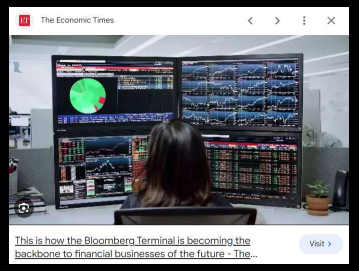
WEST PALM BEACH DMA – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of JULY 31, 2026!

Complete Demographic & Media Use Profiles









Hubbard media that connects

SUNNY 107.9 FM

NEW COUNTRY 103.1

X 102.3

97.9 wrmf 2000's, 10's & today

P18+

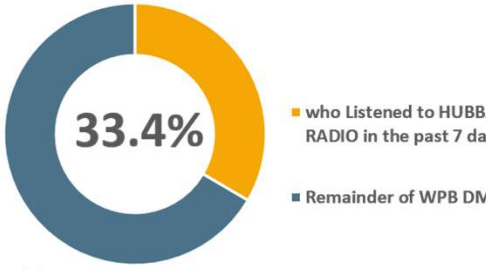
Hubbard media that connects

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

(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

33.4% or 660,757 of WPB DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days.
Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 53.5 years old (.2% older than average) and have a $114,777 (2.4% higher than average) annual household income.

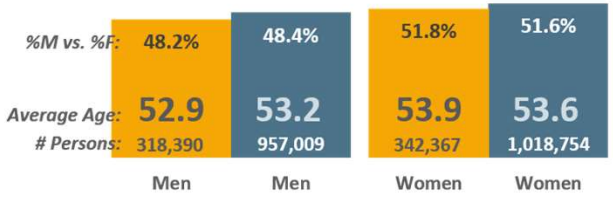
Percent of Market: Adults 18 or older



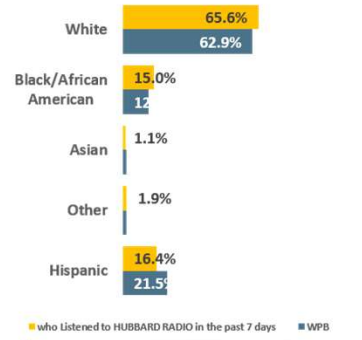
Total Persons:

660,757	1,315,006

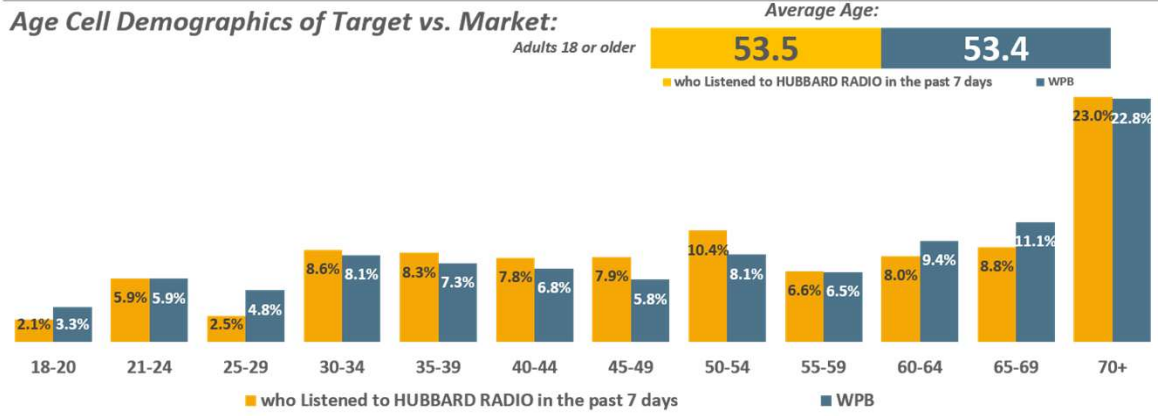
Gender of Target vs. Market: Adults 18 or older



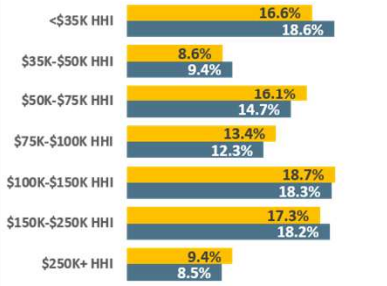
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$114,777	$112,093

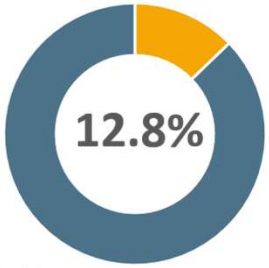
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

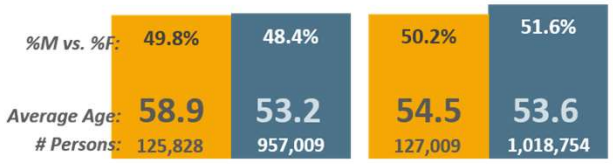
12.8% or 252,837 of WPB DMA Adults 18 or older Listened to WEAT-FM in the past 7 days.
Typical Adults 18 or older who Listened to WEAT-FM in the past 7 days are 56.8 years old (6.3% older than average) and have a $121,151 (8.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

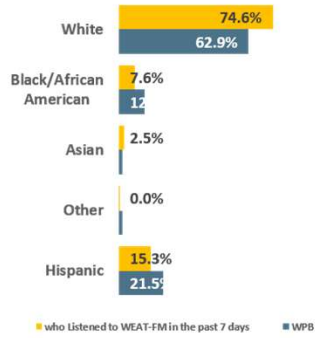




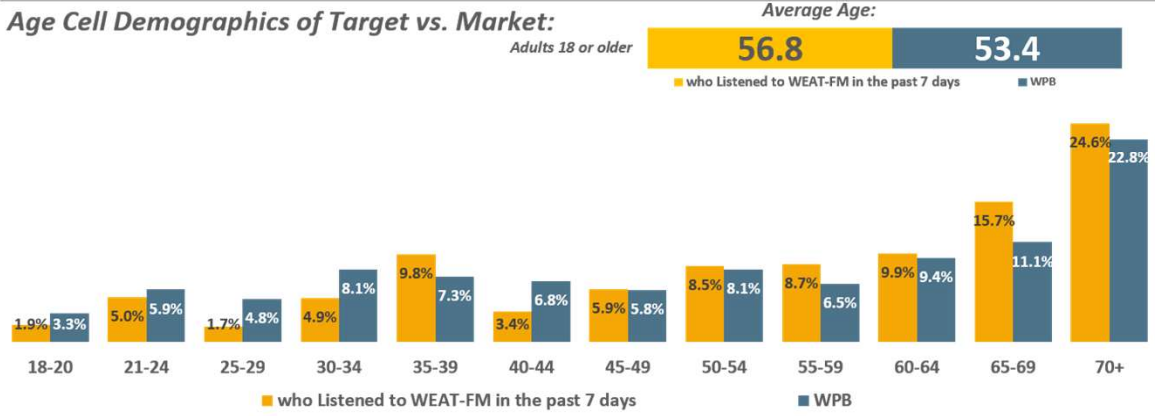
Gender of Target vs. Market: Adults 18 or older



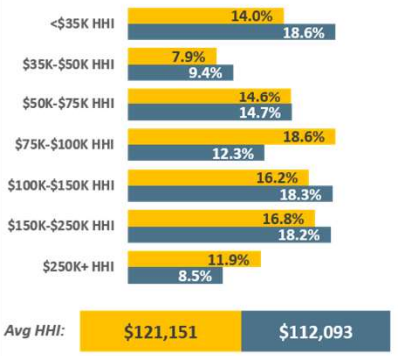
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



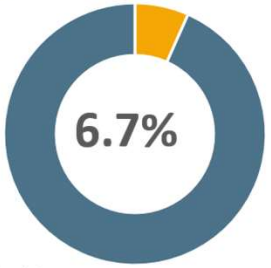
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

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(Radio Stations: WEAT-FM)

6.7% or 131,516 of WPB DMA Adults 18 or older Listened to WIRK-FM in the past 7 days.
Typical Adults 18 or older who Listened to WIRK-FM in the past 7 days are 51.1 years old (4.3% younger than average) and have a $120,384 (7.4% higher than average) annual household income.

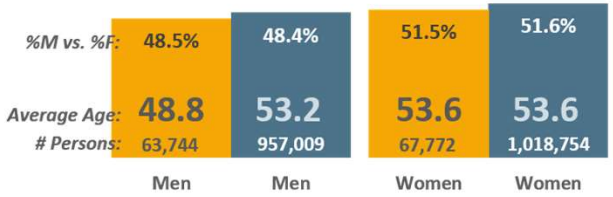
Percent of Market: Adults 18 or older



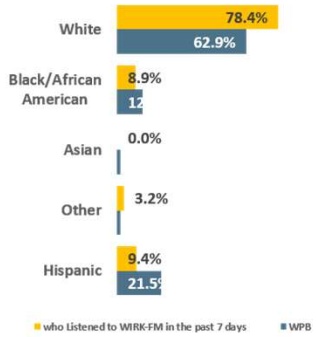
Total Persons:



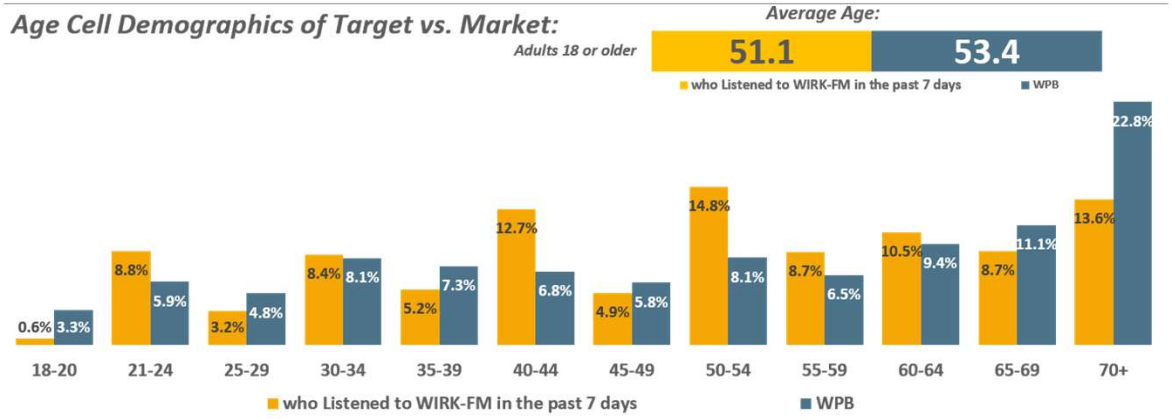
Gender of Target vs. Market: Adults 18 or older



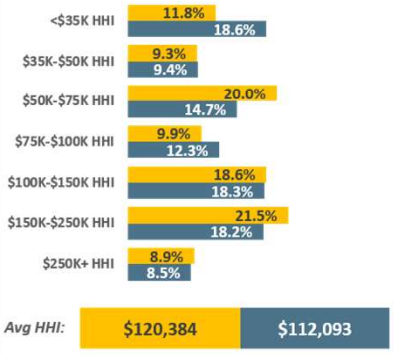
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



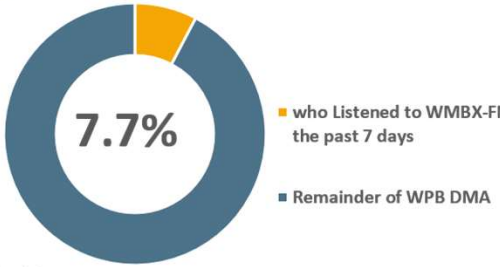
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

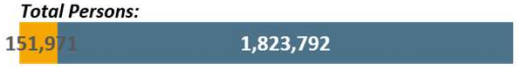
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(Radio Stations: WIRK-FM)

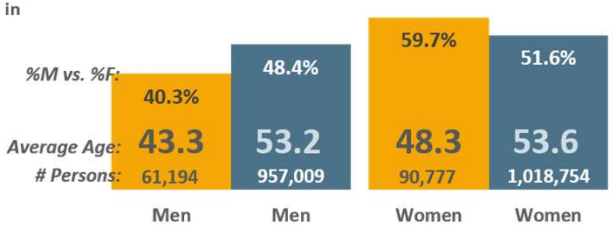
7.7% or 151,971 of WPB DMA Adults 18 or older Listened to WMBX-FM in the past 7 days.
Typical Adults 18 or older who Listened to WMBX-FM in the past 7 days are 46.4 years old (13.% younger than average) and have a $99,081 (11.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

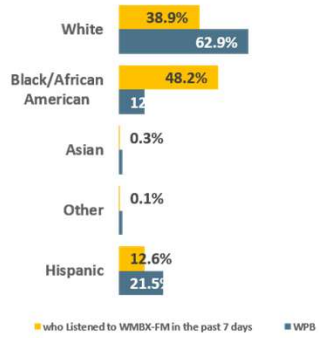




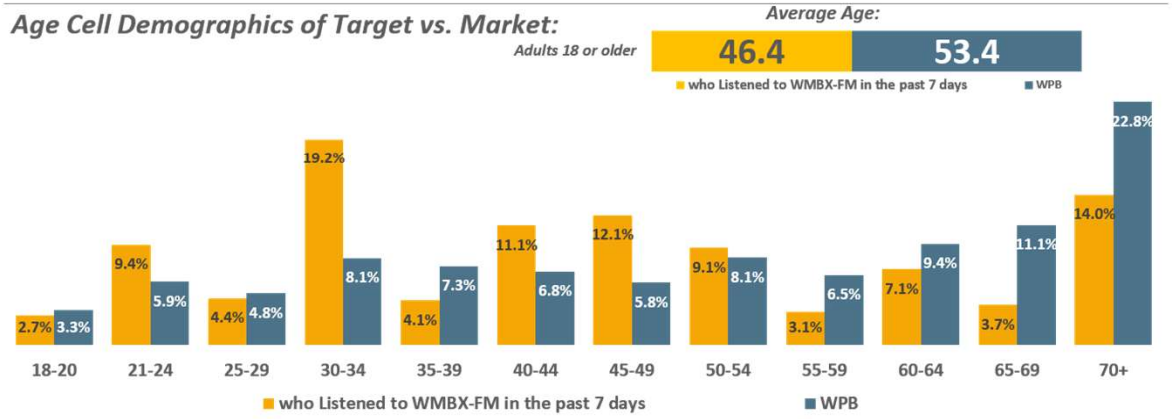
Gender of Target vs. Market: Adults 18 or older



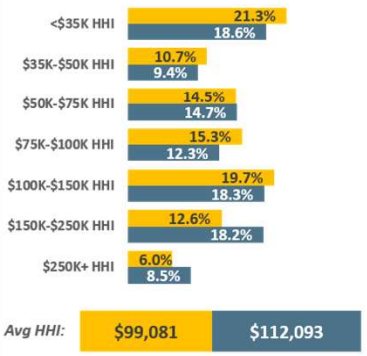
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

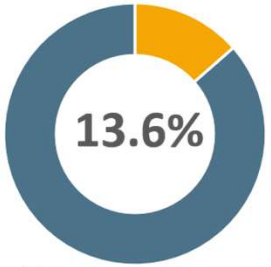
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

13.6% or 267,735 of WPB DMA Adults 18 or older Listened to WRMF-FM in the past 7 days.
Typical Adults 18 or older who Listened to WRMF-FM in the past 7 days are 51.6 years old (3.3% younger than average) and have a $116,842 (4.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Listened to WRMF-FM in the past 7 days
- Remainder of WPB DMA

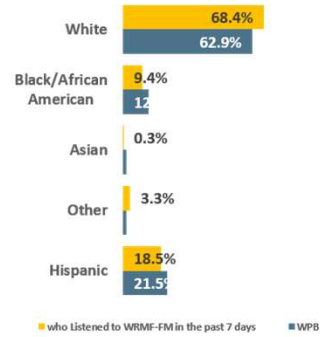
Total Persons:

267,735	1,708,028

Gender of Target vs. Market: Adults 18 or older

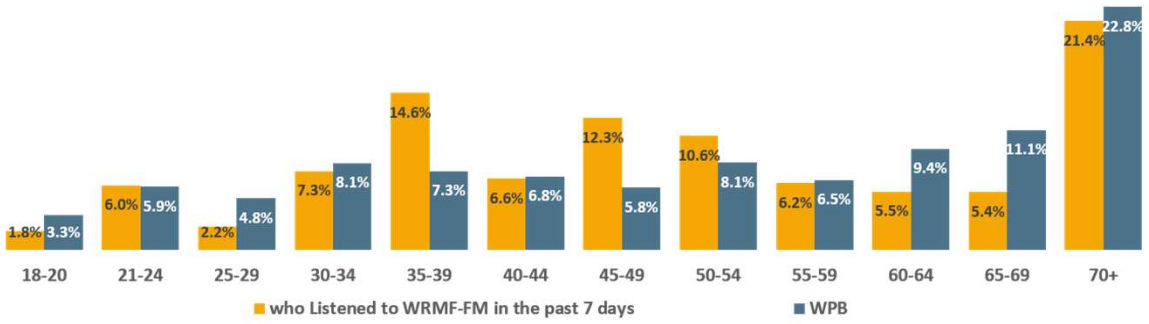
	Men	Men	Women	Women
%M vs. %F:	49.5%	48.4%	50.5%	51.6%
Average Age:	51.0	53.2	52.2	53.6
# Persons:	132,507	957,009	135,228	1,018,754

Ethnicity of Target vs. Market:

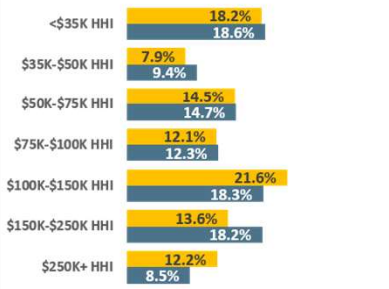


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 51.6	53.4



HHI of Target vs. Market:



Avg HHI:	$116,842	$112,093

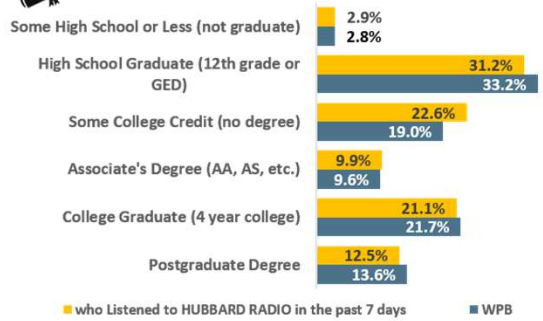
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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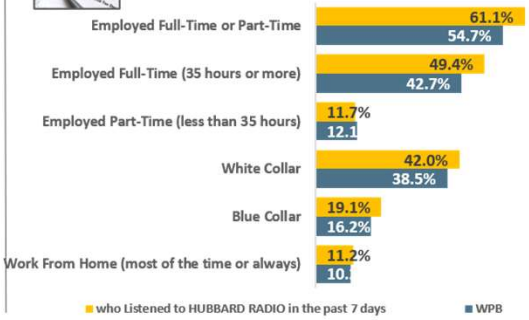
(Radio Stations: WRMF-FM)

33.4% or 660,757 of WPB DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 5.1% less likely to be a college graduate, 15.7% more likely to work full-time, 8.3% more likely to be married, 23.3% more likely to be a parent of 1 or more children under 18.

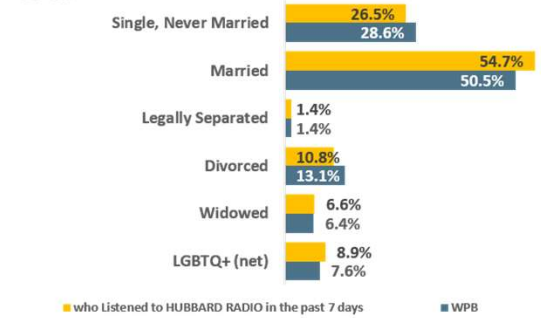
Education Levels: Adults 18 or older



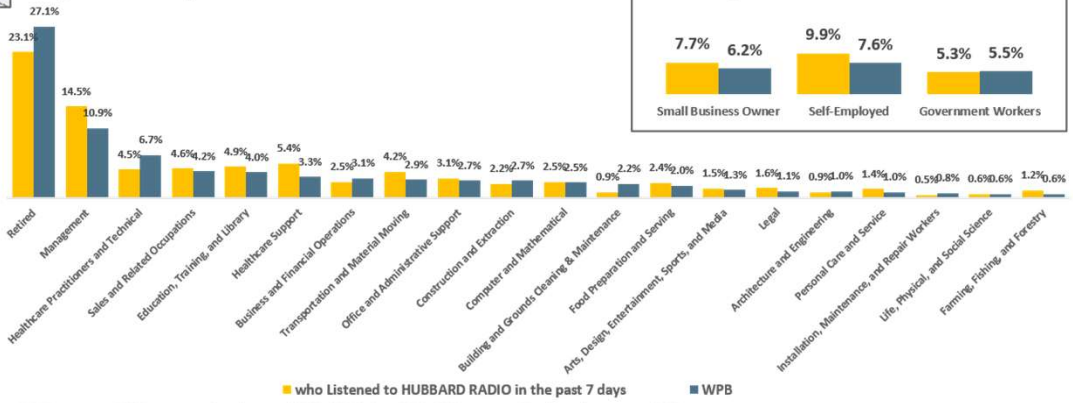
Employment: Adults 18 or older



Marital Status: Adults 18 or older

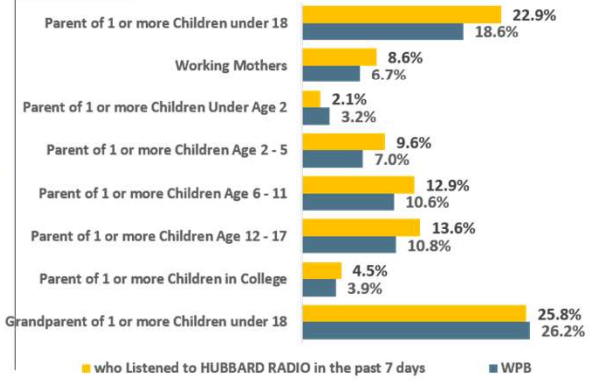


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

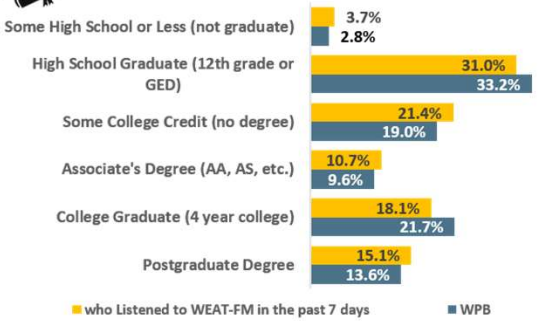


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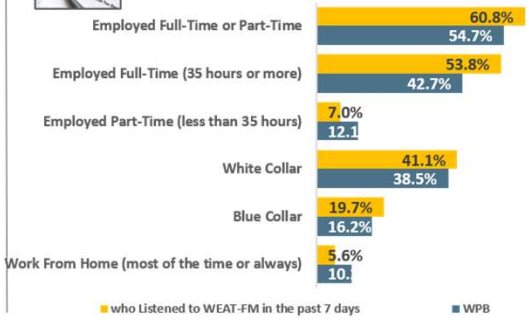
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

12.8% or 252,837 of WPB DMA Adults 18 or older Listened to WEAT-FM in the past 7 days.
Adults 18 or older who Listened to WEAT-FM in the past 7 days are 5.8% less likely to be a college graduate, 26.2% more likely to work full-time, 15.9% more likely to be married, 5.2% more likely to be a parent of 1 or more children under 18.

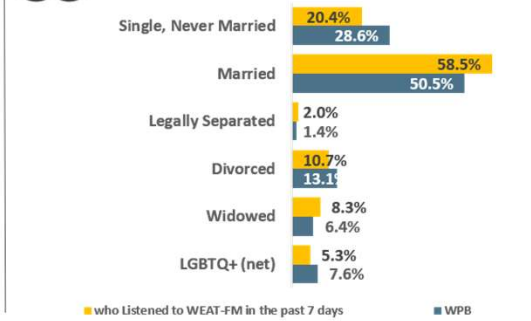
Education Levels: Adults 18 or older



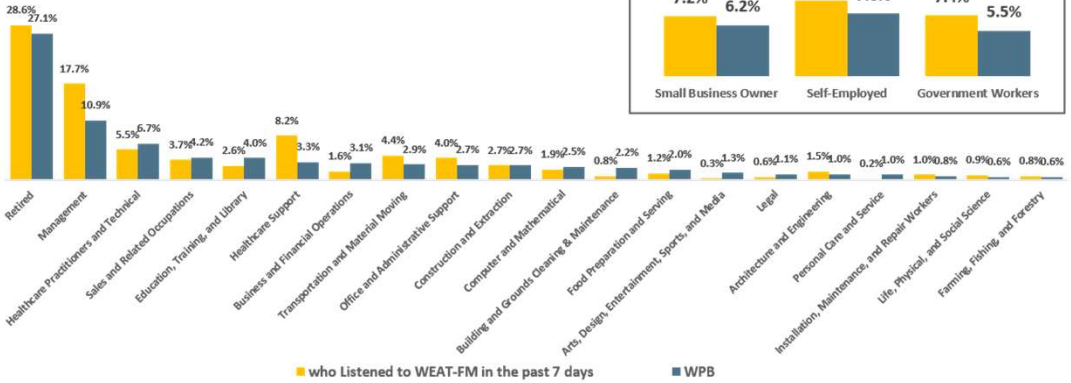
Employment: Adults 18 or older



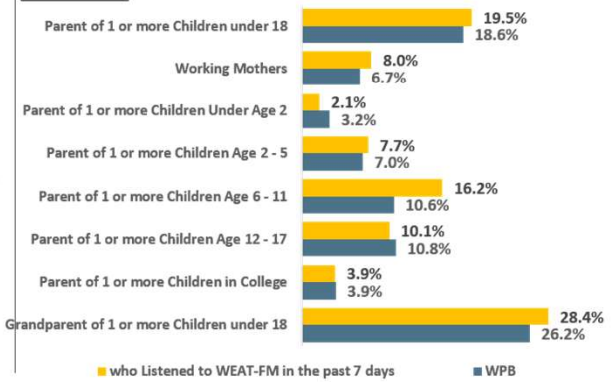
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

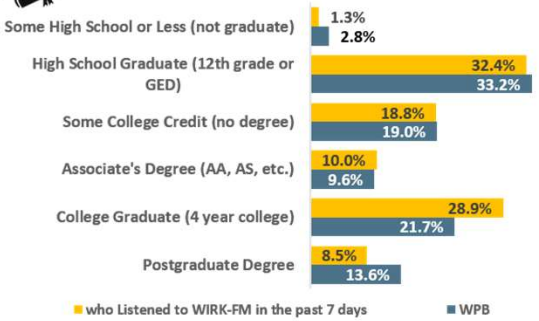


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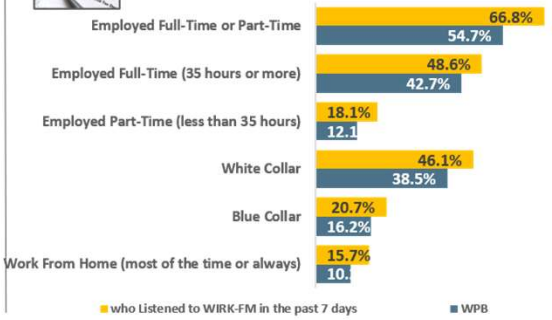
(Radio Stations: WEAT-FM)

6.7% or 131,516 of WPB DMA Adults 18 or older Listened to WIRK-FM in the past 7 days.
Adults 18 or older who Listened to WIRK-FM in the past 7 days are 6.% more likely to be a college graduate, 14.% more likely to work full-time, 17.2% more likely to be married, 17.8% more likely to be a parent of 1 or more children under 18.

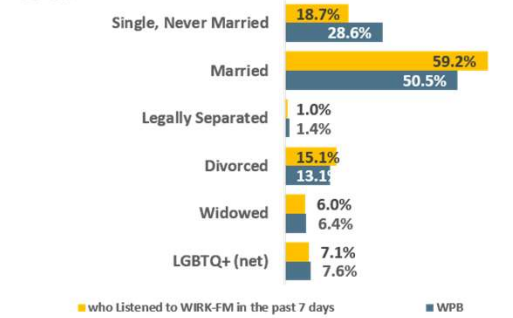
Education Levels: Adults 18 or older



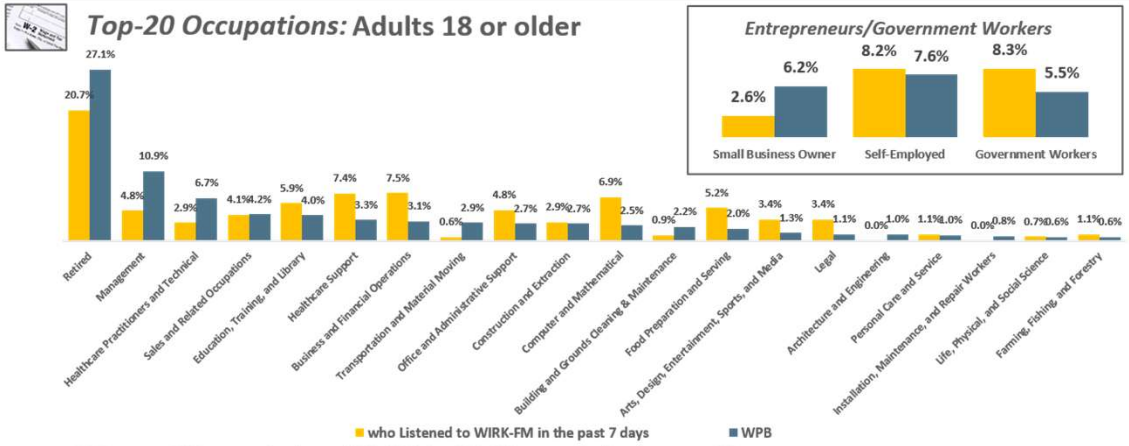
Employment: Adults 18 or older



Marital Status: Adults 18 or older

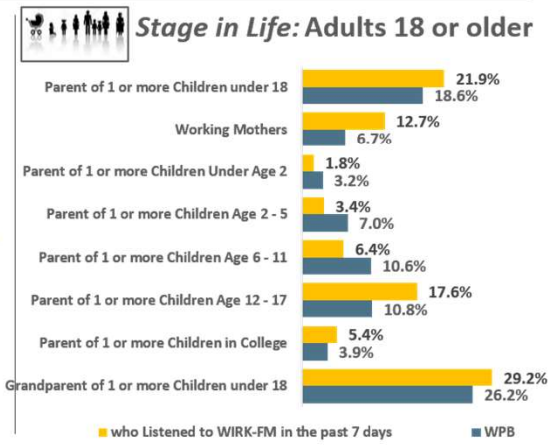


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

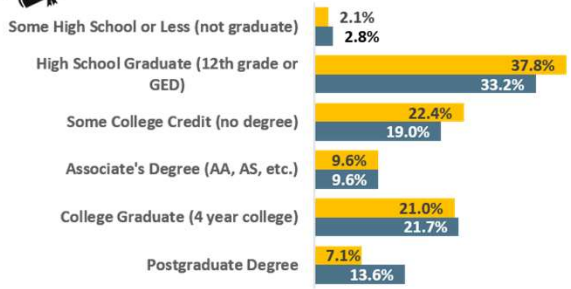


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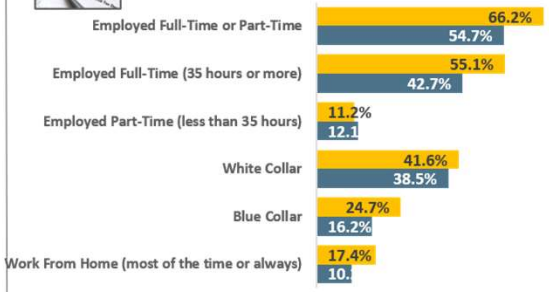
(Radio Stations: WIRK-FM)

7.7% or 151,971 of WPB DMA Adults 18 or older Listened to WMBX-FM in the past 7 days.
Adults 18 or older who Listened to WMBX-FM in the past 7 days are 20.3% less likely to be a college graduate, 29.% more likely to work full-time, 16.9% less likely to be married, 8.5% more likely to be a parent of 1 or more children under 18.

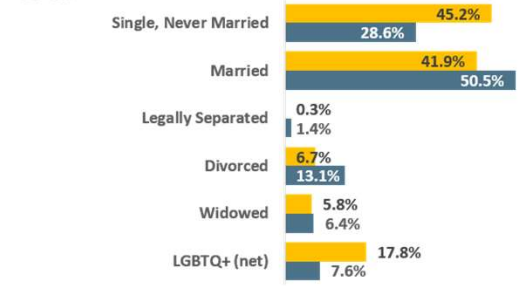
Education Levels: Adults 18 or older



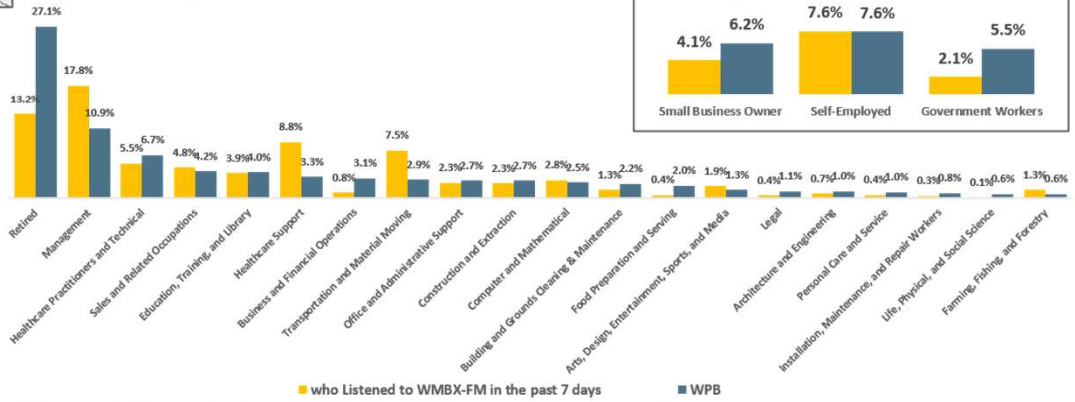
Employment: Adults 18 or older



Marital Status: Adults 18 or older

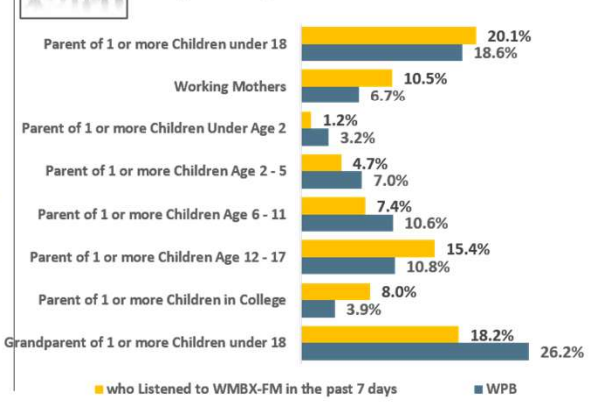


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



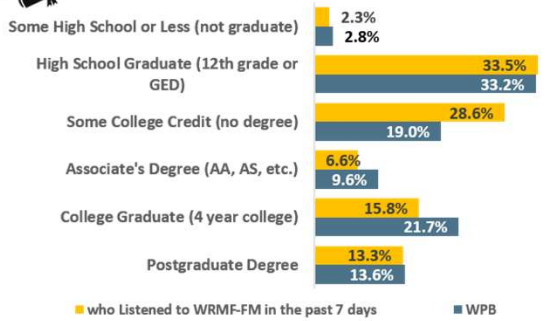
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(Radio Stations: WMBX-FM)

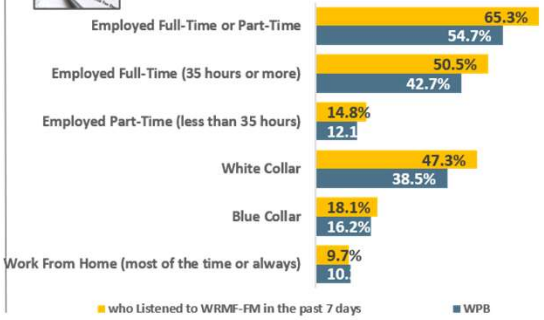
97.9 wrmf
2000's, 10's & today

13.6% or 267,735 of WPB DMA Adults 18 or older Listened to WRMF-FM in the past 7 days.
Adults 18 or older who Listened to WRMF-FM in the past 7 days are 17.8% less likely to be a college graduate, 18.3% more likely to work full-time, 3.4% more likely to be married, 69.2% more likely to be a parent of 1 or more children under 18.

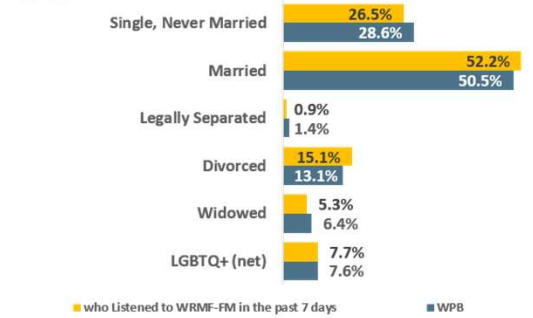
Education Levels: Adults 18 or older



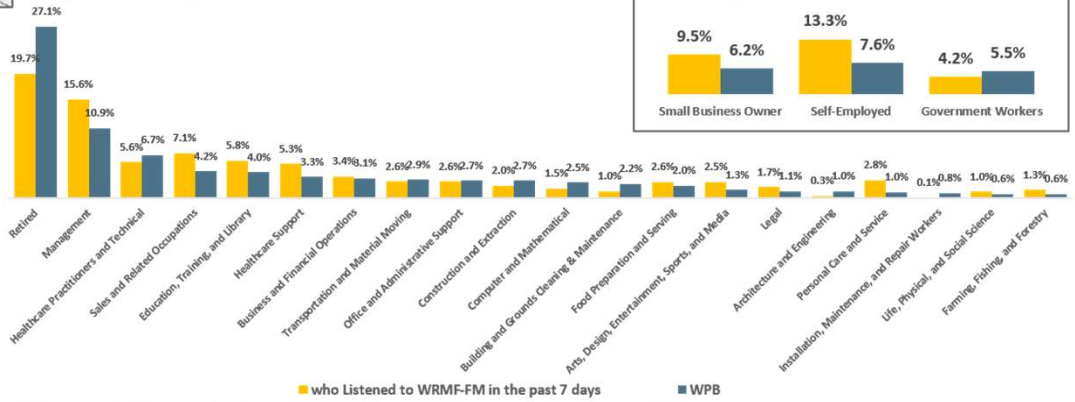
Employment: Adults 18 or older



Marital Status: Adults 18 or older

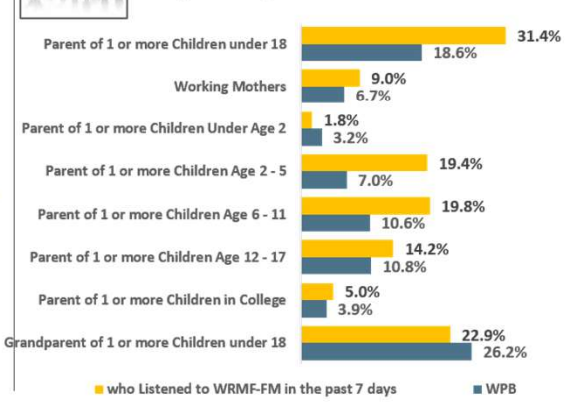


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

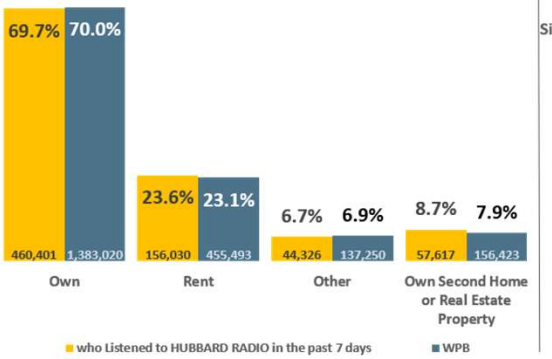


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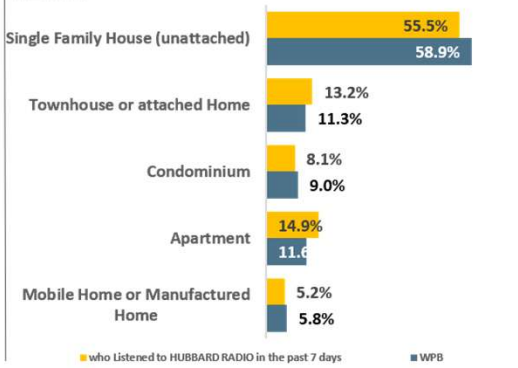
(Radio Stations: WRMF-FM)

33.4% or 660,757 of WPB DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are .5% less likely to own their home, 2.6% more likely to own a lower valued home, 5.9% less likely to have a single-family home, 5.6% more likely to have a dog.

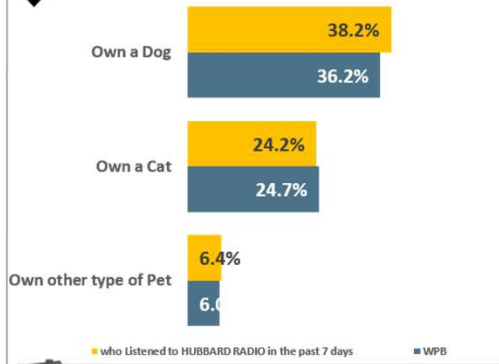
Own/Rent/Other: Adults 18 or older



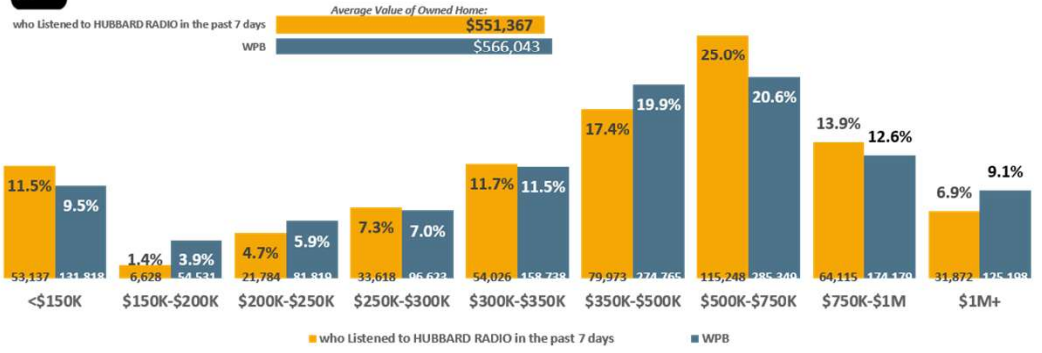
Type of Home: Adults 18 or older



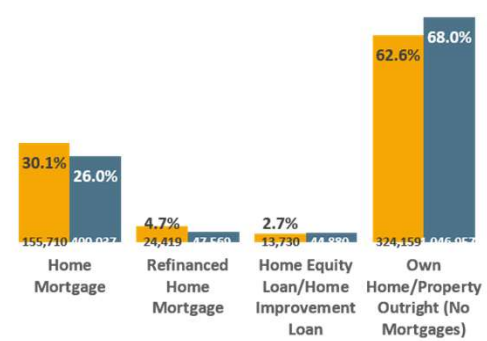
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



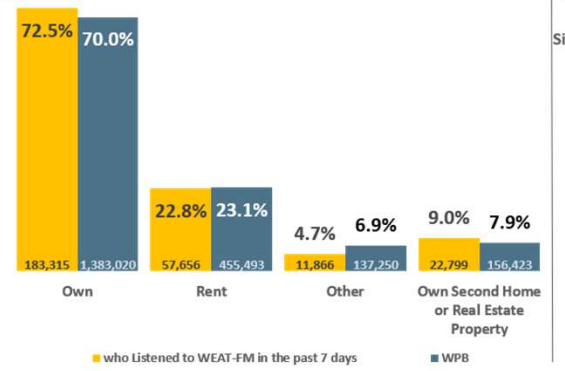
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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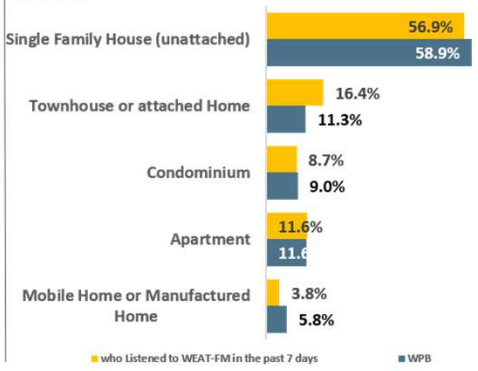
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

12.8% or 252,837 of WPB DMA Adults 18 or older Listened to WEAT-FM in the past 7 days.
Adults 18 or older who Listened to WEAT-FM in the past 7 days are 3.6% more likely to own their home, 2.4% more likely to own a higher valued home, 3.4% less likely to have a single-family home, 12.7% more likely to have a dog.

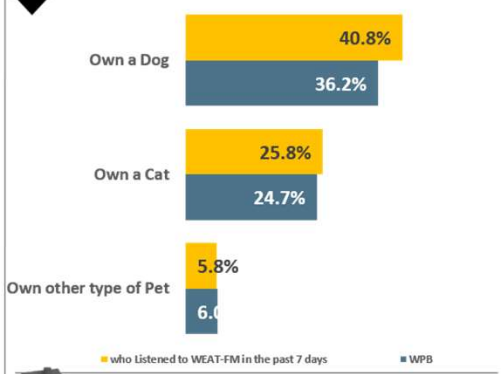
Own/Rent/Other: Adults 18 or older



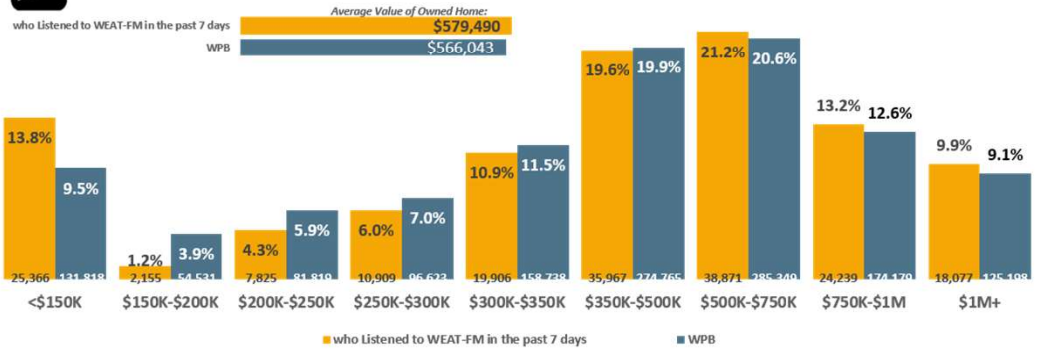
Type of Home: Adults 18 or older



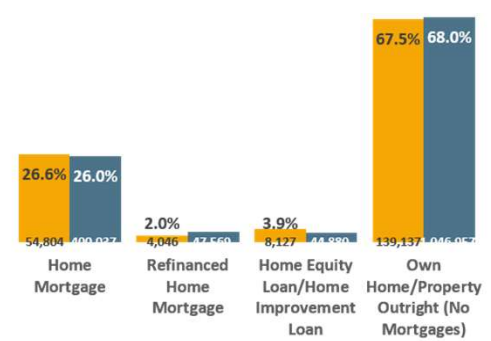
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



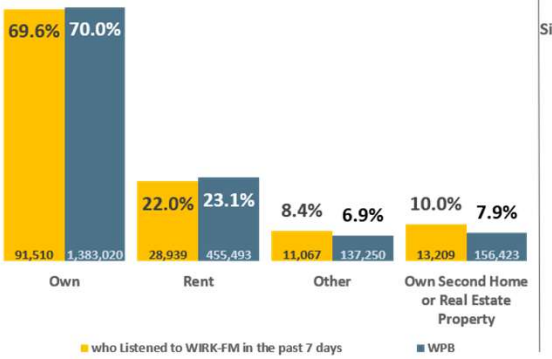
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

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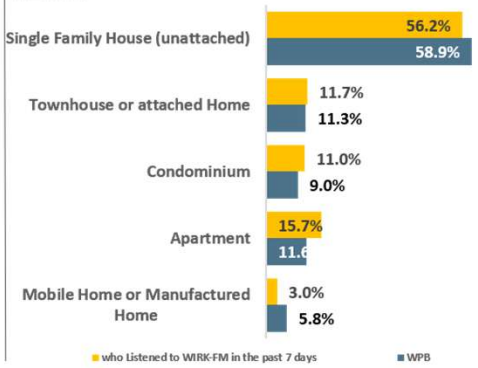
(Radio Stations: WEAT-FM)

6.7% or 131,516 of WPB DMA Adults 18 or older Listened to WIRK-FM in the past 7 days.
Adults 18 or older who Listened to WIRK-FM in the past 7 days are .6% less likely to own their home, 4.1% more likely to own a lower valued home, 4.5% less likely to have a single-family home, 19.9% more likely to have a dog.

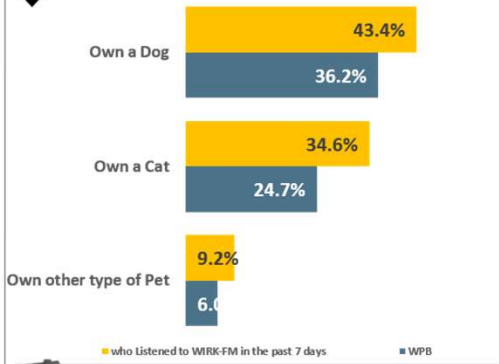
Own/Rent/Other: Adults 18 or older



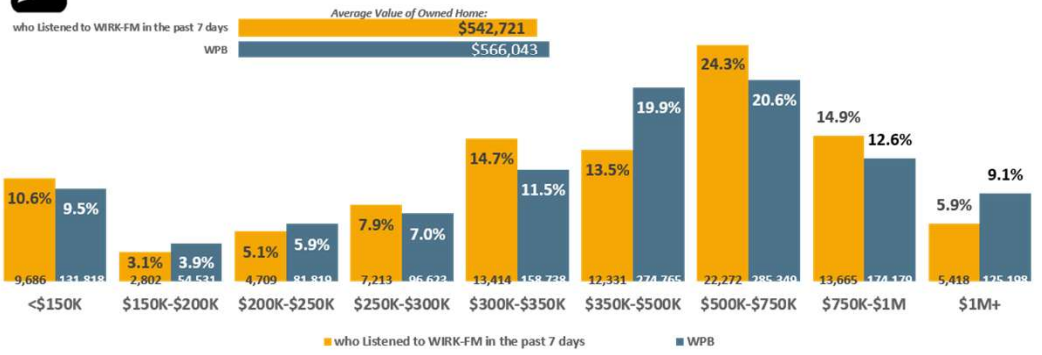
Type of Home: Adults 18 or older



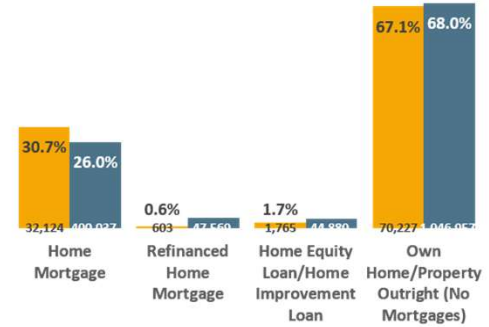
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



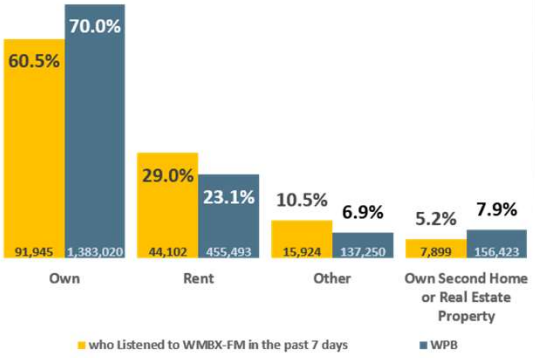
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

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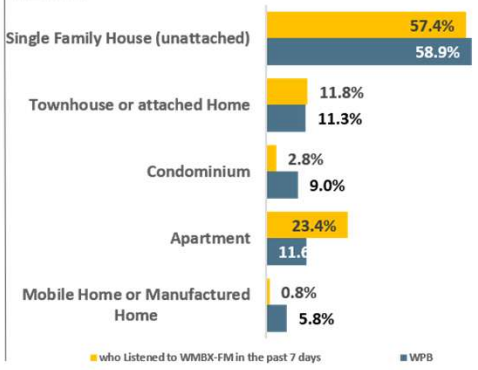
(Radio Stations: WIRK-FM)

7.7% or 151,971 of WPB DMA Adults 18 or older Listened to WMBX-FM in the past 7 days.
Adults 18 or older who Listened to WMBX-FM in the past 7 days are 13.6% less likely to own their home, 3.1% more likely to own a higher valued home, 2.6% less likely to have a single-family home, 22.2% less likely to have a dog.

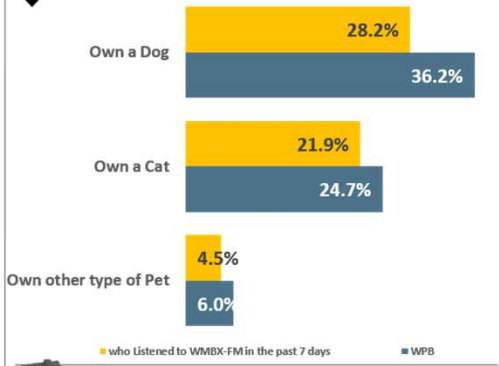
Own/Rent/Other: Adults 18 or older



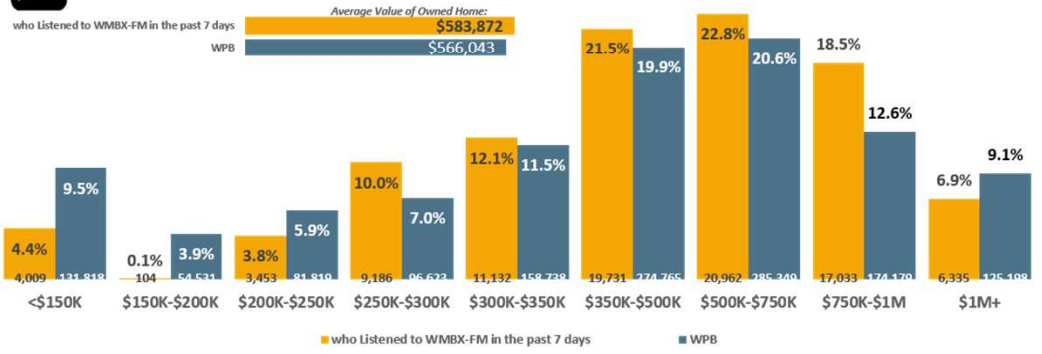
Type of Home: Adults 18 or older



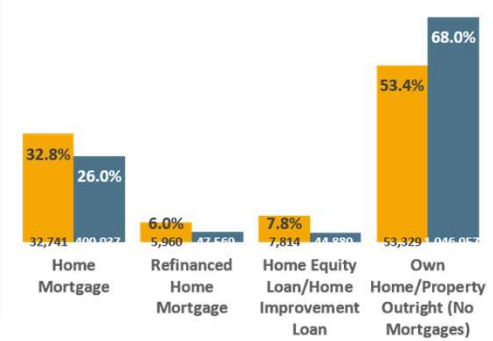
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

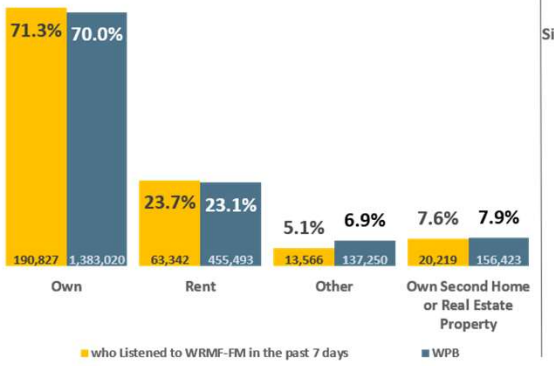
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(Radio Stations: WMBX-FM)

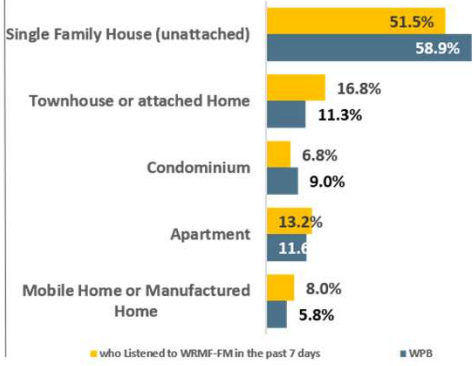
97.9 wrmf
2000's, 10's & today

13.6% or 267,735 of WPB DMA Adults 18 or older Listened to WRMF-FM in the past 7 days.
Adults 18 or older who Listened to WRMF-FM in the past 7 days are 1.8% more likely to own their home, 7.8% more likely to own a lower valued home, 12.6% less likely to have a single-family home, 15.7% more likely to have a dog.

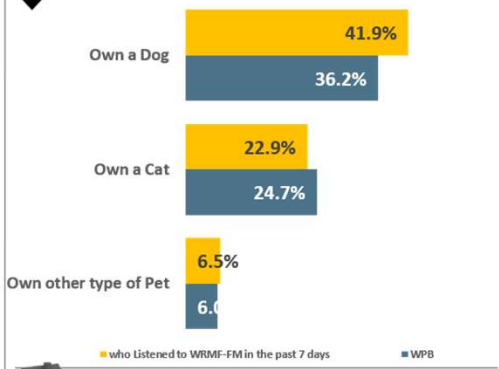
Own/Rent/Other: Adults 18 or older



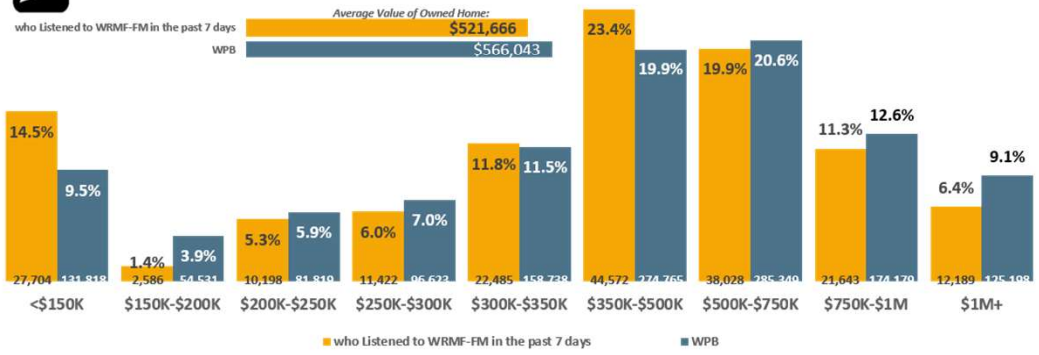
Type of Home: Adults 18 or older



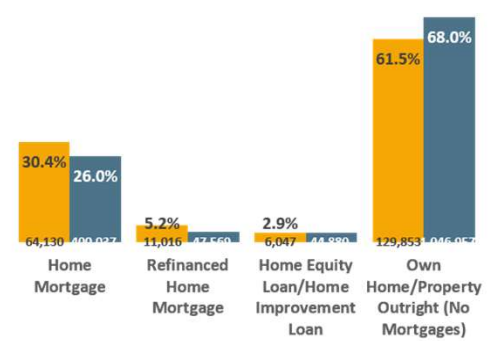
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



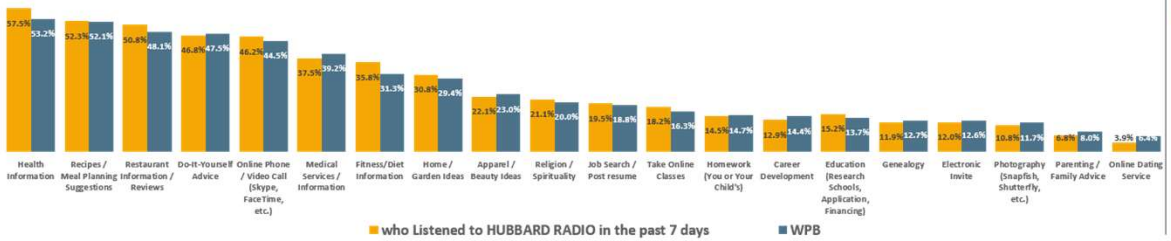
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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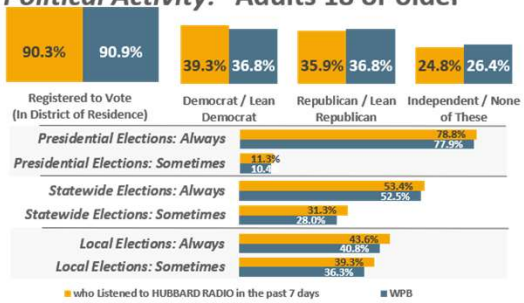
(Radio Stations: WRMF-FM)

33.4% or 660,757 of WPB DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 1.5% less likely to look up D-I-Y advice online, 6.7% more likely to always vote in local elections, 6.8% more likely to belong to a gym, 1.7% less likely to fly domestic past yr.

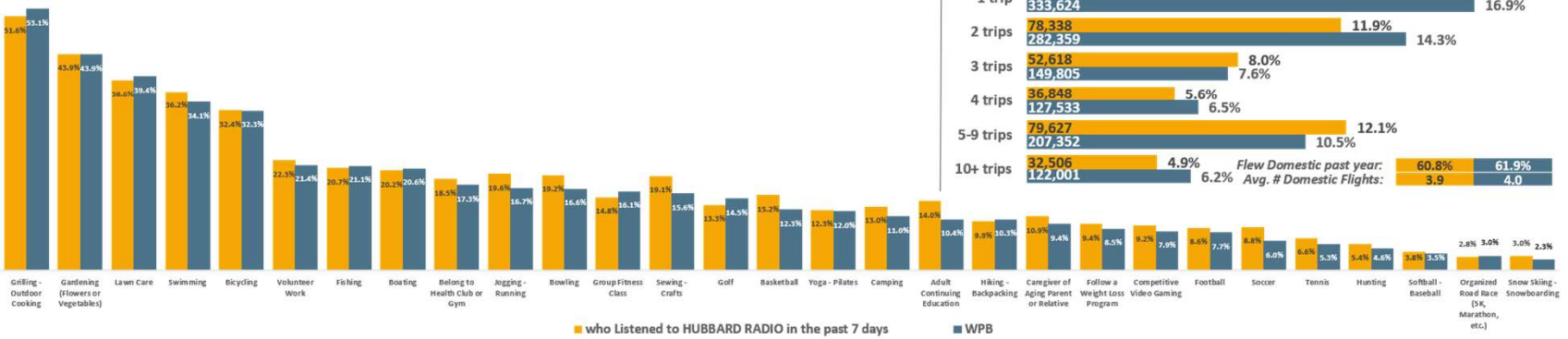
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

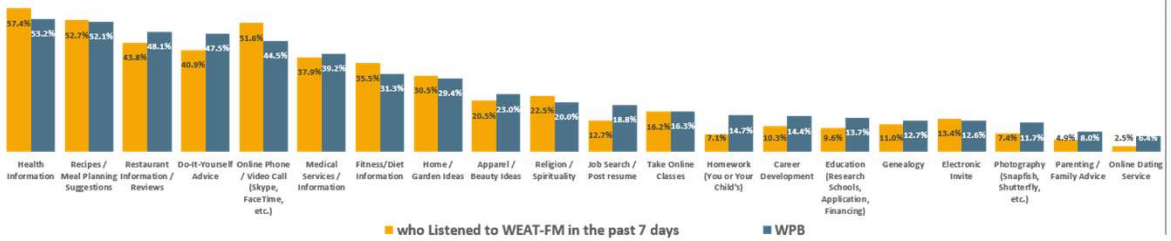
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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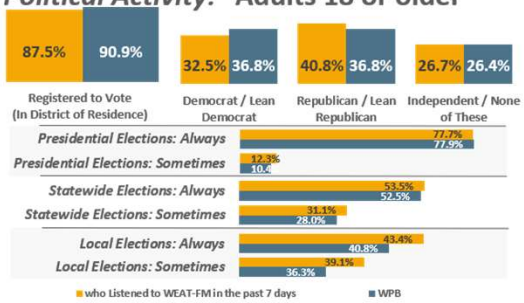
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

12.8% or 252,837 of WPB DMA Adults 18 or older Listened to WEAT-FM in the past 7 days.
Adults 18 or older who Listened to WEAT-FM in the past 7 days are 14.4% less likely to look up D-I-Y advice online, 6.1% more likely to always vote in local elections, 21.3% more likely to belong to a gym, 7.4% less likely to fly domestic past yr.

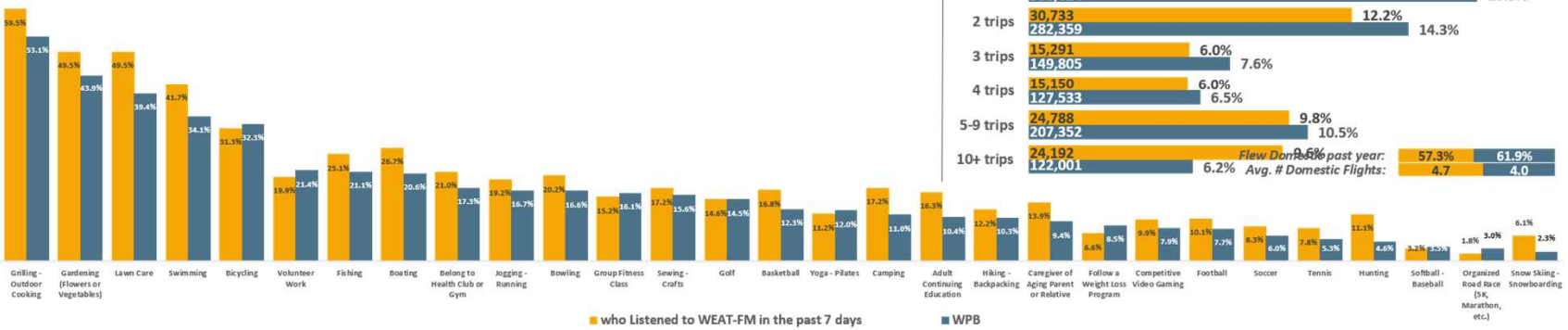
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

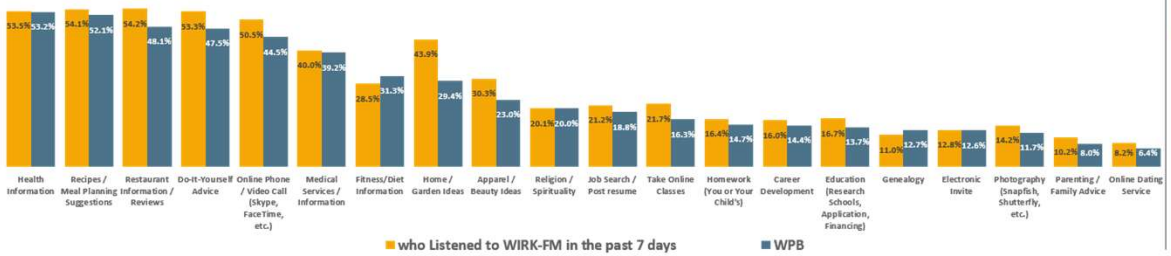
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

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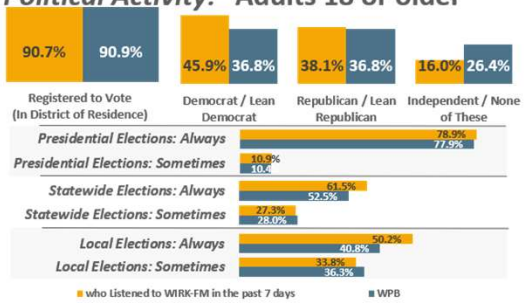
(Radio Stations: WEAT-FM)

6.7% or 131,516 of WPB DMA Adults 18 or older Listened to WIRK-FM in the past 7 days.
Adults 18 or older who Listened to WIRK-FM in the past 7 days are 12.3% more likely to look up D-I-Y advice online, 22.9% more likely to always vote in local elections, 21.5% more likely to belong to a gym, 1.8% less likely to fly domestic past yr.

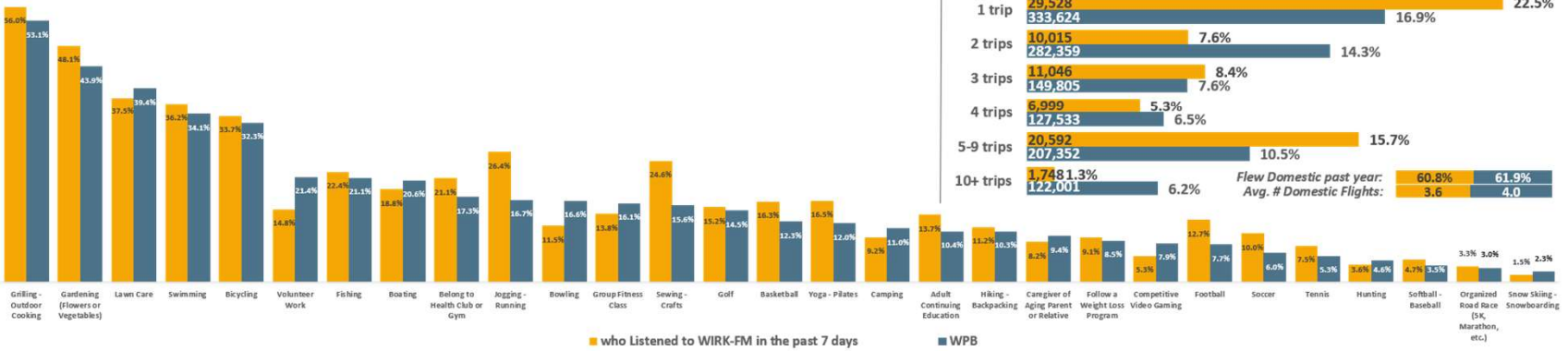
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

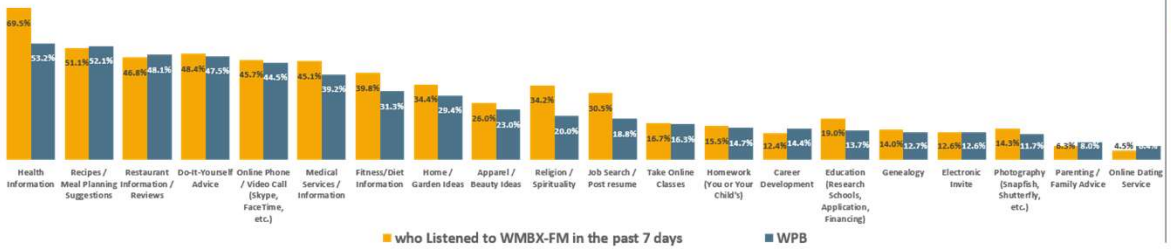
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

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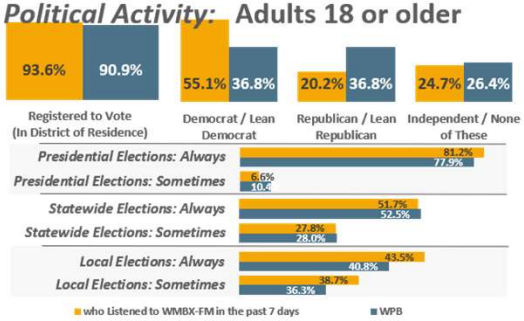
(Radio Stations: WIRK-FM)

7.7% or 151,971 of WPB DMA Adults 18 or older Listened to WMBX-FM in the past 7 days.
Adults 18 or older who Listened to WMBX-FM in the past 7 days are 2.% more likely to look up D-I-Y advice online, 6.4% more likely to always vote in local elections, 18.4% more likely to belong to a gym, .2% less likely to fly domestic past yr.

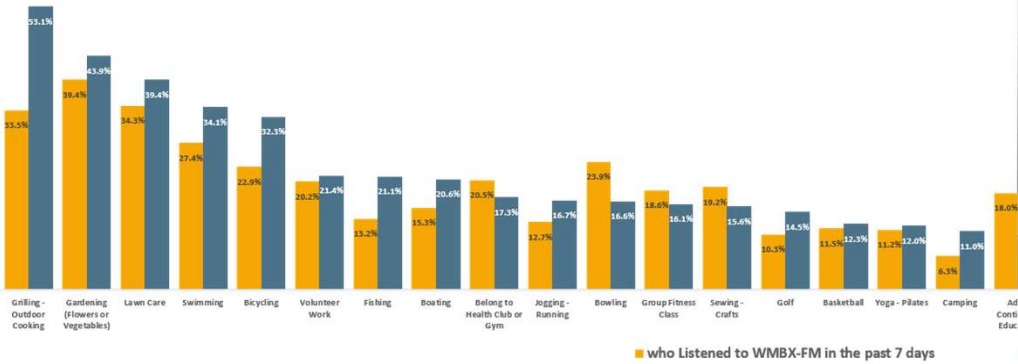
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



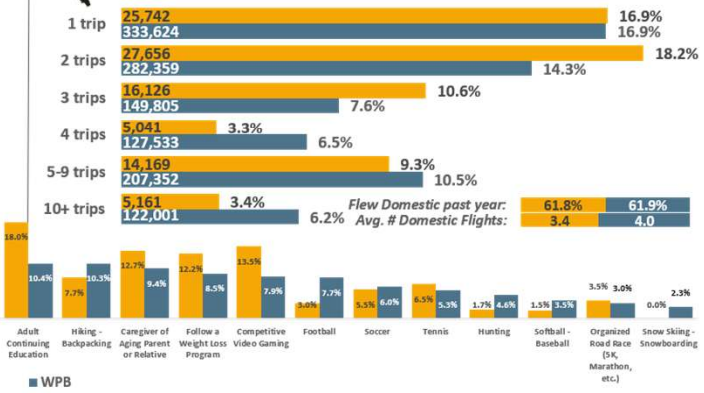
Political Activity: Adults 18 or older



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



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

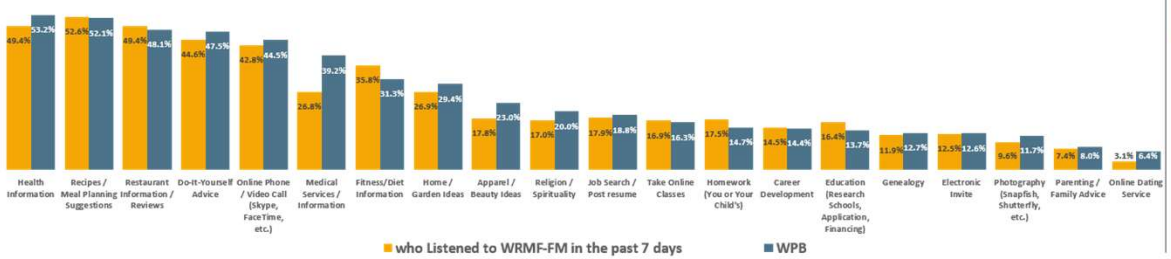
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(Radio Stations: WMBX-FM)

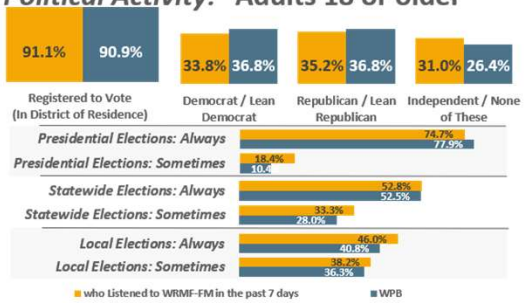
97.9 wrmf
2000's, 10's & today

13.6% or 267,735 of WPB DMA Adults 18 or older Listened to WRMF-FM in the past 7 days.
Adults 18 or older who Listened to WRMF-FM in the past 7 days are 6.1% less likely to look up D-I-Y advice online, 12.6% more likely to always vote in local elections, 2.4% more likely to belong to a gym, 1.% more likely to fly domestic past yr.

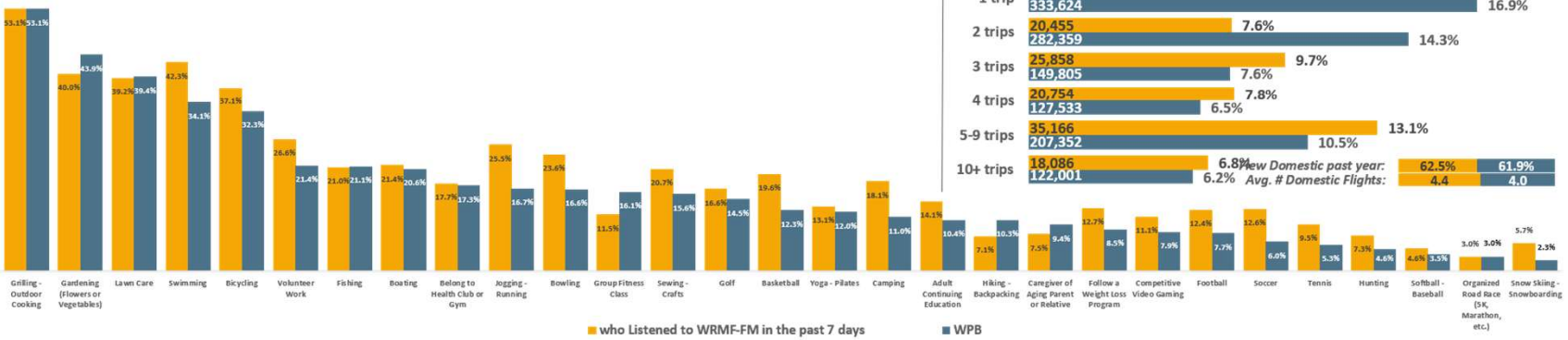
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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(Radio Stations: WRMF-FM)

33.4% or 660,757 of WPB DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days.
Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 10.2% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 16.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



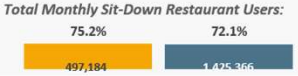
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

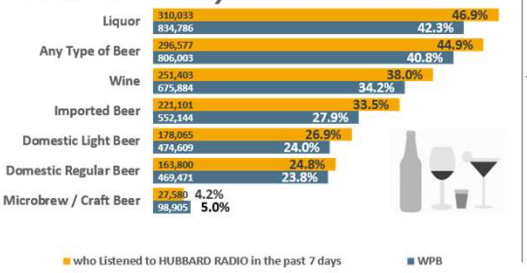
(Sit-Down Restaurants Used Past 30-days)



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

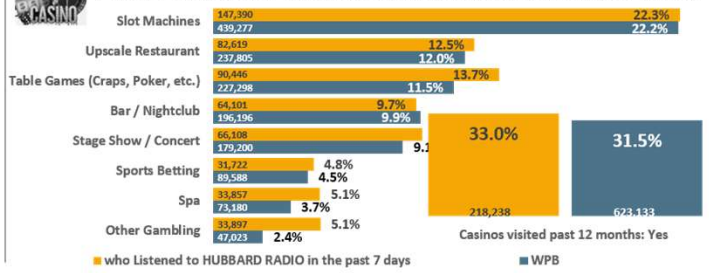


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

12.8% or 252,837 of WPB DMA Adults 18 or older Listened to WEAT-FM in the past 7 days.
Adults 18 or older who Listened to WEAT-FM in the past 7 days are 9.3% more likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 25.8% more likely to use Casinos past yr., 28.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.8% 219,523 | 79.5% 1,570,004

Avg. Monthly QSR Meals: 5.3 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 76.0% 192,036 | 72.1% 1,425,366

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

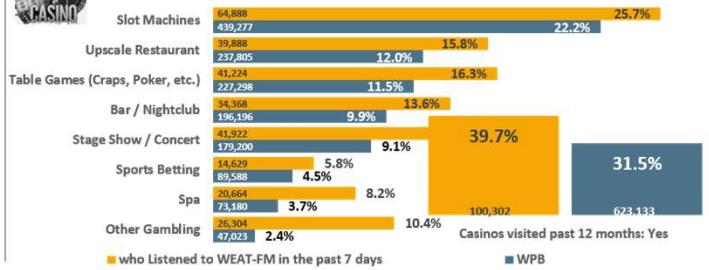
who Listened to WEAT-FM in the past 7 days	59,384	23.5%
WPB	422,952	21.4%

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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

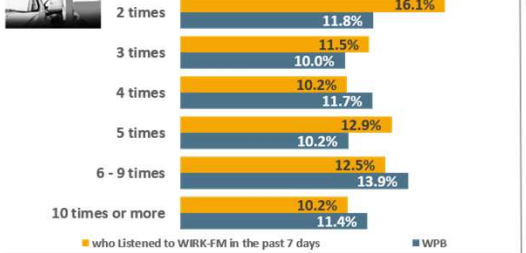
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(Radio Stations: WEAT-FM)

6.7% or 131,516 of WPB DMA Adults 18 or older Listened to WIRK-FM in the past 7 days.
Adults 18 or older who Listened to WIRK-FM in the past 7 days are 6.8% more likely to use QSRs past mo., 2.8% less likely to use Sit-Down Restaurants past mo., 13.7% more likely to use Casinos past yr., 58.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



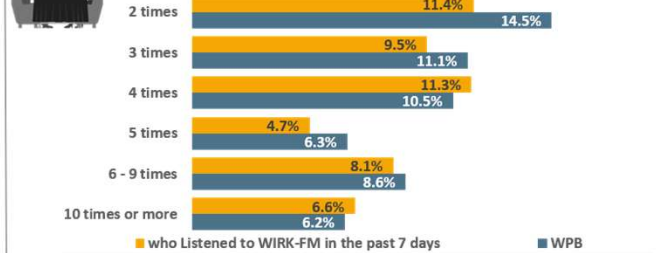


Total Monthly QSR Users:
84.8% 79.5%
111,572 1,570,004

Avg. Monthly QSR Meals:
5.1 5.5

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





Total Monthly Sit-Down Restaurant Users:
70.1% 72.1%
92,232 1,425,366

Avg. Monthly Sit-Down Restaurant Meals:
4.2 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

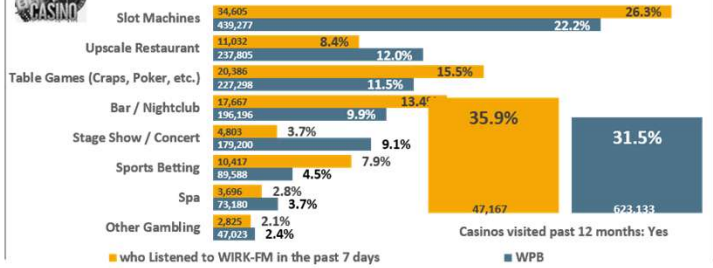
who Listened to WIRK-FM in the past 7 days	31,166	23.7%
WPB	422,952	21.4%

Drank Past 30-days: Adults 18 or older



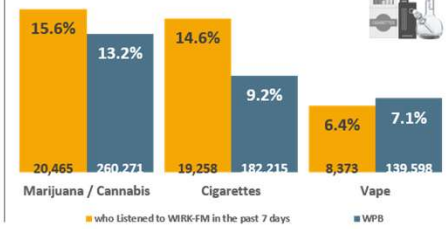
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

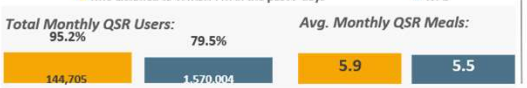
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(Radio Stations: WIRK-FM)

7.7% or 151,971 of WPB DMA Adults 18 or older Listened to WMBX-FM in the past 7 days.
Adults 18 or older who Listened to WMBX-FM in the past 7 days are 19.8% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 7.4% less likely to use Casinos past yr., 33.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





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





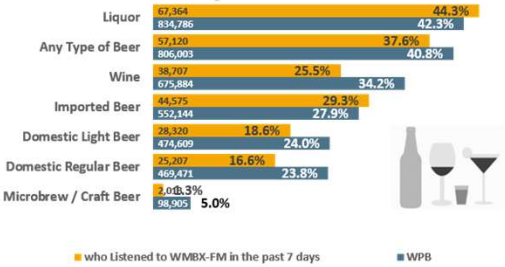
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



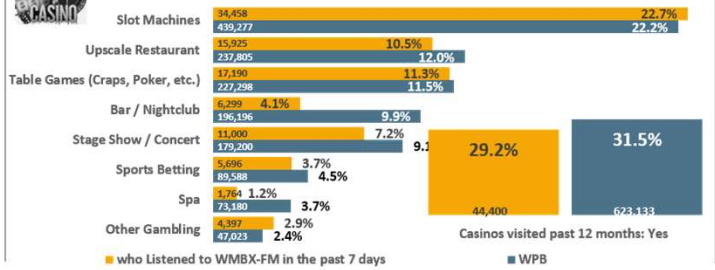


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

13.6% or 267,735 of WPB DMA Adults 18 or older Listened to WRMF-FM in the past 7 days.
Adults 18 or older who Listened to WRMF-FM in the past 7 days are 8.7% more likely to use QSRs past mo., 4.8% more likely to use Sit-Down Restaurants past mo., 1.9% more likely to use Casinos past yr., 71.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
86.3% 231,167
79.5% 1,570,004

Avg. Monthly QSR Meals:
6.2
5.5

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



Total Monthly Sit-Down Restaurant Users:
75.6% 202,495
72.1% 1,425,366

Avg. Monthly Sit-Down Restaurant Meals:
5.0
4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



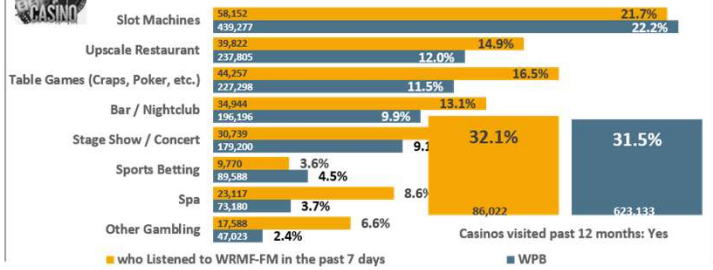
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to WRMF-FM in the past 7 days 66,947 25.0%
WPB 422,952 21.4%

Drank Past 30-days: Adults 18 or older



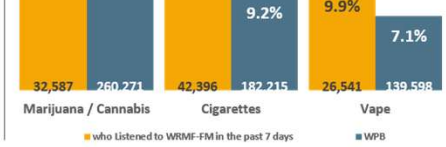
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





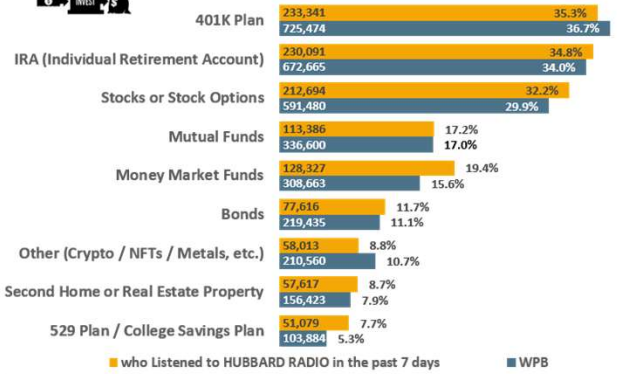
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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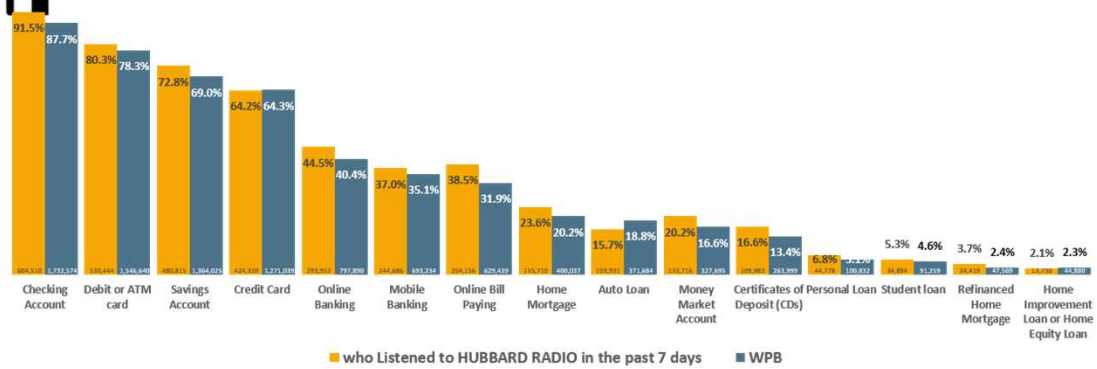
(Radio Stations: WRMF-FM)

33.4% or 660,757 of WPB DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days.
Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 3.8% less likely to have a 401K, 16.4% less likely to have an Auto Loan, 1.4% less likely to Invest/Trade Stocks Online, 4.% less likely to pay with their Debit Card.

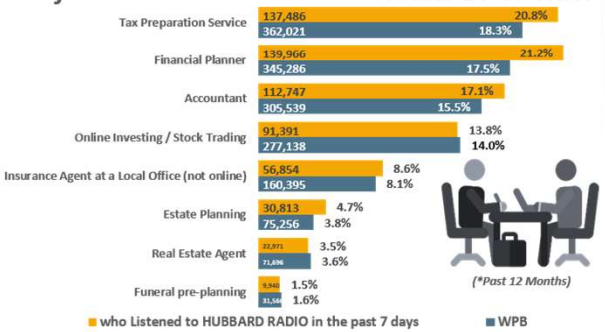
Investments Owned: Adults 18 or older



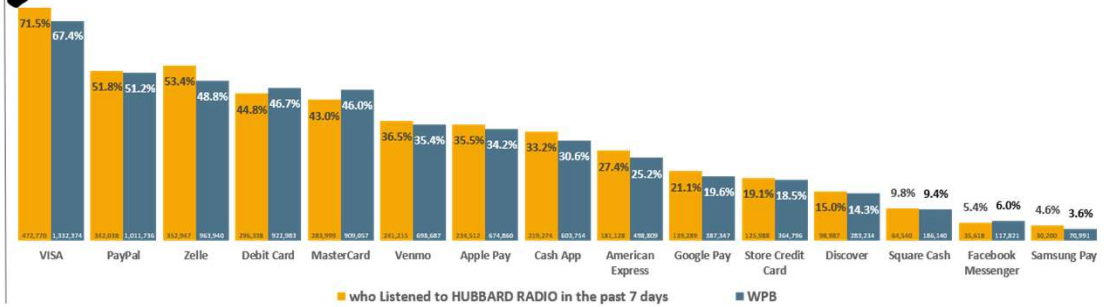
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



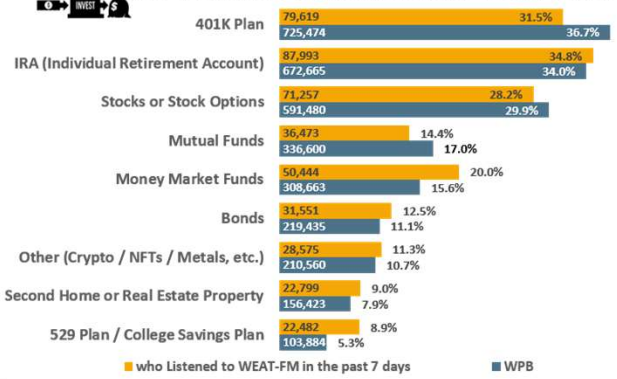
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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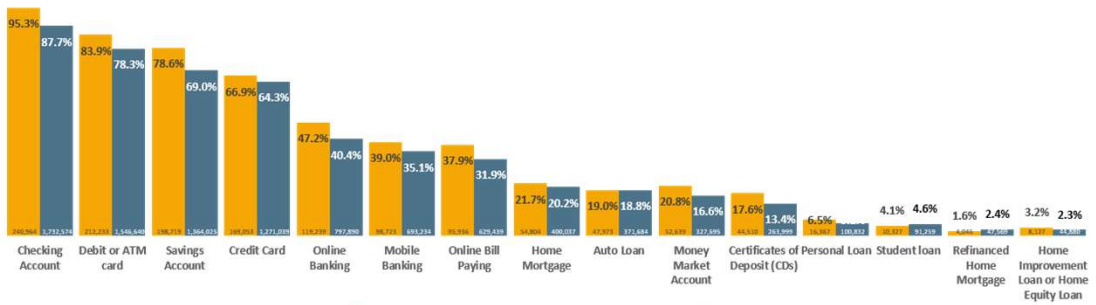
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

12.8% or 252,837 of WPB DMA Adults 18 or older Listened to WEAT-FM in the past 7 days.
Adults 18 or older who Listened to WEAT-FM in the past 7 days are 14.2% less likely to have a 401K, .9% more likely to have an Auto Loan, 19.7% less likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

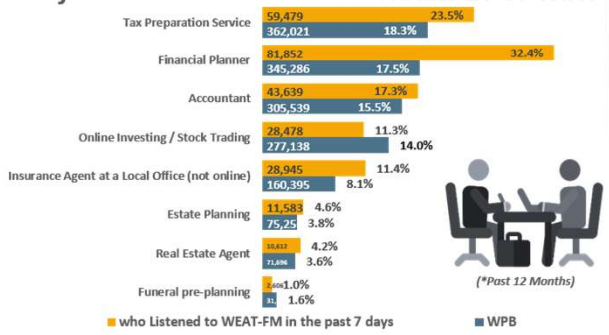
Investments Owned: Adults 18 or older



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

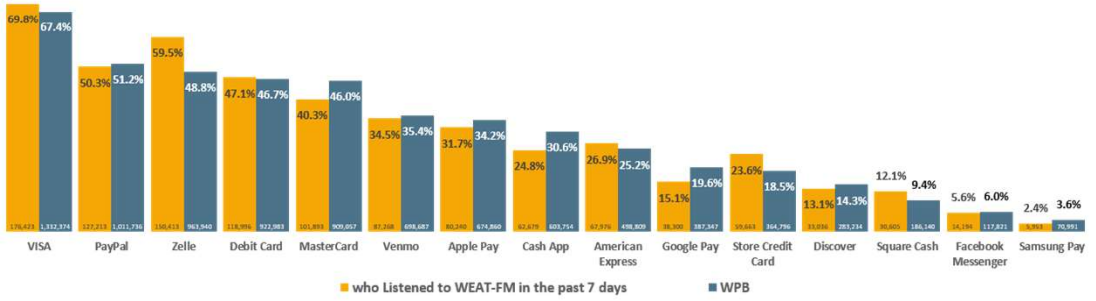


Professional Services Used:* Adults 18 or older



(*Past 12 Months)

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



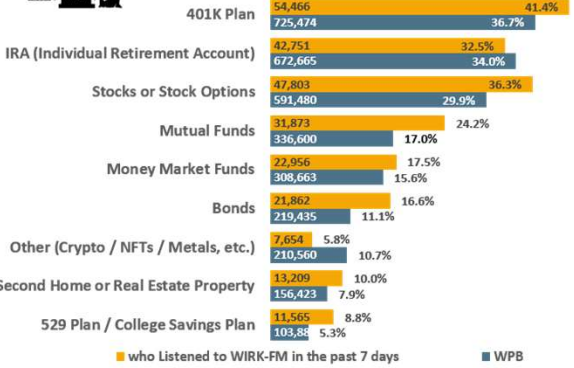
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

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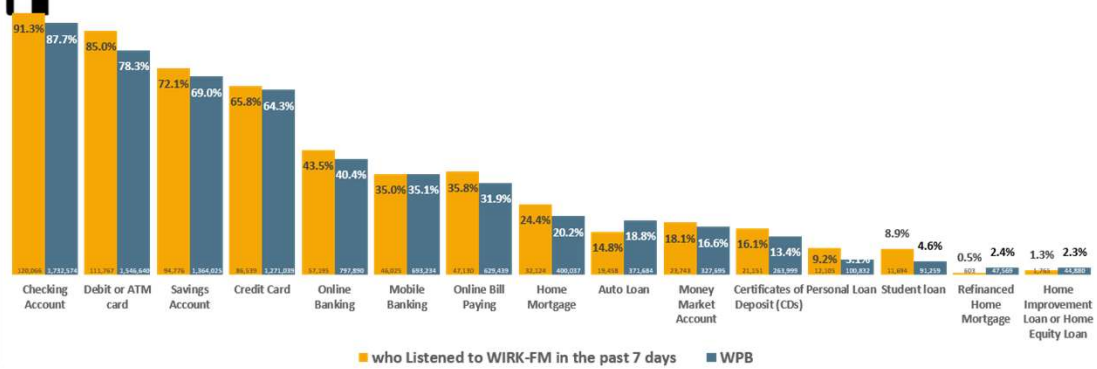
(Radio Stations: WEAT-FM)

6.7% or 131,516 of WPB DMA Adults 18 or older Listened to WIRK-FM in the past 7 days.
Adults 18 or older who Listened to WIRK-FM in the past 7 days are 12.8% more likely to have a 401K, 21.4% less likely to have an Auto Loan, 43.9% more likely to Invest/Trade Stocks Online, 1.7% more likely to pay with their Debit Card.

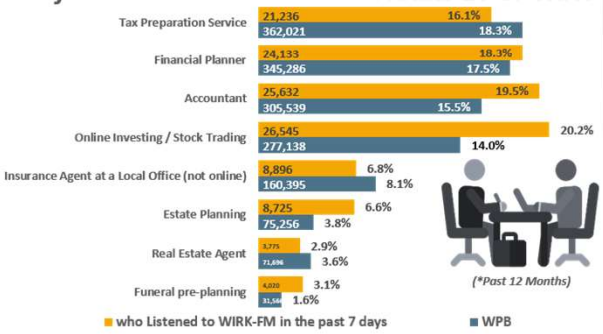
Investments Owned: Adults 18 or older



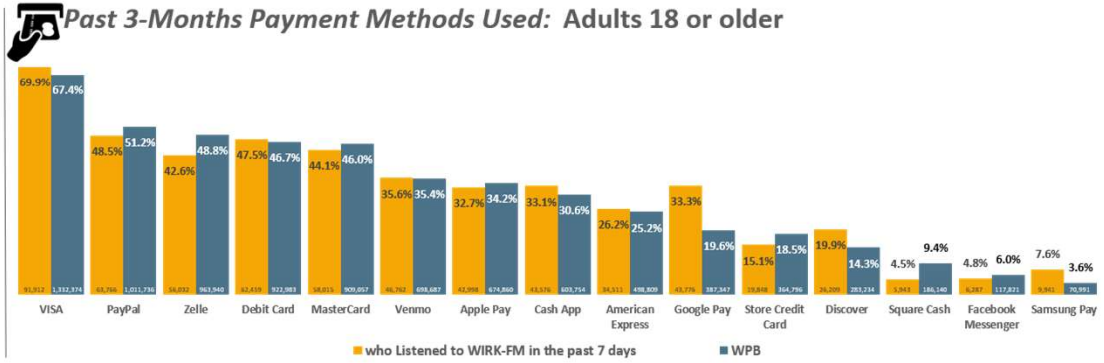
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



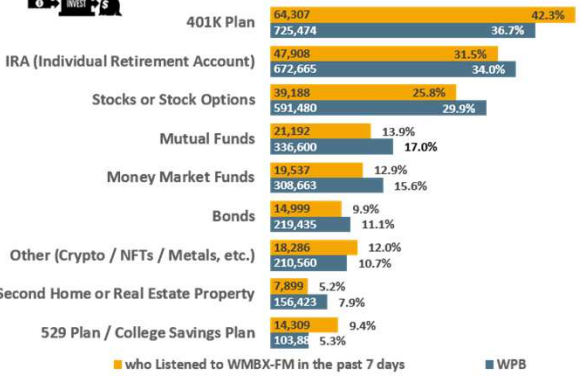
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

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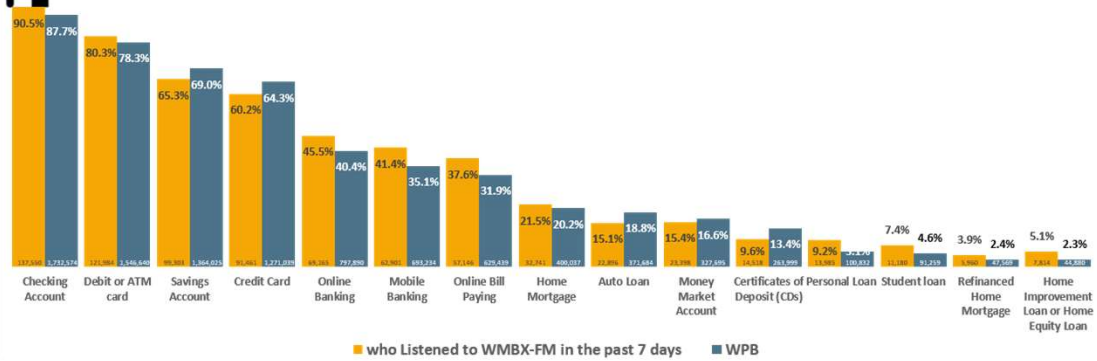
(Radio Stations: WIRK-FM)

7.7% or 151,971 of WPB DMA Adults 18 or older Listened to WMBX-FM in the past 7 days.
Adults 18 or older who Listened to WMBX-FM in the past 7 days are 15.2% more likely to have a 401K, 19.9% less likely to have an Auto Loan, 5.2% less likely to Invest/Trade Stocks Online, 11.1% more likely to pay with their Debit Card.

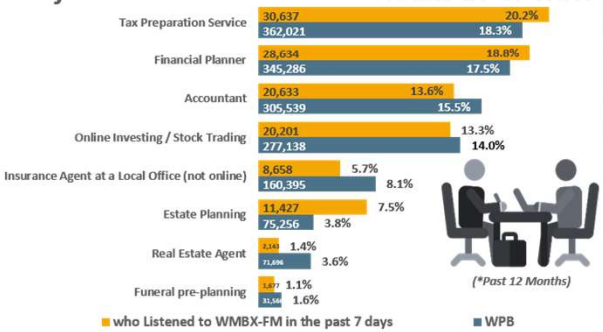
Investments Owned: Adults 18 or older



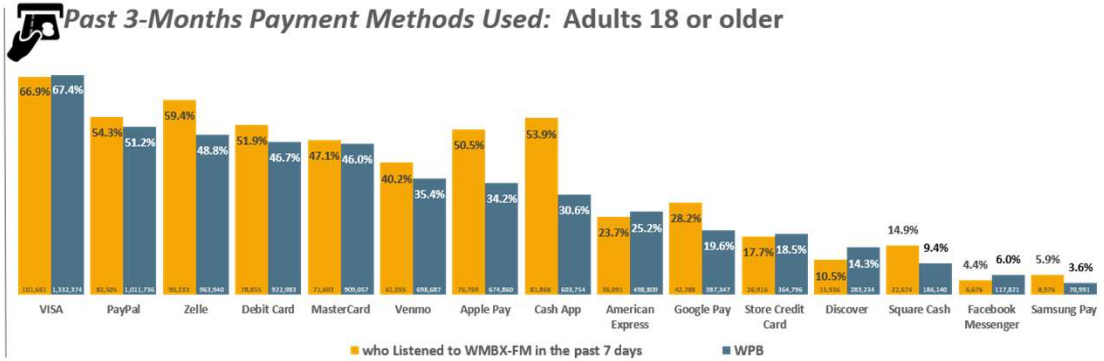
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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(Radio Stations: WMBX-FM)

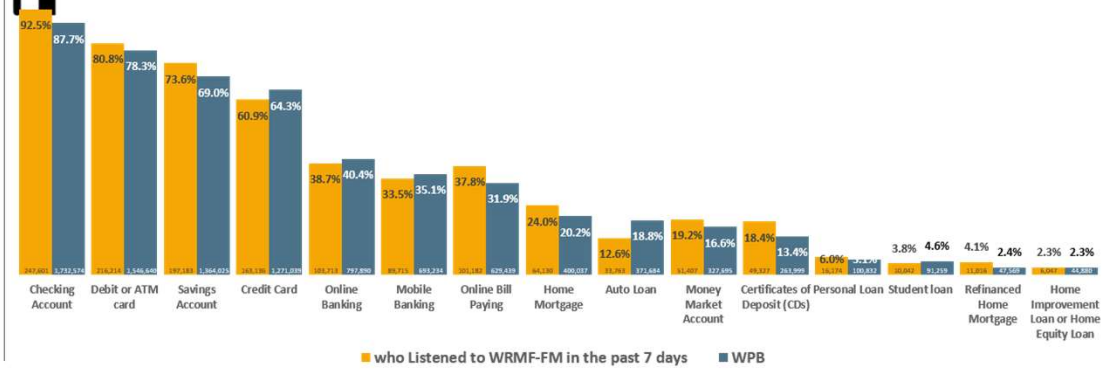
97.9 wrmf
2000's, 10's & today

13.6% or 267,735 of WPB DMA Adults 18 or older Listened to WRMF-FM in the past 7 days.
Adults 18 or older who Listened to WRMF-FM in the past 7 days are 12.7% less likely to have a 401K, 33.% less likely to have an Auto Loan, 27.1% less likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.

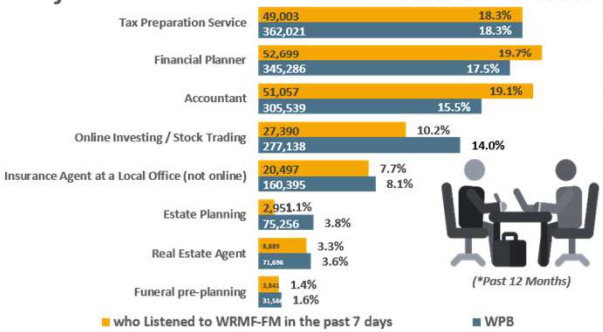
Investments Owned: Adults 18 or older



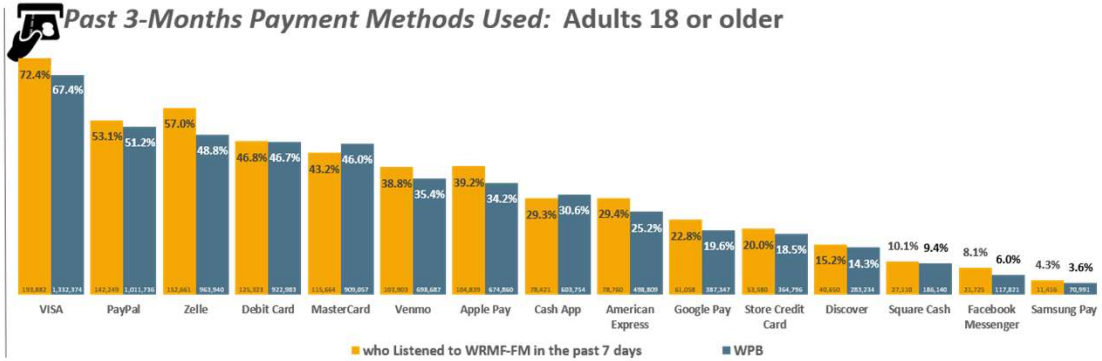
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



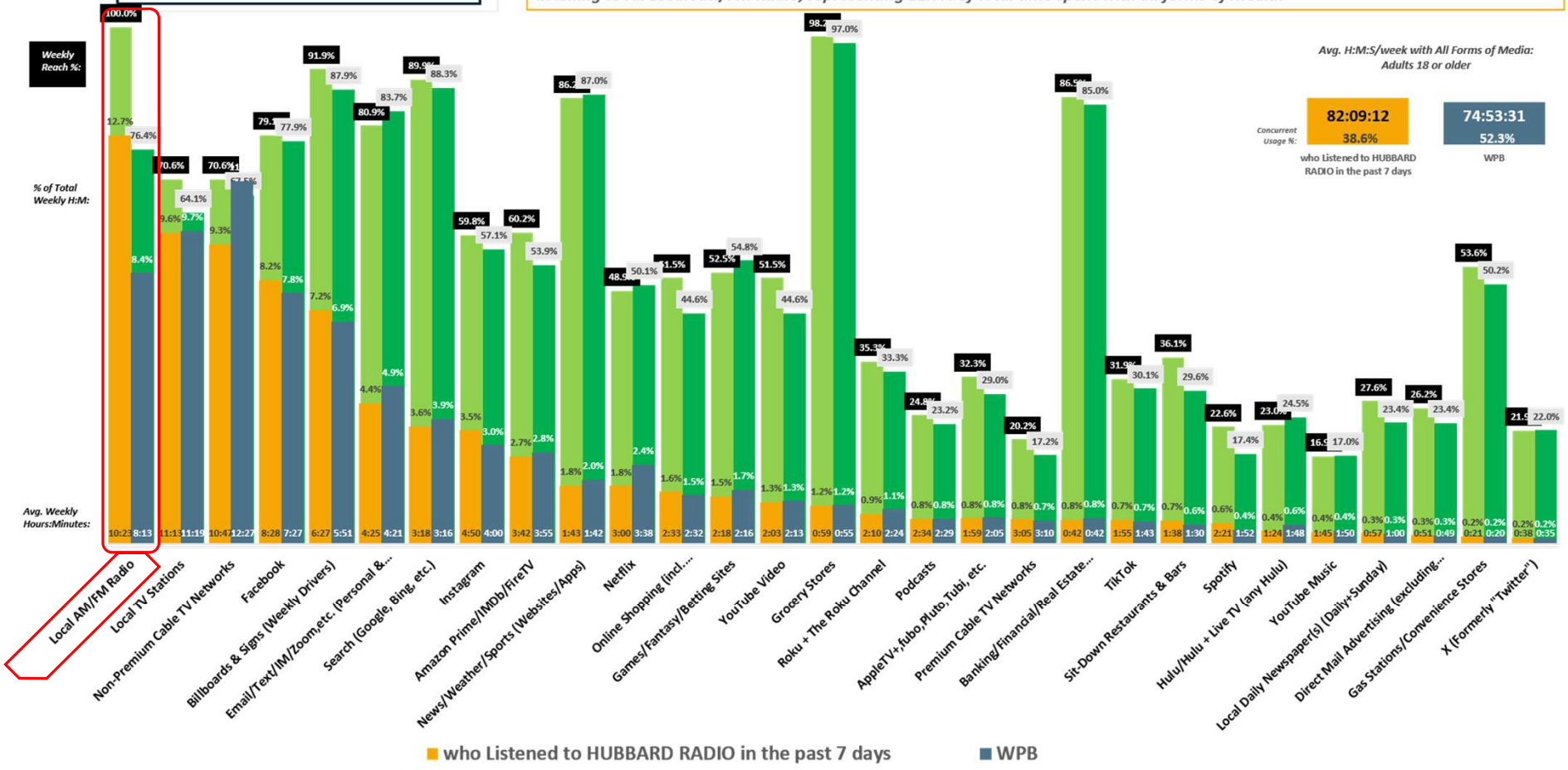
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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(Radio Stations: WRMF-FM)

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 10 hours, 9 minutes and 12 seconds each week with All Forms of Media.

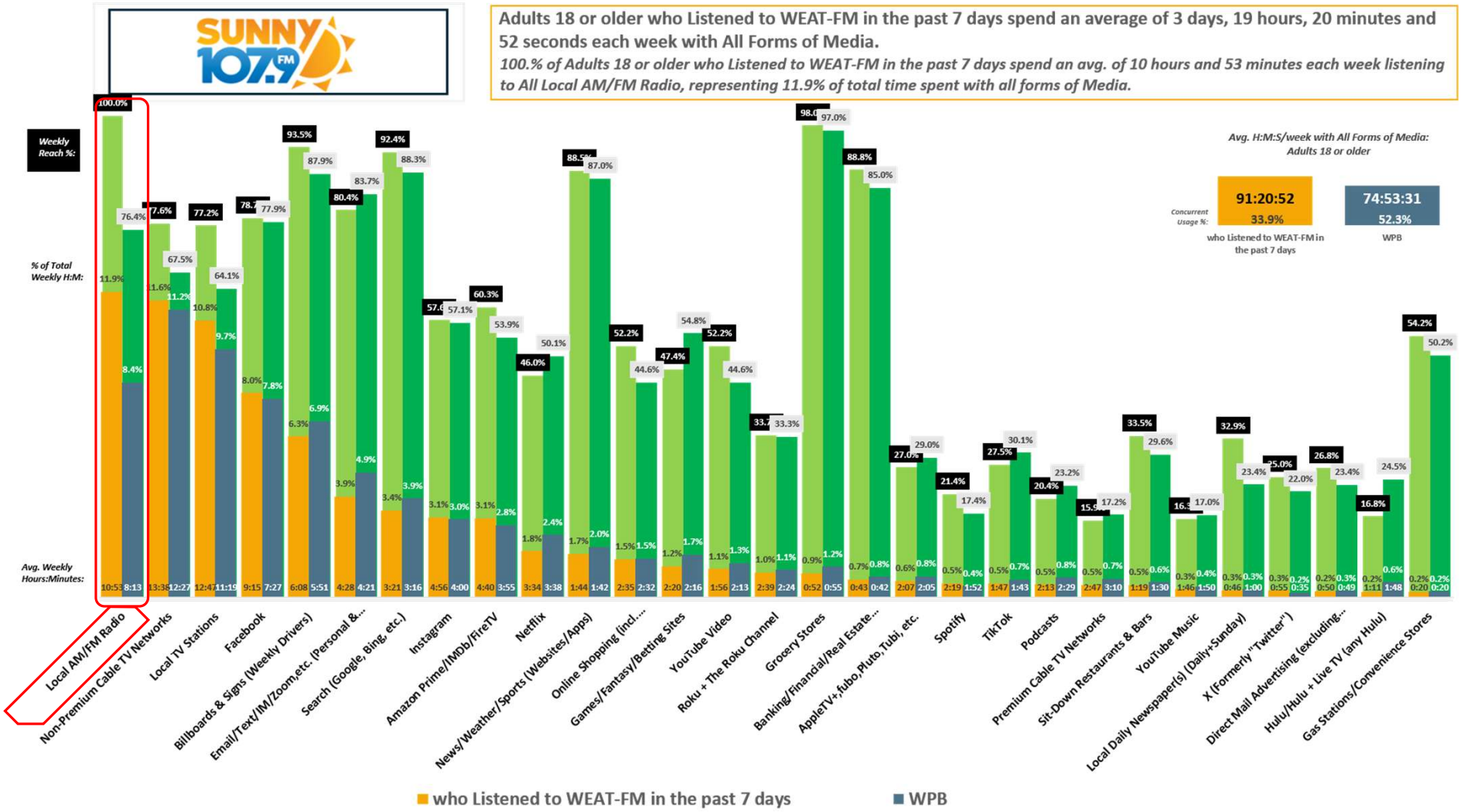
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 12.7% of total time spent with all forms of Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

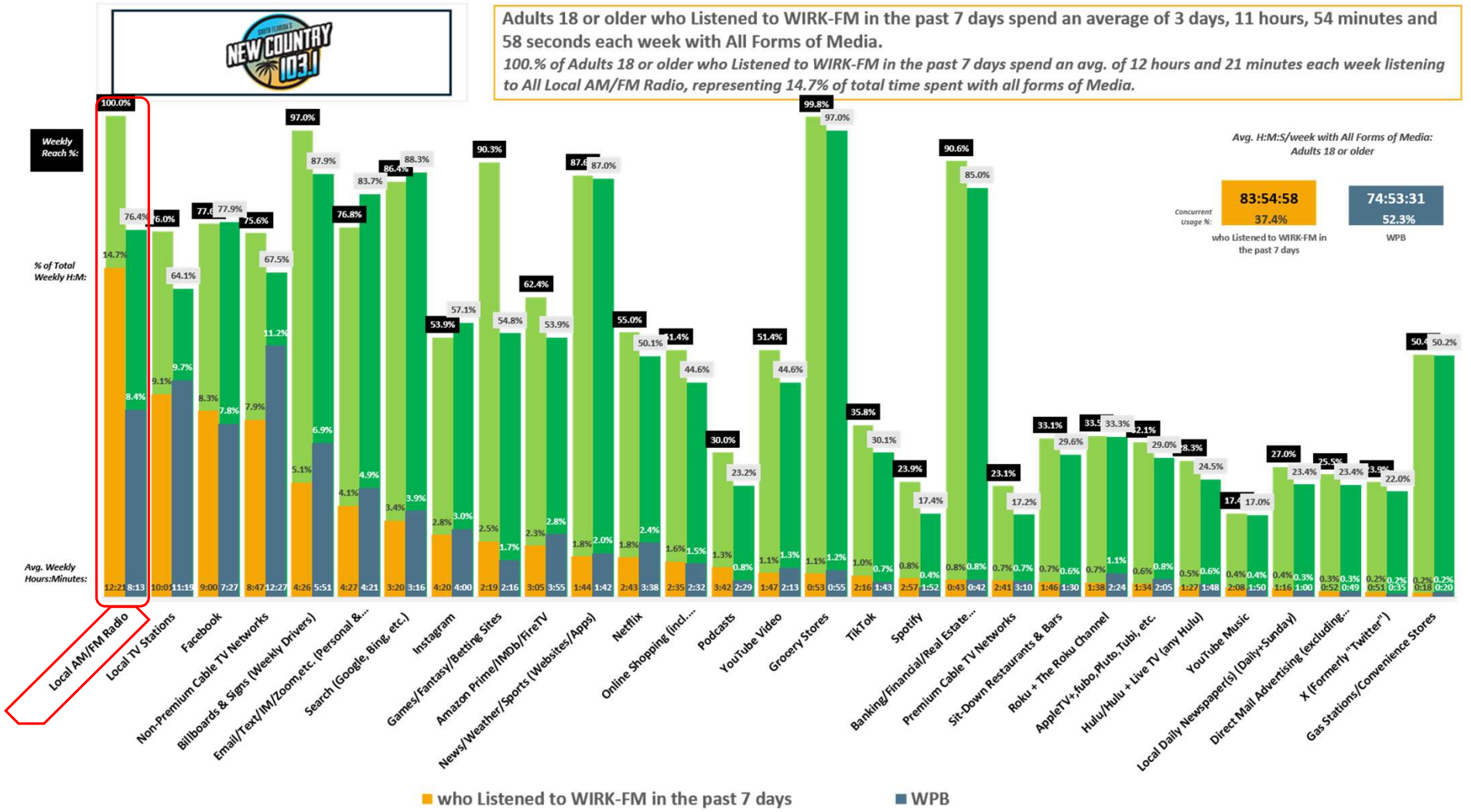


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

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(Radio Stations: WEAT-FM)



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

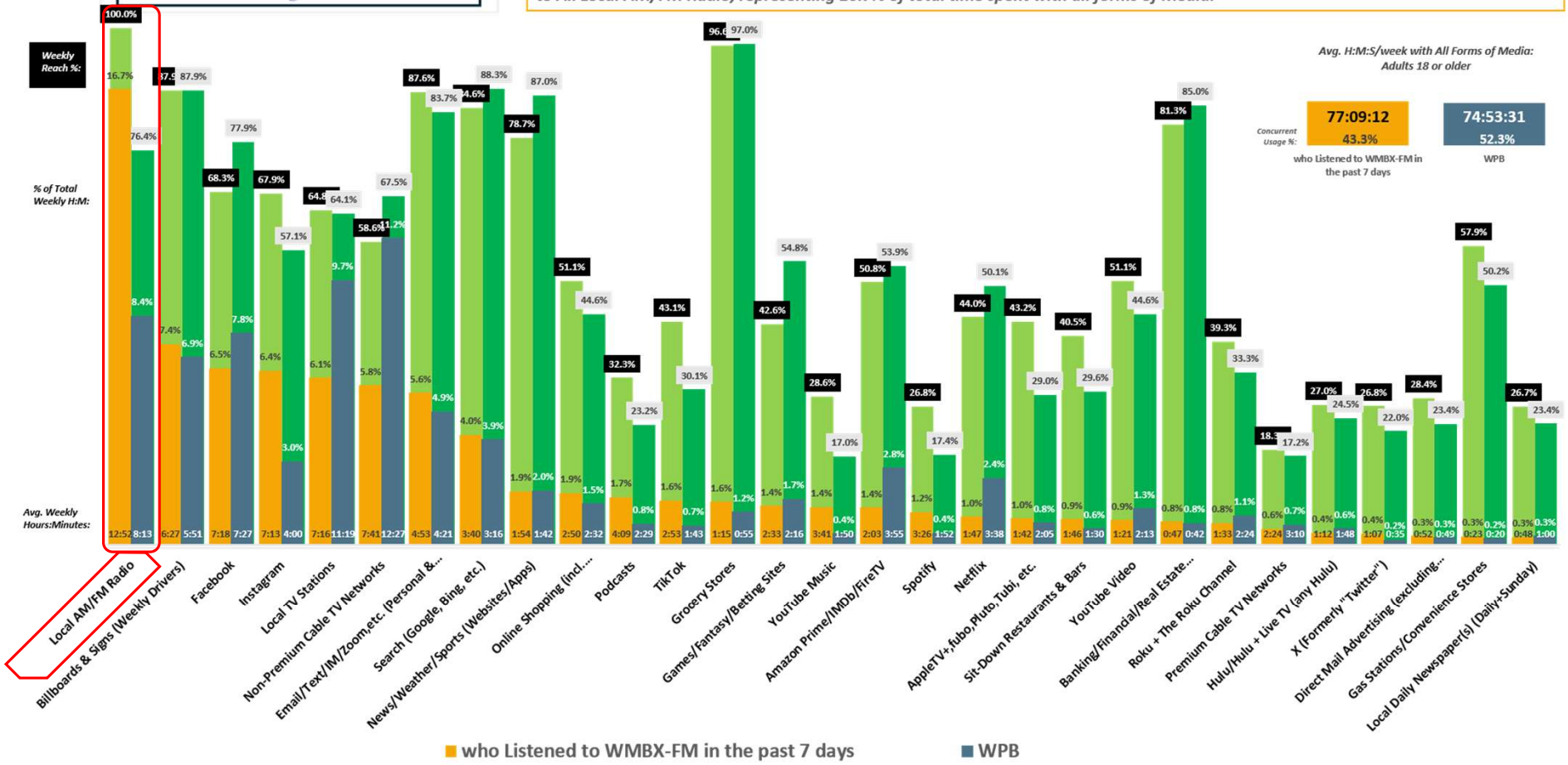
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(Radio Stations: WIRK-FM)

Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 3 days, 5 hours, 9 minutes and 12 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an avg. of 12 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 16.7% of total time spent with all forms of Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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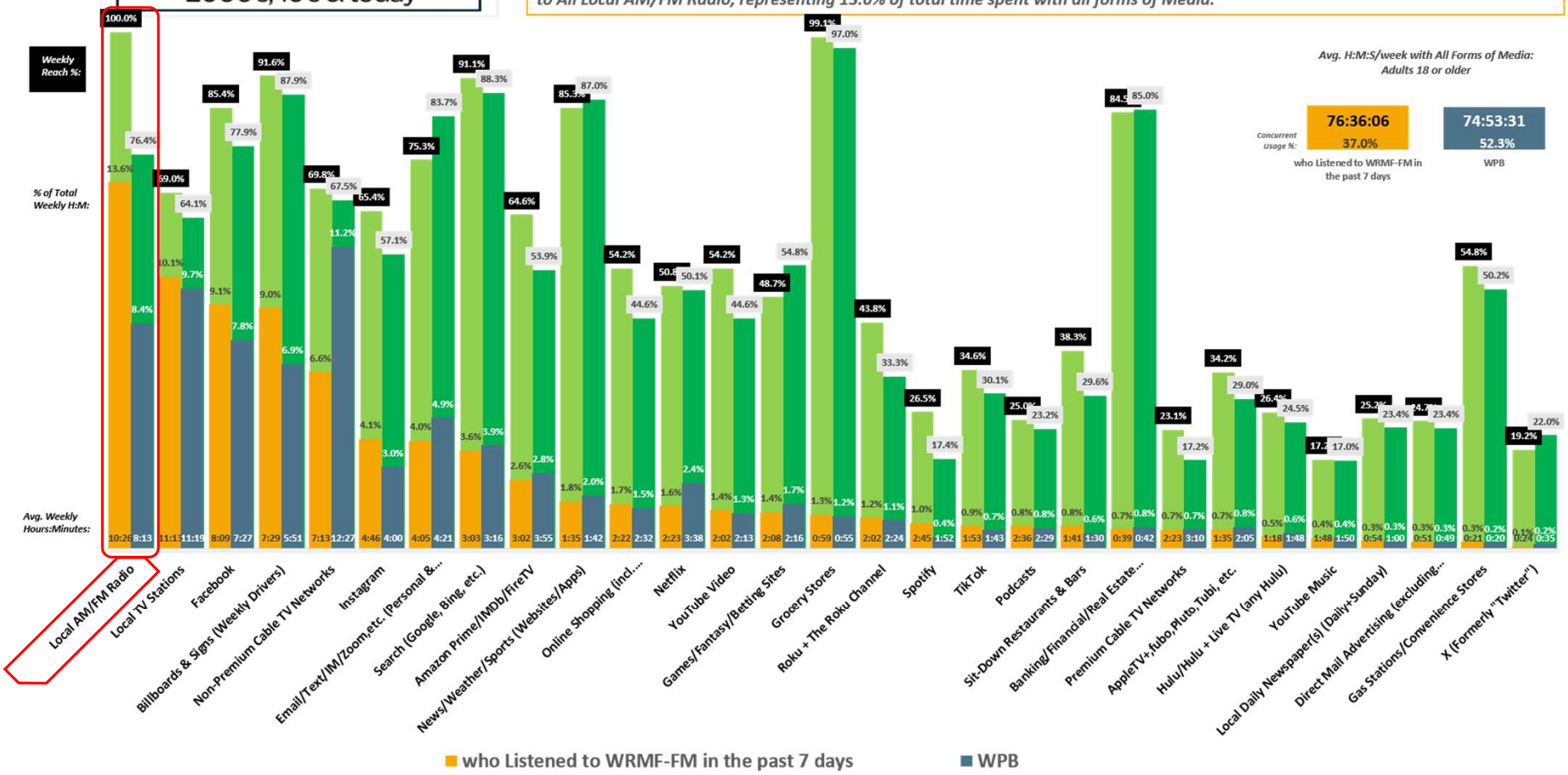
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 3 days, 4 hours, 36 minutes and 6 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an avg. of 10 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 13.6% of total time spent with all forms of Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

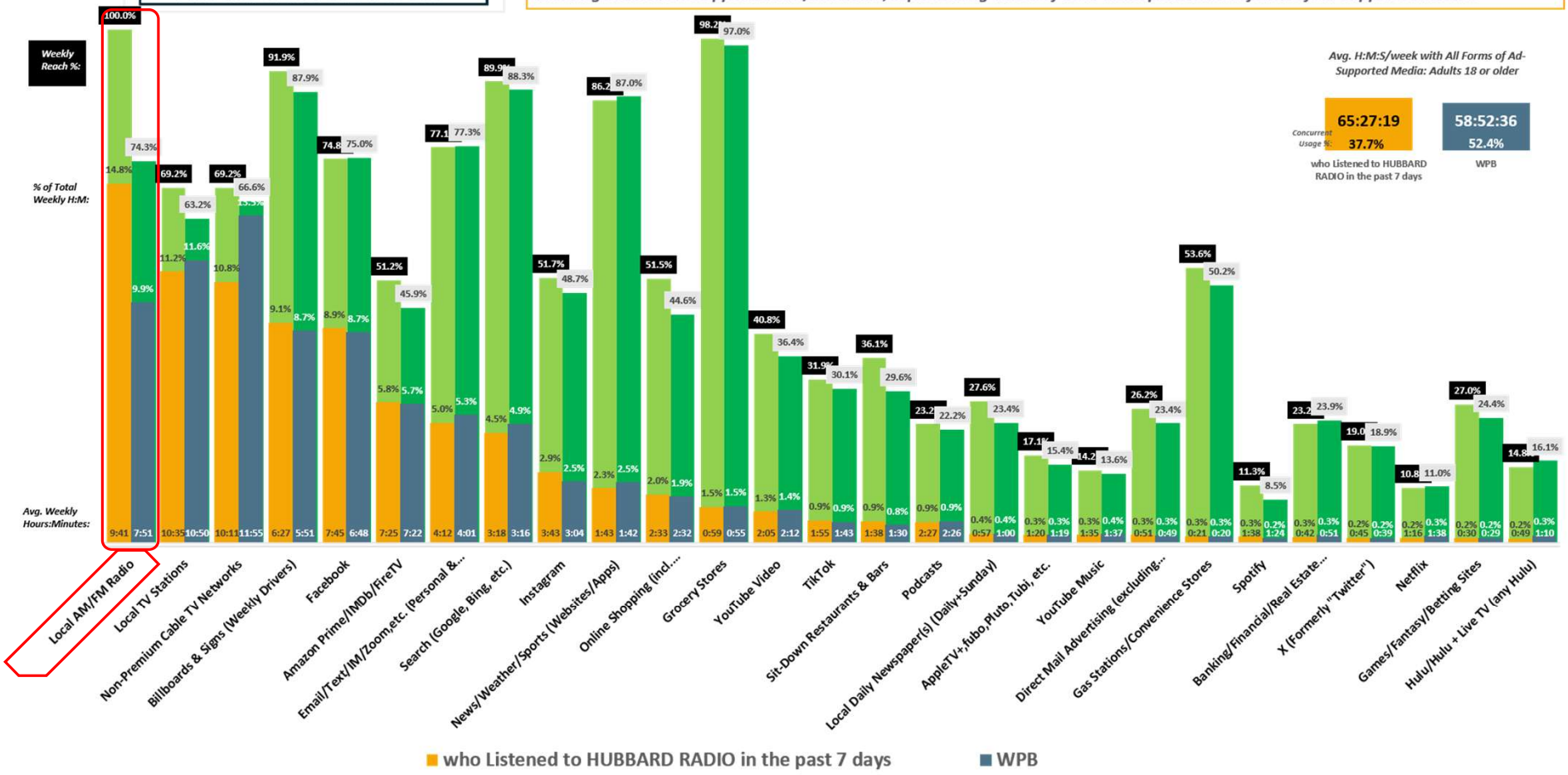
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(Radio Stations: WRMF-FM)

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 17 hours, 27 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

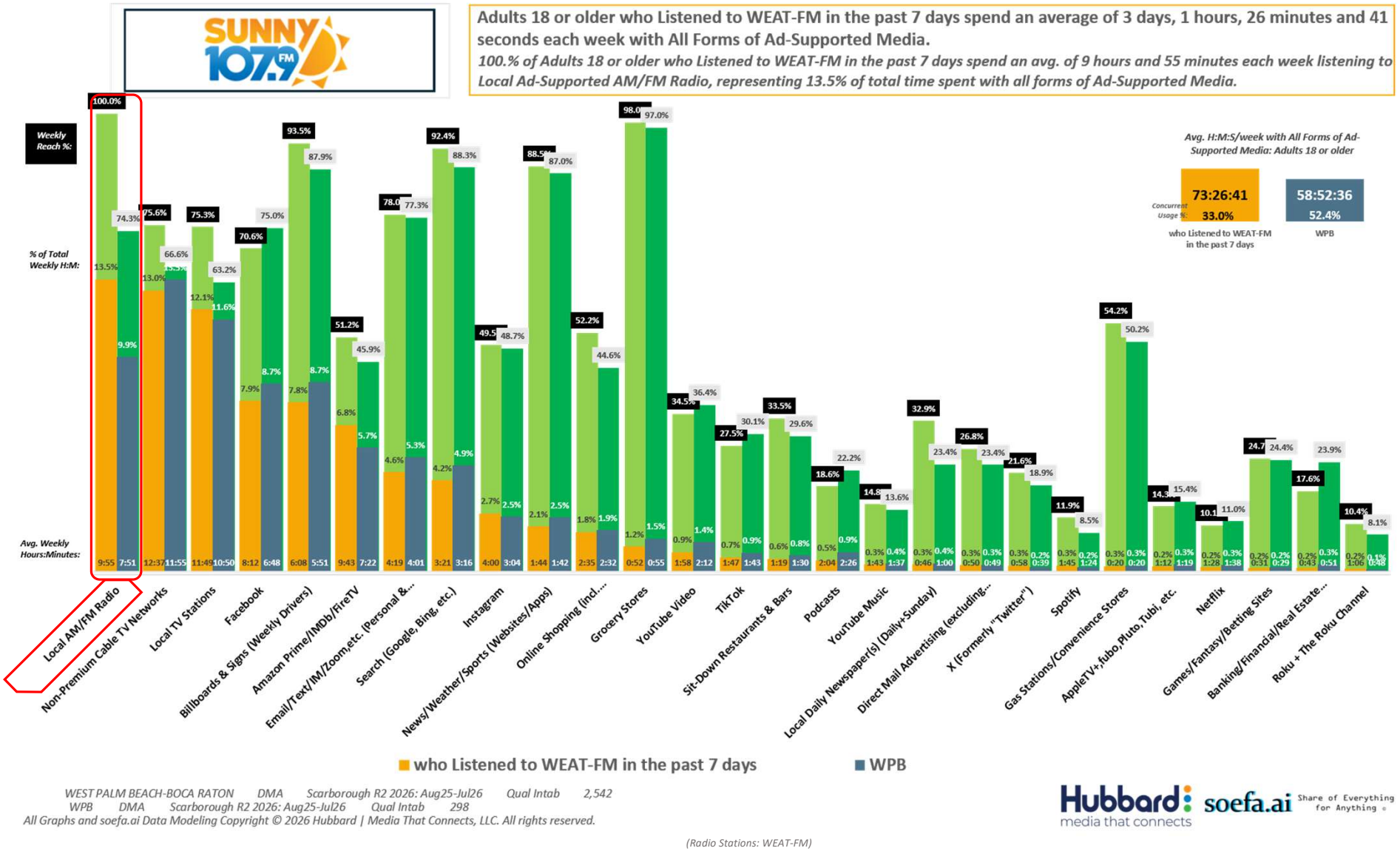
100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.8% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

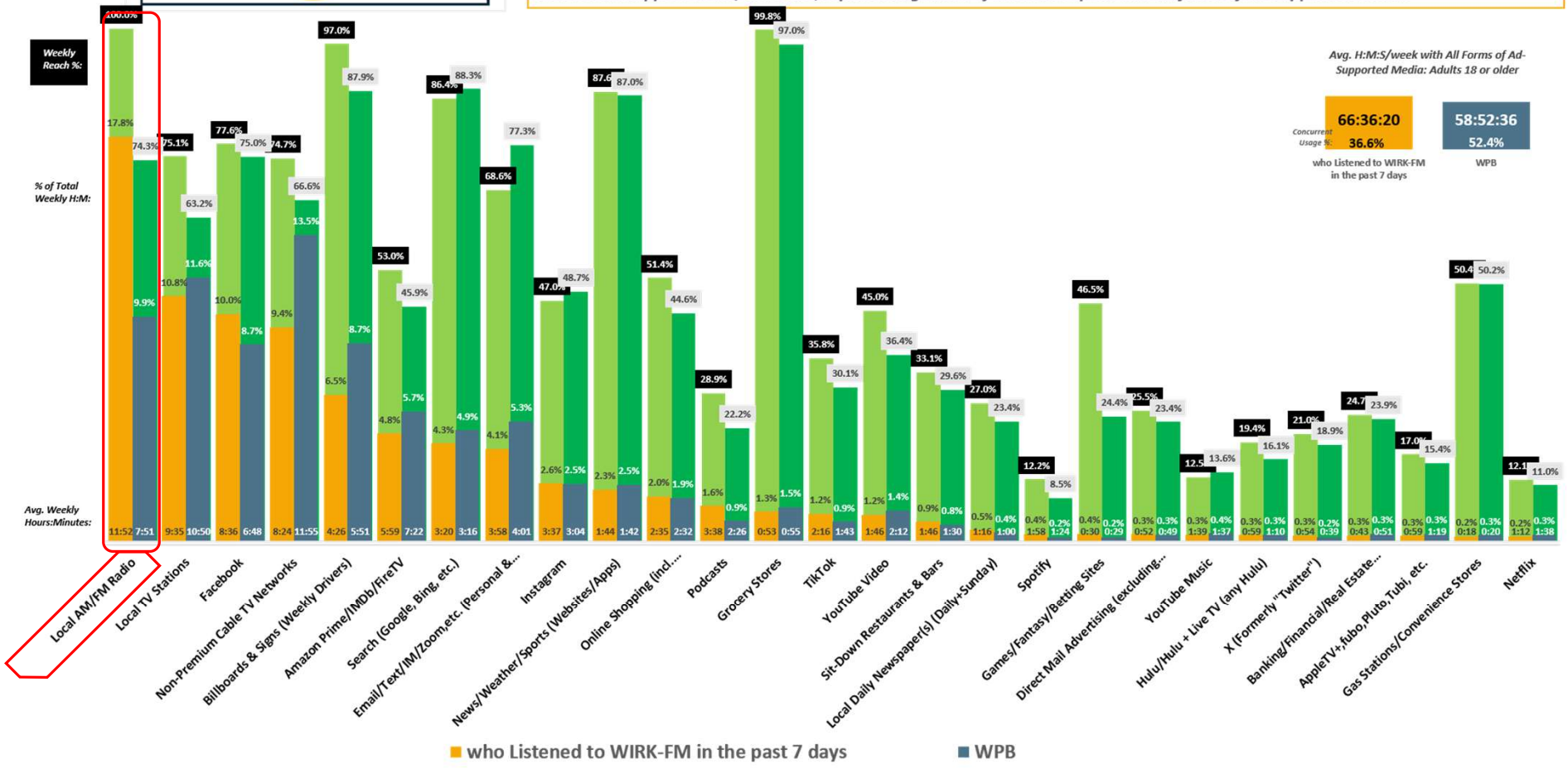
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(Radio Stations: WEAT-FM)

Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 2 days, 18 hours, 36 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an avg. of 11 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.8% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

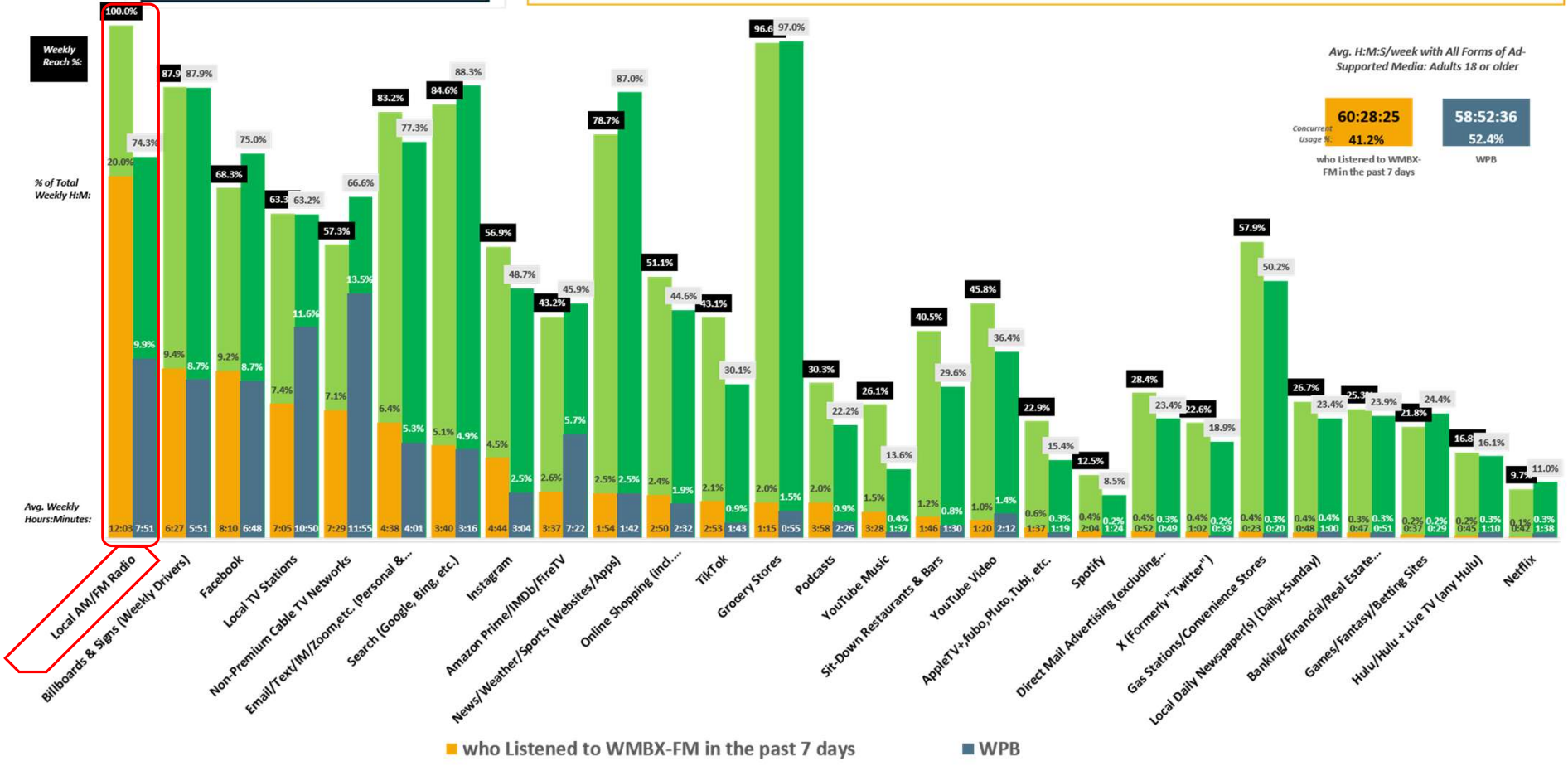
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(Radio Stations: WIRK-FM)

Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 2 days, 12 hours, 28 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an avg. of 12 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.% of total time spent with all forms of Ad-Supported Media.

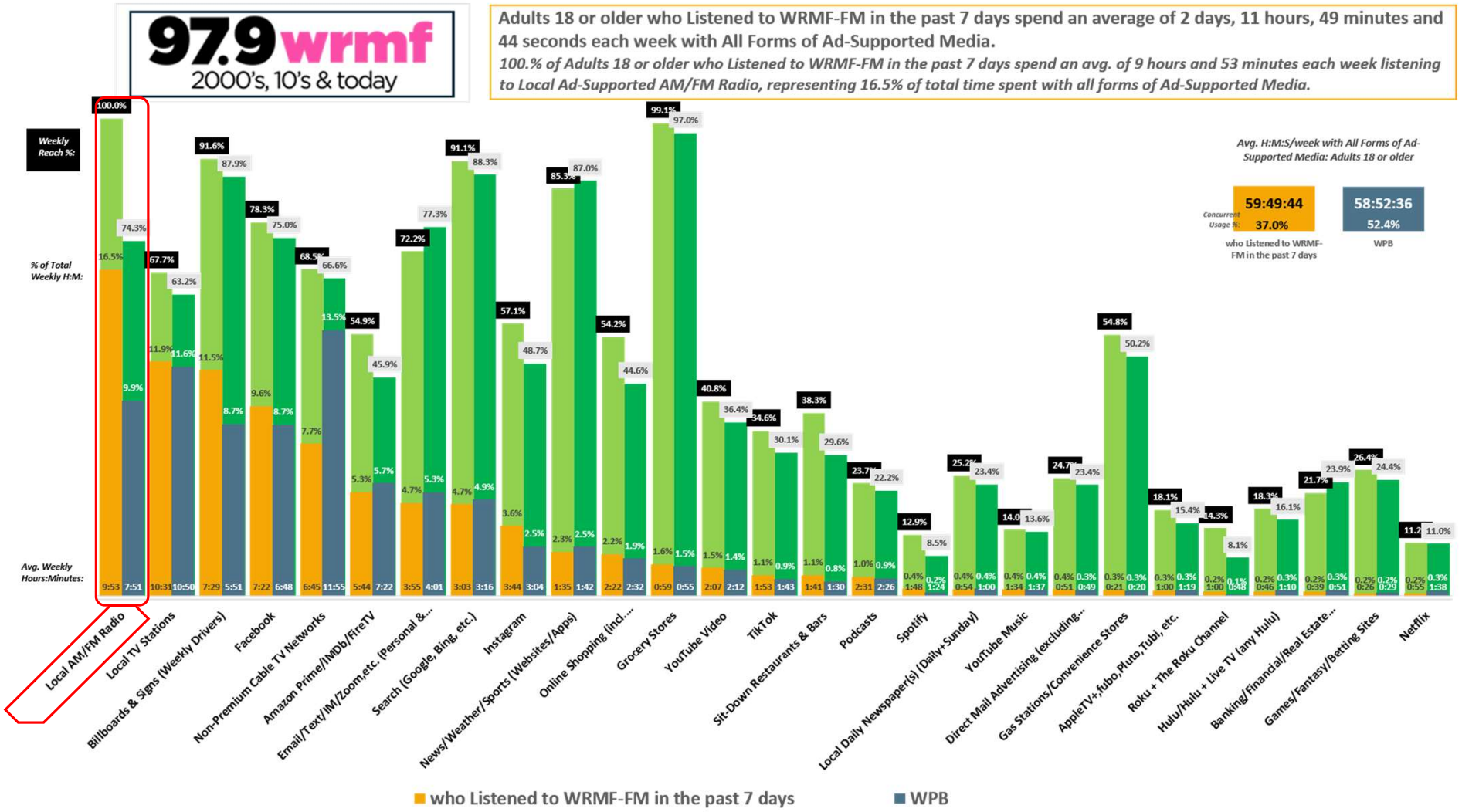


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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(Radio Stations: WMBX-FM)



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

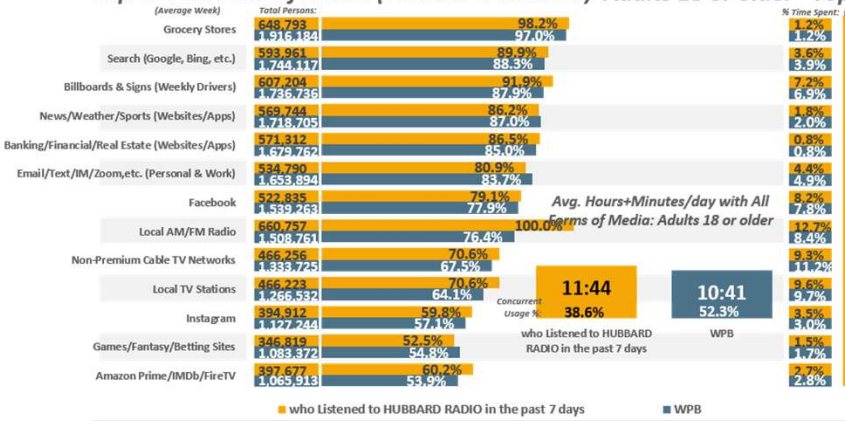
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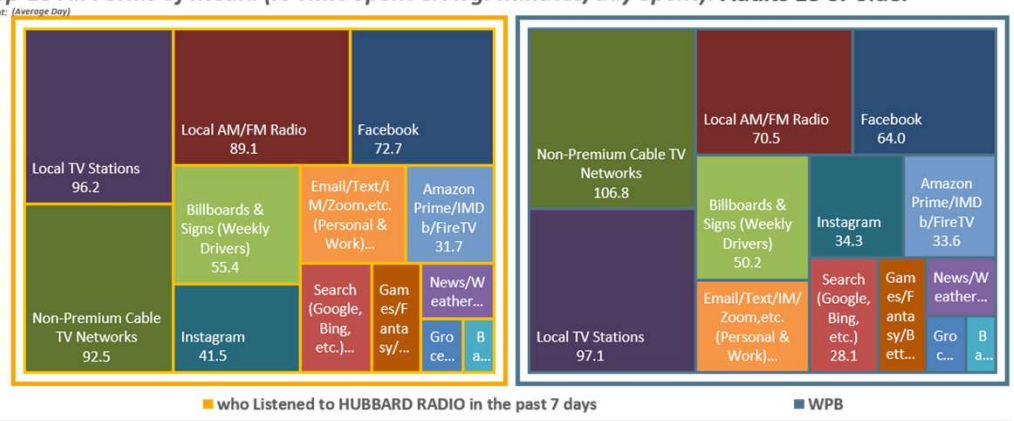
(Radio Stations: WRMF-FM)

Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 9 hours and 21 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 83.1 minutes/day. *(Local Radio delivers 14.8% of Time with Ad-Supported Media.)*

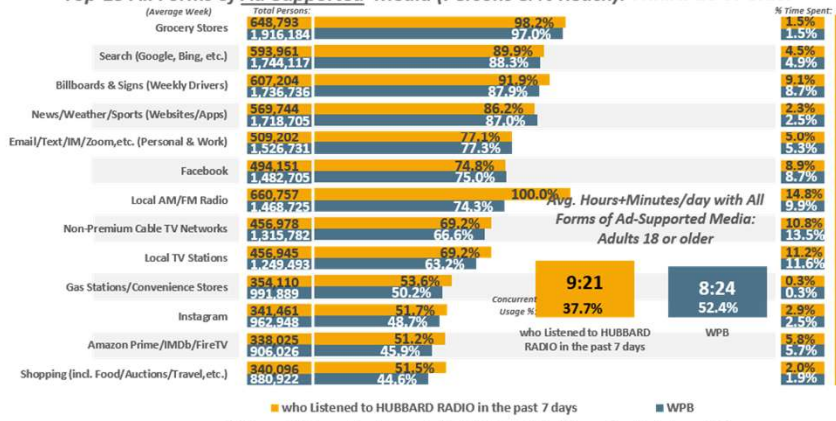
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



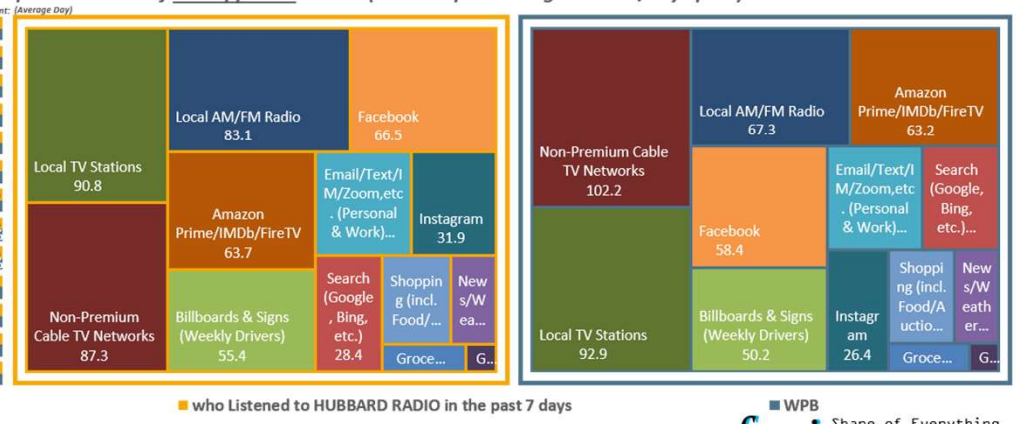
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

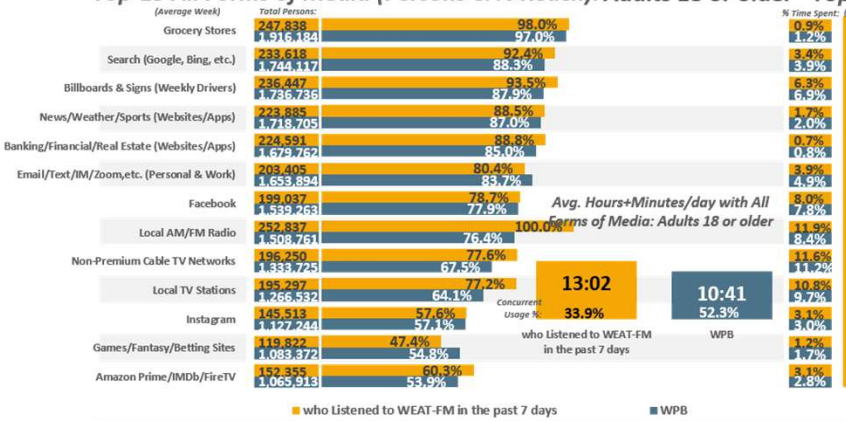
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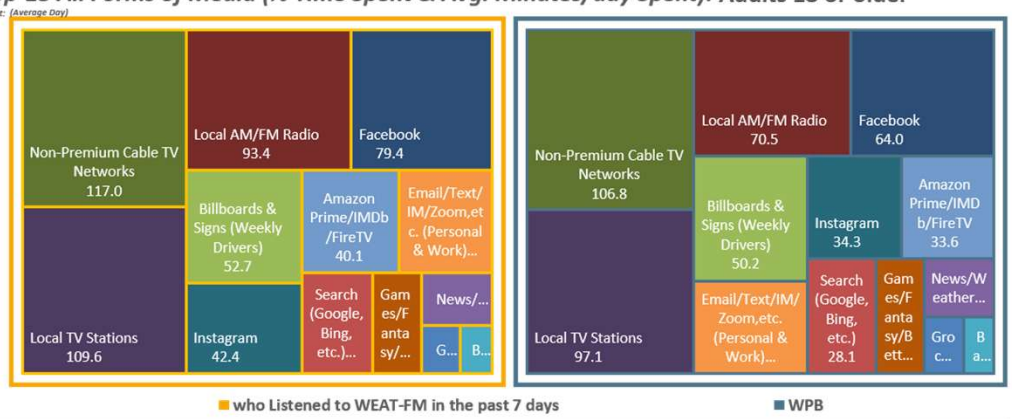
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 10 hours and 29 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85. minutes/day. *(Local Radio delivers 13.5% of Time with Ad-Supported Media.)*

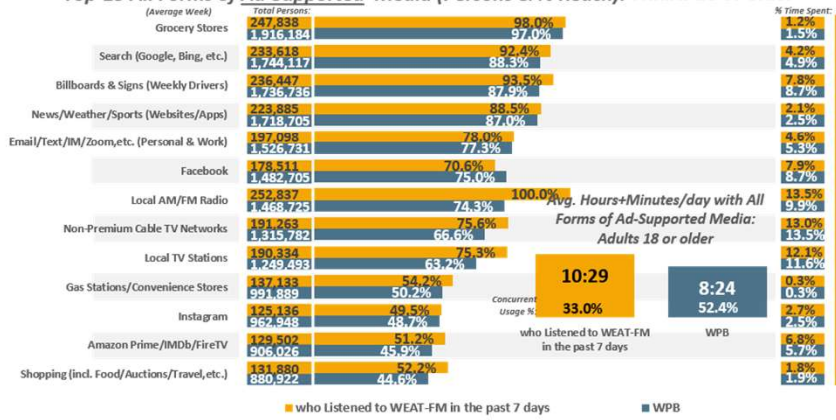
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



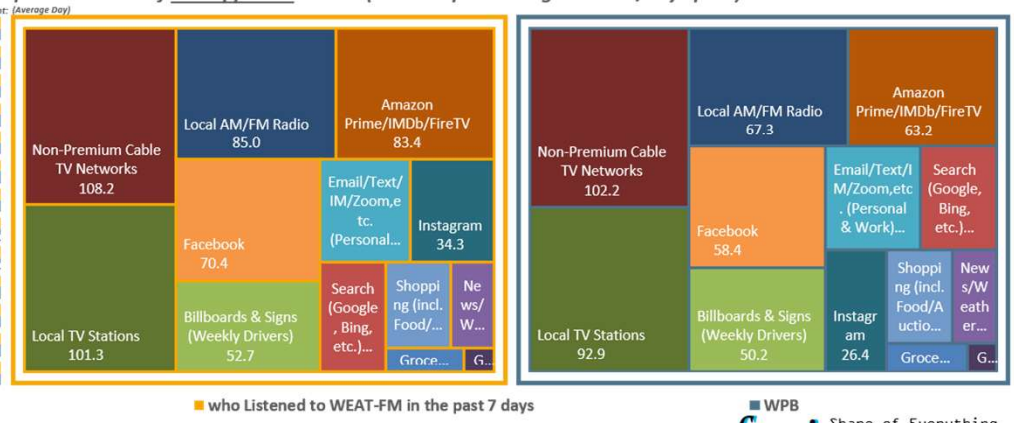
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



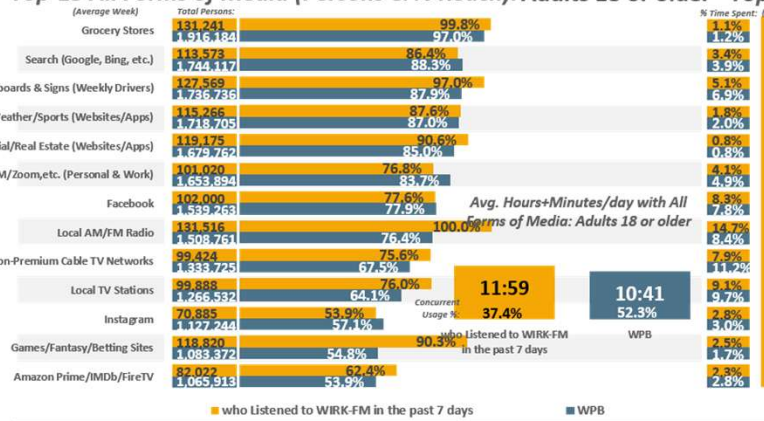
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298
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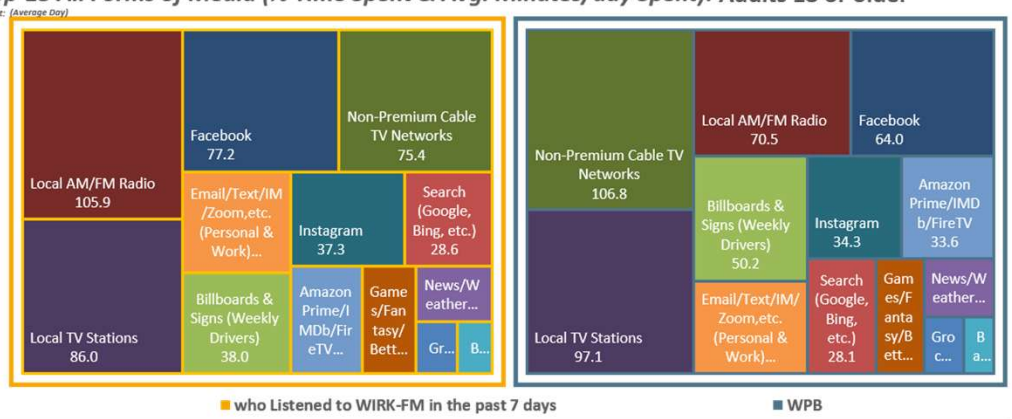
(Radio Stations: WEAT-FM)

Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 101.7 minutes/day. *(Local Radio delivers 17.8% of Time with Ad-Supported Media.)*

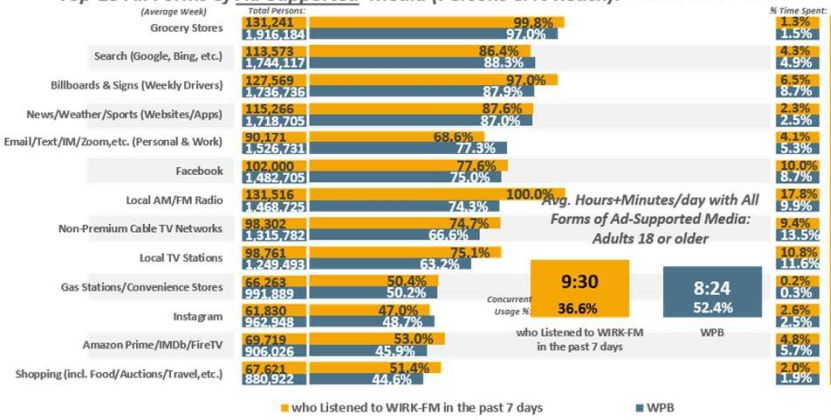
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



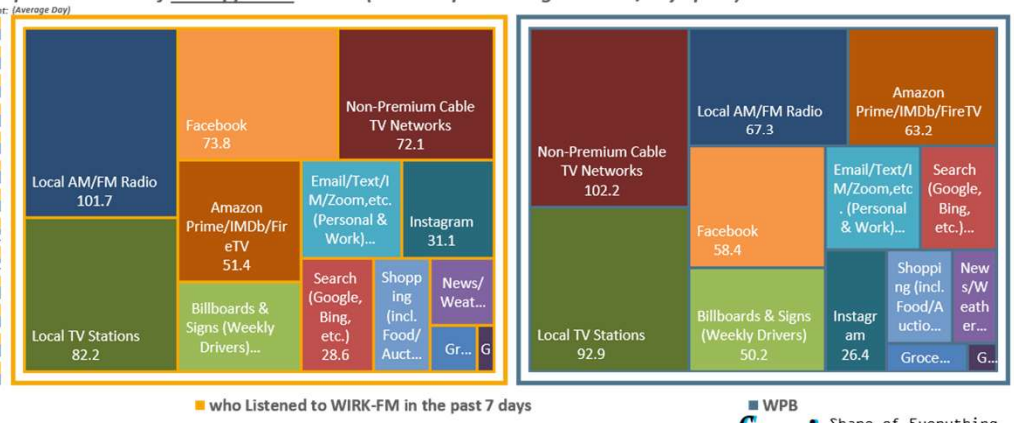
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

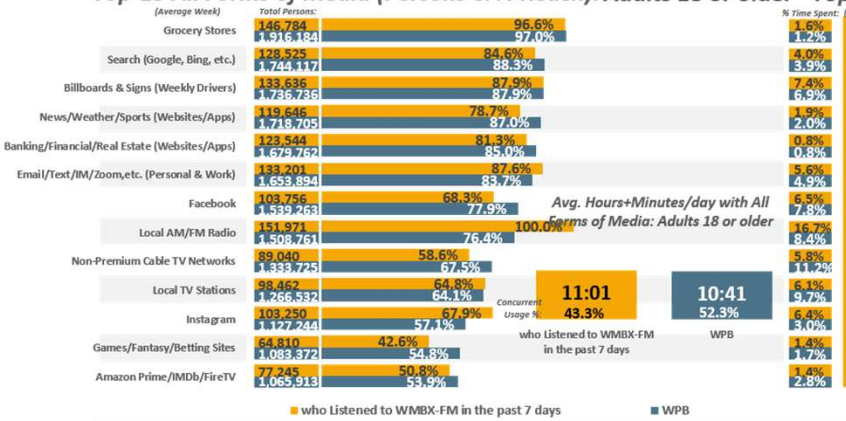
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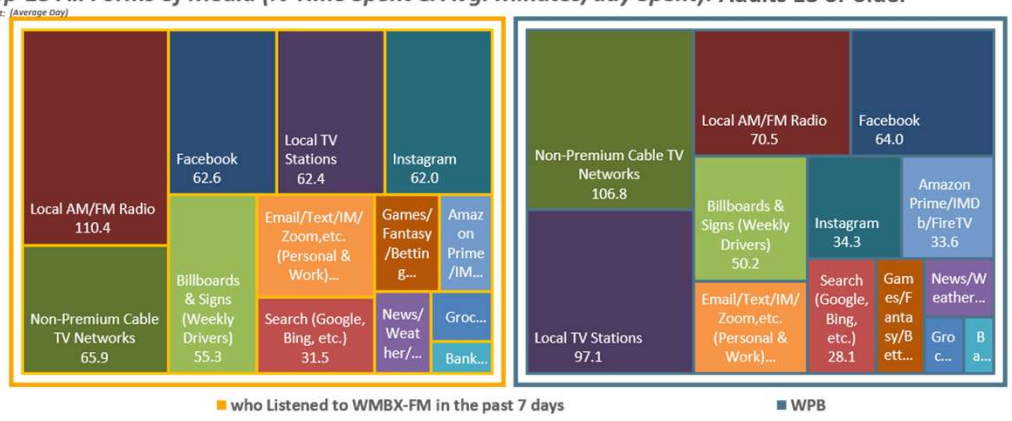
(Radio Stations: WIRK-FM)

Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 103.4 minutes/day. *(Local Radio delivers 20.% of Time with Ad-Supported Media.)*

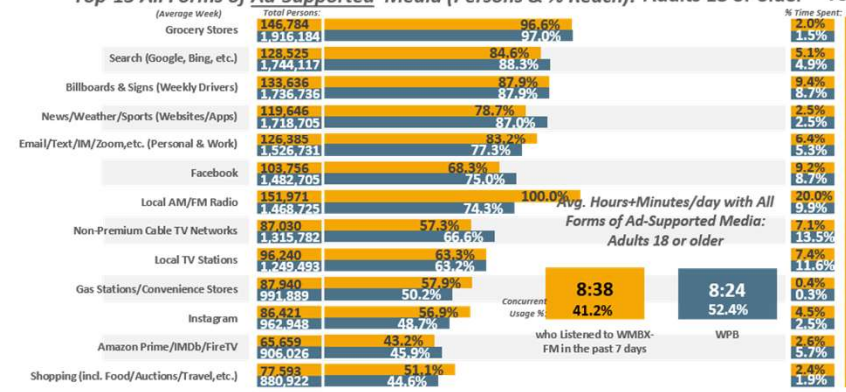
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



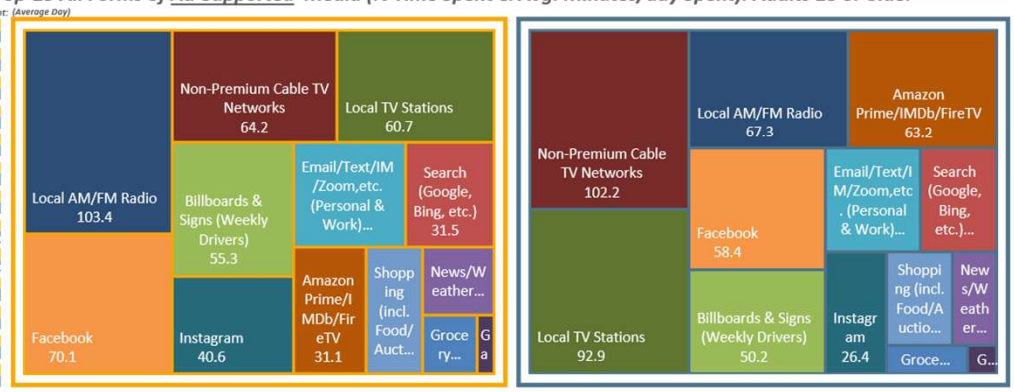
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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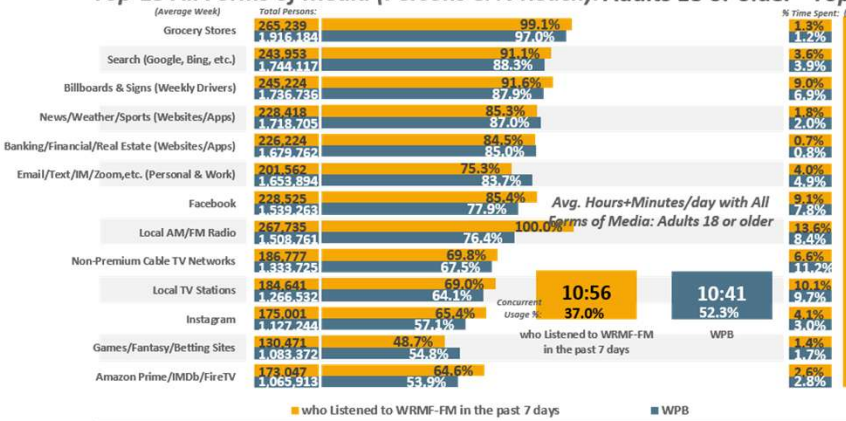
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(Radio Stations: WMBX-FM)

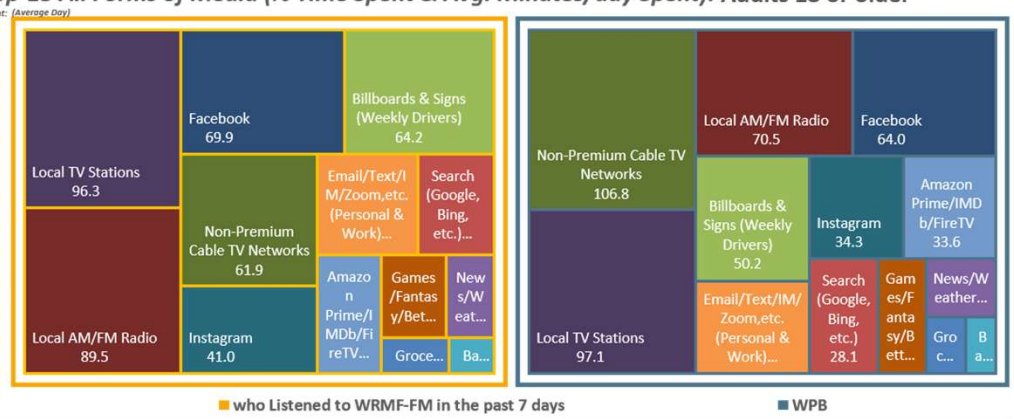
97.9 wrmf
2000's, 10's & today

Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 84.8 minutes/day. *(Local Radio delivers 16.5% of Time with Ad-Supported Media.)*

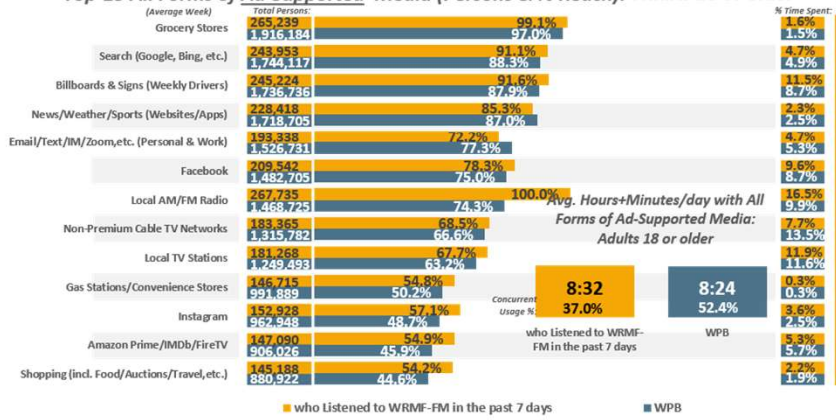
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



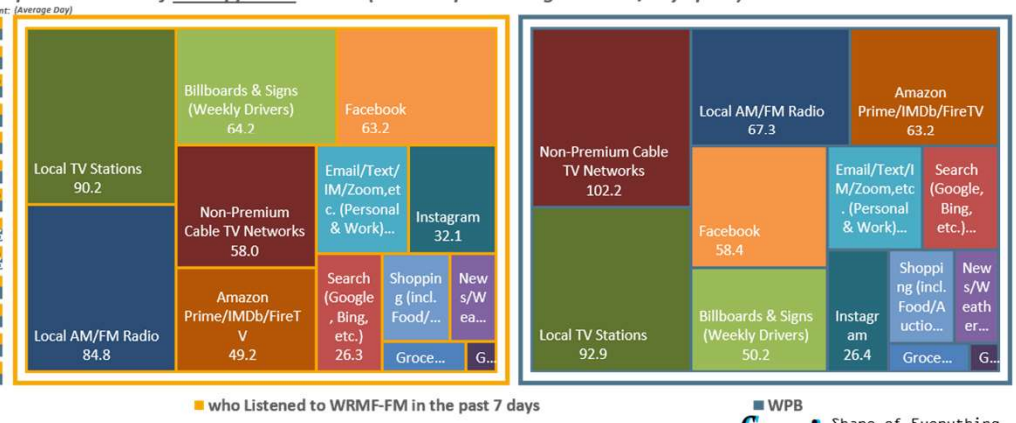
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

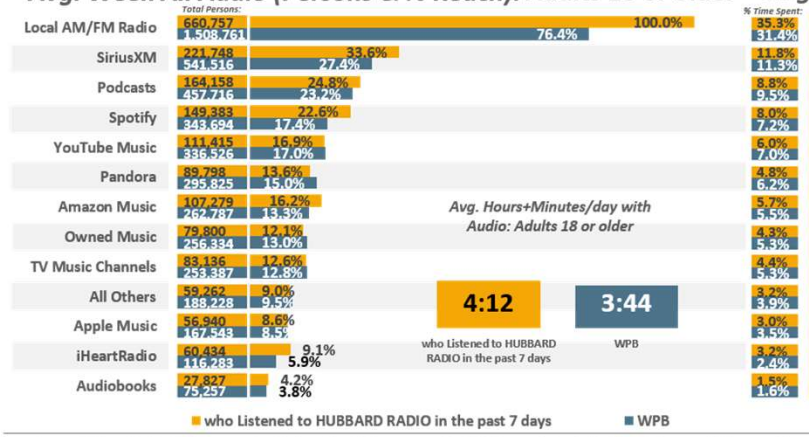
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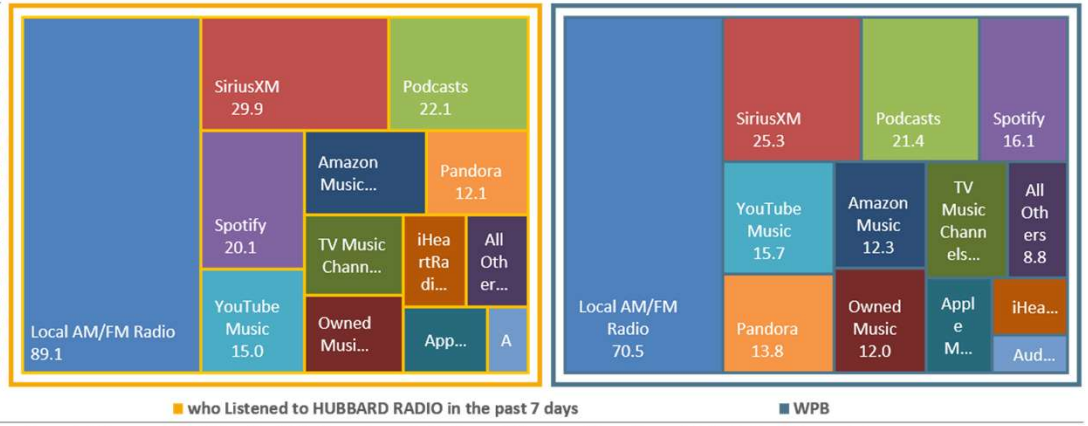
(Radio Stations: WRMF-FM)

660,757 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.1 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

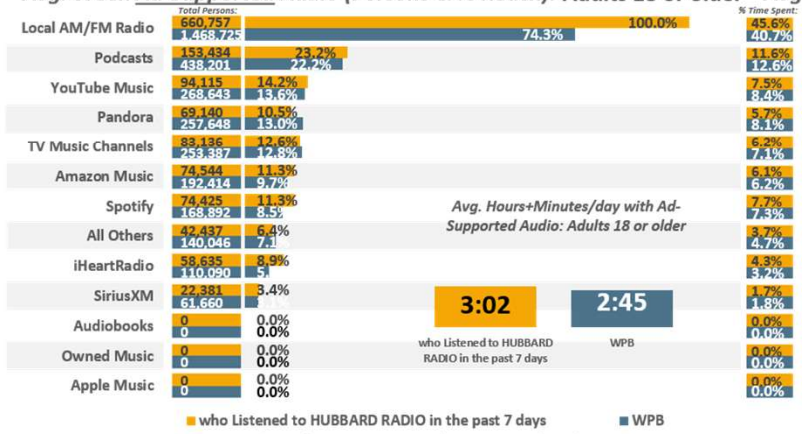
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



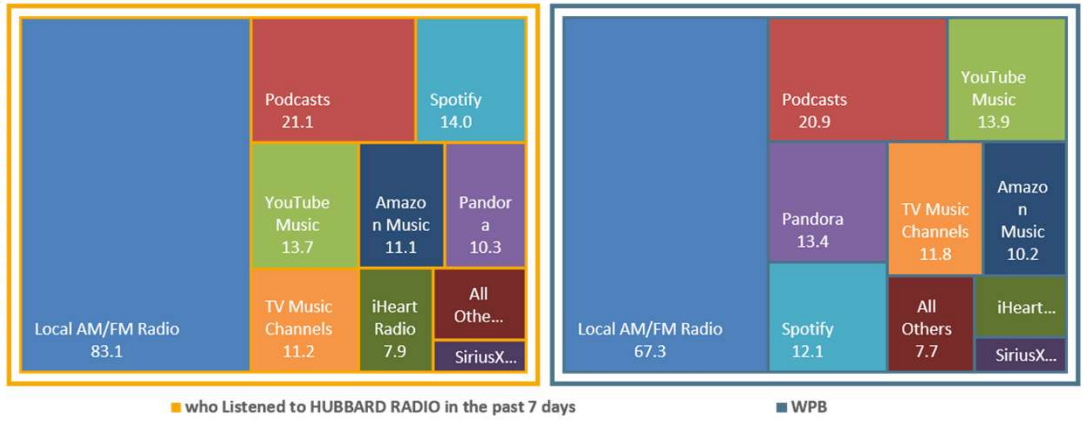
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

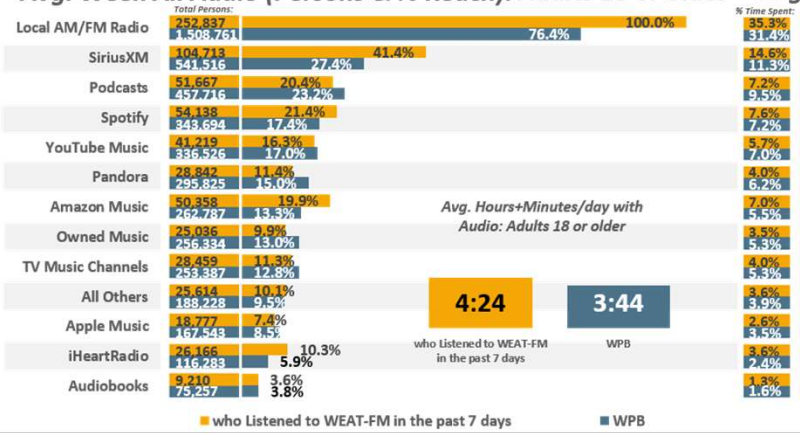
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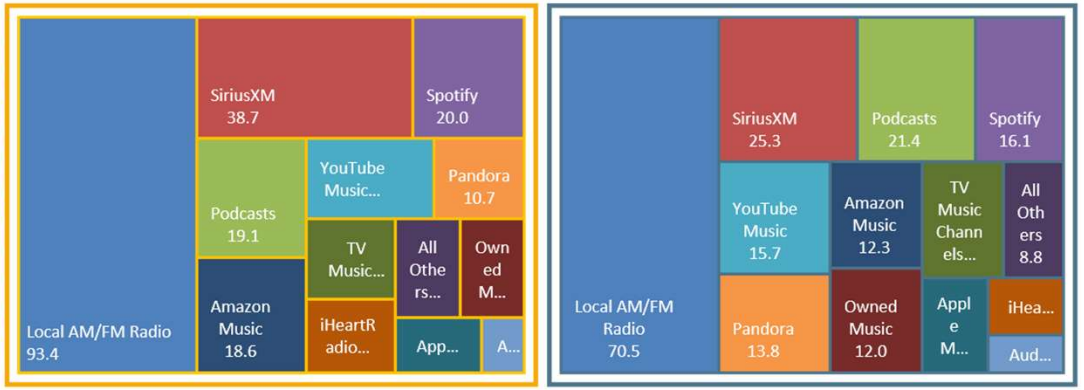
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

252,837 or 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85. minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

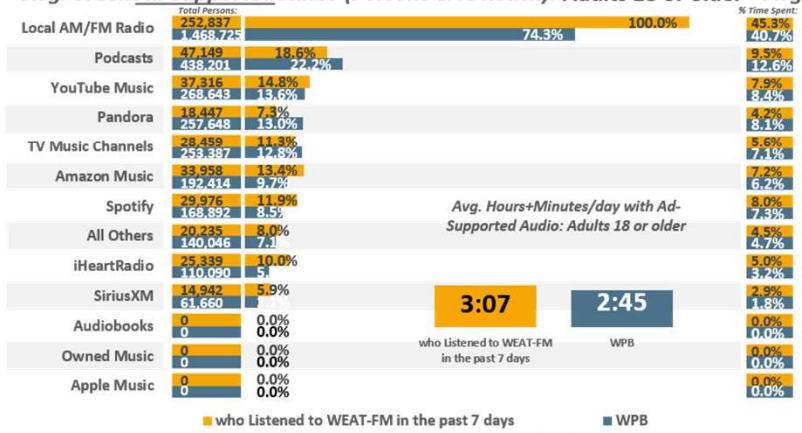
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



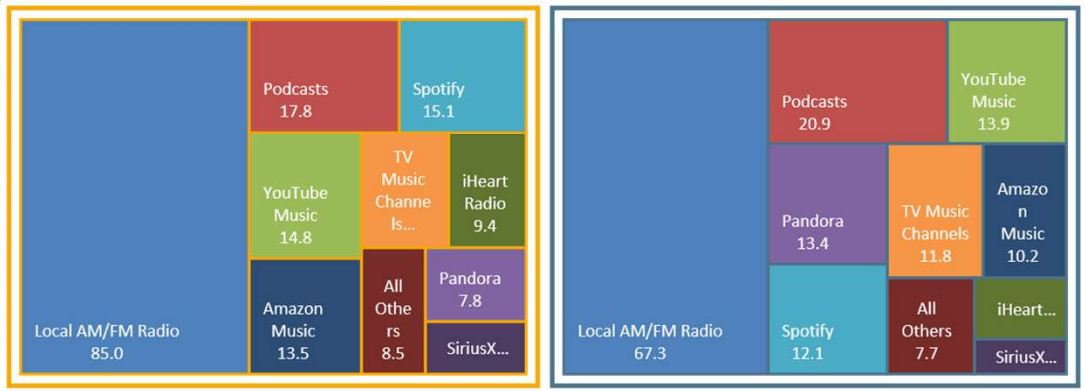
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

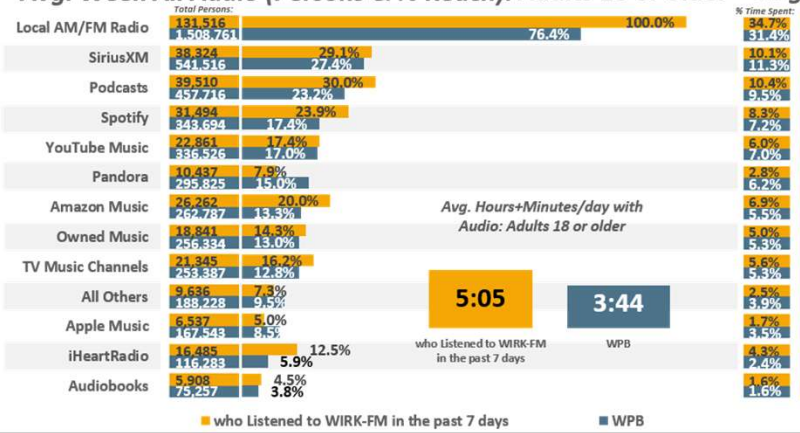
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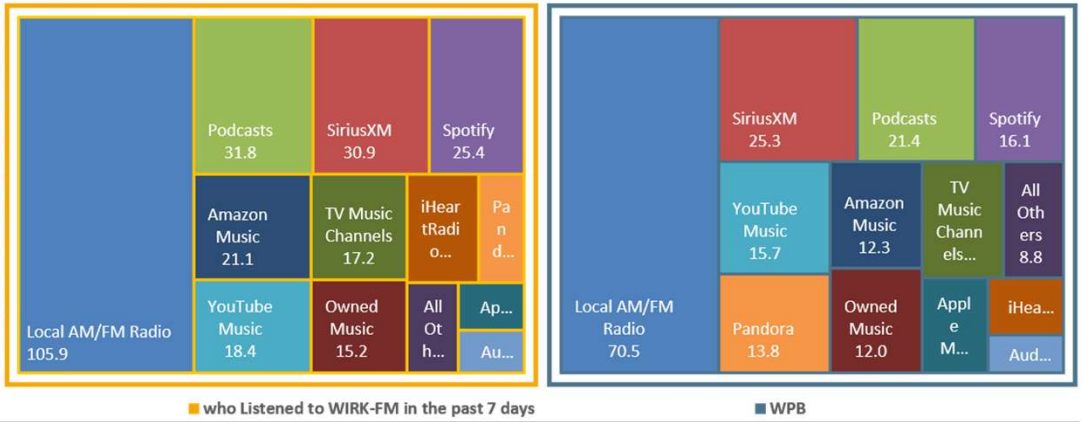
(Radio Stations: WEAT-FM)

131,516 or 100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 101.7 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

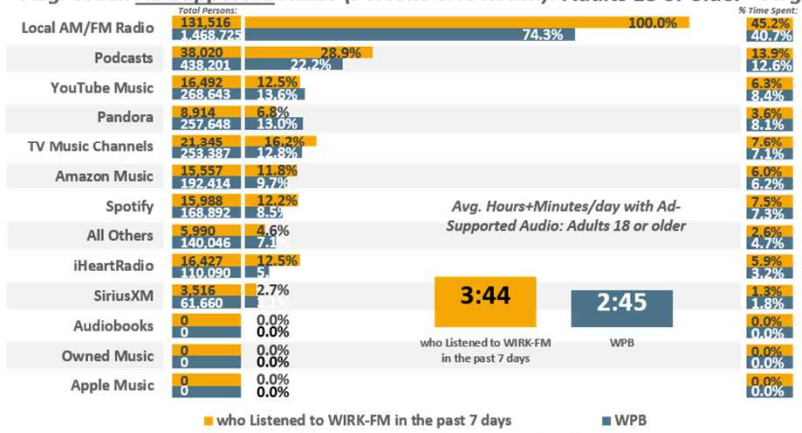
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



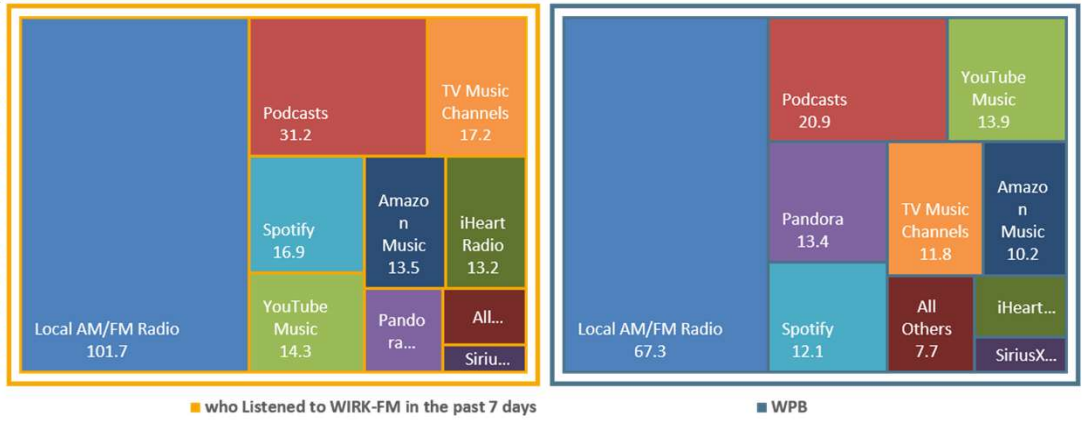
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

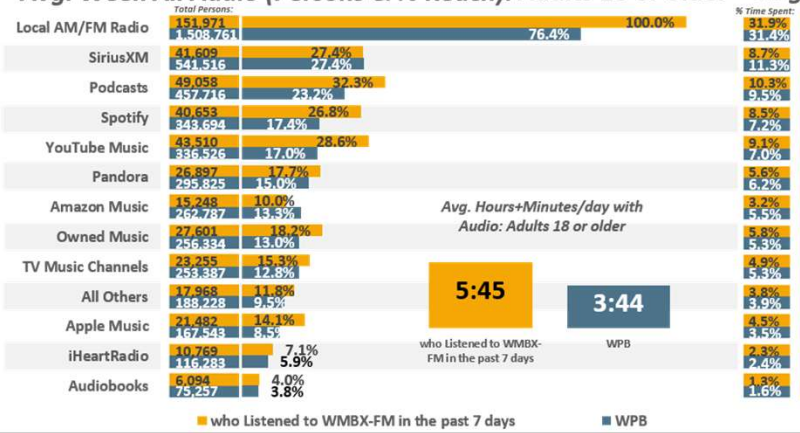
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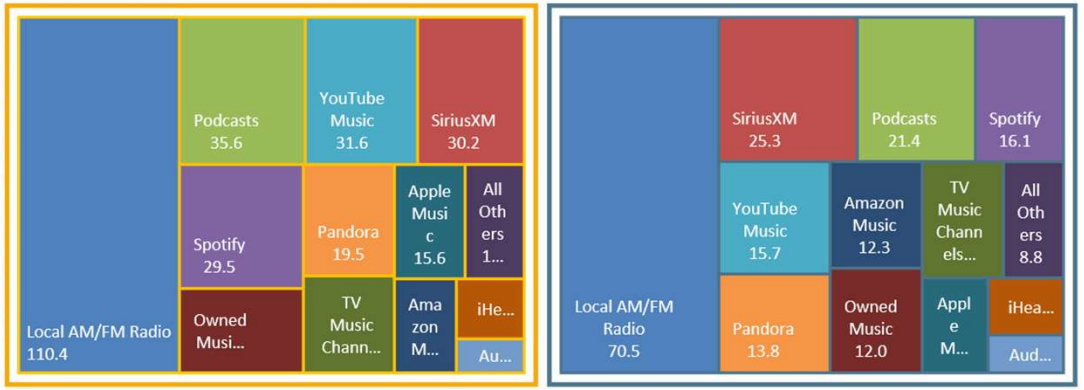
(Radio Stations: WIRK-FM)

151,971 or 100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 103.4 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

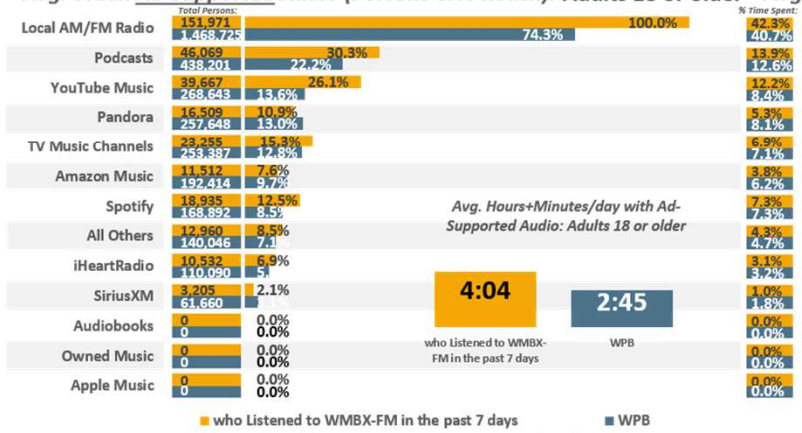
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



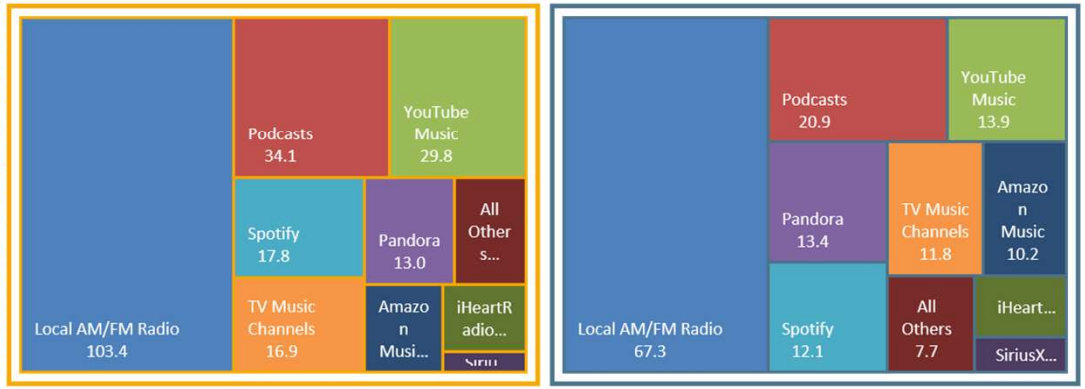
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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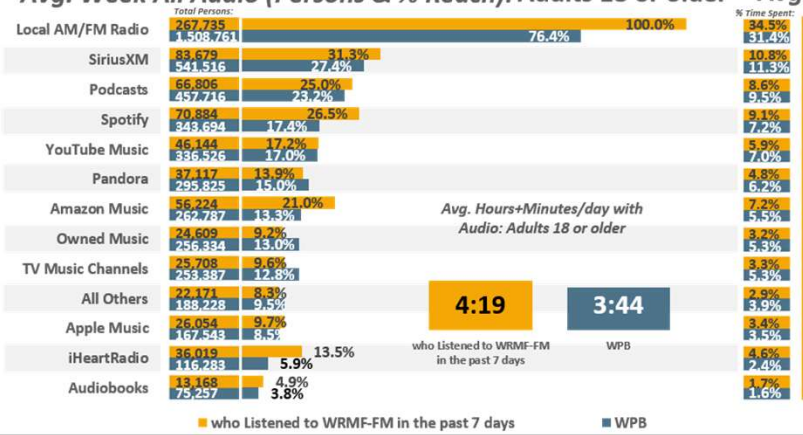
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(Radio Stations: WMBX-FM)

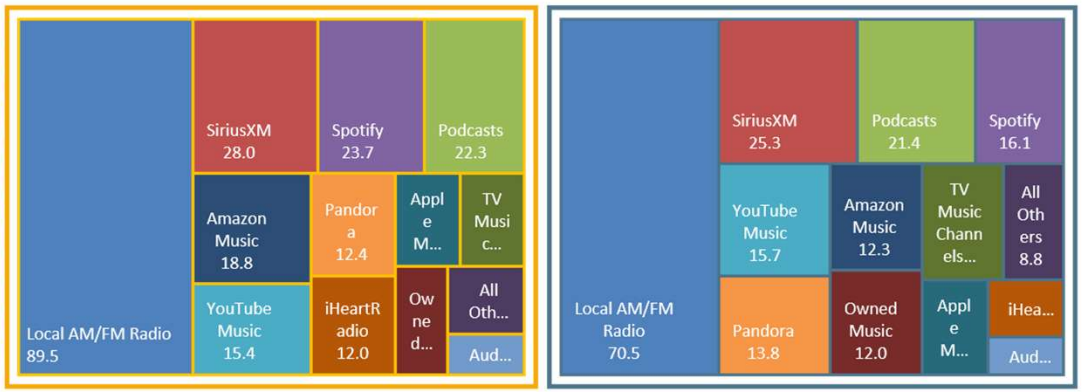
97.9 wrmf
2000's, 10's & today

267,735 or 100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

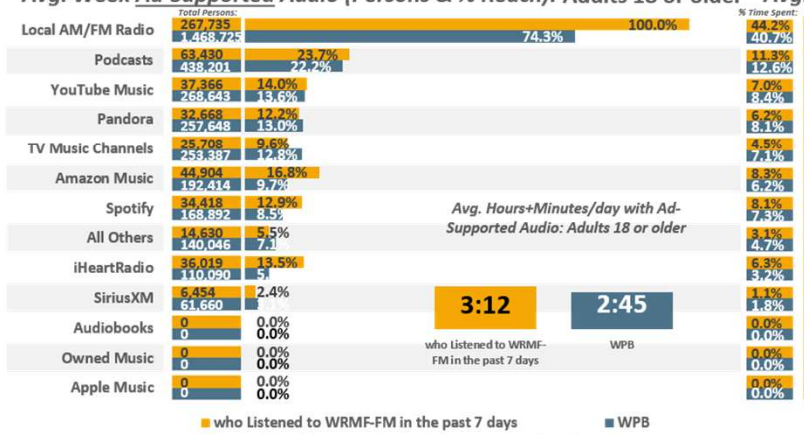
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



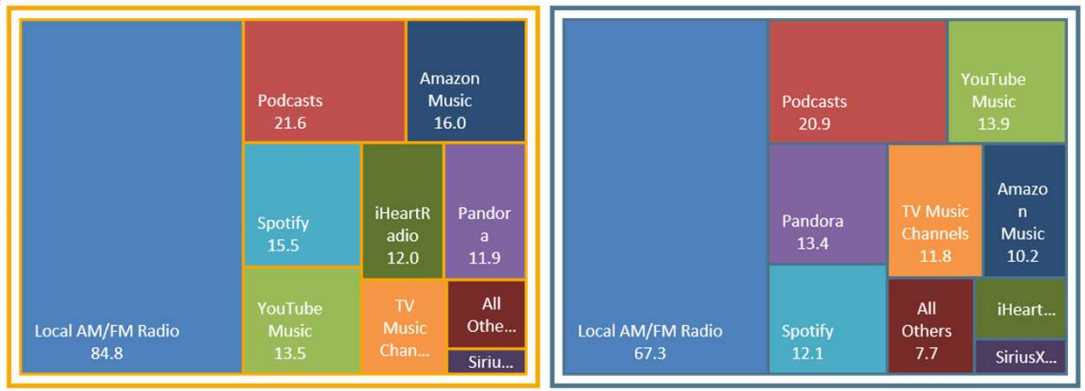
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



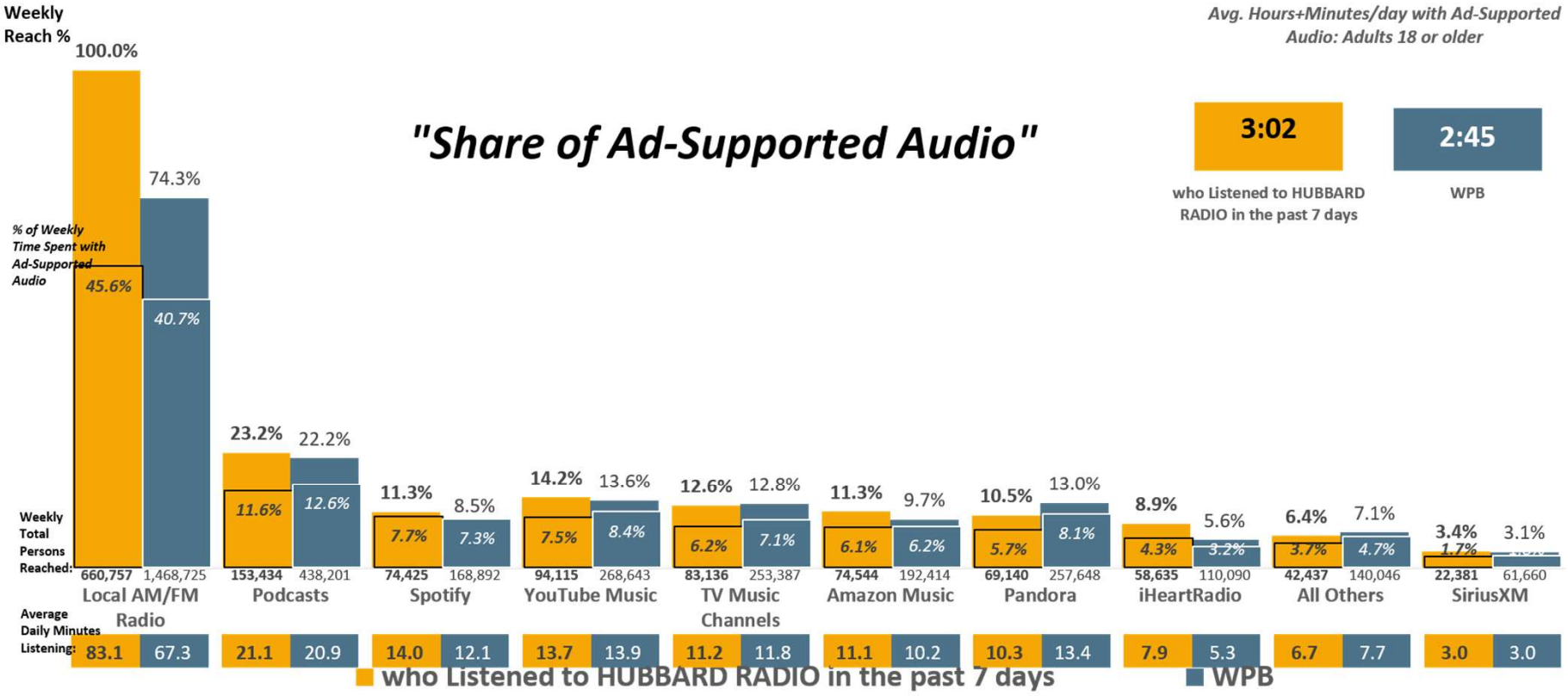
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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(Radio Stations: WRMF-FM)

660,757 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.1 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



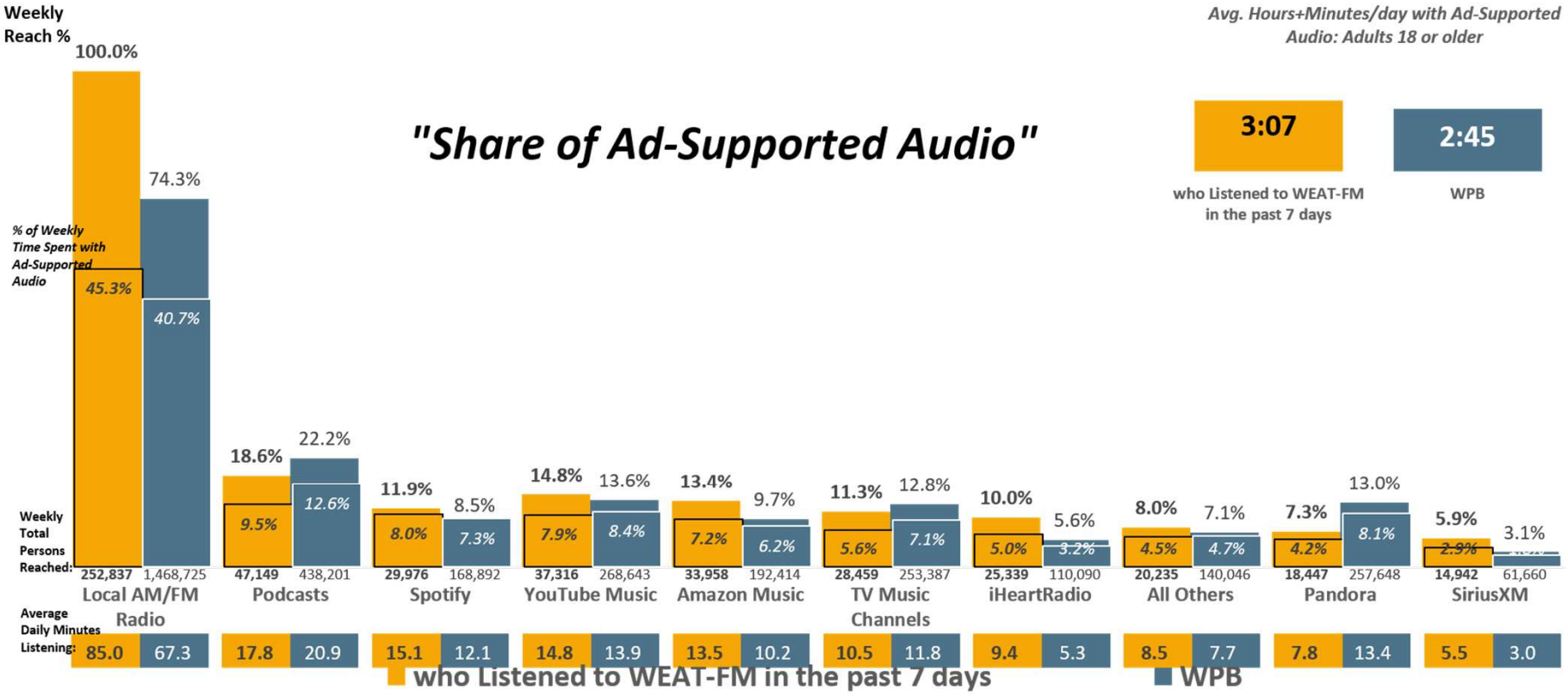
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

252,837 or 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85. minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



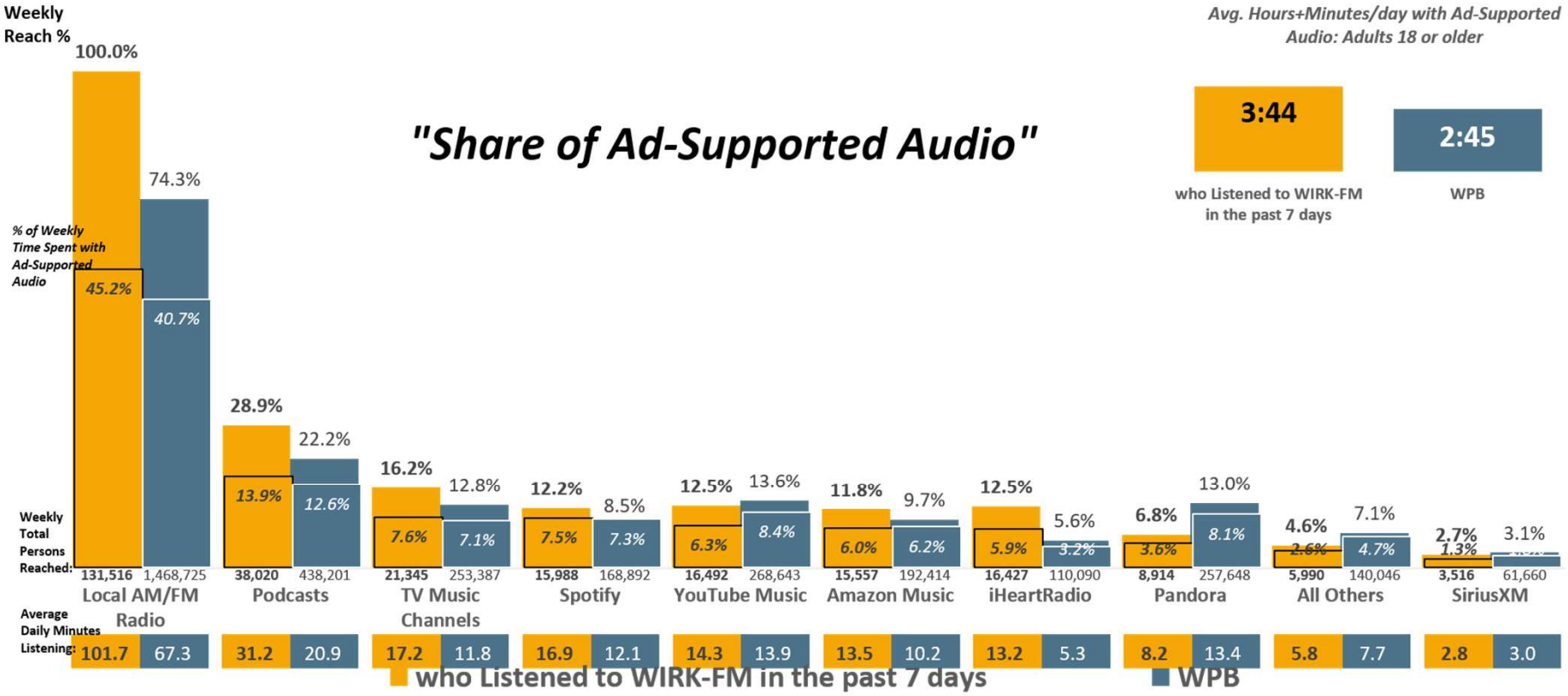
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WEAT-FM)

131,516 or 100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 101.7 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



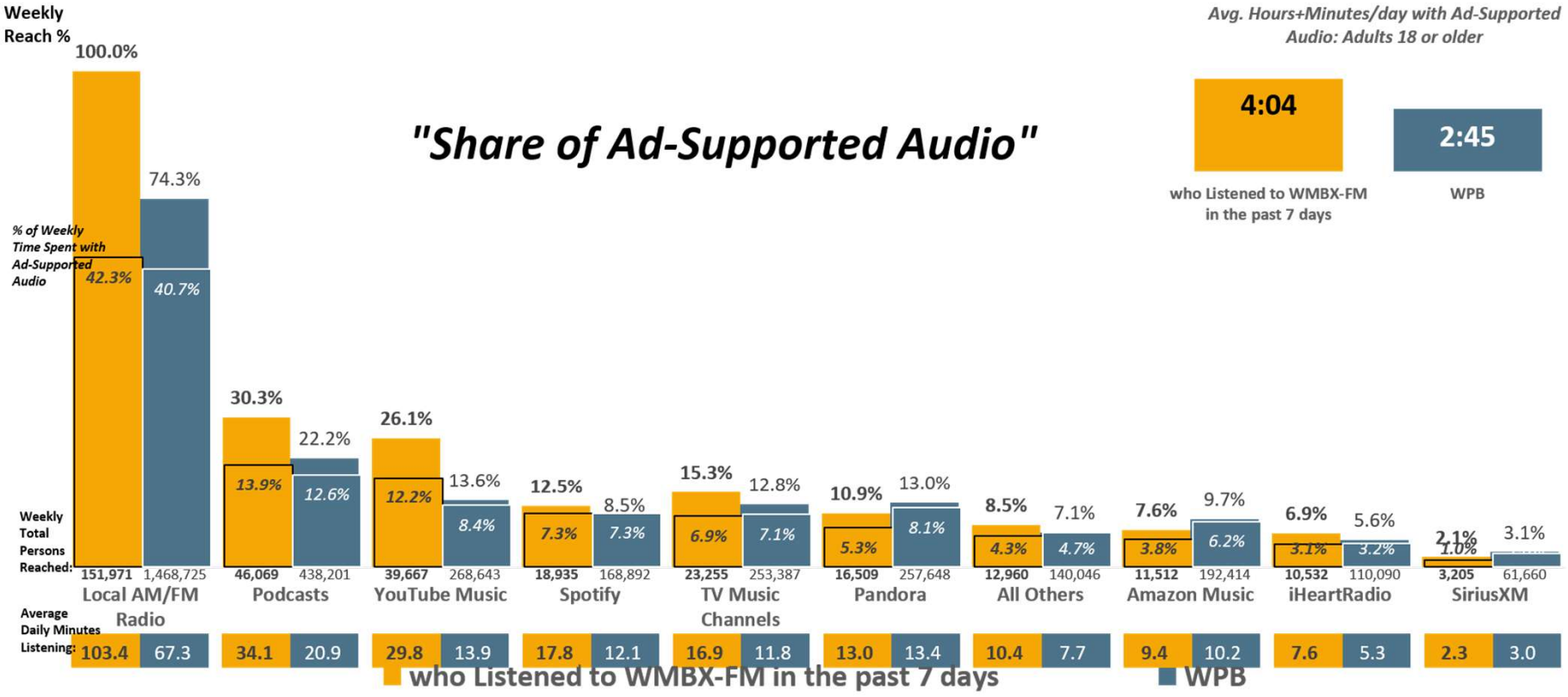
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WIRK-FM)

151,971 or 100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 103.4 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

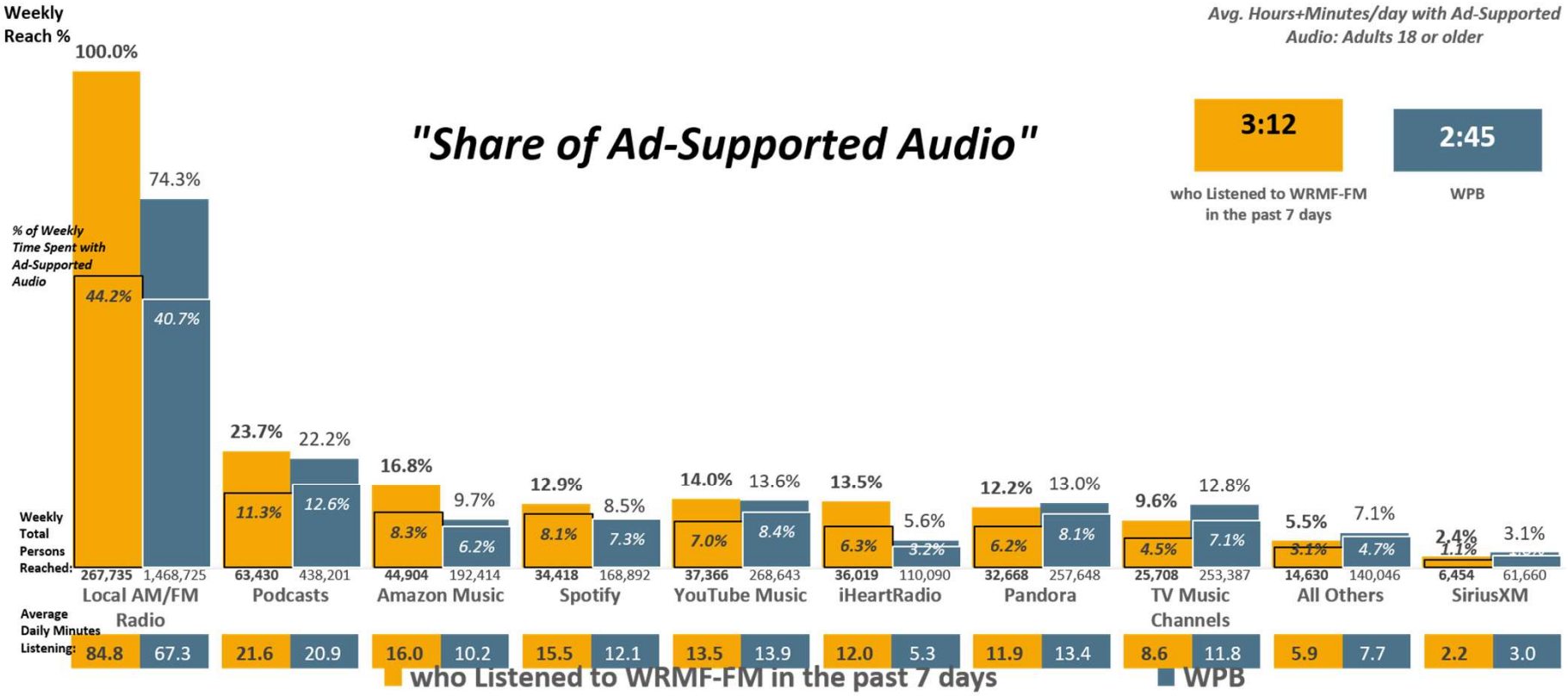
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

267,735 or 100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

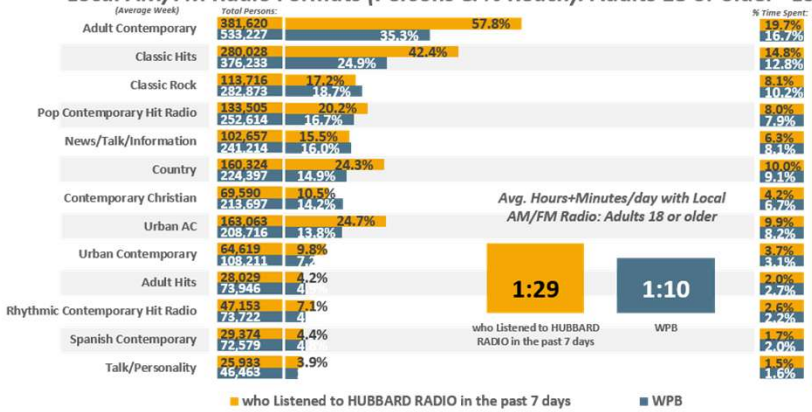
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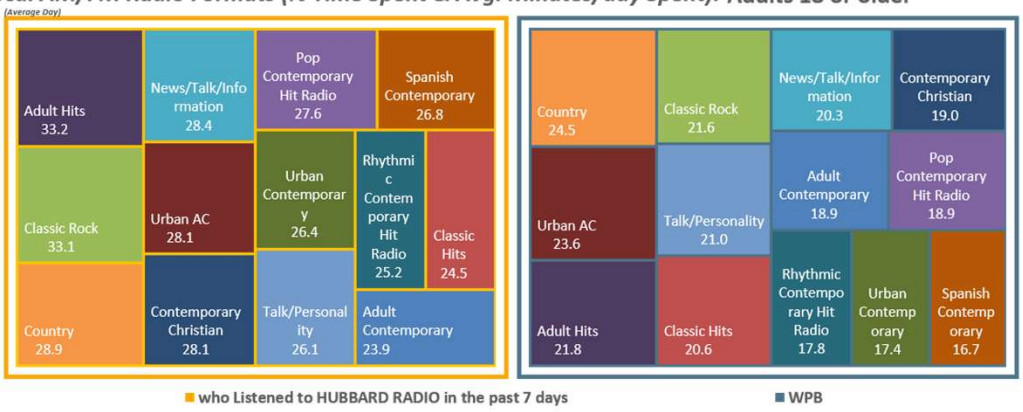
(Radio Stations: WRMF-FM)

660,757 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Country, and Pop Contemporary Hit Radio.

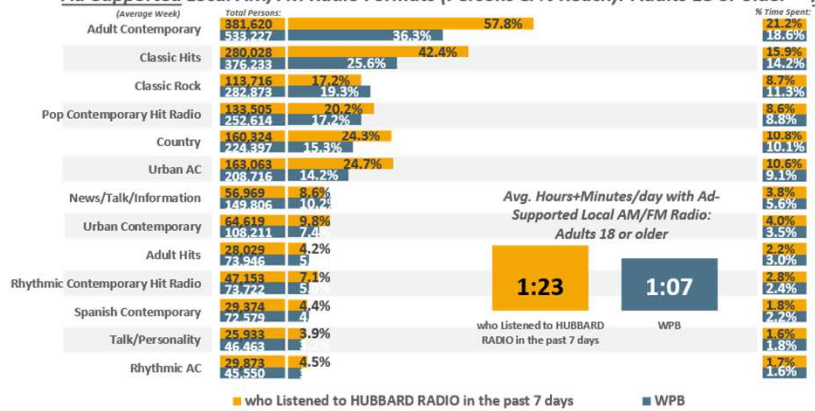
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



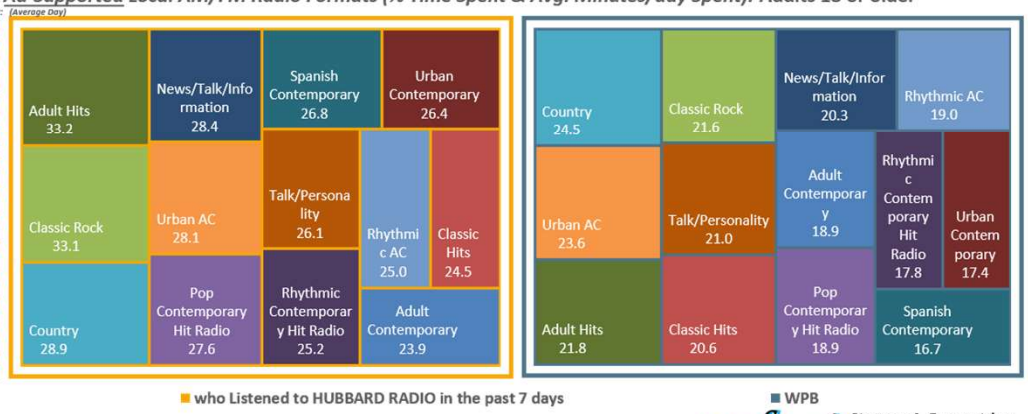
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

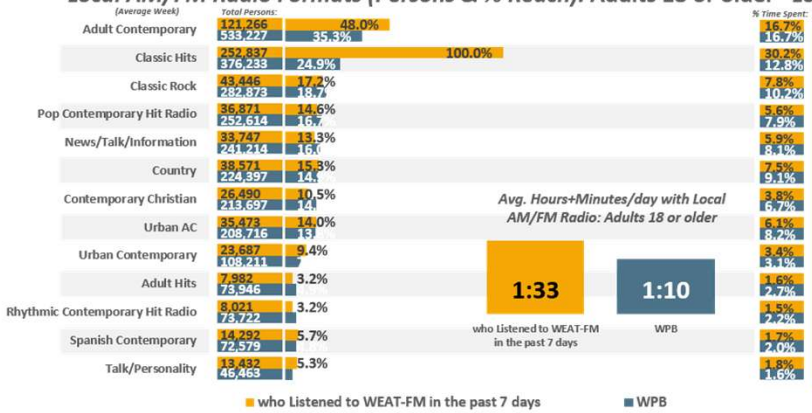
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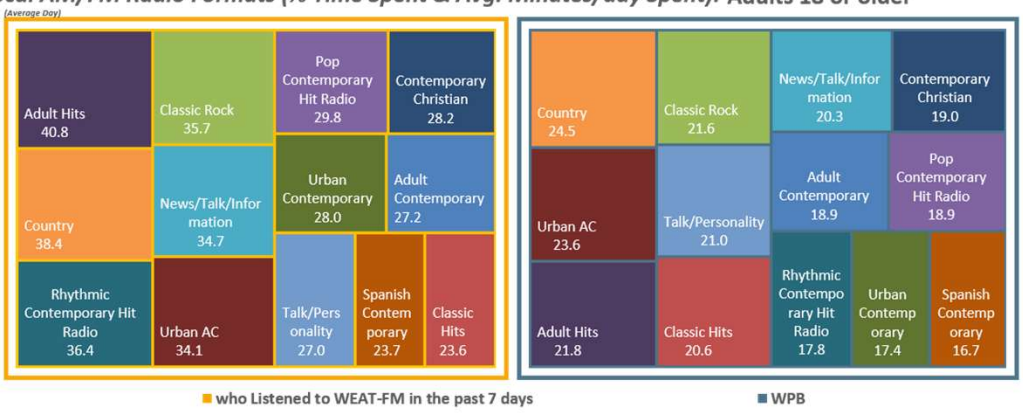
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

252,837 or 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Country, and Pop Contemporary Hit Radio.

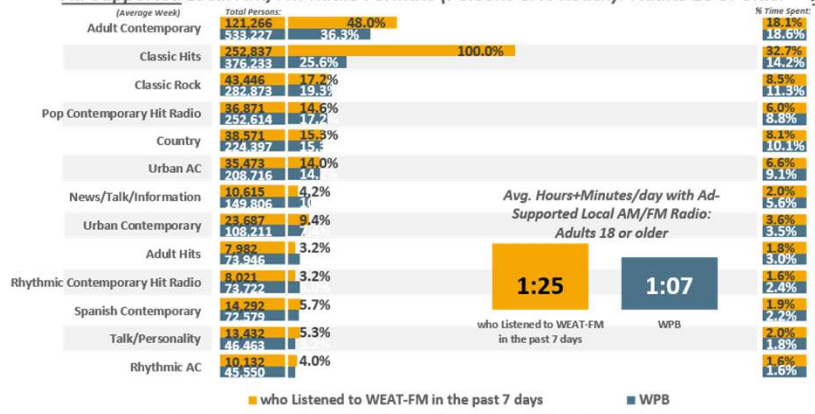
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



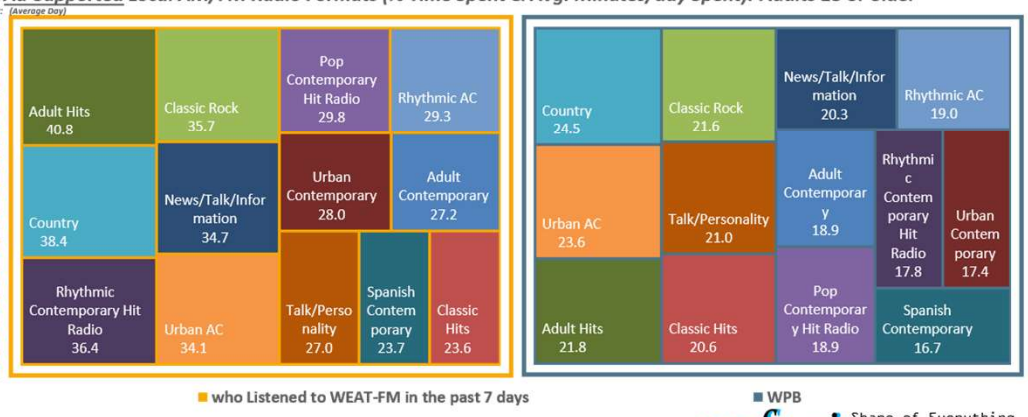
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

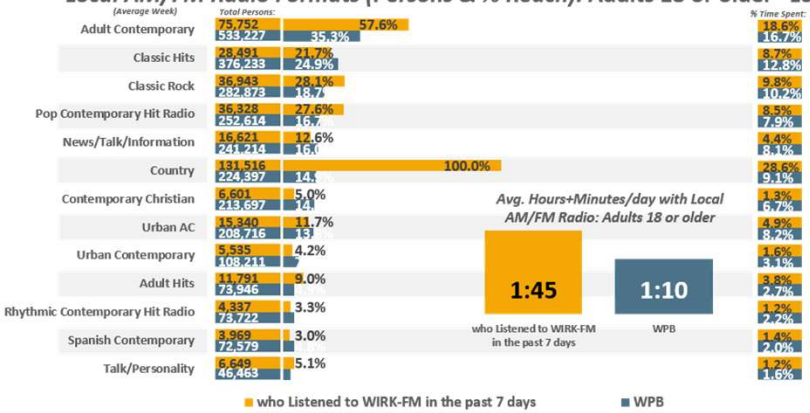
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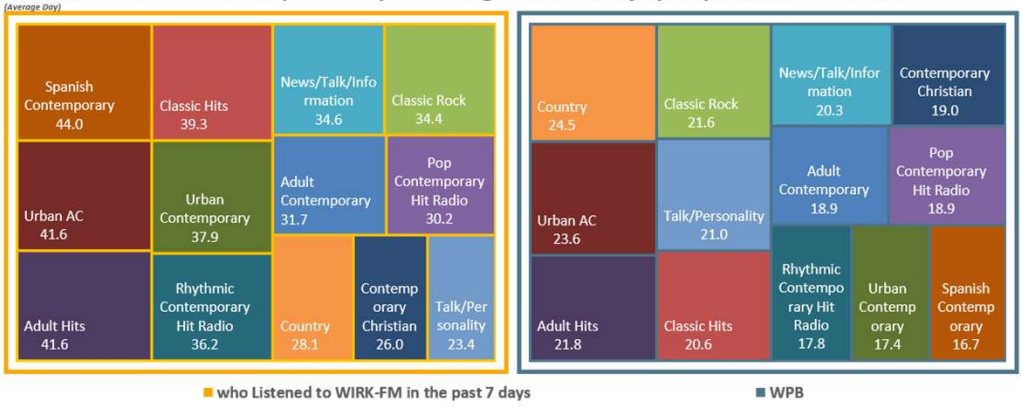
(Radio Stations: WEAT-FM)

131,516 or 100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and Classic Hits.

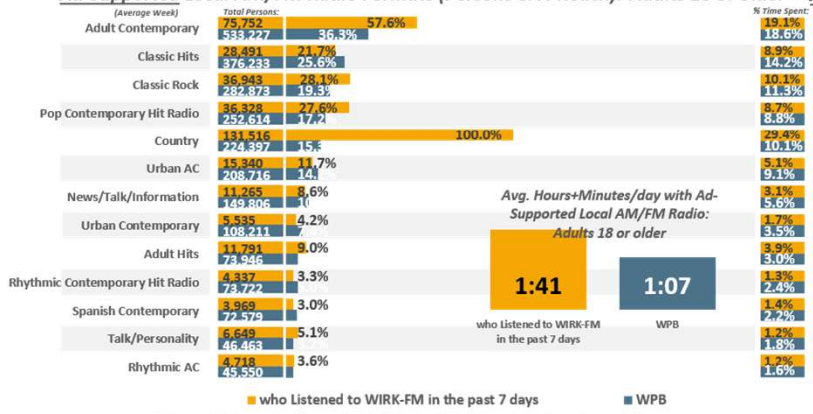
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



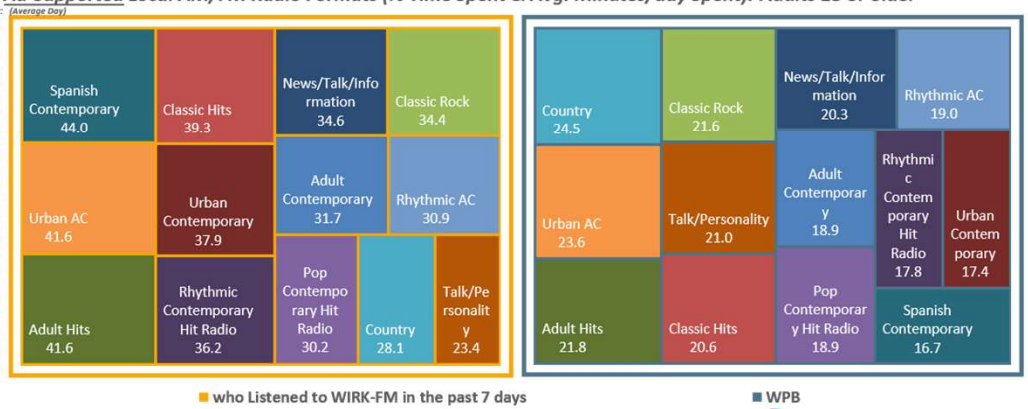
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

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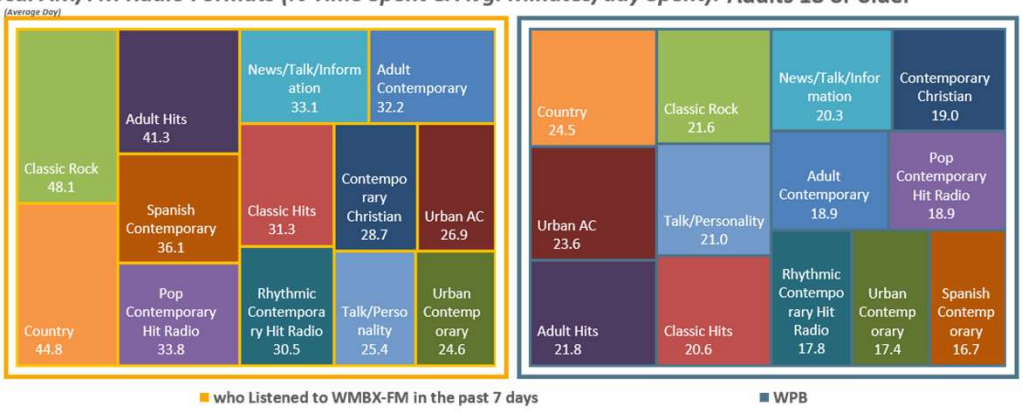
(Radio Stations: WIRK-FM)

151,971 or 100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Classic Hits, Urban Contemporary, and Pop Contemporary Hit Radio.

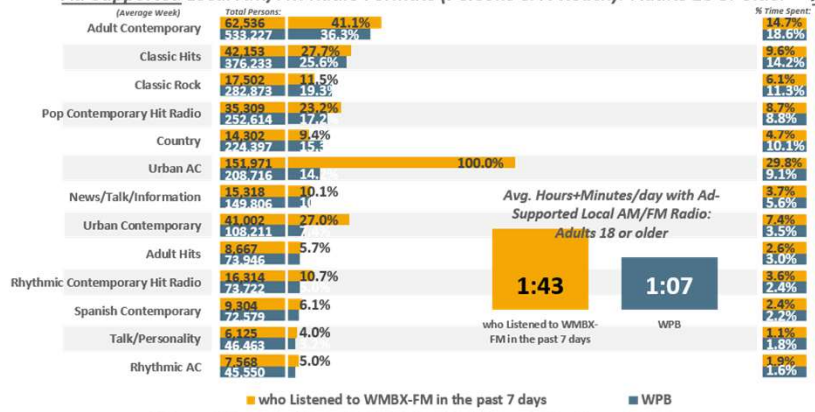
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



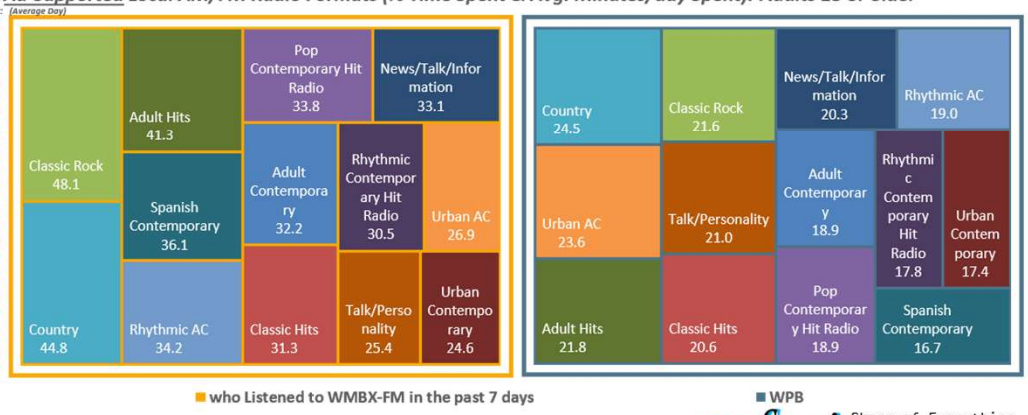
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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(Radio Stations: WMBX-FM)

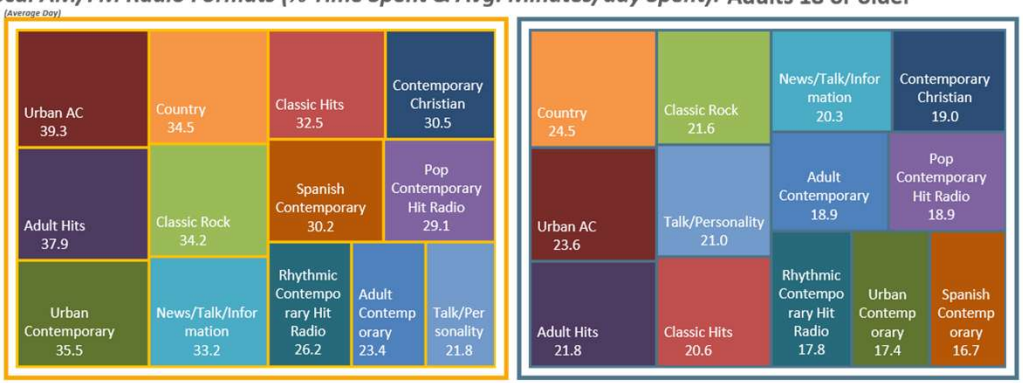
97.9 wrmf
2000's, 10's & today

267,735 or 100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

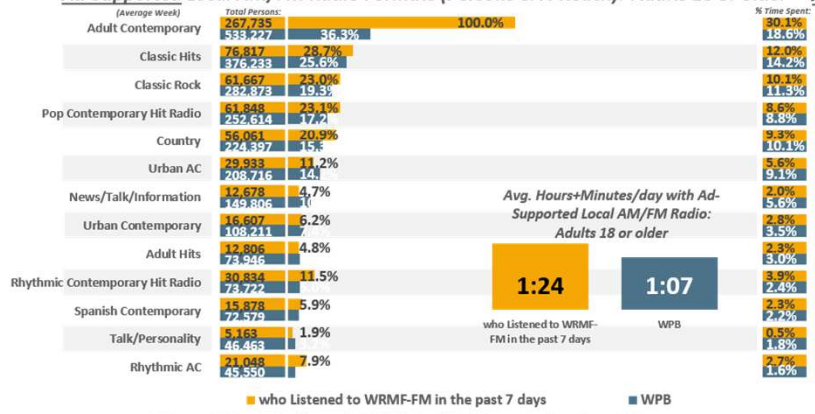
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



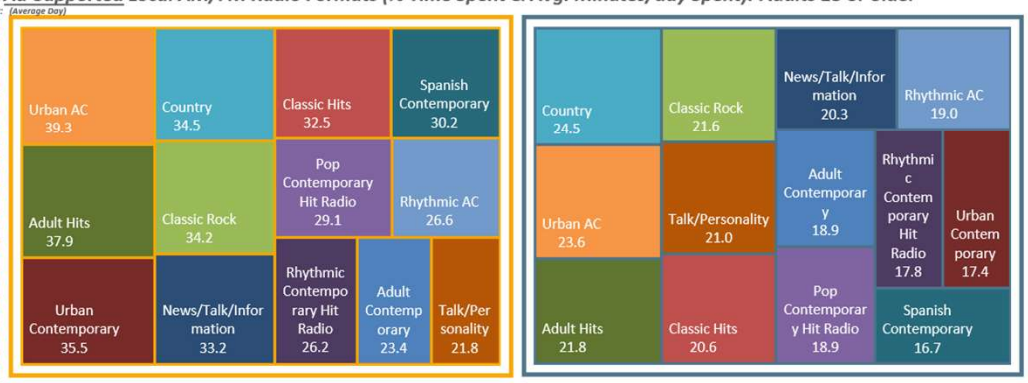
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

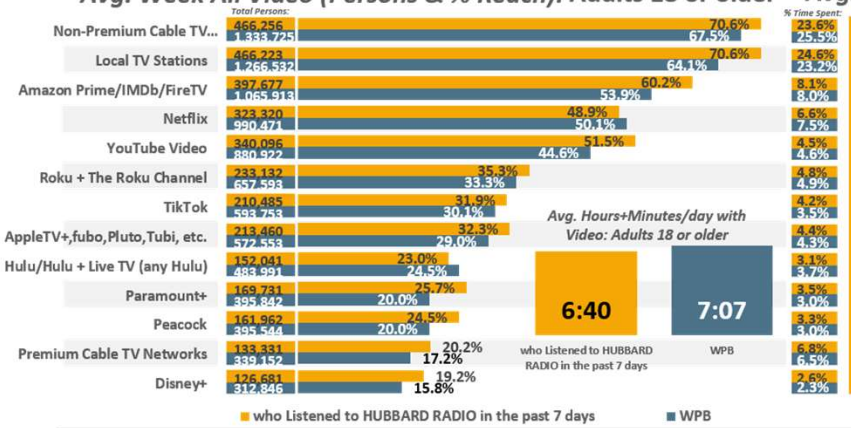
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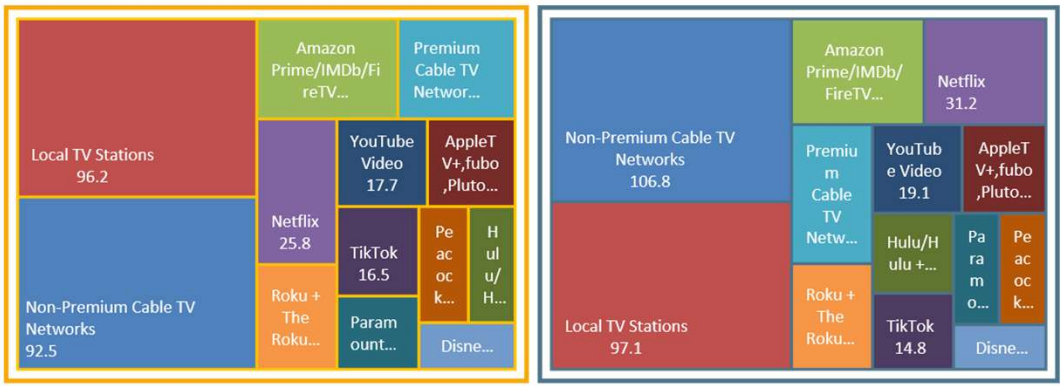
(Radio Stations: WRMF-FM)

456,945 or 69.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.8 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

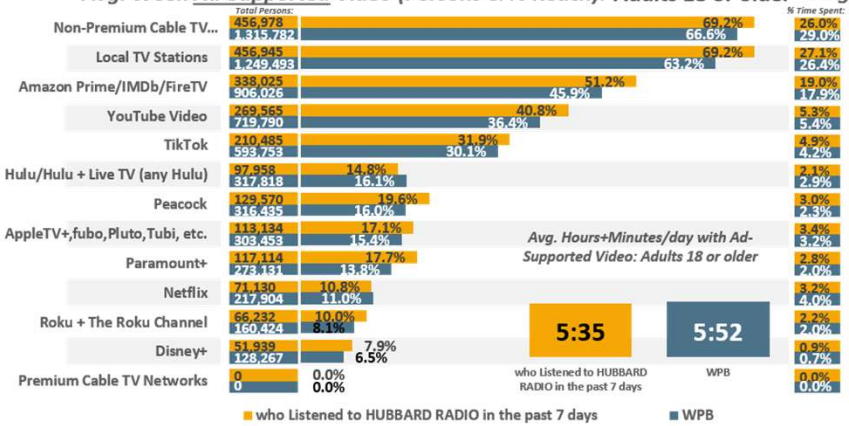
Avg. Week All Video (Persons & % Reach): Adults 18 or older



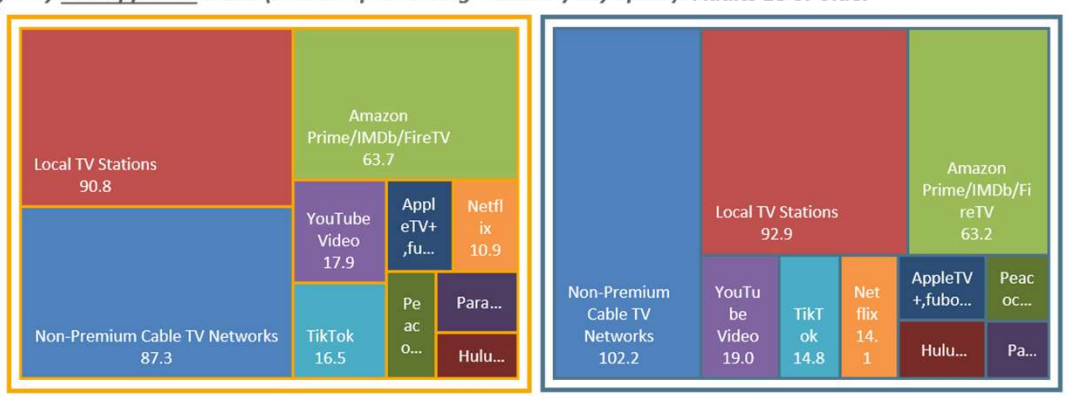
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

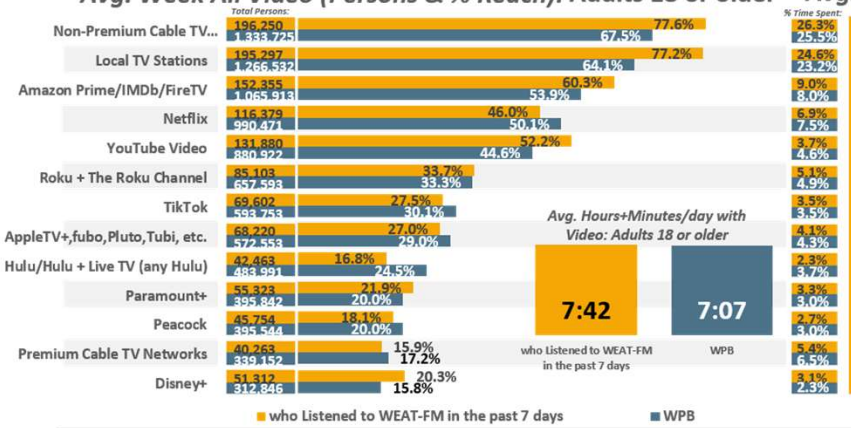
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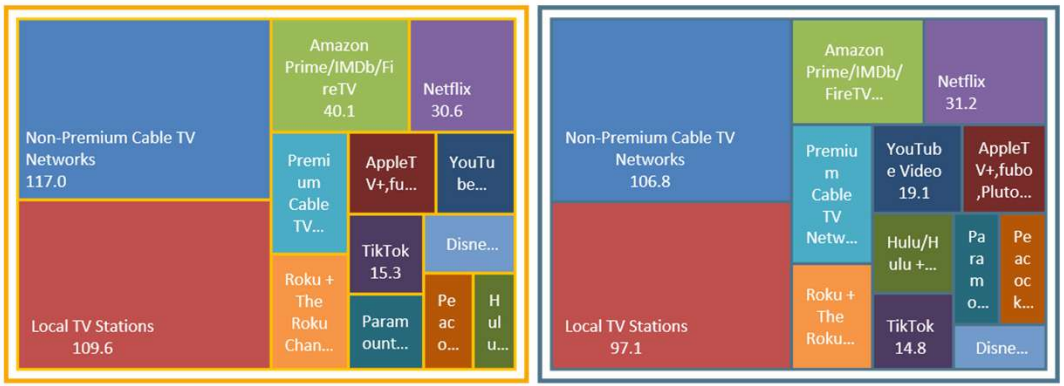
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

190,334 or 75.3% of Adults 18 or older who Listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.3 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

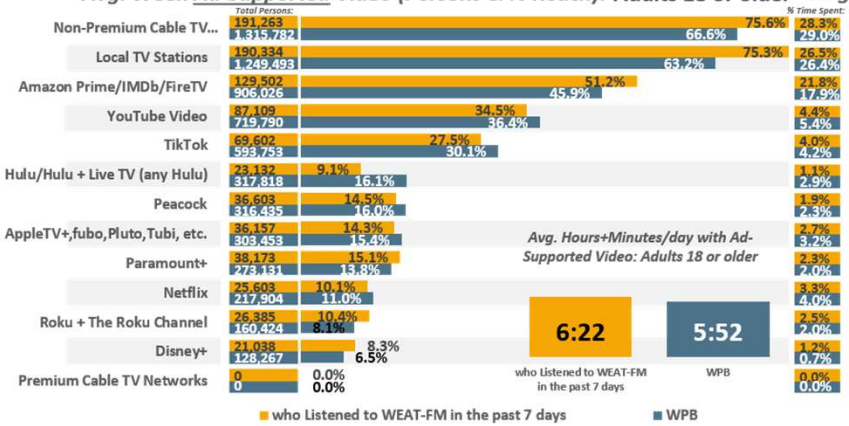
Avg. Week All Video (Persons & % Reach): Adults 18 or older



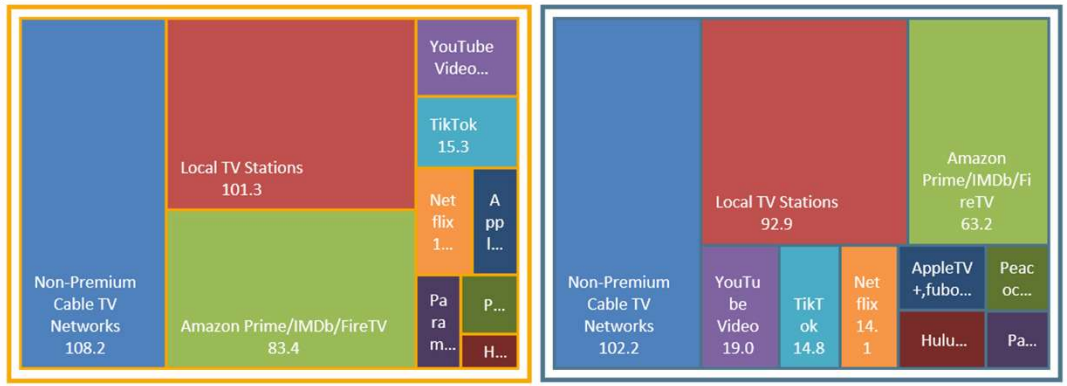
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

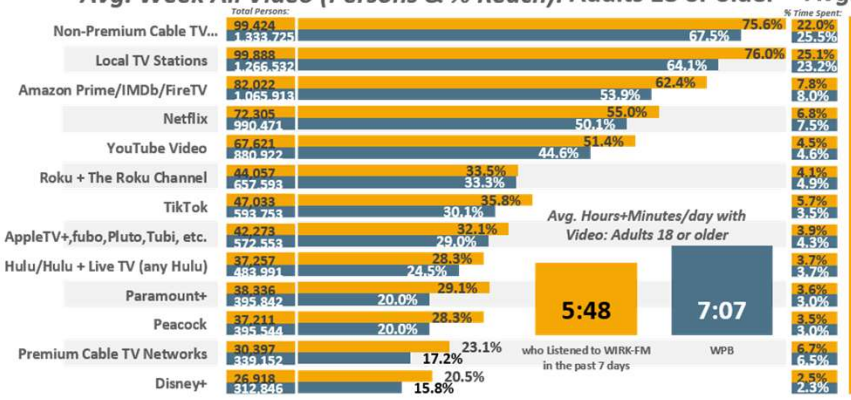
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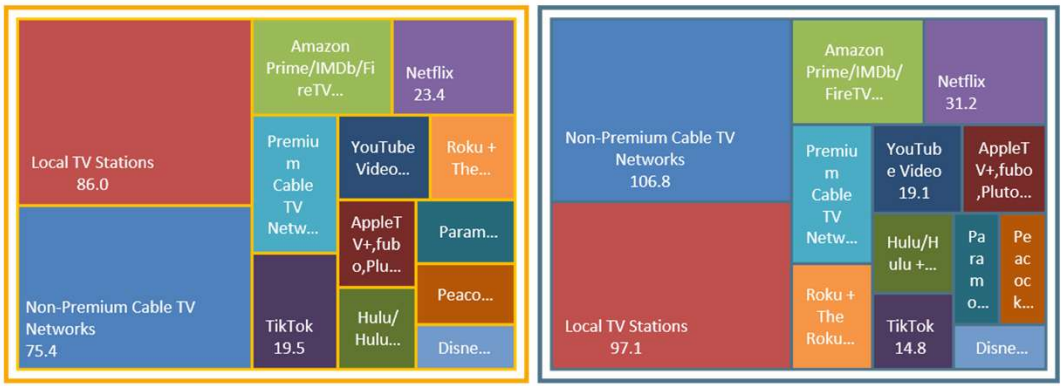
(Radio Stations: WEAT-FM)

98,761 or 75.1% of Adults 18 or older who Listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

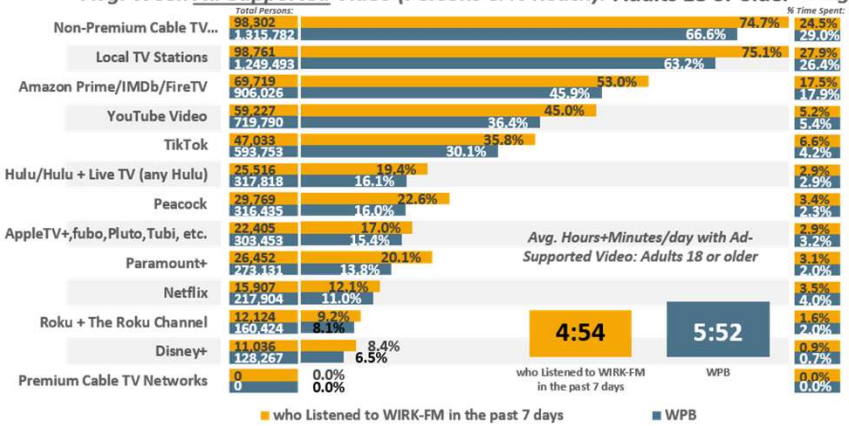
Avg. Week All Video (Persons & % Reach): Adults 18 or older



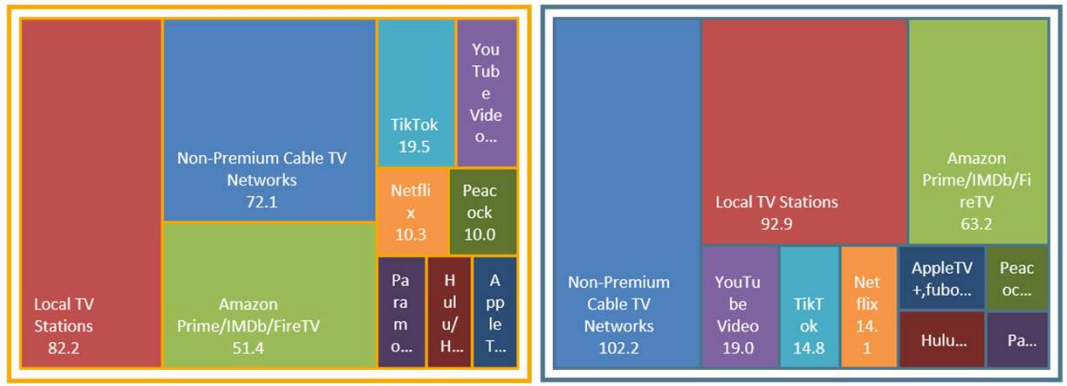
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

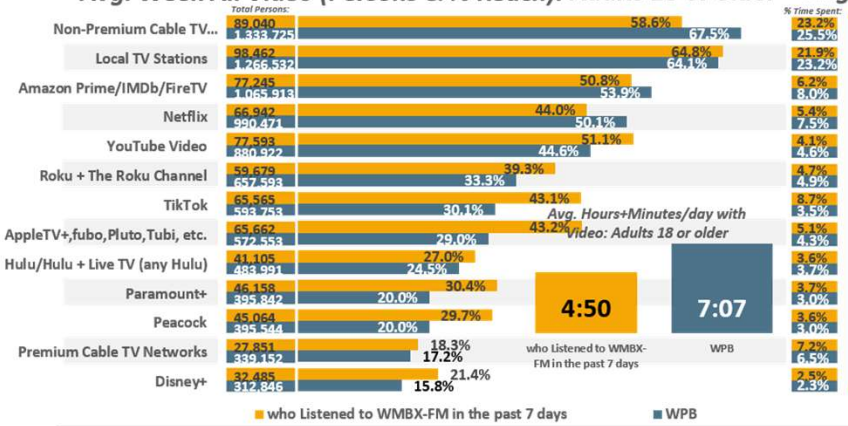
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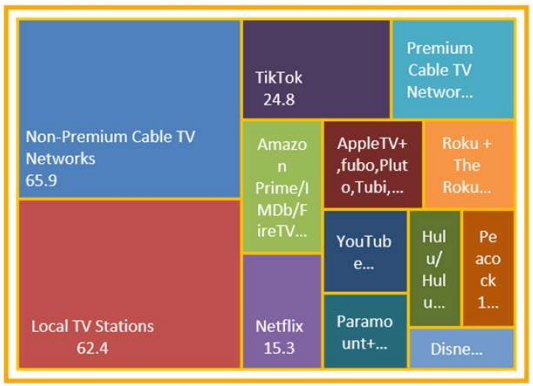
(Radio Stations: WIRK-FM)

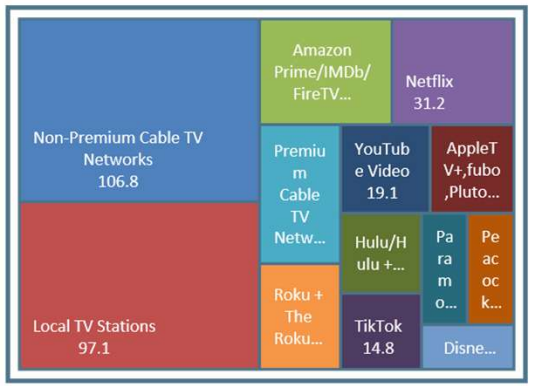
96,240 or 63.3% of Adults 18 or older who Listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

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

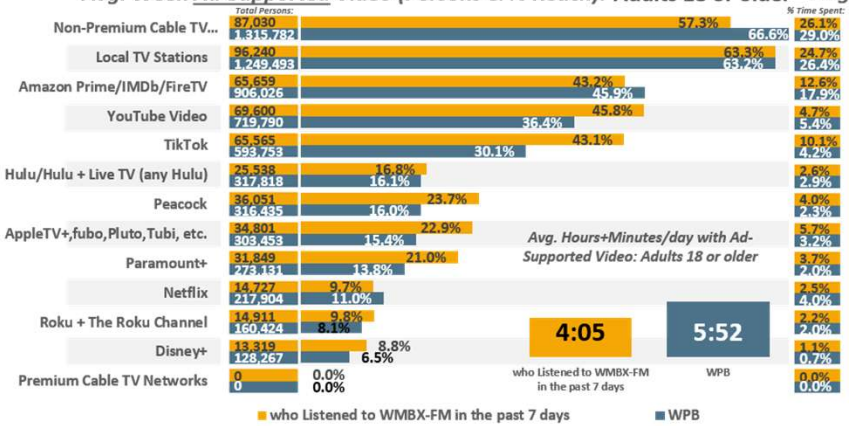


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

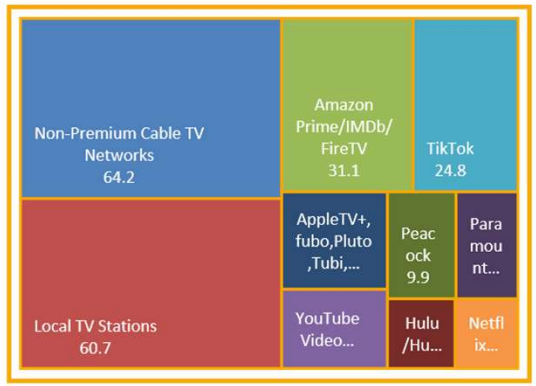


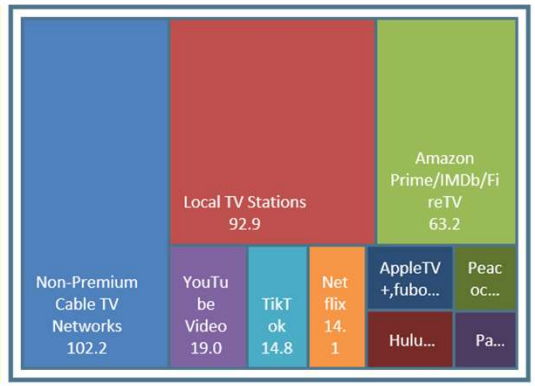


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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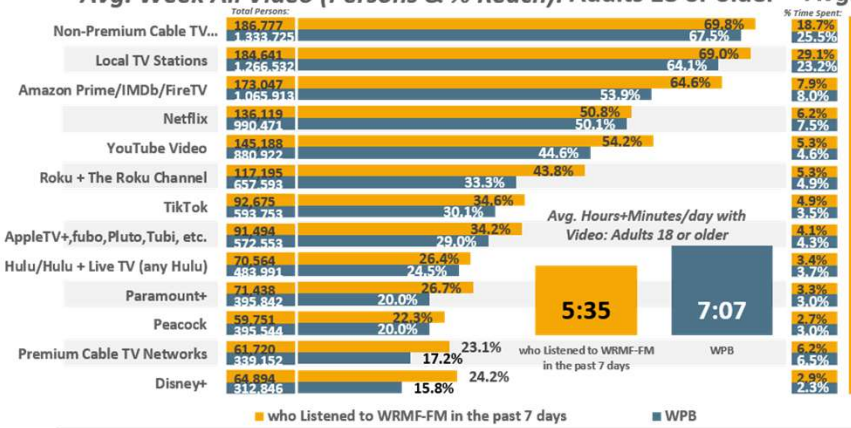
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(Radio Stations: WMBX-FM)

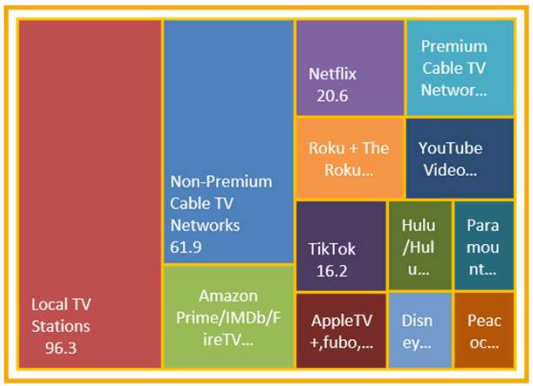
97.9 wrmf
2000's, 10's & today

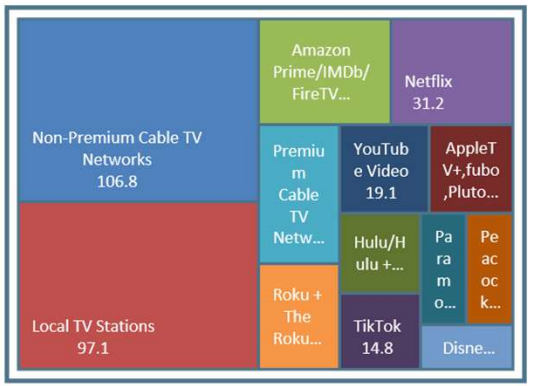
181,268 or 67.7% of Adults 18 or older who Listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

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



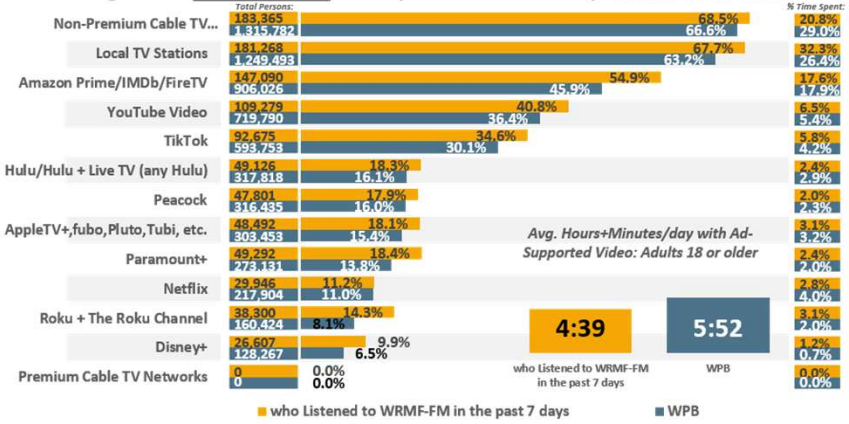
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



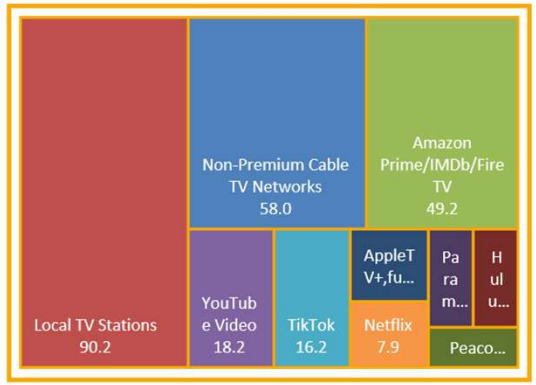


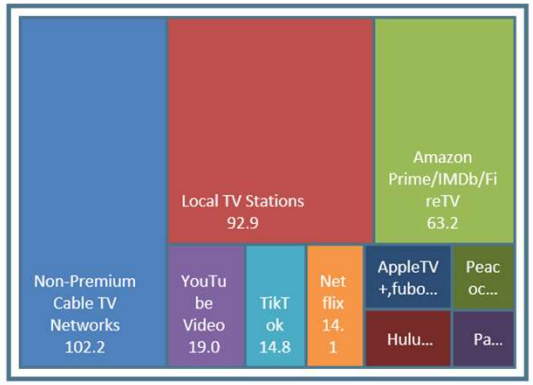
who Listened to WRMF-FM in the past 7 days ■ WPB

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



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





who Listened to WRMF-FM in the past 7 days ■ WPB

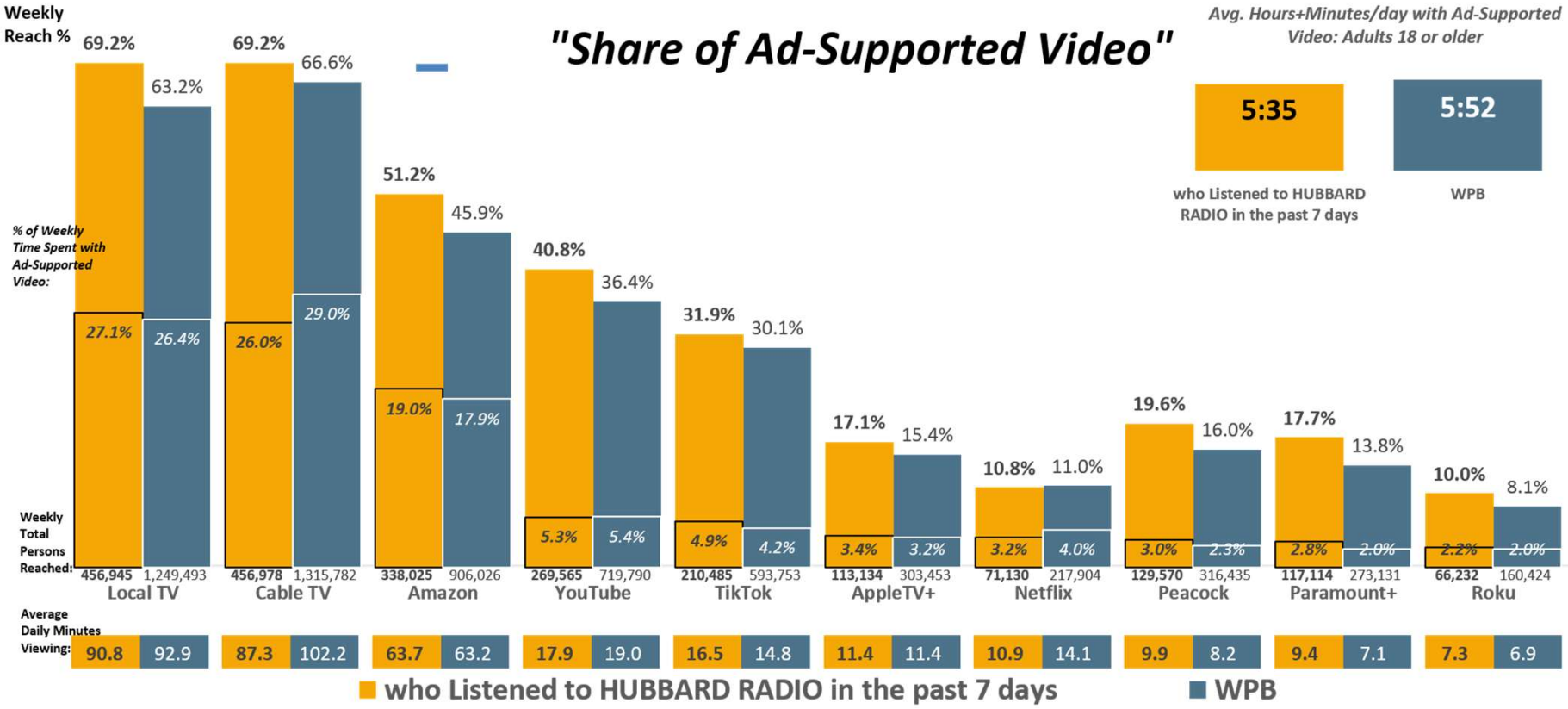
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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(Radio Stations: WRMF-FM)

456,945 or 69.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.8 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.



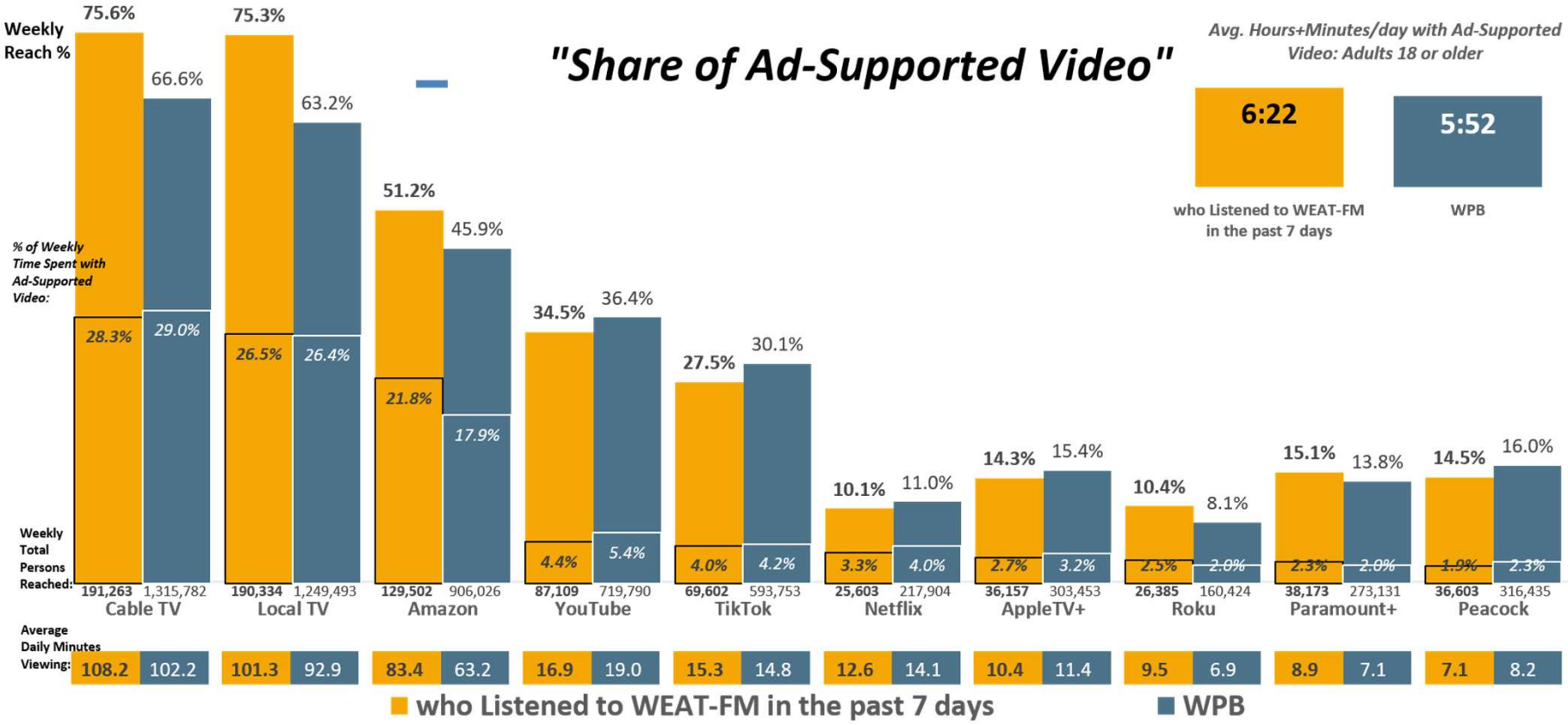
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

190,334 or 75.3% of Adults 18 or older who Listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.3 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.



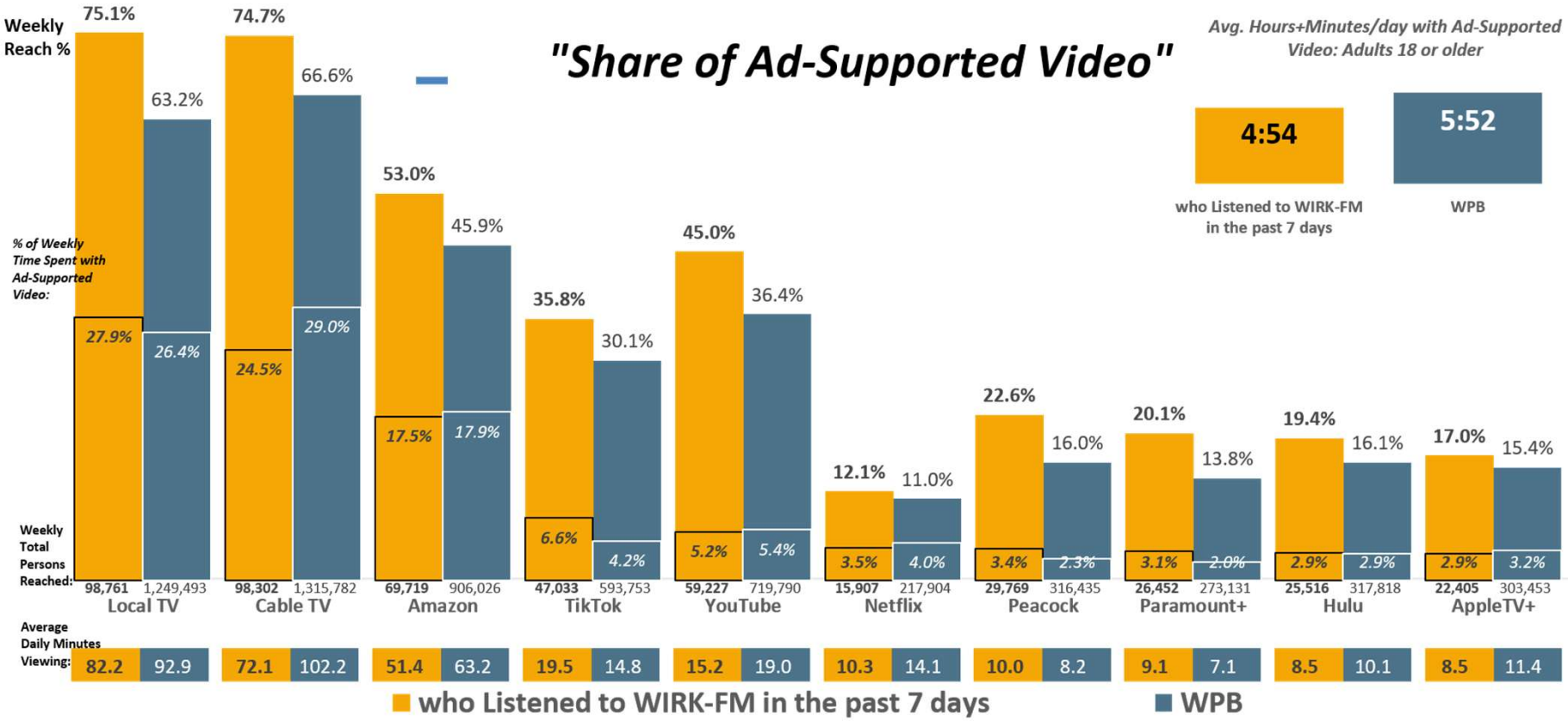
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WEAT-FM)

98,761 or 75.1% of Adults 18 or older who Listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.



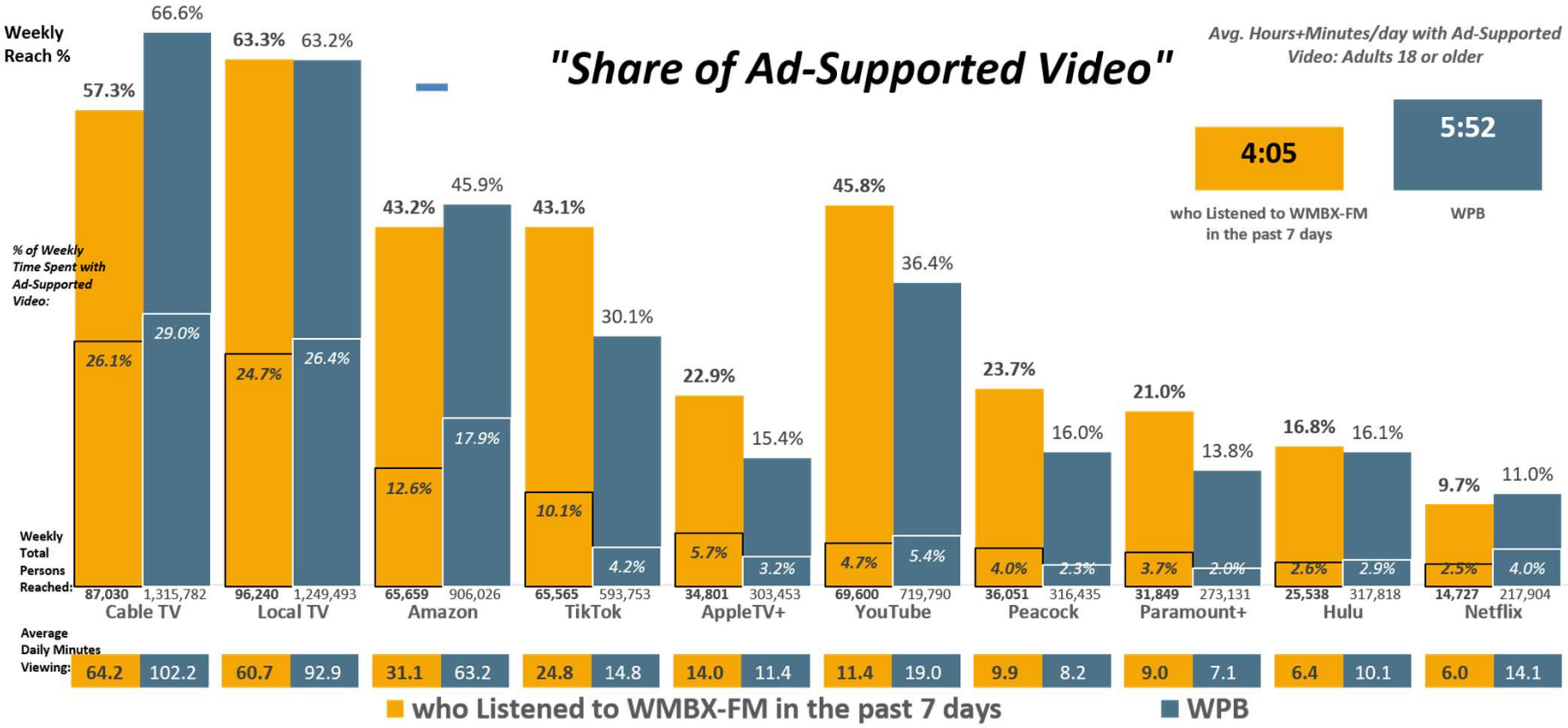
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WIRK-FM)

96,240 or 63.3% of Adults 18 or older who Listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

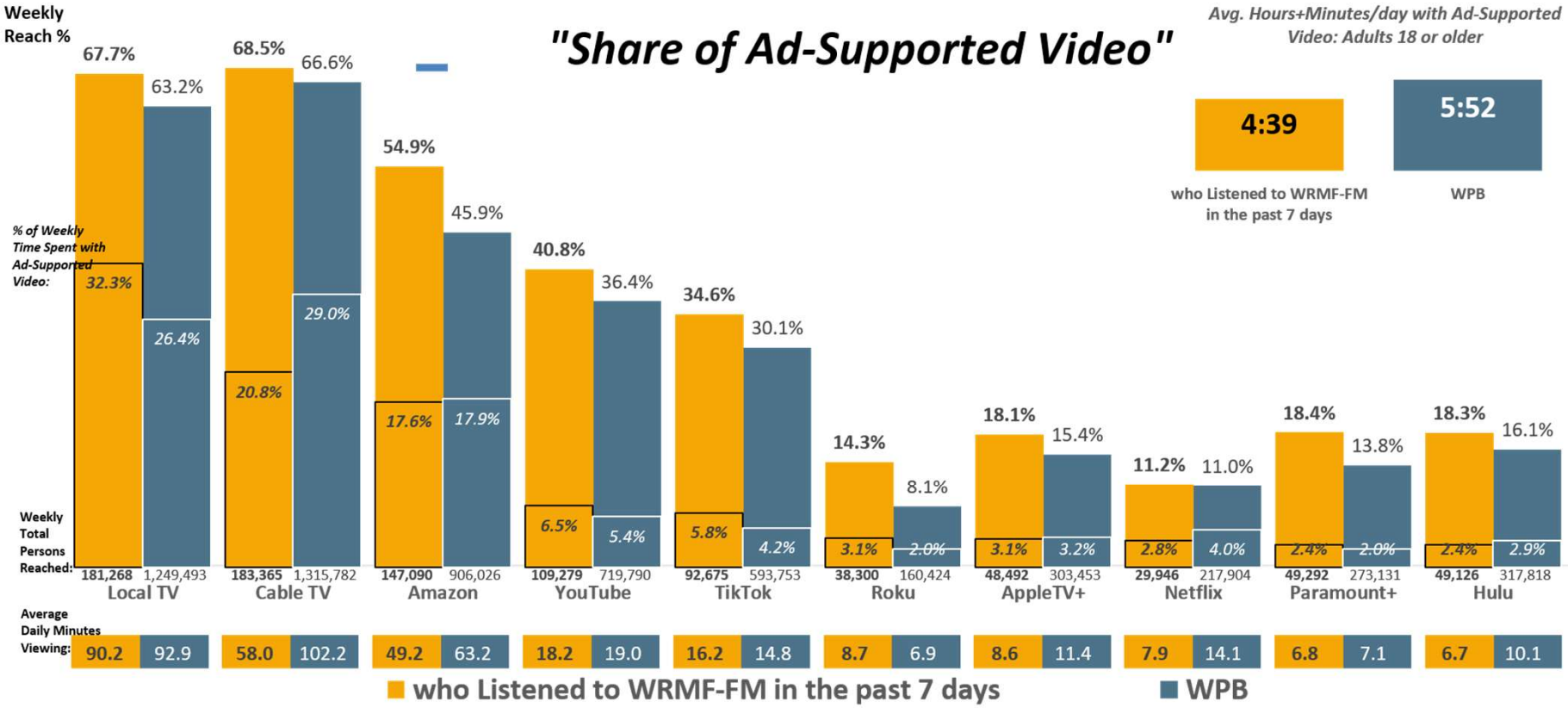
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

181,268 or 67.7% of Adults 18 or older who Listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

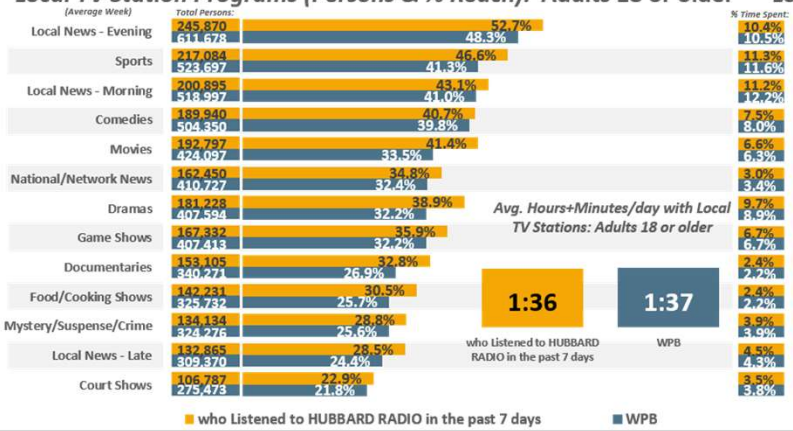
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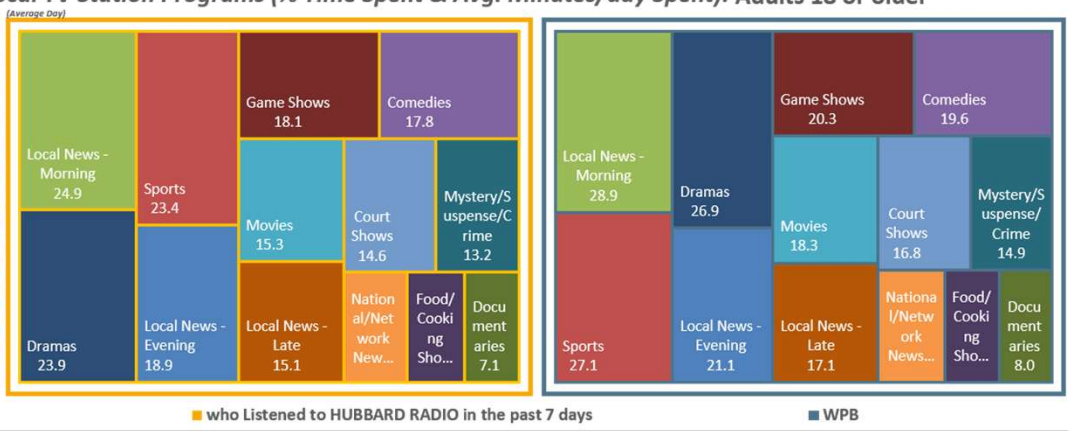
(Radio Stations: WRMF-FM)

456,945 or 69.2% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Dramas, and Comedies.

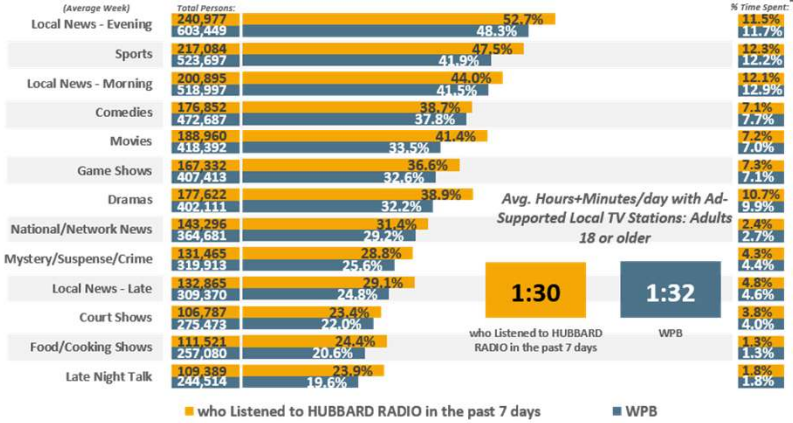
Local TV Station Programs (Persons & % Reach): Adults 18 or older



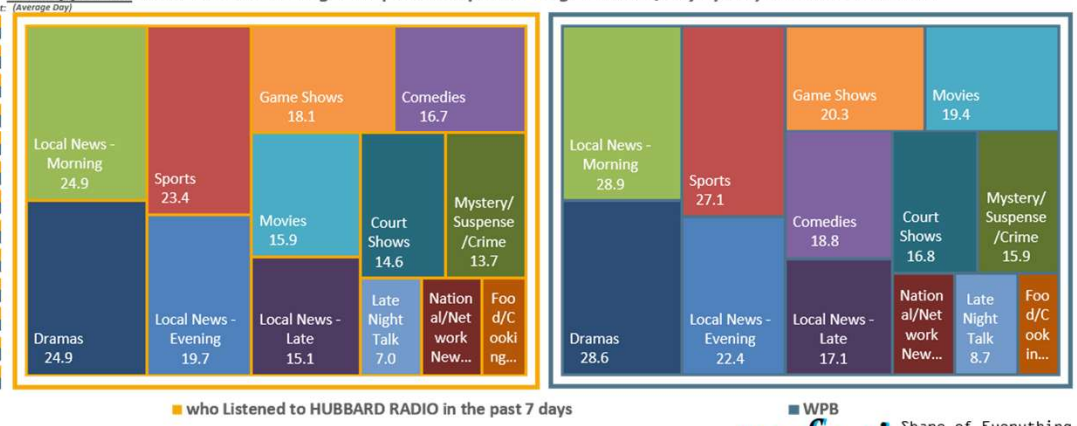
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

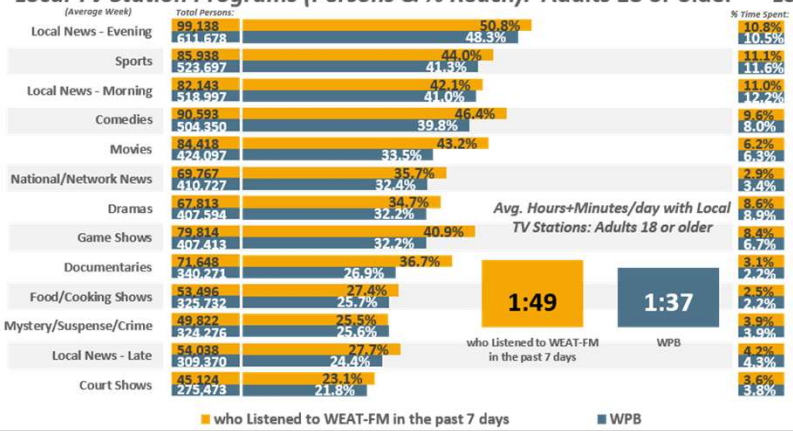
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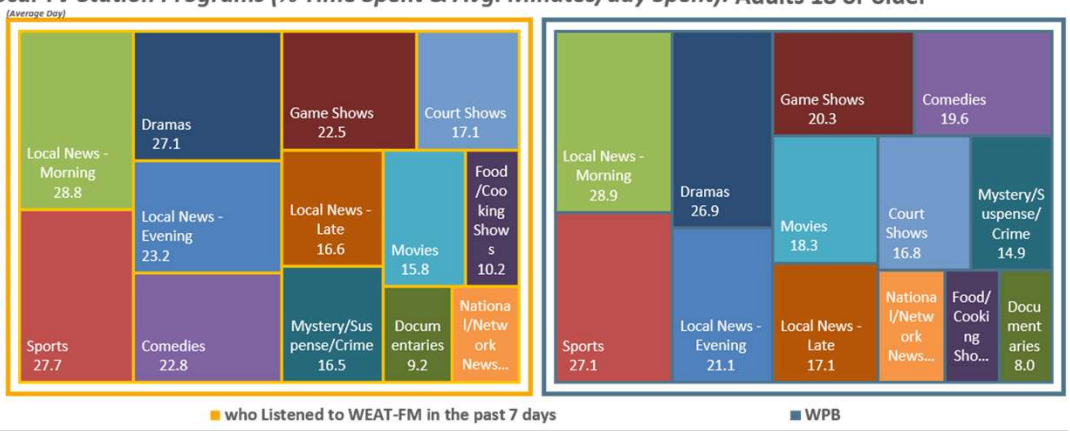
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

190,334 or 75.3% of Adults 18 or older who Listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Movies, Local News - Morning, and Game Shows.

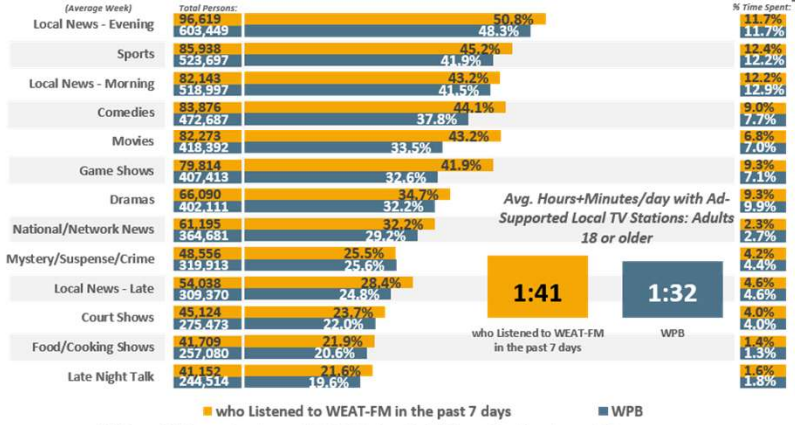
Local TV Station Programs (Persons & % Reach): Adults 18 or older



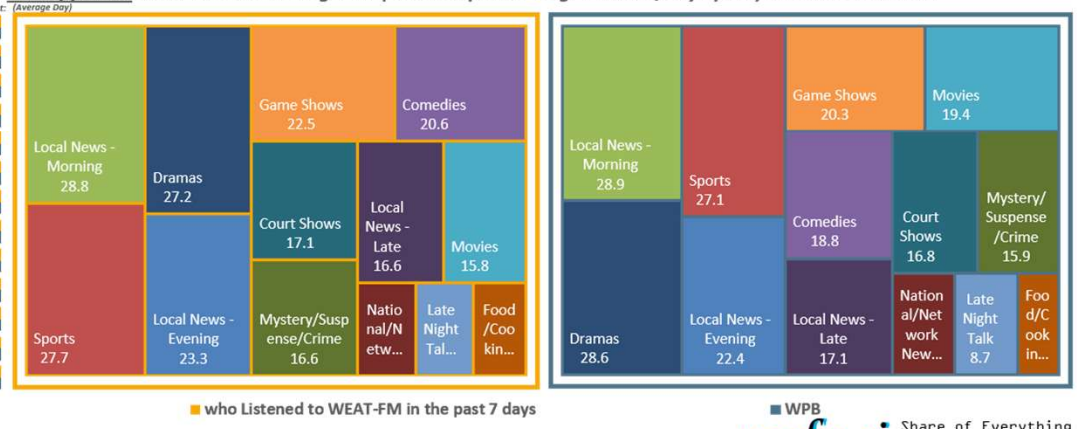
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

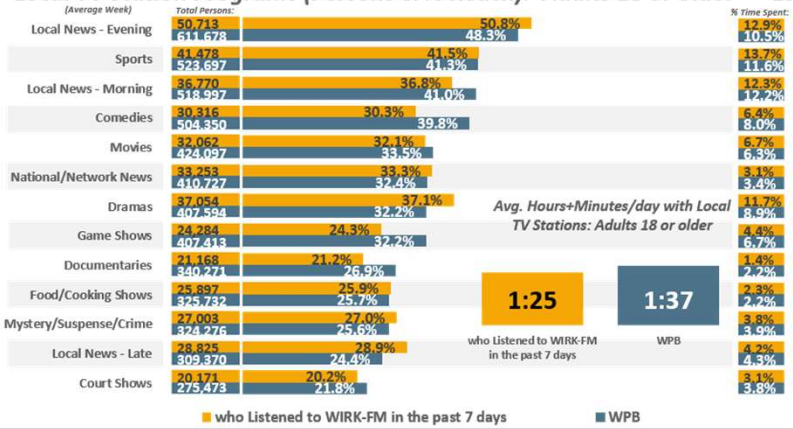
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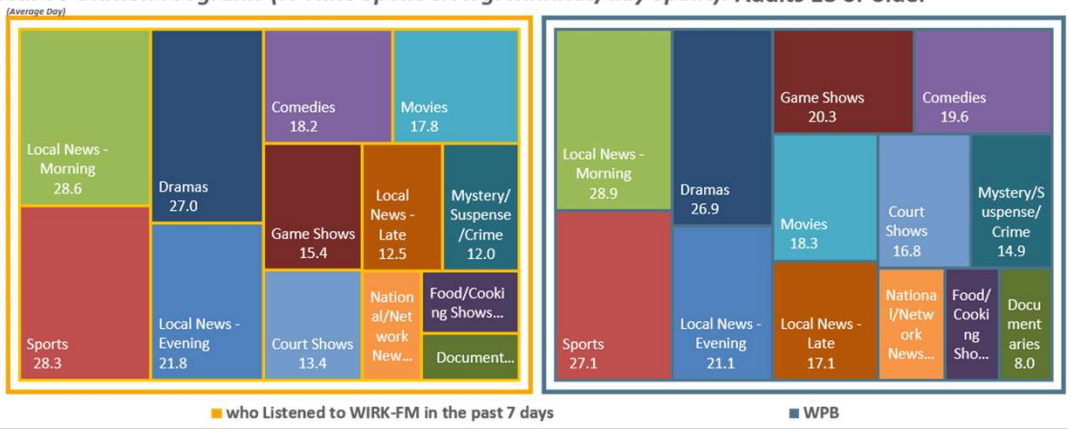
(Radio Stations: WEAT-FM)

98,761 or 75.1% of Adults 18 or older who Listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Dramas, Movies, and National/Network News.

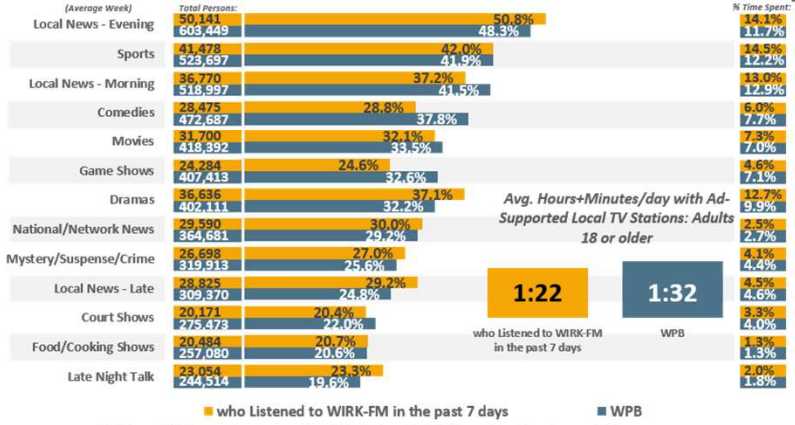
Local TV Station Programs (Persons & % Reach): Adults 18 or older



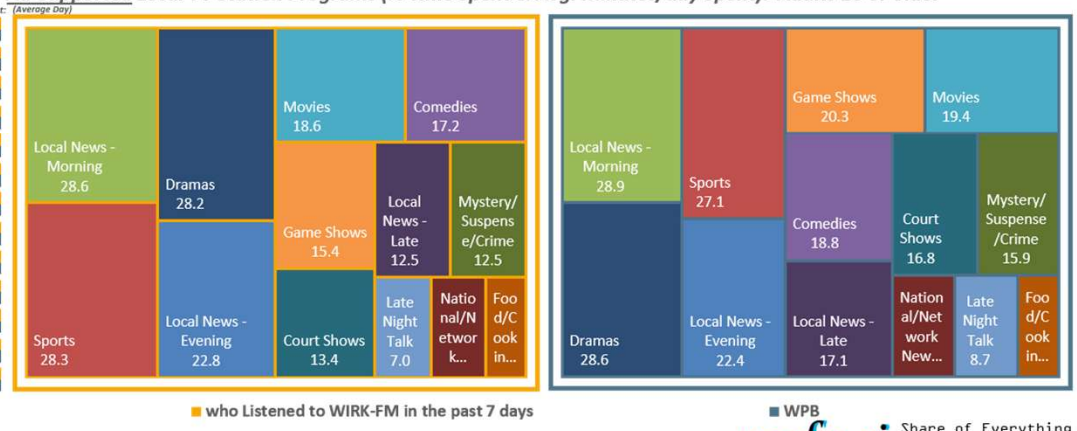
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

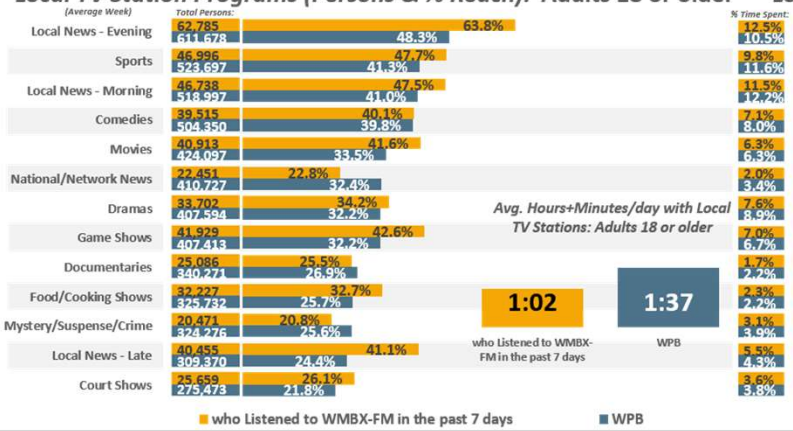
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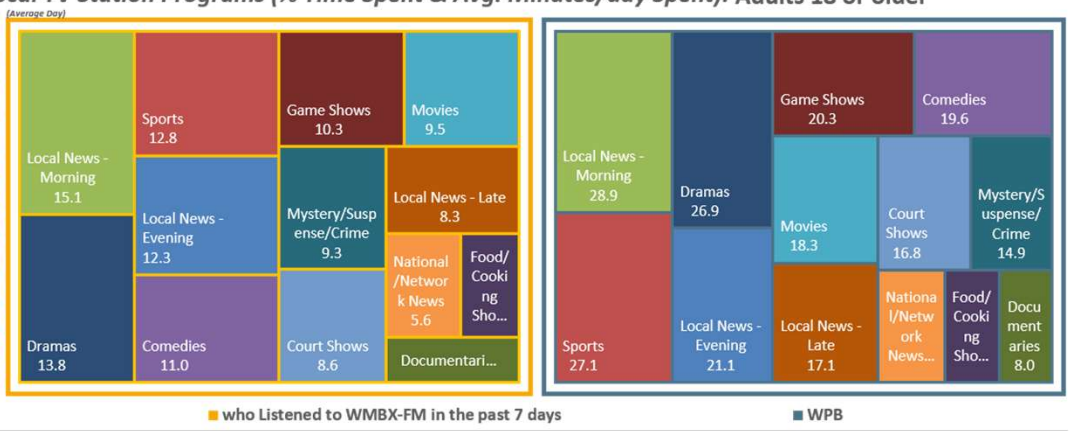
(Radio Stations: WIRK-FM)

96,240 or 63.3% of Adults 18 or older who Listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Local News - Late, and Movies.

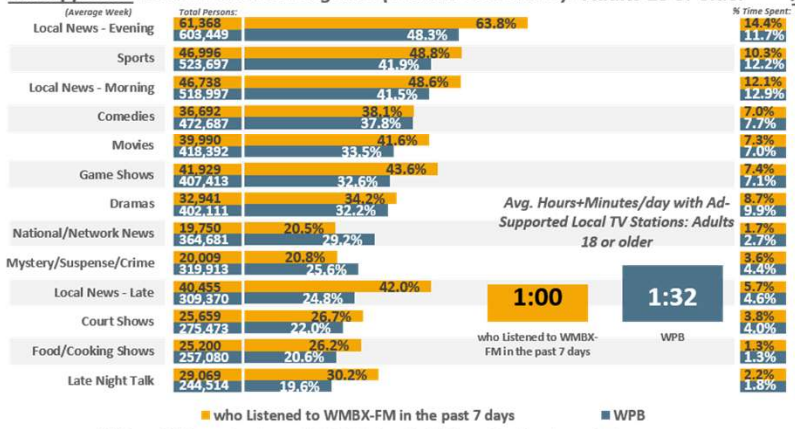
Local TV Station Programs (Persons & % Reach): Adults 18 or older



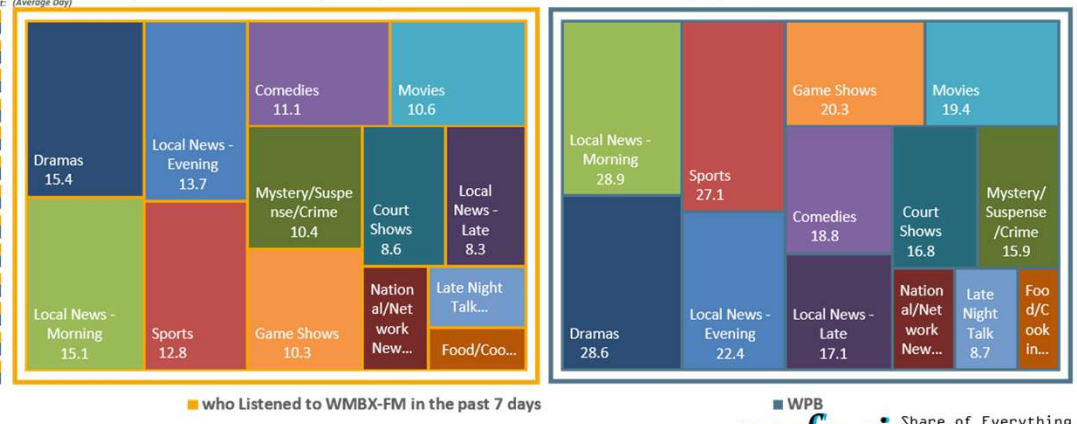
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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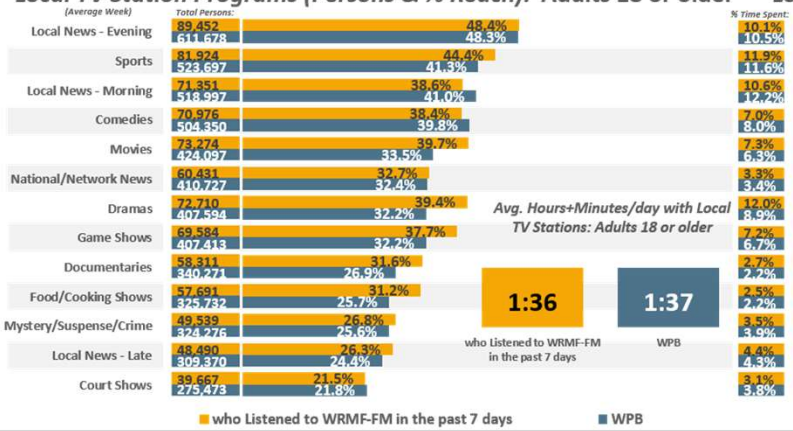
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(Radio Stations: WMBX-FM)

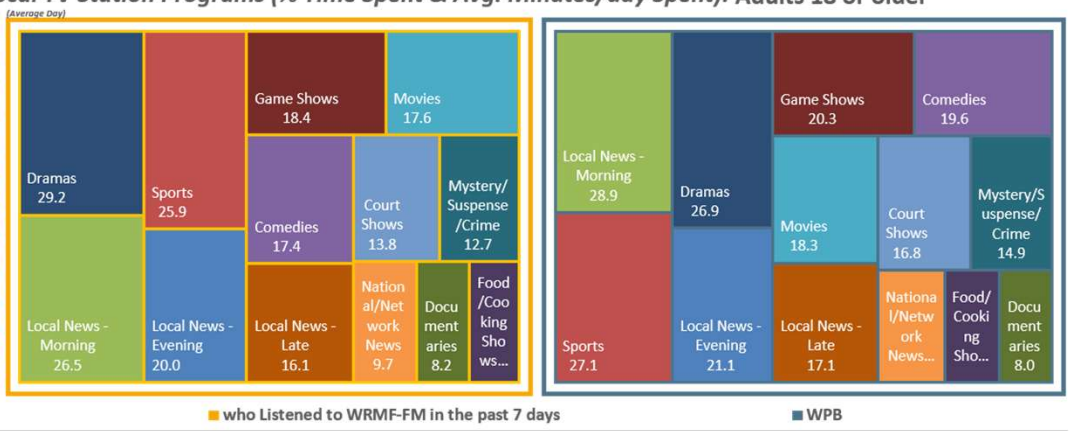
97.9 wrmf
2000's, 10's & today

181,268 or 67.7% of Adults 18 or older who Listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Dramas, Local News - Morning, and Game Shows.

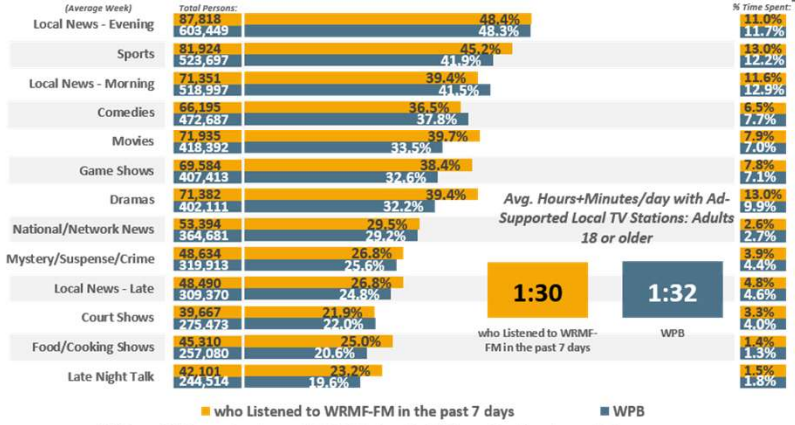
Local TV Station Programs (Persons & % Reach): Adults 18 or older



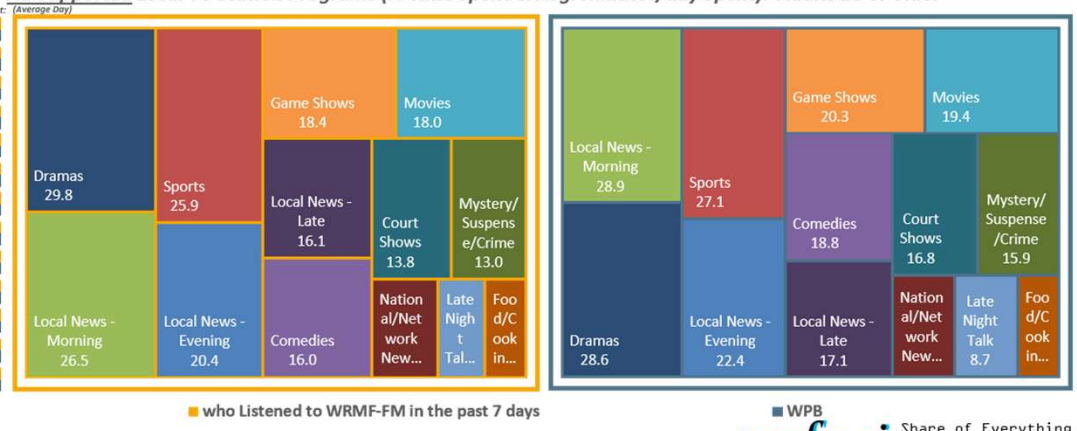
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

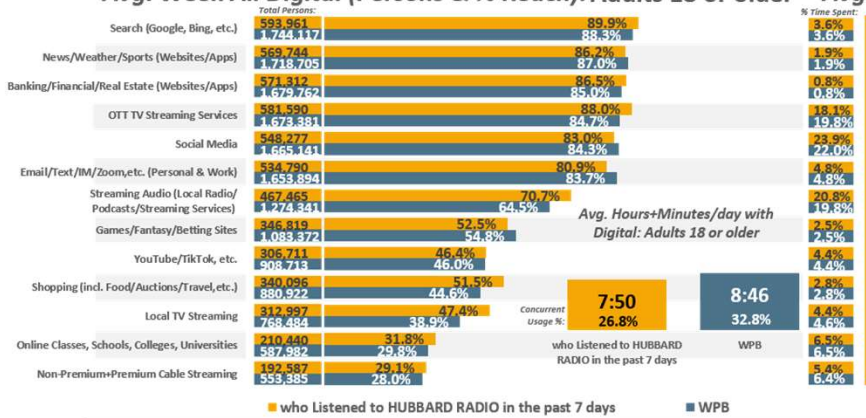
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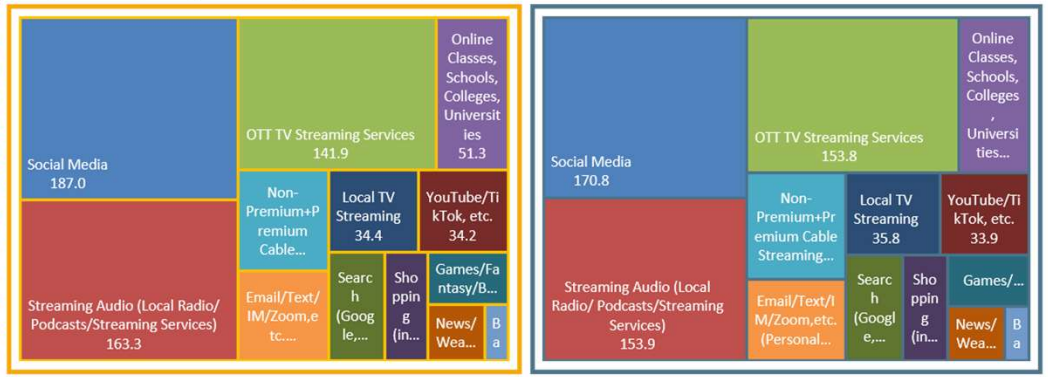
(Radio Stations: WRMF-FM)

494,151 or 74.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 168.6 minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

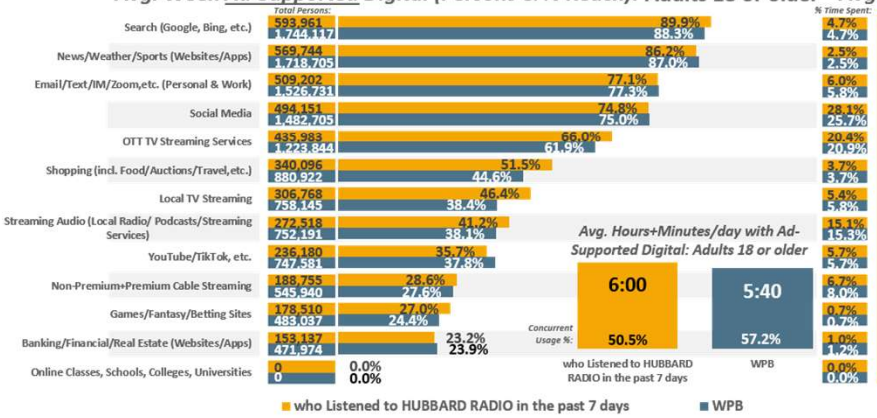
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



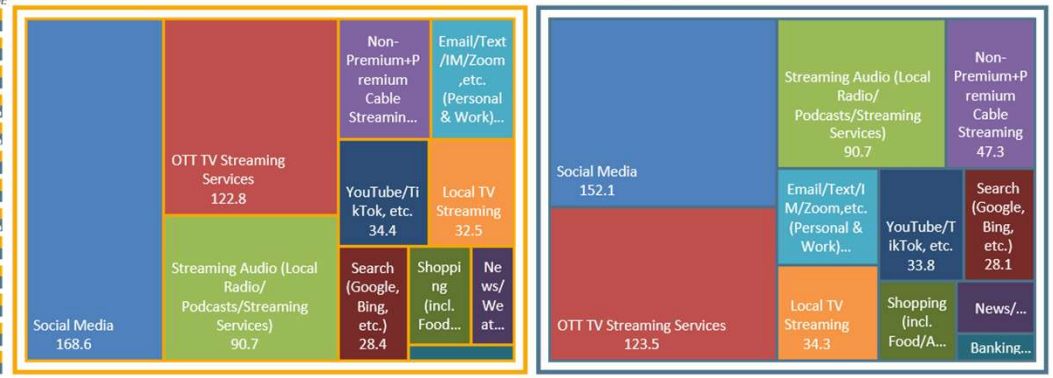
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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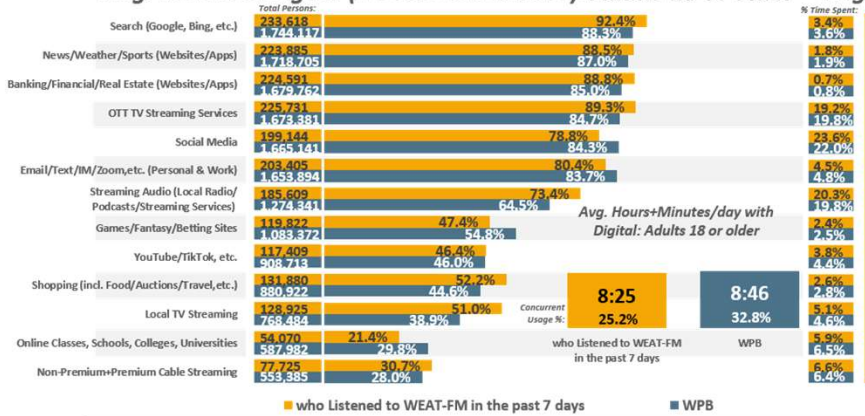
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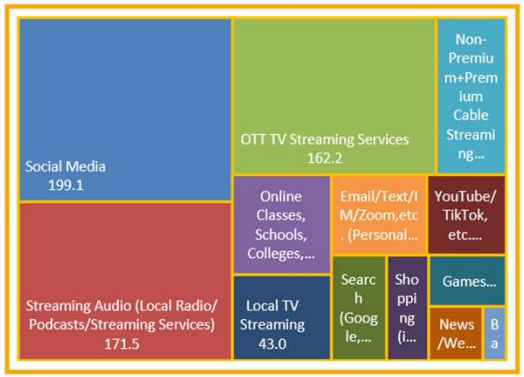
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

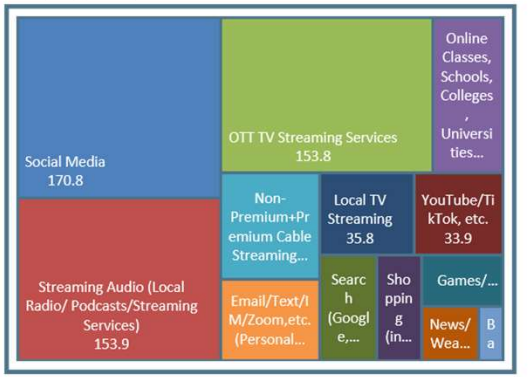
178,511 or 70.6% of Adults 18 or older who Listened to WEAT-FM in the past 7 days use Ad-Supported Social Media for an average of 178.5 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

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

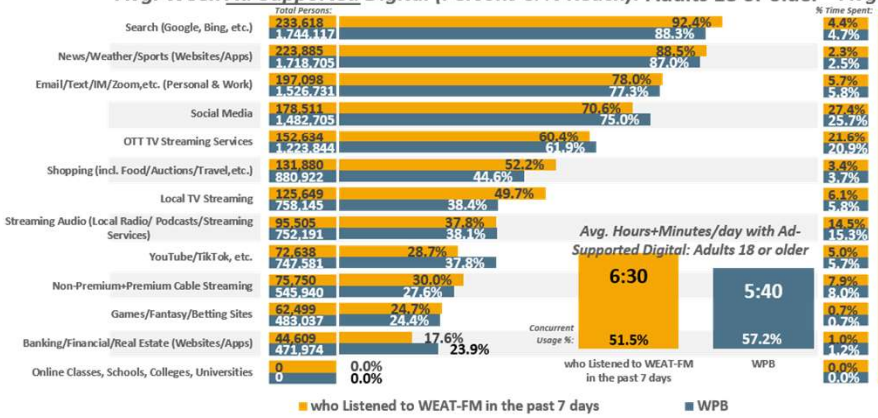


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

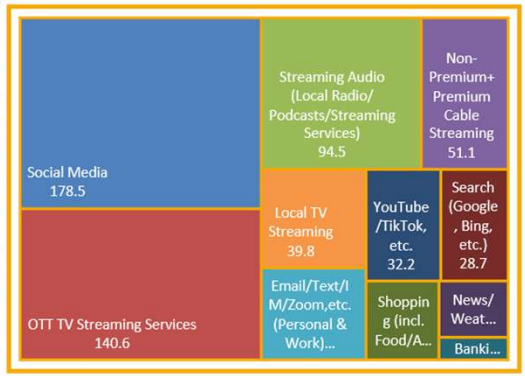


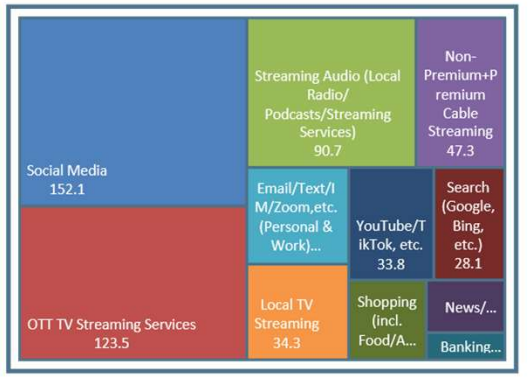


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

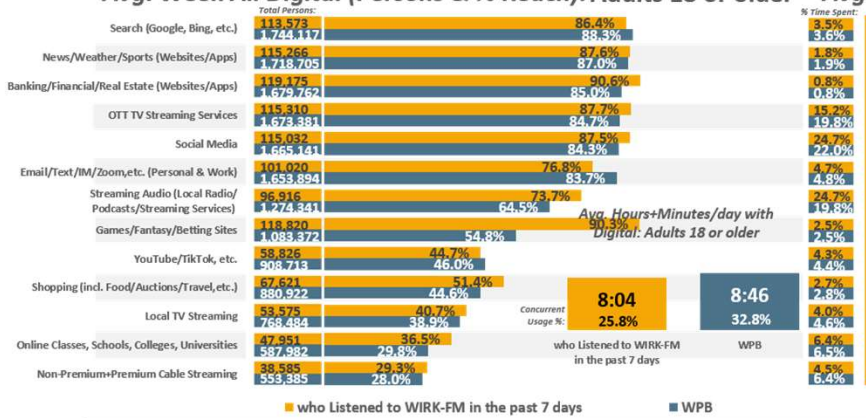
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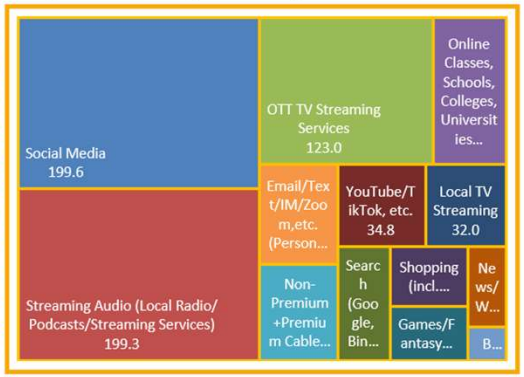
(Radio Stations: WEAT-FM)

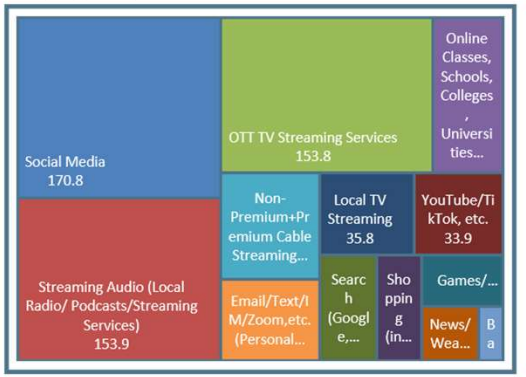
104,588 or 79.5% of Adults 18 or older who Listened to WIRK-FM in the past 7 days use Ad-Supported Social Media for an average of 181.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

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

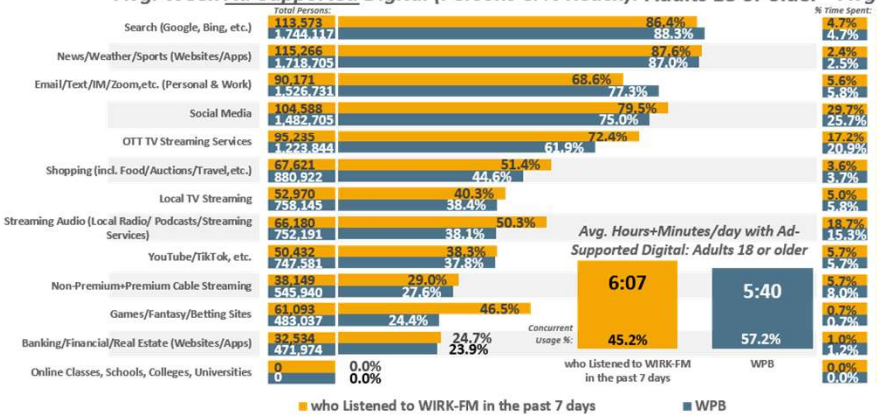


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

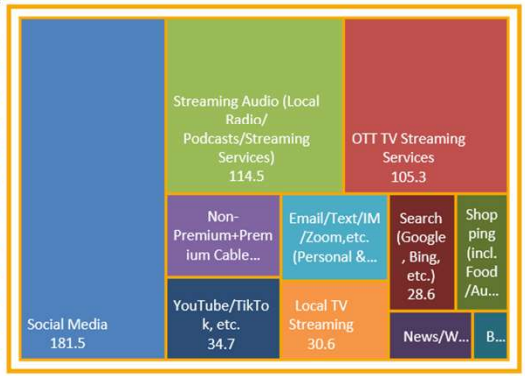


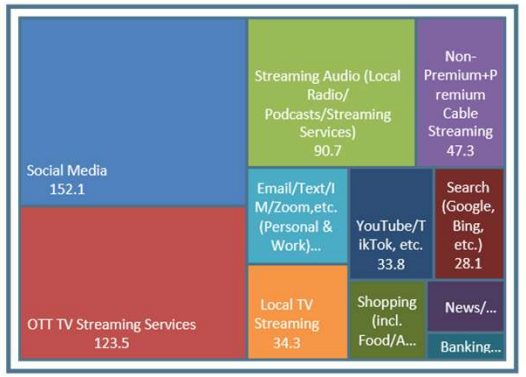


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

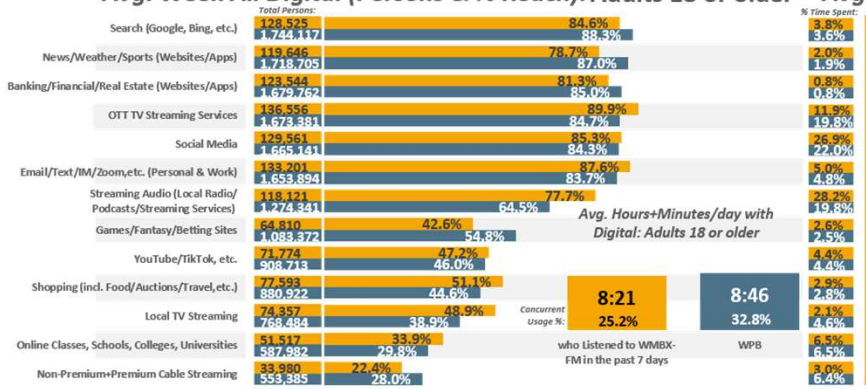
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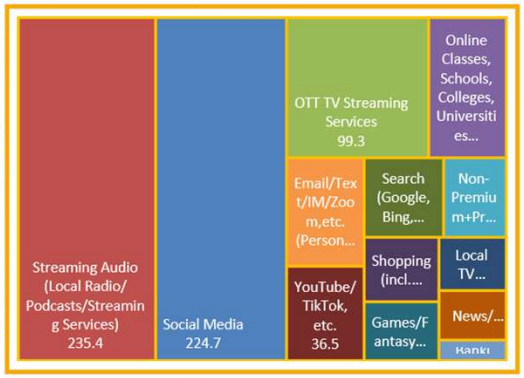
(Radio Stations: WIRK-FM)

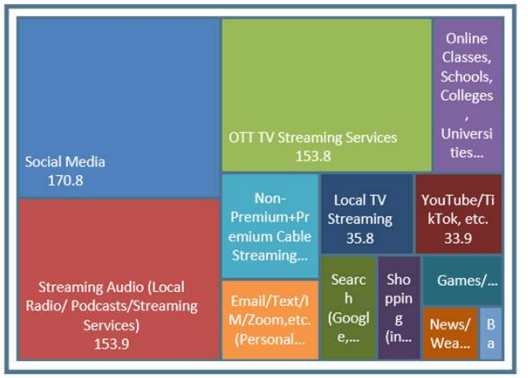
113,037 or 74.4% of Adults 18 or older who Listened to WMBX-FM in the past 7 days use Ad-Supported Social Media for an average of 196.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

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

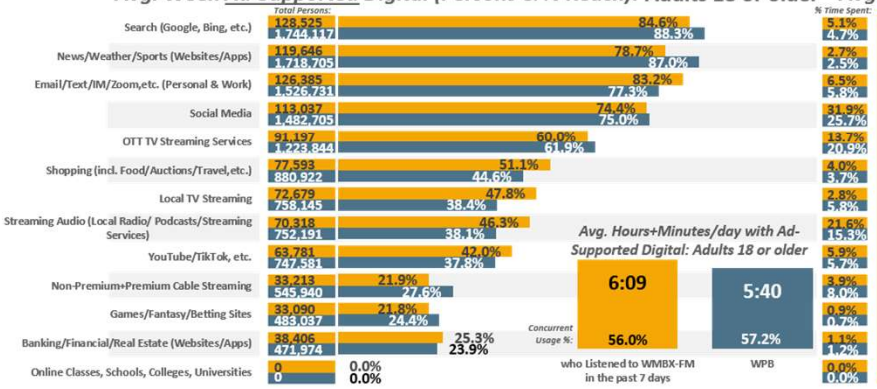


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

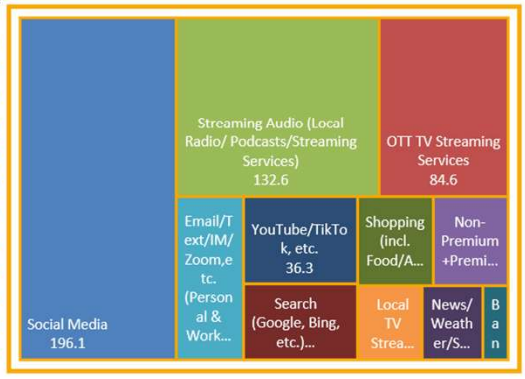


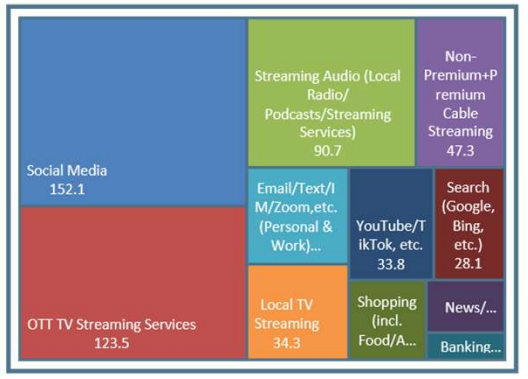


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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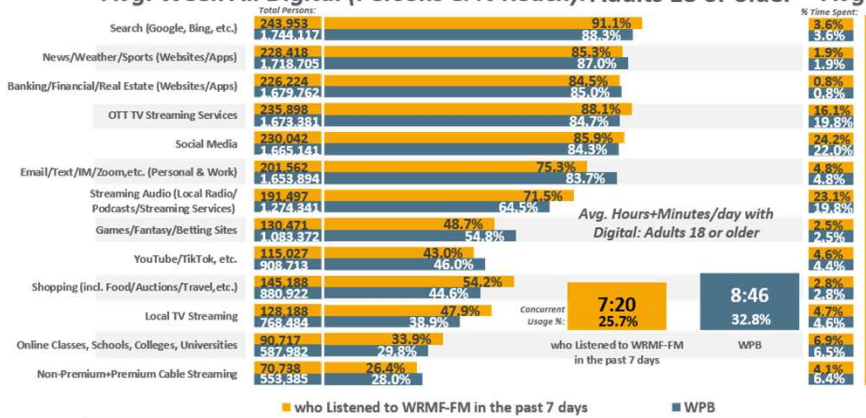
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(Radio Stations: WMBX-FM)

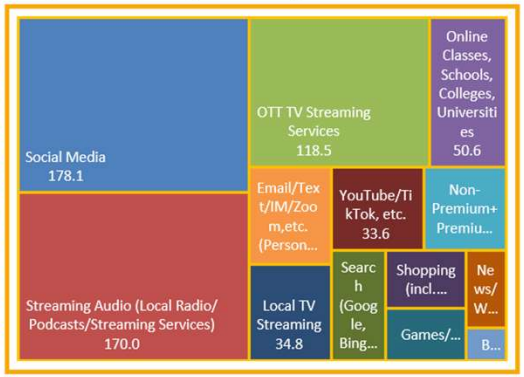
97.9 wrmf
2000's, 10's & today

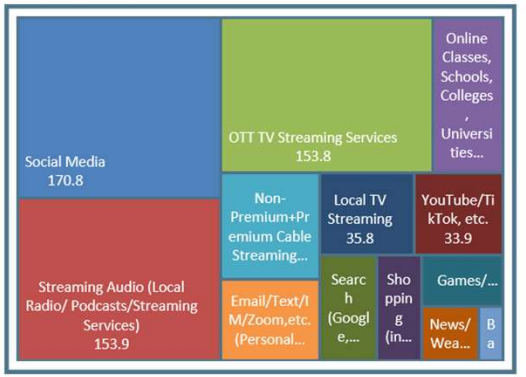
209,542 or 78.3% of Adults 18 or older who Listened to WRMF-FM in the past 7 days use Ad-Supported Social Media for an average of 162.2 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

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

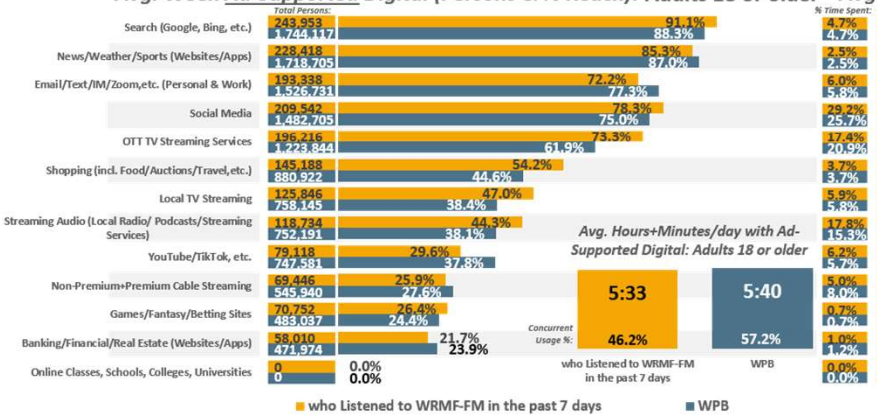


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

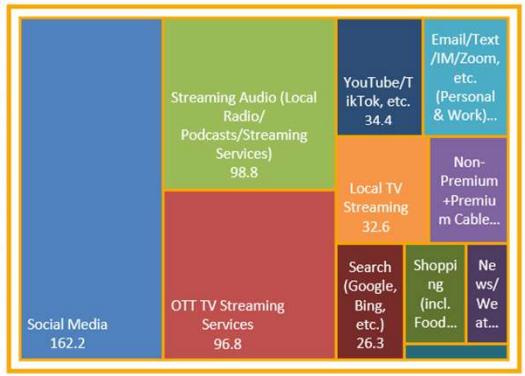


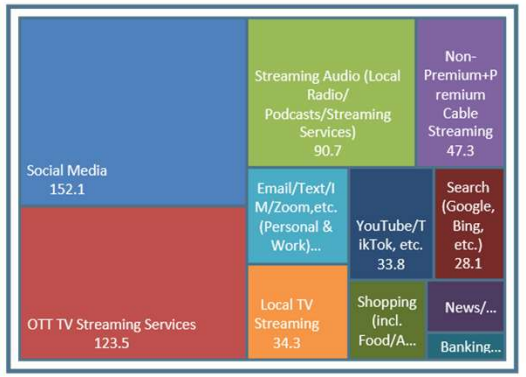


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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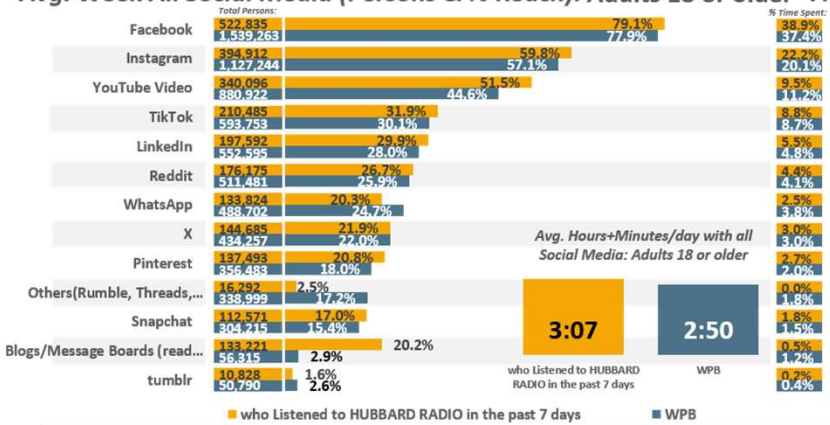
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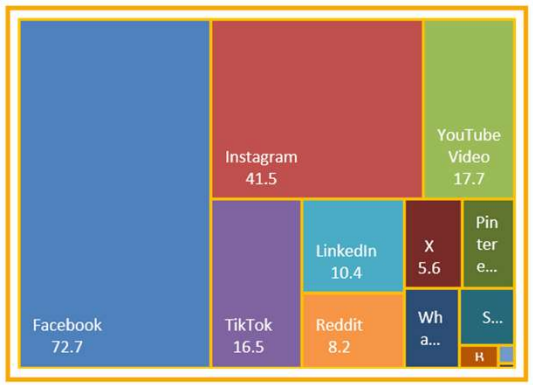
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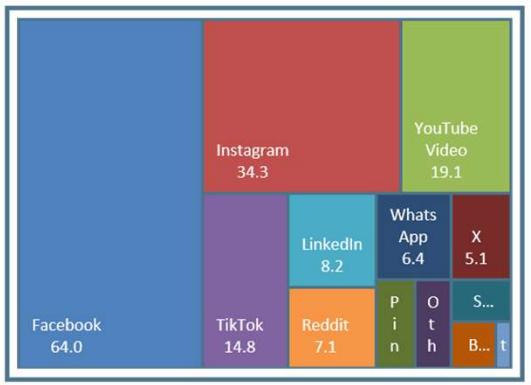
(Radio Stations: WRMF-FM)

494,151 or 74.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 66.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

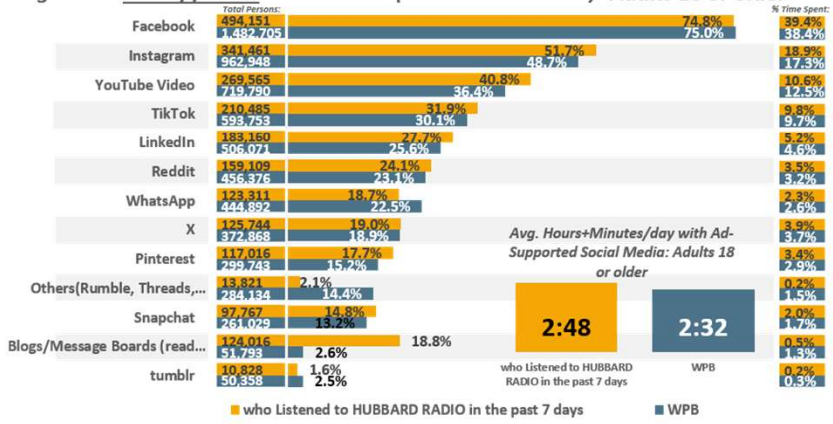
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

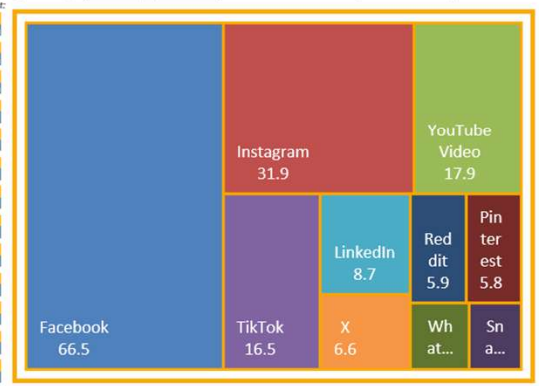


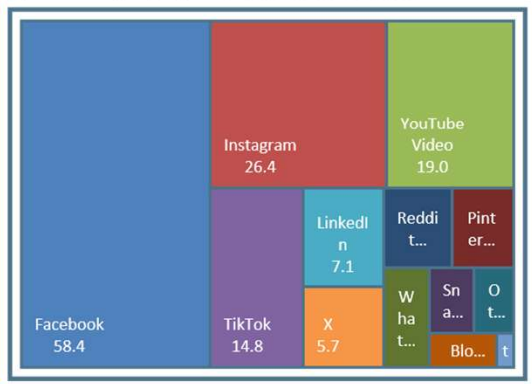




Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older







WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

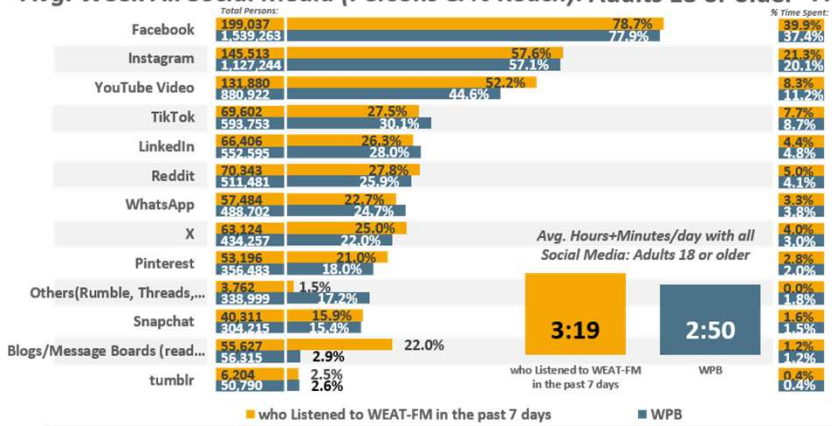
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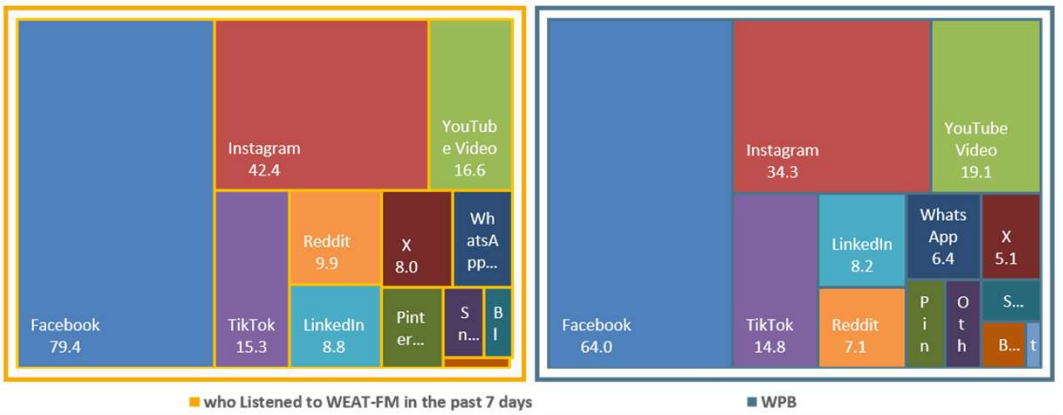
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

178,511 or 70.6% of Adults 18 or older who Listened to WEAT-FM in the past 7 days use Ad-Supported Facebook for an average of 70.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

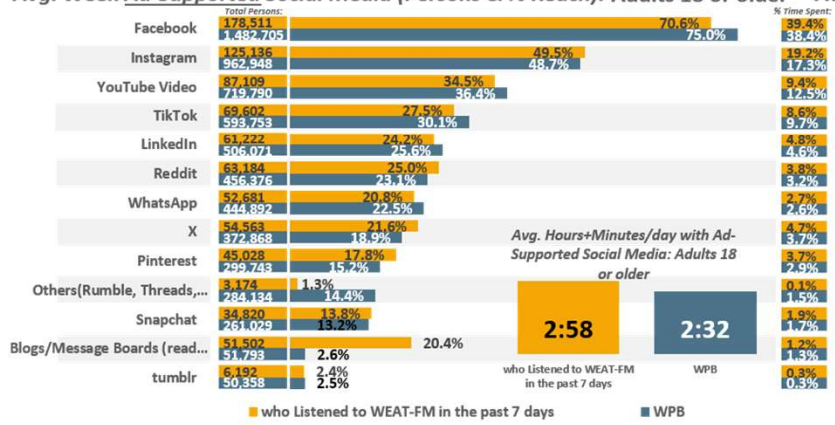
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



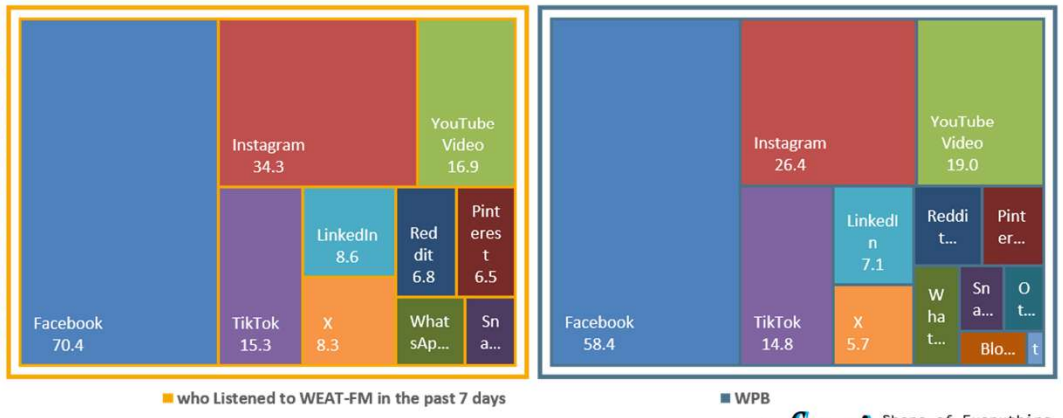
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

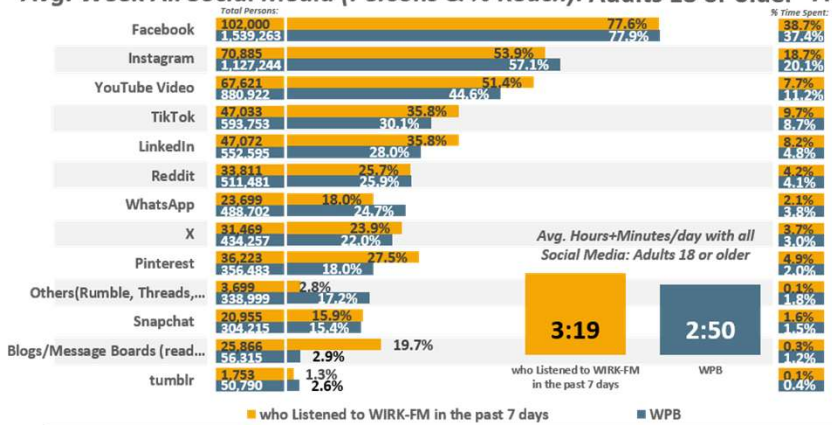
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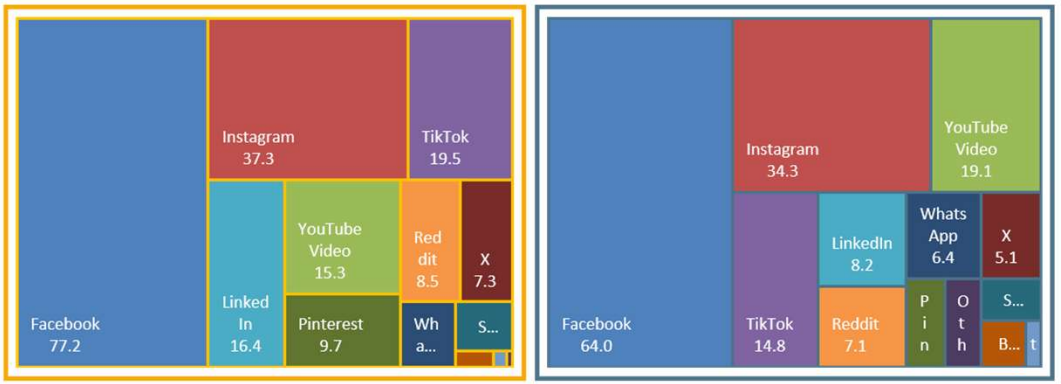
(Radio Stations: WEAT-FM)

102,000 or 77.6% of Adults 18 or older who Listened to WIRK-FM in the past 7 days use Ad-Supported Facebook for an average of 73.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.

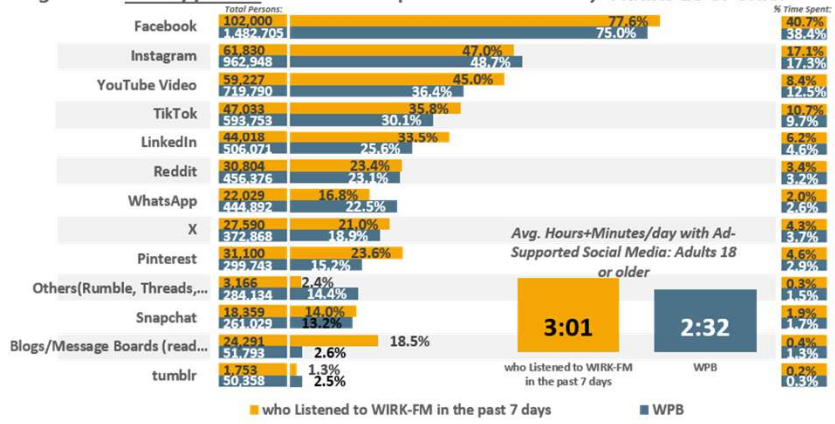
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



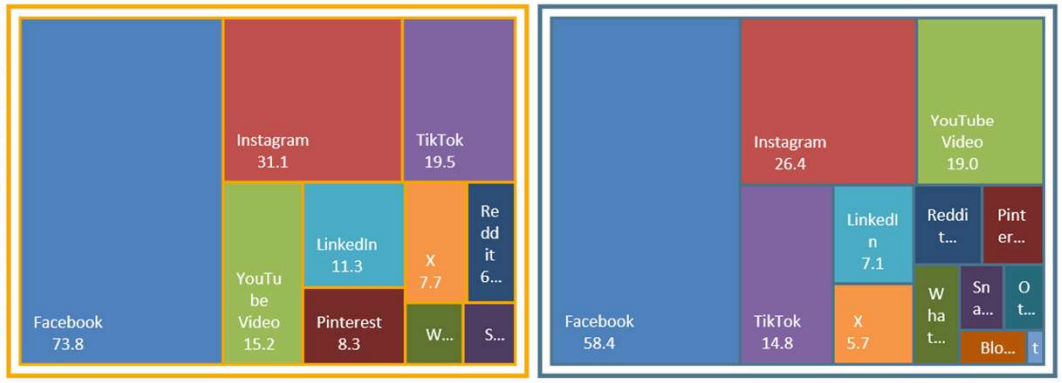
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

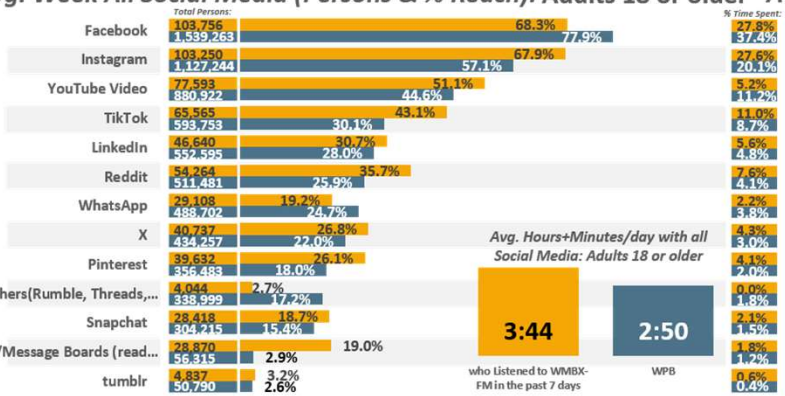
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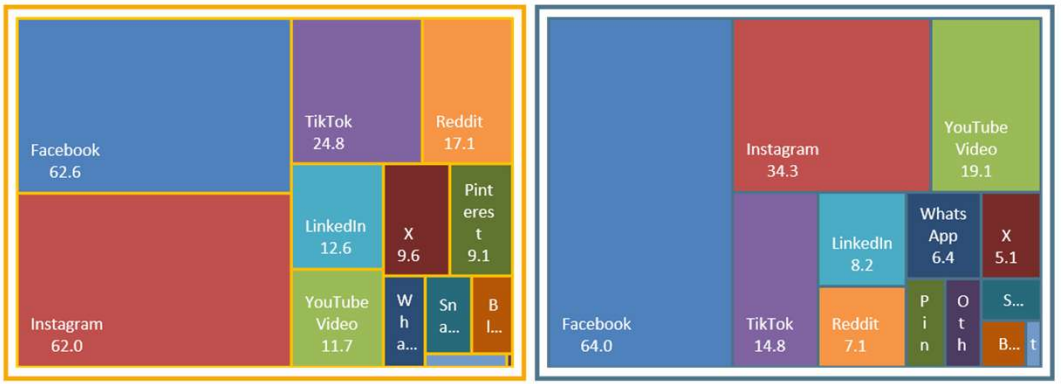
(Radio Stations: WIRK-FM)

103,756 or 68.3% of Adults 18 or older who Listened to WMBX-FM in the past 7 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

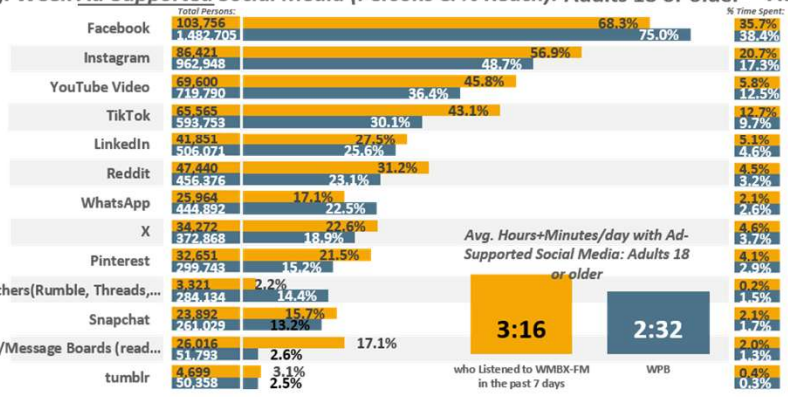
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



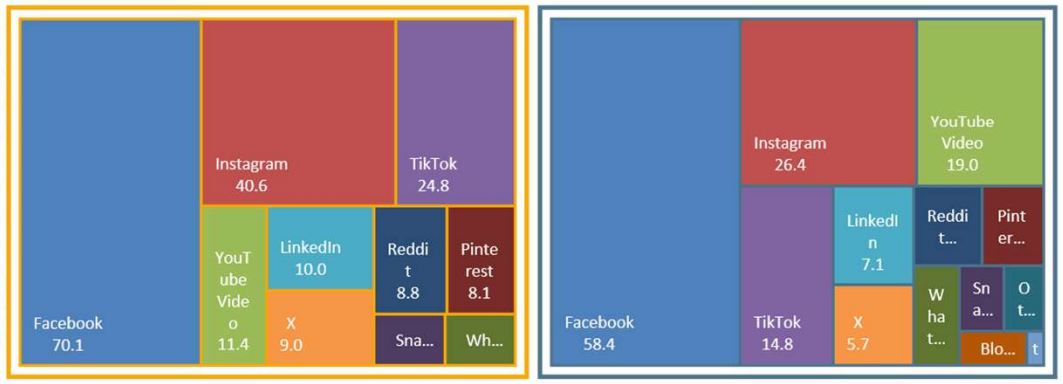
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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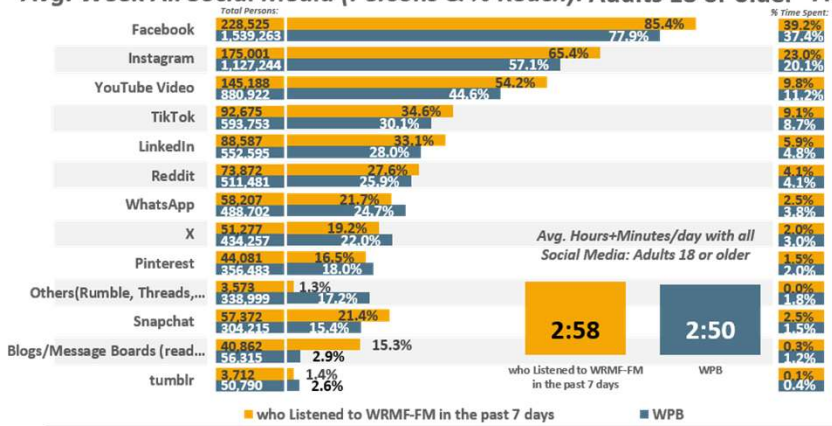
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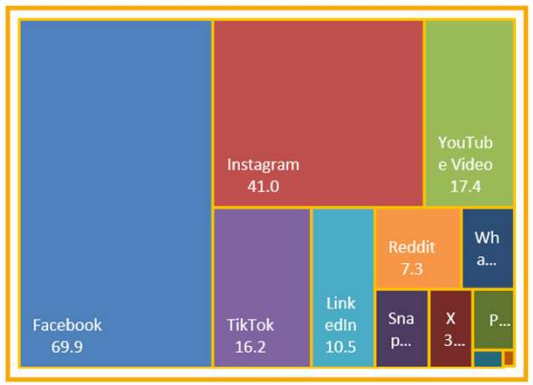
(Radio Stations: WMBX-FM)

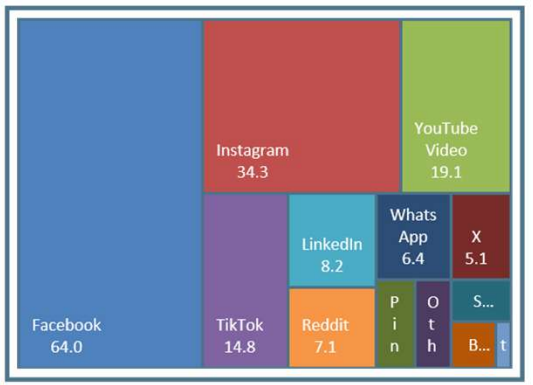
97.9 wrmf
2000's, 10's & today

209,542 or 78.3% of Adults 18 or older who Listened to WRMF-FM in the past 7 days use Ad-Supported Facebook for an average of 63.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

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

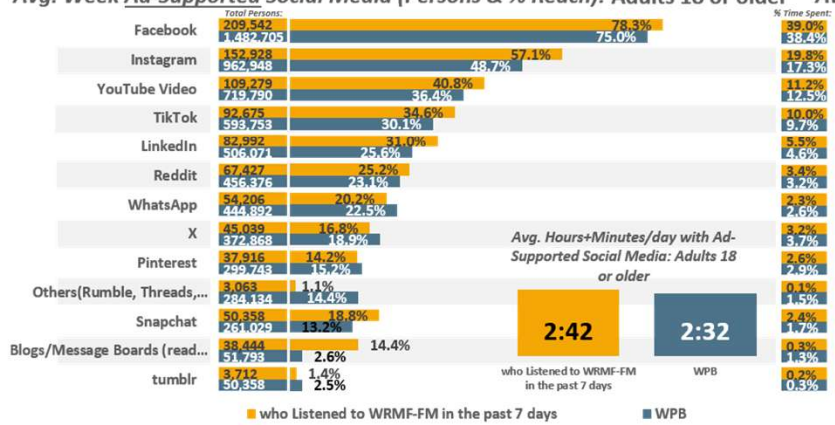


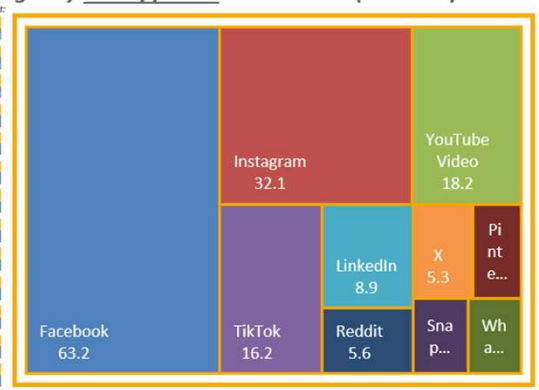


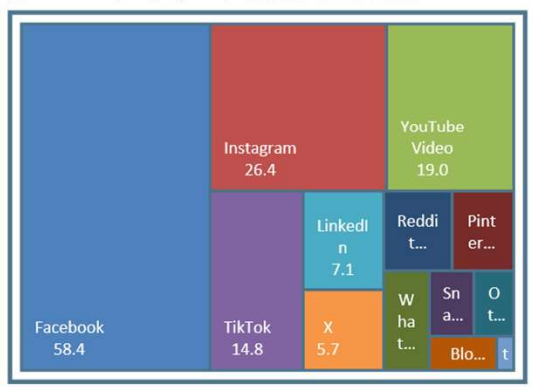


■ who Listened to WRMF-FM in the past 7 days ■ WPB

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







■ who Listened to WRMF-FM in the past 7 days ■ WPB

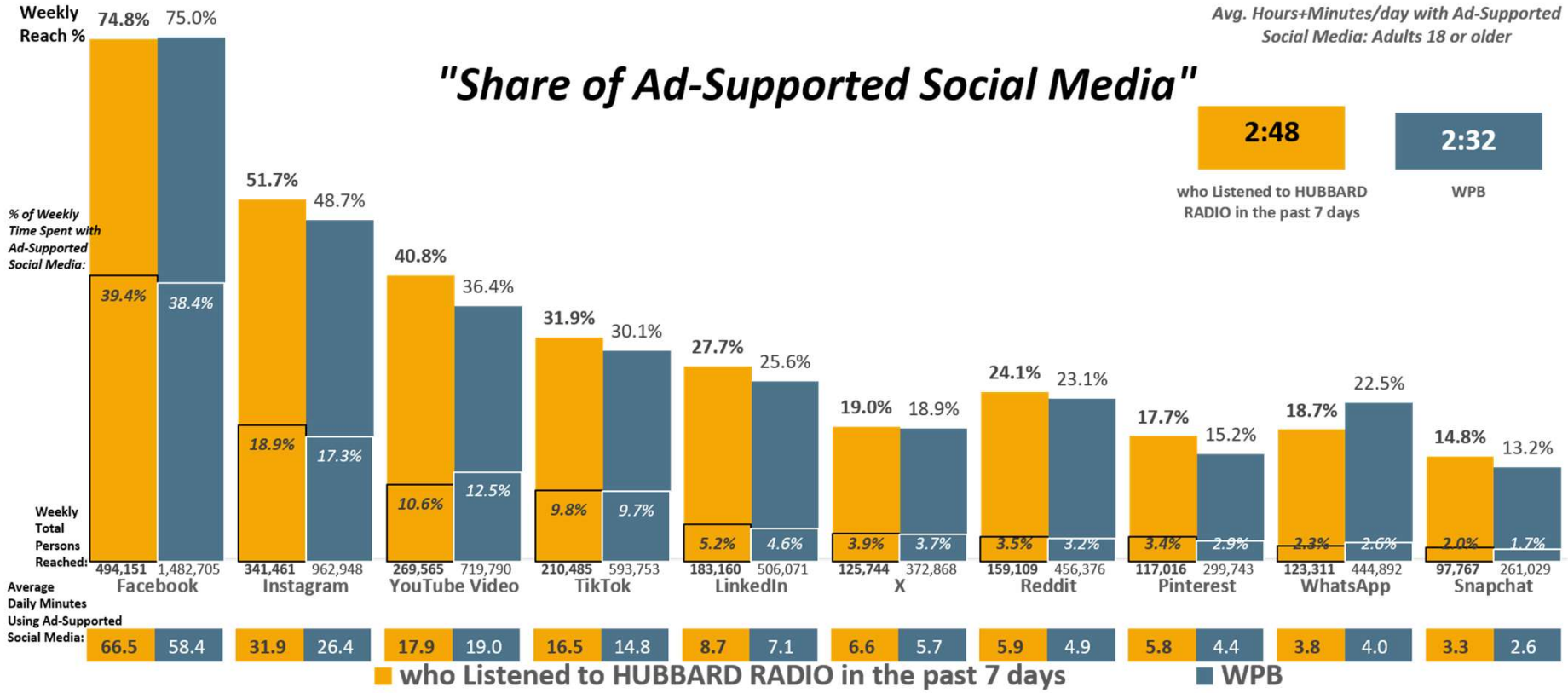
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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(Radio Stations: WRMF-FM)

494,151 or 74.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 66.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



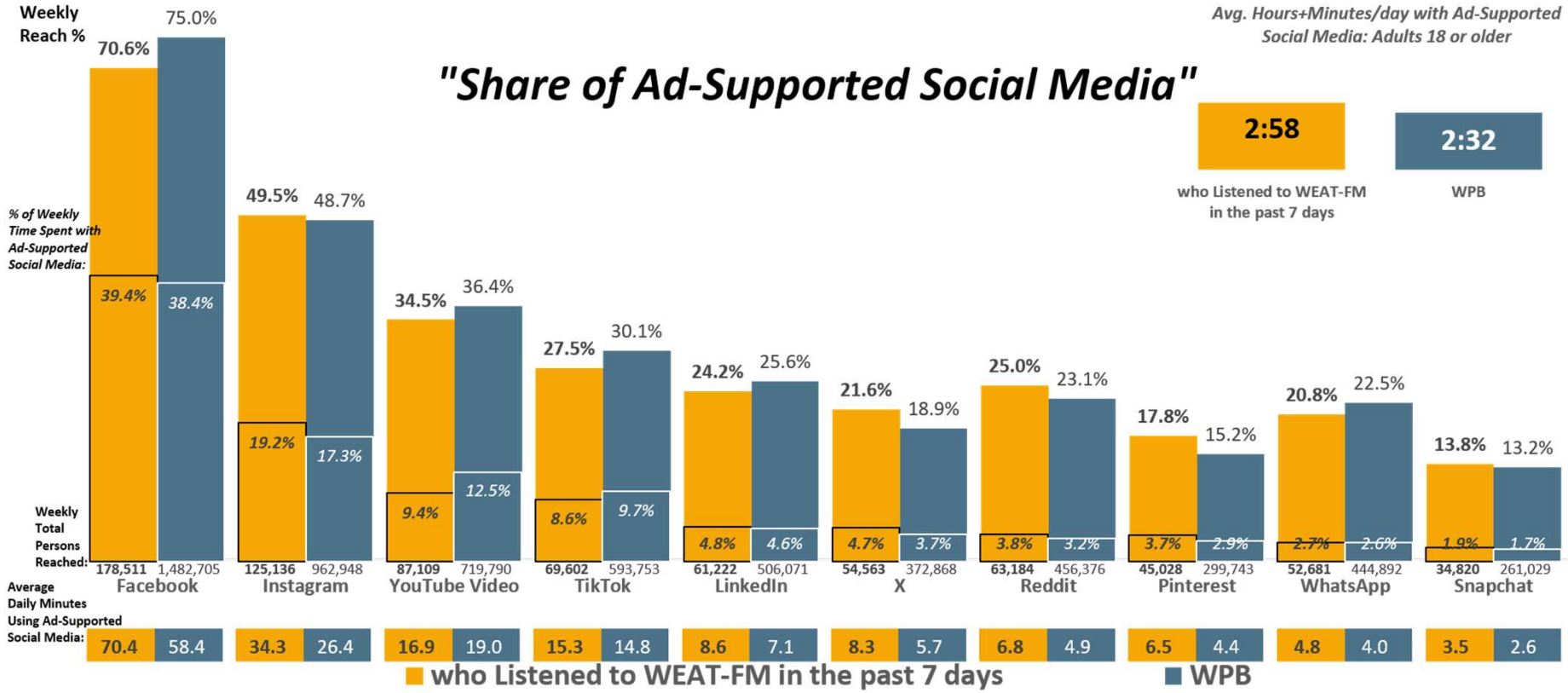
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

178,511 or 70.6% of Adults 18 or older who Listened to WEAT-FM in the past 7 days use Ad-Supported Facebook for an average of 70.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



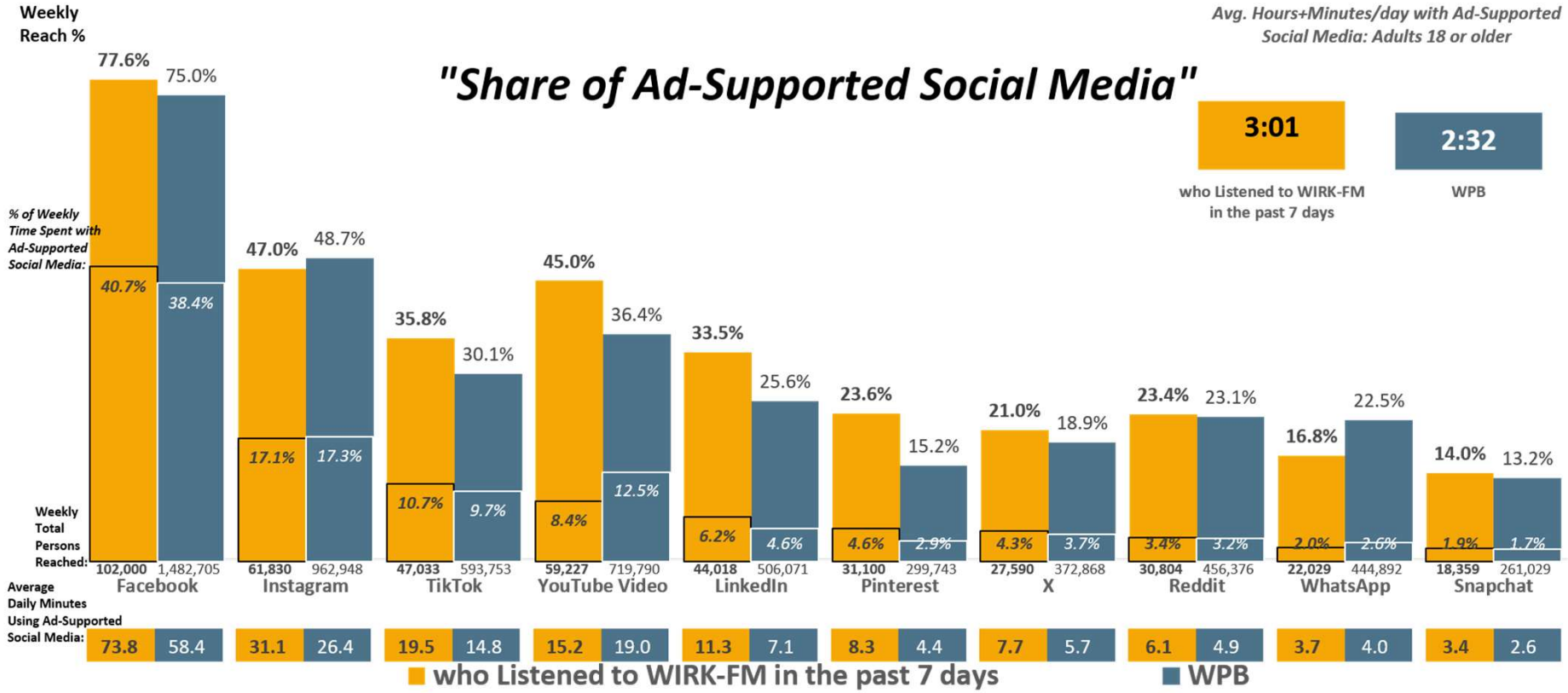
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WEAT-FM)

102,000 or 77.6% of Adults 18 or older who Listened to WIRK-FM in the past 7 days use Ad-Supported Facebook for an average of 73.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.



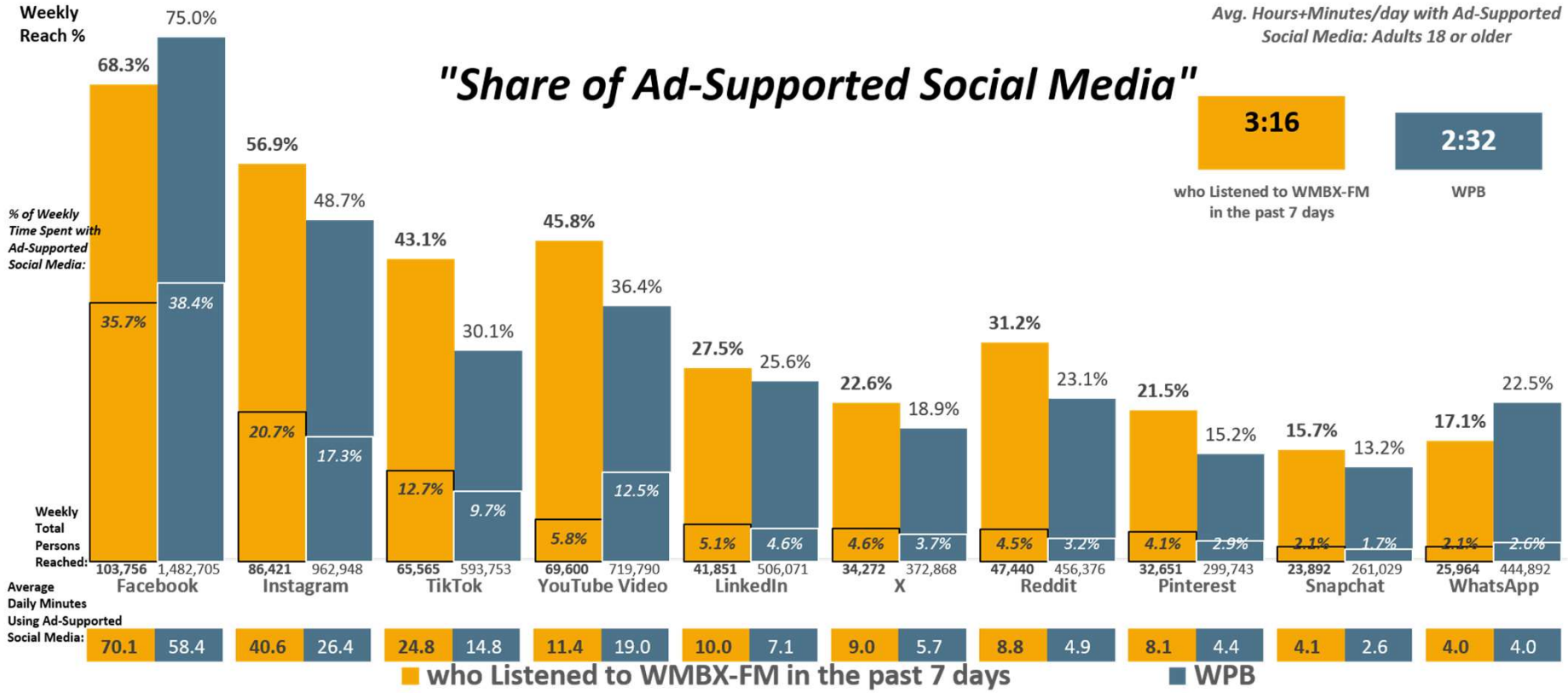
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WIRK-FM)

103,756 or 68.3% of Adults 18 or older who Listened to WMBX-FM in the past 7 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

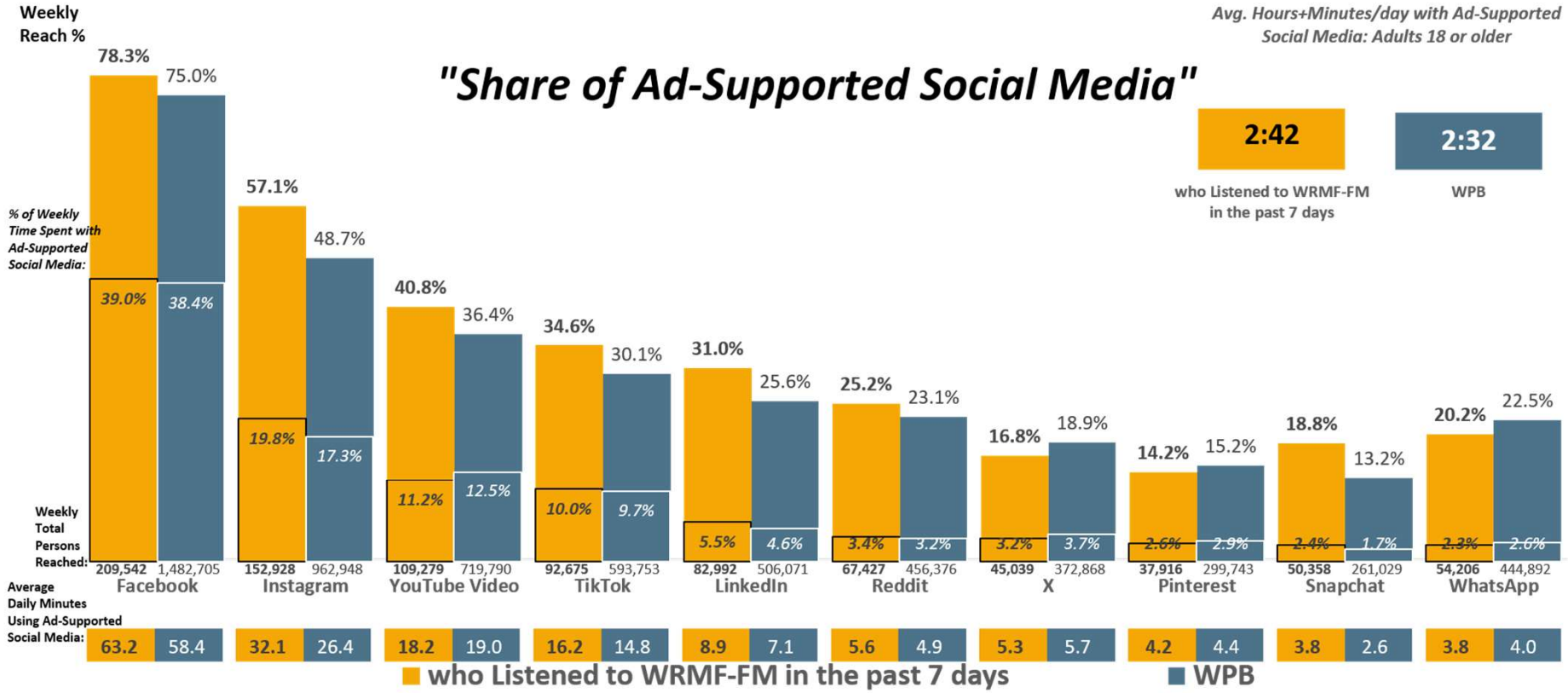
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

209,542 or 78.3% of Adults 18 or older who Listened to WRMF-FM in the past 7 days use Ad-Supported Facebook for an average of 63.2 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



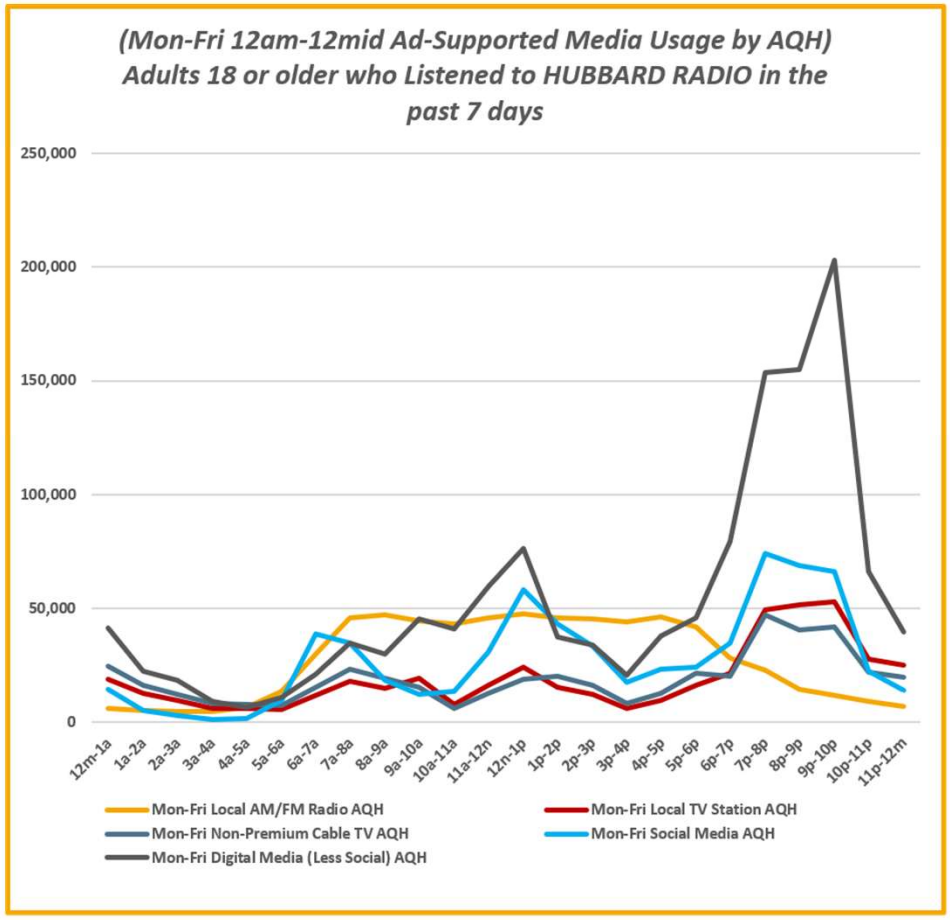
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

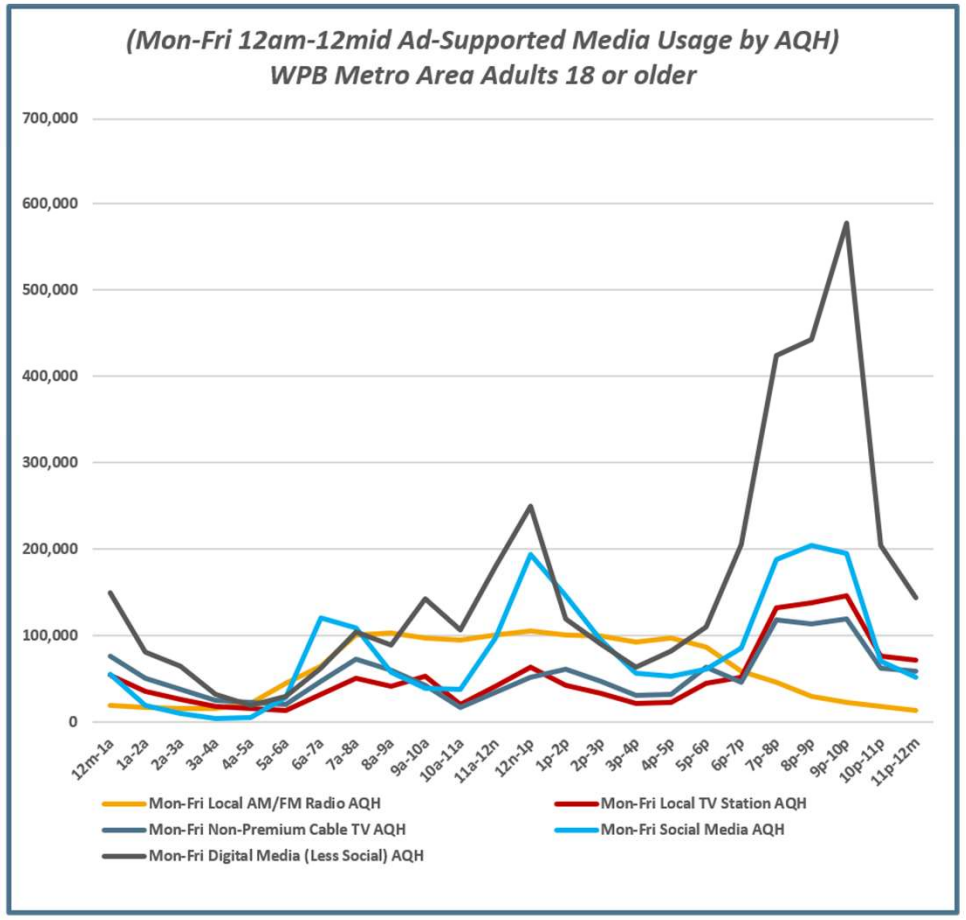
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(Radio Stations: WRMF-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,254; Local Radio: 42,694; Social Media: 29,390; Non-Prem. Cable: 16,136; Local TV: 14,798 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.





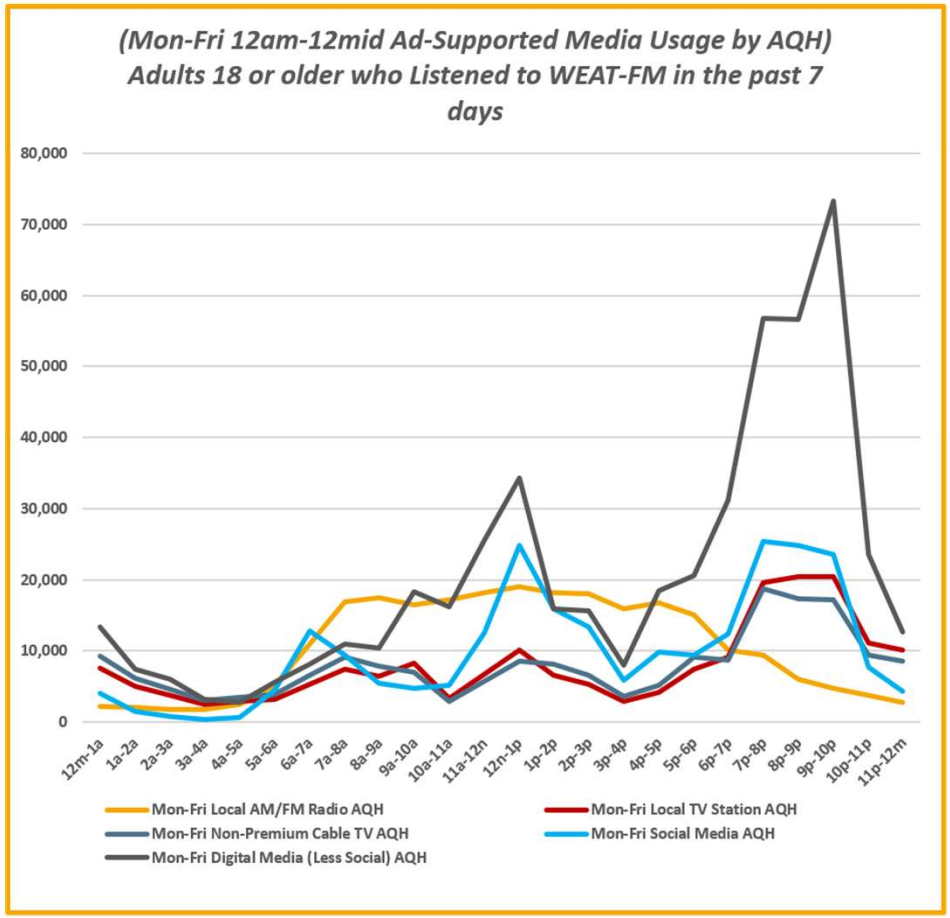
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

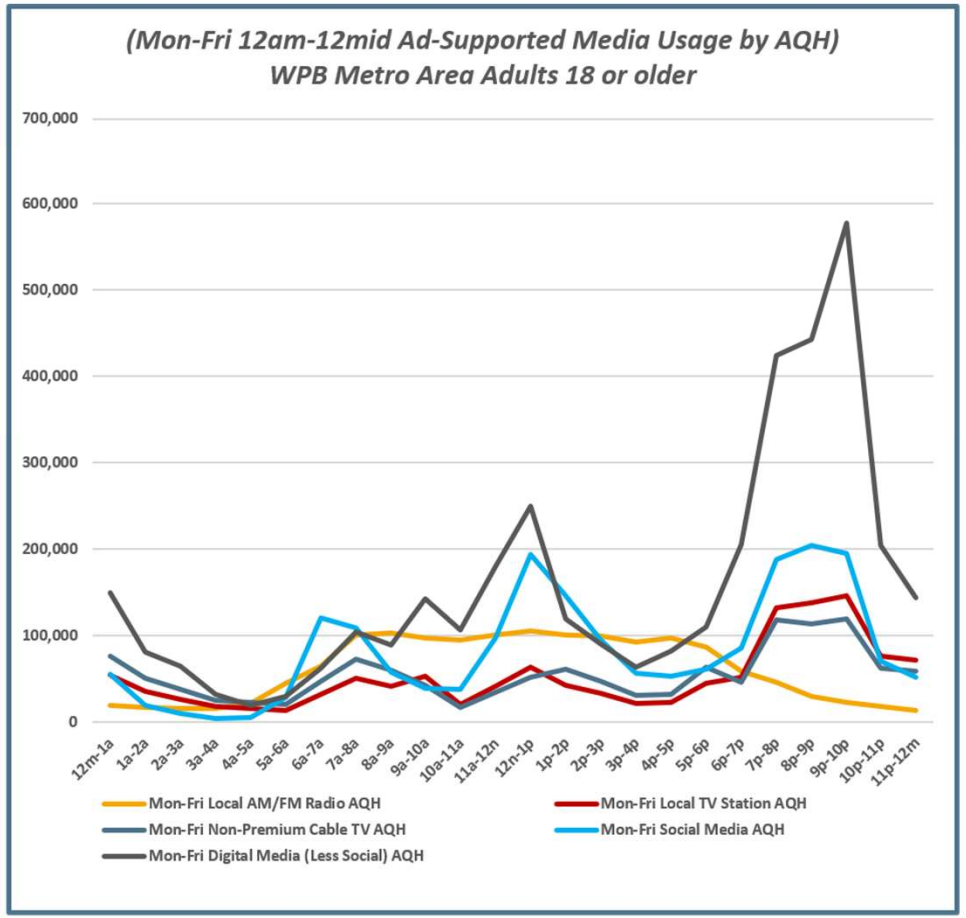
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,963; Local Radio: 16,190; Social Media: 10,906; Non-Prem. Cable: 6,855; Local TV: 6,422 reaching Adults 18 or older who Listened to WEAT-FM in the past 7 days.





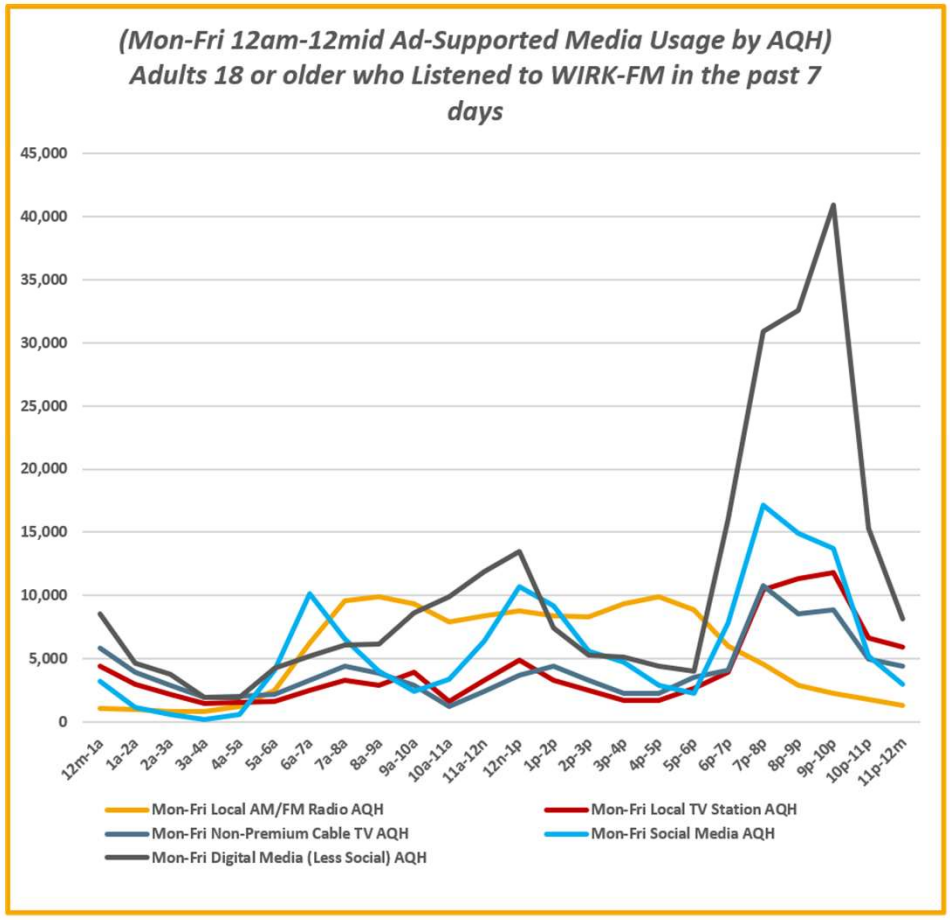
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

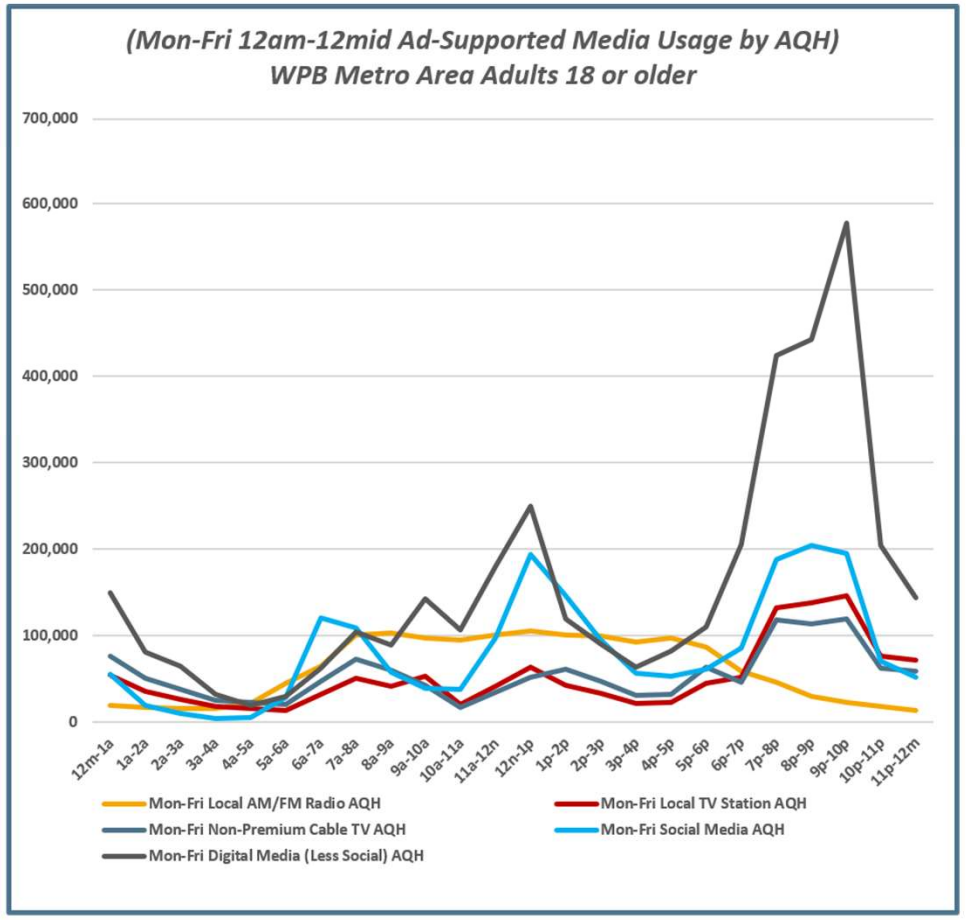
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(Radio Stations: WEAT-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 8,534; All Other Digital Media: 7,996; Social Media: 5,868; Non-Prem. Cable: 3,209; Local TV: 2,944 reaching Adults 18 or older who Listened to WIRK-FM in the past 7 days.





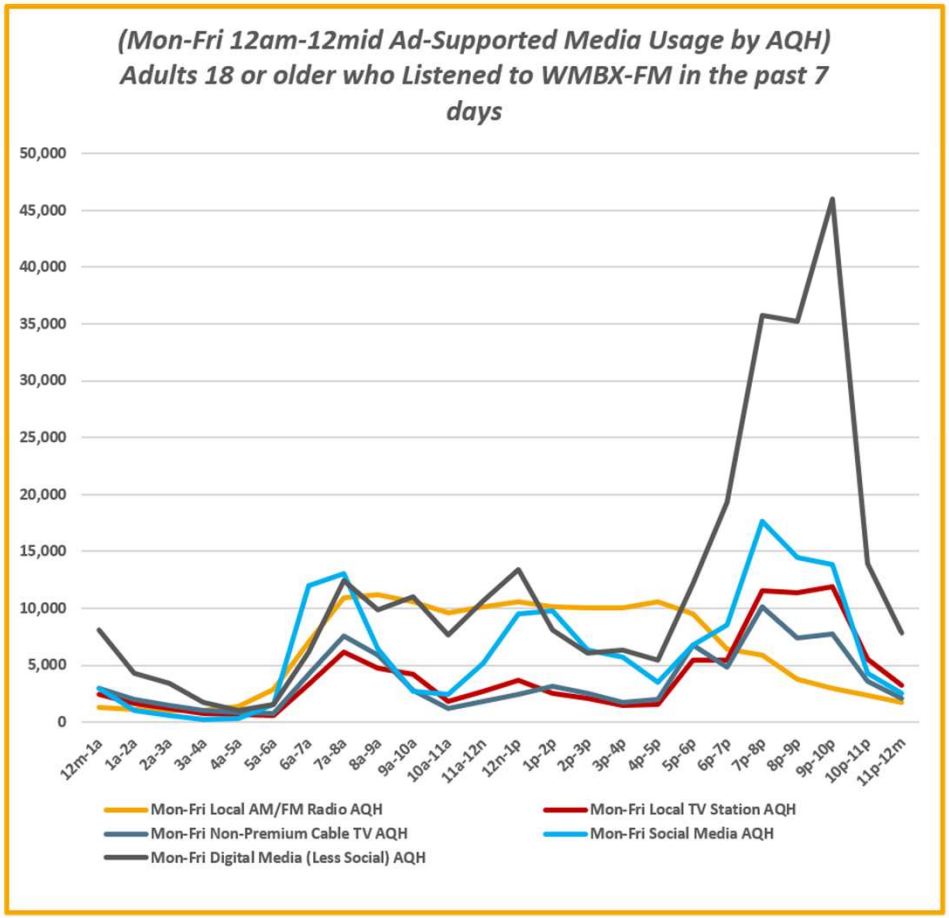
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

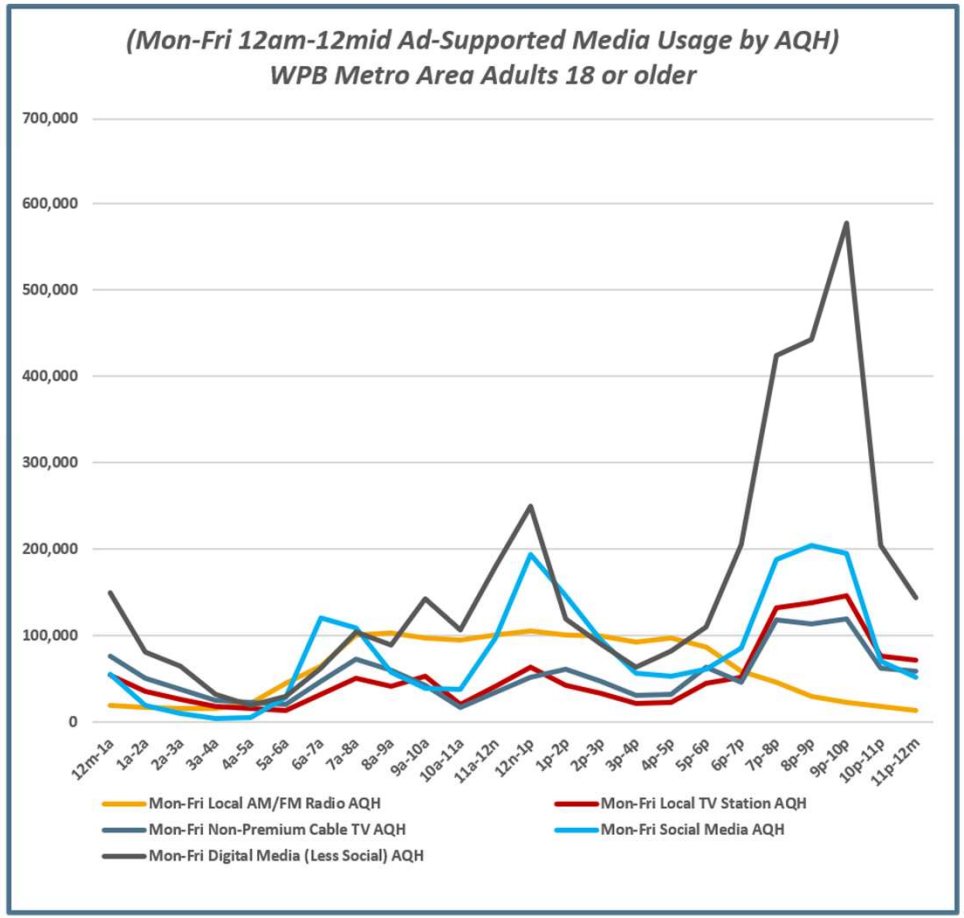
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(Radio Stations: WIRK-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,882; Local Radio: 9,739; Social Media: 7,074; Non-Prem. Cable: 3,603; Local TV: 3,483 reaching Adults 18 or older who Listened to WMBX-FM in the past 7 days.





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

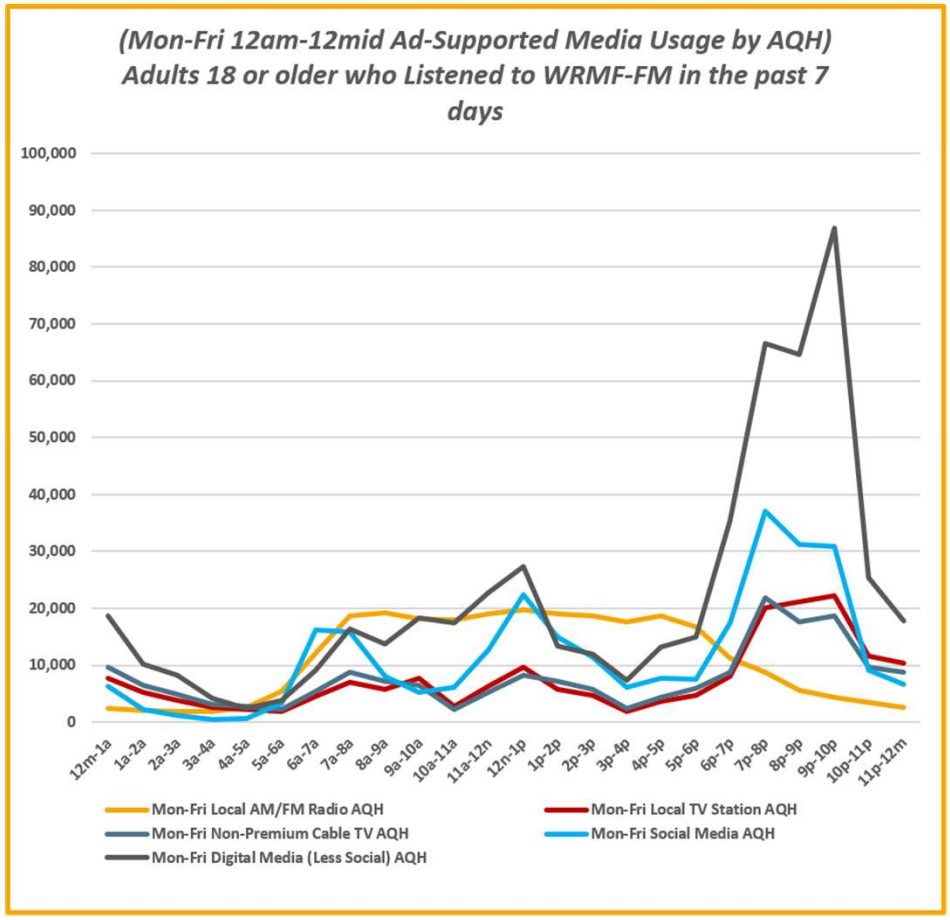
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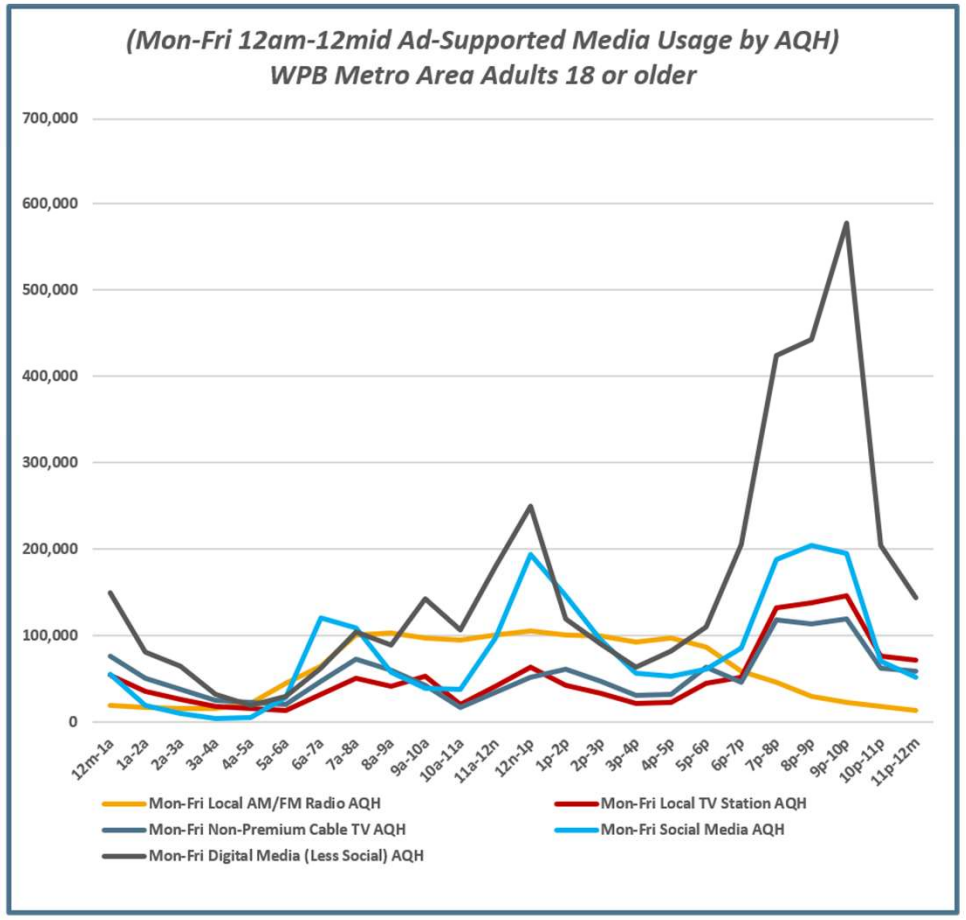
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 17,428; All Other Digital Media: 17,022; Social Media: 11,667; Non-Prem. Cable: 5,998; Local TV: 5,582 reaching Adults 18 or older who Listened to WRMF-FM in the past 7 days.





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

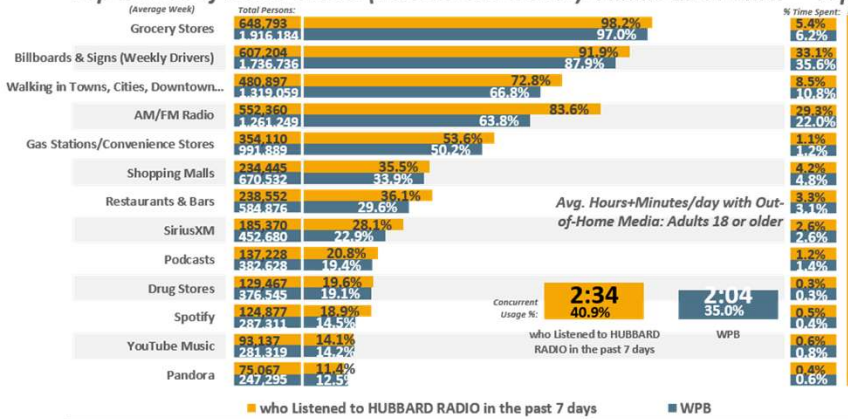
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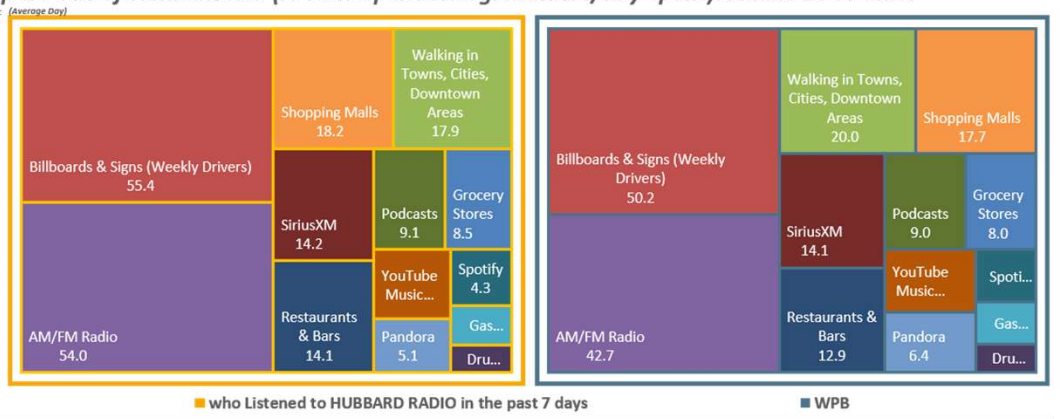
(Radio Stations: WRMF-FM)

607,204 or 91.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 50.4 minutes/day.

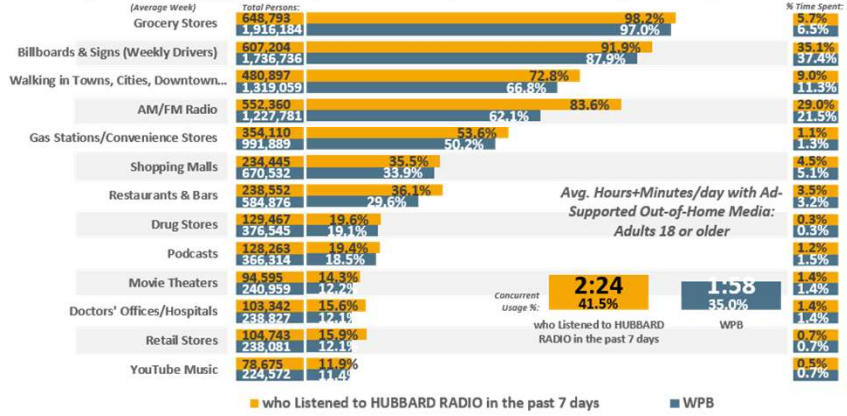
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



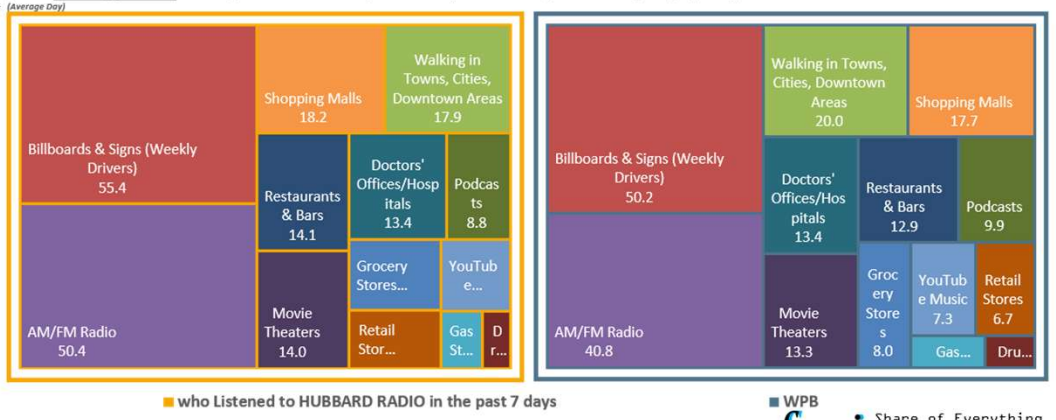
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

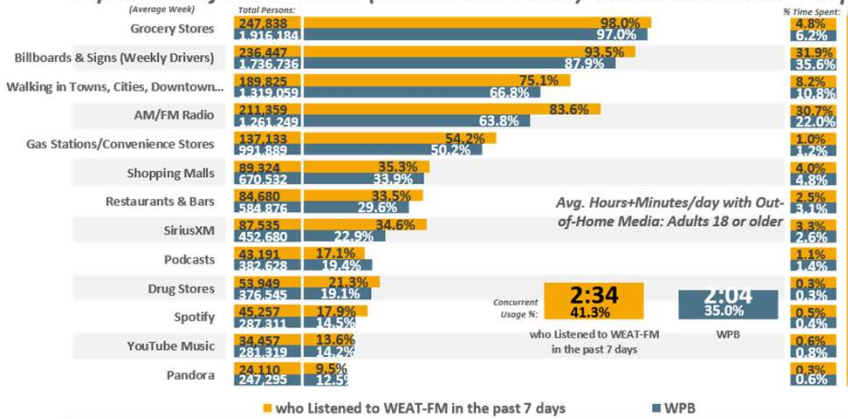
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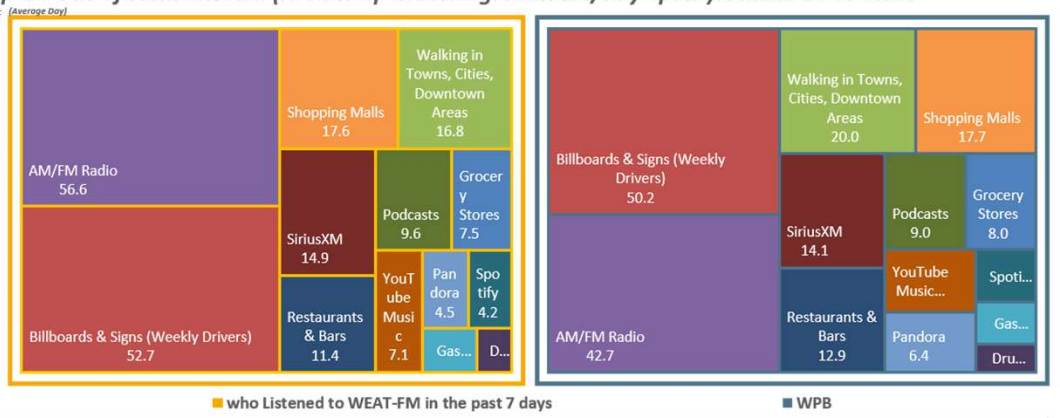
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

236,447 or 93.5% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.5 minutes/day.

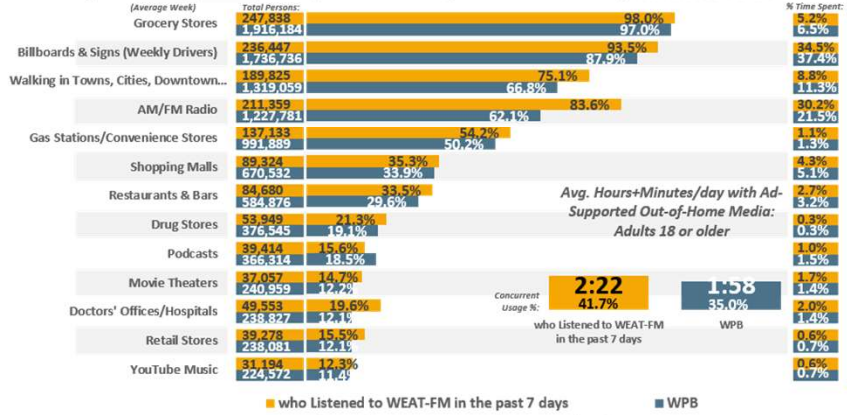
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



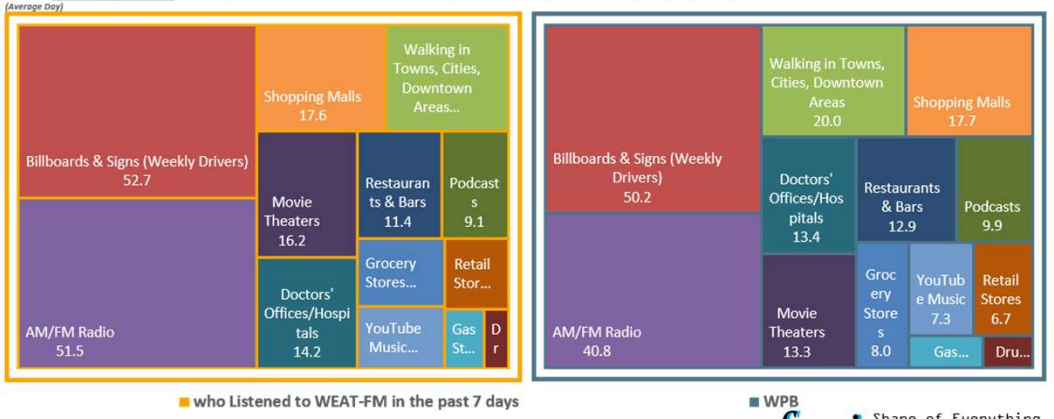
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

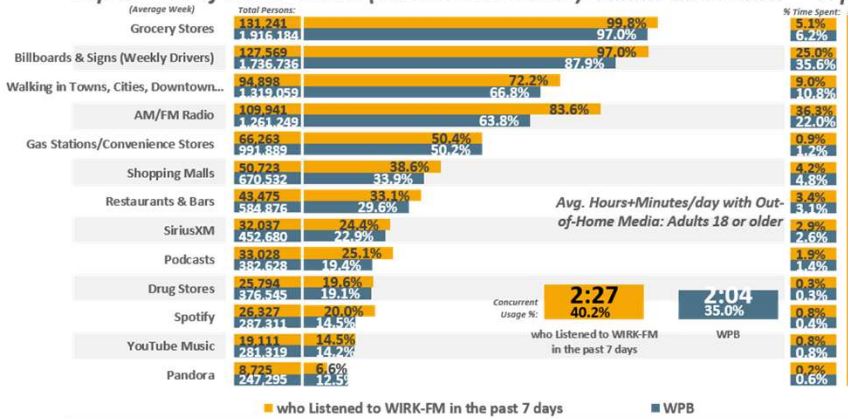
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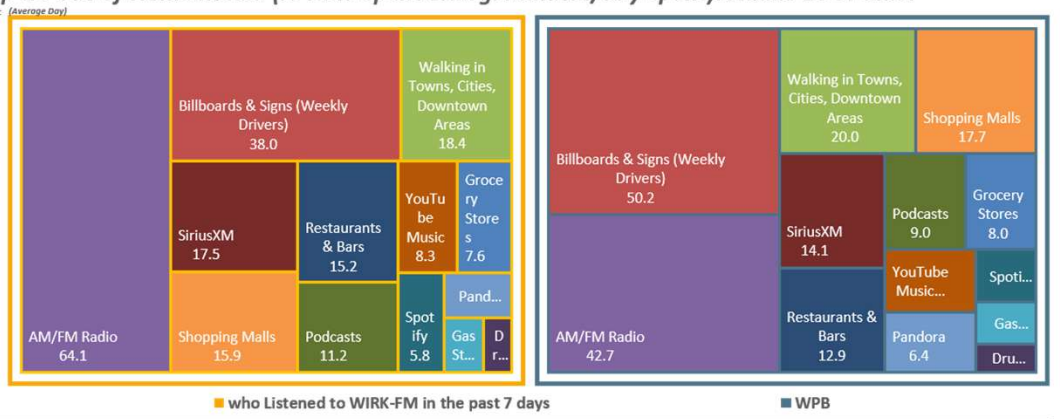
(Radio Stations: WEAT-FM)

127,569 or 97.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 38. minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 61.6 minutes/day.

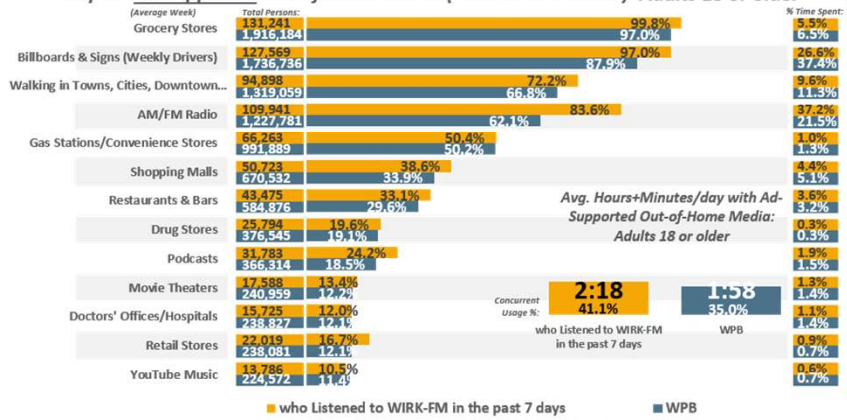
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



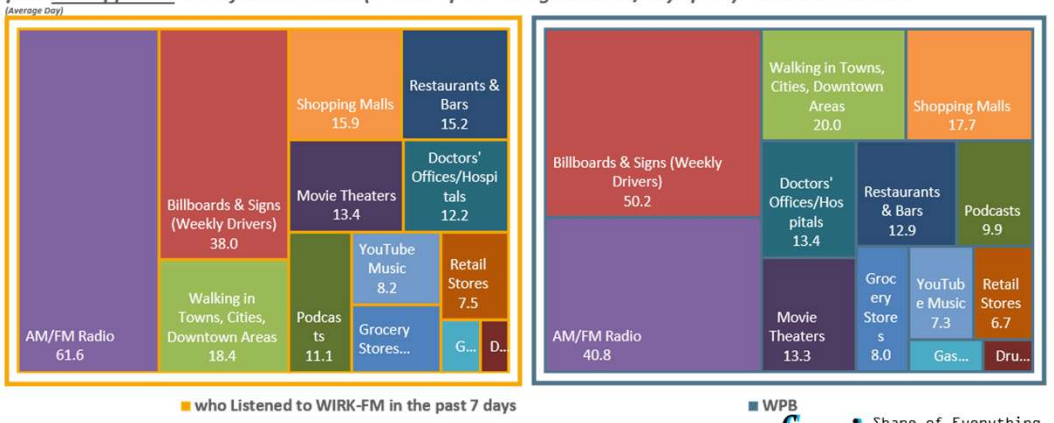
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

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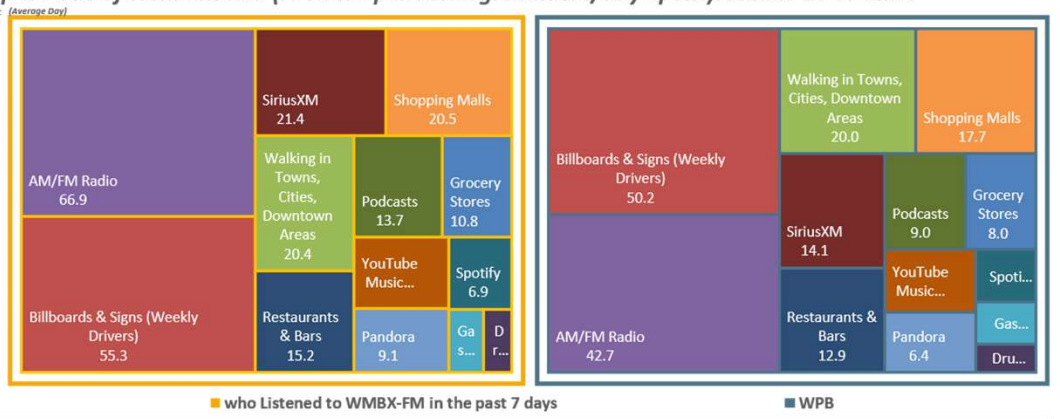
(Radio Stations: WIRK-FM)

133,636 or 87.9% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 62.7 minutes/day.

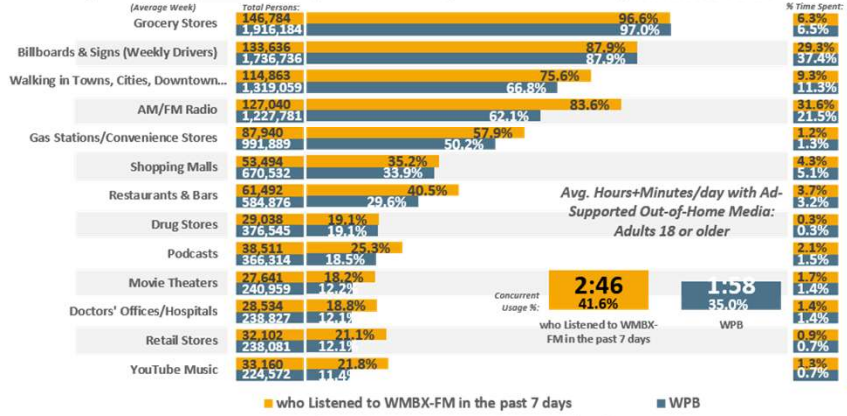
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



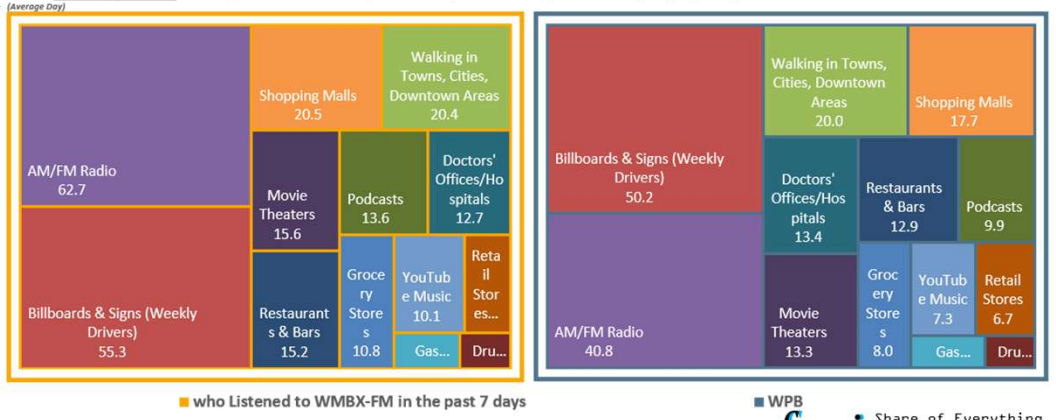
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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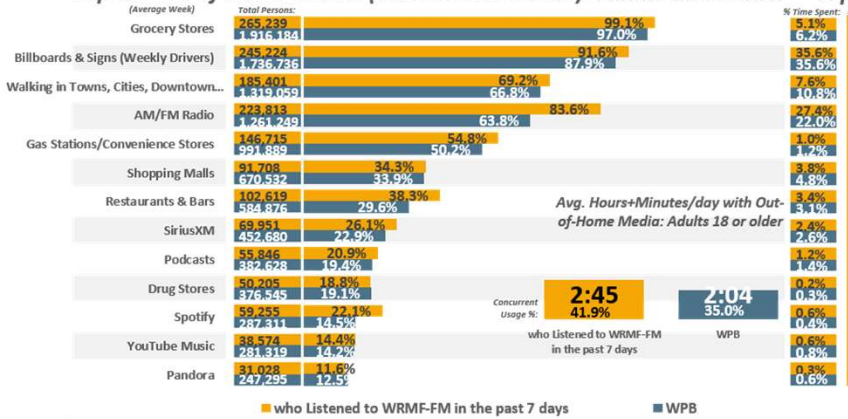
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(Radio Stations: WMBX-FM)

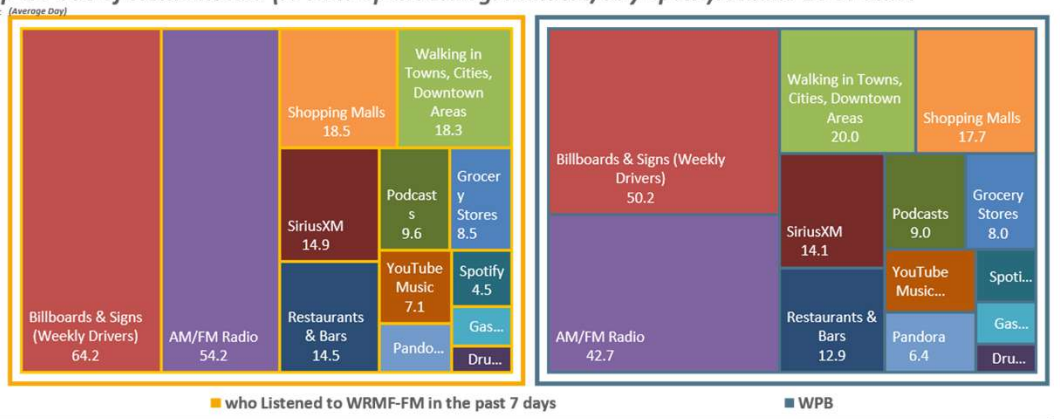
97.9 wrmf
2000's, 10's & today

245,224 or 91.6% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 64.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/day.

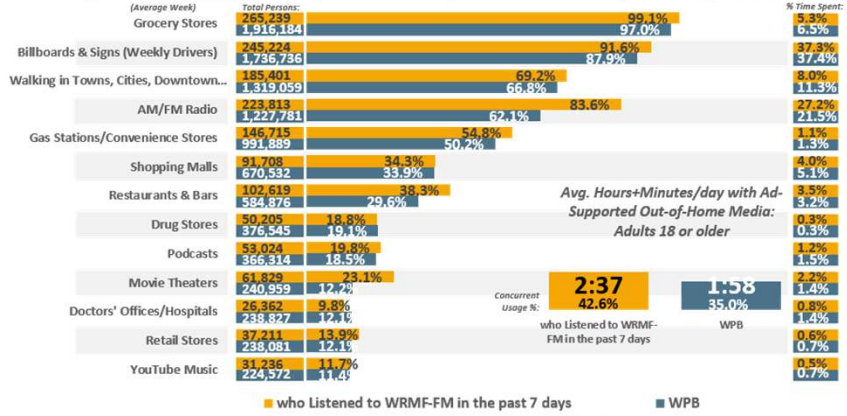
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



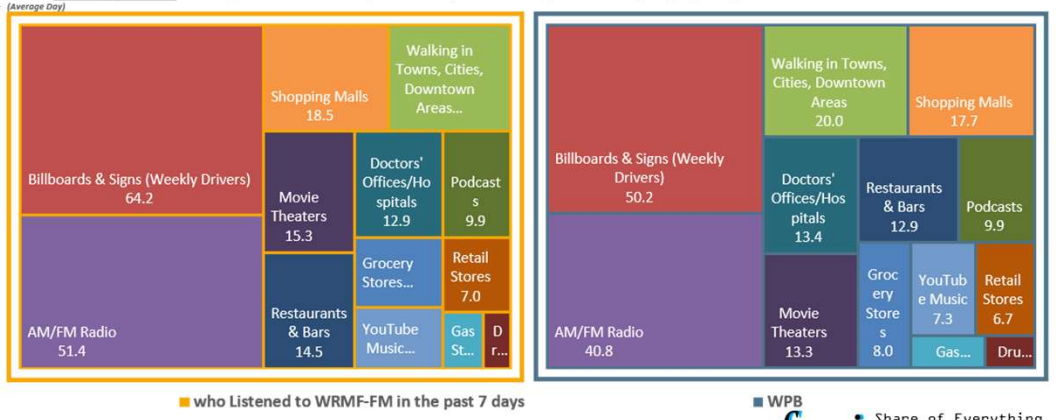
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

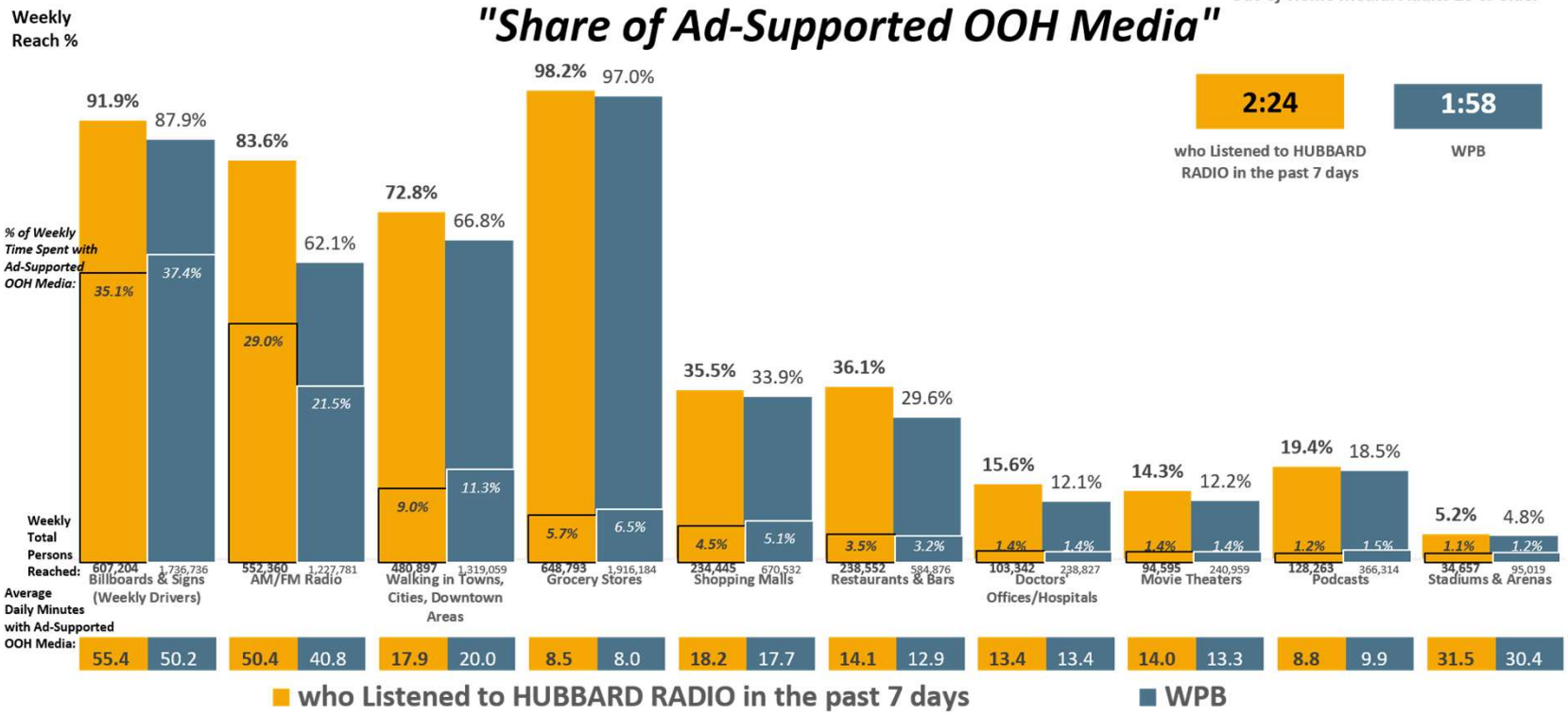
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(Radio Stations: WRMF-FM)

607,204 or 91.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.4 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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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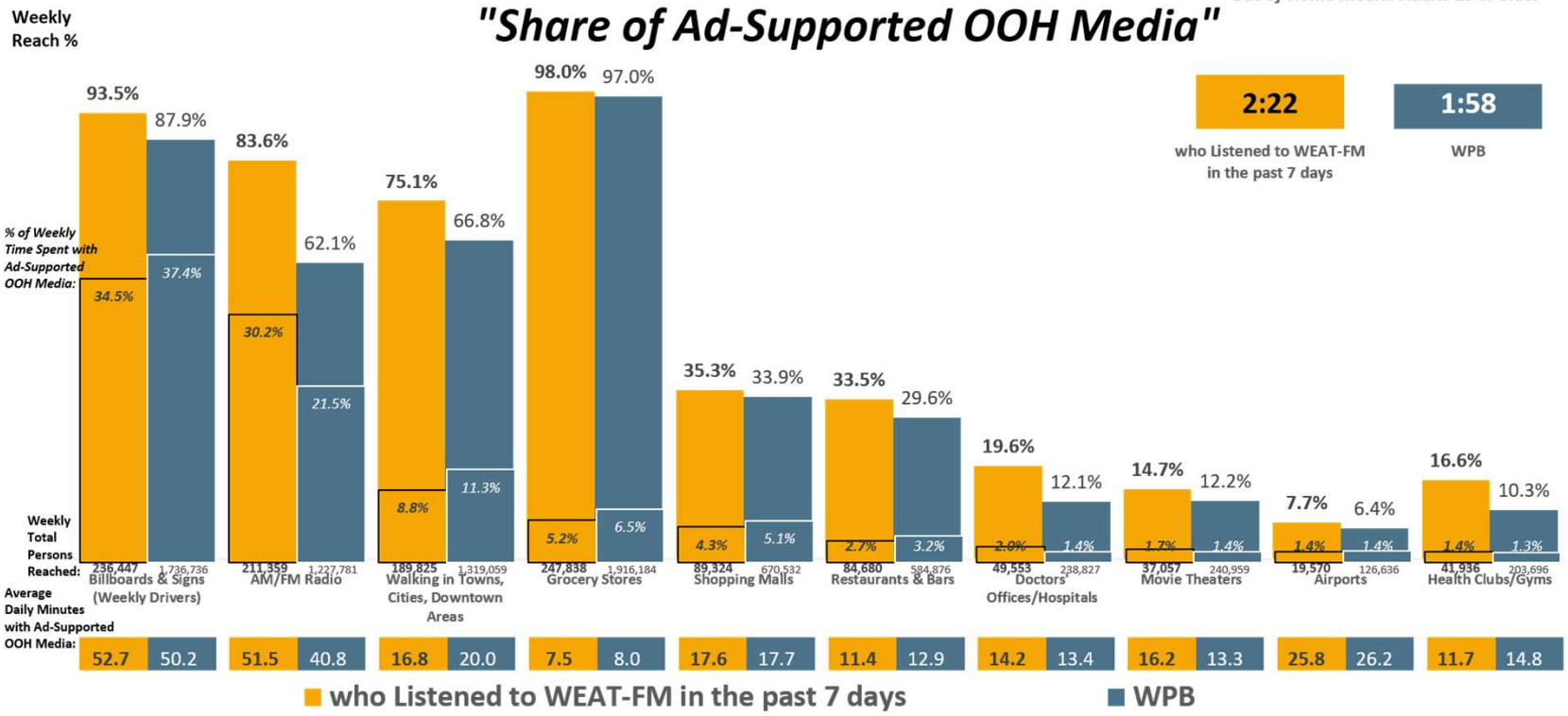
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

236,447 or 93.5% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 52.7 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 18 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

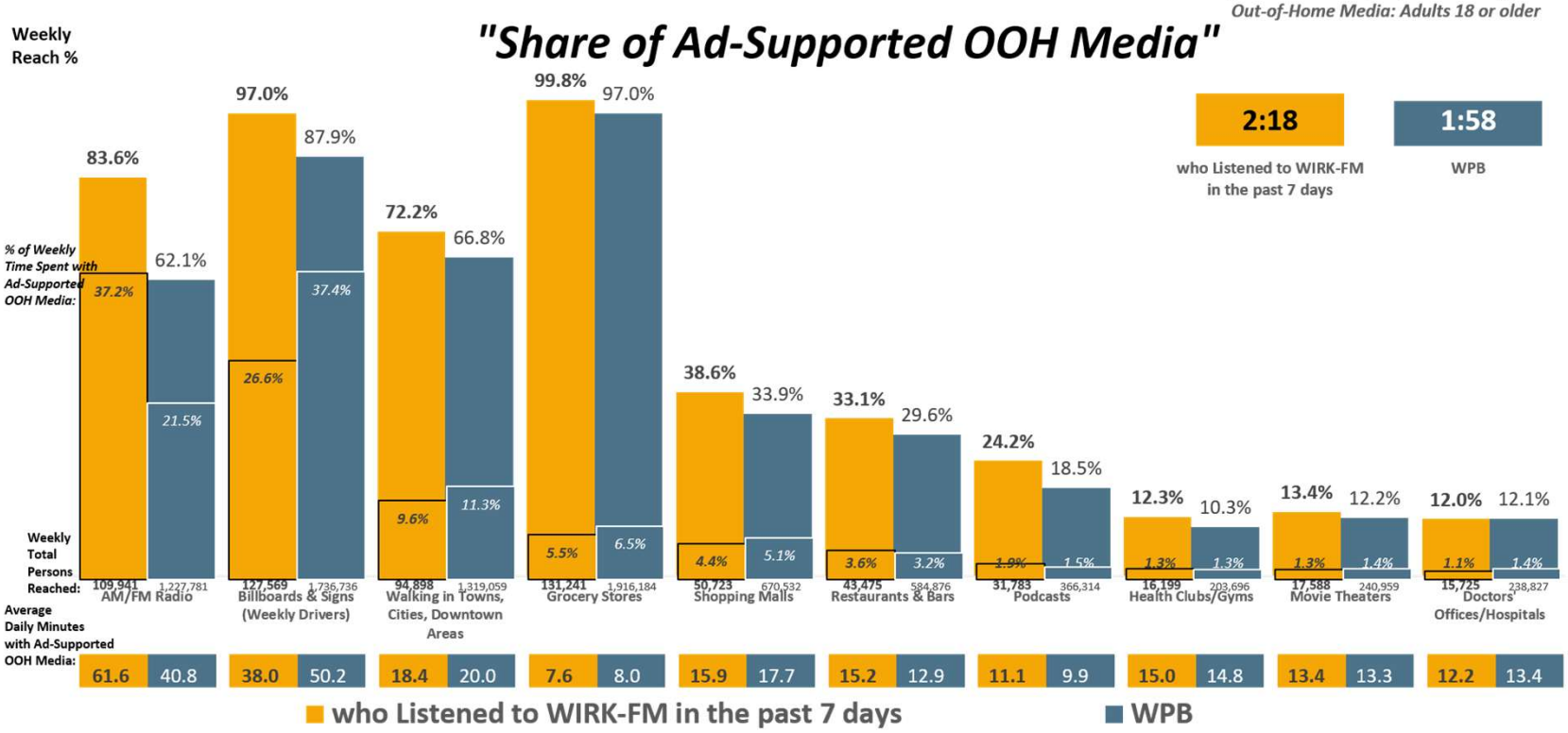
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(Radio Stations: WEAT-FM)

127,569 or 97.7% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 38. minutes per day driving, seeing Billboards and Signs representing 26.6% 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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

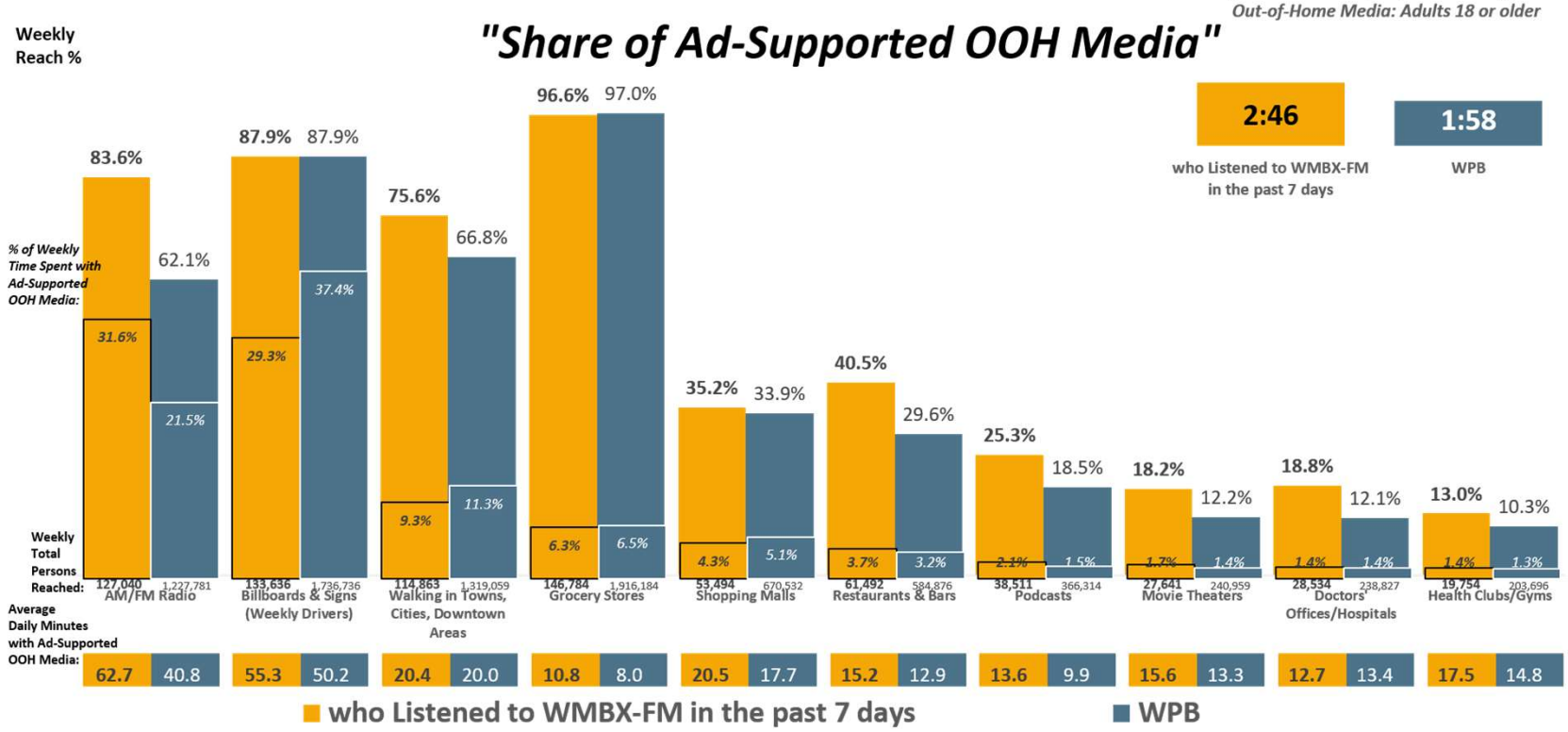
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(Radio Stations: WIRK-FM)

133,636 or 87.9% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 29.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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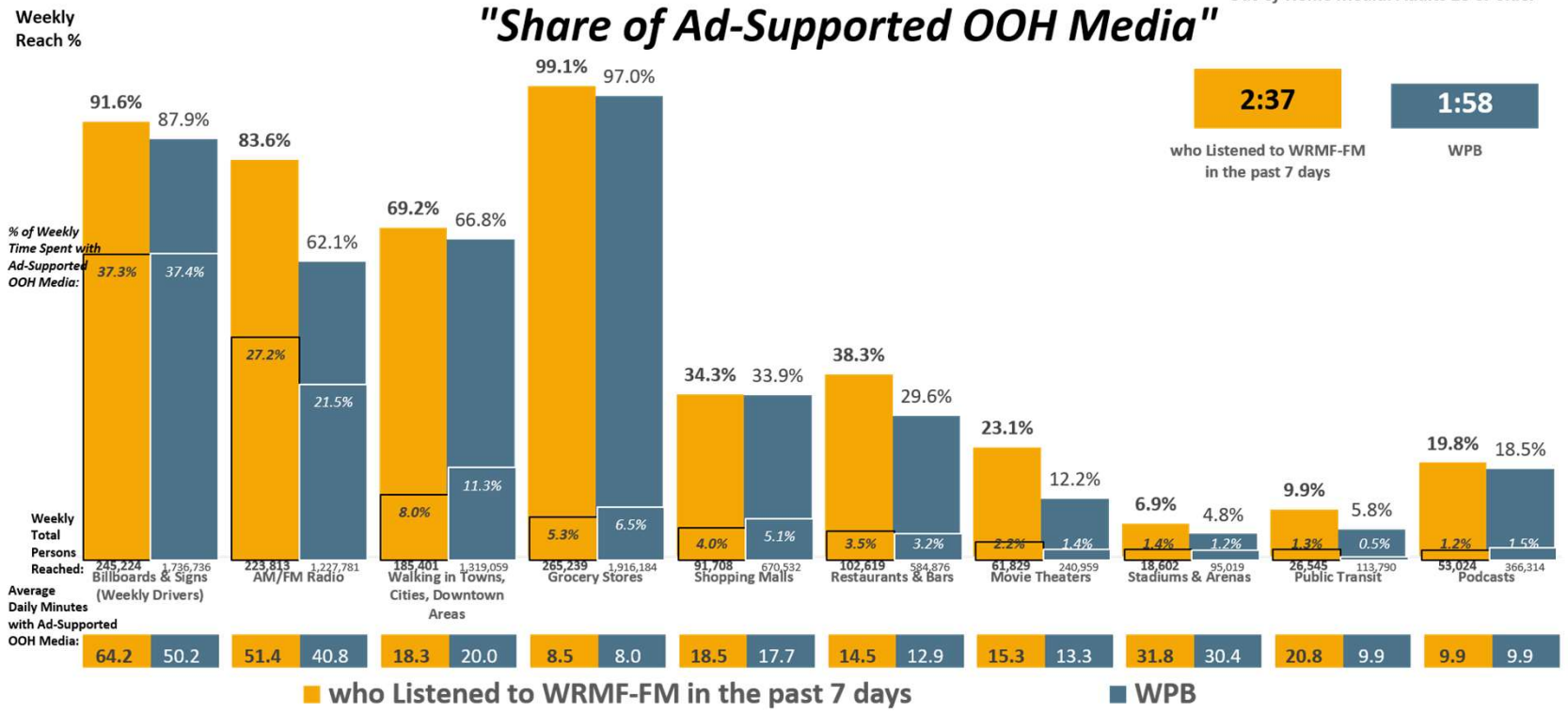
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(Radio Stations: WMBX-FM)

245,224 or 91.6% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 64.2 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

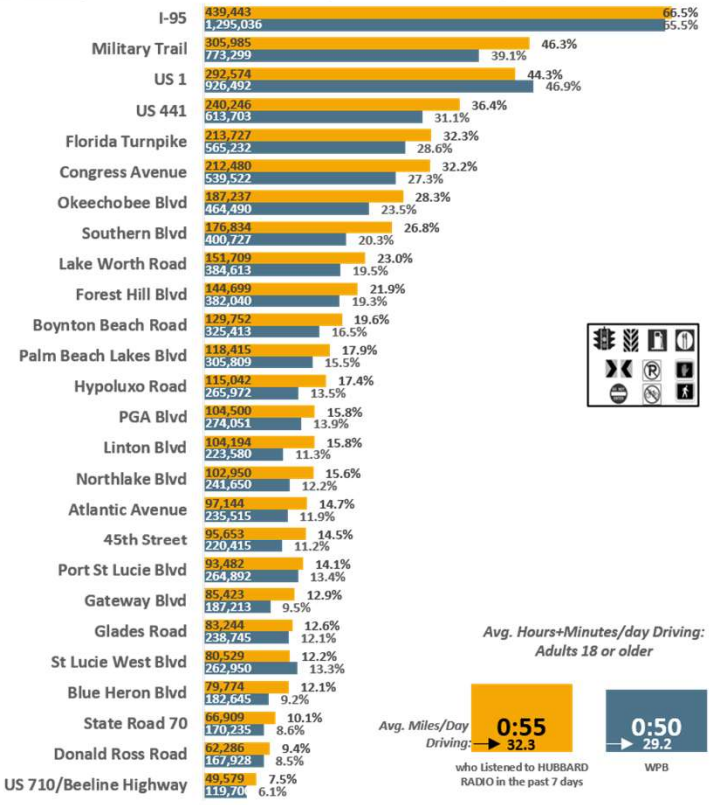
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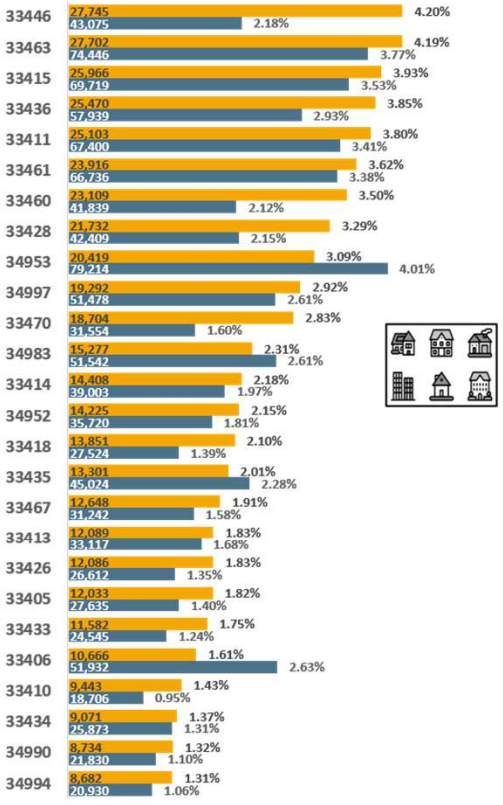
(Radio Stations: WRMF-FM)

607,204 or 91.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.4 minutes per day driving an average of 32.3 miles each day and are 39.3% more likely to use Linton Blvd than the Metro average.

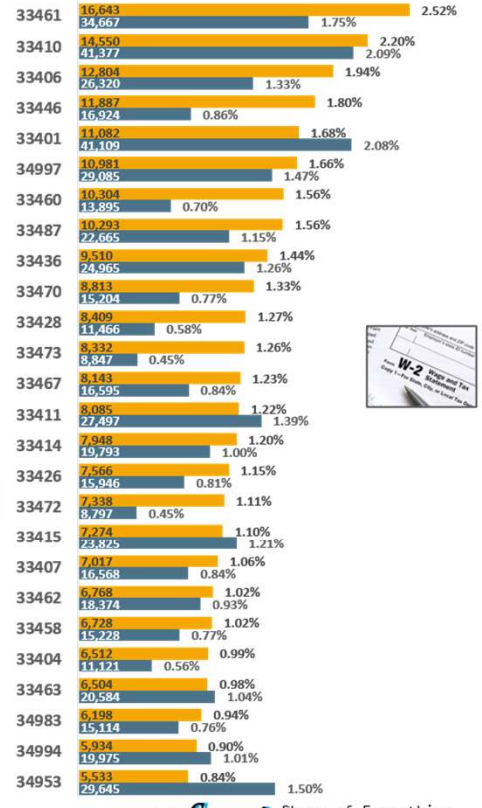
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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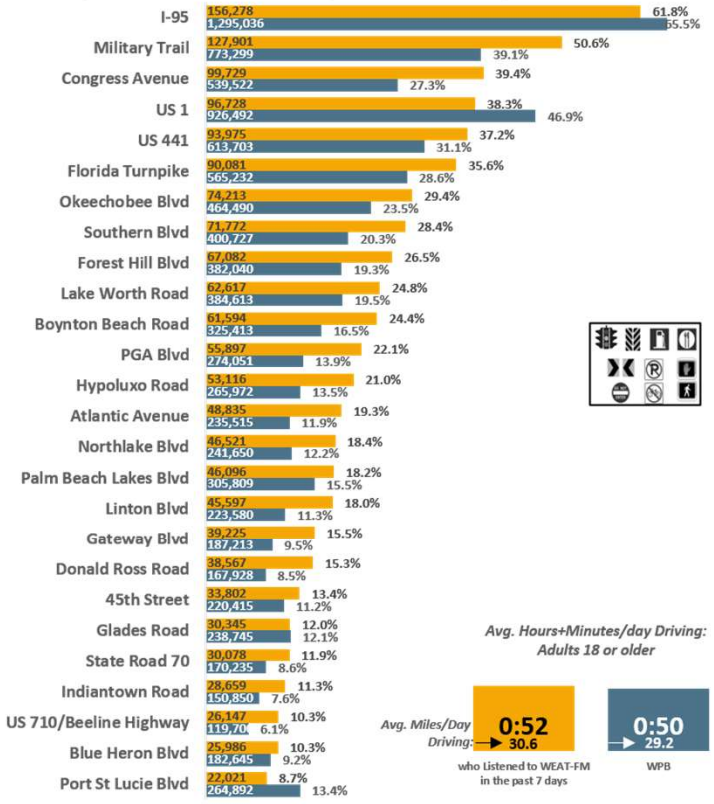
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

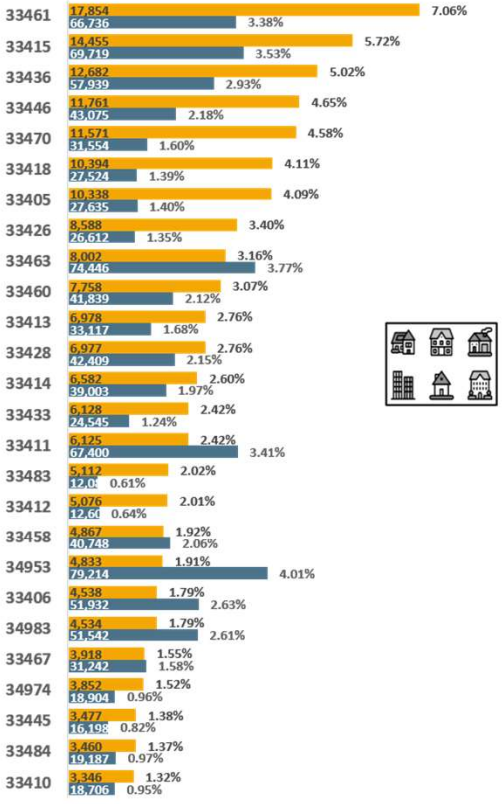
236,447 or 93.5% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 52.7 minutes per day driving an average of 30.6 miles each day and are 79.5% more likely to use Donald Ross Road than the Metro average.

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

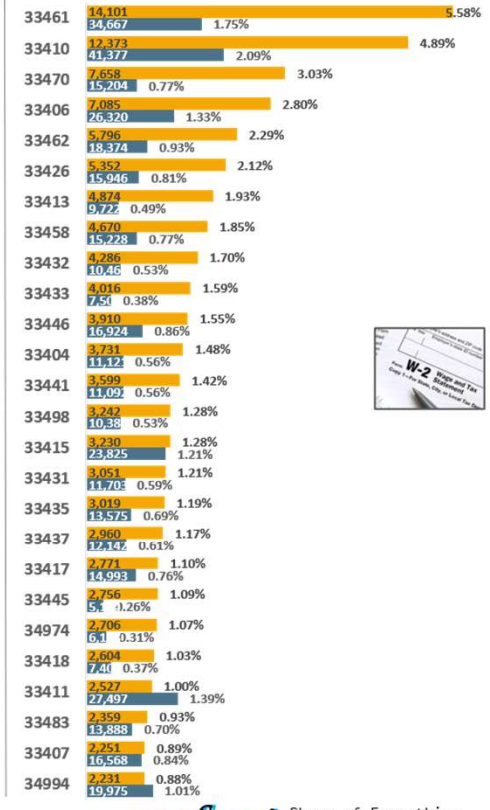


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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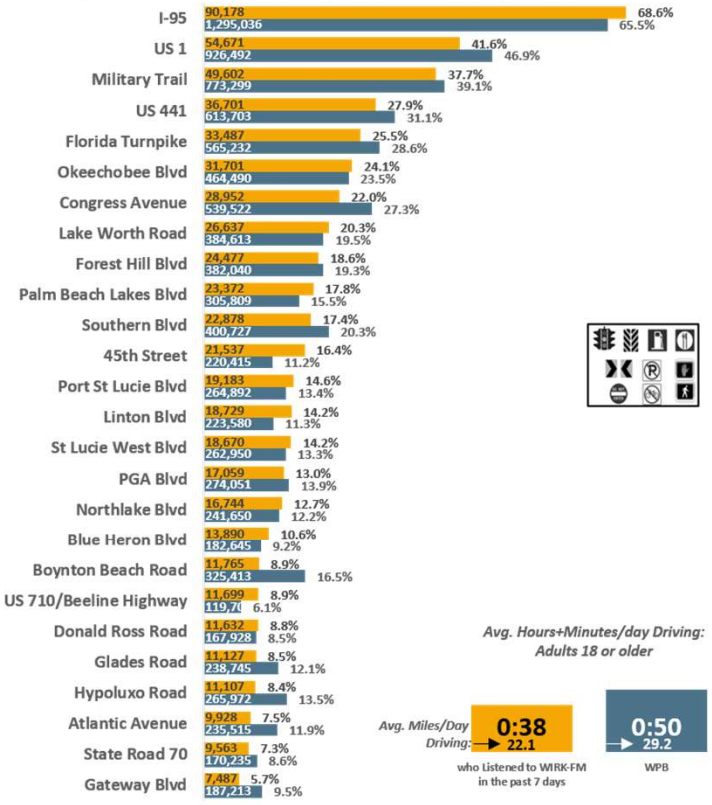
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

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(Radio Stations: WEAT-FM)

127,569 or 97.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 38. minutes per day driving an average of 22.1 miles each day and are 46.8% more likely to use 45th Street than the Metro average.

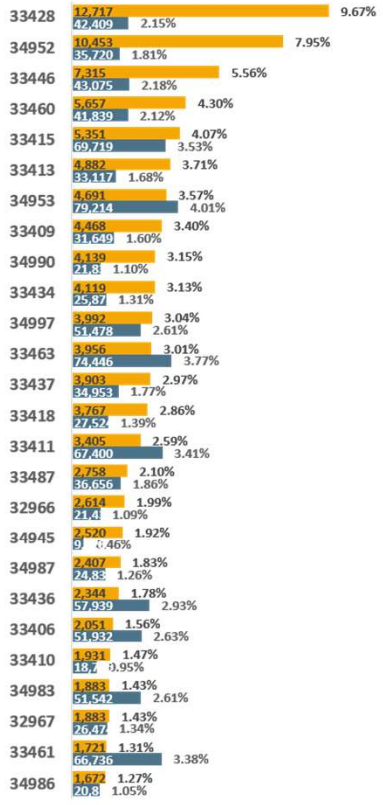
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



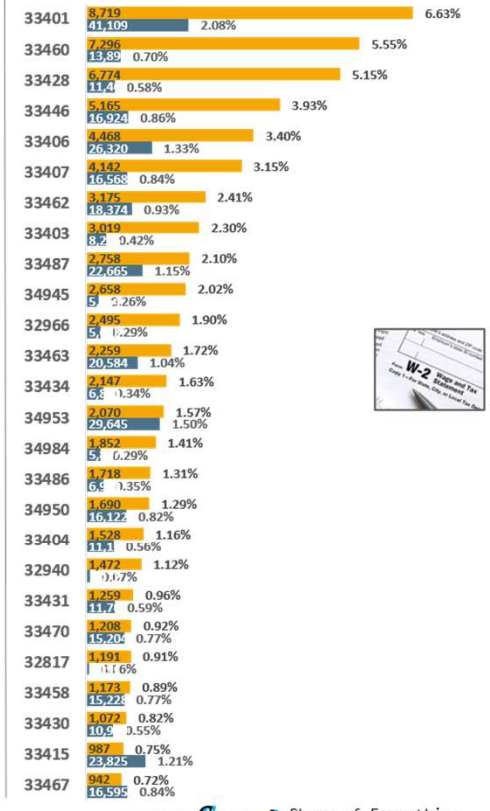
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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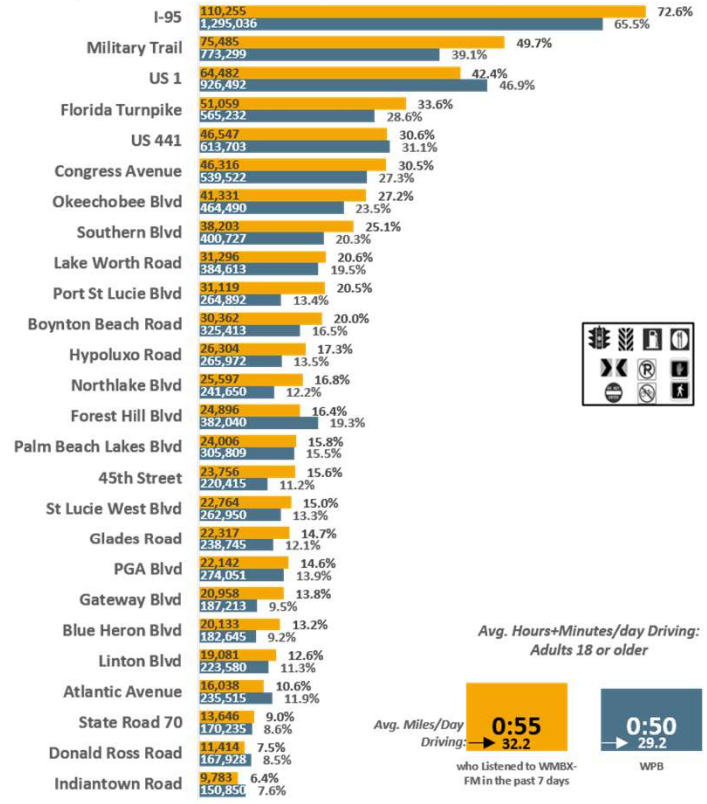
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 186

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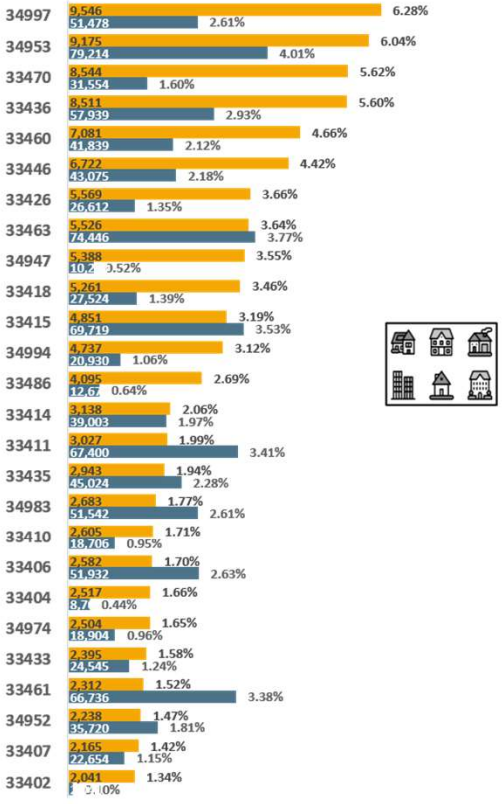
(Radio Stations: WIRK-FM)

133,636 or 87.9% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 55.3 minutes per day driving an average of 32.2 miles each day and are 52.7% more likely to use Port St Lucie Blvd than the Metro average.

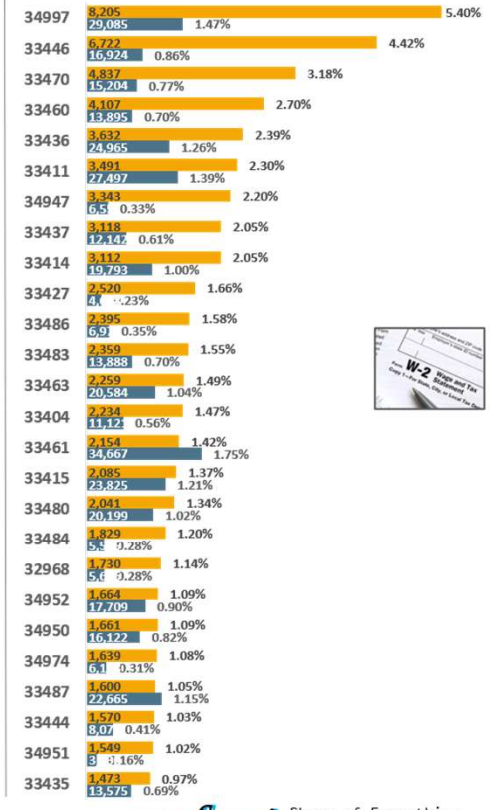
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

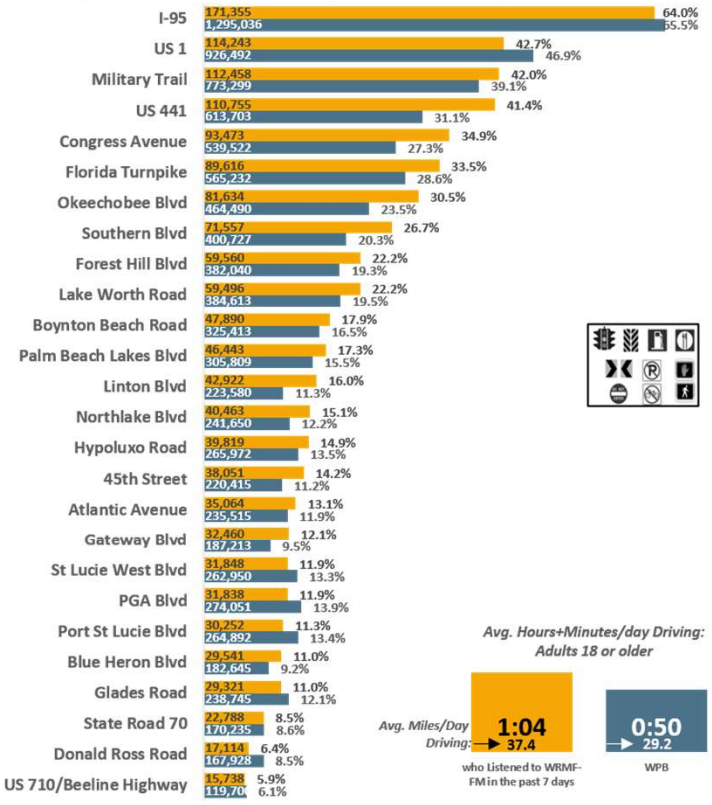
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(Radio Stations: WMBX-FM)

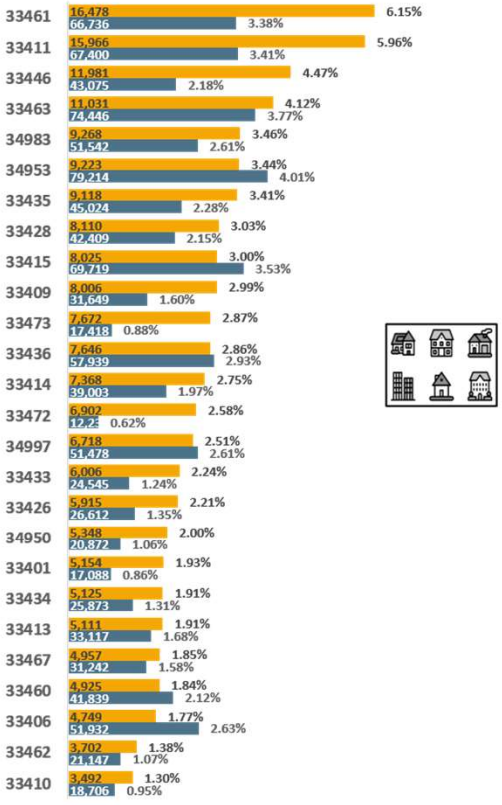
97.9 wrmf
2000's, 10's & today

245,224 or 91.6% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 64.2 minutes per day driving an average of 37.4 miles each day and are 41.7% more likely to use Linton Blvd than the Metro average.

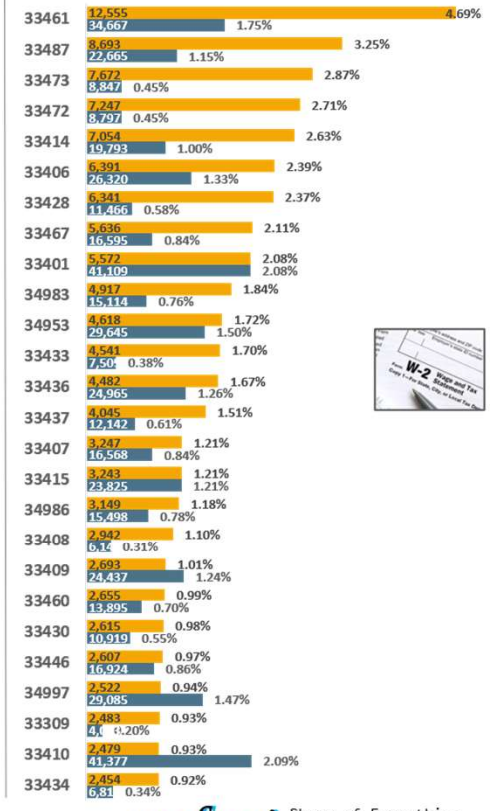
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



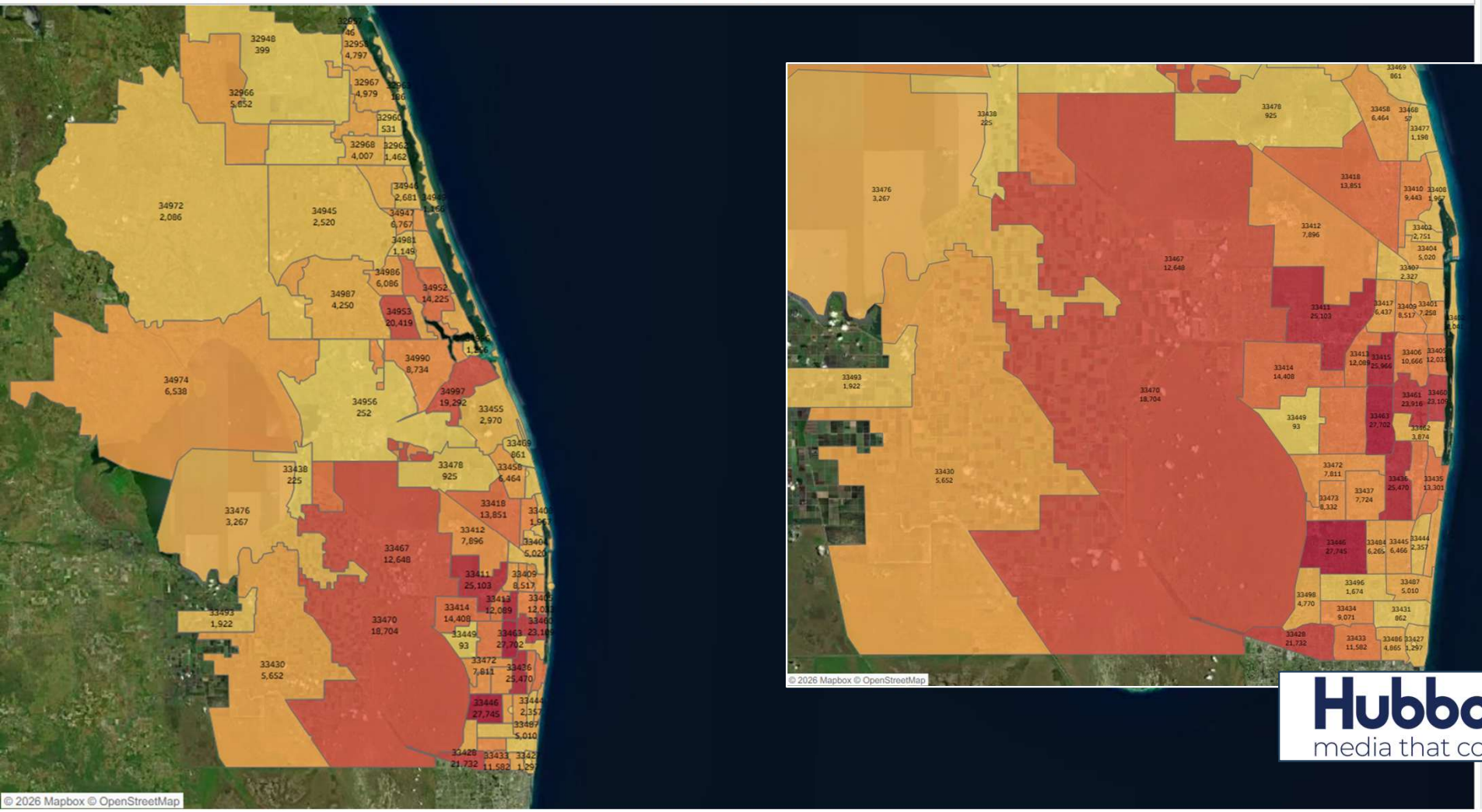
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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 337

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(Radio Stations: WRMF-FM)

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



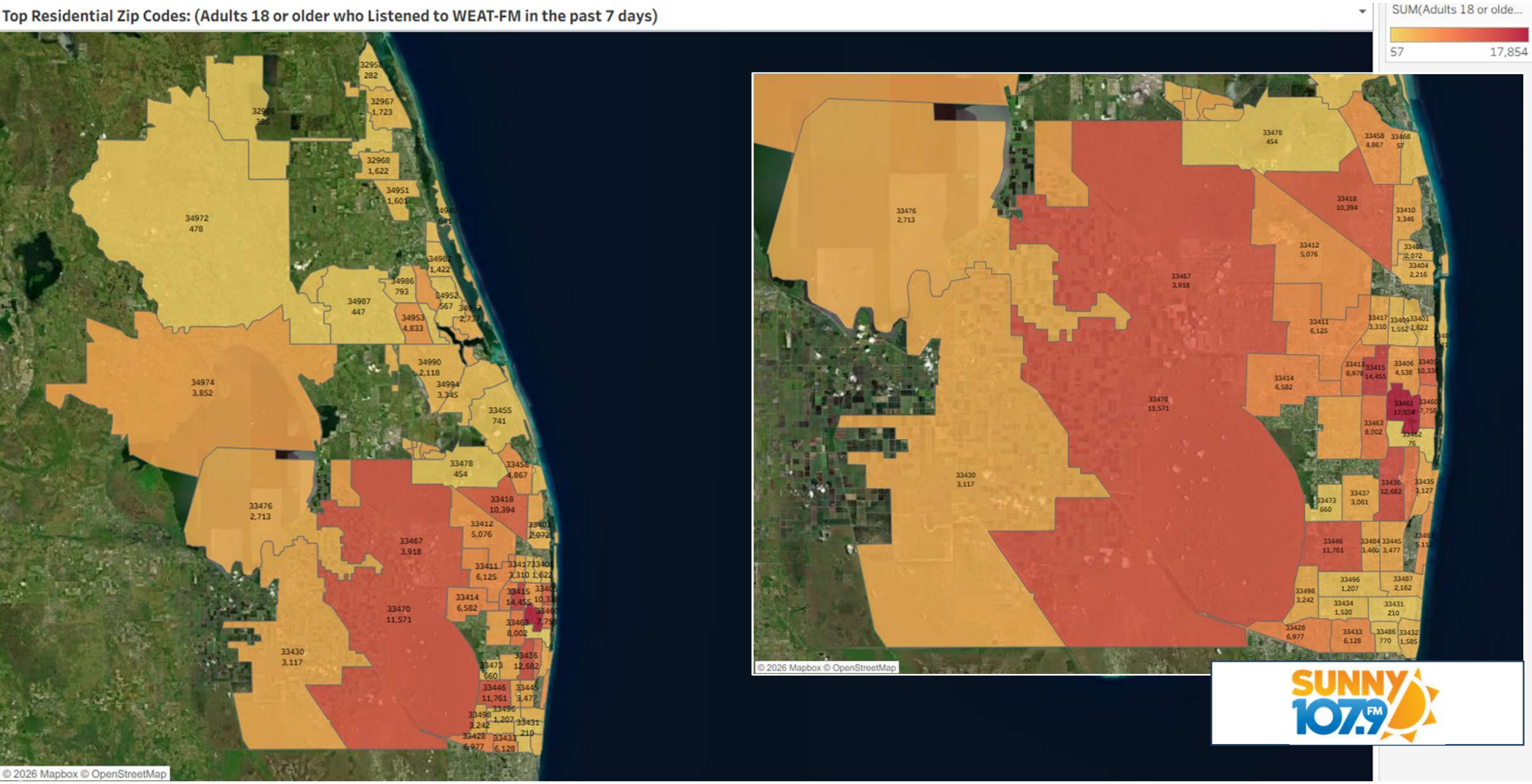
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

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

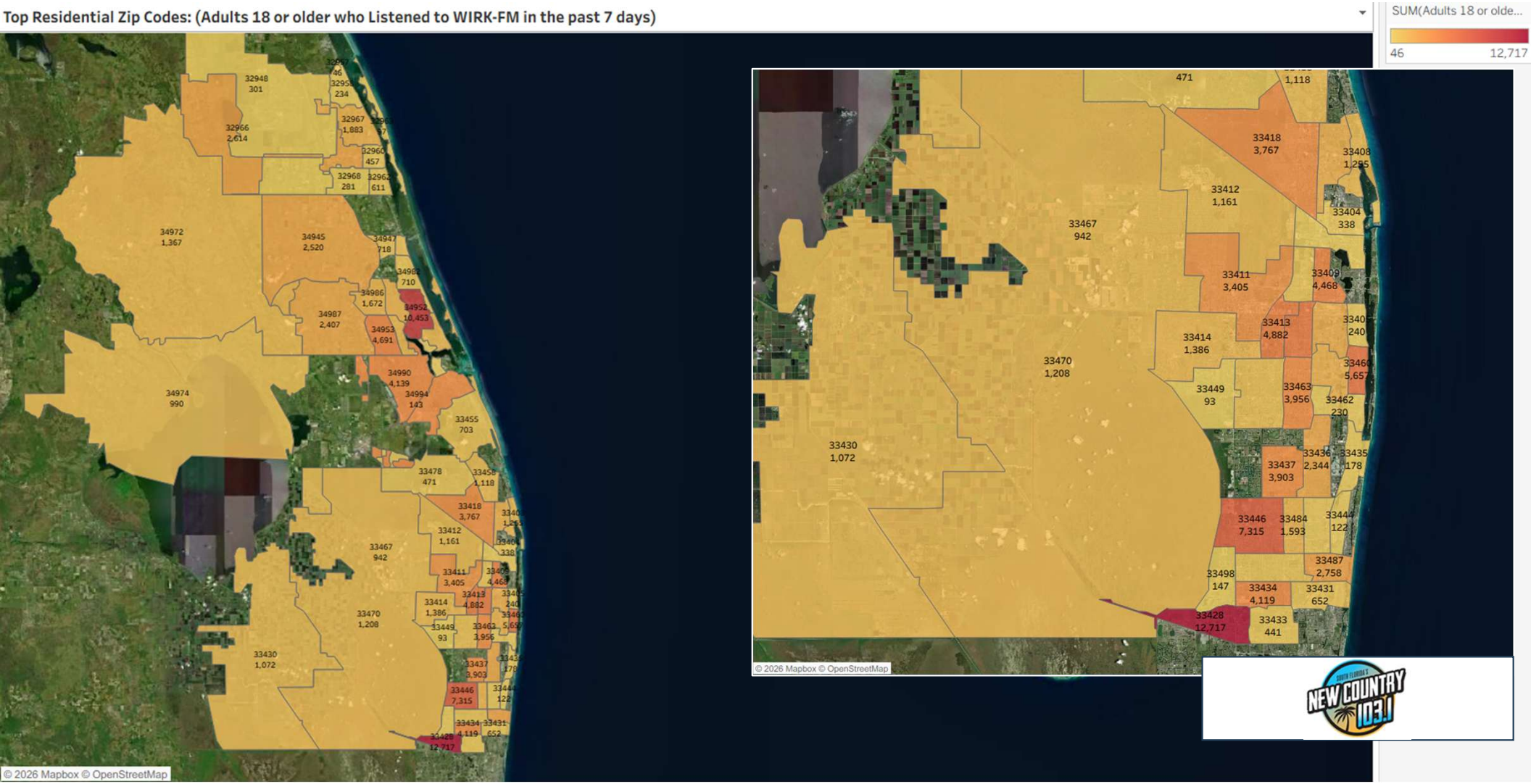


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(Radio Stations: WEAT-FM)

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

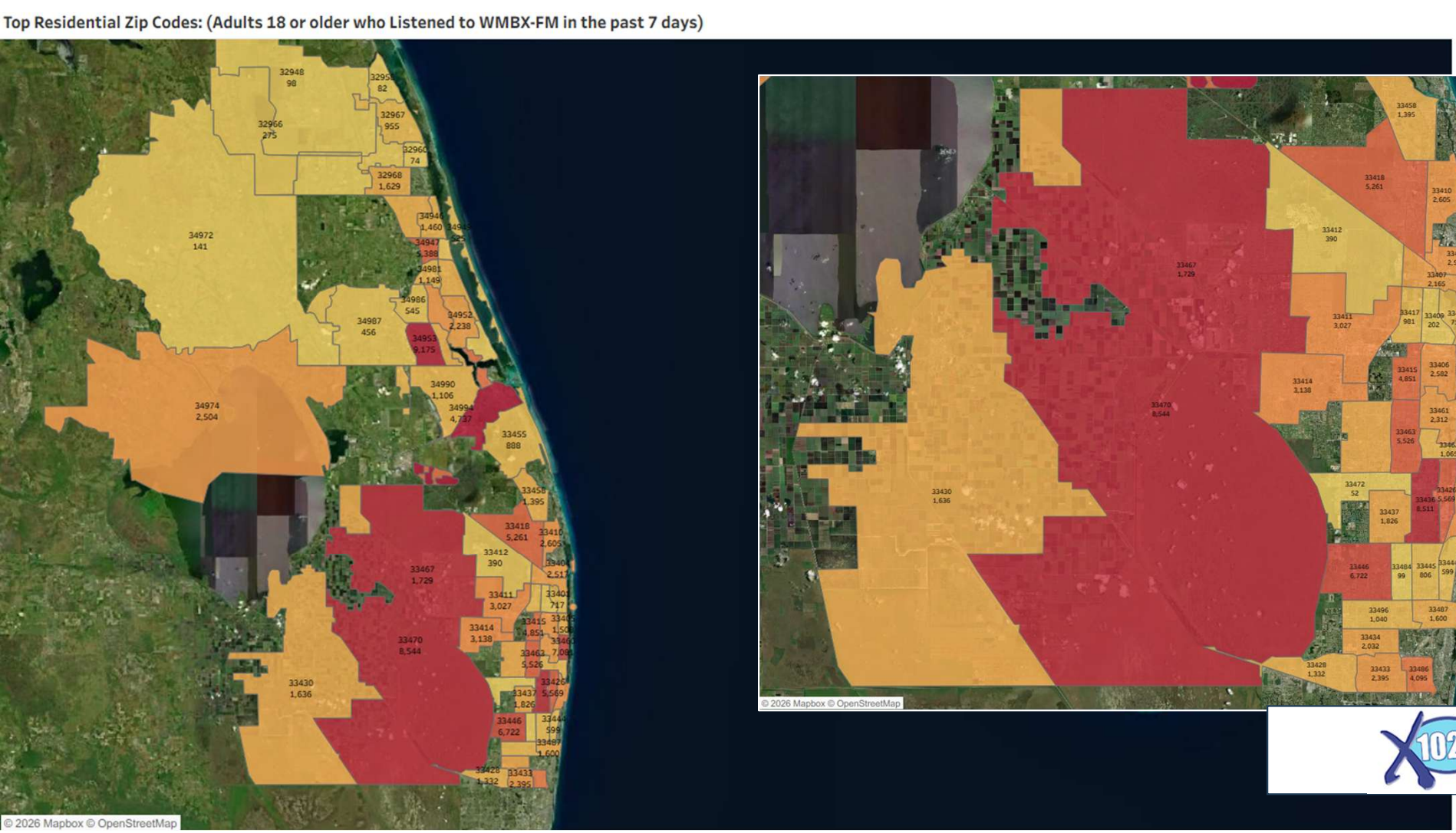


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(Radio Stations: WIRK-FM)

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

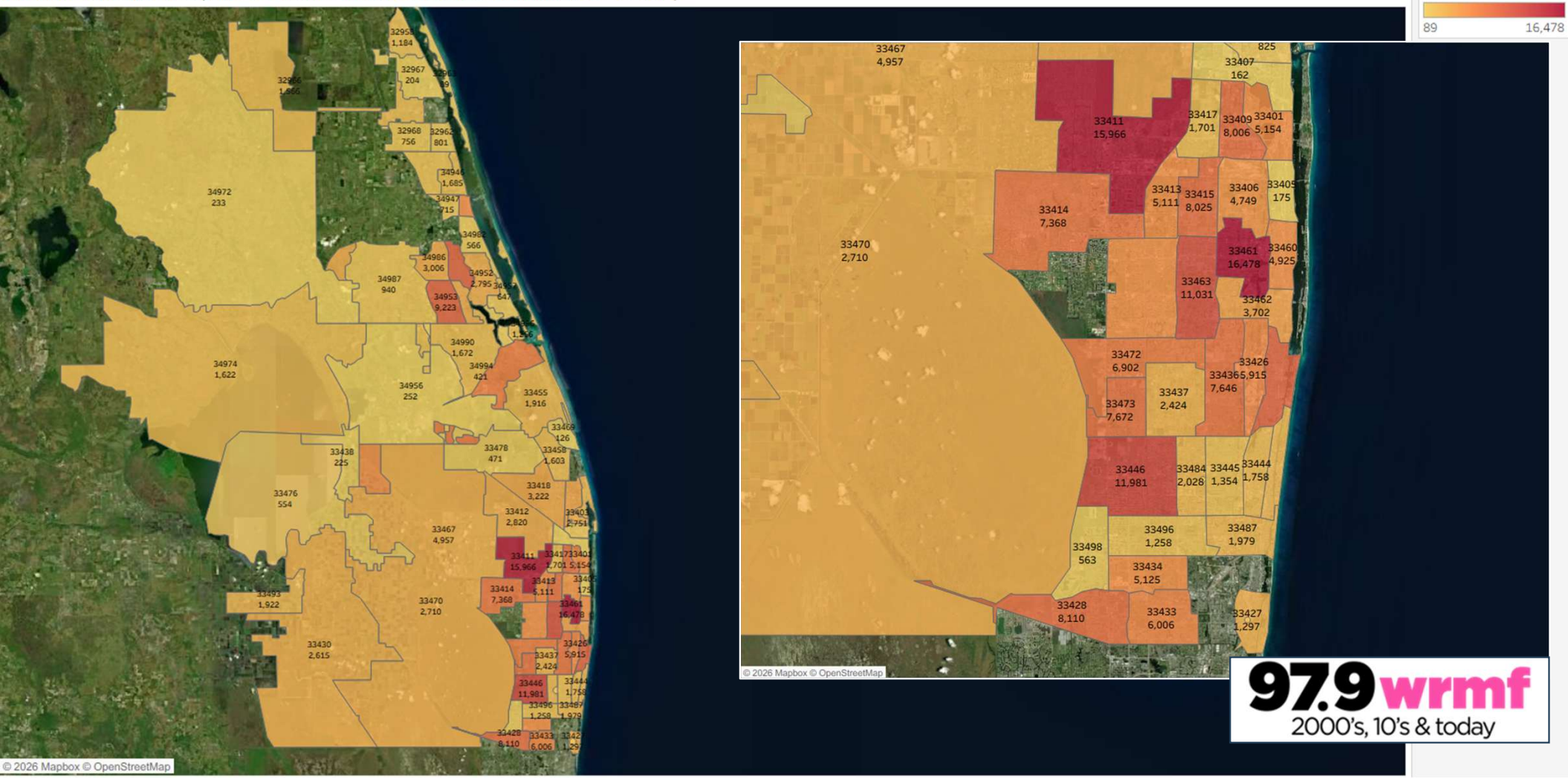


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(Radio Stations: WMBX-FM)

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



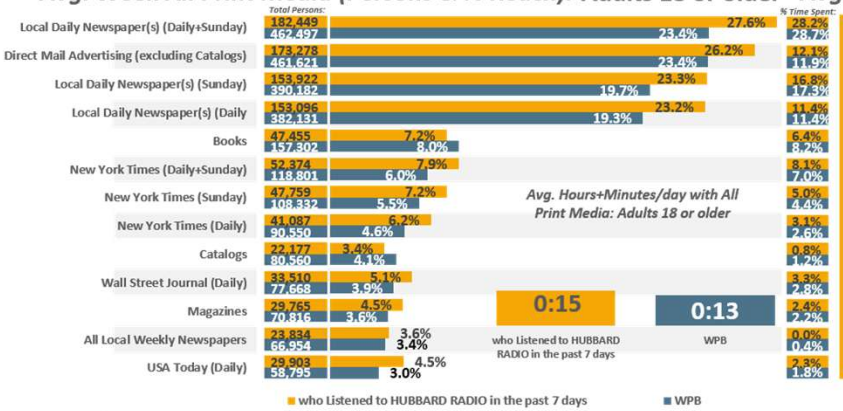
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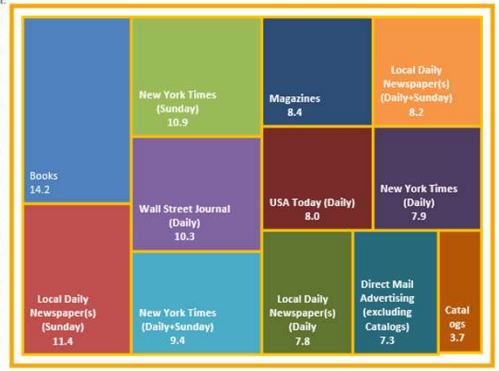
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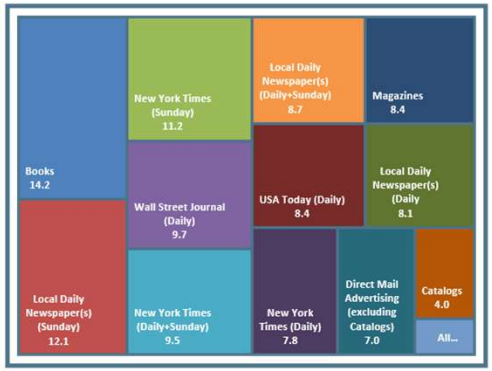
(Radio Stations: WRMF-FM)

182,449 or 27.6% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

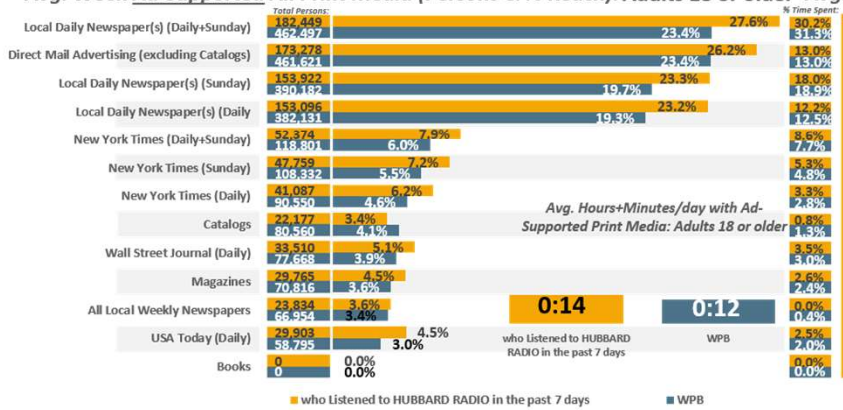
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



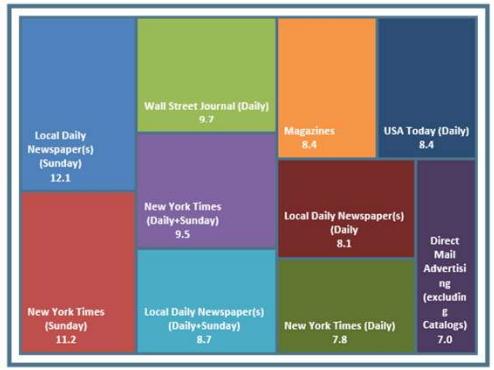




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 846

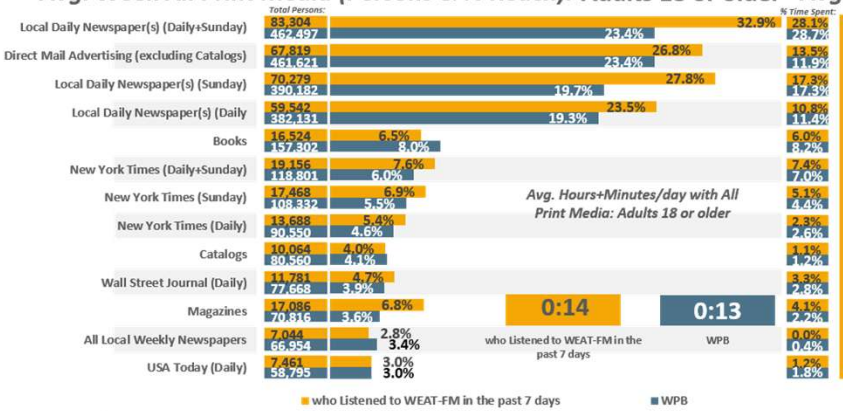
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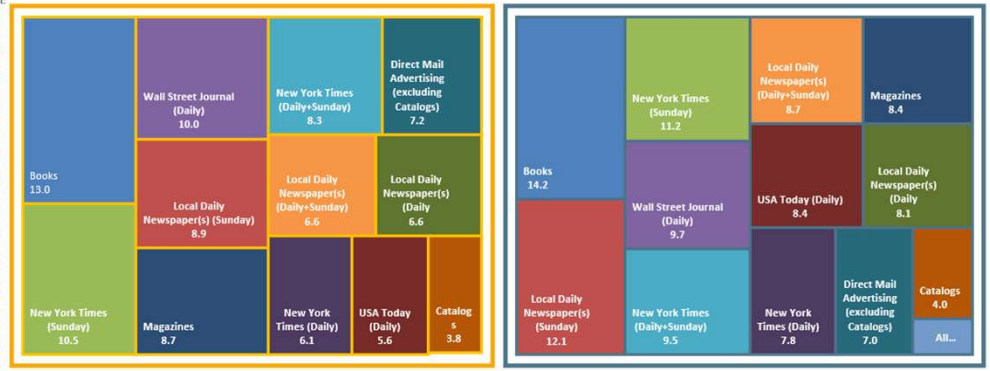
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

83,304 or 32.9% of Adults 18 or older who Listened to WEAT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

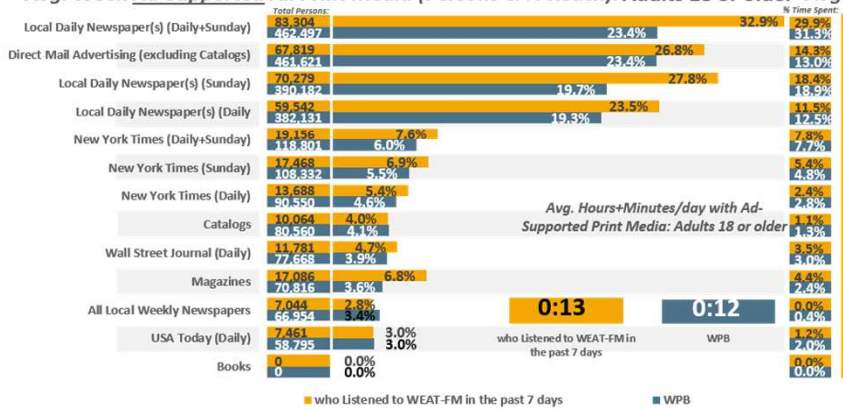
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 298

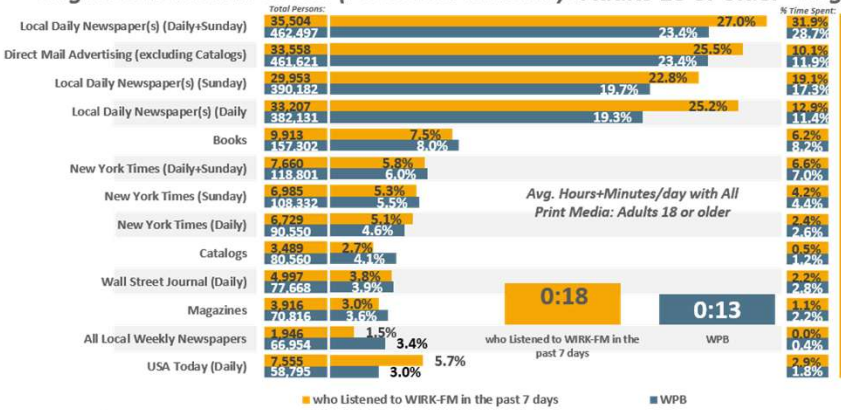
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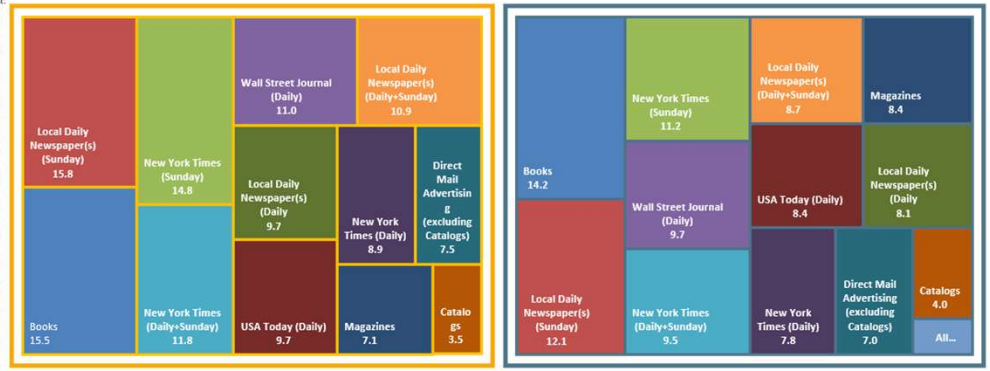
(Radio Stations: WEAT-FM)

35,504 or 27.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

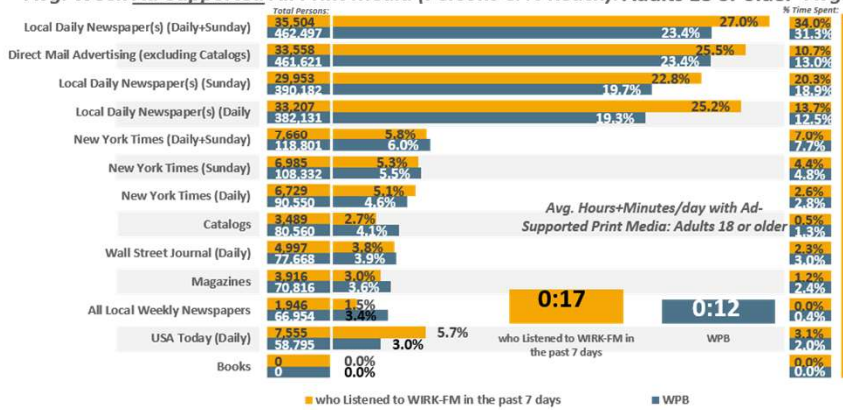
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



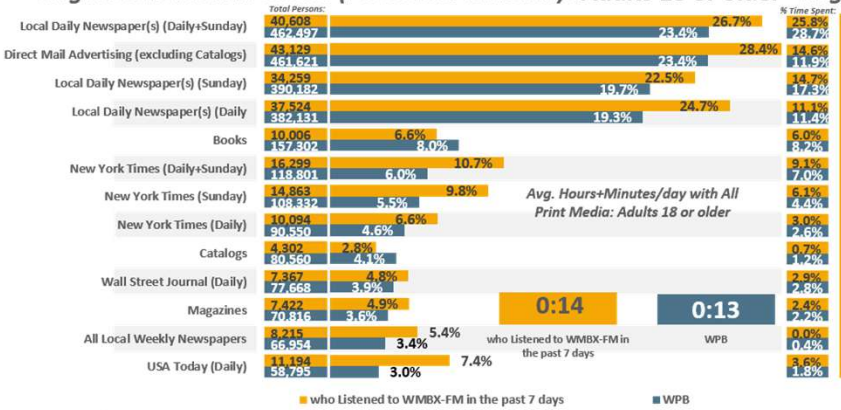
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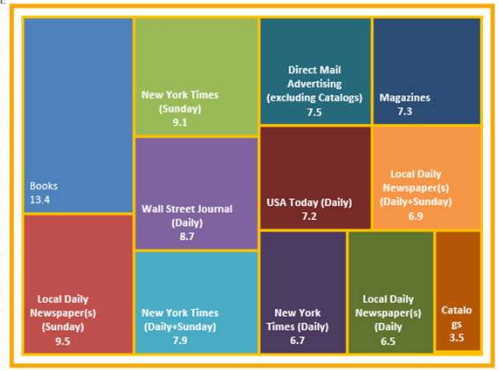
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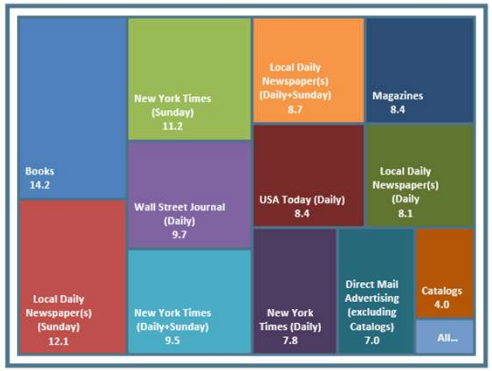
(Radio Stations: WIRK-FM)

40,608 or 26.7% of Adults 18 or older who Listened to WMBX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

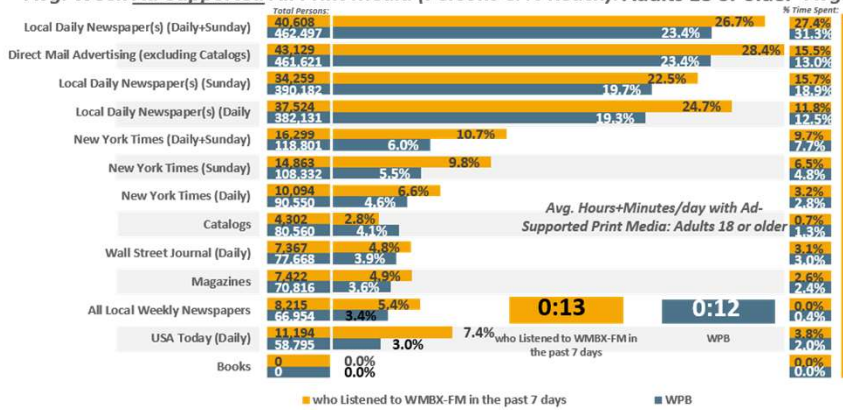
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

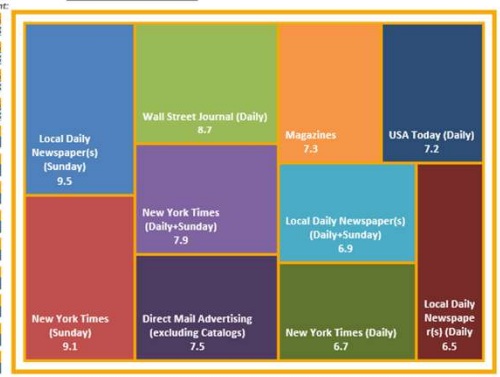


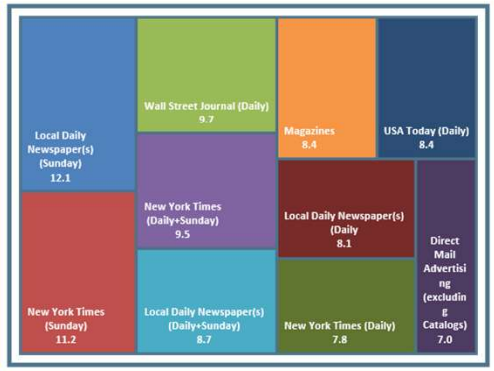




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 185

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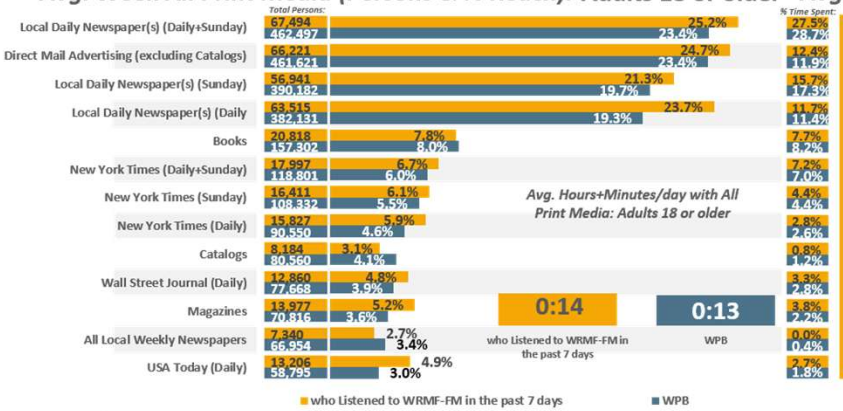
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(Radio Stations: WMBX-FM)

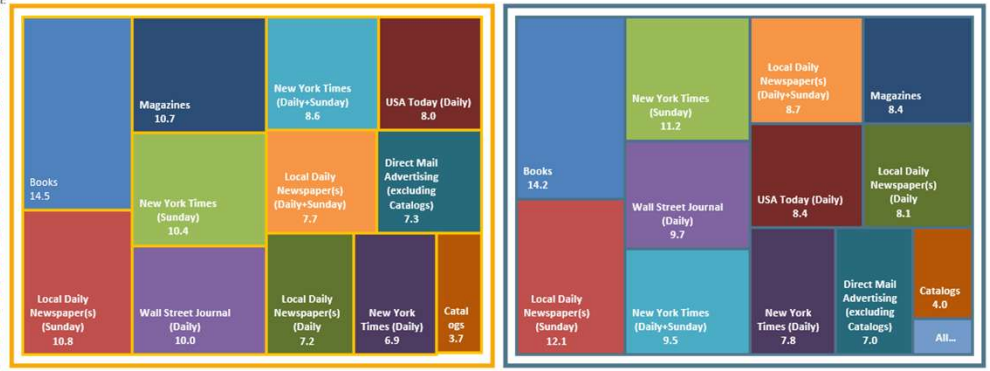
97.9 wrmf
2000's, 10's & today

67,494 or 25.2% of Adults 18 or older who Listened to WRMF-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

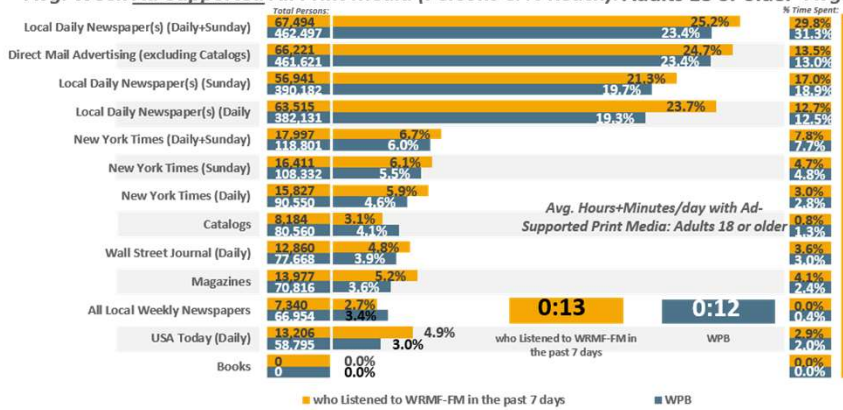
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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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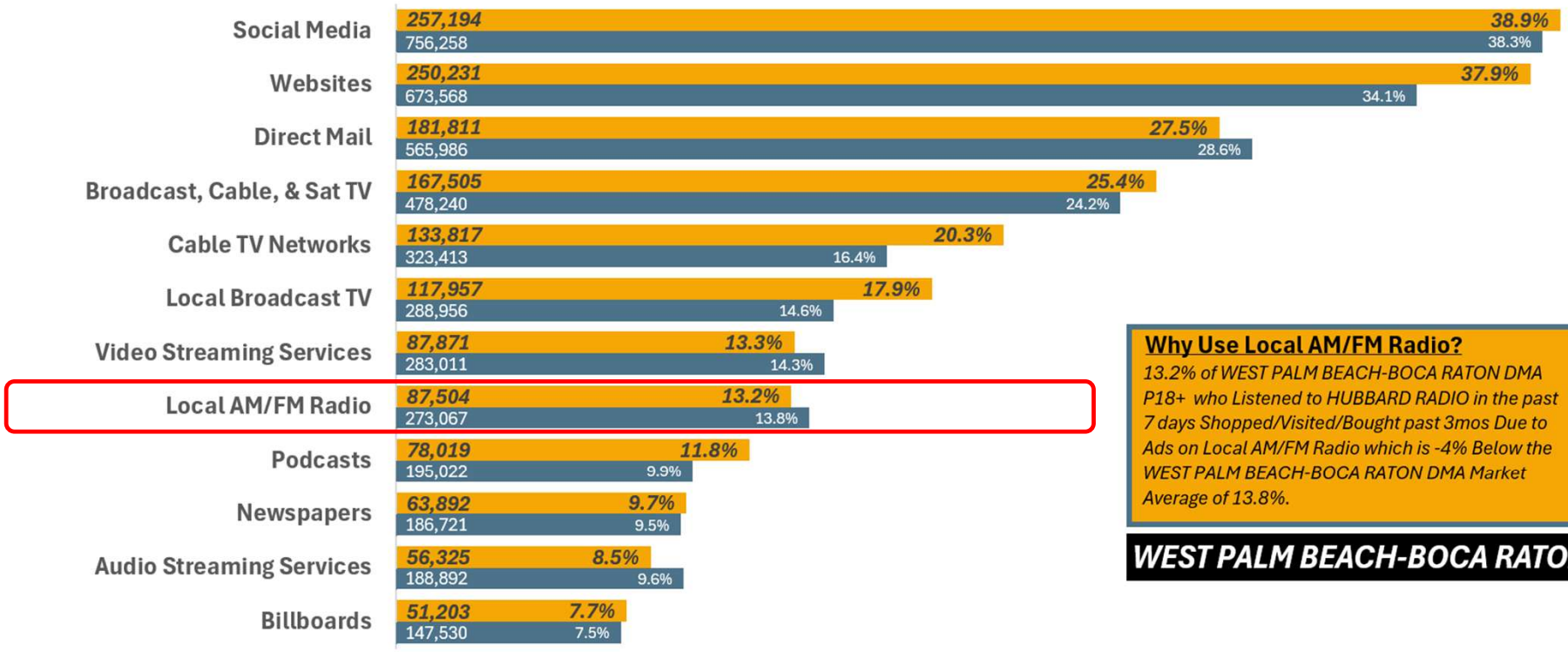
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(Radio Stations: WRMF-FM)

Hubbard media that connects

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.2% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 846

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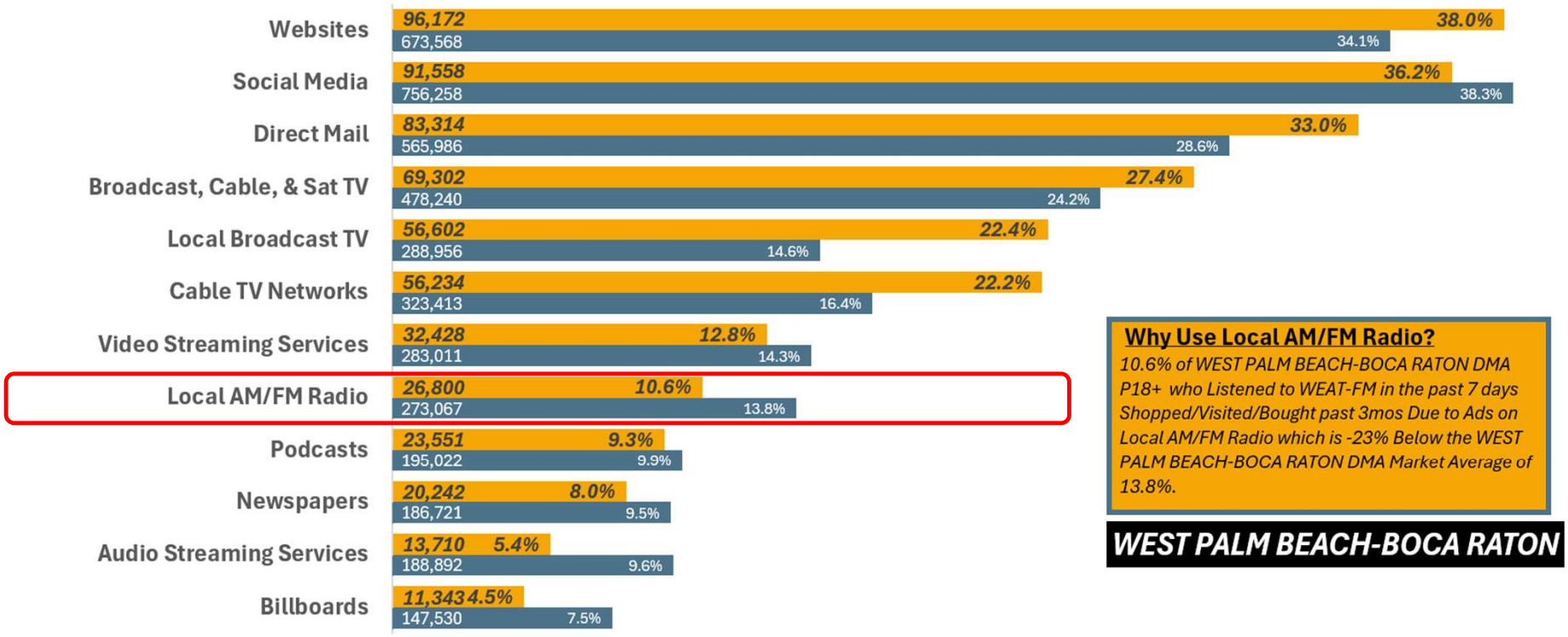
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

SUNNY 107.9 FM

"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WEAT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 298

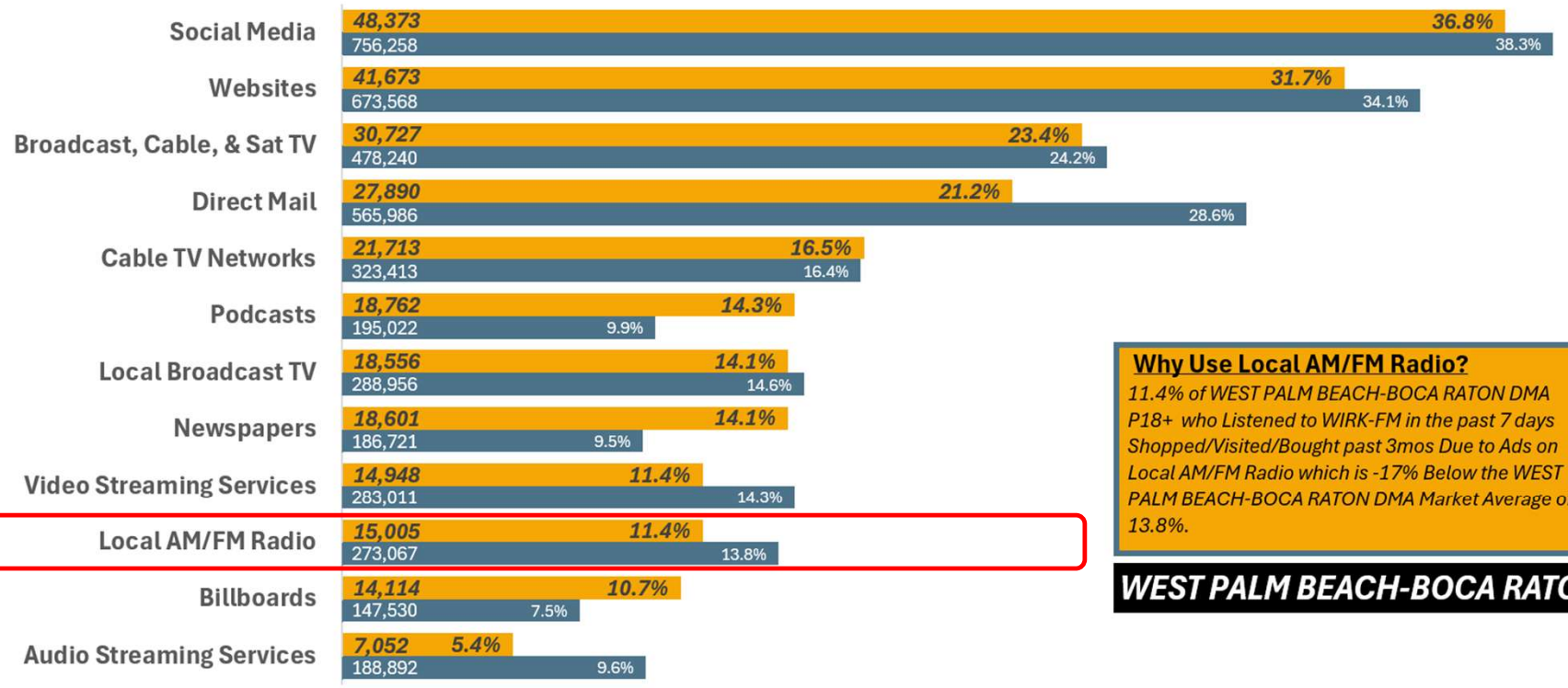
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(Radio Stations: WEAT-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.4% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WIRK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 186

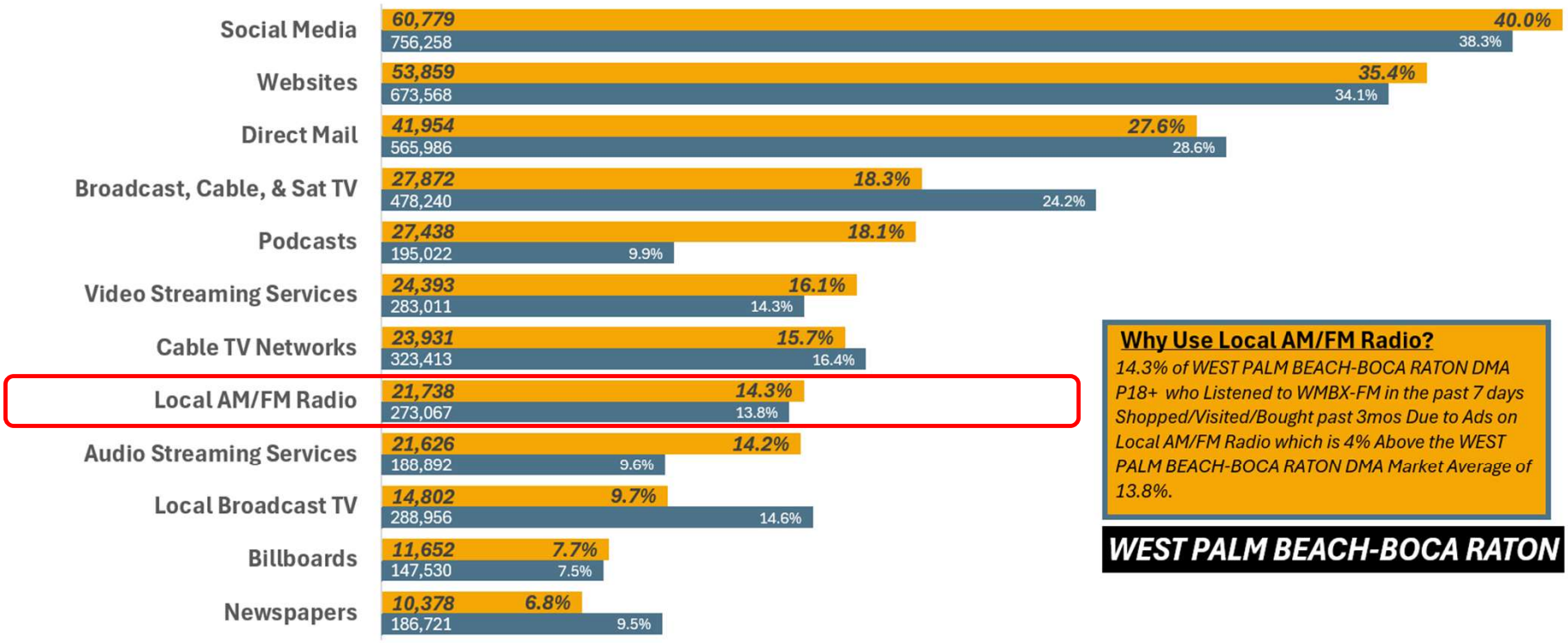
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(Radio Stations: WIRK-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WMBX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 185

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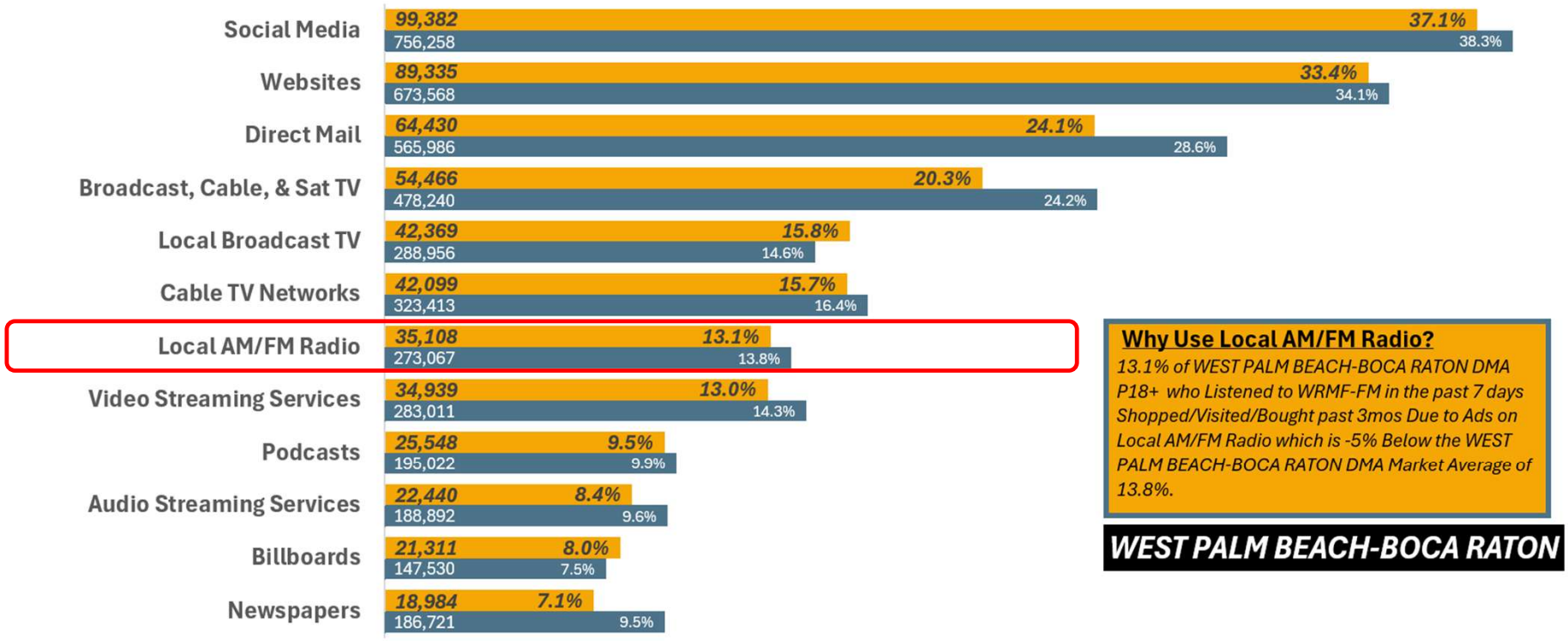
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.1% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WRMF-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 337

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(Radio Stations: WRMF-FM)