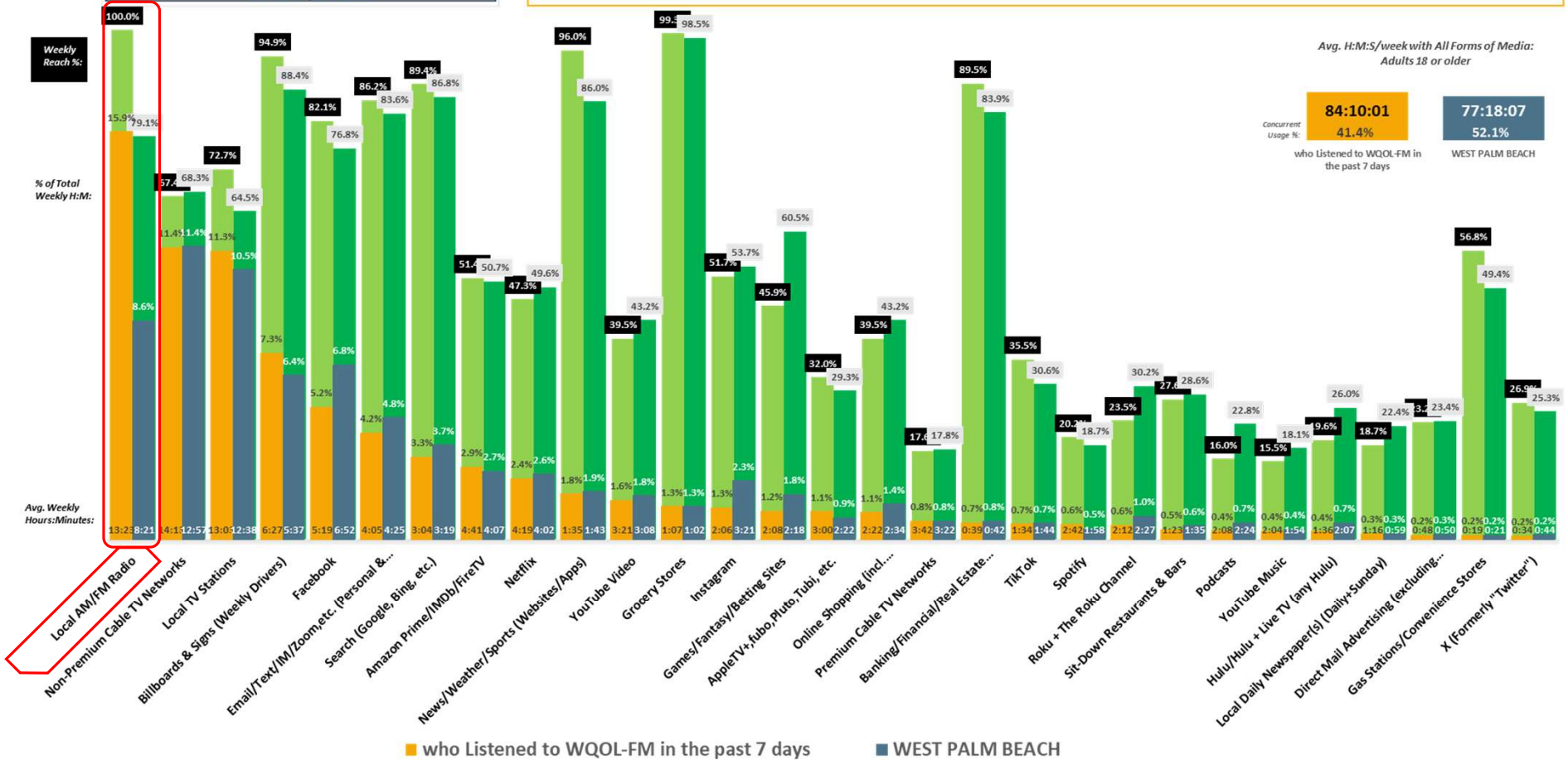
Concurrent Usage %: 42.2%
who Listened to WOLL-FM in the past 7 days

77:18:07
52.1%
WEST PALM BEACH

who Listened to WOLL-FM in the past 7 days WEST PALM BEACH



Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 3 days, 12 hours, 10 minutes and 1 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an avg. of 13 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 15.9% of total time spent with all forms of Media.



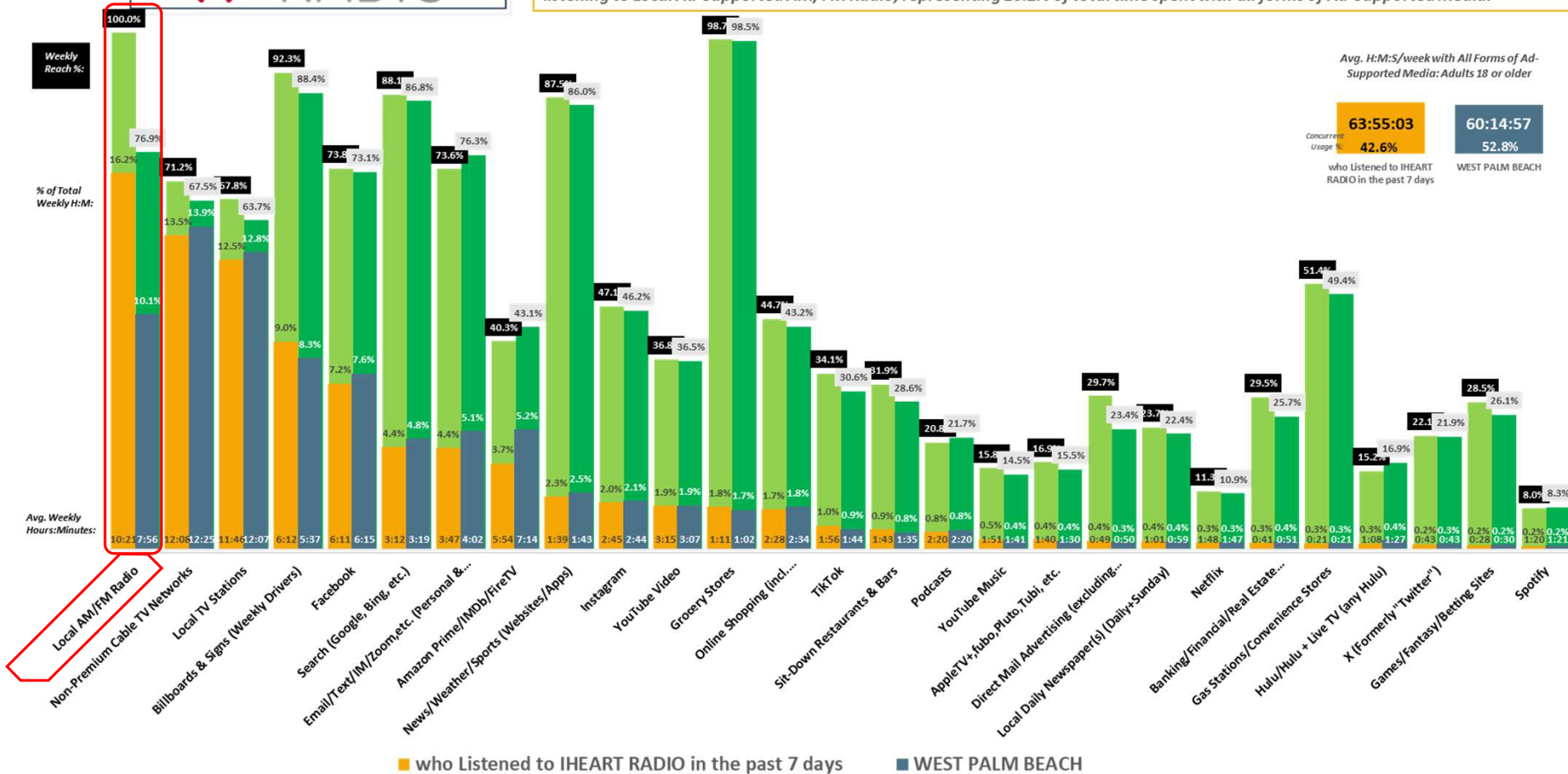
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %: 41.4%
 who Listened to WQOL-FM in the past 7 days
 77:18:07
 52.1%
 WEST PALM BEACH



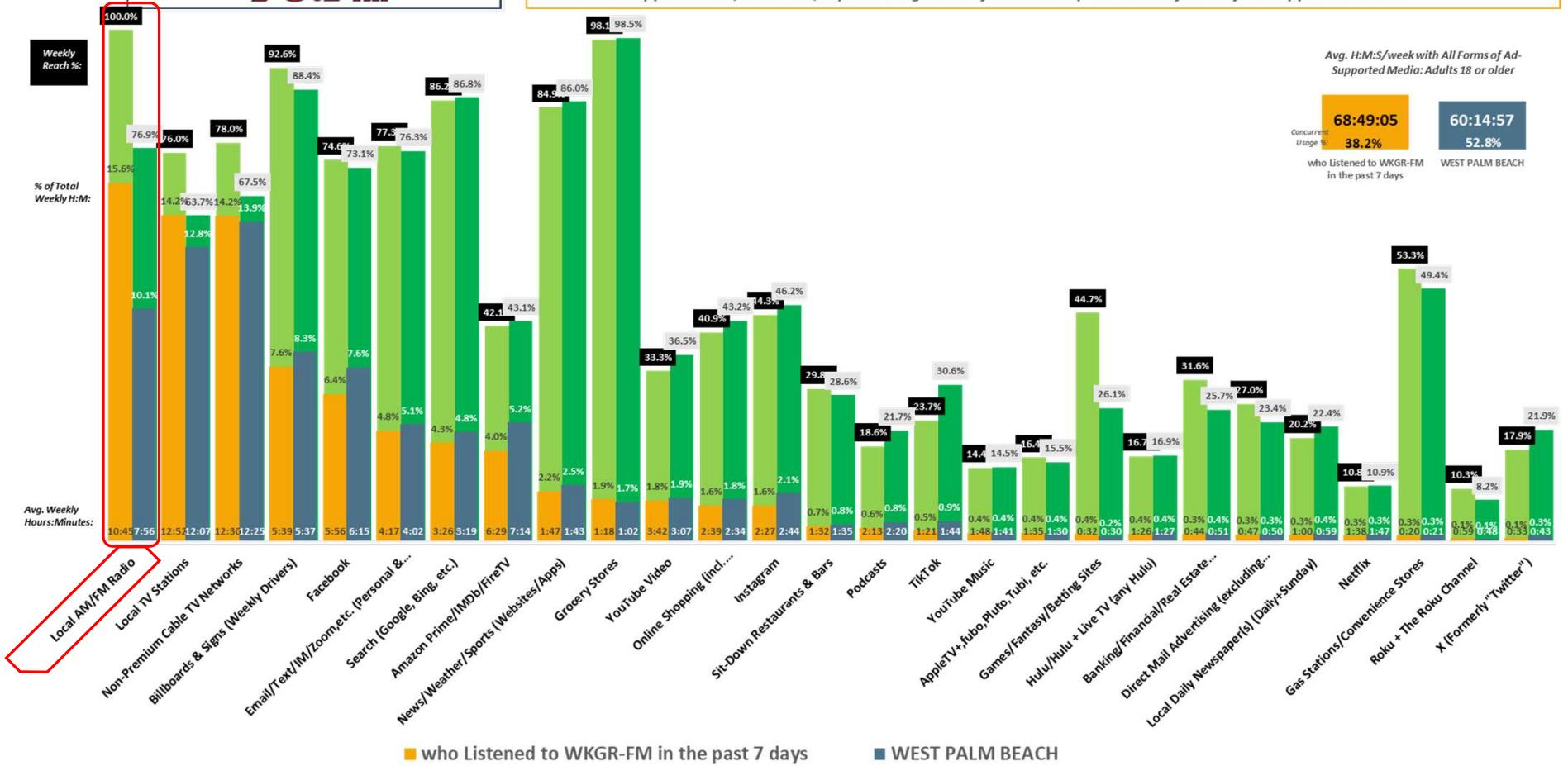


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 15 hours, 55 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 10 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.2% of total time spent with all forms of Ad-Supported Media.



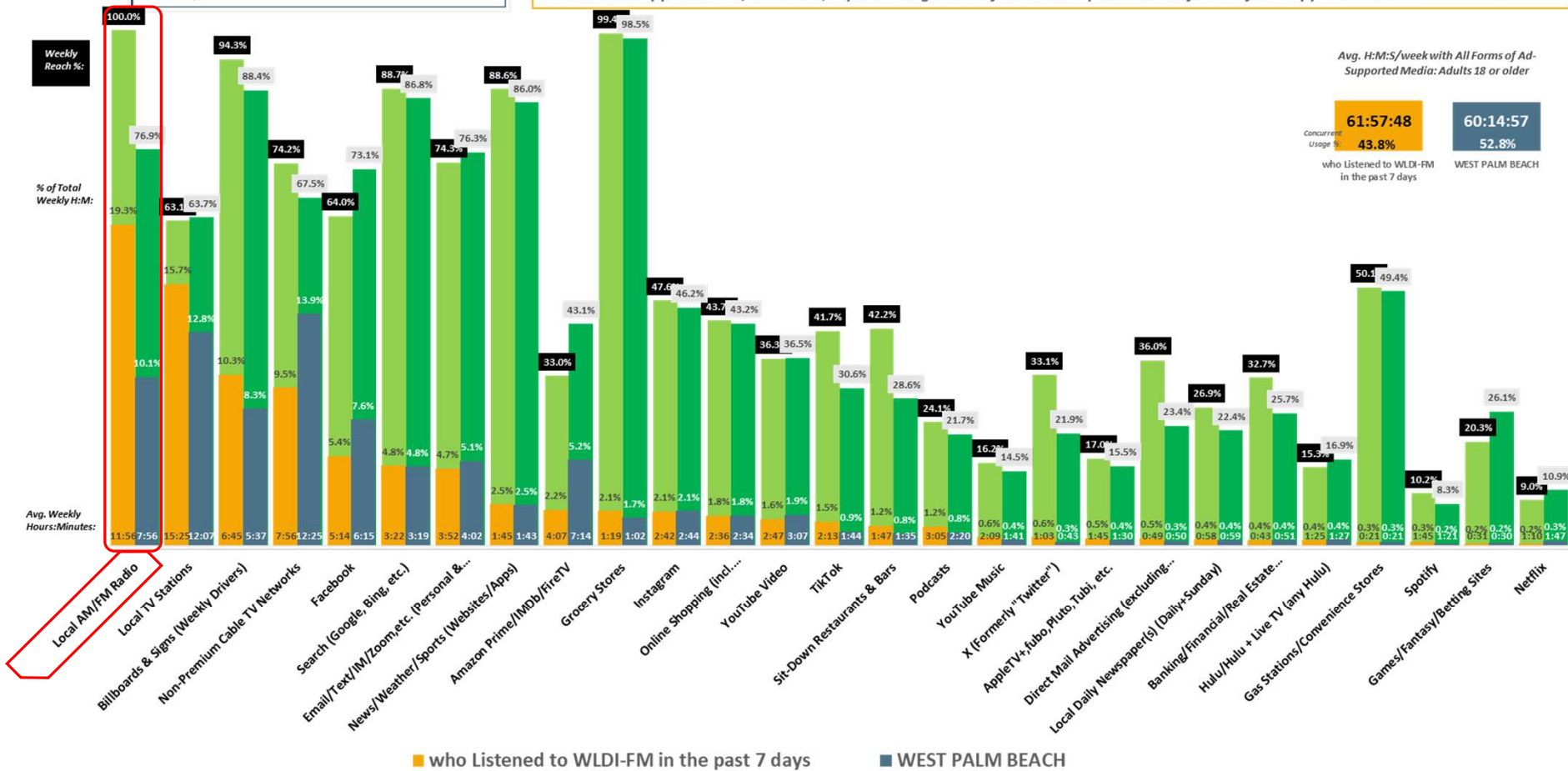
GATER 98.7_{fm}

Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 2 days, 20 hours, 49 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
100.% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an avg. of 10 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 2 days, 13 hours, 57 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an avg. of 11 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 19.3% of total time spent with all forms of Ad-Supported Media.

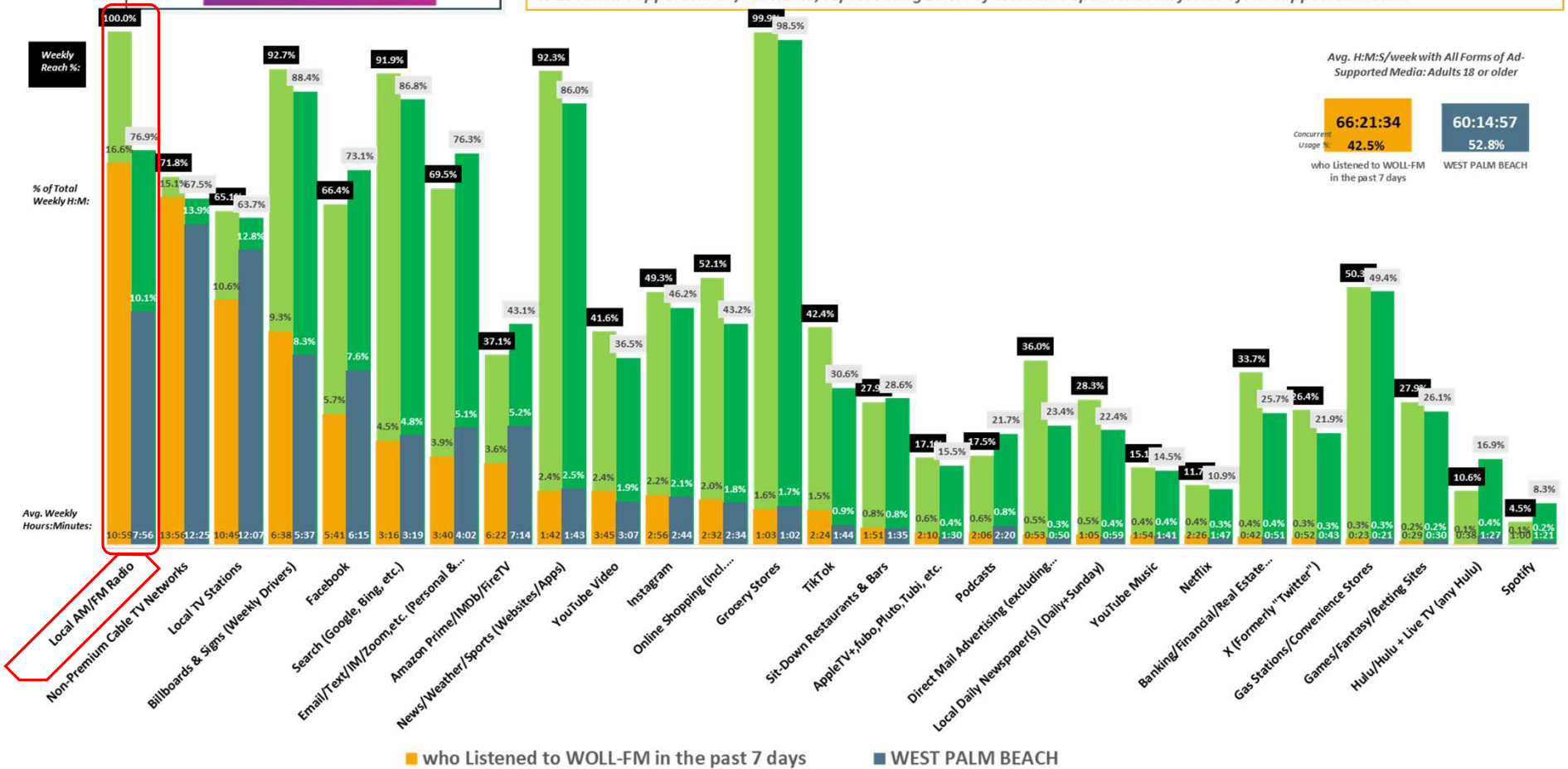


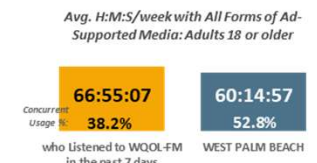
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	61:57:48	60:14:57
who Listened to WLDI-FM in the past 7 days	43.8%	52.8%
		WEST PALM BEACH



Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 2 days, 18 hours, 21 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an avg. of 10 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.6% of total time spent with all forms of Ad-Supported Media.



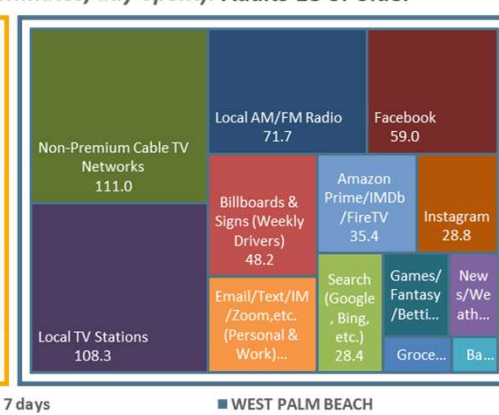
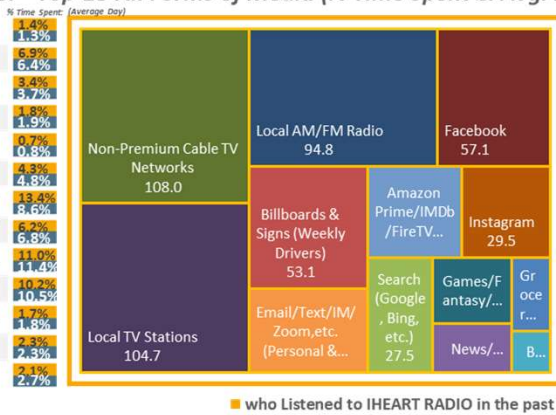
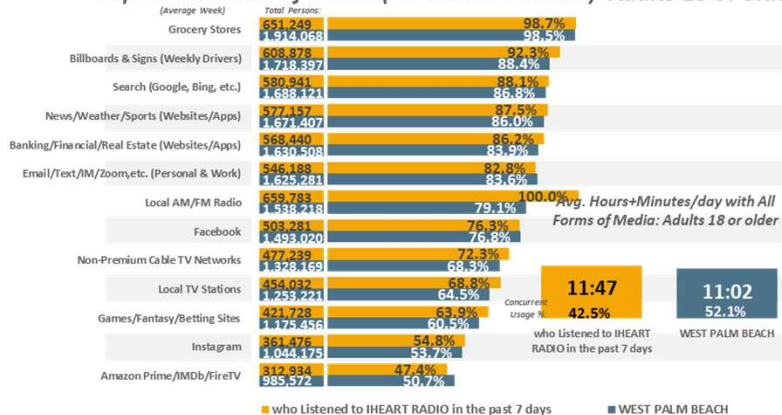


(Radio Stations: WQOL-FM)

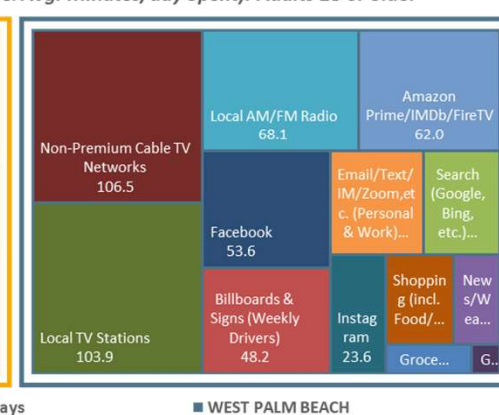
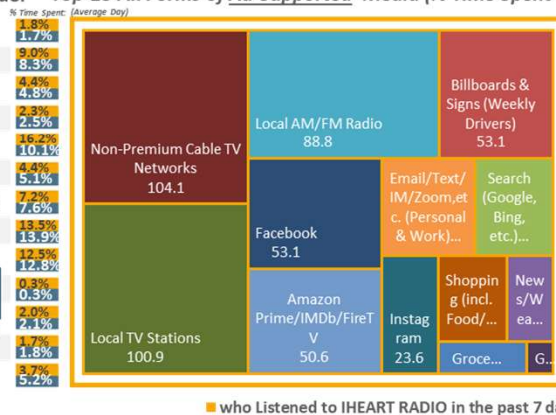
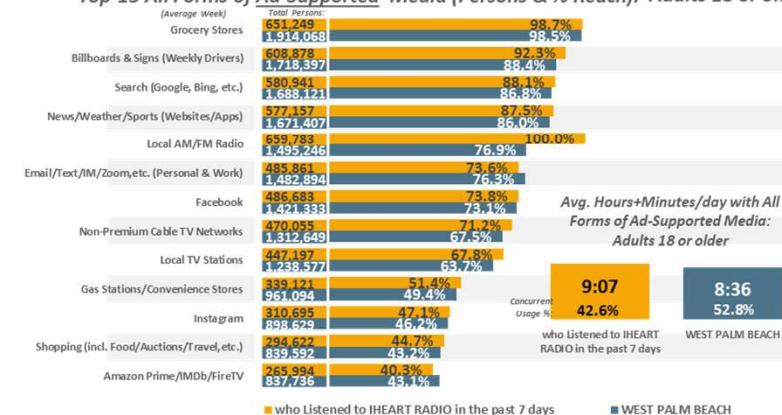


Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88.8 minutes/day.
(Local Radio delivers 16.2% of Time with Ad-Supported Media.)

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 R1 2026: Jan25-Jan26 Qual Intab 939
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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: WAVV-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)

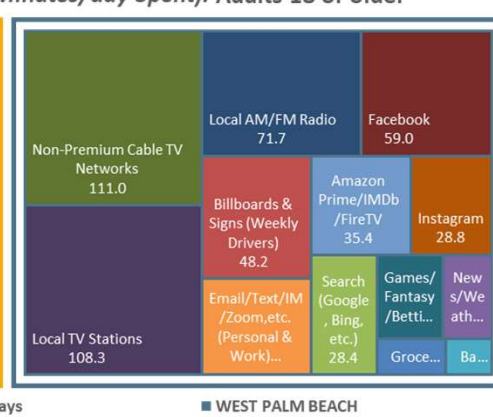
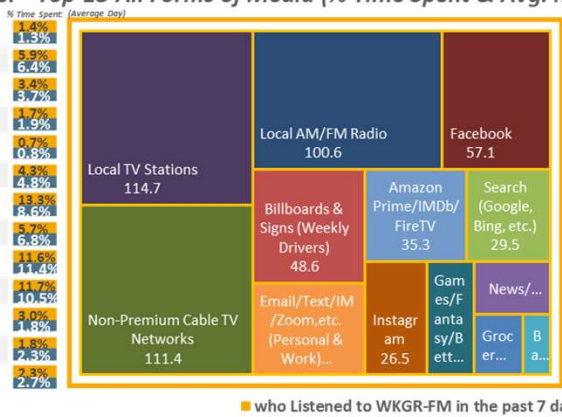
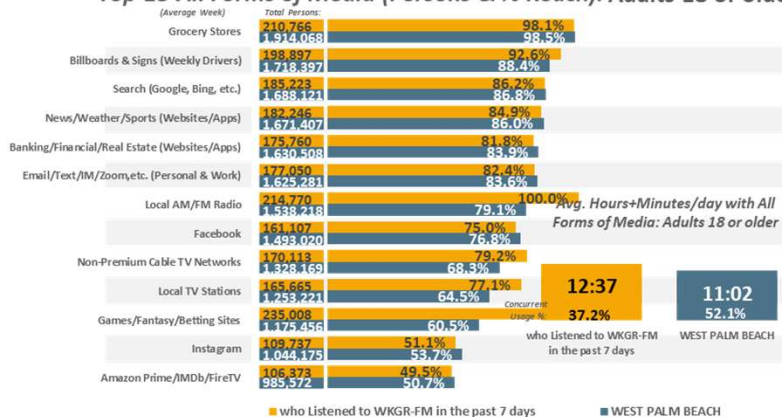


Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 9 hours and 49 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 92.2 minutes/day.

(Local Radio delivers 15.6% of Time with Ad-Supported Media.)

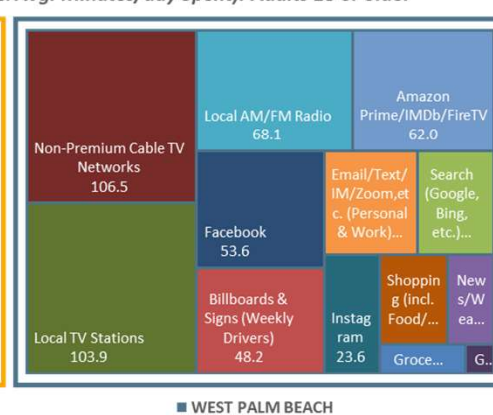
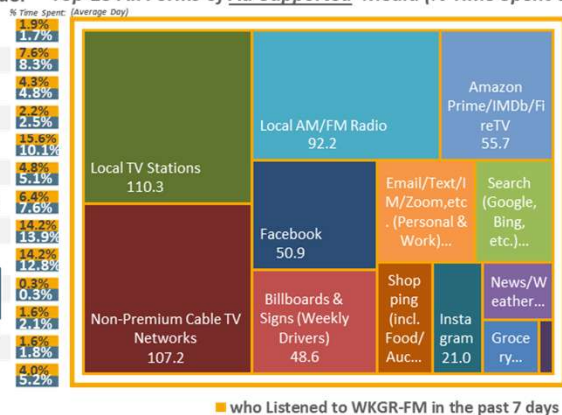
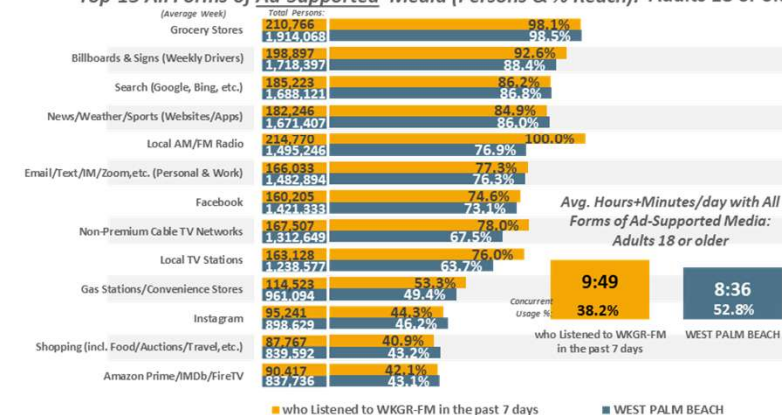
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

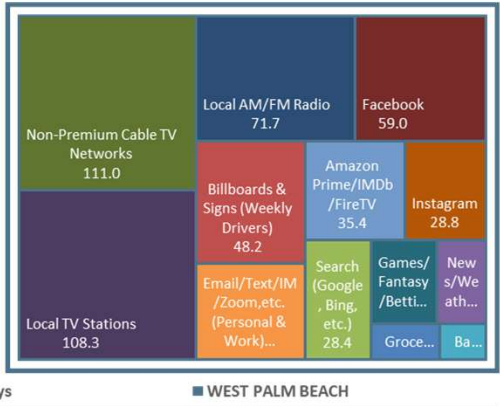
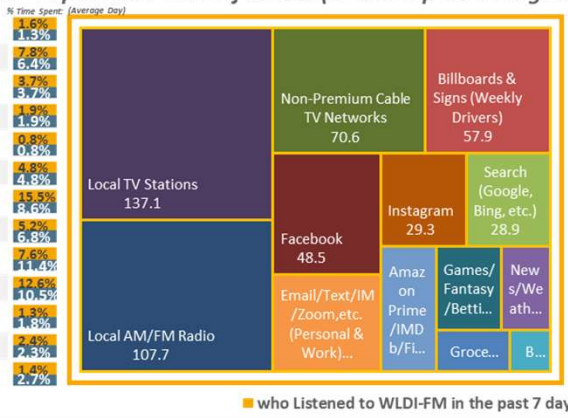
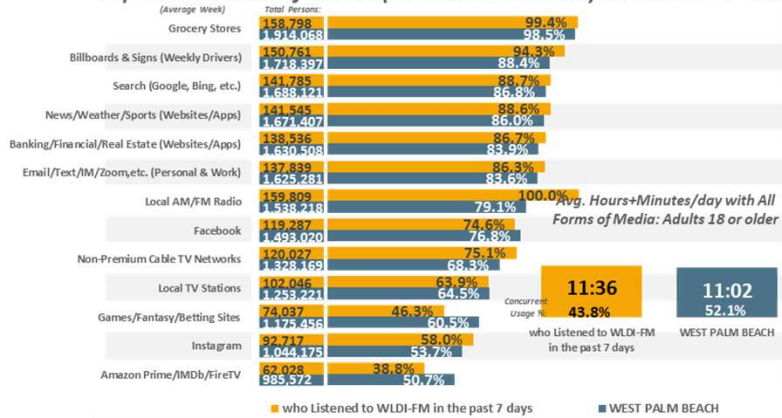




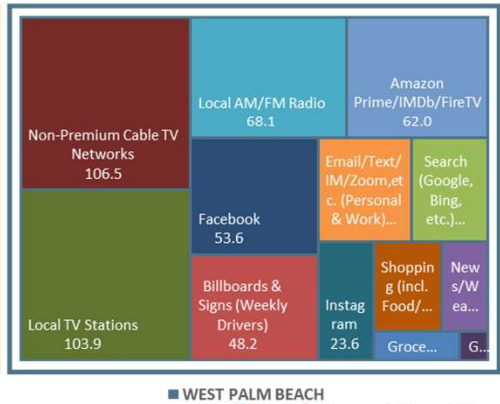
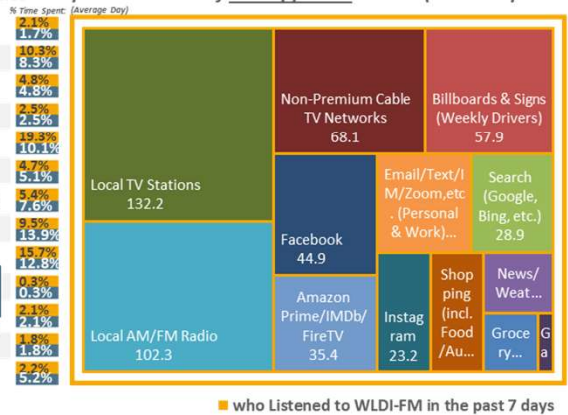
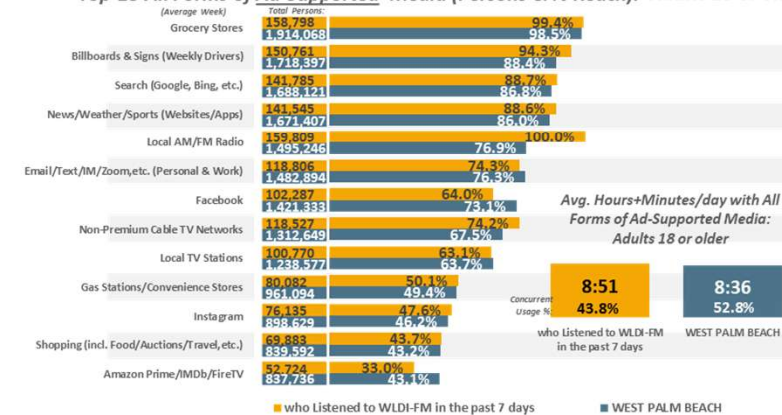
Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 102.3 minutes/day.

(Local Radio delivers 19.3% 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**



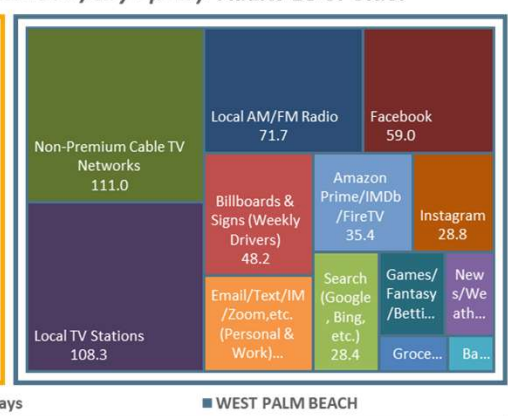
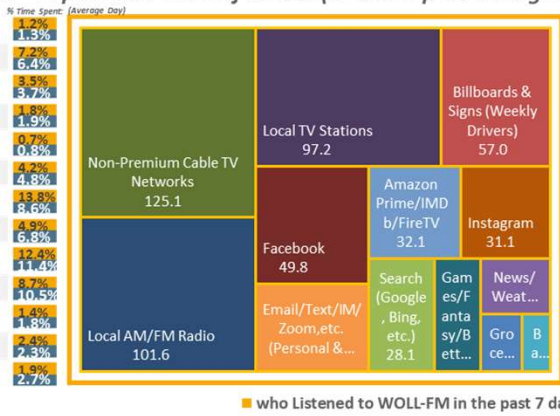
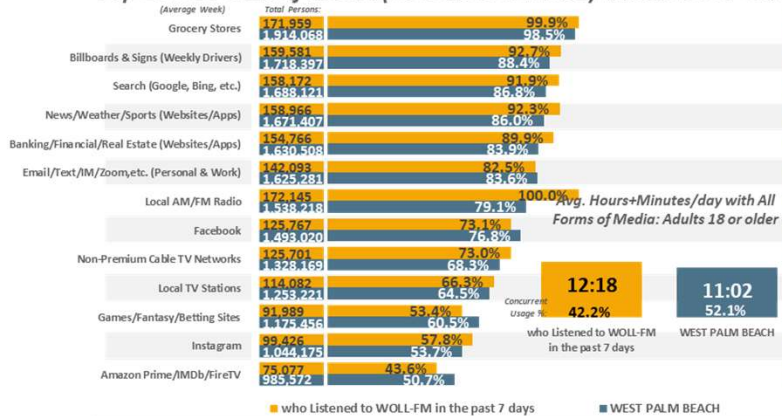
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



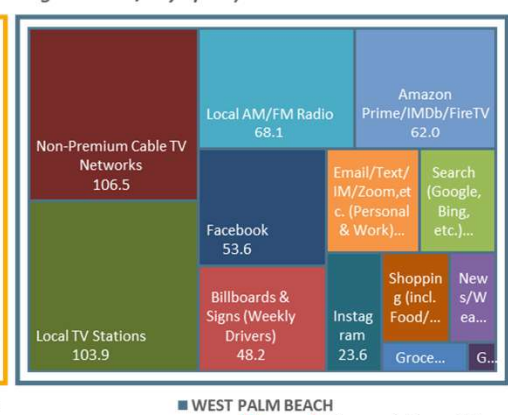
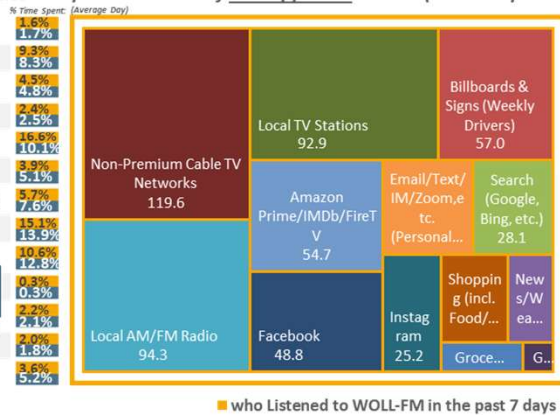
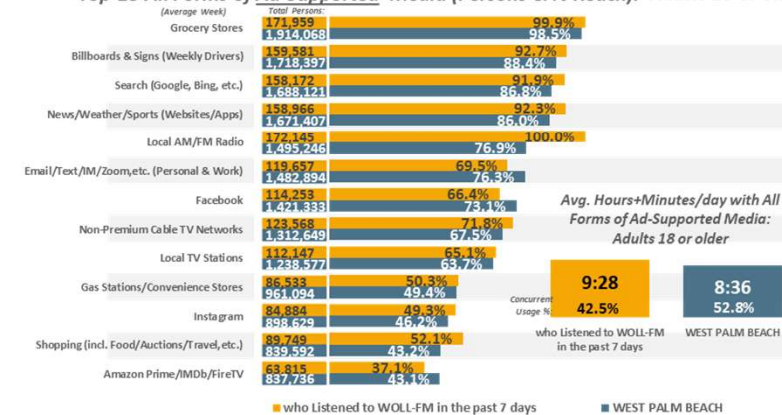


Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.3 minutes/day.
(Local Radio delivers 16.6% of Time with Ad-Supported Media.)

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**



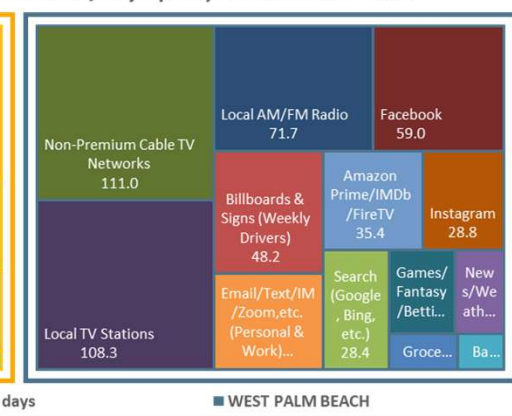
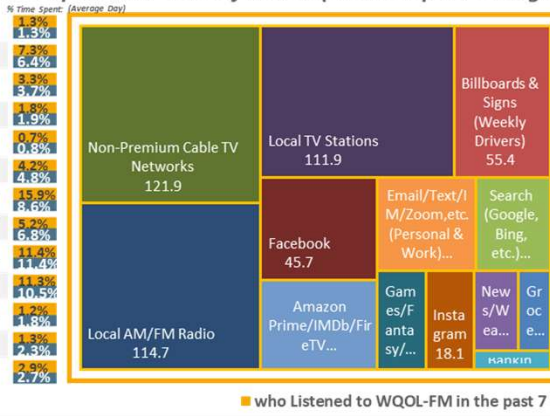
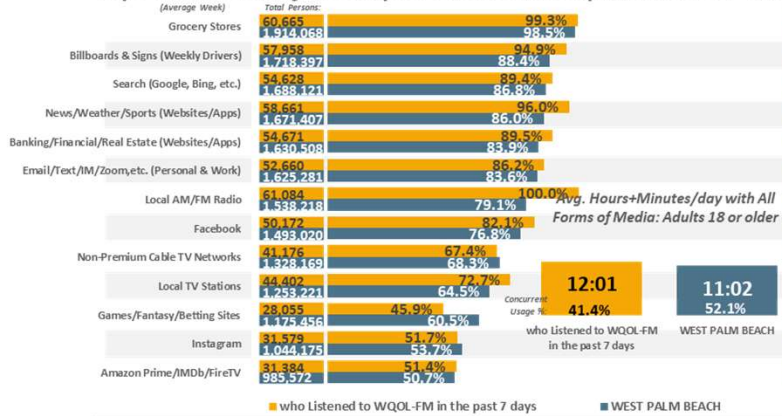


Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 9 hours and 33 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 112.4 minutes/day.

(Local Radio delivers 19.6% of Time with Ad-Supported Media.)

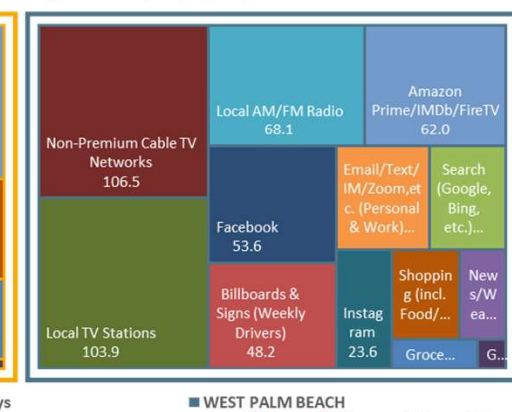
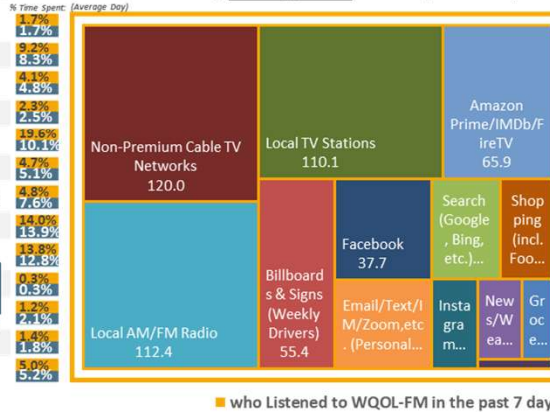
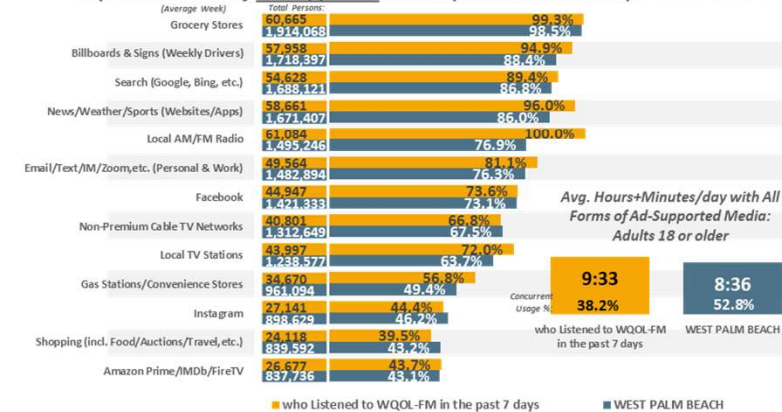
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

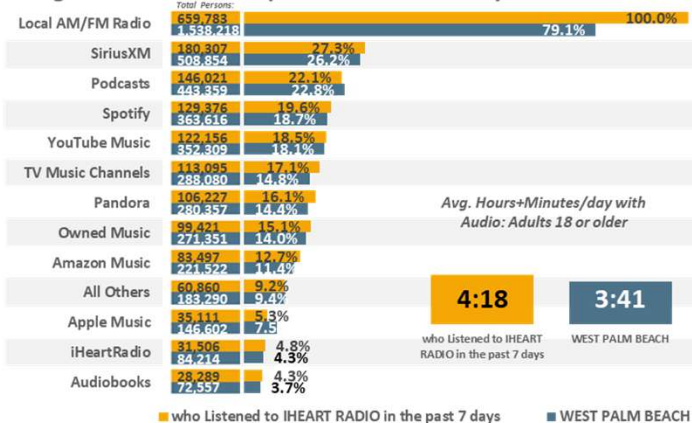
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



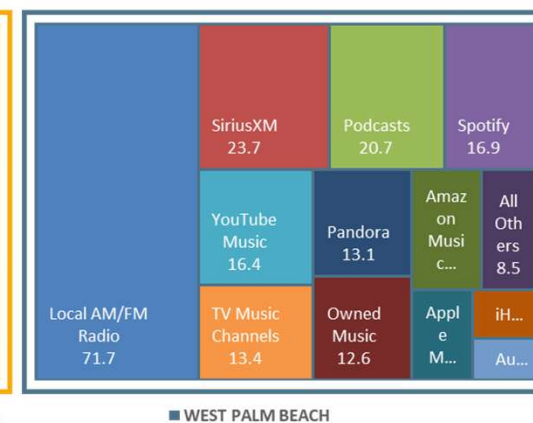
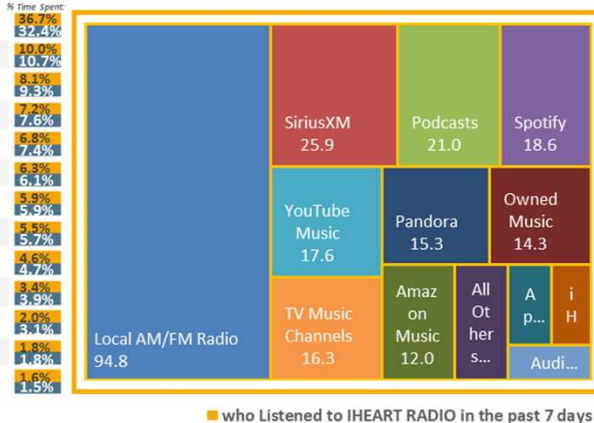


659,783 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.8 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

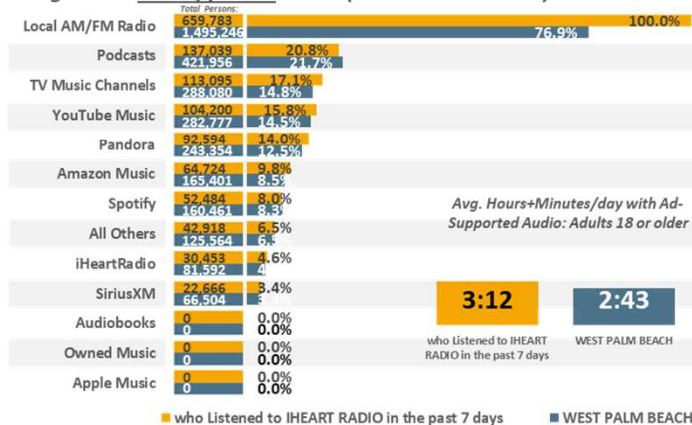
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



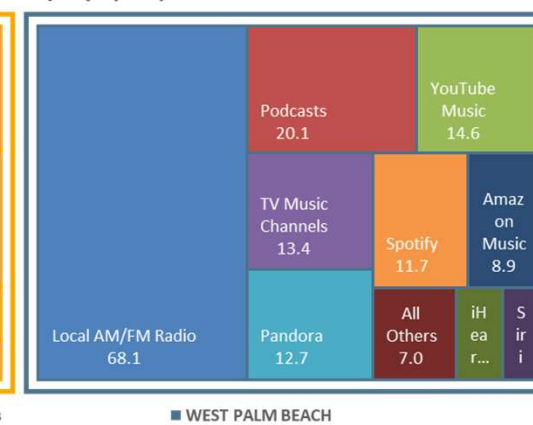
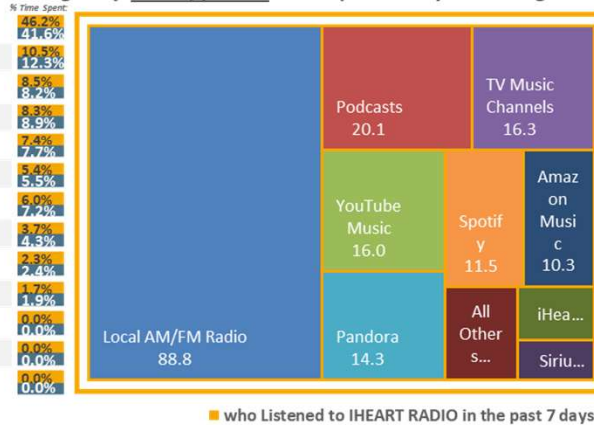
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Jan25-Jan26 Qual Intab 939
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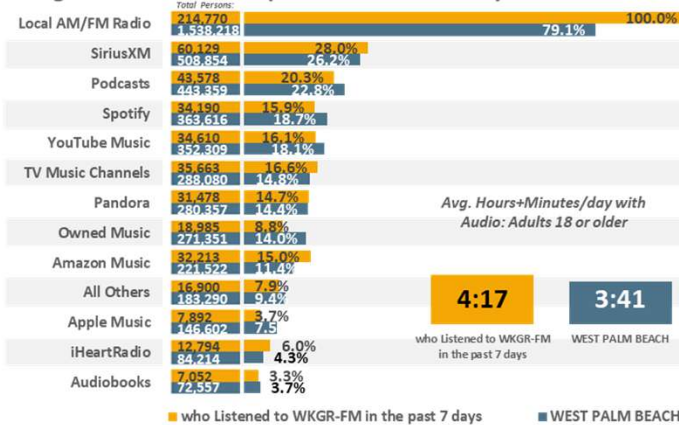
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)

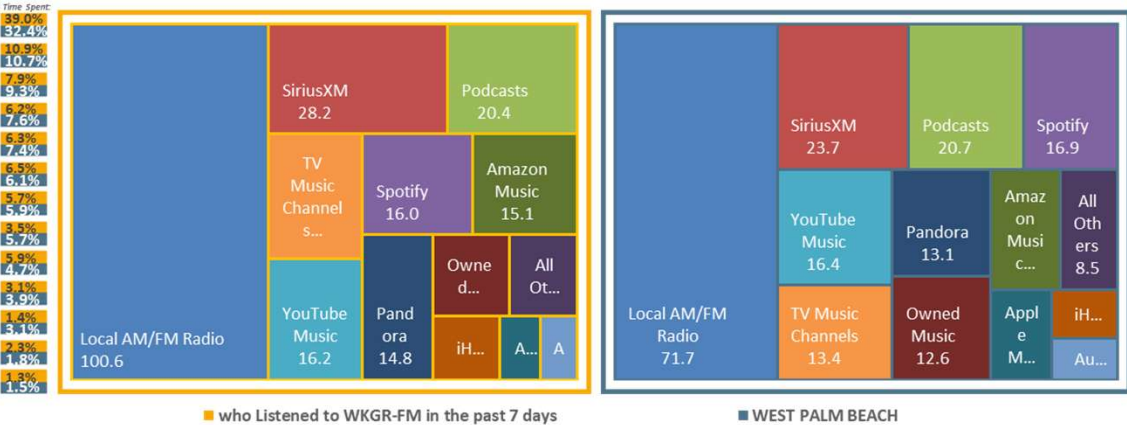


214,770 or 100.% of Adults 18 or older who Listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 92.2 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

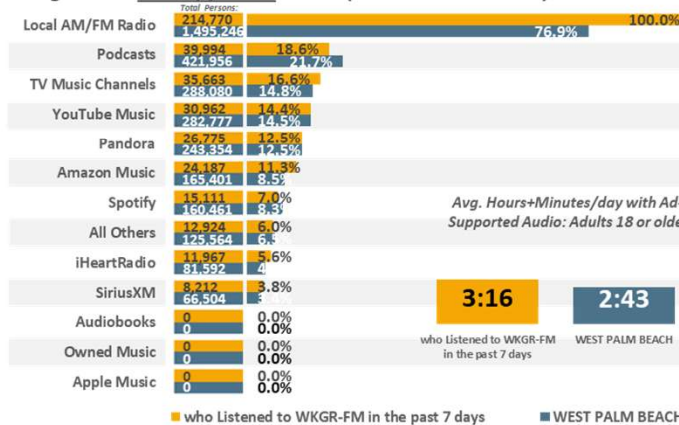
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



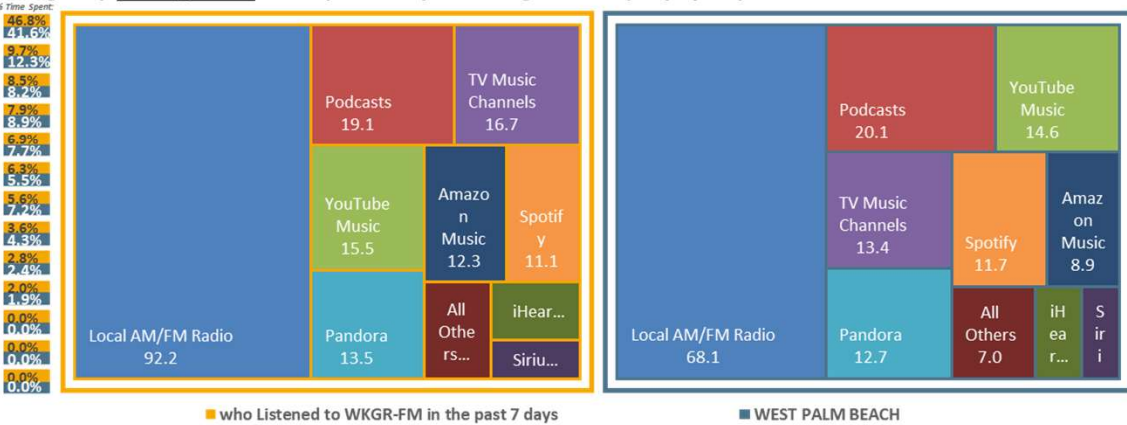
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



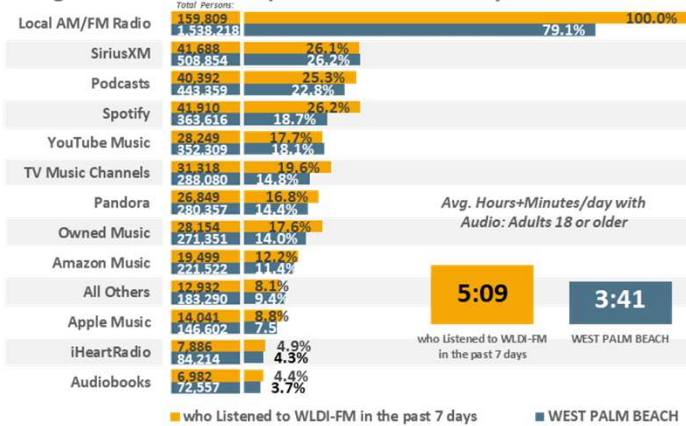
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



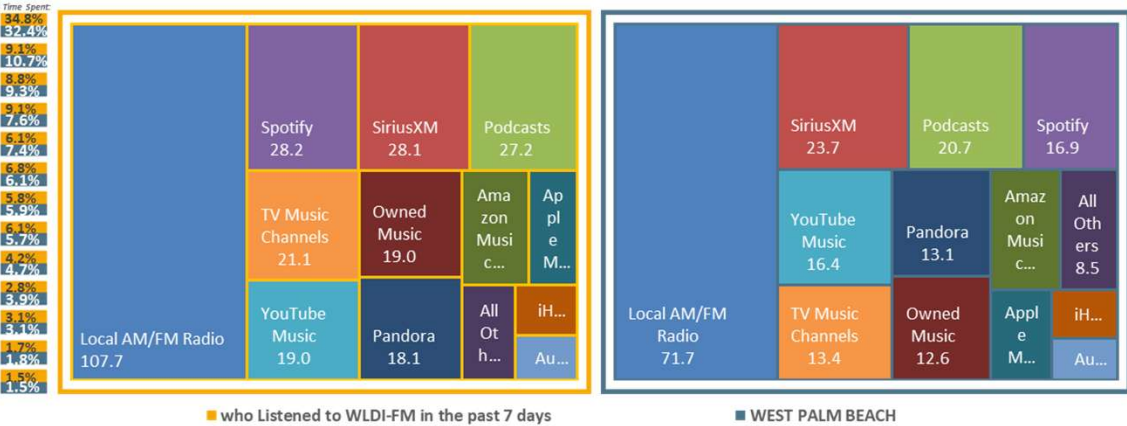


159,809 or 100.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 102.3 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

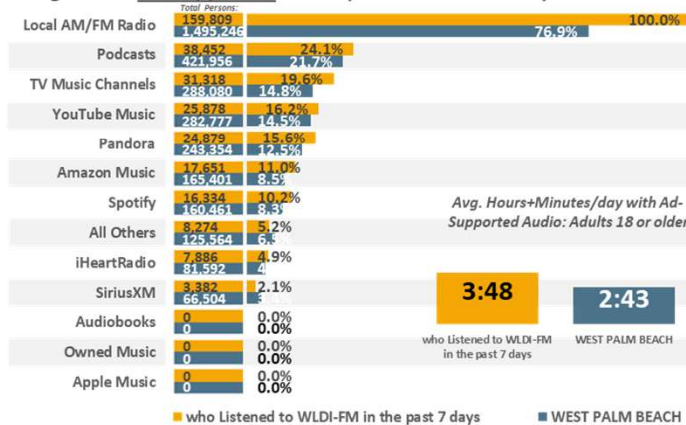
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



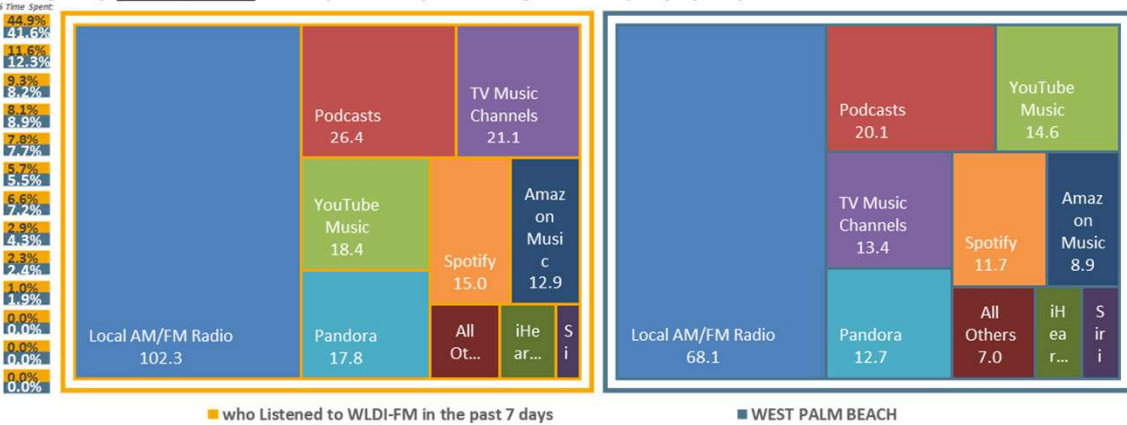
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



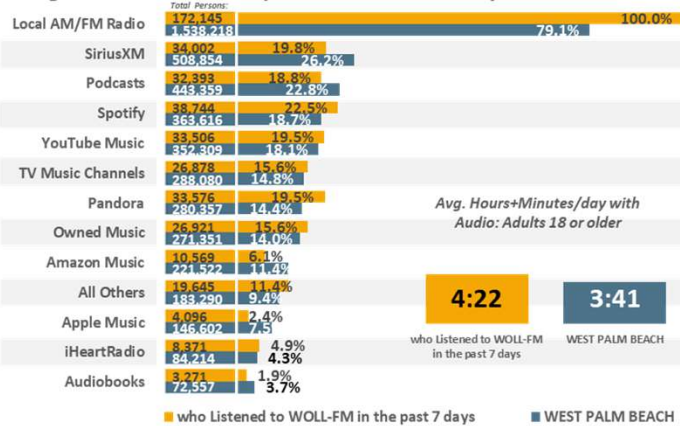
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



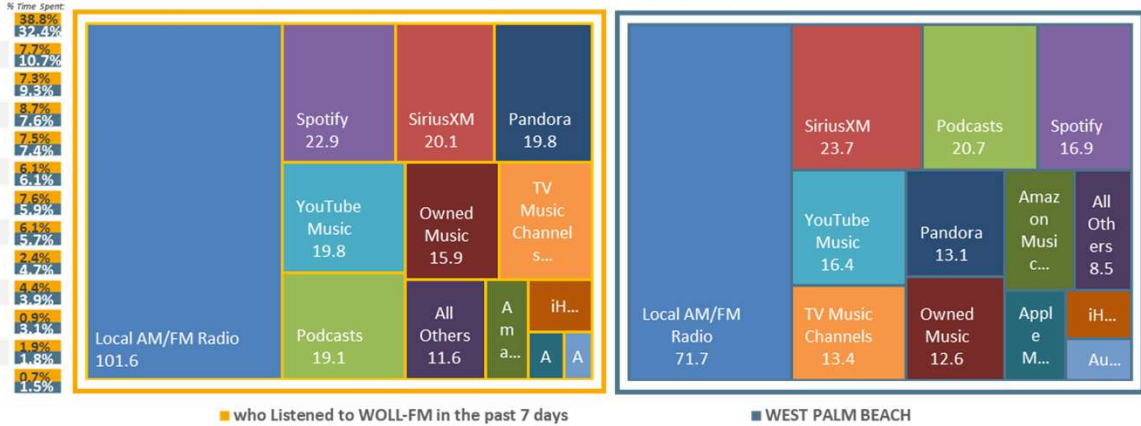


172,145 or 100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.3 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

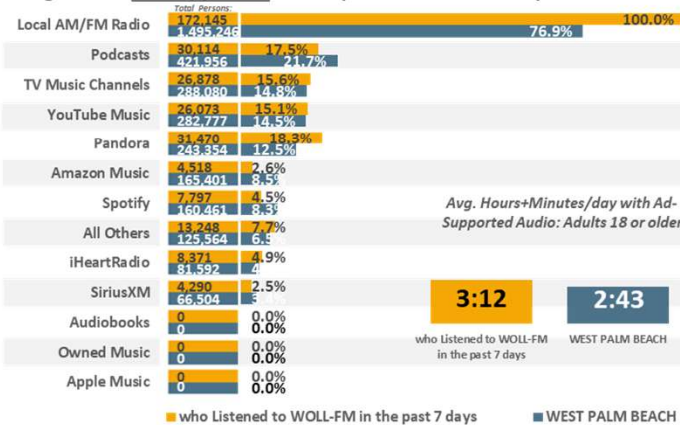
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



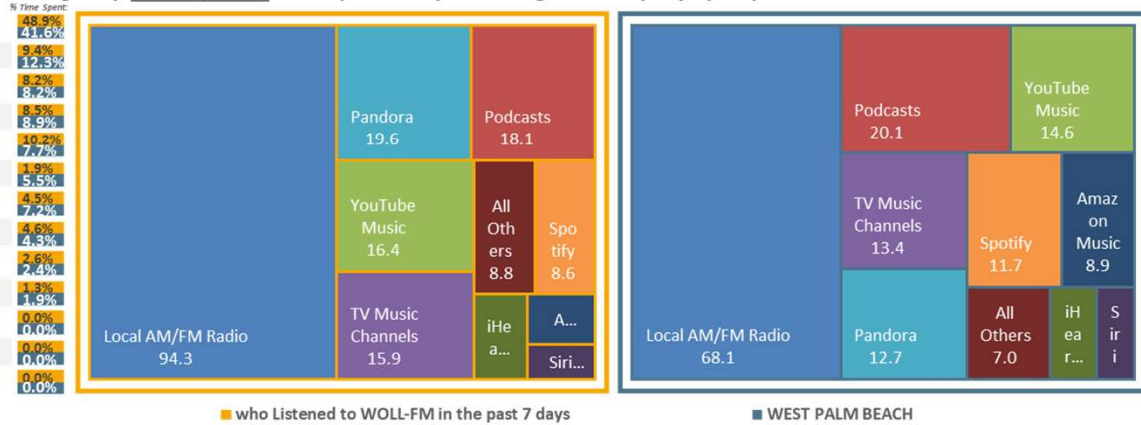
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



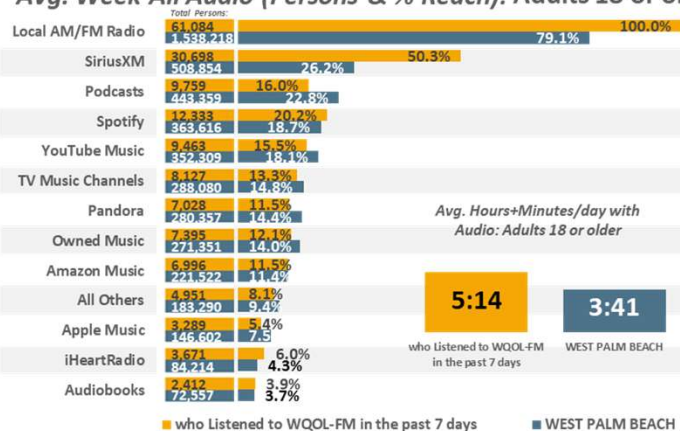
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



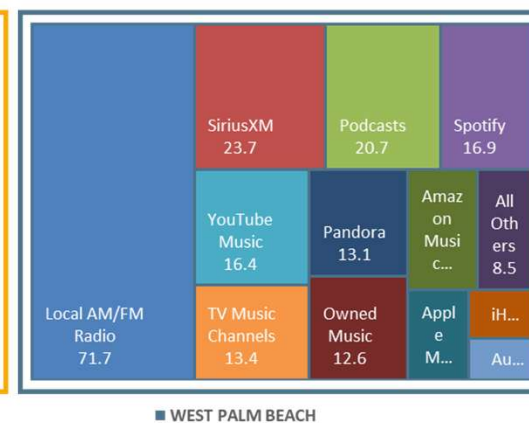
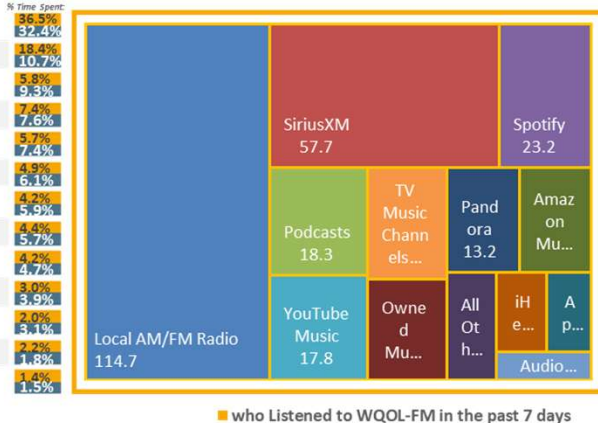


61,084 or 100.% of Adults 18 or older who Listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 112.4 minutes every day representing 49.% of all time spent daily with Ad-Supported Audio.

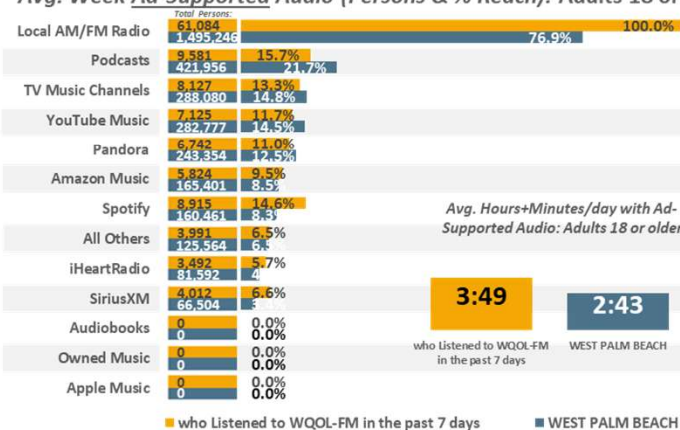
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



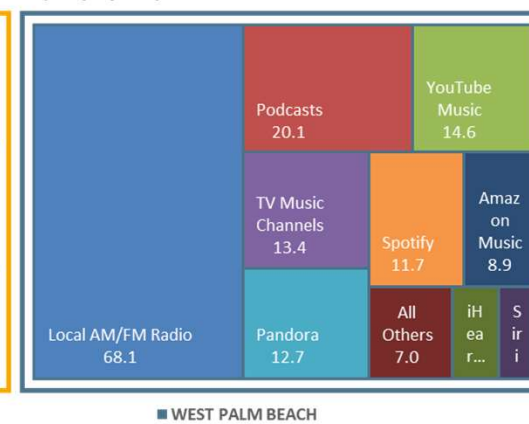
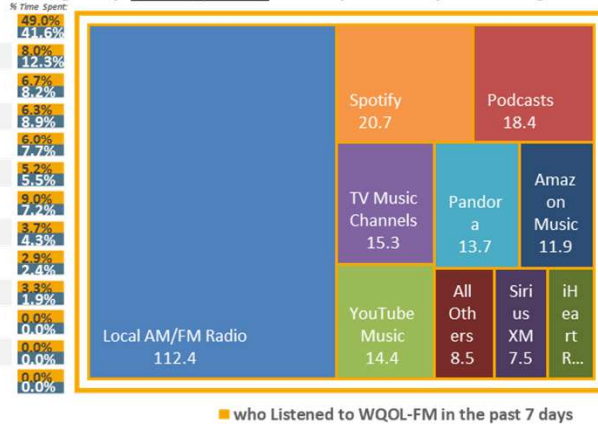
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

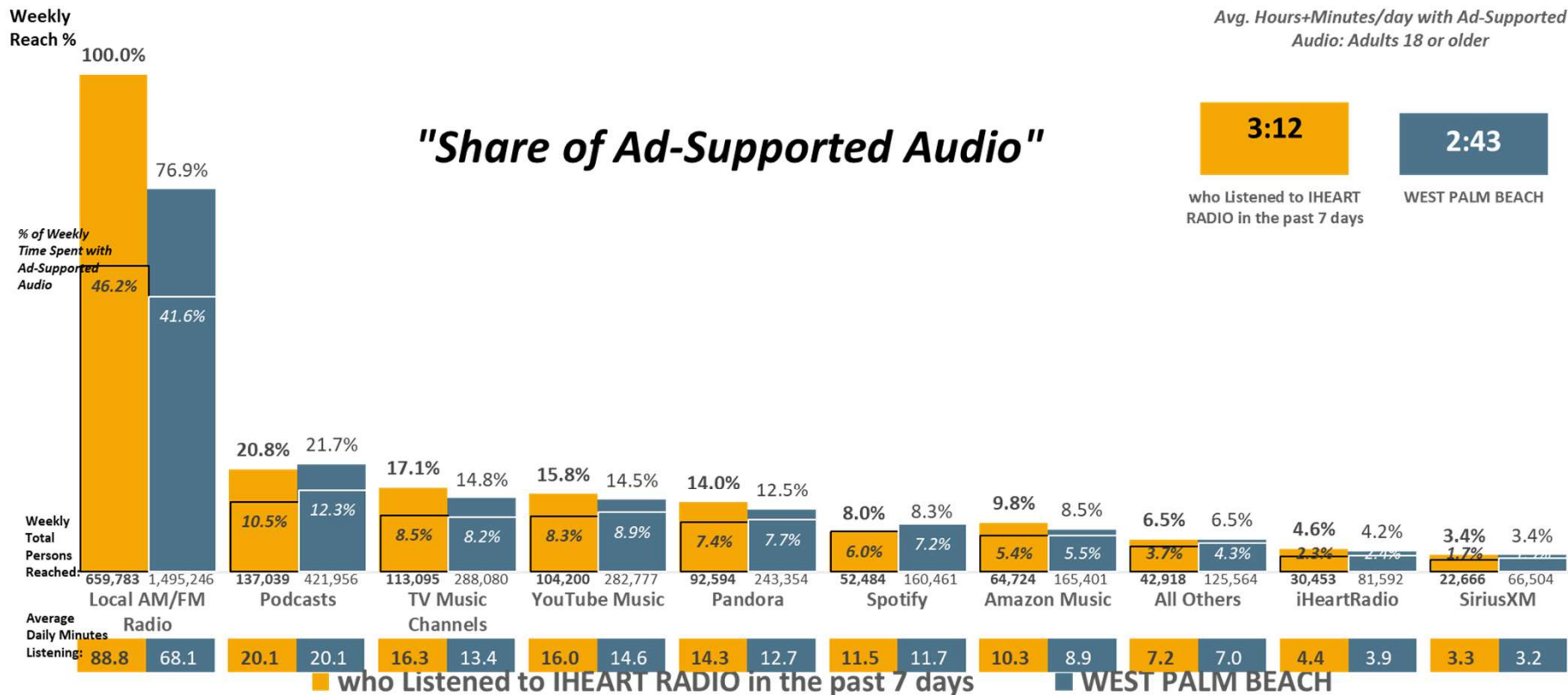


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



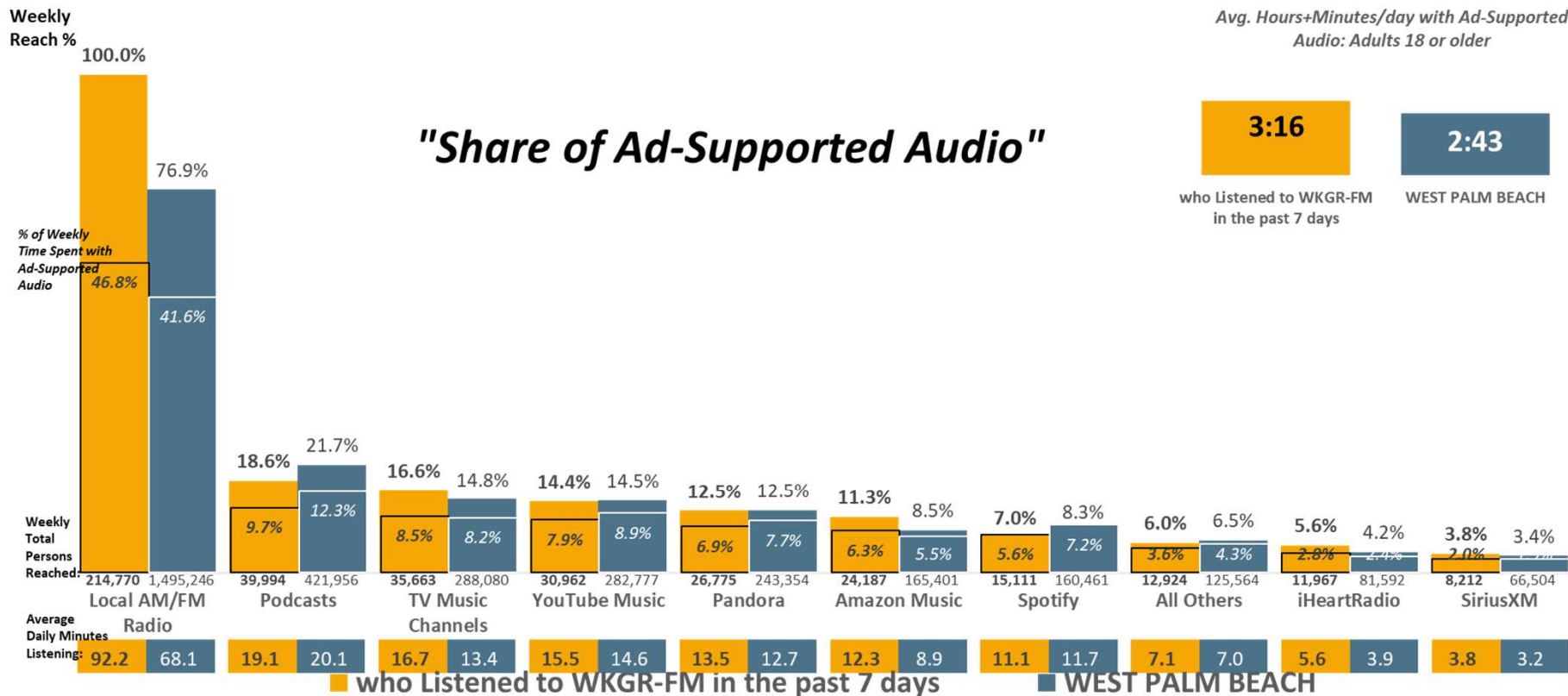


659,783 or 100.0% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88.8 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.





214,770 or 100.0% 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 92.2 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.



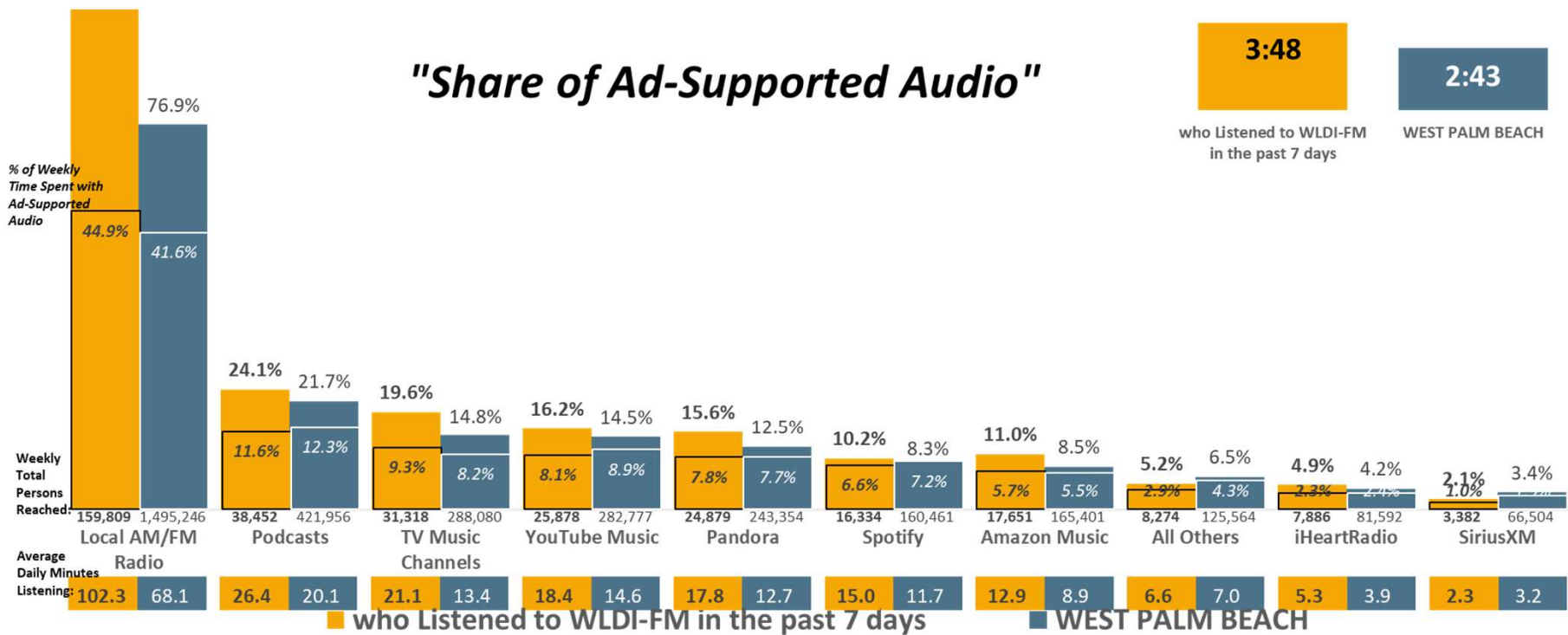


159,809 or 100.0% of Adults 18 or older who Listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 102.3 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %

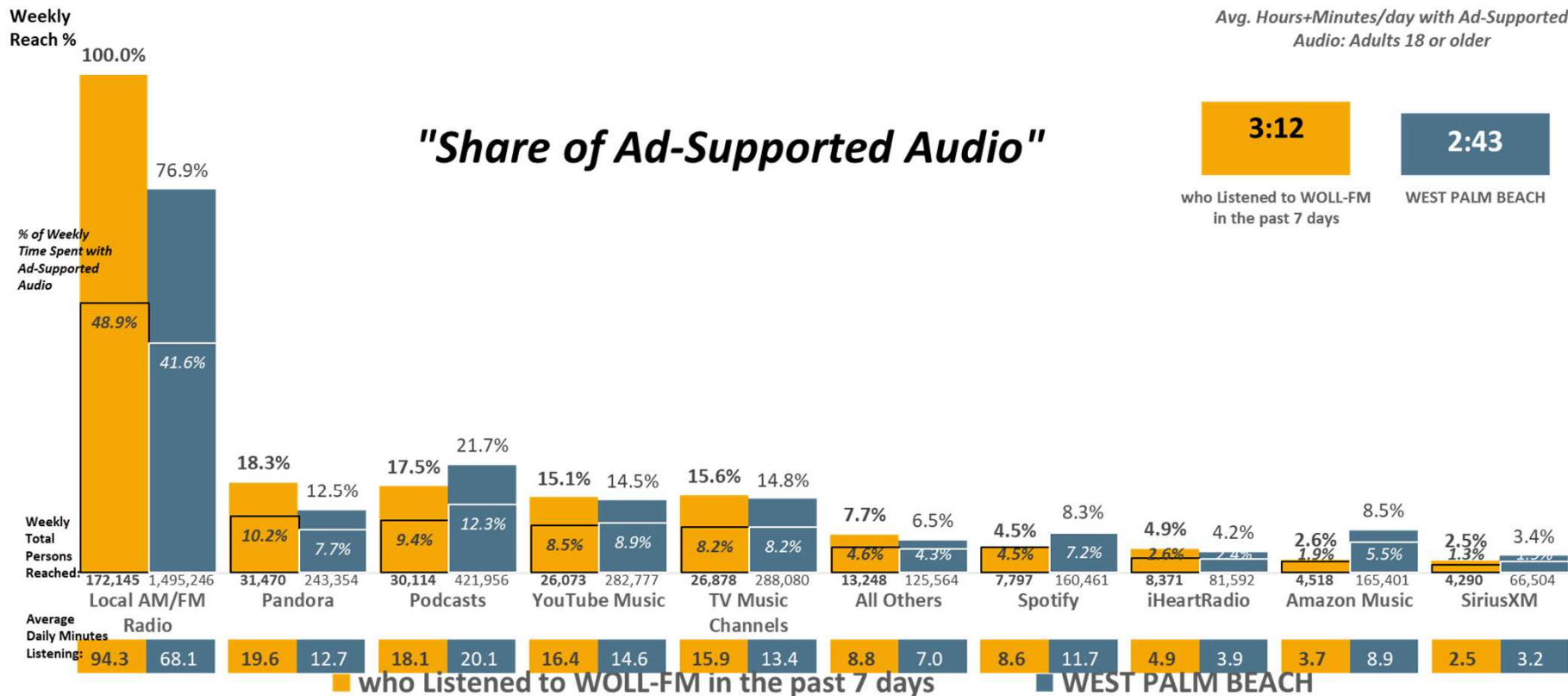
Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

"Share of Ad-Supported Audio"





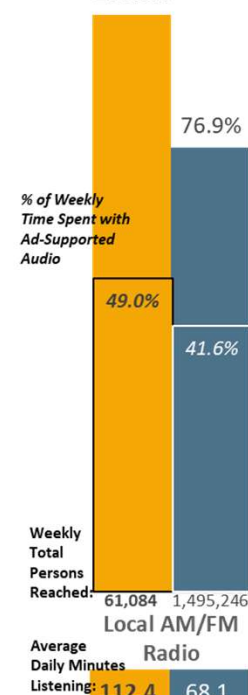
172,145 or 100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.3 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.





61,084 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 112.4 minutes every day representing 49.% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %



"Share of Ad-Supported Audio"

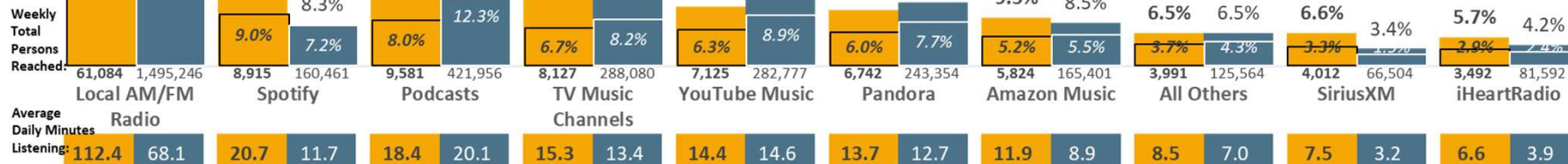
Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

3:49

who Listened to WQOL-FM
in the past 7 days

2:43

WEST PALM BEACH



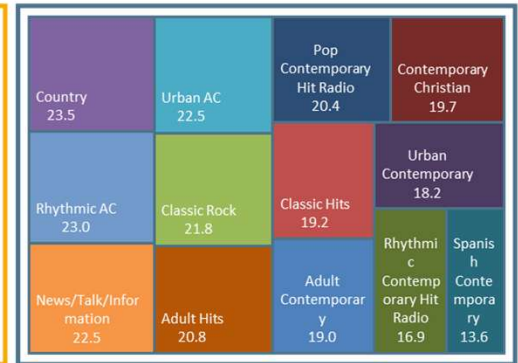
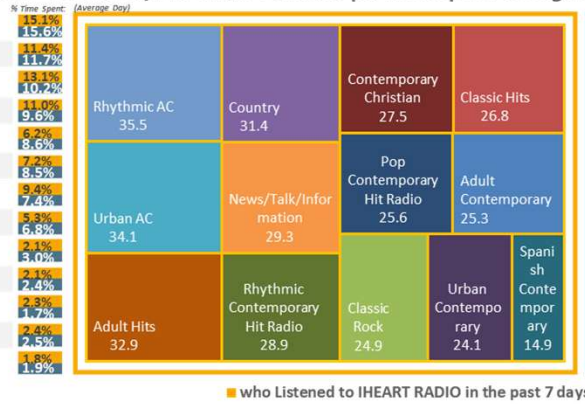
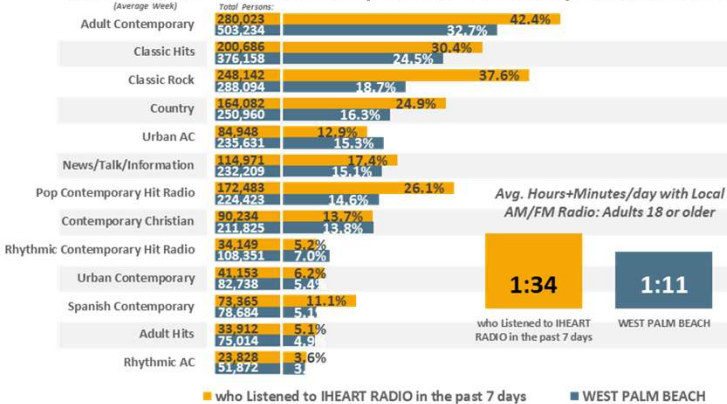
who Listened to WQOL-FM in the past 7 days

WEST PALM BEACH

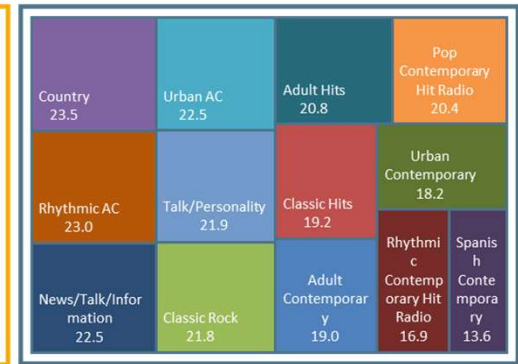
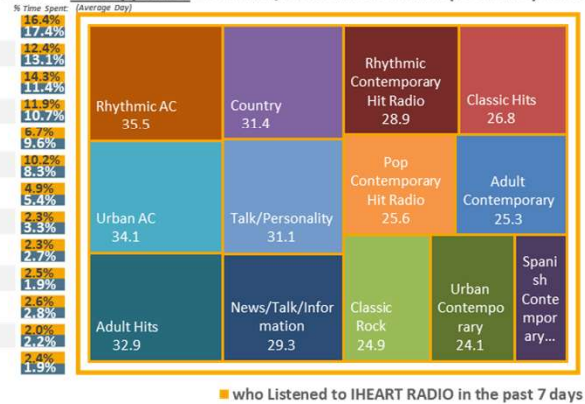
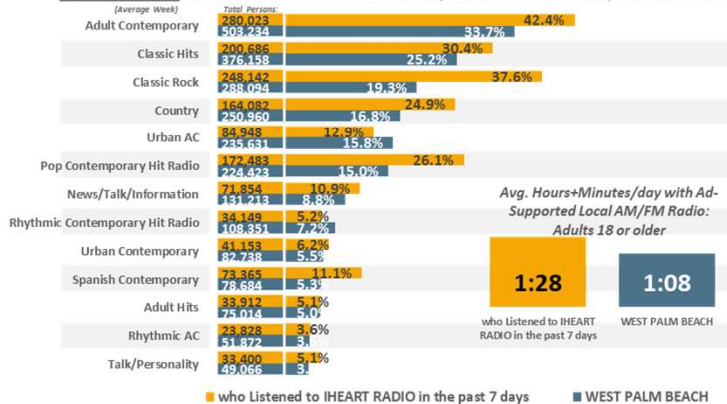


659,783 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Country.

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 R1 2026: Jan25-Jan26 Qual Intab 939
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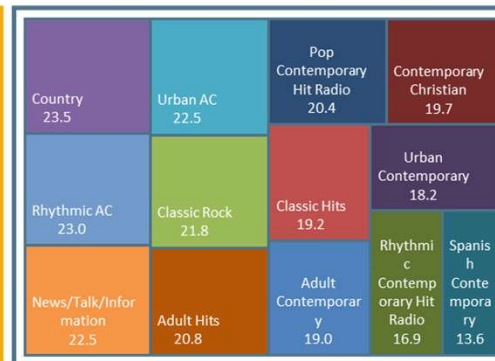
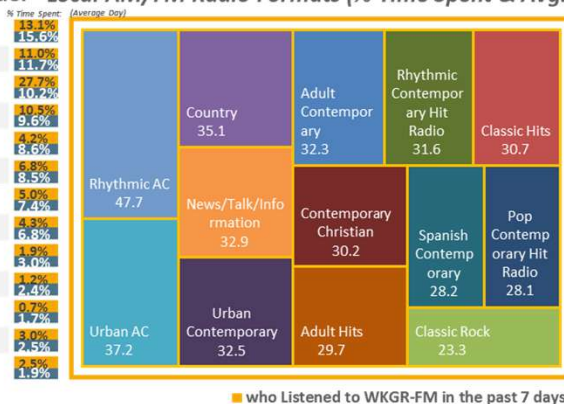
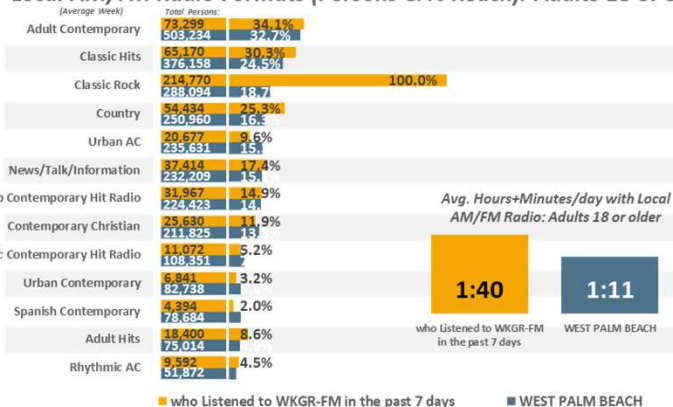
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)

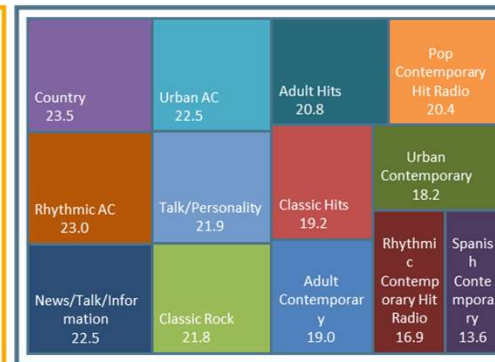
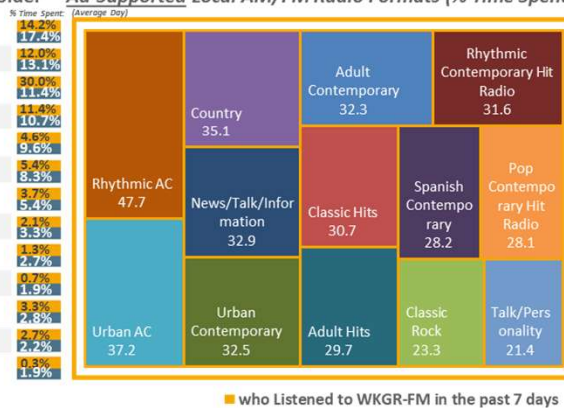
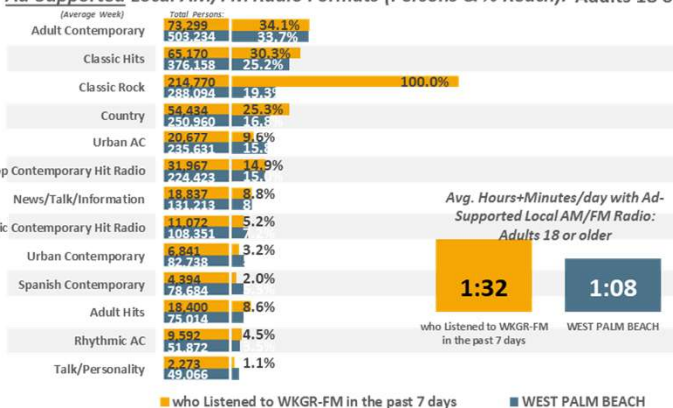


214,770 or 100.0% of Adults 18 or older who Listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Country, and Pop Contemporary Hit Radio.

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 DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 320
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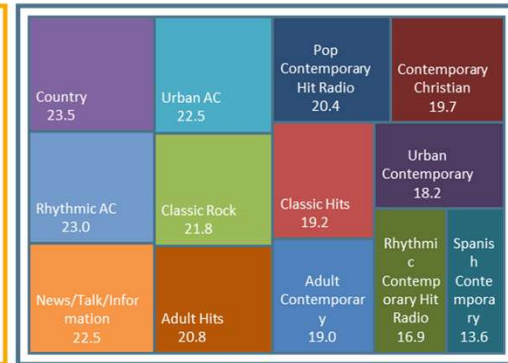
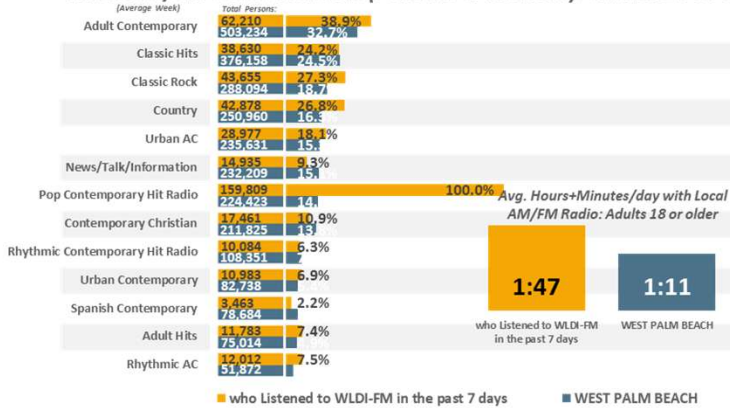
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(Radio Stations: WKGR-FM)

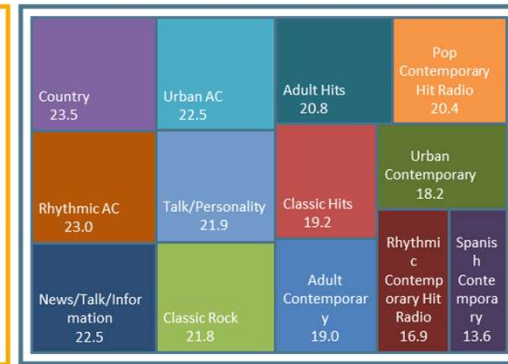
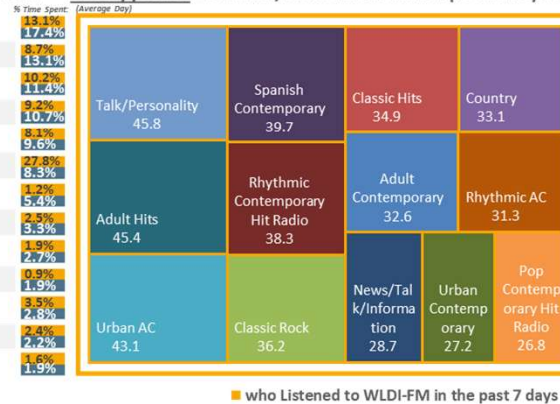
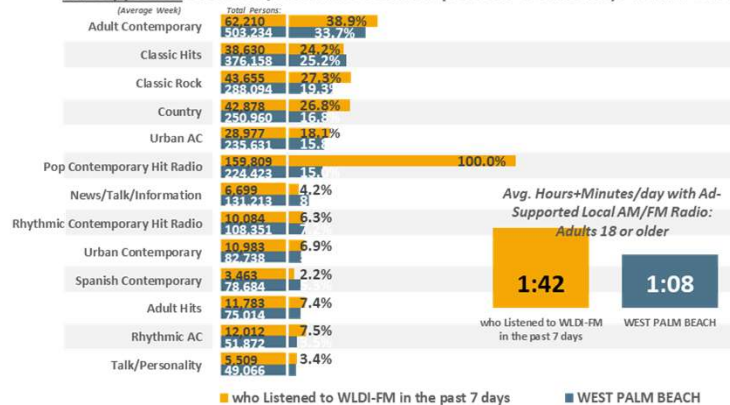


159,809 or 100.0% of Adults 18 or older who Listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Country, and Classic Hits.

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**



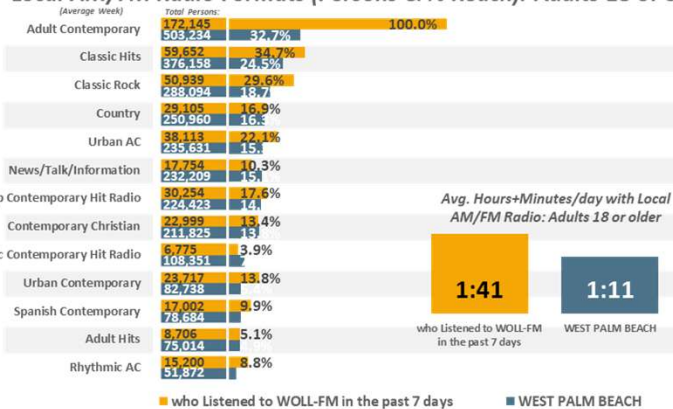
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



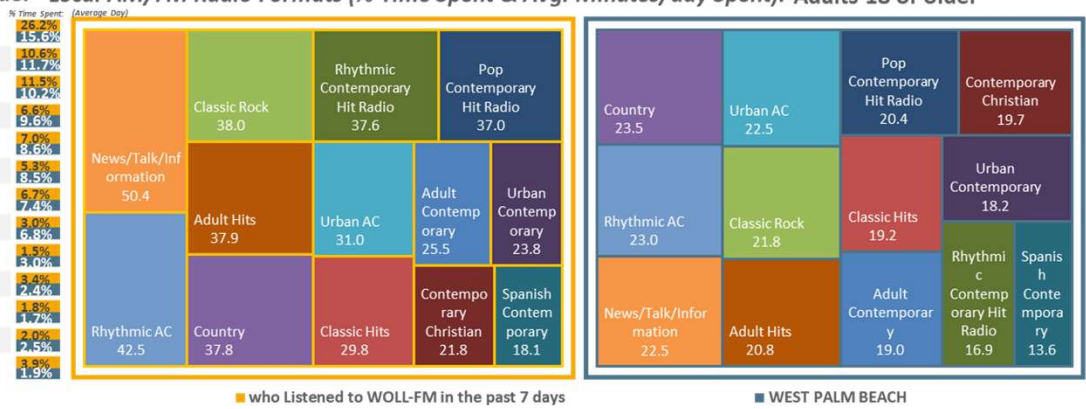


172,145 or 100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Urban AC, and Pop Contemporary Hit Radio.

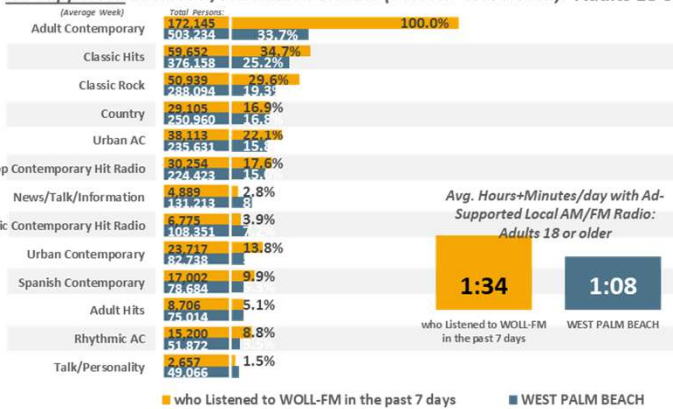
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



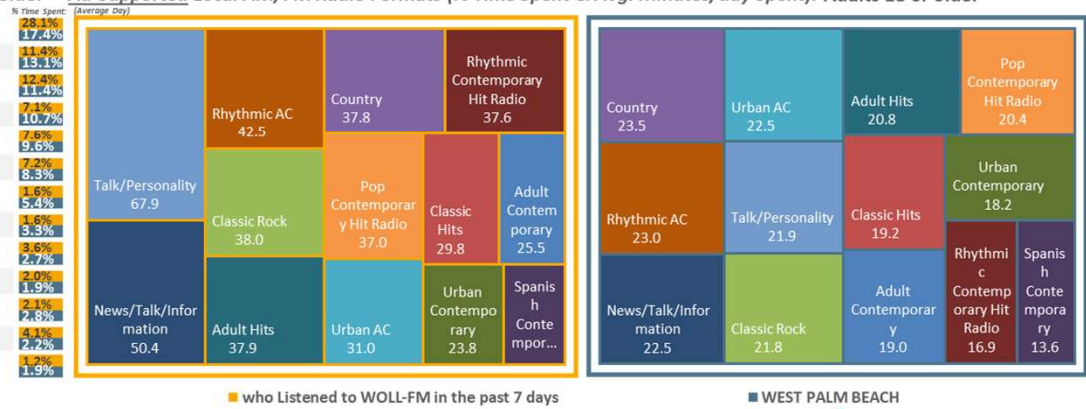
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



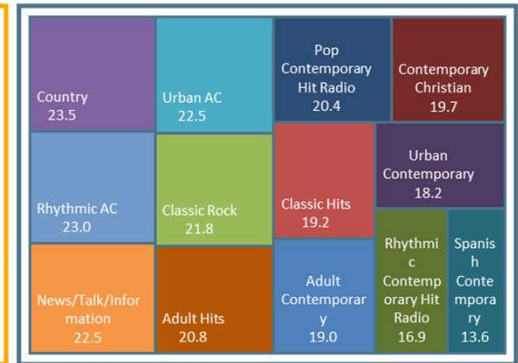
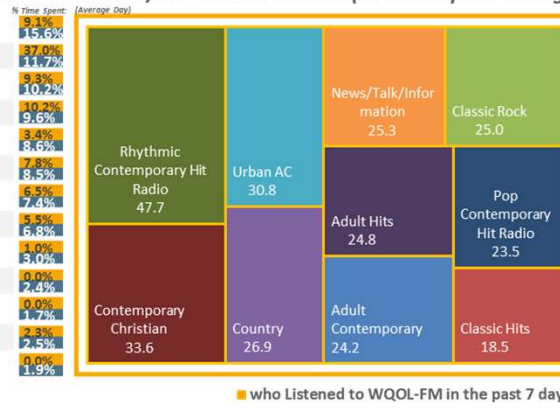
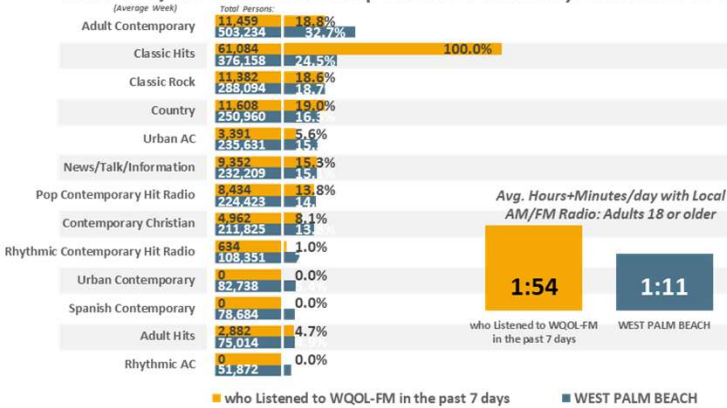
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



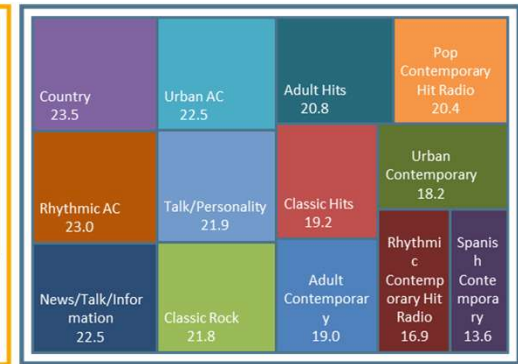
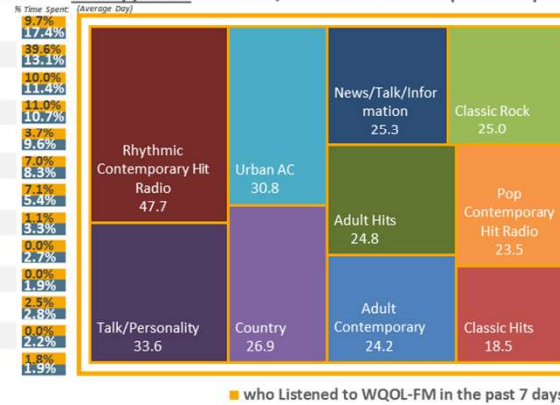
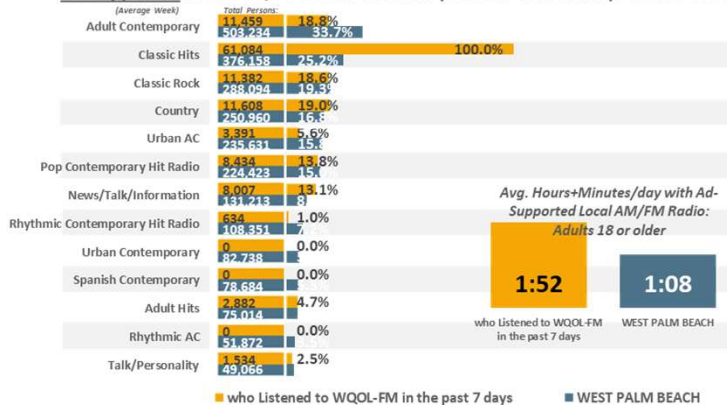


61,084 or 100.0% of Adults 18 or older who Listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Classic Rock, and Pop Contemporary Hit Radio.

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**



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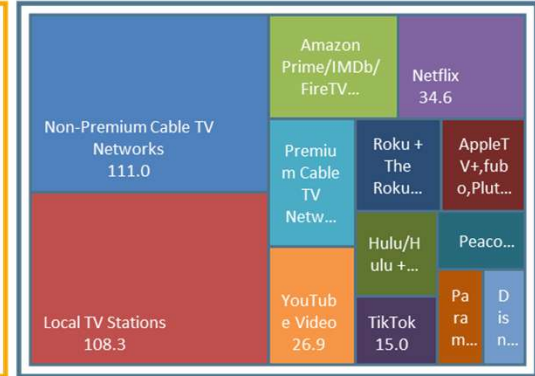
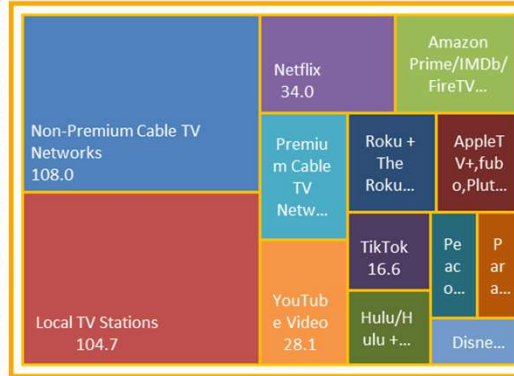
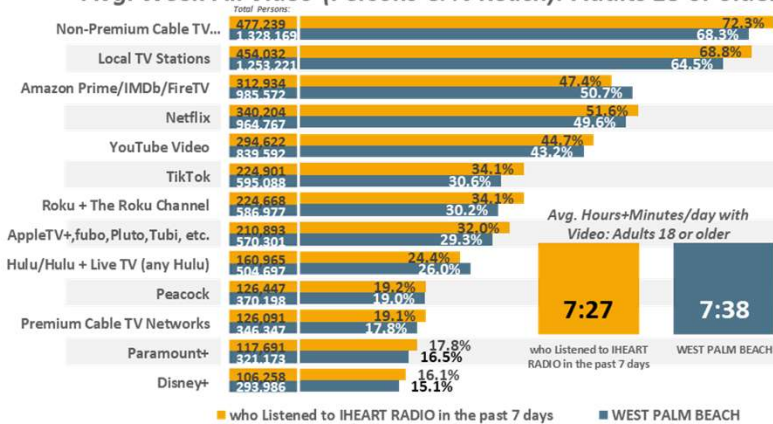
(Radio Stations: WQOL-FM)



447,197 or 67.8% 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 100.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

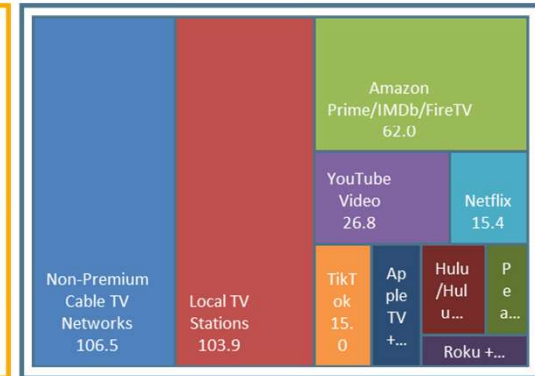
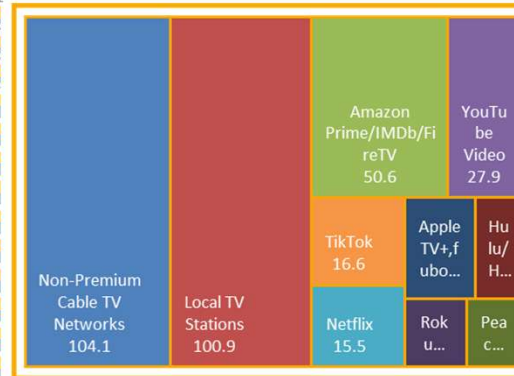
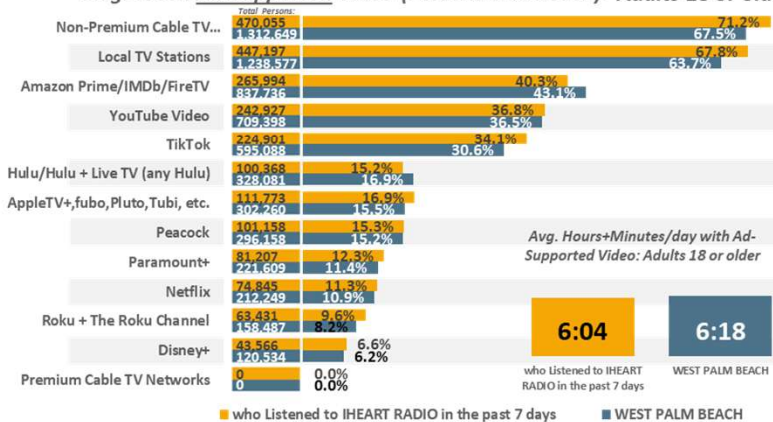
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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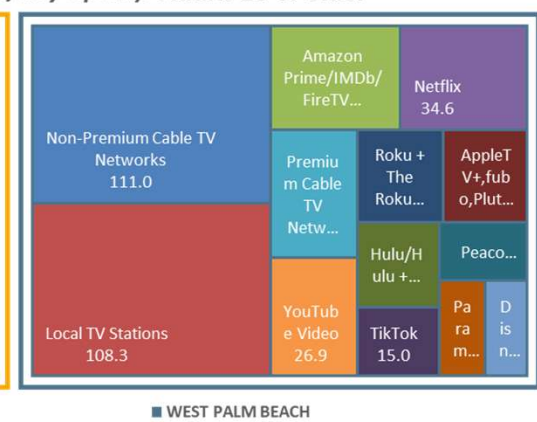
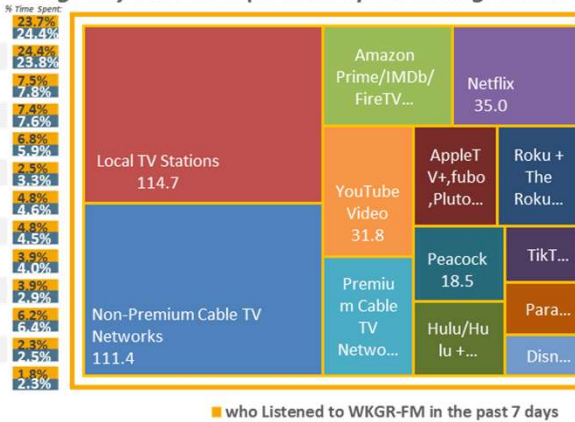
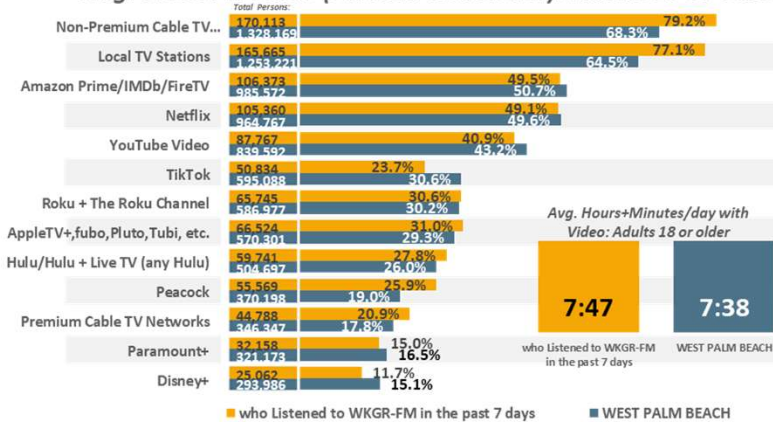
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)



163,128 or 76.% 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 110.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

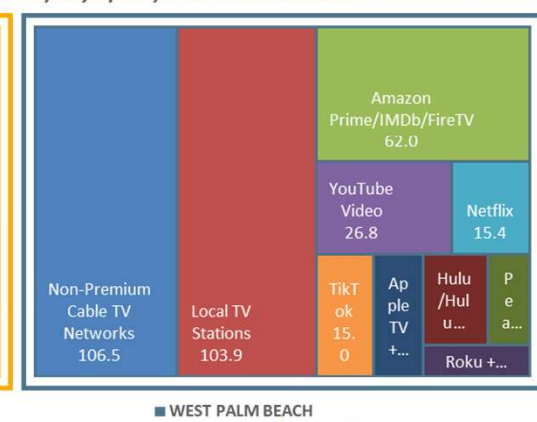
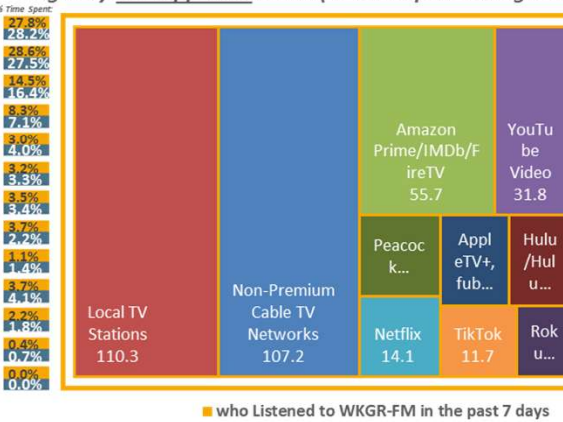
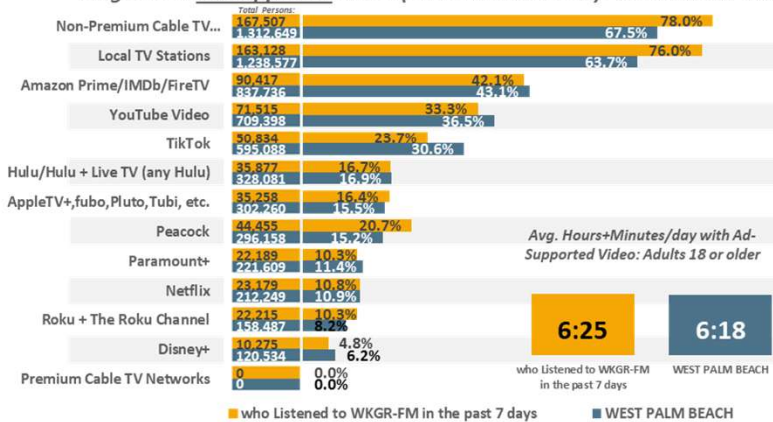
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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 R1 2026: Jan25-Jan26 Qual Intab 320
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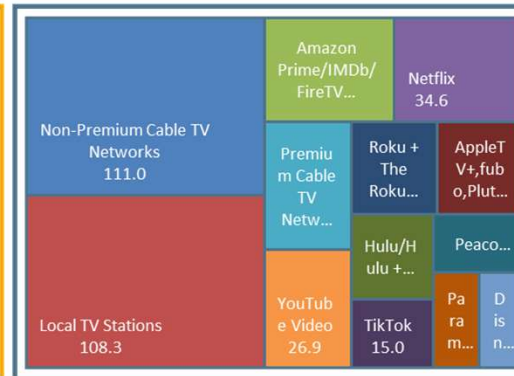
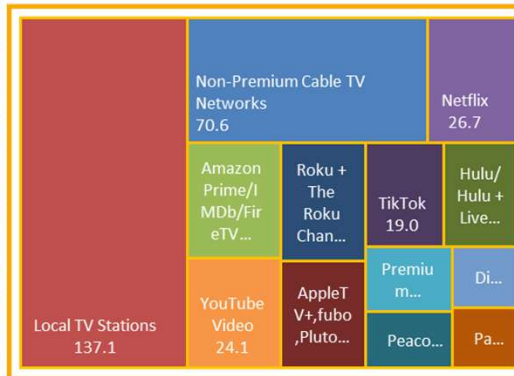
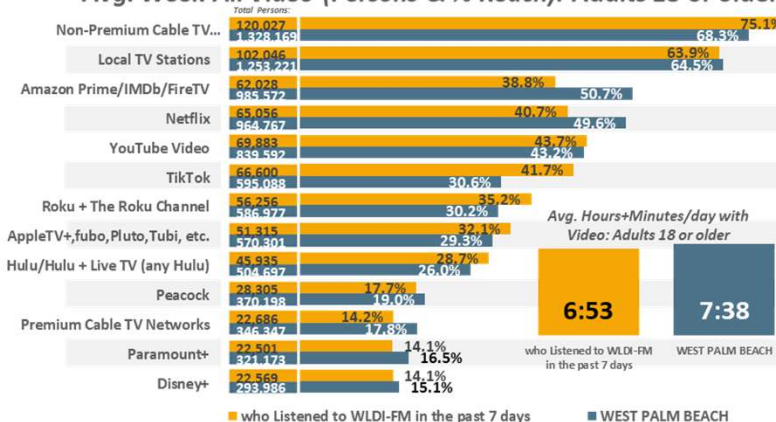
(Radio Stations: WKGR-FM)



100,770 or 63.1% 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 39.1% of all time spent daily with Ad-Supported Video.

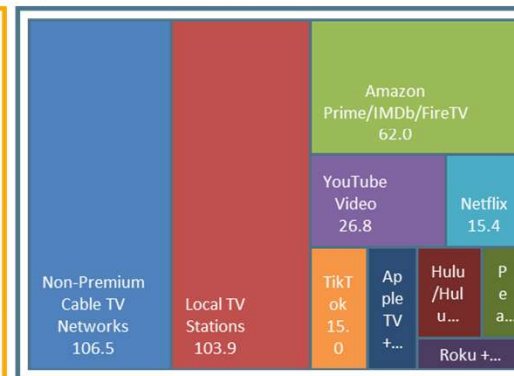
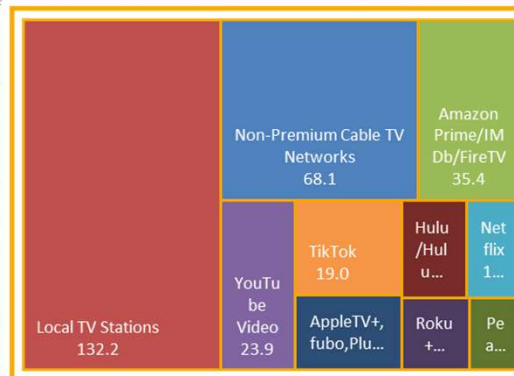
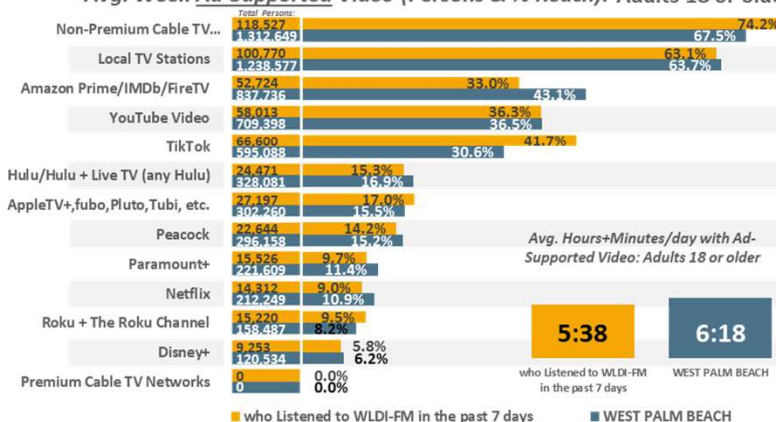
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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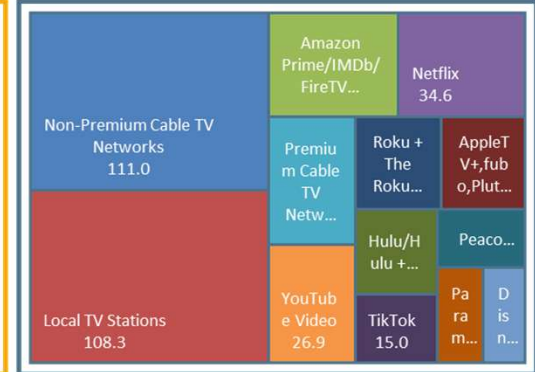
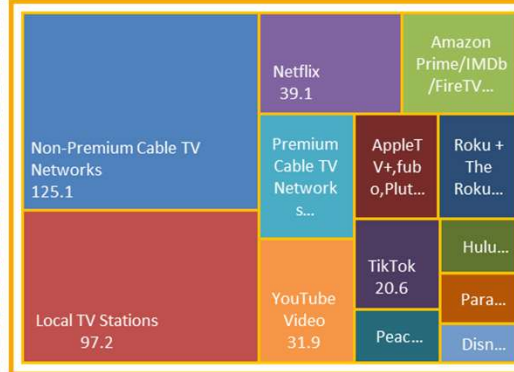
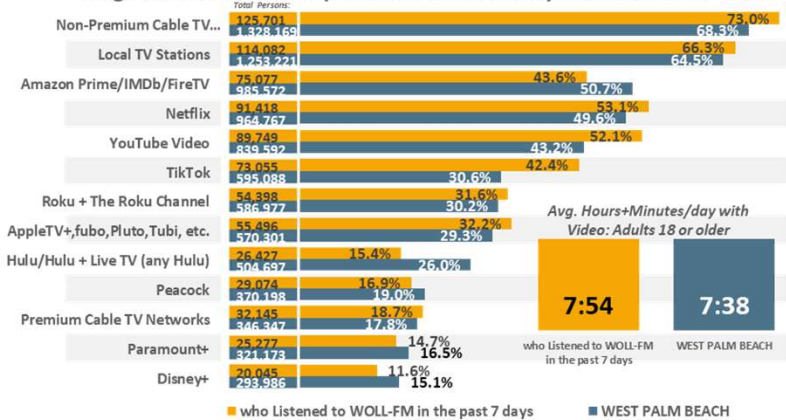
(Radio Stations: WLDI-FM)



112,147 or 65.1% 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 92.9 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

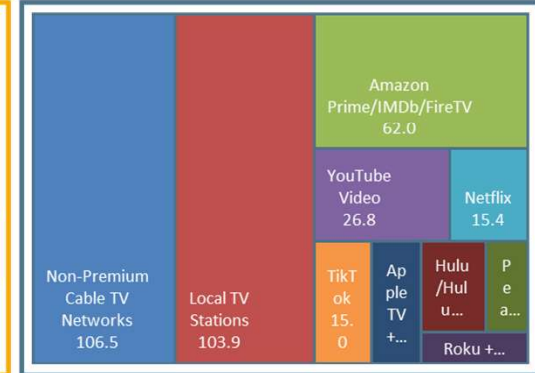
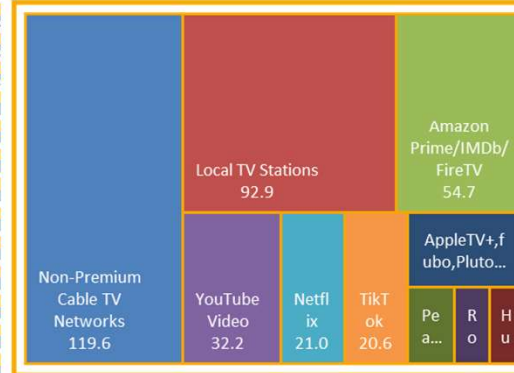
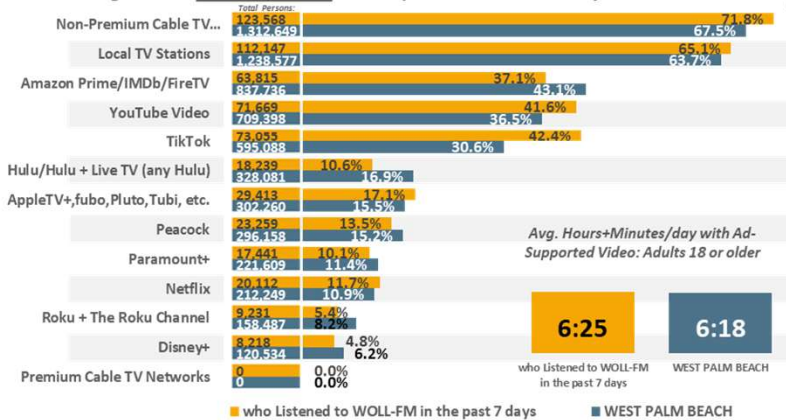
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 198
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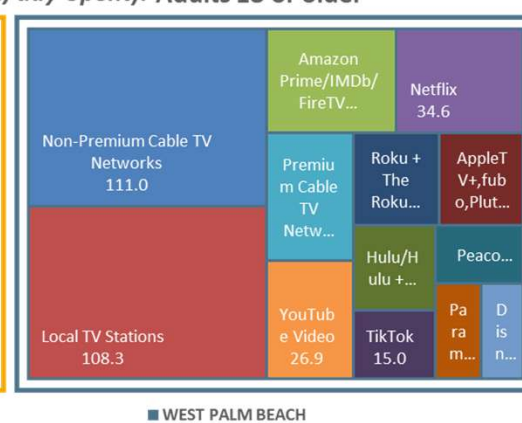
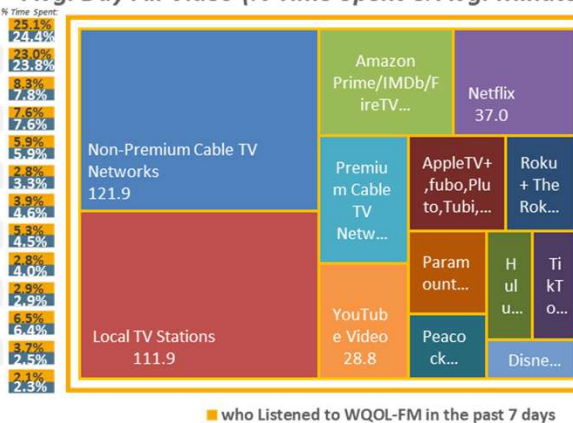
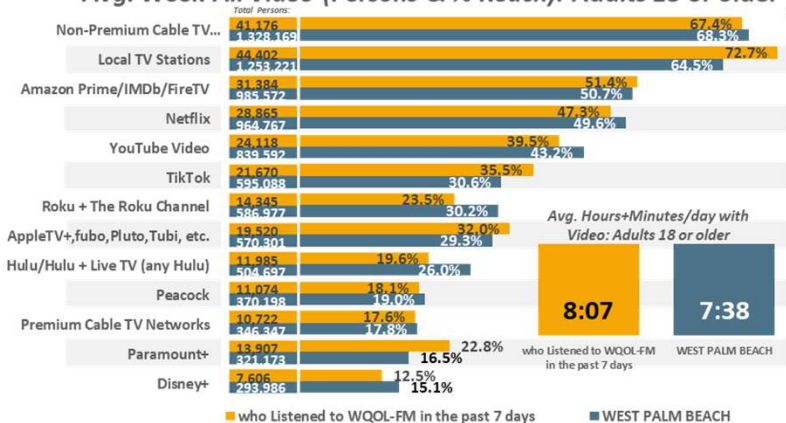
(Radio Stations: WOLL-FM)



43,997 or 72.% 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 110.1 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

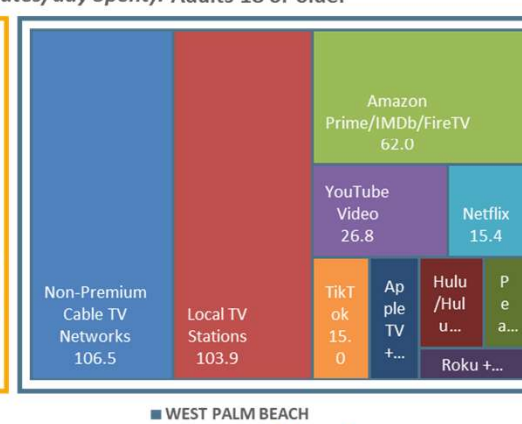
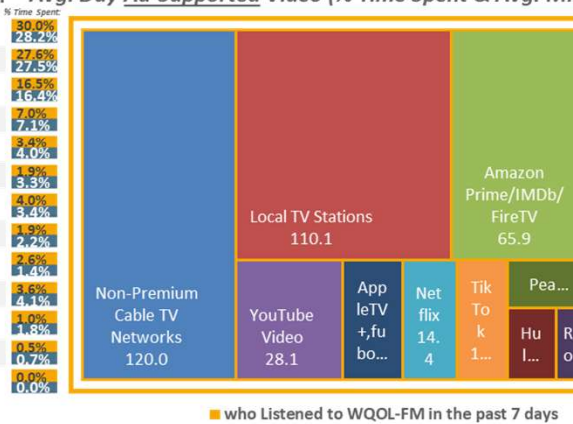
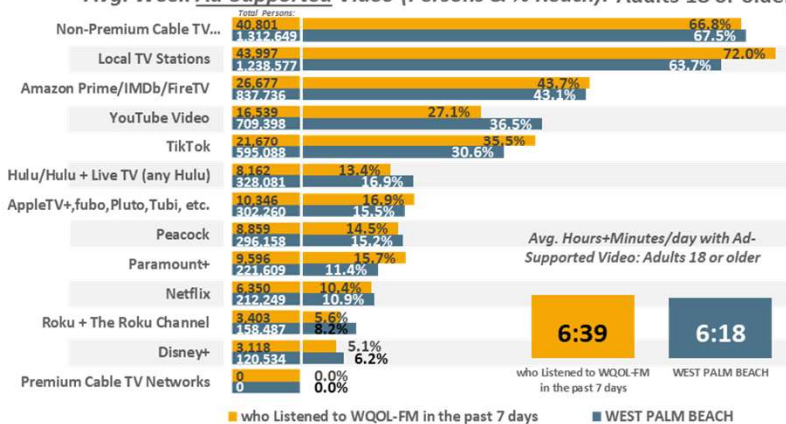
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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 R1 2026: Jan25-Jan26 Qual Intab 133
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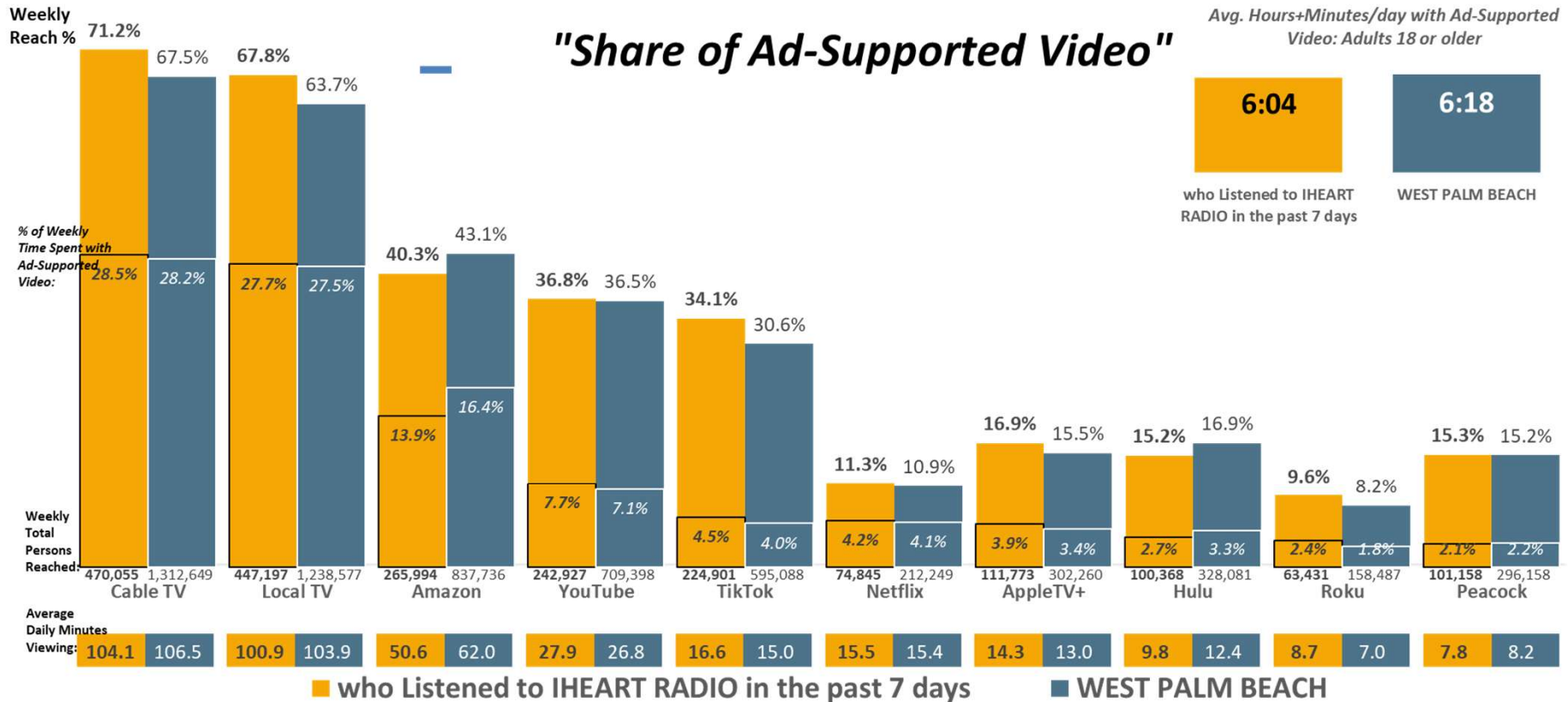
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(Radio Stations: WQOL-FM)



447,197 or 67.8% 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 100.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 939 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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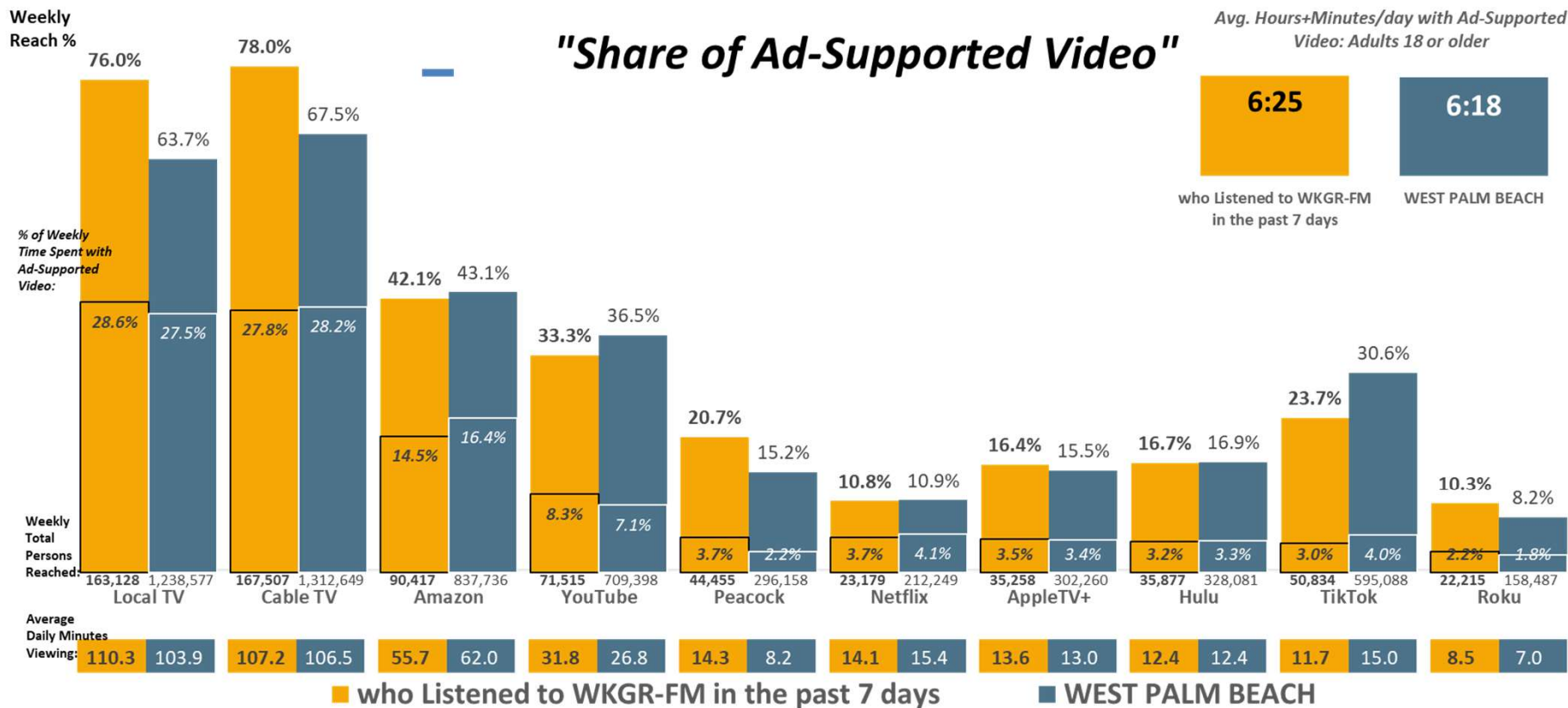
soefa.ai Share of Everything for Anything

(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)



163,128 or 76.% 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 110.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 320 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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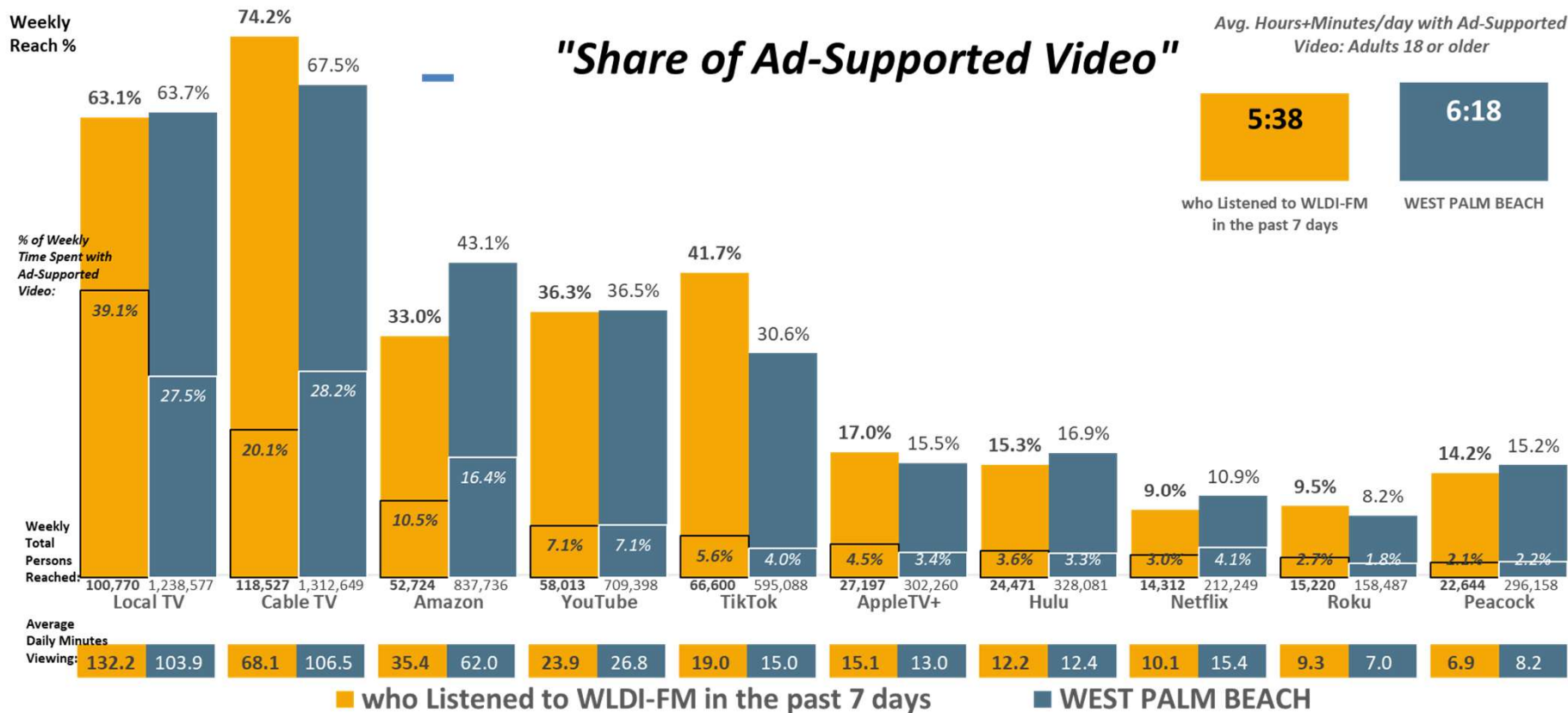
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM)



100,770 or 63.1% 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 39.1% of all time spent daily with Ad-Supported Video.

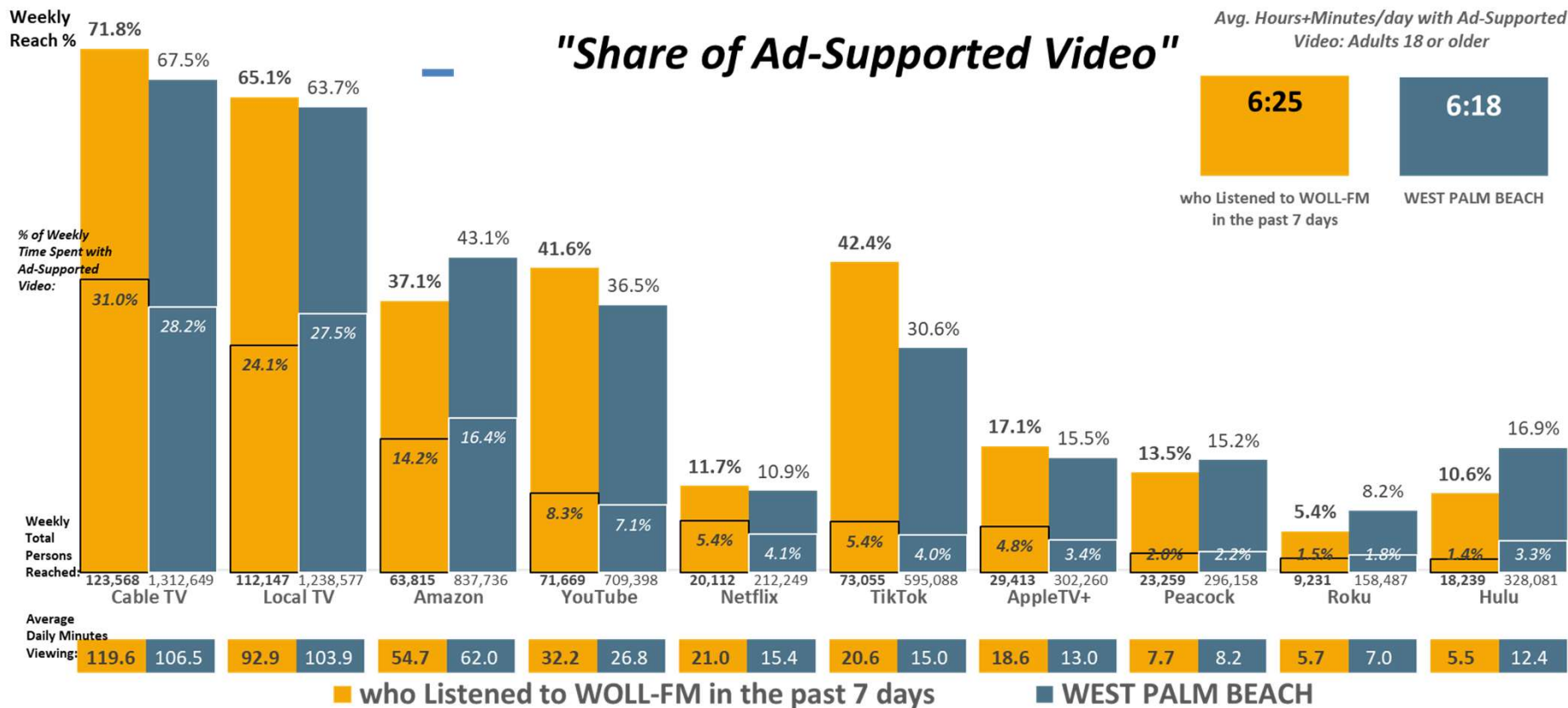
"Share of Ad-Supported Video"





112,147 or 65.1% 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 92.9 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

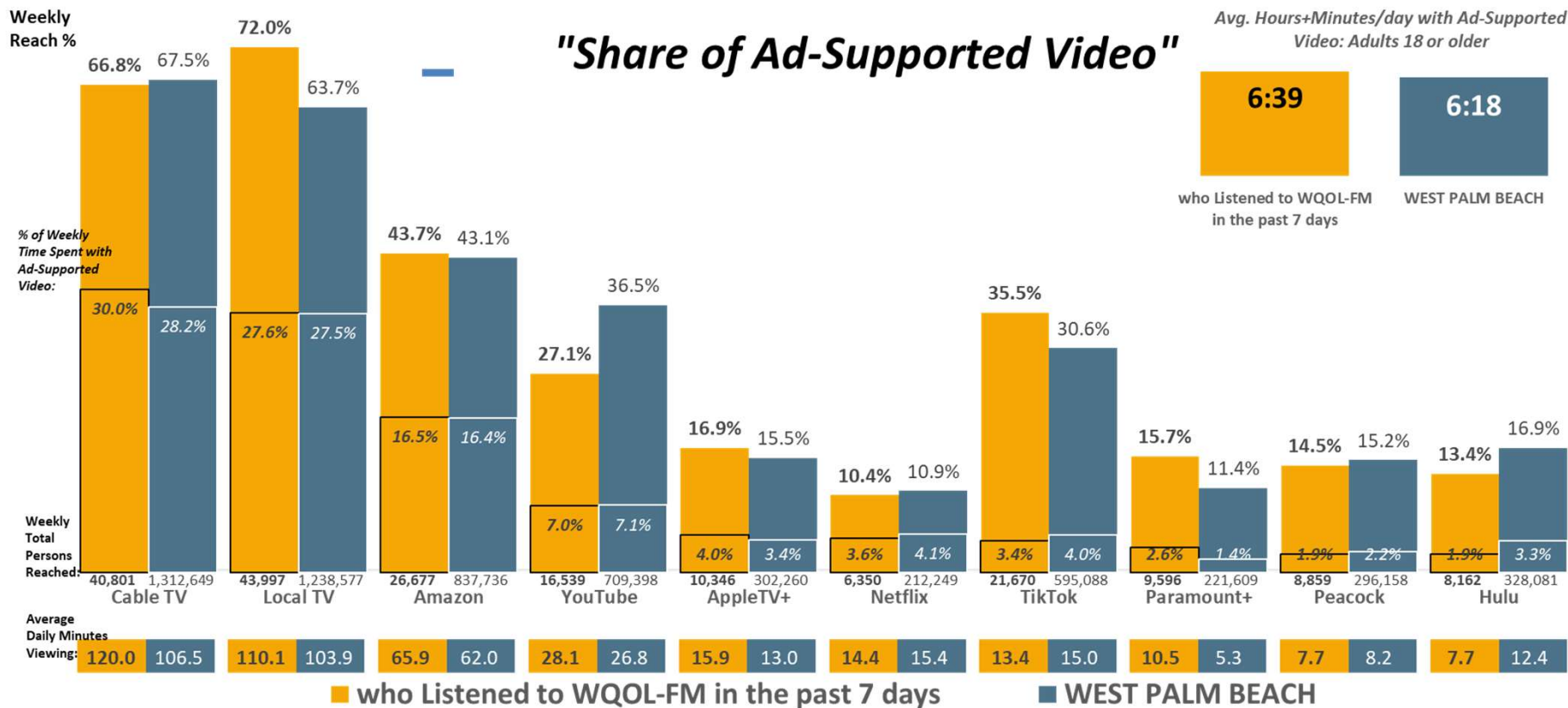
"Share of Ad-Supported Video"





43,997 or 72.0% 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 110.1 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

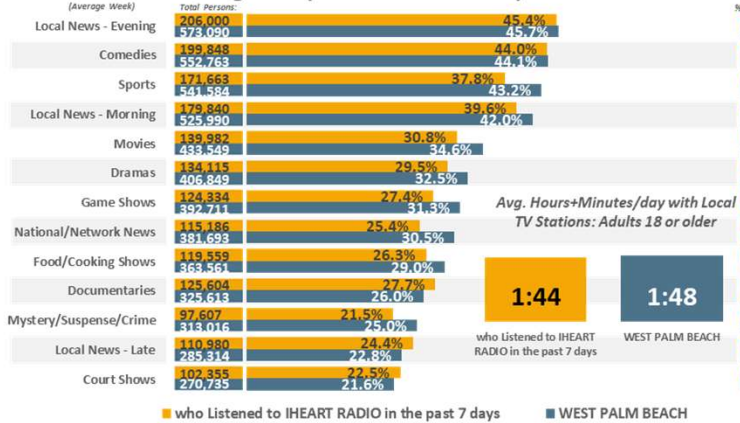
"Share of Ad-Supported Video"



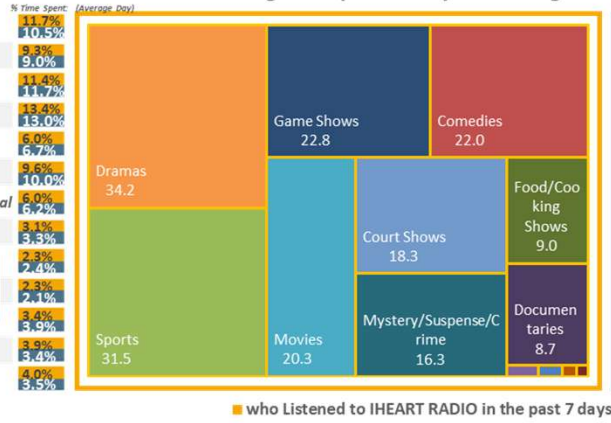


447,197 or 67.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Dramas.

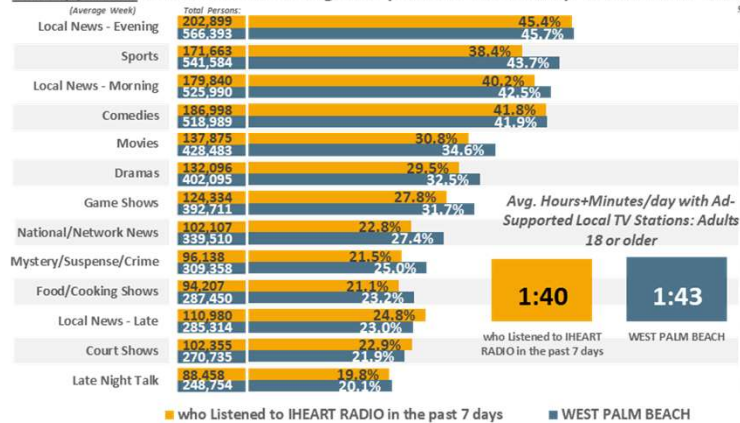
Local TV Station Programs (Persons & % Reach): Adults 18 or older



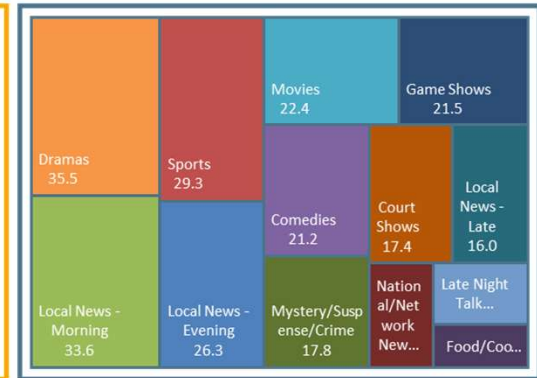
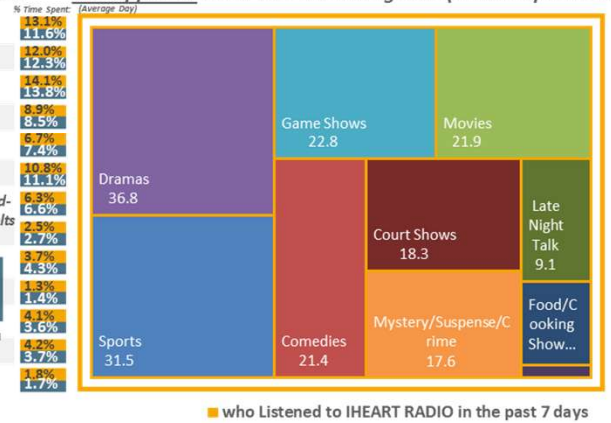
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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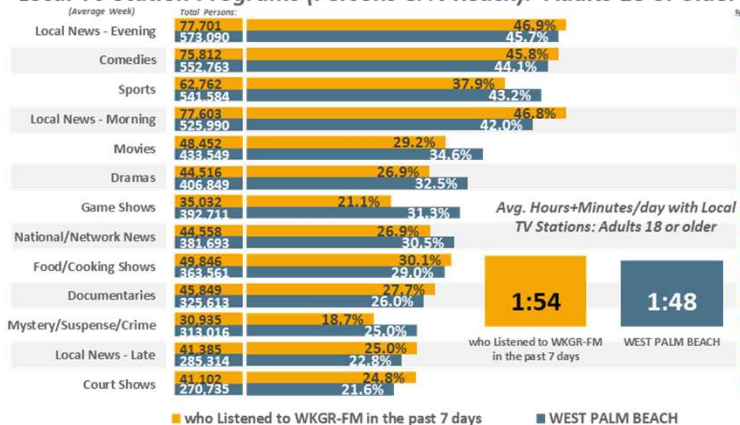
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)

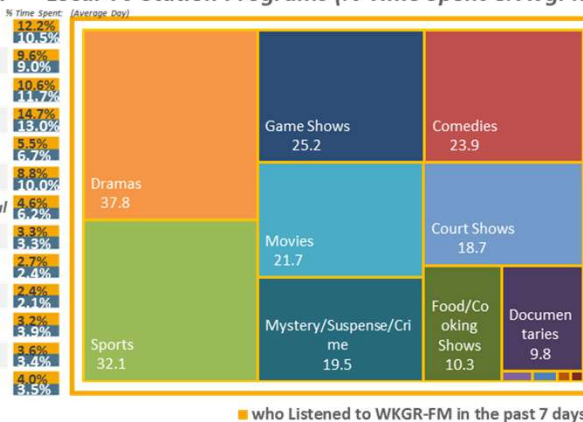


163,128 or 76.% of Adults 18 or older who Listened to WKGR-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Sports, Movies, and Dramas.

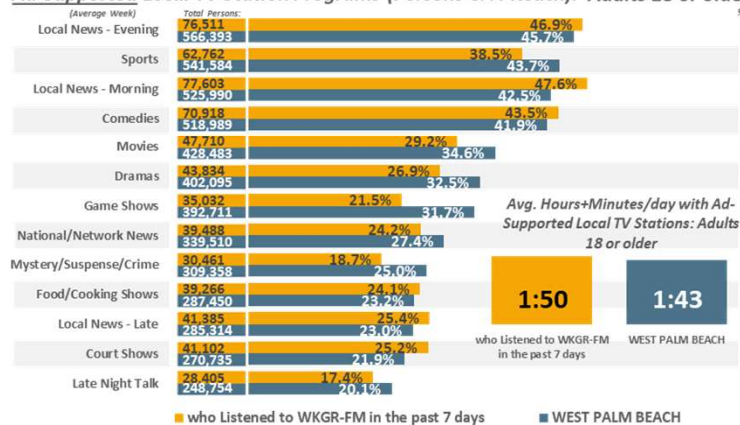
Local TV Station Programs (Persons & % Reach): Adults 18 or older



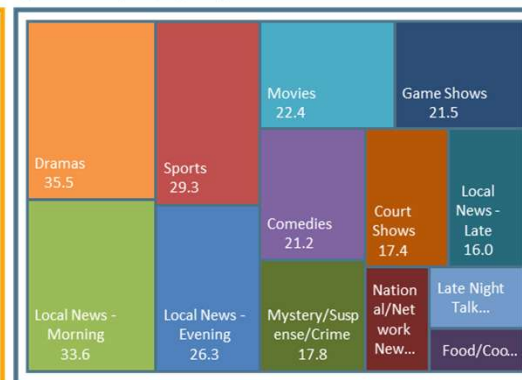
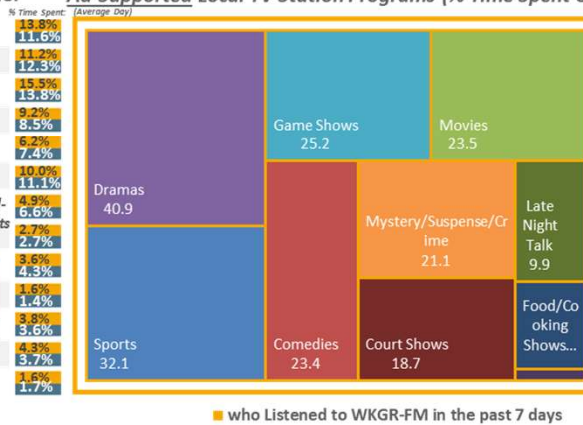
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



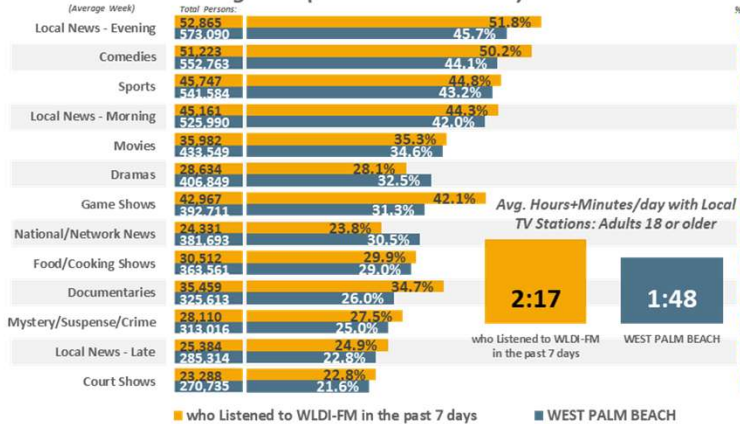
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



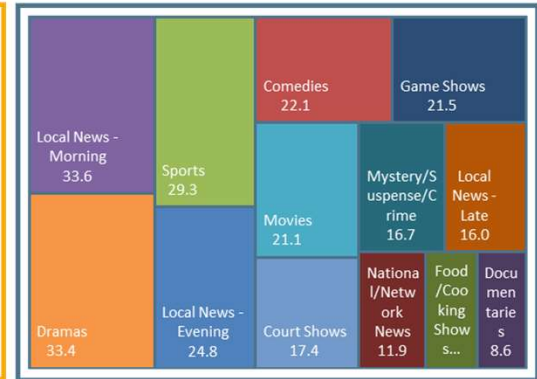
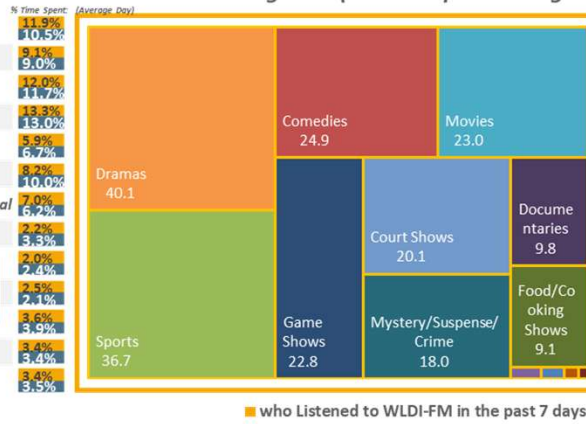


100,770 or 63.1% of Adults 18 or older who Listened to WLDI-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Game Shows, and Movies.

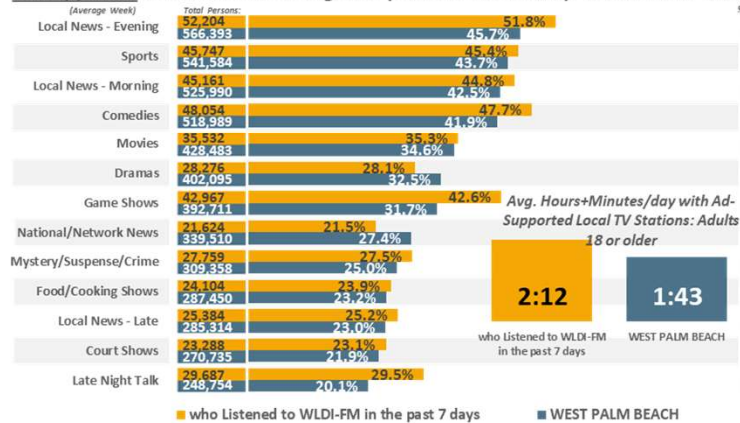
Local TV Station Programs (Persons & % Reach): Adults 18 or older



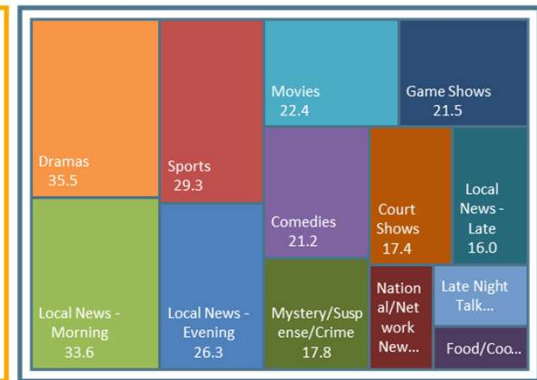
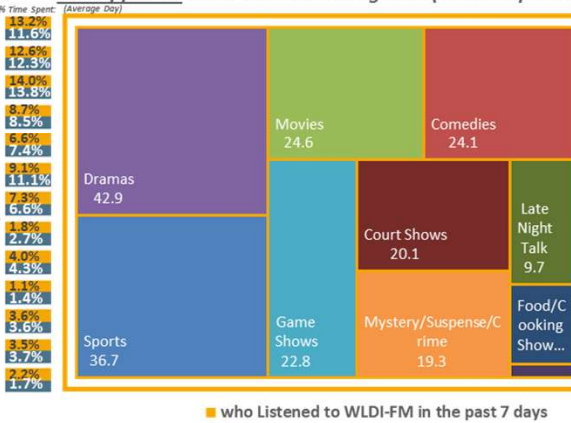
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



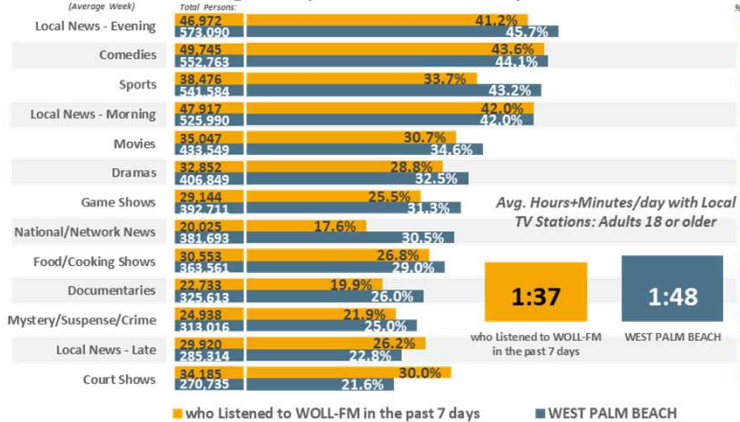
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



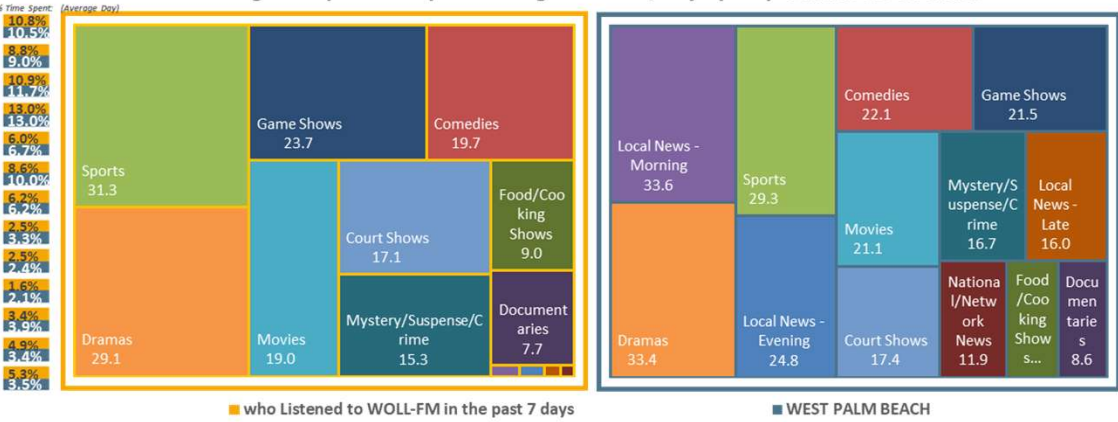


112,147 or 65.1% of Adults 18 or older who Listened to WOLL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Local News - Evening, Sports, Movies, and Court Shows.

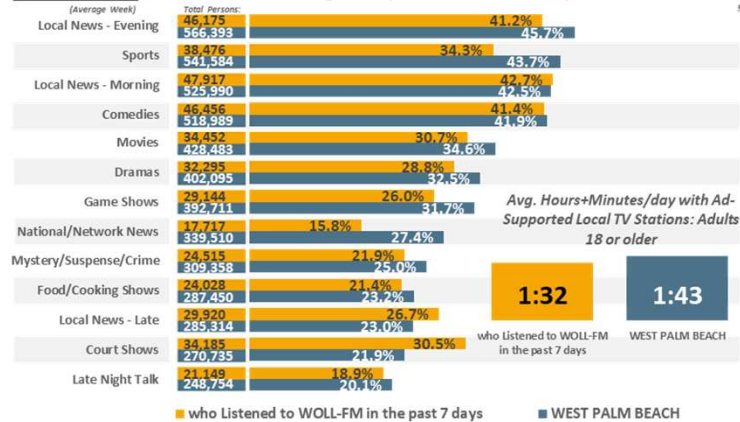
Local TV Station Programs (Persons & % Reach): Adults 18 or older



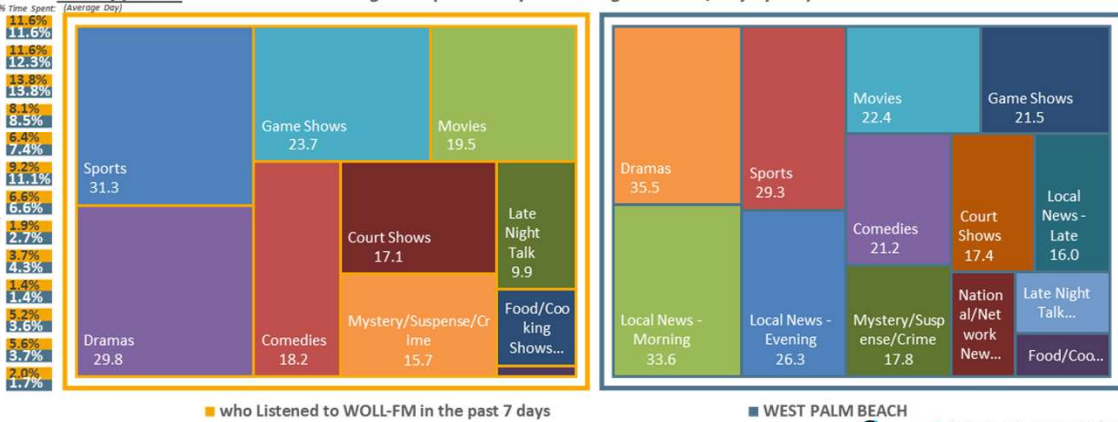
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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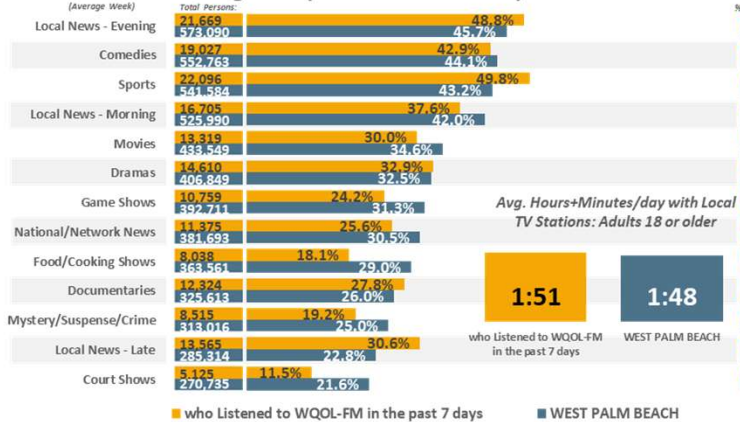
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(Radio Stations: WOLL-FM)

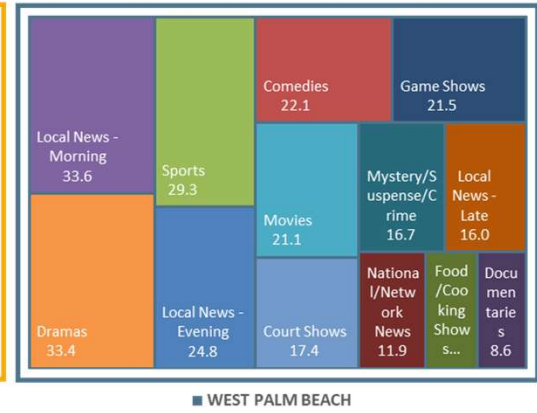
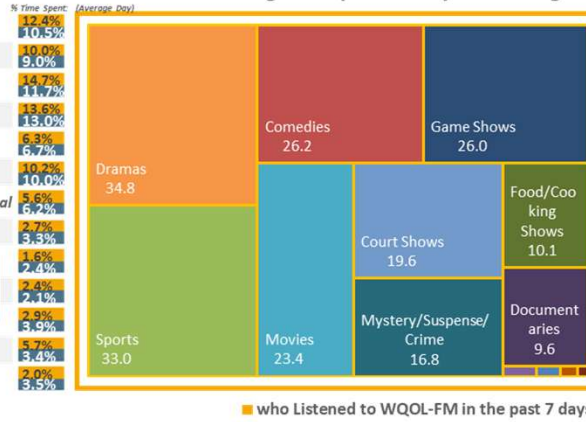


43,997 or 72.% of Adults 18 or older who Listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Local News - Late.

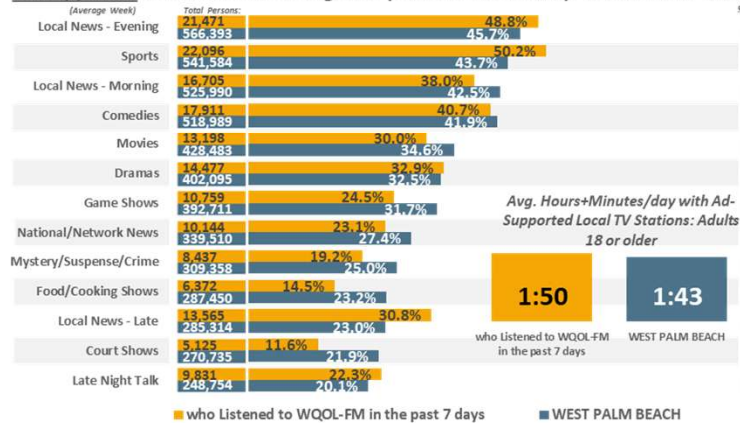
Local TV Station Programs (Persons & % Reach): Adults 18 or older



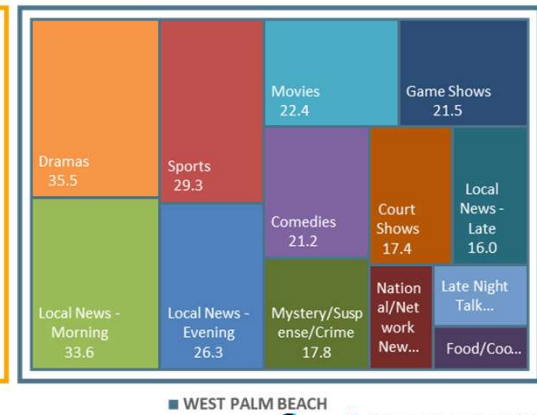
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

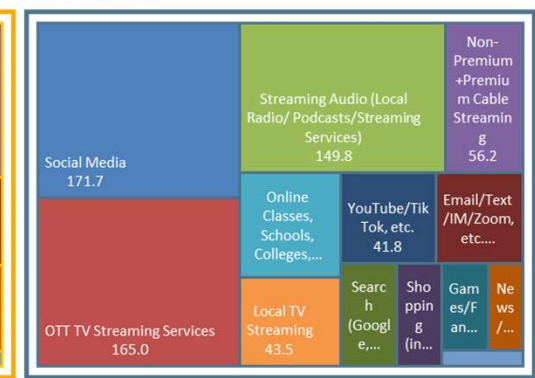
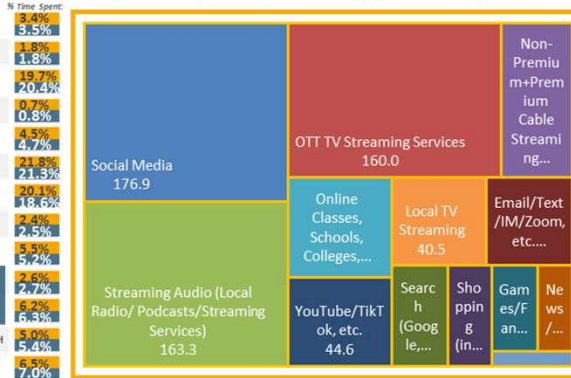
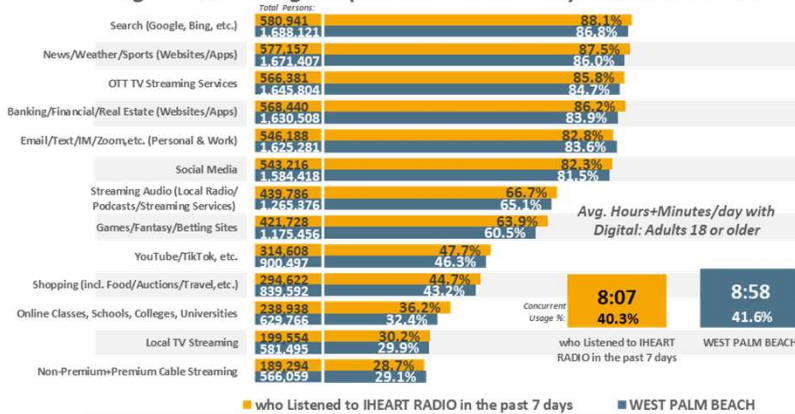




486,683 or 73.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 158.5 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

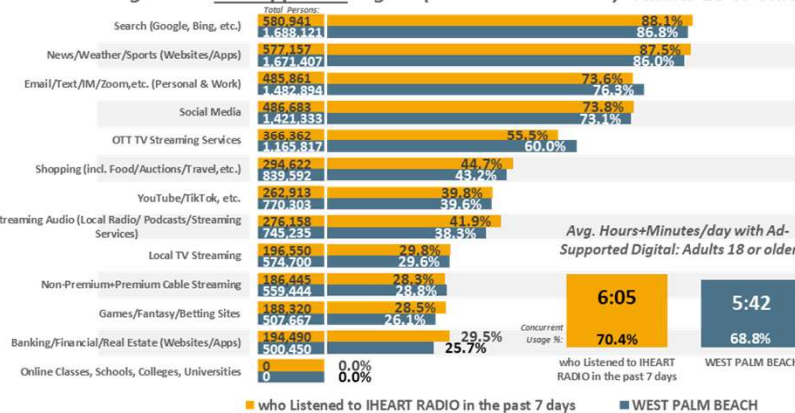
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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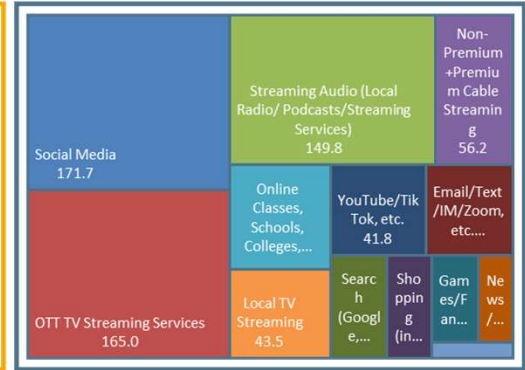
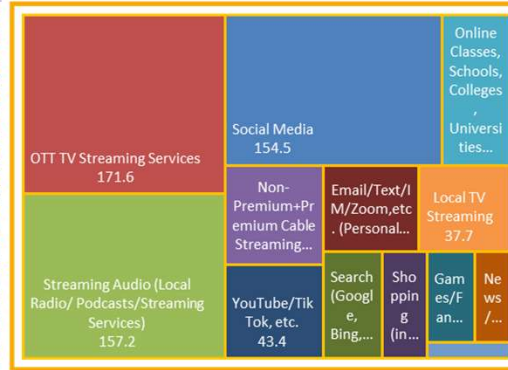
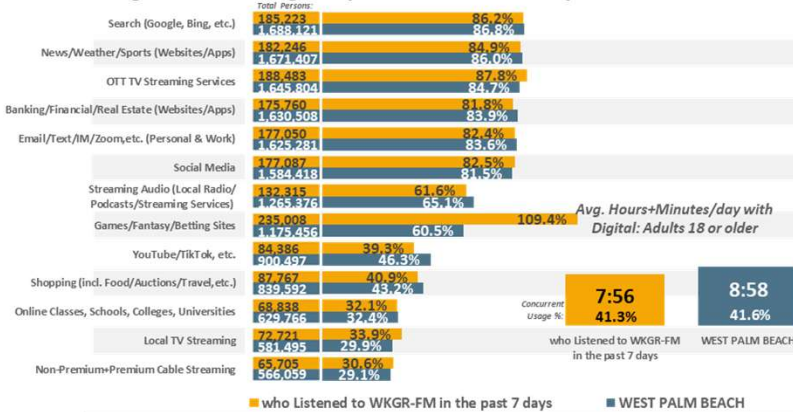
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER
98.7_{fm}

160,205 or 74.6% of Adults 18 or older who Listened to WKGR-FM in the past 7 days use Ad-Supported Social Media for an average of 139.8 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

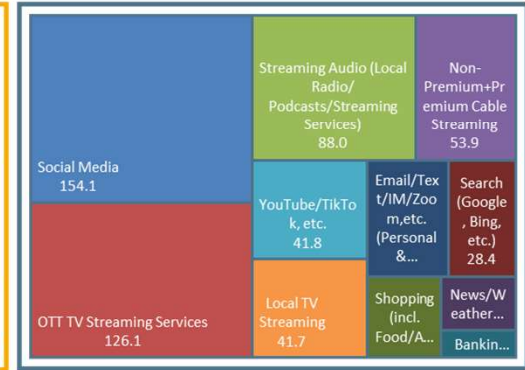
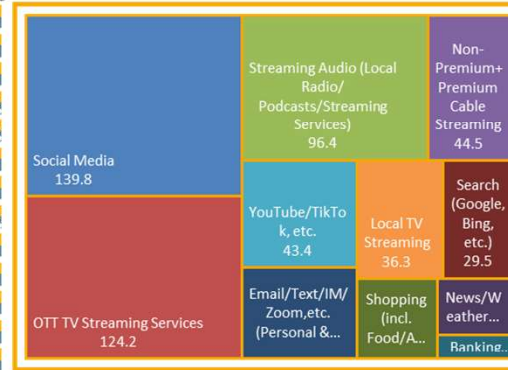
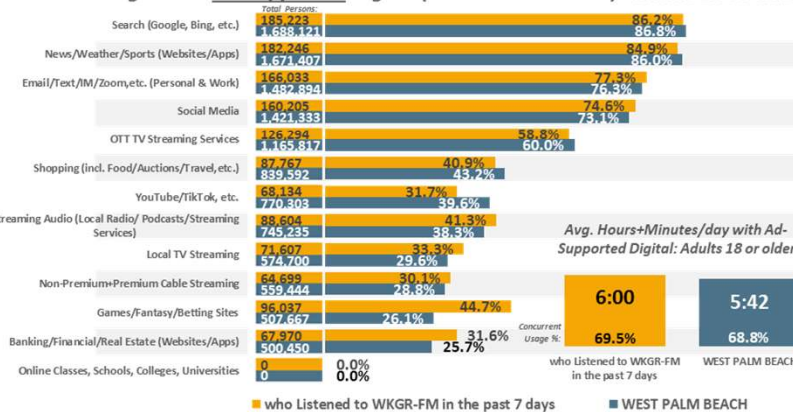
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 320
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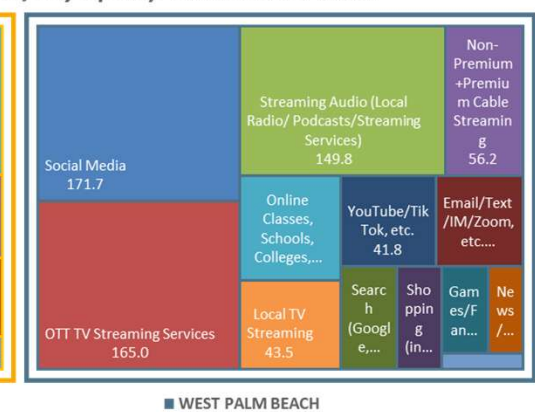
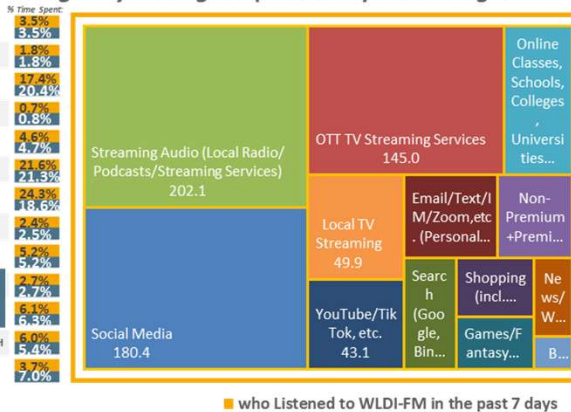
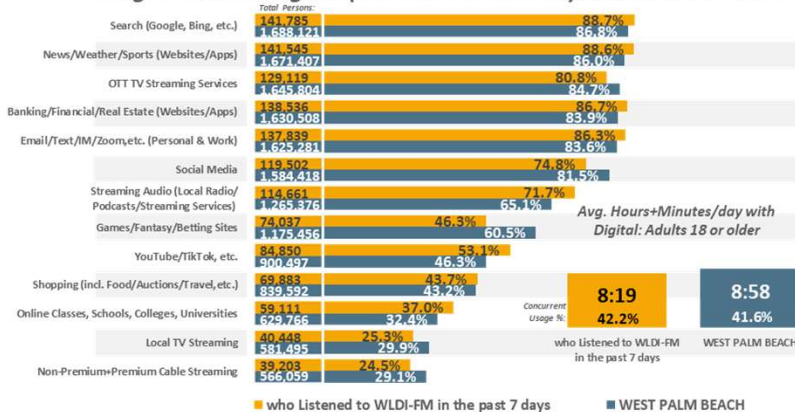
(Radio Stations: WKGR-FM)



102,287 or 64.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days use Ad-Supported Social Media for an average of 154.4 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

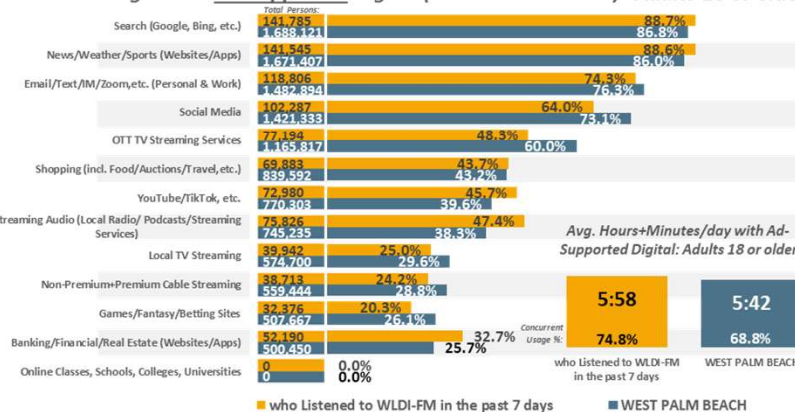
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

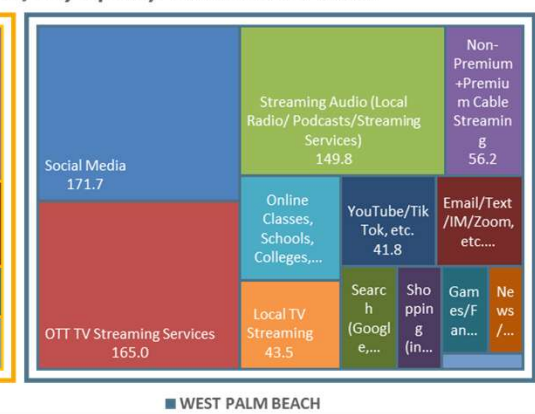
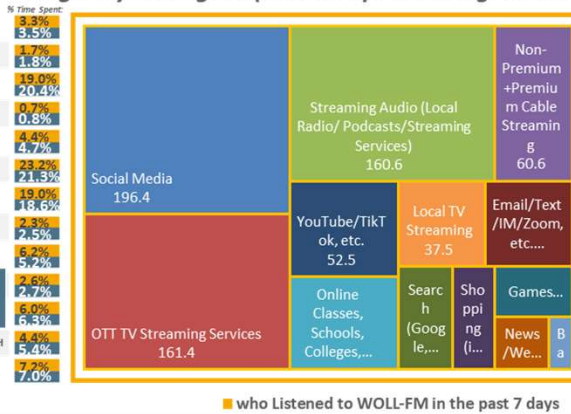
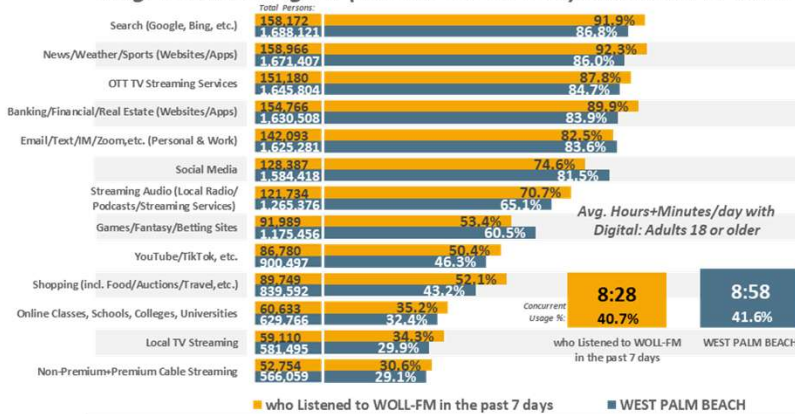




114,253 or 66.4% of Adults 18 or older who Listened to WOLL-FM in the past 7 days use Ad-Supported Social Media for an average of 174.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

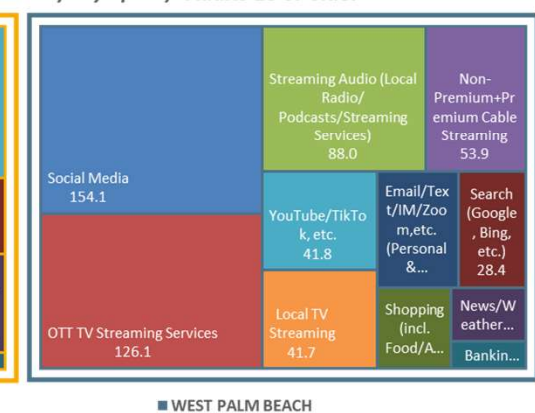
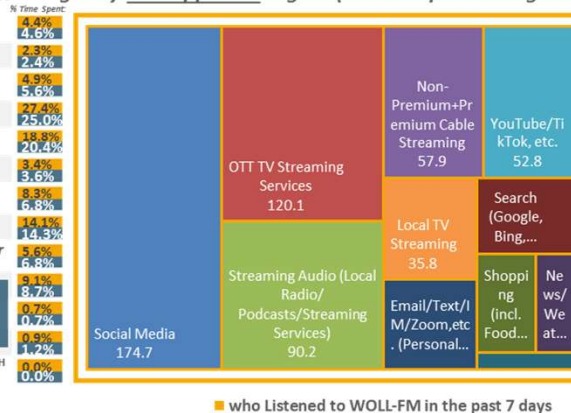
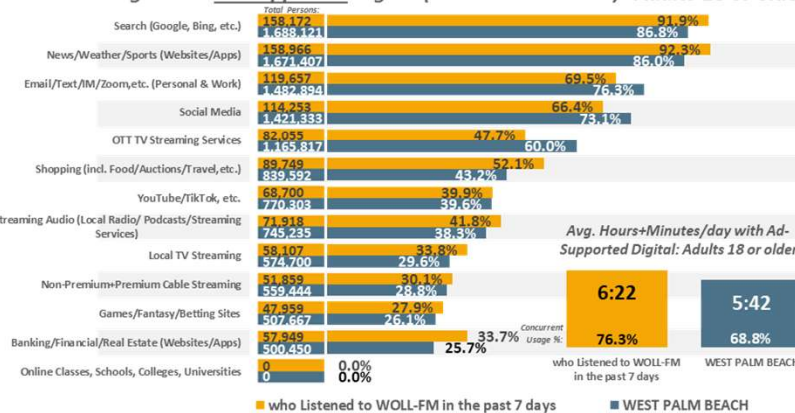
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

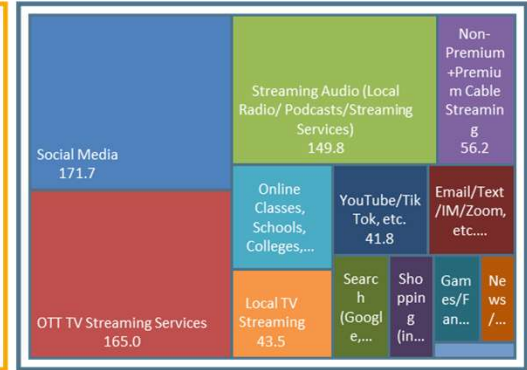
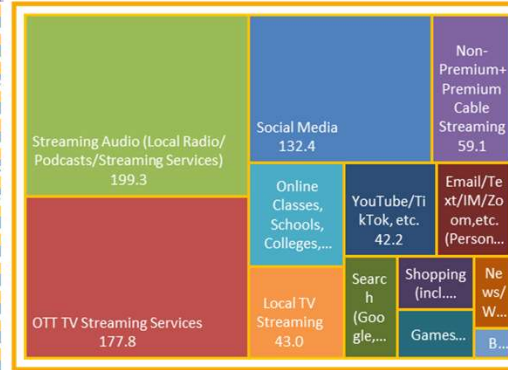
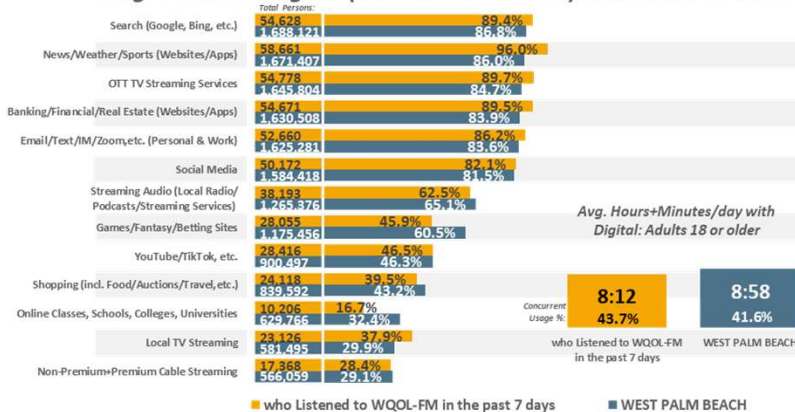




44,947 or 73.6% of Adults 18 or older who Listened to WQOL-FM in the past 7 days use Ad-Supported Social Media for an average of 118.6 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

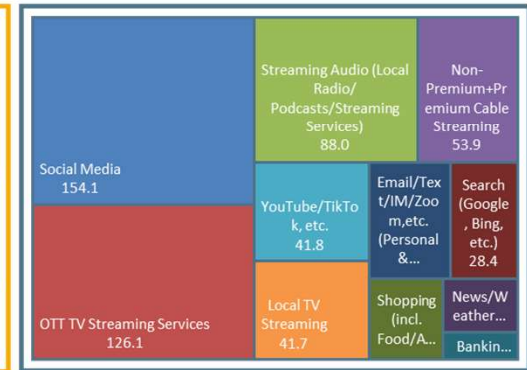
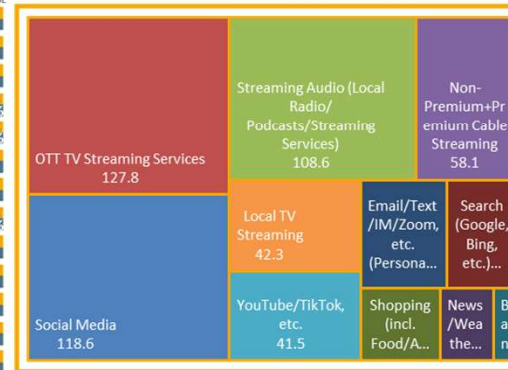
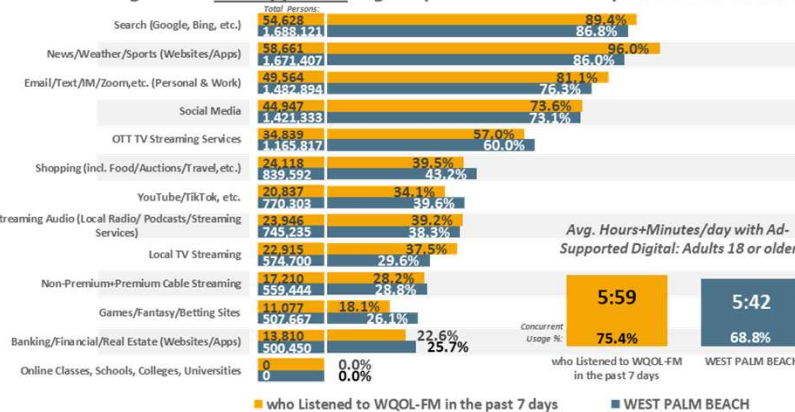
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

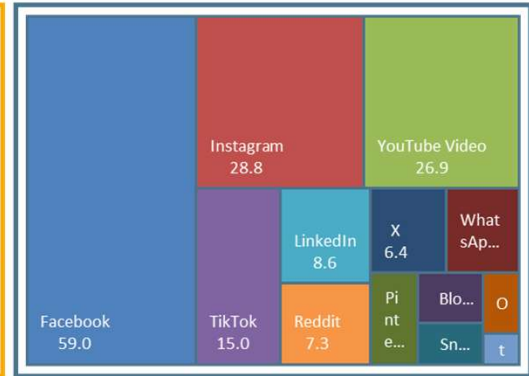
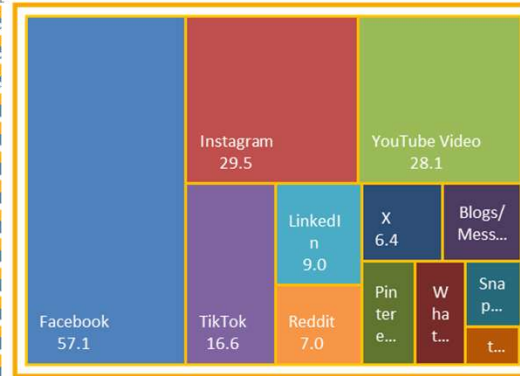
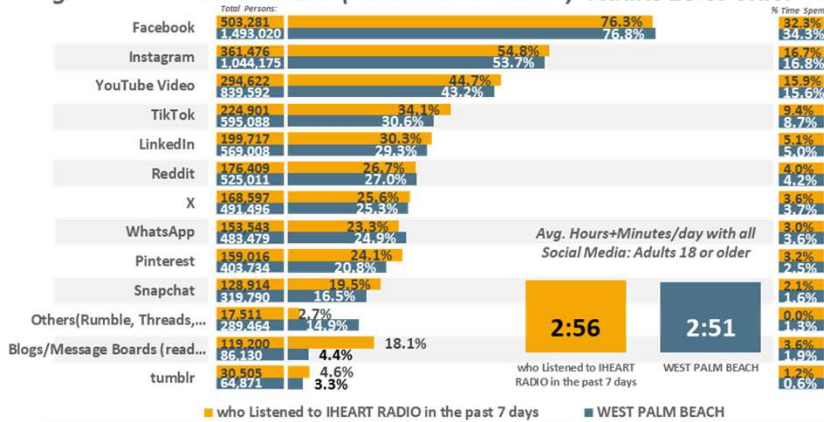
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



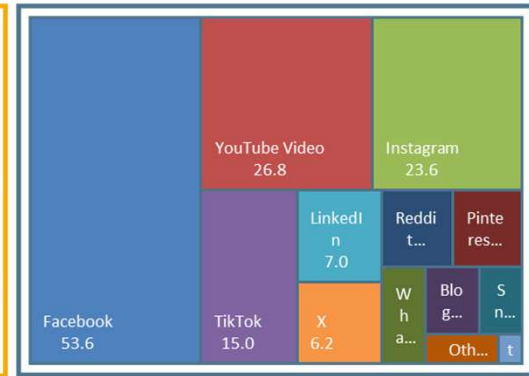
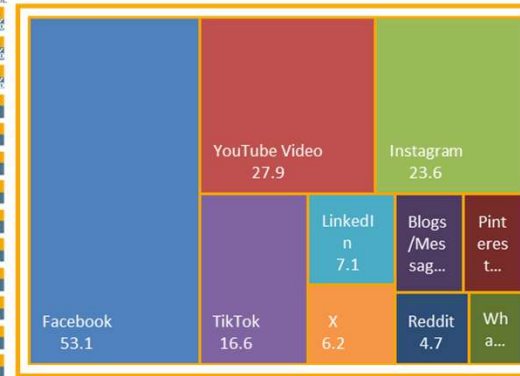
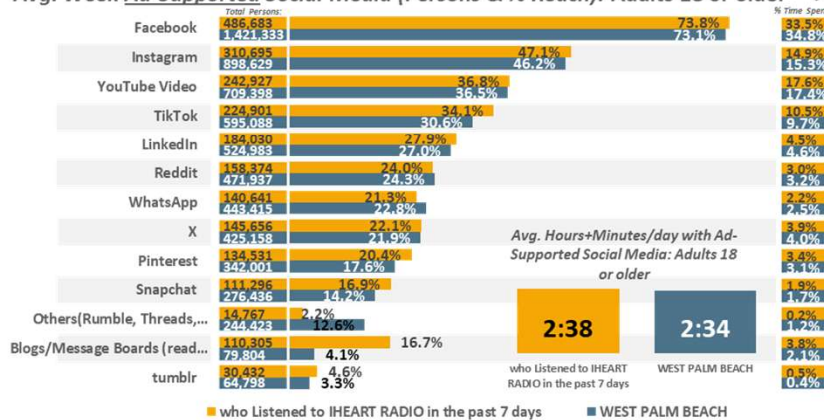


486,683 or 73.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 53.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

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 R1 2026: Jan25-Jan26 Qual Intab 939
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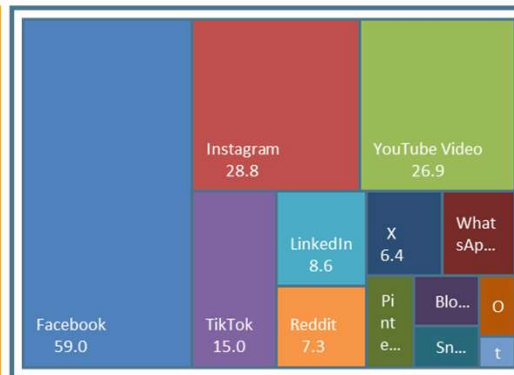
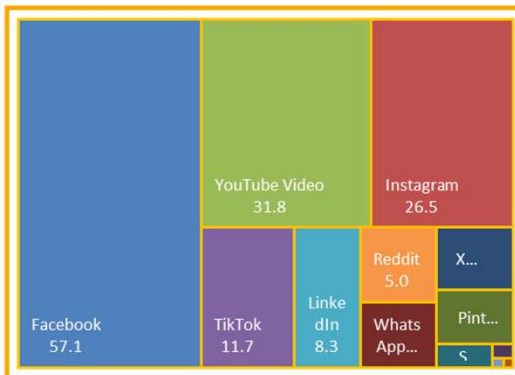
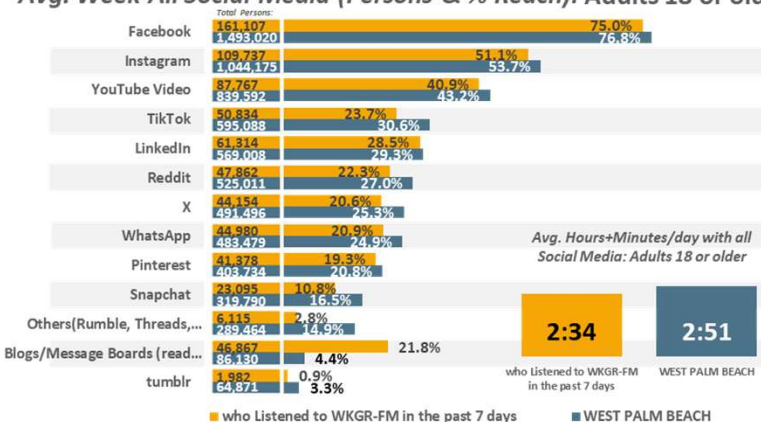
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)

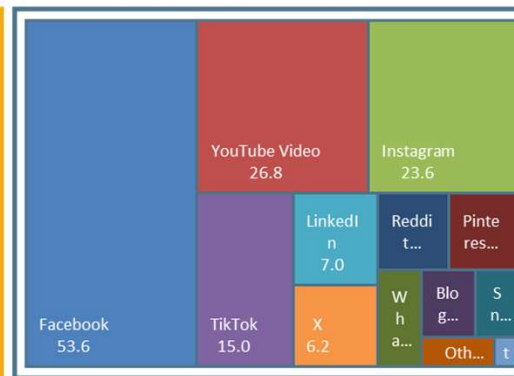
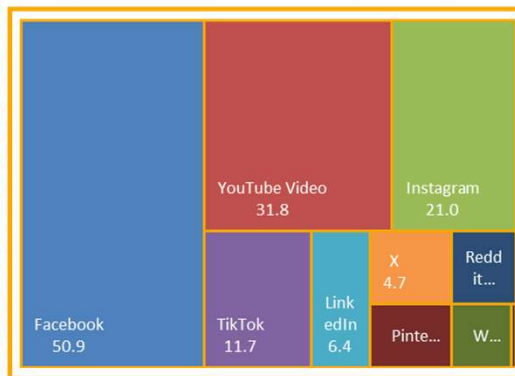
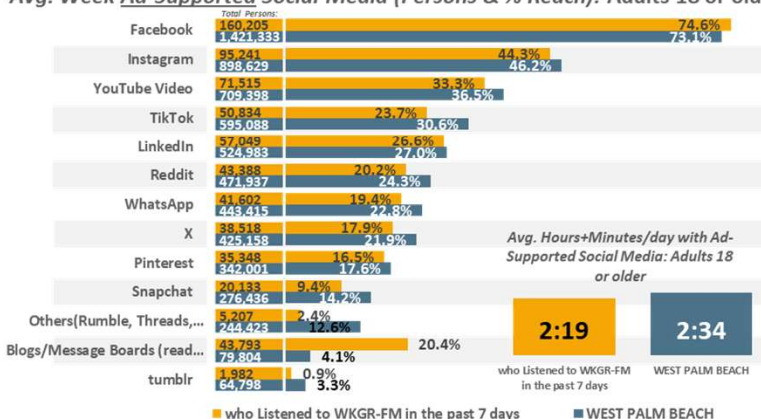


160,205 or 74.6% of Adults 18 or older who Listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 50.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

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**



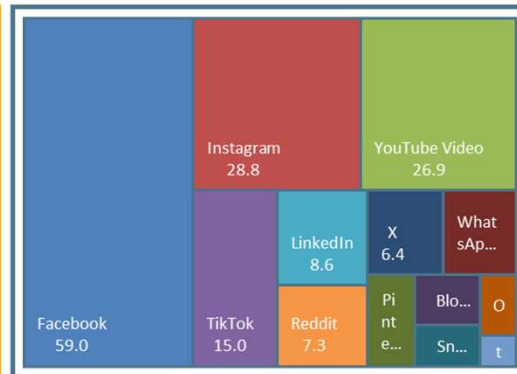
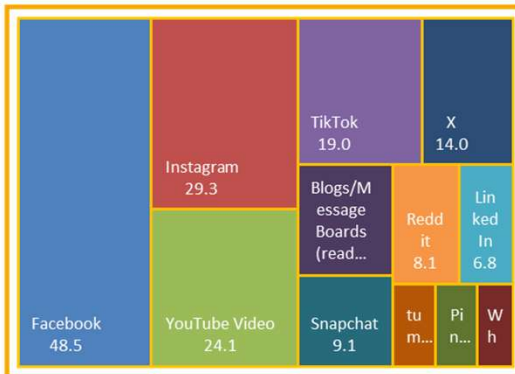
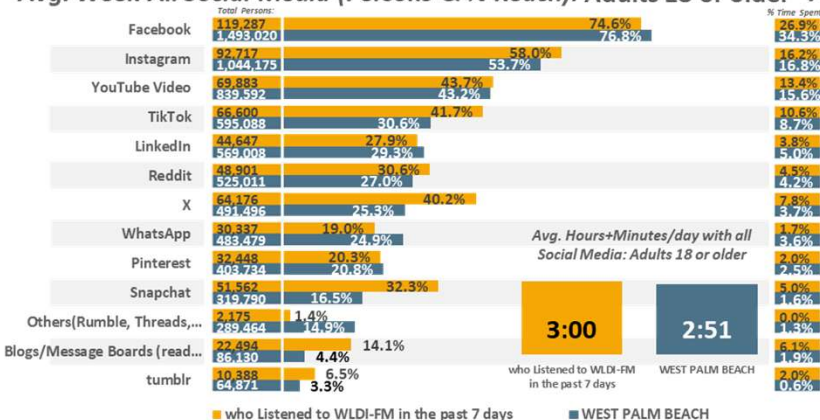
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



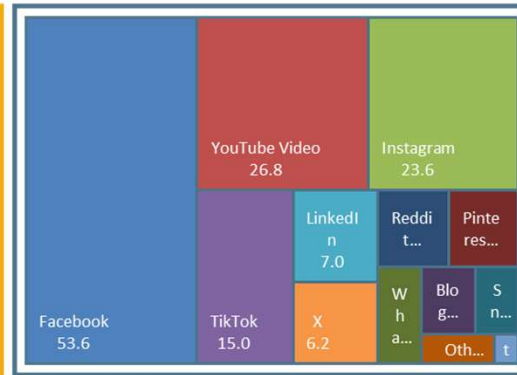
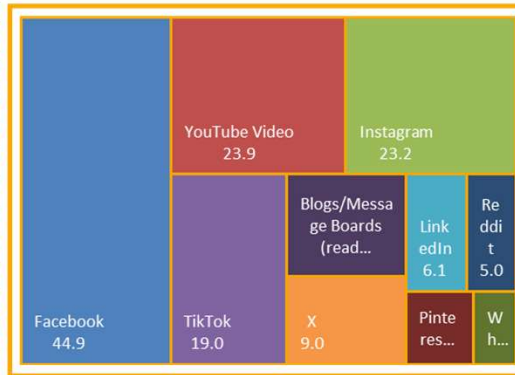
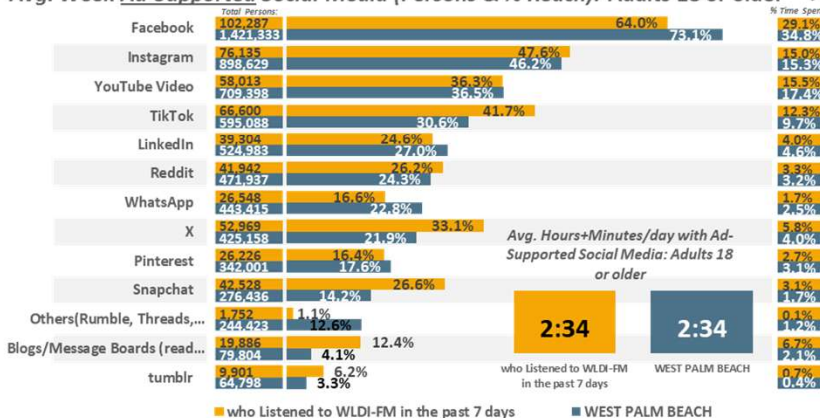


102,287 or 64.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 44.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.

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**



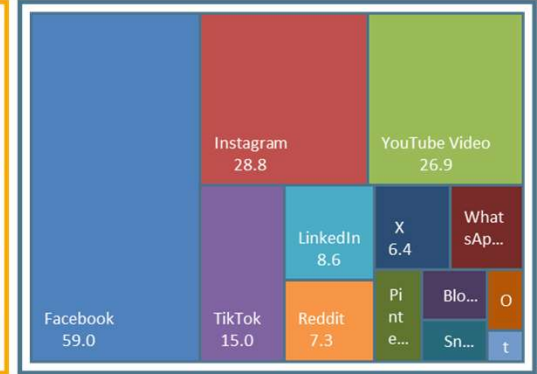
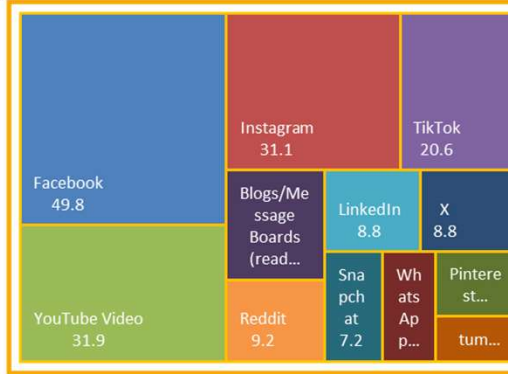
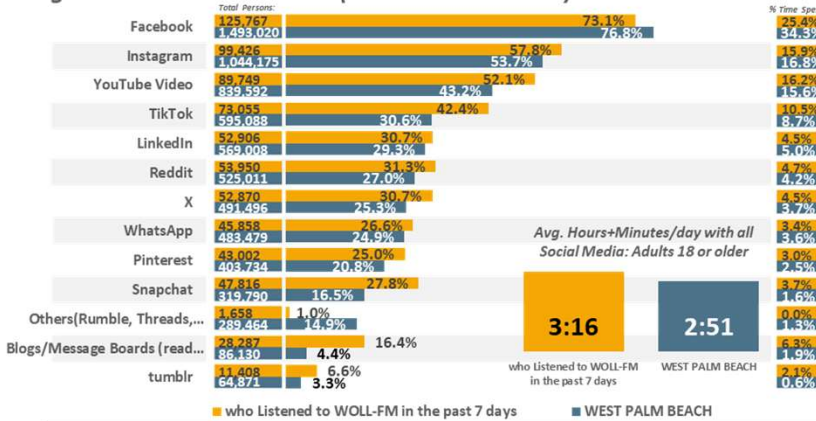
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



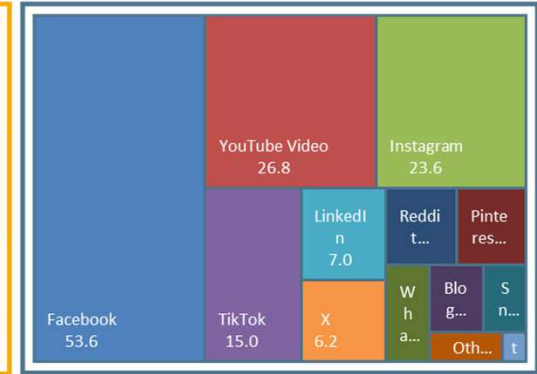
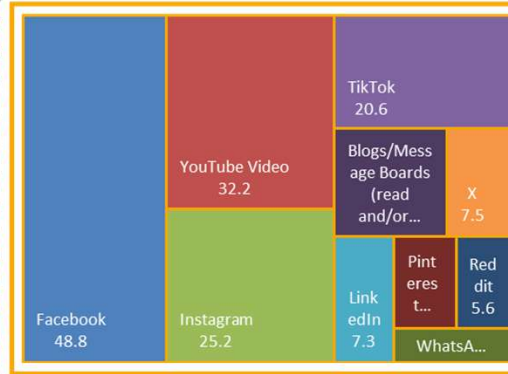
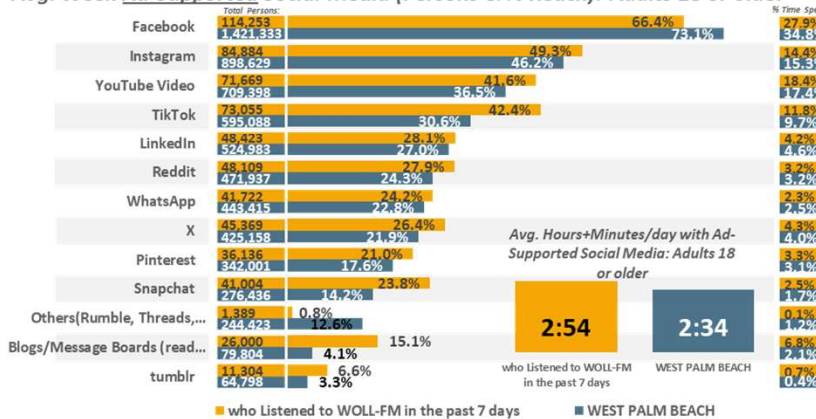


114,253 or 66.4% of Adults 18 or older who Listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 27.9% of all time spent daily with Ad-Supported Social Media.

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**



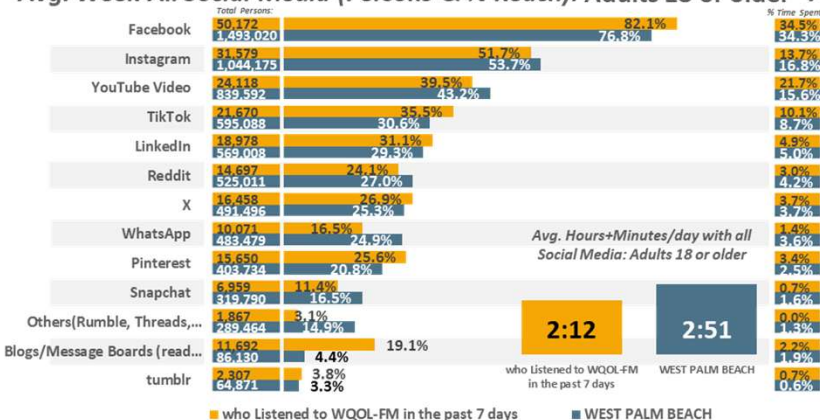
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



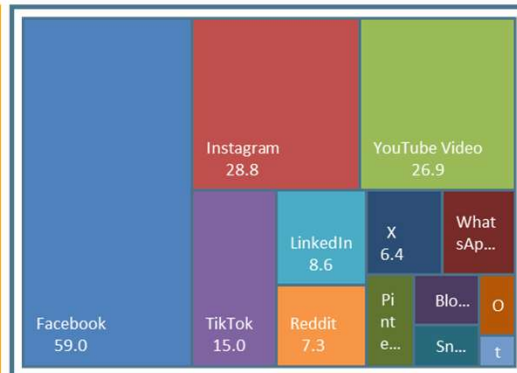
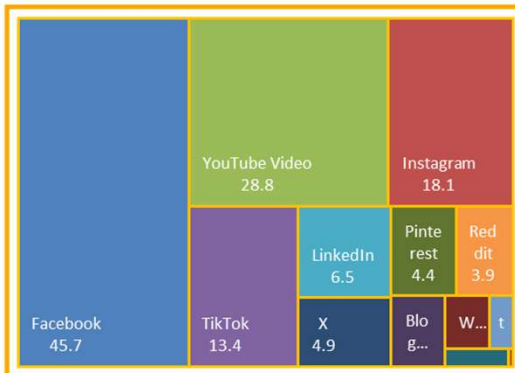


44,947 or 73.6% of Adults 18 or older who Listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 37.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

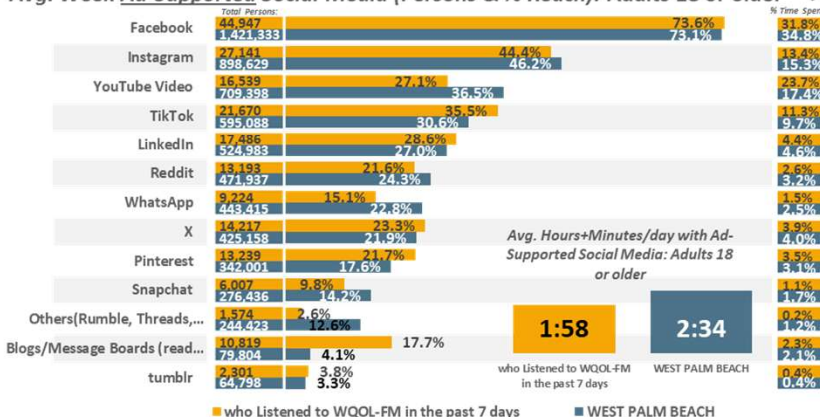
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



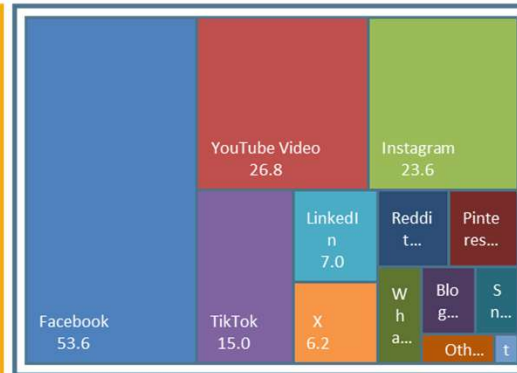
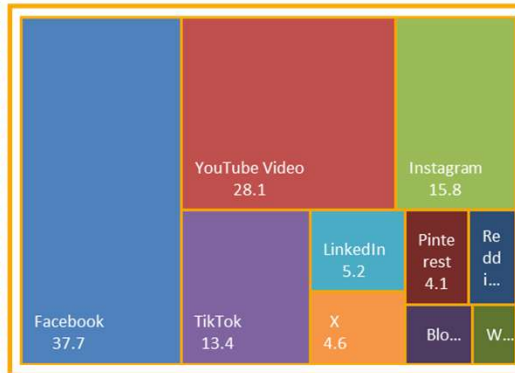
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



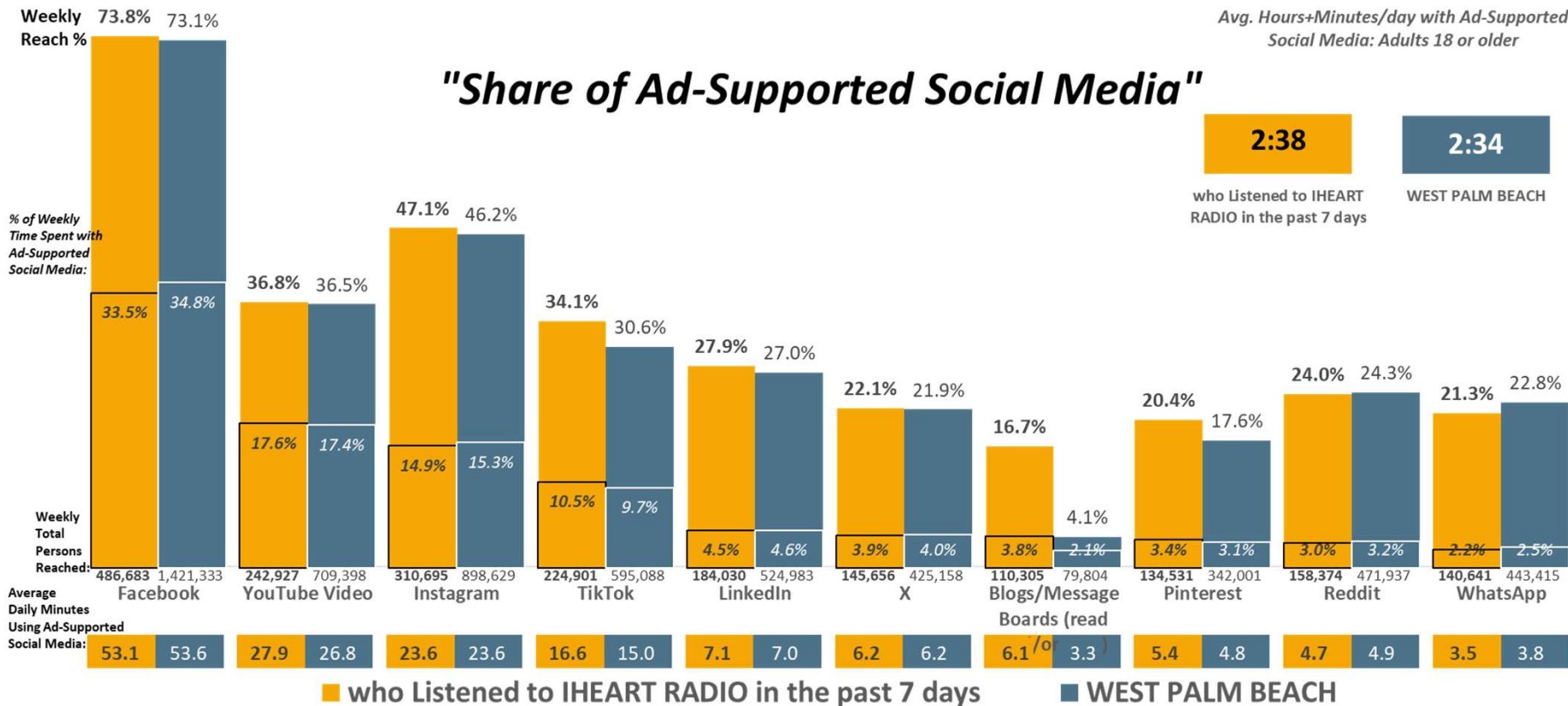
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





486,683 or 73.8% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 53.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 939 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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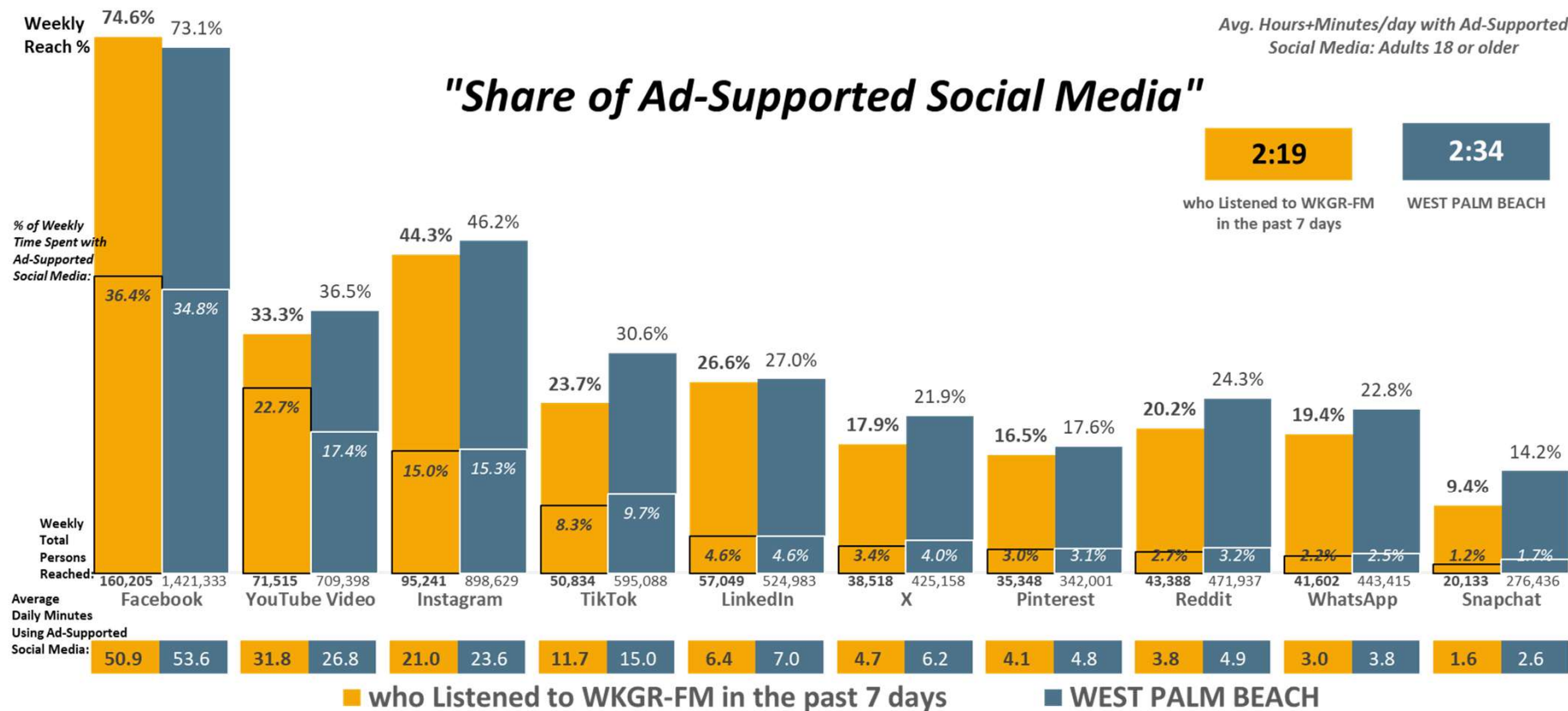
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)



160,205 or 74.6% of Adults 18 or older who Listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 50.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



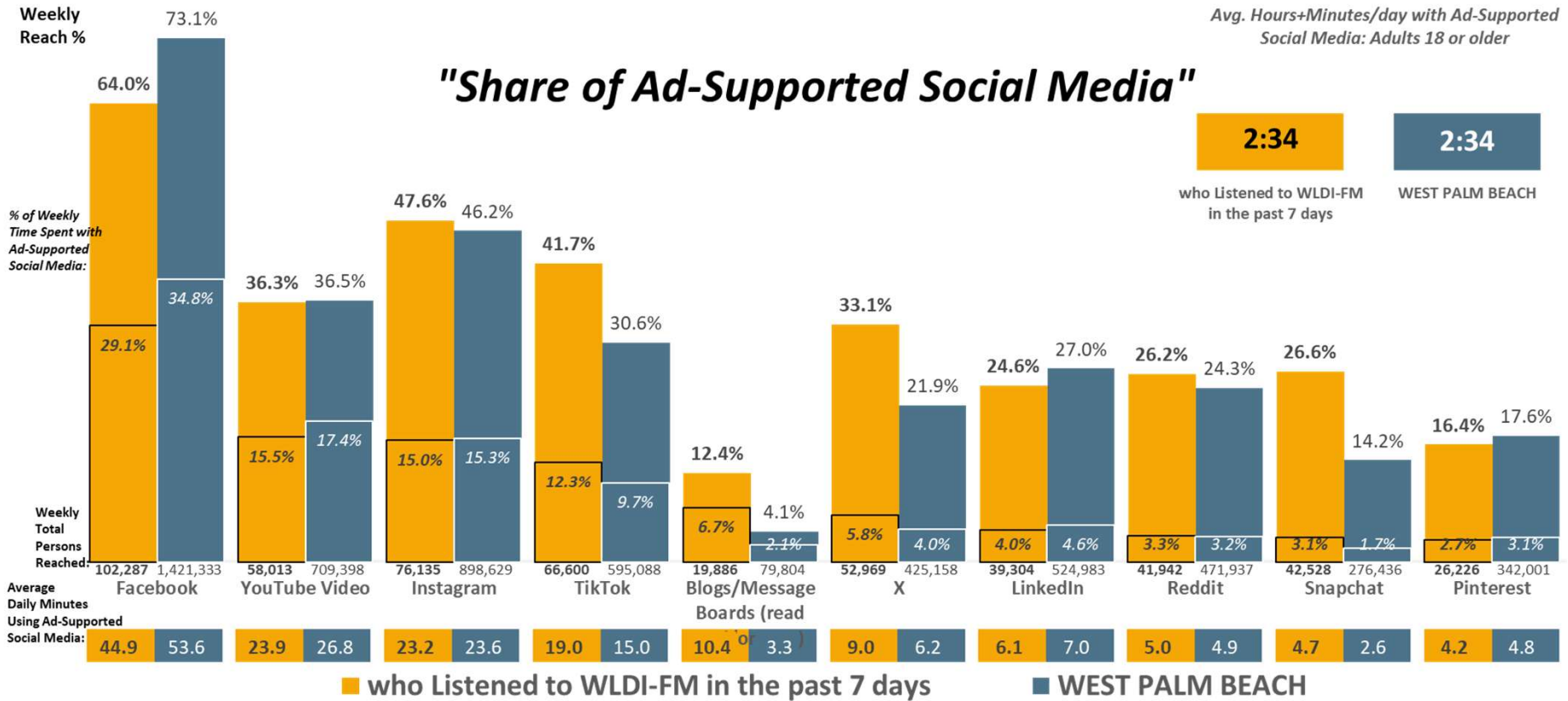
WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 320 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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(Radio Stations: WKGR-FM)



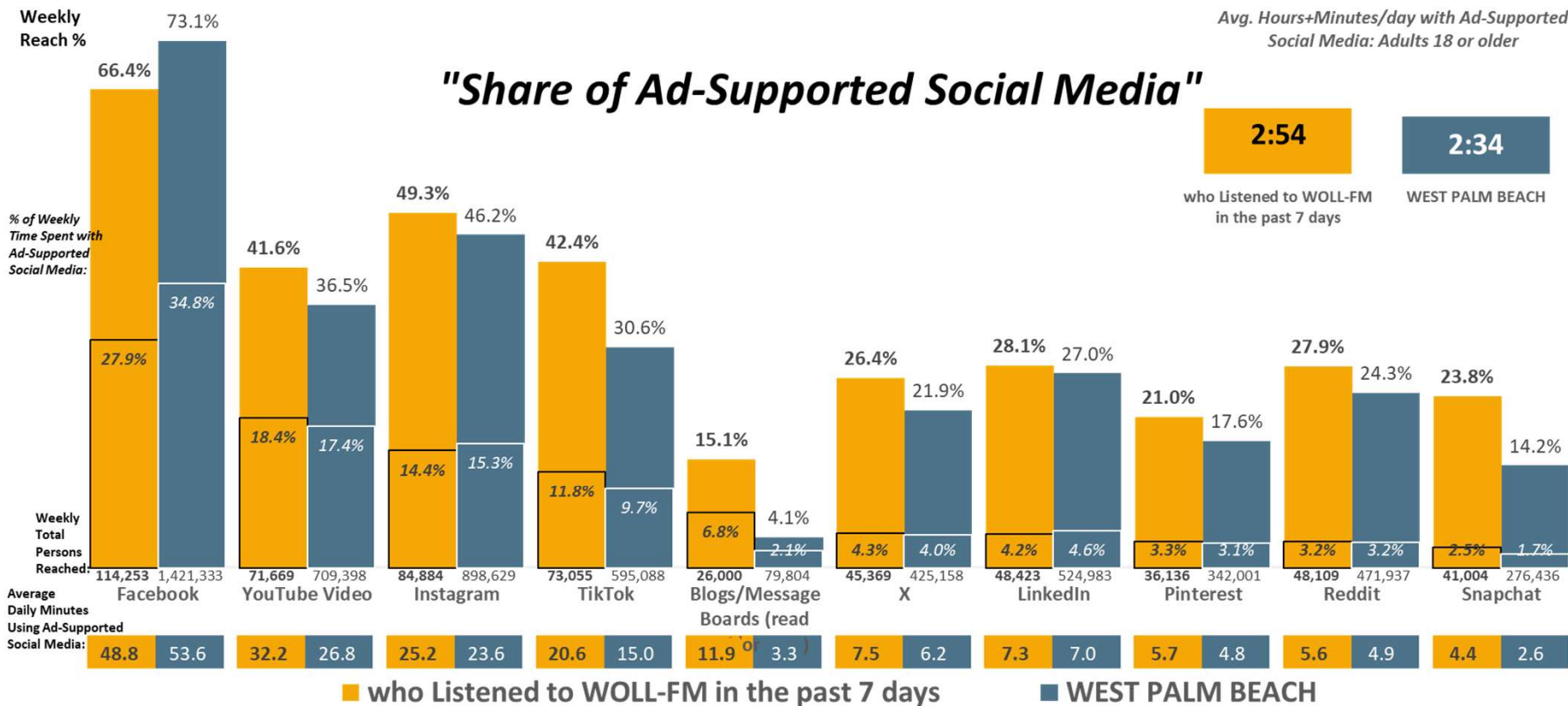
102,287 or 64.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 44.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.





114,253 or 66.4% of Adults 18 or older who Listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 27.9% of all time spent daily with Ad-Supported Social Media.

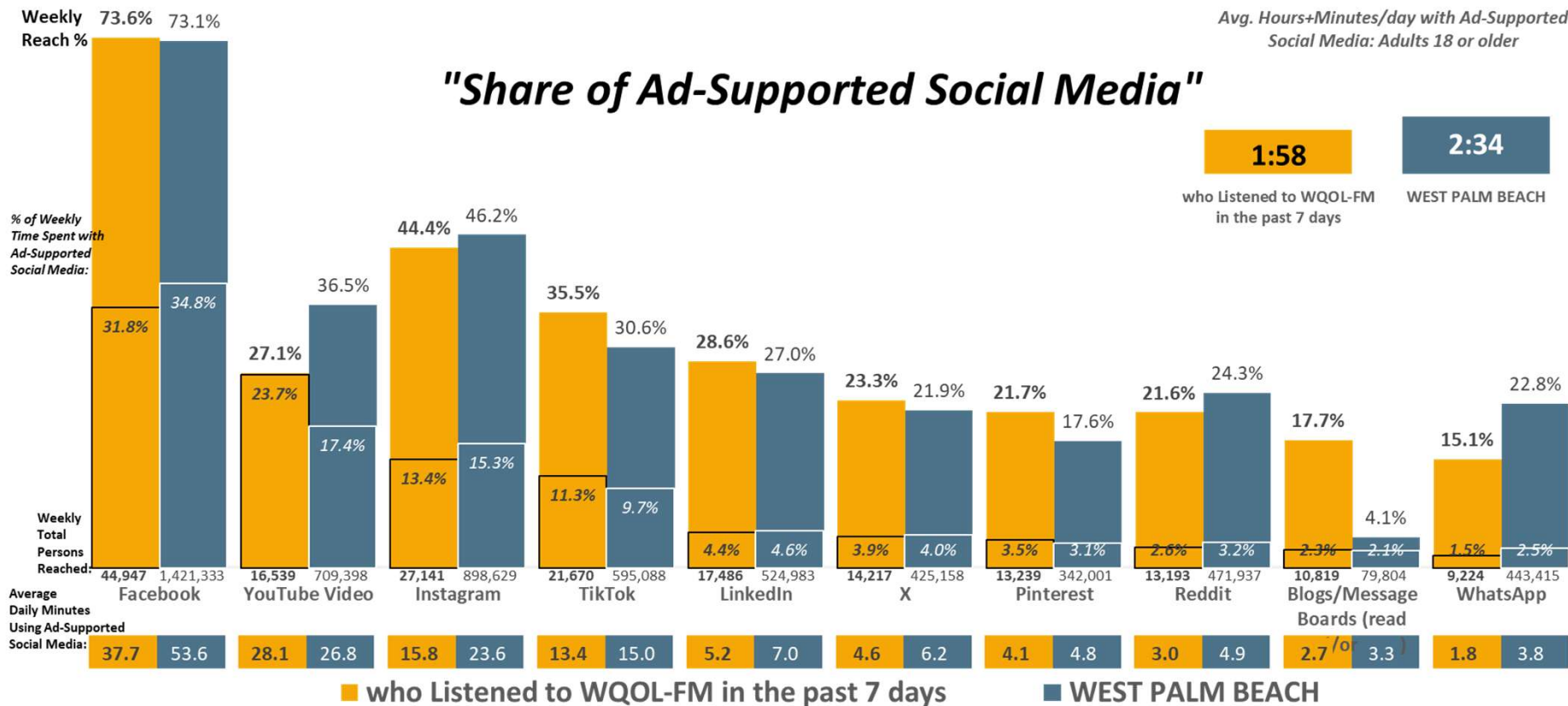
"Share of Ad-Supported Social Media"





44,947 or 73.6% of Adults 18 or older who Listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 37.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 133 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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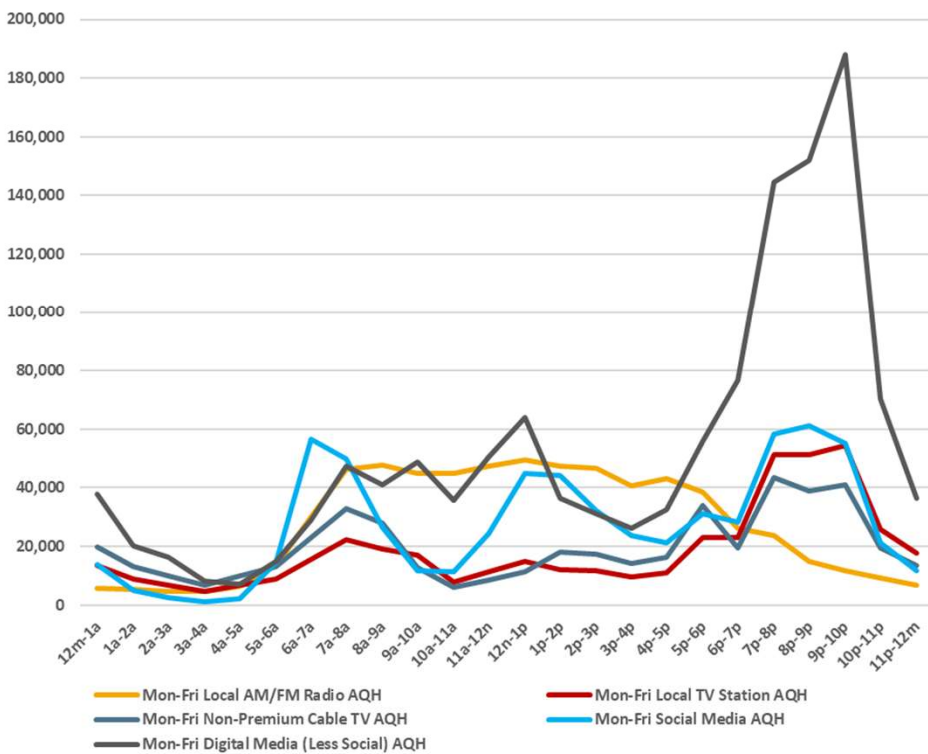
soefa.ai Share of Everything for Anything

(Radio Stations: WQOL-FM)

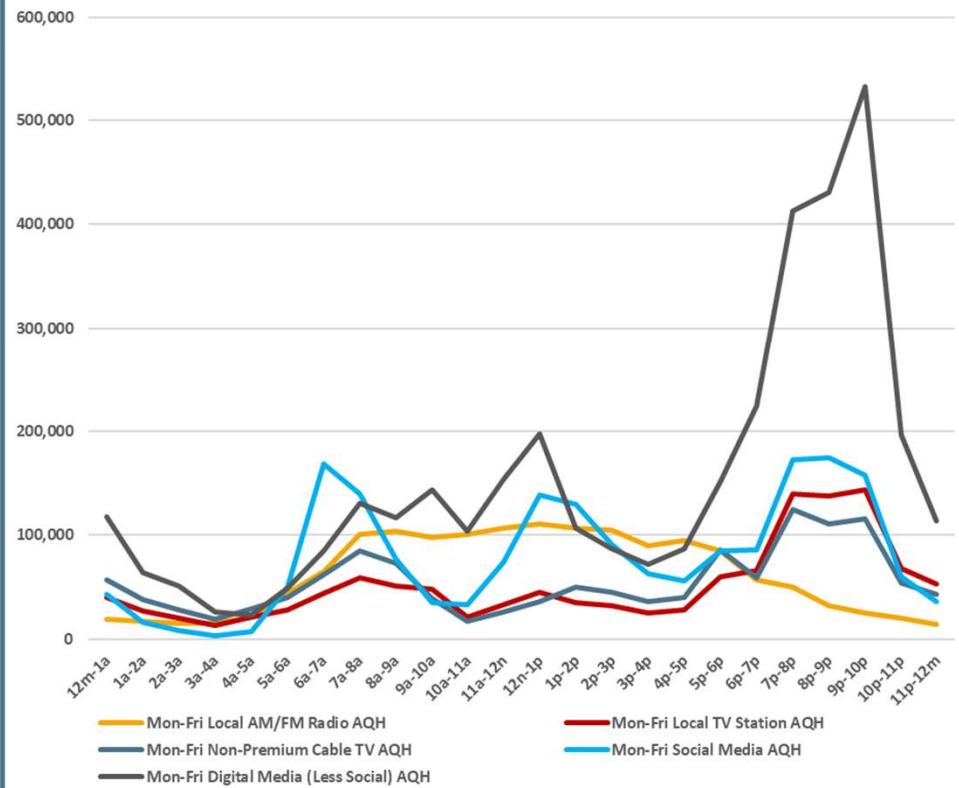


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,276;
Local Radio: 42,538; Social Media: 31,212; Non-Prem. Cable: 18,573; Local TV: 15,209
reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to IHEART RADIO in the past
7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 939
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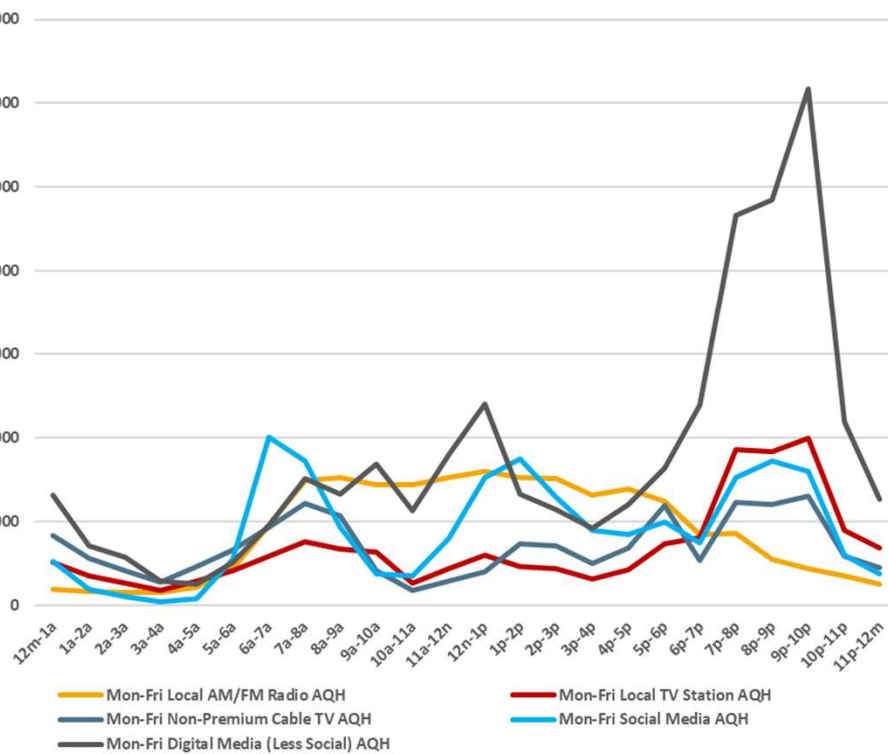
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for Anything ®

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)

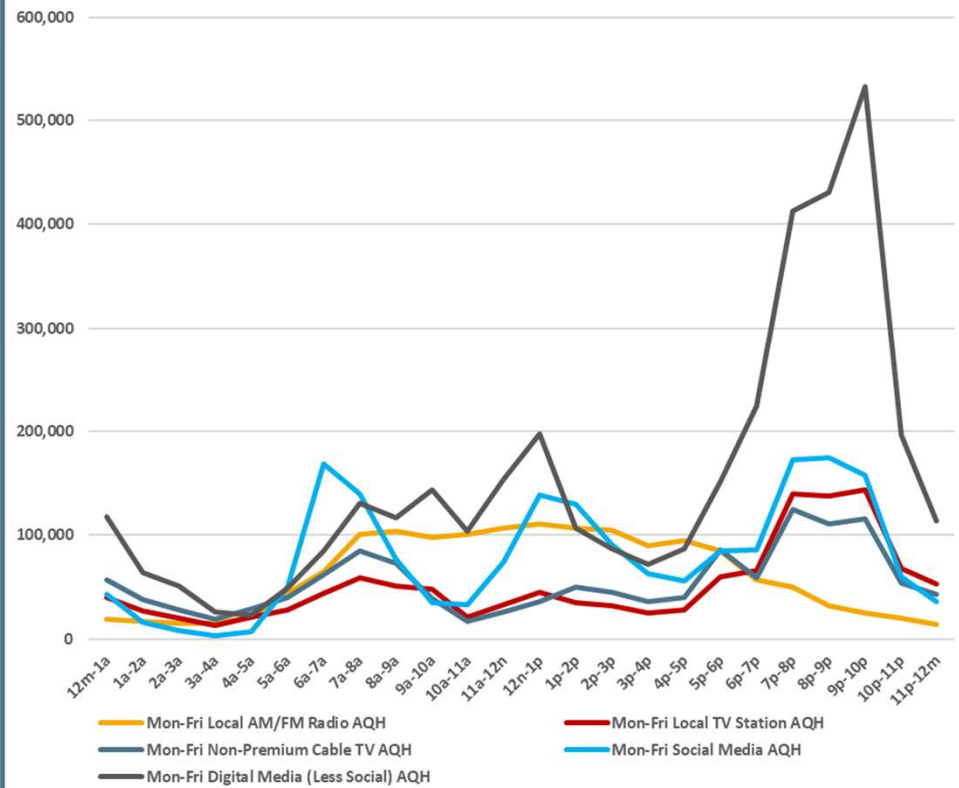


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,929;
Local Radio: 13,664; Social Media: 10,914; Non-Prem. Cable: 6,775; Local TV: 5,450
reaching Adults 18 or older who Listened to WKGR-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WKGR-FM in the past 7
days



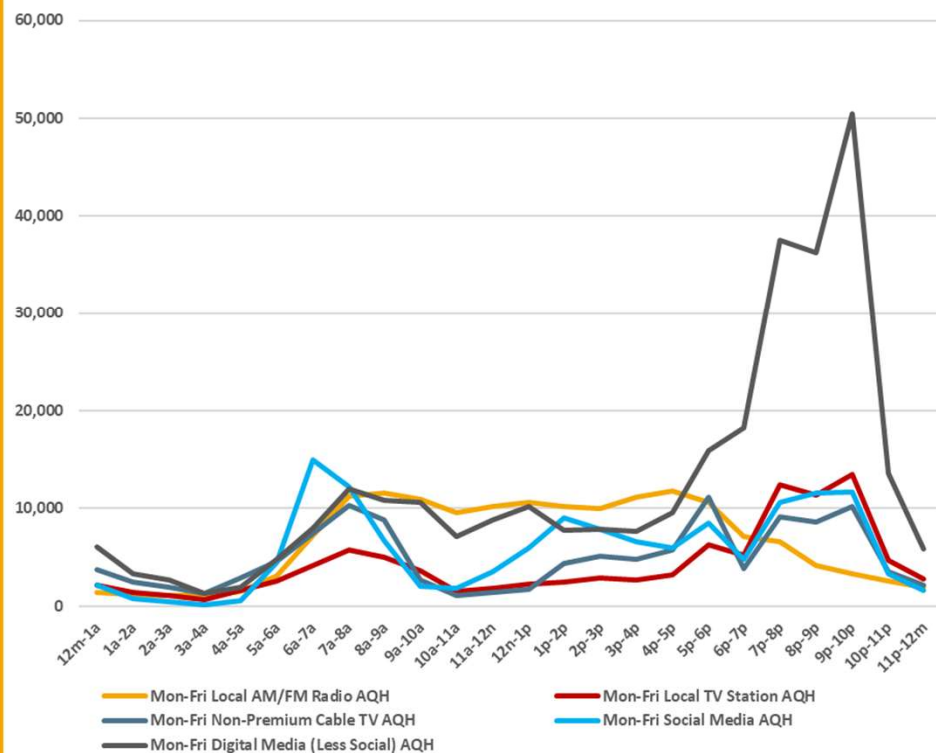
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



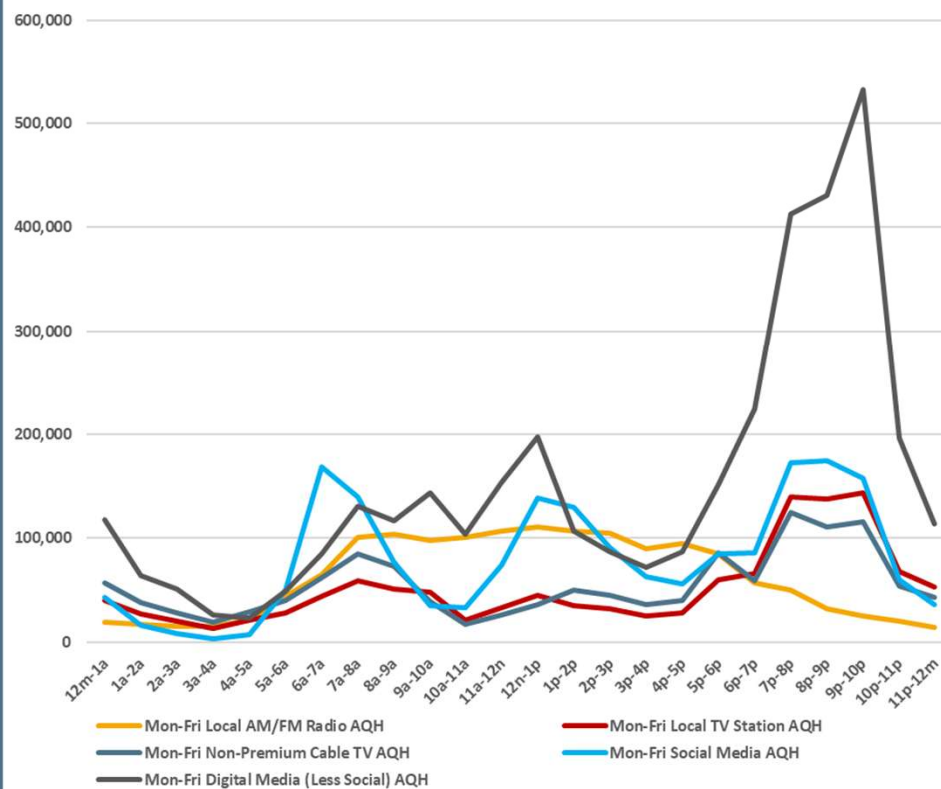


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,332; Local Radio: 10,156; Social Media: 6,917; Non-Prem. Cable: 5,254; Local TV: 3,582 reaching Adults 18 or older who Listened to WLDI-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WLDI-FM in the past 7 days



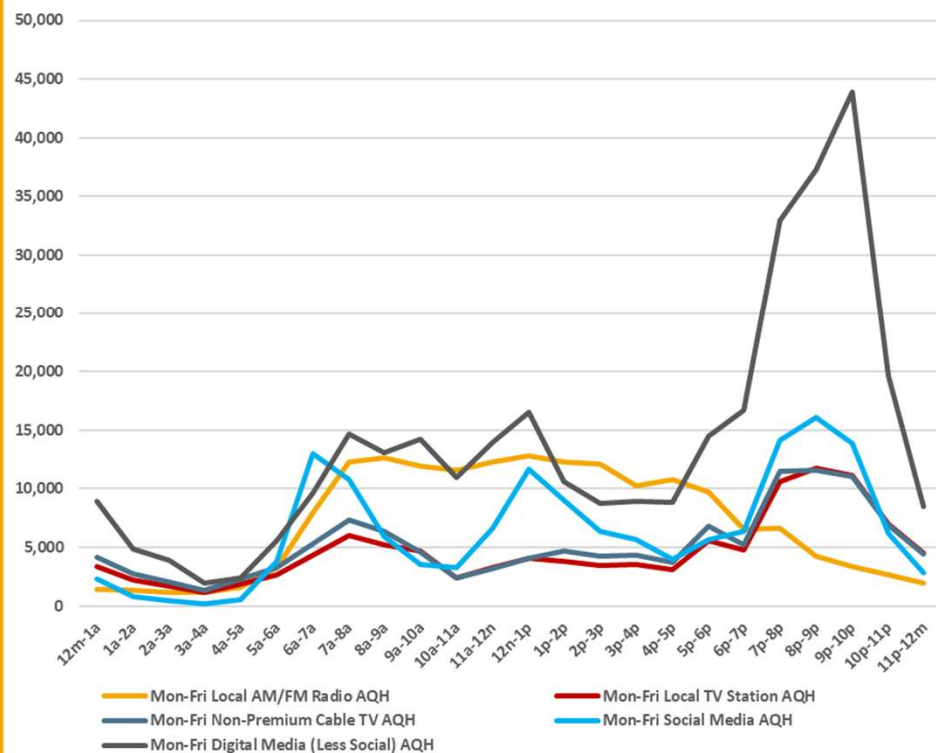
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



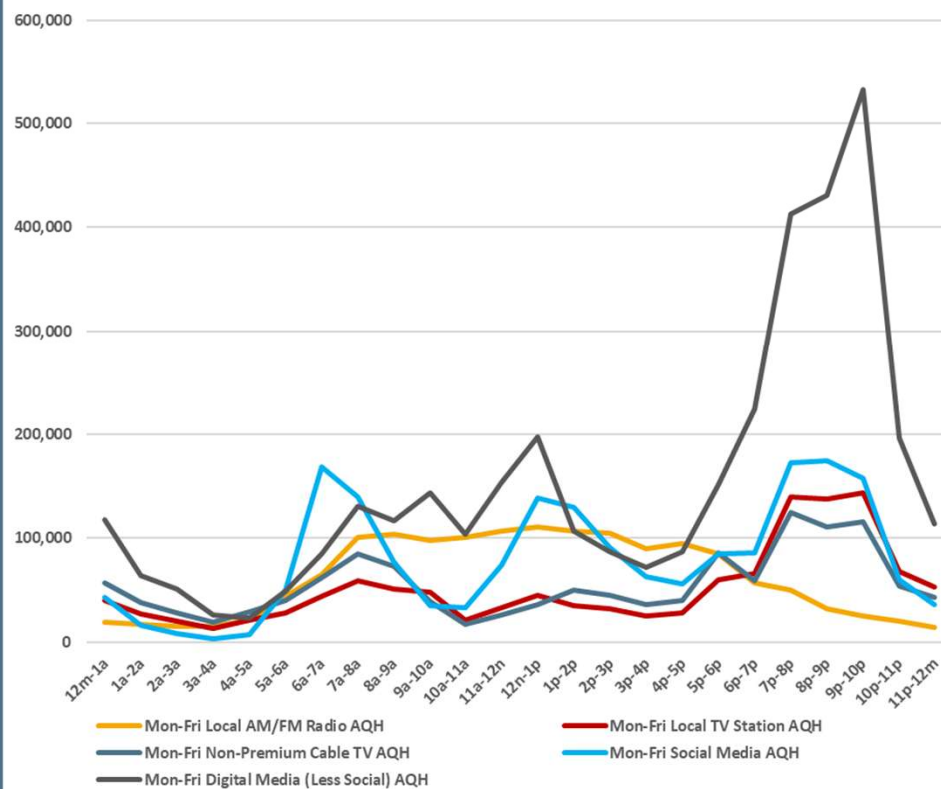


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,422;
Local Radio: 11,029; Social Media: 7,076; Non-Prem. Cable: 4,786; Local TV: 4,167
reaching Adults 18 or older who Listened to WOLL-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WOLL-FM in the past 7
days



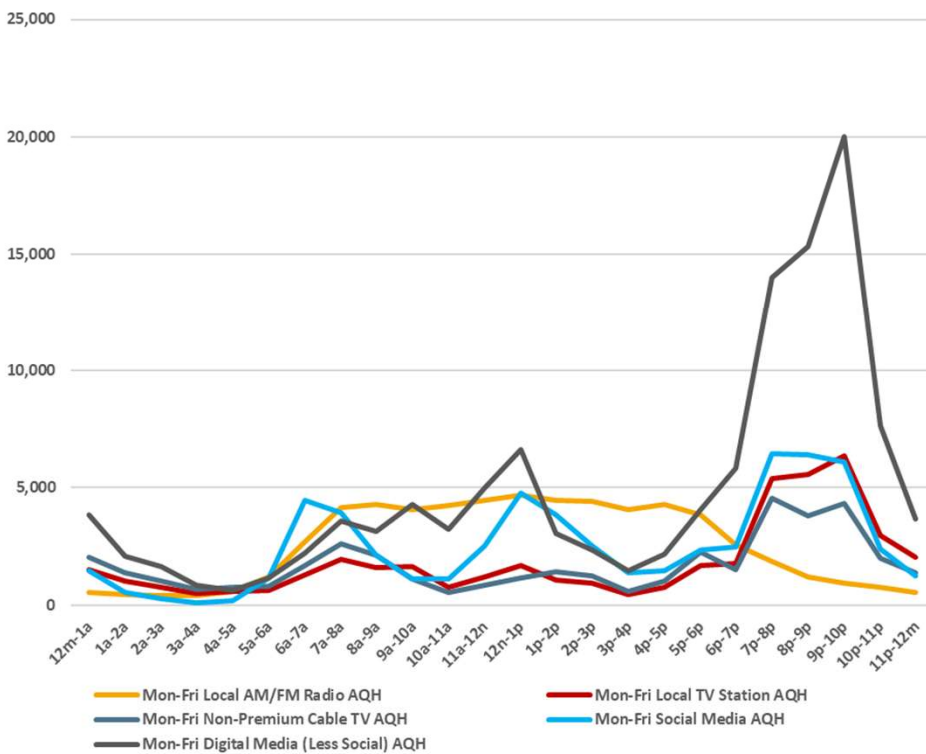
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



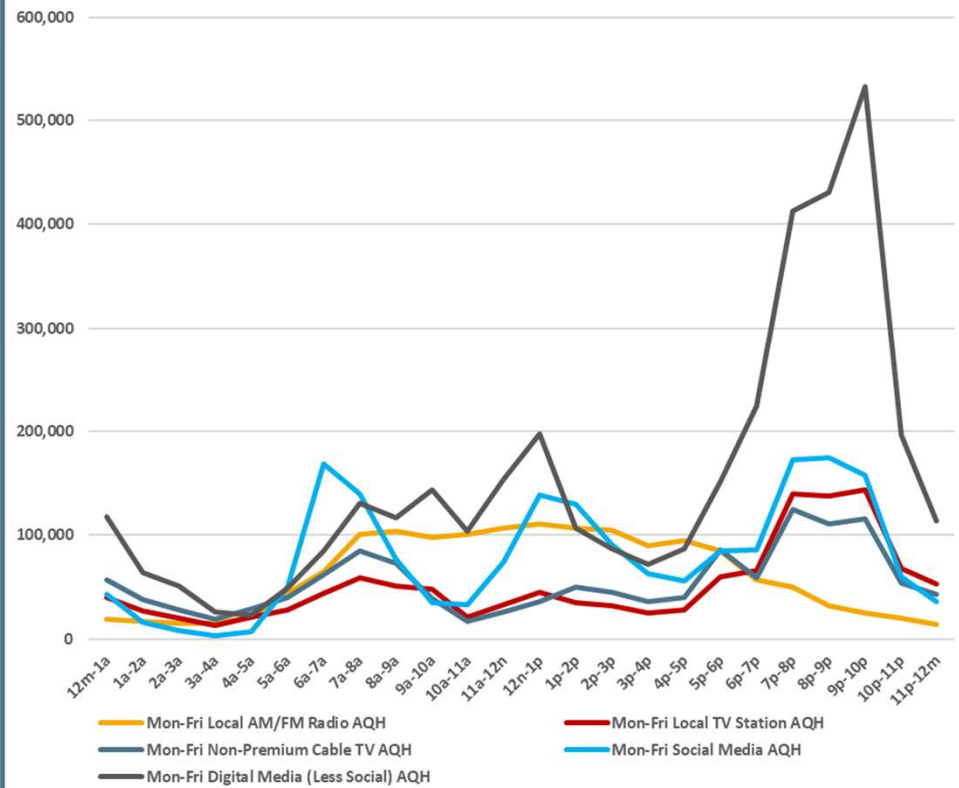


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 4,016; All Other Digital Media: 3,613; Social Media: 2,616; Non-Prem. Cable: 1,389; Local TV: 1,287 reaching Adults 18 or older who Listened to WQOL-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WQOL-FM in the past 7 days



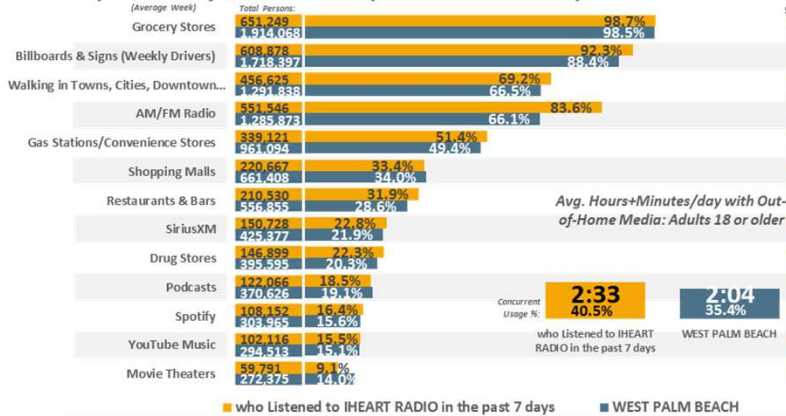
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



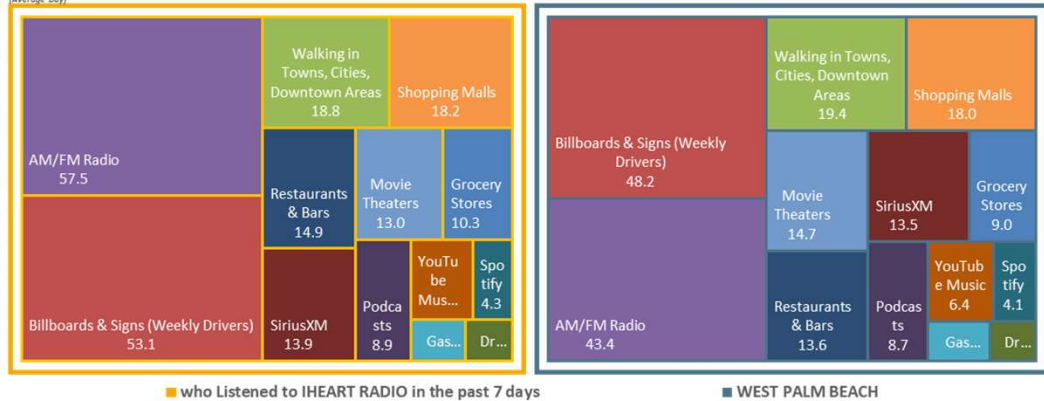


608,878 or 92.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.8 minutes/day.

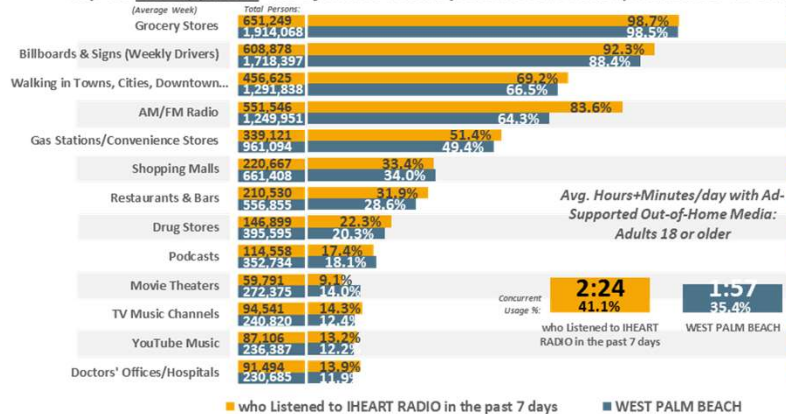
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



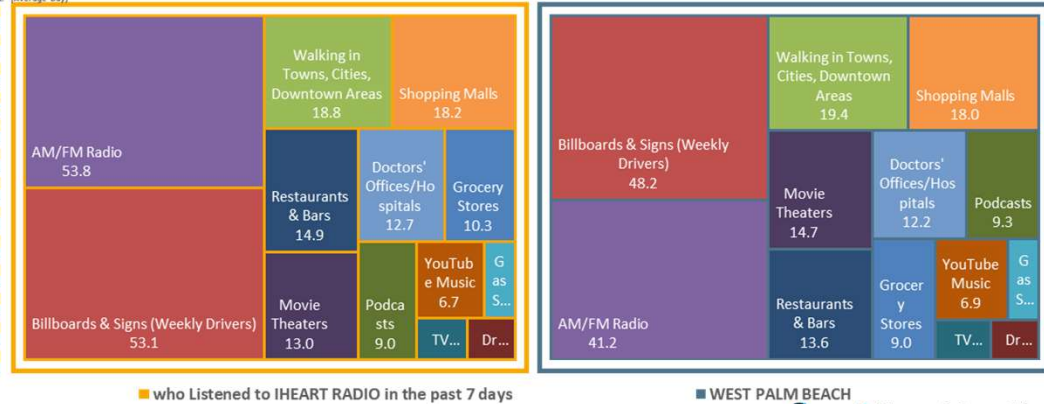
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Jan25-Jan26 Qual Intab 939
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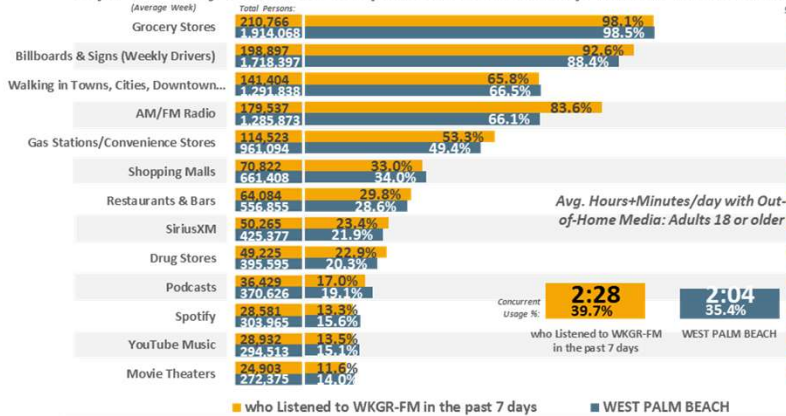
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)

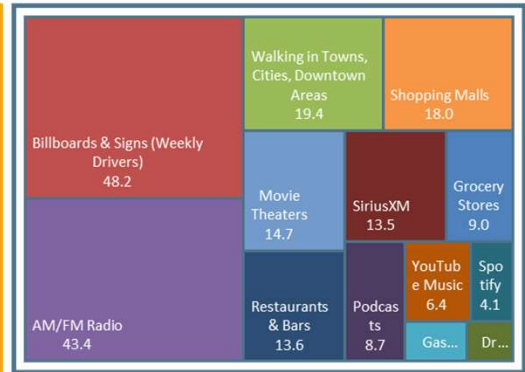
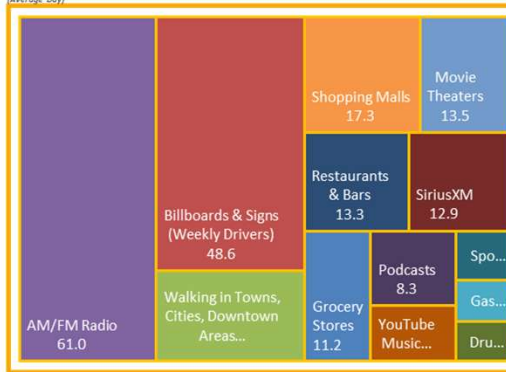


198,897 or 92.6% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 48.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.8 minutes/day.

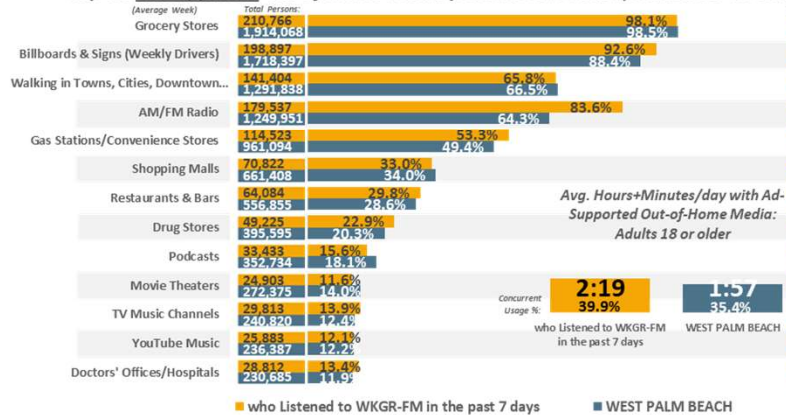
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



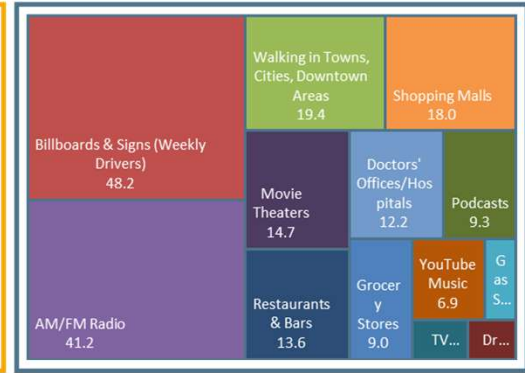
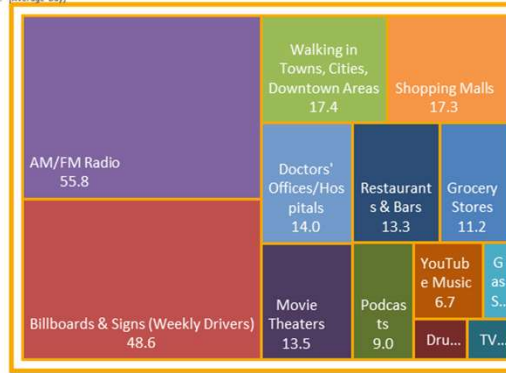
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Jan25-Jan26 Qual Intab 320
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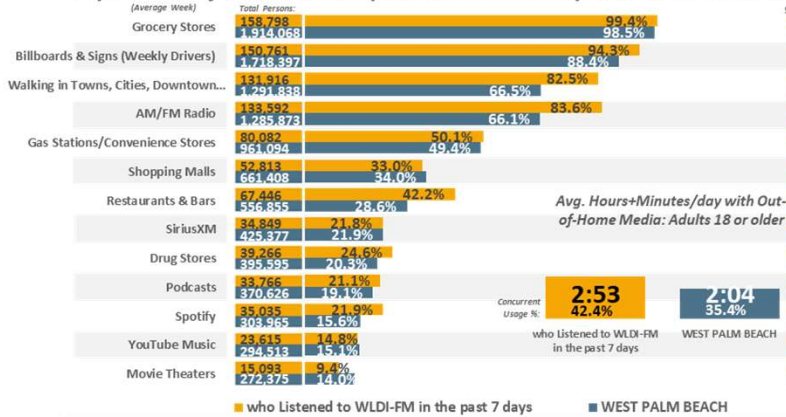
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM)

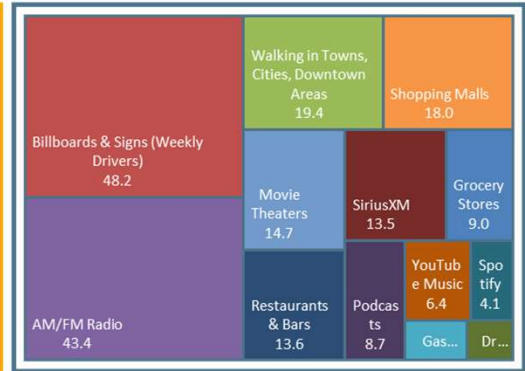
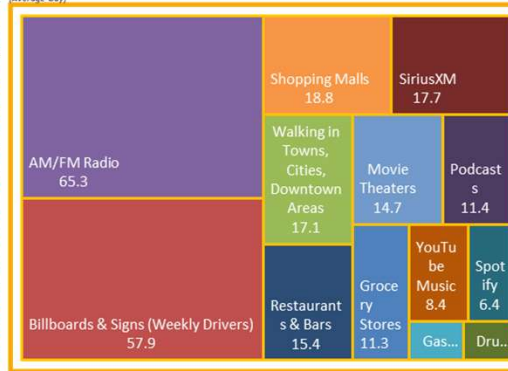


150,761 or 94.3% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 62. minutes/day.

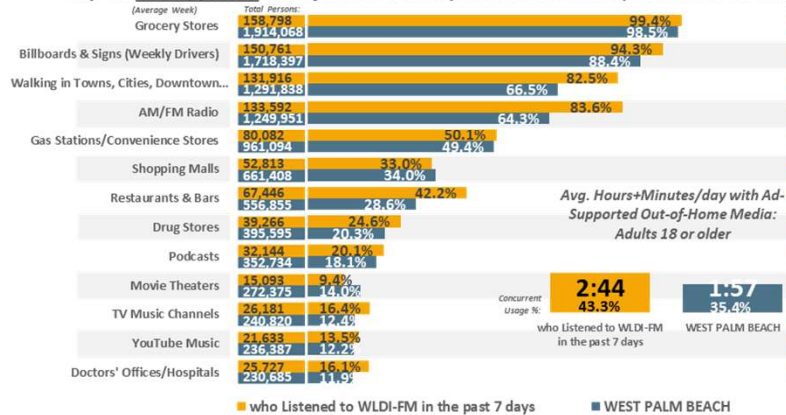
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



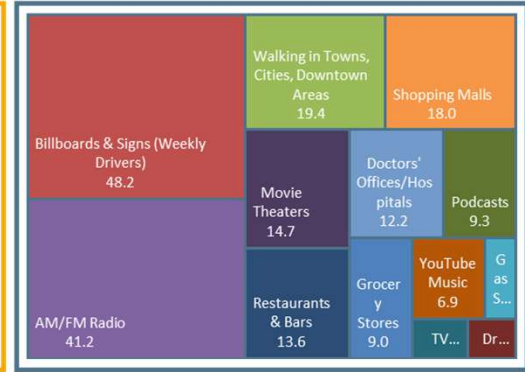
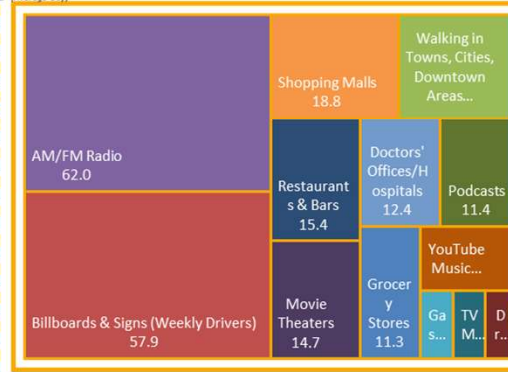
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



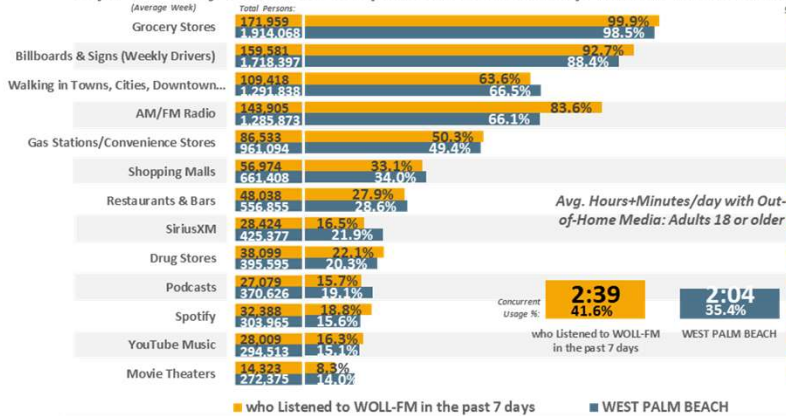
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



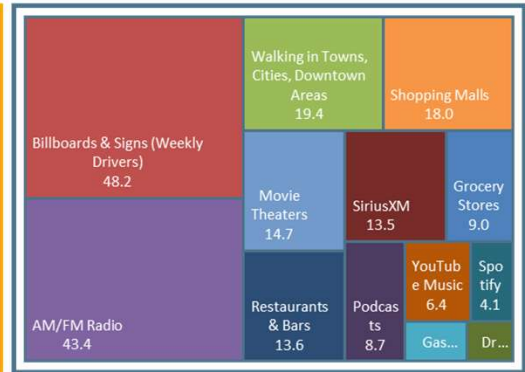
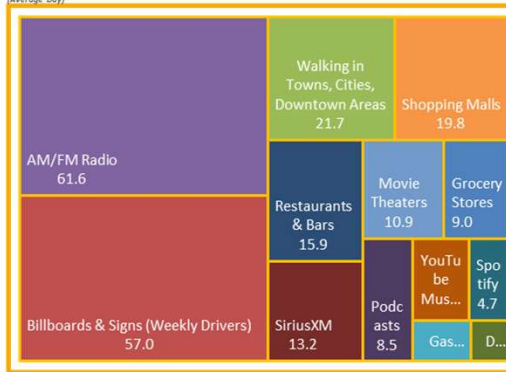


159,581 or 92.7% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 57. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.1 minutes/day.

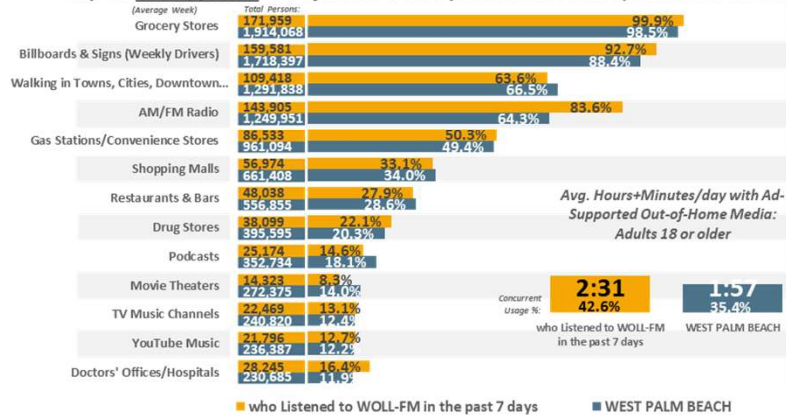
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



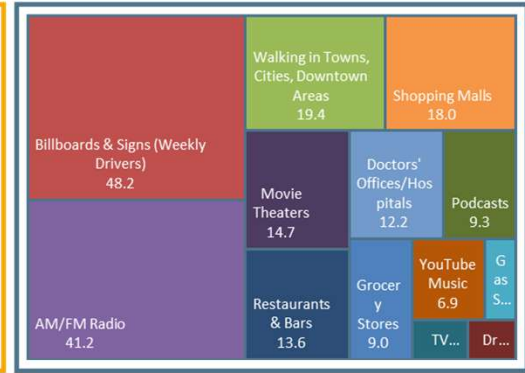
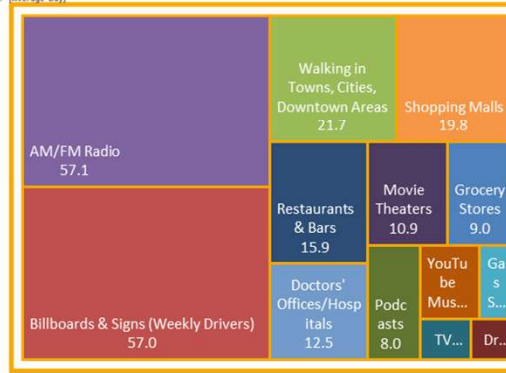
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



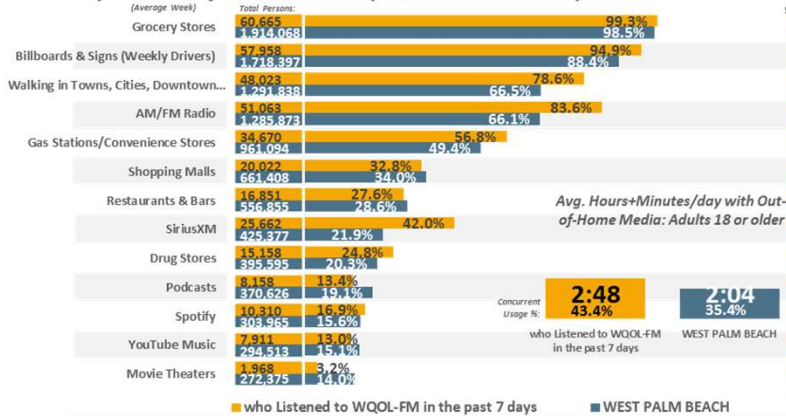
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



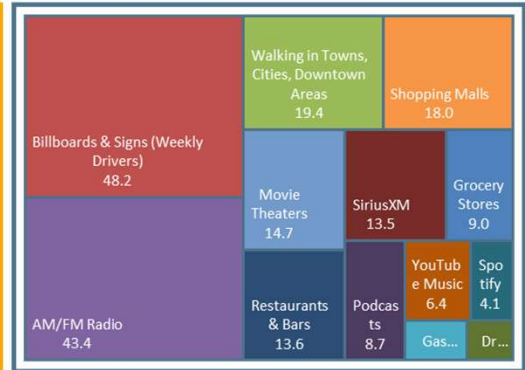
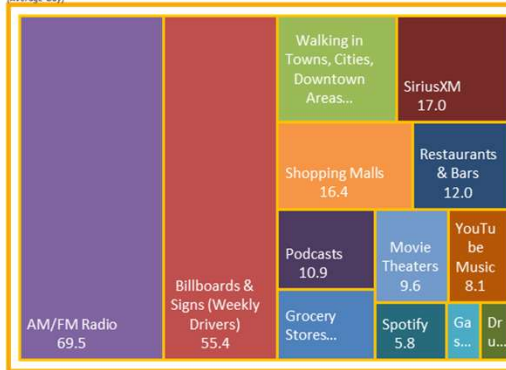


57,958 or 94.9% of Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 68.1 minutes/day.

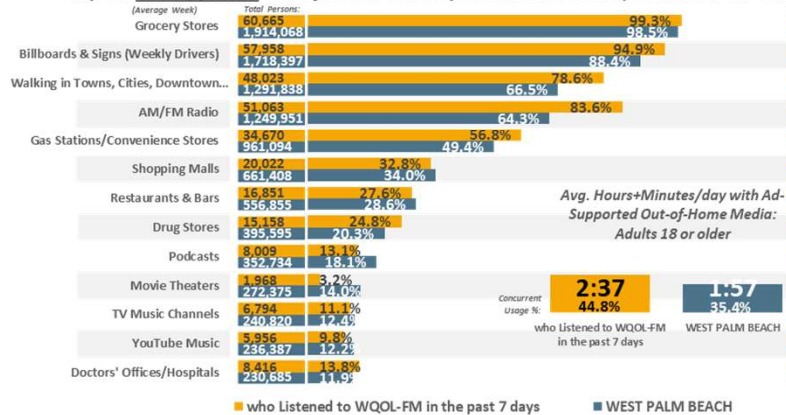
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



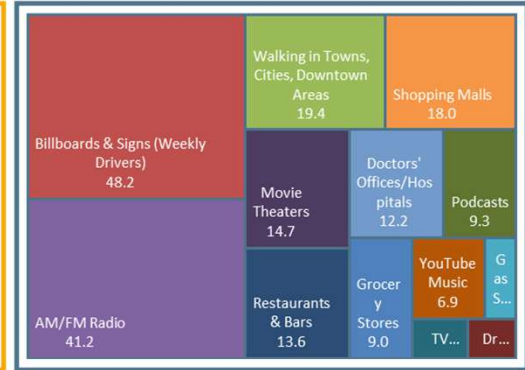
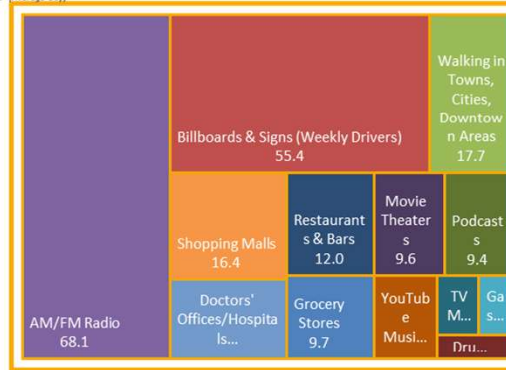
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



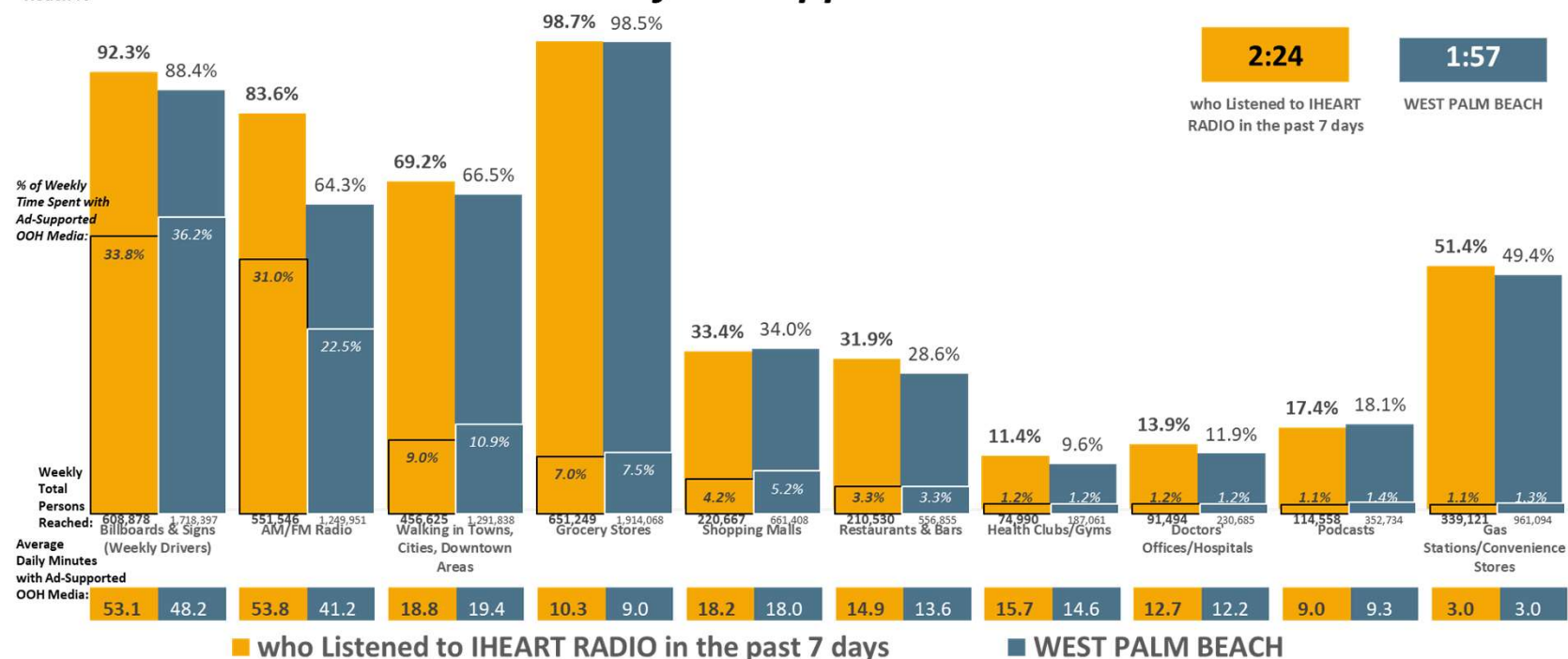


608,878 or 92.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:24

who Listened to IHEART RADIO in the past 7 days

1:57

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 939 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-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)

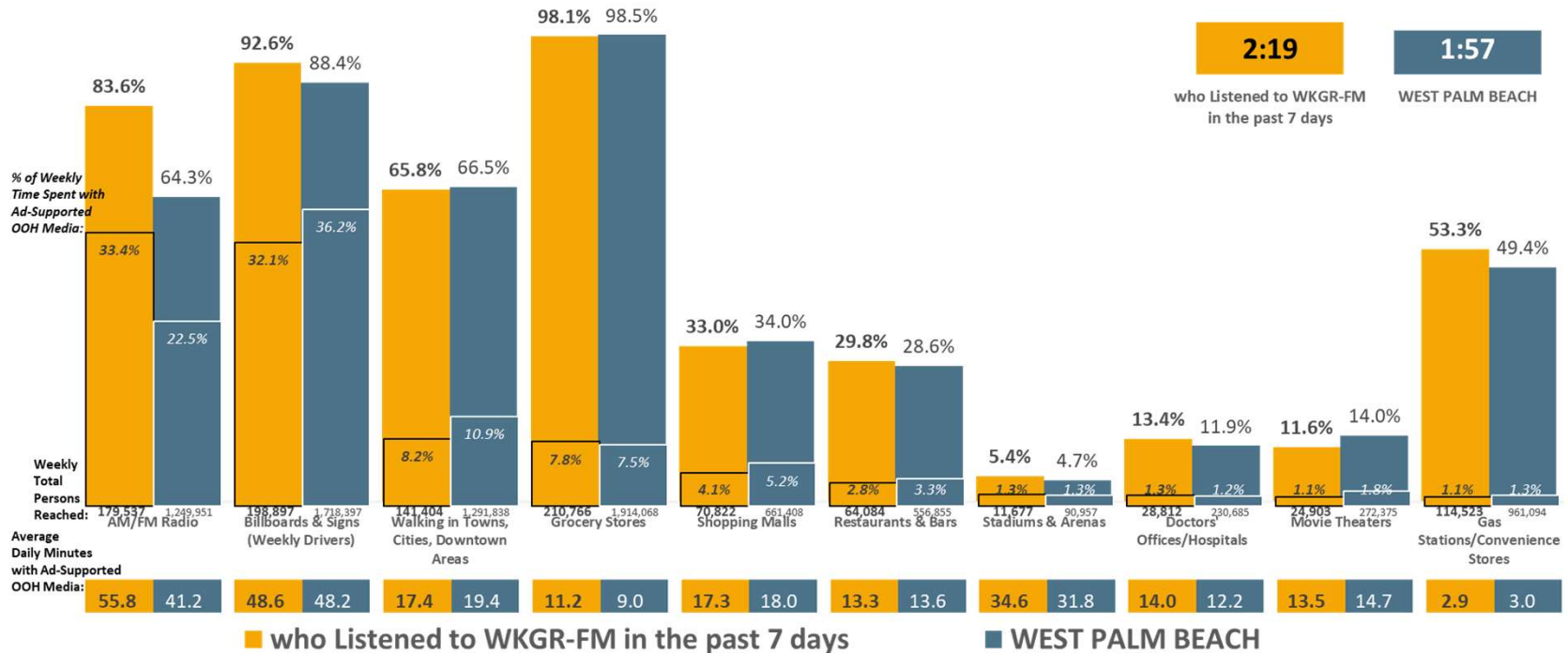


198,897 or 92.6% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 48.6 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:19

who Listened to WKGR-FM in the past 7 days

1:57

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 320 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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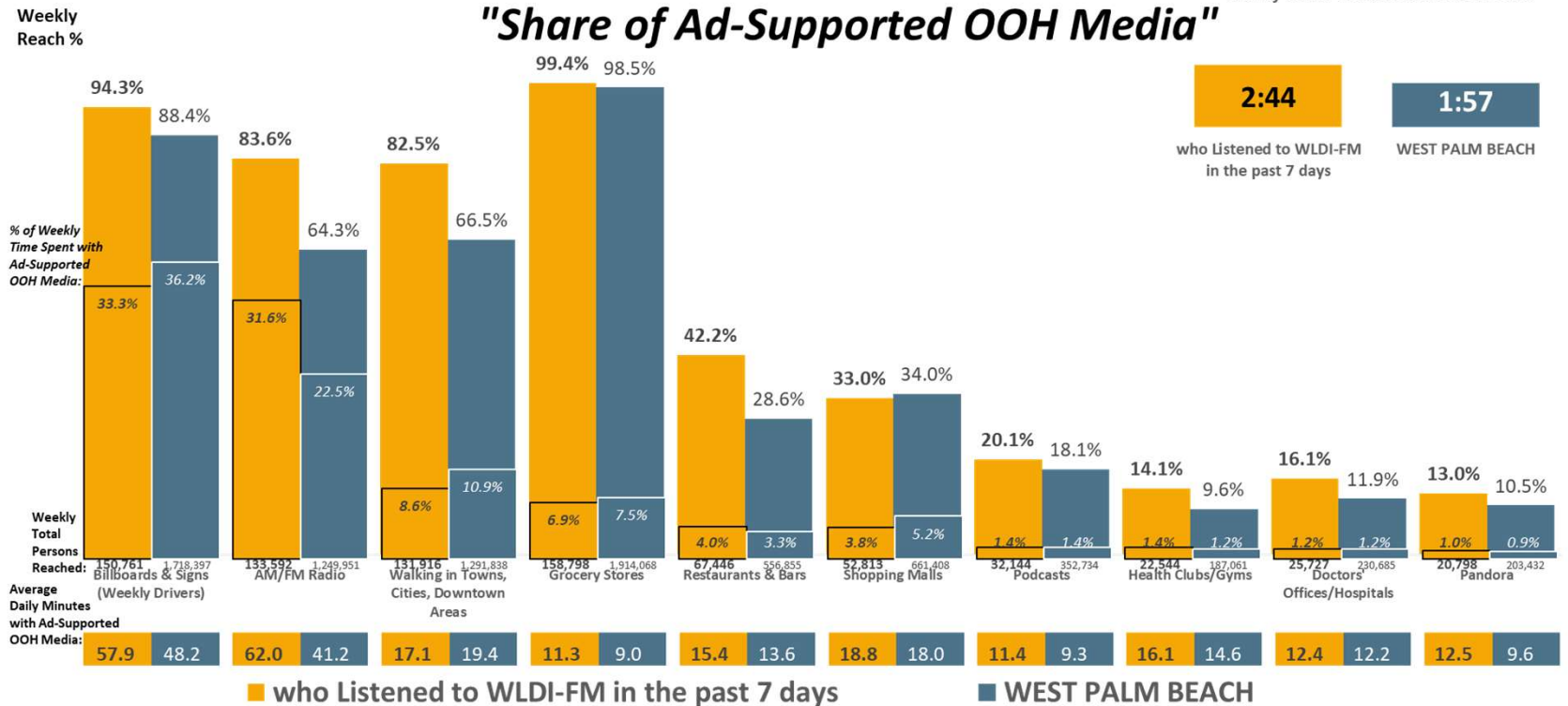
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM)



150,761 or 94.3% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 57.9 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



2:44
who Listened to WLDI-FM in the past 7 days

1:57
WEST PALM BEACH

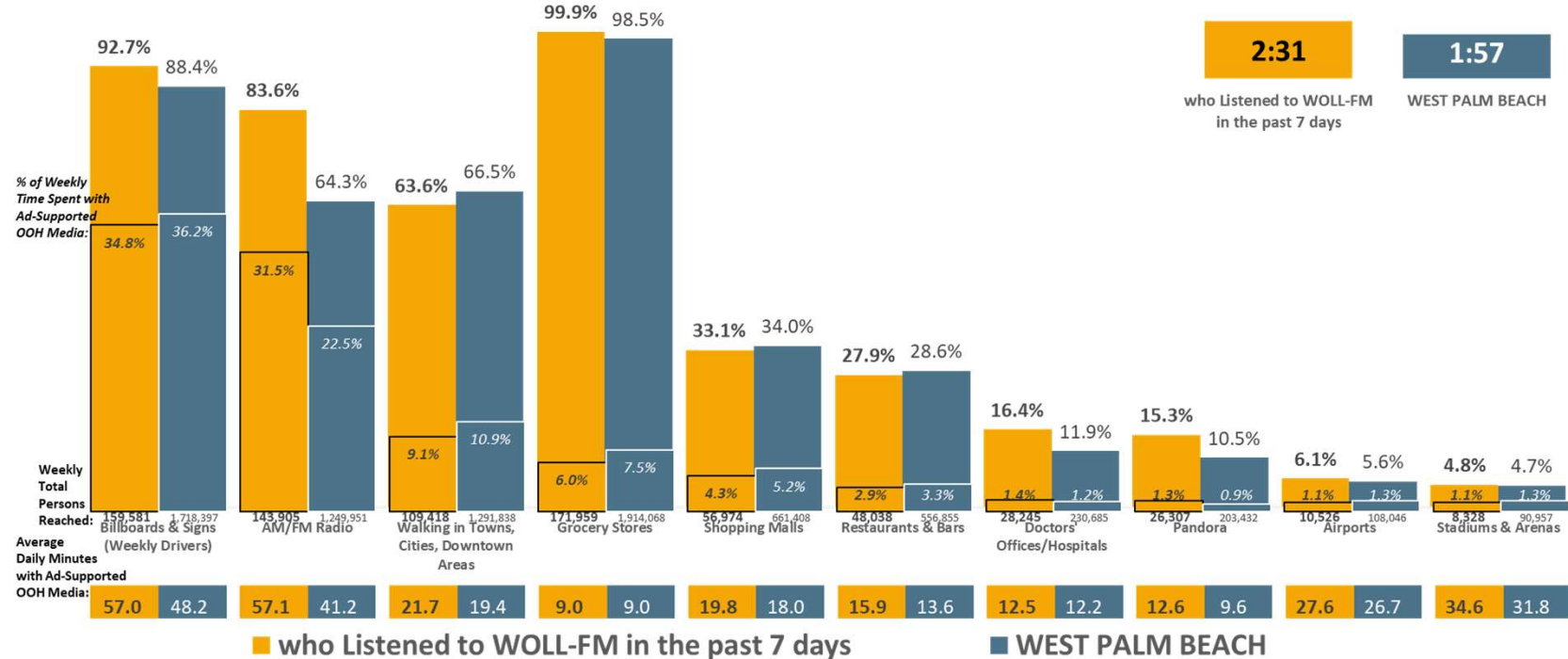


159,581 or 92.7% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 57. minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 198 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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(Radio Stations: WOLL-FM)

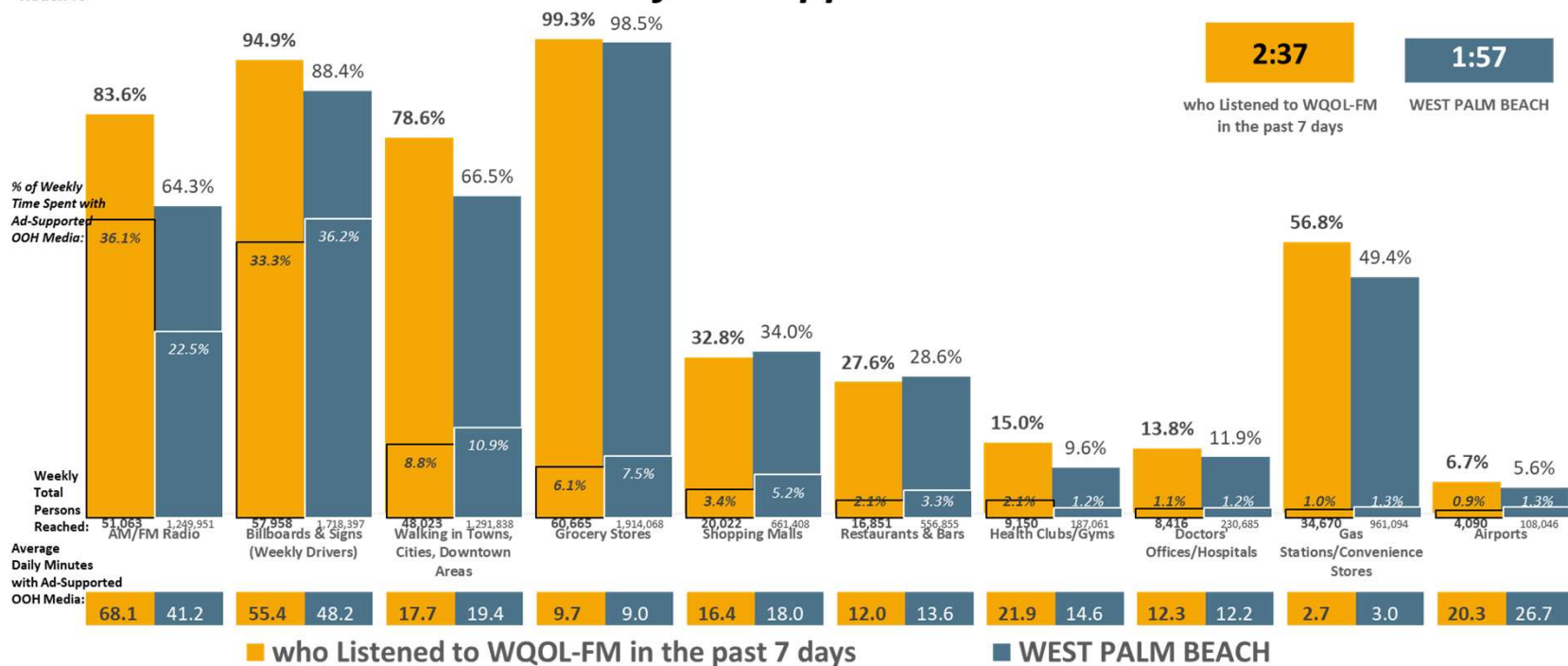


57,958 or 94.9% of Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 133 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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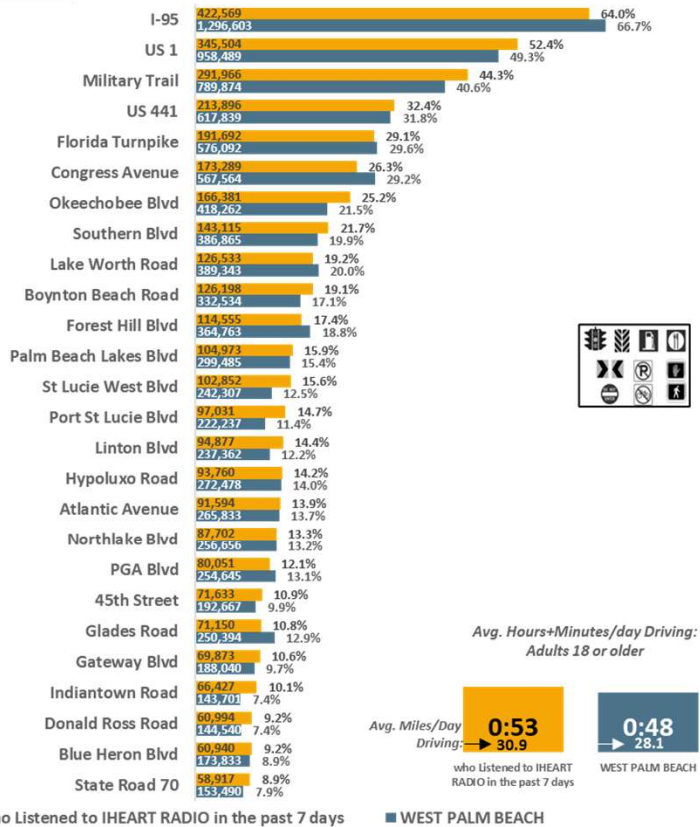
soefa.ai Share of Everything
for Anything

(Radio Stations: WQOL-FM)

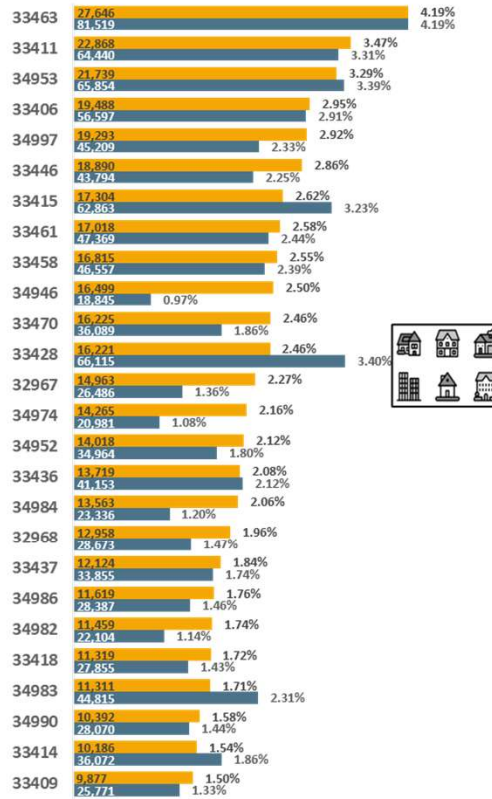


608,878 or 92.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 28.6% more likely to use Port St Lucie Blvd than the Metro average.

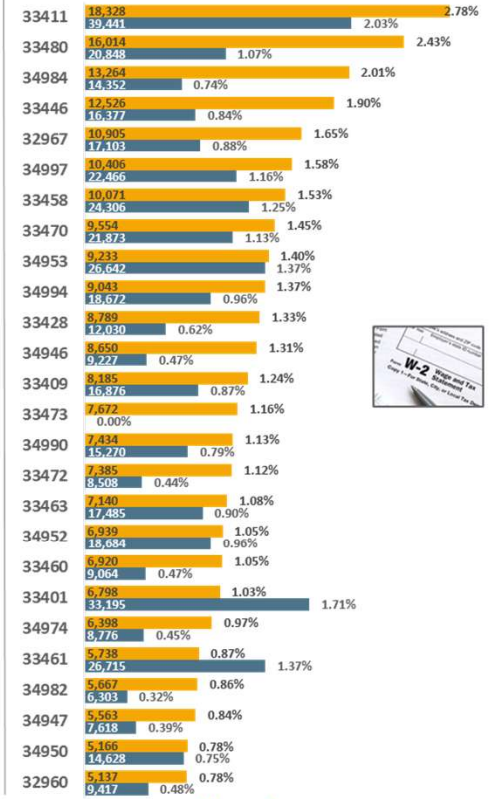
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



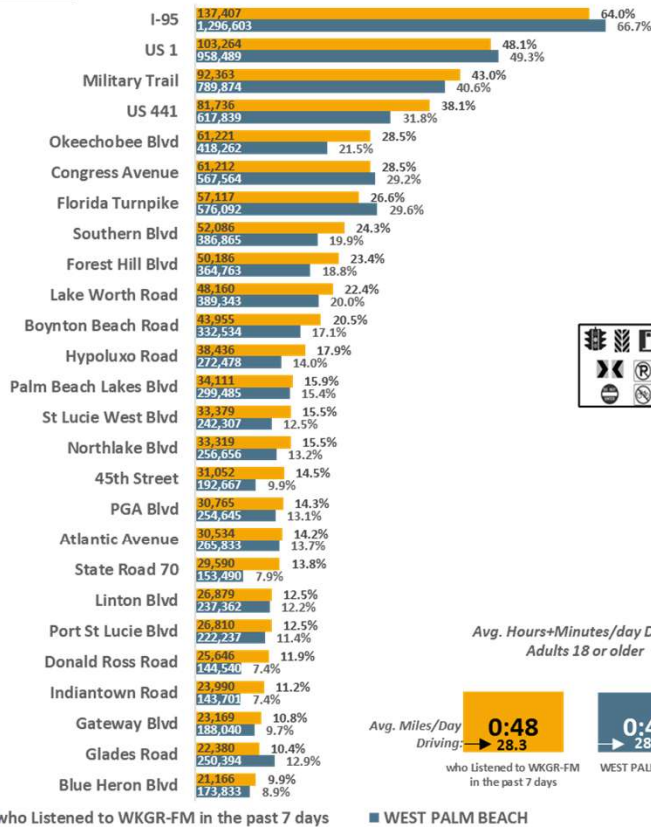
Top-26 Employment Zip Codes: Adults 18 or older





198,897 or 92.6% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 48.6 minutes per day driving an average of 28.3 miles each day and are 74.5% more likely to use State Road 70 than the Metro average.

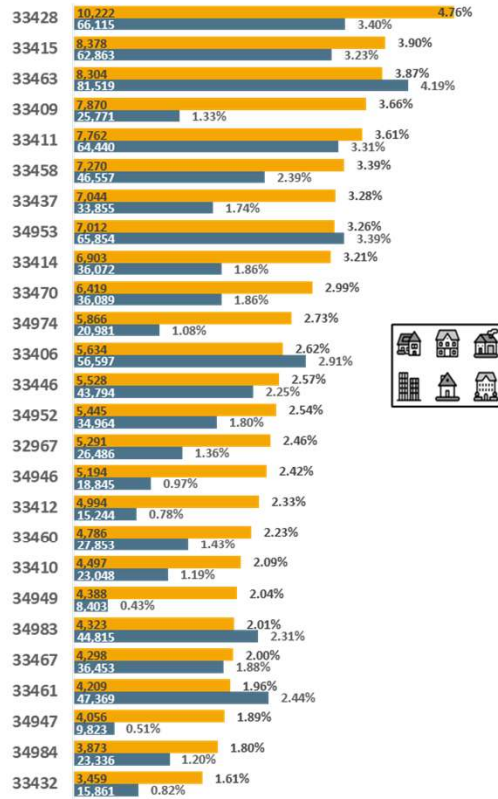
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



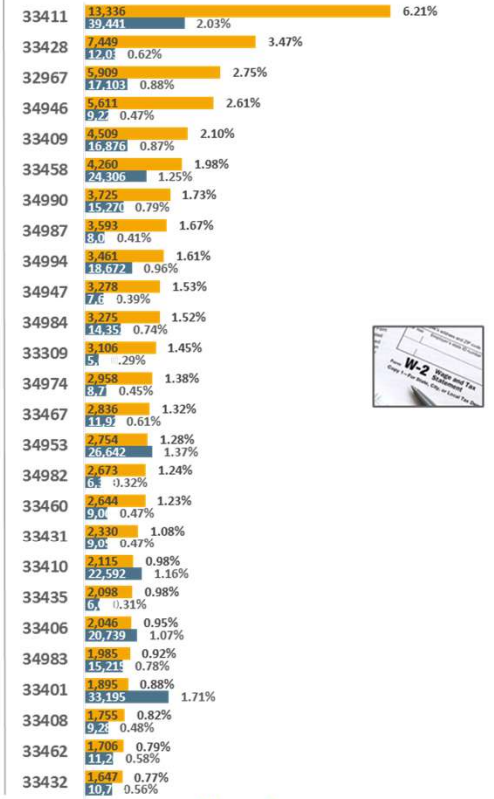
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



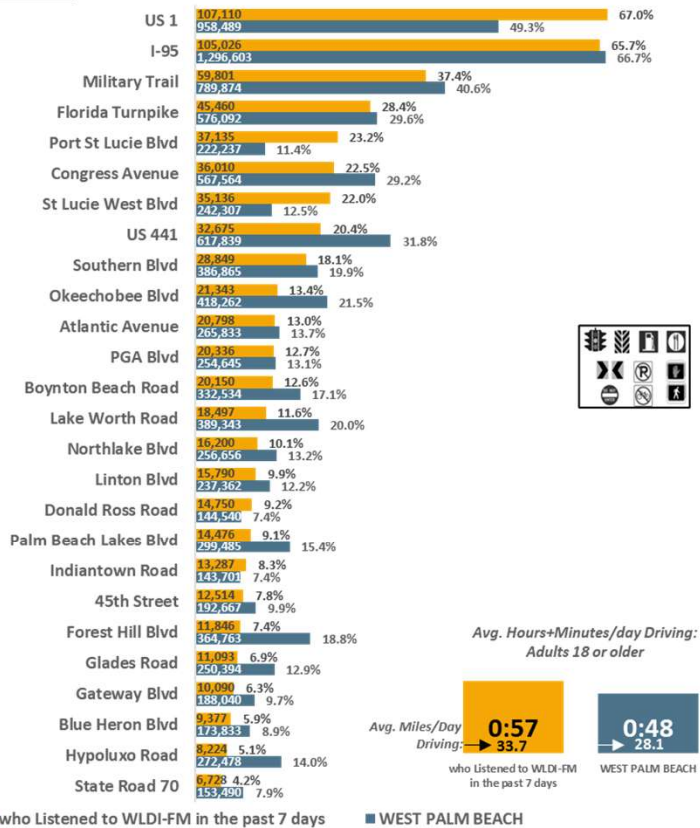
Top-26 Employment Zip Codes: Adults 18 or older



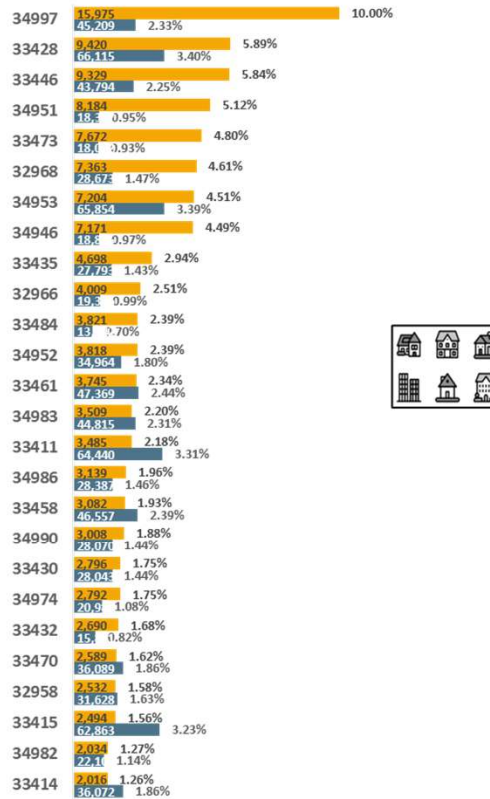


150,761 or 94.3% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 103.3% more likely to use Port St Lucie Blvd than the Metro average.

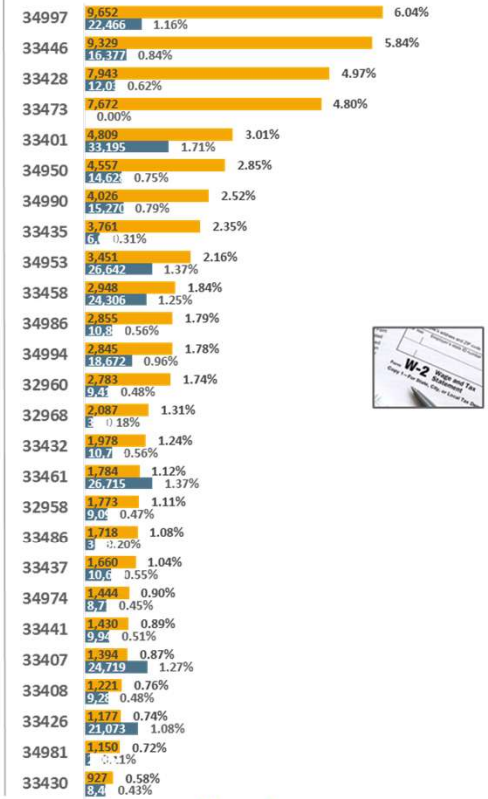
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



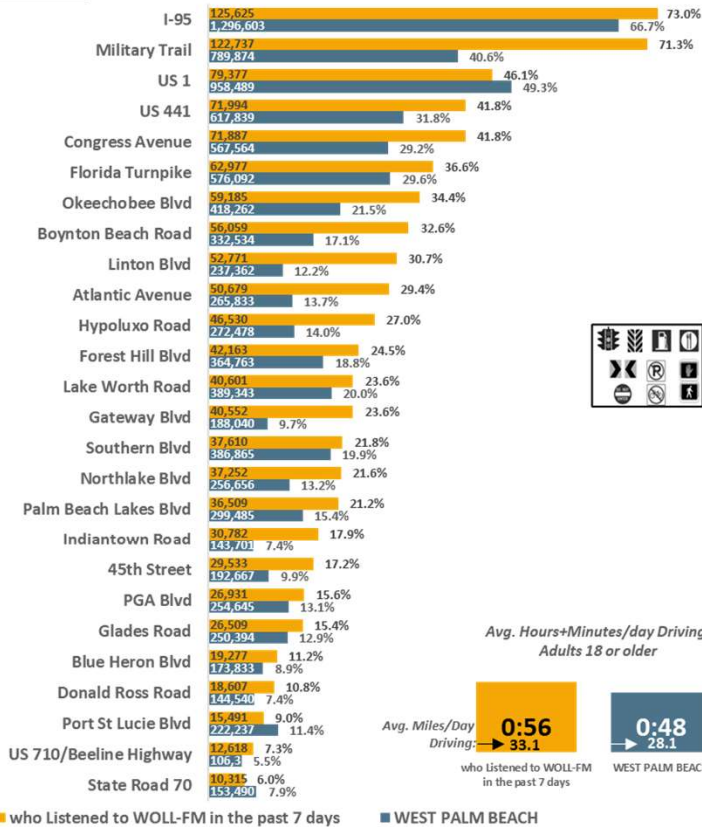
Top-26 Employment Zip Codes: Adults 18 or older



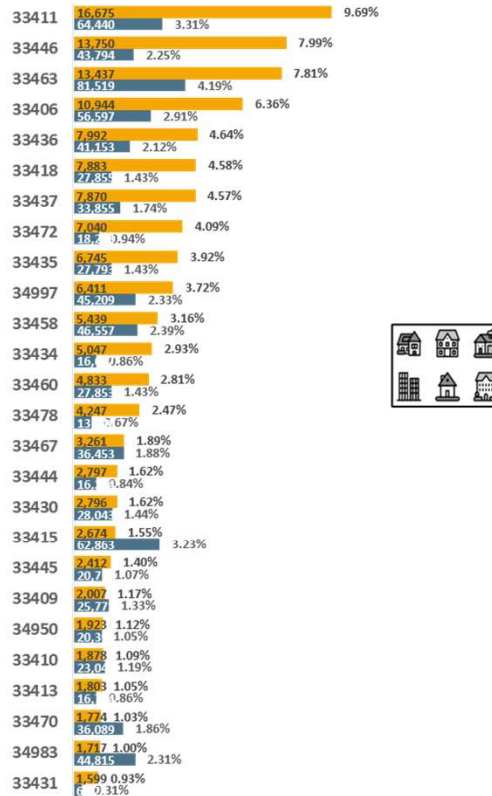


159,581 or 92.7% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 57. minutes per day driving an average of 33.1 miles each day and are 151.1% more likely to use Linton Blvd than the Metro average.

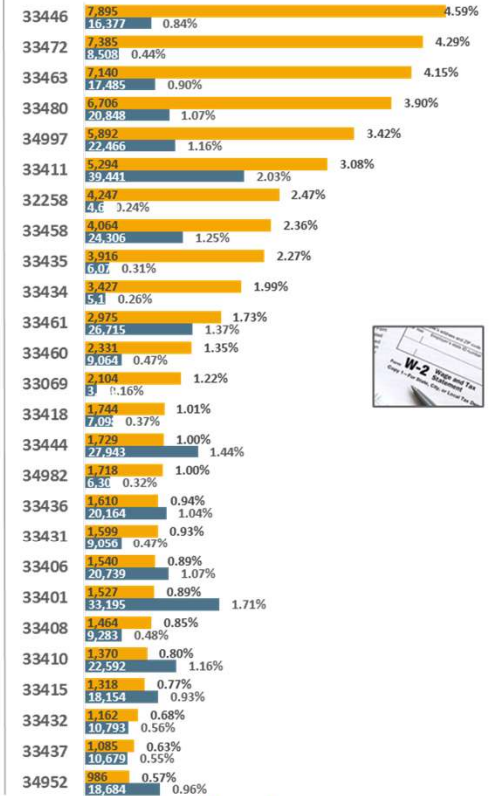
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



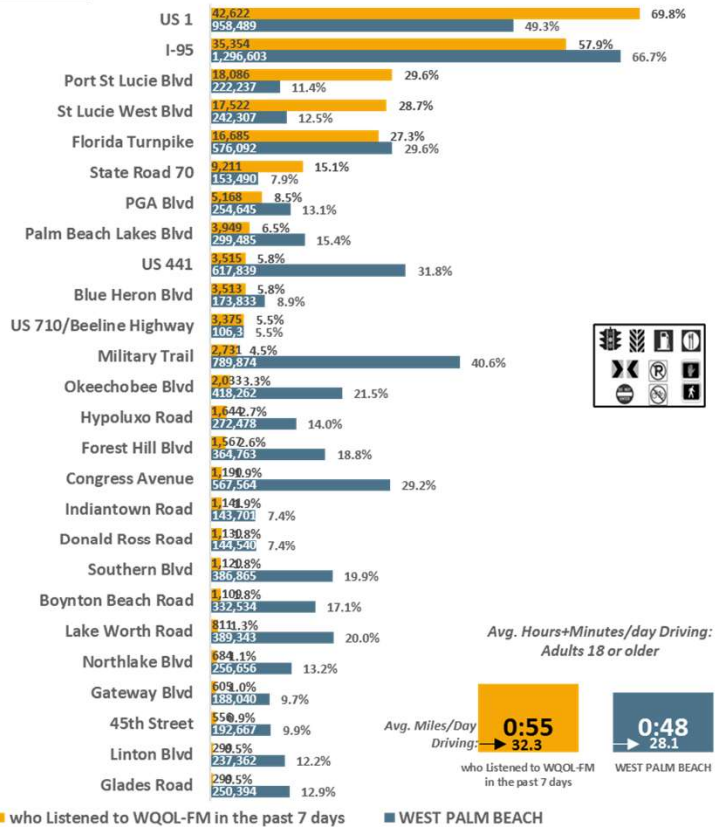
Top-26 Employment Zip Codes: Adults 18 or older



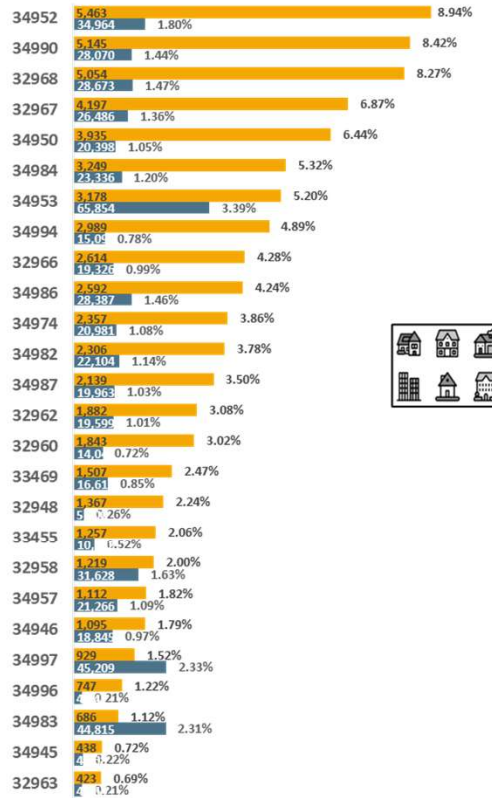


57,958 or 94.9% of Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 55.4 minutes per day driving an average of 32.3 miles each day and are 159.% more likely to use Port St Lucie Blvd than the Metro average.

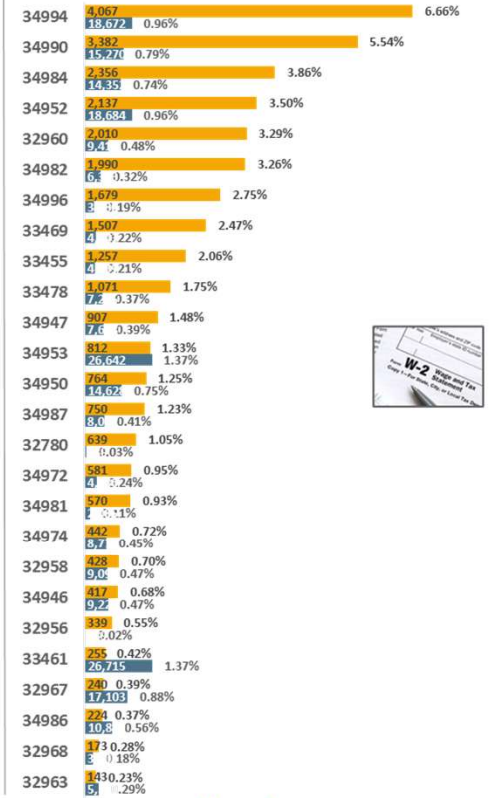
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



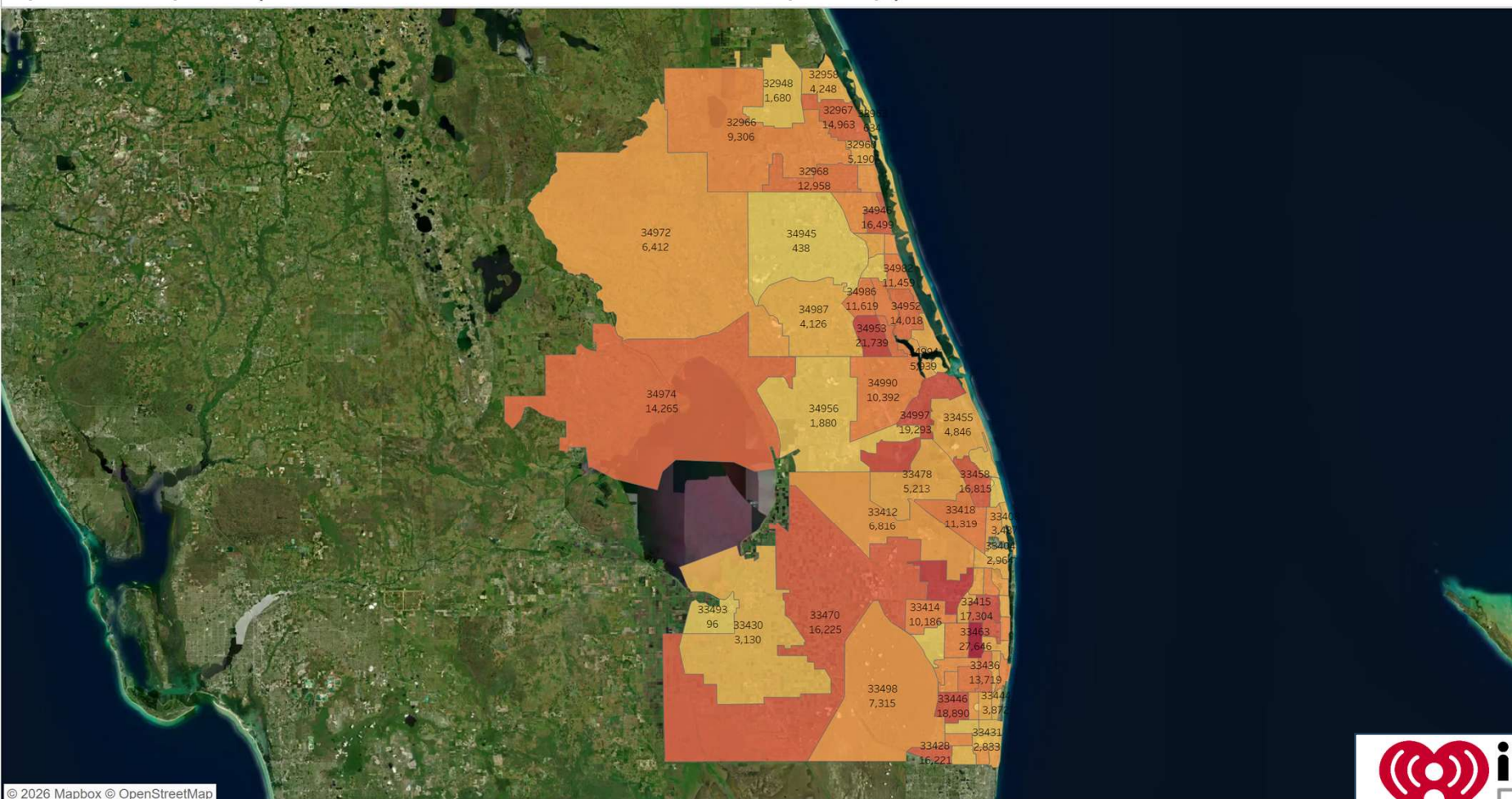
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...

96 27,646

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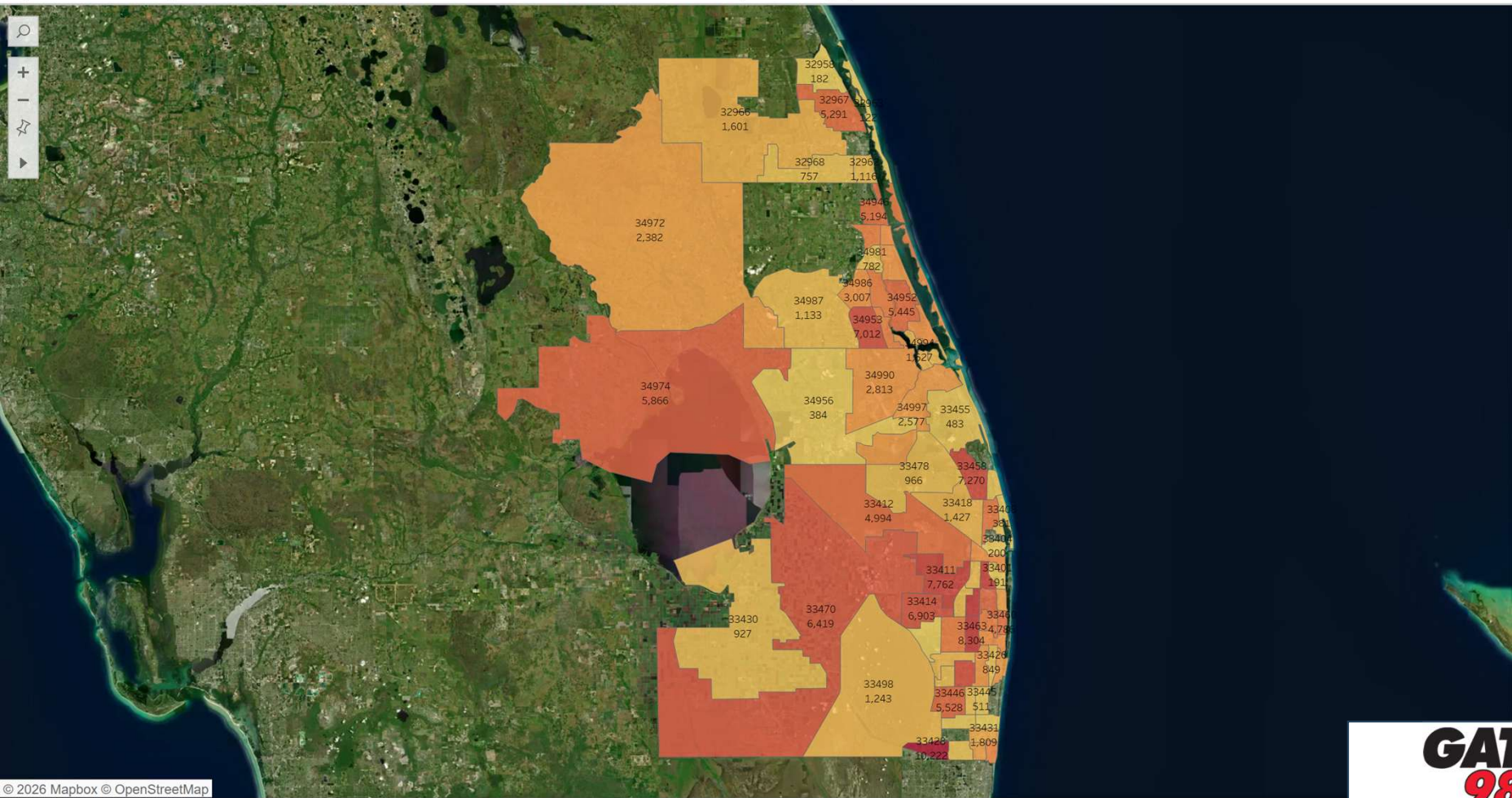


WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 939
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Top Residential Zip Codes: (Adults 18 or older who Listened to WKGR-FM in the past 7 days)



SUM(Adults 18 or older...

93 10,222

GATER
98.7_{fm}

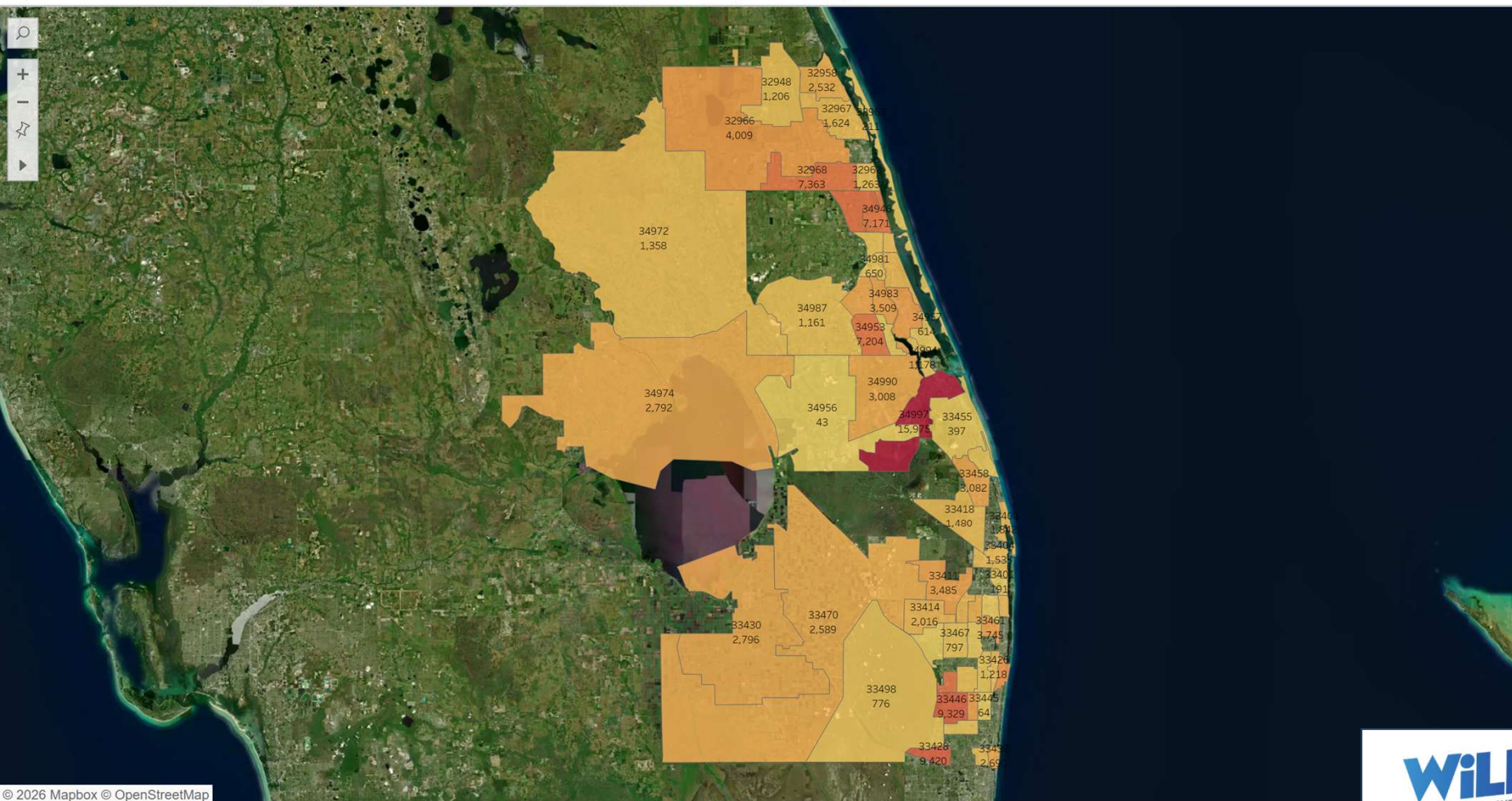
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(Radio Stations: WKGR-FM)

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



SUM(Adults 18 or older...
11 15,975

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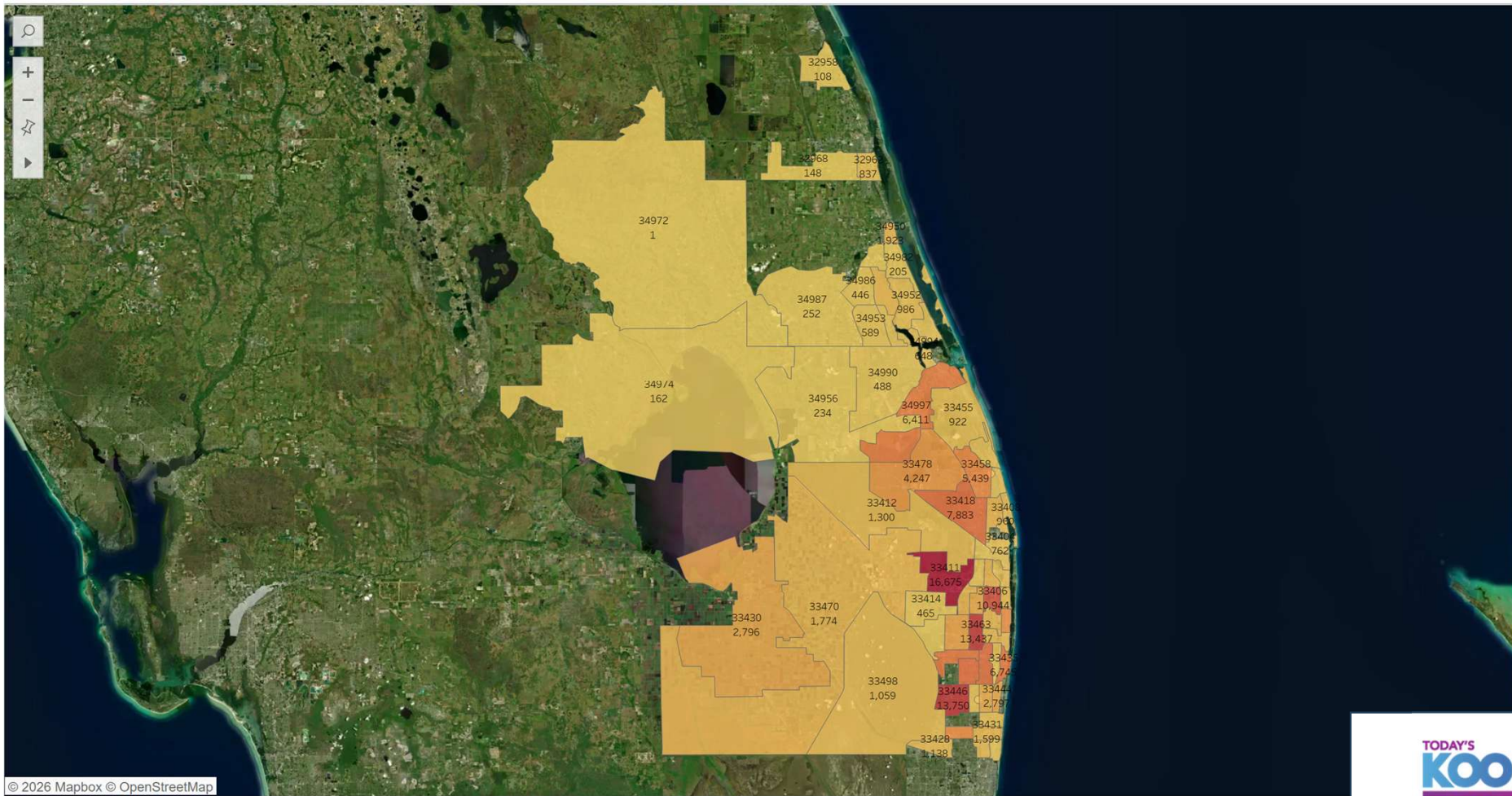
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WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 216

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(Radio Stations: WLDI-FM)

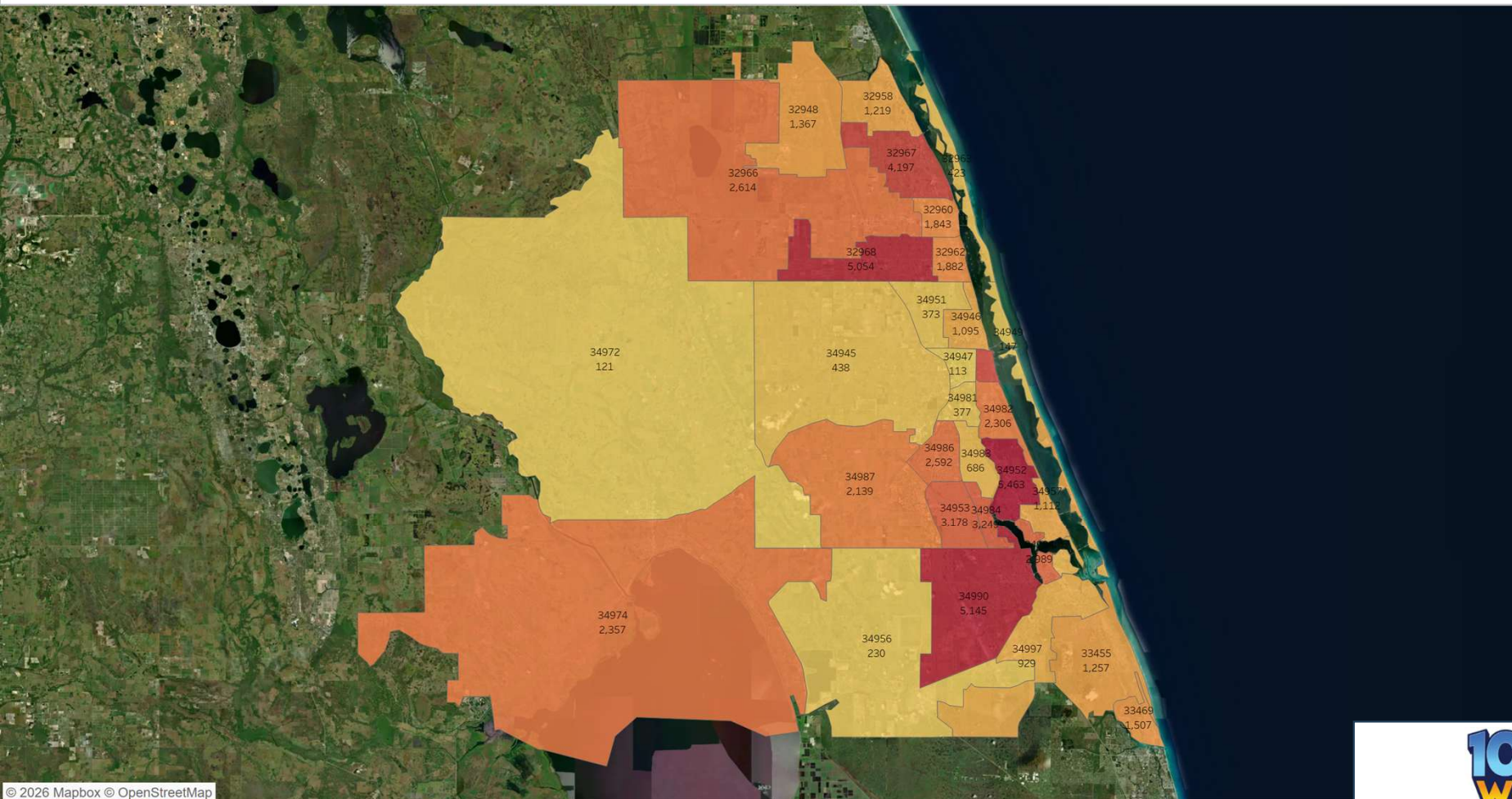
Top Residential Zip Codes: (Adults 18 or older who Listened to WOLL-FM in the past 7 days)



SUM(Adults 18 or older...



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



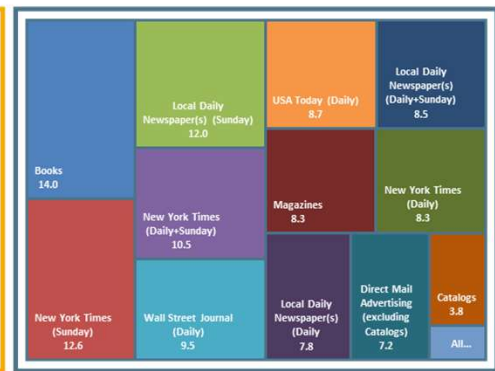
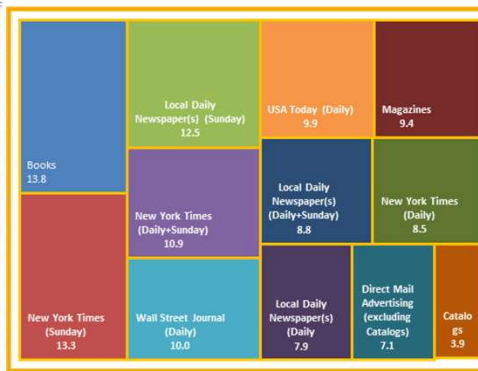
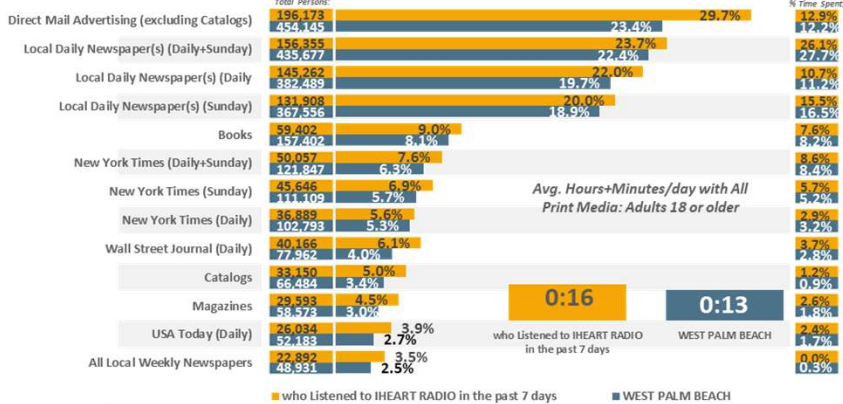
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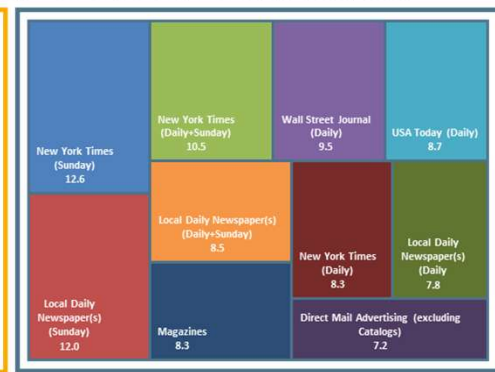
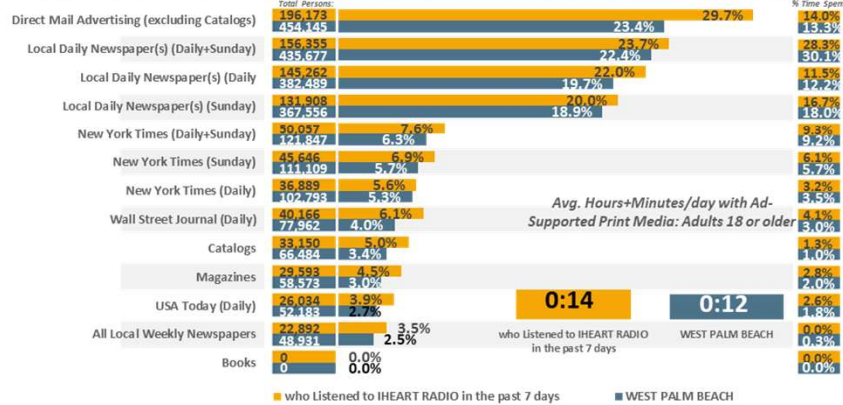


156,355 or 23.7% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

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 R1 2026: Jan25-Jan26 Qual Intab 939
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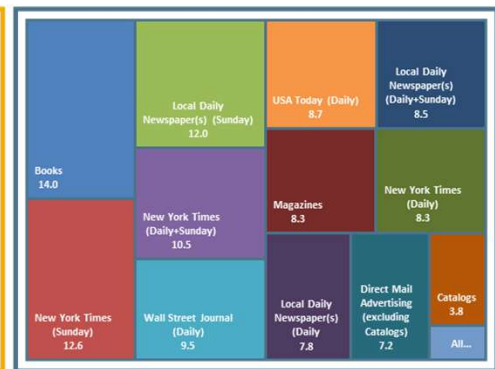
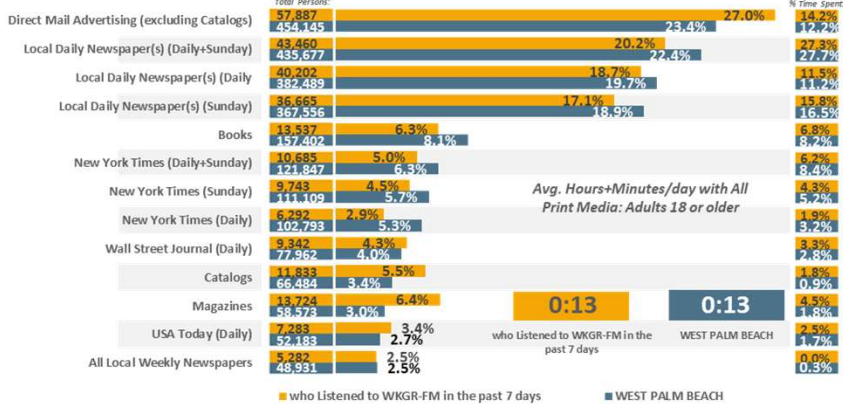
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVV-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

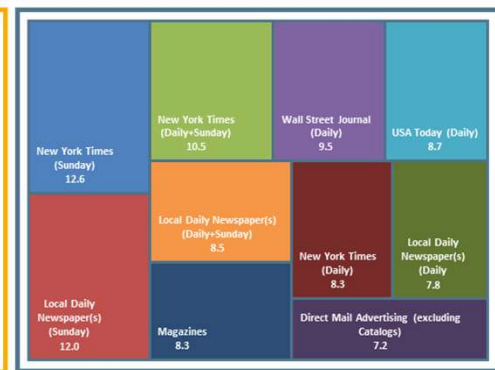
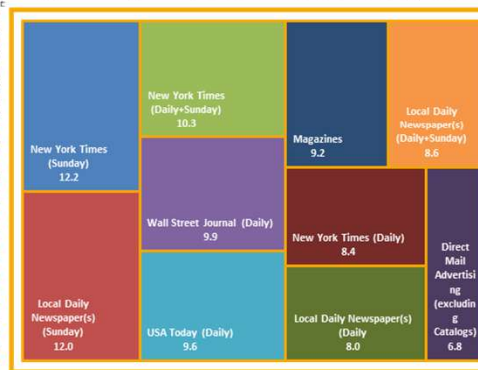
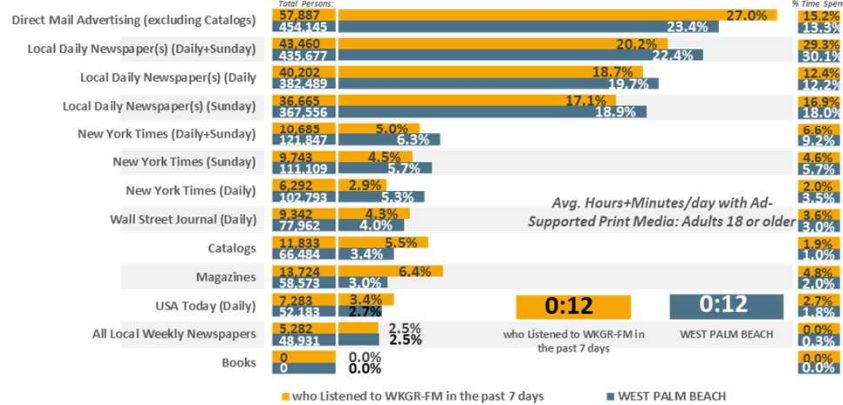


43,460 or 20.2% of Adults 18 or older who Listened to WKGR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

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 R1 2026: Jan25-Jan26 Qual Intab 320
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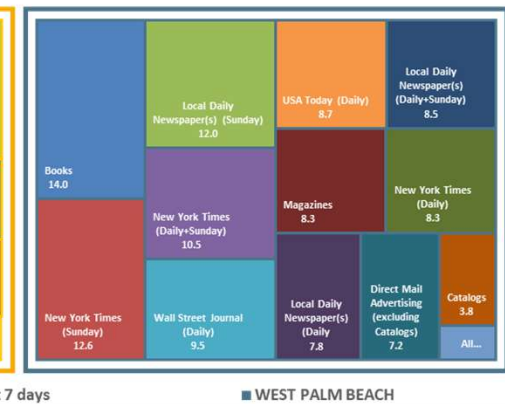
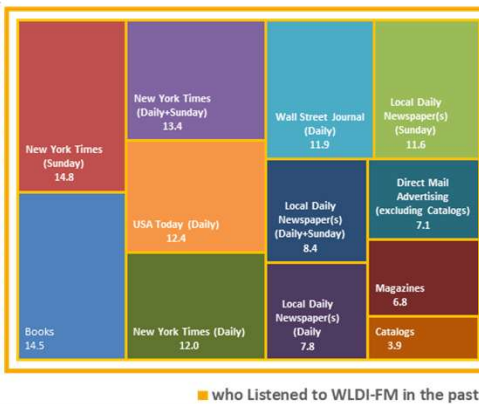
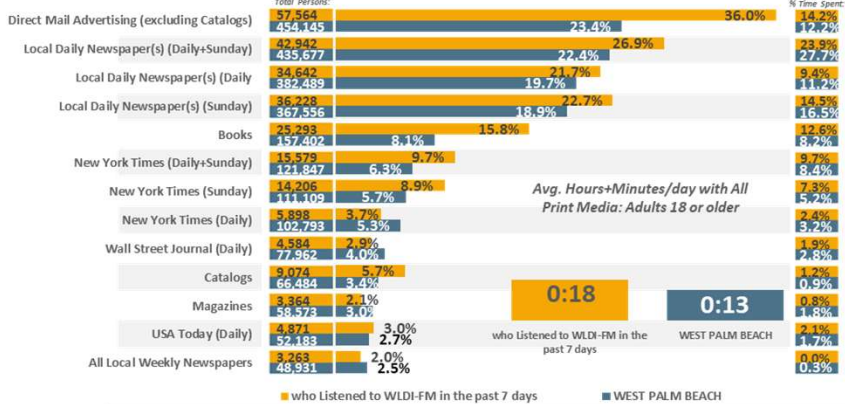
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(Radio Stations: WKGR-FM)

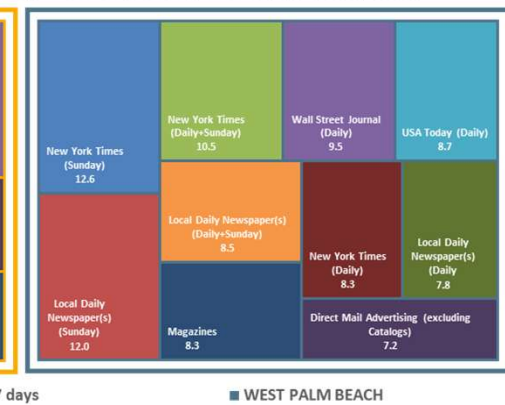
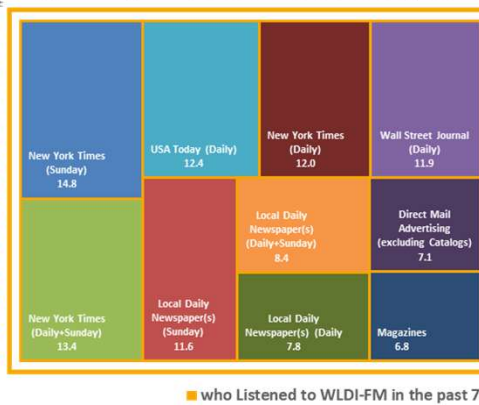
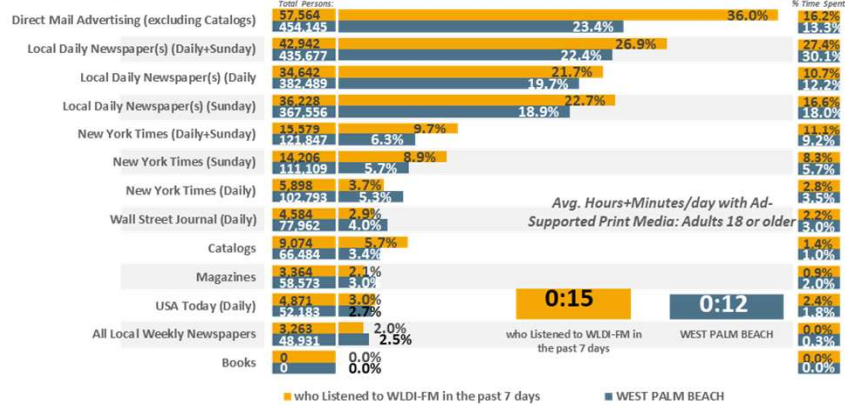


42,942 or 26.9% of Adults 18 or older who Listened to WLDI-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

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**



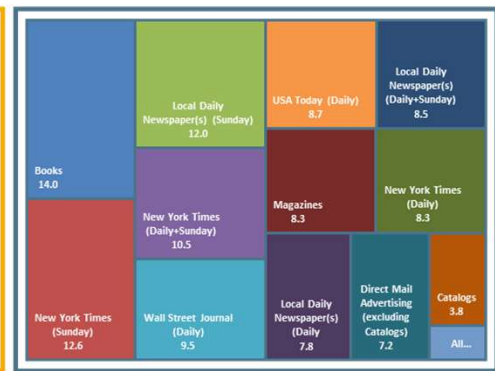
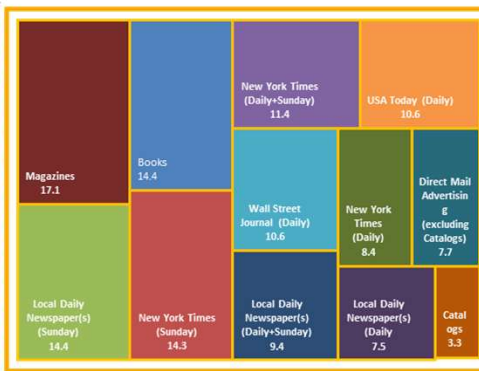
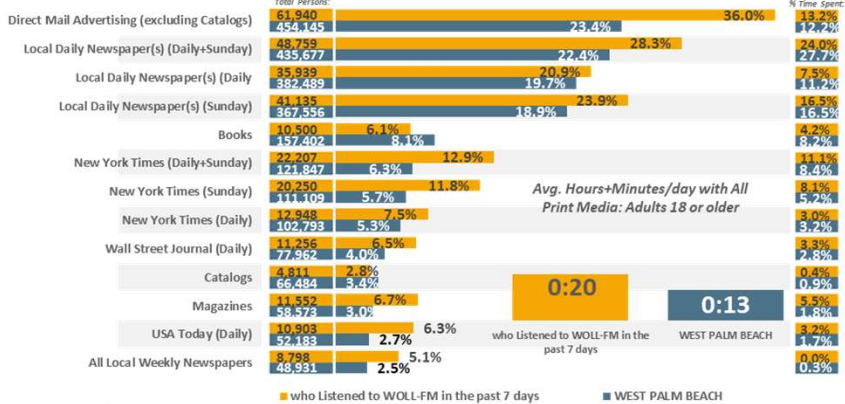
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



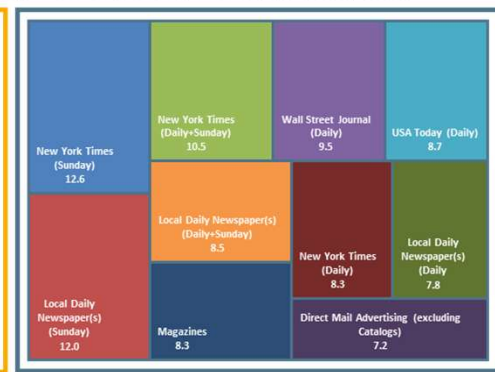
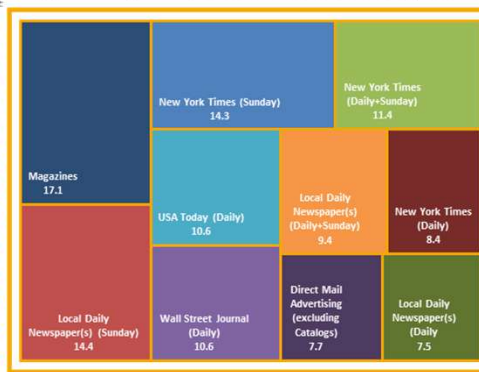
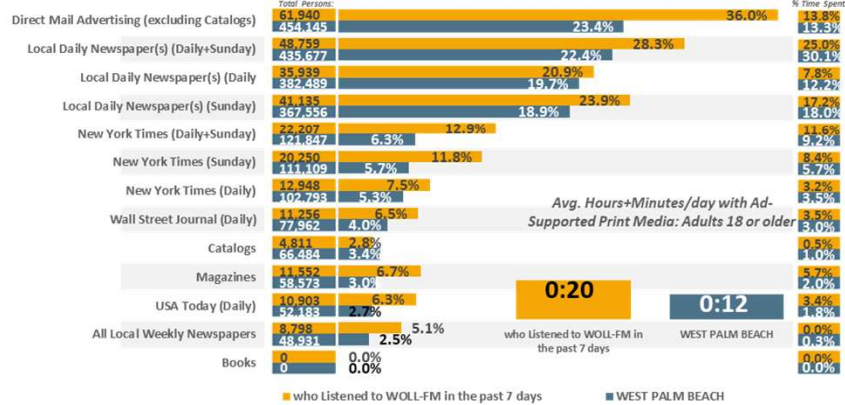


48,759 or 28.3% of Adults 18 or older who Listened to WOLL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 25.% of all time spent daily with All forms of Print Media.

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 R1 2026: Jan25-Jan26 Qual Intab 198
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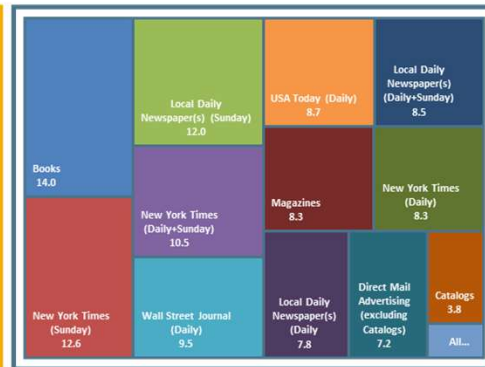
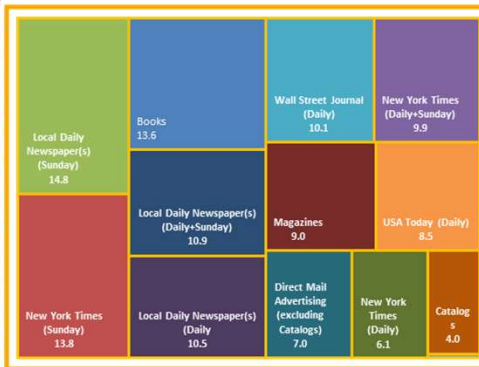
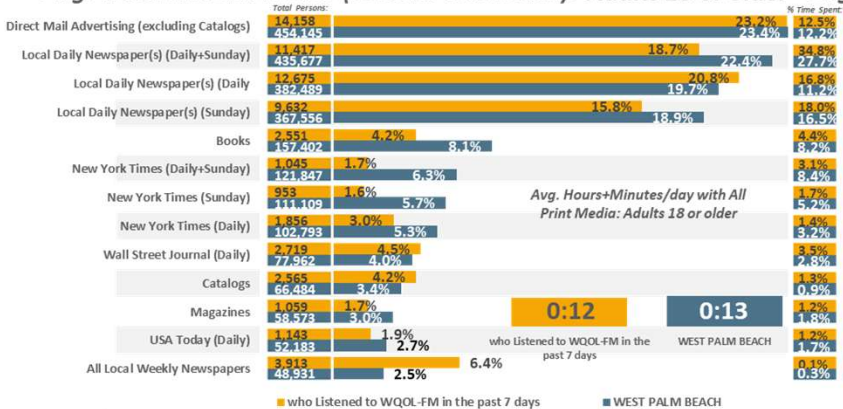
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(Radio Stations: WOLL-FM)

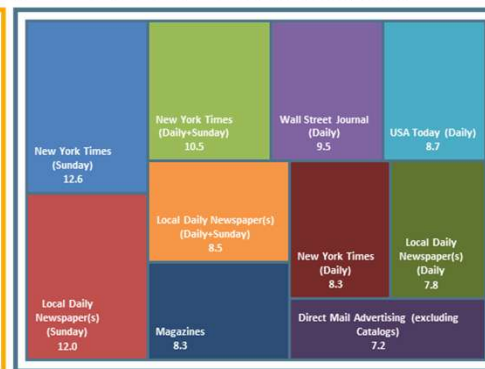
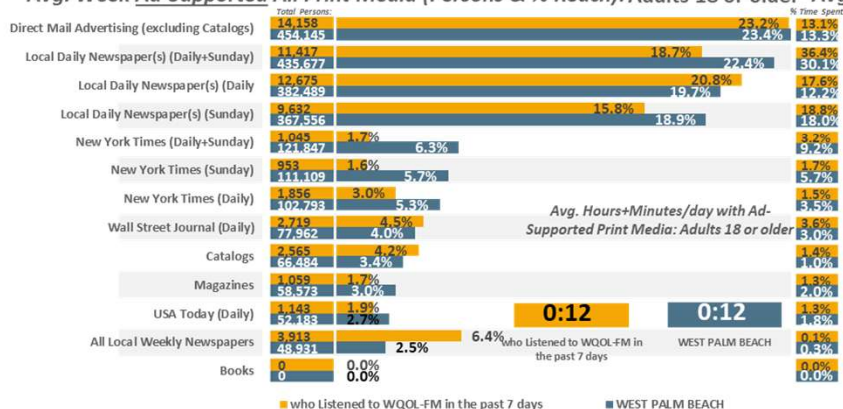


11,417 or 18.7% of Adults 18 or older who Listened to WQOL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 36.4% of all time spent daily with All forms of Print Media.

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**



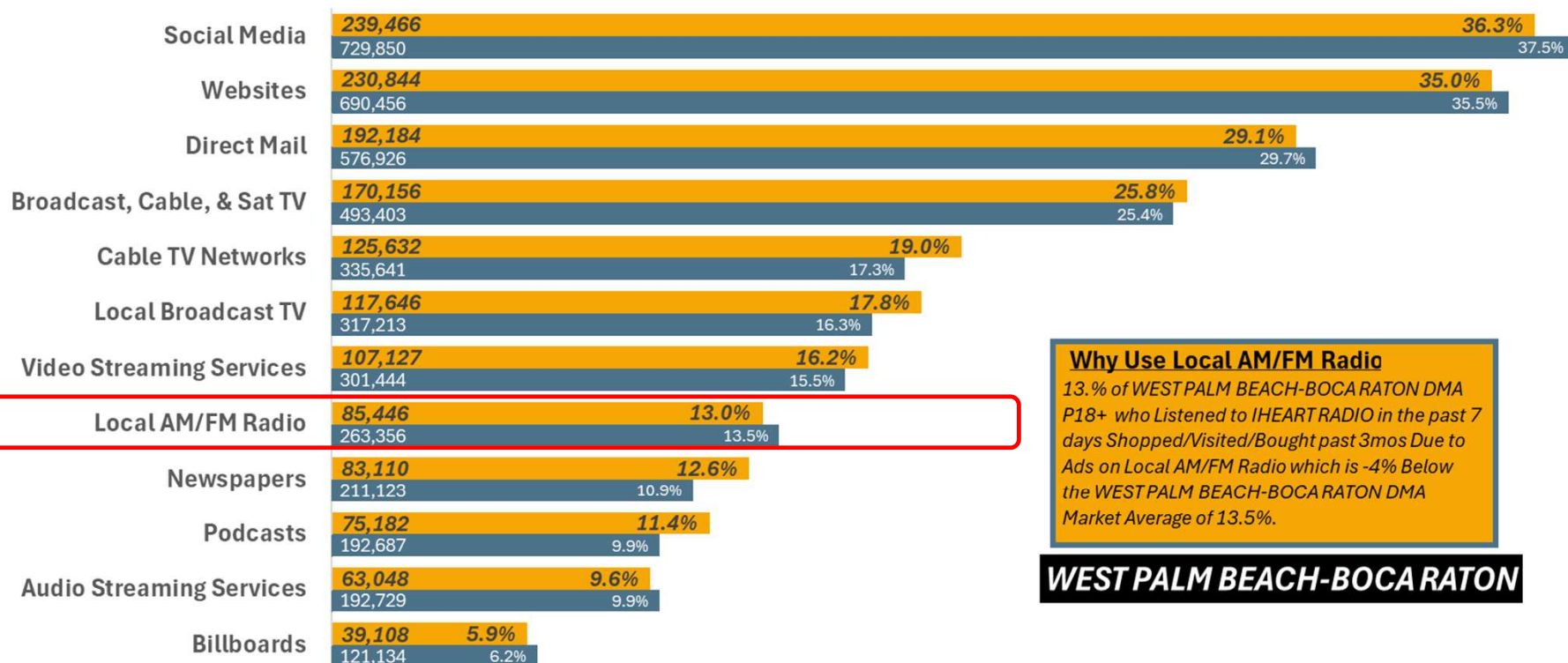
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"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

13.0% 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 -4% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 939

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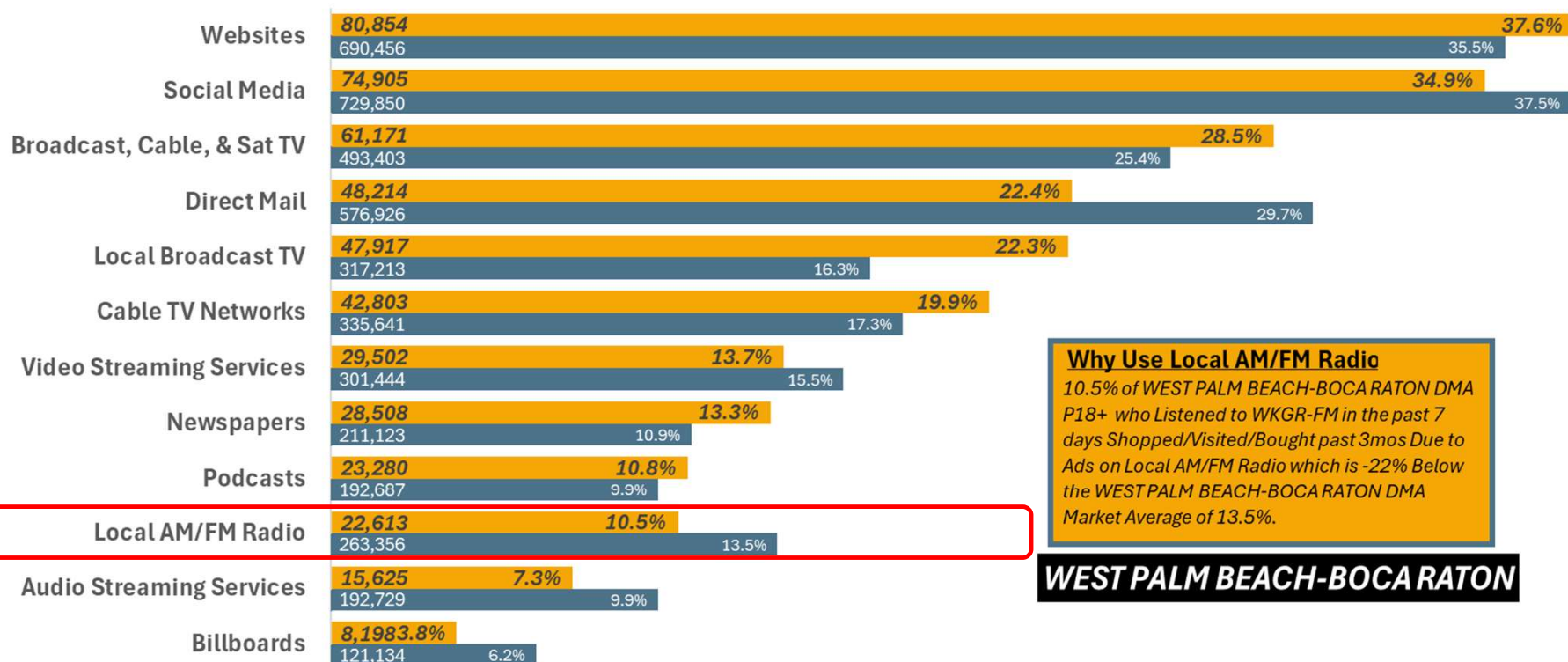
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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



"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

10.5% 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 -22% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 320
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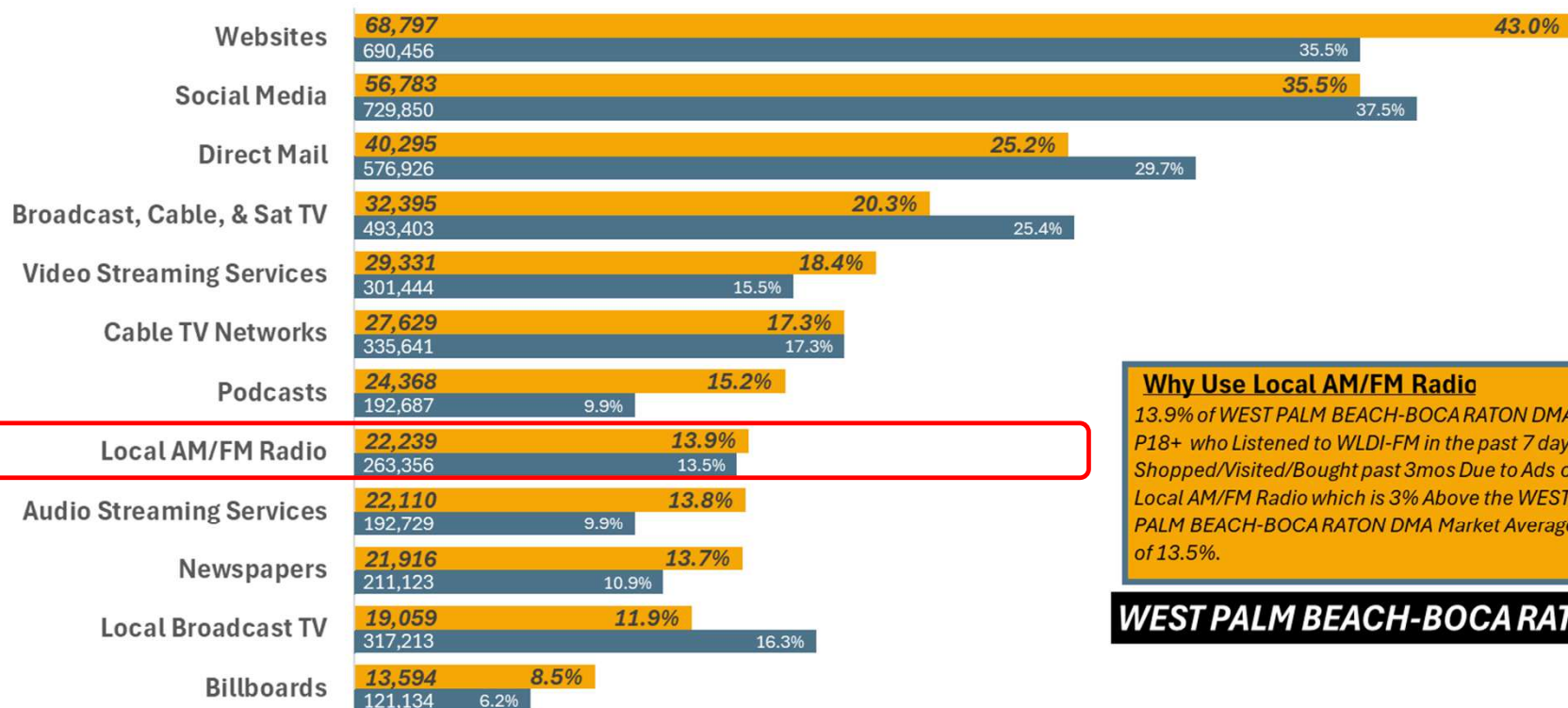
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(Radio Stations: WKGR-FM)



"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

13.9% 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 3% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 216

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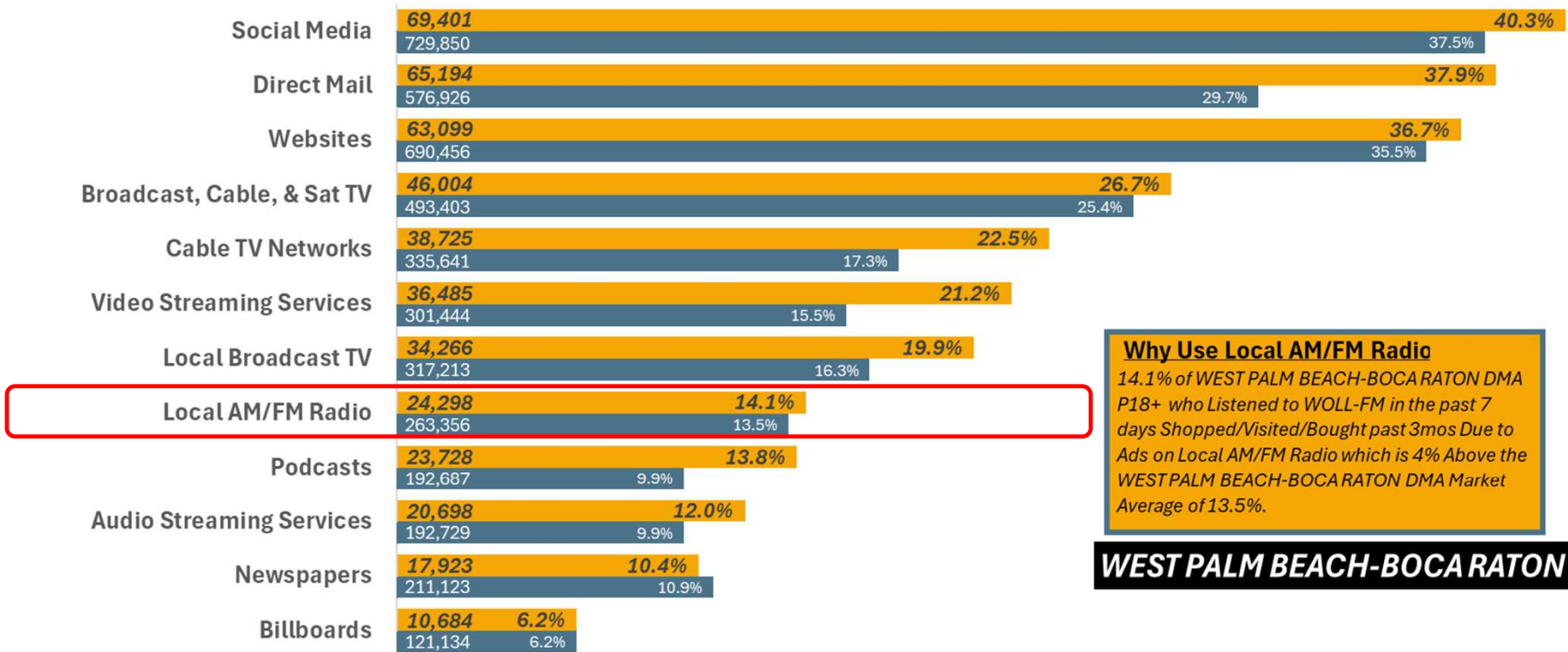
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(Radio Stations: WLDI-FM)



"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

14.1% 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 4% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 198

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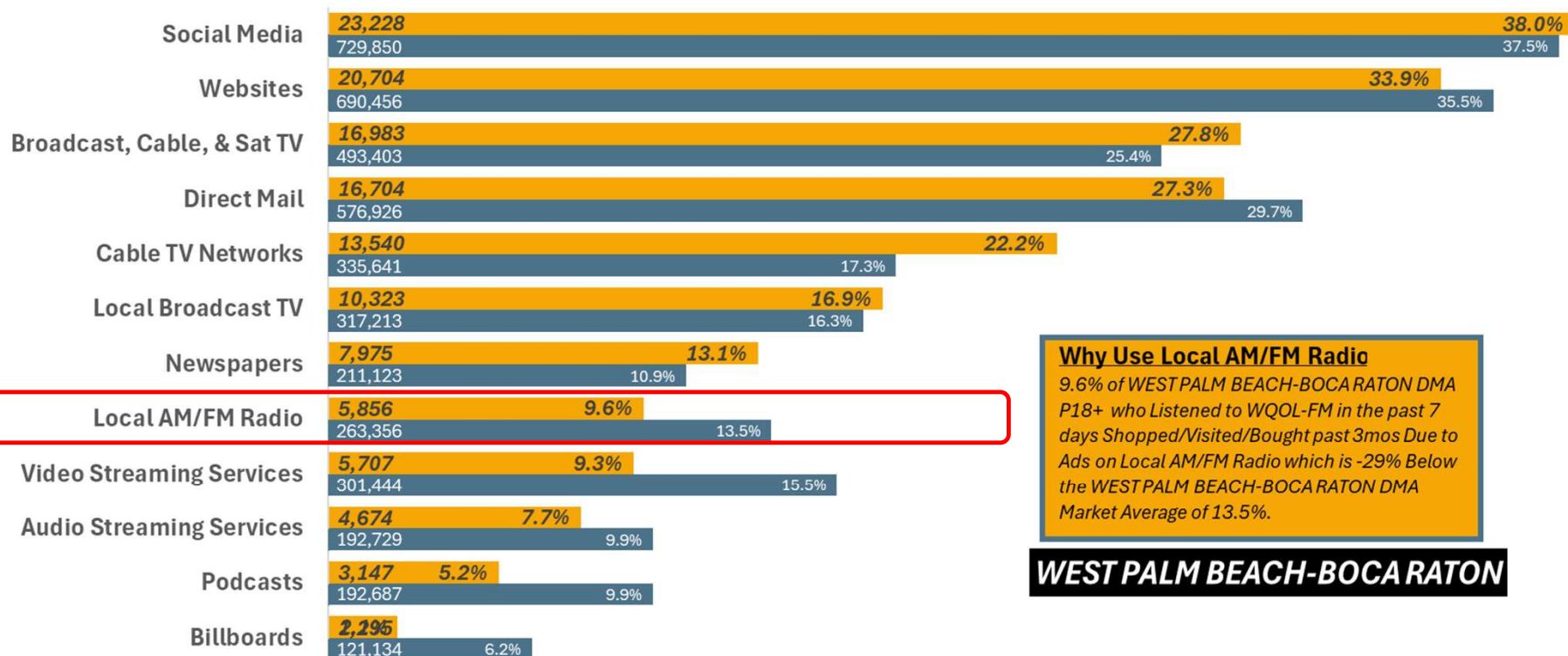
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(Radio Stations: WOLL-FM)



"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

9.6% 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 -29% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 133
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(Radio Stations: WQOL-FM)