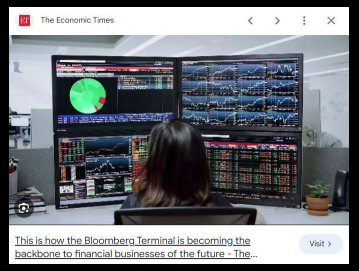
USA–5 Demos of the WEST PALM BEACH DMA vs. the USA...

Brand New Data as of June 30, 2025!

Complete Demographic & Media Use Profiles





















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

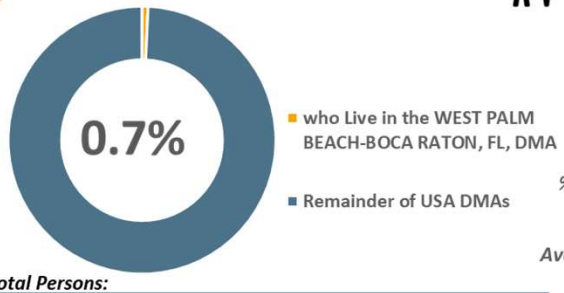
HUBBARD BROADCASTING INC. HB



P18+

.7% or 1,912,234 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 53.1 years old (8.7% older than average) and have a $101,757 (8.7% higher than average) annual household income.

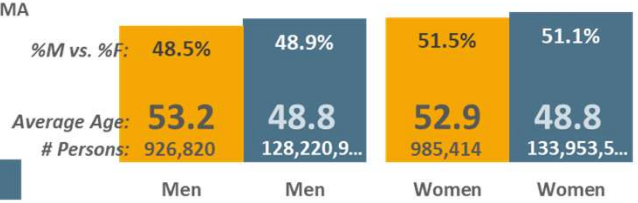
Percent of Market: Adults 18 or older



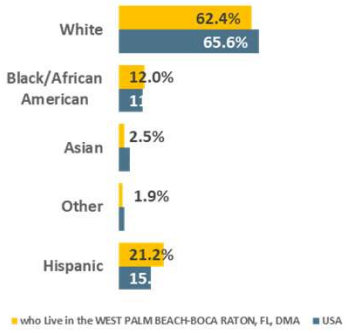
Total Persons:



Gender of Target vs. Market: Adults 18 or older

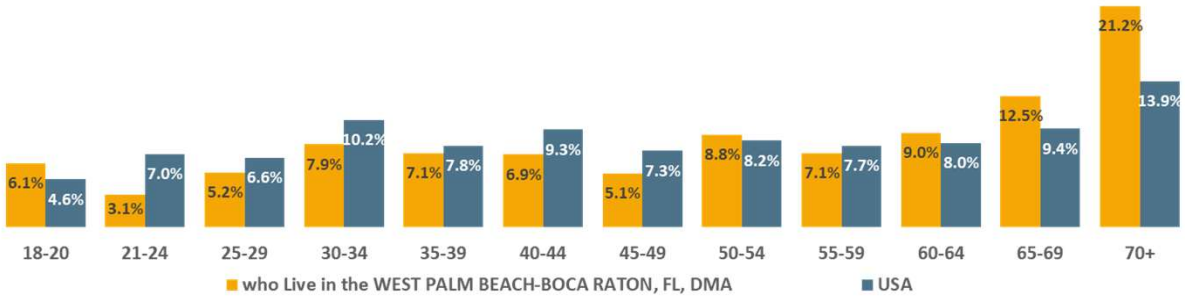


Ethnicity of Target vs. Market:

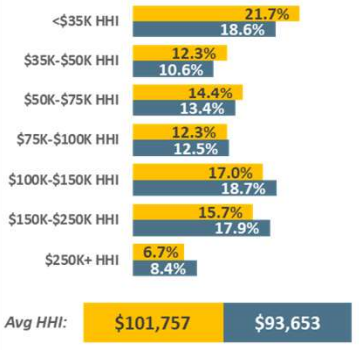


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



USA *USA Projection* *Scarborough R2 2025: Aug24-Jun25* *Qual Intab* *2,687*

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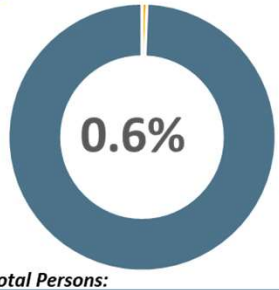
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



P25-54

.6% or 784,898 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.6 years old (1.4% older than average) and have a $107,255 (7.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54



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

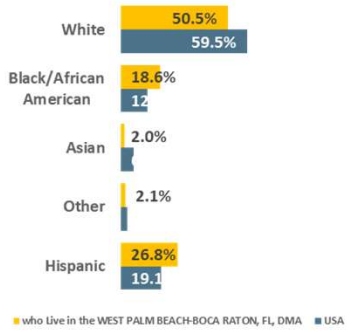
Total Persons:

784,898 | 128,798,904

Gender of Target vs. Market: Adults 25 - 54

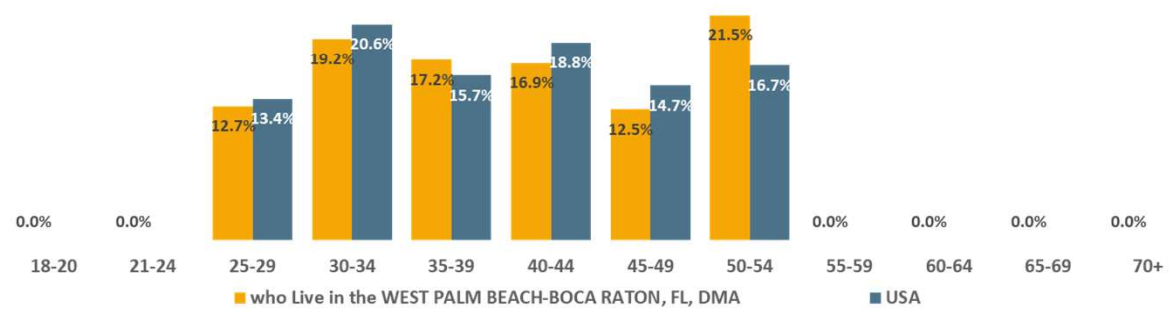
	Men	Men	Women	Women
%M vs. %F:	50.5%	50.1%	49.5%	49.9%
Average Age:	40.7	40.0	40.5	40.1
# Persons:	396,612	64,900,830	388,286	64,682,972

Ethnicity of Target vs. Market:

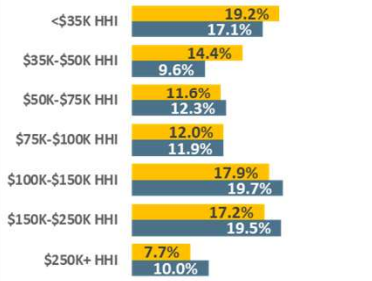


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 - 54	40.6	40.0



HHI of Target vs. Market:



Avg HHI:	$107,255	$99,676

USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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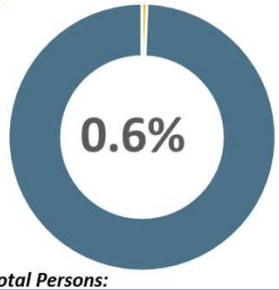
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



W25-54

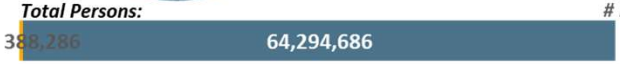
.6% or 388,286 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.5 years old (1.1% older than average) and have a $99,174 (13.% higher than average) annual household income.

Percent of Market: Women 25 - 54

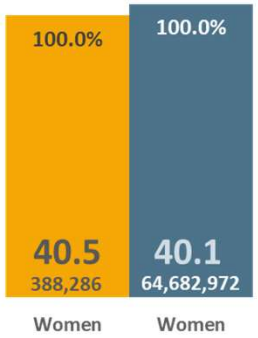


- who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA
- Remainder of USA DMAs

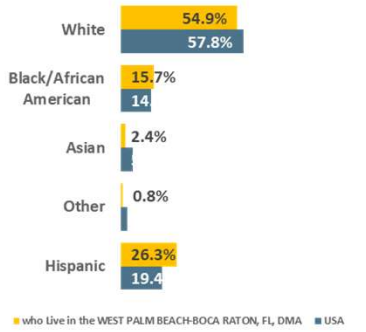
Total Persons:



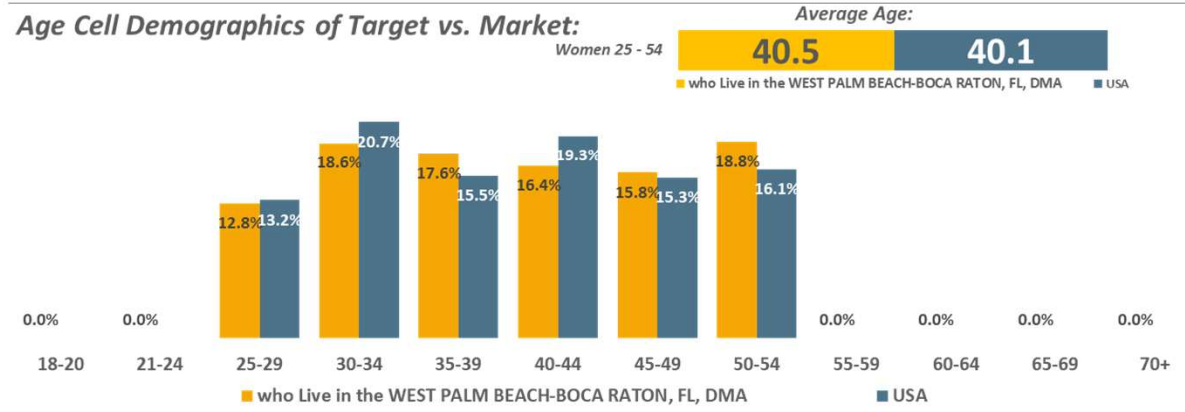
Gender of Target vs. Market: Women 25 - 54



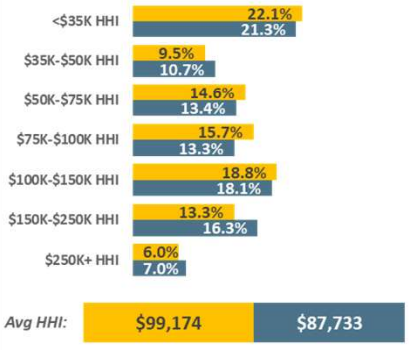
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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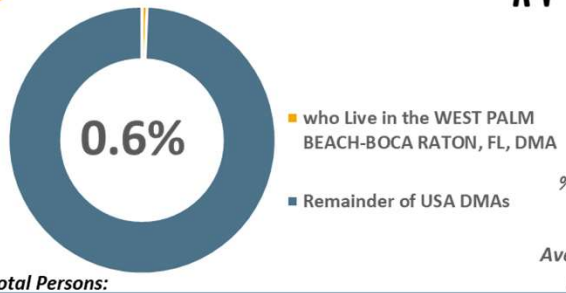
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



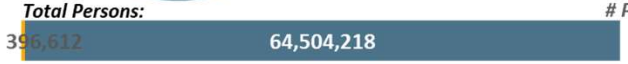
M25-54

.6% or 396,612 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Typical Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.7 years old (1.6% older than average) and have a $115,167 (3.2% higher than average) annual household income.

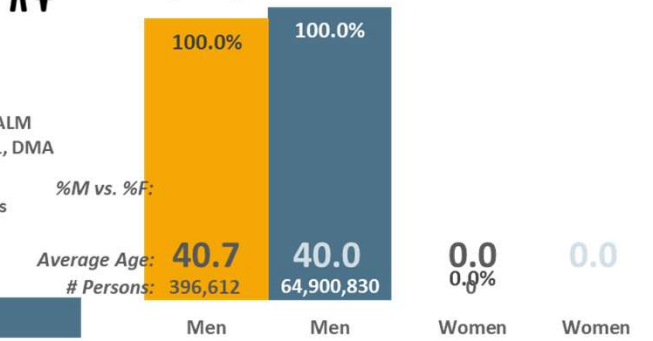
Percent of Market: Men 25 - 54



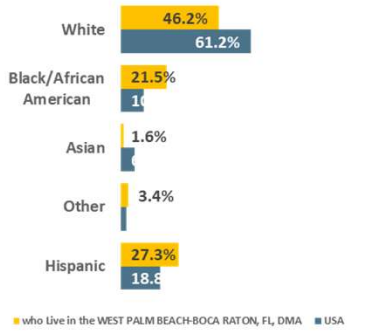
Total Persons:



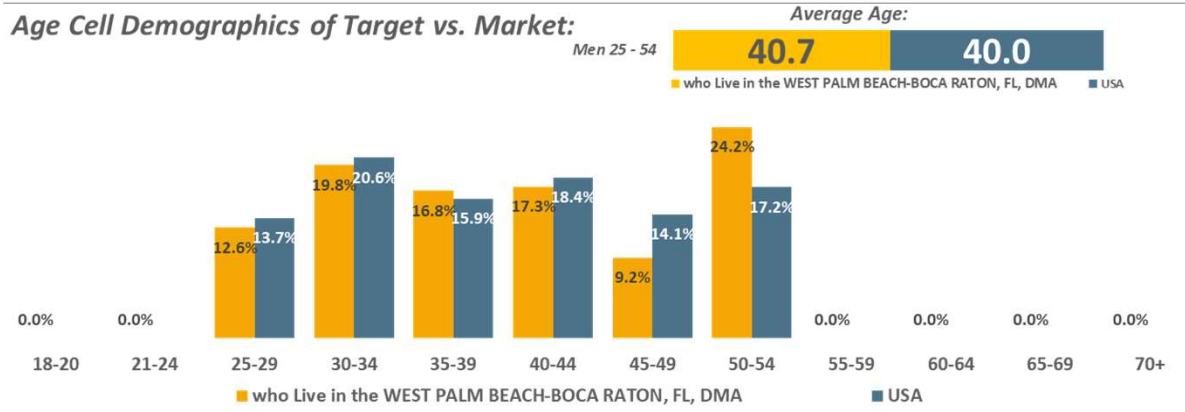
Gender of Target vs. Market: Men 25 - 54



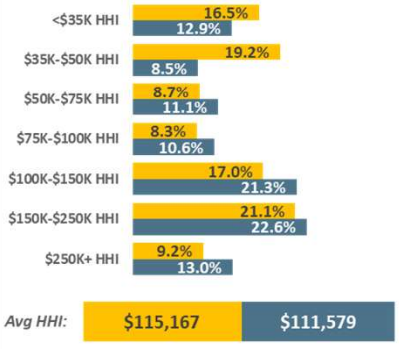
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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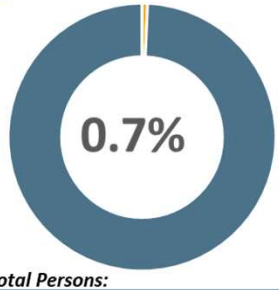
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



P35-64

.7% or 842,109 of USA 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 50.8 years old (1.8% older than average) and have a $112,274 (7.6% higher than average) annual household income.

Percent of Market: Adults 35 - 64



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

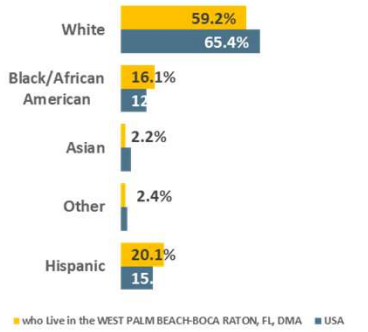
Total Persons:

842,109 | 125,972,073

Gender of Target vs. Market: Adults 35 - 64

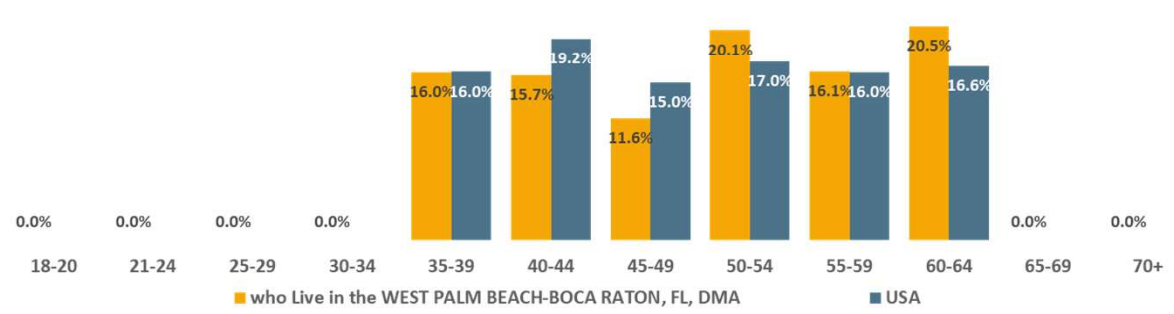
	Men	Men	Women	Women
%M vs. %F:	49.5%	49.6%	50.5%	50.4%
Average Age:	50.9	49.9	50.7	49.9
# Persons:	416,981	62,870,677	425,128	63,943,505

Ethnicity of Target vs. Market:

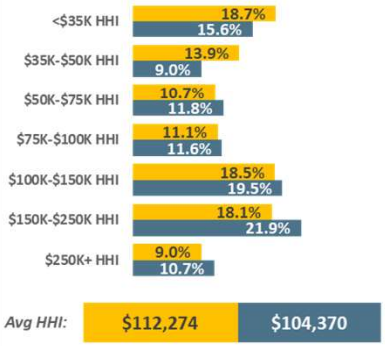


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 35 - 64	50.8	49.9



HHI of Target vs. Market:



Avg HHI:	$112,274	$104,370

USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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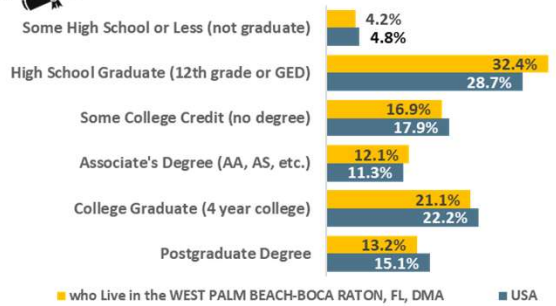
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



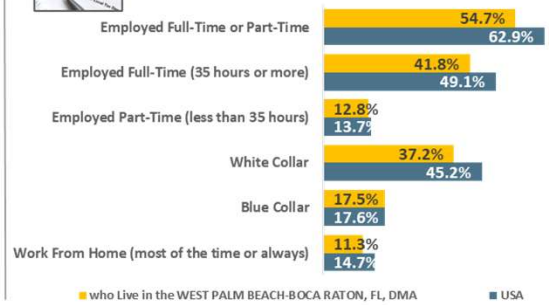
P18+

.7% or 1,912,234 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 8.% less likely to be a college graduate, 14.8% less likely to work full-time, 2.4% less likely to be married, 29.8% less likely to be a parent of 1 or more children under 18.

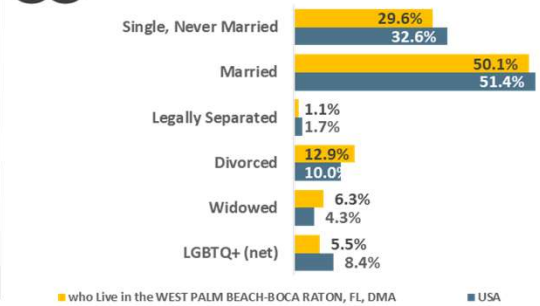
Education Levels: Adults 18 or older



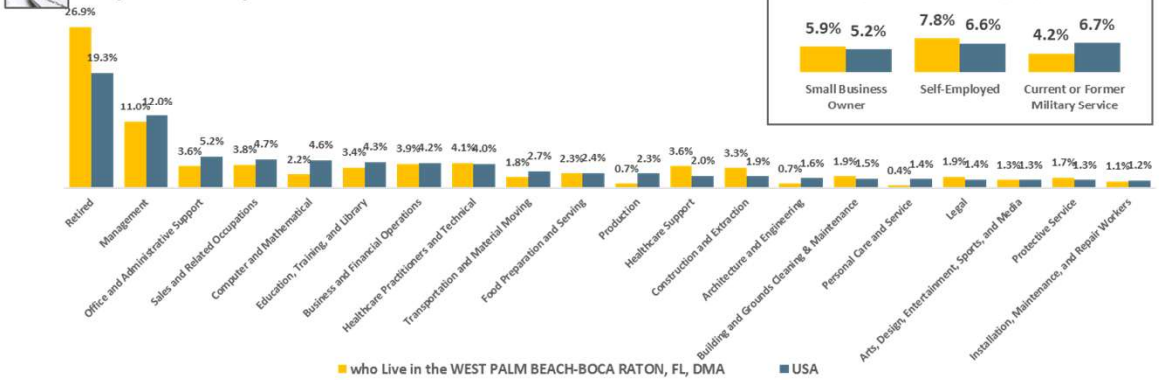
Employment: Adults 18 or older



Marital Status: Adults 18 or older

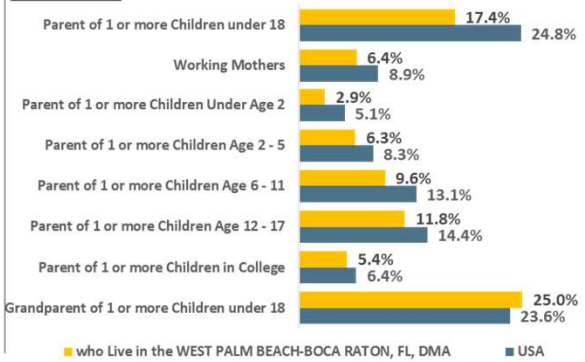


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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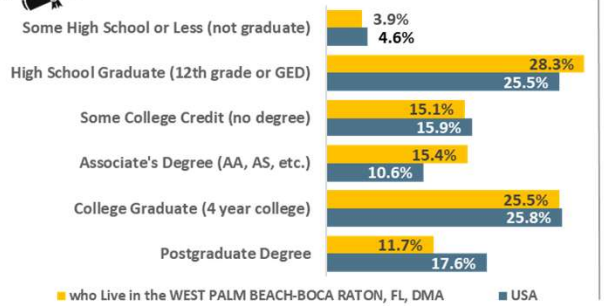
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



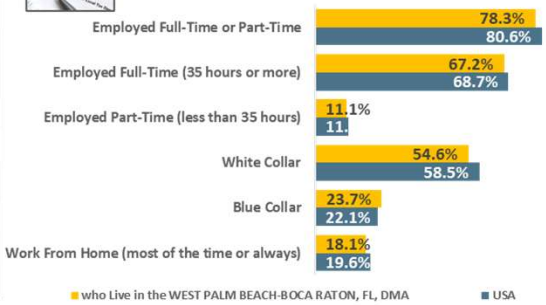
P25-54

.6% or 784,898 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 14.2% less likely to be a college graduate, 2.1% less likely to work full-time, 5.5% less likely to be married, 13.4% less likely to be a parent of 1 or more children under 18.

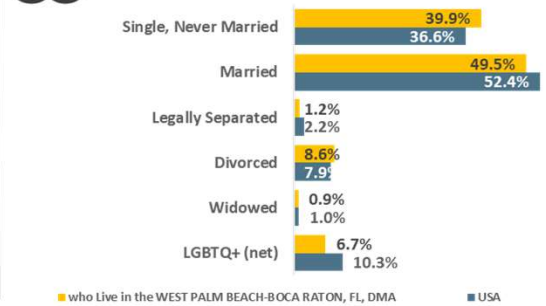
Education Levels: Adults 25 - 54



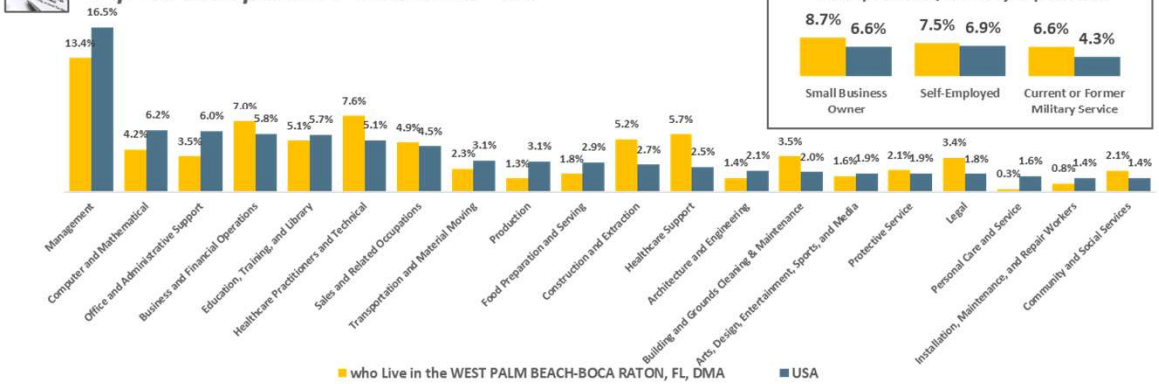
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

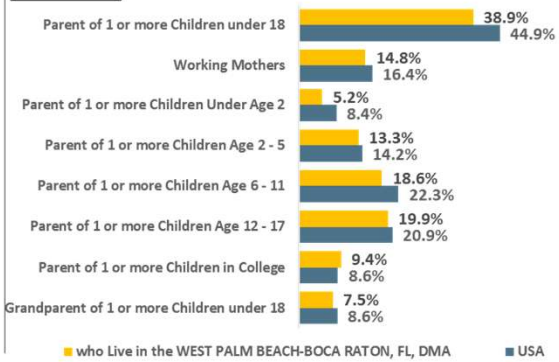


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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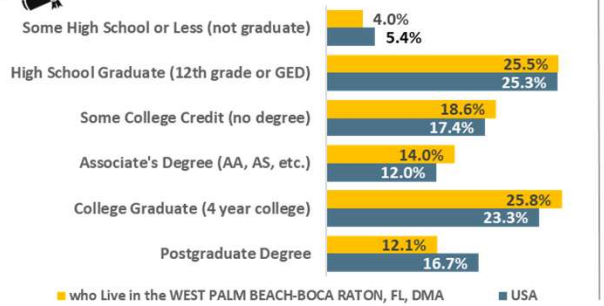
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



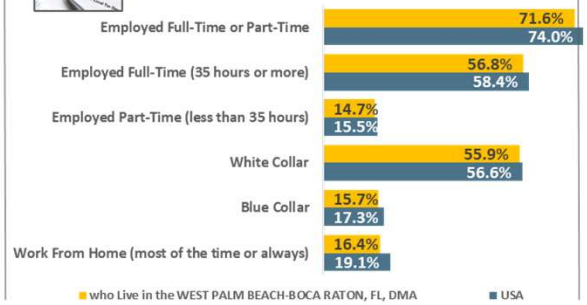
W25-54

.6% or 388,286 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.% less likely to be a college graduate, 2.7% less likely to work full-time, 3.7% less likely to be married, .3% more likely to be a grandparent of 1 or more children under 18.

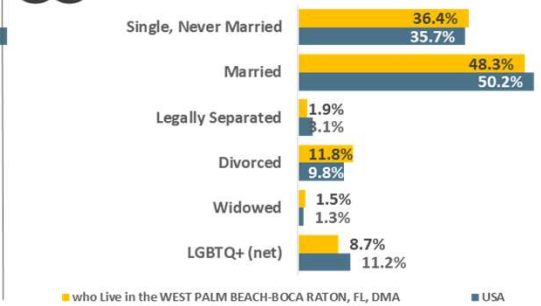
Education Levels: Women 25 - 54



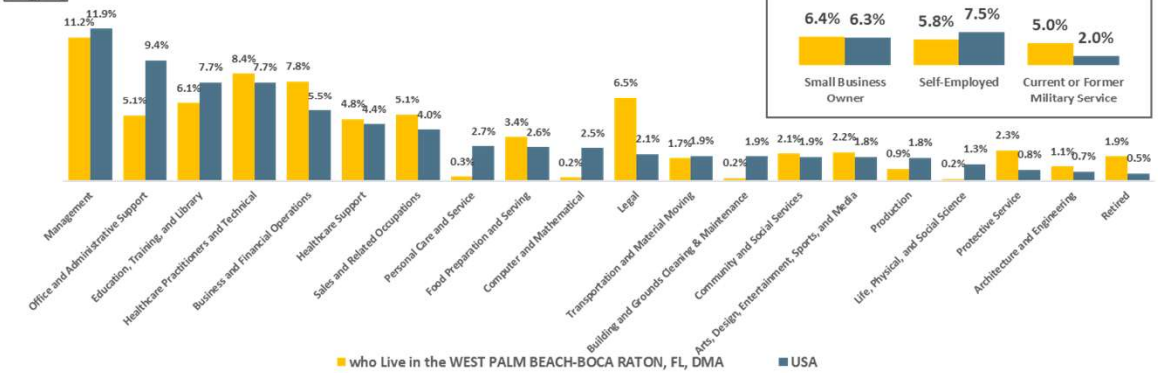
Employment: Women 25 - 54



Marital Status: Women 25 - 54

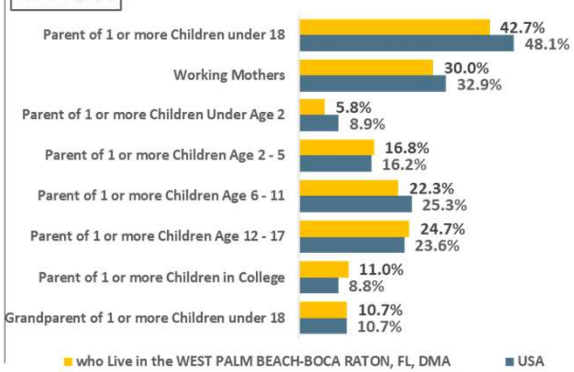


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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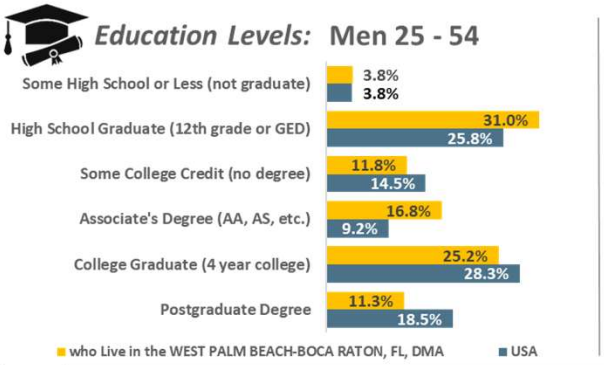
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



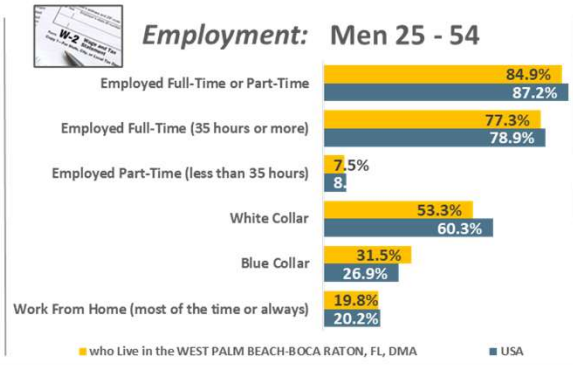
M25-54

.6% or 396,612 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 21.9% less likely to be a college graduate, 1.9% less likely to work full-time, 7.2% less likely to be married, 15.6% less likely to be a parent of 1 or more children under 18.

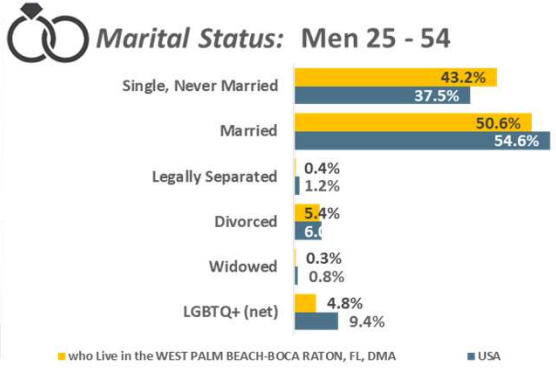
Education Levels: Men 25 - 54



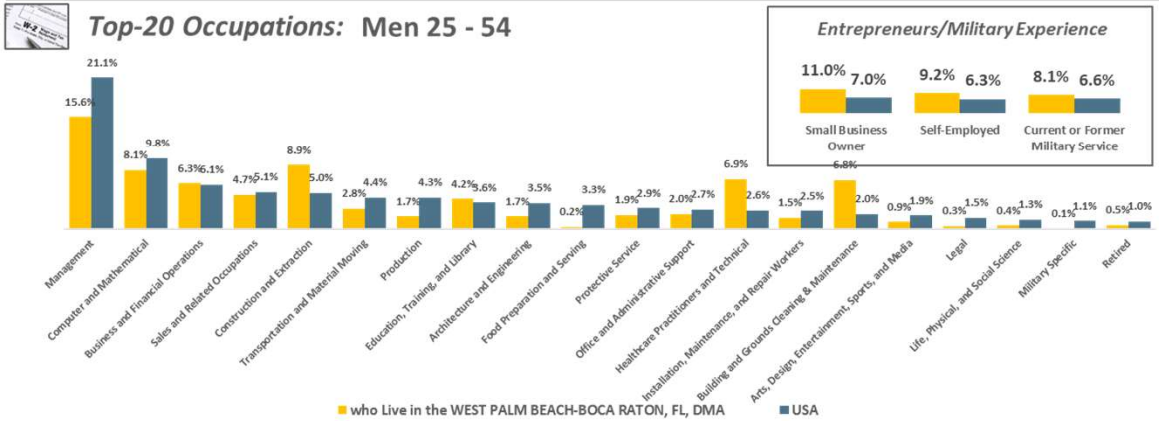
Employment: Men 25 - 54



Marital Status: Men 25 - 54

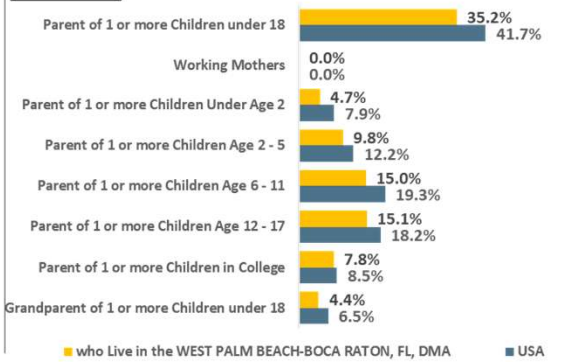


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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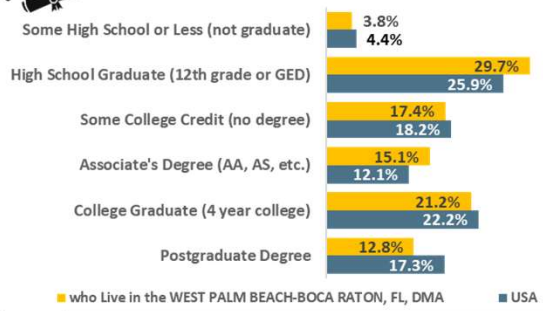
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



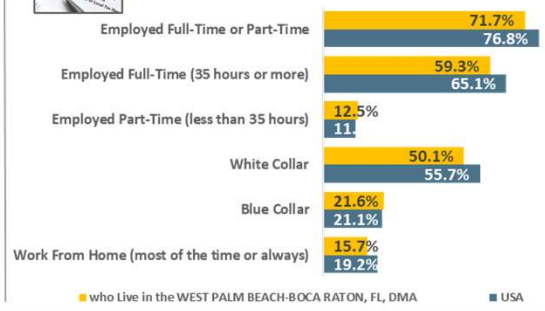
P35-64

.7% or 842,109 of USA 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 14.1% less likely to be a college graduate, 9.% less likely to work full-time, 6.5% less likely to be married, 7.9% less likely to be a grandparent of 1 or more children under 18.

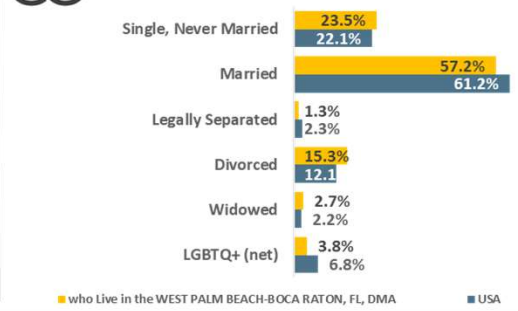
Education Levels: Adults 35 - 64



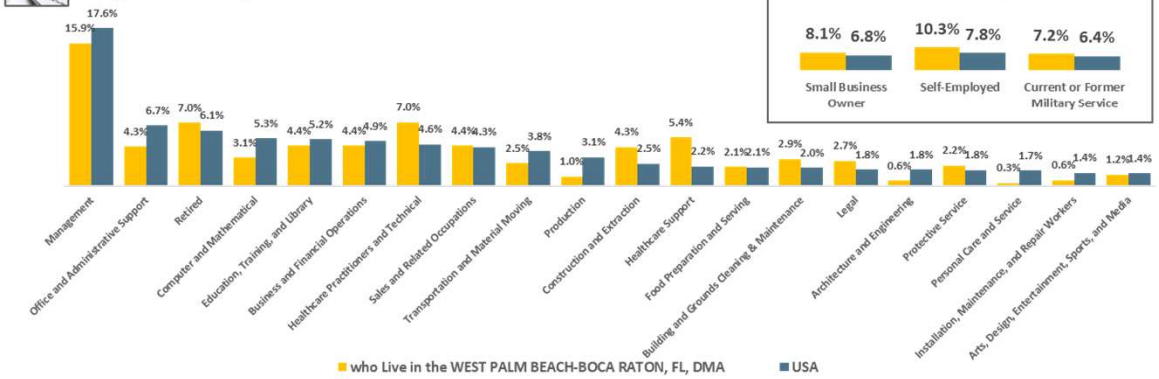
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

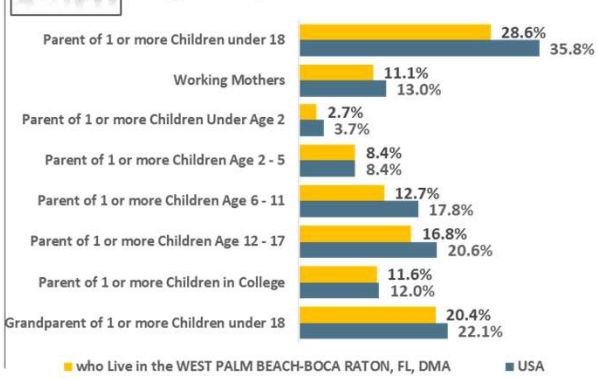


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 35 - 64



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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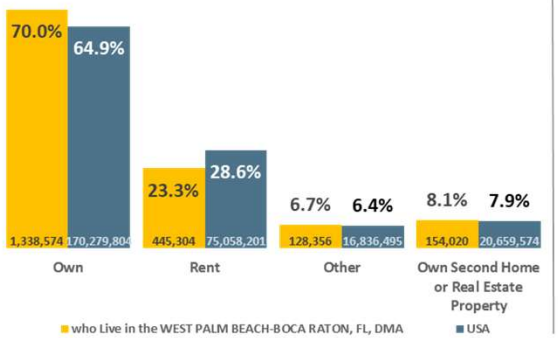
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



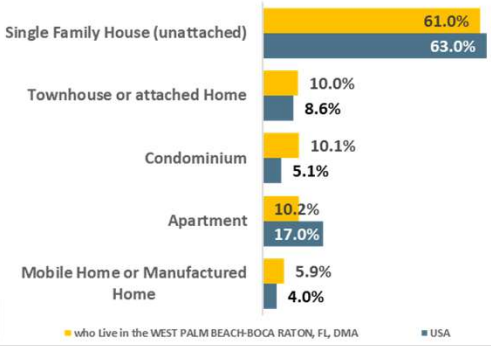
P18+

.7% or 1,912,234 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.8% more likely to own their home, 40.7% more likely to own a higher valued home, 3.1% less likely to have a single-family home, 7.1% less likely to have a dog.

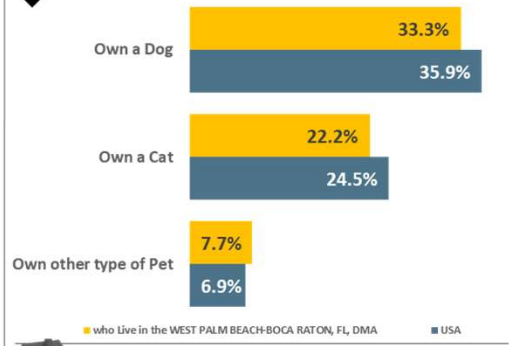
Own/Rent/Other: Adults 18 or older



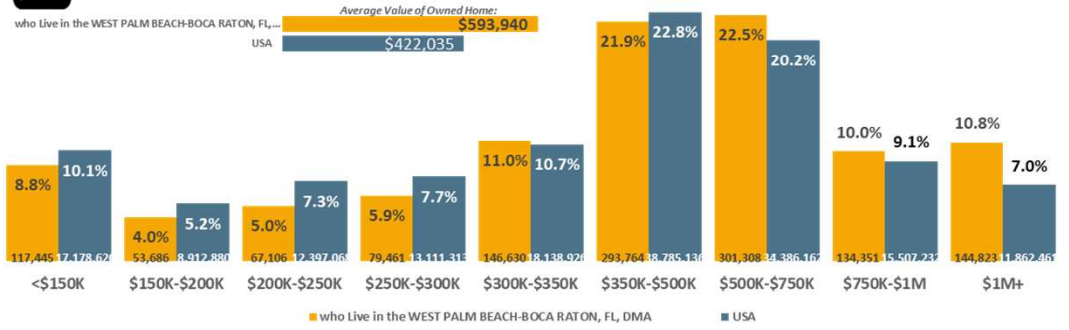
Type of Home: Adults 18 or older



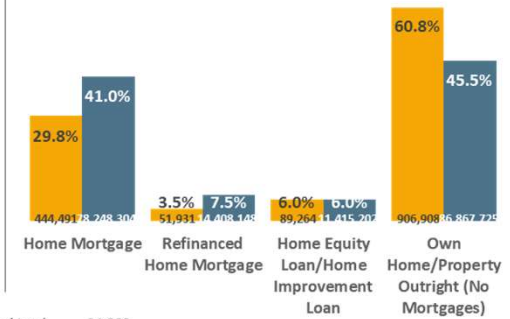
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Aug24-Jun25* *Qual Intab* *2,687*

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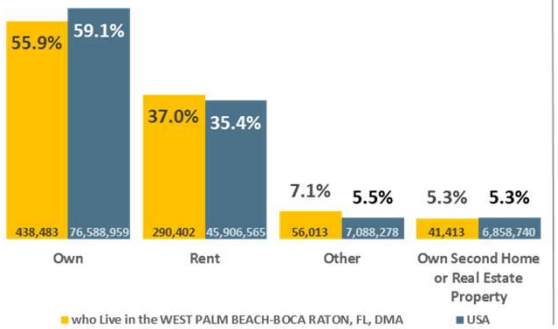
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



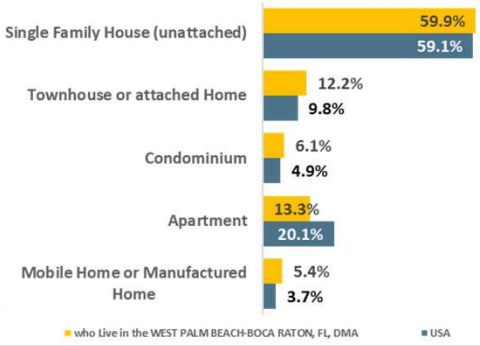
P25-54

.6% or 784,898 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.5% less likely to own their home, 46.4% more likely to own a higher valued home, 1.3% more likely to have a single-family home, 6.7% less likely to have a dog.

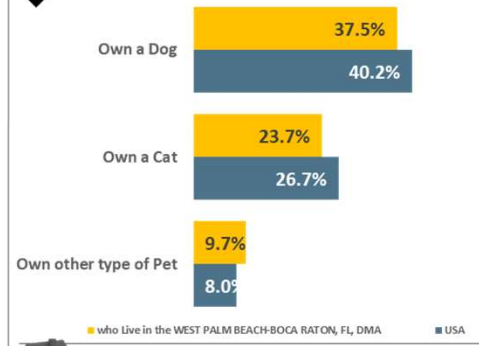
Own/Rent/Other: Adults 25 - 54



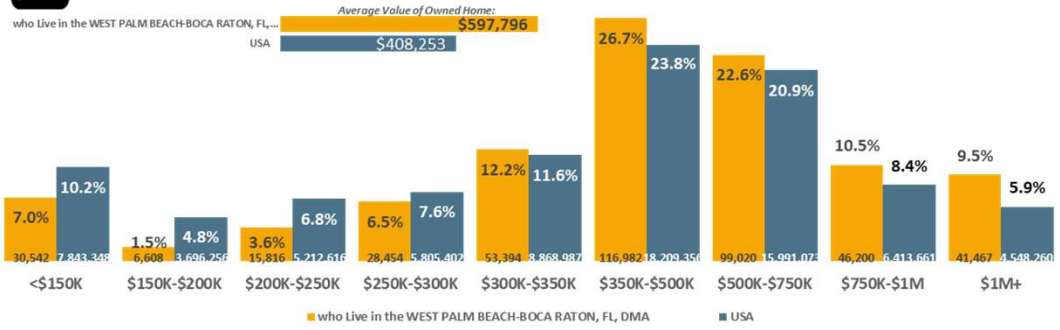
Type of Home: Adults 25 - 54



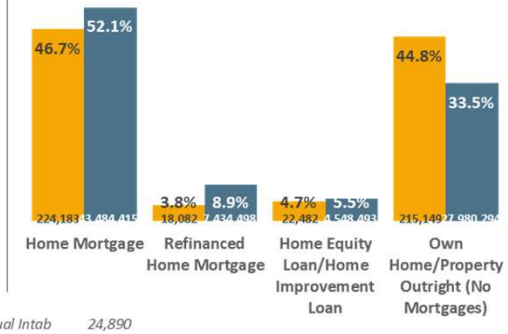
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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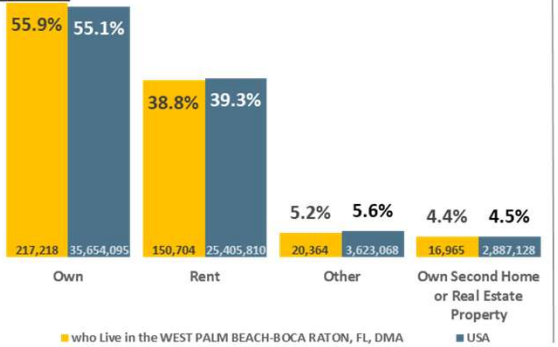
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



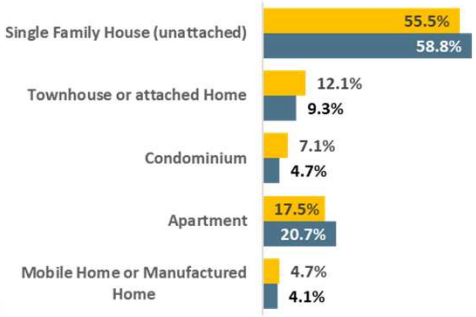
W25-54

.6% or 388,286 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 1.5% more likely to own their home, 48.7% more likely to own a higher valued home, 5.6% less likely to have a single-family home, 6.4% more likely to have a dog.

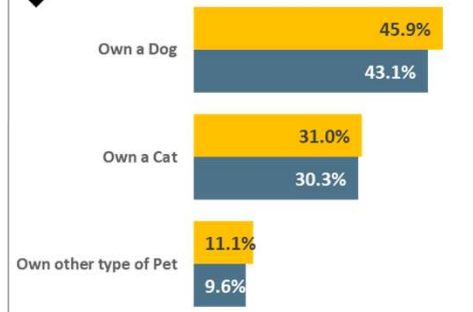
Own/Rent/Other: Women 25 - 54



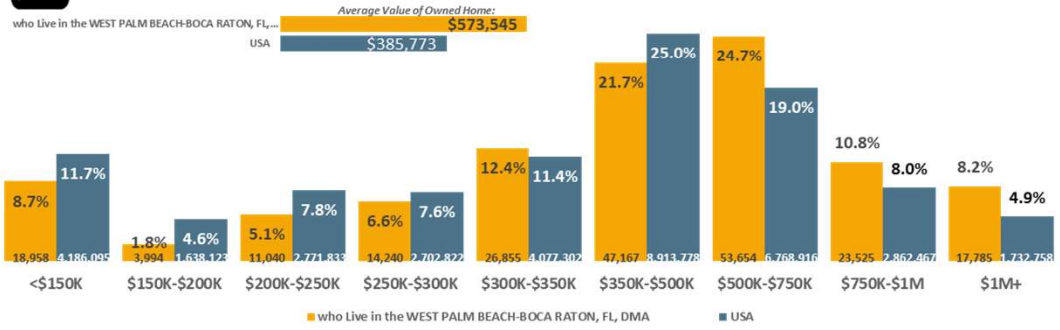
Type of Home: Women 25 - 54



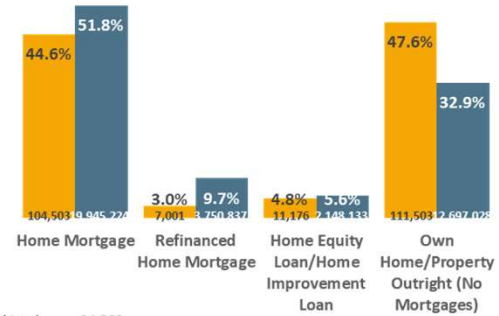
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA Projection* *Scarborough R2 2025: Aug24-Jun25* *Qual Intab* *2,687*

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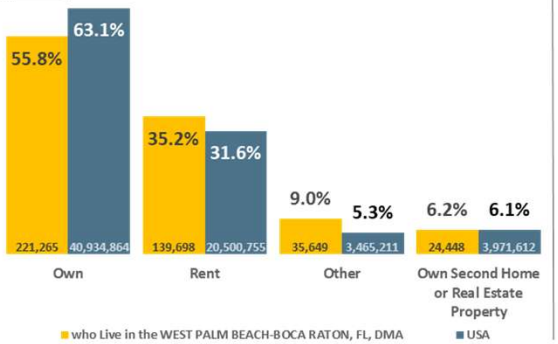
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



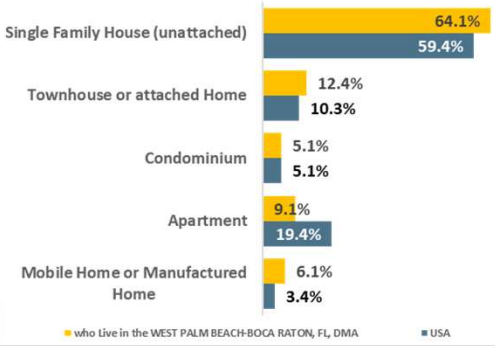
M25-54

.6% or 396,612 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 11.5% less likely to own their home, 45.3% more likely to own a higher valued home, 7.9% more likely to have a single-family home, 21.4% less likely to have a dog.

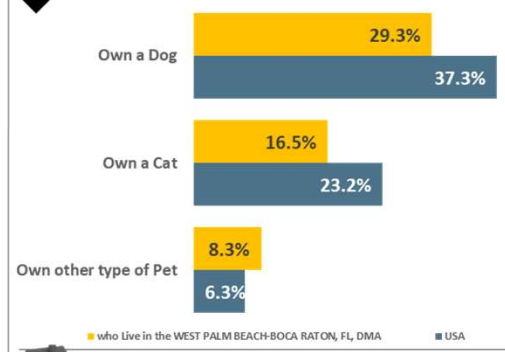
Own/Rent/Other: Men 25 - 54



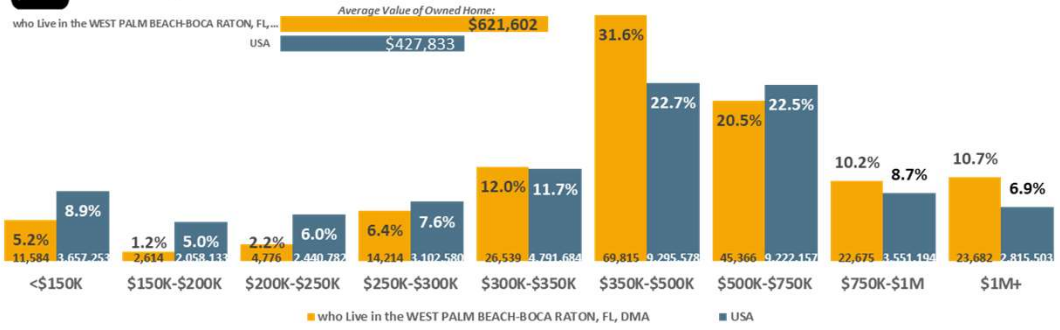
Type of Home: Men 25 - 54



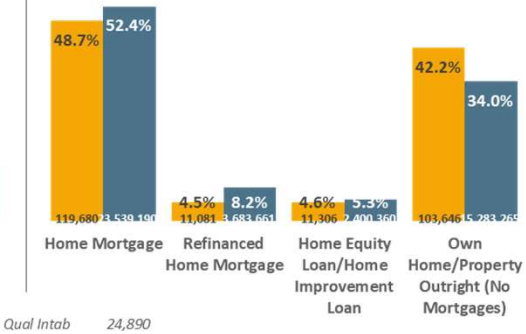
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



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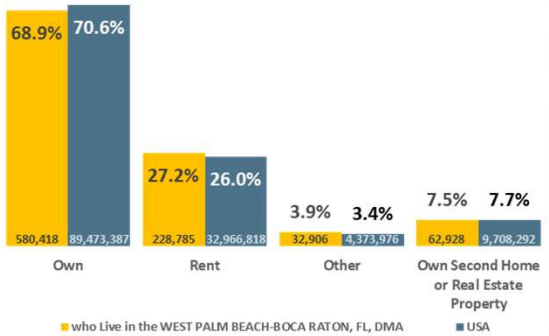
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



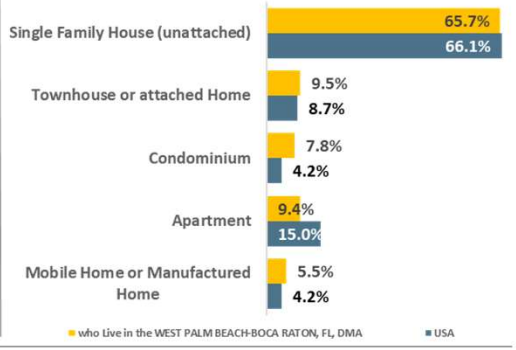
P35-64

.7% or 842,109 of USA 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 2.3% less likely to own their home, 41.3% more likely to own a higher valued home, .6% less likely to have a single-family home, 1.7% less likely to have a dog.

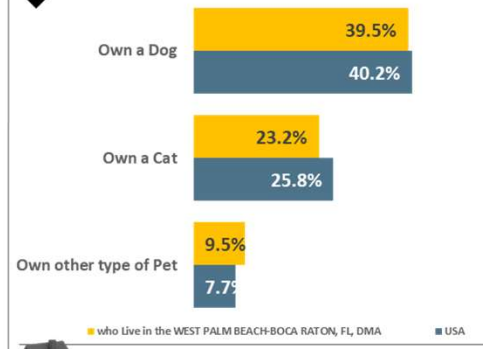
Own/Rent/Other: Adults 35 - 64



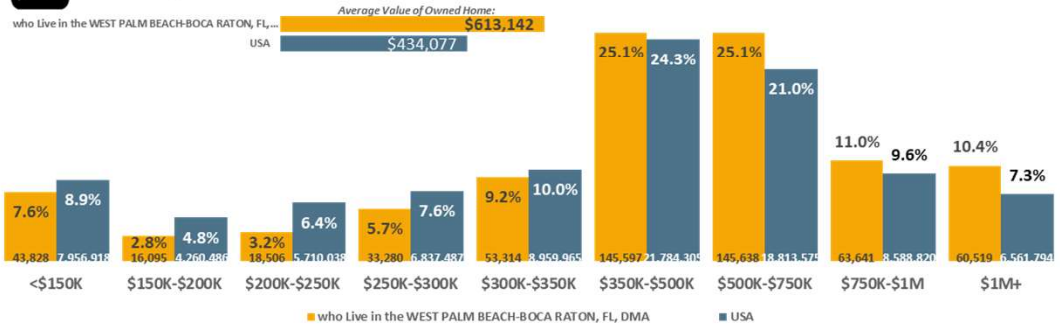
Type of Home: Adults 35 - 64



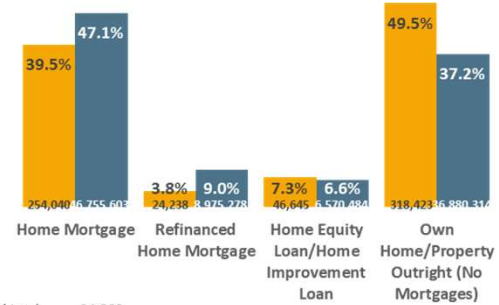
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



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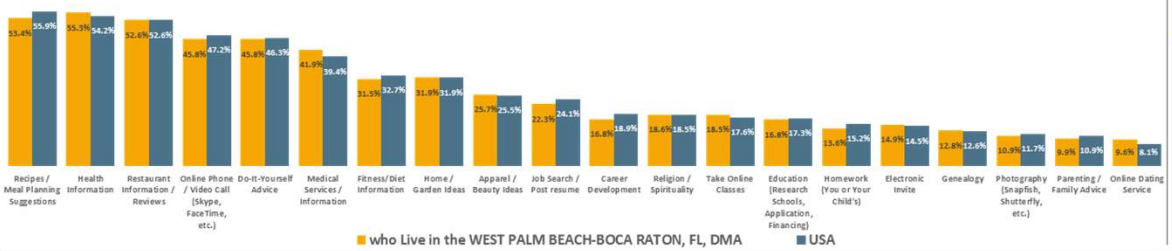
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



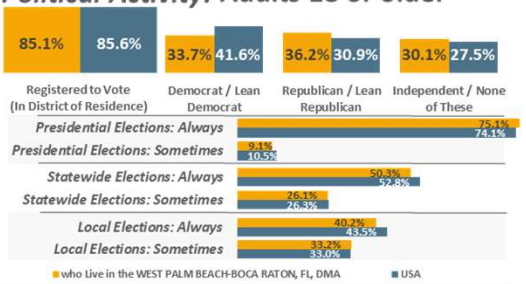
P18+

.7% or 1,912,234 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 1.1% less likely to look up D-I-Y advice online, 7.5% less likely to always vote in local elections, 9.8% less likely to belong to a gym, .7% more likely to fly domestic past yr.

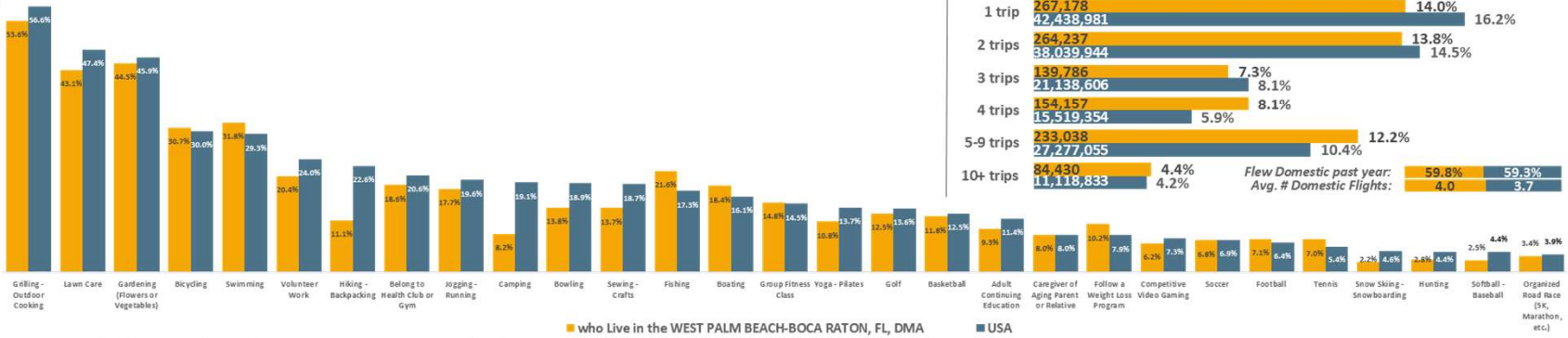
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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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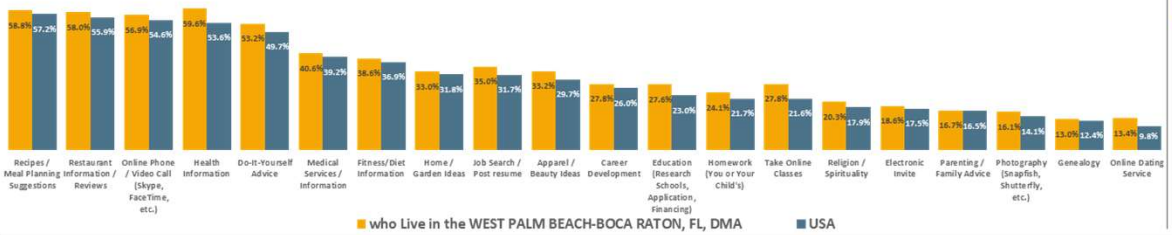
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



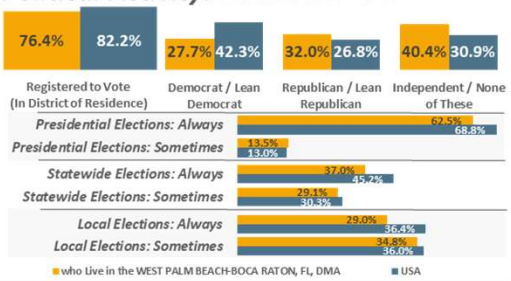
P25-54

.6% or 784,898 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 6.9% more likely to look up D-I-Y advice online, 20.4% less likely to always vote in local elections, 4.9% less likely to belong to a gym, 1.1% less likely to fly domestic past yr.

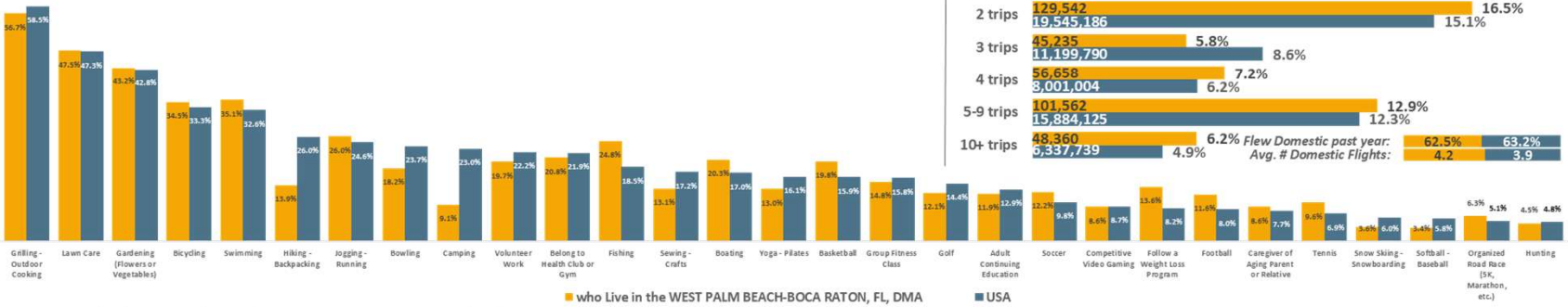
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



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

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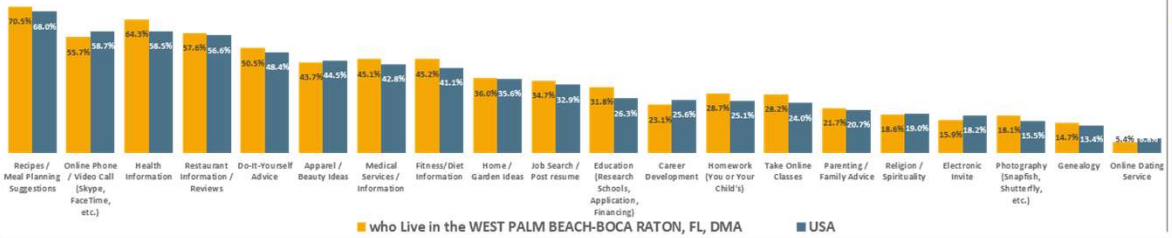
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



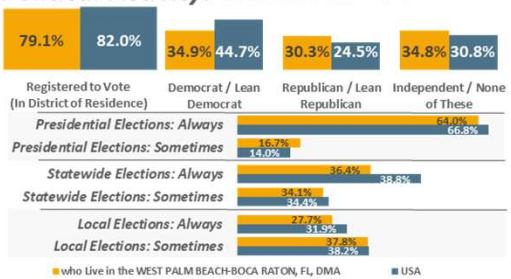
W25-54

.6% or 388,286 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 4.4% more likely to look up D-I-Y advice online, 13.2% less likely to always vote in local elections, 7.7% less likely to belong to a gym, 9.7% more likely to fly domestic past yr.

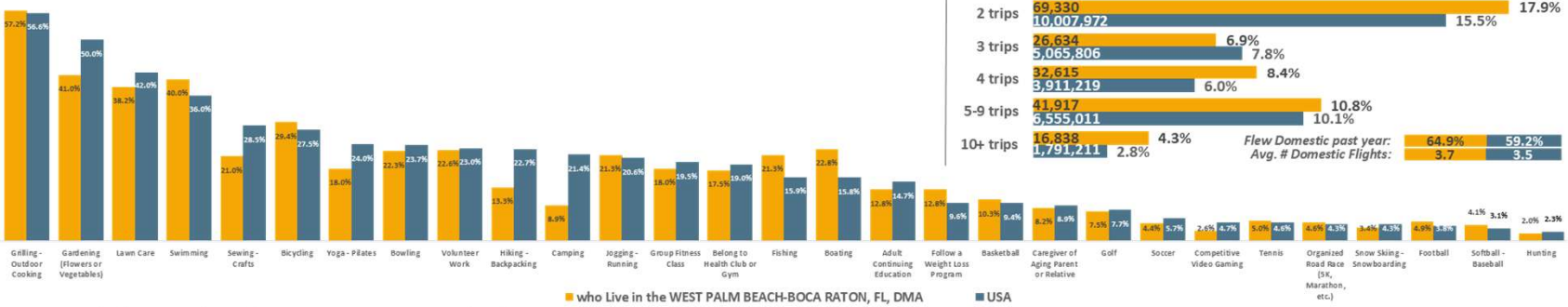
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



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 2025: Aug24-Jun25 Qual Intab 2,687

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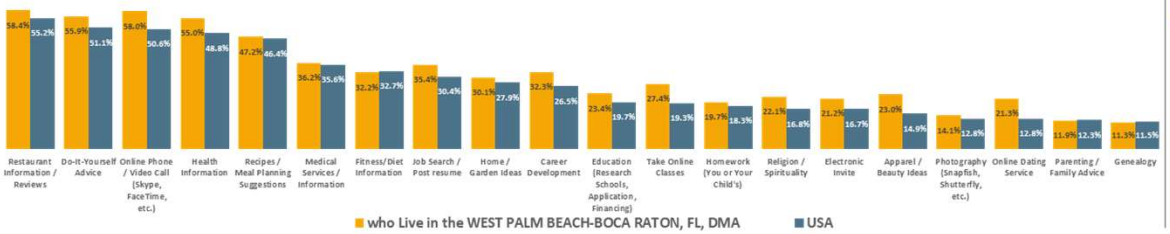
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



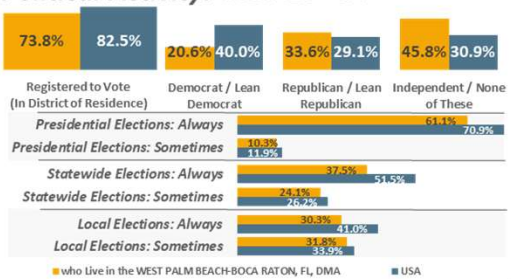
M25-54

.6% or 396,612 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 9.2% more likely to look up D-I-Y advice online, 26.% less likely to always vote in local elections, 3.% less likely to belong to a gym, 10.4% less likely to fly domestic past yr.

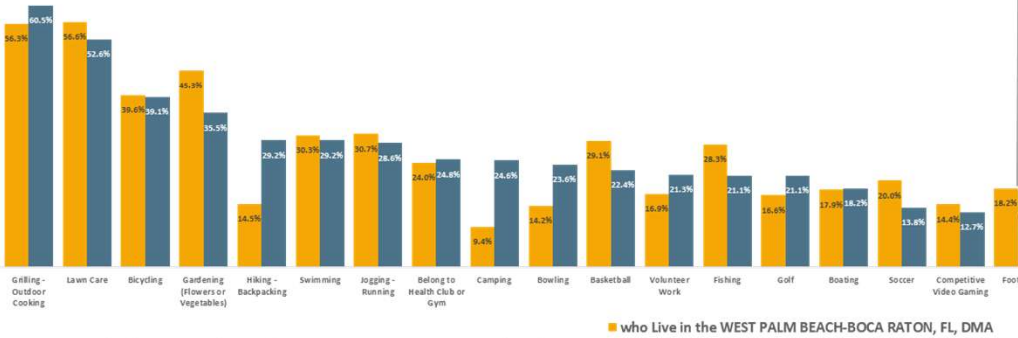
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



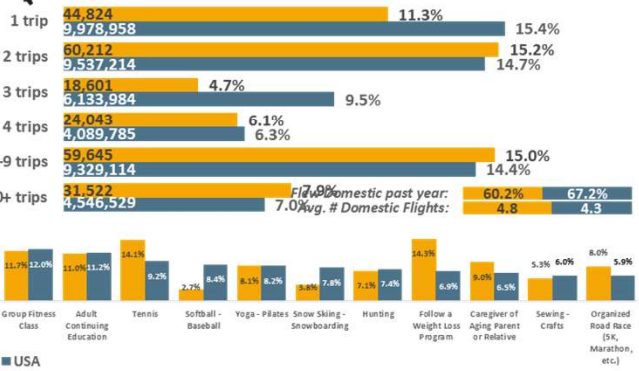
Political Activity: Men 25 - 54



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 2025: Aug24-Jun25* *Qual Intab* *2,687*

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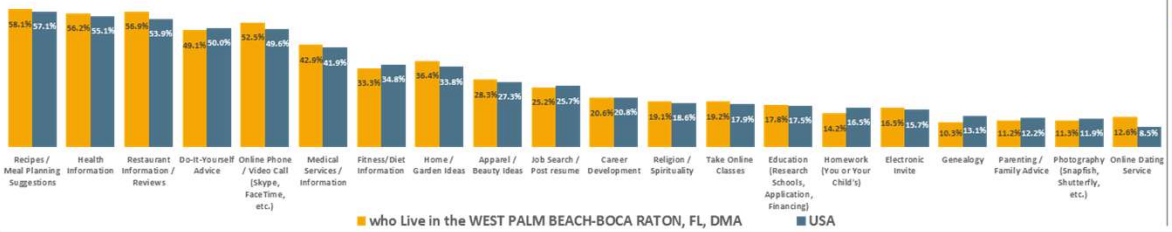
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



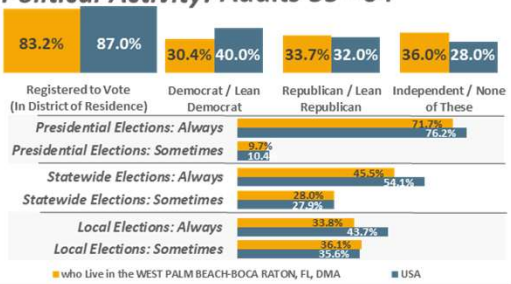
P35-64

.7% or 842,109 of USA 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 1.7% less likely to look up D-I-Y advice online, 22.6% less likely to always vote in local elections, 15.1% less likely to belong to a gym, 5.5% less likely to fly domestic past yr.

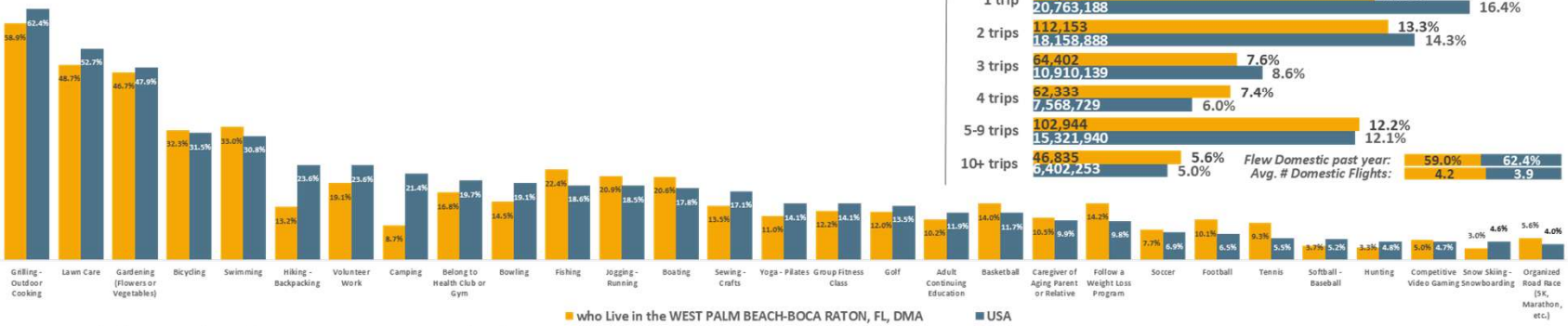
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



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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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



P18+

.7% or 1,912,234 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 10.4% less likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 25.% less likely to use Casinos past yr., 31.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
75.9%
84.8%
1,452,304
222,309,9
22

Avg. Monthly QSR Meals:
5.4
6.1

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



Total Monthly Sit-Down Restaurant Users:
73.0%
72.4%
1,396,169
189,924,0
98

Avg. Monthly Sit-Down Restaurant Meals:
4.2
3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the WEST PALM BEACH-BOCA RATON, FL,... 321,590 16.8%

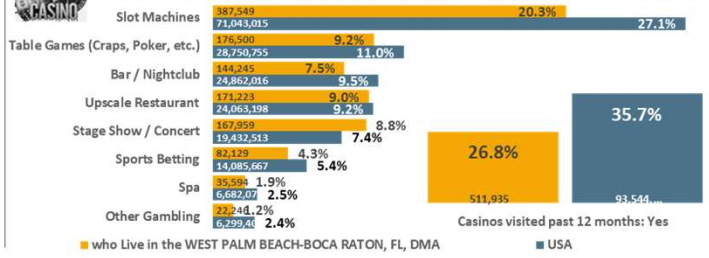
USA 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*

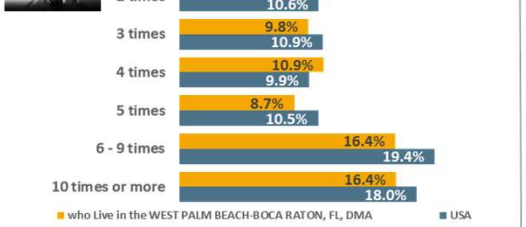


P25-54

.6% or 784,898 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 8.8% less likely to use QSRs past mo., 3.8% less likely to use Sit-Down Restaurants past mo., 22.8% less likely to use Casinos past yr., 25.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



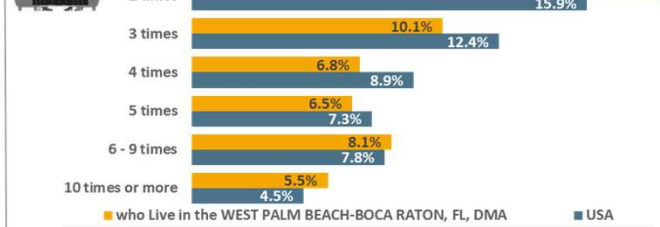


Total Monthly QSR Users: 79.6% 87.3% — 624,899 — 113,132,249

Avg. Monthly QSR Meals: 6.5 6.5

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





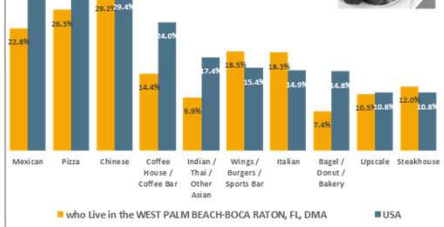
Total Monthly Sit-Down Restaurant Users: 69.8% 72.6% — 548,233 — 94,116,755

Avg. Monthly Sit-Down Restaurant Meals: 4.1 3.9

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,... 190,595 24.3%

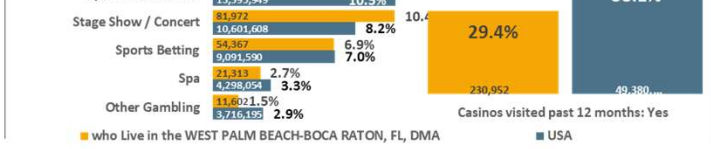
USA 25.3%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*

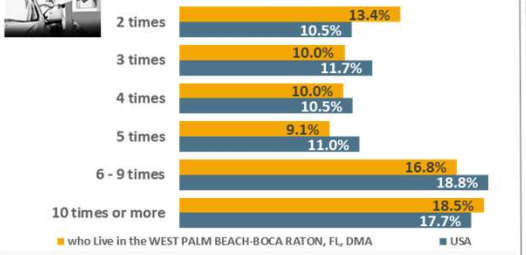


W25-54

.6% or 388,286 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 4.8% less likely to use QSRs past mo., 2.1% less likely to use Sit-Down Restaurants past mo., 25.6% less likely to use Casinos past yr., 35.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



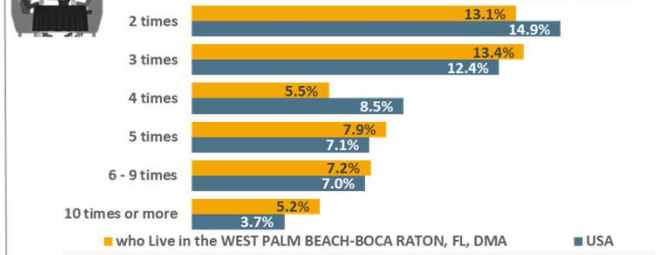


Total Monthly QSR Users: 84.2% 88.4% 326,896 57,190,42 2

Avg. Monthly QSR Meals: 6.6 6.4

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





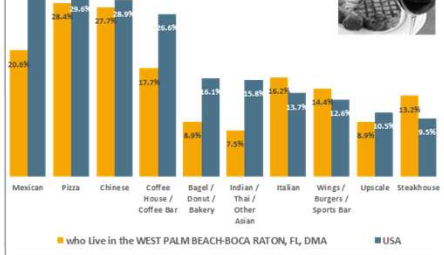
Total Monthly Sit-Down Restaurant Users: 70.0% 71.5% 271,758 46,219,88 2

Avg. Monthly Sit-Down Restaurant Meals: 4.0 3.7

Top-10 Cuisines: Women 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,... 122,267 31.5%

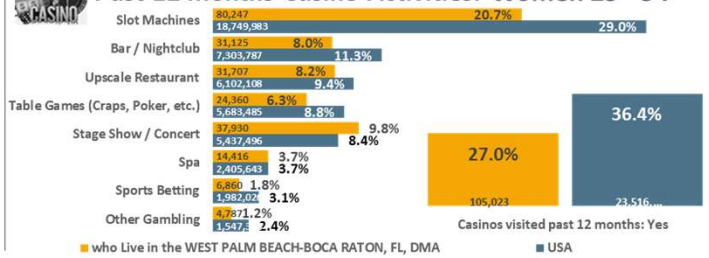
USA 26.7%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*

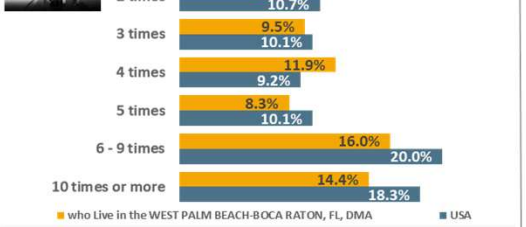


M25-54

.6% or 396,612 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.
Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 12.8% less likely to use QSRs past mo., 5.5% less likely to use Sit-Down Restaurants past mo., 20.3% less likely to use Casinos past yr., 16.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54





Total Monthly QSR Users:

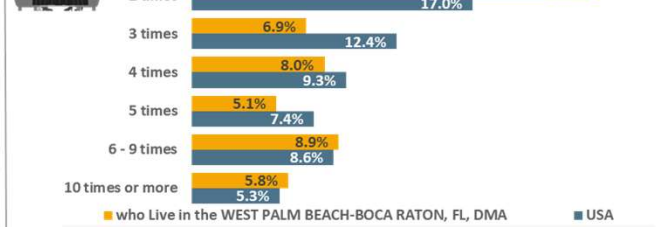


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



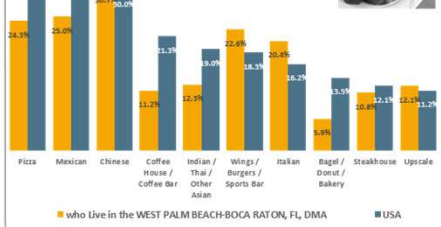
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)





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

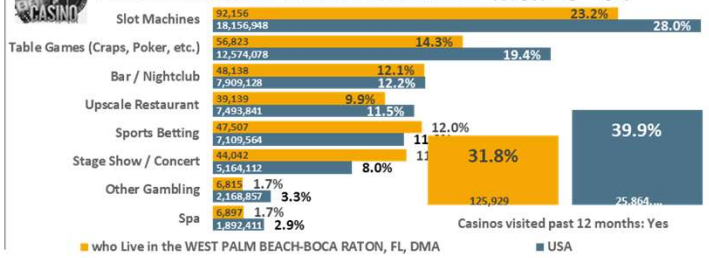


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



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P35-64

.7% or 842,109 of USA 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 9.% less likely to use QSRs past mo., 2.% less likely to use Sit-Down Restaurants past mo., 28.1% less likely to use Casinos past yr., 20.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users: 79.0% 665,294 | 86.8% 110,127,470

Avg. Monthly QSR Meals: 5.9 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 72.3% 609,258 | 73.8% 93,651,577

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 3.9

Top-10 Cuisines: Adults 35 - 64

(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,... 155,038 18.4%

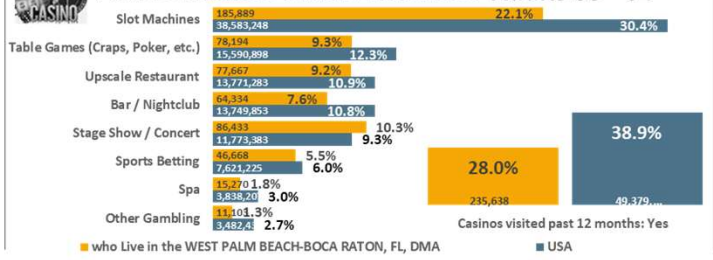
USA 20.5%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*



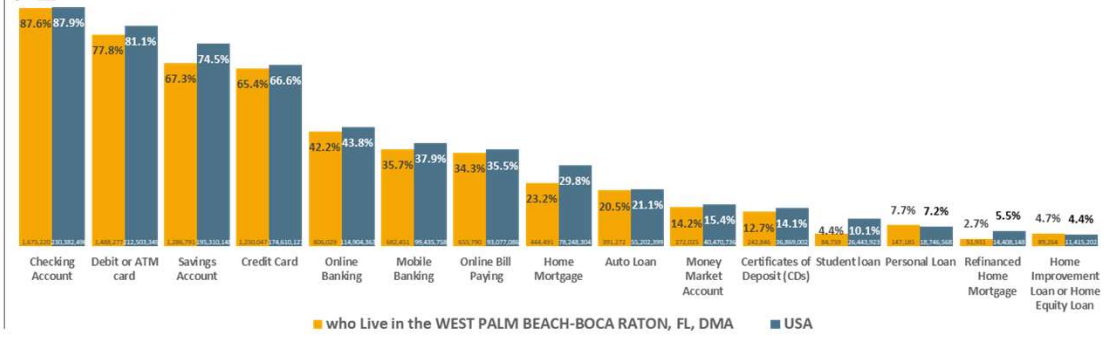
P18+

.7% or 1,912,234 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 18.9% less likely to have a 401K, 2.8% less likely to have an Auto Loan, 12.2% less likely to Invest/Trade Stocks Online, 8.9% less likely to pay with their Debit Card.

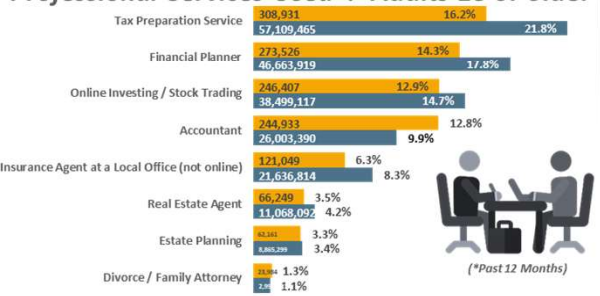
Investments Owned: Adults 18 or older



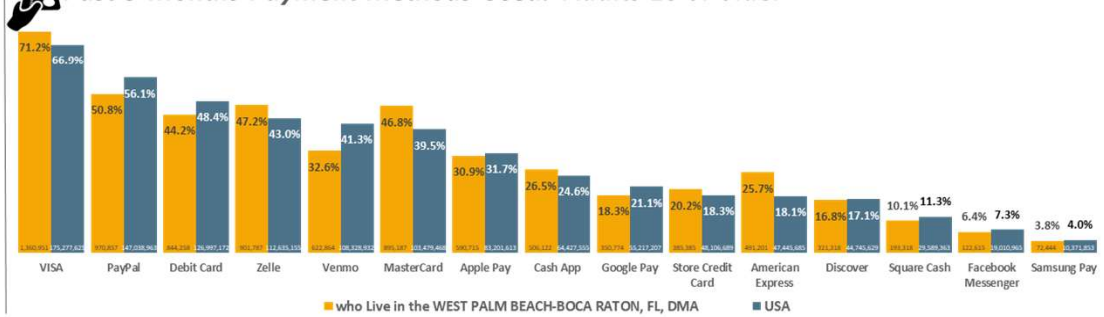
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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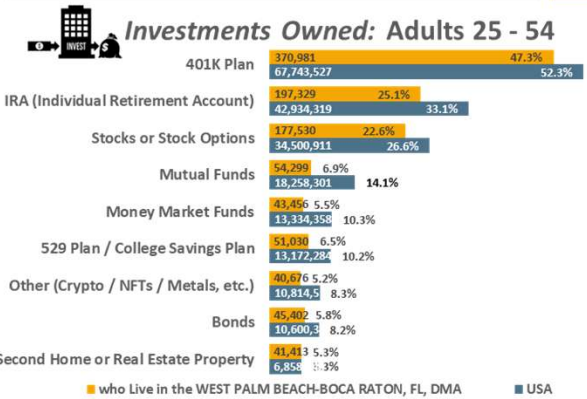
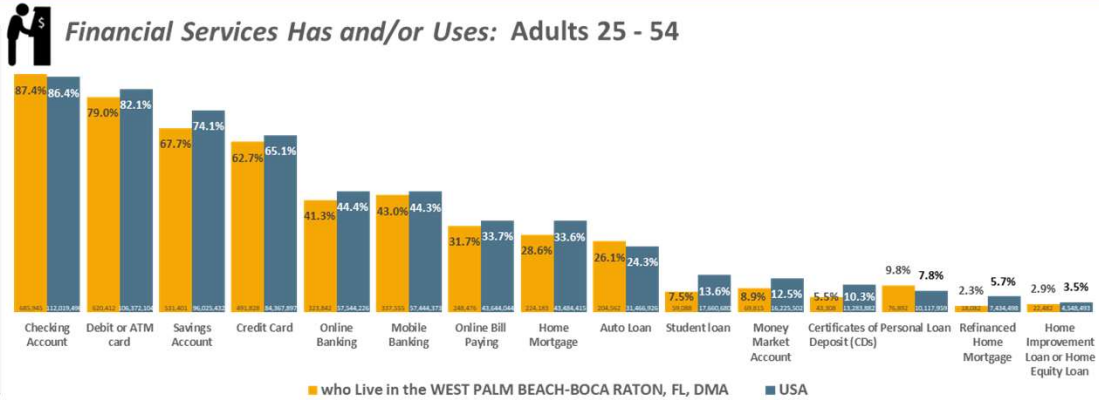
Investments Owned: Adults 25 - 54



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

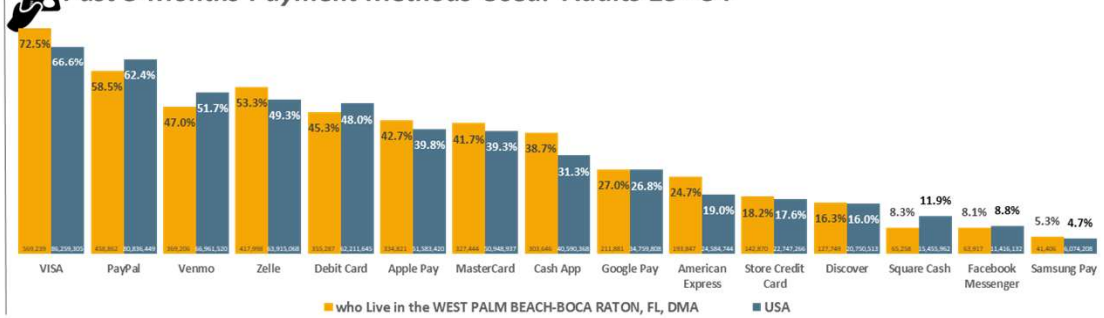


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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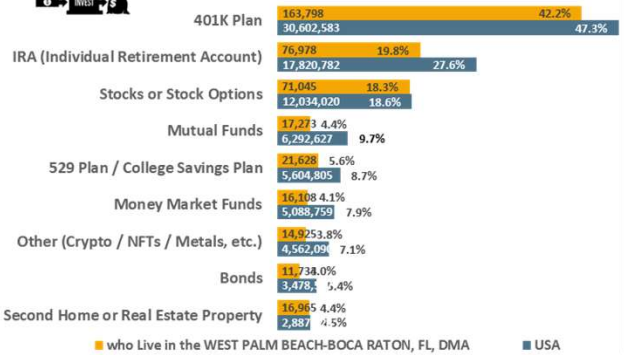
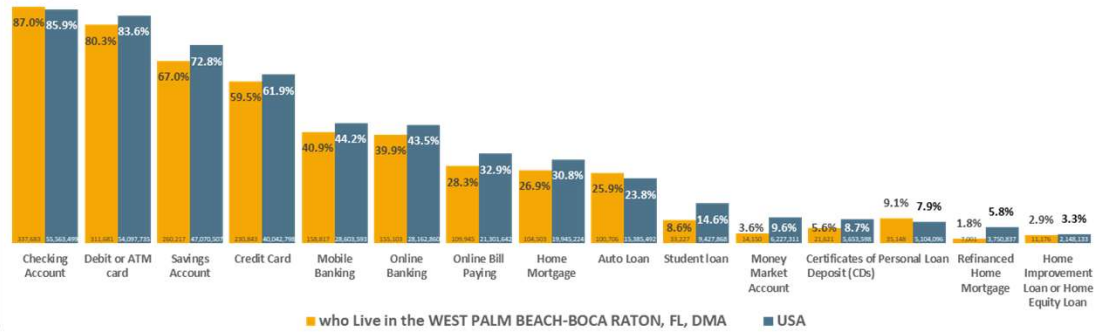
Investments Owned: Women 25 - 54



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

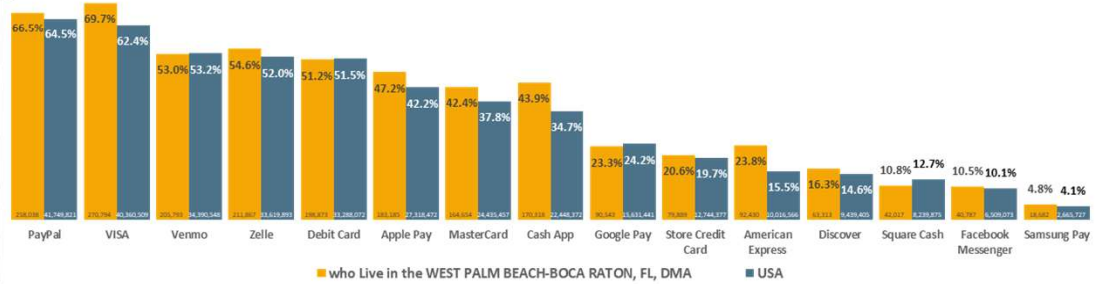


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



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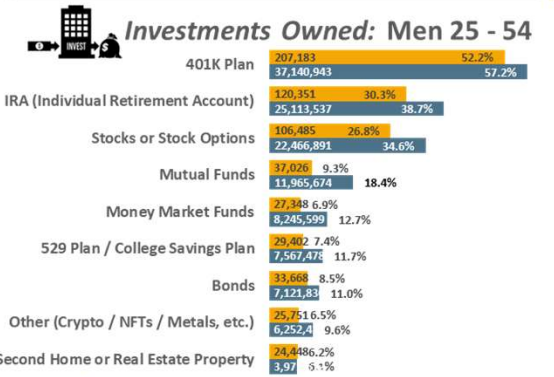
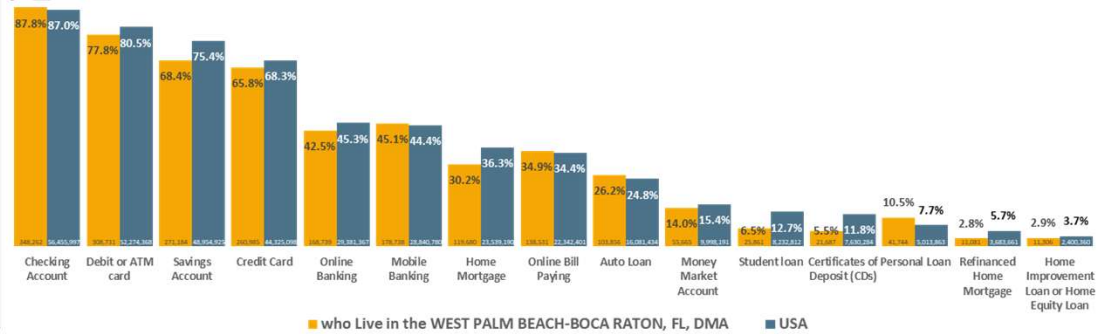
Investments Owned: Men 25 - 54



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

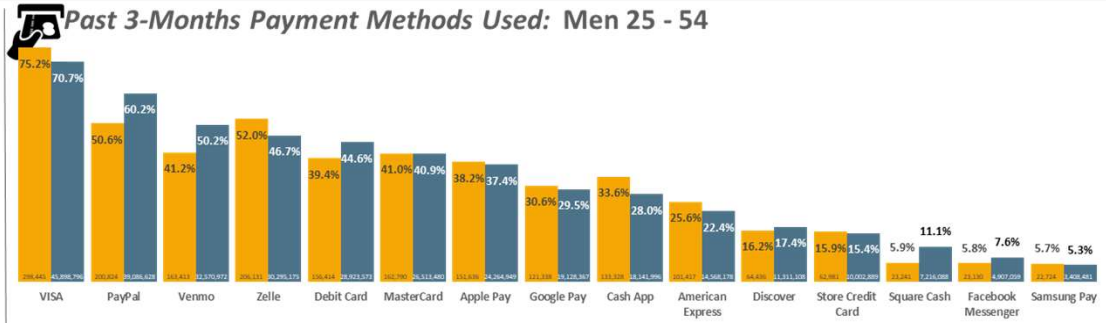


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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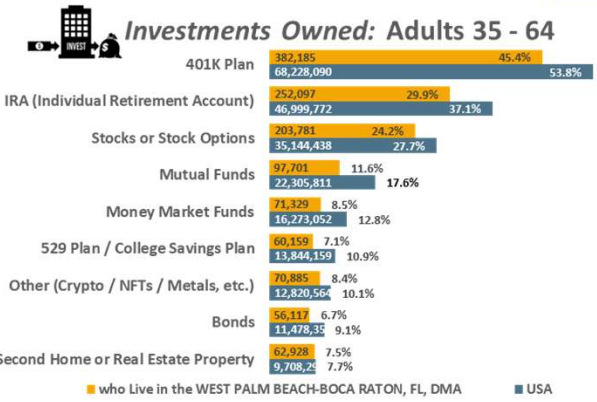
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890



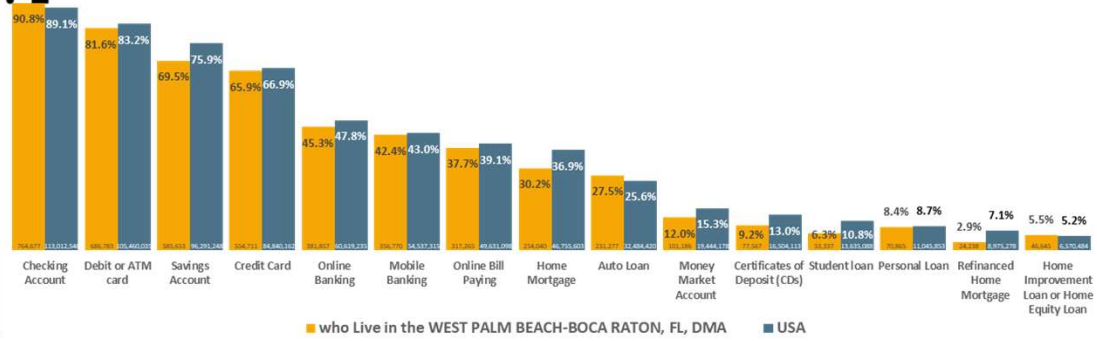
P35-64

.7% or 842,109 of USA 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 15.6% less likely to have a 401K, 7.2% more likely to have an Auto Loan, 14.8% less likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



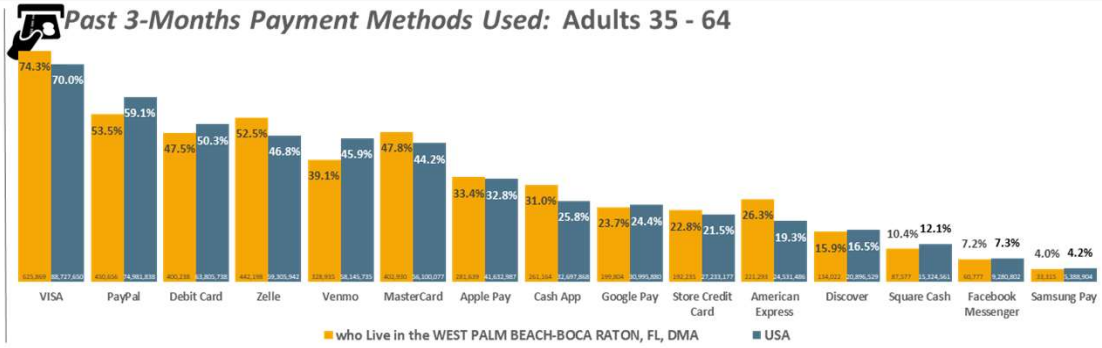
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



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



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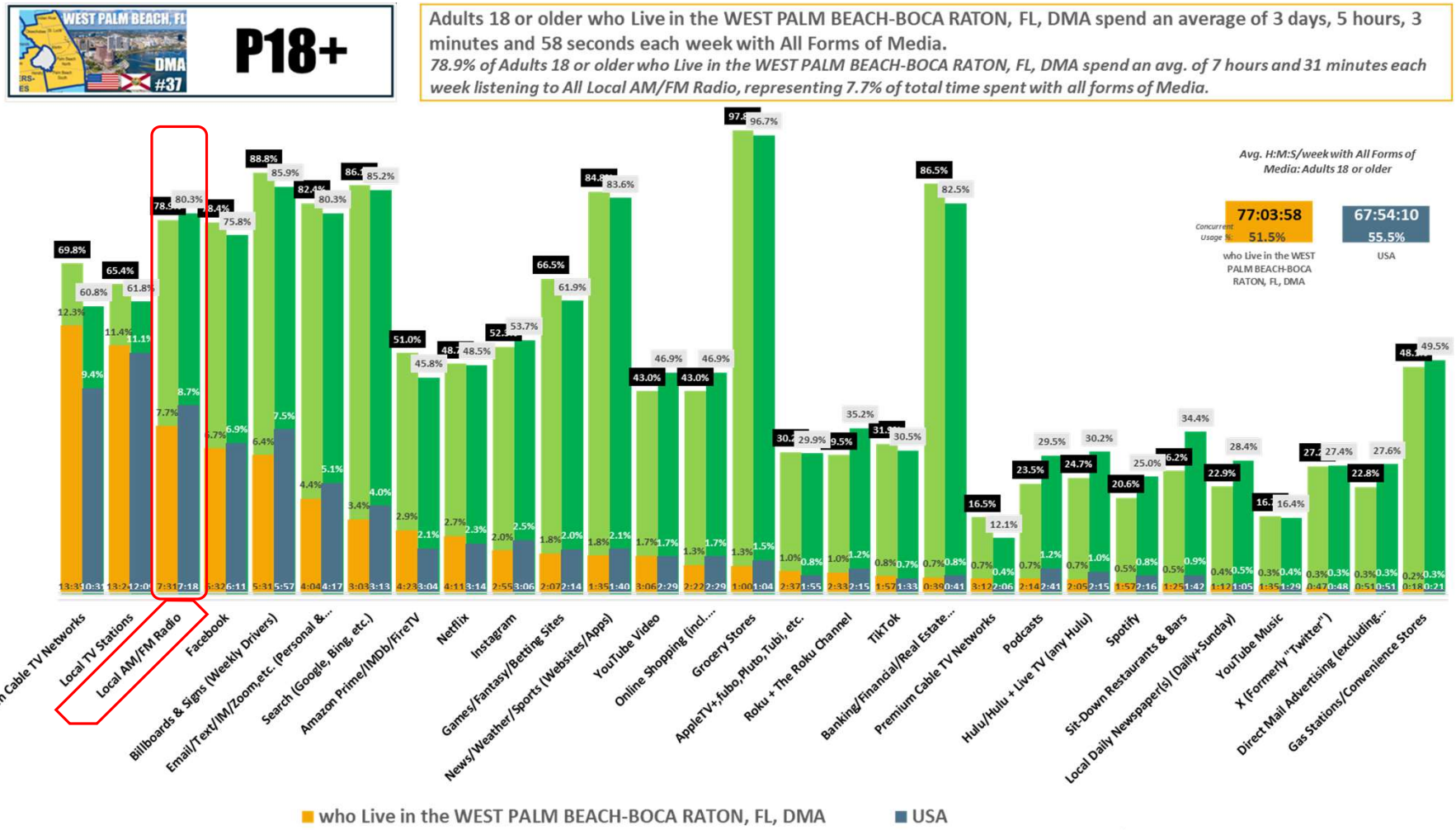

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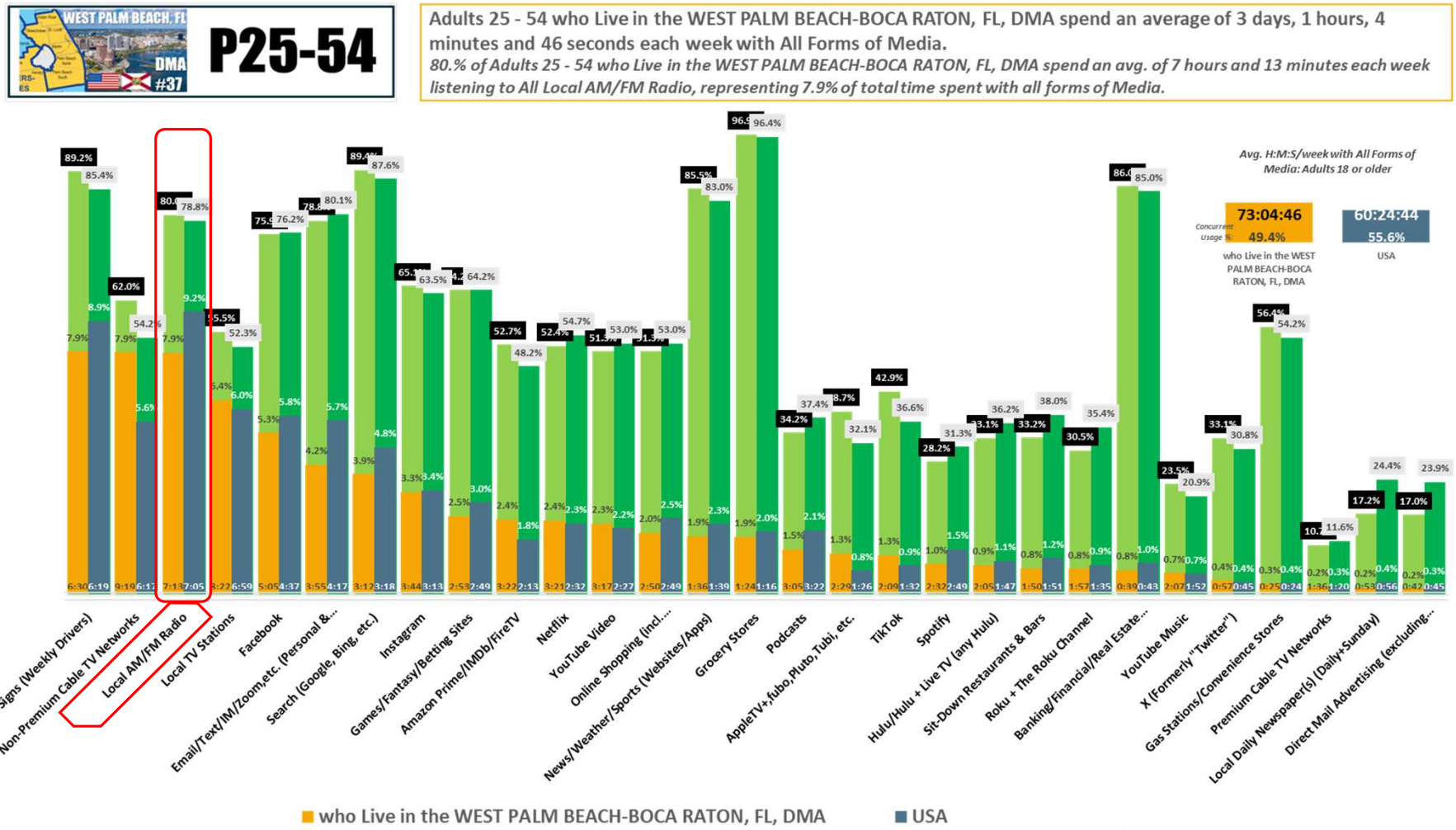

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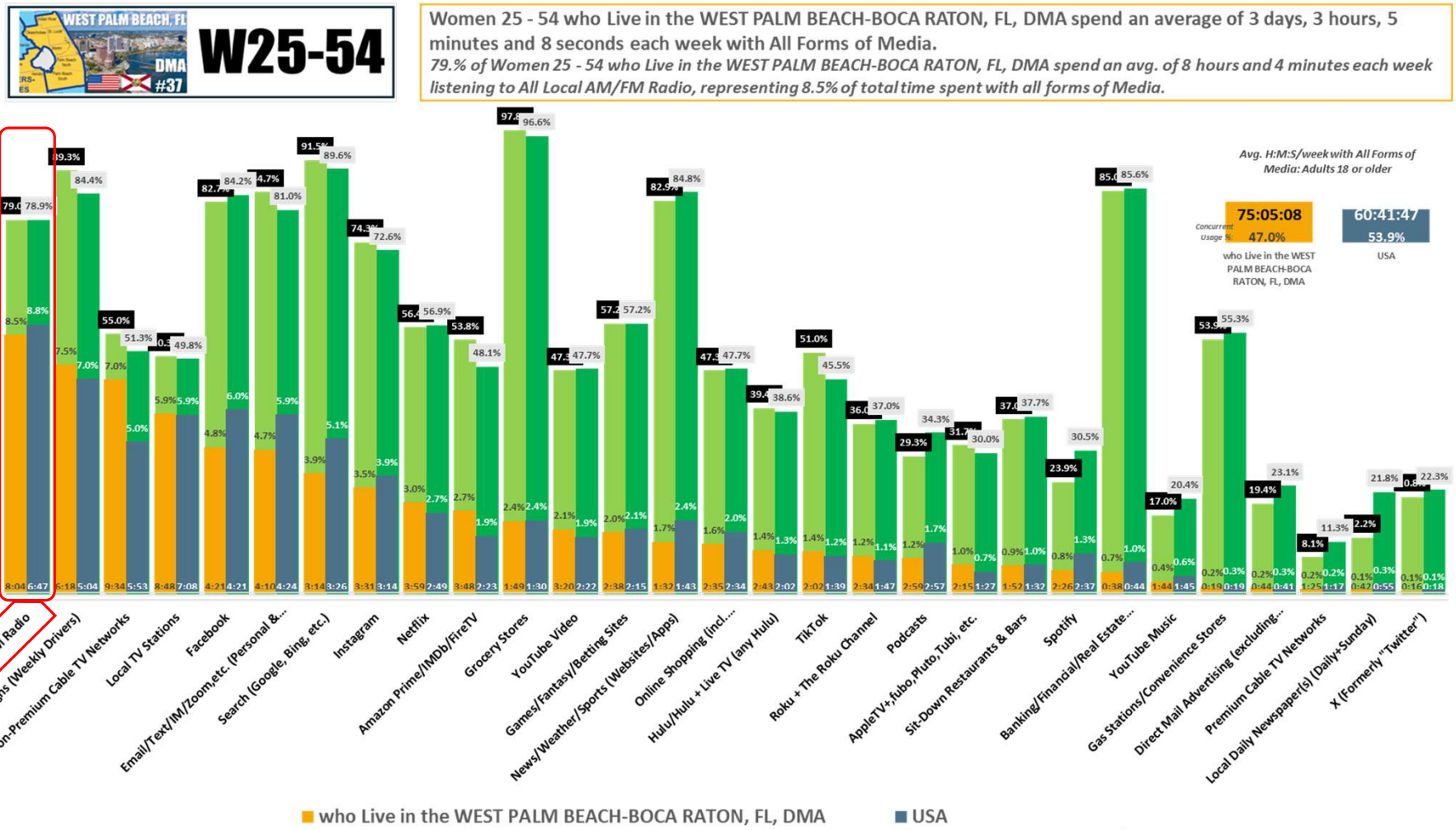

USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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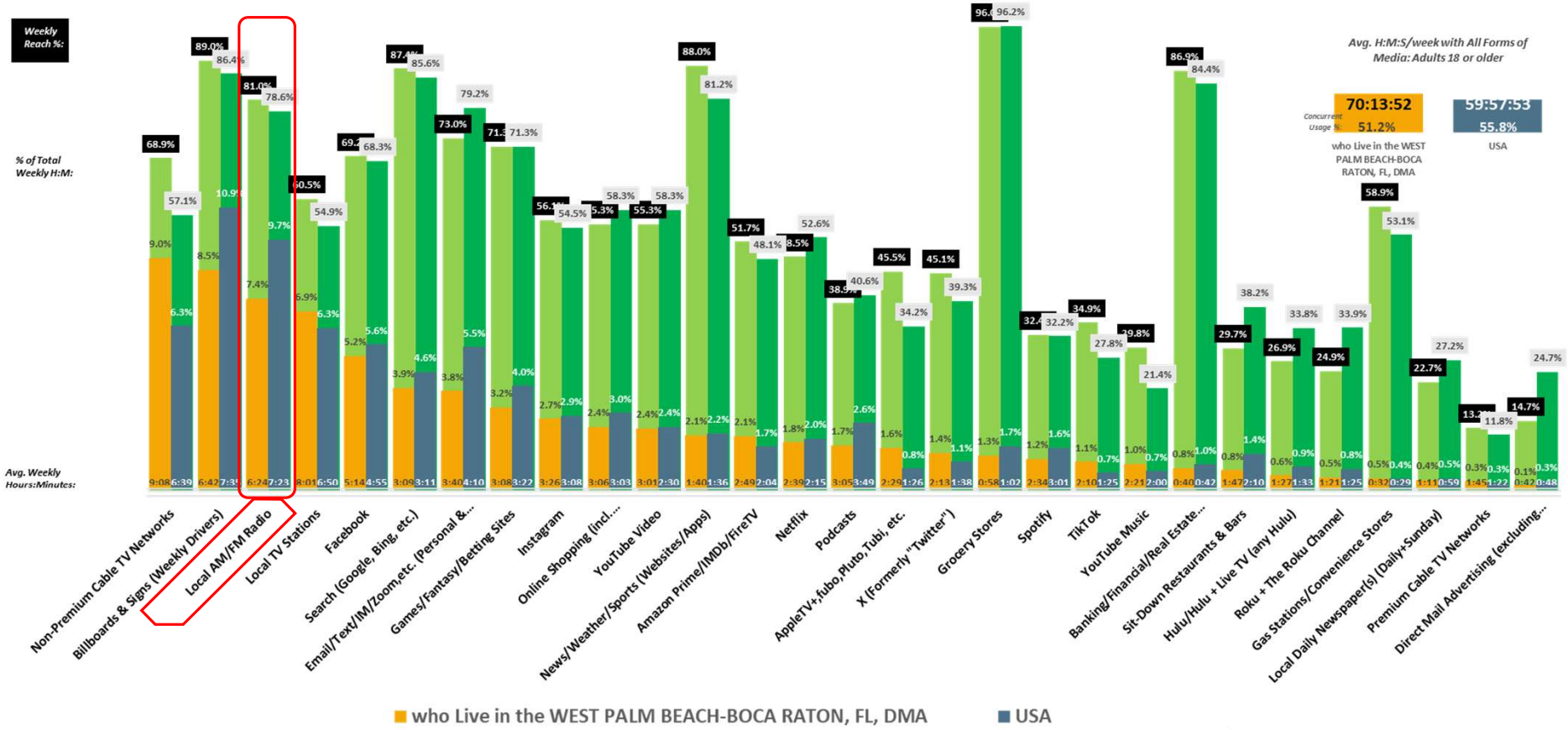
M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 22 hours, 13 minutes and 52 seconds each week with All Forms of Media.

81.% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 6 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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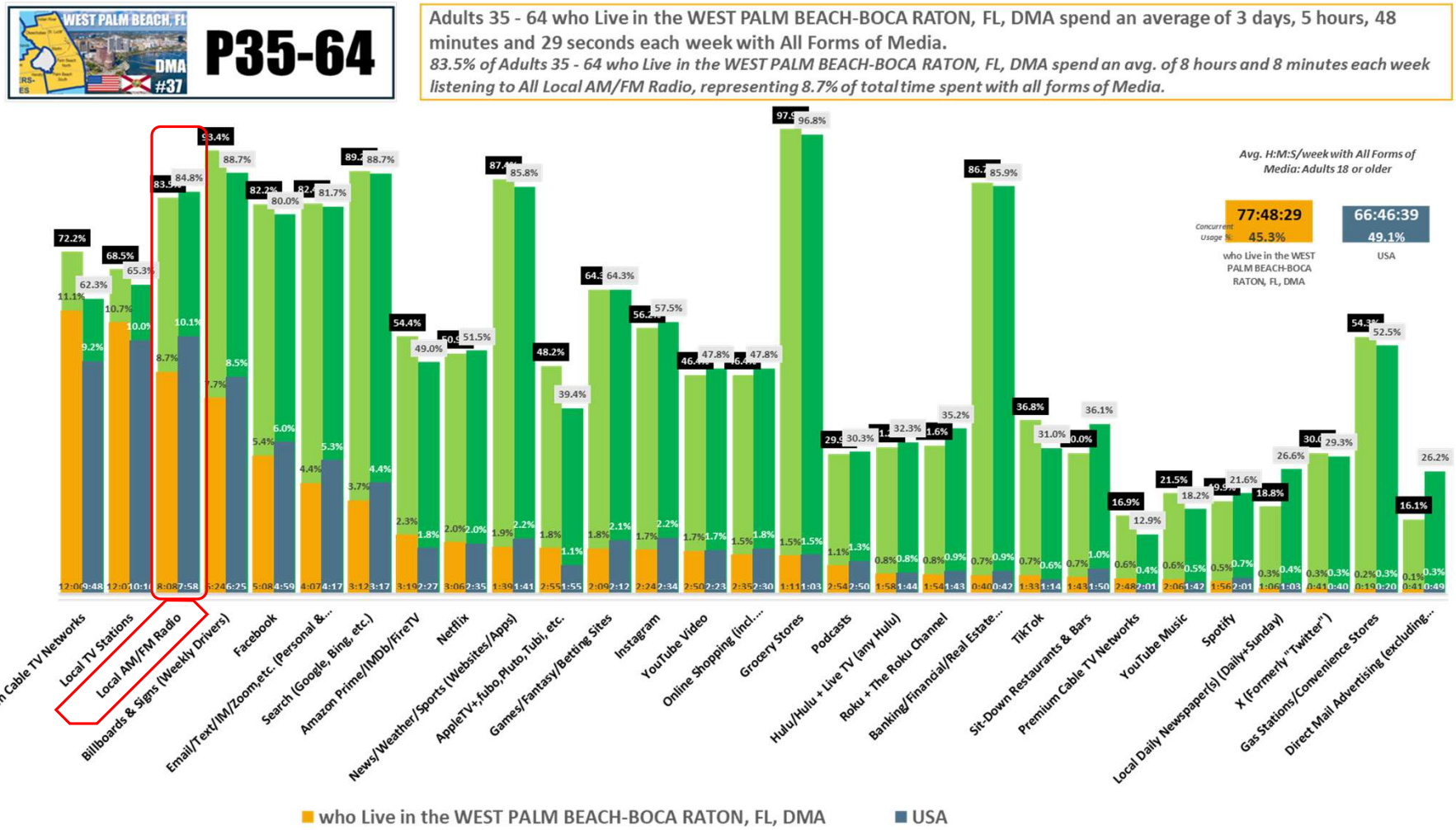

USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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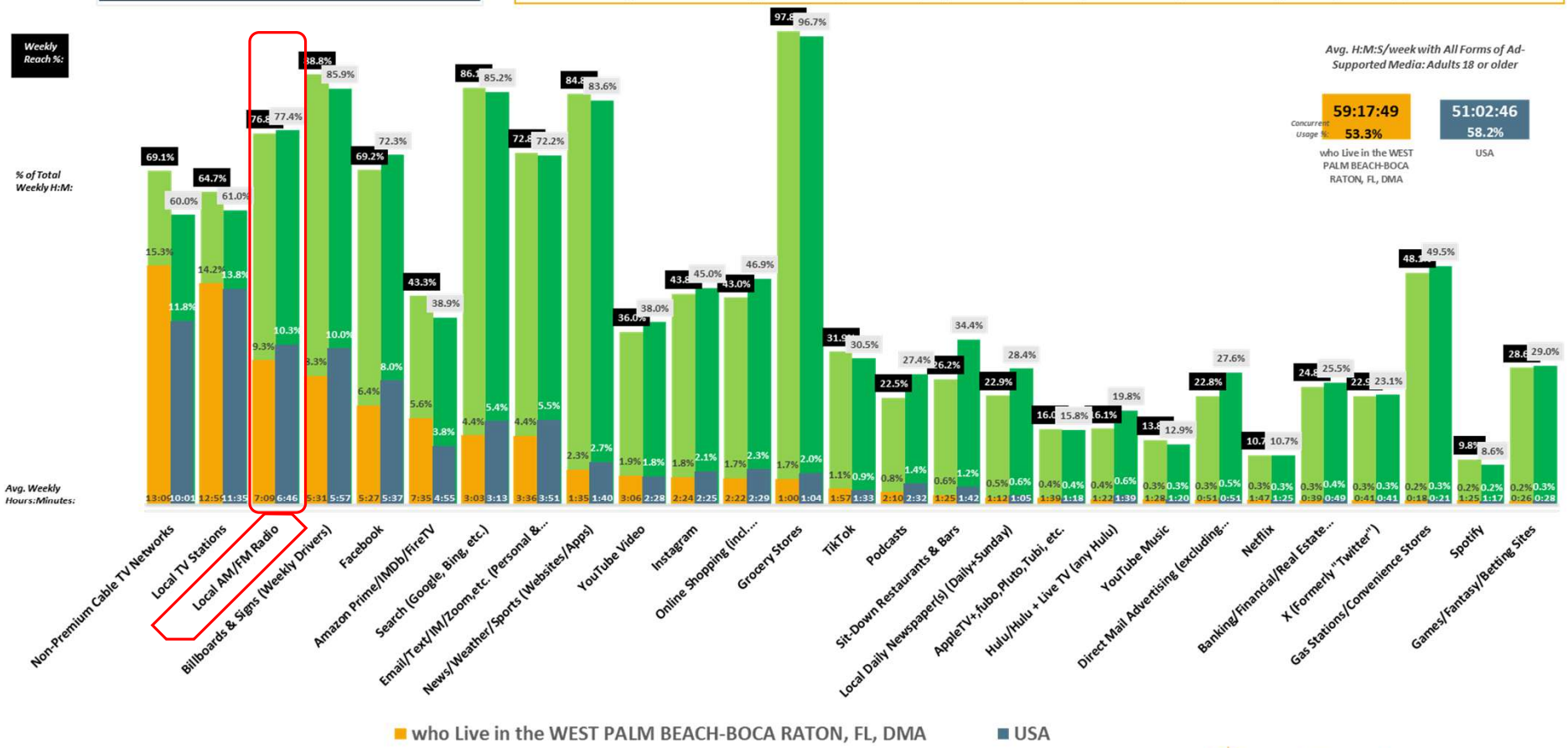
P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 11 hours, 17 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

76.8% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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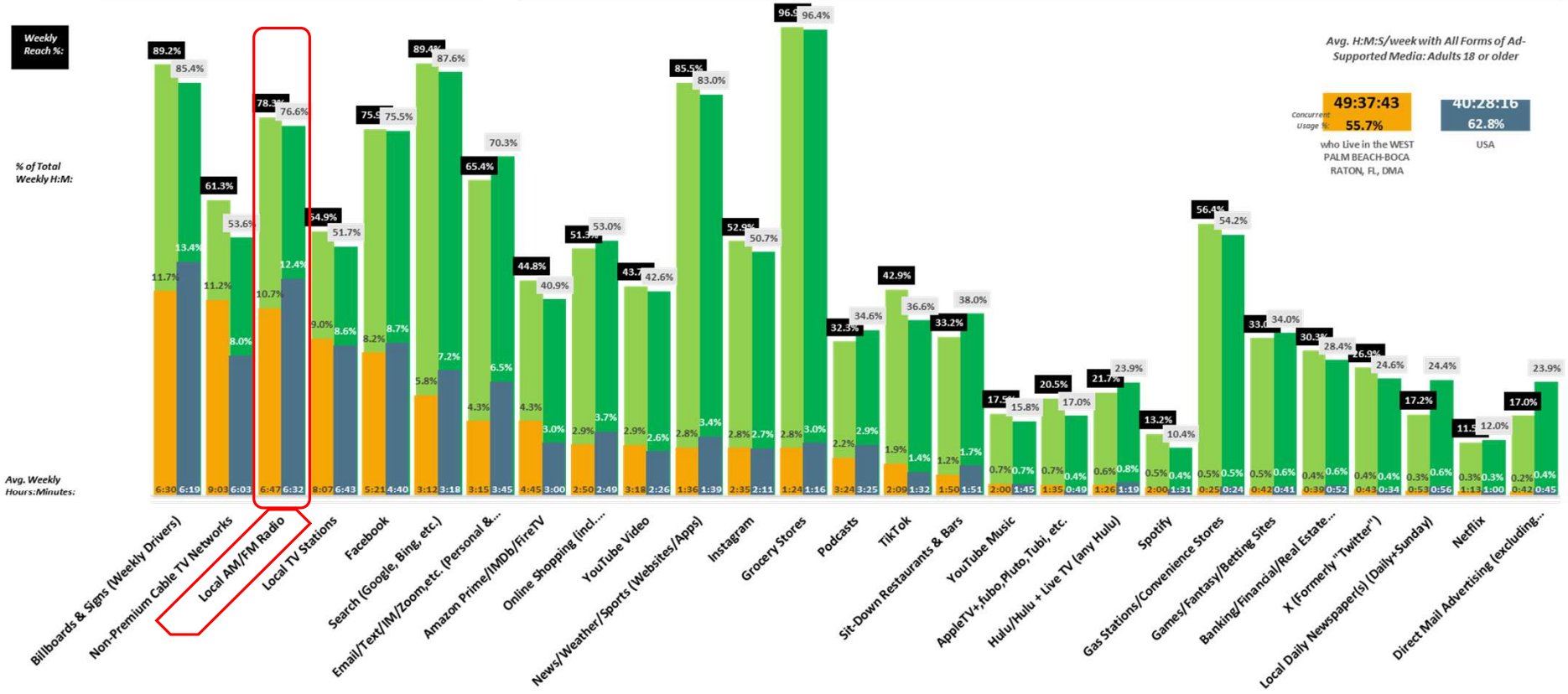
P25-54

Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 1 hours, 37 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

78.3% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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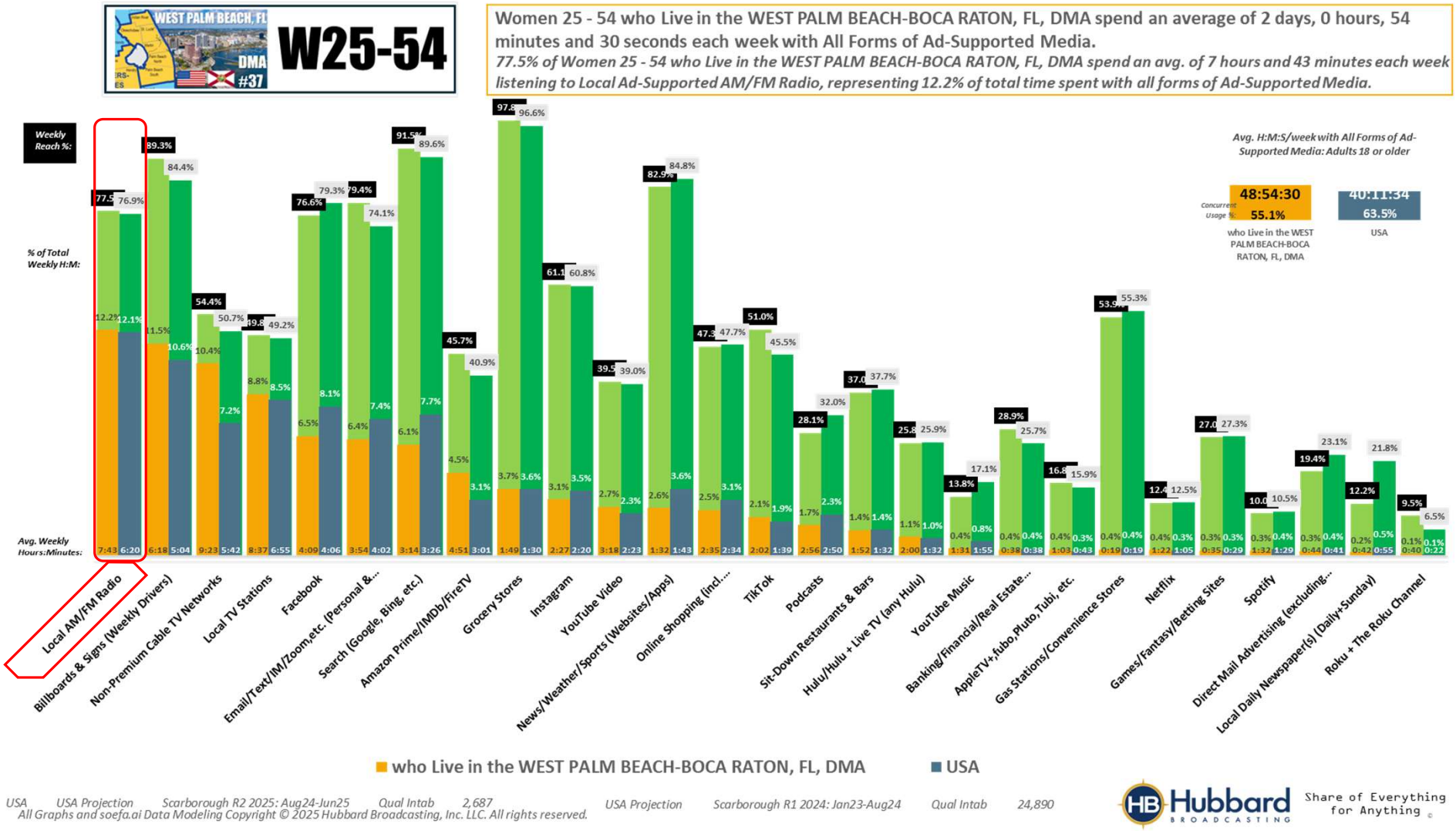

USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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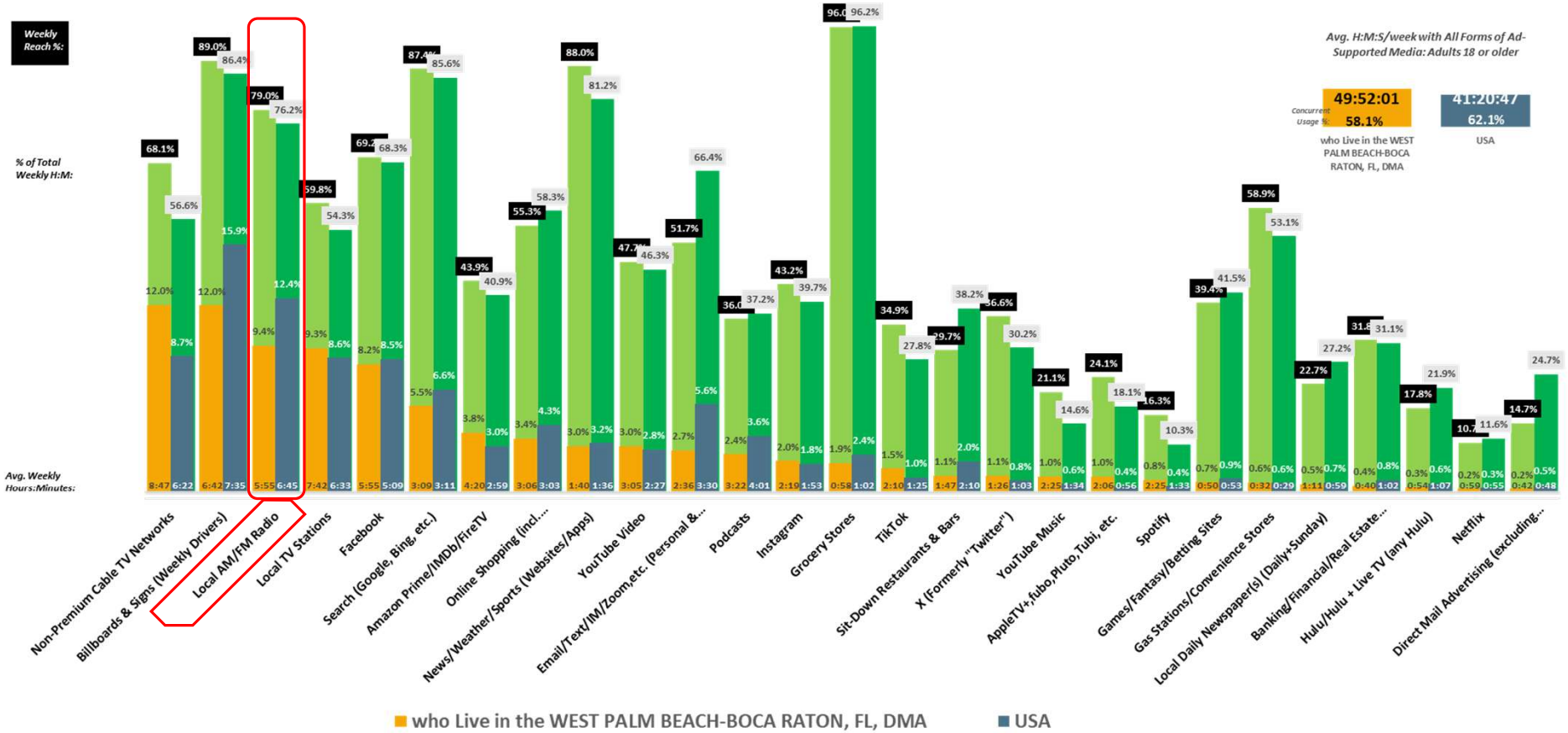
M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 1 hours, 52 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

79.% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 5 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



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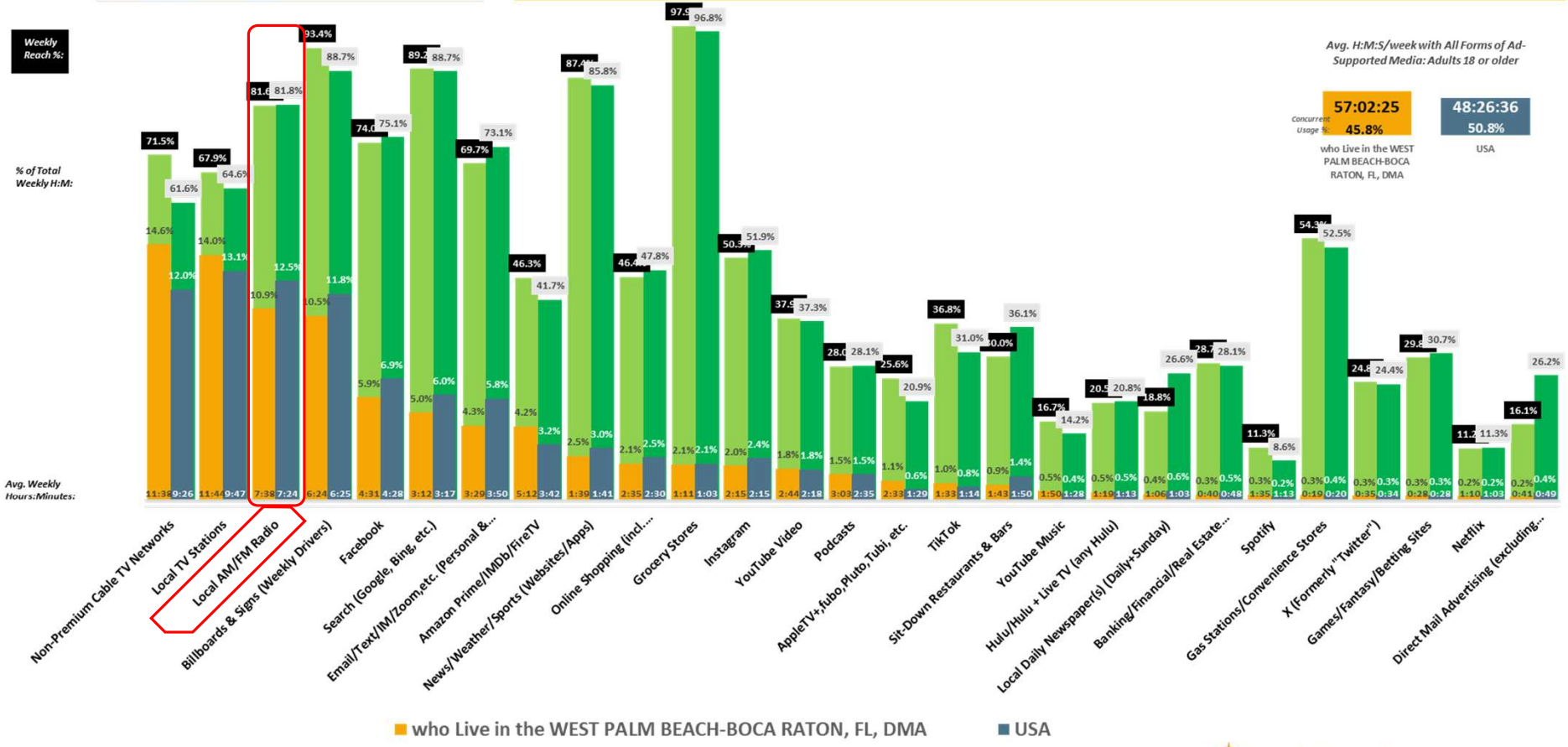
P35-64

Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 9 hours, 2 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 35 - 64 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 10.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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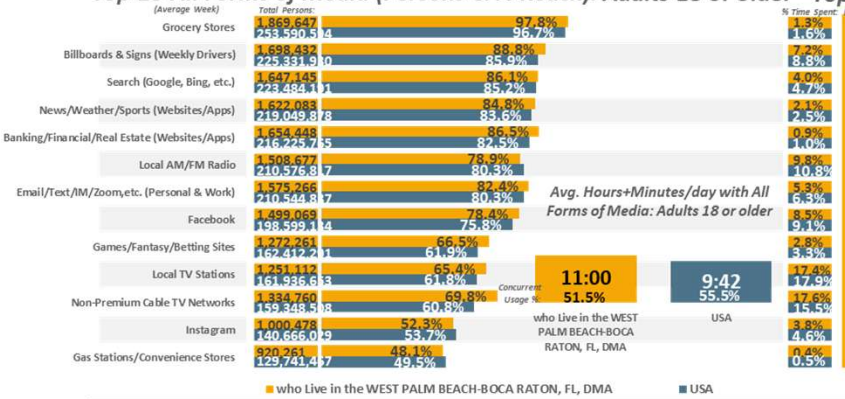
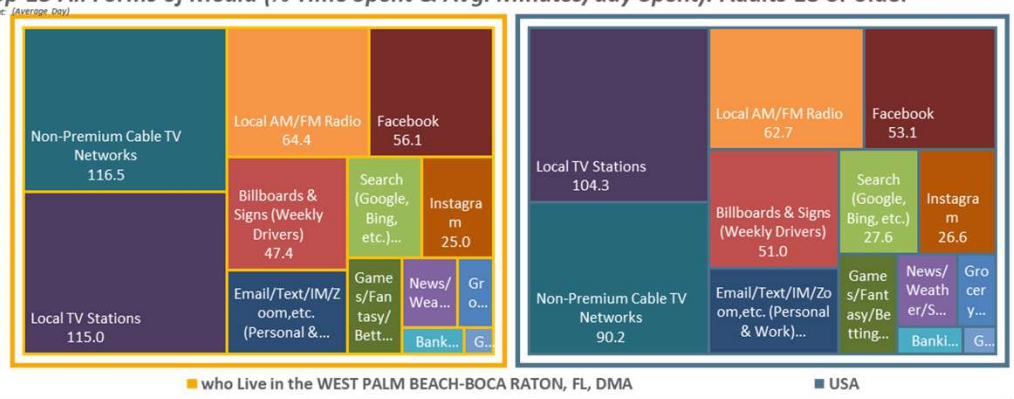
P18+

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

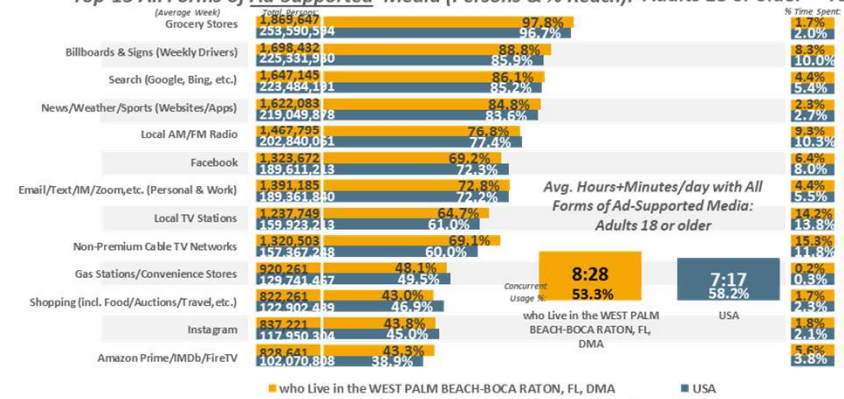
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



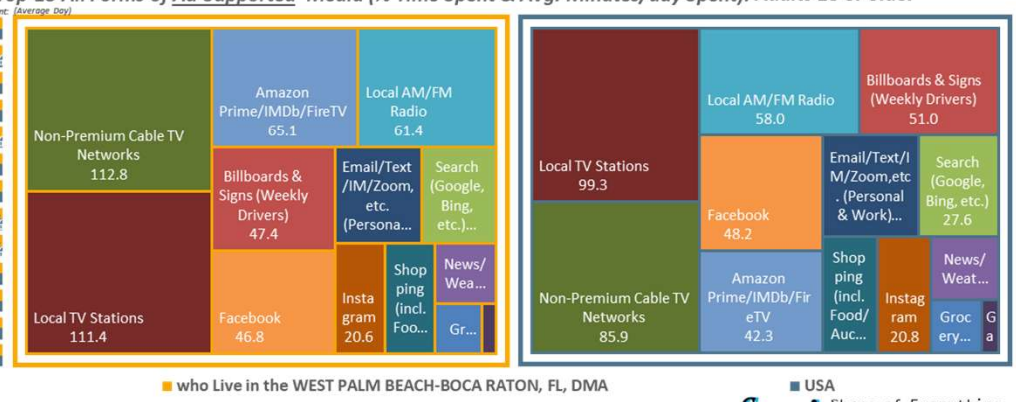
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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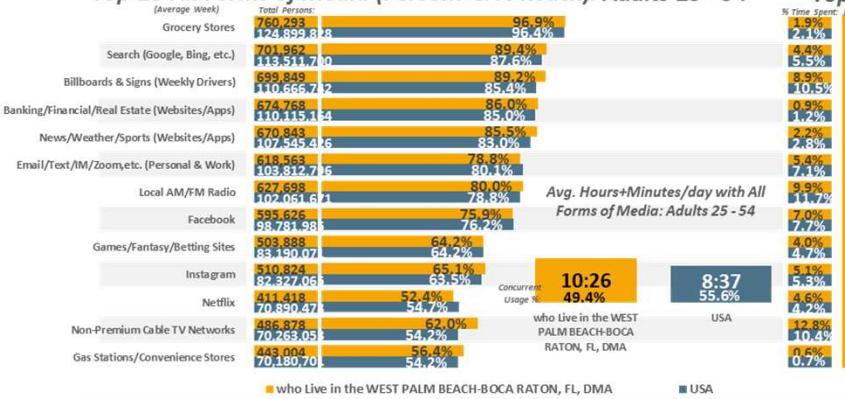
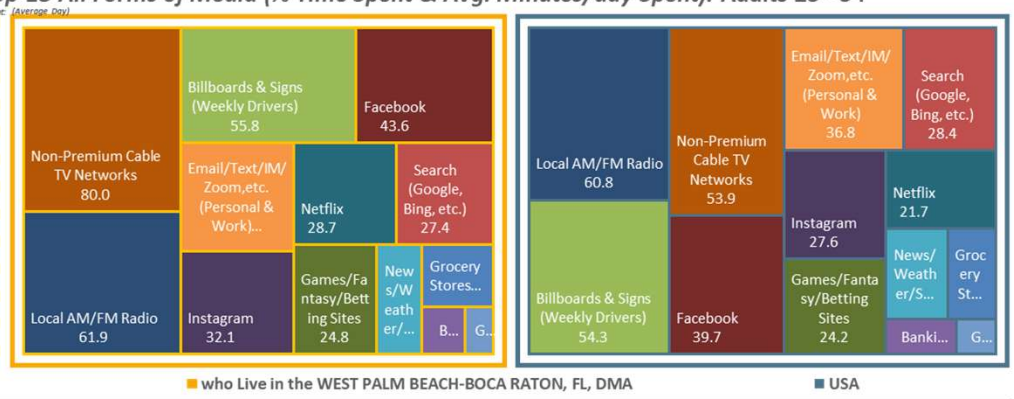
P25-54

Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

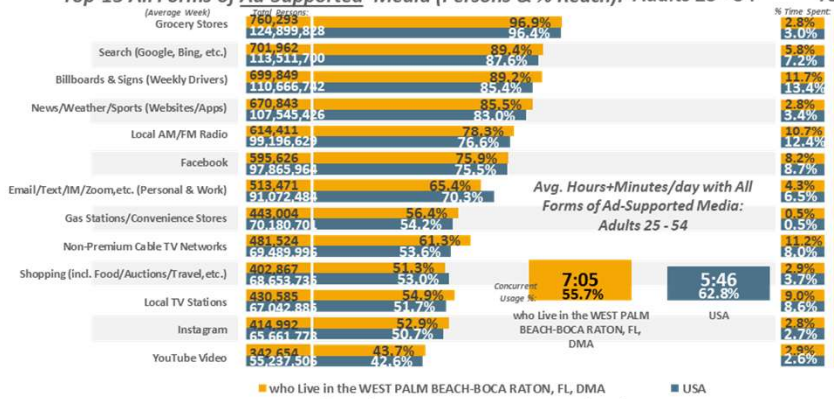
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



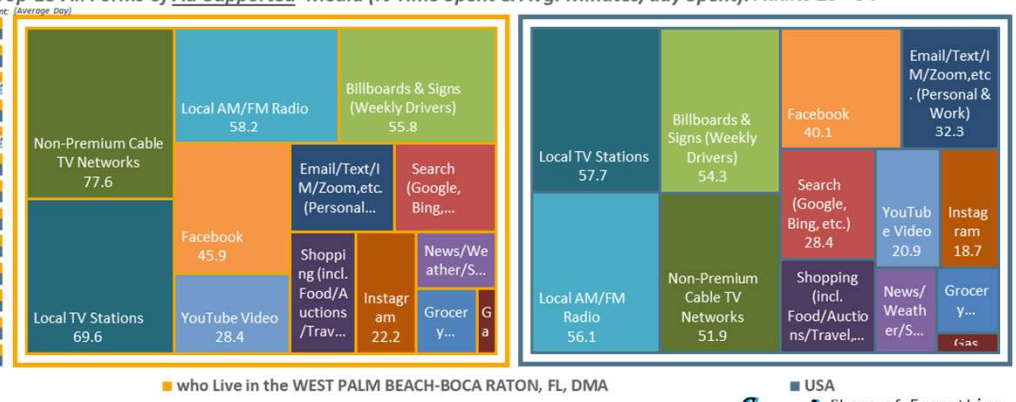
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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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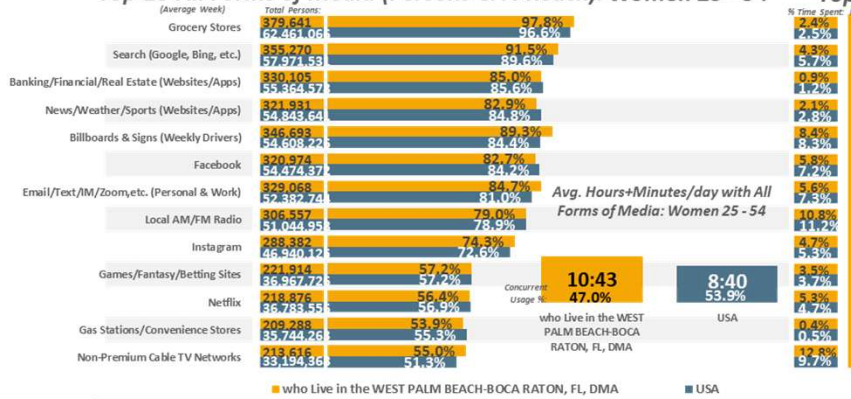
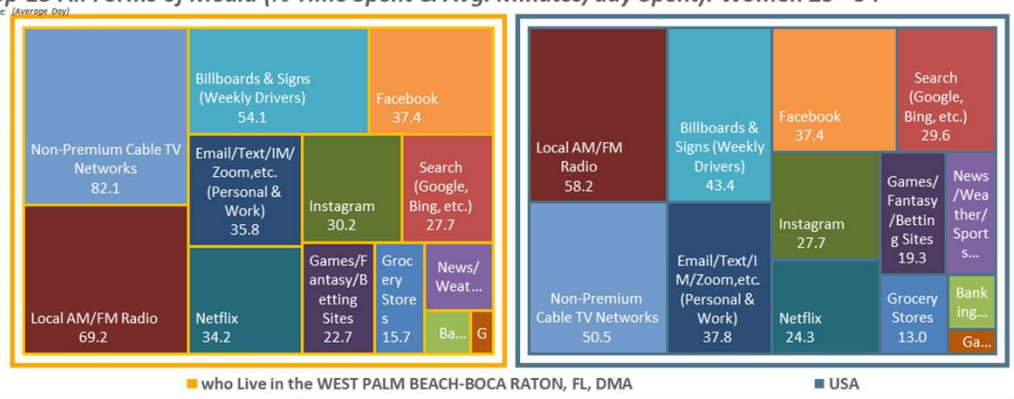
W25-54

Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

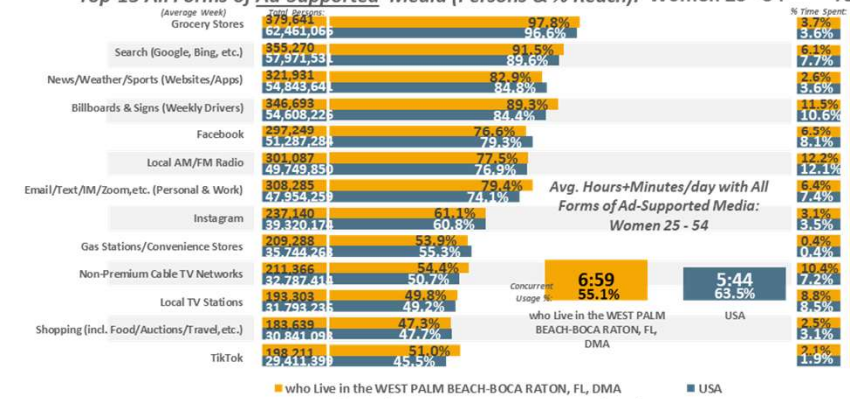
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



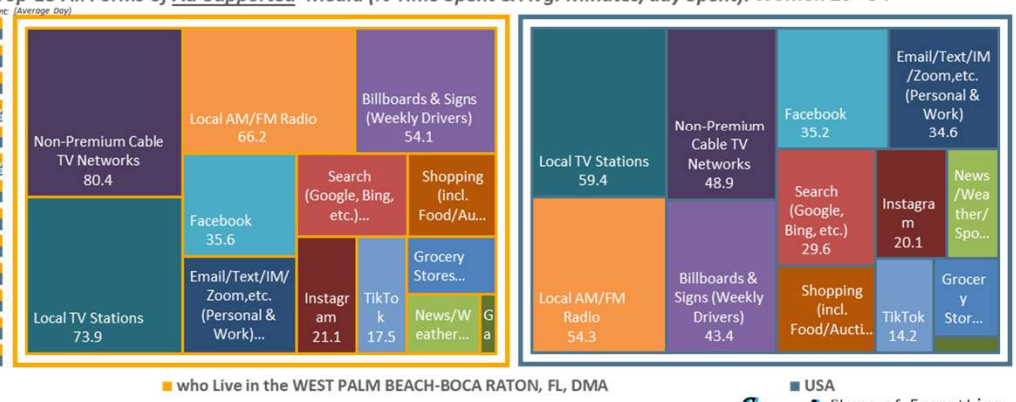
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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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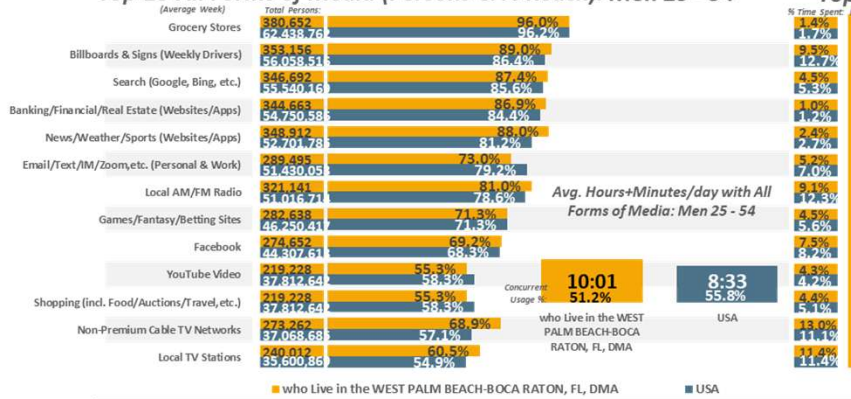
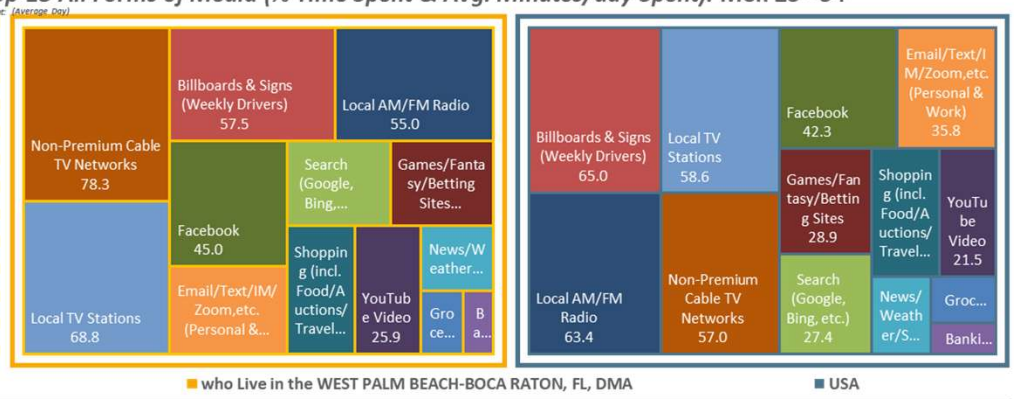
M25-54

Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 50.8 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

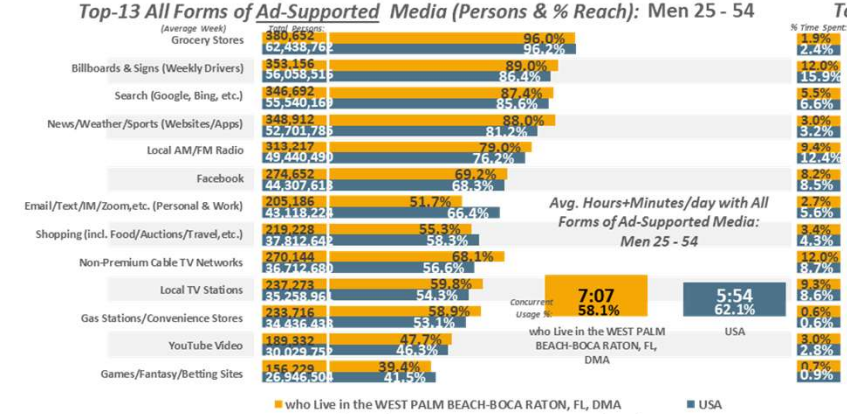
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



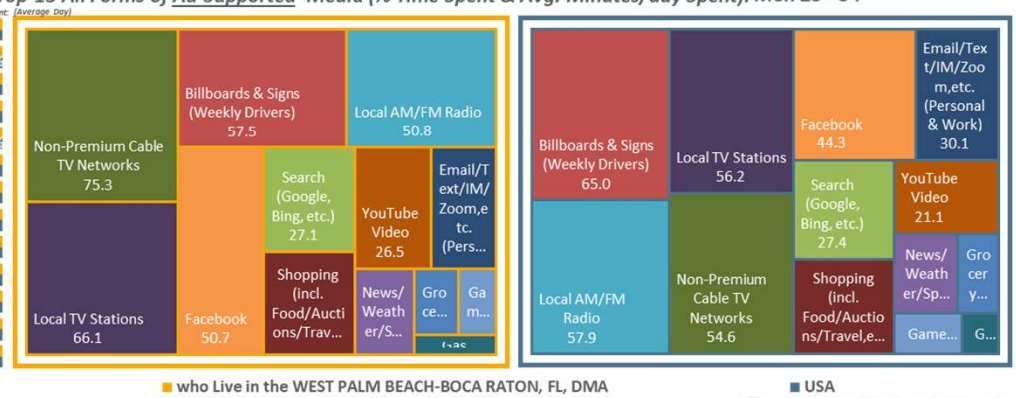
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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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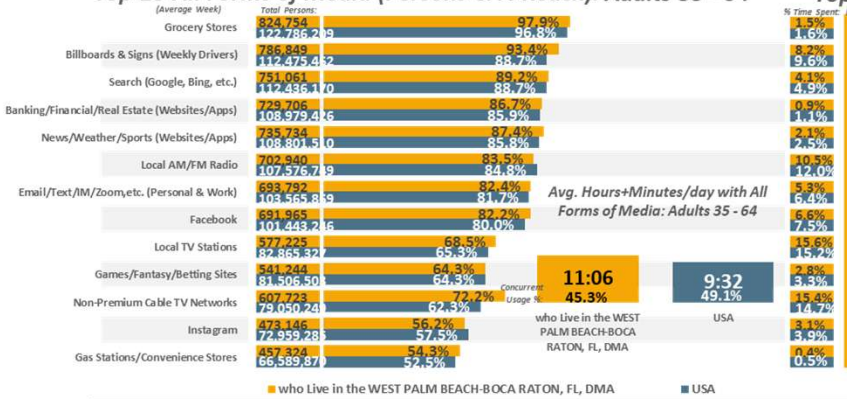
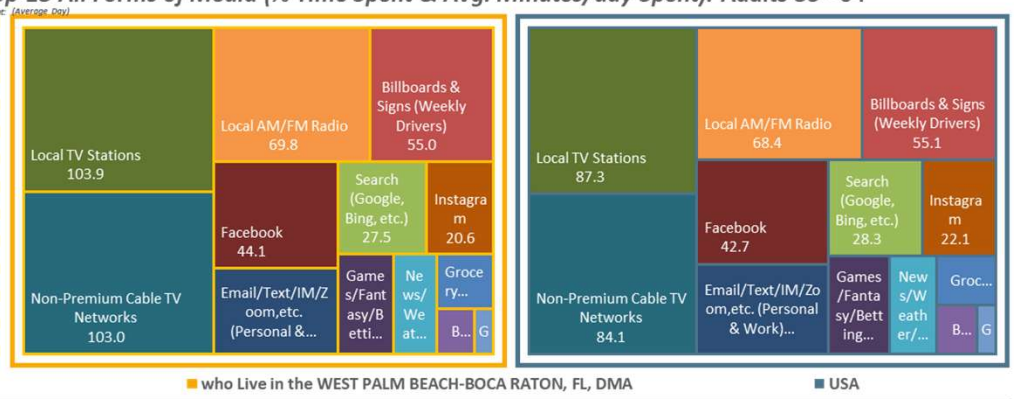
P35-64

Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

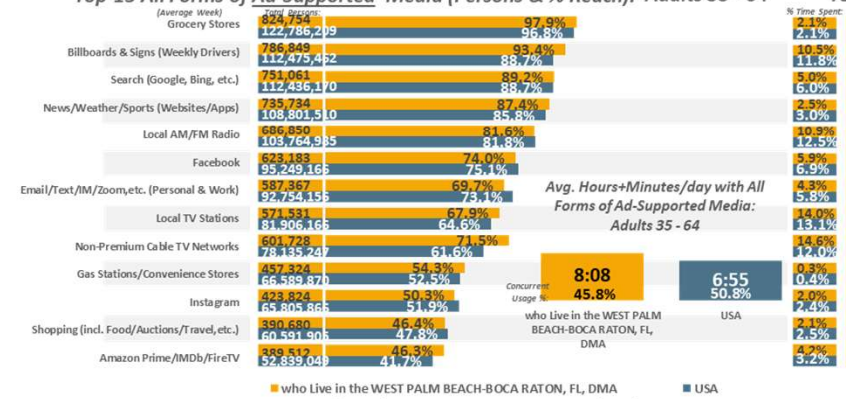
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



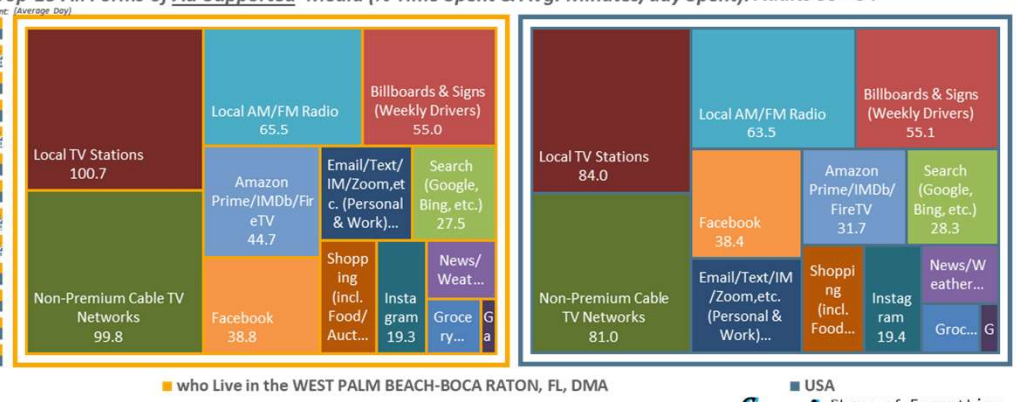
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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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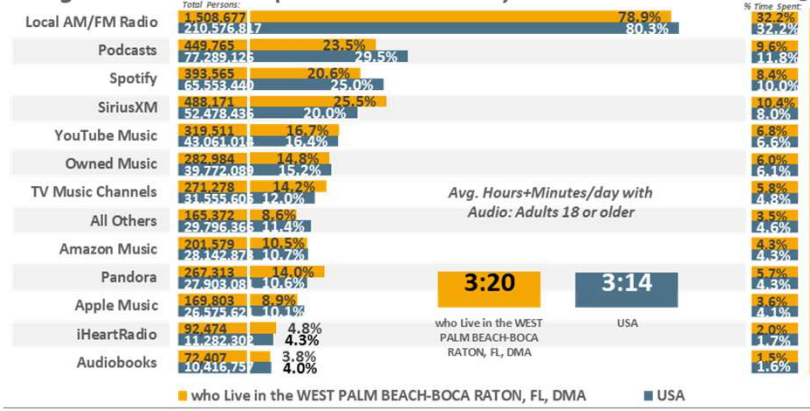
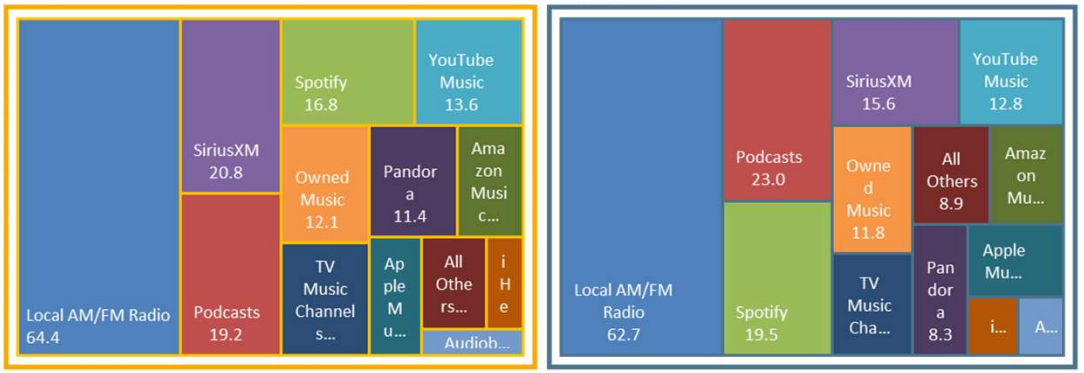
P18+

1,467,795 or 76.8% 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 61.4 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

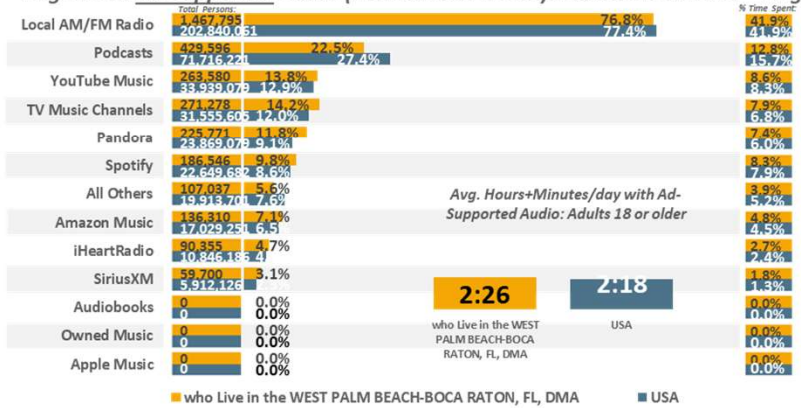
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



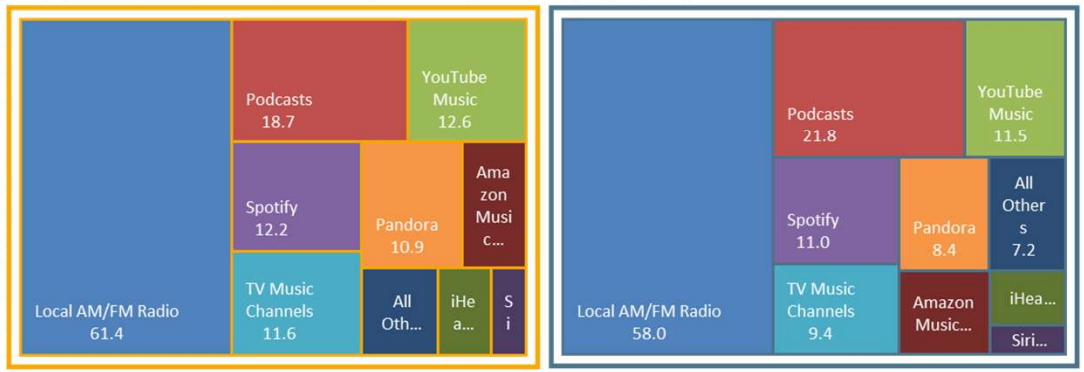
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

Scarborough R1 2025: Feb24-Mar25 USA Projection

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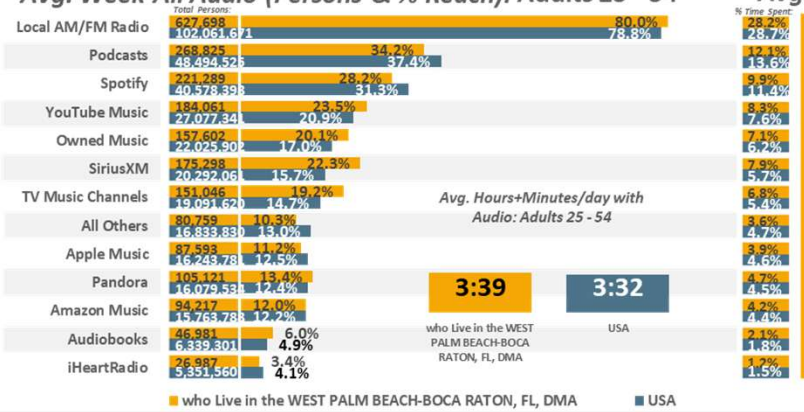
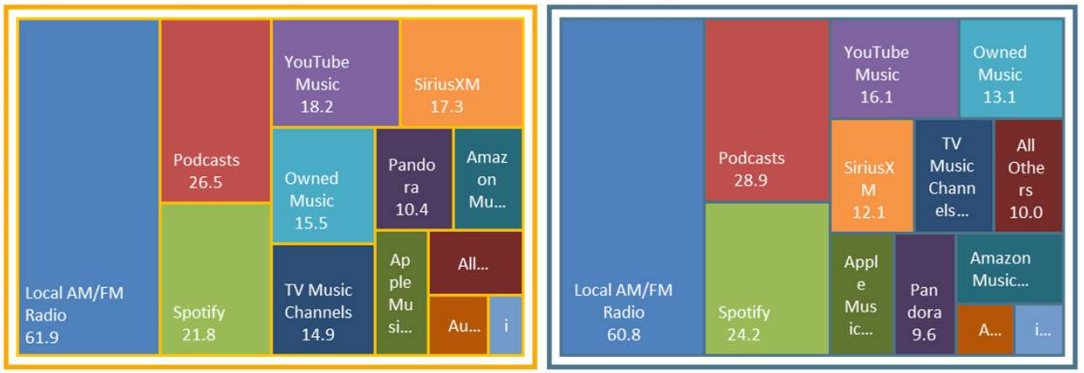
P25-54

614,411 or 78.3% 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 58.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

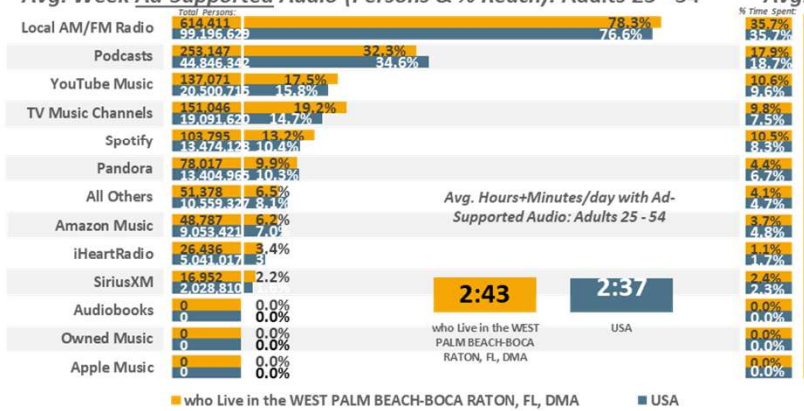
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



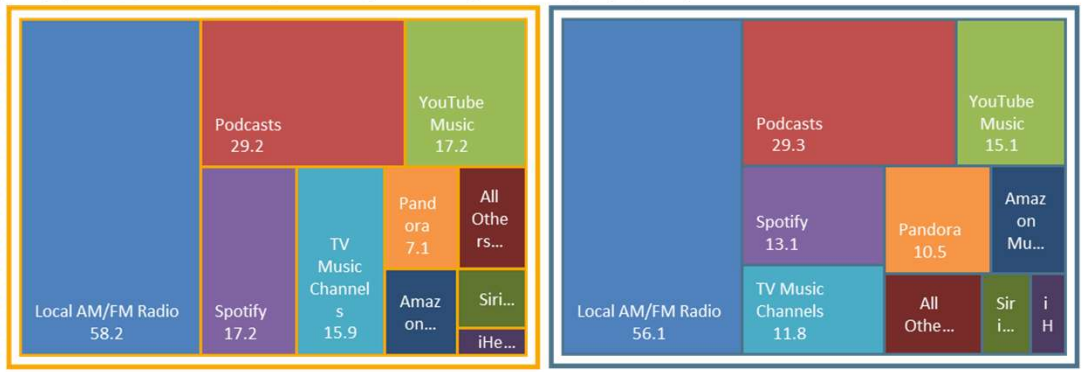
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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 2025: Aug24-Jun25* *Qual Intab* *2,687*

Scarborough R1 2025: Feb24-Mar25 *USA Projection*

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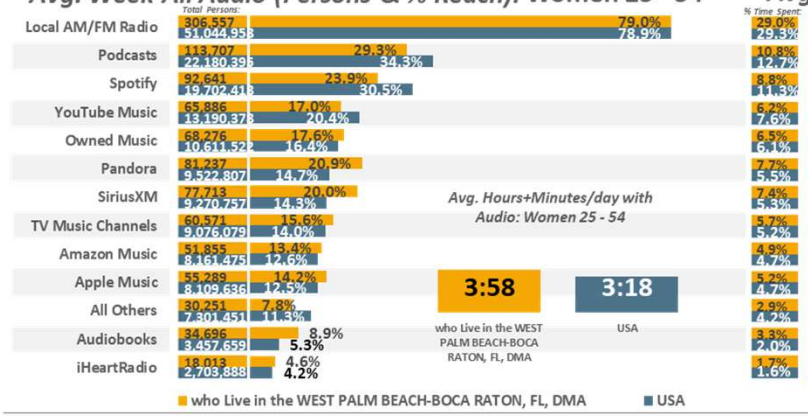
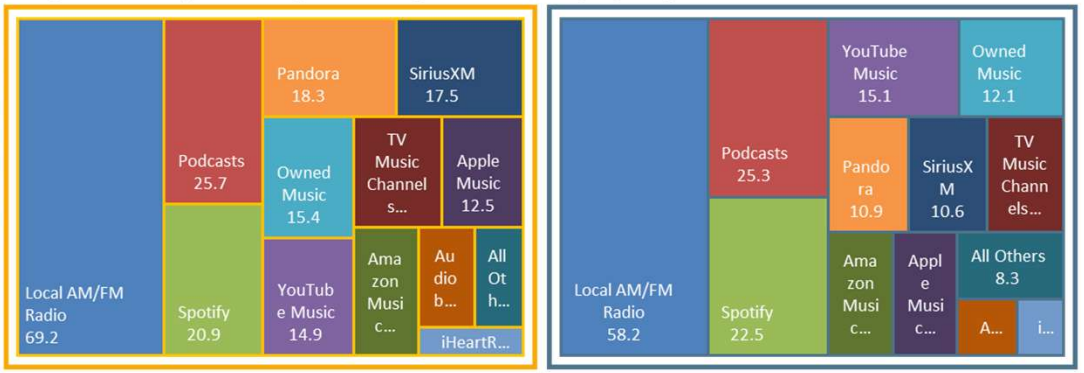
W25-54

301,087 or 77.5% 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 66.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

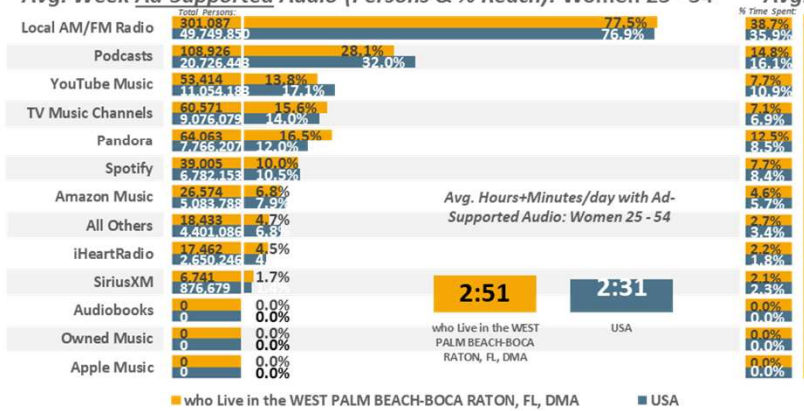
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



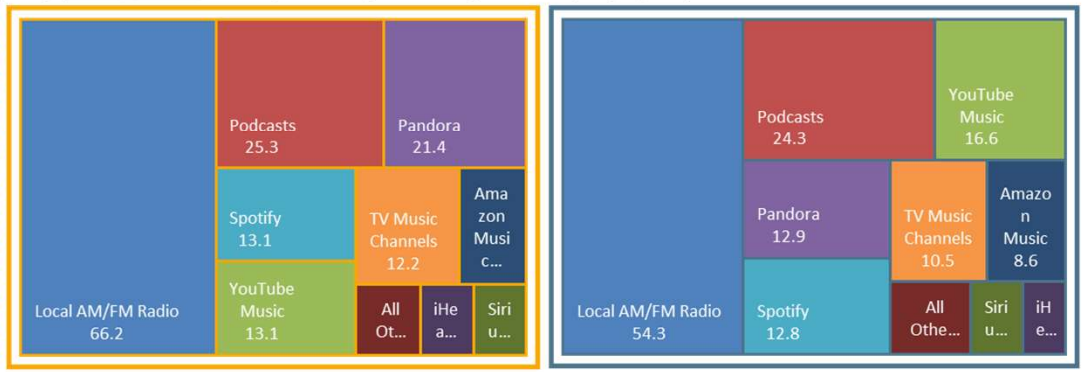
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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 2025: Aug24-Jun25* *Qual Intab* *2,687*

Scarborough R1 2025: Feb24-Mar25 *USA Projection*

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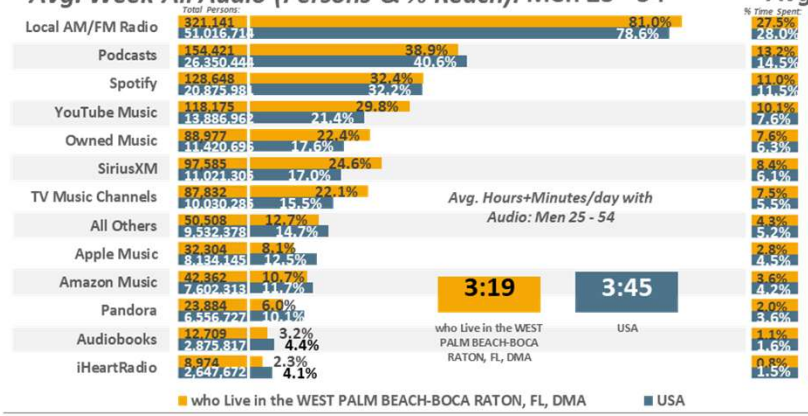
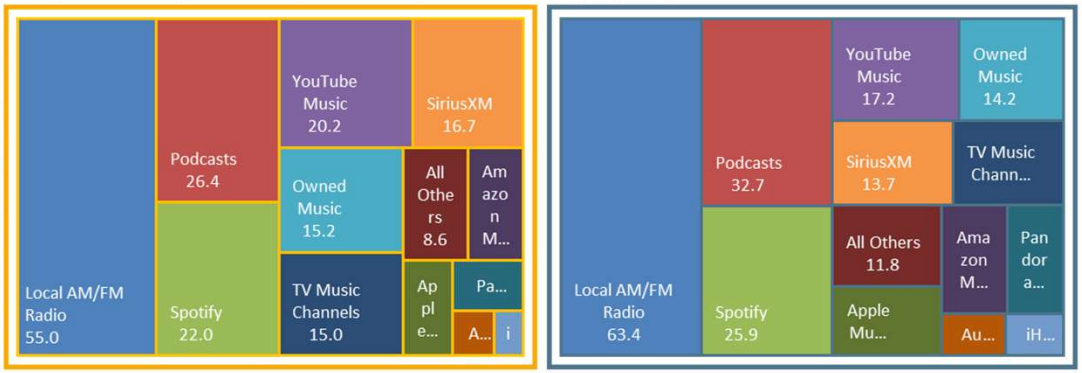
M25-54

313,217 or 79.% 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 50.8 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.

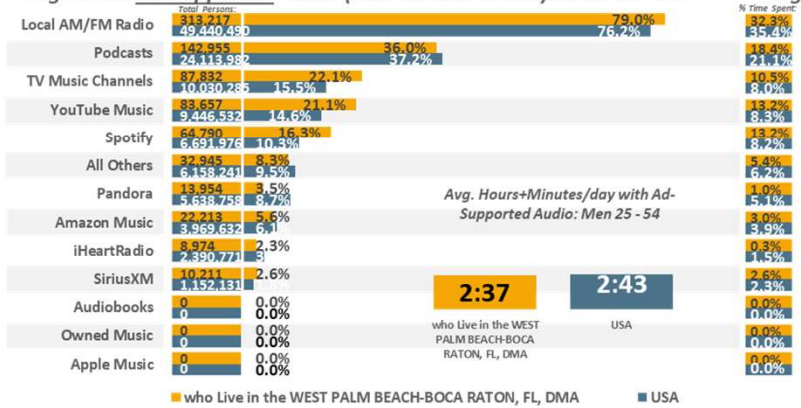
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



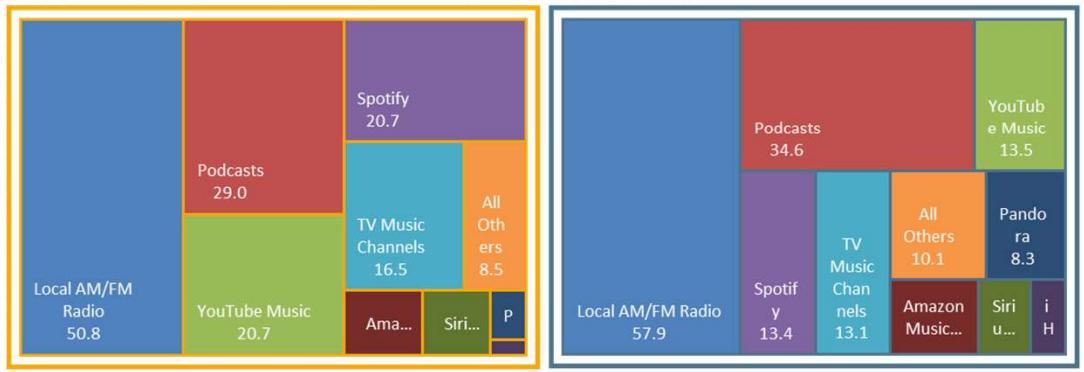
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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Scarborough R1 2025: Feb24-Mar25 USA Projection

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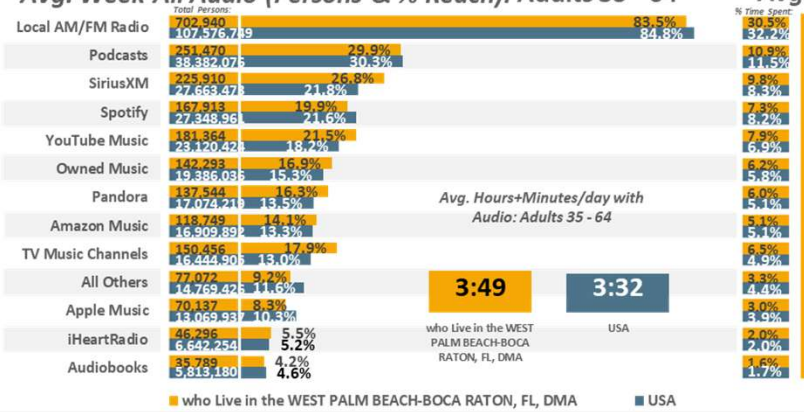
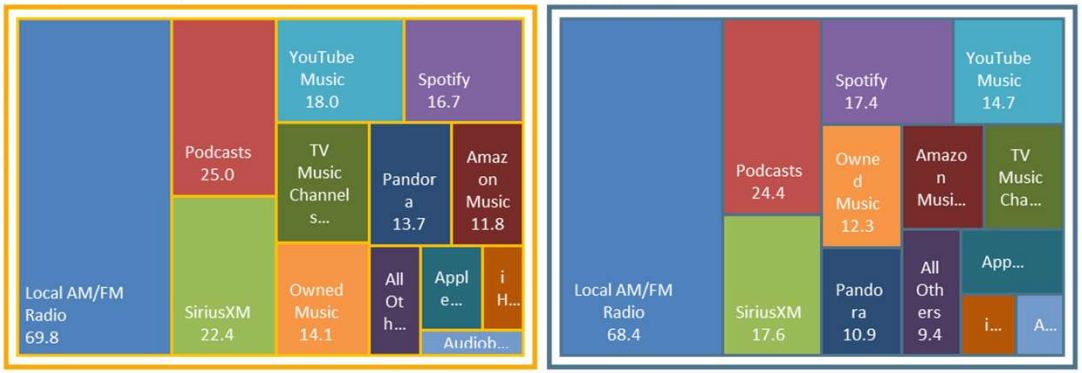
P35-64

686,850 or 81.6% 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 65.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

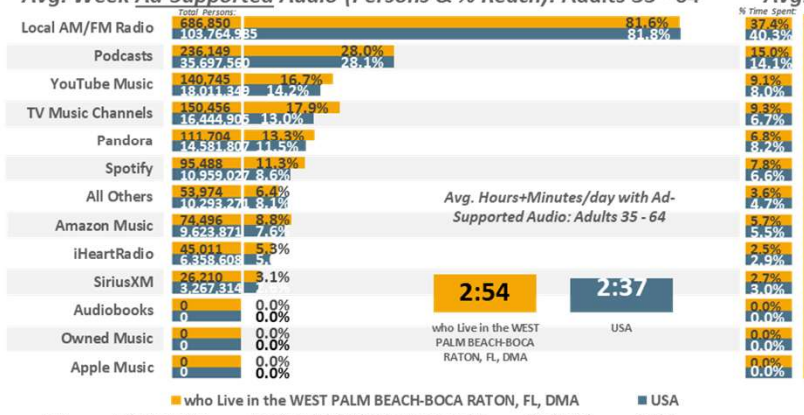
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



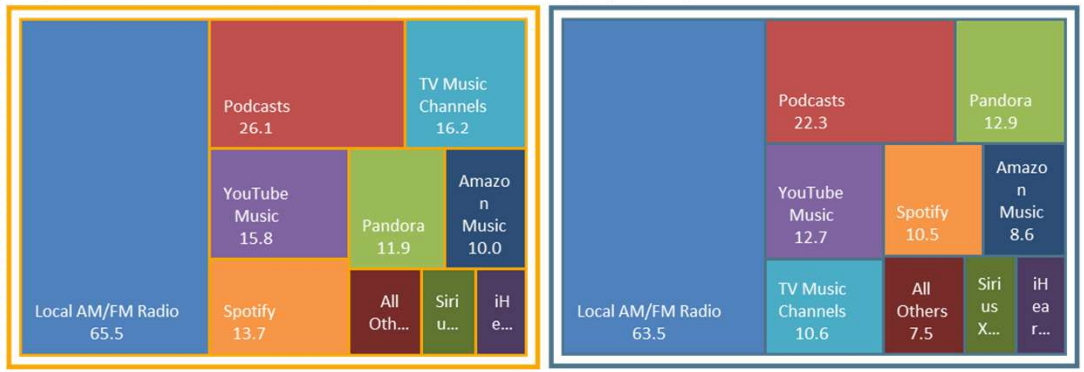
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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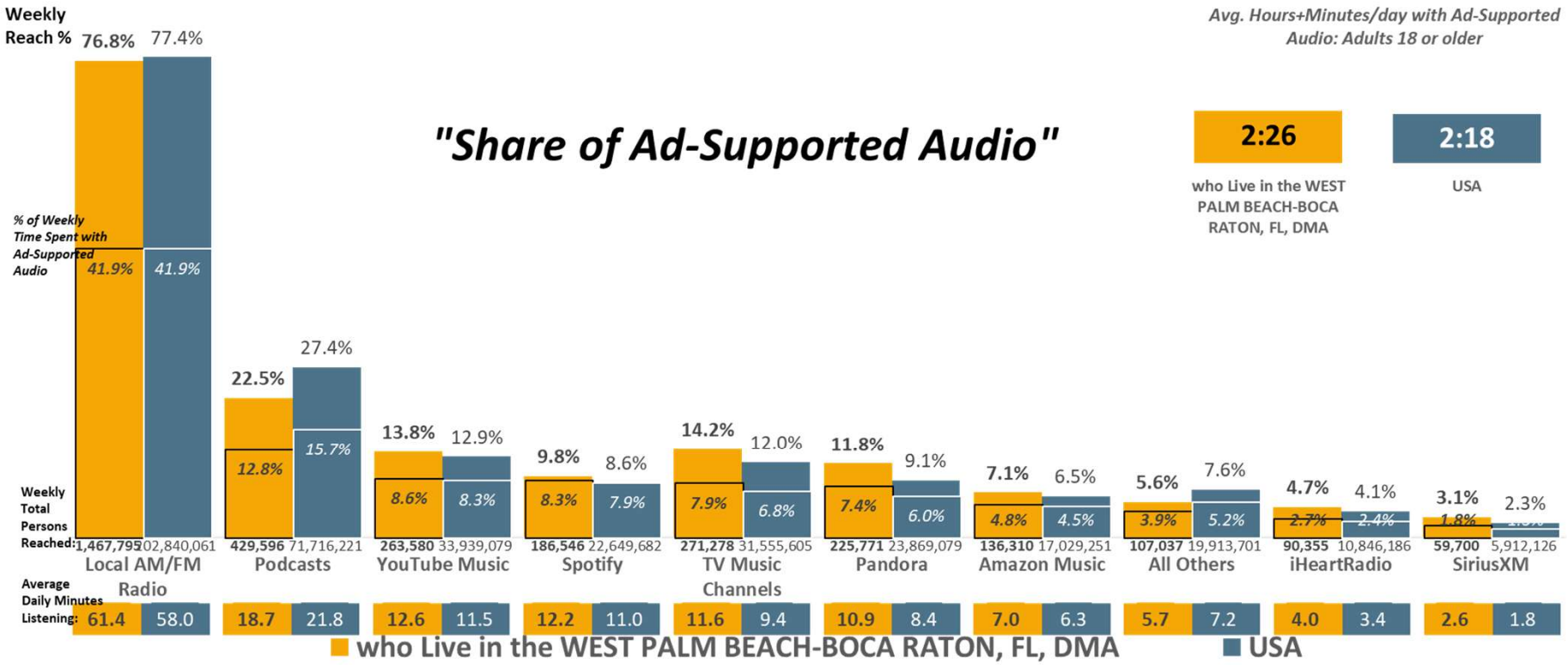
P18+

1,467,795 or 76.8% 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 61.4 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



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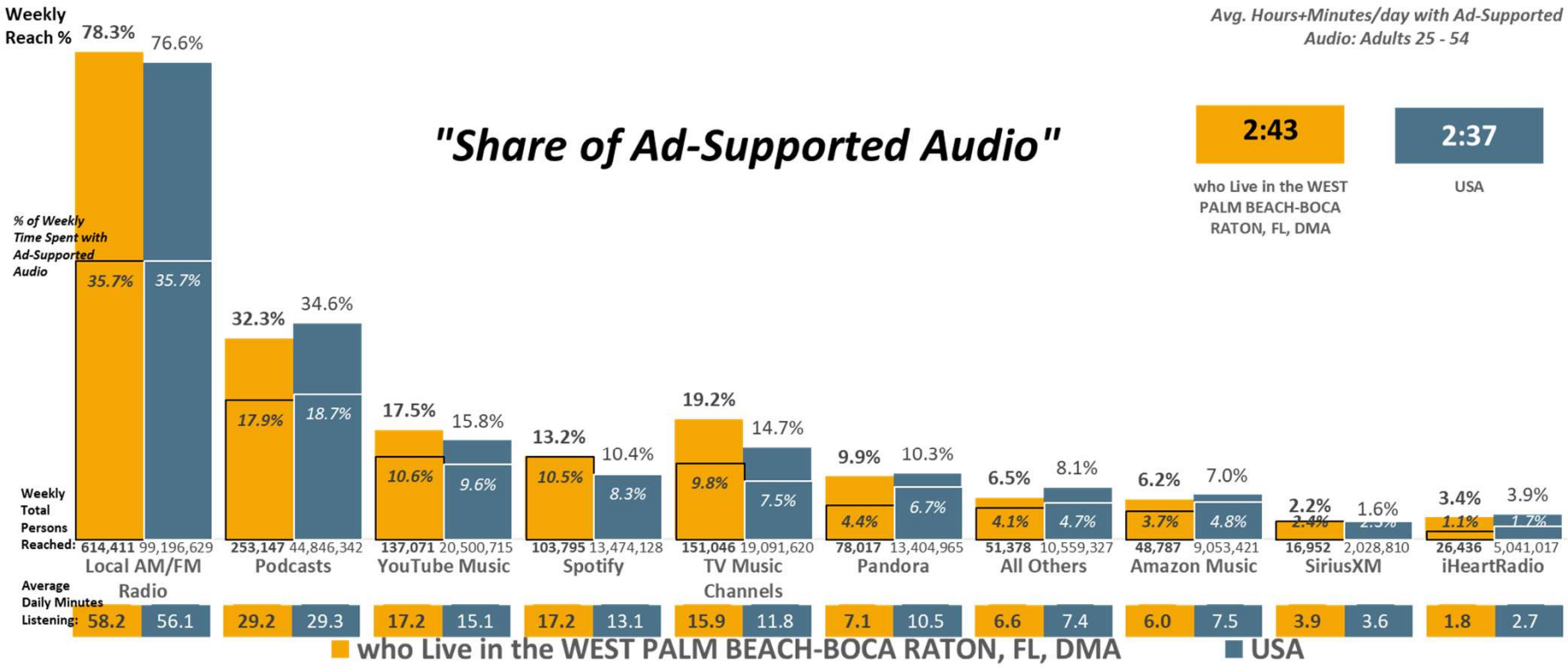
P25-54

614,411 or 78.3% 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 58.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



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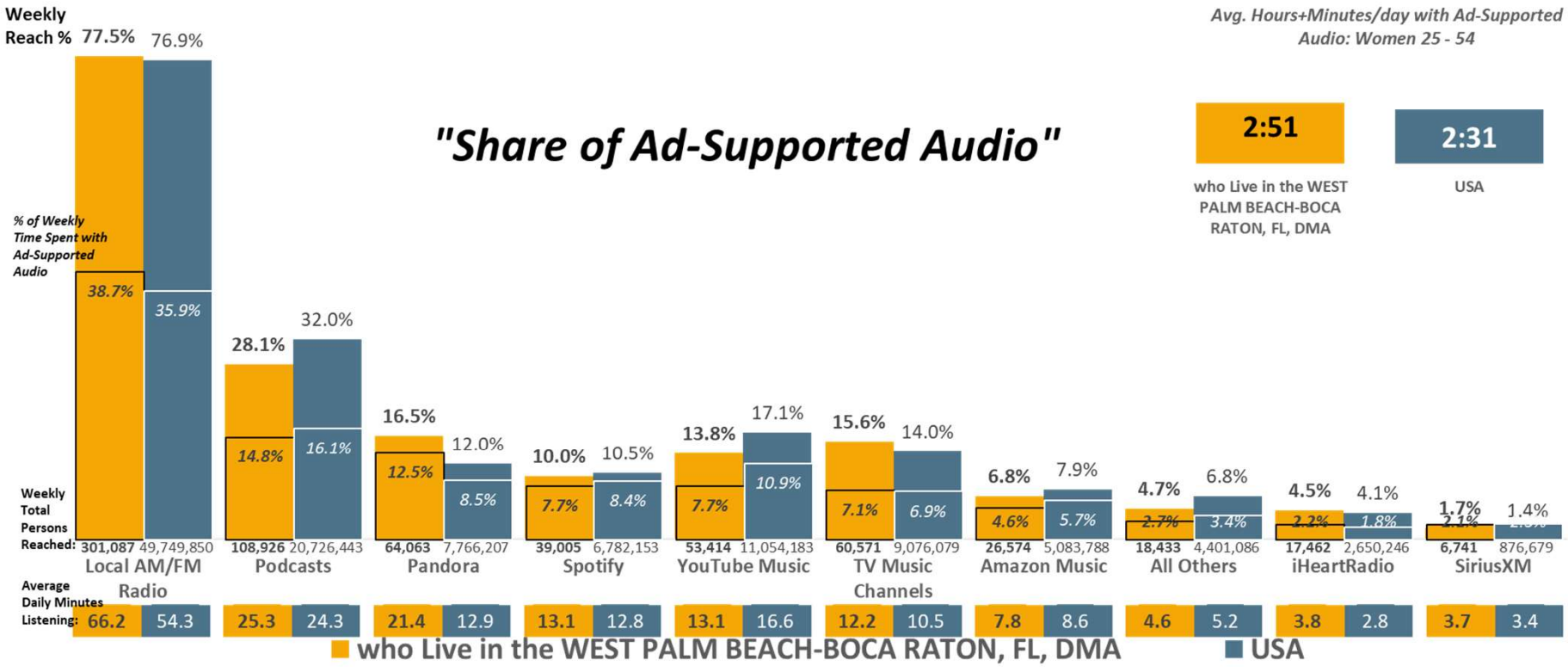
W25-54

301,087 or 77.5% 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 66.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



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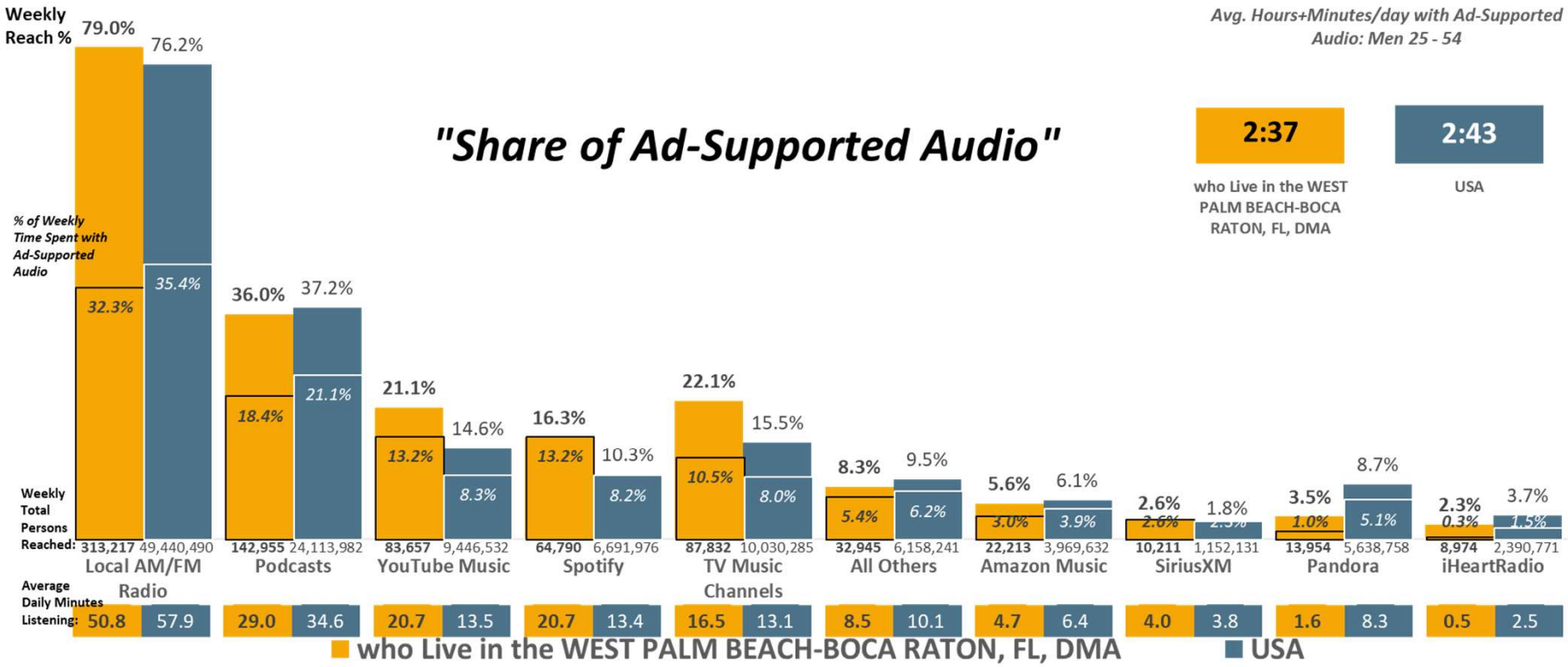
M25-54

313,217 or 79.% 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 50.8 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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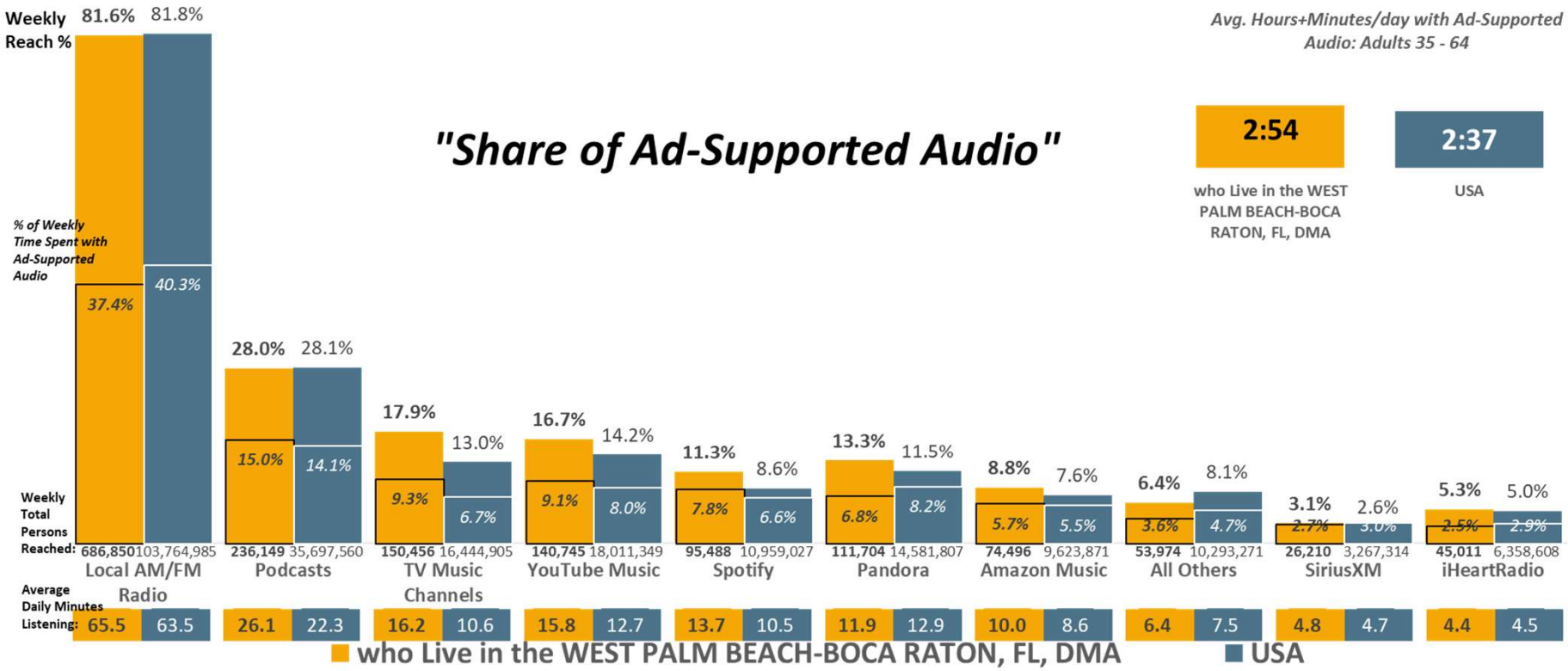
P35-64

686,850 or 81.6% 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 65.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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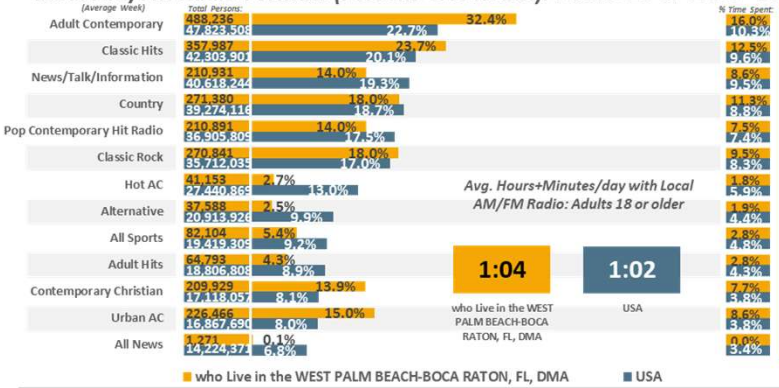
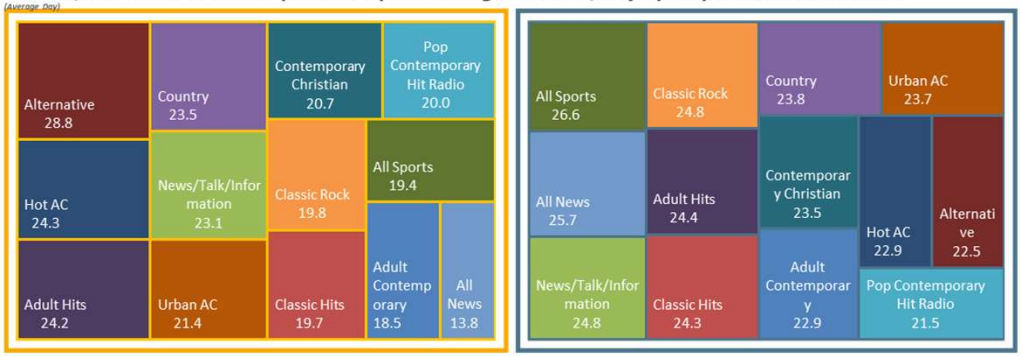
P18+

1,467,795 or 76.8% 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.

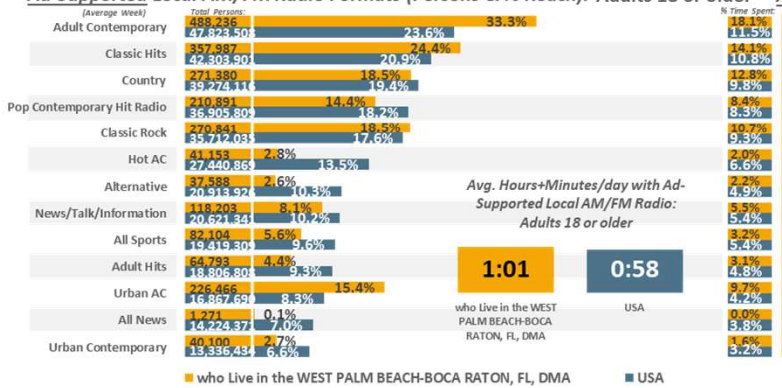
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



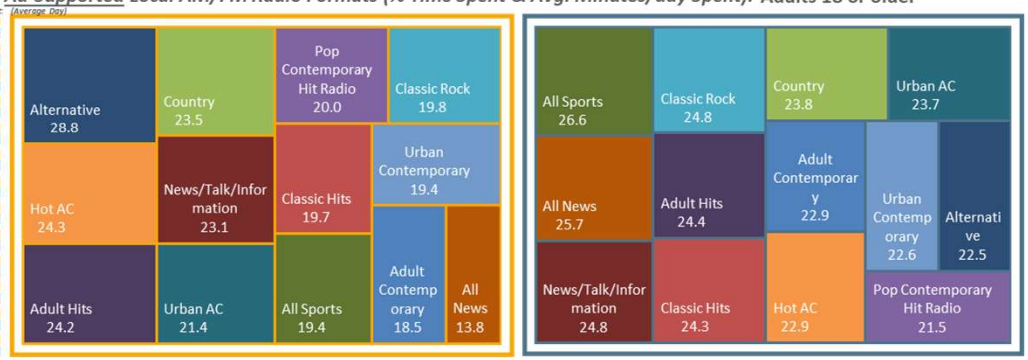
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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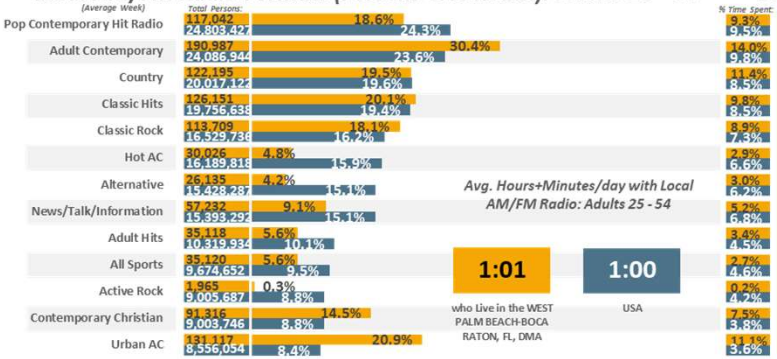
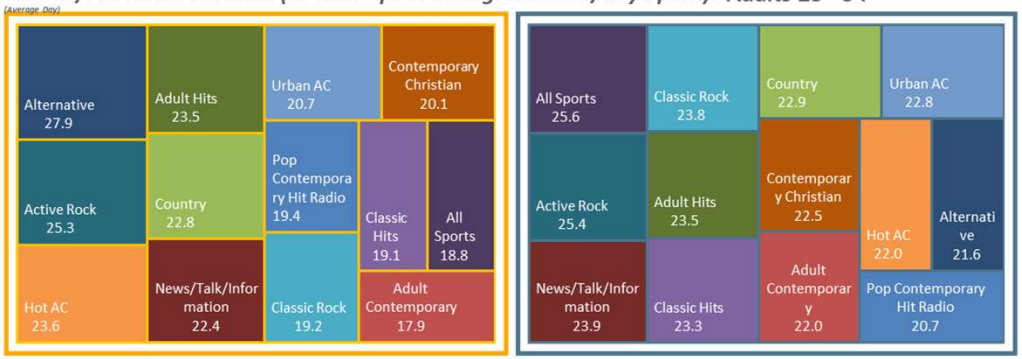
P25-54

614,411 or 78.3% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and Pop Contemporary Hit Radio.

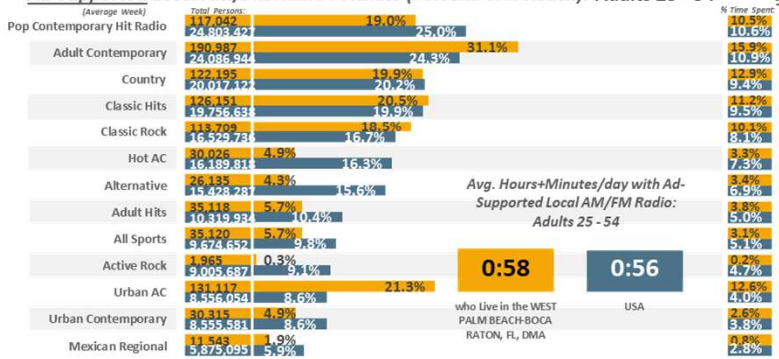
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



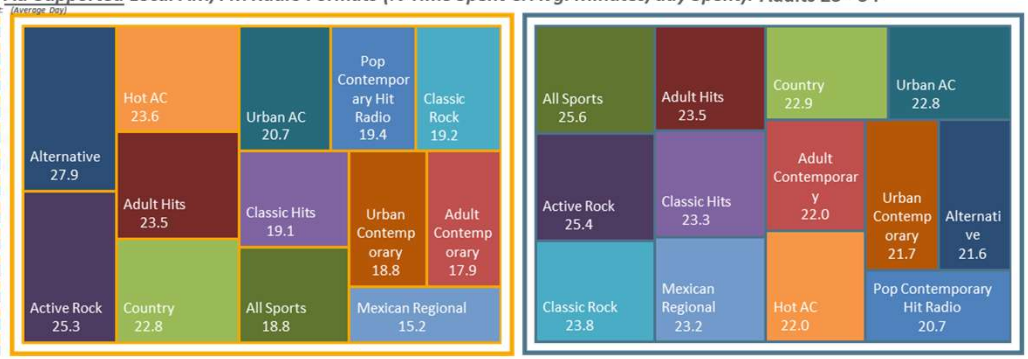
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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W25-54

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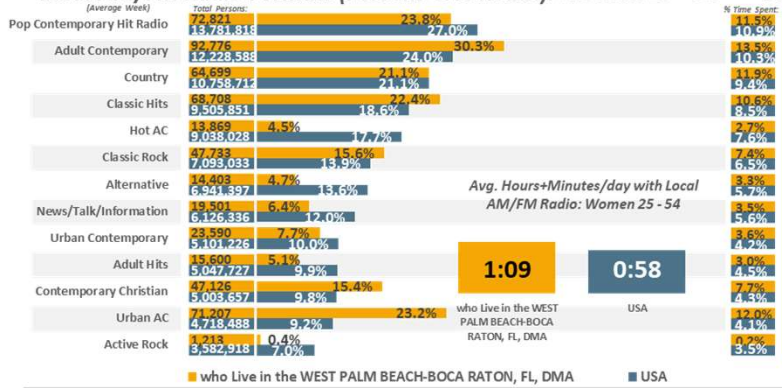
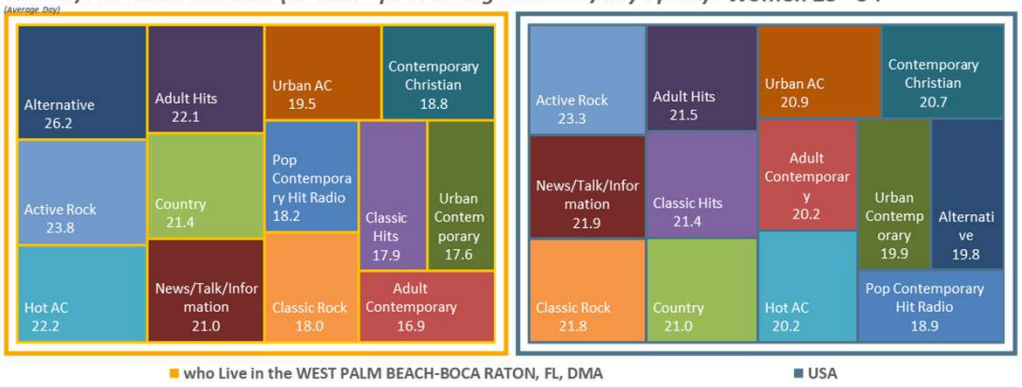
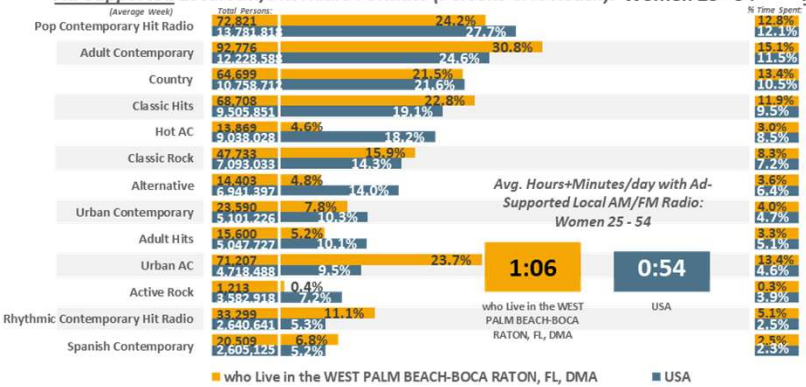
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



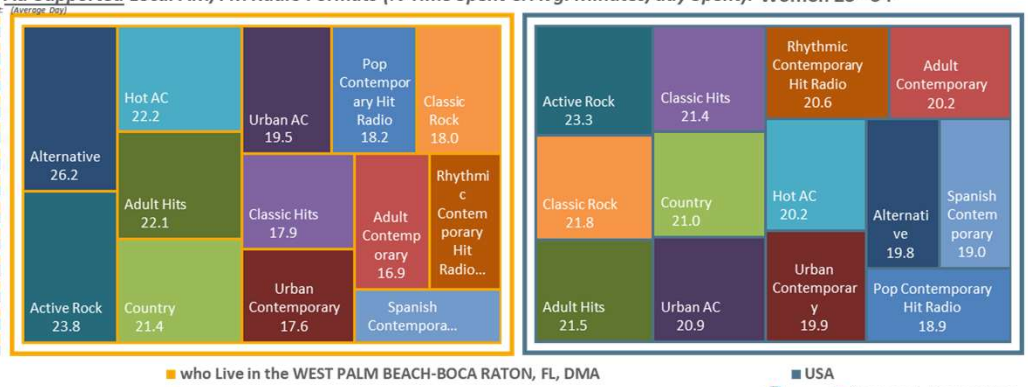
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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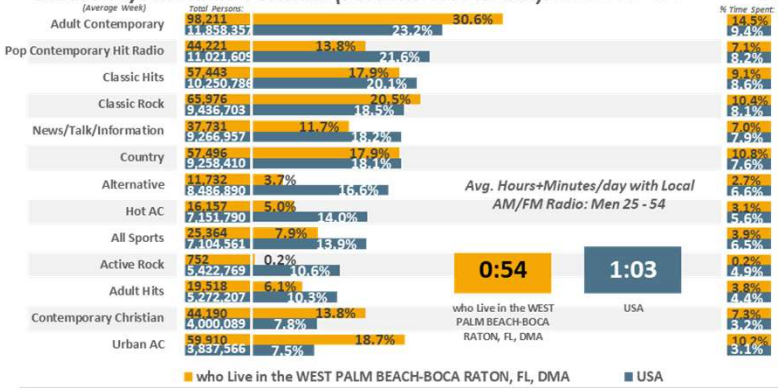
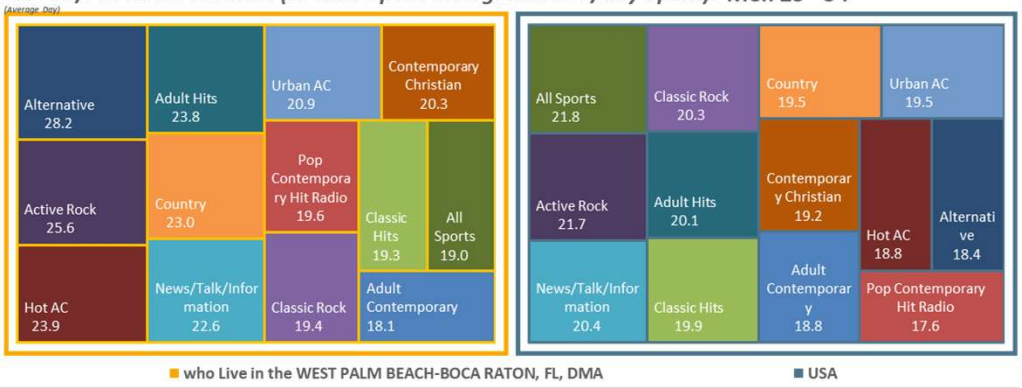
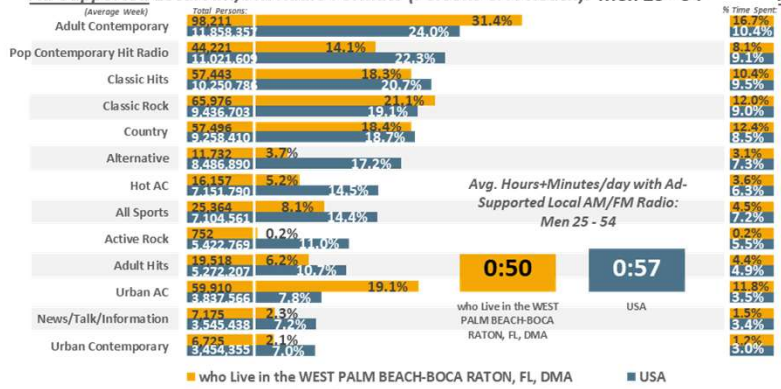
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



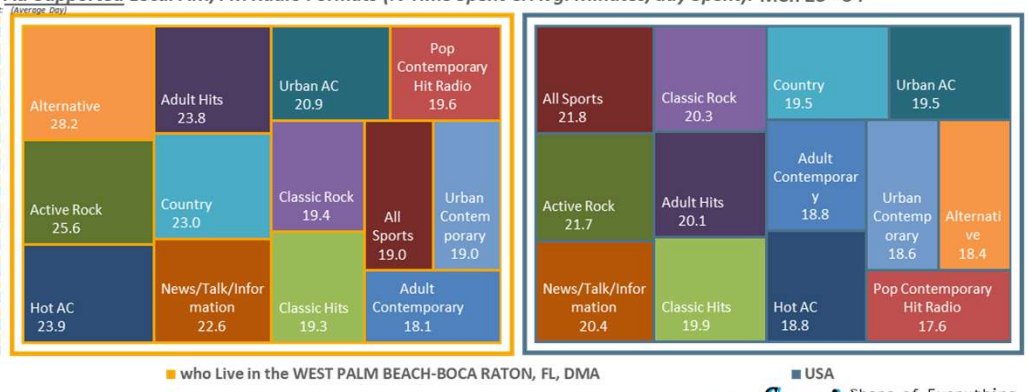
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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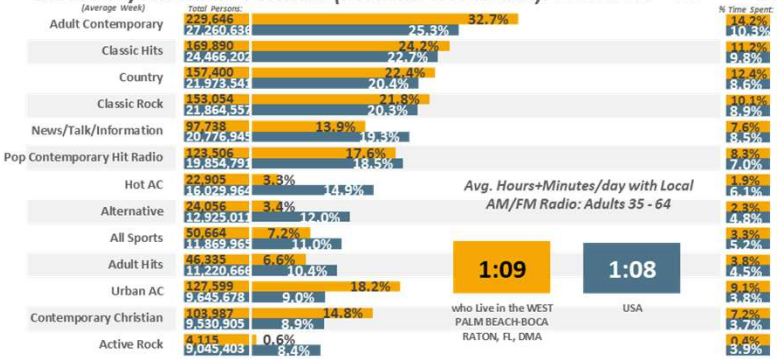
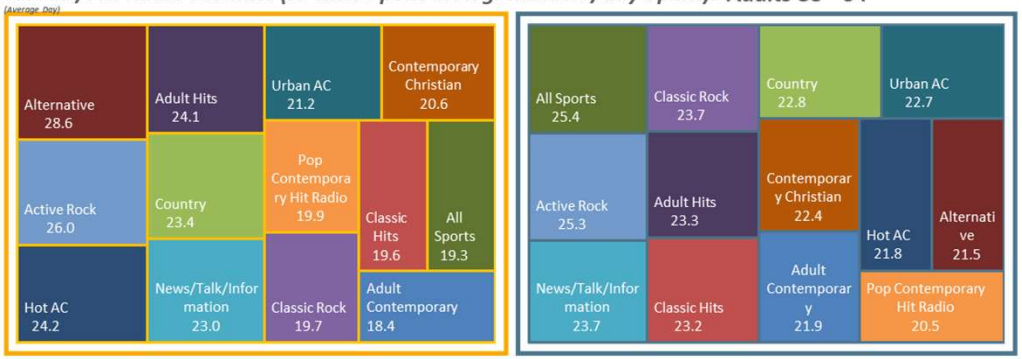
P35-64

686,850 or 81.6% 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, Country, Classic Rock, and Urban AC.

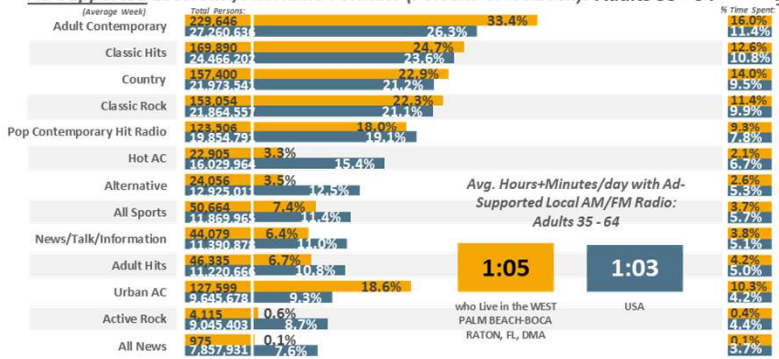
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



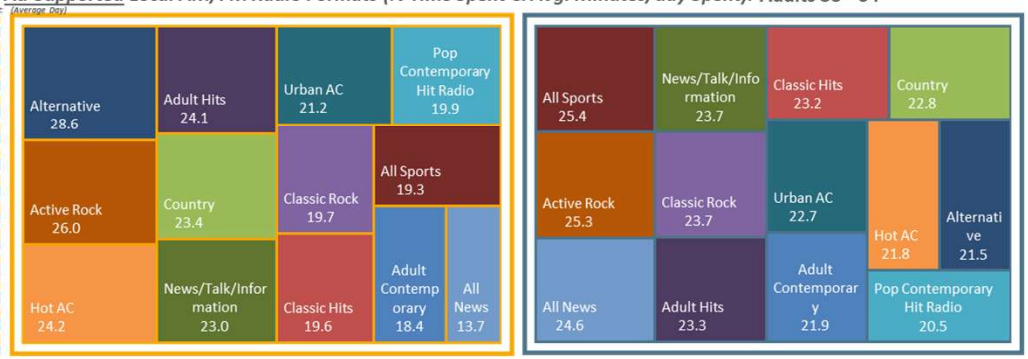
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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 2025: Aug24-Jun25* *Qual Intab* *2,687*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*

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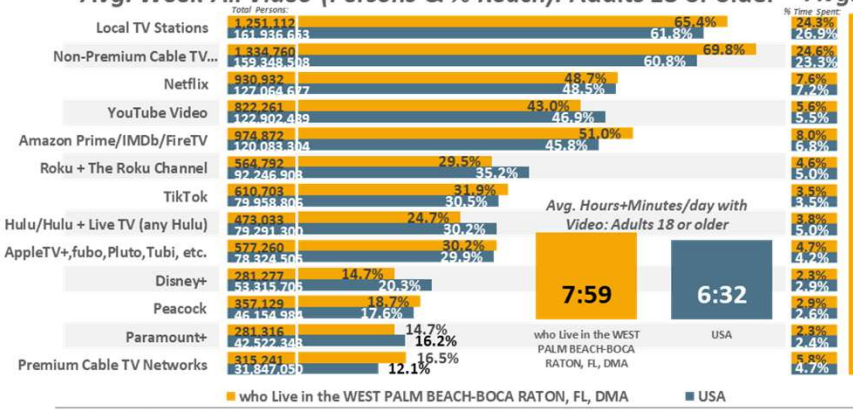
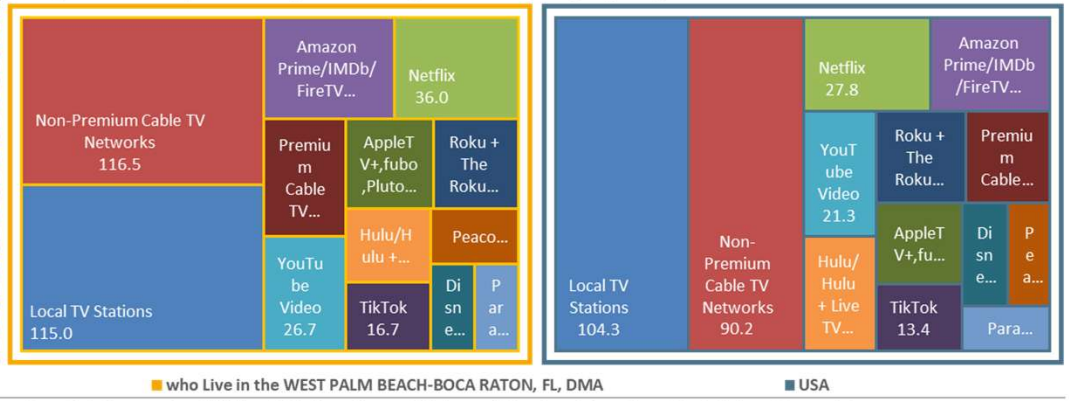
P18+

1,237,749 or 64.7% 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 111.4 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

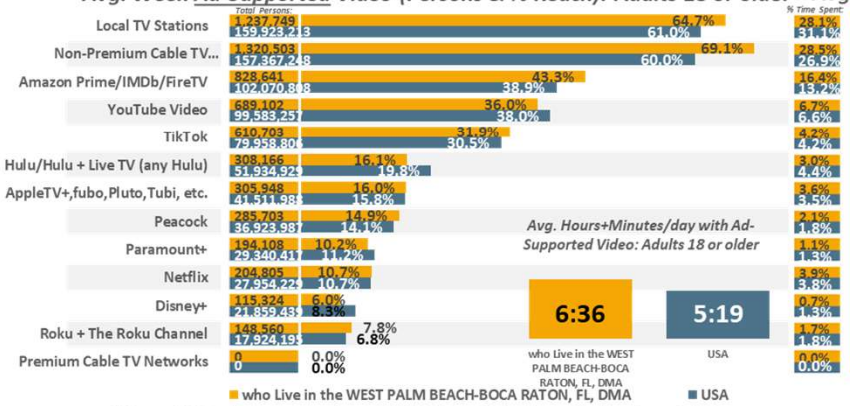
Avg. Week All Video (Persons & % Reach): Adults 18 or older



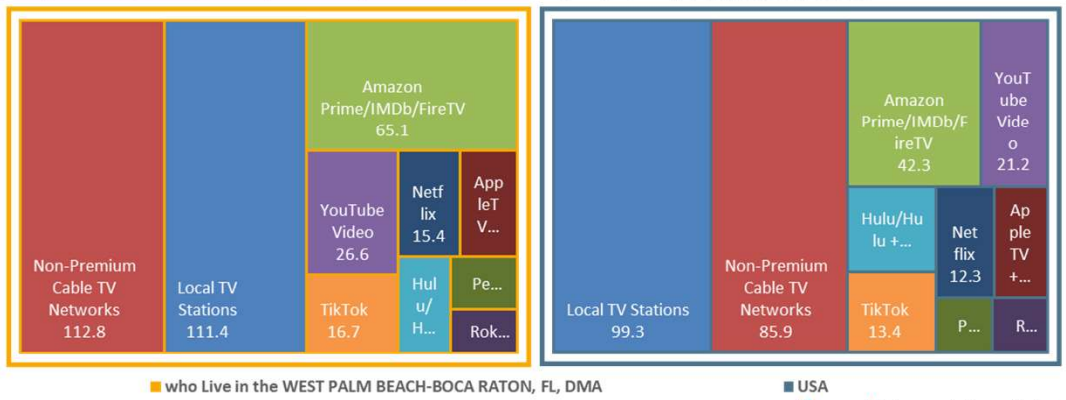
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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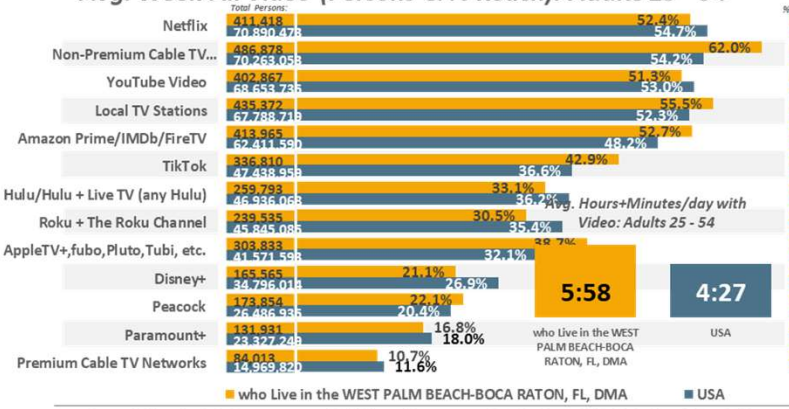
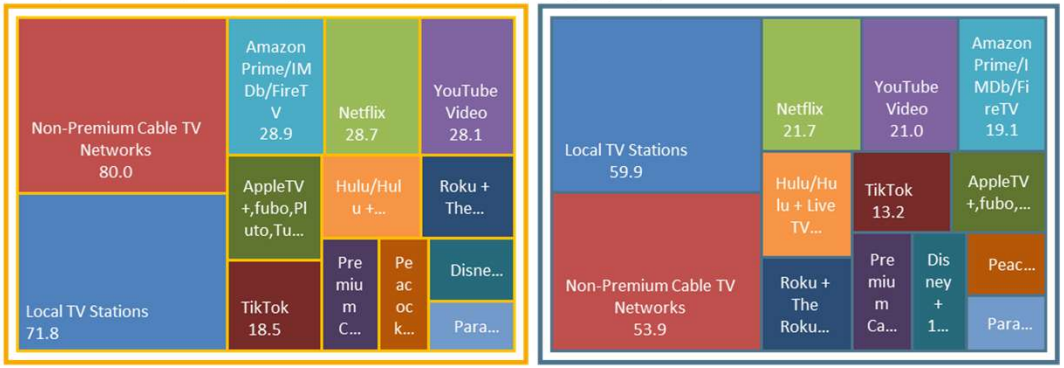
P25-54

430,585 or 54.9% 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 69.6 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

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

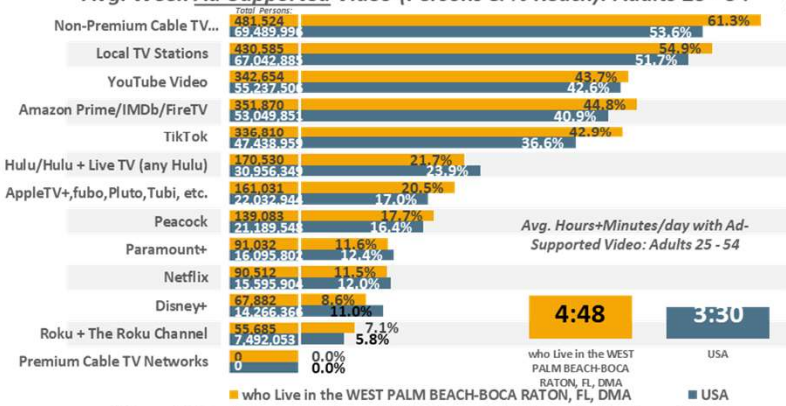


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

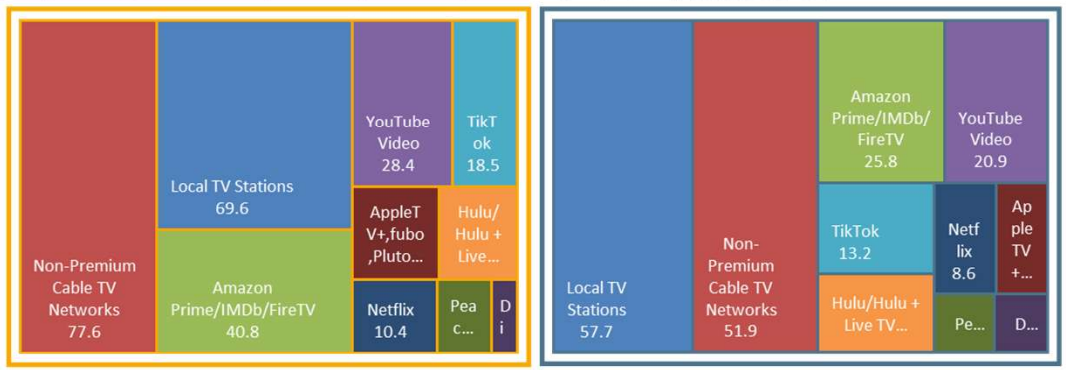


who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA ■ USA

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



Avg. Day Ad-Supported Video (% 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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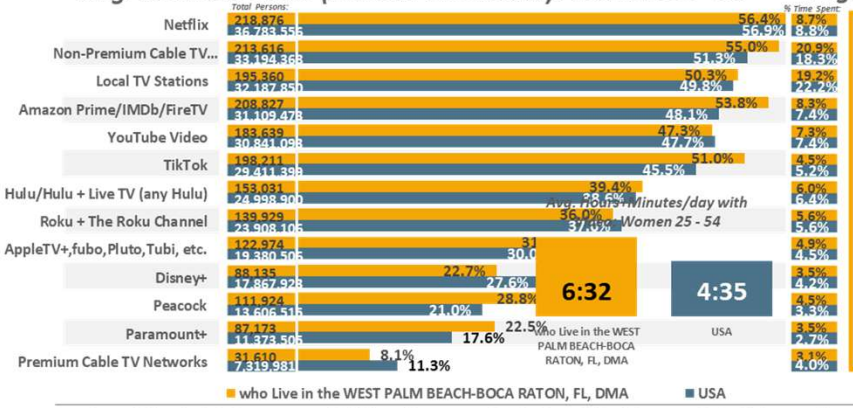
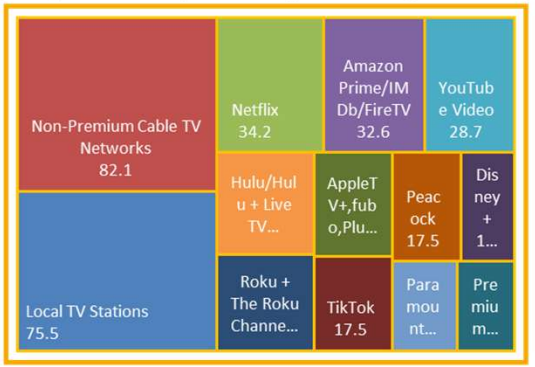
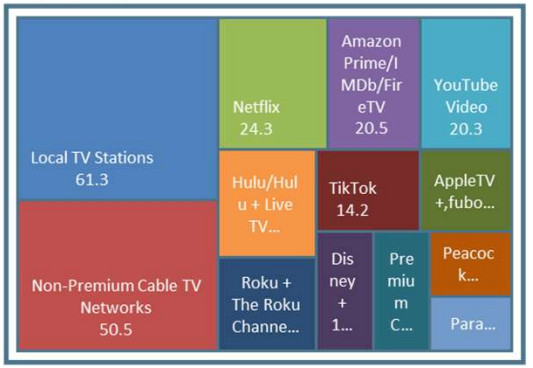
193,303 or 49.8% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 73.9 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

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

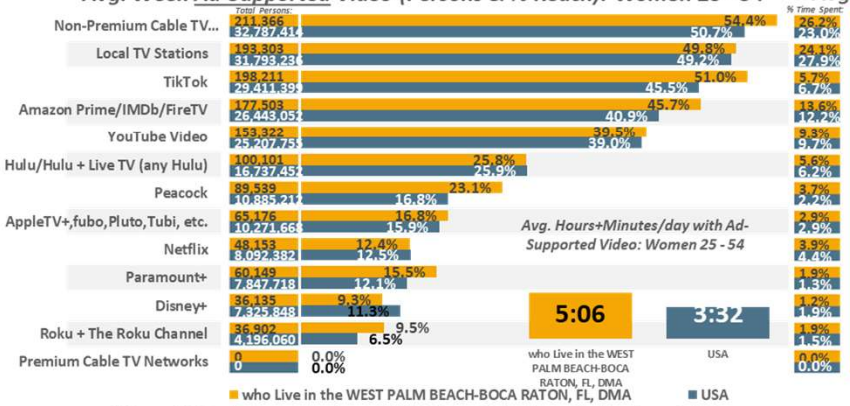


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

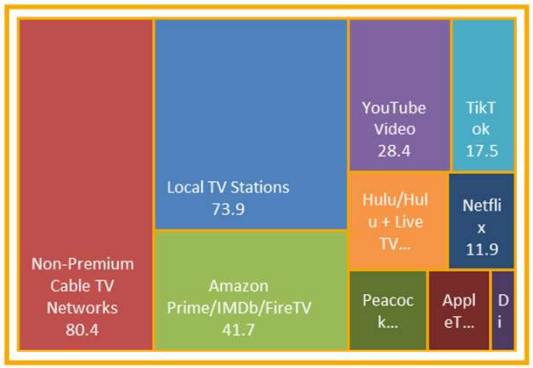


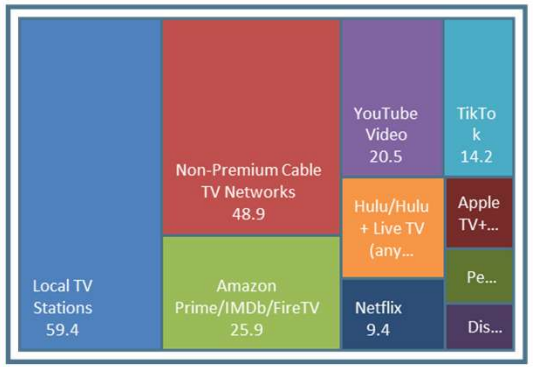


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



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





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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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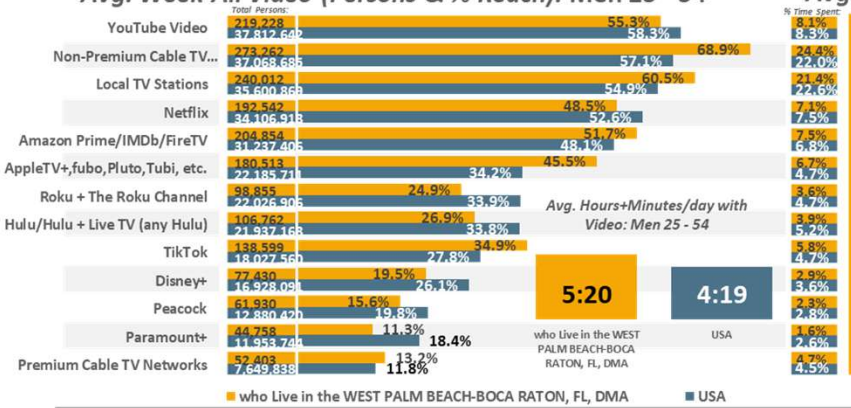
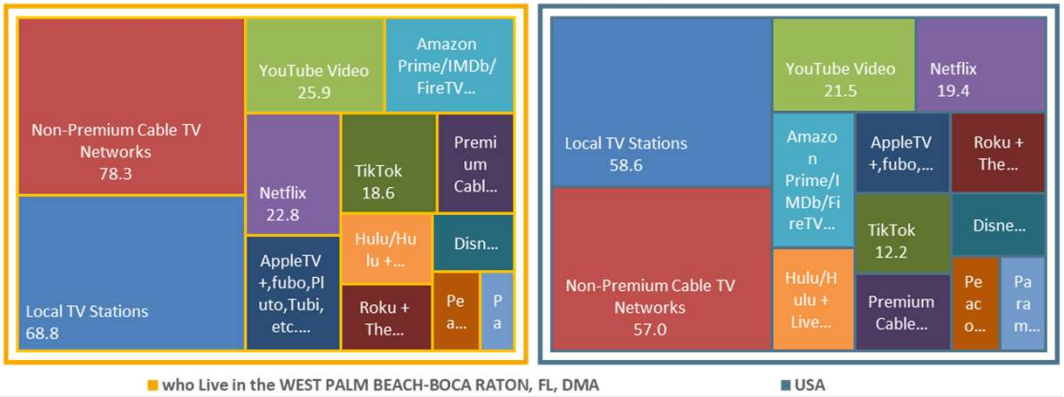
237,273 or 59.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 66.1 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

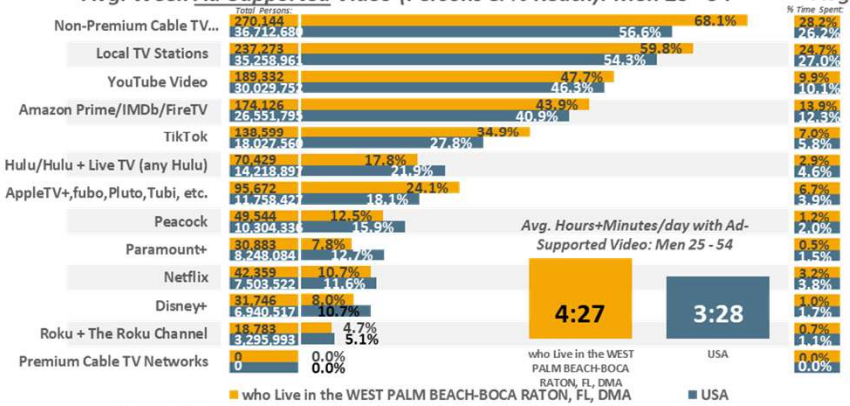
Avg. Week All Video (Persons & % Reach): Men 25 - 54



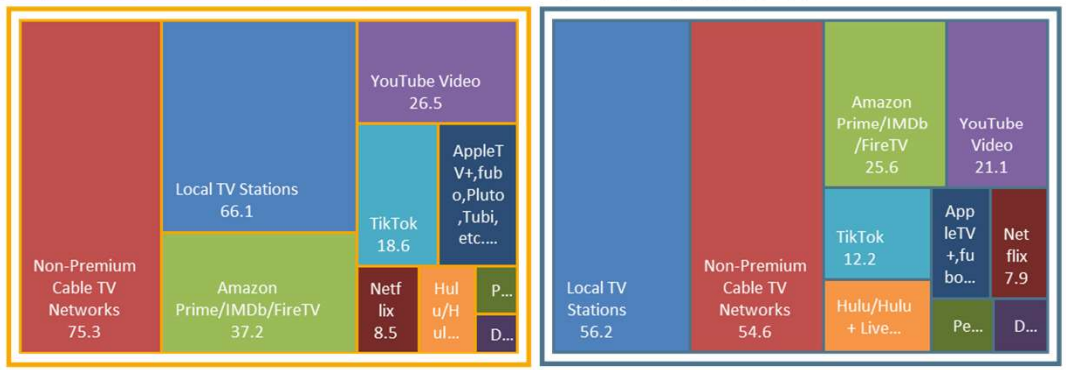
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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P35-64

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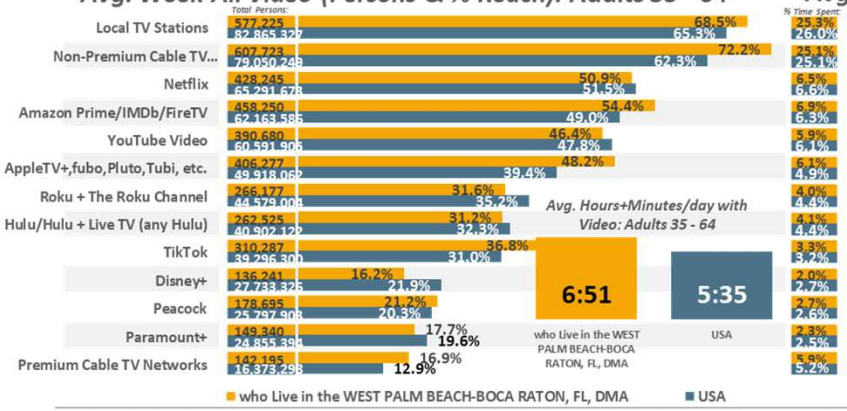
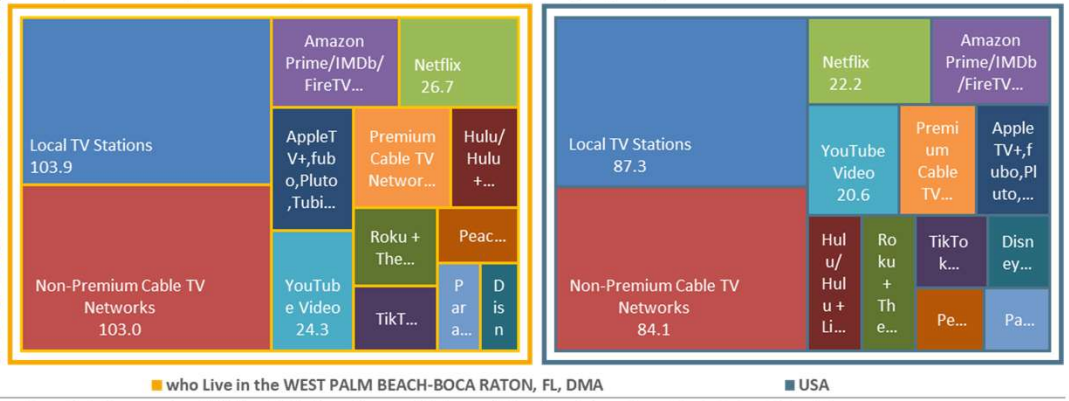
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



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



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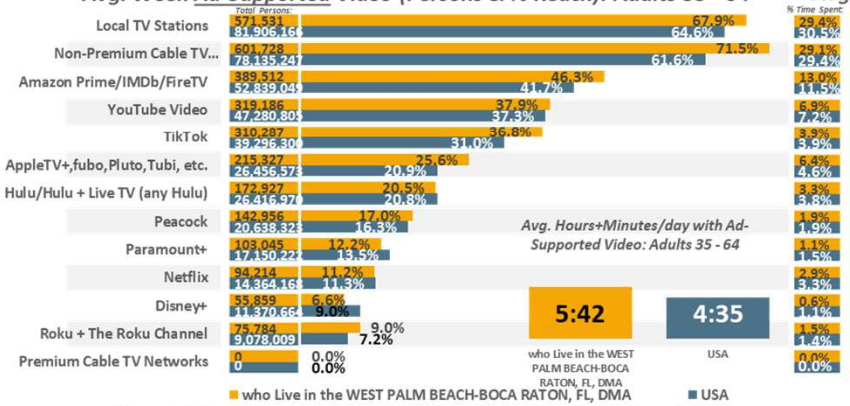

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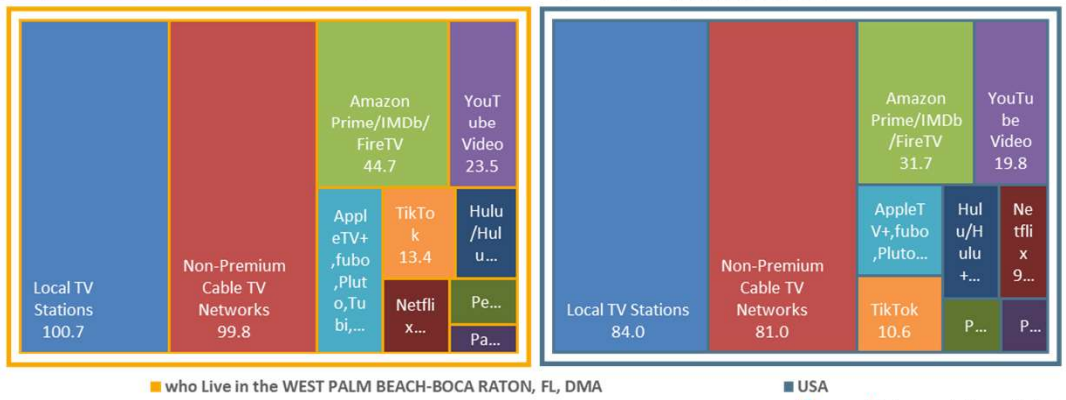

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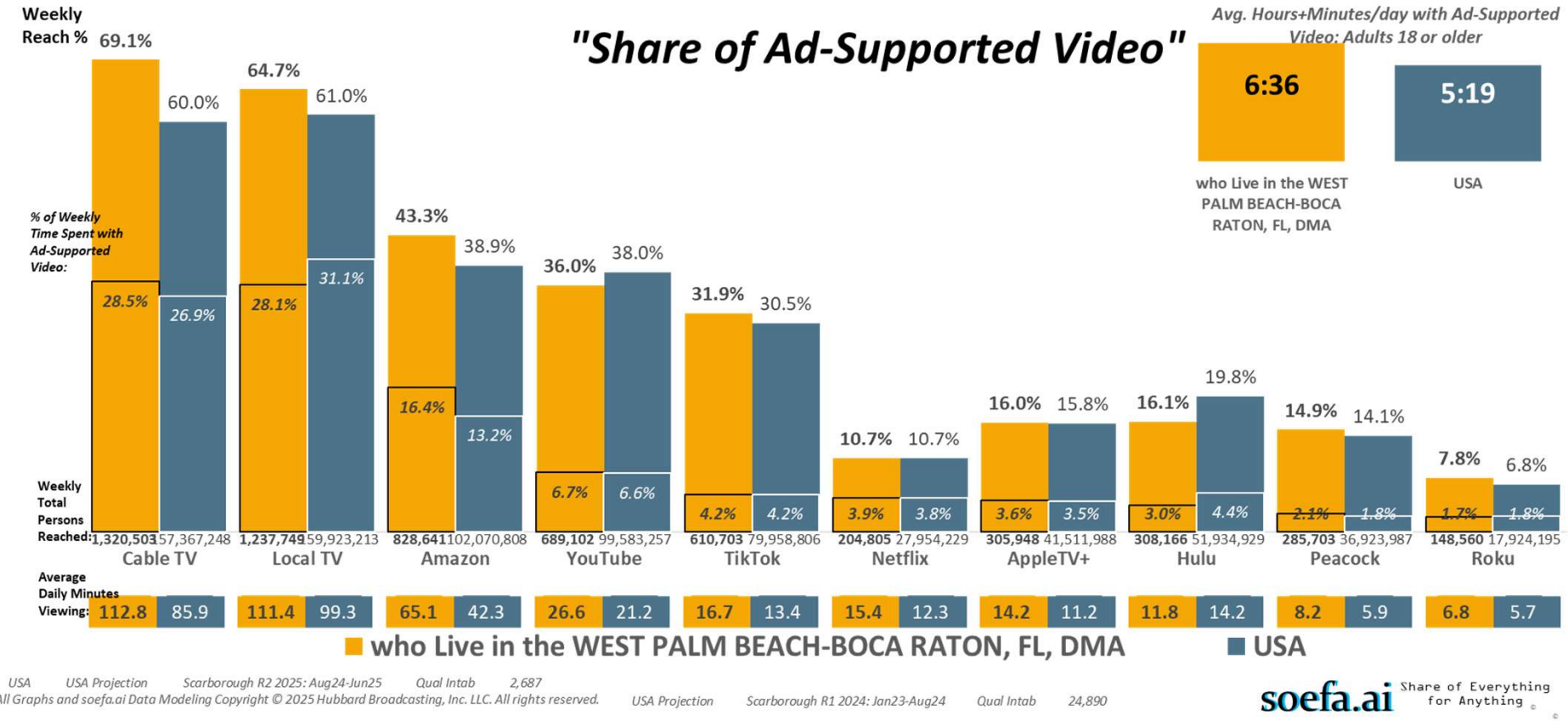

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P25-54

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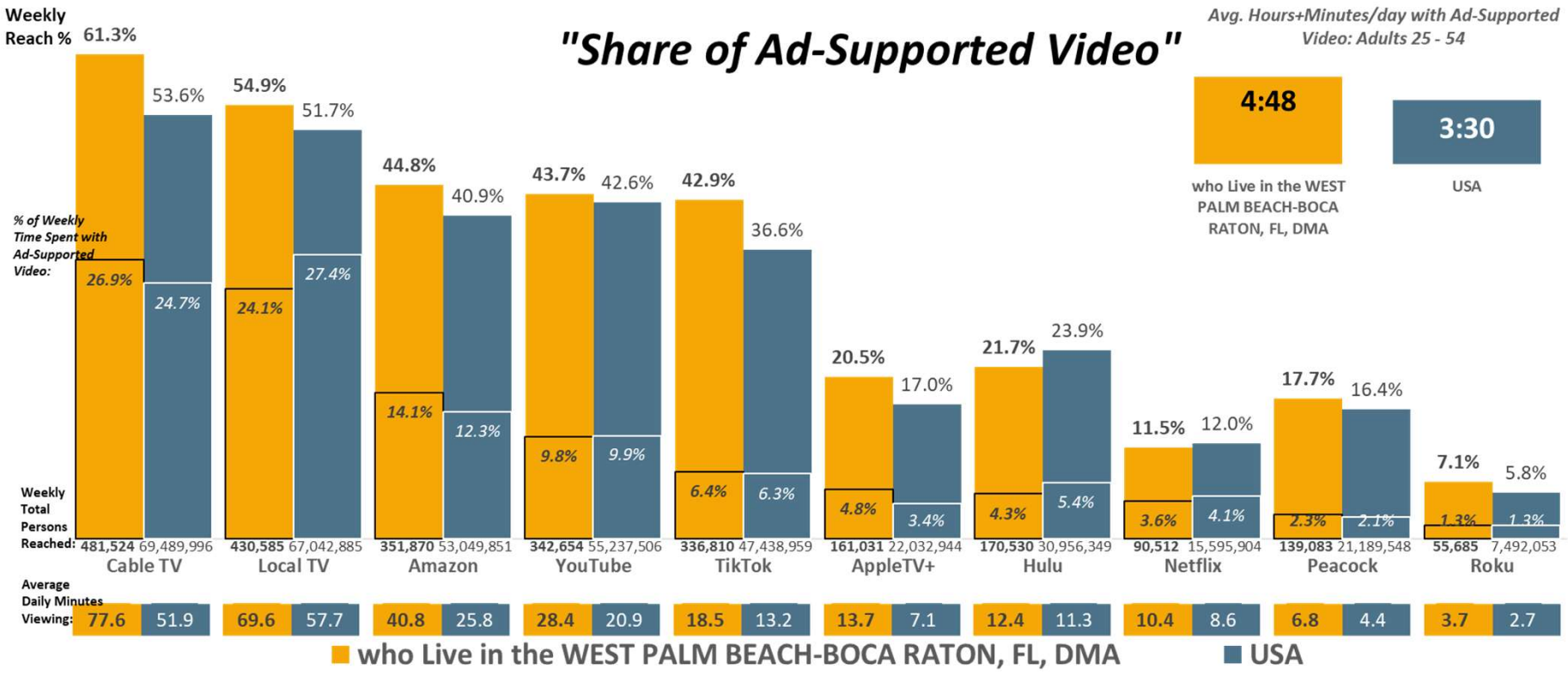

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W25-54

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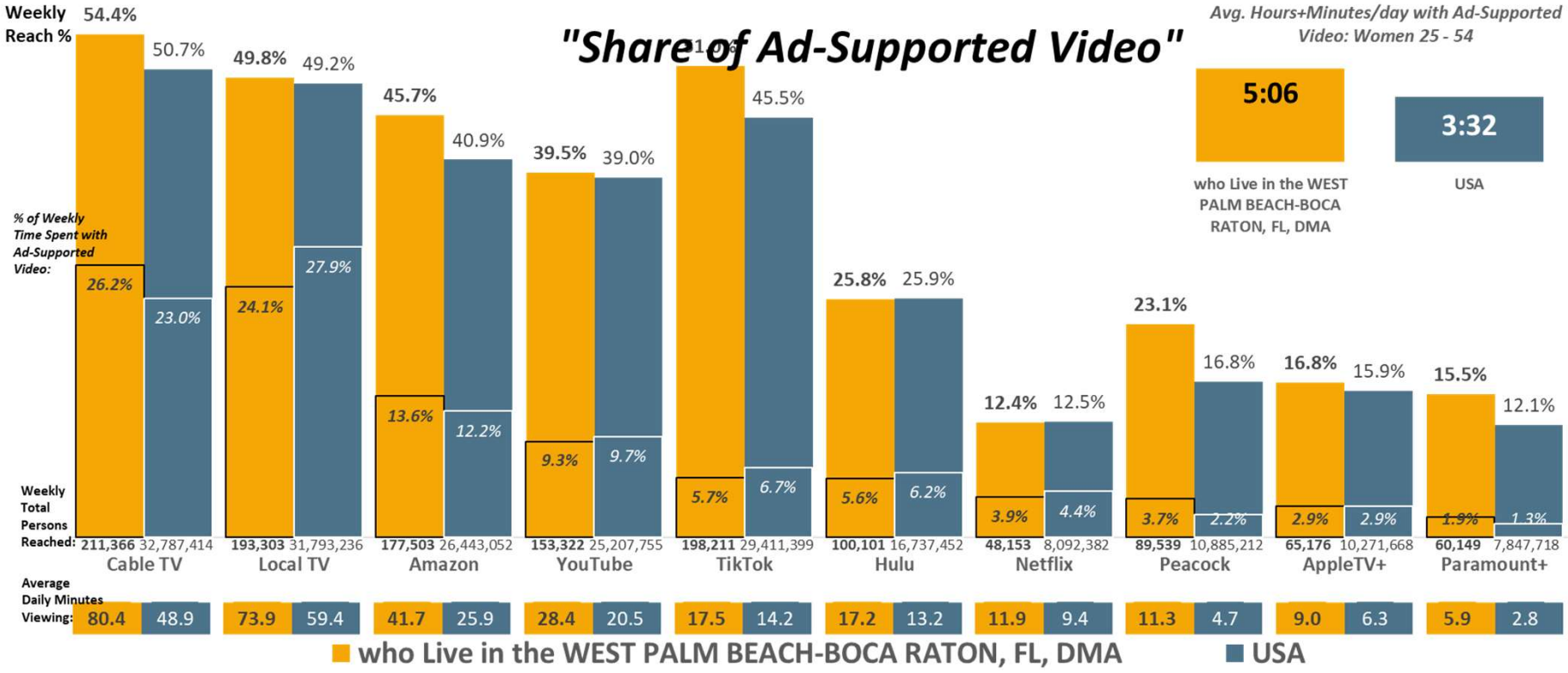

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M25-54

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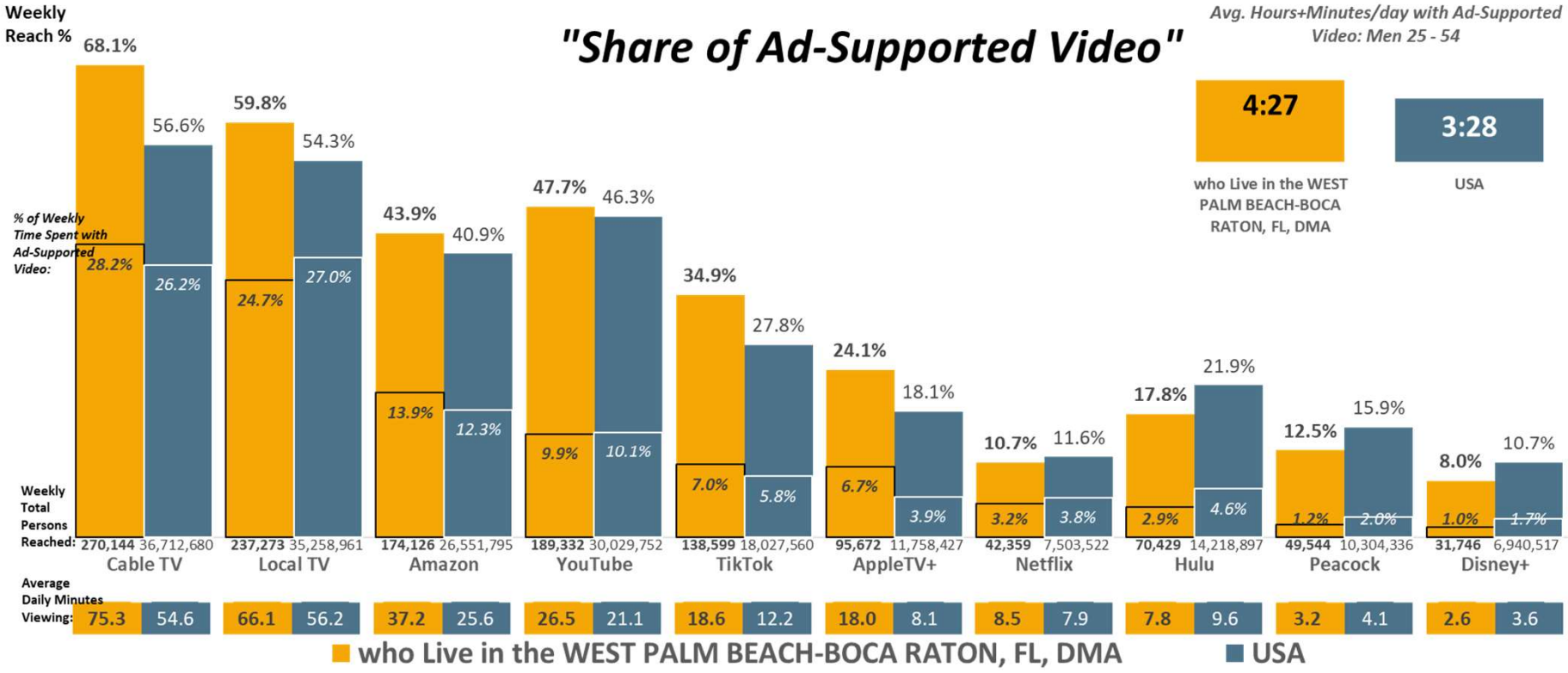

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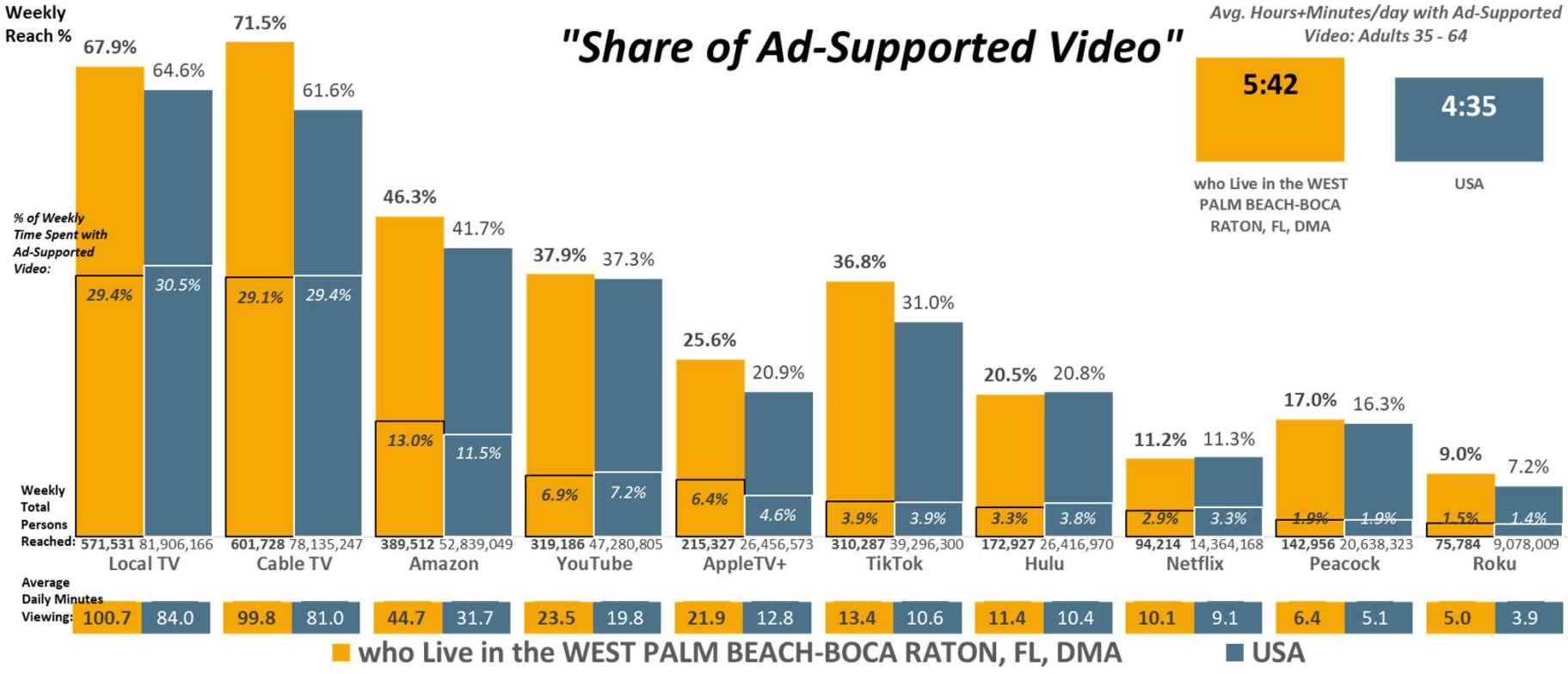

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P18+

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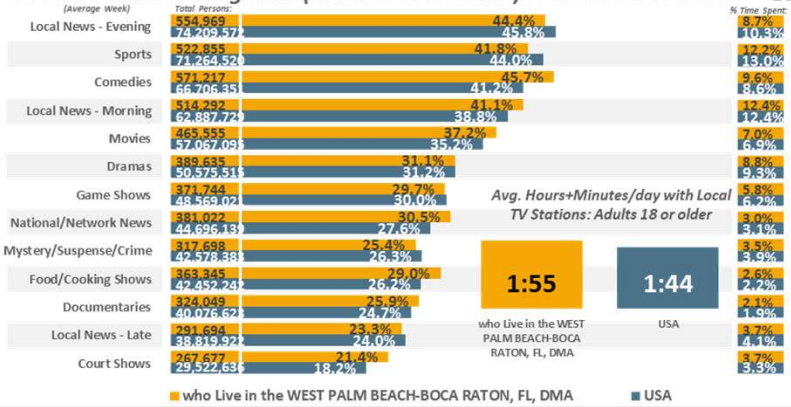
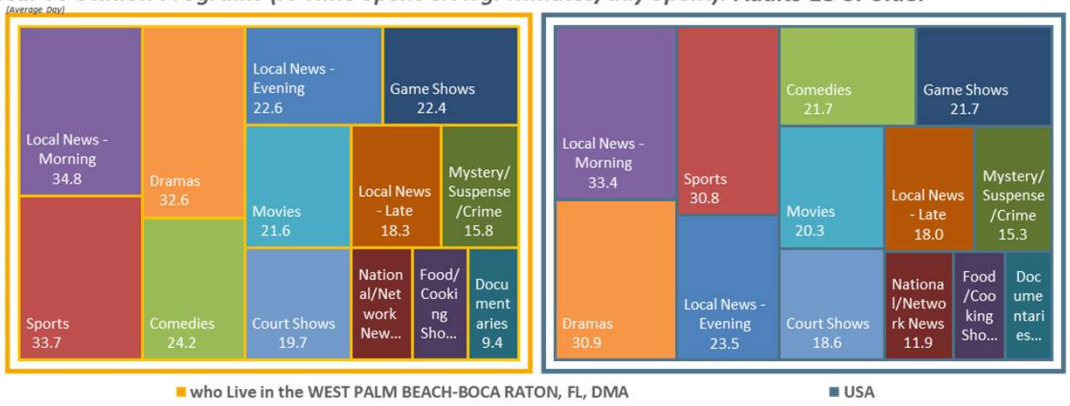
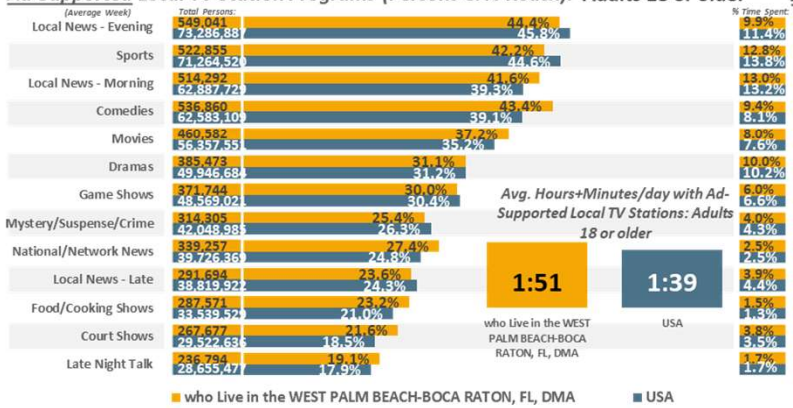
Local TV Station Programs (Persons & % Reach): Adults 18 or older



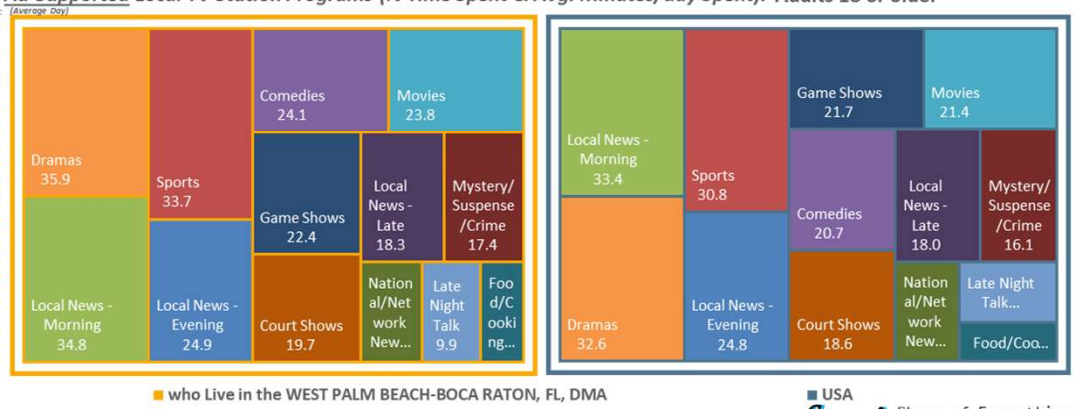
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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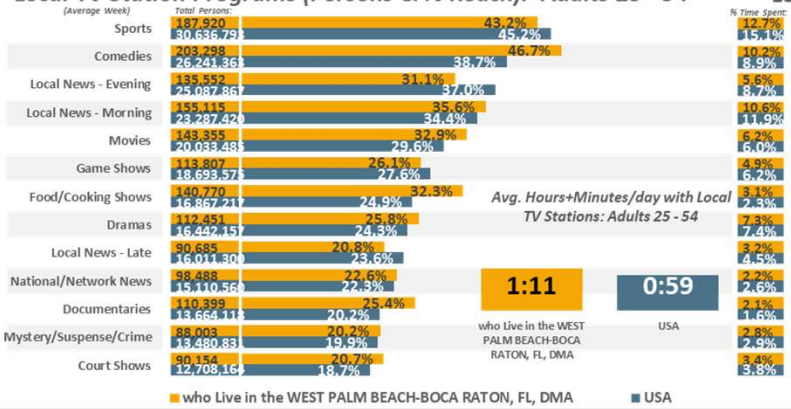
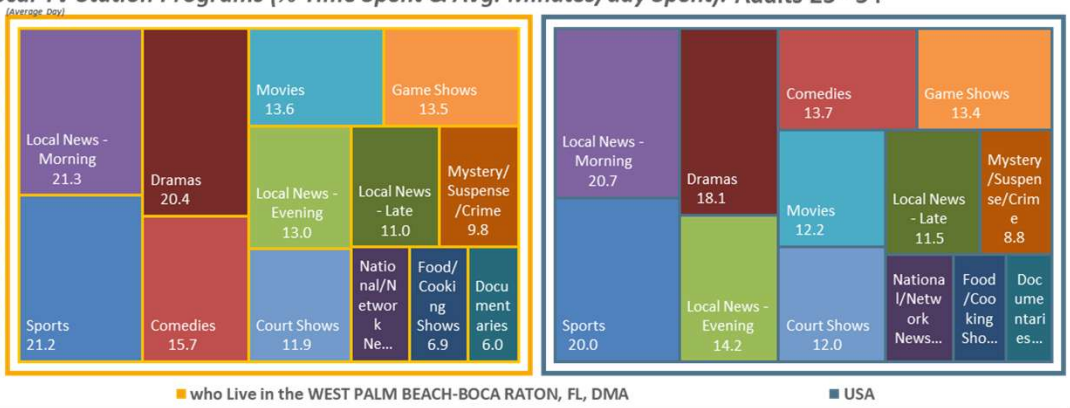
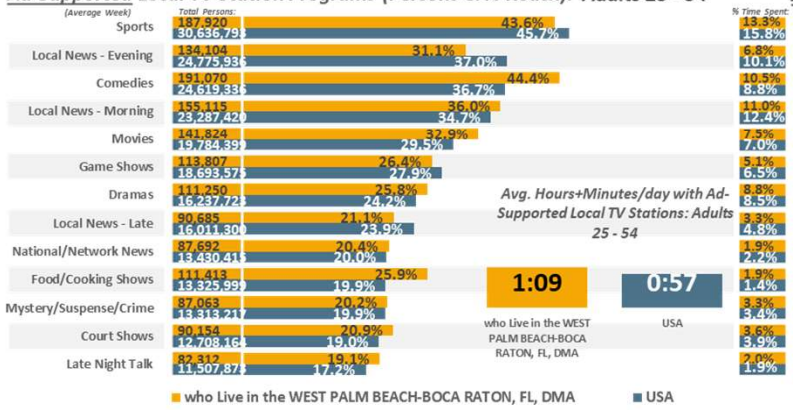
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



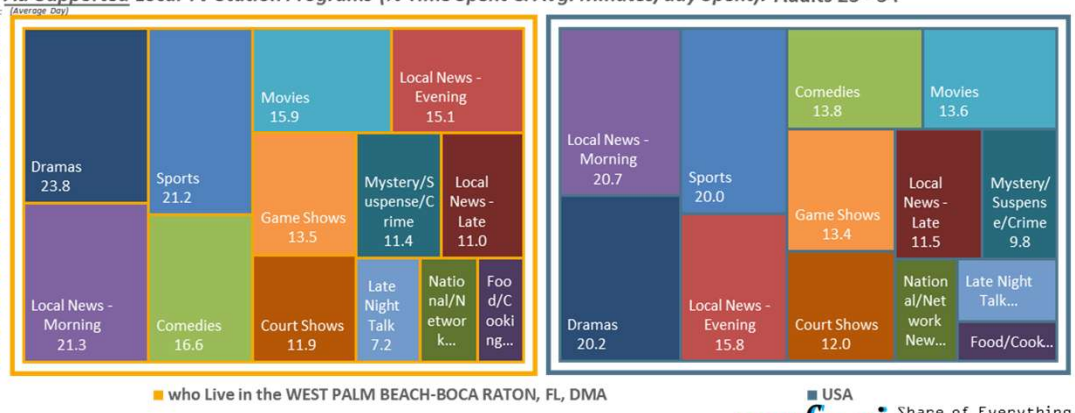
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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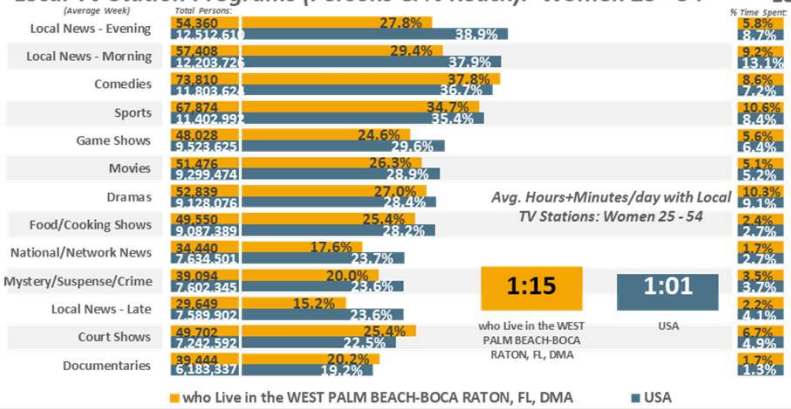
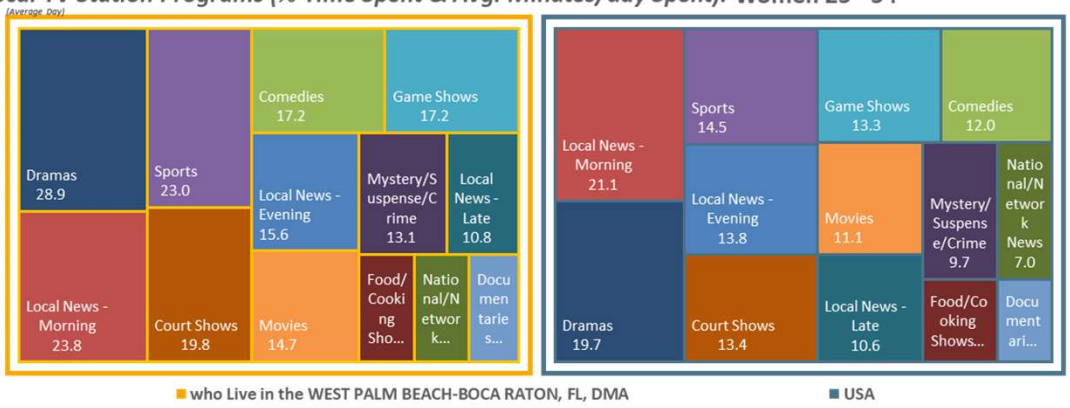
193,303 or 49.8% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Dramas, and Movies.

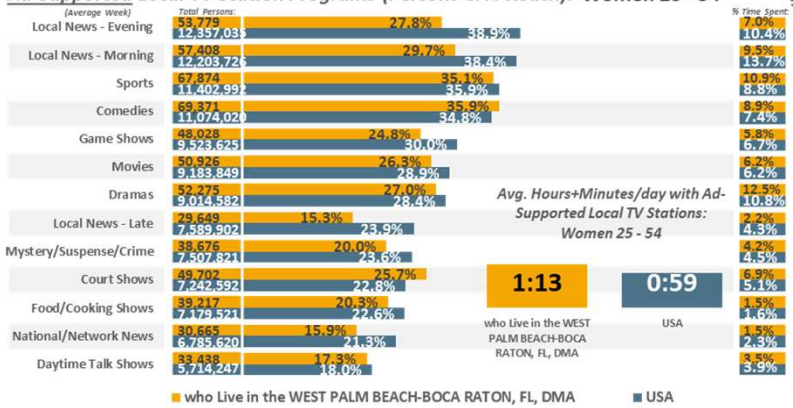
Local TV Station Programs (Persons & % Reach): Women 25 - 54



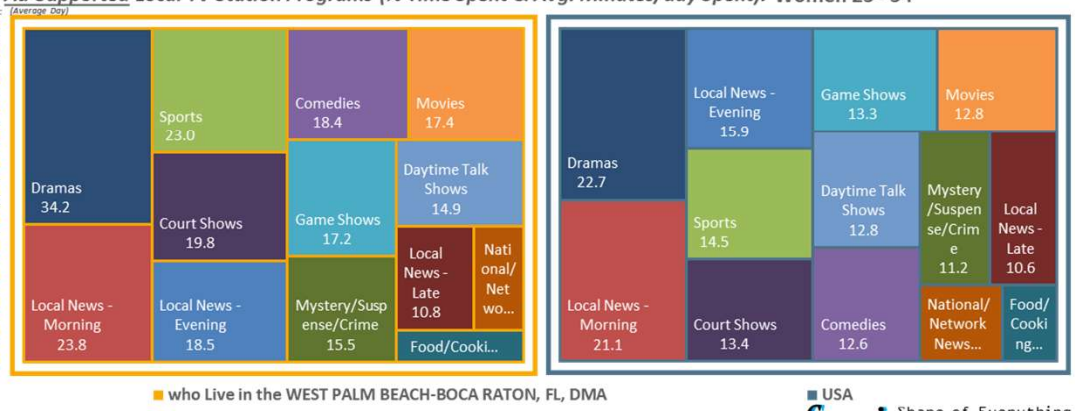
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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 2025: Aug24-Jun25* *Qual Intab* *2,687*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *24,890*

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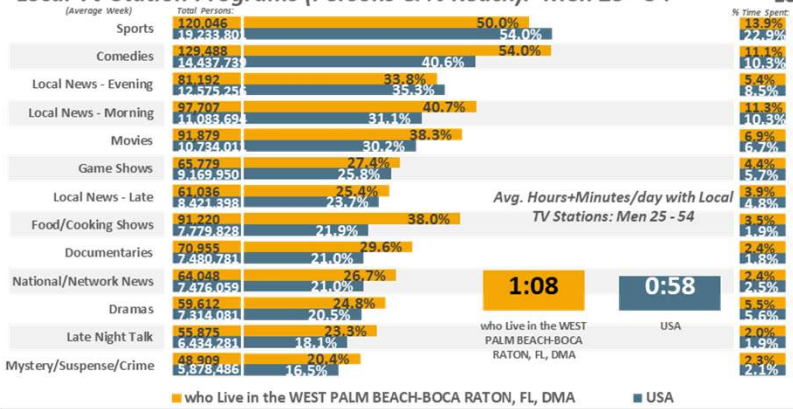
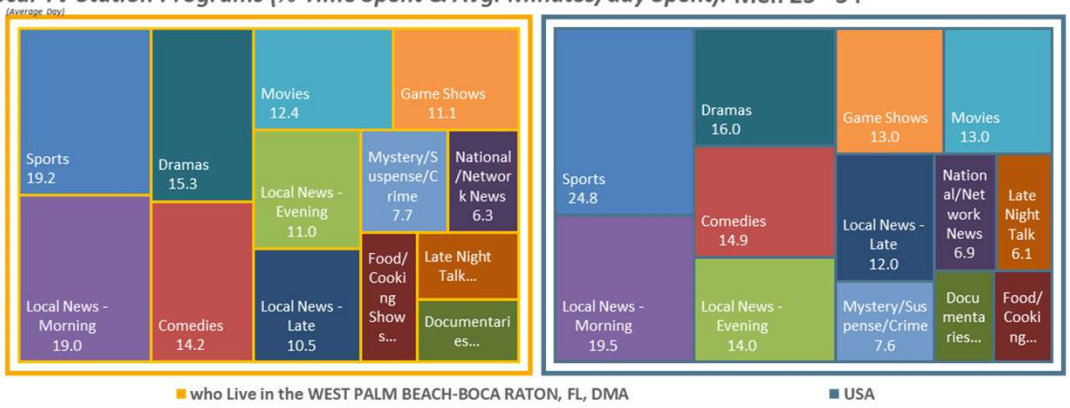
237,273 or 59.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Movies, Local News - Evening, and Food/Cooking Shows.

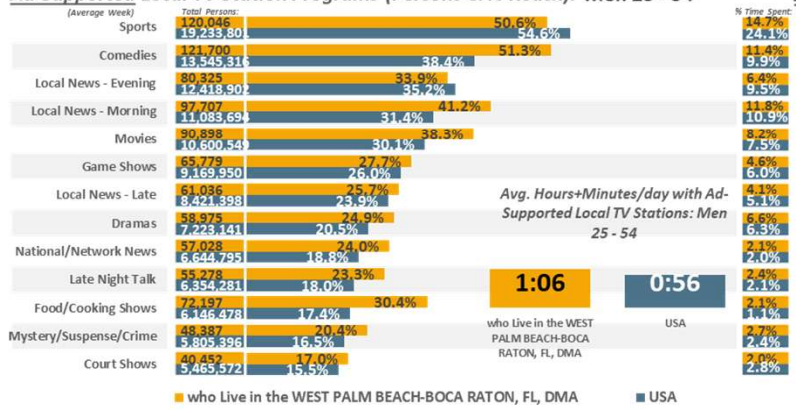
Local TV Station Programs (Persons & % Reach): Men 25 - 54



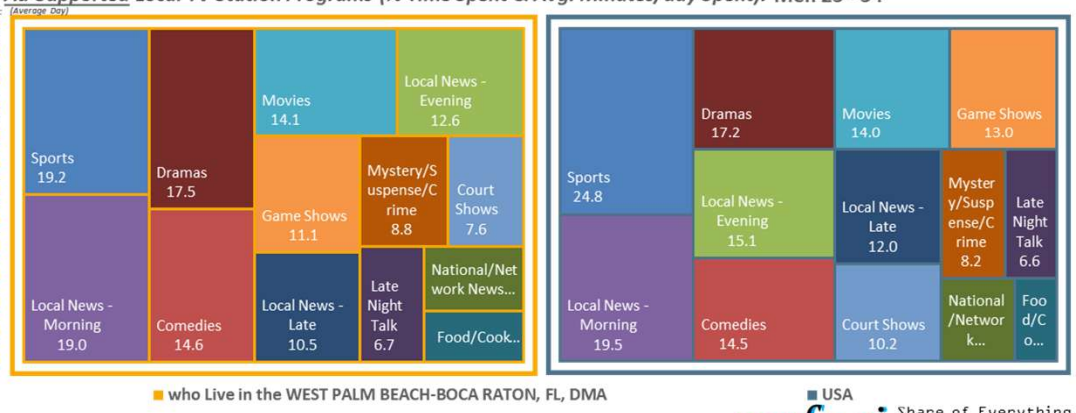
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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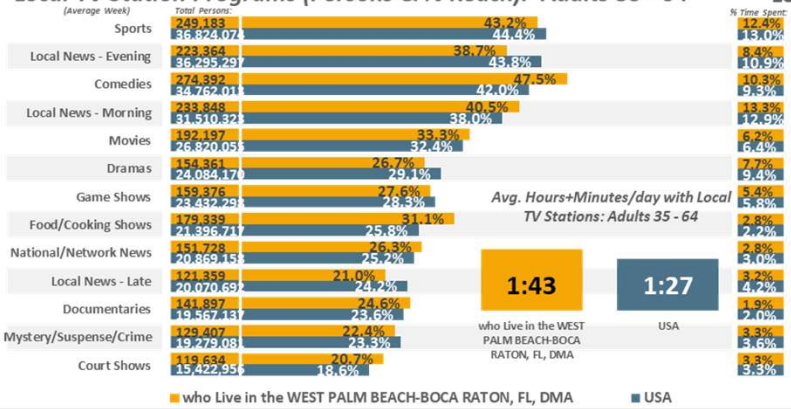
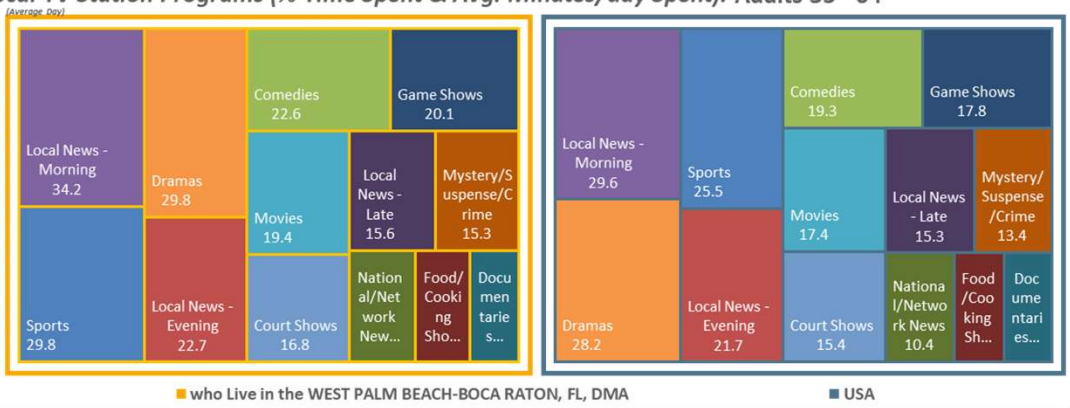
571,531 or 67.9% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Game Shows.

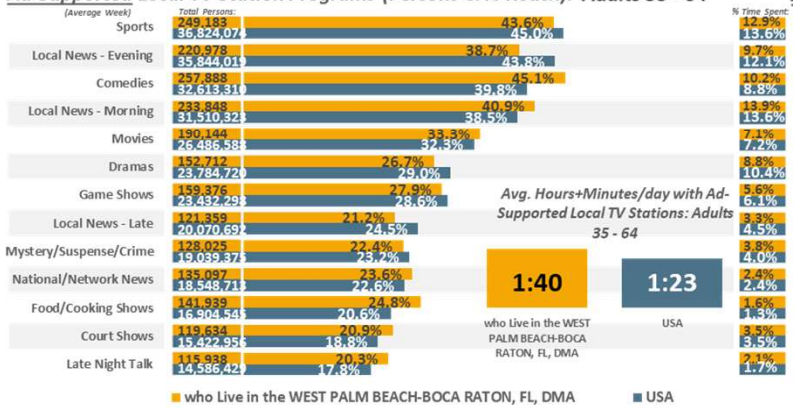
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



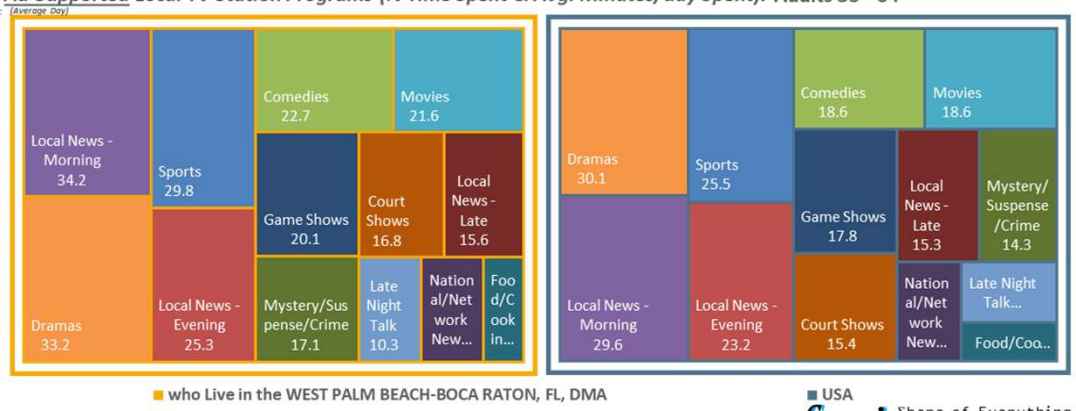
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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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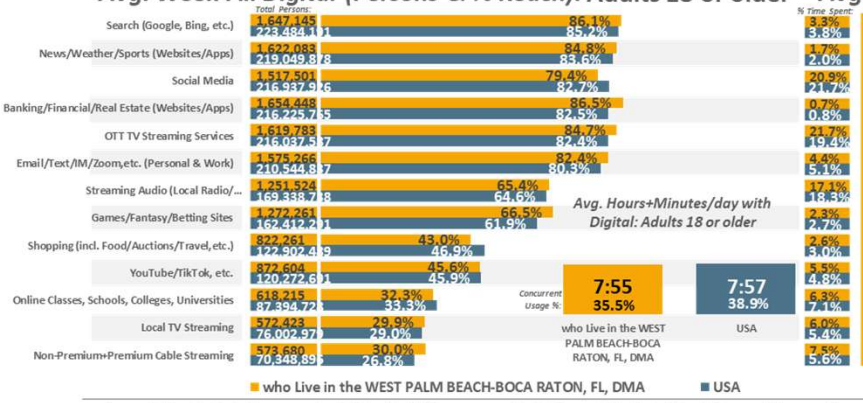
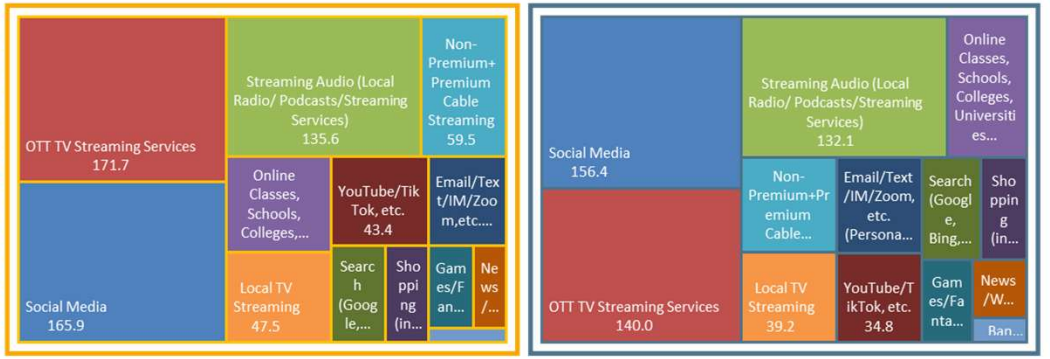
P18+

1,323,672 or 69.2% 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 144.7 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

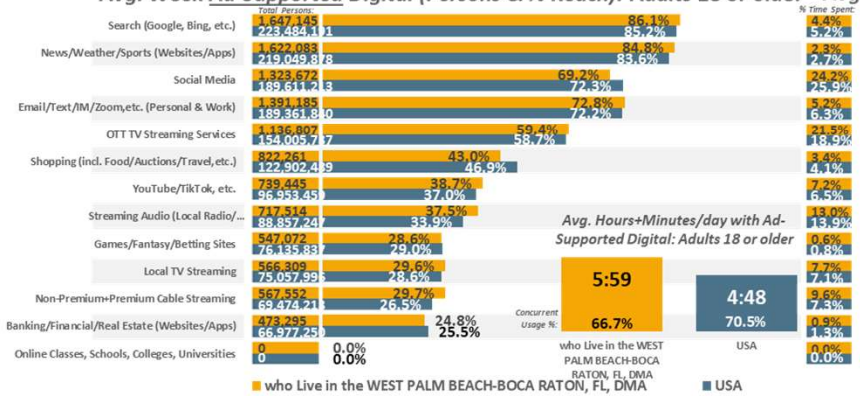
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



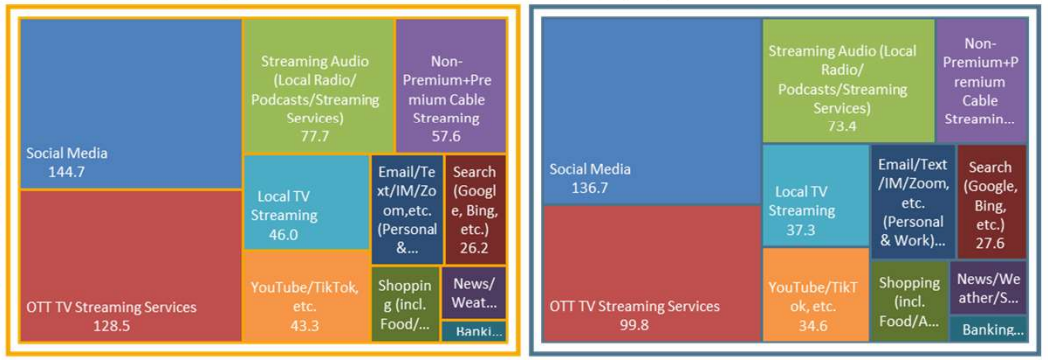
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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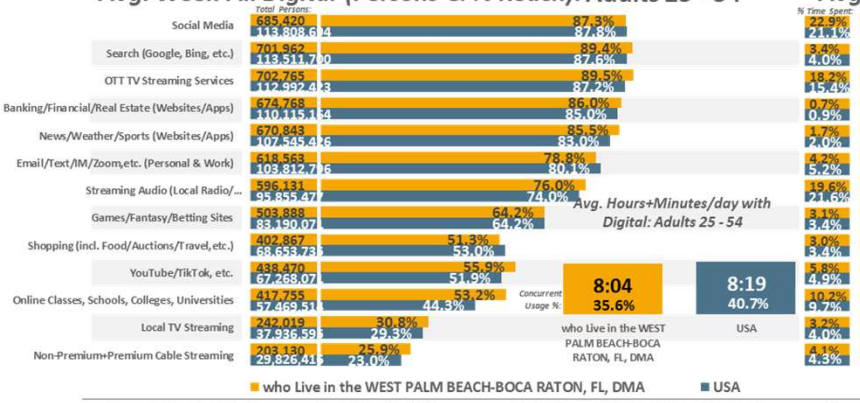
P25-54

600,360 or 76.5% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

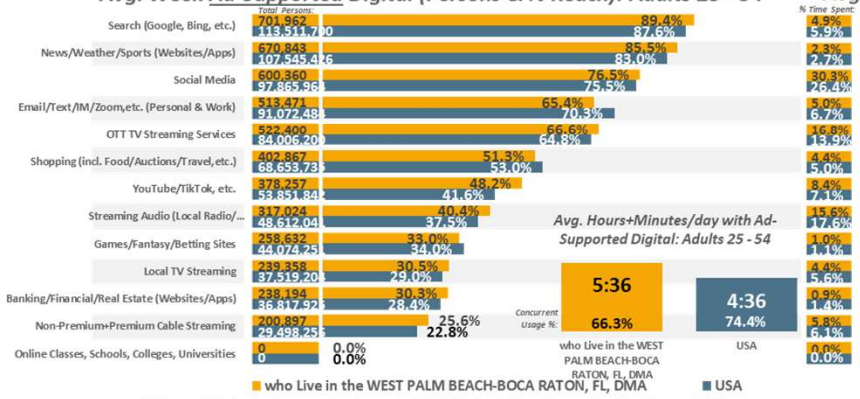
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



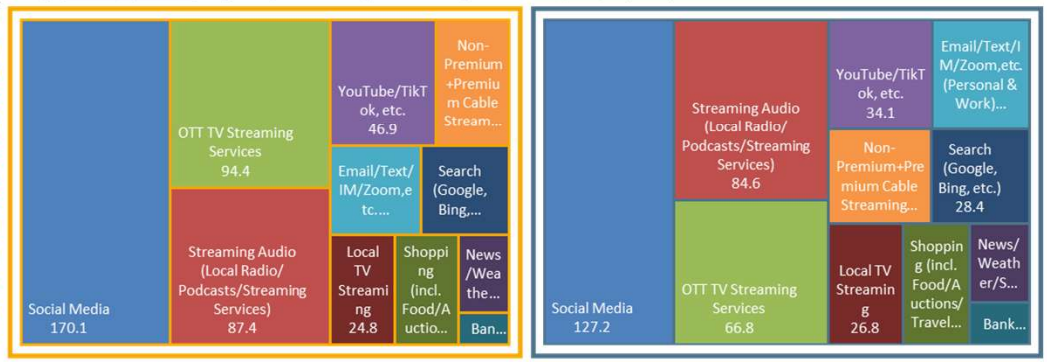
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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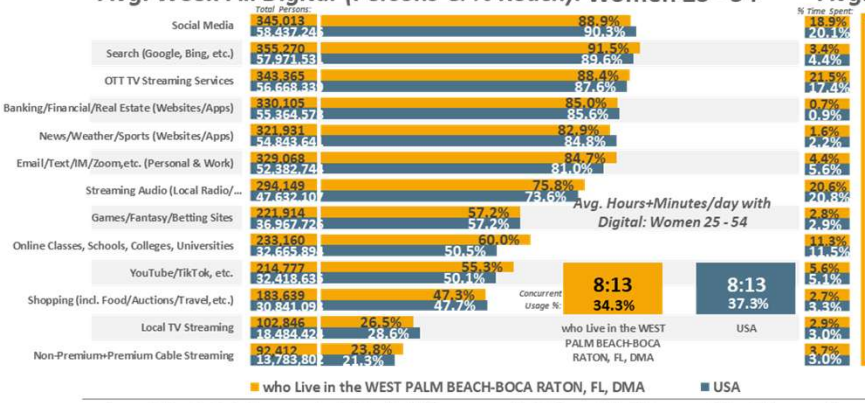
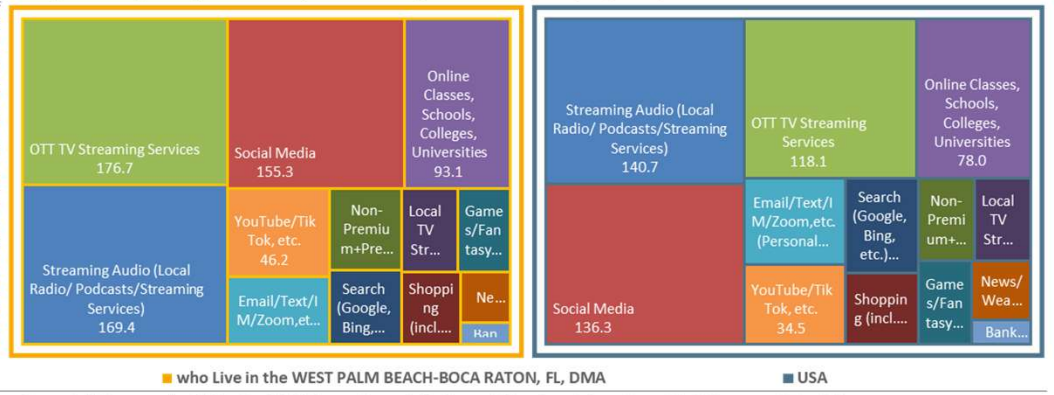
W25-54

297,249 or 76.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

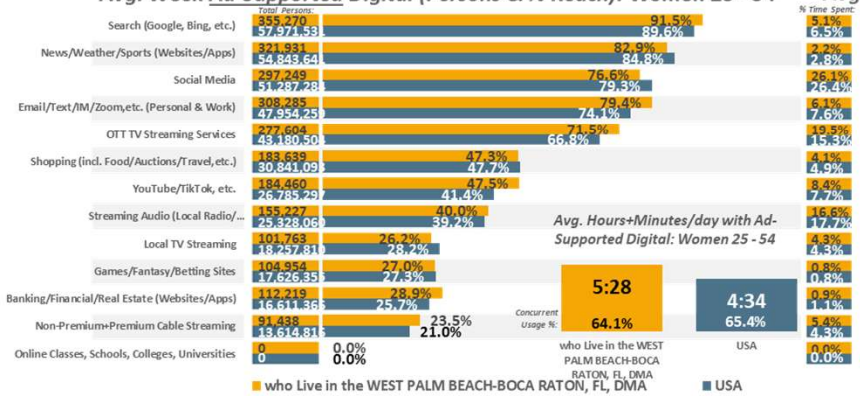
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



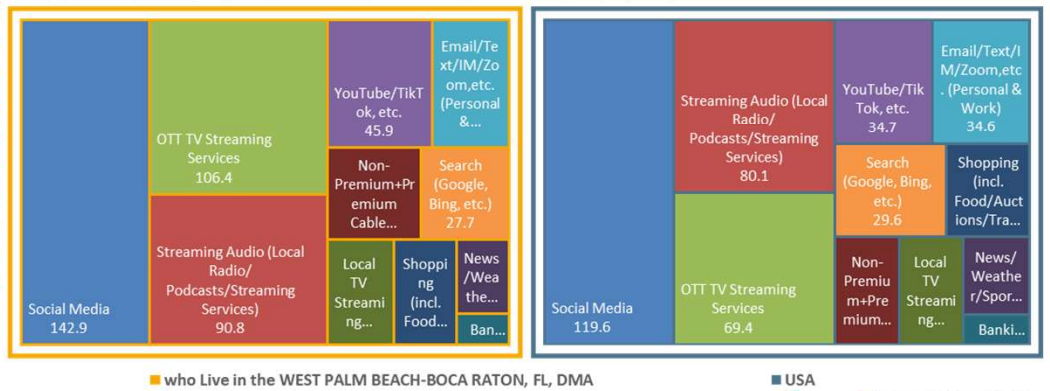
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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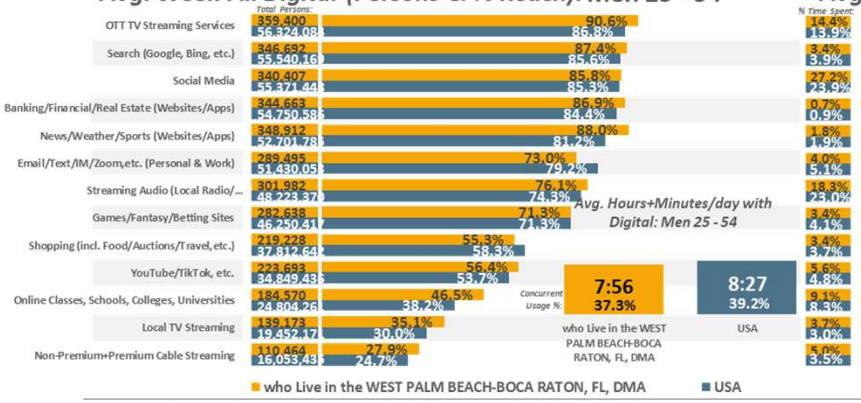
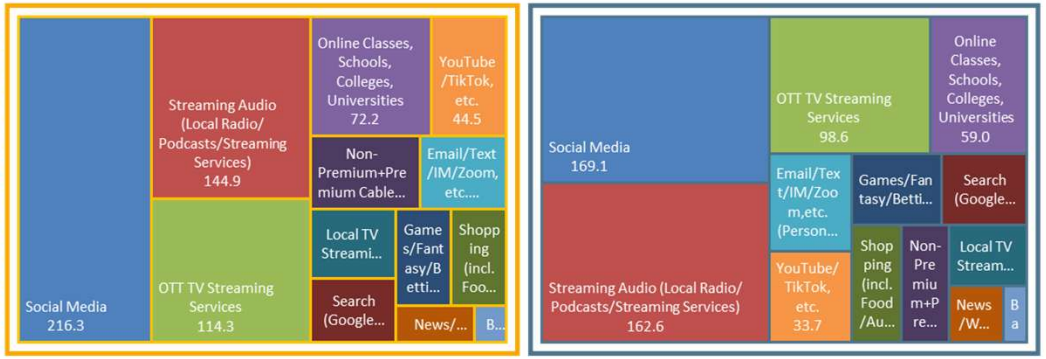
M25-54

303,111 or 76.4% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 34.5% of all time spent daily with Ad-Supported Digital Media.

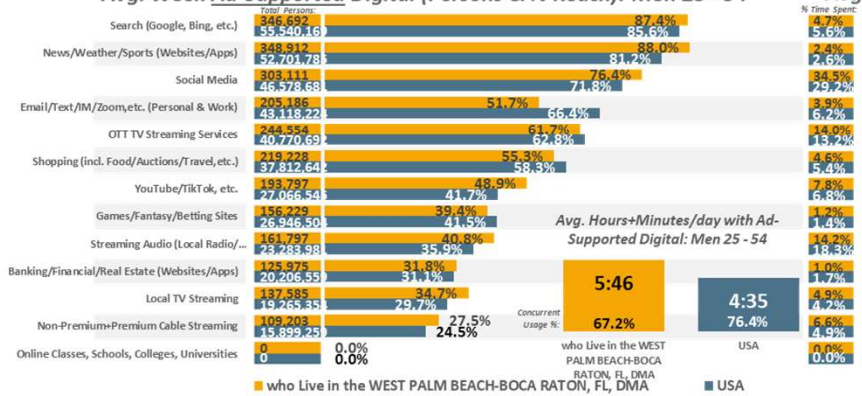
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



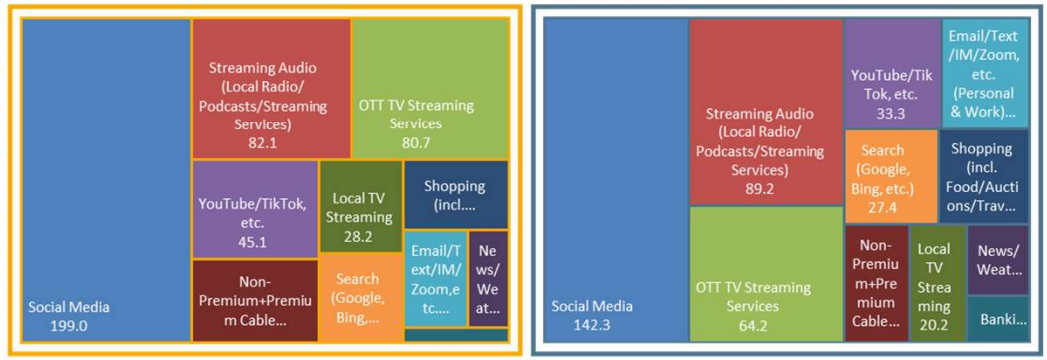
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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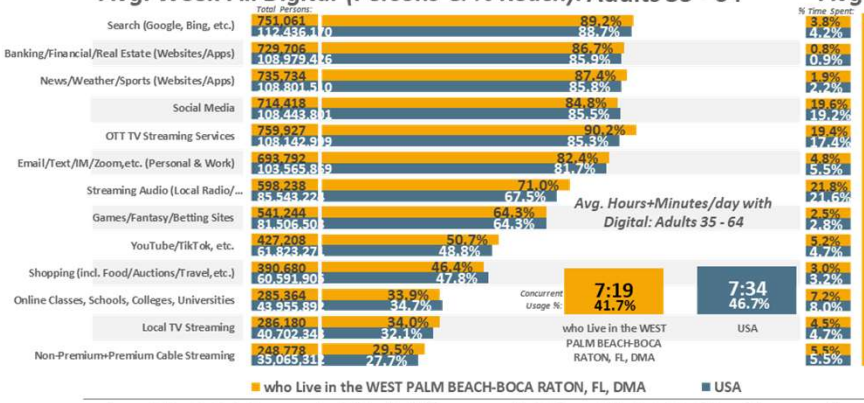
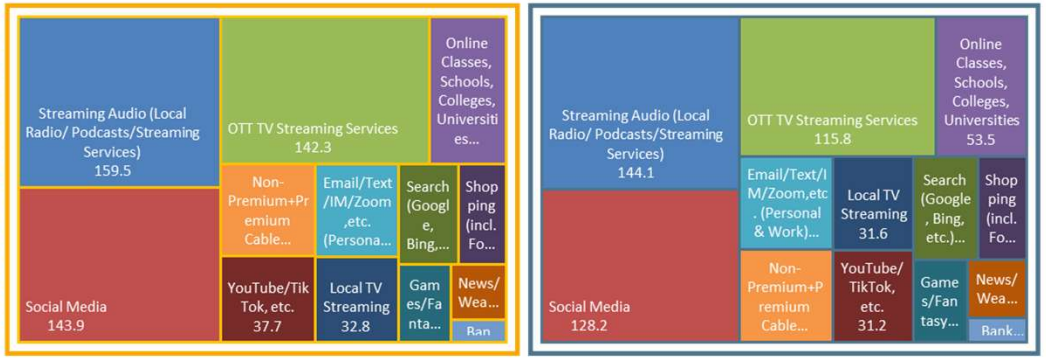
M25-54

623,183 or 74.% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

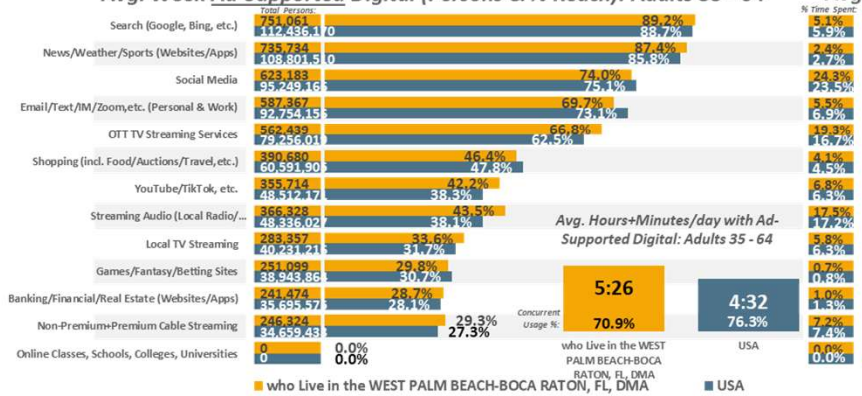
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



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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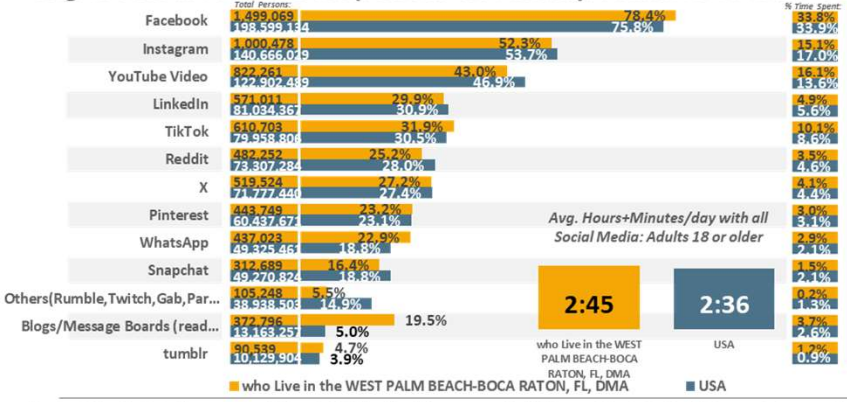
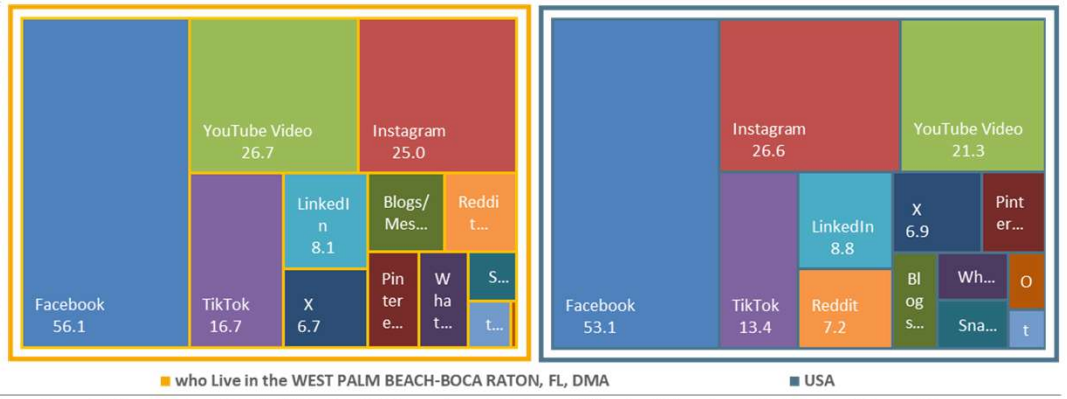
P18+

1,323,672 or 69.2% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 46.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

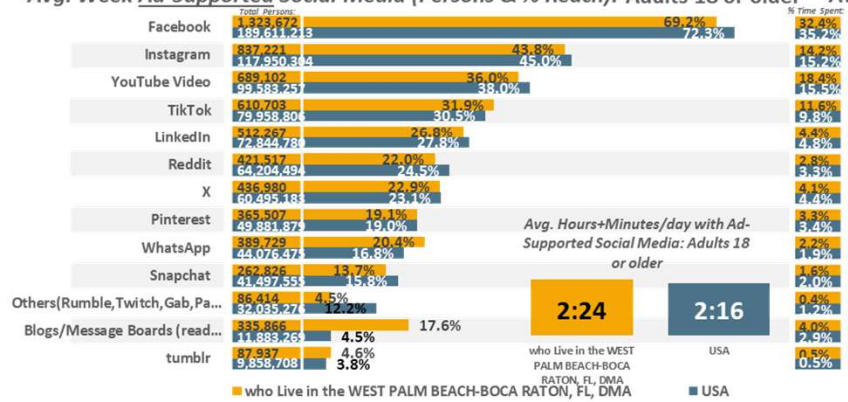
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



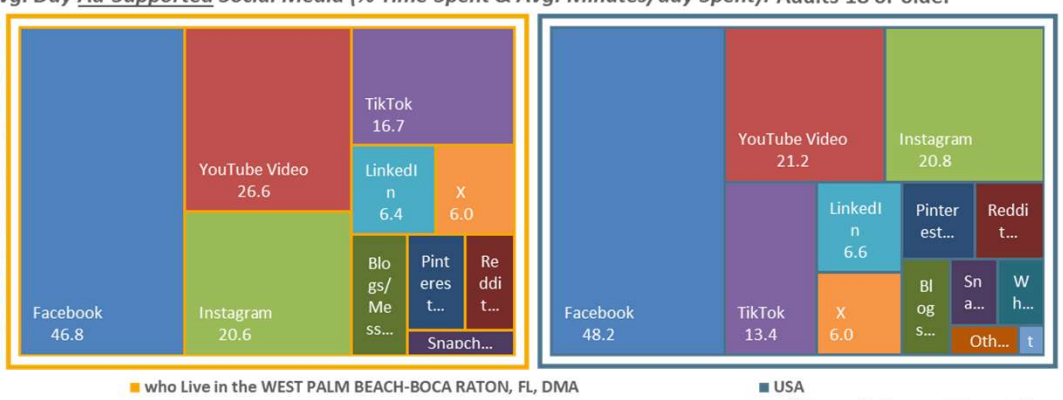
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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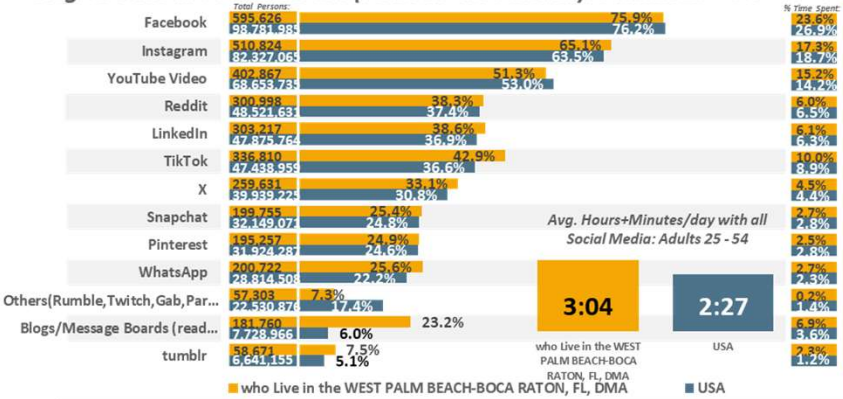
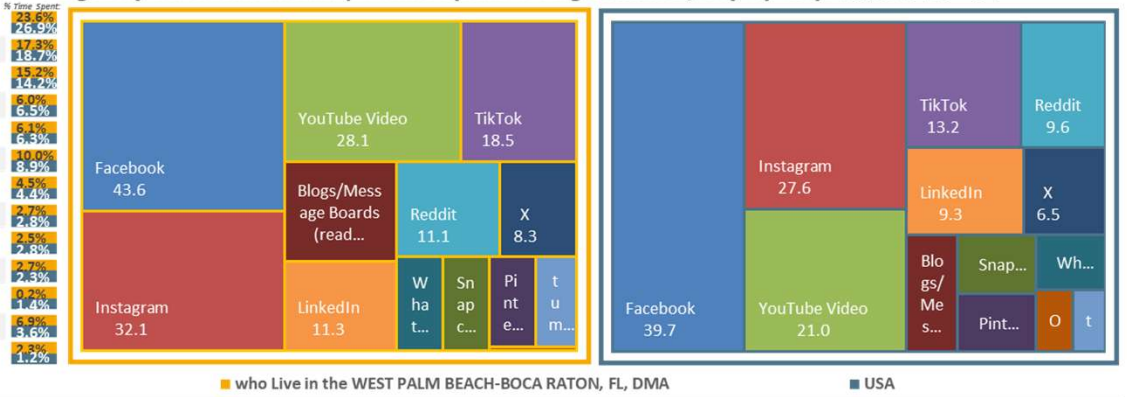
P25-54

595,626 or 75.9% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 45.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

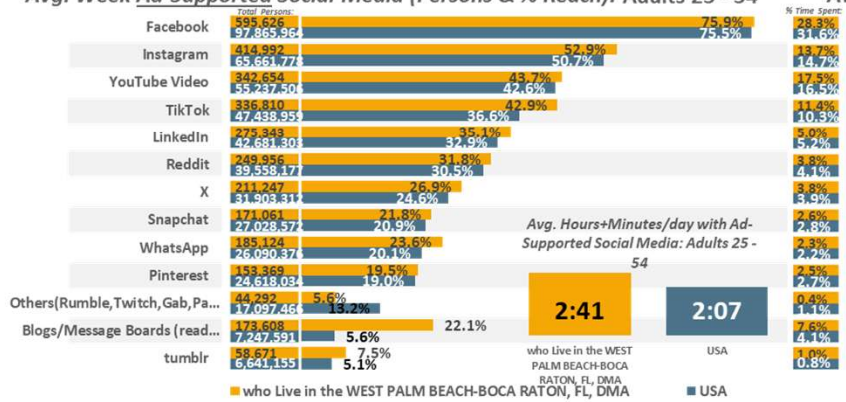
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



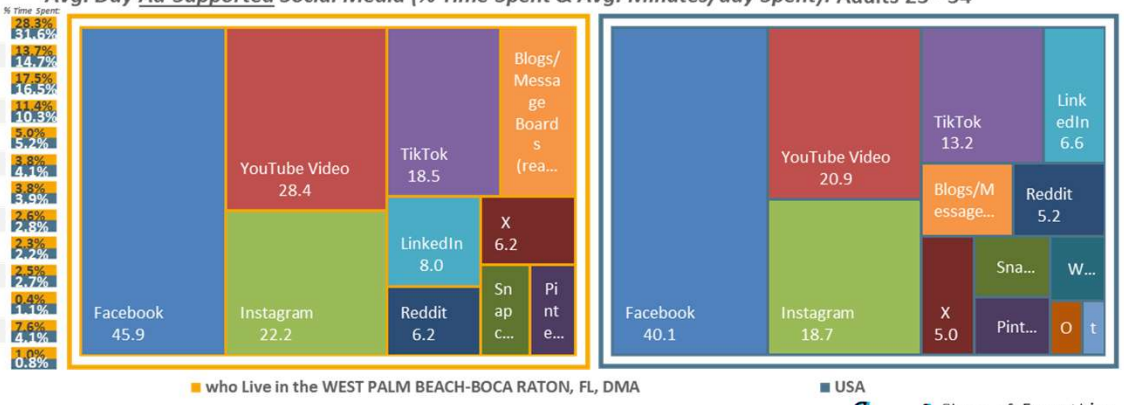
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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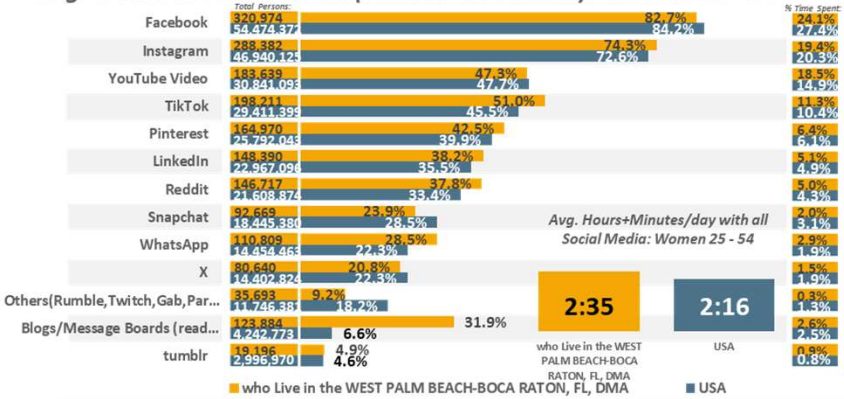
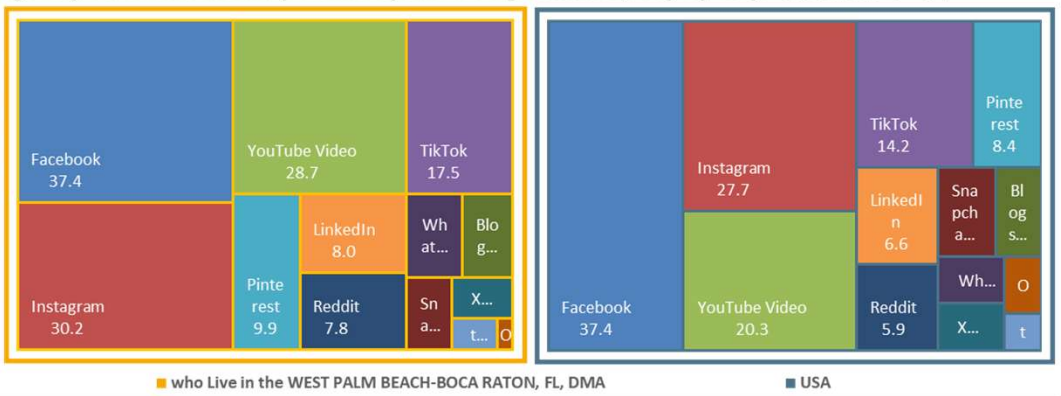
W25-54

297,249 or 76.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 35.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Social Media.

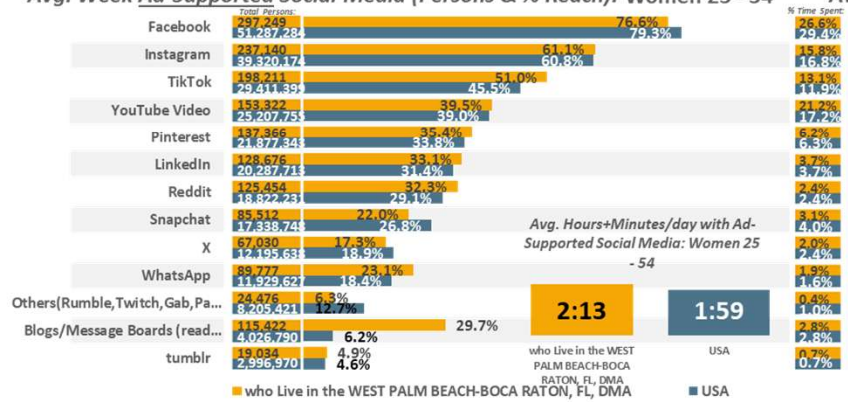
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



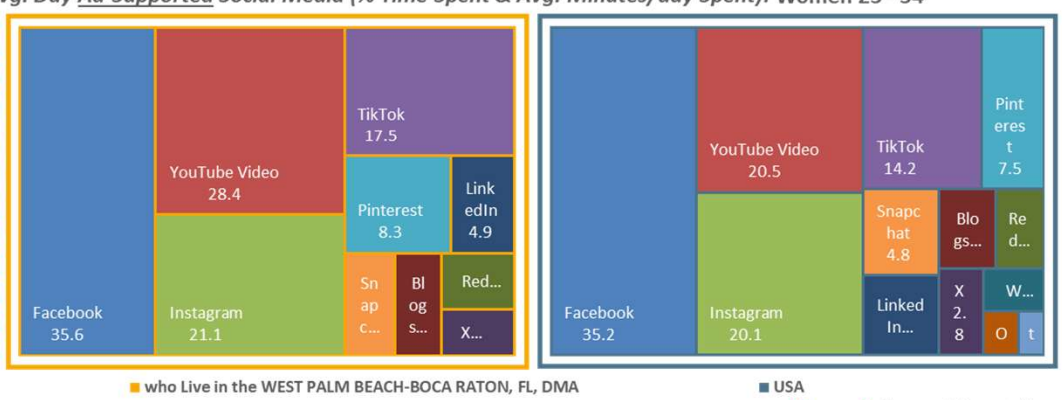
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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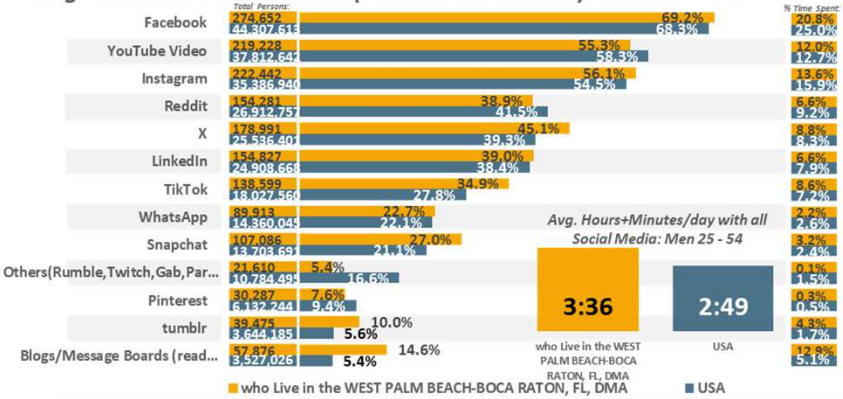
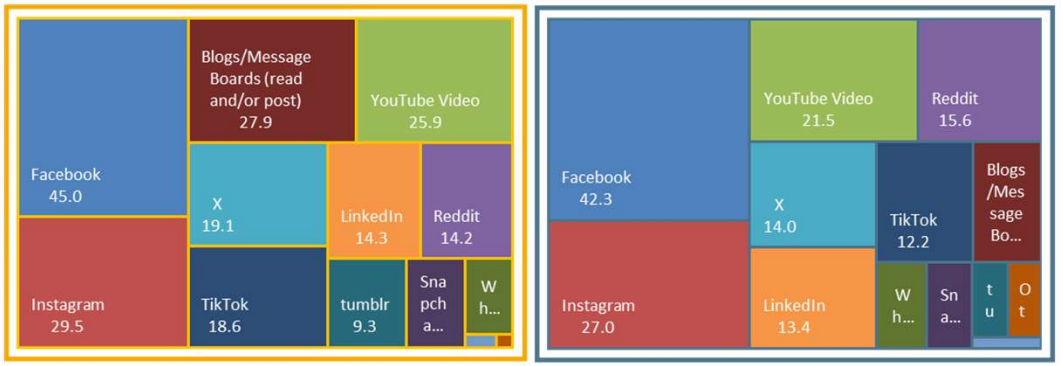
M25-54

274,652 or 69.2% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 50.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Social Media.

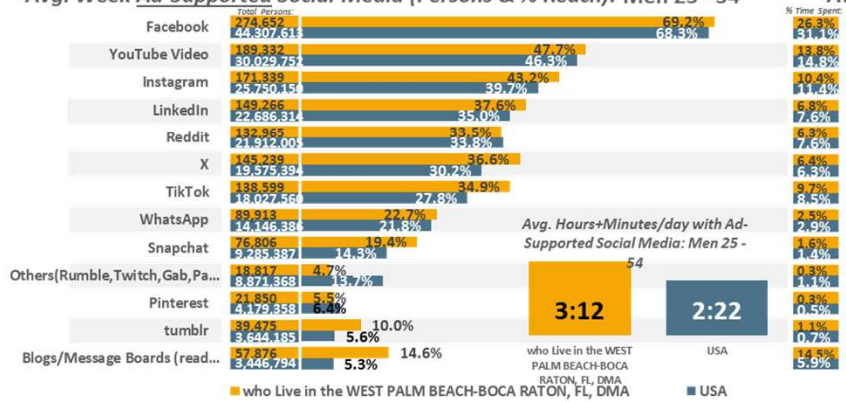
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



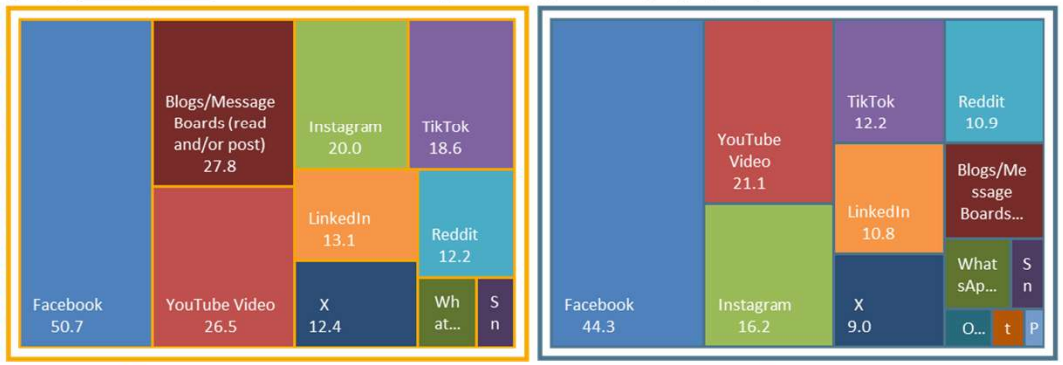
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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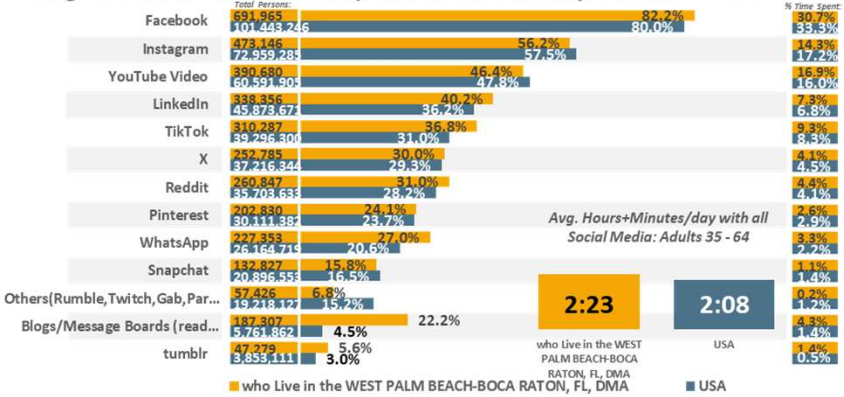
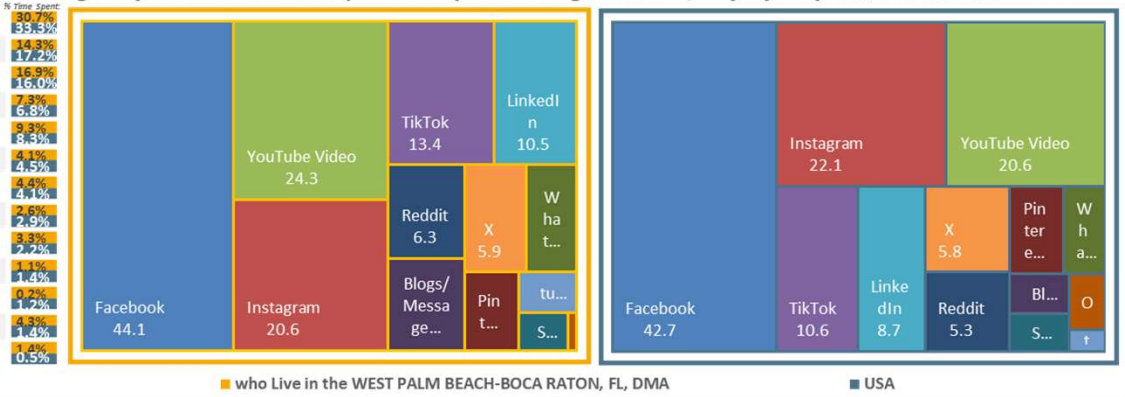
P35-64

623,183 or 74.% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 38.8 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

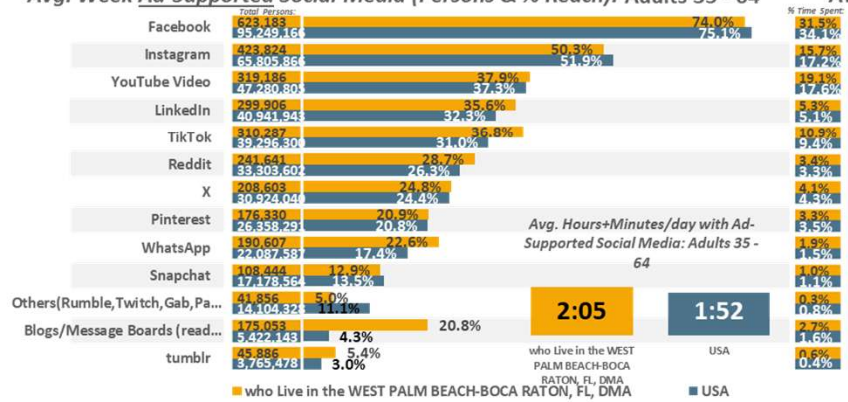
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



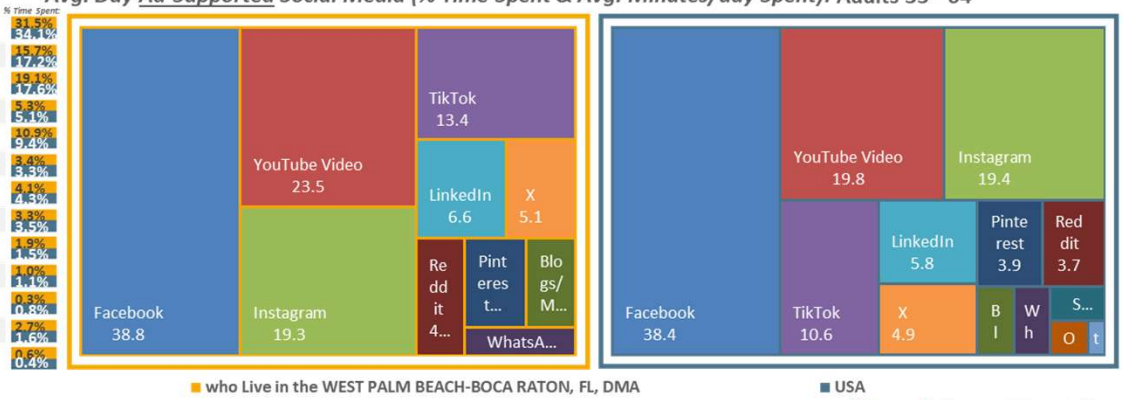
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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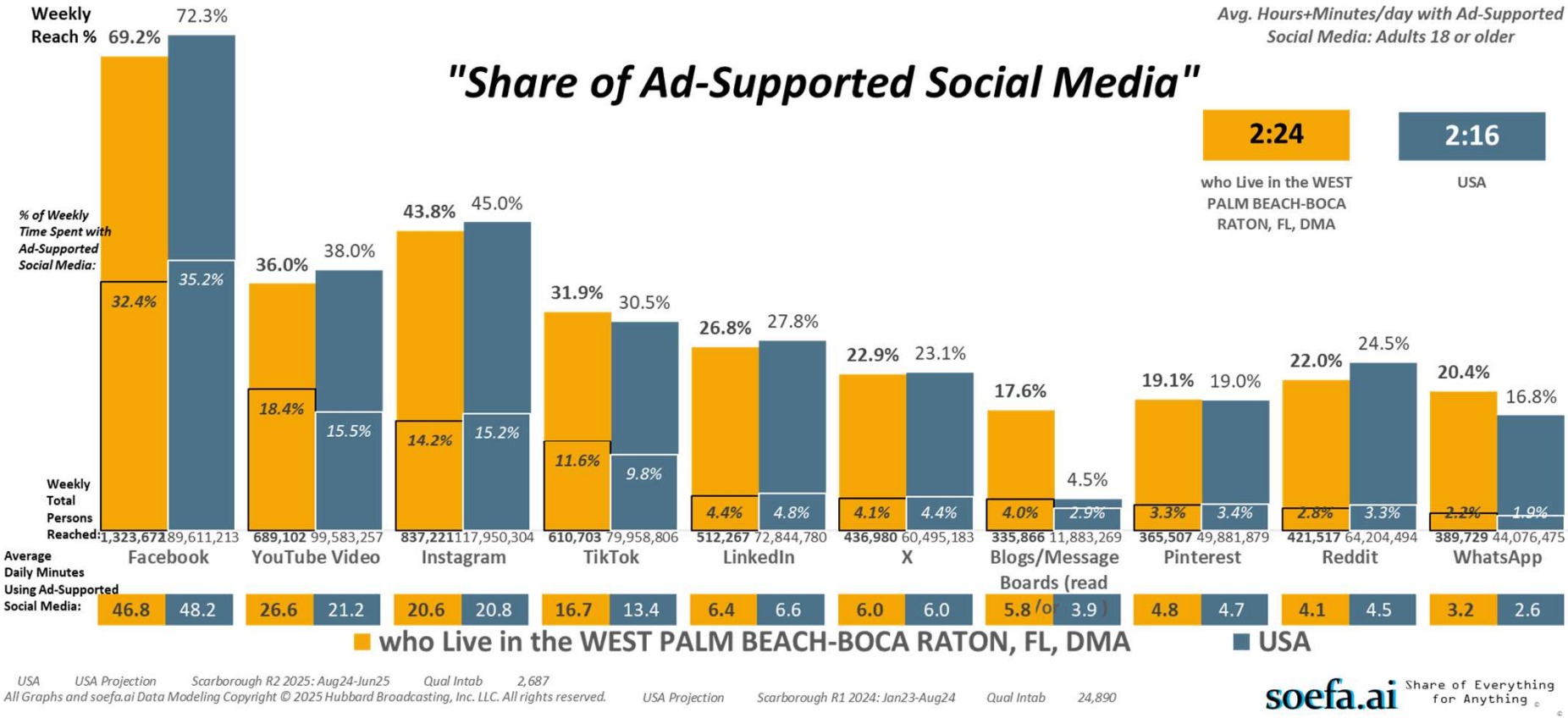
P18+

1,323,672 or 69.2% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 46.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.



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P25-54

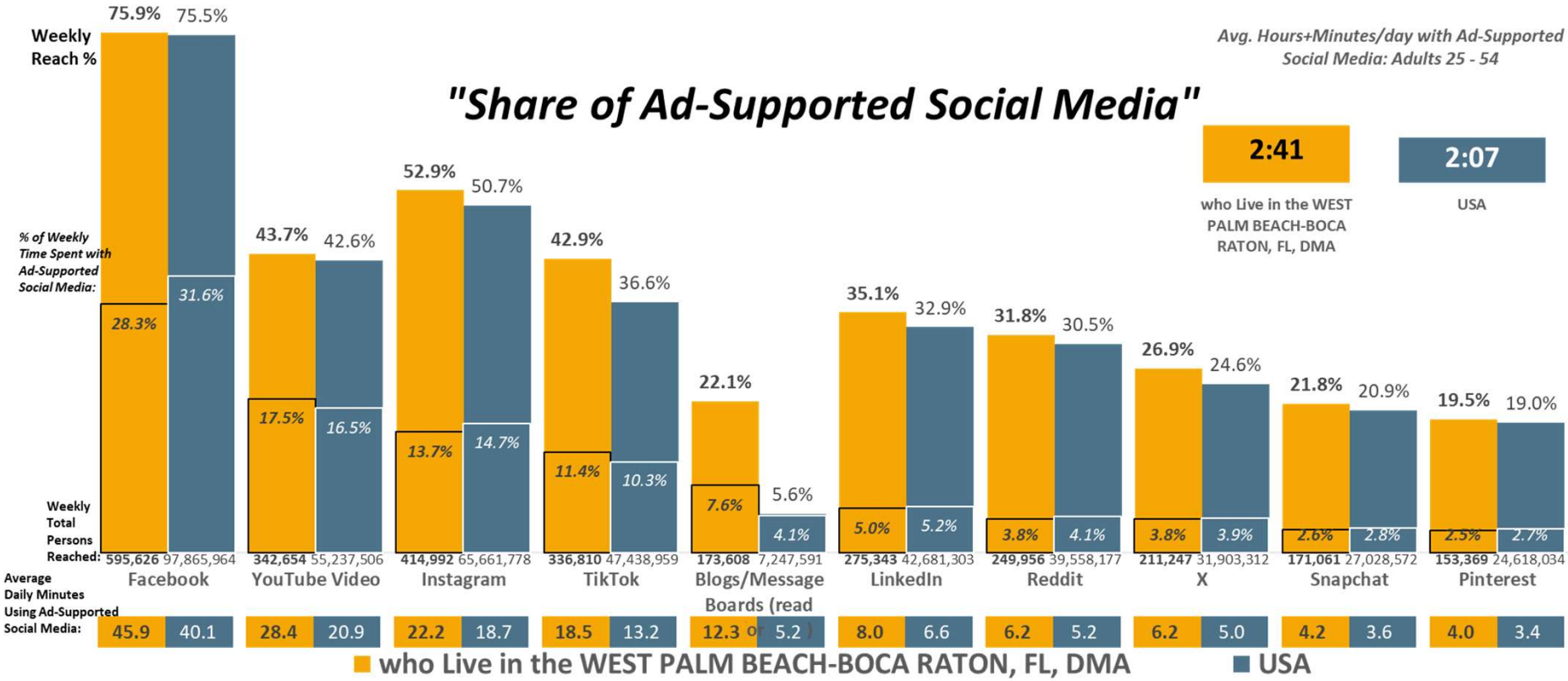
595,626 or 75.9% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 45.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

2:41 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

2:07 USA



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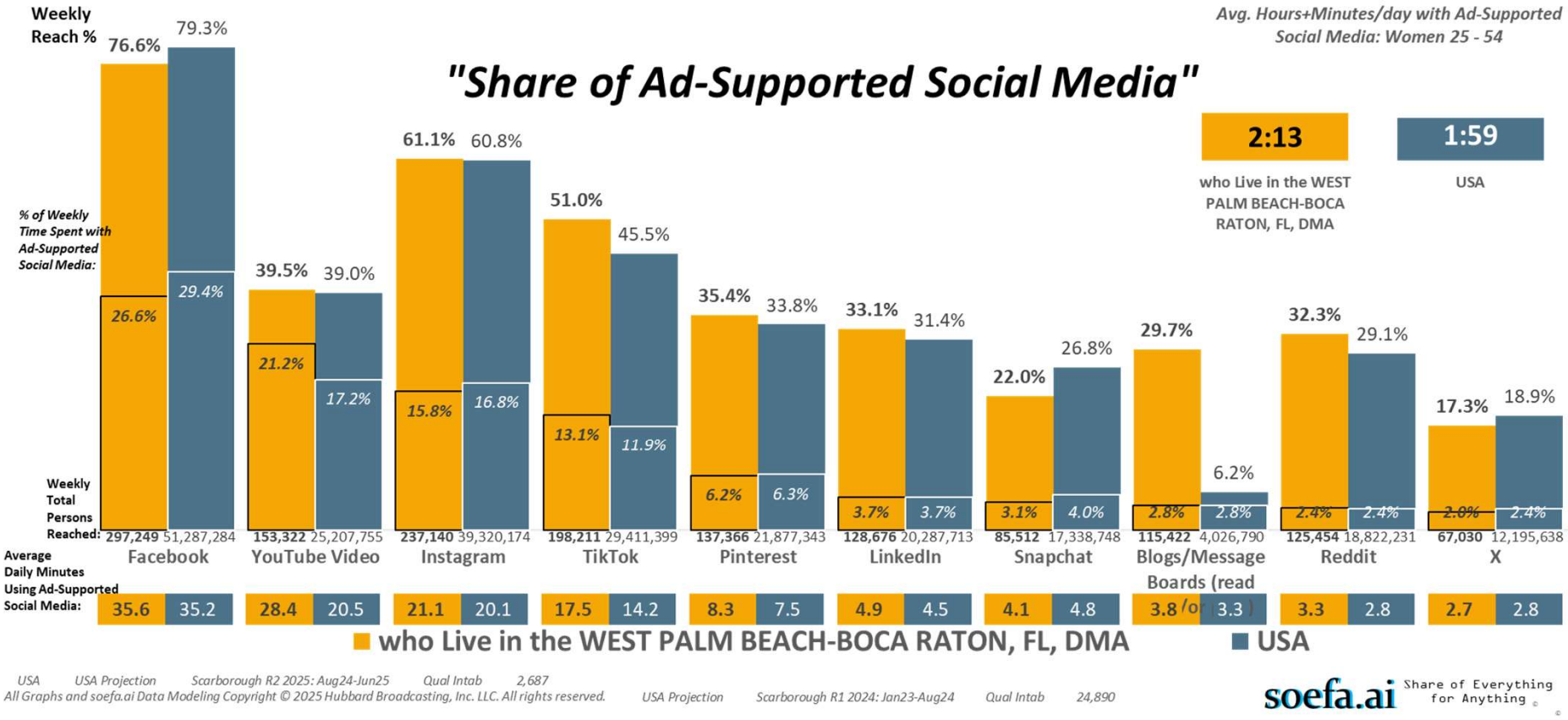
W25-54

297,249 or 76.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 35.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Social Media.



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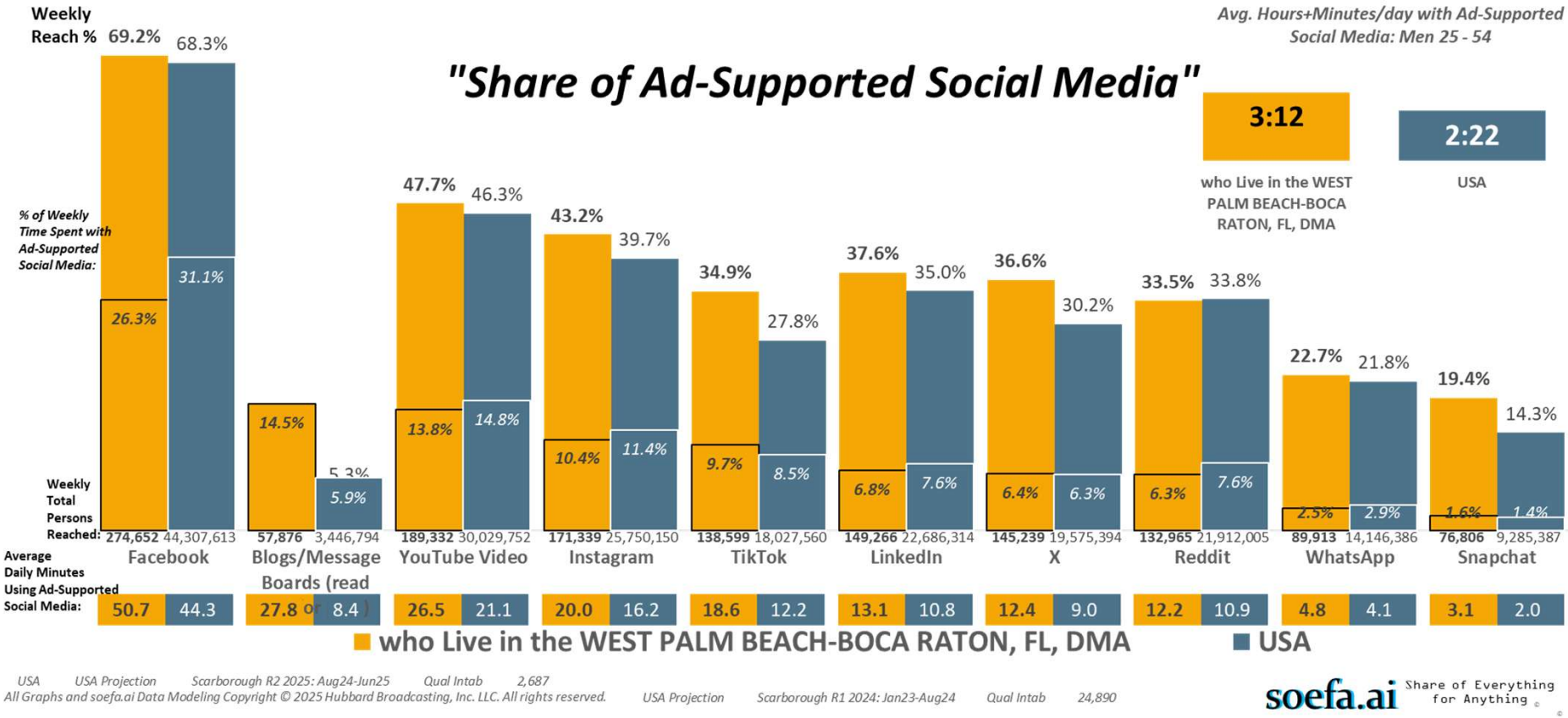
M25-54

274,652 or 69.2% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 50.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Social Media.



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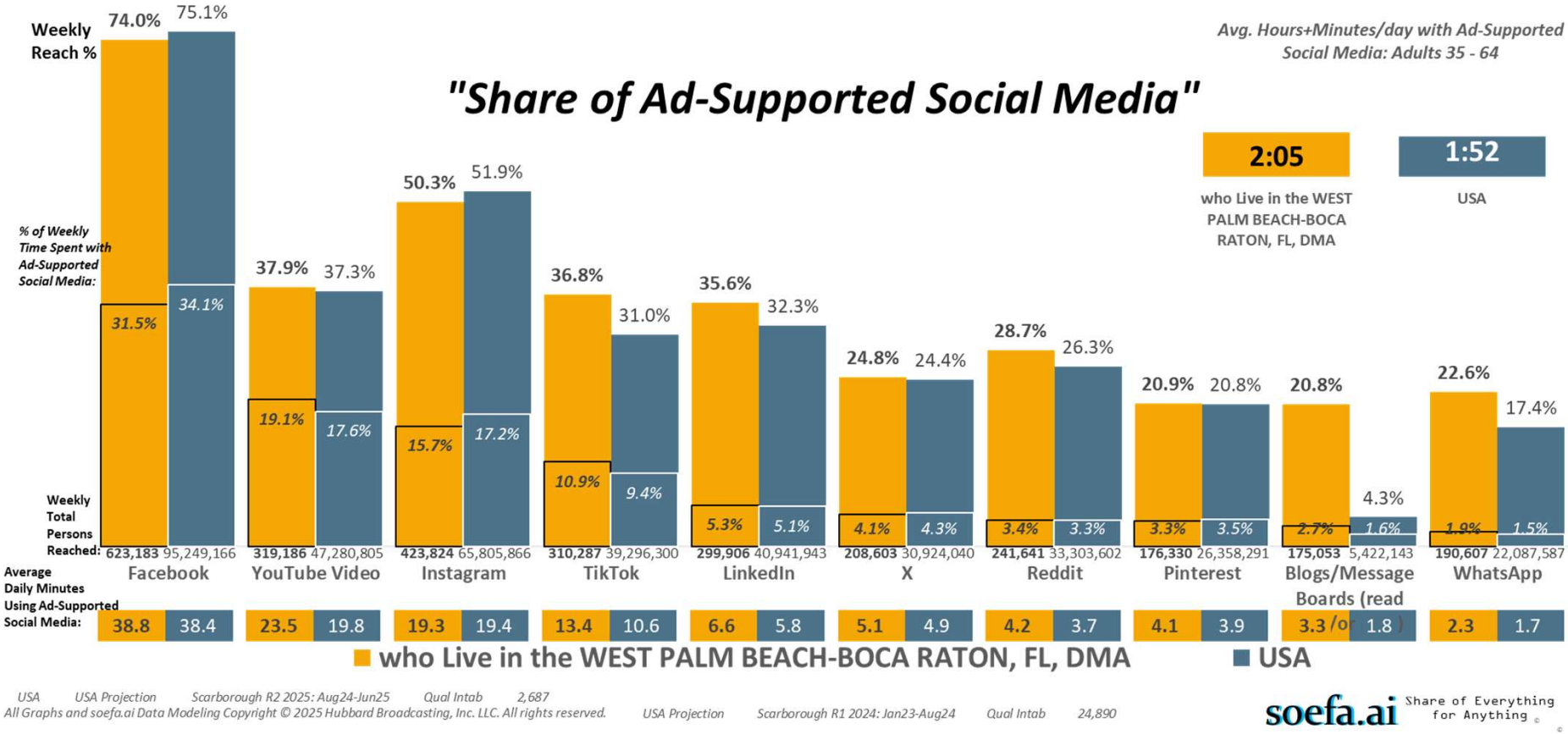
P35-64

623,183 or 74.% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 38.8 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



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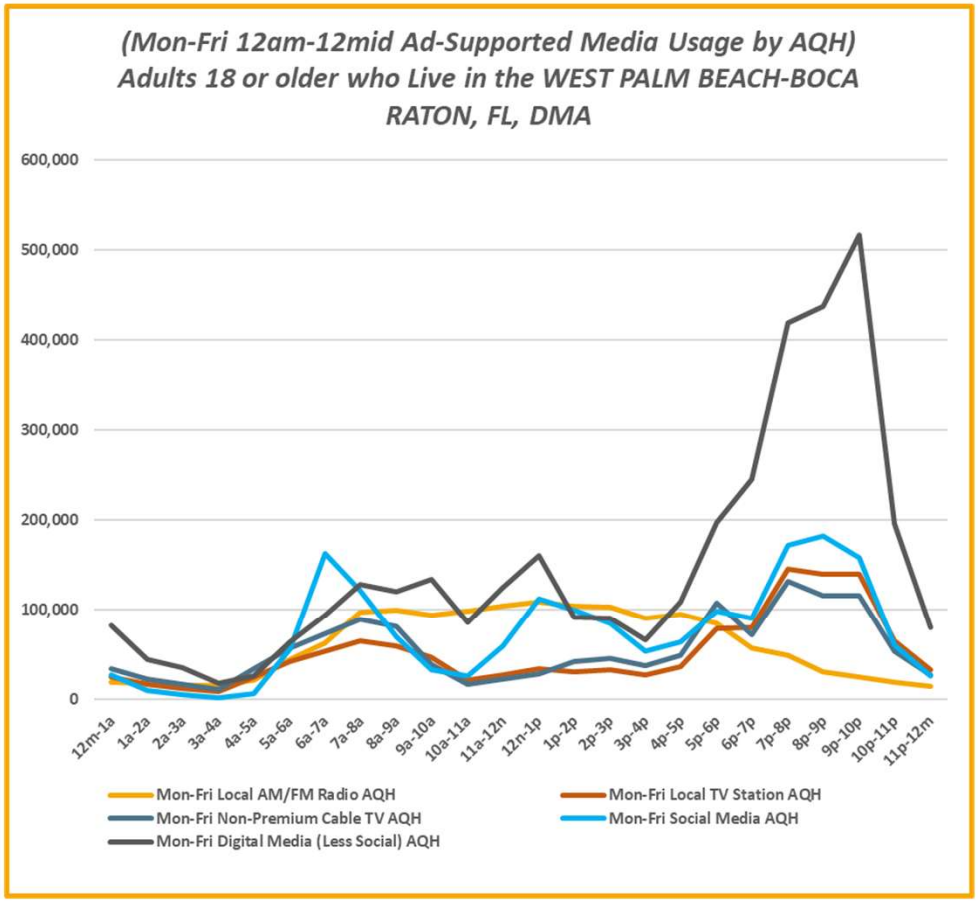
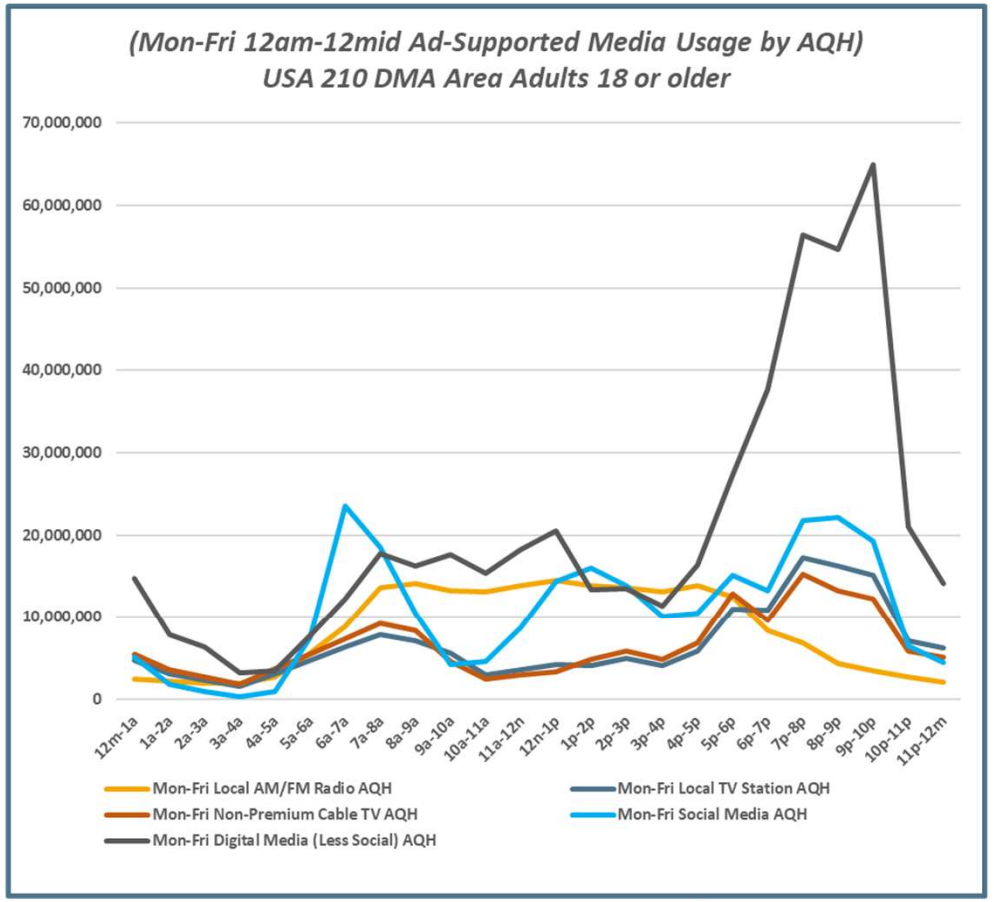
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 126,493; Local Radio: 92,167; Social Media: 82,393; Non-Prem. Cable: 54,006; Local TV: 45,264 reaching Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL,





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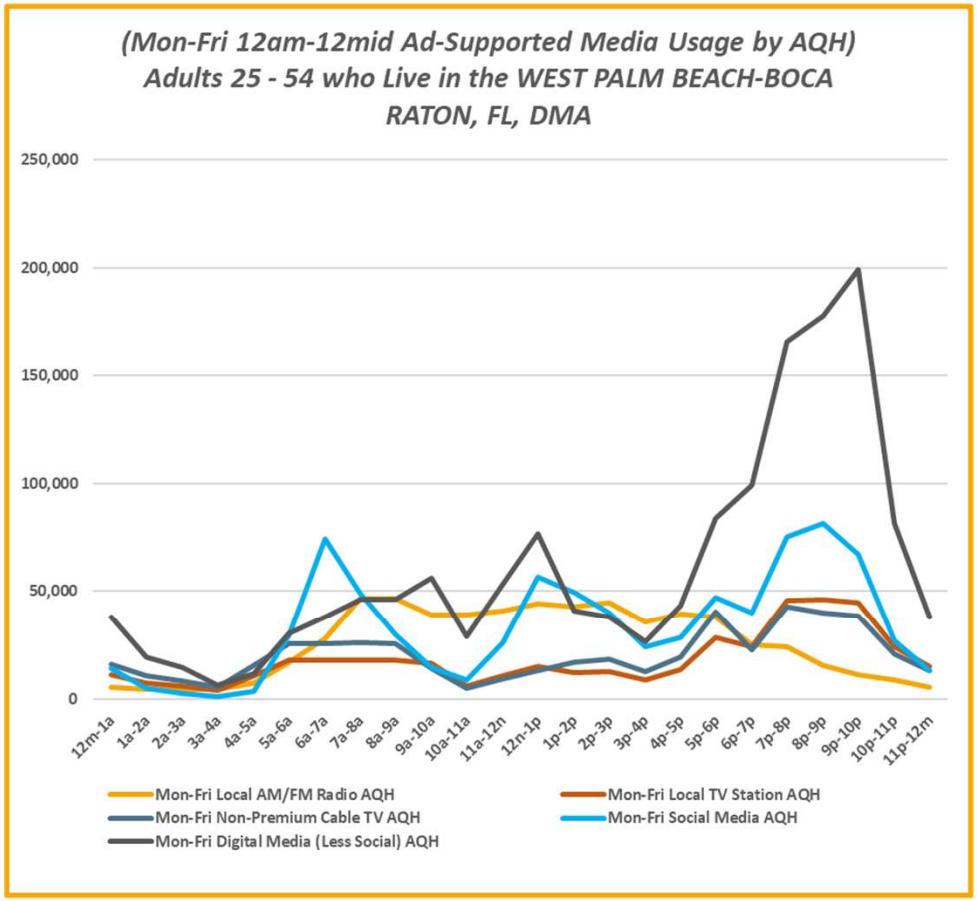
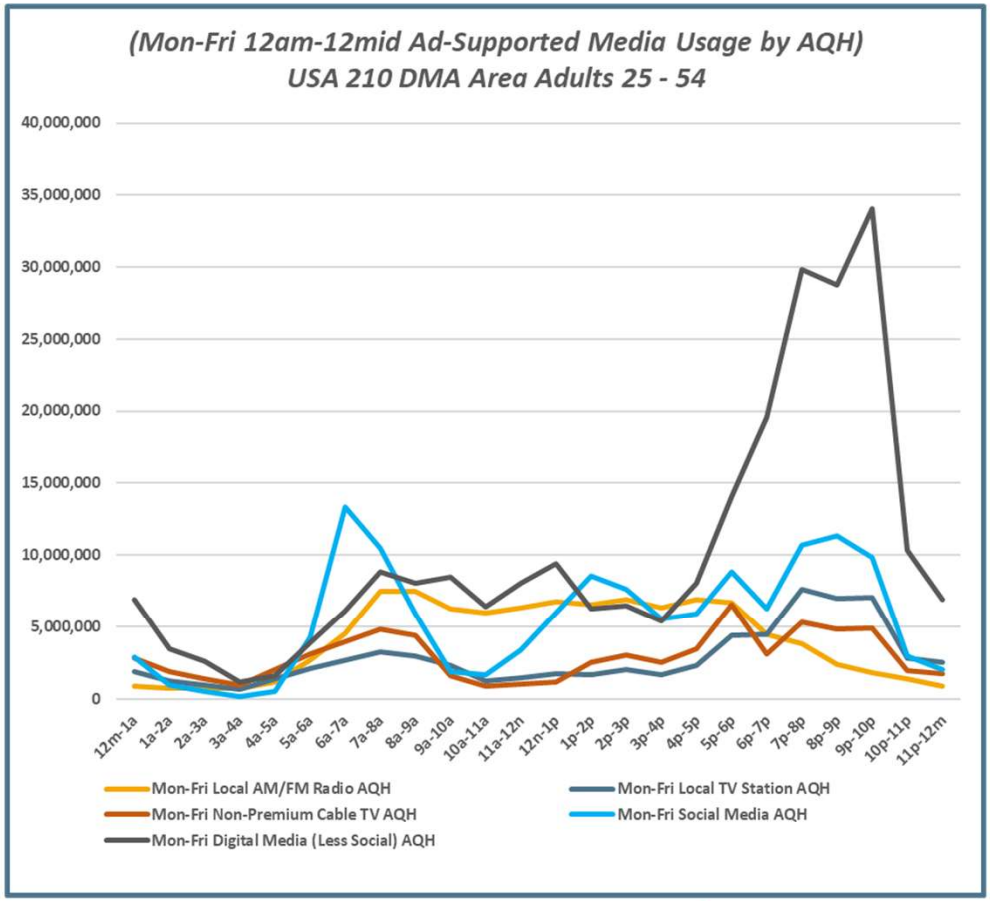
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,964; Local Radio: 39,039; Social Media: 37,435; Non-Prem. Cable: 19,029; Local TV: 15,388 reaching Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





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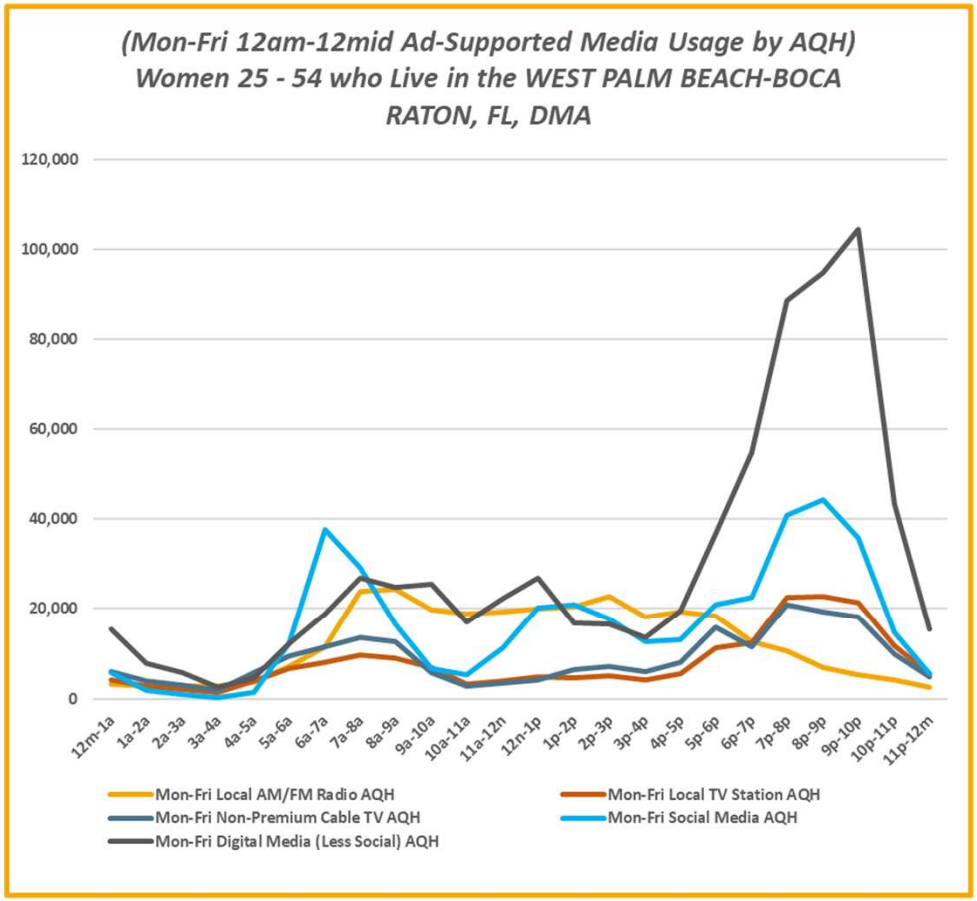
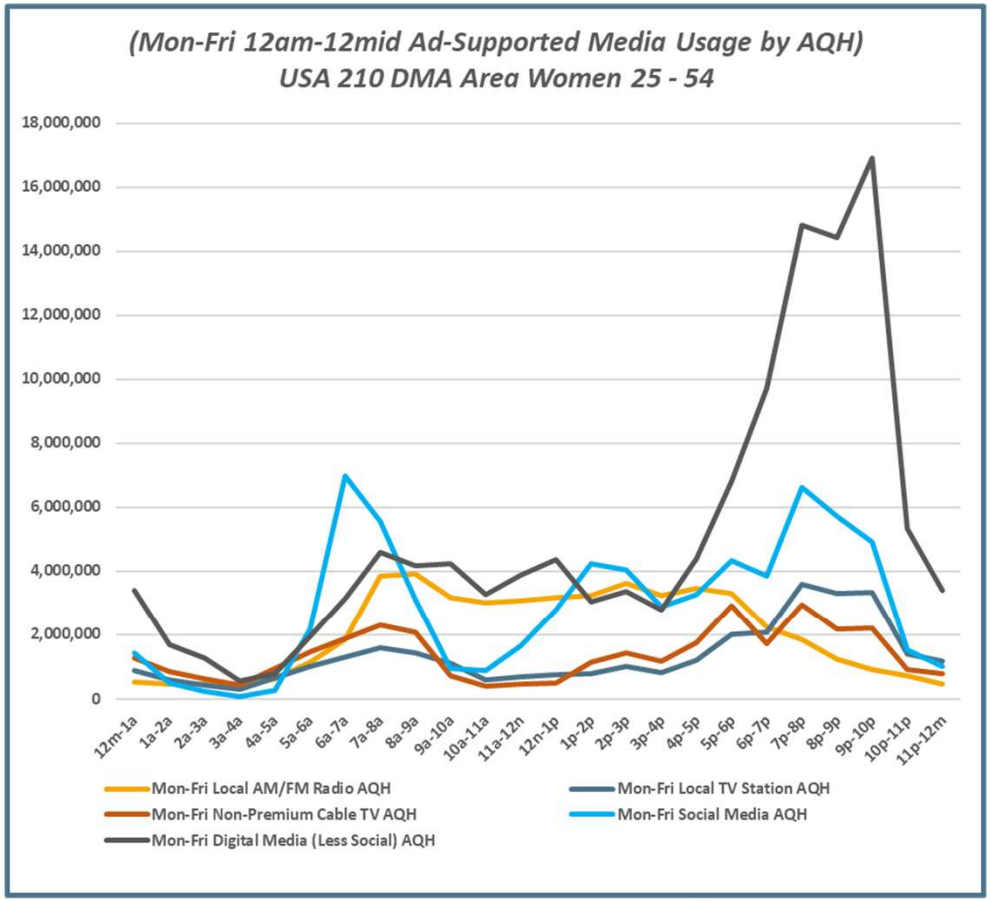
W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,657; Local Radio: 19,149; Social Media: 18,024; Non-Prem. Cable: 8,353; Local TV: 6,810 reaching Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





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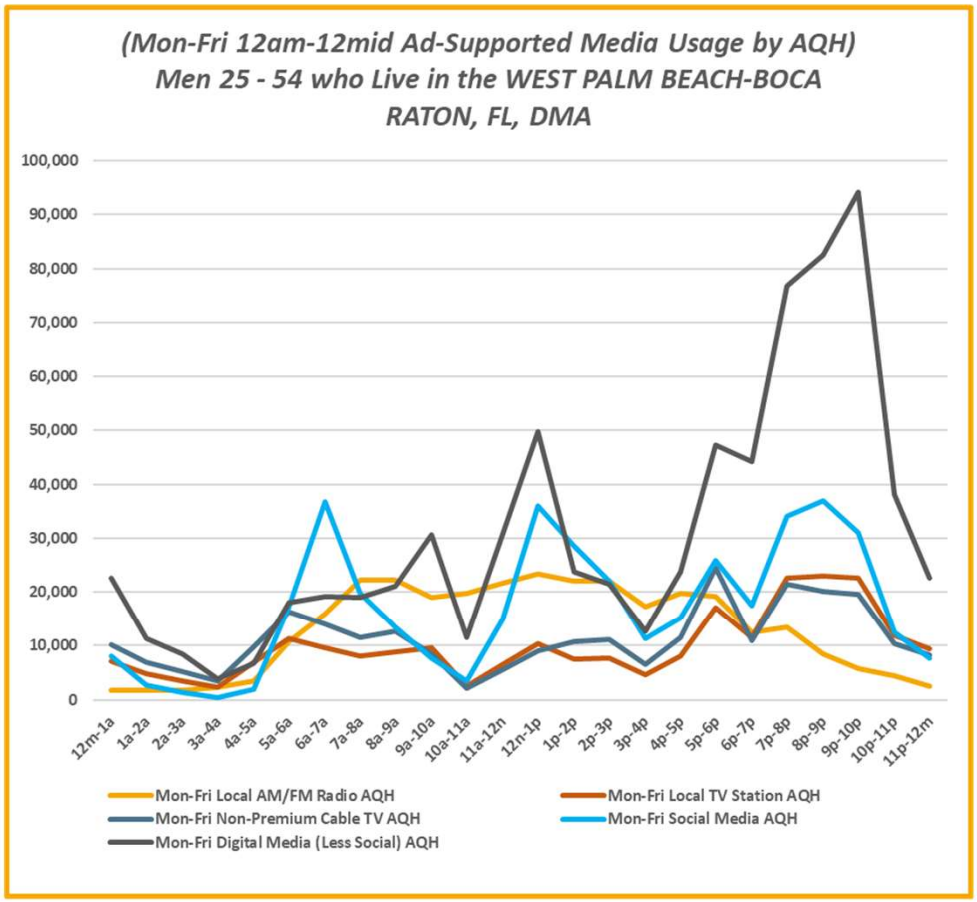
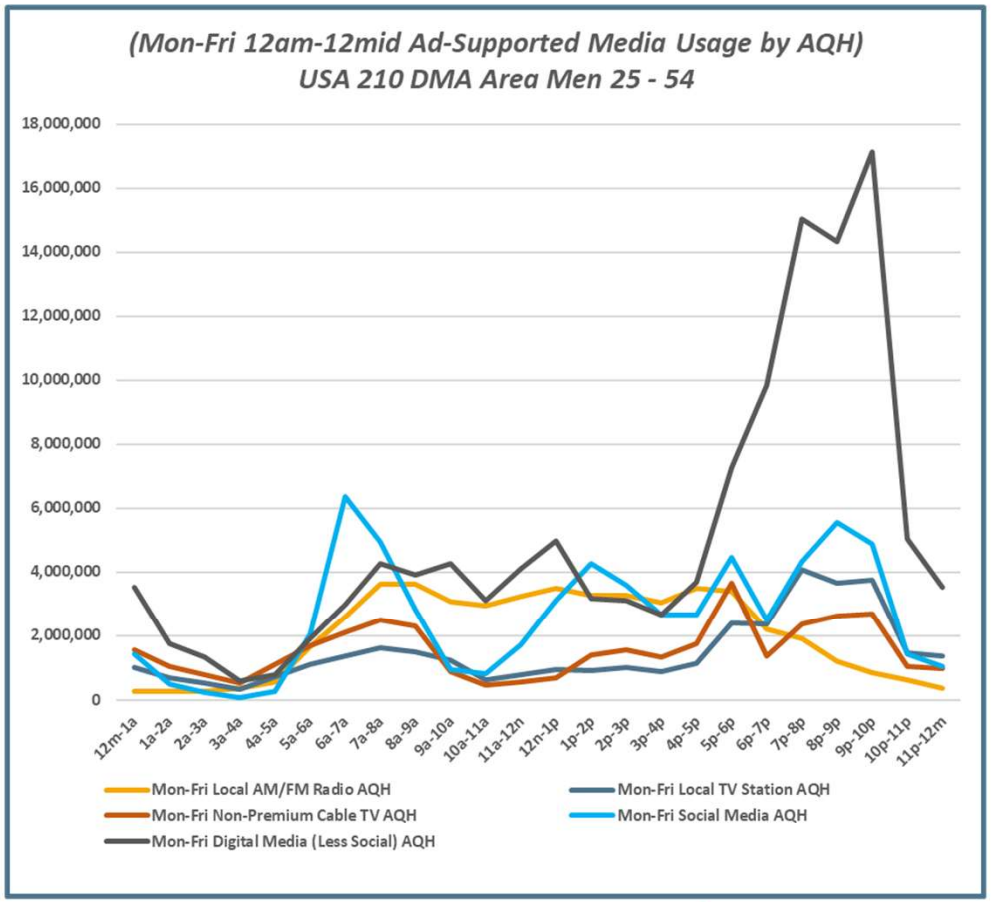
M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,330; Local Radio: 19,762; Social Media: 19,405; Non-Prem. Cable: 10,676; Local TV: 8,597 reaching Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





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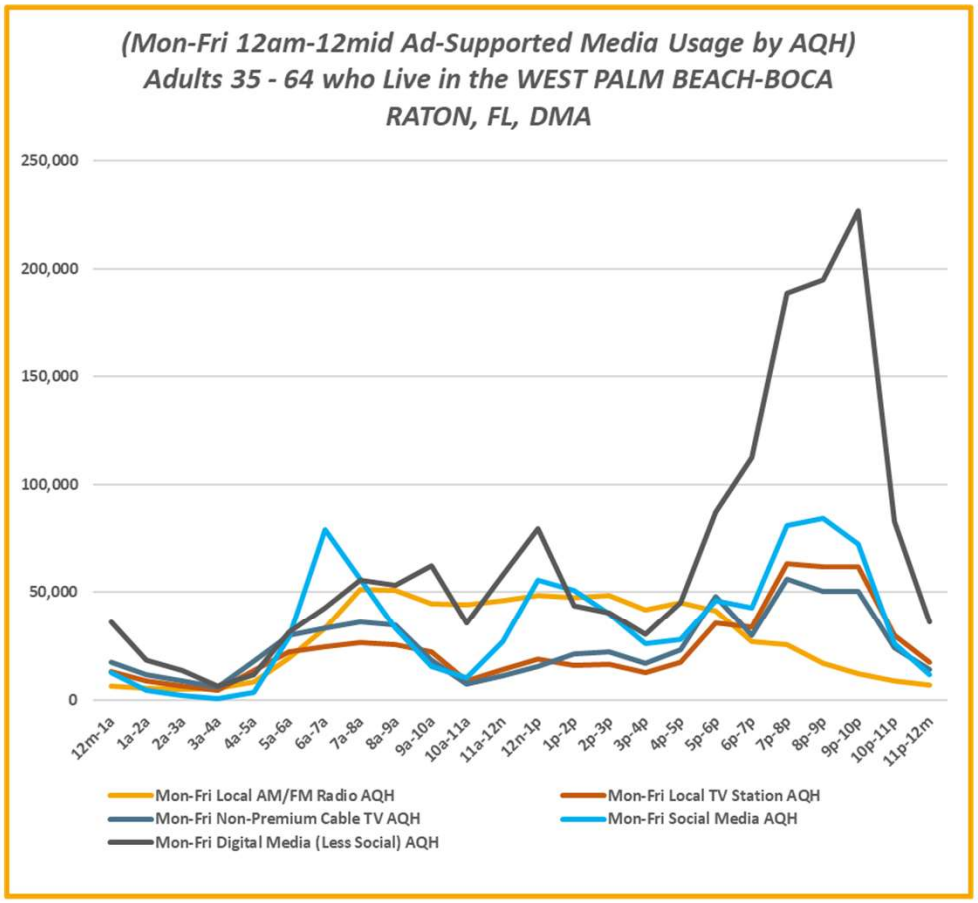
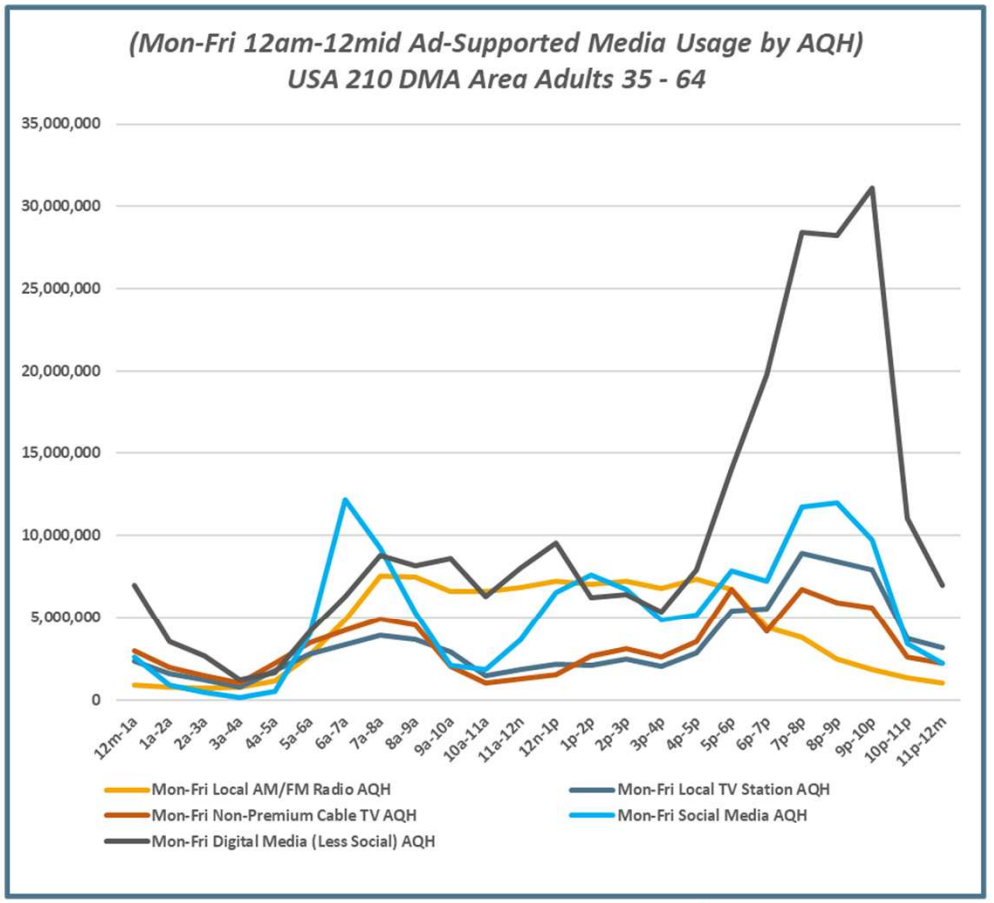
P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,334; Local Radio: 43,702; Social Media: 39,101; Non-Prem. Cable: 24,279; Local TV: 20,798 reaching Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.





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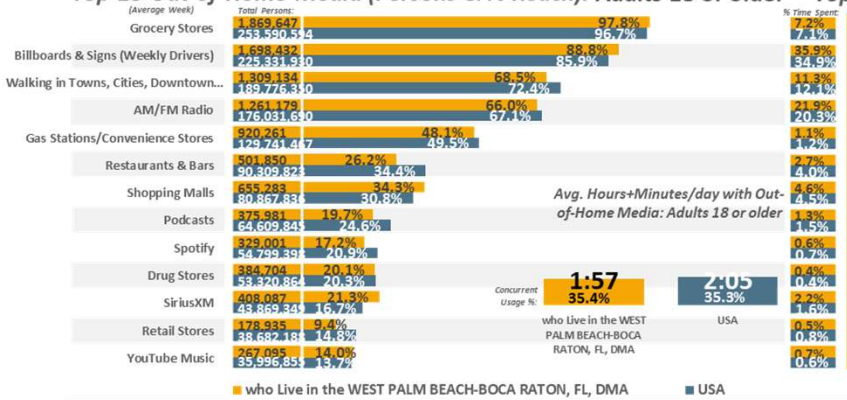
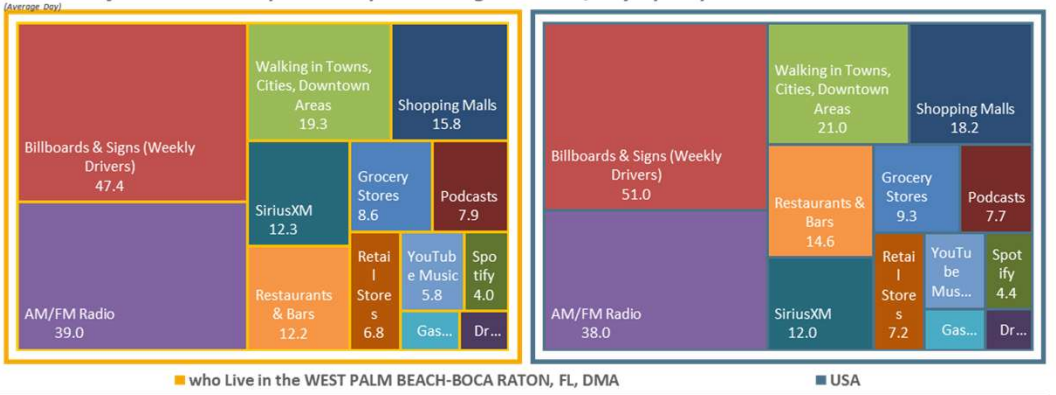
P18+

1,698,432 or 88.8% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes/day

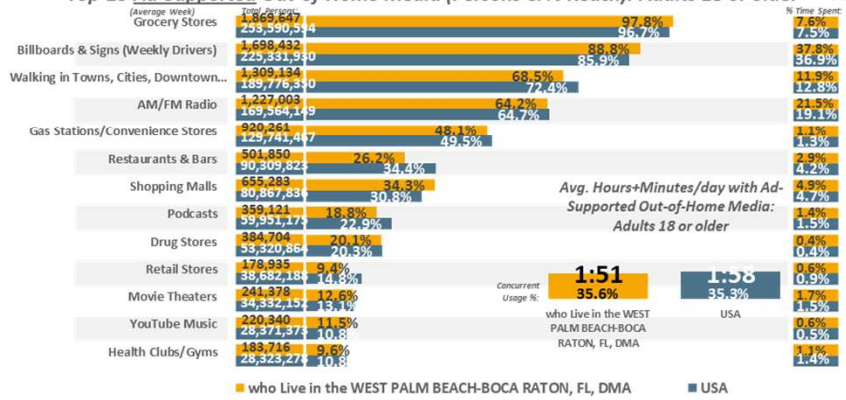
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



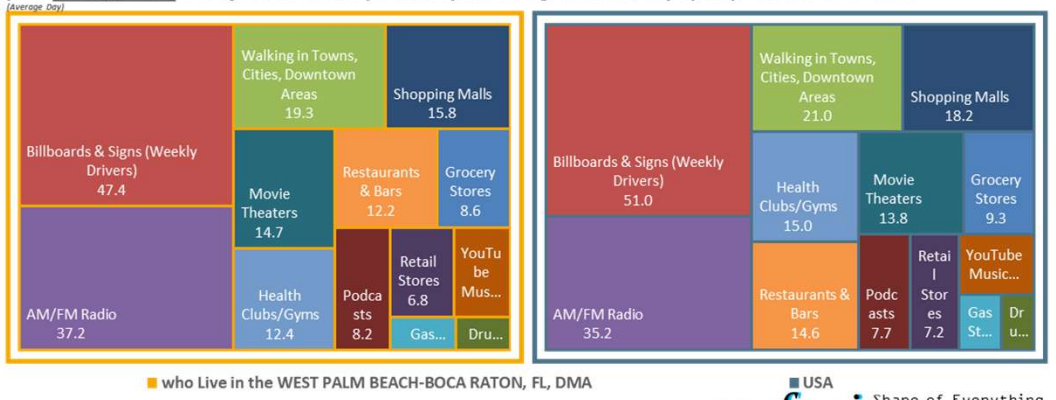
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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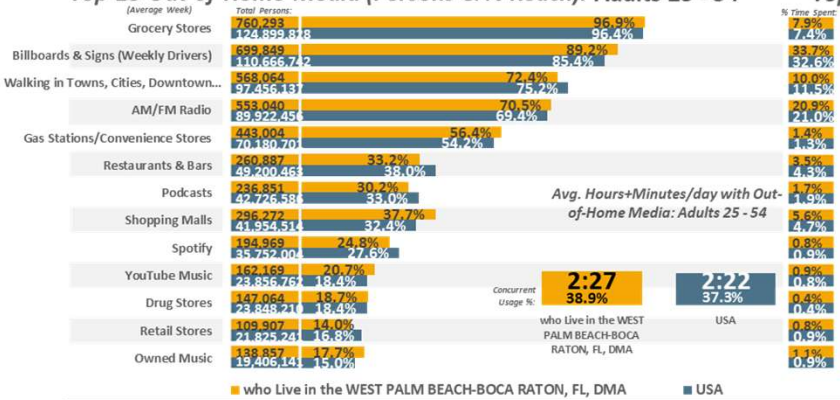
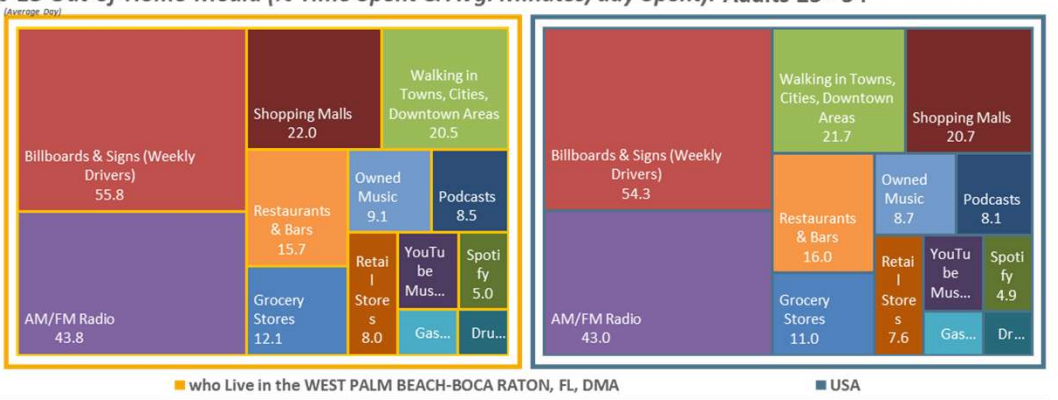
P25-54

699,849 or 89.2% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minutes/day.

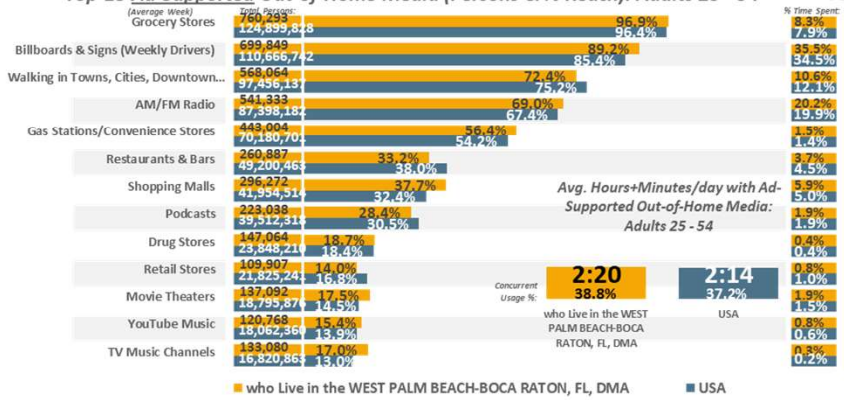
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



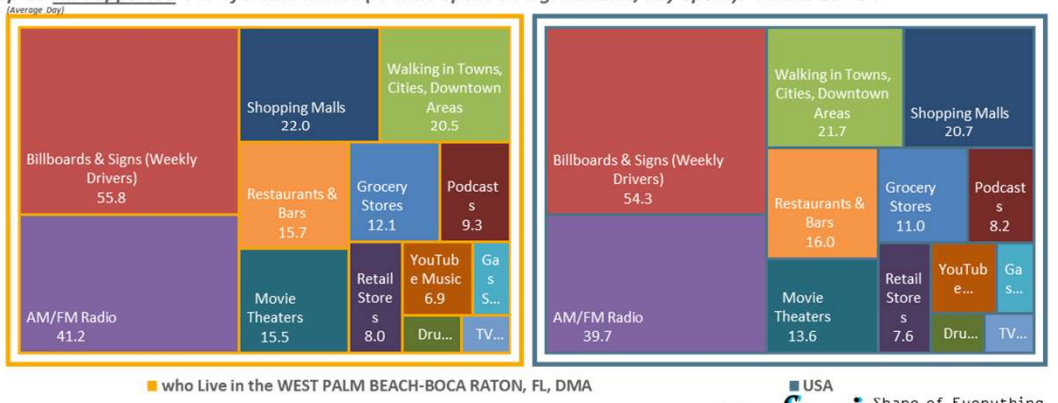
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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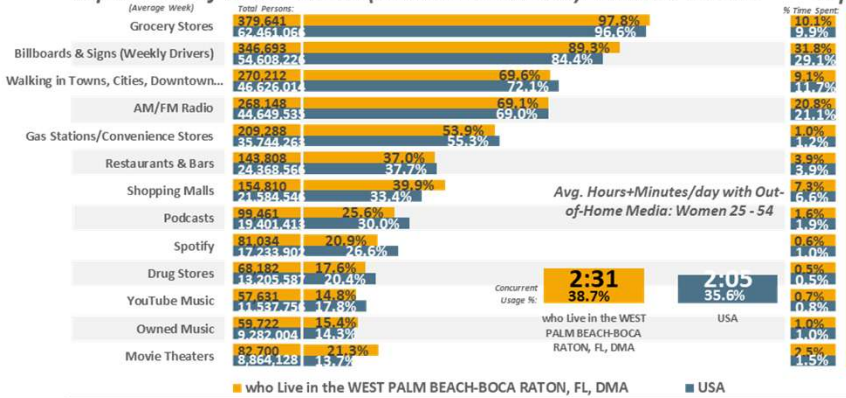
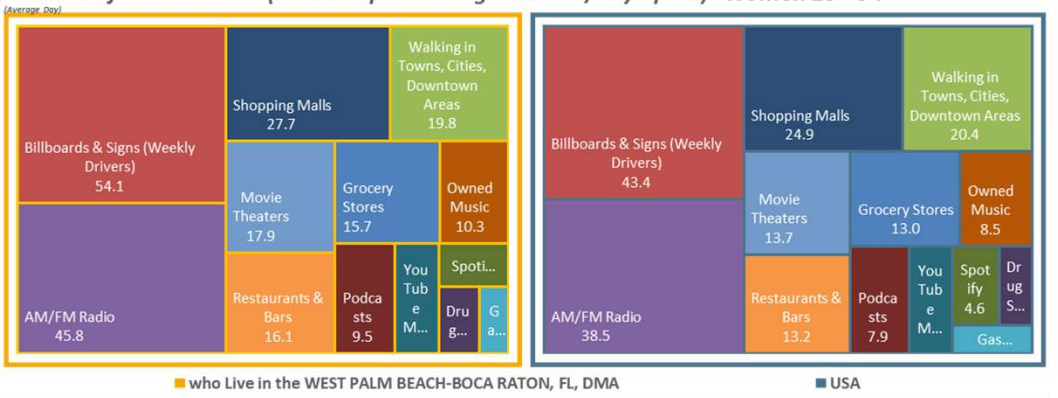
346,693 or 89.3% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/day.

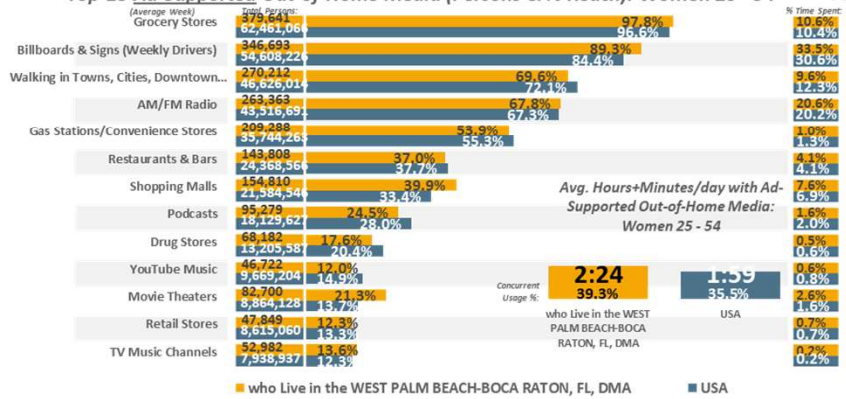
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



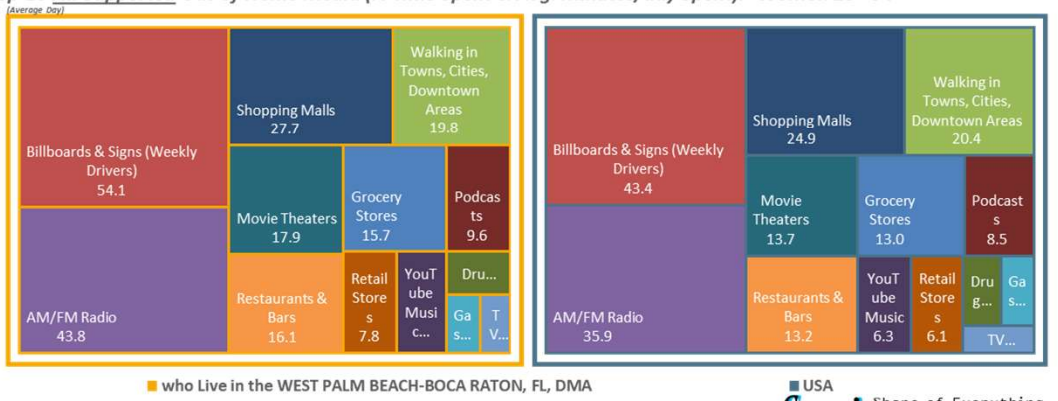
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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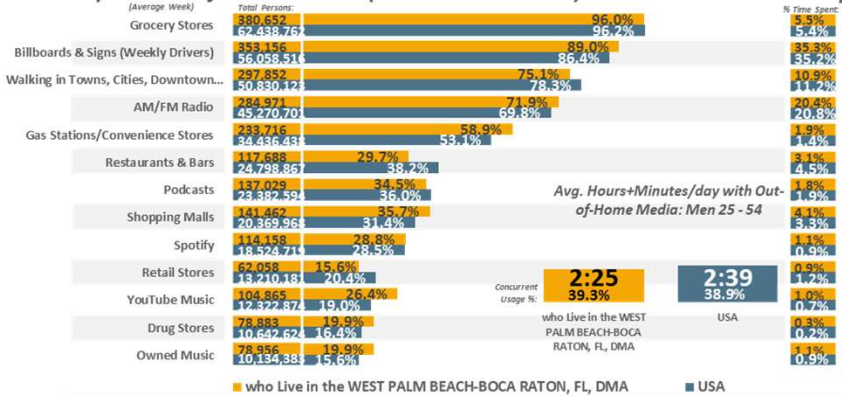
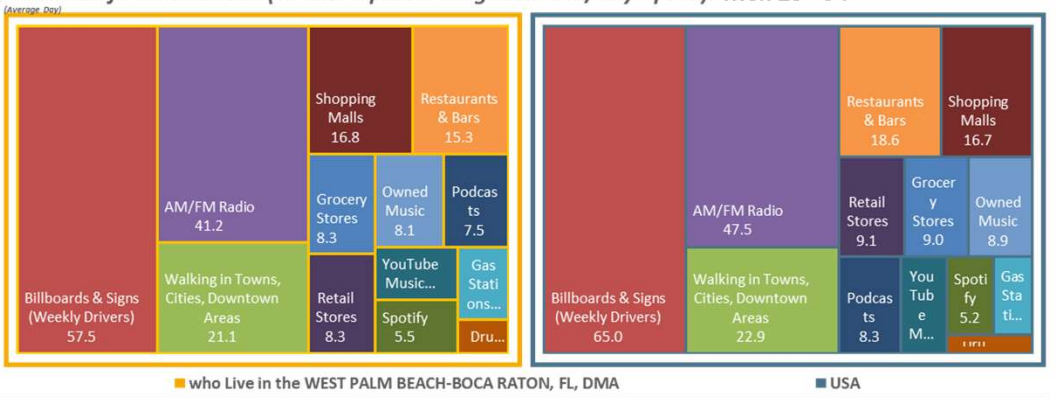
M25-54

353,156 or 89.% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

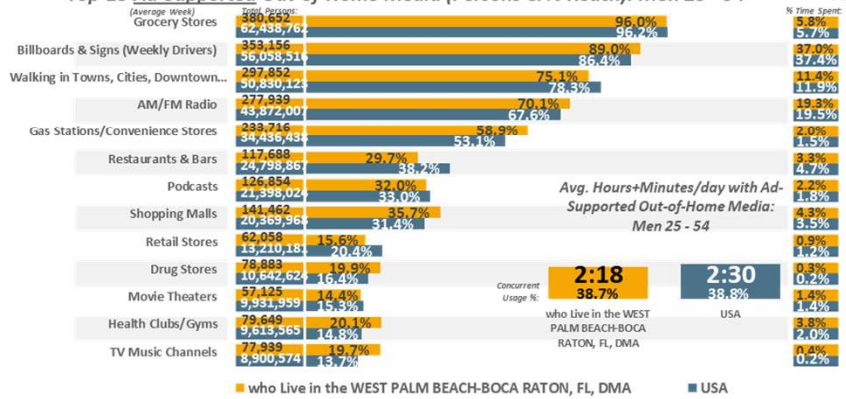
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



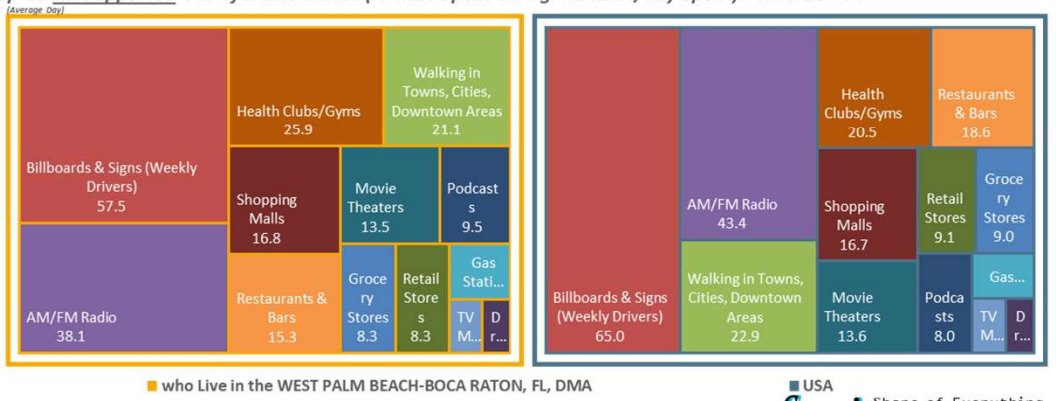
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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 2025: Aug24-Jun25 Qual Intab 2,687

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 24,890

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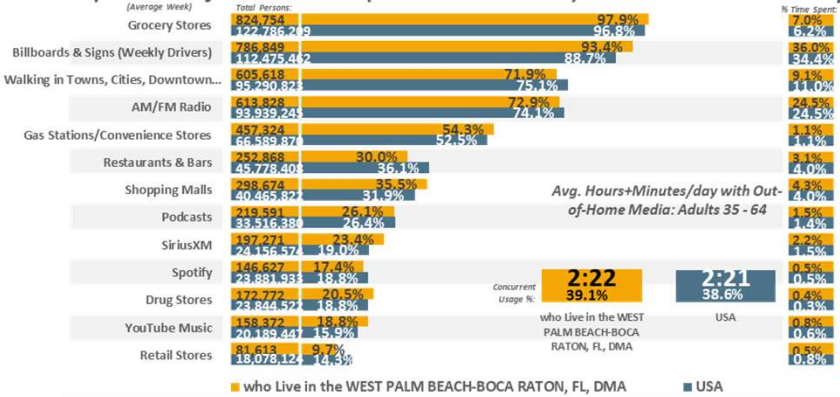
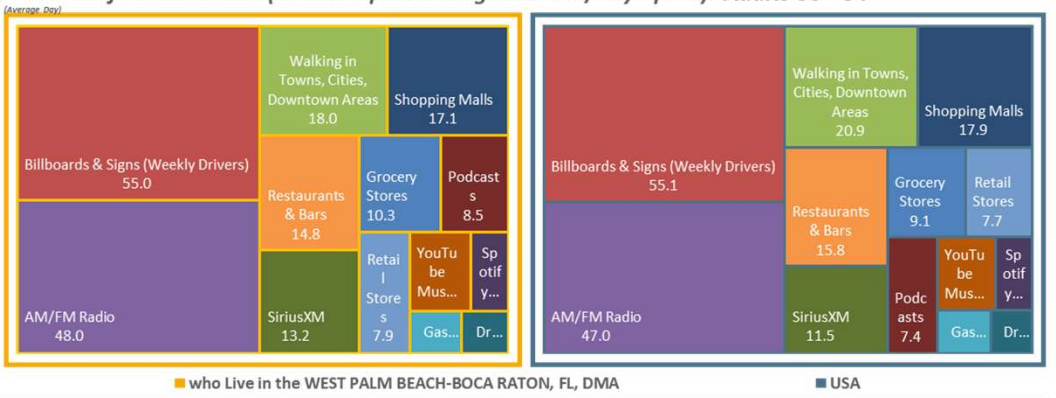
P35-64

786,849 or 93.4% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 55. minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day.

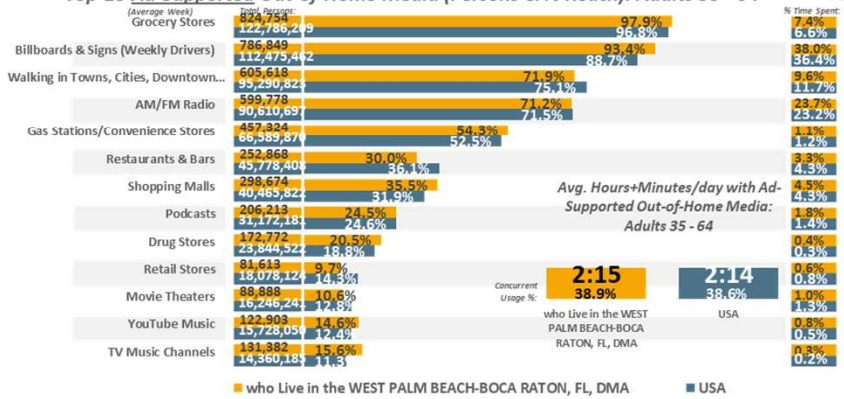
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



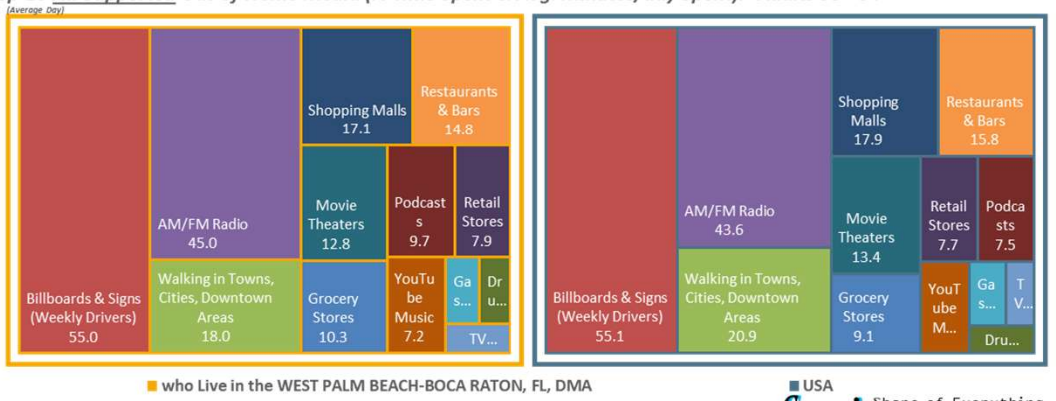
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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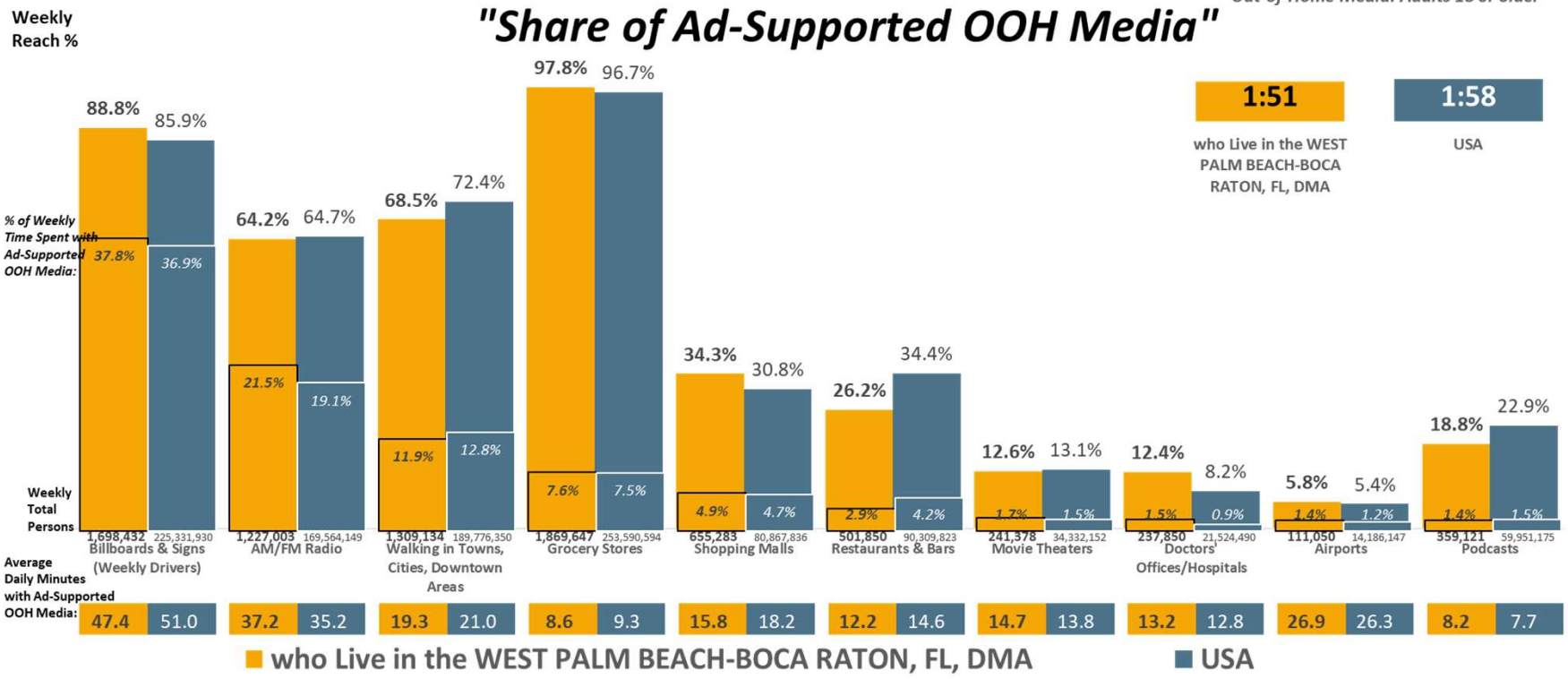
P18+

1,698,432 or 88.8% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 47.4 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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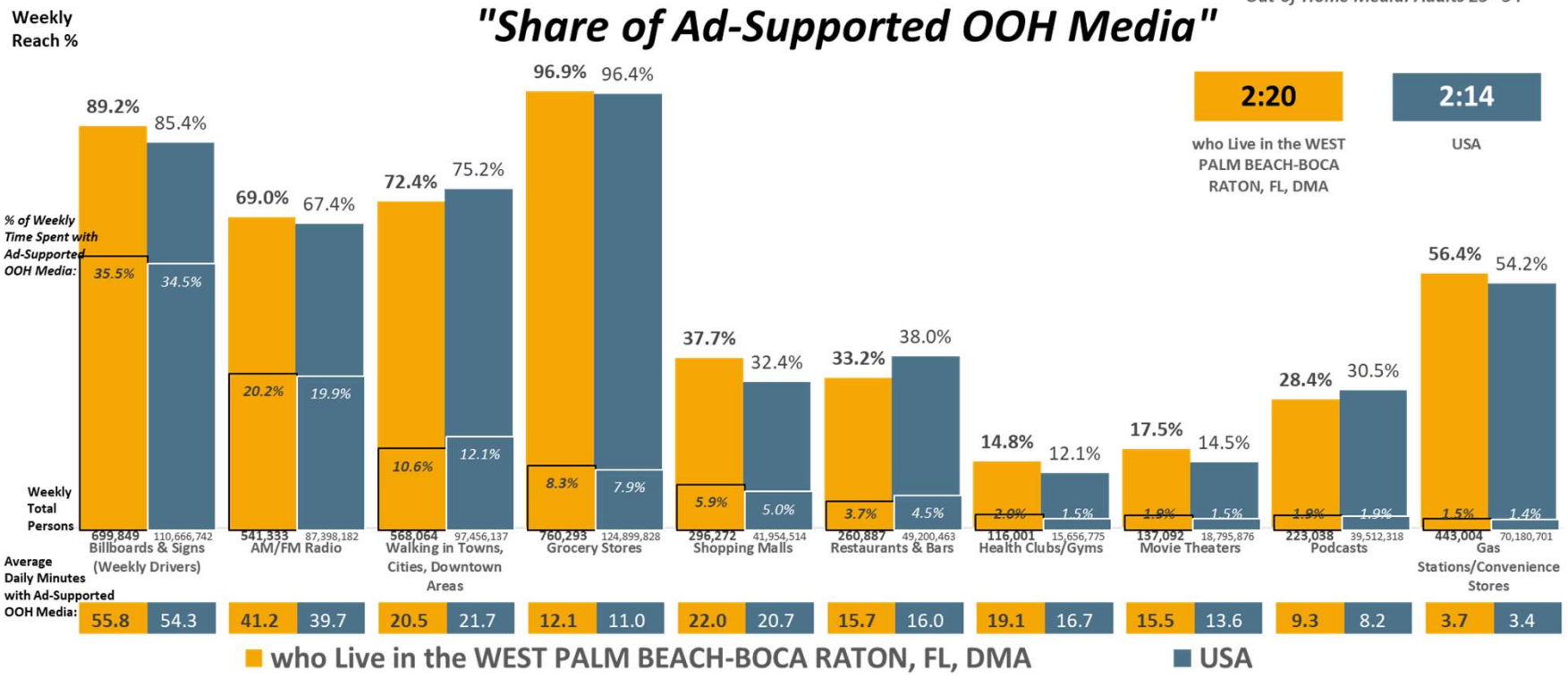
P25-54

699,849 or 89.2% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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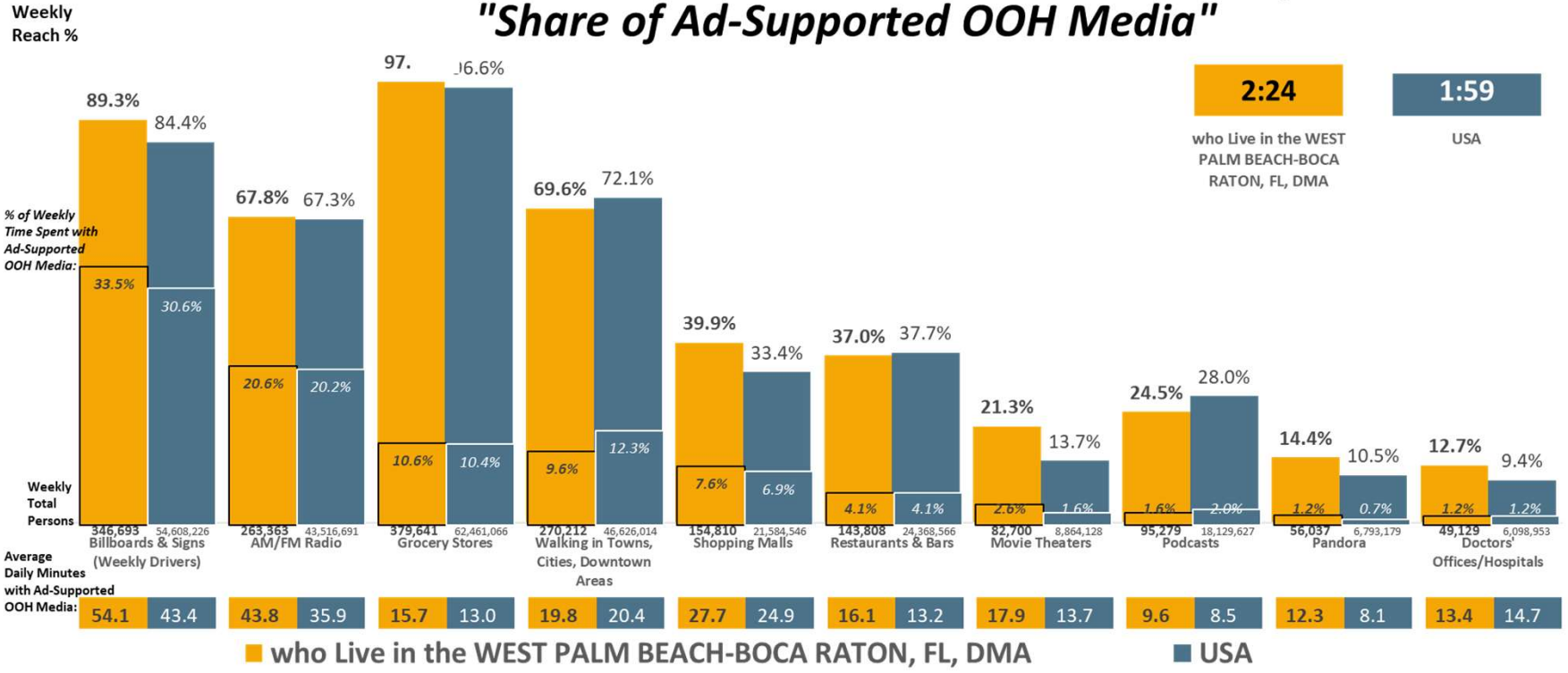
346,693 or 89.3% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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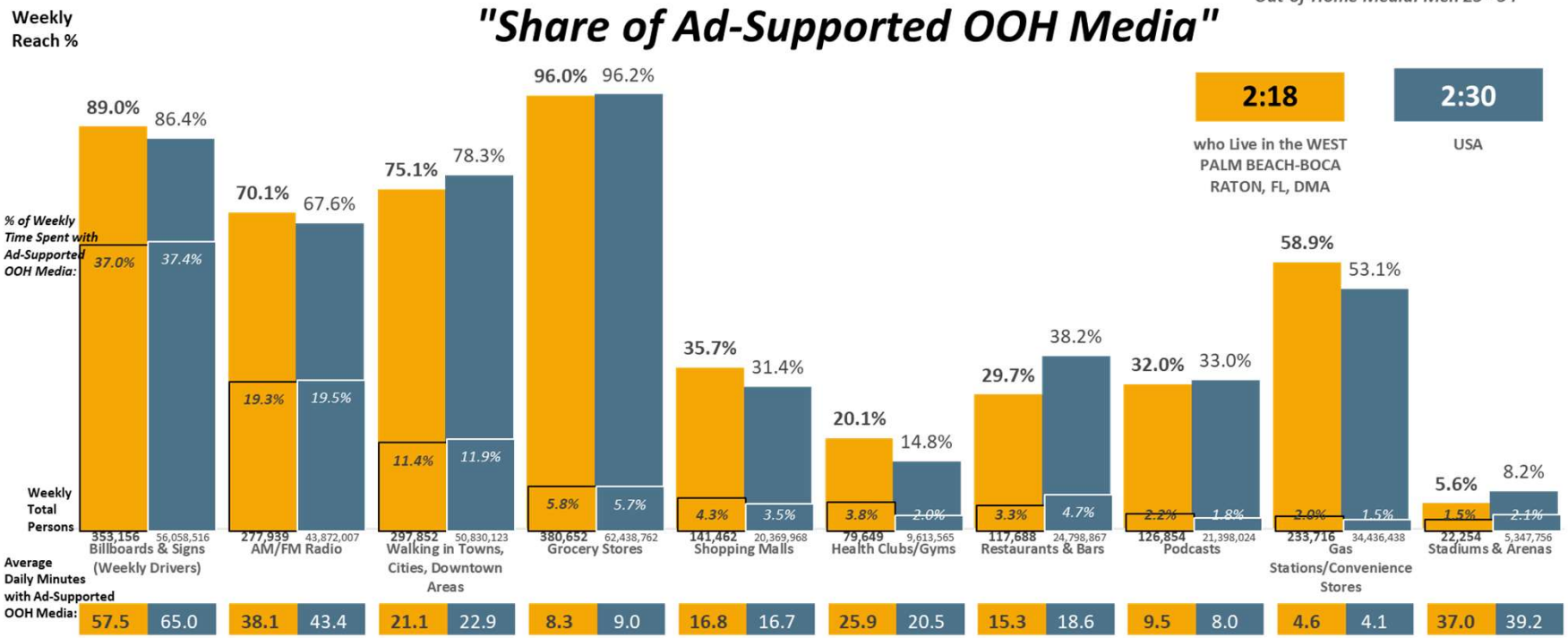
M25-54

353,156 or 89.% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 37.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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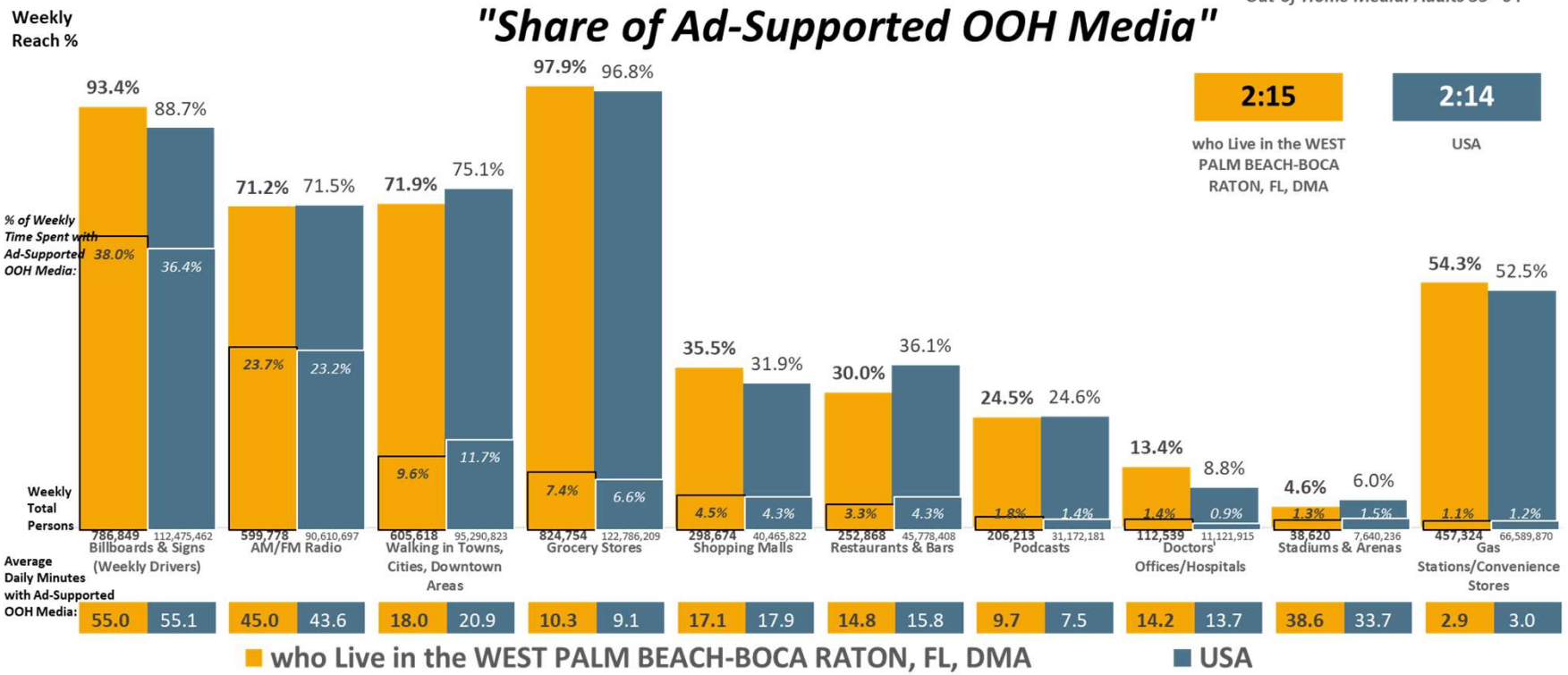
P35-64

786,849 or 93.4% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 38.% 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"



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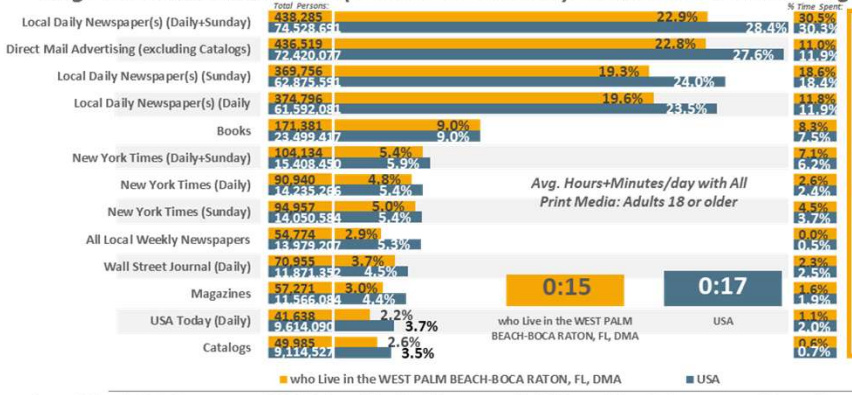
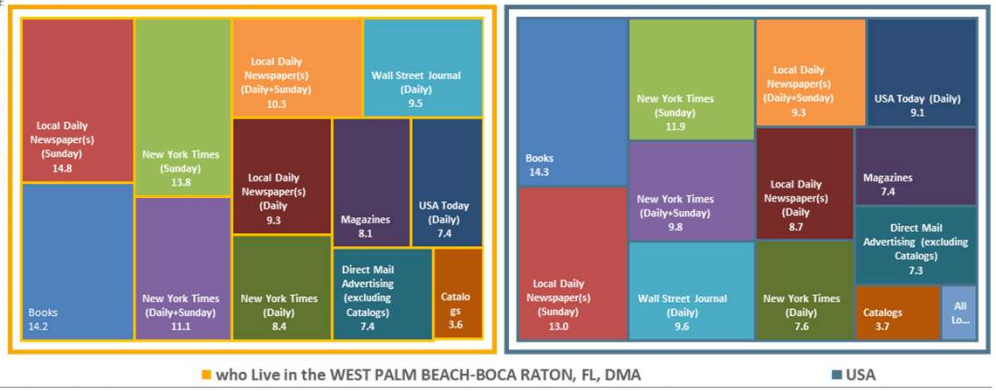
P18+

438,285 or 22.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

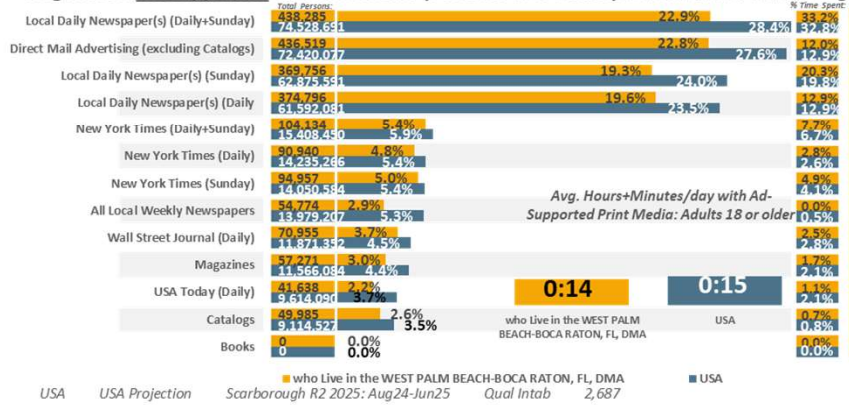
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



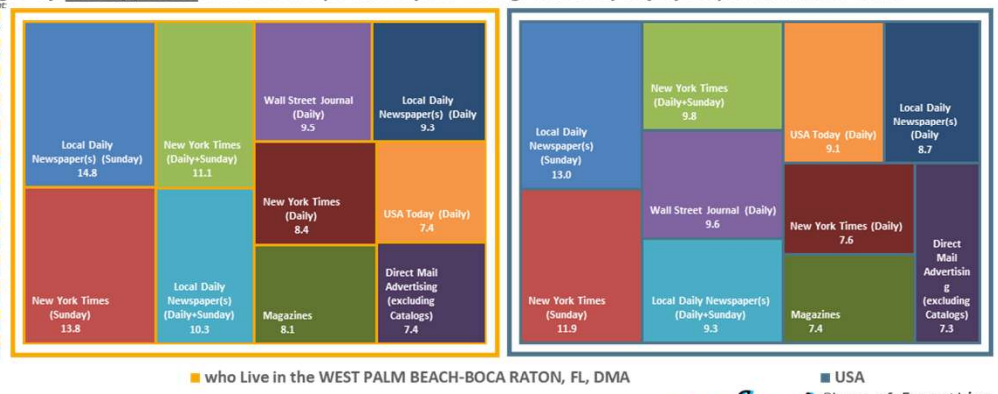
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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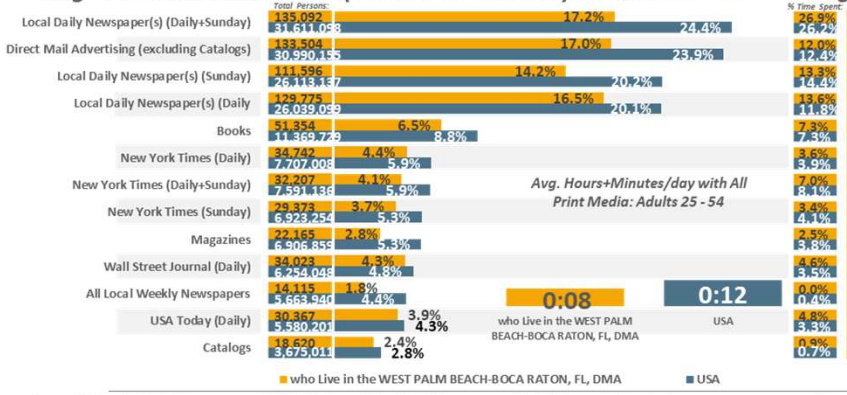
P25-54

135,092 or 17.2% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

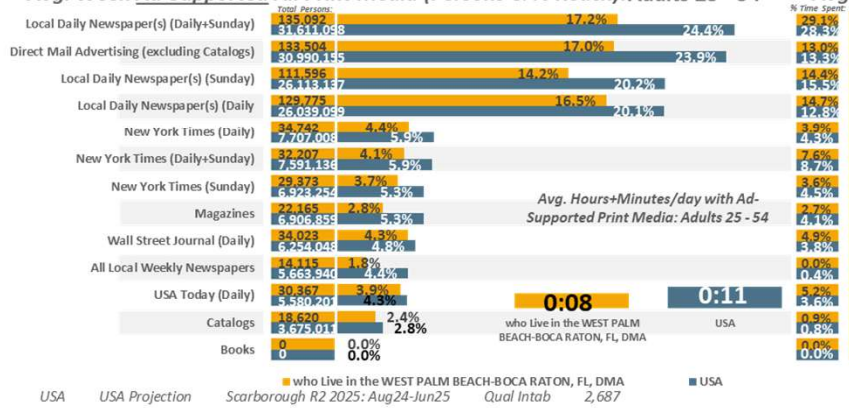
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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



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



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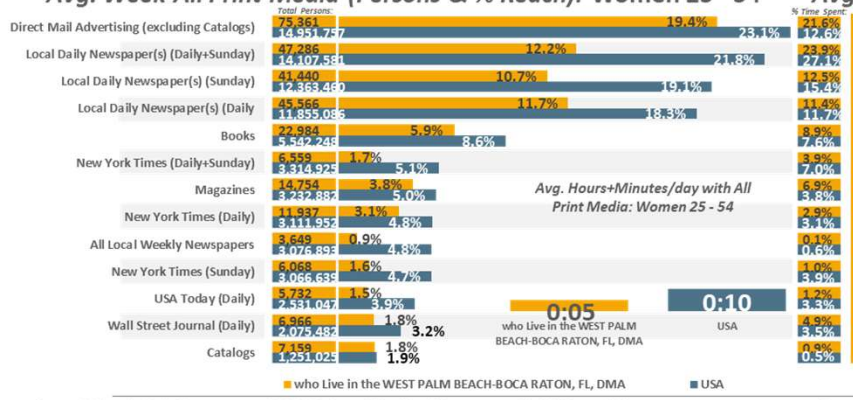
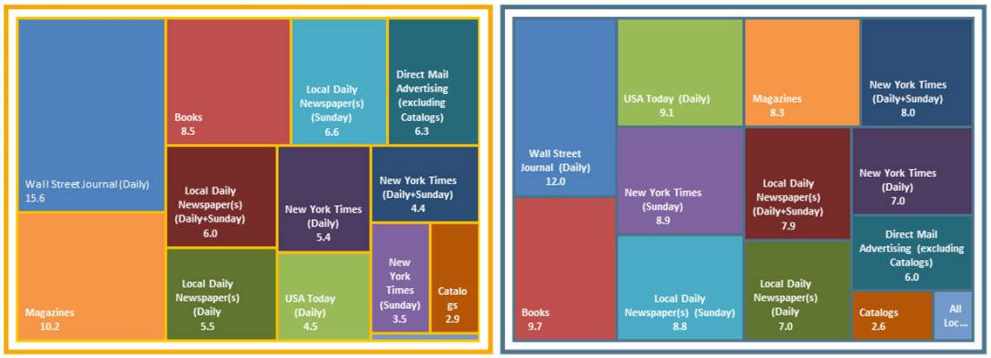
47,286 or 12.2% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6. minutes every day representing 26.2% of all time spent daily with All forms of Print Media.

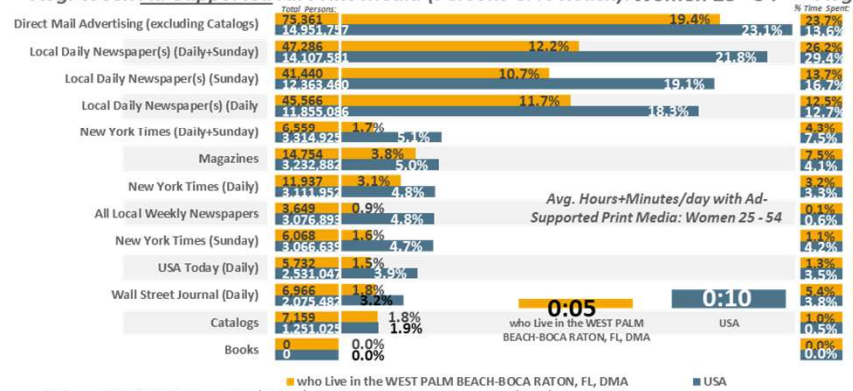
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



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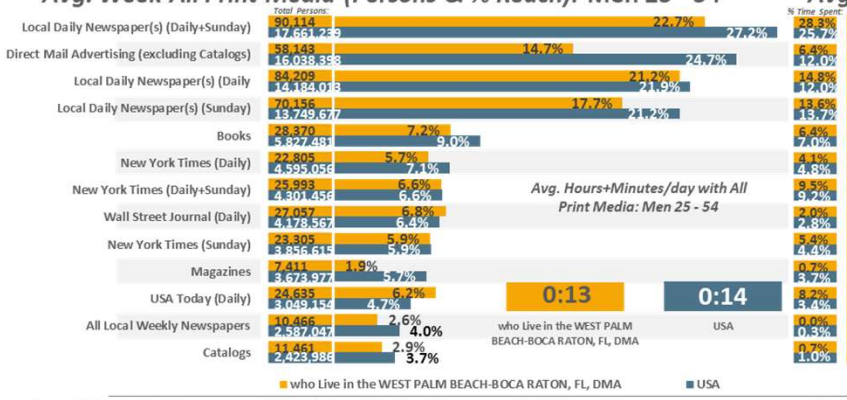
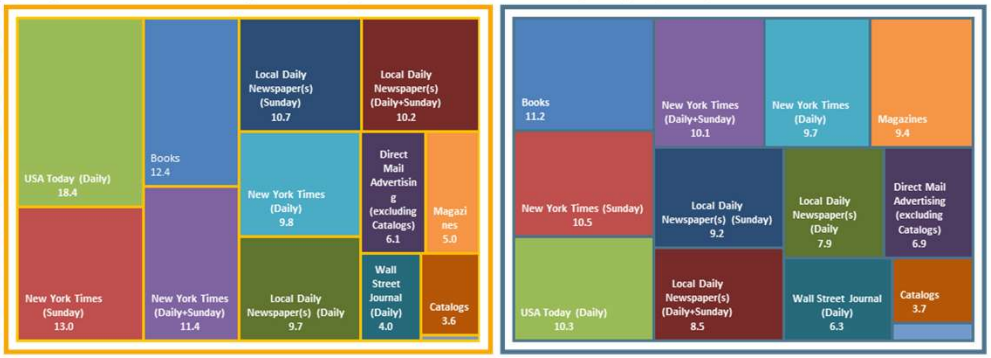
90,114 or 22.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

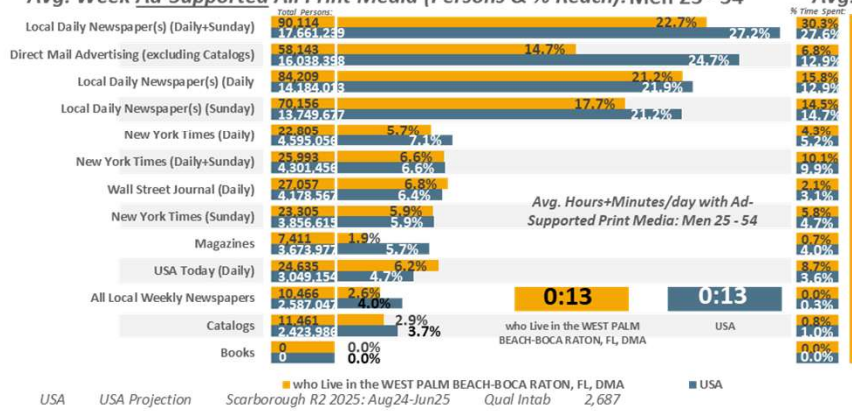
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



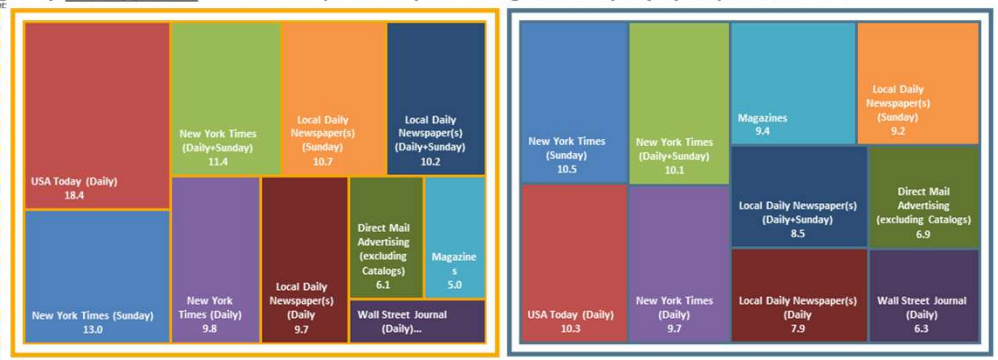
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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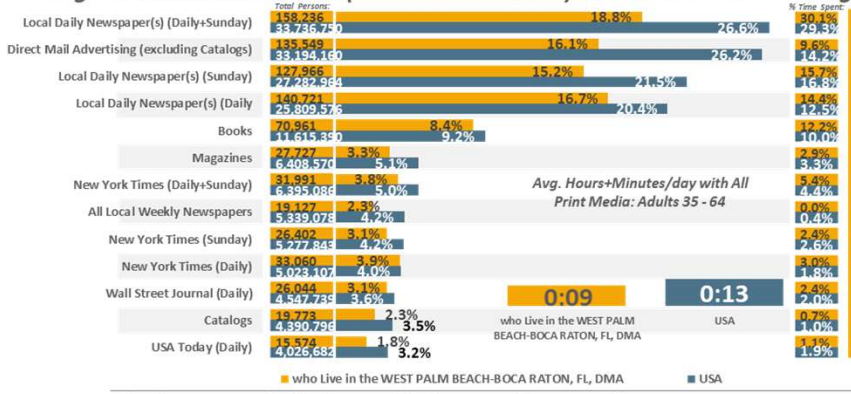
158,236 or 18.8% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

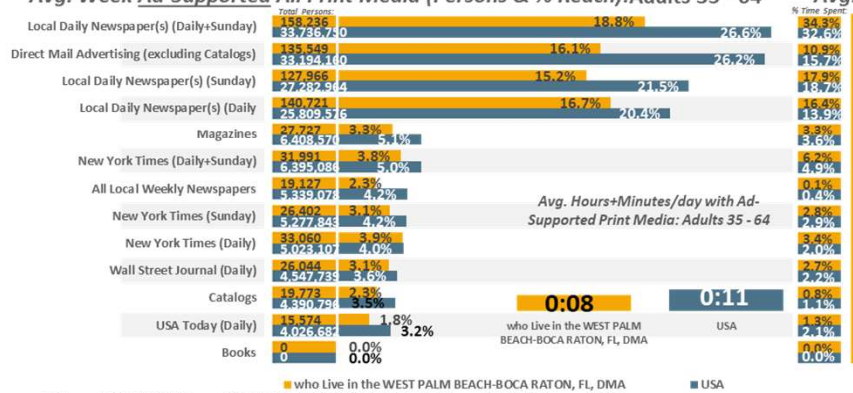
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



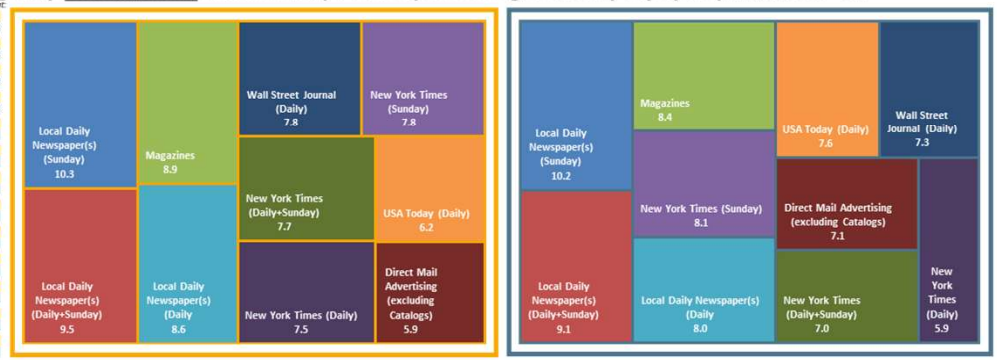
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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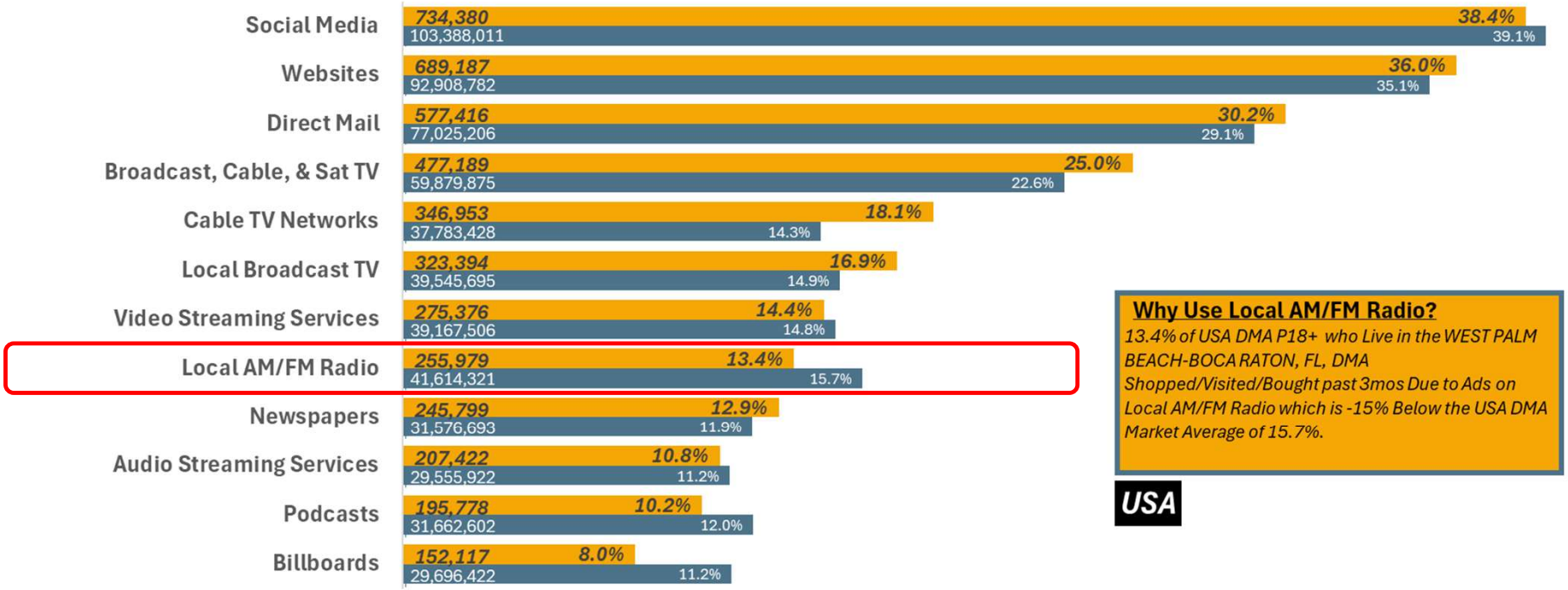
P18+

"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?

13.4% 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 -15% Below the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 24947

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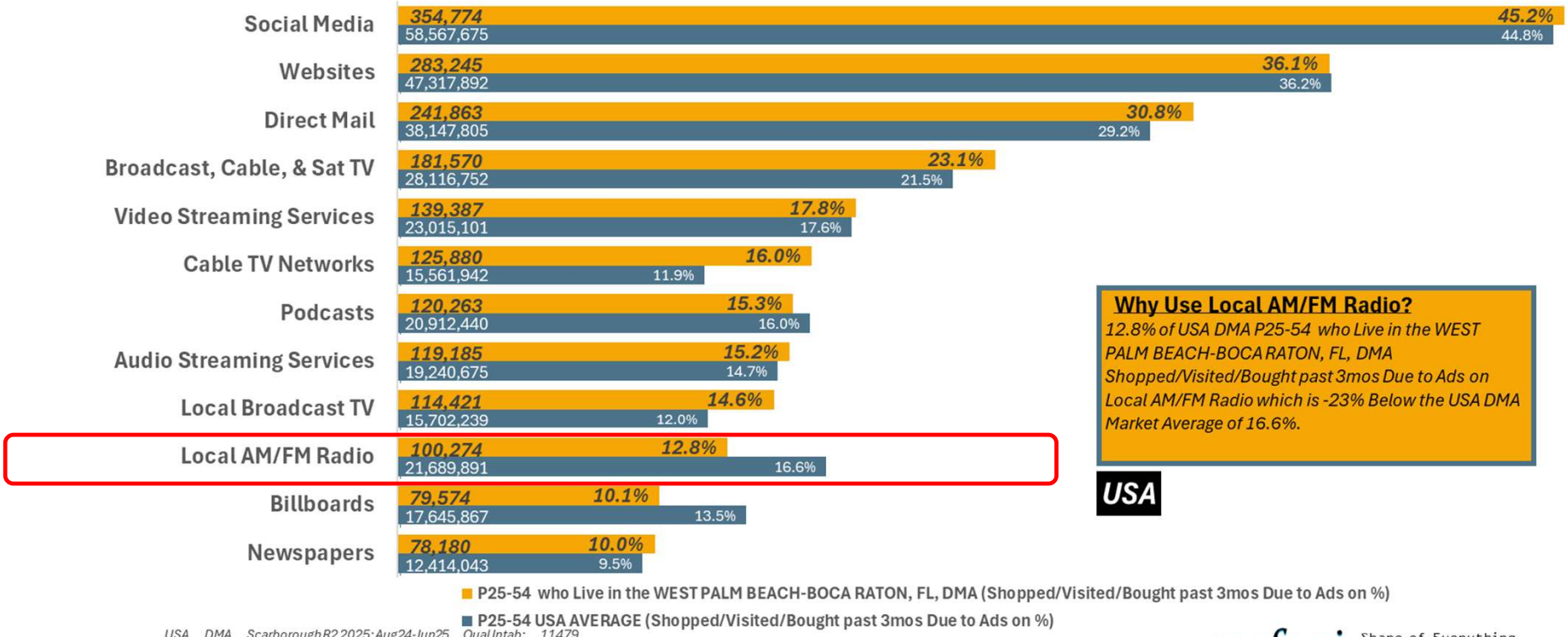
P25-54

"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?

12.8% 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 -23% Below the USA DMA Market Average of 16.6%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jun25 Qual Intab: 11479

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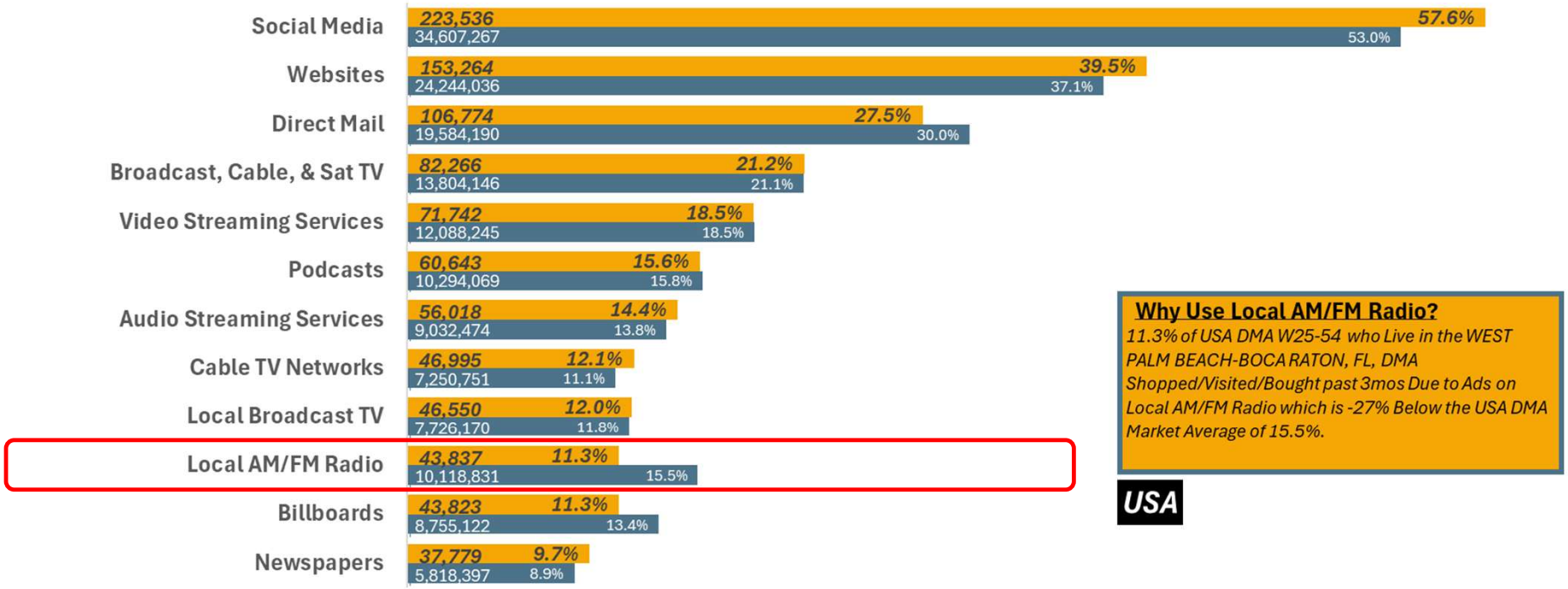
W25-54

"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?

11.3% 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 -27% Below the USA DMA Market Average of 15.5%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jun25 Qual Intab: 6862

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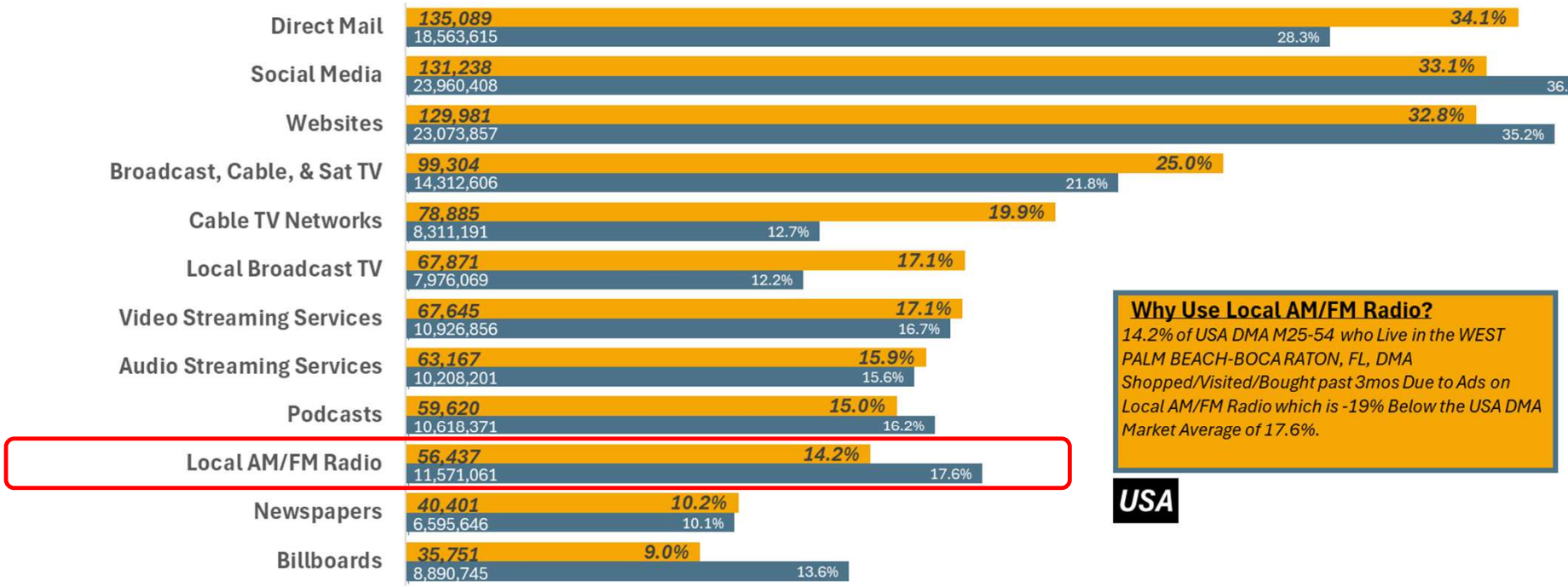
M25-54

"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?

14.2% 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 -19% Below the USA DMA Market Average of 17.6%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jun25 Qual Intab: 4617

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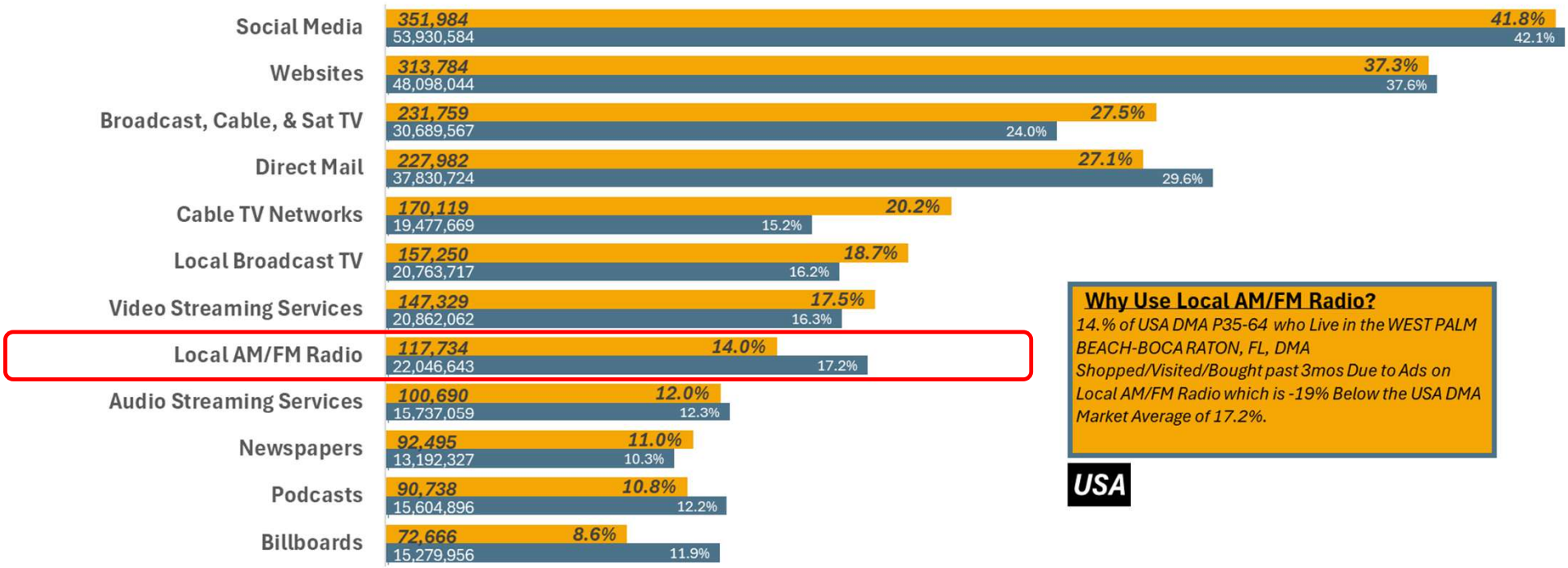
P35-64

"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?

14.% 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 -19% Below the USA DMA Market Average of 17.2%.

USA

USA DMA ScarboroughR2 2025: Aug24-Jun25 Qual Intab: 12815

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