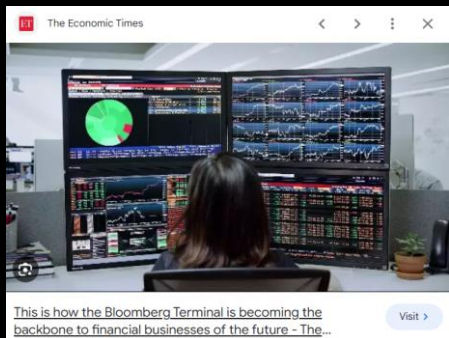


USA – WEST PALM BEACH-BOCA RATON DMA as of February 2024!

Complete Demographic & Media Use Profiles



Complete Demographic,
Psychographic, and Total
Media Usage Profiles of
the P18+, P25-64, P35+
Residents of the West Palm
Beach-Boca Raton, FL, DMA
vs. Same Demos of USA Avg.



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





West Palm Beach-Boca Raton DMA

P18+

.7% or 1,850,353 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 53.5 years old
(10.6% older than average) and have a \$96,455 (7.7% higher than average) annual household income.

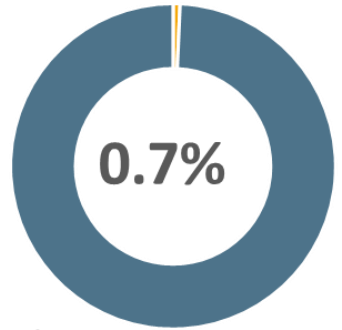


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

1,850,353 266,291,410

%M vs. %F:

Average Age:

Persons:

47.9%

49.0%

52.1%

51.0%

52.8

48.1

54.2

48.6

885,597

131,385,2...

964,756

136,756,4...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Adults 18 or older

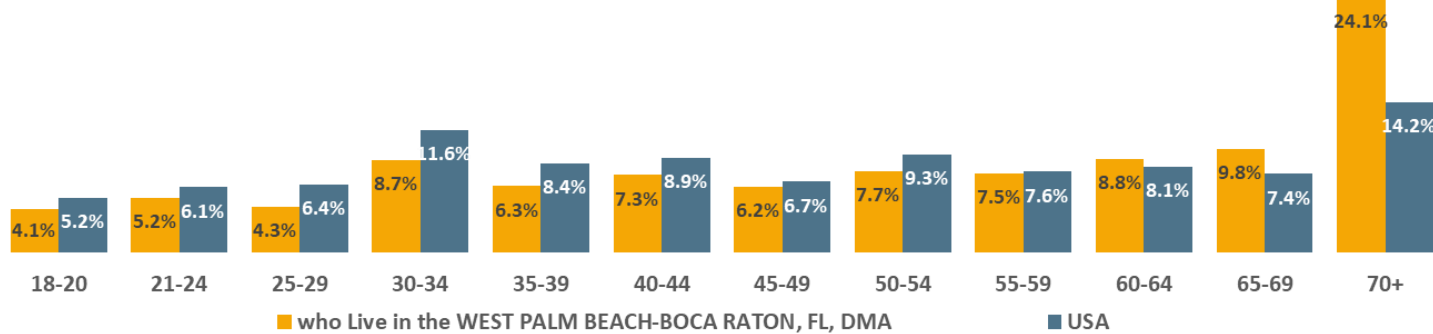
Average Age:

53.5

48.4

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

■ USA

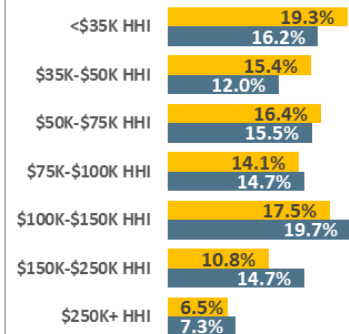


■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

■ USA



HHI of Target vs. Market:



Avg HHI:

\$96,455

\$89,598



West Palm Beach-Boca Raton DMA

P25-64

.6% or 1,051,667 of USA Adults 25 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 46.3 years old (3.4% older than average) and have a \$105,296 (7.5% higher than average) annual household income.

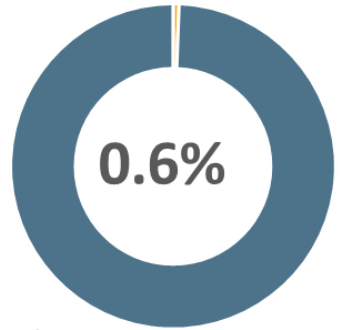


Percent of Market: Adults 25 - 64



Gender of Target vs. Market: Adults 25 - 64

Ethnicity of Target vs. Market:



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

Total Persons:

1,051,667 178,673,810

%M vs. %F:

Average Age:

Persons:

48.9%

50.0%

51.1%

50.0%

46.0

44.6

46.5

44.8

514,642

89,829,919

537,025

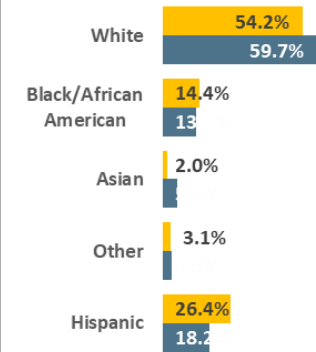
89,895,558

Men

Men

Women

Women



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

Age Cell Demographics of Target vs. Market:

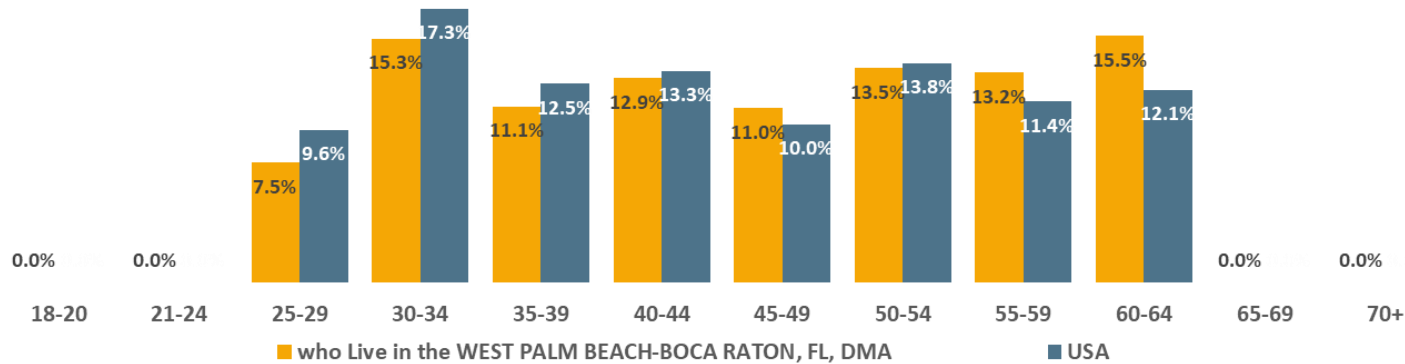
Average Age:

Adults 25 - 64

46.3

44.7

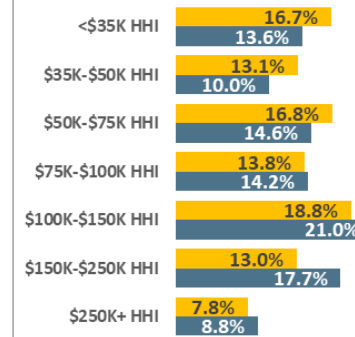
■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA



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



HHI of Target vs. Market:



Avg HHI:

\$105,296

\$97,941



West Palm Beach-Boca Raton DMA

P35+

.8% or 1,437,711 of USA Adults 35 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 61.2 years old
(6.8% older than average) and have a \$100,896 (9.3% higher than average) annual household income.

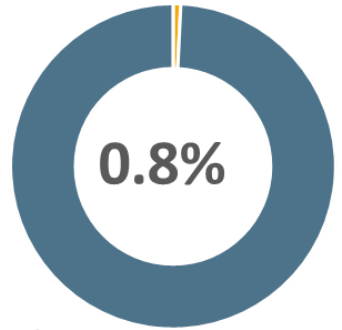


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



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

Total Persons:

1,437,711 188,051,244

%M vs. %F:

46.9%

48.1%

Average Age:

60.8

56.8

Persons:

674,340

91,207,059

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Adults 35 or older

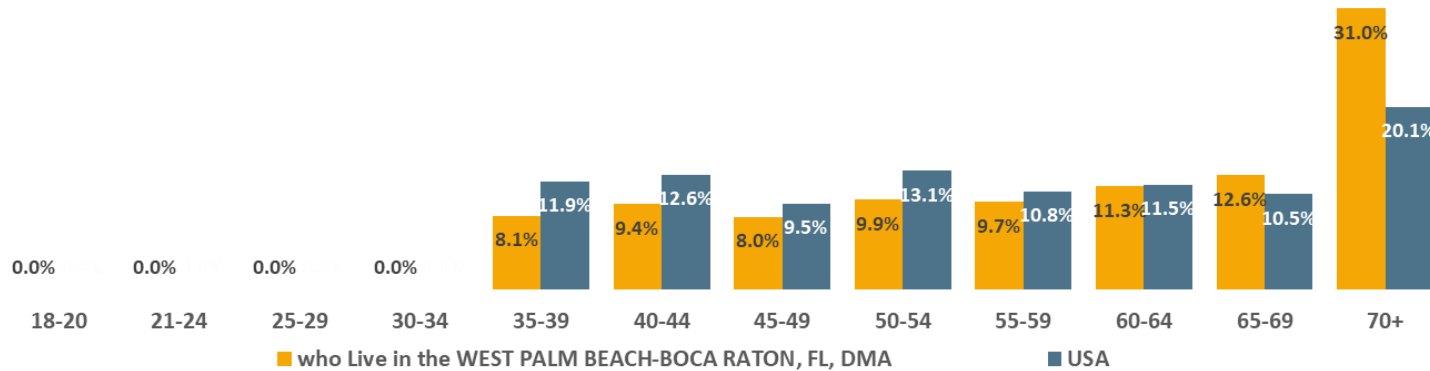
Average Age:

61.2

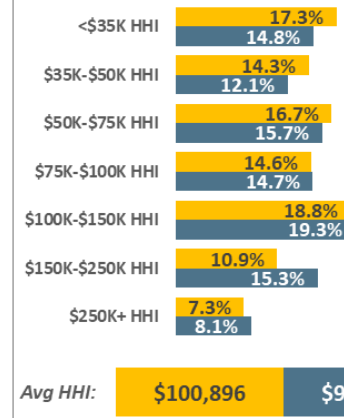
57.3

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

■ USA



HHI of Target vs. Market:



Avg HHI:

\$100,896 \$92,303



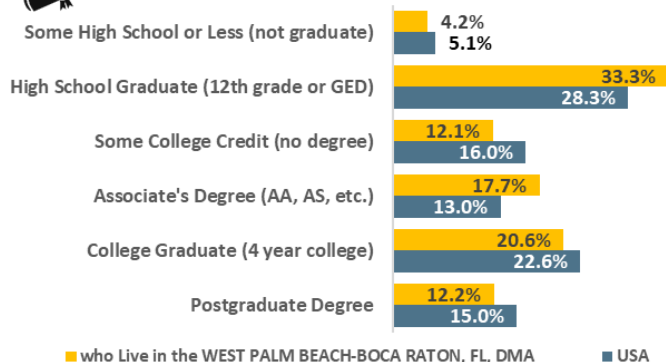
West Palm Beach-Boca Raton DMA

P18+

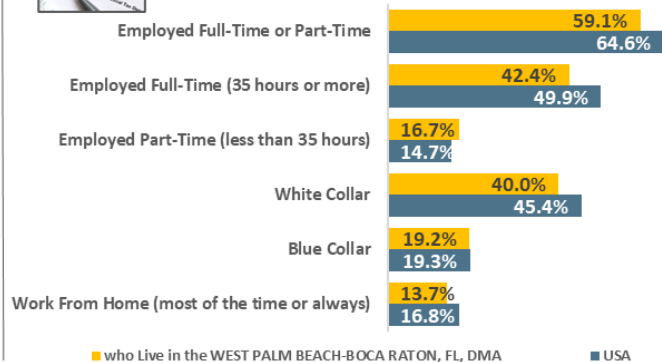
.7% or 1,850,353 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 12.8% less likely to be a college graduate, 15.% less likely to work full-time, 3.% less likely to be married, 13.6% less likely to be a parent of 1 or more children under 18.



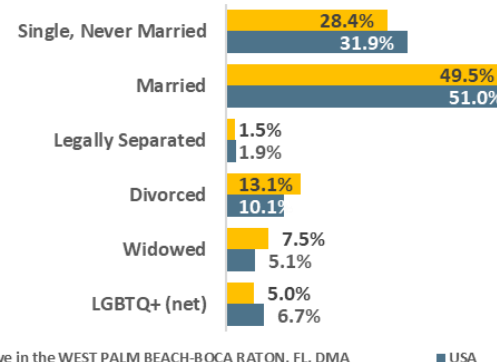
Education Levels: Adults 18 or older



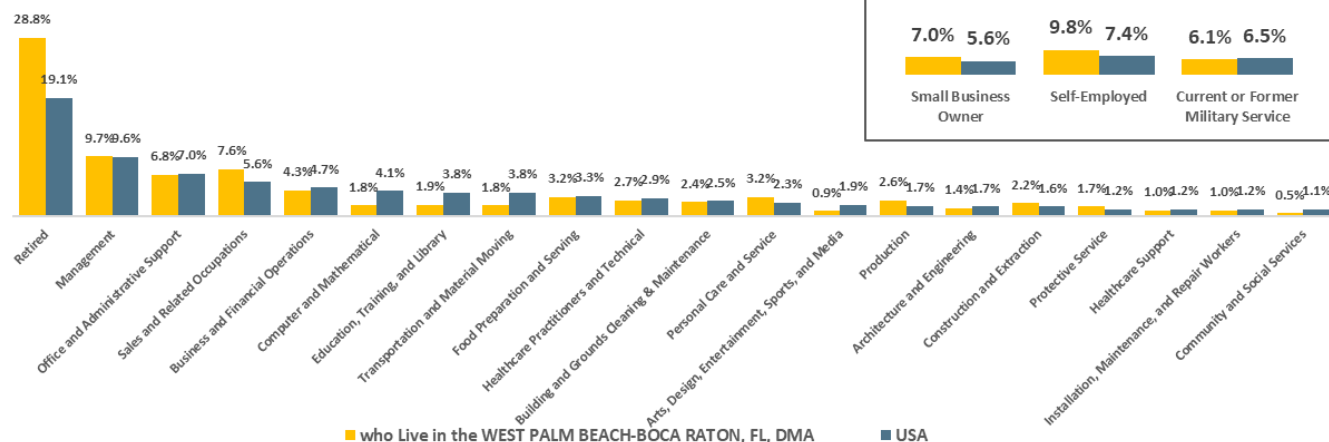
Employment: Adults 18 or older



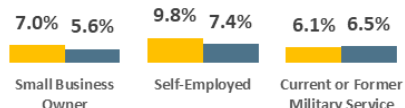
Marital Status: Adults 18 or older



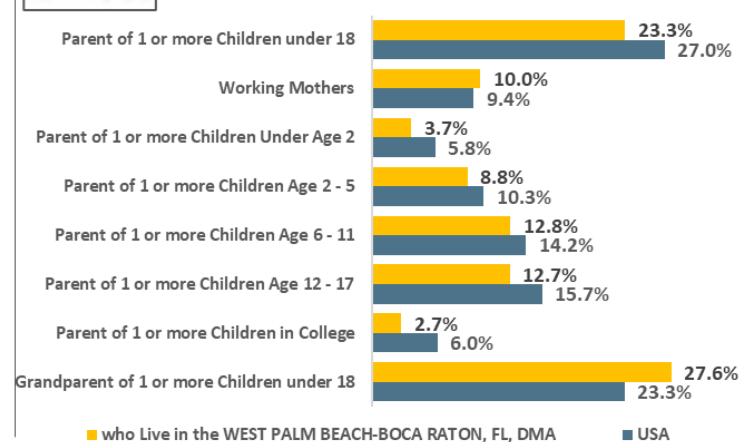
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older





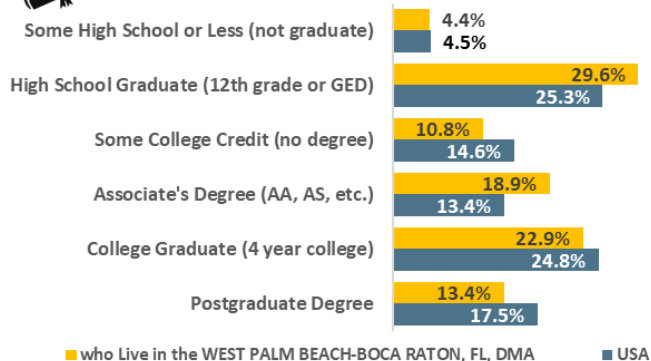
West Palm Beach-Boca Raton DMA

P25-64

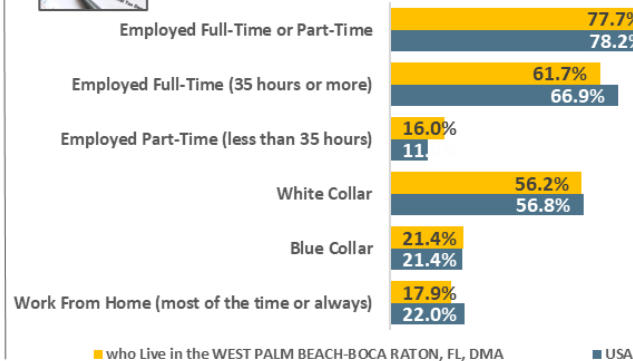
.6% or 1,051,667 of USA Adults 25 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 14.1% less likely to be a college graduate, 7.7% less likely to work full-time, 6.6% less likely to be married, .5% more likely to be a parent of 1 or more children under 18.



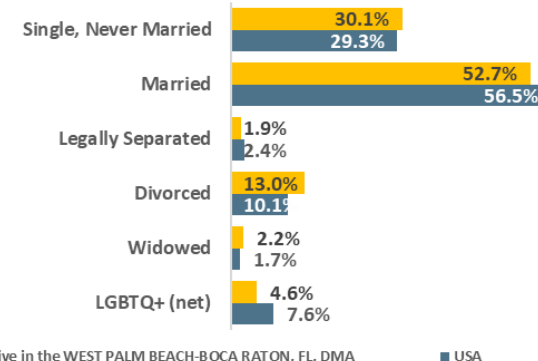
Education Levels: Adults 25 - 64



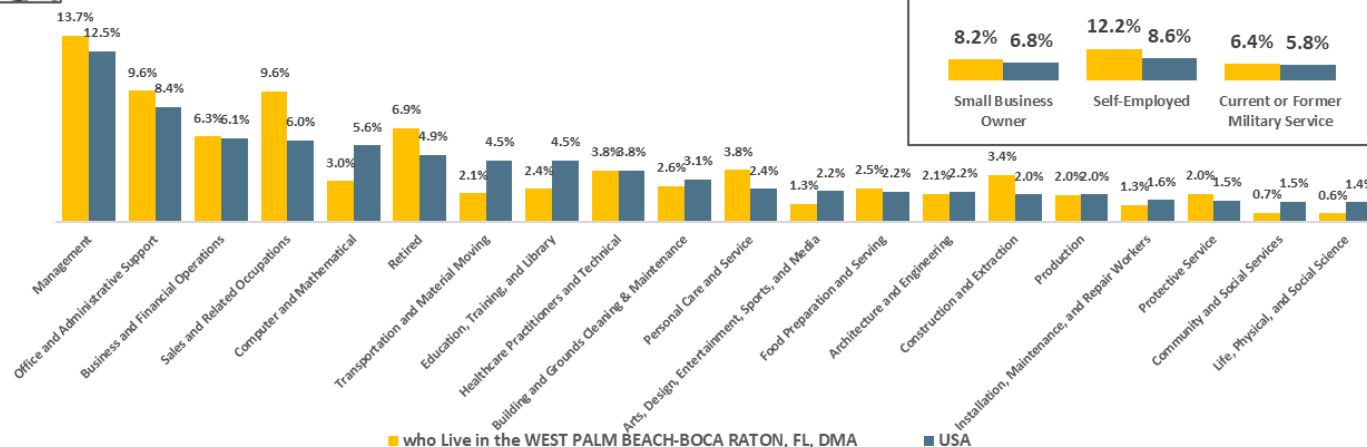
Employment: Adults 25 - 64



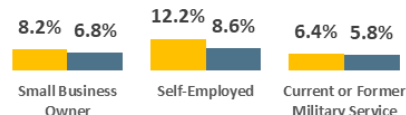
Marital Status: Adults 25 - 64



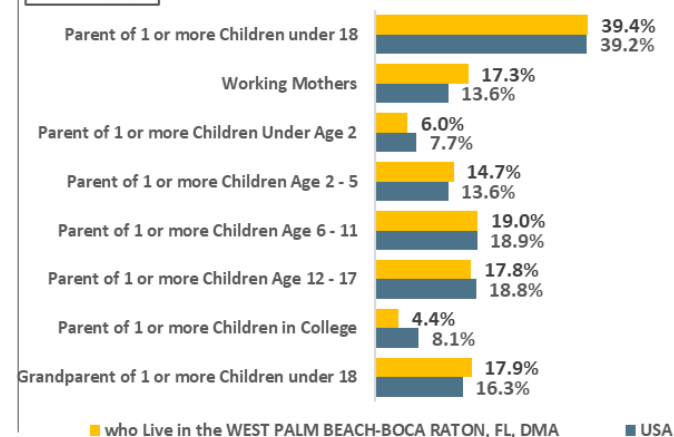
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience



Stage in Life: Adults 25 - 64





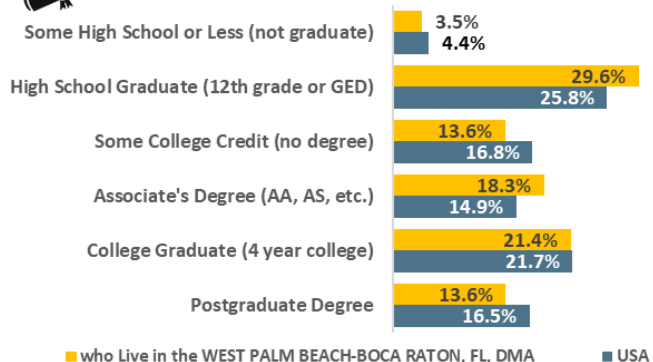
West Palm Beach-Boca Raton DMA

P35+

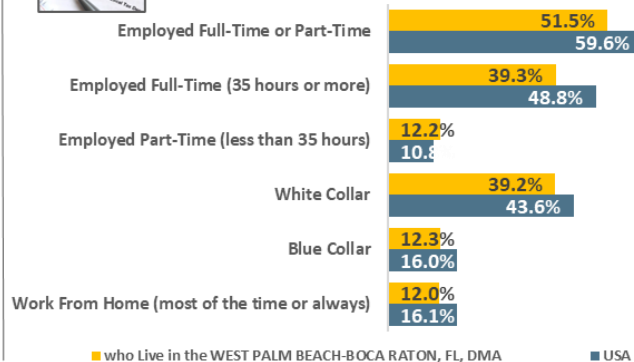
.8% or 1,437,711 of USA Adults 35 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 8.2% less likely to be a college graduate, 19.6% less likely to work full-time, 6.5% less likely to be married, 7.1% more likely to be a grandparent of 1 or more children under 18.



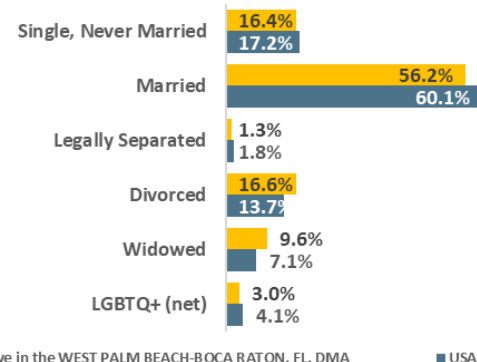
Education Levels: Adults 35 or older



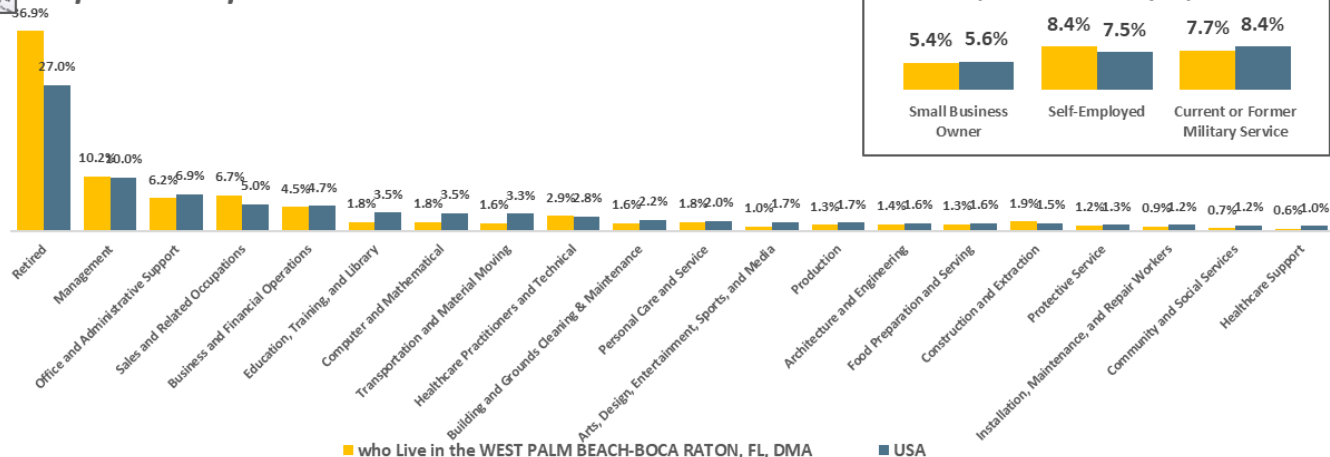
Employment: Adults 35 or older



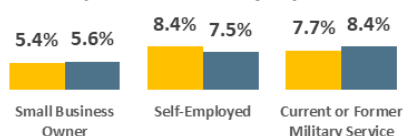
Marital Status: Adults 35 or older



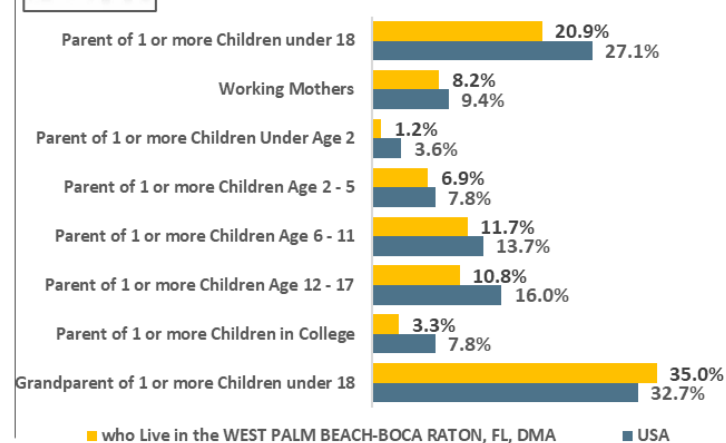
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 35 or older





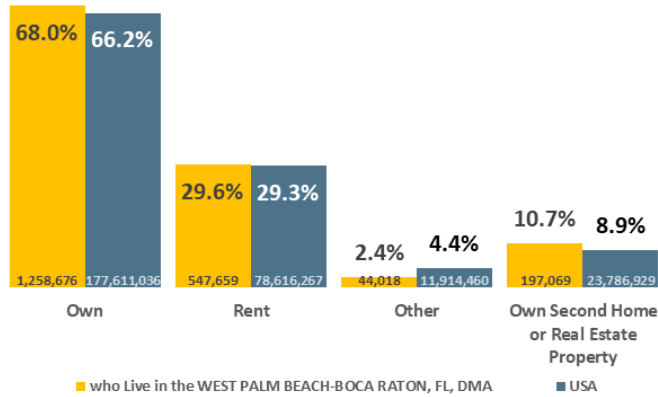
West Palm Beach-Boca Raton DMA

P18+

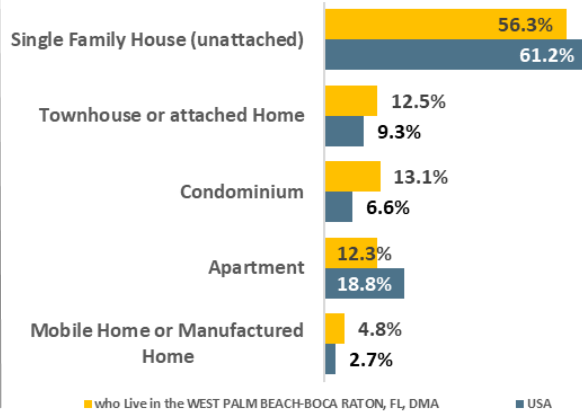
.7% or 1,850,353 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 2.7% more likely to own their home, 15.3% more likely to own a higher valued home, 8.% less likely to have a single-family home, 7.9% less likely to have a dog.



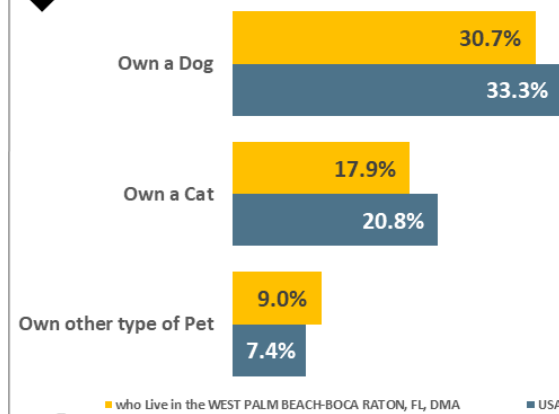
Own/Rent/Other: Adults 18 or older



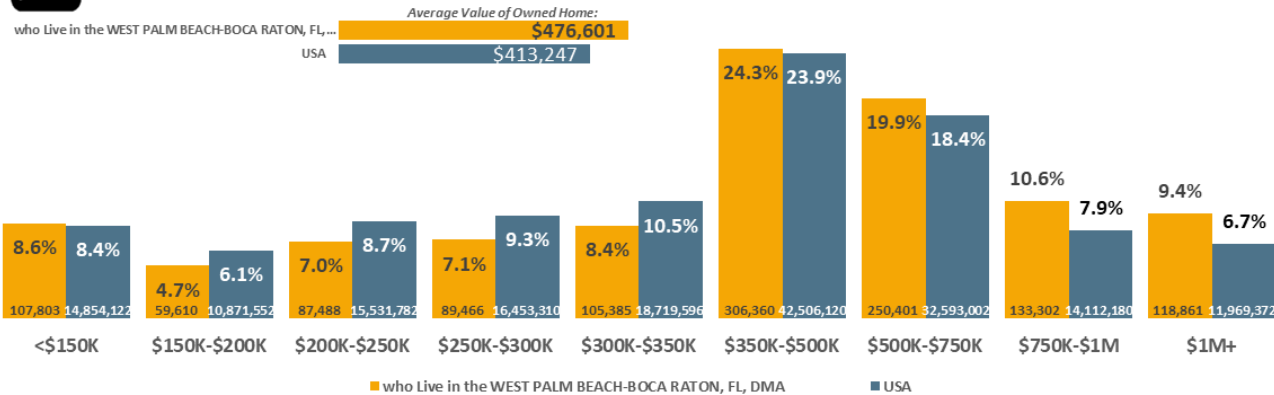
Type of Home: Adults 18 or older



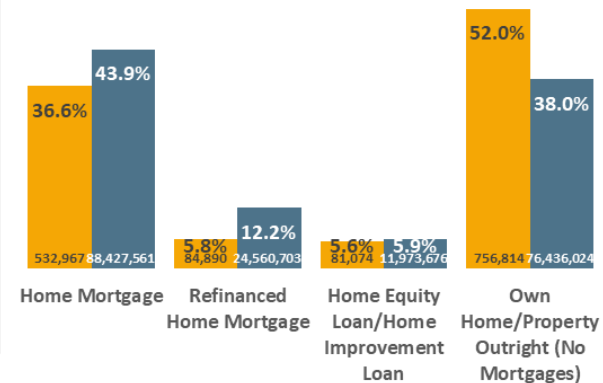
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older





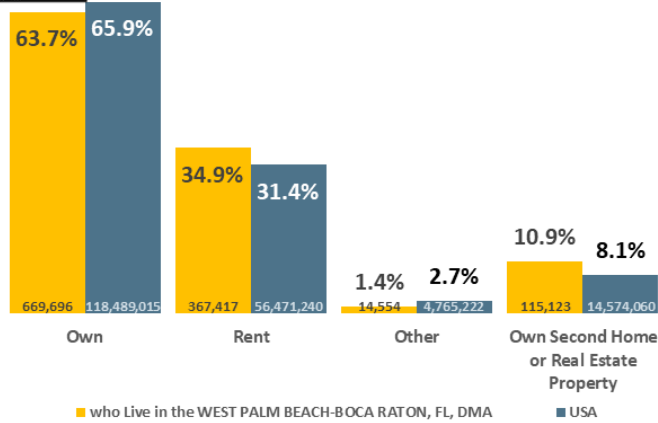
West Palm Beach-Boca Raton DMA

P25-64

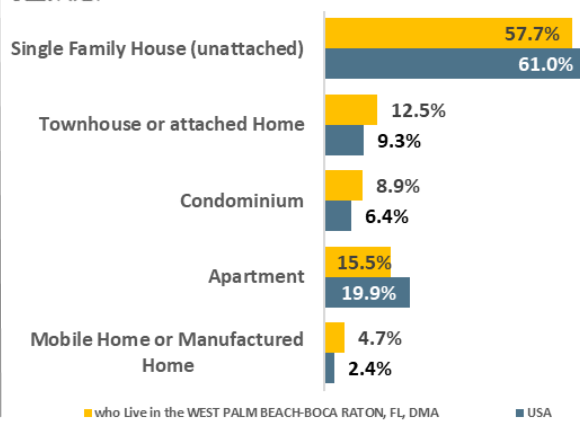
.6% or 1,051,667 of USA Adults 25 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 3.4% less likely to own their home, 18.2% more likely to own a higher valued home, 5.4% less likely to have a single-family home, 6.1% more likely to have a dog.



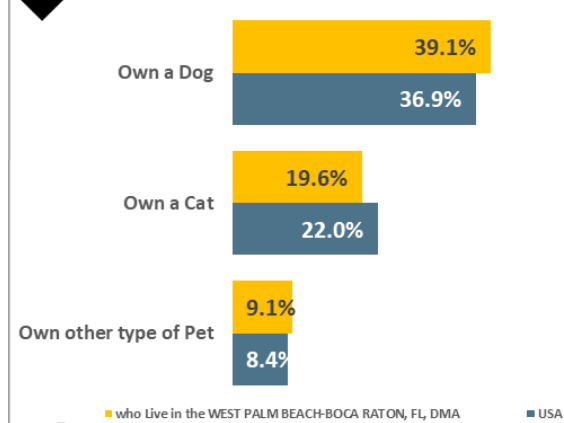
Own/Rent/Other: Adults 25 - 64



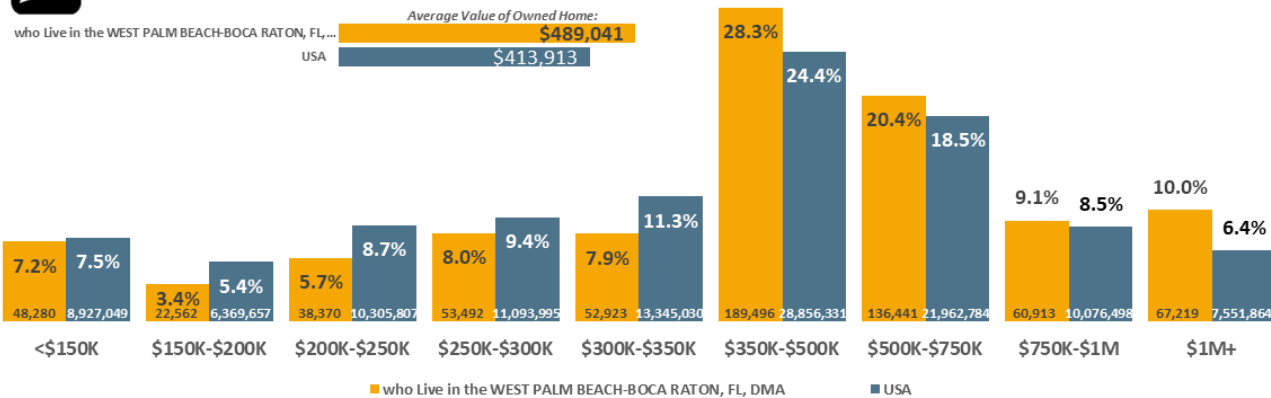
Type of Home: Adults 25 - 64



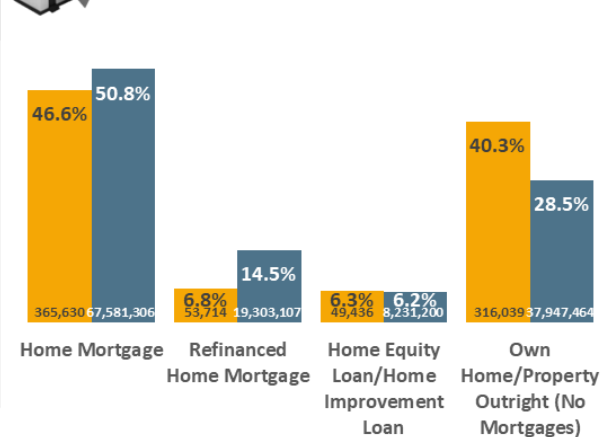
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64





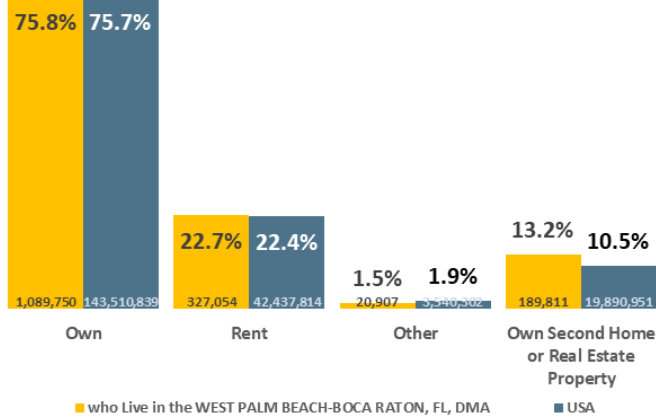
West Palm Beach-Boca Raton DMA

P35+

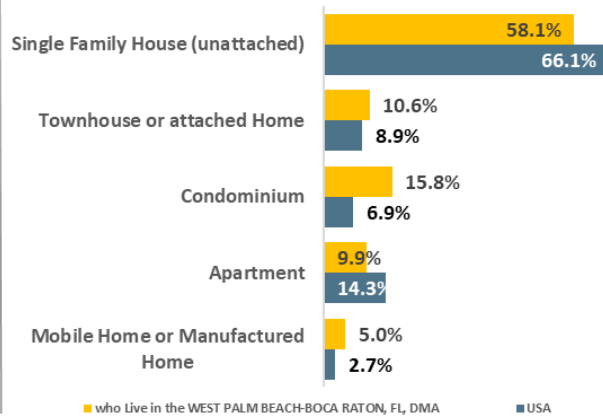
.8% or 1,437,711 of USA Adults 35 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .1% more likely to own their home, 13.7% more likely to own a higher valued home, 12.2% less likely to have a single-family home, 13.7% less likely to have a dog.



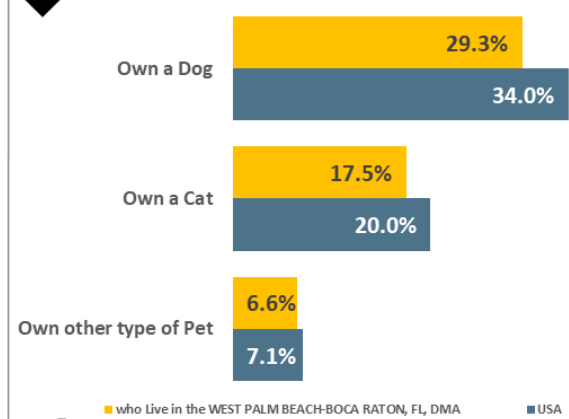
Own/Rent/Other: Adults 35 or older



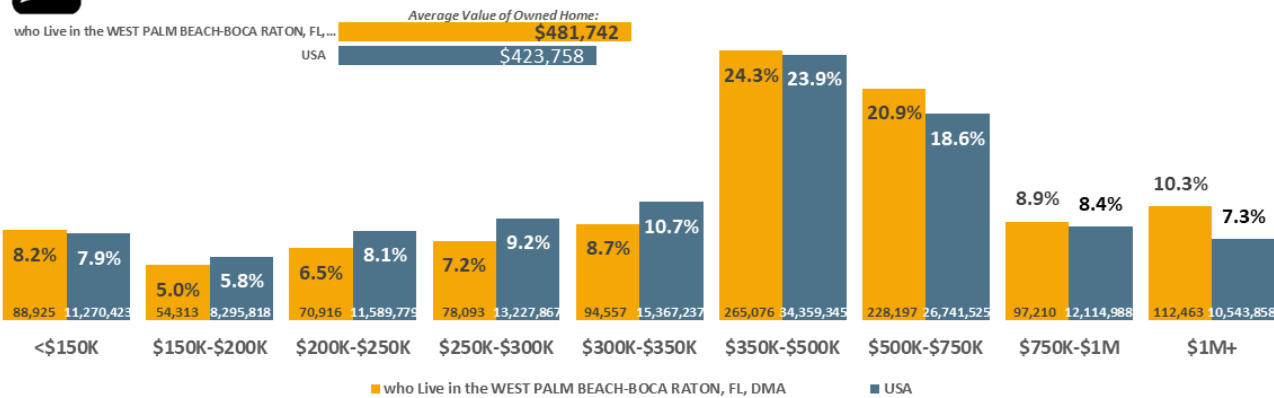
Type of Home: Adults 35 or older



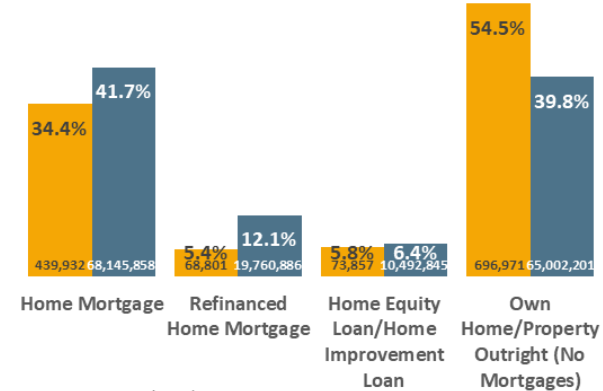
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older





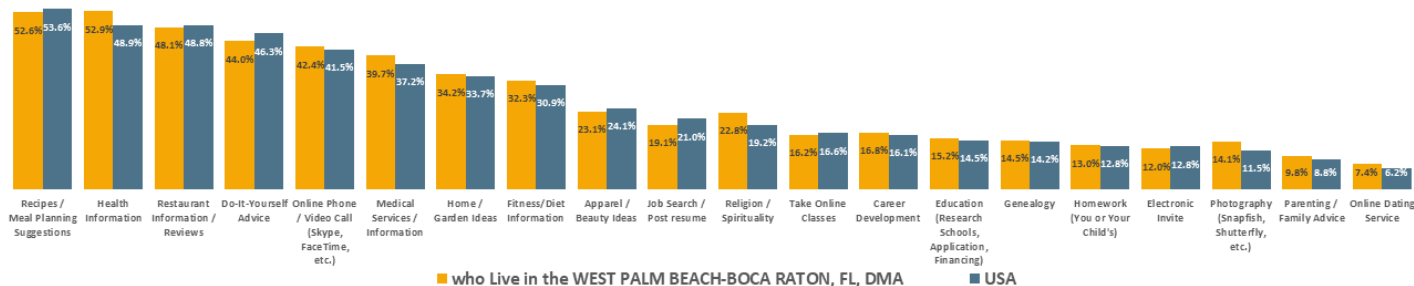
West Palm Beach-Boca Raton DMA

P18+

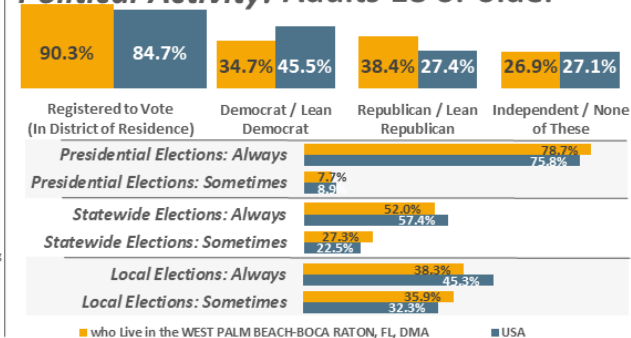
.7% or 1,850,353 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.% less likely to look up D-I-Y advice online, 15.6% less likely to always vote in local elections, 11.% less likely to belong to a gym, .2% less likely to fly domestic past yr.



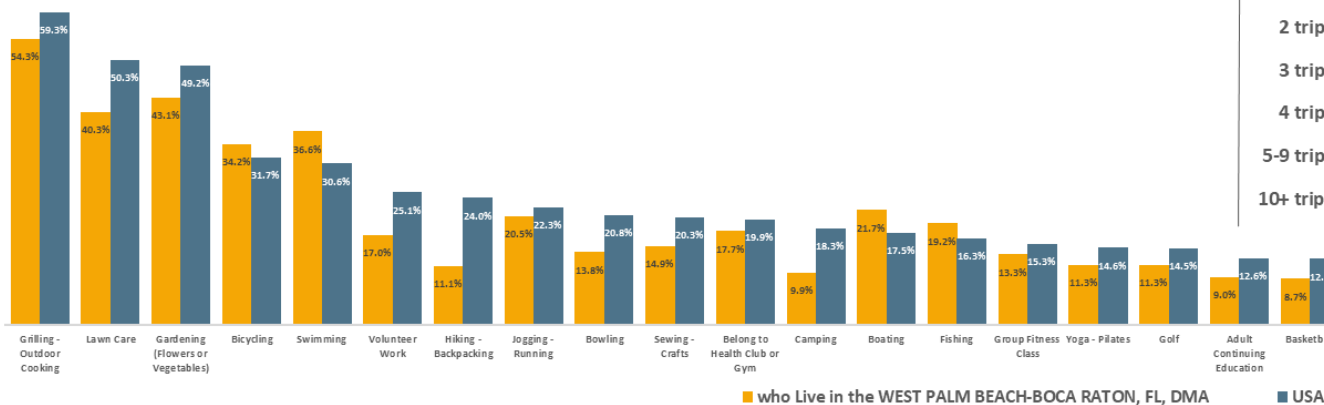
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



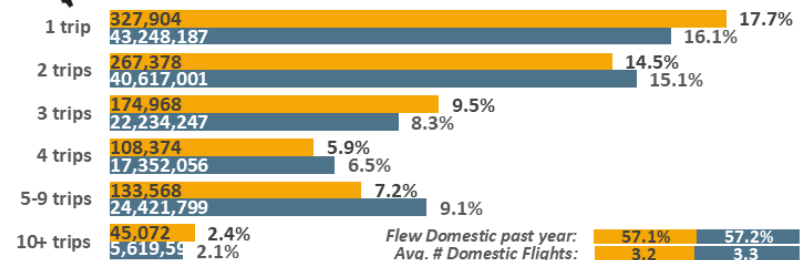
Political Activity: Adults 18 or older



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



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





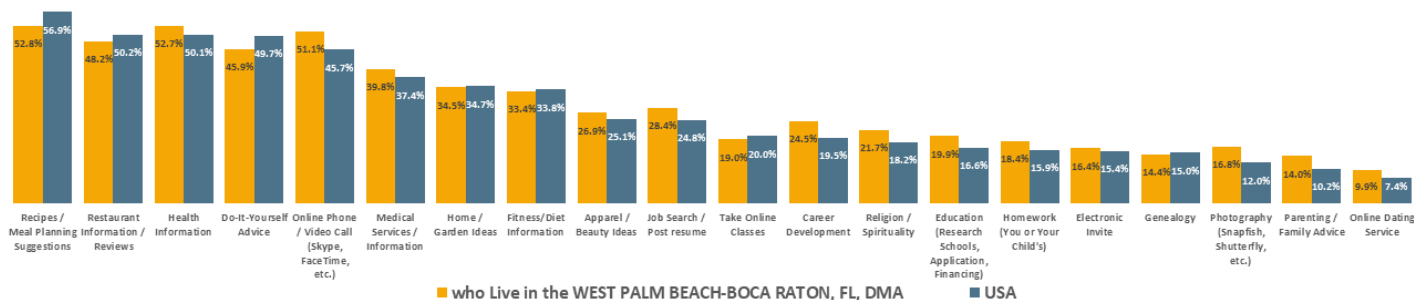
West Palm Beach-Boca Raton DMA

P25-64

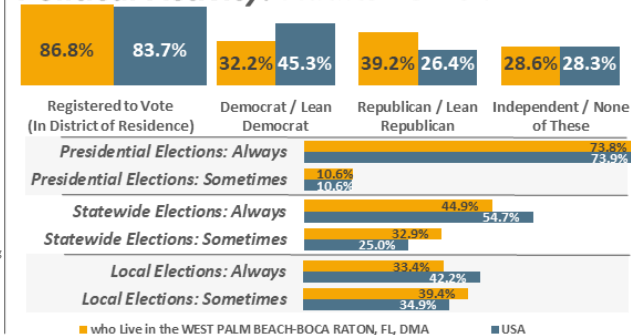
.6% or 1,051,667 of USA Adults 25 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.8% less likely to look up D-I-Y advice online, 20.8% less likely to always vote in local elections, 1.1% more likely to belong to a gym, 6.9% less likely to fly domestic past yr.



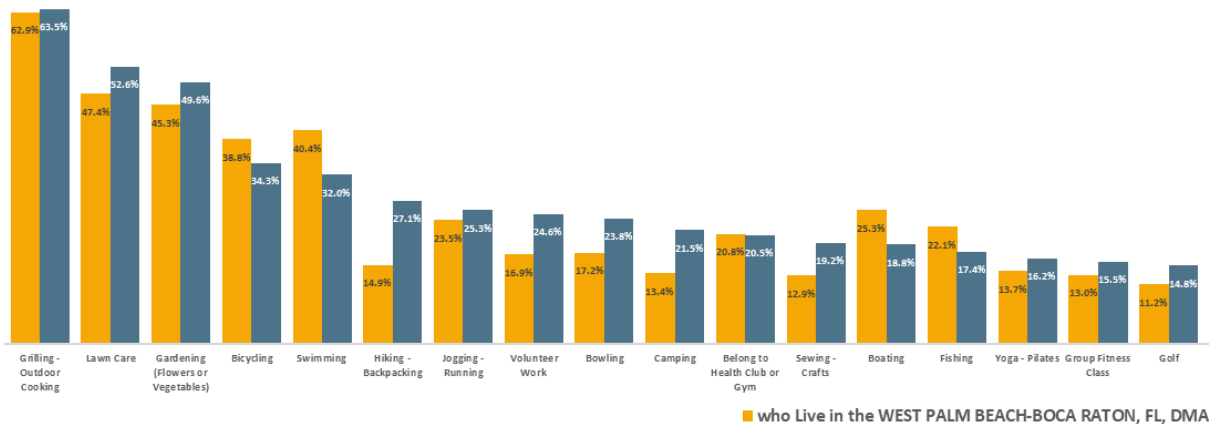
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



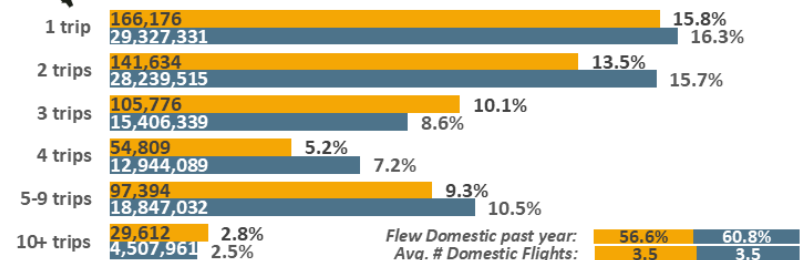
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64





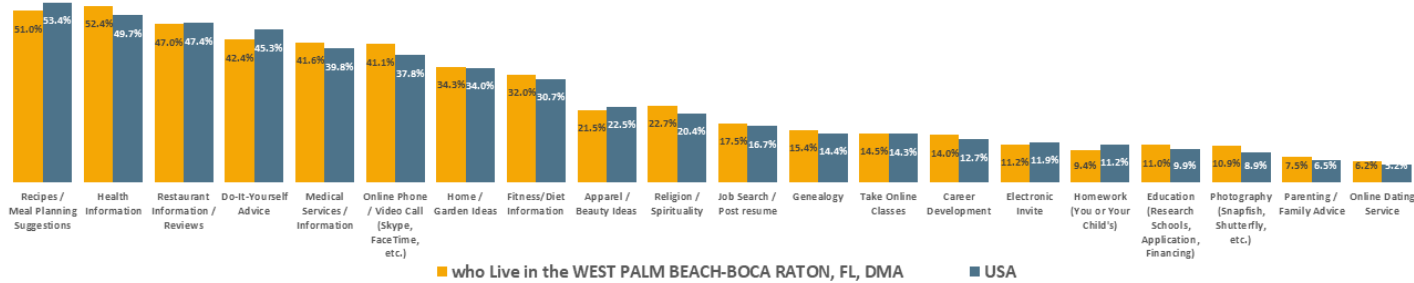
West Palm Beach-Boca Raton DMA

P35+

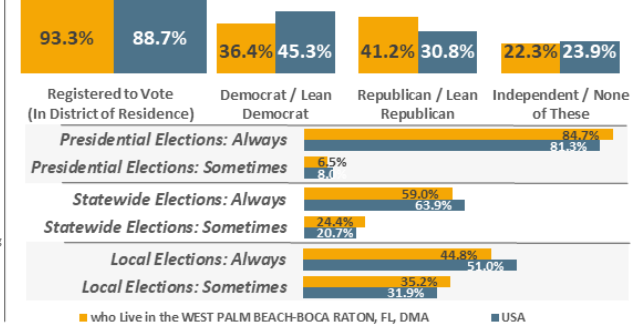
.8% or 1,437,711 of USA Adults 35 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 6.6% less likely to look up D-I-Y advice online, 12.2% less likely to always vote in local elections, 9.1% less likely to belong to a gym, 1.9% more likely to fly domestic past yr.



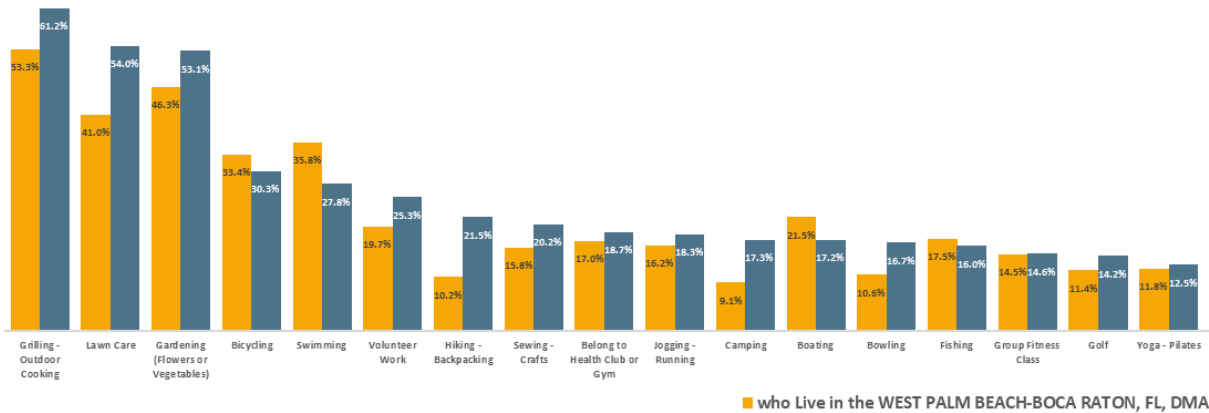
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



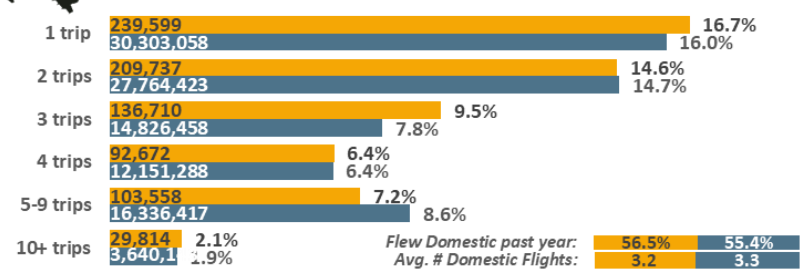
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older



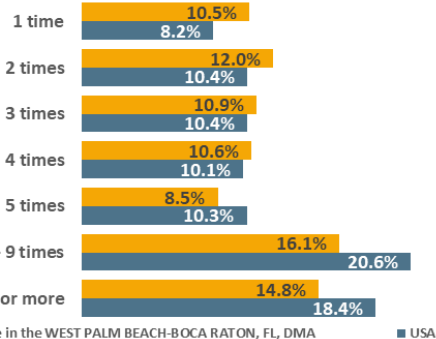


West Palm Beach-Boca Raton DMA

P18+

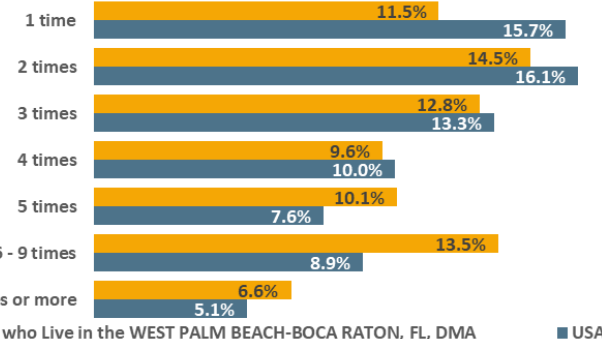
.7% or 1,850,353 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.6% less likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 4.6% less likely to use Casinos past yr., 10.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



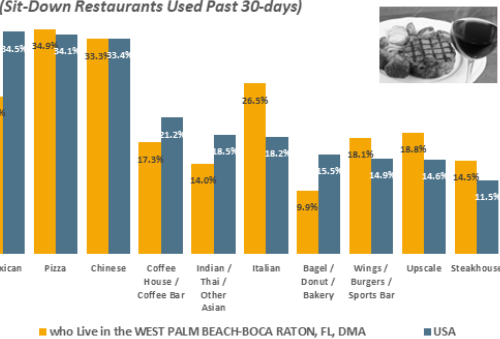
Total Monthly QSR Users:	83.5%	88.5%	Avg. Monthly QSR Meals:	
	1,545,244	237,208,273		5.96.6

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



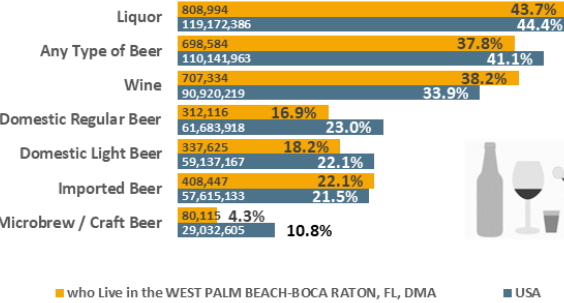
Total Monthly Sit-Down Restaurant Users:	78.5%	76.8%	Avg. Monthly Sit-Down Restaurant Meals:	
	1,452,762	205,965,961		4.74.0

Top-10 Cuisines: Adults 18 or older

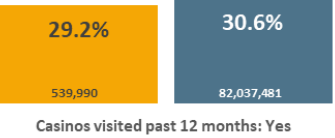
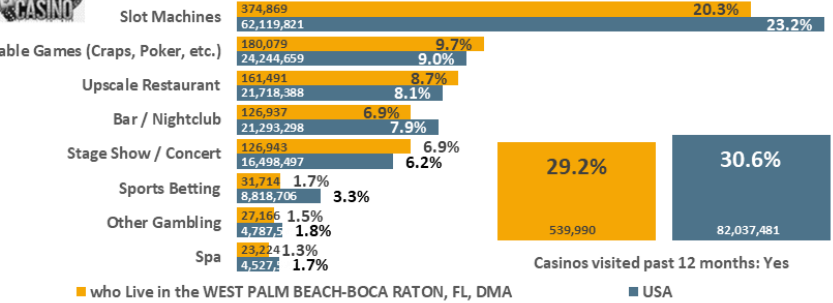


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	USA
	316,072	52,612,958
	17.1%	19.6%

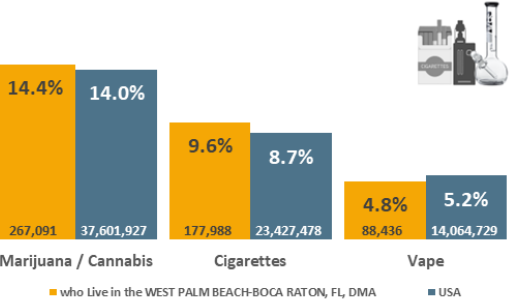
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



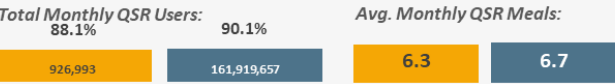
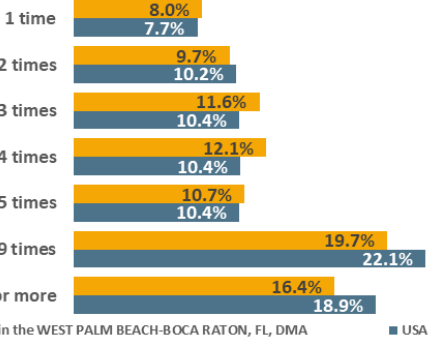


West Palm Beach-Boca Raton DMA

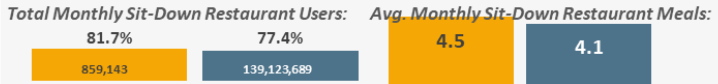
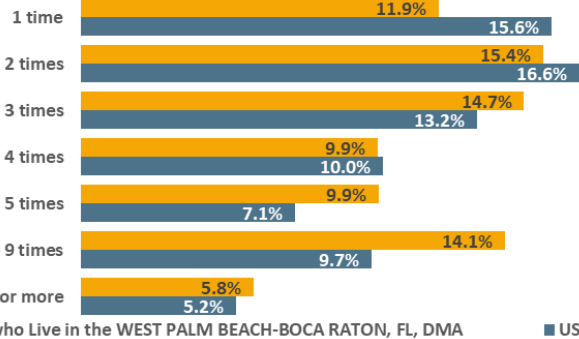
P25-64

.6% or 1,051,667 of USA Adults 25 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 2.2% less likely to use QSRs past mo., 5.5% more likely to use Sit-Down Restaurants past mo., 6.4% less likely to use Casinos past yr., 33.% less likely to smoke cigarettes.

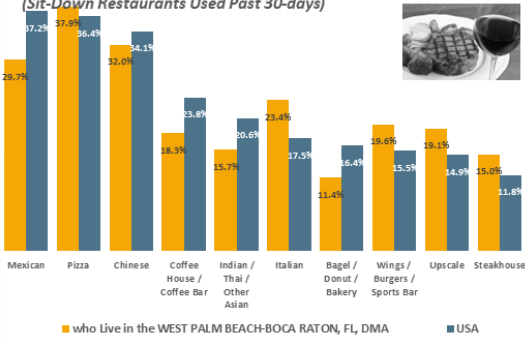
Past 30-days QSR Users: Adults 25 - 64



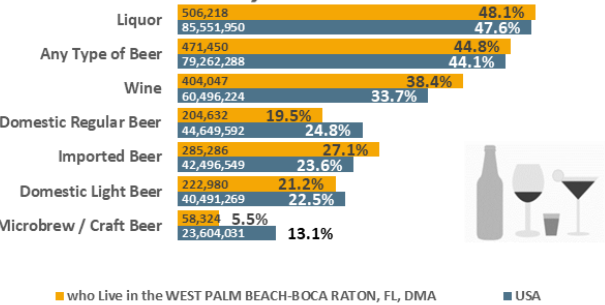
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



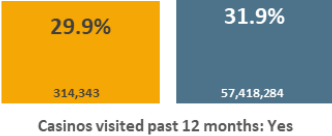
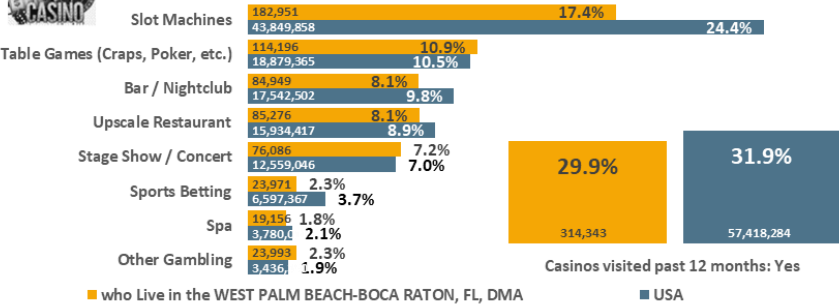
Top-10 Cuisines: Adults 25 - 64
(Sit-Down Restaurants Used Past 30-days)



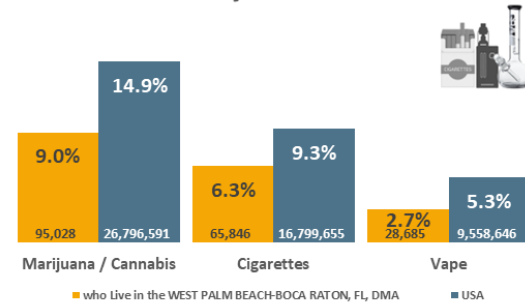
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



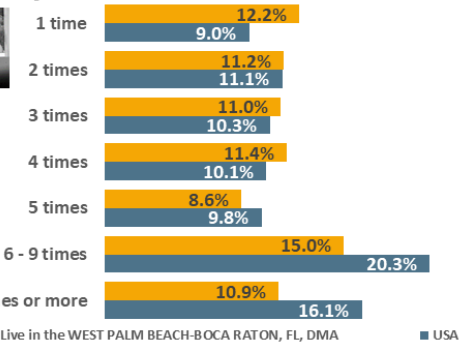


West Palm Beach-Boca Raton DMA

P35+

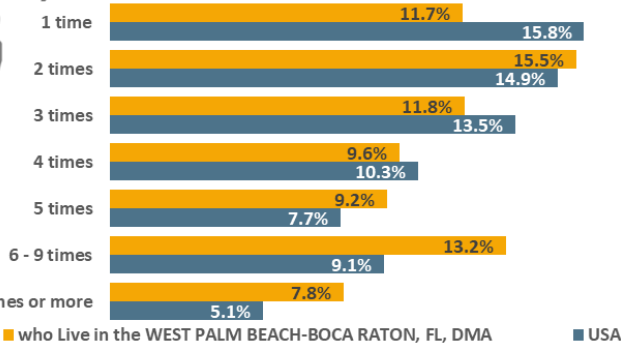
.8% or 1,437,711 of USA Adults 35 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.6% less likely to use QSRs past mo., 3.4% more likely to use Sit-Down Restaurants past mo., 4.7% less likely to use Casinos past yr., 18.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



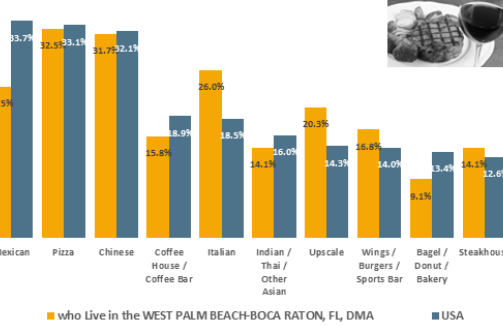
Total Monthly QSR Users:	80.3%	86.9%	Avg. Monthly QSR Meals:	
	1,153,821	164,595,136		5.46.3

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



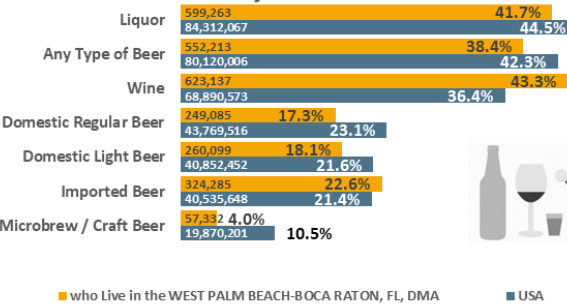
Total Monthly Sit-Down Restaurant Users:	78.9%	76.3%	Avg. Monthly Sit-Down Restaurant Meals:	
	1,133,818	144,576,354		4.84.1

Top-10 Cuisines: Adults 35 or older
(Sit-Down Restaurants Used Past 30-days)

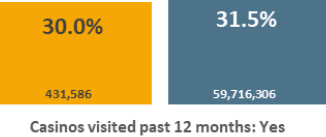
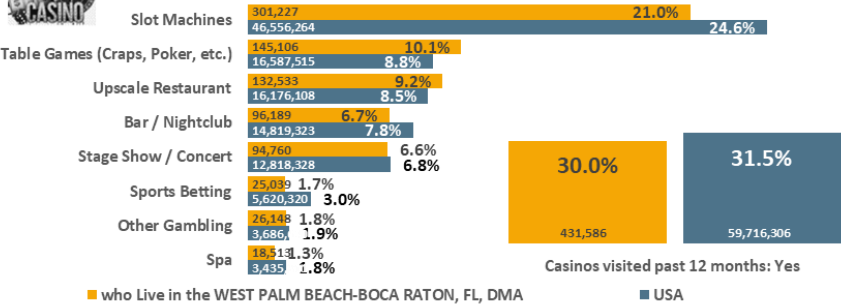


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	
who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA	200,18013.9%
USA	28,037,96614.8%

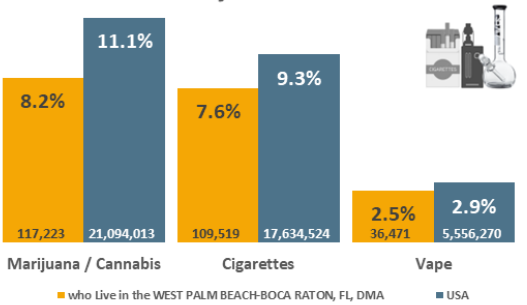
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older





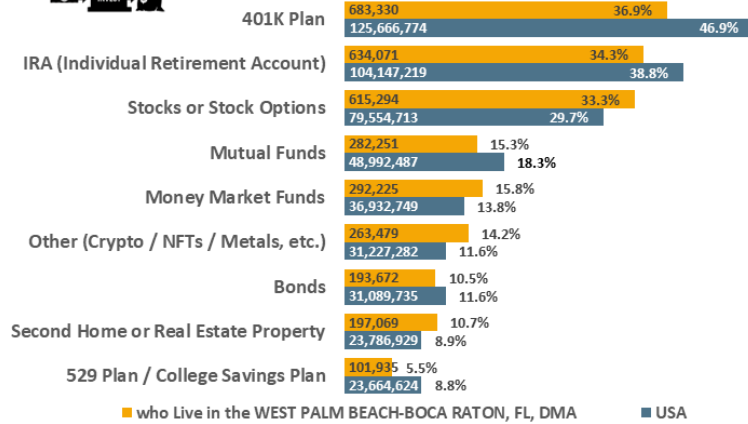
West Palm Beach-Boca Raton DMA

P18+

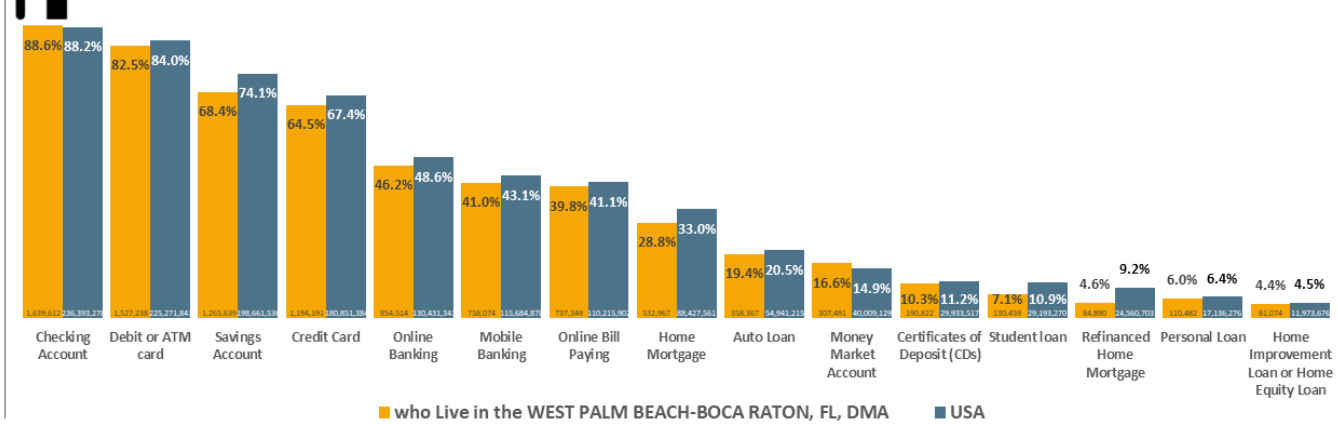
.7% or 1,850,353 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 21.2% less likely to have a 401K, 5.5% less likely to have an Auto Loan, 8.4% more likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.



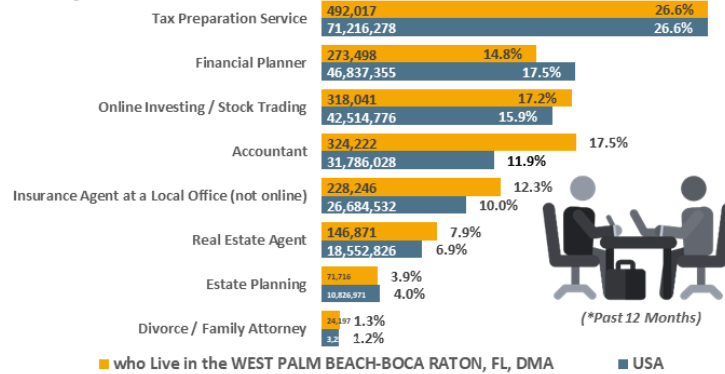
Investments Owned: Adults 18 or older



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



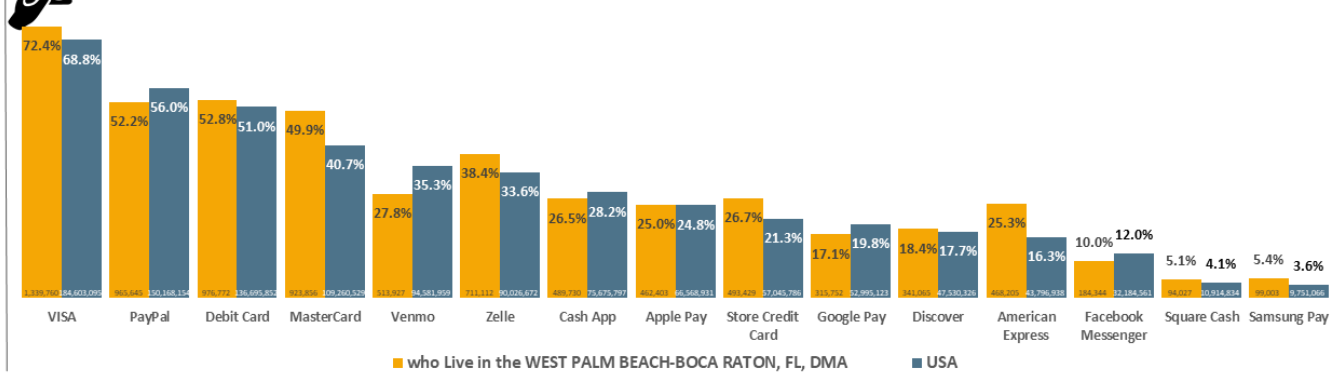
Professional Services Used*: Adults 18 or older



(*Past 12 Months)



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





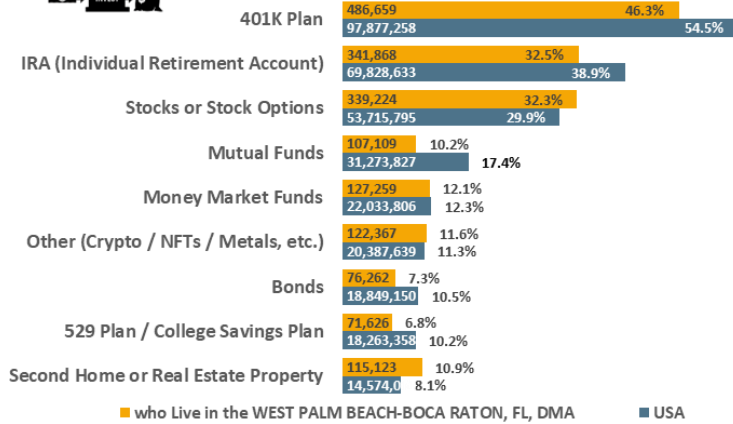
West Palm Beach-Boca Raton DMA

P25-64

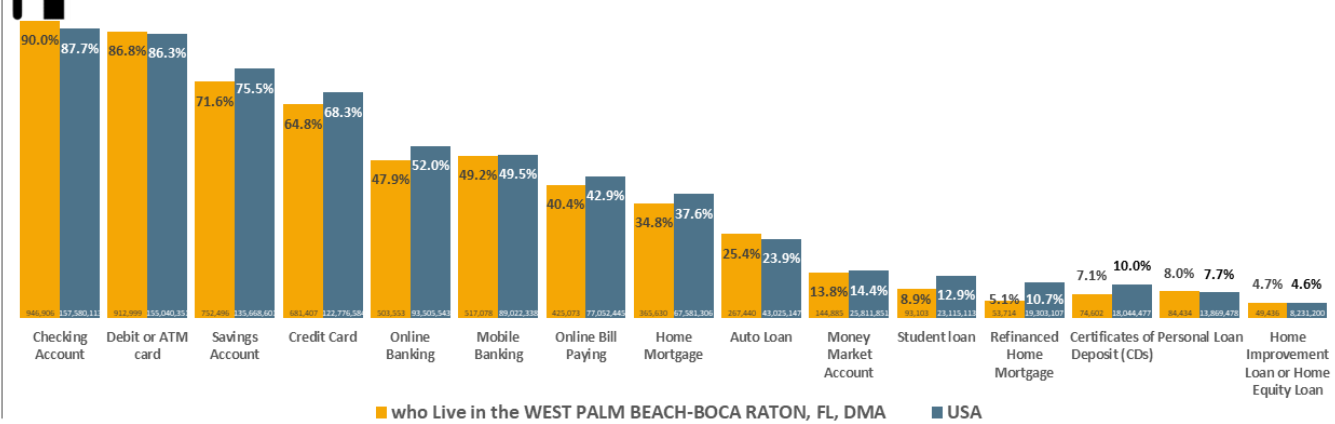
.6% or 1,051,667 of USA Adults 25 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 15.% less likely to have a 401K,
6.2% more likely to have an Auto Loan, 4.2% more likely to Invest/Trade Stocks Online, 7.5% more likely to
pay with their Debit Card.



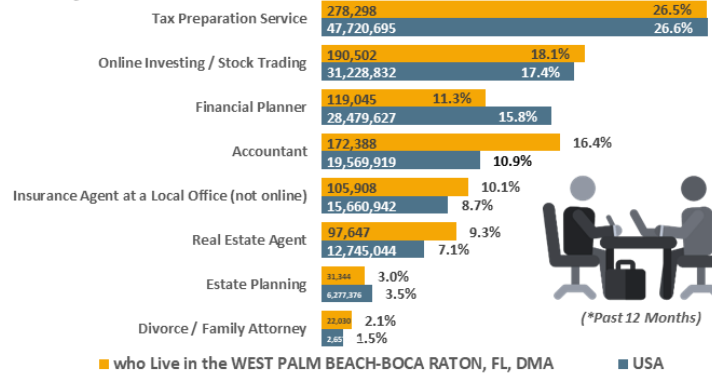
Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64



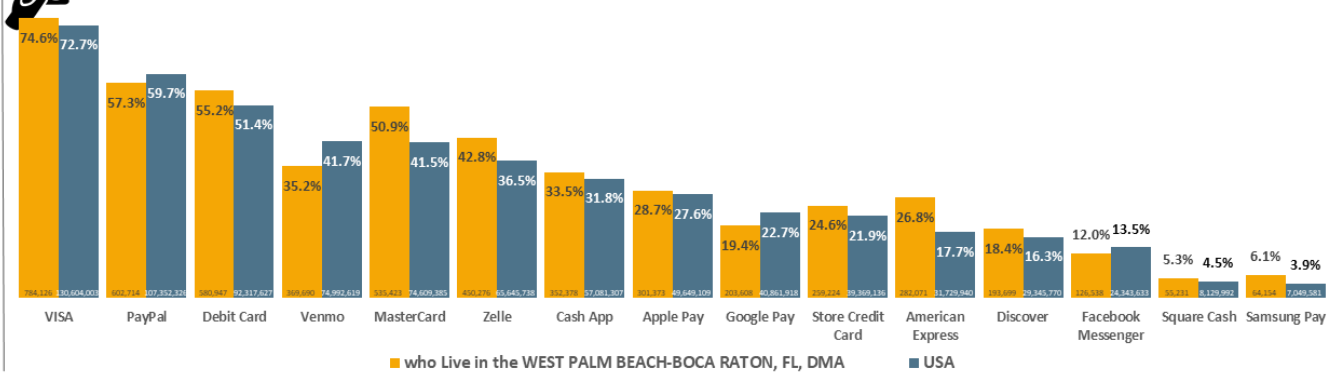
Professional Services Used*: Adults 25 - 64



(*Past 12 Months)



Past 3-Months Payment Methods Used: Adults 25 - 64





West Palm Beach-Boca Raton DMA

P35+

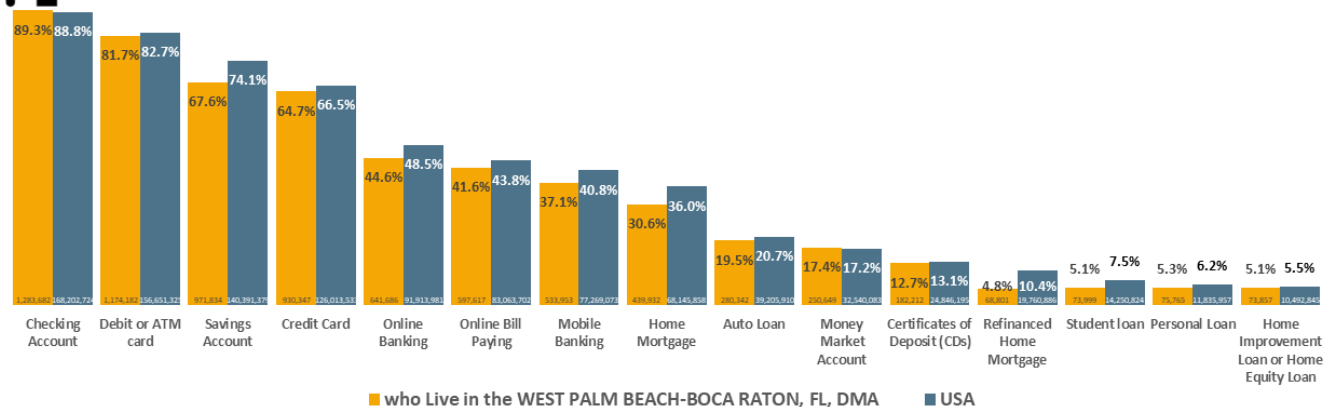
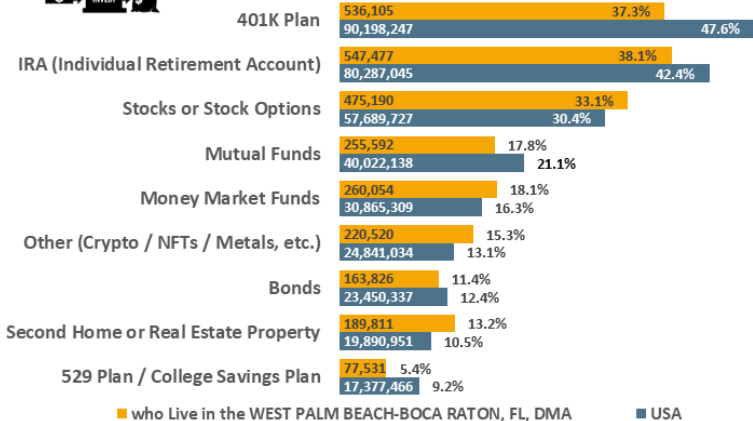
.8% or 1,437,711 of USA Adults 35 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 21.7% less likely to have a 401K, 5.8% less likely to have an Auto Loan, 7.% more likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



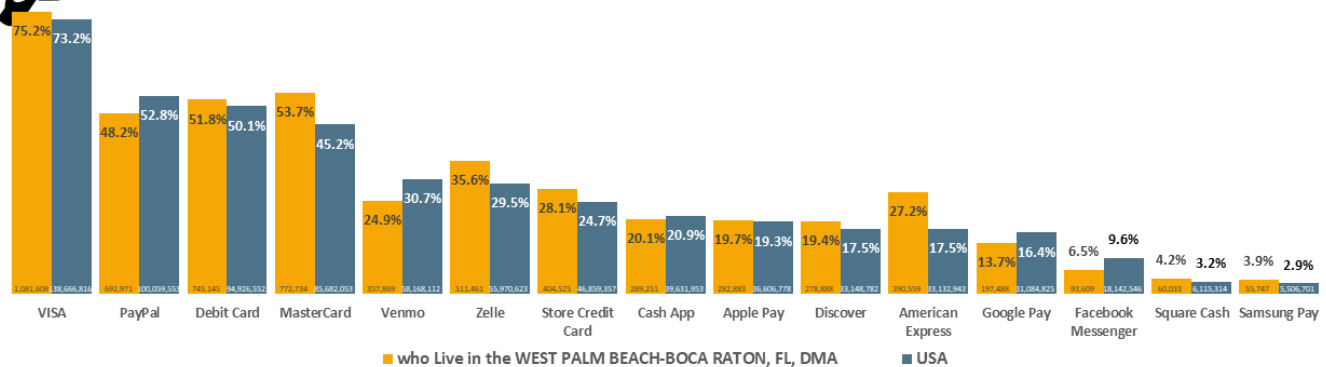
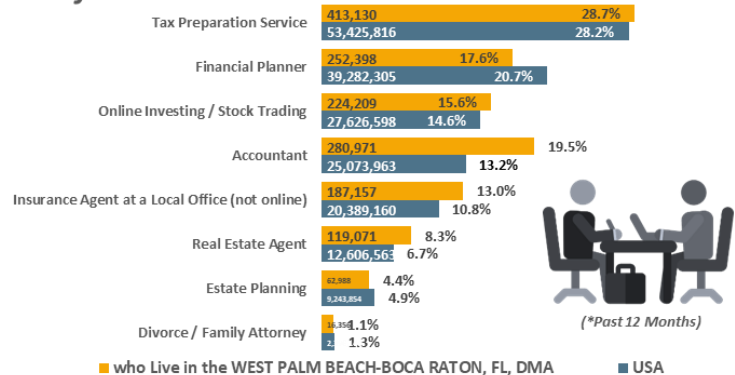
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older

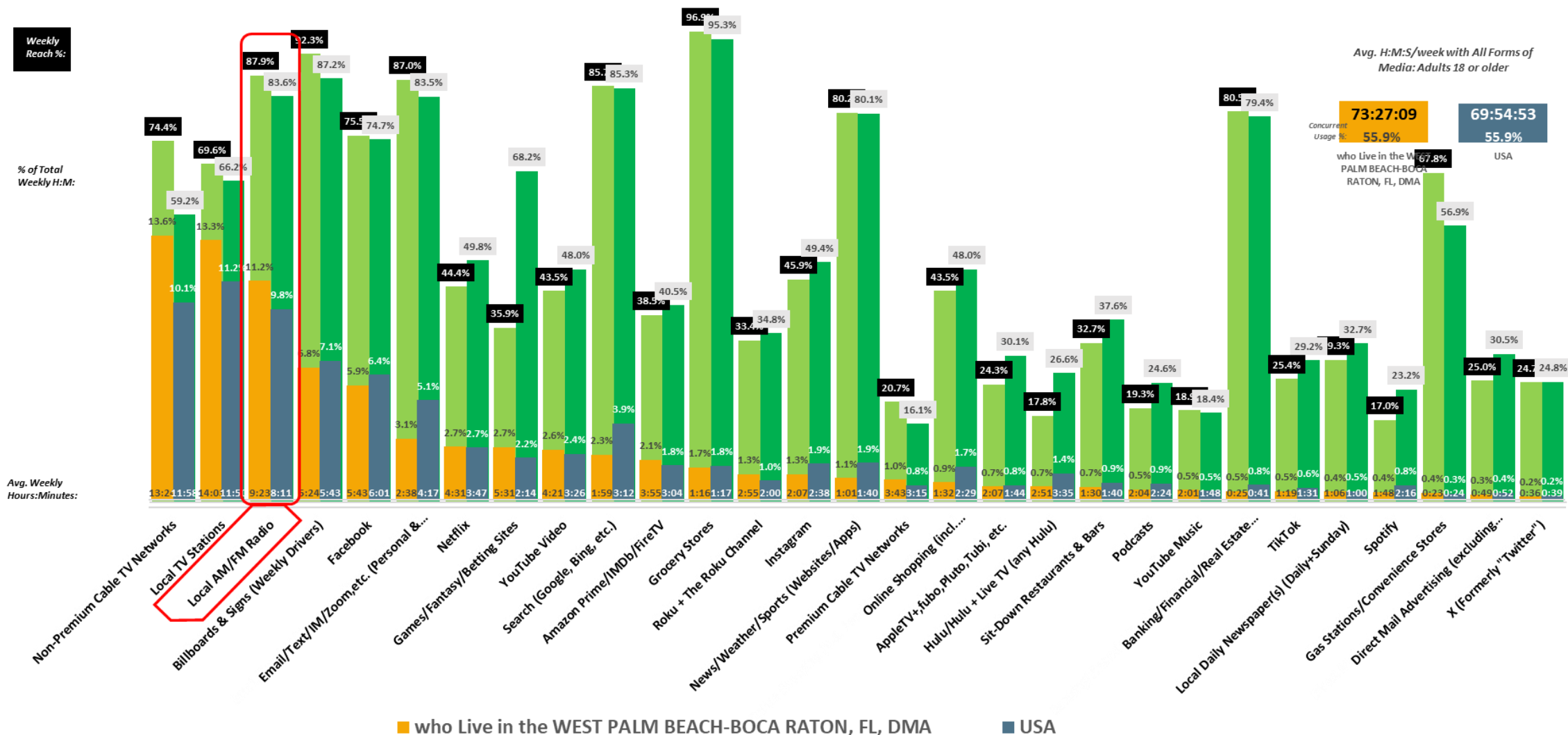


West Palm Beach-Boca Raton DMA

P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 3 days, 1 hours, 27 minutes and 9 seconds each week with All Forms of Media.

87.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.

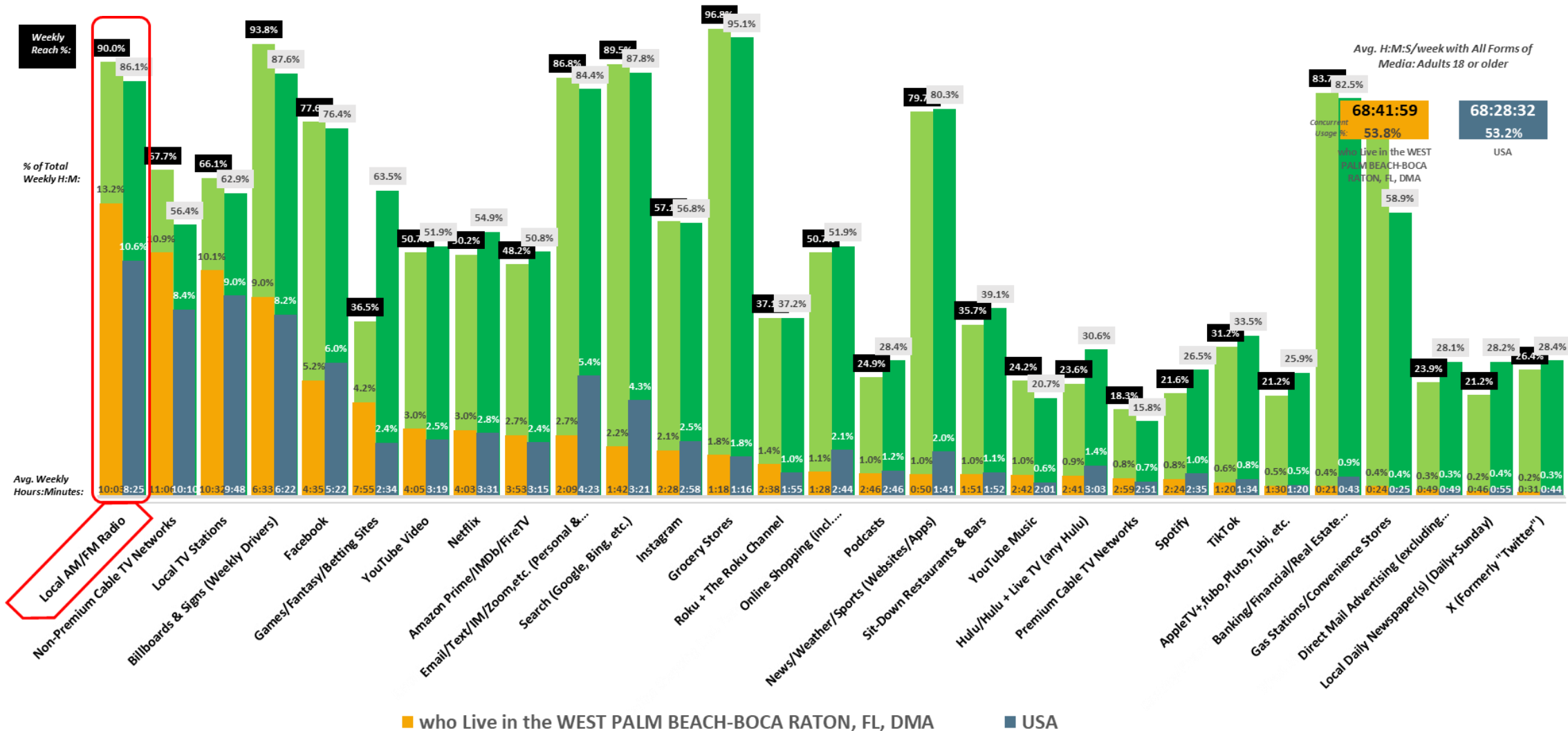




West Palm Beach-Boca Raton DMA

P25-64

Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 20 hours, 41 minutes and 59 seconds each week with All Forms of Media.
90.% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 10 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.

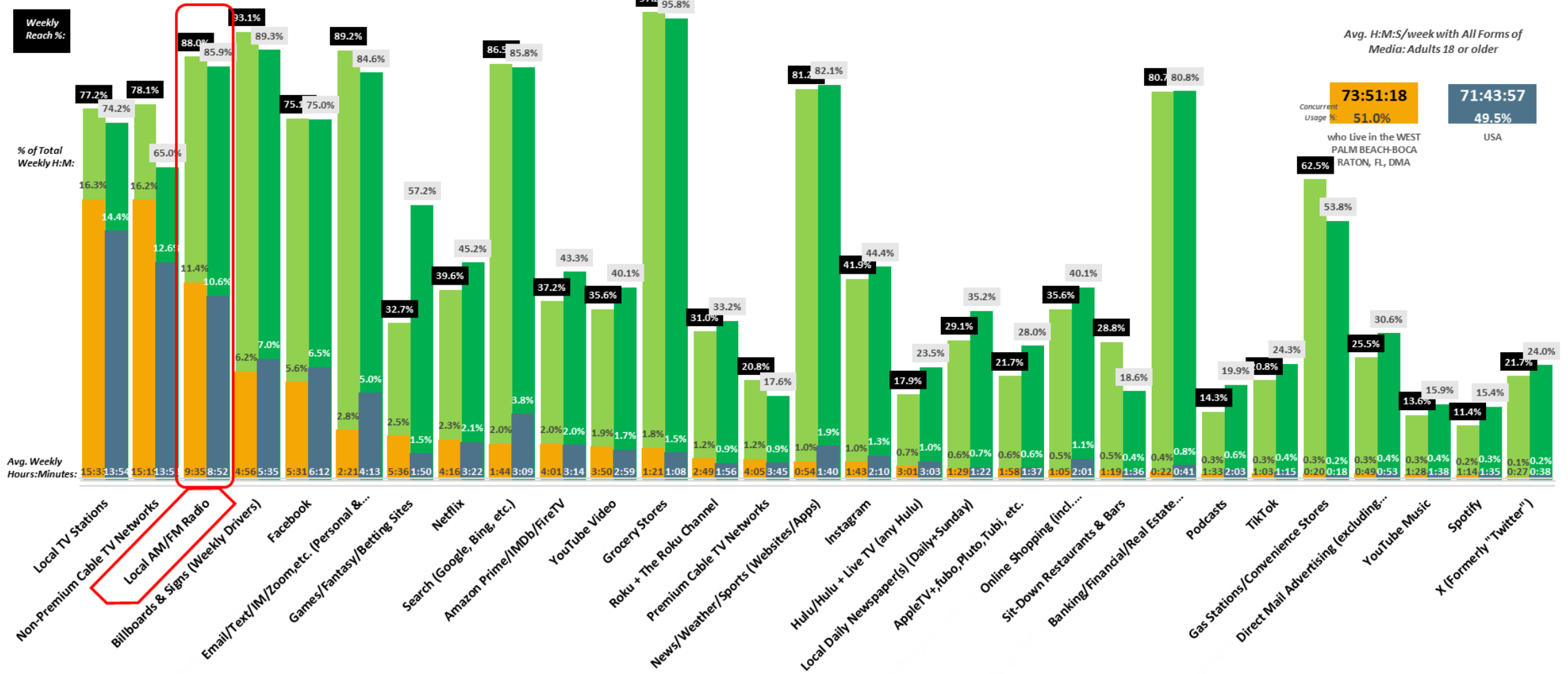




West Palm Beach-Boca Raton DMA

P35+

Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 3 days, 1 hours, 51 minutes and 18 seconds each week with All Forms of Media.
88.% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.



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

Concurrent Usage %: 51.0%
who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

71:43:57
49.5%
USA

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

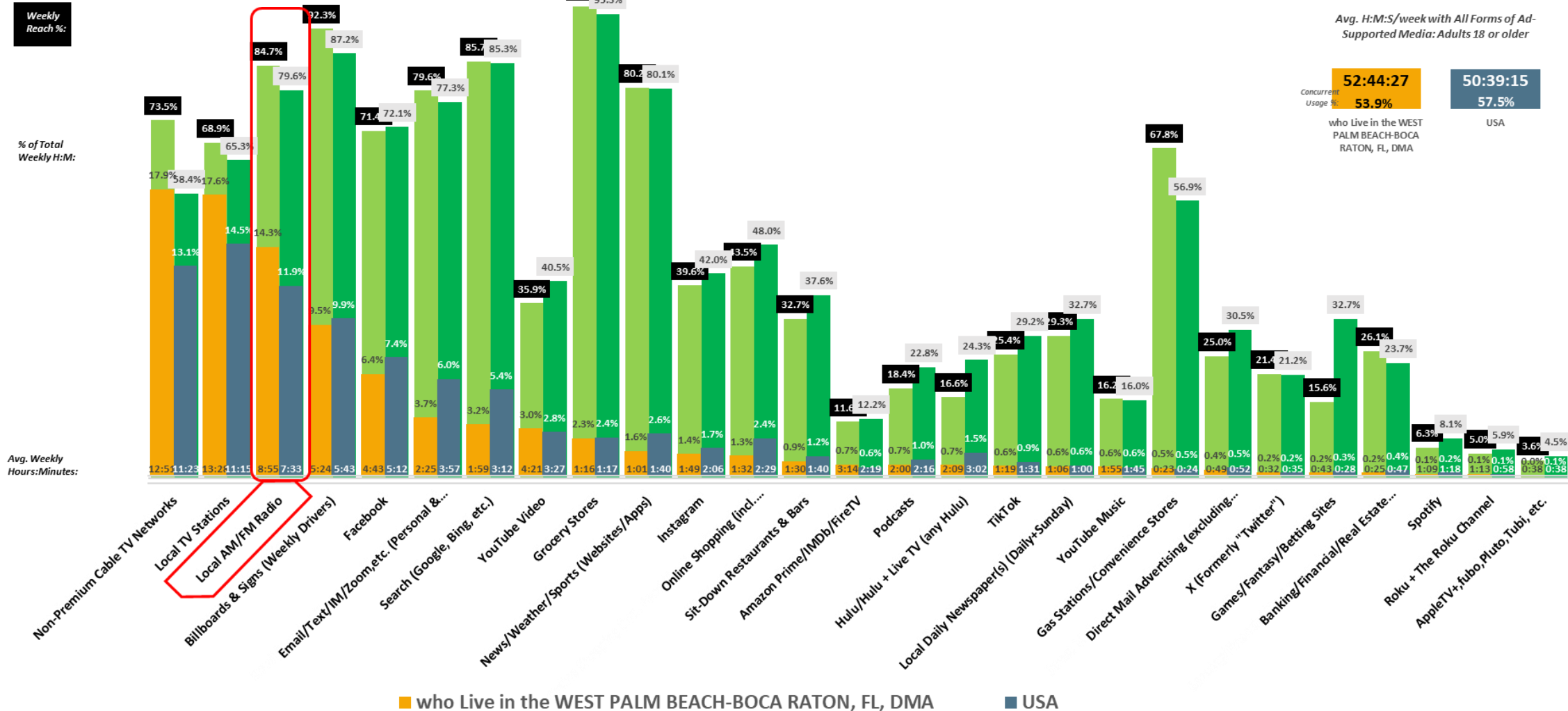
USA



West Palm Beach-Boca Raton DMA

P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 4 hours, 44 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.

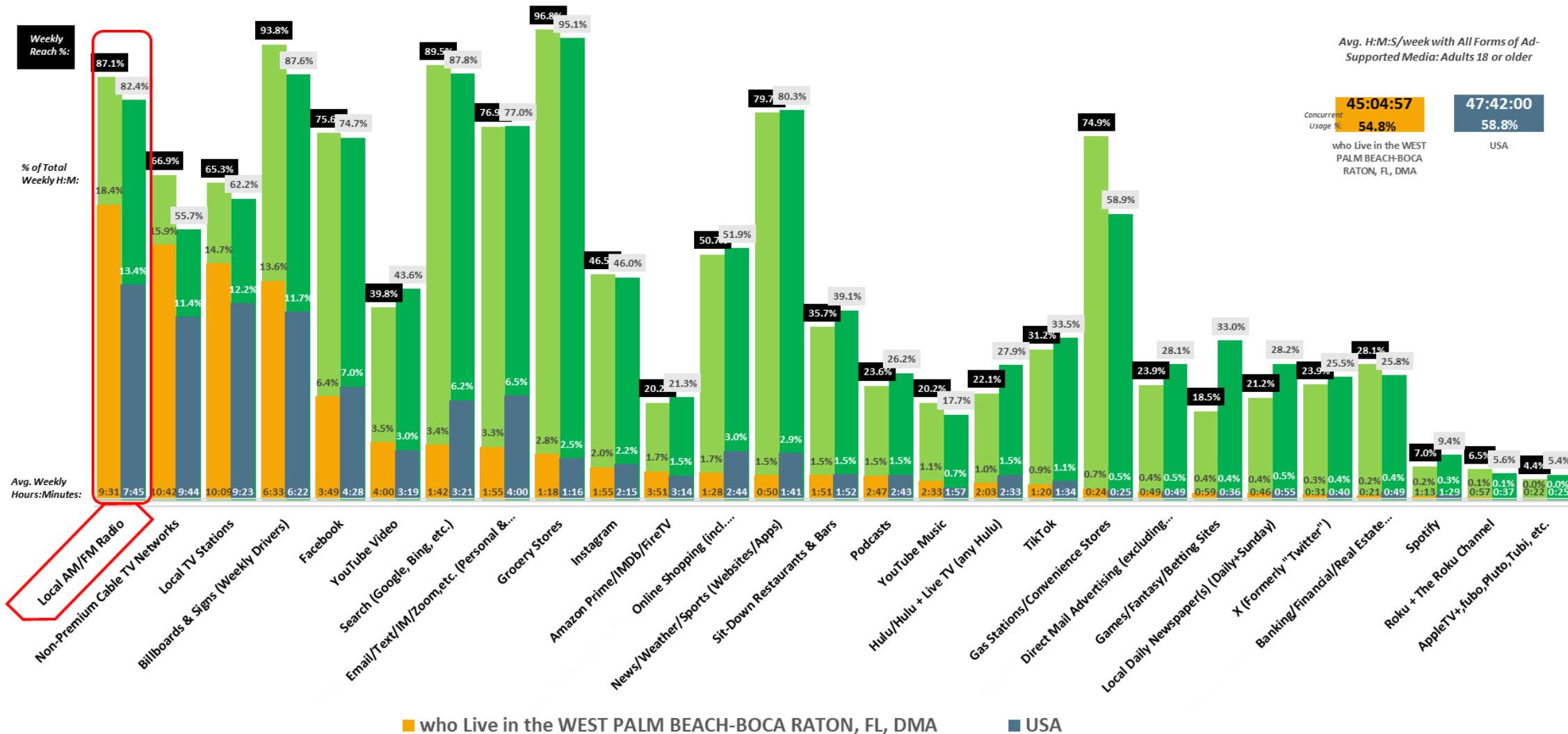




West Palm Beach-Boca Raton DMA

P25-64

Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 1 days, 21 hours, 4 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
87.1% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.4% of total time spent with all forms of Ad-Supported Media.



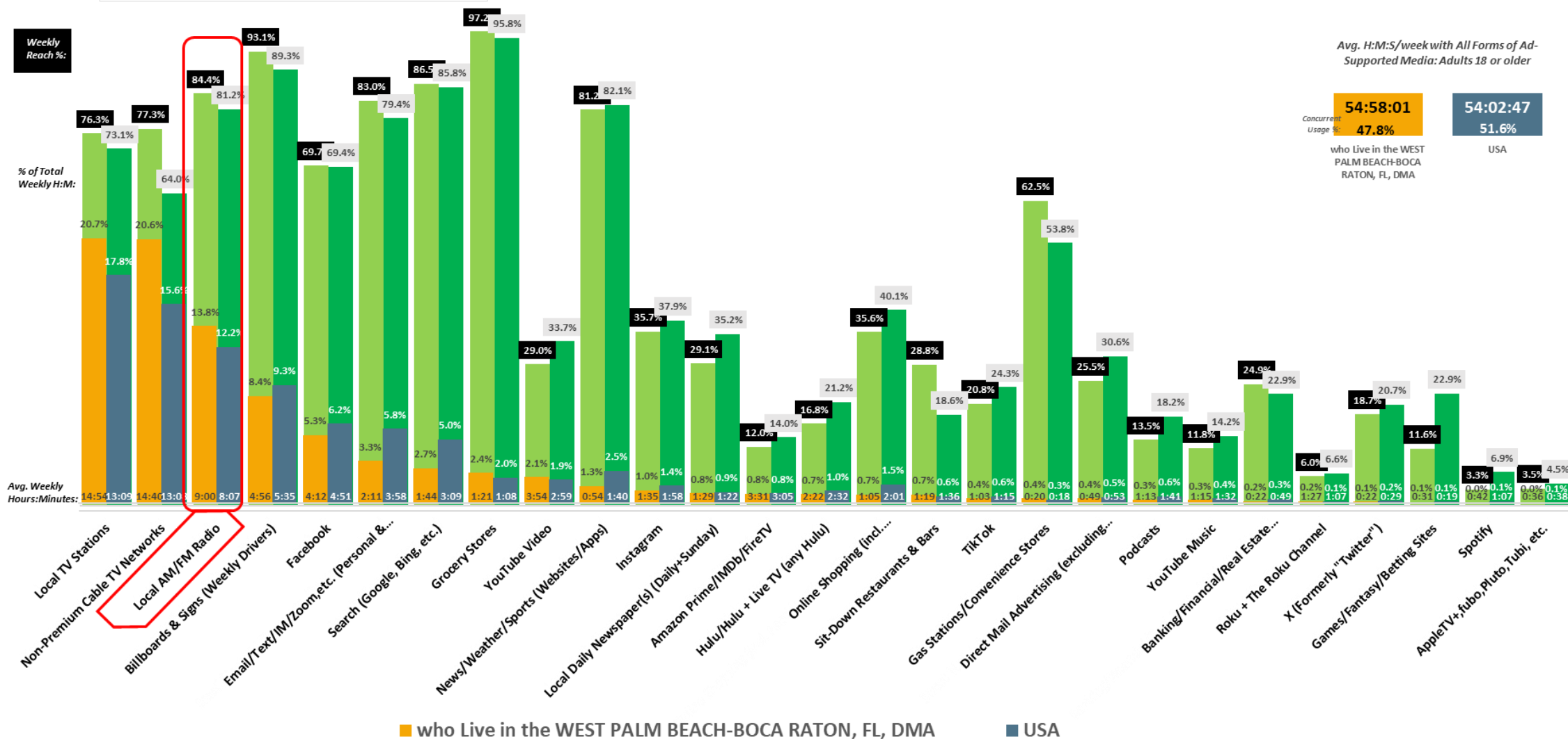


West Palm Beach-Boca Raton DMA

P35+

Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 6 hours, 58 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported Media.





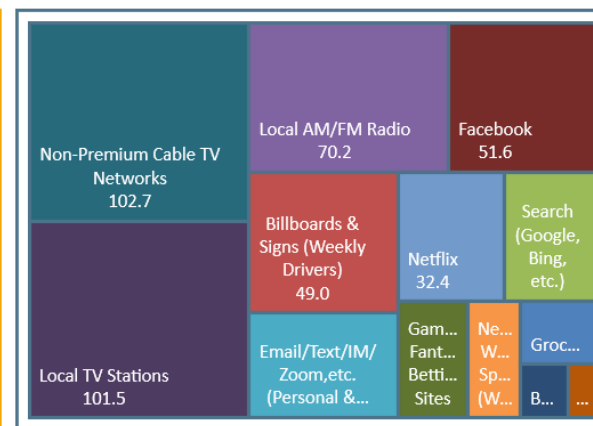
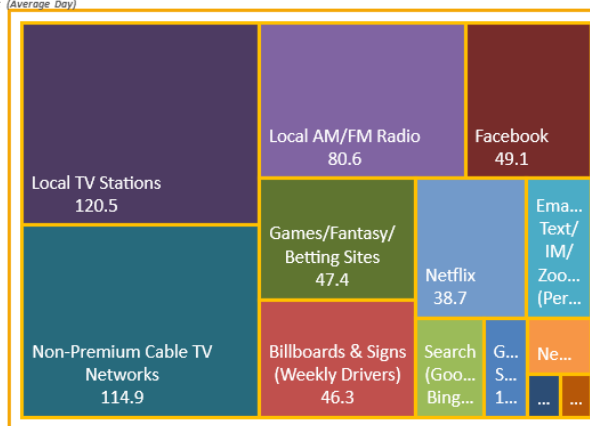
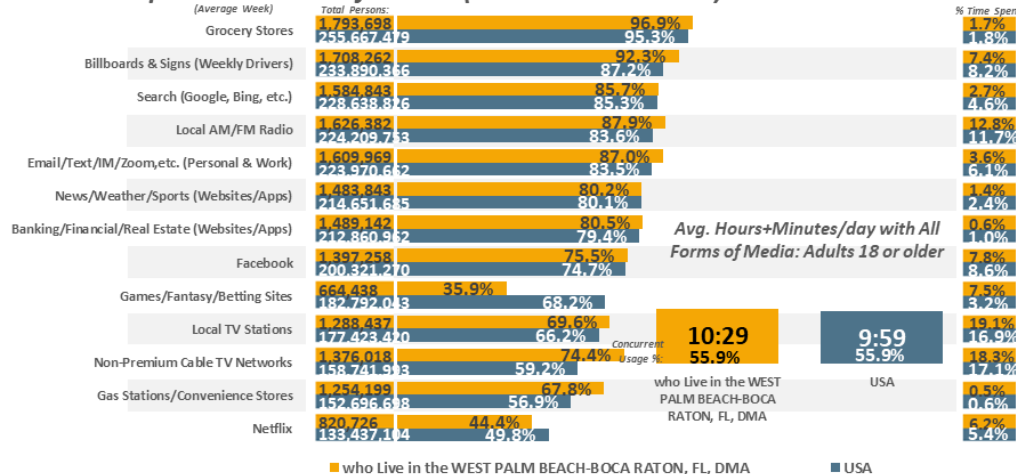
West Palm Beach-Boca Raton DMA

P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 76.4 minutes/day. (Local Radio delivers 14.3% of Time with Ad-Supported Media.)

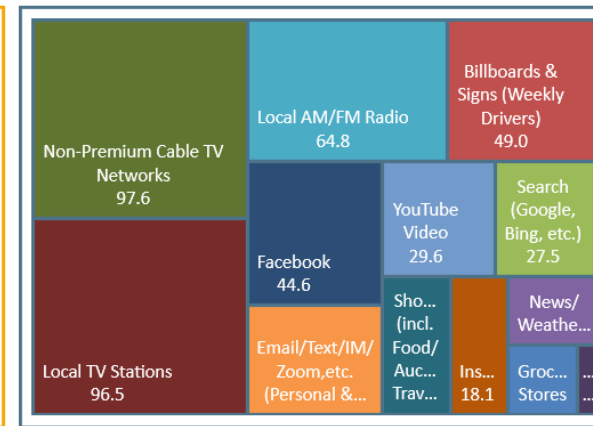
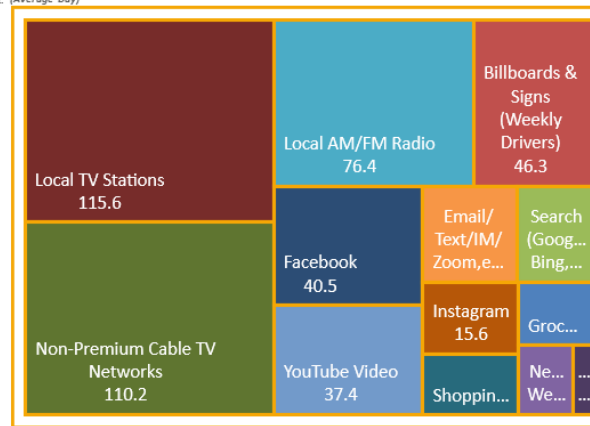
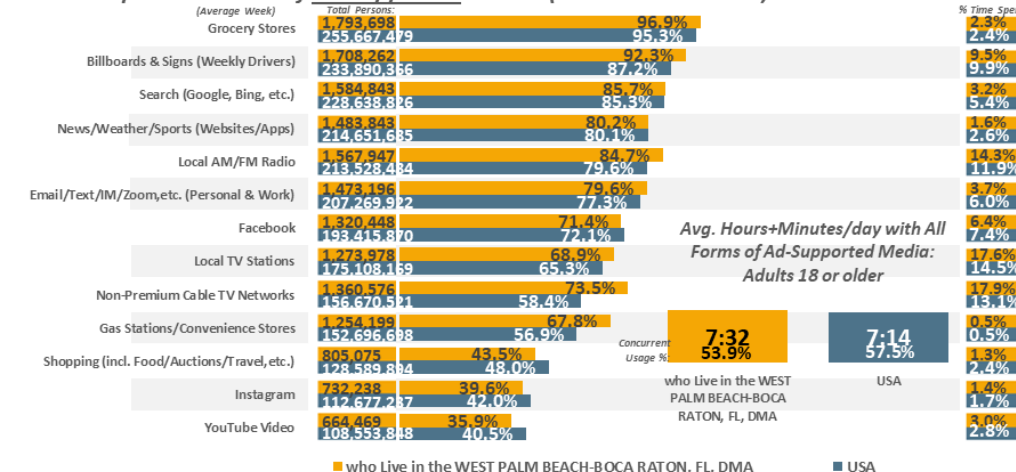
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

11,691

soefa.ai

Share of Everything for Anything

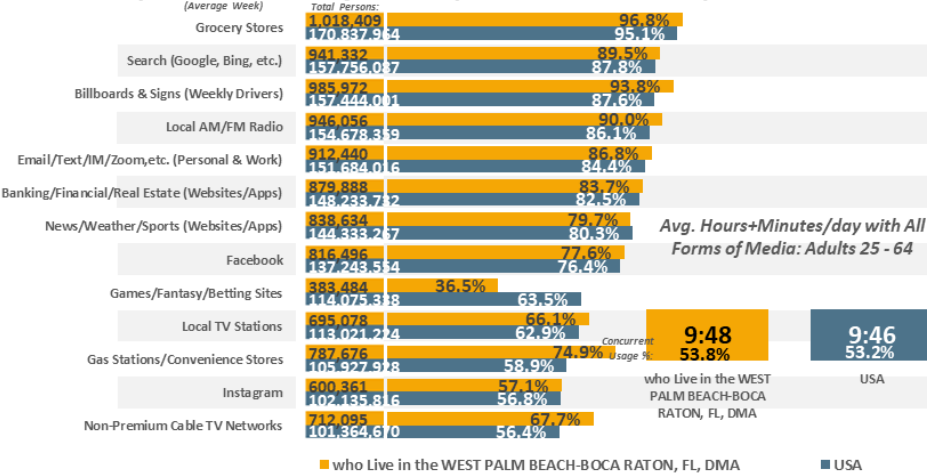


West Palm Beach-Boca Raton DMA

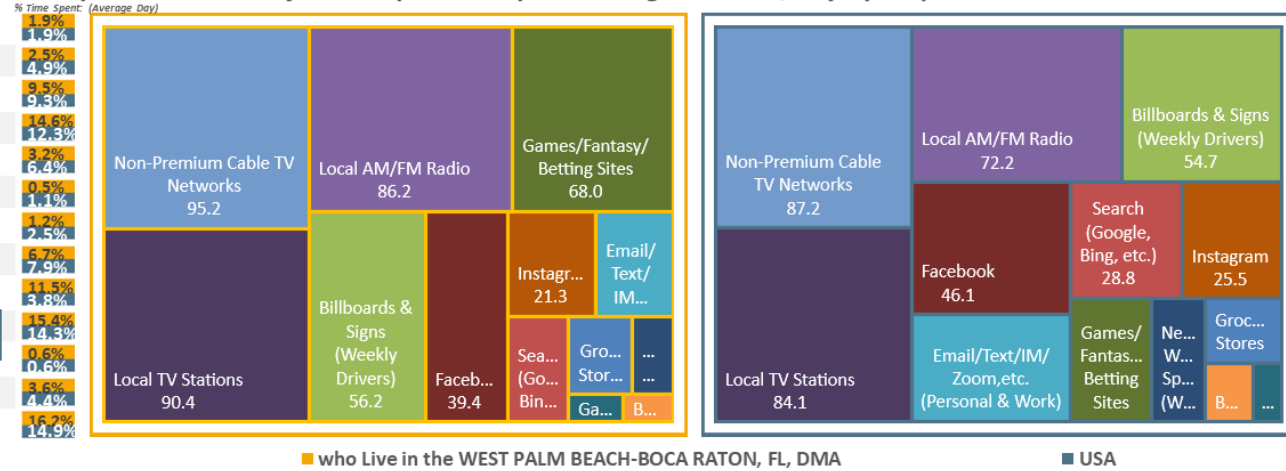
P25-64

Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 87.1% listen to Local AM/FM Radio for an avg. of 81.6 minutes/day. *(Local Radio delivers 18.4% of Time with Ad-Supported Media.)*

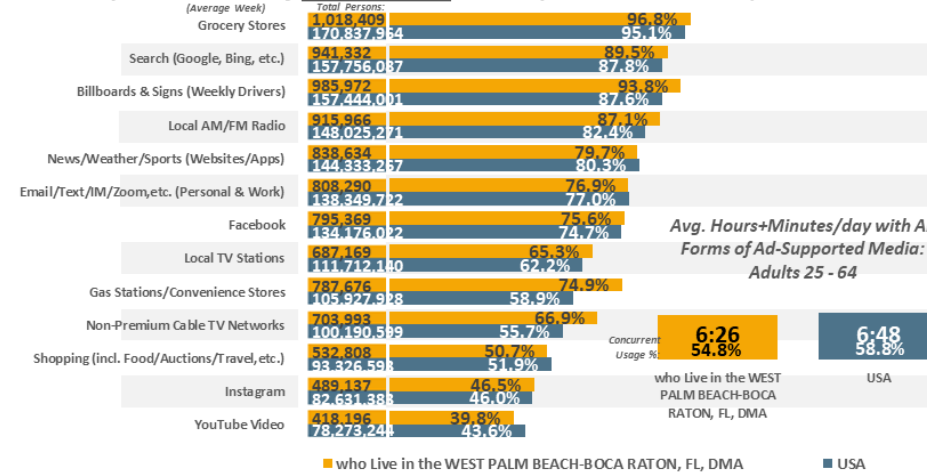
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



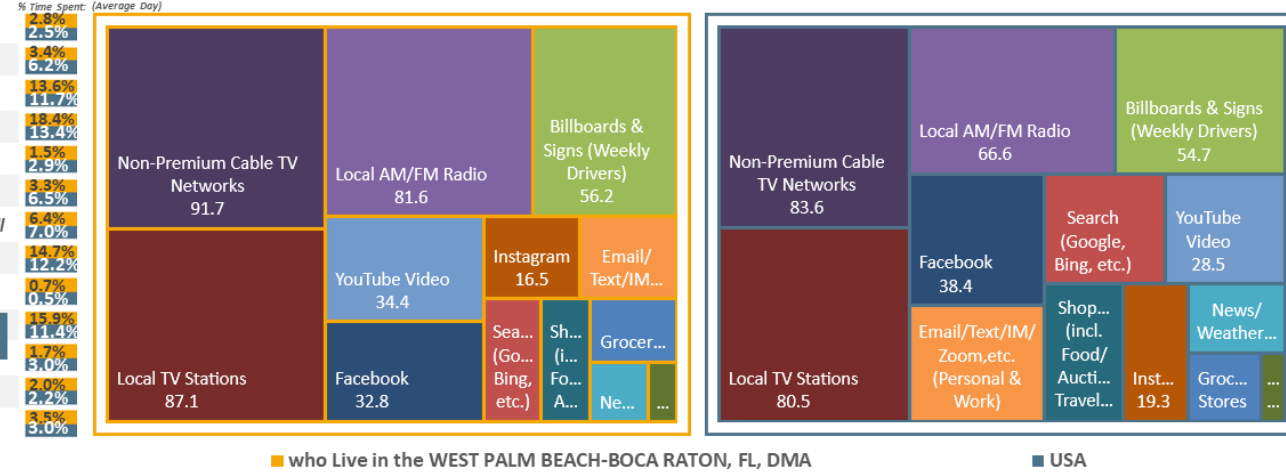
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

11,691

soefa.ai

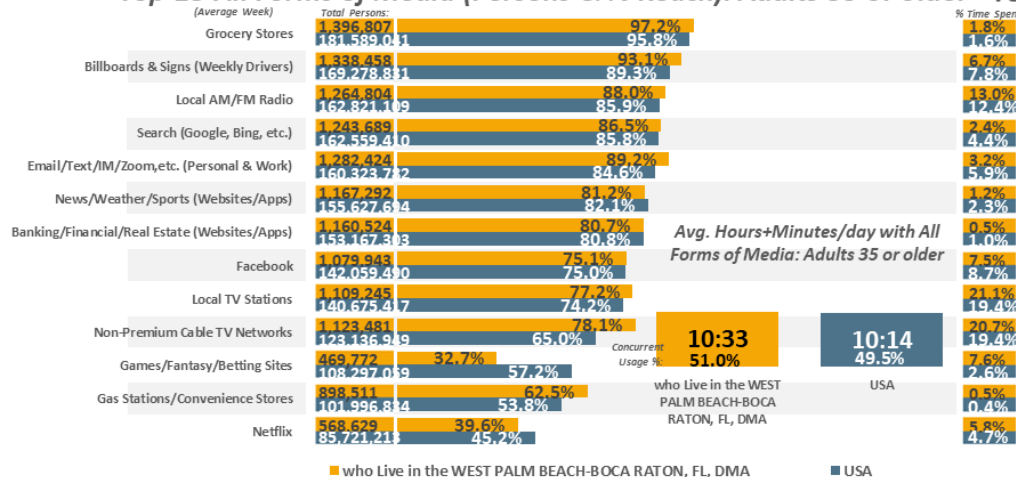
Share of Everything for Anything

West Palm Beach-Boca Raton DMA

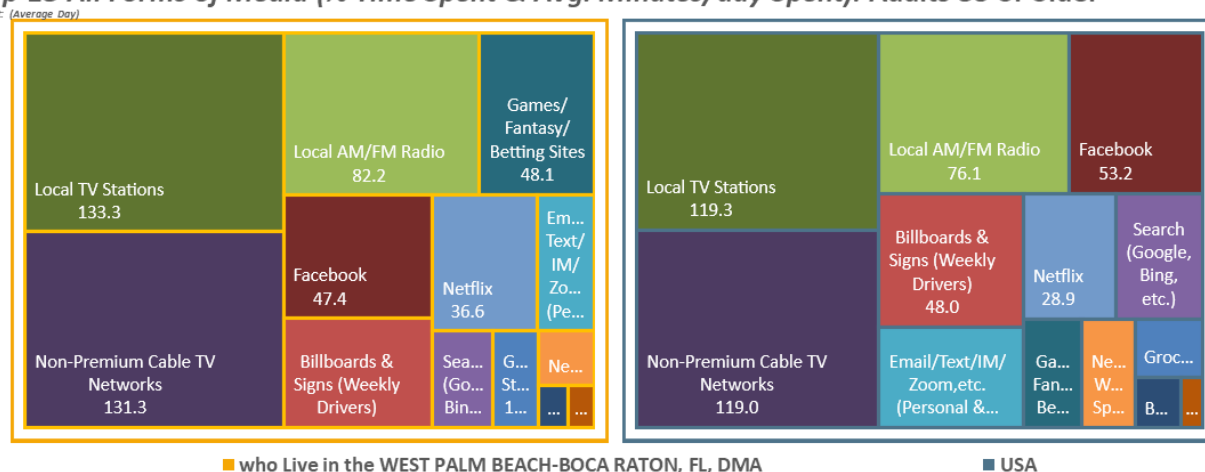
P35+

Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 77.2 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

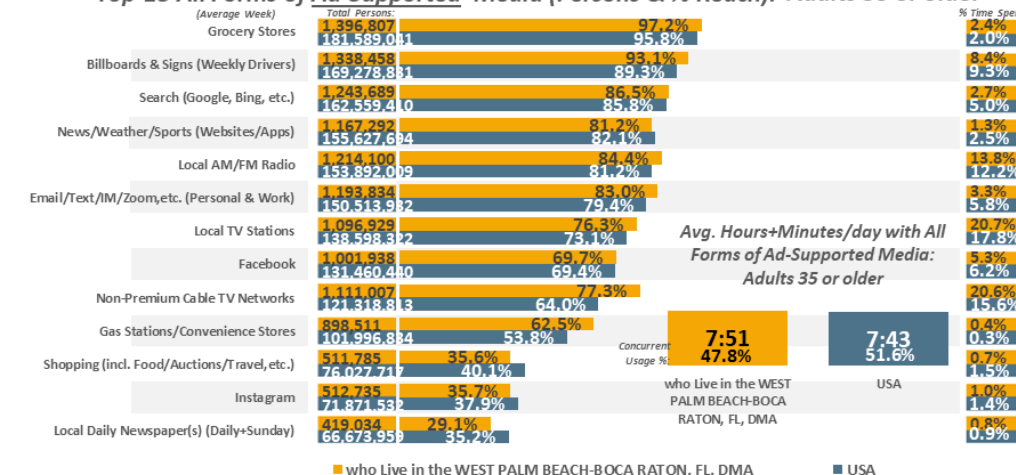
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



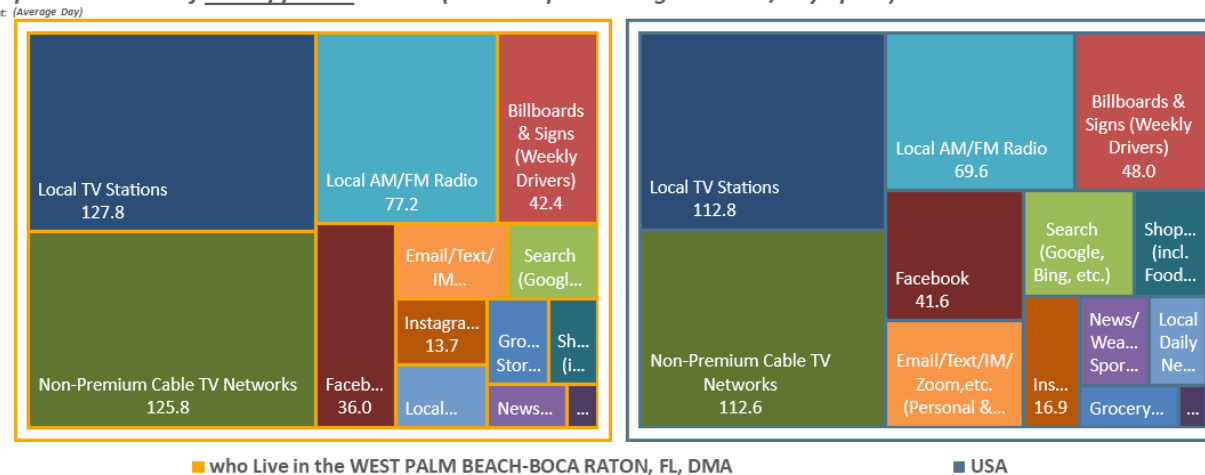
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



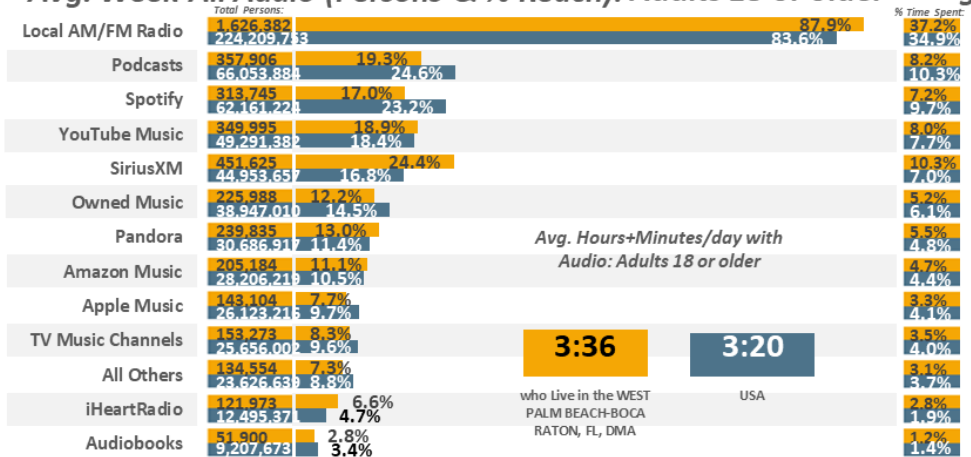


West Palm Beach-Boca Raton DMA

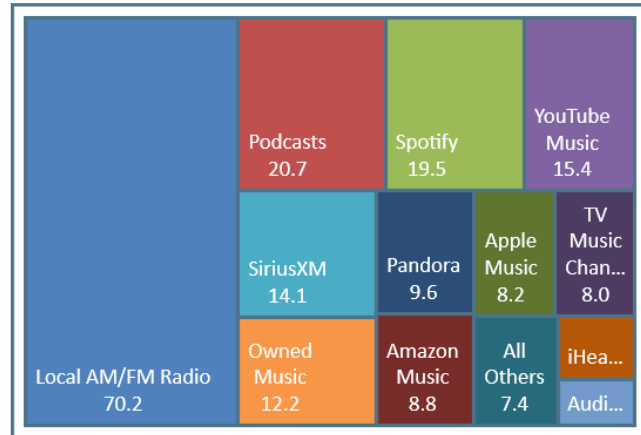
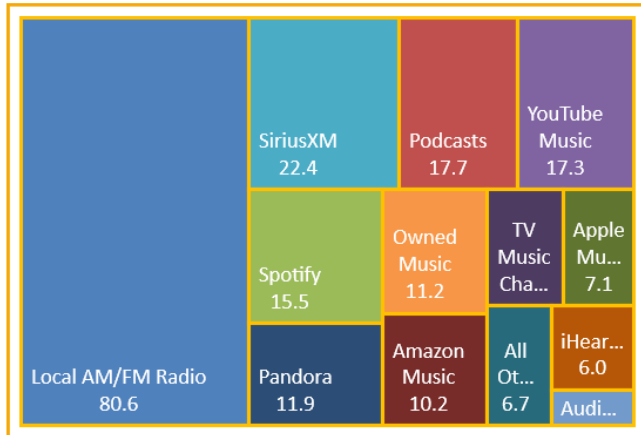
P18+

1,567,947 or 84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 76.4 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

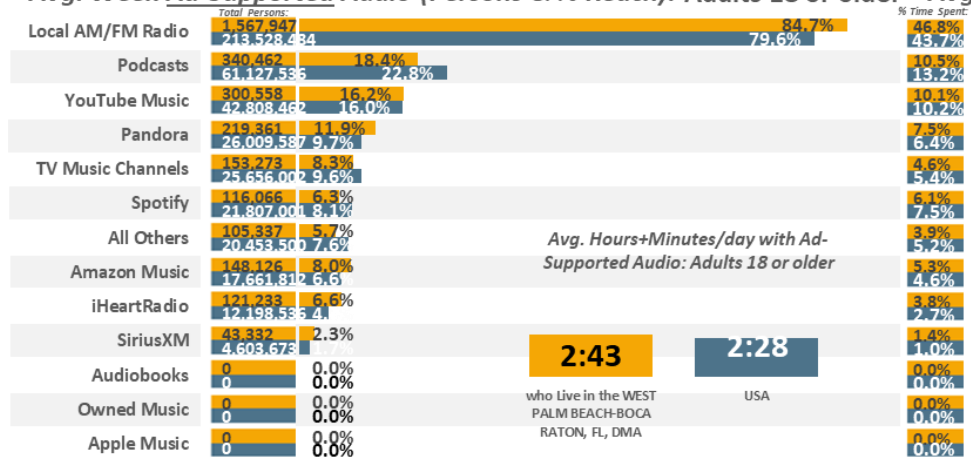
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



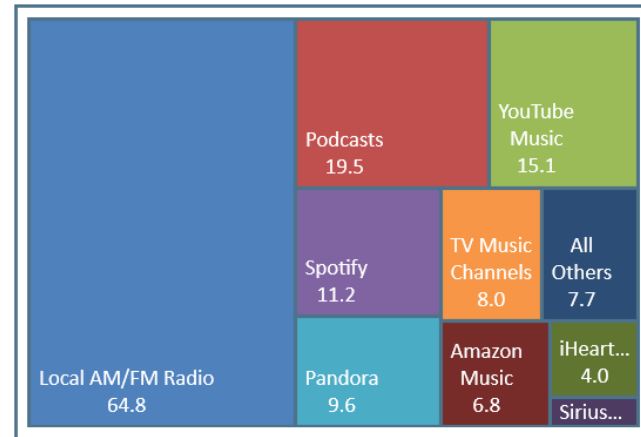
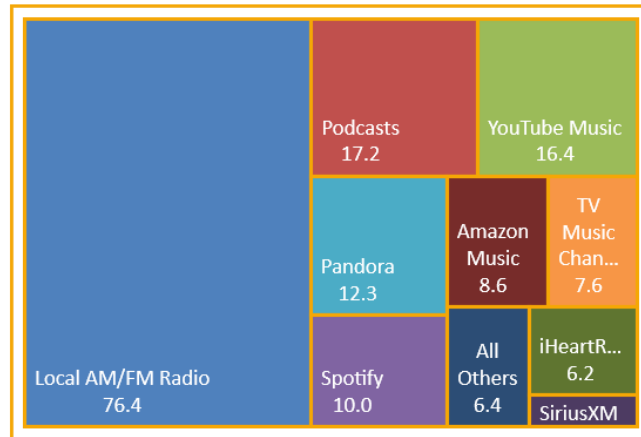
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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USA Jan23-Oct23

USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

11,691

soefa.ai

Share of Everything for Anything

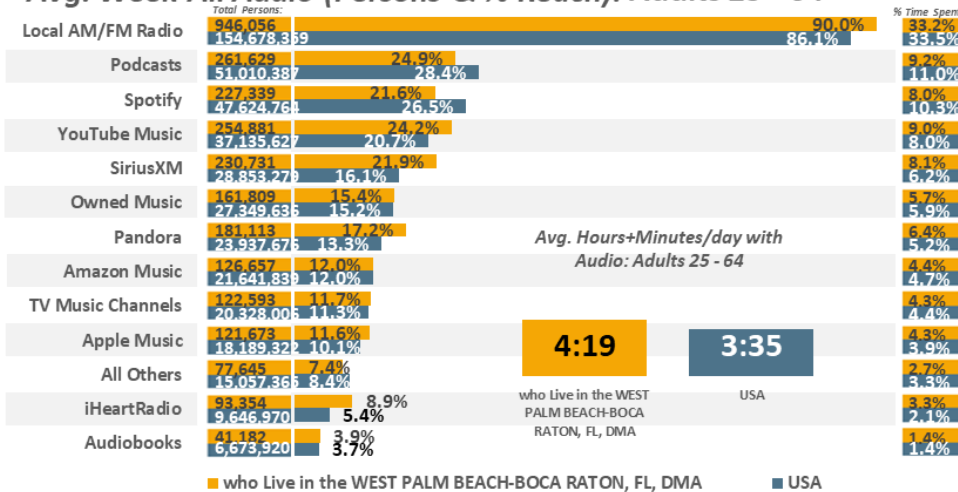


West Palm Beach-Boca Raton DMA

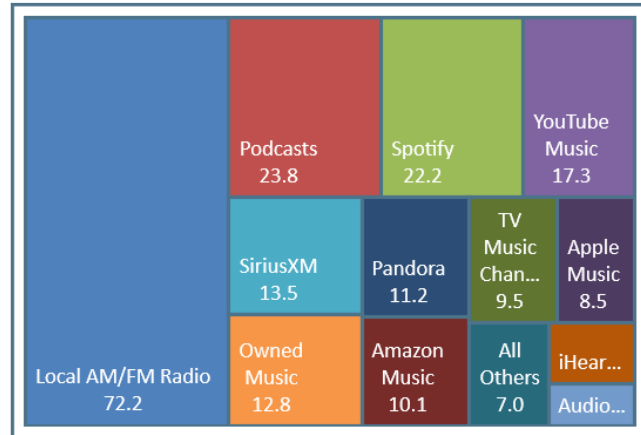
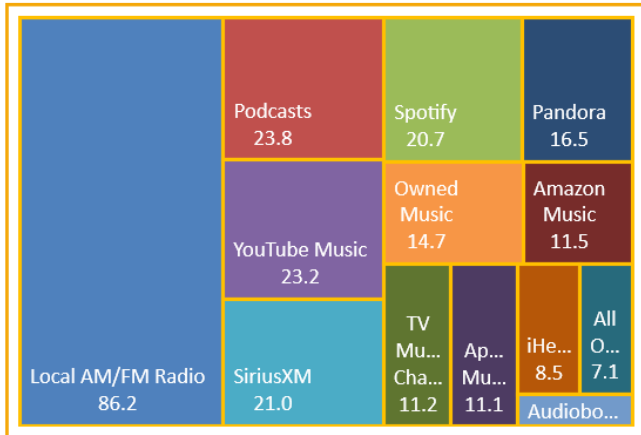
P25-64

915,966 or 87.1% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 81.6 minutes every day representing 41.0% of all time spent daily with Ad-Supported Audio.

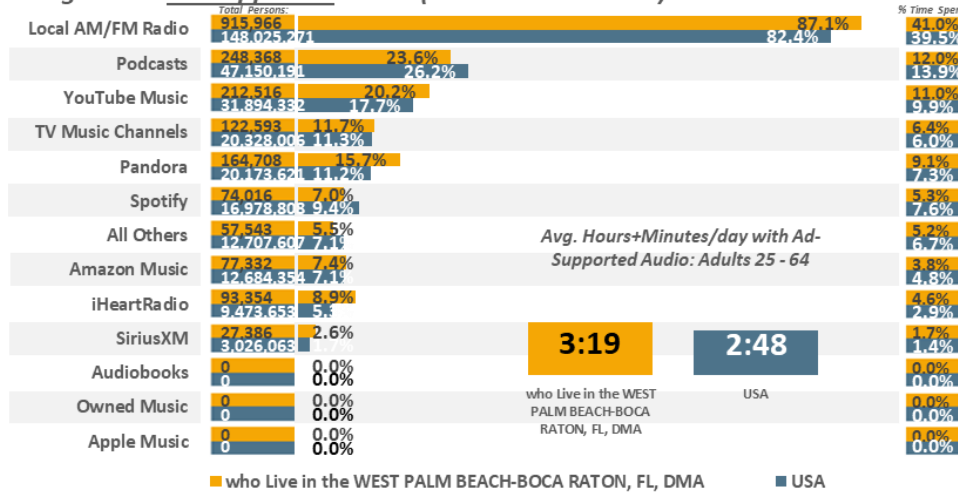
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



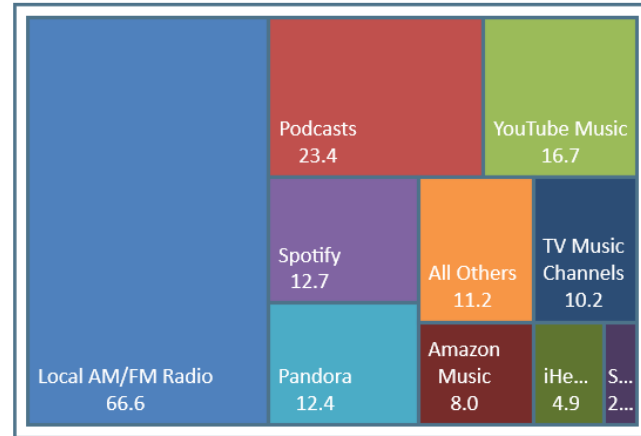
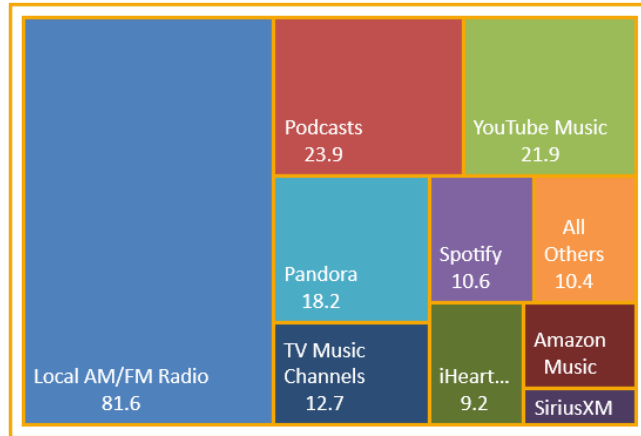
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



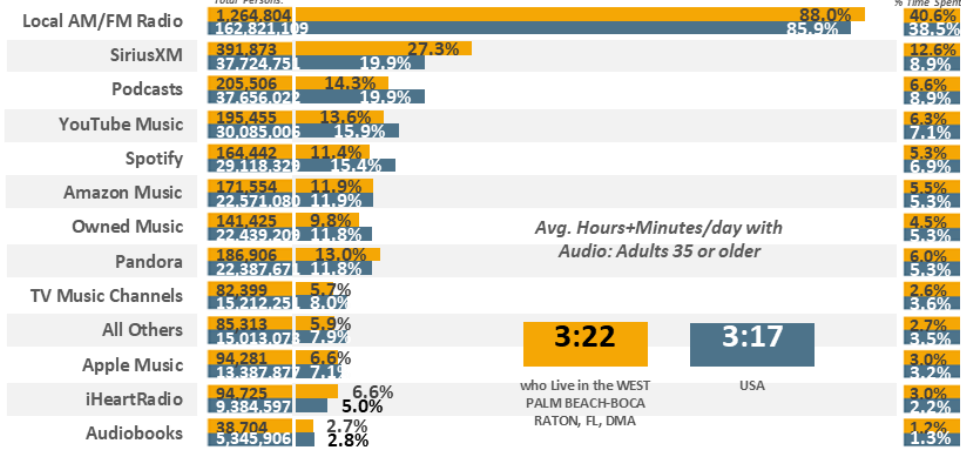


West Palm Beach-Boca Raton DMA

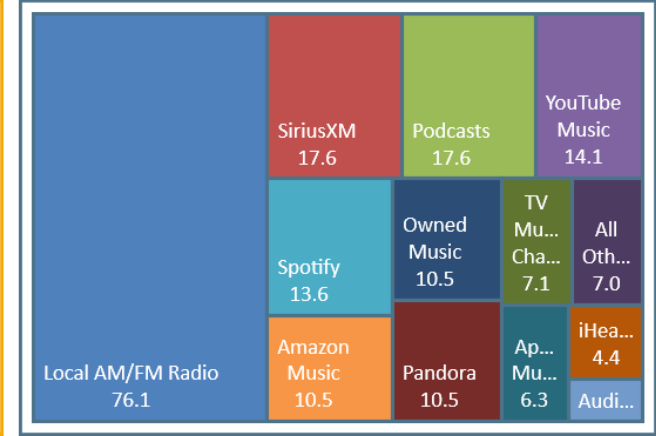
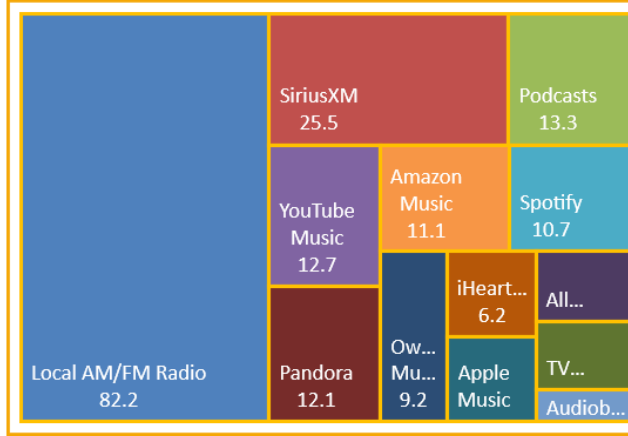
P35+

1,214,100 or 84.4% of Adults 35 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 77.2 minutes every day representing 50.1% of all time spent daily with Ad-Supported Audio.

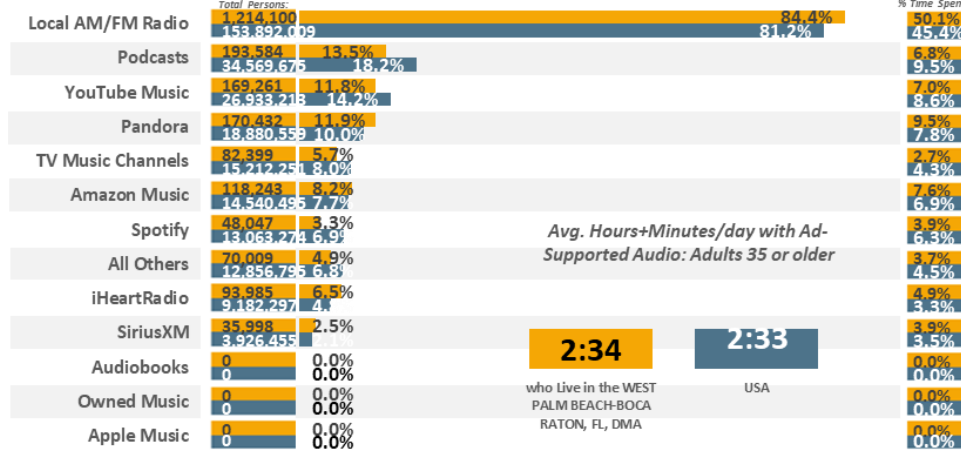
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



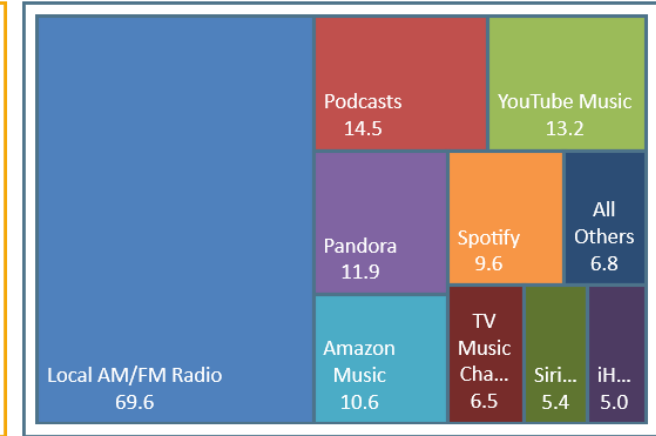
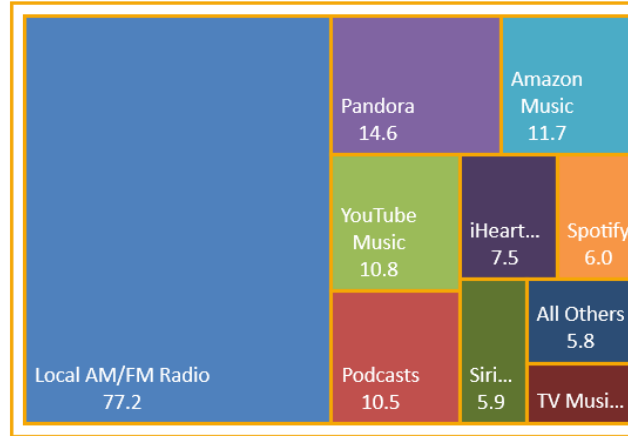
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

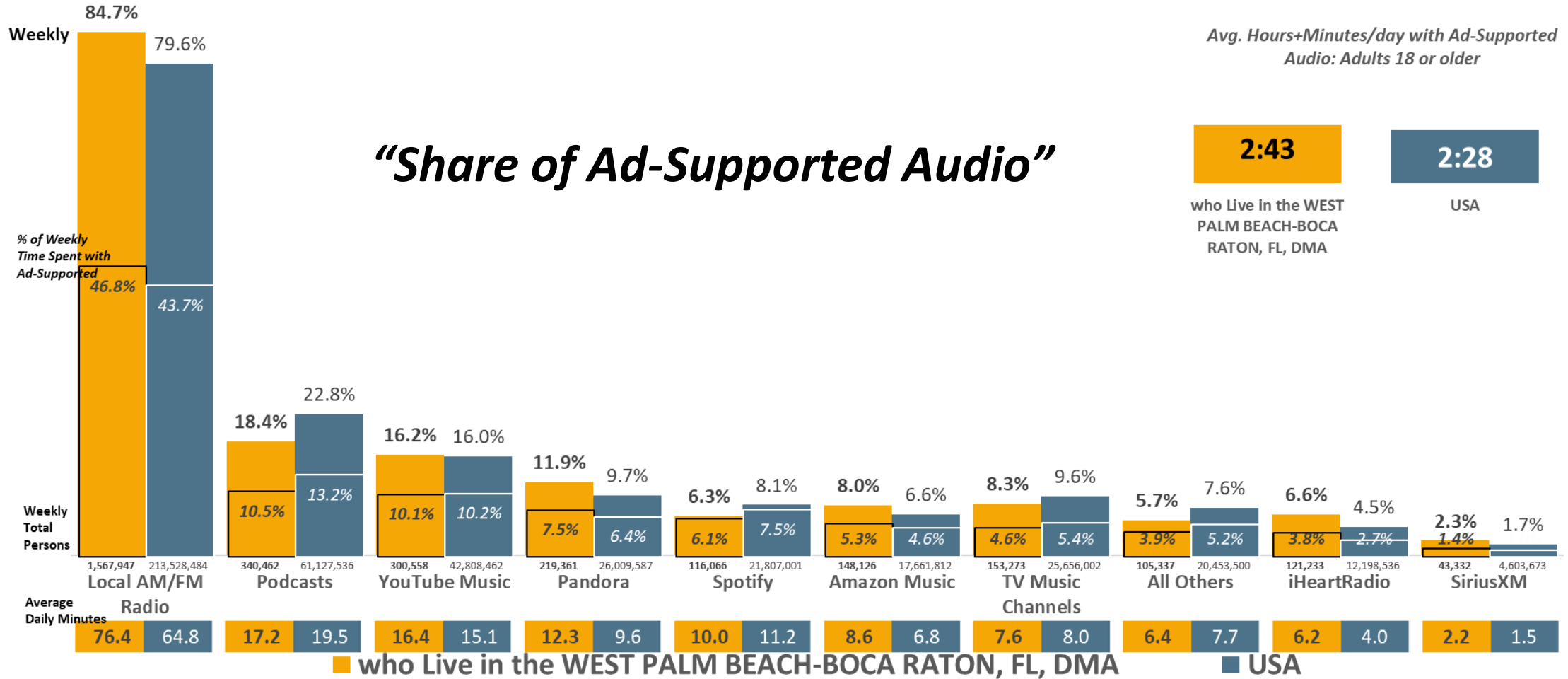




West Palm Beach-Boca Raton DMA

P18+

1,567,947 or 84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 76.4 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

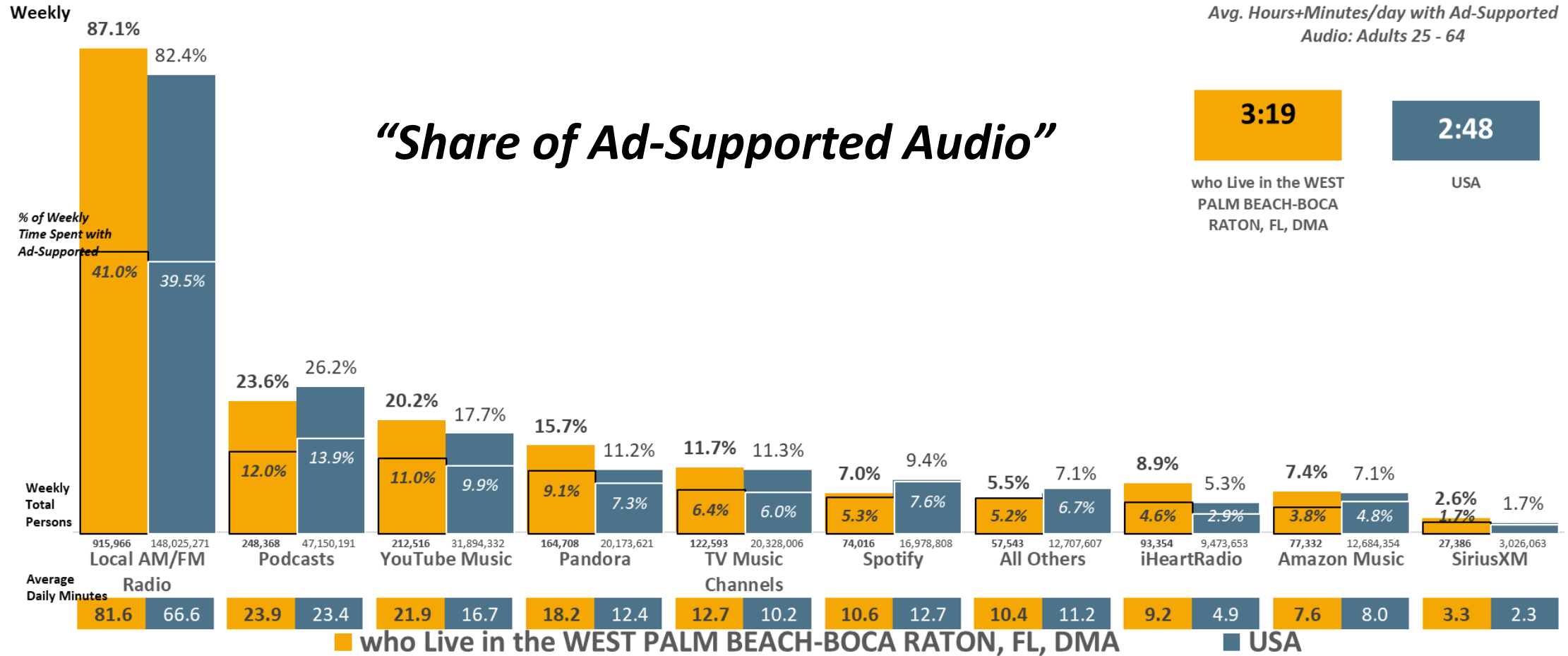




West Palm Beach-Boca Raton DMA

P25-64

915,966 or 87.1% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 81.6 minutes every day representing 41.0% of all time spent daily with Ad-Supported Audio.

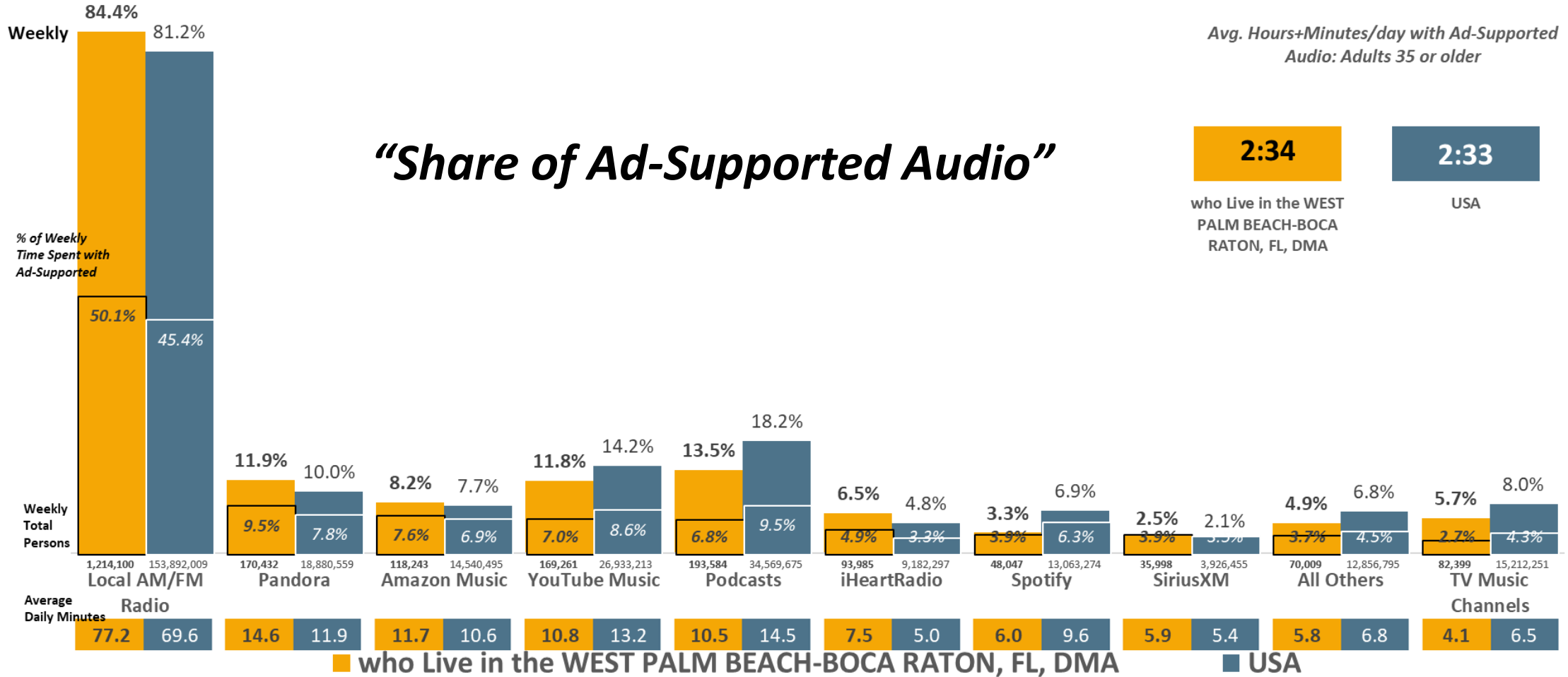




West Palm Beach-Boca Raton DMA

P35+

1,214,100 or 84.4% of Adults 35 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 77.2 minutes every day representing 50.1% of all time spent daily with Ad-Supported Audio.



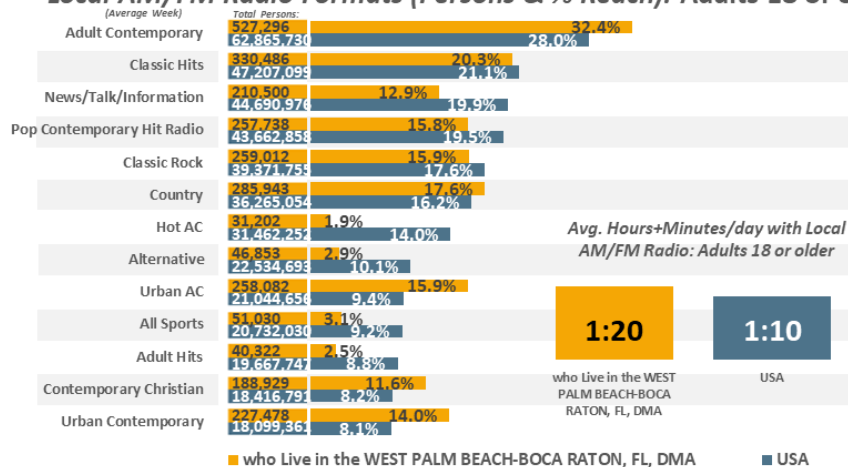


West Palm Beach-Boca Raton DMA

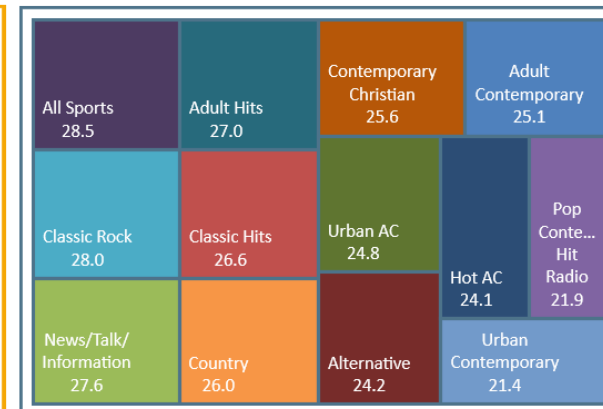
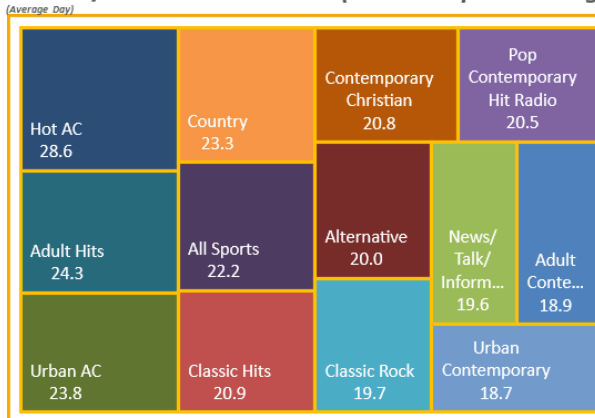
P18+

1,567,947 or 84.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.

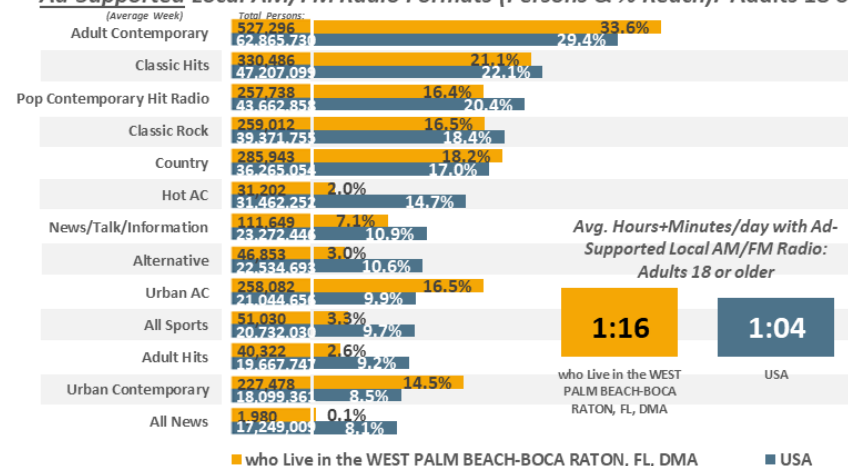
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



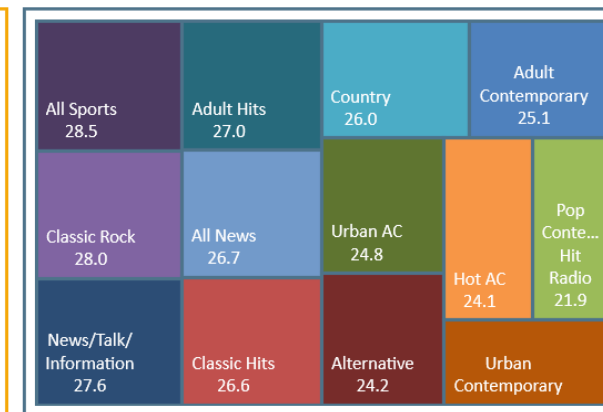
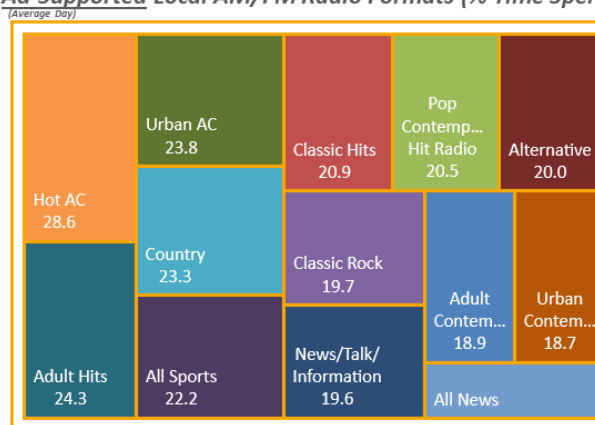
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



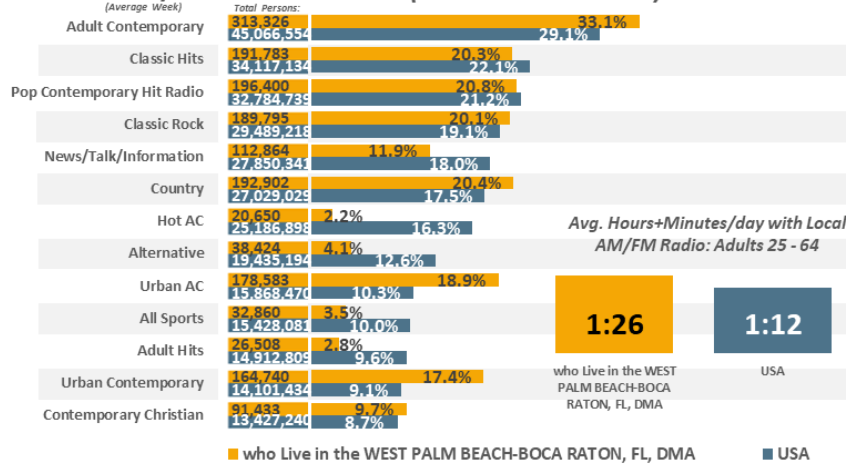


West Palm Beach-Boca Raton DMA

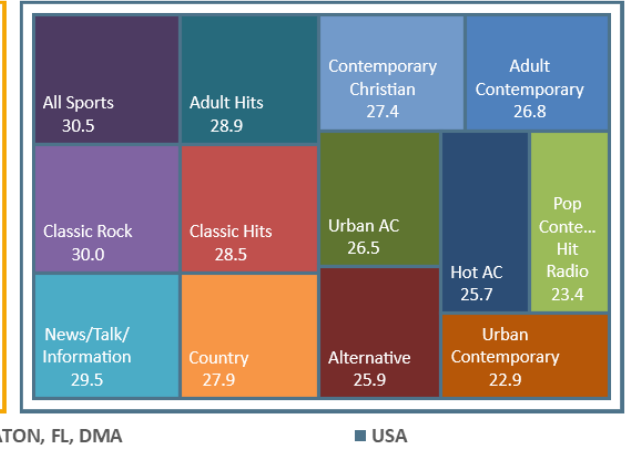
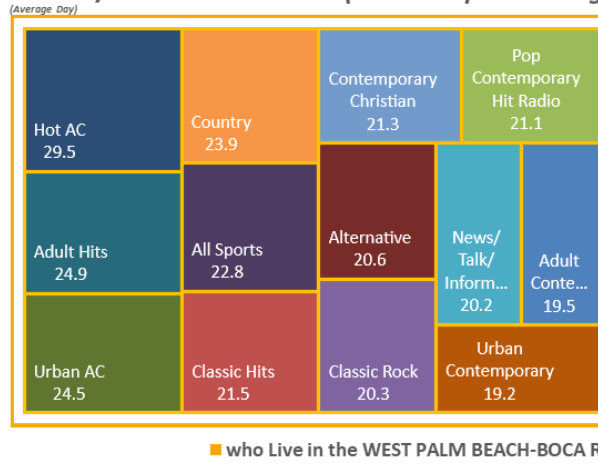
P25-64

915,966 or 87.1% of Adults 25 - 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, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

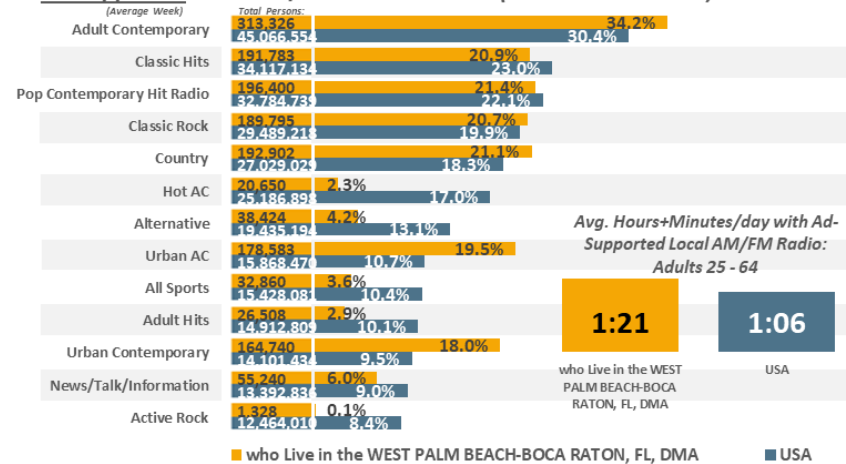
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



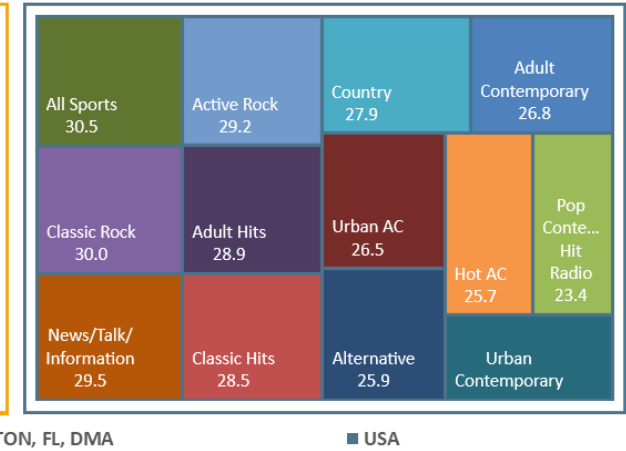
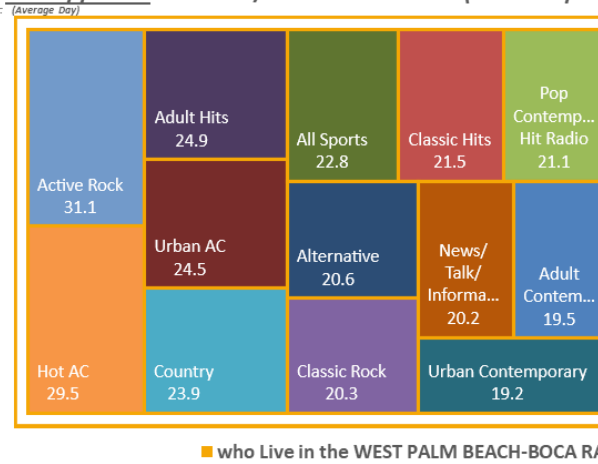
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



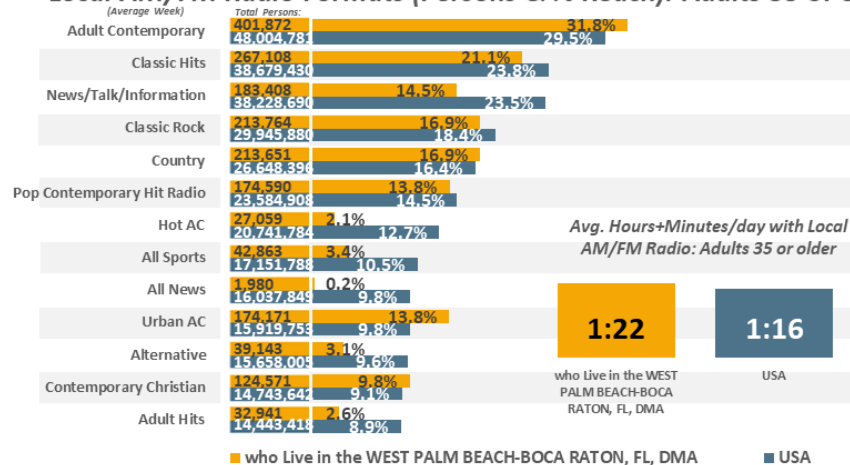


West Palm Beach-Boca Raton DMA

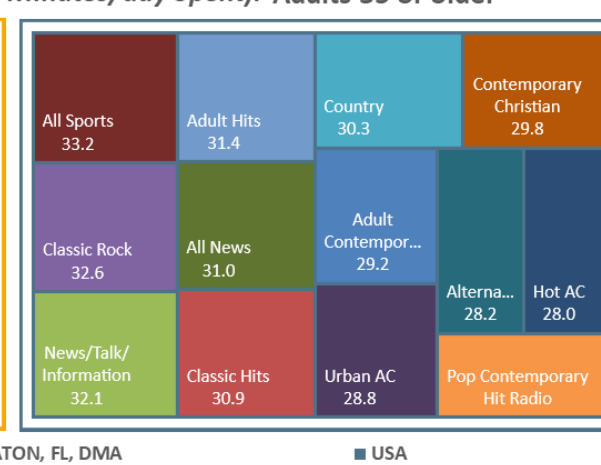
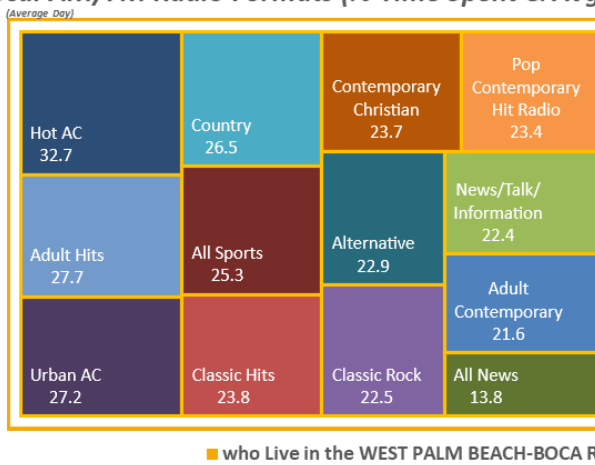
P35+

1,214,100 or 84.4% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

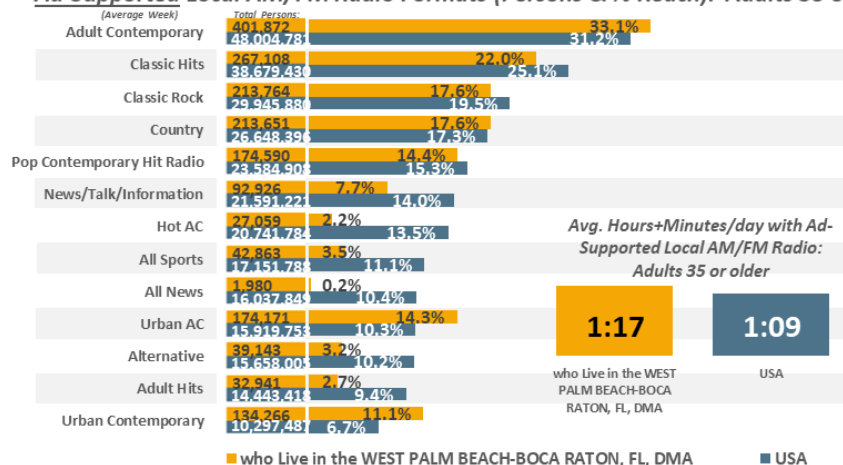
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



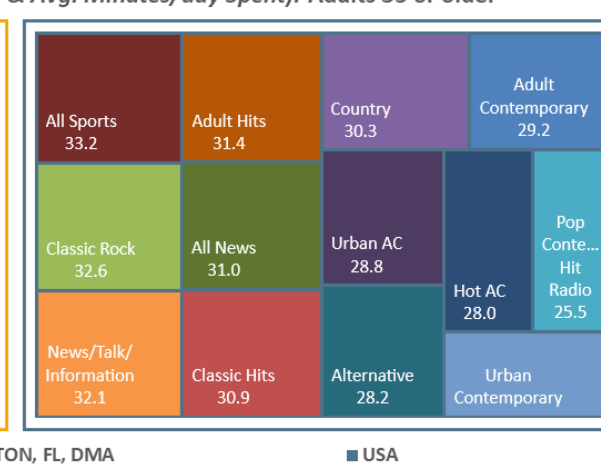
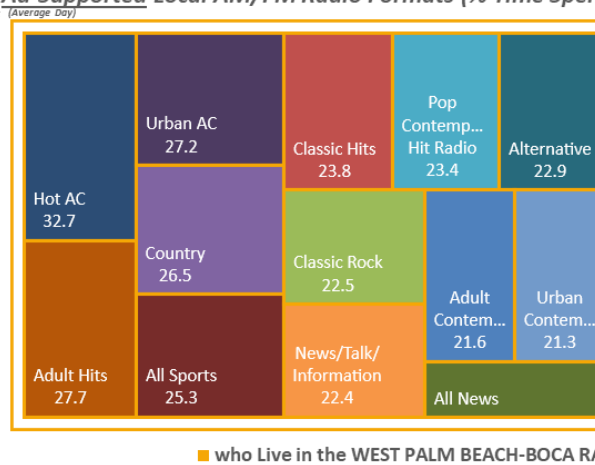
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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





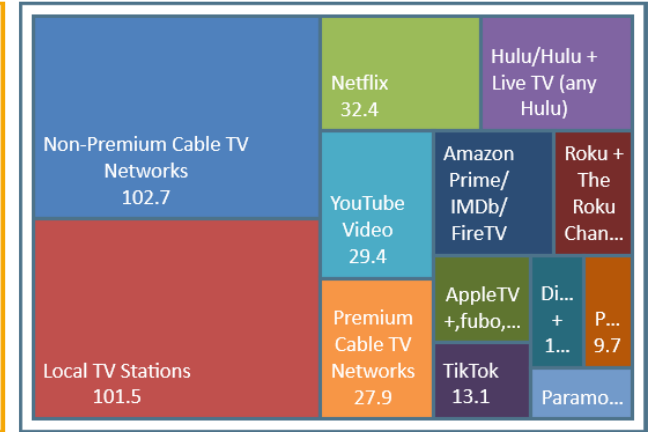
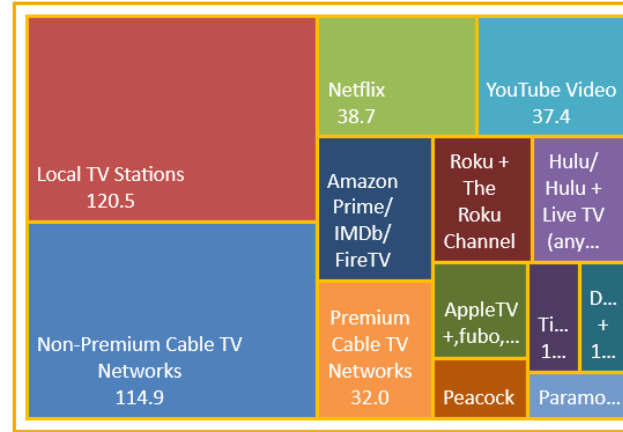
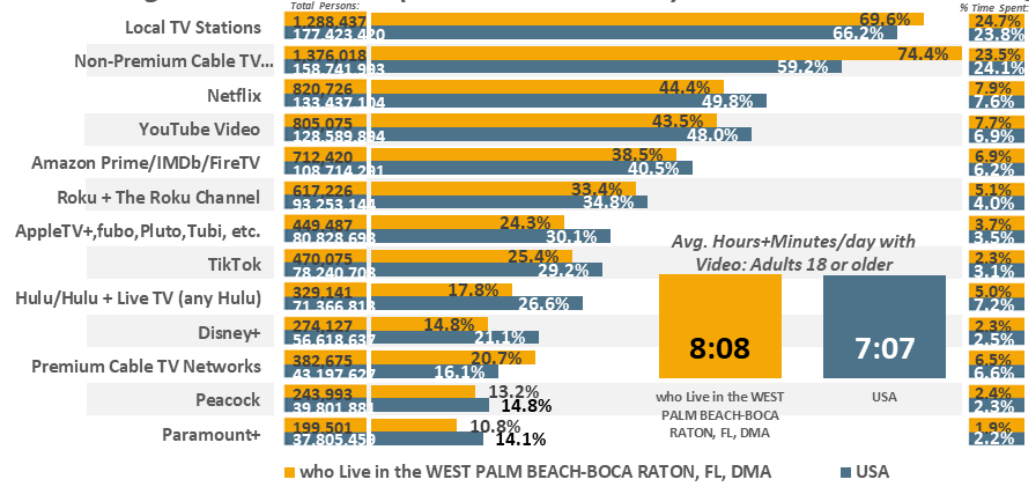
West Palm Beach-Boca Raton DMA

P18+

1,273,978 or 68.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 115.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

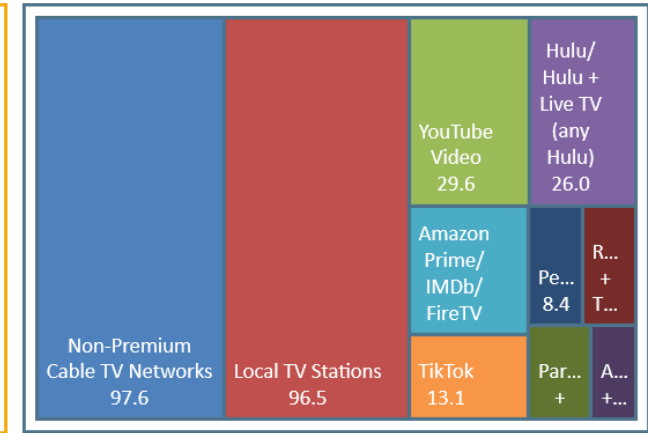
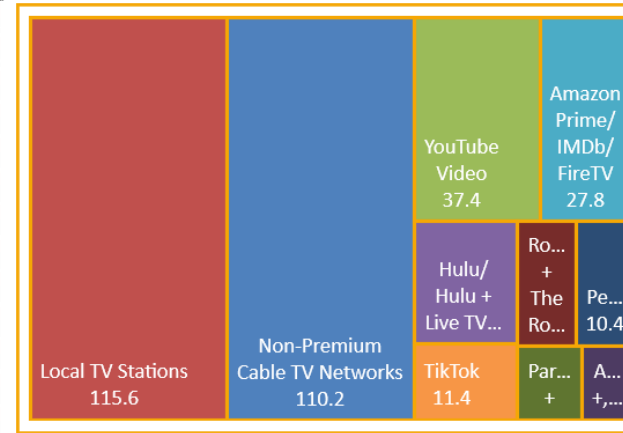
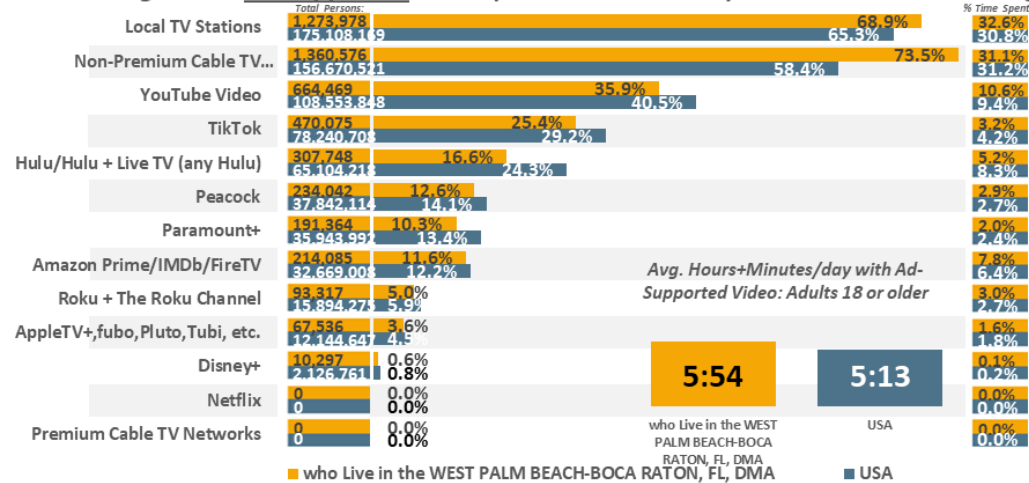
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



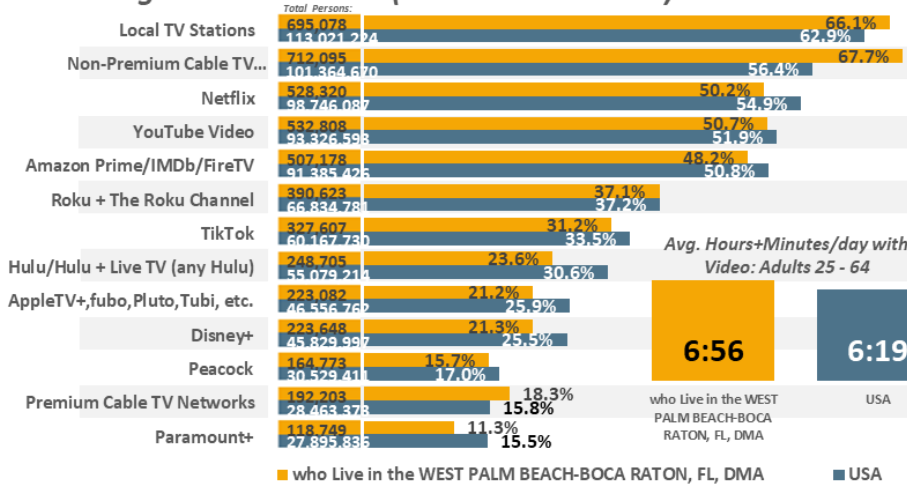


West Palm Beach-Boca Raton DMA

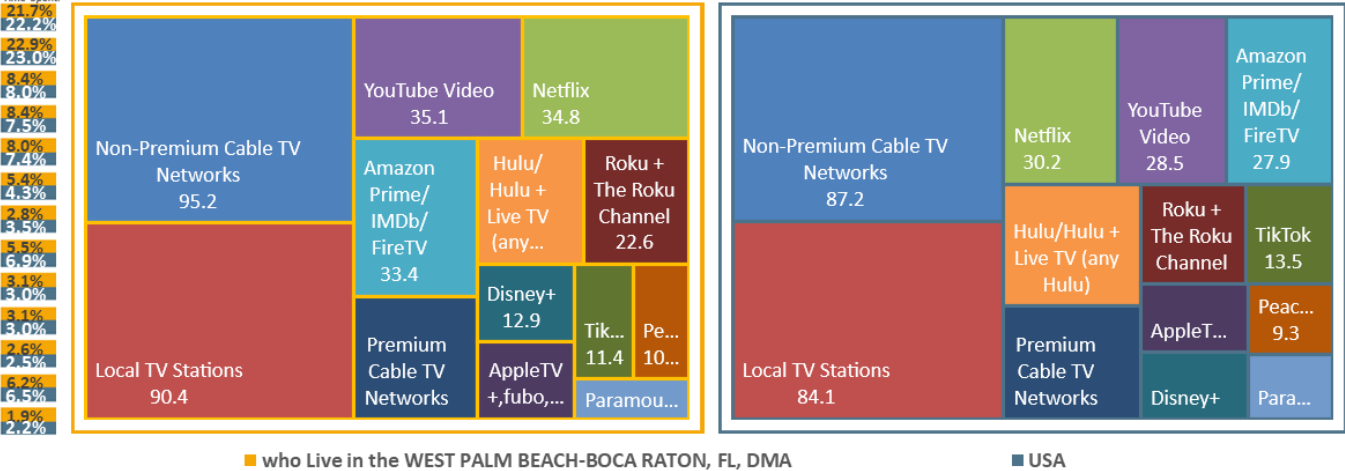
P25-64

687,169 or 65.3% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

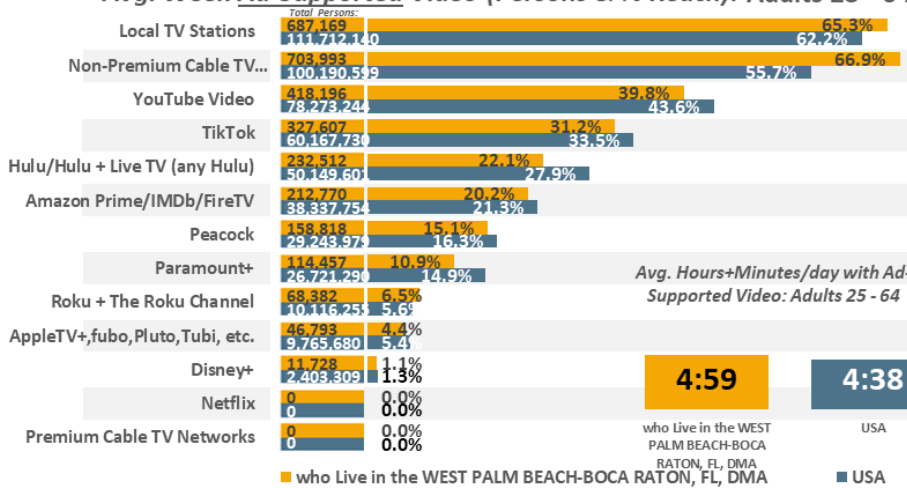
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



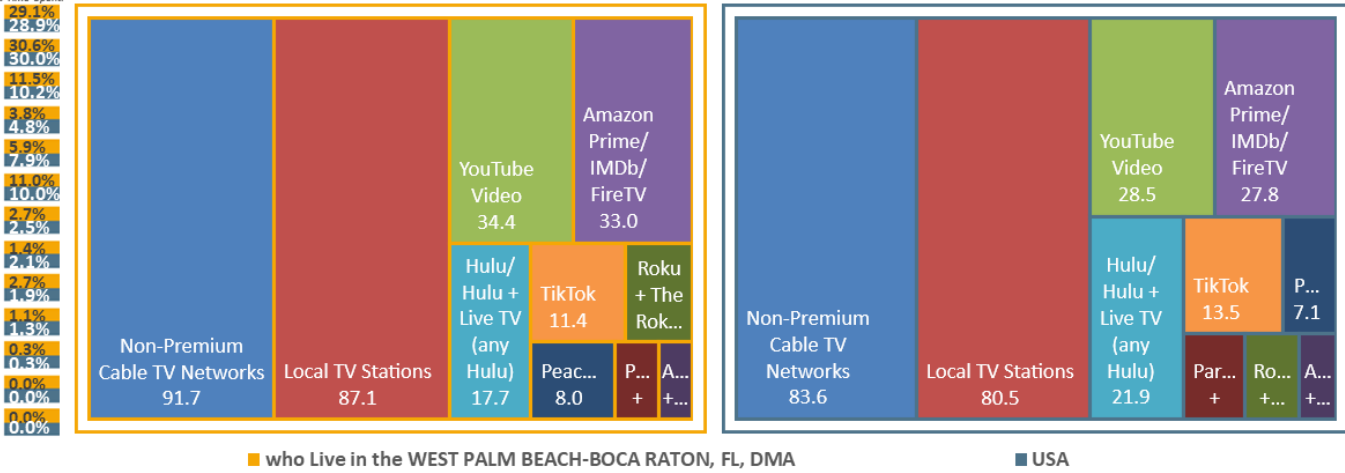
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





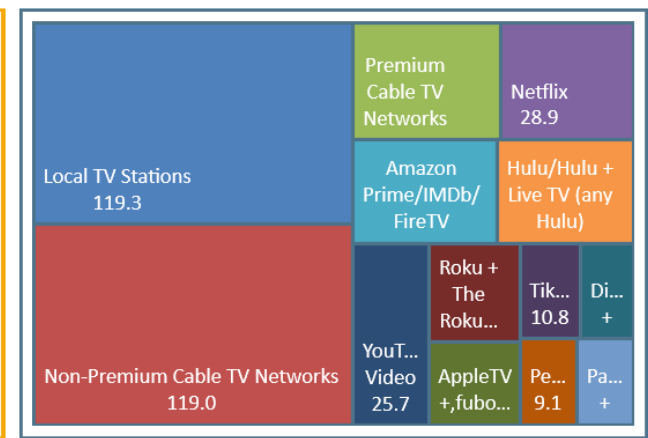
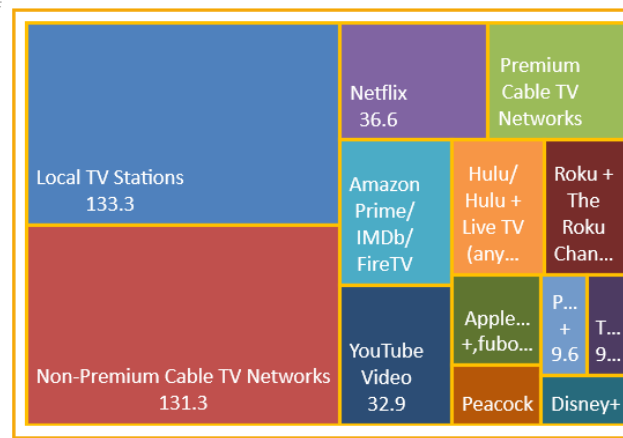
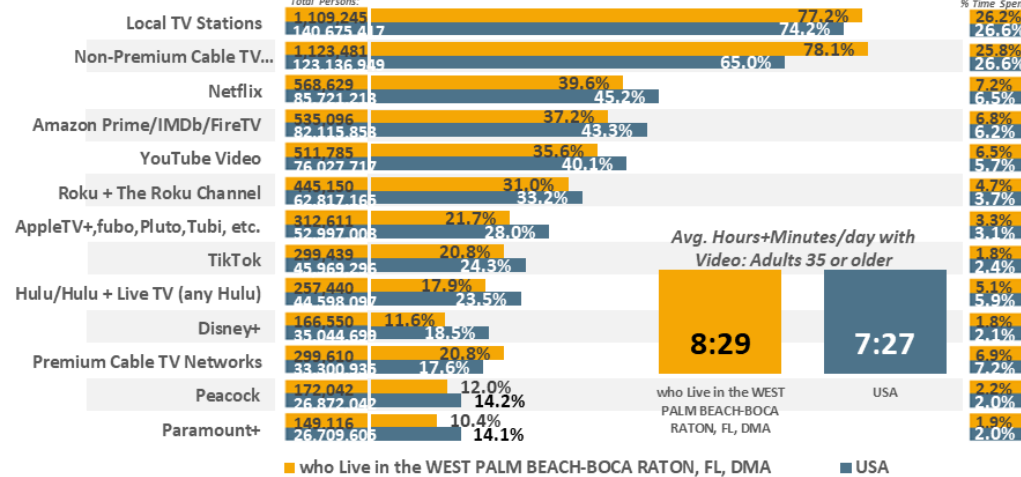
West Palm Beach-Boca Raton DMA

P35+

1,096,929 or 76.3% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 127.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

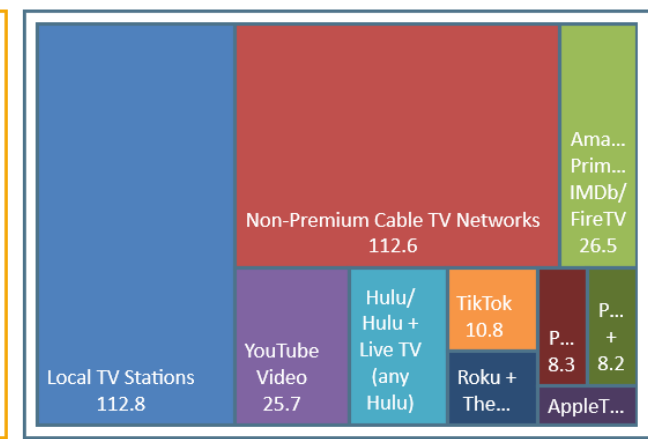
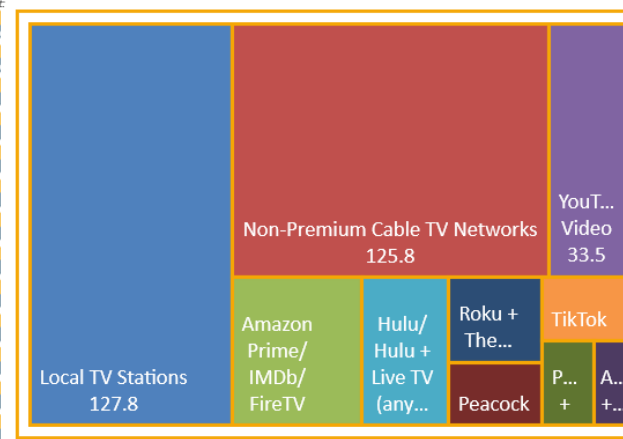
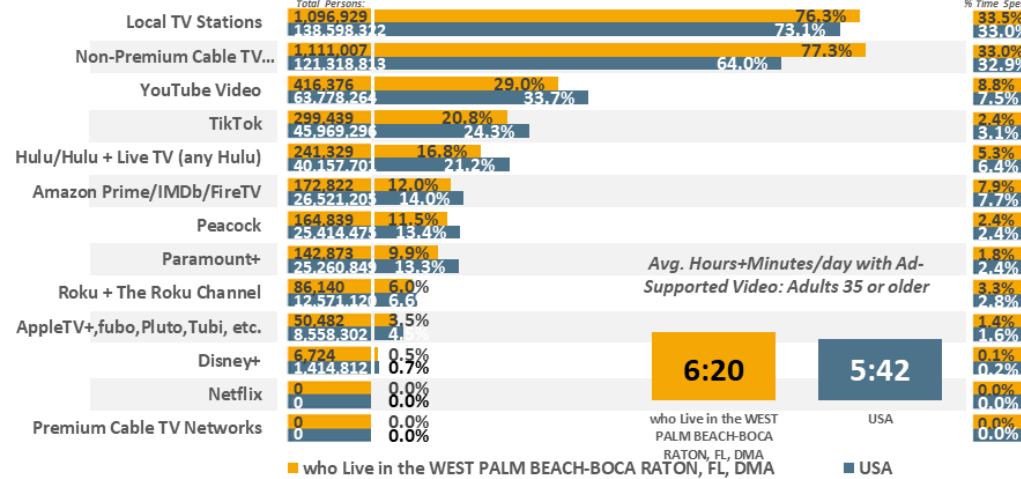
Avg. Week All Video (Persons & % Reach): Adults 35 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



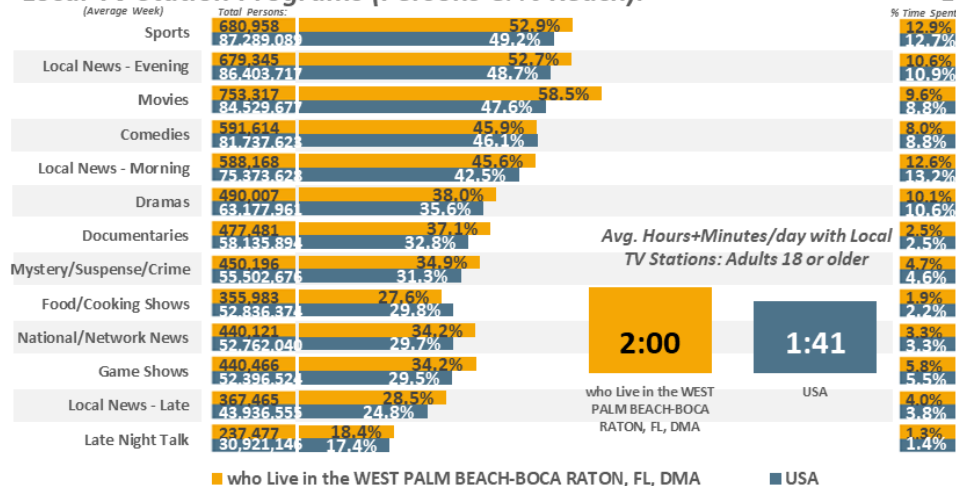


West Palm Beach-Boca Raton DMA

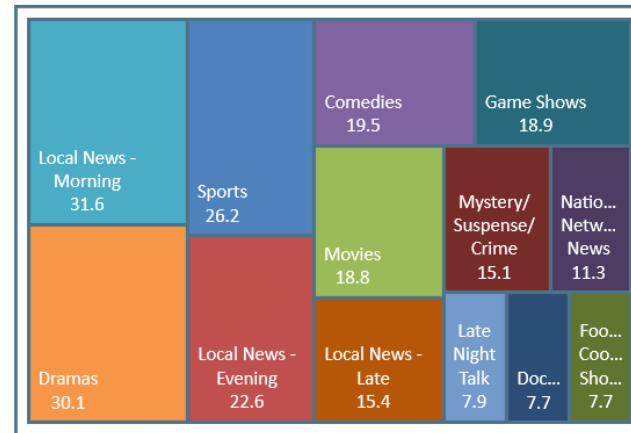
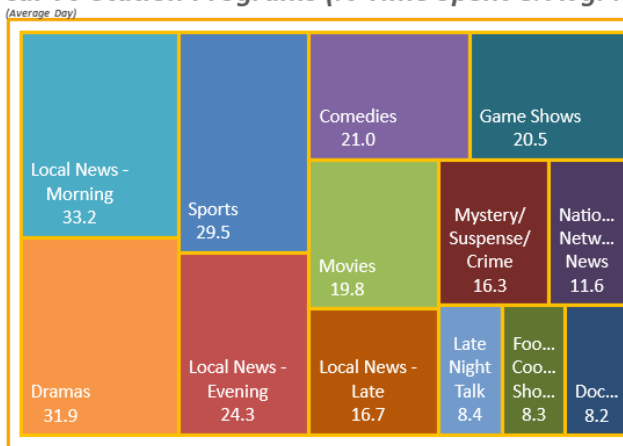
P18+

1,273,978 or 68.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

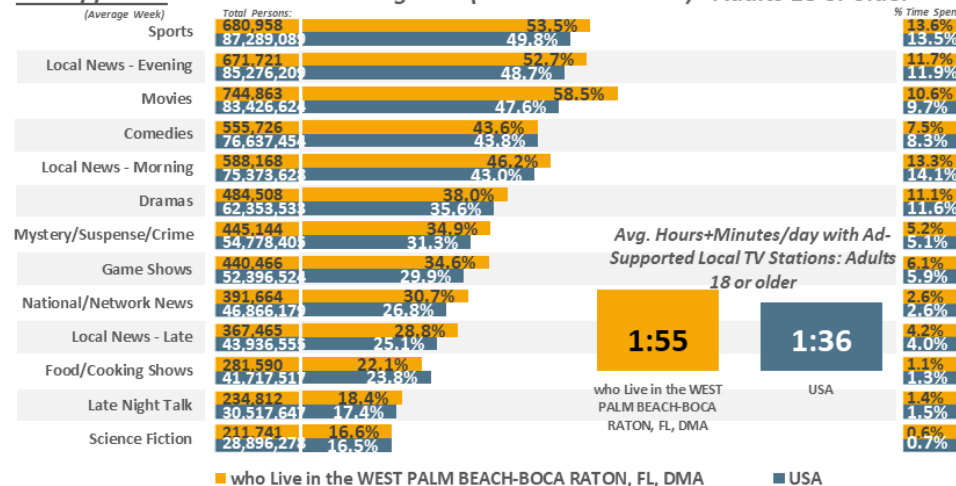
Local TV Station Programs (Persons & % Reach): Adults 18 or older



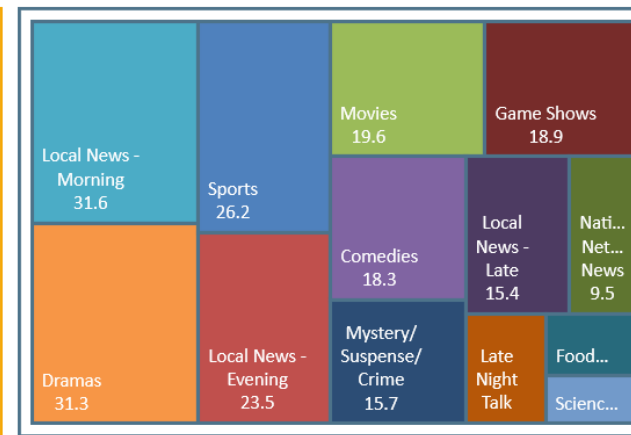
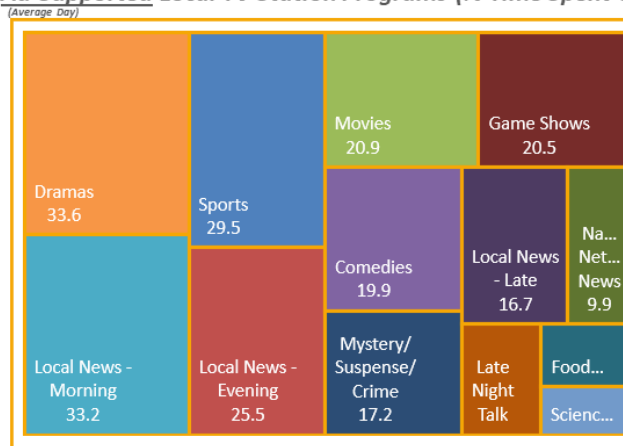
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



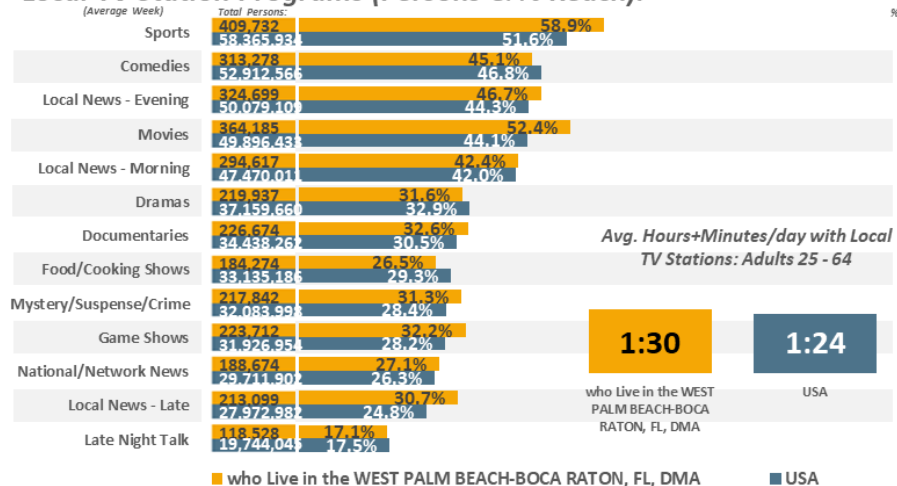


West Palm Beach-Boca Raton DMA

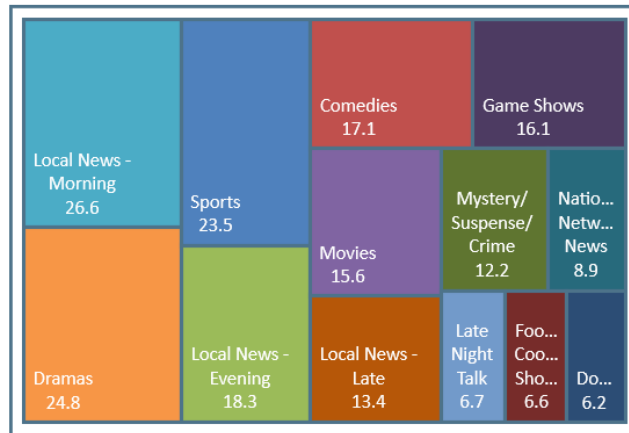
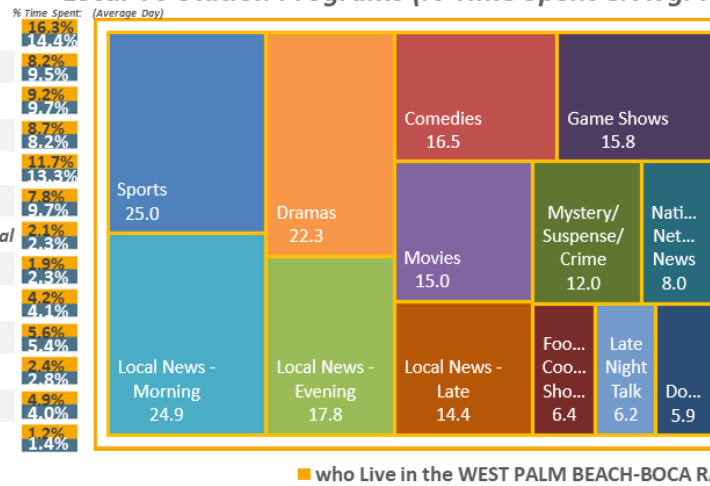
P25-64

687,169 or 65.3% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Game Shows.

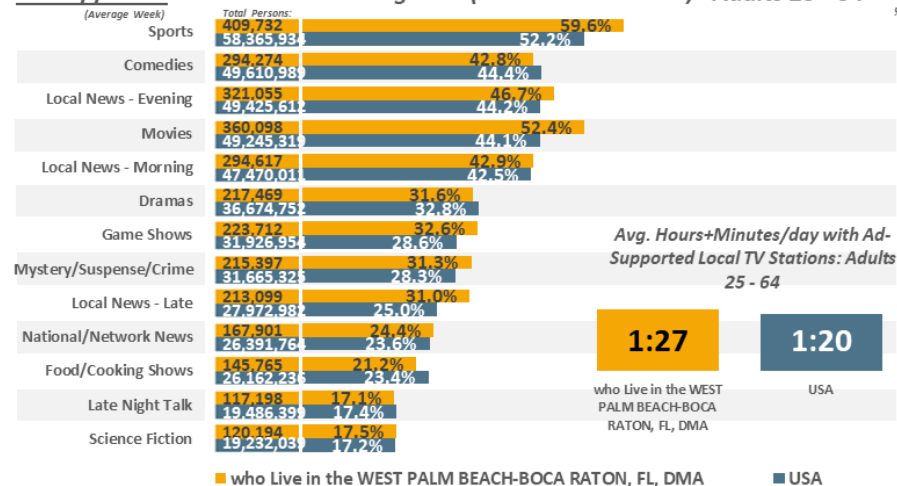
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



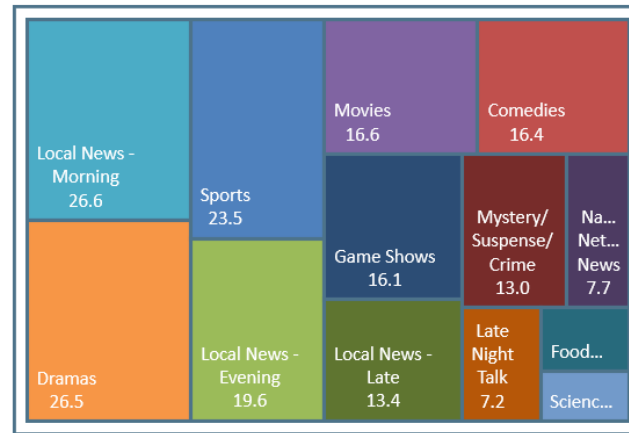
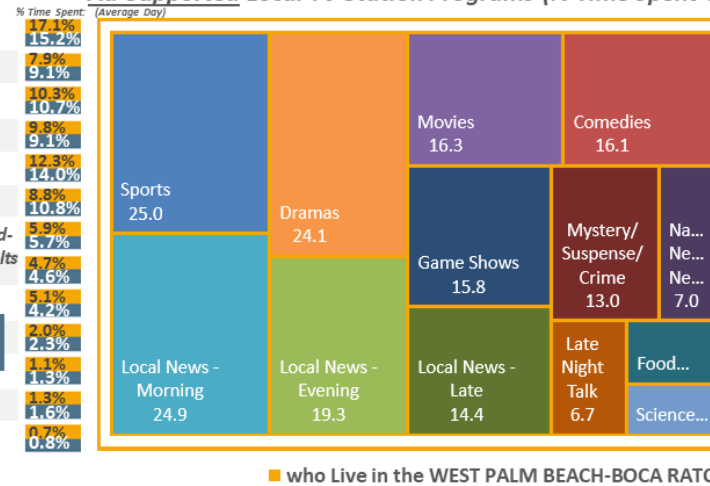
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



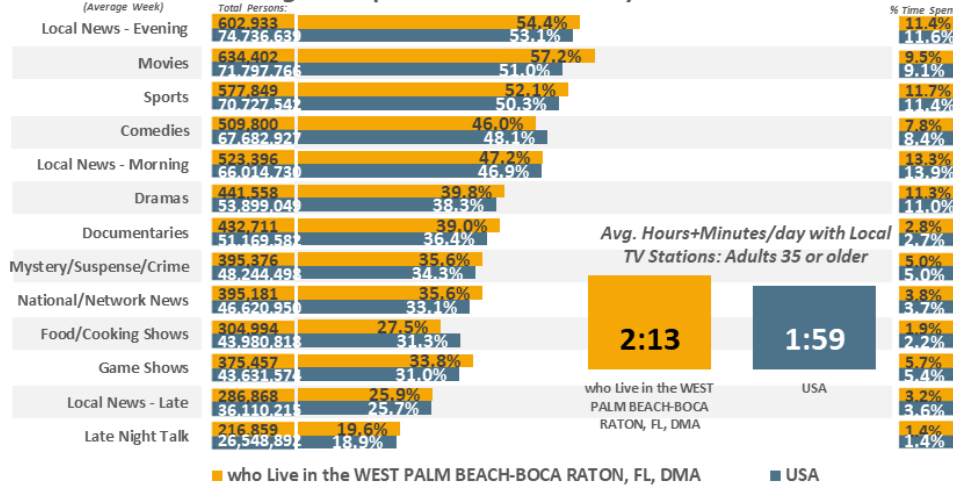


West Palm Beach-Boca Raton DMA

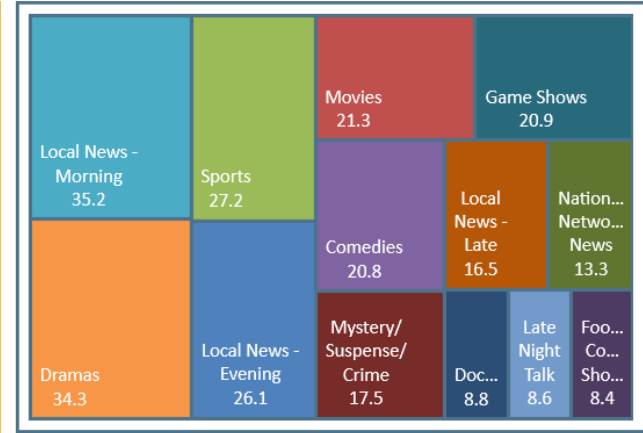
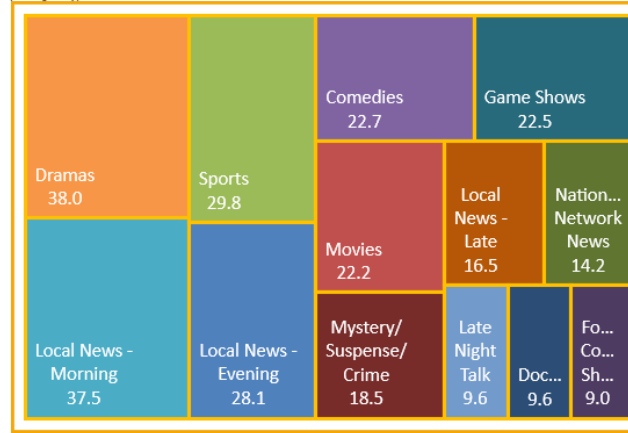
P35+

1,096,929 or 76.3% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Local News - Morning, Comedies, and Dramas.

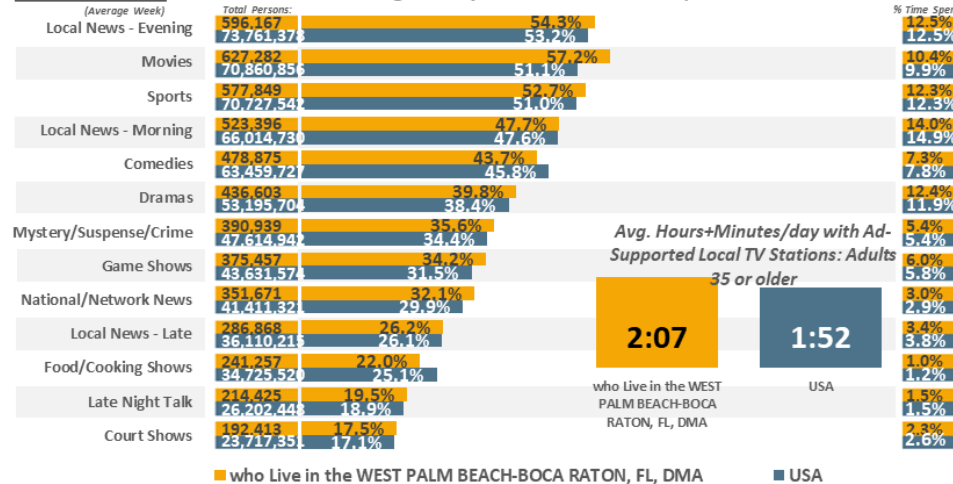
Local TV Station Programs (Persons & % Reach): Adults 35 or older



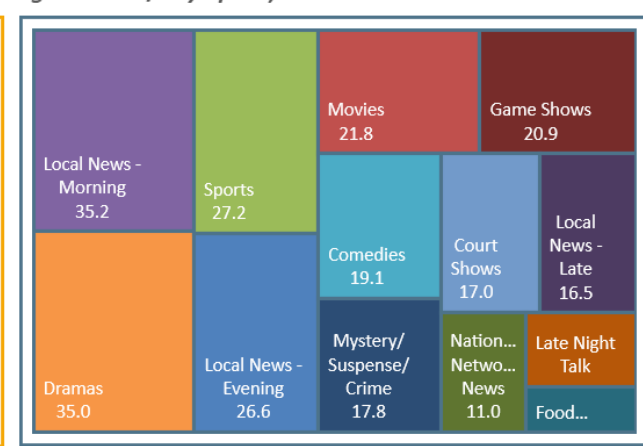
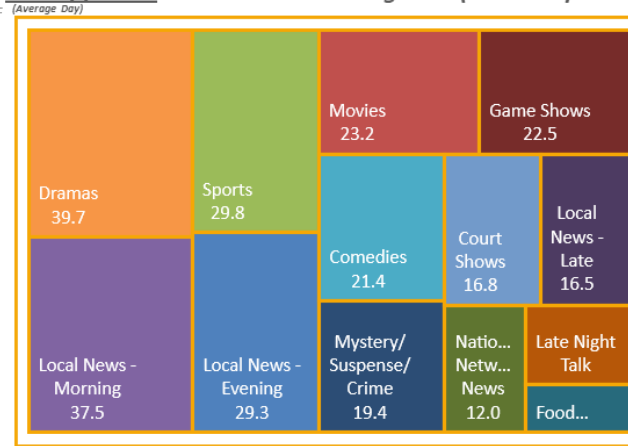
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



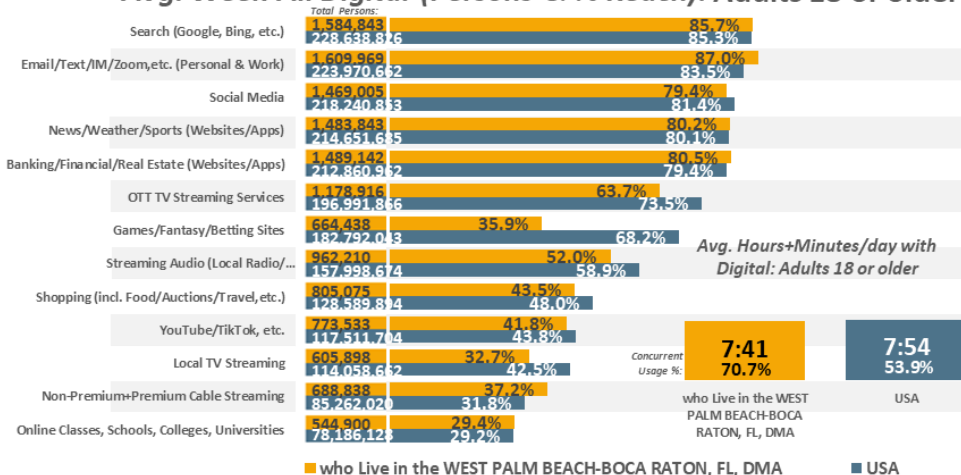


West Palm Beach-Boca Raton DMA

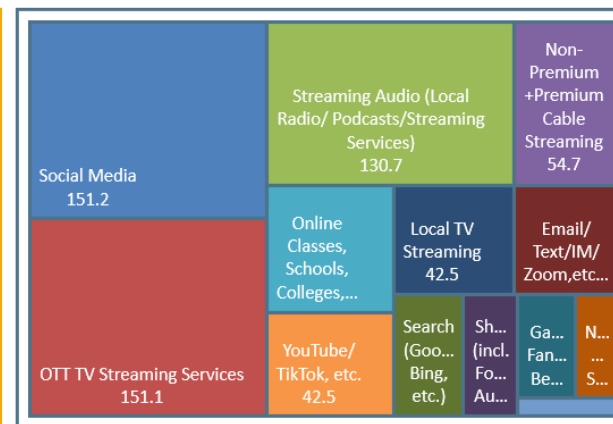
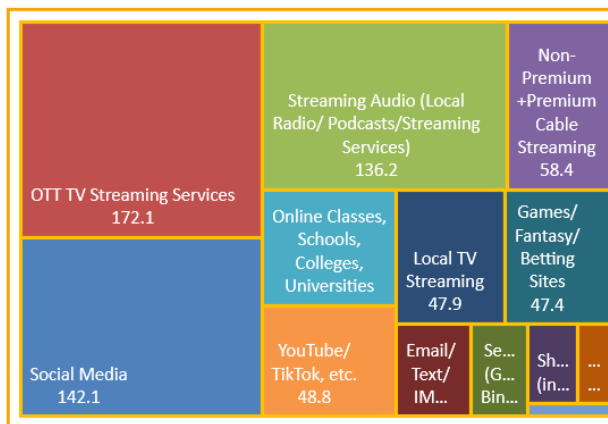
P18+

1,320,448 or 71.4% 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 127.8 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

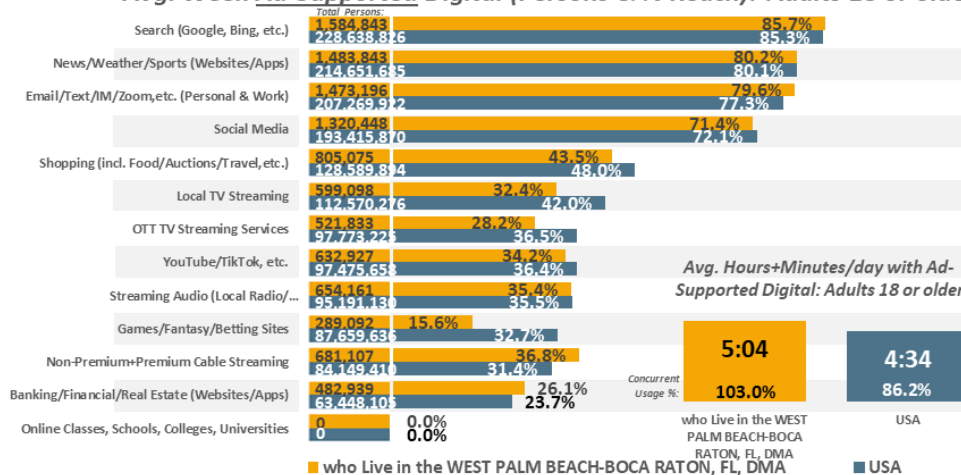
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



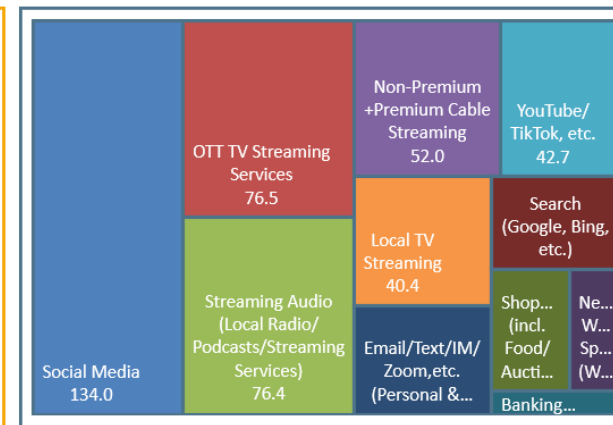
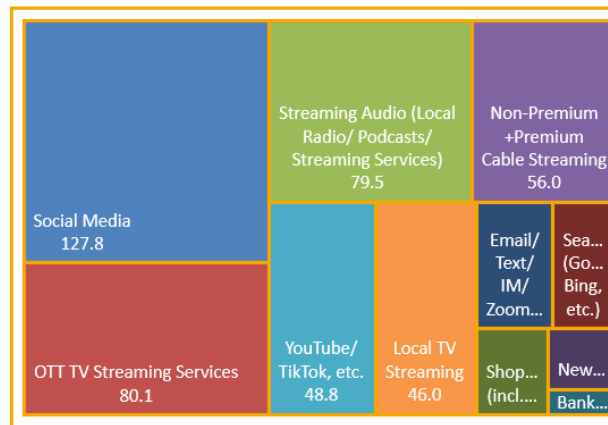
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



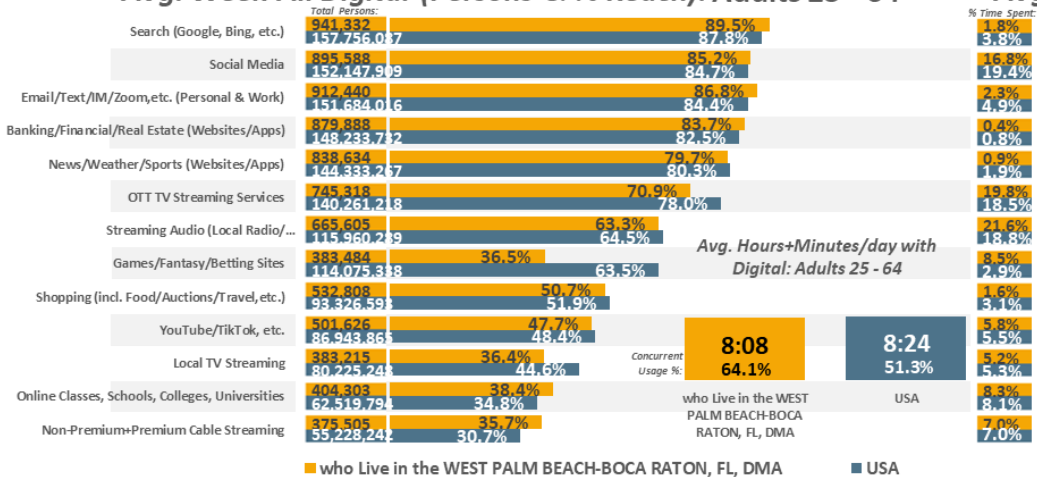


West Palm Beach-Boca Raton DMA

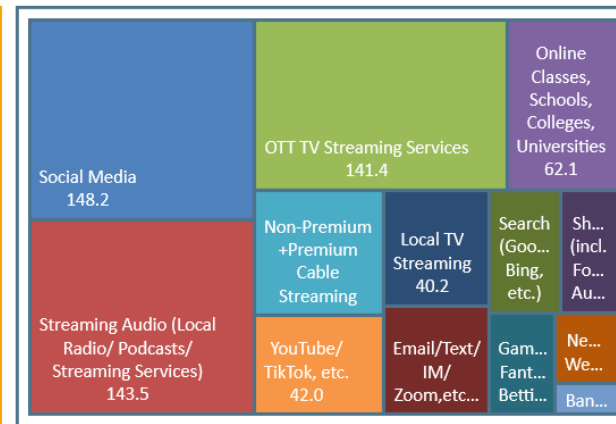
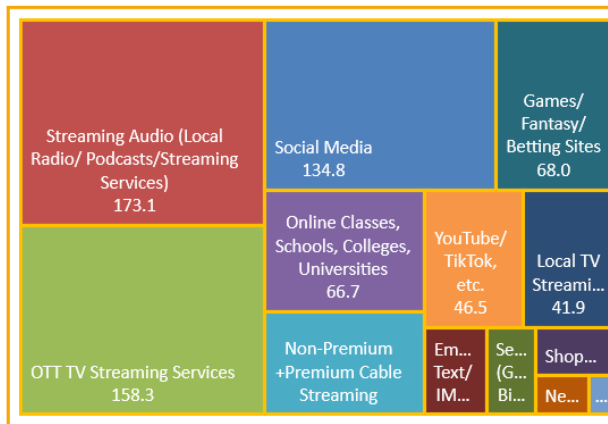
P25-64

795,369 or 75.6% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 124. minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

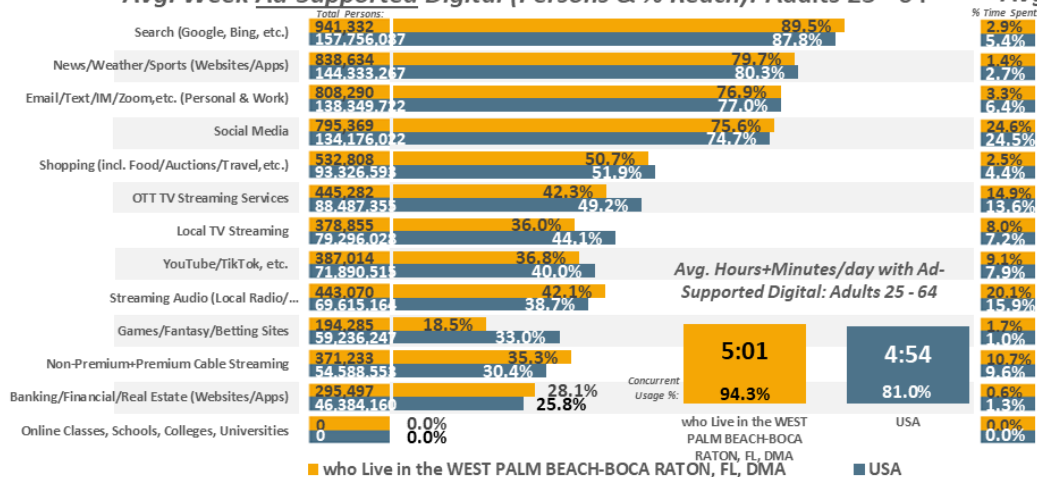
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



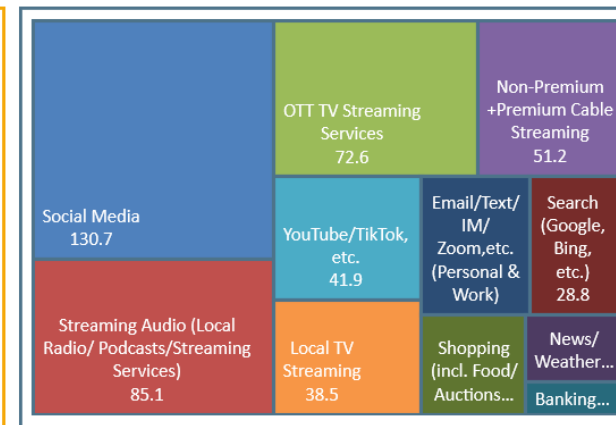
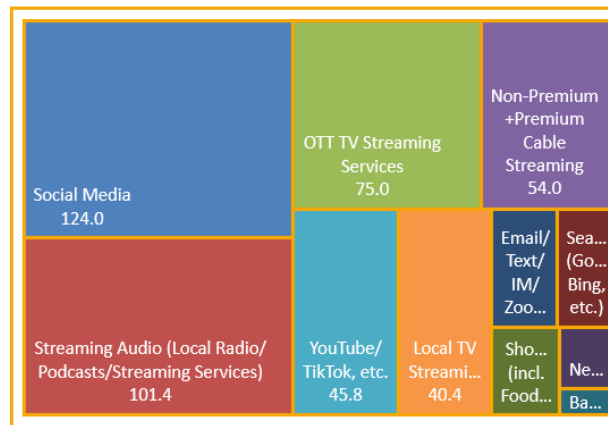
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





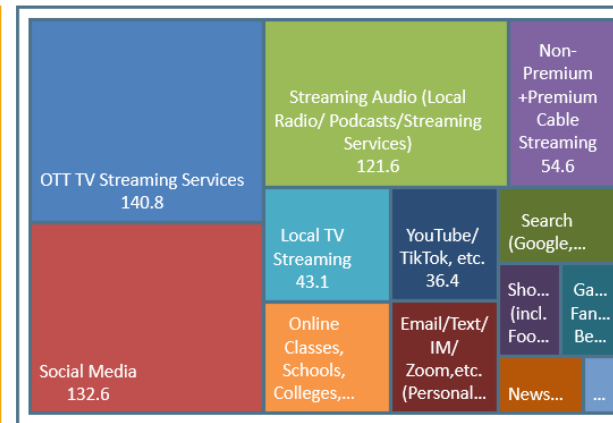
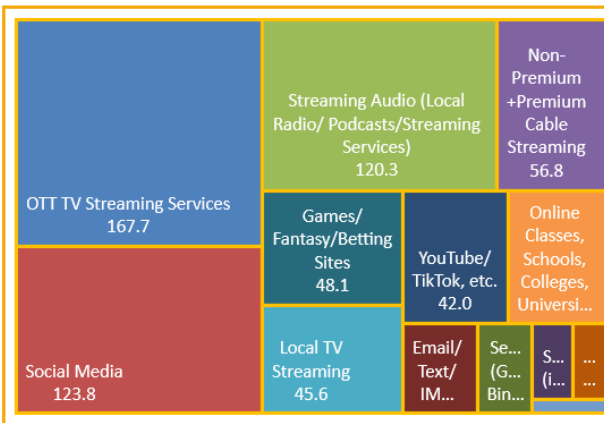
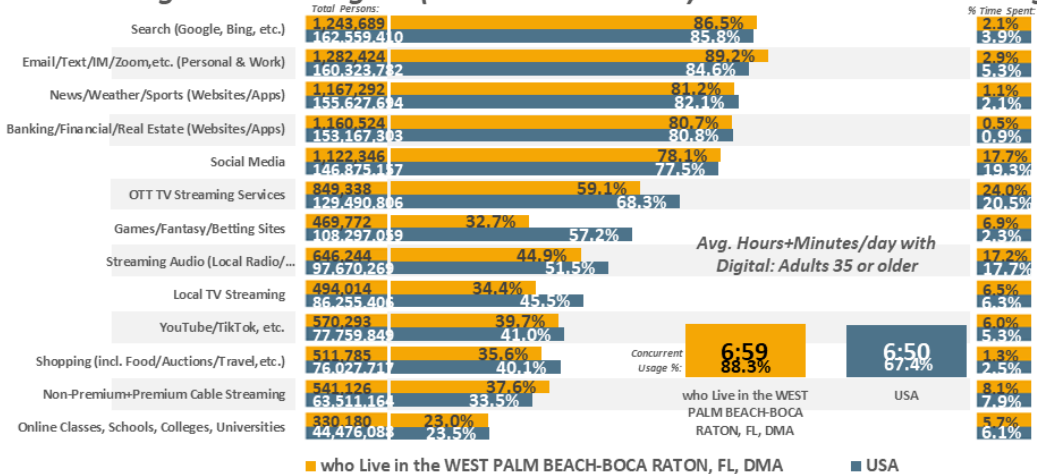
West Palm Beach-Boca Raton DMA

P35+

1,001,938 or 69.7% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 113.9 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

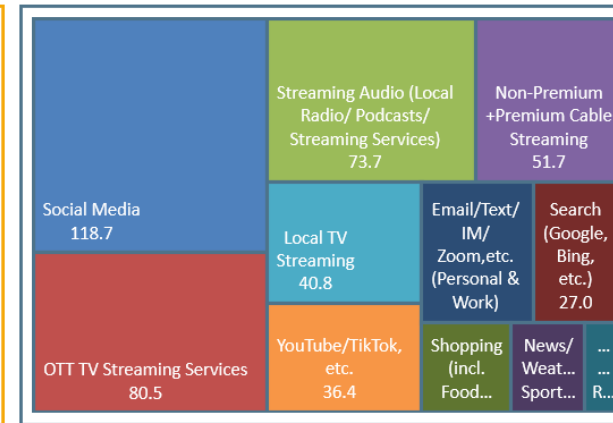
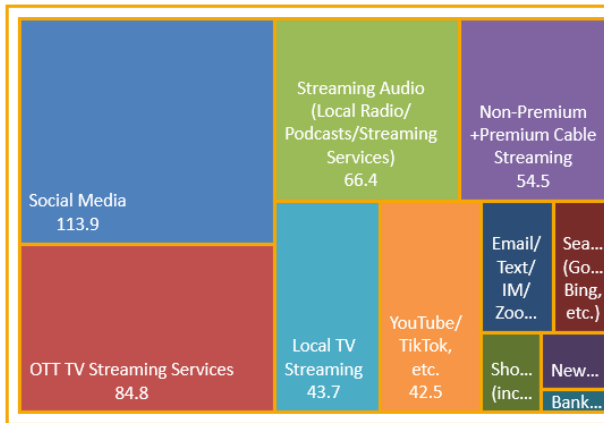
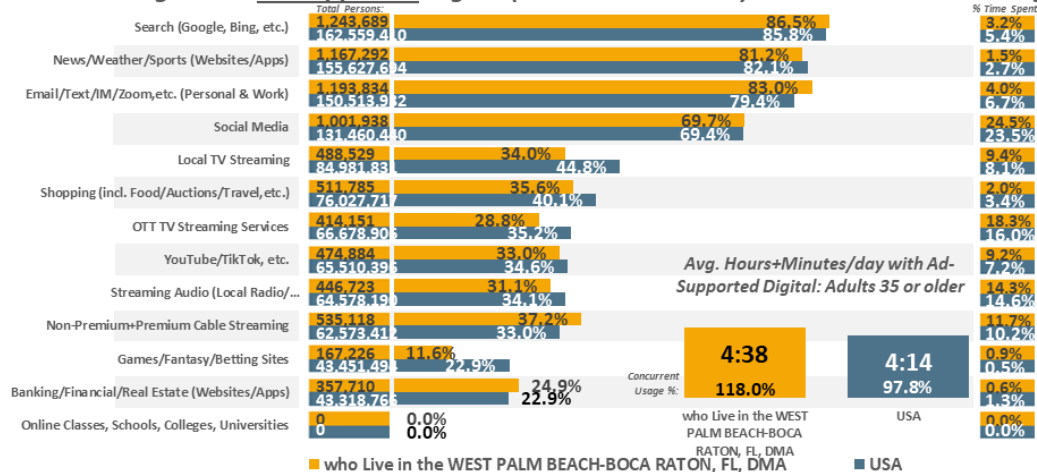
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



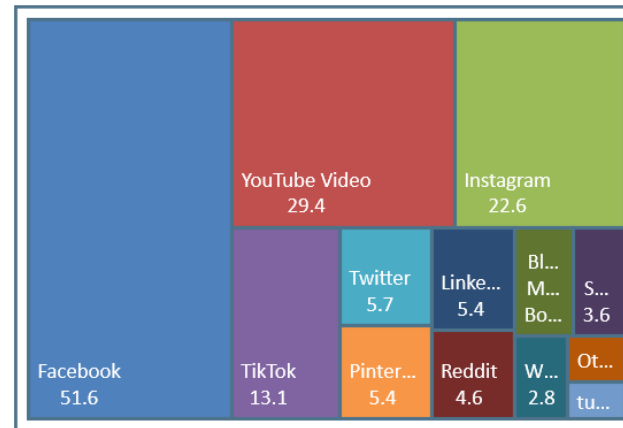
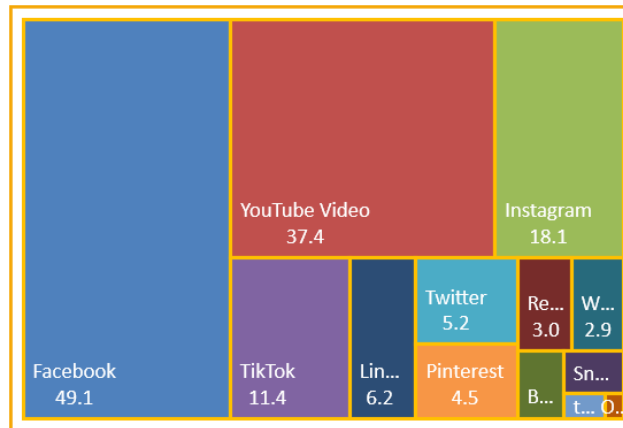
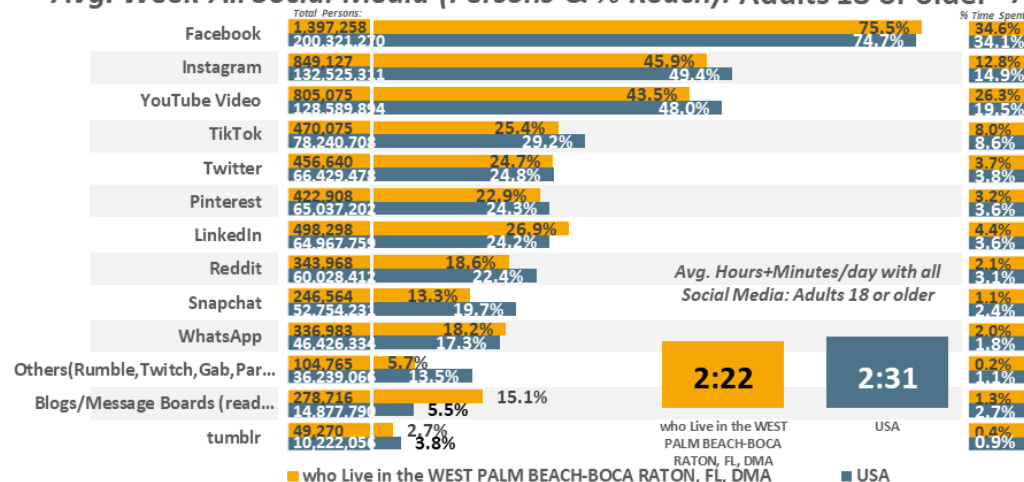


West Palm Beach-Boca Raton DMA

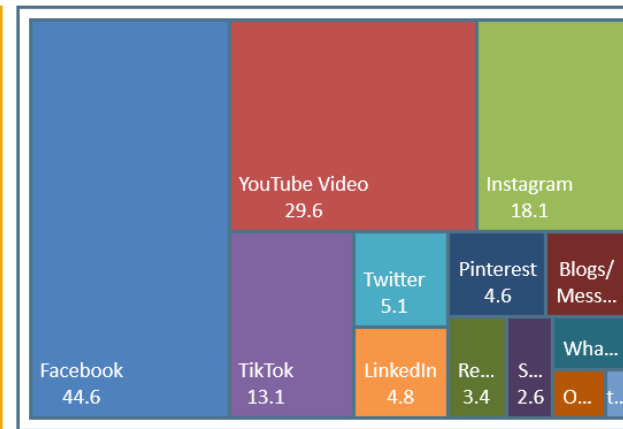
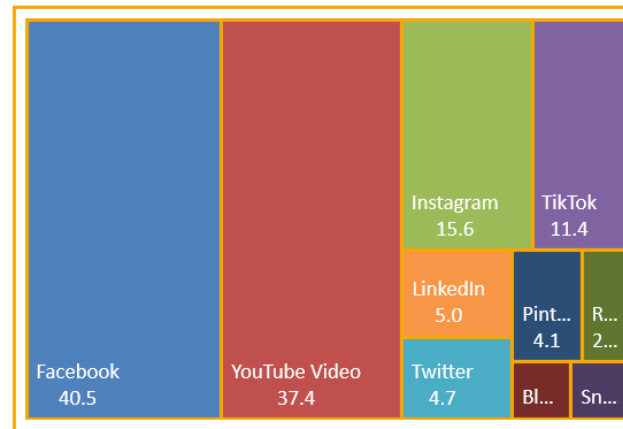
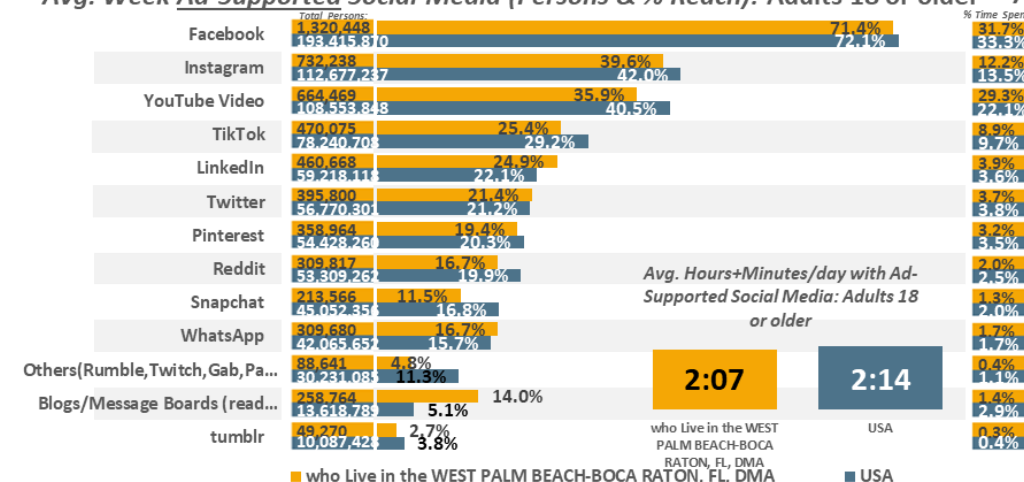
P18+

1,320,448 or 71.4% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 40.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

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



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





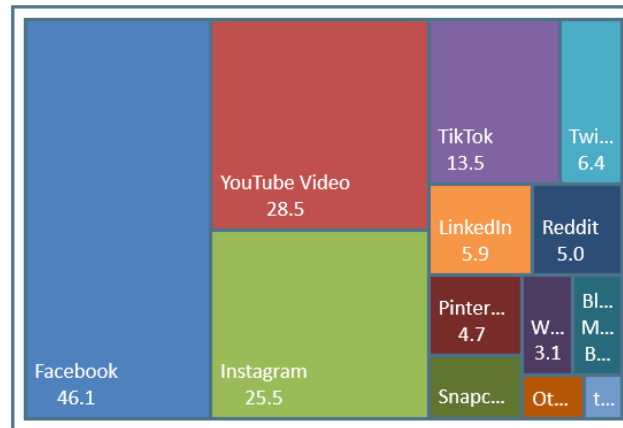
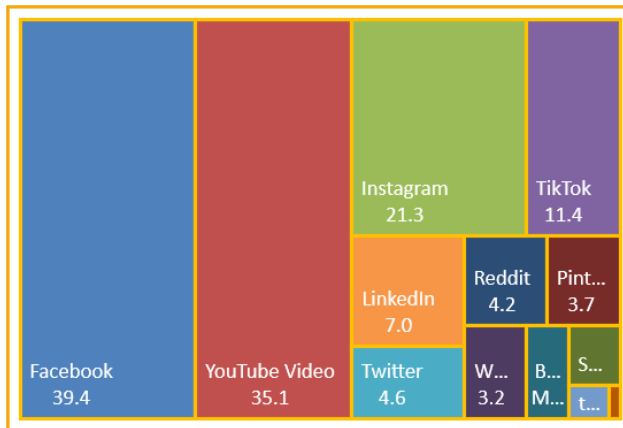
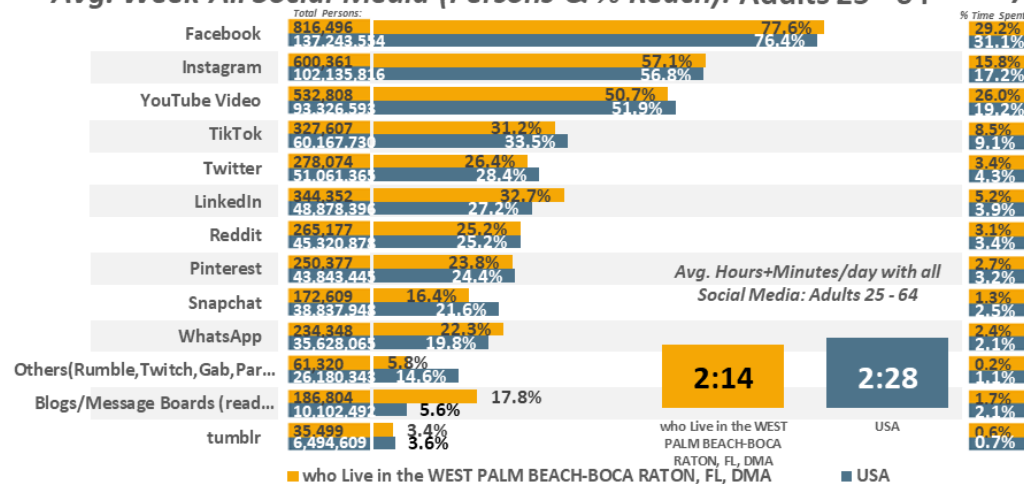
West Palm Beach-Boca Raton DMA

P25-64

418,196 or 39.8% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported YouTube Video for an average of 34.4 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

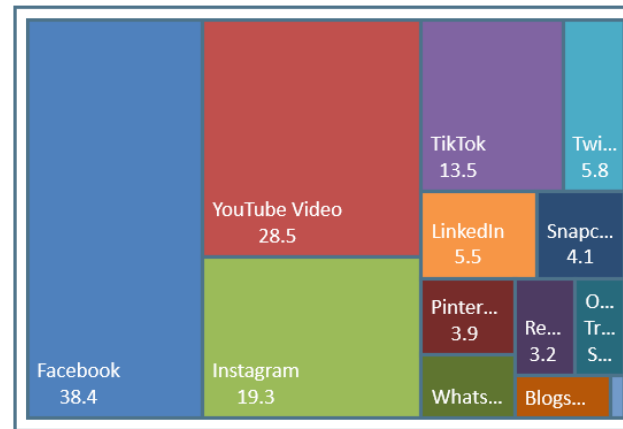
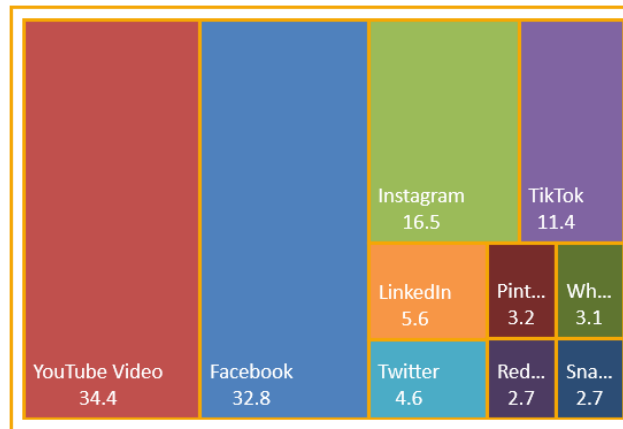
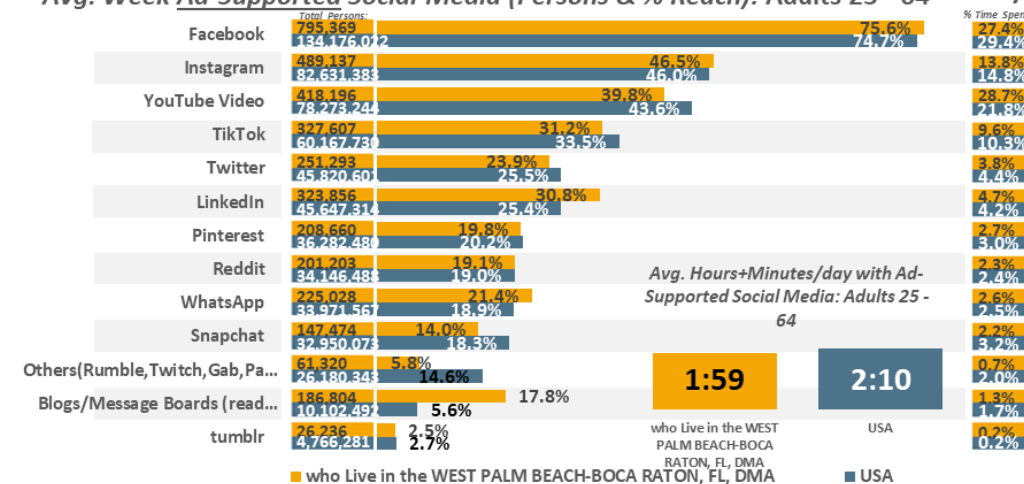
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



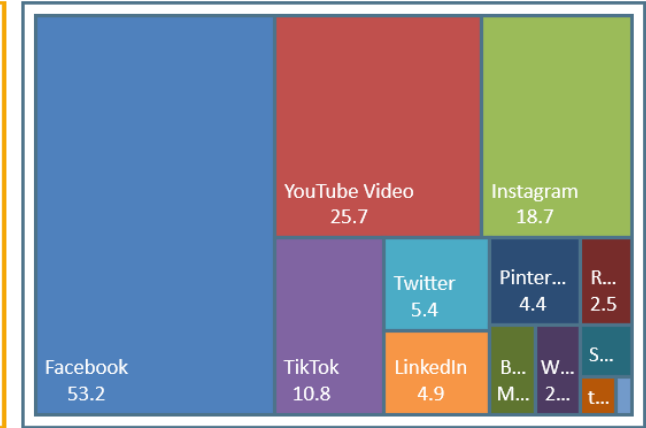
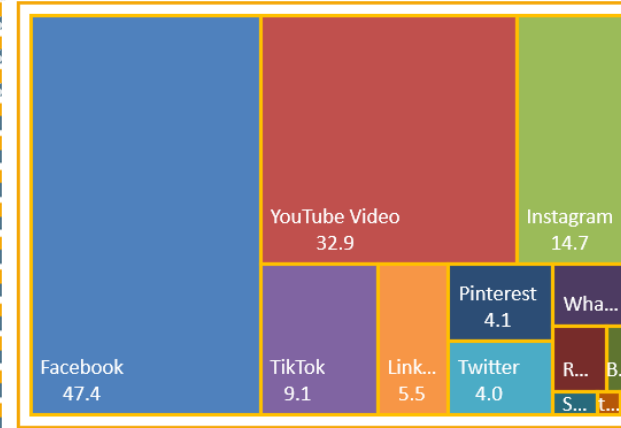
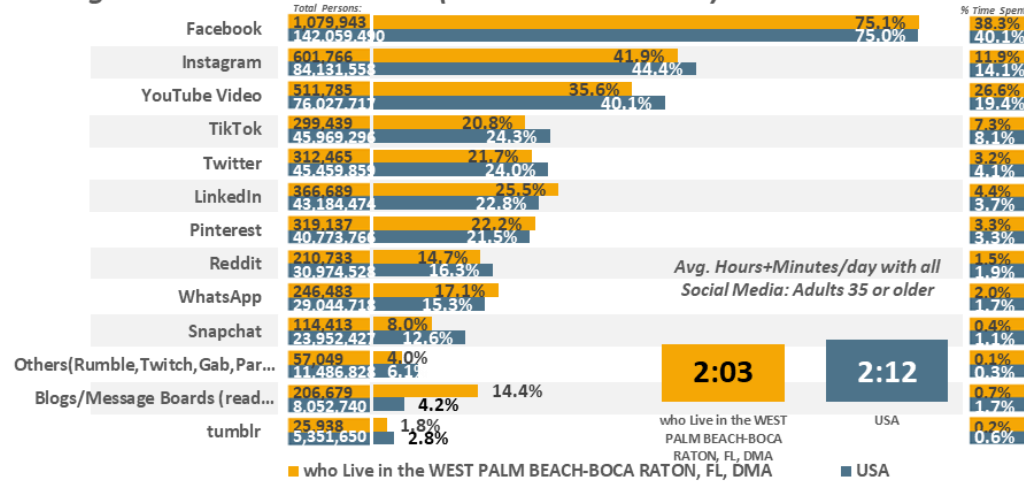


West Palm Beach-Boca Raton DMA

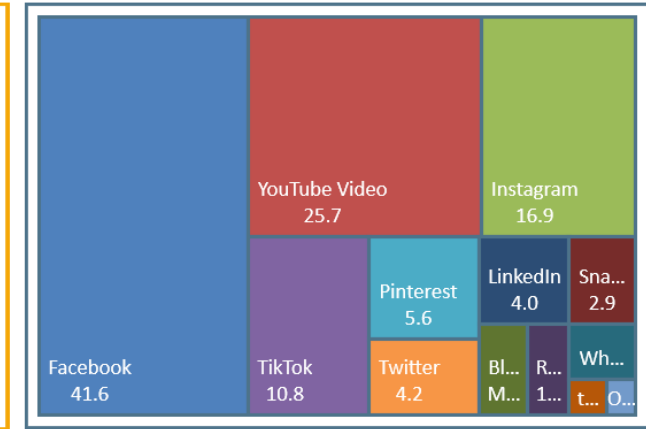
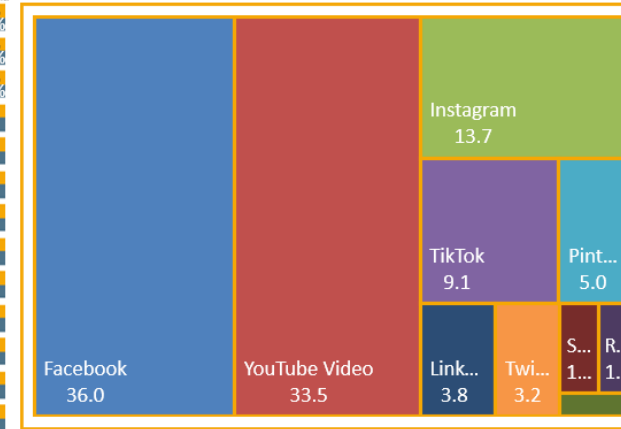
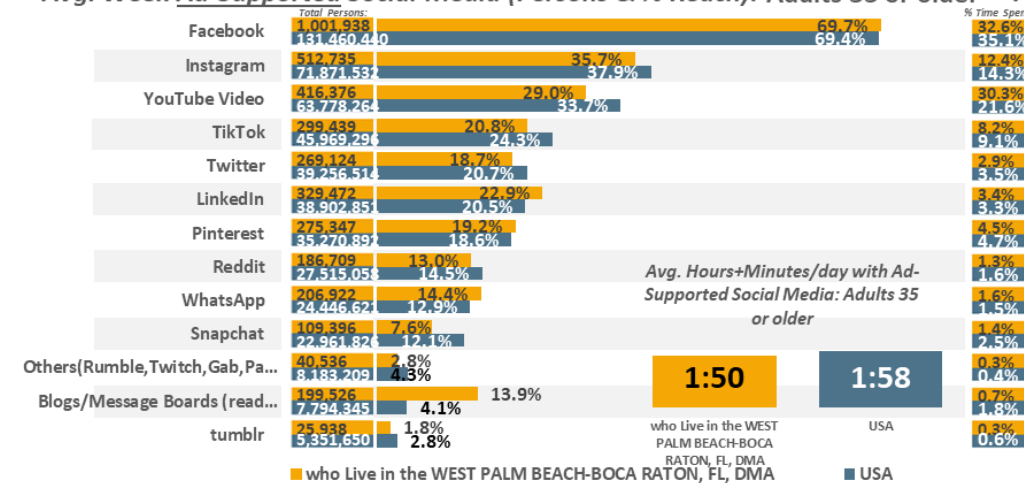
P35+

1,001,938 or 69.7% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 36. minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



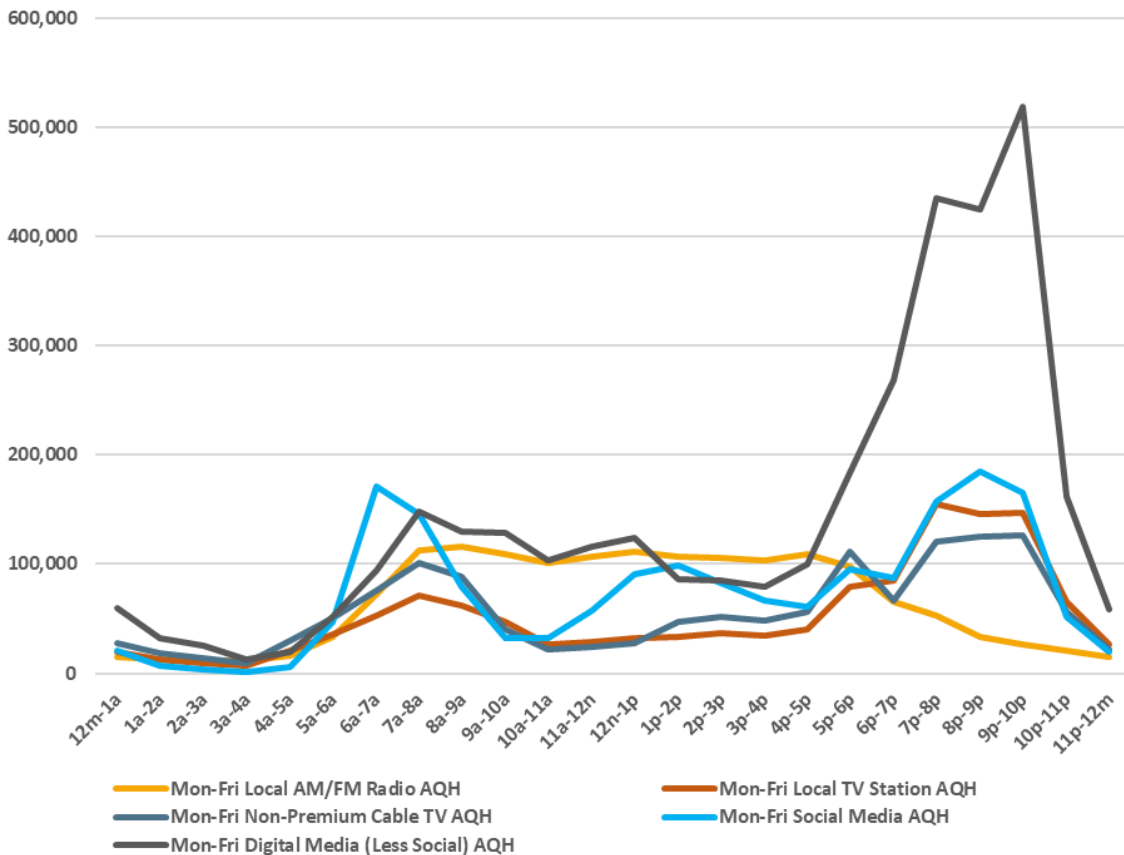


West Palm Beach-Boca Raton DMA

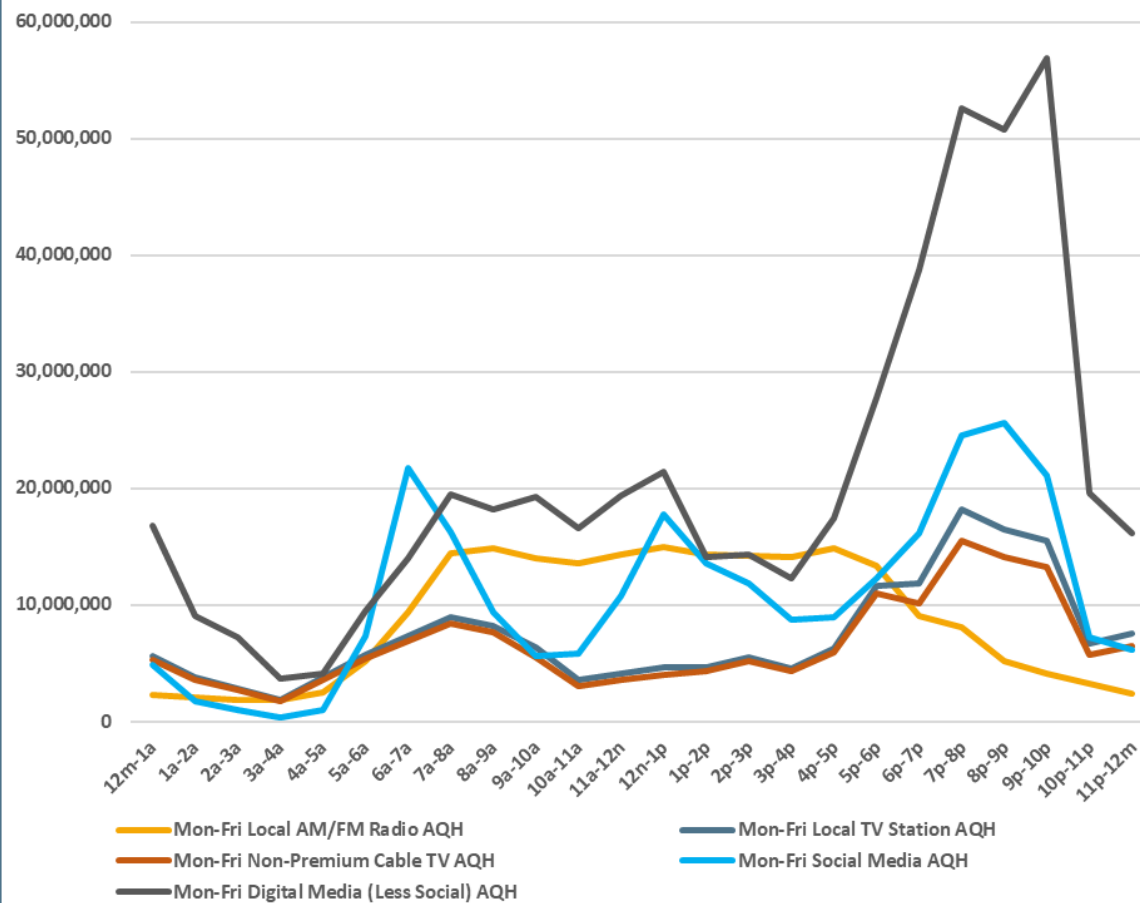
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 126,788; Local Radio: 101,329; Social Media: 84,828; Non-Prem. Cable: 58,561; Local TV: 48,383 reaching Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL,

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the WEST PALM BEACH-BOCA
RATON, FL, DMA*



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



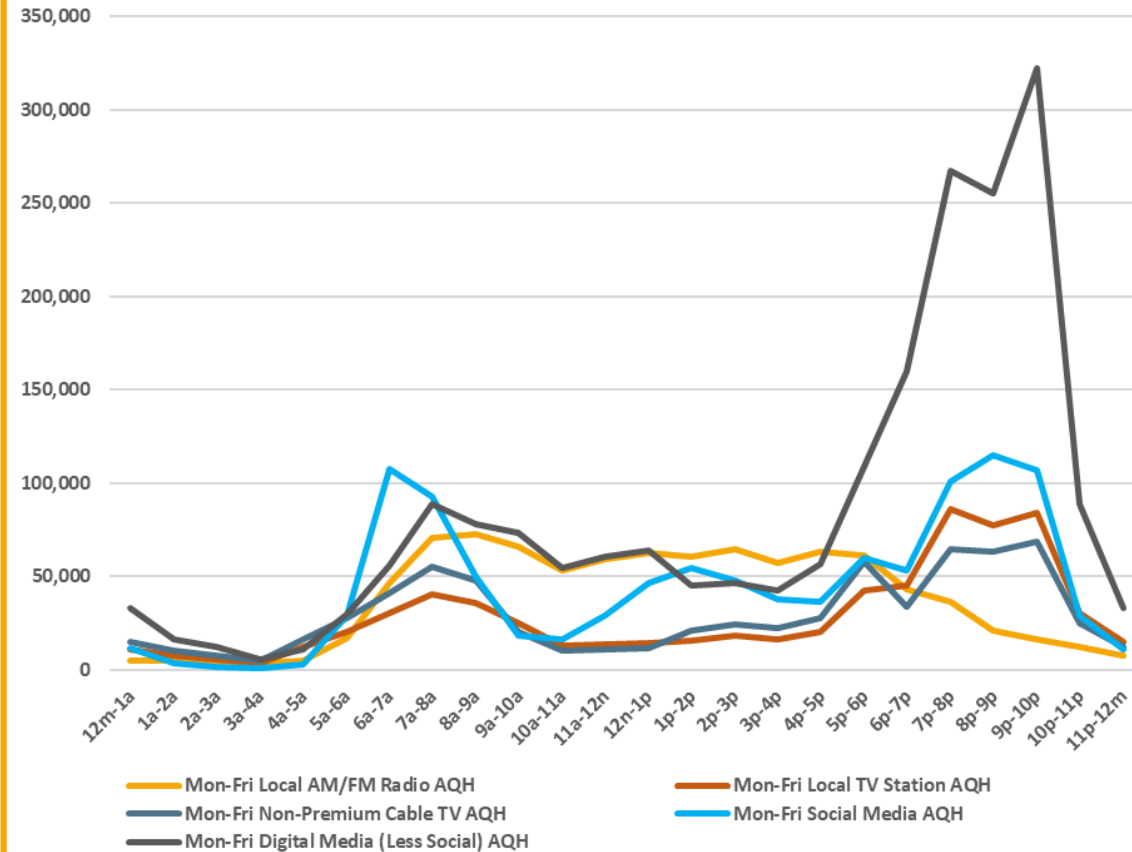


West Palm Beach-Boca Raton DMA

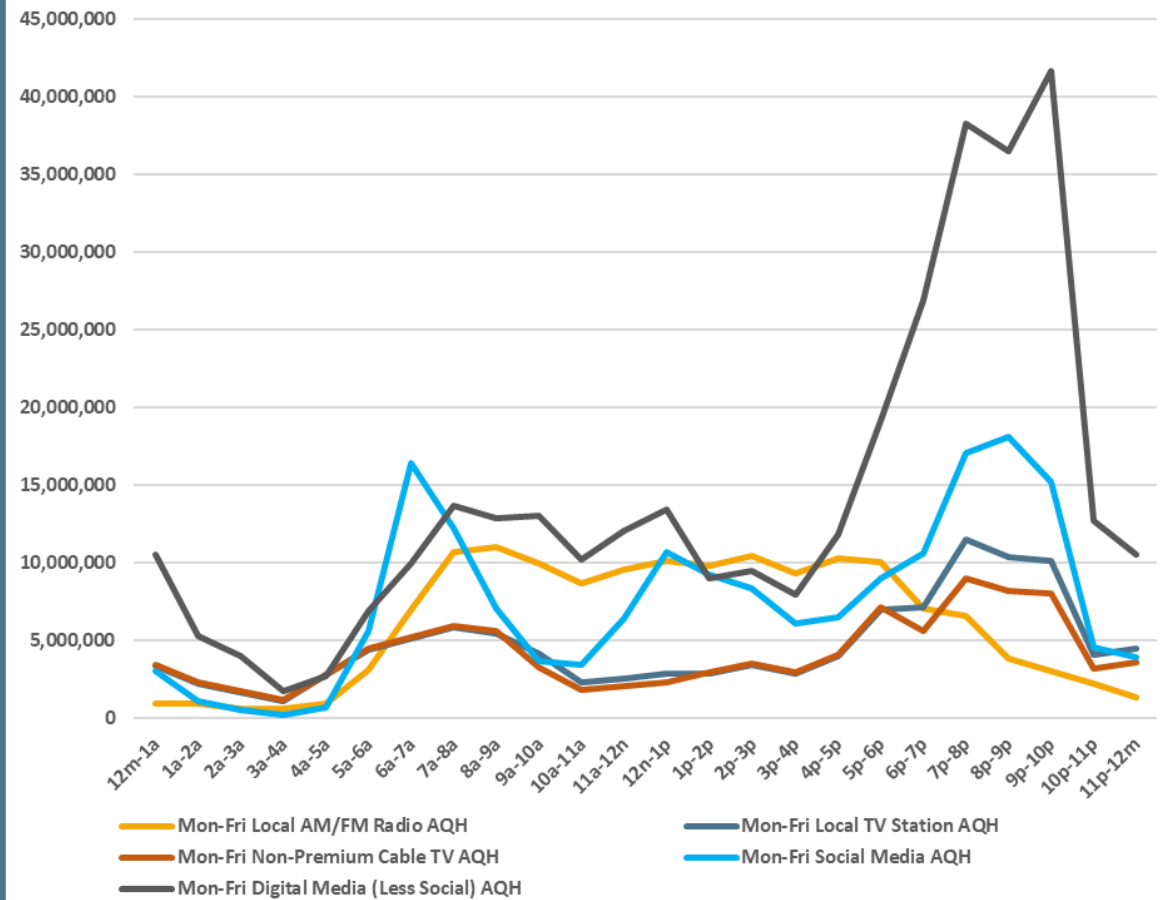
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,917;
Local Radio: 60,202; Social Media: 50,119; Non-Prem. Cable: 29,779; Local TV: 25,587
reaching Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA
RATON, FL, DMA*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64*



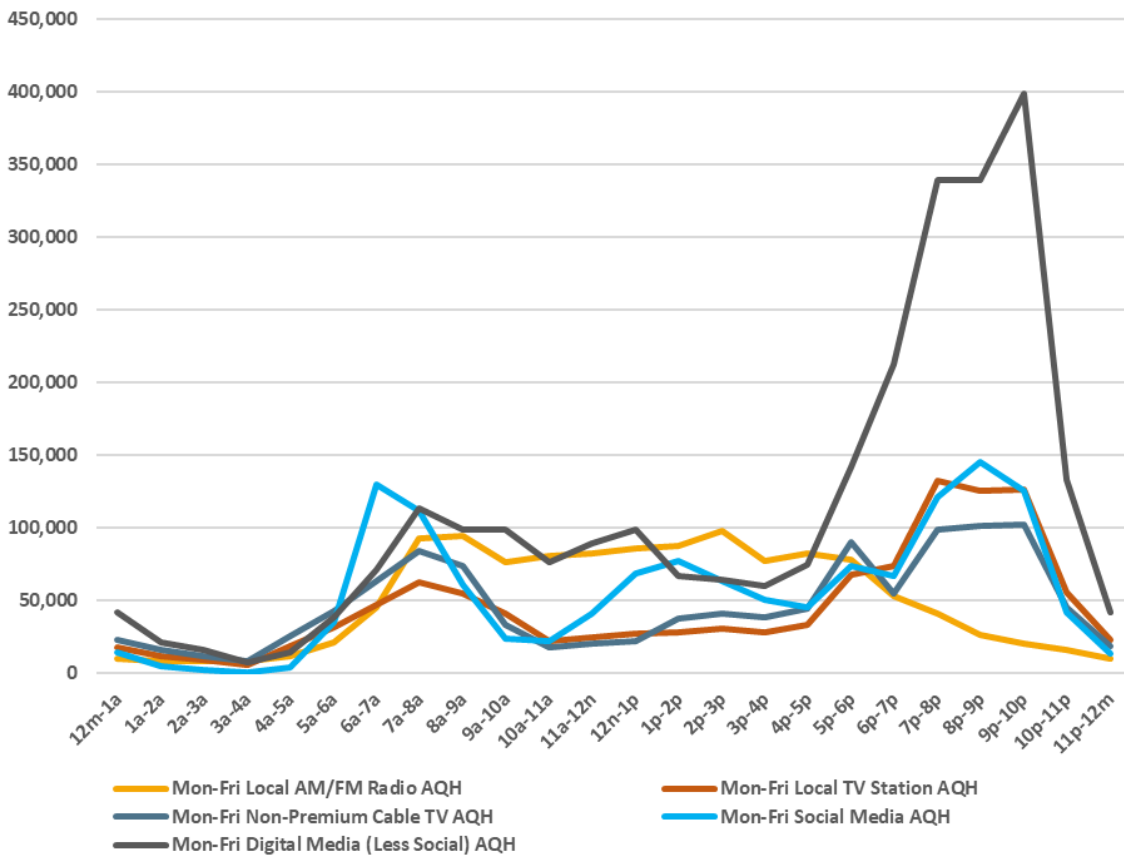


West Palm Beach-Boca Raton DMA

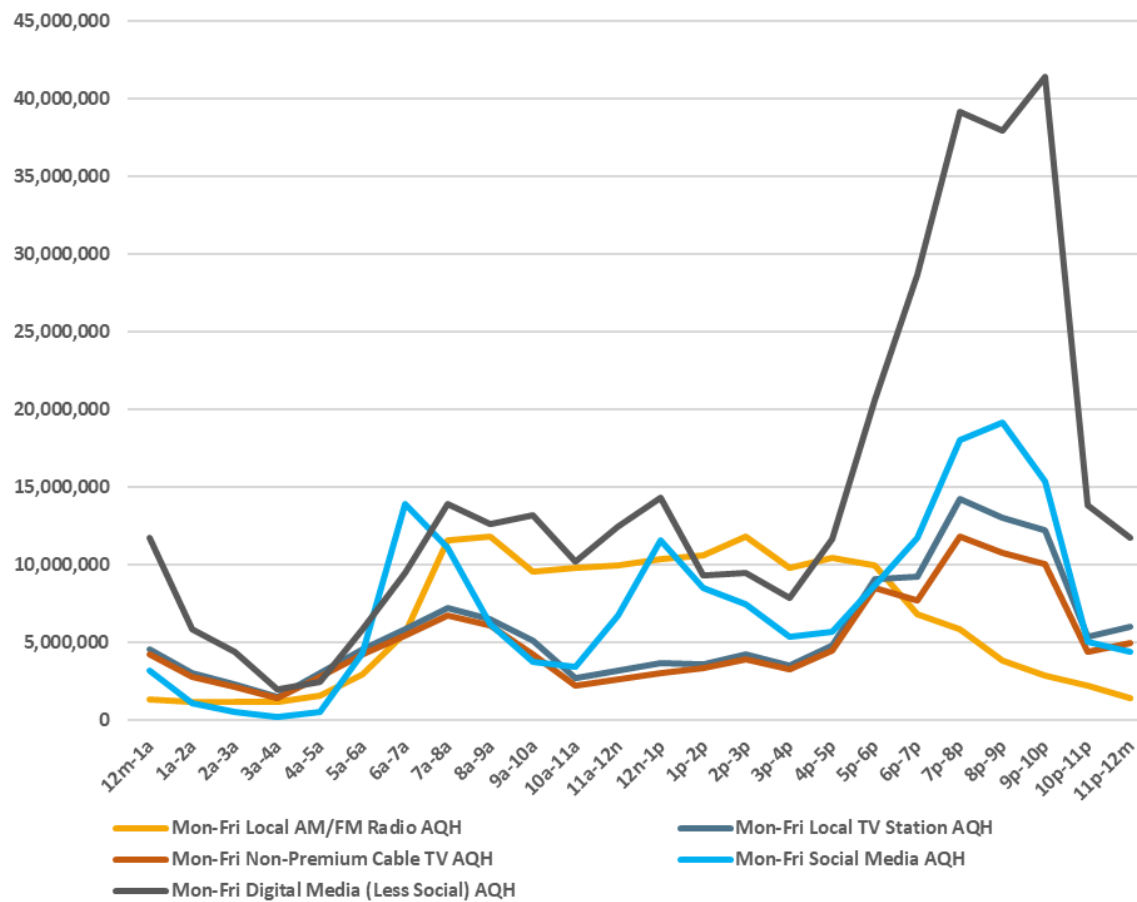
P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 97,478; Local Radio: 79,434; Social Media: 64,181; Non-Prem. Cable: 47,679; Local TV: 41,597 reaching Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, D

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older



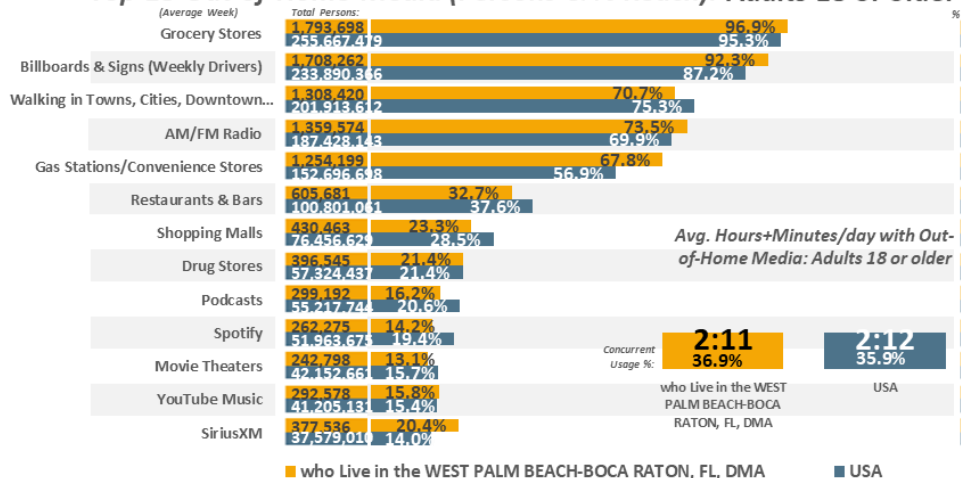


West Palm Beach-Boca Raton DMA

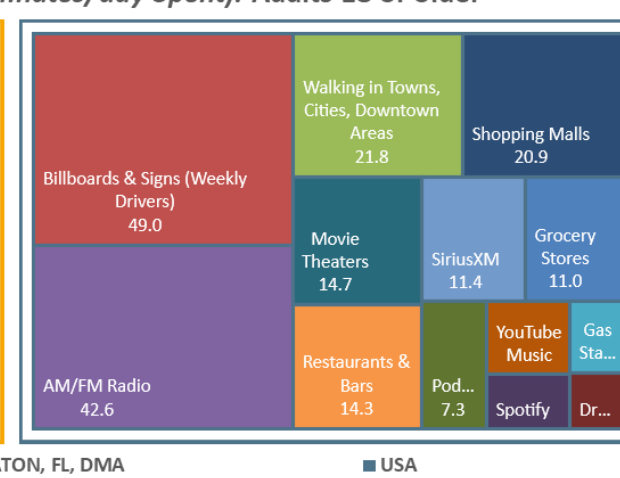
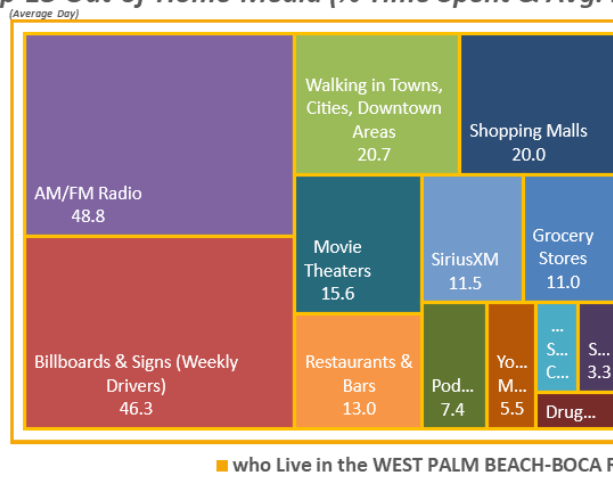
P18+

1,708,262 or 92.3% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 46.3 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 46.3 minutes/day

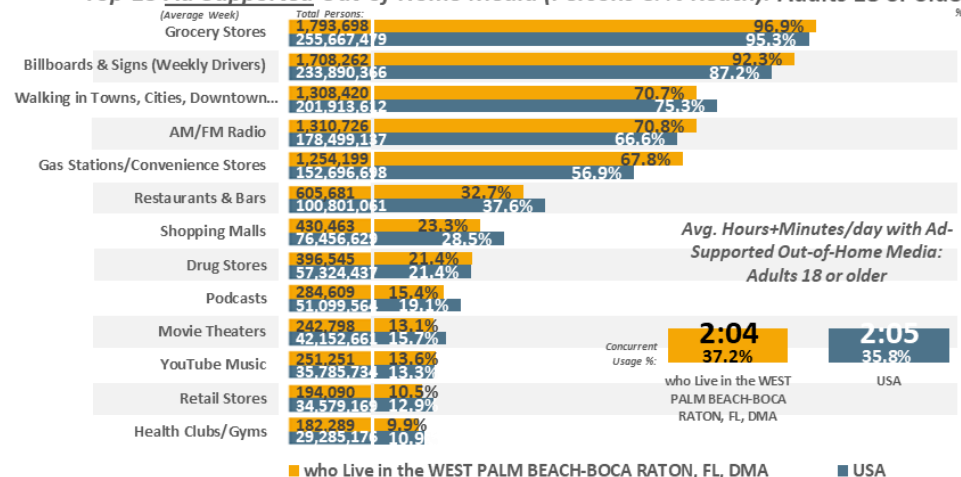
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



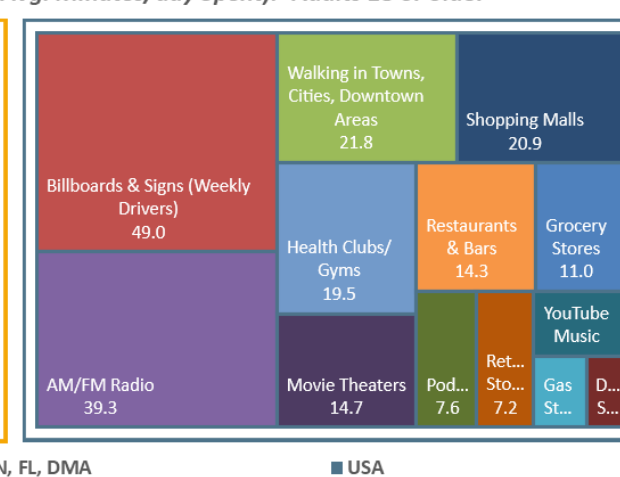
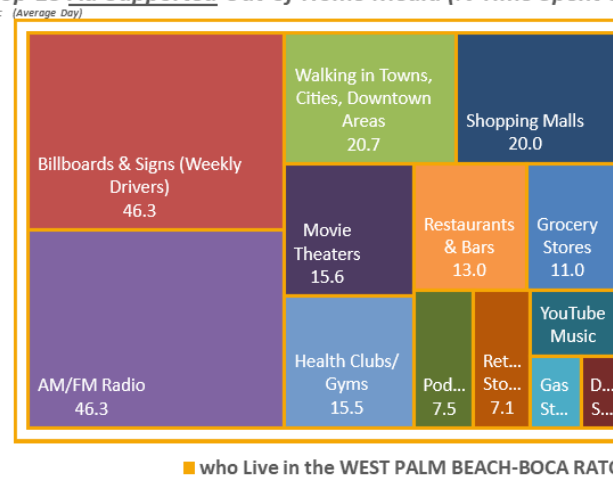
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

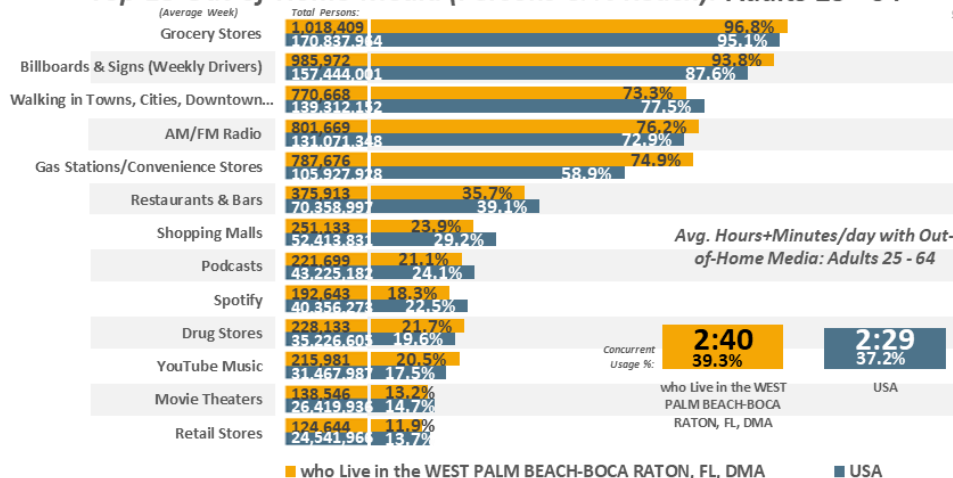


West Palm Beach-Boca Raton DMA

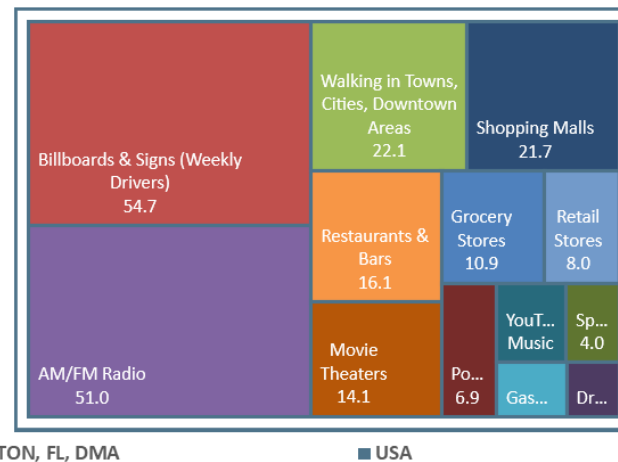
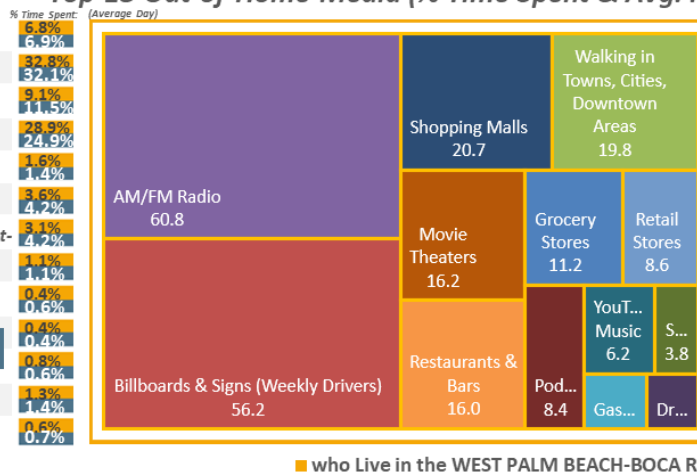
P25-64

985,972 or 93.8% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 73.8% Listen to Local Radio Stations Out-of-Home for an average of 57.6 minutes/day.

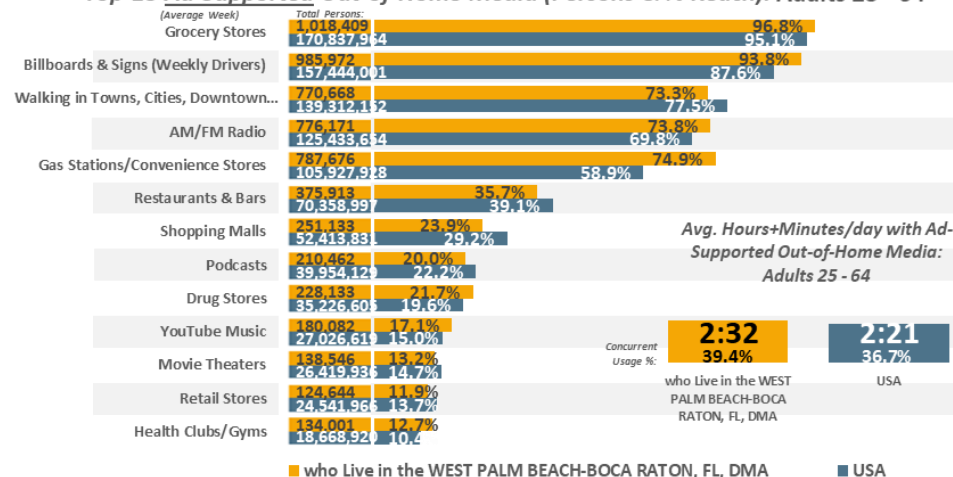
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



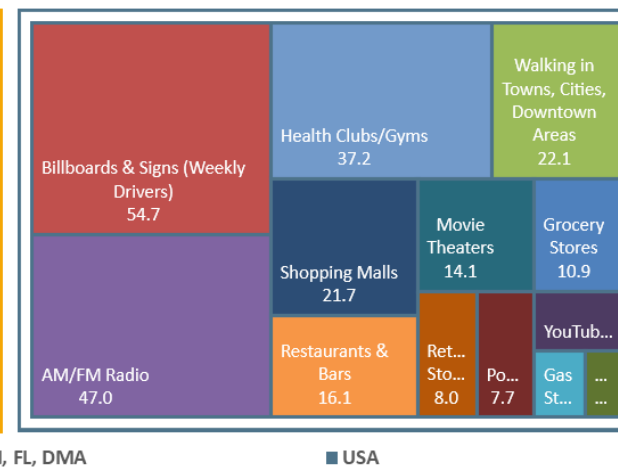
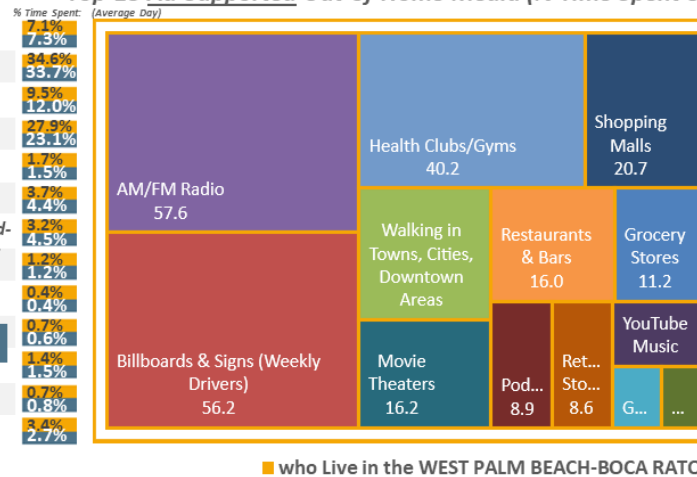
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA	USA Projection	Scarborough R1 2024: Jan23-Feb24	Qual Intab	2.465
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USA Jan23-Oct23

USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

11.691

■ USA
soefa.ai Share of Everything
for Anything ©

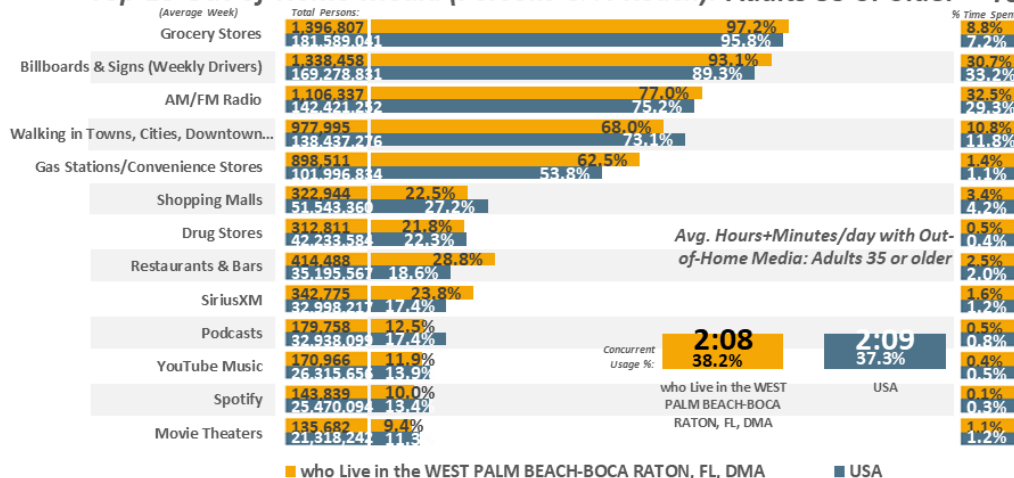


West Palm Beach-Boca Raton DMA

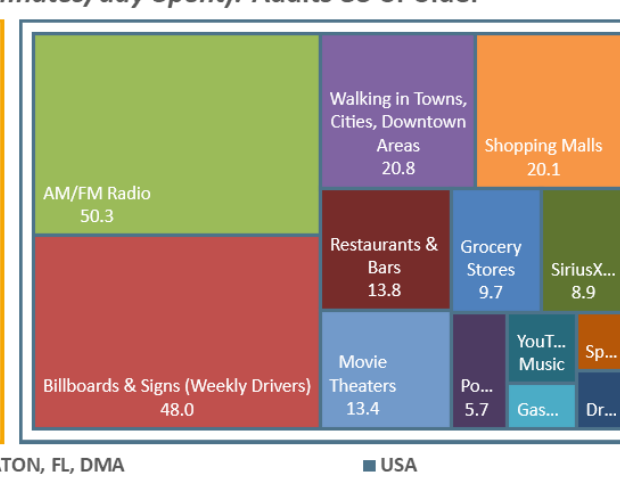
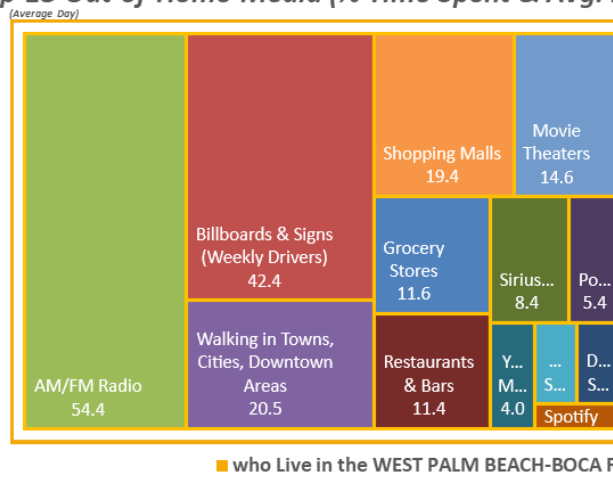
P35+

1,338,458 or 93.1% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 42.4 minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 51.1 minutes/day

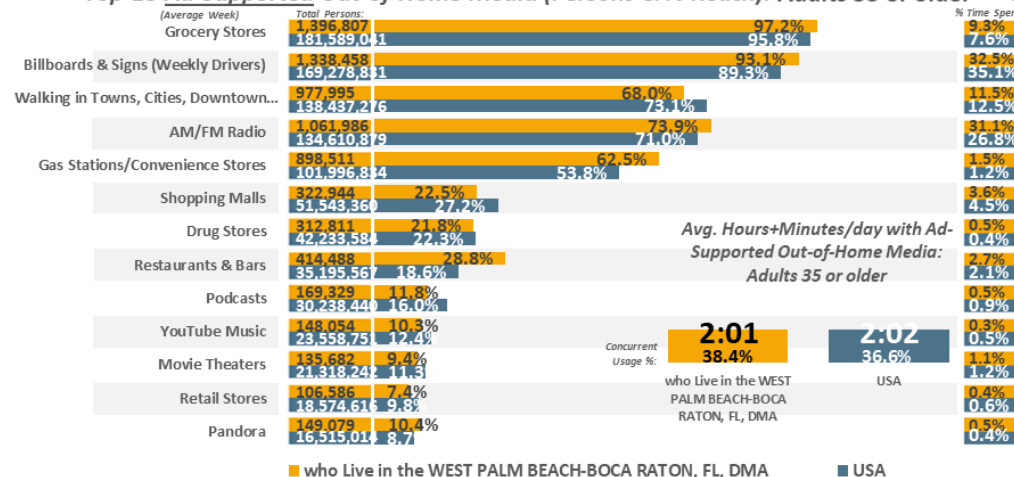
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



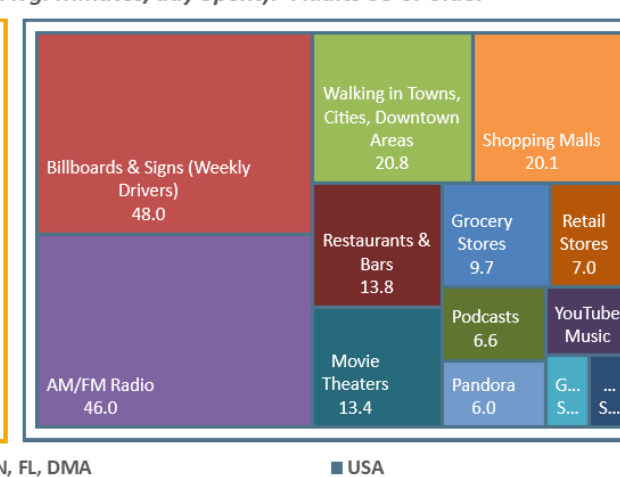
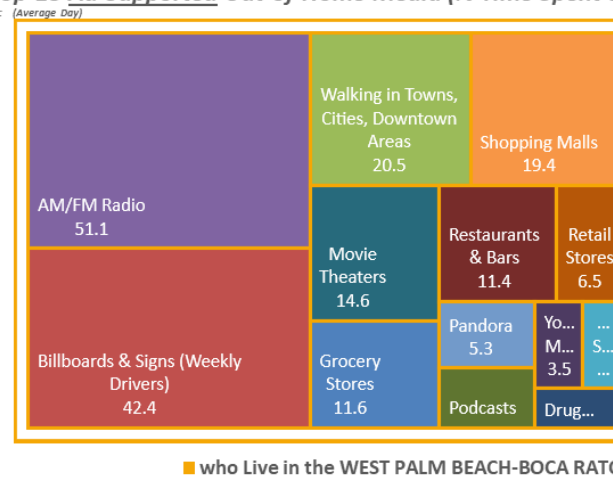
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



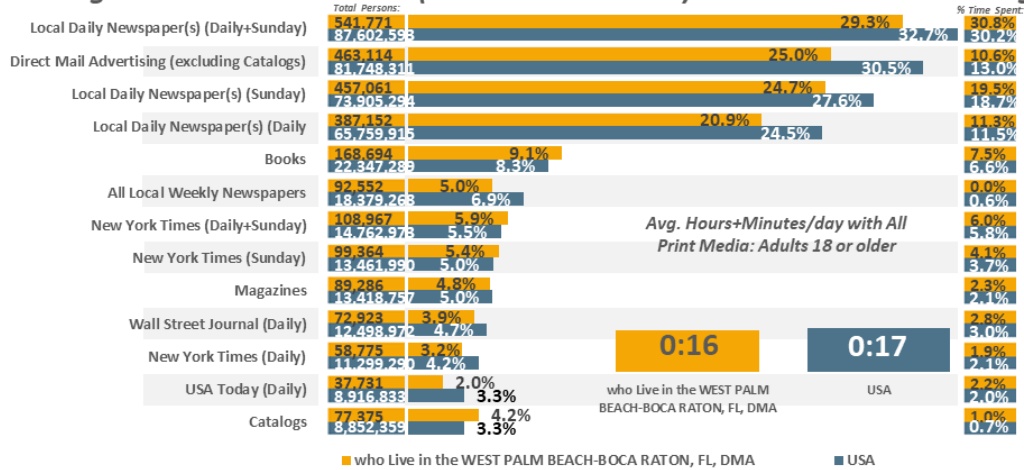


West Palm Beach-Boca Raton DMA

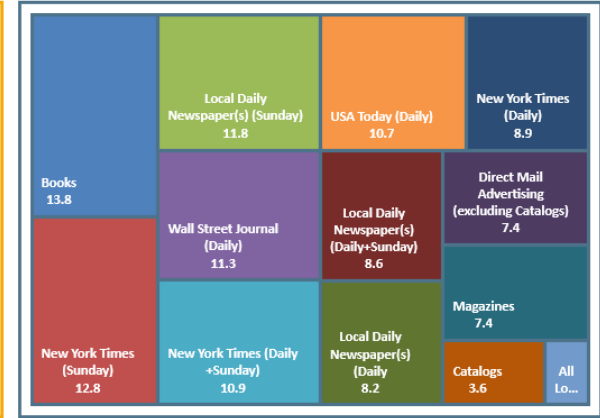
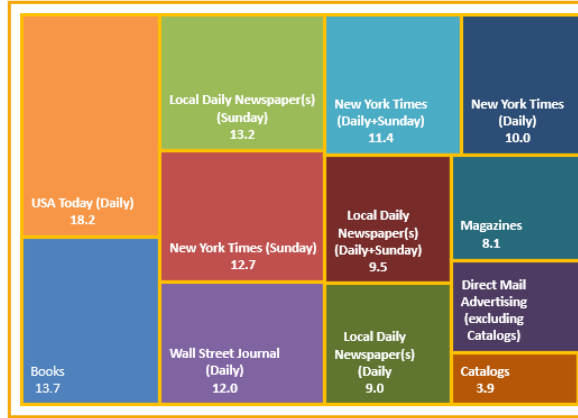
P18+

541,771 or 29.3% 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 9.5 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

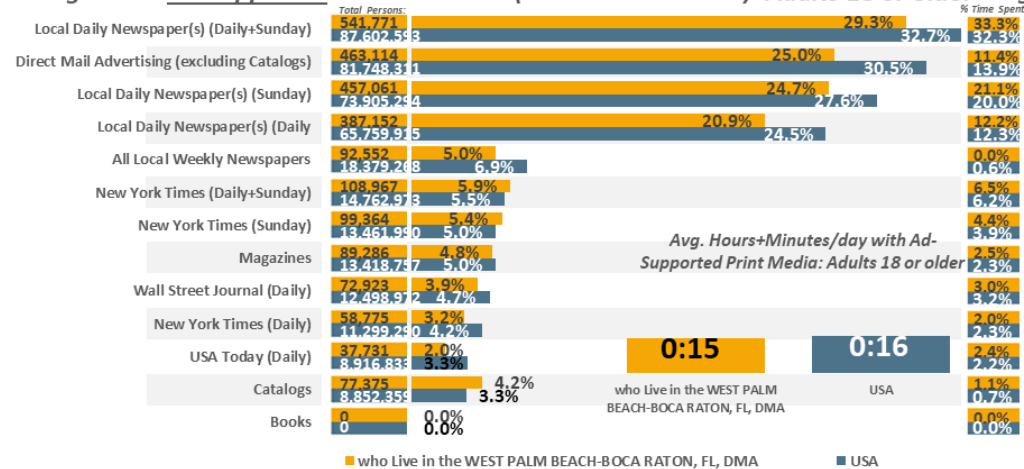
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



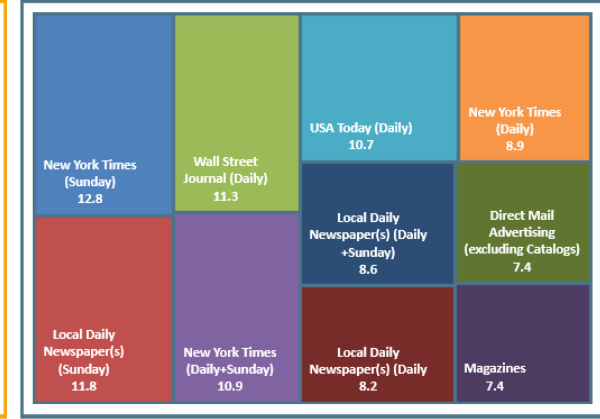
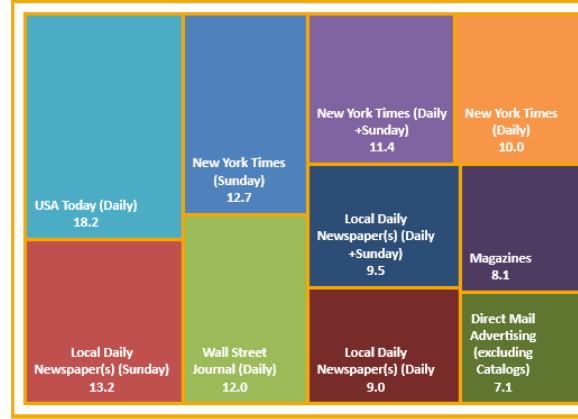
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



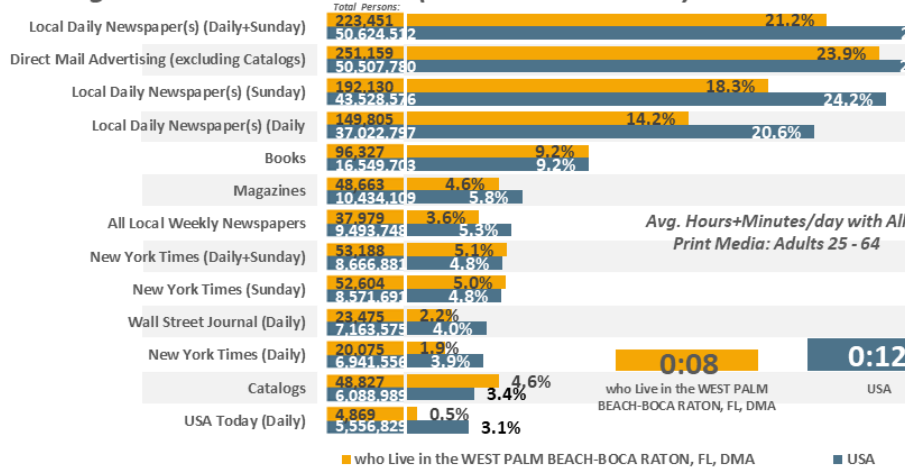


West Palm Beach-Boca Raton DMA

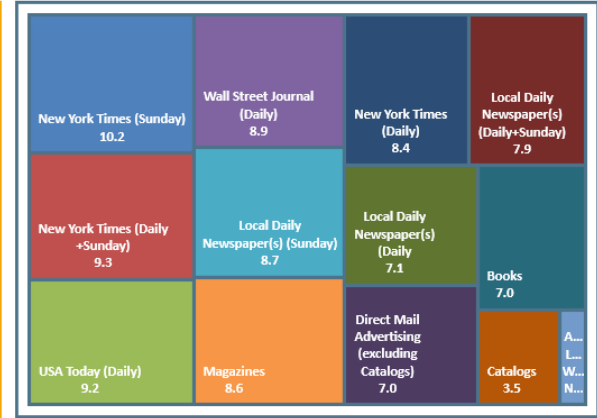
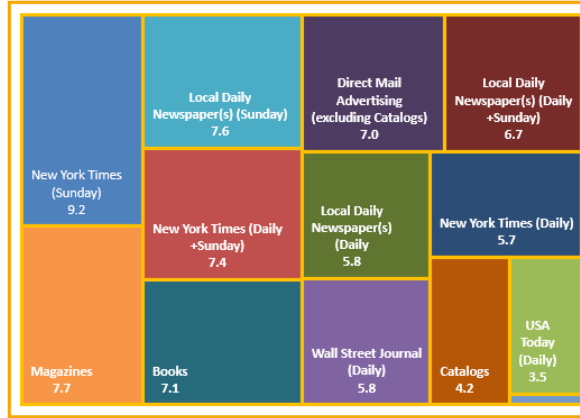
P25-64

223,451 or 21.2% of Adults 25 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.7 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

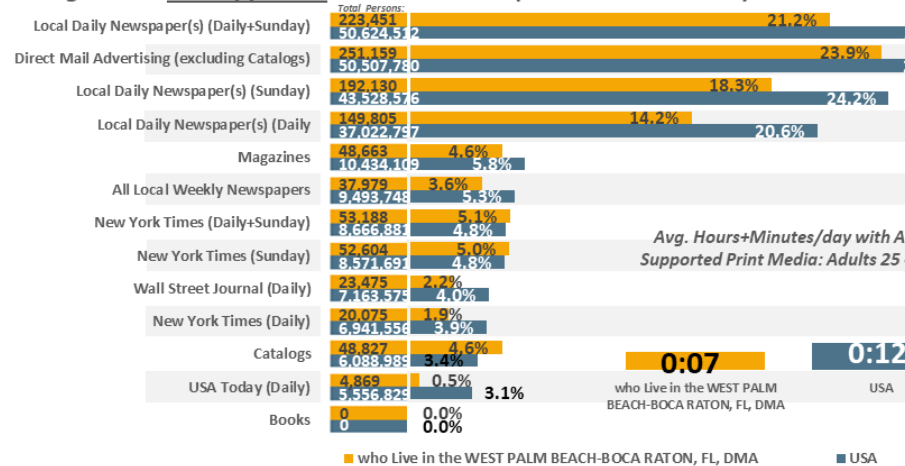
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



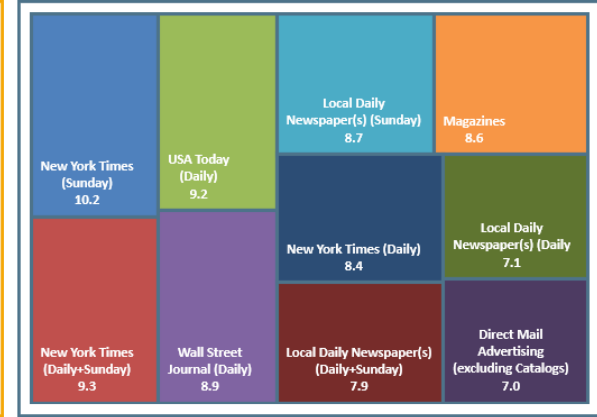
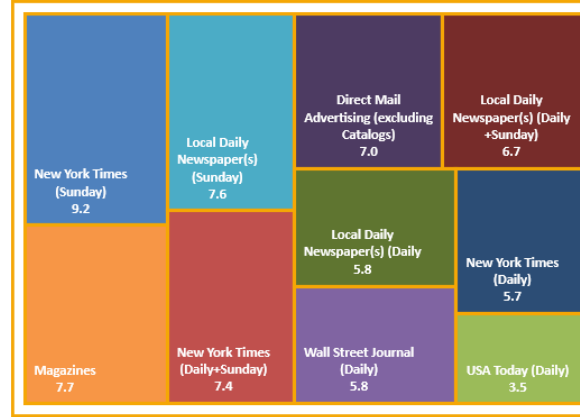
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



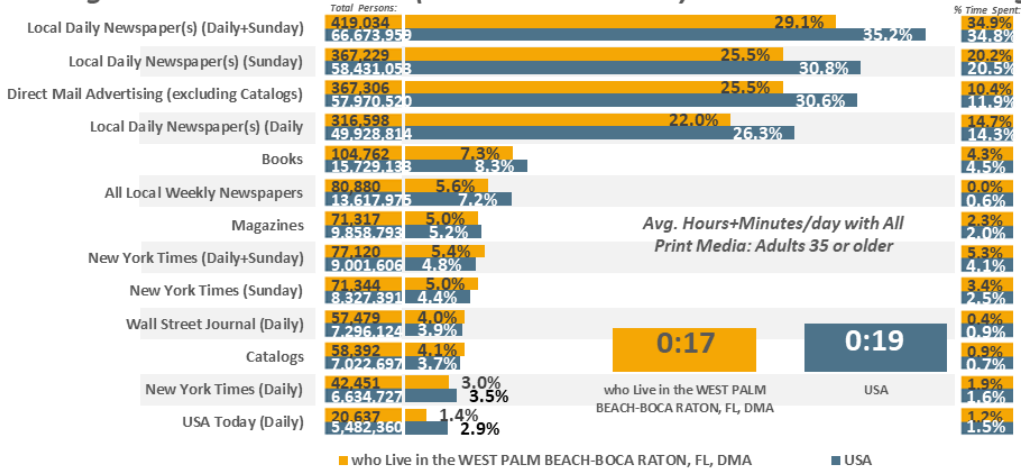


West Palm Beach-Boca Raton DMA

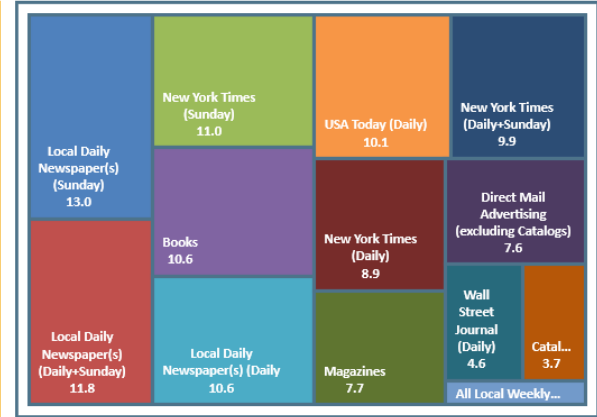
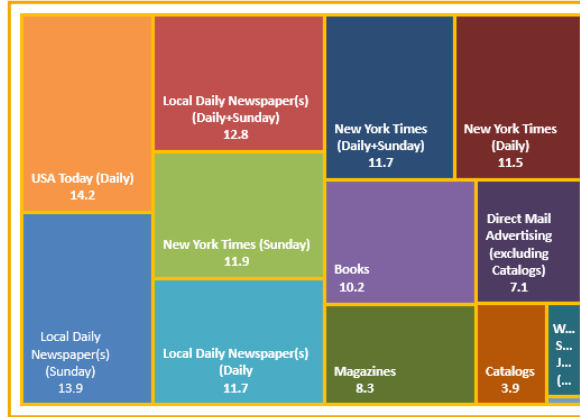
P35+

419,034 or 29.1% of Adults 35 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.8 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

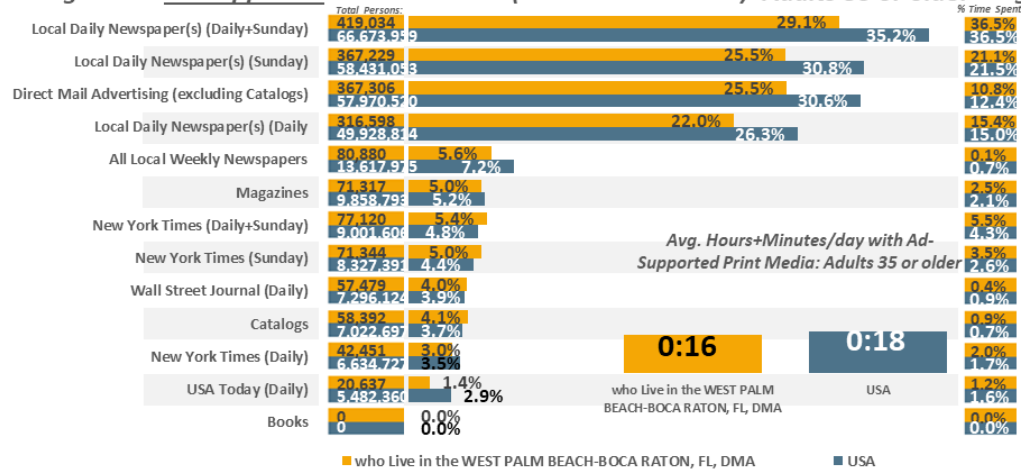
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



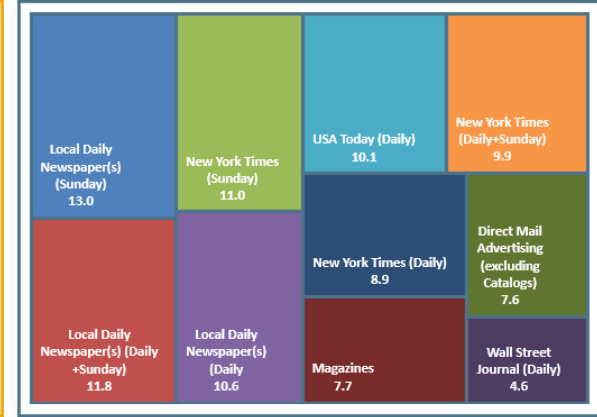
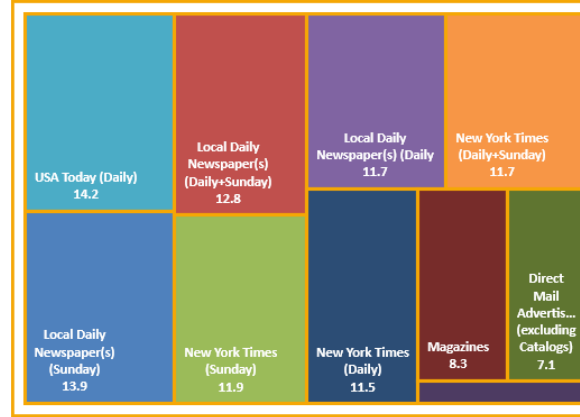
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

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