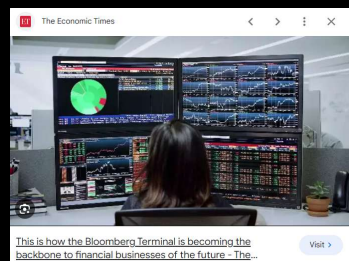


WEST PALM BEACH DMA – 5 P18+ Profiles of HUBBARD RADIO Listeners! Brand New Data as of January 31, 2026! Complete Demographic & Media Use Profiles



P18+



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

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



34.1% or 662,107 of WEST PALM BEACH DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days.
Typical Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 53.4 years old (.3% older than average) and have a \$104,075 (1.2% lower than average) annual household income.

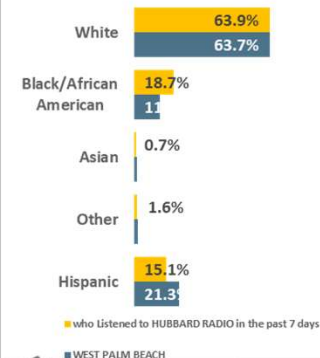
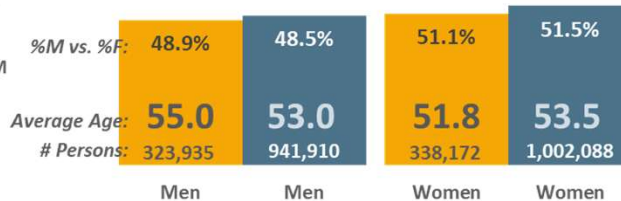
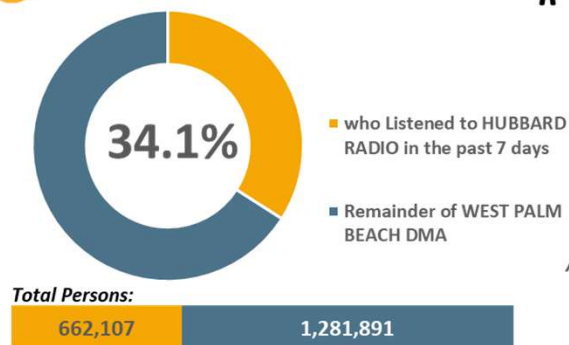


Percent of Market: Adults 18 or older

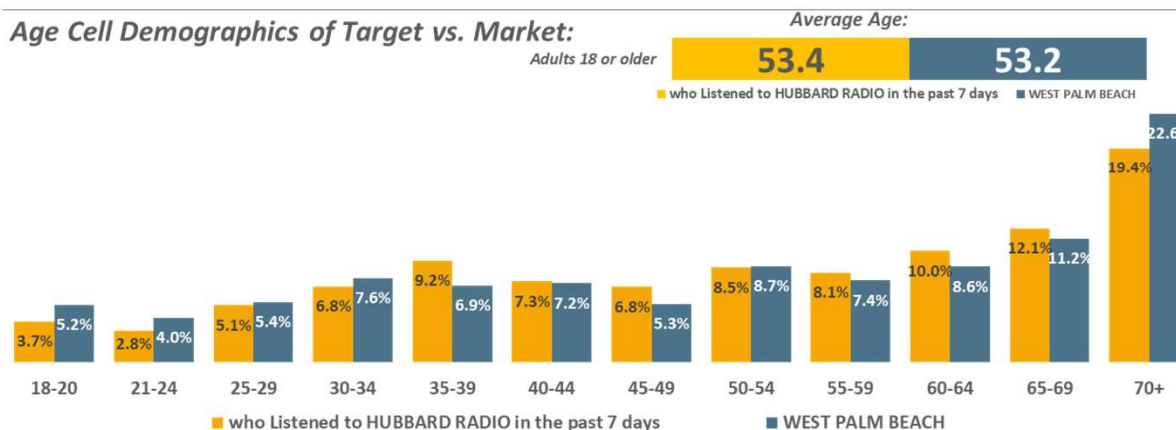


Gender of Target vs. Market: Adults 18 or older

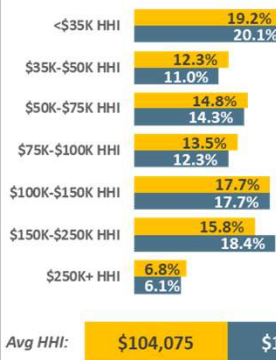
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





12.2% or 237,536 of WEST PALM BEACH DMA Adults 18 or older Listened to WEAT-FM in the past 7 days. Typical Adults 18 or older who Listened to WEAT-FM in the past 7 days are 55.5 years old (4.3% older than average) and have a \$104,598 (.8% lower than average) annual household income.

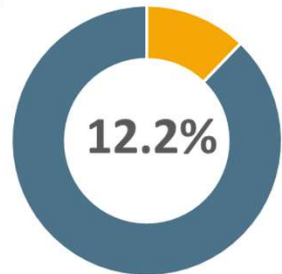


Percent of Market: Adults 18 or older



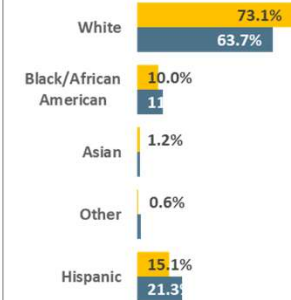
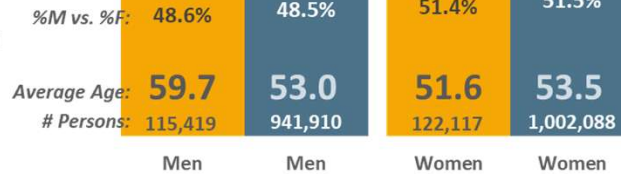
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

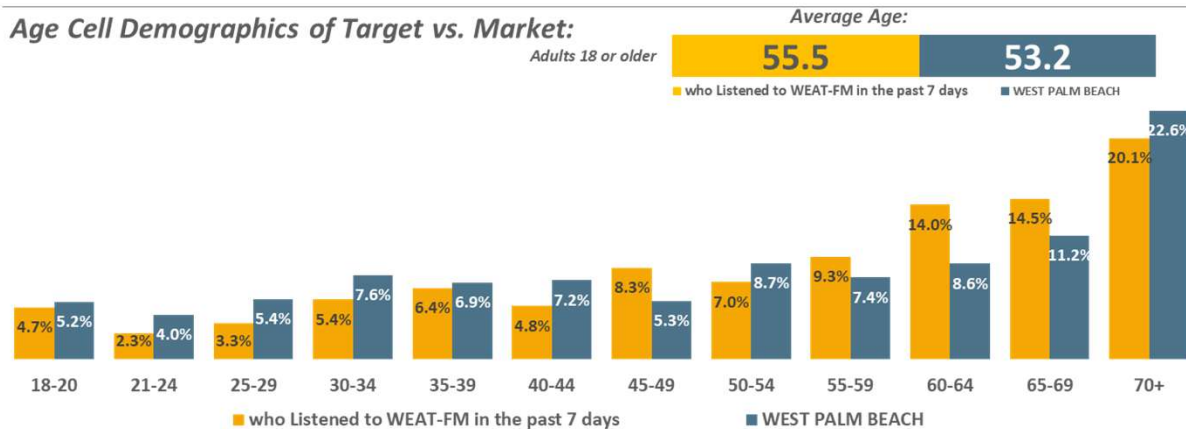


Total Persons:

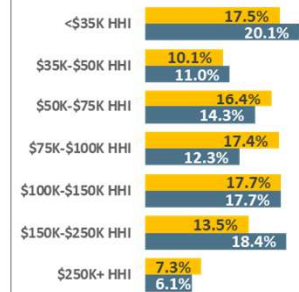
237,536 1,706,462



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$104,598 \$105,392



7.3% or 141,102 of WEST PALM BEACH DMA Adults 18 or older Listened to WIRK-FM in the past 7 days. Typical Adults 18 or older who Listened to WIRK-FM in the past 7 days are 54.4 years old (2.2% older than average) and have a \$104,150 (1.2% lower than average) annual household income.

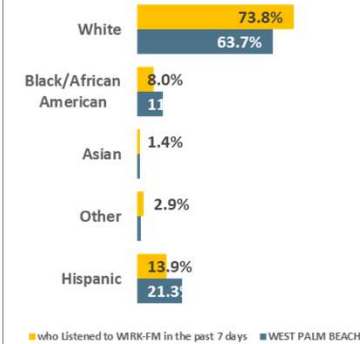
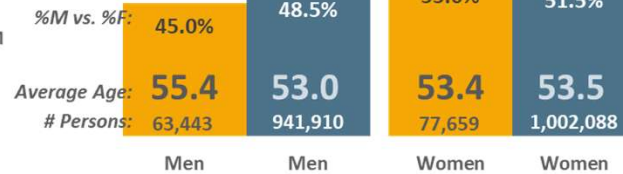
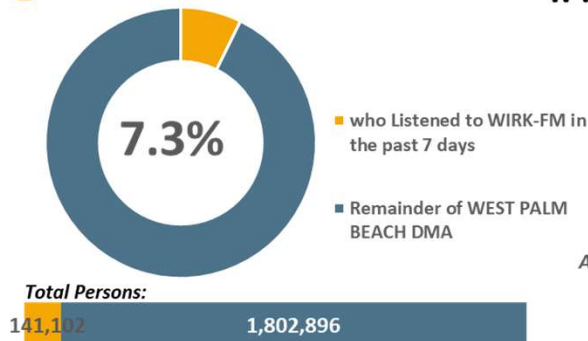


Percent of Market: Adults 18 or older



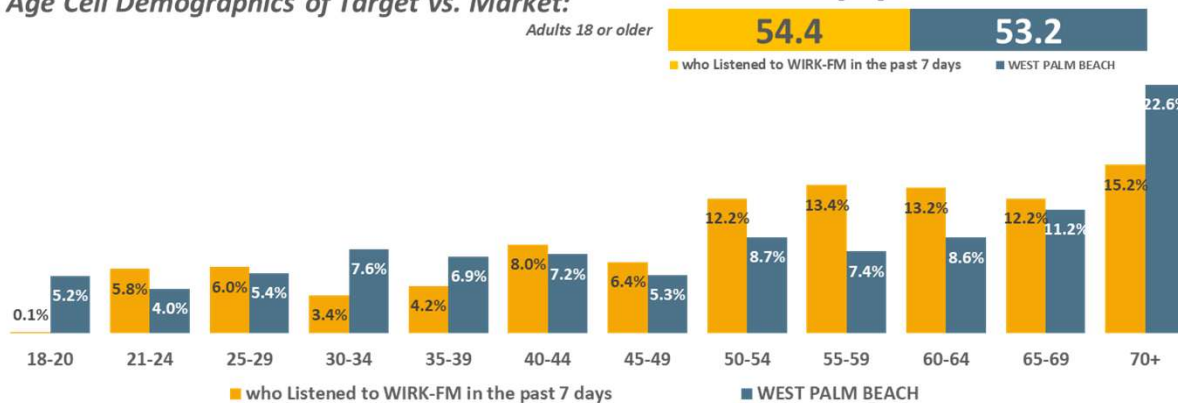
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

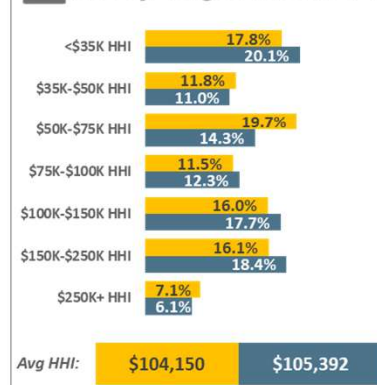


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





8.8% or 171,988 of WEST PALM BEACH DMA Adults 18 or older Listened to WMBX-FM in the past 7 days. Typical Adults 18 or older who Listened to WMBX-FM in the past 7 days are 45.3 years old (15.% younger than average) and have a \$93,596 (11.2% lower than average) annual household income.

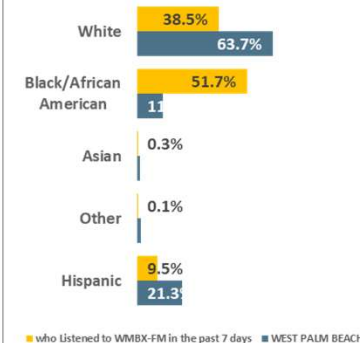
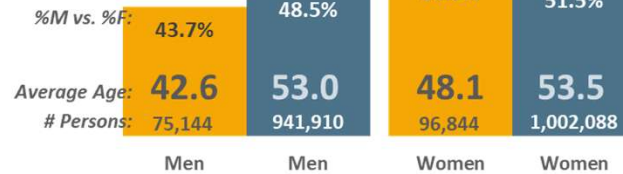
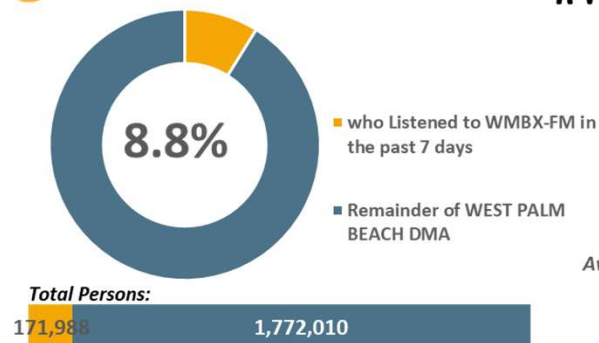


Percent of Market: Adults 18 or older



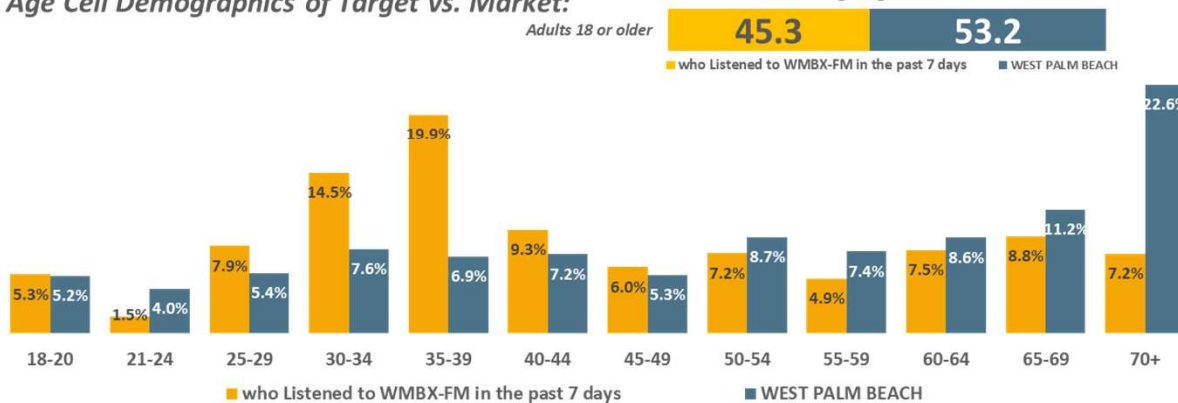
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

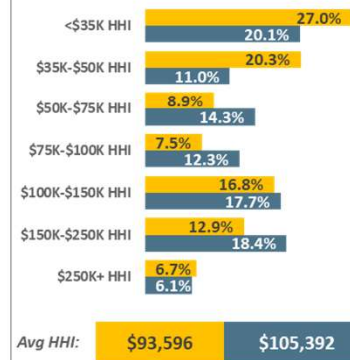


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



97.9 wrmf

2000's, 10's & today

13.3% or 253,242 of WEST PALM BEACH DMA Adults 18 or older Listened to WRMF-FM in the past 7 days. Typical Adults 18 or older who Listened to WRMF-FM in the past 7 days are 52.7 years old (1.1% younger than average) and have a \$102,050 (3.2% lower than average) annual household income.

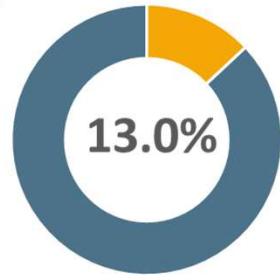


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Listened to WRMF-FM in the past 7 days
Remainder of WEST PALM BEACH DMA

Total Persons:

253,242 1,690,756

%M vs. %F:	47.5%	48.5%	52.5%	51.5%
Average Age:	57.8	53.0	48.1	53.5
# Persons:	120,356	941,910	132,886	1,002,088
	Men	Men	Women	Women

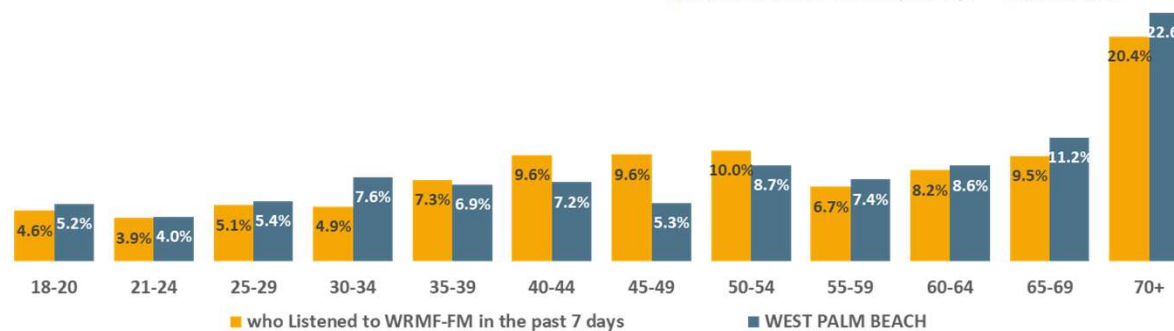
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



who Listened to WRMF-FM in the past 7 days WEST PALM BEACH

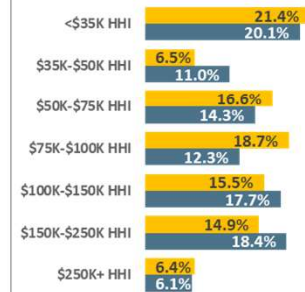


who Listened to WRMF-FM in the past 7 days

WEST PALM BEACH



HHI of Target vs. Market:



Avg HHI:

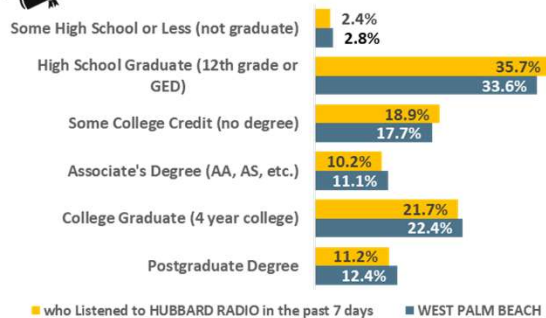
\$102,050 \$105,392



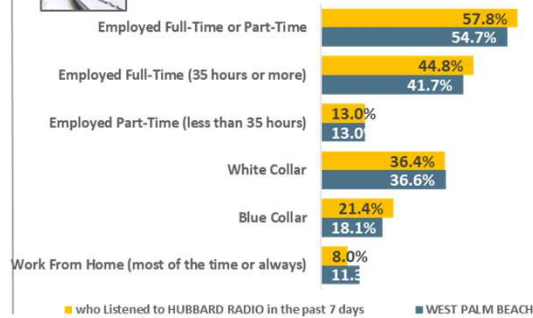
34.1% or 662,107 of WEST PALM BEACH DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7... Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 5.6% less likely to be a college graduate, 7.4% more likely to work full-time, 1.7% less likely to be married, 12.6% more likely to be a parent of 1 or more children under 18.



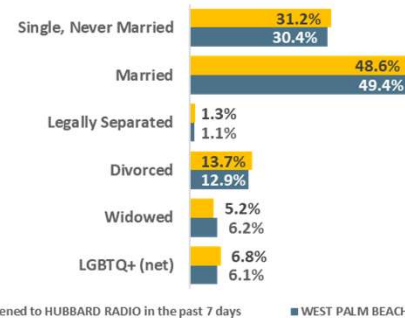
Education Levels: Adults 18 or older



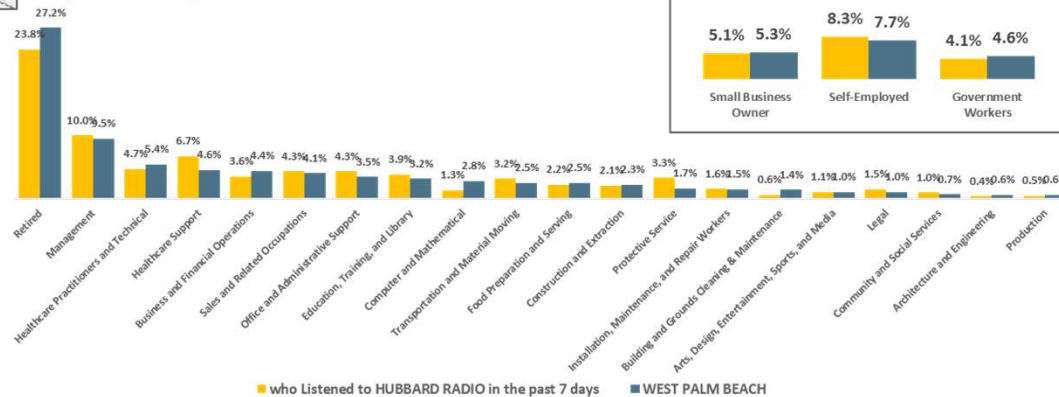
Employment: Adults 18 or older



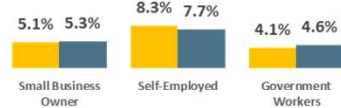
Marital Status: Adults 18 or older



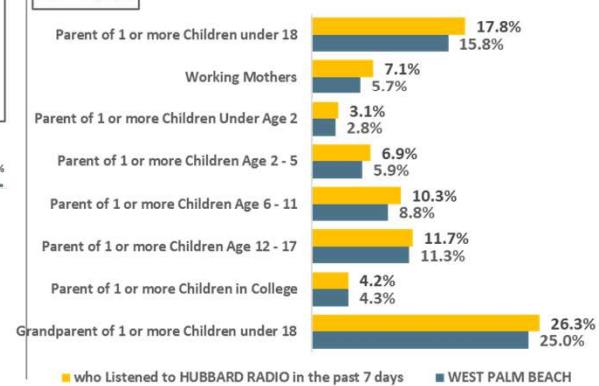
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

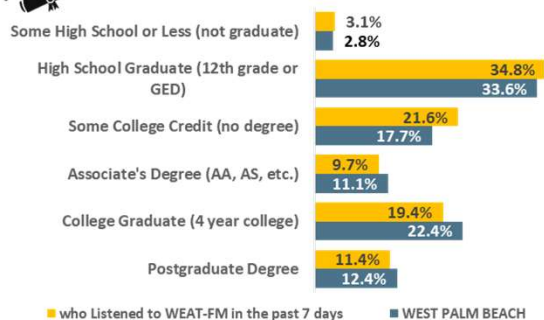




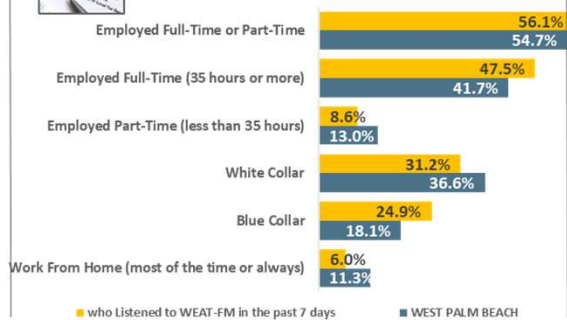
12.2% or 237,536 of WEST PALM BEACH DMA Adults 18 or older Listened to WEAT-FM in the past 7 days. Adults 18 or older who Listened to WEAT-FM in the past 7 days are 11.6% less likely to be a college graduate, 13.9% more likely to work full-time, 3.5% more likely to be married, 12.8% more likely to be a parent of 1 or more children under 18.



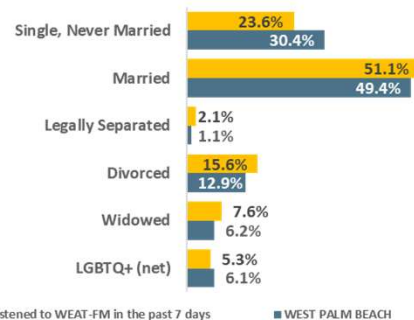
Education Levels: Adults 18 or older



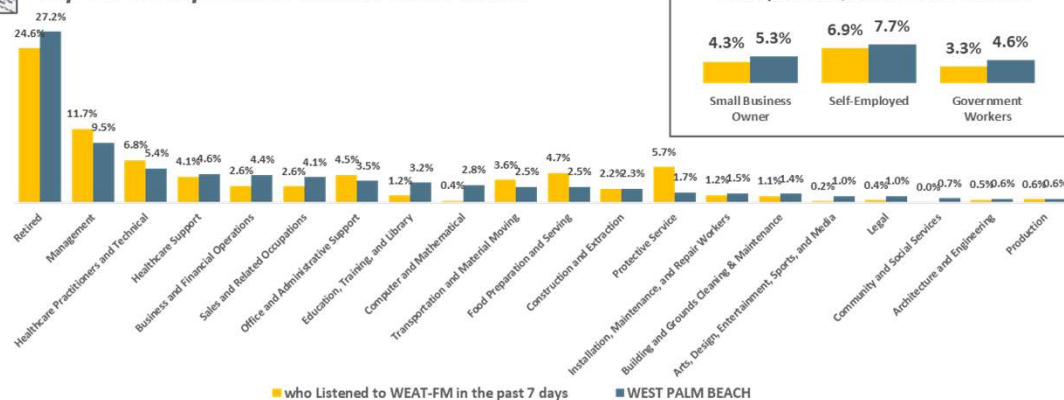
Employment: Adults 18 or older



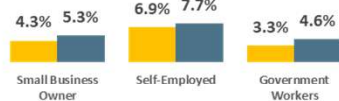
Marital Status: Adults 18 or older



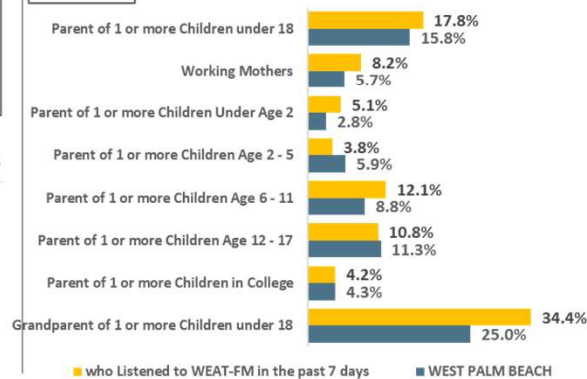
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

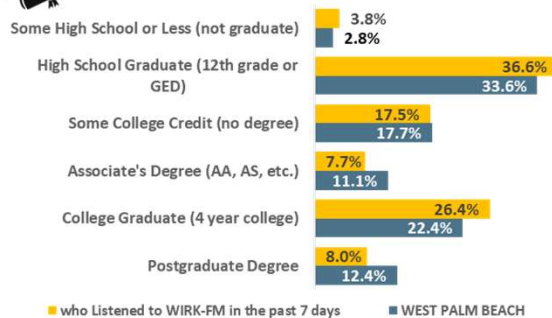




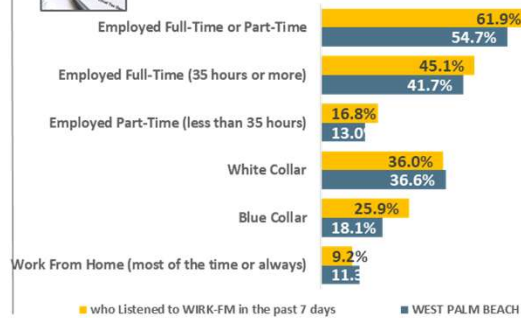
7.3% or 141,102 of WEST PALM BEACH DMA Adults 18 or older Listened to WIRK-FM in the past 7 days. Adults 18 or older who Listened to WIRK-FM in the past 7 days are 1.2% less likely to be a college graduate, 8.1% more likely to work full-time, 5.2% more likely to be married, 6.3% less likely to be a parent of 1 or more children under 18.



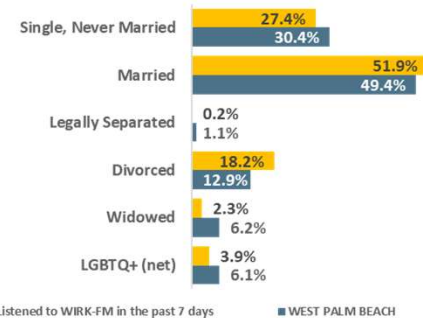
Education Levels: Adults 18 or older



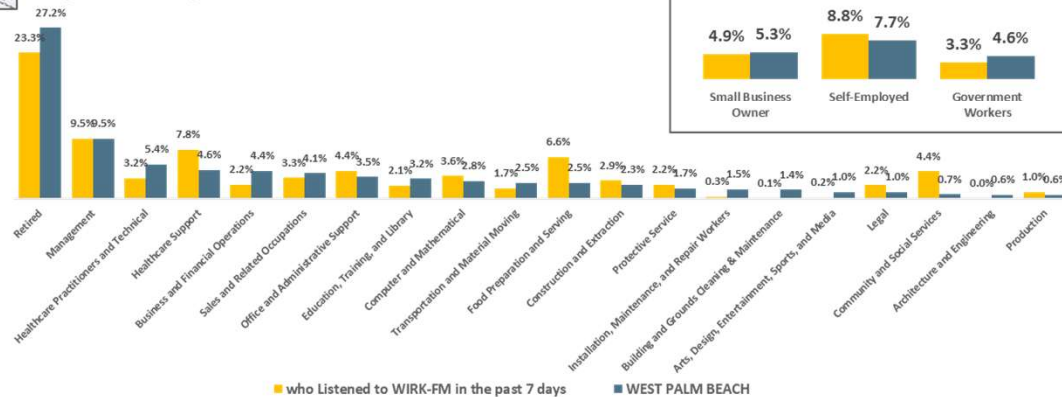
Employment: Adults 18 or older



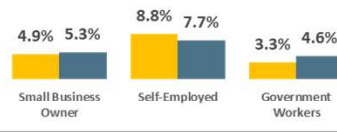
Marital Status: Adults 18 or older



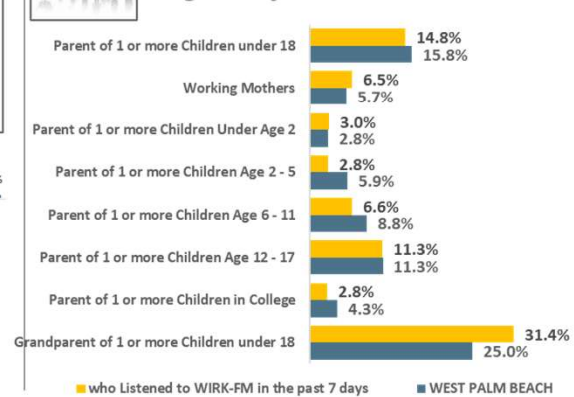
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

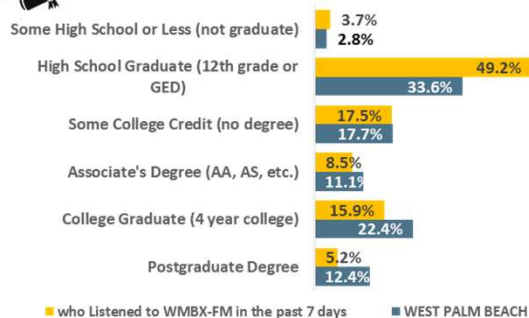




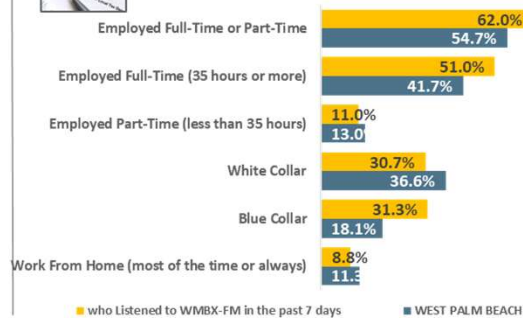
8.8% or 171,988 of WEST PALM BEACH DMA Adults 18 or older Listened to WMBX-FM in the past 7 days. Adults 18 or older who Listened to WMBX-FM in the past 7 days are 39.3% less likely to be a college graduate, 22.1% more likely to work full-time, 33.4% less likely to be married, 11.5% more likely to be a parent of 1 or more children under 18.



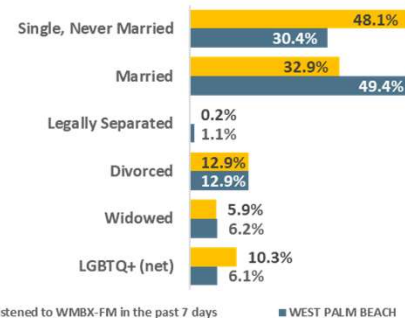
Education Levels: Adults 18 or older



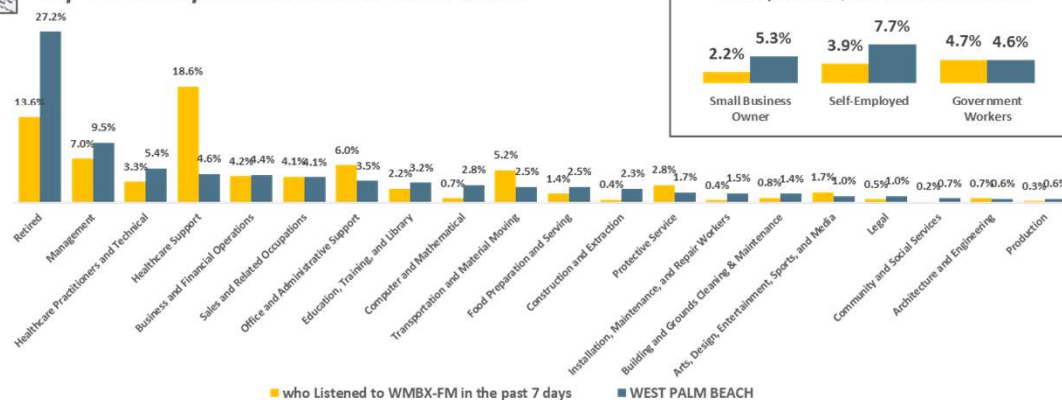
Employment: Adults 18 or older



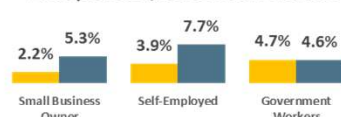
Marital Status: Adults 18 or older



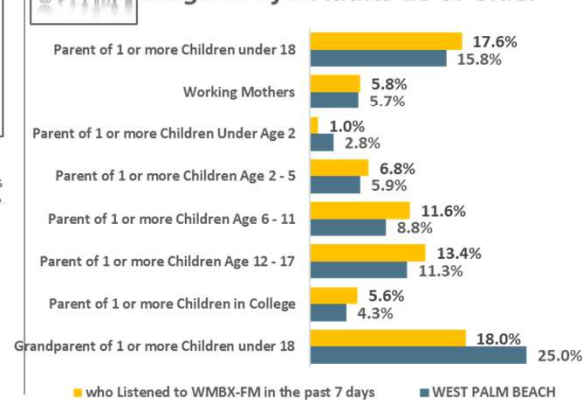
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



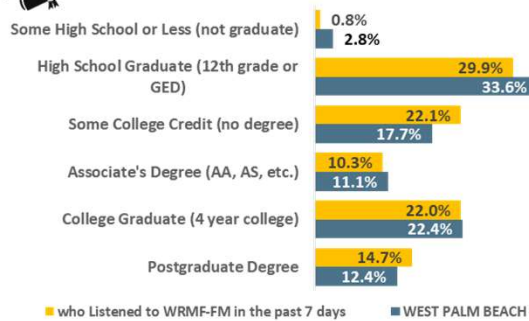
97.9 wrmf

2000's, 10's & today

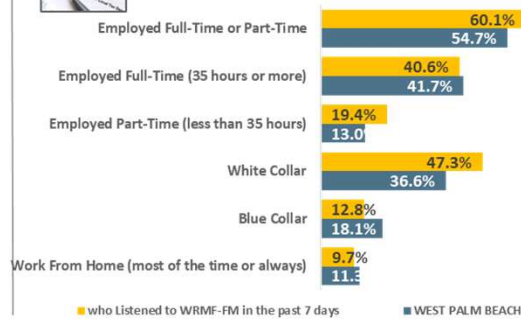
13.3% or 253,242 of WEST PALM BEACH DMA Adults 18 or older Listened to WRMF-FM in the past 7 days. Adults 18 or older who Listened to WRMF-FM in the past 7 days are 5.6% more likely to be a college graduate, 2.6% less likely to work full-time, .% less likely to be married, 26.2% more likely to be a parent of 1 or more children under 18.



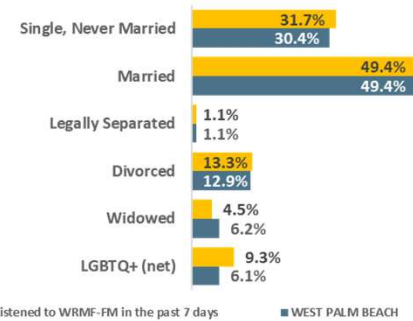
Education Levels: Adults 18 or older



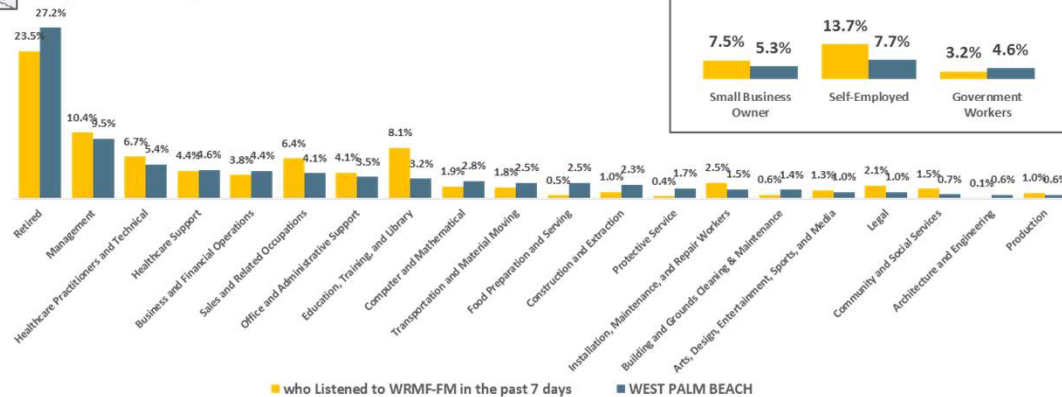
Employment: Adults 18 or older



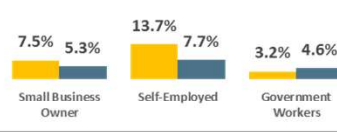
Marital Status: Adults 18 or older



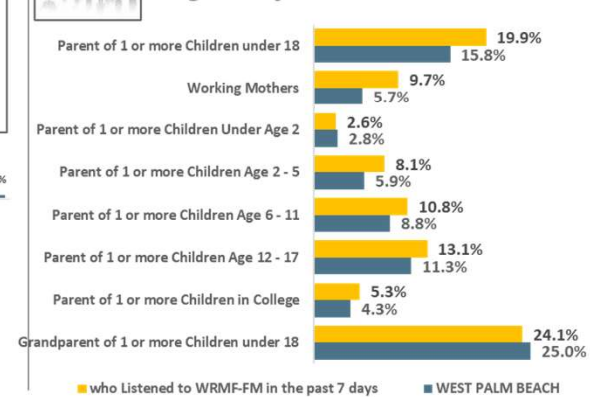
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

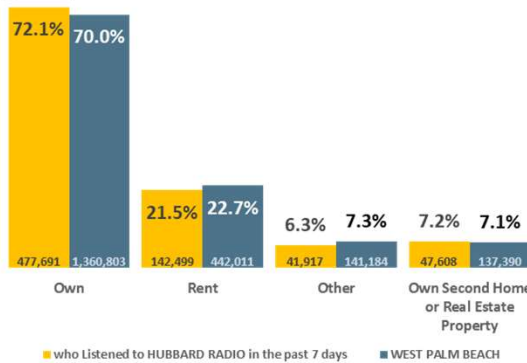




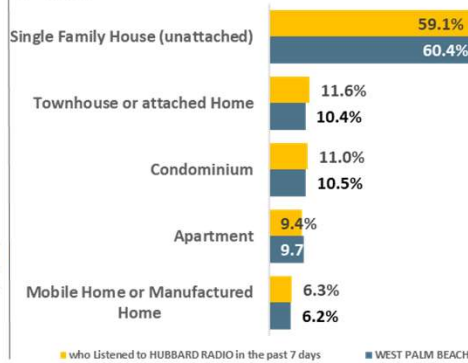
34.1% or 662,107 of WEST PALM BEACH DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 3.1% more likely to own their home, 3.4% more likely to own a lower valued home, 2.1% less likely to have a single-family home, 5.4% less likely to have a dog.



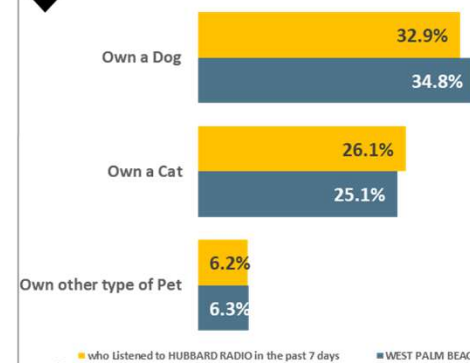
Own/Rent/Other: Adults 18 or older



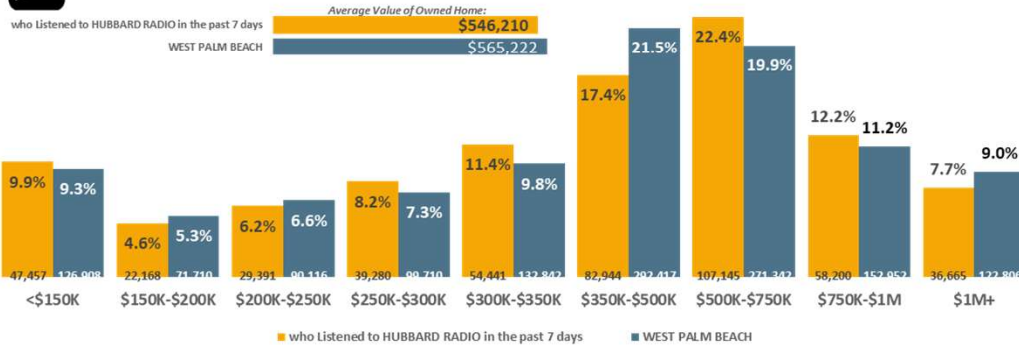
Type of Home: Adults 18 or older



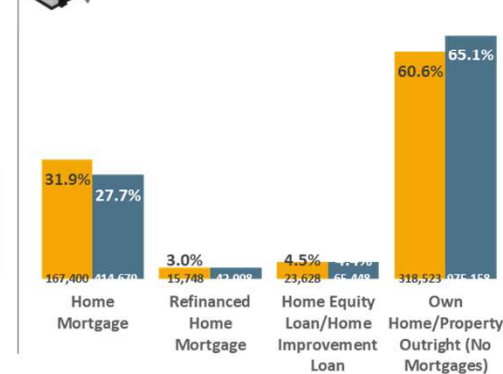
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

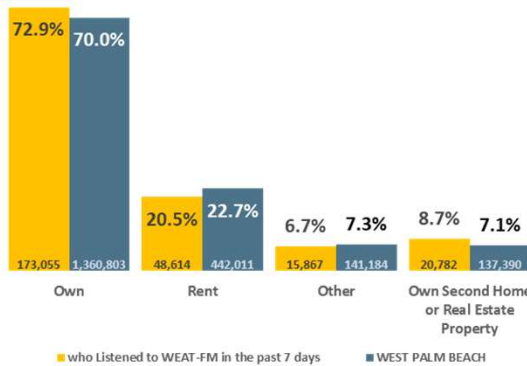




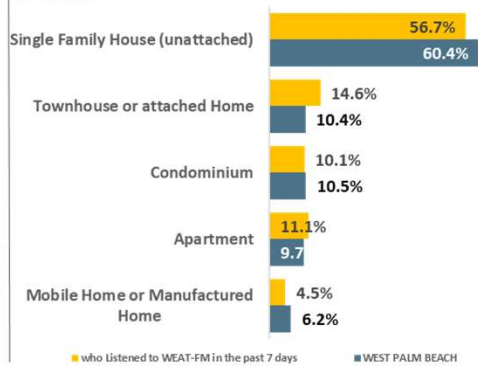
12.2% or 237,536 of WEST PALM BEACH DMA Adults 18 or older Listened to WEAT-FM in the past 7 days. Adults 18 or older who Listened to WEAT-FM in the past 7 days are 4.1% more likely to own their home, 5.3% more likely to own a lower valued home, 6.2% less likely to have a single-family home, 4.2% more likely to have a dog.



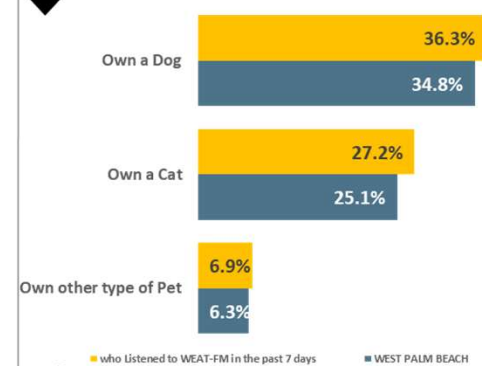
Own/Rent/Other: Adults 18 or older



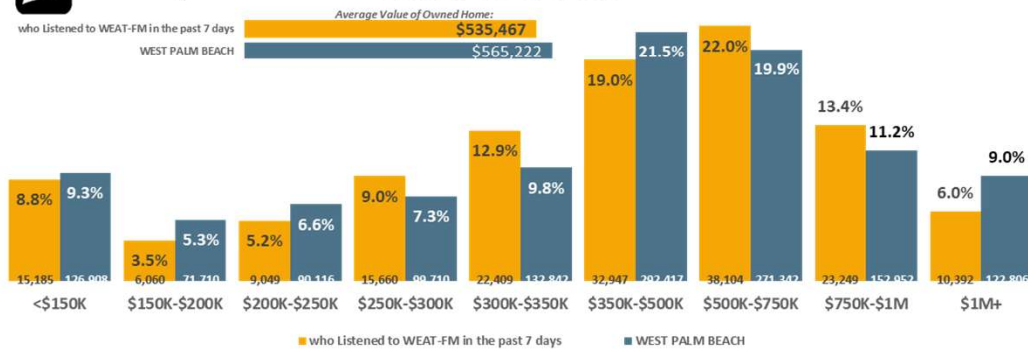
Type of Home: Adults 18 or older



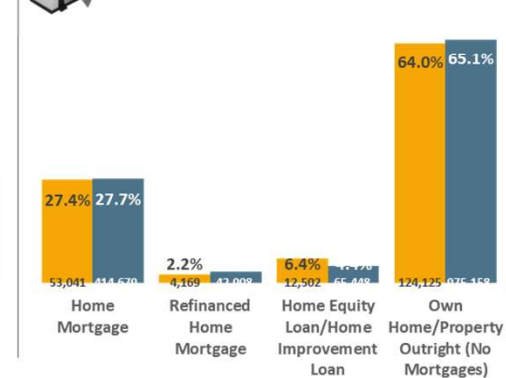
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

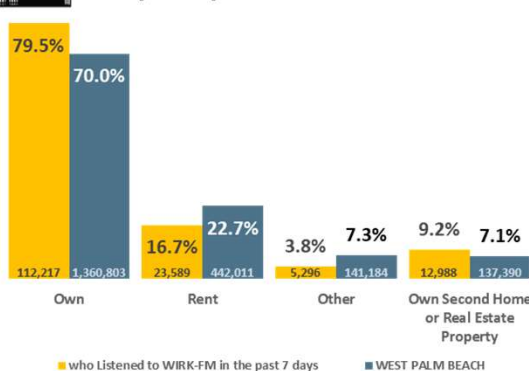




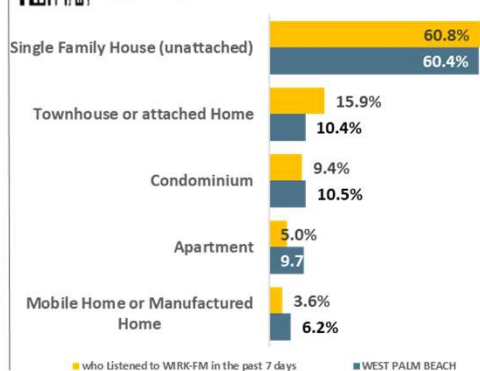
7.3% or 141,102 of WEST PALM BEACH DMA Adults 18 or older Listened to WIRK-FM in the past 7 days. Adults 18 or older who Listened to WIRK-FM in the past 7 days are 13.6% more likely to own their home, 13.8% more likely to own a lower valued home, .6% more likely to have a single-family home, 21.8% more likely to have a dog.



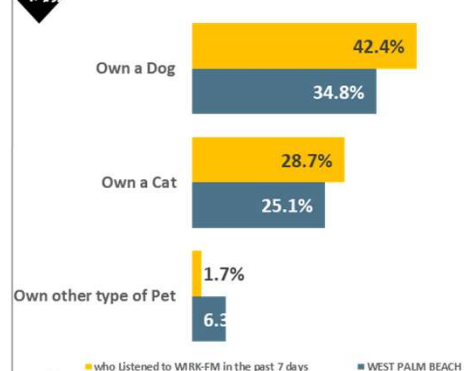
Own/Rent/Other: Adults 18 or older



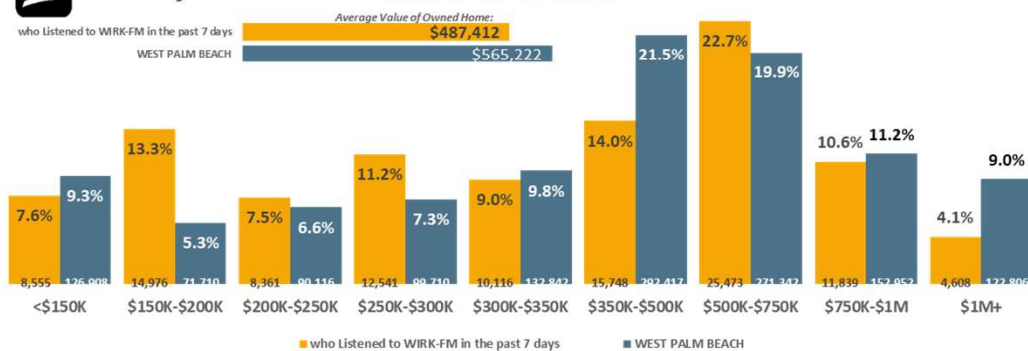
Type of Home: Adults 18 or older



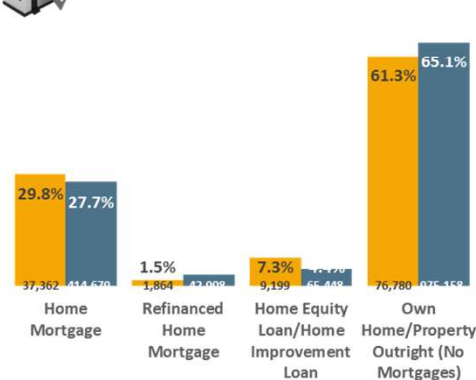
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

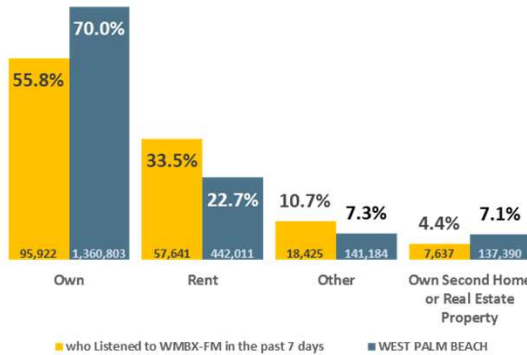




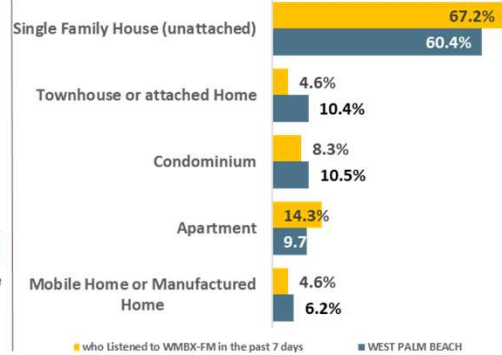
8.8% or 171,988 of WEST PALM BEACH DMA Adults 18 or older Listened to WMBX-FM in the past 7 days. Adults 18 or older who Listened to WMBX-FM in the past 7 days are 20.3% less likely to own their home, .2% more likely to own a lower valued home, 11.3% more likely to have a single-family home, 24.7% less likely to have a dog.



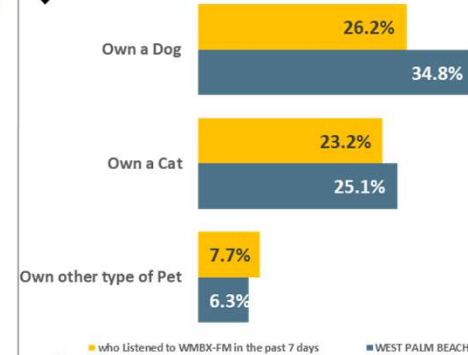
Own/Rent/Other: Adults 18 or older



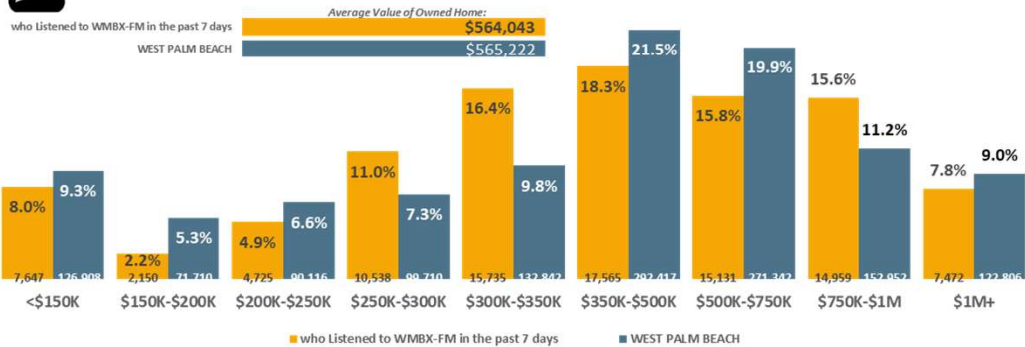
Type of Home: Adults 18 or older



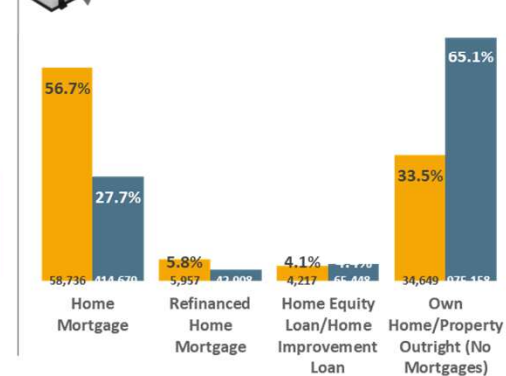
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

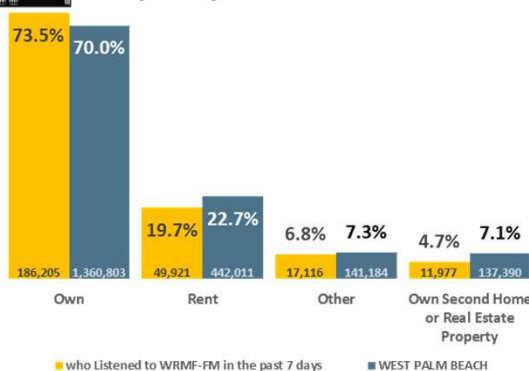




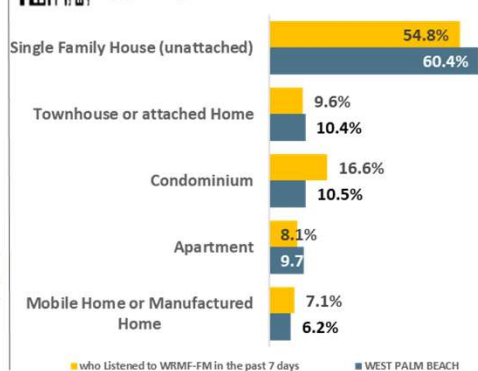
13.1% or 253,242 of WEST PALM BEACH DMA Adults 18 or older Listened to WRMF-FM in the past 7 days. Adults 18 or older who Listened to WRMF-FM in the past 7 days are 5.1% more likely to own their home, 3.6% more likely to own a higher valued home, 9.3% less likely to have a single-family home, .5% less likely to have a dog.



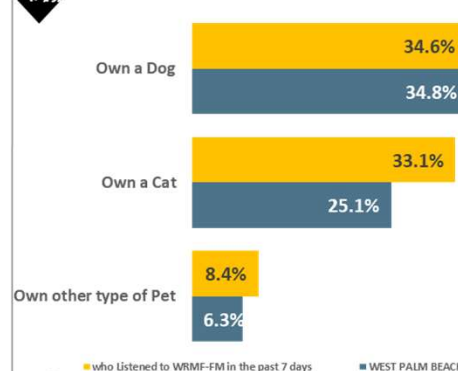
Own/Rent/Other: Adults 18 or older



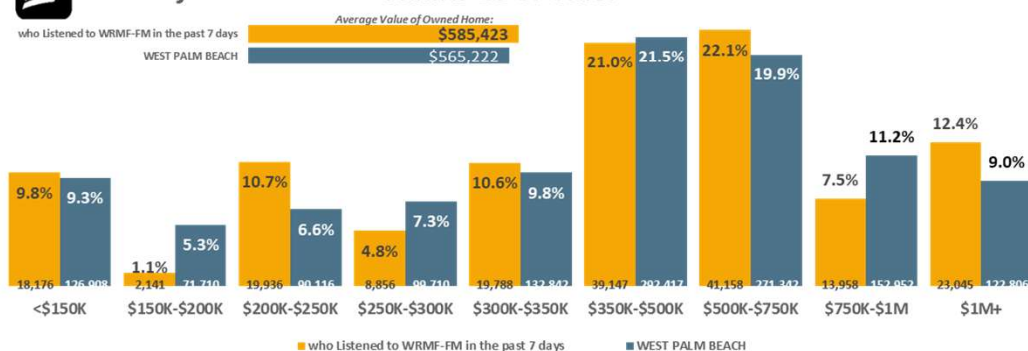
Type of Home: Adults 18 or older



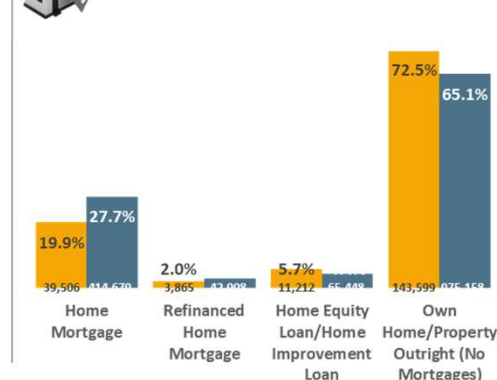
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

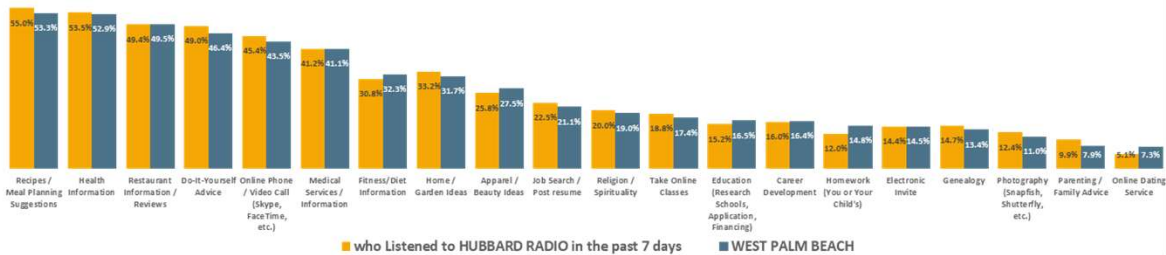




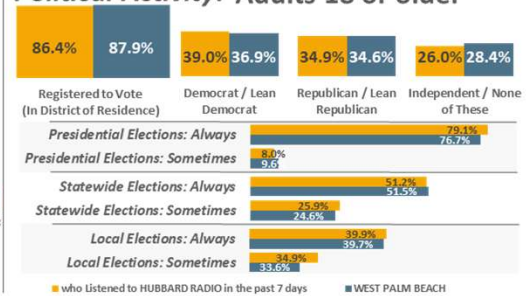
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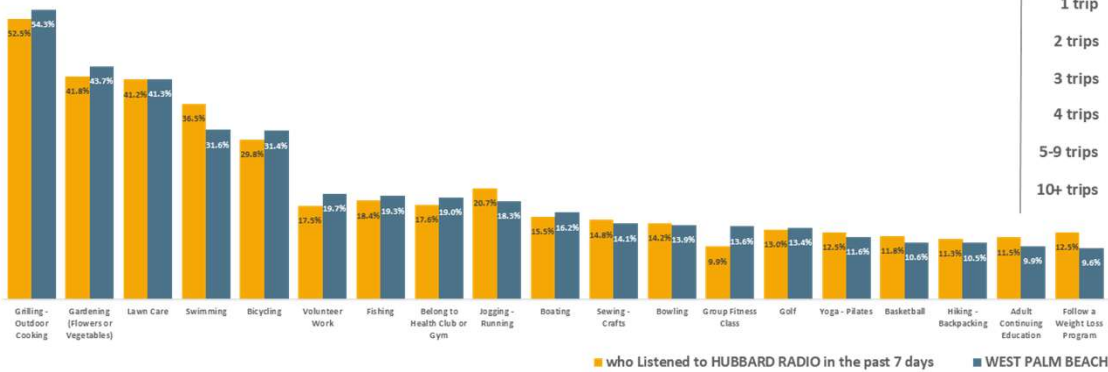
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



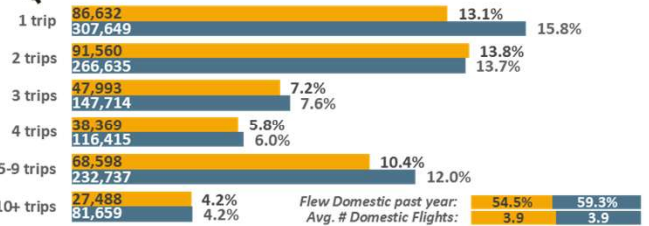
Political Activity: Adults 18 or older



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



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

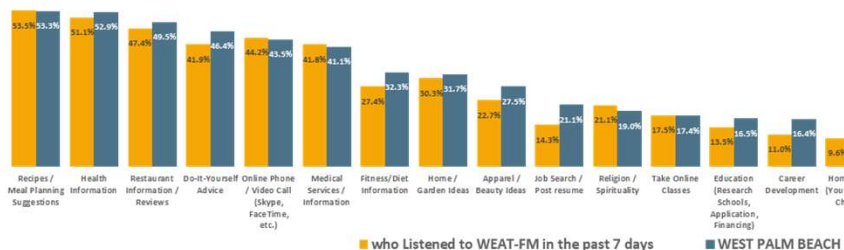




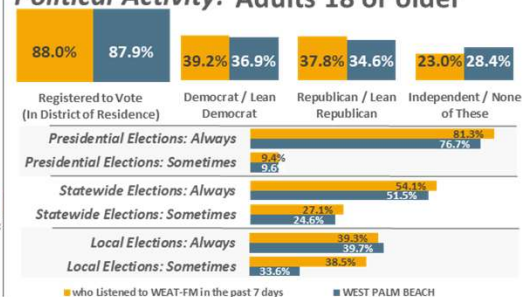
12.2% or 237,536 of WEST PALM BEACH DMA Adults 18 or older Listened to WEAT-FM in the past 7 days. Adults 18 or older who Listened to WEAT-FM in the past 7 days are 9.7% less likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 12.1% less likely to belong to a gym, 8.4% less likely to fly domestic past yr.



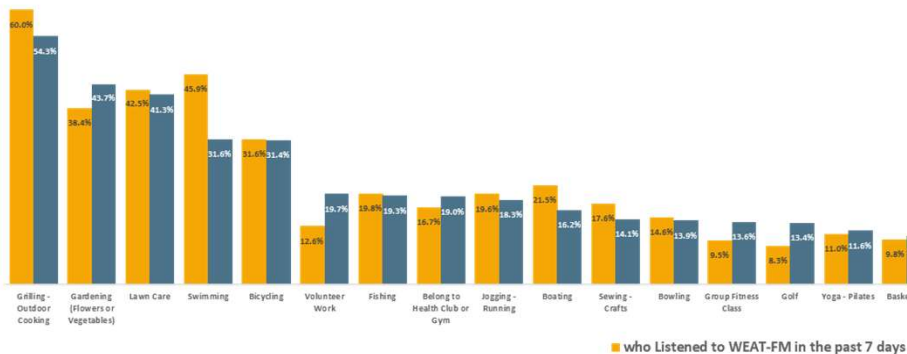
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



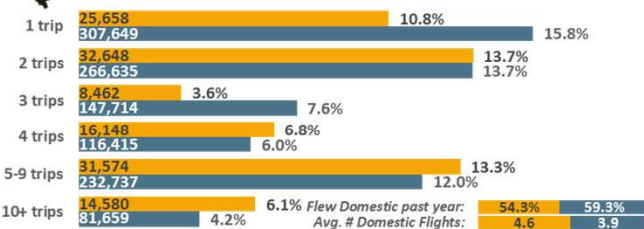
Political Activity: Adults 18 or older



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



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

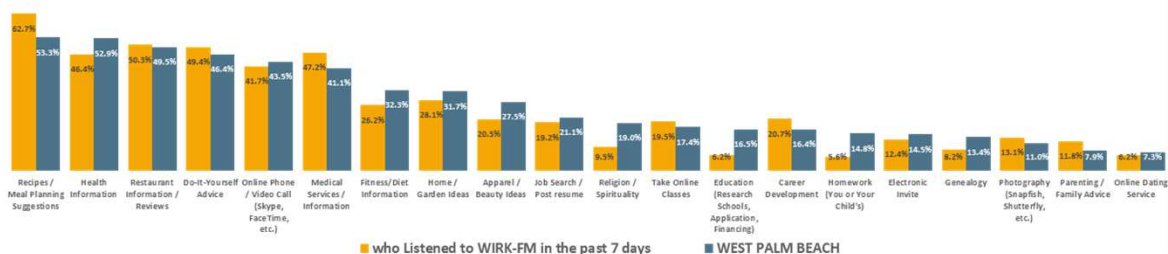




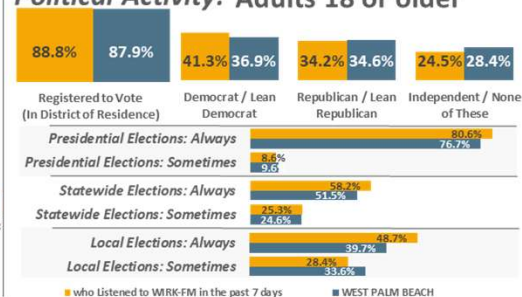
7.3% or 141,102 of WEST PALM BEACH DMA Adults 18 or older Listened to WIRK-FM in the past 7 days. Adults 18 or older who Listened to WIRK-FM in the past 7 days are 6.5% more likely to look up D-I-Y advice online, 22.6% more likely to always vote in local elections, 11.4% less likely to belong to a gym, 16.4% less likely to fly domestic past yr.



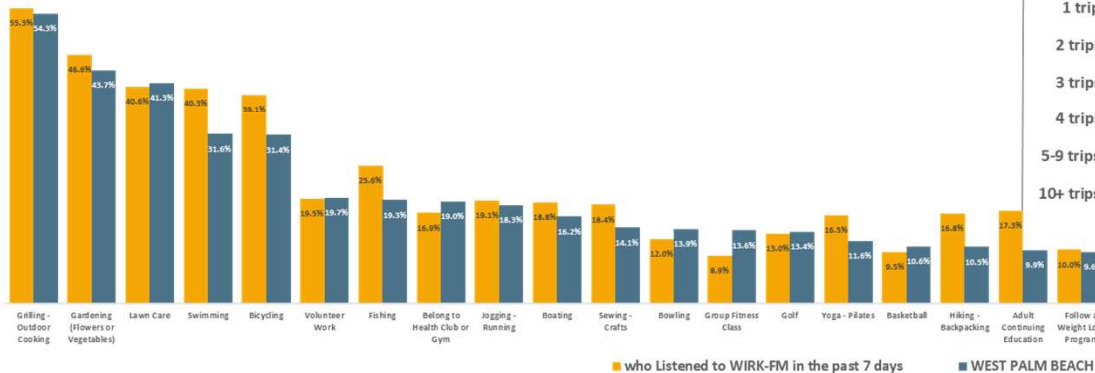
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



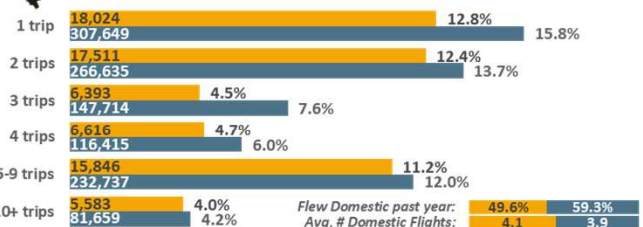
Political Activity: Adults 18 or older



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



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

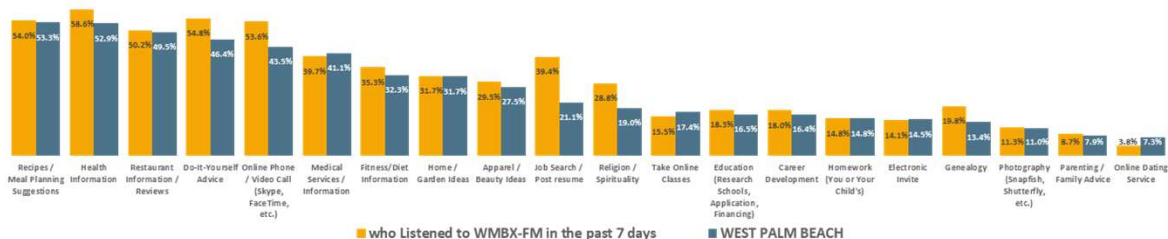




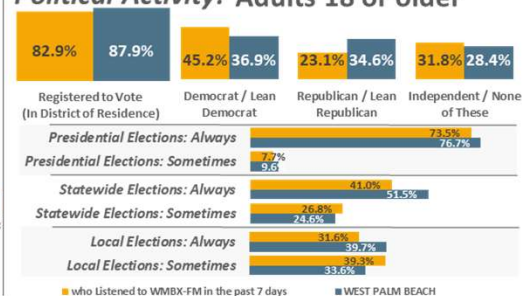
8.8% or 171,988 of WEST PALM BEACH DMA Adults 18 or older Listened to WMBX-FM in the past 7 days. Adults 18 or older who Listened to WMBX-FM in the past 7 days are 18.1% more likely to look up D-I-Y advice online, 20.3% less likely to always vote in local elections, 19.5% less likely to belong to a gym, 23.2% less likely to fly domestic past yr.



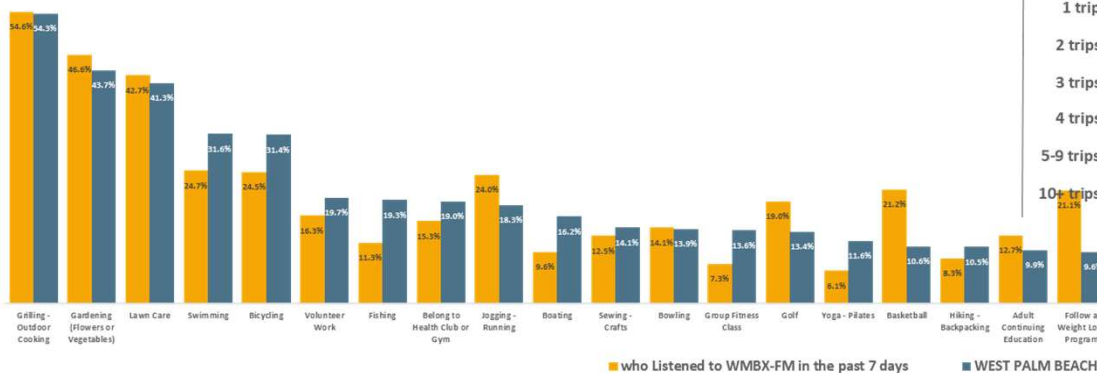
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



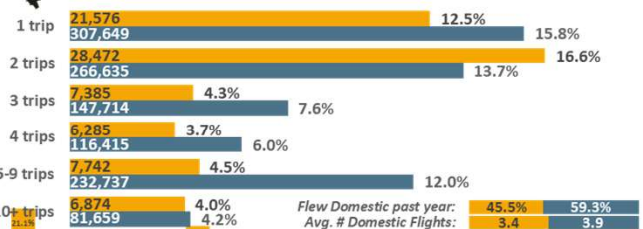
Political Activity: Adults 18 or older



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



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



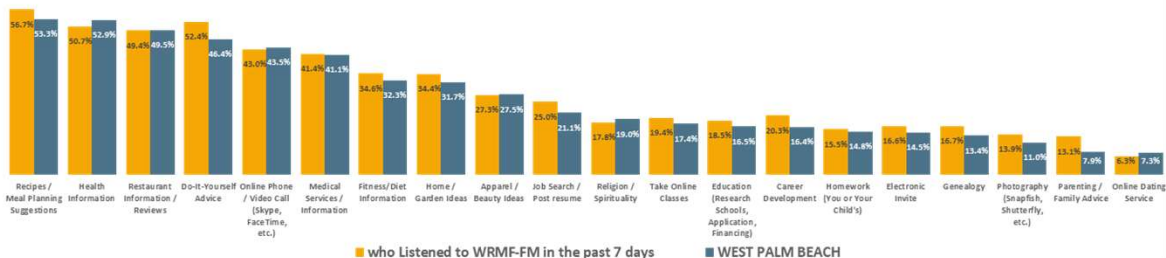
97.9 wrmf

2000's, 10's & today

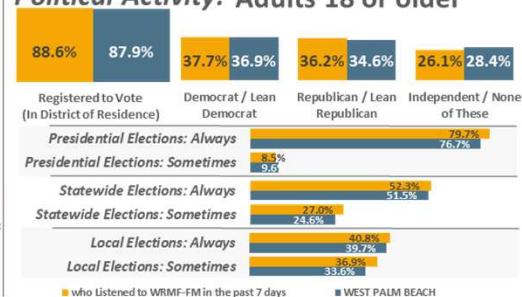
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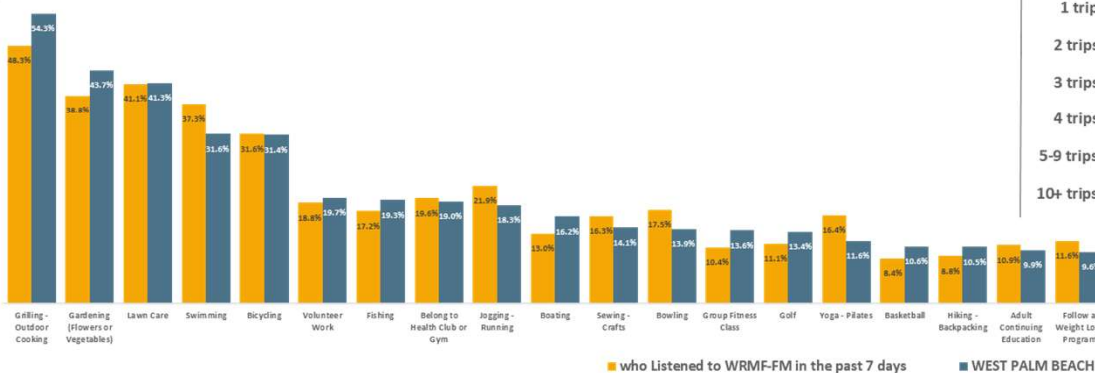
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



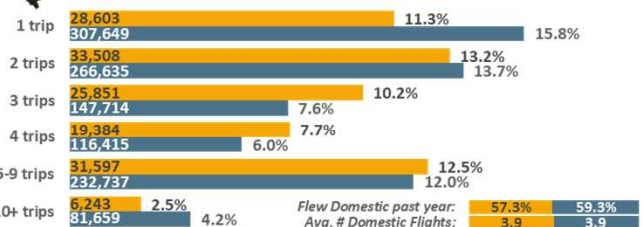
Political Activity: Adults 18 or older



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



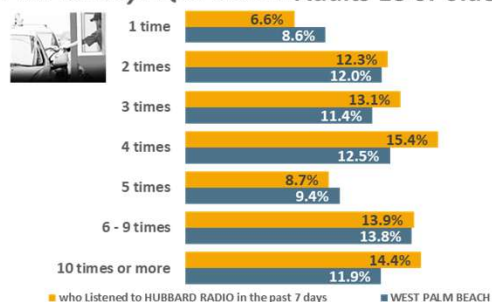
Past 12-months Domestic Airline Trips: Adults 18 or older



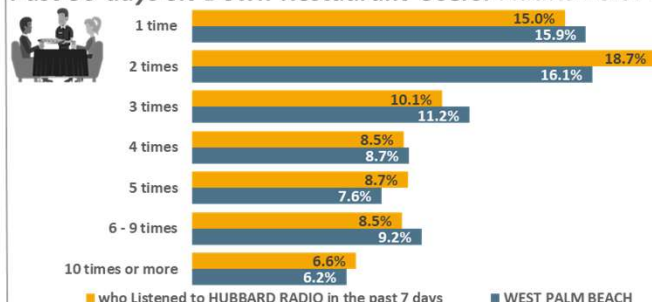


34.1% or 662,107 of WEST PALM BEACH DMA Adults 18 or older Listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days are 6.3% more likely to use QSRs past mo., 1.4% more likely to use Sit-Down Restaurants past mo., .8% less likely to use Casinos past yr., 6.5% more likely to smoke cigarettes.

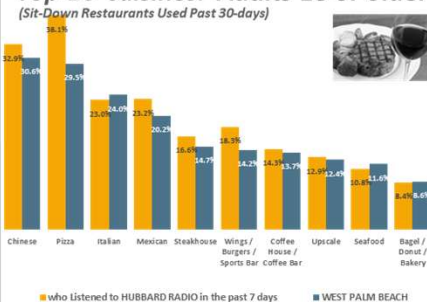
Past 30-days QSR Users: Adults 18 or older



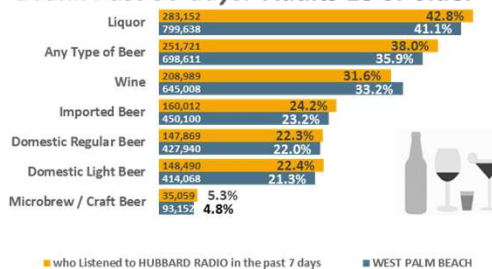
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



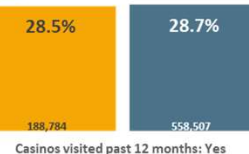
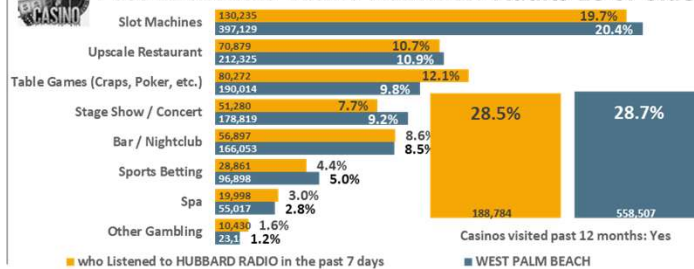
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



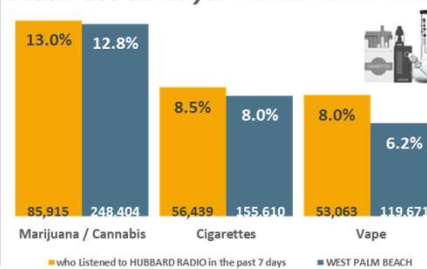
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



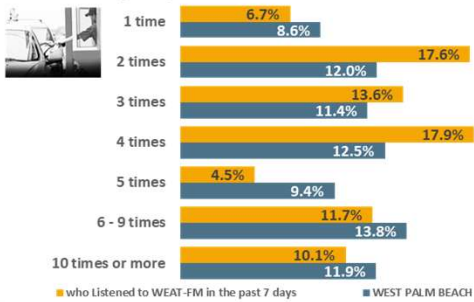
Used Past 30-days: Adults 18 or older



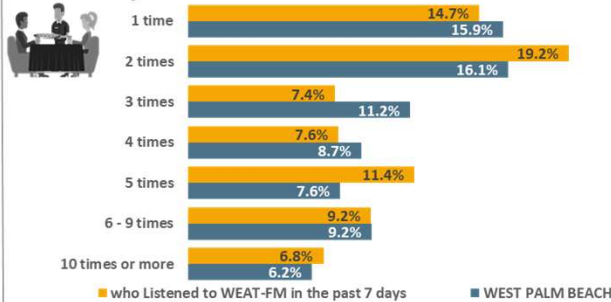


12.2% or 237,536 of WEST PALM BEACH DMA Adults 18 or older Listened to WEAT-FM in the past 7 days. Adults 18 or older who Listened to WEAT-FM in the past 7 days are 3.3% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 13.3% more likely to use Casinos past yr., 4.% less likely to smoke cigarettes.

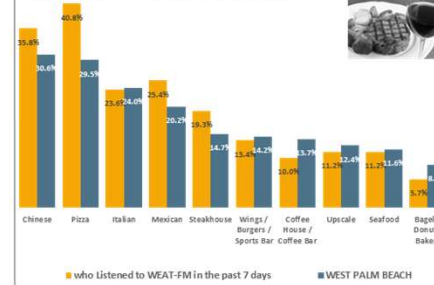
Past 30-days QSR Users: Adults 18 or older



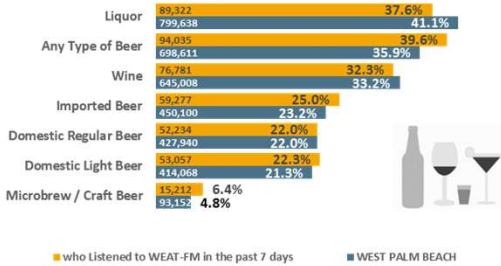
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



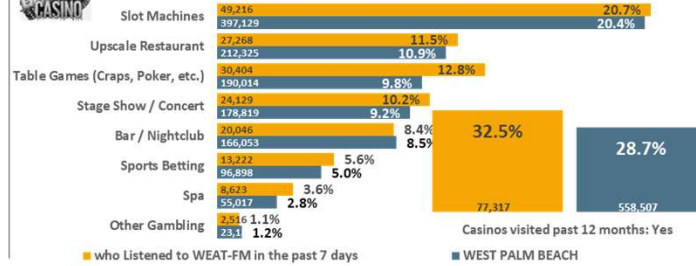
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



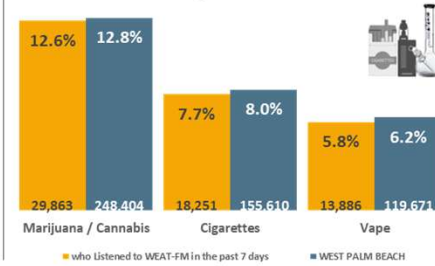
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



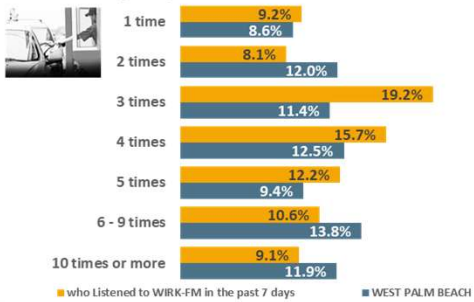
Used Past 30-days: Adults 18 or older



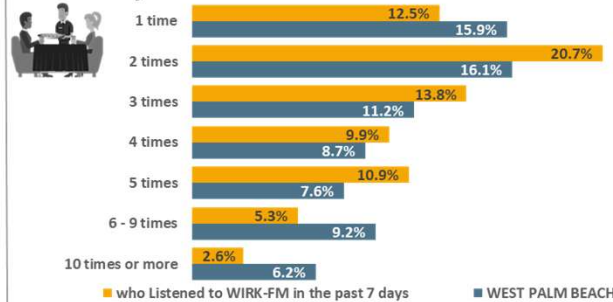


7.3% or 141,102 of WEST PALM BEACH DMA Adults 18 or older Listened to WIRK-FM in the past 7 days. Adults 18 or older who Listened to WIRK-FM in the past 7 days are 5.8% more likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 11.1% less likely to use Casinos past yr., 74.4% more likely to smoke cigarettes.

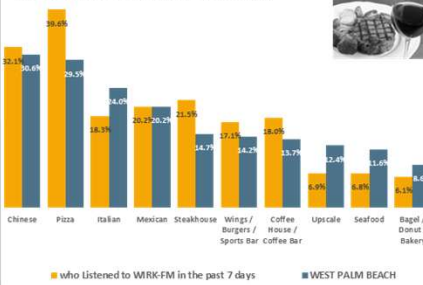
Past 30-days QSR Users: Adults 18 or older



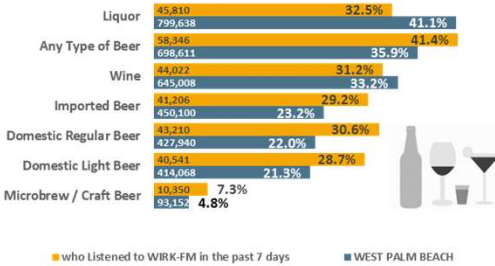
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



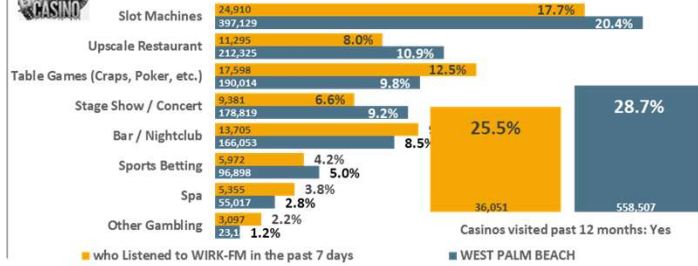
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



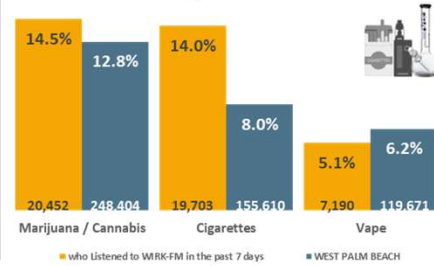
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



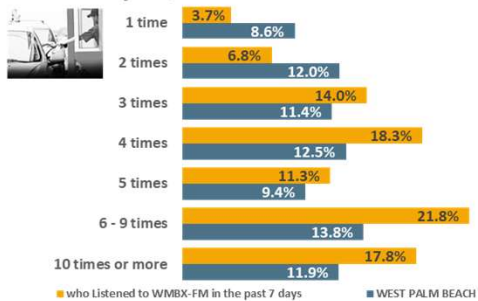
Used Past 30-days: Adults 18 or older



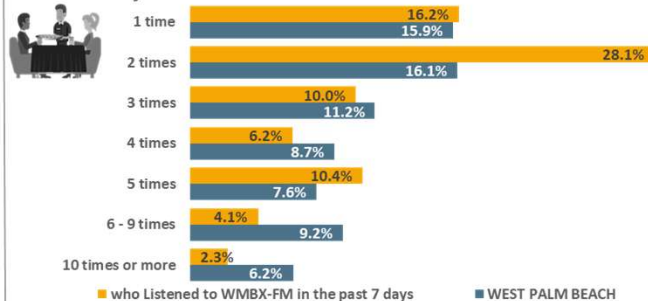


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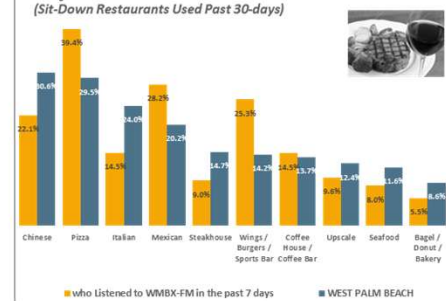
Past 30-days QSR Users: Adults 18 or older



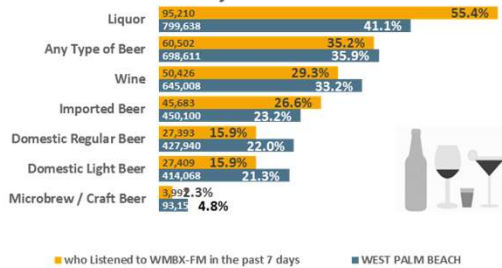
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



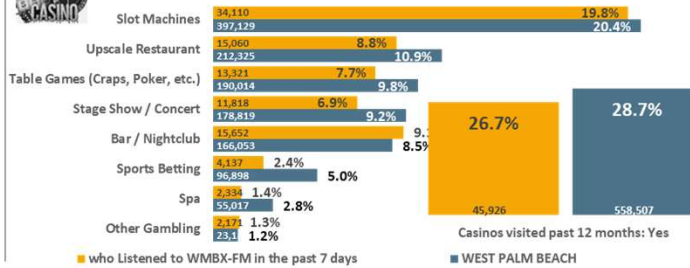
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



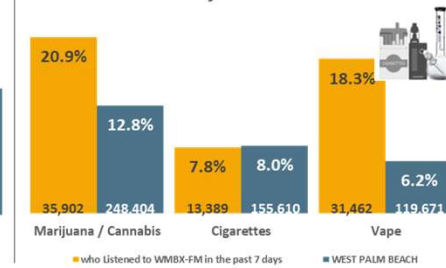
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

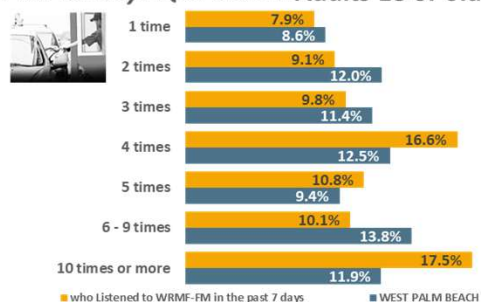


97.9 wrmf

2000's, 10's & today

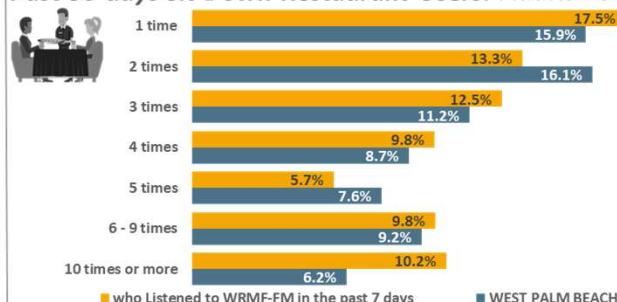
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Past 30-days QSR Users: Adults 18 or older



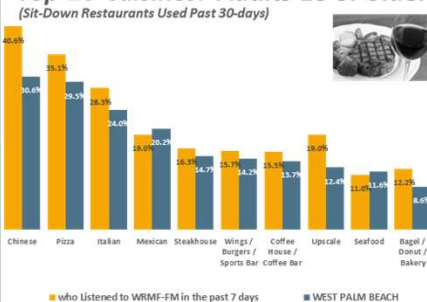
Total Monthly QSR Users: 81.7% (206,834) vs 79.4% (1,544,300)
Avg. Monthly QSR Meals: 6.3 vs 5.6

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



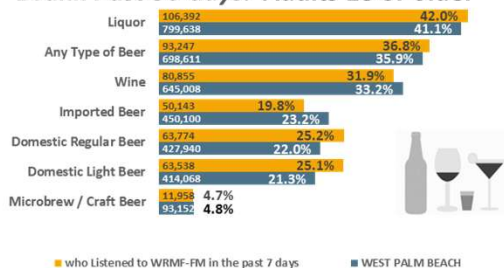
Total Monthly Sit-Down Restaurant Users: 78.8% (199,594) vs 75.0% (1,458,356)
Avg. Monthly Sit-Down Restaurant Meals: 4.8 vs 4.2

Top-10 Cuisines: Adults 18 or older

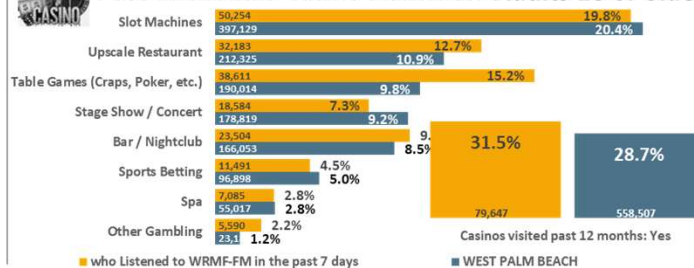


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Listened to WRMF-FM in the past 7 days: 56,550 (22.3%)
WEST PALM BEACH: 387,595 (19.9%)

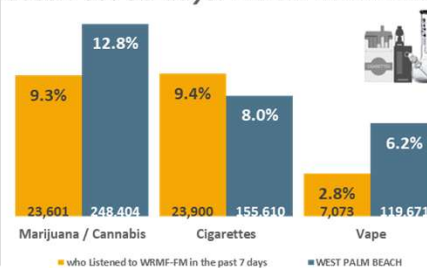
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

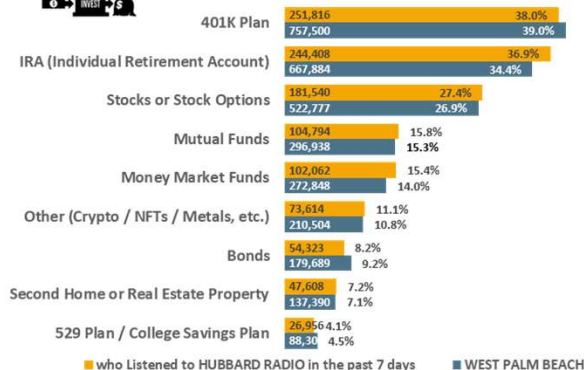




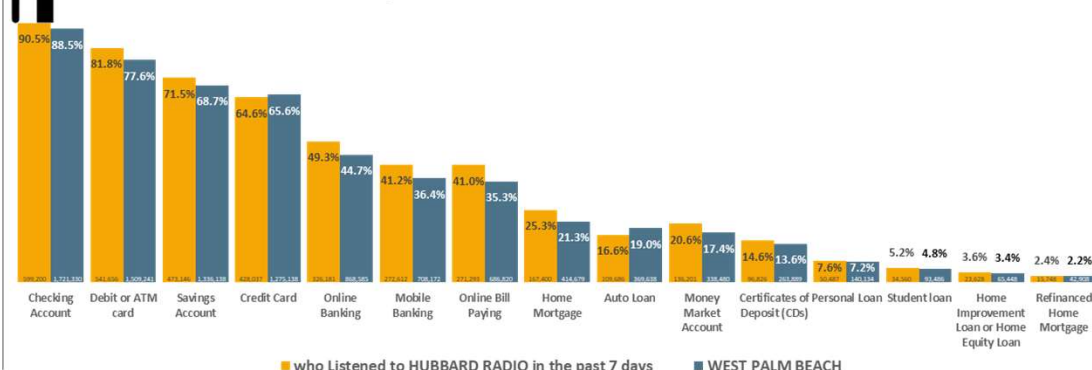
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Investments Owned: Adults 18 or older



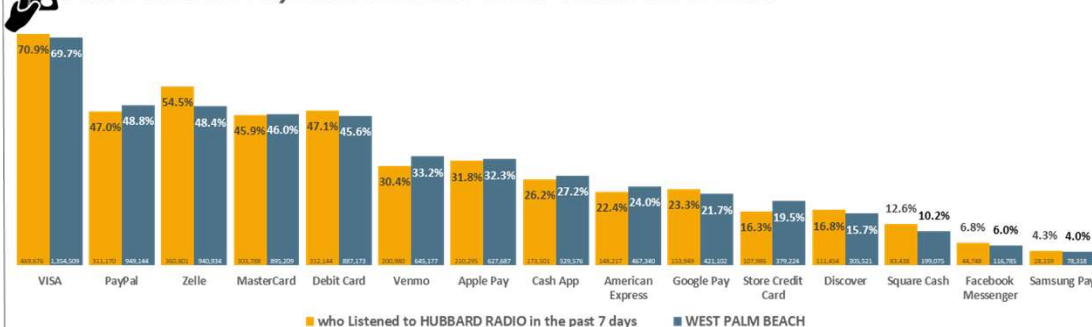
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

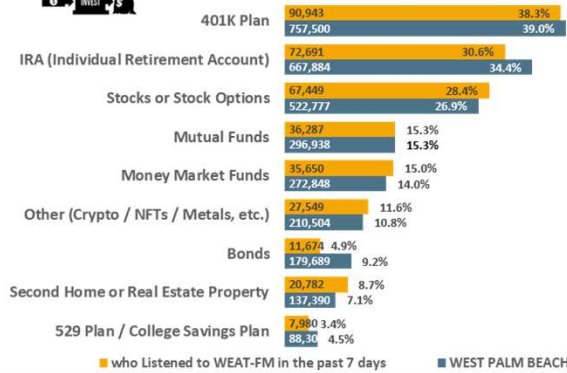




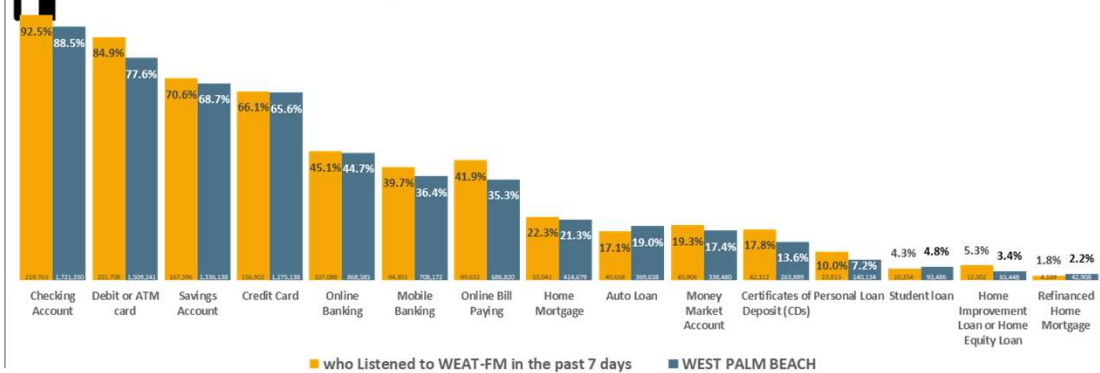
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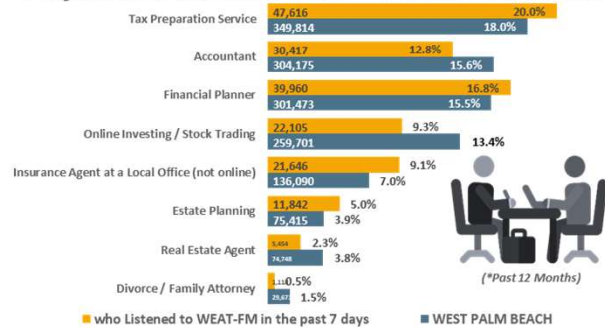
Investments Owned: Adults 18 or older



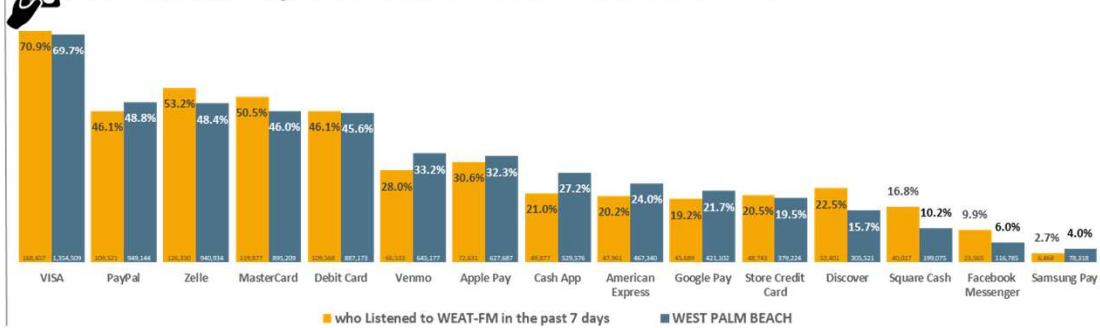
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

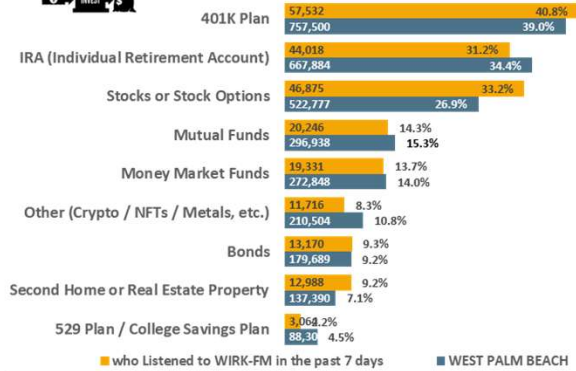




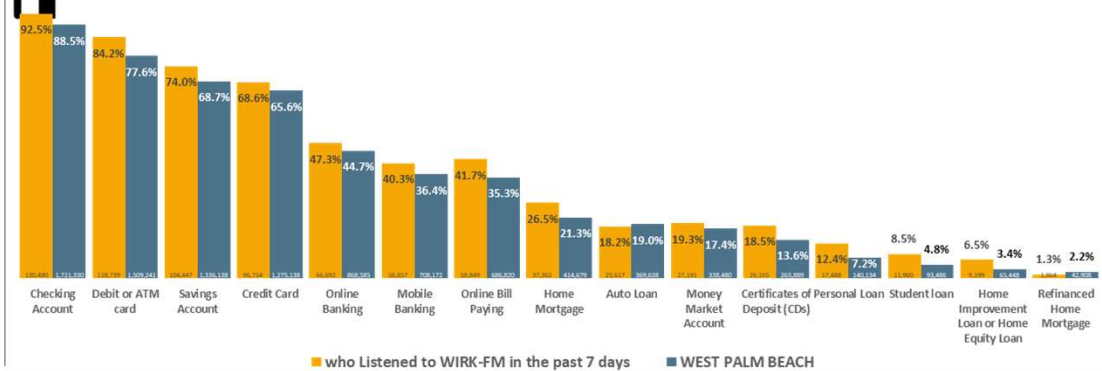
7.3% or 141,102 of WEST PALM BEACH DMA Adults 18 or older Listened to WIRK-FM in the past 7 days. Adults 18 or older who Listened to WIRK-FM in the past 7 days are 4.6% more likely to have a 401K, 4.5% less likely to have an Auto Loan, .7% more likely to Invest/Trade Stocks Online, 7.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



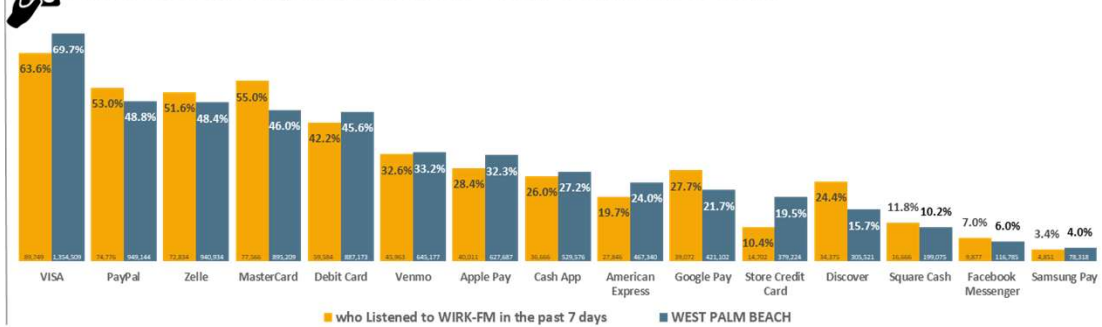
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

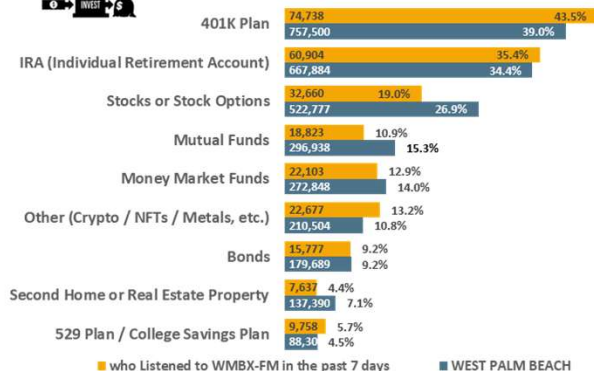




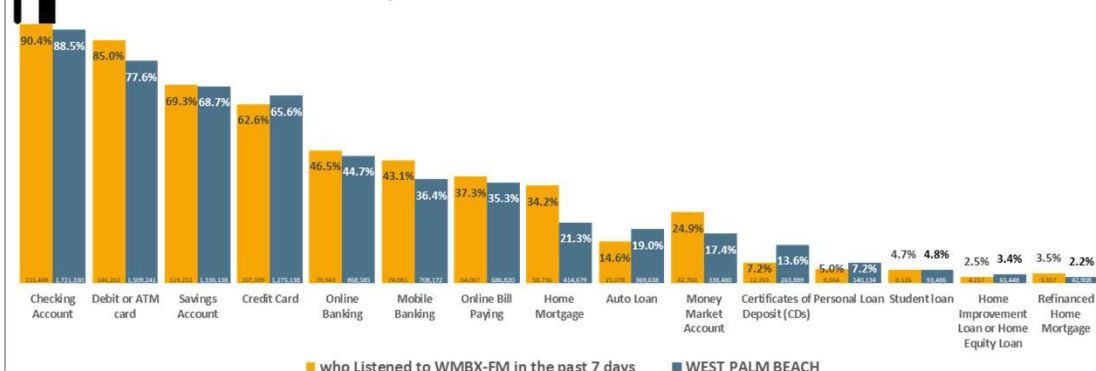
8.8% or 171,988 of WEST PALM BEACH DMA Adults 18 or older Listened to WMBX-FM in the past 7 days. Adults 18 or older who Listened to WMBX-FM in the past 7 days are 11.5% more likely to have a 401K, 23.3% less likely to have an Auto Loan, 21.6% less likely to Invest/Trade Stocks Online, 18.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



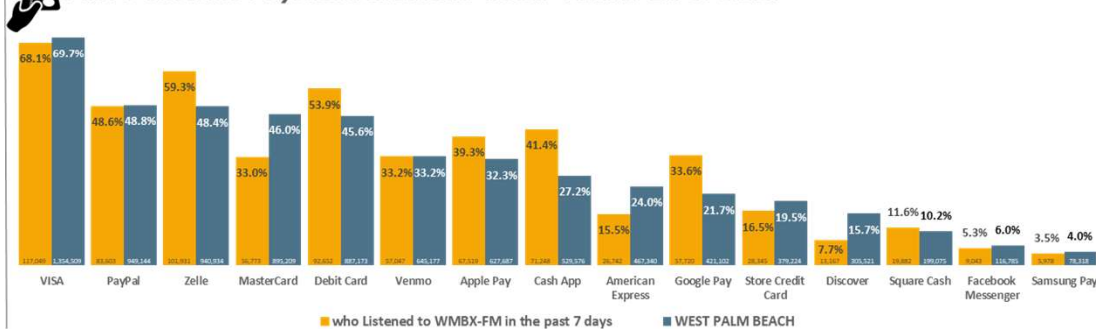
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



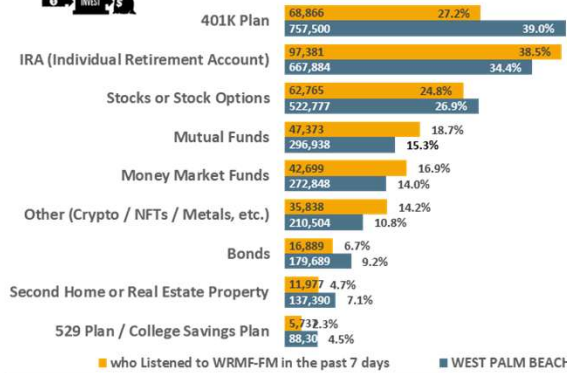
97.9 wrmf

2000's, 10's & today

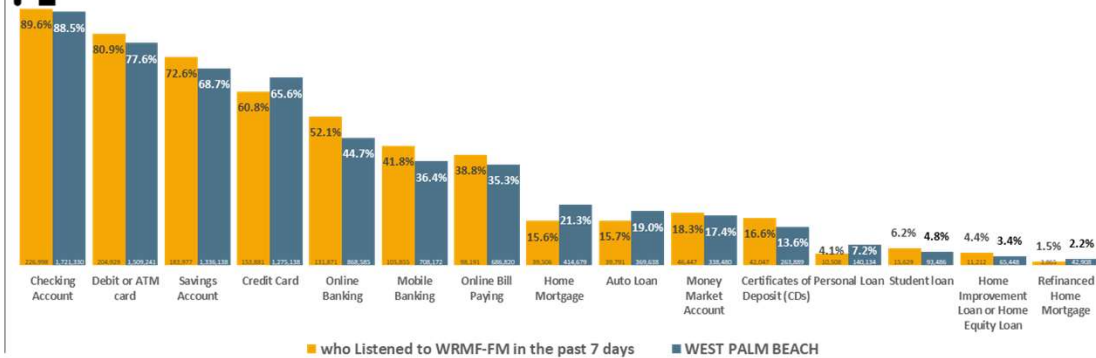
13.3% or 253,242 of WEST PALM BEACH DMA Adults 18 or older Listened to WRMF-FM in the past 7 days. Adults 18 or older who Listened to WRMF-FM in the past 7 days are 30.2% less likely to have a 401K, 17.4% less likely to have an Auto Loan, 14.8% less likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



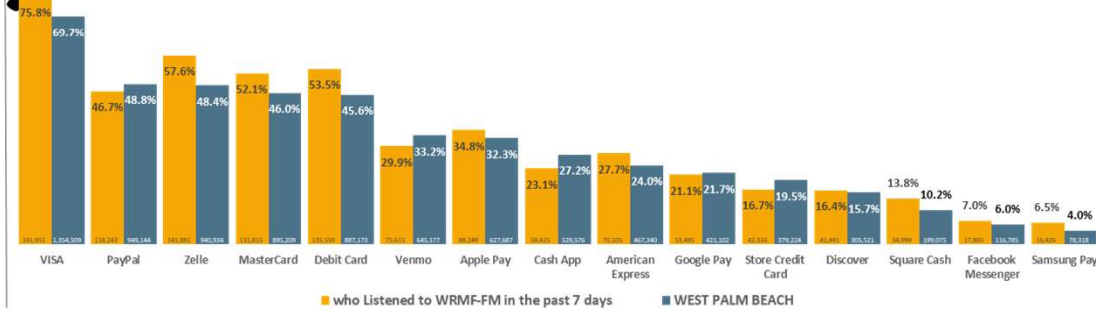
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

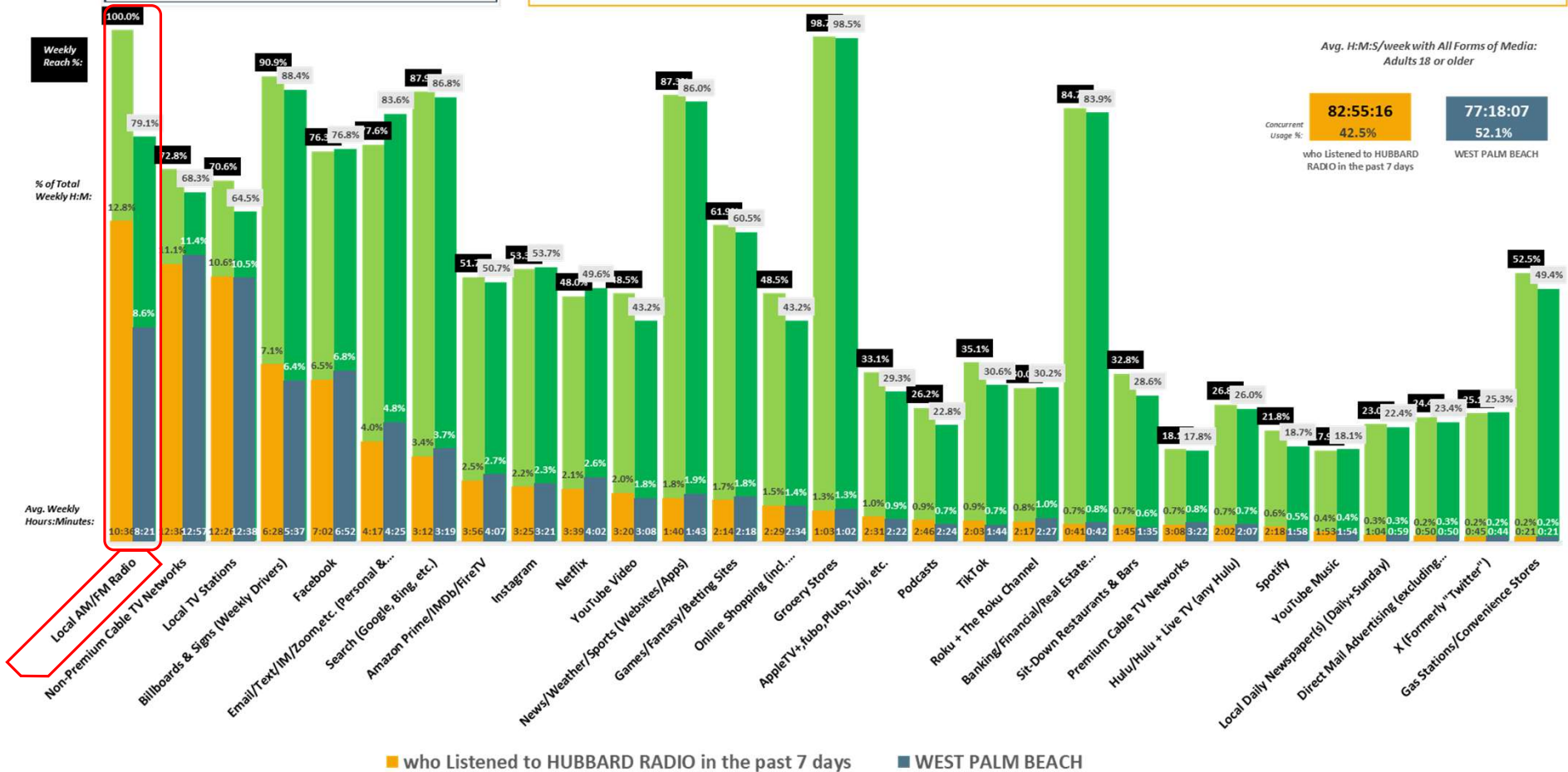


Past 3-Months Payment Methods Used: Adults 18 or older



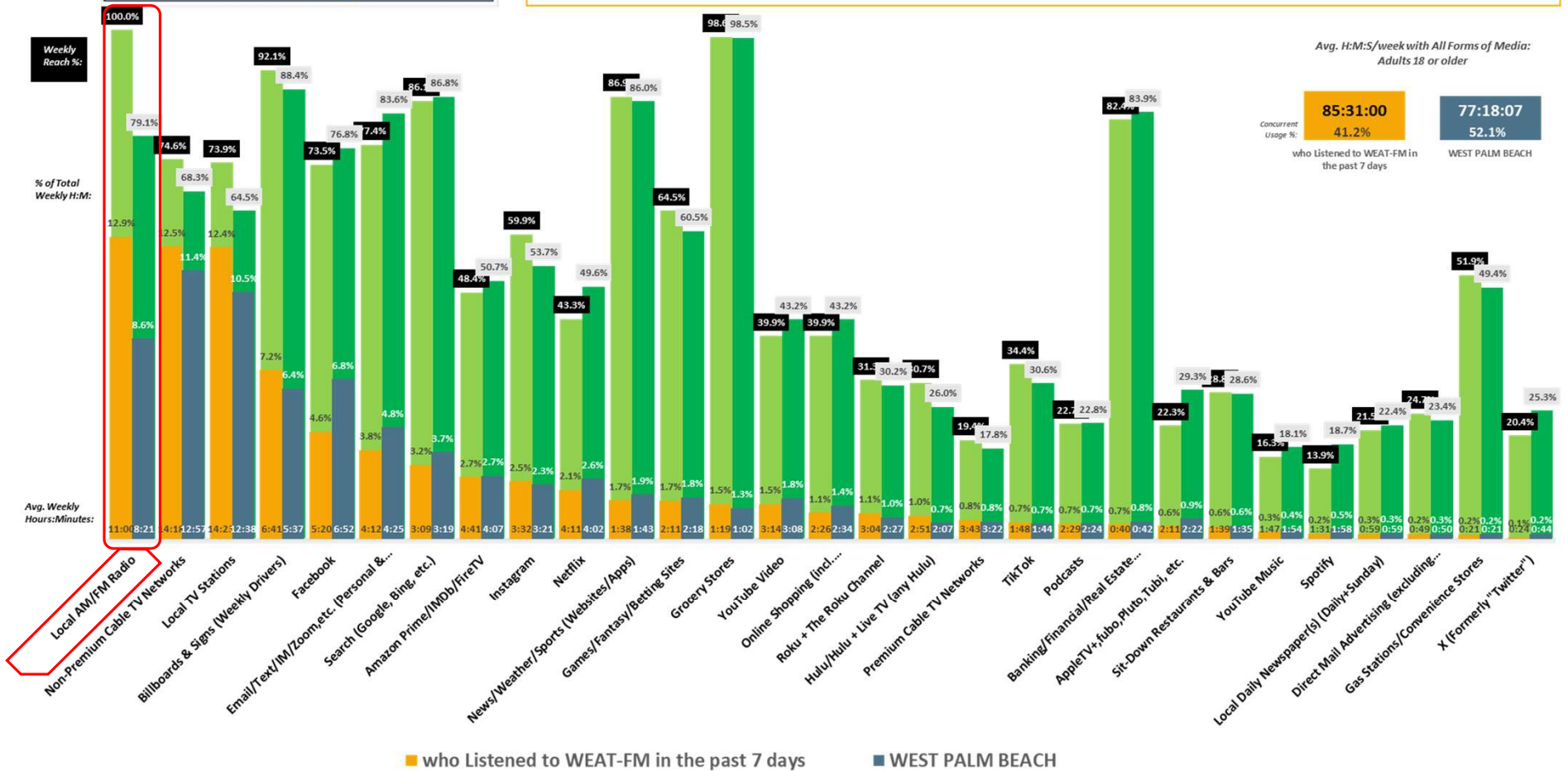


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 10 hours, 55 minutes and 16 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 12.8% of total time spent with all forms of Media.



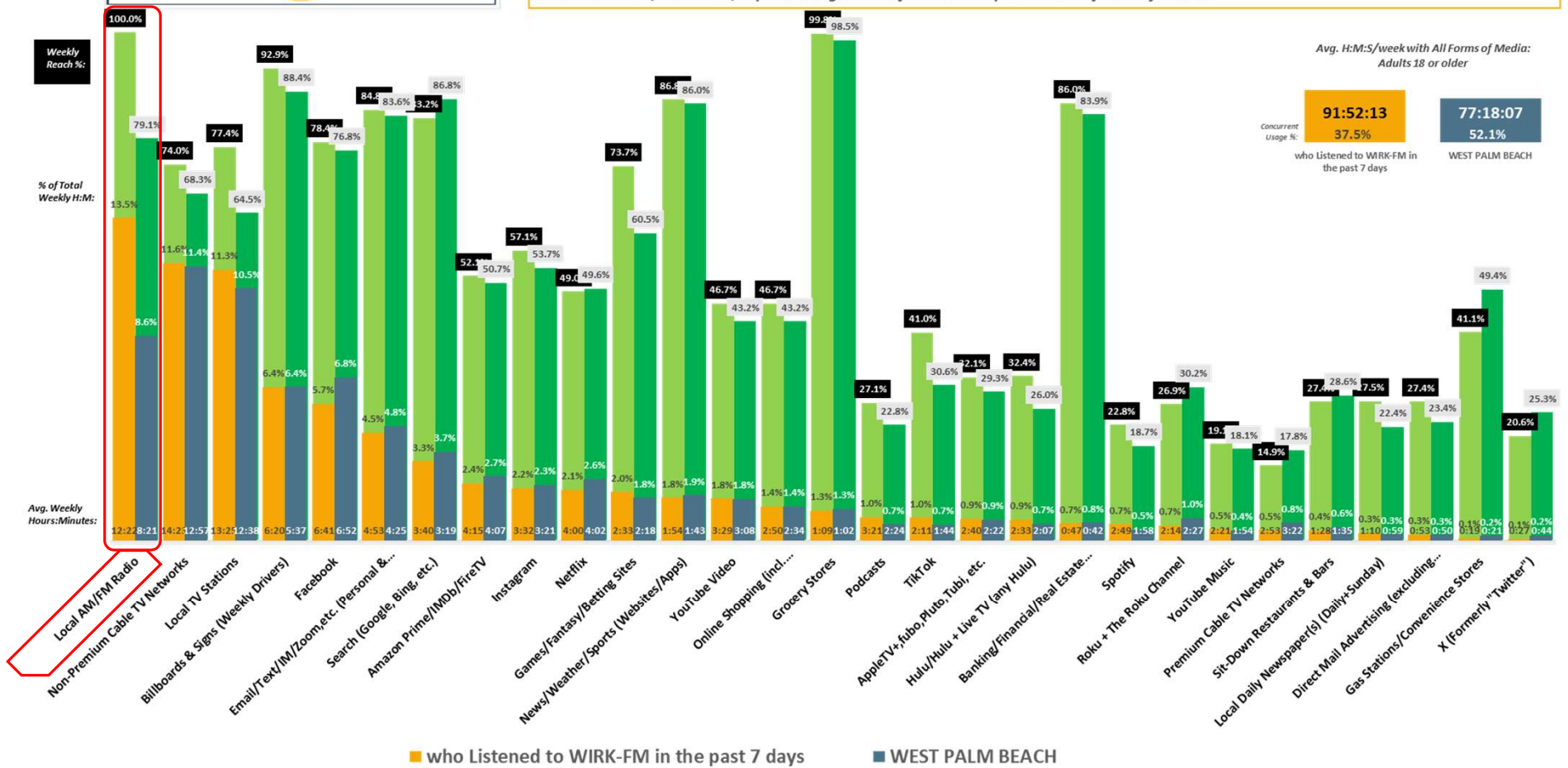


Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 3 days, 13 hours, 31 minutes and 0 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an avg. of 11 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 12.9% of total time spent with all forms of Media.



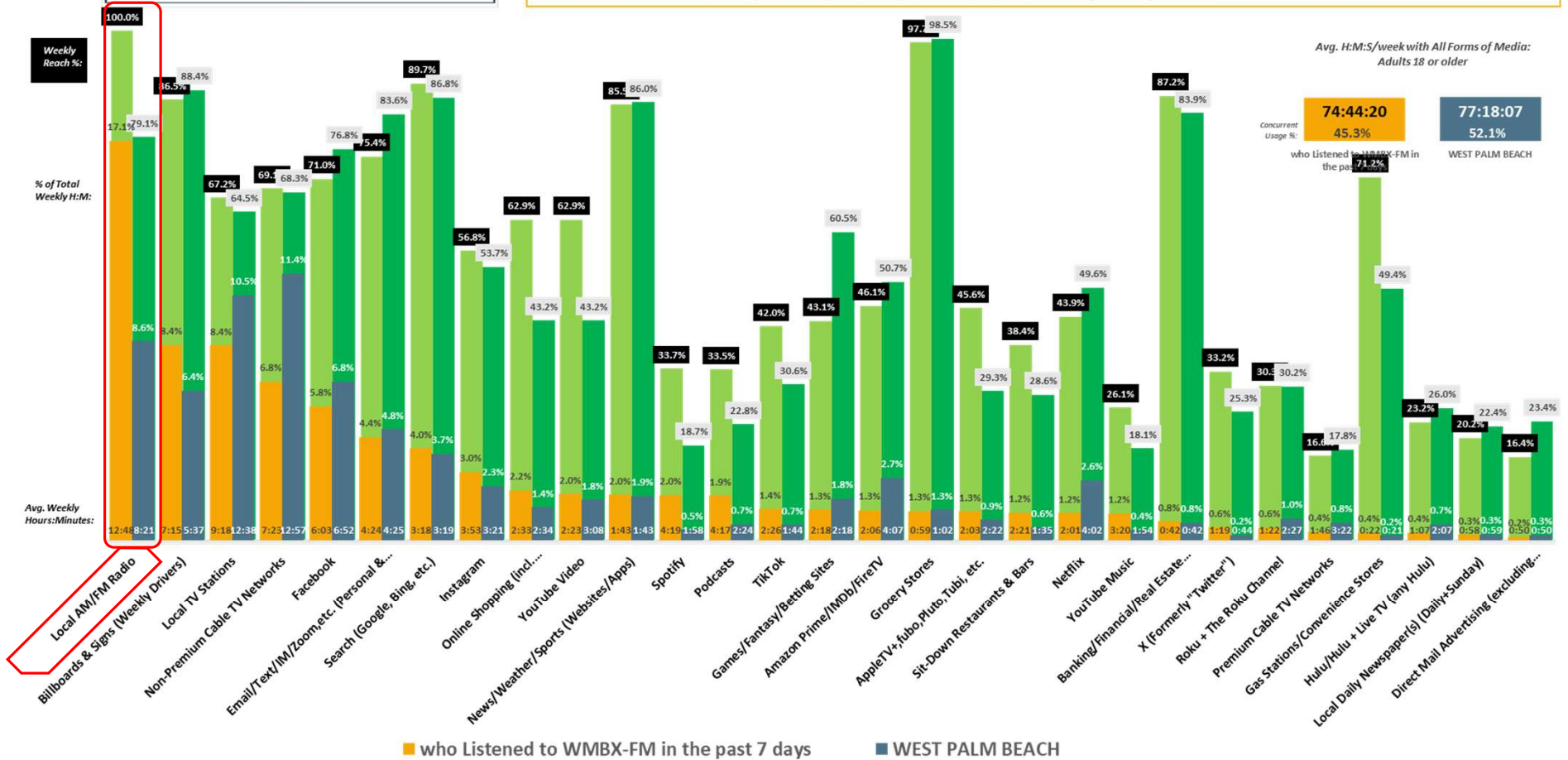


Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 3 days, 19 hours, 52 minutes and 13 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an avg. of 12 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.





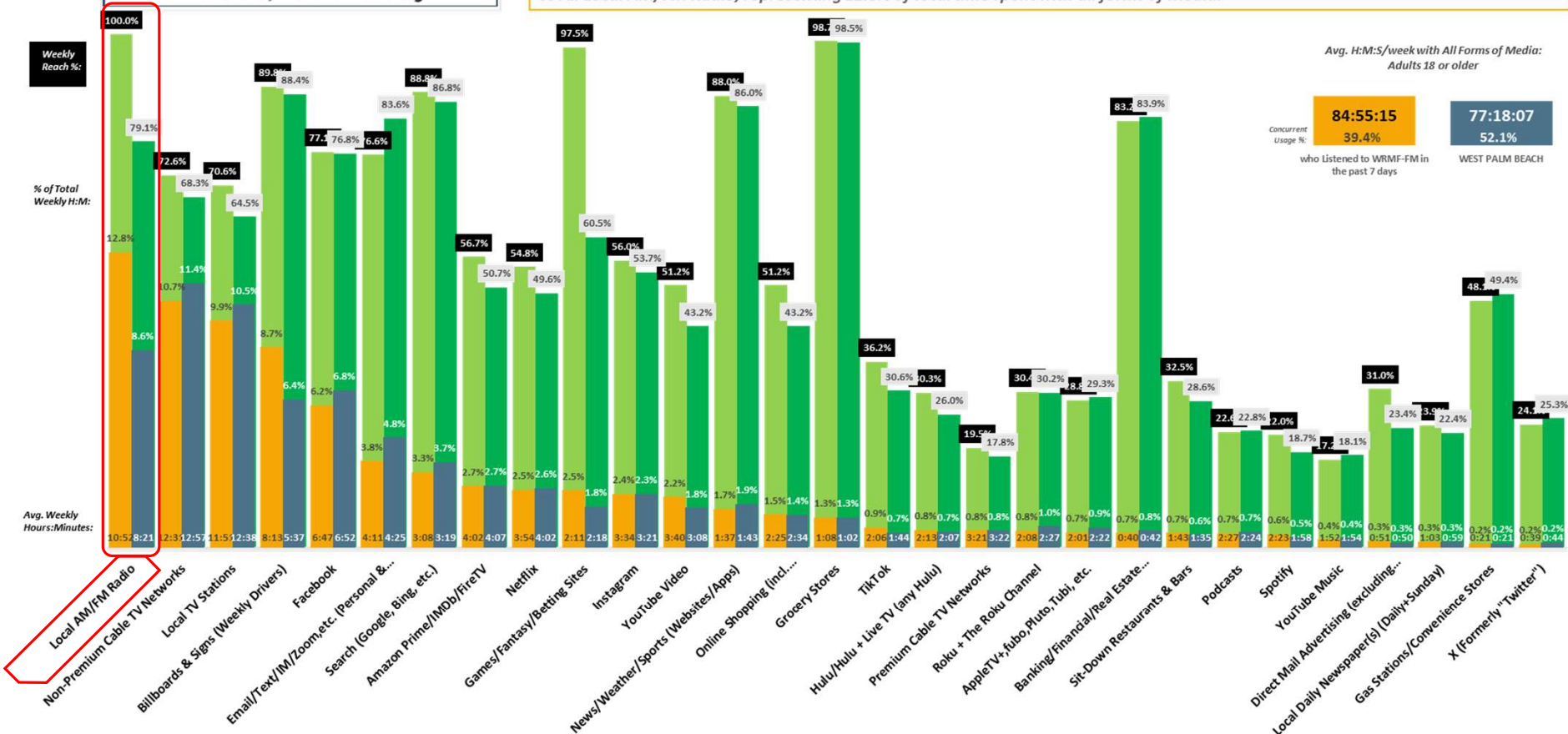
Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 3 days, 2 hours, 44 minutes and 20 seconds each week with All Forms of Media.
 100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an avg. of 12 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 17.1% of total time spent with all forms of Media.



97.9 wrmf

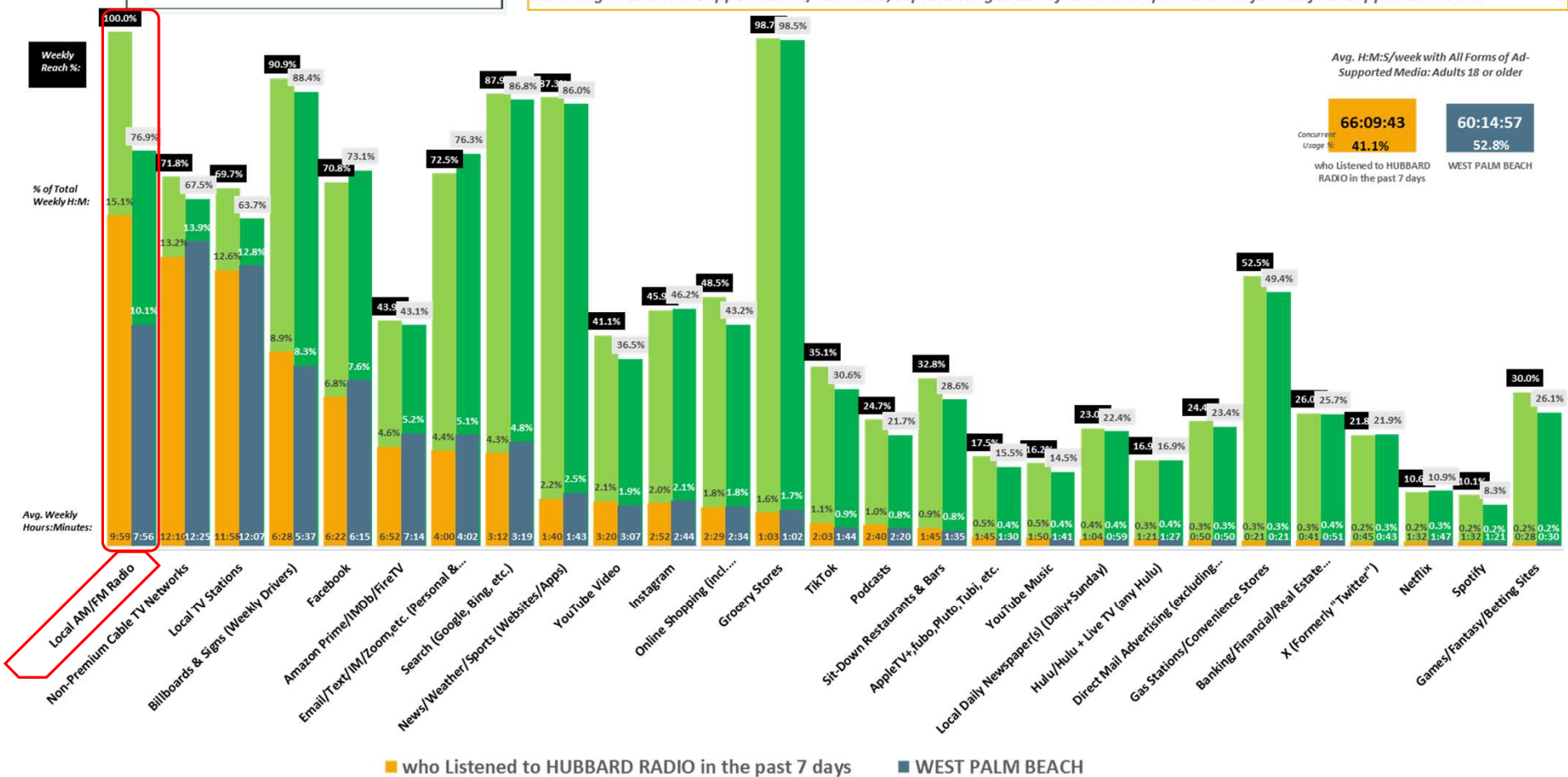
2000's, 10's & today

Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 3 days, 12 hours, 55 minutes and 15 seconds each week with All Forms of Media.
100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an avg. of 10 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 12.8% of total time spent with all forms of Media.



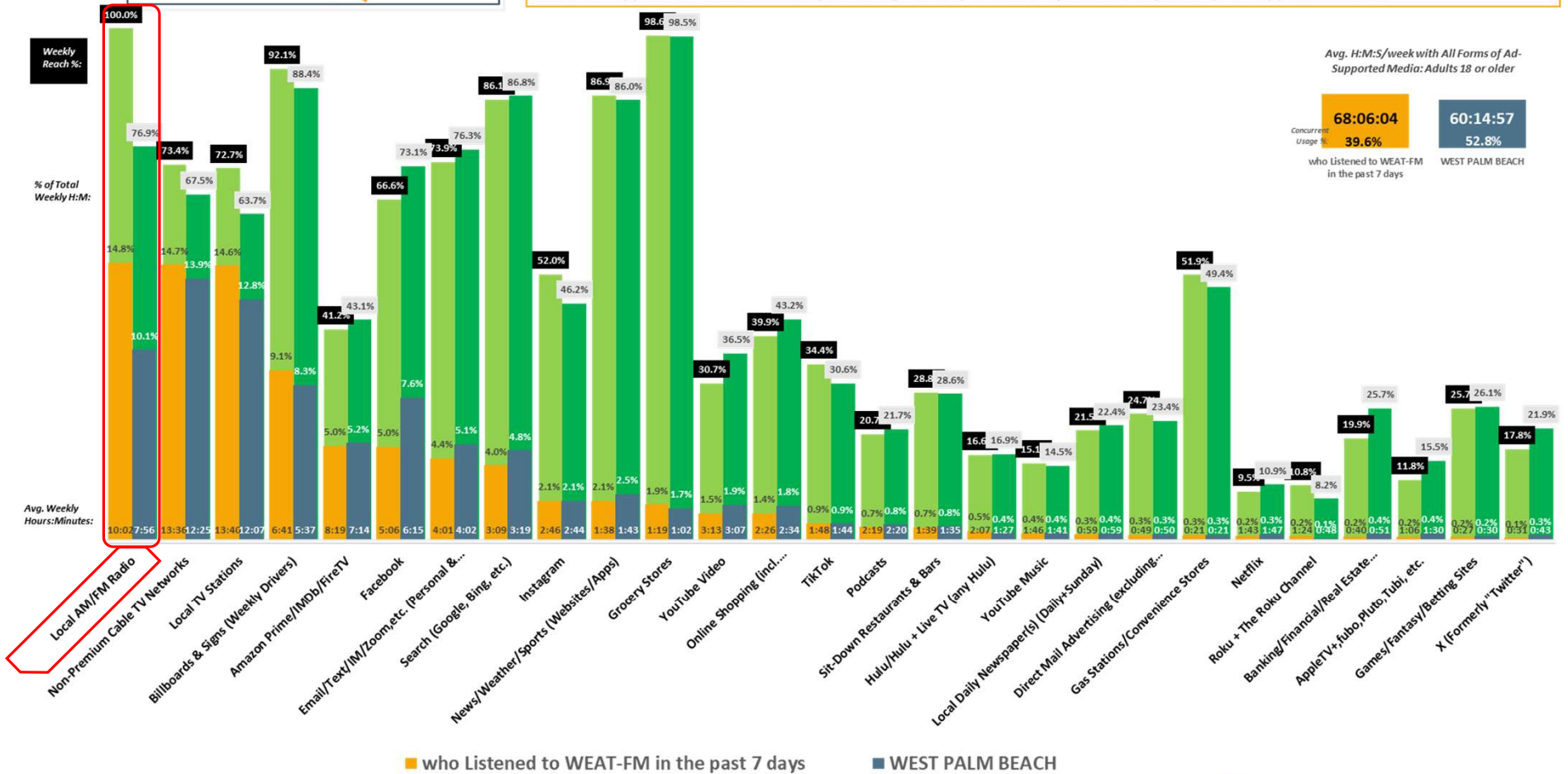


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 18 hours, 9 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an avg. of 9 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 2 days, 20 hours, 6 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an avg. of 10 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.8% of total time spent with all forms of Ad-Supported Media.



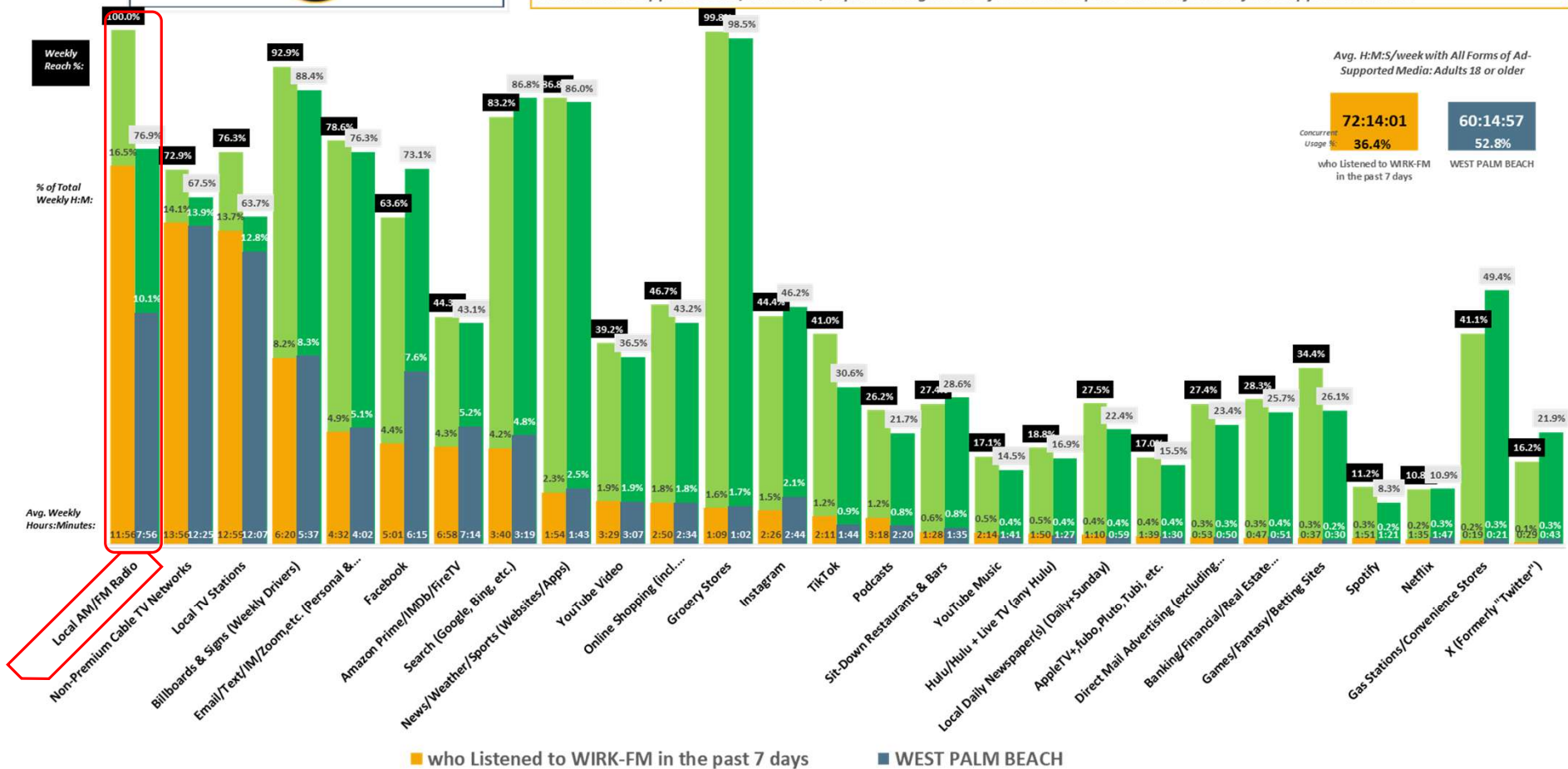
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

68:06:04
 Concurrent Usage % **39.6%**
 who Listened to WEAT-FM in the past 7 days

60:14:57
52.8%
 WEST PALM BEACH



Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 3 days, 0 hours, 14 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an avg. of 11 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.5% of total time spent with all forms of Ad-Supported Media.



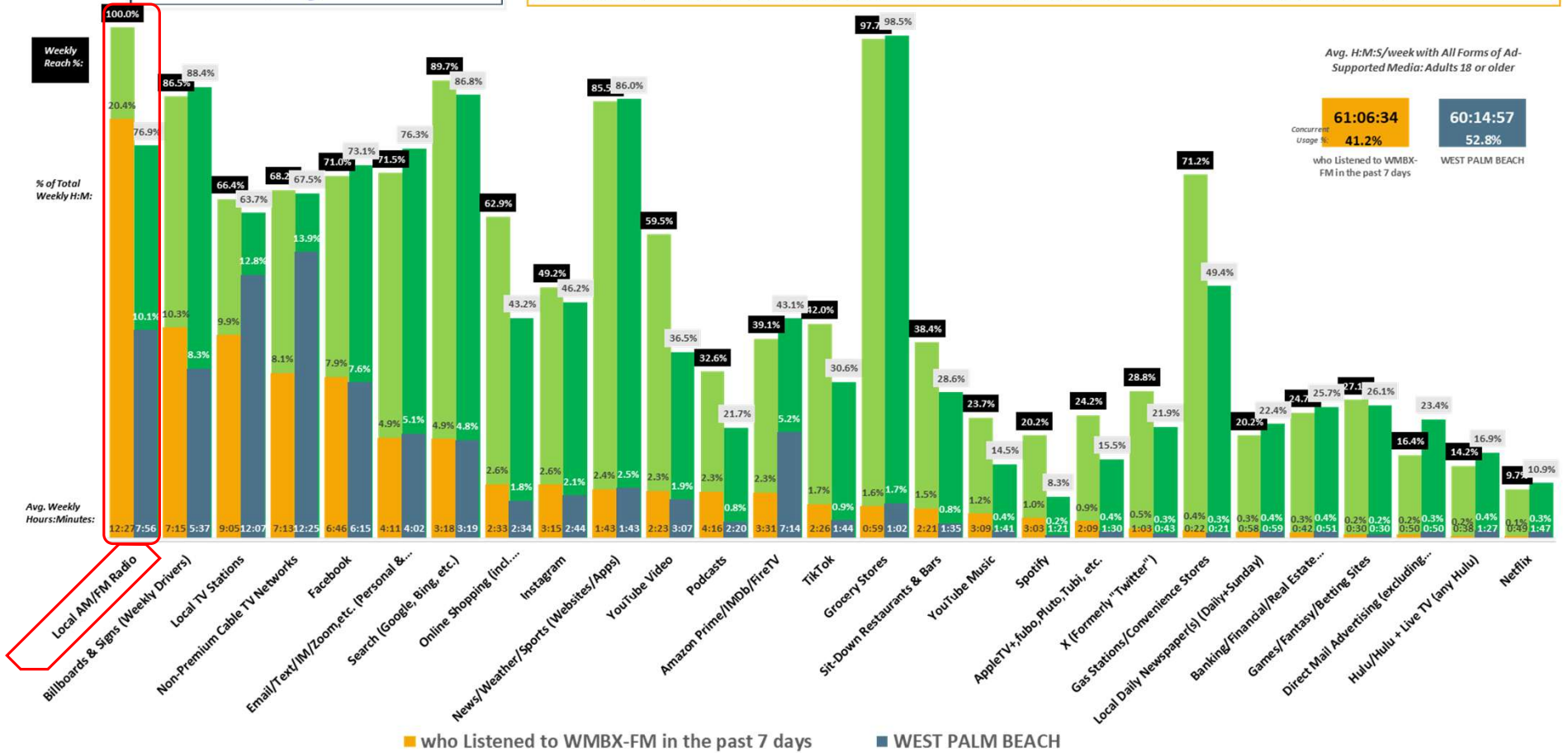
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	72:14:01	60:14:57
who Listened to WIRK-FM in the past 7 days	36.4%	52.8%



Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 2 days, 13 hours, 6 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an avg. of 12 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 20.4% of total time spent with all forms of Ad-Supported Media.

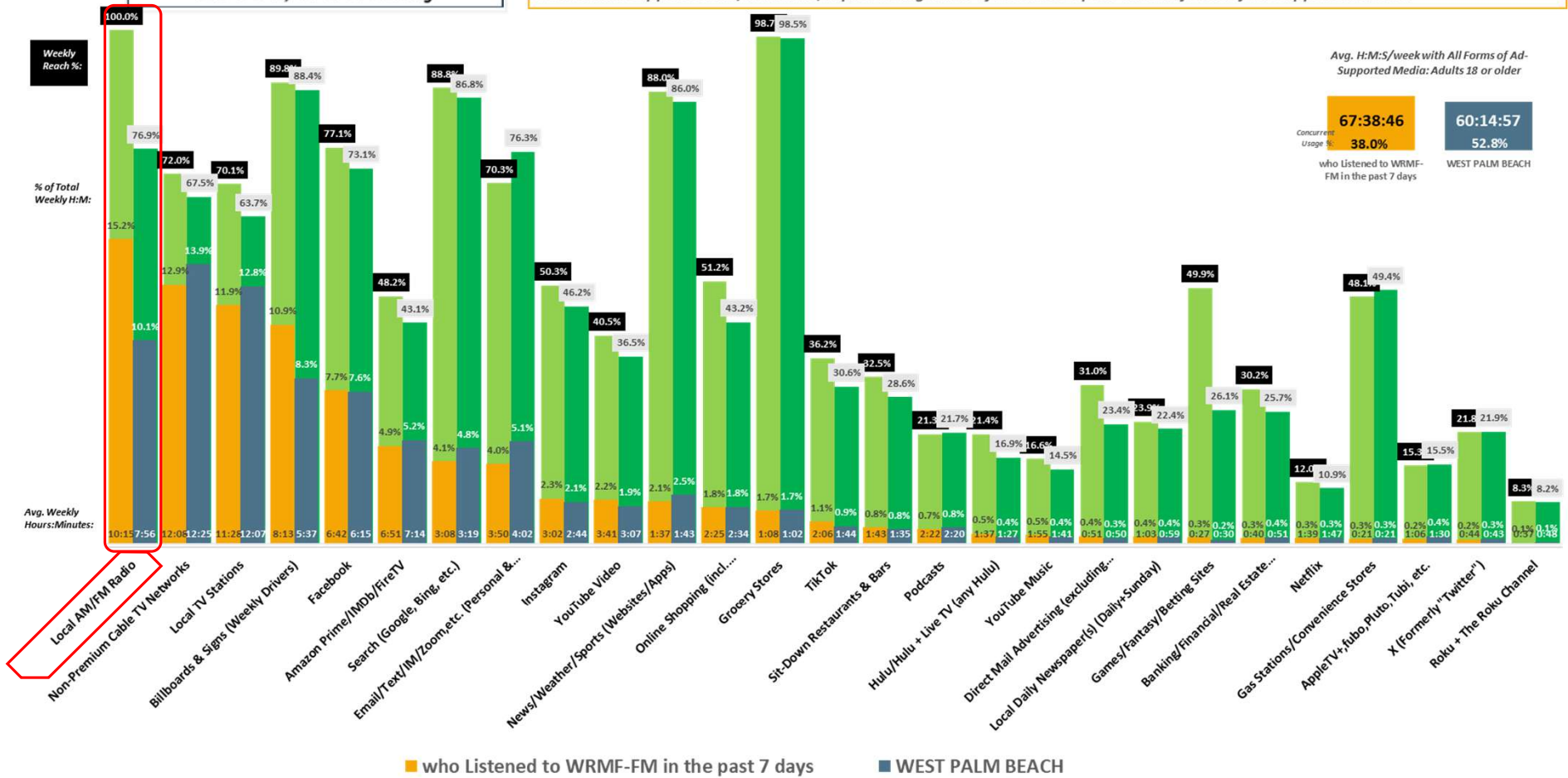


97.9 wrmf

2000's, 10's & today

Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 2 days, 19 hours, 38 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

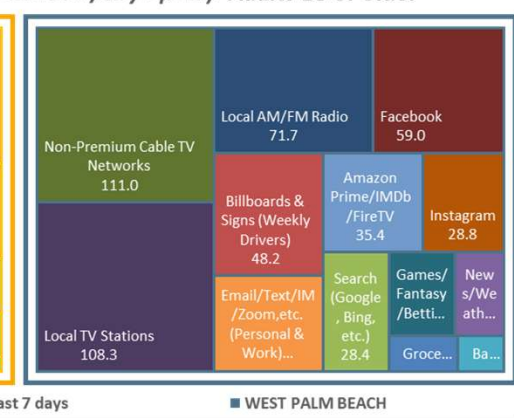
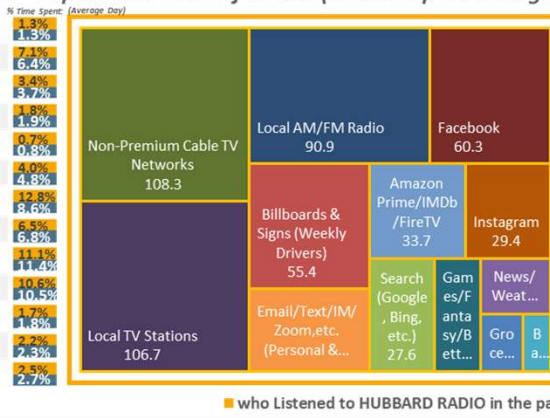
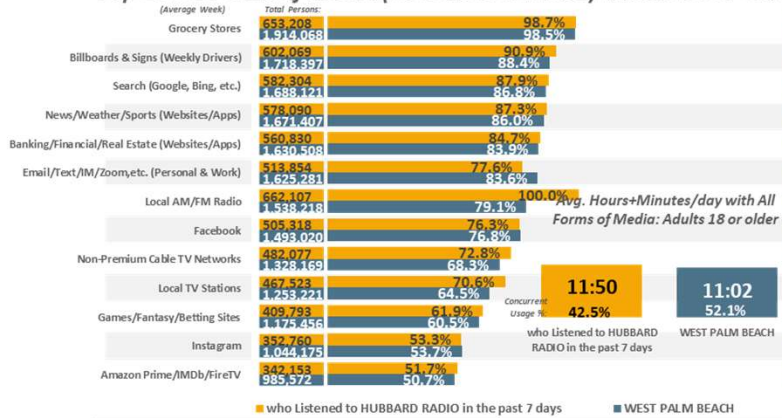
100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an avg. of 10 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.2% of total time spent with all forms of Ad-Supported Media.



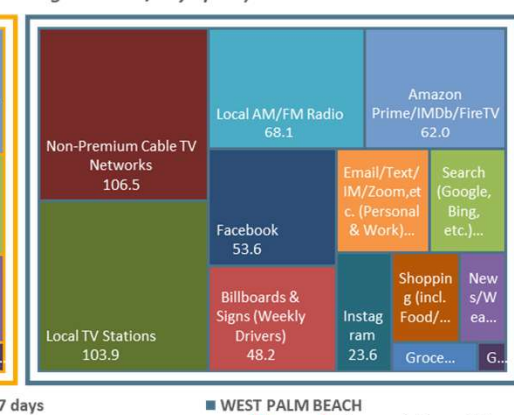
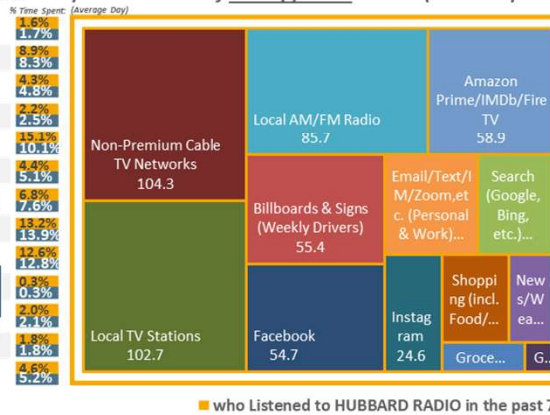
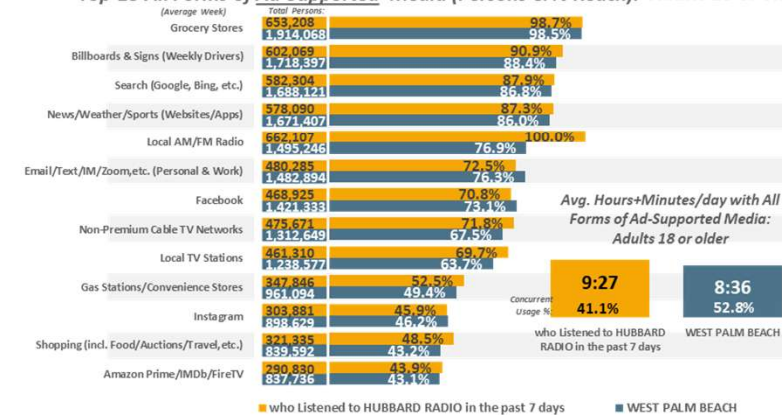


Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 9 hours and 27 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.7 minutes/day. (Local Radio delivers 15.1% of Time with Ad-Supported Media.)

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



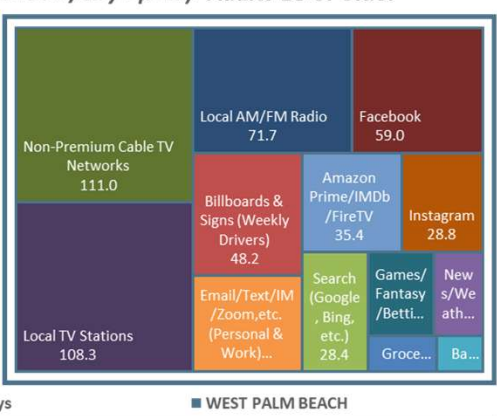
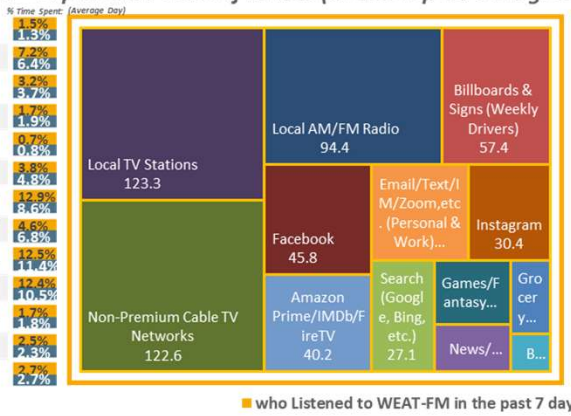
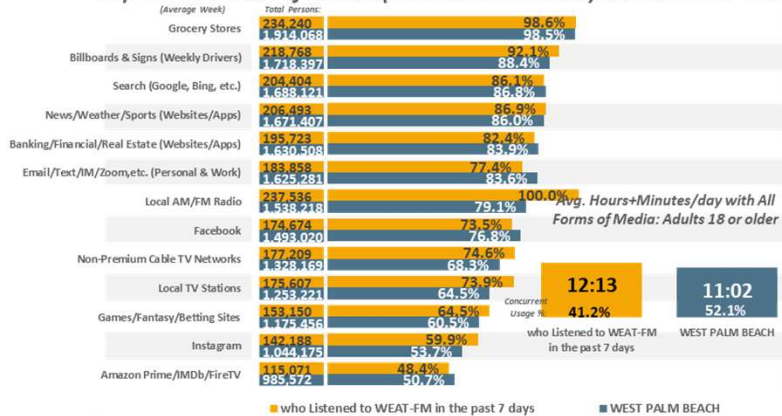
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



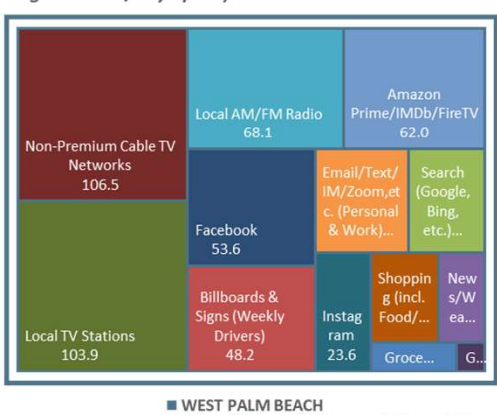
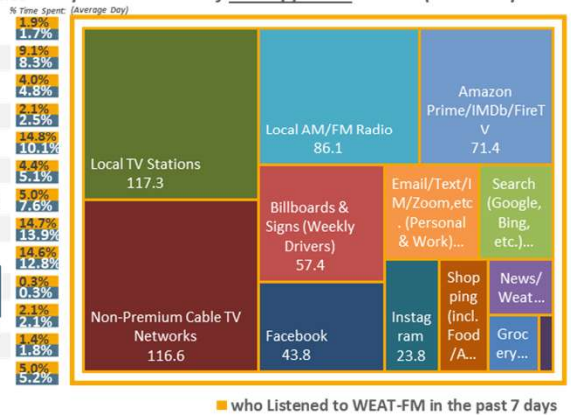
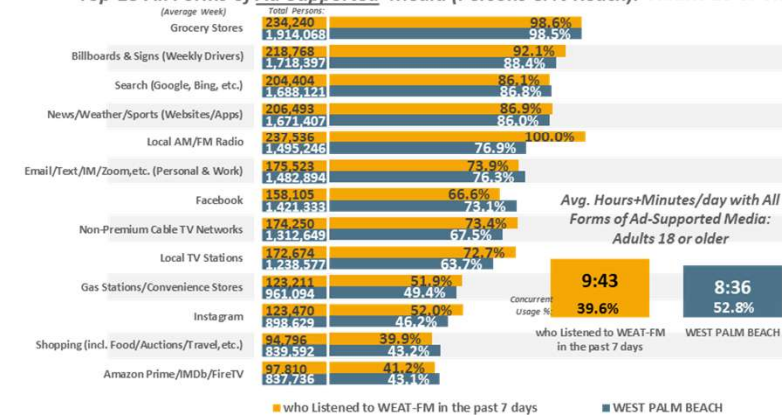


Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 9 hours and 43 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 86.1 minutes/day.
(Local Radio delivers 14.8% of Time with Ad-Supported Media.)

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



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

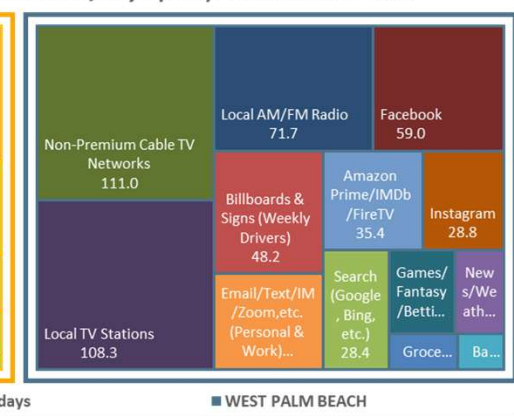
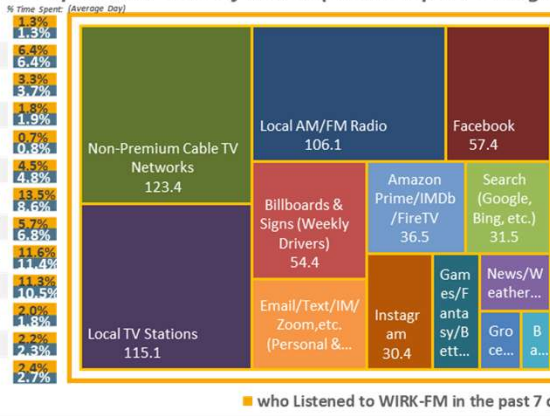
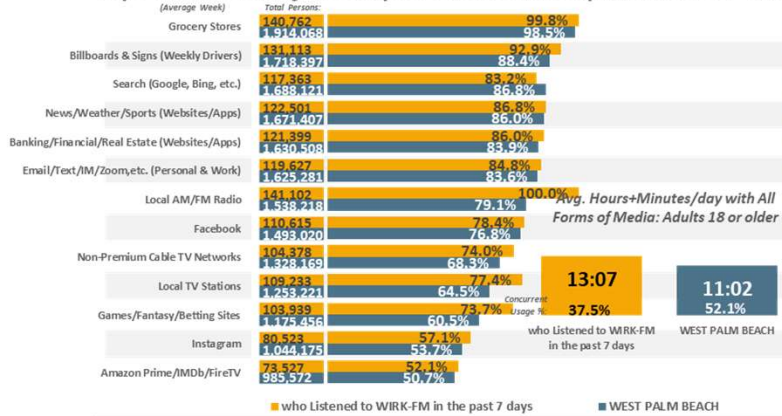




Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 10 hours and 19 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 102.4 minutes/day. (Local Radio delivers 16.5% of Time with Ad-Supported Media.)

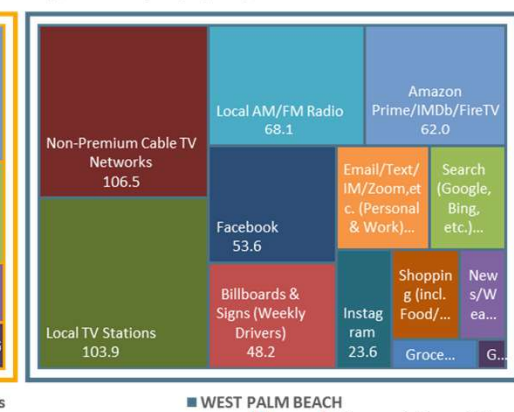
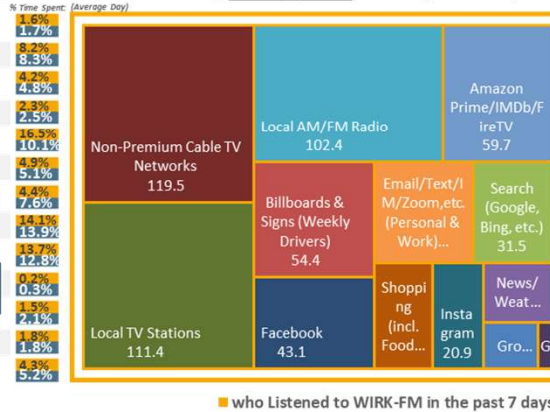
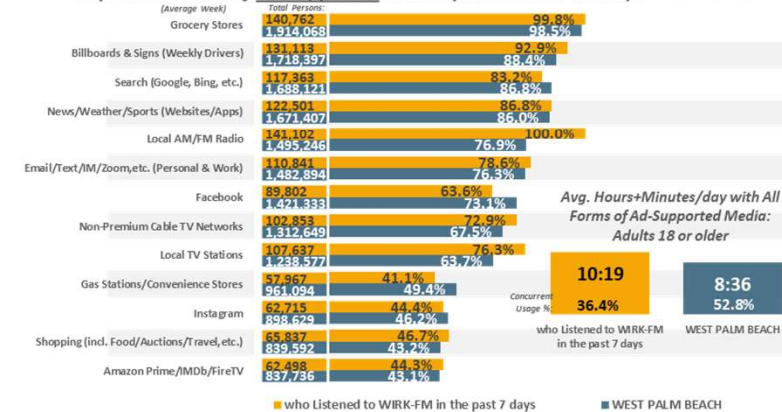
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

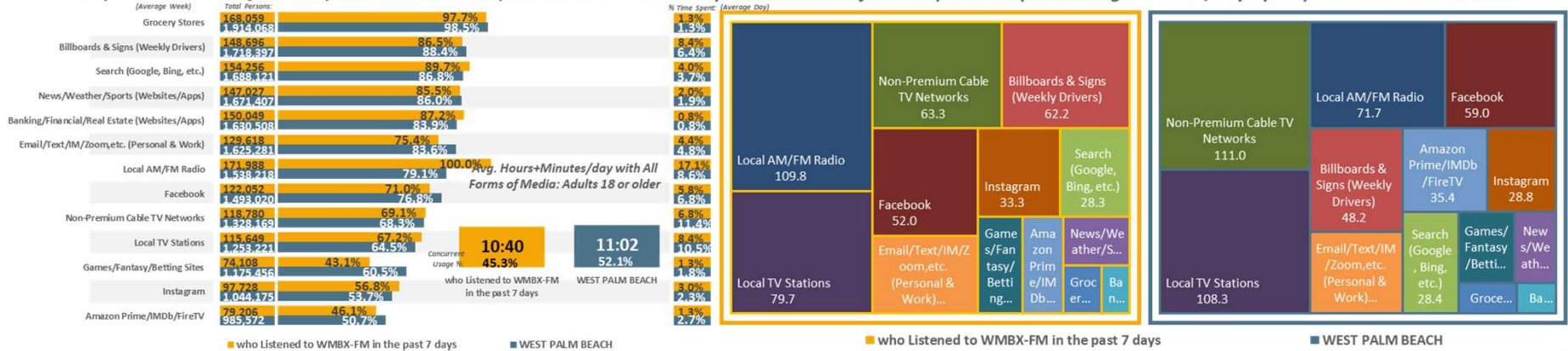
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



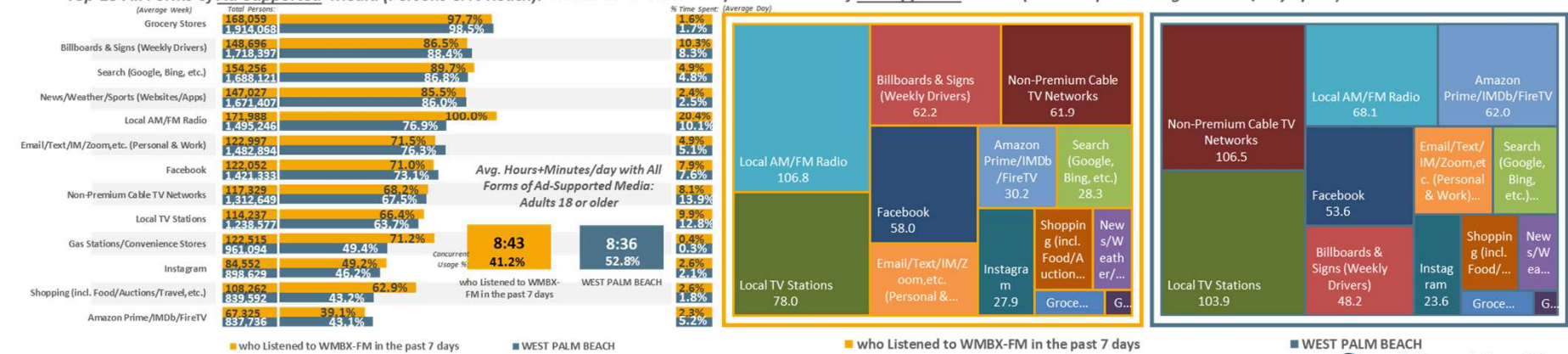


Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 106.8 minutes/day. (Local Radio delivers 20.4% of Time with Ad-Supported Media.)

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**



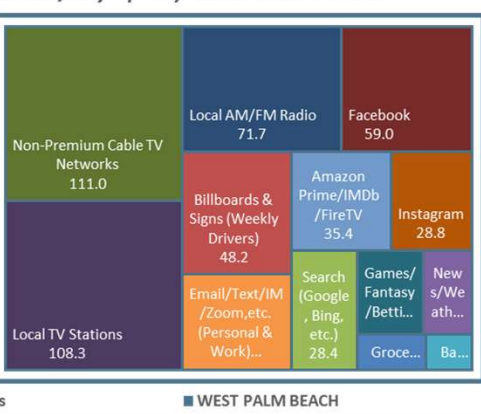
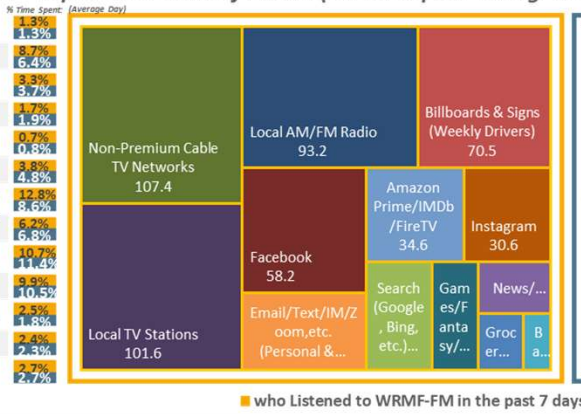
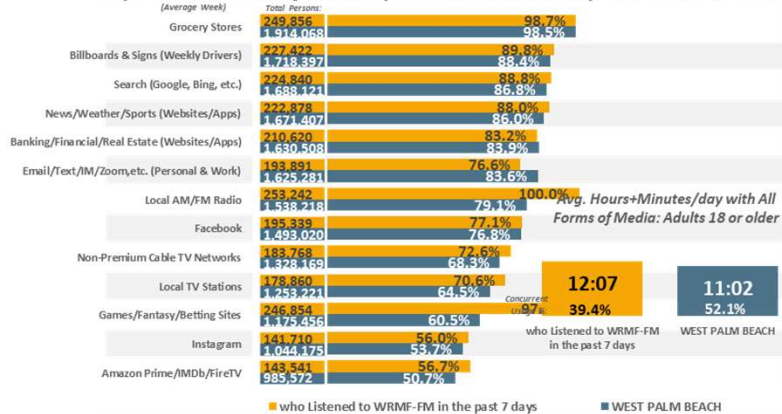


Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 9 hours and 39 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88. minutes/day.

(Local Radio delivers 15.2% of Time with Ad-Supported Media.)

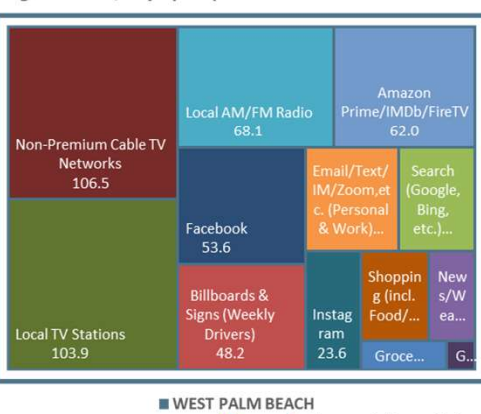
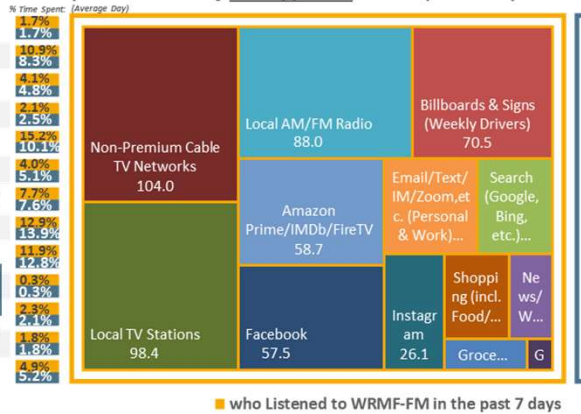
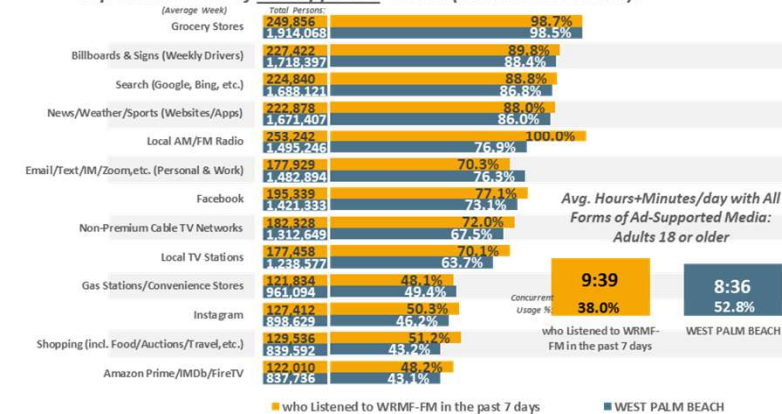
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

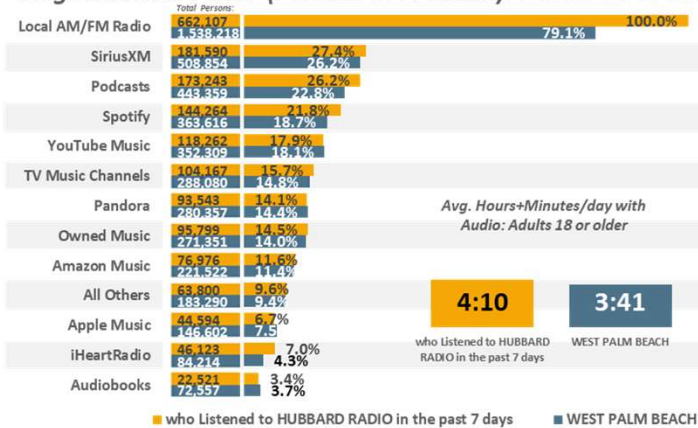
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



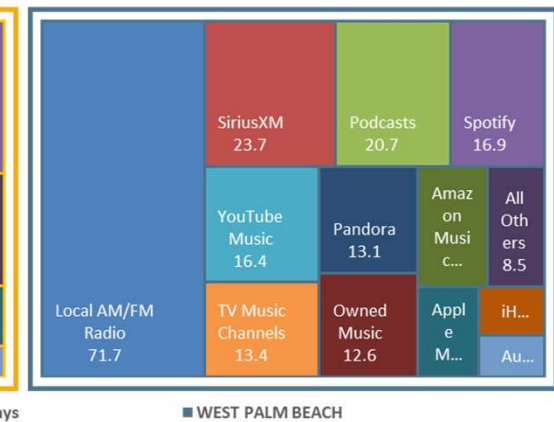
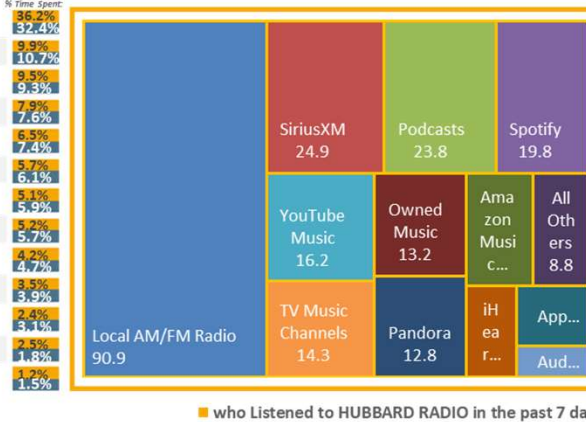


662,107 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.7 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

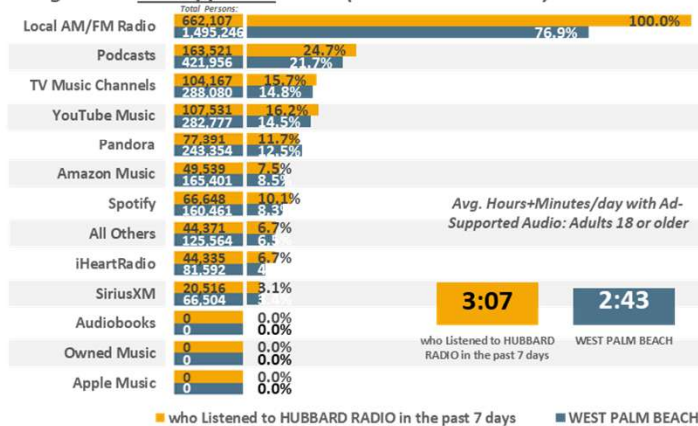
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



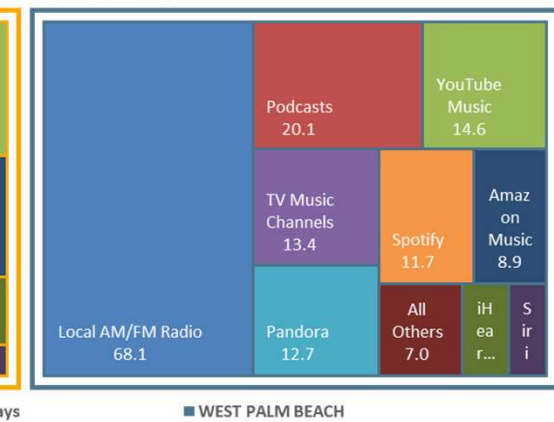
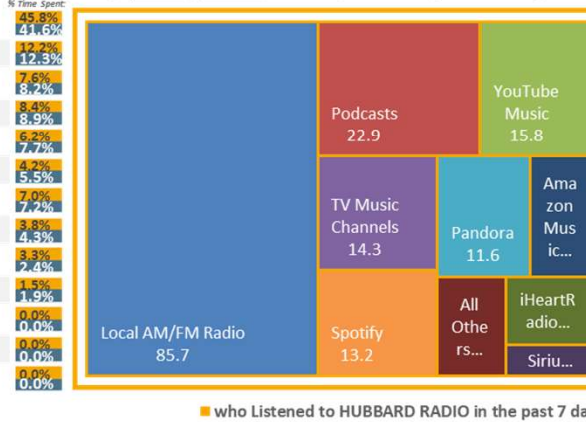
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 871
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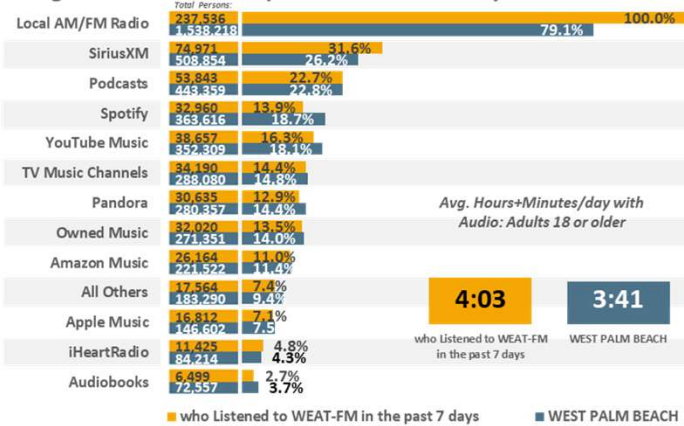
soefa.ai Share of Everything for Anything

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

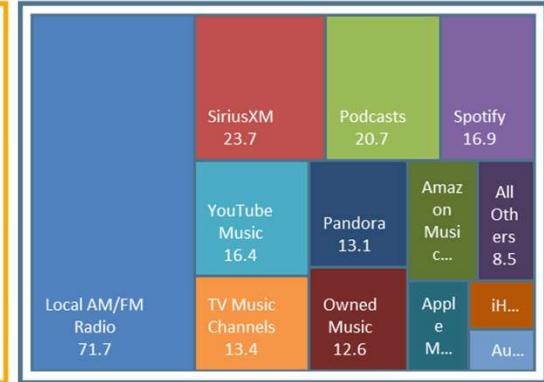
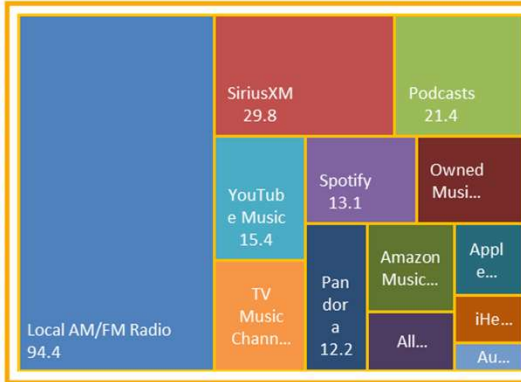


237,536 or 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.1 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

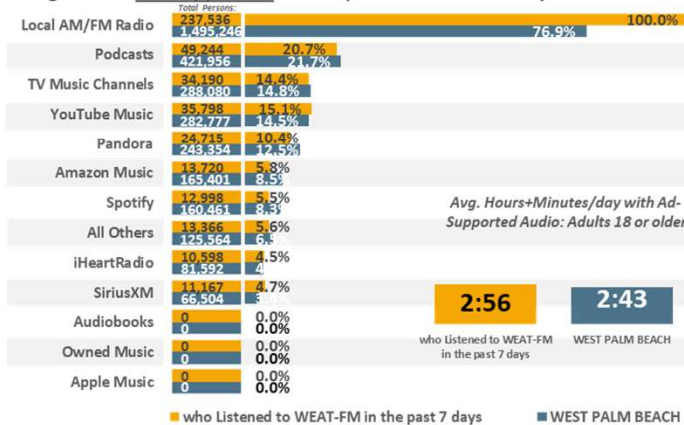
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



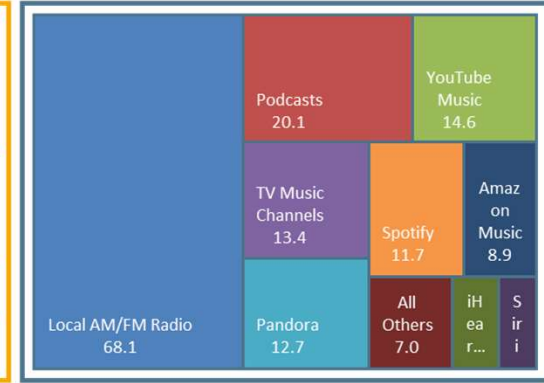
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



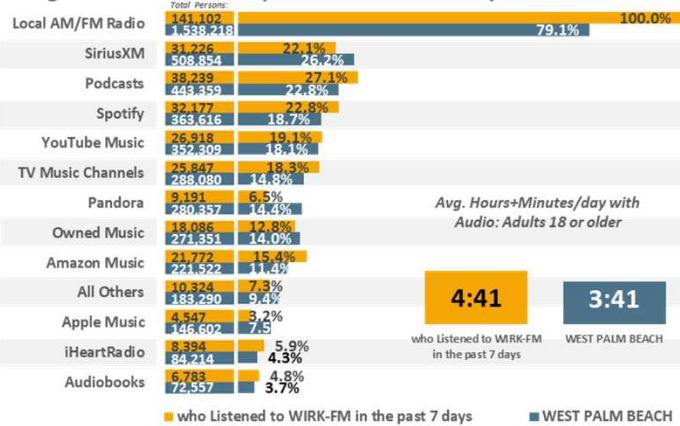
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



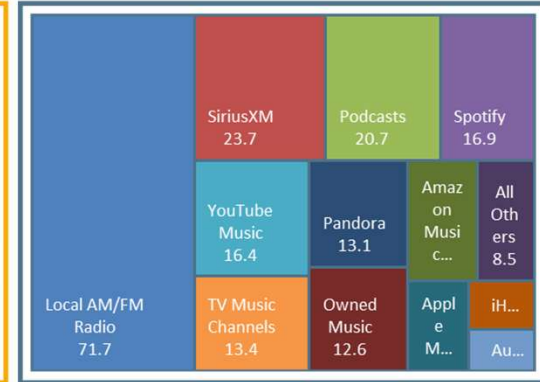
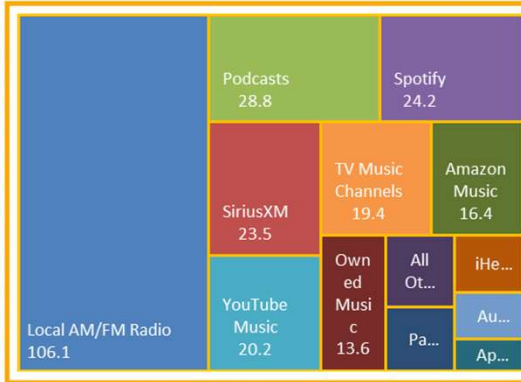


141,102 or 100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 102.4 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

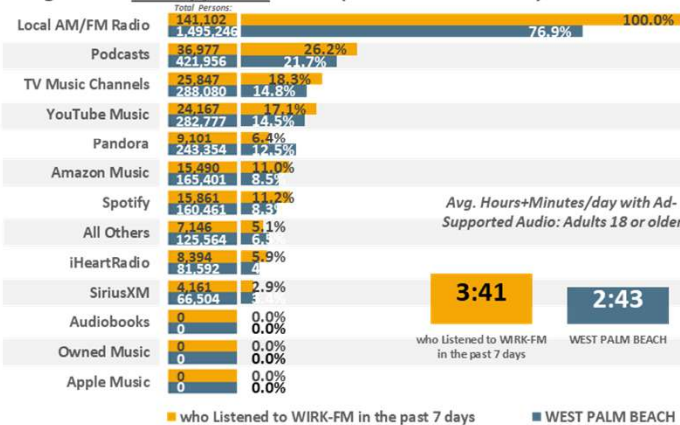
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



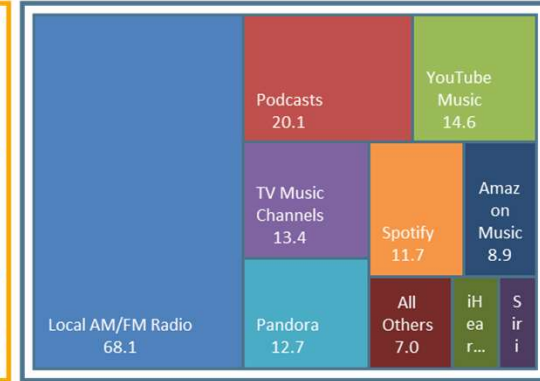
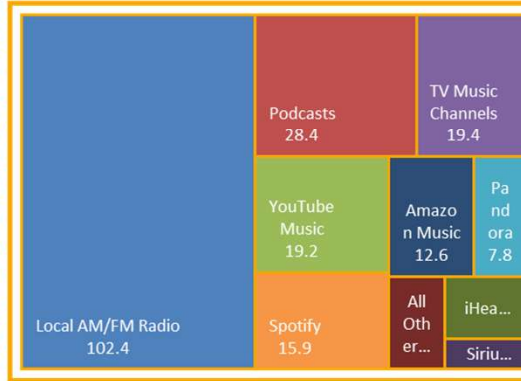
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



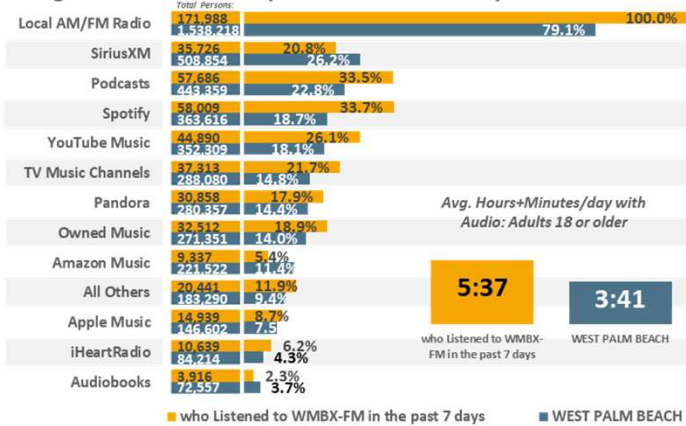
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



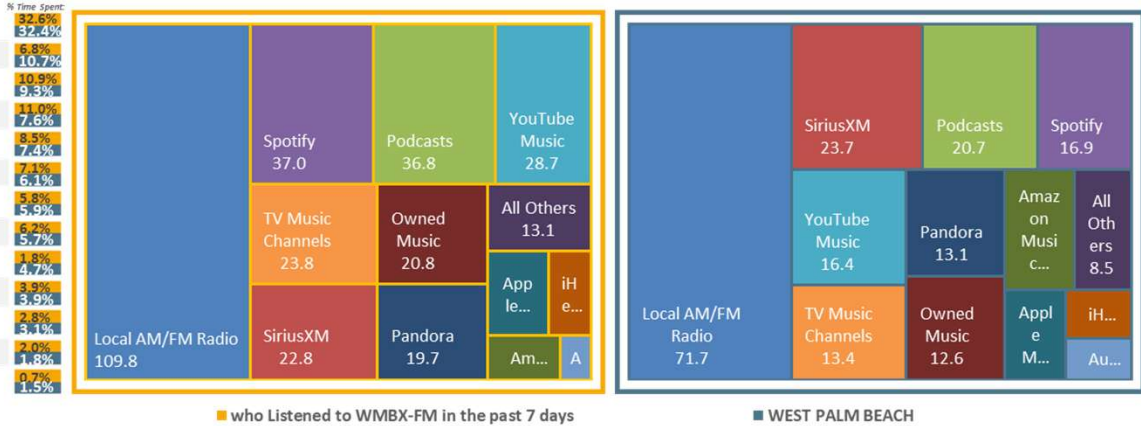


171,988 or 100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 106.8 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

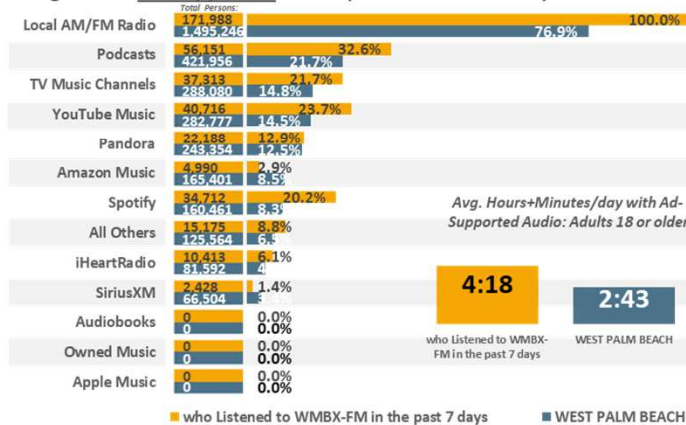
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



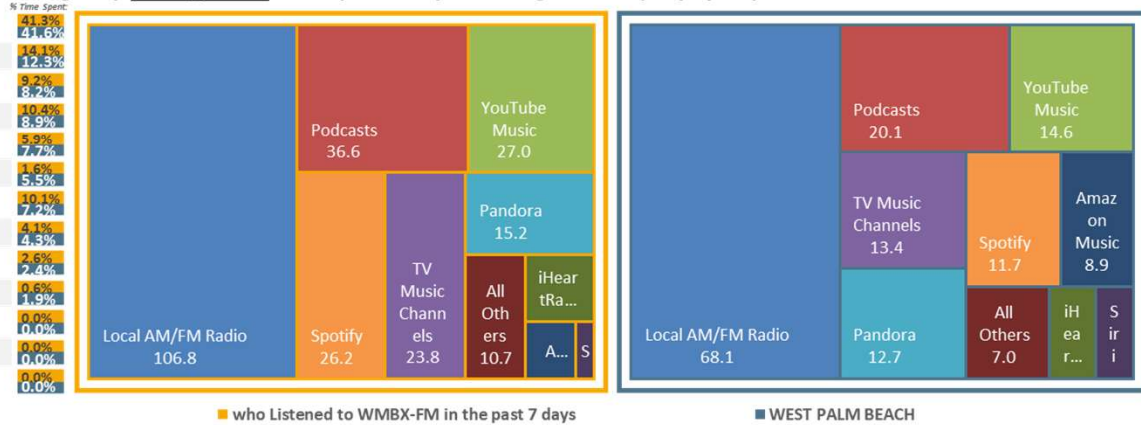
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



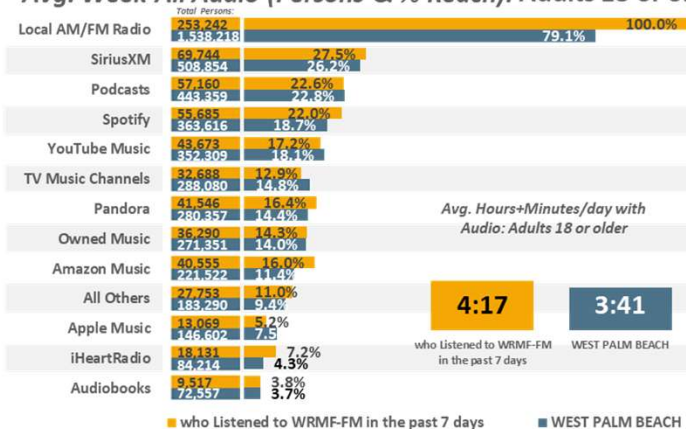
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





253,242 or 100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88. minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.

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

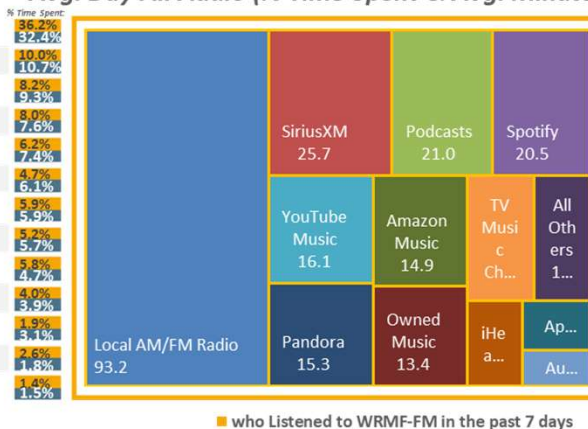


Avg. Hours+Minutes/day with Audio: Adults 18 or older

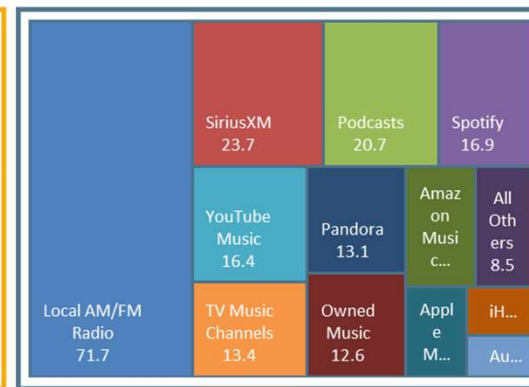
4:17

who Listened to WRMF-FM in the past 7 days

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

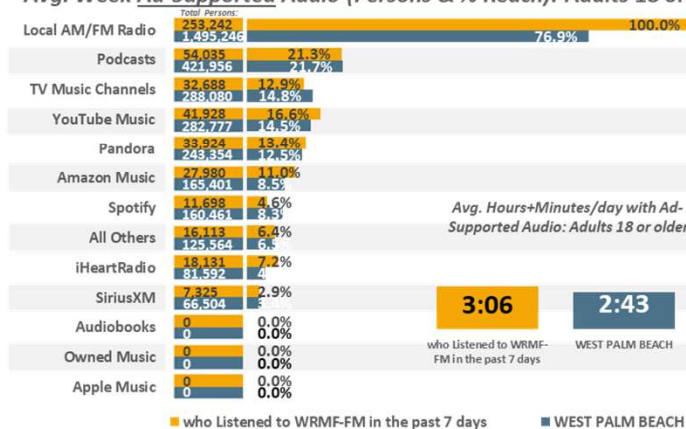


who Listened to WRMF-FM in the past 7 days



WEST PALM BEACH

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

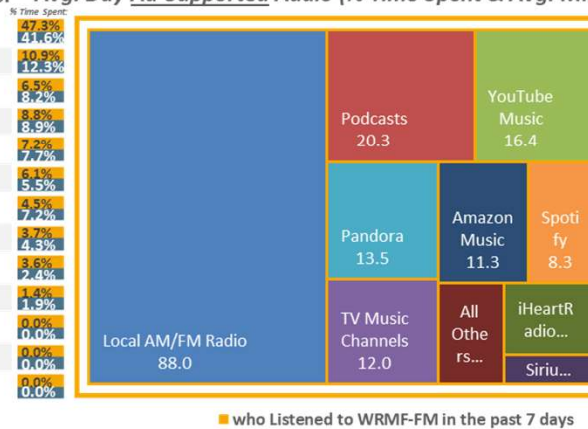


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

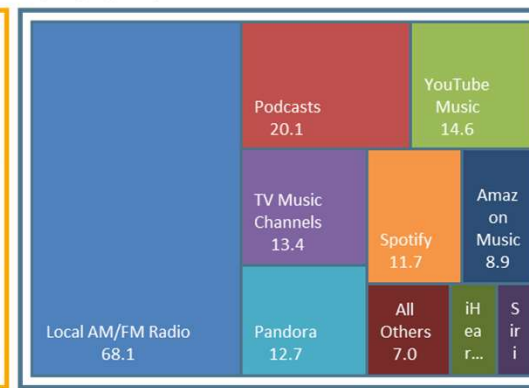
3:06

who Listened to WRMF-FM in the past 7 days

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



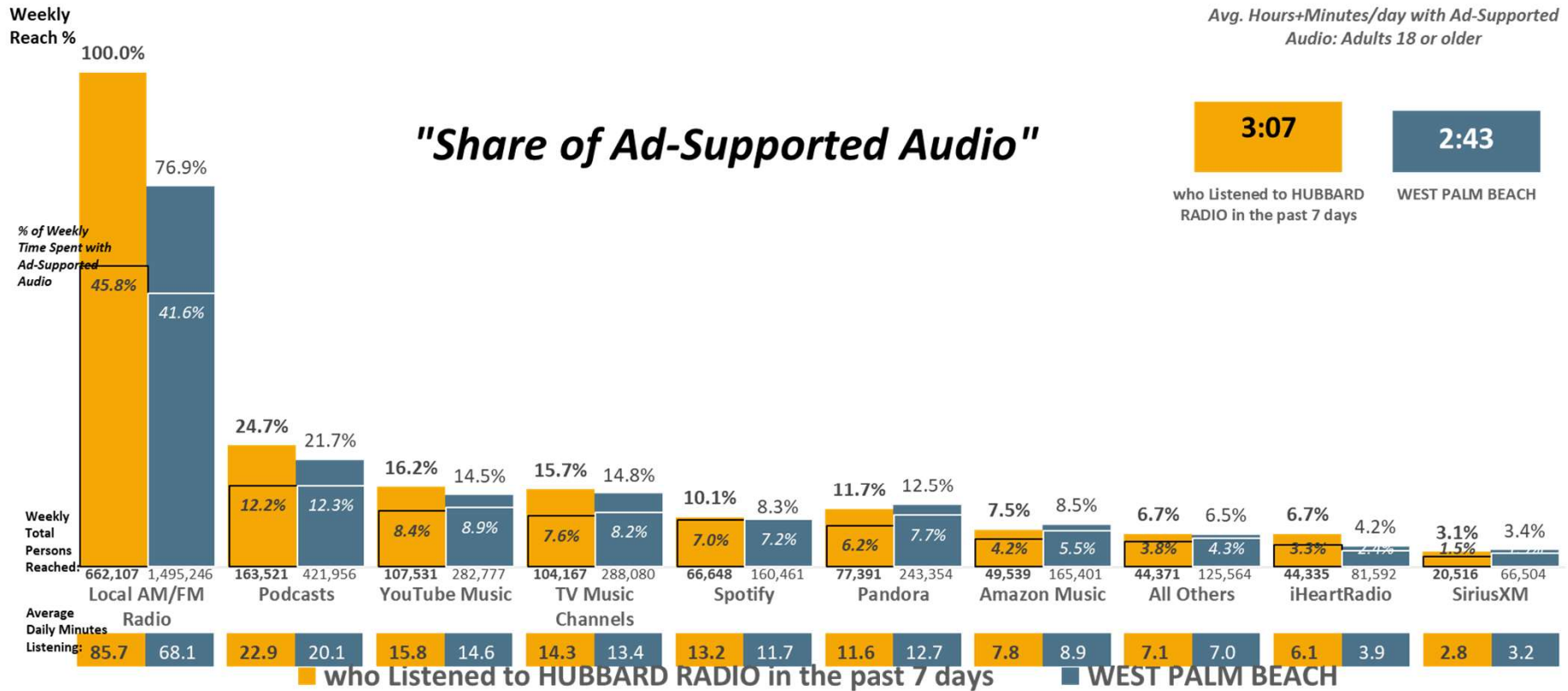
who Listened to WRMF-FM in the past 7 days



WEST PALM BEACH



662,107 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.7 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 871 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)



237,536 or 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.1 minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %

Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

"Share of Ad-Supported Audio"

2:56

2:43

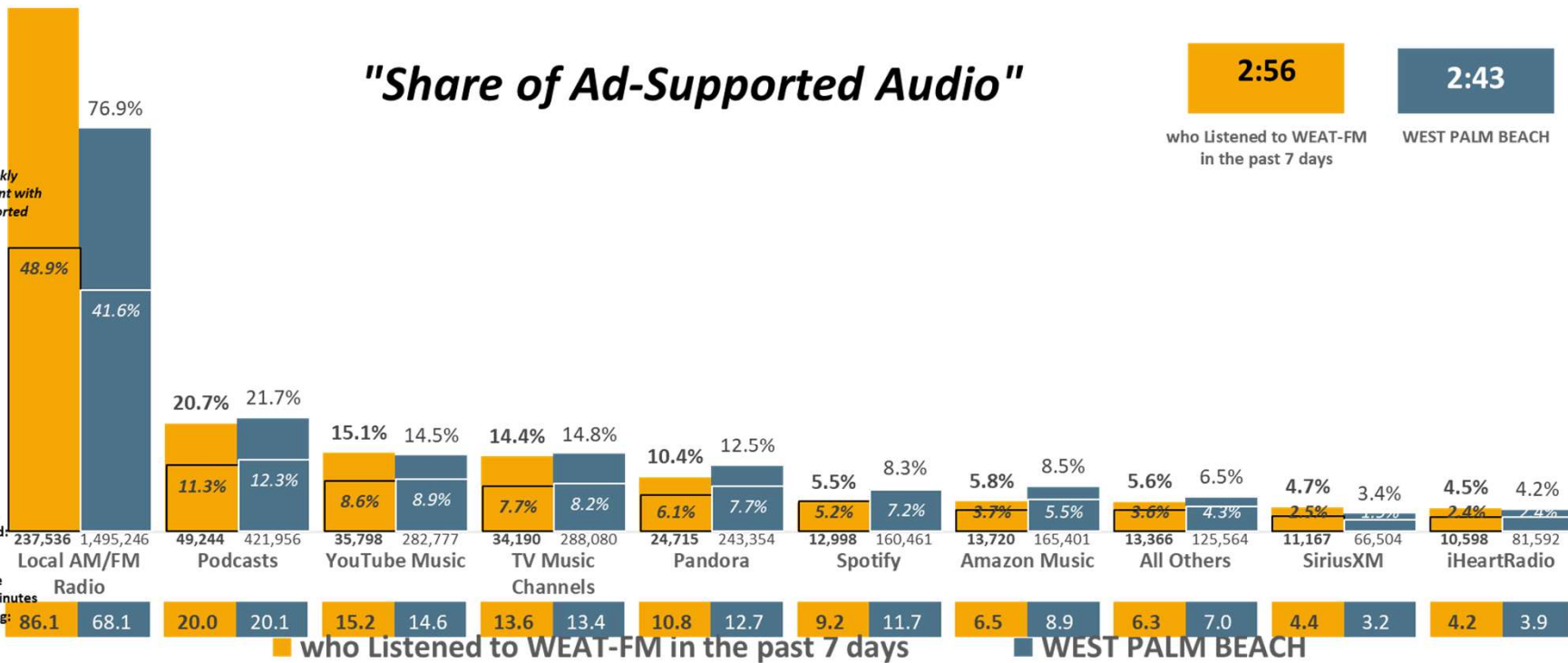
who Listened to WEAT-FM
in the past 7 days

WEST PALM BEACH

% of Weekly
Time Spent with
Ad-Supported
Audio

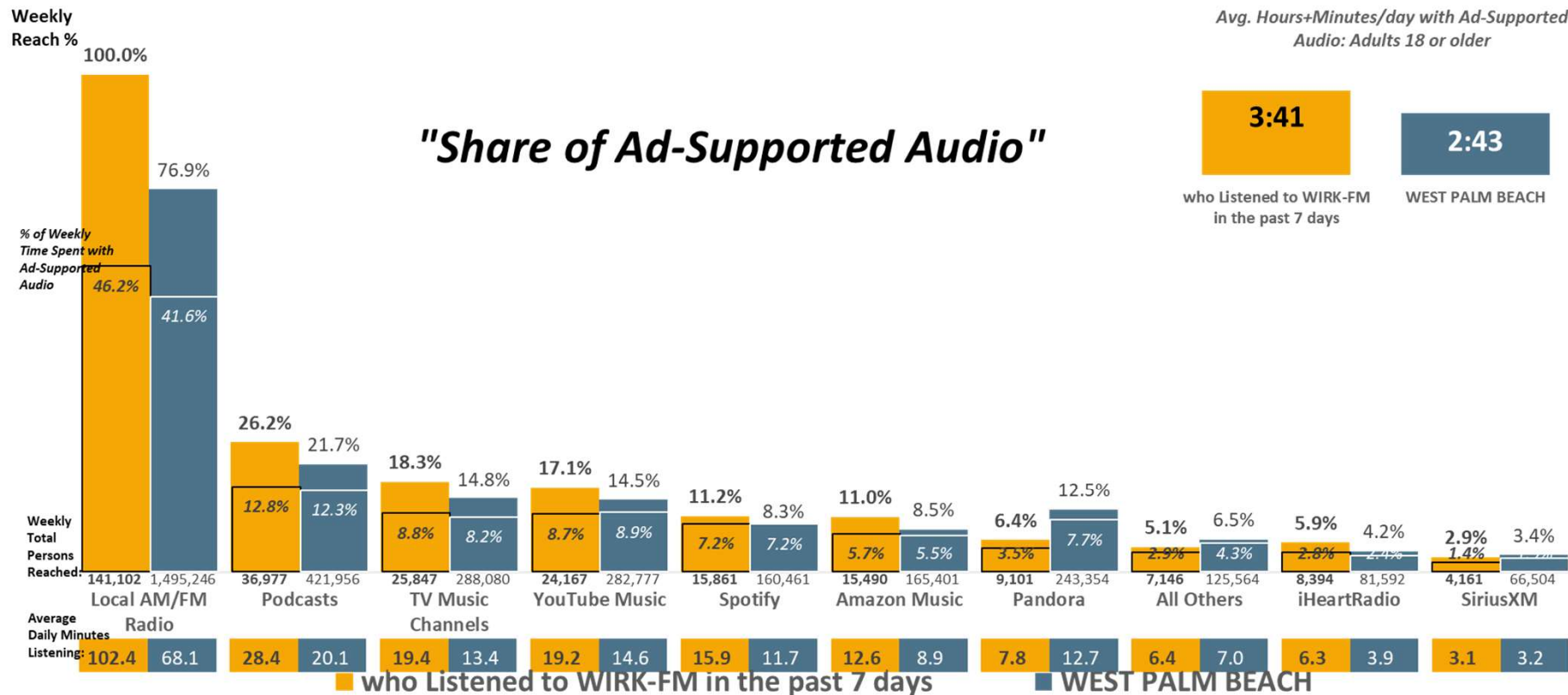
Weekly
Total
Persons
Reached

Average
Daily Minutes
Listening



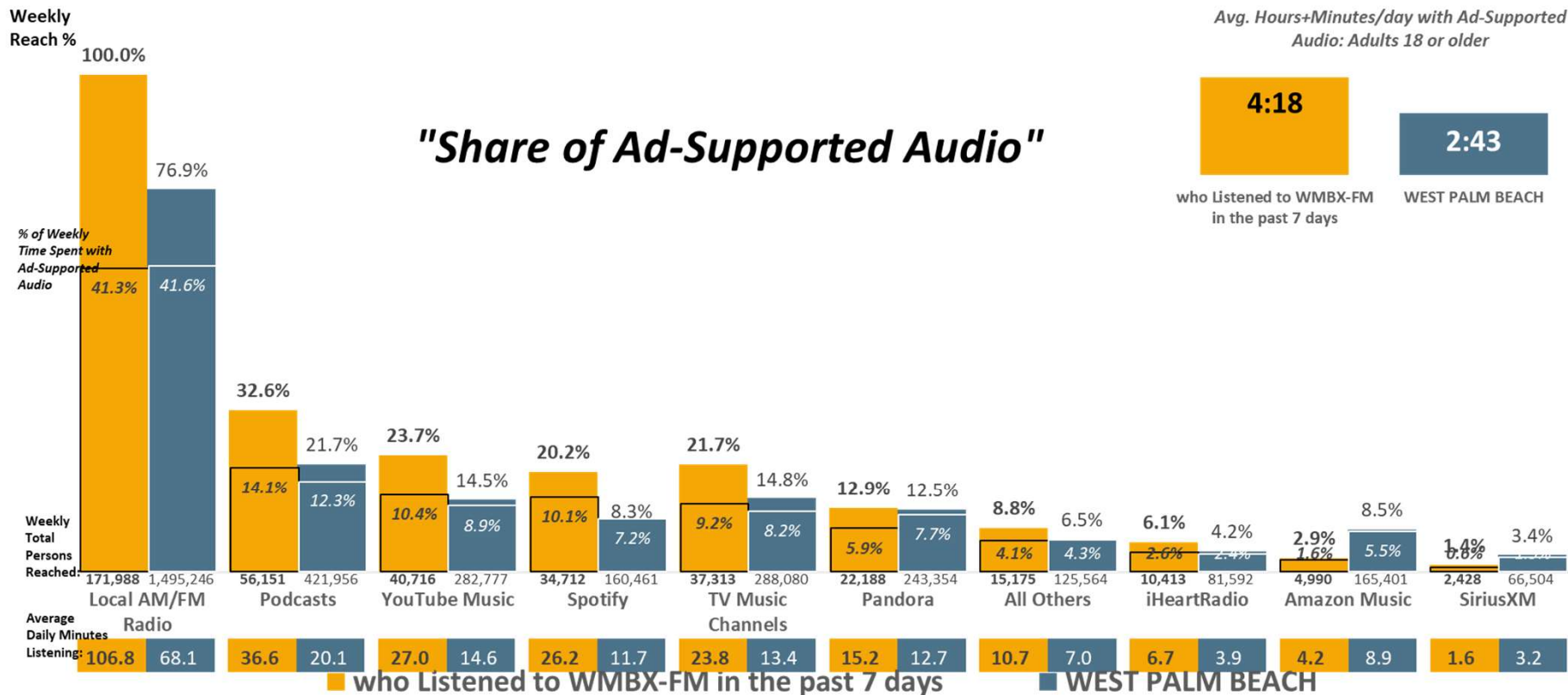


141,102 or 100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 102.4 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.



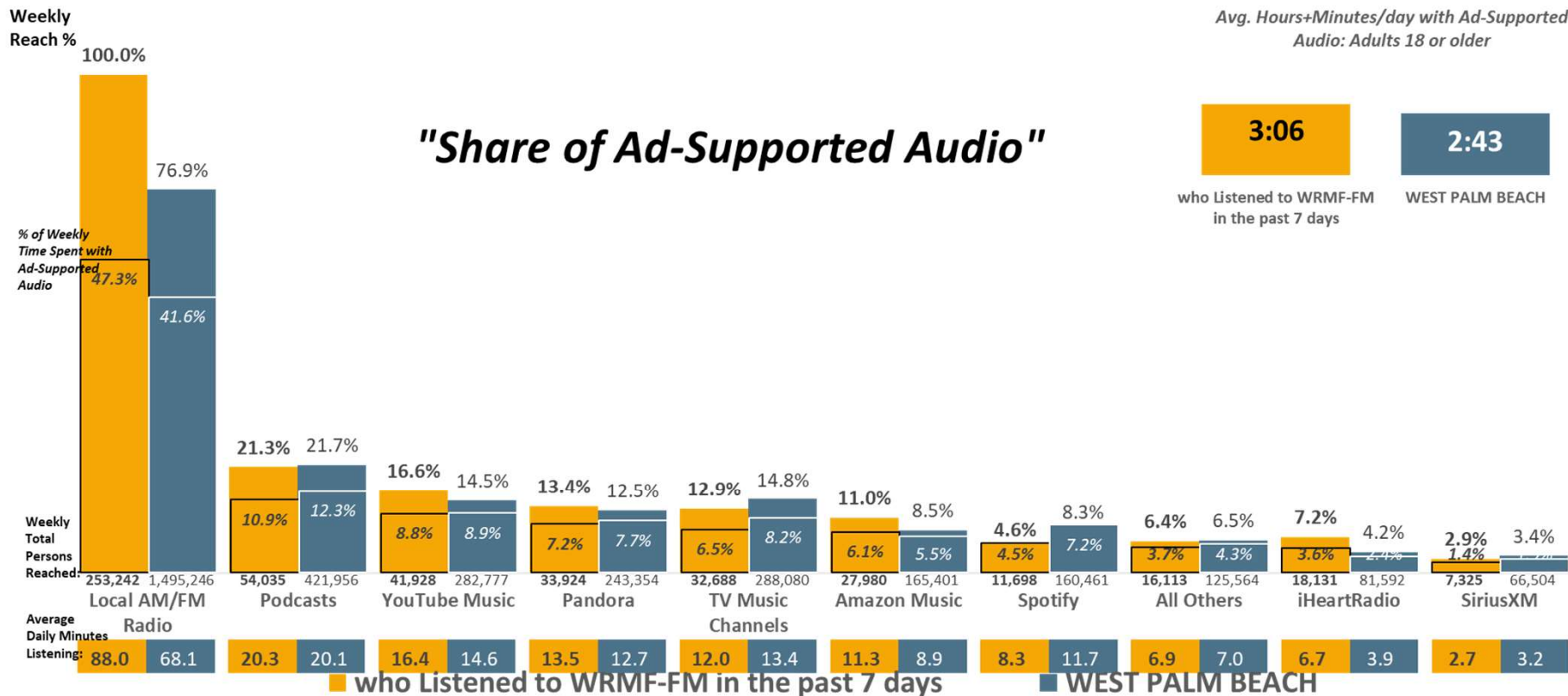


171,988 or 100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 106.8 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.





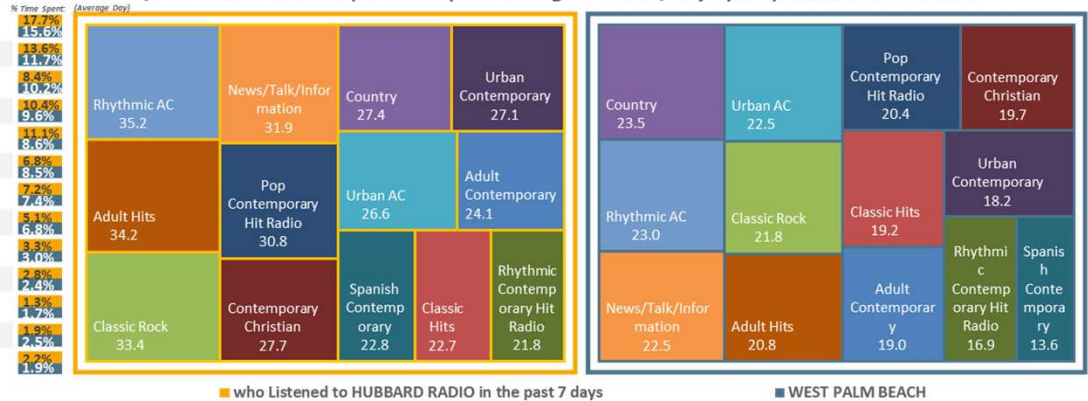
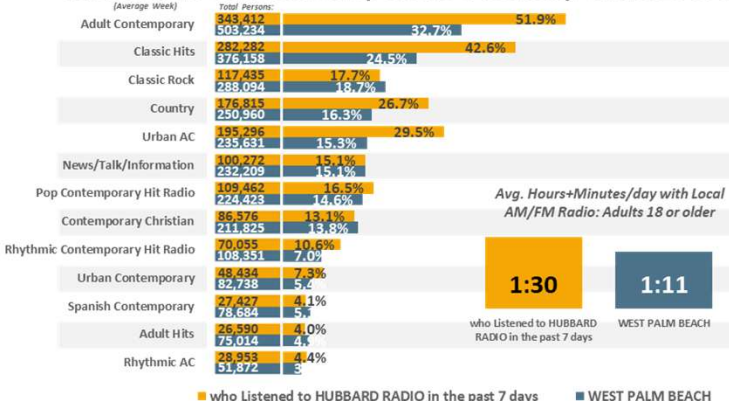
253,242 or 100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 88. minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.



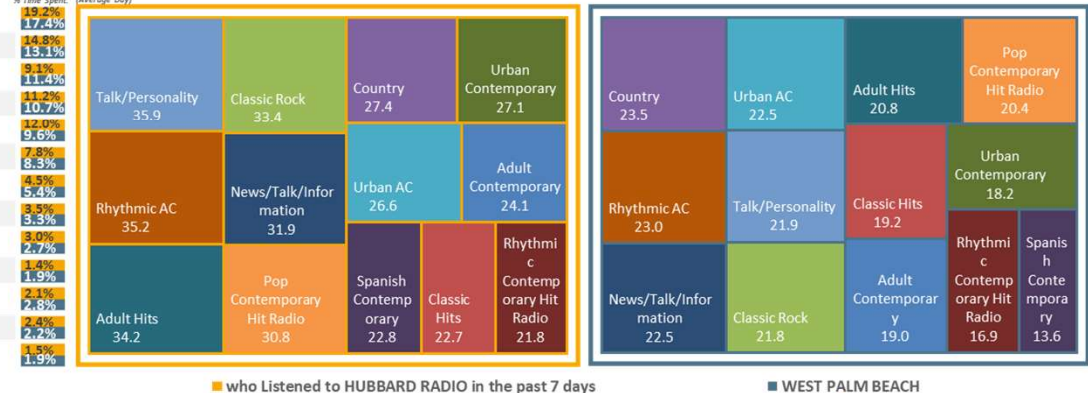
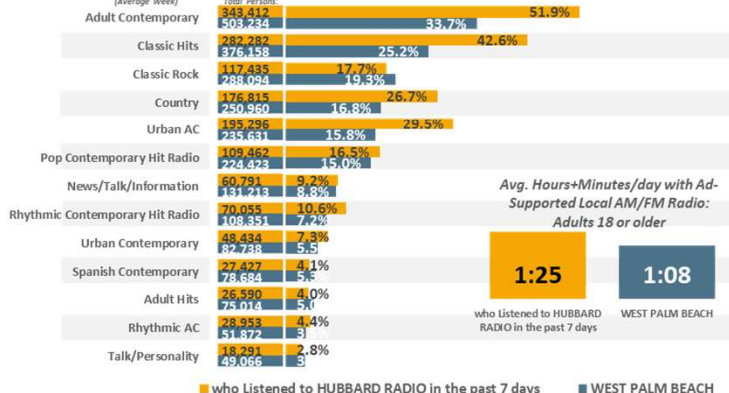


662,107 or 100.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Country, and Classic Rock.

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



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

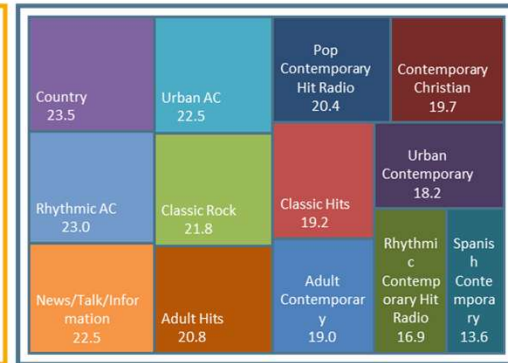
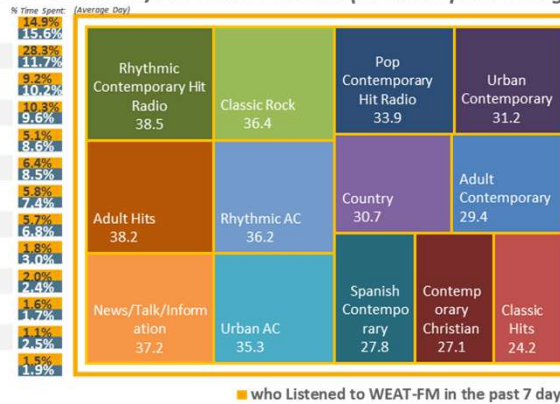
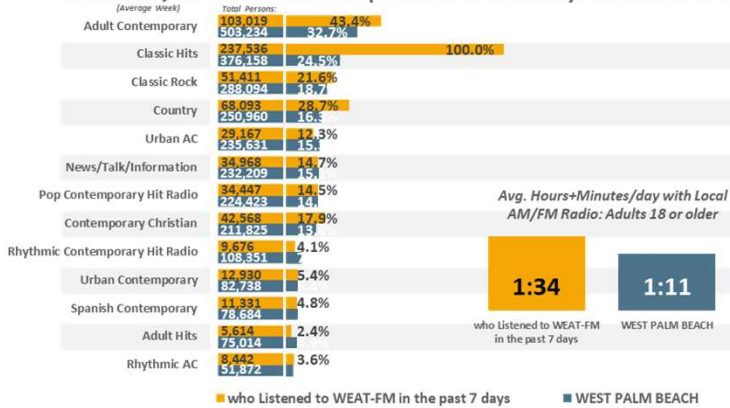


(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

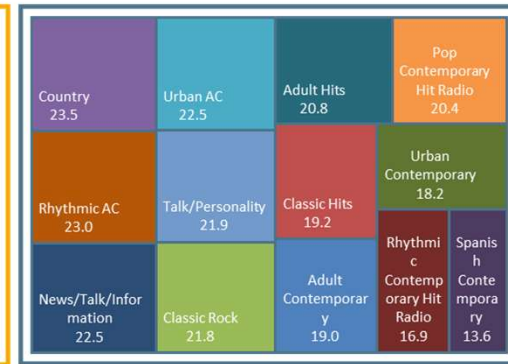
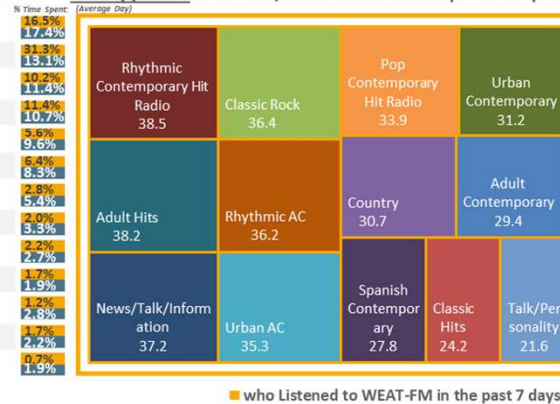
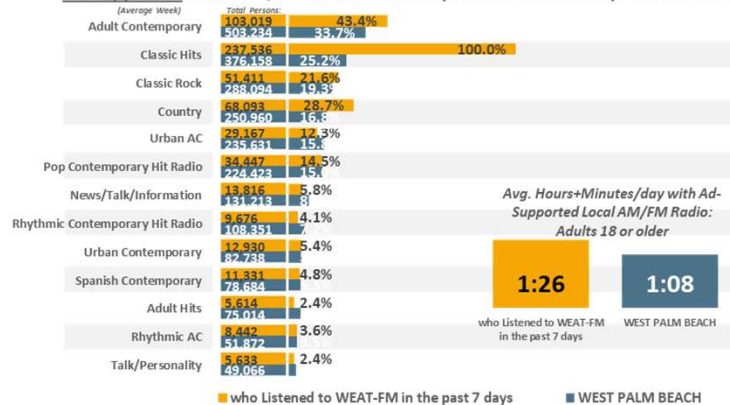


237,536 or 100.% of Adults 18 or older who Listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

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



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



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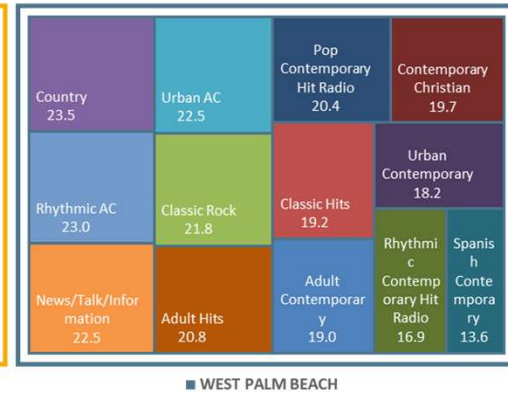
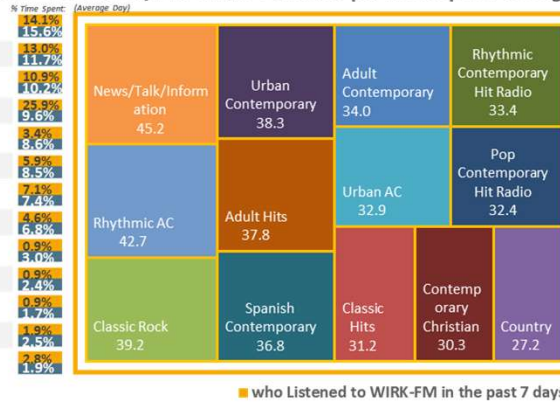
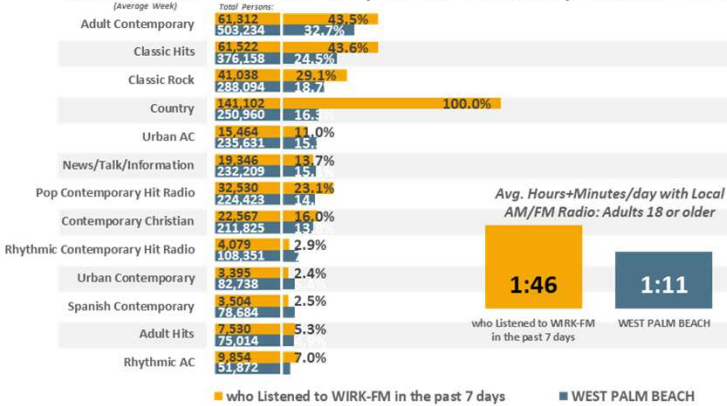
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(Radio Stations: WEAT-FM)

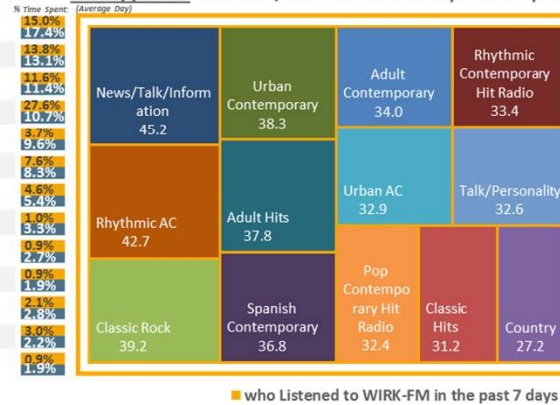
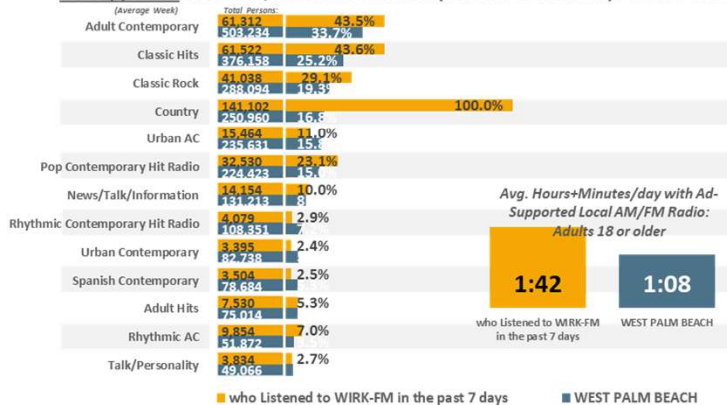


141,102 or 100.% of Adults 18 or older who Listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Classic Rock, and Pop Contemporary Hit Radio.

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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 164
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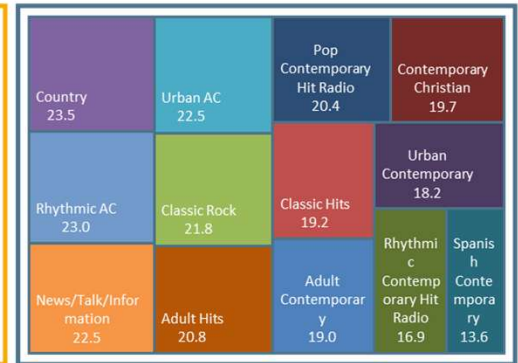
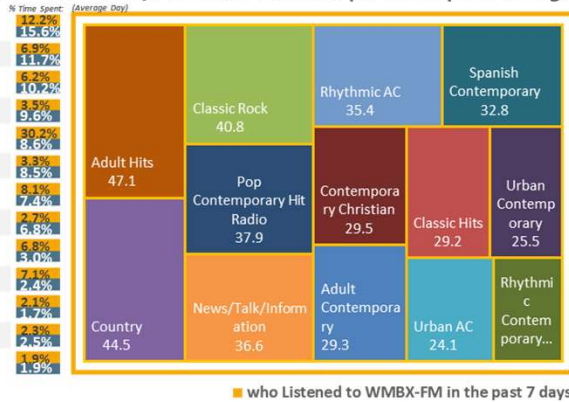
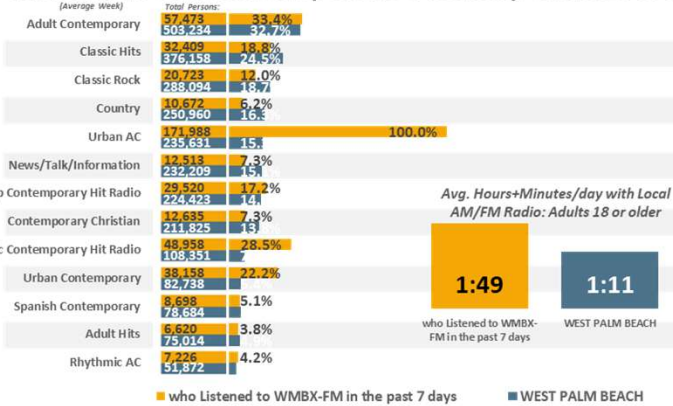
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(Radio Stations: WIRK-FM)

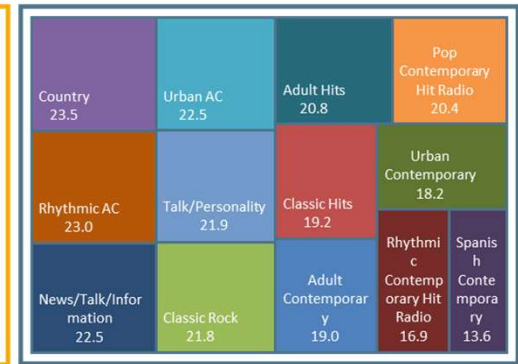
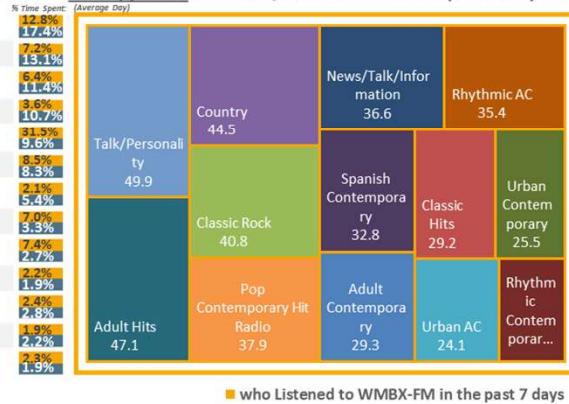
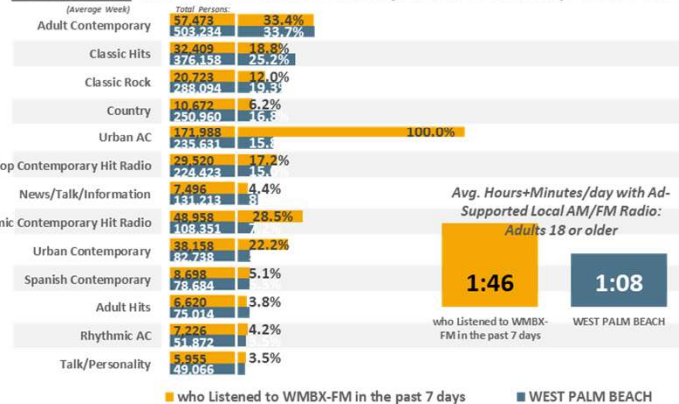


171,988 or 100.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Rhythmic Contemporary Hit Radio, Urban Contemporary, and Classic Hits.

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



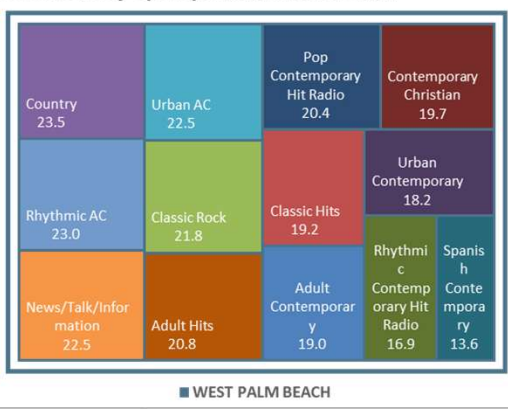
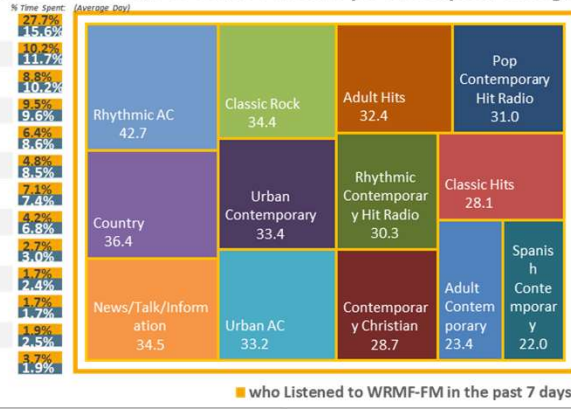
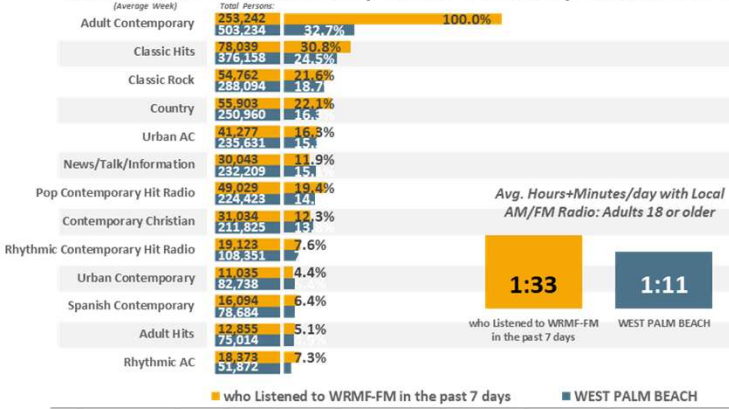
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



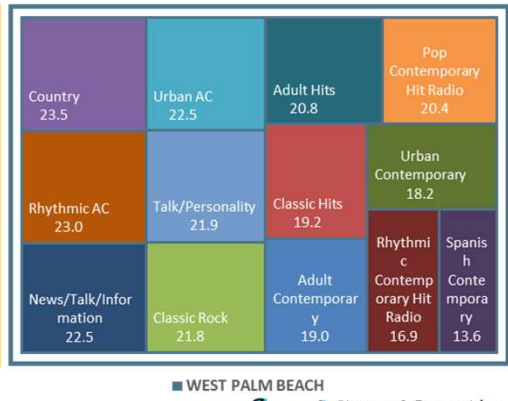
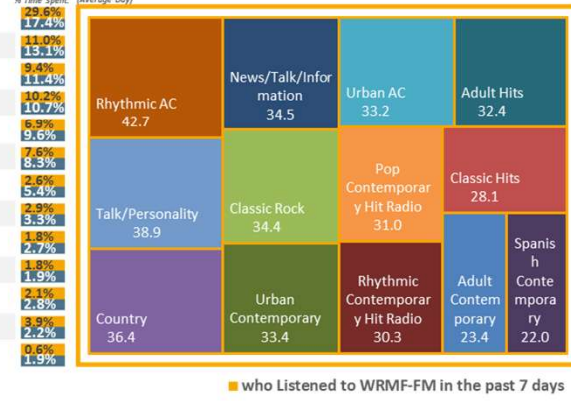
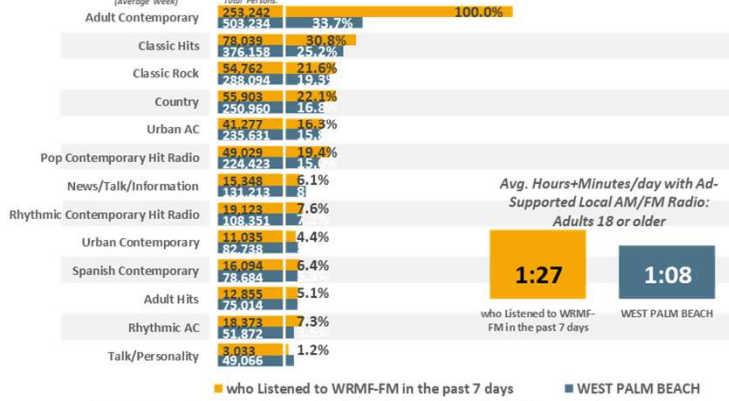


253,242 or 100.% of Adults 18 or older who Listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

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



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

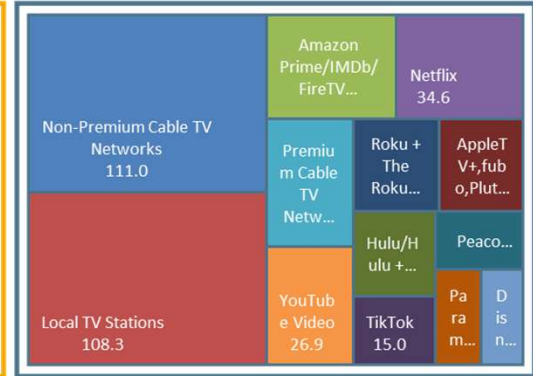
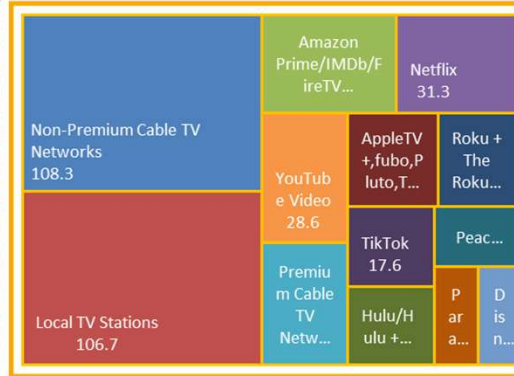
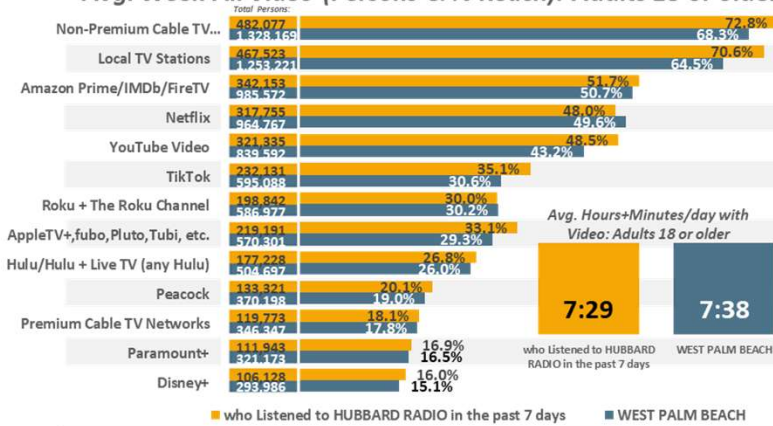




461,310 or 69.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 102.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

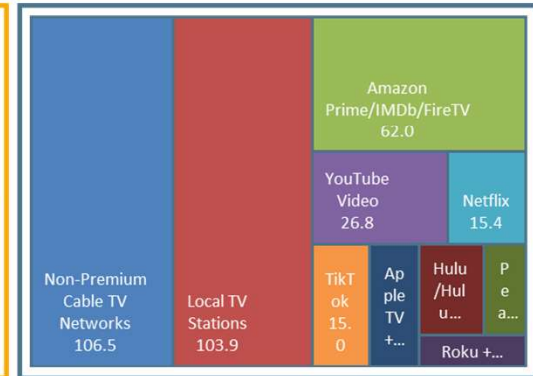
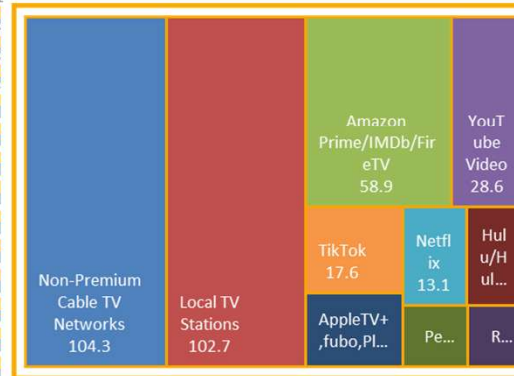
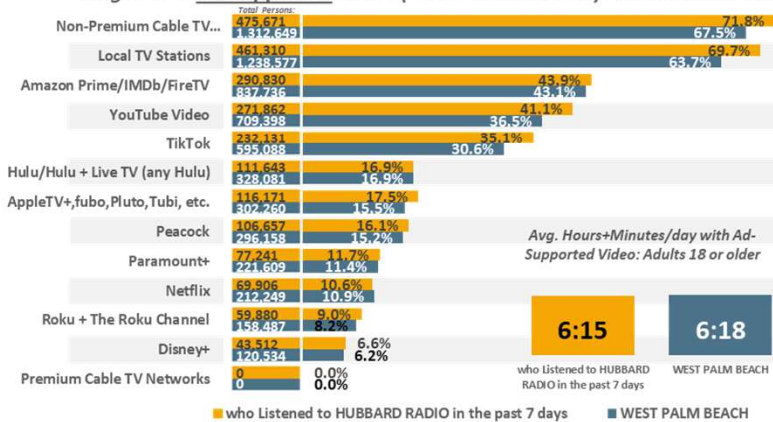
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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who Listened to HUBBARD RADIO in the past 7 days

WEST PALM BEACH

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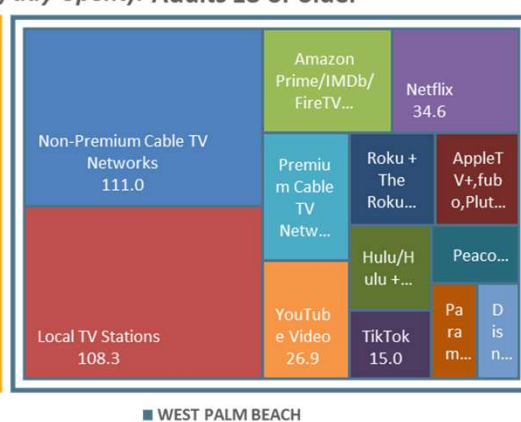
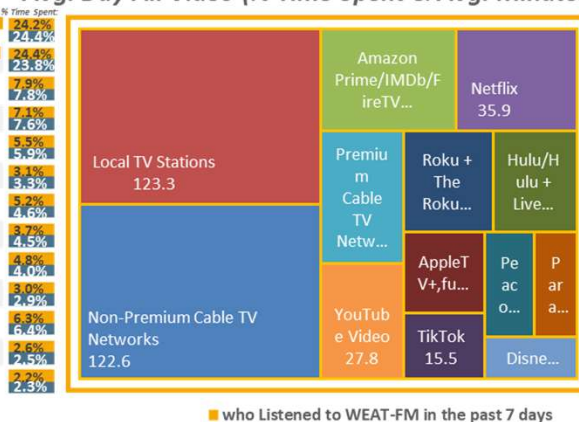
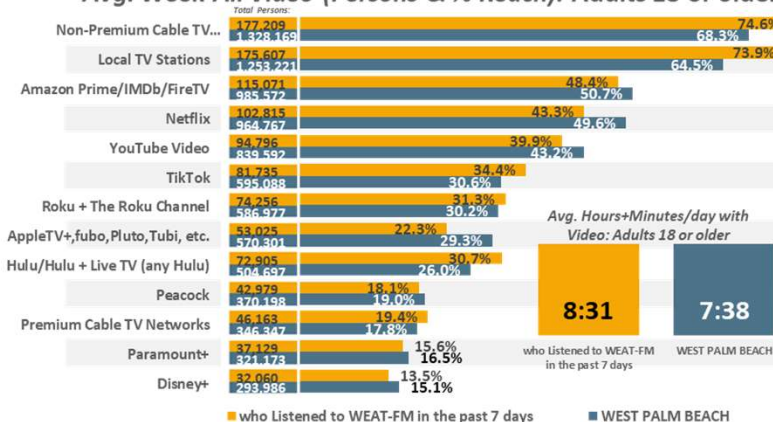
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)



172,674 or 72.7% of Adults 18 or older who Listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.3 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

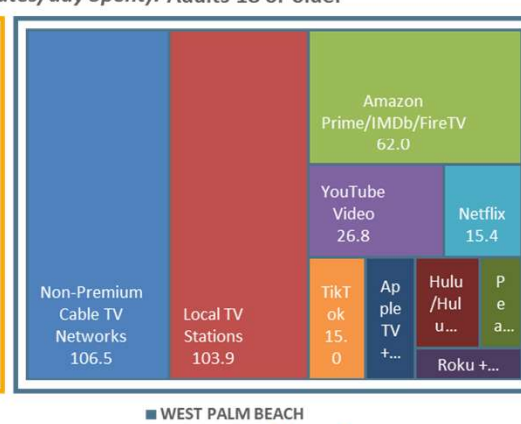
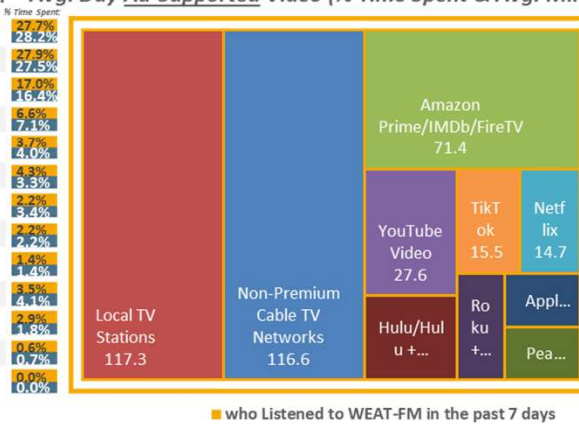
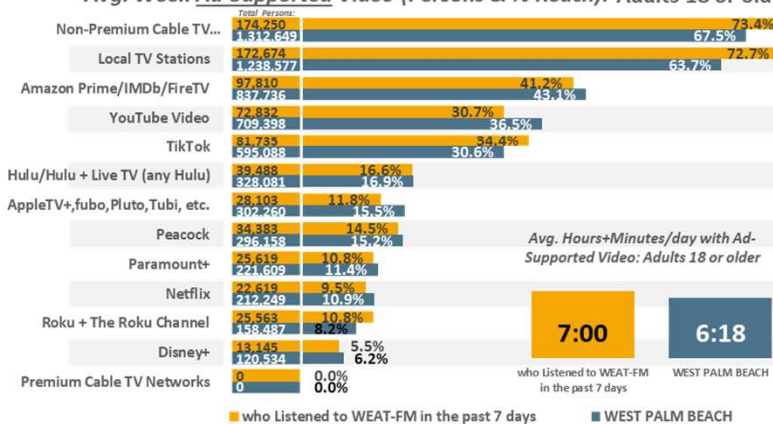
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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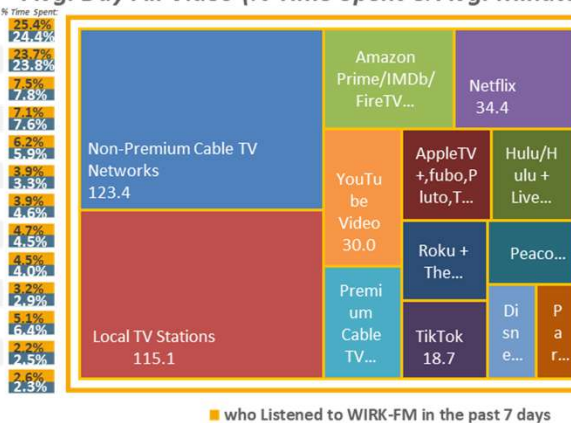
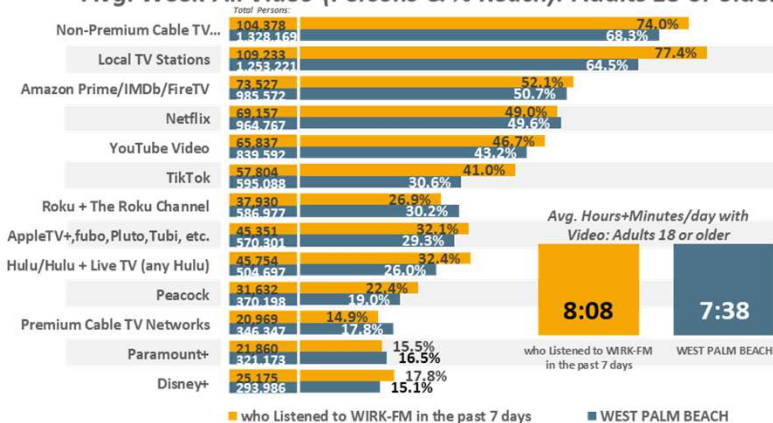
(Radio Stations: WEAT-FM)



107,637 or 76.3% of Adults 18 or older who Listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.4 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

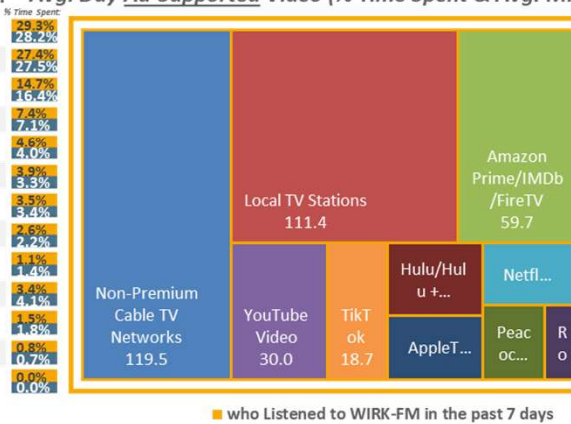
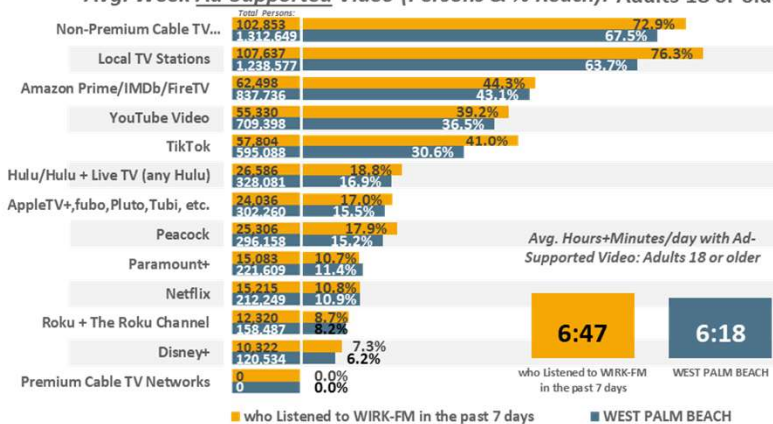
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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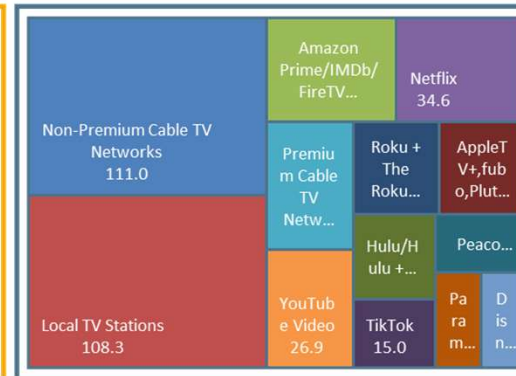
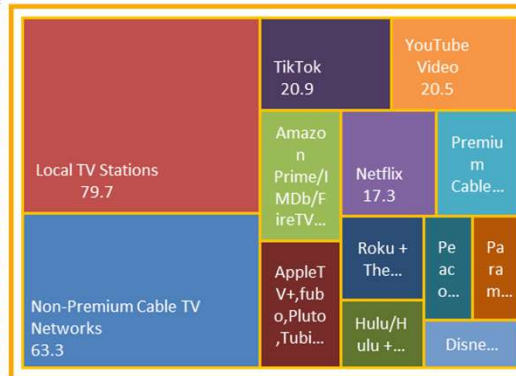
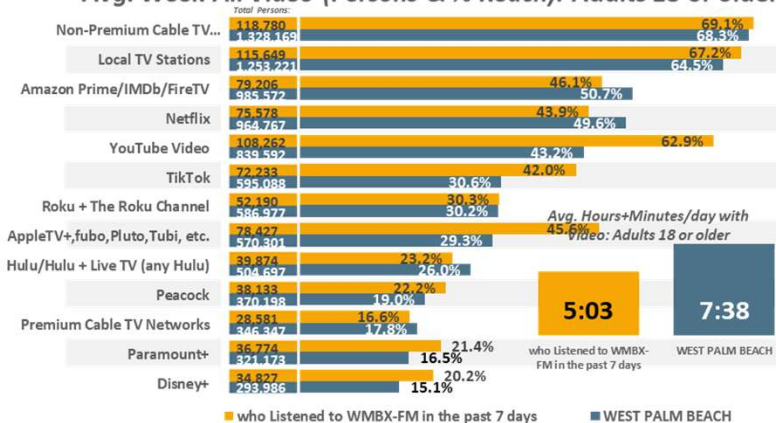
(Radio Stations: WIRK-FM)



114,237 or 66.4% of Adults 18 or older who Listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 78. minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

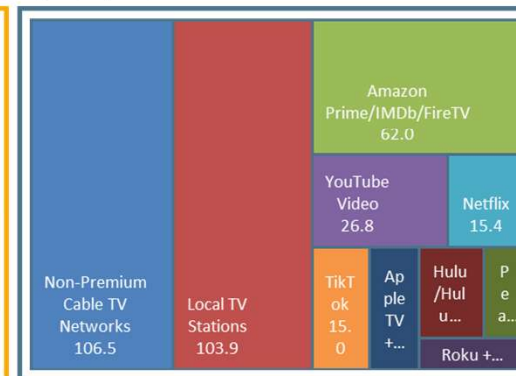
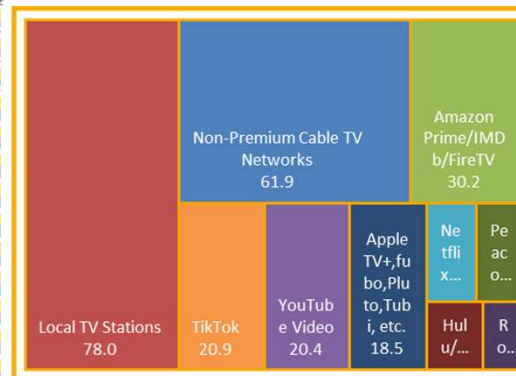
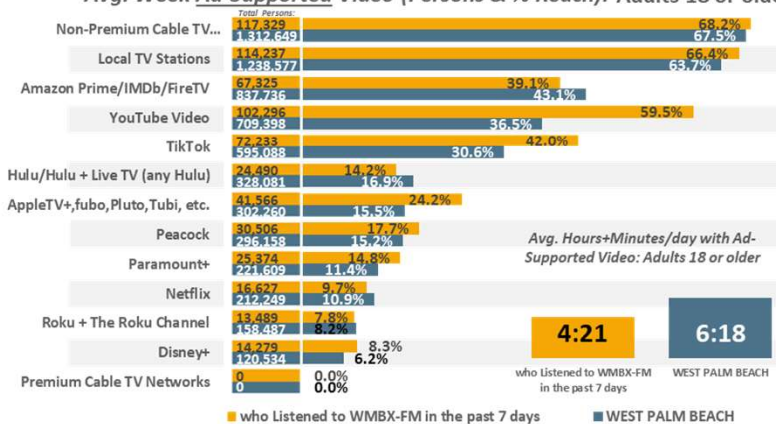
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

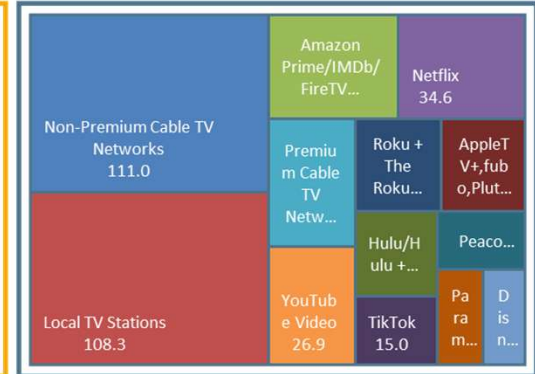
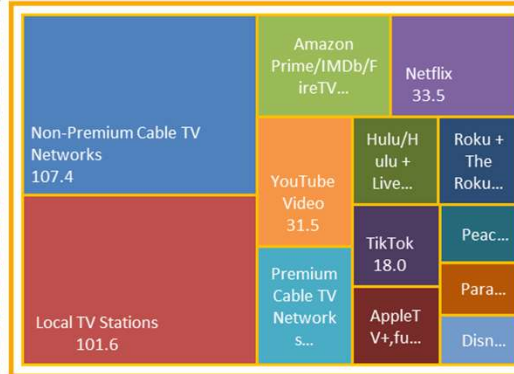
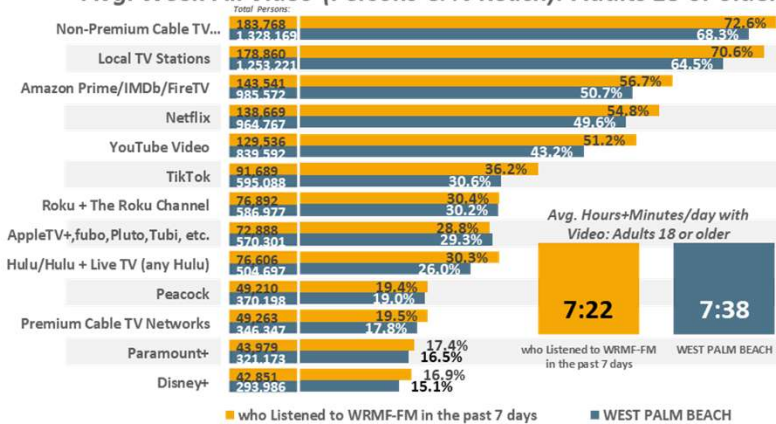




177,458 or 70.1% of Adults 18 or older who Listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.4 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

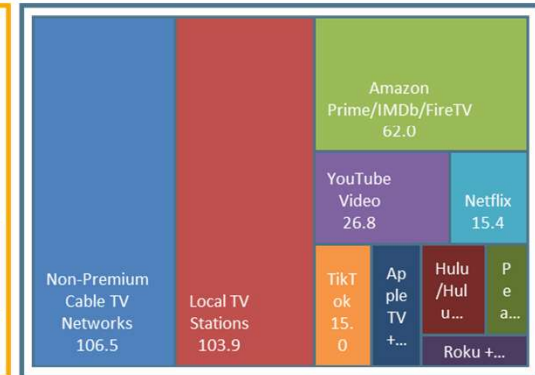
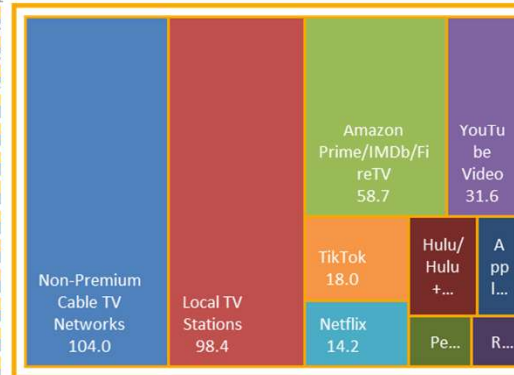
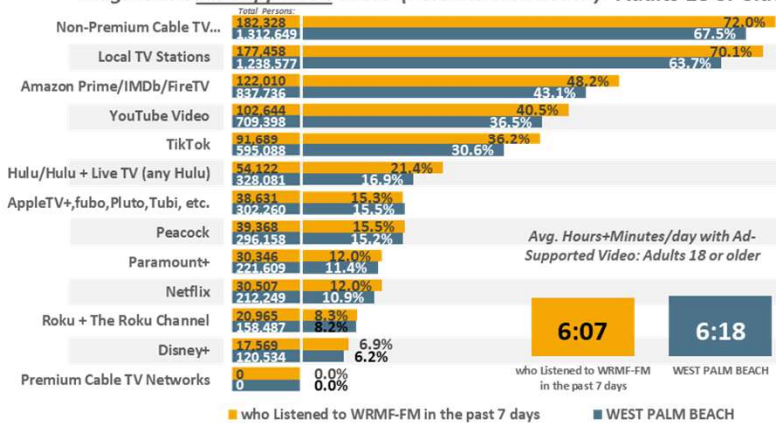
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 336
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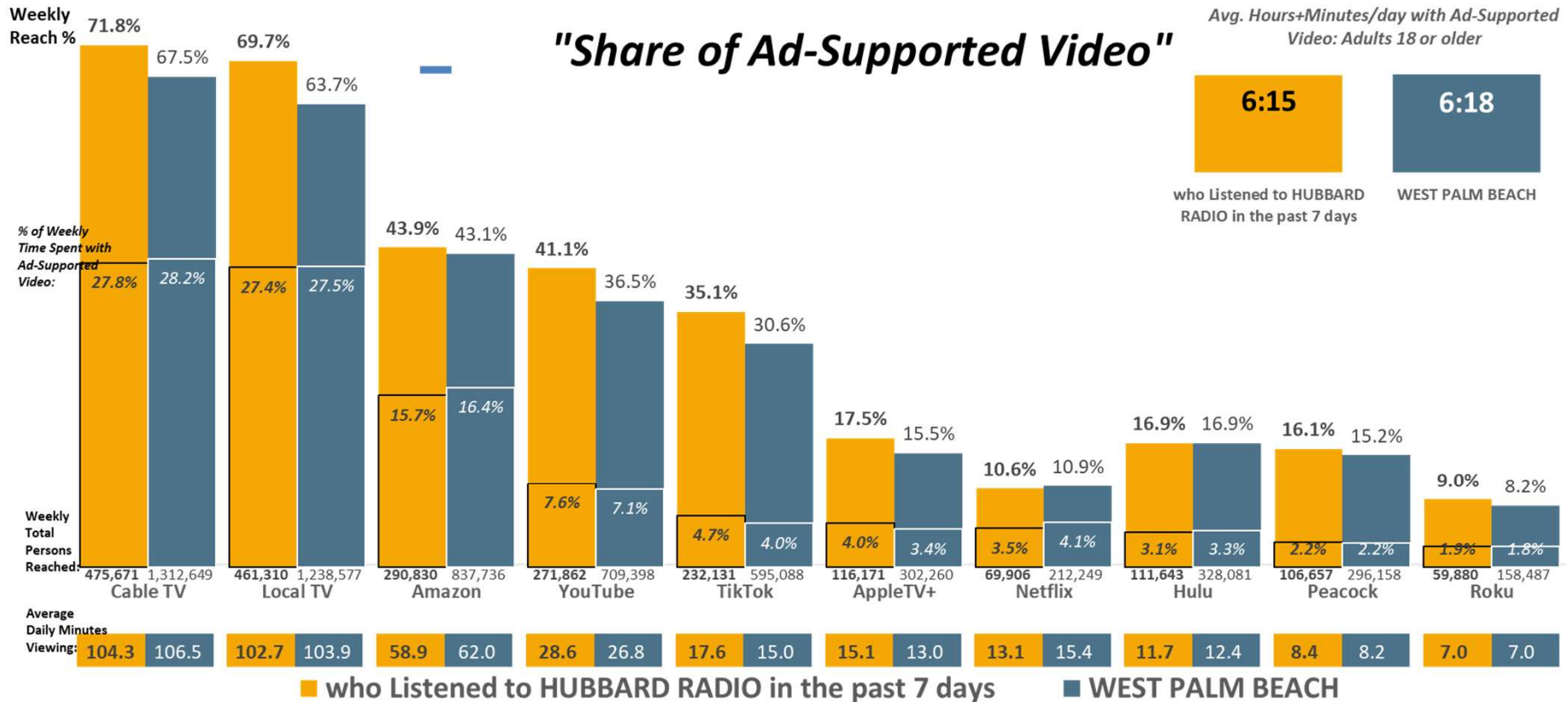
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(Radio Stations: WRMF-FM)



461,310 or 69.7% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 102.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 871 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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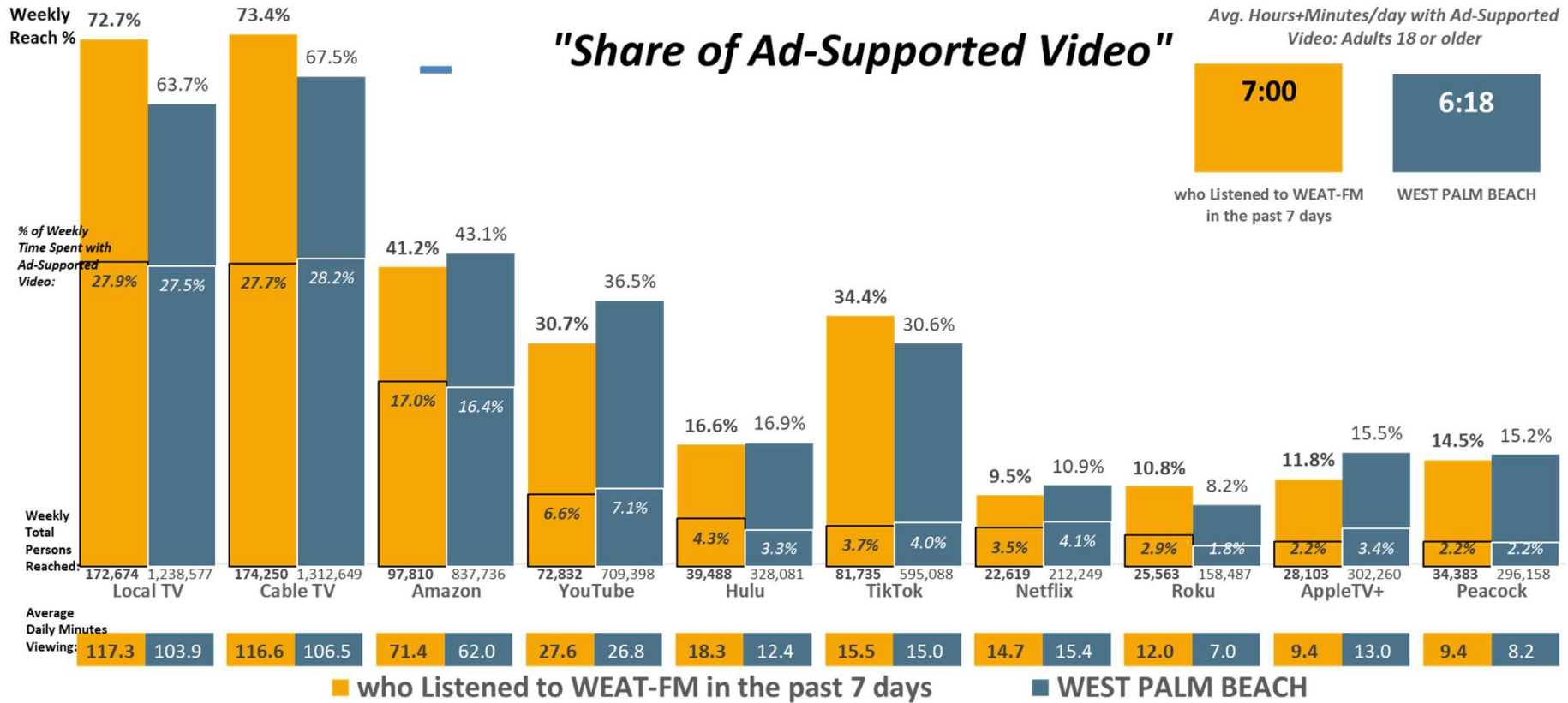
soefa.ai Share of Everything for Anything

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



172,674 or 72.7% of Adults 18 or older who Listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.3 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





107,637 or 76.3% of Adults 18 or older who Listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 111.4 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older

6:47

6:18

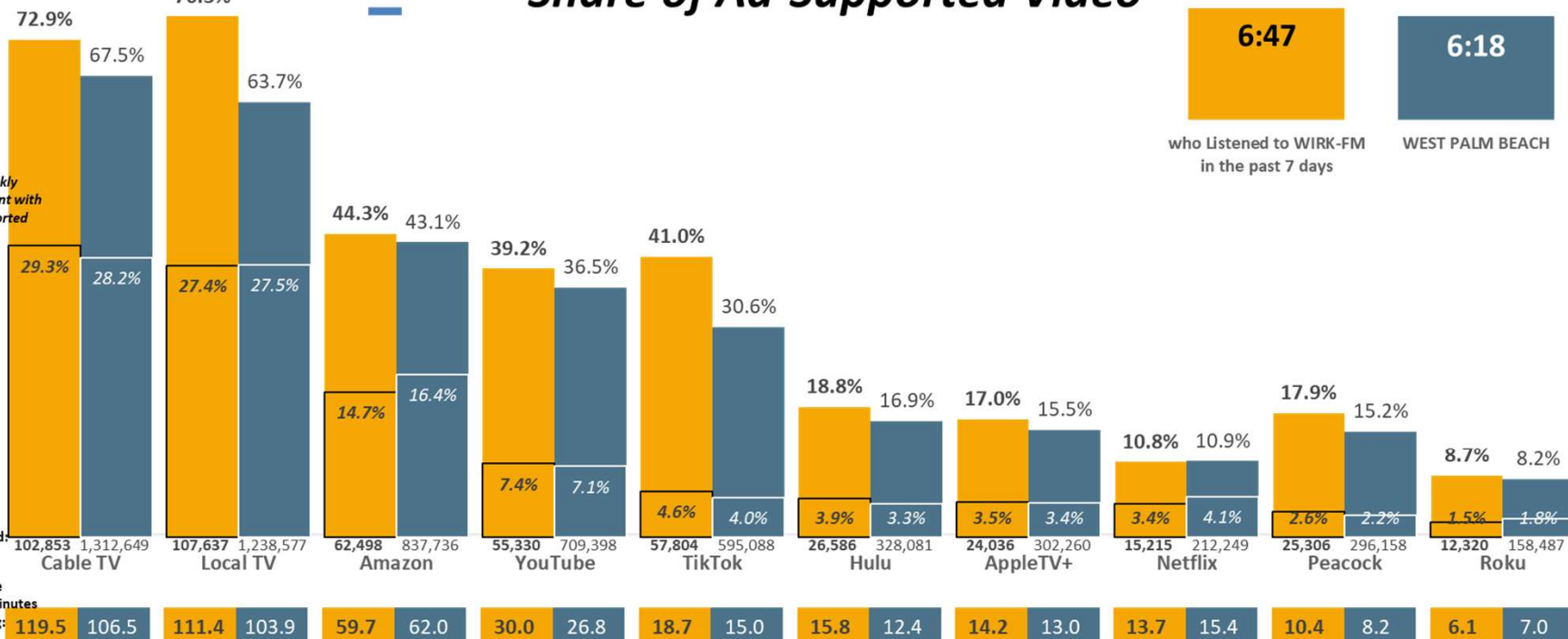
who Listened to WIRK-FM
in the past 7 days

WEST PALM BEACH

% of Weekly
Time Spent with
Ad-Supported
Video:

Weekly
Total
Persons
Reached:

Average
Daily Minutes
Viewing:

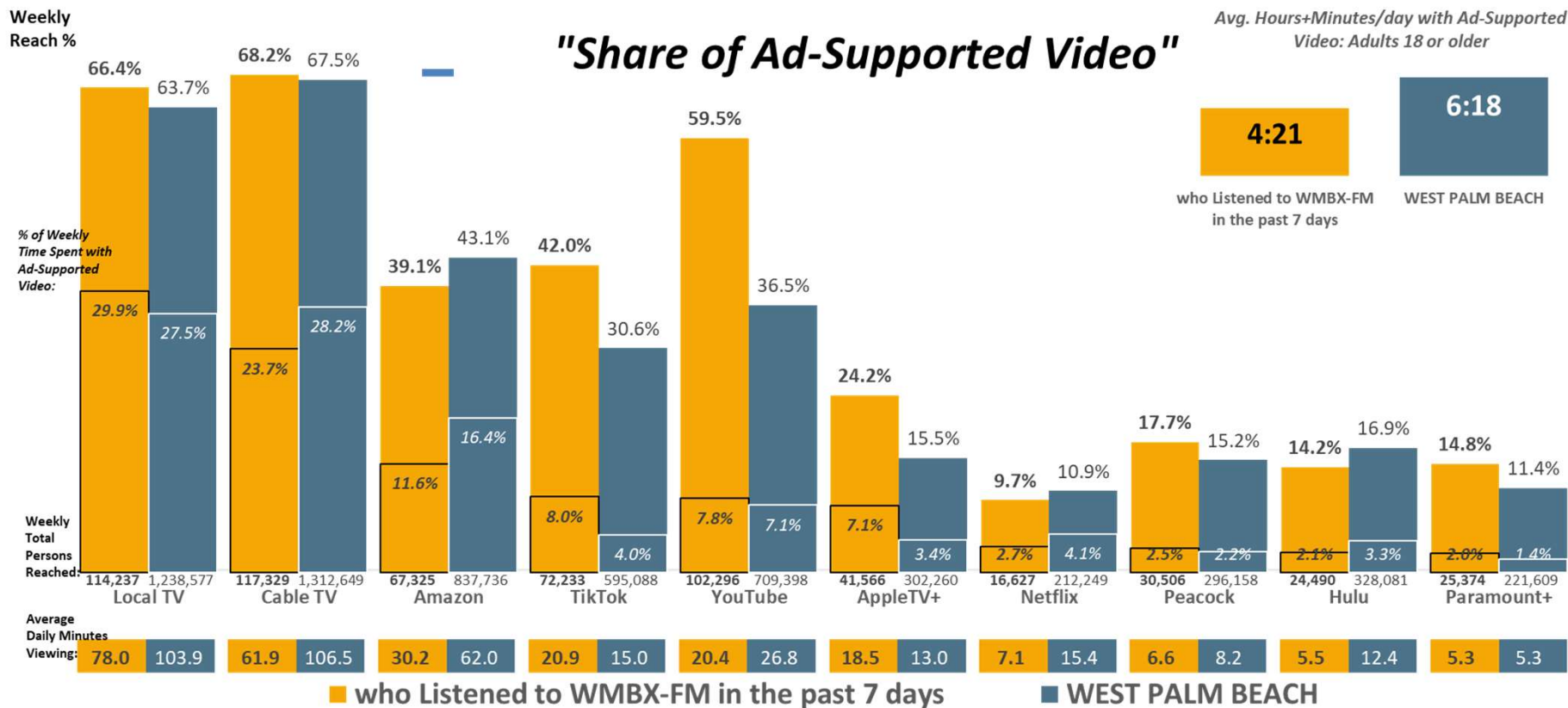


■ who Listened to WIRK-FM in the past 7 days

■ WEST PALM BEACH



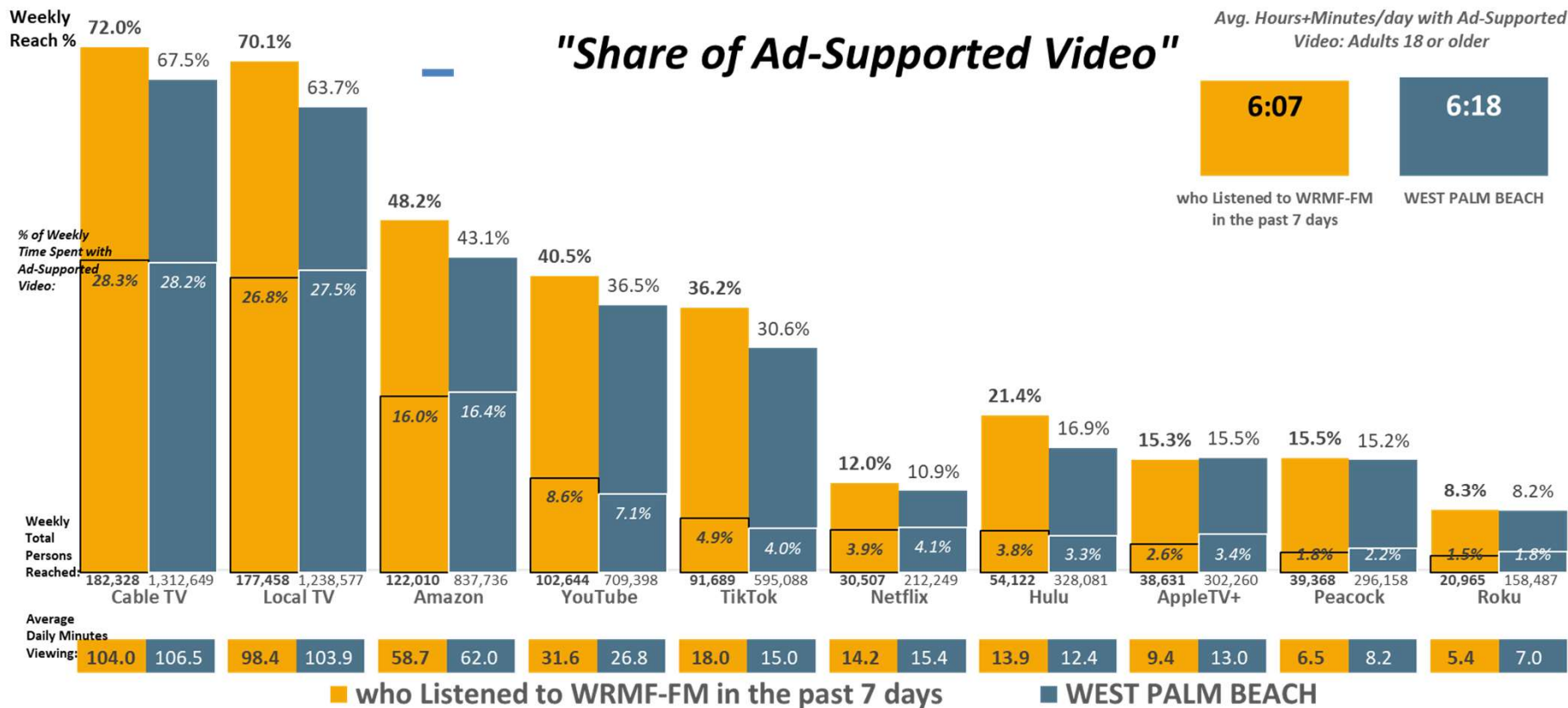
114,237 or 66.4% of Adults 18 or older who Listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 78. minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

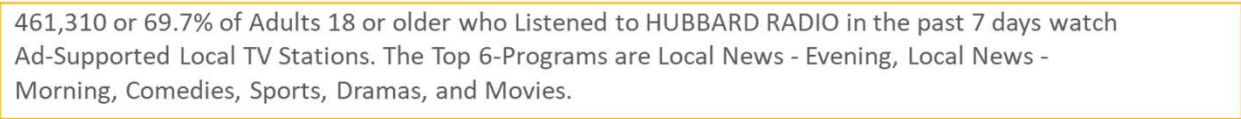




177,458 or 70.1% of Adults 18 or older who Listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.4 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

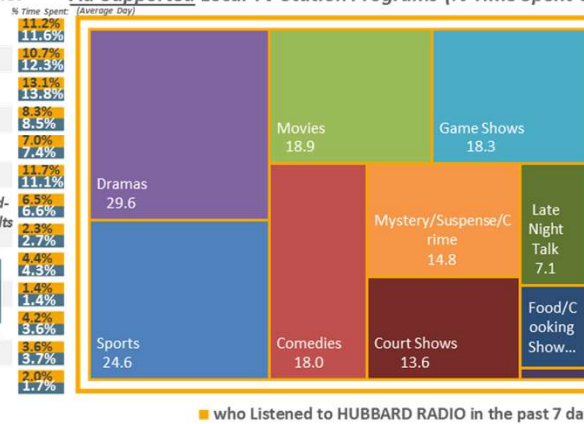




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



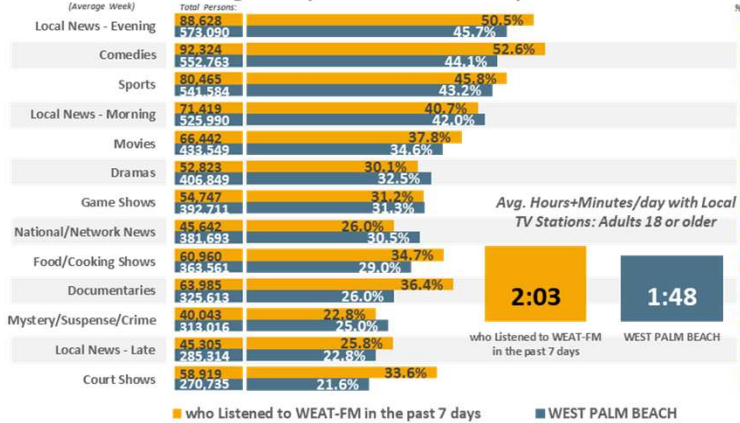
■ WEST PALM BEACH
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

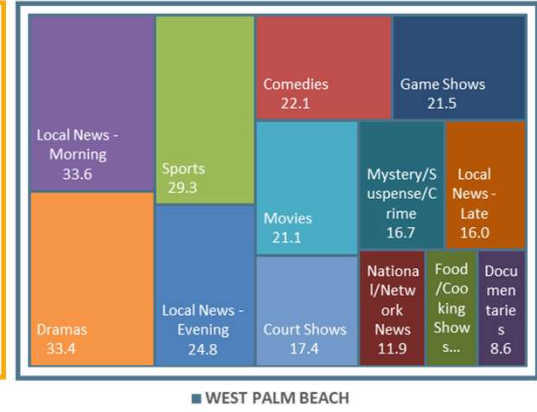
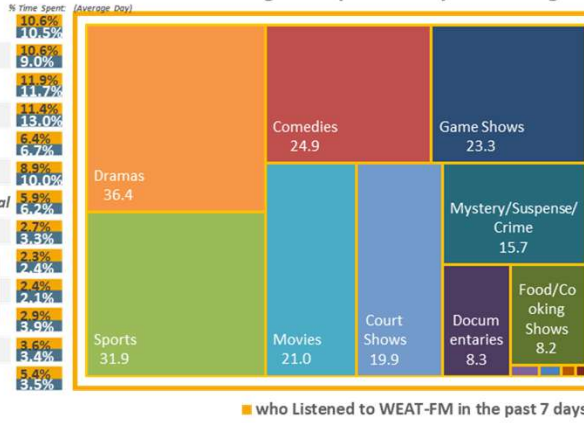


172,674 or 72.7% of Adults 18 or older who Listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Court Shows.

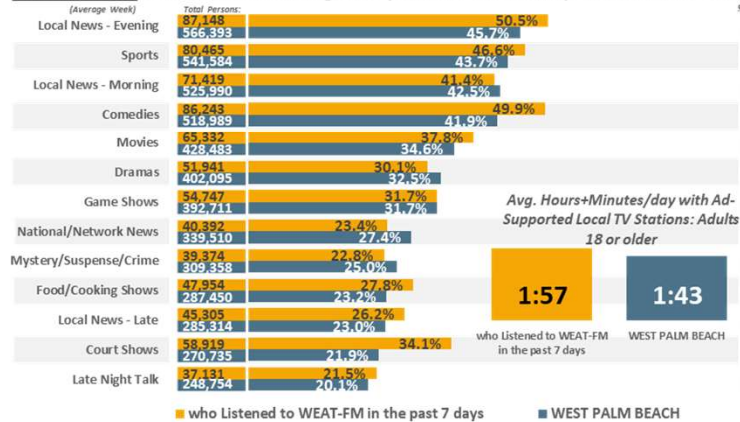
Local TV Station Programs (Persons & % Reach): Adults 18 or older



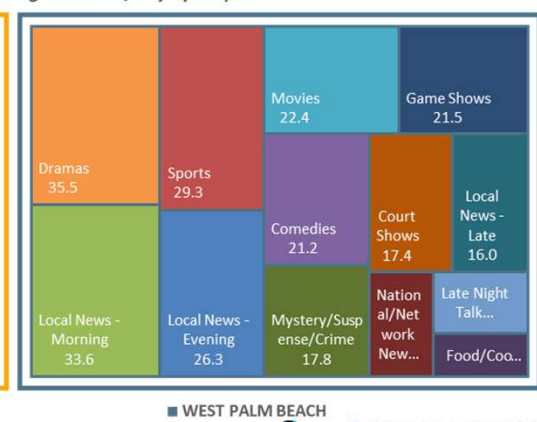
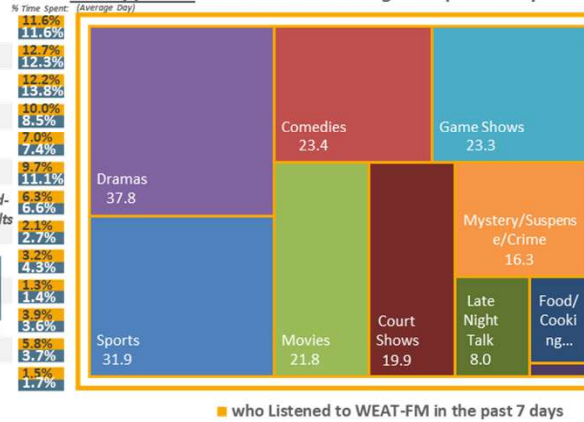
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



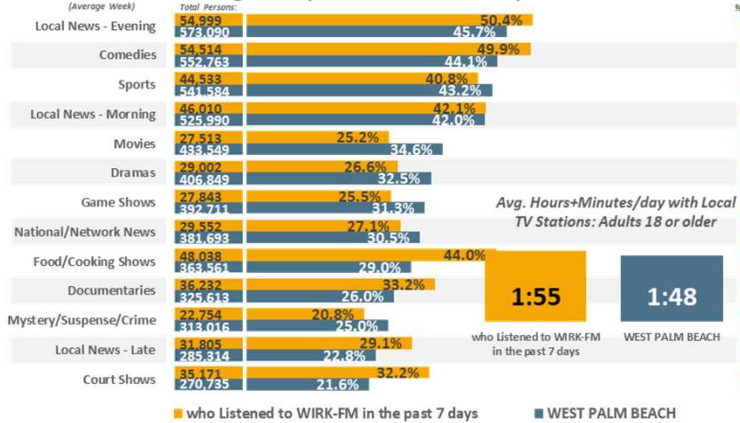
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



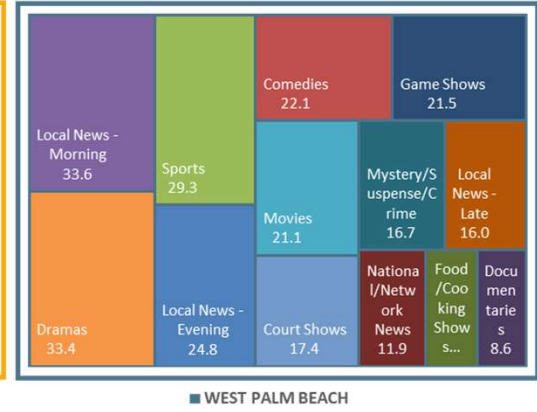
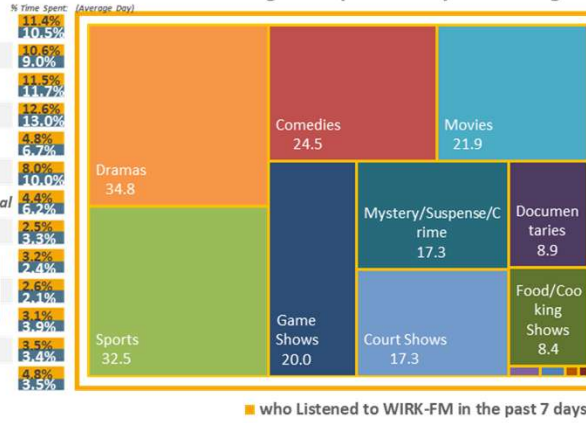


107,637 or 76.3% of Adults 18 or older who Listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Food/Cooking Shows, and Daytime Talk Shows.

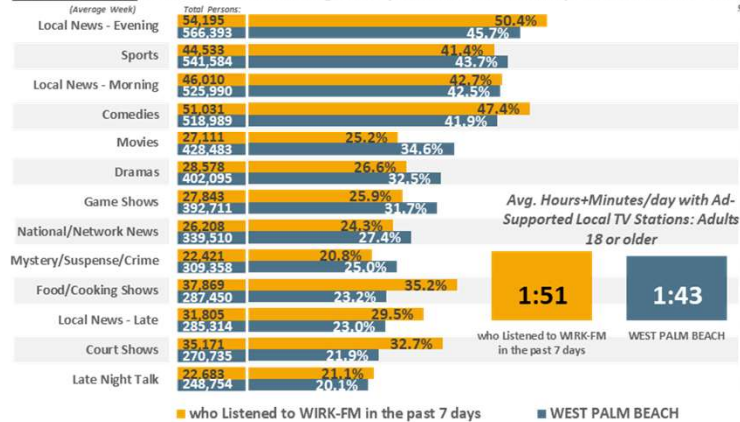
Local TV Station Programs (Persons & % Reach): Adults 18 or older



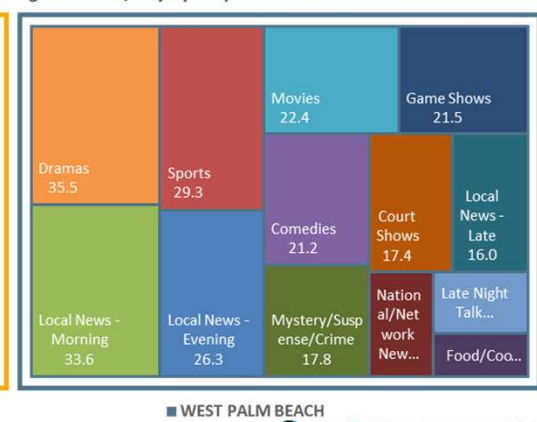
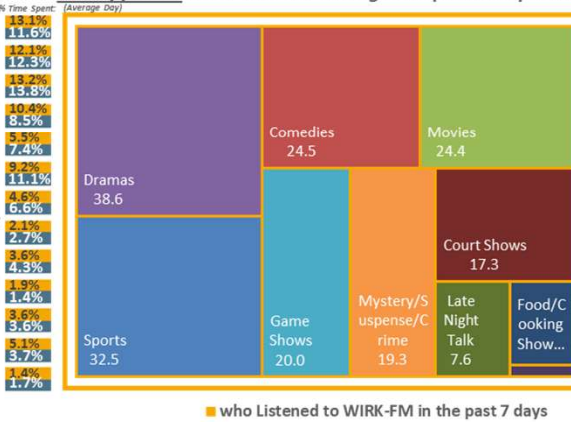
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



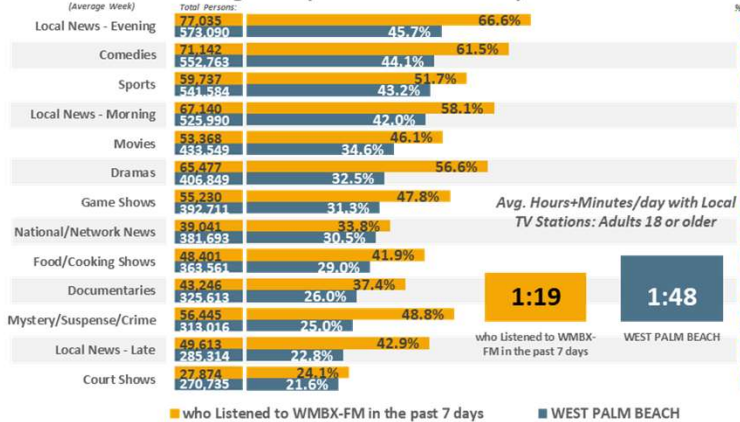
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



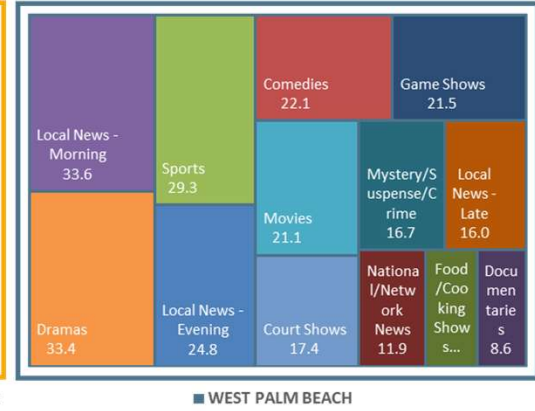
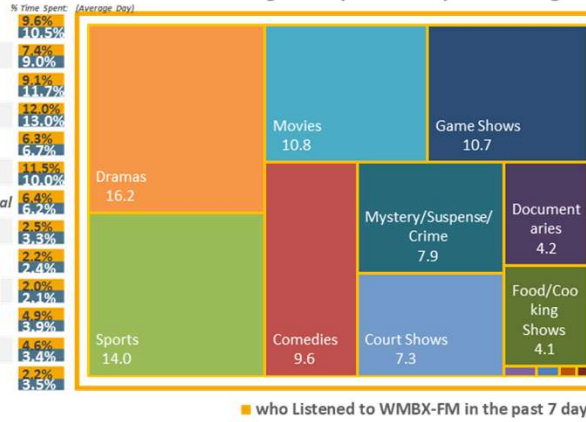


114,237 or 66.4% of Adults 18 or older who Listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Dramas, Sports, and Mystery/Suspense/Crime.

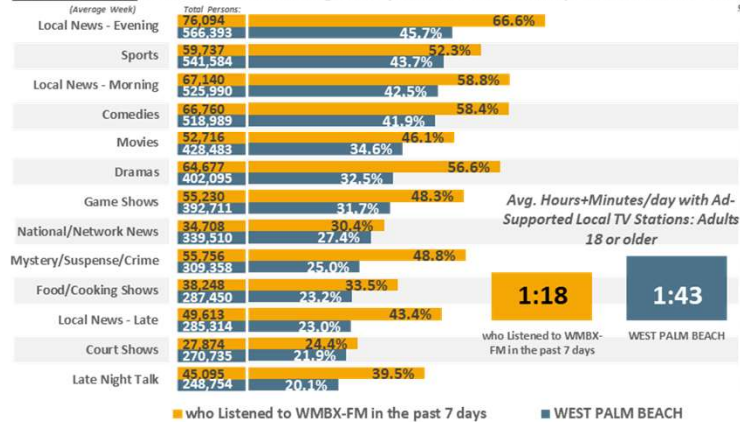
Local TV Station Programs (Persons & % Reach): Adults 18 or older



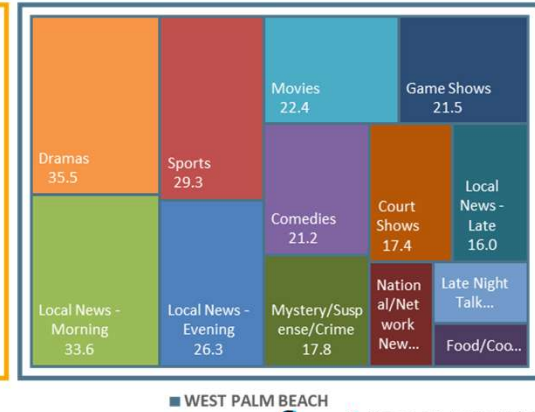
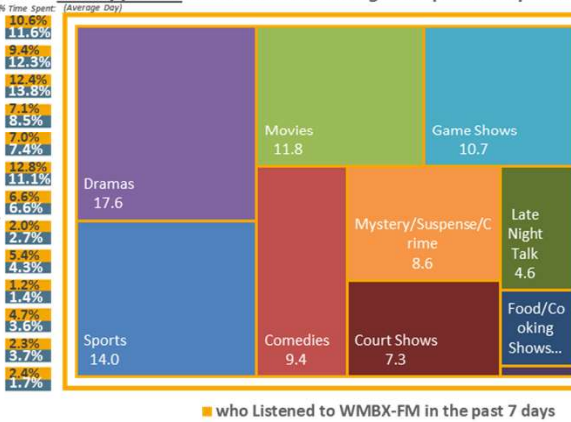
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



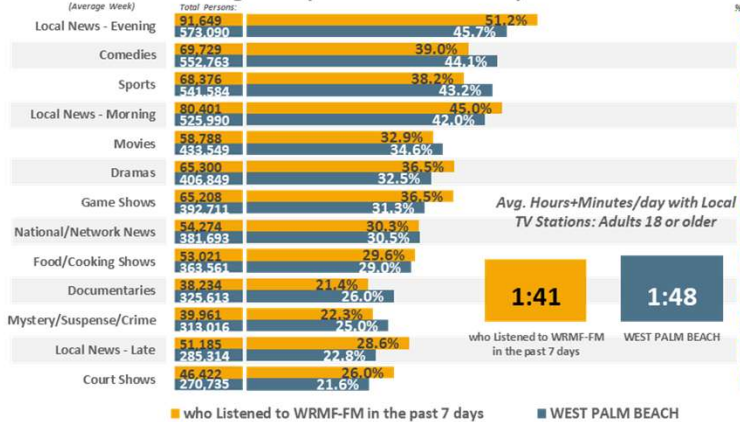
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



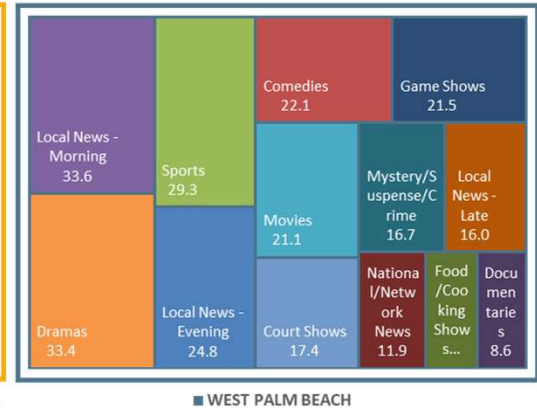
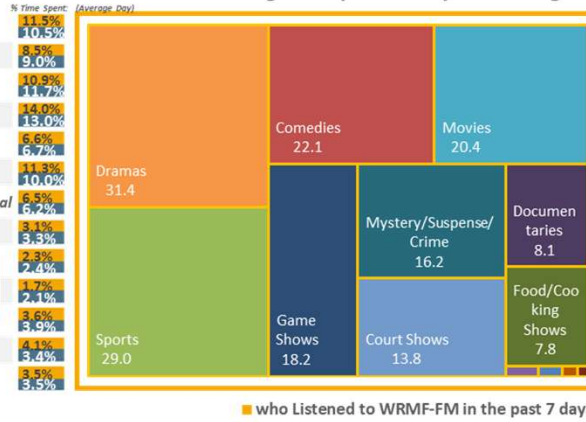


177,458 or 70.1% of Adults 18 or older who Listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Dramas.

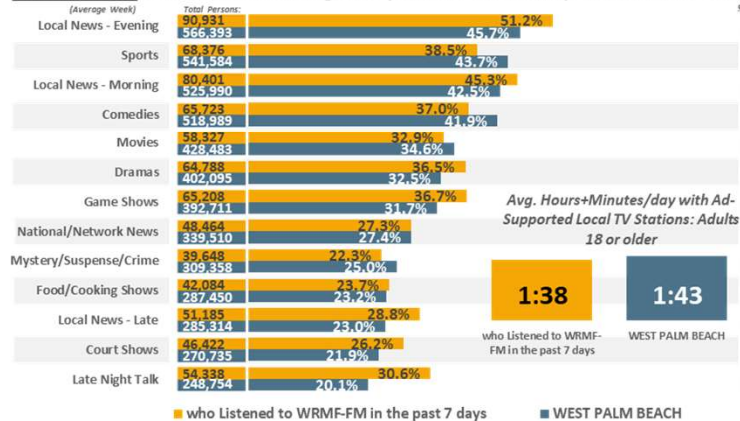
Local TV Station Programs (Persons & % Reach): Adults 18 or older



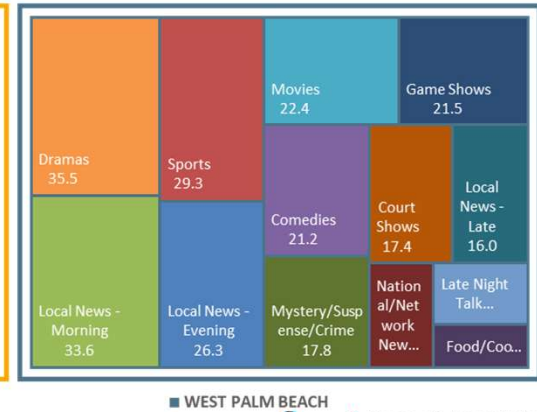
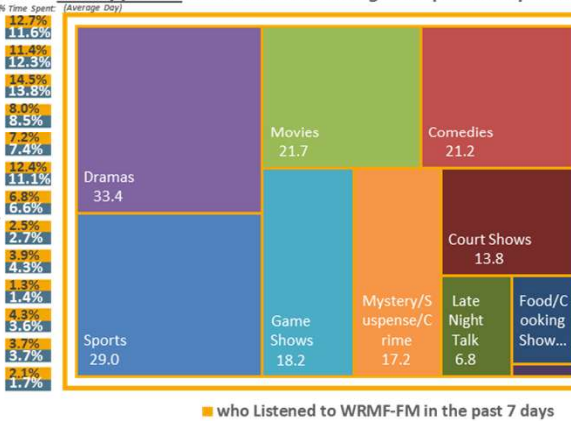
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

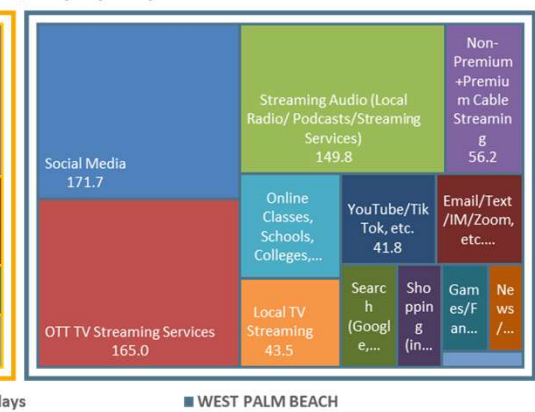
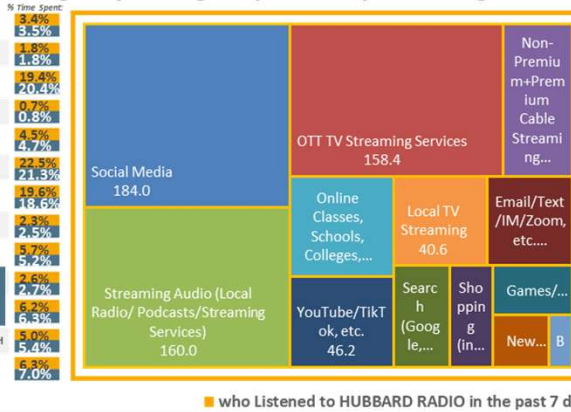
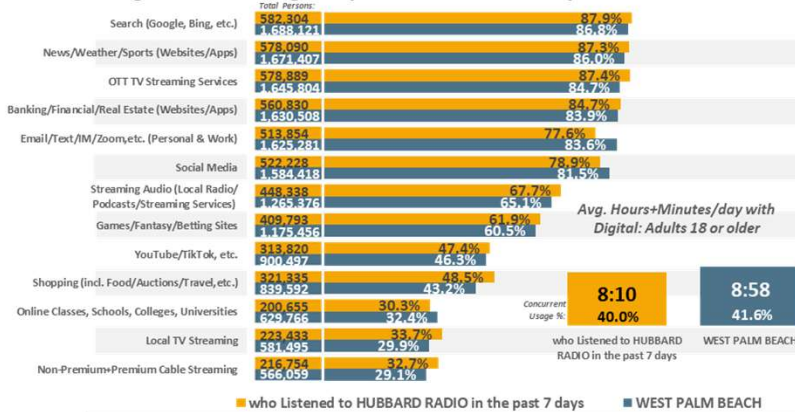




468,925 or 70.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 165.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

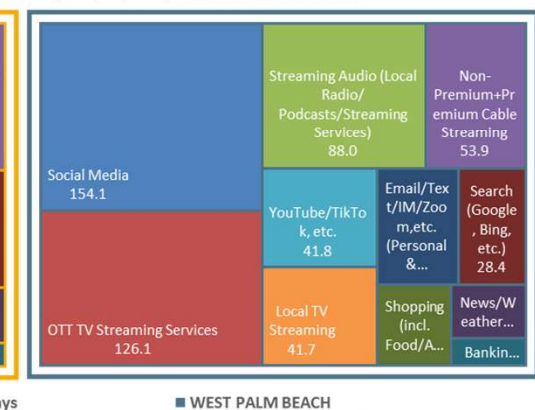
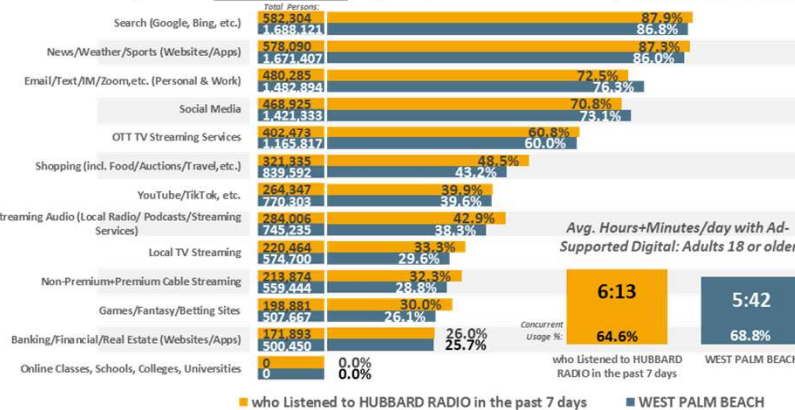
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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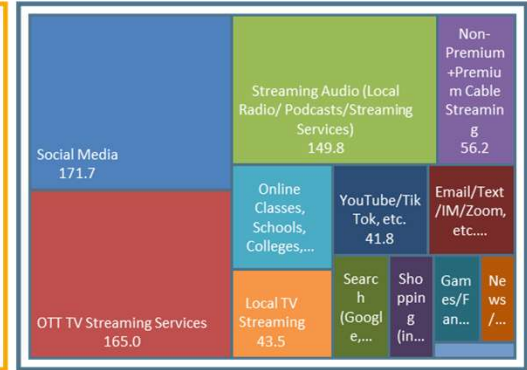
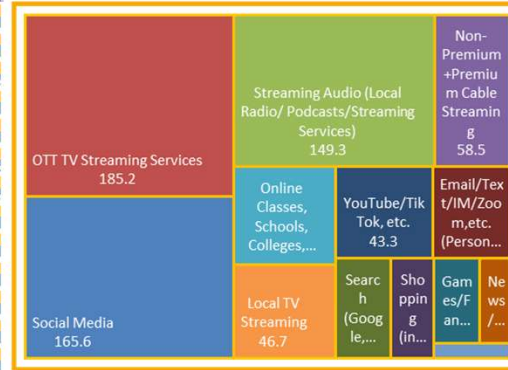
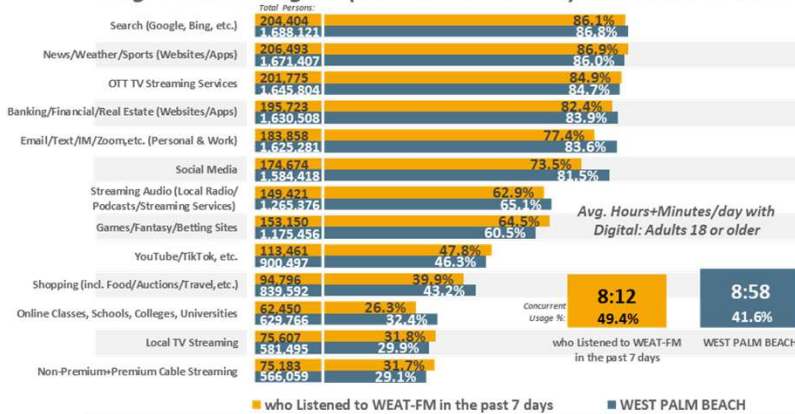
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)



158,105 or 66.6% of Adults 18 or older who Listened to WEAT-FM in the past 7 days use Ad-Supported Social Media for an average of 149.9 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

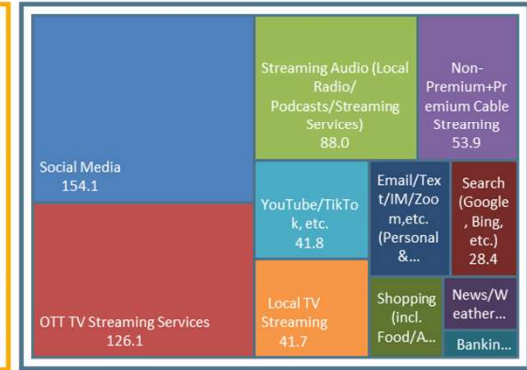
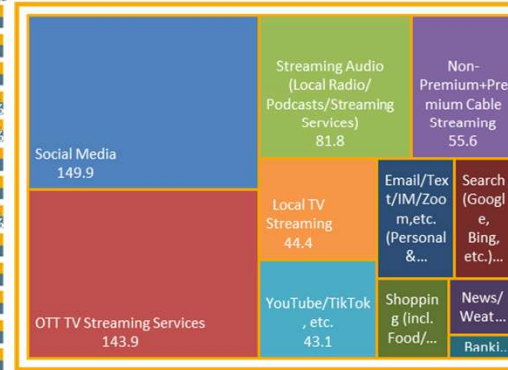
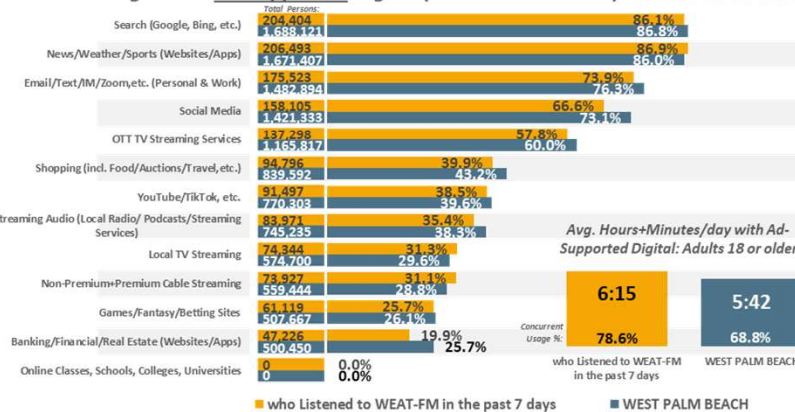
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

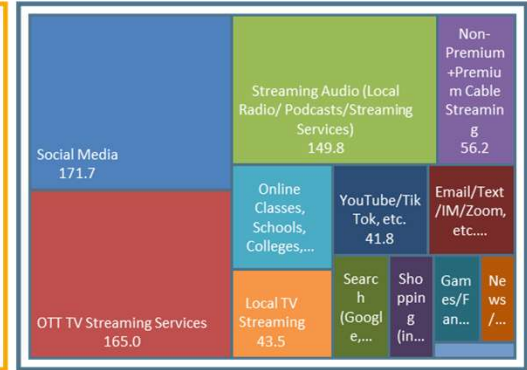
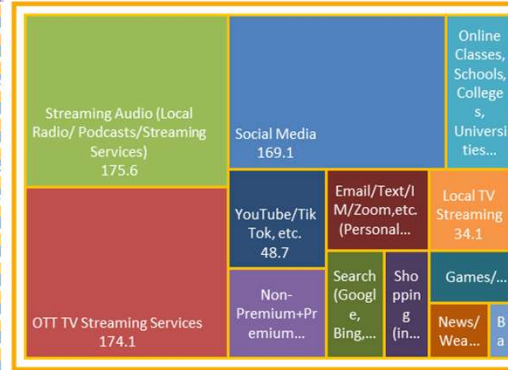
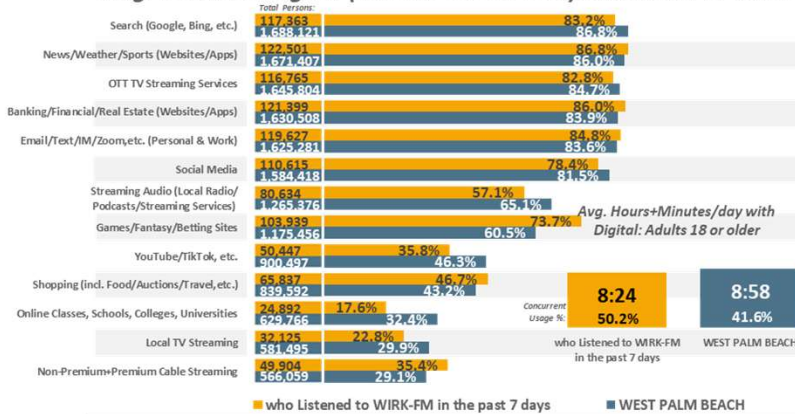




89,802 or 63.6% of Adults 18 or older who Listened to WIRK-FM in the past 7 days use Ad-Supported Social Media for an average of 137.3 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

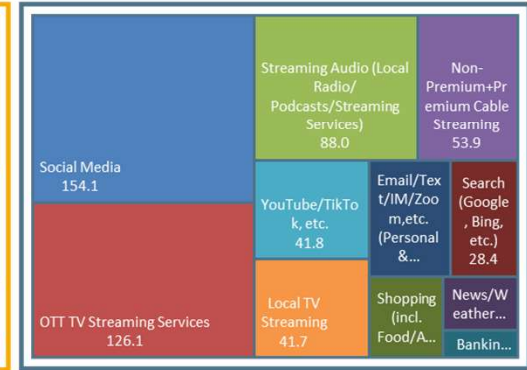
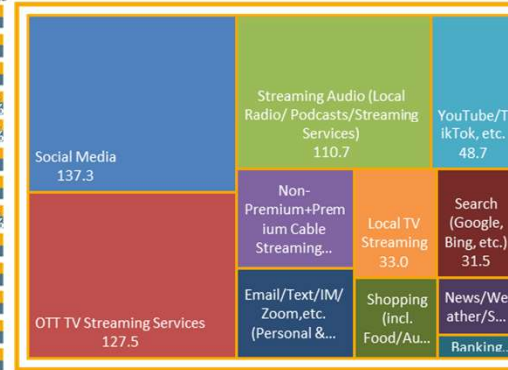
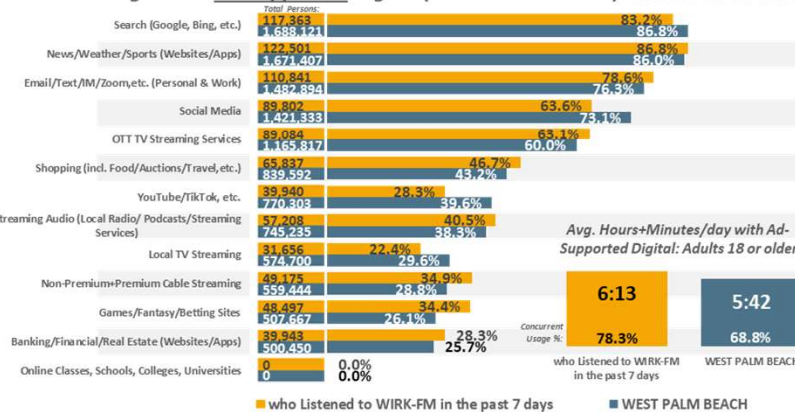
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

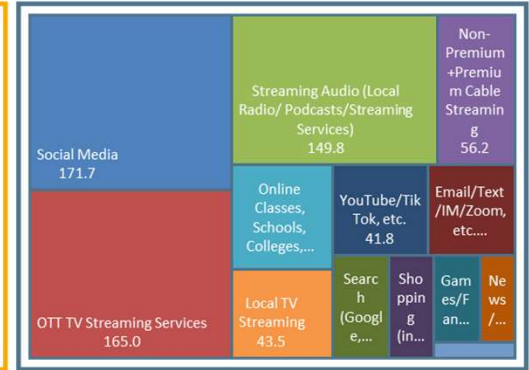
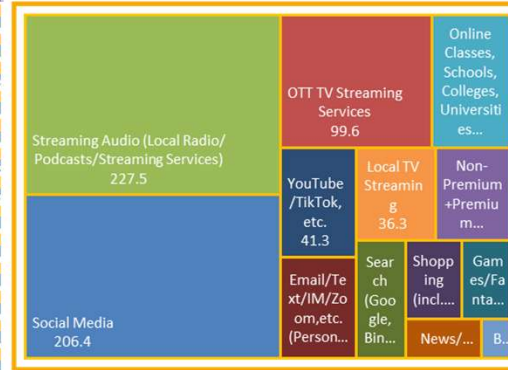
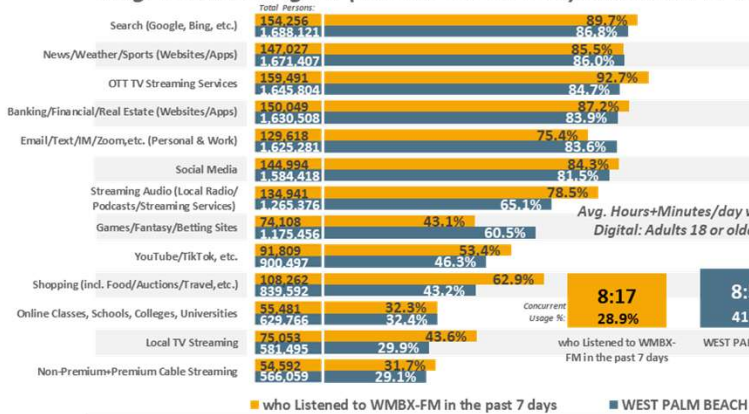




130,759 or 76.6% of Adults 18 or older who Listened to WMBX-FM in the past 7 days use Ad-Supported Social Media for an average of 186.1 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

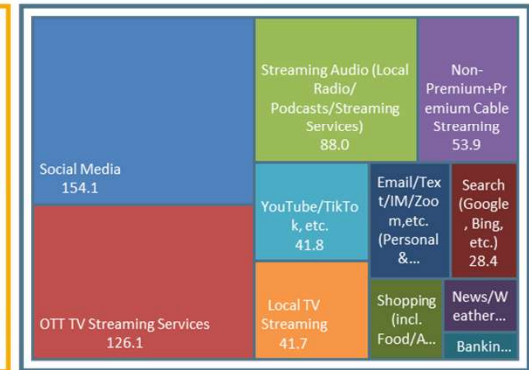
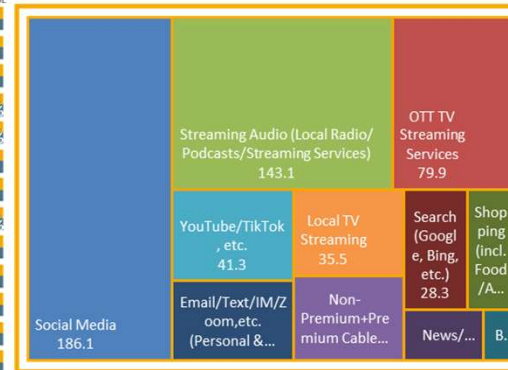
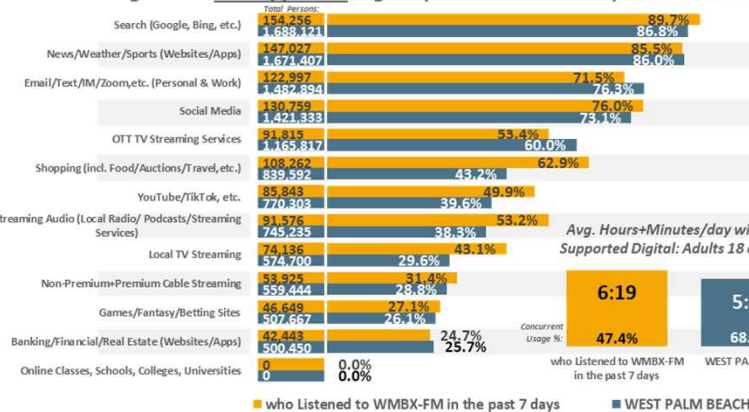
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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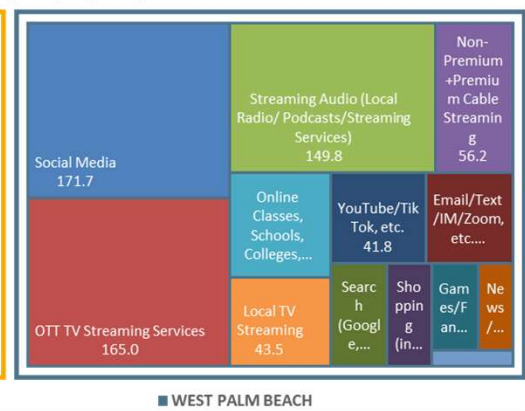
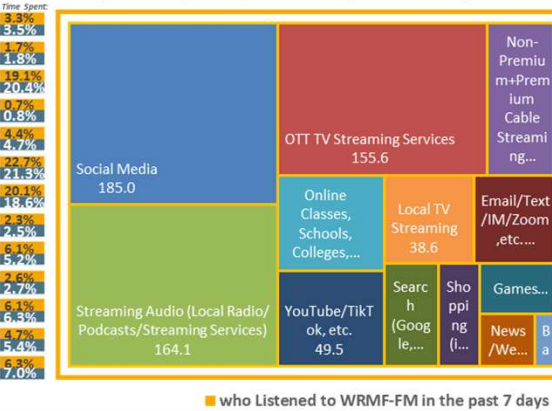
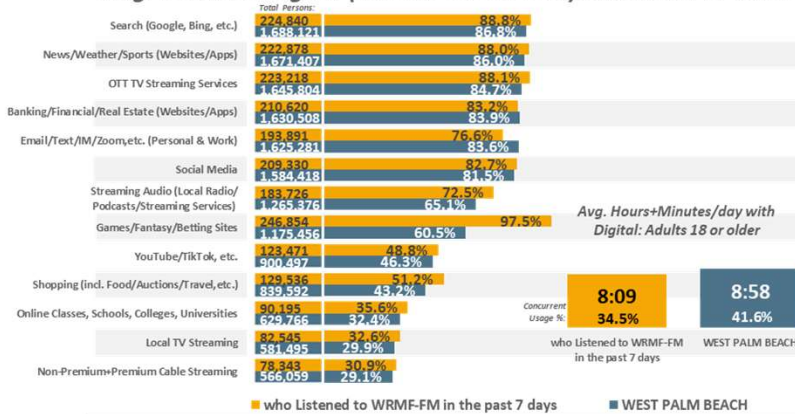
(Radio Stations: WMBX-FM)



196,182 or 77.5% of Adults 18 or older who Listened to WRMF-FM in the past 7 days use Ad-Supported Social Media for an average of 173.4 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

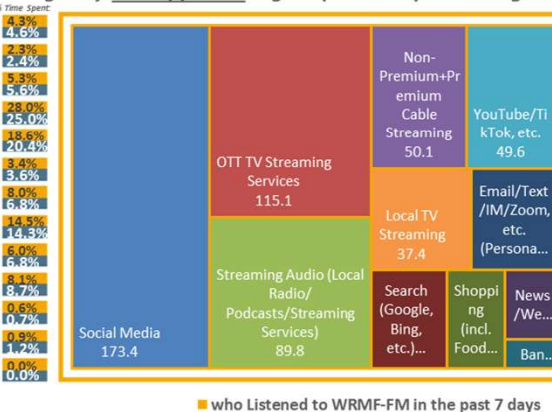
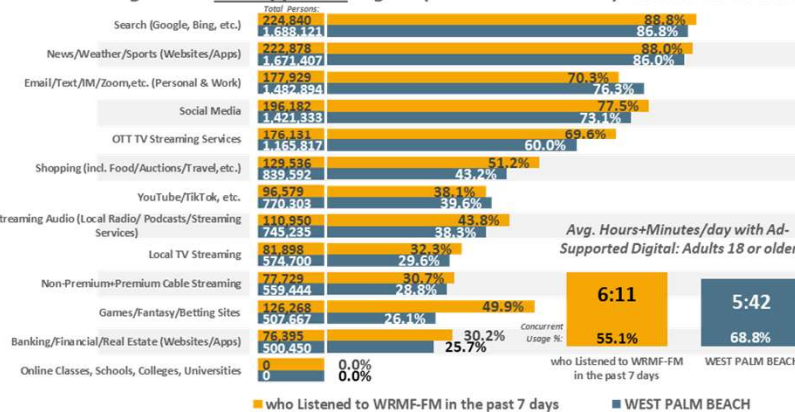
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 336
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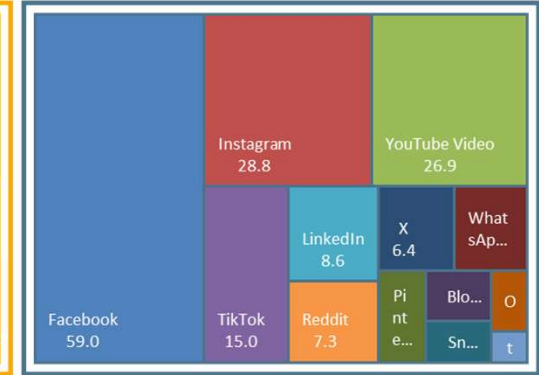
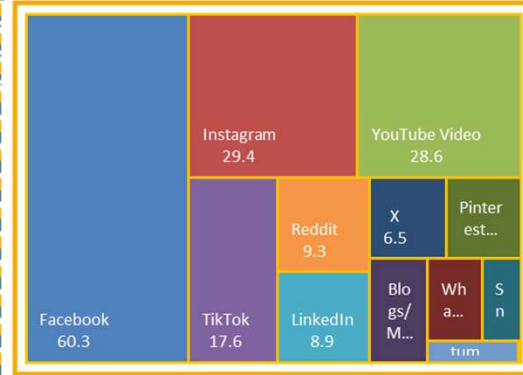
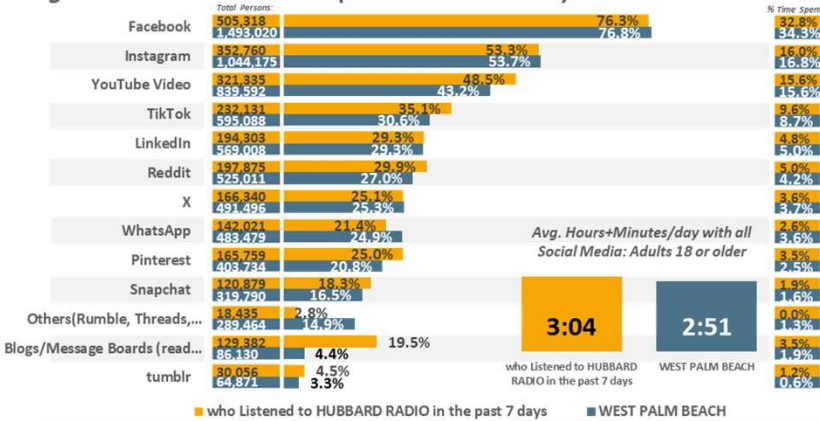
soefa.ai Share of Everything for Anything

(Radio Stations: WRMF-FM)

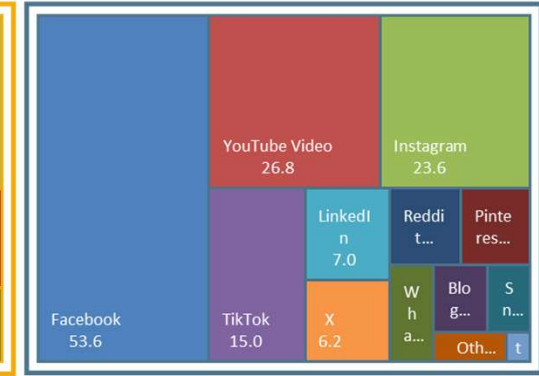
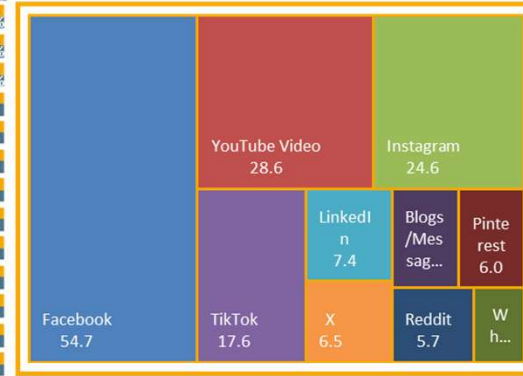
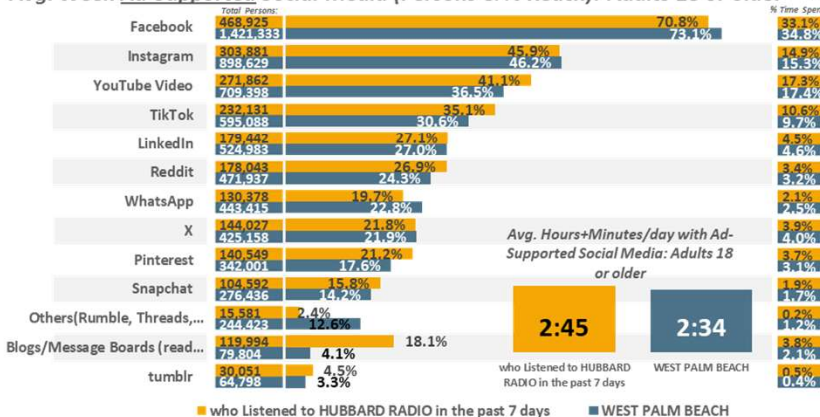


468,925 or 70.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 54.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

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



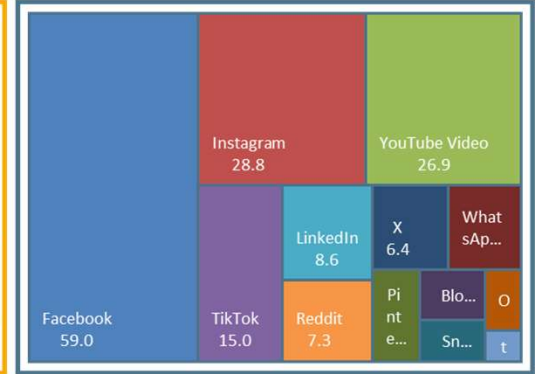
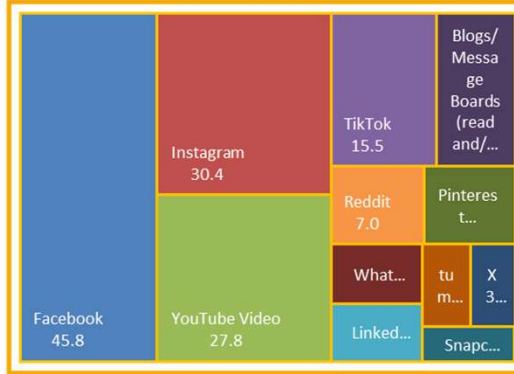
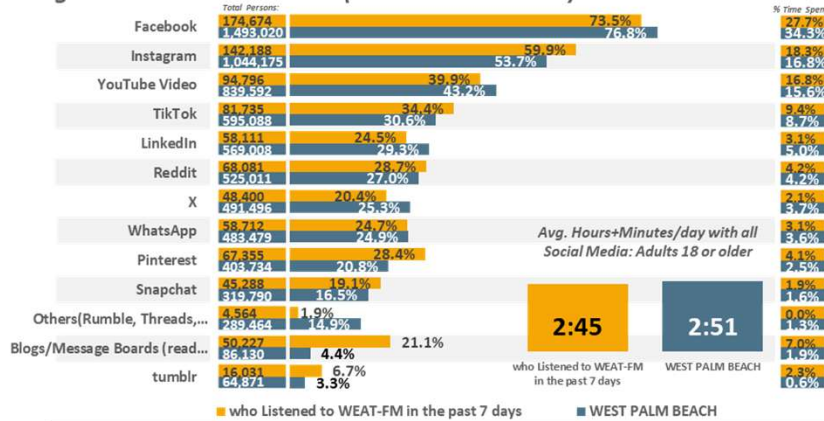
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



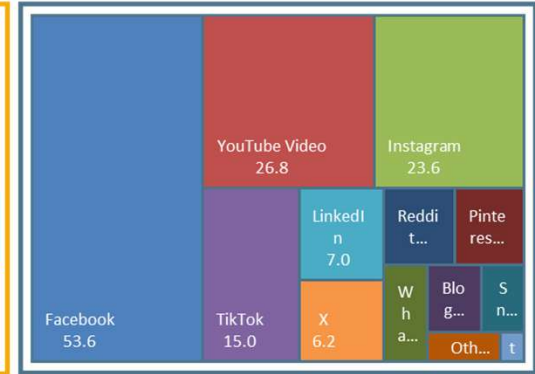
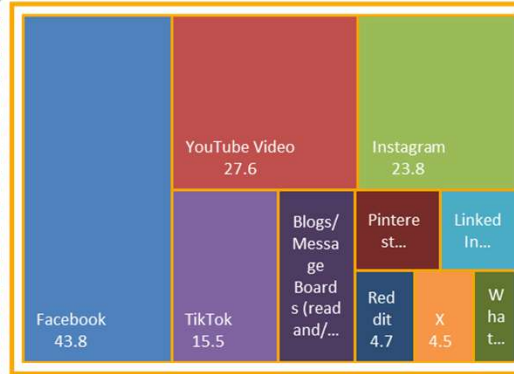
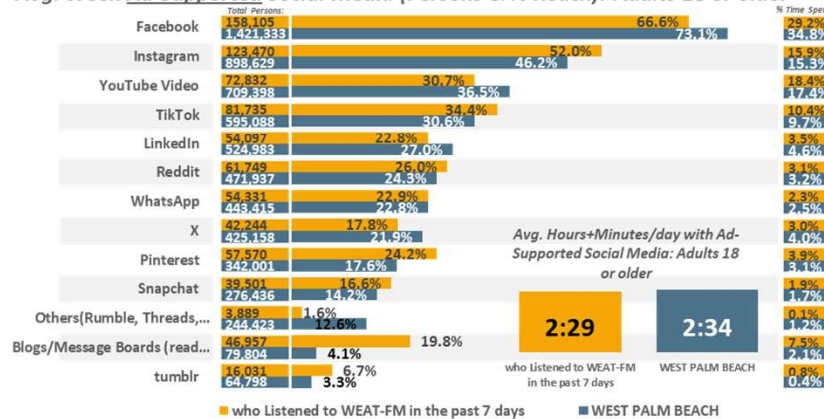


158,105 or 66.6% of Adults 18 or older who Listened to WEAT-FM in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

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**



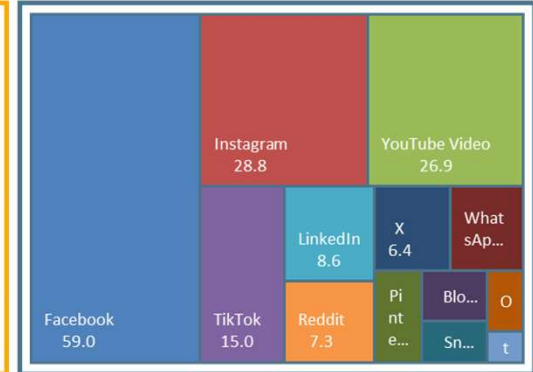
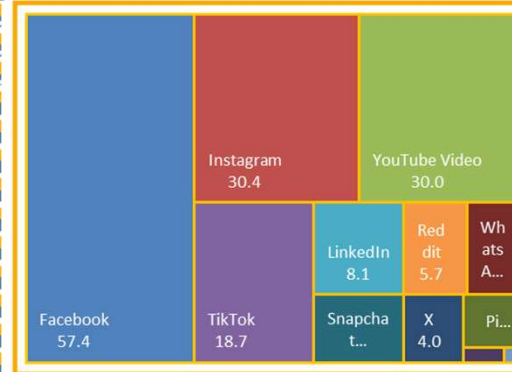
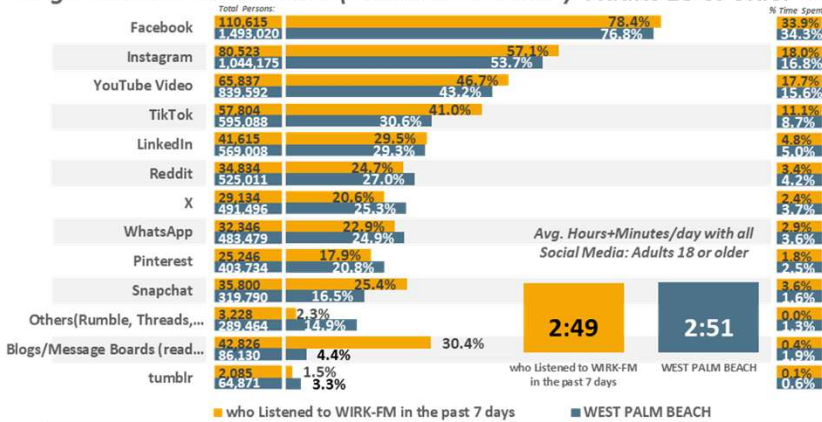
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



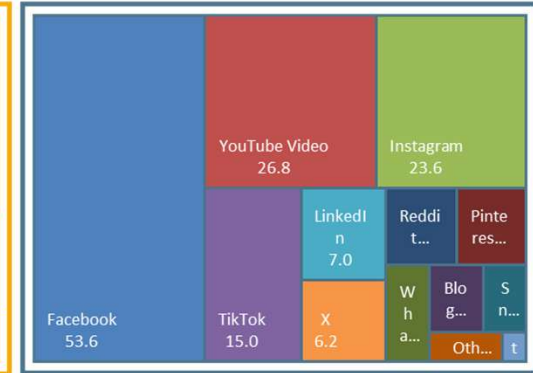
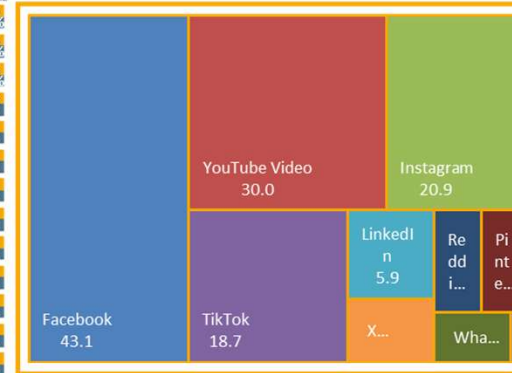
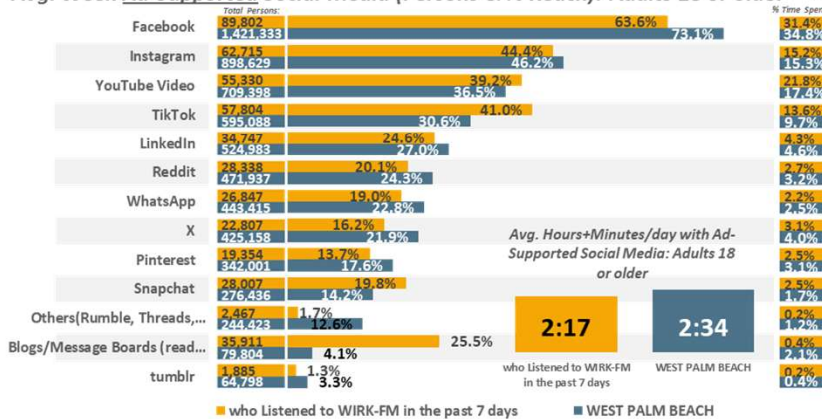


89,802 or 63.6% of Adults 18 or older who Listened to WIRK-FM in the past 7 days use Ad-Supported Facebook for an average of 43.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

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**



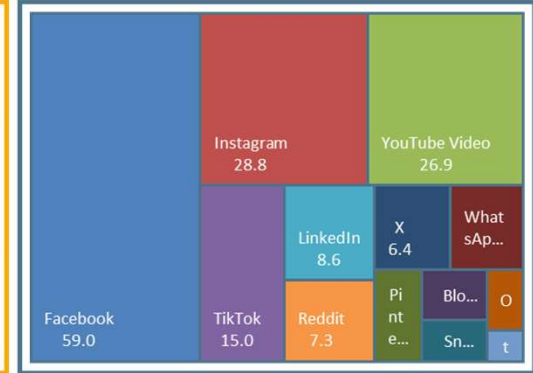
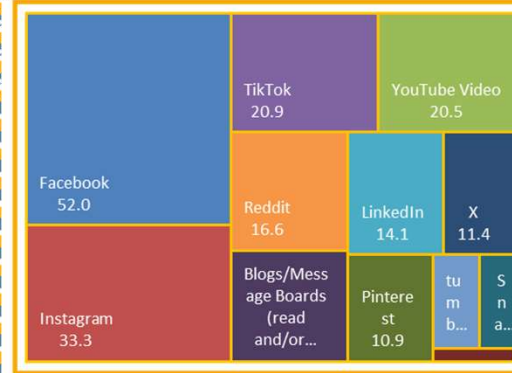
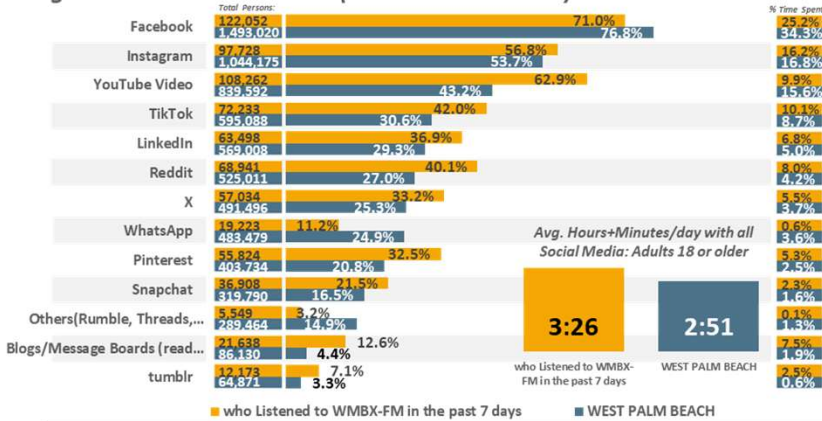
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



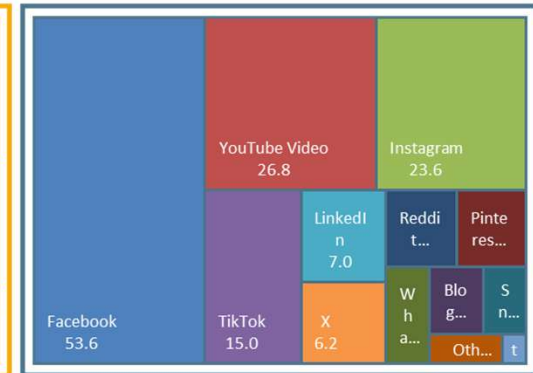
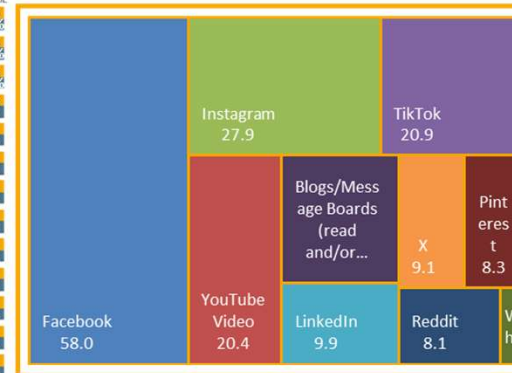
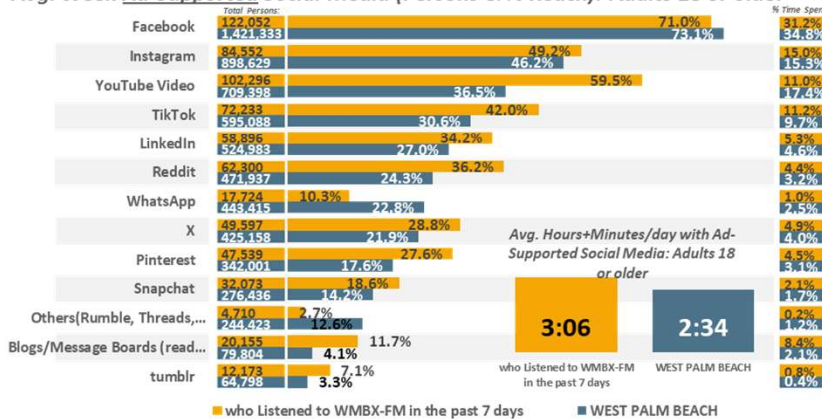


122,052 or 71.% of Adults 18 or older who Listened to WMBX-FM in the past 7 days use Ad-Supported Facebook for an average of 58. minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

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**



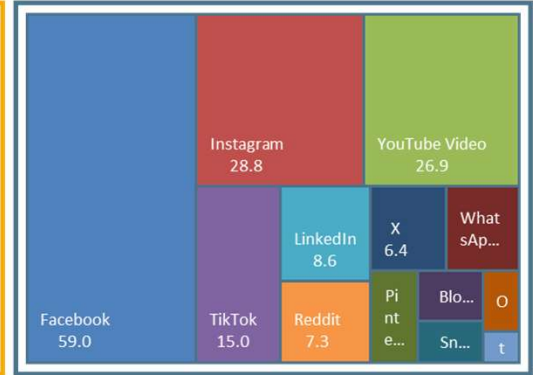
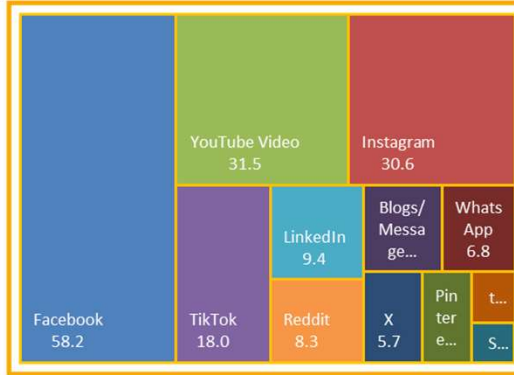
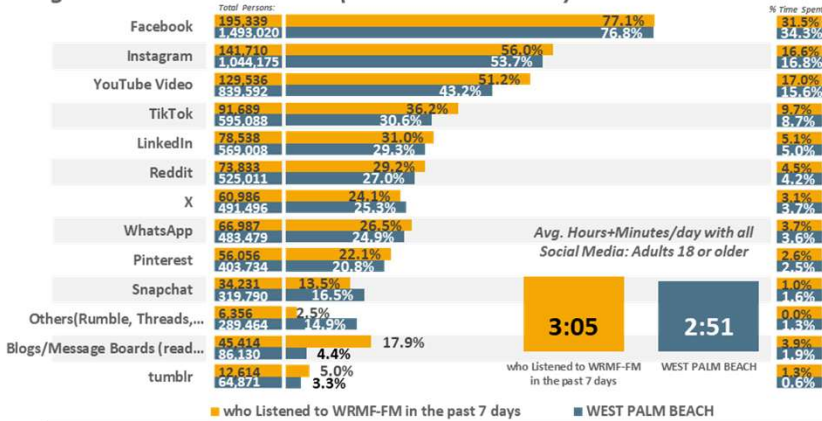
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



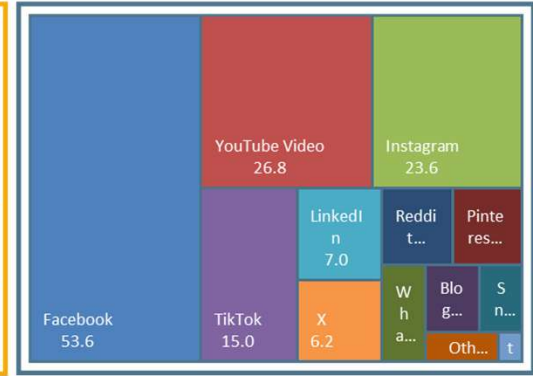
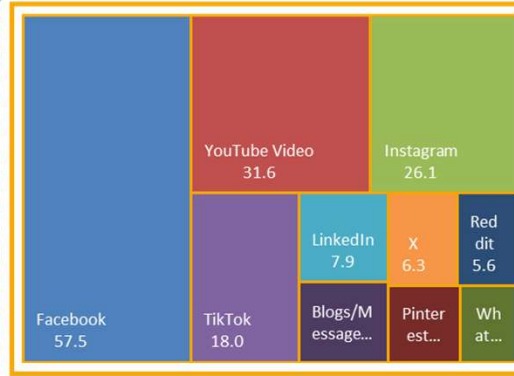
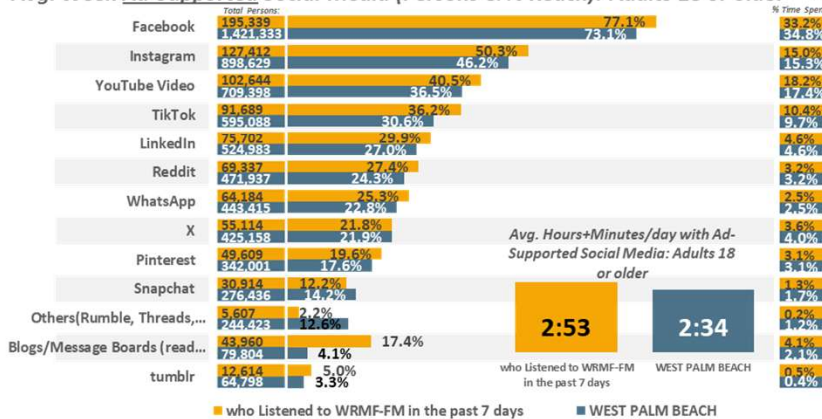


195,339 or 77.1% of Adults 18 or older who Listened to WRMF-FM in the past 7 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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**



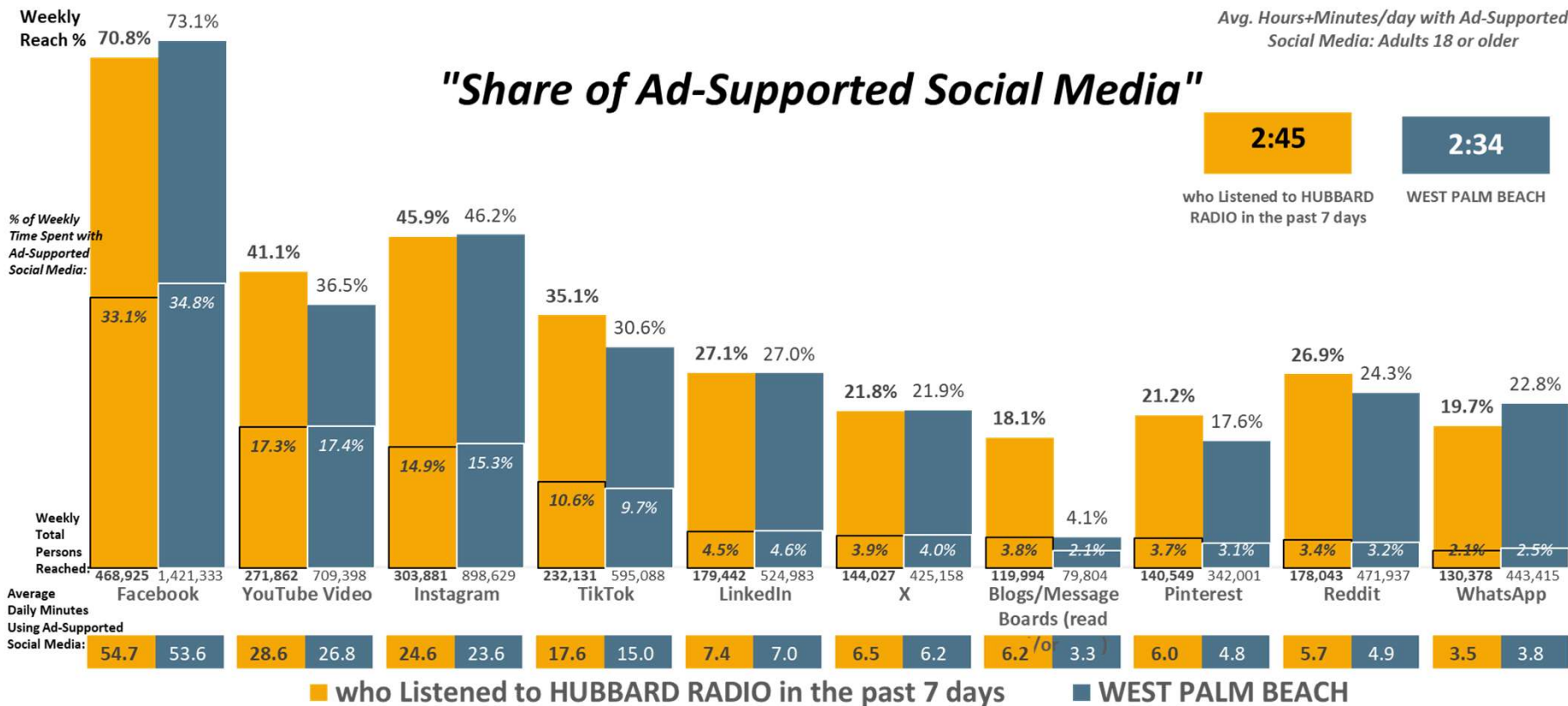
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





468,925 or 70.8% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 54.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 871 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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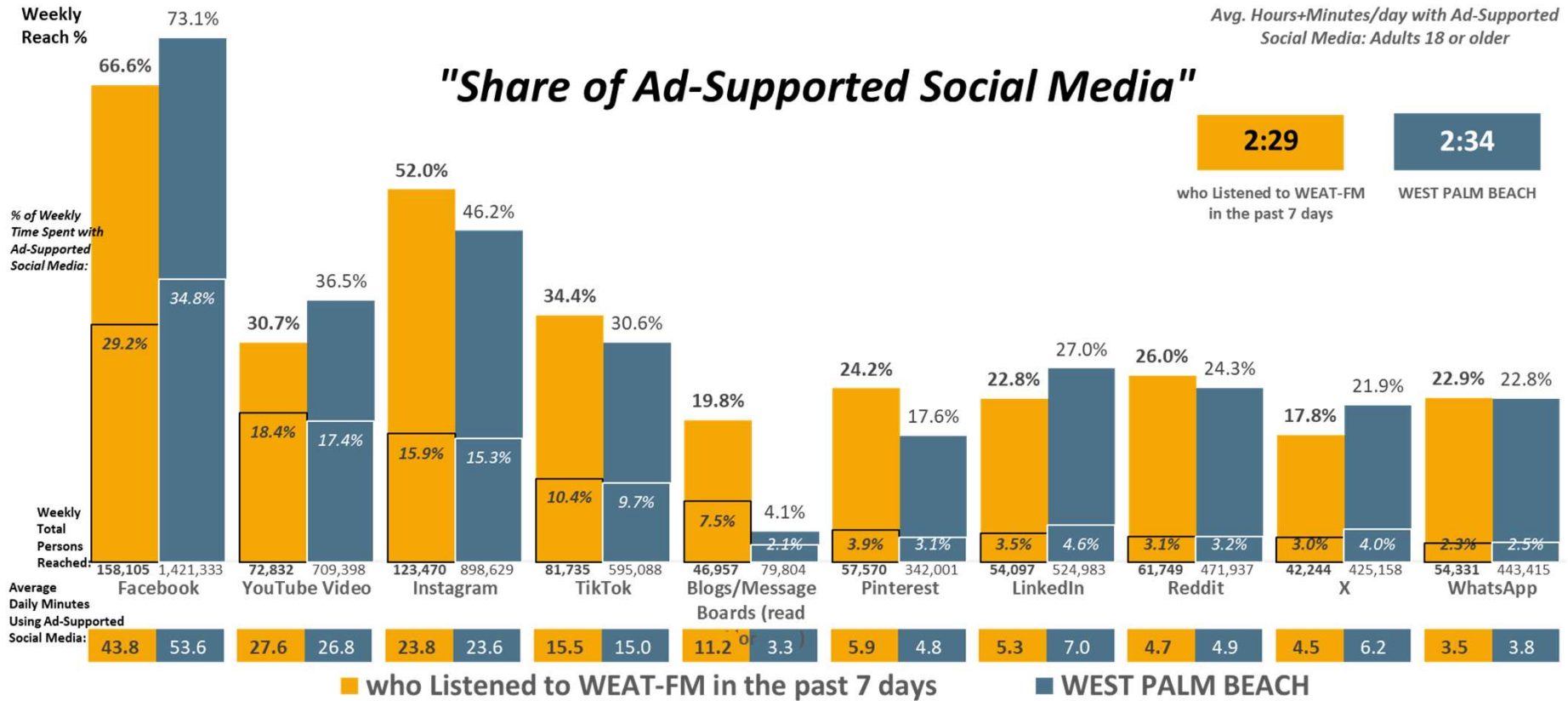
soefa.ai Share of Everything for Anything

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



158,105 or 66.6% of Adults 18 or older who Listened to WEAT-FM in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

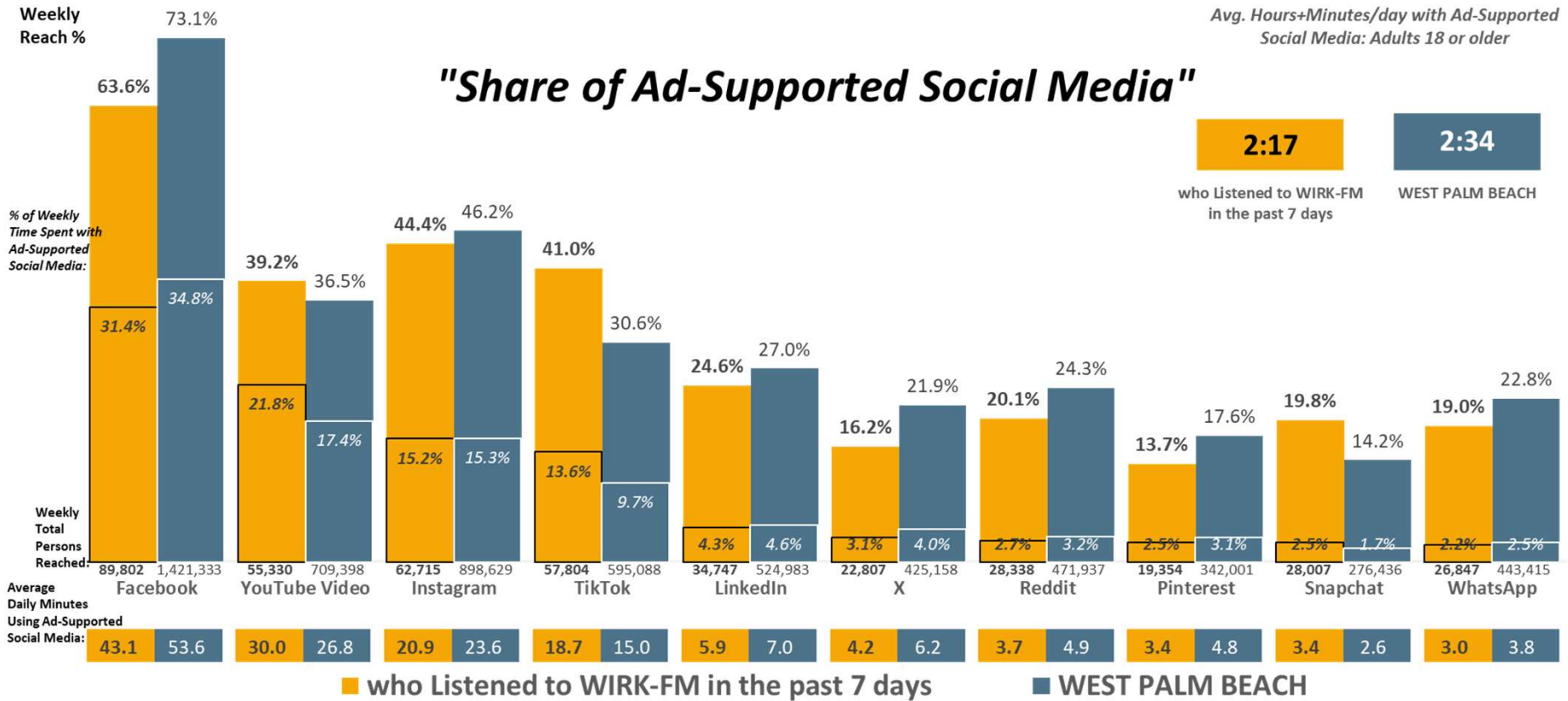
"Share of Ad-Supported Social Media"





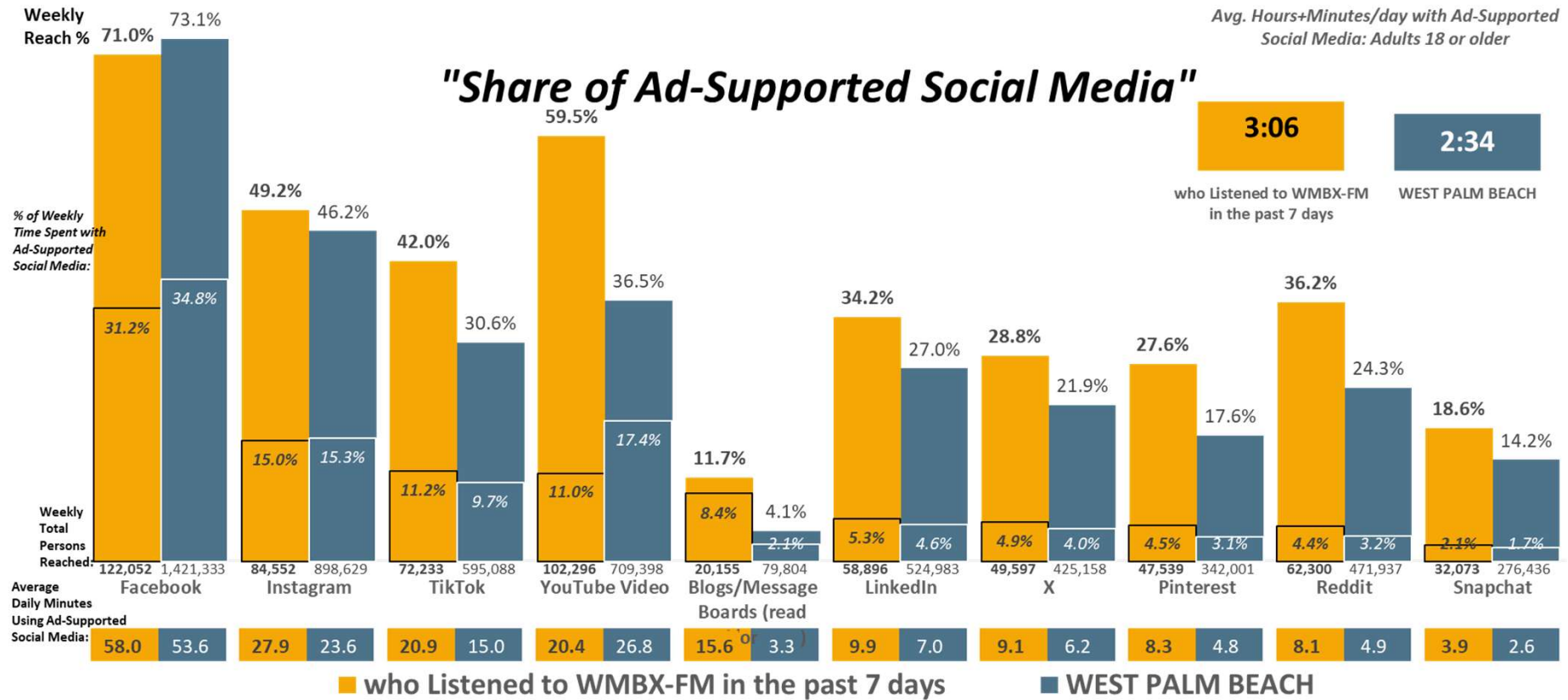
89,802 or 63.6% of Adults 18 or older who Listened to WIRK-FM in the past 7 days use Ad-Supported Facebook for an average of 43.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





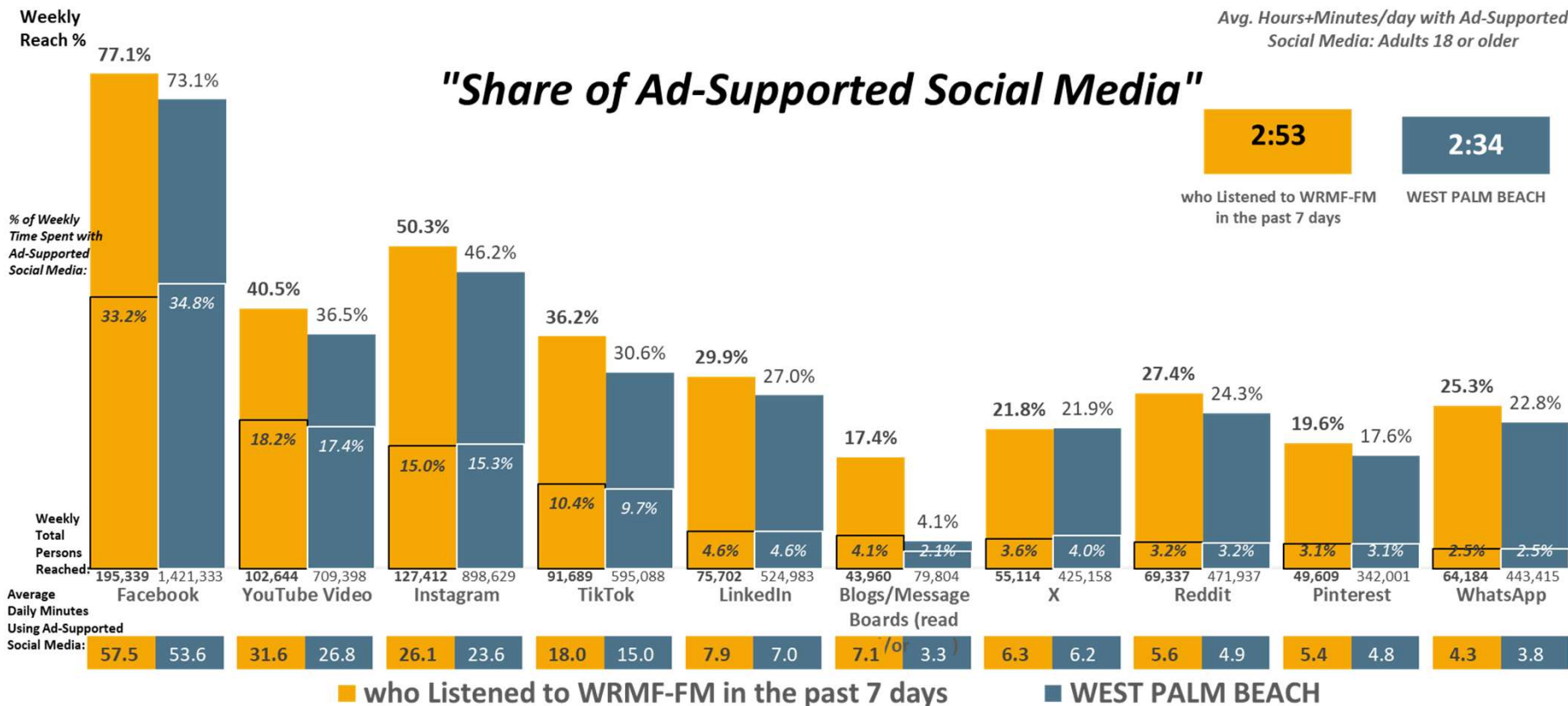
122,052 or 71.0% of Adults 18 or older who Listened to WMBX-FM in the past 7 days use Ad-Supported Facebook for an average of 58. minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.





195,339 or 77.1% of Adults 18 or older who Listened to WRMF-FM in the past 7 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 336 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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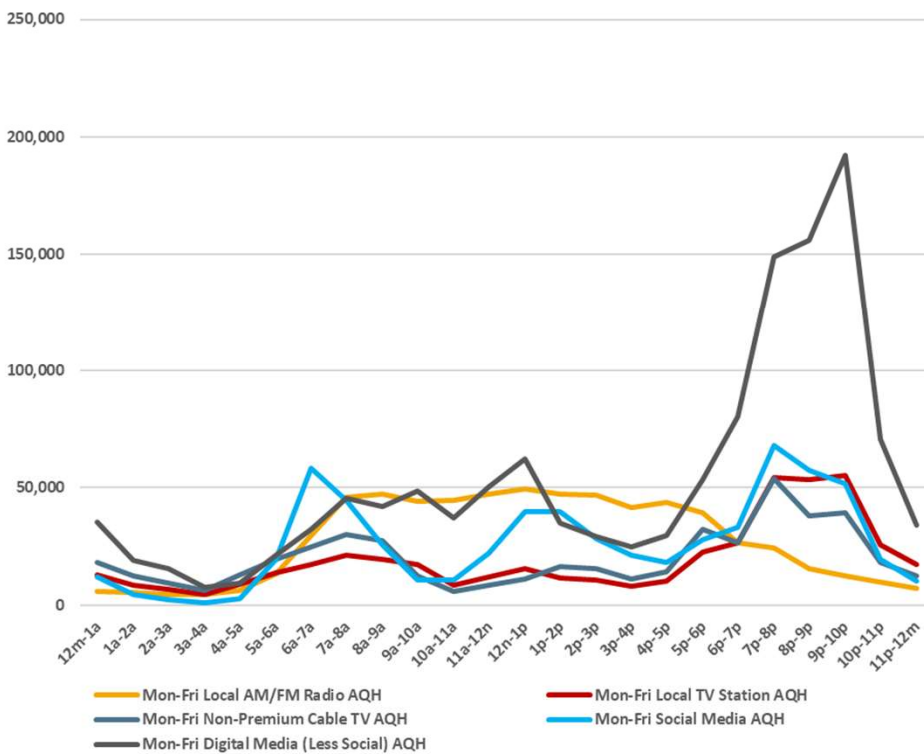
soefa.ai Share of Everything for Anything

(Radio Stations: WRMF-FM)

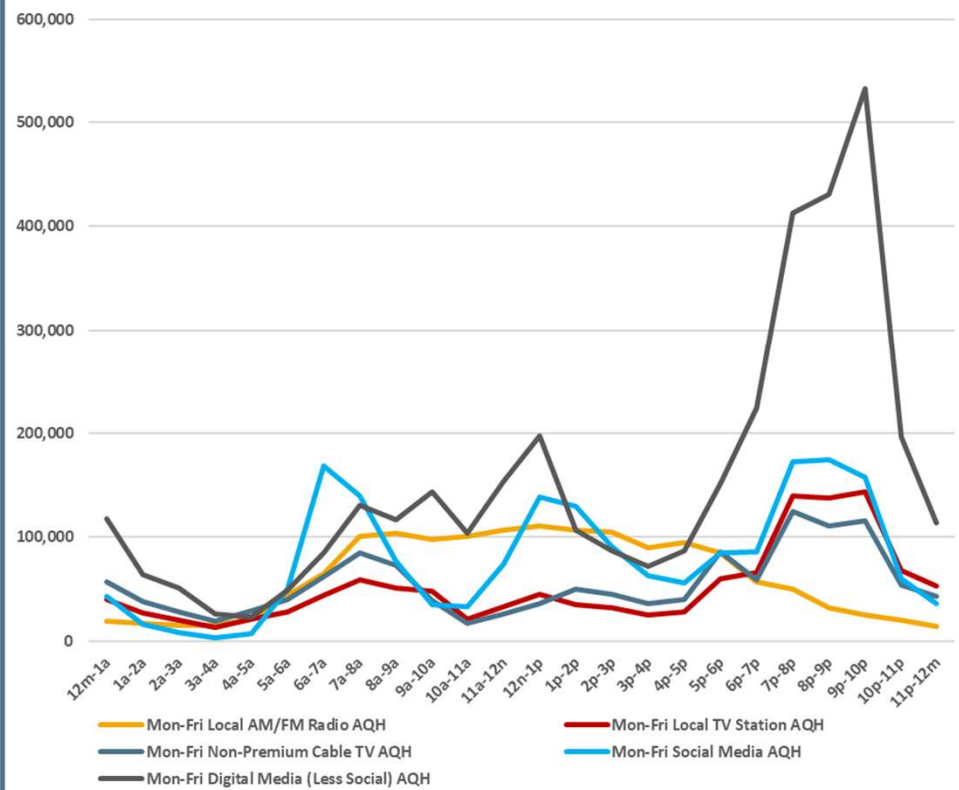


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,923; Local Radio: 42,543; Social Media: 29,240; Non-Prem. Cable: 18,141; Local TV: 15,423 reaching Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to HUBBARD RADIO in the
past 7 days**



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 871
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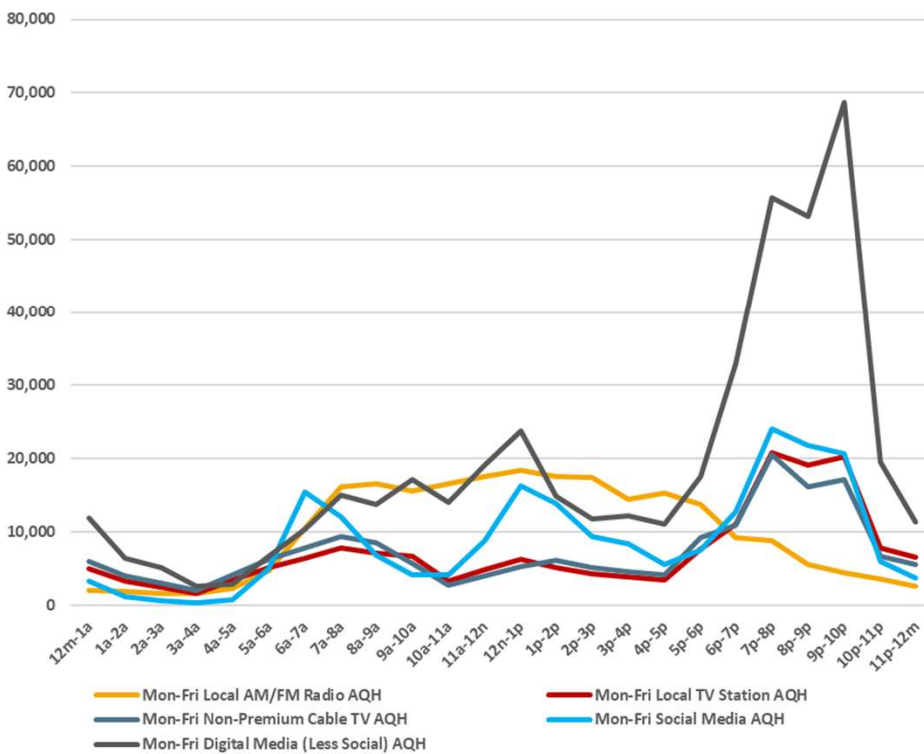
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

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for Anything.

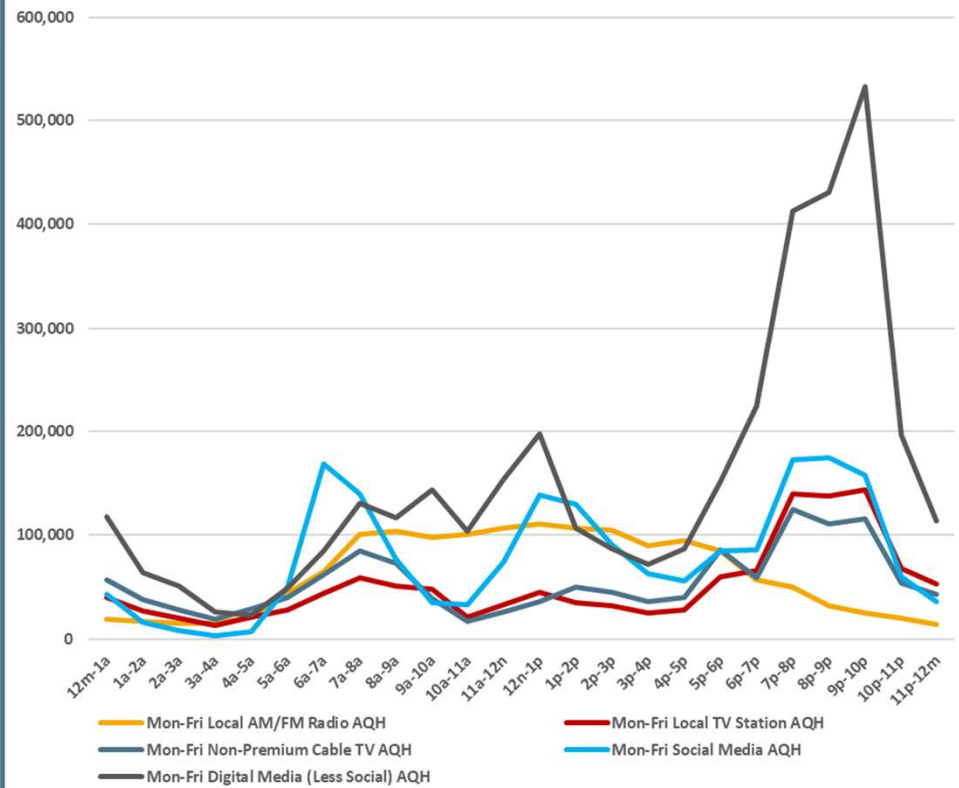


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,419;
Local Radio: 15,293; Social Media: 9,595; Non-Prem. Cable: 6,415; Local TV: 5,958
reaching Adults 18 or older who Listened to WEAT-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WEAT-FM in the past 7
days



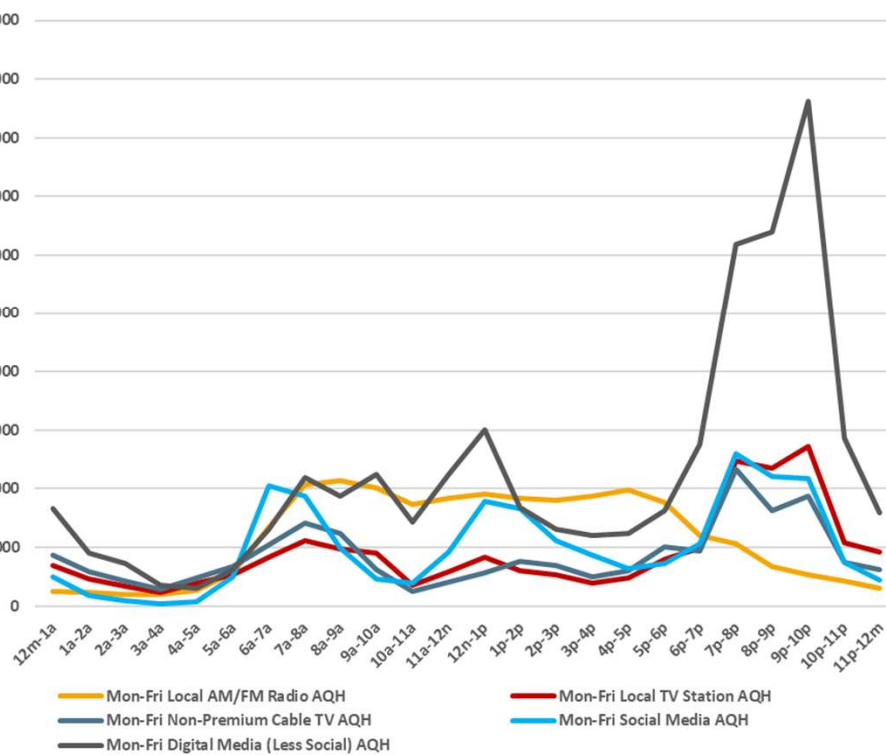
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



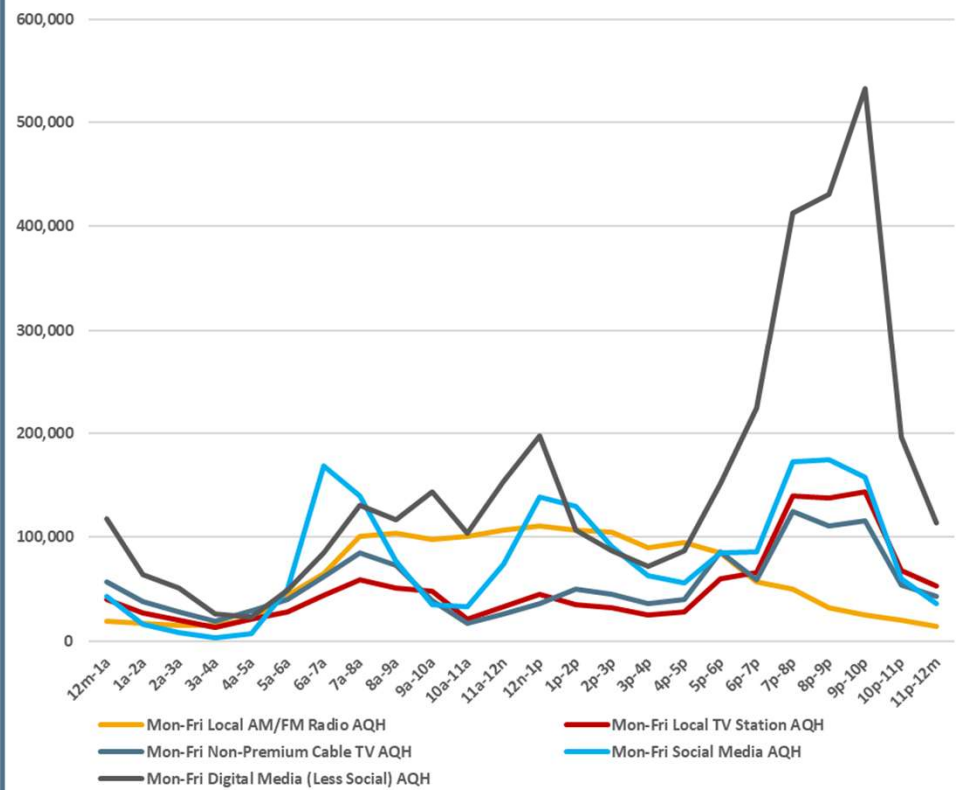


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,275; Local Radio: 9,042; Social Media: 5,585; Non-Prem. Cable: 3,860; Local TV: 3,608 reaching Adults 18 or older who Listened to WIRK-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WIRK-FM in the past 7 days



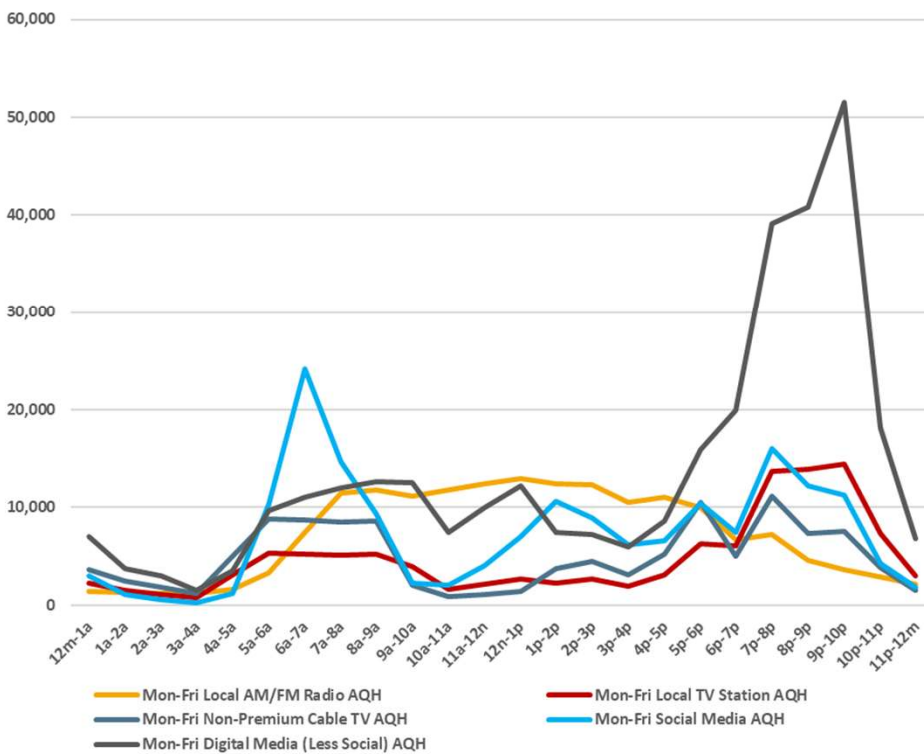
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



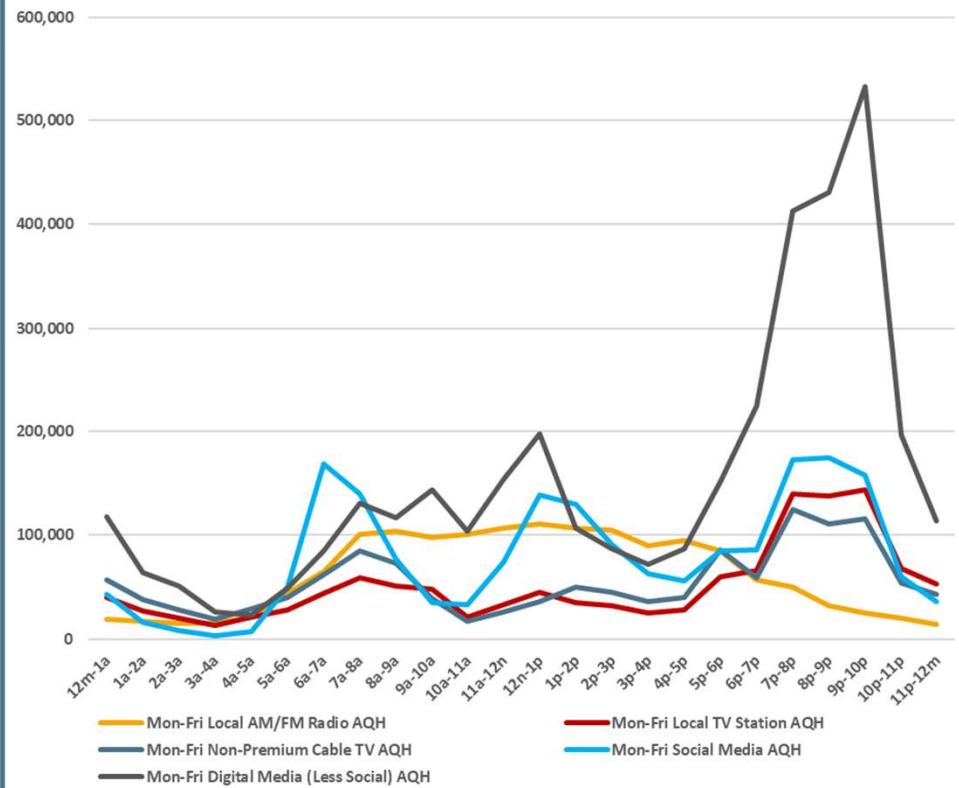


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,987; Local Radio: 10,908; Social Media: 8,724; Non-Prem. Cable: 4,848; Local TV: 3,705 reaching Adults 18 or older who Listened to WMBX-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WMBX-FM in the past 7
days



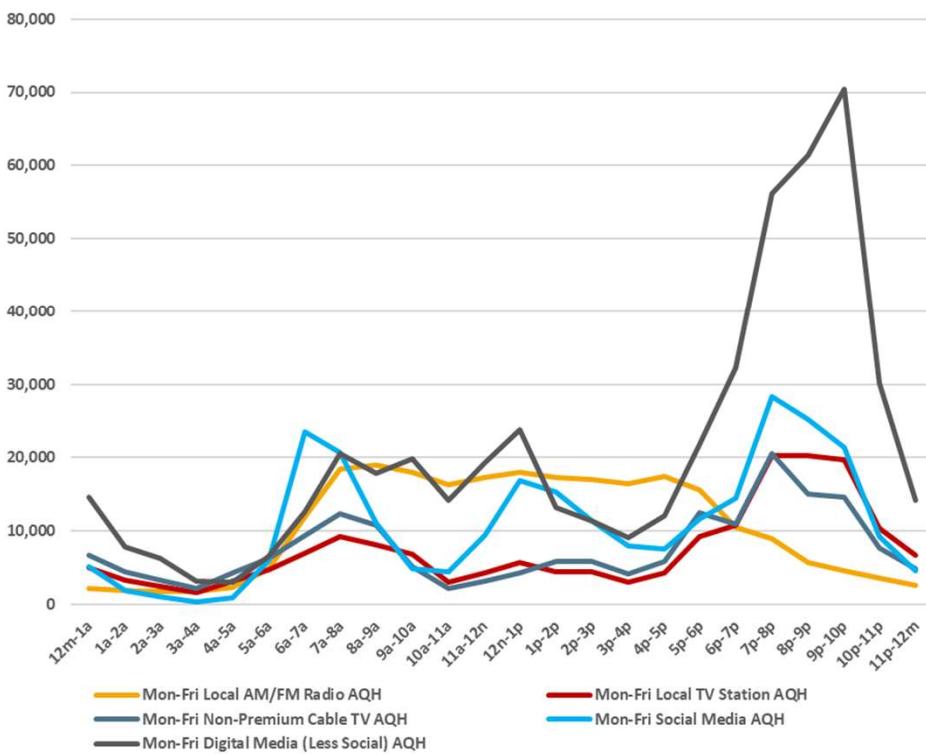
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



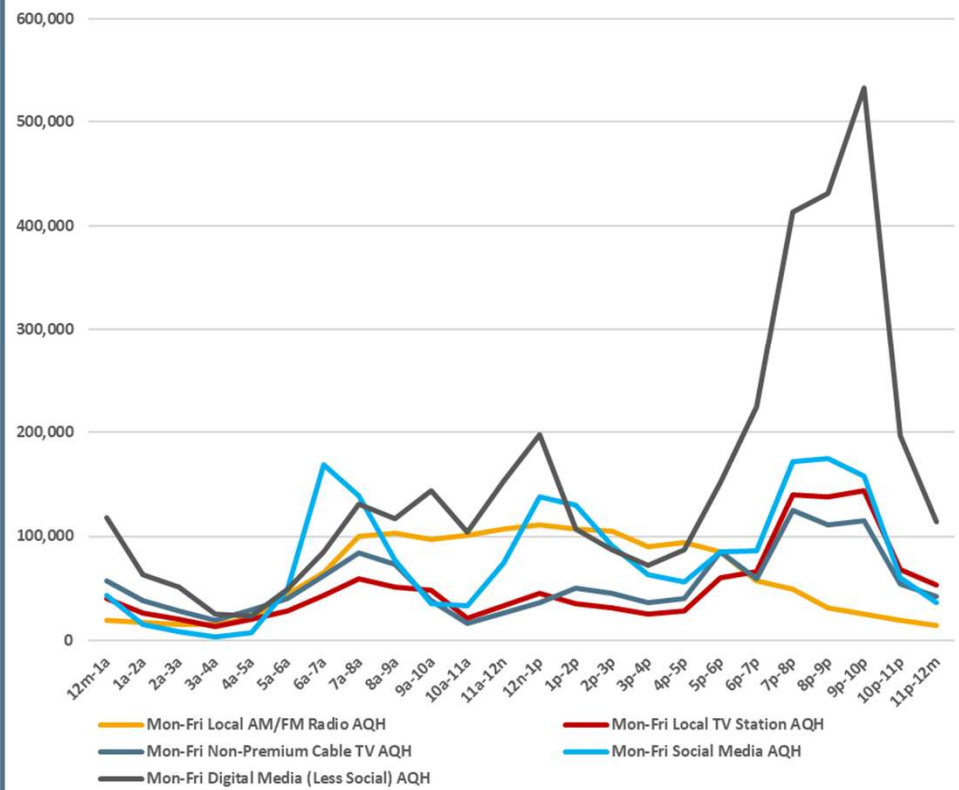


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,540;
Local Radio: 16,401; Social Media: 12,231; Non-Prem. Cable: 7,105; Local TV: 6,168
reaching Adults 18 or older who Listened to WRMF-FM in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Listened to WRMF-FM in the past 7
days



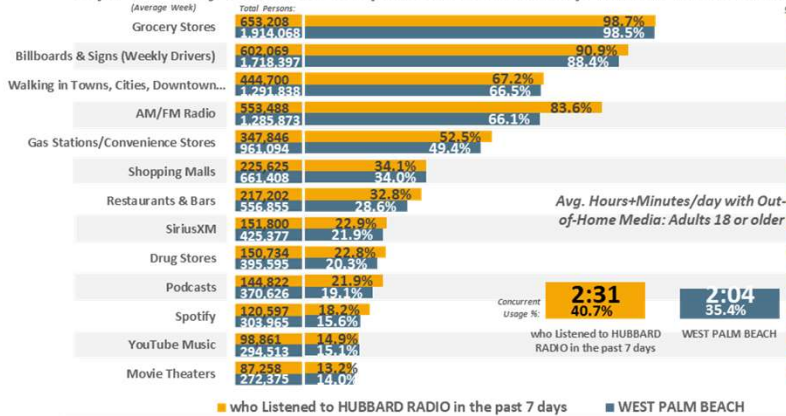
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH Metro Area Adults 18 or older



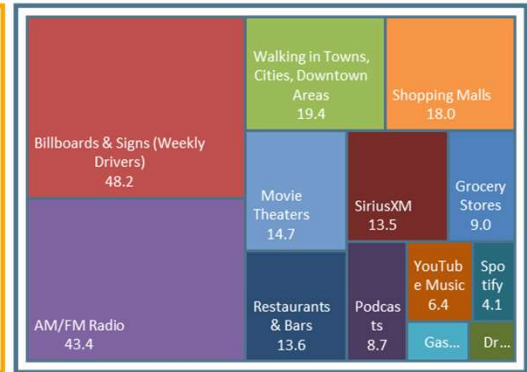
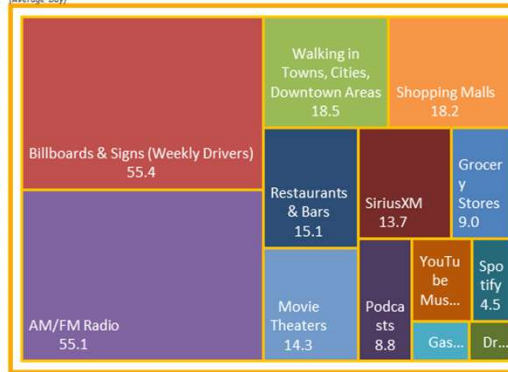


602,069 or 90.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.9 minutes/day.

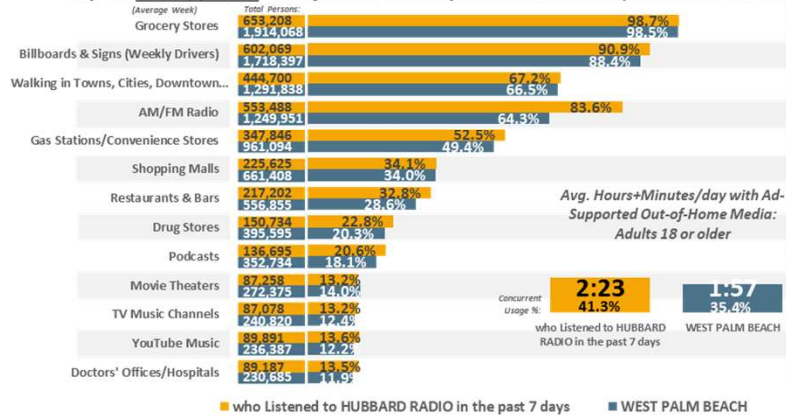
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



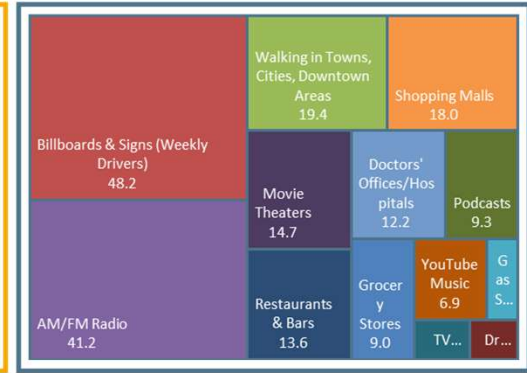
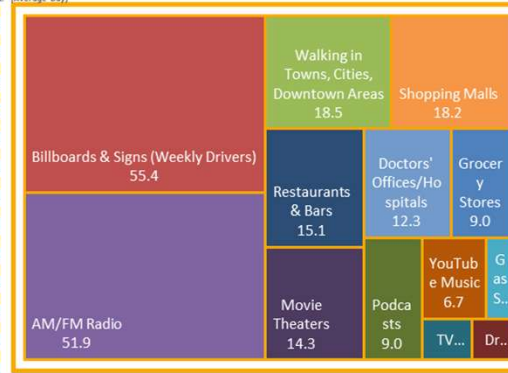
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 871
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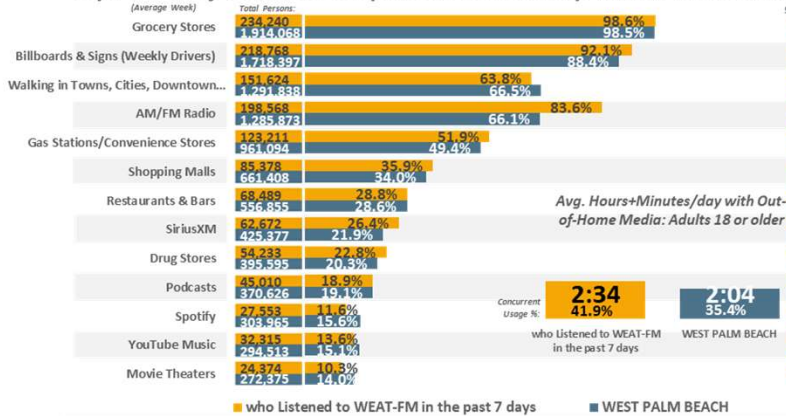
soeafa.ai Share of Everything for Anything

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

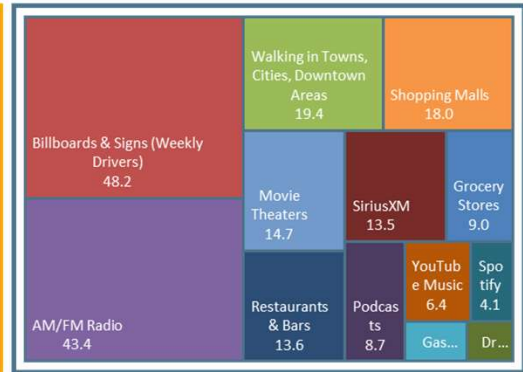
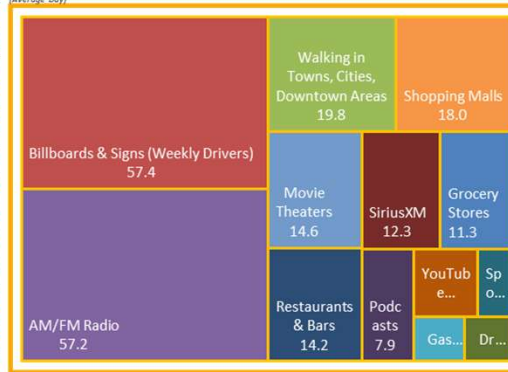


218,768 or 92.1% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.2 minutes/day.

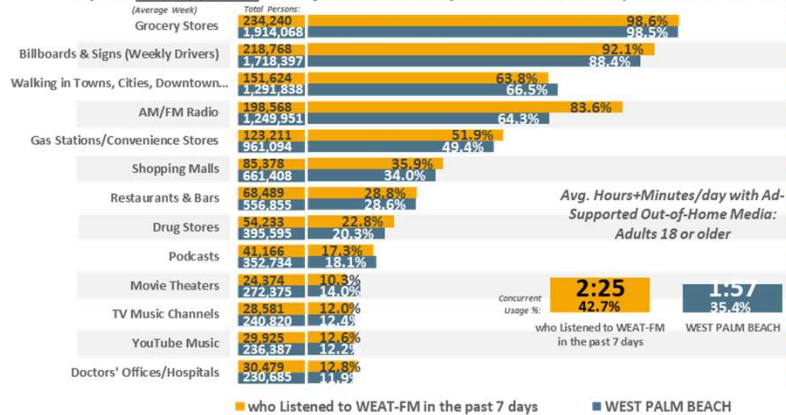
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



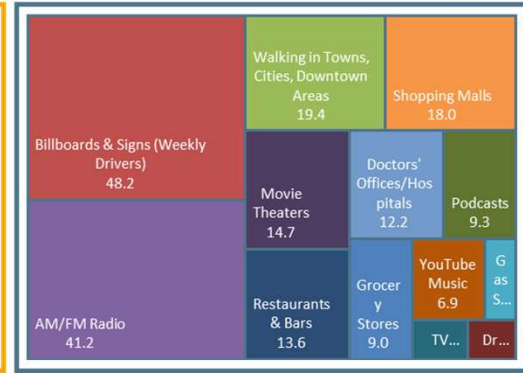
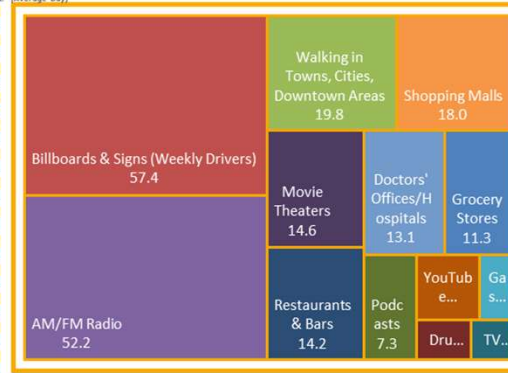
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



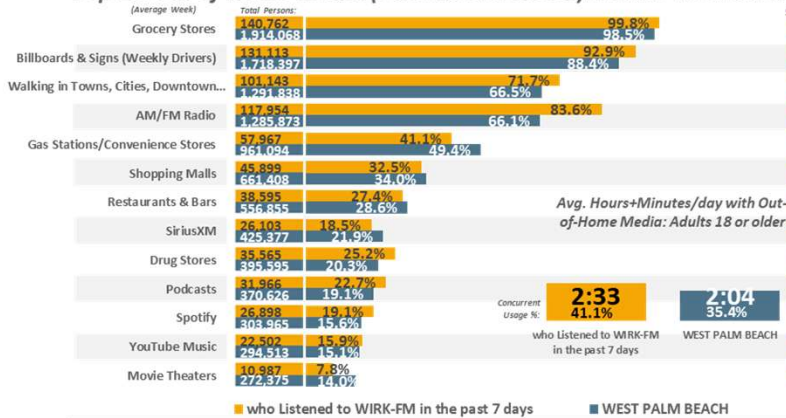
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



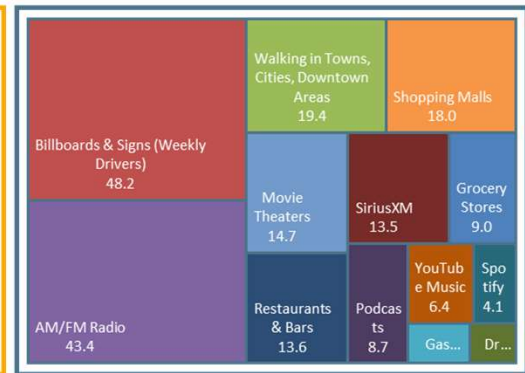
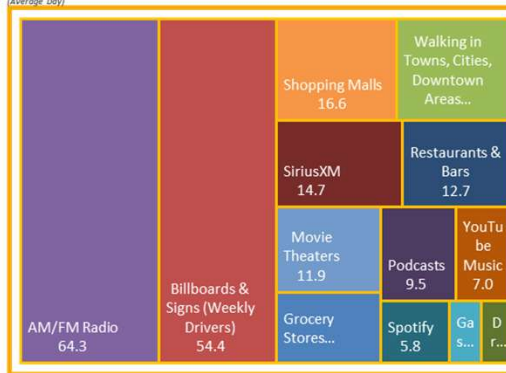


131,113 or 92.9% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 62.1 minutes/day.

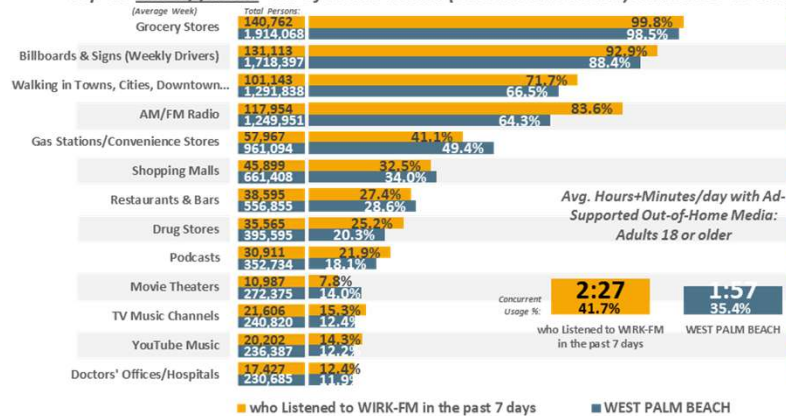
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



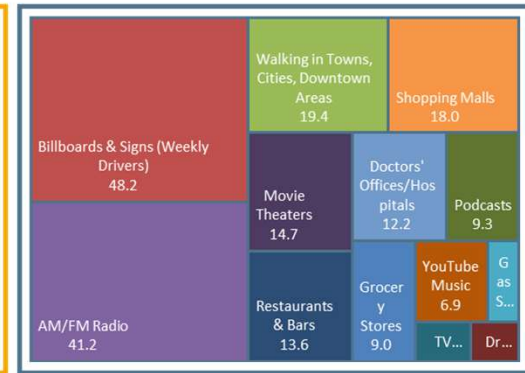
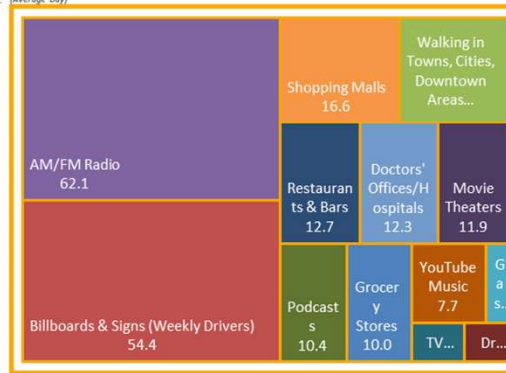
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 164
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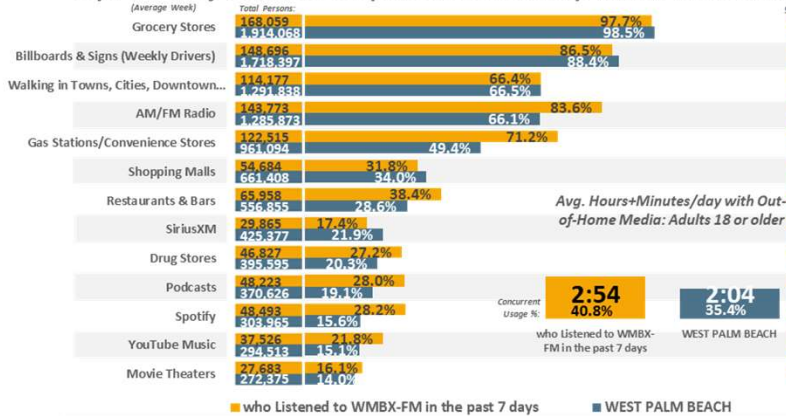
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(Radio Stations: WIRK-FM)

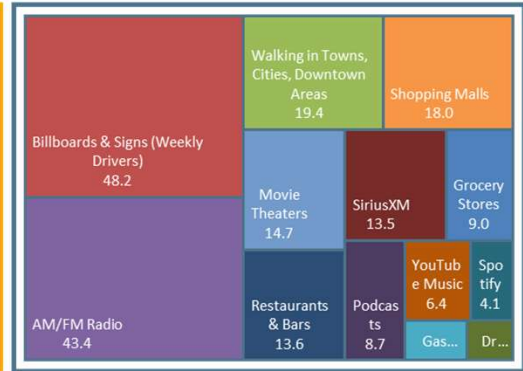
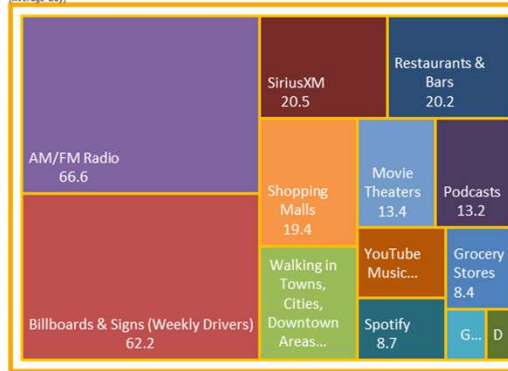


148,696 or 86.5% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 62.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 64.7 minutes/day.

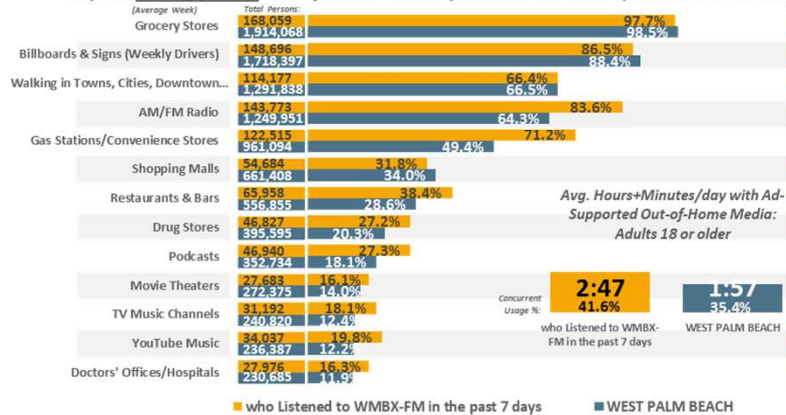
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



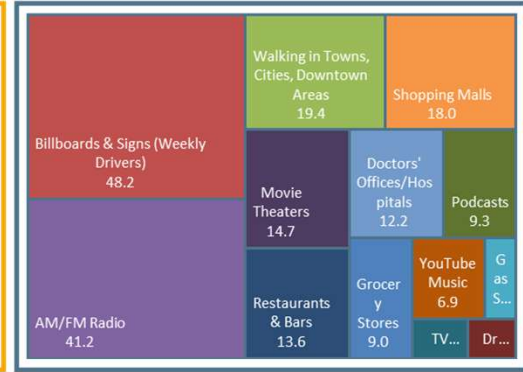
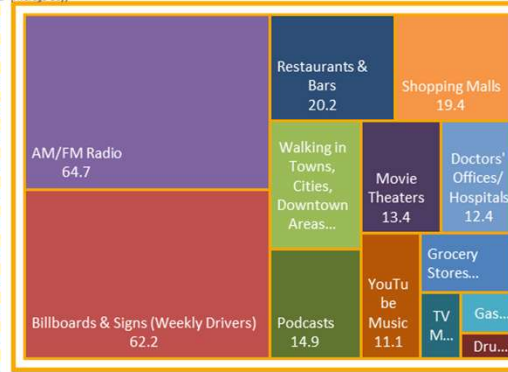
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



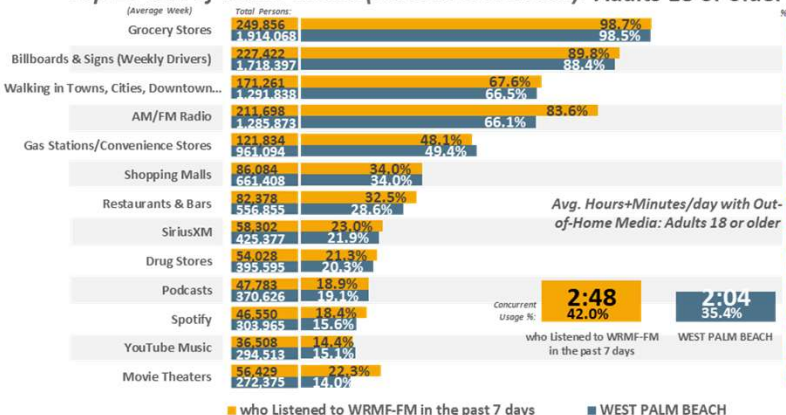
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



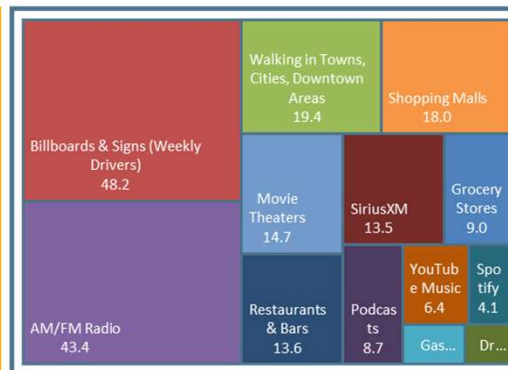
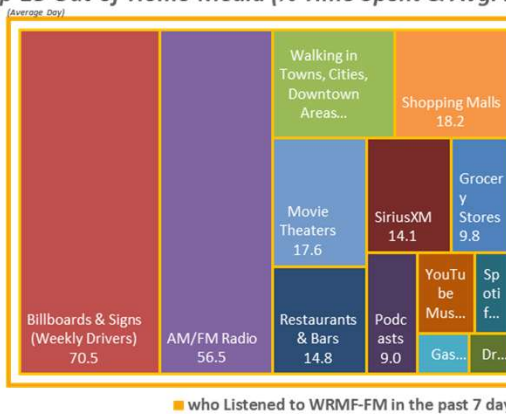


227,422 or 89.8% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 70.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.3 minutes/day.

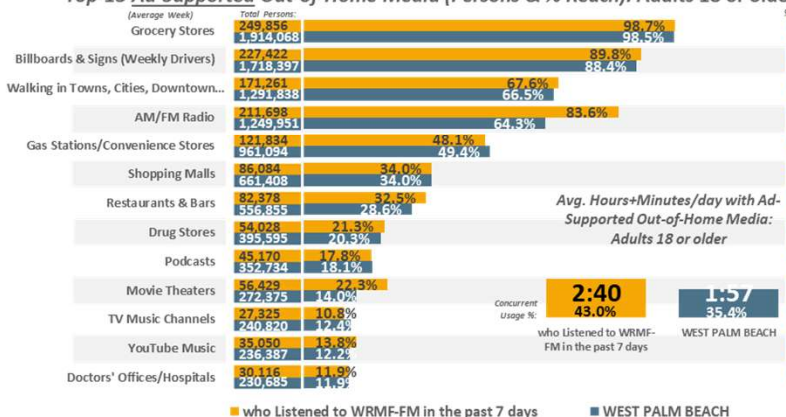
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



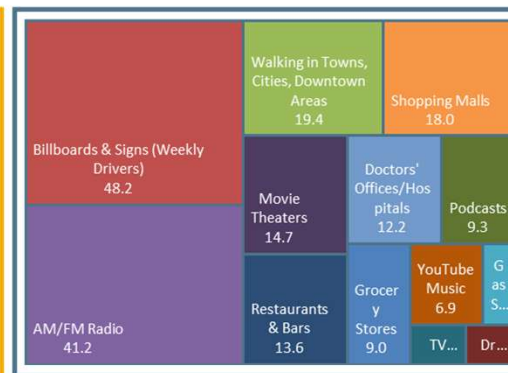
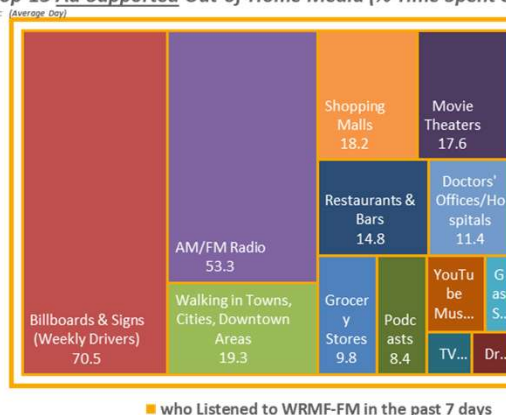
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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(Radio Stations: WRMF-FM)

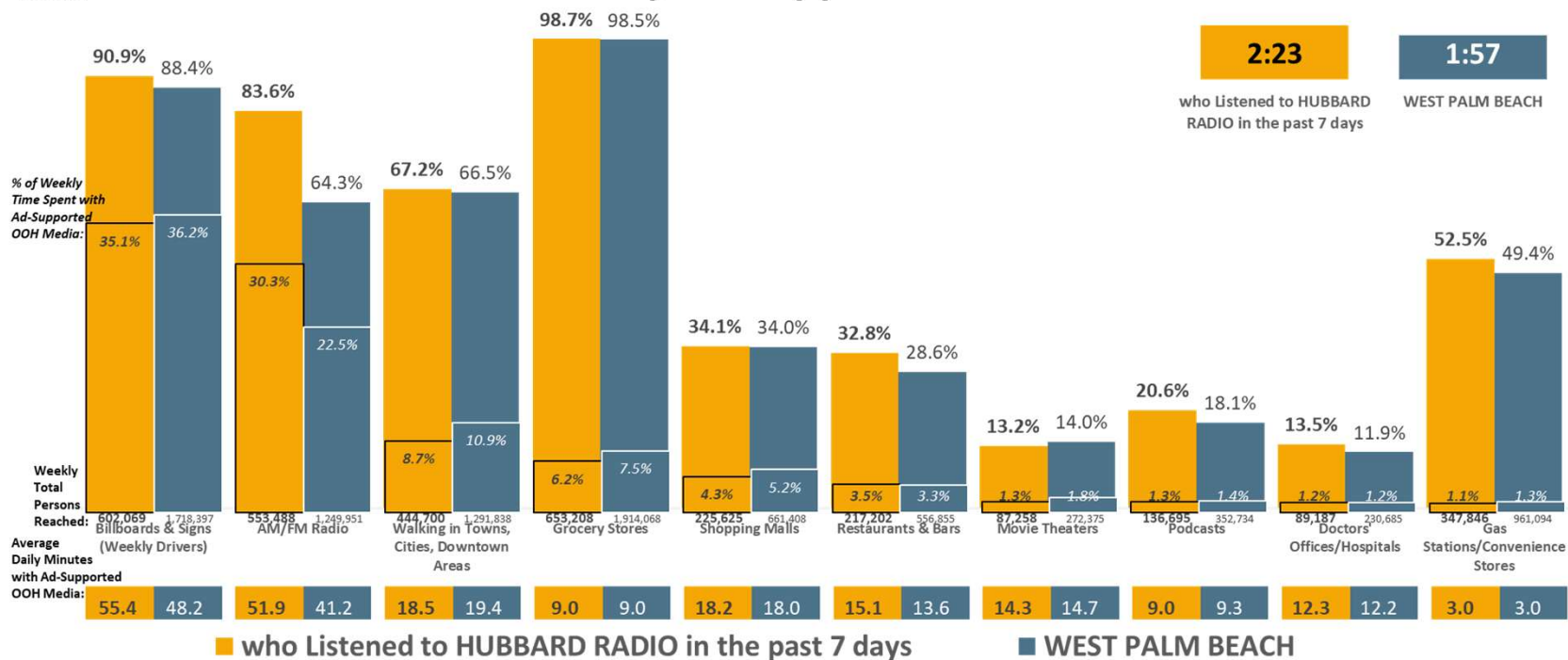


602,069 or 90.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:23

who Listened to HUBBARD RADIO in the past 7 days

1:57

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 871 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

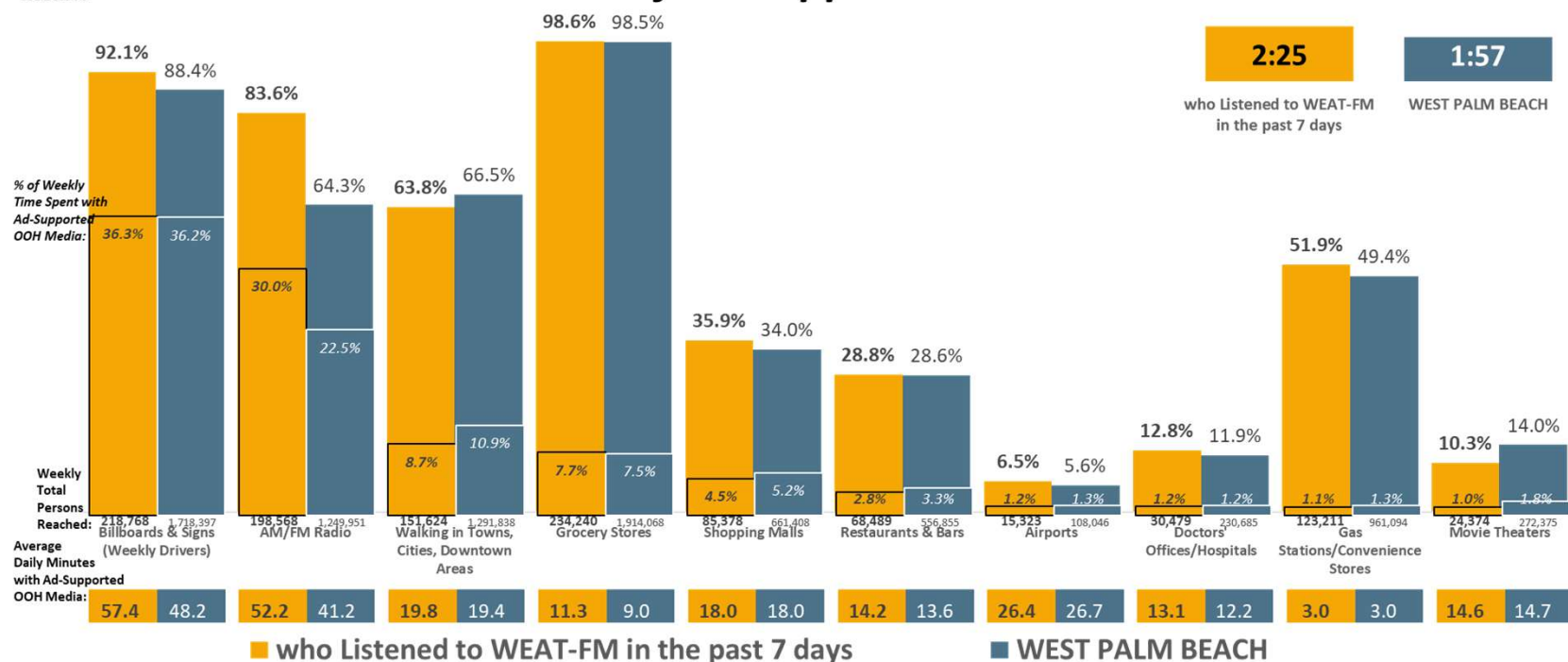


218,768 or 92.1% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



2:25

who Listened to WEAT-FM
in the past 7 days

1:57

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 299 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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for Anything

(Radio Stations: WEAT-FM)

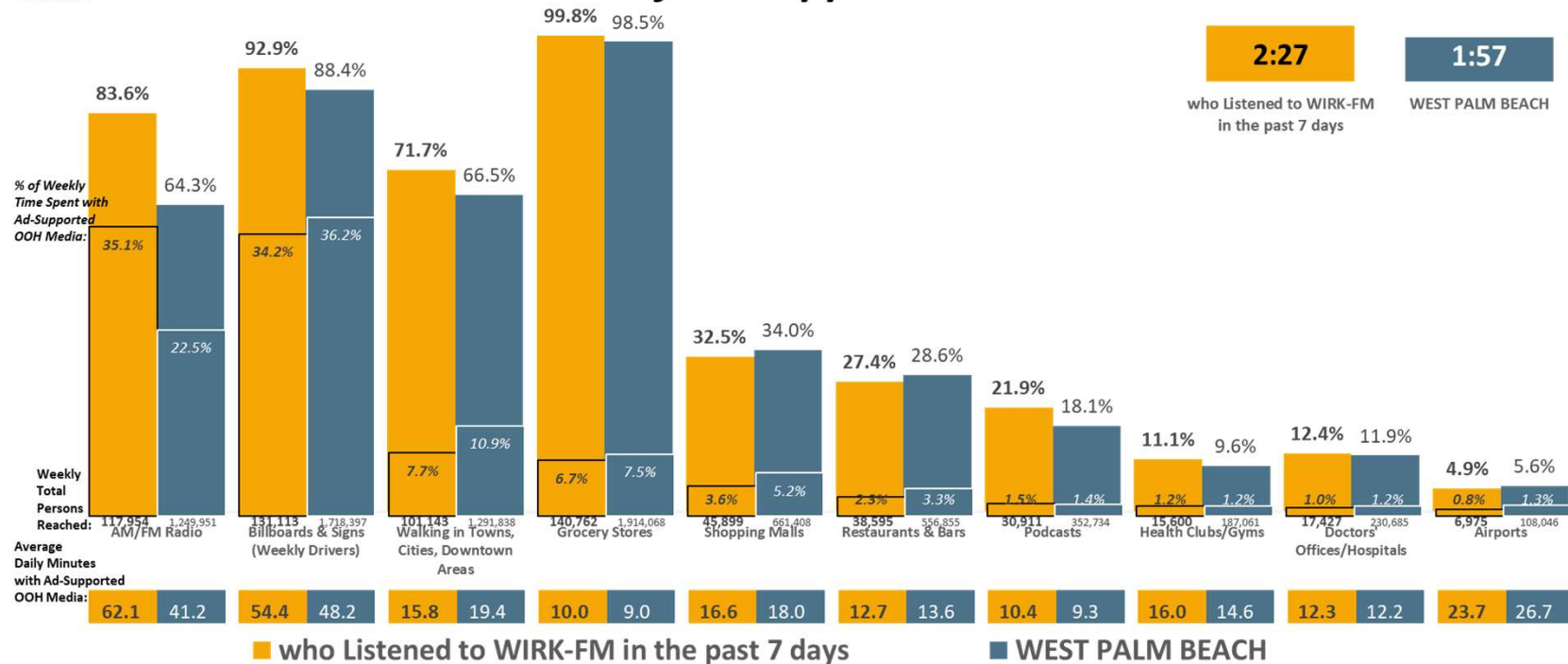


131,113 or 92.9% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 164 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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(Radio Stations: WIRK-FM)

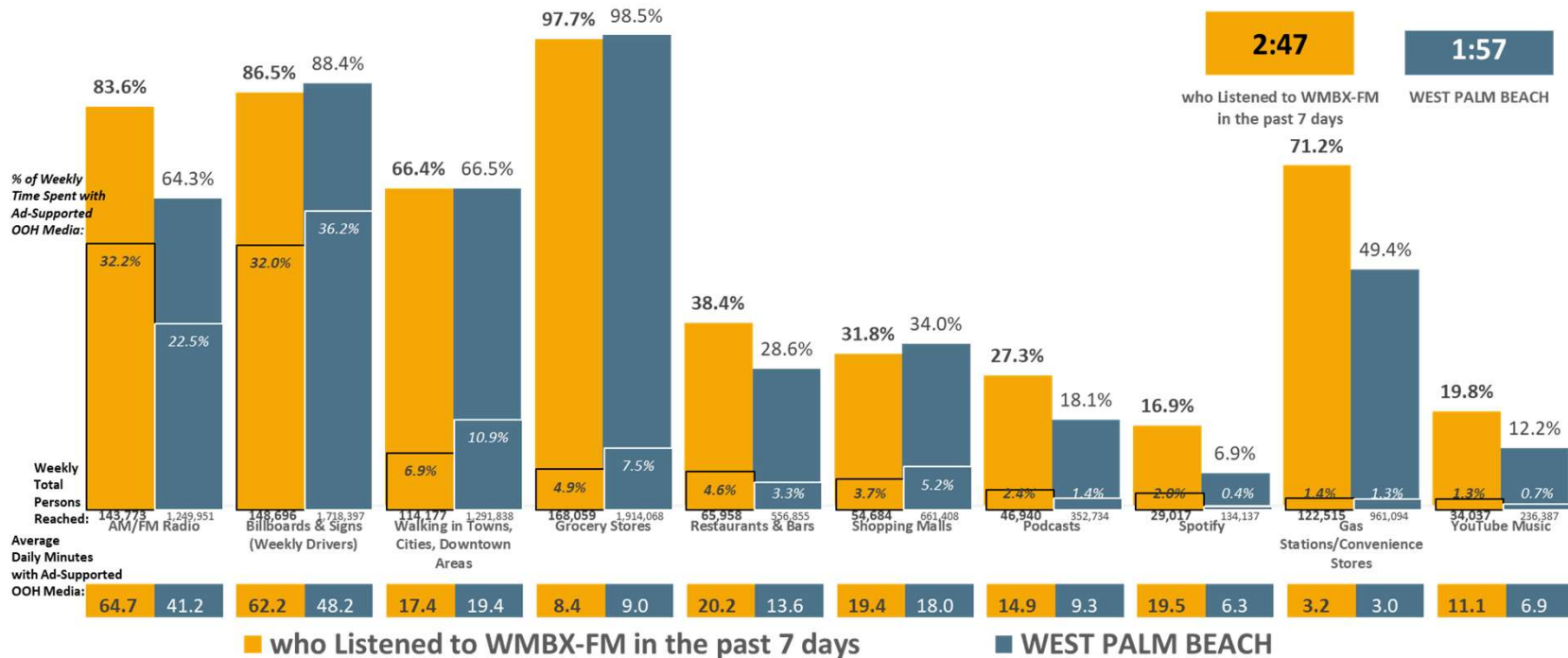


148,696 or 86.5% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 62.2 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 205 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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(Radio Stations: WMBX-FM)

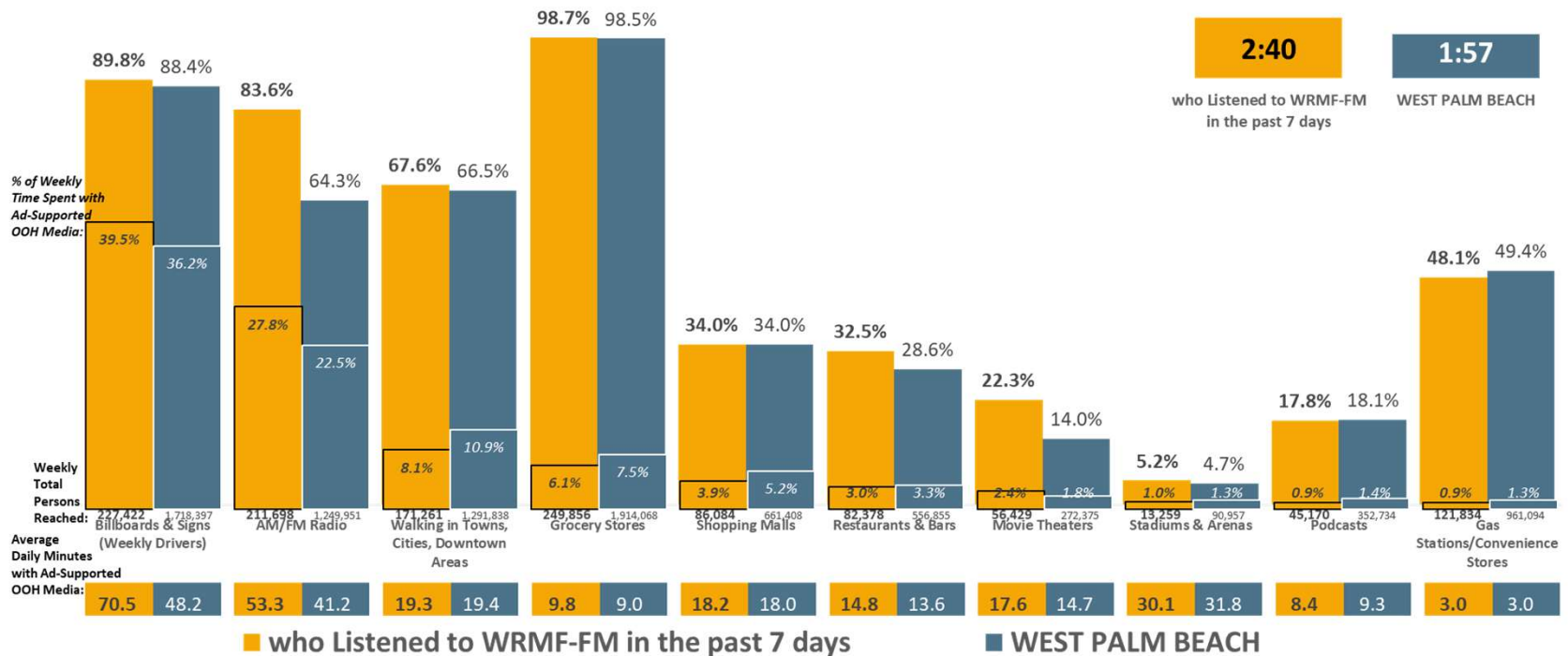


227,422 or 89.8% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 70.5 minutes per day driving, seeing Billboards and Signs representing 39.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 336 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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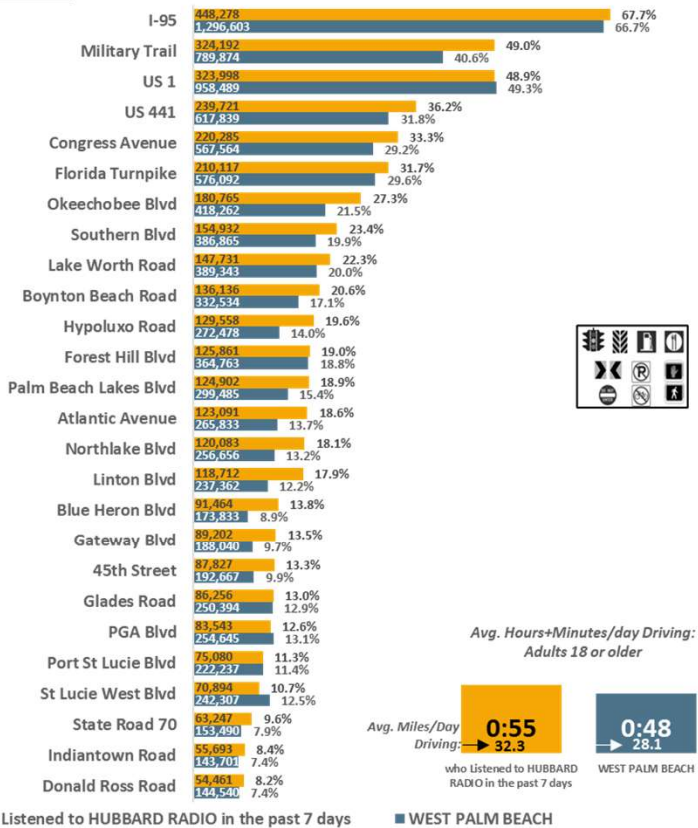
soefa.ai Share of Everything for Anything

(Radio Stations: WRMF-FM)

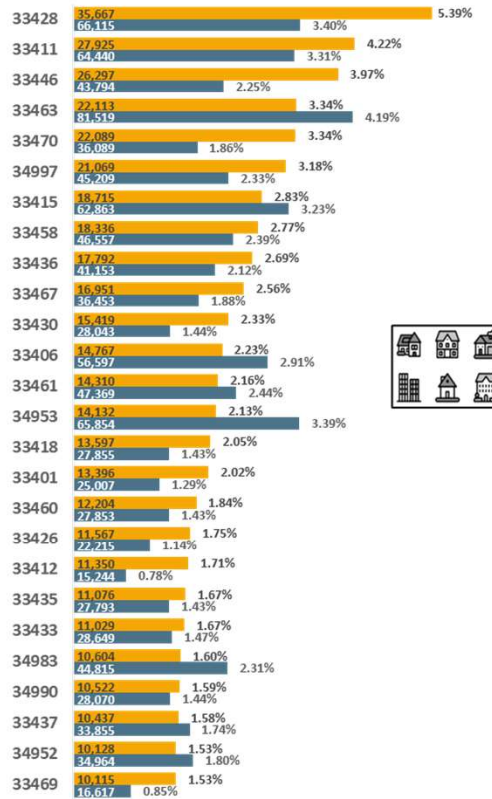


602,069 or 90.9% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days spend an average of 55.4 minutes per day driving an average of 32.3 miles each day and are 54.5% more likely to use Blue Heron Blvd than the Metro average.

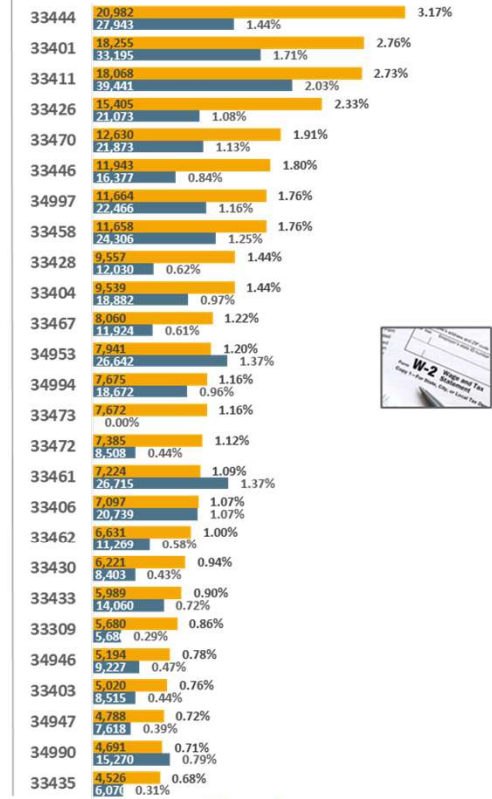
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



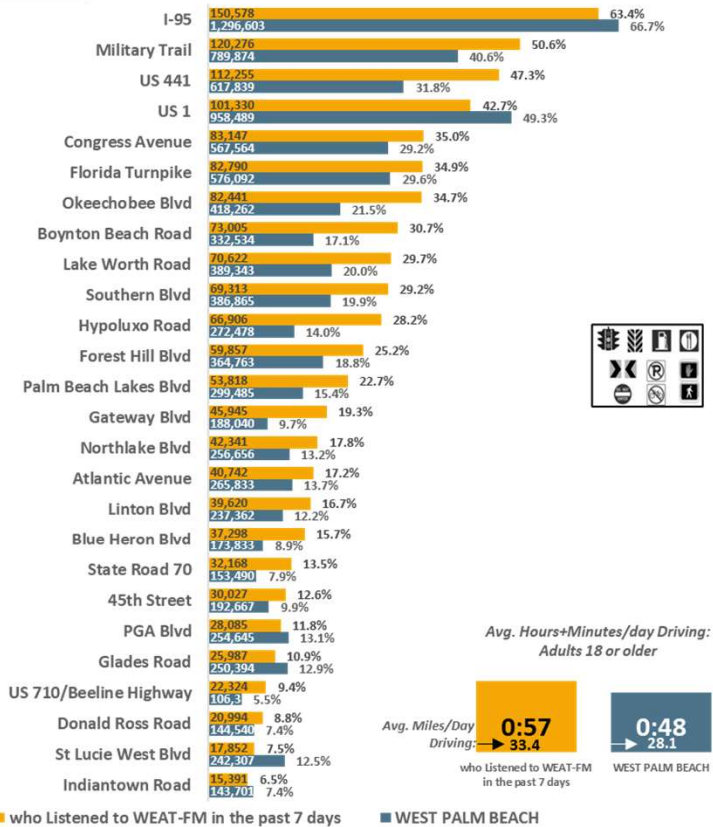
Top-26 Employment Zip Codes: Adults 18 or older



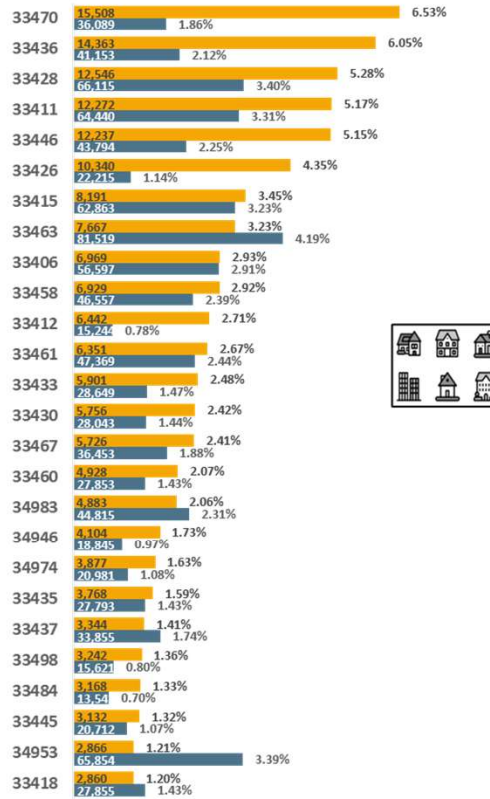


218,768 or 92.1% of Adults 18 or older who Listened to WEAT-FM in the past 7 days spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 101.% more likely to use Hypoluxo Road than the Metro average.

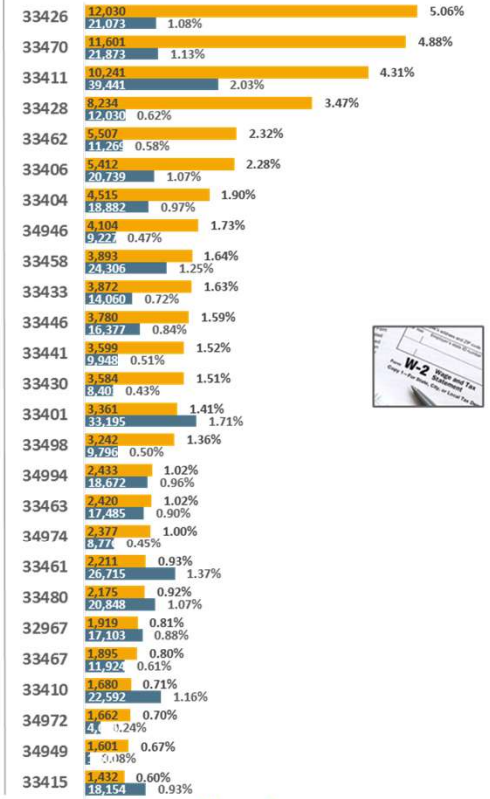
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



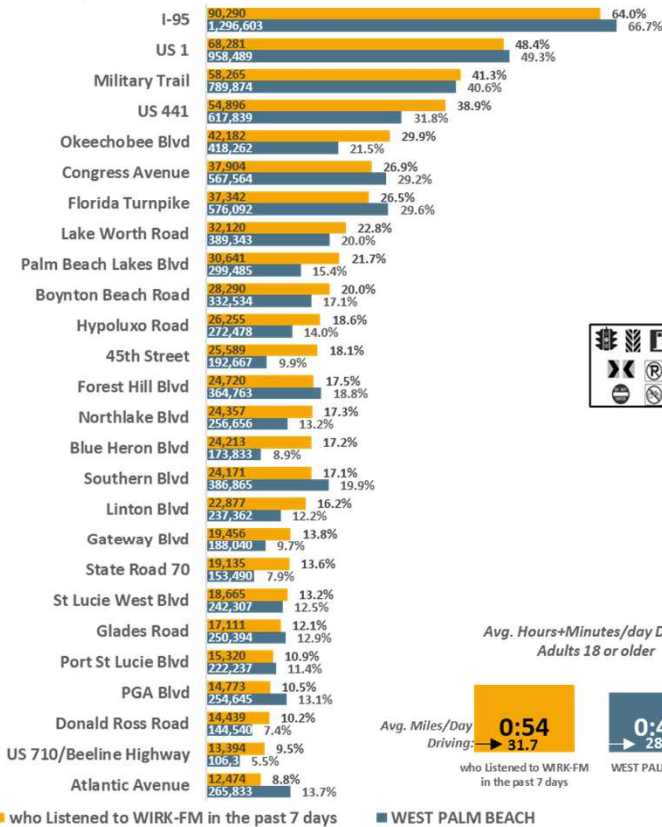
Top-26 Employment Zip Codes: Adults 18 or older





131,113 or 92.9% of Adults 18 or older who Listened to WIRK-FM in the past 7 days spend an average of 54.4 minutes per day driving an average of 31.7 miles each day and are 91.9% more likely to use Blue Heron Blvd than the Metro average.

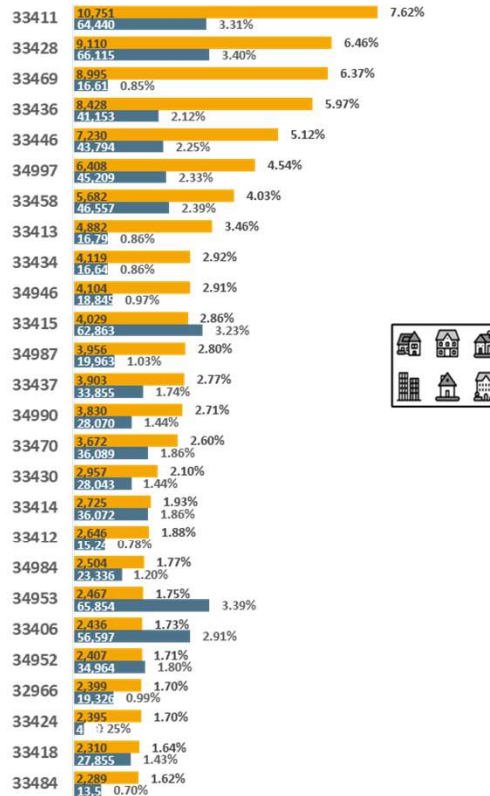
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



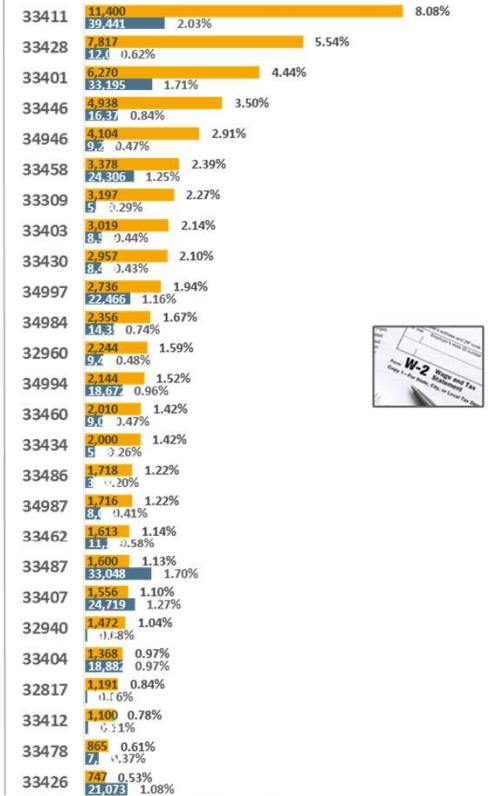
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



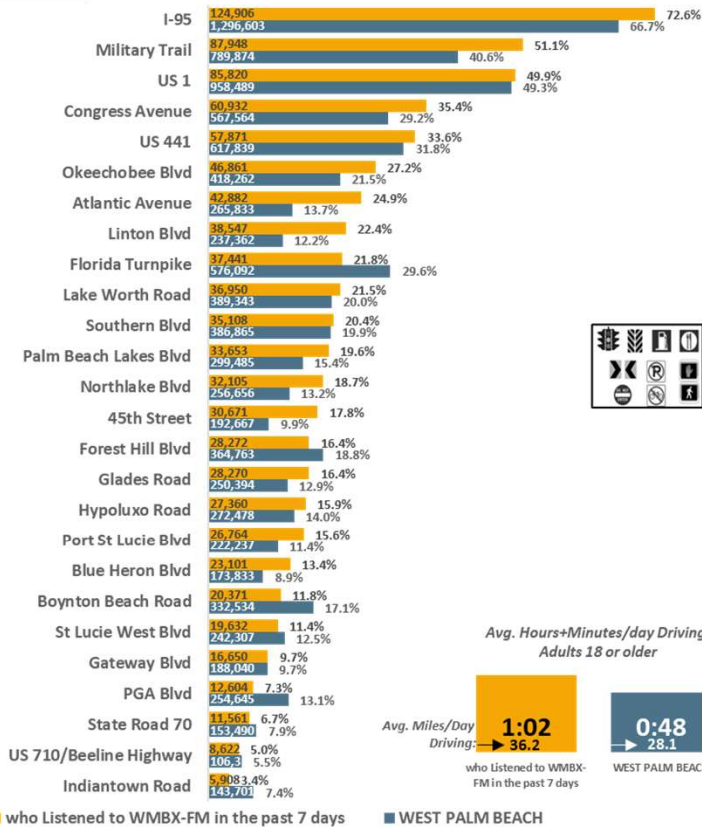
Top-26 Employment Zip Codes: Adults 18 or older





148,696 or 86.5% of Adults 18 or older who Listened to WMBX-FM in the past 7 days spend an average of 62.2 minutes per day driving an average of 36.2 miles each day and are 83.6% more likely to use Linton Blvd than the Metro average.

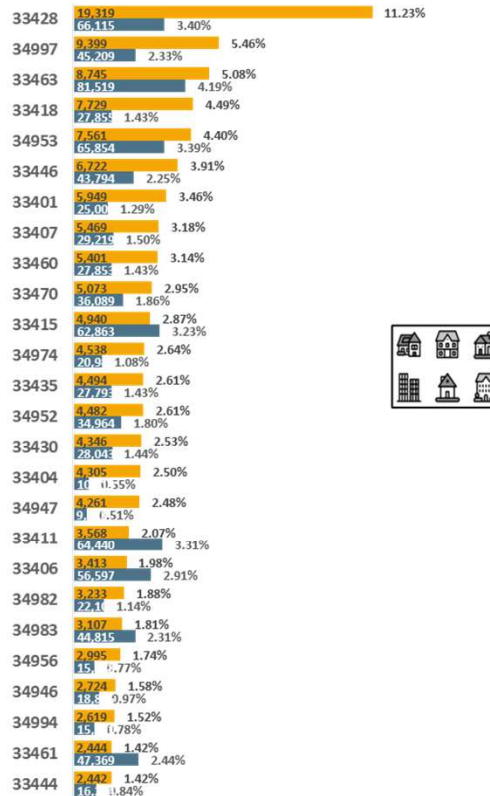
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



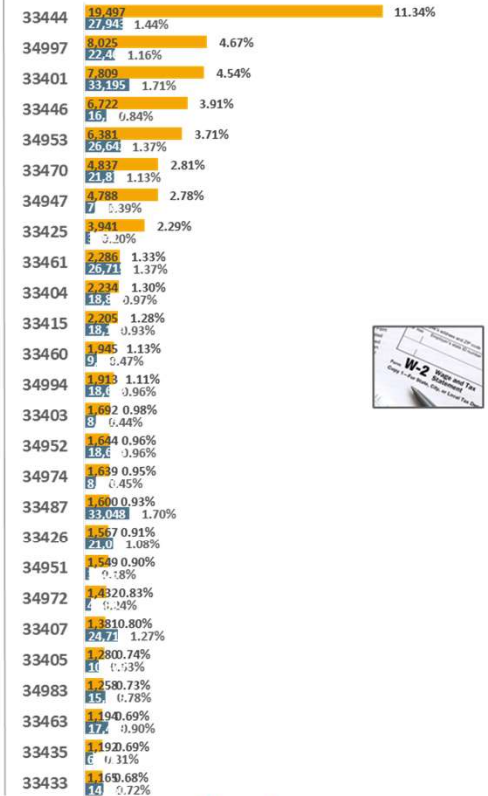
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



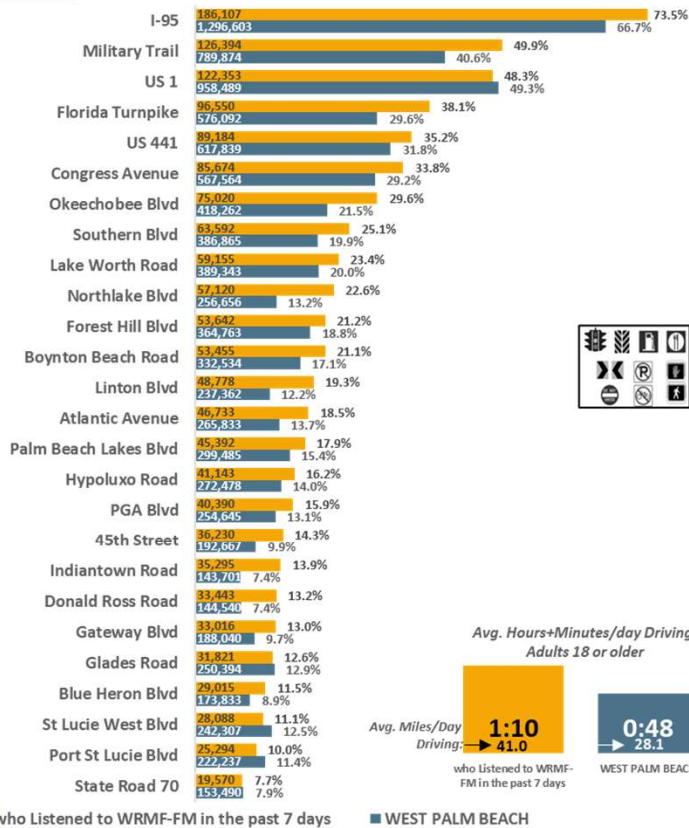
Top-26 Employment Zip Codes: Adults 18 or older





227,422 or 89.8% of Adults 18 or older who Listened to WRMF-FM in the past 7 days spend an average of 70.5 minutes per day driving an average of 41. miles each day and are 88.5% more likely to use Indiantown Road than the Metro average.

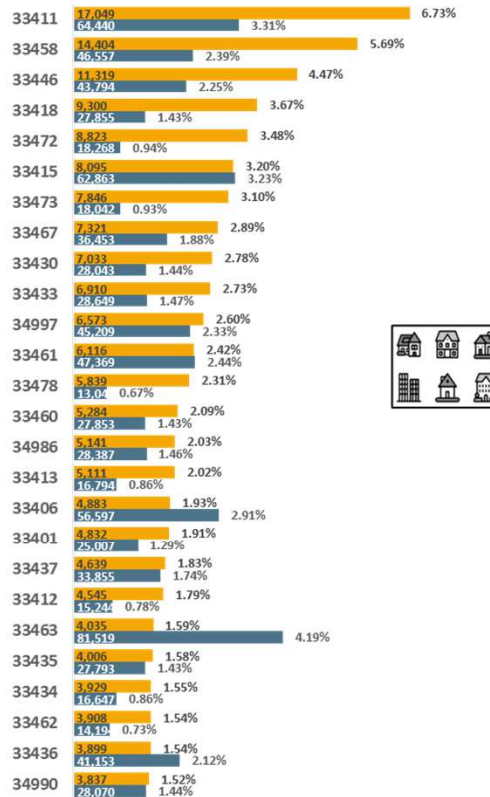
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



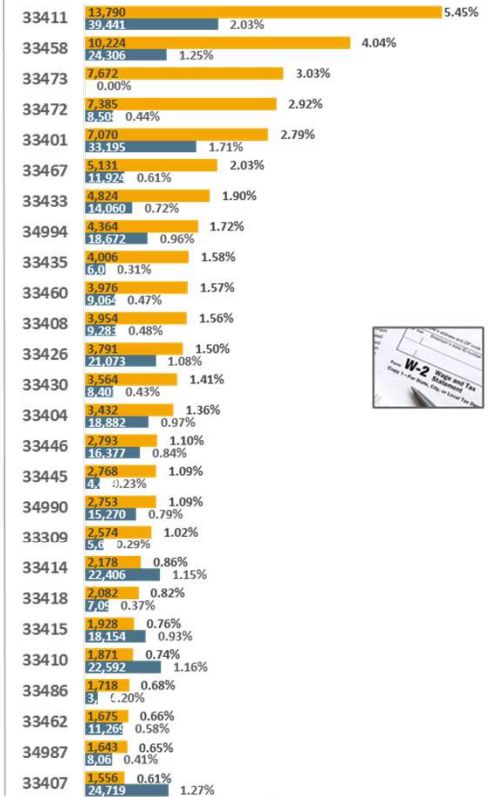
Avg. Hours+Minutes/day Driving:
Adults 18 or older



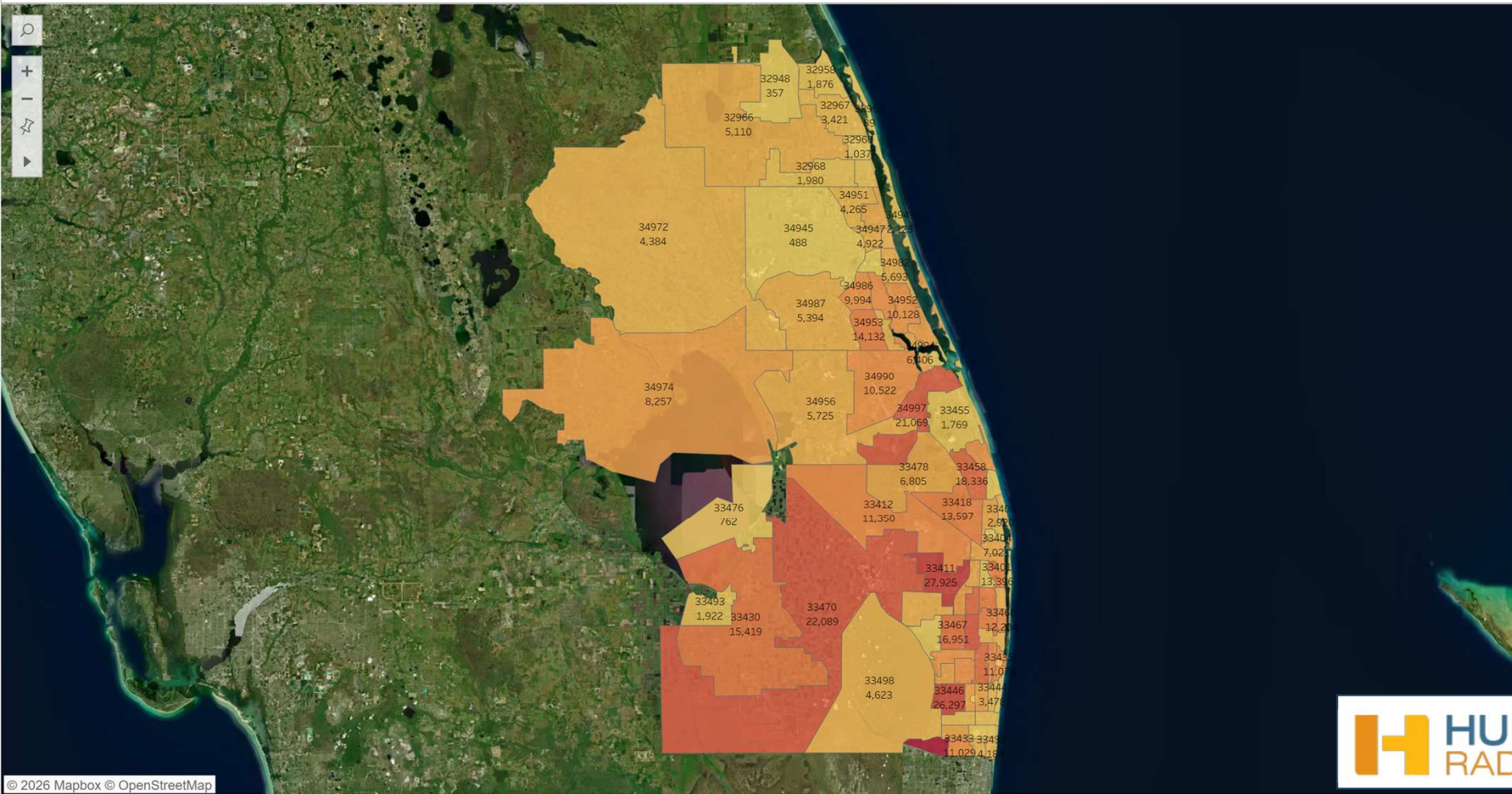
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...



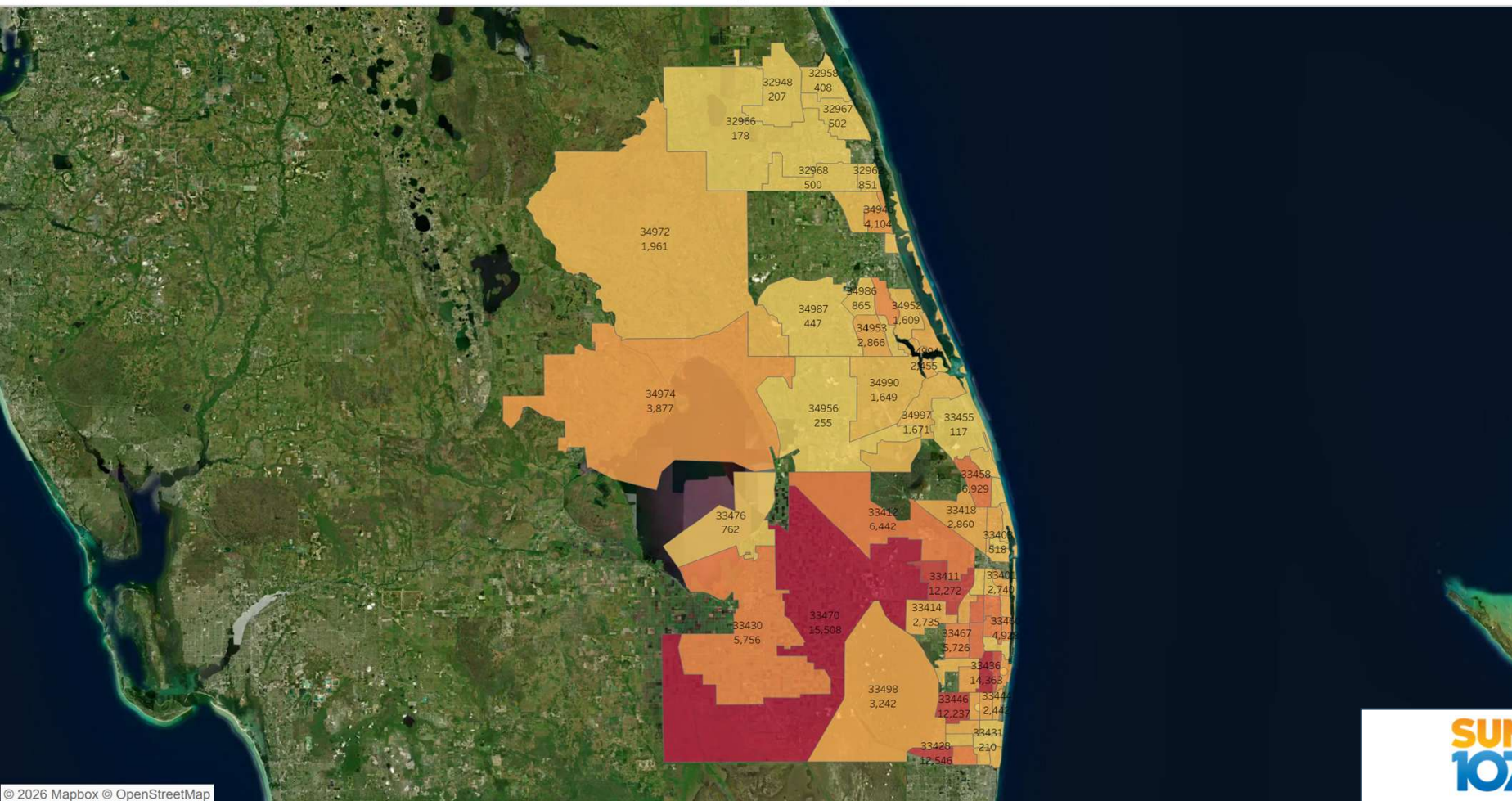
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Top Residential Zip Codes: (Adults 18 or older who Listened to WEAT-FM in the past 7 days)



SUM(Adults 18 or older...



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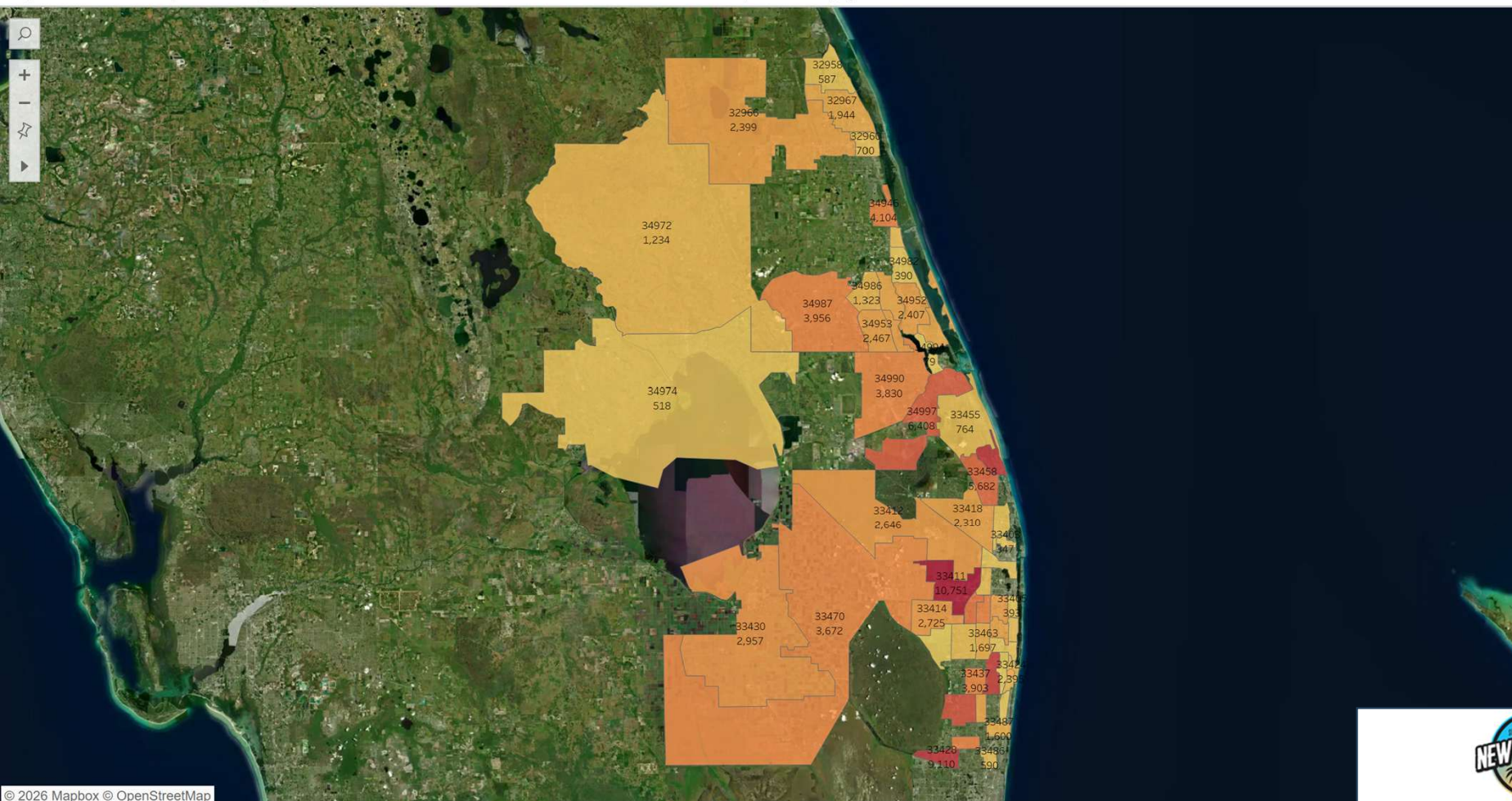
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(Radio Stations: WEAT-FM)

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



SUM(Adults 18 or older...
79 10,751



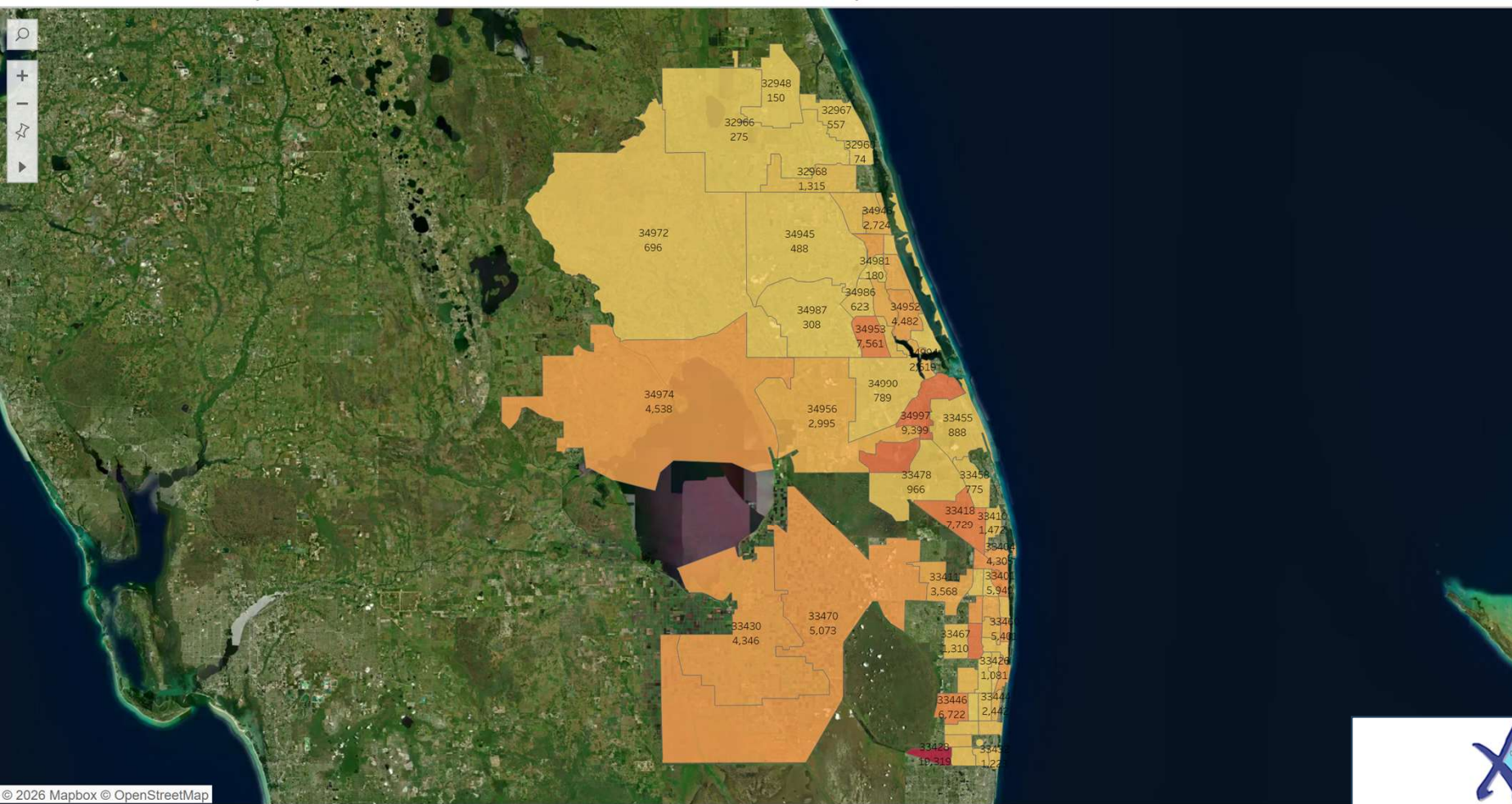
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(Radio Stations: WIRK-FM)

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



SUM(Adults 18 or older...



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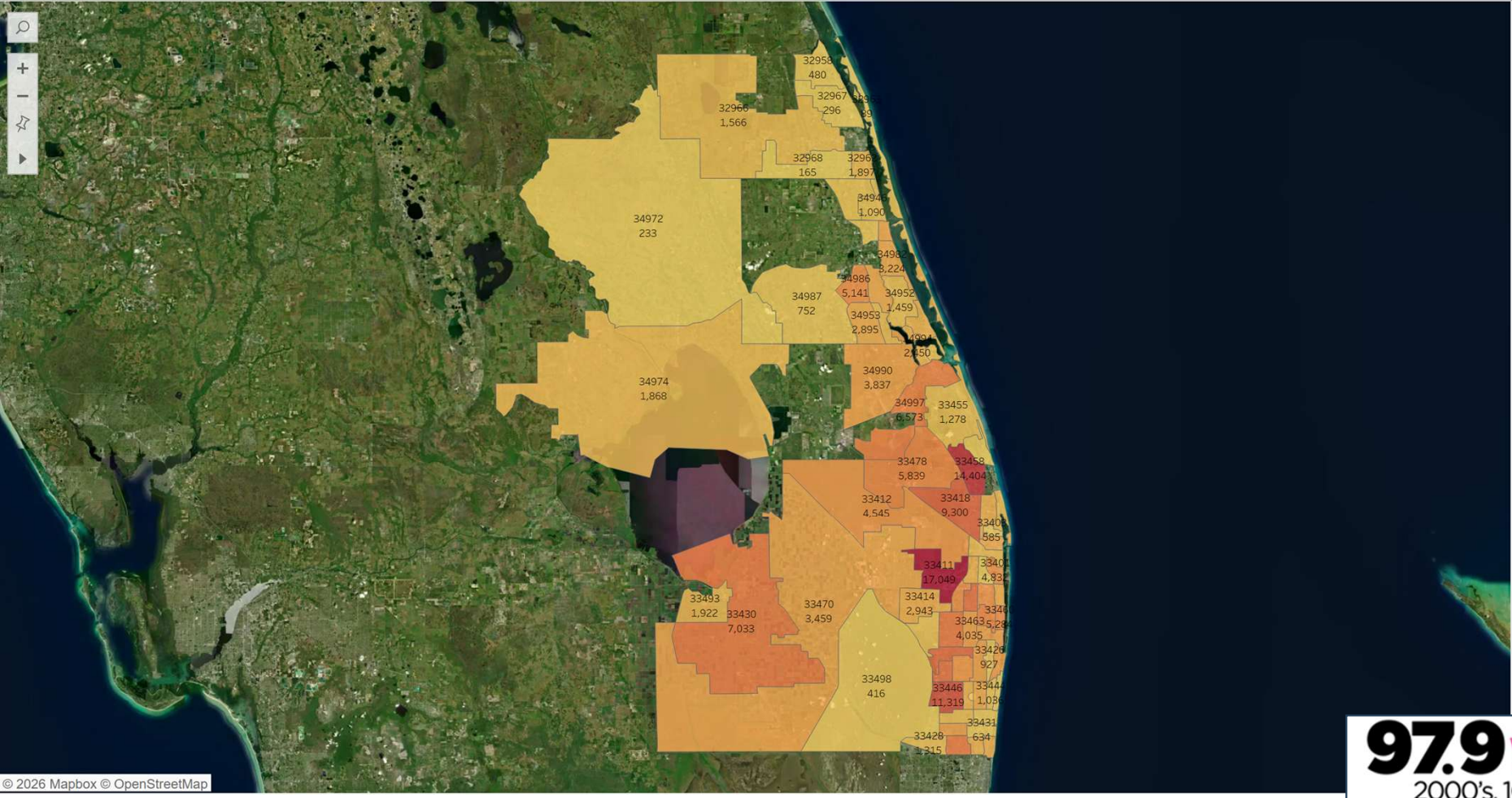
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(Radio Stations: WMBX-FM)

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



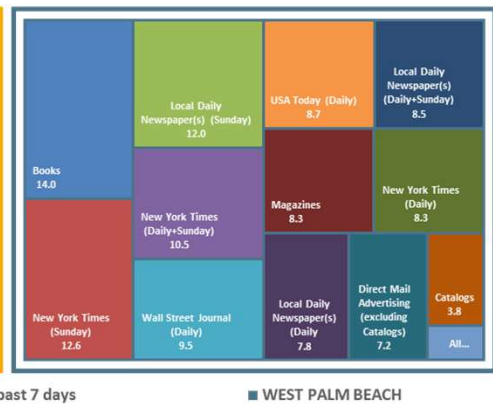
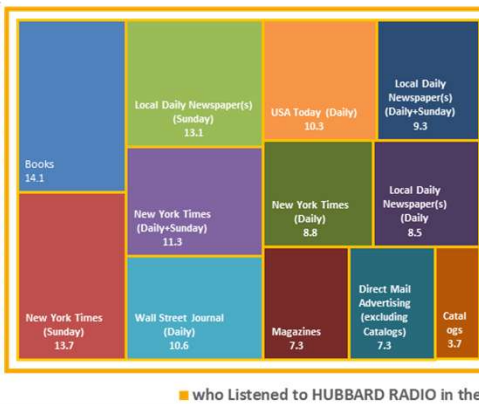
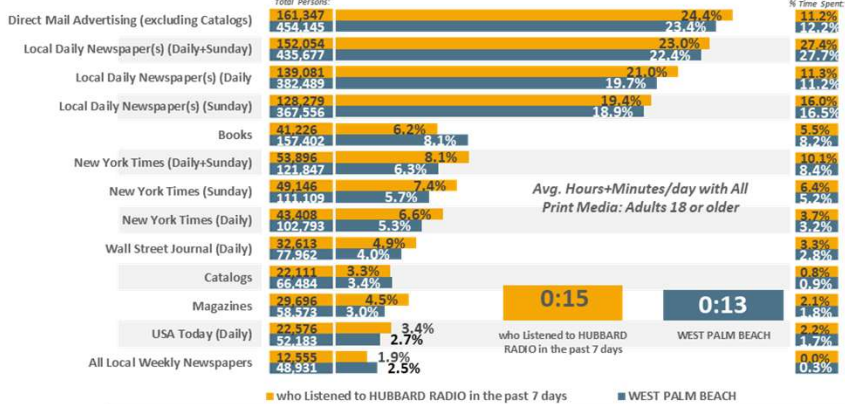
97.9 wrmf
2000's, 10's & today

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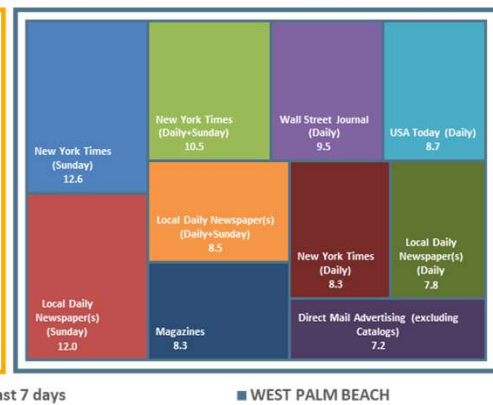
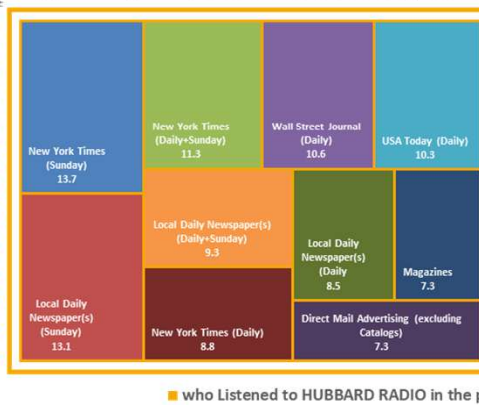
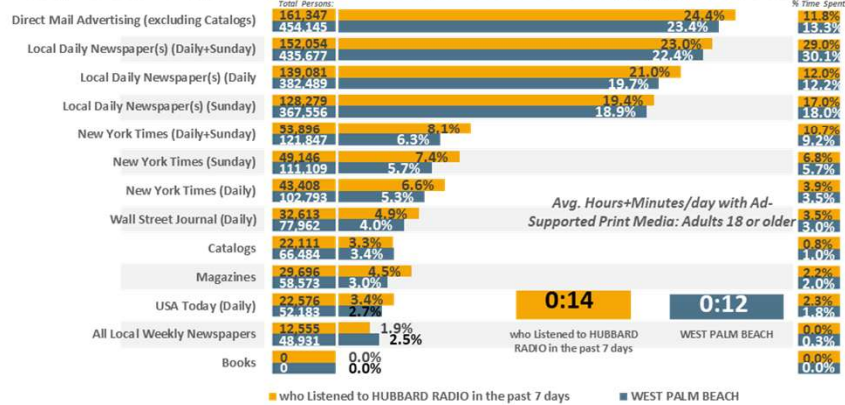


152,054 or 23.% of Adults 18 or older who Listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

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



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



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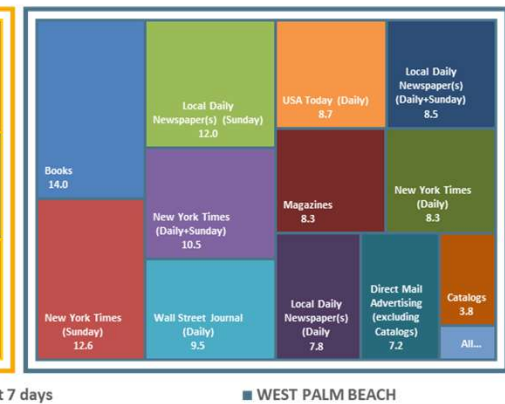
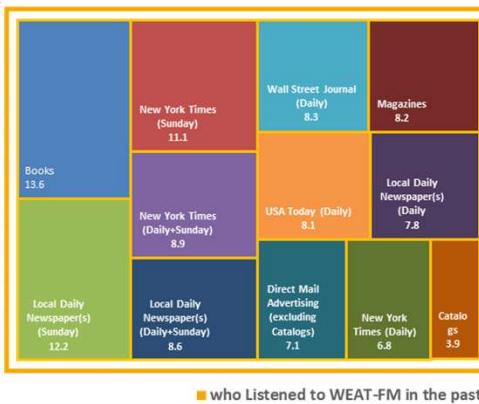
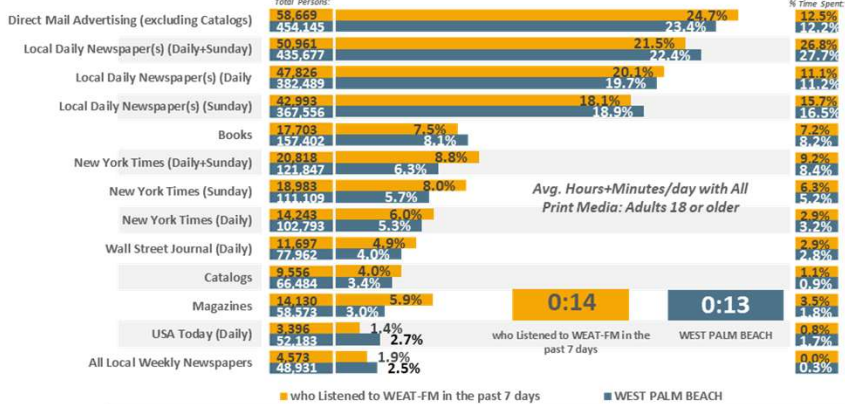
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

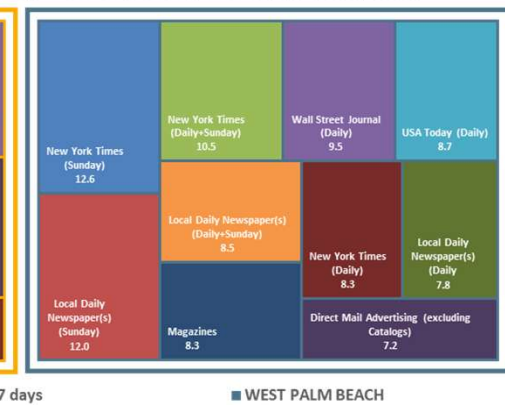
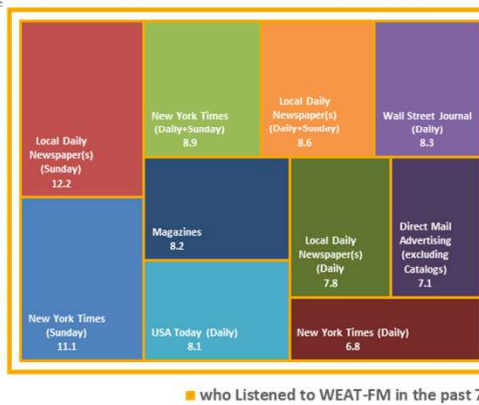
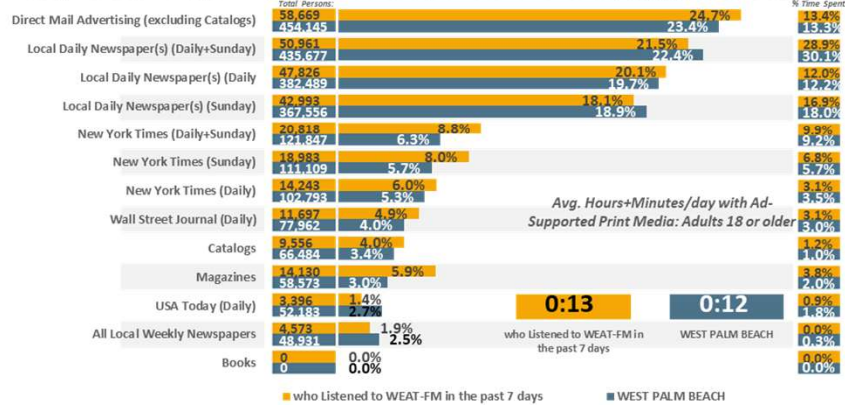


50,961 or 21.5% of Adults 18 or older who Listened to WEAT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



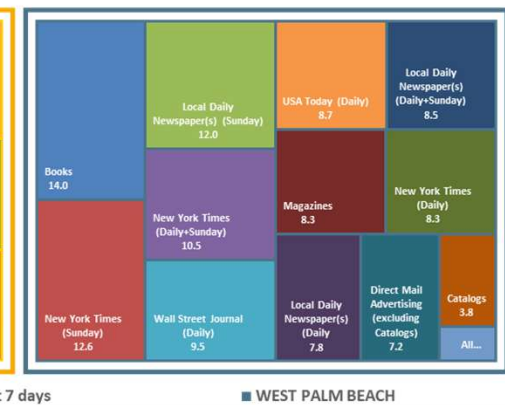
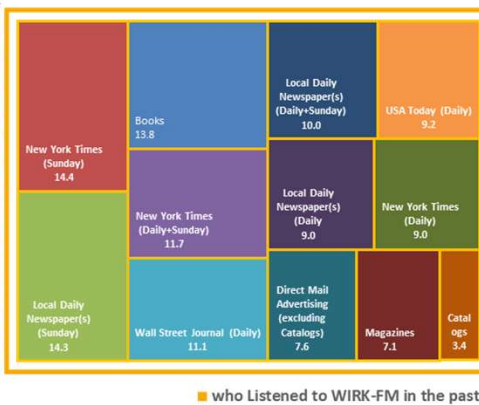
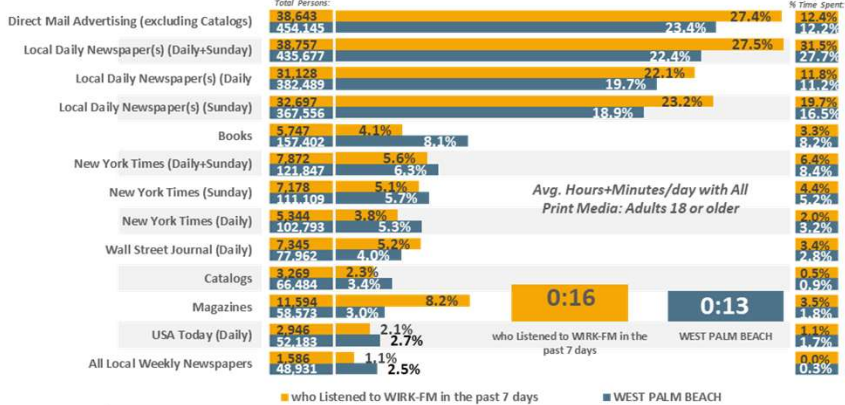
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



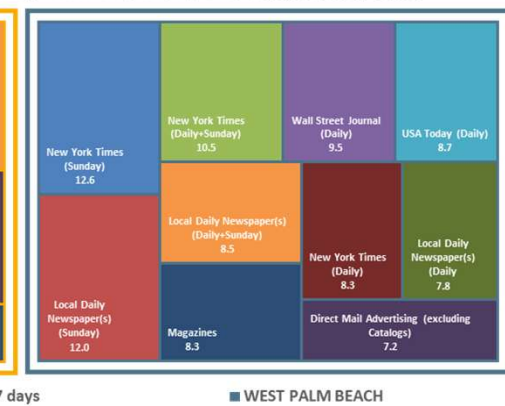
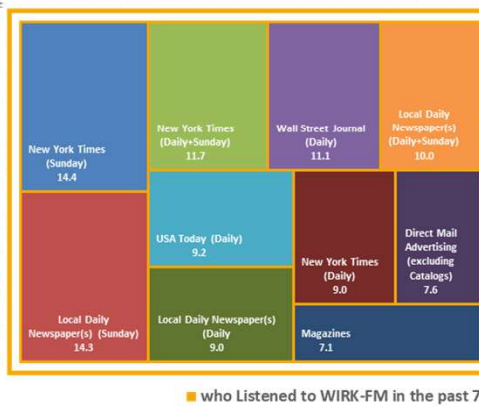
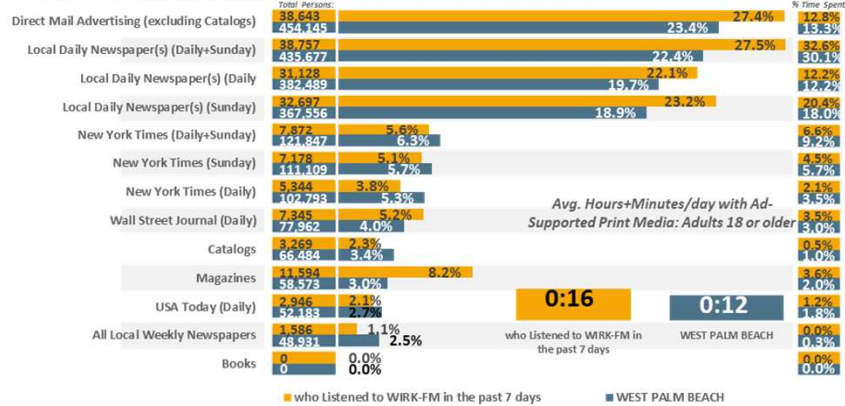


38,757 or 27.5% of Adults 18 or older who Listened to WIRK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

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**



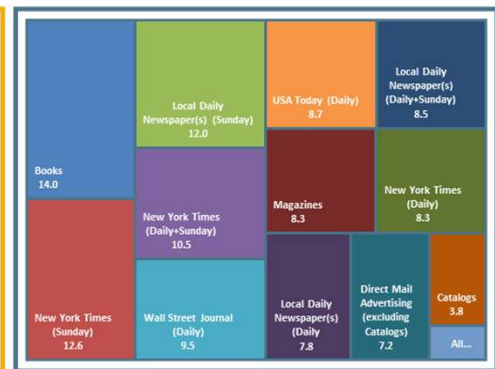
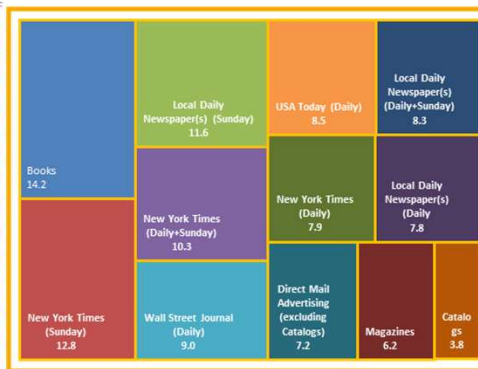
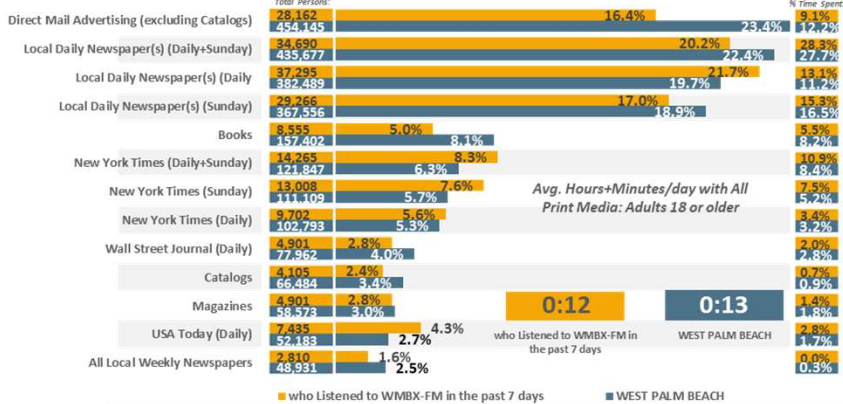
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



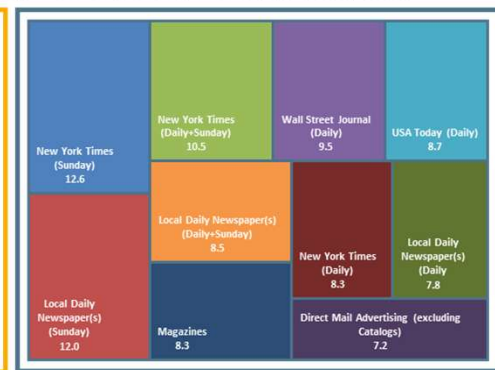
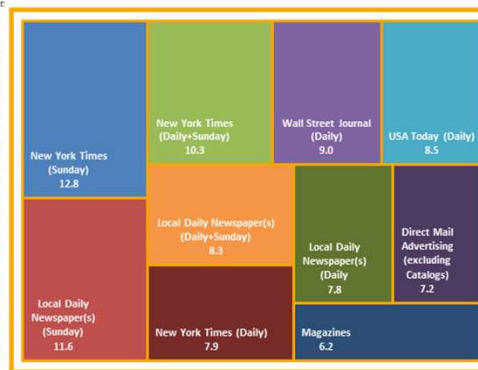
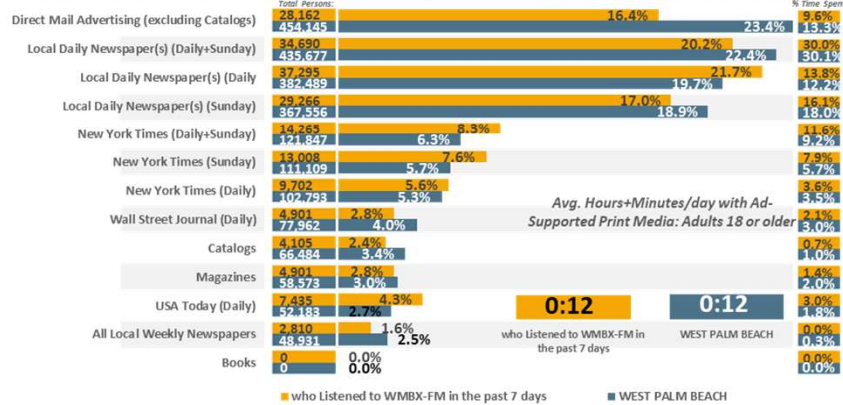


34,690 or 20.2% of Adults 18 or older who Listened to WMBX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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**



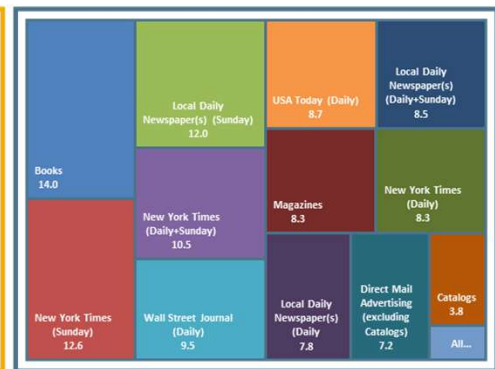
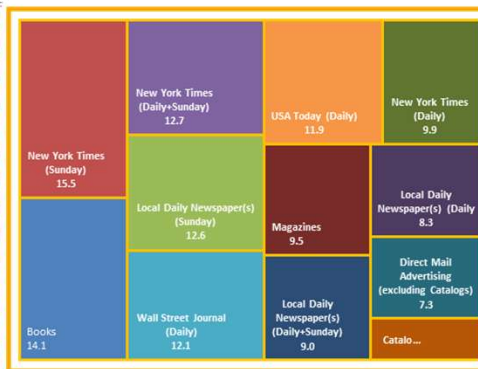
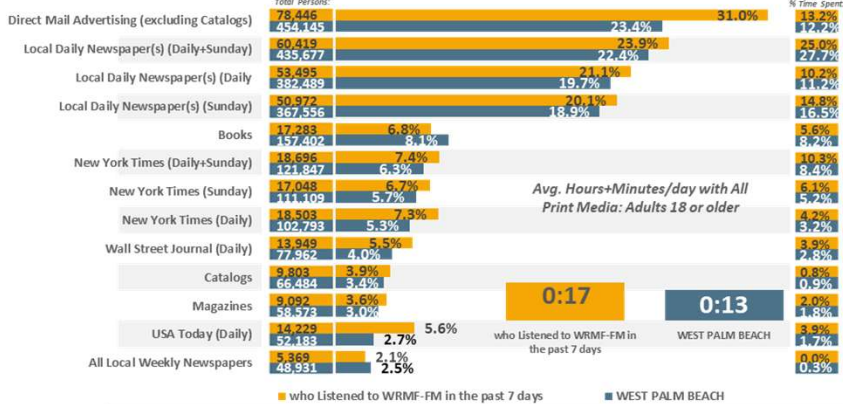
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



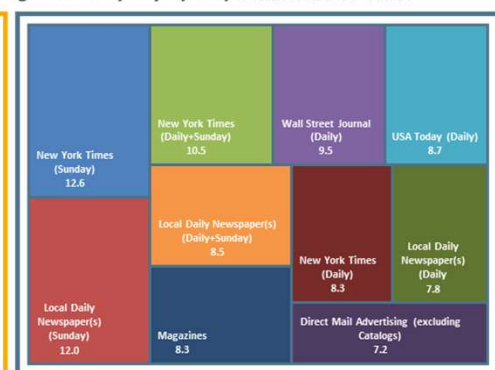
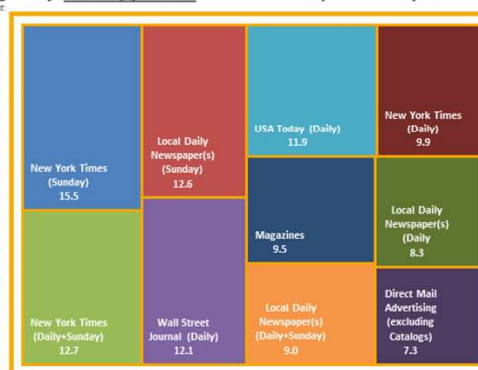
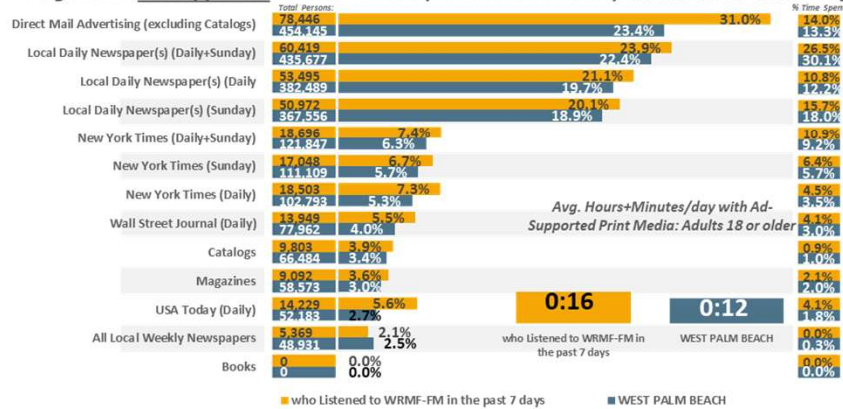


60,419 or 23.9% of Adults 18 or older who Listened to WRMF-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 336
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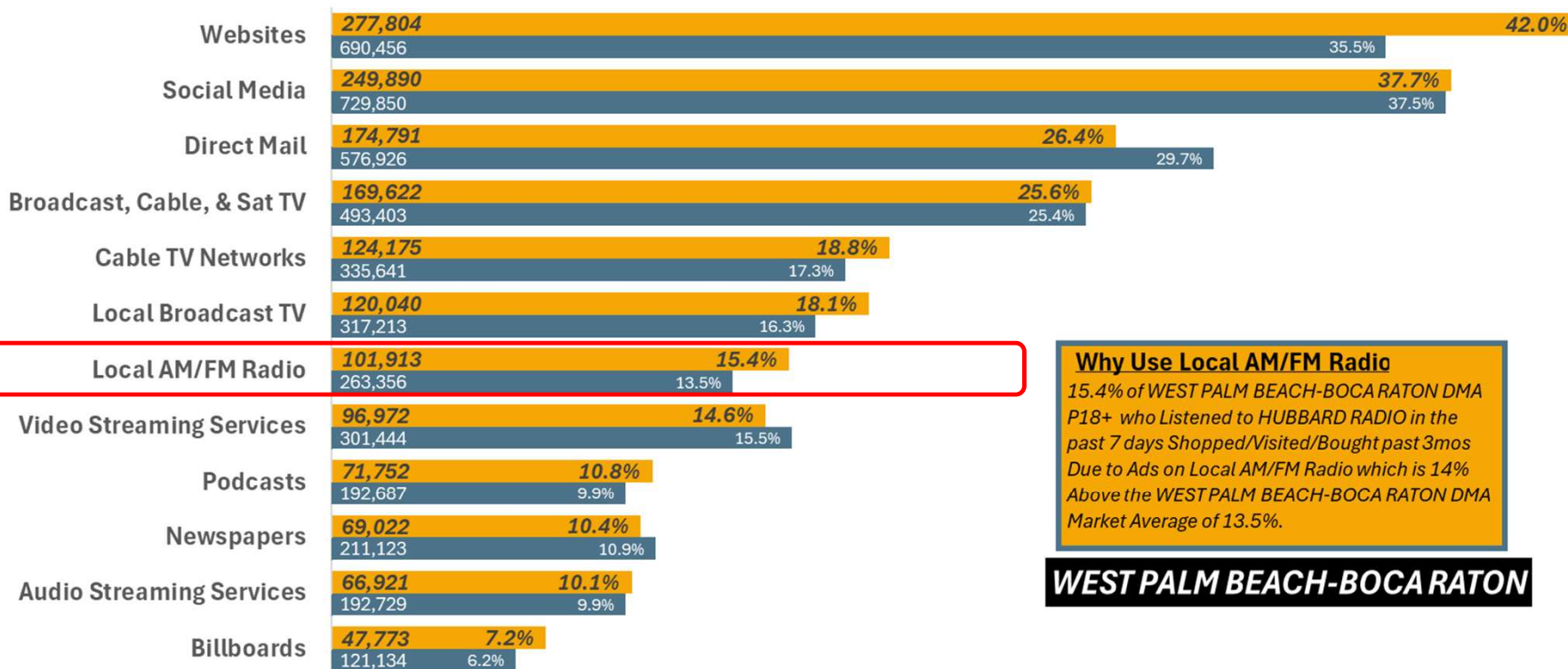
(Radio Stations: WRMF-FM)

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"Advertising Actions"

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



Why Use Local AM/FM Radio

15.4% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 871

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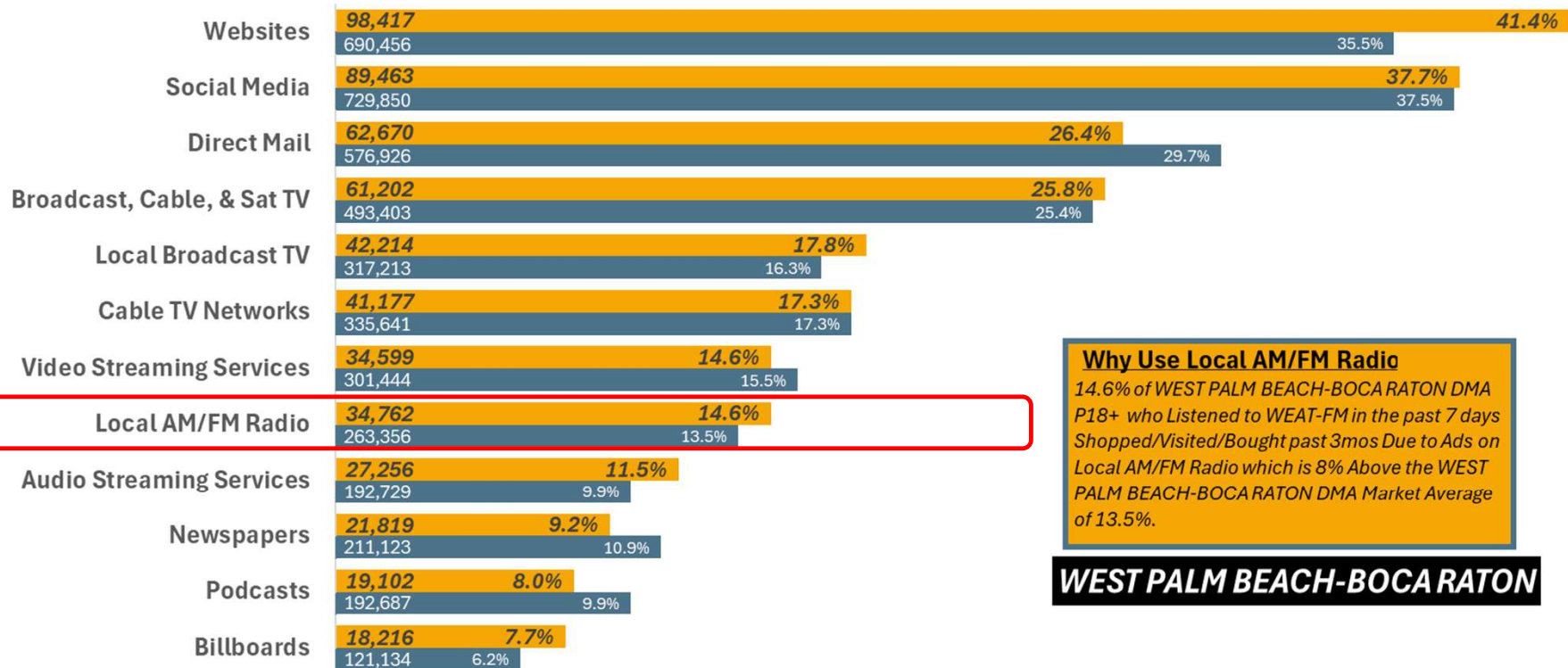
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)



"Advertising Actions"

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



Why Use Local AM/FM Radio

14.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WEAT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 299

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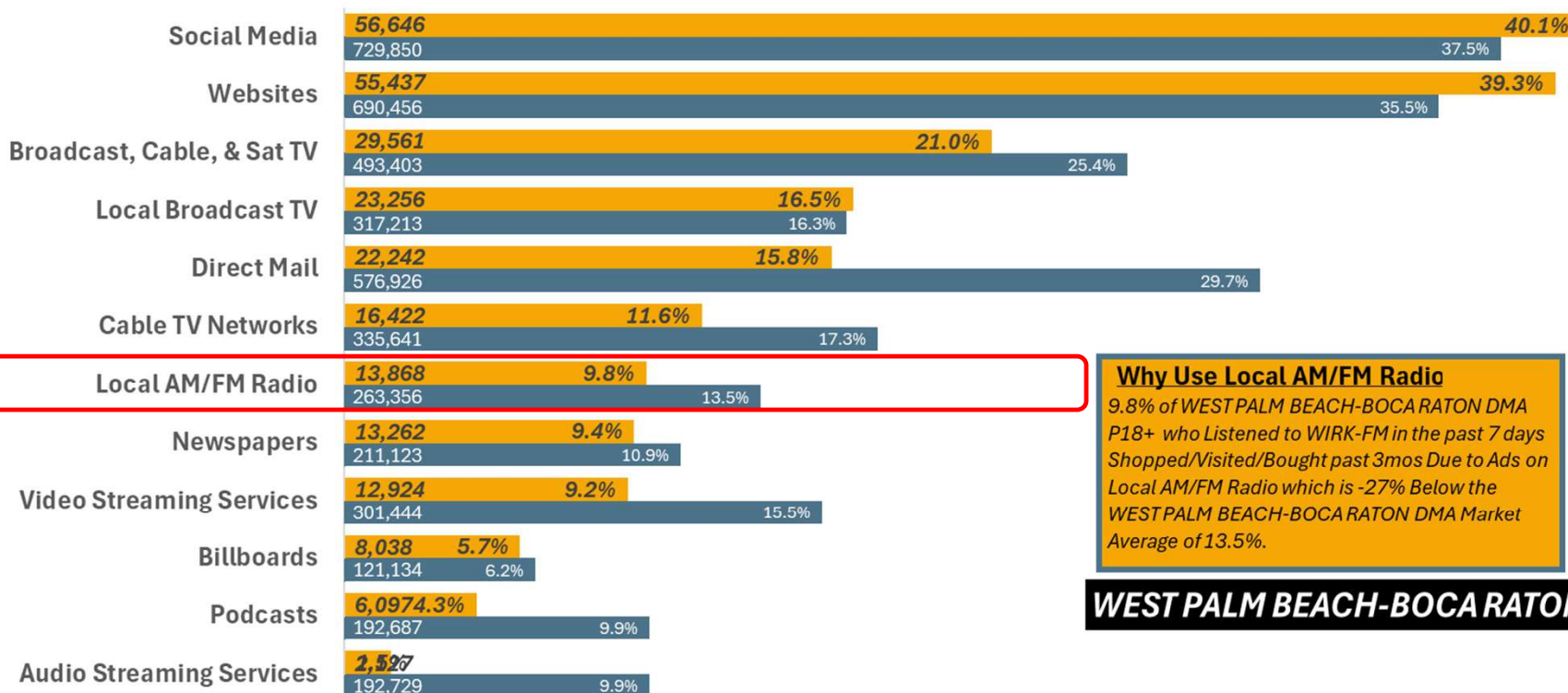
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(Radio Stations: WEAT-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio

9.8% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WIRK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -27% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 164

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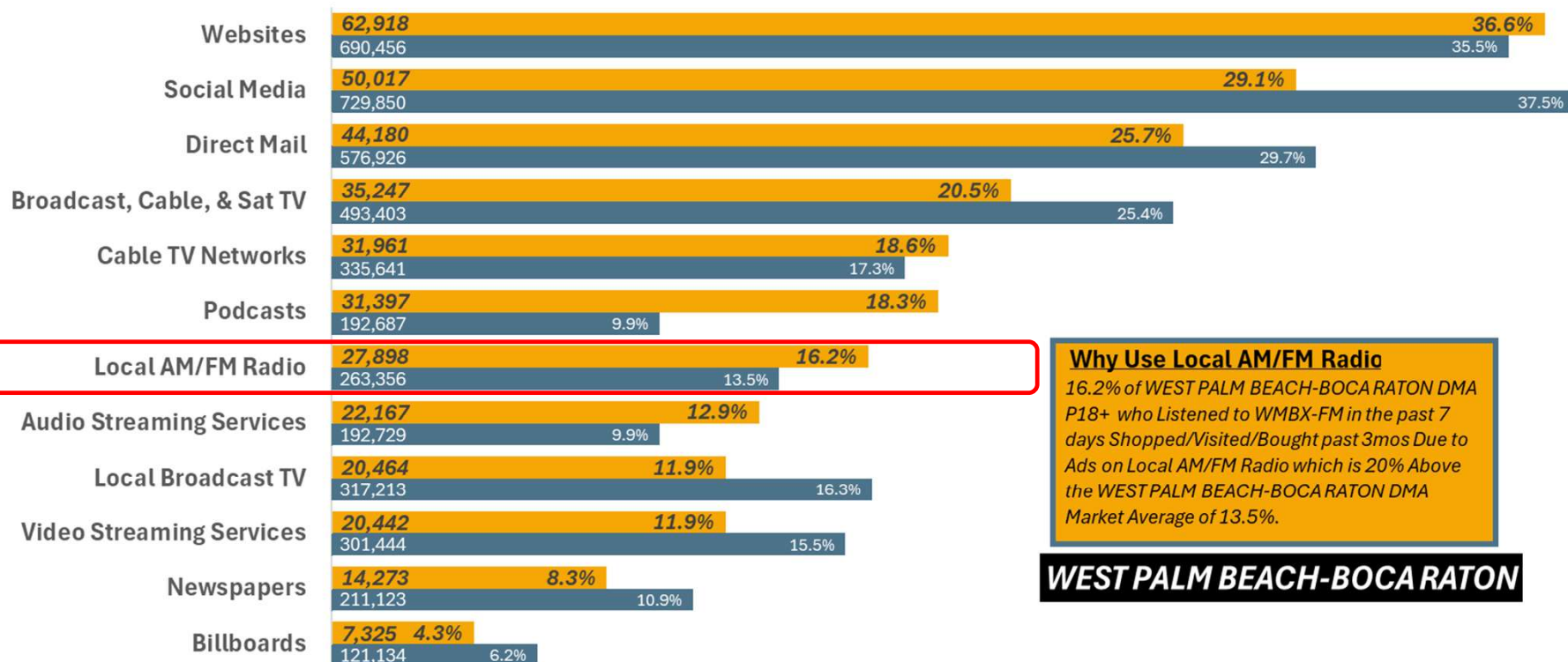
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(Radio Stations: WIRK-FM)



"Advertising Actions"

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



Why Use Local AM/FM Radio

16.2% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WMBX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

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

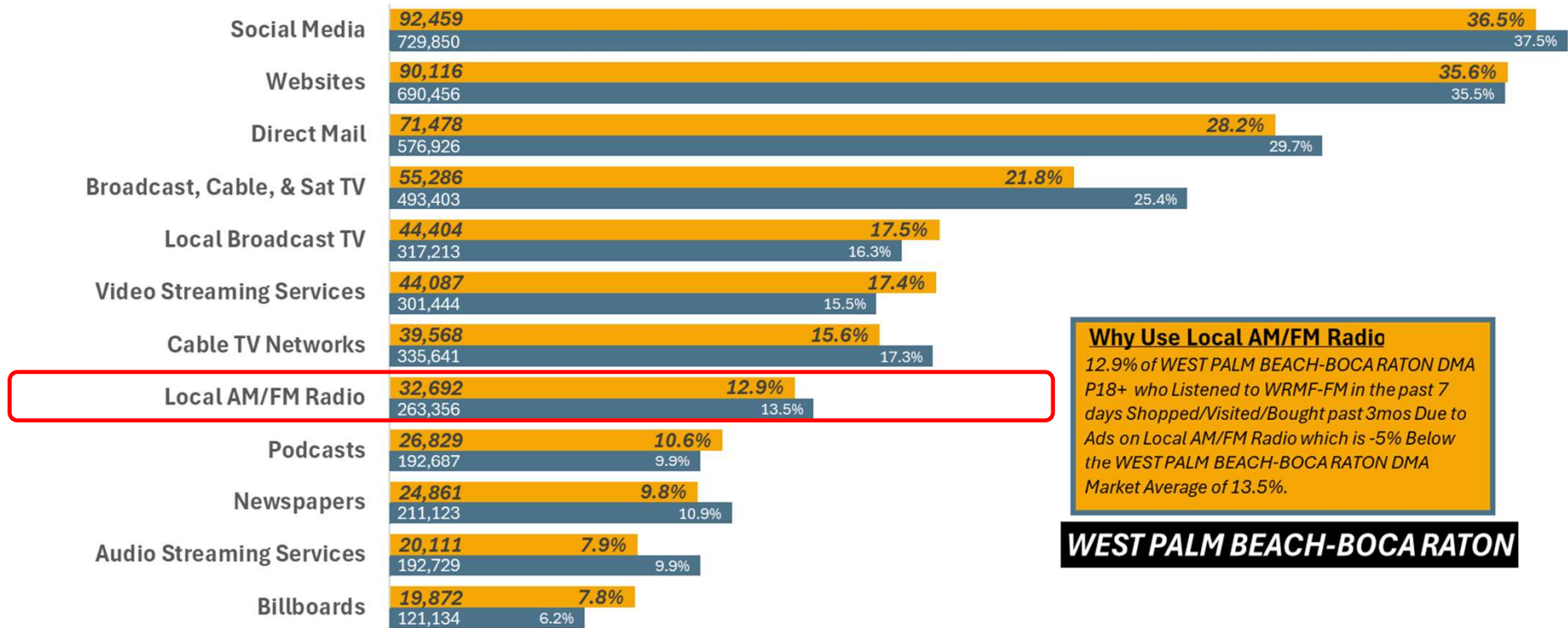
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 205
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(Radio Stations: WMBX-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio

12.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WRMF-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

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