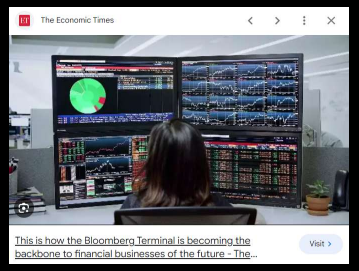
USA–5 Demos of the WEST PALM BEACH DMA vs. the USA...

Brand New Data as of July 31, 2026!

Complete Demographic & Media Use Profiles





















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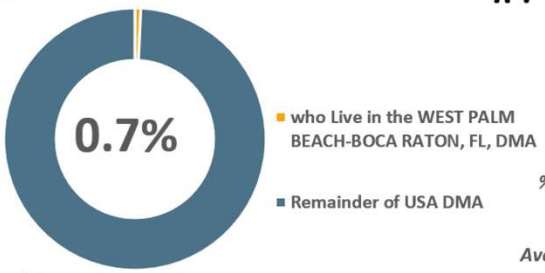
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!



P18+

.7% or 1,975,763 of USA DMA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 53.4 years old (9.3% older than average) and have a $112,093 (13.6% higher than average) annual household income.

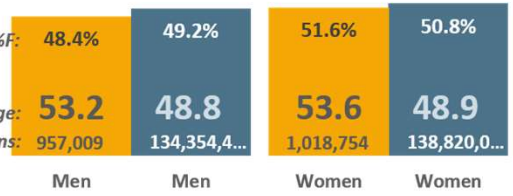
Percent of Market: Adults 18 or older



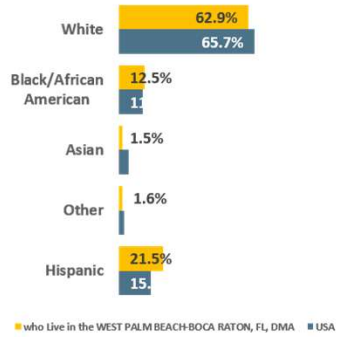
Total Persons:



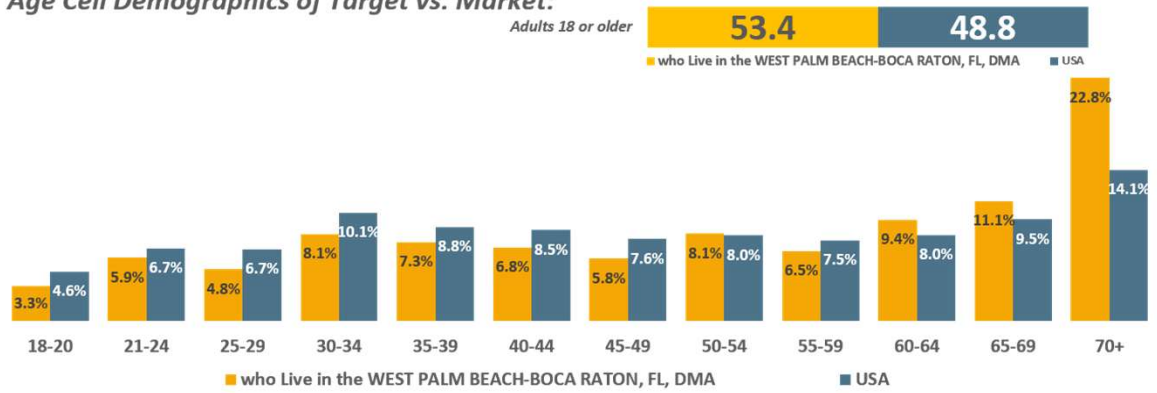
Gender of Target vs. Market: Adults 18 or older



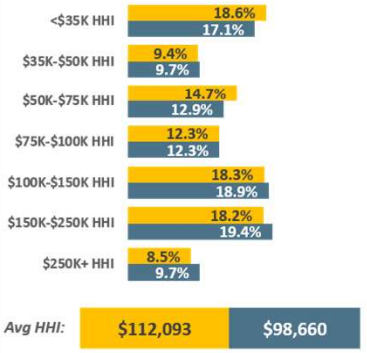
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

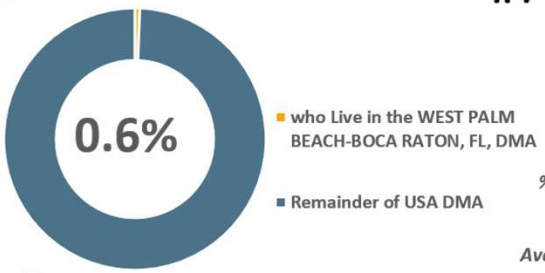
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P25-54

.6% or 809,933 of USA DMA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.6 years old (1.6% older than average) and have a $114,721 (9.9% higher than average) annual household income.

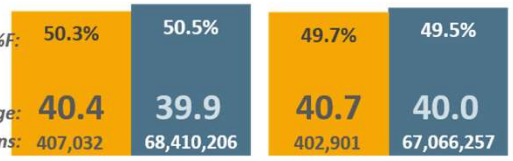
Percent of Market: Adults 25 - 54



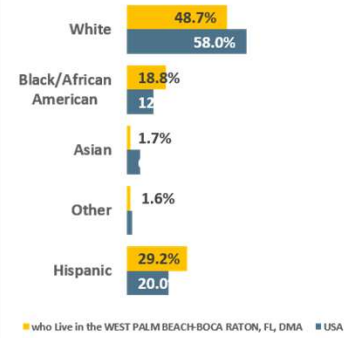
Total Persons:

809,933 | 134,666,530

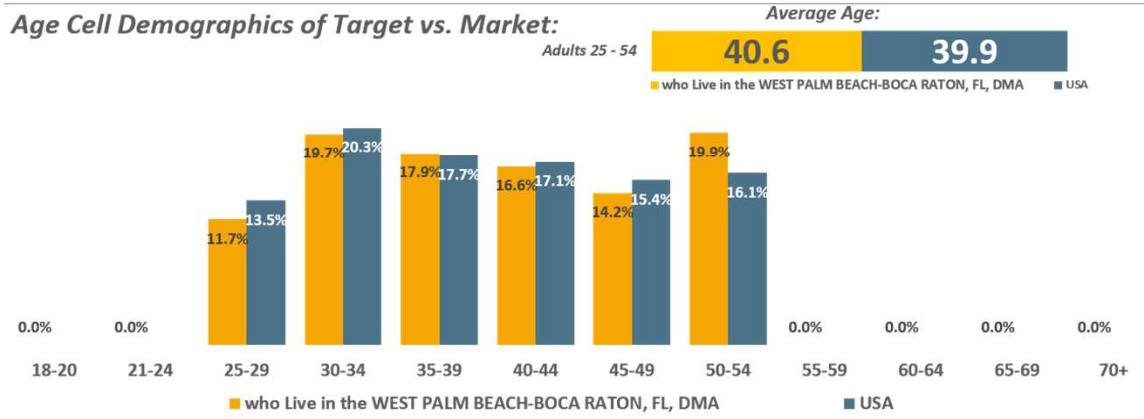
Gender of Target vs. Market: Adults 25 - 54



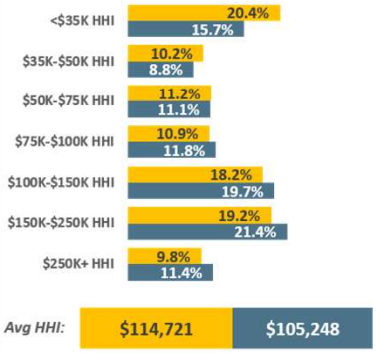
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

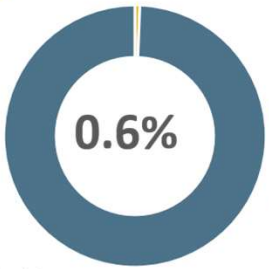
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W25-54

.6% or 402,901 of USA DMA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.7 years old (1.8% older than average) and have a $99,058 (3.3% higher than average) annual household income.

Percent of Market: Women 25 - 54

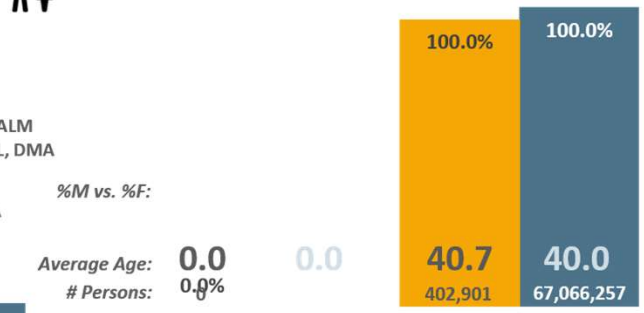


- who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA
- Remainder of USA DMA

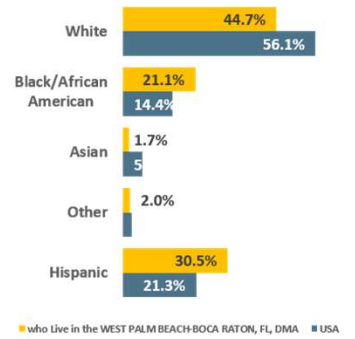
Total Persons:

402,901 | 66,663,356

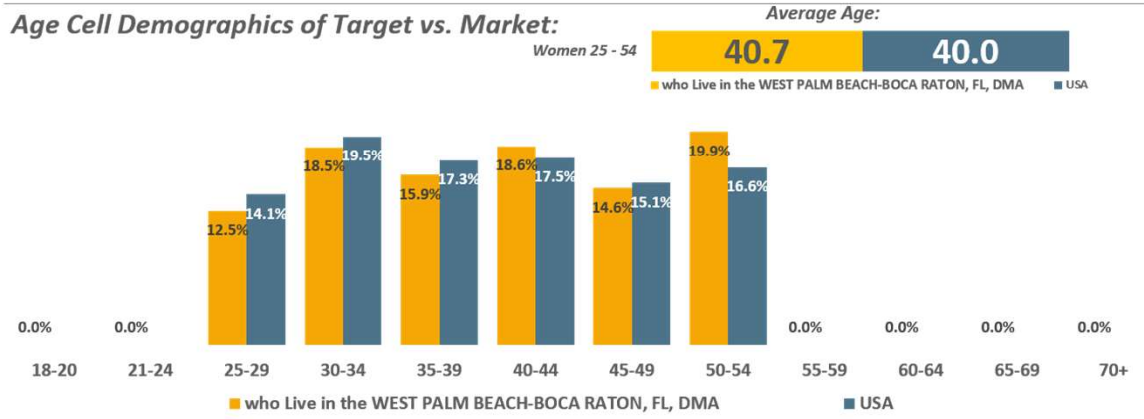
Gender of Target vs. Market: Women 25 - 54



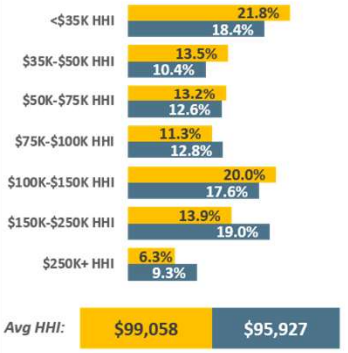
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

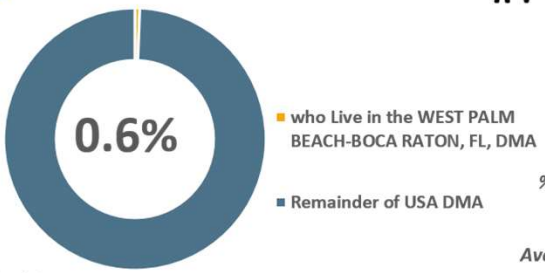
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M25-54

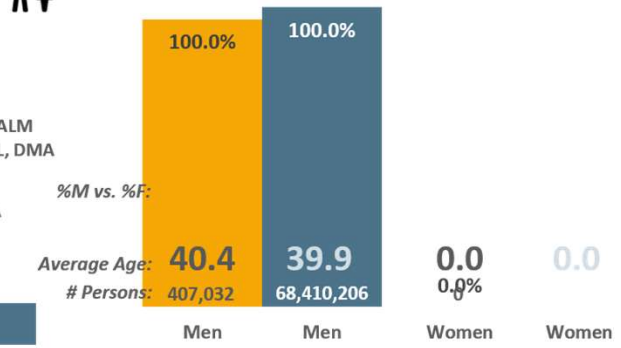
.6% or 407,032 of USA DMA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.4 years old (1.4% older than average) and have a $130,225 (13.8% higher than average) annual household income.

Percent of Market: Men 25 - 54

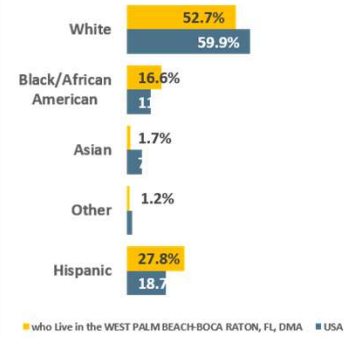




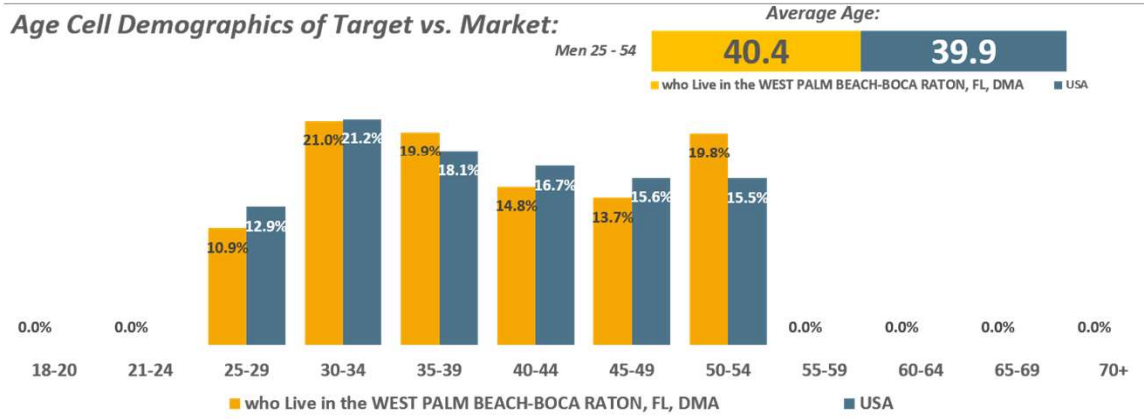
Gender of Target vs. Market: Men 25 - 54



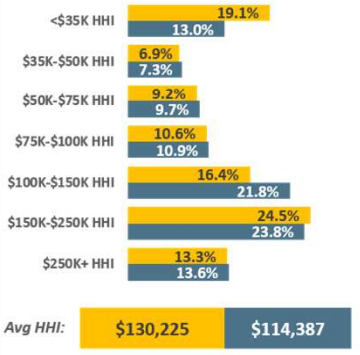
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

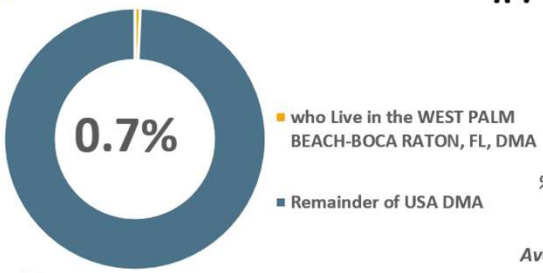
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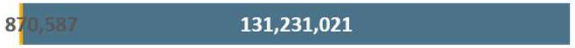
P35-64

.7% or 870,587 of USA DMA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 50.7 years old (2.% older than average) and have a $126,548 (14.8% higher than average) annual household income.

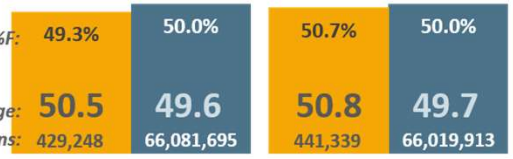
Percent of Market: Adults 35 - 64



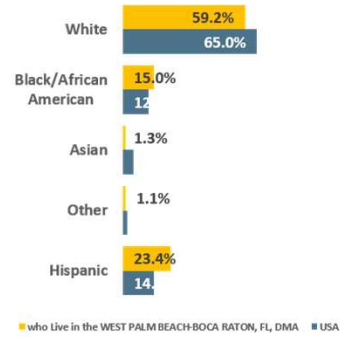
Total Persons:



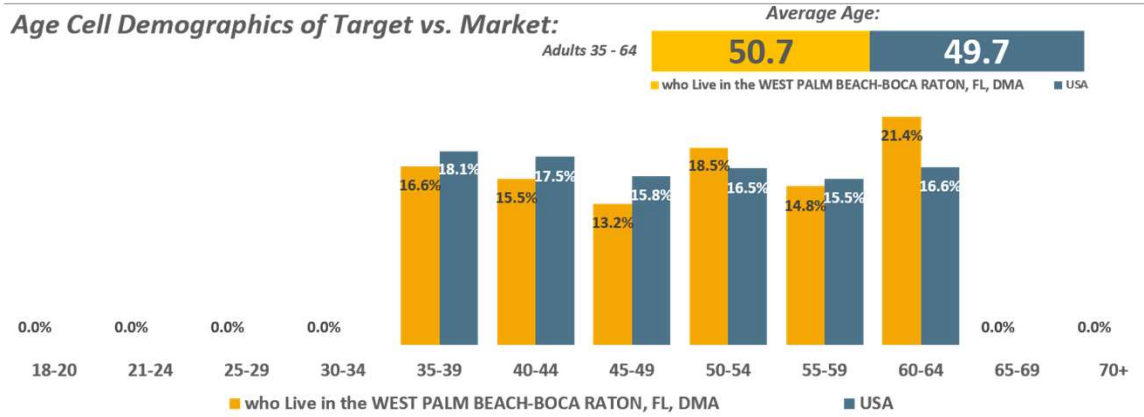
Gender of Target vs. Market: Adults 35 - 64



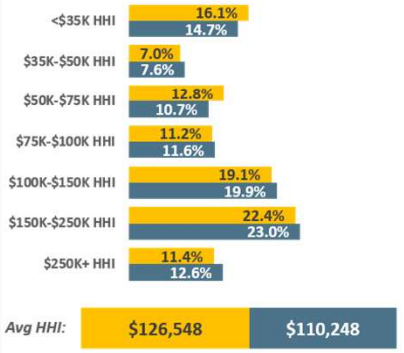
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

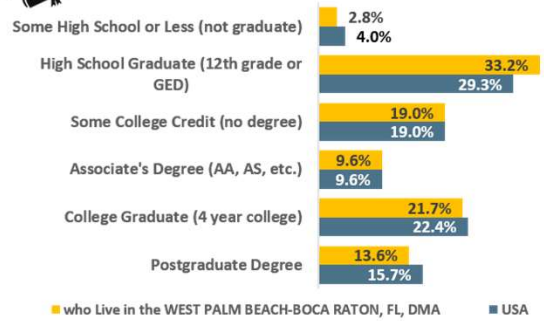
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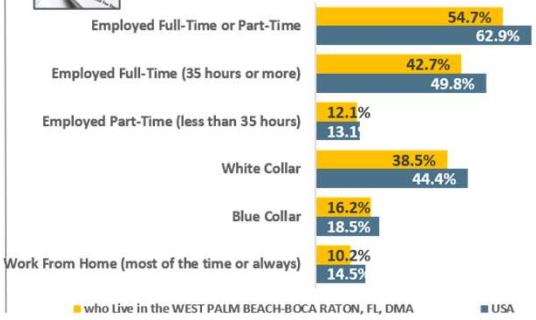
P18+

.7% or 1,975,763 of USA DMA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.3% less likely to be a college graduate, 14.3% less likely to work full-time, 3.9% less likely to be married, 24.6% less likely to be a parent of 1 or more children under 18.

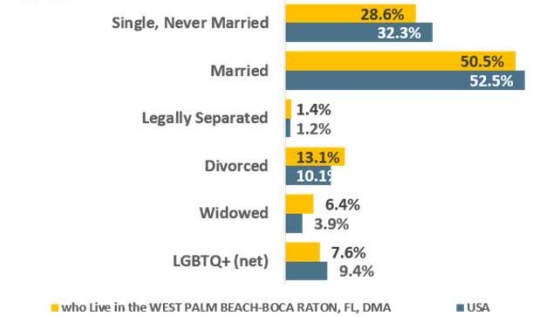
Education Levels: Adults 18 or older



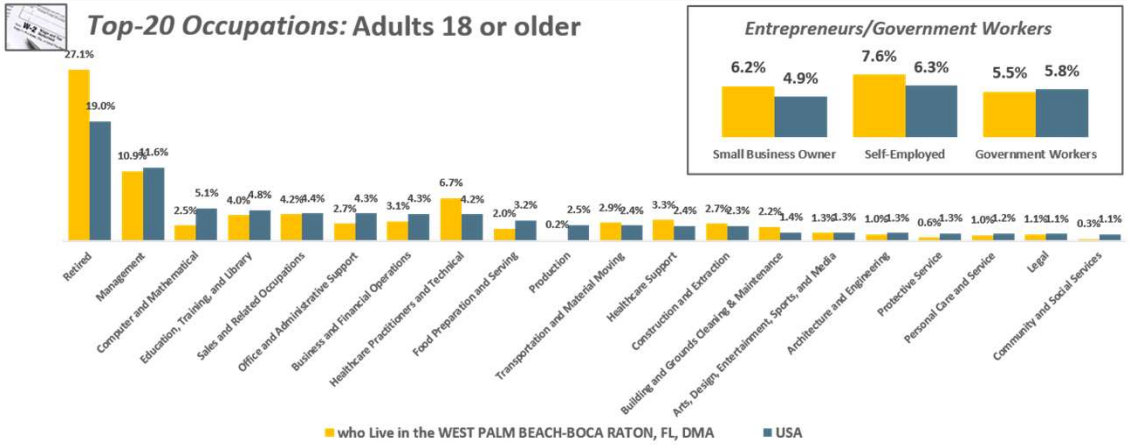
Employment: Adults 18 or older



Marital Status: Adults 18 or older

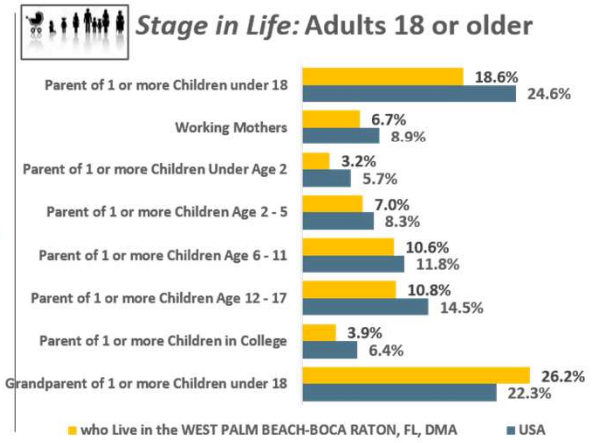


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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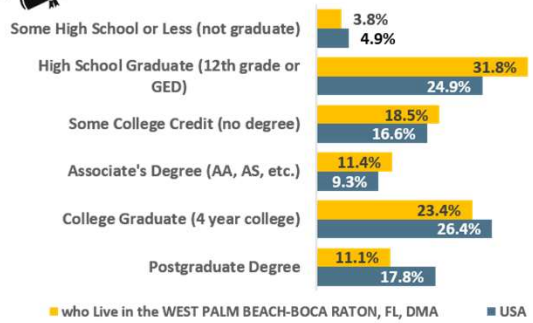
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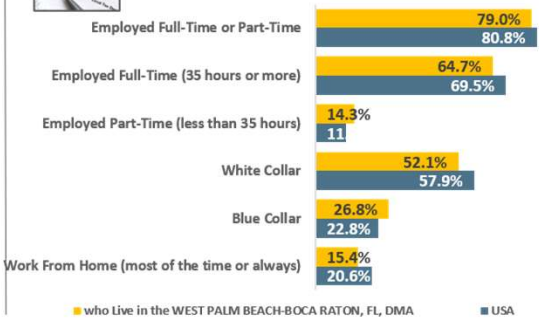
P25-54

.6% or 809,933 of USA DMA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 22.% less likely to be a college graduate, 6.9% less likely to work full-time, 12.% less likely to be married, 9.7% less likely to be a parent of 1 or more children under 18.

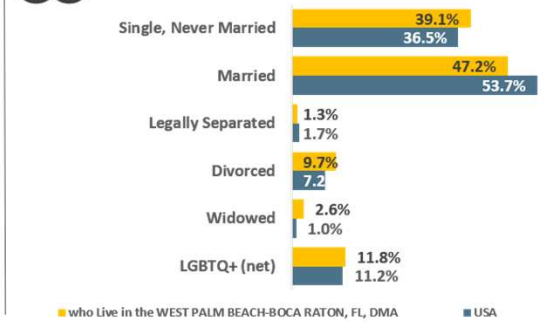
Education Levels: Adults 25 - 54



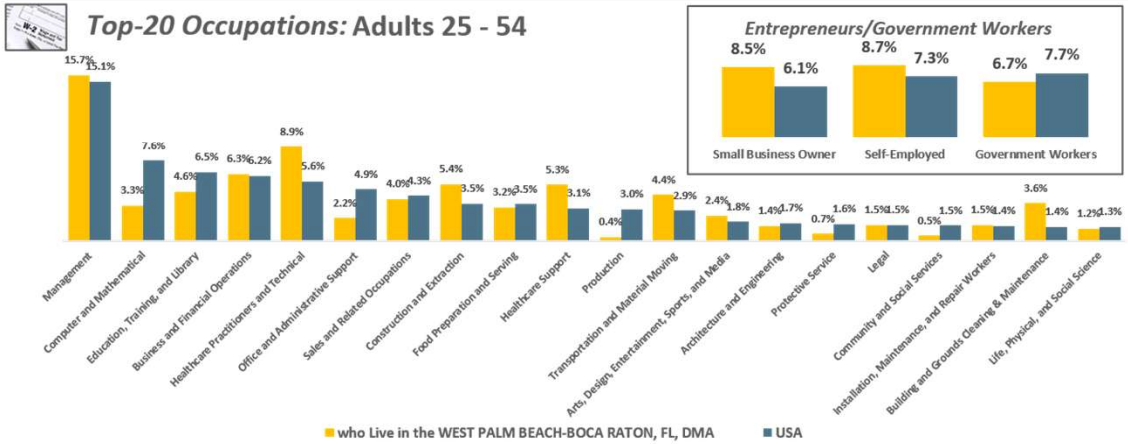
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

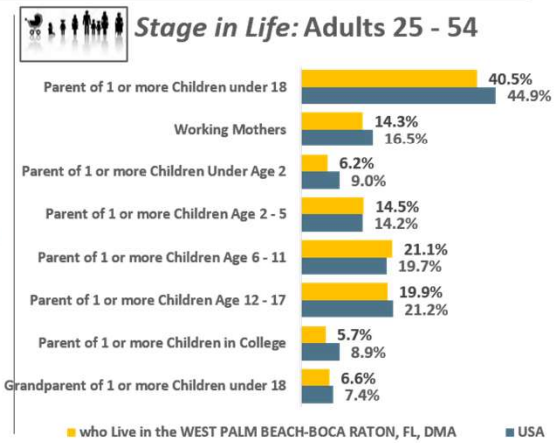


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

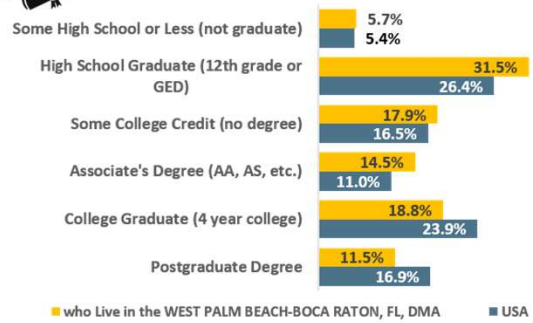
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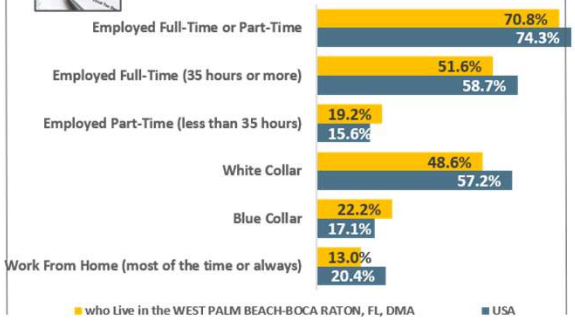
W25-54

.6% or 402,901 of USA DMA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 25.7% less likely to be a college graduate, 12.1% less likely to work full-time, 20.% less likely to be married, 9.6% less likely to be a parent of 1 or more children under 18.

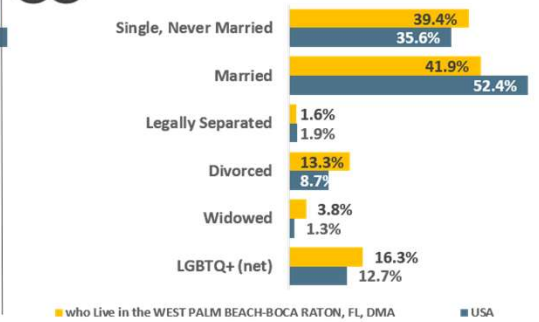
Education Levels: Women 25 - 54



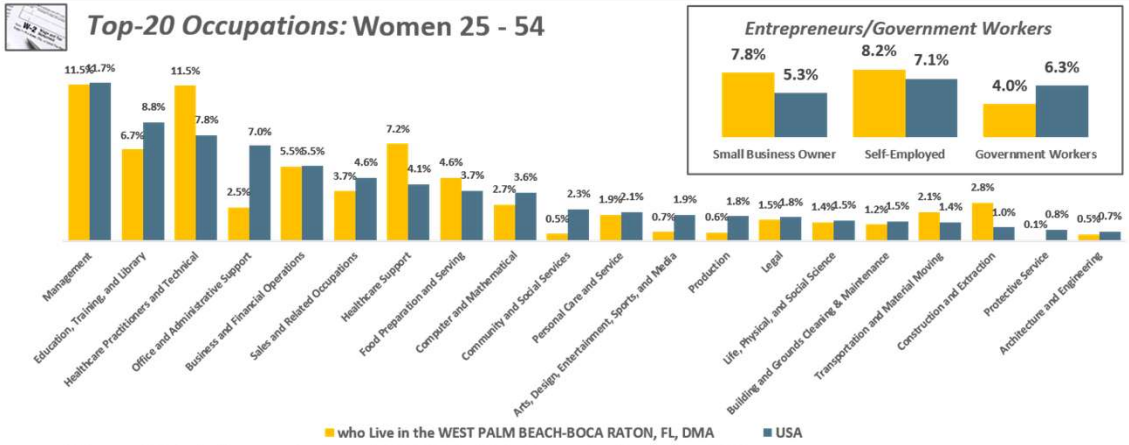
Employment: Women 25 - 54



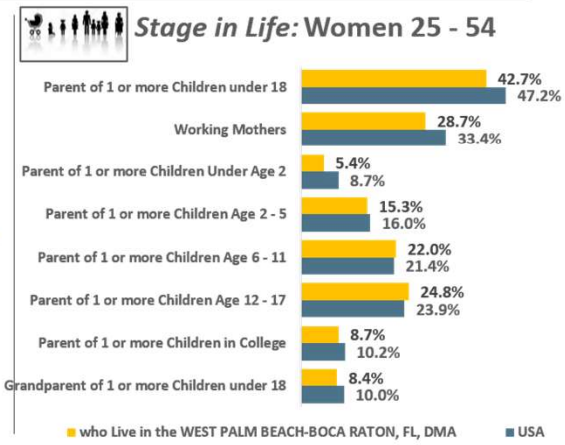
Marital Status: Women 25 - 54



Top-20 Occupations: Women 25 - 54



Stage in Life: Women 25 - 54



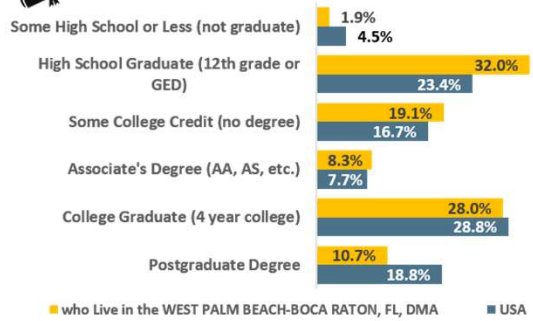
USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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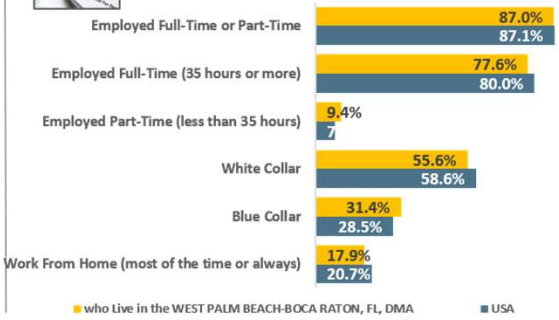


.6% or 407,032 of USA DMA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 18.9% less likely to be a college graduate, 3.% less likely to work full-time, 4.5% less likely to be married, 9.9% less likely to be a parent of 1 or more children under 18.

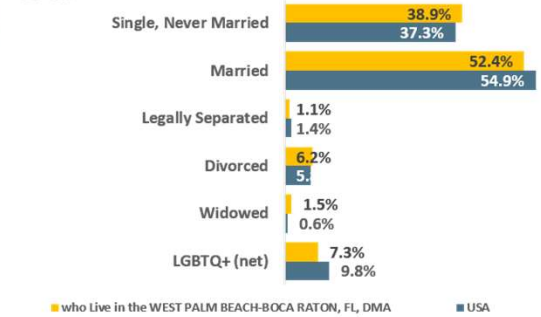
Education Levels: Men 25 - 54



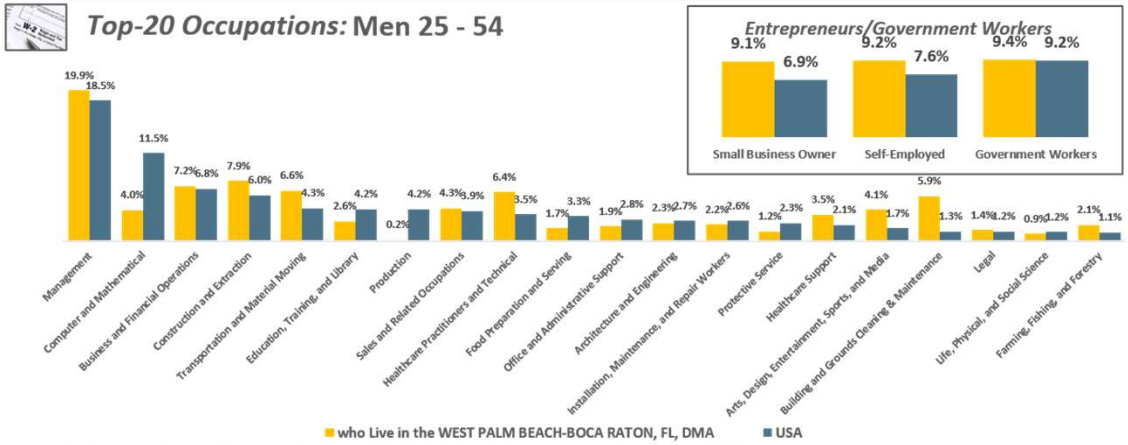
Employment: Men 25 - 54



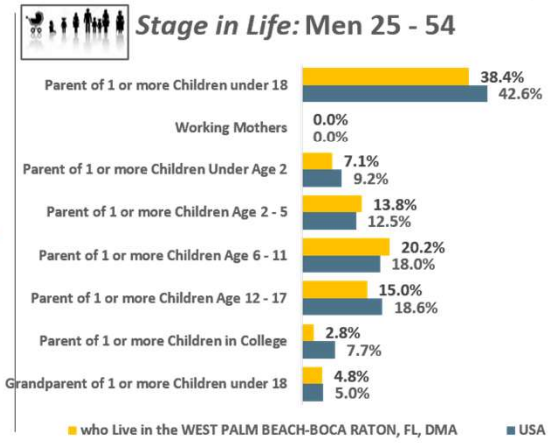
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54



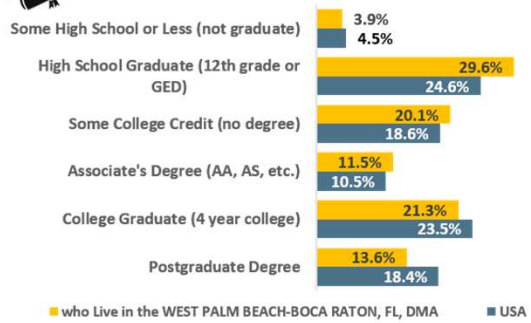
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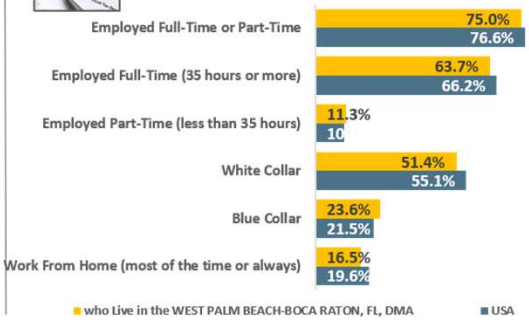
P35-64

.7% or 870,587 of USA DMA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 16.6% less likely to be a college graduate, 3.7% less likely to work full-time, 10.3% less likely to be married, .6% more likely to be a grandparent of 1 or more children under 18.

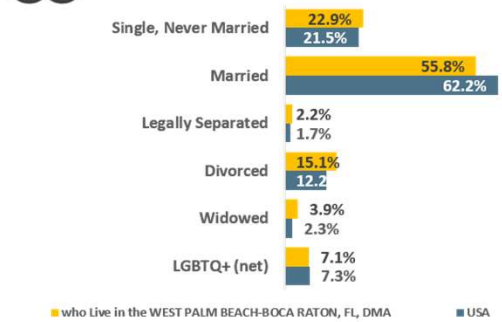
Education Levels: Adults 35 - 64



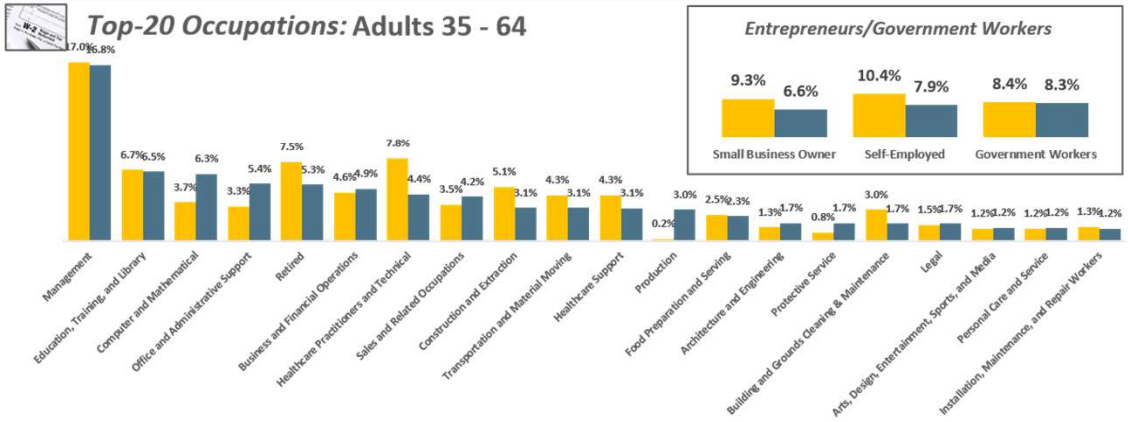
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

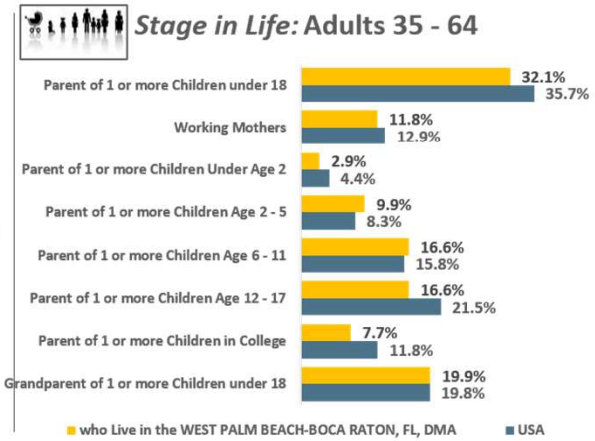


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



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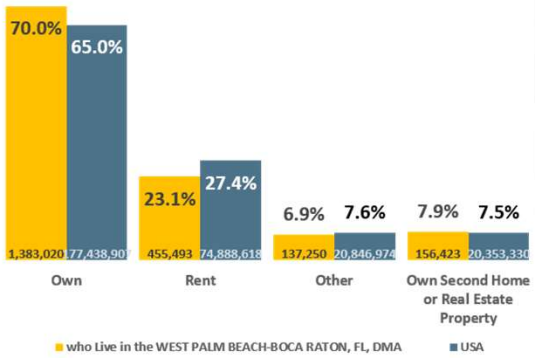
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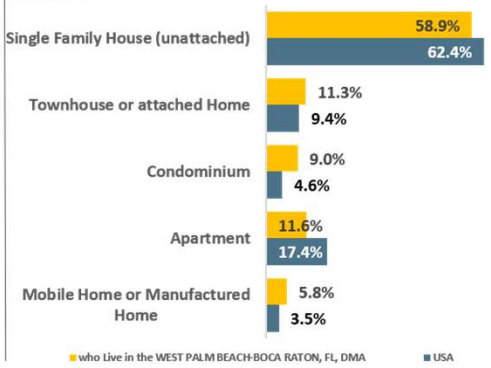
P18+

.7% or 1,975,763 of USA DMA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.8% more likely to own their home, 26.2% more likely to own a higher valued home, 5.5% less likely to have a single-family home, .8% more likely to have a dog.

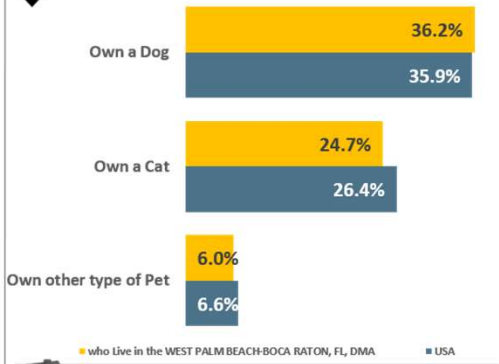
Own/Rent/Other: Adults 18 or older



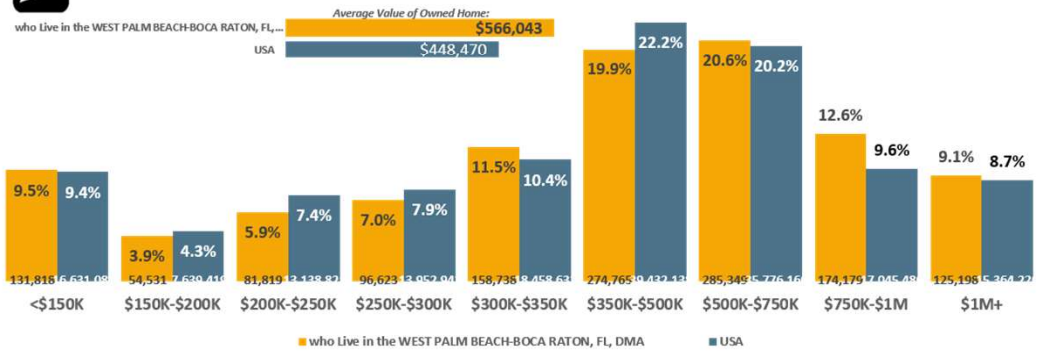
Type of Home: Adults 18 or older



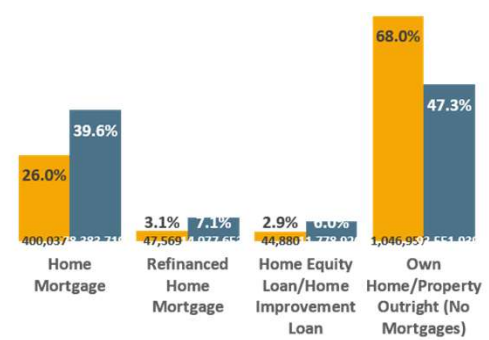
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

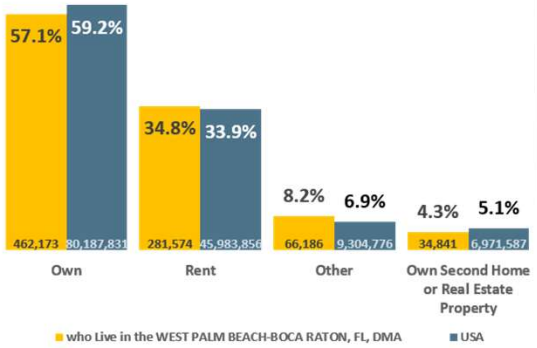
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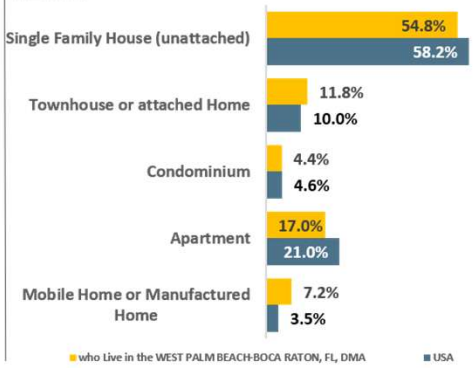
P25-54

.6% or 809,933 of USA DMA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 3.6% less likely to own their home, 21.% more likely to own a higher valued home, 5.9% less likely to have a single-family home, 1.% more likely to have a dog.

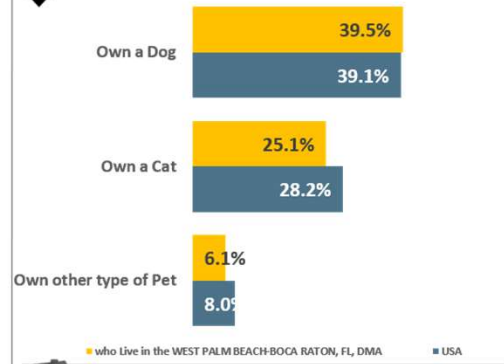
Own/Rent/Other: Adults 25 - 54



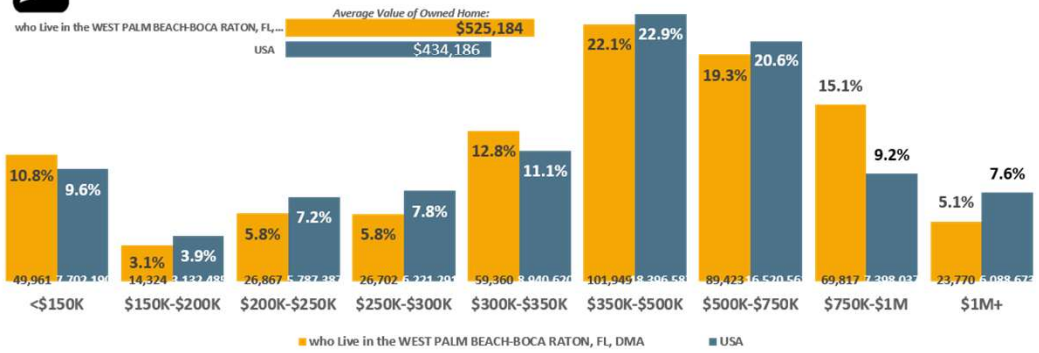
Type of Home: Adults 25 - 54



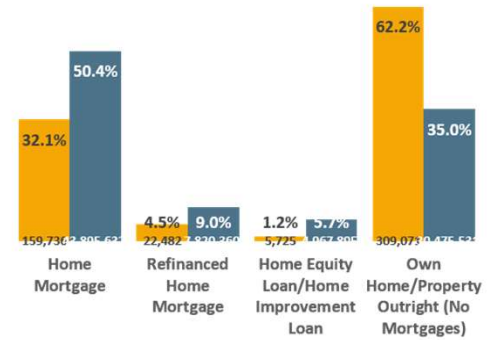
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

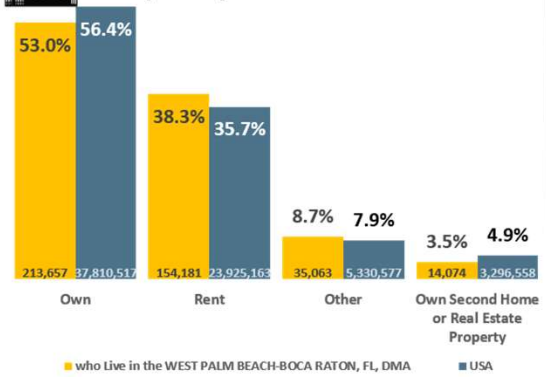
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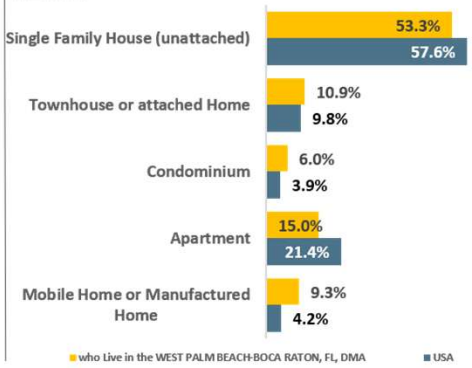
W25-54

.6% or 402,901 of USA DMA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.9% less likely to own their home, 18.7% more likely to own a higher valued home, 7.4% less likely to have a single-family home, 12.8% less likely to have a dog.

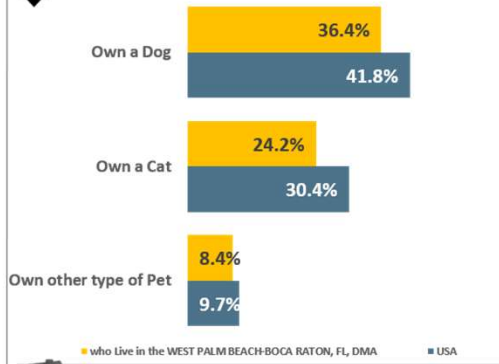
Own/Rent/Other: Women 25 - 54



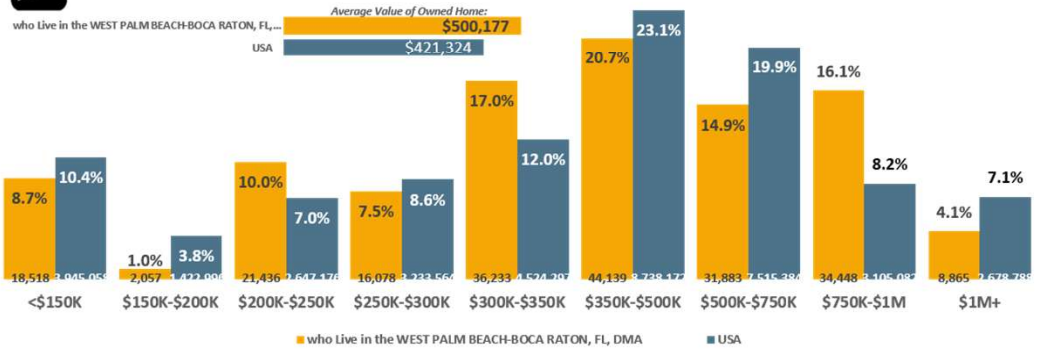
Type of Home: Women 25 - 54



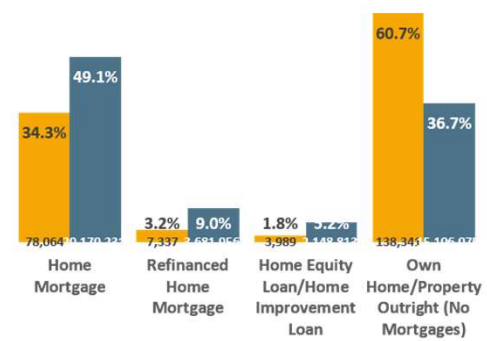
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

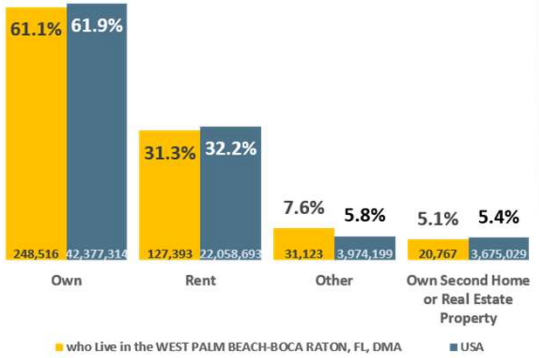
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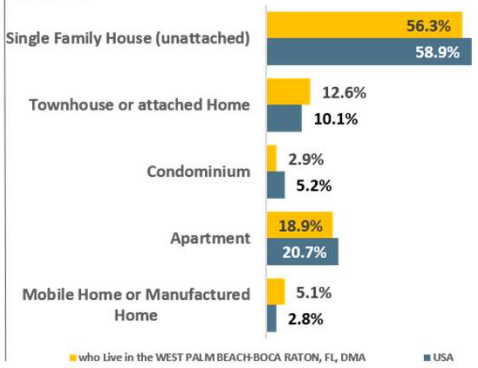
M25-54

.6% or 407,032 of USA DMA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 1.4% less likely to own their home, 22.7% more likely to own a higher valued home, 4.4% less likely to have a single-family home, 16.6% more likely to have a dog.

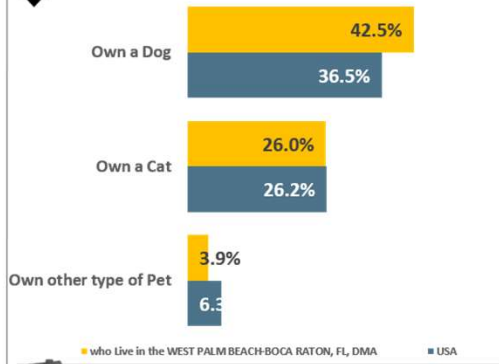
Own/Rent/Other: Men 25 - 54



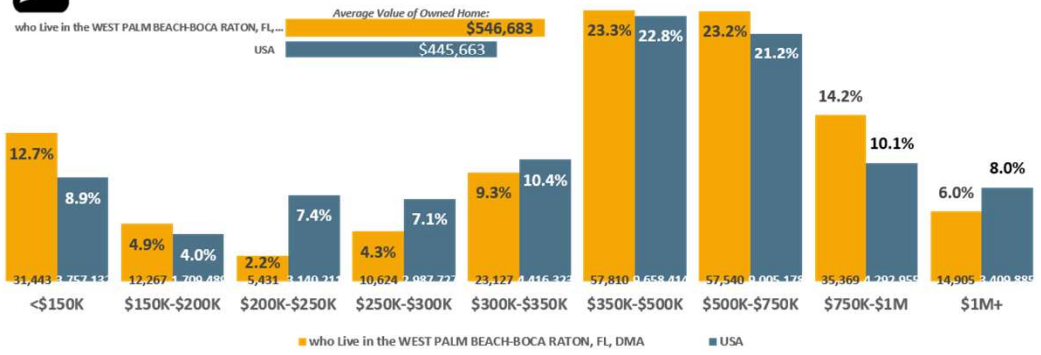
Type of Home: Men 25 - 54



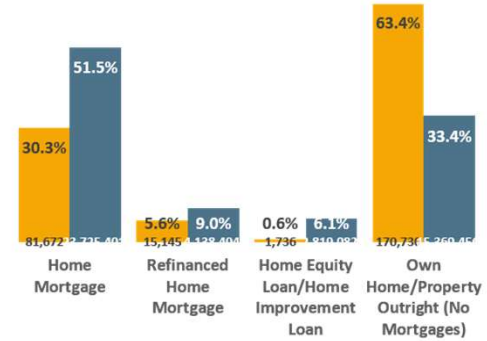
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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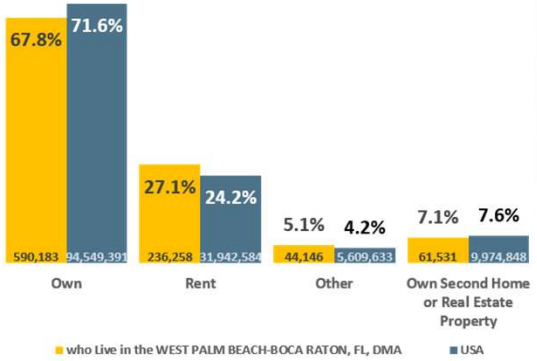
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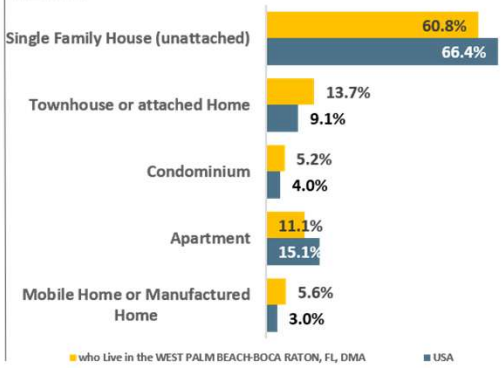
P35-64

.7% or 870,587 of USA DMA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.3% less likely to own their home, 30.3% more likely to own a higher valued home, 8.4% less likely to have a single-family home, 2.2% more likely to have a dog.

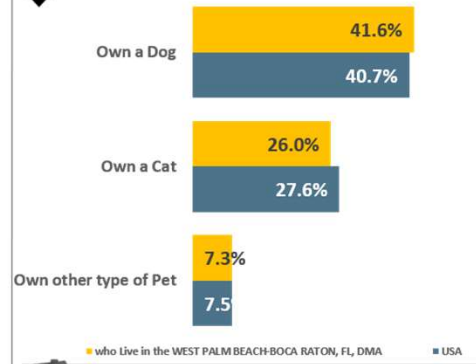
Own/Rent/Other: Adults 35 - 64



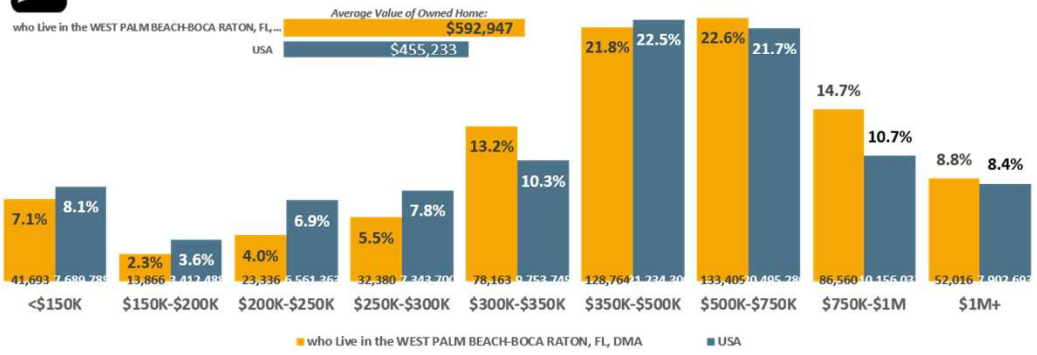
Type of Home: Adults 35 - 64



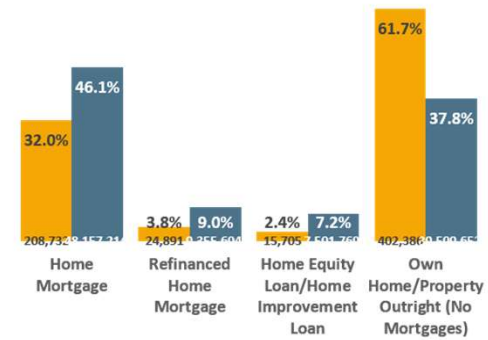
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

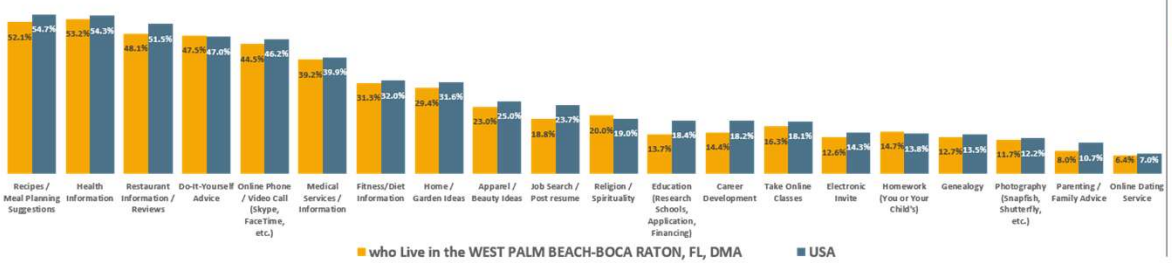
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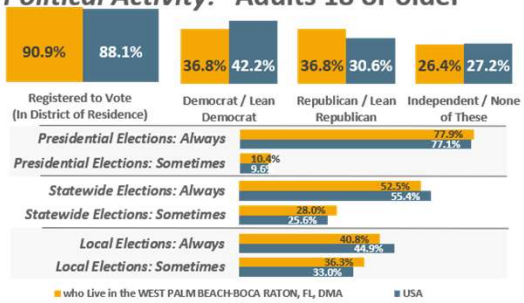
P18+

.7% or 1,975,763 of USA DMA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 1.% more likely to look up D-I-Y advice online, 9.1% less likely to always vote in local elections, 14.5% less likely to belong to a gym, 4.6% more likely to fly domestic past yr.

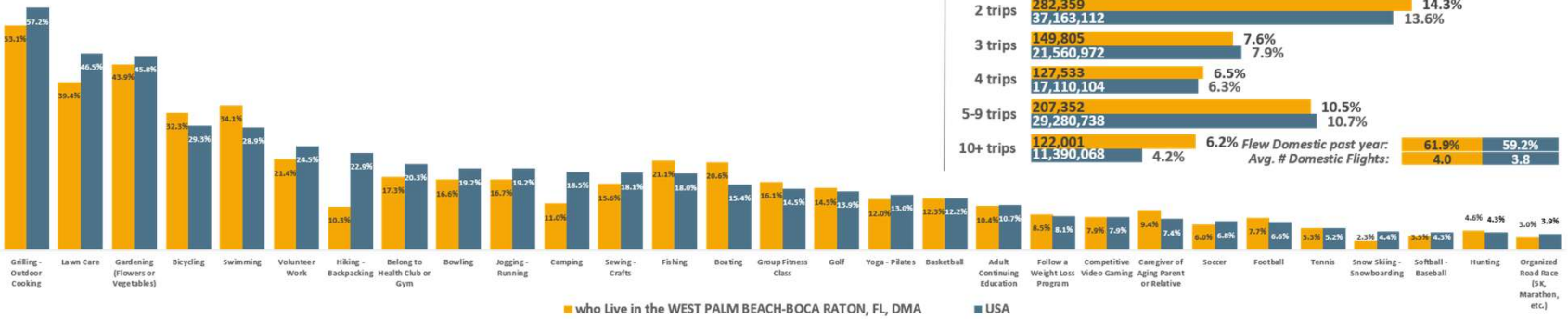
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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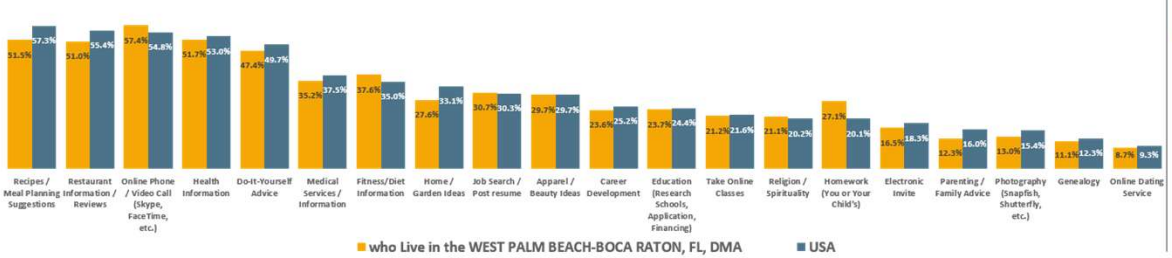
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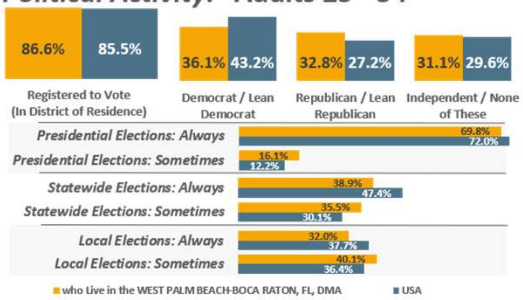
P25-54

.6% or 809,933 of USA DMA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 4.7% less likely to look up D-I-Y advice online, 15.1% less likely to always vote in local elections, 13.9% less likely to belong to a gym, 3.% less likely to fly domestic past yr.

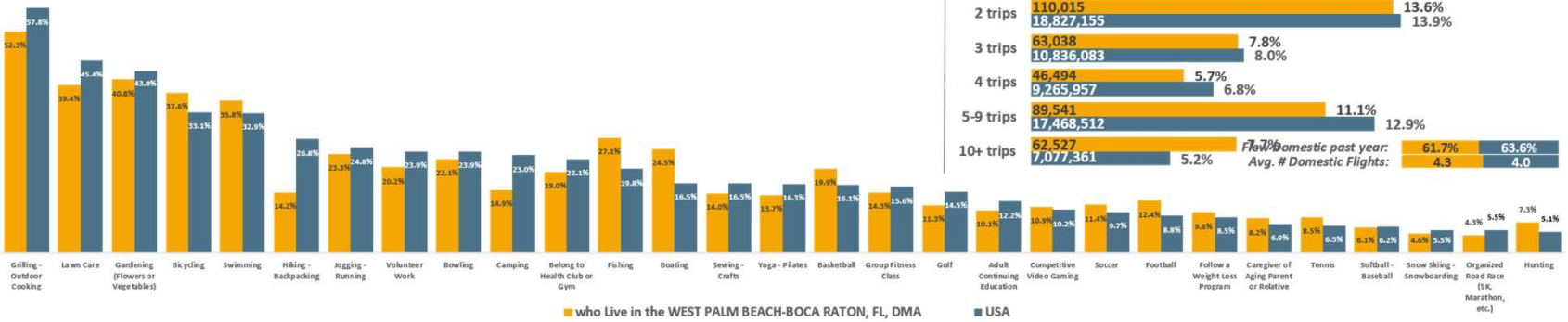
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



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



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

USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

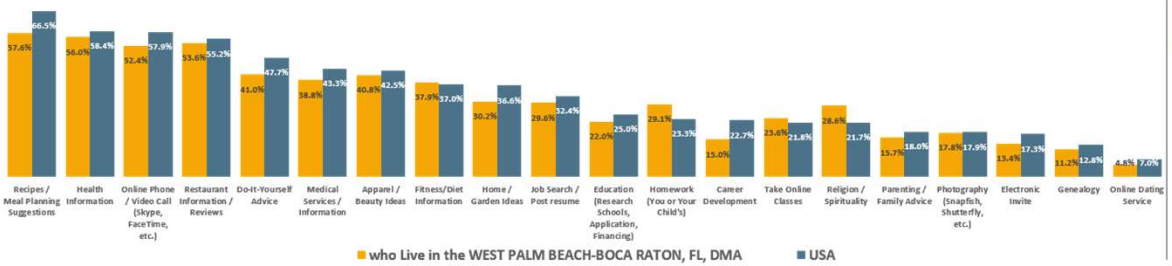
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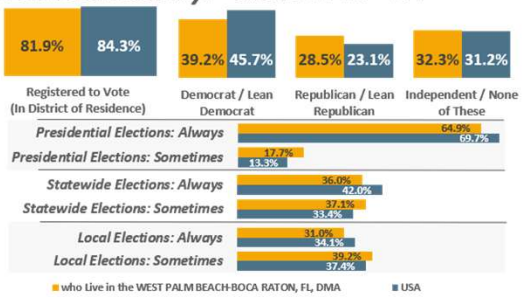
W25-54

.6% or 402,901 of USA DMA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 14.% less likely to look up D-I-Y advice online, 8.9% less likely to always vote in local elections, 17.4% less likely to belong to a gym, 4.7% more likely to fly domestic past yr.

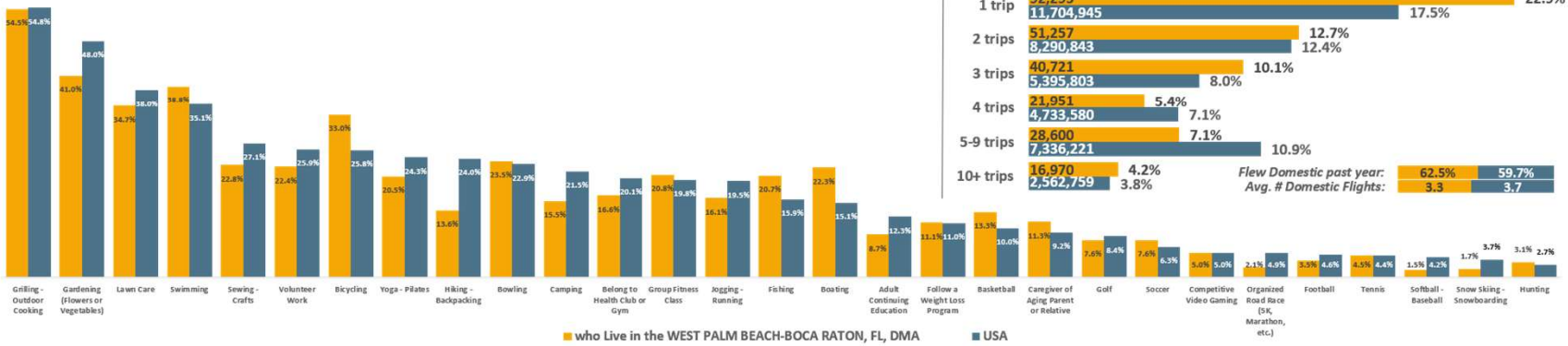
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

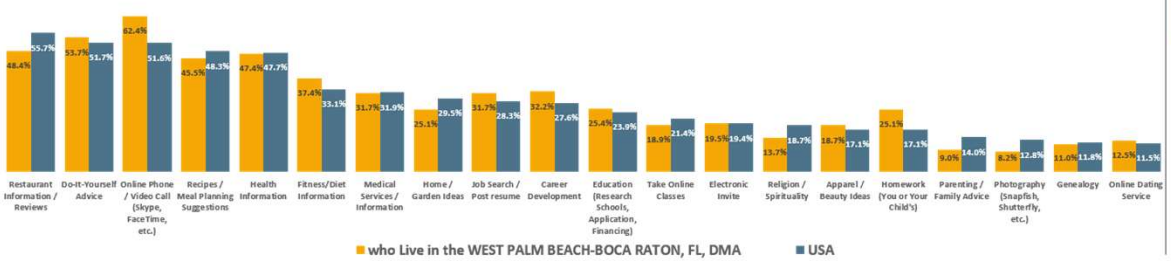
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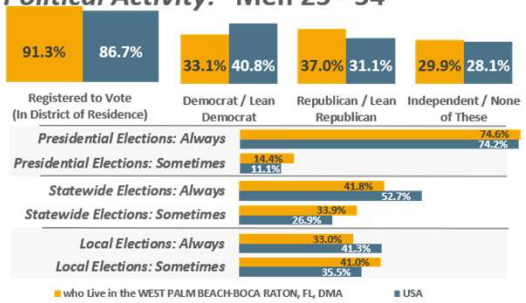
M25-54

.6% or 407,032 of USA DMA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 3.9% more likely to look up D-I-Y advice online, 20.2% less likely to always vote in local elections, 10.9% less likely to belong to a gym, 9.7% less likely to fly domestic past yr.

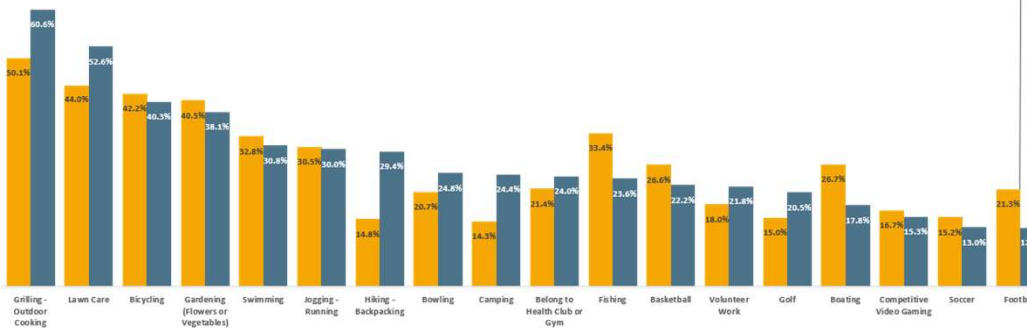
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



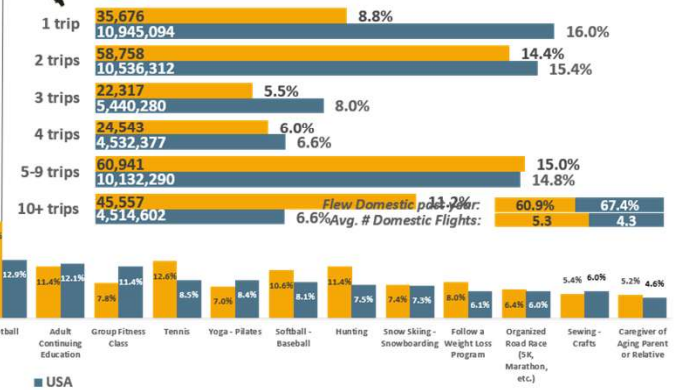
Political Activity: Men 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

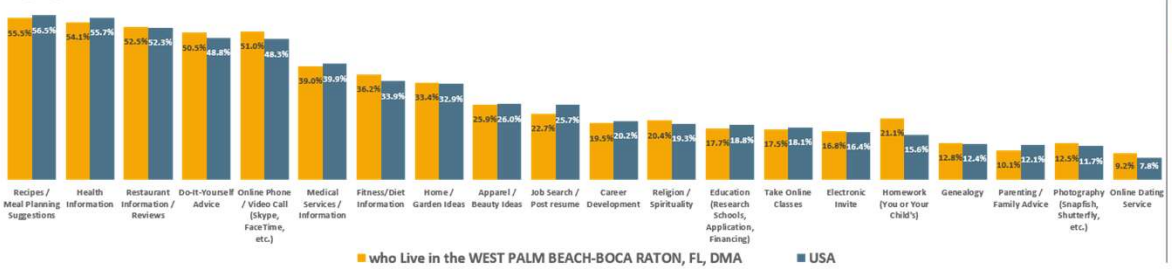
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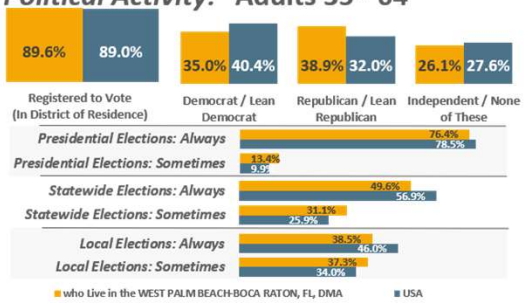
P35-64

.7% or 870,587 of USA DMA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 3.5% more likely to look up D-I-Y advice online, 16.2% less likely to always vote in local elections, 8.9% less likely to belong to a gym, 4.3% more likely to fly domestic past yr.

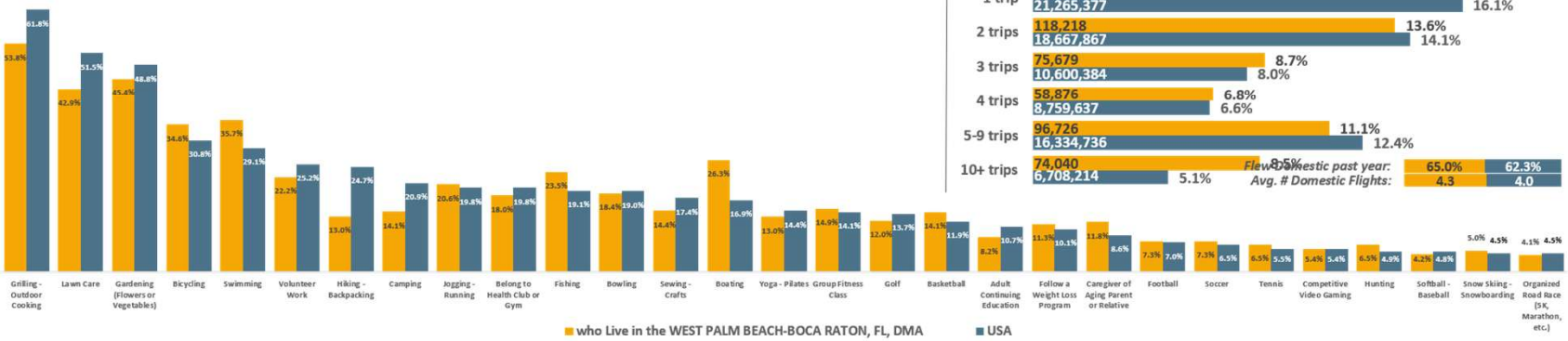
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

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P18+

.7% or 1,975,763 of USA DMA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 4.6% less likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 13.1% less likely to use Casinos past yr., 4.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

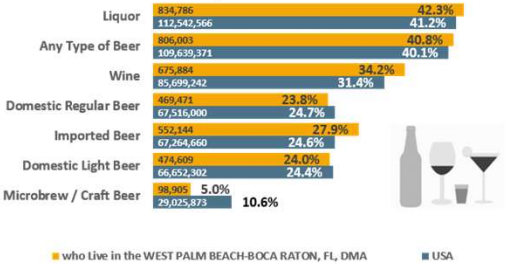
(Sit-Down Restaurants Used Past 30-days)



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

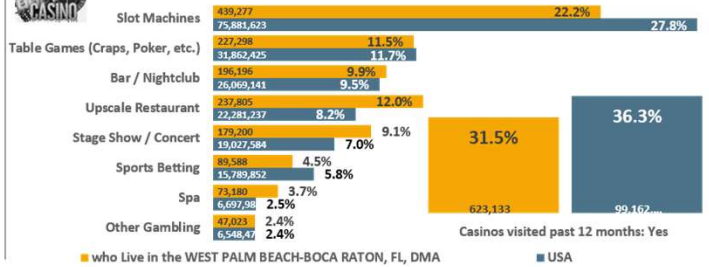


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

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P25-54

.6% or 809,933 of USA DMA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .4% more likely to use QSRs past mo., 3.5% less likely to use Sit-Down Restaurants past mo., 19.2% less likely to use Casinos past yr., 27.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



	who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
1 time	6.2%	7.1%
2 times	10.3%	12.4%
3 times	12.2%	11.8%
4 times	13.1%	9.9%
5 times	12.9%	10.6%
6 - 9 times	15.9%	18.1%
10 times or more	15.6%	16.1%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
86.2%	85.8%		
698,034	116,299,2 69	6.2	6.2

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



	who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
1 time	13.0%	16.3%
2 times	13.9%	15.9%
3 times	12.8%	12.3%
4 times	11.5%	9.7%
5 times	6.0%	7.0%
6 - 9 times	7.5%	6.8%
10 times or more	4.4%	3.4%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
69.1%	71.6%		
559,603	96,979,93 6	4.0	3.7

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the WEST PALM BEACH-BOCA RATON, FL,...	233,091	28.8%
USA	34,415,89 4	25.4%

Drank Past 30-days: Adults 25 - 54



	who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
Liquor	362,236 44.7%	61,033,650 45.1%
Any Type of Beer	352,976 43.6%	57,117,338 42.2%
Wine	229,772 28.4%	42,056,573 31.0%
Imported Beer	271,380 33.5%	38,062,334 28.1%
Domestic Regular Beer	197,302 24.4%	35,850,215 26.5%
Domestic Light Beer	195,923 24.2%	34,848,373 25.7%
Microbrew / Craft Beer	56,309 7.0%	17,686,073 13.1%

Past 12 months Casino Activities: Adults 25 - 54



	who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
Slot Machines	171,975 21.2%	40,942,647 30.2%
Table Games (Craps, Poker, etc.)	90,489 11.2%	20,345,201 15.0%
Bar / Nightclub	98,289 12.1%	16,508,075 12.2%
Upscale Restaurant	106,248 13.1%	12,900,256 9.5%
Stage Show / Concert	94,173 11.6%	10,297,978 7.6%
Sports Betting	44,613 5.5%	10,089,534 7.4%
Spa	47,970 5.9%	4,765,159 3.5%
Other Gambling	36,685 4.5%	3,953,72 2.9%

Casinos visited past 12 months: Yes		
	31.8%	39.4%
	257,528	53,326,...

Used Past 30-days: Adults 25 - 54



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W25-54

.6% or 402,901 of USA DMA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 6.% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 27.2% less likely to use Casinos past yr., 14.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:

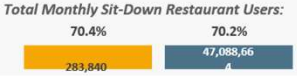


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

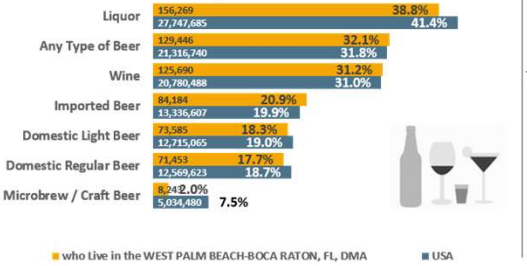
(Sit-Down Restaurants Used Past 30-days)



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

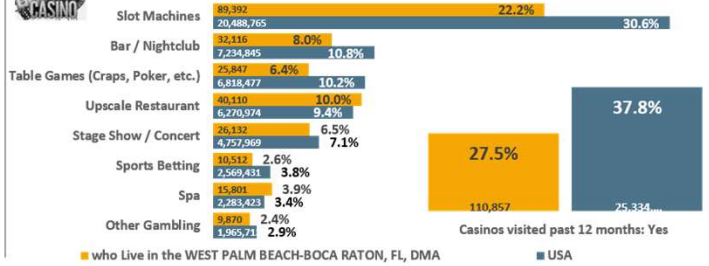


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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M25-54

.6% or 407,032 of USA DMA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.2% less likely to use QSRs past mo., 7.1% less likely to use Sit-Down Restaurants past mo., 11.9% less likely to use Casinos past yr., 38.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

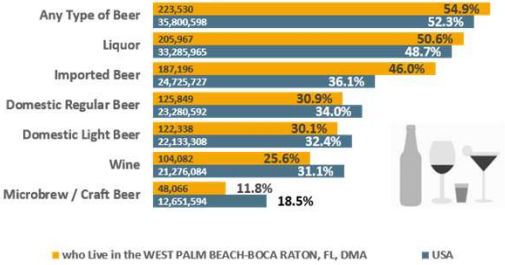
(Sit-Down Restaurants Used Past 30-days)



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

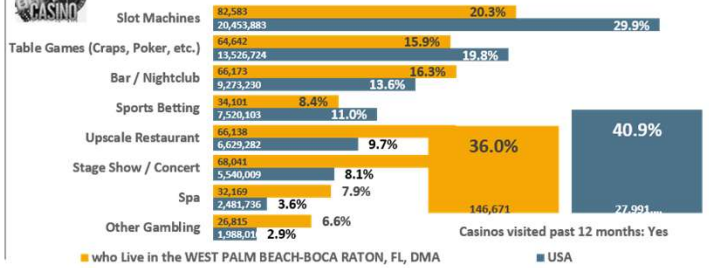


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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P35-64

.7% or 870,587 of USA DMA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 1.8% more likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 17.2% less likely to use Casinos past yr., 11.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 - 64

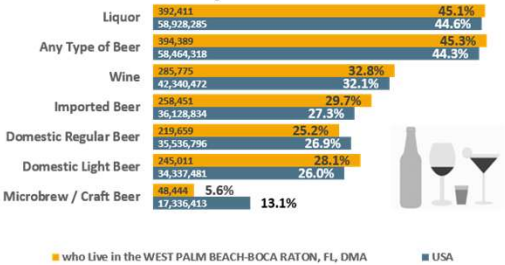
(Sit-Down Restaurants Used Past 30-days)



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

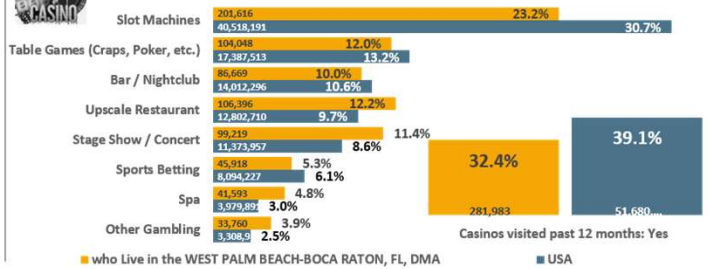


Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

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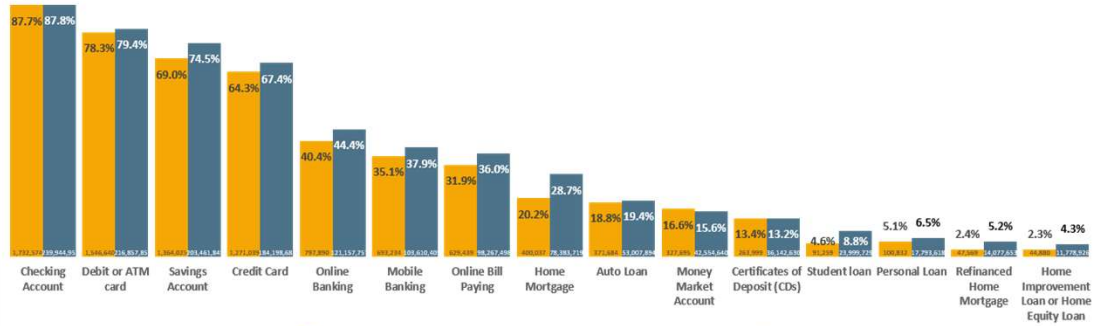
P18+

.7% or 1,975,763 of USA DMA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 19.7% less likely to have a 401K, 3.1% less likely to have an Auto Loan, 4.7% less likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.

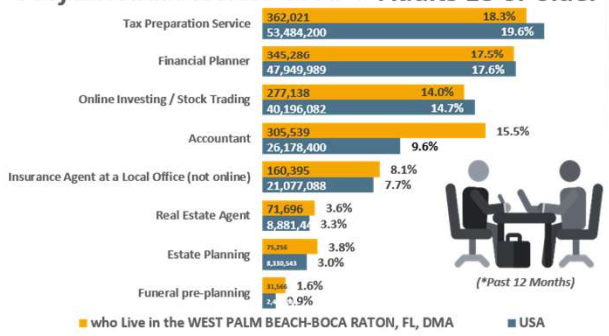
Investments Owned: Adults 18 or older



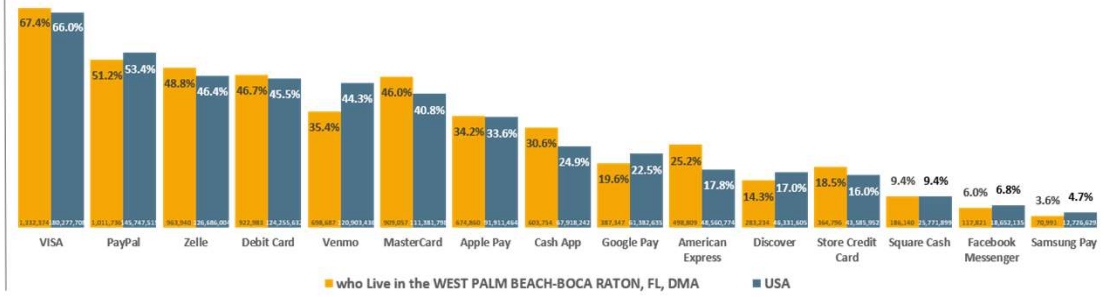
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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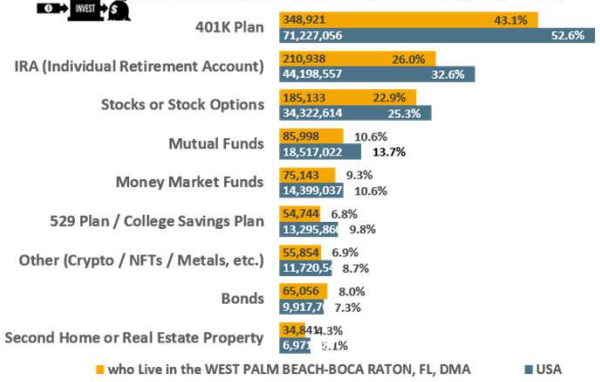
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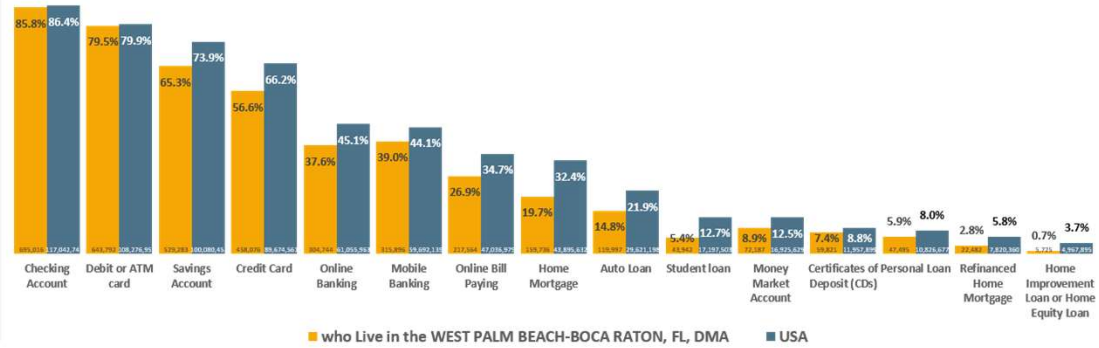
P25-54

.6% or 809,933 of USA DMA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 18.1% less likely to have a 401K, 32.2% less likely to have an Auto Loan, 5.% less likely to Invest/Trade Stocks Online, 13.7% more likely to pay with their Debit Card.

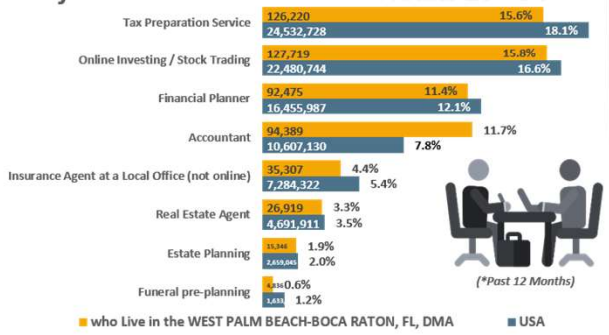
Investments Owned: Adults 25 - 54



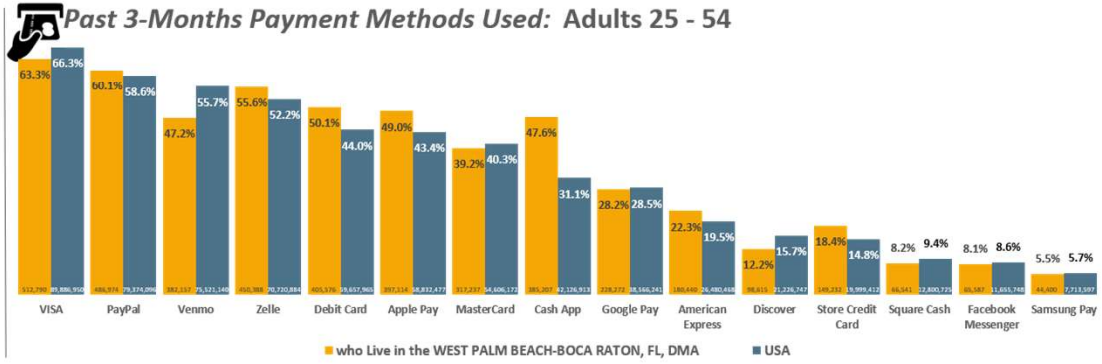
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



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



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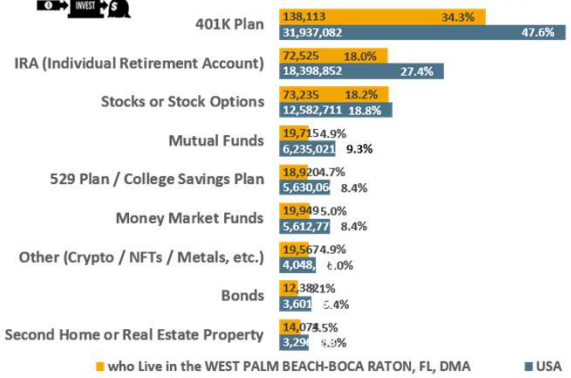
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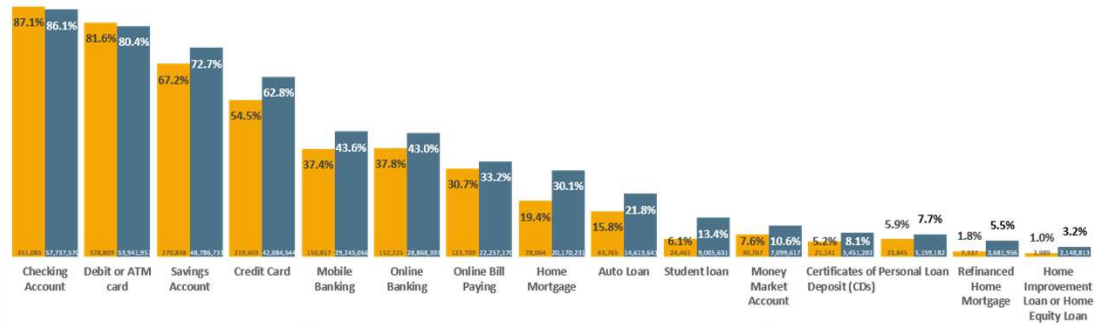
W25-54

.6% or 402,901 of USA DMA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 28.% less likely to have a 401K, 27.4% less likely to have an Auto Loan, 21.7% more likely to Invest/Trade Stocks Online, 13.8% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

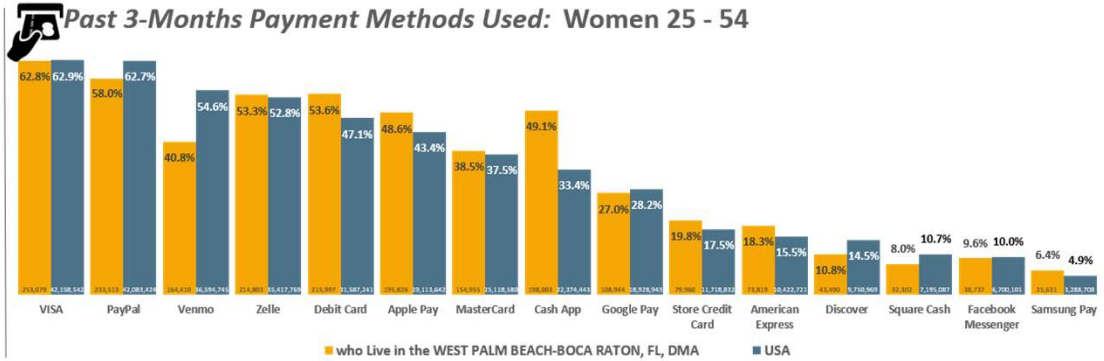


Professional Services Used:* Women 25 - 54



(*Past 12 Months)

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



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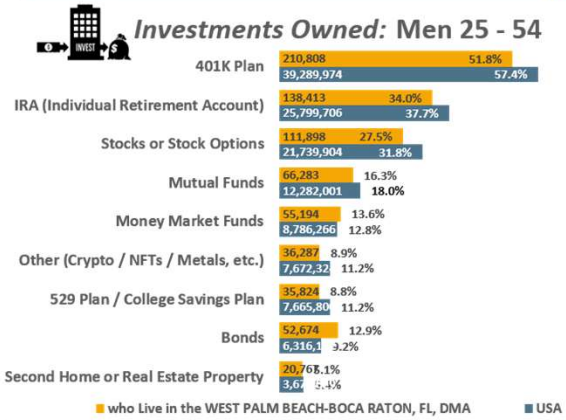
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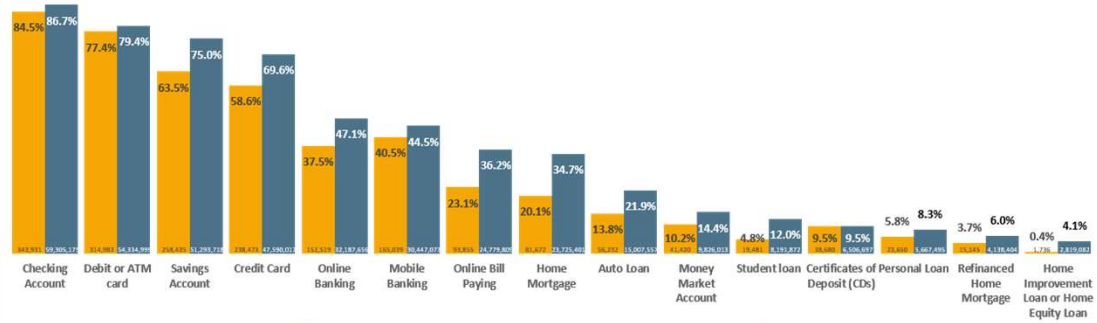
M25-54

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Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 9.8% less likely to have a 401K, 37.% less likely to have an Auto Loan, 17.5% less likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



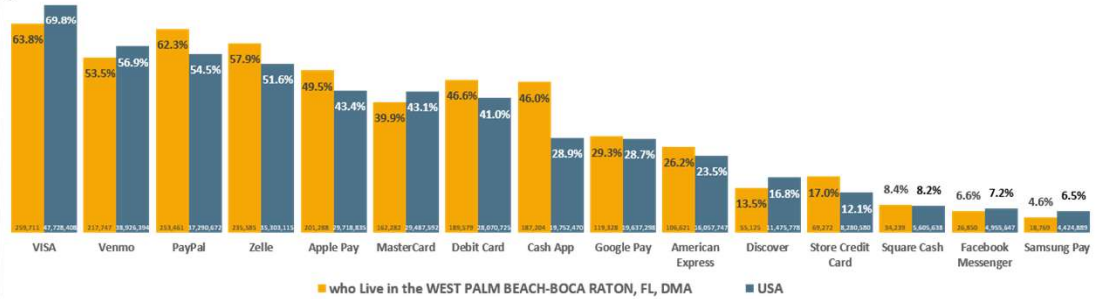
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used:* Men 25 - 54



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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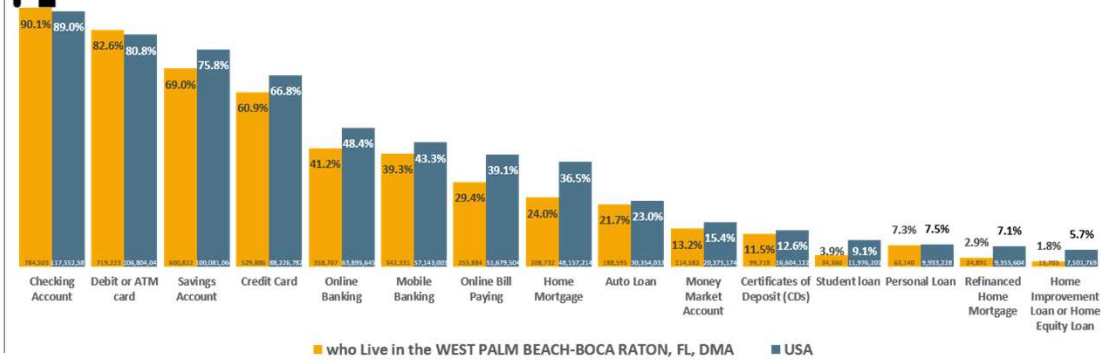
P35-64

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Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 11.6% less likely to have a 401K, 5.7% less likely to have an Auto Loan, 4.% less likely to Invest/Trade Stocks Online, 8.1% more likely to pay with their Debit Card.

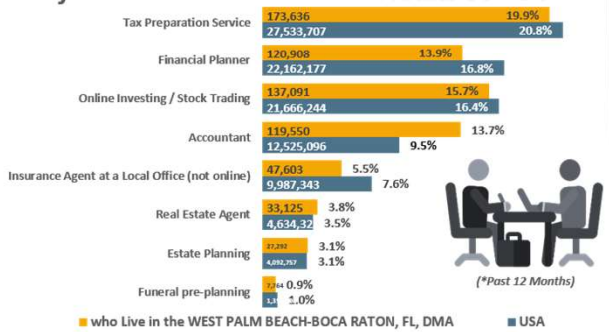
Investments Owned: Adults 35 - 64



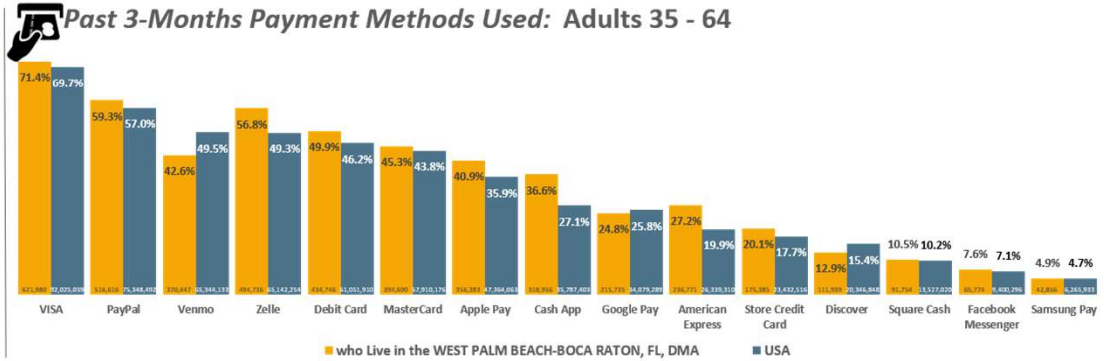
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

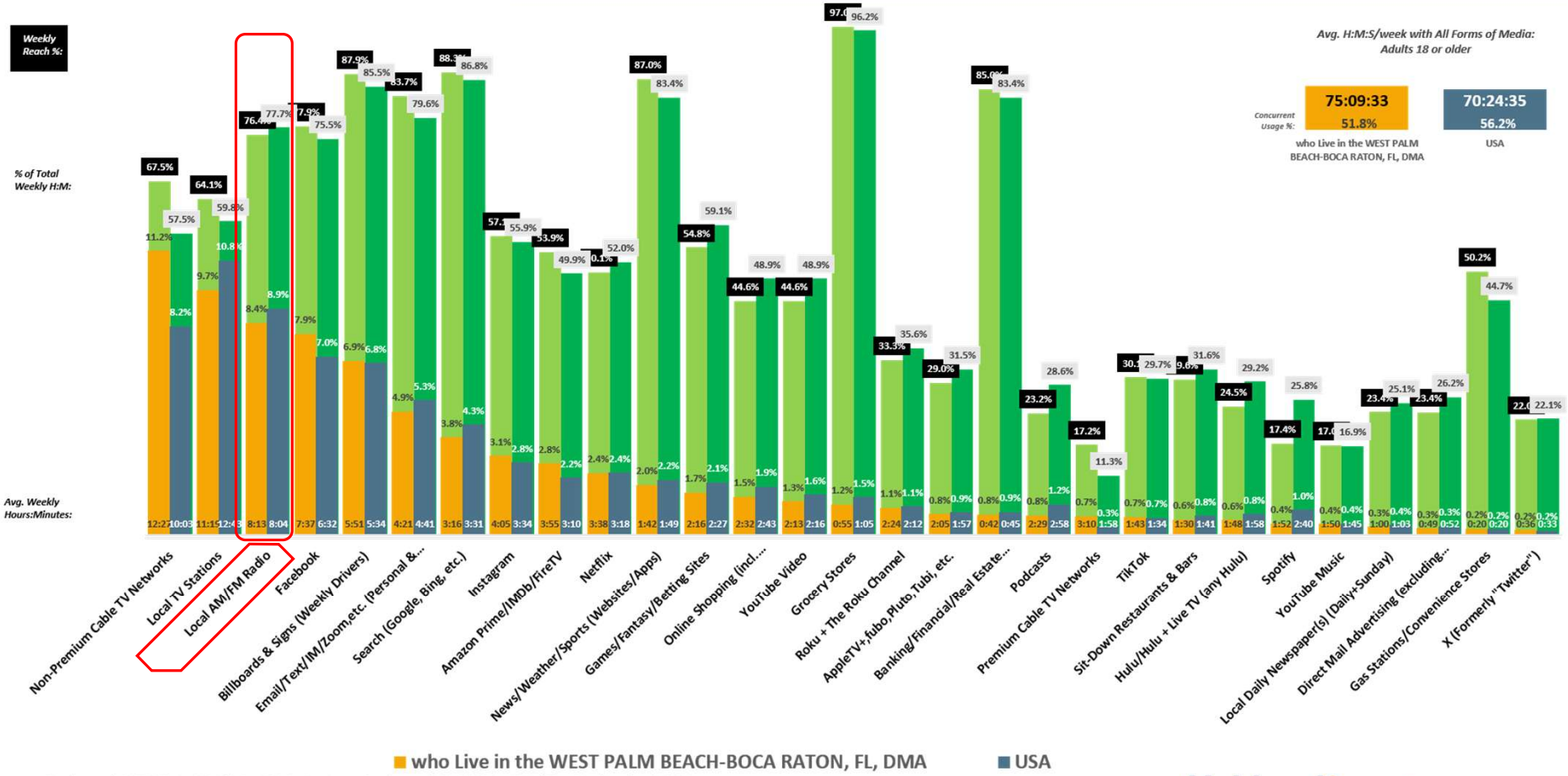
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P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 3 days, 3 hours, 9 minutes and 33 seconds each week with All Forms of Media.

76.4% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329
USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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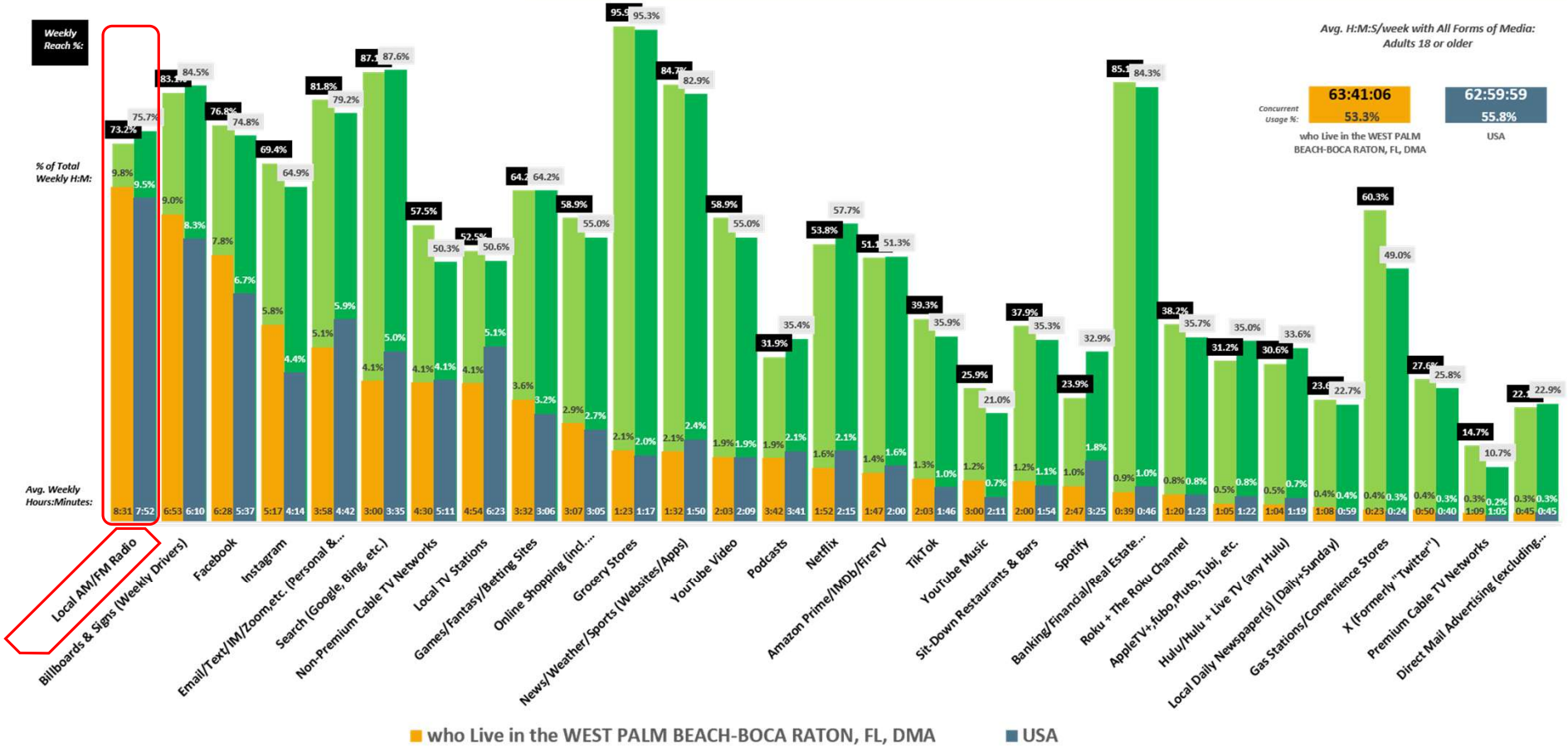
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P25-54

Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 15 hours, 41 minutes and 6 seconds each week with All Forms of Media.

73.2% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329
USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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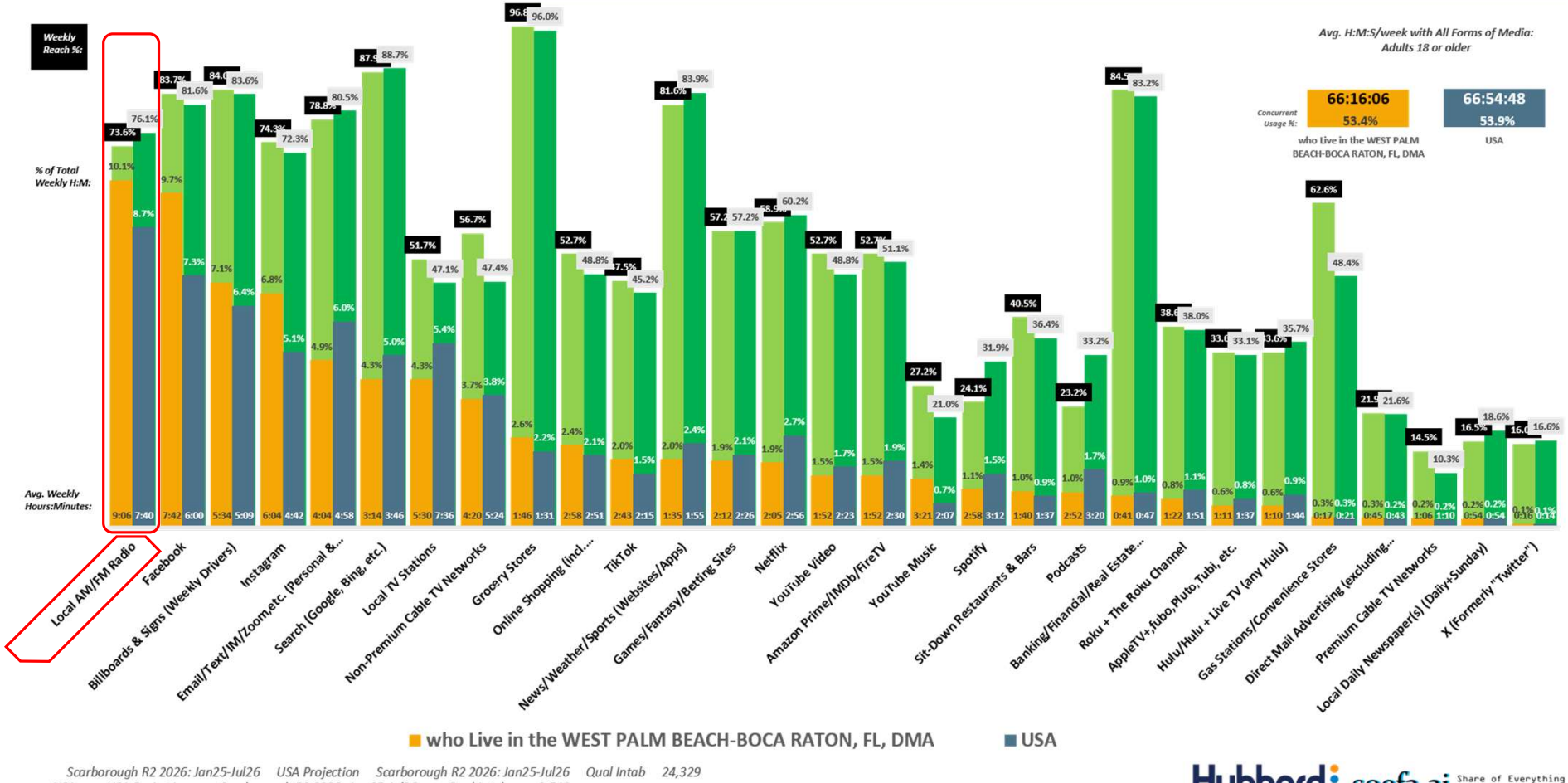
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W25-54

Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 18 hours, 16 minutes and 6 seconds each week with All Forms of Media.

73.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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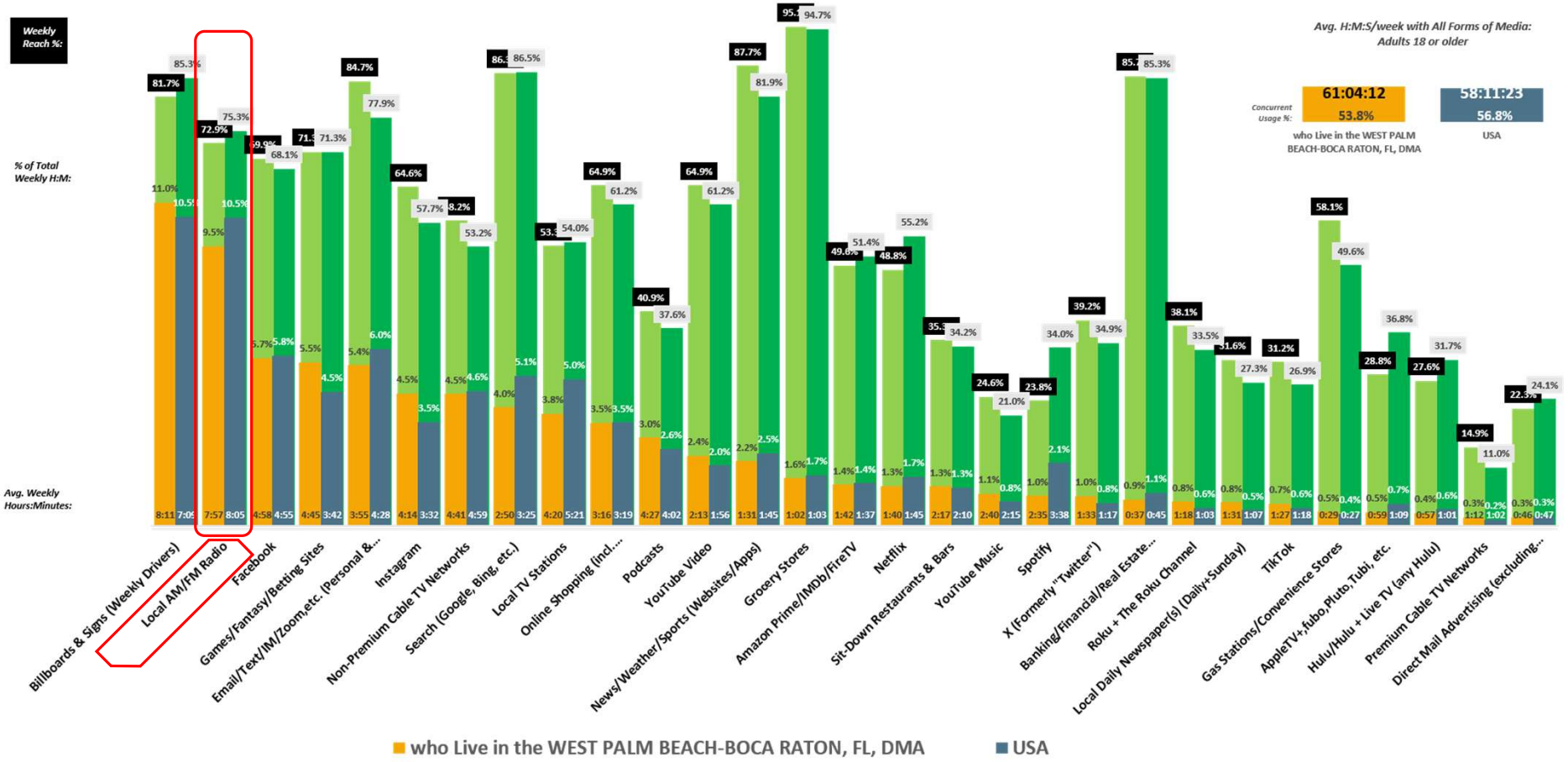
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M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 13 hours, 4 minutes and 12 seconds each week with All Forms of Media.

72.9% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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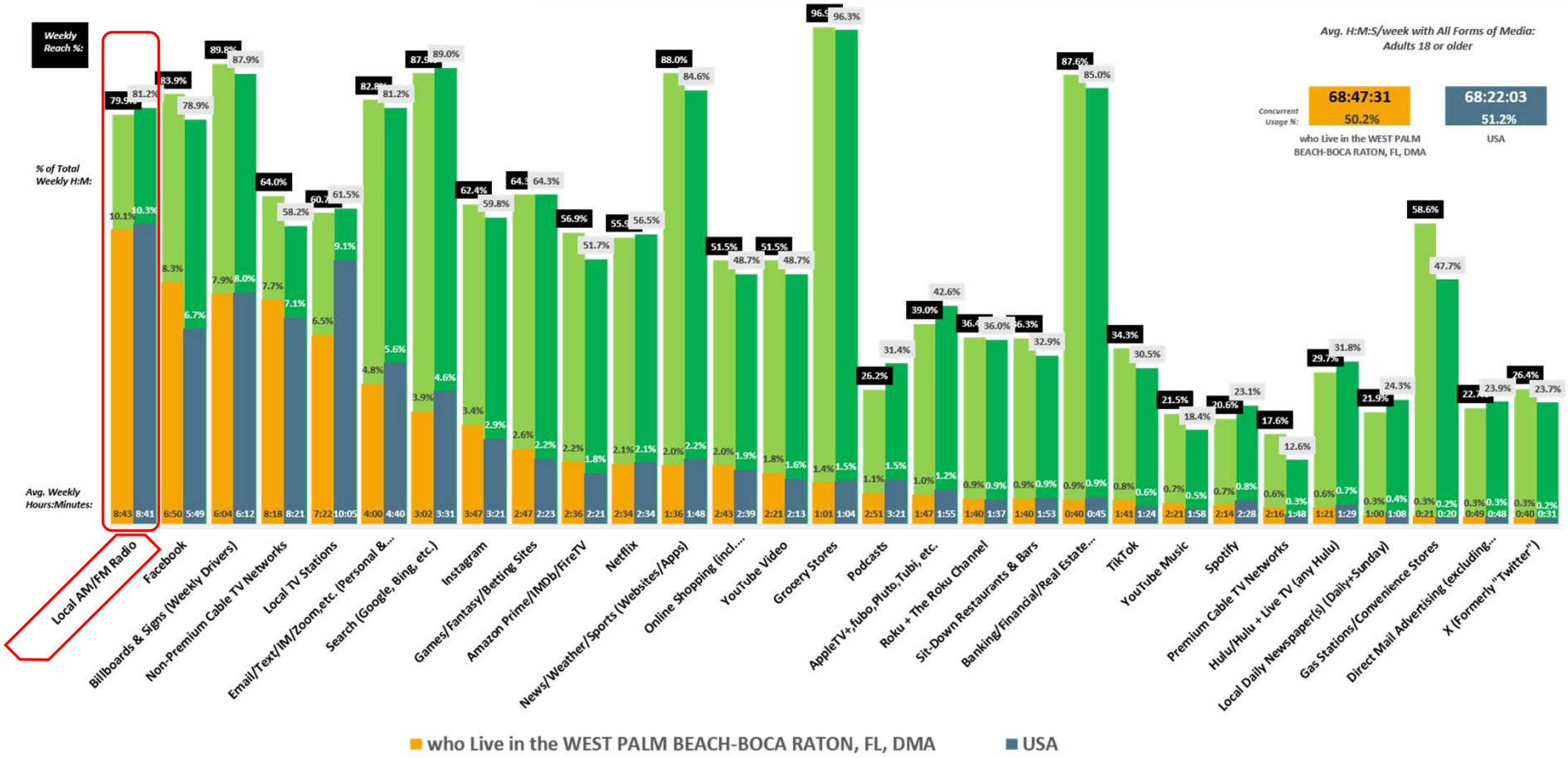
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P35-64

Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 20 hours, 47 minutes and 31 seconds each week with All Forms of Media.

79.9% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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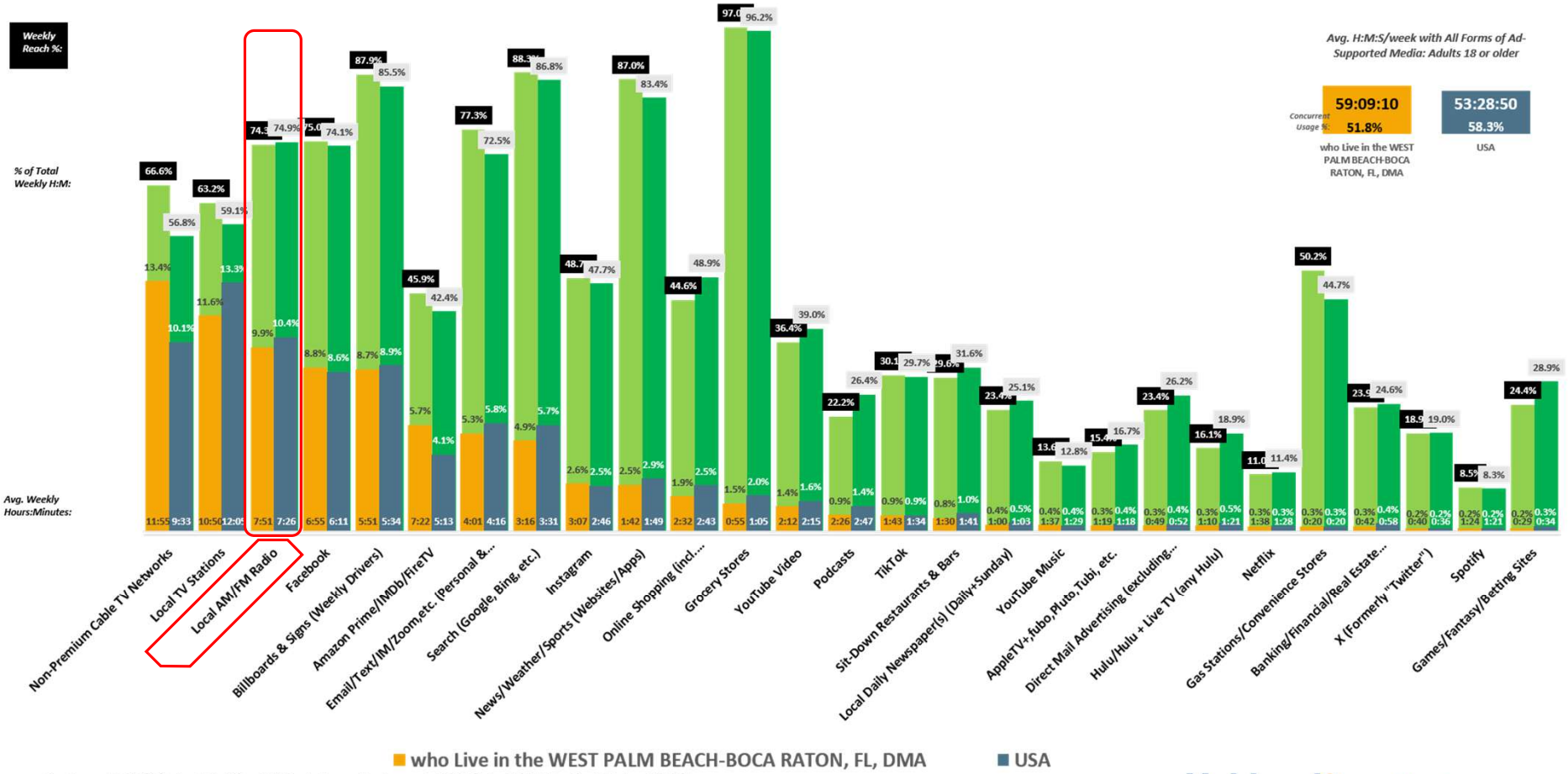
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P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 11 hours, 9 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

74.3% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



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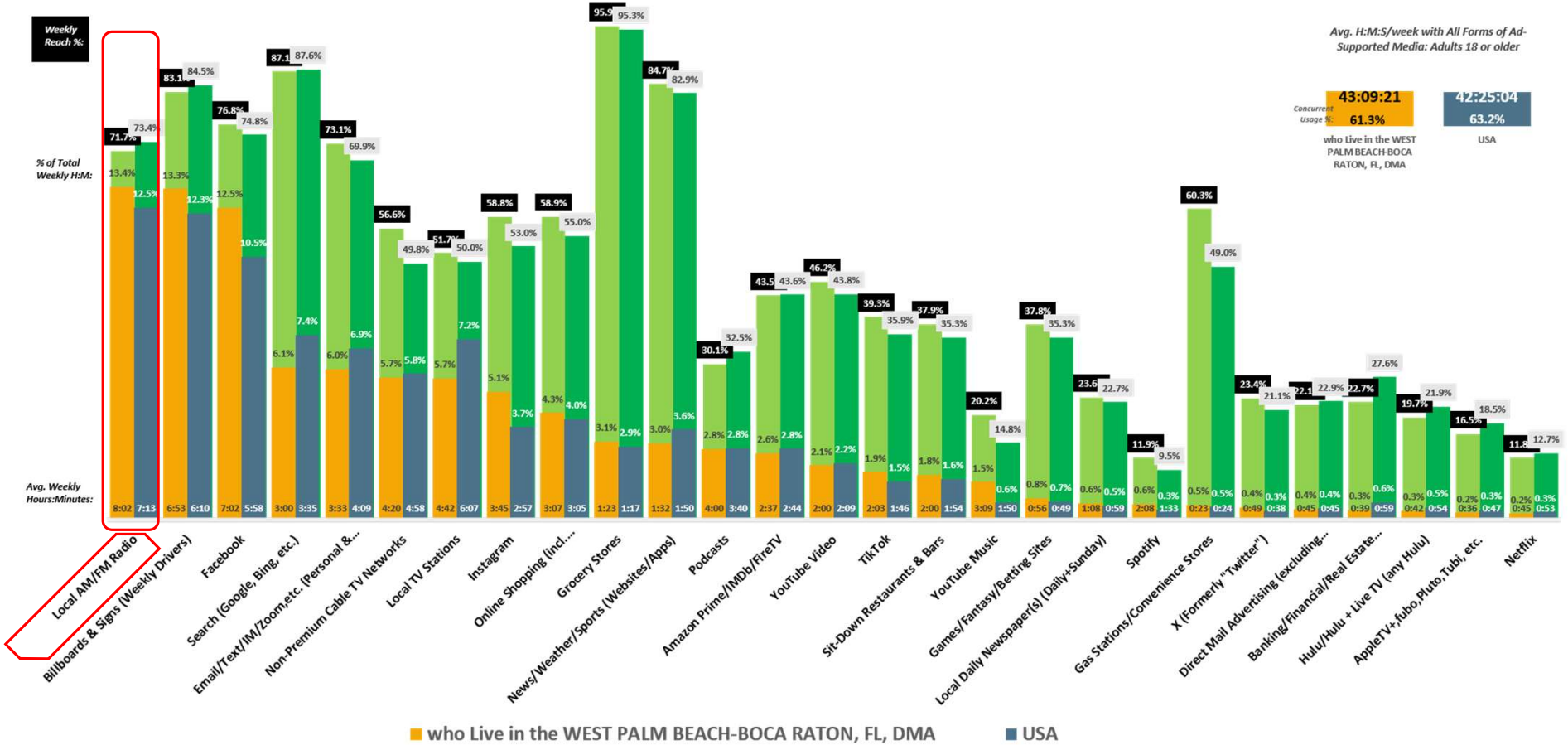
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P25-54

Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 1 days, 19 hours, 9 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

71.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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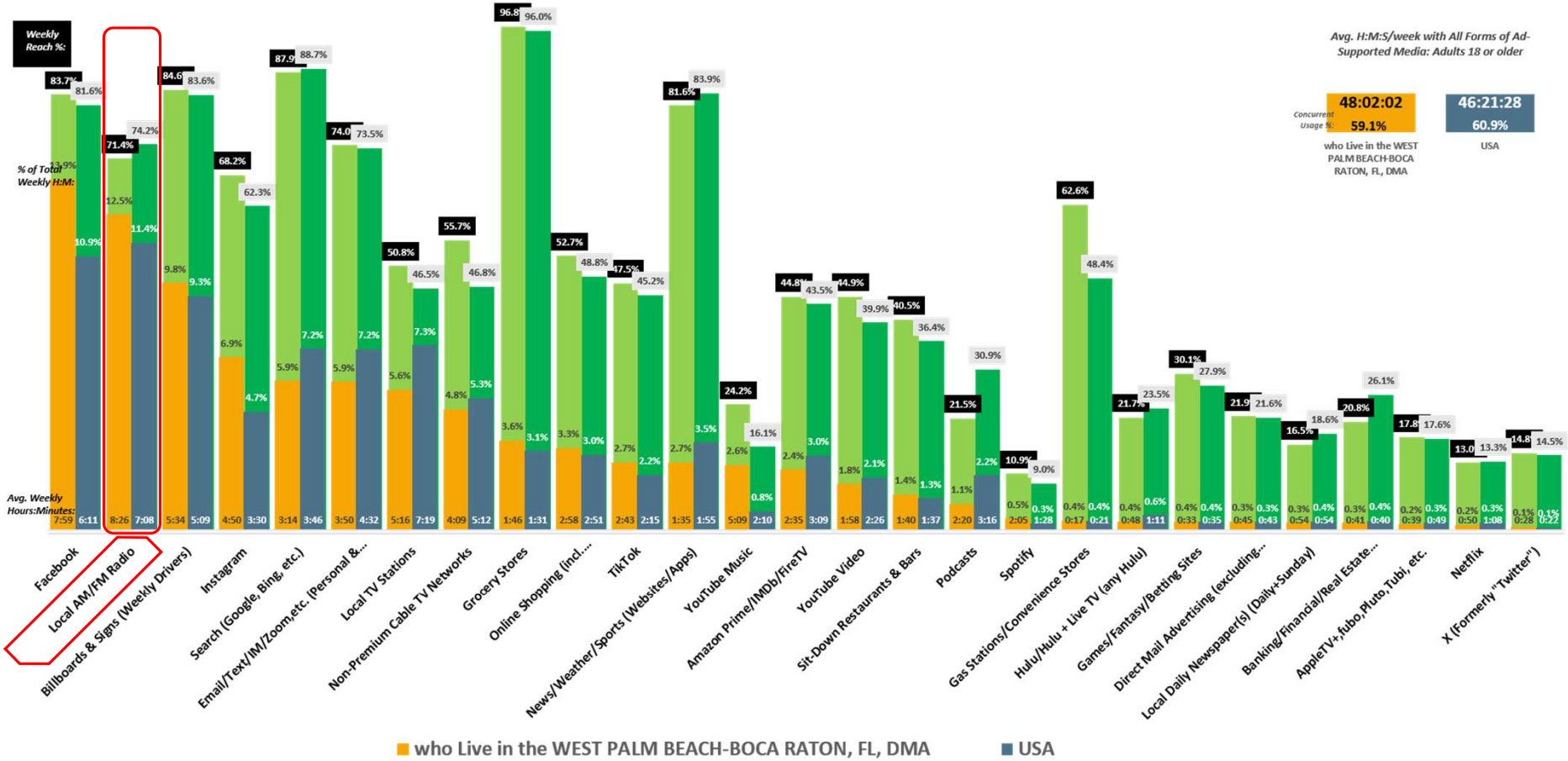
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W25-54

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

71.4% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



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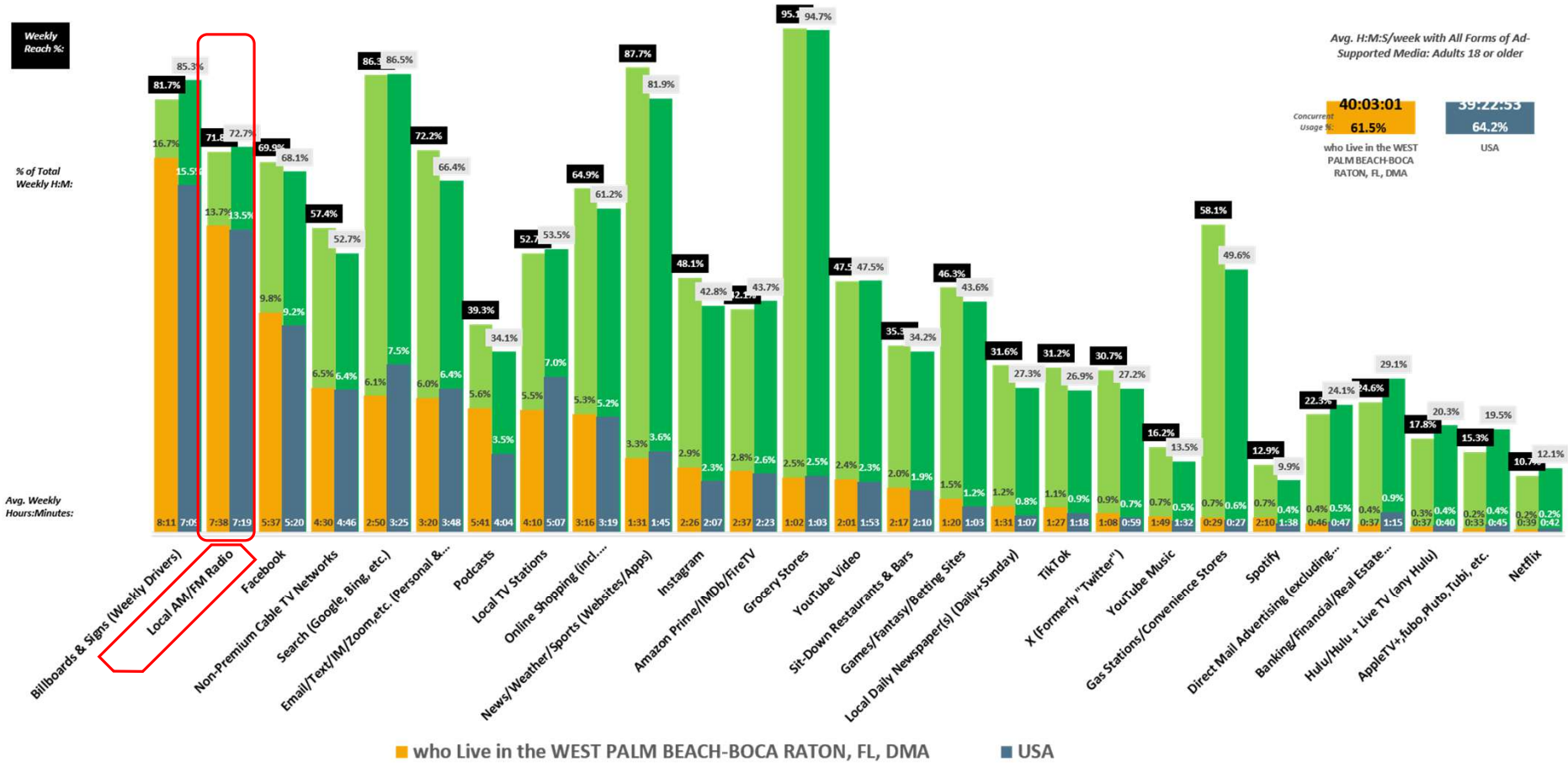
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M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 1 days, 16 hours, 3 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

71.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.7% of total time spent with all forms of Ad-Supported Media.



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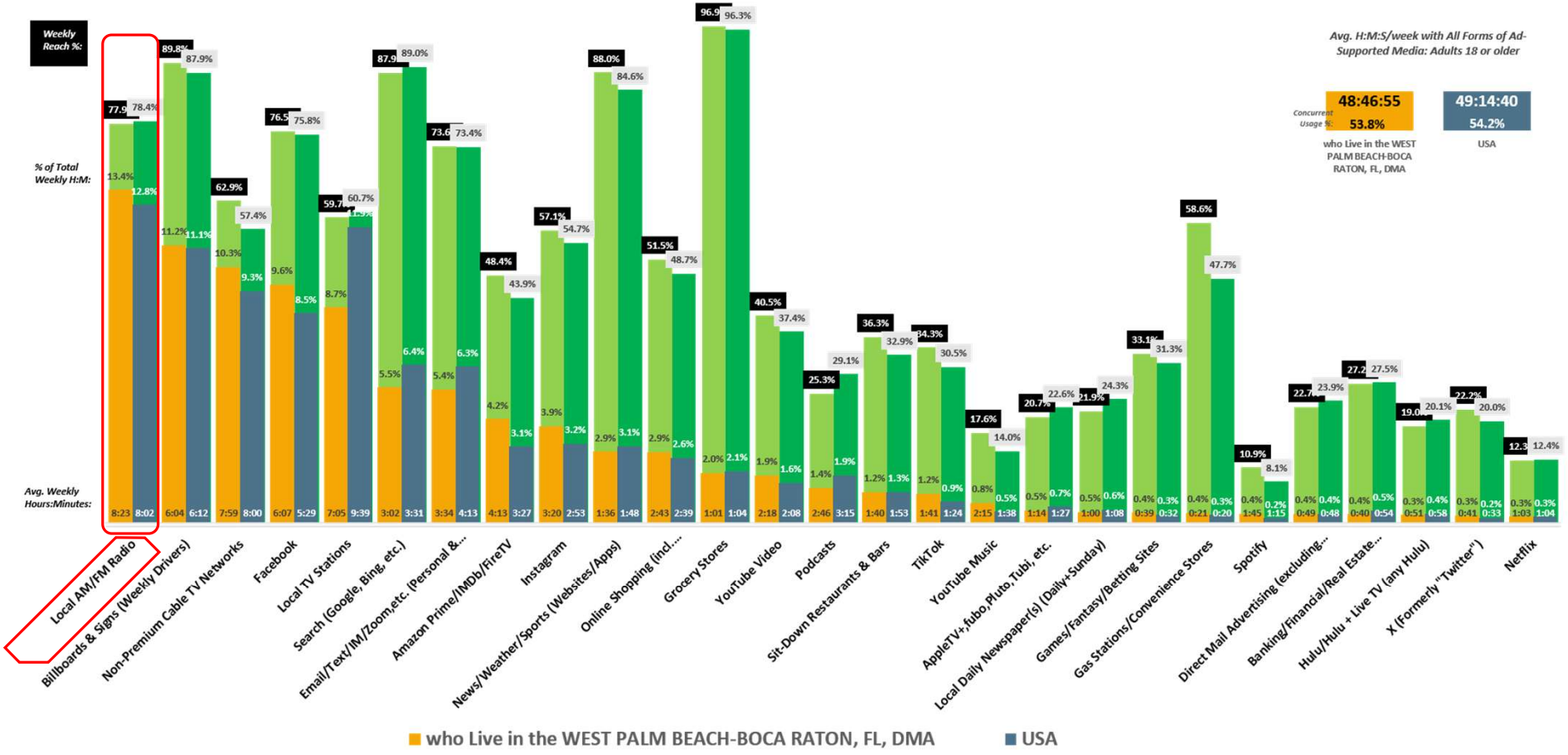
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P35-64

Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 0 hours, 46 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

77.9% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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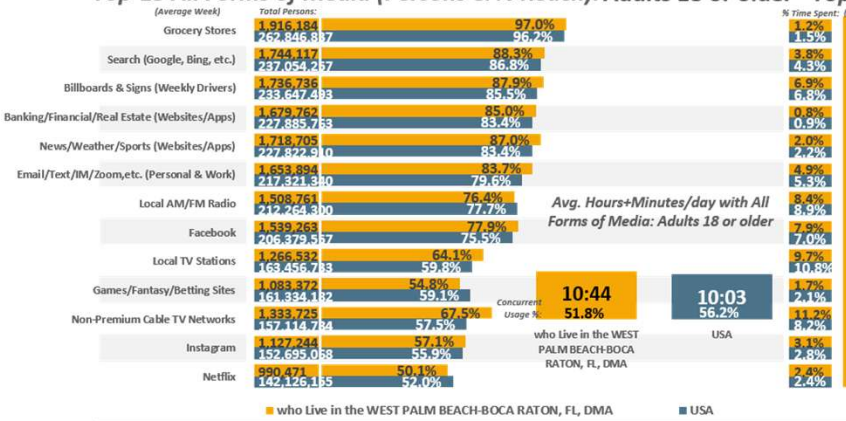
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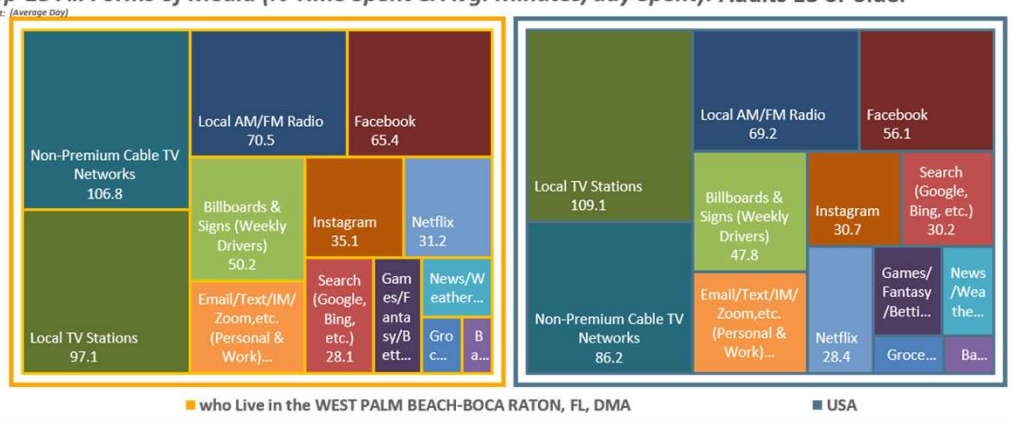
P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 74.3% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

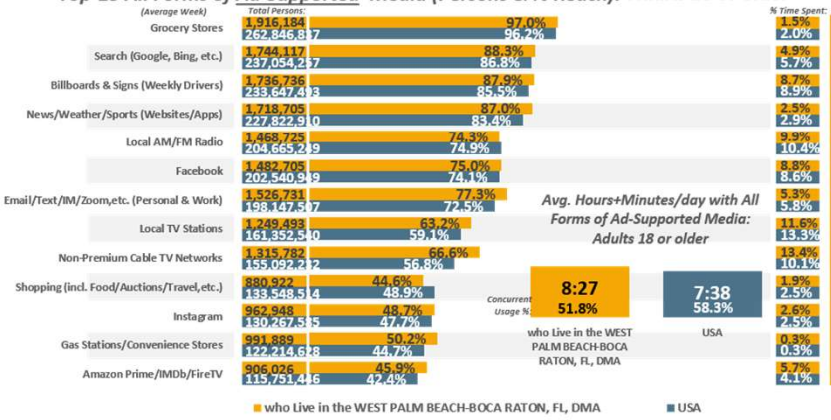
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



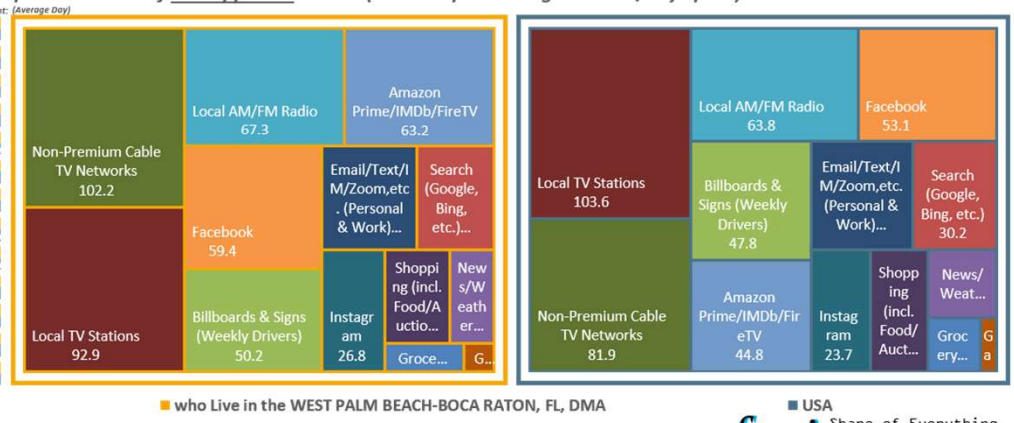
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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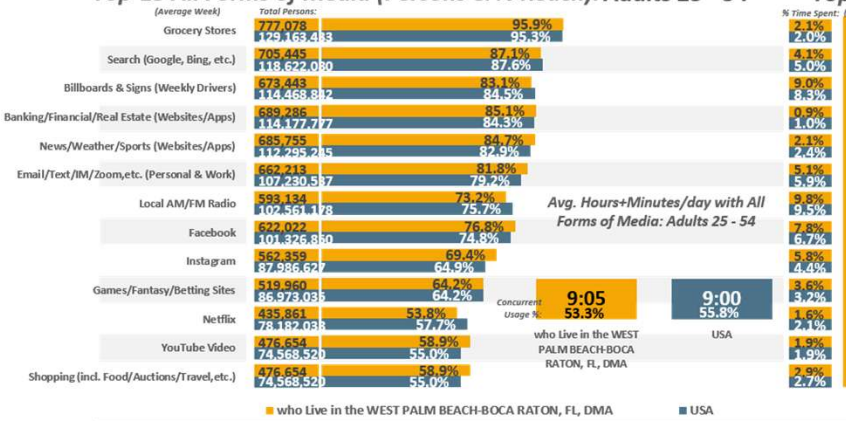
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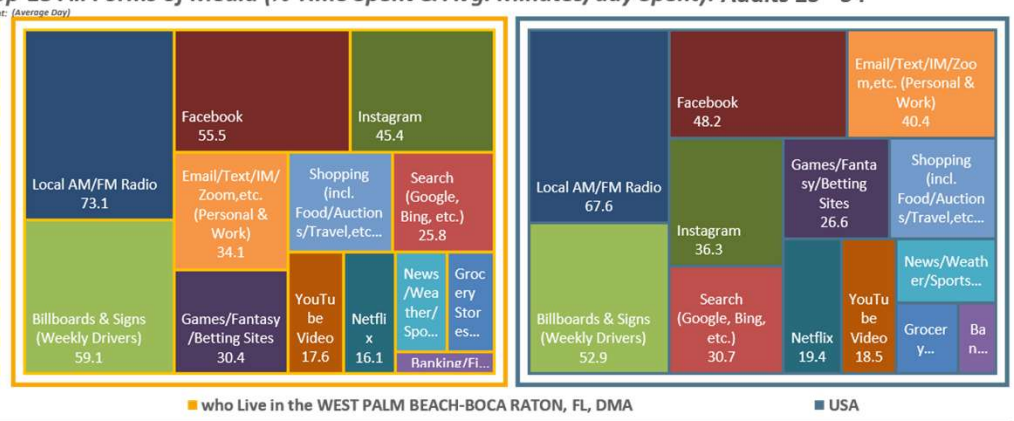


Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 9 minutes each day with All Forms of Ad-Supported Media. 71.7% listen to Local AM/FM Radio for an avg. of 69. minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

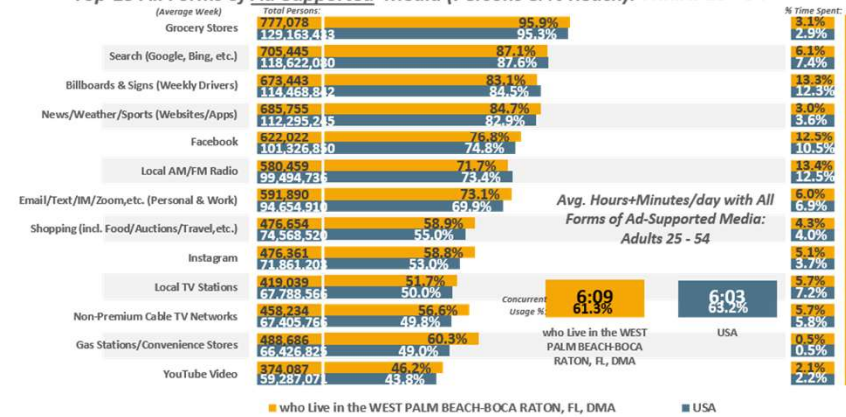
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



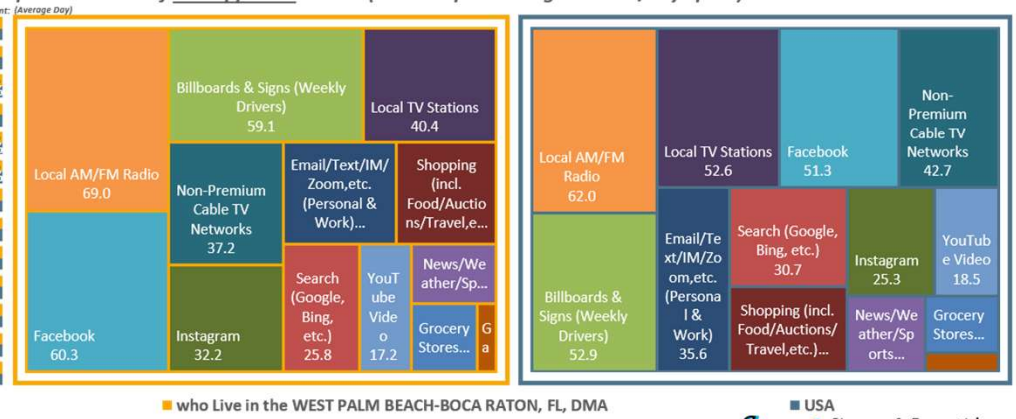
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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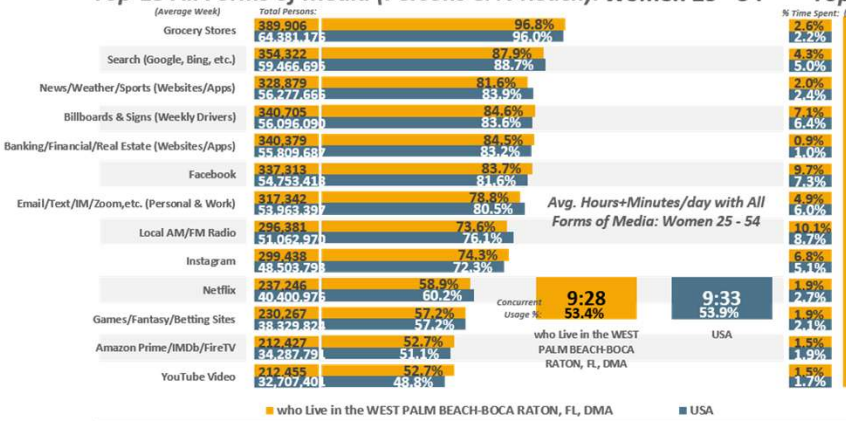
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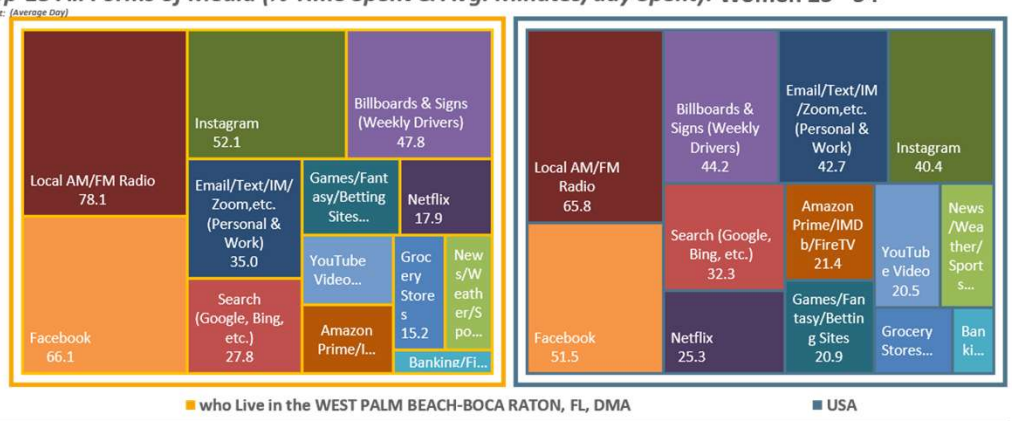


Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 51 minutes each day with All Forms of Ad-Supported Media. 71.4% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

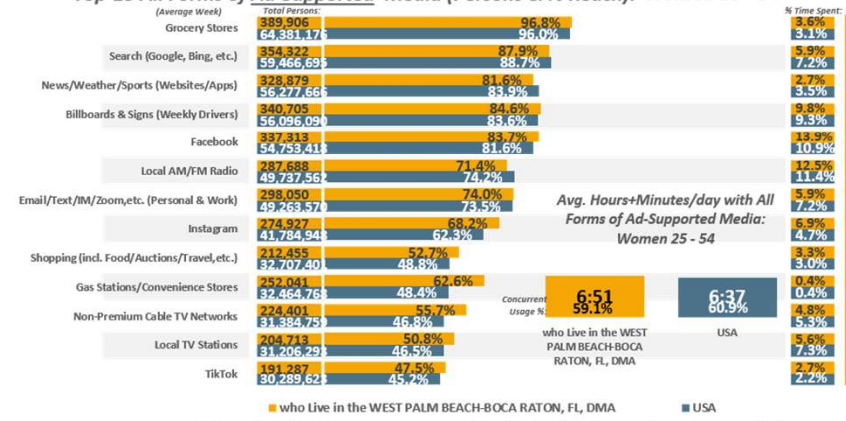
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



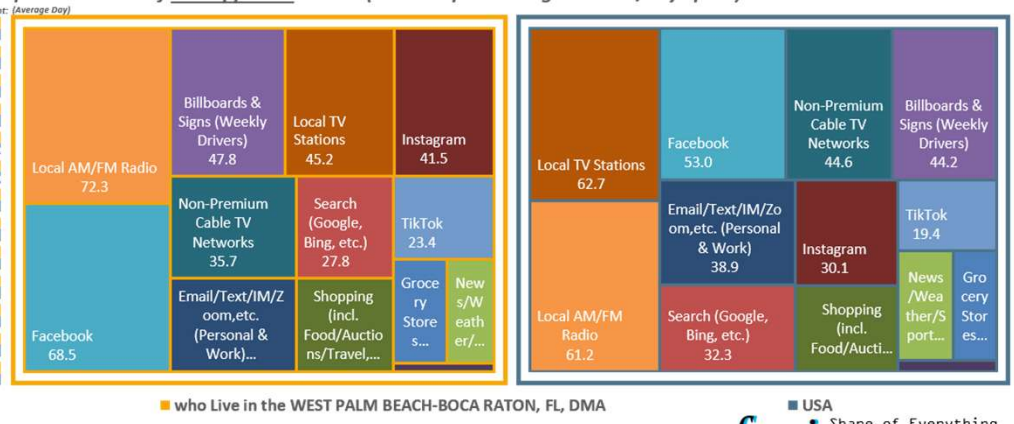
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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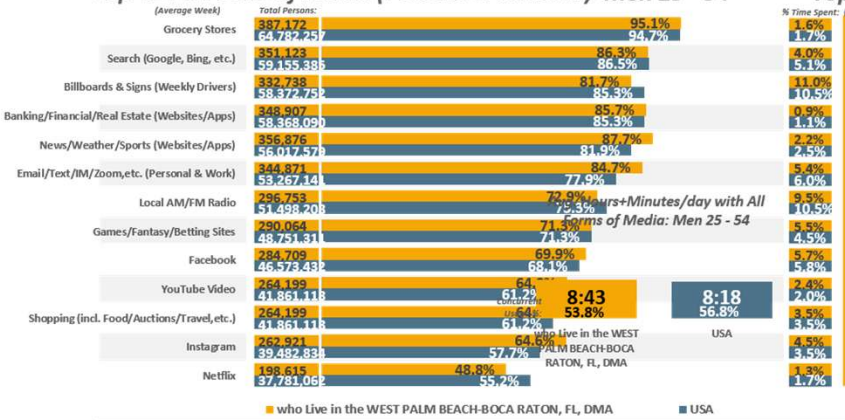
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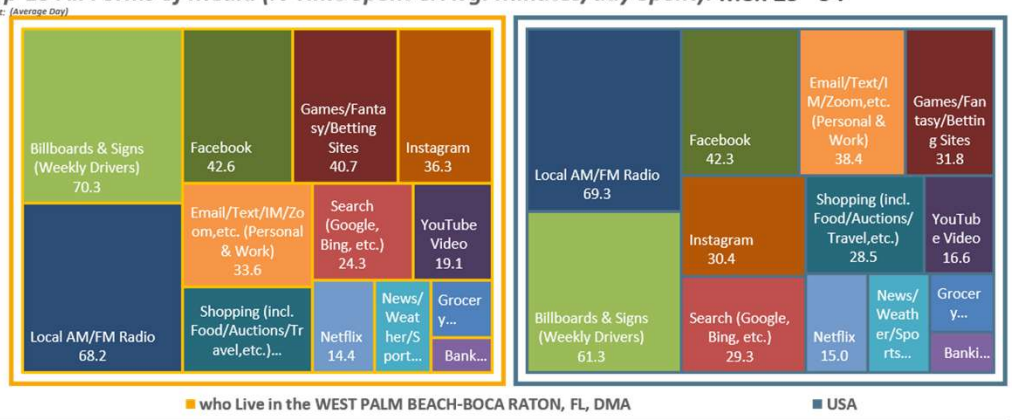
M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 5 hours and 43 minutes each day with All Forms of Ad-Supported Media. 71.8% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

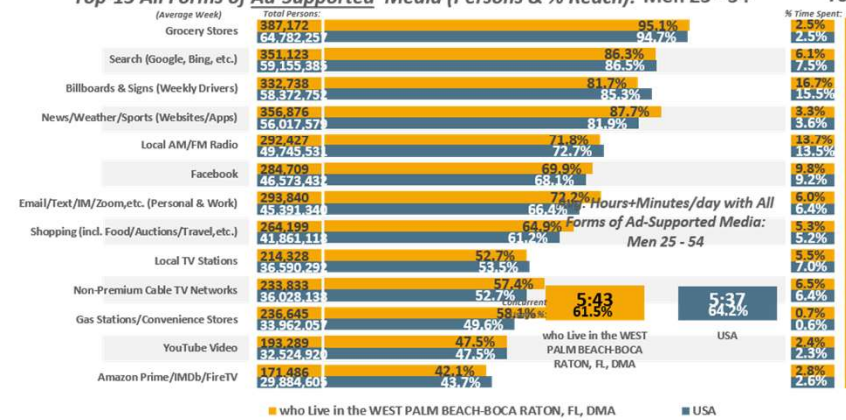
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



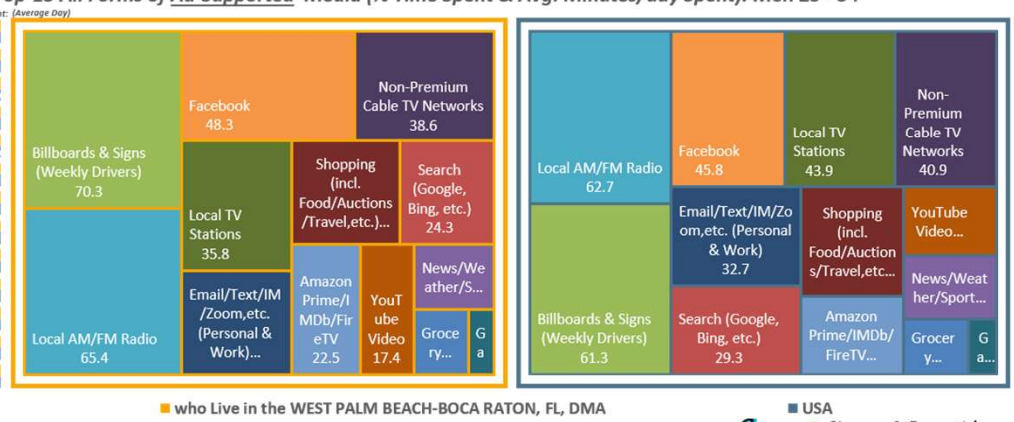
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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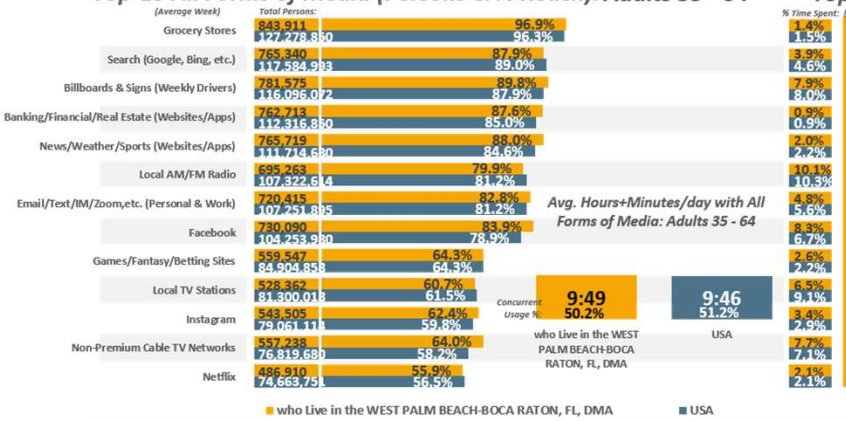
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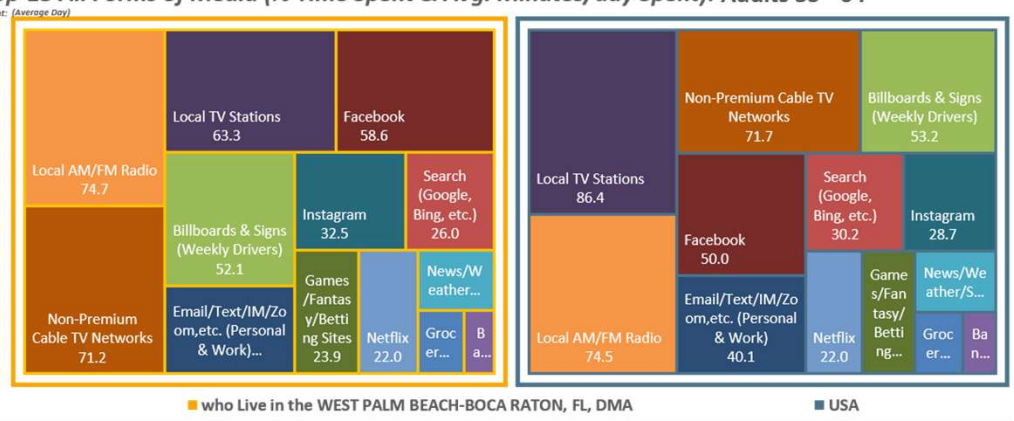
P35-64

Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 72. minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

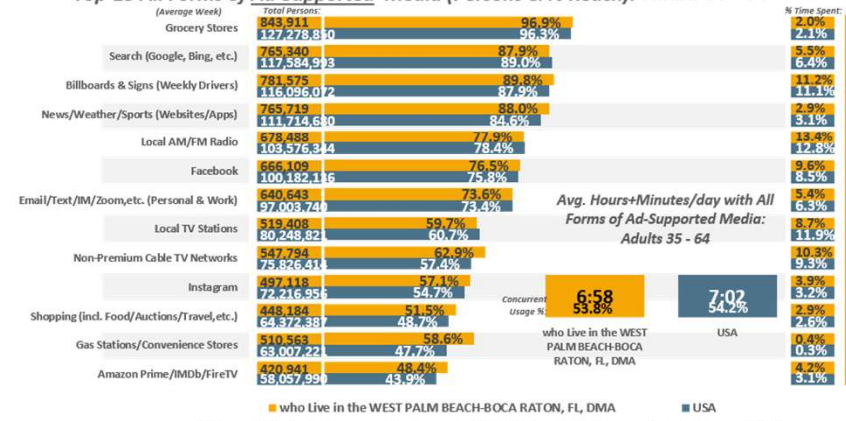
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



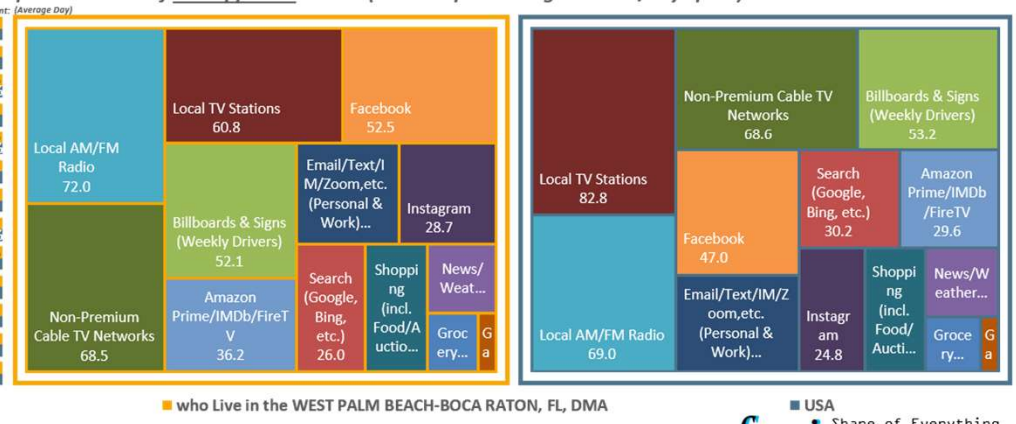
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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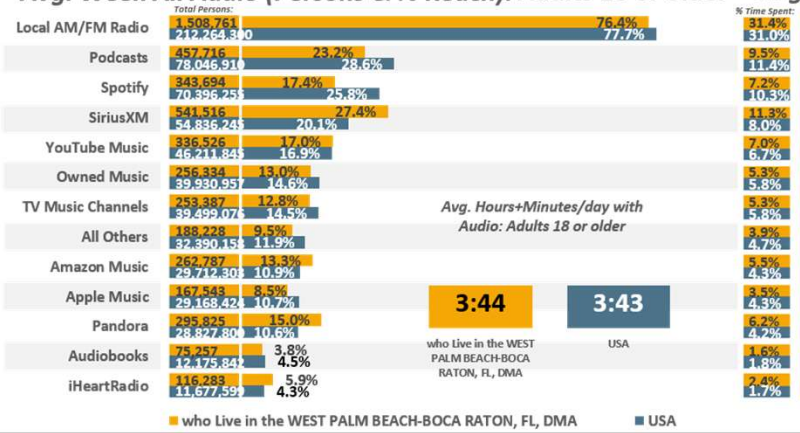
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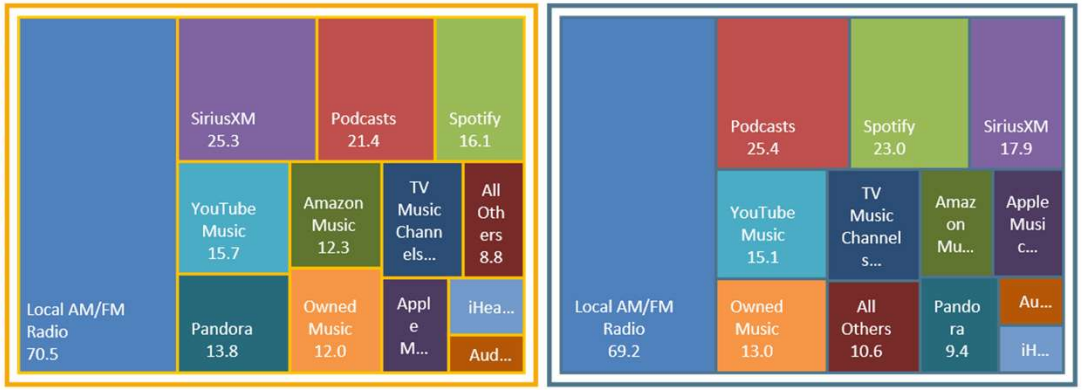
P18+

1,468,725 or 74.3% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

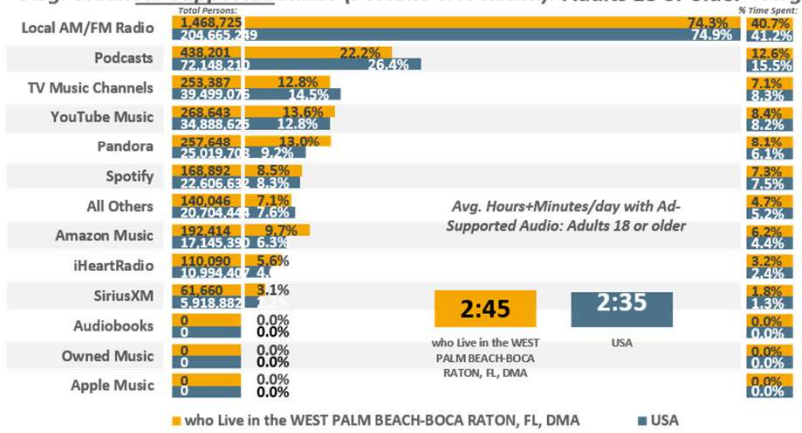
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



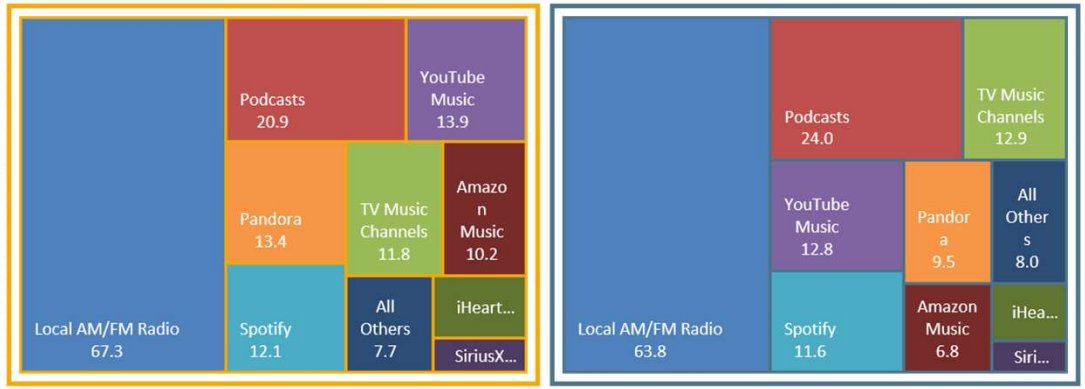
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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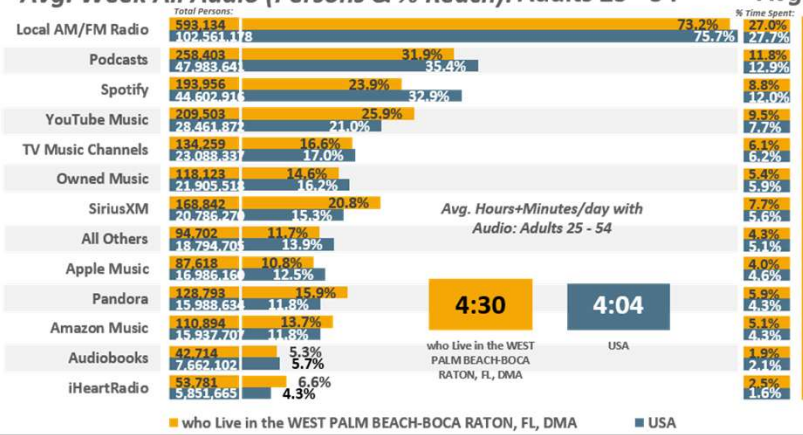
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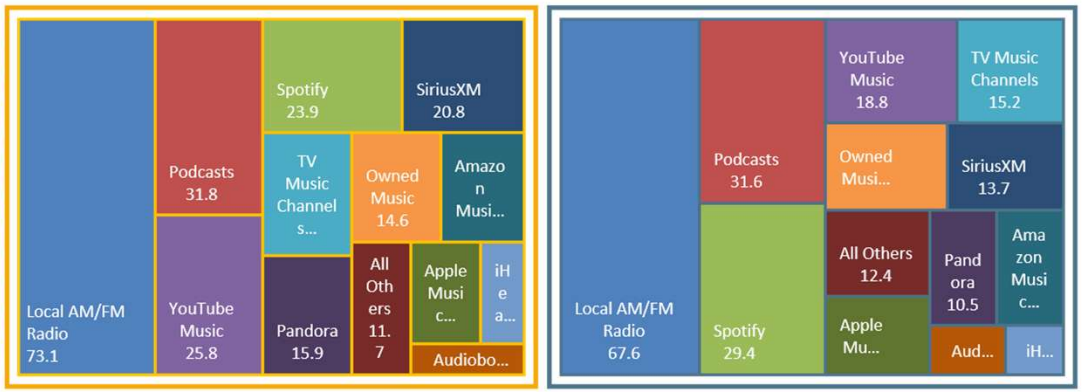
P25-54

580,459 or 71.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

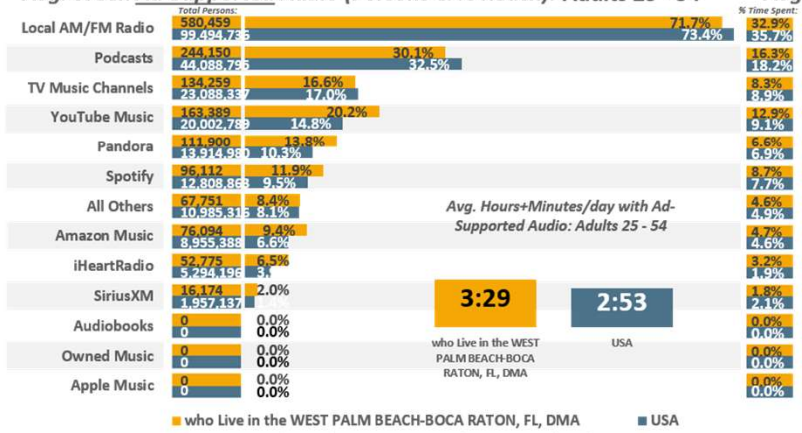
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



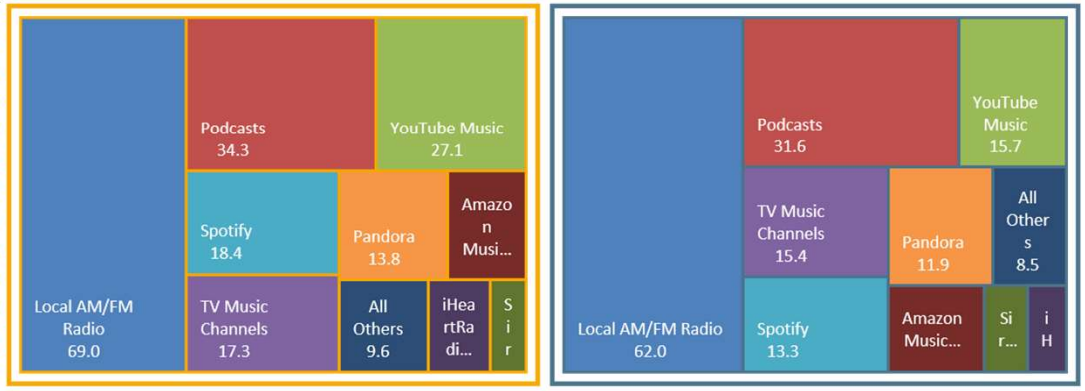
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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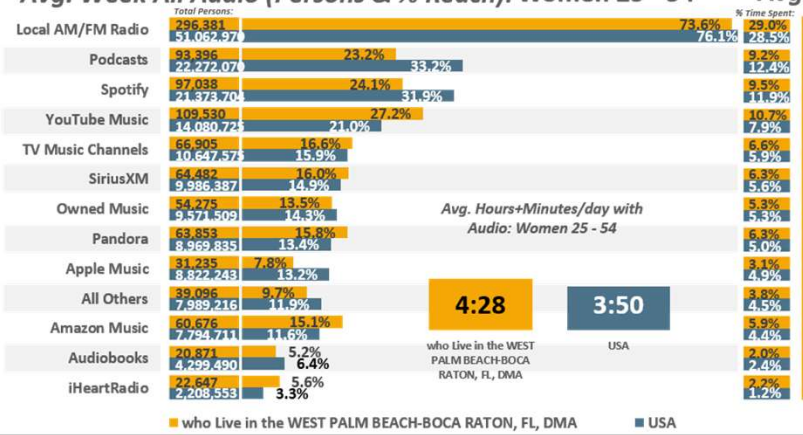
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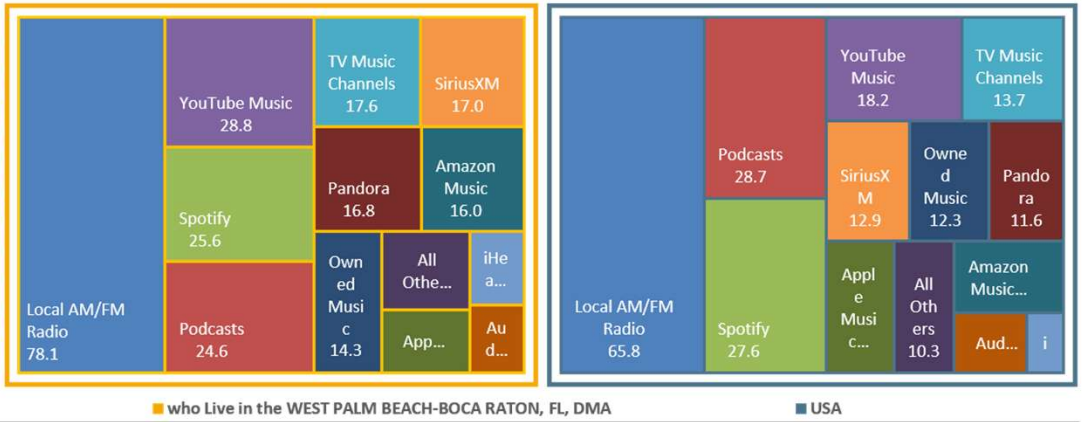
W25-54

287,688 or 71.4% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

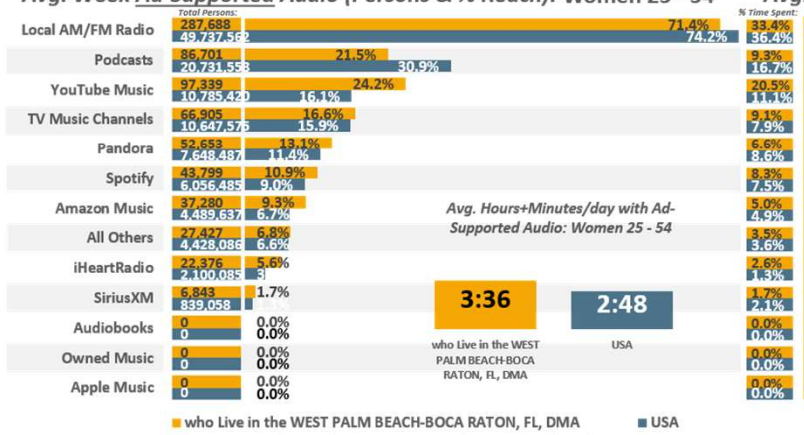
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



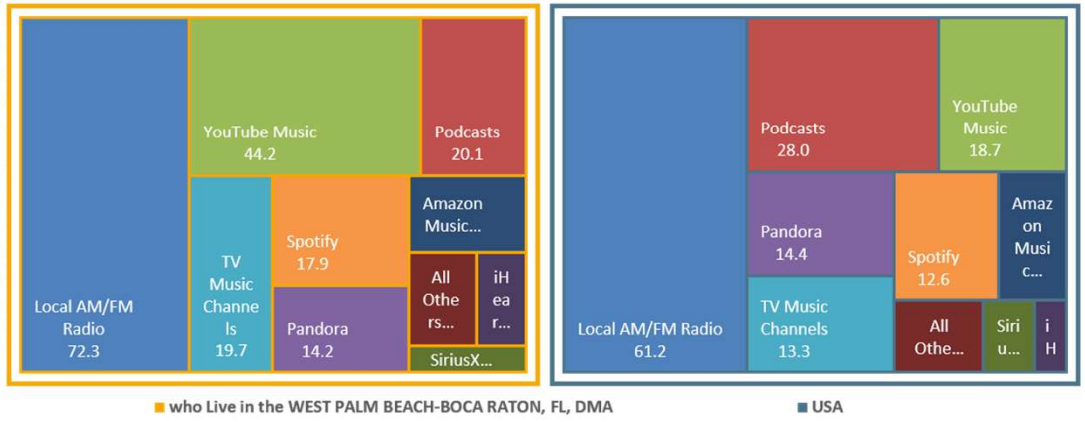
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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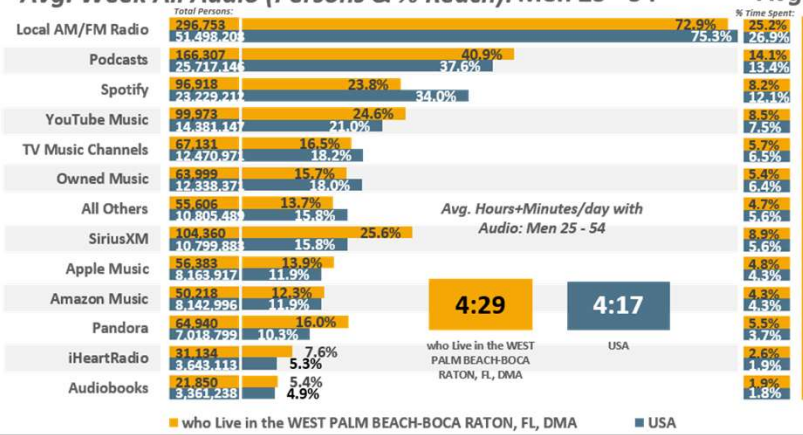
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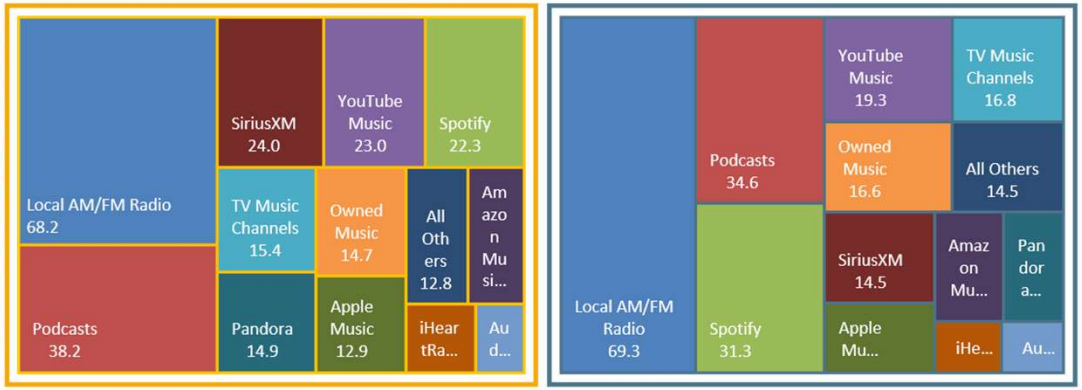
M25-54

292,427 or 71.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.

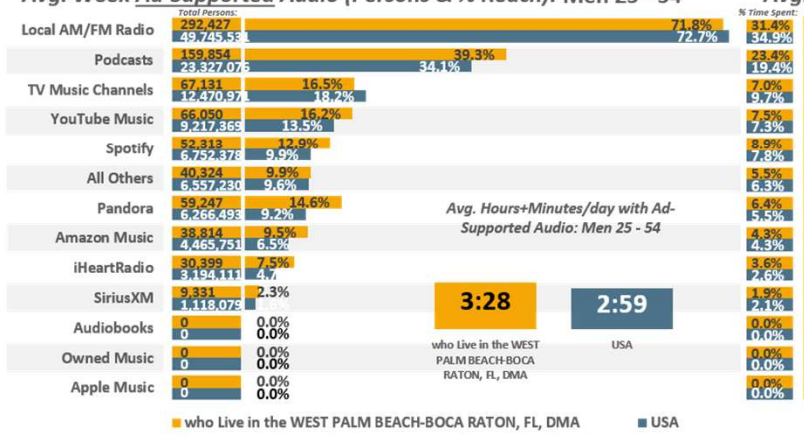
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



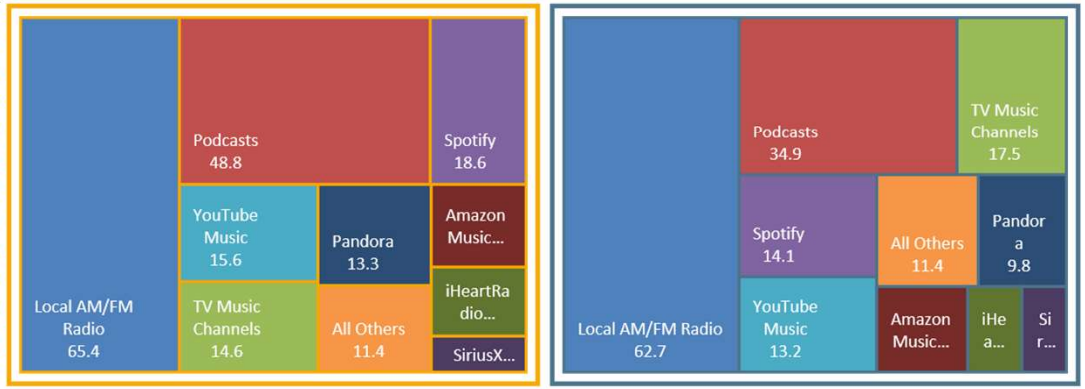
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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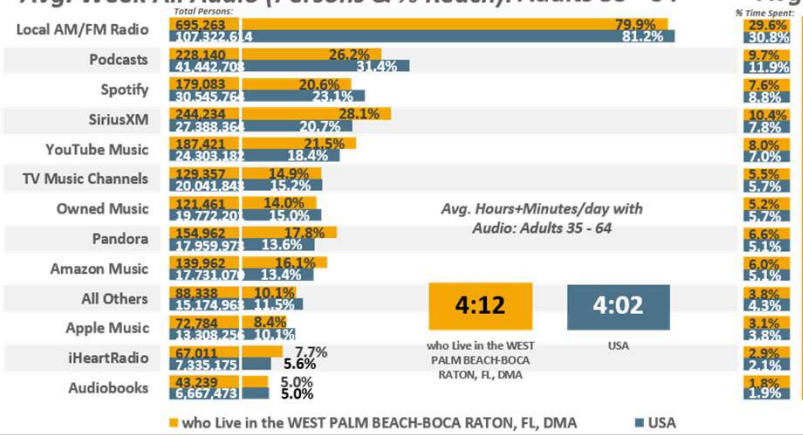
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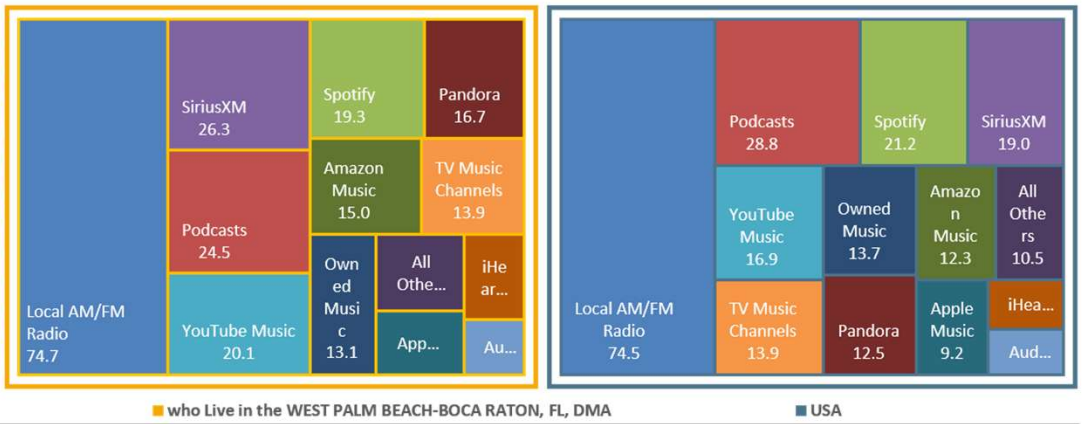
P35-64

678,488 or 77.9% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72. minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

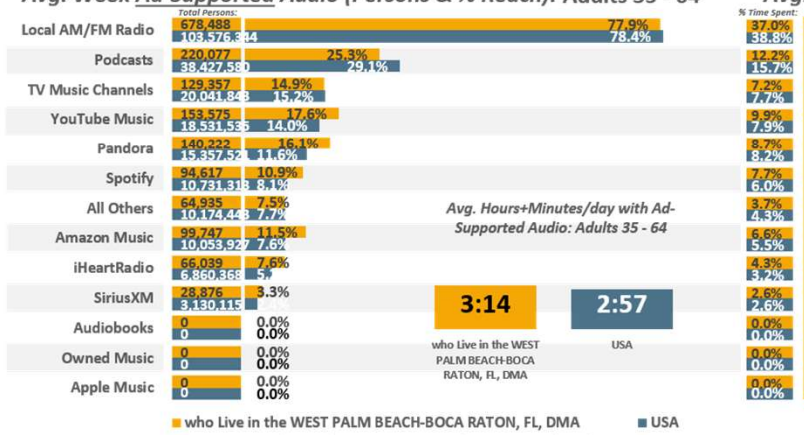
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



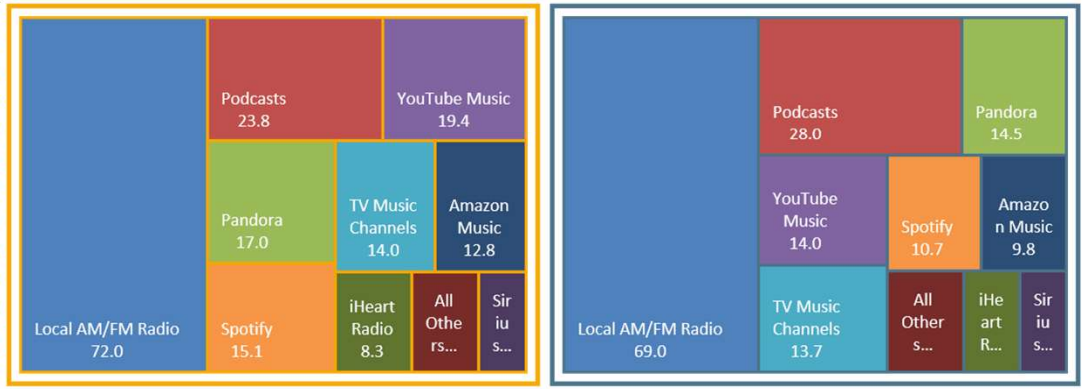
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

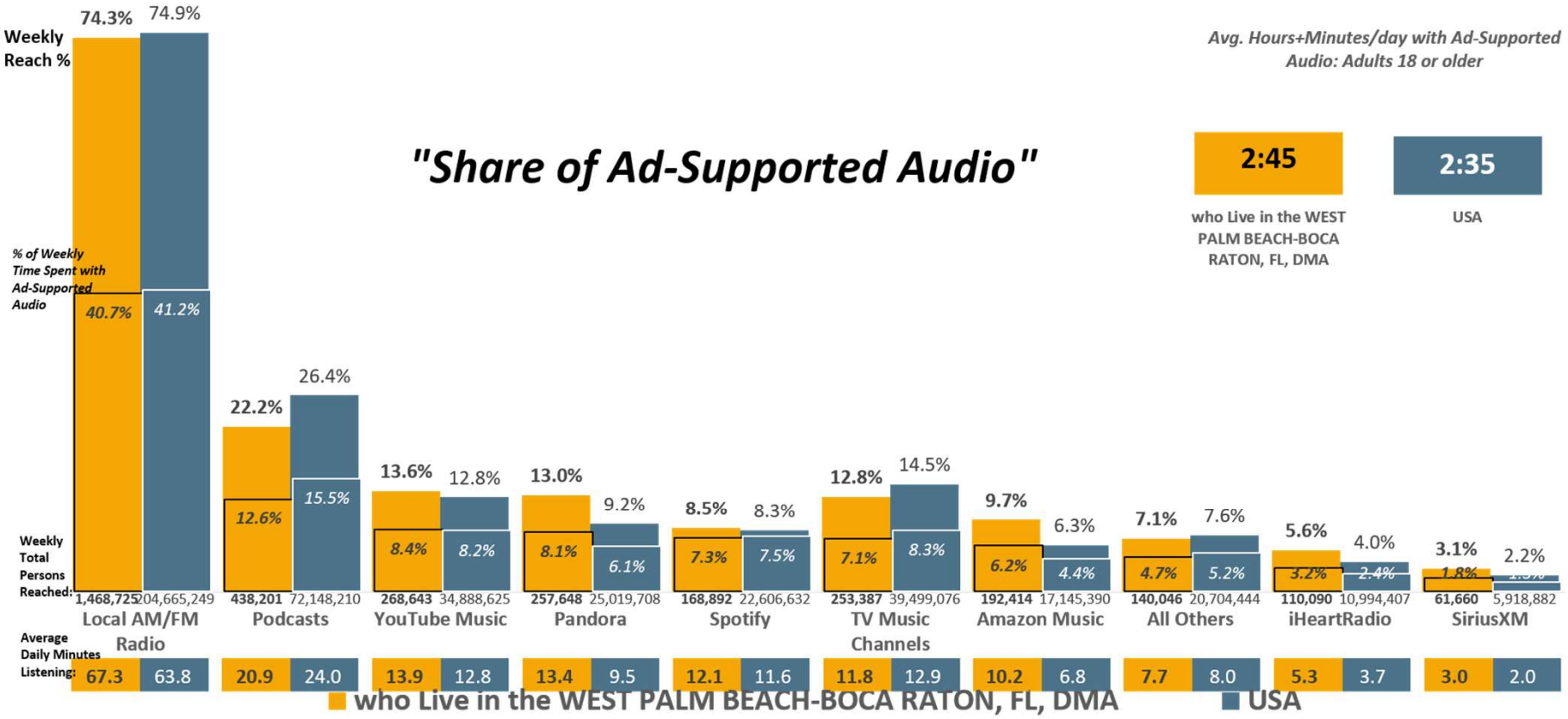
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P18+

1,468,725 or 74.3% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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P25-54

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"Share of Ad-Supported Audio"

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

who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
3:29	2:53

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach %	71.7% / 73.4%	30.1% / 32.5%	20.2% / 14.8%	11.9% / 9.5%	16.6% / 17.0%	13.8% / 10.3%	9.4% / 6.6%	8.4% / 8.1%	6.5% / 3.9%	2.0% / 1.4%
% of Weekly Time Spent with Ad-Supported Audio	32.9% / 35.7%	16.3% / 18.2%	12.9% / 9.1%	8.7% / 7.7%	8.3% / 8.9%	6.6% / 6.9%	4.7% / 4.6%	4.6% / 4.9%	3.2% / 1.9%	1.8% / 2.1%
Weekly Total Persons Reached:	580,459 / 99,494,736	244,150 / 44,088,795	163,389 / 20,002,789	96,112 / 12,808,863	134,259 / 23,088,337	111,900 / 13,914,980	76,094 / 8,955,388	67,751 / 10,985,316	52,775 / 5,294,196	16,174 / 1,957,137
Average Daily Minutes Listening:	69.0 / 62.0	34.3 / 31.6	27.1 / 15.7	18.4 / 13.3	17.3 / 15.4	13.8 / 11.9	9.9 / 8.0	9.6 / 8.5	6.6 / 3.3	3.8 / 3.6

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

USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

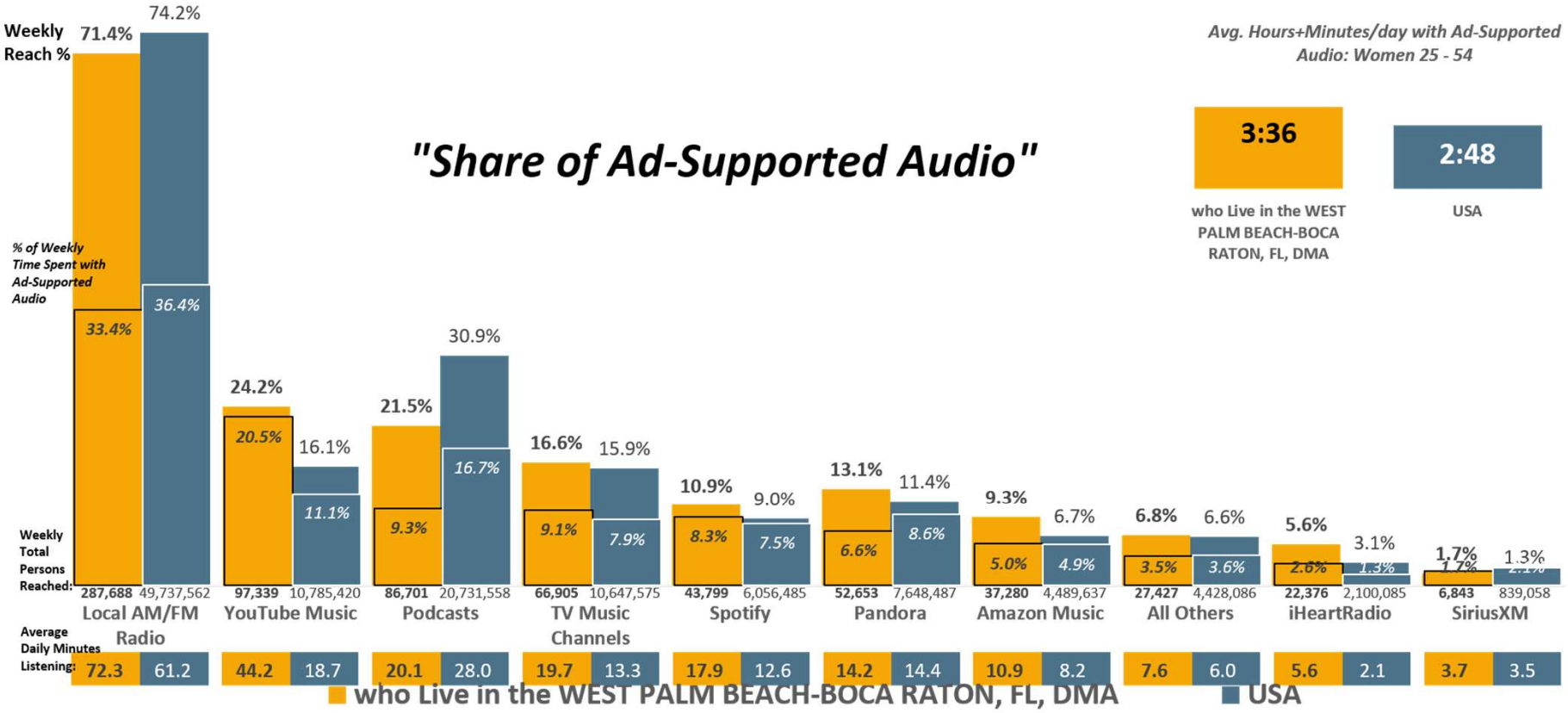
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W25-54

287,688 or 71.4% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.



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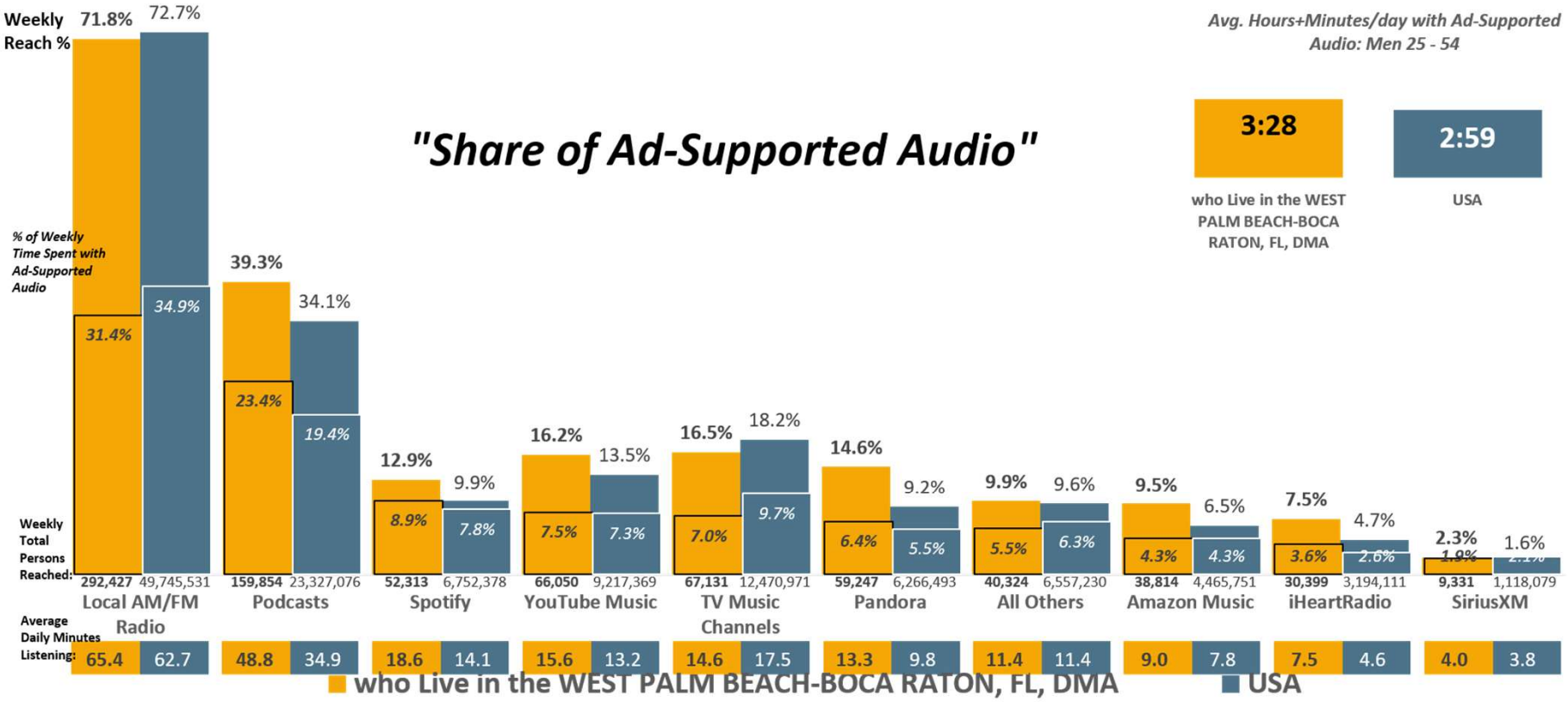
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M25-54

292,427 or 71.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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P35-64

678,488 or 77.9% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72. minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 - 64

who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
3:14	2:57

	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	TV Music Channels	Amazon Music	iHeartRadio	All Others	SiriusXM
Weekly Reach %	77.9% / 78.4%	25.3% / 29.1%	17.6% / 14.0%	16.1% / 11.6%	10.9% / 8.1%	14.9% / 15.2%	11.5% / 7.6%	7.6% / 5.2%	7.5% / 7.7%	3.3% / 2.4%
% of Weekly Time Spent with Ad-Supported Audio	37.0% / 38.8%	12.2% / 15.7%	9.9% / 7.9%	8.7% / 8.2%	7.7% / 6.0%	7.2% / 7.7%	6.6% / 5.5%	4.3% / 3.2%	3.7% / 4.3%	2.6% / 2.0%
Weekly Total Persons Reached:	678,488 / 103,576,344	220,077 / 38,427,580	153,575 / 18,531,535	140,222 / 15,357,521	94,617 / 10,731,313	129,357 / 20,041,843	99,747 / 10,053,927	66,039 / 6,860,368	64,935 / 10,174,443	28,876 / 3,130,115
Average Daily Minutes Listening:	72.0 / 69.0	23.8 / 28.0	19.4 / 14.0	17.0 / 14.5	15.1 / 10.7	14.0 / 13.7	12.8 / 9.8	8.3 / 5.7	7.3 / 7.6	5.1 / 4.7

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

USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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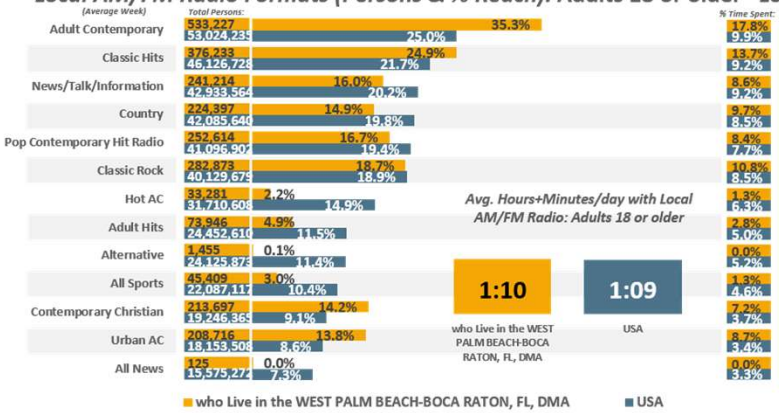
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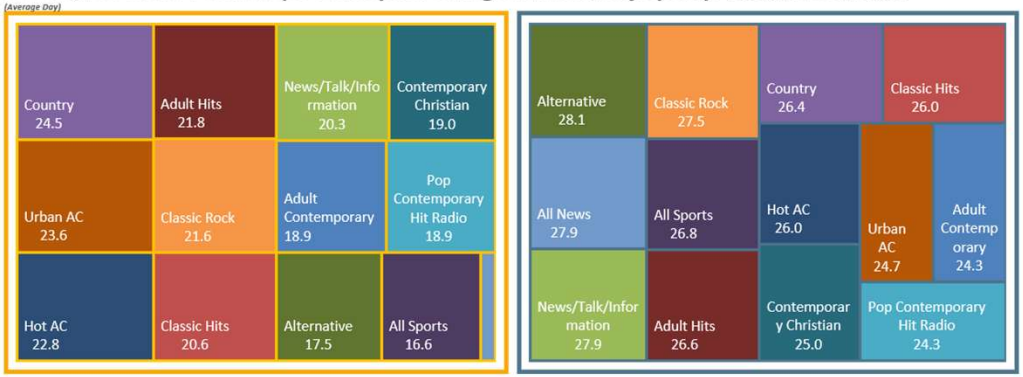
P18+

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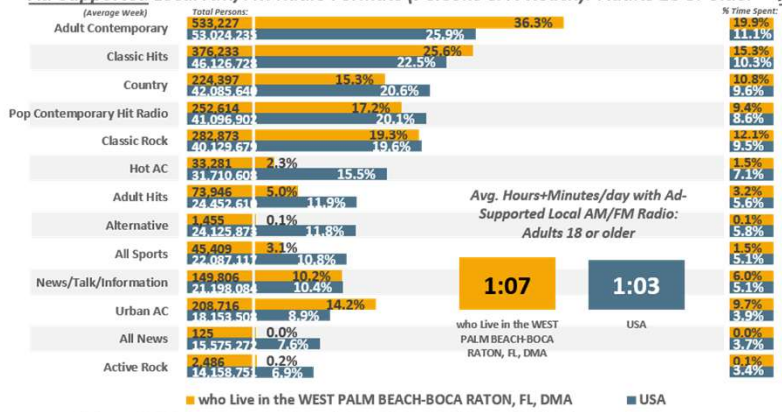
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



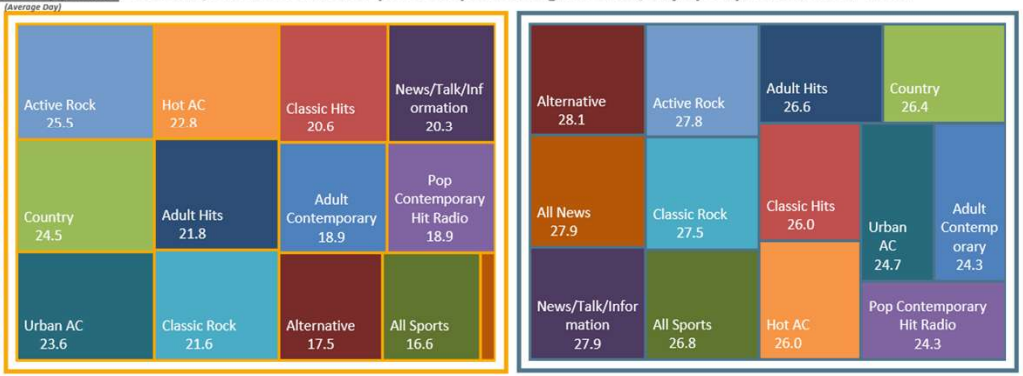
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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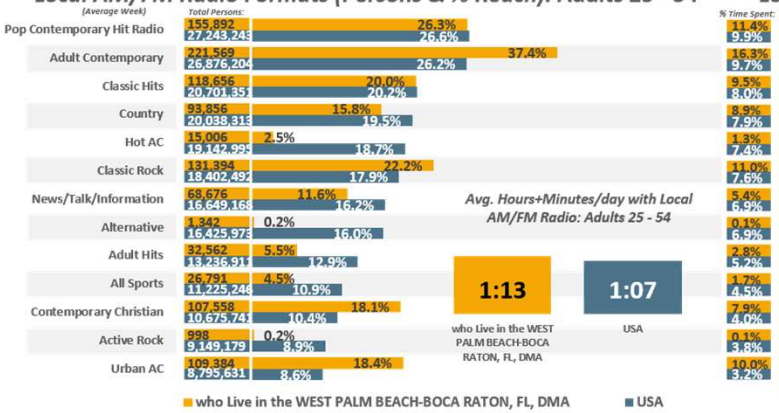
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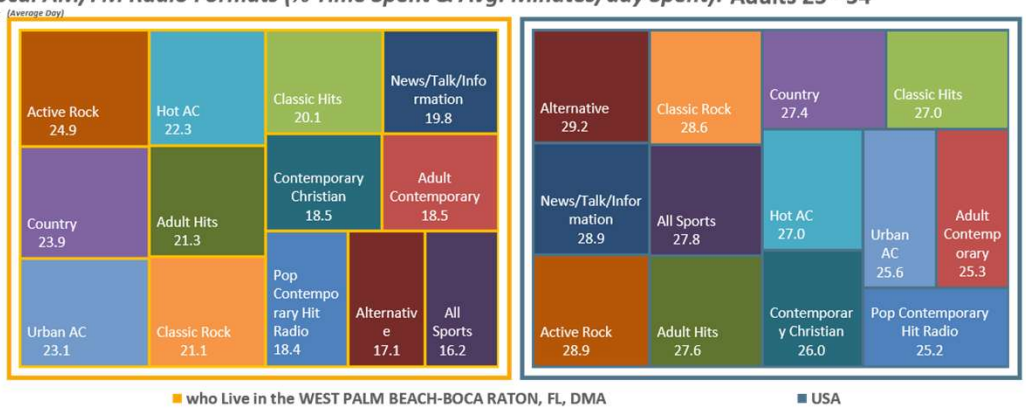
P25-54

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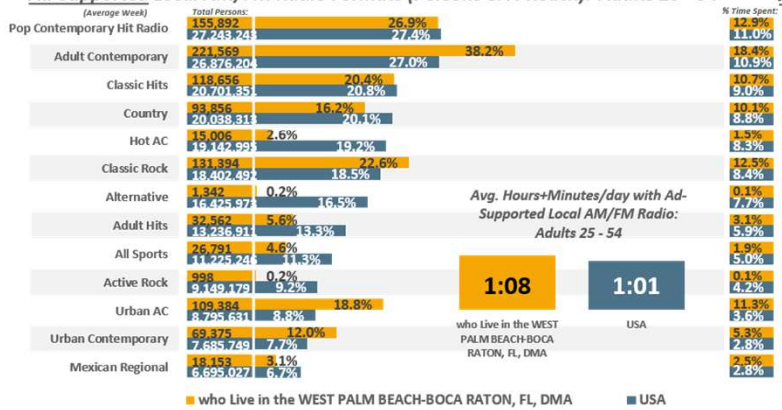
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



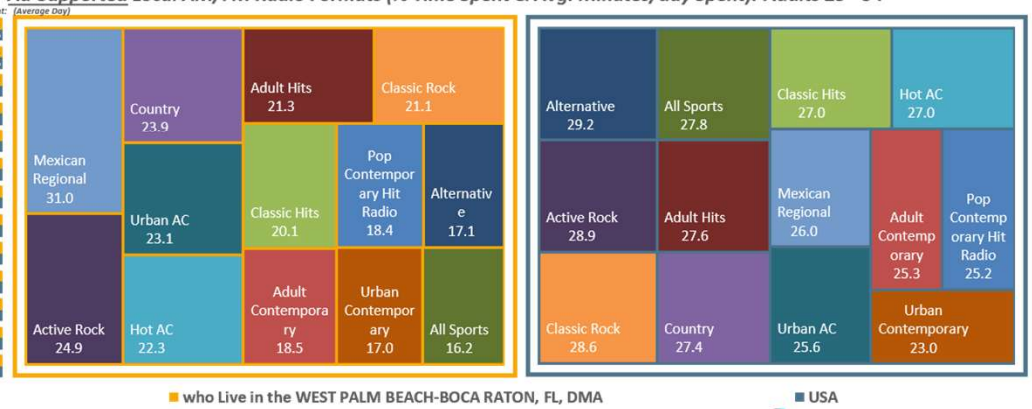
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

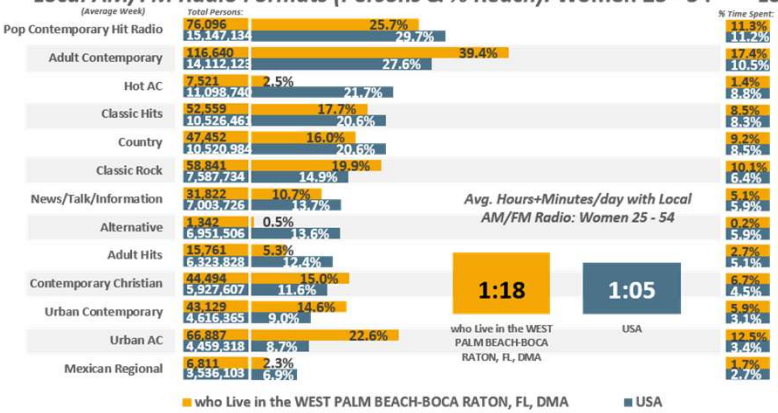
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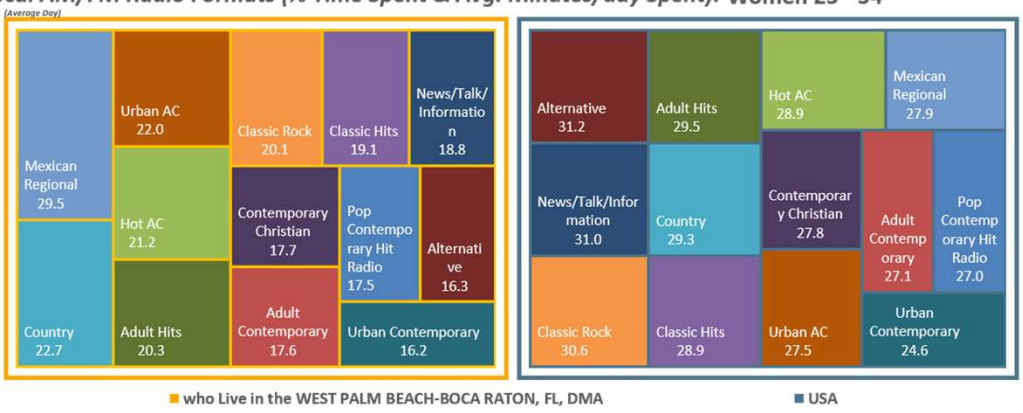


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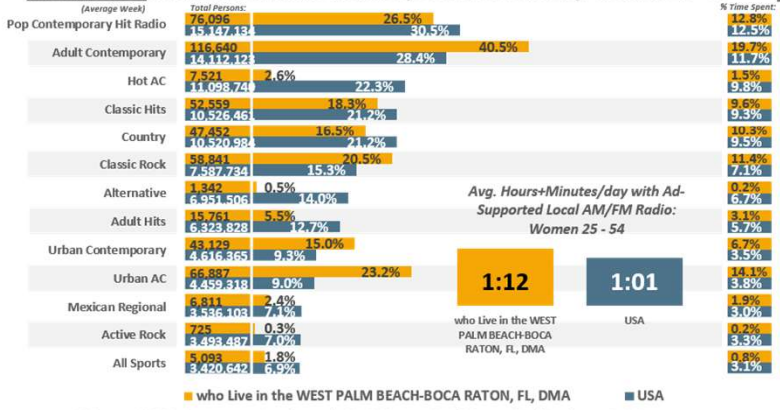
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



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



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



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



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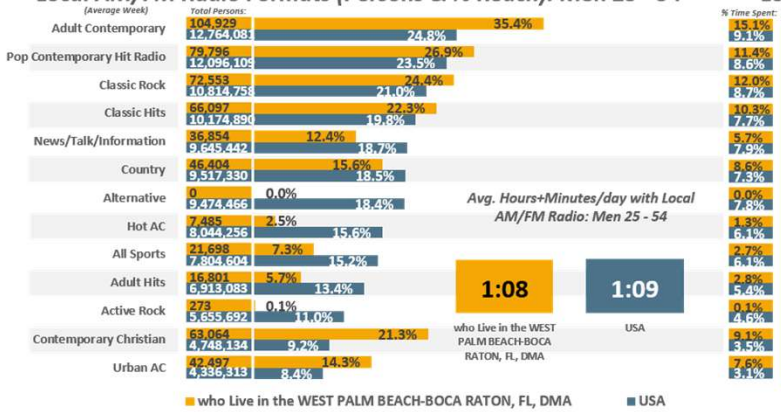
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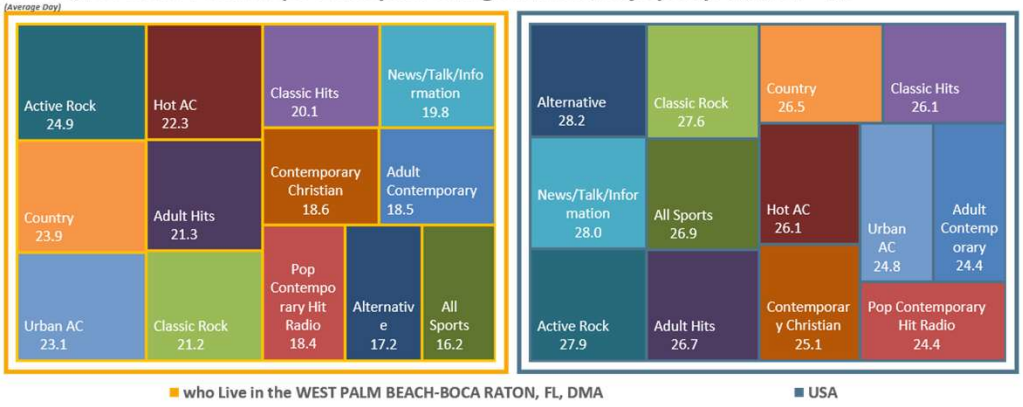


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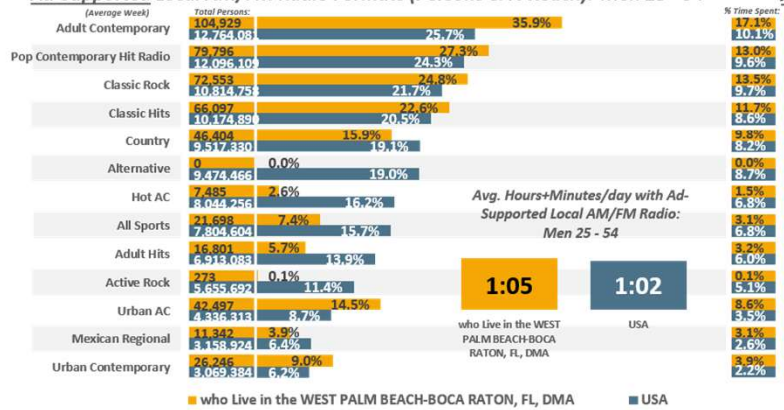
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



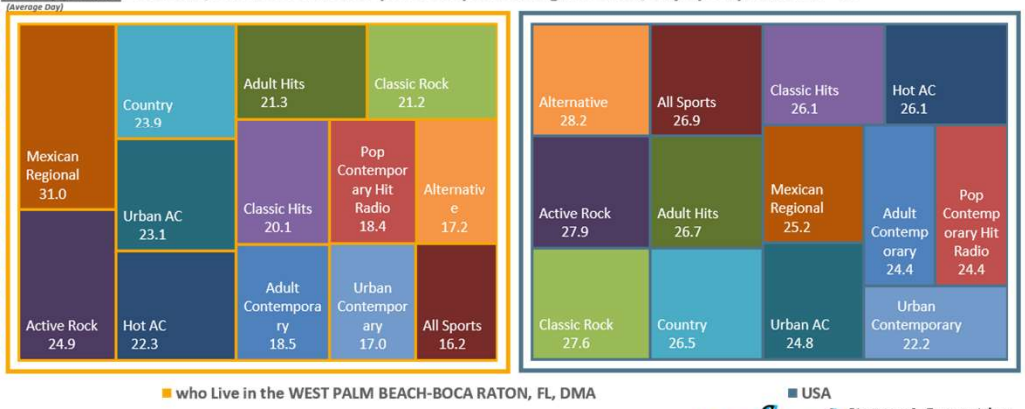
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

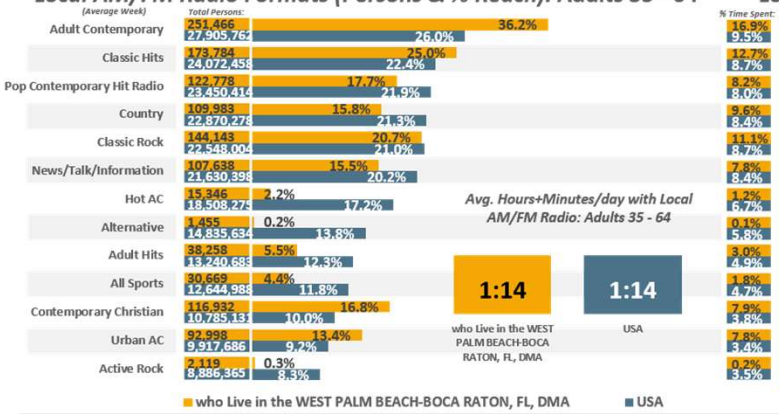
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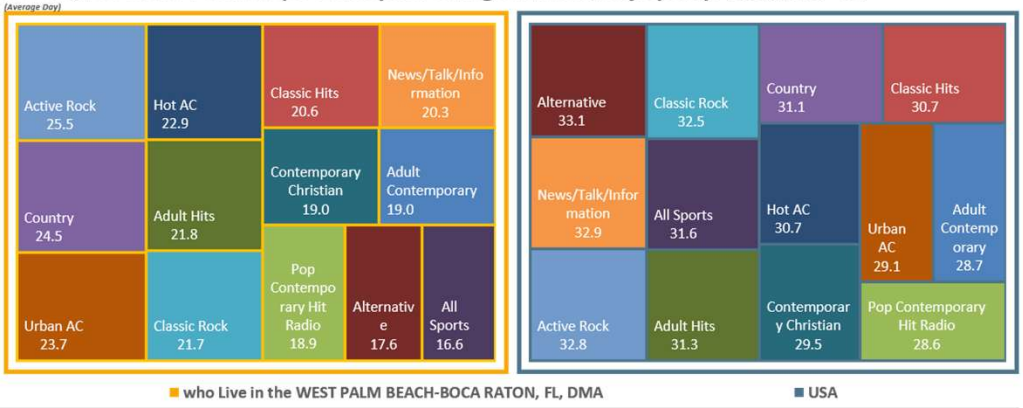


678,488 or 77.9% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

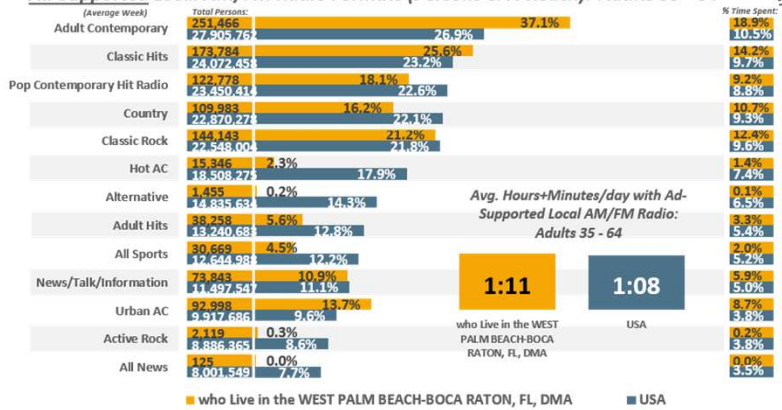
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



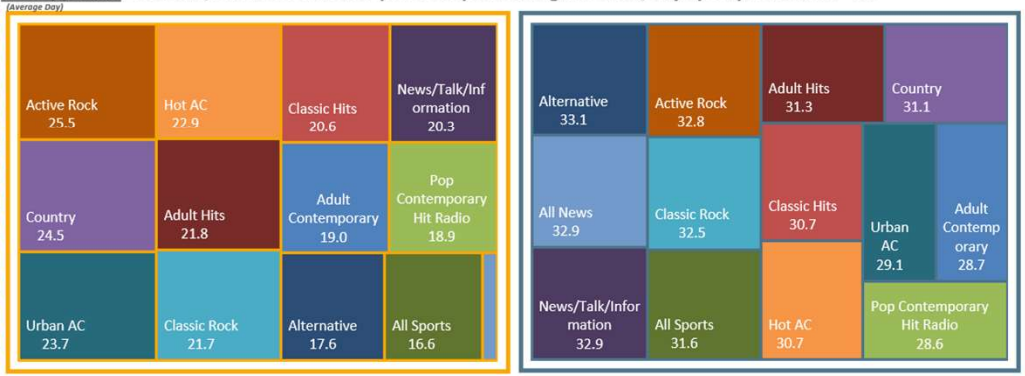
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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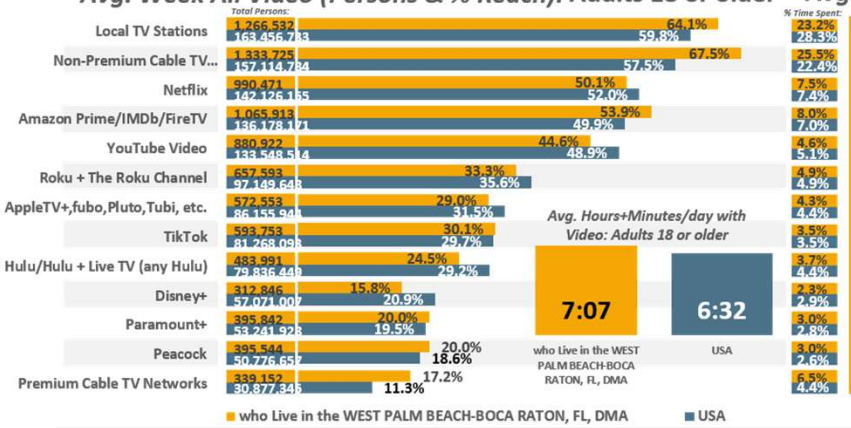
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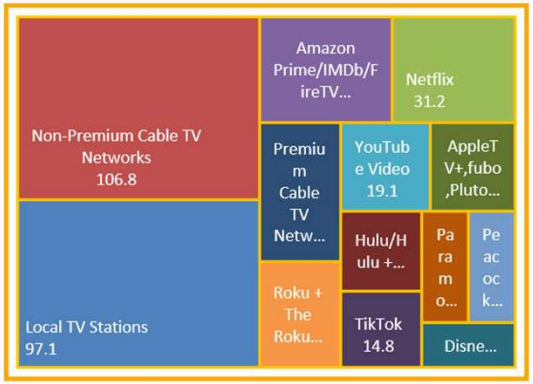
P18+

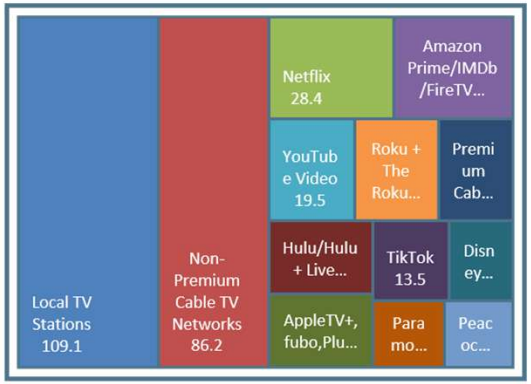
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Avg. Week All Video (Persons & % Reach): Adults 18 or older

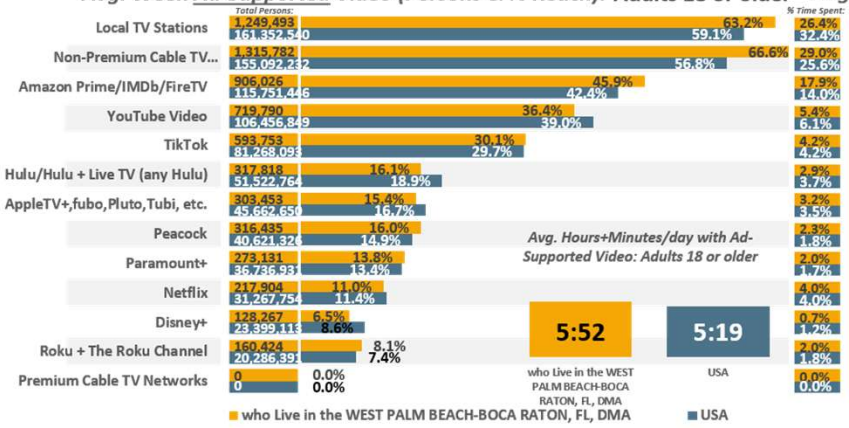


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

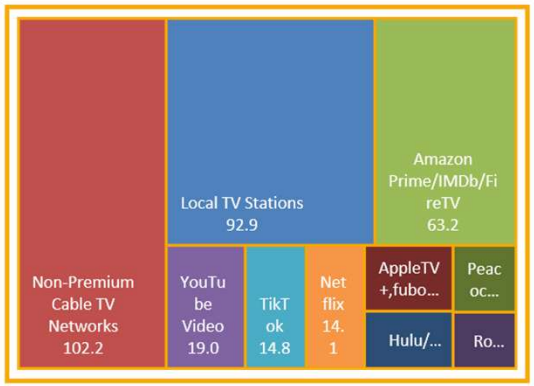


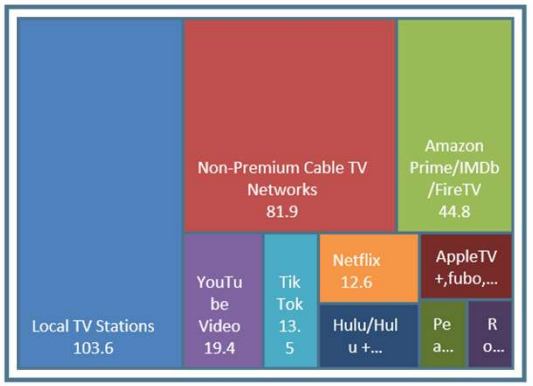


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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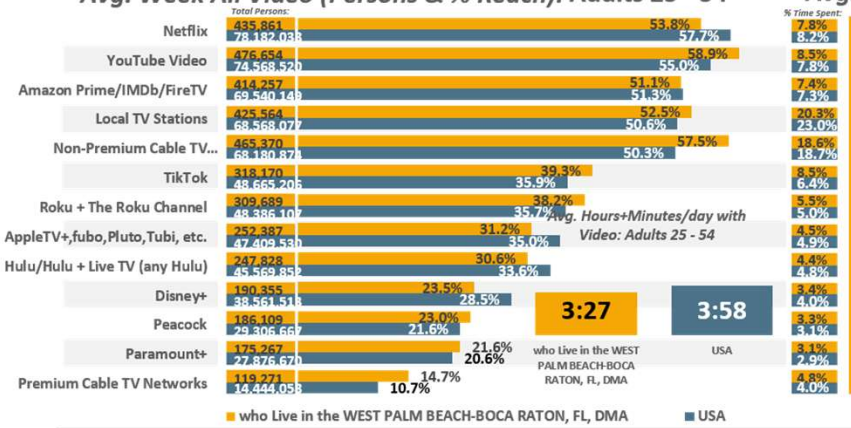
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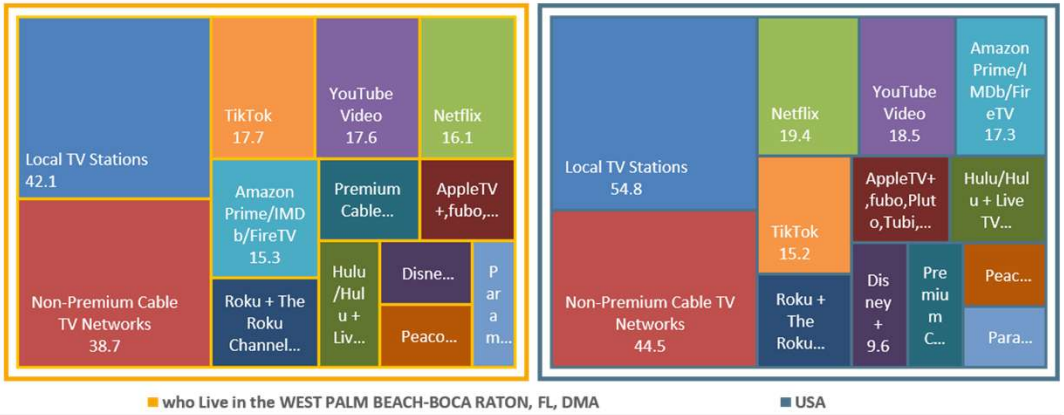
P25-54

419,039 or 51.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 40.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

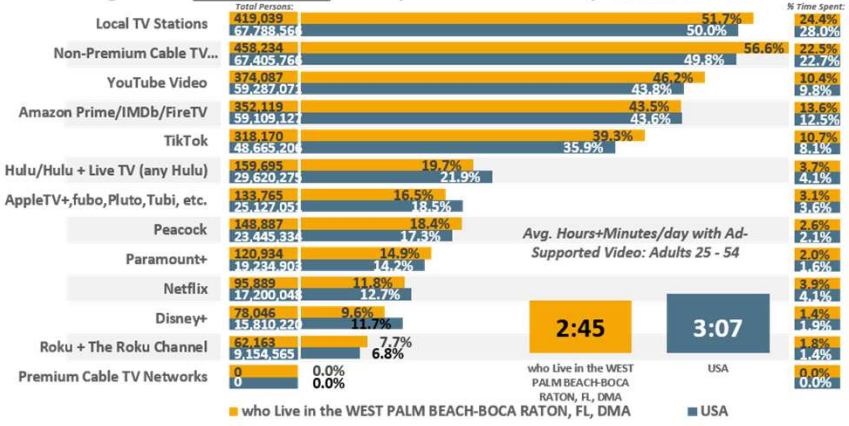
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



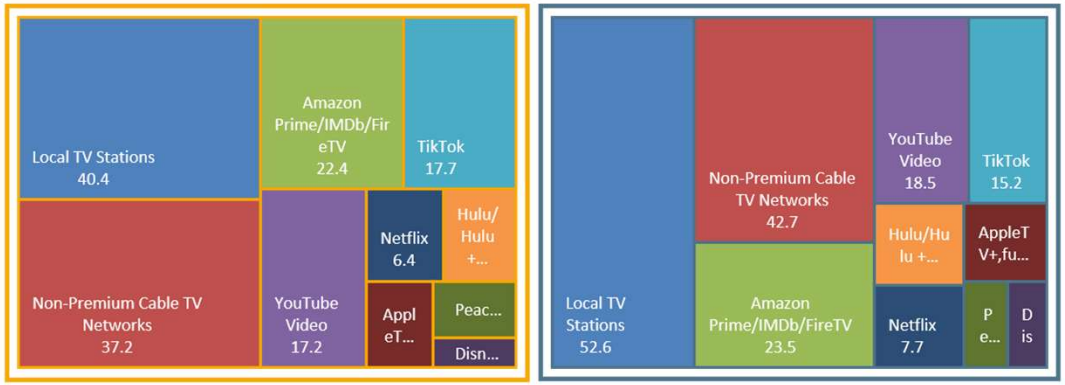
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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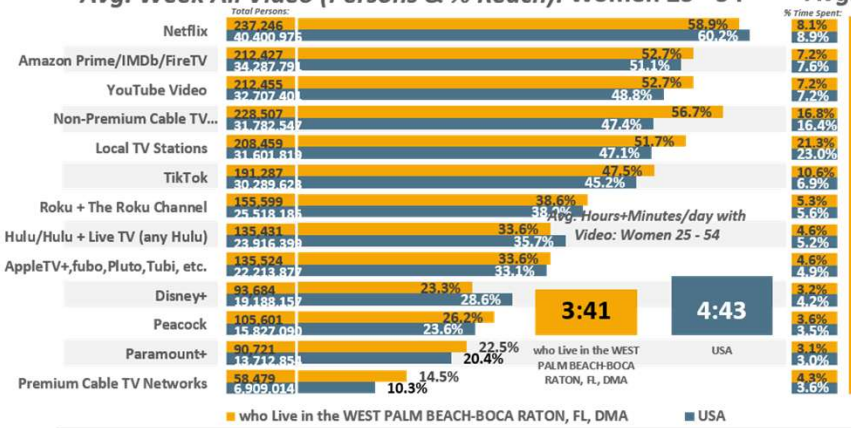
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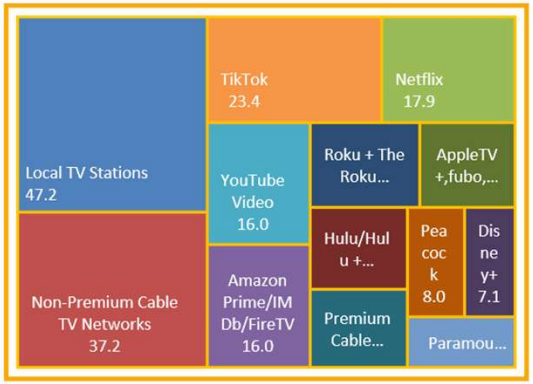


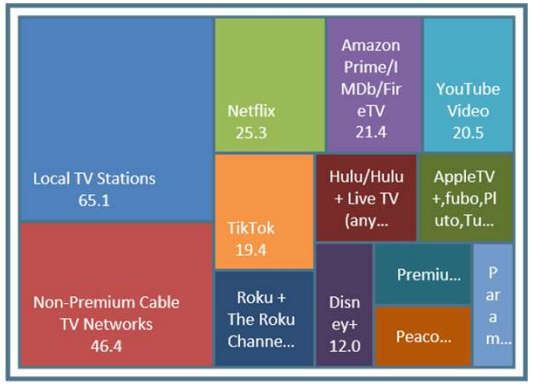
204,713 or 50.8% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 45.2 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

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



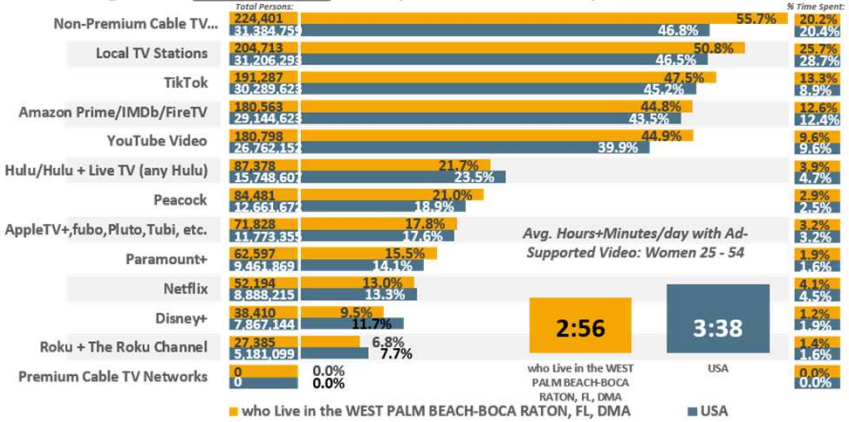
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



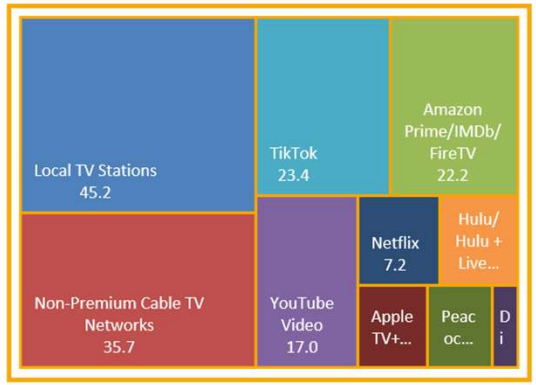


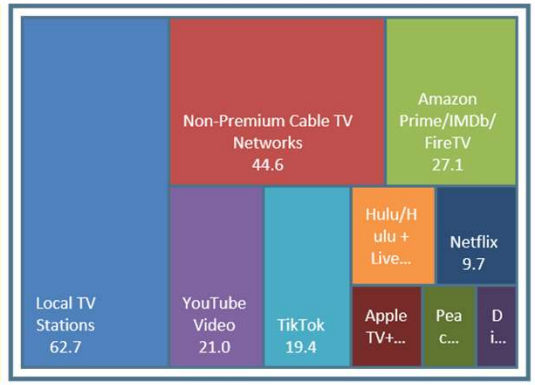
who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

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



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





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

USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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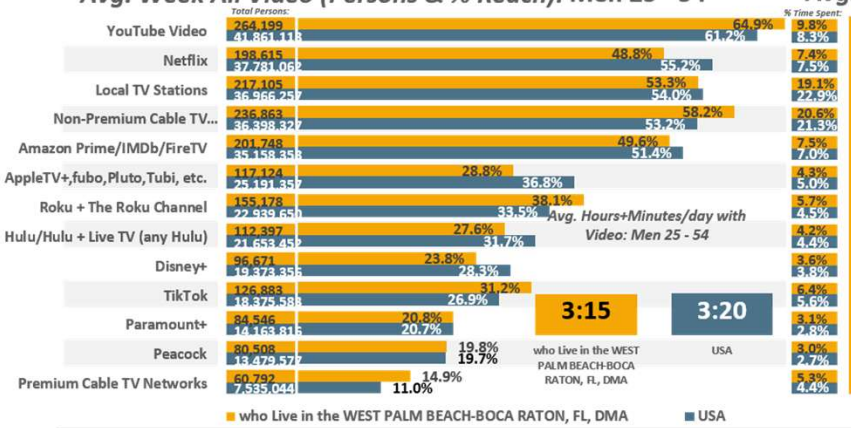
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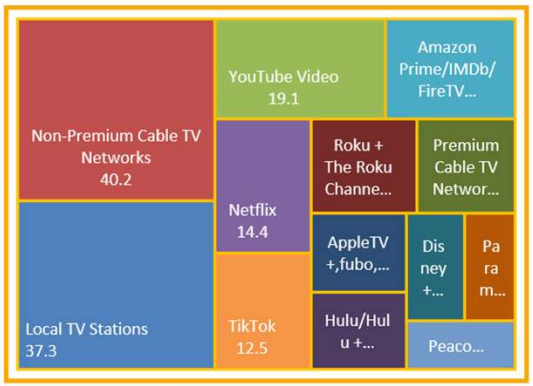
M25-54

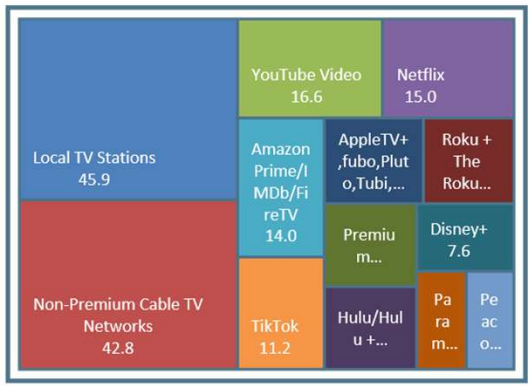
214,328 or 52.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 35.8 minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.

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

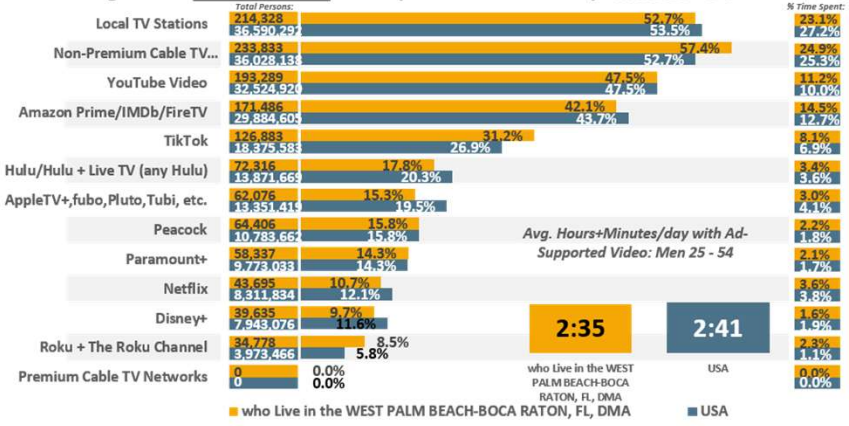


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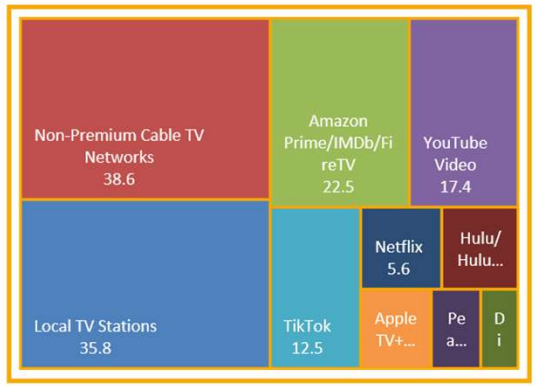


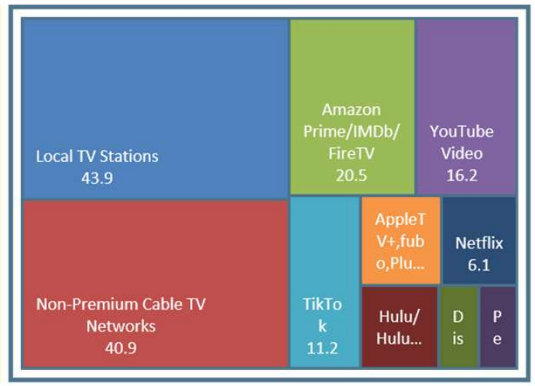


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USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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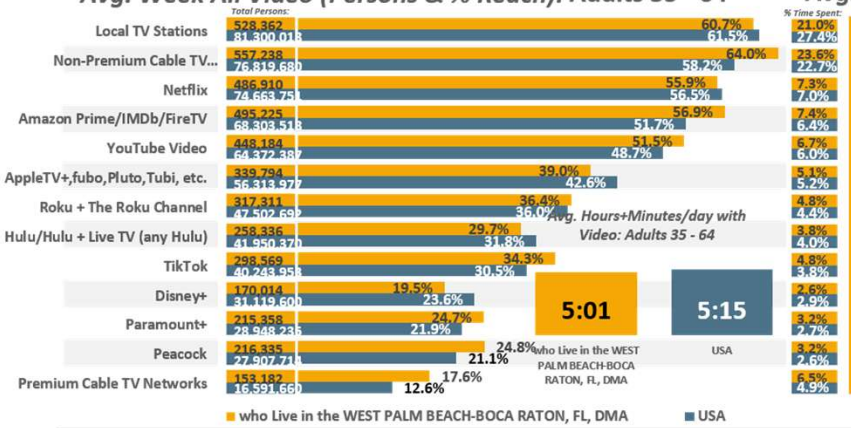
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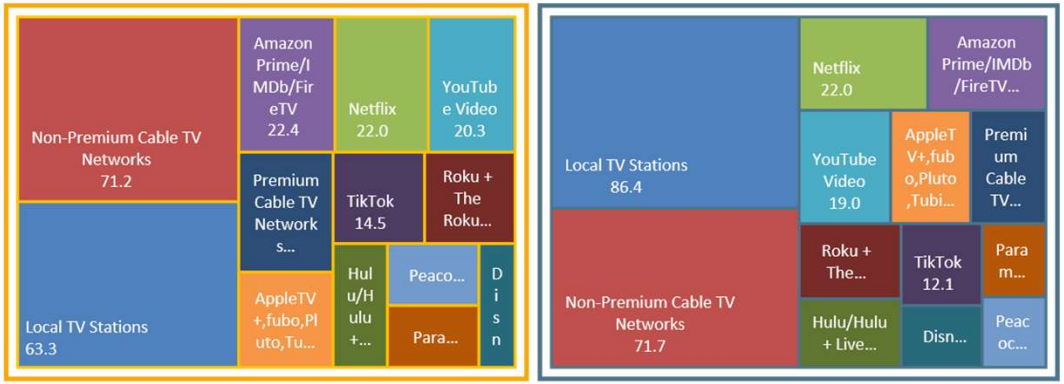
P35-64

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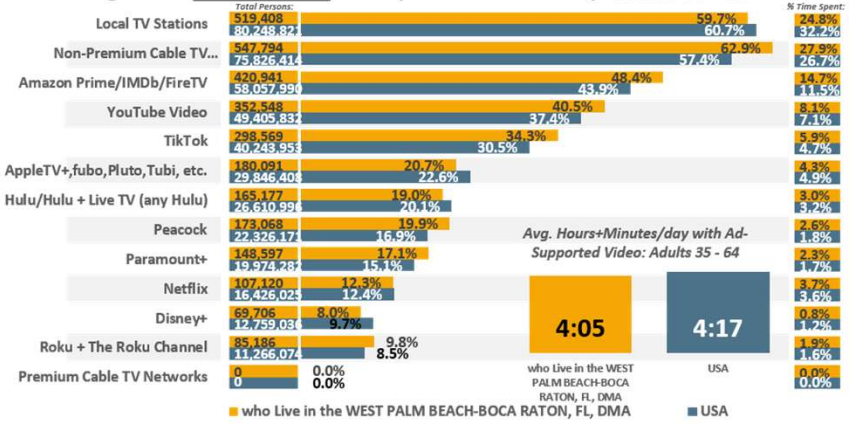
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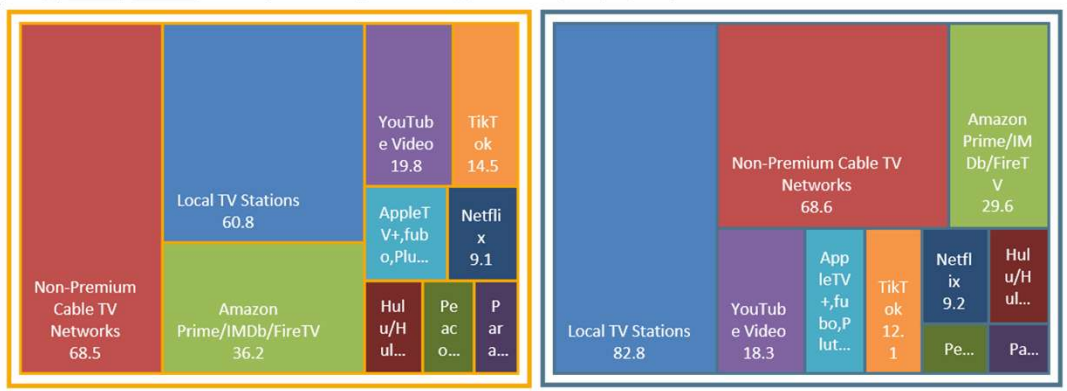
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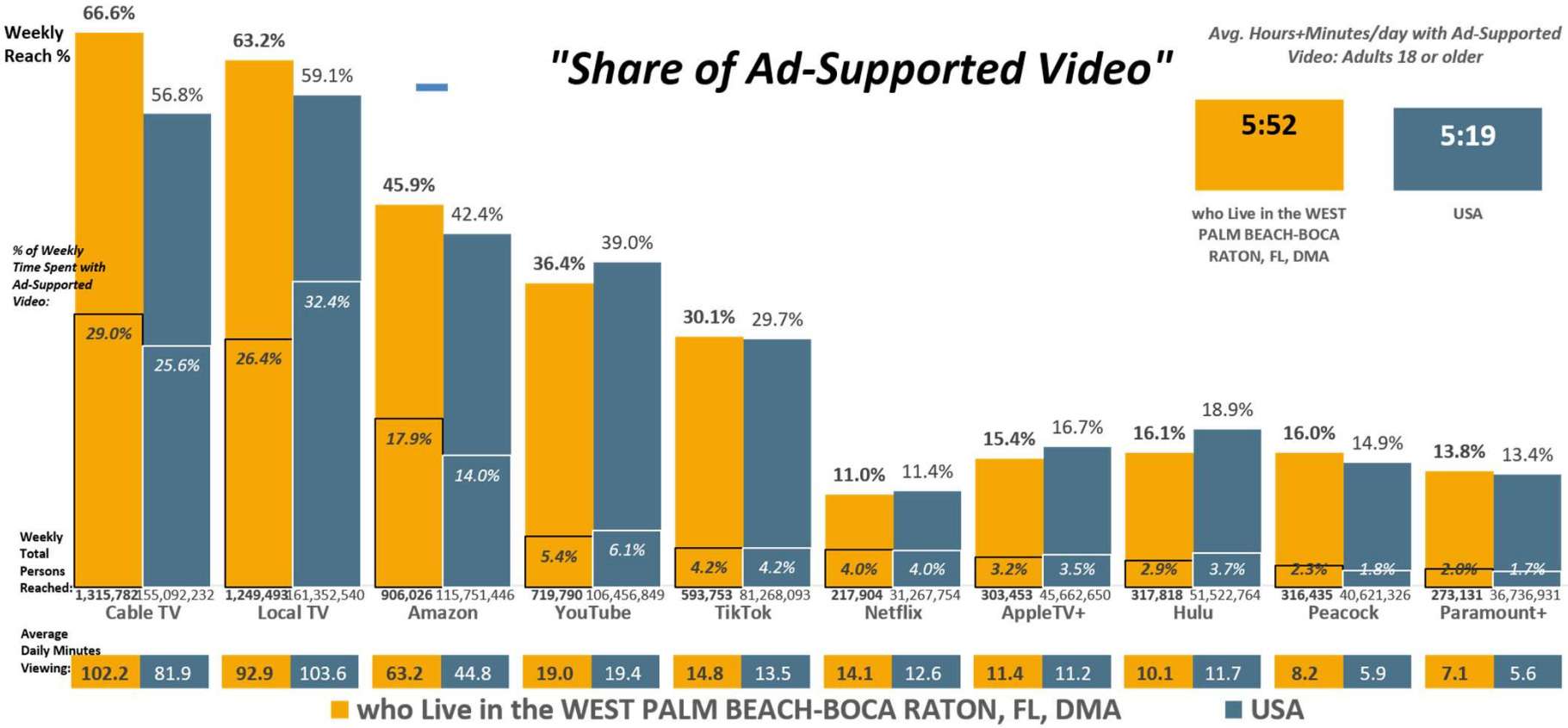
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P18+

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USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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P25-54

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"Share of Ad-Supported Video"

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

2:45 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

3:07 USA

	Local TV	Cable TV	Amazon	TikTok	YouTube	Netflix	Hulu	AppleTV+	Peacock	Paramount+
Weekly Reach %	51.7% / 50.0%	56.6% / 49.8%	43.5% / 43.6%	39.3% / 35.9%	46.2% / 43.8%	11.8% / 12.7%	19.7% / 21.9%	16.5% / 18.5%	18.4% / 17.3%	14.9% / 14.2%
% of Weekly Time Spent with Ad-Supported Video:	24.4% / 28.0%	22.5% / 22.7%	13.6% / 12.5%	10.7% / 8.1%	10.4% / 9.8%	3.9% / 4.1%	3.7% / 4.1%	3.1% / 3.6%	2.6% / 2.1%	2.0% / 1.6%
Weekly Total Persons Reached:	419,039 / 67,788,566	458,234 / 67,405,766	352,119 / 59,109,127	318,170 / 48,665,206	374,087 / 59,287,071	95,889 / 17,200,048	159,695 / 29,620,275	133,765 / 25,127,051	148,887 / 23,445,334	120,934 / 19,234,903
Average Daily Minutes Viewing:	40.4 / 52.6	37.2 / 42.7	22.4 / 23.5	17.7 / 15.2	17.2 / 18.5	6.4 / 7.7	6.1 / 7.7	5.2 / 6.8	4.3 / 3.9	3.3 / 3.1

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

USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

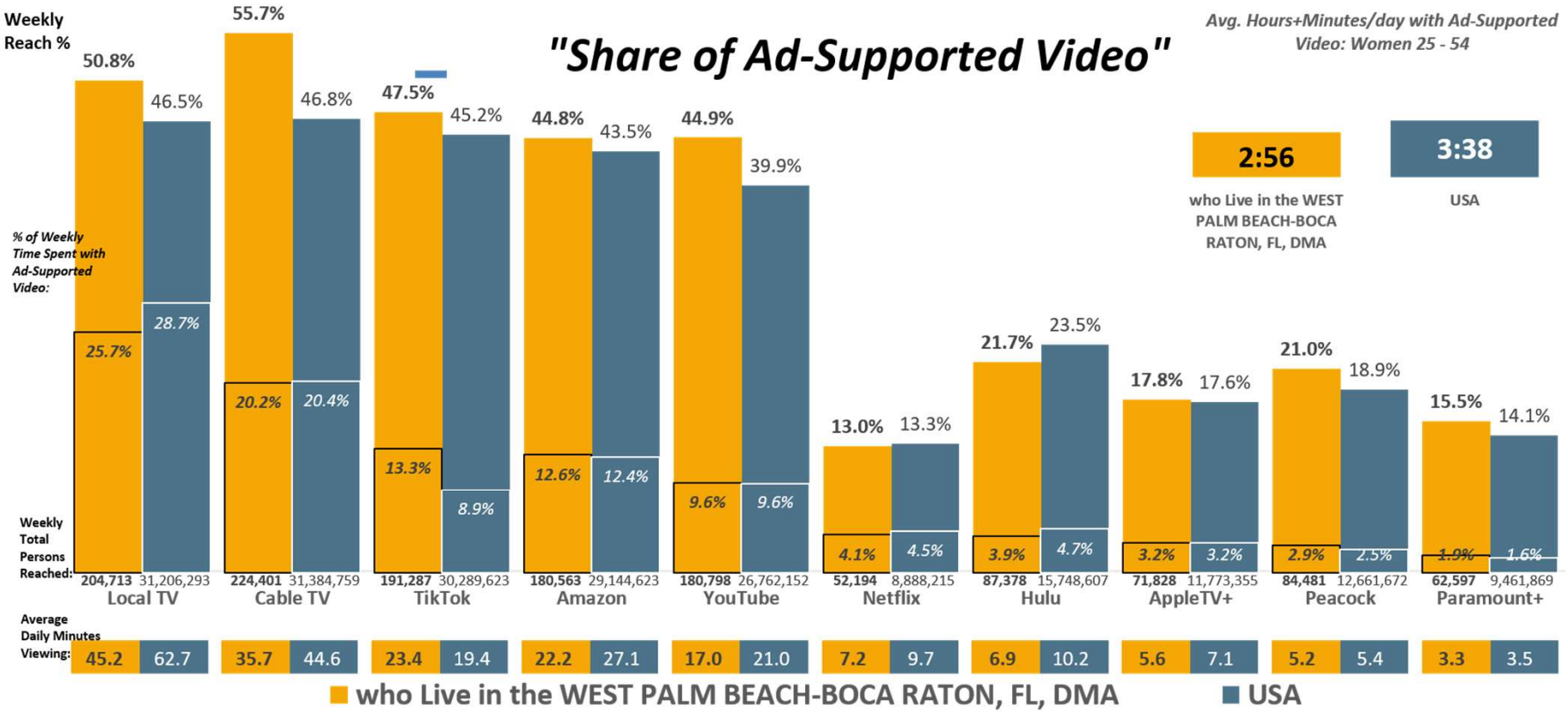
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W25-54

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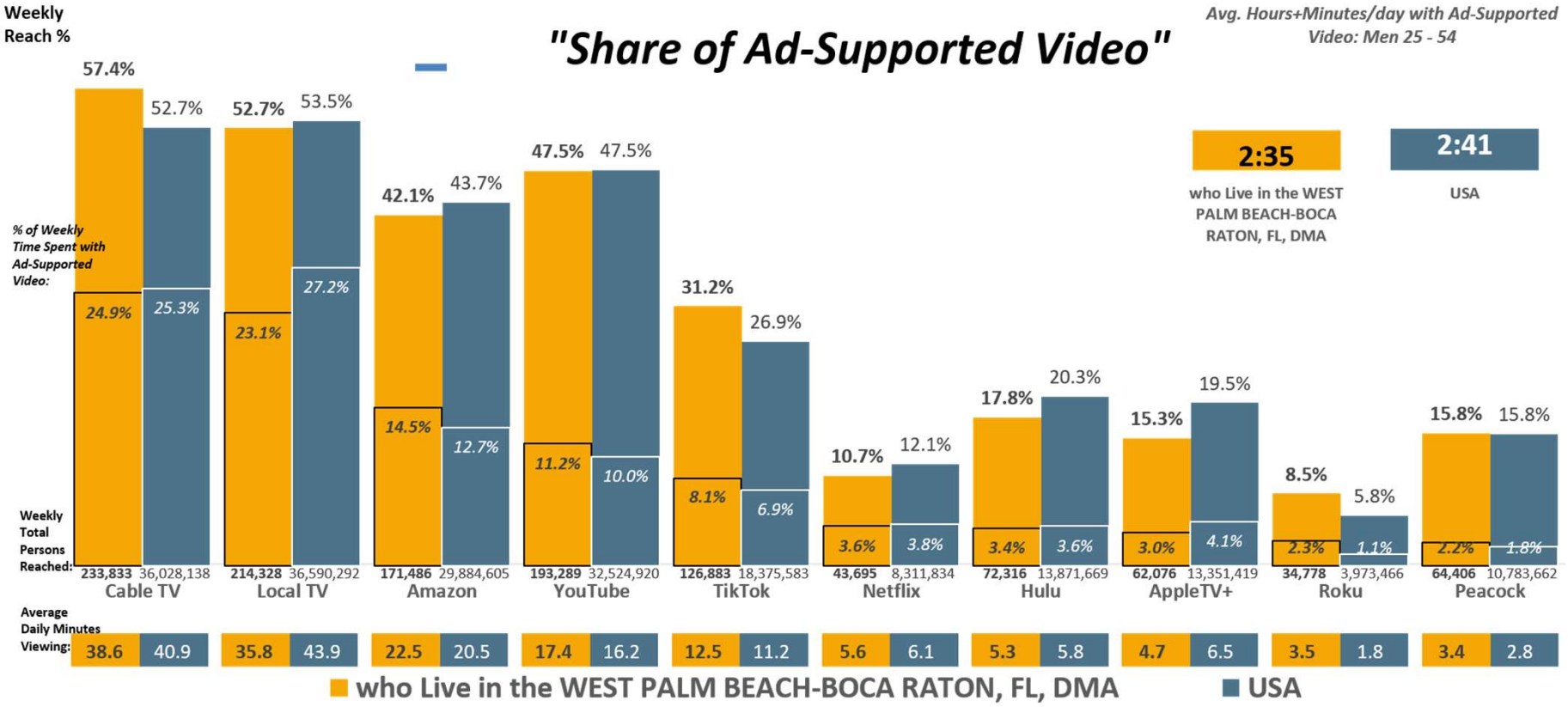
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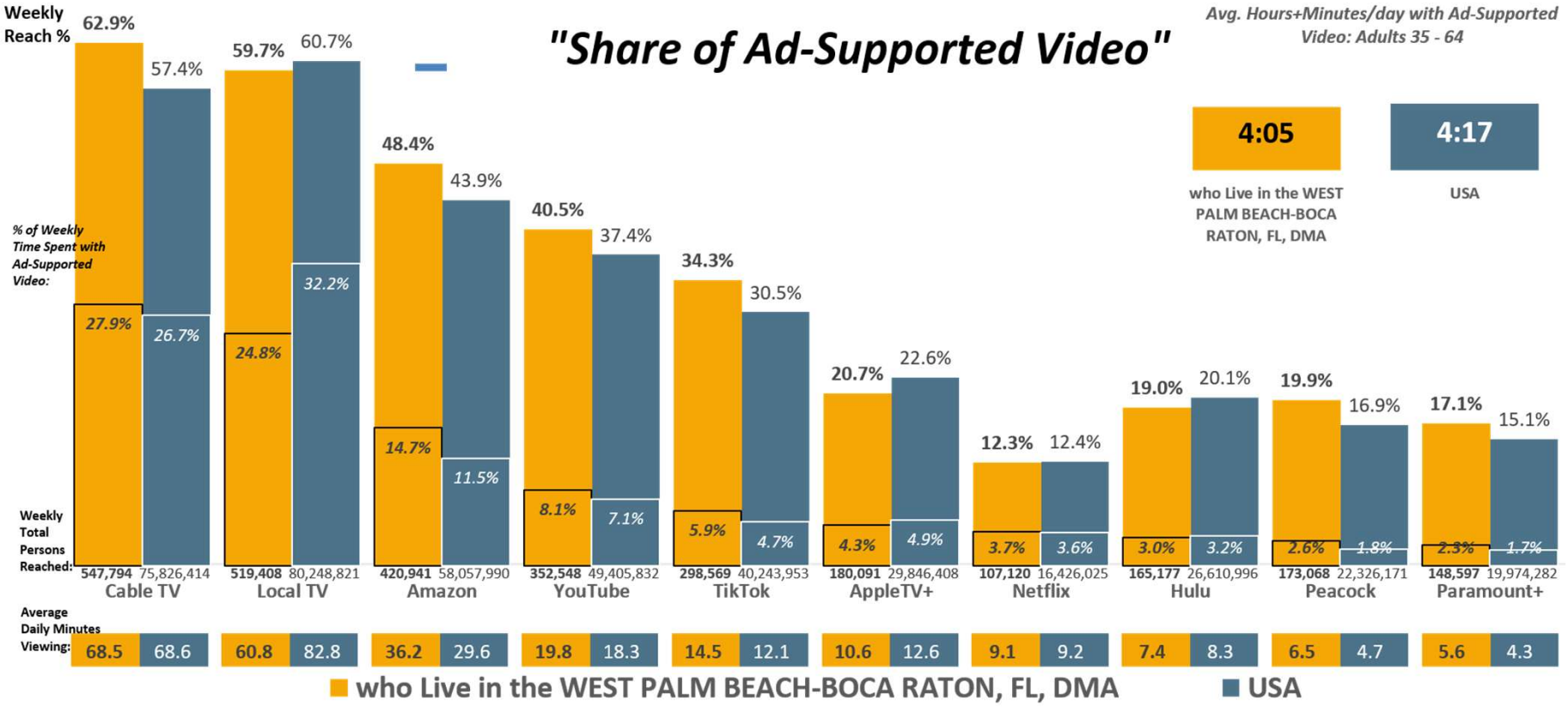
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P35-64

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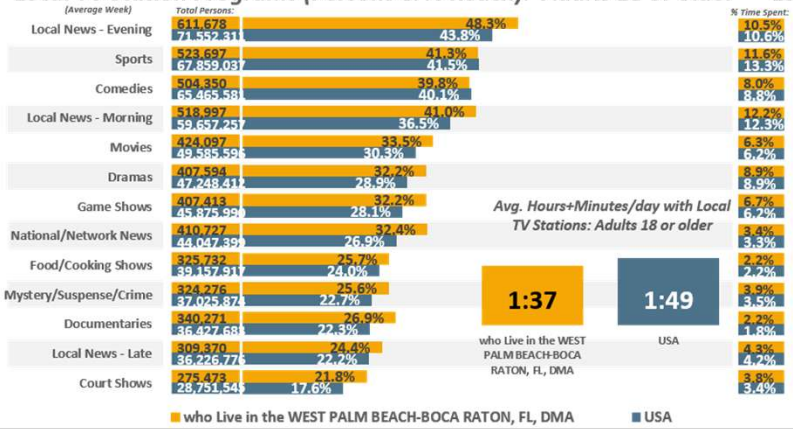
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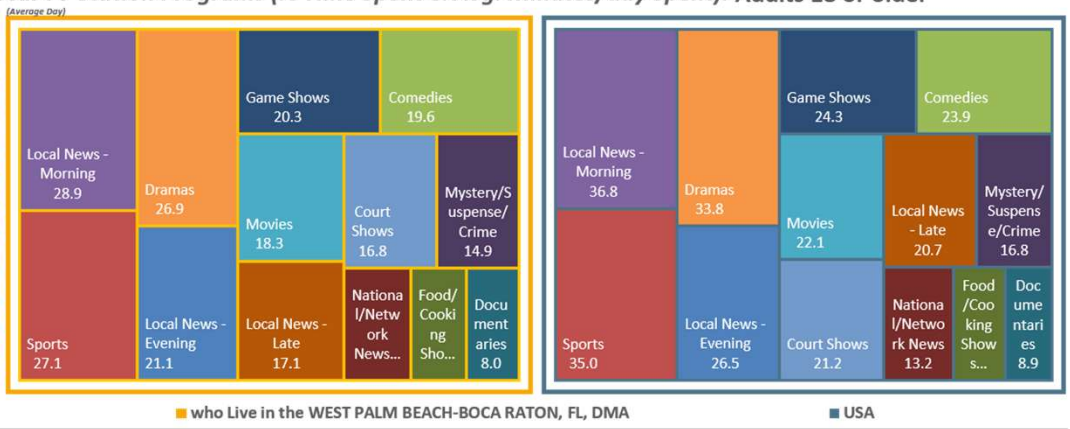


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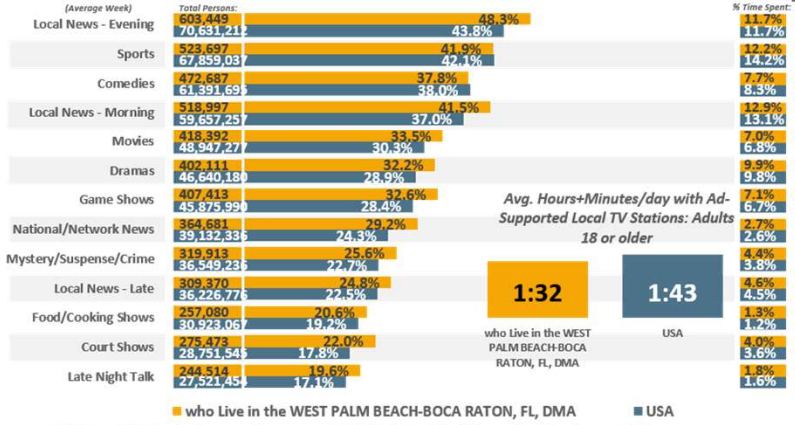
Local TV Station Programs (Persons & % Reach): Adults 18 or older



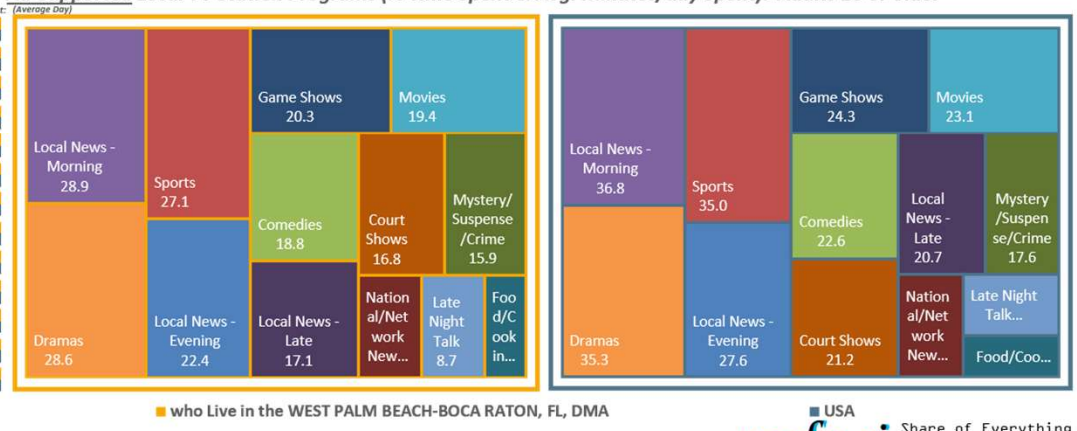
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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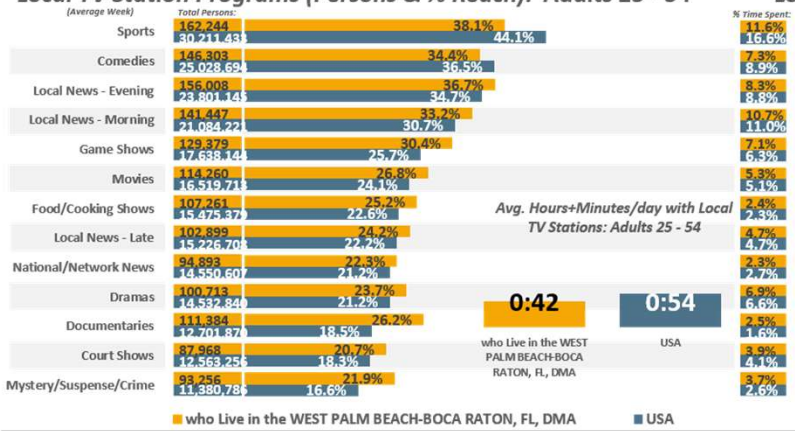
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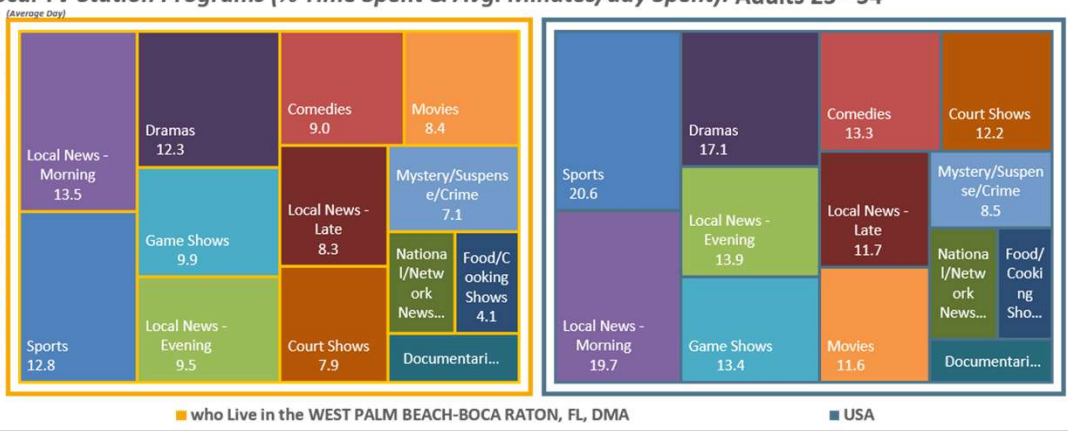
P25-54

419,039 or 51.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

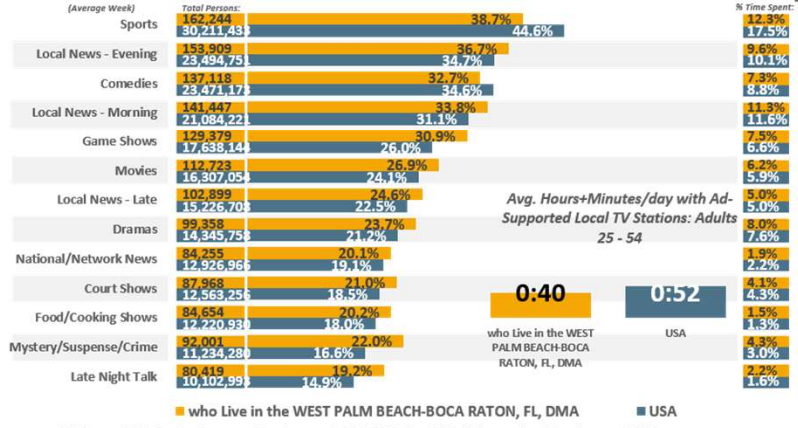
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



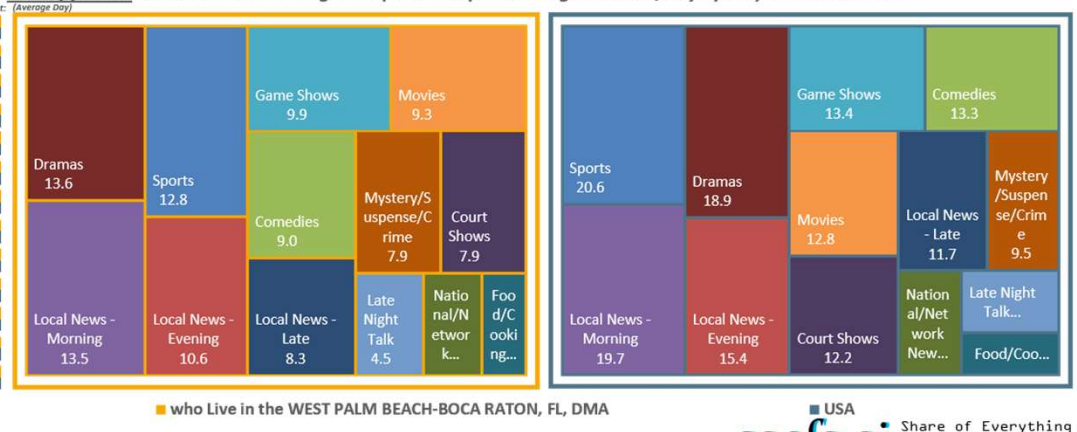
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

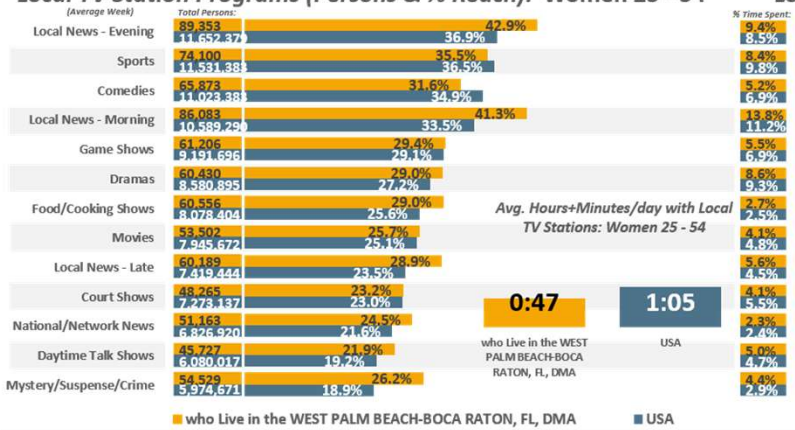
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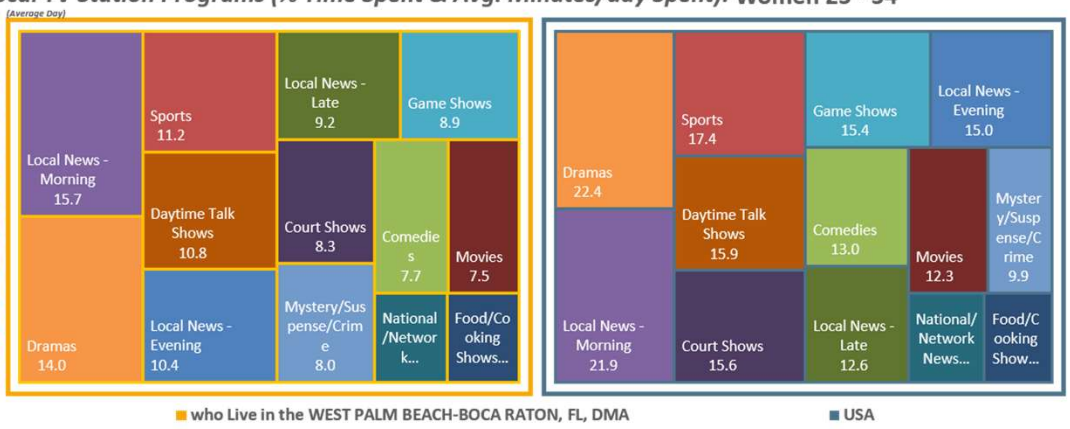


204,713 or 50.8% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Local News - Late.

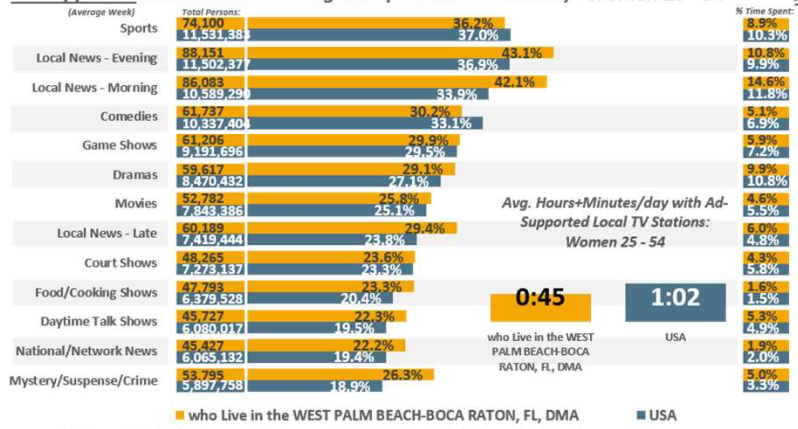
Local TV Station Programs (Persons & % Reach): Women 25 - 54



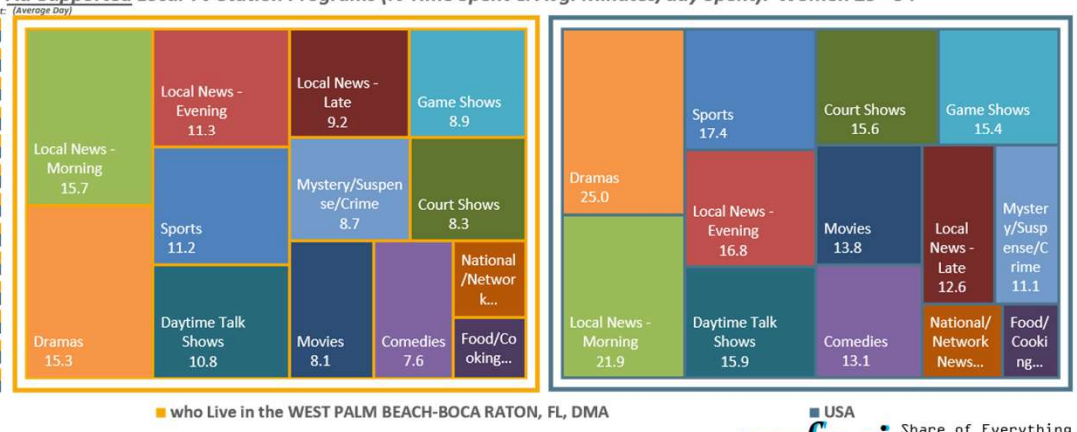
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

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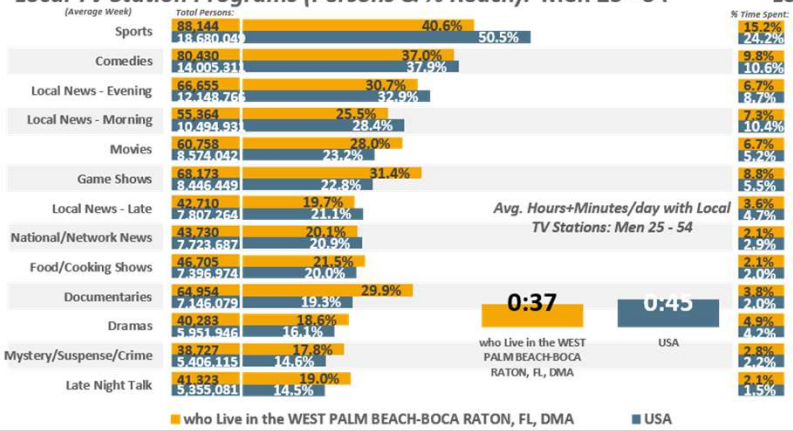
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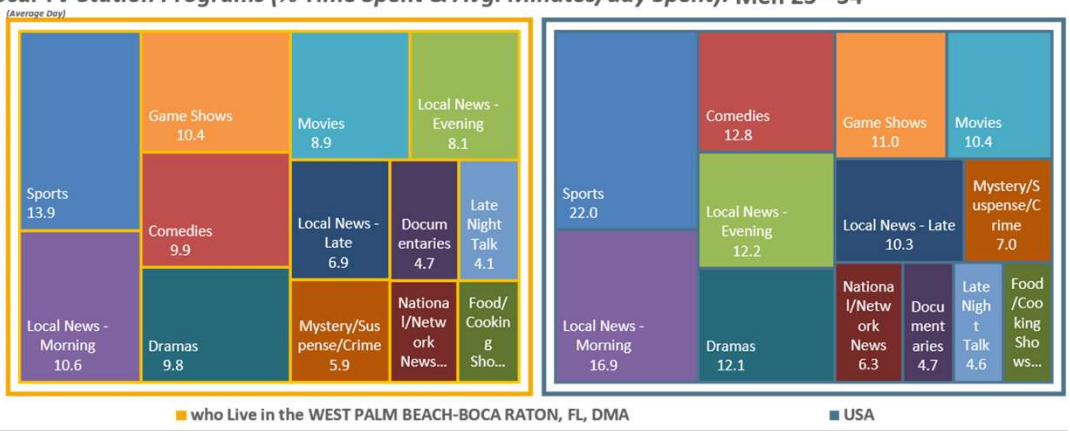
M25-54

214,328 or 52.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Local News - Evening, Movies, and Local News - Morning.

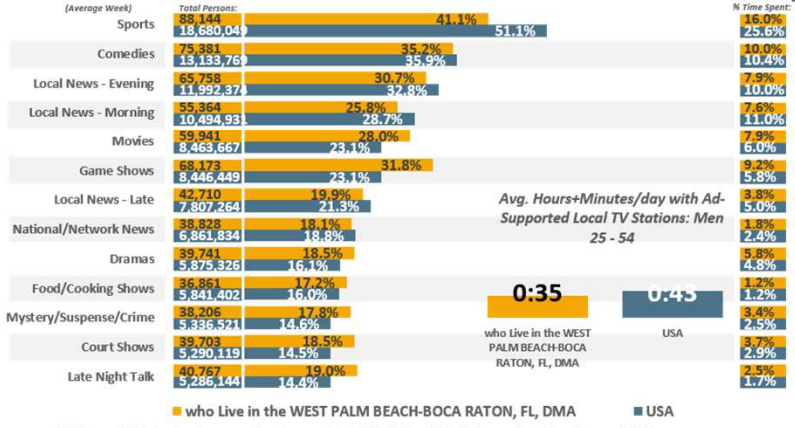
Local TV Station Programs (Persons & % Reach): Men 25 - 54



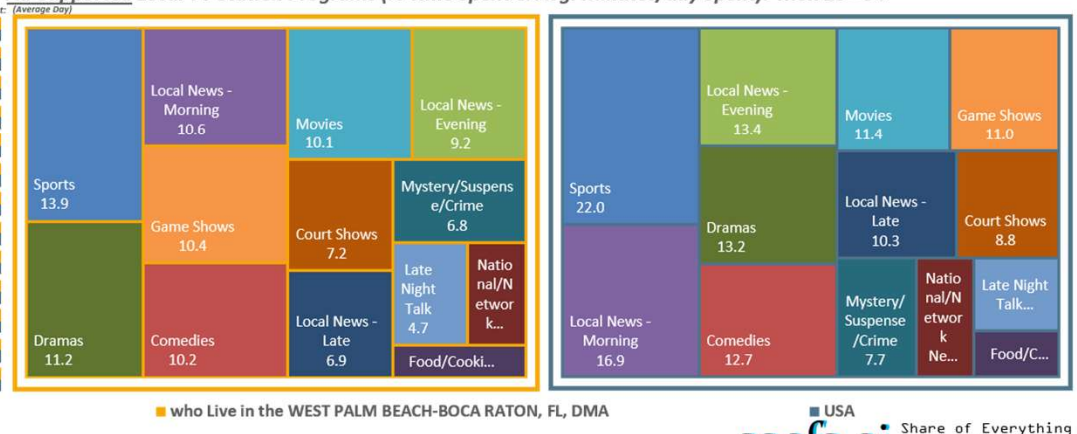
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

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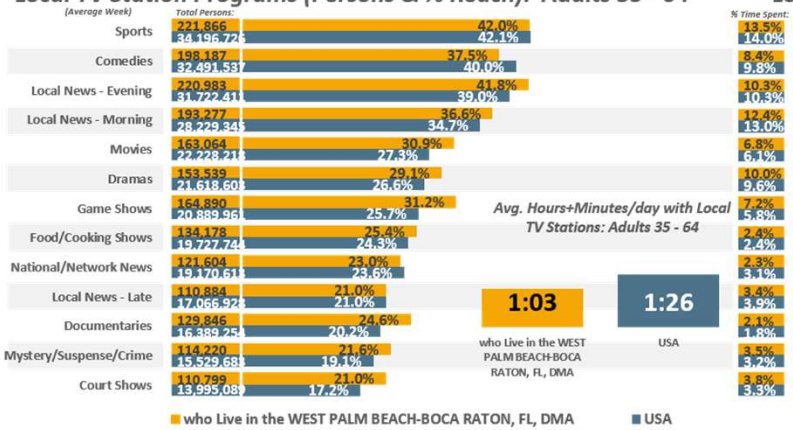
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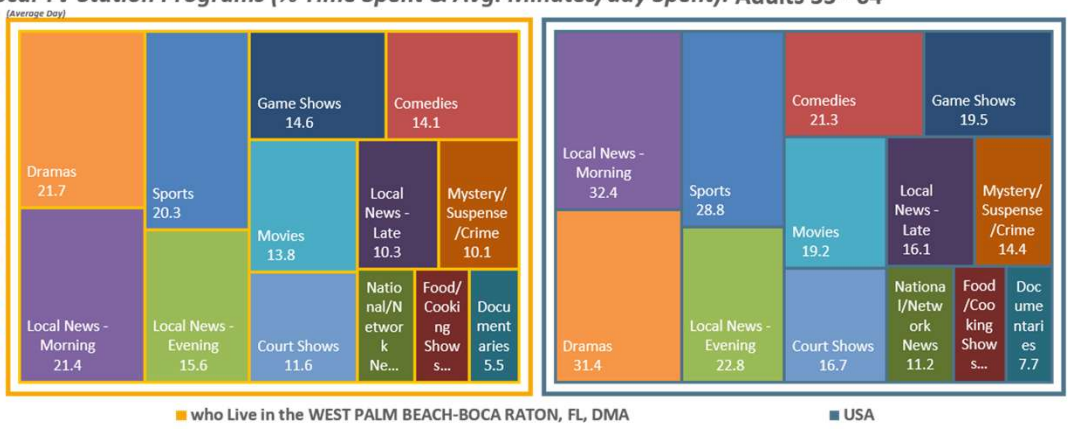
P35-64

519,408 or 59.7% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

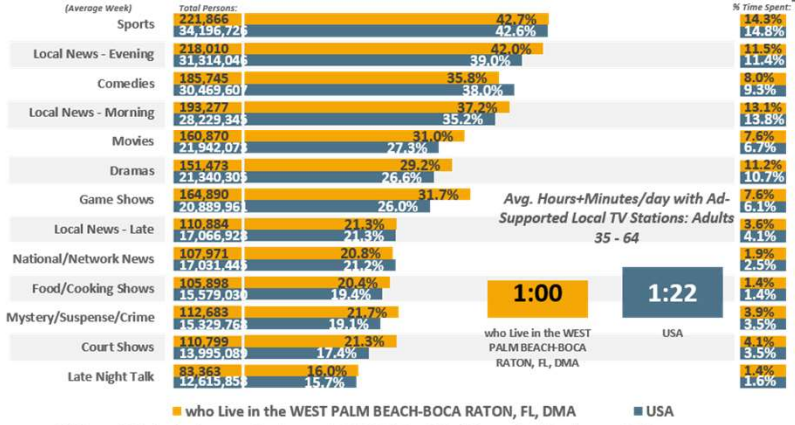
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



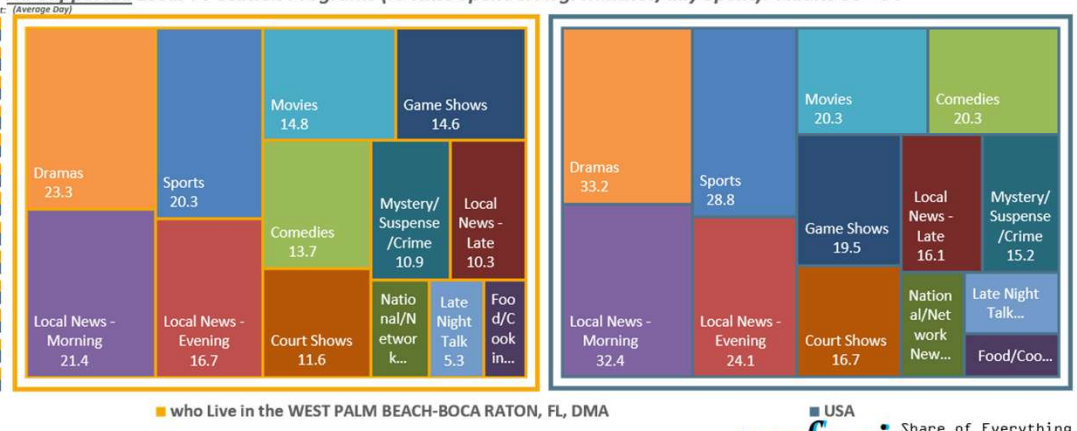
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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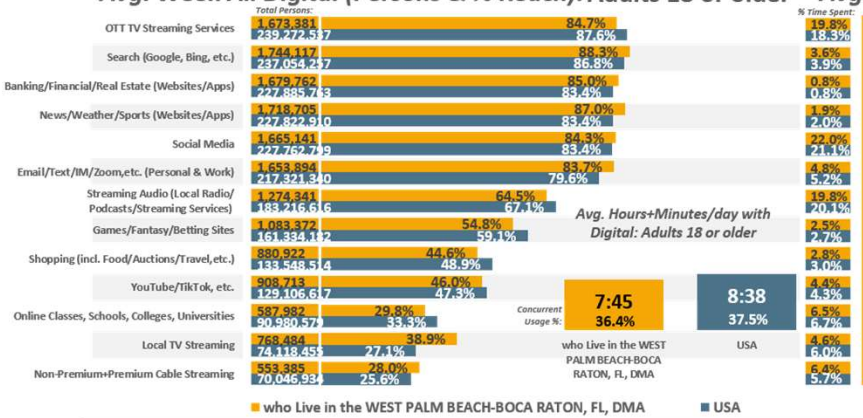
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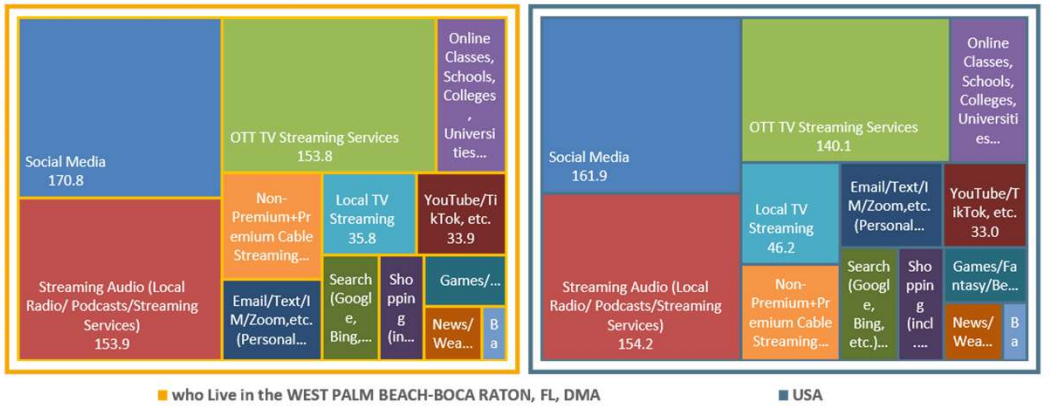
P18+

1,482,705 or 75.% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 152.1 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

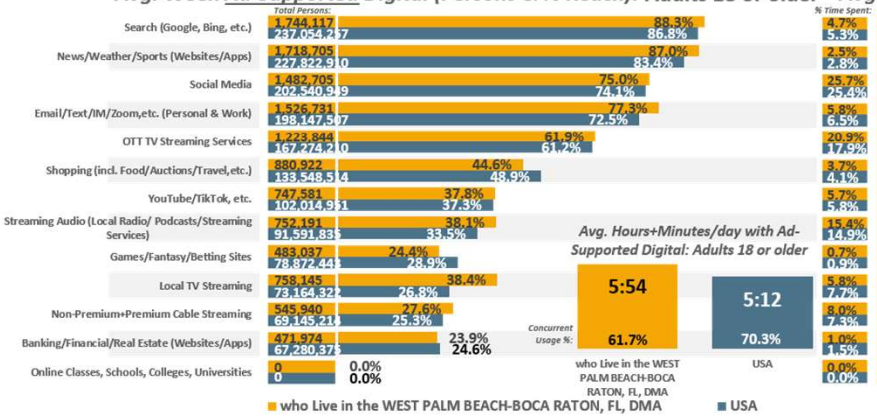
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



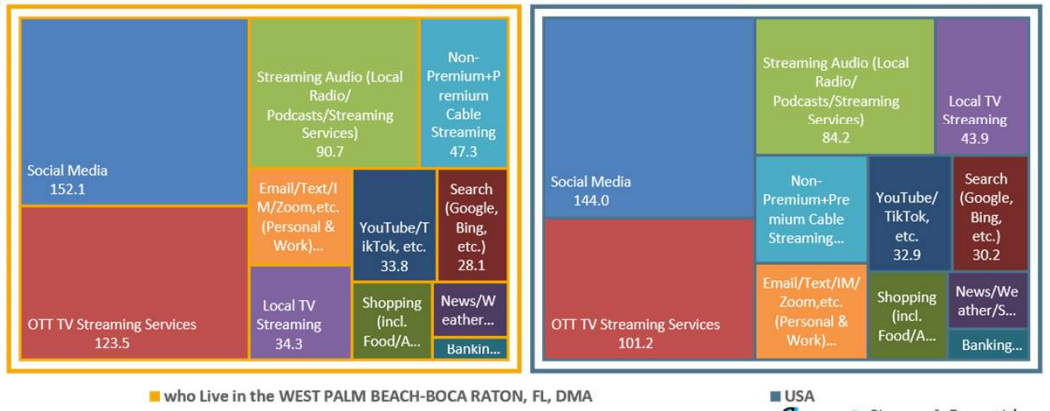
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

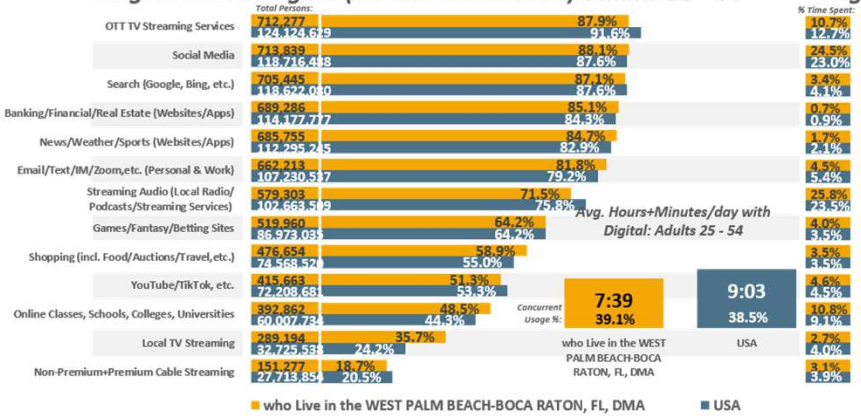
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651,942 or 80.5% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 172.7 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

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

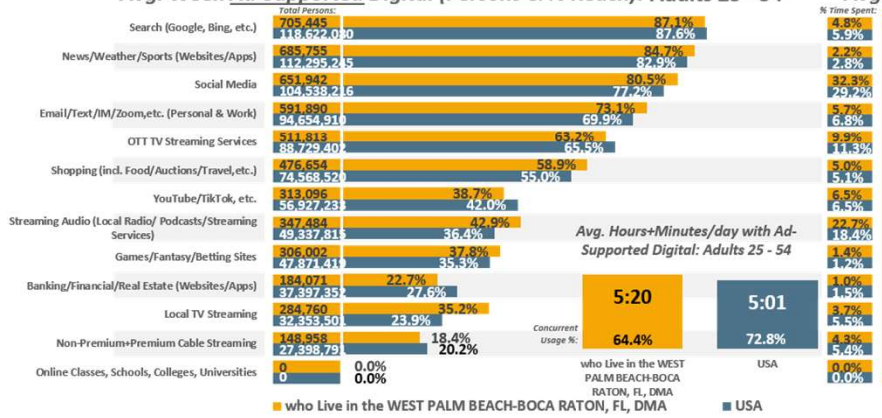


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

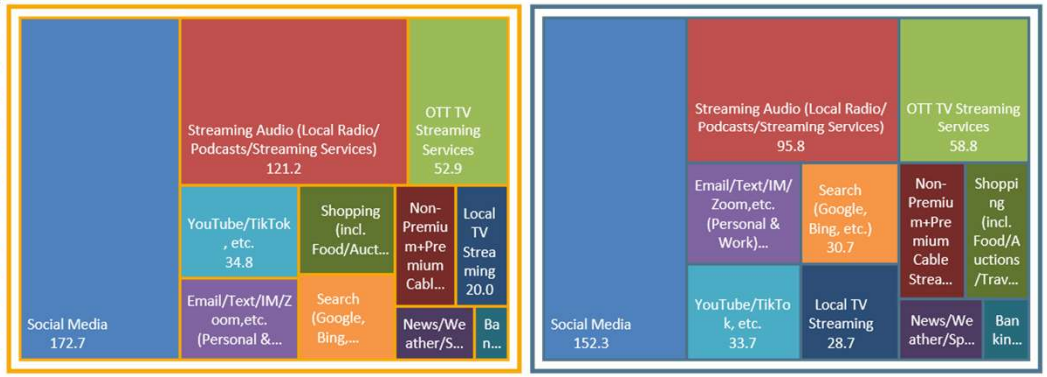


who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

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



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



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

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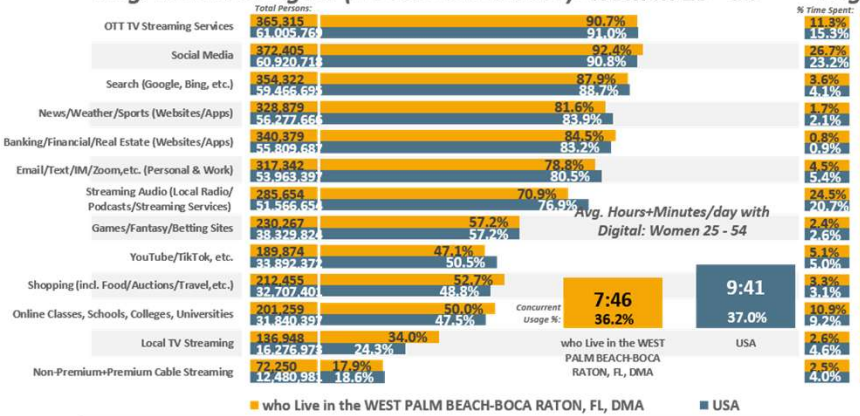
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358,241 or 88.9% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 191.2 minutes every day representing 34.5% of all time spent daily with Ad-Supported Digital Media.

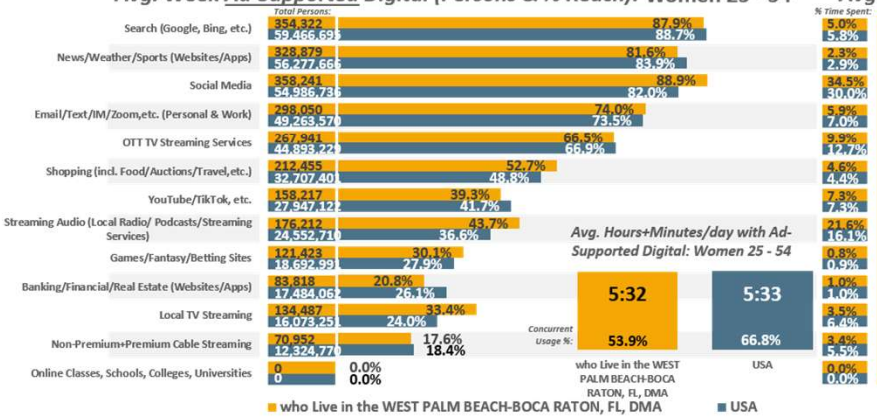
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



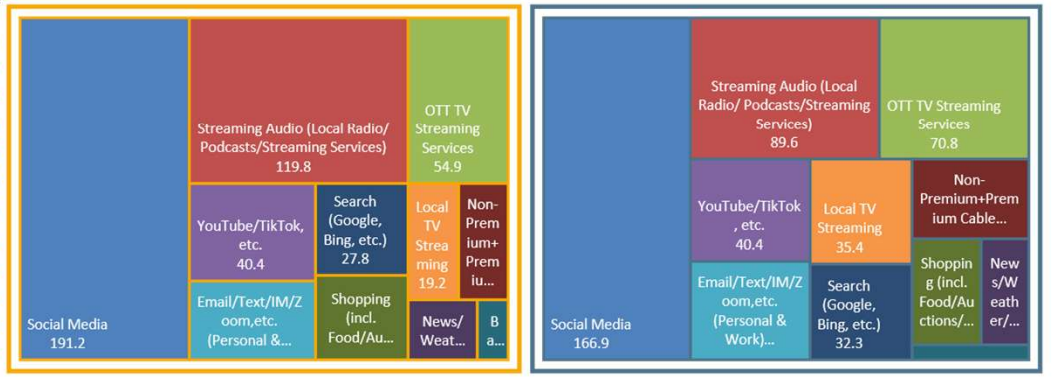
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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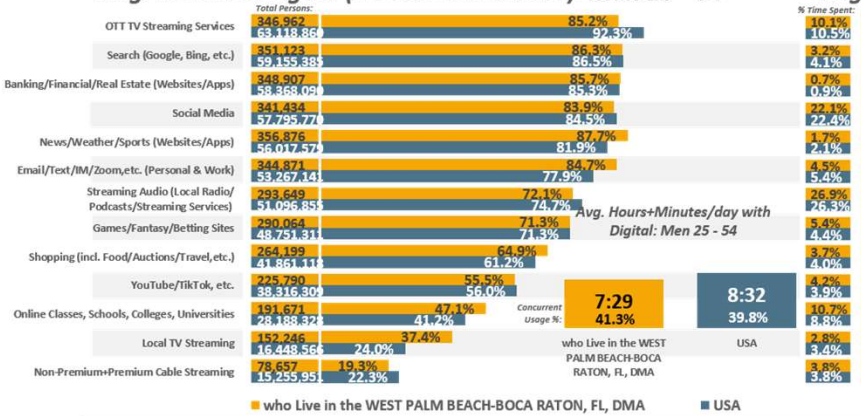
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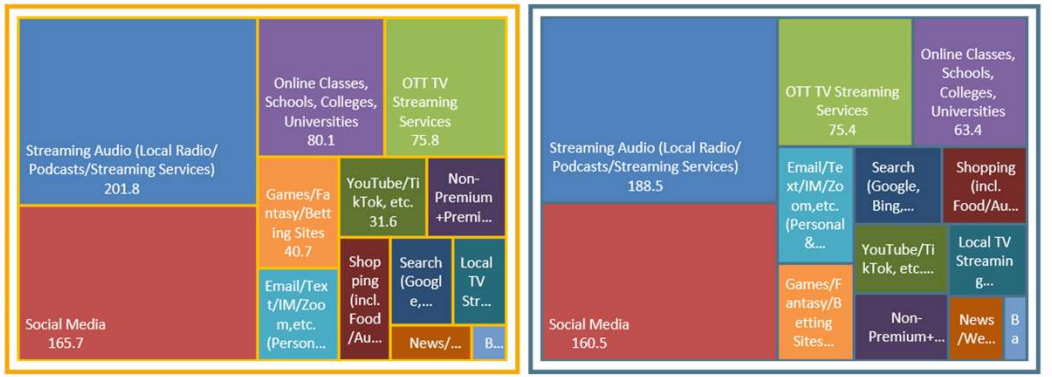


293,701 or 72.2% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 152.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

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

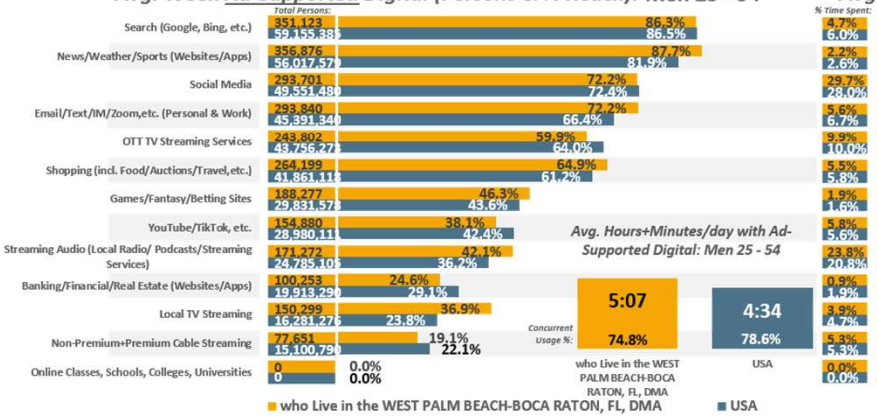


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

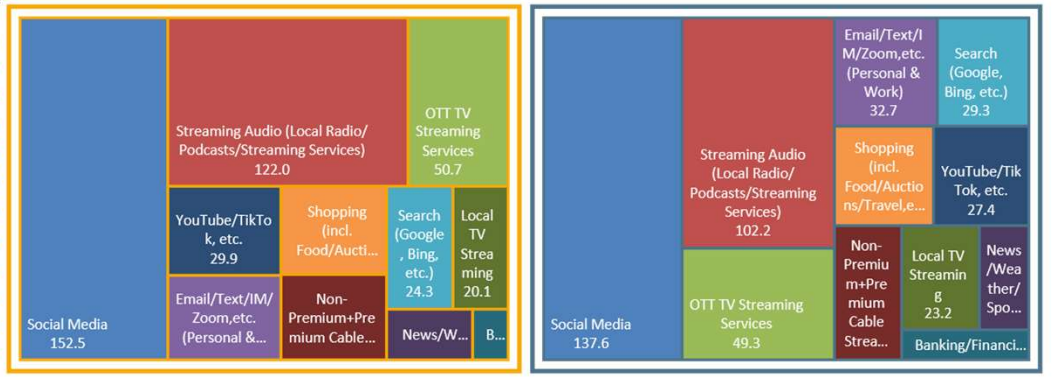


who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

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



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



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

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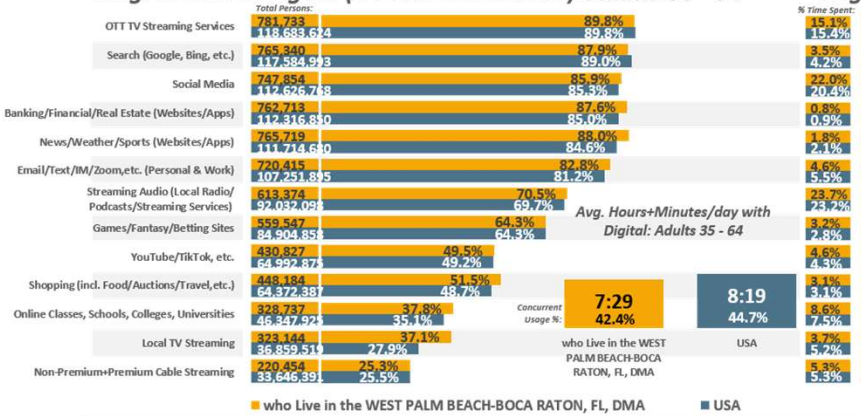
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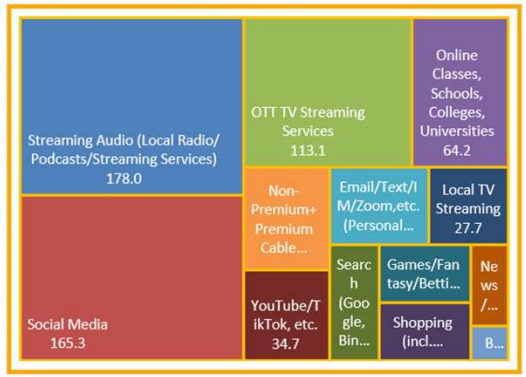


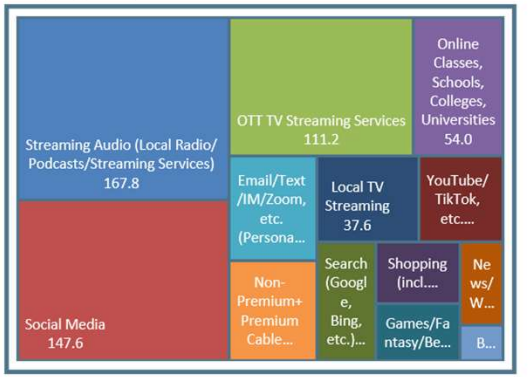
666,109 or 76.5% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 152. minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

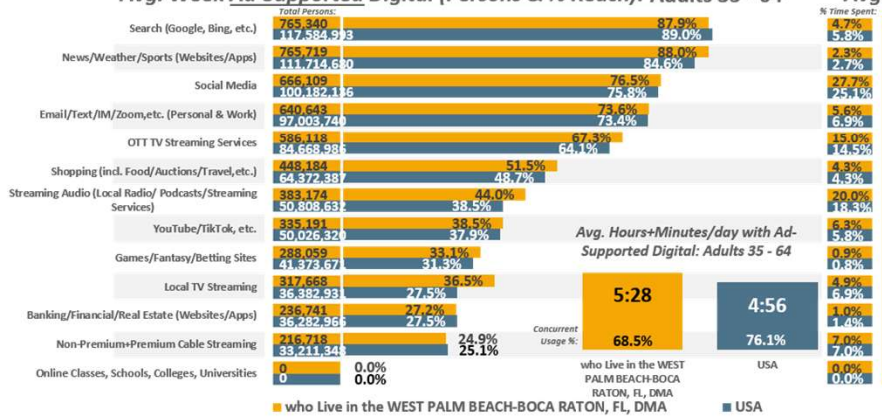


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

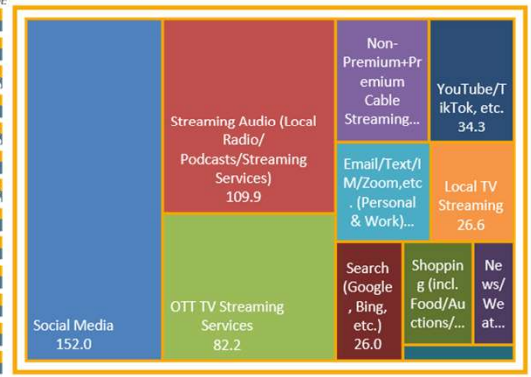


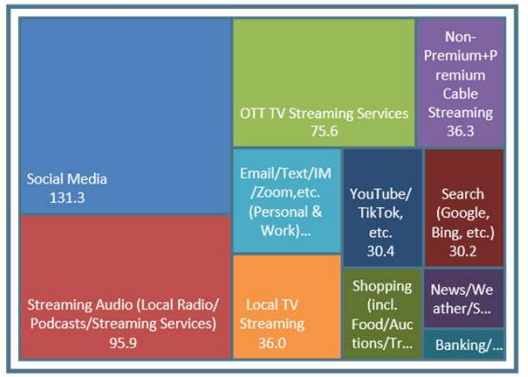


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





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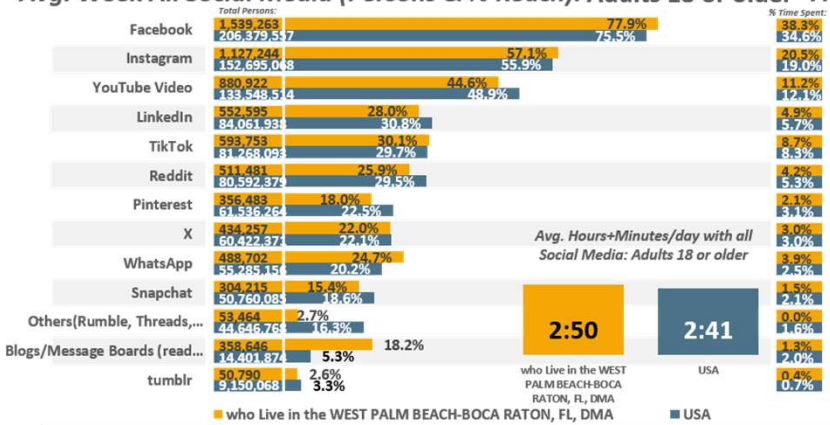
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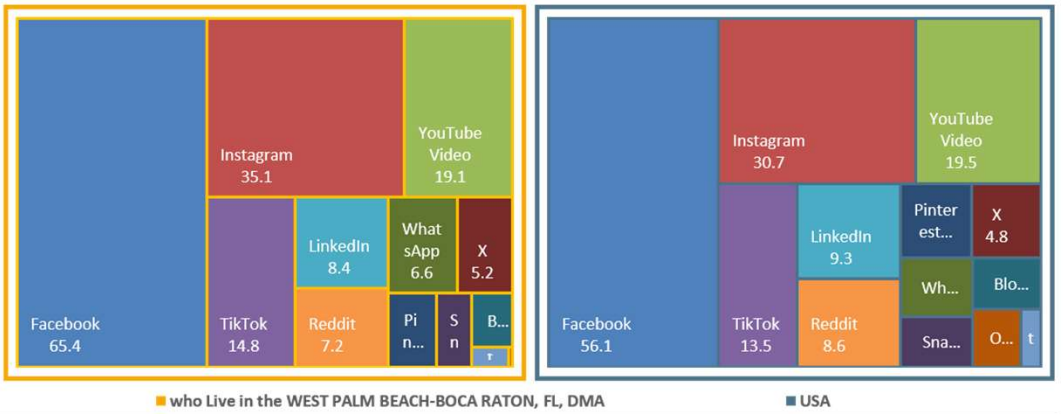
P18+

1,482,705 or 75.% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 59.4 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

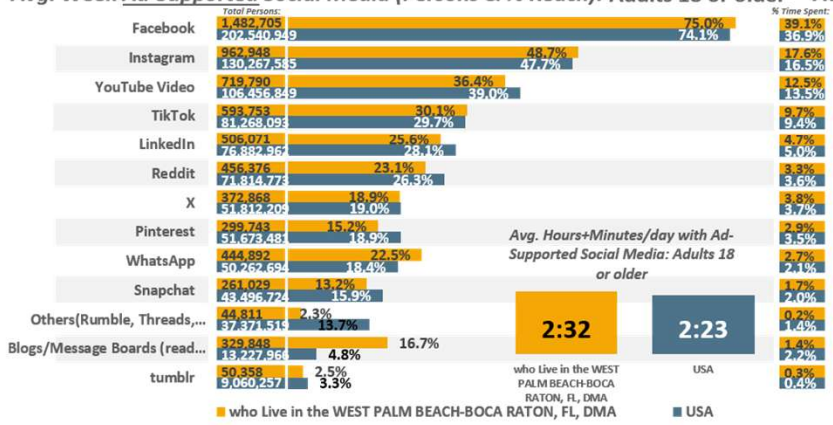
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



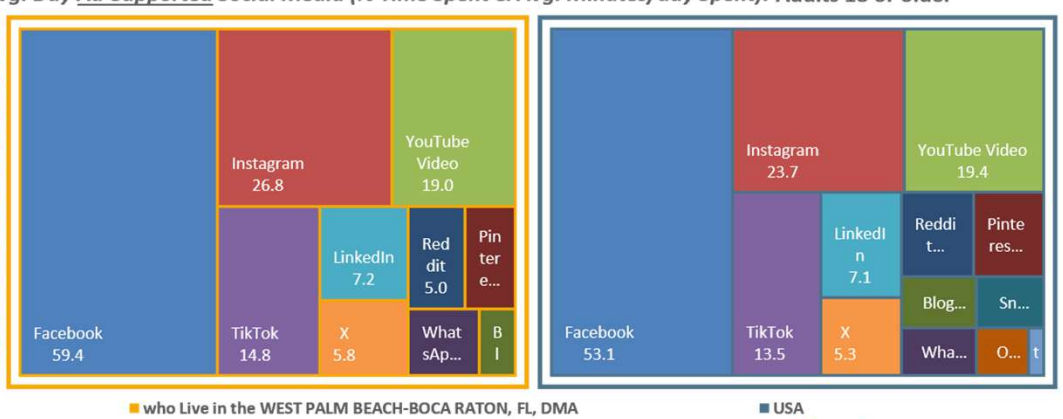
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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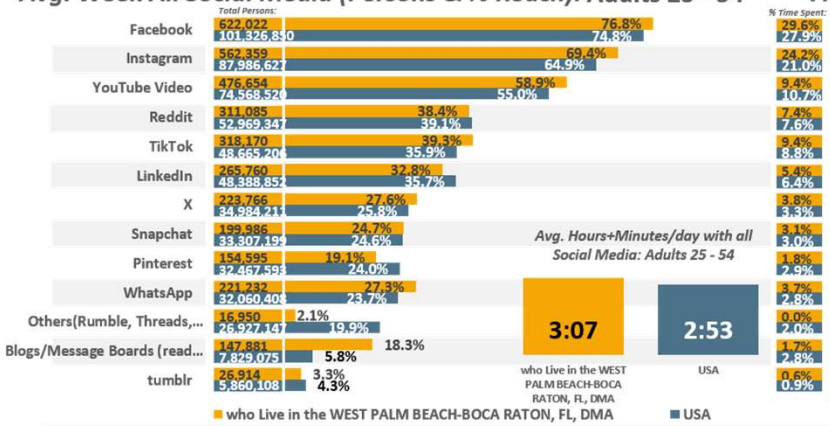
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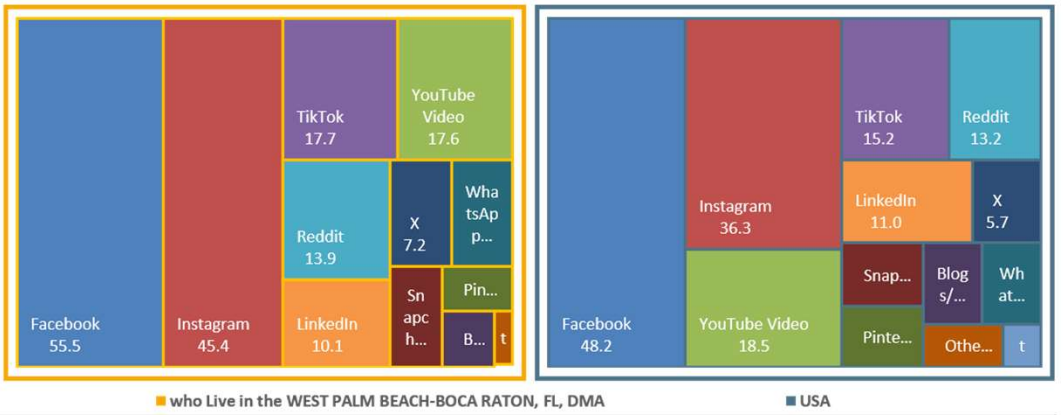
P25-54

622,022 or 76.8% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 60.3 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

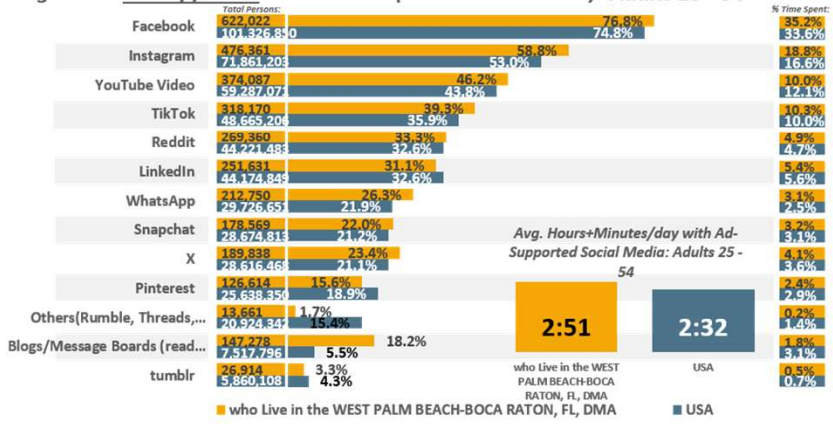
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



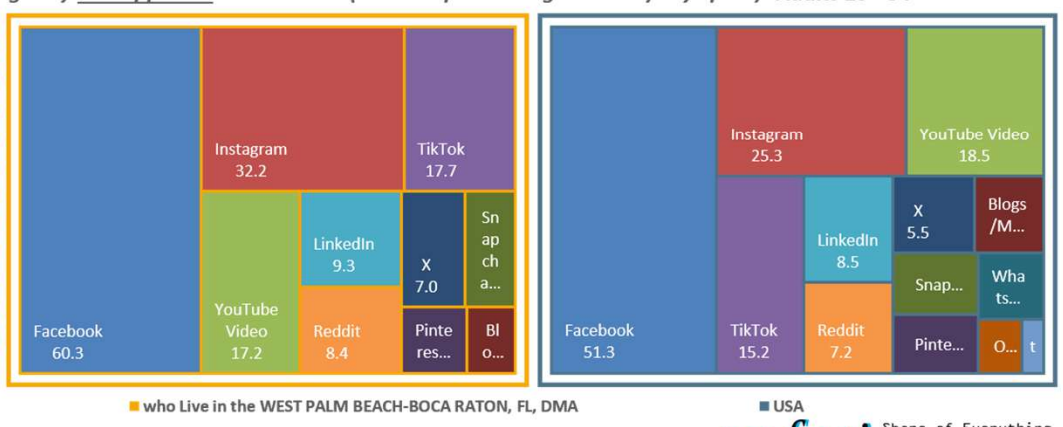
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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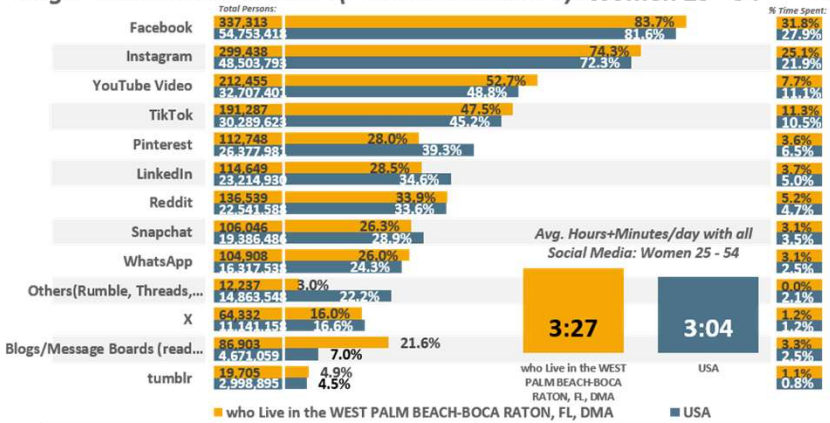
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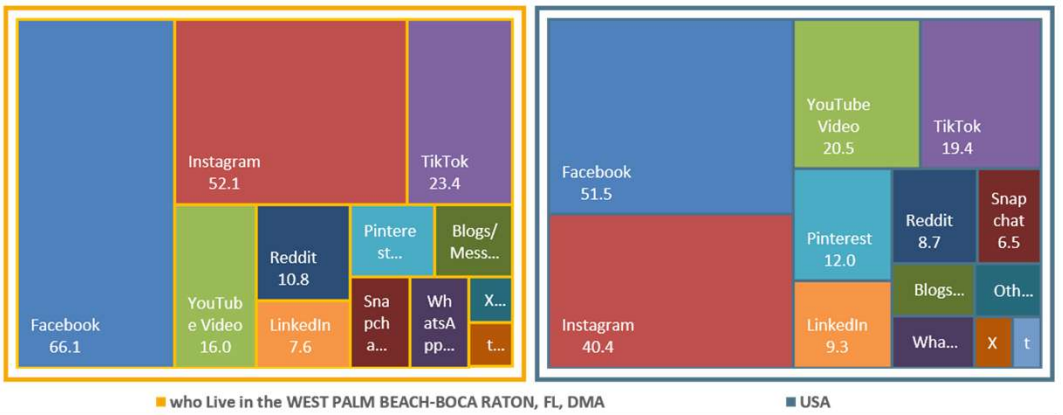
W25-54

337,313 or 83.7% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 68.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

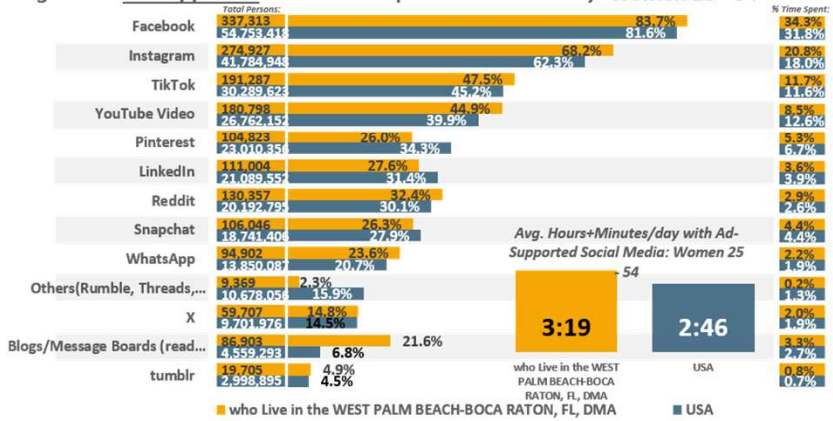
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



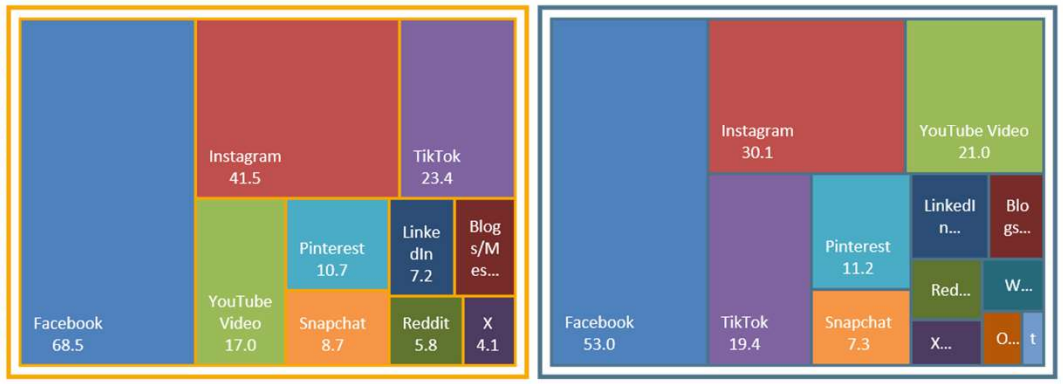
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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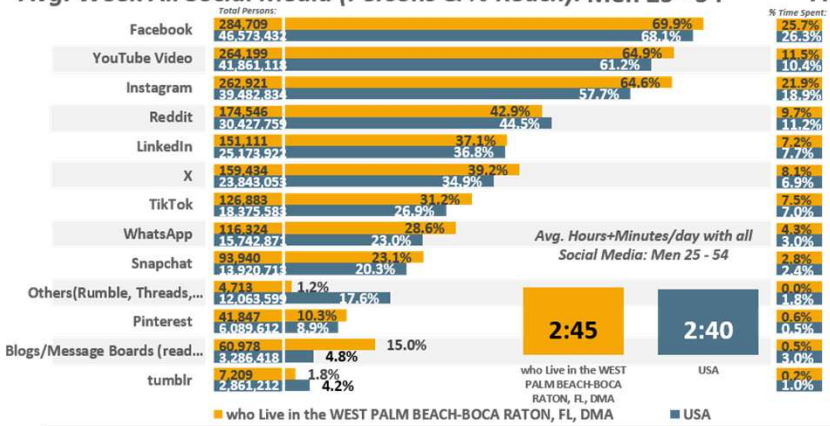
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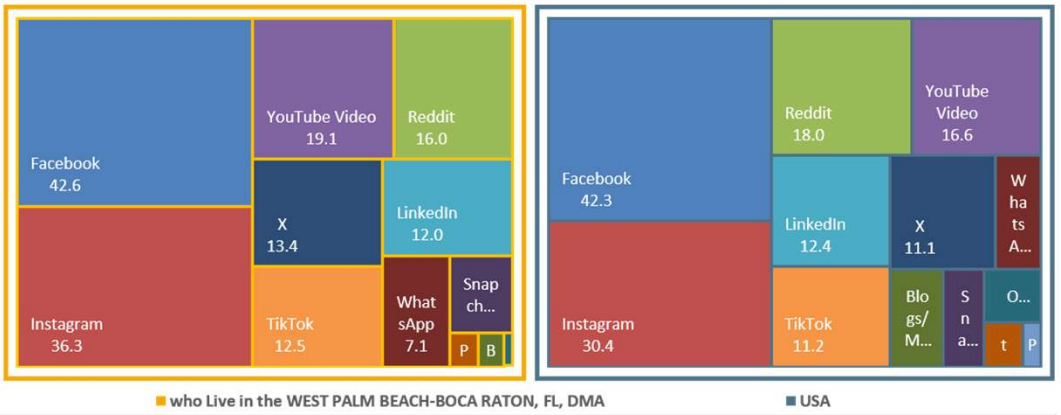
M25-54

284,709 or 69.9% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 48.3 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

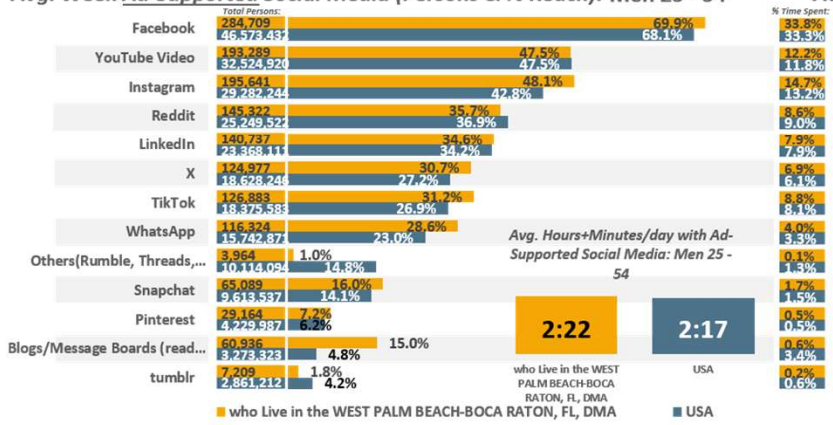
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



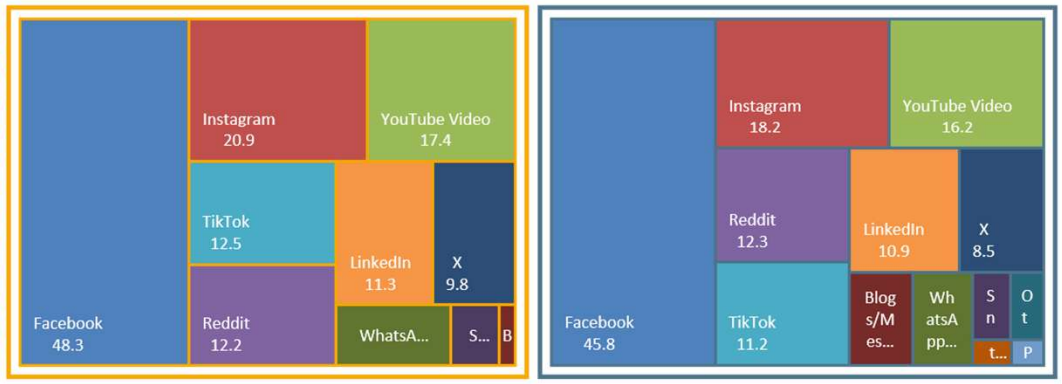
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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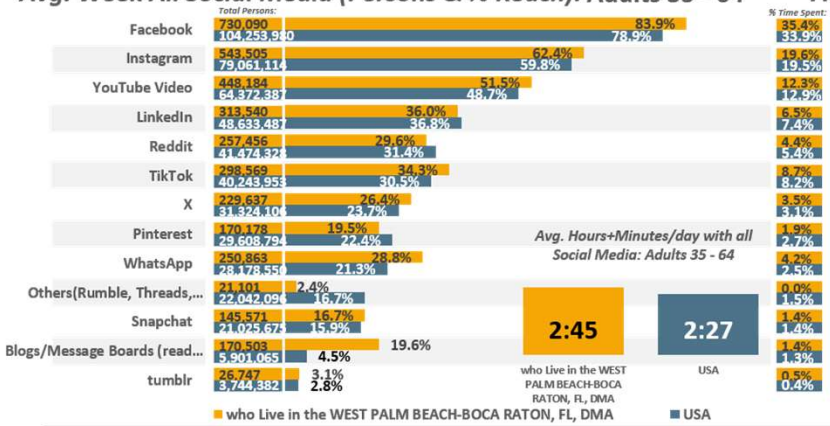
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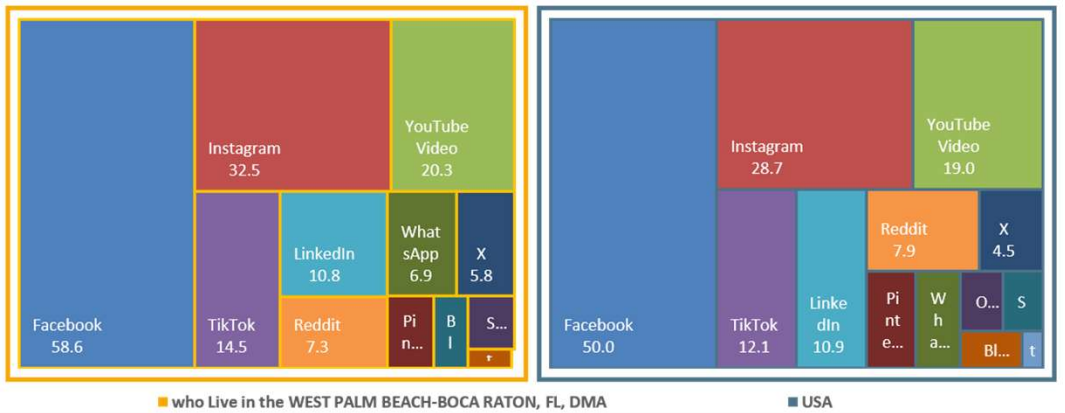
P35-64

666,109 or 76.5% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 52.5 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

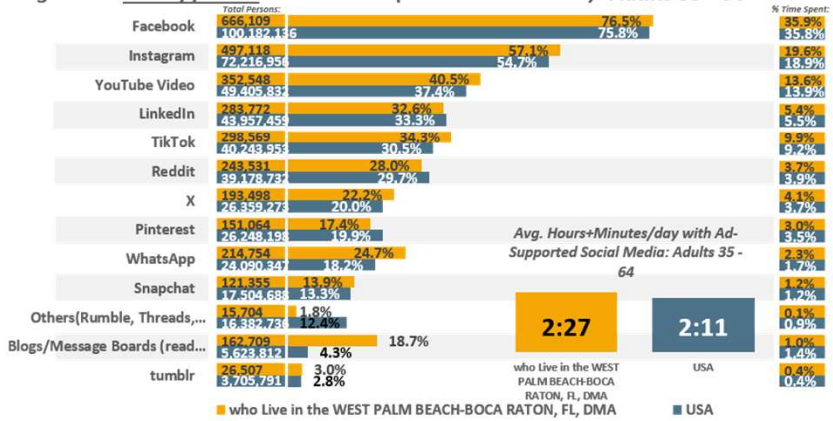
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



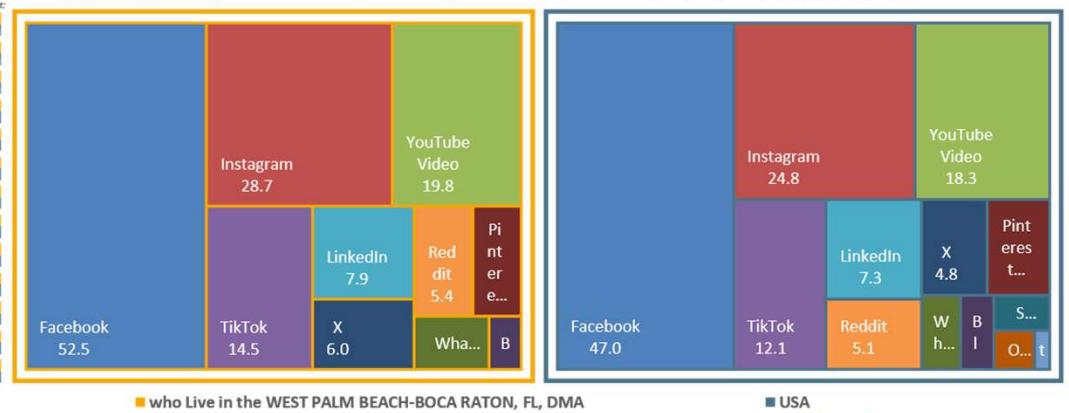
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

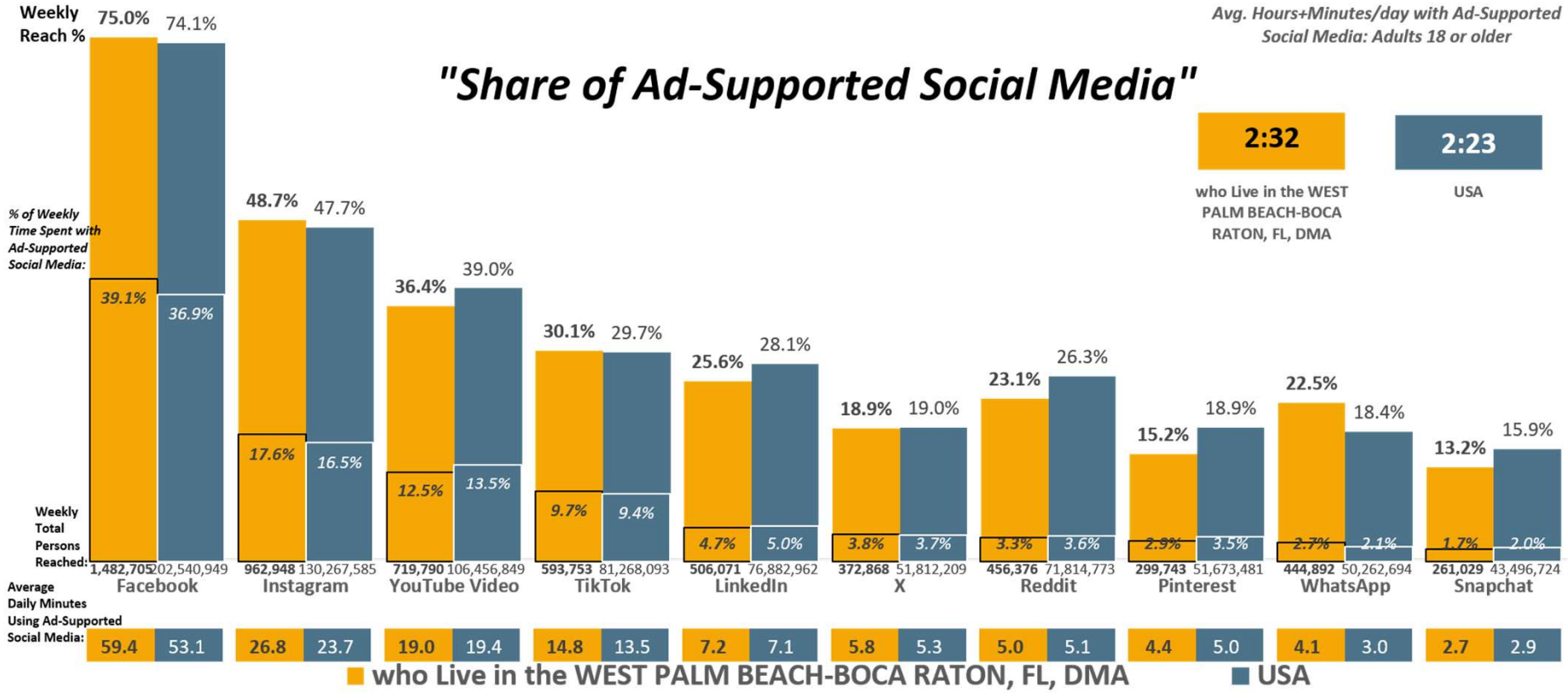
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P18+

1,482,705 or 75.% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 59.4 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

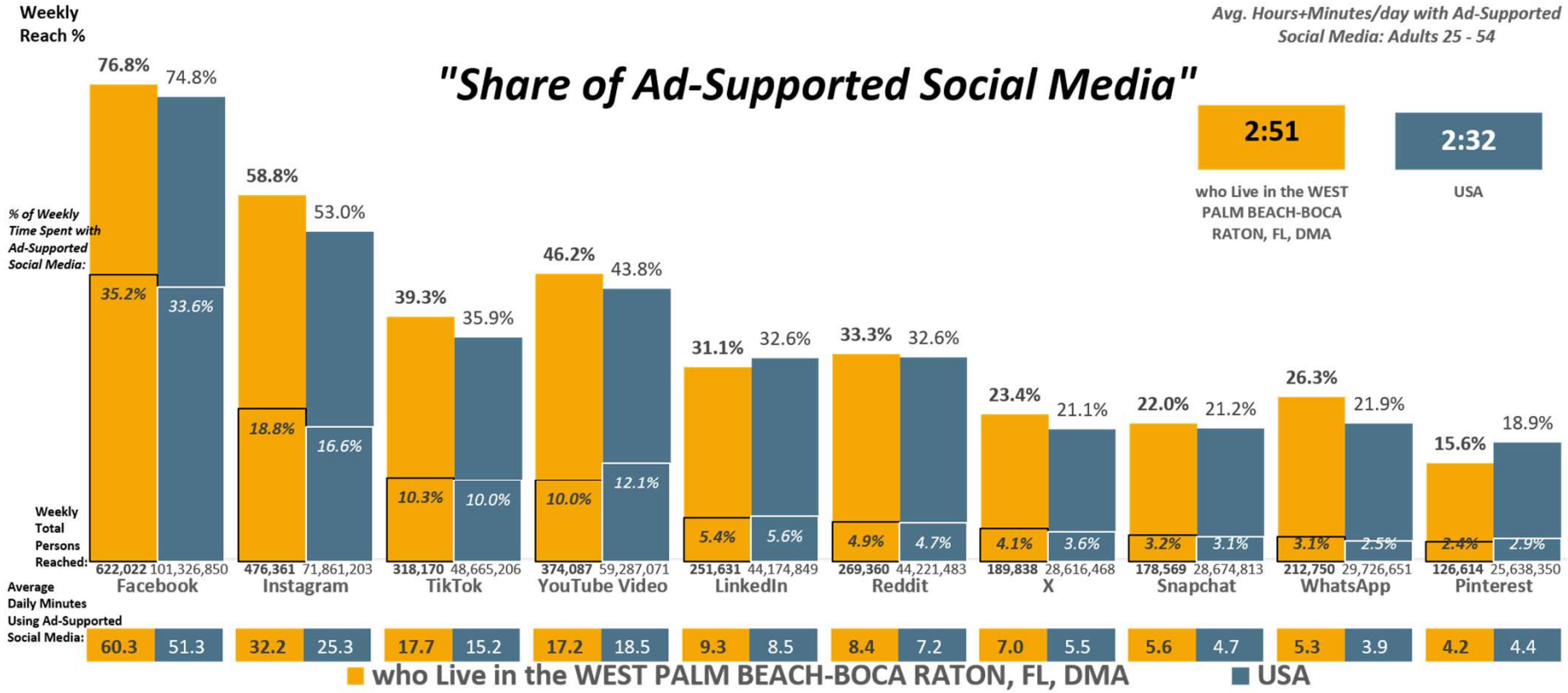
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P25-54

622,022 or 76.8% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 60.3 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



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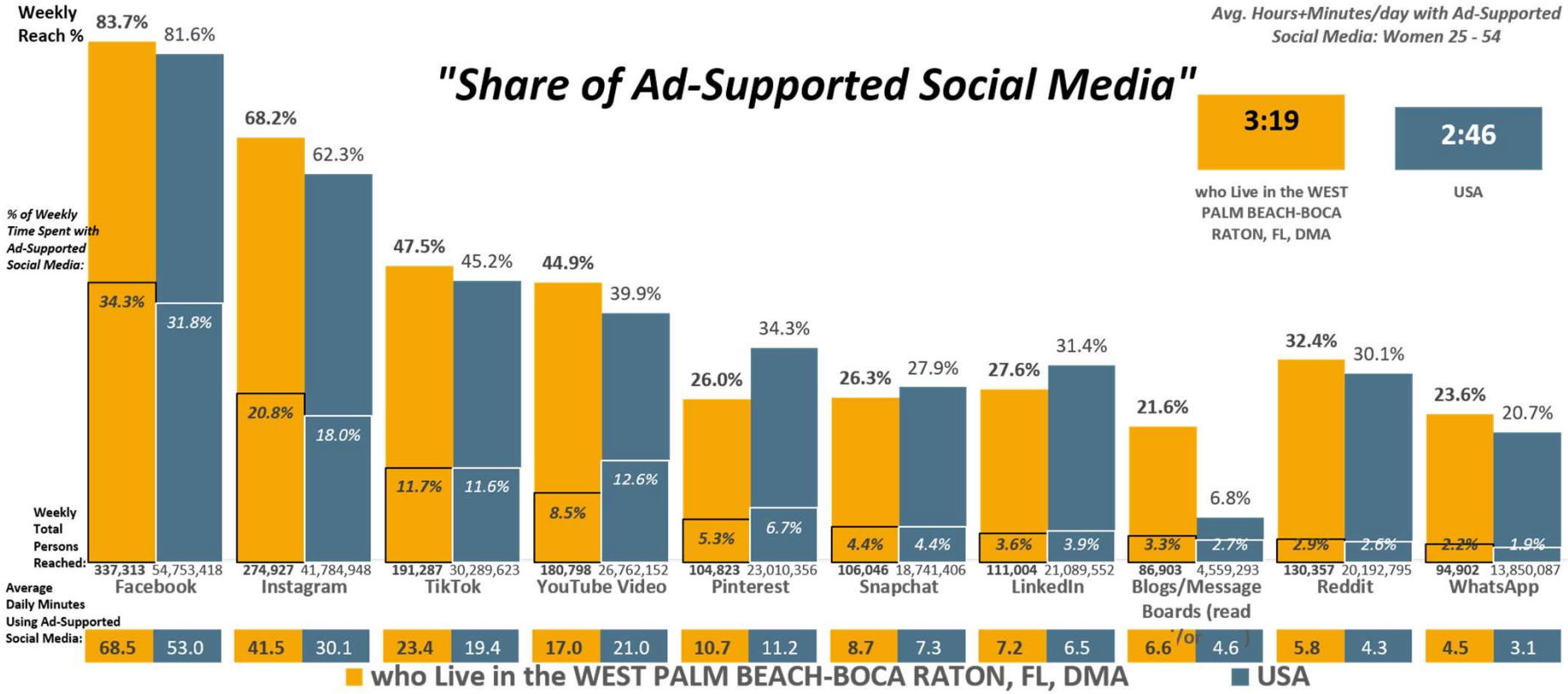
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W25-54

337,313 or 83.7% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 68.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

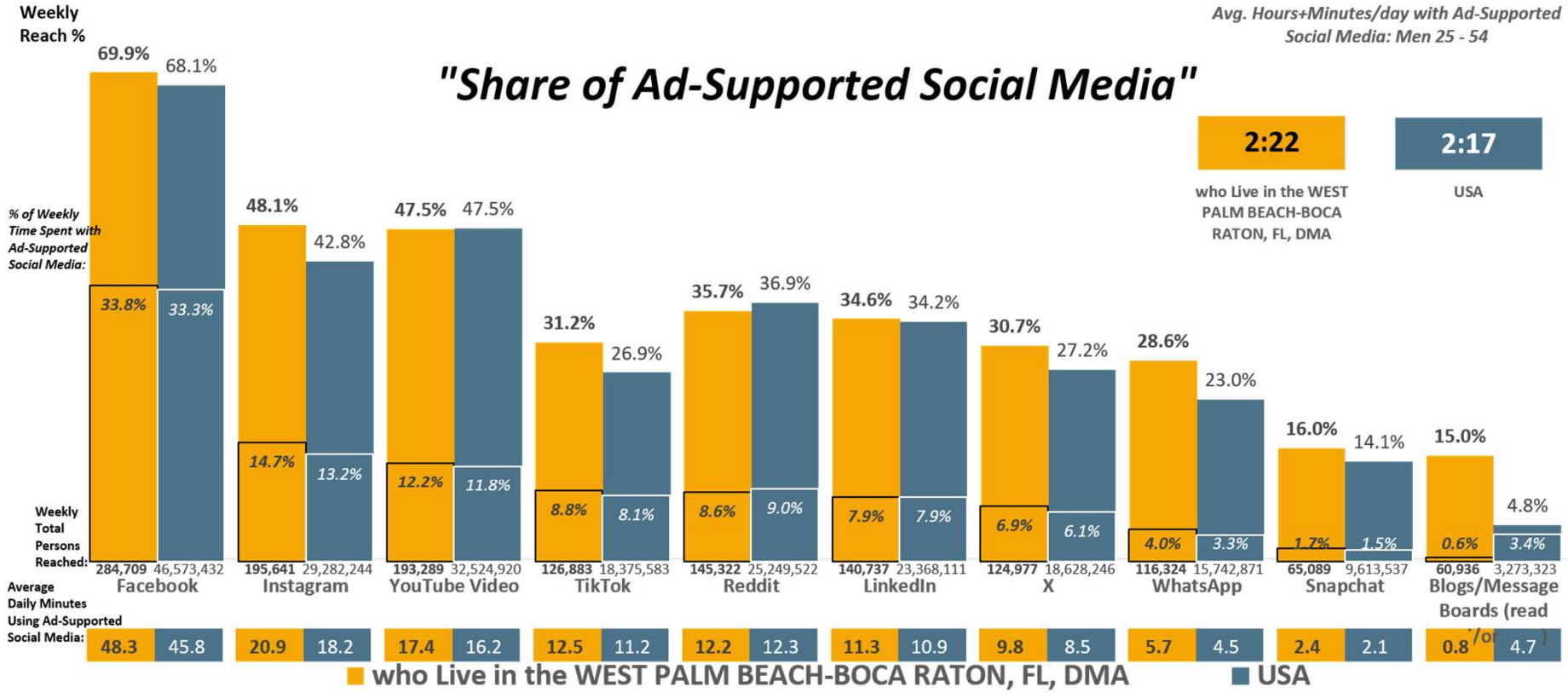
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M25-54

284,709 or 69.9% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 48.3 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



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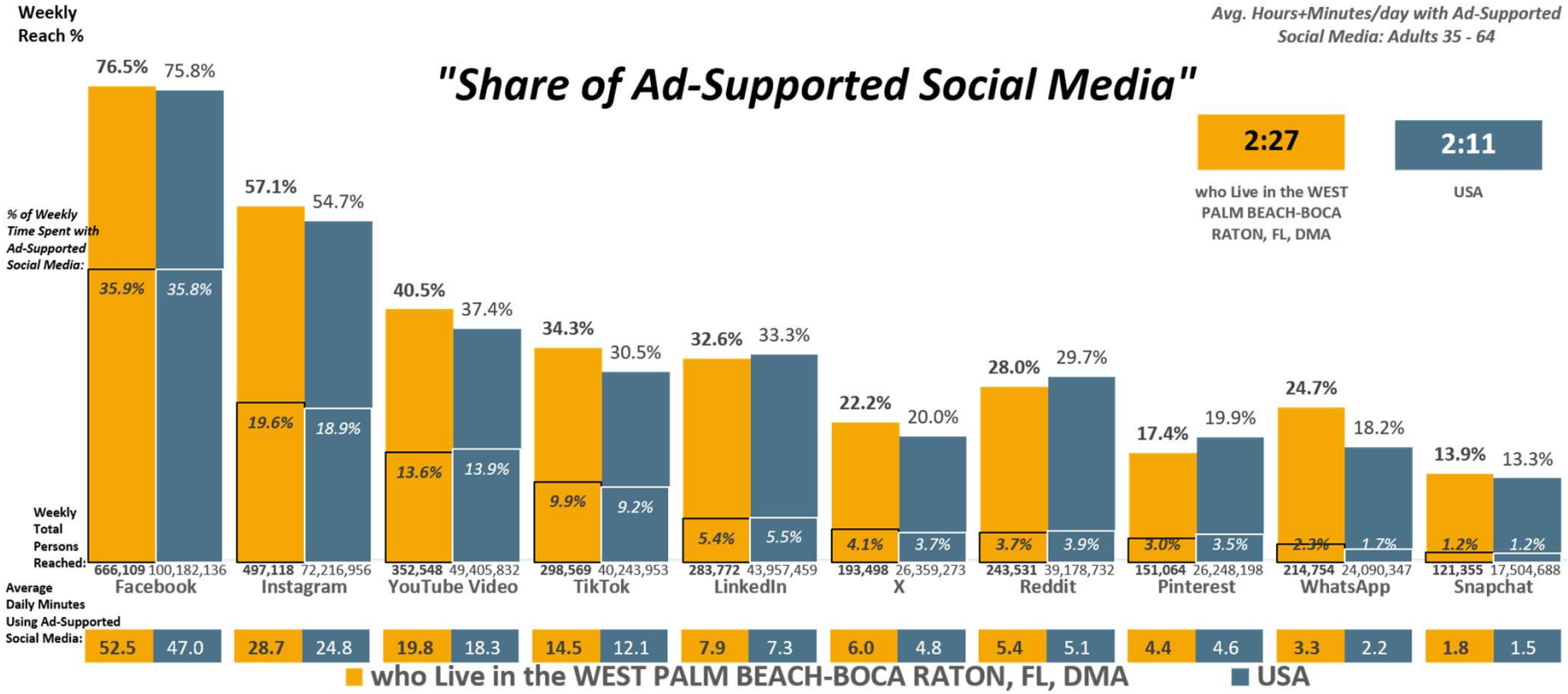
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P35-64

666,109 or 76.5% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 52.5 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.



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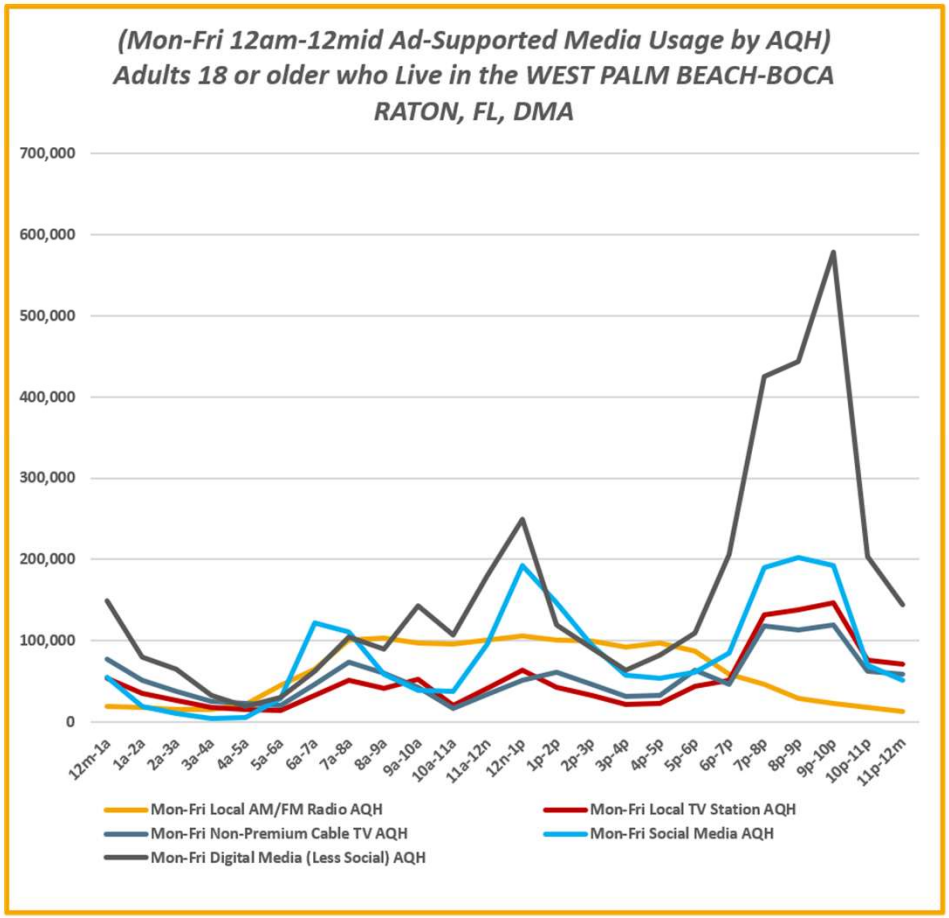
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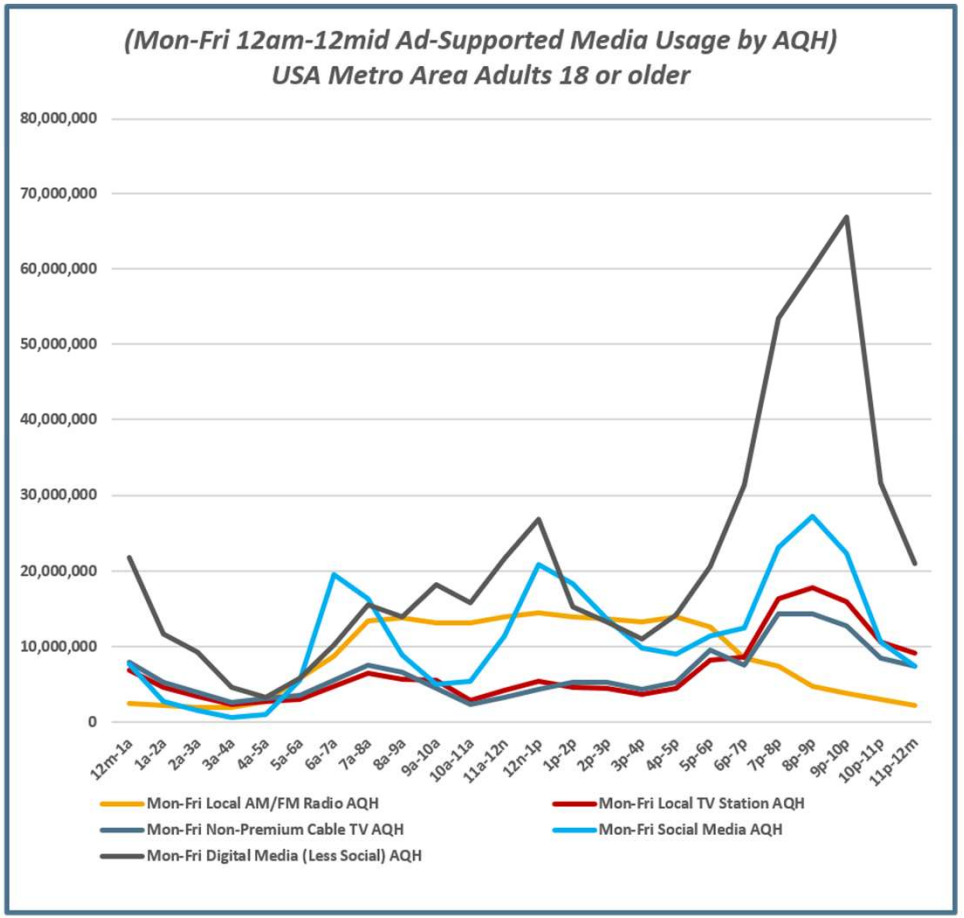
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 123,556; Local Radio: 92,648; Social Media: 88,897; Non-Prem. Cable: 46,822; Local TV: 40,080 reaching Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL,





USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

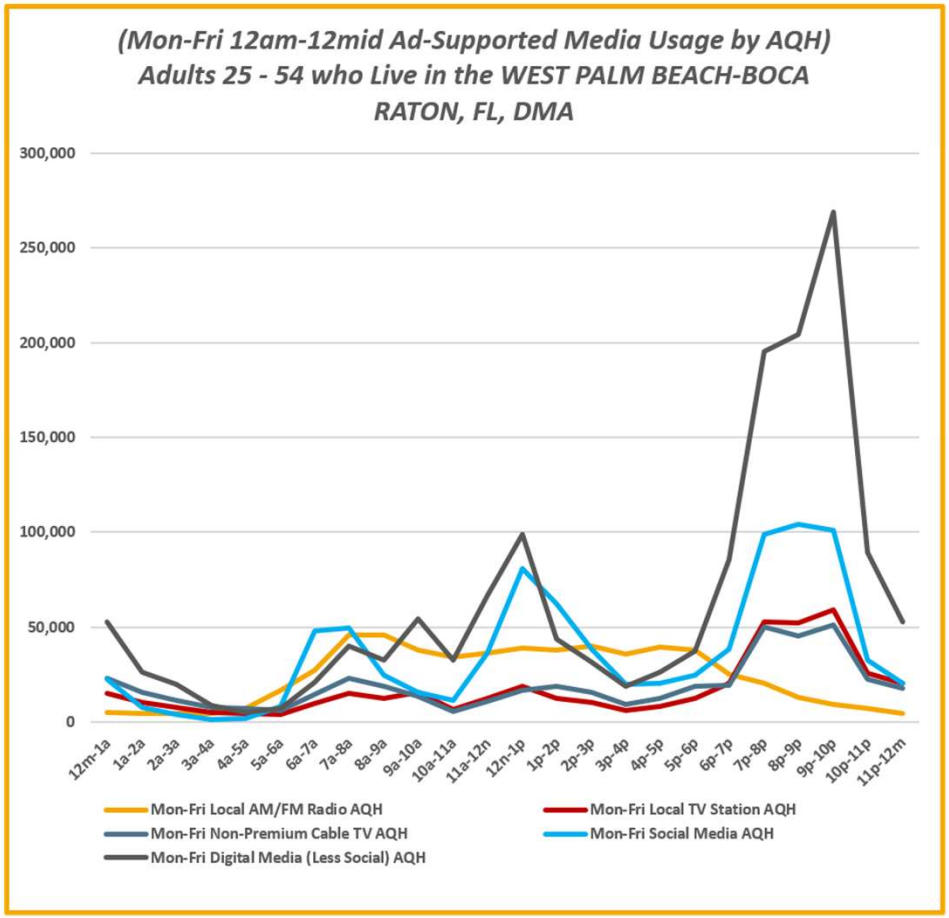
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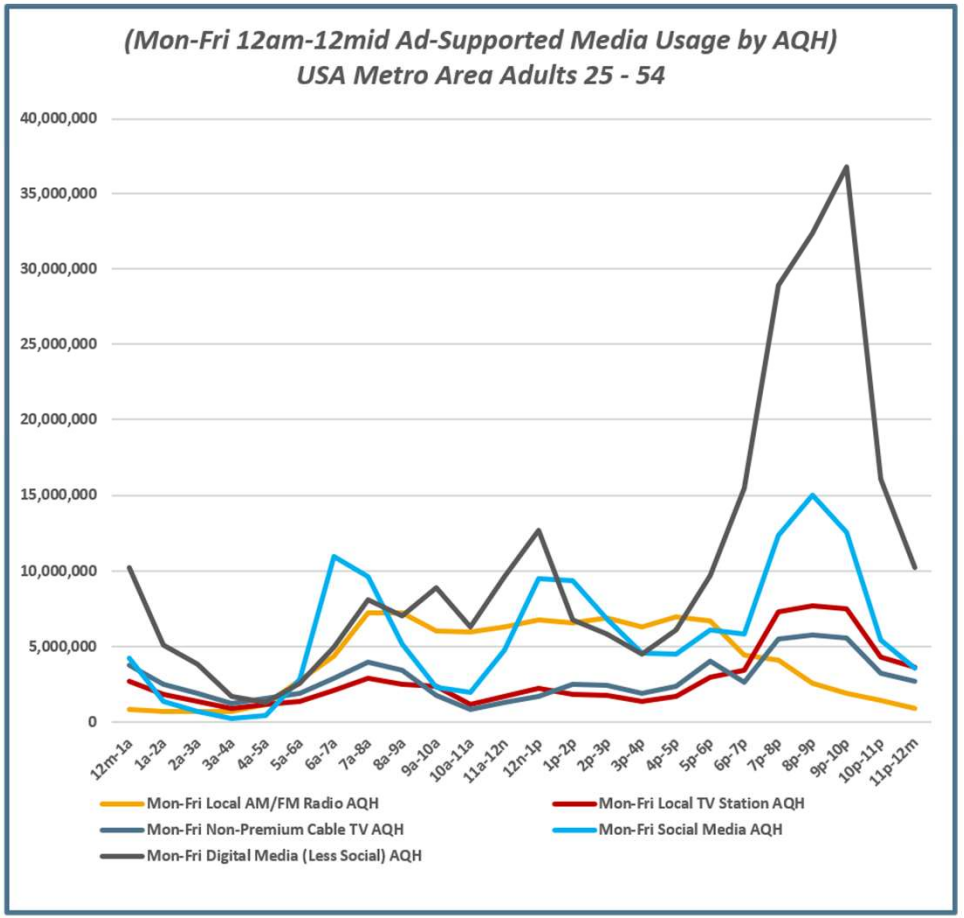
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,388; Local Radio: 37,191; Social Media: 36,261; Non-Prem. Cable: 15,344; Local TV: 12,449 reaching Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





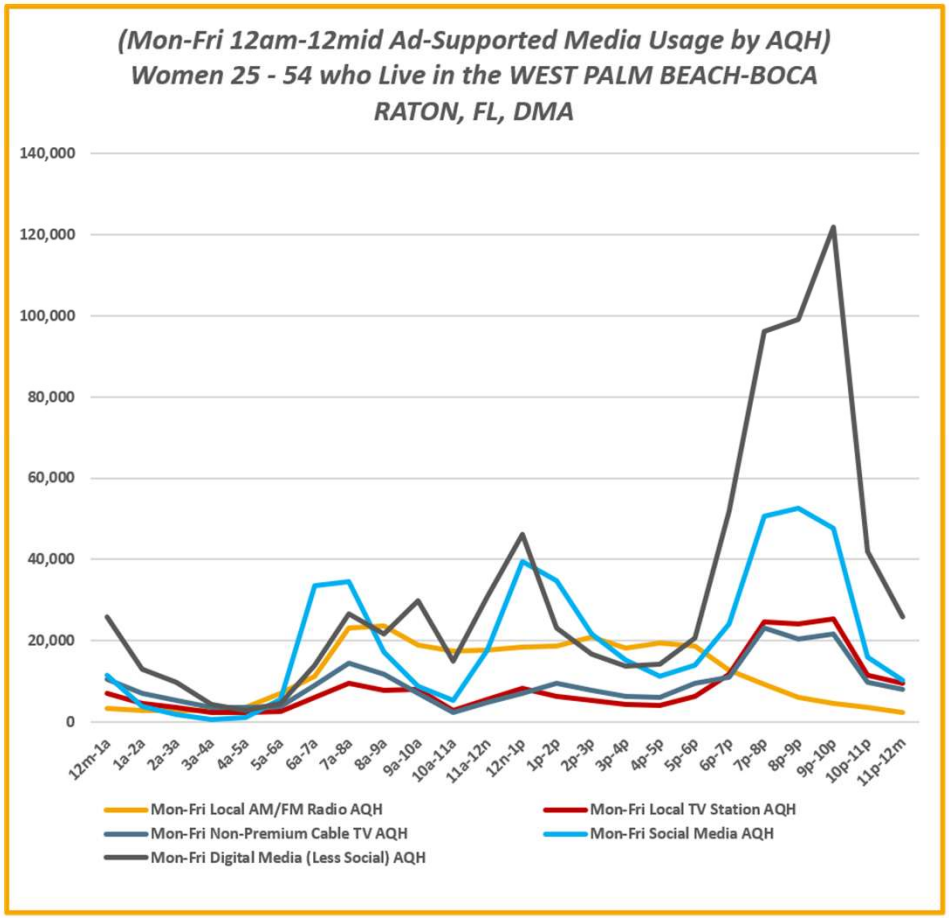
USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

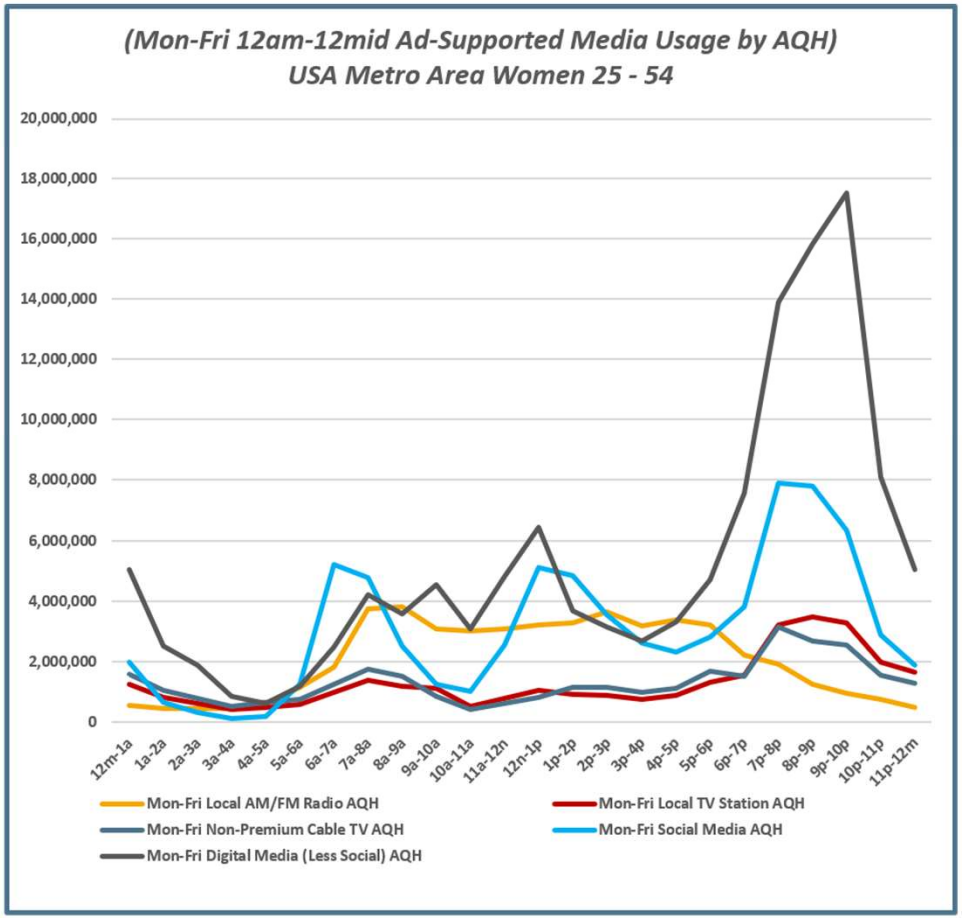
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,965; Social Media: 21,368; Local Radio: 18,431; Non-Prem. Cable: 8,253; Local TV: 6,689 reaching Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

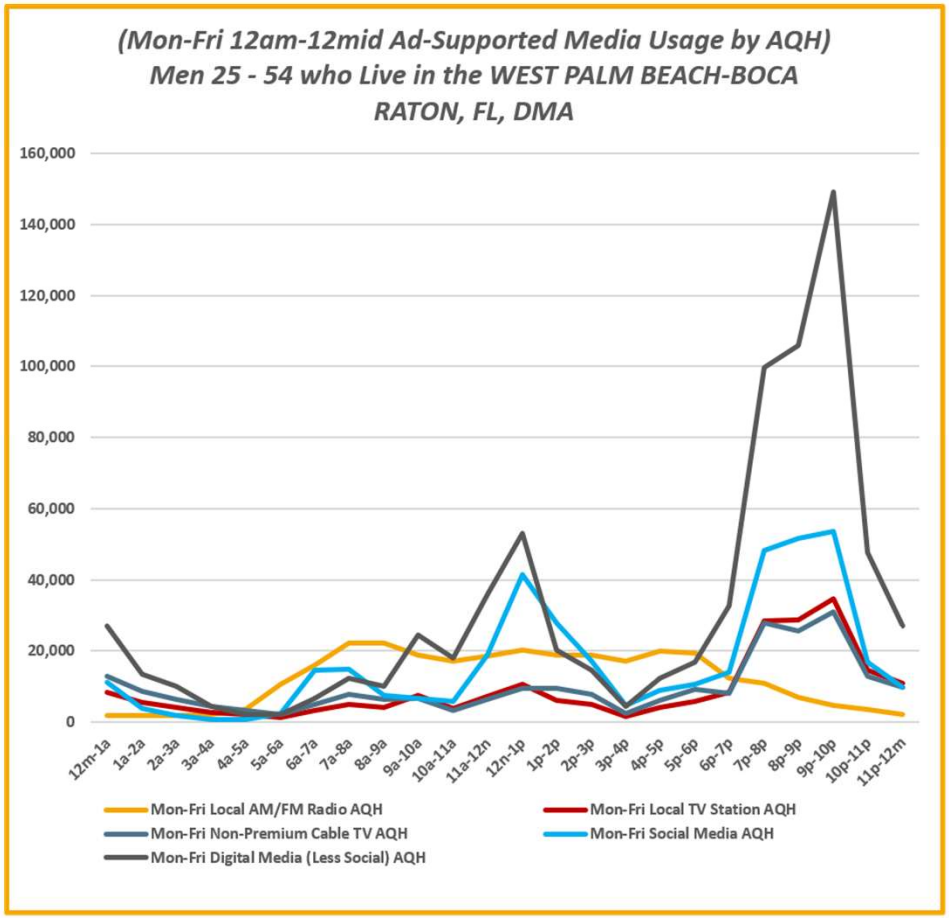
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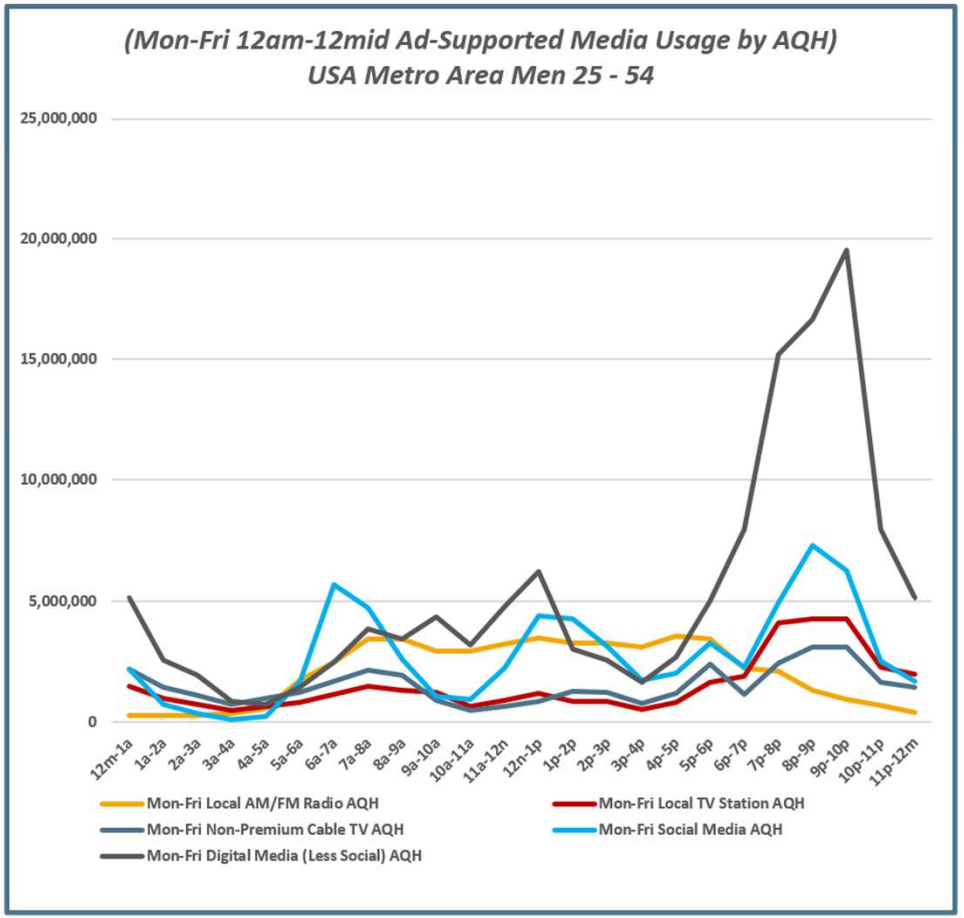
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,154; Local Radio: 18,615; Social Media: 14,837; Non-Prem. Cable: 6,852; Local TV: 5,598 reaching Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

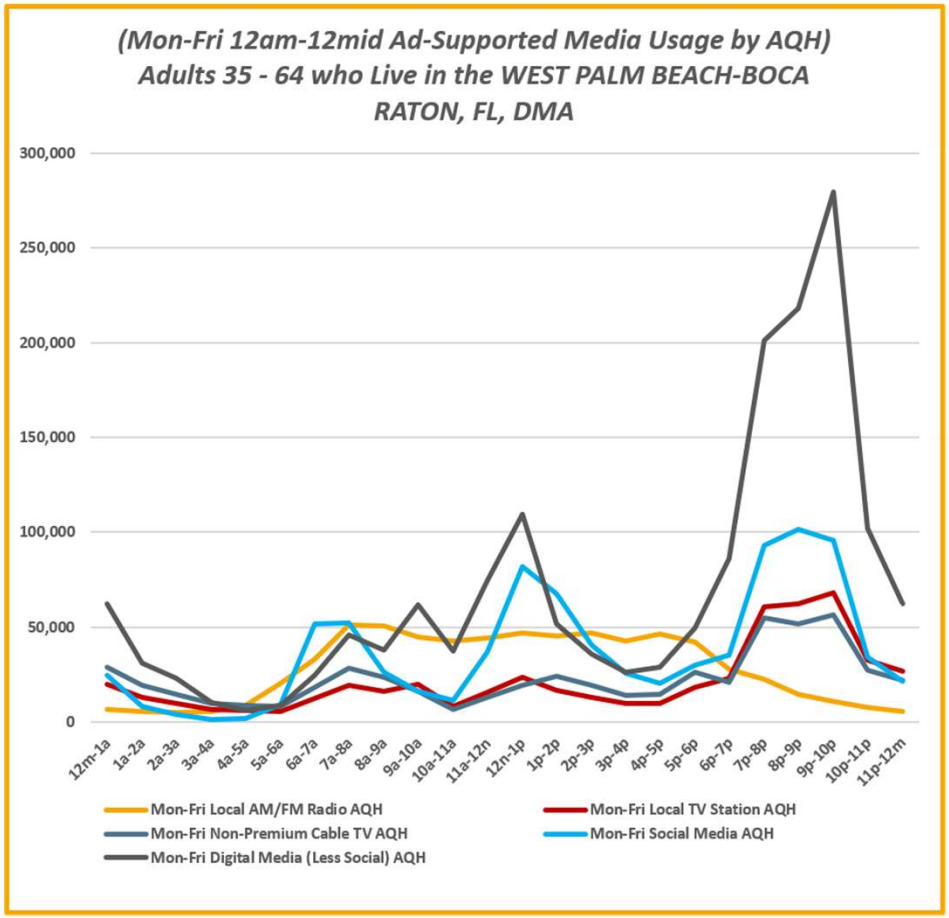
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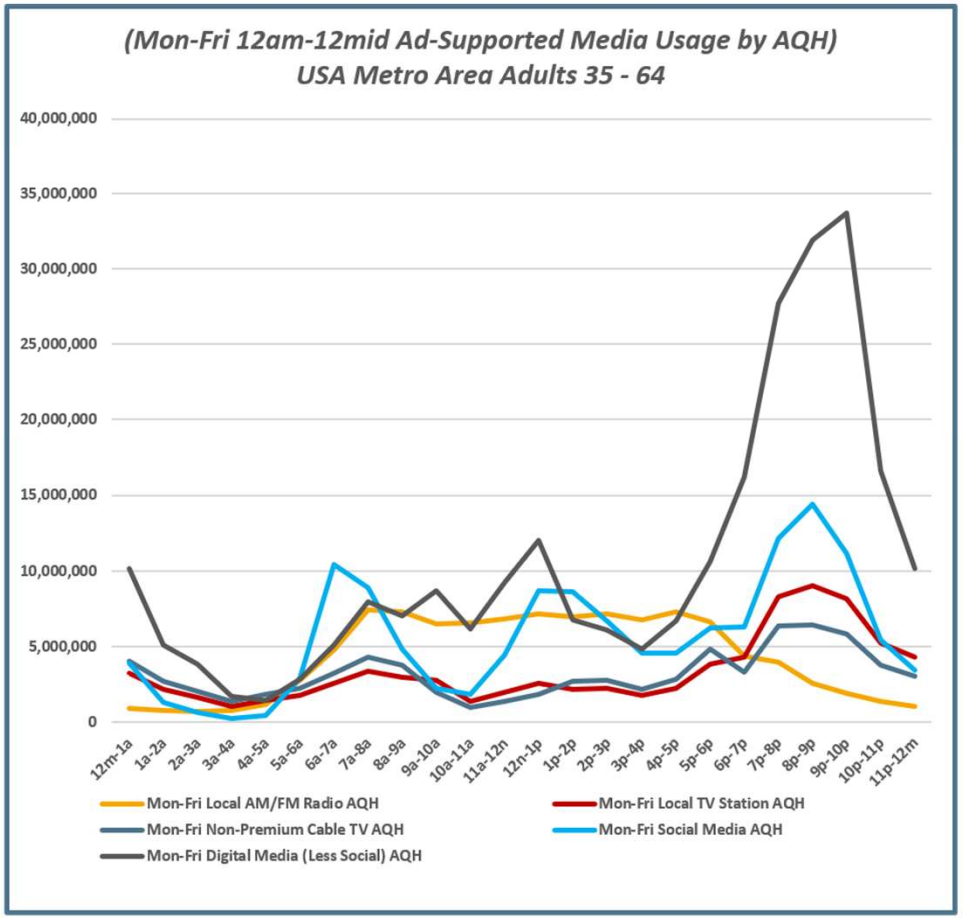
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,570; Local Radio: 43,439; Social Media: 38,195; Non-Prem. Cable: 18,874; Local TV: 15,902 reaching Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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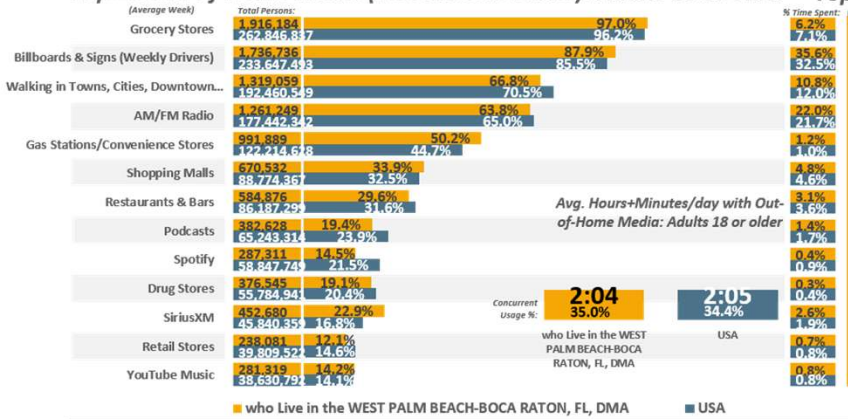
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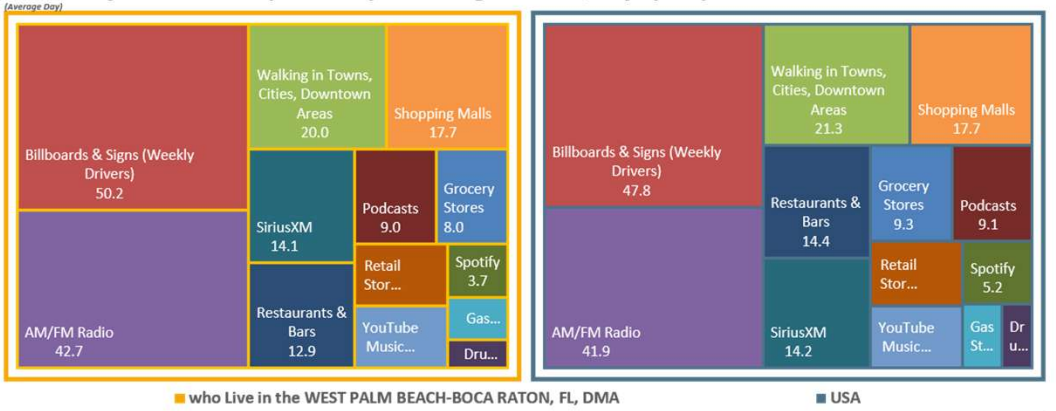
P18+

1,736,736 or 87.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day

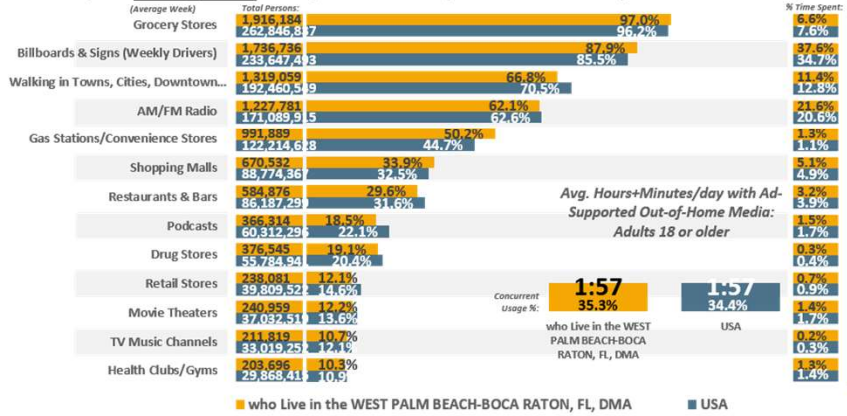
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



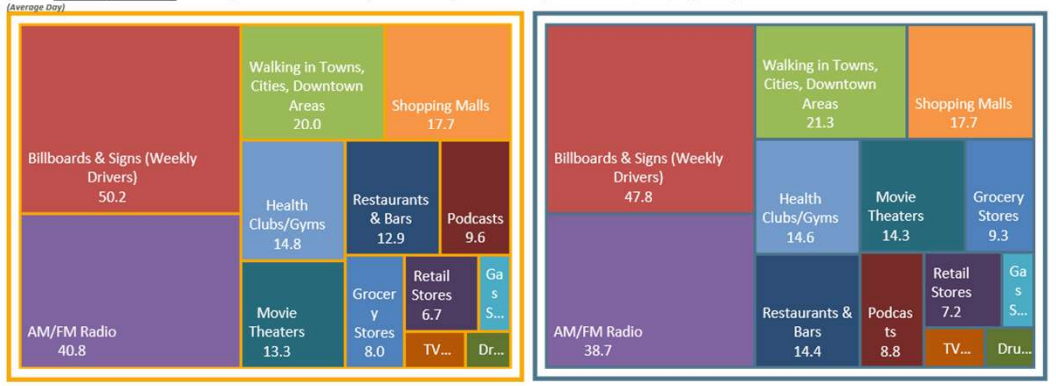
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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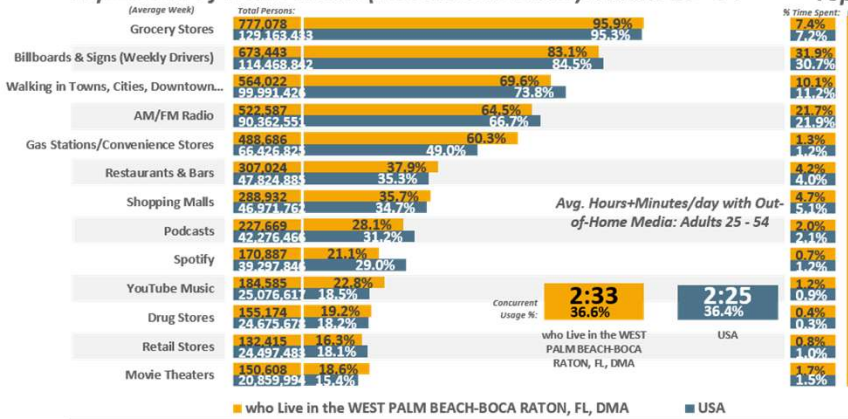
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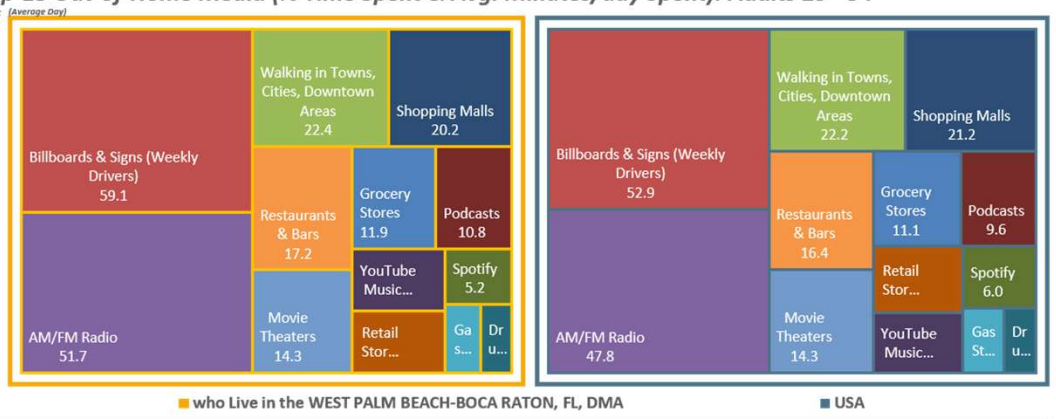
P25-54

673,443 or 83.1% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 59.1 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 48.8 minutes/day.

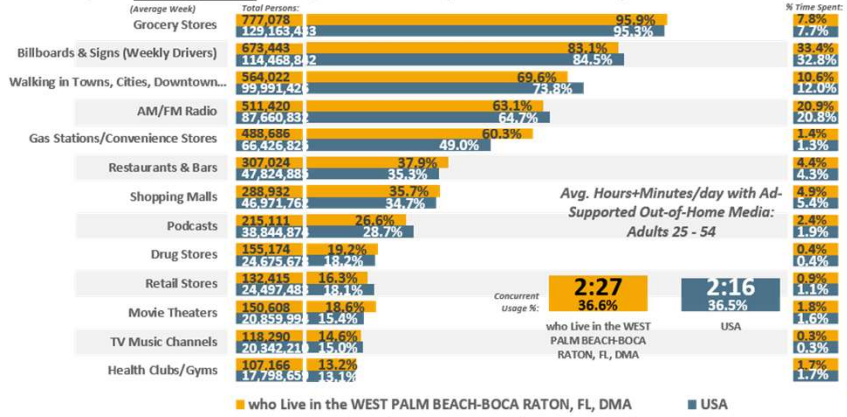
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



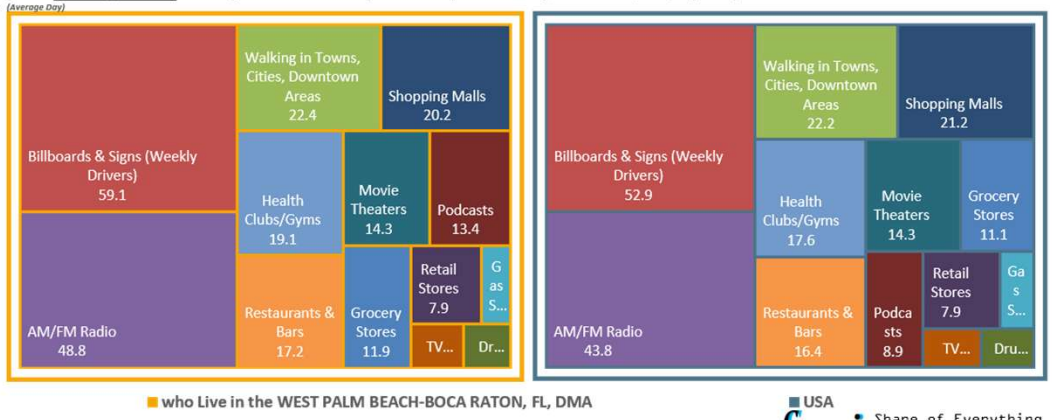
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

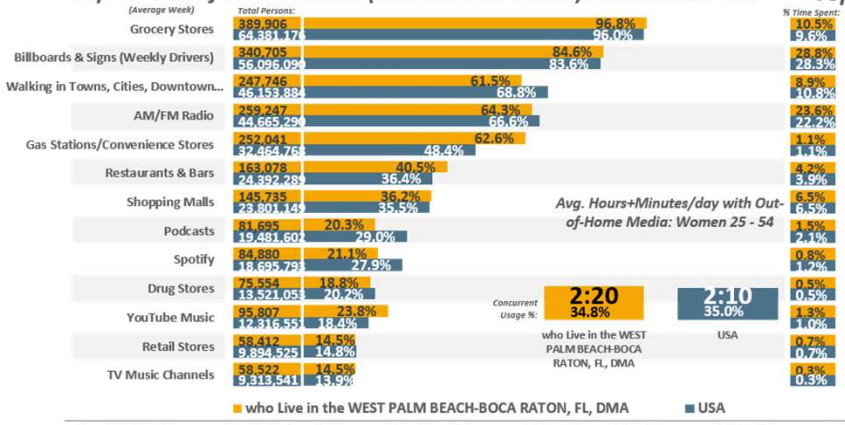
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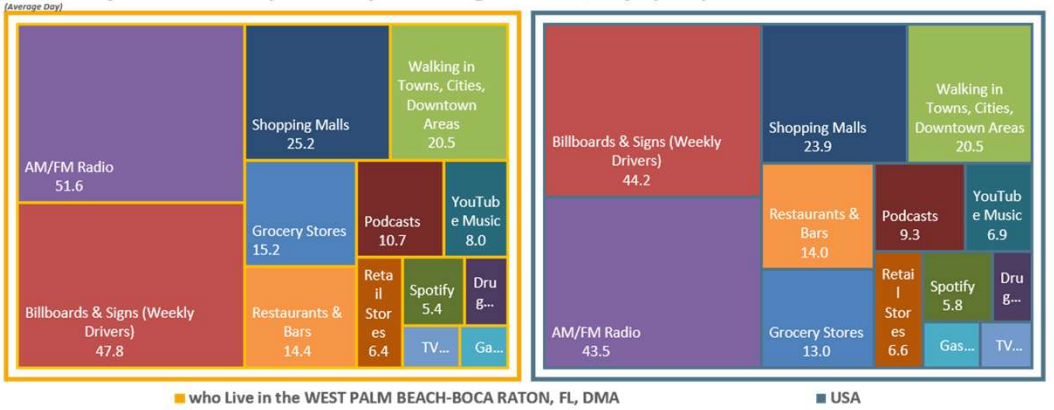


340,705 or 84.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day.

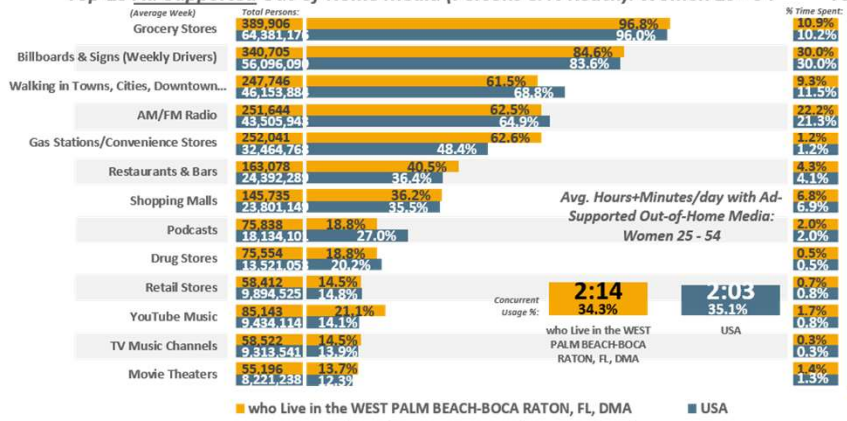
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



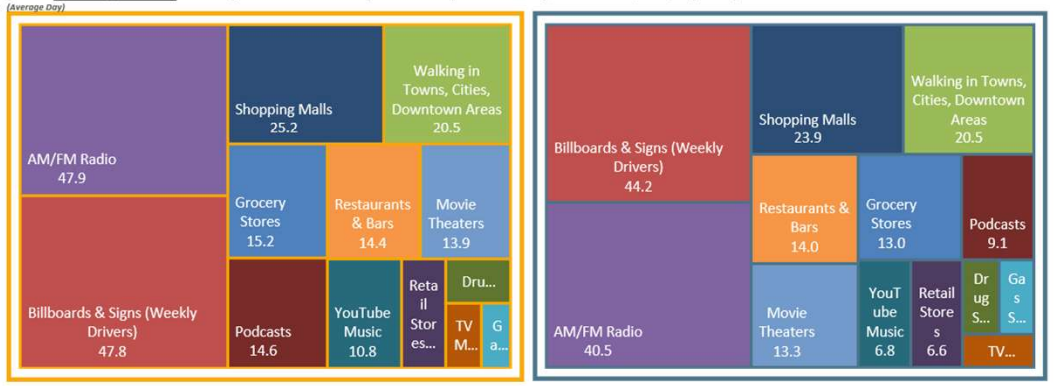
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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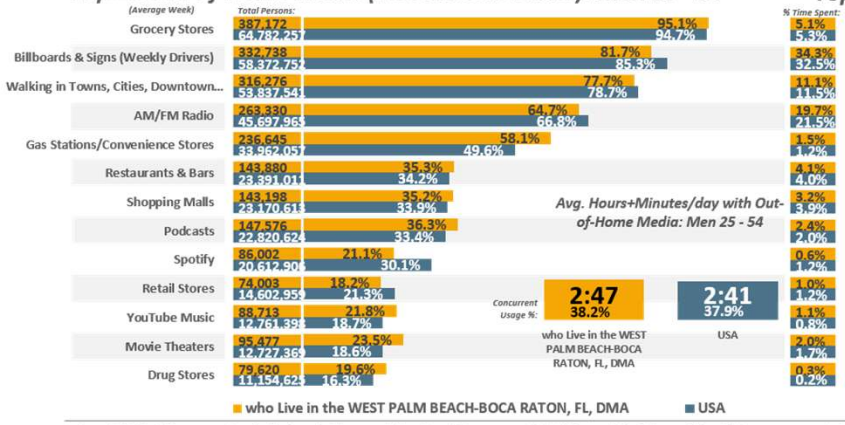
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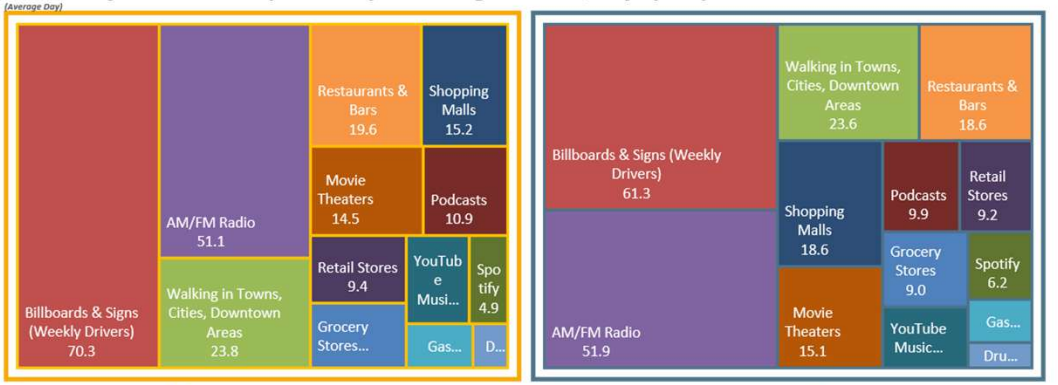
M25-54

332,738 or 81.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 70.3 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 49.1 minutes/day.

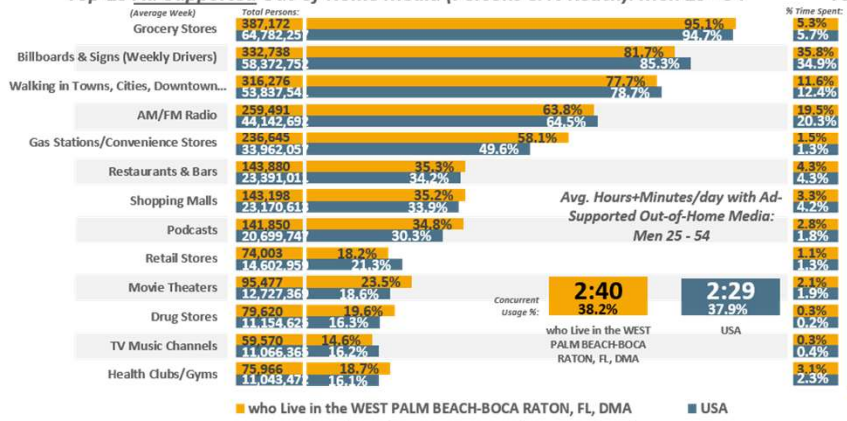
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



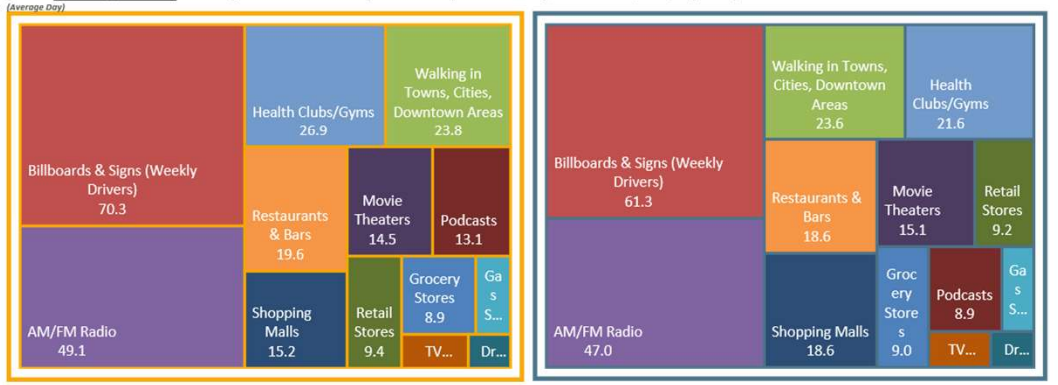
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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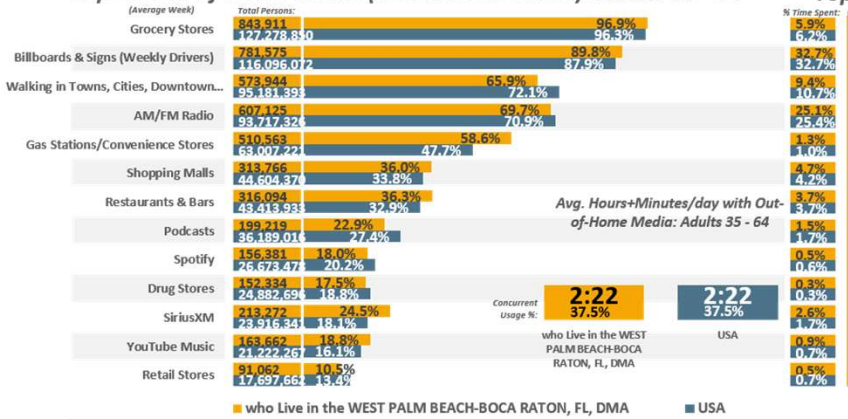
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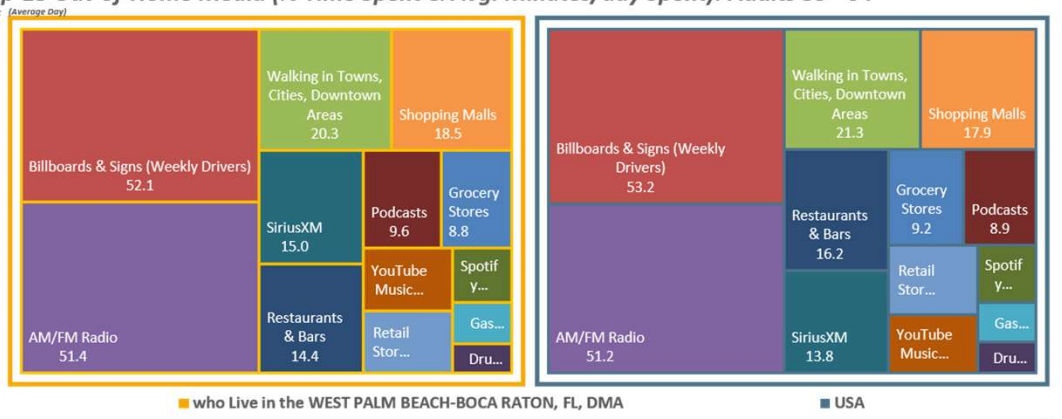
P35-64

781,575 or 89.8% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 52.1 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 49.5 minutes/day.

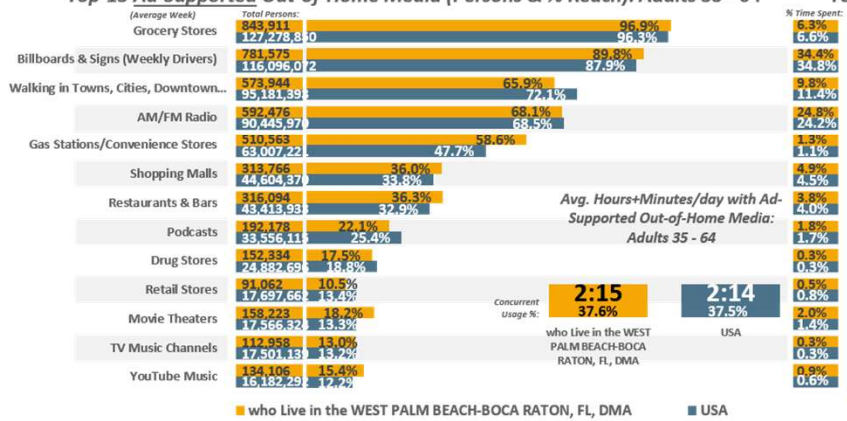
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



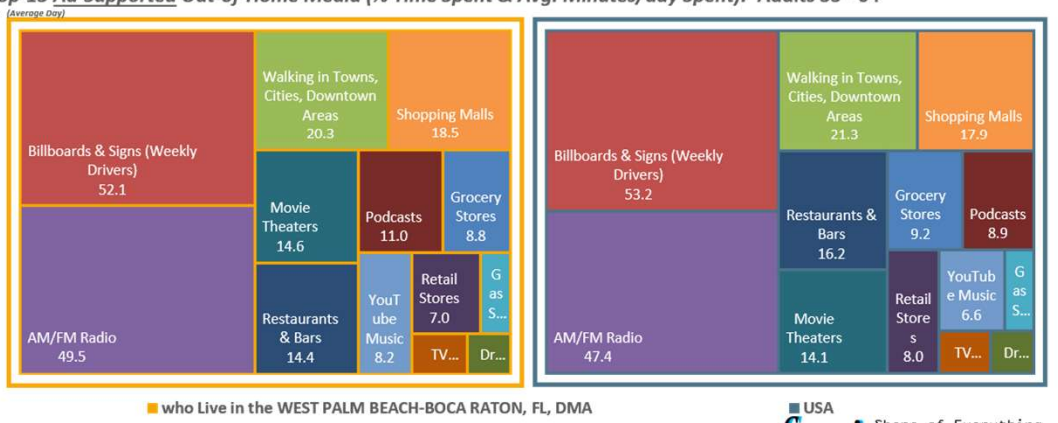
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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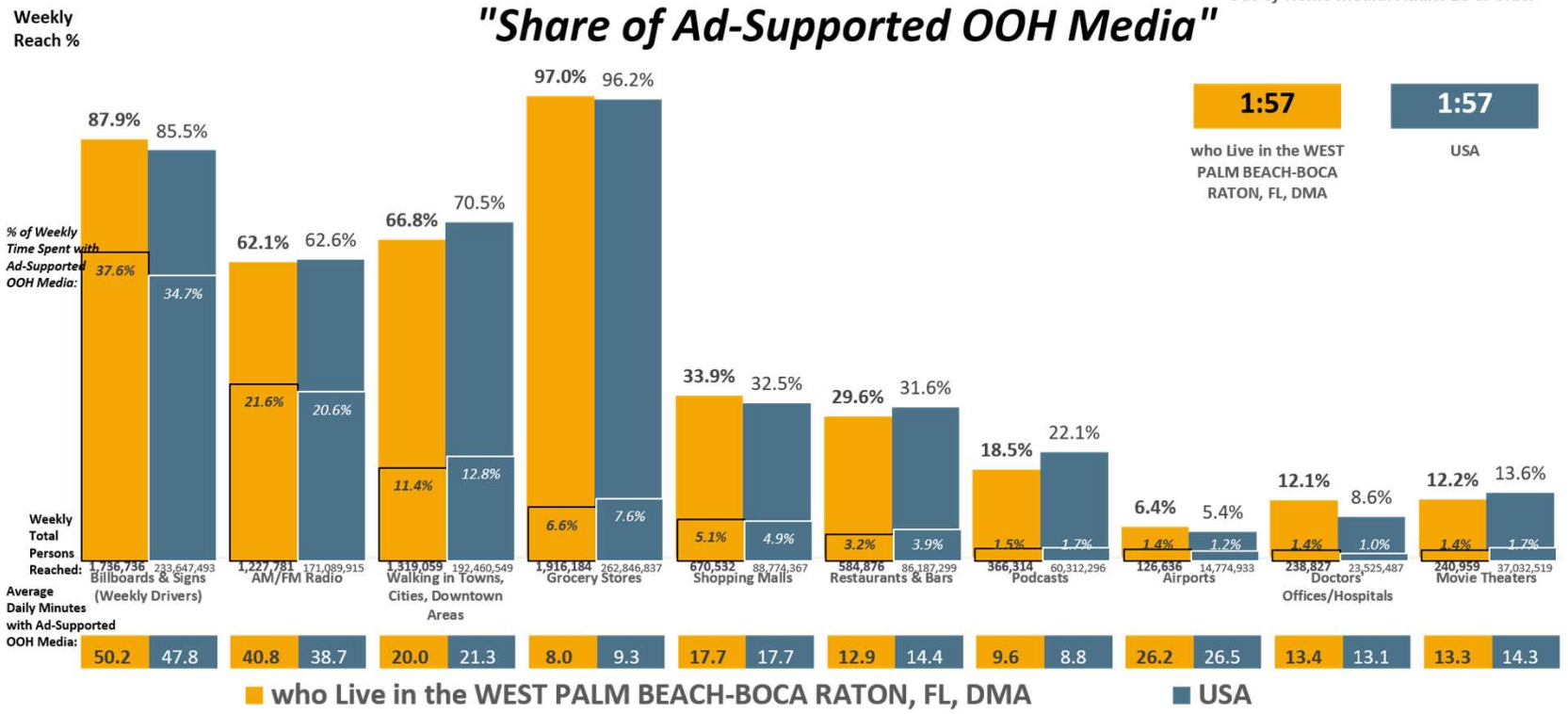


P18+

1,736,736 or 87.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 37.6% 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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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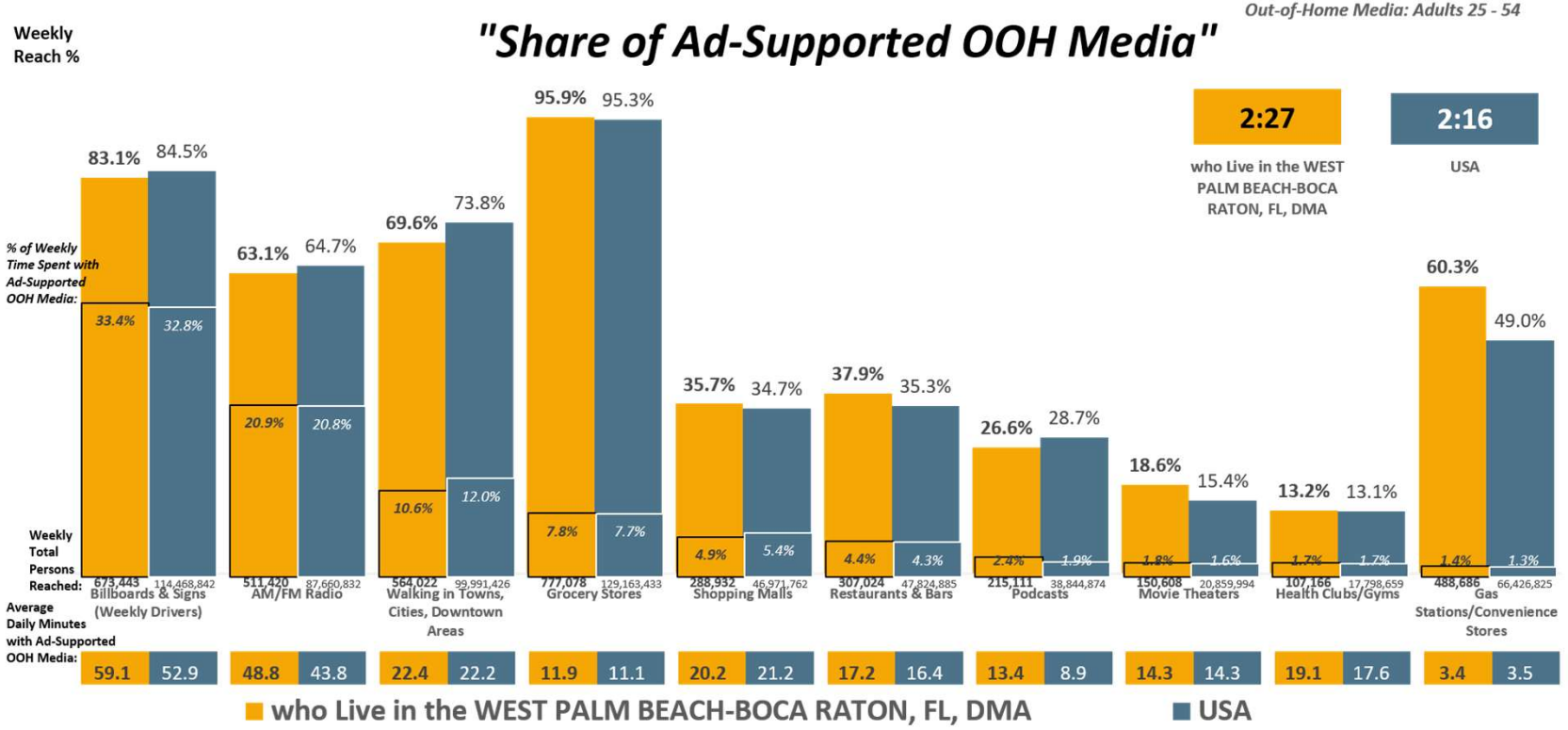


P25-54

673,443 or 83.1% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 59.1 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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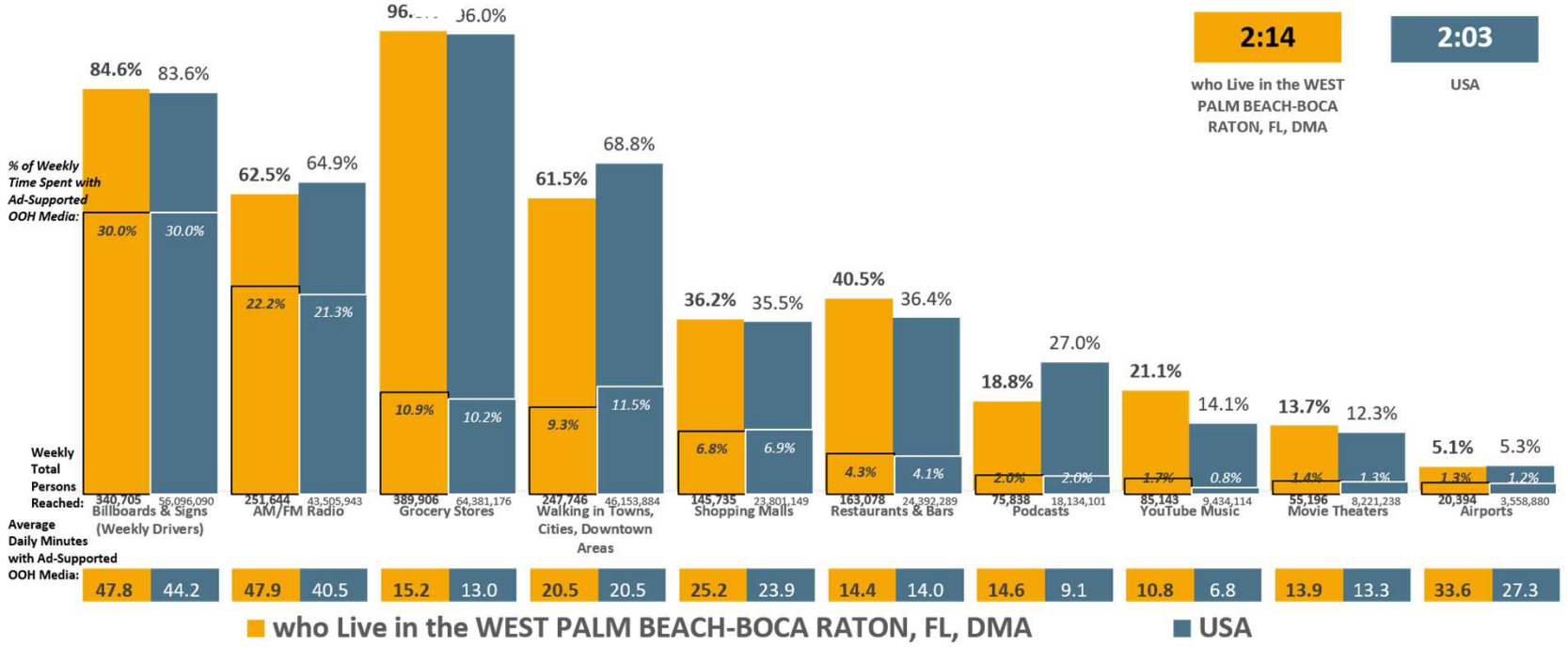


W25-54

340,705 or 84.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 30.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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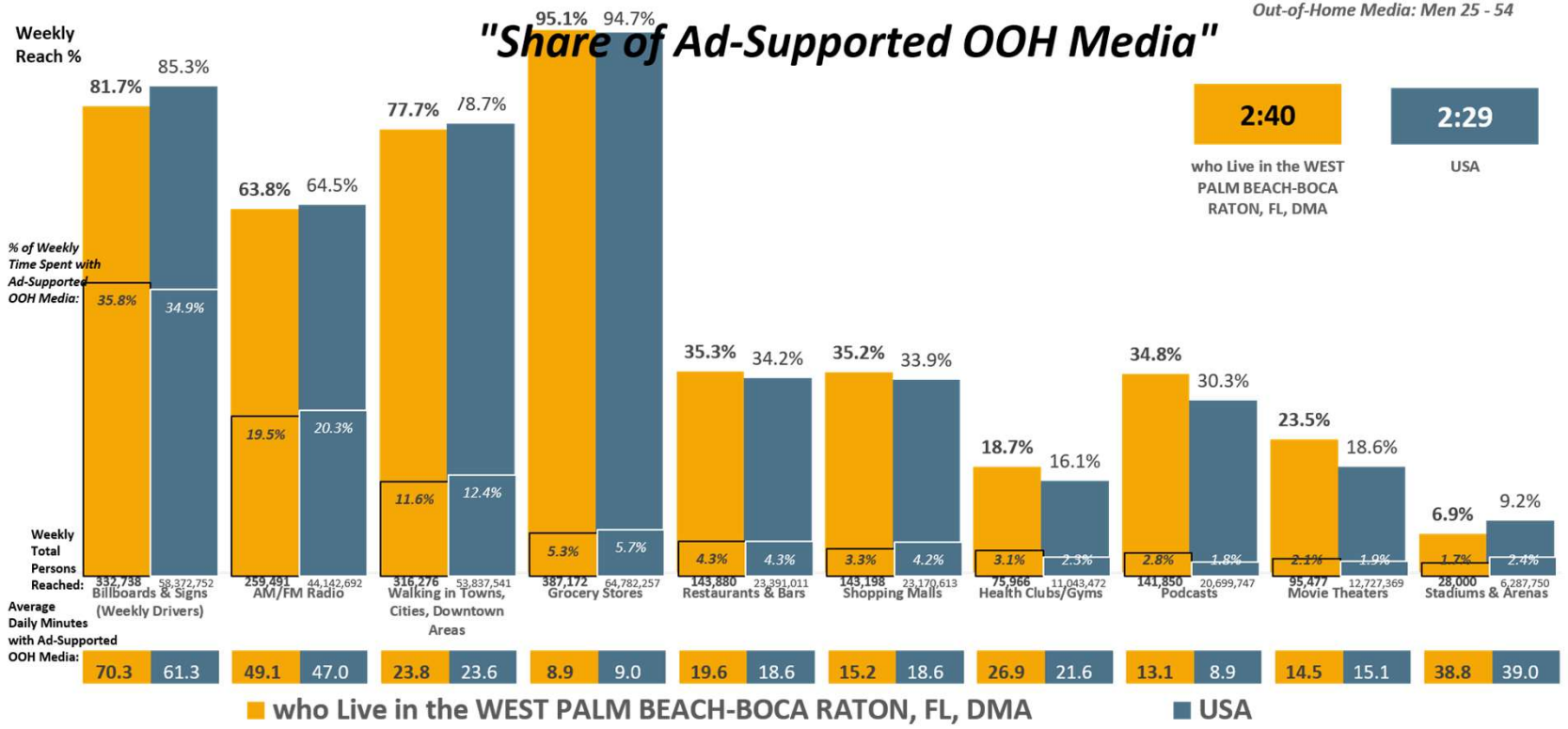


M25-54

332,738 or 81.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 70.3 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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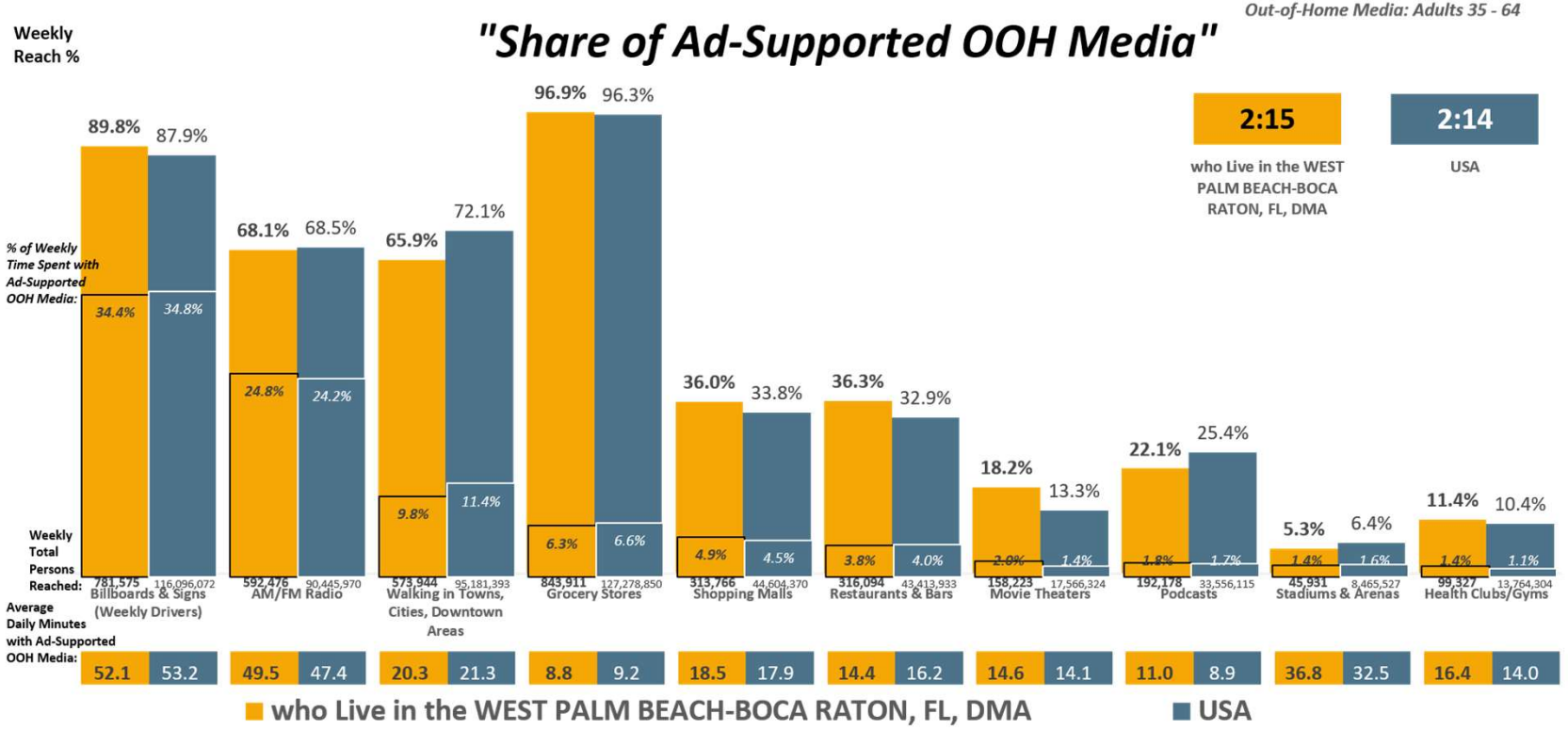


P35-64

781,575 or 89.8% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 52.1 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542 Scarborough R2 2026: Jan25-Jul26 USA Projection Scarborough R2 2026: Jan25-Jul26 Qual Intab 24,329

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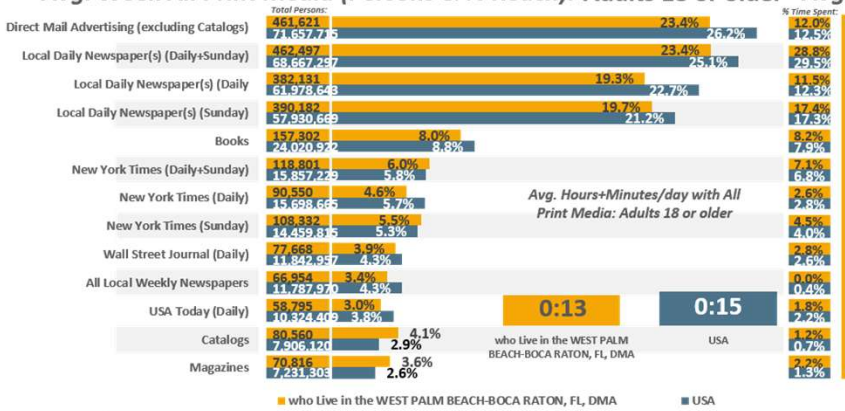
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P18+

462,497 or 23.4% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

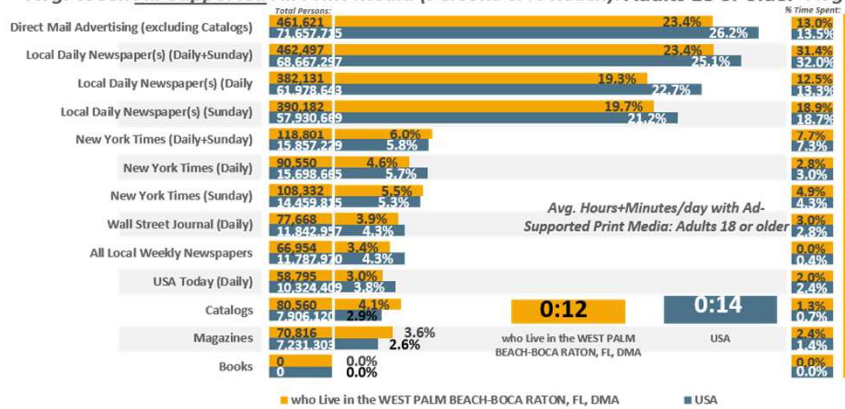
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

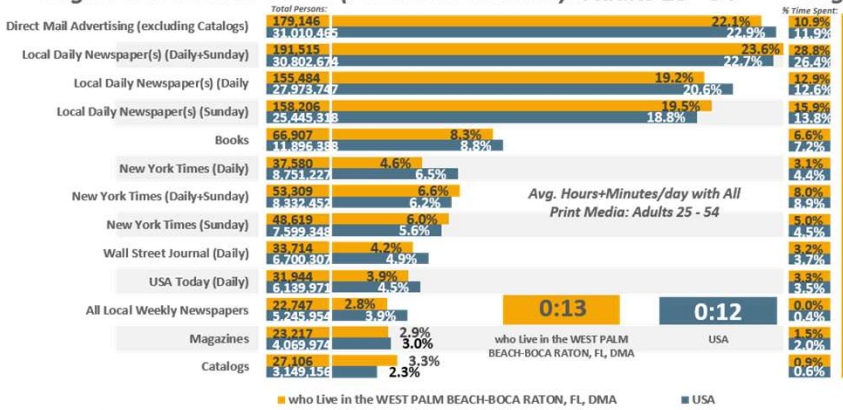
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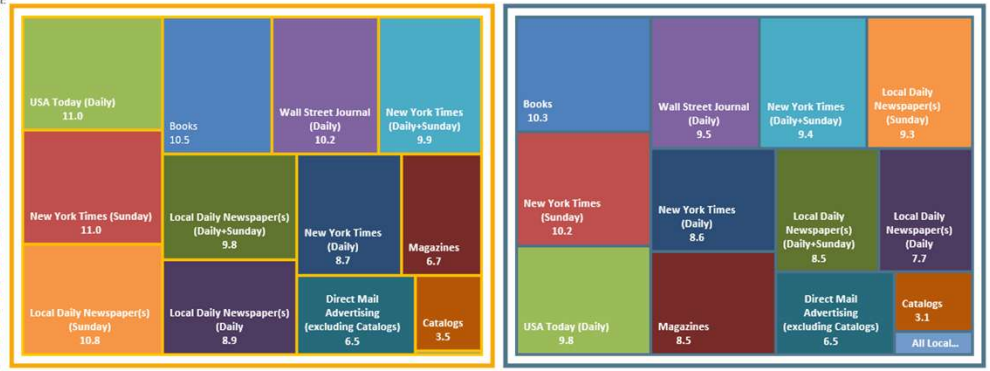


191,515 or 23.6% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

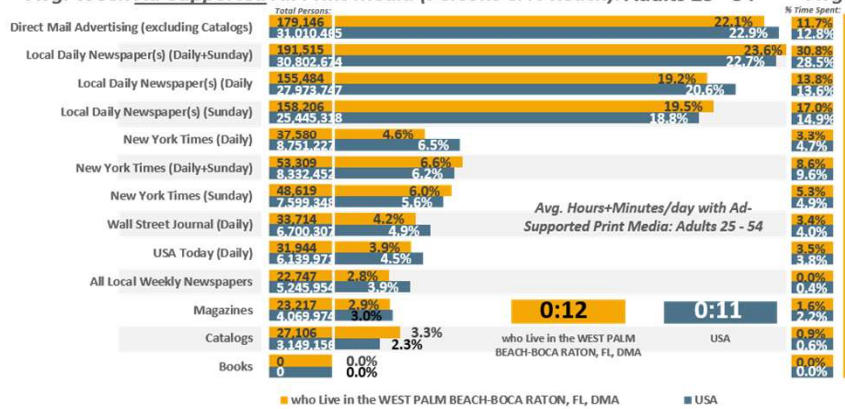
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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



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



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

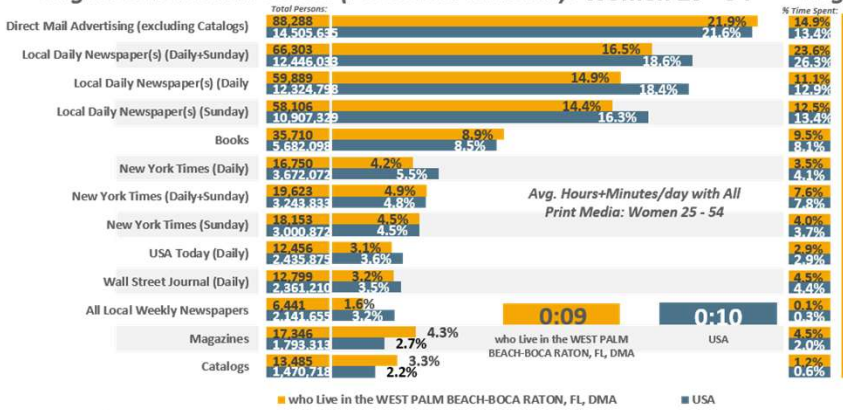
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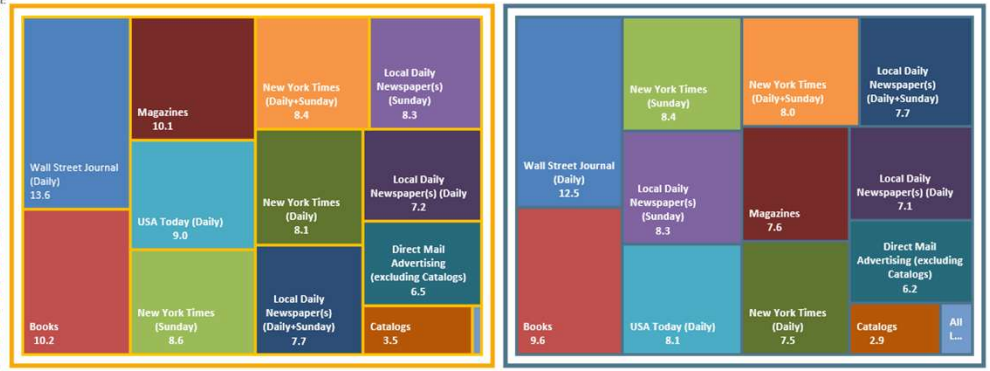


66,303 or 16.5% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

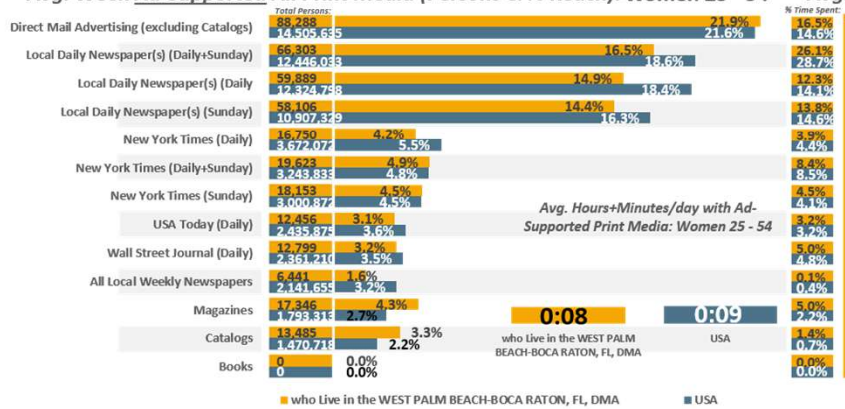
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

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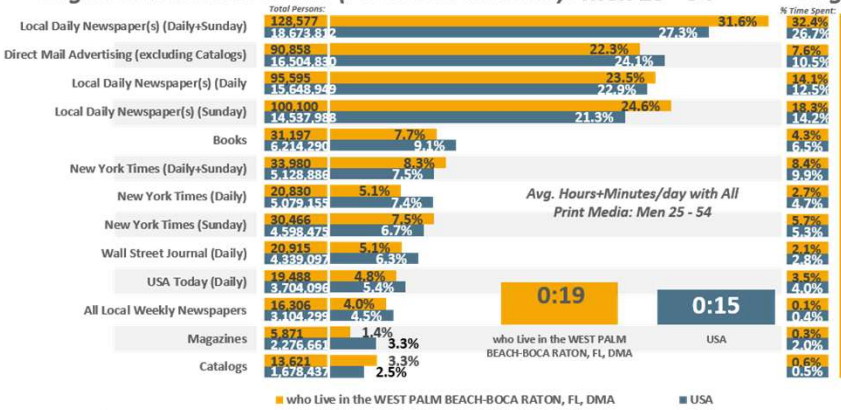
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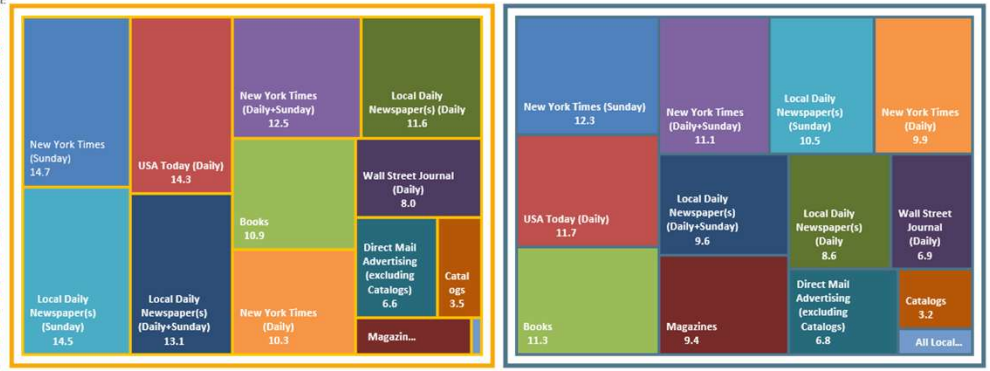
M25-54

128,577 or 31.6% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.1 minutes every day representing 33.9% of all time spent daily with All forms of Print Media.

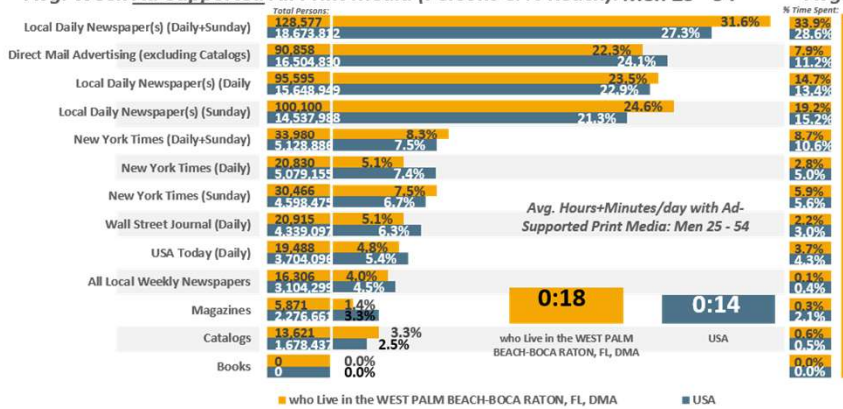
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



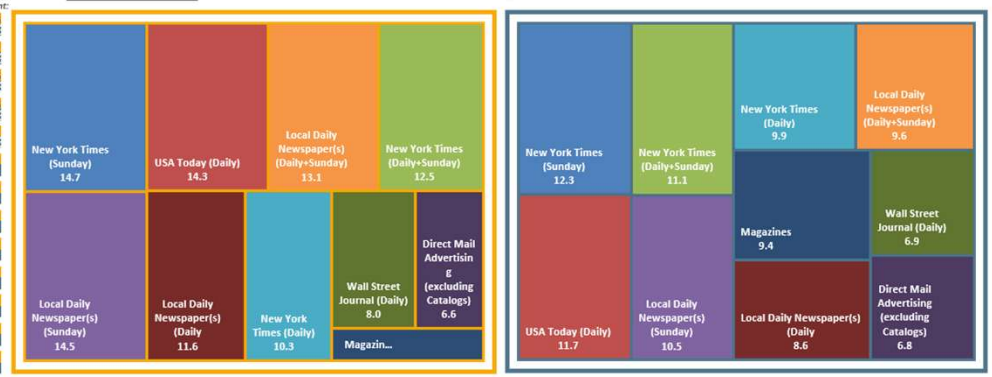
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

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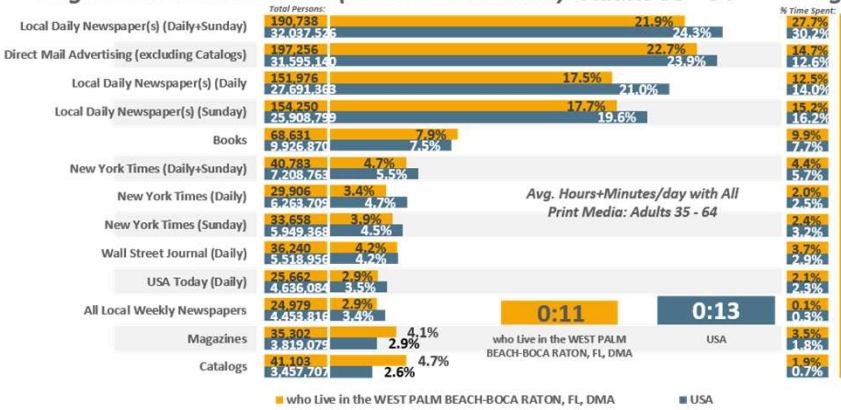
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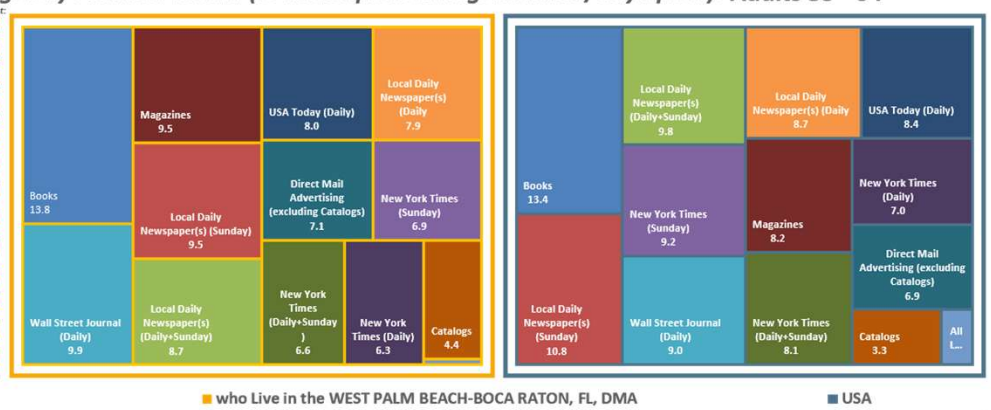
P35-64

190,738 or 21.9% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

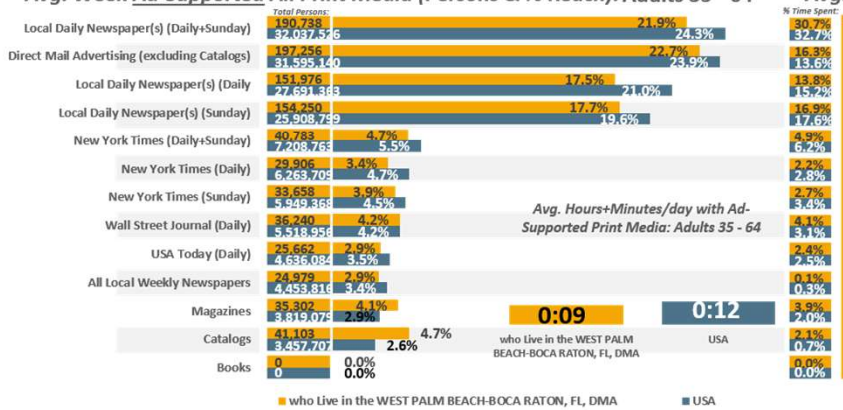
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



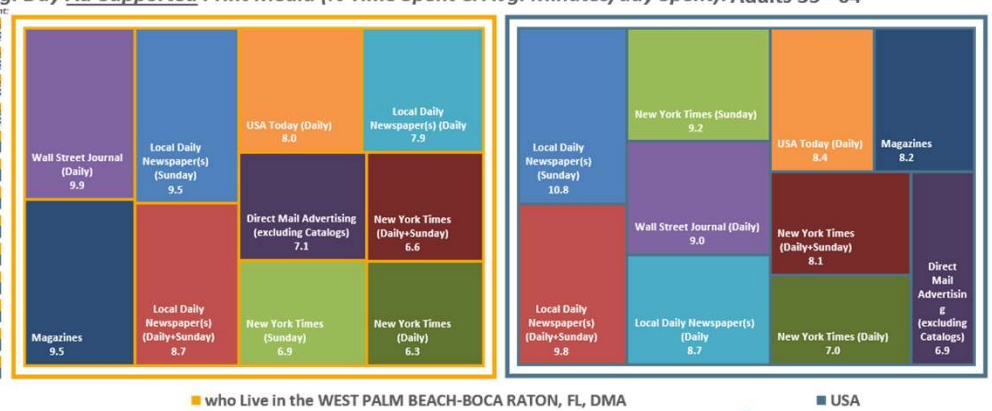
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA *USA Projection* *Scarborough R2 2026: Aug25-Jul26* *Qual Intab* *2,542*

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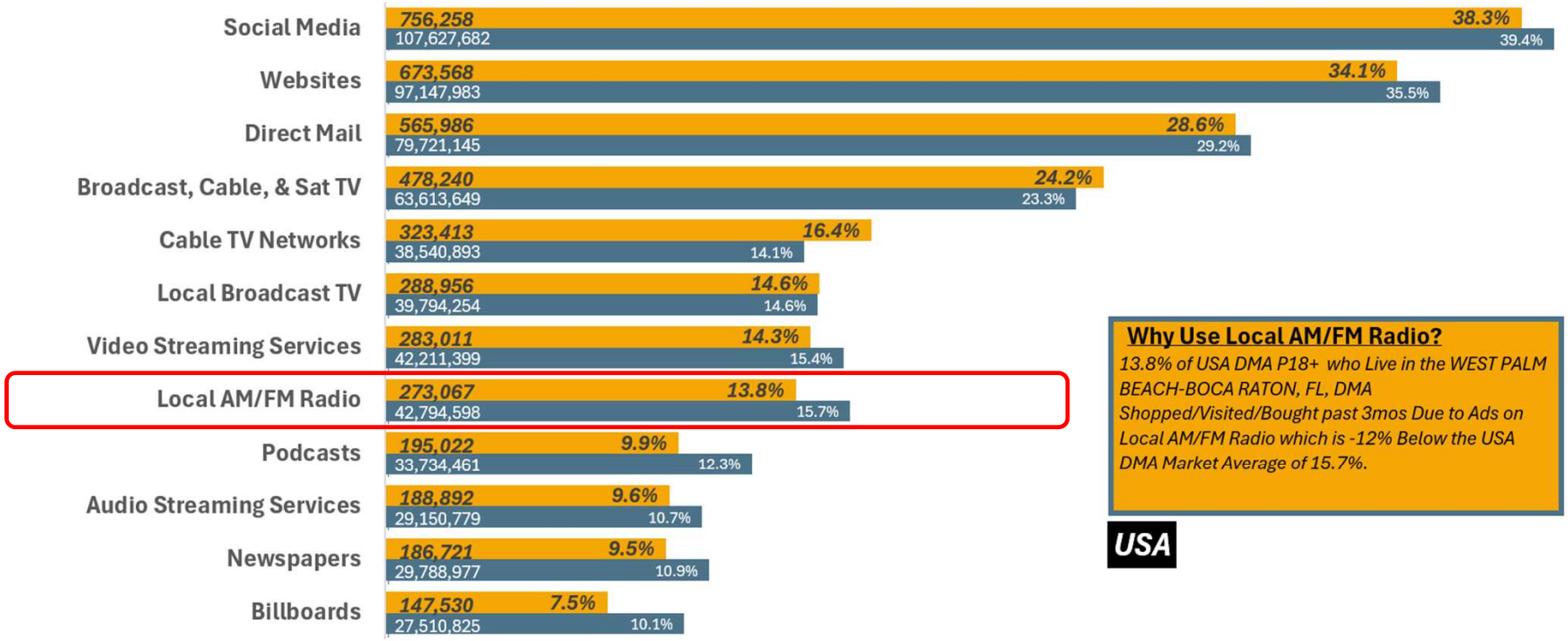
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P18+

"Advertising Actions"

P18+ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.8% of USA DMA P18+ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 24329

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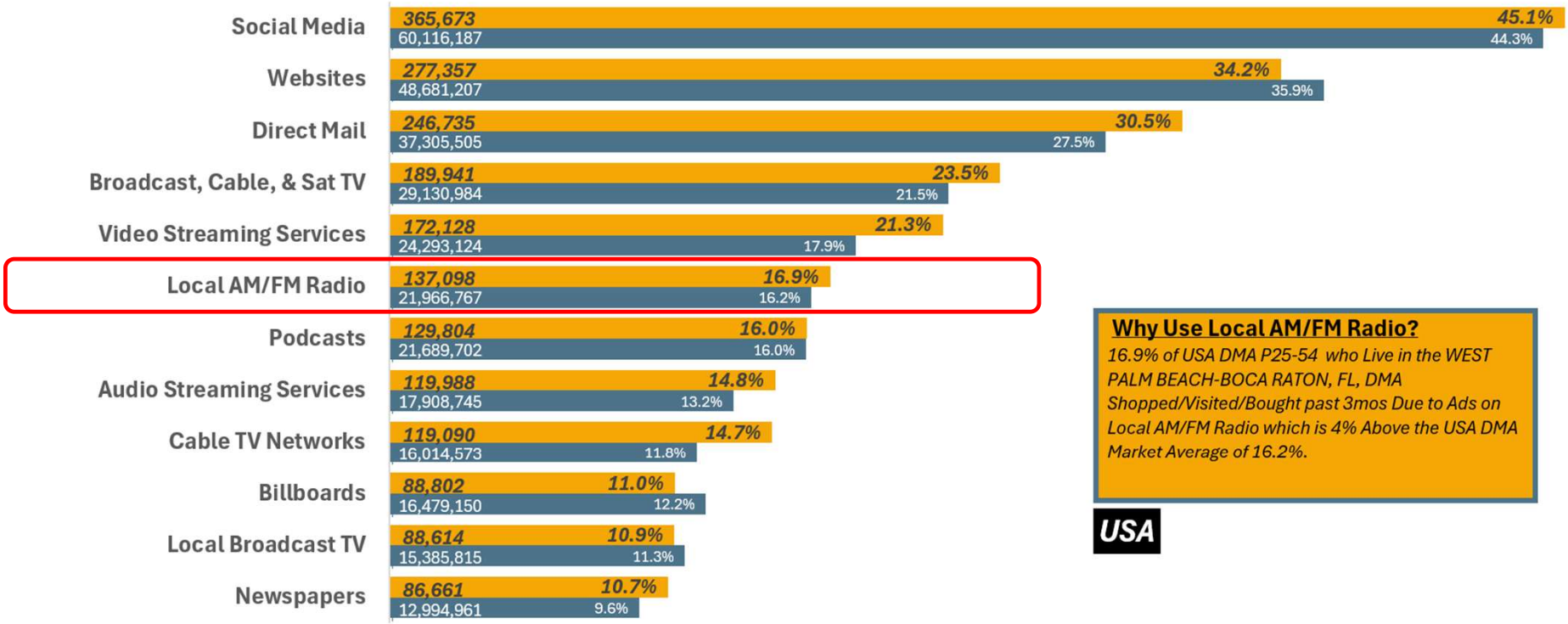
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P25-54

"Advertising Actions"

P25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.9% of USA DMA P25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the USA DMA Market Average of 16.2%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 11096

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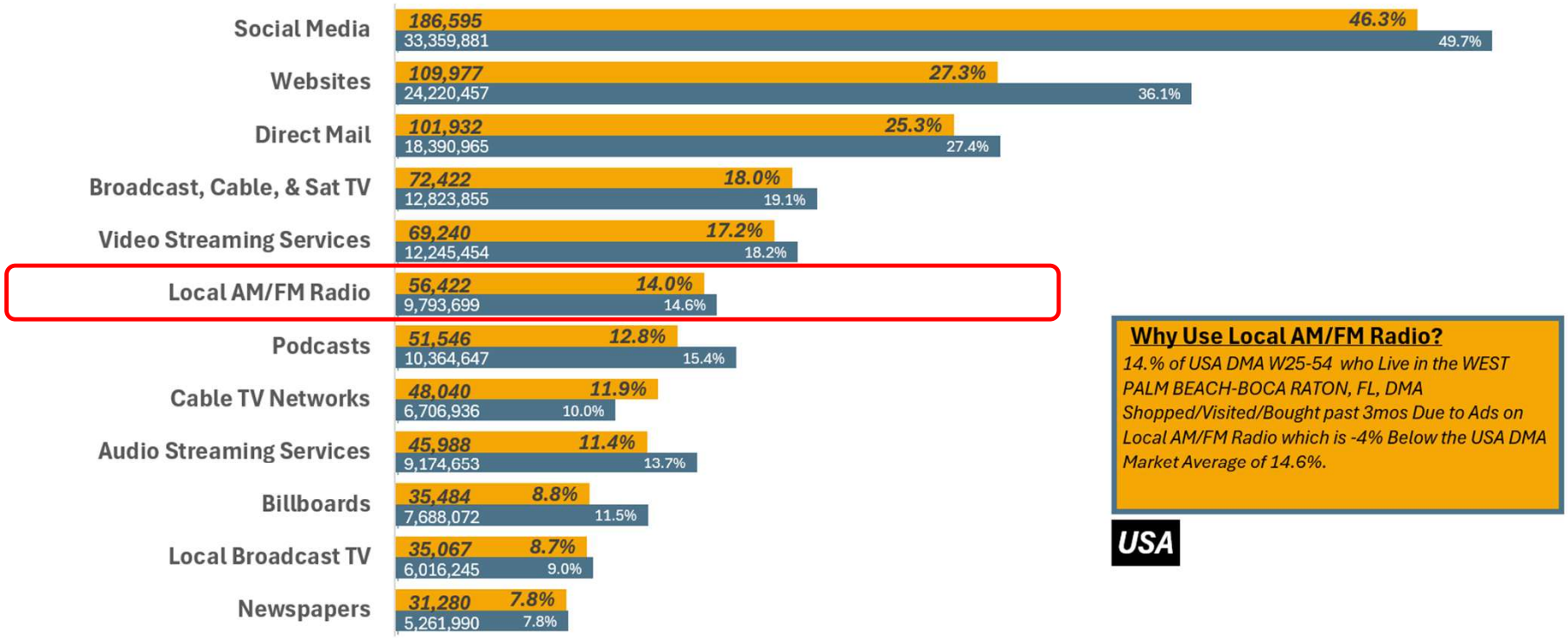
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W25-54

"Advertising Actions"

W25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.% of USA DMA W25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the USA DMA Market Average of 14.6%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 6490

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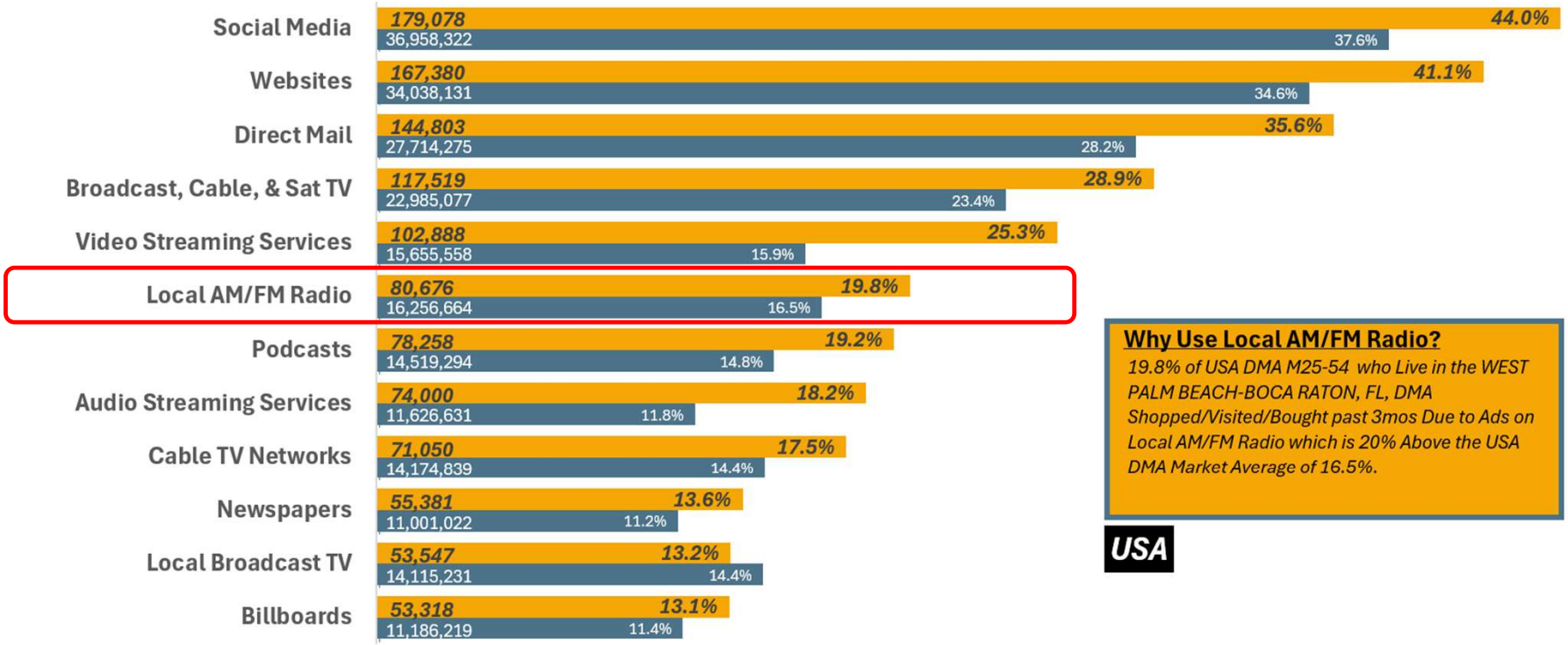
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M25-54

"Advertising Actions"

M25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.8% of USA DMA M25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the USA DMA Market Average of 16.5%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 6580

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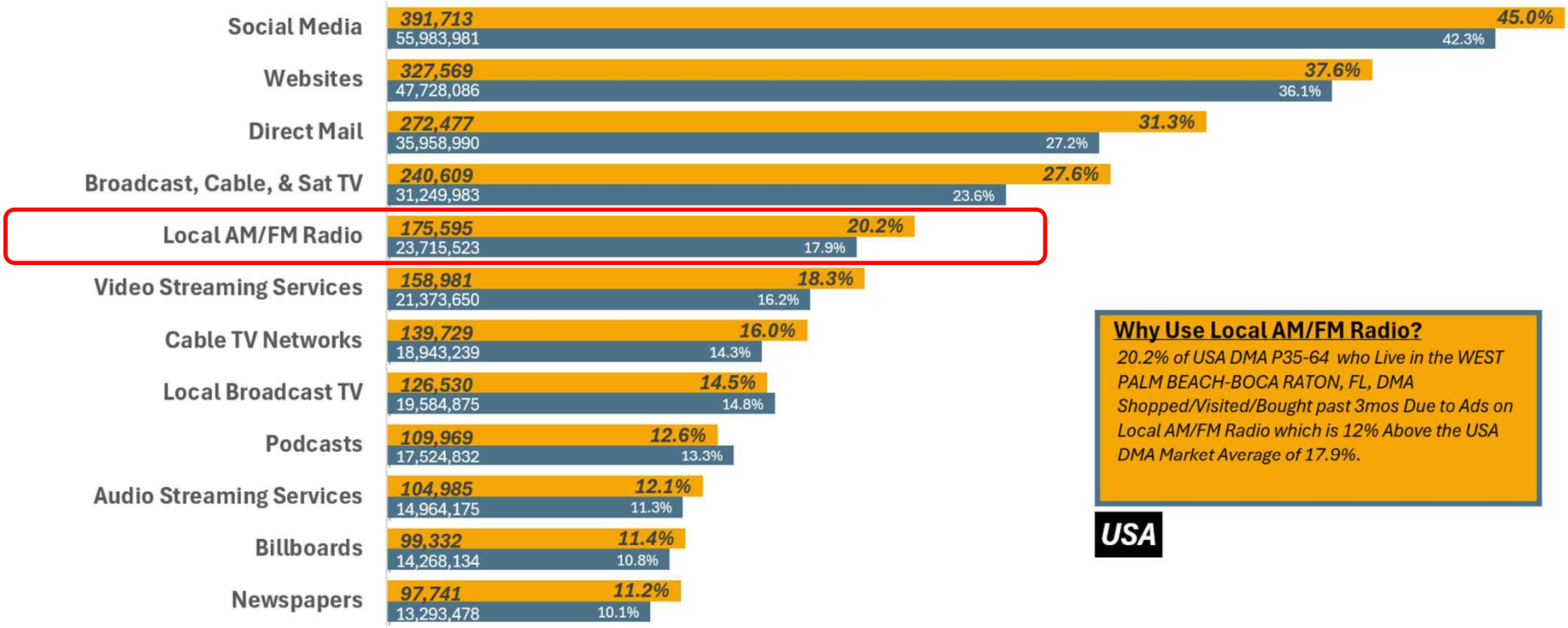
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P35-64

"Advertising Actions"

P35-64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.2% of USA DMA P35-64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the USA DMA Market Average of 17.9%.

USA

USA DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 12406

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