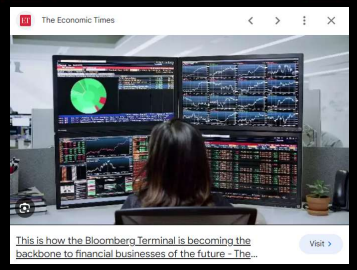
USA–5 Demos of the WEST PALM BEACH DMA vs. the USA...

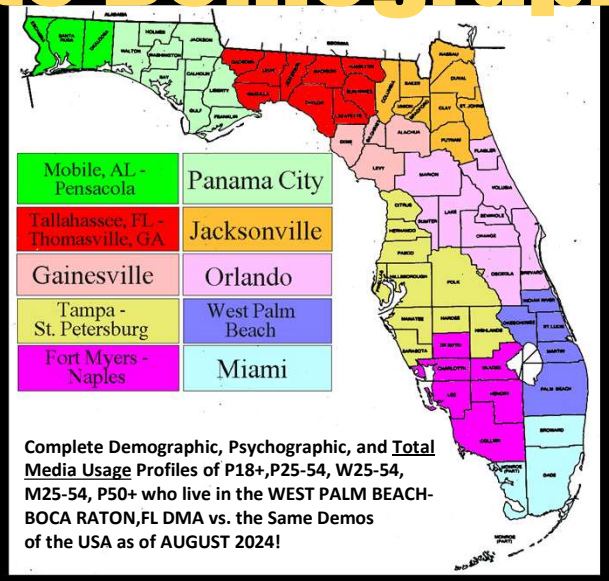
Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles









Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+,P25-54, W25-54, M25-54, P50+ who live in the WEST PALM BEACH-BOCA RATON,FL DMA vs. the Same Demos of the USA as of AUGUST 2024!



P18+, P25-54, W25-54, M25-54, P50+

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

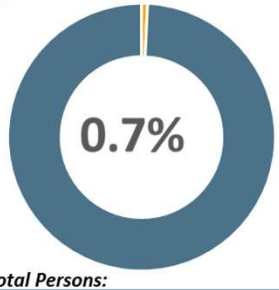
HUBBARD BROADCASTING INC. HB INC.



P18+

.7% or 1,878,995 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 53.6 years old (9.8% older than average) and have a $96,915 (8.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

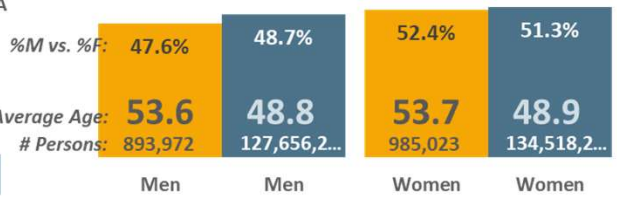


- who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA
- Remainder of USA DMAs

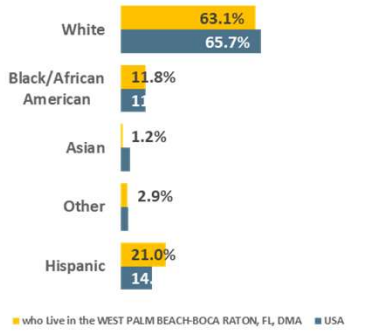
Total Persons:

1,878,995 | 260,295,505

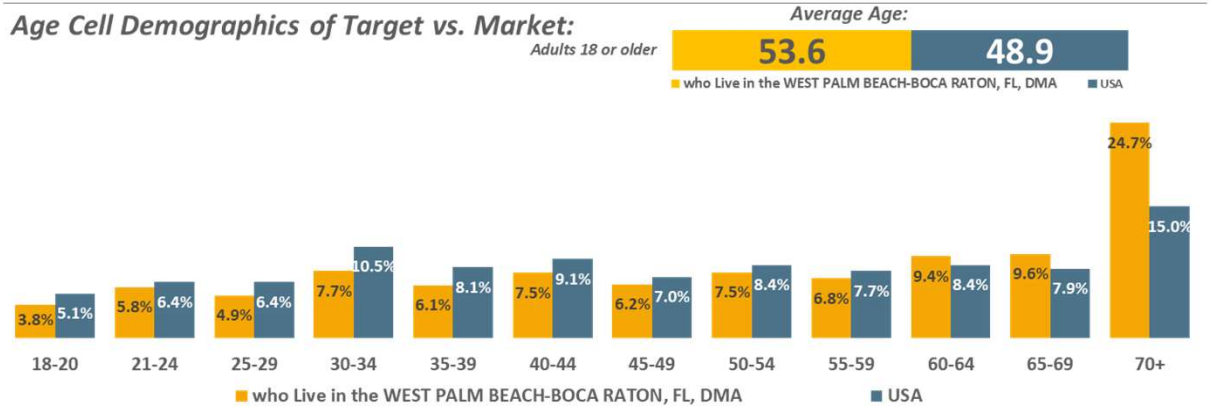
Gender of Target vs. Market: Adults 18 or older



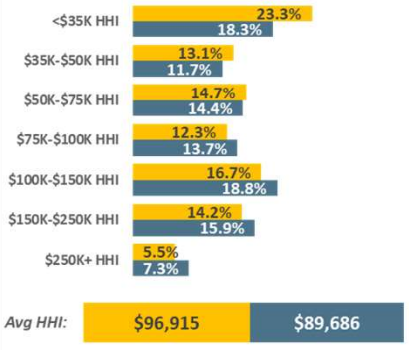
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *2,464*

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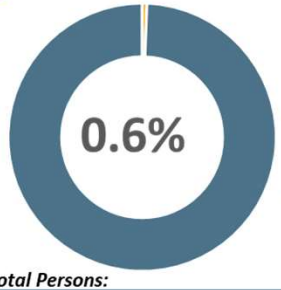
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



P25-54

.6% or 747,695 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.6 years old (1.5% older than average) and have a $106,264 (6.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54



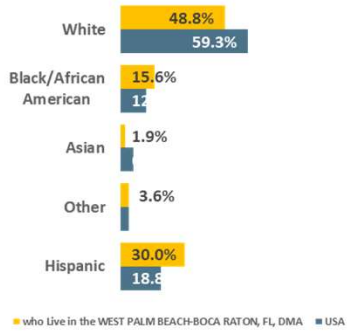
Total Persons:

747,695 | 128,917,926

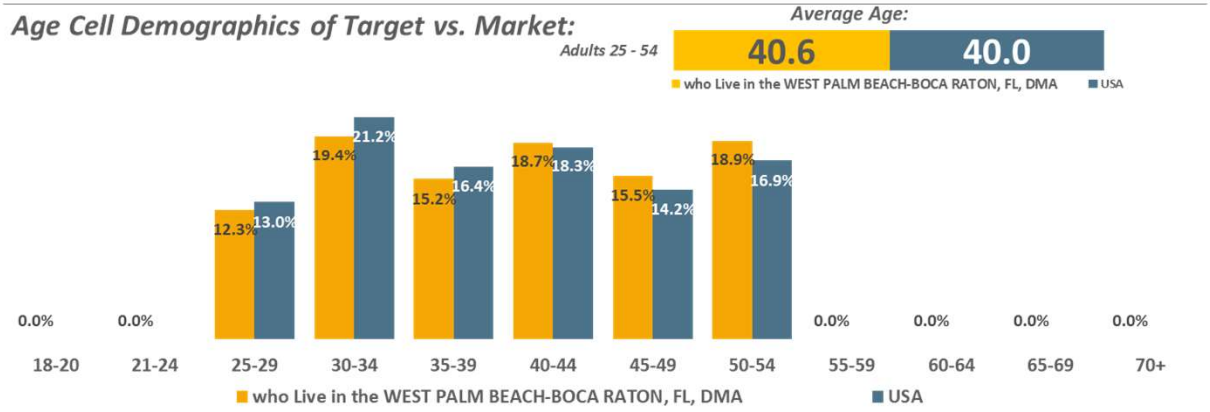
Gender of Target vs. Market: Adults 25 - 54

	Men	Men	Women	Women
%M vs. %F:	49.1%	50.1%	50.9%	49.9%
Average Age:	40.6	40.0	40.6	40.1
# Persons:	367,241	64,934,786	380,454	64,730,835

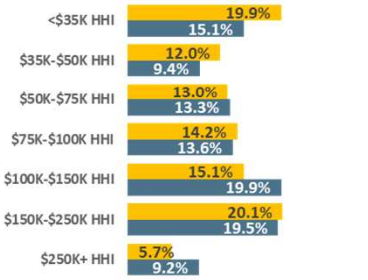
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$106,264	$99,687

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *2,464*

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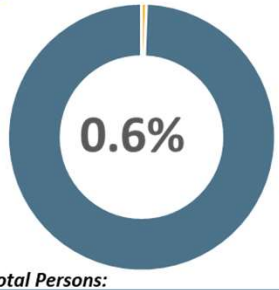
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



W25-54

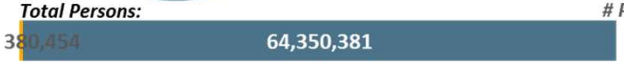
.6% or 380,454 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.6 years old (1.4% older than average) and have a $89,990 (.1% higher than average) annual household income.

Percent of Market: Women 25 - 54



- who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA
- Remainder of USA DMAs

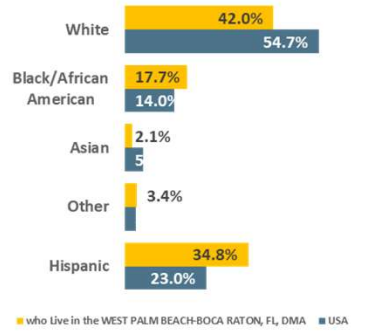
Total Persons:



Gender of Target vs. Market: Women 25 - 54

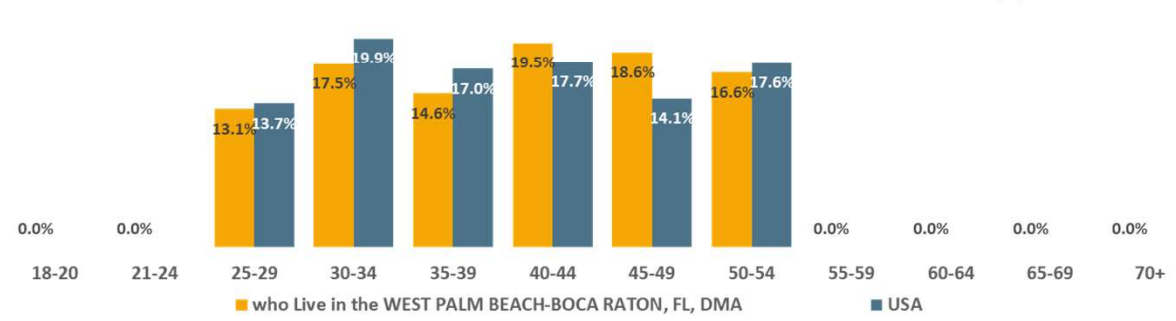
	Men	Men	Women	Women
%M vs. %F:	0.0%		100.0%	100.0%
Average Age:	0.0	0.0	40.6	40.1
# Persons:	0		380,454	64,730,835

Ethnicity of Target vs. Market:

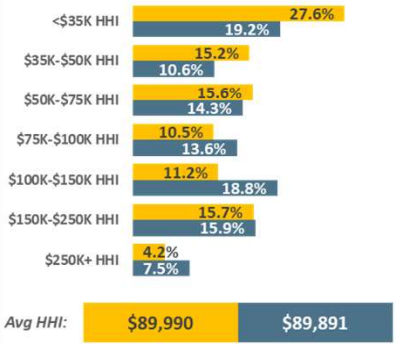


Age Cell Demographics of Target vs. Market:

Women 25 - 54	Average Age: 40.6	40.1



HHI of Target vs. Market:



Avg HHI:	$89,990	$89,891

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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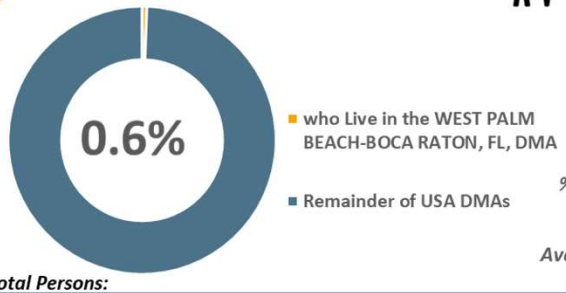
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



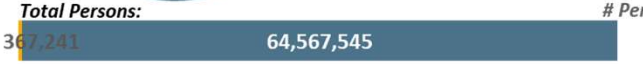
M25-54

.6% or 367,241 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.6 years old (1.6% older than average) and have a $123,124 (12.5% higher than average) annual household income.

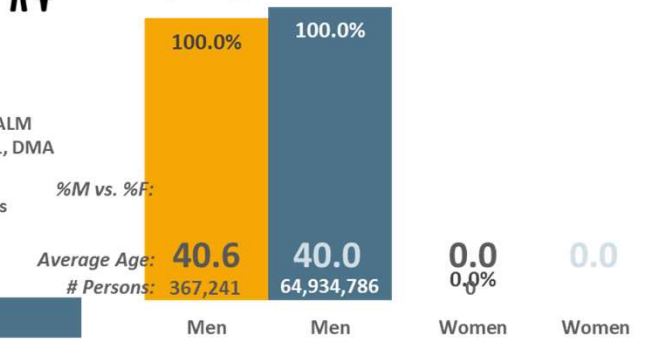
Percent of Market: Men 25 - 54



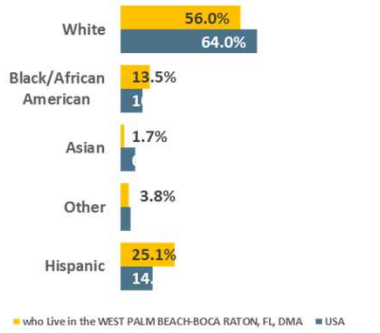
Total Persons:



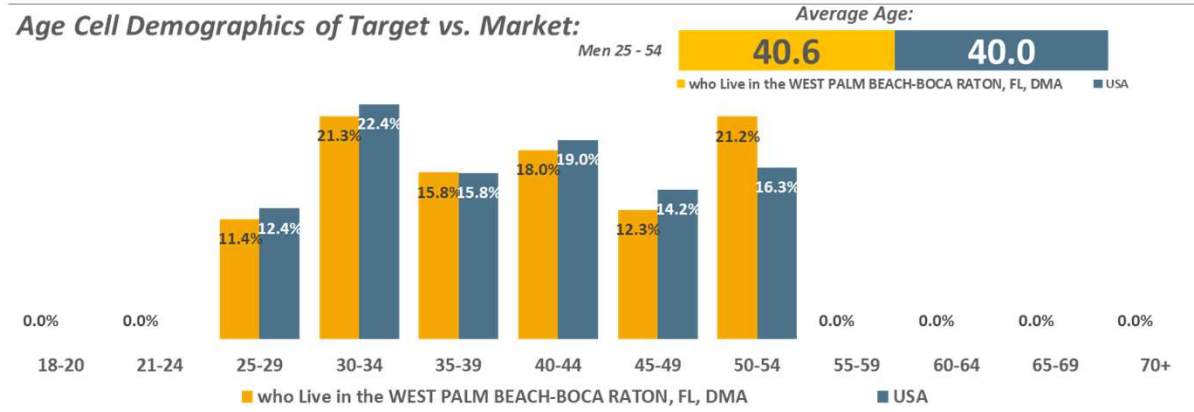
Gender of Target vs. Market: Men 25 - 54



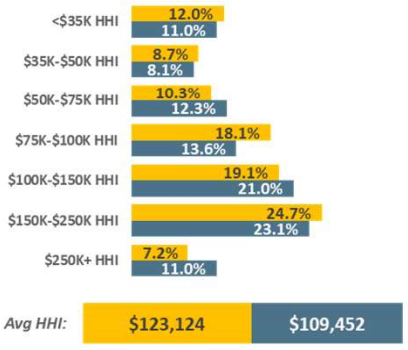
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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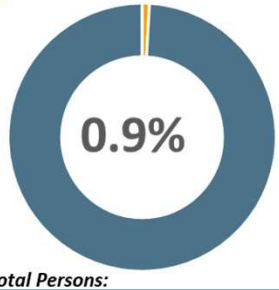
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



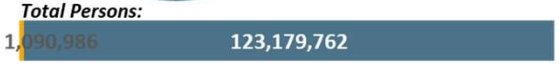
P50+

.9% or 1,090,986 of USA Adults 50 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 67.8 years old (3.5% older than average) and have a $97,951 (15.3% higher than average) annual household income.

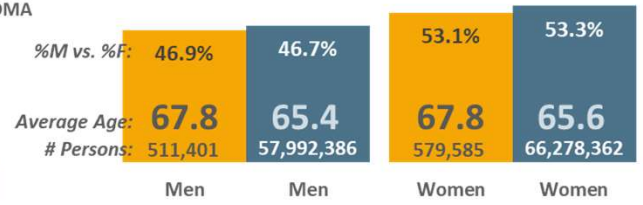
Percent of Market: Adults 50 or older



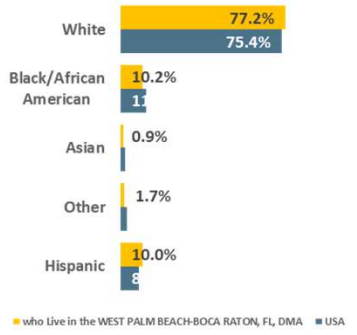
Total Persons:



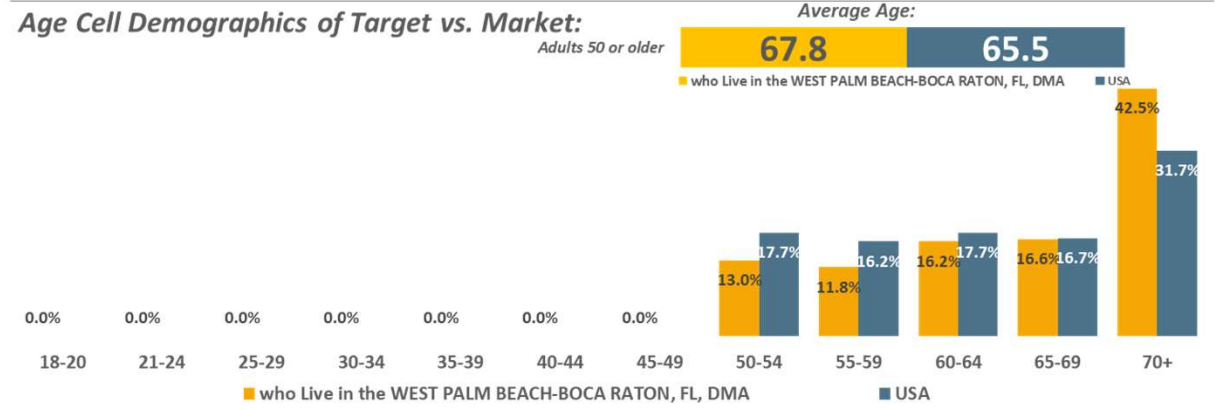
Gender of Target vs. Market: Adults 50 or older



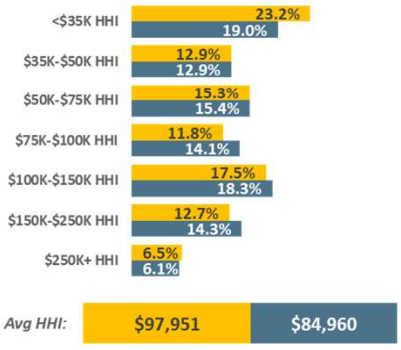
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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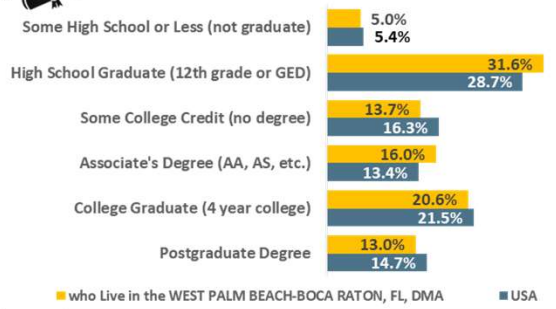
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



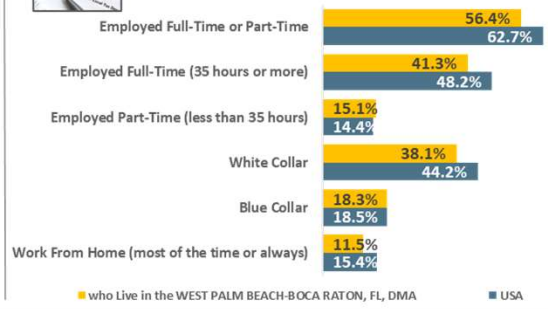
P18+

.7% or 1,878,995 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.% less likely to be a college graduate, 14.4% less likely to work full-time, 5.% less likely to be married, 20.5% less likely to be a parent of 1 or more children under 18.

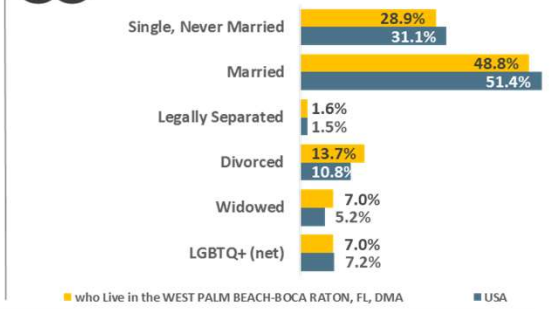
Education Levels: Adults 18 or older



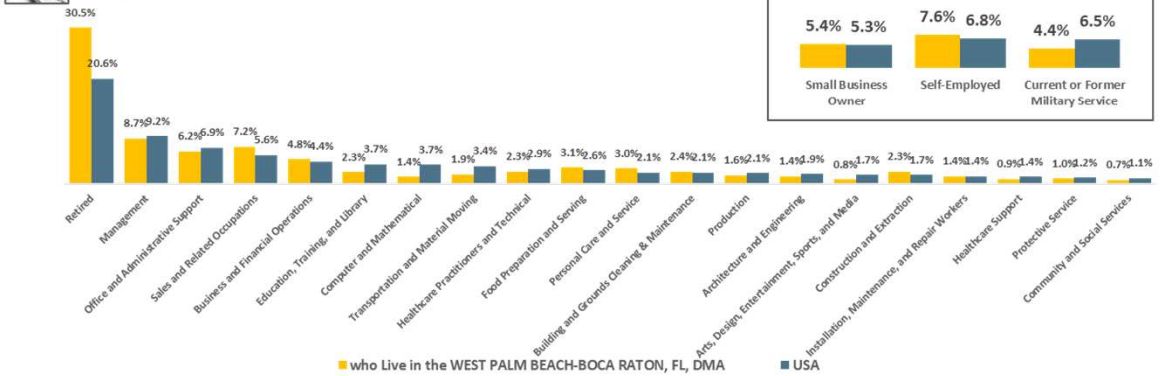
Employment: Adults 18 or older



Marital Status: Adults 18 or older

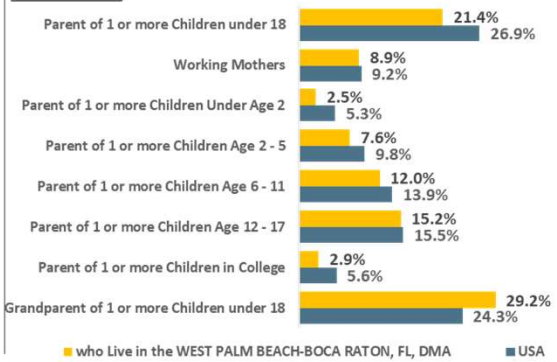


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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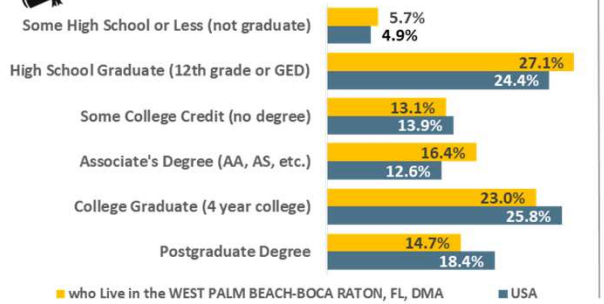
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



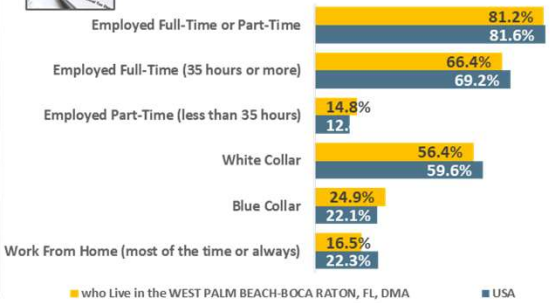
P25-54

.6% or 747,695 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 14.8% less likely to be a college graduate, 4.1% less likely to work full-time, 9.9% less likely to be married, .2% less likely to be a parent of 1 or more children under 18.

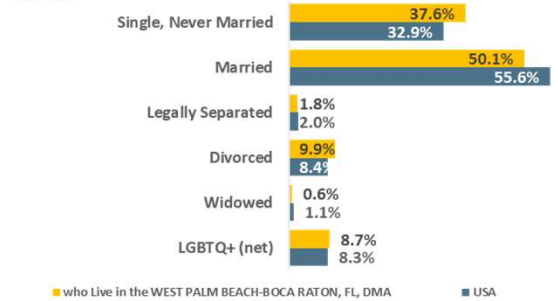
Education Levels: Adults 25 - 54



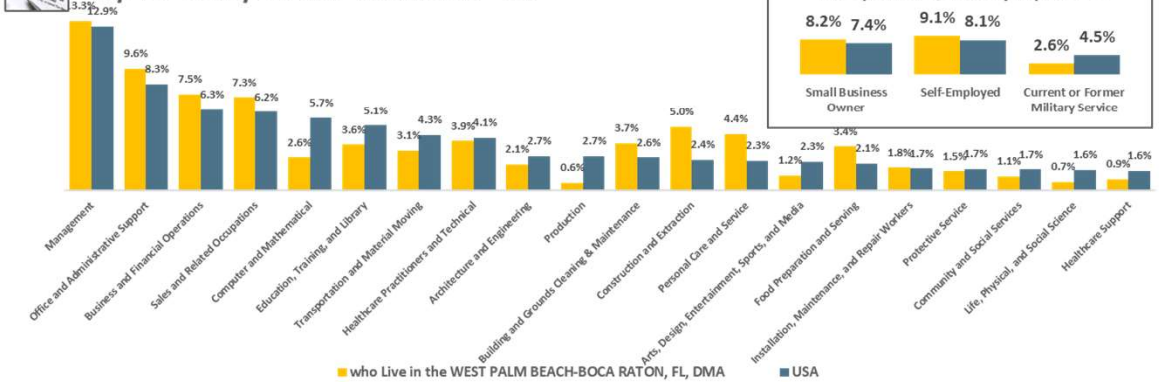
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

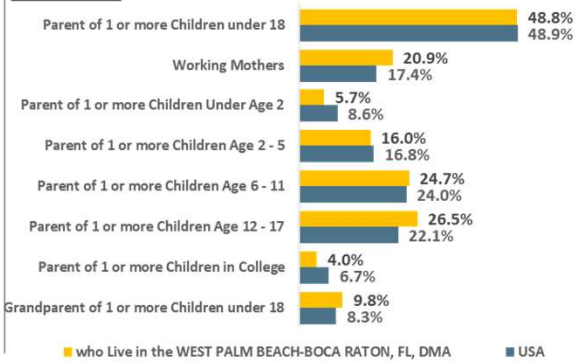


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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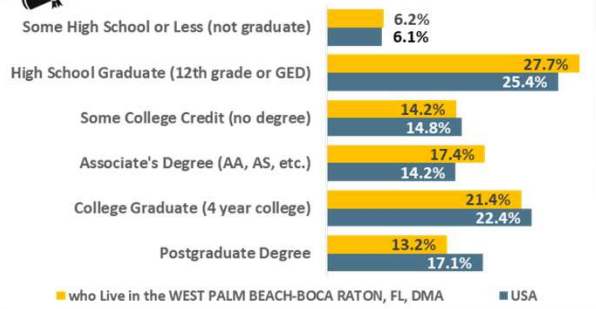
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



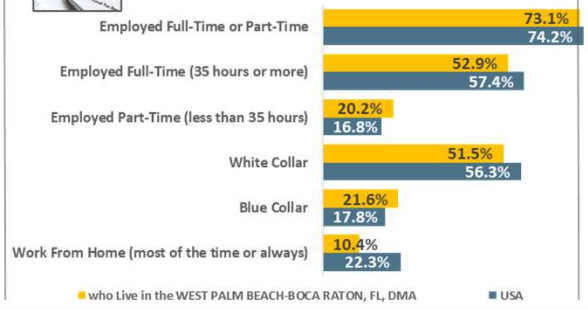
W25-54

.6% or 380,454 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 12.7% less likely to be a college graduate, 7.8% less likely to work full-time, 14.6% less likely to be married, 5.9% less likely to be a grandparent of 1 or more children under 18.

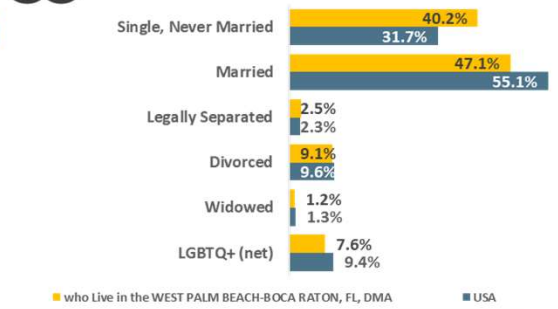
Education Levels: Women 25 - 54



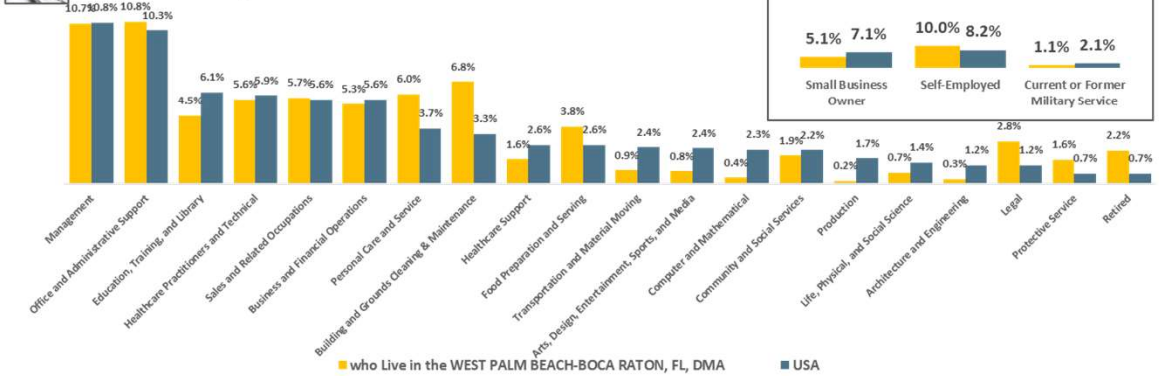
Employment: Women 25 - 54



Marital Status: Women 25 - 54

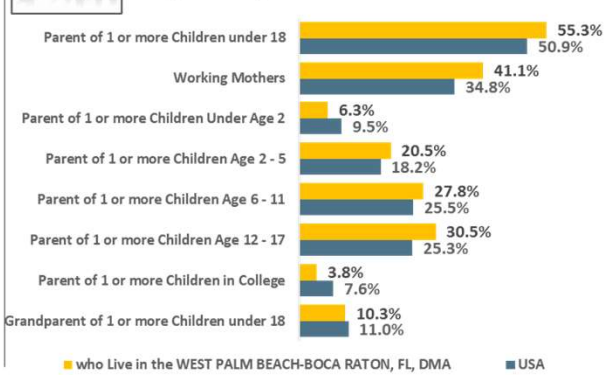


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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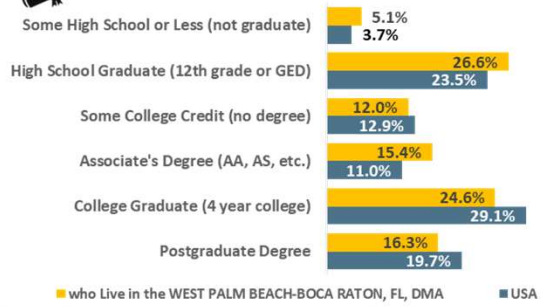
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



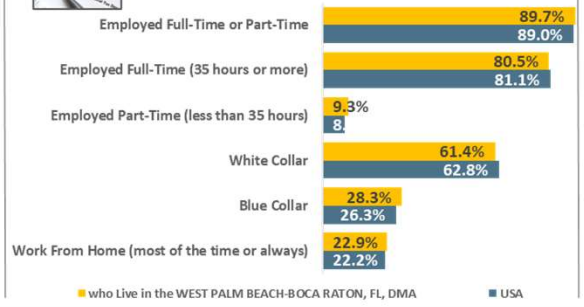
M25-54

.6% or 367,241 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 16.2% less likely to be a college graduate, .8% less likely to work full-time, 5.2% less likely to be married, 10.3% less likely to be a parent of 1 or more children under 18.

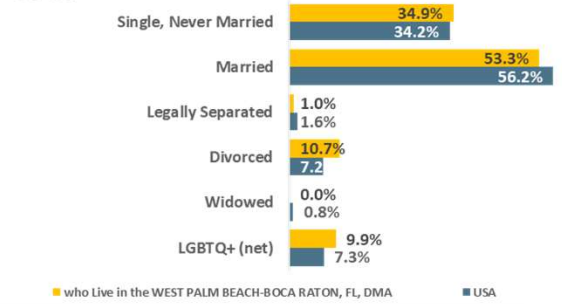
Education Levels: Men 25 - 54



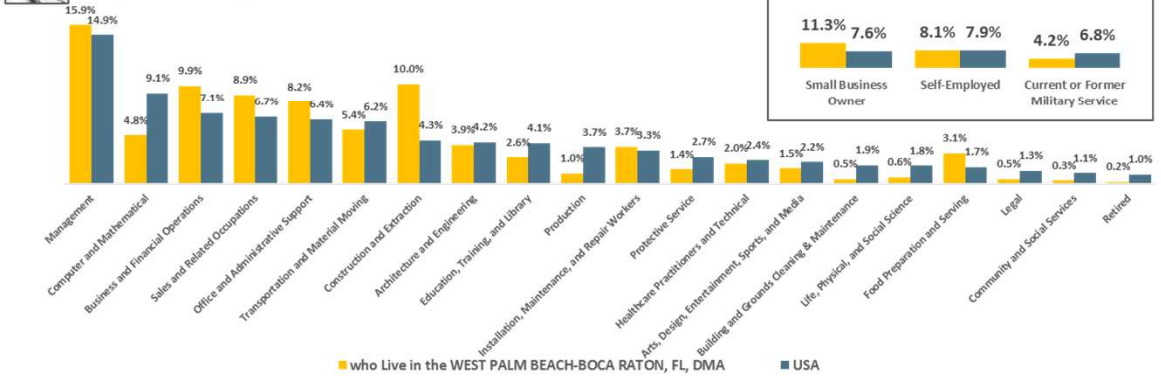
Employment: Men 25 - 54



Marital Status: Men 25 - 54

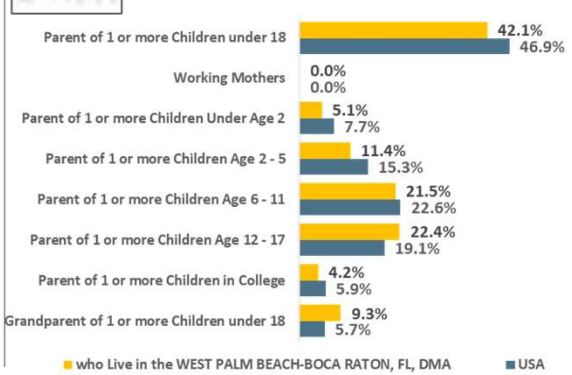


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



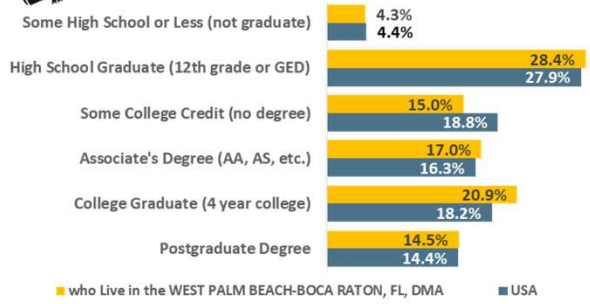
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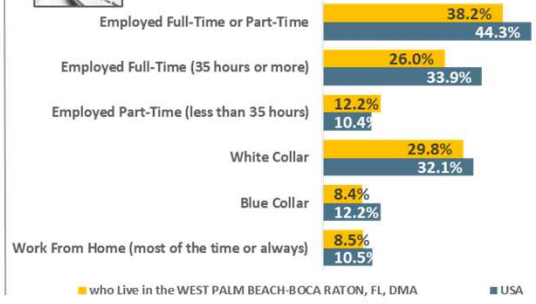
P50+

.9% or 1,090,986 of USA Adults 50 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 8.6% more likely to be a college graduate, 23.3% less likely to work full-time, 5.2% less likely to be married, .5% less likely to be a grandparent of 1 or more children under 18.

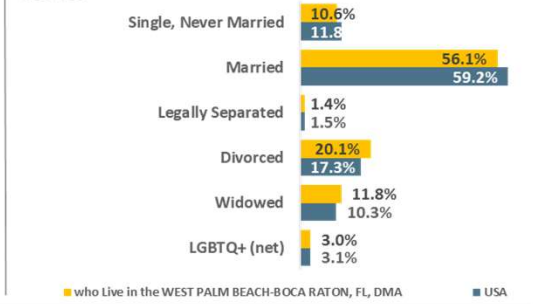
Education Levels: Adults 50 or older



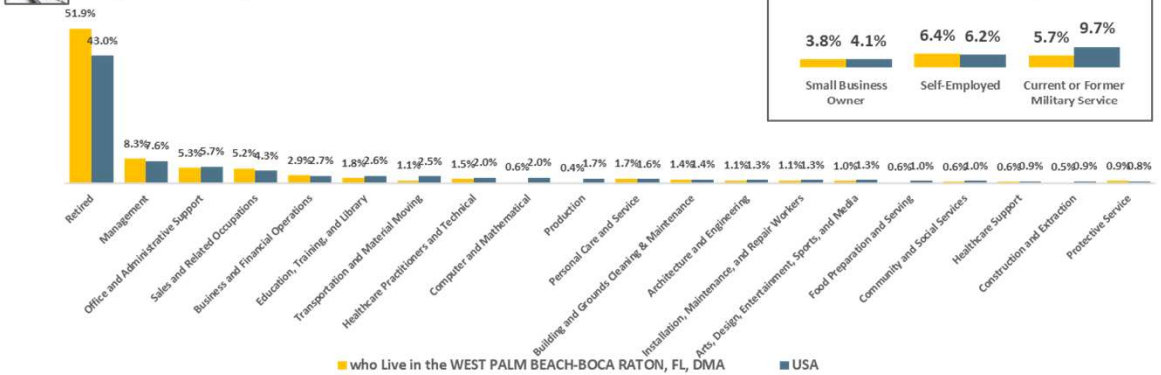
Employment: Adults 50 or older



Marital Status: Adults 50 or older

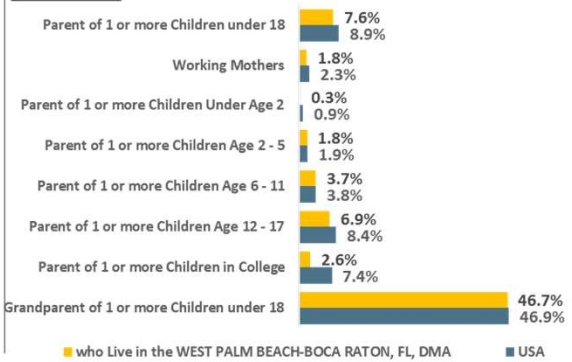


Top-20 Occupations: Adults 50 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 50 or older



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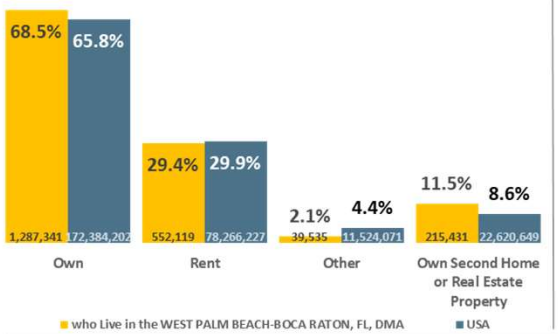
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



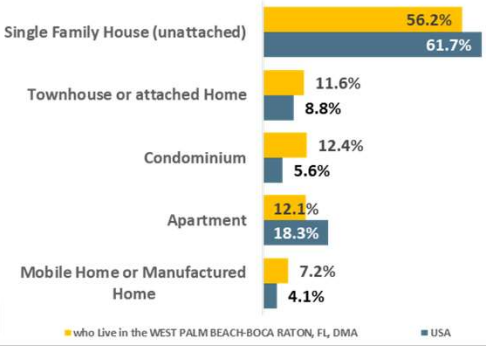
P18+

.7% or 1,878,995 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 4.2% more likely to own their home, 36.7% more likely to own a higher valued home, 9.% less likely to have a single-family home, 16.% less likely to have a dog.

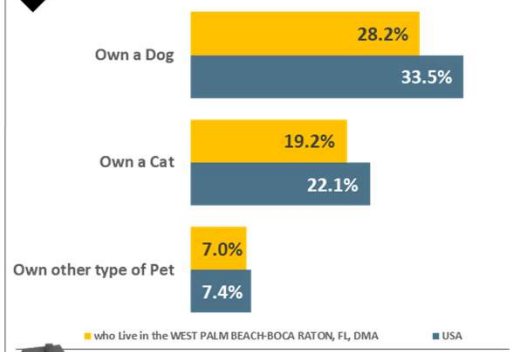
Own/Rent/Other: Adults 18 or older



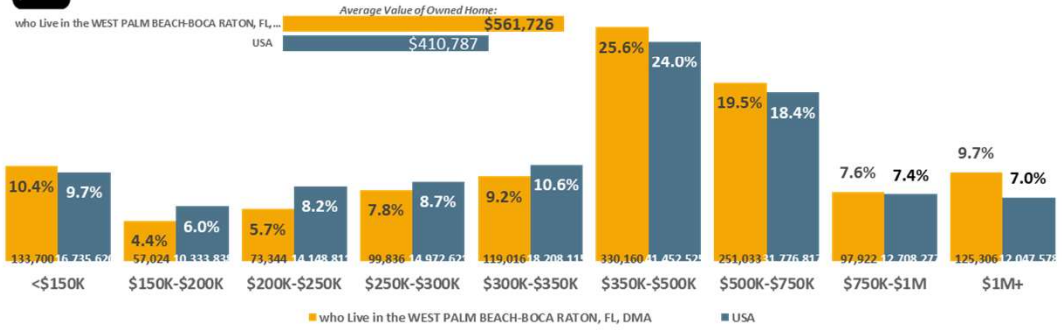
Type of Home: Adults 18 or older



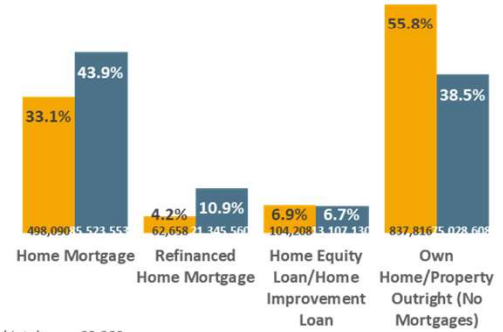
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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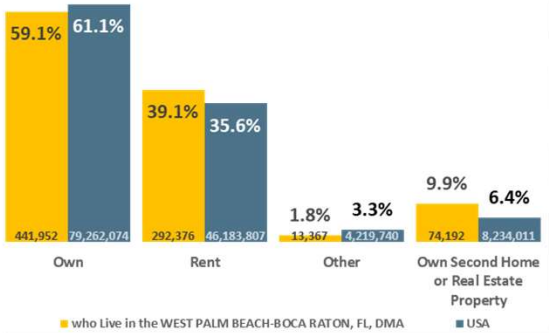
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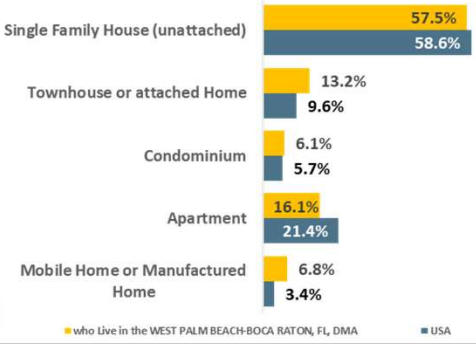
P25-54

.6% or 747,695 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 3.3% less likely to own their home, 33.9% more likely to own a higher valued home, 2.% less likely to have a single-family home, 3.8% less likely to have a dog.

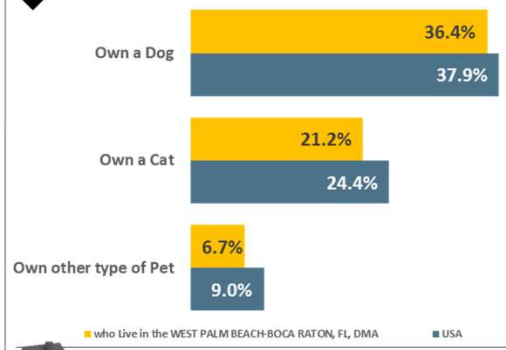
Own/Rent/Other: Adults 25 - 54



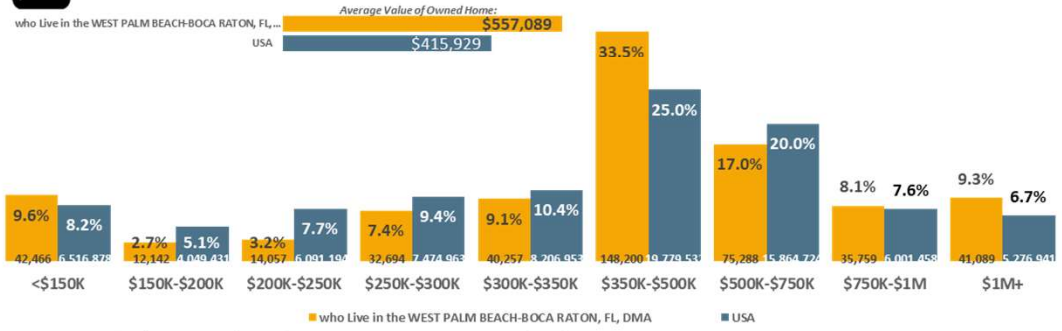
Type of Home: Adults 25 - 54



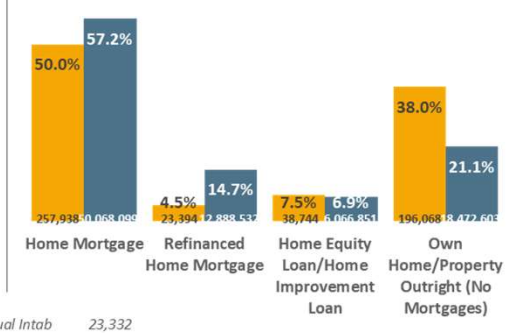
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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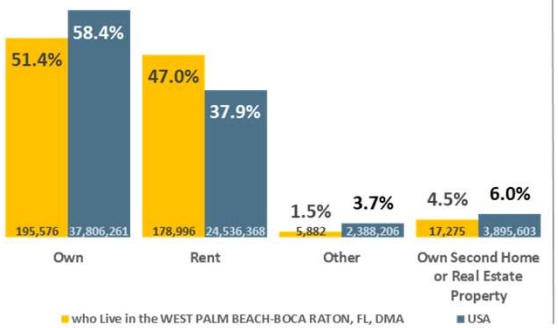
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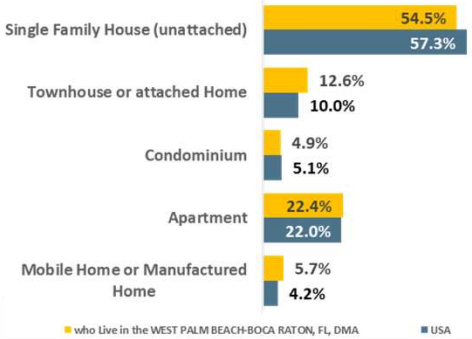
W25-54

.6% or 380,454 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 12.% less likely to own their home, 54.5% more likely to own a higher valued home, 4.9% less likely to have a single-family home, 9.5% less likely to have a dog.

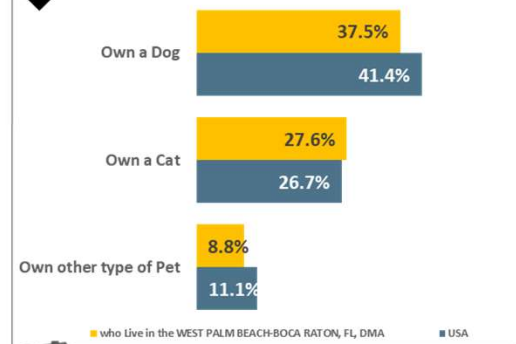
Own/Rent/Other: Women 25 - 54



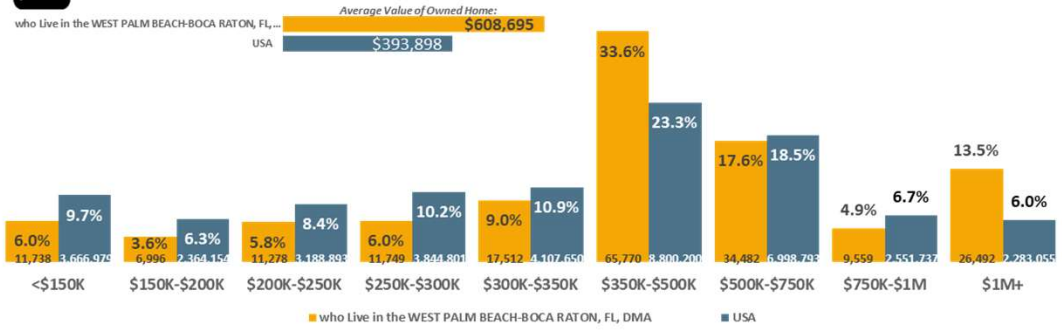
Type of Home: Women 25 - 54



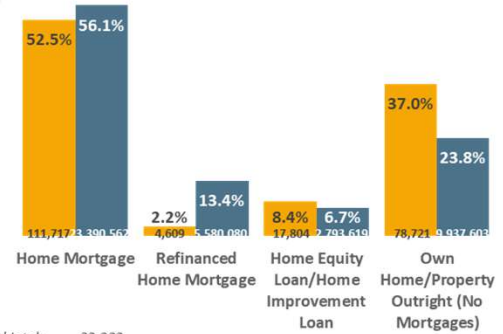
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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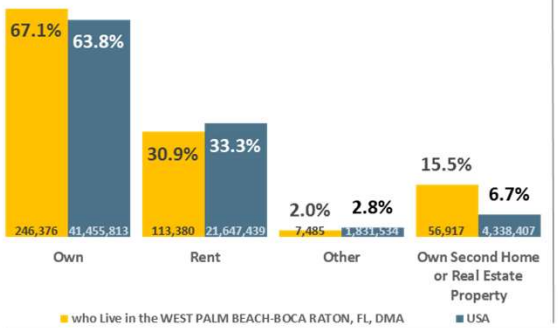
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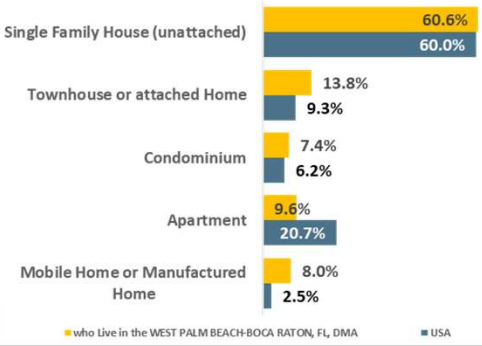
M25-54

.6% or 367,241 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.1% more likely to own their home, 18.4% more likely to own a higher valued home, 1.% more likely to have a single-family home, 3.% more likely to have a dog.

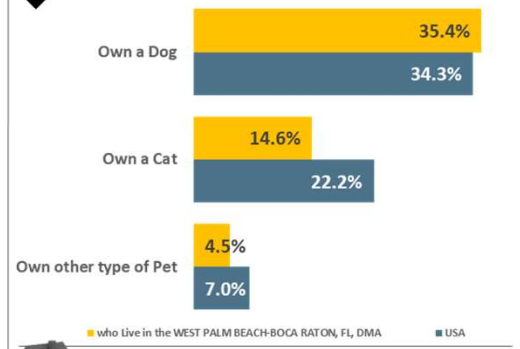
Own/Rent/Other: Men 25 - 54



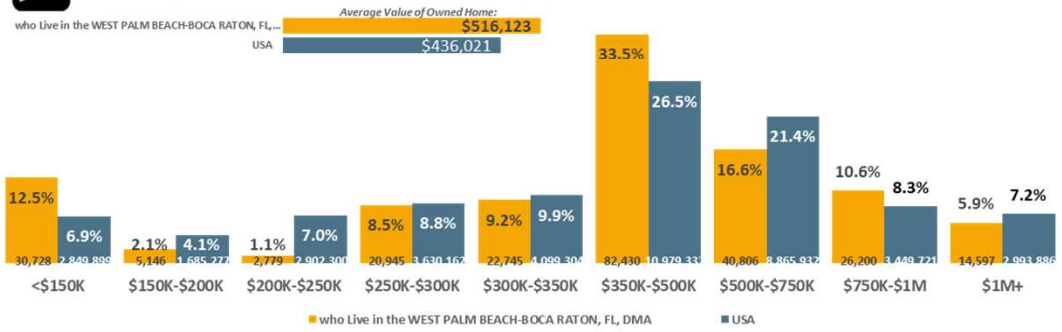
Type of Home: Men 25 - 54



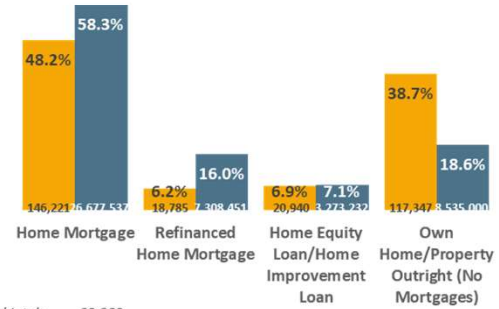
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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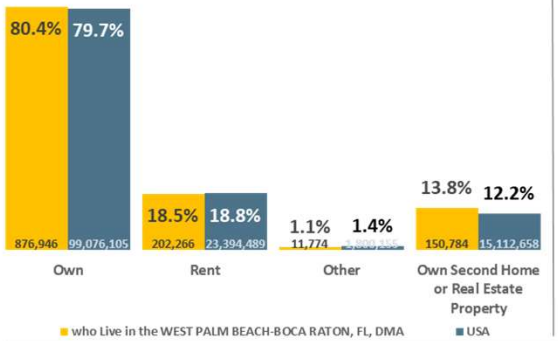
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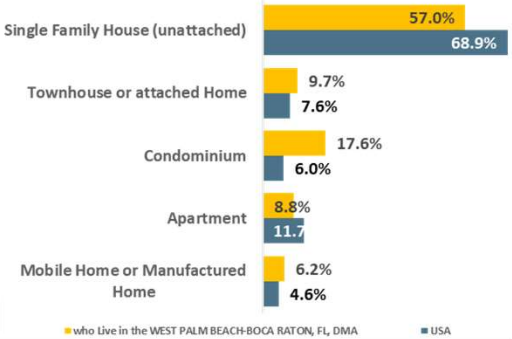
P50+

.9% or 1,090,986 of USA Adults 50 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .8% more likely to own their home, 41.5% more likely to own a higher valued home, 17.3% less likely to have a single-family home, 29.% less likely to have a dog.

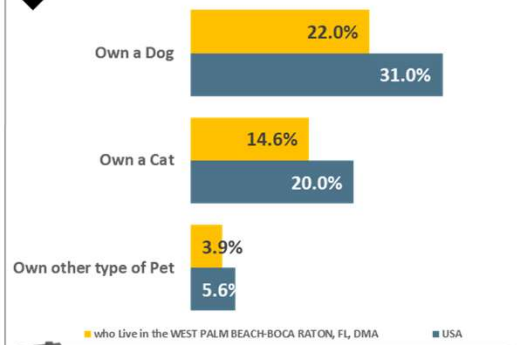
Own/Rent/Other: Adults 50 or older



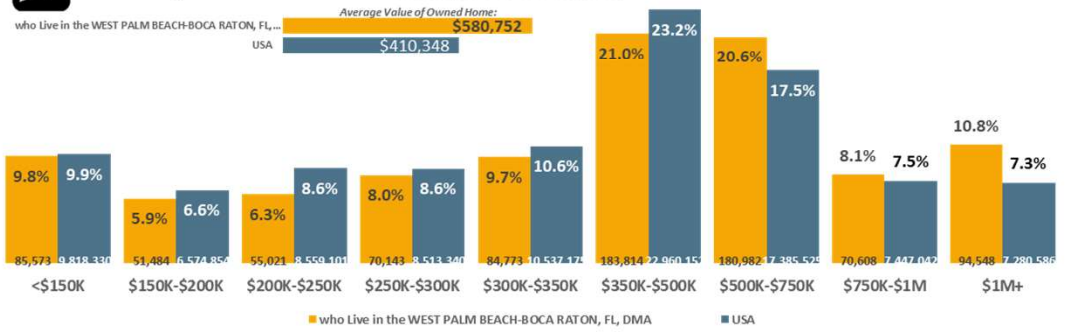
Type of Home: Adults 50 or older



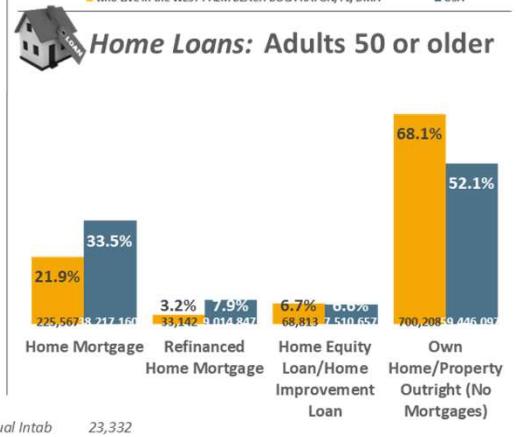
Pets in Home: Adults 50 or older



Value of Owned Home: Adults 50 or older



Home Loans: Adults 50 or older



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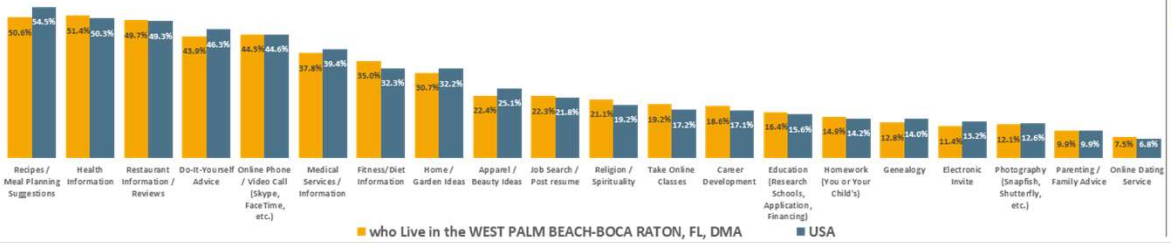
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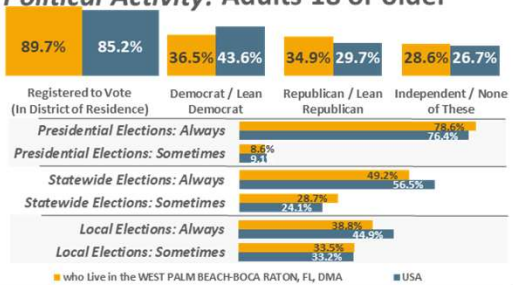
P18+

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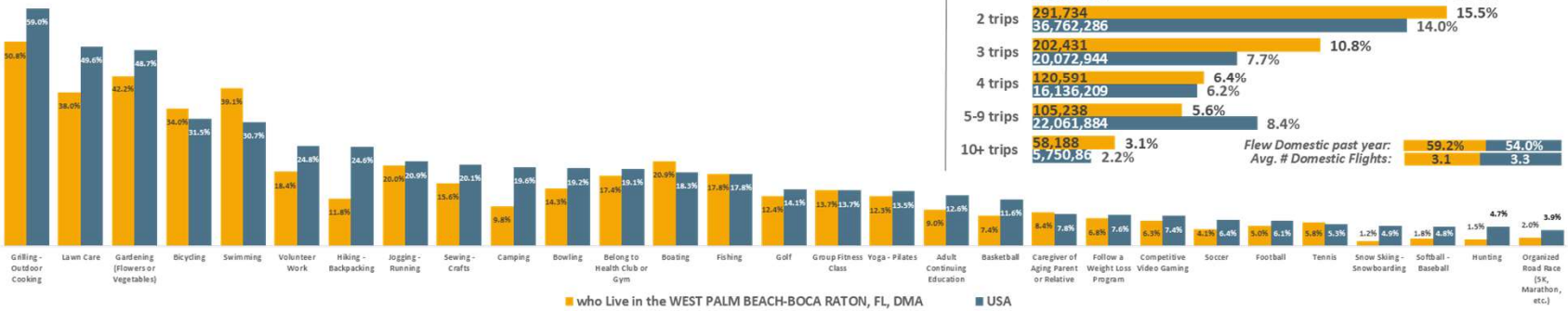
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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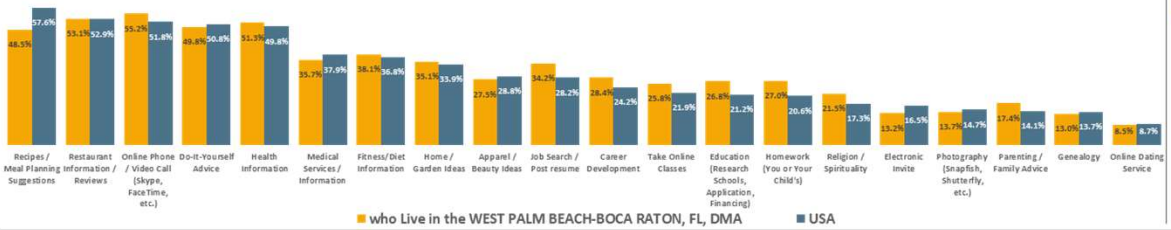
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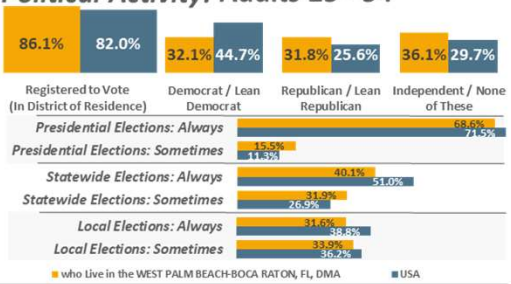
P25-54

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Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 2.% less likely to look up D-I-Y advice online, 18.7% less likely to always vote in local elections, 7.6% less likely to belong to a gym, 2.6% more likely to fly domestic past yr.

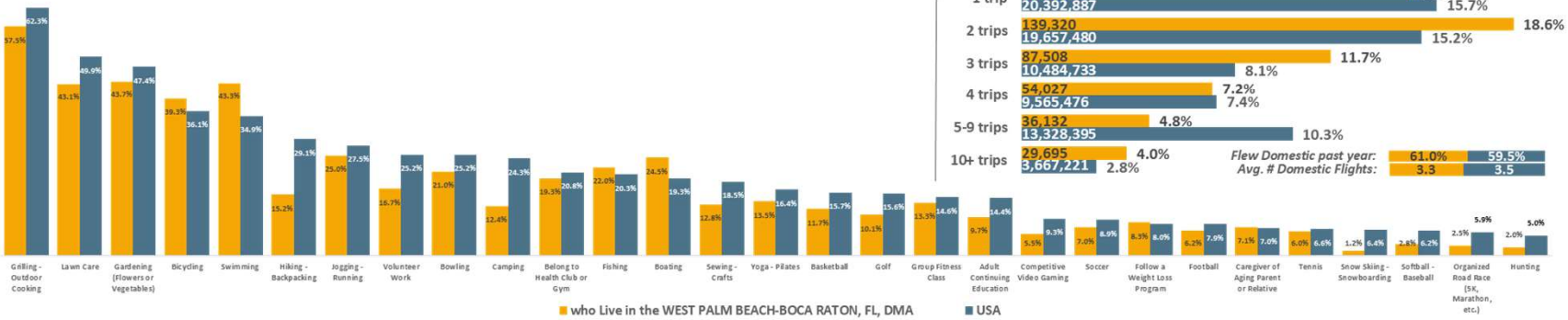
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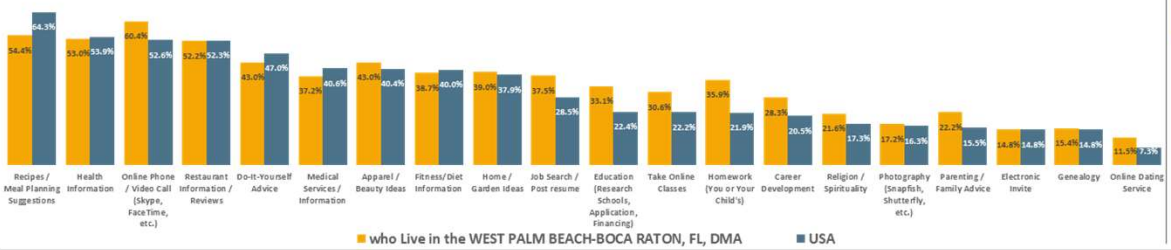
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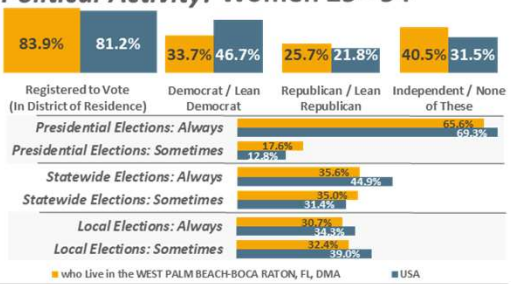
W25-54

.6% or 380,454 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 8.5% less likely to look up D-I-Y advice online, 10.4% less likely to always vote in local elections, 5.1% less likely to belong to a gym, 2.4% more likely to fly domestic past yr.

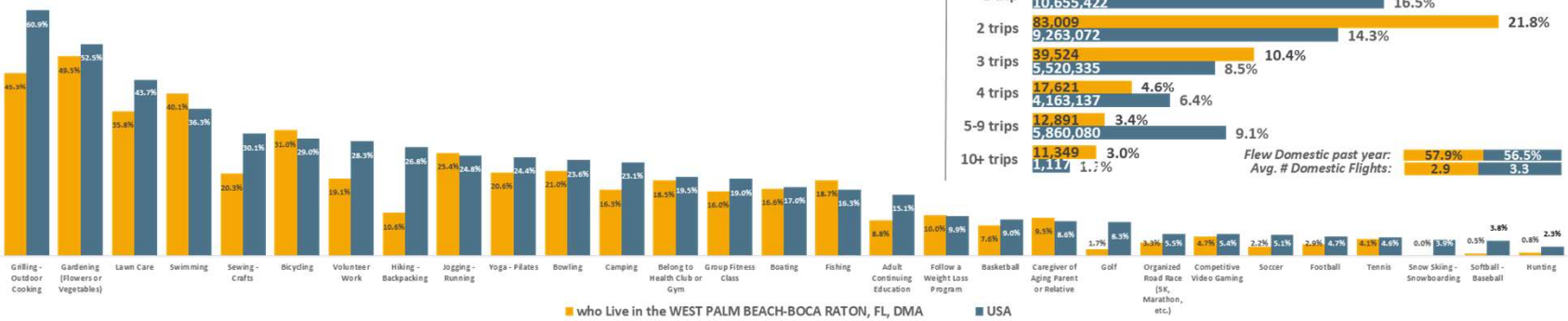
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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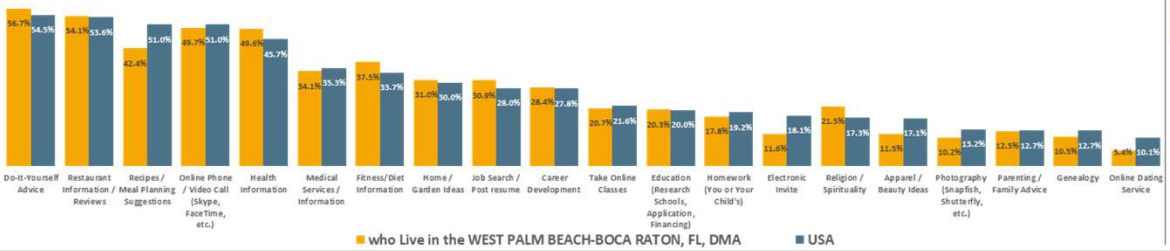
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



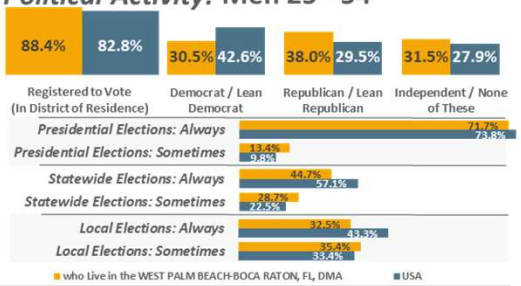
M25-54

.6% or 367,241 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 4.1% more likely to look up D-I-Y advice online, 25.1% less likely to always vote in local elections, 9.7% less likely to belong to a gym, 3.% more likely to fly domestic past yr.

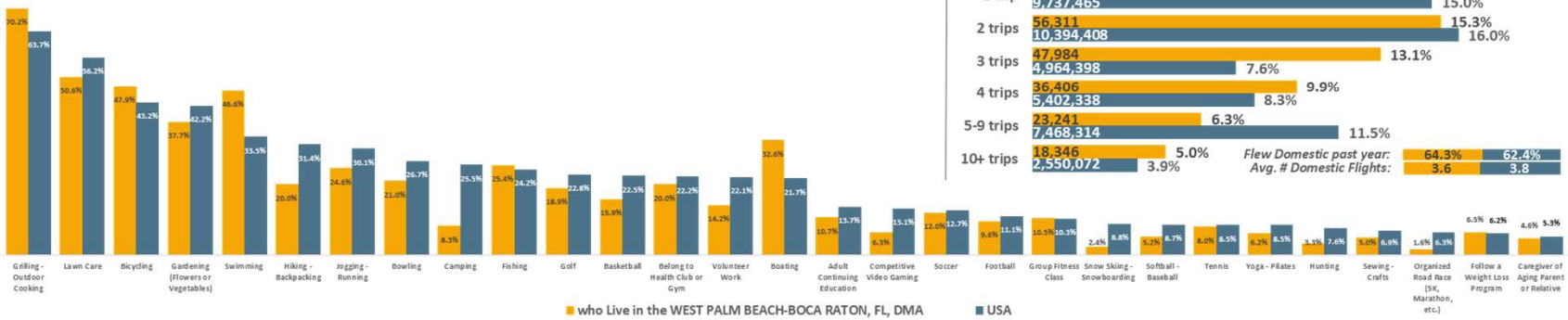
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *2,464*

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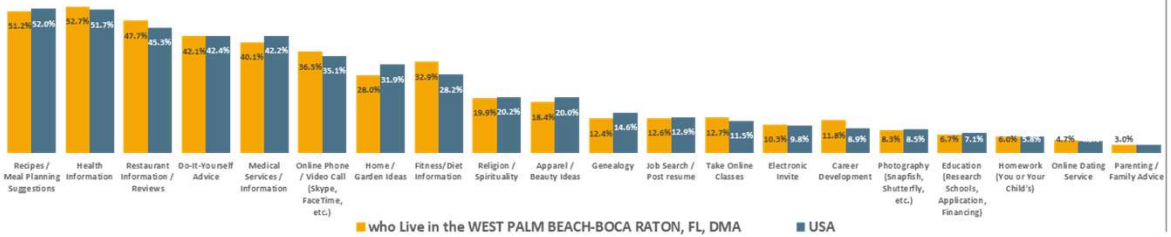
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



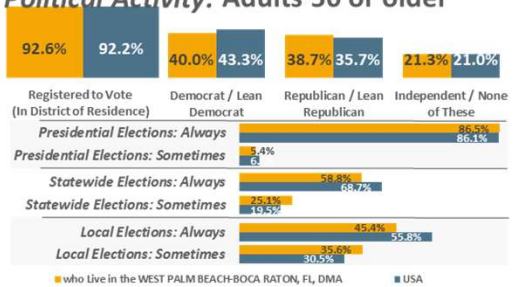
P50+

.9% or 1,090,986 of USA Adults 50 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .5% less likely to look up D-I-Y advice online, 18.6% less likely to always vote in local elections, 6.1% less likely to belong to a gym, 13.3% more likely to fly domestic past yr.

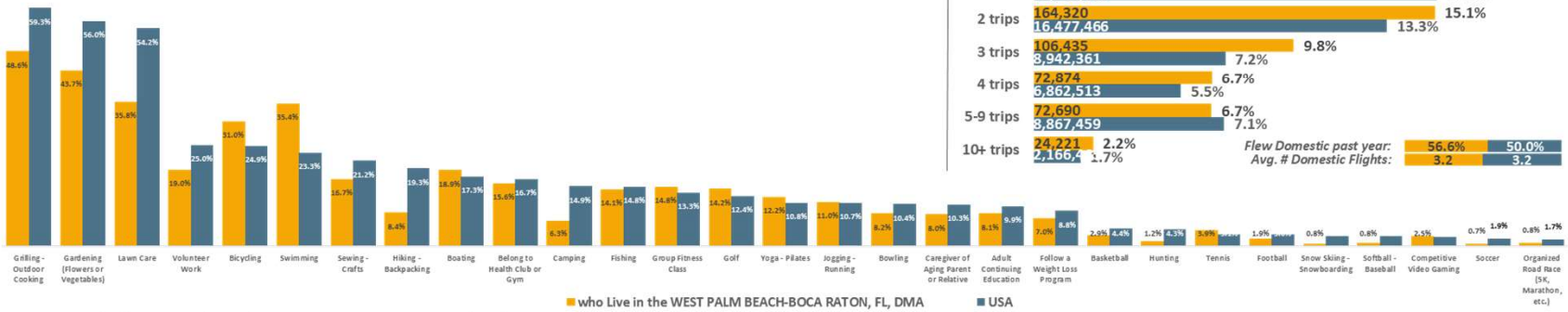
Top-20 past 30-days Online Lifestyle Activites: Adults 50 or older



Political Activity: Adults 50 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 50 or older



Past 12-months Domestic Airline Trips: Adults 50 or older

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

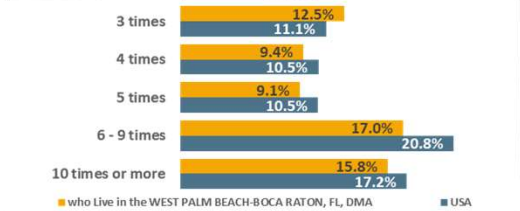


P18+

.7% or 1,878,995 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.1% less likely to use QSRs past mo., 3.1% more likely to use Sit-Down Restaurants past mo., 8.9% less likely to use Casinos past yr., 1.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

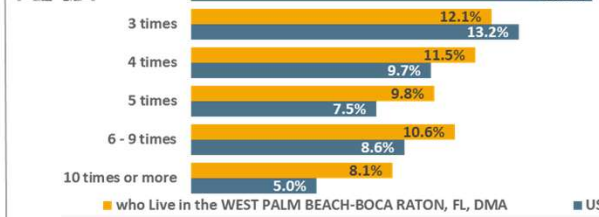


Avg. Monthly QSR Meals:



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

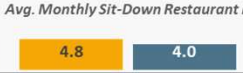




Total Monthly Sit-Down Restaurant Users:



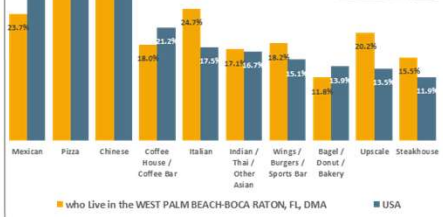
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

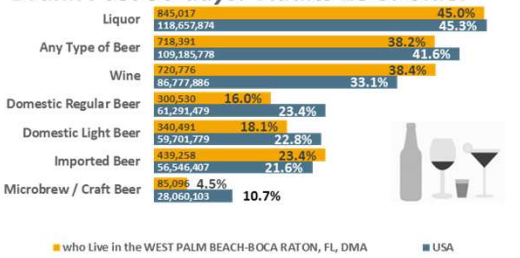




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

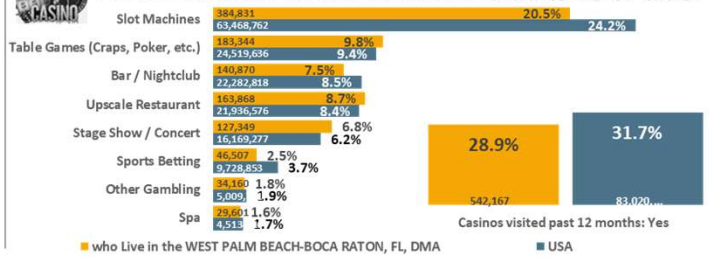


Drank Past 30-days: Adults 18 or older



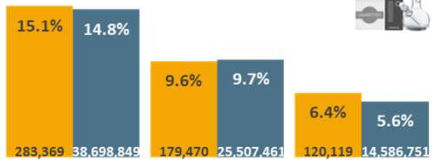
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



P25-54

.6% or 747,695 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 1.6% less likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 1.4% less likely to use Casinos past yr., 4.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:
89.8% 91.2%
671,135 118,293,6 49

Avg. Monthly QSR Meals:
7.0 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:
77.3% 77.1%
577,960 99,932,71 6

Avg. Monthly Sit-Down Restaurant Meals:
4.6 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WEST PALM BEACH-BOCA RATON, FL,... 203,908 27.3%
USA 22.7%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



Used Past 30-days: Adults 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



W25-54

.6% or 380,454 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .8% less likely to use QSRs past mo., 5.8% less likely to use Sit-Down Restaurants past mo., 21.4% less likely to use Casinos past yr., 36.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

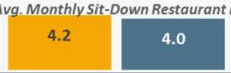
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

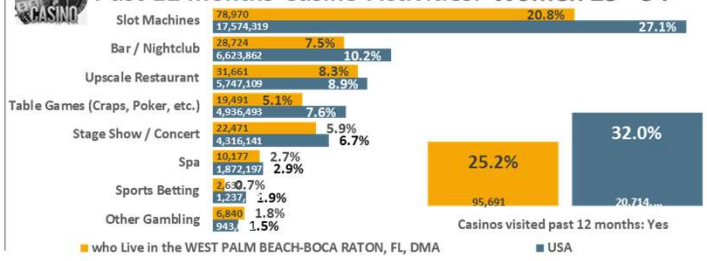


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



M25-54

.6% or 367,241 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 2.6% less likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 18.9% more likely to use Casinos past yr., 26.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
88.0% 90.3%
323,019 58,610,68 6

Avg. Monthly QSR Meals:
7.6 6.9

Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:
82.6% 77.5%
303,367 50,355,03 1

Avg. Monthly Sit-Down Restaurant Meals:
5.0 4.1

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



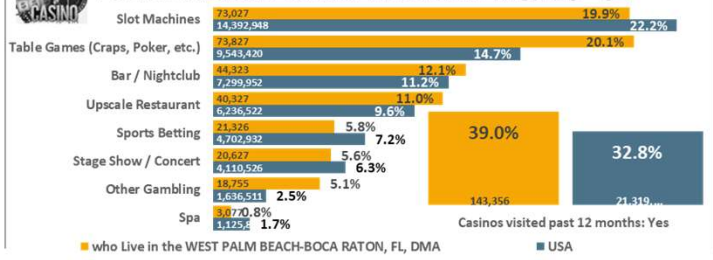
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the WEST PALM BEACH-BOCA RATON, FL,... 102,566 27.9%
USA 21.1%

Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



P50+

.9% or 1,090,986 of USA Adults 50 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.7% less likely to use QSRs past mo., 4.6% more likely to use Sit-Down Restaurants past mo., 9.5% less likely to use Casinos past yr., 1.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 50 or older



Total Monthly QSR Users:

78.8% 85.4%

859,554 106,101,566

Avg. Monthly QSR Meals:

5.0 5.8

Past 30-days Sit-Down Restaurant Users: Adults 50 or older



Total Monthly Sit-Down Restaurant Users:

78.8% 75.3%

859,349 93,555,010

Avg. Monthly Sit-Down Restaurant Meals:

5.0 4.1

Top-10 Cuisines: Adults 50 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the WEST PALM BEACH-BOCA RATON, FL,... 106,287 9.7%

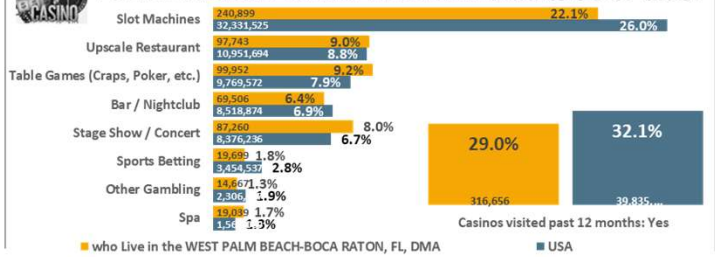
USA 9.5%

Drank Past 30-days: Adults 50 or older



Past 12 months Casino Activities: Adults 50 or older





Used Past 30-days: Adults 50 or older



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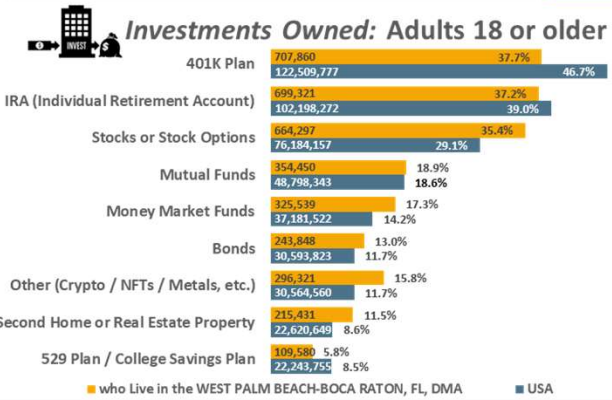
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*



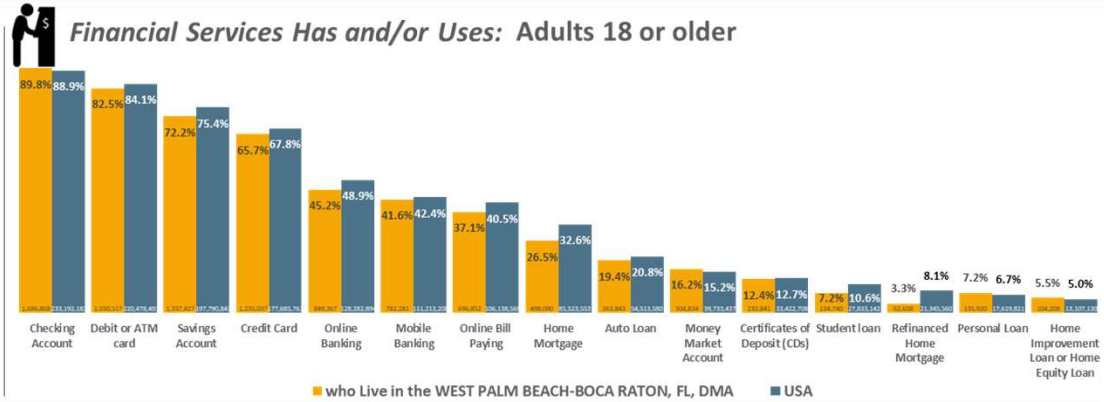
P18+

.7% or 1,878,995 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 19.4% less likely to have a 401K, 6.9% less likely to have an Auto Loan, 15.6% more likely to Invest/Trade Stocks Online, 4.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



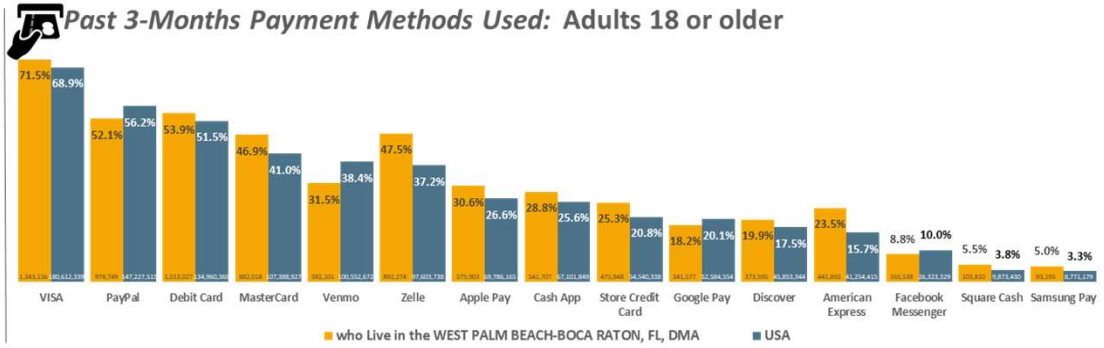
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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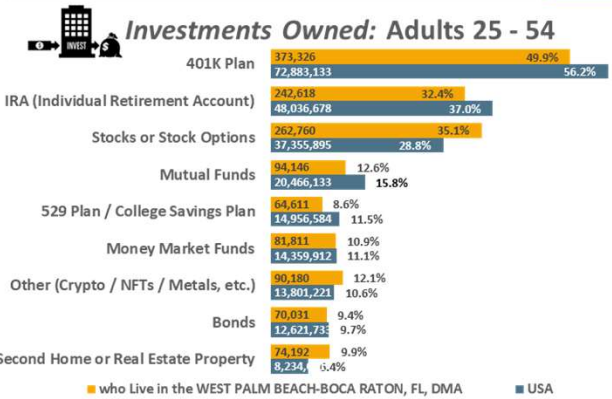
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



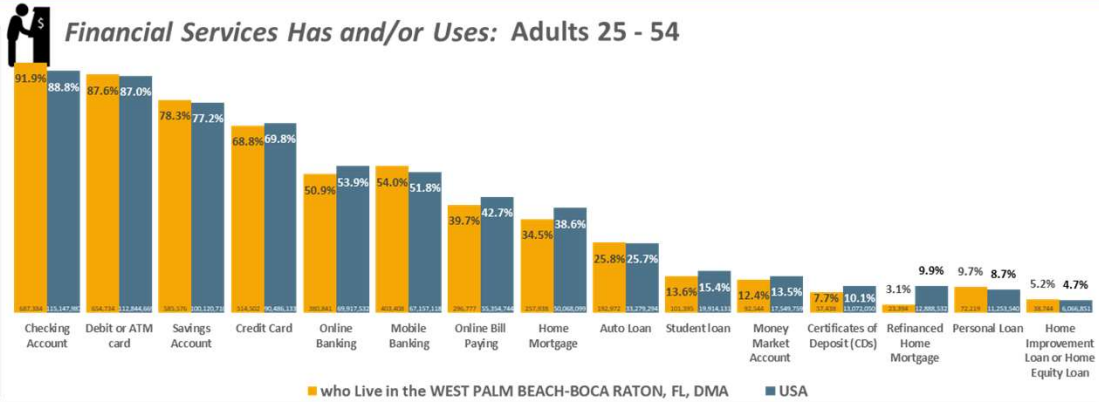
P25-54

.6% or 747,695 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 11.2% less likely to have a 401K, .6% more likely to have an Auto Loan, 25.9% more likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.

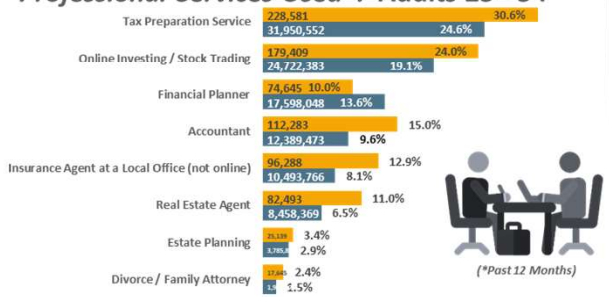
Investments Owned: Adults 25 - 54



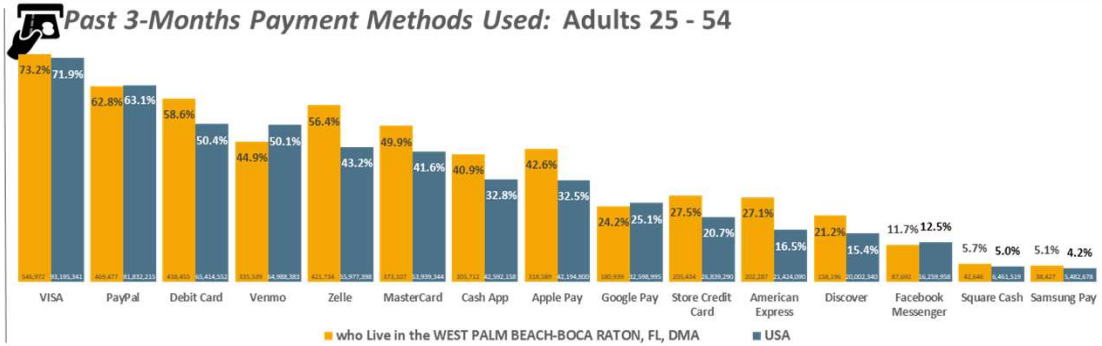
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



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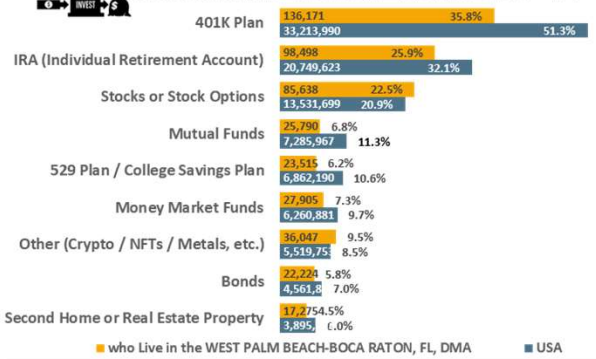


W25-54

.6% or 380,454 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 30.2% less likely to have a 401K, 17.6% less likely to have an Auto Loan, 1.7% less likely to Invest/Trade Stocks Online, 17.6% more likely to pay with their Debit Card.

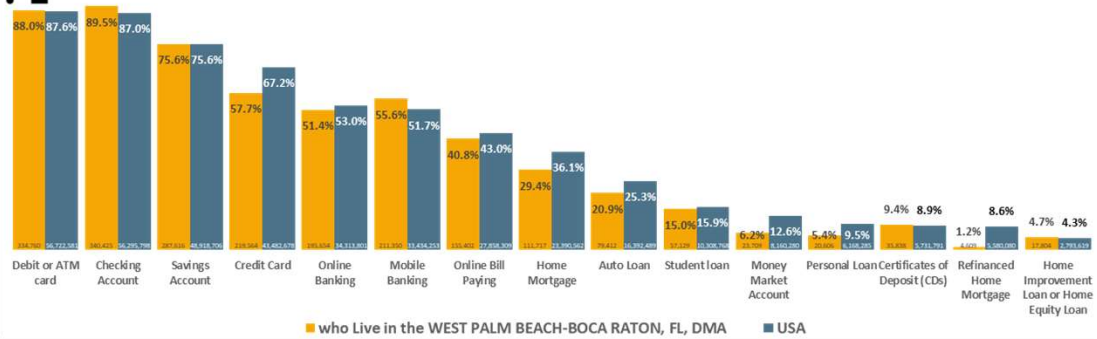
Investments Owned: Women 25 - 54



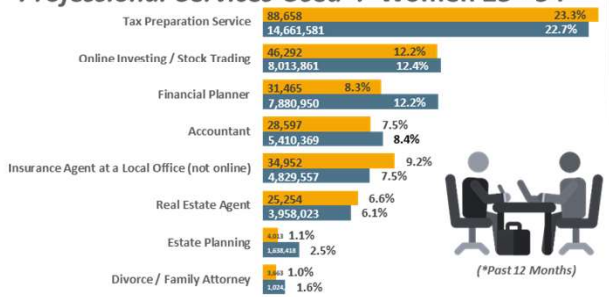


Financial Services Has and/or Uses: Women 25 - 54





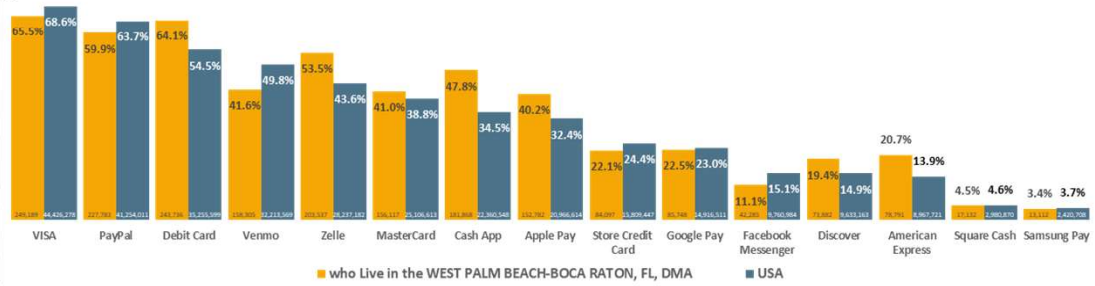
Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54





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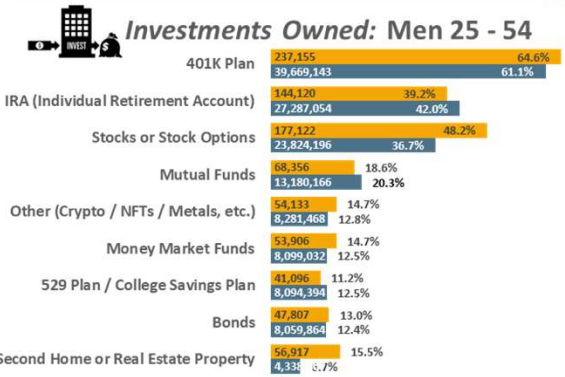
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



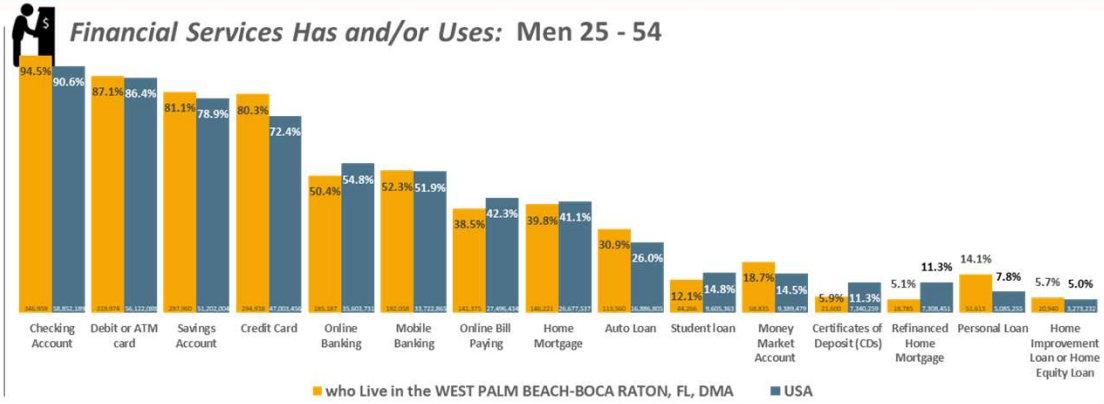
M25-54

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Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.7% more likely to have a 401K, 18.9% more likely to have an Auto Loan, 40.9% more likely to Invest/Trade Stocks Online, 14.2% more likely to pay with their Debit Card.

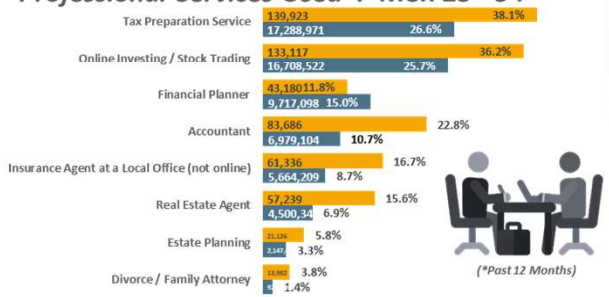
Investments Owned: Men 25 - 54



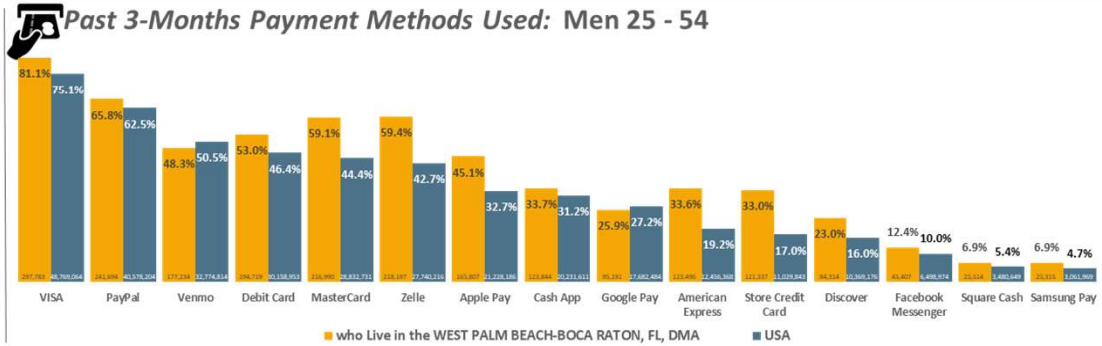
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used:* Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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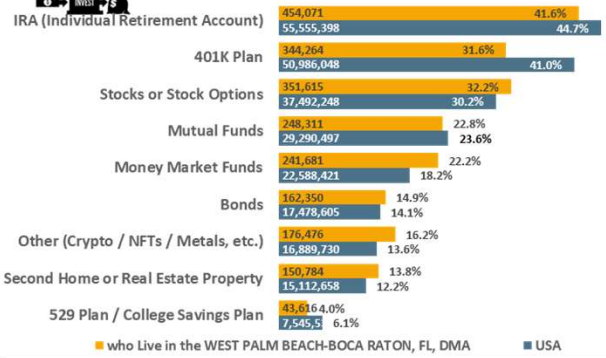
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



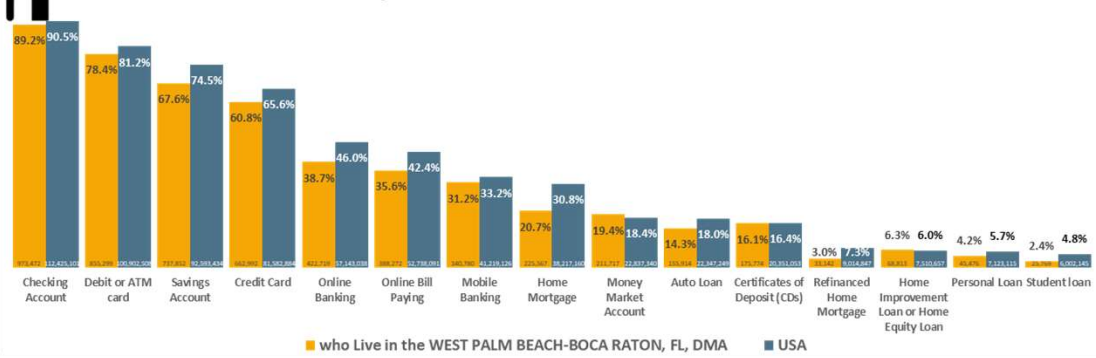
P50+

.9% or 1,090,986 of USA Adults 50 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 23.1% less likely to have a 401K, 20.5% less likely to have an Auto Loan, 13.3% more likely to Invest/Trade Stocks Online, 3.% less likely to pay with their Debit Card.

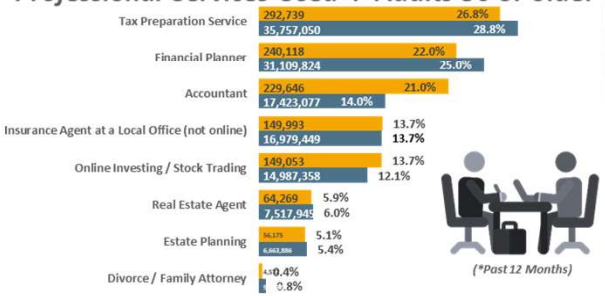
Investments Owned: Adults 50 or older



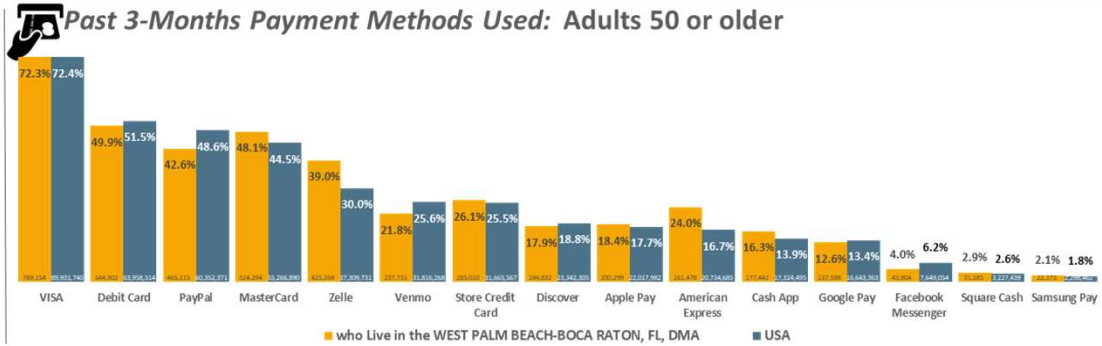
Financial Services Has and/or Uses: Adults 50 or older



Professional Services Used:* Adults 50 or older



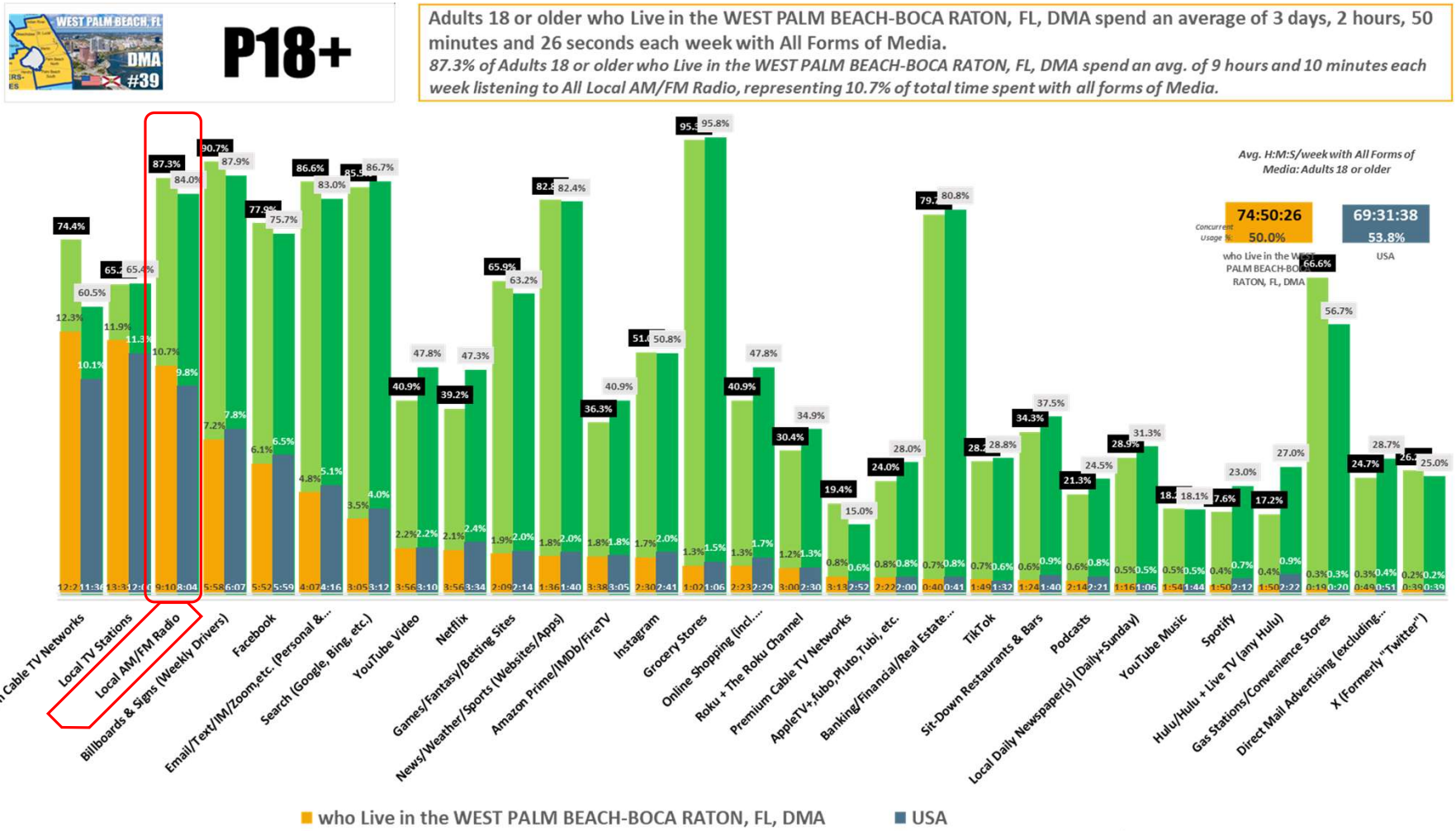
Past 3-Months Payment Methods Used: Adults 50 or older



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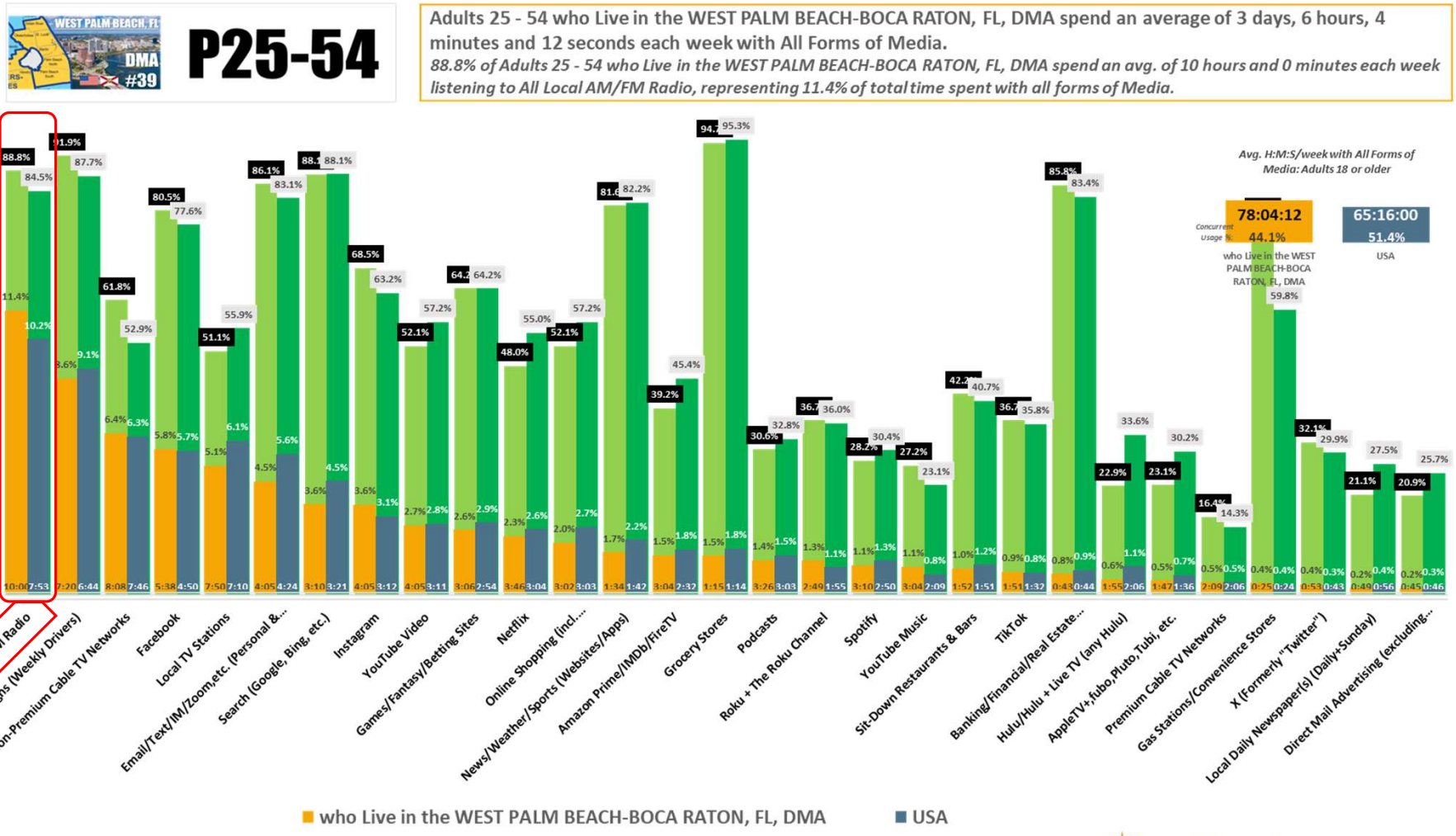
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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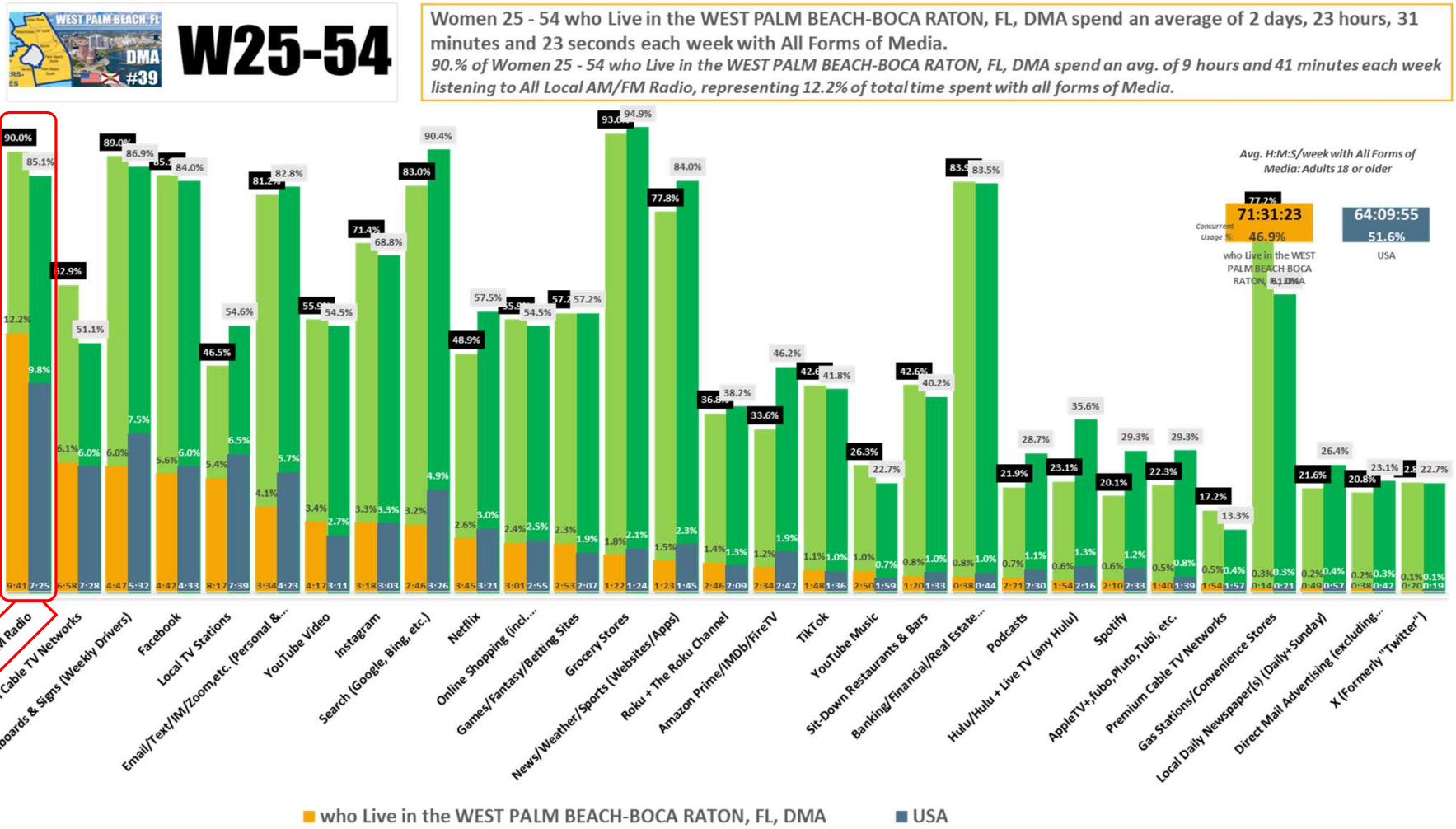
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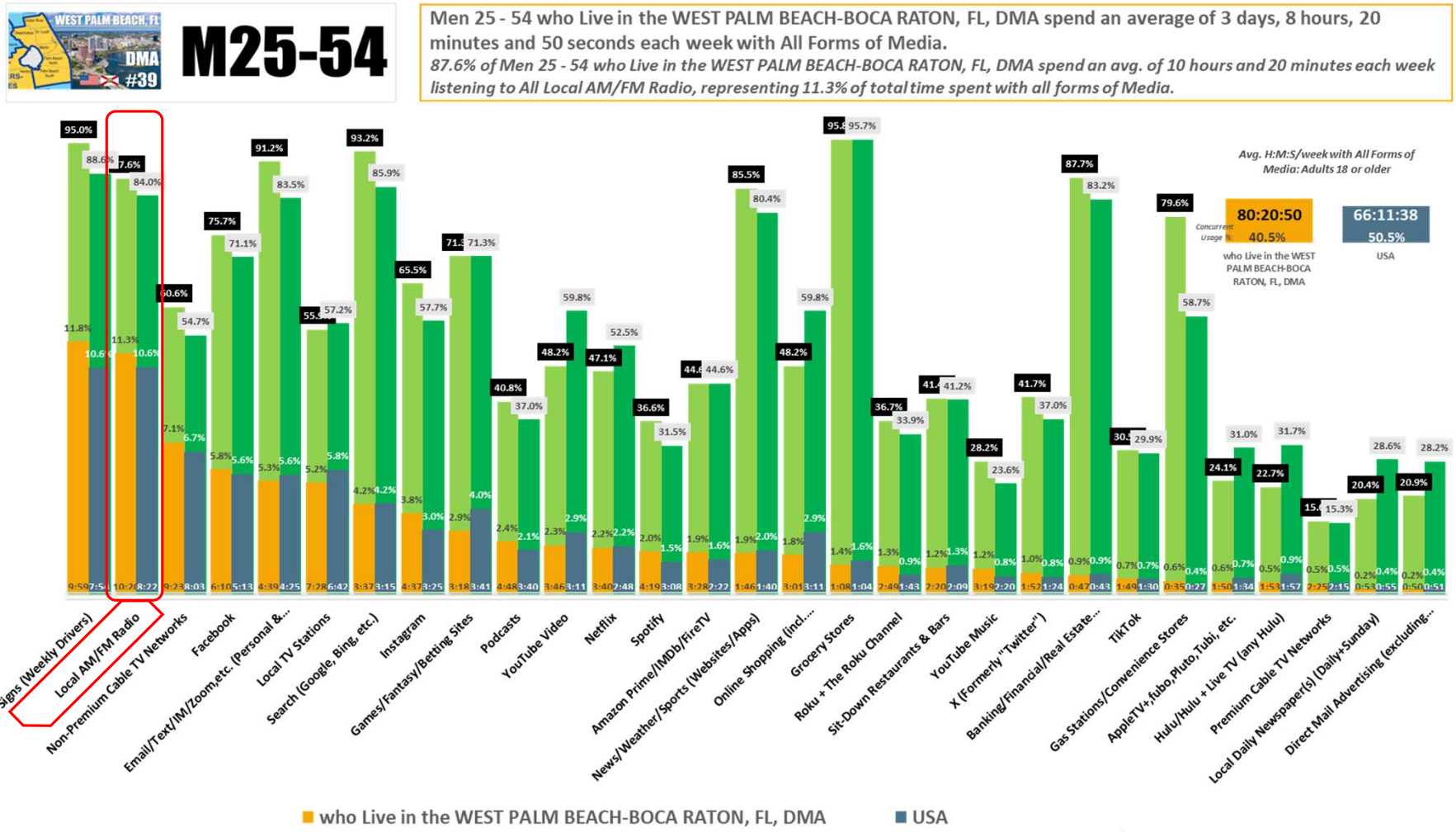
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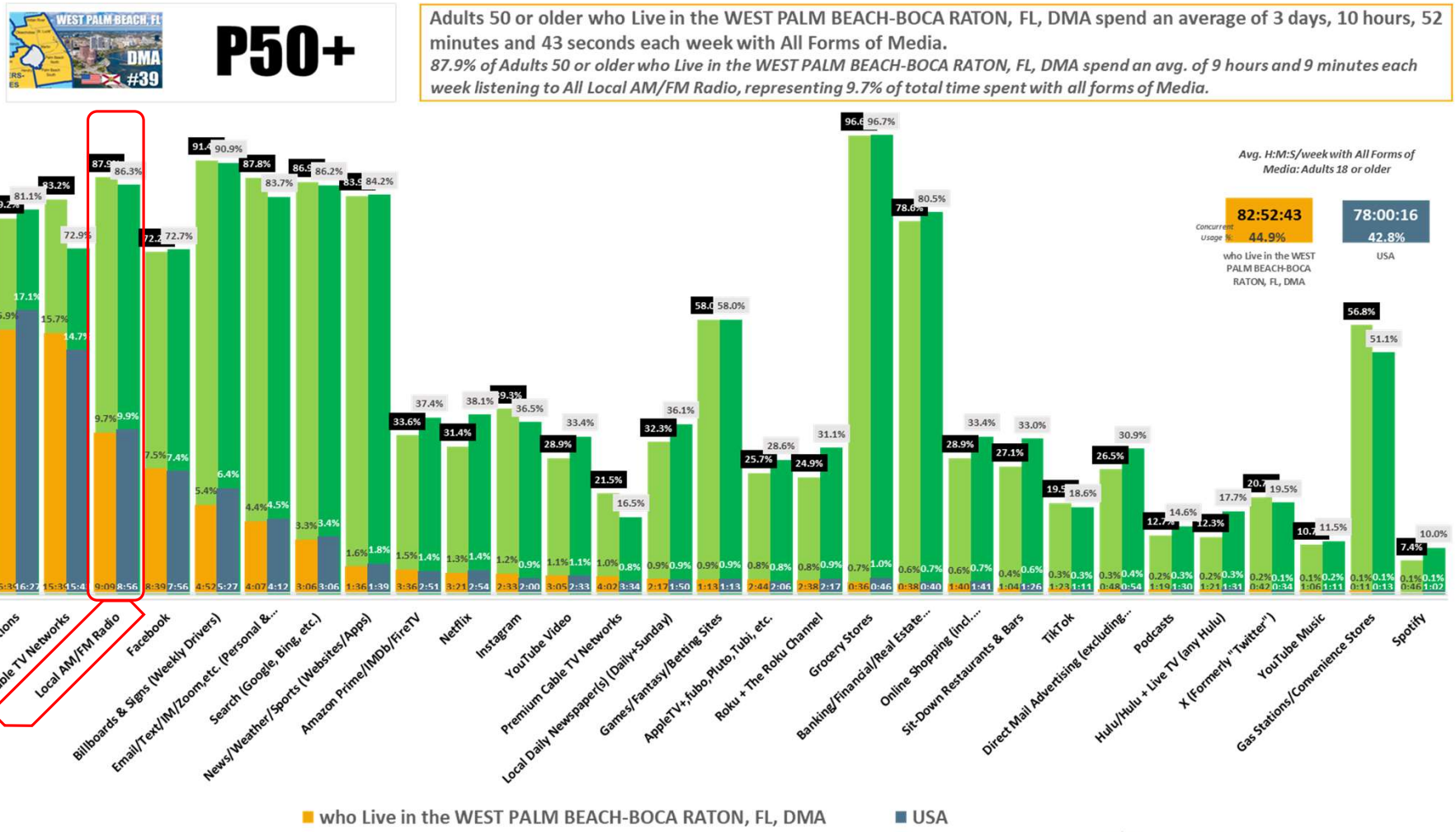
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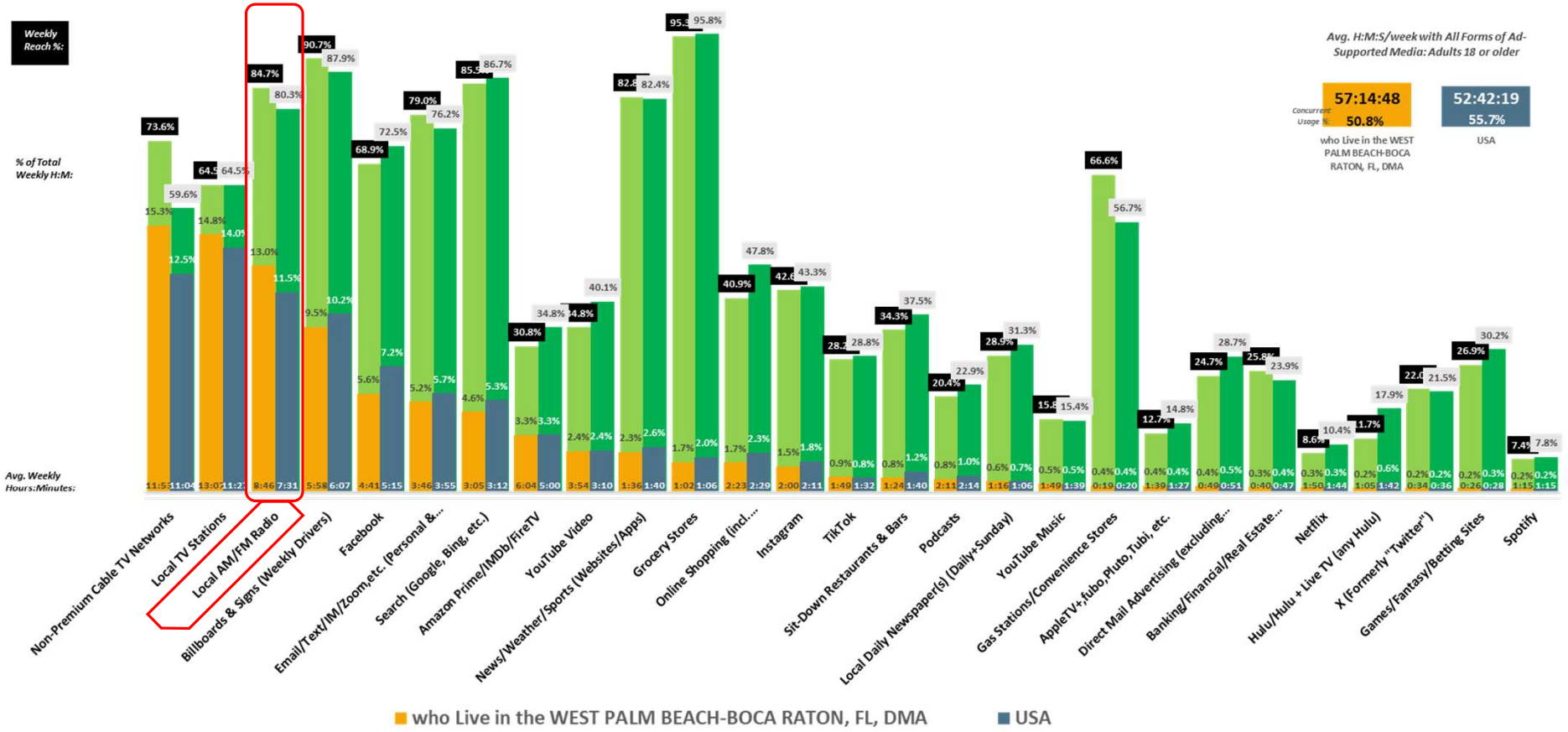
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P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 9 hours, 14 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

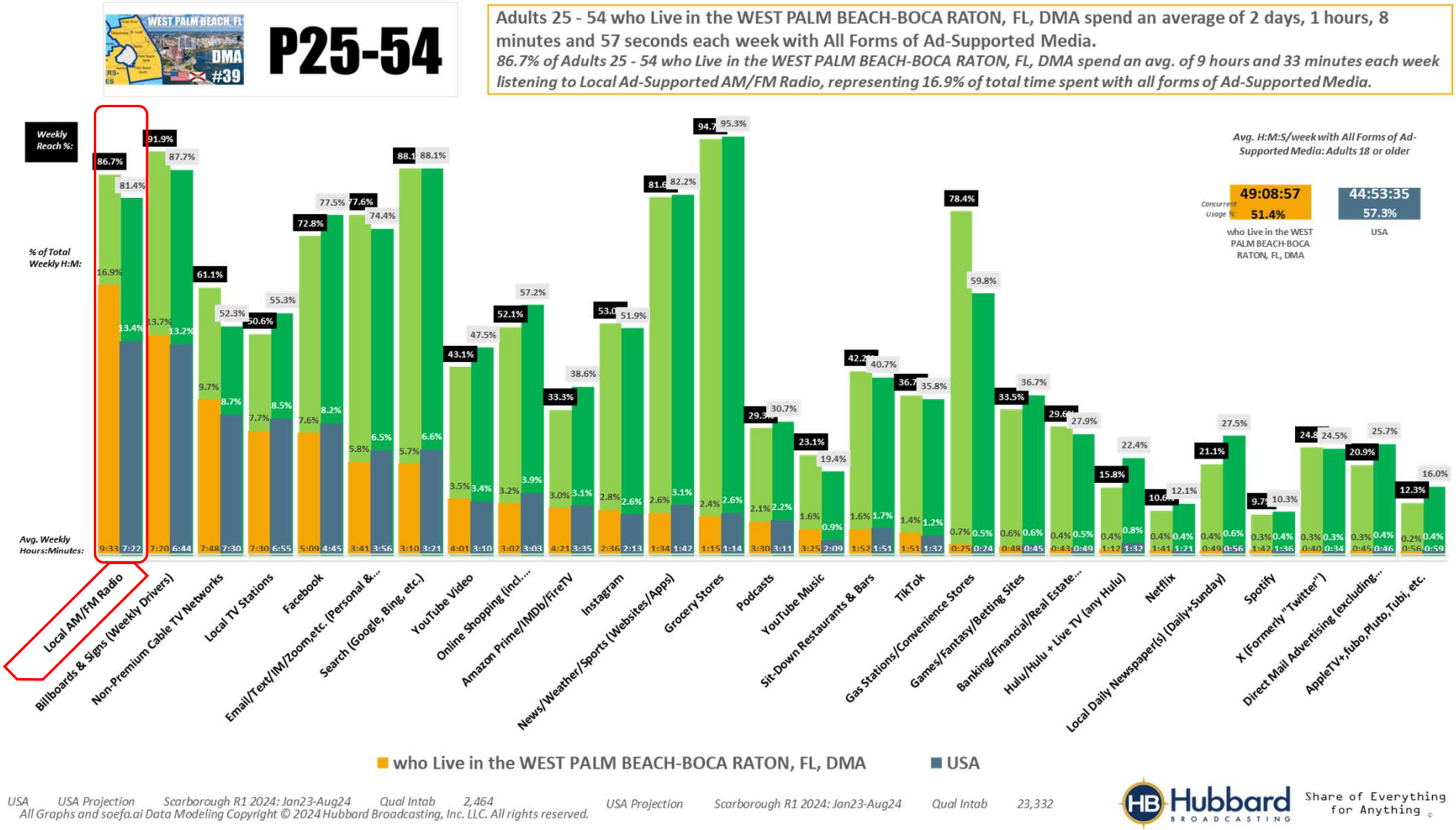
84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



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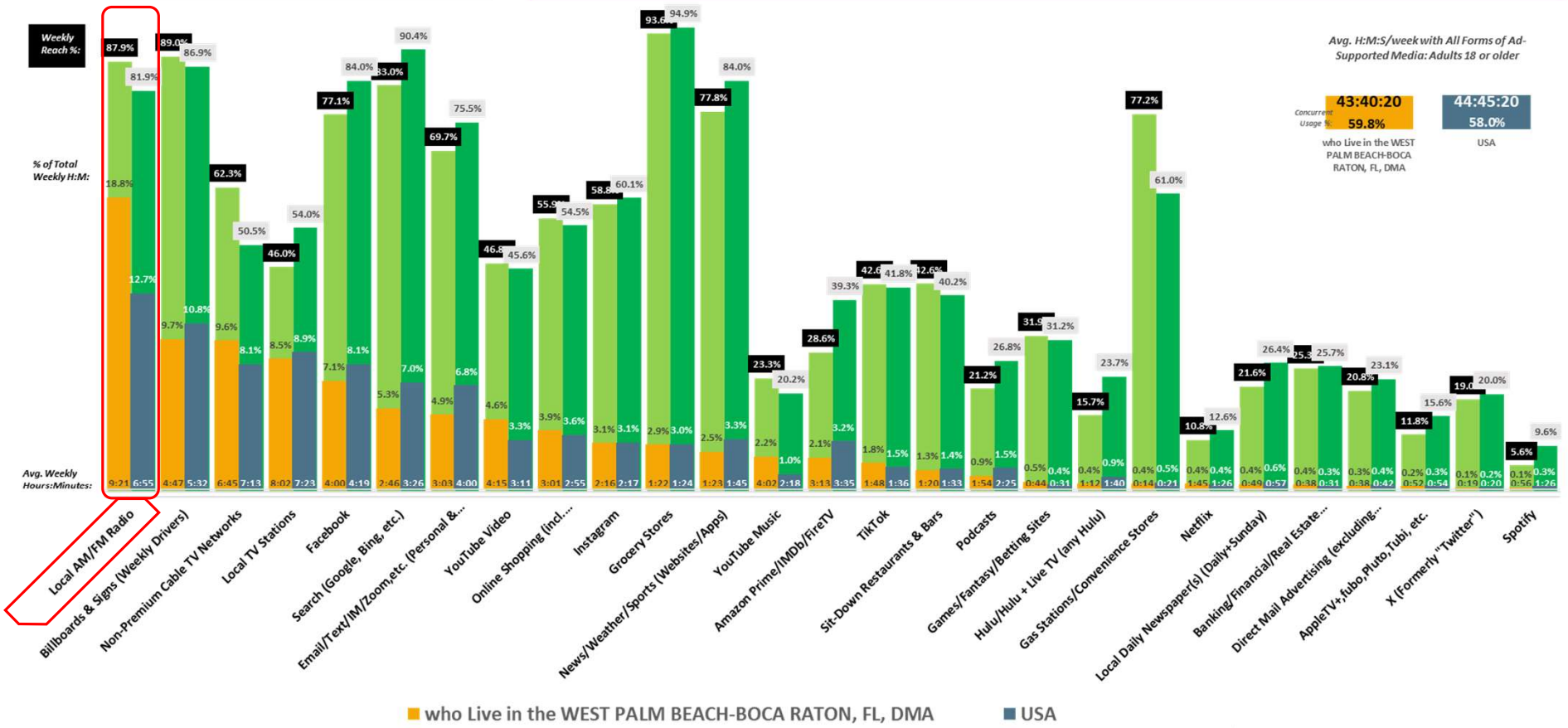
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W25-54

Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 1 days, 19 hours, 40 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

87.9% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.8% of total time spent with all forms of Ad-Supported Media.



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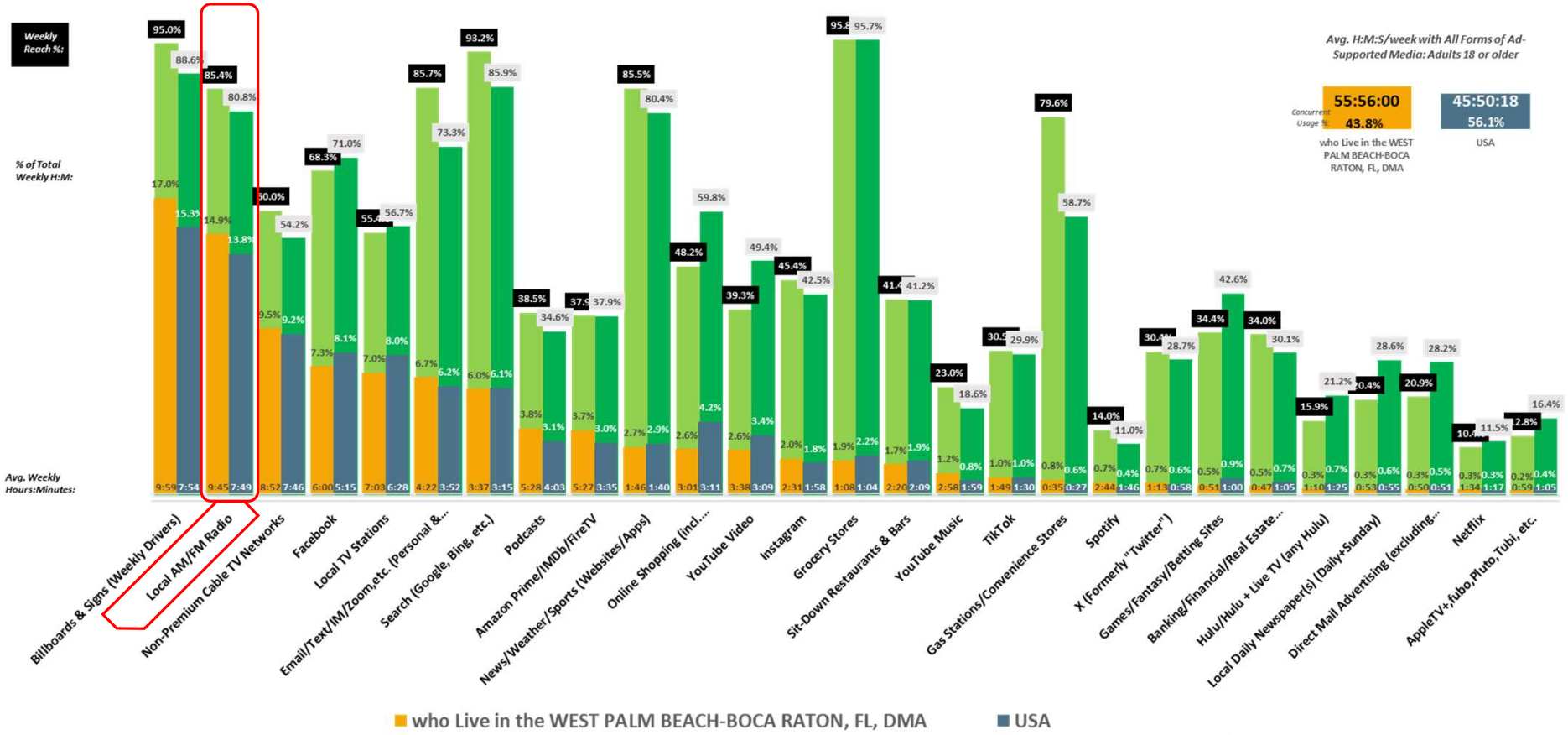
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M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 7 hours, 56 minutes and 0 seconds each week with All Forms of Ad-Supported Media.

85.4% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.9% of total time spent with all forms of Ad-Supported Media.



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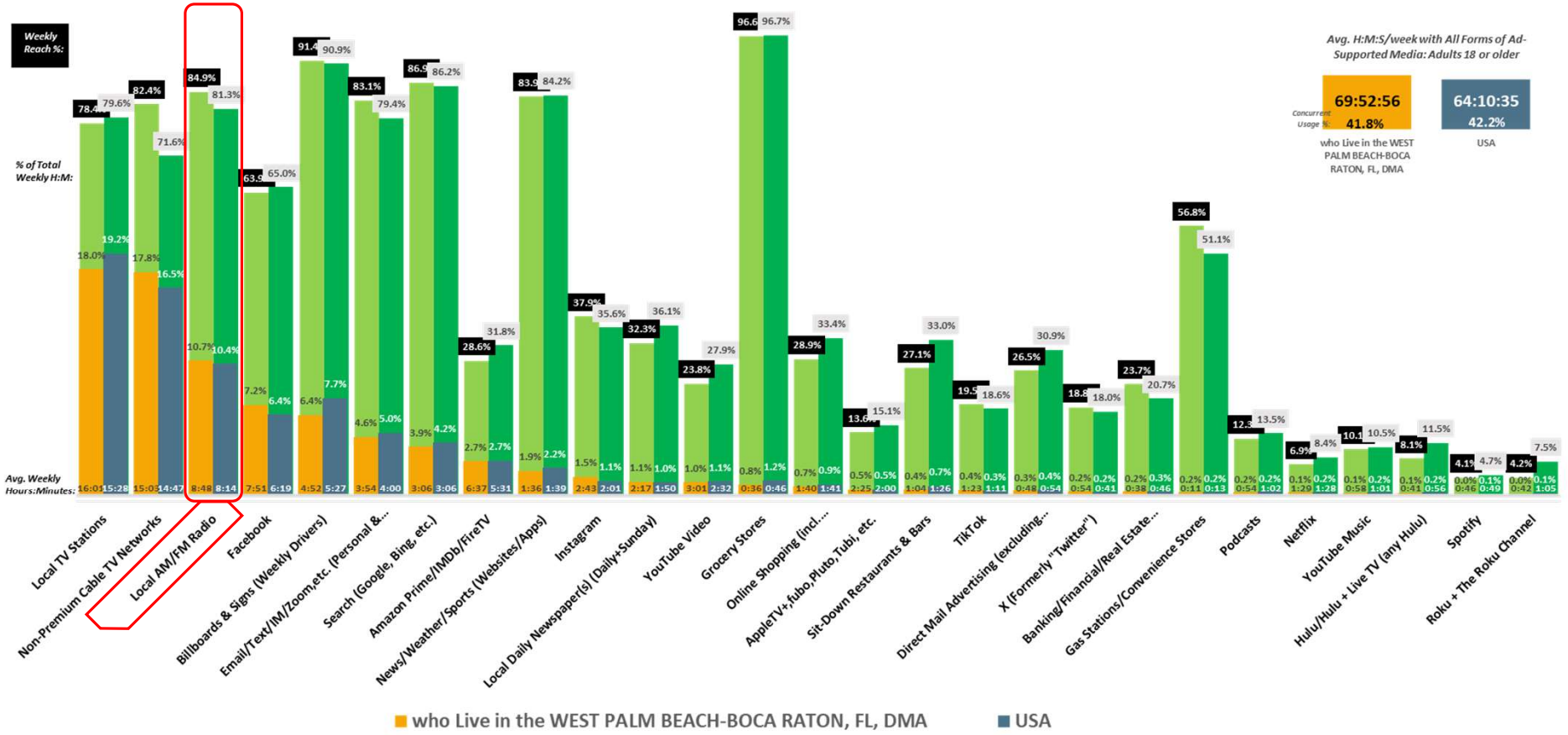
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P50+

Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 21 hours, 52 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

84.9% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



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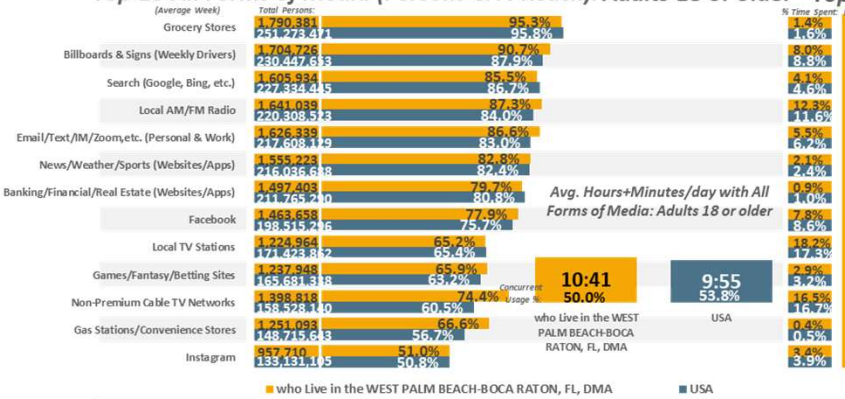
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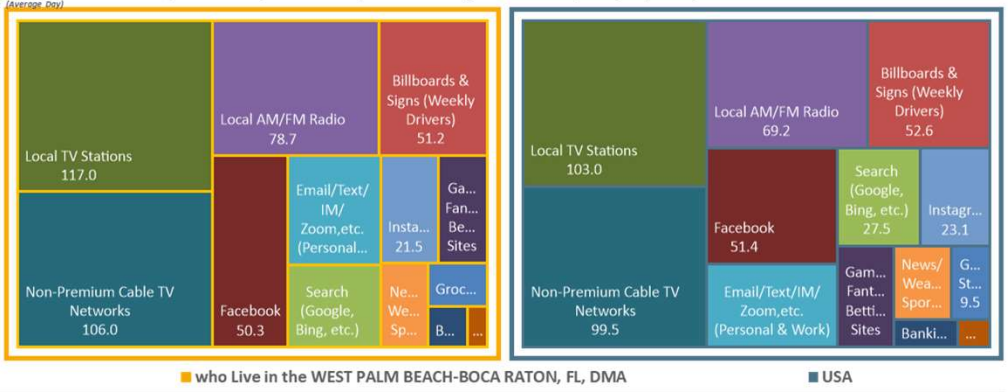
P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 8 hours and 10 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 75.2 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

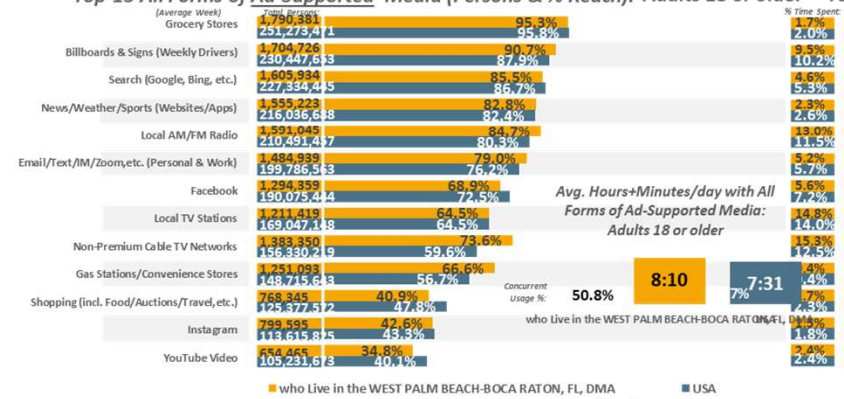
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



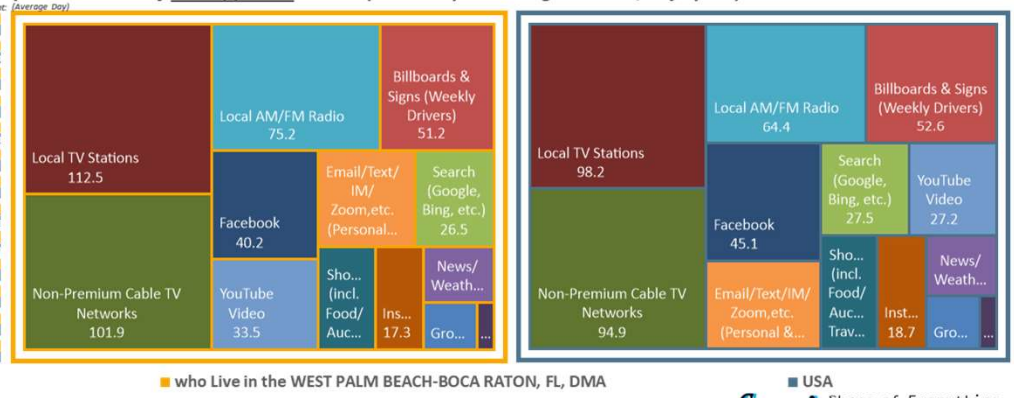
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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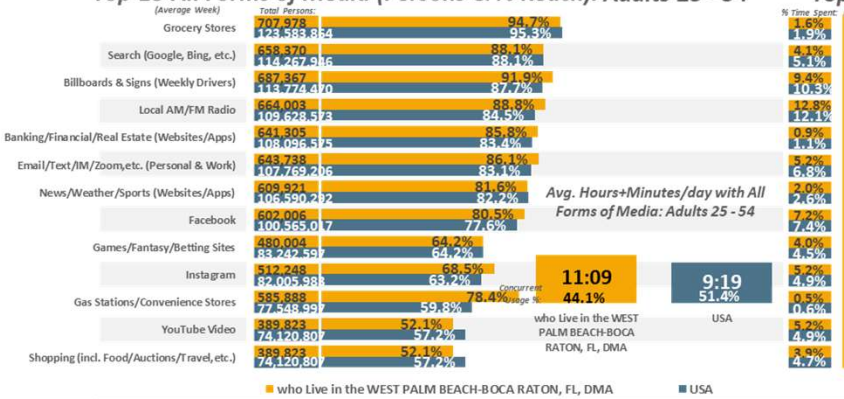
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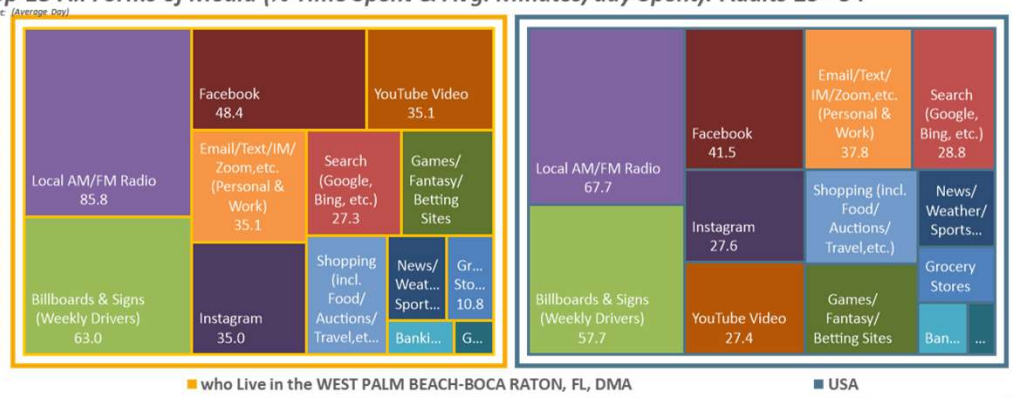
P25-54

Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 1 minutes each day with All Forms of Ad-Supported Media. 86.7% listen to Local AM/FM Radio for an avg. of 81.9 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

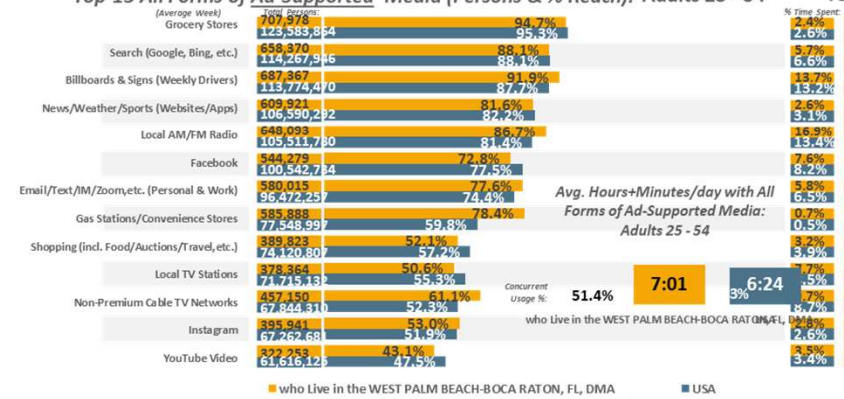
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



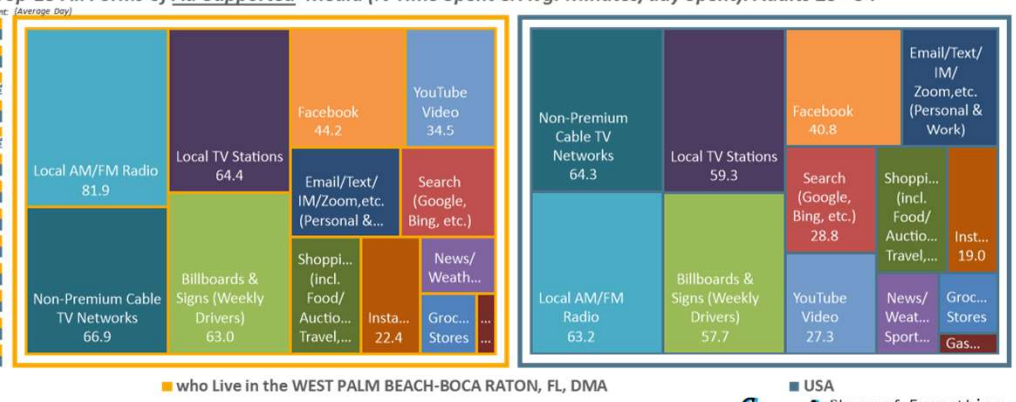
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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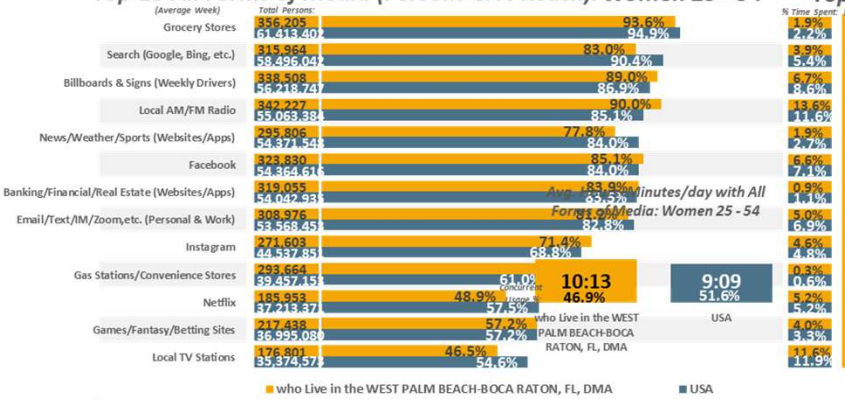
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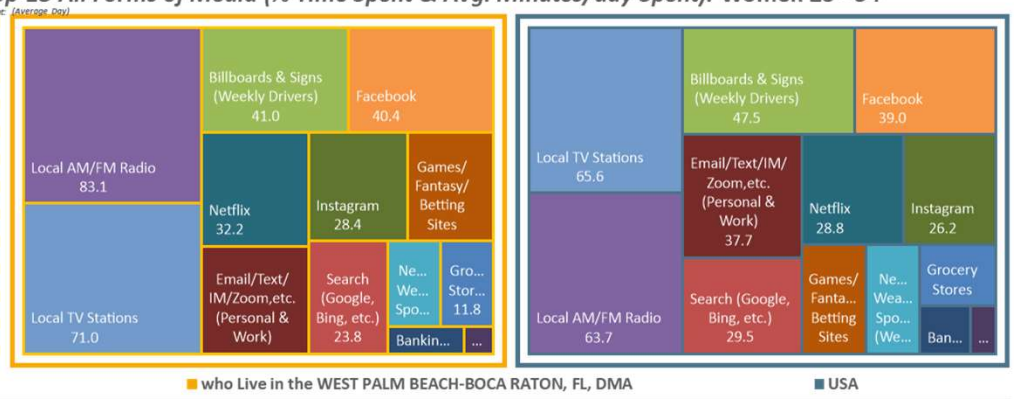
W25-54

Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 14 minutes each day with All Forms of Ad-Supported Media. 87.9% listen to Local AM/FM Radio for an avg. of 80.3 minutes/day. *(Local Radio delivers 18.8% of Time with Ad-Supported Media.)*

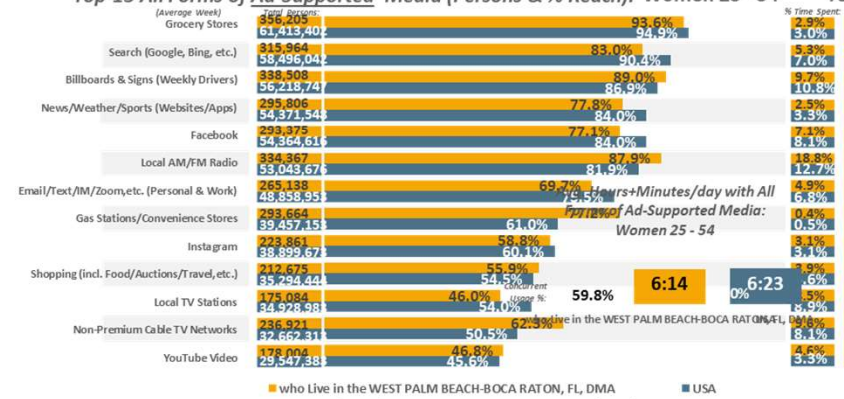
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



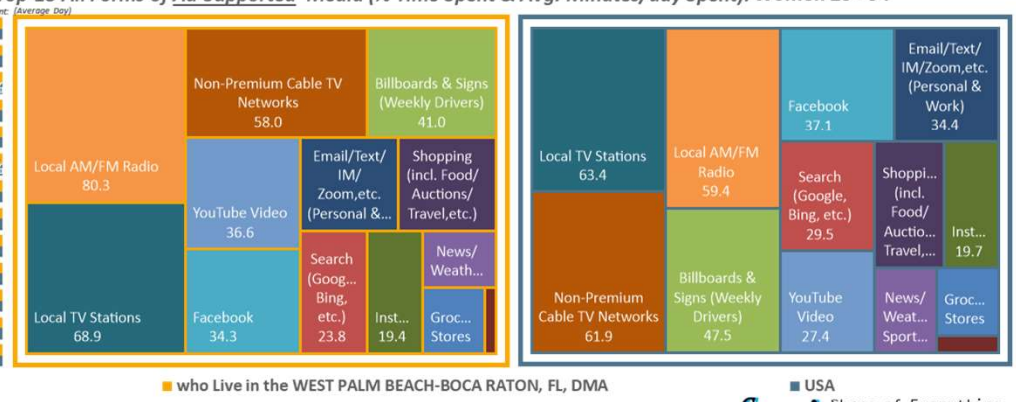
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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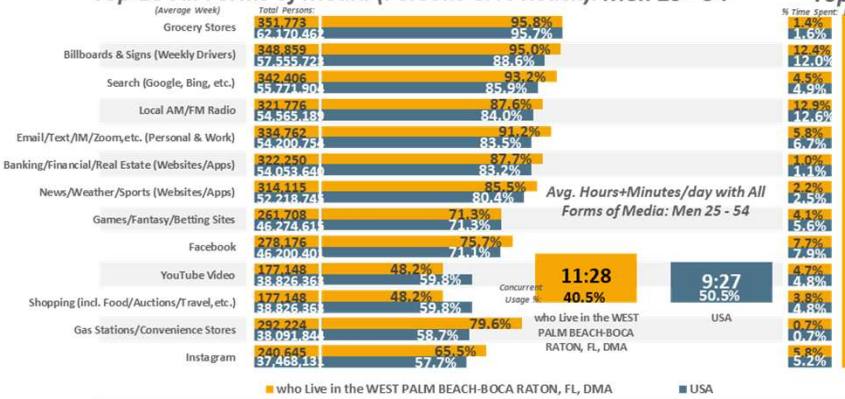
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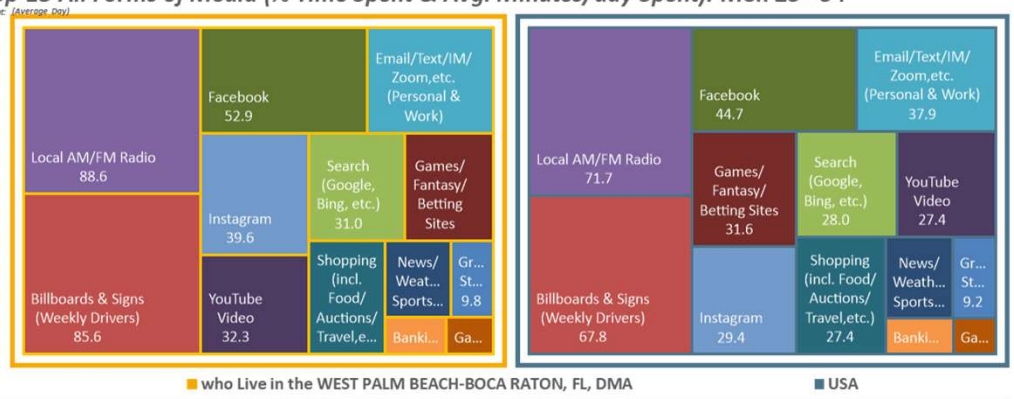
M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 85.4% listen to Local AM/FM Radio for an avg. of 83.7 minutes/day. *(Local Radio delivers 14.9% of Time with Ad-Supported Media.)*

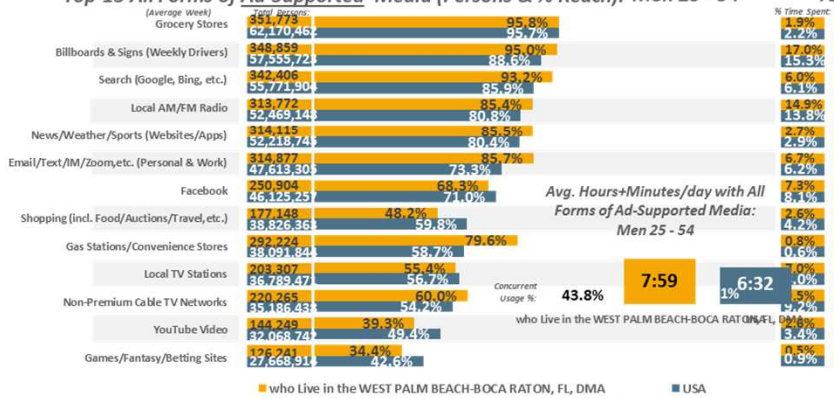
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



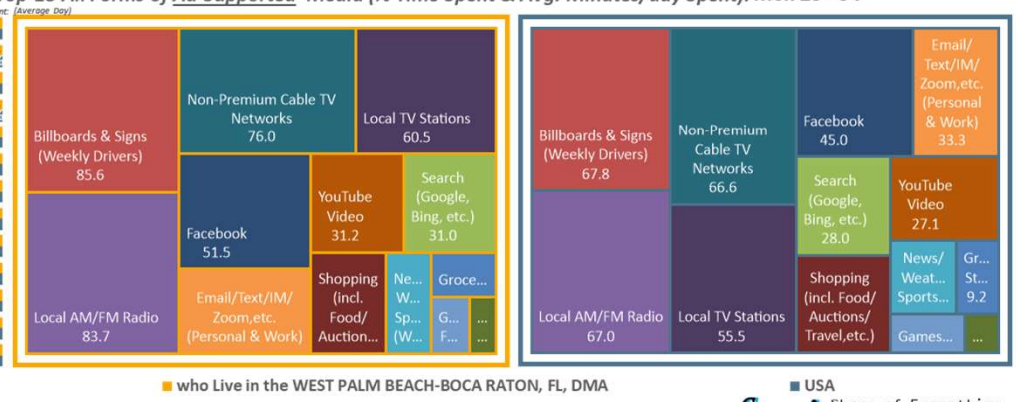
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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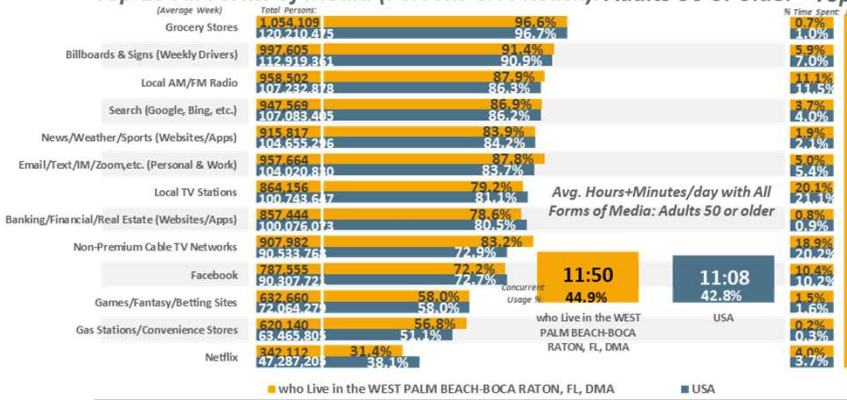
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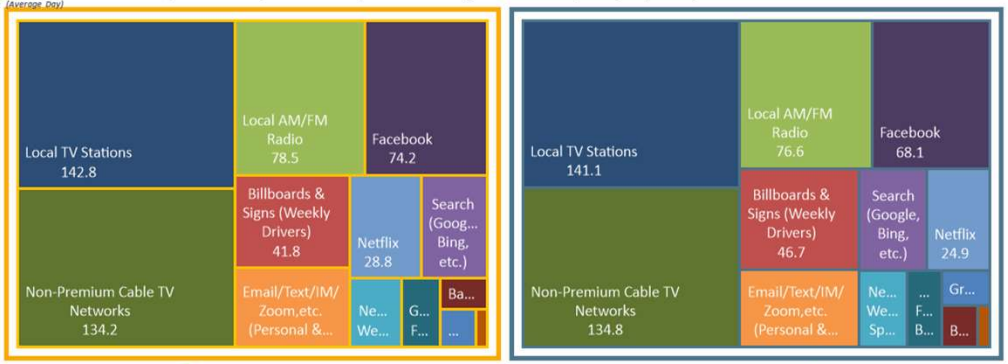
P50+

Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 14 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 75.5 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

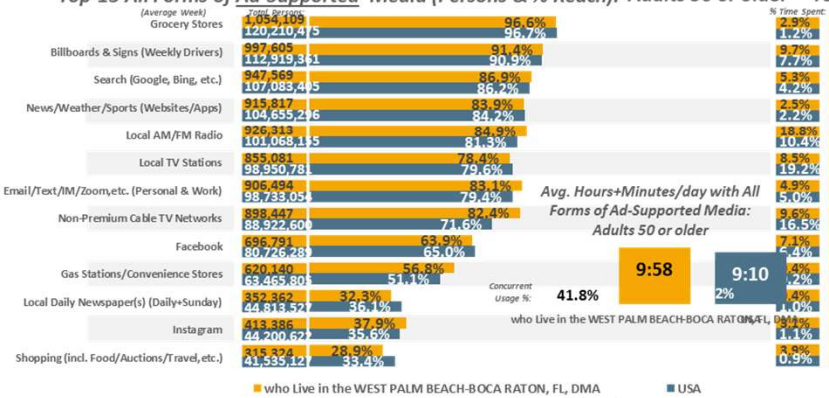
Top-13 All Forms of Media (Persons & % Reach): Adults 50 or older



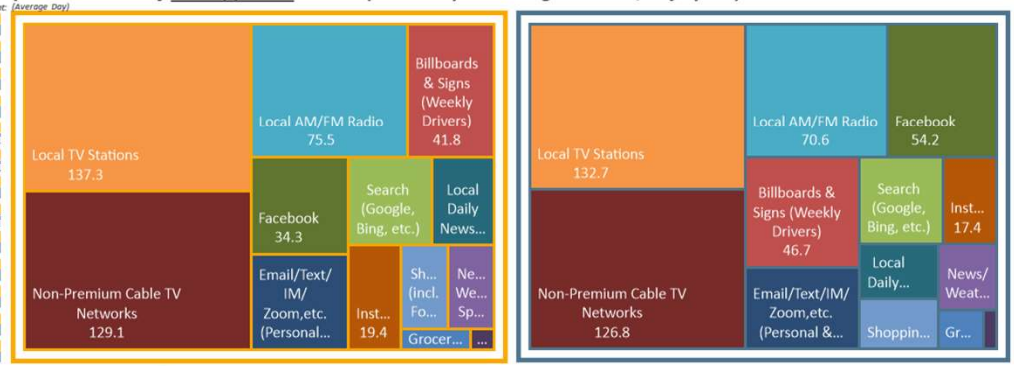
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 50 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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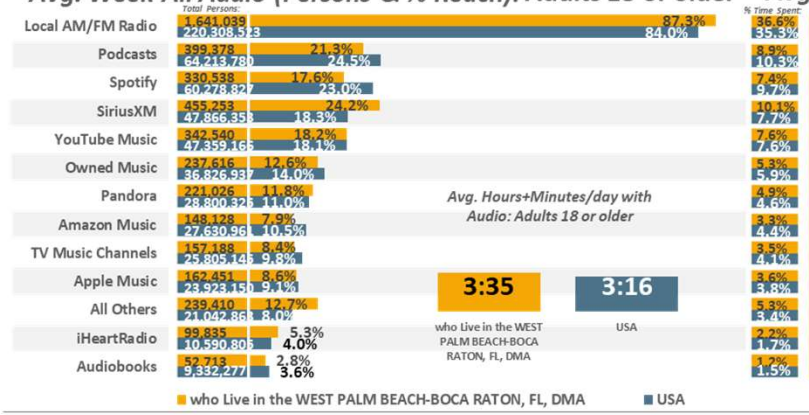
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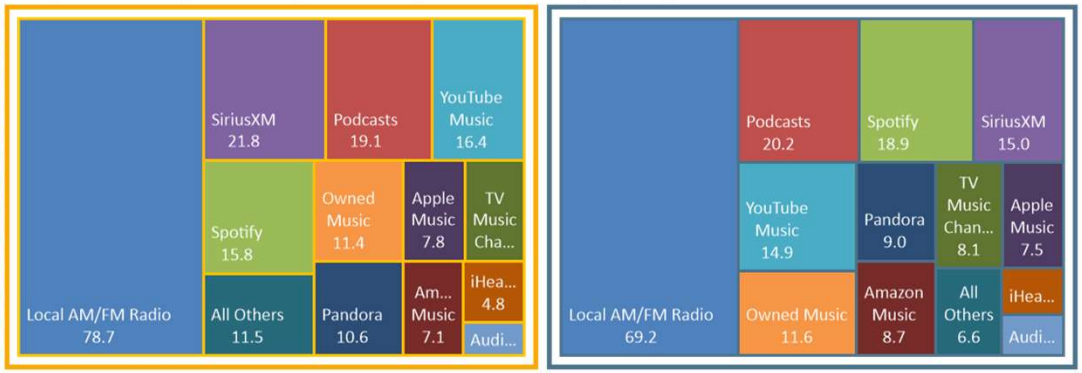
P18+

1,591,045 or 84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

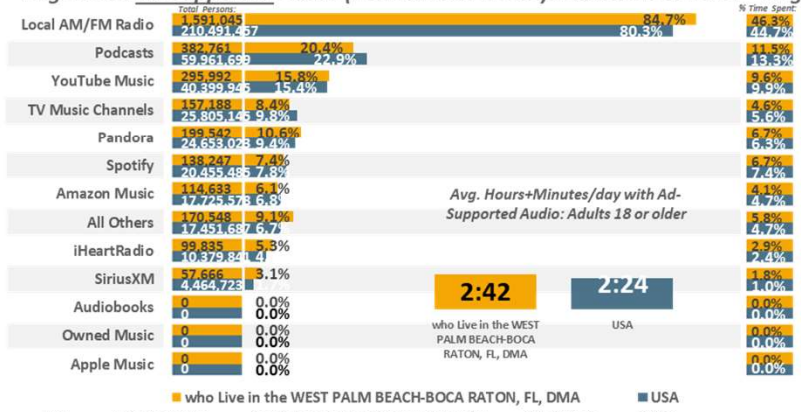
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



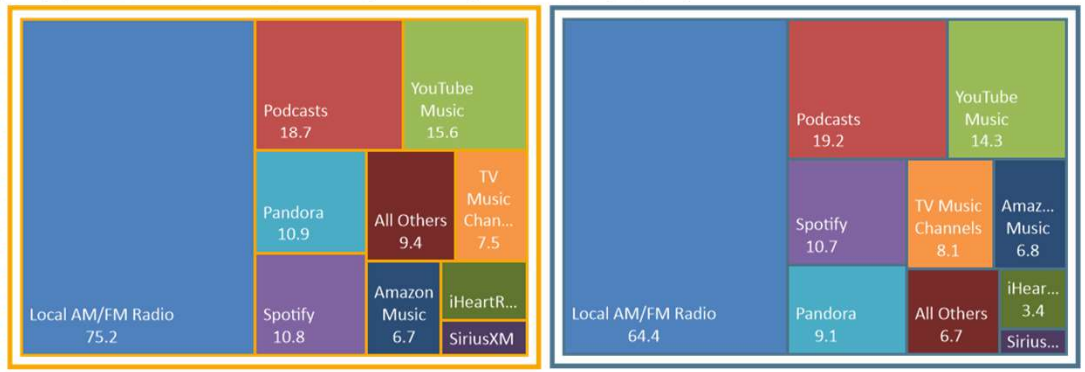
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

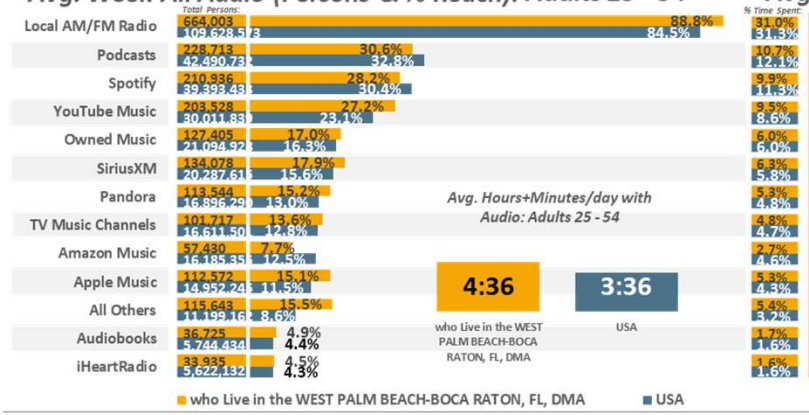
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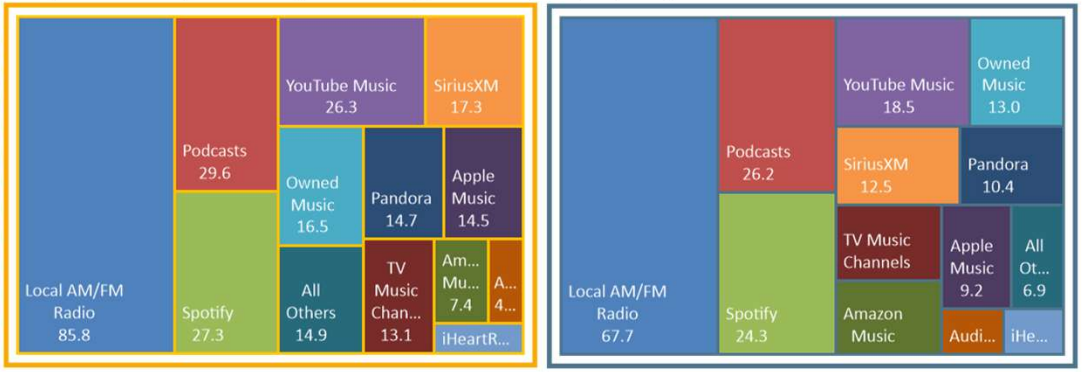
P25-54

648,093 or 86.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

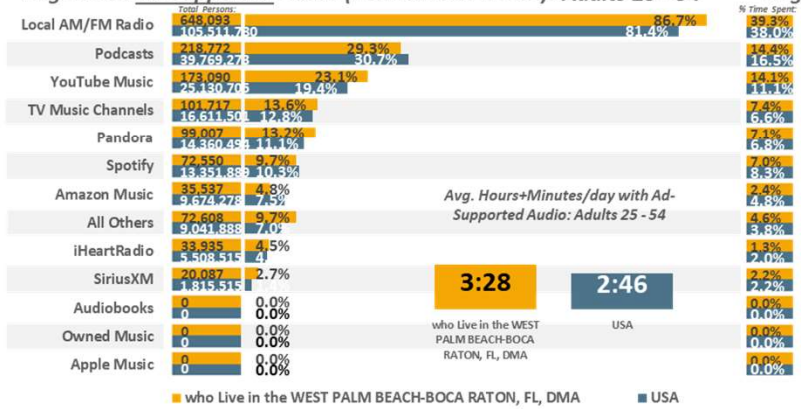
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



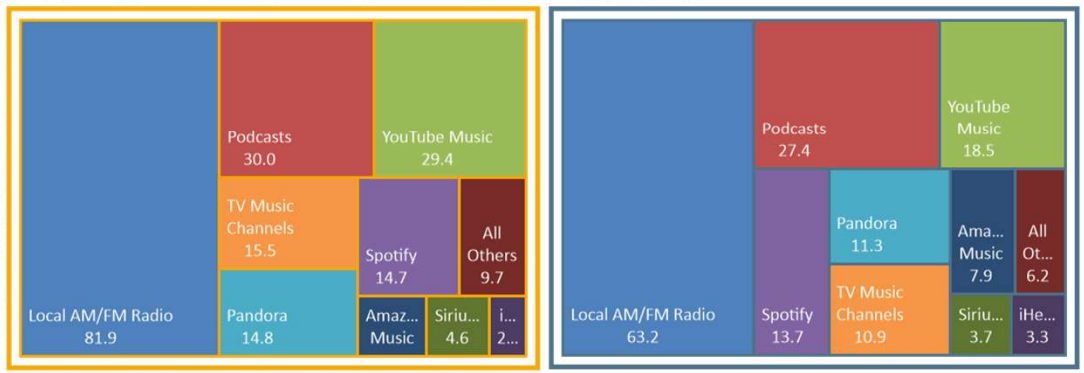
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

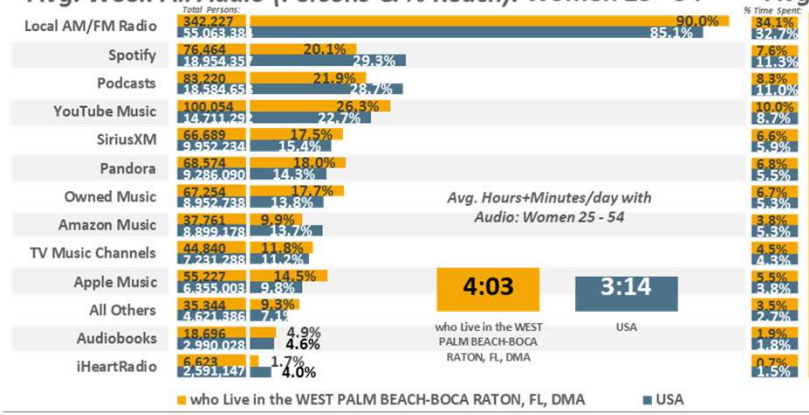
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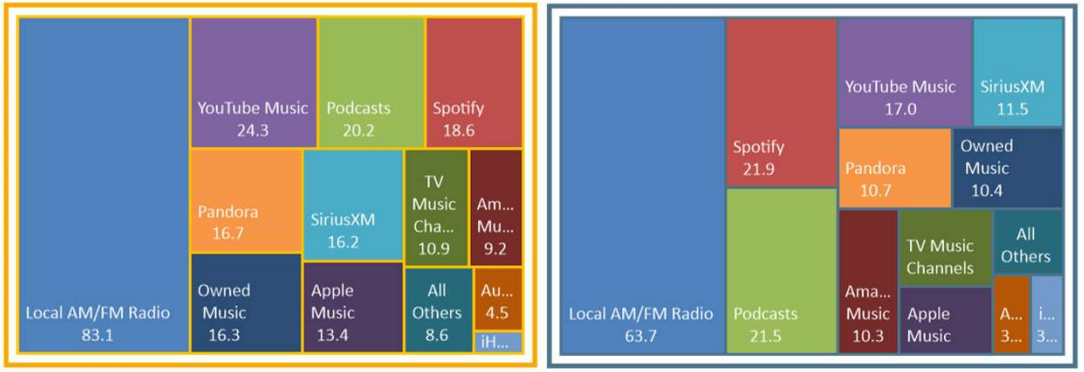
W25-54

334,367 or 87.9% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

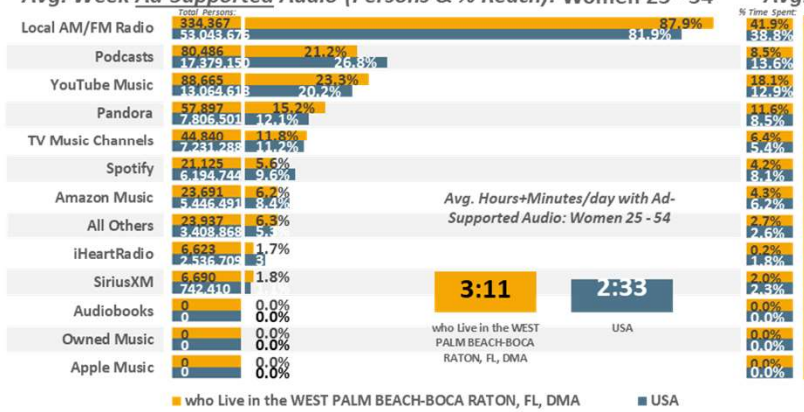
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



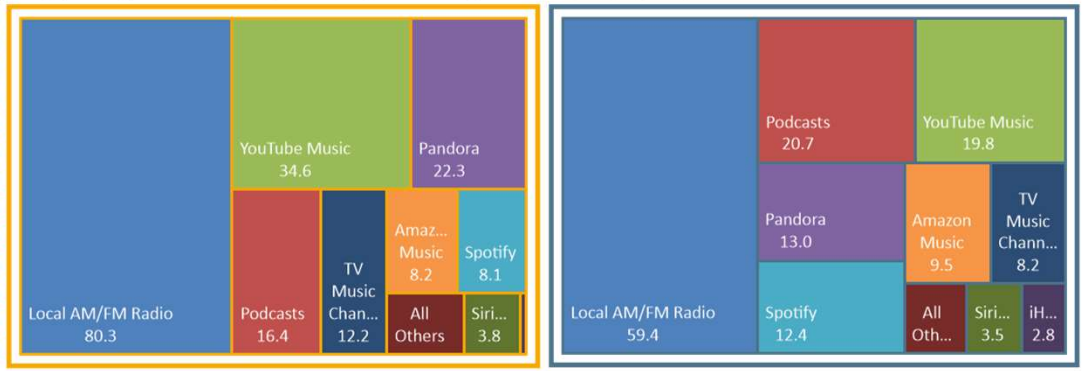
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

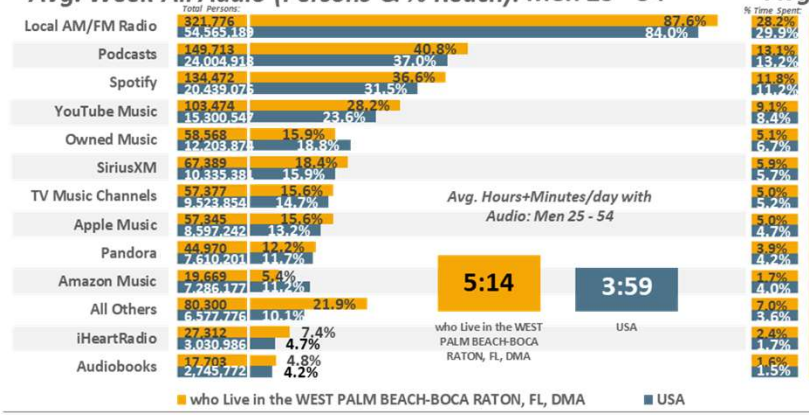
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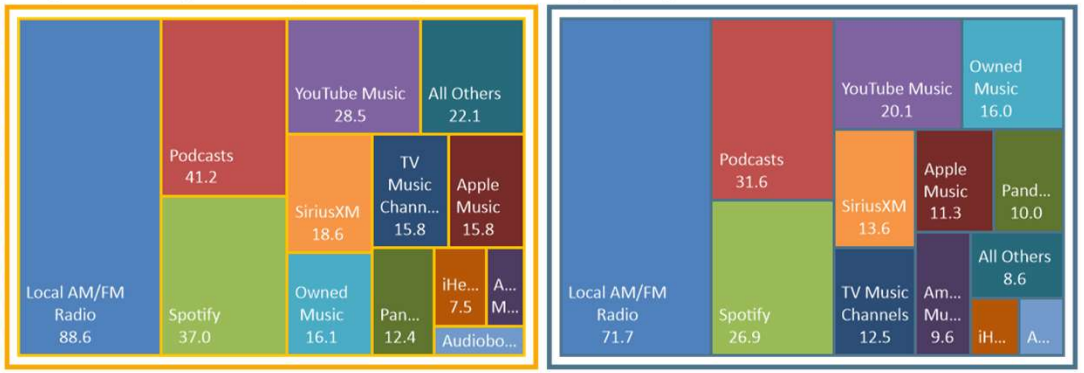
M25-54

313,772 or 85.4% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 83.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

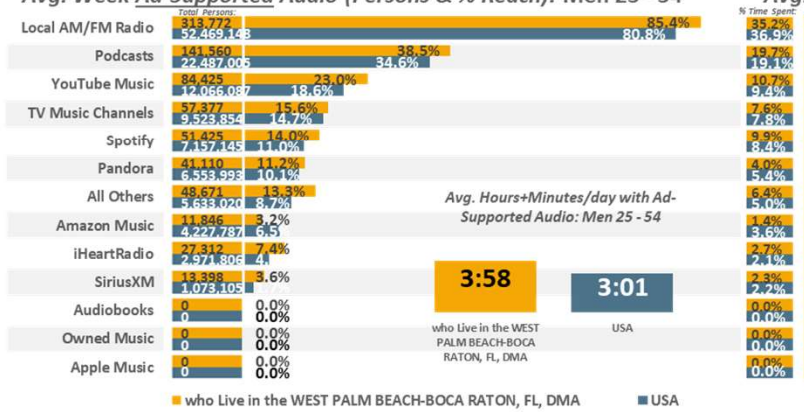
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



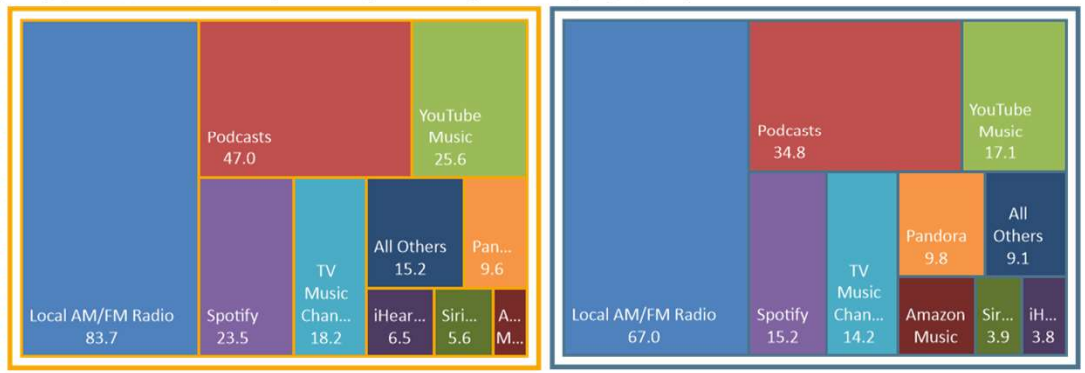
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

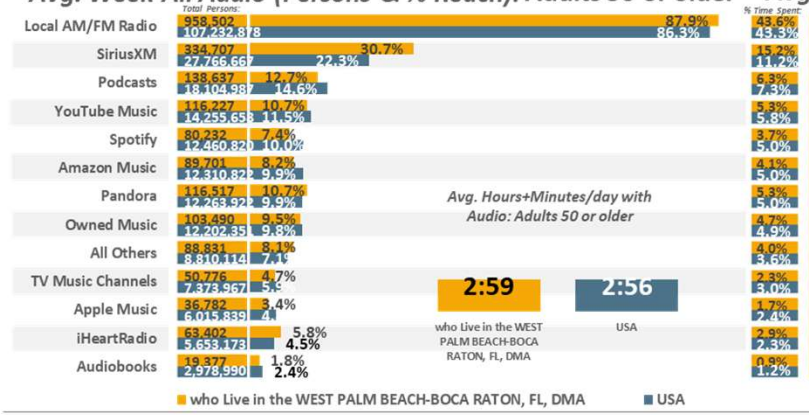
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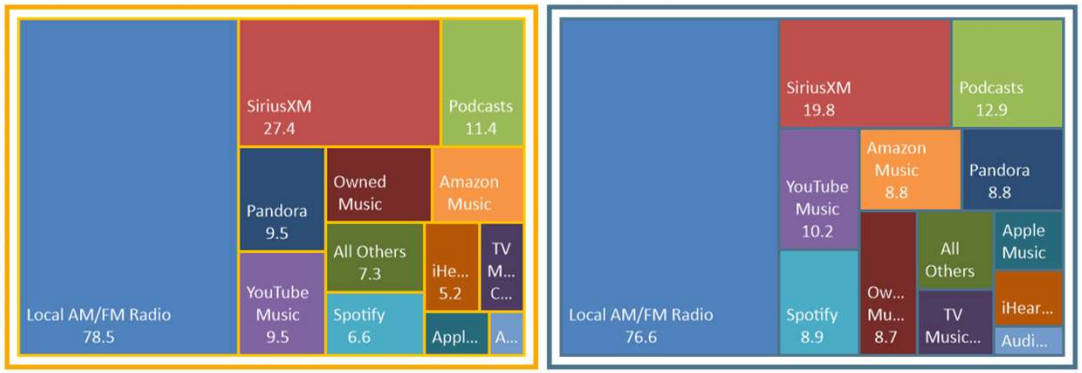
P50+

926,313 or 84.9% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 75.5 minutes every day representing 53.1% of all time spent daily with Ad-Supported Audio.

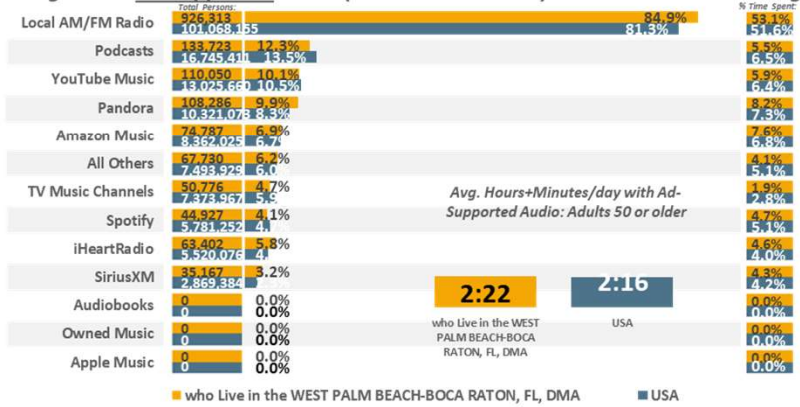
Avg. Week All Audio (Persons & % Reach): Adults 50 or older



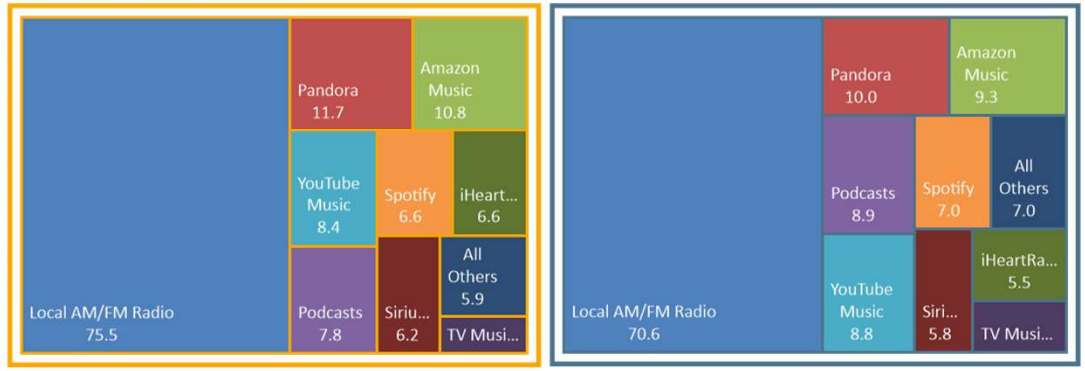
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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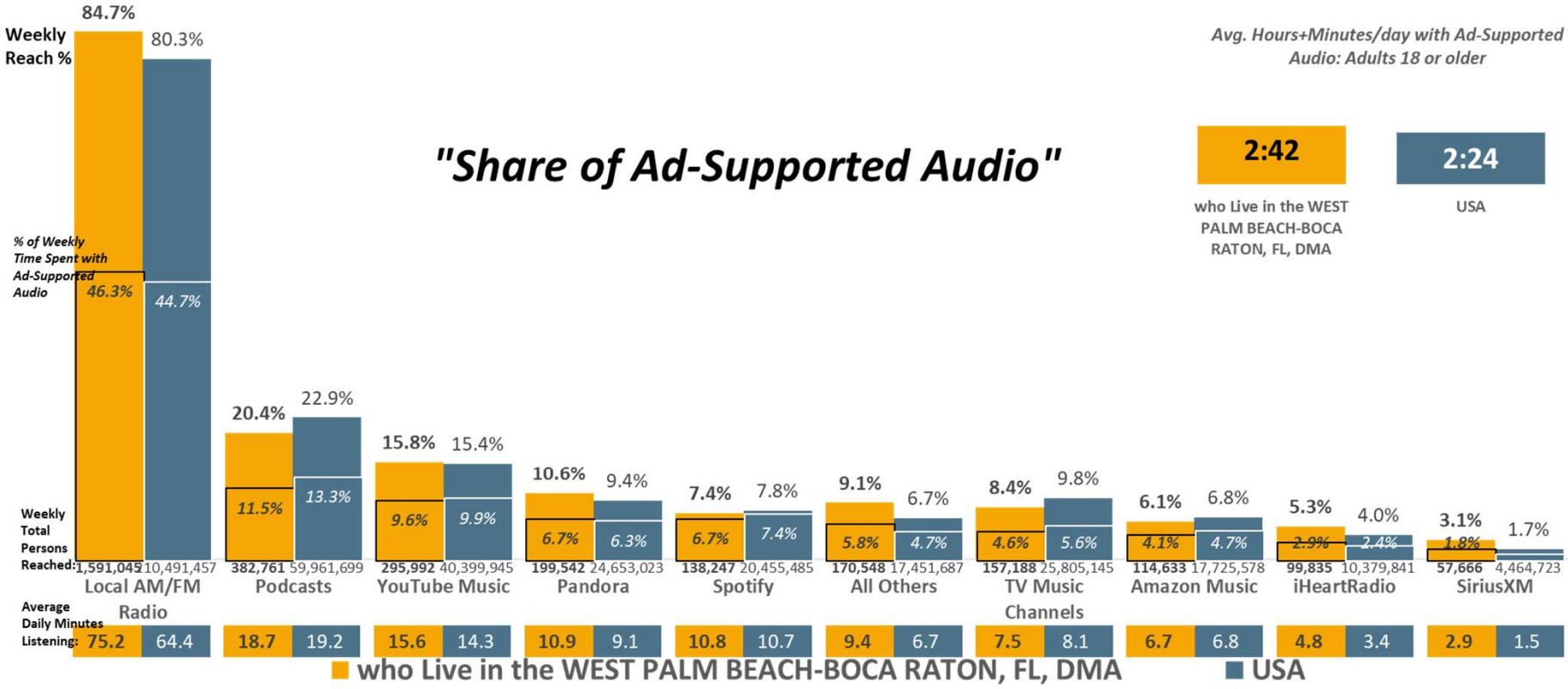
Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

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P18+

1,591,045 or 84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



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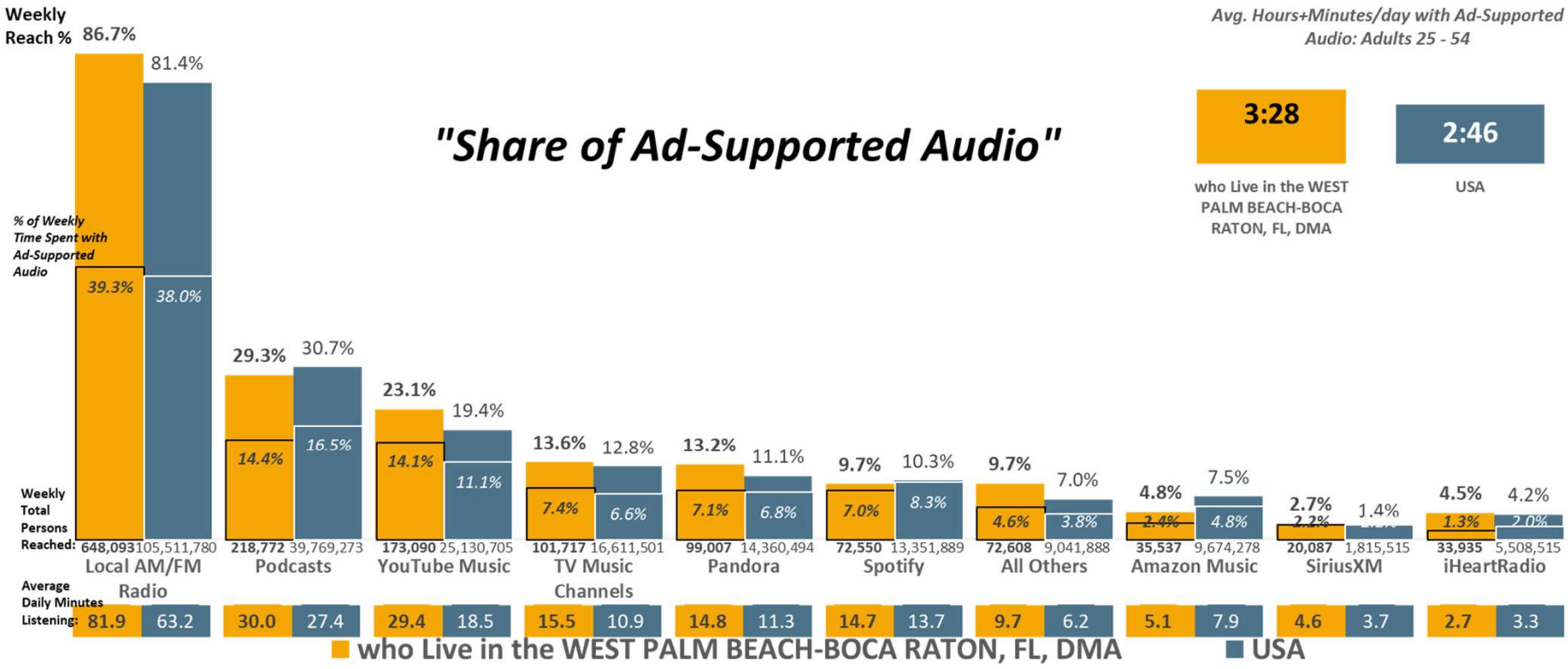
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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P25-54

648,093 or 86.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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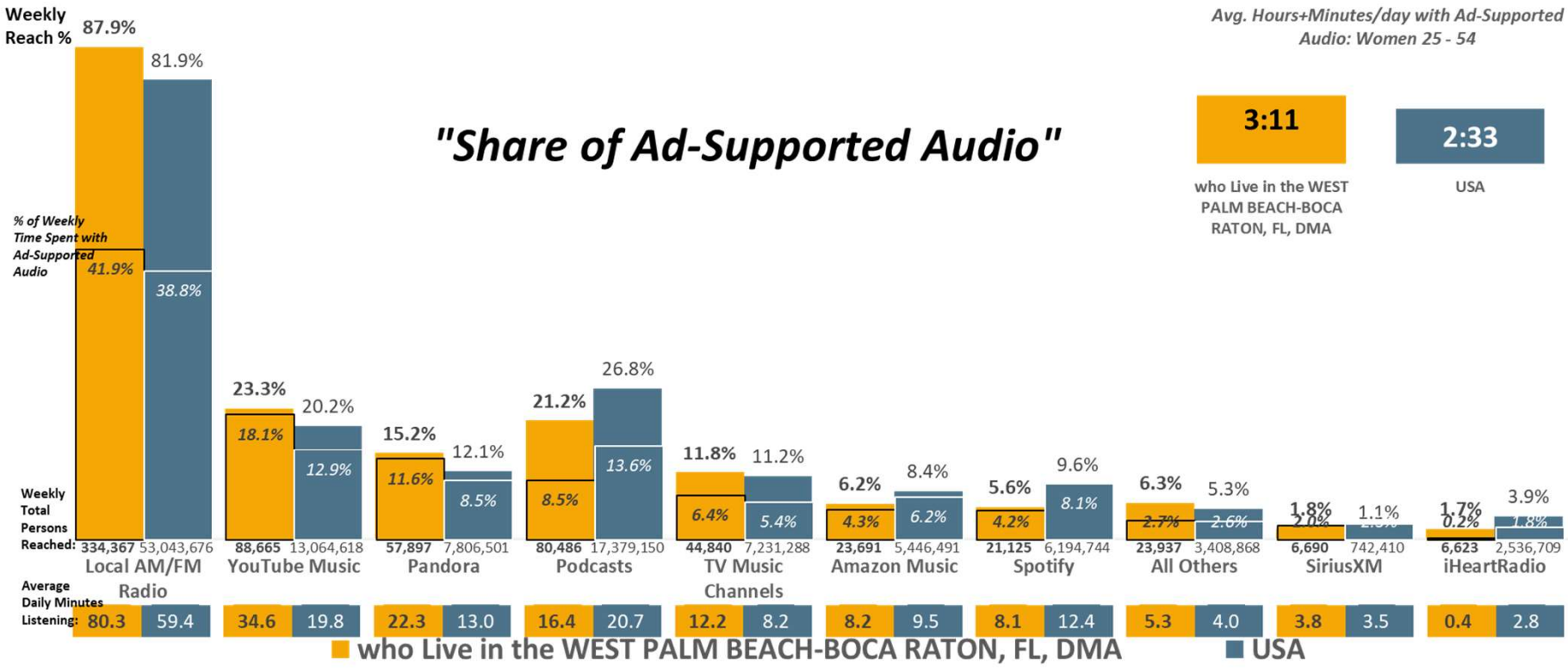
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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W25-54

334,367 or 87.9% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



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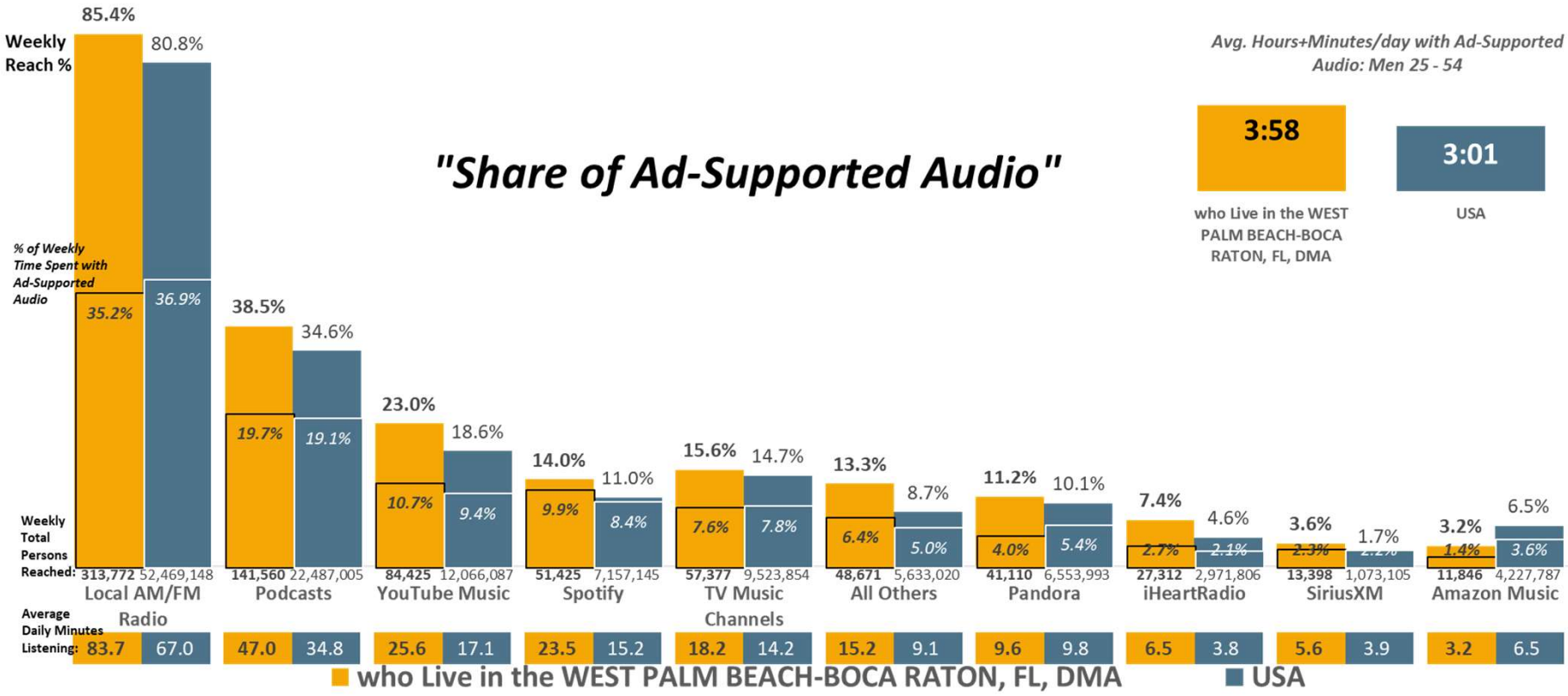
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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M25-54

313,772 or 85.4% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 83.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



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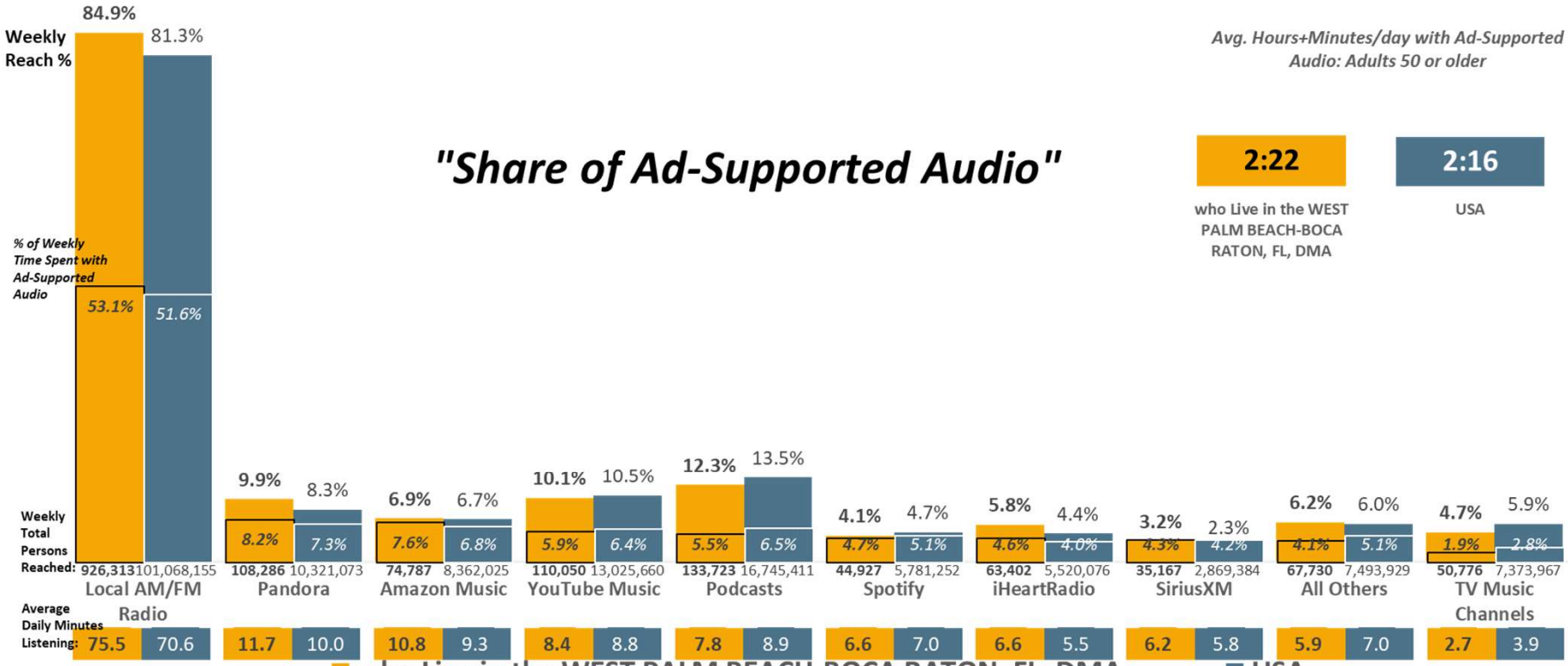
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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P50+

926,313 or 84.9% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 75.5 minutes every day representing 53.1% of all time spent daily with Ad-Supported Audio.



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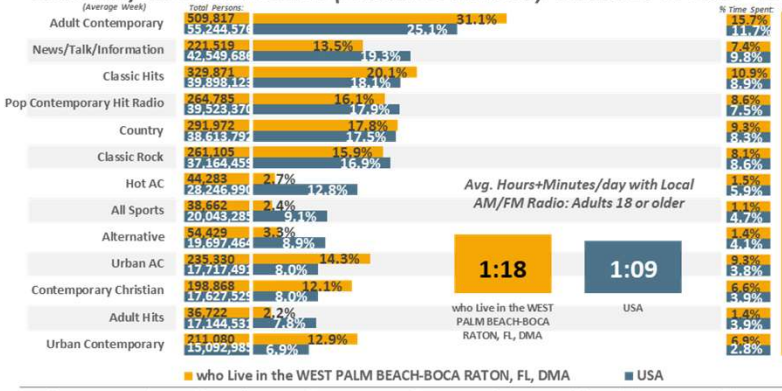
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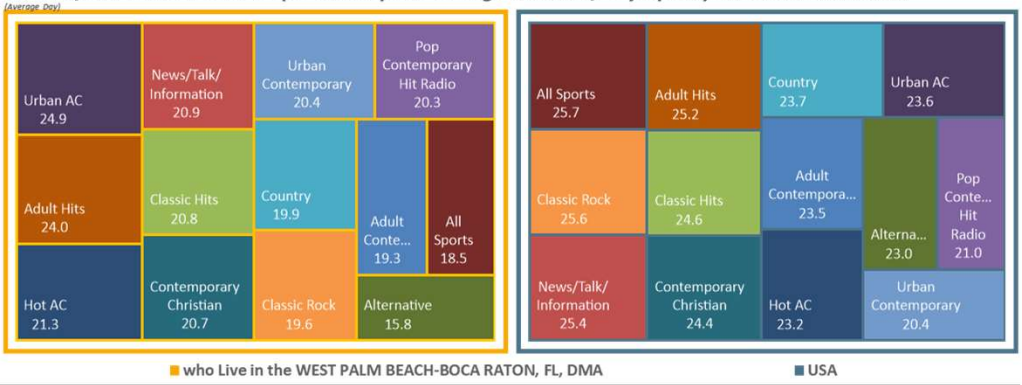
P18+

1,591,045 or 84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

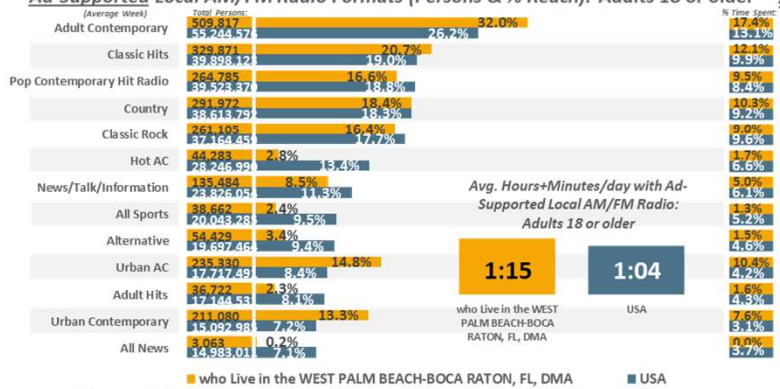
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



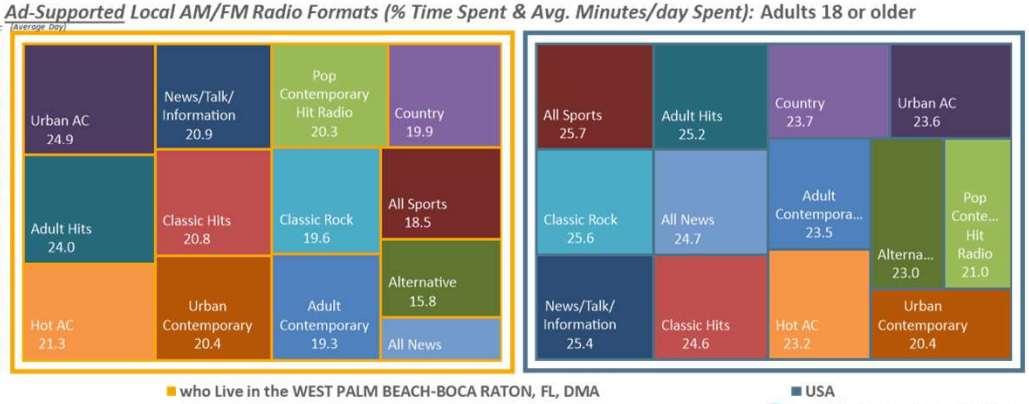
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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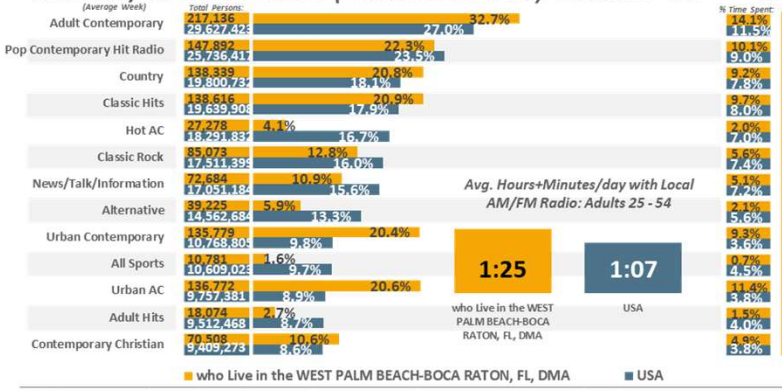
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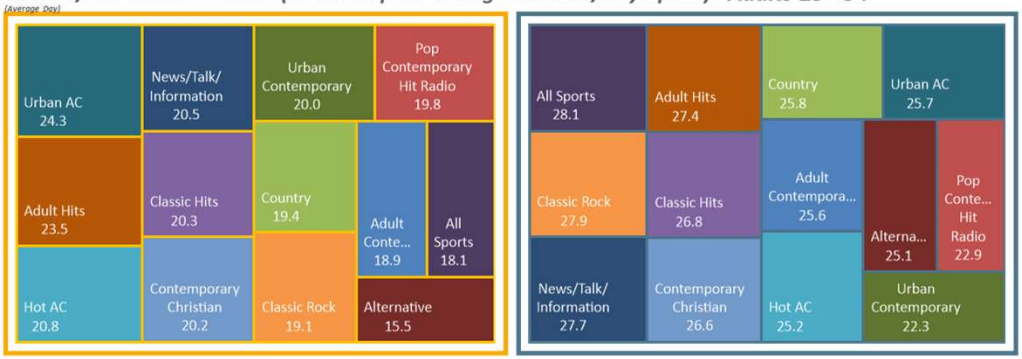
P25-54

648,093 or 86.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Urban AC.

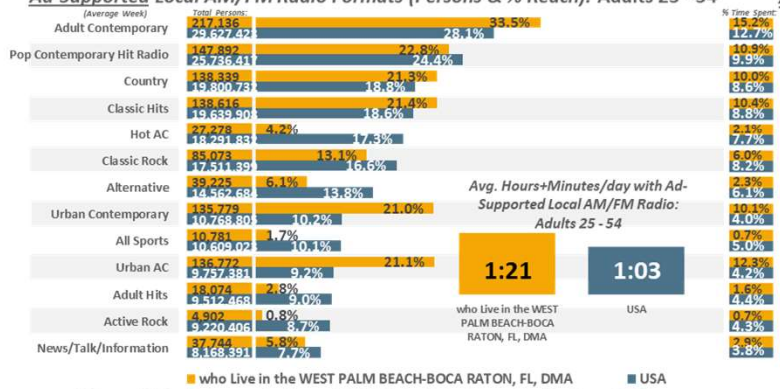
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



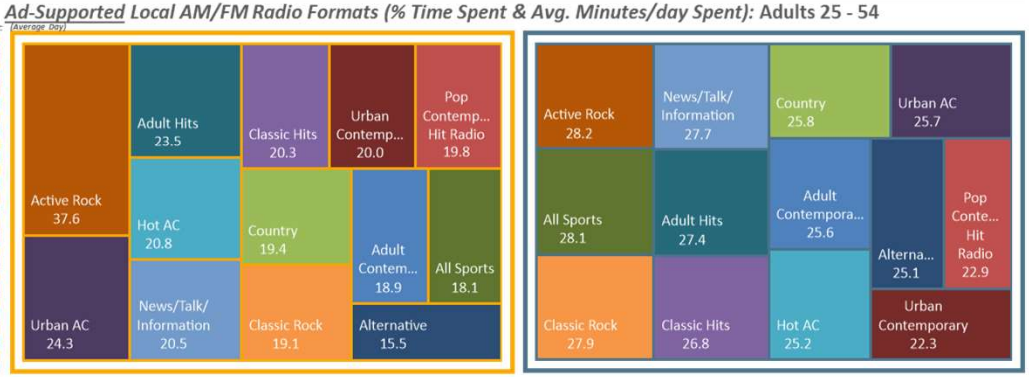
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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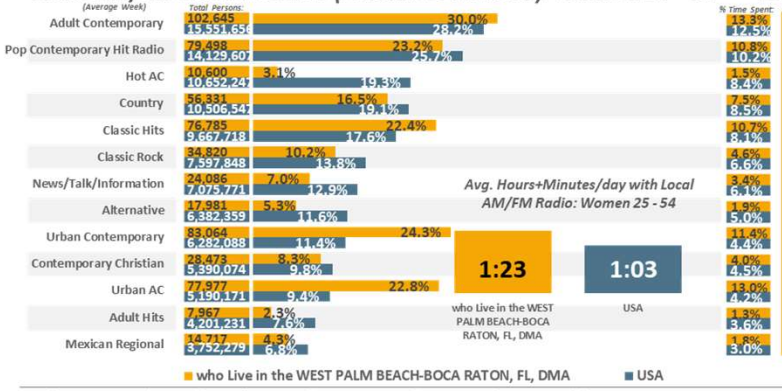
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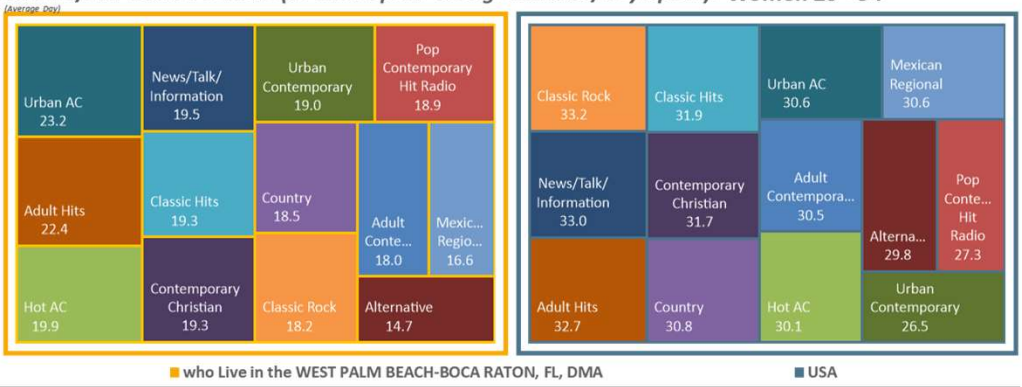
W25-54

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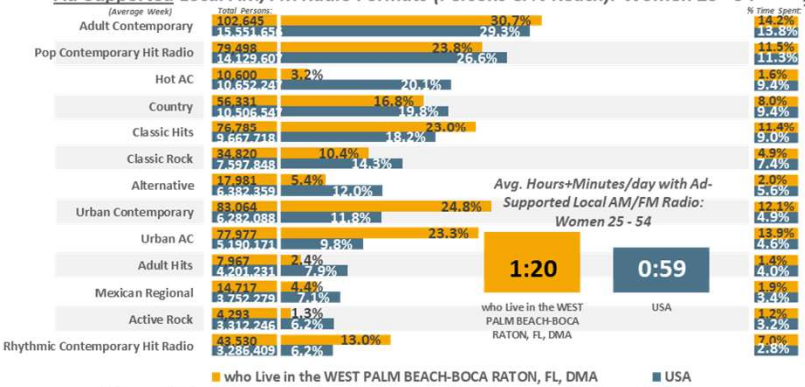
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



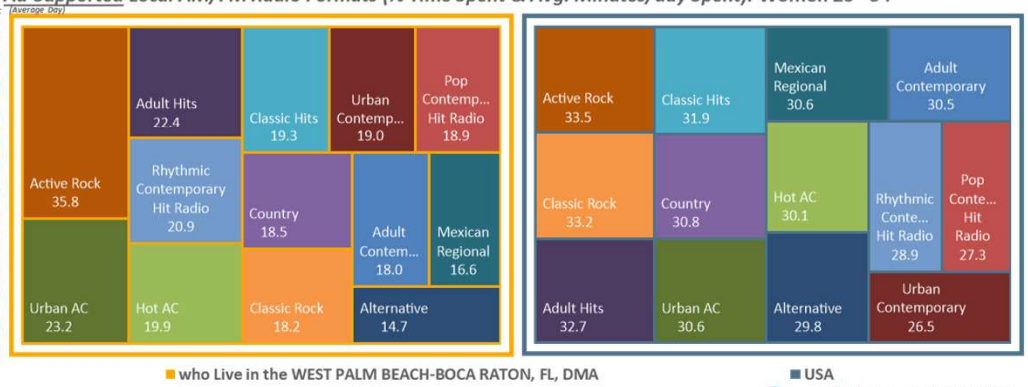
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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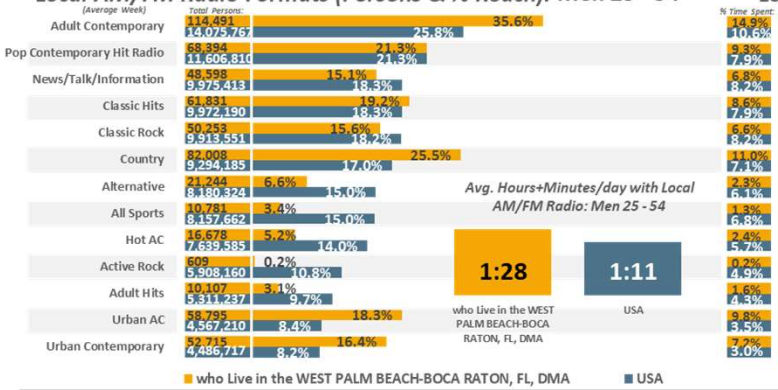
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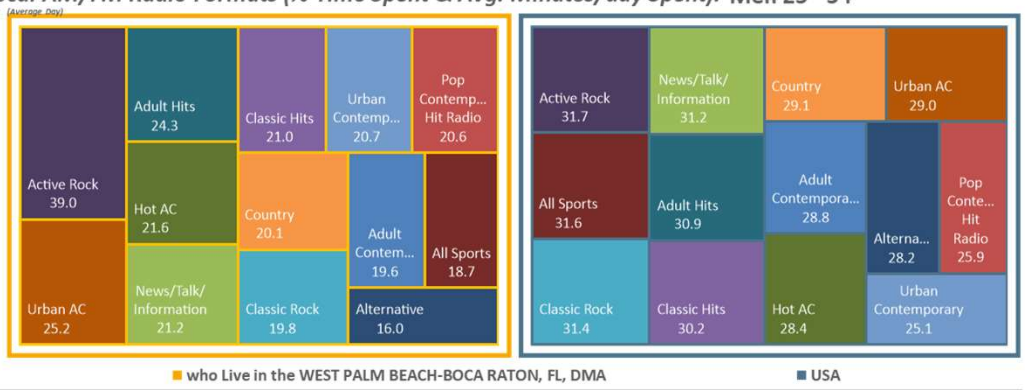
M25-54

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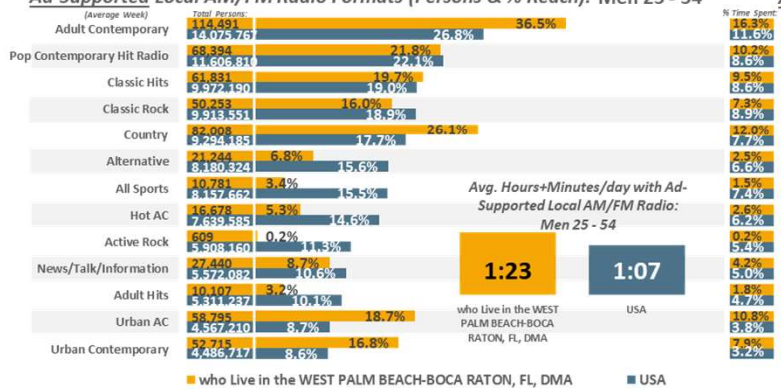
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



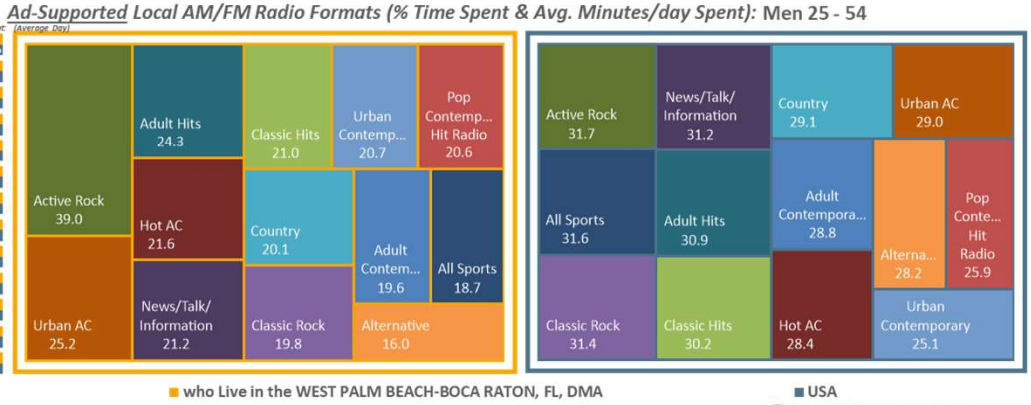
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

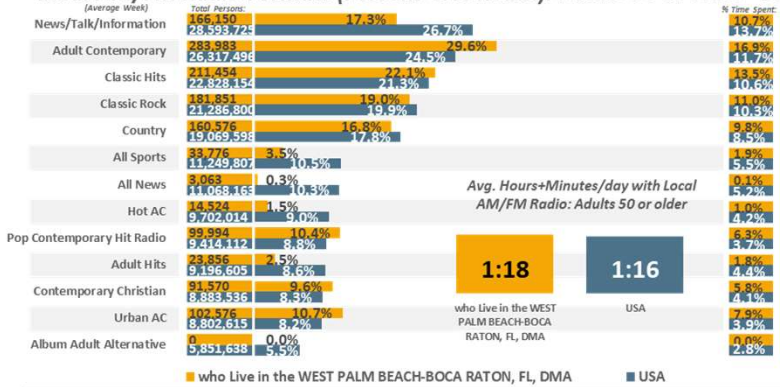
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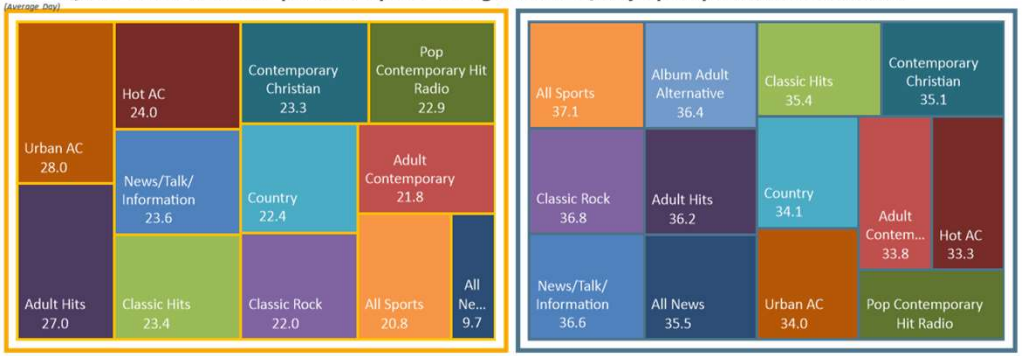
P50+

926,313 or 84.9% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and News/Talk/Information.

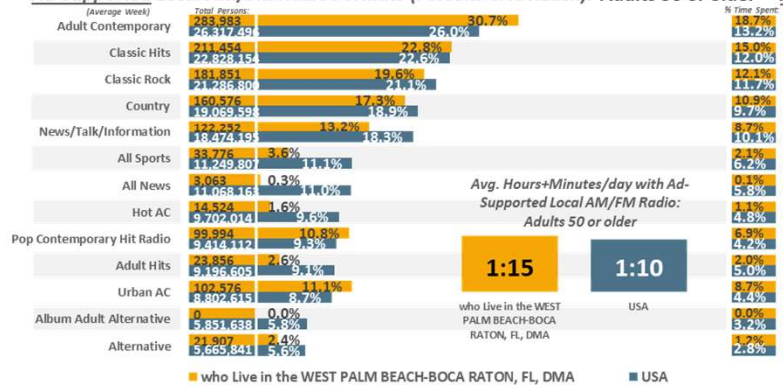
Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



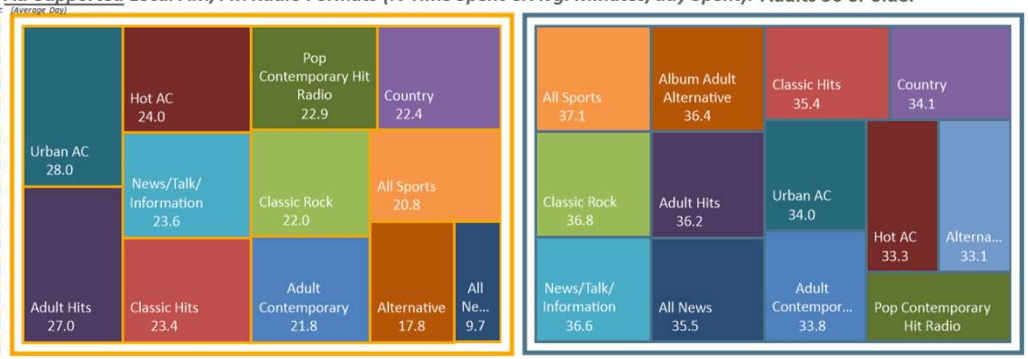
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 50 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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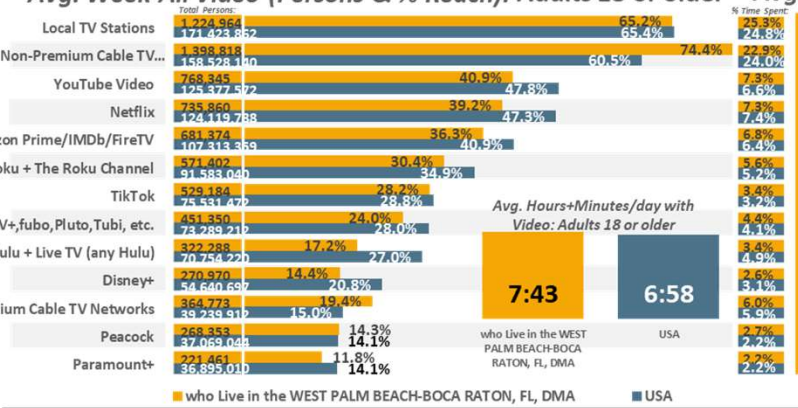
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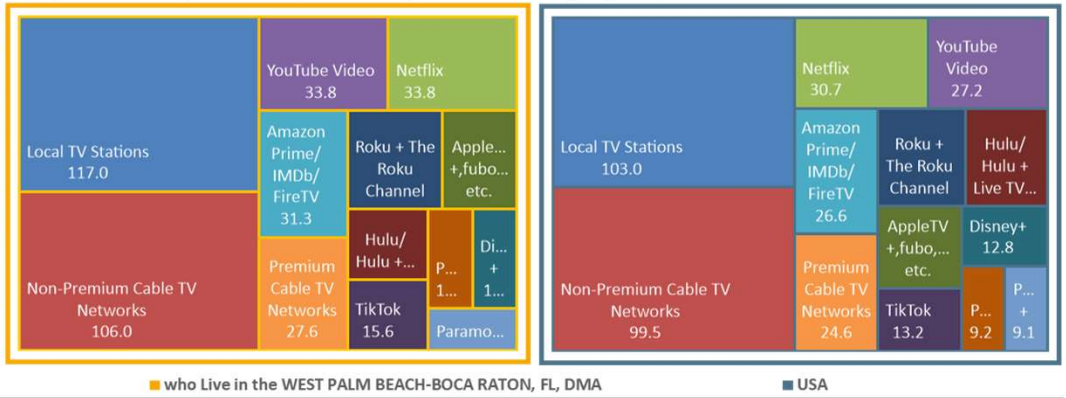
P18+

1,211,419 or 64.5% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 112.5 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

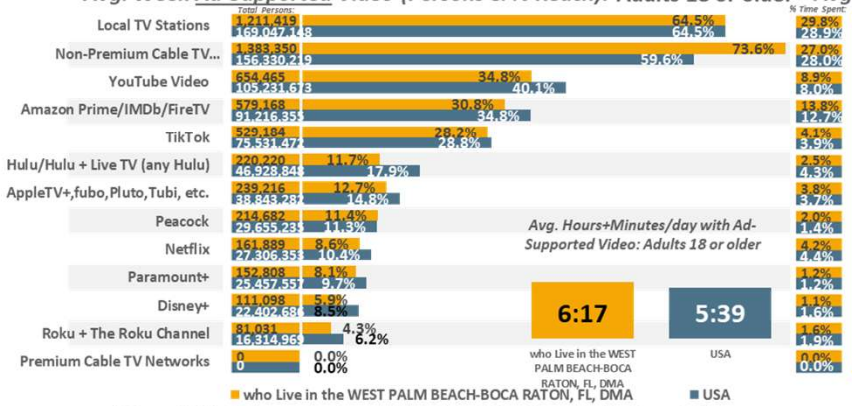
Avg. Week All Video (Persons & % Reach): Adults 18 or older



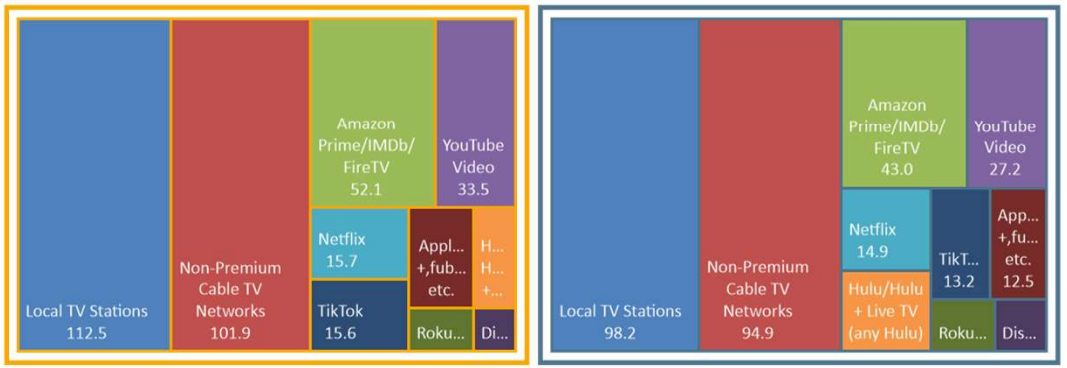
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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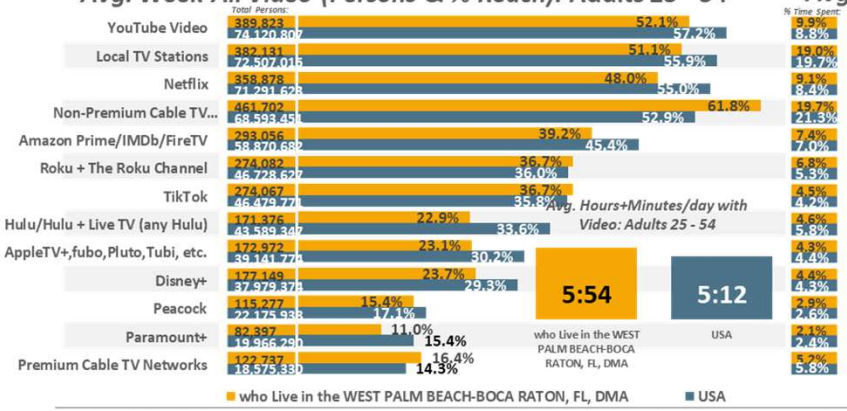
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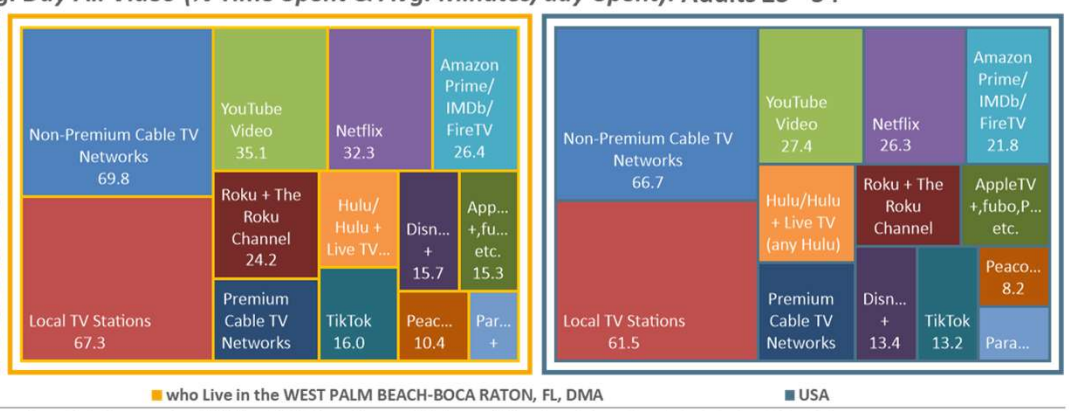
P25-54

378,364 or 50.6% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 64.4 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

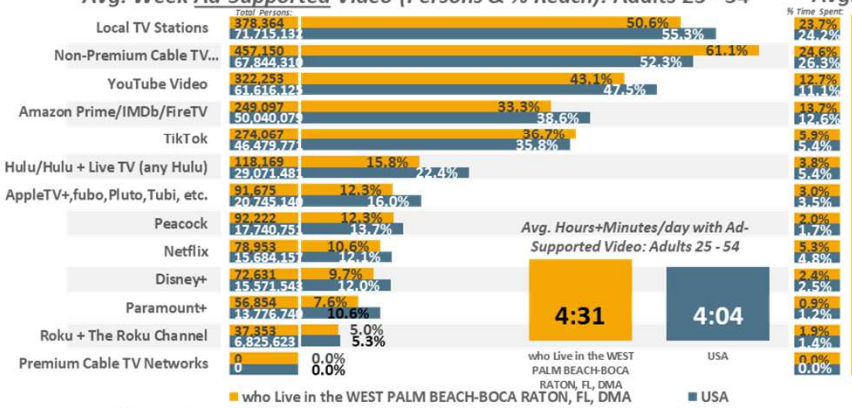
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



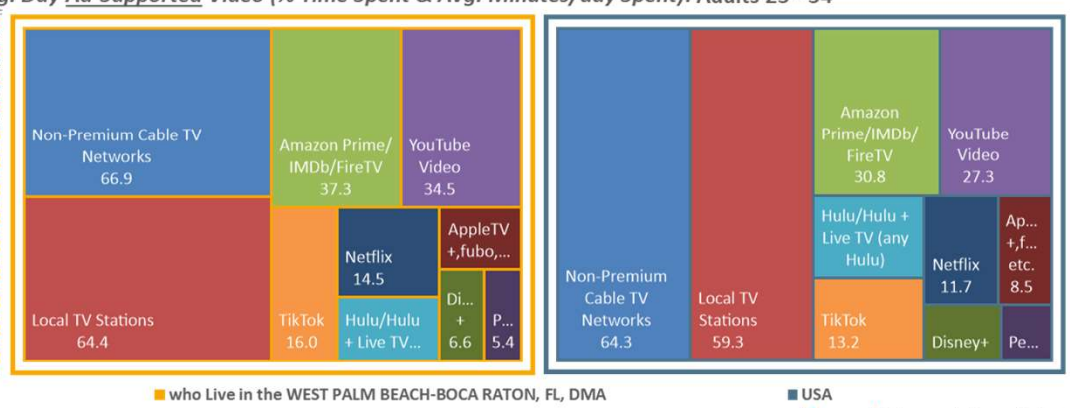
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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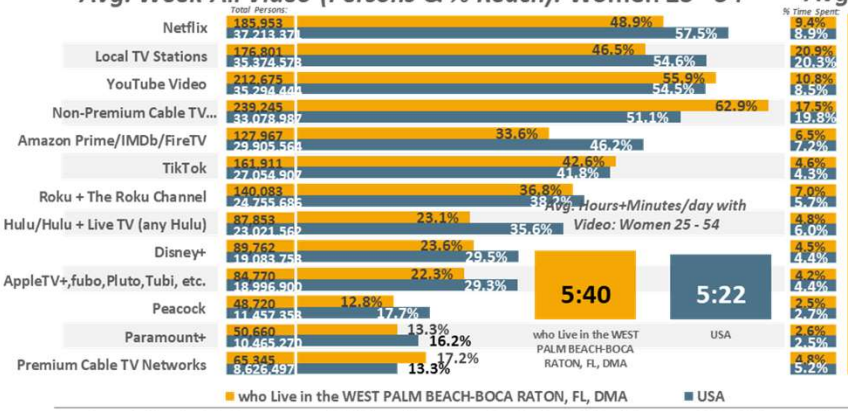
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W25-54

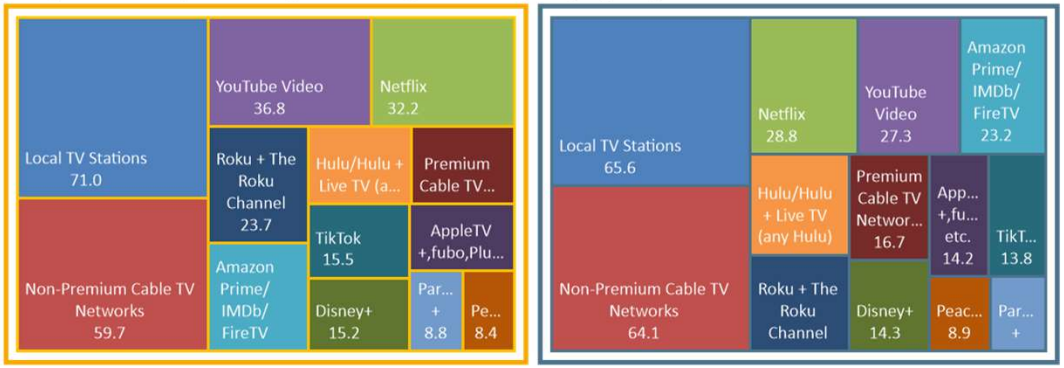
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Avg. Week All Video (Persons & % Reach): Women 25 - 54



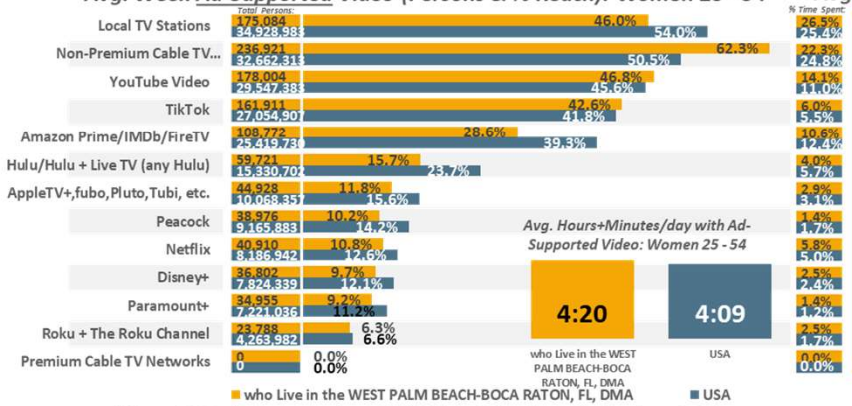
■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



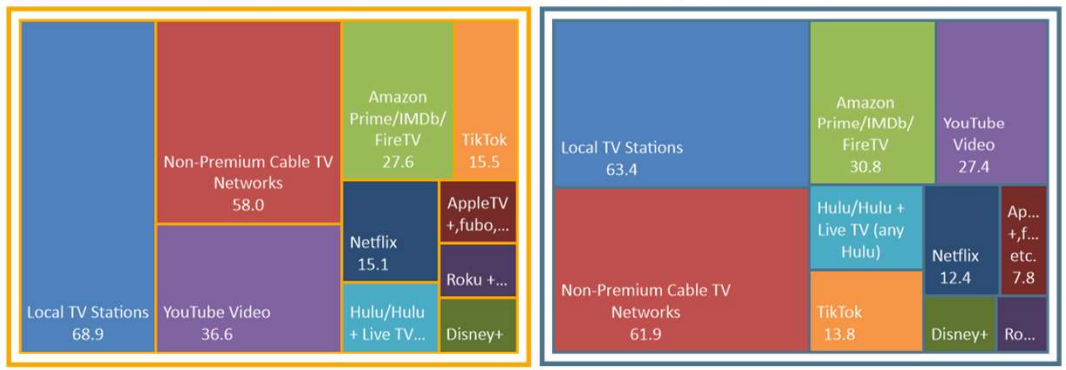
■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

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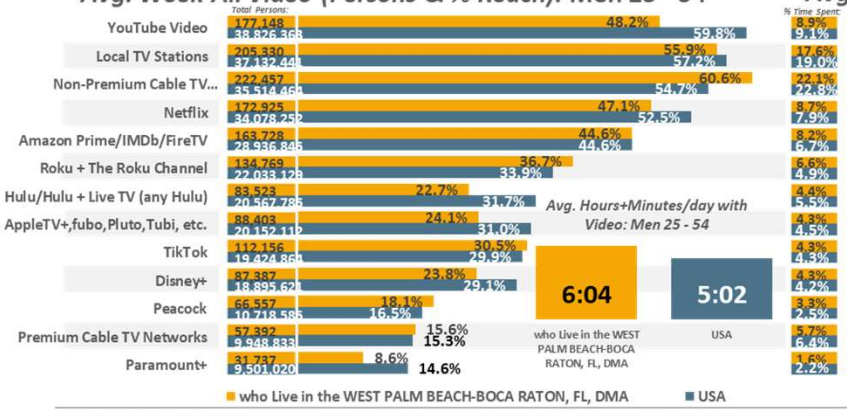
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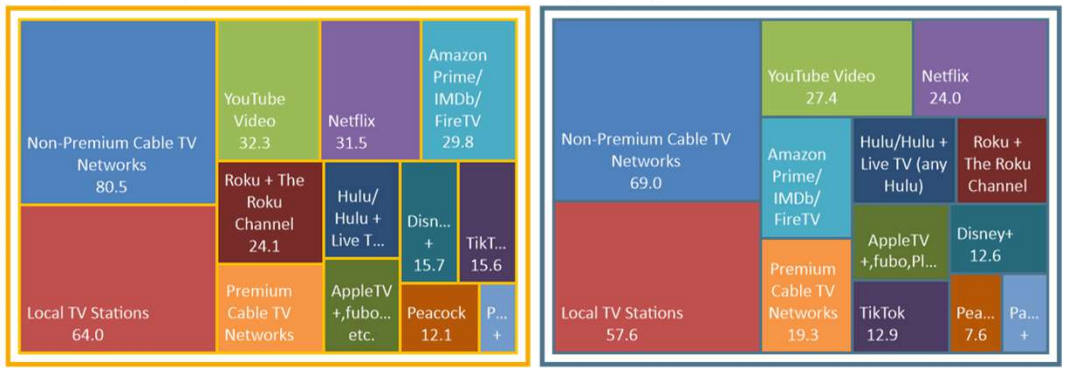
M25-54

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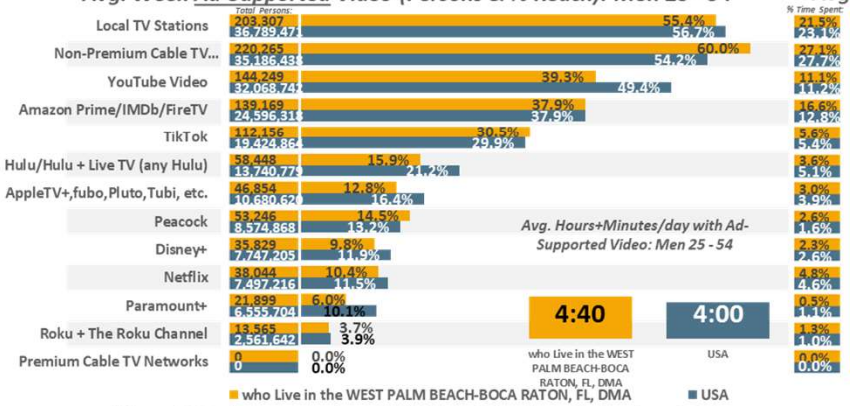
Avg. Week All Video (Persons & % Reach): Men 25 - 54



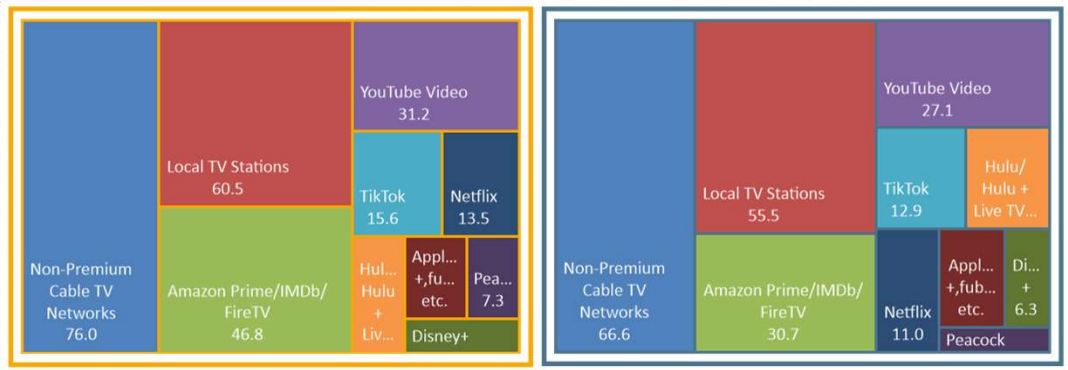
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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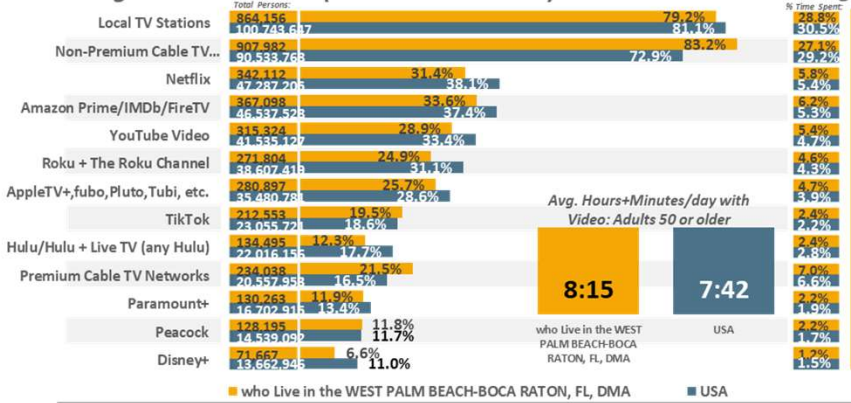
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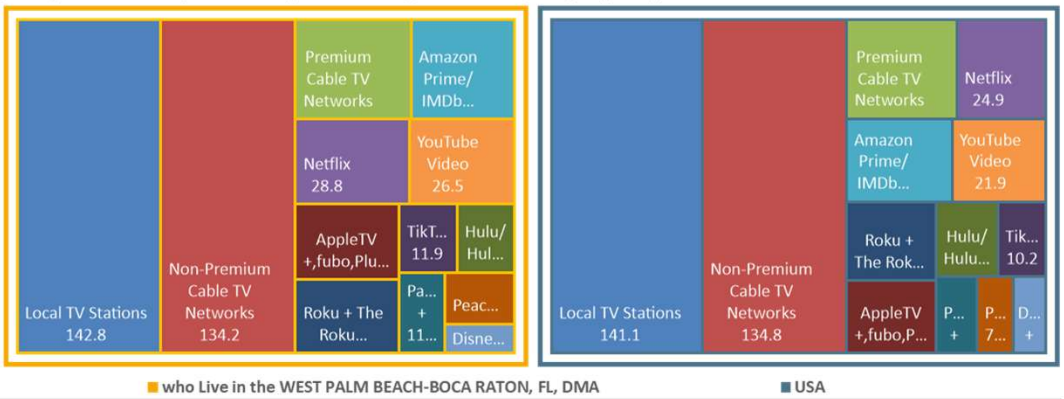
P50+

855,081 or 78.4% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 137.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

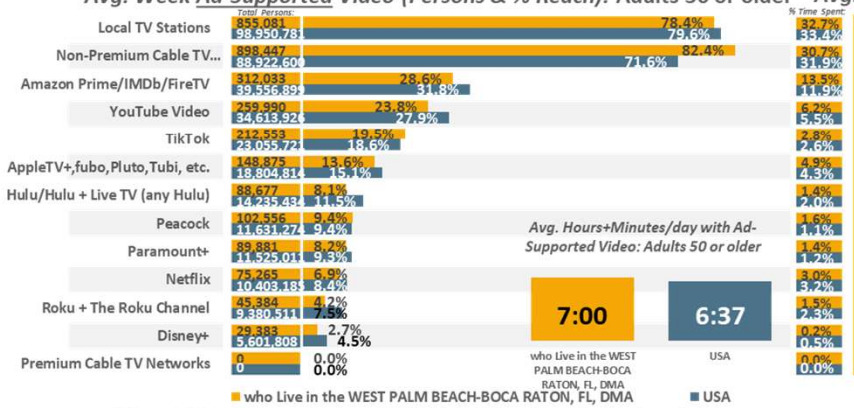
Avg. Week All Video (Persons & % Reach): Adults 50 or older



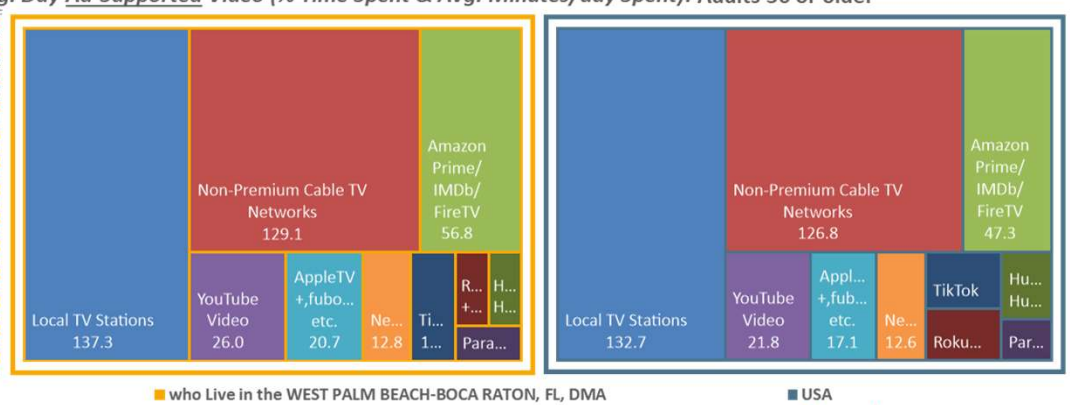
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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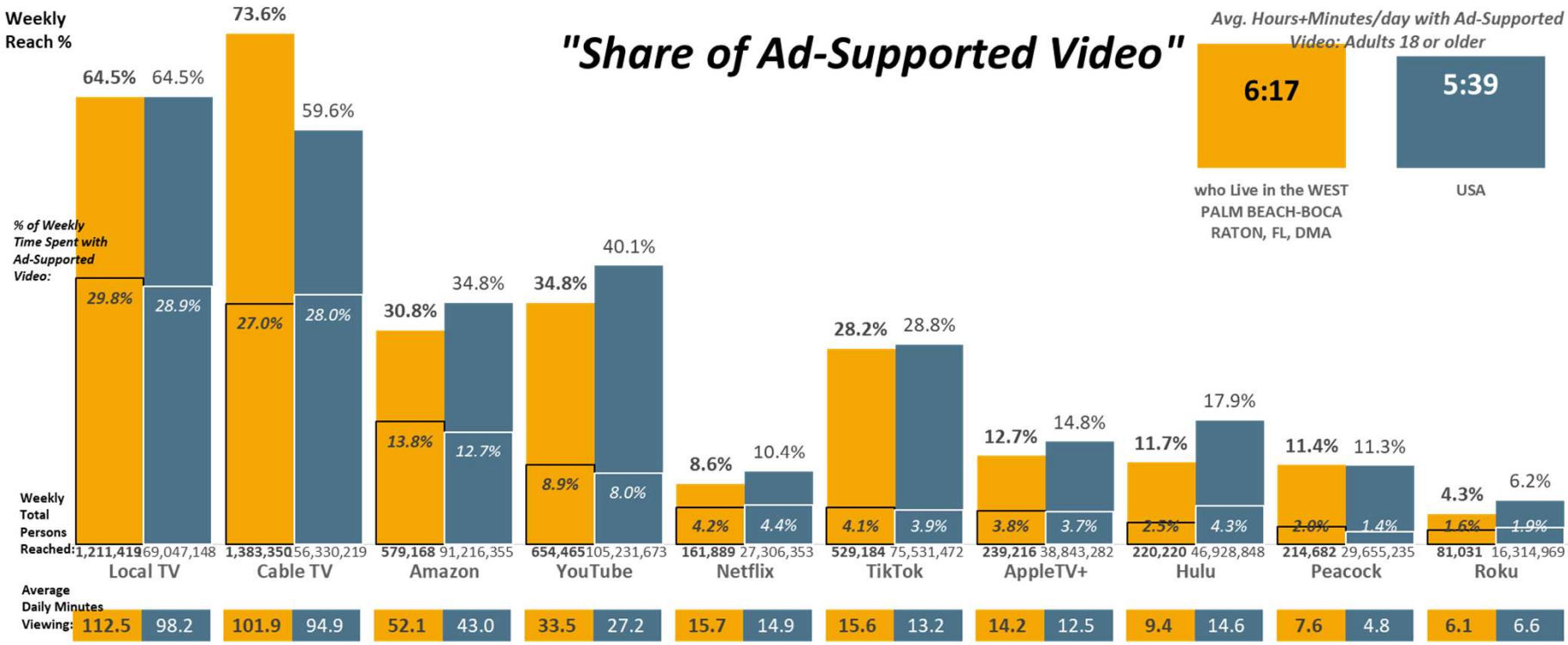
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P18+

1,211,419 or 64.5% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 112.5 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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P25-54

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"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54

who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
4:31	4:04

	Cable TV	Local TV	Amazon	YouTube	TikTok	Netflix	Hulu	AppleTV+	Disney+	Peacock
Weekly Reach %	61.1% / 52.3%	50.6% / 55.3%	33.3% / 38.6%	43.1% / 47.5%	36.7% / 35.8%	10.6% / 12.1%	15.8% / 22.4%	12.3% / 16.0%	9.7% / 12.0%	12.3% / 13.7%
% of Weekly Time Spent with Ad-Supported Video:	24.6% / 26.3%	23.7% / 24.2%	13.7% / 12.6%	12.7% / 11.1%	5.9% / 5.4%	5.3% / 4.8%	3.8% / 5.4%	3.0% / 3.5%	2.4% / 2.5%	2.0% / 1.7%
Weekly Total Persons Reached:	457,150 / 67,844,310	378,364 / 71,715,132	249,097 / 50,040,079	322,253 / 61,616,125	274,067 / 46,479,771	78,953 / 15,684,157	118,169 / 29,071,481	91,675 / 20,745,140	72,631 / 15,571,543	92,222 / 17,740,751
Average Daily Minutes Viewing:	66.9 / 64.3	64.4 / 59.3	37.3 / 30.8	34.5 / 27.3	16.0 / 13.2	14.5 / 11.7	10.4 / 13.3	8.1 / 8.5	6.6 / 6.2	5.4 / 4.1

■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

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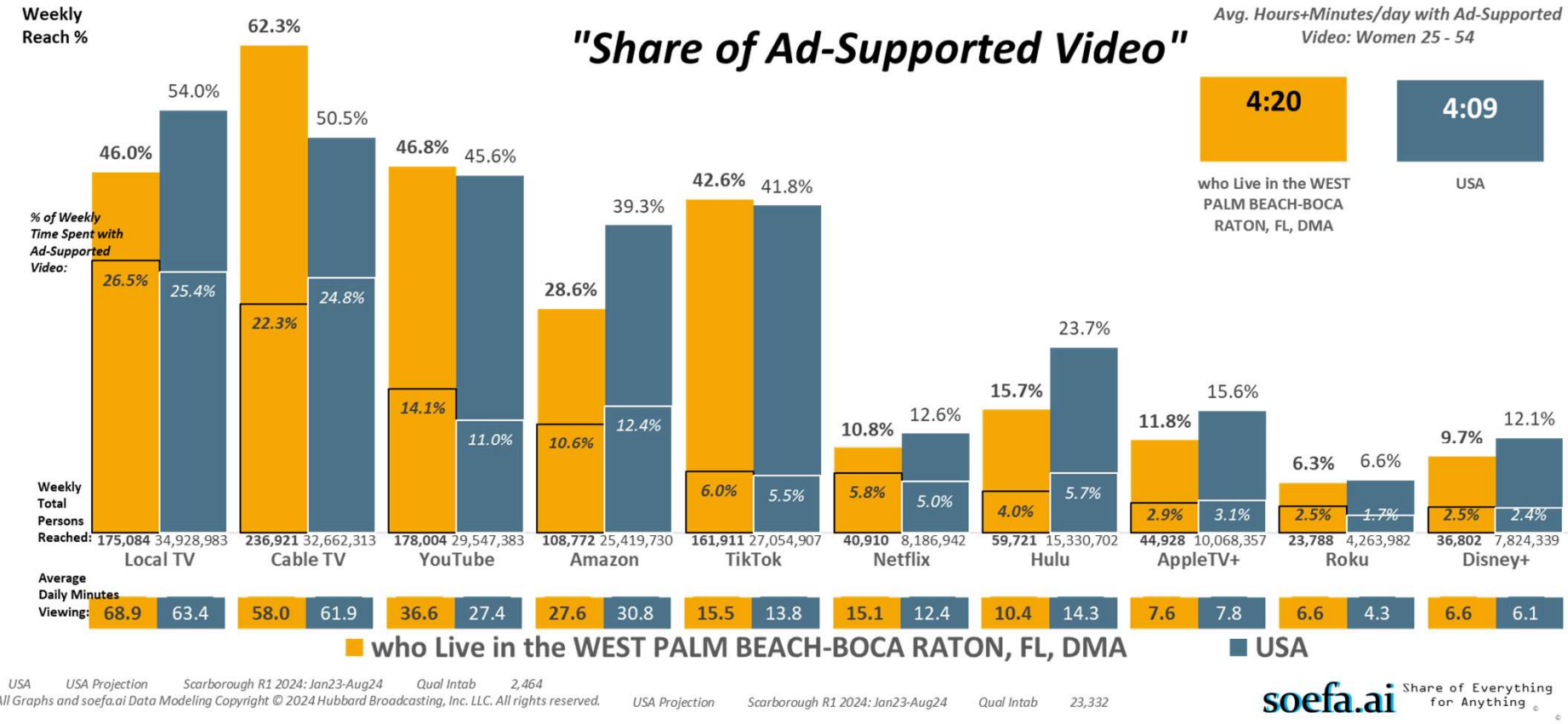
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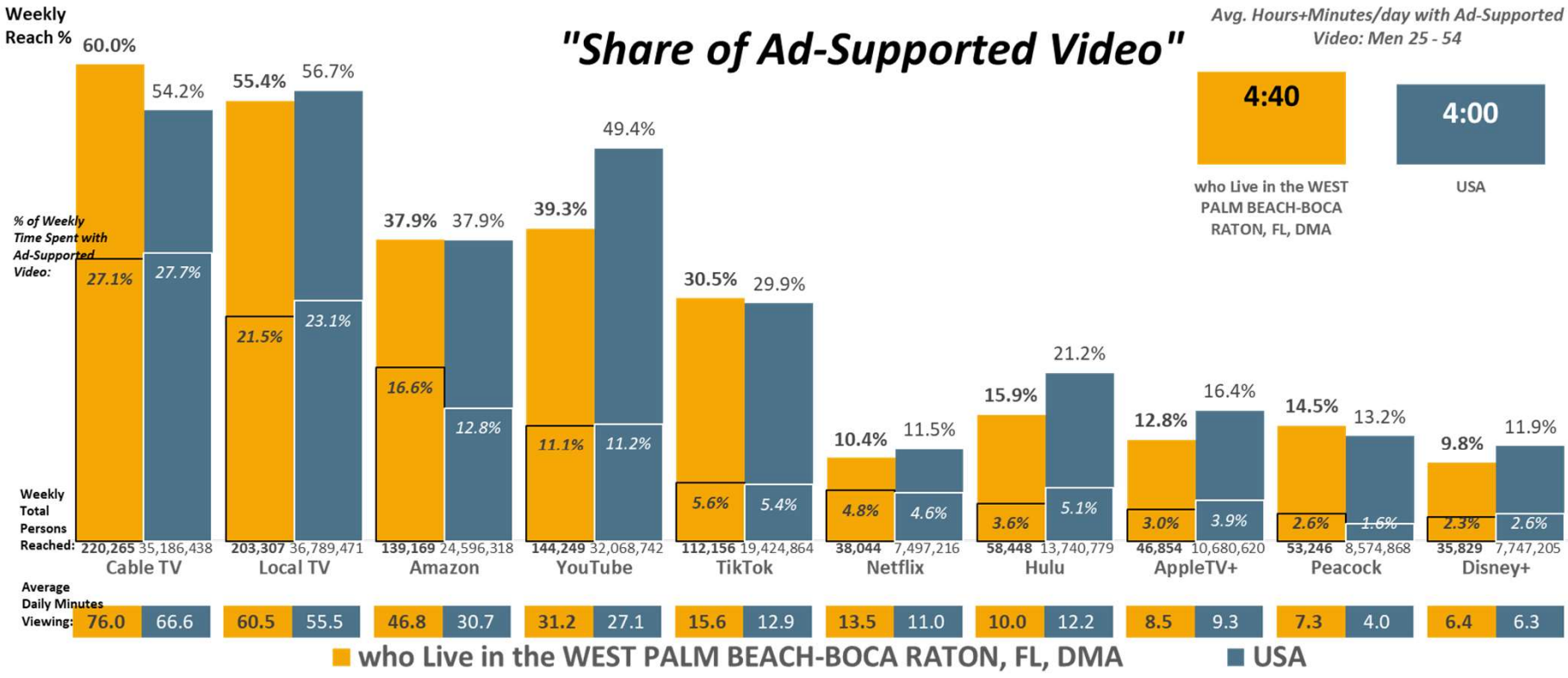
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M25-54

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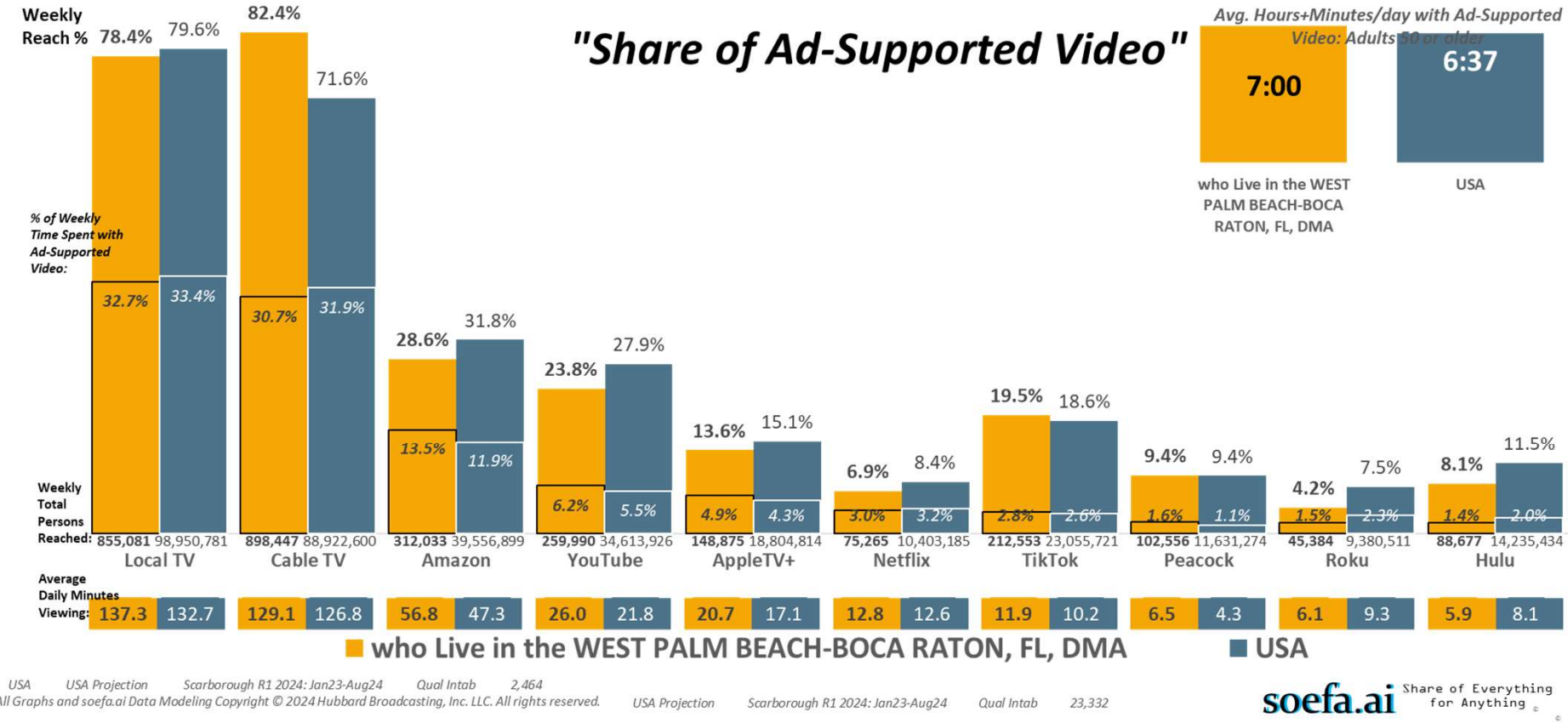
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P50+

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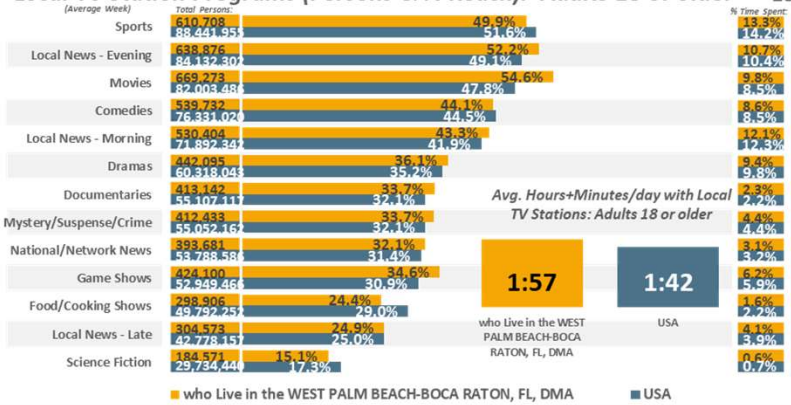
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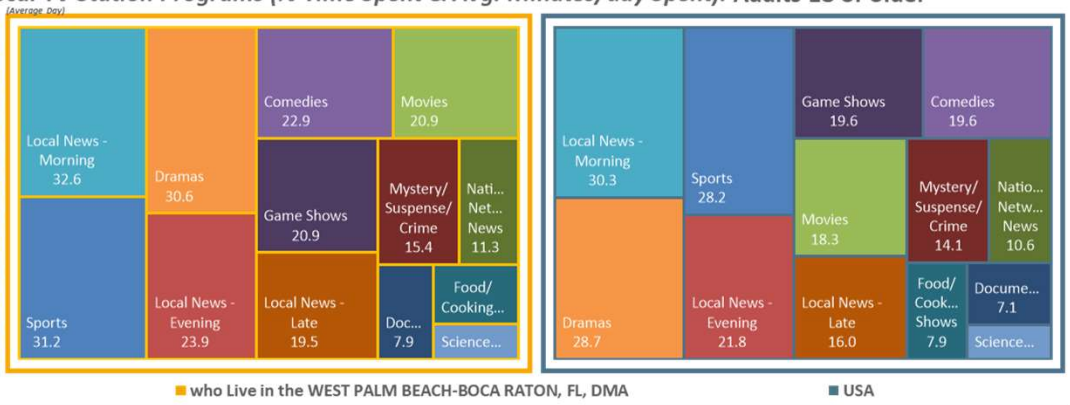
P18+

1,211,419 or 64.5% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Local News - Morning, Comedies, and Dramas.

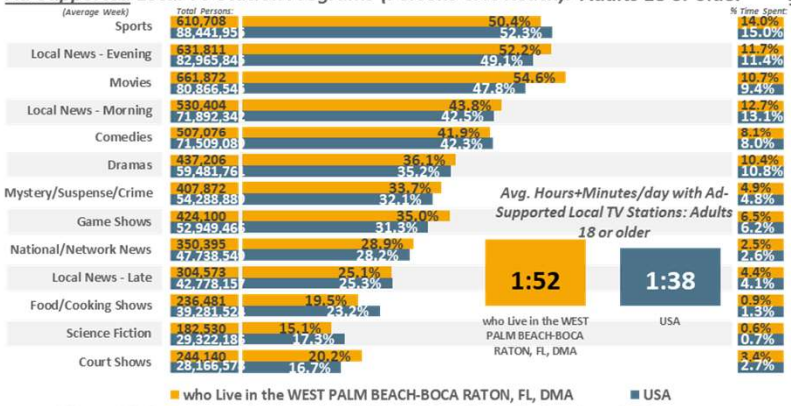
Local TV Station Programs (Persons & % Reach): Adults 18 or older



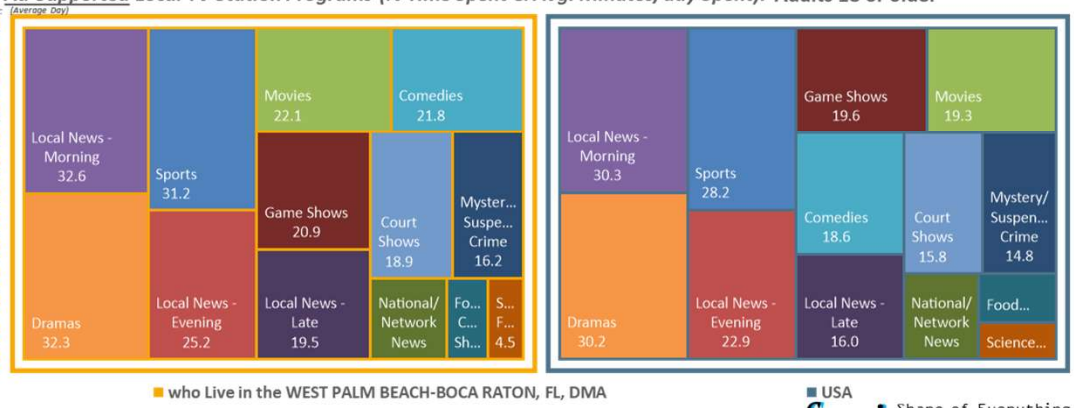
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *2,464*

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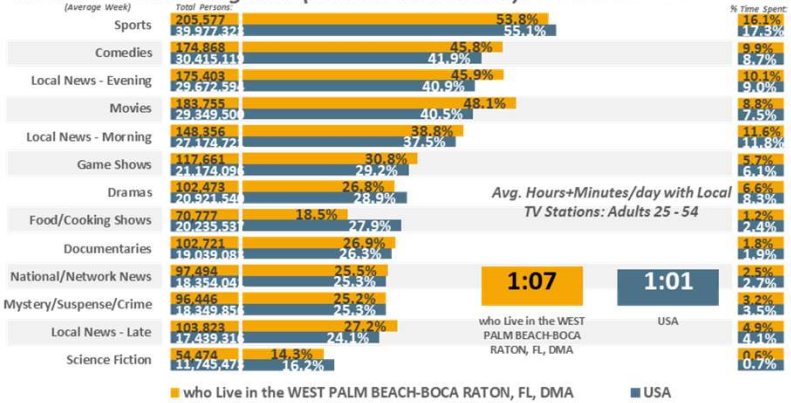
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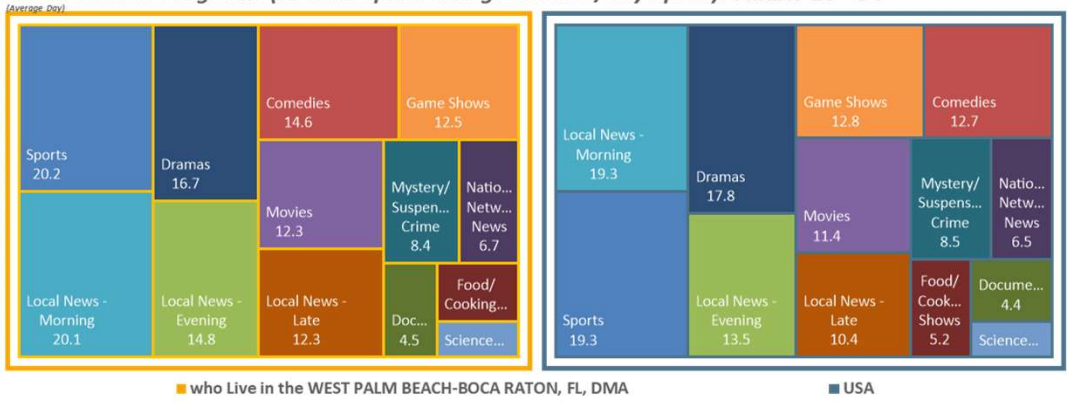
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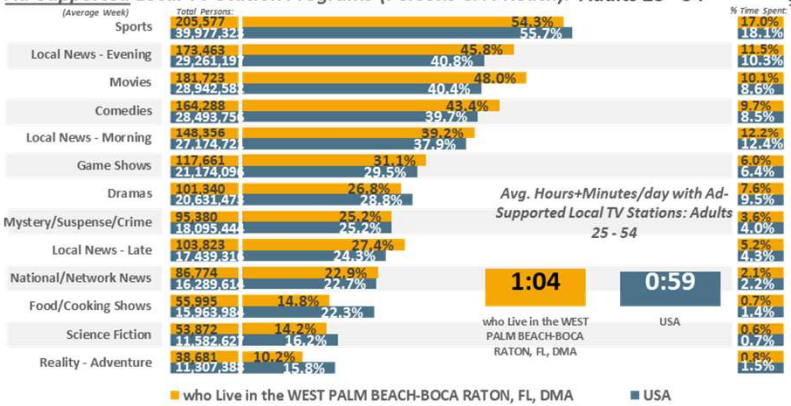
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



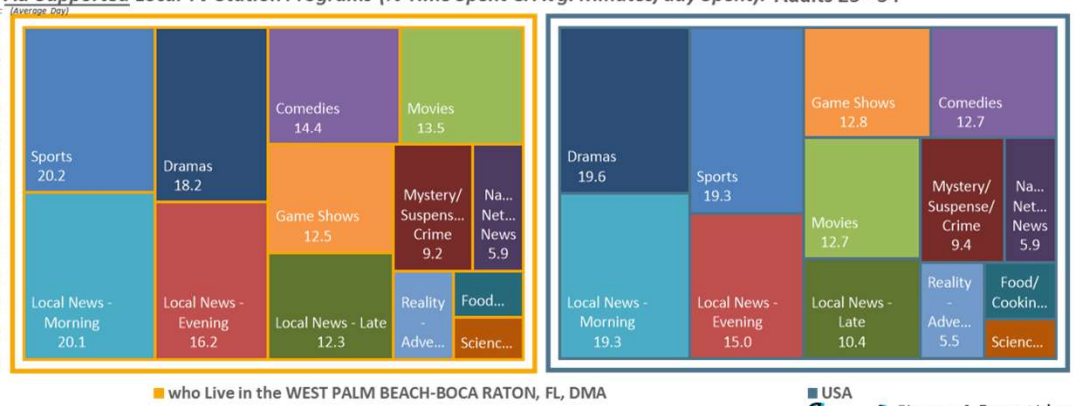
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

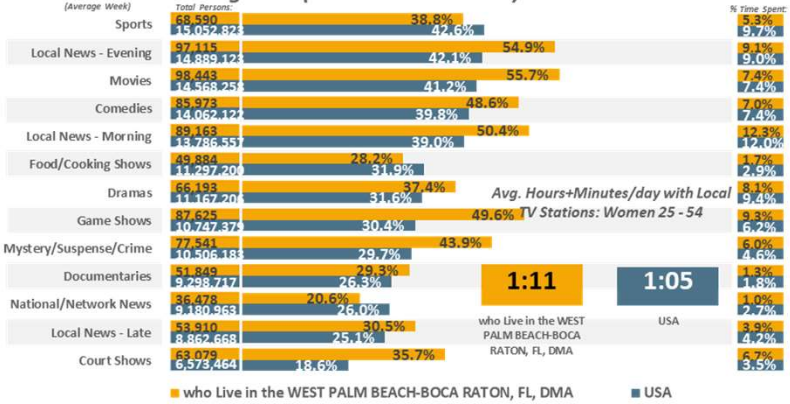
soefa.ai Share of Everything for Anything ©



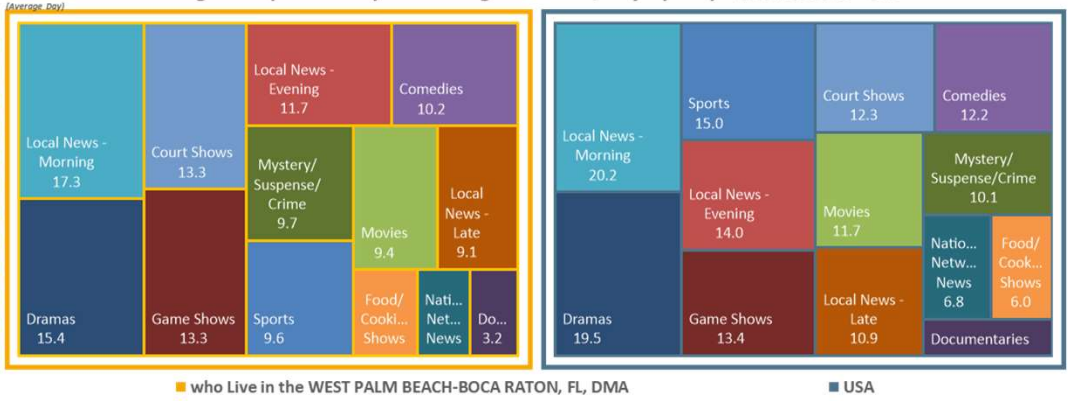
W25-54

175,084 or 46.% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Mystery/Suspense/Crime.

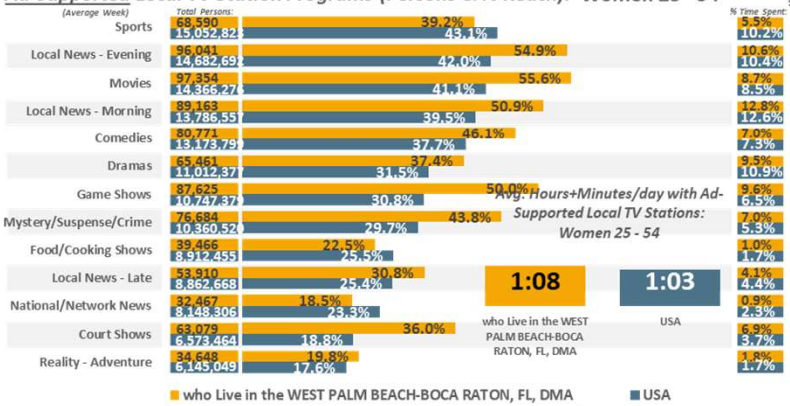
Local TV Station Programs (Persons & % Reach): Women 25 - 54



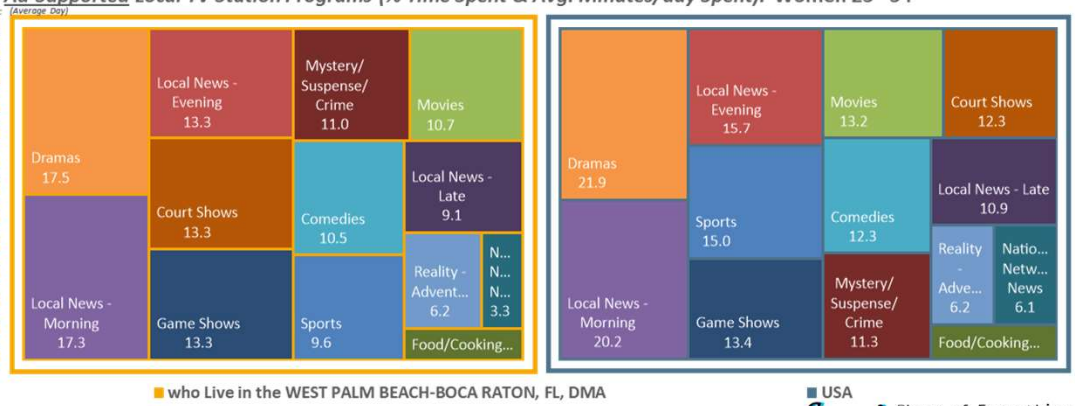
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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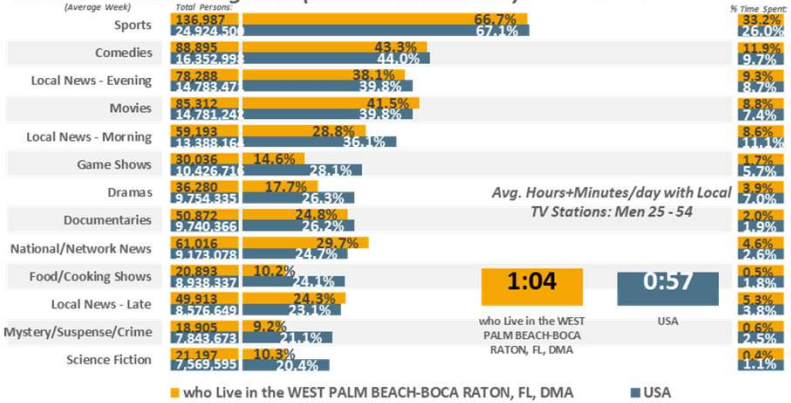
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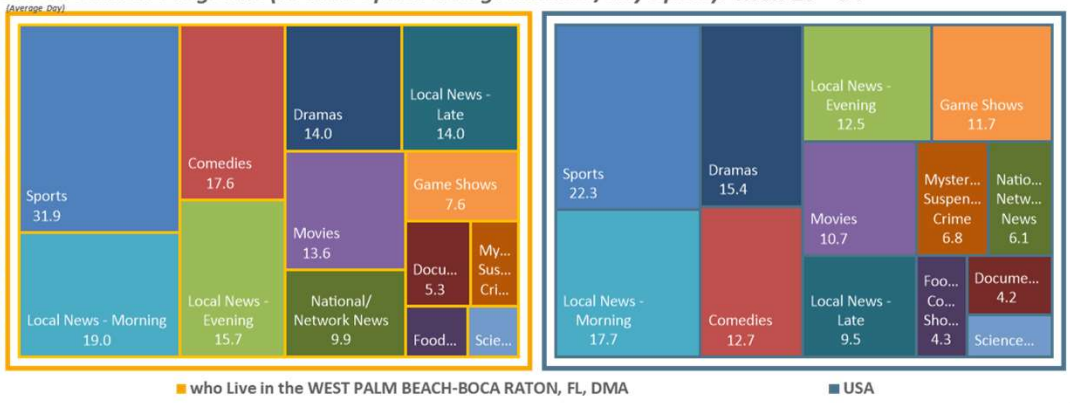
M25-54

203,307 or 55.4% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and National/Network News.

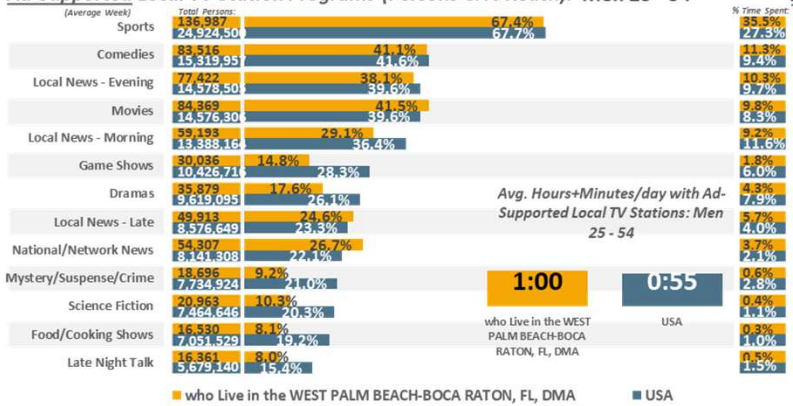
Local TV Station Programs (Persons & % Reach): Men 25 - 54



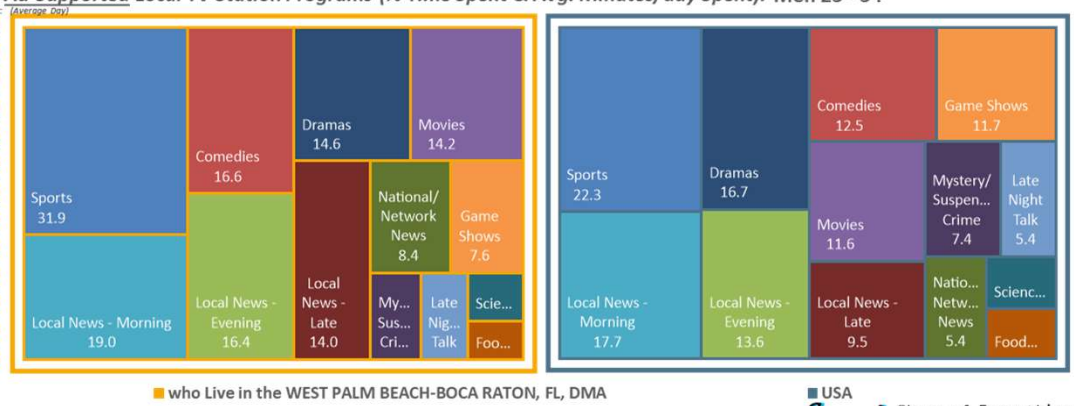
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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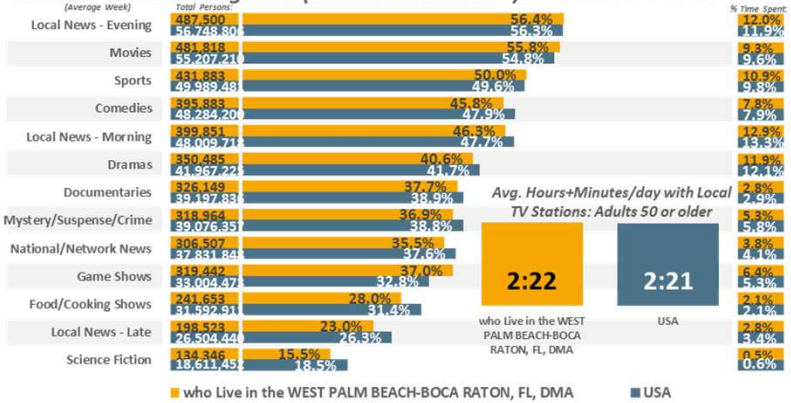
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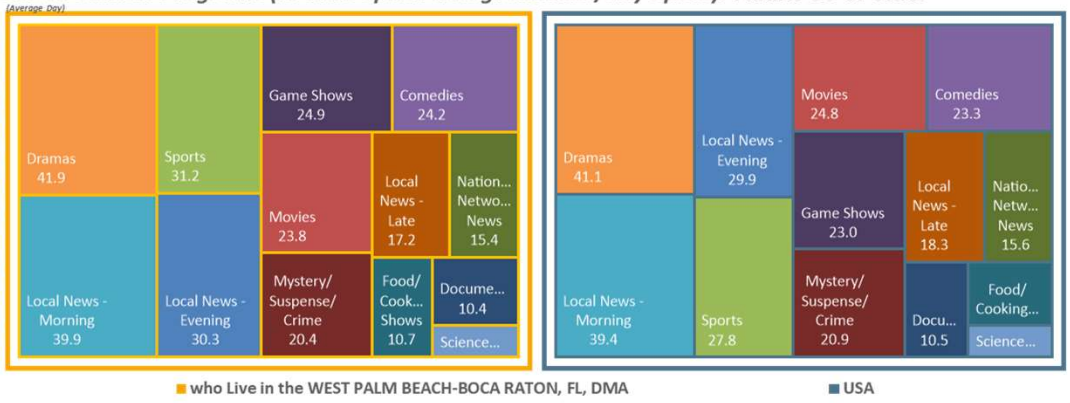
P50+

855,081 or 78.4% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Dramas.

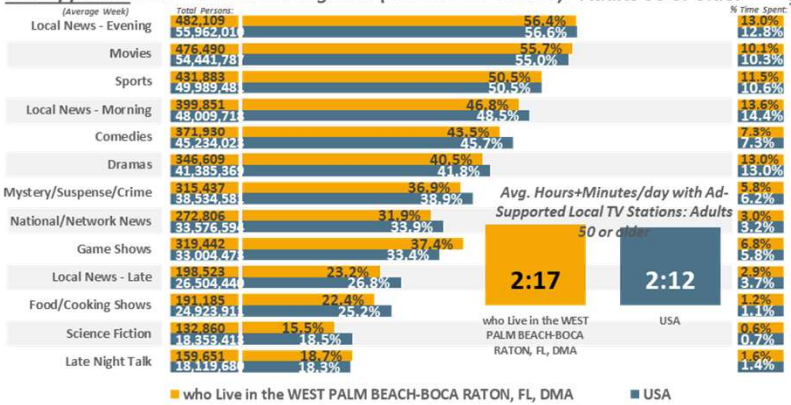
Local TV Station Programs (Persons & % Reach): Adults 50 or older



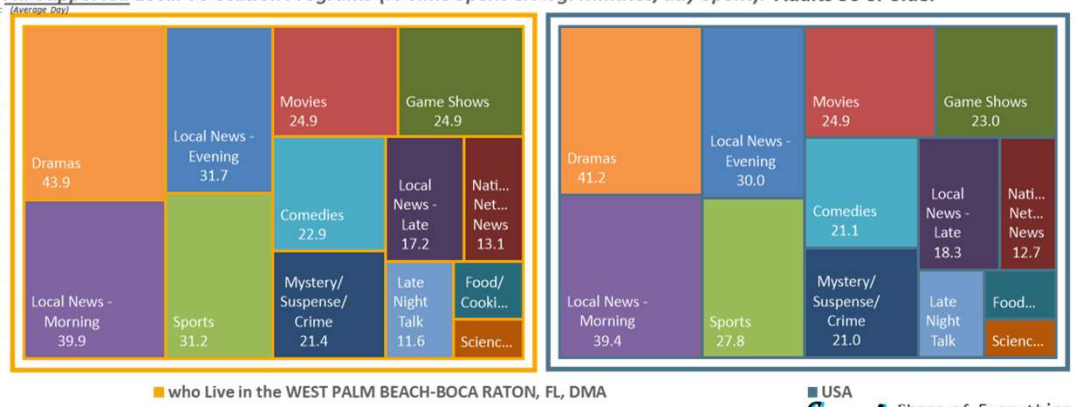
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 50 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *2,464*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

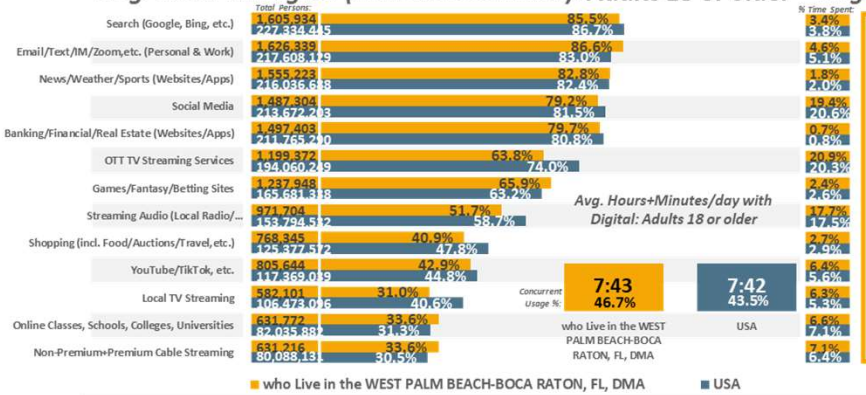
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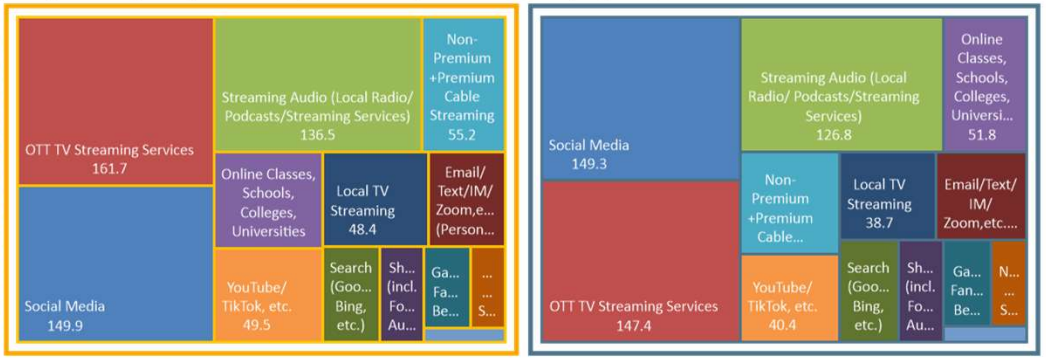
P18+

1,294,359 or 68.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 130.4 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

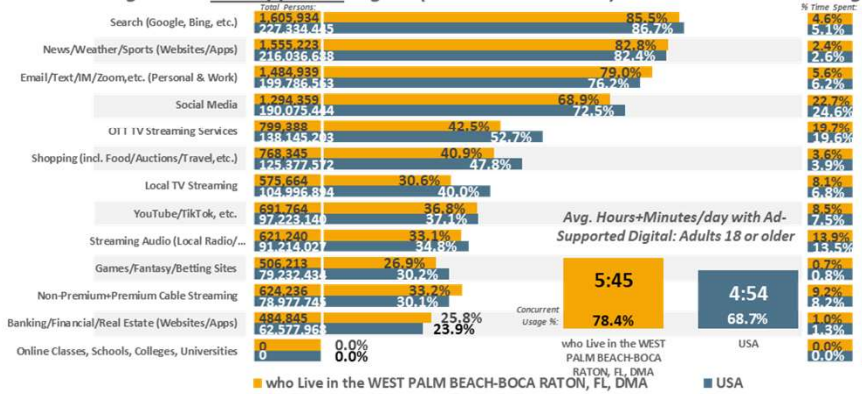
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



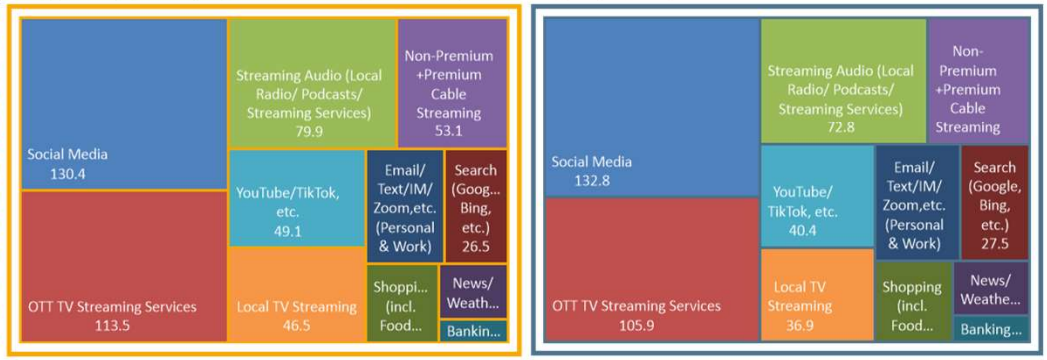
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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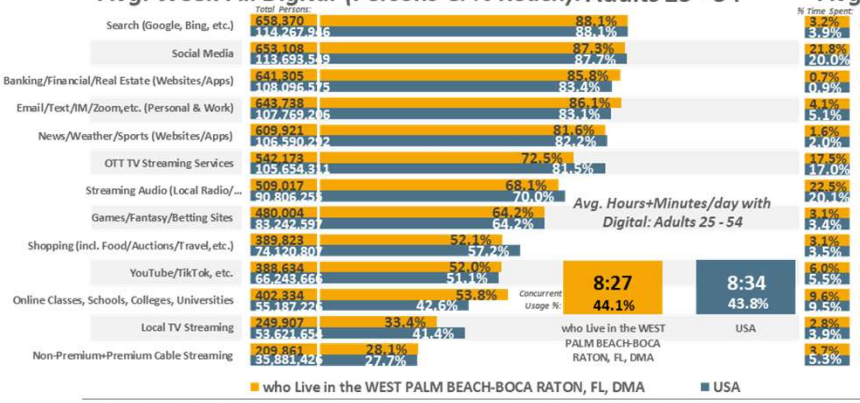
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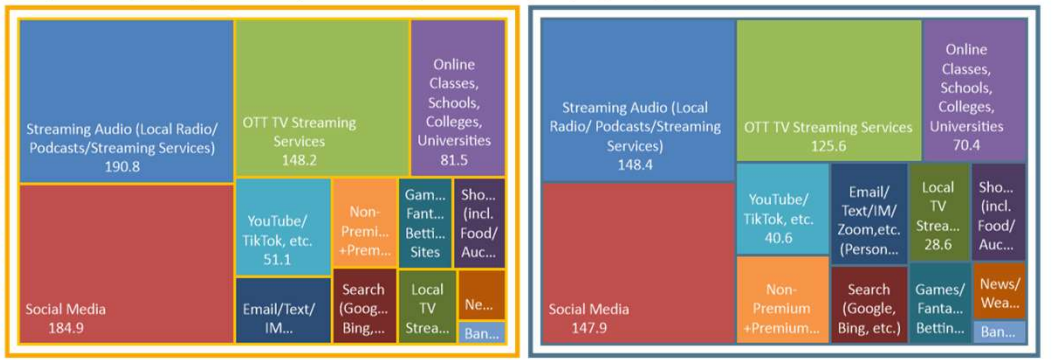
P25-54

544,279 or 72.8% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

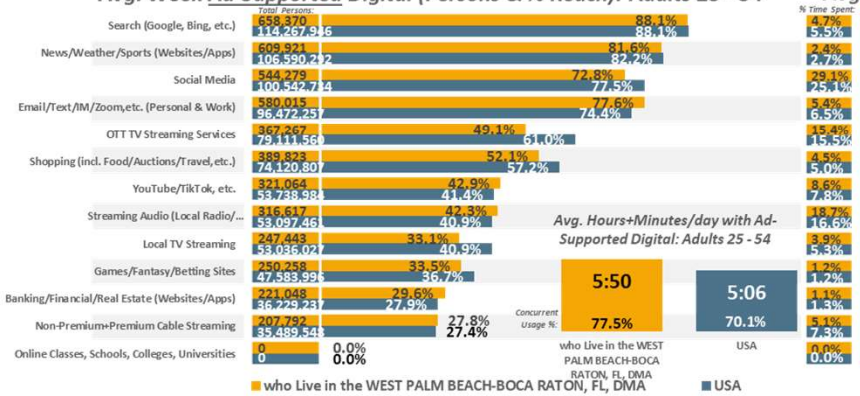
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



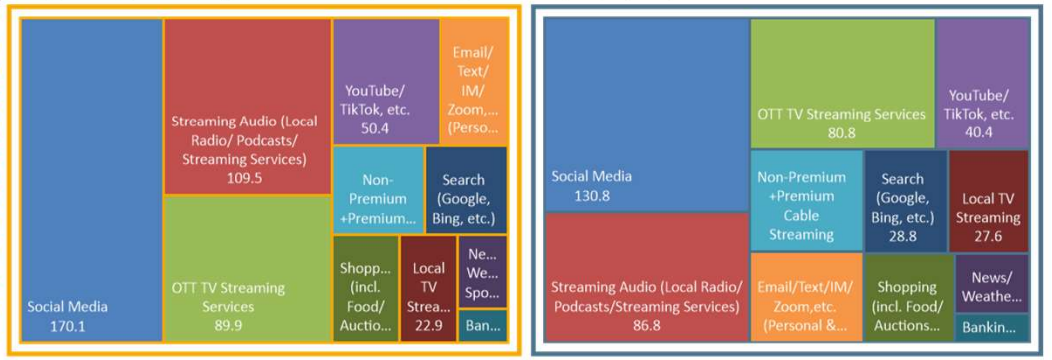
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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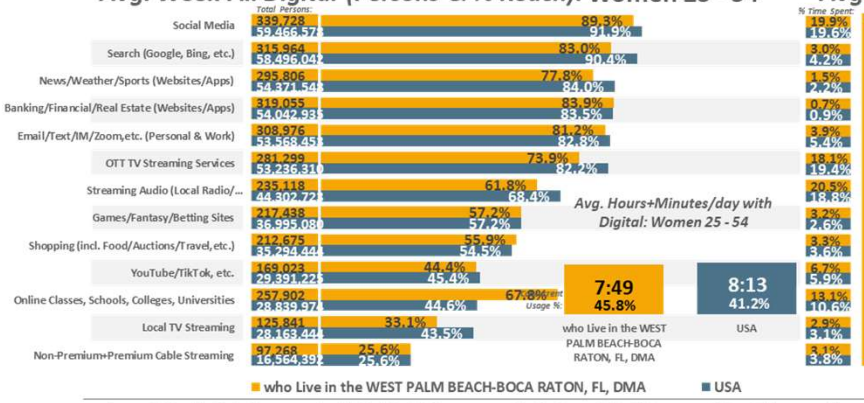
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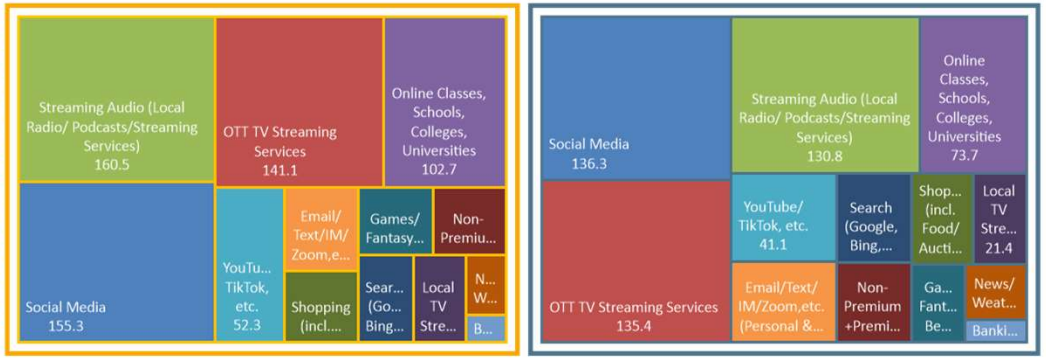
W25-54

293,375 or 77.1% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

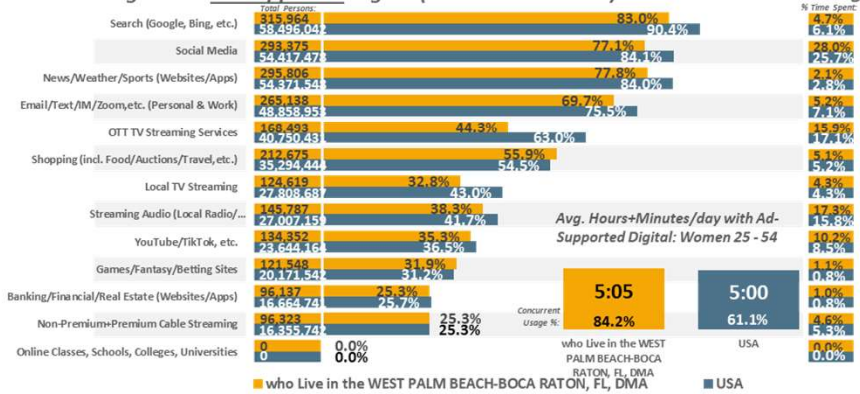
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



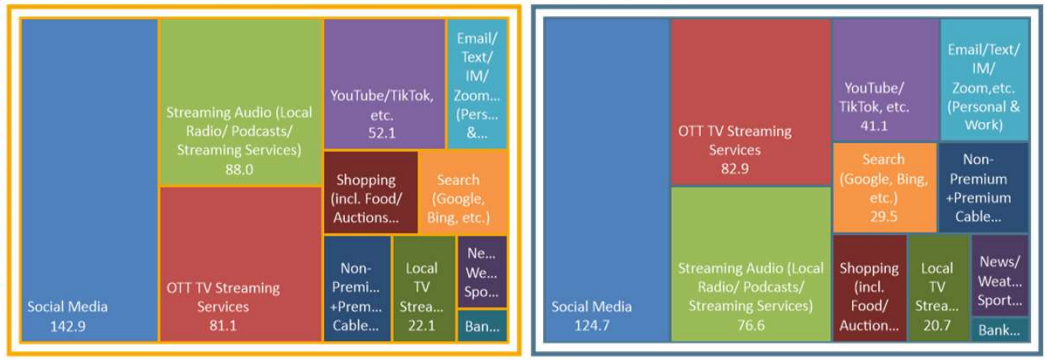
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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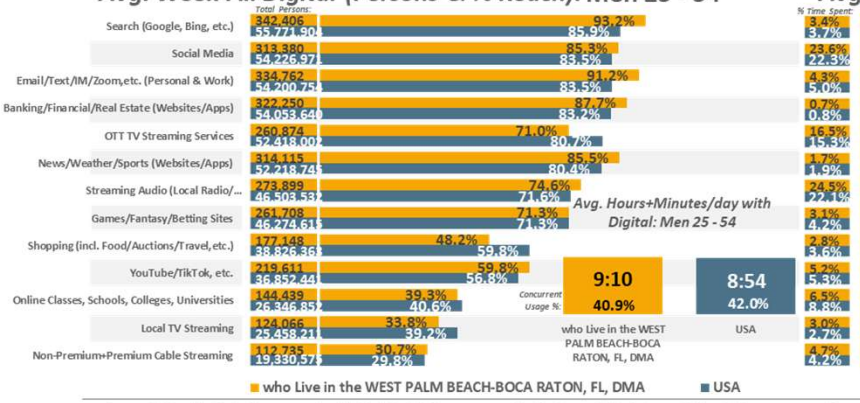
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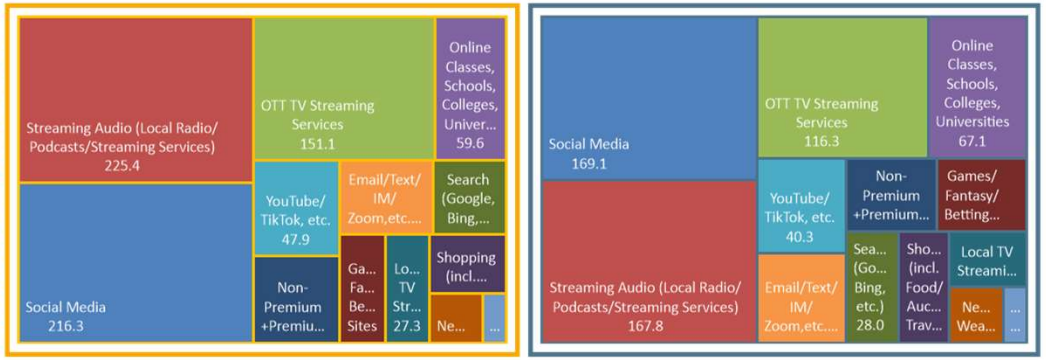
M25-54

250,904 or 68.3% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

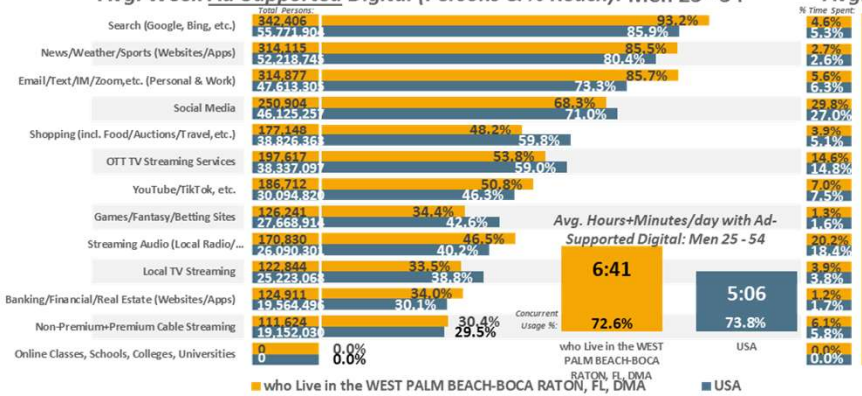
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



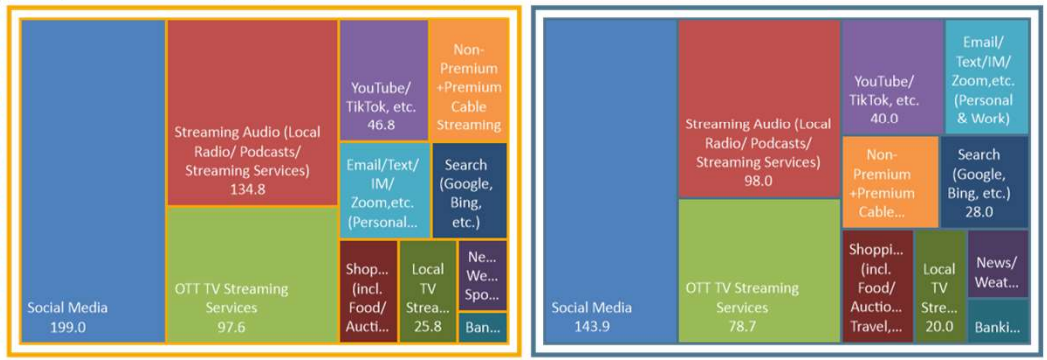
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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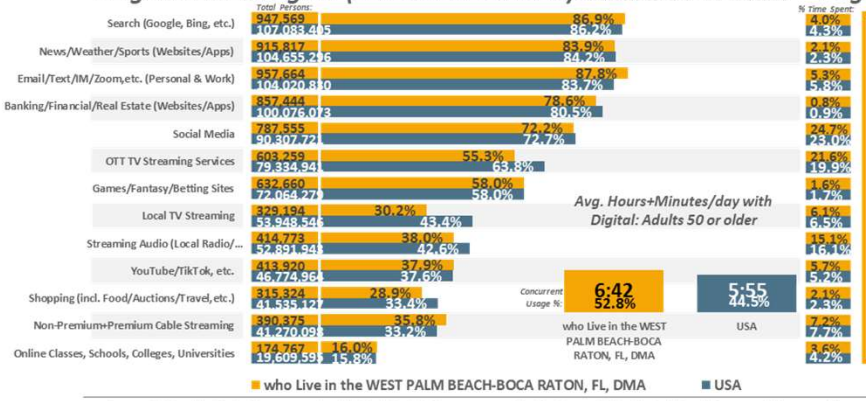
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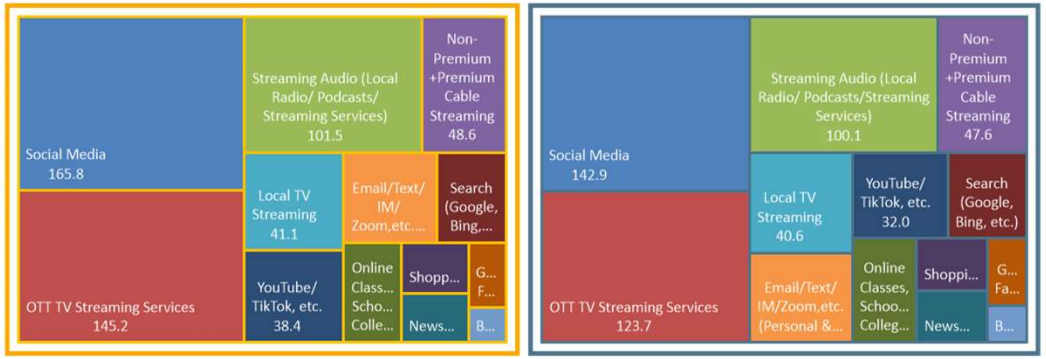
P50+

696,791 or 63.9% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 146.7 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

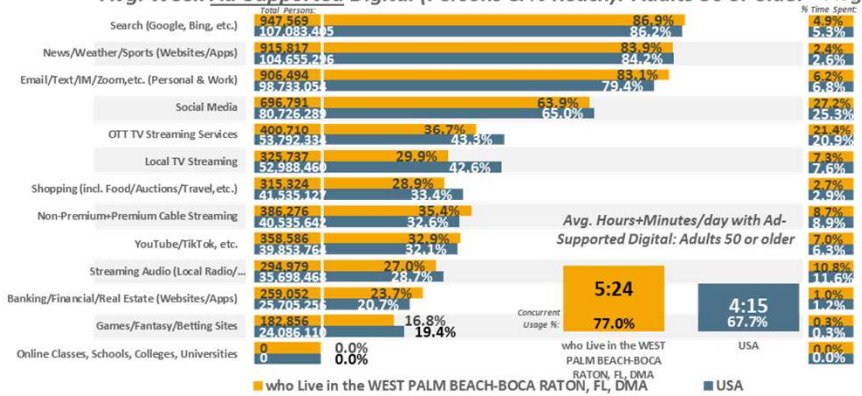
Avg. Week All Digital (Persons & % Reach): Adults 50 or older



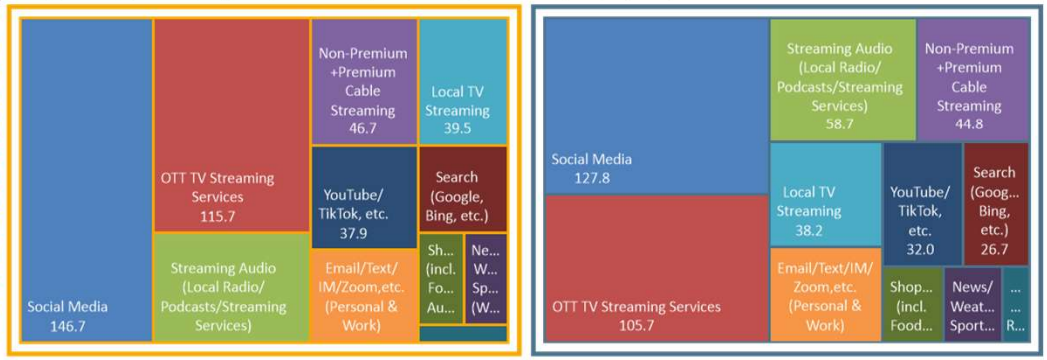
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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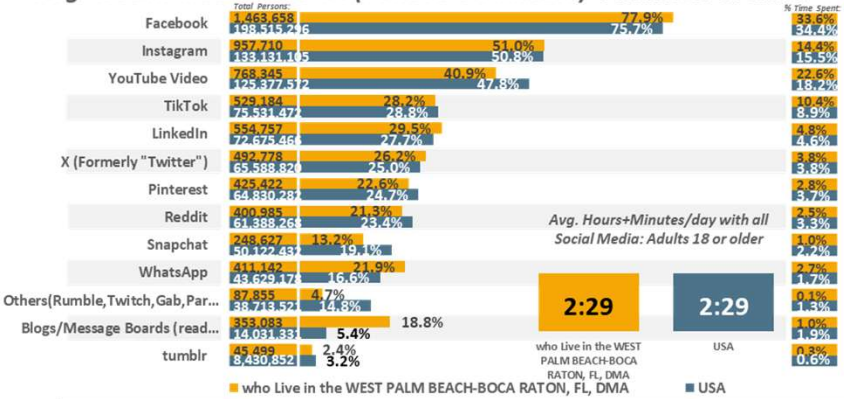
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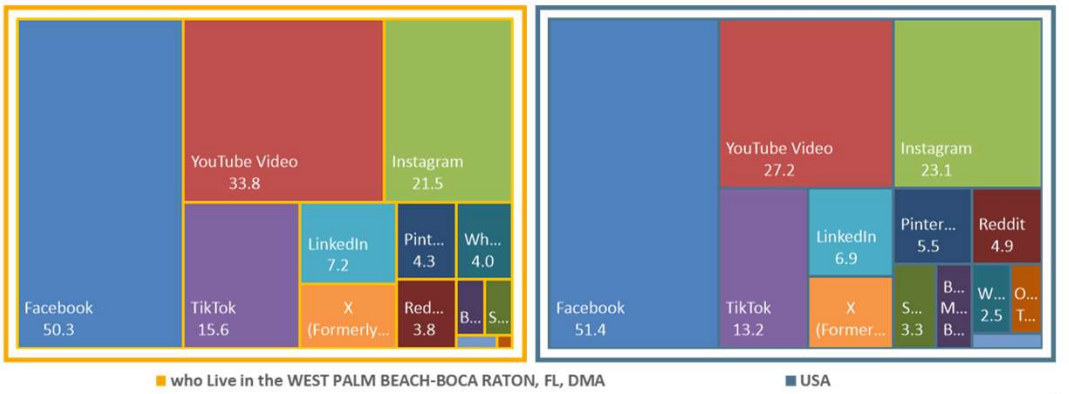
P18+

1,294,359 or 68.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 40.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

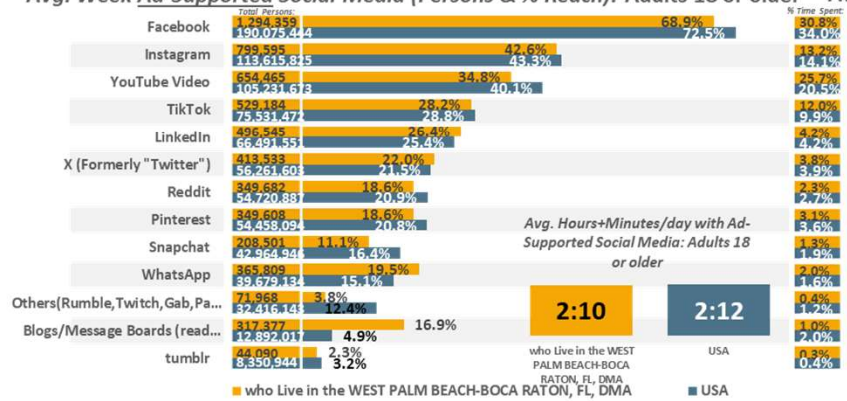
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



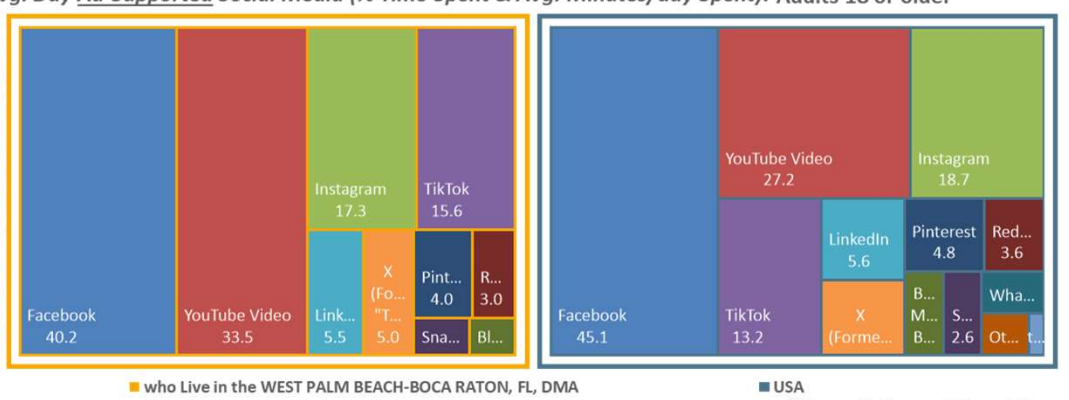
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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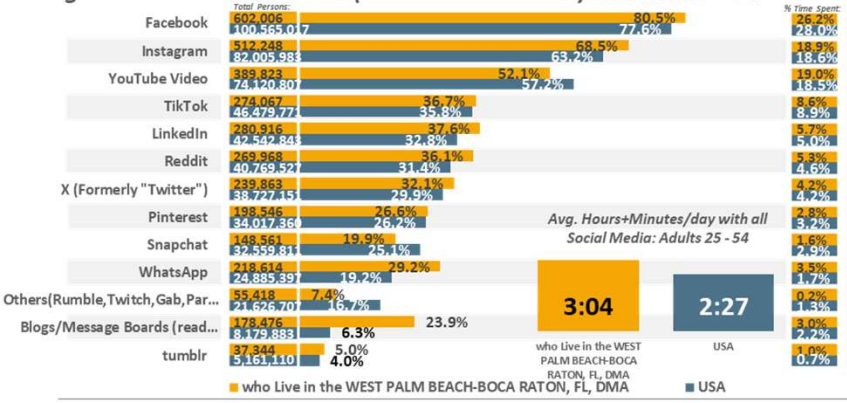
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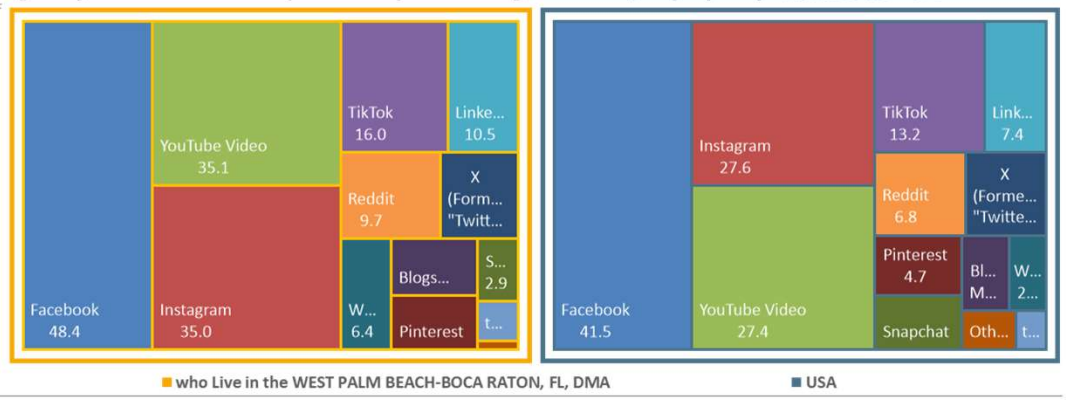
P25-54

544,279 or 72.8% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 44.2 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

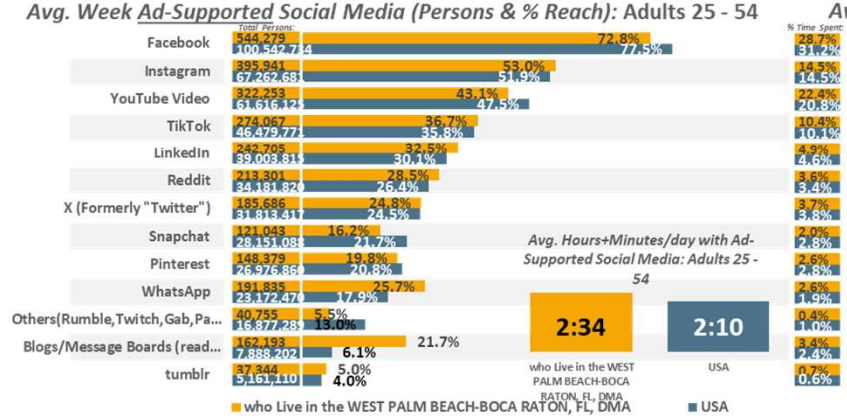
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



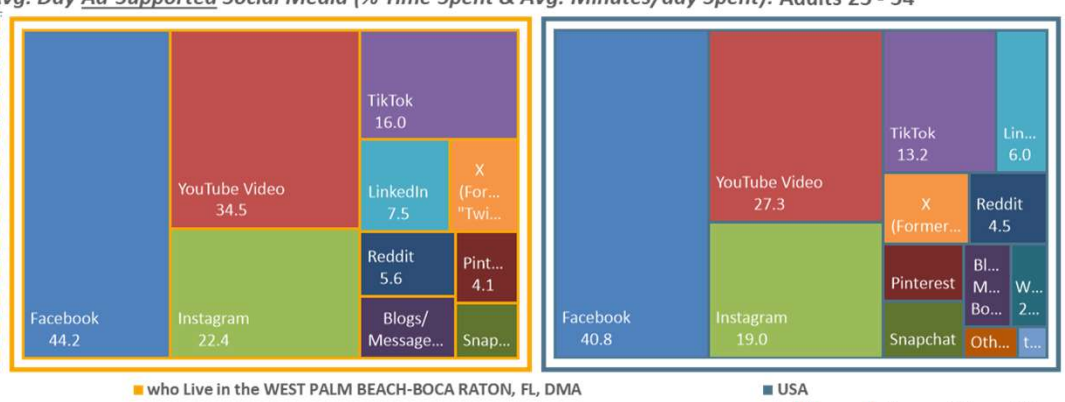
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 2,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

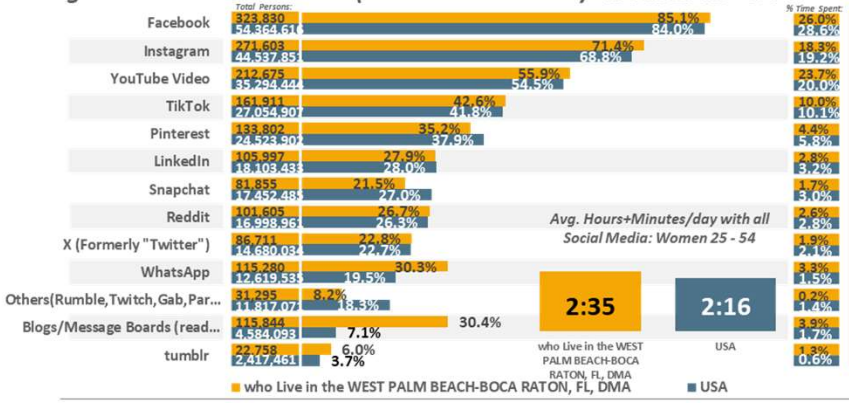
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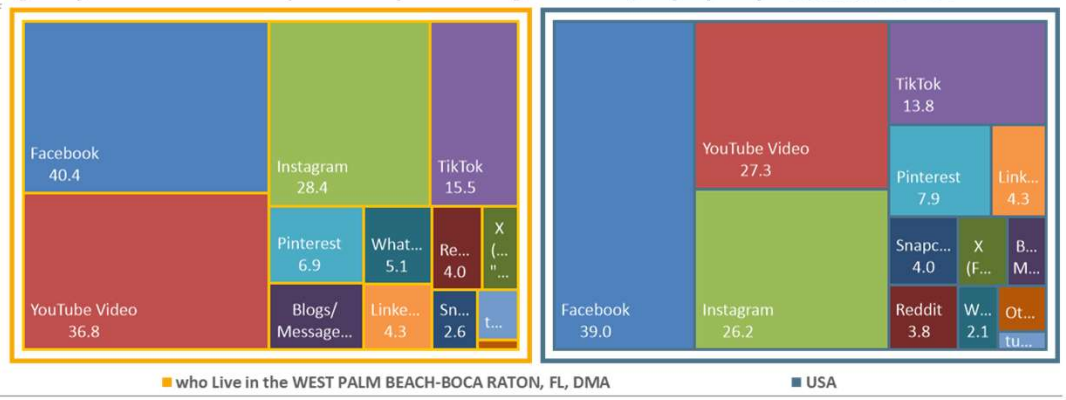
W25-54

178,004 or 46.8% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported YouTube Video for an average of 36.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

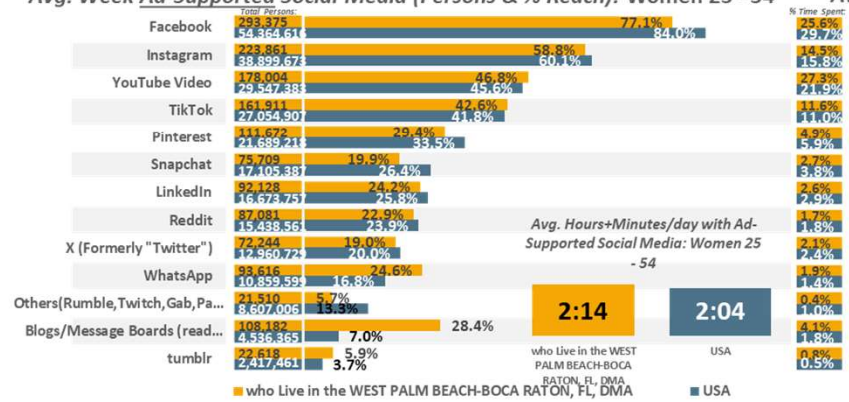
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



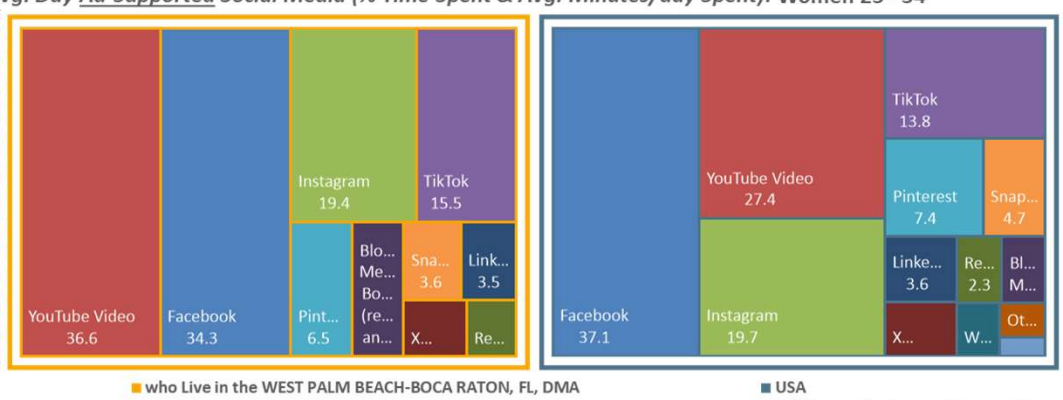
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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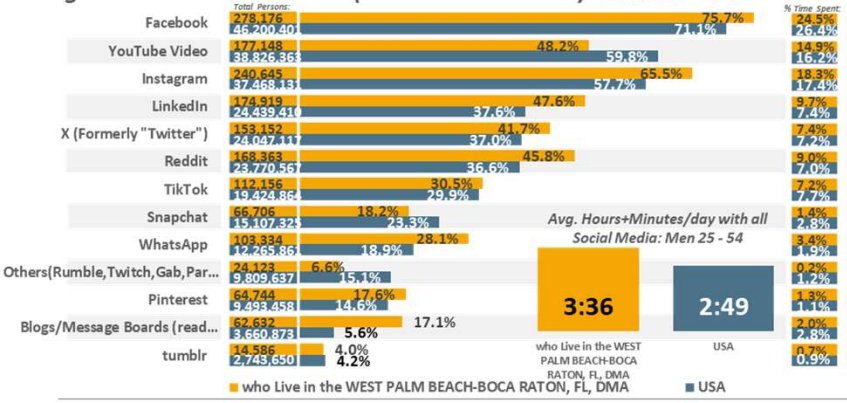
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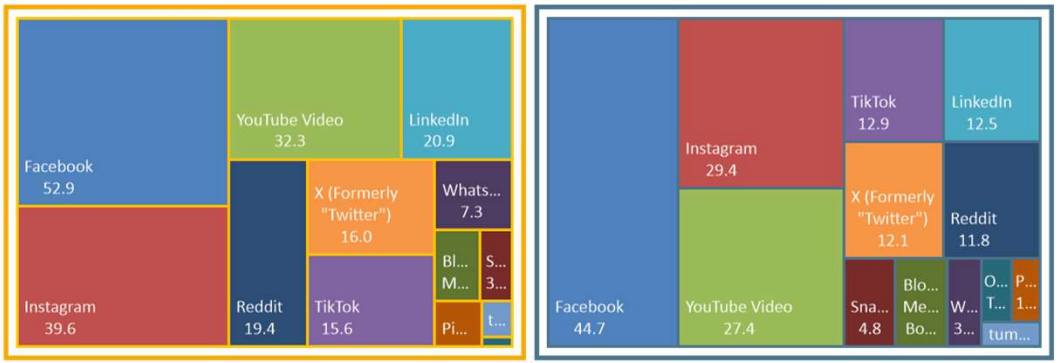
M25-54

250,904 or 68.3% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 51.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

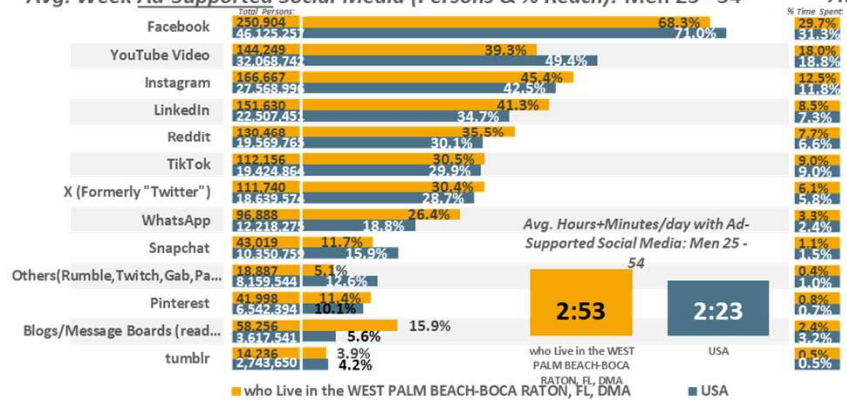
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



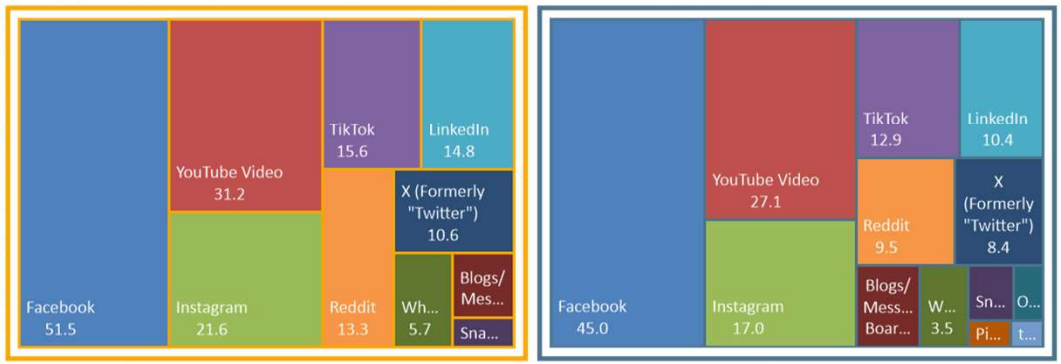
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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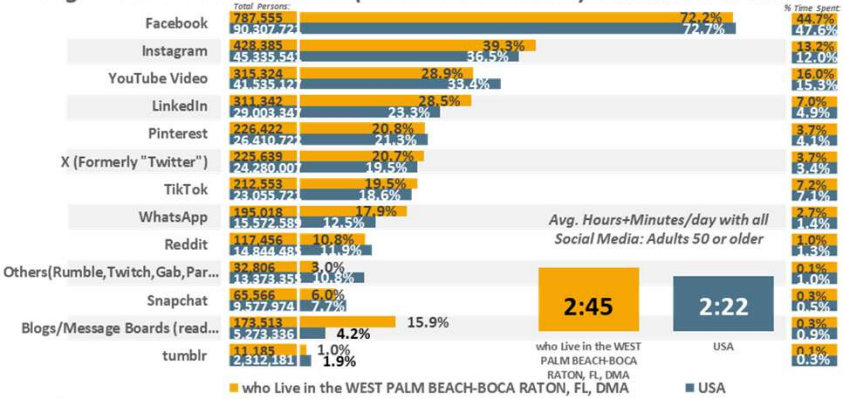
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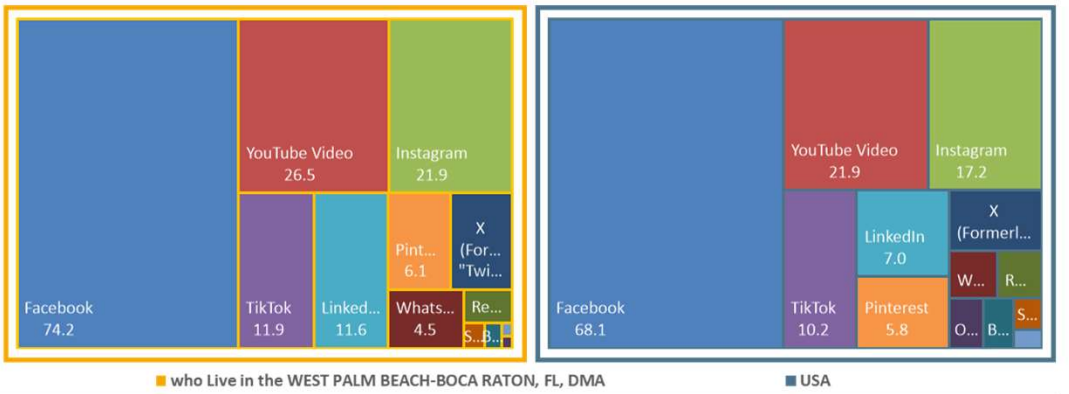
P50+

178,004 or 46.8% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported YouTube Video for an average of 36.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

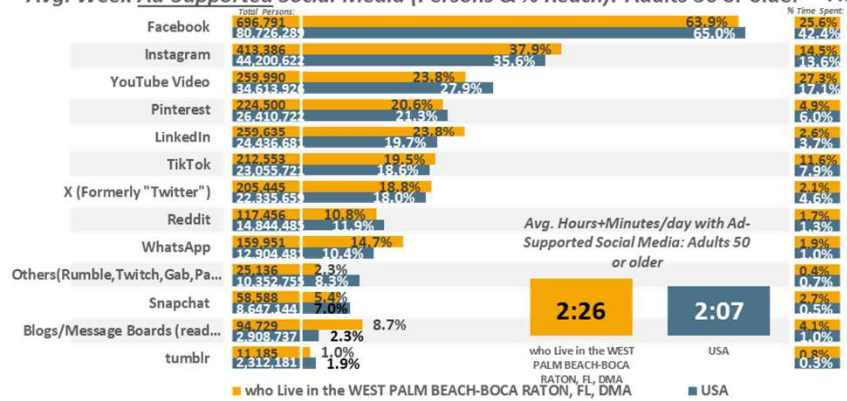
Avg. Week All Social Media (Persons & % Reach): Adults 50 or older



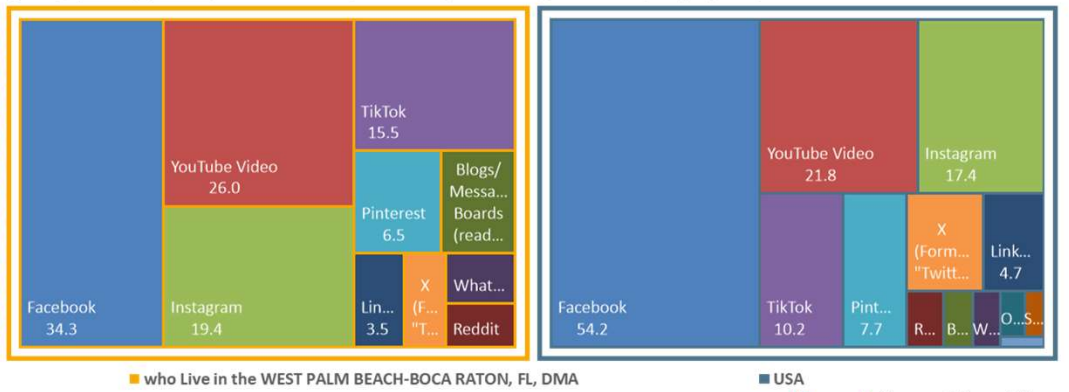
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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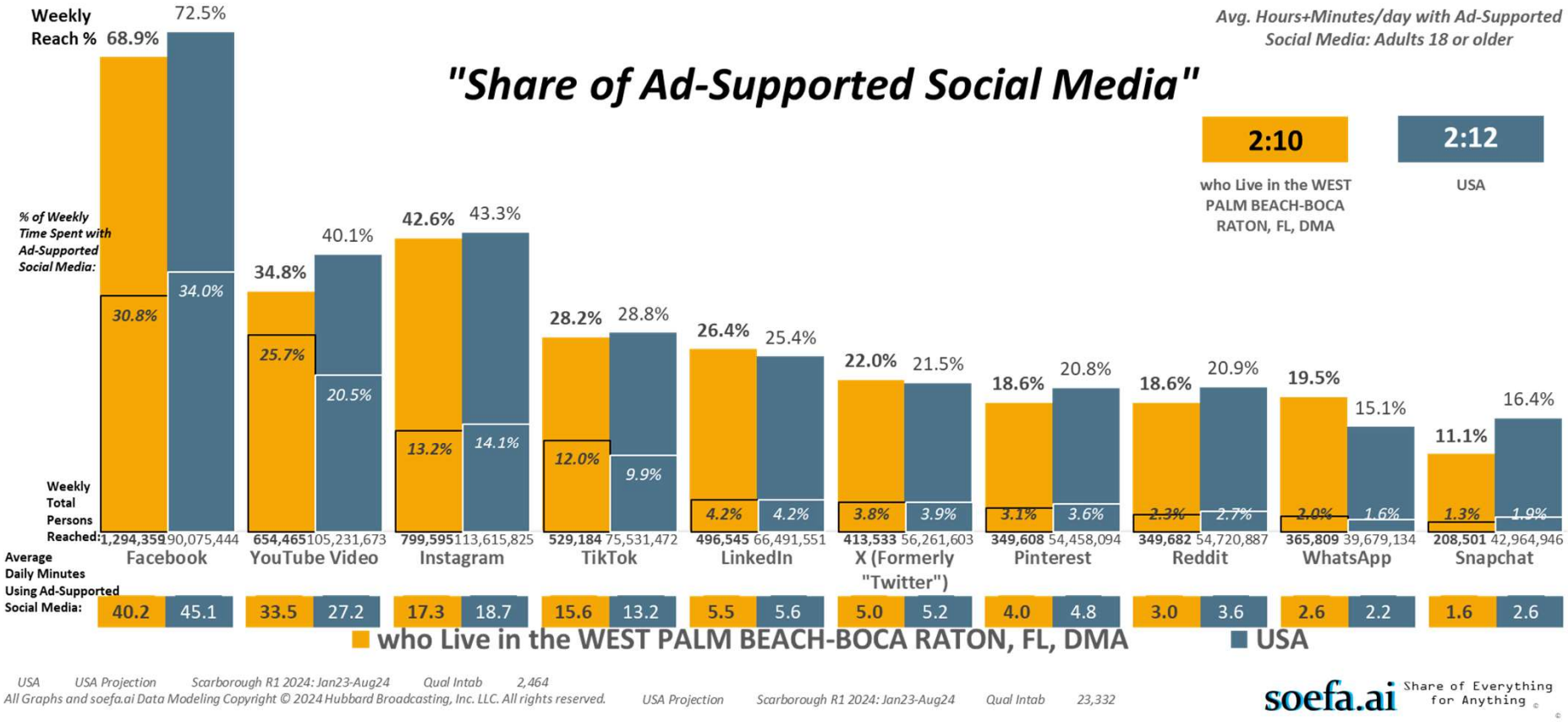
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P18+

1,294,359 or 68.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 40.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.



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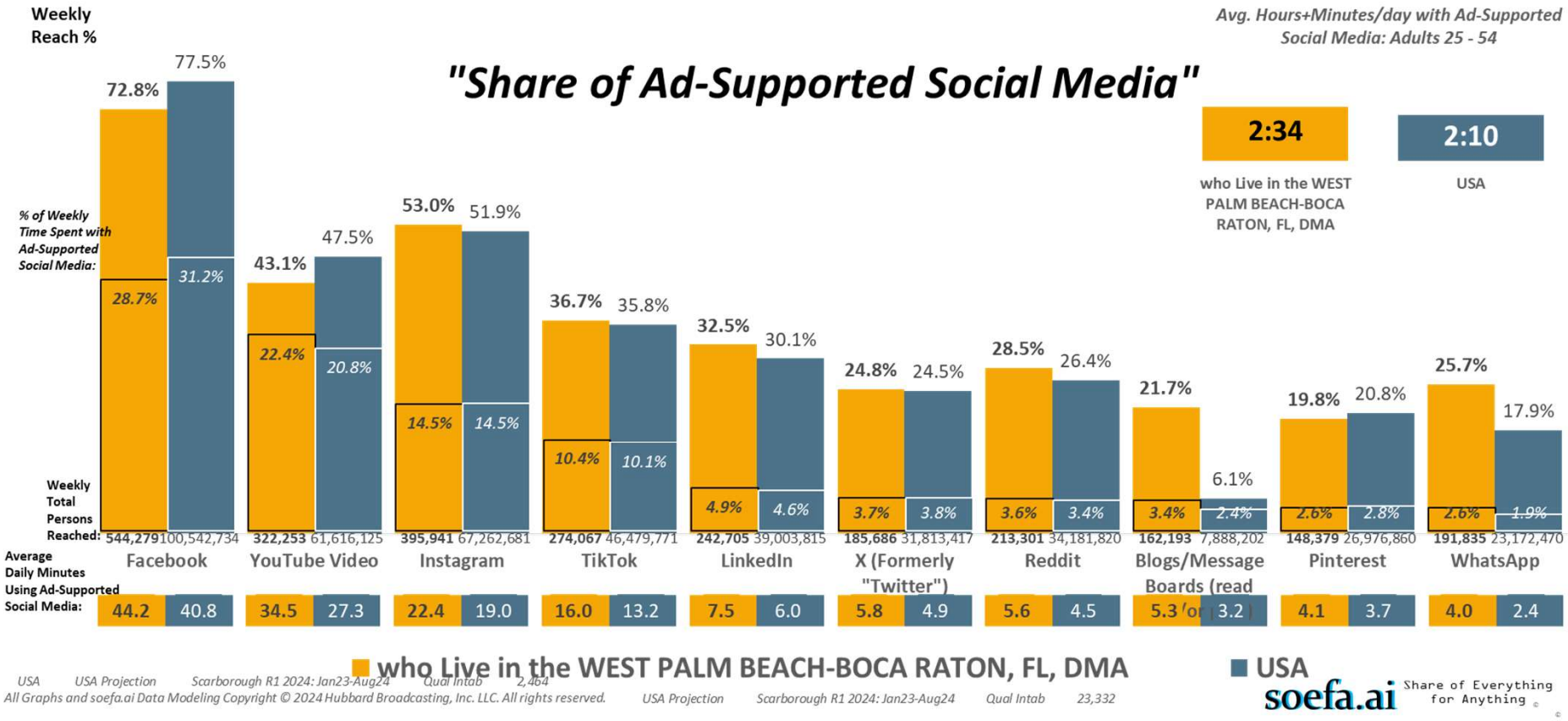
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P25-54

544,279 or 72.8% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 44.2 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

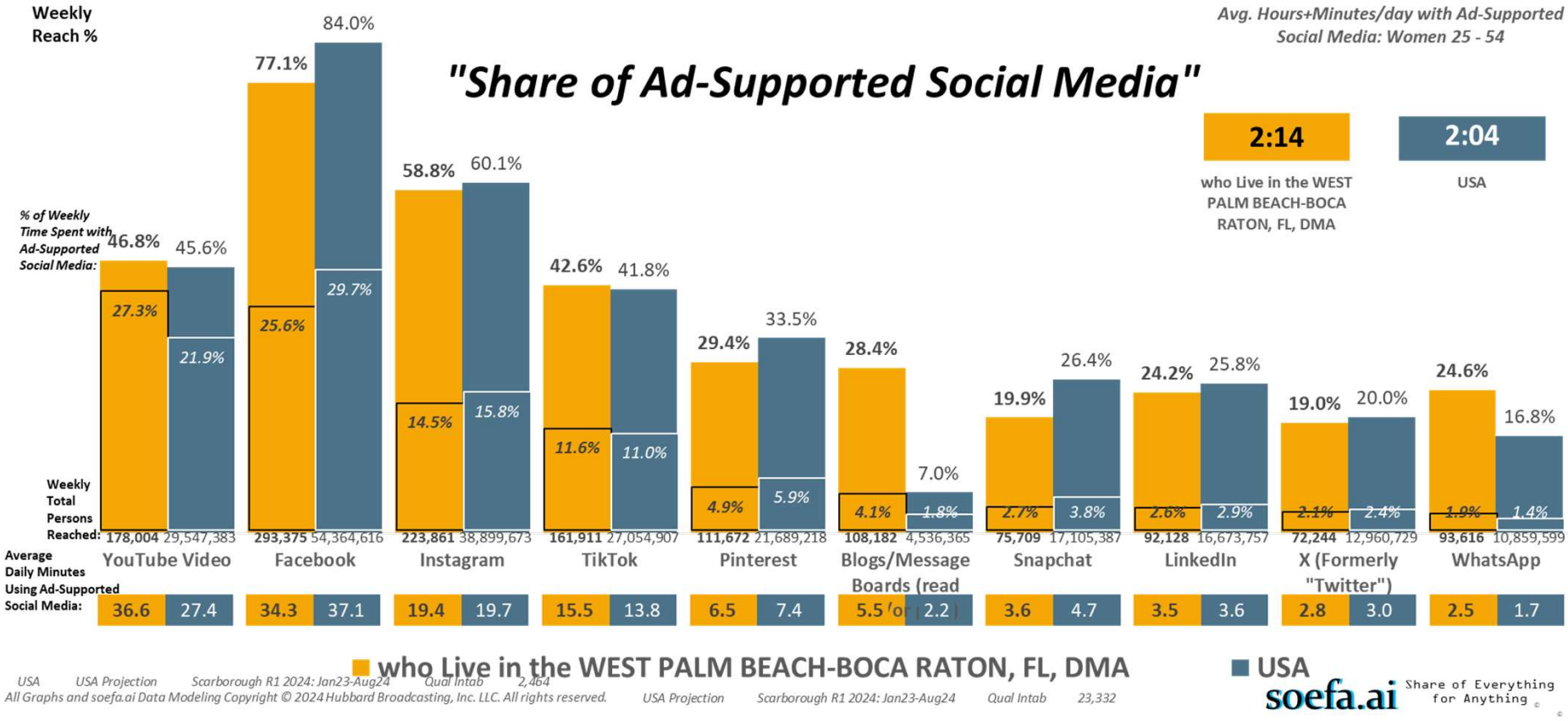


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W25-54

178,004 or 46.8% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported YouTube Video for an average of 36.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.



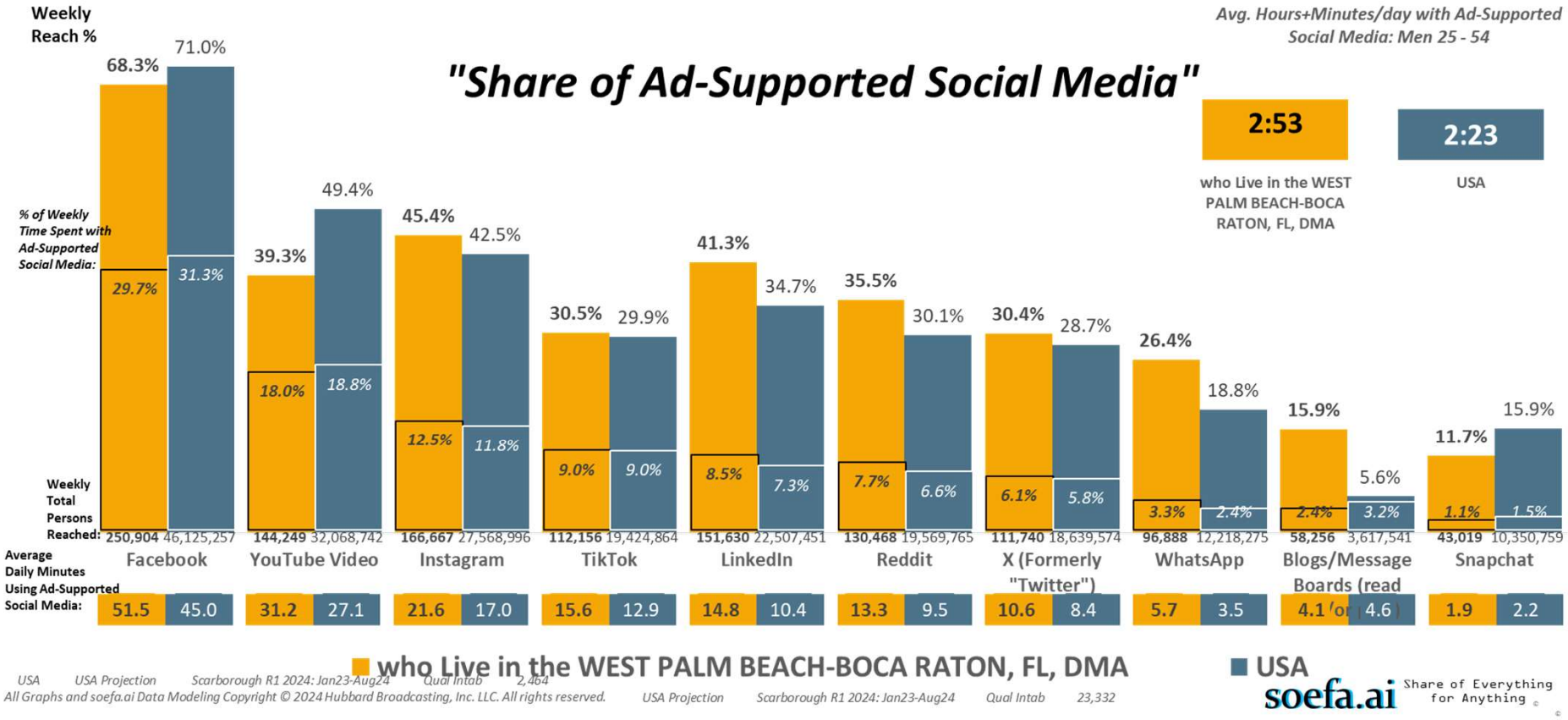
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M25-54

250,904 or 68.3% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 51.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.



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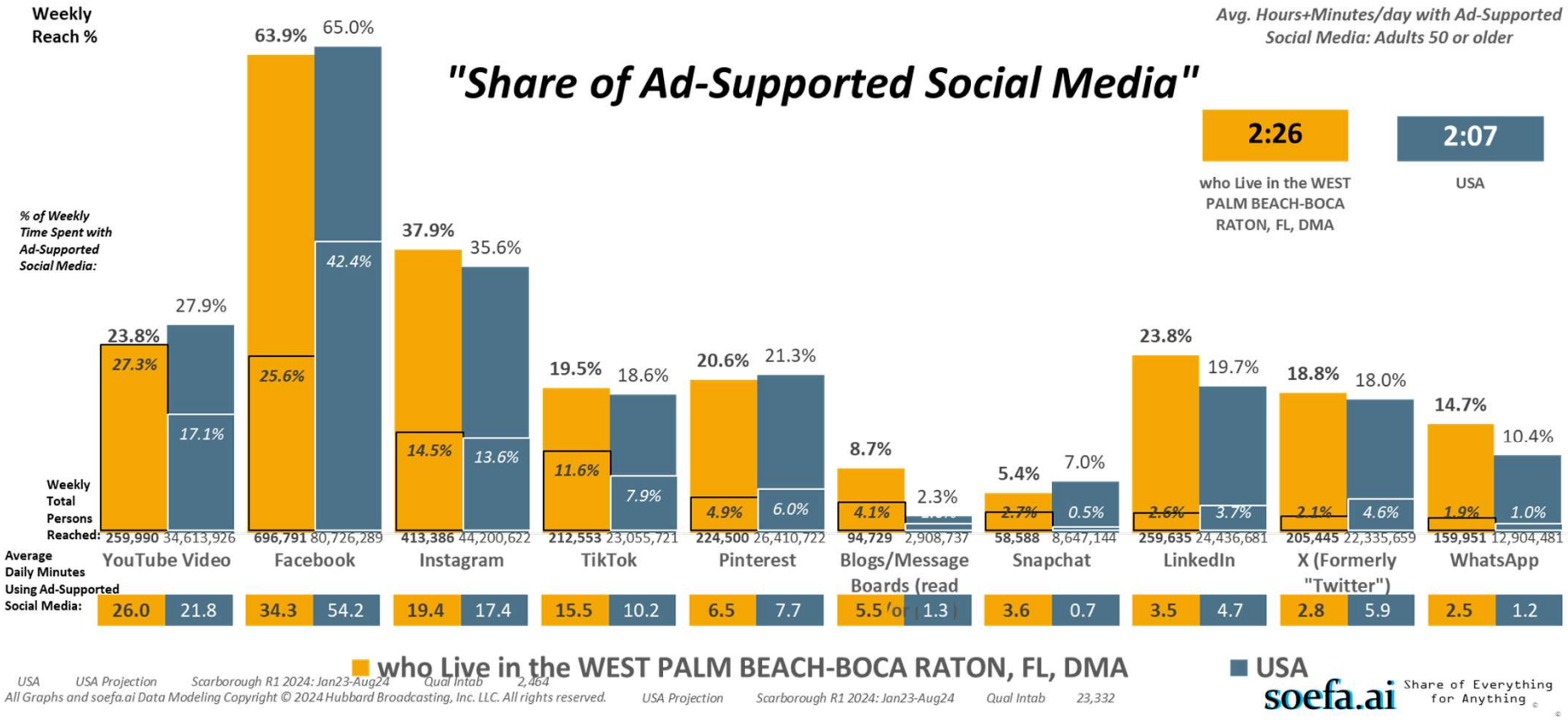
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P50+

178,004 or 46.8% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported YouTube Video for an average of 36.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.



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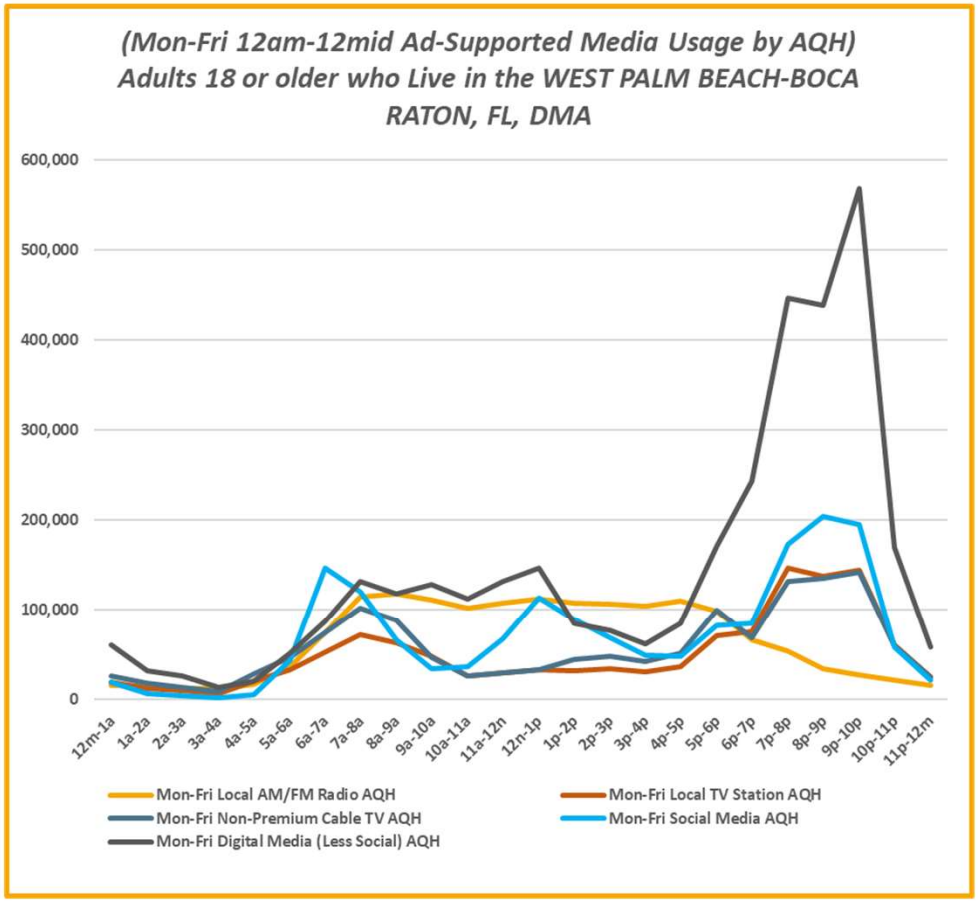
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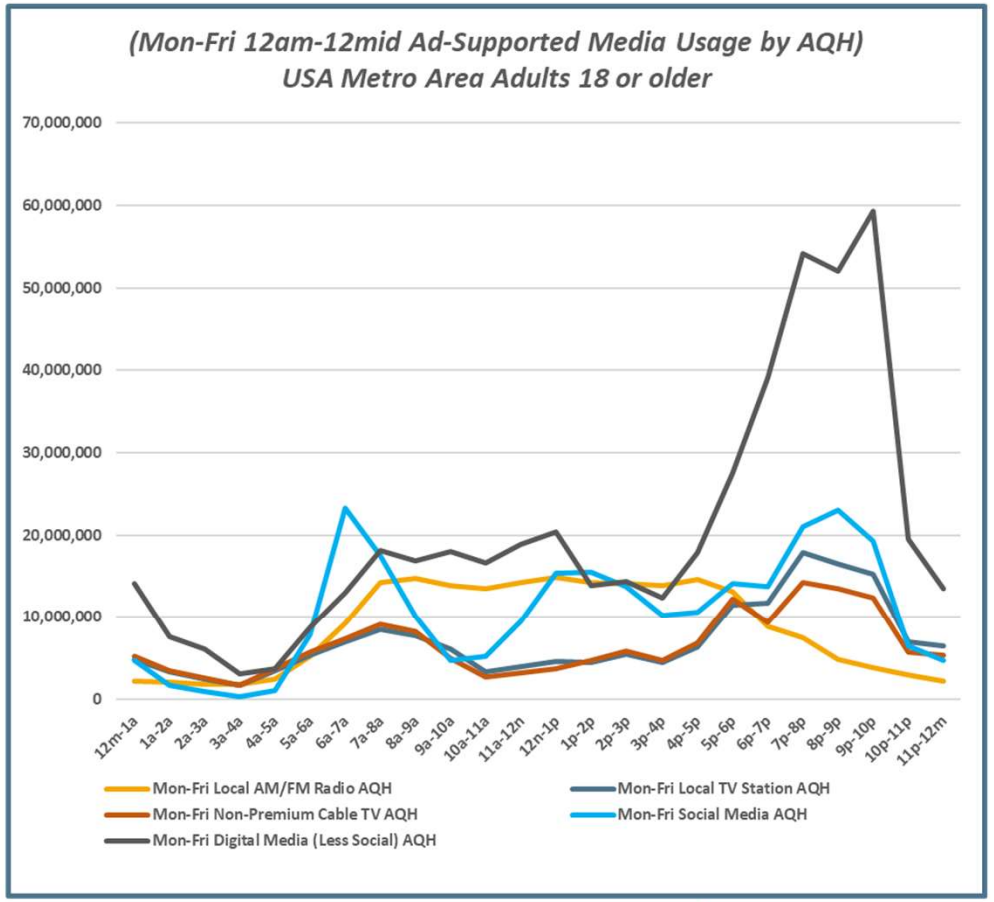
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 121,208; Local Radio: 102,529; Social Media: 77,232; Non-Prem. Cable: 57,708; Local TV: 46,137 reaching Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL,





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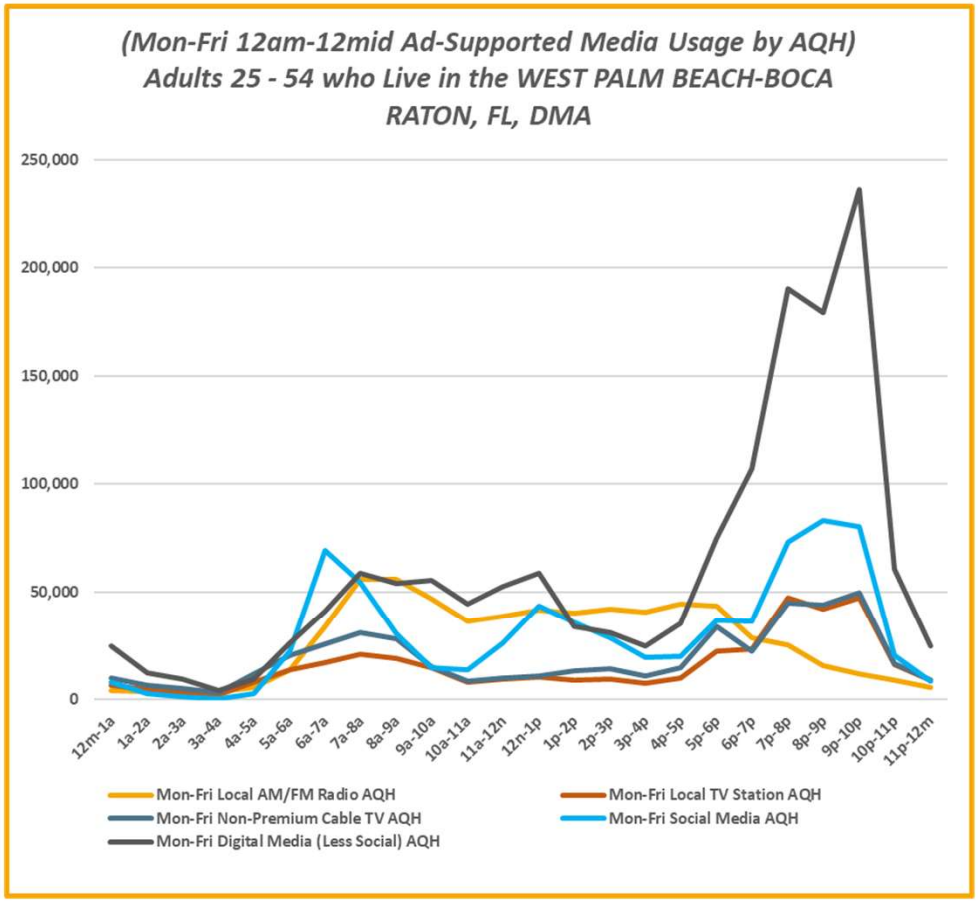
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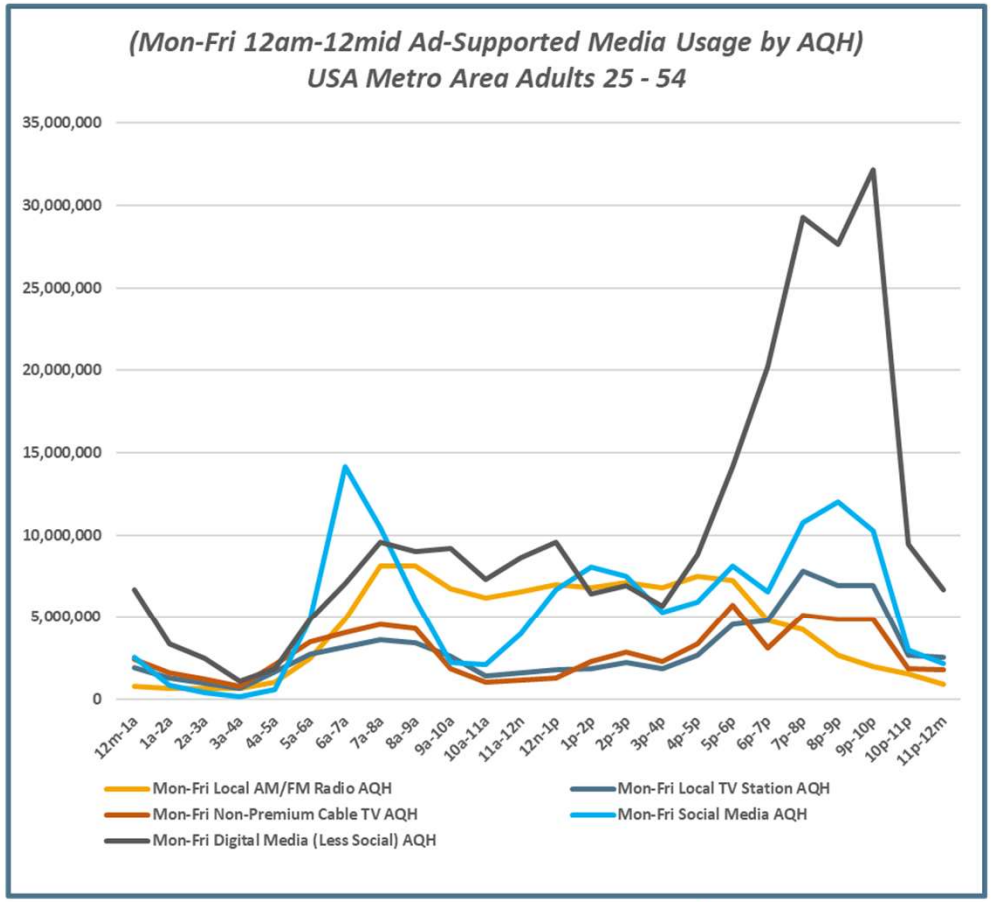
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,586; Local Radio: 42,061; Social Media: 32,895; Non-Prem. Cable: 18,244; Local TV: 13,838 reaching Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





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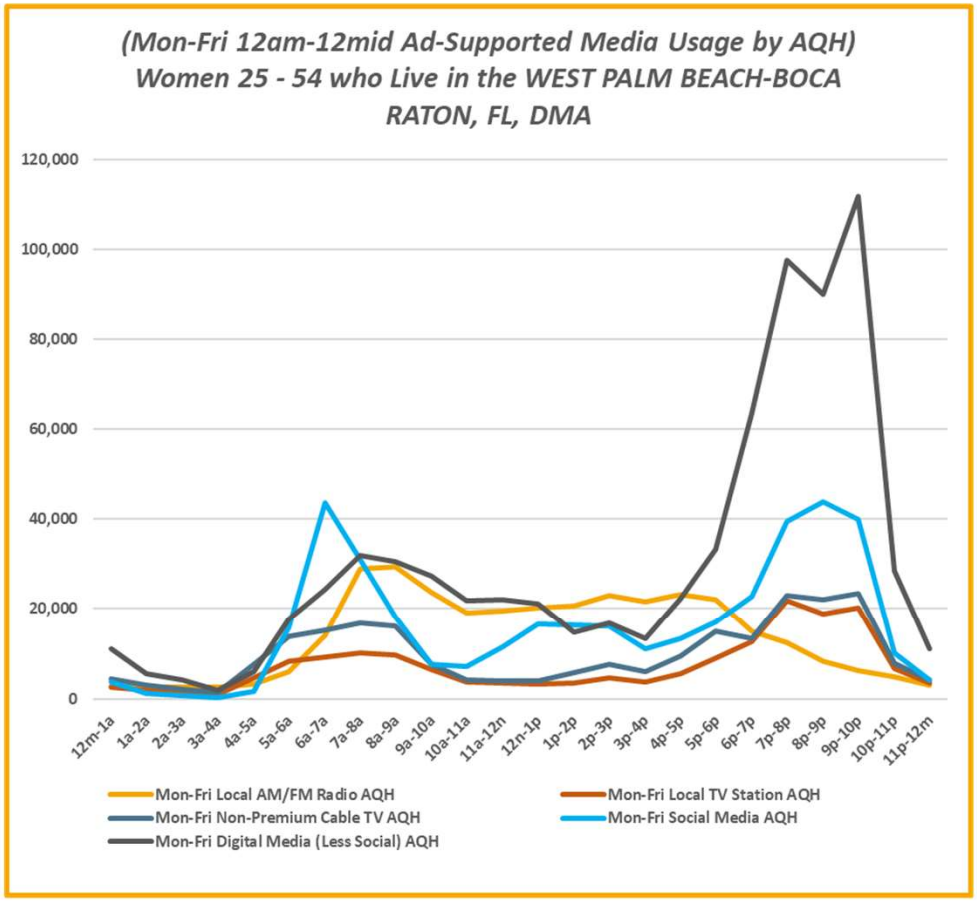
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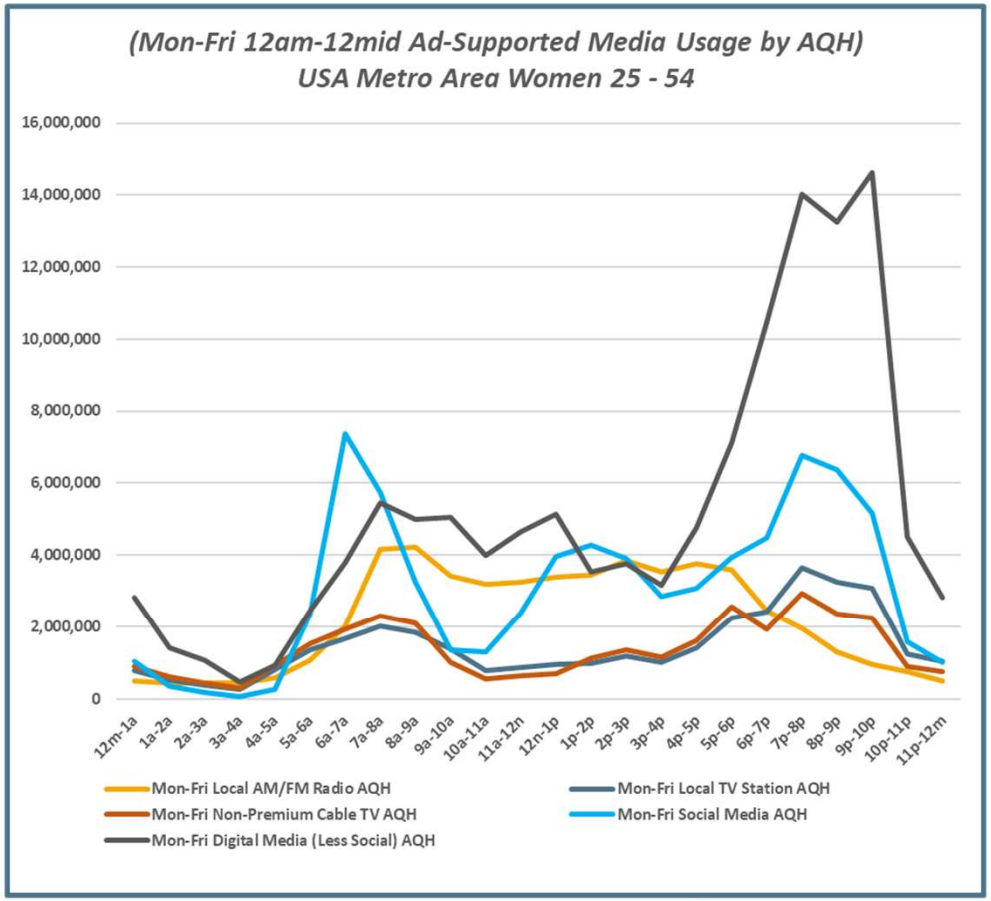
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,415; Local Radio: 21,560; Social Media: 17,877; Non-Prem. Cable: 9,570; Local TV: 6,506 reaching Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





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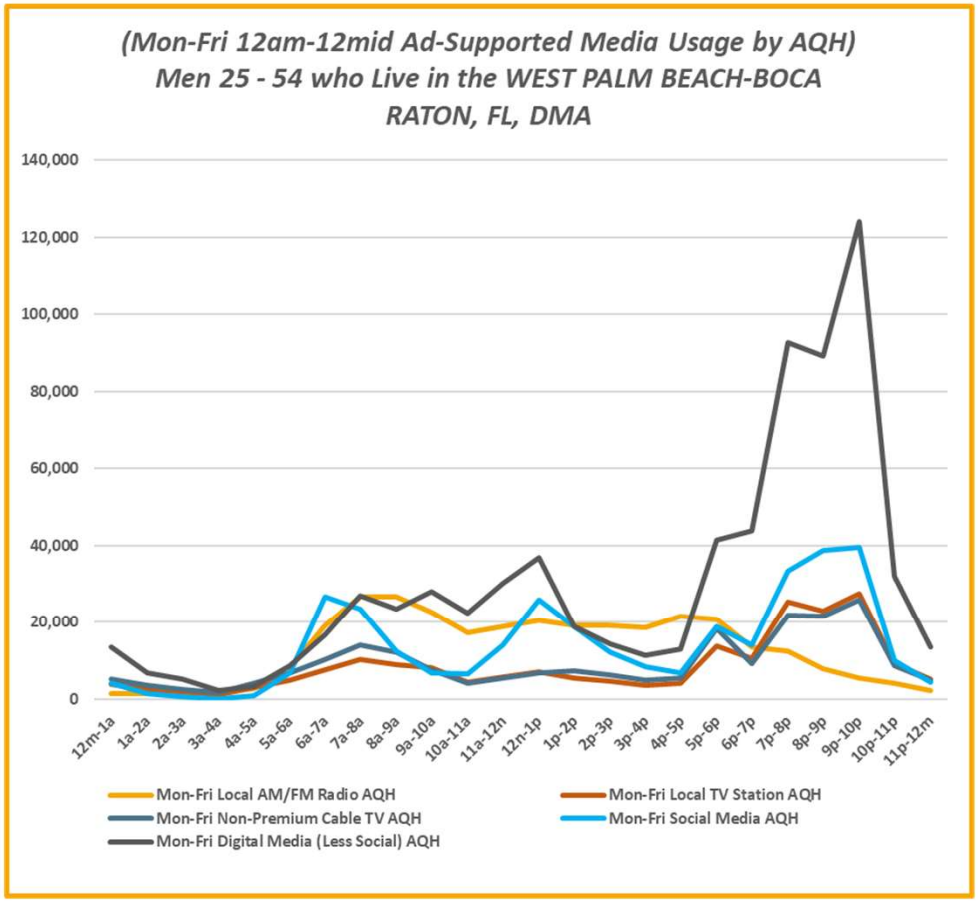
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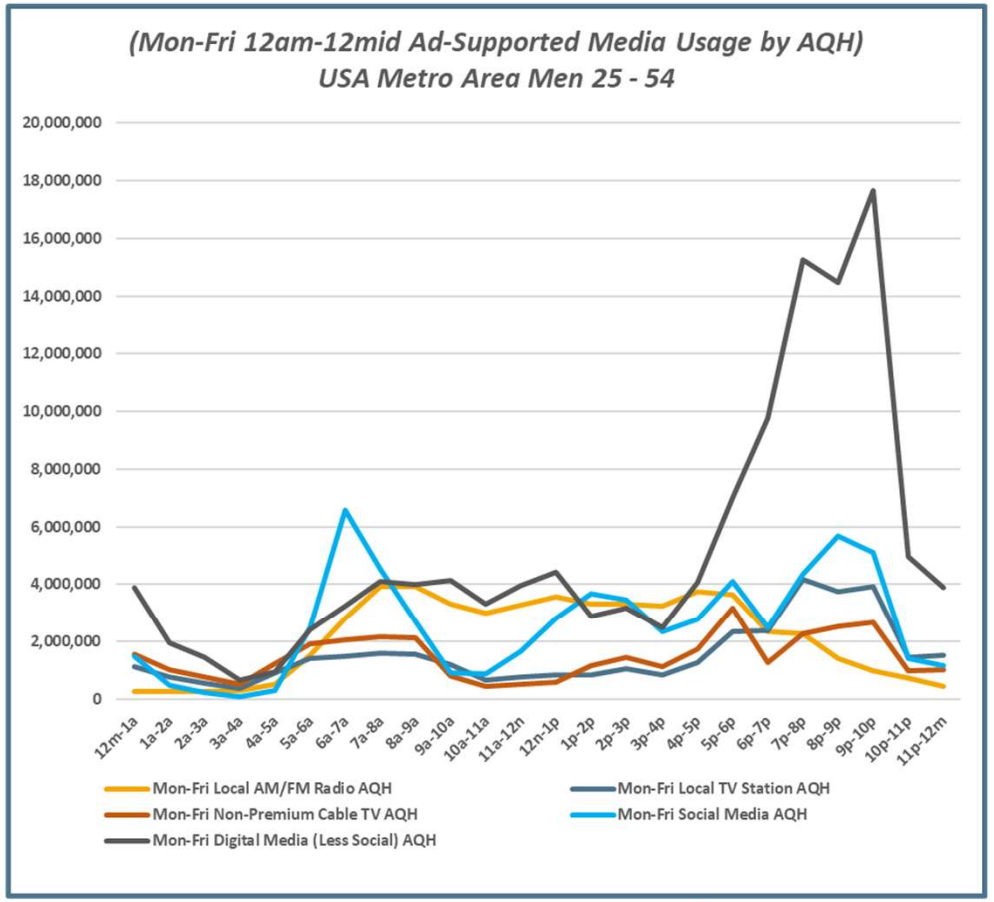
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,199; Local Radio: 20,399; Social Media: 15,044; Non-Prem. Cable: 8,681; Local TV: 7,315 reaching Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





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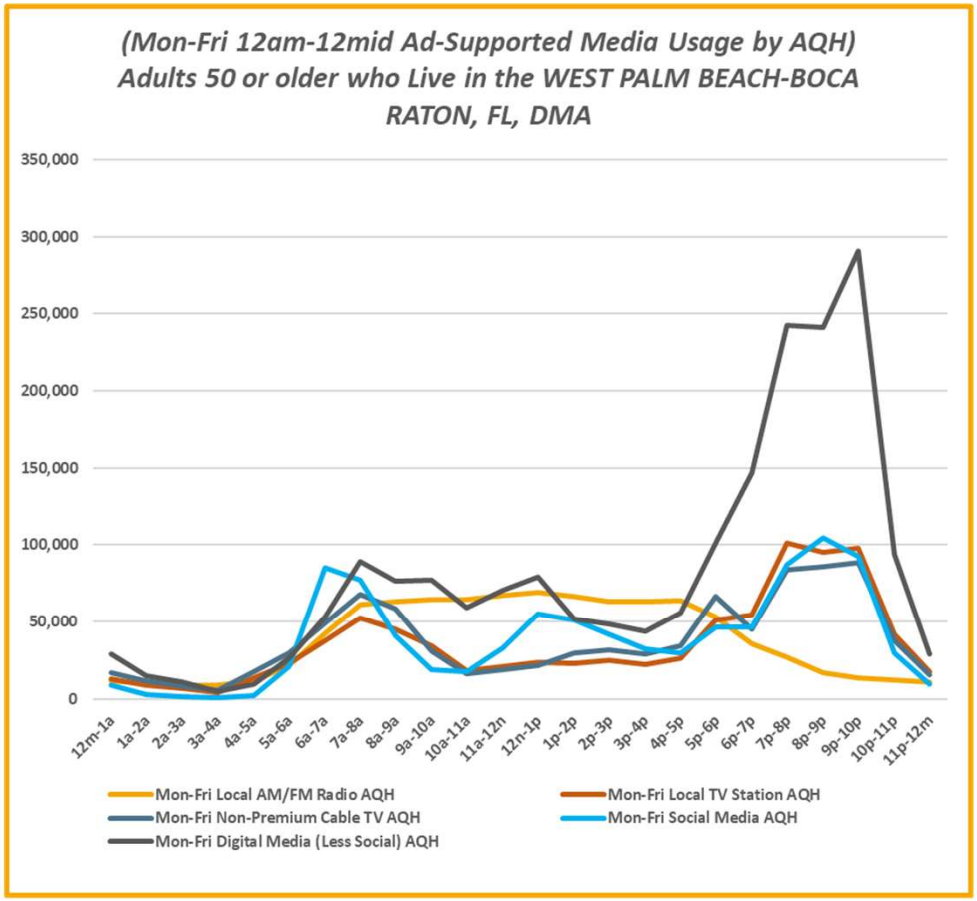
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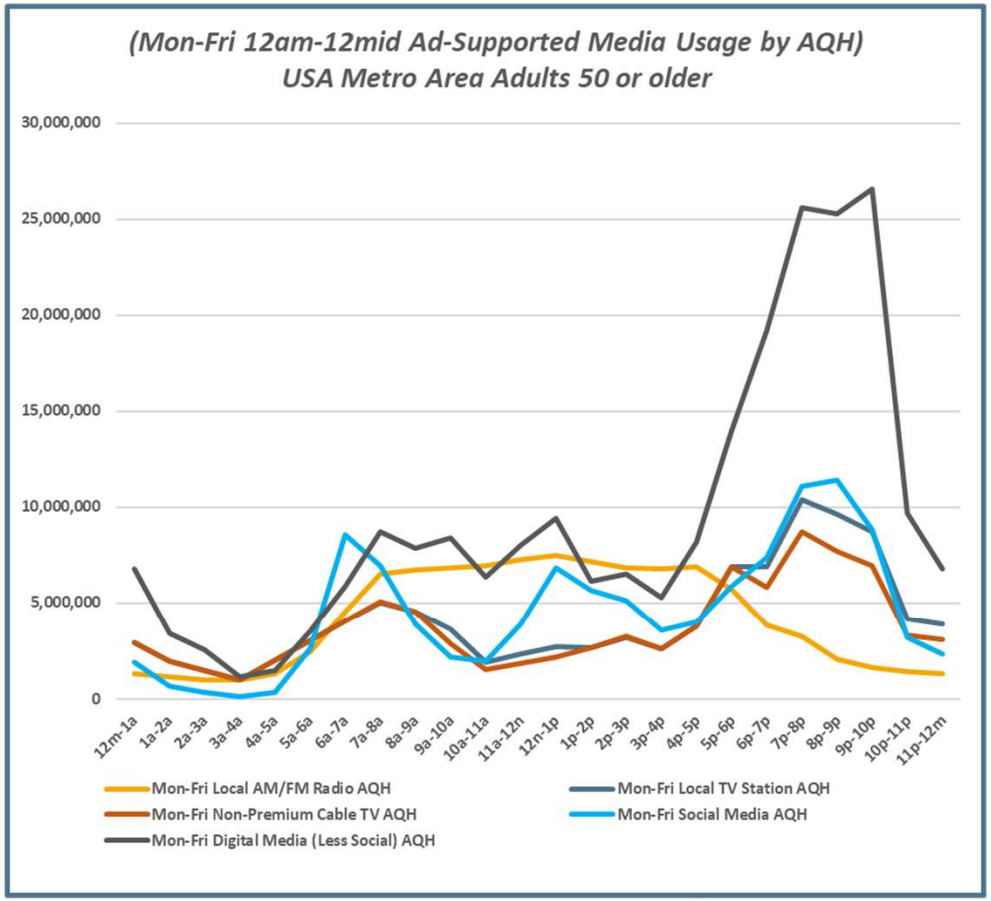
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P50+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 73,206; Local Radio: 59,629; Social Media: 44,143; Non-Prem. Cable: 38,291; Local TV: 33,320 reaching Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, D





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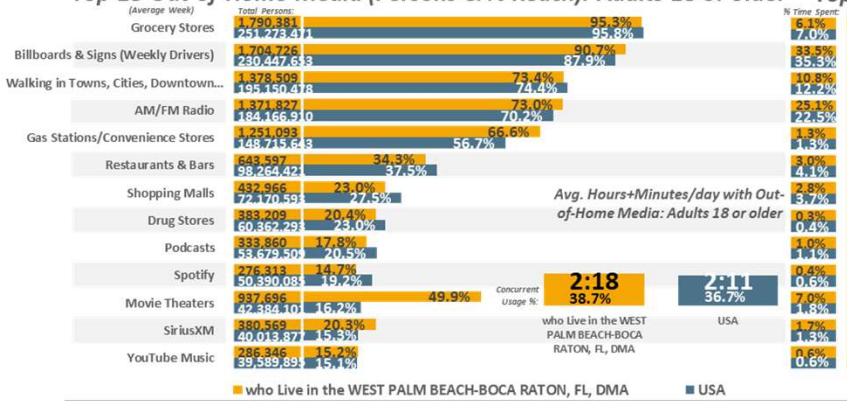
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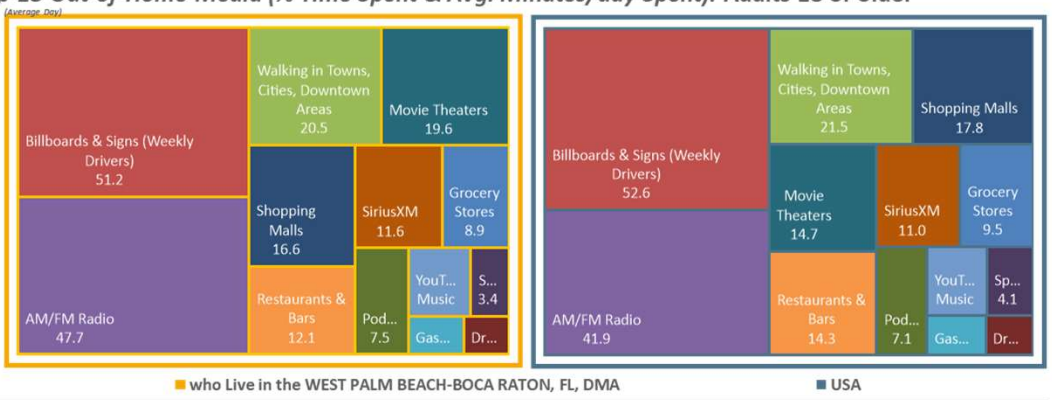
P18+

1,704,726 or 90.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/day

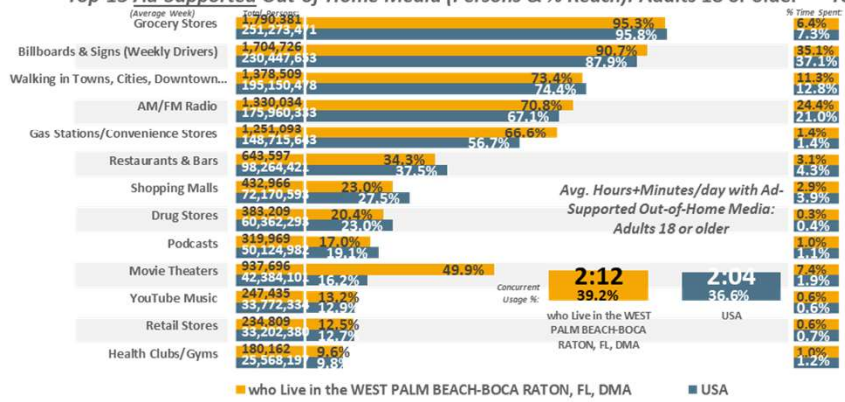
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



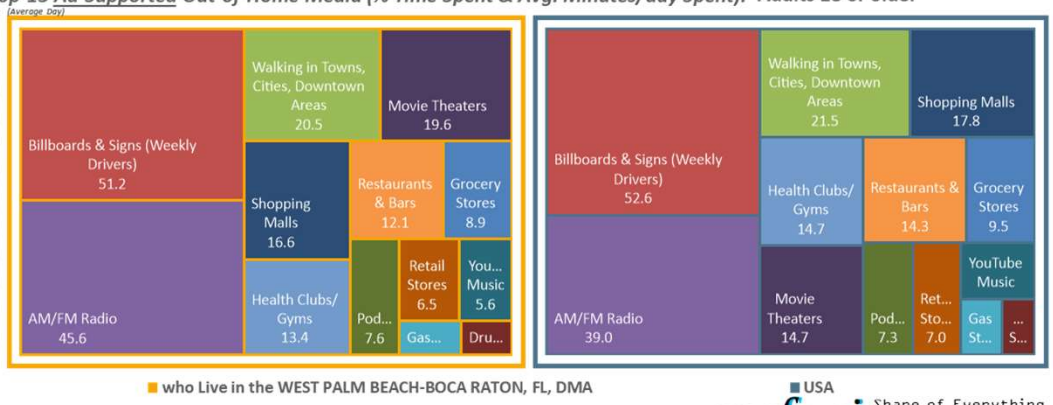
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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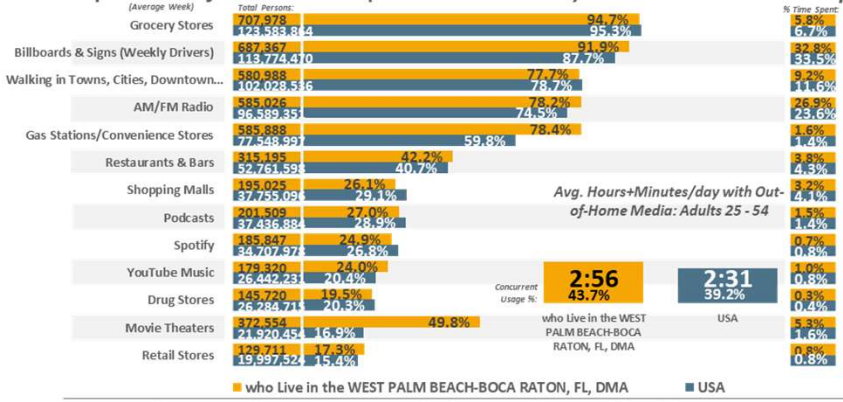
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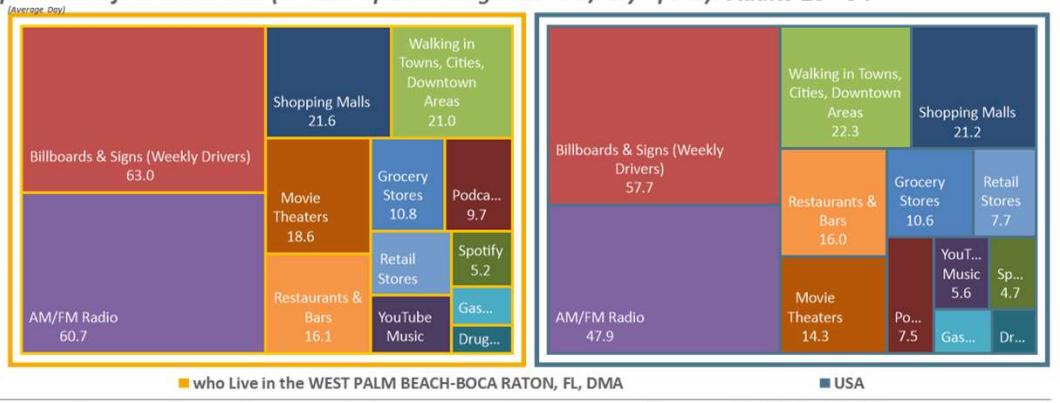
P25-54

687,367 or 91.9% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 63. minutes per day driving, seeing Billboards and Signs. 76.4% Listen to Local Radio Stations Out-of-Home for an average of 57.9 minutes/day.

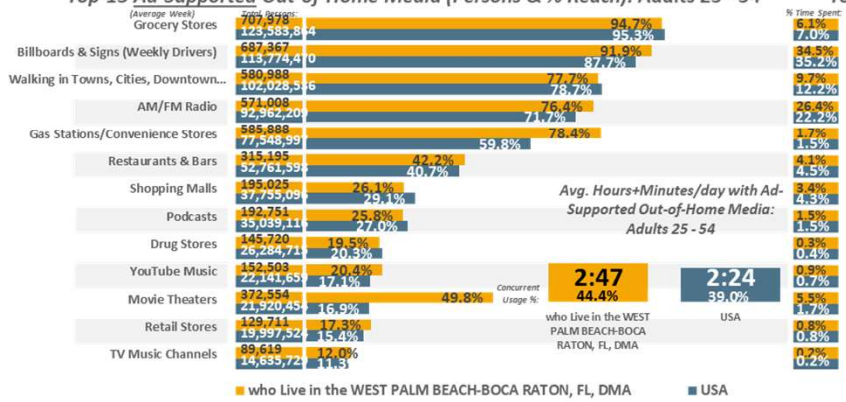
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



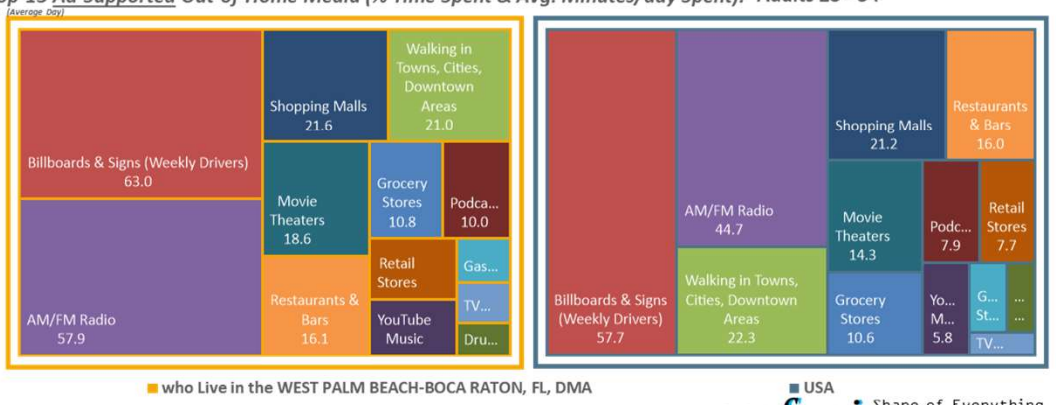
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *2,464*

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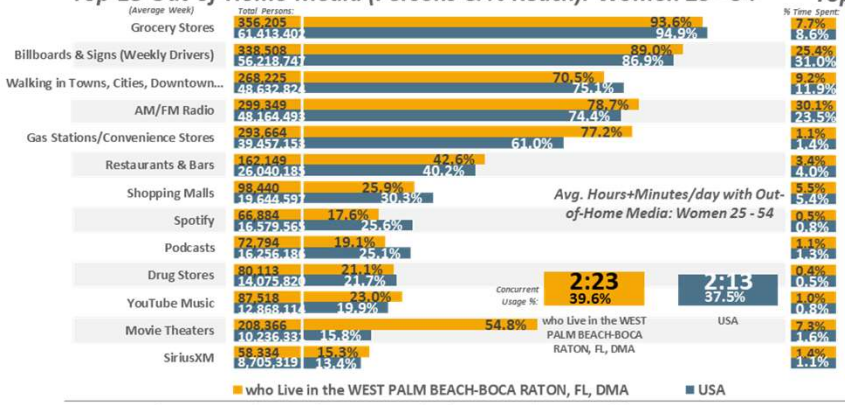
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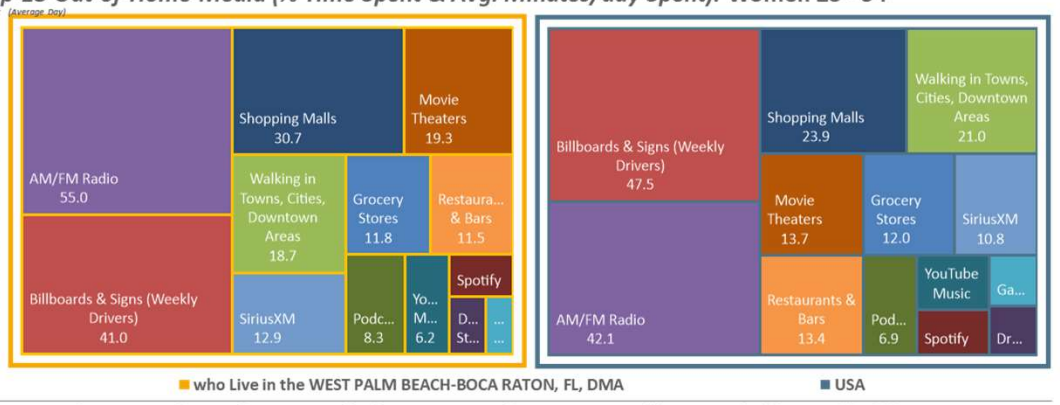
W25-54

338,508 or 89.% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 41. minutes per day driving, seeing Billboards and Signs. 76.9% Listen to Local Radio Stations Out-of-Home for an average of 53.1 minutes/day.

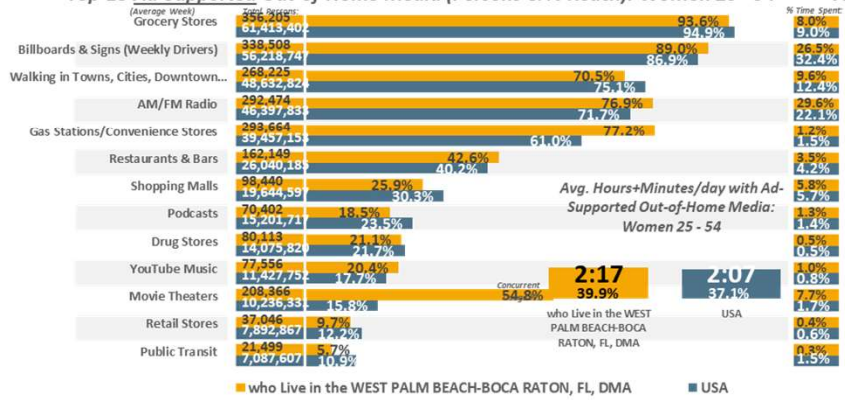
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



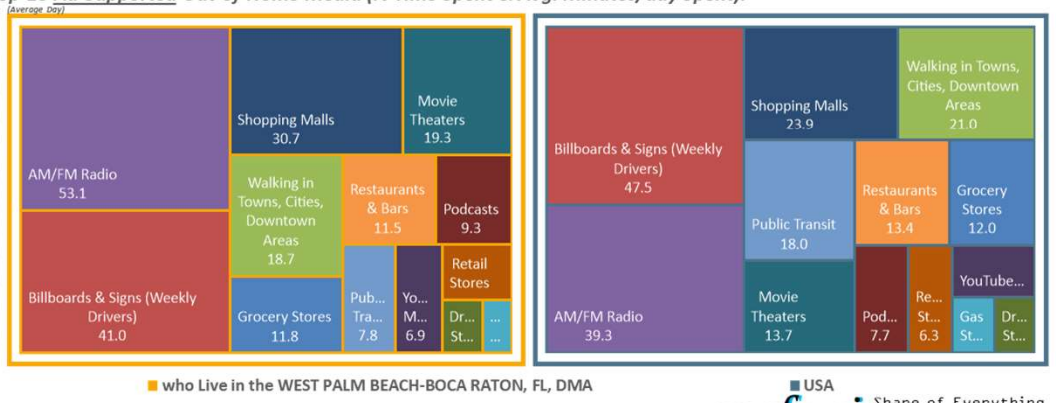
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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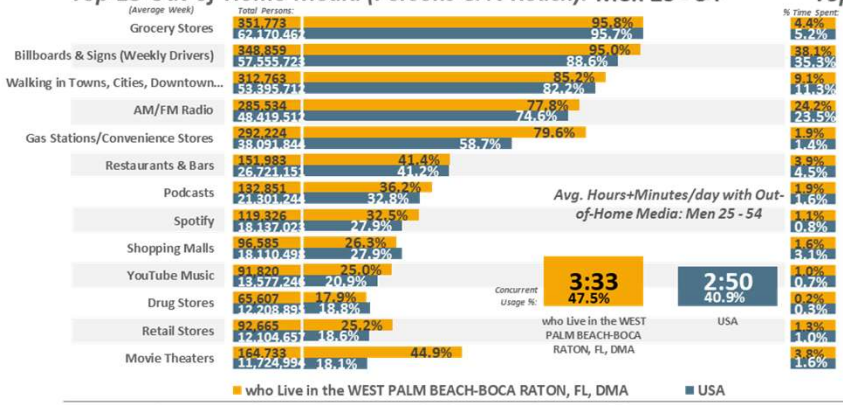
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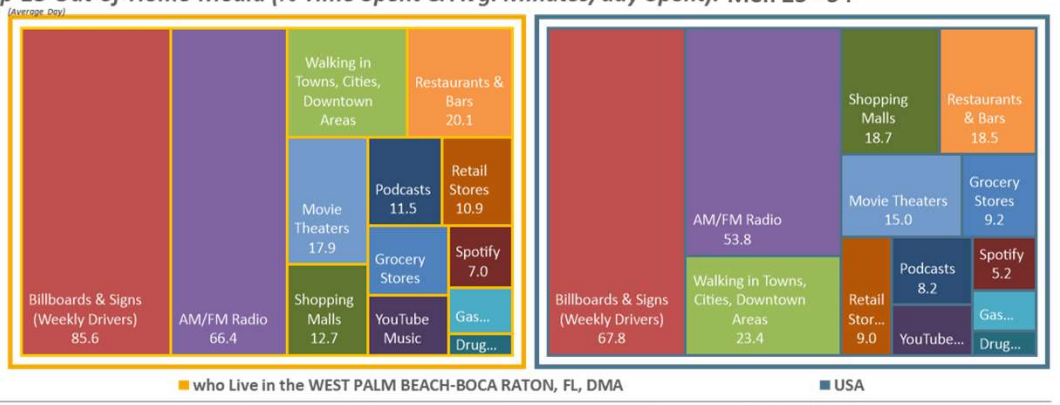
M25-54

348,859 or 95.% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 85.6 minutes per day driving, seeing Billboards and Signs. 75.8% Listen to Local Radio Stations Out-of-Home for an average of 62.7 minutes/day.

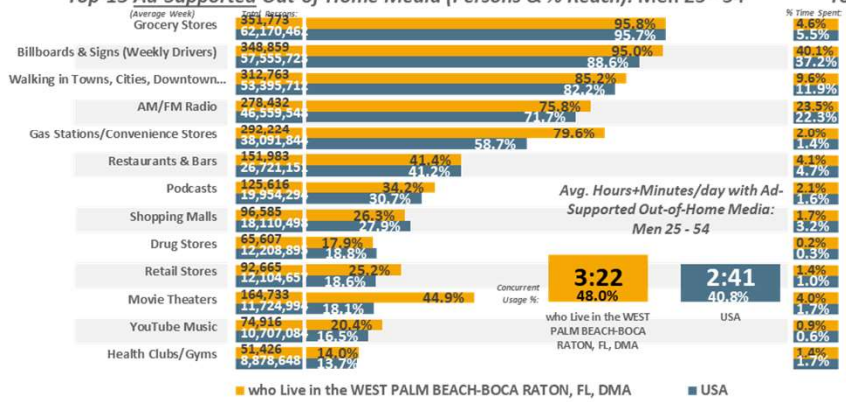
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



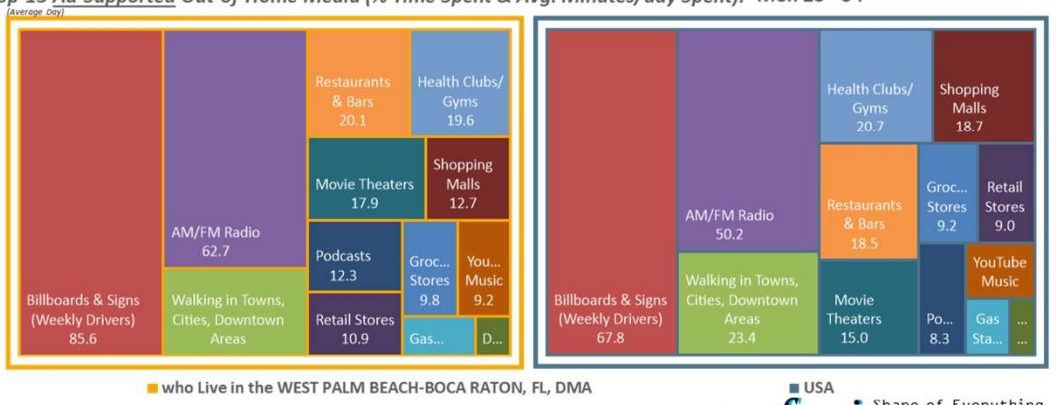
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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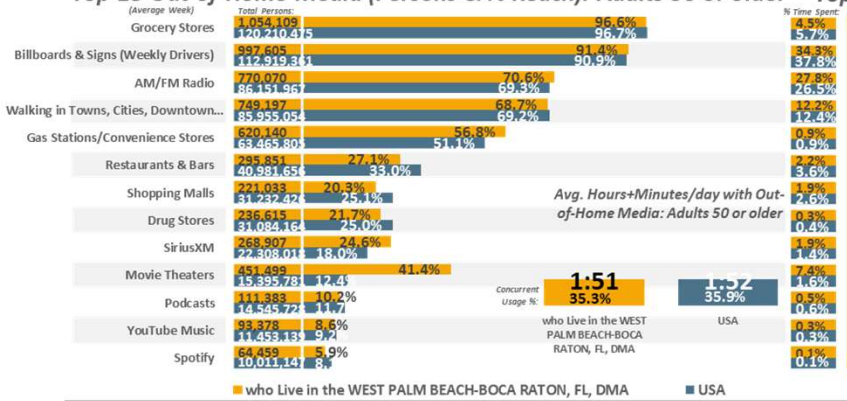
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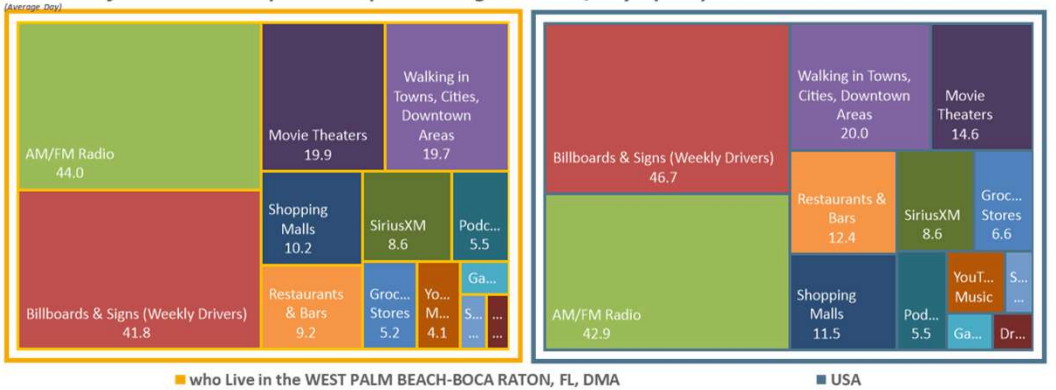
P50+

997,605 or 91.4% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 41.8 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day.

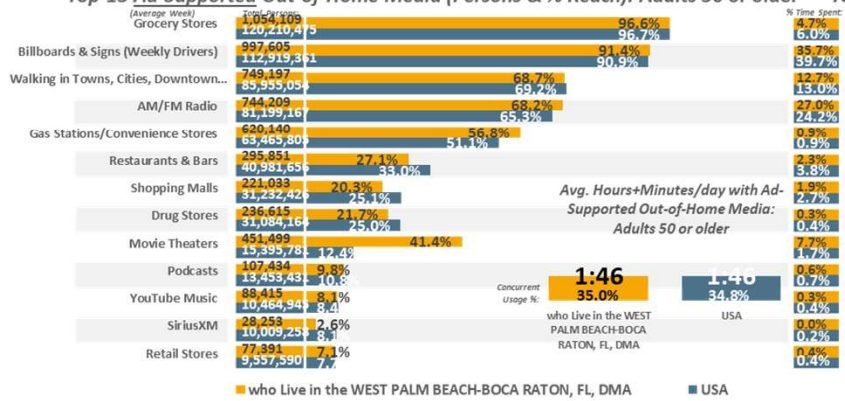
Top-13 Out-of-Home Media (Persons & % Reach): Adults 50 or older



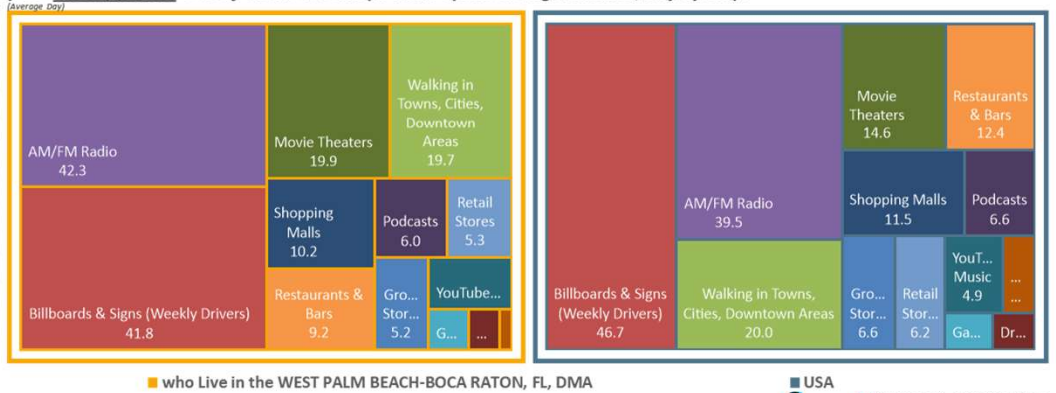
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 50 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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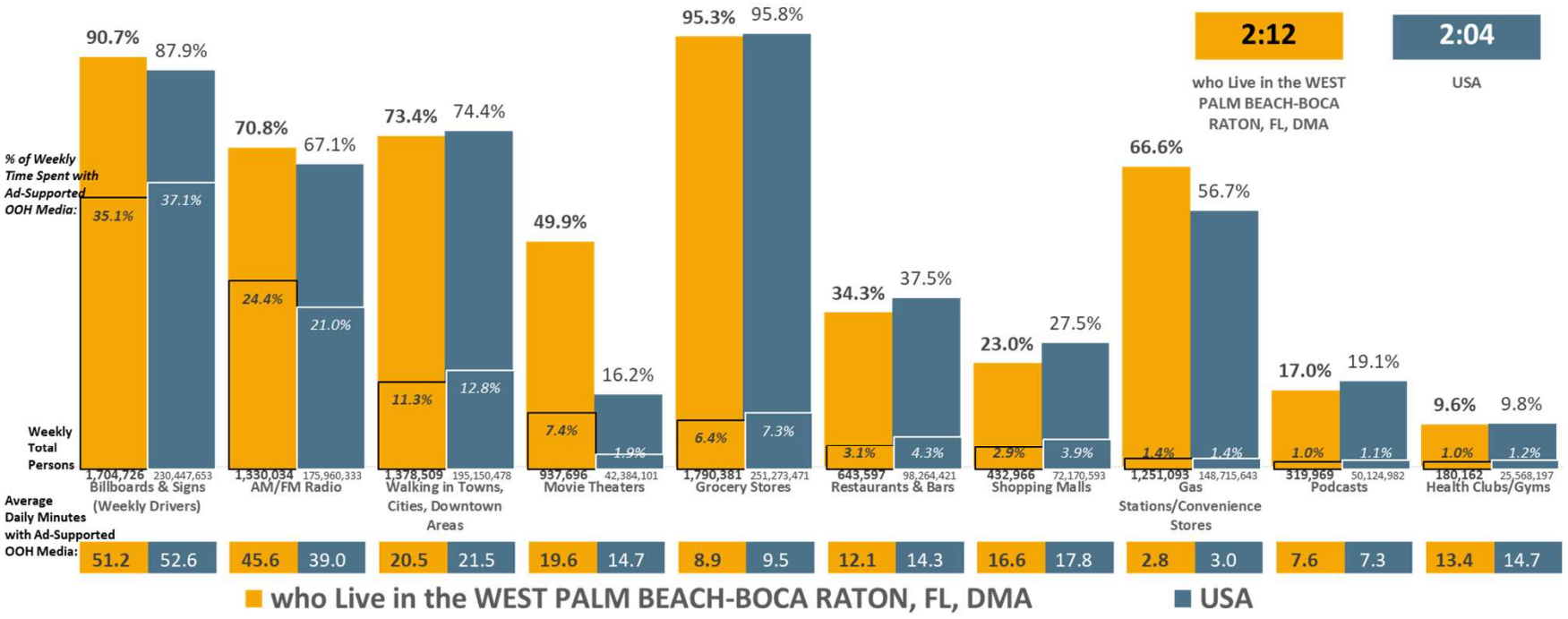


P18+

1,704,726 or 90.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 35.1% 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

"Share of Ad-Supported OOH Media"



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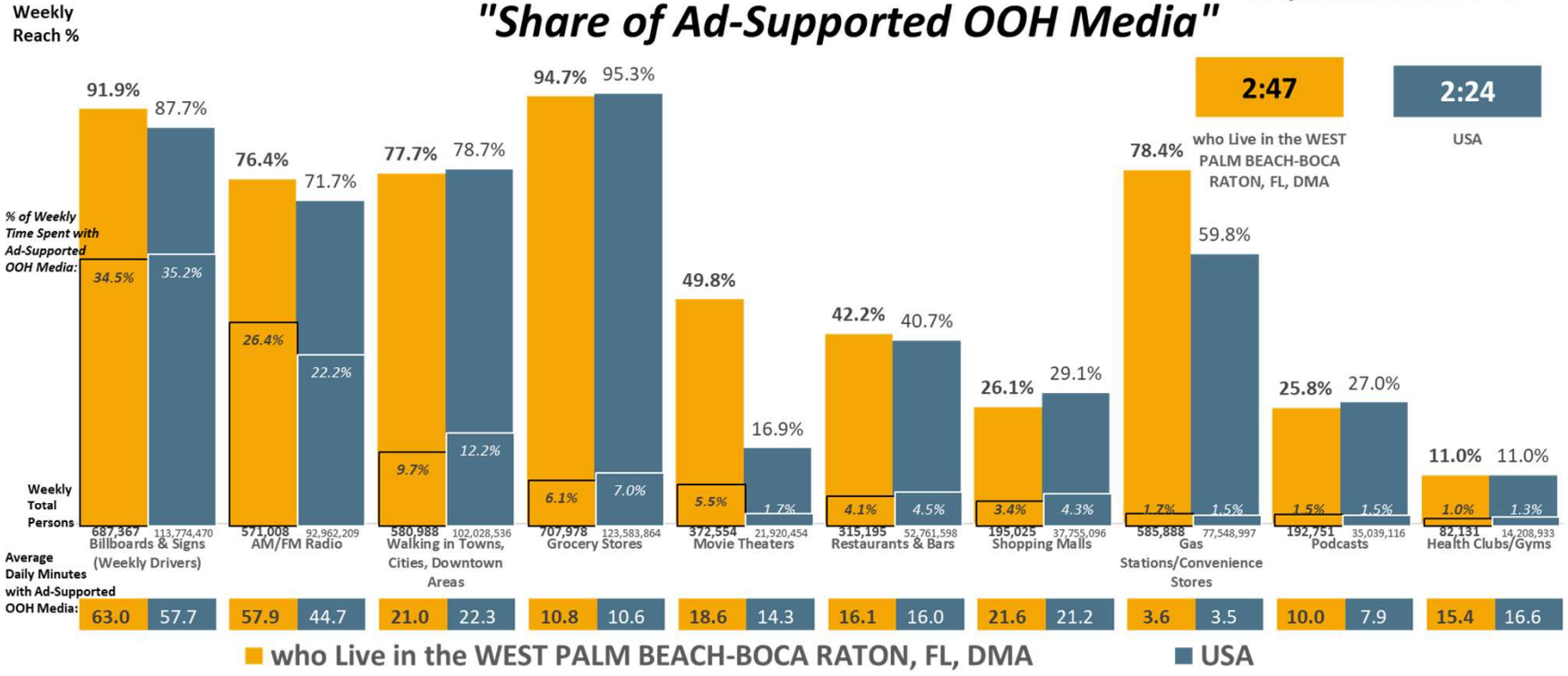


P25-54

687,367 or 91.9% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 63. minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



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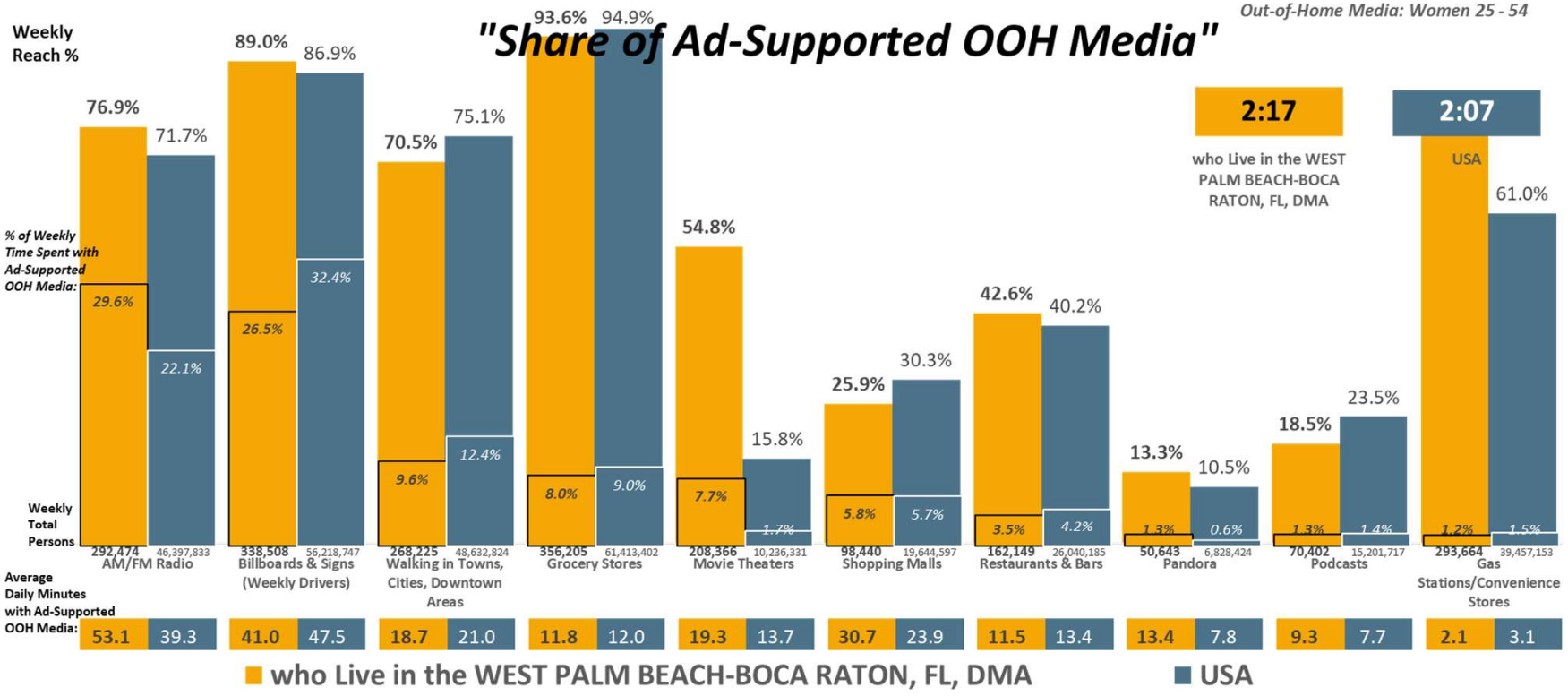


W25-54

338,508 or 89.% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 41. minutes per day driving, seeing Billboards and Signs representing 26.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



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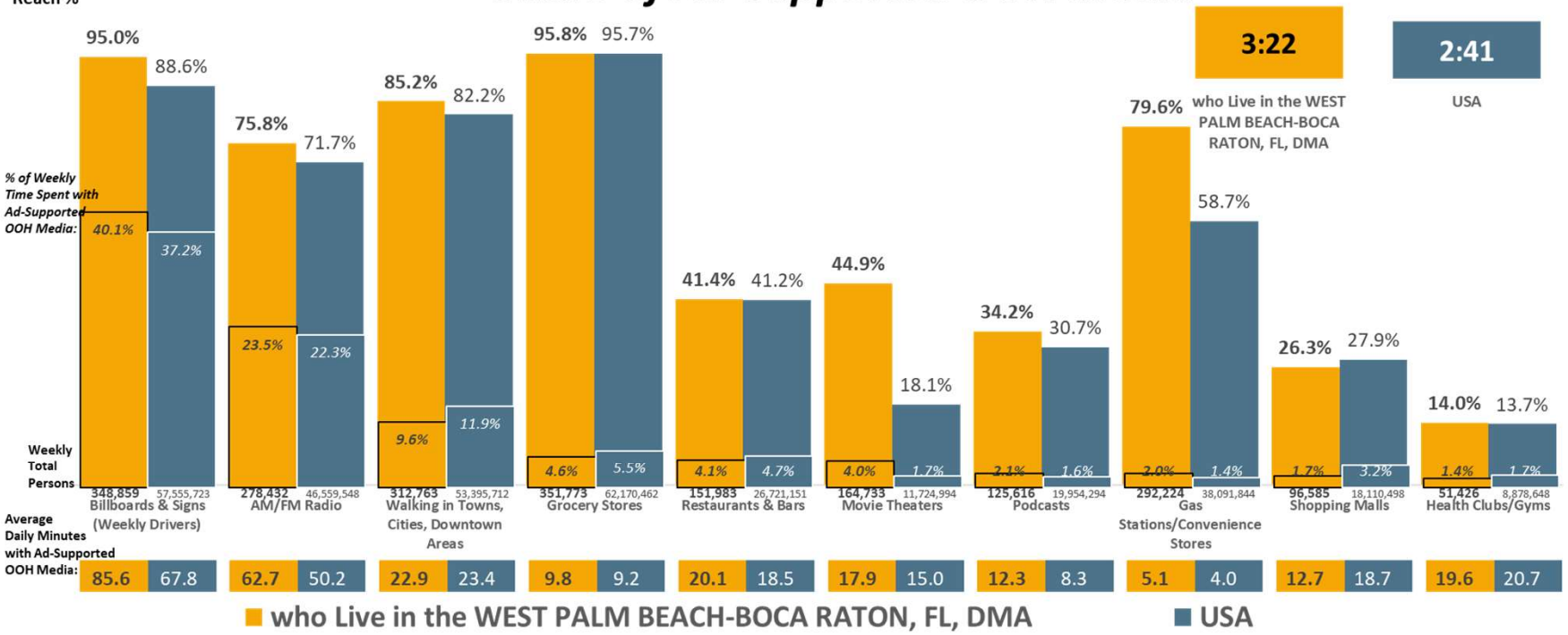


M25-54

348,859 or 95.% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 85.6 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

"Share of Ad-Supported OOH Media"



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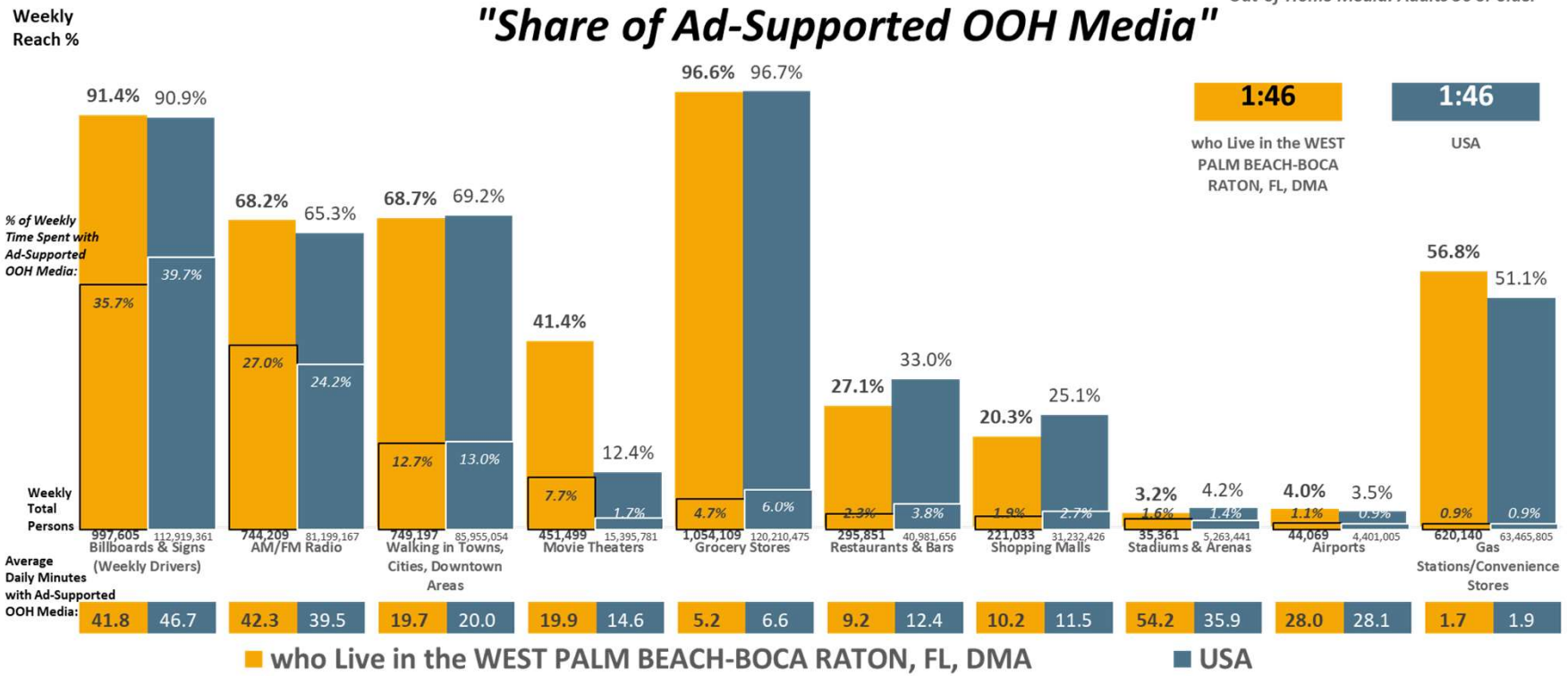


P50+

997,605 or 91.4% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 41.8 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 50 or older

"Share of Ad-Supported OOH Media"



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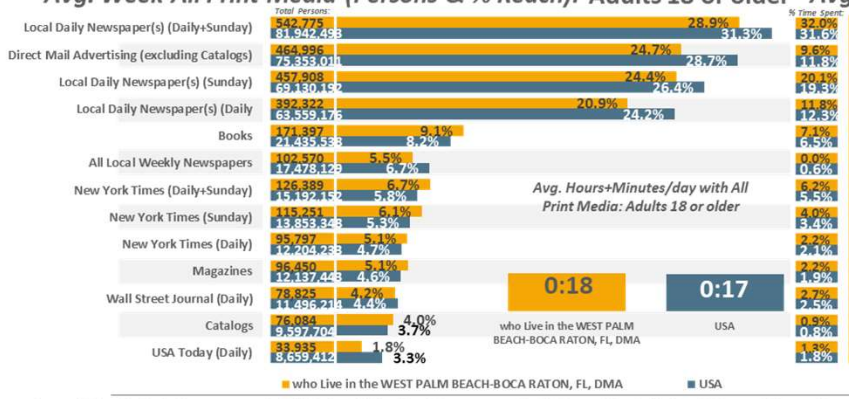
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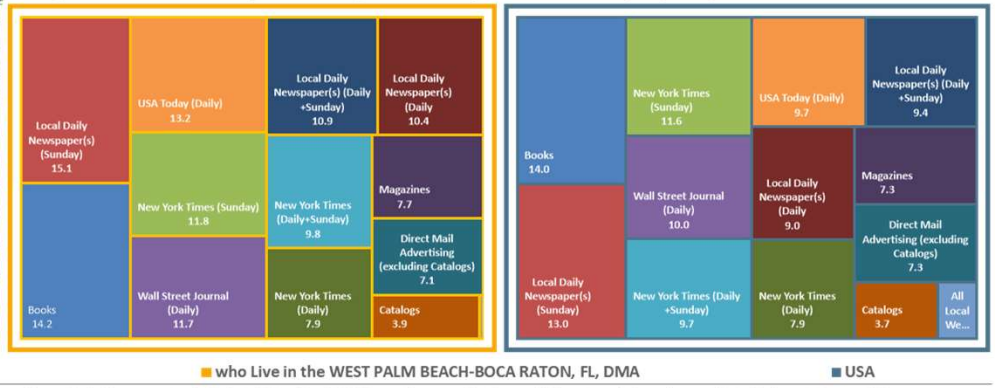
P18+

542,775 or 28.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

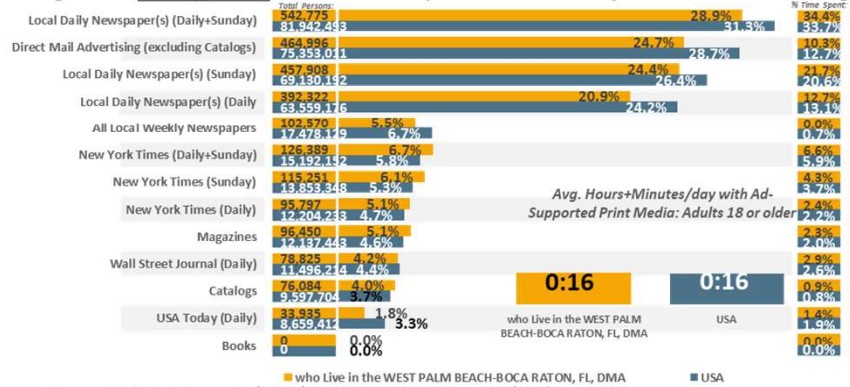
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



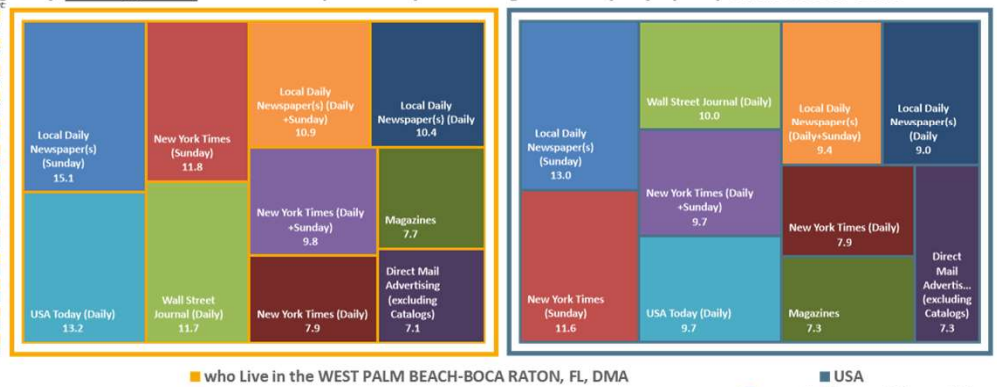
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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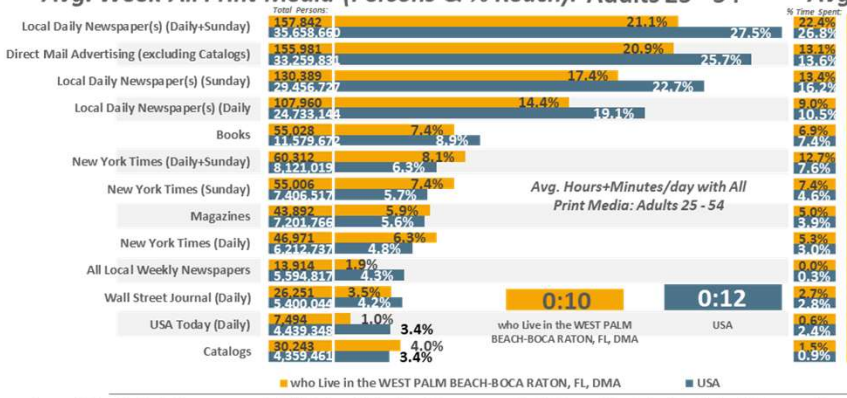
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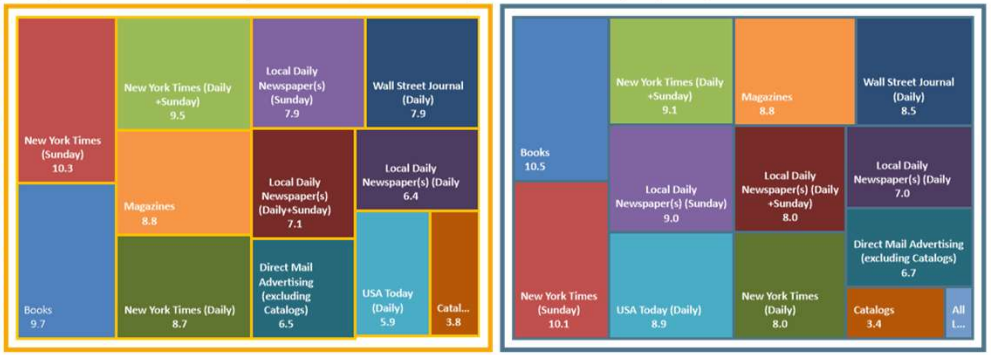
P25-54

157,842 or 21.1% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 24.% of all time spent daily with All forms of Print Media.

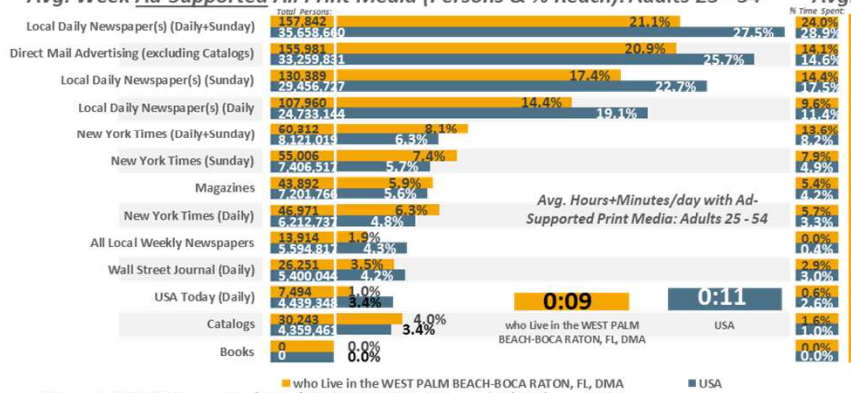
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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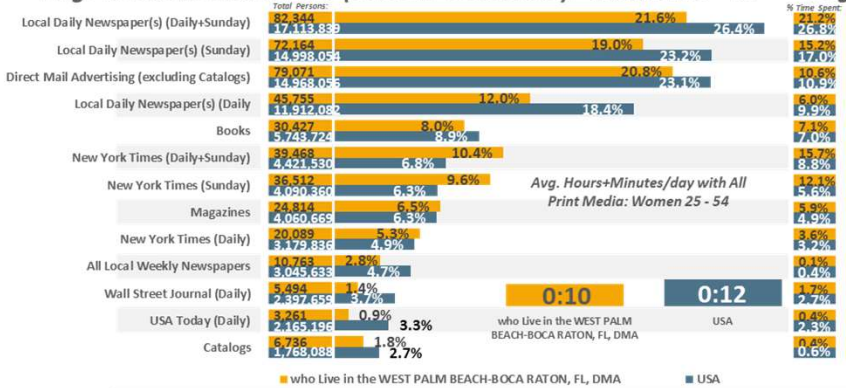
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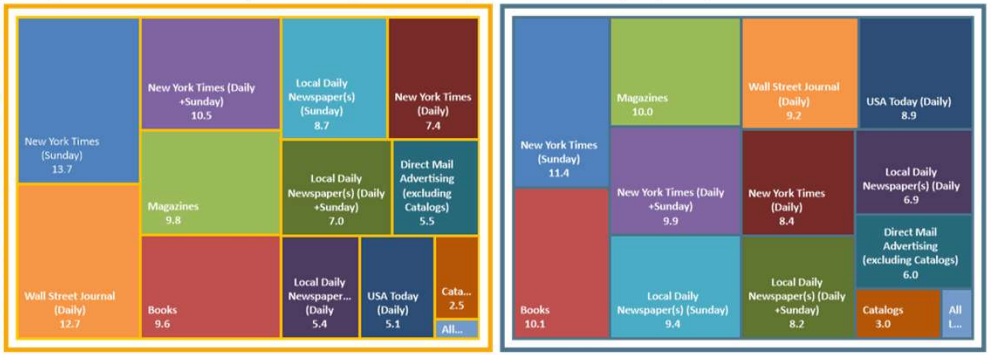
W25-54

82,344 or 21.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 22.8% of all time spent daily with All forms of Print Media.

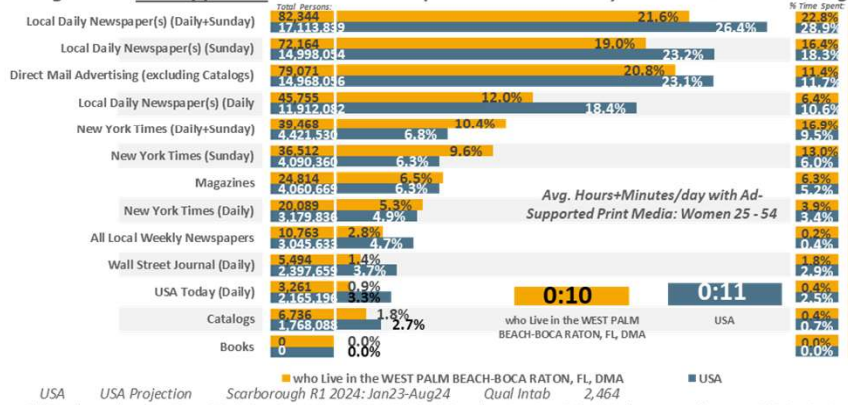
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



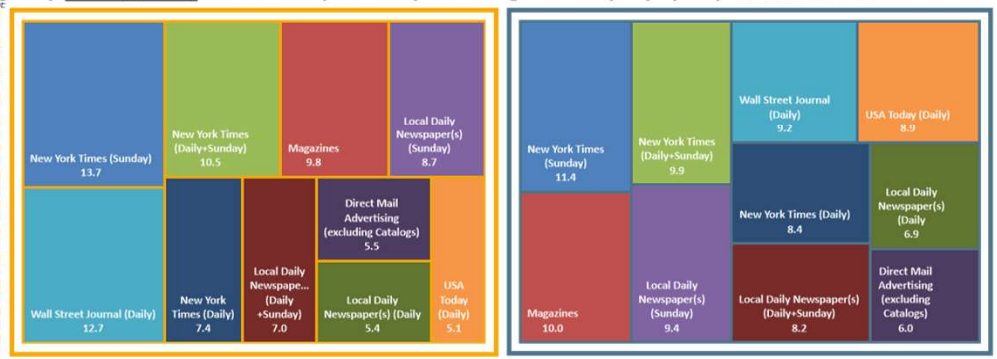
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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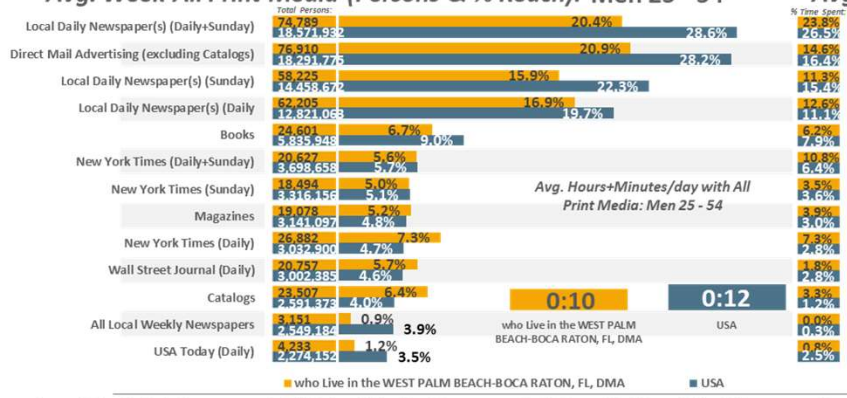
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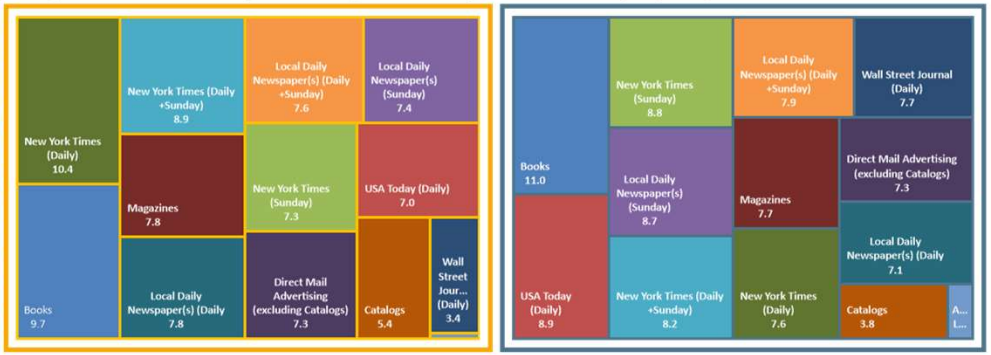
M25-54

74,789 or 20.4% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

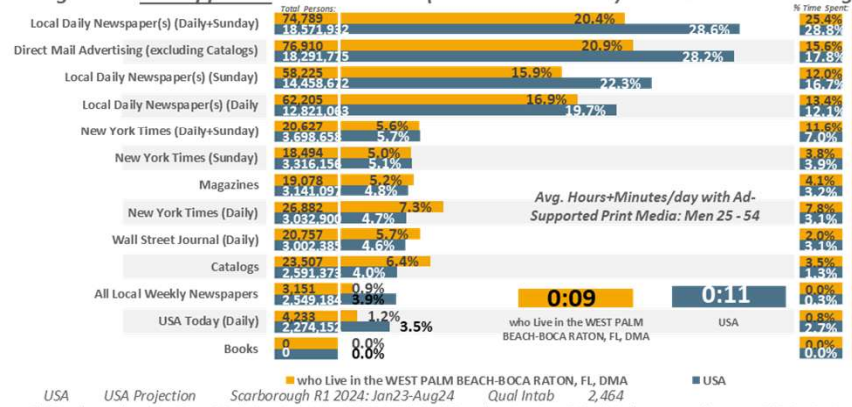
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



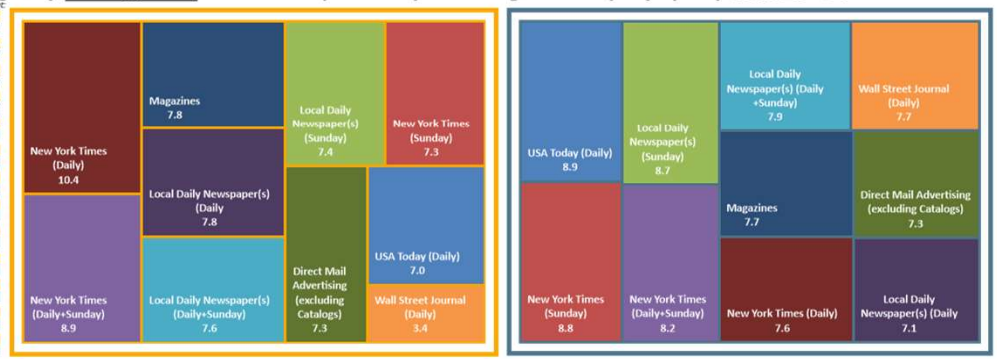
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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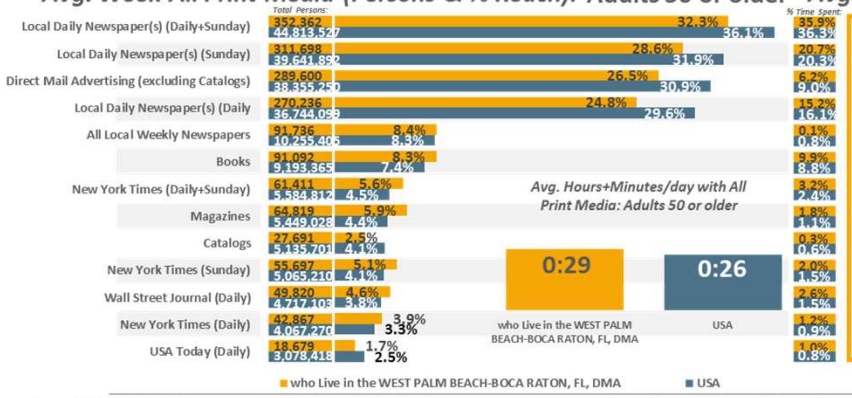
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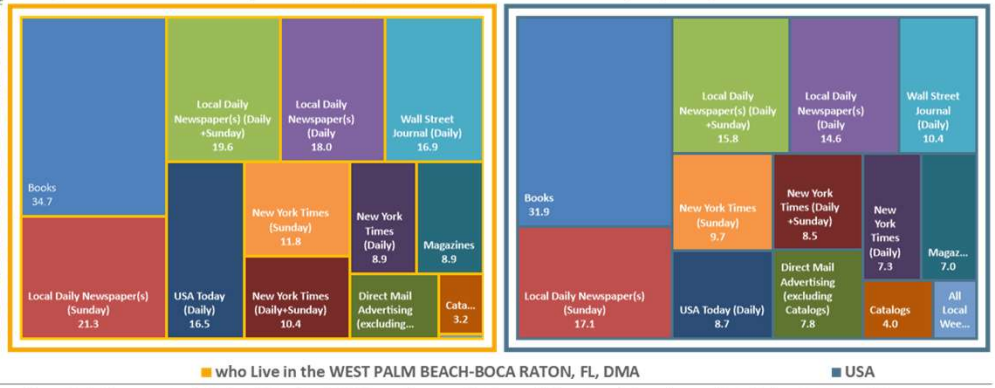
P50+

352,362 or 32.3% of Adults 50 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 19.6 minutes every day representing 39.8% of all time spent daily with All forms of Print Media.

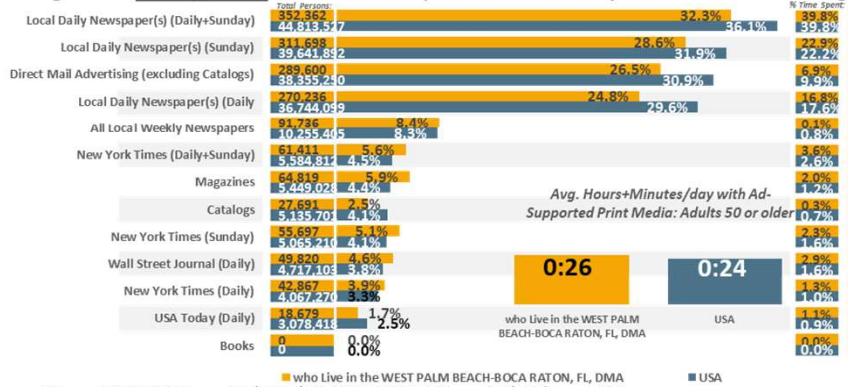
Avg. Week All Print Media (Persons & % Reach): Adults 50 or older



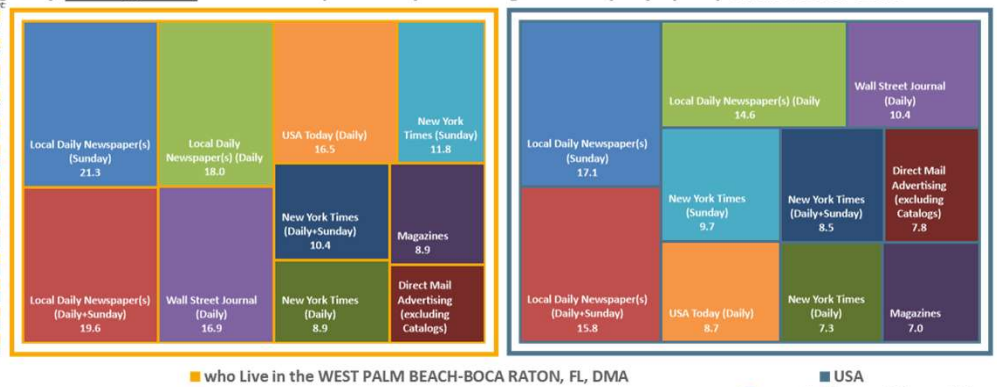
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 50 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 50 or older



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